

THE NCSTM
The National Citizen SurveyTM

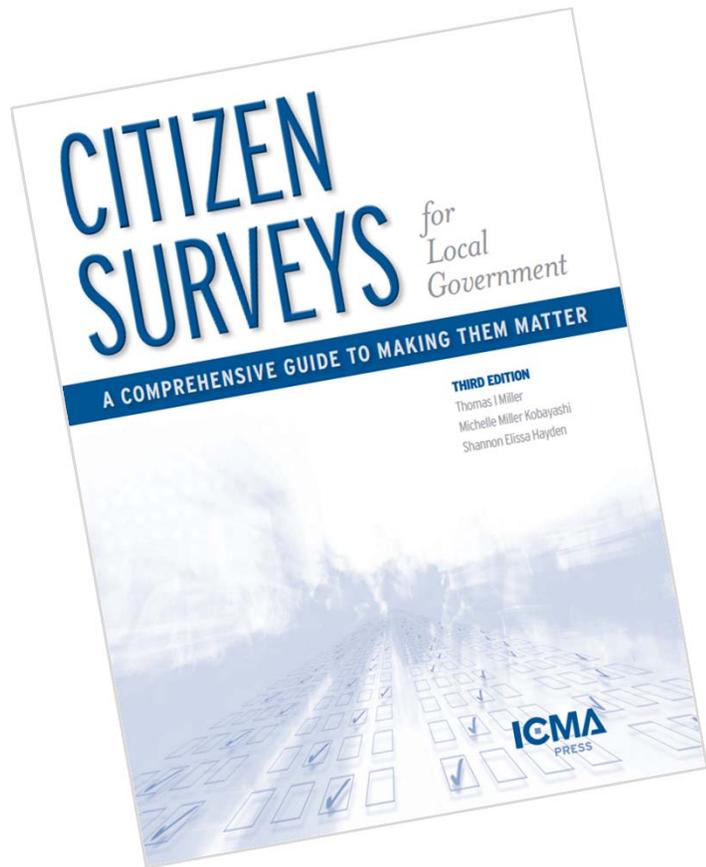
Erie, CO

Key Findings
July 28, 2015

The NCS is presented by NRC in collaboration with ICMA



About NRC



- 21 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The NCS

- **Community Livability**
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability



The NCS & Erie

- 2nd iteration of The NCS
- Random scientific sample of 3,000 households
 - 1,191 completed surveys; 41% response rate
 - $\pm 3\%$ margin of error; statistically valid

