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Archuleta County, Colorado

Report of Results 2007



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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically re-weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. Archuleta County staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. Archuleta County staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 284 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 434 residents, for a response rate of 47%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in Archuleta County. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
4. Selecting the respondent within the household using an unbiased sampling procedure¹.

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by County officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to re-weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest

ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be “objectively” worse than the highest rated fire services (expenditures per capita, response time, “professional” status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen “objectively” in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

“Don’t Know” Responses

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Archuleta County. They also evaluated characteristics of the community, and gave their perceptions of safety in Archuleta County. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Archuleta County.

Quality of Life

When asked to rate the overall quality of life in Archuleta County, 21% of respondents thought it was “excellent.” Only 6% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Archuleta County are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Archuleta County

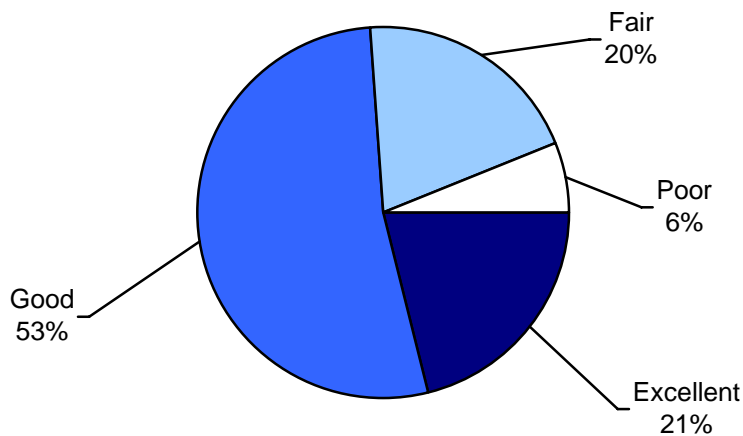
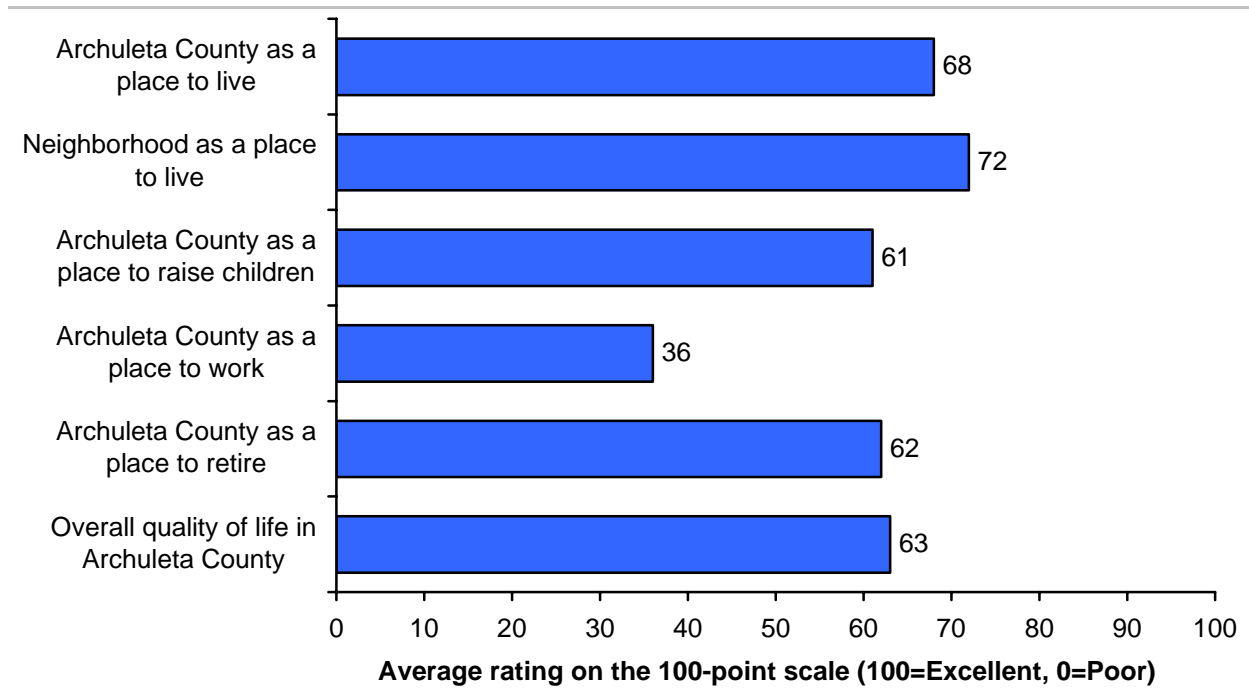


Figure 2: Quality of Life Ratings



Quality of Life Ratings

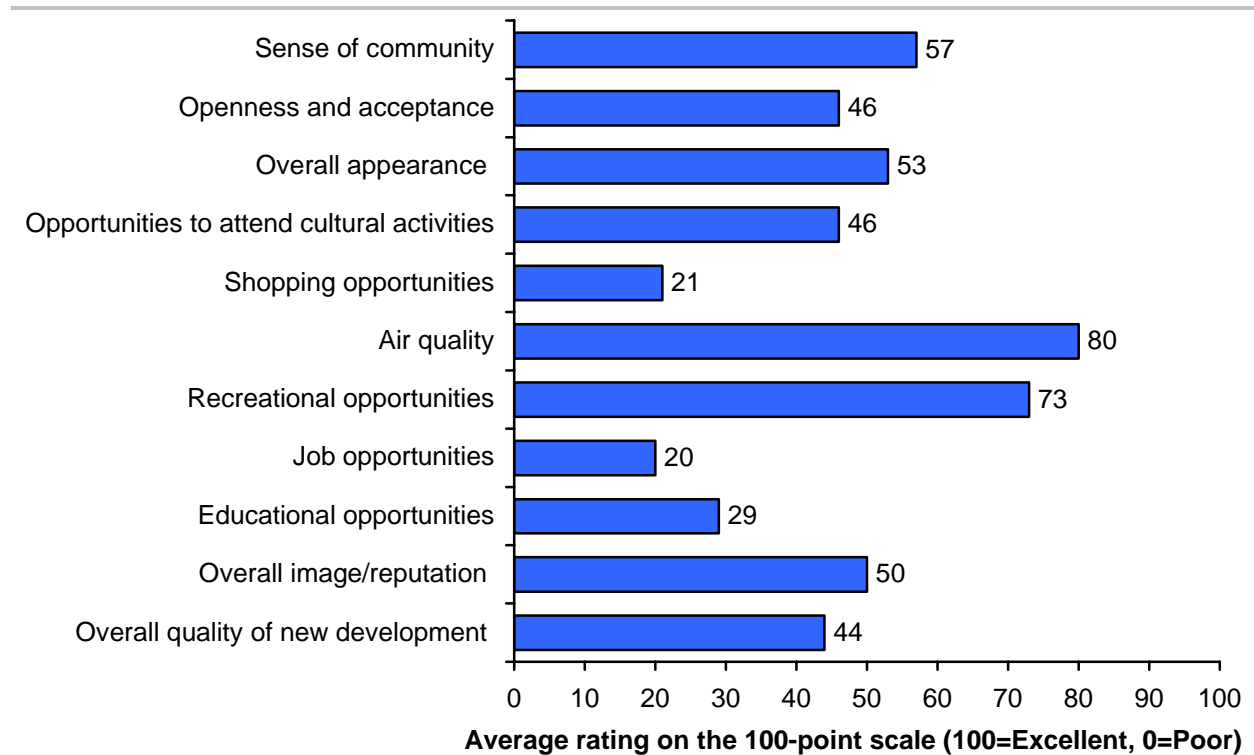
	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Archuleta County as a place to live?	26%	55%	16%	3%	100%	68
How do you rate your neighborhood as a place to live?	35%	49%	14%	2%	100%	72
How do you rate Archuleta County as a place to raise children?	23%	49%	19%	10%	100%	61
How do you rate Archuleta County as a place to work?	8%	22%	41%	30%	100%	36
How do you rate Archuleta County as a place to retire?	28%	40%	19%	12%	100%	62
How do you rate the overall quality of life in Archuleta County?	21%	53%	20%	6%	100%	63

Note: "don't know" responses have been removed.

