



**ARAPAHOE COUNTY**  
**COLORADO'S FIRST**

# Arapahoe County, CO

## 2014 CITIZEN SURVEY

*Prepared by*

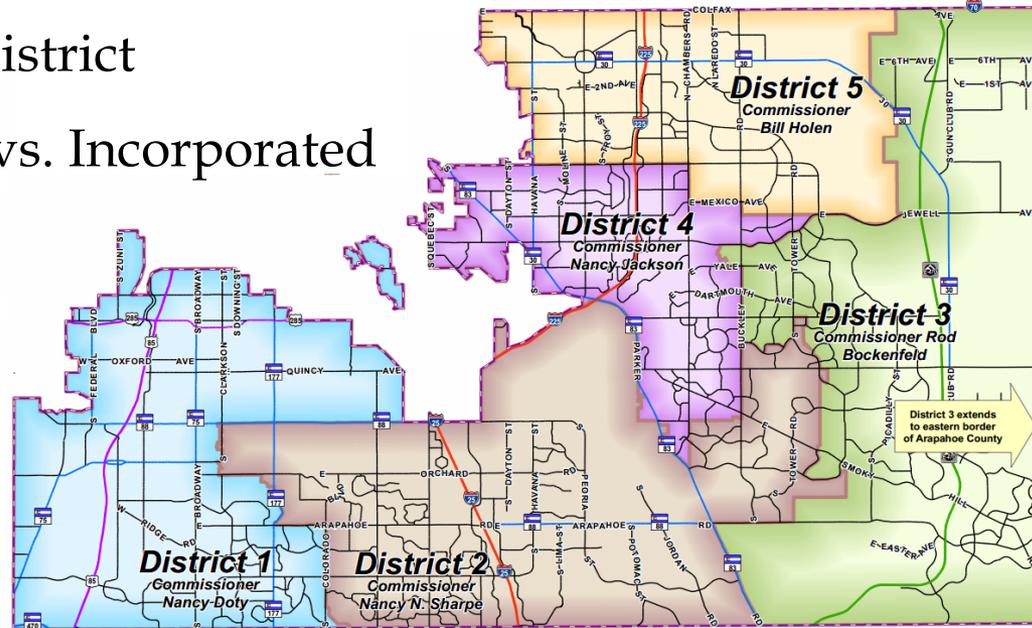


**NRC**  
National Research Center Inc

# Survey Background



- 2nd survey administration since 2008
- Report card of community quality, County services and public opinion
- Results compared by:
  - Commissioner district
  - Unincorporated vs. Incorporated



# Survey Method



Surveys mailed  
to 3,000  
households

744 completed  
(26%)

Results weighted  
to reflect  
community

Comparisons to  
National  
benchmark

Dear Arapahoe County Resident,

Your household has been randomly selected to participate in a citizen survey about Arapahoe County. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous.

Thank you in advance for helping us with this important project!

Sincerely,

Arapahoe County Board of County Commissioners and Elected Officials

Estimado residente,  
Su hogar ha sido seleccionado para participar en una encuesta de ciudadanos de Arapahoe County. Usted recibirá una copia de la encuesta la próxima semana con instrucciones para completar y devolver la encuesta.

¡Gracias de antemano por su ayuda con este proyecto importante!

