



# TOWN OF ERIE, CO 2013



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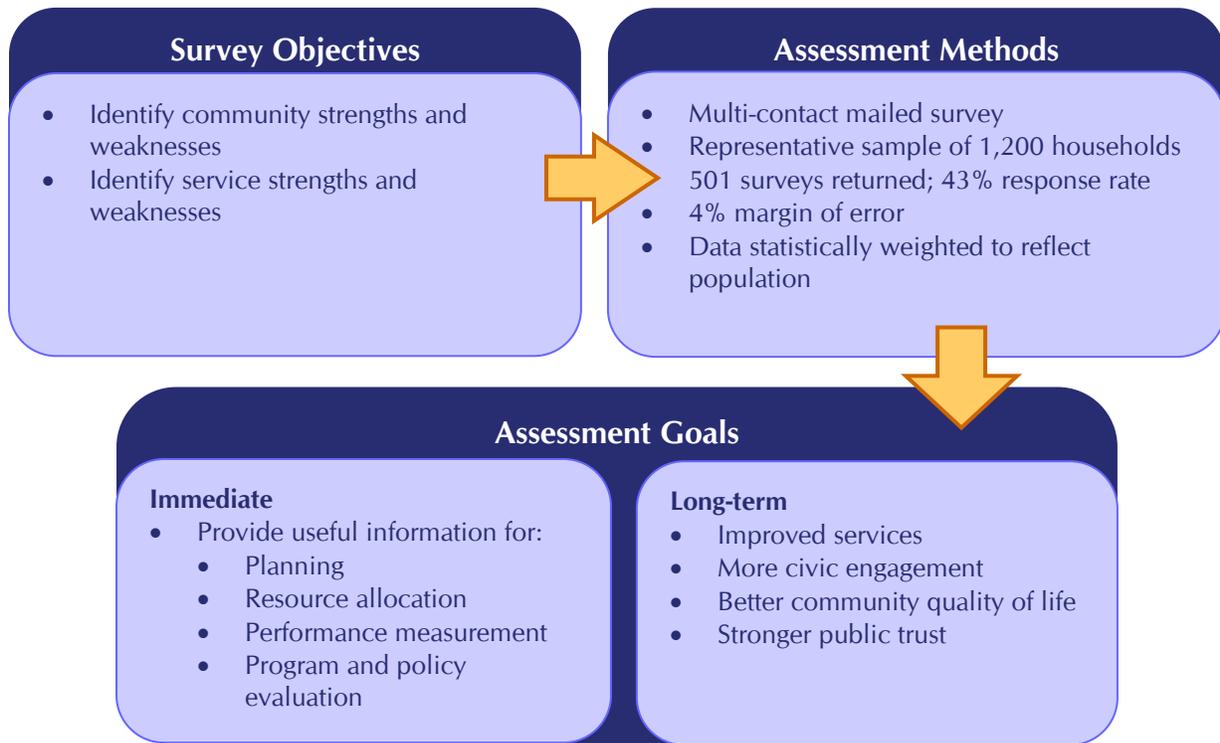
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## SURVEY BACKGROUND

### 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 NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly 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 weighted to reflect the proper demographic composition of the entire community. A total of 501 completed surveys were obtained, providing an overall response rate of 43%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Town of Erie was developed in close cooperation with local jurisdiction staff. Erie staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Town of Erie staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulations of results and several custom questions.

## UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

### Margin of Error

The margin of error around results for the Town of Erie Survey (501 completed surveys) is plus or minus four percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 56-64% of all residents are likely to feel that way.

### Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the Town of Erie, but from Town of Erie services to services like them provided by other jurisdictions.

### Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Town of Erie chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Town of Erie survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Erie results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Erie's rating to the benchmark.

## **“Don’t Know” Responses and Rounding**

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 some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

## EXECUTIVE SUMMARY

This report of the Town of Erie survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in the Town of Erie and believed the Town was a good place to live. The overall quality of life in the Town of Erie was rated as “excellent” or “good” by 86% of respondents. A majority reported they plan on staying in the Town of Erie for the next five years.

A variety of characteristics of the community were evaluated by those participating in the study. The three characteristics receiving the most favorable ratings were ease of car travel in Erie, traffic flow on major streets, and the availability of paths and walking trails. The three characteristics receiving the least positive ratings were employment opportunities, shopping opportunities, and the availability of affordable quality food.

Ratings of community characteristics were compared to the benchmark database. Of the 28 characteristics for which comparisons were available, nine were above the national benchmark comparison, four were similar to the national benchmark comparison and 15 were below.

Residents in the Town of Erie were somewhat civically engaged. While 24% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 96% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the Town of Erie, which was much lower than the benchmark.

In general, survey respondents demonstrated trust in local government. About half rated the overall direction being taken by the Town of Erie as “good” or “excellent.” This was below the benchmark. Those residents who had interacted with an employee of the Town of Erie in the previous 12 months gave high marks to those employees. Nearly all rated their overall impression of employees as “excellent” or “good.”

Town services rated were able to be compared to the benchmark database. Of the 38 services for which comparisons were available, 13 were above the benchmark comparison, 13 were similar to the benchmark comparison and 12 were below.

## COMMUNITY RATINGS

### OVERALL COMMUNITY QUALITY

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the Town of Erie – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents’ commitment to the Town of Erie. Residents were asked whether they planned to move soon or if they would recommend the Town of Erie to others. Intentions to stay and willingness to make recommendations provide evidence that the Town of Erie offers services and amenities that work.

Most of the Town of Erie’s residents gave favorable ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

FIGURE 3: RATINGS OF OVERALL COMMUNITY QUALITY

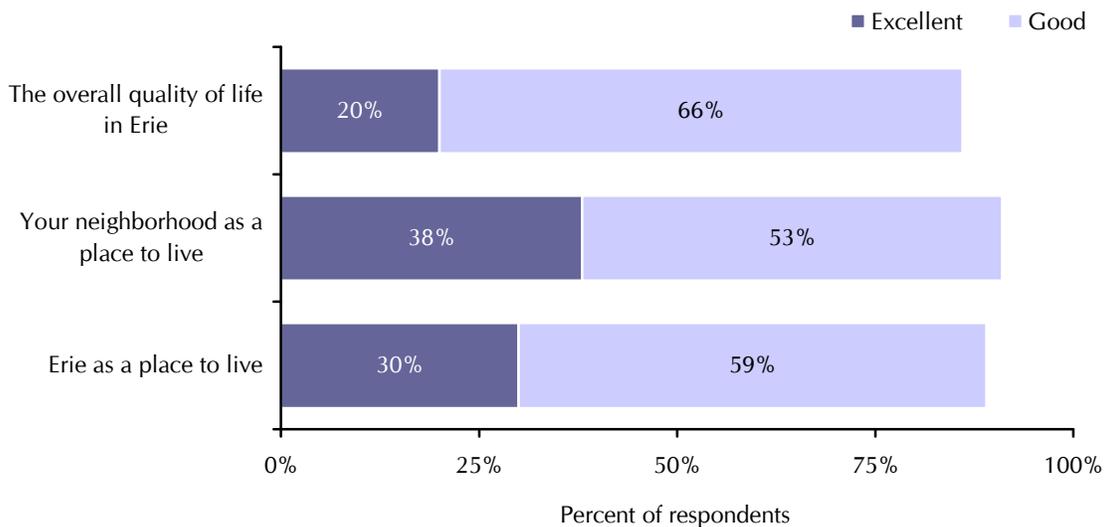


FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

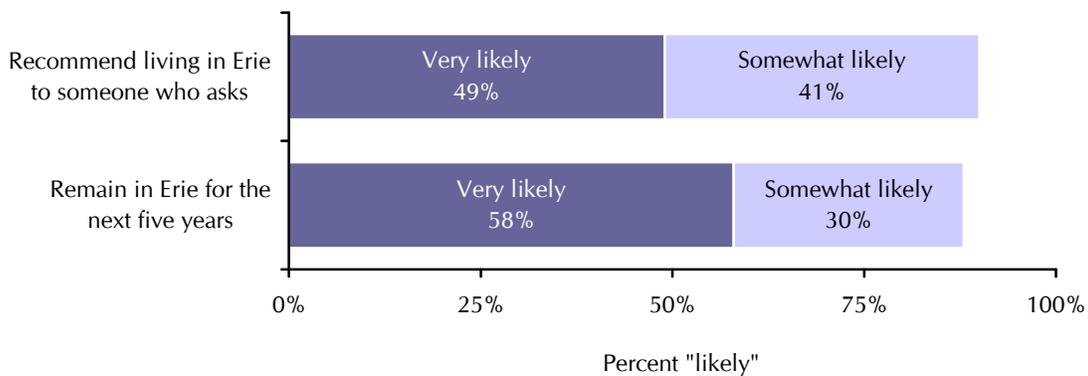


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Erie	Similar
Your neighborhood as place to live	Much above
Erie as a place to live	Similar
Recommend living in Erie to someone who asks	Above
Remain in Erie for the next five years	Above

## COMMUNITY DESIGN

### Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of six aspects of mobility to rate on a scale of “excellent,” “good,” “fair” and “poor.” Ease of car travel in Erie was given the most positive rating, followed by traffic flow on major streets.

FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

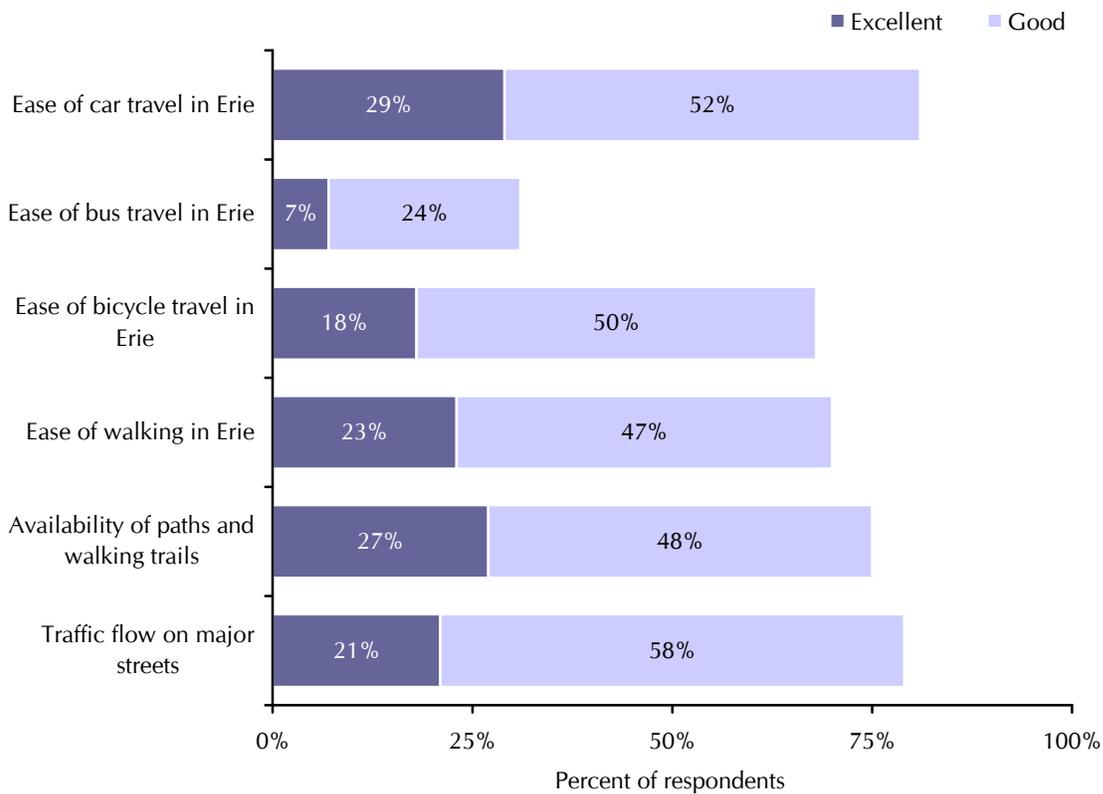


FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Erie	Much above
Ease of bus travel in Erie	Much below
Ease of bicycle travel in Erie	Much above
Ease of walking in Erie	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Eight transportation services were rated in Erie. Compared to most communities across America, ratings tended to be a mix of positive and negative. Three were above the benchmark, two below the benchmark and three were similar to the benchmark.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

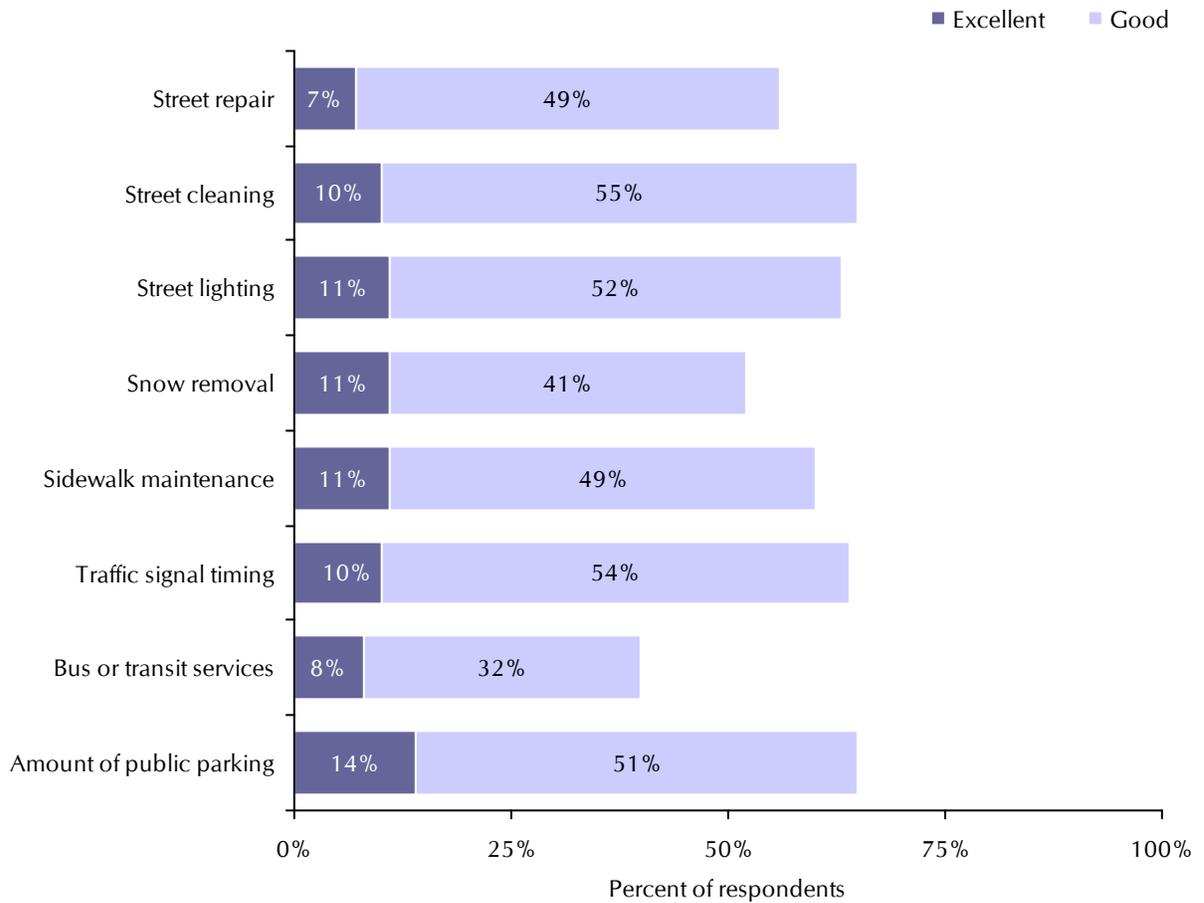


FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Above
Street cleaning	Similar
Street lighting	Similar
Snow removal	Much below
Sidewalk maintenance	Similar
Traffic signal timing	Much above
Bus or transit services	Much below
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 3% of work commute trips were made by transit, 1% by bicycle and 1% by foot.

FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

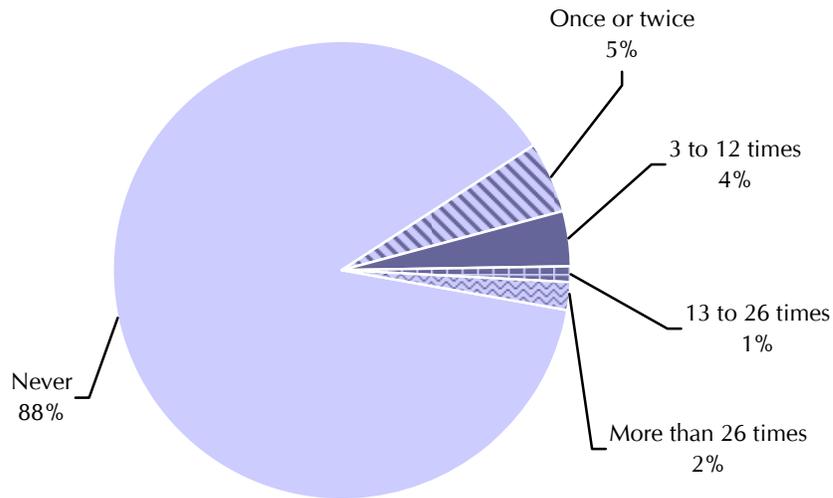


FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Erie	Much less

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

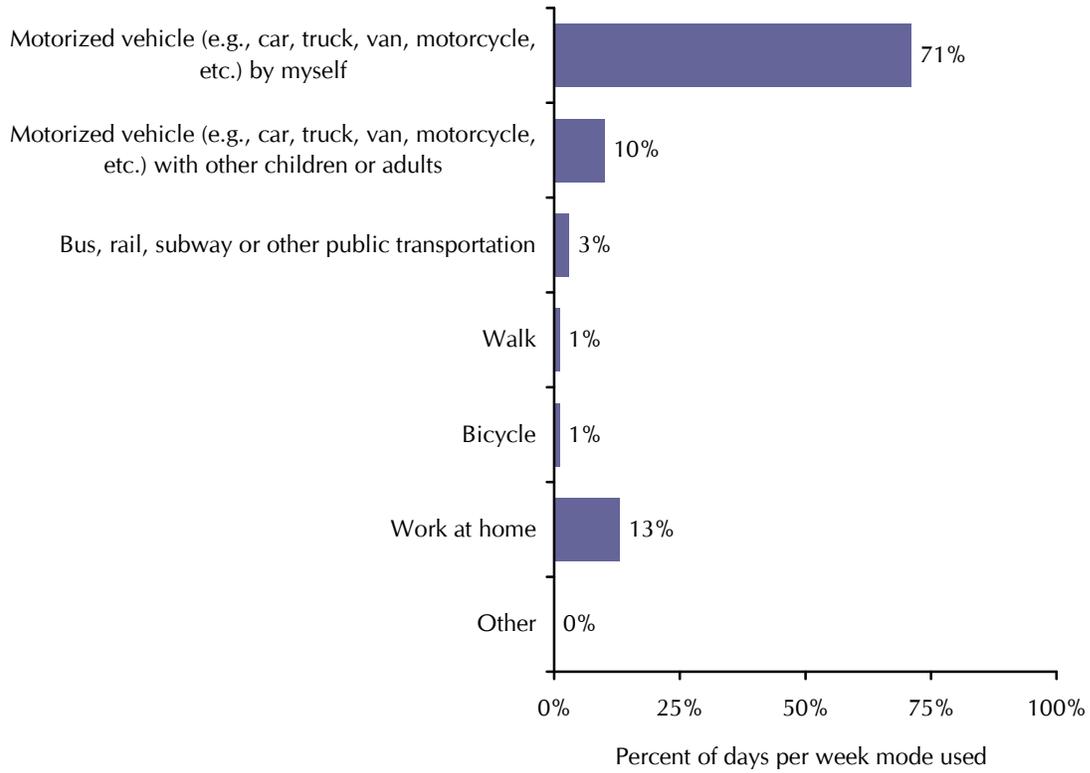


FIGURE 13: DRIVE ALONE BENCHMARKS

Comparison to benchmark	
Average percent of work commute trips made by driving alone	Less

## Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the Town of Erie residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as “excellent” or “good” by 59% of respondents, while the variety of housing options was rated as “excellent” or “good” by 61% of respondents. The rating of perceived affordable housing availability was much better in the Town of Erie than the ratings, on average, in comparison jurisdictions.

FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

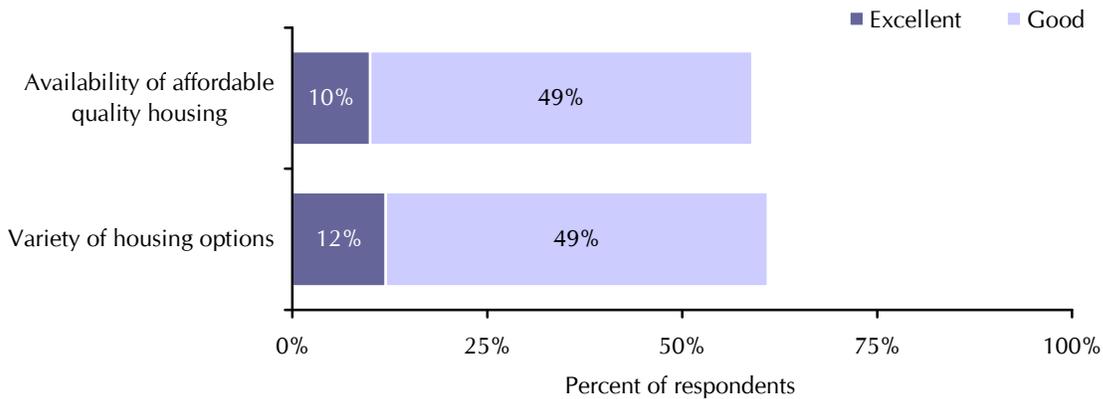


FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much above
Variety of housing options	Similar

To augment the perceptions of affordable housing in Erie, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Town of Erie experiencing housing cost stress. About 27% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

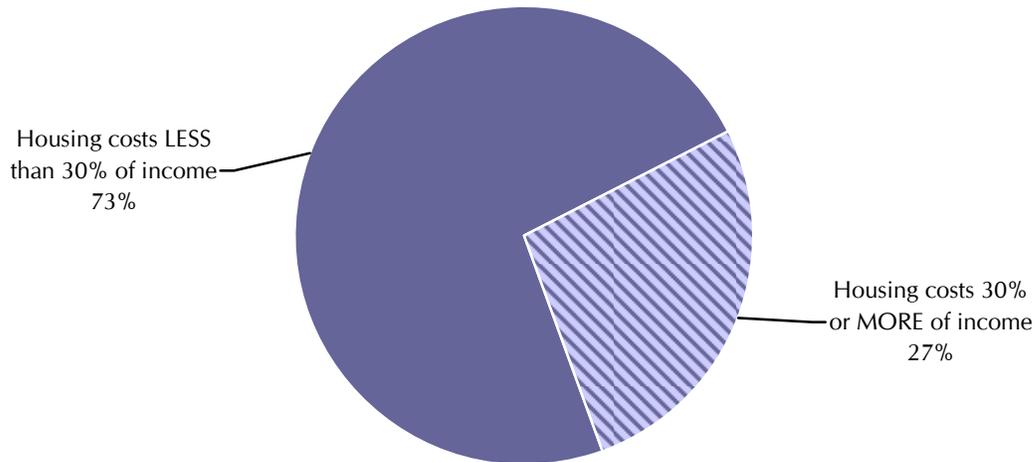


FIGURE 17: HOUSING COSTS BENCHMARKS

Comparison to benchmark	
Experiencing housing costs stress (housing costs 30% or MORE of income)	Much less

## Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the Town of Erie and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the Town of Erie was rated as “excellent” by 16% of respondents and as “good” by an additional 51%. The overall appearance of Erie was rated as “excellent” or “good” by 59% of respondents and was much below the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Town of Erie, 11% thought they were a “major” problem.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"

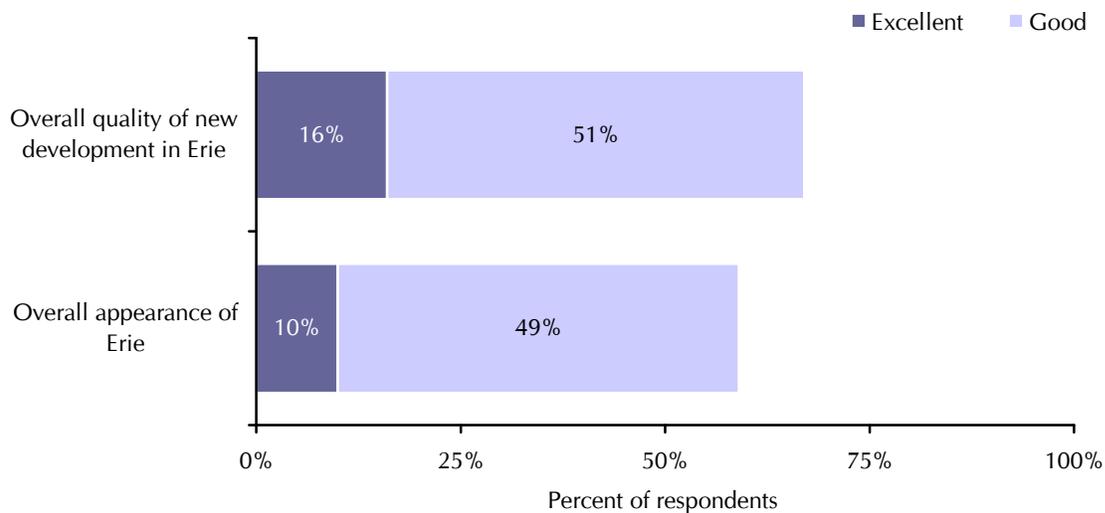


FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Erie	Above
Overall appearance of Erie	Much below

FIGURE 20: RATINGS OF POPULATION GROWTH

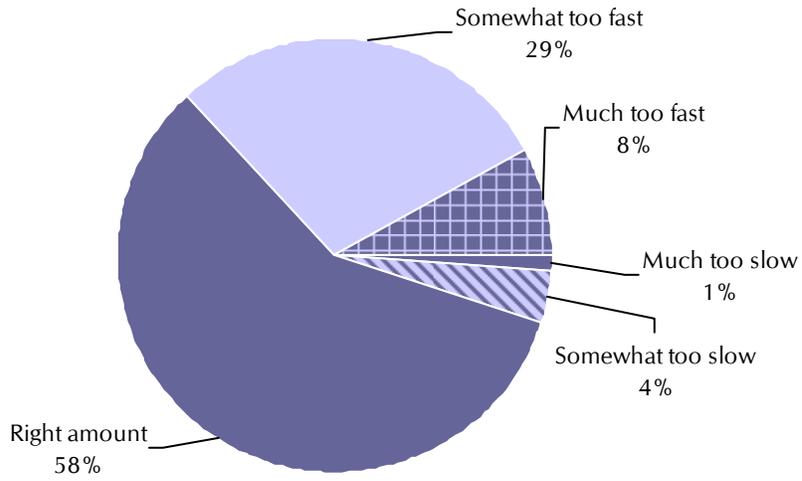


FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Similar

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

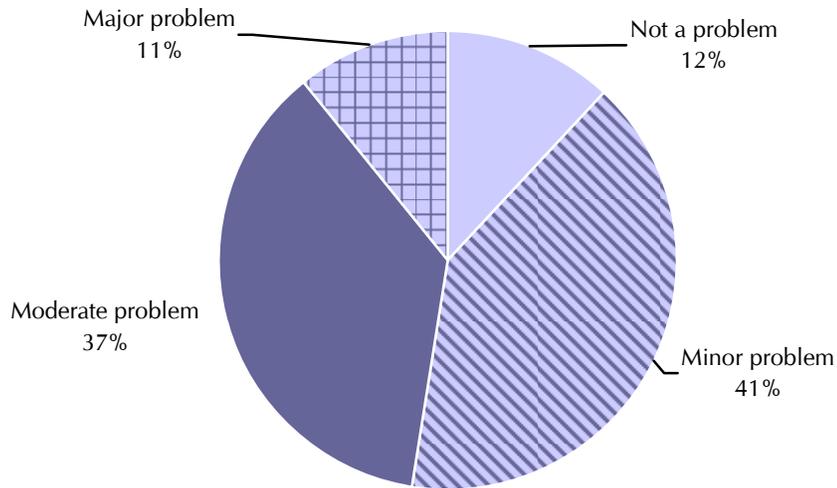


FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Similar

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES

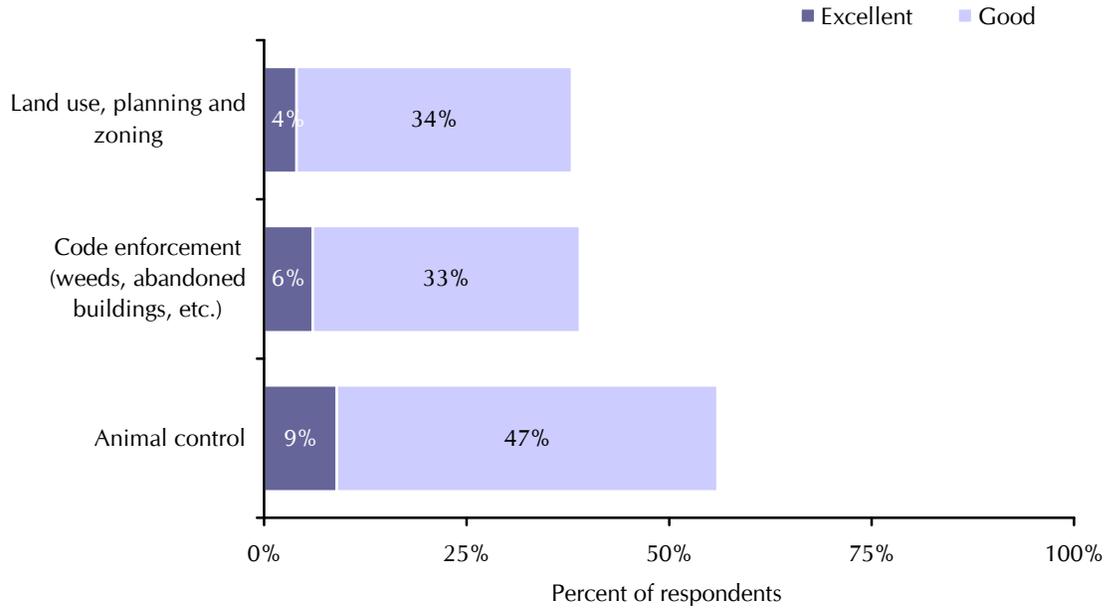


FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much below
Code enforcement (weeds, abandoned buildings, etc.)	Much below
Animal control	Below

## ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Erie as a place to work and the overall quality of business and service establishments in Erie. Receiving the lowest rating were shopping opportunities.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES

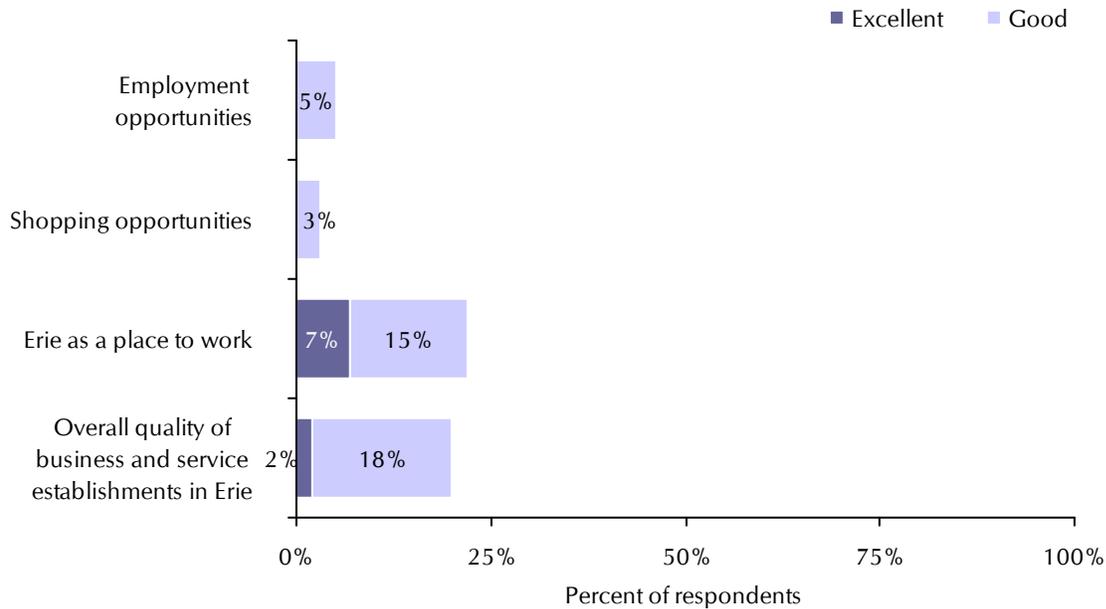


FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much below
Shopping opportunities	Much below
Erie as a place to work	Much below
Overall quality of business and service establishments in Erie	Much below

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from “much too slow” to “much too fast.” When asked about the rate of jobs growth in Erie, 94% responded that it was “too slow,” while 90% reported retail growth as “too slow.” Many more residents in Erie compared to other jurisdictions believed that retail growth was too slow and many more residents believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

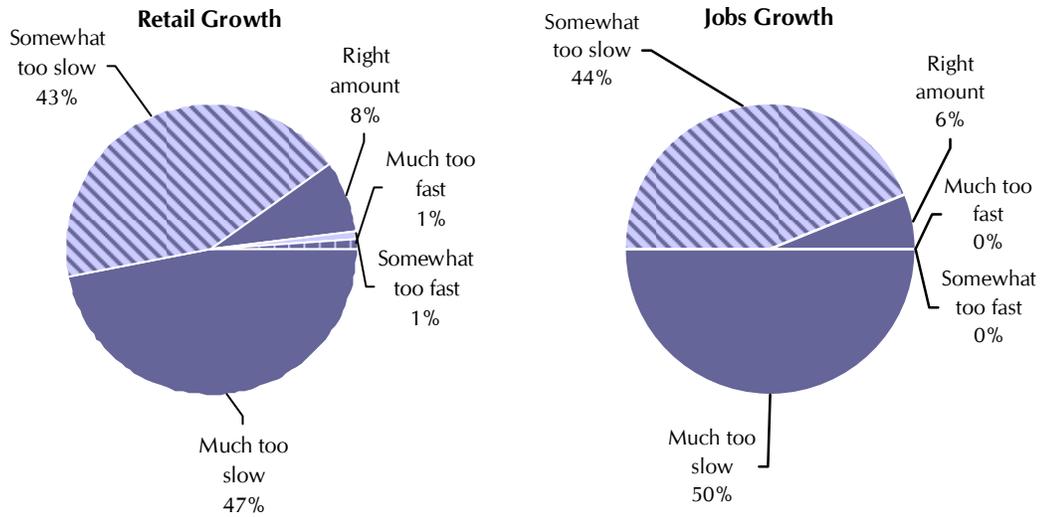


FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much more
Jobs growth seen as too slow	Much more

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES

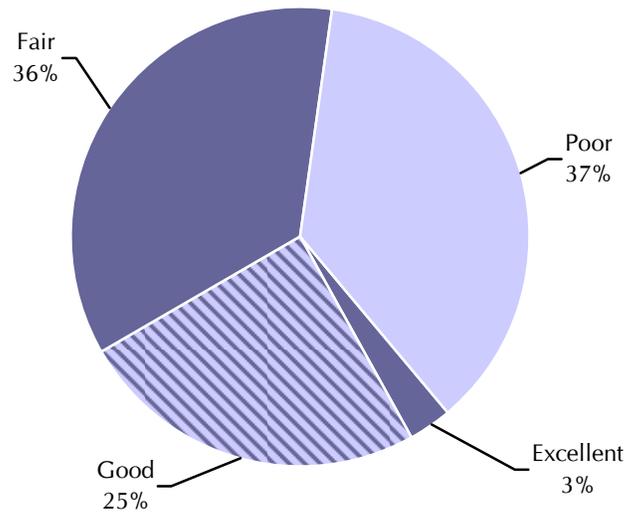


FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

Comparison to benchmark	
Economic development	Much below

Residents were asked to reflect on their economic prospects in the near term. Thirty-one percent of the Town of Erie residents expected that the coming six months would have a “somewhat” or “very” positive impact on their family, while 20% felt that the economic future would be “somewhat” or “very” negative. The percent of residents with an optimistic outlook on their household income was much more than in comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

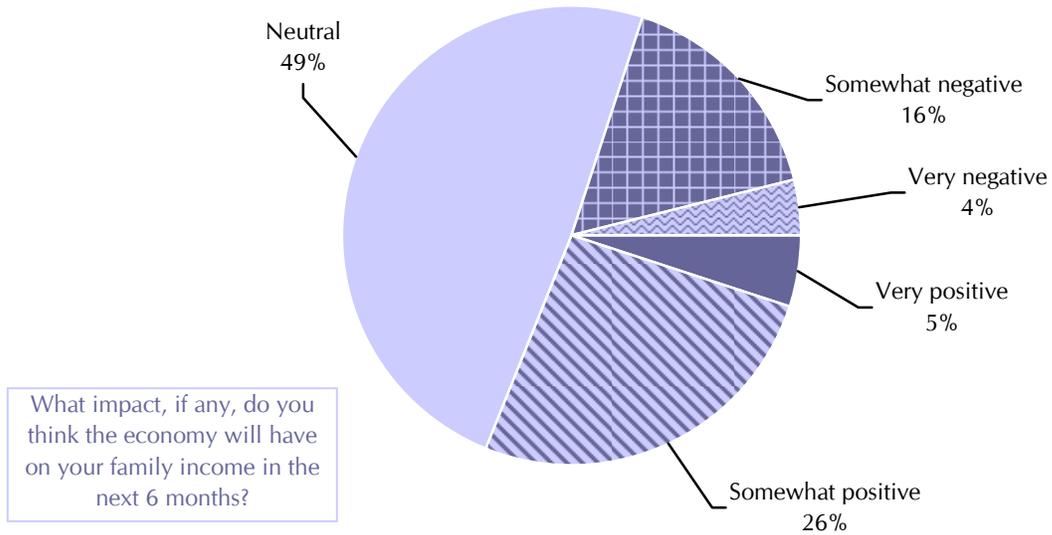


FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

Comparison to benchmark	
Positive impact of economy on household income	Much above

## PUBLIC SAFETY

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the Town of Erie. About 94% of those completing the questionnaire said they felt “very” or “somewhat” safe from violent crimes and 48% felt “very” or “somewhat” safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than Historic Downtown Erie.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

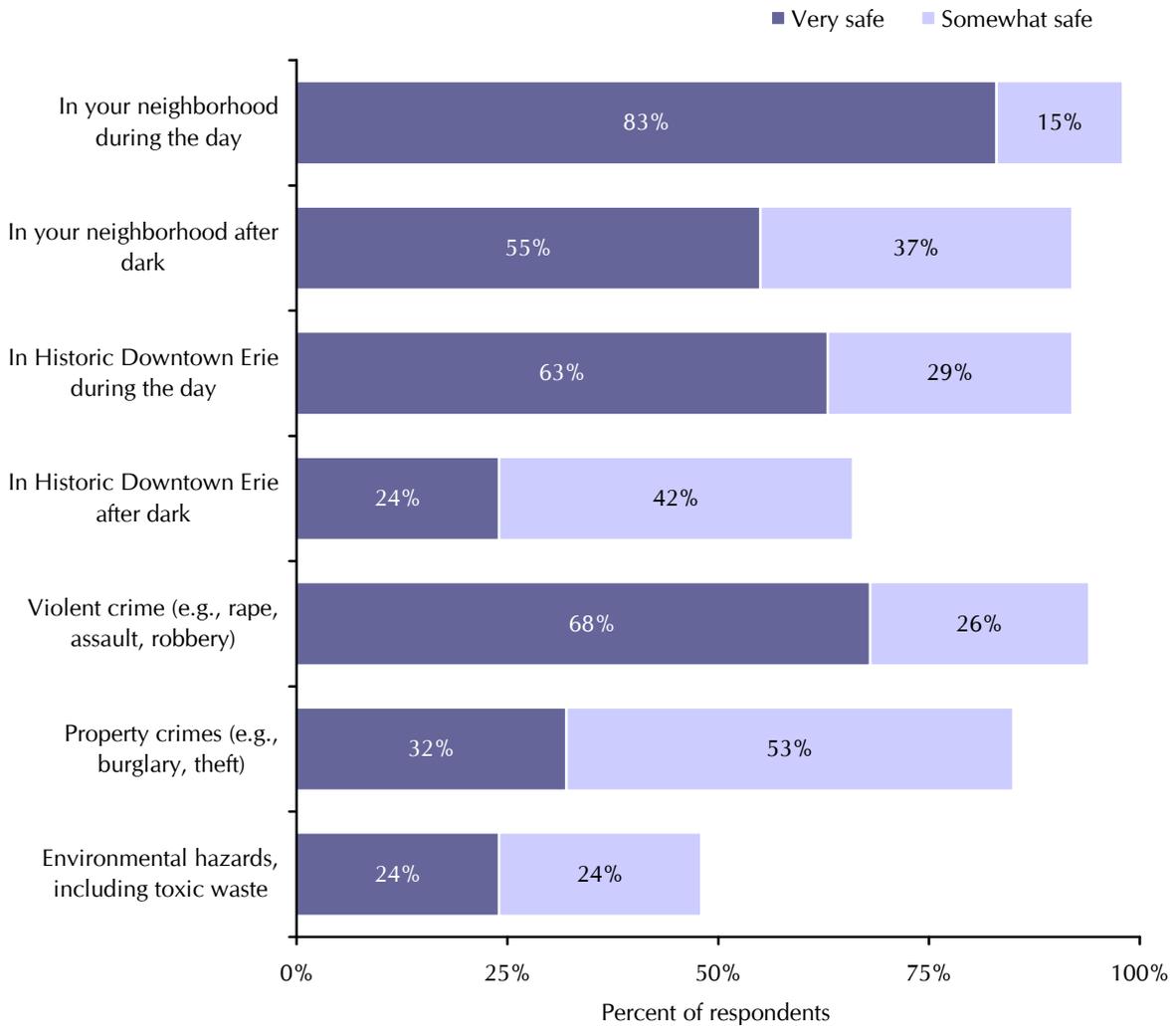


FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Historic Downtown Erie during the day	Above
In Historic Downtown Erie area after dark	Above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Much below