Ratings of Community Characteristics in Archuleta County

The highest rated characteristics of Archuleta County were air quality, recreational opportunities, and sense of community. When asked about potential problems in Archuleta County, the concerns rated by the highest proportion of respondents as a “major problem” were road condition and drugs. The rate of population growth in Archuleta County was viewed as “too fast” by 60% of respondents, while 6% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities



Characteristics of the Community: General and Opportunities

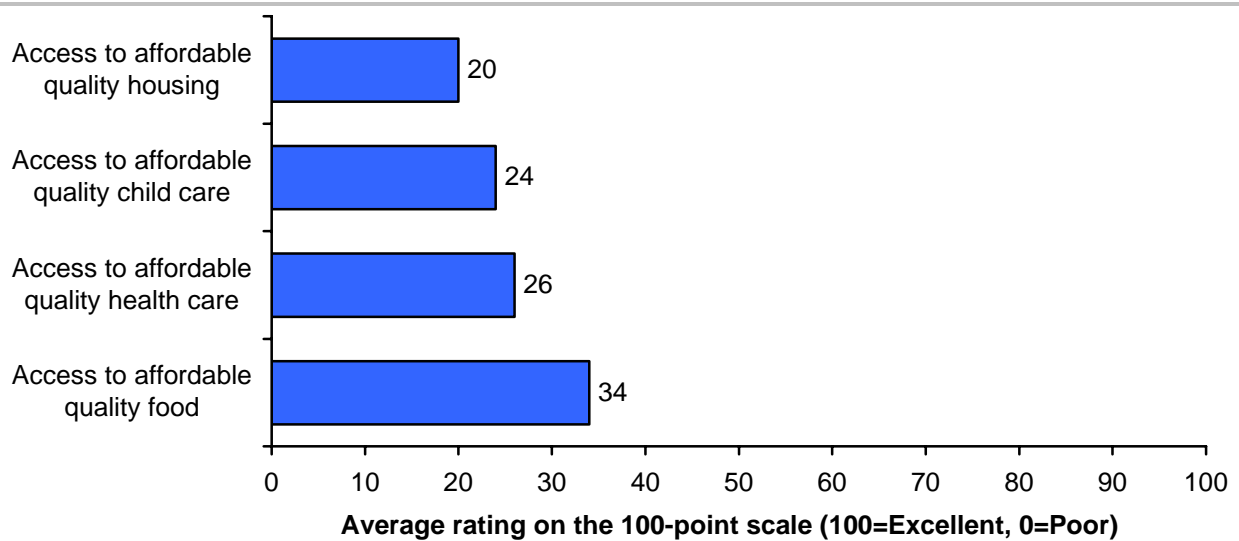
Please rate each of the following characteristics as they relate to Archuleta County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sense of community	20%	43%	26%	12%	100%	57
Openness and acceptance of the community towards people of diverse backgrounds	11%	36%	35%	19%	100%	46
Overall appearance of Archuleta County	14%	39%	38%	9%	100%	53

Characteristics of the Community: General and Opportunities

Please rate each of the following characteristics as they relate to Archuleta County as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Opportunities to attend cultural activities	11%	34%	37%	18%	100%	46
Shopping opportunities	1%	15%	27%	56%	100%	21
Air quality	52%	38%	9%	1%	100%	80
Recreational opportunities	46%	30%	21%	4%	100%	73
Job opportunities	2%	10%	32%	55%	100%	20
Educational opportunities	3%	21%	36%	41%	100%	29
Overall image/reputation of Archuleta County	6%	46%	38%	9%	100%	50
Overall quality of new development in Archuleta County	6%	40%	35%	19%	100%	44

Note: "don't know" responses have been removed.

Figure 4: Characteristics of the Community: Access

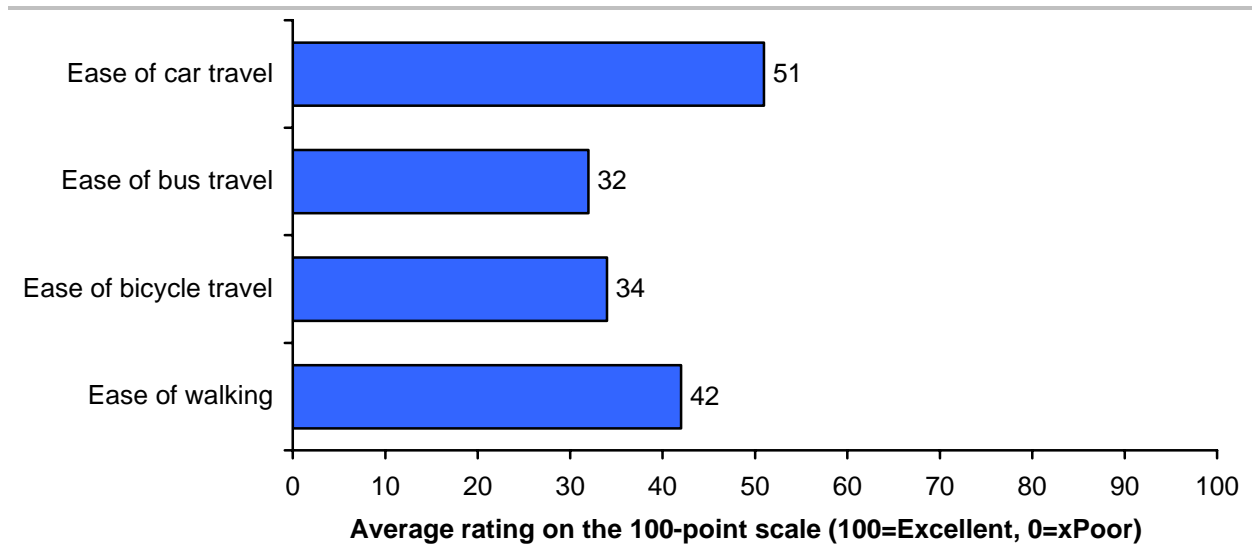


Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Archuleta County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	3%	9%	35%	53%	100%	20
Access to affordable quality child care	2%	14%	39%	45%	100%	24
Access to affordable quality health care	3%	17%	34%	46%	100%	26
Access to affordable quality food	5%	25%	38%	32%	100%	34

Note: "don't know" responses have been removed.

Figure 5: Characteristics of the Community: Mobility



Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Archuleta County as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Archuleta County	10%	45%	33%	12%	100%	51
Ease of bus travel in Archuleta County	4%	26%	30%	39%	100%	32
Ease of bicycle travel in Archuleta County	8%	25%	27%	40%	100%	34
Ease of walking in Archuleta County	11%	29%	35%	25%	100%	42

Note: "don't know" responses have been removed.

Figure 6: Ratings of Potential Problems in Archuleta County

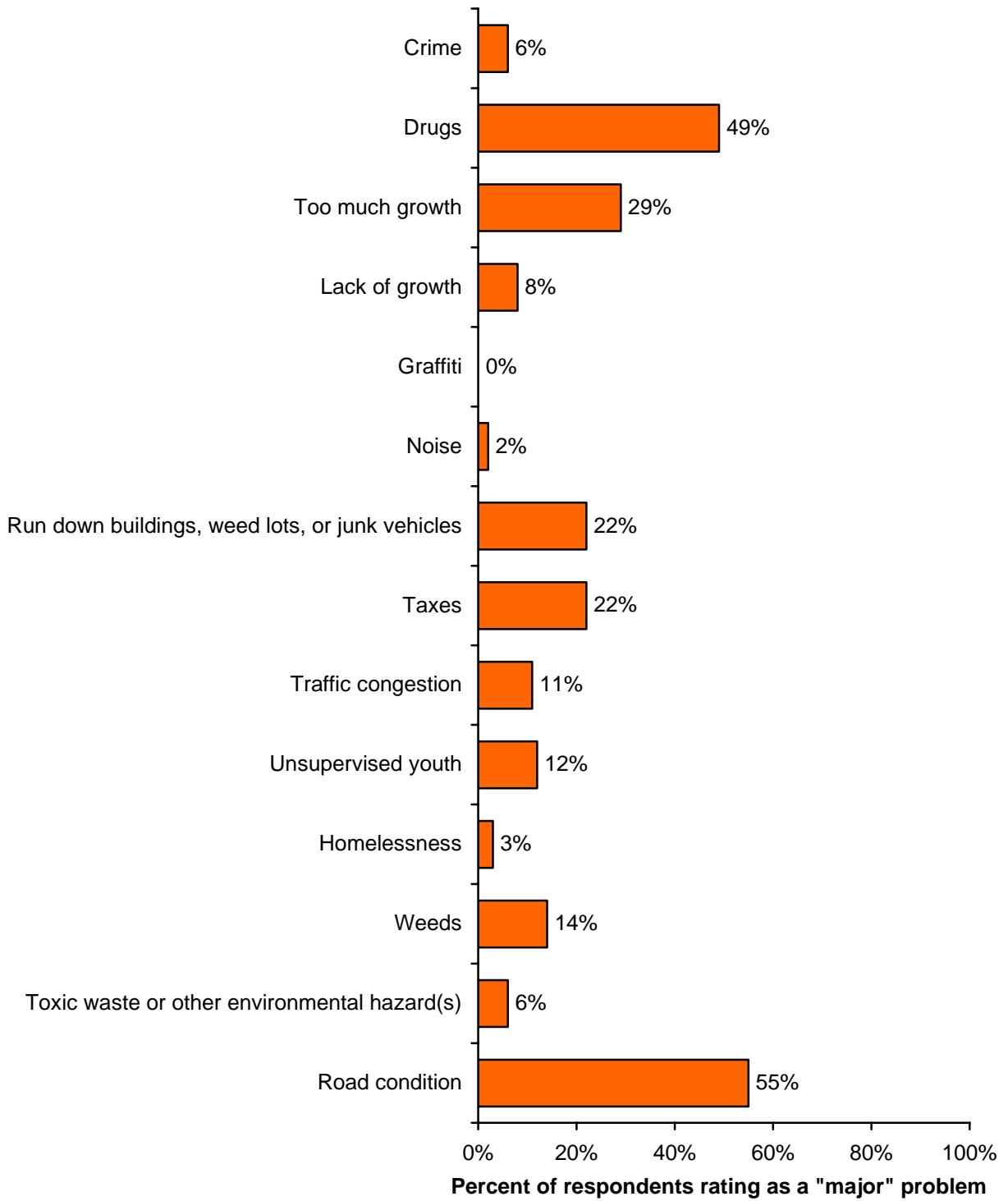
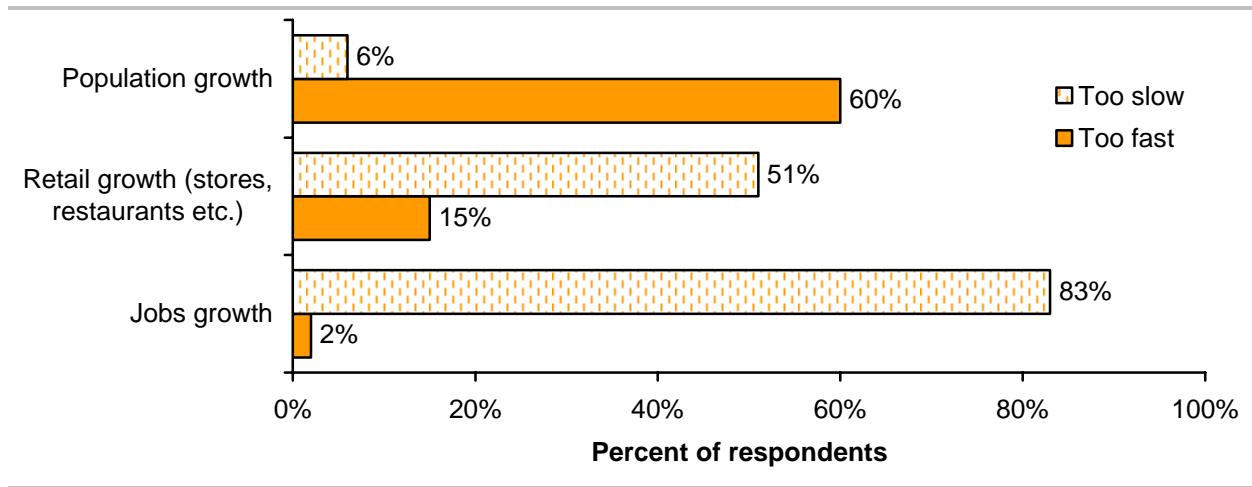