Expanded
sample

Open-ended
question

Presentation

Custom
benchmarks

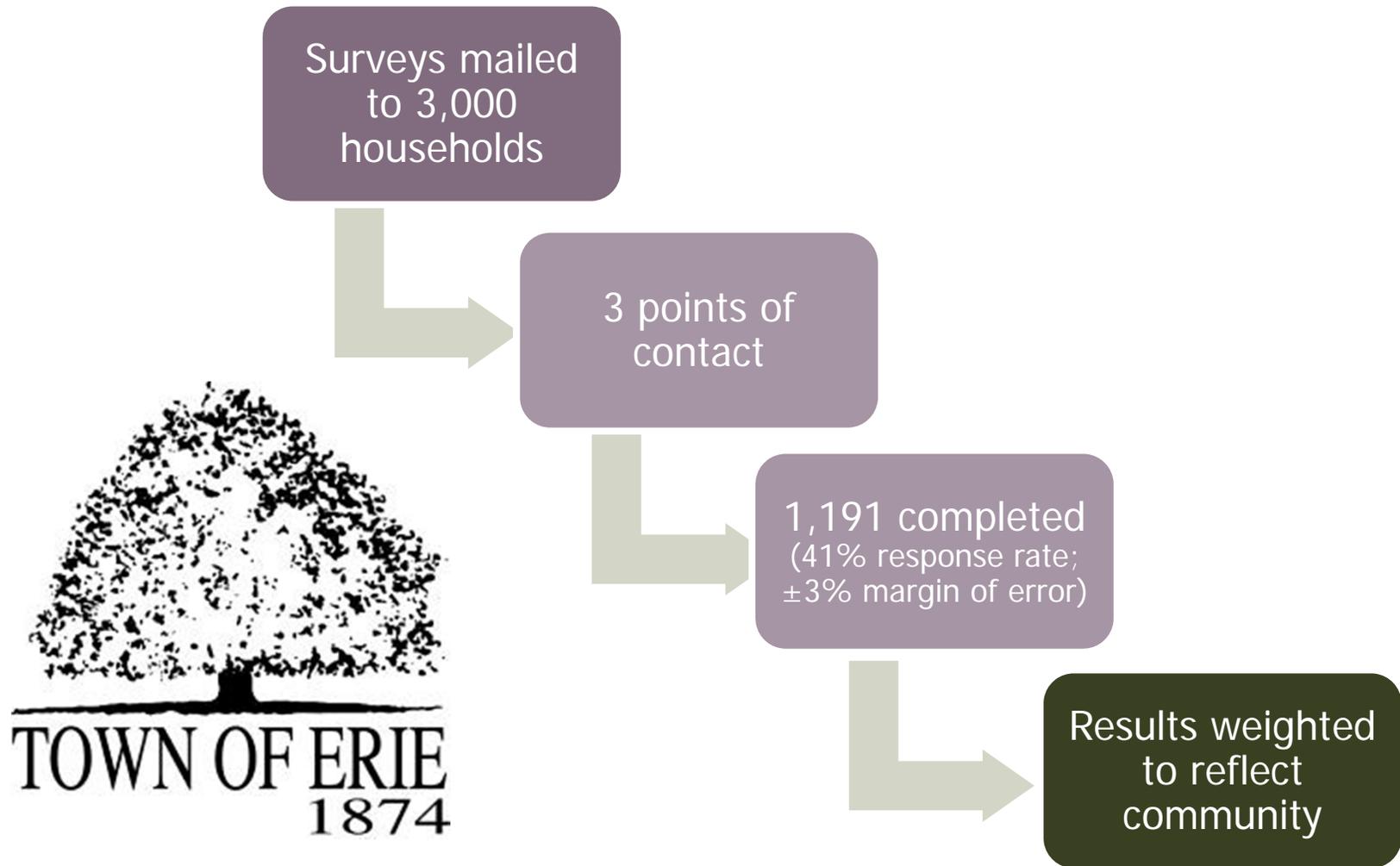
Community
Livability
Report

Dashboard
Summary
Report

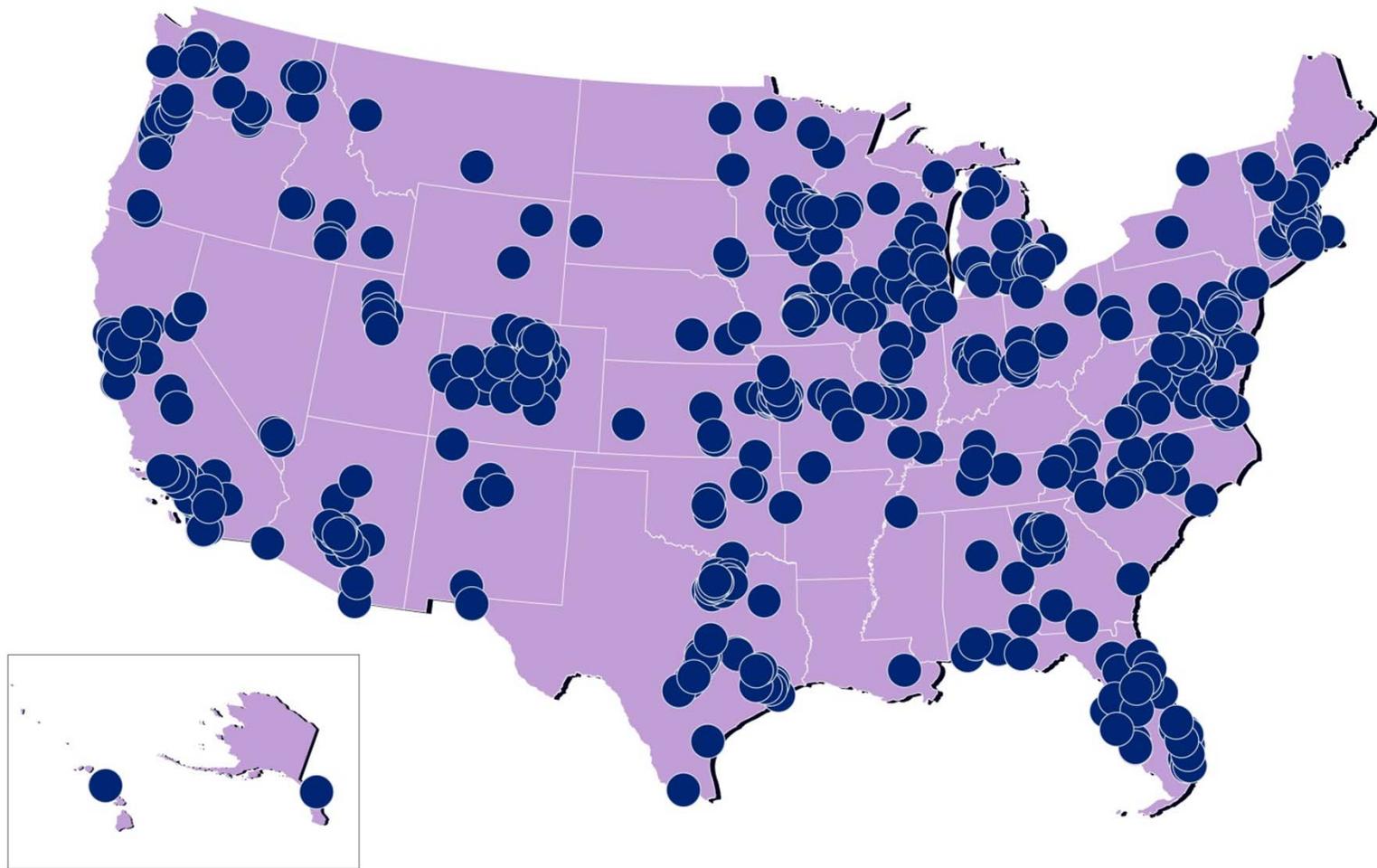
Trends over
Time Report

Technical
Appendices
Report

Scientific Survey Methods



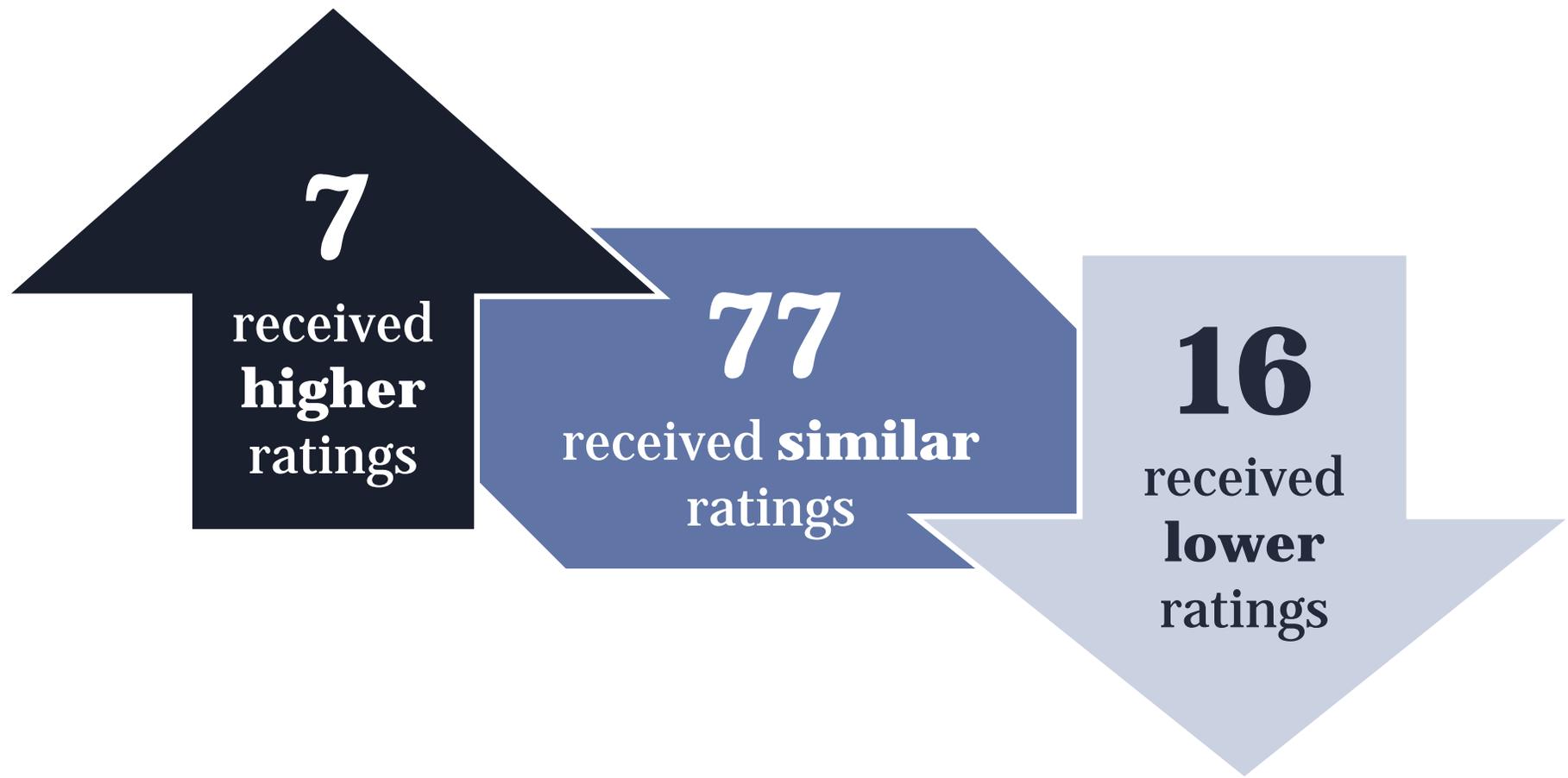
National Benchmark Comparisons



