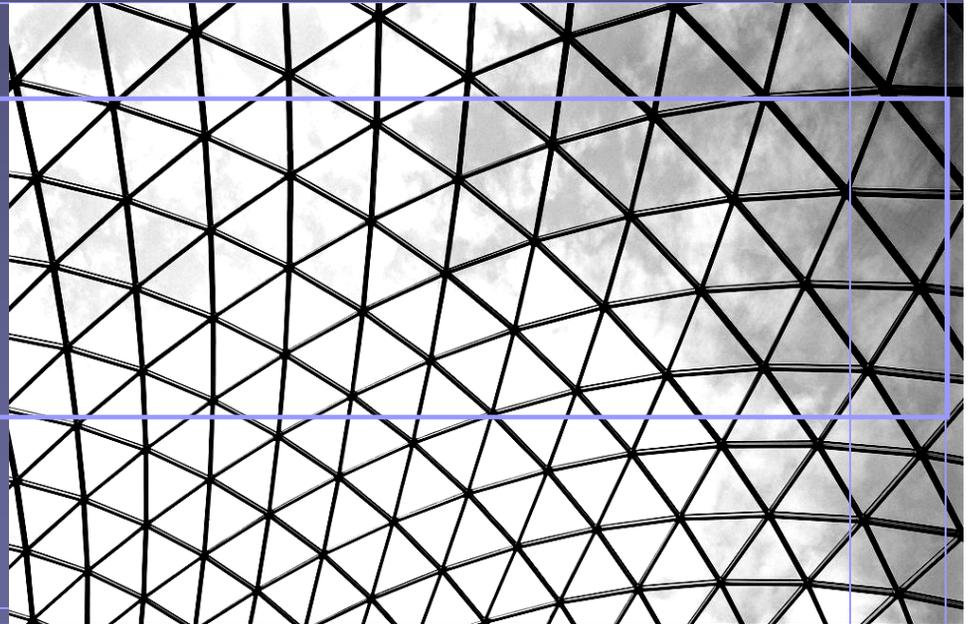




The National Citizen Survey™

Arapahoe County, CO

**Summary of Findings
November 2008**



National Research Center, Inc.

- ▶ We wrote the book on citizen surveys
- ▶ Broad and deep experience
- ▶ Principals have been in your shoes
- ▶ Most capable to provide valid comparisons
- ▶ Highest credibility
- ▶ Actionable results



The National Citizen Survey™ (The NCS) Background

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



Uses of Survey Results



Study Methods

- ▶ Multi-contact mailed survey
- ▶ Representative group of 3,000 households was randomly and systematically selected
 - ▲ 715 surveys returned; 25% response rate
- ▶ 4% margin of error
- ▶ Data statistically weighted to reflect population