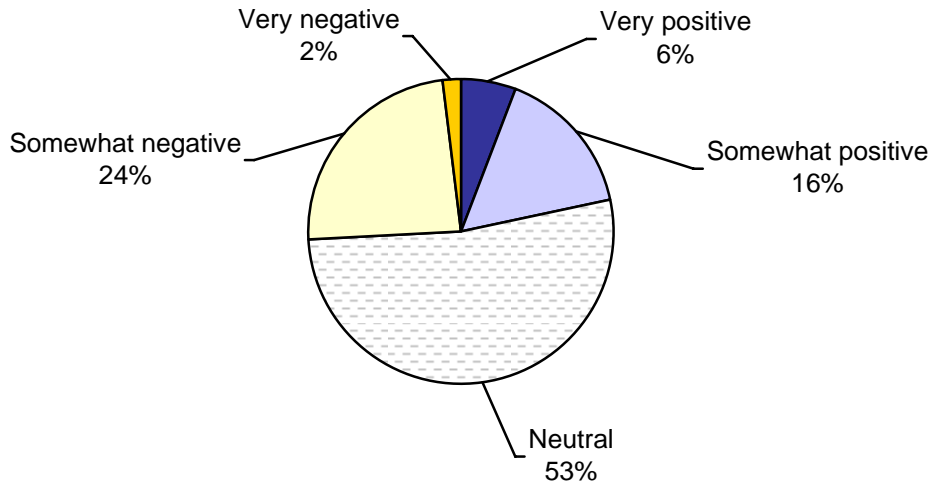
Figure 7: Ratings of Rates of Growth in Archuleta County



Twenty-two percent of Archuleta County residents expected that the coming six months would have a somewhat or very positive impact on their family, while 26% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

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



Perceptions of Safety

When evaluating safety in the community, 82% of respondents felt “somewhat” or “very safe” from violent crimes in Archuleta County. In their neighborhood after dark, 90% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 9% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 74% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Archuleta County

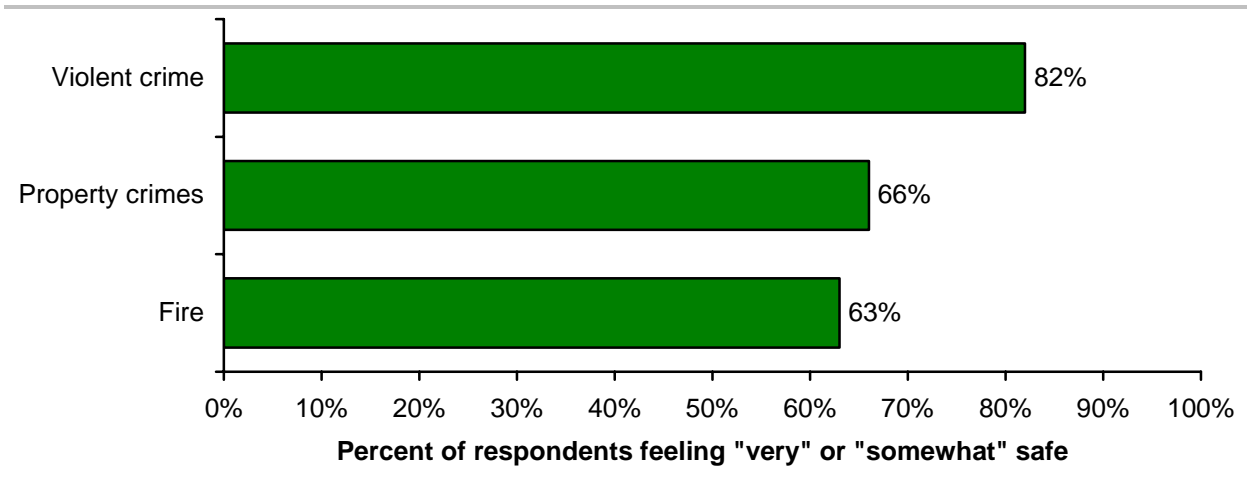


Figure 10: Ratings of Safety in Various Areas in Archuleta County

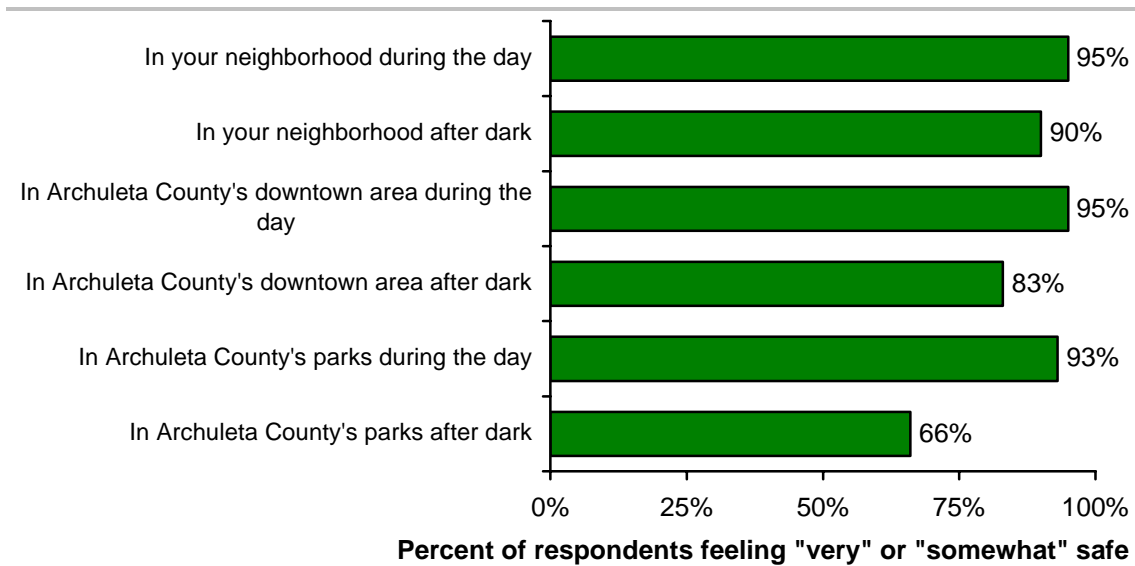


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

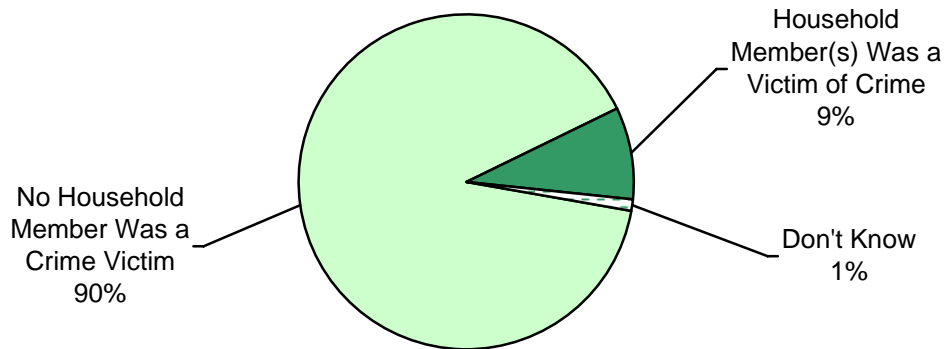
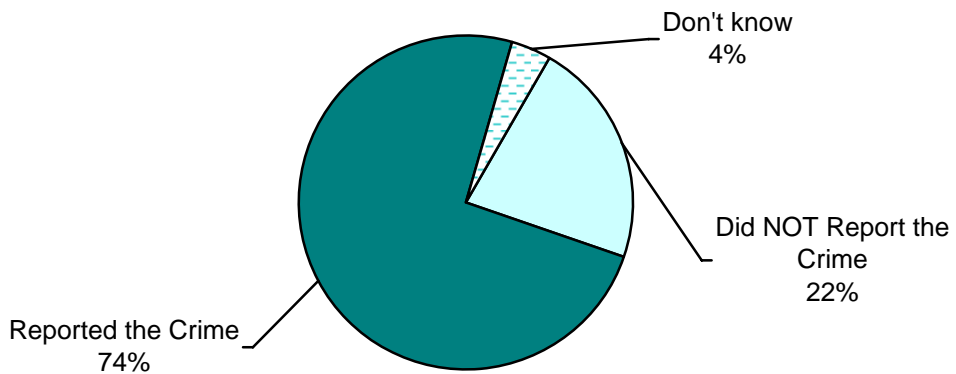