2015 National Benchmark Comparisons



2015 Mountain Region Benchmark Comparisons



2015 Ratings Compared to 2013

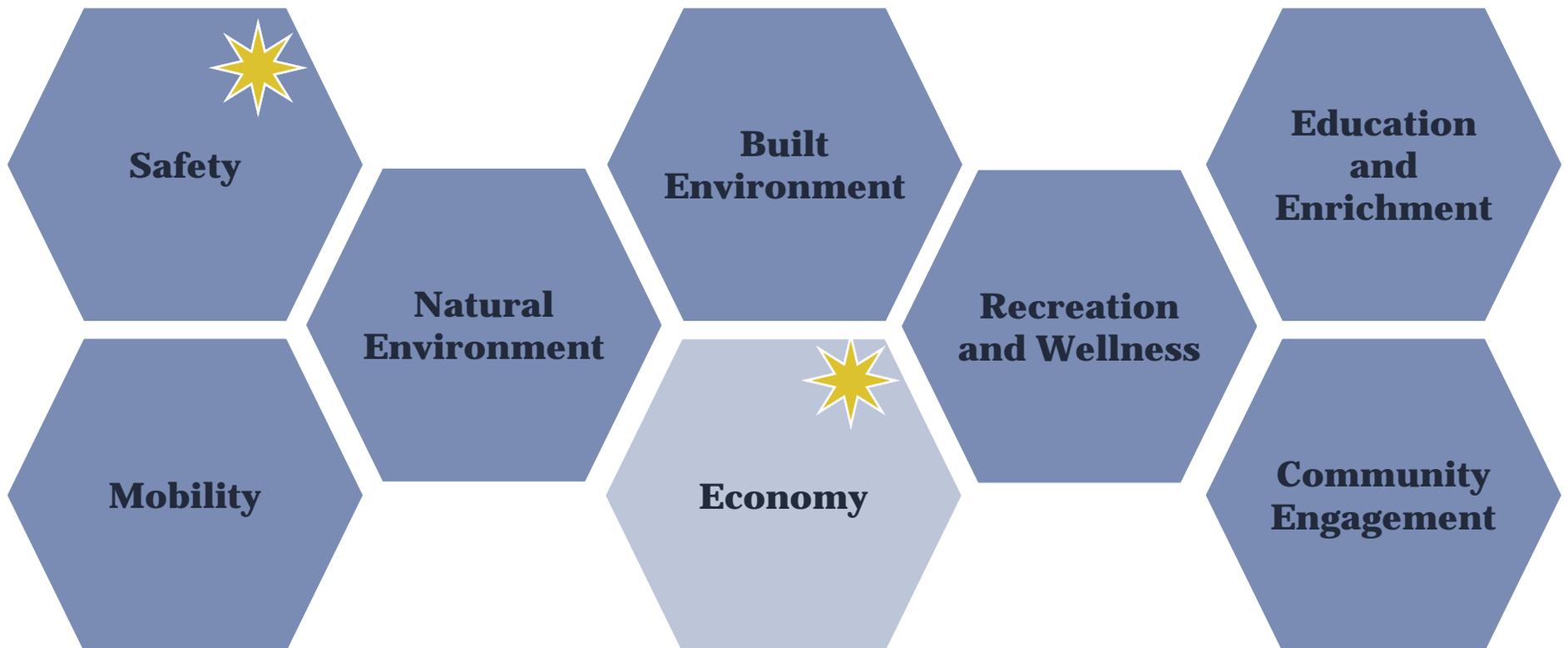


Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important

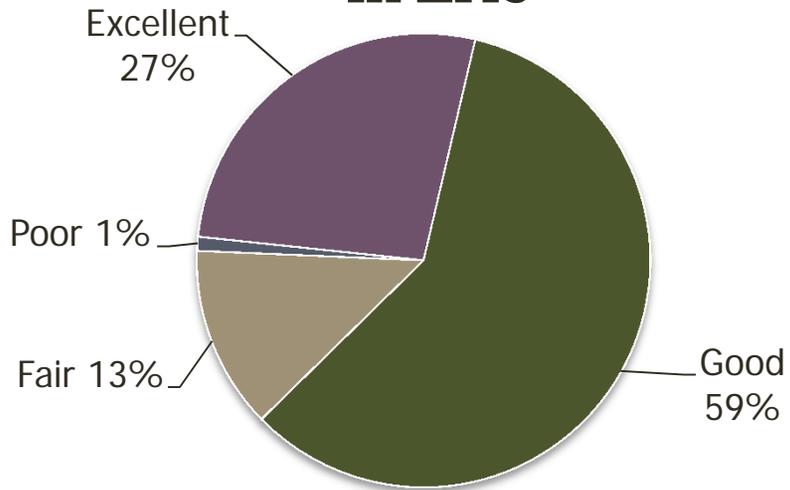


Key
Finding
#1

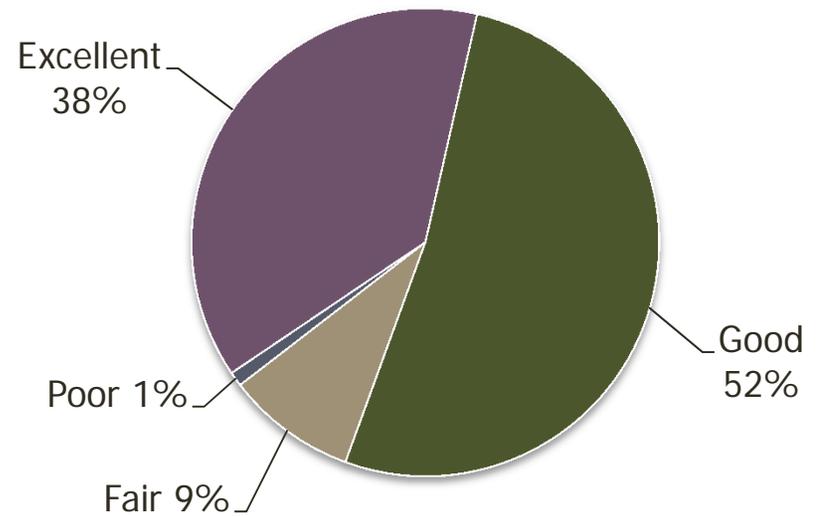
**Residents continue
to enjoy high
quality of life**