As assessed by the survey, 4% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 91% had reported it to police. Compared to other jurisdictions far fewer Erie residents had been victims of crime in the 12 months preceding the survey and many more Erie residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

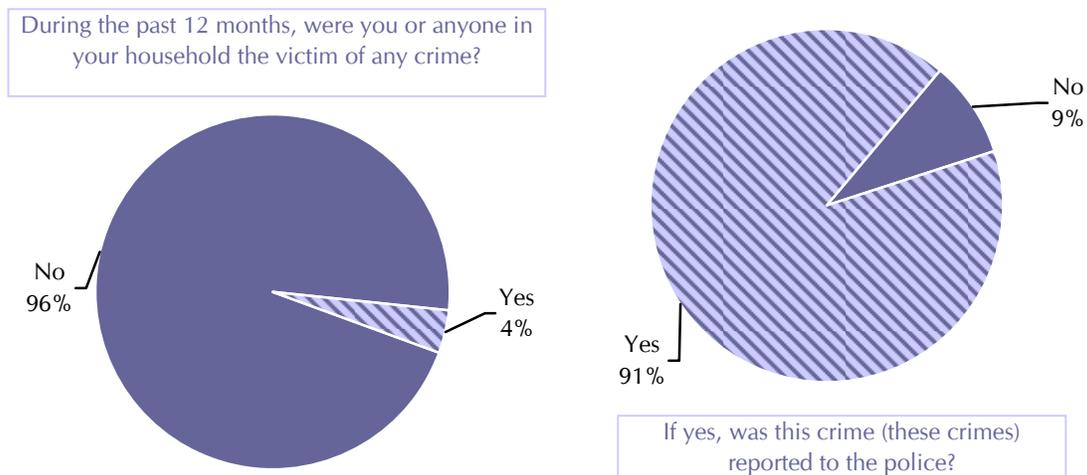


FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Much less
Reported crimes	Much more

Residents rated eight Town public safety services; of these, one was rated above the benchmark comparison, six were rated similar to the benchmark comparison and one was rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while emergency preparedness and municipal courts received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES

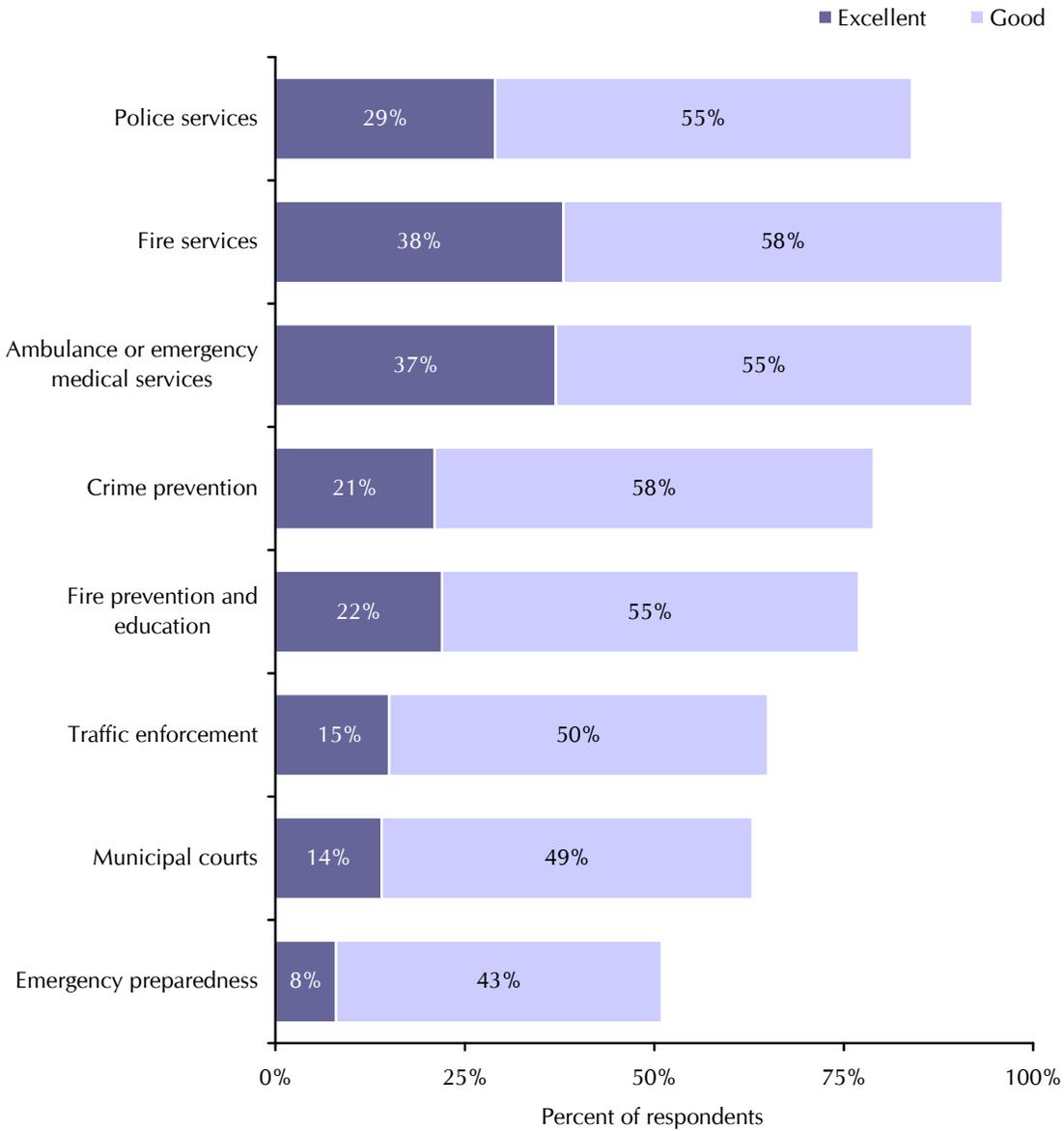


FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Much above
Fire prevention and education	Similar
Traffic enforcement	Similar
Courts	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Much below

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

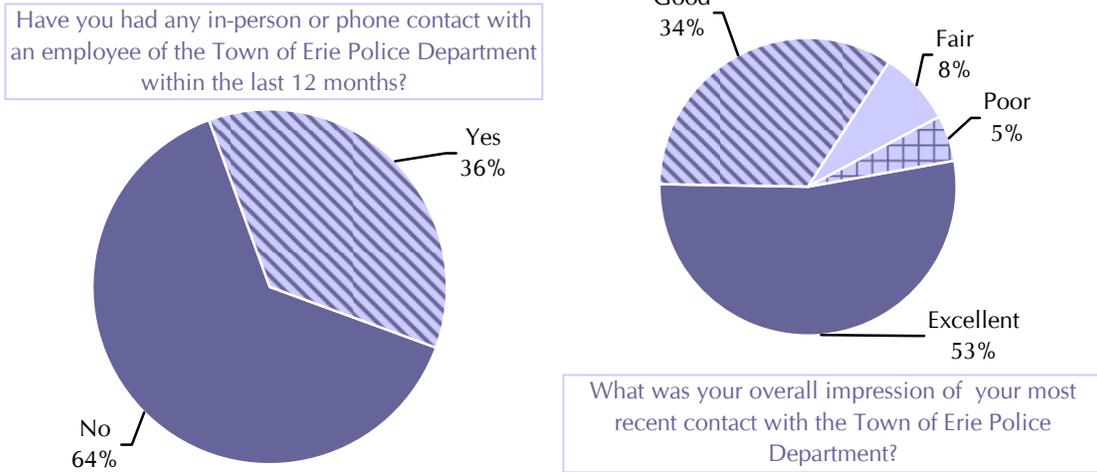


FIGURE 41: CONTACT WITH POLICE DEPARTMENT BENCHMARKS

	Comparison to benchmark
Had contact with the Town of Erie Police Department	Similar
Overall impression of most recent contact with the Town of Erie Police Department	Much above

## ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going “Green”. These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of the Town of Erie were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as “excellent” or “good” by 61% of survey respondents. The cleanliness of Erie received the highest rating, and it was similar to the benchmark.

FIGURE 42: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT

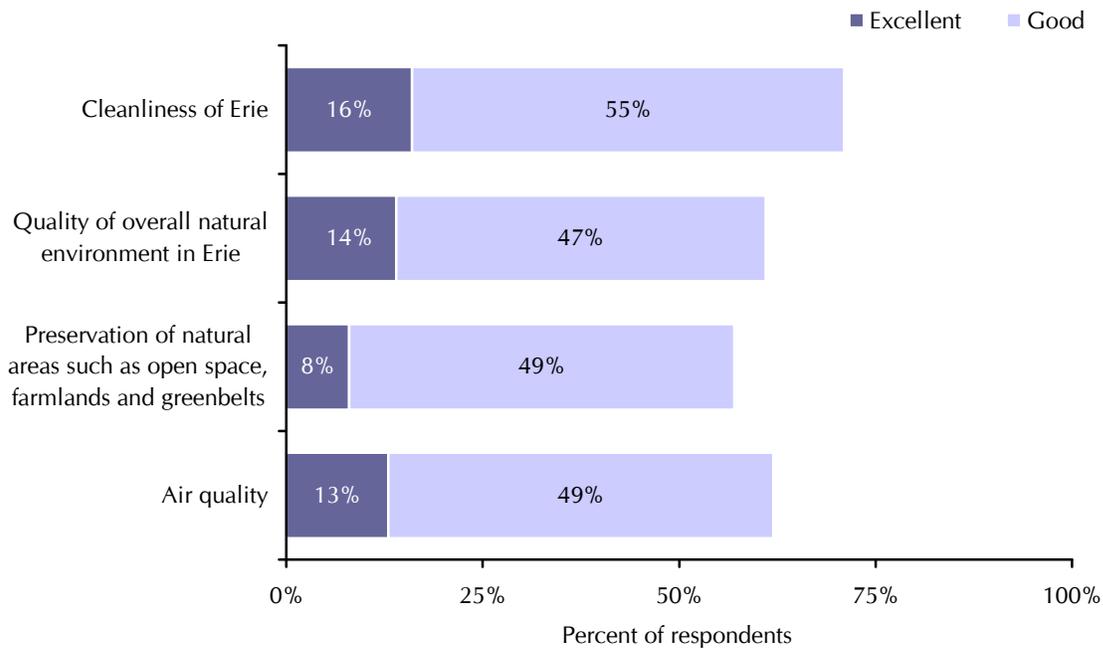


FIGURE 43: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Erie	Similar
Quality of overall natural environment in Erie	Much below
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Much below

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 44: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

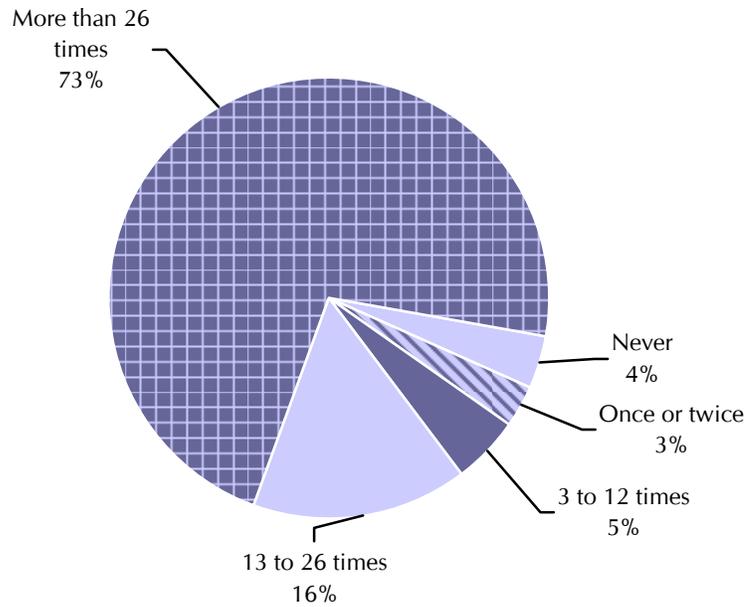


FIGURE 45: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the seven utility services rated by those completing the questionnaire, four were higher than the benchmark comparison, two were similar and one was below the benchmark comparison.

FIGURE 46: RATINGS OF UTILITY SERVICES

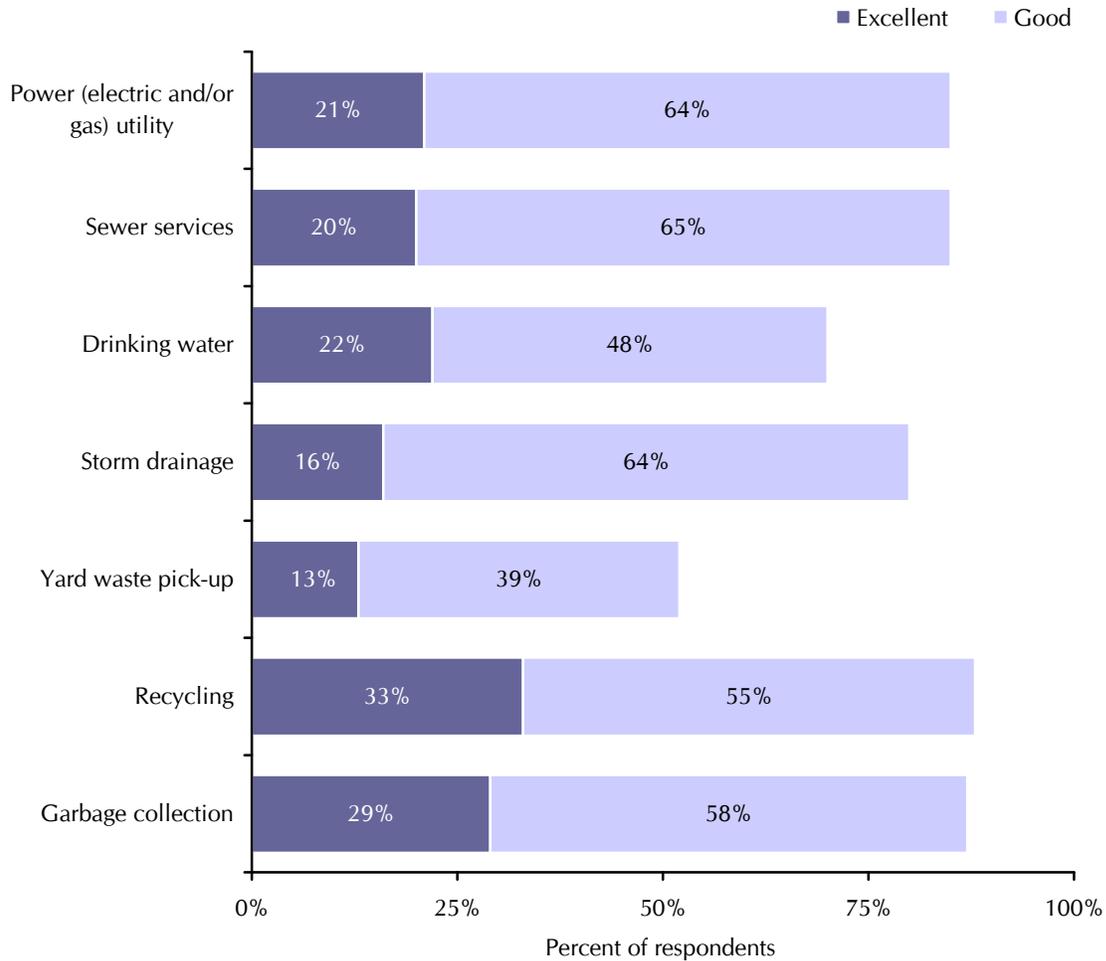


FIGURE 47: UTILITY SERVICES BENCHMARKS

Utility Service	Comparison to benchmark
Power (electric and/or gas) utility	Above
Sewer services	Above
Drinking water	Similar
Storm drainage	Much above
Yard waste pick-up	Much below
Recycling	Much above
Garbage collection	Similar

## RECREATION AND WELLNESS

### Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in the Town of Erie were rated positively as were services related to parks and recreation.

Resident use of Erie parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used the Erie Community Center was much greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Erie was higher than use in comparison jurisdictions.

FIGURE 48: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

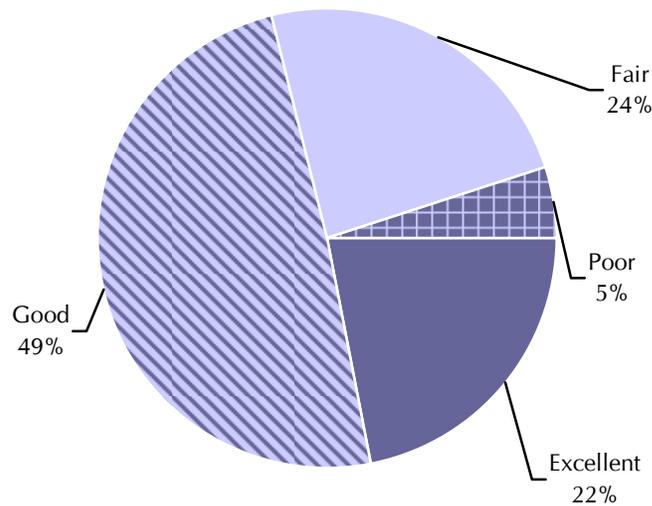


FIGURE 49: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

Comparison to benchmark	
Recreation opportunities	Above

FIGURE 50: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

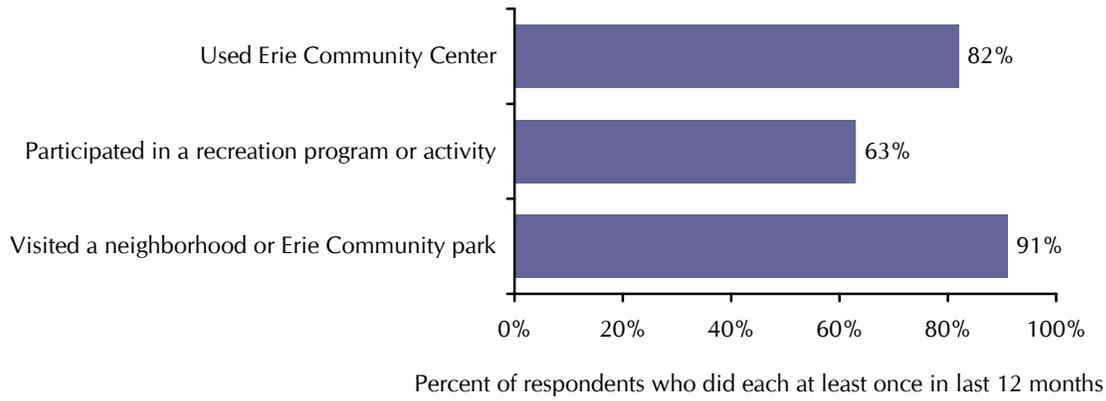


FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Erie Community Center	Much more
Participated in a recreation program or activity	Much more
Visited a neighborhood or Erie Community Park	More

FIGURE 52: RATINGS OF PARKS AND RECREATION SERVICES

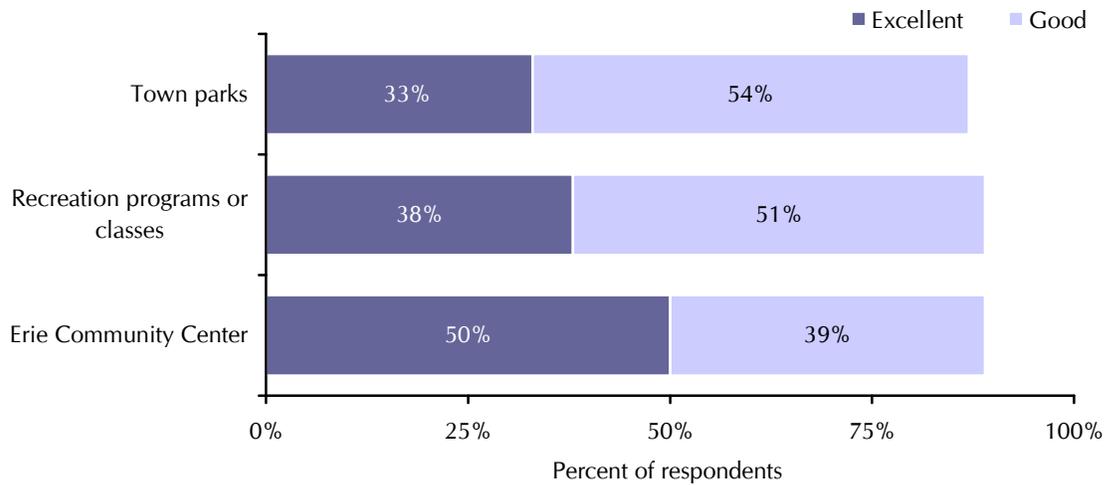


FIGURE 53: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
Town parks	Similar
Recreation programs or classes	Much above
Erie Community Center	Much above

## Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as “excellent” or “good” by 22% of respondents. Educational opportunities were rated as “excellent” or “good” by 41% of respondents. Compared to the benchmark data, educational opportunities were much below the average of comparison jurisdictions, as were cultural activity opportunities.