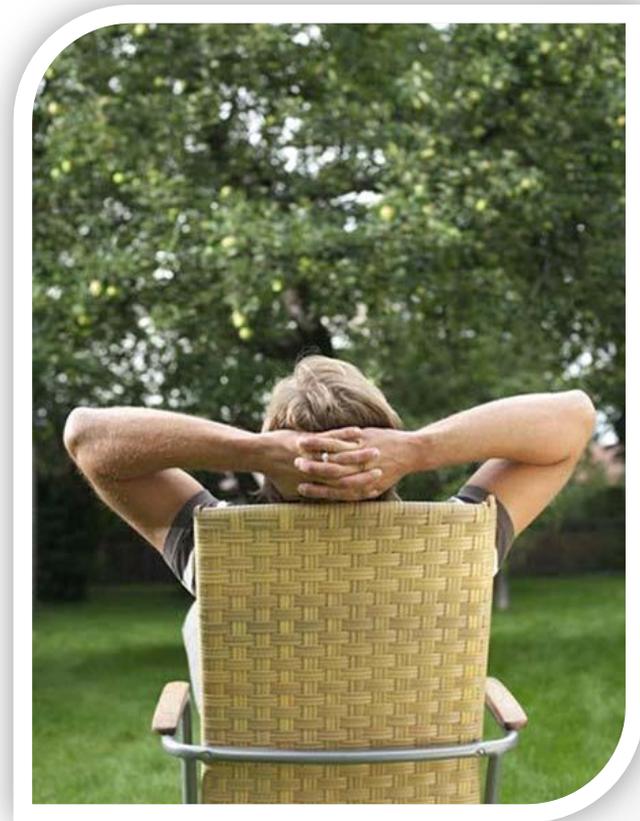
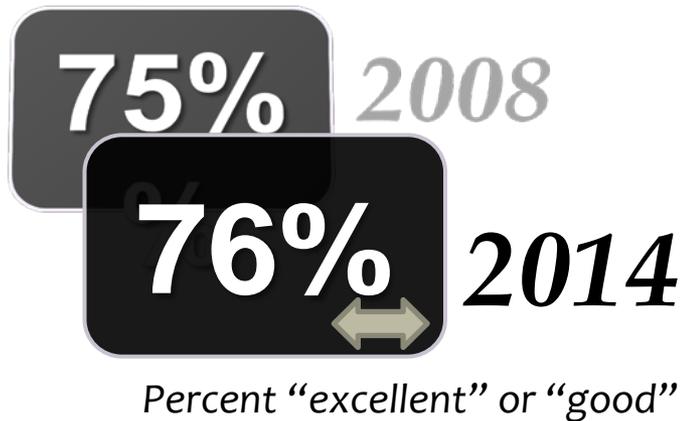
Atentamente,

# Arapahoe County residents continue to experience a high quality of life



# High Quality of Life

Overall quality of life in Arapahoe County



# High Quality of Community



**8 in 10** Place to live ↔  
Place to raise children ↔  
Neighborhood as a place to live ↔

**7 in 10** Place to work ↔

**6 in 10** Place to retire ↔



# Recommend and Remain in the County

Recommend living in the County ↔

85% 2008

88% 2014

Percent “very likely”  
or “somewhat likely”



Remain in the County ↔

79% 2008

84% 2014

↔ *Similar to National benchmark*

Evaluations of County services  
are favorable and have  
generally increased over time



# Overall Quality of County Services

Overall quality of County Services

**61%** 2008

**56%** 2014

Percent “excellent” or “good”



# Service Quality



HIGHEST QUALITY

County parks, trails and open space	85%	↔
Elections and Voter Registration	82%	
Tri-County Health	74%	
Sheriff services	72%	↔
County Fairgrounds	71%	

LOWEST

Food, medical and financial assistance	48%	
Adult protection	48%	↔
Child support	44%	
Child protection	43%	

↔ *Similar to National benchmark*

# Resident Participation

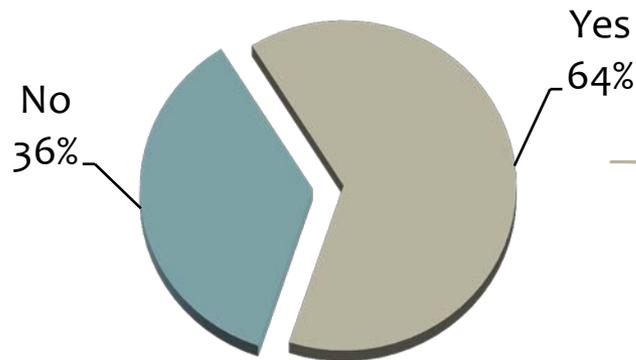
I have done this or know about it:

Elections	84%
Arapahoe County Fair	61%
Shred-a-thon	50%
Prescription Drug Take Back Day	49%
Provide input into County government	37%
Volunteer with County government	32%
Serve on a County Board or Committee	31%
Sheriff's Prescription Drug Drop Off Box	31%
Adopt a Family Holiday Program	29%
17 Mile House Fall Festival	24%
The Collaborative Foster Care Program	17%



# County Employees

Contact with County employees:



Clerk and Recorder 79%

Courts 25%

Sheriff 16%

## Overall Customer Service



68% 2008

73% 2014

Percent "excellent" or "good"

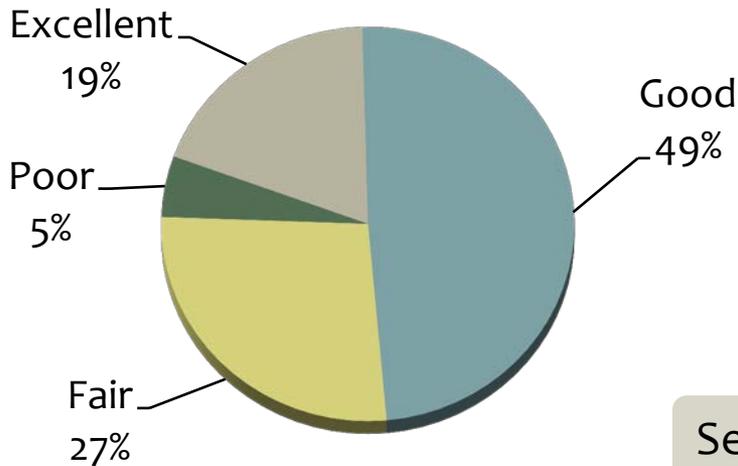
↔ Similar to National benchmark

Residents generally feel safe in the county but cite addressing crime as a priority for the County