The National Citizen Survey™

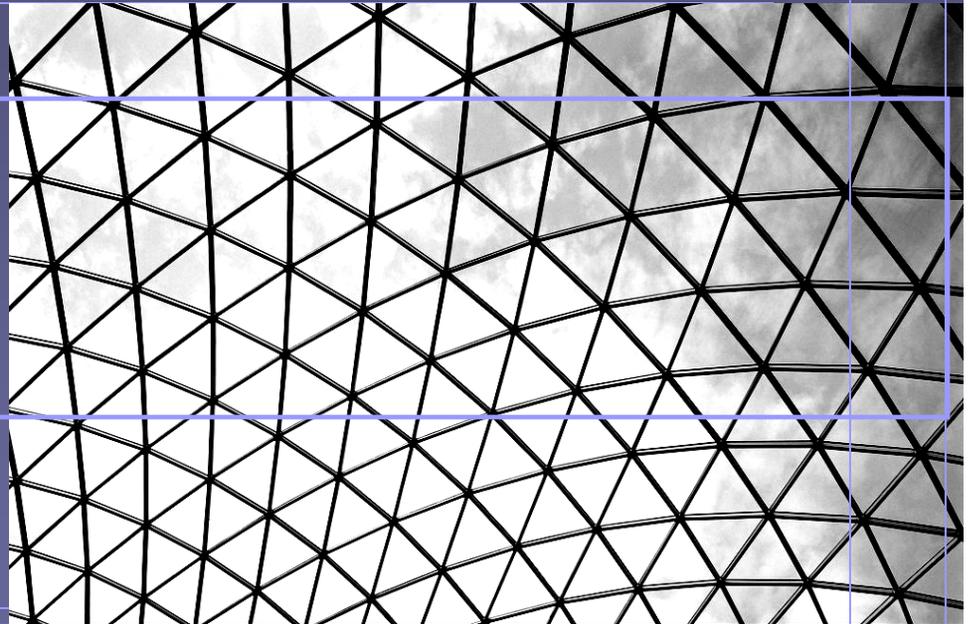
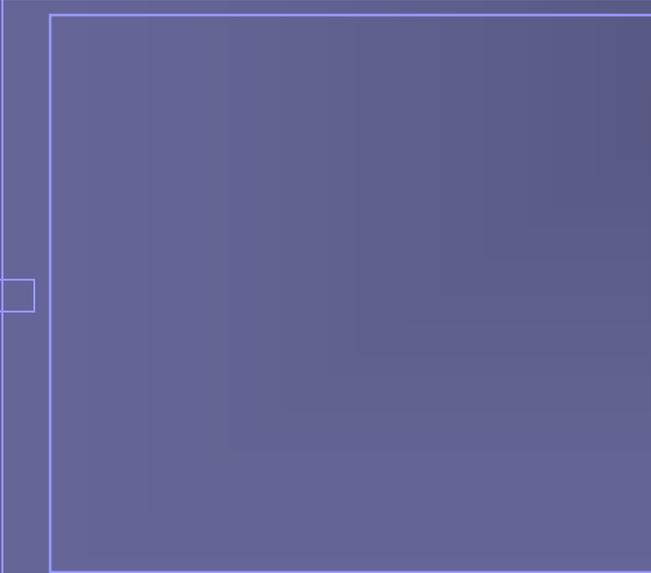
Community Ratings