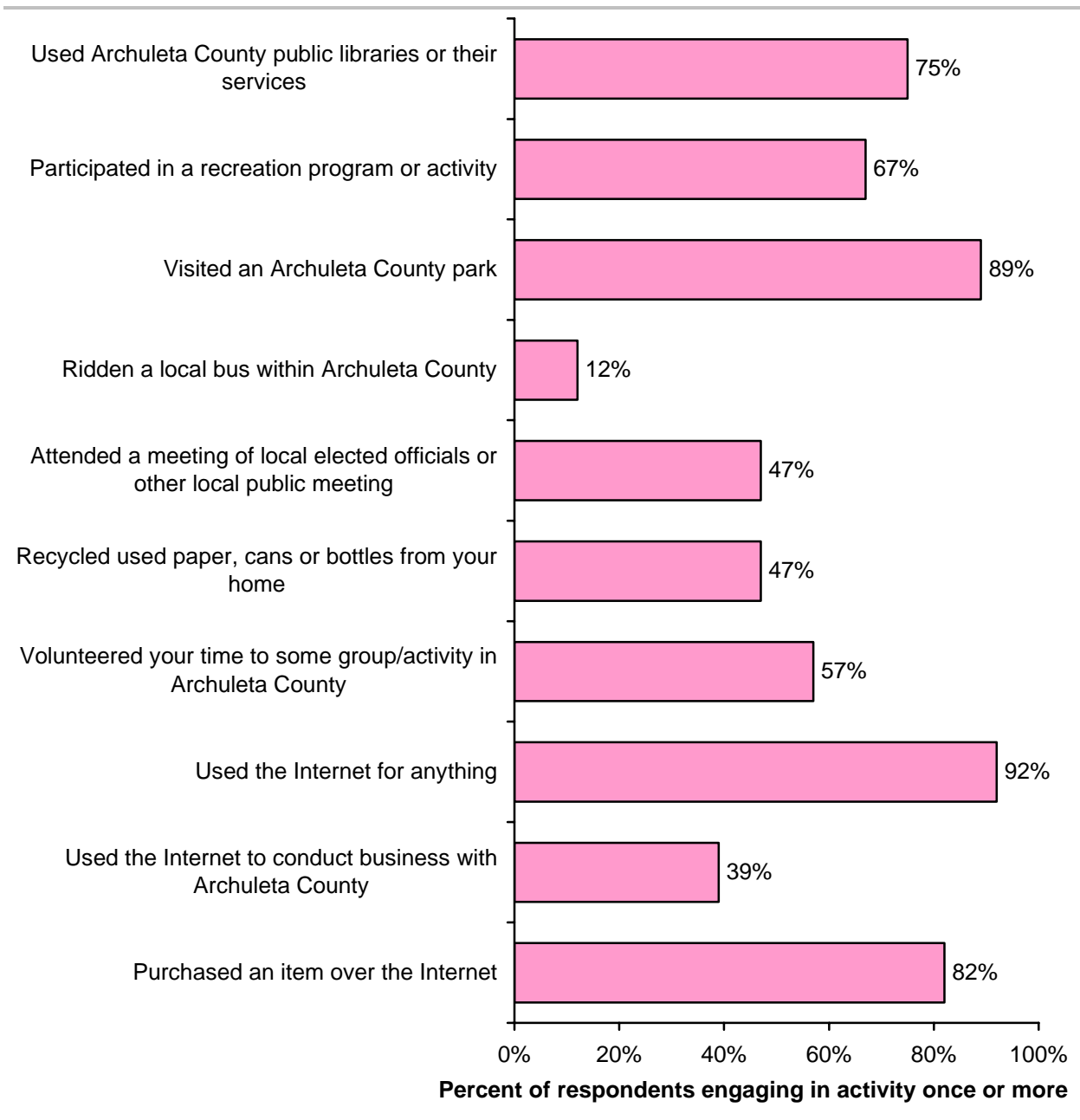
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

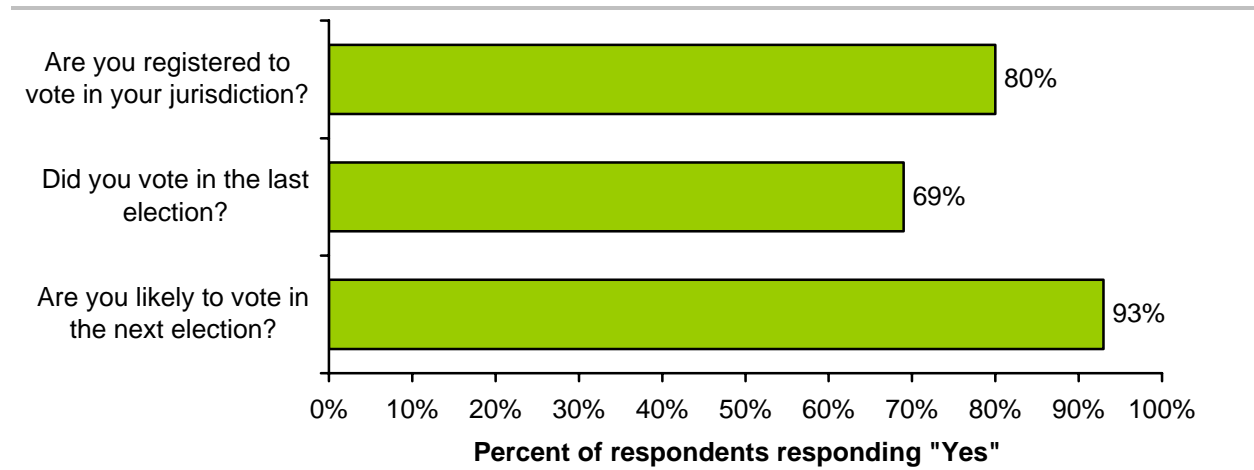
Participation in the civic, social and economic life of Archuleta County during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 89% reported visiting a park in Archuleta County in the past year and 47% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Archuleta County in the Past Year



Voter status was also estimated,² with 69% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	20%	80%	100%
Did you vote in the last election?	31%	69%	100%
Are you likely to vote in the next election?	7%	93%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

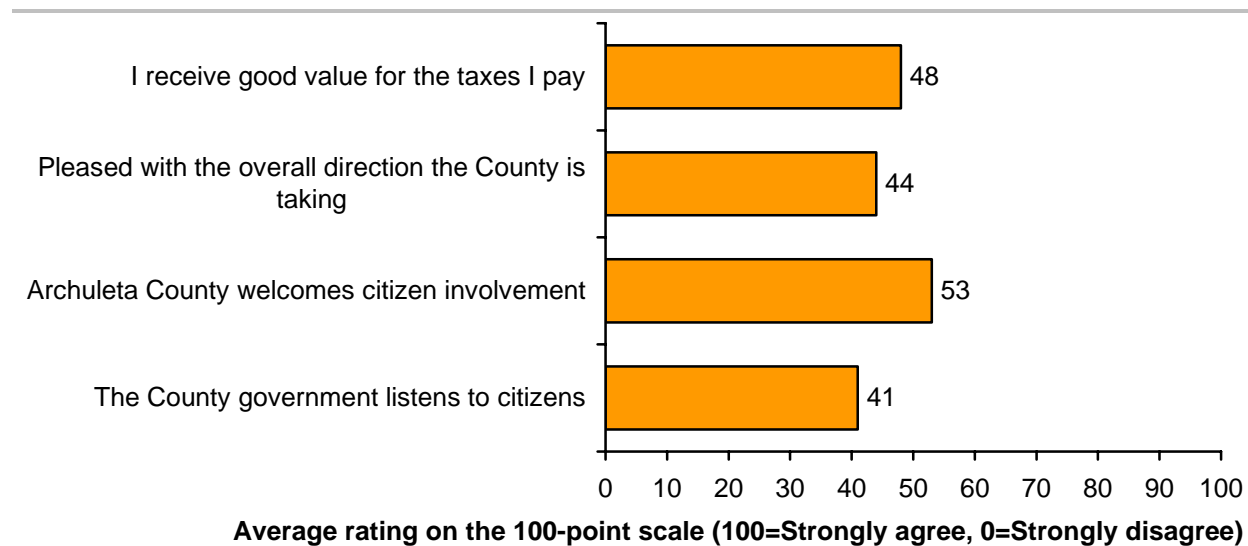
LOCAL GOVERNMENT

Several aspects of the government of Archuleta County were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from Archuleta County. Those who had any contact with an Archuleta County employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 48 on a 100-point scale.