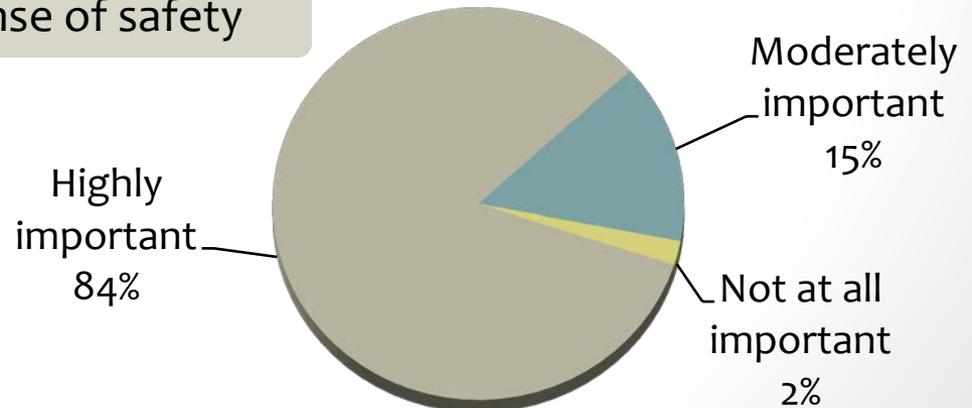


# Overall Feeling of Safety and Sense of Safety

Overall feeling of safety ↔

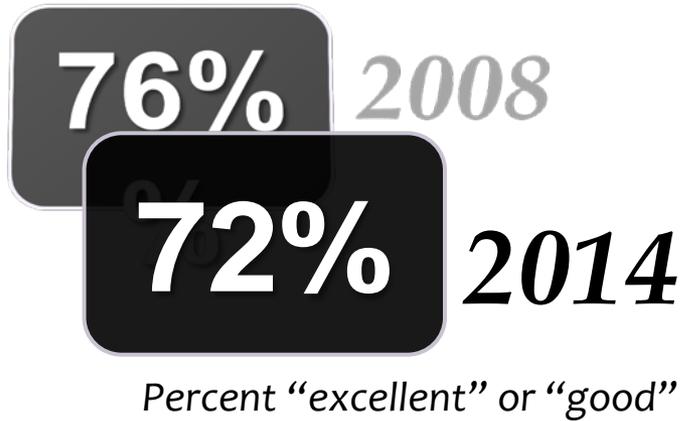


Sense of safety



↔ *Similar to National benchmark*

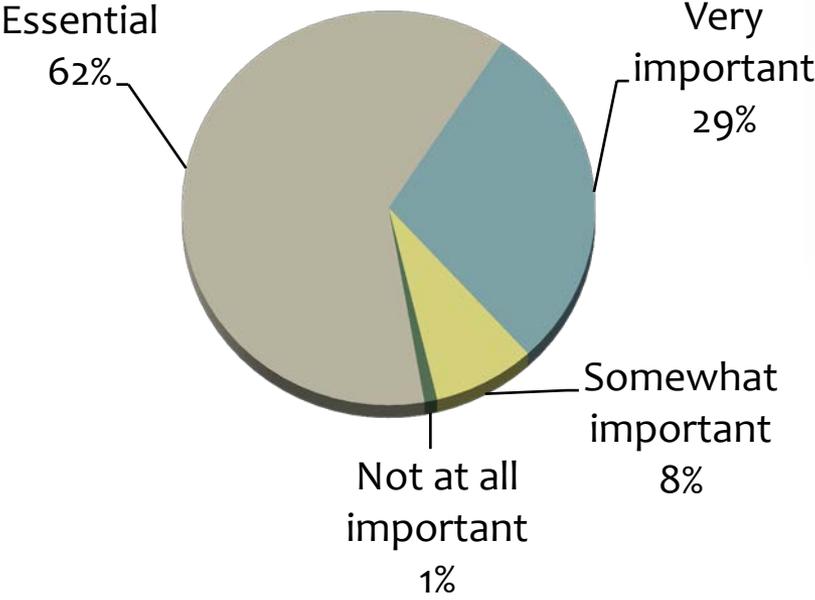
# Quality of Sheriff Services



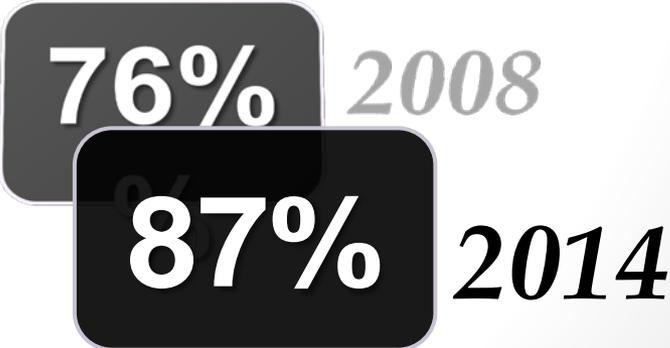
↔ *Similar to National benchmark*

# Safety as a County Priority

Align Arapahoe: Safe Community



County Priority: Address Crime



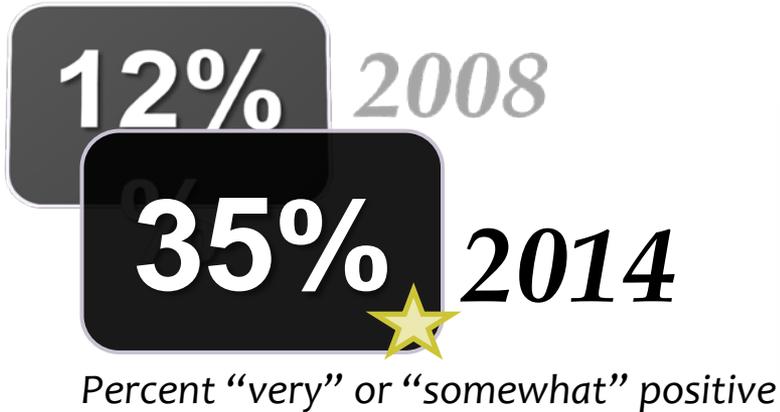
Percent "essential" or "very important"