About 77% of Erie residents used the Erie Community Library at least once in the 12 months preceding the survey. This participation rate for library use was much more than comparison jurisdictions.

FIGURE 54: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES

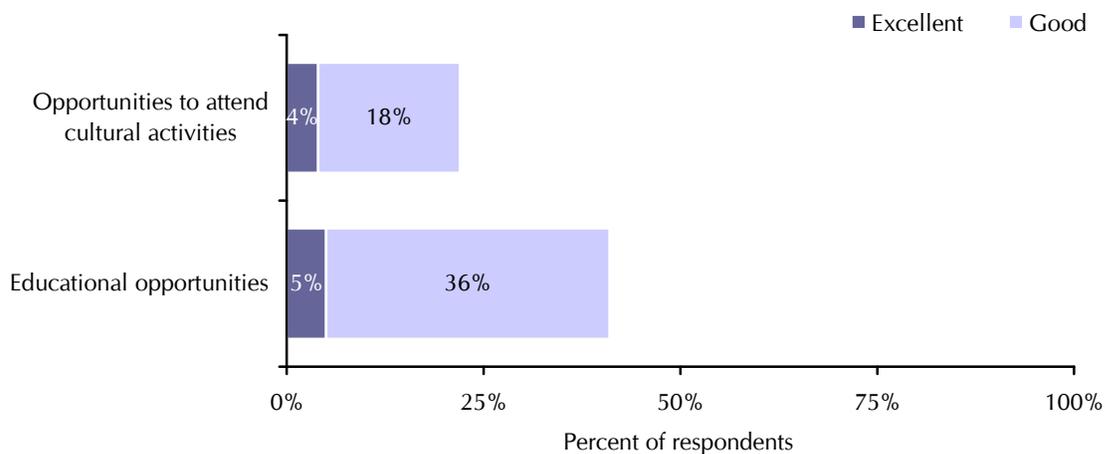


FIGURE 55: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much below
Educational opportunities	Much below

FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

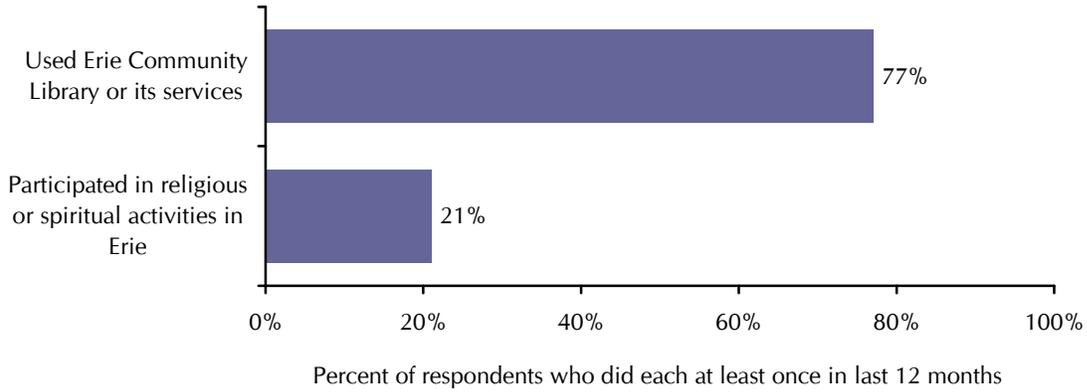


FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Erie Community Library or its services	Much more
Participated in religious or spiritual activities in Erie	Much less

FIGURE 58: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

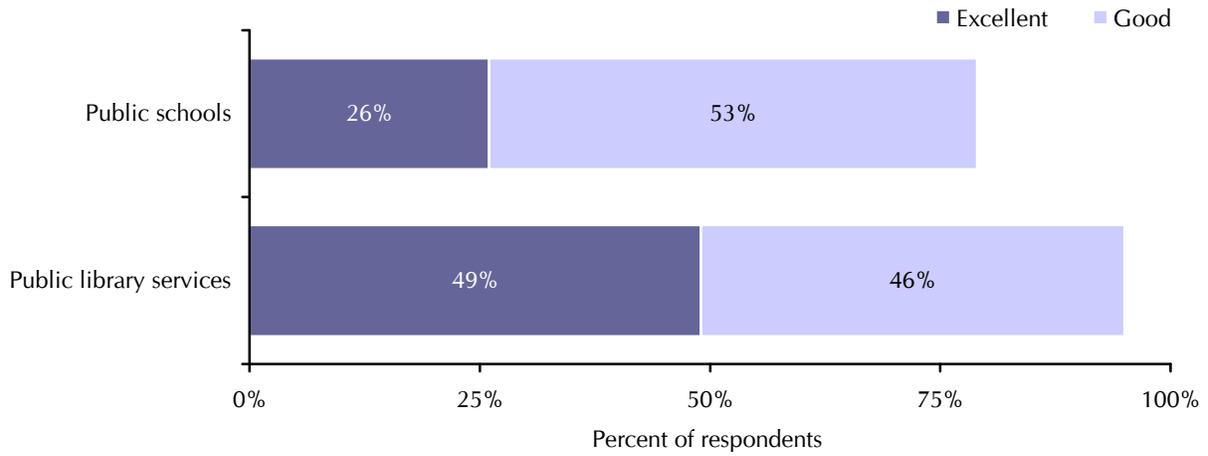


FIGURE 59: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

## Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the Town of Erie were asked to rate the community’s health services as well as the availability of health care, high quality affordable food and preventive health care services.

Among Erie residents, 6% rated affordable quality health care as “excellent” while 27% rated it as “good.” Those ratings were much below the ratings of comparison communities.

FIGURE 60: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES

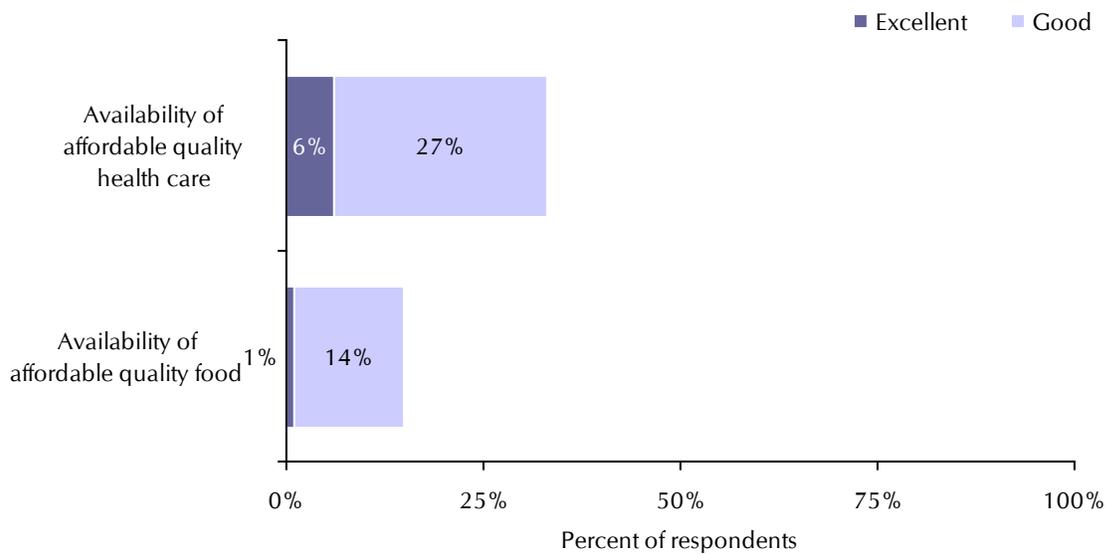


FIGURE 61: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much below
Availability of affordable quality food	Much below

Health services in Erie were rated “excellent” or “good” by 40% of respondents and were much below the benchmark.

FIGURE 62: RATINGS OF HEALTH AND WELLNESS SERVICES

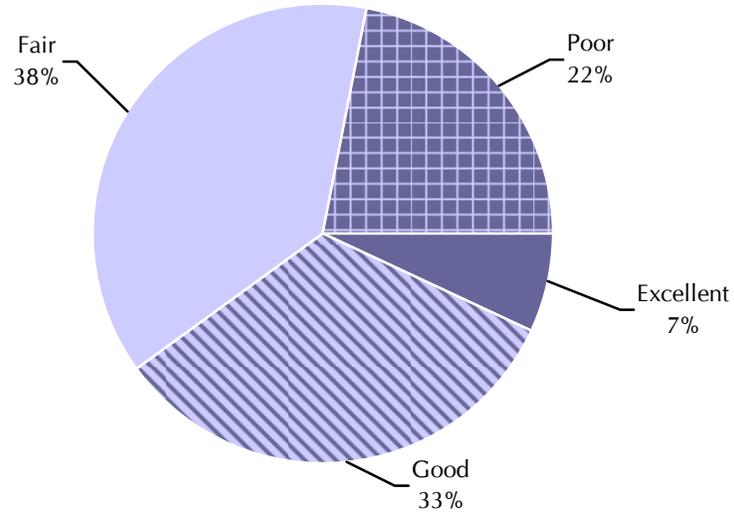


FIGURE 63: HEALTH AND WELLNESS SERVICES BENCHMARKS

Comparison to benchmark	
Health services	Much below

## COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the Town of Erie as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Almost all residents rated the Town of Erie as an “excellent” or “good” place to raise kids and a majority rated it as an excellent or good place to retire. Most residents felt that the local sense of community was “excellent” or “good.” The availability of affordable quality child care was rated the lowest by residents and was lower than the benchmark.

FIGURE 64: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS

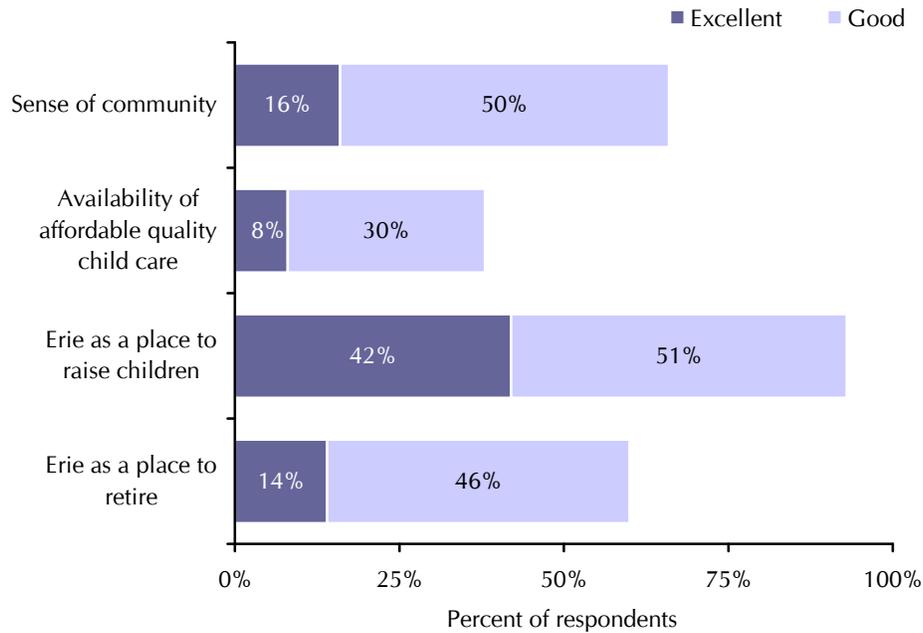


FIGURE 65: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Similar
Availability of affordable quality child care	Below
Erie as a place to raise kids	Much above
Erie as a place to retire	Below

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 40% to 74% with ratings of “excellent” or “good.” Services to youth were much above the benchmark, while services to senior and to low-income people were below the benchmark.

FIGURE 66: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS

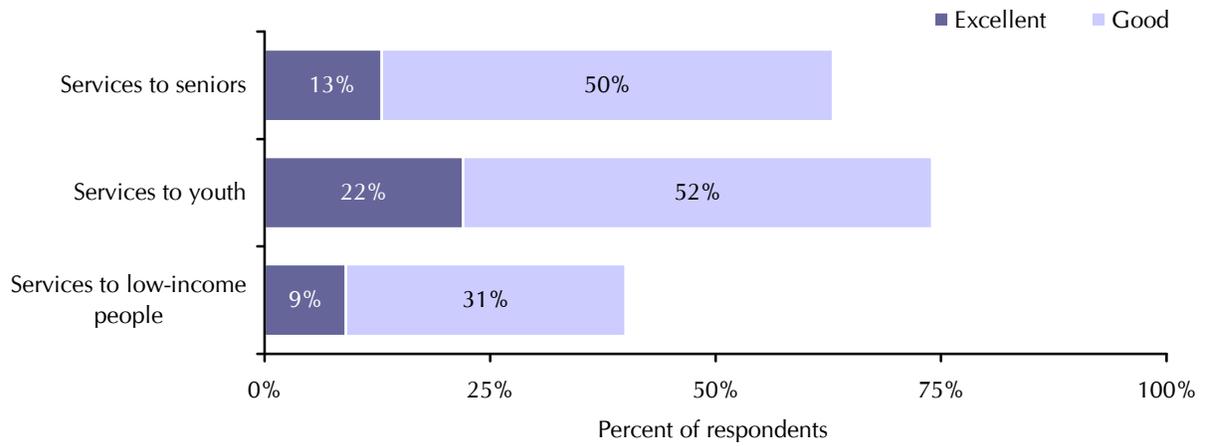


FIGURE 67: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Below
Services to youth	Much above
Services to low income people	Much below

## CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the Town can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

### Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Town of Erie. Survey participants rated the volunteer opportunities in the Town of somewhat favorably. Opportunities to attend or participate in community matters were rated more favorably.

The rating for opportunities to participate in community matters was similar the benchmark while the rating for opportunities to volunteer was much below the benchmark.

FIGURE 68: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES

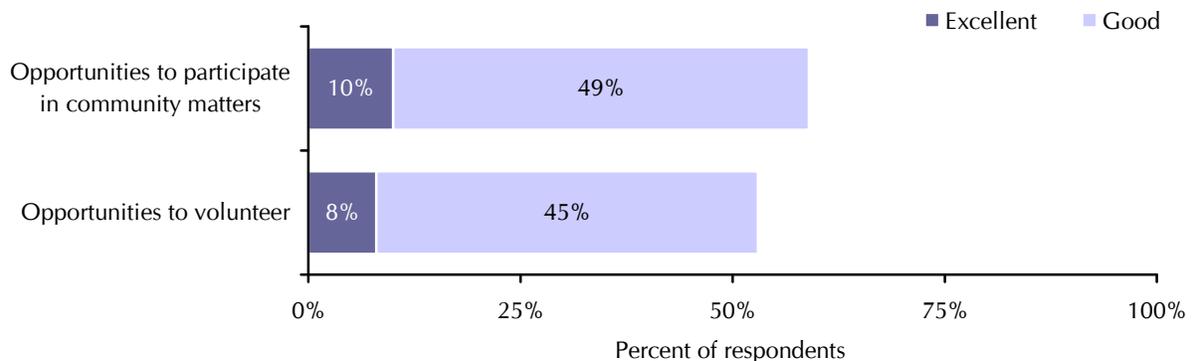


FIGURE 69: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Similar
Opportunities to volunteer	Much below

Most residents had not attended a public meeting, participated in a club, watched a local meeting, or volunteered in the last 12 months but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attending a public meeting and providing help to a friend or neighbor showed similar rates of involvement; while watching a meeting, volunteering and participating in a club showed much lower rates of community engagement.

FIGURE 70: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

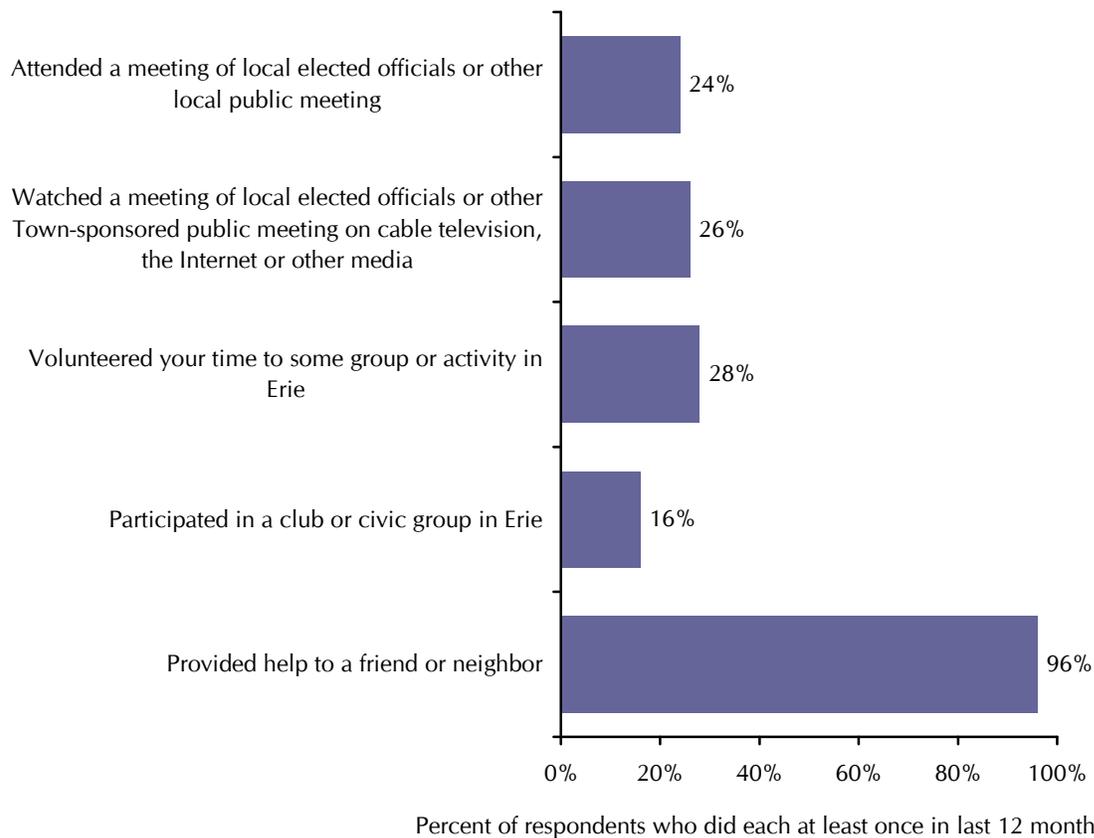


FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Watched a meeting of local elected officials or other public meeting on cable television, the Internet or other media	Much less
Volunteered your time to some group or activity in Erie	Much less
Participated in a club or civic group in Erie	Much less
Provided help to a friend or neighbor	Similar

Town of Erie residents showed the largest amount of civic engagement in the area of electoral participation. Ninety-five percent reported they were registered to vote and 94% indicated they had voted in the last general election. This rate of self-reported voting was much higher than that of comparison communities.

FIGURE 72: REPORTED VOTING BEHAVIOR

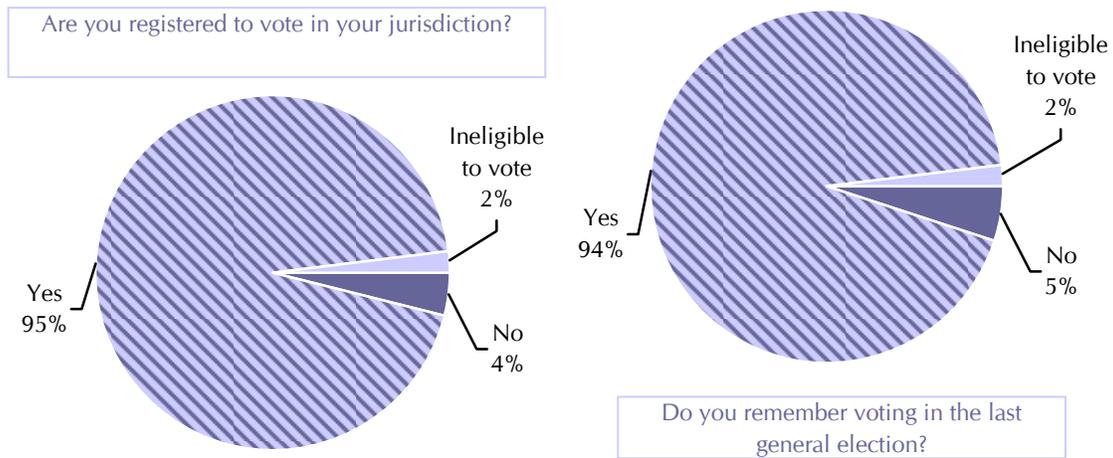


FIGURE 73: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Much more
Voted in last general election	Much more

## Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Town of Erie Web site in the previous 12 months, 83% reported they had done so at least once; this rate of use was much higher than in comparison communities. Further, 81% of respondents reported reading Erie Edition Newsletter at least once in the last 12 months; this rate was also higher than in comparison communities.