Figure 15: Ratings of Public Trust



Ratings of Public Trust

Please rate the following statements:						Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree		
I receive good value for Archuleta County taxes I pay	8%	31%	22%	25%	14%	100%	48
I am pleased with the overall direction that Archuleta County is taking	7%	24%	24%	30%	15%	100%	44

Ratings of Public Trust

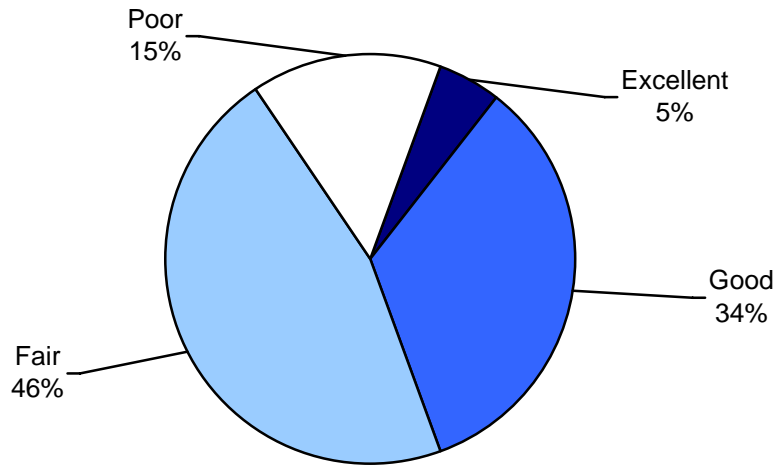
Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
Archuleta County government welcomes citizen involvement	12%	32%	25%	19%	12%	100%	53
Archuleta County government listens to citizens	4%	22%	29%	25%	20%	100%	41

Note: "don't know" responses have been removed.

Service Provided by Archuleta County

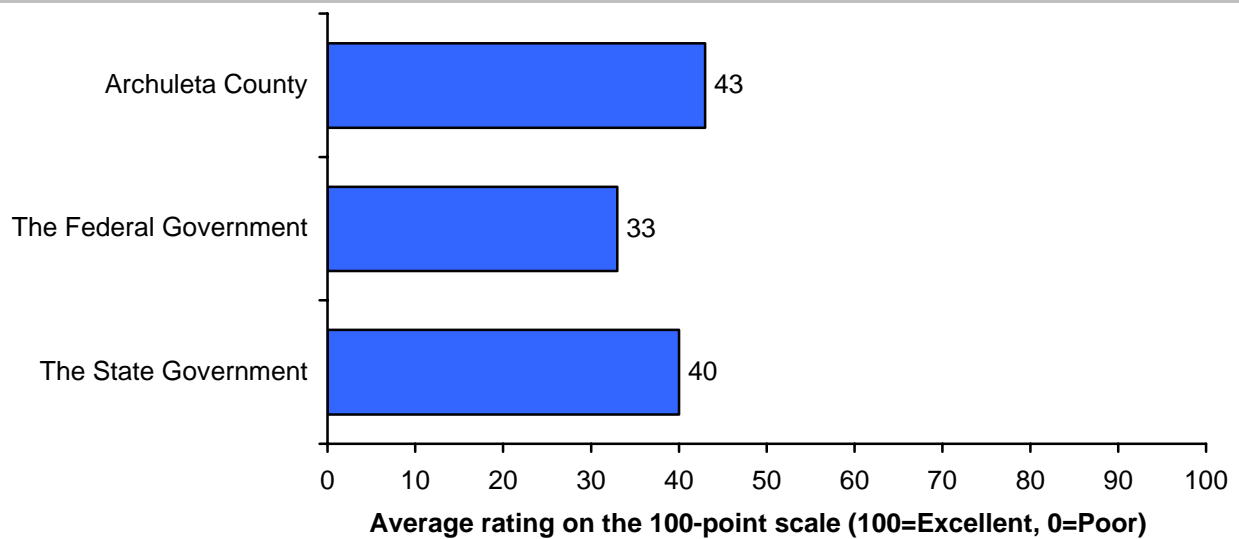
The responses of residents with an opinion about the overall quality of services provided by Archuleta County are shown in Figure 16 below. These responses result in an average rating of 43 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by Archuleta County



On average, residents of Archuleta County gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government

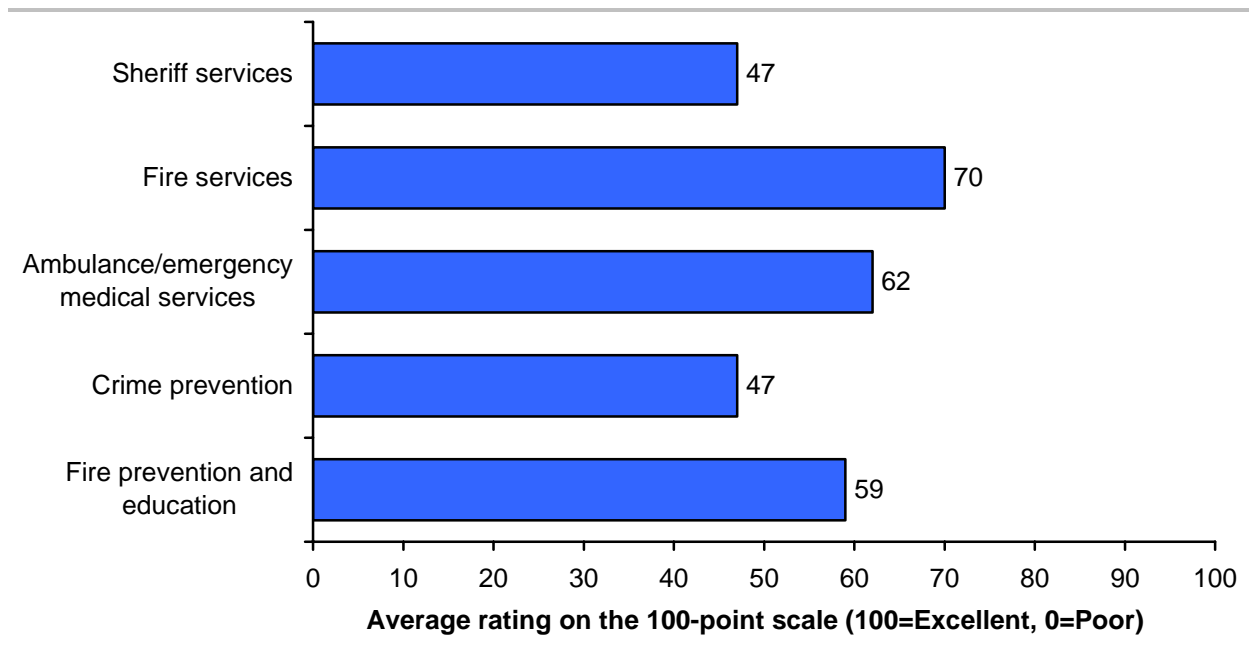


Overall Quality of Services: Archuleta County, Federal Government and State Government

Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Archuleta County	5%	34%	46%	15%	100%	43
The Federal Government	3%	18%	55%	25%	100%	33
The State Government	3%	29%	52%	16%	100%	40

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

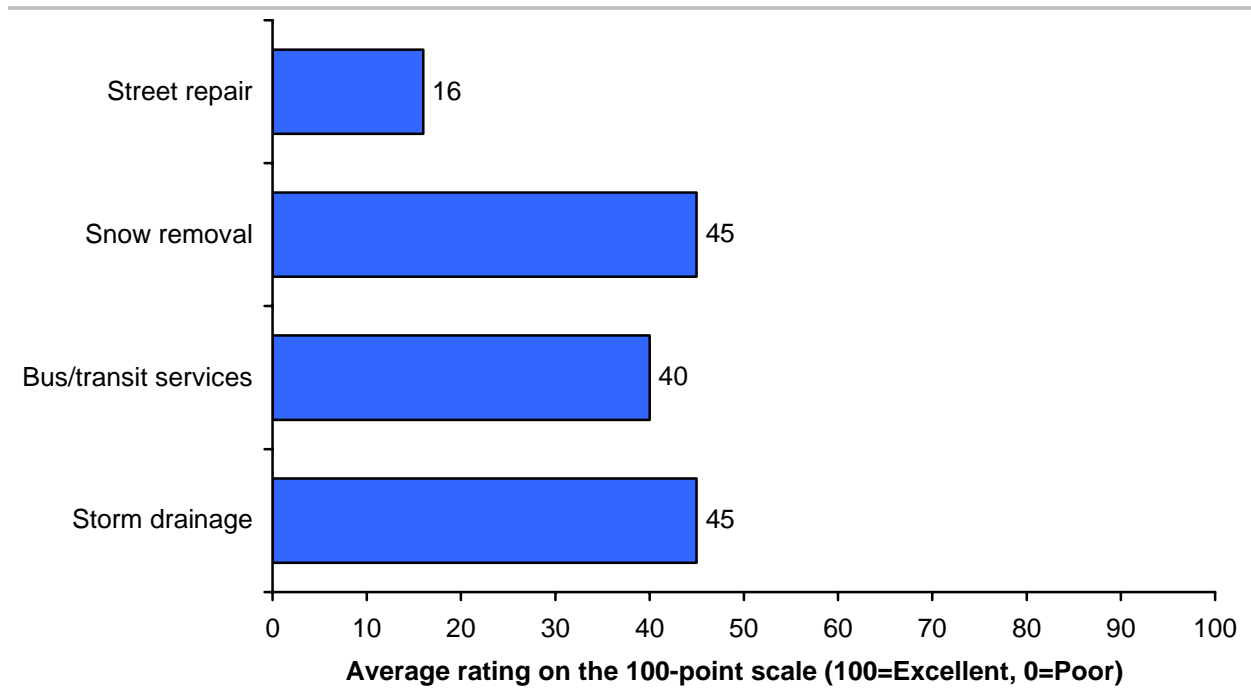


Quality of Public Safety Services

How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Sheriff services	11%	38%	31%	19%	100%	47
Fire services	29%	53%	18%	1%	100%	70
Ambulance/emergency medical services	27%	44%	19%	10%	100%	62
Crime prevention	6%	42%	38%	14%	100%	47
Fire prevention and education	15%	50%	31%	3%	100%	59

Note: "don't know" responses have been removed.