The National Citizen Survey™

Community Design



Transportation

Availability of paths and walking trails

65%

Compared to Benchmark

Similar

Ease of walking

59%

Above

Ease of bicycle travel

54%

Above

Ease of car travel

51%

Above

Ease of rail or subway travel

47%

Above

Ease of bus travel

41%

Similar

Traffic flow on major streets

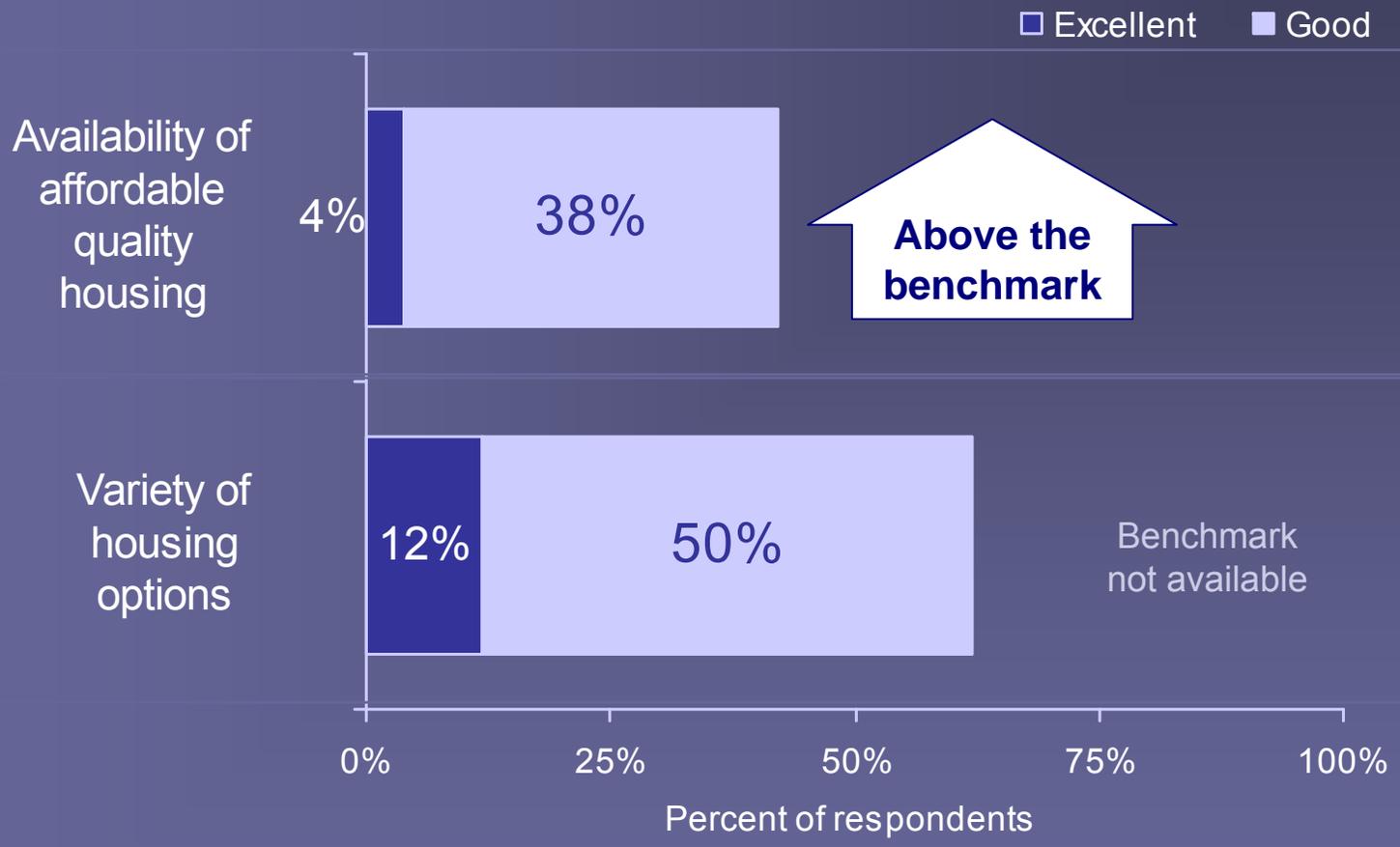
35%

Similar

Percent "excellent" or "good"