FIGURE 74: USE OF INFORMATION SOURCES

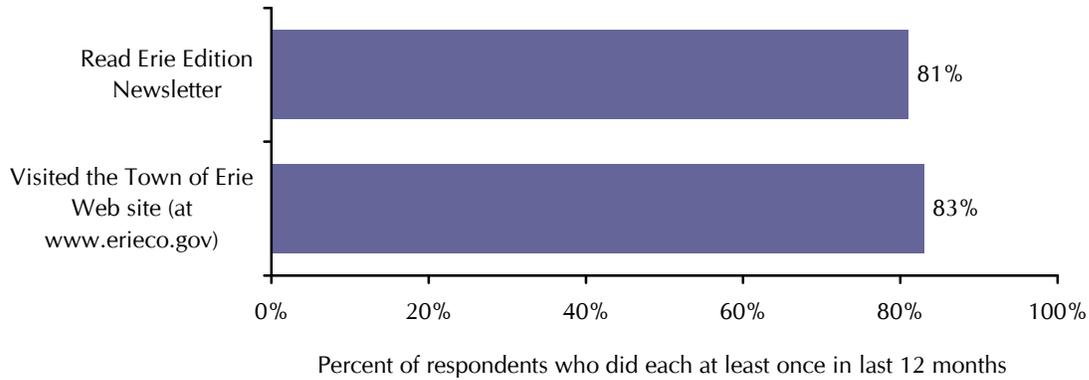


FIGURE 75: USE OF INFORMATION SOURCES BENCHMARKS

Information Source	Comparison to benchmark
Read Erie Edition Newsletter	More
Visited the Town of Erie Web site	Much more

FIGURE 76: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

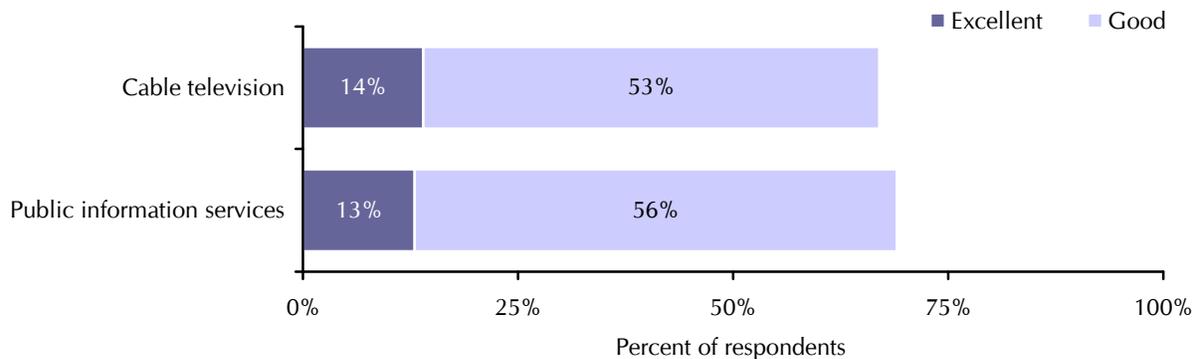


FIGURE 77: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

Service	Comparison to benchmark
Cable television	Much above
Public information services	Similar

## Social Engagement

Opportunities to participate in social events and activities were rated as “excellent” or “good” by 51% of respondents.

FIGURE 78: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES

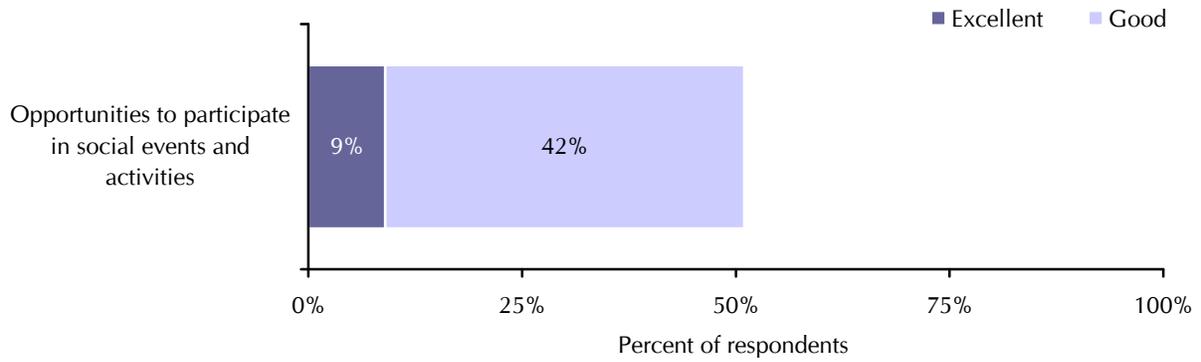


FIGURE 79: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much below

Residents in Erie reported a fair amount of neighborliness. More than 40% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was less than the amount of contact reported in other communities.

FIGURE 80: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?

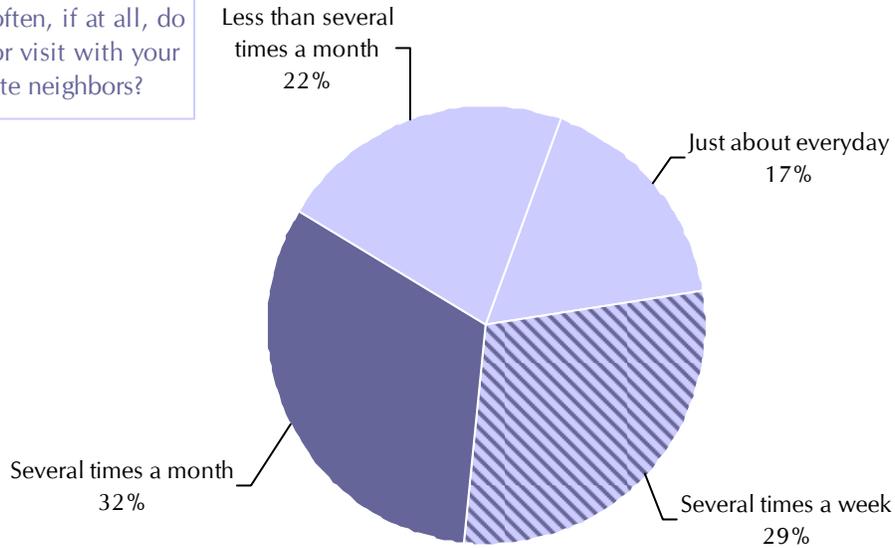


FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

Comparison to benchmark	
Has contact with neighbors at least several times per week	Less

## PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the Town of Erie is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the Town of Erie could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the Town of Erie may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the Town of Erie does at welcoming citizen involvement, 48% rated it as "excellent" or "good." Of these four ratings, two were similar to the benchmark and two were below the benchmark.

FIGURE 82: PUBLIC TRUST RATINGS

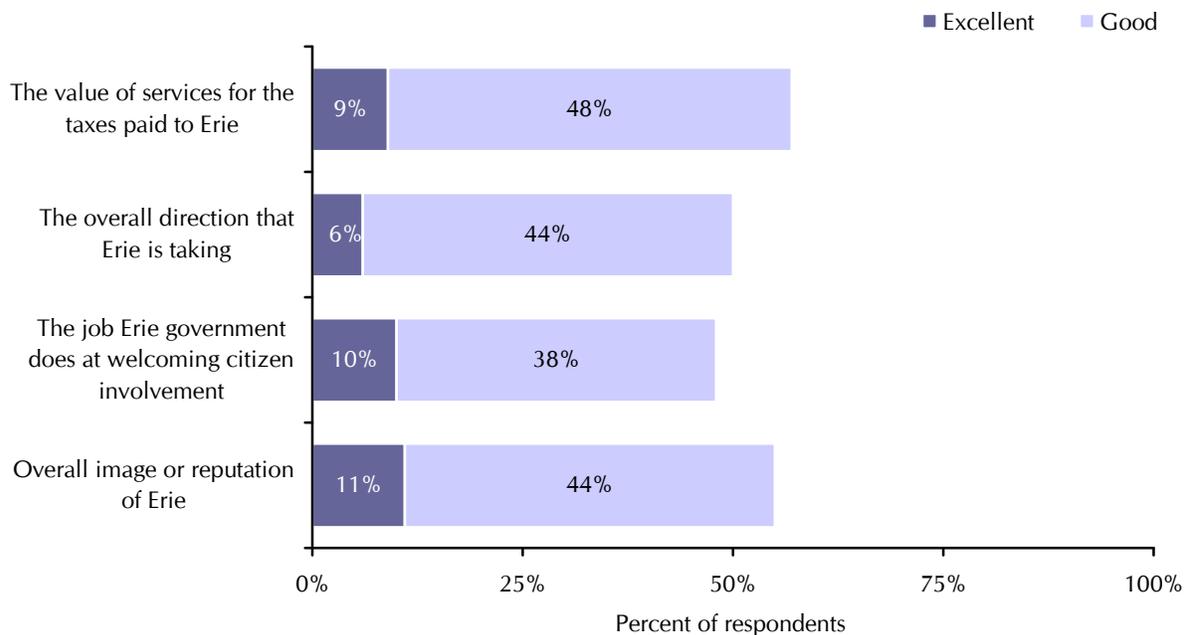


FIGURE 83: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Erie	Similar
The overall direction that Erie is taking	Below
Job Erie government does at welcoming citizen involvement	Similar
Overall image or reputation of Erie	Much below

On average, residents of the Town of Erie gave the highest evaluations to their own local government and the lowest average rating to the Federal Government. The overall quality of services delivered by the Town of Erie was rated as “excellent” or “good” by 75% of survey participants. The Town of Erie’s rating was similar to the benchmark.

FIGURE 84: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS

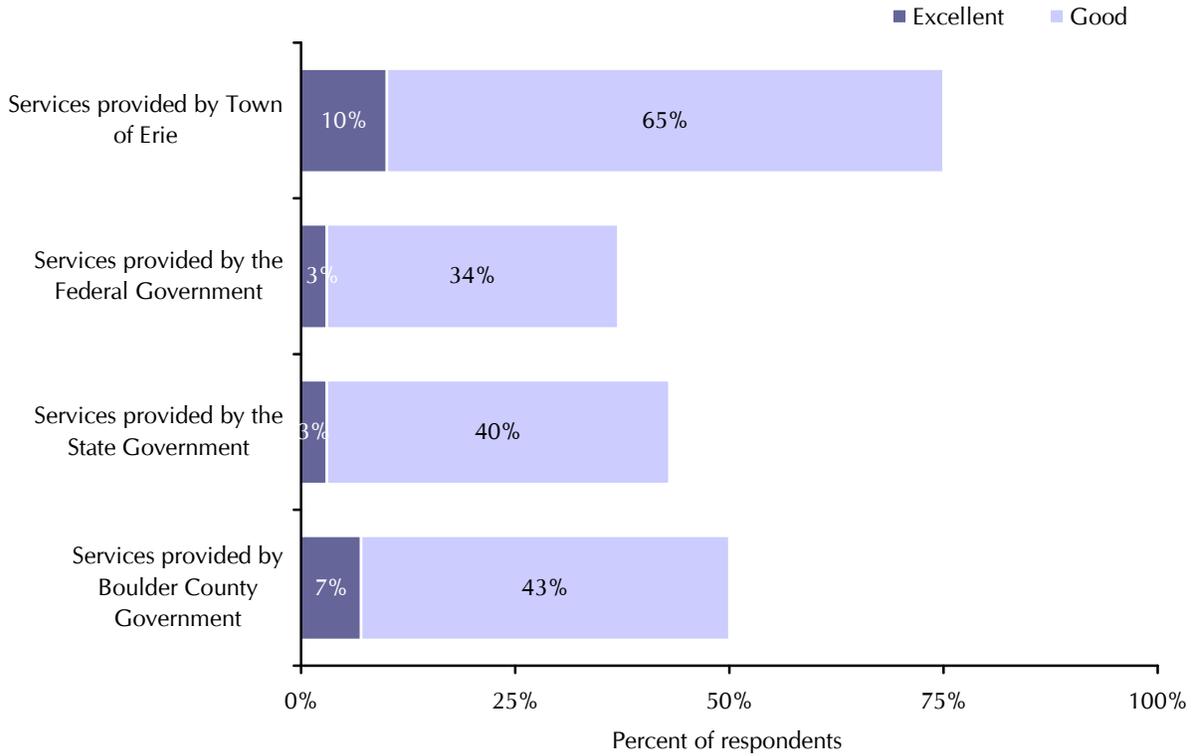


FIGURE 85: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the Town of Erie	Similar
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Boulder County Government	Similar

## Town of Erie Employees

The employees of the Town of Erie who interact with the public create the first impression that most residents have of the Town of Erie. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the Town of Erie. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the Town of Erie staff.

Those completing the survey were asked if they had been in contact with a Town employee either in-person, over the phone or via email in the last 12 months; the 52% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Town employees were rated highly; 88% of respondents rated their overall impression as "excellent" or "good."

FIGURE 86: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH TOWN EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Erie within the last 12 months?

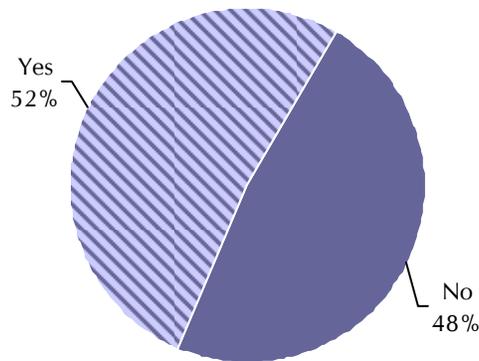


FIGURE 87: CONTACT WITH TOWN EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with Town employee(s) in last 12 months	Similar

FIGURE 88: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

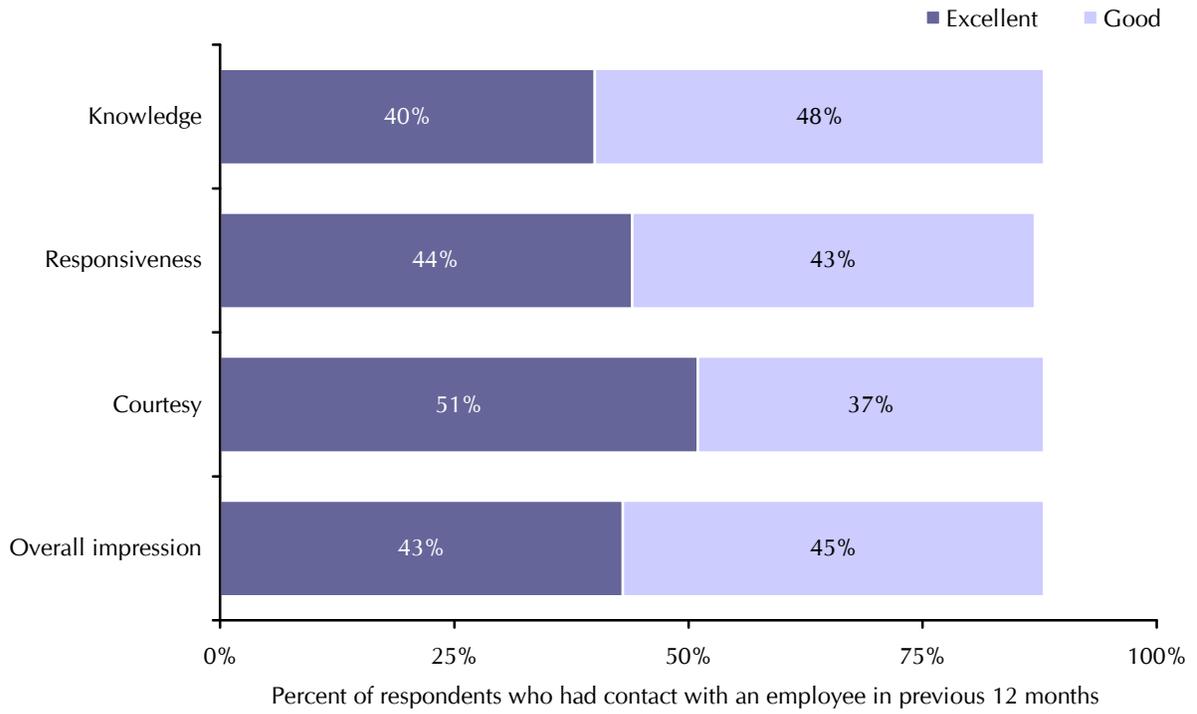


FIGURE 89: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Much above
Courteousness	Much above
Overall impression	Much above

## CUSTOM QUESTIONS

“Don’t know” responses have been removed from the following questions, when applicable.

Custom Question 1					
The Town of Erie is considering the following initiatives. Please indicate the extent to which you would support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase local shopping opportunities in Erie	80%	18%	1%	1%	100%
Redevelop Historic Downtown	56%	31%	9%	4%	100%
Implement town-wide waste & recycling collection service	46%	38%	9%	7%	100%
Construct an Erie outdoor swimming pool	40%	31%	16%	14%	100%
Redevelop Coal Creek Park	38%	44%	12%	5%	100%
Construct a Town facility including police station and court	37%	37%	17%	8%	100%

Custom Question 2					
The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
The Town funding a Feasibility Study in an amount not to exceed \$65,000 to investigate options for a town-wide fiber optic network	32%	37%	16%	15%	100%
The Town financing, building, owning and operating its own utility providing broadband telecommunication (voice/data/video) services to Erie residents and businesses	30%	33%	17%	20%	100%

Custom Question 3				
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Erie:	Major Source	Minor Source	Not at all a source	Total
Town Web site (www.erieco.gov)	70%	25%	6%	100%
Email or text message notices sent from the Town	29%	35%	36%	100%
Newsletter or flyer mailed with utility bill	42%	40%	18%	100%
Watch meetings on Comcast Channel 8	5%	30%	65%	100%
Watch meetings LIVE or On Demand from the Town's Web site	7%	25%	68%	100%
Notices posted on the Town's Facebook page	9%	27%	64%	100%
Notices posted on the Town's Twitter account	4%	19%	78%	100%
Word of mouth	25%	55%	20%	100%
Daily Camera	24%	41%	35%	100%
Longmont Times-Call	8%	33%	59%	100%
Colorado Hometown Weekly	39%	33%	28%	100%

## APPENDIX A: COMPLETE SURVEY FREQUENCIES

### FREQUENCIES EXCLUDING "DON'T KNOW" RESPONSES

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Erie:	Excellent	Good	Fair	Poor	Total
Erie as a place to live	30%	59%	11%	0%	100%
Your neighborhood as a place to live	38%	53%	9%	0%	100%
Erie as a place to raise children	42%	51%	6%	0%	100%
Erie as a place to work	7%	15%	28%	50%	100%
Erie as a place to retire	14%	46%	31%	9%	100%
The overall quality of life in Erie	20%	66%	15%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Erie as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	16%	50%	29%	4%	100%
Overall appearance of Erie	10%	49%	36%	5%	100%
Cleanliness of Erie	16%	55%	27%	3%	100%
Overall quality of new development in Erie	16%	51%	25%	7%	100%
Variety of housing options	12%	49%	31%	8%	100%
Overall quality of business and service establishments in Erie	2%	18%	43%	37%	100%
Shopping opportunities	0%	3%	26%	71%	100%
Opportunities to attend cultural activities	4%	18%	47%	32%	100%
Recreational opportunities	22%	49%	24%	5%	100%
Employment opportunities	0%	5%	25%	69%	100%
Educational opportunities	5%	36%	43%	16%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Erie as a whole:	Excellent	Good	Fair	Poor	Total
Opportunities to participate in social events and activities	9%	42%	42%	7%	100%
Opportunities to volunteer	8%	45%	38%	8%	100%
Opportunities to participate in community matters	10%	49%	36%	4%	100%
Ease of car travel in Erie	29%	52%	13%	6%	100%
Ease of bus travel in Erie	7%	24%	29%	40%	100%
Ease of bicycle travel in Erie	18%	50%	24%	8%	100%
Ease of walking in Erie	23%	47%	25%	5%	100%
Availability of paths and walking trails	27%	48%	20%	5%	100%
Traffic flow on major streets	21%	58%	17%	5%	100%
Amount of public parking	14%	51%	26%	8%	100%
Availability of affordable quality housing	10%	49%	33%	8%	100%
Availability of affordable quality child care	8%	30%	39%	22%	100%
Availability of affordable quality health care	6%	27%	43%	23%	100%
Availability of affordable quality food	1%	14%	34%	51%	100%
Air quality	13%	49%	25%	13%	100%
Quality of overall natural environment in Erie	14%	47%	32%	7%	100%
Overall image or reputation of Erie	11%	44%	37%	8%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Erie over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	4%	58%	29%	8%	100%
Retail growth (stores, restaurants, etc.)	47%	43%	8%	1%	1%	100%
Jobs growth	50%	44%	6%	0%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Erie?	Percent of respondents
Not a problem	12%
Minor problem	41%
Moderate problem	37%
Major problem	11%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Erie:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	68%	26%	5%	1%	0%	100%
Property crimes (e.g., burglary, theft)	32%	53%	9%	6%	0%	100%
Environmental hazards, including toxic waste	24%	24%	18%	24%	11%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	83%	15%	1%	1%	0%	100%
In your neighborhood after dark	55%	37%	5%	3%	0%	100%
In Historic Downtown Erie during the day	63%	29%	6%	2%	0%	100%
In Historic Downtown Erie after dark	24%	42%	17%	16%	1%	100%