Residents are feeling more positive about their economic outlook and value economic development in the community



# Economic Outlook

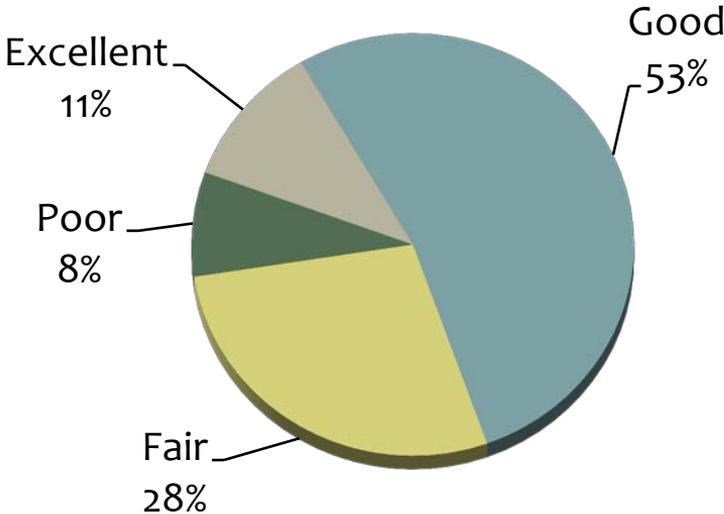
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