Housing

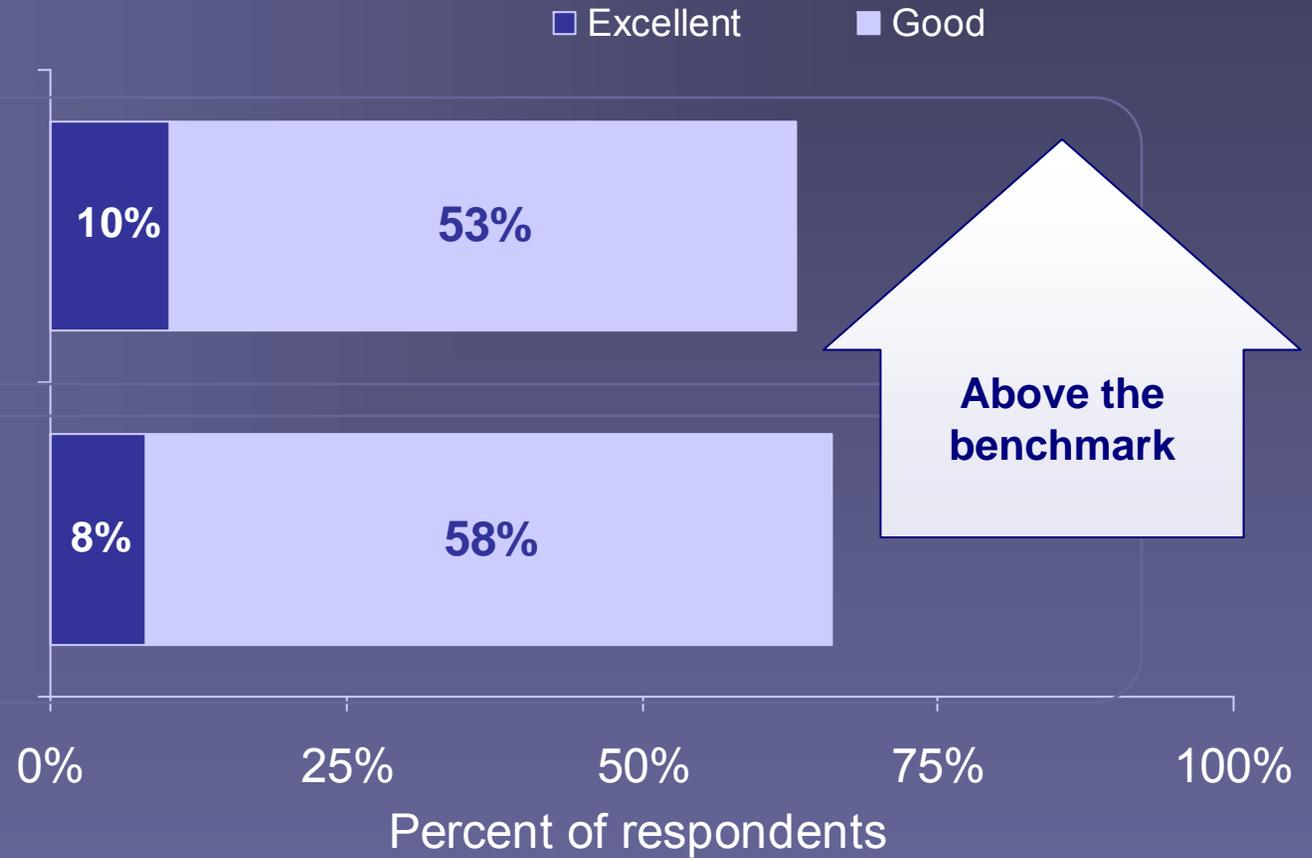


Land Use and Zoning



Overall quality of new development in Arapahoe County

Overall appearance of Arapahoe County



Economic Sustainability

Shopping opportunities



76%

Overall quality of business and service establishments in Arapahoe County



71%

Arapahoe County as a place to work



67%

Employment opportunities

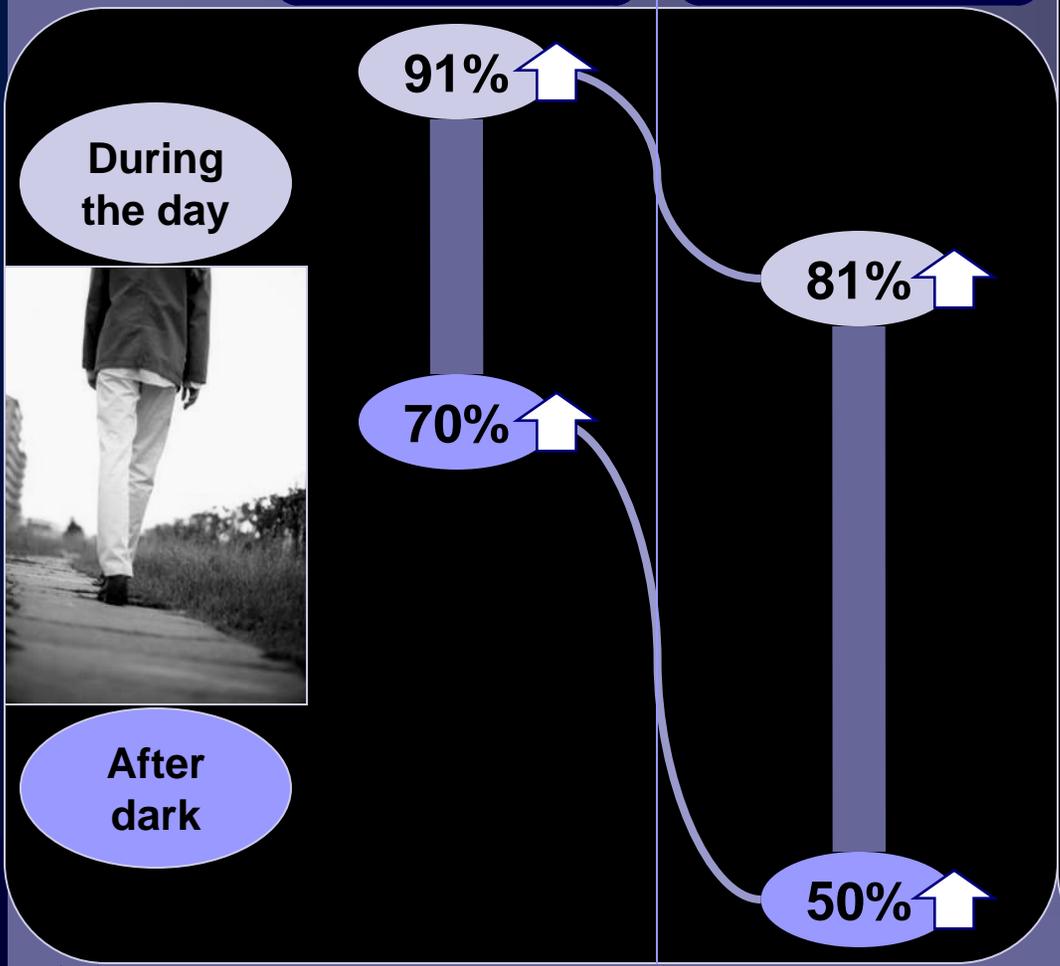
42%

Percent "excellent" or "good"