Overall Quality of Life

Overall Quality of Life in Erie



Erie as a Place to Live



High Quality of Life

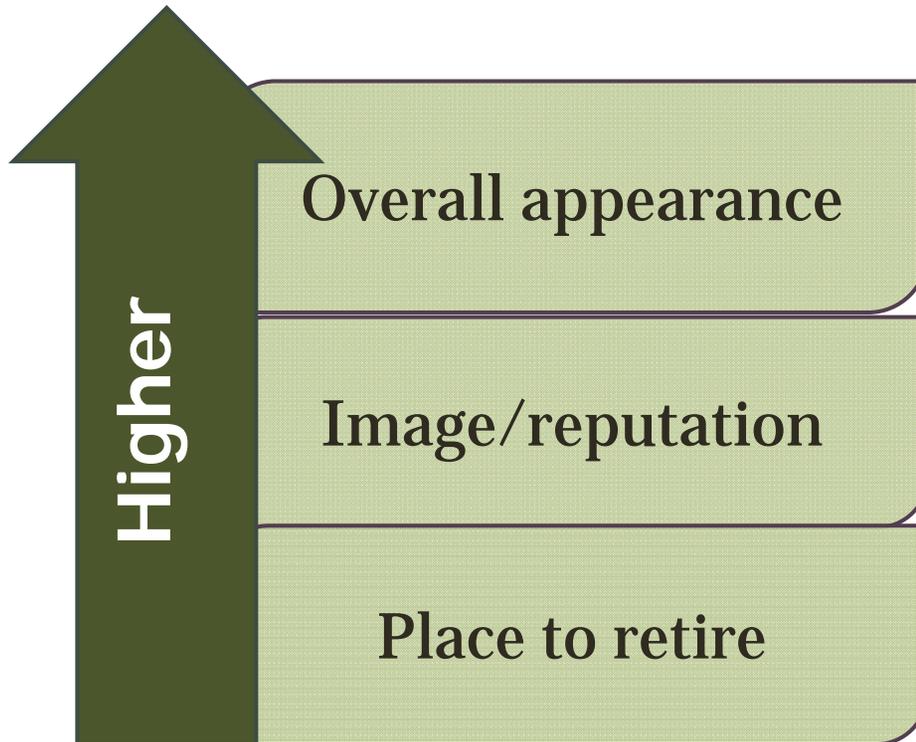
9 in 10
excellent or good

Place to raise kids

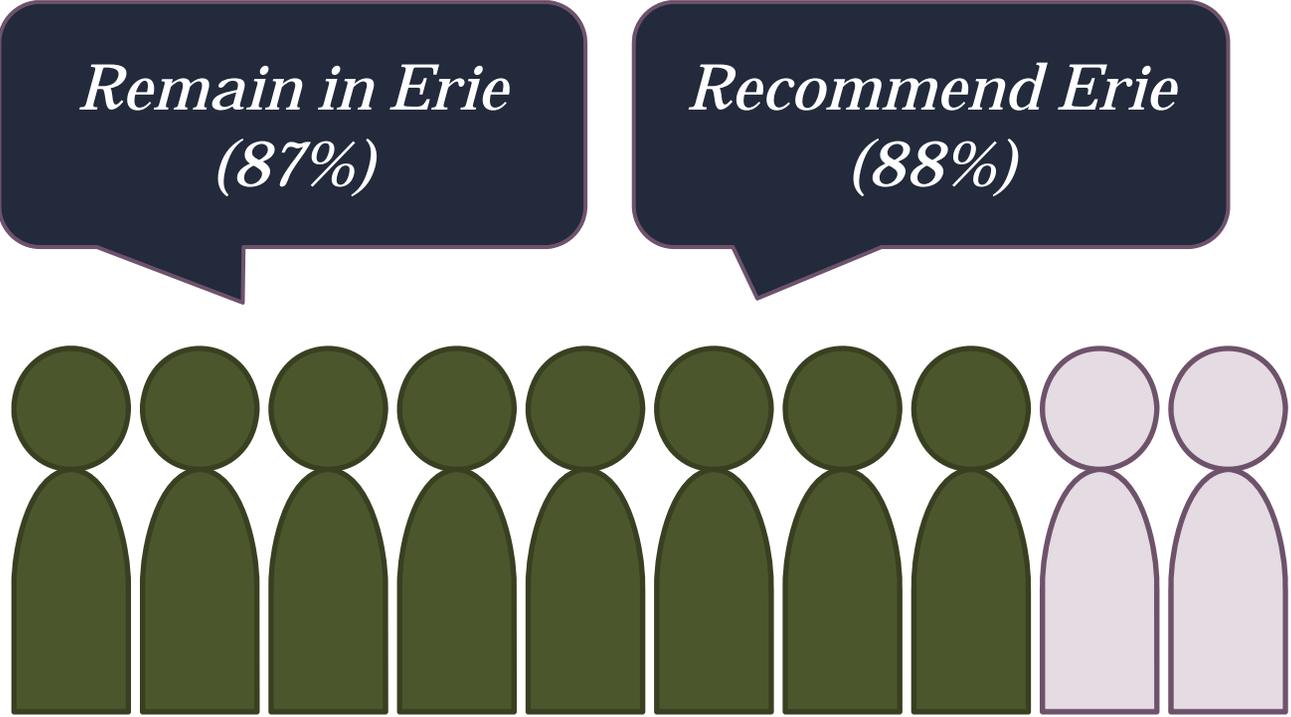
Neighborhoods



Quality of Life Increased

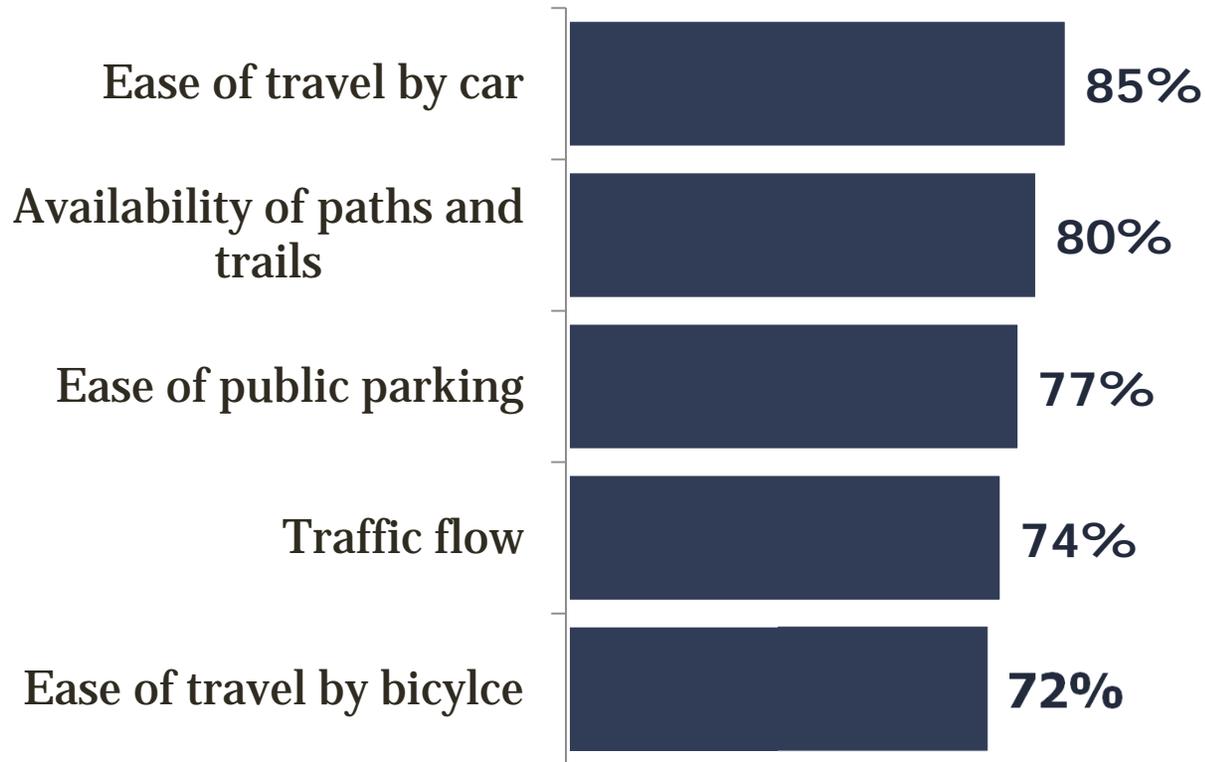