Question 7: Contact with Police Department			
Have you had any in-person or phone contact with an employee of the Town of Erie Police Department within the last 12 months?	No	Yes	Total
Have you had any in-person or phone contact with an employee of the Town of Erie Police Department within the last 12 months?	64%	36%	100%

Question 8: Ratings of Contact with Police Department					
What was your overall impression of your most recent contact with the Town of Erie Police Department?	Excellent	Good	Fair	Poor	Total
What was your overall impression of your most recent contact with the Town of Erie Police Department?	53%	34%	8%	5%	100%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	96%
Yes	4%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	9%
Yes	91%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Erie Community Library or its services	23%	18%	26%	18%	15%	100%
Used Erie Community Center	18%	18%	21%	17%	26%	100%
Participated in a recreation program or activity	37%	24%	22%	8%	8%	100%
Visited a neighborhood or Erie Community park	9%	19%	33%	18%	22%	100%
Ridden a local bus within Erie	88%	5%	4%	1%	2%	100%
Attended a meeting of local elected officials or other local public meeting	76%	19%	4%	1%	1%	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	74%	14%	10%	2%	0%	100%
Read Erie Edition Newsletter	19%	20%	45%	10%	6%	100%
Visited the Town of Erie Web site (at www.erieco.gov)	17%	21%	44%	12%	6%	100%
Recycled used paper, cans or bottles from your home	4%	3%	5%	16%	73%	100%
Volunteered your time to some group or activity in Erie	72%	16%	5%	3%	4%	100%
Participated in religious or spiritual activities in Erie	79%	7%	5%	3%	6%	100%
Participated in a club or civic group in Erie	84%	7%	5%	2%	3%	100%
Provided help to a friend or neighbor	4%	16%	47%	20%	11%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	17%
Several times a week	29%
Several times a month	32%
Less than several times a month	22%
Total	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Erie:	Excellent	Good	Fair	Poor	Total
Police services	29%	55%	13%	3%	100%
Fire services	38%	58%	4%	0%	100%
Ambulance or emergency medical services	37%	55%	8%	1%	100%
Crime prevention	21%	58%	18%	3%	100%
Fire prevention and education	22%	55%	18%	5%	100%
Municipal courts	14%	49%	27%	10%	100%
Traffic enforcement	15%	50%	26%	9%	100%
Street repair	7%	49%	36%	8%	100%
Street cleaning	10%	55%	30%	5%	100%
Street lighting	11%	52%	29%	8%	100%
Snow removal	11%	41%	32%	16%	100%
Sidewalk maintenance	11%	49%	31%	10%	100%
Traffic signal timing	10%	54%	24%	12%	100%
Bus or transit services	8%	32%	23%	38%	100%
Garbage collection	29%	58%	12%	1%	100%
Recycling	33%	55%	10%	2%	100%
Yard waste pick-up	13%	39%	22%	26%	100%
Storm drainage	16%	64%	18%	3%	100%
Drinking water	22%	48%	22%	9%	100%
Sewer services	20%	65%	14%	1%	100%
Power (electric and/or gas) utility	21%	64%	13%	2%	100%
Town parks	33%	54%	13%	0%	100%
Recreation programs or classes	38%	51%	9%	2%	100%
Erie Community Center	50%	39%	10%	2%	100%
Land use, planning and zoning	4%	34%	45%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	6%	33%	42%	19%	100%
Animal control	9%	47%	30%	13%	100%
Economic development	3%	25%	36%	37%	100%
Health services	7%	33%	38%	22%	100%
Services to seniors	13%	50%	26%	11%	100%

Question 13: Service Quality					
Please rate the quality of each of the following services in Erie:	Excellent	Good	Fair	Poor	Total
Services to youth	22%	52%	22%	3%	100%
Services to low-income people	9%	31%	31%	29%	100%
Public library services	49%	46%	5%	1%	100%
Public information services	13%	56%	27%	4%	100%
Public schools	26%	53%	17%	4%	100%
Cable television	14%	53%	24%	9%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	43%	31%	18%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	8%	49%	31%	12%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The Town of Erie	10%	65%	22%	3%	100%
The Federal Government	3%	34%	41%	22%	100%
The State Government	3%	40%	44%	13%	100%
Boulder County Government	7%	43%	37%	13%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Erie to someone who asks	49%	41%	7%	3%	100%
Remain in Erie for the next five years	58%	30%	7%	5%	100%

Question 16: Impact of the 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:	Percent of respondents
Very positive	5%
Somewhat positive	26%
Neutral	49%
Somewhat negative	16%
Very negative	4%
Total	100%

Question 17: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the Town of Erie within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	48%
Yes	52%
Total	100%

Question 18: City Employees					
What was your impression of the employee(s) of the City of Erie in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	40%	48%	9%	3%	100%
Responsiveness	44%	43%	9%	4%	100%
Courtesy	51%	37%	6%	6%	100%
Overall impression	43%	45%	8%	4%	100%

Question 19: Government Performance					
Please rate the following categories of Erie government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Erie	9%	48%	32%	11%	100%
The overall direction that Erie is taking	6%	44%	39%	11%	100%
The job Erie government does at welcoming citizen involvement	10%	38%	38%	14%	100%

Question 20: Custom Question 1						
The Town of Erie is considering the following initiatives. Please indicate the extent to which you would support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Increase local shopping opportunities in Erie	80%	18%	1%	1%	0%	100%
Redevelop Historic Downtown	54%	30%	9%	4%	3%	100%
Redevelop Coal Creek Park	35%	41%	11%	5%	9%	100%
Implement town-wide waste & recycling collection service	41%	34%	8%	6%	11%	100%
Construct an Erie outdoor swimming pool	38%	29%	15%	13%	5%	100%
Construct a Town facility including police station and court	36%	36%	16%	8%	4%	100%

Question 21: Custom Question 2						
The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
The Town funding a Feasibility Study in an amount not to exceed \$65,000 to investigate options for a town-wide fiber optic network	28%	34%	14%	14%	10%	100%
The Town financing, building, owning and operating its own utility providing broadband telecommunication (voice/data/video) services to Erie residents and businesses	25%	28%	15%	17%	14%	100%

Question 22: Custom Question 3				
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Erie:	Major Source	Minor Source	Not at all a source	Total
Town Web site (www.erieco.gov)	70%	25%	6%	100%
Email or text message notices sent from the Town	29%	35%	36%	100%
Newsletter or flyer mailed with utility bill	42%	40%	18%	100%
Watch meetings on Comcast Channel 8	5%	30%	65%	100%
Watch meetings LIVE or On Demand from the Town's Web site	7%	25%	68%	100%
Notices posted on the Town's Facebook page	9%	27%	64%	100%
Notices posted on the Town's Twitter account	4%	19%	78%	100%
Word of mouth	25%	55%	20%	100%
Daily Camera	24%	41%	35%	100%
Longmont Times-Call	8%	33%	59%	100%
Colorado Hometown Weekly	39%	33%	28%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	22%
Yes, full-time	66%
Yes, part-time	12%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	1%
Work at home	13%
Other	0%

Question D3: Length of Residency	
How many years have you lived in Erie?	Percent of respondents
Less than 2 years	16%
2 to 5 years	31%
6 to 10 years	31%
11 to 20 years	20%
More than 20 years	3%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	90%
House attached to one or more houses (e.g., a duplex or townhome)	3%
Building with two or more apartments or condominiums	6%
Mobile home	1%
Other	0%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	12%
Owned by you or someone in this house with a mortgage or free and clear	88%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent of respondents
Less than \$300 per month	1%
\$300 to \$599 per month	7%
\$600 to \$999 per month	8%
\$1,000 to \$1,499 per month	23%
\$1,500 to \$2,499 per month	47%
\$2,500 or more per month	13%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	50%
Yes	50%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	85%
Yes	15%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	2%
\$25,000 to \$49,999	9%
\$50,000 to \$99,999	32%
\$100,000 to \$149,999	33%
\$150,000 or more	24%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	93%
Yes, I consider myself to be Spanish, Hispanic or Latino	7%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	1%
White	93%
Other	4%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	23%
35 to 44 years	27%
45 to 54 years	25%
55 to 64 years	12%
65 to 74 years	8%
75 years or older	4%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	51%
Male	49%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	4%
Yes	95%
Ineligible to vote	2%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	5%
Yes	94%
Ineligible to vote	2%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	2%
Yes	98%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	38%
Yes	62%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	34%
Land line	46%
Both	20%
Total	100%

### FREQUENCIES INCLUDING “DON’T KNOW” RESPONSES

These tables contain the percentage of respondents for each response category as well as the “n” or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Erie:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	n	%	n	%	n	%	n	%	n	%	n
Erie as a place to live	29%	145	59%	290	11%	54	0%	1	0%	2	100%	492
Your neighborhood as a place to live	38%	188	52%	261	9%	44	0%	2	0%	2	100%	497
Erie as a place to raise children	35%	172	42%	207	5%	26	0%	2	16%	80	100%	487
Erie as a place to work	4%	19	9%	43	16%	81	29%	143	42%	204	100%	491
Erie as a place to retire	10%	47	32%	159	22%	107	6%	32	30%	150	100%	495
The overall quality of life in Erie	20%	96	65%	324	14%	72	0%	1	0%	2	100%	494

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Erie as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sense of community	16%	79	49%	243	28%	141	4%	19	2%	11	100%
Overall appearance of Erie	10%	49	49%	245	36%	179	5%	23	0%	0	100%	496
Cleanliness of Erie	16%	78	55%	270	27%	133	3%	13	0%	1	100%	495
Overall quality of new development in Erie	16%	78	49%	241	25%	120	7%	35	3%	16	100%	489
Variety of housing options	12%	57	47%	232	30%	145	7%	36	4%	21	100%	490
Overall quality of business and service establishments in Erie	2%	11	18%	88	42%	210	36%	180	1%	6	100%	495
Shopping opportunities	0%	1	2%	12	26%	130	70%	350	1%	5	100%	499
Opportunities to attend cultural activities	3%	16	16%	79	43%	211	29%	145	9%	43	100%	493
Recreational opportunities	22%	110	48%	240	24%	117	5%	26	1%	3	100%	495
Employment opportunities	0%	1	4%	17	17%	82	46%	226	34%	167	100%	493

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Erie as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Educational opportunities	4%	21	27%	134	33%	161	12%	58	23%	115	100%
Opportunities to participate in social events and activities	8%	41	39%	191	38%	189	6%	31	8%	41	100%	493
Opportunities to volunteer	5%	25	29%	144	25%	121	5%	26	36%	177	100%	494
Opportunities to participate in community matters	8%	38	40%	196	29%	144	4%	17	19%	94	100%	490
Ease of car travel in Erie	29%	143	52%	256	13%	62	6%	29	1%	3	100%	493
Ease of bus travel in Erie	4%	21	14%	67	16%	80	23%	111	43%	212	100%	492
Ease of bicycle travel in Erie	15%	74	41%	203	19%	95	7%	33	18%	87	100%	493
Ease of walking in Erie	22%	108	44%	219	24%	117	5%	24	5%	26	100%	494
Availability of paths and walking trails	26%	126	46%	227	20%	97	5%	24	4%	19	100%	494
Traffic flow on major streets	20%	101	57%	283	16%	82	5%	25	1%	6	100%	497
Amount of public parking	13%	63	45%	226	24%	117	8%	38	11%	53	100%	496

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Erie as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Availability of affordable quality housing	8%	41	41%	199	27%	132	7%	32	18%	87	100%
Availability of affordable quality child care	3%	14	11%	54	14%	70	8%	40	64%	311	100%	489
Availability of affordable quality health care	4%	19	17%	81	26%	128	14%	68	40%	194	100%	490
Availability of affordable quality food	1%	6	13%	66	33%	164	50%	247	3%	15	100%	498
Air quality	12%	60	44%	220	23%	115	12%	58	9%	42	100%	495
Quality of overall natural environment in Erie	14%	70	46%	227	32%	156	7%	34	2%	8	100%	496
Overall image or reputation of Erie	11%	53	43%	214	37%	182	8%	41	1%	7	100%	498

Question 3: Growth														
Please rate the speed of growth in the following categories in Erie over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Population growth	1%	4	4%	18	52%	258	26%	130	7%	34	10%	50	100%
Retail growth (stores, restaurants, etc.)	45%	224	42%	205	8%	38	1%	4	1%	6	3%	16	100%	493
Jobs growth	33%	160	29%	140	4%	19	0%	0	0%	2	34%	169	100%	490

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Erie?	Percent of respondents	Count
Not a problem	11%	55
Minor problem	38%	184
Moderate problem	35%	168
Major problem	10%	48
Don't know	7%	32
Total	100%	487

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Erie:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Violent crime (e.g., rape, assault, robbery)	67%	327	26%	126	5%	26	1%	4	0%	1	1%	7	100%
Property crimes (e.g., burglary, theft)	31%	153	52%	256	9%	45	6%	27	0%	2	1%	7	100%	490
Environmental hazards, including toxic waste	23%	111	23%	111	17%	83	23%	113	11%	52	4%	20	100%	489

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	In your neighborhood during the day	83%	407	15%	76	1%	6	1%	4	0%	0	0%	0	100%
In your neighborhood after dark	55%	270	37%	183	5%	26	3%	13	0%	0	0%	1	100%	493
In Historic Downtown Erie during the day	56%	276	26%	128	5%	27	1%	7	0%	0	11%	55	100%	492
In Historic Downtown Erie after dark	18%	90	31%	153	13%	62	12%	59	1%	4	25%	125	100%	492

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the Town of Erie Police Department within the last 12 months?	No		Yes		Don't know		Total	
	Have you had any in-person or phone contact with an employee of the Town of Erie Police Department within the last 12 months?	64%	314	36%	175	0%	2	100%

Question 8: Ratings of Contact with Police Department												
What was your overall impression of your most recent contact with the Town of Erie Police Department?	Excellent		Good		Fair		Poor		Don't know		Total	
	What was your overall impression of your most recent contact with the Town of Erie Police Department?	53%	92	34%	59	8%	15	5%	9	0%	0	100%

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	95%	464
Yes	4%	22
Don't know	0%	1
Total	100%	487

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	9%	2
Yes	91%	20
Don't know	0%	0
Total	100%	22

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Used Erie Community Library or its services	23%	113	18%	88	26%	130	18%	89	15%	72	100%
Used Erie Community Center	18%	90	18%	87	21%	105	17%	83	26%	128	100%	493
Participated in a recreation program or activity	37%	183	24%	119	22%	107	8%	39	8%	42	100%	490

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited a neighborhood or Erie Community park	9%	42	19%	90	33%	158	18%	88	22%	104	100%
Ridden a local bus within Erie	88%	429	5%	26	4%	18	1%	6	2%	10	100%	489
Attended a meeting of local elected officials or other local public meeting	76%	372	19%	96	4%	17	1%	4	1%	3	100%	492
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media	74%	365	14%	67	10%	50	2%	8	0%	1	100%	491
Read Erie Edition Newsletter	19%	93	20%	98	45%	216	10%	50	6%	28	100%	485

Question 11: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Visited the Town of Erie Web site (at www.erieco.gov)	17%	84	21%	102	44%	214	12%	61	6%	30	100%
Recycled used paper, cans or bottles from your home	4%	19	3%	12	5%	23	16%	78	73%	357	100%	490
Volunteered your time to some group or activity in Erie	72%	352	16%	76	5%	26	3%	14	4%	21	100%	489
Participated in religious or spiritual activities in Erie	79%	389	7%	35	5%	26	3%	12	6%	31	100%	493
Participated in a club or civic group in Erie	84%	411	7%	37	5%	23	2%	9	3%	12	100%	492
Provided help to a friend or neighbor	4%	22	16%	80	47%	233	20%	100	11%	56	100%	491

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Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	17%	85
Several times a week	29%	142
Several times a month	32%	156
Less than several times a month	22%	110
Total	100%	492

Question 13: Service Quality												
Please rate the quality of each of the following services in Erie:	Excellent		Good		Fair		Poor		Don't know		Total	
	Police services	24%	119	47%	226	11%	52	3%	13	16%	77	100%
Fire services	23%	113	35%	171	3%	13	0%	1	39%	187	100%	485
Ambulance or emergency medical services	17%	81	25%	122	4%	18	0%	1	54%	261	100%	484
Crime prevention	13%	64	37%	178	11%	55	2%	9	36%	175	100%	481
Fire prevention and education	9%	46	24%	116	8%	39	2%	10	56%	272	100%	483
Municipal courts	3%	16	11%	54	6%	30	2%	10	77%	371	100%	480
Traffic enforcement	12%	58	40%	191	20%	98	7%	34	21%	102	100%	483
Street repair	7%	32	45%	218	33%	161	8%	38	7%	36	100%	484
Street cleaning	9%	44	49%	240	27%	130	5%	24	10%	48	100%	485
Street lighting	10%	50	51%	245	28%	137	8%	36	3%	14	100%	481
Snow removal	11%	52	40%	196	31%	152	16%	79	1%	6	100%	484

Question 13: Service Quality												
Please rate the quality of each of the following services in Erie:	Excellent		Good		Fair		Poor		Don't know		Total	
	Sidewalk maintenance	10%	48	45%	214	28%	135	9%	43	8%	40	100%
Traffic signal timing	9%	45	51%	242	22%	105	11%	54	6%	30	100%	477
Bus or transit services	3%	15	14%	65	10%	46	16%	76	58%	278	100%	480
Garbage collection	28%	135	56%	271	12%	57	1%	5	3%	16	100%	483
Recycling	31%	151	52%	253	10%	46	2%	11	5%	23	100%	485
Yard waste pick-up	8%	37	23%	111	13%	64	16%	76	41%	198	100%	485
Storm drainage	13%	63	53%	257	15%	72	3%	13	16%	77	100%	482
Drinking water	21%	102	46%	223	21%	102	8%	40	4%	20	100%	487
Sewer services	18%	86	57%	275	12%	59	1%	3	13%	62	100%	484
Power (electric and/or gas) utility	21%	100	62%	296	12%	60	2%	10	3%	16	100%	482
Town parks	31%	153	52%	251	13%	61	0%	2	4%	20	100%	486
Recreation programs or classes	29%	141	38%	186	7%	33	1%	6	24%	118	100%	485
Erie Community Center	44%	214	35%	167	9%	43	1%	7	11%	52	100%	483
Land use, planning and zoning	3%	14	25%	121	34%	161	13%	62	25%	117	100%	476

Question 13: Service Quality												
Please rate the quality of each of the following services in Erie:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
Code enforcement (weeds, abandoned buildings, etc.)	4%	21	25%	122	32%	152	15%	70	24%	116	100%	481
Animal control	6%	27	30%	144	19%	93	8%	41	37%	178	100%	483
Economic development	2%	12	20%	97	29%	142	30%	145	18%	85	100%	480
Health services	4%	20	19%	93	22%	105	13%	61	42%	203	100%	481
Services to seniors	4%	18	15%	71	7%	36	3%	16	71%	343	100%	485
Services to youth	12%	58	29%	138	12%	58	2%	9	45%	219	100%	483
Services to low-income people	2%	8	6%	29	6%	28	6%	27	81%	387	100%	479
Public library services	41%	199	39%	187	4%	19	1%	5	15%	72	100%	482
Public information services	9%	44	40%	191	19%	90	3%	13	29%	141	100%	479
Public schools	16%	79	33%	160	11%	53	2%	11	37%	179	100%	483
Cable television	10%	49	38%	185	17%	84	6%	31	28%	133	100%	482

Question 13: Service Quality												
Please rate the quality of each of the following services in Erie:	Excellent		Good		Fair		Poor		Don't know		Total	
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	3%	15	18%	85	13%	61	8%	36	59%	280	100%
Preservation of natural areas such as open space, farmlands and greenbelts	7%	35	43%	204	27%	130	11%	51	12%	59	100%	480

Question 14: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	The Town of Erie	10%	48	61%	298	20%	98	2%	12	6%	31	100%
The Federal Government	3%	12	27%	133	34%	163	18%	87	18%	89	100%	484
The State Government	3%	14	34%	163	37%	177	11%	52	16%	79	100%	484
Boulder County Government	5%	23	32%	154	28%	132	9%	45	26%	125	100%	479

Question 15: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Recommend living in Erie to someone who asks	49%	238	41%	201	7%	35	3%	12	1%	5	100%
Remain in Erie for the next five years	56%	277	30%	146	6%	32	5%	26	2%	9	100%	490

Question 16: Impact of the 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:	Percent of respondents	Count
Very positive	5%	24
Somewhat positive	26%	125
Neutral	49%	239
Somewhat negative	16%	80
Very negative	4%	22
Total	100%	489