Public Safety

Neighborhood

Downtown



↔ = national benchmark comparison

Felt "very" or "somewhat" safe

Safety Services

Sheriff services

76%

Crime prevention

61%

Traffic Enforcement on
County roads/highways

59%



County courts

61%



Emergency preparedness

42%



Percent "excellent" or "good"

Environmental Sustainability

Compared to Benchmark

Preservation of natural areas such as open space, farmlands, and greenbelts **74%**



Air quality **74%**



Cleanliness of Arapahoe County **64%**



Quality of overall natural environment **55%**

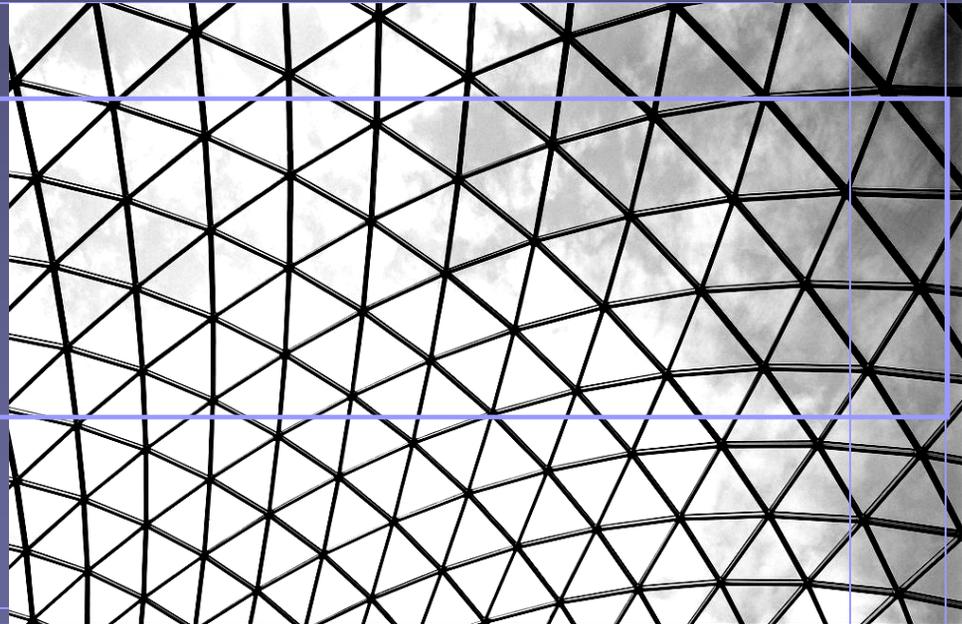
Percent "excellent" or "good"





The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

89%

of respondents had visited a neighborhood or County park



77%

rated County parks as "excellent or "good"



Recreational opportunities



61%

Arapahoe County open space



71%

Availability of historic sites

52%

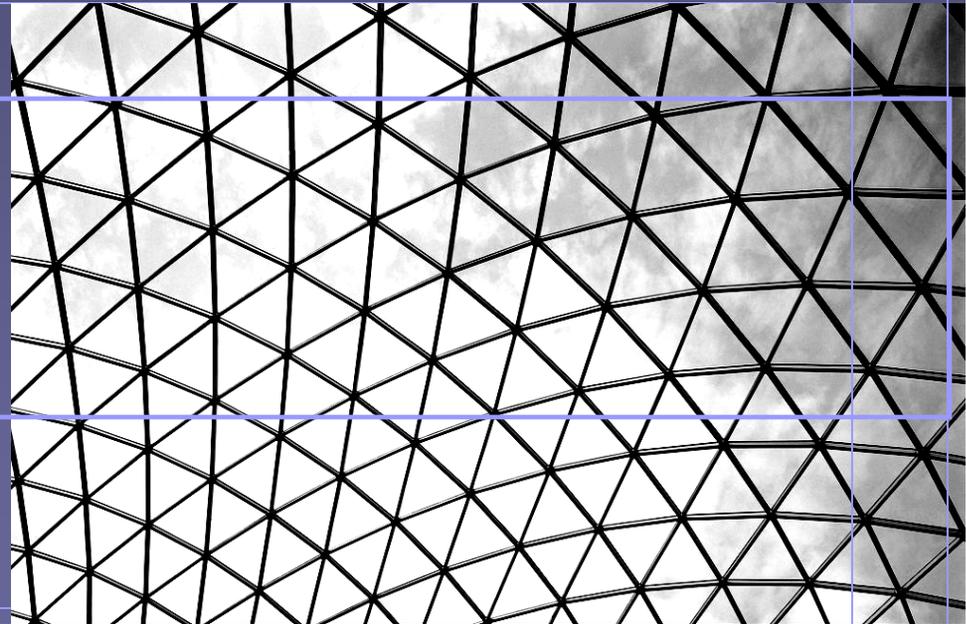
Percent "excellent" or "good"