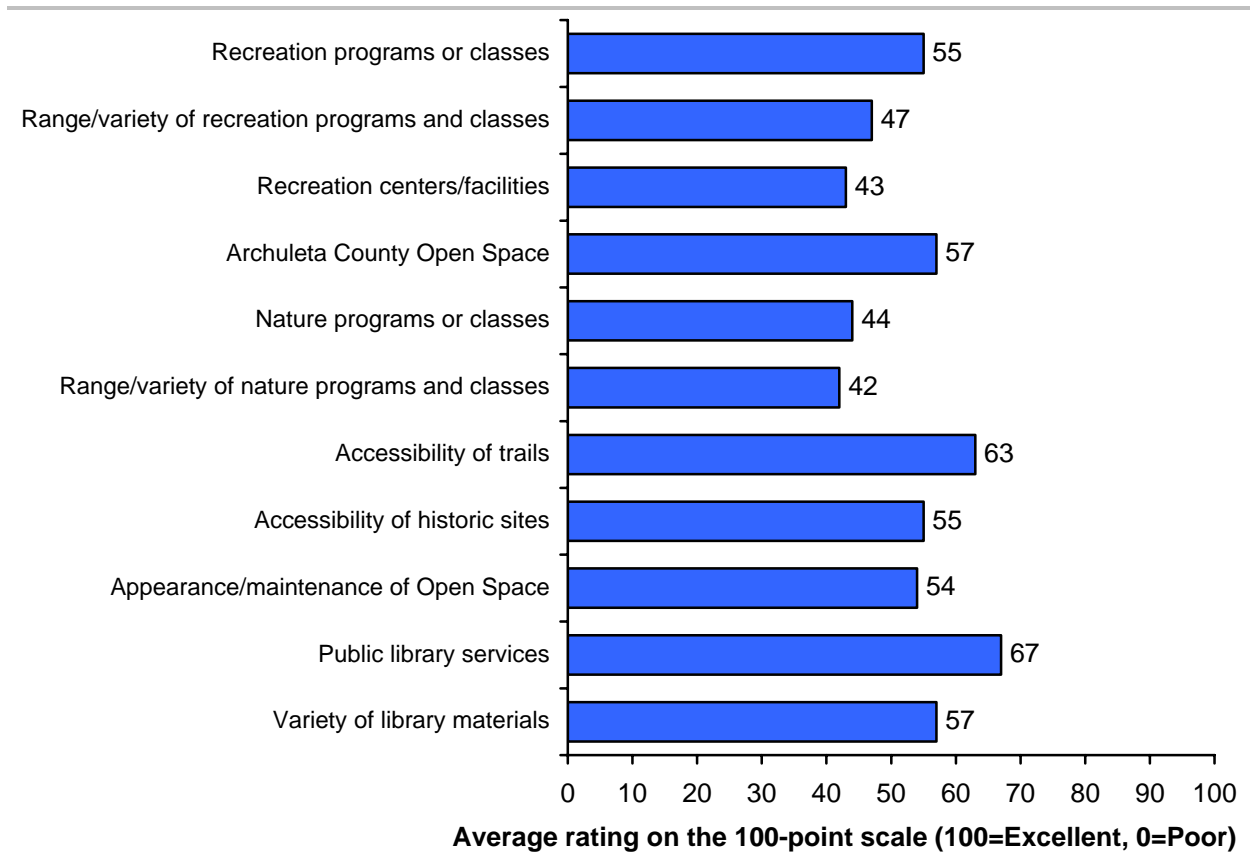
Figure 19: Quality of Transportation Services



Quality of Transportation Services						
How do you rate the quality of each of the following services?						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Street repair	1%	10%	28%	62%	100%	16
Snow removal	10%	34%	39%	18%	100%	45
Bus/transit services	5%	38%	28%	29%	100%	40
Storm drainage	5%	41%	36%	18%	100%	45

Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services



Quality of Leisure Services

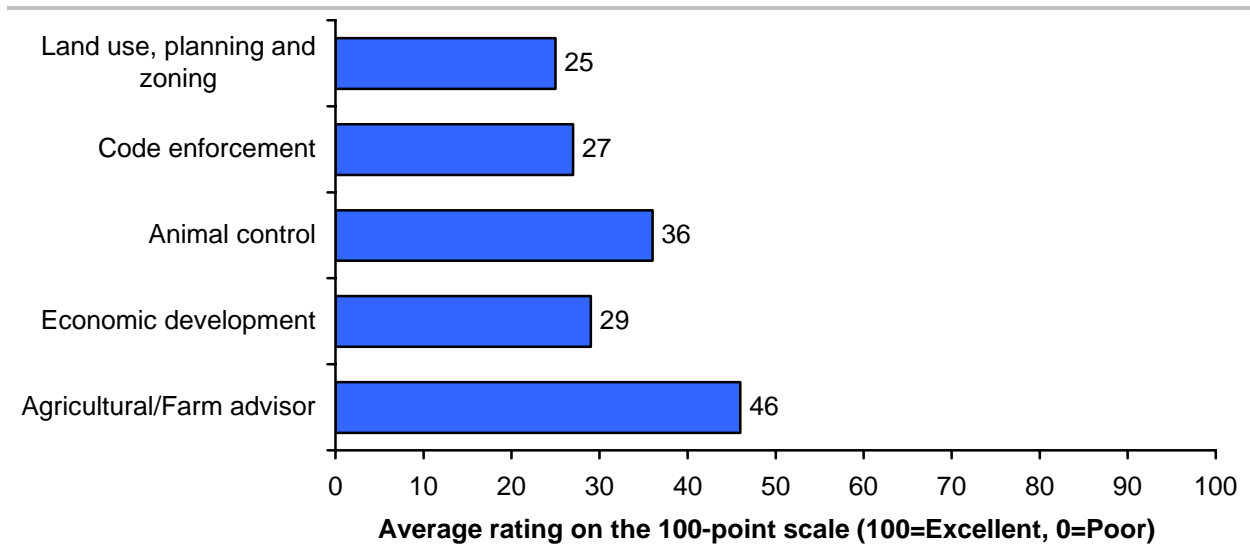
How do you rate the quality of each of the following services?					Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Recreation programs or classes	11%	49%	35%	5%	100%	55
Range/variety of recreation programs and classes	7%	39%	42%	12%	100%	47
Recreation centers/facilities	7%	36%	38%	20%	100%	43
Archuleta County Open Space	21%	39%	30%	10%	100%	57
Nature programs or classes	7%	34%	42%	17%	100%	44
Range/variety of nature programs and classes	7%	33%	39%	21%	100%	42
Accessibility of trails	19%	58%	18%	5%	100%	63
Accessibility of historic sites	10%	49%	36%	5%	100%	55
Appearance/maintenance of Open Space	11%	46%	36%	7%	100%	54
Public library services	24%	54%	21%	0%	100%	67

Quality of Leisure Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Variety of library materials	14%	52%	26%	8%	100%	57

Note: "don't know" responses have been removed.

Figure 21: Quality of Planning and Code Enforcement Services

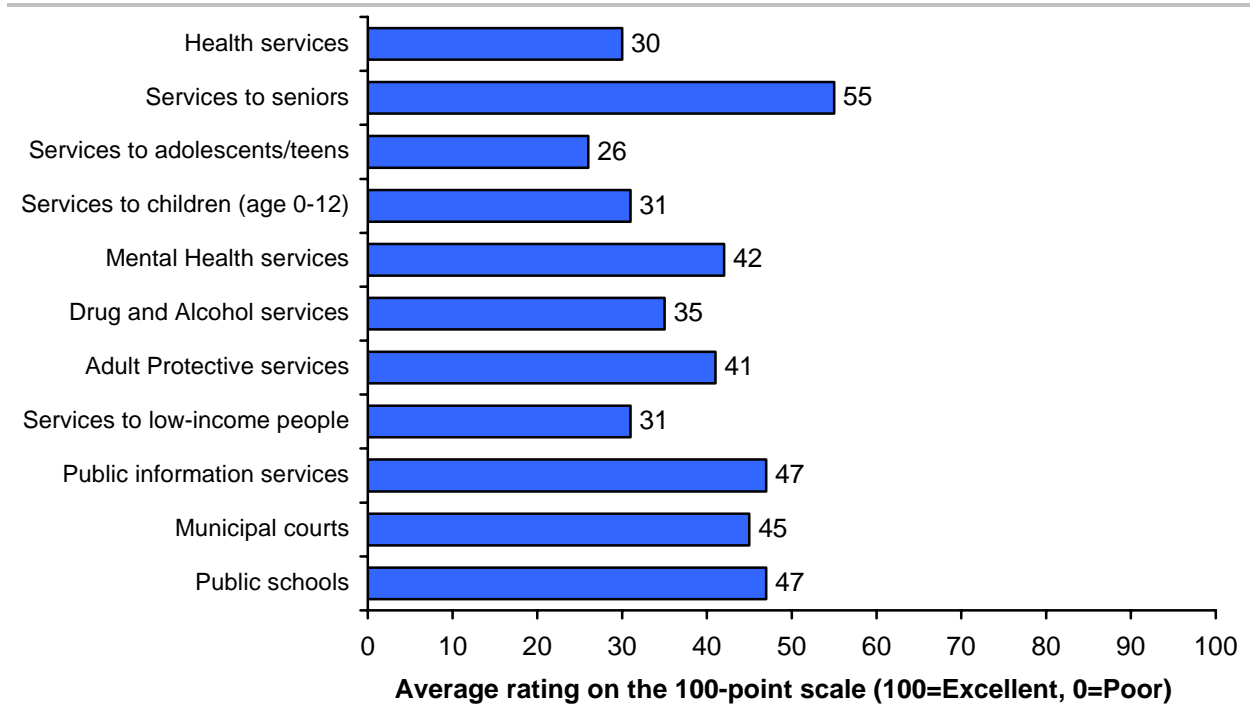


Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Land use, planning and zoning	1%	16%	41%	42%	100%	25
Code enforcement (weeds, abandoned buildings, etc)	1%	18%	40%	40%	100%	27
Animal control	8%	23%	39%	30%	100%	36
Economic development	2%	20%	44%	35%	100%	29
Agricultural/Farm advisor	4%	40%	47%	9%	100%	46

Note: "don't know" responses have been removed.