Question 17: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the Town of Erie within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	48%	234
Yes	52%	254
Total	100%	488

Question 18: City Employees												
What was your impression of the employee(s) of the City of Erie in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Knowledge	40%	101	47%	119	9%	23	3%	8	1%	4	100%
Responsiveness	44%	112	42%	107	9%	24	3%	9	1%	3	100%	254
Courtesy	51%	130	37%	95	6%	15	6%	14	0%	0	100%	254
Overall impression	43%	108	45%	115	8%	20	4%	11	0%	0	100%	253

Question 19: Government Performance												
Please rate the following categories of Erie government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	The value of services for the taxes paid to Erie	8%	39	42%	208	29%	140	10%	48	11%	54	100%
The overall direction that Erie is taking	6%	28	39%	193	35%	172	10%	48	10%	51	100%	492
The job Erie government does at welcoming citizen involvement	7%	35	28%	137	28%	138	10%	50	27%	132	100%	492

Question 20: Custom Question 1												
The Town of Erie is considering the following initiatives. Please indicate the extent to which you would support or oppose each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	Increase local shopping opportunities in Erie	80%	395	18%	89	1%	7	1%	4	0%	2	100%
Redevelop Historic Downtown	54%	269	30%	147	9%	42	4%	19	3%	16	100%	494
Redevelop Coal Creek Park	35%	169	41%	199	11%	56	5%	23	9%	44	100%	491
Implement town-wide waste & recycling collection service	41%	204	34%	166	8%	39	6%	30	11%	54	100%	492
Construct an Erie outdoor swimming pool	38%	188	29%	146	15%	74	13%	64	5%	22	100%	494
Construct a Town facility including police station and court	36%	176	36%	176	16%	80	8%	40	4%	21	100%	493

Question 21: Custom Question 2

The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
The Town funding a Feasibility Study in an amount not to exceed \$65,000 to investigate options for a town-wide fiber optic network	28%	138	34%	163	14%	68	14%	67	10%	50	100%	485

Question 21: Custom Question 2												
The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	The Town financing, building, owning and operating its own utility providing broadband telecommunication (voice/data/video) services to Erie residents and businesses	25%	121	28%	135	15%	71	17%	81	14%	69	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 22: Custom Question 3								
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Erie:	Major Source		Minor Source		Not at all a source		Total	
Town Web site (www.erieco.gov)	70%	340	25%	121	6%	28	100%	489
Email or text message notices sent from the Town	29%	140	35%	172	36%	174	100%	486
Newsletter or flyer mailed with utility bill	42%	207	40%	197	18%	89	100%	493
Watch meetings on Comcast Channel 8	5%	24	30%	147	65%	314	100%	484
Watch meetings LIVE or On Demand from the Town's Web site	7%	36	25%	121	68%	326	100%	483
Notices posted on the Town's Facebook page	9%	45	27%	129	64%	313	100%	488
Notices posted on the Town's Twitter account	4%	17	19%	92	78%	378	100%	487
Word of mouth	25%	121	55%	269	20%	99	100%	489
Daily Camera	24%	117	41%	202	35%	173	100%	491
Longmont Times-Call	8%	38	33%	160	59%	284	100%	482
Colorado Hometown Weekly	39%	190	33%	163	28%	138	100%	492

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	22%	108
Yes, full-time	66%	325
Yes, part-time	12%	60
Total	100%	493

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	71%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	10%
Bus, rail, subway or other public transportation	3%
Walk	1%
Bicycle	1%
Work at home	13%
Other	0%

Question D3: Length of Residency		
How many years have you lived in Erie?	Percent of respondents	Count
Less than 2 years	16%	78
2 to 5 years	31%	154
6 to 10 years	31%	152
11 to 20 years	20%	97
More than 20 years	3%	15
Total	100%	495

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	90%	446
House attached to one or more houses (e.g., a duplex or townhome)	3%	15
Building with two or more apartments or condominiums	6%	28
Mobile home	1%	3
Other	0%	2
Total	100%	495

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	12%	56
Owned by you or someone in this house with a mortgage or free and clear	88%	428
Total	100%	484

Question D6: Monthly Housing Cost		
About how much is the monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than \$300 per month	1%	6
\$300 to \$599 per month	7%	33
\$600 to \$999 per month	8%	41
\$1,000 to \$1,499 per month	23%	115
\$1,500 to \$2,499 per month	47%	231
\$2,500 or more per month	13%	65
Total	100%	490

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	50%	248
Yes	50%	245
Total	100%	493

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	85%	421
Yes	15%	74
Total	100%	495

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than \$24,999	2%	11
\$25,000 to \$49,999	9%	42
\$50,000 to \$99,999	32%	152
\$100,000 to \$149,999	33%	155
\$150,000 or more	24%	111
Total	100%	471

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	93%	460
Yes, I consider myself to be Spanish, Hispanic or Latino	7%	32
Total	100%	492

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	10
Asian, Asian Indian or Pacific Islander	3%	17
Black or African American	1%	6
White	93%	458
Other	4%	18
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	7
25 to 34 years	23%	113
35 to 44 years	27%	132
45 to 54 years	25%	125
55 to 64 years	12%	60
65 to 74 years	8%	38
75 years or older	4%	19
Total	100%	494

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	51%	250
Male	49%	241
Total	100%	491

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	4%	18
Yes	95%	470
Ineligible to vote	2%	8
Don't know	0%	1
Total	100%	497

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	5%	23
Yes	94%	466
Ineligible to vote	2%	8
Don't know	0%	0
Total	100%	496

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	2%	8
Yes	98%	488
Total	100%	496

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	38%	186
Yes	62%	310
Total	100%	496

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	34%	102
Land line	46%	137
Both	20%	61
Total	100%	300

## APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ (The NCS™) 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 NCS™ 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 NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ 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.

### SURVEY VALIDITY

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered 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, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting 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.
- 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.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by Town officials.
- Using the most recent available information about the characteristics of jurisdiction residents to 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 his or 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), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or 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 firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen “objectively” in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, “If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem.”

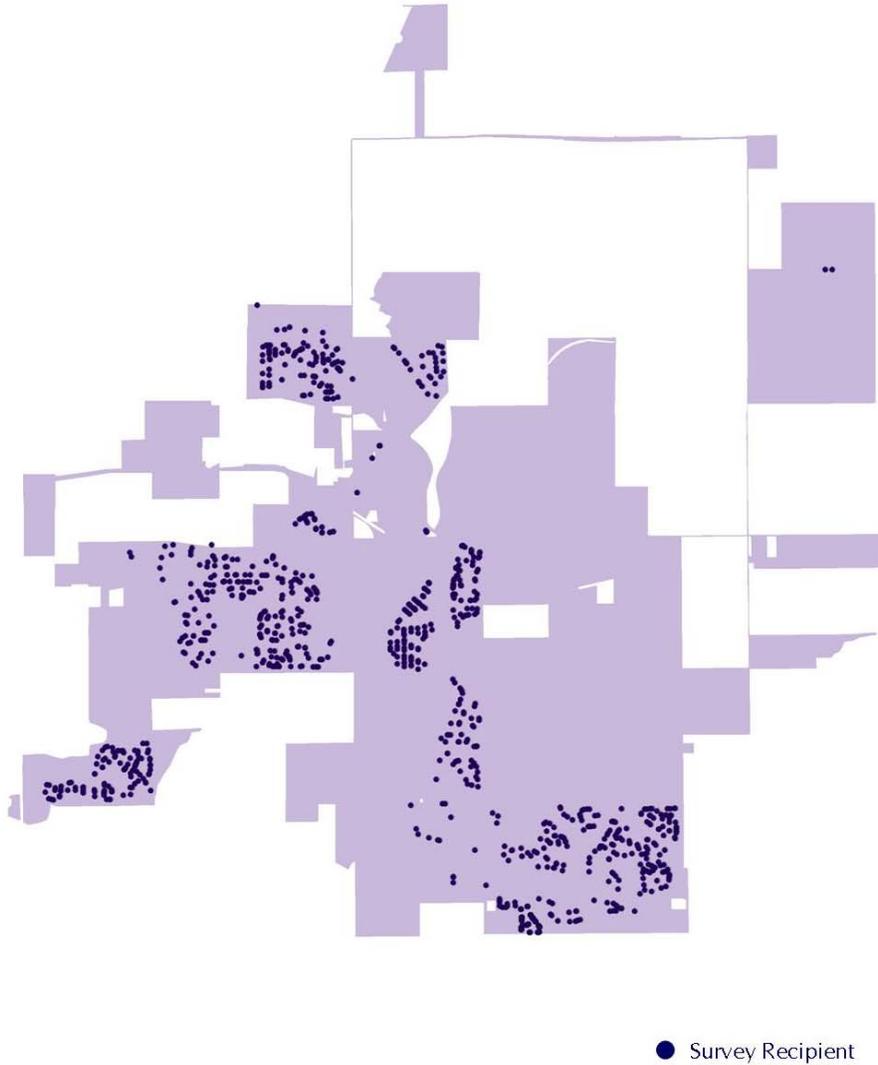
## SURVEY SAMPLING

“Sampling” refers to the method by which survey recipients were chosen. All households within the Town of Erie were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the Town of Erie boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the Town of Erie households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the Town of Erie boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the Town of Erie. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 90: LOCATION OF SURVEY RECIPIENTS<sup>1</sup>

The National Citizen Survey™  
Erie, CO 2013



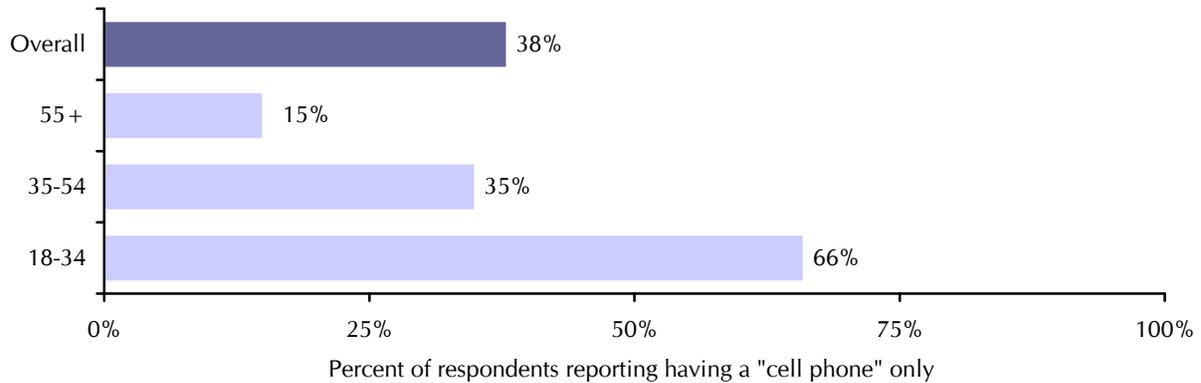
An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of

<sup>1</sup> Households in Historic Downtown Erie receive their mail via post office box. These households were included in the mail sample but do not appear on this map.

birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called “cord cutters”), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.<sup>2</sup> Among younger adults (age 18-34), 53.7% of households were “cell-only.” Based on survey results, Erie has a “cord cutter” population greater than the nationwide 2010 estimates

FIGURE 91: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN ERIE



## SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning April 1, 2013. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Administrator inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

## SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the Town of Erie survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (501 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as

<sup>2</sup> <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf>

“excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

### SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

## SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2010 Census estimates and other population norms for adults in the Town of Erie. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, housing unit type, ethnicity and race and gender and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of correct ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to five demographic variables. Several different weighting “schemes” may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Erie, CO Citizen Survey Weighting Table			
Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	12%	7%	12%
Own home	88%	93%	88%
Detached unit	91%	88%	91%
Attached unit	9%	12%	9%
<b>Race and Ethnicity</b>			
White	90%	92%	90%
Not white	10%	8%	10%
Not Hispanic	92%	94%	93%
Hispanic	8%	6%	7%
White alone, not Hispanic	85%	88%	85%
Hispanic and/or other race	15%	12%	15%
<b>Sex and Age</b>			
Female	51%	54%	51%
Male	49%	46%	49%
18-34 years of age	25%	11%	24%
35-54 years of age	52%	53%	52%
55+ years of age	23%	36%	24%
Females 18-34	13%	7%	13%
Females 35-54	26%	29%	26%
Females 55+	12%	18%	12%
Males 18-34	12%	4%	12%
Males 35-54	26%	24%	26%
Males 55+	11%	18%	11%

<sup>1</sup> Source: 2010 Census/2005-2009 ACS

## SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

### 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 was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, 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, NRC has 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.

### Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called “In Search of Standards.” “What has been missing from a local government’s analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems...”

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review, Journal of Policy Analysis and Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

### The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### Comparison of Erie to the Benchmark Database

The Town of Erie chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was

asked) has been provided when a similar question on the Town of Erie Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, the Town of Erie's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of the Town of Erie's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

## APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Erie.

Dear Erie Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Erie. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

Sincerely,



A.J. Krieger  
Town Administrator

Dear Erie Resident,

Your household has been selected at random to participate in an anonymous citizen survey about the Town of Erie. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important project!

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Sincerely,



A.J. Krieger  
Town Administrator



TOWN OF ERIE  
1874

645 Holbrook  
P.O. Box 750  
Erie, Colorado 80516

Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



TOWN OF ERIE  
1874

645 Holbrook  
P.O. Box 750  
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Boulder, CO  
Permit NO. 94



April 2013

Dear Town of Erie Resident:

The Town of Erie wants to know what you think about our community and municipal government. You have been randomly selected to participate in Erie's 2013 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Town of Erie Board of Trustees make decisions that affect our community. Please participate!

**To get a representative sample of Erie residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 303-926-2764.

Please help us shape the future of Erie. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "A.J. Krieger".

A.J. Krieger  
Town Administrator



April 2013

Dear Town of Erie Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Erie wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Erie's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Board of Trustees make decisions that affect our community. Please participate!

**To get a representative sample of Erie residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.**

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Please help us shape the future of Erie. Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink, appearing to read "A.J. Krieger".

A.J. Krieger  
Town Administrator

# The Town of Erie 2013 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate each of the following aspects of quality of life in Erie:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Erie as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Erie as a place to raise children .....	1	2	3	4	5
Erie as a place to work .....	1	2	3	4	5
Erie as a place to retire .....	1	2	3	4	5
The overall quality of life in Erie .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Erie as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sense of community.....	1	2	3	4	5
Overall appearance of Erie.....	1	2	3	4	5
Cleanliness of Erie.....	1	2	3	4	5
Overall quality of new development in Erie .....	1	2	3	4	5
Variety of housing options .....	1	2	3	4	5
Overall quality of business and service establishments in Erie.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities .....	1	2	3	4	5
Employment opportunities .....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Ease of car travel in Erie .....	1	2	3	4	5
Ease of bus travel in Erie .....	1	2	3	4	5
Ease of bicycle travel in Erie.....	1	2	3	4	5
Ease of walking in Erie .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Amount of public parking .....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care .....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Erie.....	1	2	3	4	5
Overall image or reputation of Erie .....	1	2	3	4	5

**3. Please rate the speed of growth in the following categories in Erie over the past 2 years:**

	<i>Much too slow</i>	<i>Somewhat too slow</i>	<i>Right amount</i>	<i>Somewhat too fast</i>	<i>Much too fast</i>	<i>Don't know</i>
Population growth .....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Jobs growth.....	1	2	3	4	5	6

**4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Erie?**

- Not a problem    
  Minor problem    
  Moderate problem    
  Major problem    
  Don't know

**5. Please rate how safe or unsafe you feel from the following in Erie:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

**6. Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In Historic Downtown Erie area during the day.....	1	2	3	4	5	6
In Historic Downtown Erie area after dark.....	1	2	3	4	5	6

**7. Have you had any in-person or phone contact with an employee of the Town of Erie Police Department within the last 12 months?**

- No → Go to Question 9    
  Yes → Go to Question 8    
  Don't know → Go to Question 9

**8. What was your overall impression of your most recent contact with the Town of Erie Police Department?**

- Excellent    
  Good    
  Fair    
  Poor    
  Don't know

**9. During the past 12 months, were you or anyone in your household the victim of any crime?**

- No → Go to Question 11    
  Yes → Go to Question 10    
  Don't know → Go to Question 11

**10. If yes, was this crime (these crimes) reported to the police?**

- No    
  Yes    
  Don't know

**11. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Erie?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Erie Community Library or its services .....	1	2	3	4	5
Used Erie Community Center.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Visited a neighborhood park or Erie Community Park.....	1	2	3	4	5
Ridden a local bus within Erie.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting .....	1	2	3	4	5
Watched a meeting of local elected officials or other Town-sponsored public meeting on cable television, the Internet or other media.....	1	2	3	4	5
Read Erie Edition Newsletter .....	1	2	3	4	5
Visited the Town of Erie Web site (at www.erieco.gov) .....	1	2	3	4	5
Recycled used paper, cans or bottles from your home.....	1	2	3	4	5
Volunteered your time to some group or activity in Erie.....	1	2	3	4	5
Participated in religious or spiritual activities in Erie.....	1	2	3	4	5
Participated in a club or civic group in Erie.....	1	2	3	4	5
Provided help to a friend or neighbor .....	1	2	3	4	5

**12. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?**

- Just about every day  
 Several times a week  
 Several times a month  
 Less than several times a month

# The Town of Erie 2013 Citizen Survey

## 13. Please rate the quality of each of the following services in Erie:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services .....	1	2	3	4	5
Fire services .....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention .....	1	2	3	4	5
Fire prevention and education .....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair .....	1	2	3	4	5
Street cleaning .....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance .....	1	2	3	4	5
Traffic signal timing .....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up .....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services .....	1	2	3	4	5
Power (electric and/or gas) utility .....	1	2	3	4	5
Town parks .....	1	2	3	4	5
Recreation programs or classes .....	1	2	3	4	5
Erie Community Center.....	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.) .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development .....	1	2	3	4	5
Health services .....	1	2	3	4	5
Services to seniors.....	1	2	3	4	5
Services to youth.....	1	2	3	4	5
Services to low-income people .....	1	2	3	4	5
Public library services .....	1	2	3	4	5
Public information services .....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Cable television .....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) .....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5

## 14. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Town of Erie .....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5
The State Government .....	1	2	3	4	5
Boulder County Government.....	1	2	3	4	5

## 15. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Erie to someone who asks.....	1	2	3	4	5
Remain in Erie for the next five years .....	1	2	3	4	5

## 16. 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:

- Very positive     
  Somewhat positive     
  Neutral     
  Somewhat negative     
  Very negative

**17. Have you had any in-person, phone or email contact with an employee of the Town of Erie within the last 12 months (including police, receptionists, planners or any others)?**

No → Go to Question 19       Yes → Go to Question 18

**18. What was your impression of the employee(s) of the Town of Erie in your most recent contact? (Rate each characteristic below.)**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Knowledge.....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

**19. Please rate the following categories of Erie government performance:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Erie.....	1	2	3	4	5
The overall direction that Erie is taking.....	1	2	3	4	5
The job Erie government does at welcoming citizen involvement.....	1	2	3	4	5

**20. The Town of Erie is considering the following initiatives. Please indicate the extent to which you would support or oppose each of the following:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
Increase local shopping opportunities in Erie.....	1	2	3	4	5
Redevelop Historic Downtown.....	1	2	3	4	5
Redevelop Coal Creek Park.....	1	2	3	4	5
Implement town-wide waste & recycling collection service.....	1	2	3	4	5
Construct an Erie outdoor swimming pool.....	1	2	3	4	5
Construct a Town facility including police station and court.....	1	2	3	4	5

**21. The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:**

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>	<i>Don't know</i>
The Town funding a Feasibility Study in an amount not to exceed \$65,000 to investigate options for a town-wide fiber optic network ...	1	2	3	4	5
The Town financing, building, owning and operating its own utility providing broadband telecommunication (voice/data/video) services to Erie residents and businesses.....	1	2	3	4	5

**22. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Erie:**

	<i>Major source</i>	<i>Minor source</i>	<i>Not at all a source</i>
Town Web site (www.erieco.gov).....	1	2	3
Email or text message notices sent from the Town.....	1	2	3
Newsletter or flyer mailed with utility bill.....	1	2	3
Watch meetings on Comcast Channel 8.....	1	2	3
Watch meetings LIVE or On Demand from the Town's Web site.....	1	2	3
Notices posted on the Town's Facebook page.....	1	2	3
Notices posted on the Town's Twitter account.....	1	2	3
Word of mouth.....	1	2	3
Daily Camera.....	1	2	3
Longmont Times-Call.....	1	2	3
Colorado Hometown Weekly.....	1	2	3

**23. What are your three top reasons for choosing Erie as your home?**

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# The Town of Erie 2013 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

**D1. Are you currently employed for pay?**

- No → Go to Question D3
- Yes, full time → Go to Question D2
- Yes, part time → Go to Question D2

**D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)**

- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself ..... days
- Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults ..... days
- Bus, rail, subway or other public transportation ..... days
- Walk ..... days
- Bicycle ..... days
- Work at home ..... days
- Other ..... days

**D3. How many years have you lived in Erie?**

- Less than 2 years     11-20 years
- 2-5 years             More than 20 years
- 6-10 years

**D4. Which best describes the building you live in?**

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condominiums
- Mobile home
- Other

**D5. Is this house, apartment or mobile home...**

- Rented for cash or occupied without cash payment?
- Owned by you or someone in this house with a mortgage or free and clear?