The National Citizen Survey™

Community and Civic Engagement



Civic and Social Engagement

Civic Activity

Opportunities to
volunteer

58%

Opportunities to
participate in
community
matters

50%

Social Engagement

Opportunities to
participate in
social events and
activities

53%

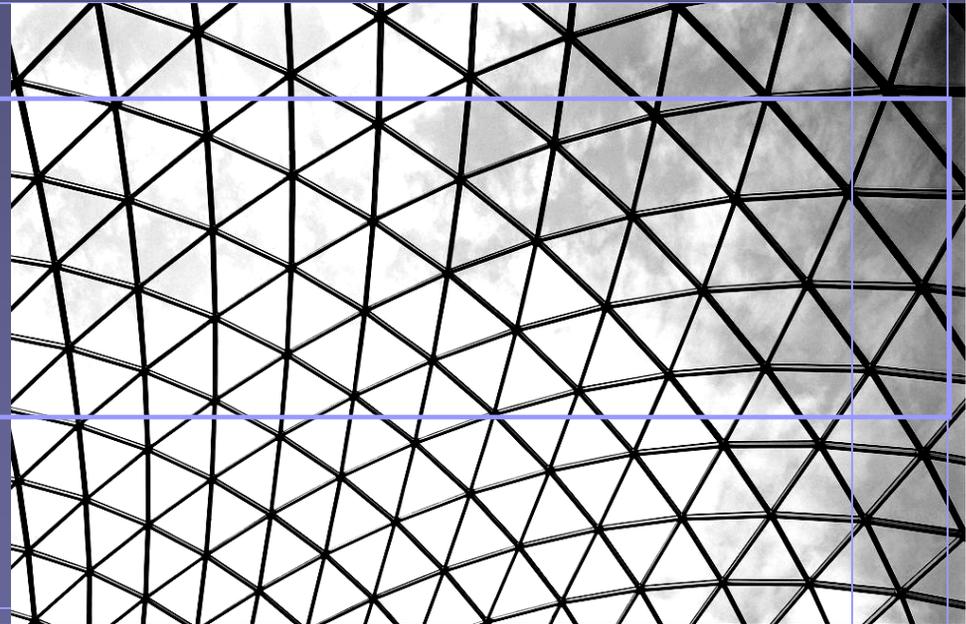
Percent "excellent" or "good"