Figure 22: Quality of Services to Special Populations and Other Services



Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Average rating on a 100-point scale (100=Excellent, 0=Poor)				Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor		
Health services	3%	19%	43%	35%	100%	30
Services to seniors	12%	47%	33%	7%	100%	55
Services to adolescents/teens	3%	16%	36%	44%	100%	26
Services to children (age 0-12)	2%	26%	36%	36%	100%	31
Mental Health services	5%	33%	43%	18%	100%	42
Drug and Alcohol services	6%	24%	40%	31%	100%	35
Adult Protective services	4%	32%	45%	19%	100%	41
Services to low-income people	7%	18%	37%	38%	100%	31
Public information services	6%	40%	44%	10%	100%	47
Municipal courts	4%	41%	42%	13%	100%	45
Public schools	10%	37%	36%	16%	100%	47

Note: "don't know" responses have been removed.

Archuleta County Employees

Impressions of Archuleta County employees were assessed on the questionnaire. Those who had been in contact with an Archuleta County employee in the past year (77%) rated their overall impression as 58 on a 100-point scale.

Figure 23: Percent of Respondents Who Had Contact with an Archuleta County Employee

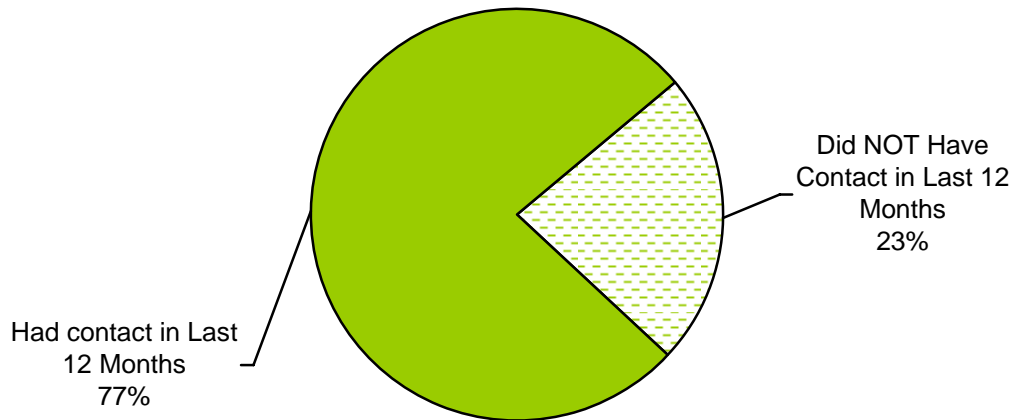
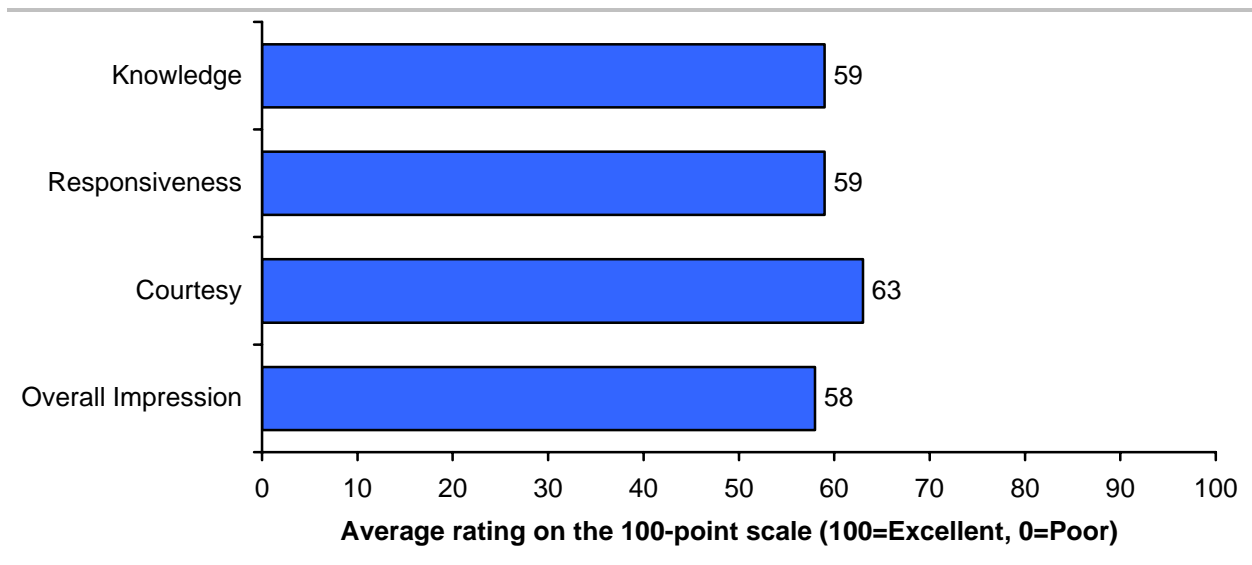


Figure 24: Ratings of Contact with Archuleta County Employees



Ratings of Contact with Archuleta County Employees

What was your impression of employees of Archuleta County in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	23%	41%	25%	11%	100%	59
Responsiveness	21%	44%	24%	11%	100%	59
Courtesy	30%	41%	16%	12%	100%	63
Overall Impression	22%	41%	23%	14%	100%	58

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Three additional questions were asked by Archuleta County. The results for these questions are displayed below.

Policy Question #1

To what degree do you support or oppose the construction of new County facilities?

Strongly support	34%
Somewhat support	45%
Somewhat oppose	16%
Strongly oppose	6%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #2

To what degree would you support or oppose the use of fees, sales or property taxes to pay for new construction of County facilities?

Strongly support	15%
Somewhat support	48%
Somewhat oppose	17%
Strongly oppose	21%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what degree would you support or oppose a change in the form of County government, such as to home rule?

Strongly support	22%
Somewhat support	41%
Somewhat oppose	20%
Strongly oppose	18%
Total	100%

Note: "don't know" responses have been removed.

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings

	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Archuleta County as a place to live?	26%	55%	16%	3%	1%	100%
How do you rate your neighborhood as a place to live?	35%	49%	13%	2%	1%	100%
How do you rate Archuleta County as a place to raise children?	18%	40%	16%	8%	18%	100%
How do you rate Archuleta County as a place to work?	7%	19%	36%	26%	12%	100%
How do you rate Archuleta County as a place to retire?	26%	38%	18%	11%	7%	100%
How do you rate the overall quality of life in Archuleta County?	21%	53%	20%	6%	1%	100%

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

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	19%	43%	25%	12%	1%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	34%	33%	18%	5%	100%
Overall appearance of Archuleta County	14%	39%	37%	9%	1%	100%
Opportunities to attend cultural activities	10%	33%	36%	17%	3%	100%
Shopping opportunities	1%	15%	27%	55%	1%	100%
Air quality	52%	38%	9%	1%	0%	100%
Recreational opportunities	45%	30%	21%	4%	0%	100%
Job opportunities	2%	9%	29%	50%	10%	100%
Access to affordable quality housing	3%	8%	32%	49%	8%	100%
Access to affordable quality child care	1%	8%	22%	24%	45%	100%
Access to affordable quality health care	3%	16%	31%	42%	9%	100%
Access to affordable quality food	5%	25%	37%	32%	0%	100%
Ease of car travel in Archuleta County	10%	44%	33%	12%	0%	100%
Ease of bus travel in Archuleta County	2%	14%	16%	21%	47%	100%
Ease of bicycle travel in Archuleta County	6%	19%	21%	30%	24%	100%
Ease of walking in Archuleta County	11%	28%	34%	24%	4%	100%
Educational opportunities	2%	17%	29%	33%	18%	100%
Overall image/reputation of Archuleta County	6%	45%	37%	9%	3%	100%
Overall quality of new development in Archuleta County	5%	37%	33%	18%	7%	100%

Question 3: Please rate the speed of growth in the following categories in Archuleta County over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	1%	5%	31%	38%	18%	7%	100%
Retail growth (stores, restaurants etc.)	18%	31%	32%	8%	6%	5%	100%
Jobs growth	34%	32%	12%	2%	0%	20%	100%

Question 4: To what degree are the following problems in Archuleta County						
	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	8%	45%	31%	6%	10%	100%
Drugs	2%	11%	29%	39%	19%	100%
Too much growth	28%	15%	25%	28%	4%	100%
Lack of growth	55%	16%	14%	7%	7%	100%
Graffiti	52%	33%	3%	0%	12%	100%
Noise	51%	32%	11%	2%	5%	100%
Run down buildings, weed lots, or junk vehicles	9%	31%	36%	21%	3%	100%
Taxes	17%	25%	30%	20%	8%	100%
Traffic congestion	27%	34%	26%	11%	2%	100%
Unsupervised youth	18%	25%	25%	9%	22%	100%
Homelessness	28%	35%	10%	2%	26%	100%
Weeds	21%	32%	25%	13%	9%	100%
Toxic waste or other environmental hazard(s)	30%	24%	12%	4%	30%	100%
Road condition	3%	16%	25%	54%	2%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Archuleta County							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	46%	33%	12%	3%	3%	4%	100%
Property crimes (e.g., burglary, theft)	19%	45%	14%	15%	3%	4%	100%
Fire	26%	34%	21%	13%	2%	3%	100%