Quality of Life



Percent very likely or somewhat likely

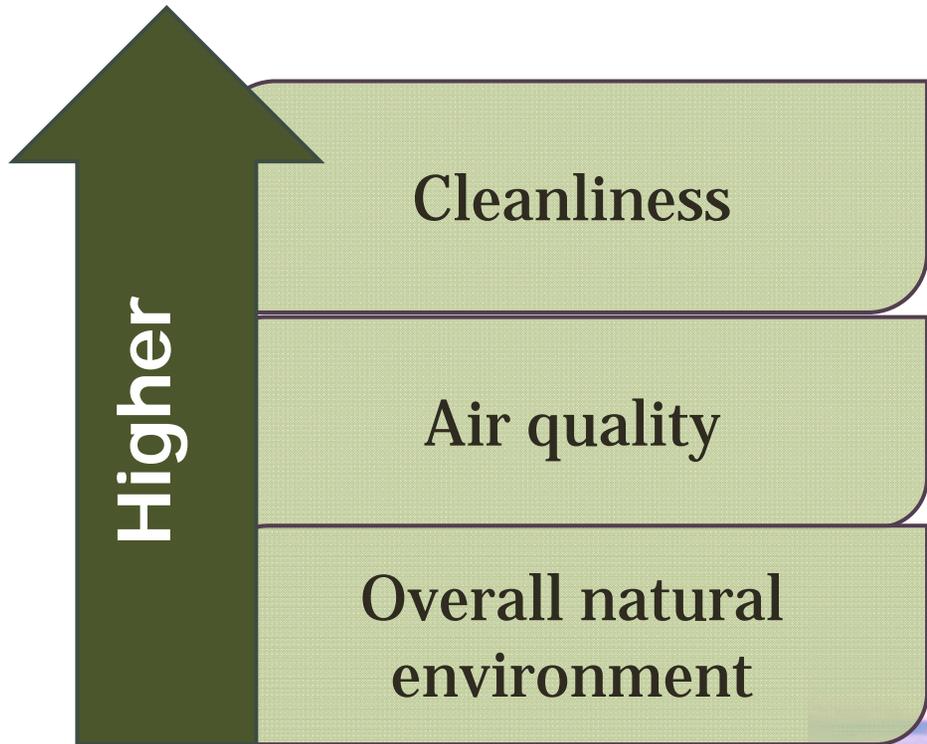
High Mobility Ratings



Percent excellent or good



Natural Environment Increased



Public Trust

Majority
excellent or good

**Treating all
residents fairly**

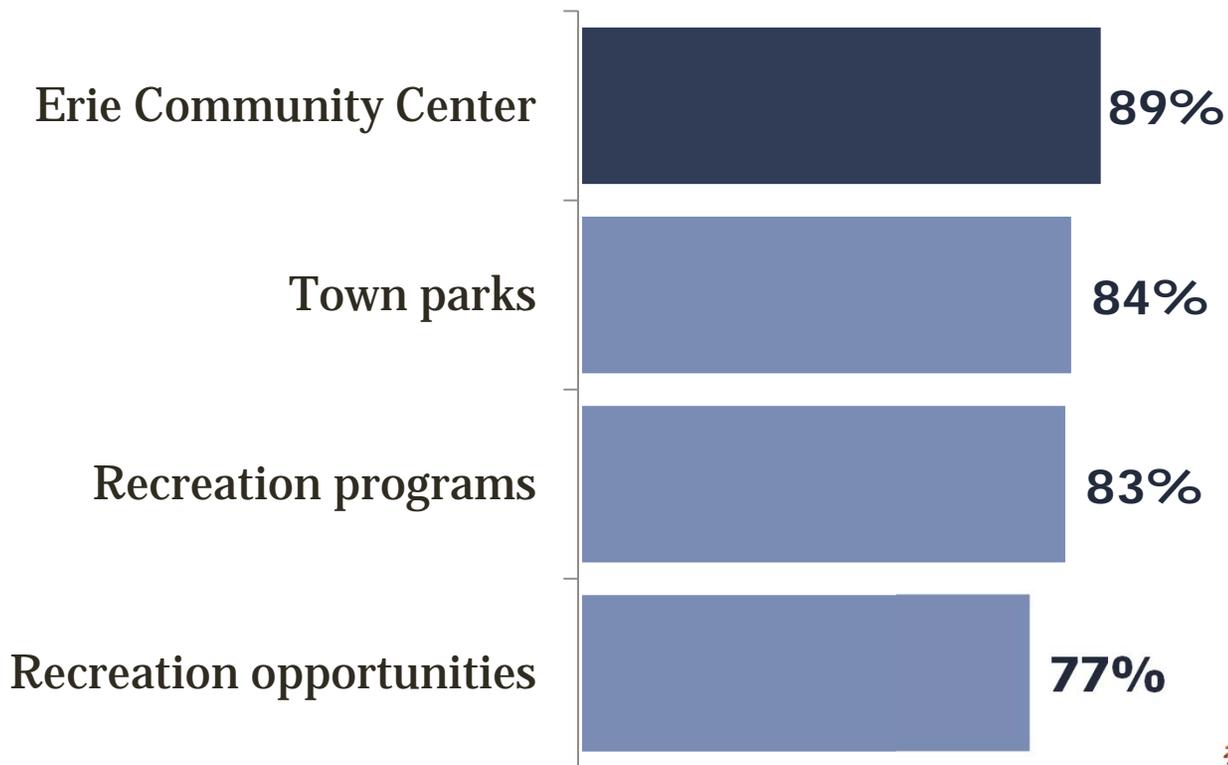
**Welcoming citizen
involvement**