**D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$300 per month
- \$300 to \$599 per month
- \$600 to \$999 per month
- \$1,000 to \$1,499 per month
- \$1,500 to \$2,499 per month
- \$2,500 or more per month

**D7. Do any children 17 or under live in your household?**

- No                       Yes

**D8. Are you or any other members of your household aged 65 or older?**

- No                       Yes

**D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

**Please respond to both questions D10 and D11:**

**D10. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

**D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

**D12. In which category is your age?**

- 18-24 years             55-64 years
- 25-34 years             65-74 years
- 35-44 years             75 years or older
- 45-54 years

**D13. What is your sex?**

- Female                 Male

**D14. Are you registered to vote in your jurisdiction?**

- No                       Ineligible to vote
- Yes                      Don't know

**D15. Many people don't have time to vote in elections. Did you vote in the last general election?**

- No                       Ineligible to vote
- Yes                      Don't know

**D16. Do you have a cell phone?**

- No                       Yes

**D17. Do you have a land line at home?**

- No                       Yes

**D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?**

- Cell                     Land line             Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



645 Holbrook  
P.O. Box 750  
Erie, Colorado 80516

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First Class Mail  
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Boulder, CO  
Permit NO.94



## APPENDIX D: REPORT OF OPEN-ENDED QUESTION

The following pages contain the report for the open-ended question asked on Erie's survey.



# TOWN OF ERIE, CO 2013

Report of Open-ended Question



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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 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. The Town of Erie 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. Town of Erie staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### ABOUT CLOSED-ENDED AND OPEN-ENDED QUESTIONS

Questions can either be asked in a closed-ended or open-ended manner. A closed-ended question is one where a set of response options is listed on the survey. Those taking the survey respond to each option listed. Open-ended questions have no answer choices from which respondents select their response. Instead, respondents must “create” their own answers and state them in their own words. The verbatim responses are categorized by topic area using codes. An “other” category is used for responses falling outside the coded categories. In general, a code is assigned when at least 5-10% of responses will fit the code.

Advantages of an open-ended question include:

- Responses are not prompted, allowing respondents to provide answers that are not anticipated or well known.
- This type of question tends to capture response options that come to mind most quickly.
- The final result can be richer, since verbatim responses are included in an appendix, giving you and others a chance to “hear” the voice of respondents in their own words.
- There is a smaller risk of missing important dimensions.

### VERBATIMS

Respondents were asked to record their opinions about Erie in the following question:

- What are Your Top Three Reasons for Choosing Erie as Your Home?

The verbatim responses were categorized by topic area and those topics are reported in the following table with the percent of responses given in each category. Because some comments from residents covered more than a single topic, each topic mentioned by a resident was categorized and counted for in the following table. Verbatim comments that contain more than one topic nevertheless appear only once (in the category of the first topic listed), however the analysis in the table below counts each of the topic areas given by all respondents regardless where those topics appeared in the comment.

Results from the open-ended question are best understood by reviewing the table of frequencies that summarize responses as well as the actual verbatim responses themselves.

What are your top three reasons for choosing Erie as your home?	
	Percent of Respondents
Proximity to Denver/Boulder/work/fun	65%
Affordability/housing prices	57%
Small town feel/community/family	55%
Opens space/quiet/view of nature	24%
Schools	14%
House/neighborhood style, design and quality	7%
Safety	7%
Other	31%
Don't know	1%
Total may exceed 100% as respondents could select more than one category.	

## VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

The following pages contain the respondents' verbatim responses as written on the survey and have not been edited for spelling or grammar. Responses have been organized by coded topic areas.

### WHAT ARE YOUR TOP THREE REASONS FOR CHOOSING ERIE AS YOUR HOME?

#### Proximity to Denver/Boulder/work/fun

- 1. Location between both of our jobs 2. Cost of living 3. Low traffic / quiet
- Proximity to Peak to Peak Charter School. Often say that while I have an Erie address I live my life in Lafayette! Have had nothing but bad experiences with the Erie center and with few goods or services available have focused our lives on Lafayette!
- Proximity to I-25 & toll road; decent new housing quiet neighborhoods
- 1. Close to work (BVSD) 2. Loved blue sky condos at purchase time 5 yrs. Ago 3. Very safe and great reputation
- 1. Location (accessibility to major rd ways and hwy ways) 2. Community (Vista Ridge) 3. Affordable taxes for seniors living in their homes for 10 years (Weld County) or more
- 1. In Boulder County 2. Quiet 3. Clean
- North of Denver east of Boulder (location) house (plan & construction & cost) like ECC & cost of membership is reasonable
- 1. Close to Denver and Boulder 2. School system 3. Small community
- 1. Location - between 2 Towns where 2. House had features we had as priorities 3. Rec center offered activities we wanted
- Close to Denver and DIA views good subdivisions other comments skate park should have been voted on. 1.5m is way too expensive! The new police dept was voted down because it was to grandiose, should build a 3m police station with room to expand later!
- 1. Location 2. Affordable 3. Small town atmosphere
- 1. Good location 2. Clean 3. Family friendly
- 1. Location 2. Affordable 3. Familiar w/ area
- We have been here for 15 years location, schools, & community events!
- I appreciate the location central to Denver, Boulder and northern Colorado I love living in a historic Town, only wish Erie would consider revitalizing "Old Town" I love the views to the west of Erie
- It is a good location between Denver, Boulder, & mountain. It is somewhat rural. Good schools.
- 1. Central location for family & work. 2. Home value 3. Type of housing availability
- 1) proximity to works, I-25, airport, 470 (i.e. Location) 2) much cheaper than Boulder 3) I thought it would develop and make a good investment
- 1) distance from work 2) Weld County location vs. Boulder County 3) neighborhood selected
- Convenience to Boulder affordable safe/no crime one other note. To build a skate park before a pool was insane. Everyone can use a pool, only 11-27 old boys skate park
- 1) proximity to office in Boulder 2) Sense of community in neighborhoods 3) Rec center/library & their programs
- 1) Location between, Longmont, Denver, Boulder 2) Cost of housing 3) Natural areas. - preservation of natural areas & wildlife considers is high priority.
- Erie's location to other cities - Denver, Boulder, Ft. Collins housing options mountain view

- Centrally located price of housing (have lived here 11 1/2 yrs) close to I - 25(Not so good) traffic circle at 119th and Erie parkway. A pain in the butt!!
- 1. Proximity to work 2. Being located on Boulder County side 3. Price of house \$ / saft
- 1) Easy access to Denver & DIA 2) Quiet living environment 3) Neighbors & local friends
- 1 Proximity to employment 2 Potential of historic downtown 3 Quiet, relaxing place to raise children
- Access to Denver, Boulder & mtns, & airport.
- Cngc Proximity to I-25 less congestion than suburbs south, east, & west of Denver
- 1) Locality to work place (Lafayette, Boulder) 2) Affordable housing 3) Schools
- 1/2/3 location to major bread-winners job in Dacono.
- 1) Proximity to work / commute 2) Quality of homes 3) Rec ctr / library / parks
- 1. Distance from Boulders and I-25 2. Affordability at that time 3. Community center
- Location is convenient to Denver & Boulder. I love my neighborhood. I've been very happy here.
- 1)Location 2)Quiet 3) Weld County
- Location-I-25 & Lafayette (work). Access to outdoor activities / recreation smaller / safer community
- Close to my employment & not part of Boulder or Boulder County. Moved away from Boulder on purpose!! Don't Boulderize the Town of Erie.
- 1. Proximity to Denver / Boulder 2. Quality of life 3. Rural feeling on edge of metro area

### **Affordability/housing prices**

- Affordability in 1996 Convenient location to Denver, Boulder Safe neighborhood
- 1. Affordability when we moved here 20+ years ago 2. Open space & quiet 3. Near to Denver & Boulder
- 1. We bought our home for the value. More space for the money 2. Quieter life for raising a baby. 3. Close to I-25 (for my wife's job)
- Lower housing prices than Boulder. Good access to I-25, DIA, and Boulder small Town feel.
- 1 cost of housing composed to Boulder 2 new housing 3 location to Boulder, Denver, Longmont, Louisville
- Buying opportunity affordability. W side a/ I-25 location schools
- 1) Affordability 2) BVSD schools 3) Neighborhood
- 1. Affordability of housing 2. Rural feel 3?
- Value & home neighbors proximity to skiing I dislike our current mayor, he is taking the Town in the wrong direction and will move if it doesn't improve
- 1. Price of home 2. Away from major highways (quiet) 3. Family friendly
- 1. Affordability 2. Out of Boulder County 3. Less developed
- 1. Reasonable housing cost 2. Reasonable distance to employment (Front Range), proximity to fwy 3. Nice neighborhood
- 1. Affordable housing 2. Great parks/place for raising kids 3. Good schools
- 1. Price 2. Availability
- (1) Affordable housing (2) sense of community (3) close to Boulder & I-25
- 1) Affordability 2) Growing trails 3) Not too congested (rural feel w/out being isolated)
- 1. Cost of living 2. Proximity to Boulder and Denver and airport 3. Community resources such as community center, parks, and trails
- Moved here in 97- cost of living/location
- Affordable housing 15yrs ago like the neighborhood schools-Boulder valley
- Cost of living is low & it's between our 2 jobs.
- 1. Cost of house 2. Vicinity to I-25, Denver, Boulder & 470 3. Bike paths

- Affordable housing close to schools optimistic about Erie's future
- 1. Nice house for price in 2005 2. Proximity to Boulder (work, shopping, dining, activities) 3. Safety of area (comfortable sleeping with windows open) & quiet
- 1. Homes less expensive than Boulder 2. Colorado National Golf Course 3. Small town feel of Erie
- 1. Cost 2. Location 3. Rec. Center
- 1) lower home prices 2) close to Boulder & Denver 3) relatives moved here
- 1. Affordable 2. Close to my children 3. Location
- 1. Can't afford Boulder
- 1. Affordable 2)open space 3) quiet & peaceful
- 1) quiet 2) away from Denver 3) supposed developments-which in 7 years has not occurred.
- 1) Low cost for large house & section. 2) Location is Boulder County (close to Boulder, Longmont, Louisville & Front Range 3) Ease of commute ( for husband, south on 287)
- Used to be affordability & proximity to work. Now-we are actively looking at leaving Erie within 6 - 15 months & Colorado by the end of 2015.
- Affordable housing, good location to Boulder & Denver, and nice simple quality of living. My "major" complaint is the cost of water & sewer. I have houses all over Colorado and it seems the cost is double. How come?
- 1 High house prices in other places closer to work
- 1 Affordable housing is size / location desired 2 Rural feeling-surrounded by farms & natural prairie 3 Possibilities for smart growth (young population - 4th reason!?)
- 1. Cost 2. Rural area 3. Close to Boulder & Denver - location
- Affordable housing @ the time of purchase location to my job/jobs easy access to Boulder/Denver/Longmont
- 1) Price of real estate 2) Price of real estate 3) Price of real estate
- 1) \$ 2) Location 3) Services \*Please note: our mayor is an abomination., is the pockets of big oil and gas
- 1) Affordable housing. 2) Quiet & not crowded 3) beautiful commute into Boulder
- 1) Affordability 2)Open space 3) Proximity to Boulder and I-25
- More house for \$ reasonable distance to Boulder / Denver scenic beauty
- 1)Affordable homes with a backyard 2) rec center and library 3) Schools
- 1) Affordable housing 2) Open space 3) Parks & views
- 1) Most affordable place near Boulder / Denver to build a home & have some land 2) East of getting to Boulder, Longmont, Broomfield, Denver, Westminster, & more 3) Family near by
- 1. Cost of housing 2. Location 3. Neighborhood
- 1)Affordability 2) Family friendly 3) Red hawk elementary school
- 1) Worked in Boulder, didn't like their politics & they were too expensive, taxes and property wise. 2) The neighborhood I moved into have good running trails, and I liked the feel 3) Erie doesn't put in laws which hinder progress, see my dislike of Boulder
- 1) affordability compared to Boulder 2) great / safe place to kids 3) centrally located
- 1) More affordable than other areas like Boulder, Louisville. 2) Wide open spaces. 3) Central to Denver and Ft. Collins.
- 1) Affordable place to purchase house near Boulder & Denver 2) Safe, family friendly, clean 3) Easy access to Denver & Boulder

## Small Town feel/community/family

- 1 Liked the house/neighborhood 2. School-black rock 3. Relative proximity to work
- 1. Countryside atmosphere 2. Safety 3. Near my relatives
- 1. Close to family 2. Closeness to Denver 3. Senior activities
- 1. Family in Erie Affordable housing Convenient to shopping & interstate
- 1) neighborhood, 2) small Town feel 3) freindly neighbours
- 1. Small Town 2. Affordable housing 3. Close to big City conveniences (but would be nice to have a few more here such as King Soopers!)
- 1) Small Town when we moved here 5 yrs. Ago 2) Very quiet 3) Close to everything
- 1. Small Town feel-stop recklessly growing Erie with junky homes, phase! It will lower the home town feel. 2. Great schools! 3. Great outdoor activities -The skate park was a big mistake what a waste of \$ and
- 1) Near our grand kids son & daughter in law see the mountains & rec. Area nice area friend not too far away
- Great community feel! Saw the potential for growth with shopping / restaurants / grocery store close to where we grew up but yet new & close enough to parents!
- 1. I grew up here. 2. Family and friends are here. 3. Old Town is still small and friendly.
- Grandchildren location nice neighborhood, housing!
- 1. The small Town feel 2. Home is close to downtown 3. Convenience of p.o., back, cafe & restaurants within walking distance
- It was small when I came here. There seemed to be a sense of community then. We ran our own Town. Unlike today where the new comers seem to run everything look back, and today, makes me very sad!
- Uncrowded Affordable Country / farm views ( in 1998!)
- Move here 3yrs ago to get out of N. Denver and raise kid. I has worked very well for me.
- 1. Arapahoe ridge neighborhood 2. Proximity to Denver 3. Proximity to Boulder
- -Very family friendly. Affordable new condos & homes close to bldg, Denver, Longmont, and all hwy's.
- 1. How important family is here 2. The community center 3. Cost of housing
- 1. Our neighborhood (Erie village) 2. Small Town feel yet still close to Denver & Boulder 3. Schools
- It's somewhat rural. Erie village very "community" minded & neighborly Not happy with lack of traffic control in Erie village. (speeding)
- 1) Close to children 2) Location 3) Builder
- 1. Quiet, family atmosphere 2. Community activities 3. Affordability Would really like to see a grocery store built in Erie
- Small Town low property taxes-people. I think it's a travesty of justice that the Town has turned over watering to HOA's. Increasing our fee, doubled in the last 6 years
- Proximity to family (children & grandchildren) value of home purchase-specially my home access to I-25 #287 Big negative I am: cost of water/sewer to a newcomer to Erie. \$94 per month 2000 of water usages rbitant
- 1. My children and their families live here. 2. Cost of living as compared to Boulder. 3. Location for work purposes.
- We like that Erie is not another community with big box stores & congestion everywhere. We're very concerned about the mayor's intention to develop the land near HWY 287 & Arapahoe. We hope Erie will not turn into another overdeveloped suburb or we may c
- 1. Close to family 2. School our children attend 3. It has a rural feel. But is near the city

- 1) Great for raising kids 2) More realistic real estate prices than Boulder 3) Location (close to Boulder / Denver)
- 1 Family lived here 2 Close to family 3 New house-later found expensive soils fracturing concrete
- 1. The community feel and 2. Size when we moved here (220yrs ago). When we purchased loud, it was 3. Affordable.
- Love the small Town but are close to major cities, we do need a grocery store or similar please!
- Family friendly-Low Town restrictions Access to major Colorado areas(Denver, mtns, etc.)
- Country feel (16yrs. Ago) small Town in Boulder County
- 1) Small Town, rural feel. 2) Location between aging parents of work 3) Quality of housing options for the price.
- 1) sense of community, friendly quiet 2) location-easy commute to Denver & Boulder; also beautiful & clean & safe 3) open space, amenable to a healthy/fit lifestyle
- 1. I grew up here. 2. It has a small Town feel. 3. It's safe!
- 1) My husband already lived here when we married. 2) Good schools 3) Good location-in between Loveland of Denver.
- 1) Kid friendly 2) commute to Denver for my husband 3) safety
- 1. Grandparents born here 2. Close to Boulder & Longmont 3. Good community
- -It was small, quiet and little traffic. Small Town, community similar to country-living (15 years ago!)
- Rural community quiet pace of ridge small Town feel (don't like the tracking though)
- 1. Grew up here and came back to live and take care of parents 2. I thought Erie would be a less expensive place to live; ie taxes, water/sewer than Louisville but my taxes are very high water/sewer charges are high 3. I want to get involved in my home town
- 1. Rural feel of neighborhood with space between houses, low traffic, and real neighborly sense to community (airport) 2. Lower taxes when considering Town & County 3. Proximity to I-25 and east Boulder County amenities.
- Was born in Erie raised my family in Erie I'm comfortable living in Erie
- Small Town feel. Close to larger cities and I-25 good neighborhood - Erie commers
- Location to kids Denver access initial - price - now a disaster to sell!
- My husband's family lived here. Loved it before talk of the 2 new housing developments but would move if not for the schools.
- Small Town feel, yet close to Denver & Boulder housing affordability lots of open space-please don't add more housing! keep Erie a small community

### **Open space/quiet/view of nature**

- 1. We could build a new home here with good views 2. Not too far from Louisville (where we lived previously) 3. Liked the builder that could build in our neighborhood
- 1. Views 2. Lack of crowding 3. Affordable
- 1. Open, green spaces for recreational activities 2. Quality of life for raising a family 3. Sense of community
- 1. Because of quite place before live in Boulder 2. Neighborhood planning and 3. Low crime and clean neighborhood
- 1. Views, and originality 2. Not so many homes and people, but that has changed. 3. Affordability, at the time stop building so many homes now!
- Open space Community Community, Plan 10yrs ago for bike paths was strong

## Schools

- 1. Staying in Lafayette elem. School neighborhood 2. Neighborhood-Arapahoe ridge is great 3. Great view

## Housing/neighborhood style, design and quality

- 1. Great house-ranch style 2. Great lot and view of mountains still in Boulder County
- 1. Size of lot, not houses all squished together 2. Location between Denver / Boulder / Longmont 3. Small but active community
- 1. Vista ridge neighborhood & amenities 2. Erie schools 3. Proximity to Denver & Boulder
- 1. Housing availability 2. Housing cost 3. Potential for economic growth (shopping, retail, business, jobs) so far #3 is a major disappointment.
- 1. More homes, 2. Cheap homes, 3 Close to Boulder
- Blue sky condo-2005 purchased new affordable new home close to office
- When we were buying our new home, Erie was just starting its new developments I like it growing up around me it is just enough in the country, let close to most things price & incentives on housing was good.
- 1. Loved the houses and colors in Erie village 2. Affordability 3. Ease to commute to Denver / Boulder

## Safety

- 1. I feel so safe here and feel that this is a great Town for raising a family 2. Love the "small Town" feeling 3. Proximity to Boulder, Denver, mountains.
- Safe nice family place promise of future of Erie?- although just not seeing anything but houses, houses, houses. Depends what happens, in next yr. Or 2 if we will stay. Right now not likely
- Safety housing prices (@the time) location

## Other

- How about for not choosing: 1) our mayor 2) Our city workers 3) Erie parkway and light (round about) east bound traffic at 5:00 pm Just try to walk across the street! just try! How many employees does it take to pick up the trash in parks.
- I've lived in the Erie school district 68 of my 72 years.
- We need to get the mayor out of office!
- 1. Liked the area 2. Schools for grand kids 3. Quiet 4. Recreation
- Fantastic library & rec center, large lots and open space, most neighborhoods nicely kept up. downtown has potential, although rather dismal currently. Only grand view is a true eye sore. We also used to have a fantastic mayor (Andrew Moore). I am hopeful
- 1. Please slow grow on houses 2) grocery store needed 3. Keep small Town attitude 4) Keep taxes low
- 1. Locally, family-owned businesses (I love that there aren't chains) 2. Small-Town feel near the big city. 3. Cute downtown, but I wish Erie residents would support the local businesses more.
- 1. Quality of life. 2. Peacefulness 3. Serenity
- 1) New development & growing area 2) Quiet & County like 3) Good neighbors & safe.
- 1) Airport! 2) Rural area, quite County environment 3) Close to other larger Towns but not busy and congested like those areas.

- 1) Erie airport. 2) Small Town feel but still close to larger cities that provide more goods and services. 3) We had hoped that this would be a nice place for our kids to grow up. We were told that there would be paths, trails, community center, restaurant

### **Don't know**

- Location note: I've only lived in Erie for 8 months so my answer reflect the portion of time lived in Erie.