The National Citizen Survey™

Arapahoe County Government



Public Trust

Compared to Benchmark

Overall image or reputation of Arapahoe County

65%

Similar

The overall direction that Arapahoe County is taking

51%

The value of services for the taxes paid to Arapahoe County

47%

The job Arapahoe County government does at welcoming citizen involvement

43%

The job Arapahoe County government does at listening to citizens

36%

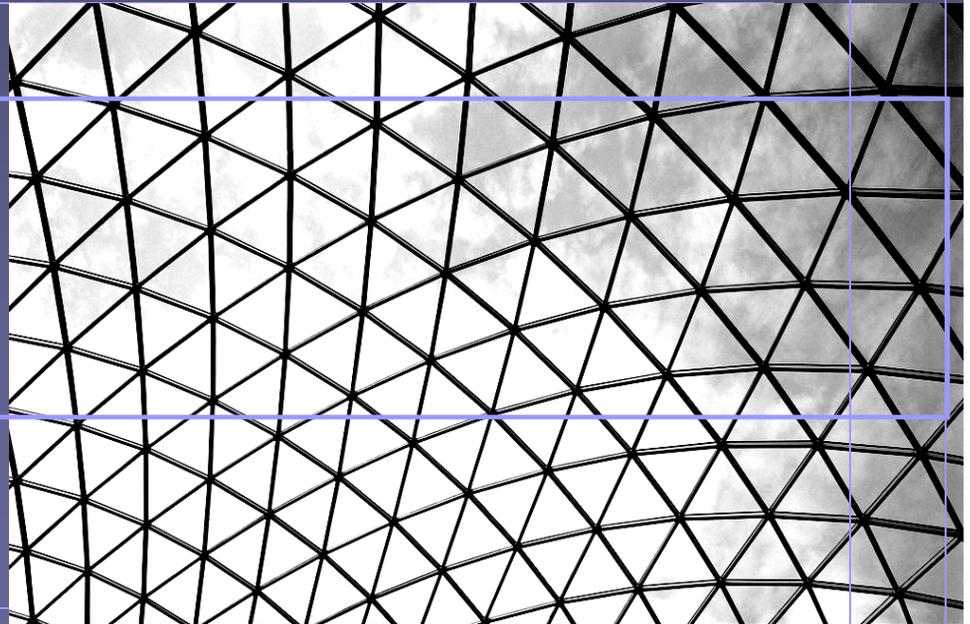
Below

Percent "excellent" or "good"



The National Citizen Survey™

From Data to Action

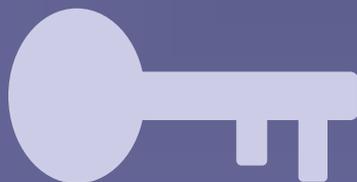


Resident priorities



National
Benchmark
Comparisons

“Key Drivers”



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

Arapahoe County Action Chart™

Overall Quality of Arapahoe County Services

Community Design

Planning and zoning	Animal control
Code enforcement	Road repair
Economic development	Snow removal
	Bus/transit services

Recreation and Wellness

County parks	Health services
	County open space

Public Safety

Municipal courts	Sheriff services
Traffic enforcement	

Other

Elections	Motor vehicle registration
Driver's license services	

Legend

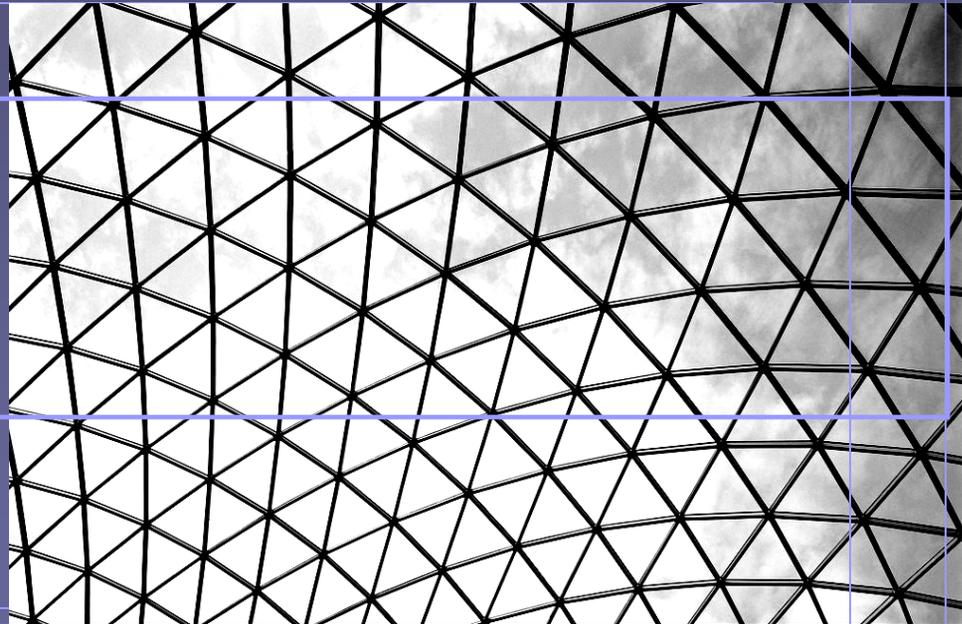
Above Benchmark	Similar Benchmark	Below Benchmark
Key Driver		





The National Citizen Survey™

Policy Questions



Policy questions

Highest rated responses:

Please rate how important, if at all, each of the following areas is for Open Space spending:

80% Providing neighborhood parks/athletic fields

78% Preserving public access to open space areas

74% Protecting wildlife habitat corridors

Percent "essential" or "very important"

Which resources do you rely on to get news about Arapahoe County? Please check all that apply:

70% Television News

43% Word of Mouth

42% Rocky Mountain News

Percent of respondents





The National Citizen Survey™

Thank you!

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