Being honest

**Value of services for
taxes paid**



Recreation and Wellness



Percent excellent or good



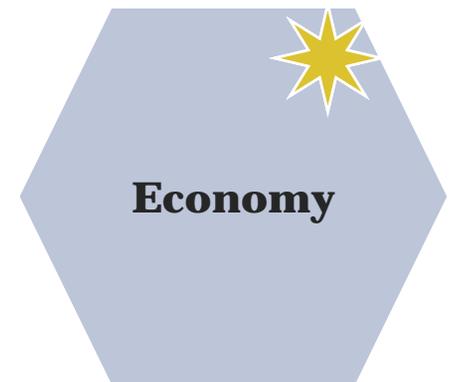
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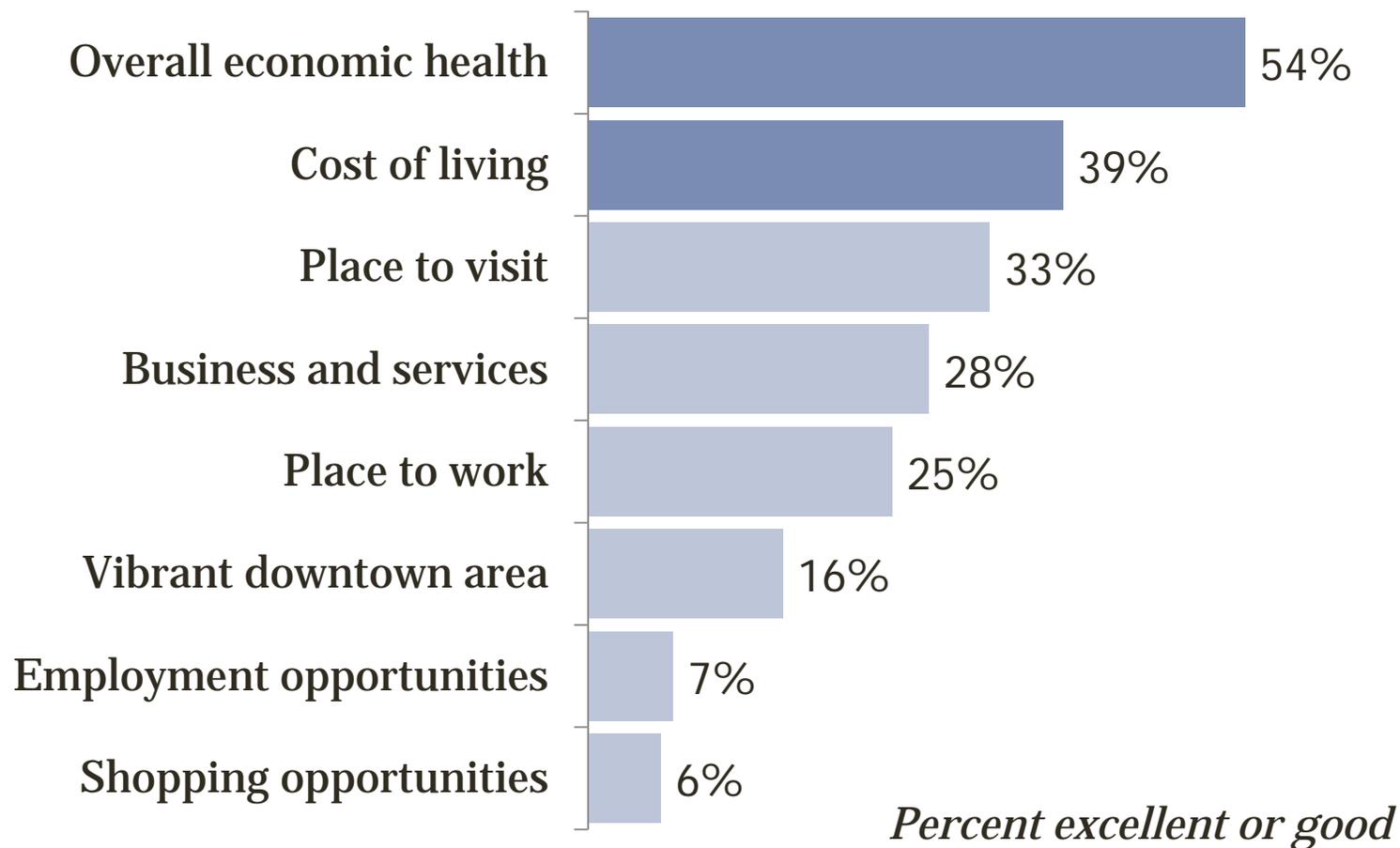
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Key
Finding
#2