Question 6: Please rate how safe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	81%	13%	3%	1%	1%	1%	100%
In your neighborhood after dark	62%	28%	4%	6%	0%	1%	100%
In Archuleta County's downtown area during the day	77%	16%	4%	0%	1%	1%	100%
In Archuleta County's downtown area after dark	37%	41%	8%	7%	1%	6%	100%
In Archuleta County's parks during the day	69%	18%	5%	2%	0%	6%	100%
In Archuleta County's parks after dark	26%	28%	17%	10%	2%	17%	100%

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

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	90%	9%	1%	100%

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

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	22%	74%	4%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in Archuleta County?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Archuleta County public libraries or their services	25%	23%	35%	9%	9%	100%
Participated in a recreation program or activity	33%	31%	24%	7%	5%	100%
Visited a Archuleta County park	11%	26%	42%	12%	10%	100%
Ridden a local bus within Archuleta County	88%	5%	3%	3%	1%	100%
Attended a meeting of local elected officials or other local public meeting	53%	26%	19%	2%	0%	100%
Recycled used paper, cans or bottles from your home	53%	16%	11%	9%	12%	100%
Volunteered your time to some group/activity in Archuleta County	43%	21%	17%	8%	10%	100%
Used the Internet for anything	8%	3%	4%	8%	77%	100%
Used the Internet to conduct business with Archuleta County	61%	13%	9%	3%	13%	100%
Purchased an item over the Internet	18%	10%	29%	18%	24%	100%

Question 10: How do you rate the quality of each of the following services in Archuleta County?

	Excellent	Good	Fair	Poor	Don't know	Total
Sheriff services	10%	32%	26%	16%	16%	100%
Fire services	22%	40%	13%	0%	25%	100%
Ambulance/emergency medical services	19%	33%	14%	8%	27%	100%
Crime prevention	4%	33%	30%	11%	23%	100%
Fire prevention and education	11%	38%	23%	2%	25%	100%
Street repair	1%	10%	28%	61%	1%	100%
Snow removal	9%	33%	38%	18%	2%	100%
Bus/transit services	2%	16%	12%	12%	58%	100%
Storm drainage	4%	29%	26%	13%	29%	100%
Recreation programs or classes	8%	36%	26%	4%	27%	100%
Range/variety of recreation programs and classes	5%	31%	33%	9%	22%	100%
Recreation centers/facilities	6%	31%	32%	17%	14%	100%
Archuleta County Open Space	17%	31%	23%	8%	21%	100%
Nature programs or classes	4%	18%	23%	9%	45%	100%
Range/variety of nature programs and classes	4%	18%	21%	12%	46%	100%
Accessibility of trails	17%	51%	16%	4%	12%	100%
Accessibility of historic sites	7%	38%	28%	4%	24%	100%
Appearance/maintenance of Open Space	9%	39%	30%	6%	16%	100%
Land use, planning and zoning	1%	14%	36%	37%	12%	100%
Code enforcement (weeds, abandoned buildings, etc)	1%	15%	34%	34%	17%	100%
Animal control	7%	21%	36%	27%	10%	100%
Economic development	1%	17%	37%	30%	15%	100%
Health services	3%	17%	39%	33%	8%	100%
Services to seniors	7%	29%	20%	4%	40%	100%
Services to adolescents/teens	2%	9%	19%	23%	47%	100%
Services to children (age 0-12)	1%	13%	18%	18%	49%	100%
Services to low-income people	3%	10%	19%	20%	47%	100%
Public library services	21%	46%	18%	0%	14%	100%
Variety of library materials	12%	42%	21%	7%	19%	100%
Public information services	5%	31%	34%	8%	22%	100%
Municipal courts	3%	25%	26%	8%	39%	100%

Question 10: How do you rate the quality of each of the following services in Archuleta County?

	Excellent	Good	Fair	Poor	Don't know	Total
Public schools	7%	27%	26%	11%	29%	100%
Mental Health services	2%	12%	15%	7%	64%	100%
Drug and Alcohol services	2%	10%	17%	13%	58%	100%
Adult Protective services	1%	11%	15%	6%	67%	100%
Agricultural/Farm advisor	1%	13%	16%	3%	67%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
Archuleta County	4%	29%	39%	13%	15%	100%
The Federal Government	2%	15%	45%	20%	18%	100%
The State Government	2%	24%	43%	13%	17%	100%

Question 12: Have you had any in-person or phone contact with an employee of Archuleta County within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of Archuleta County within the last 12 months?	23%	77%	100%

Question 13: What was your impression of the employees of Archuleta County in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	23%	40%	24%	11%	2%	100%
Responsiveness	21%	43%	23%	11%	2%	100%
Courtesy	30%	41%	16%	12%	0%	100%
Overall Impression	22%	41%	23%	14%	0%	100%

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for Archuleta County taxes I pay	7%	28%	21%	22%	13%	9%	100%
I am pleased with the overall direction that Archuleta County is taking	6%	23%	22%	28%	14%	7%	100%
Archuleta County government welcomes citizen involvement	10%	28%	21%	16%	11%	13%	100%
Archuleta County government listens to citizens	4%	19%	25%	22%	18%	13%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
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:	6%	16%	53%	24%	2%	100%

Question 16a: Policy Question 1						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what degree do you support or oppose the construction of new County facilities?	30%	39%	14%	5%	12%	100%

Question 16b: Policy Question 2						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what degree would you support or oppose the use of fees, sales or property taxes to pay for new construction of County facilities?	13%	42%	15%	18%	11%	100%

Question 16c: Policy Question 3						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what degree would you support or oppose a change in the form of County government, such as to home rule?	11%	21%	10%	9%	48%	100%

Question 17: Do you live within the County limits of Archuleta County?			
	No	Yes	Total
Do you live within the limits of Archuleta County?	2%	98%	100%

Question 18: Employment Status

	No	Yes	Total
Are you currently employed?	27%	73%	100%

Question 18a: Usual Mode of Transportation to Work

What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

Motorized vehicle	84%
Bus, Rail, Subway, or other public transportation	2%
Walk	2%
Work at home	11%
Other	1%
Total	100%

Question 18b: Drive Alone or Carpool

	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	71%	29%	100%

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	60%
Motorized vehicle, with others (MOV)	24%
Bus, rail, subway, or other public transportation	2%
Walk	2%
Work at home	11%
Other	1%
Total	100%

Question 19: Length of Residency

How many years have you lived in Archuleta County?

Less than 2 years	22%
2 to 5 years	22%
6 to 10 years	23%
11 to 20 years	20%
More than 20 years	13%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?

One family house detached from any other houses	61%
One family house attached to one or more houses	20%
Building with two or more apartments or condominiums	12%
Mobile home	4%
Other	3%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	25%	75%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	74%	26%	100%
Do any teenagers ages 13 through 17 live in your household?	84%	16%	100%
Are you or any other members of your household aged 65 or older?	79%	21%	100%
Does any member of your household have a physical handicap or is anyone disabled?	92%	8%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	3%
High school diploma	16%
Some college, no degree	31%
Associate's degree (e.g. AA, AS)	9%
Bachelor's degree (e.g. BA, AB, BS)	19%
Graduate degree or professional degree	21%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	15%
\$25,000 to \$49,999	31%
\$50,000 to \$99,999	39%
\$100,000 or more	15%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	90%	10%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	2%
Asian or Pacific Islander	1%
Black, African American	0%
White/Caucasian	91%
Other	8%

Total may exceed 100% as respondents could select more than one category.

Question 30: Age**In which category is your age?**

18 to 24 years	1%
25 to 34 years	19%
35 to 44 years	18%
45 to 54 years	29%
55 to 64 years	15%
65 to 74 years	14%
75 years or older	5%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	50%	50%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	19%	78%	3%	100%
Did you vote in the last election?	31%	69%	0%	100%
Are you likely to vote in the next election?	6%	83%	11%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning January 16, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the County Administrator inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following 5 weeks.

Response Rate and Confidence Intervals

Of the 916 eligible households, 434 completed the survey providing a response rate of 47%. Approximately 284 addresses sampled were "vacant" or "not found."⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Archuleta County used USPS

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

⁵ "Eligible" households refer to addresses that belong to residences that are not vacant within Archuleta County.

data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Archuleta County adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of Archuleta County as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The two socioeconomic characteristics that were used to weight the survey results were gender/age and housing unit type. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for Archuleta County Citizen Survey

Respondent Characteristics	Population Norm⁷	Unweighted Survey Data	Weighted Survey Data
Tenure			
Rent Home	23%	7%	25%
Own Home	77%	93%	75%
Type of Housing Unit			
Single-Family Detached	65%	92%	65%
Attached	35%	8%	35%
Ethnicity			
Non-Hispanic	83%	92%	90%
Hispanic	17%	8%	10%
Race			
White/Caucasian	88%	93%	89%
Non-White	12%	7%	11%
Gender			
Female	50%	50%	50%
Male	50%	50%	50%
Age			
18-34	20%	5%	20%
35-54	47%	36%	47%
55+	33%	59%	33%
Gender and Age			
Females 18-34	10%	3%	10%
Females 35-54	24%	19%	24%
Females 55+	16%	28%	16%
Males 18-34	10%	2%	10%
Males 35-54	23%	17%	23%
Males 55+	17%	32%	17%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within Archuleta County. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.