★ *Higher than National benchmark*

# Overall Economic Health

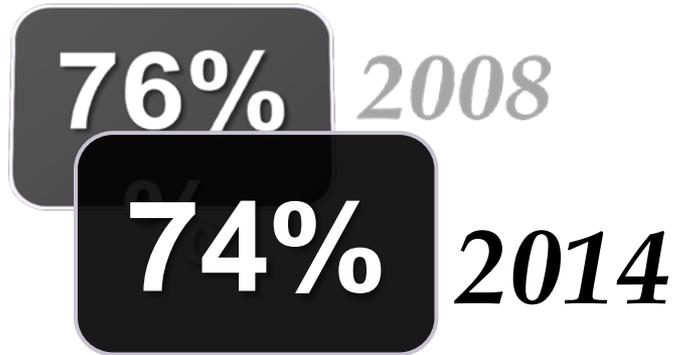
Overall economic health ↔



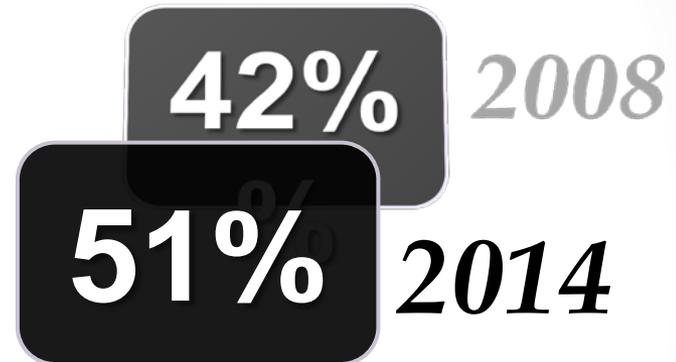
↔ *Similar to National benchmark*

# Economy-related Community Characteristics

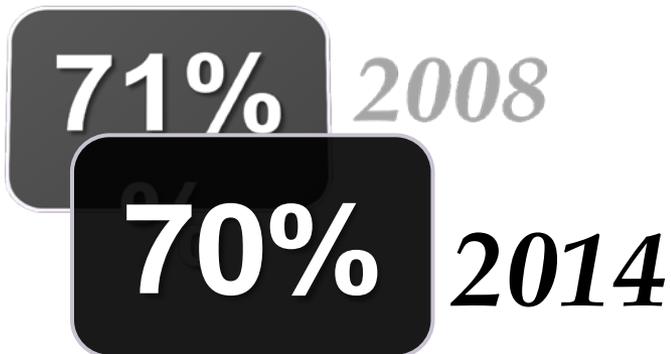
Shopping opportunities 



Employment opportunities 



Quality of business and service establishments 

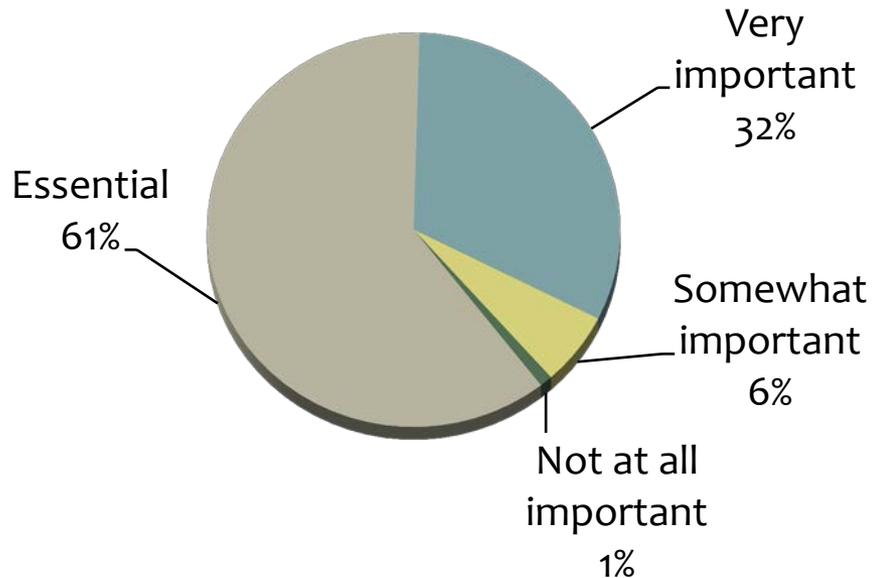


Percent “excellent” or “good”

 Higher than National benchmark  
 Similar to National benchmark

# Economic Development as a County Priority

Align Arapahoe: Healthy Economic Environment



County Priority: Address economic development and job creation

**76%** 2014

Percent “essential” or “very important”

Overall, Arapahoe County government performance ratings were positive and on par with the national comparisons



# Overall Direction of County

Overall direction of the County ↔

51% 2008

71% 2014

Percent “excellent” or “good”



↔ *Similar to National benchmark*

# Government Performance

HIGHEST QUALITY

Being responsive to the business community

55%

Acting in the best interest of the community

55%

Overall confidence in the County government

55%

LOWEST

Welcoming citizen involvement

41%

Accessibility of elected officials

41%

Giving residents a chance to express views

40%

Being open and transparent to public

37%

↔ *Similar to National benchmark*

# Align Arapahoe and Key Priorities

## Align Arapahoe Focus Areas:

Healthy economic environment

93%

Safe community

91%

Healthy and Vibrant County

90%

Customer service excellence

85%

Process efficiencies improvements

78%

Employee development

71%

## Top 5 Resident Priorities:

Crime

87%

Transportation and traffic congestion

78%

Being prepared to unforeseen disasters

77%

Economic development and job creation

76%

Growth and development

75%

*Percent "essential" or "very important"*

# Highlights Summary

- Arapahoe County residents experience a high quality of life
- County service ratings have generally increased over time
- Residents feel safe but cite addressing crime as a priority
- Residents feel positive about the economy
- Government performance ratings were on par with the nation



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# Thank You!

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National Research Center Inc