Economy is a top priority



Aspects of Economy



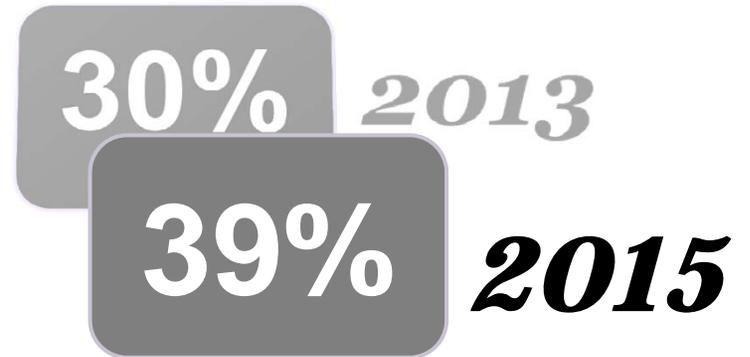
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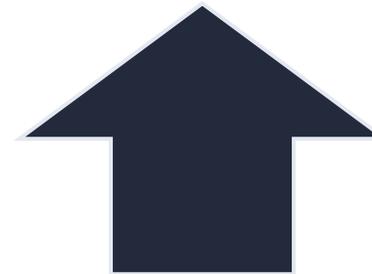
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Personal Economic Outlook

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



Percent very or somewhat positive



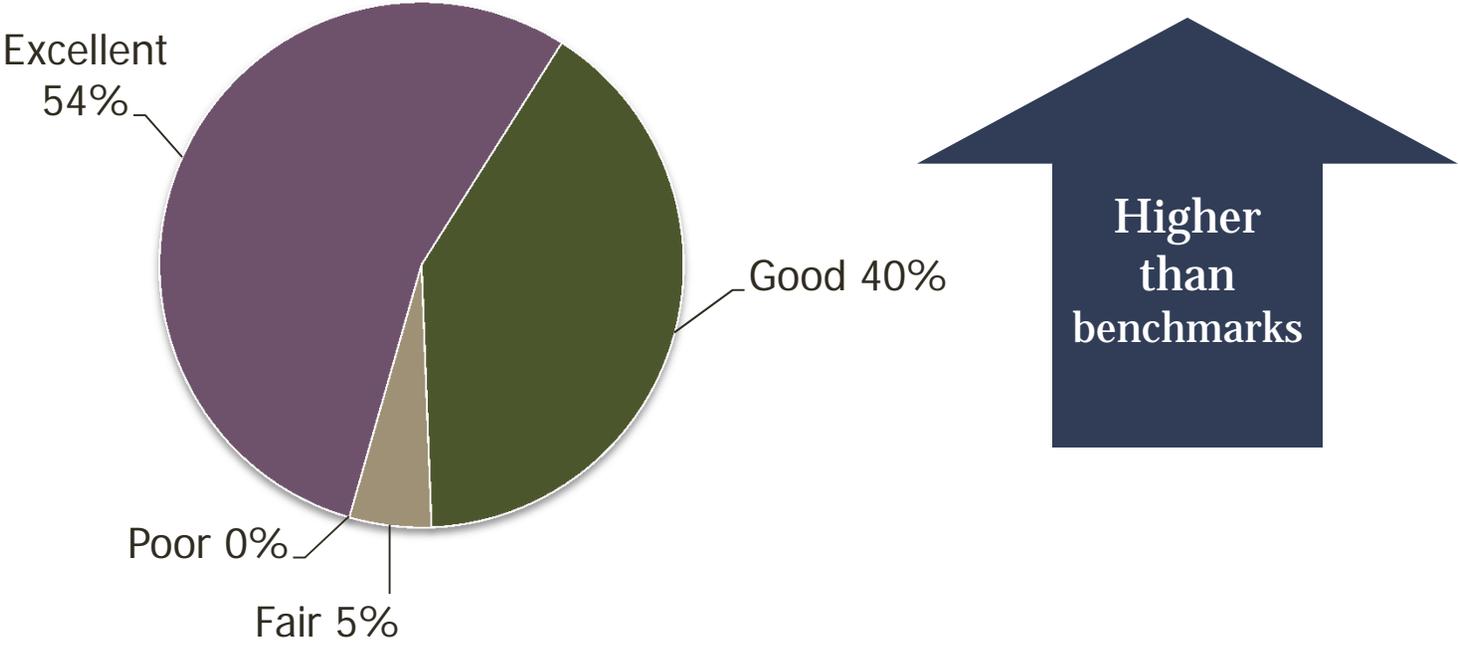
Higher than benchmark comparisons

Key
Finding
#3

**Safety is a top
priority**



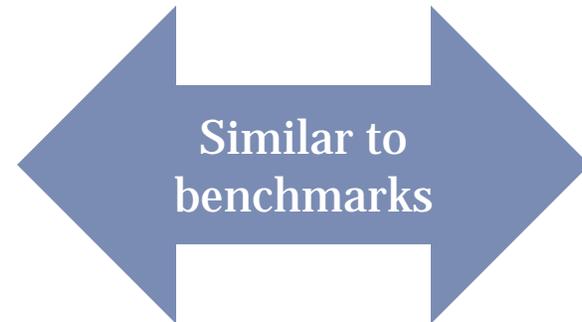
Overall Feeling of Safety



Feelings of Safety

At least **9 in 10**
felt safe:

- in neighborhoods
- in Historic Downtown Erie



Safety Services

Fire

EMS

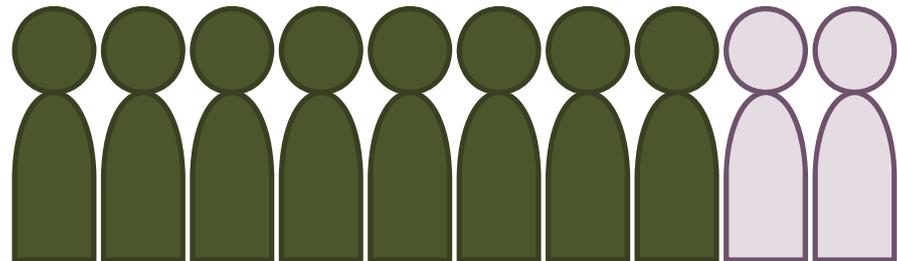
Police

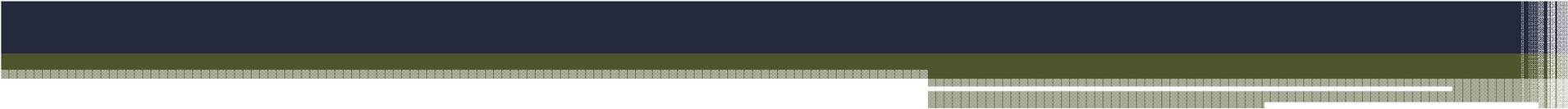
Crime prevention

Fire prevention

8 in 10

excellent or good

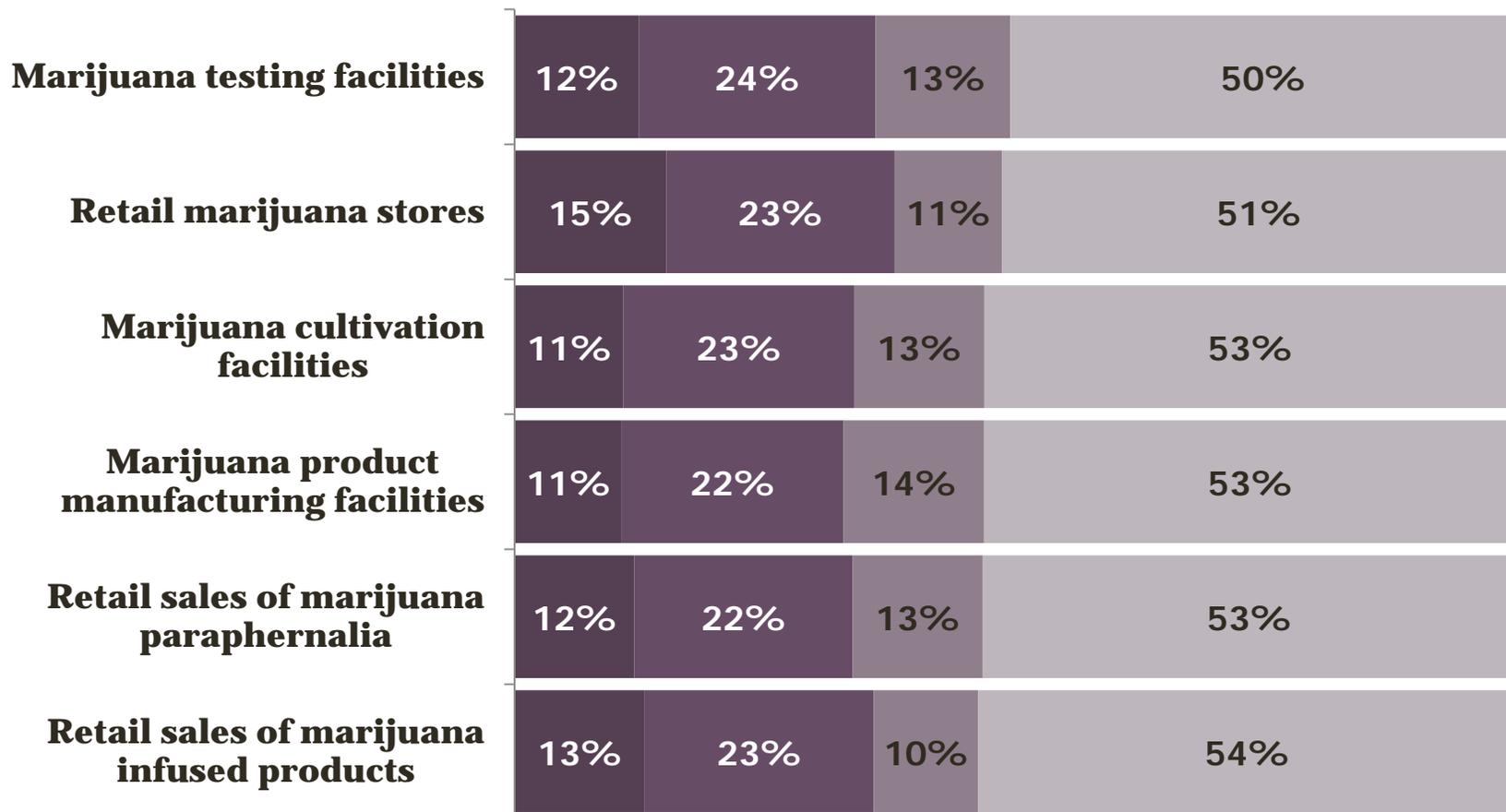




Special Topics

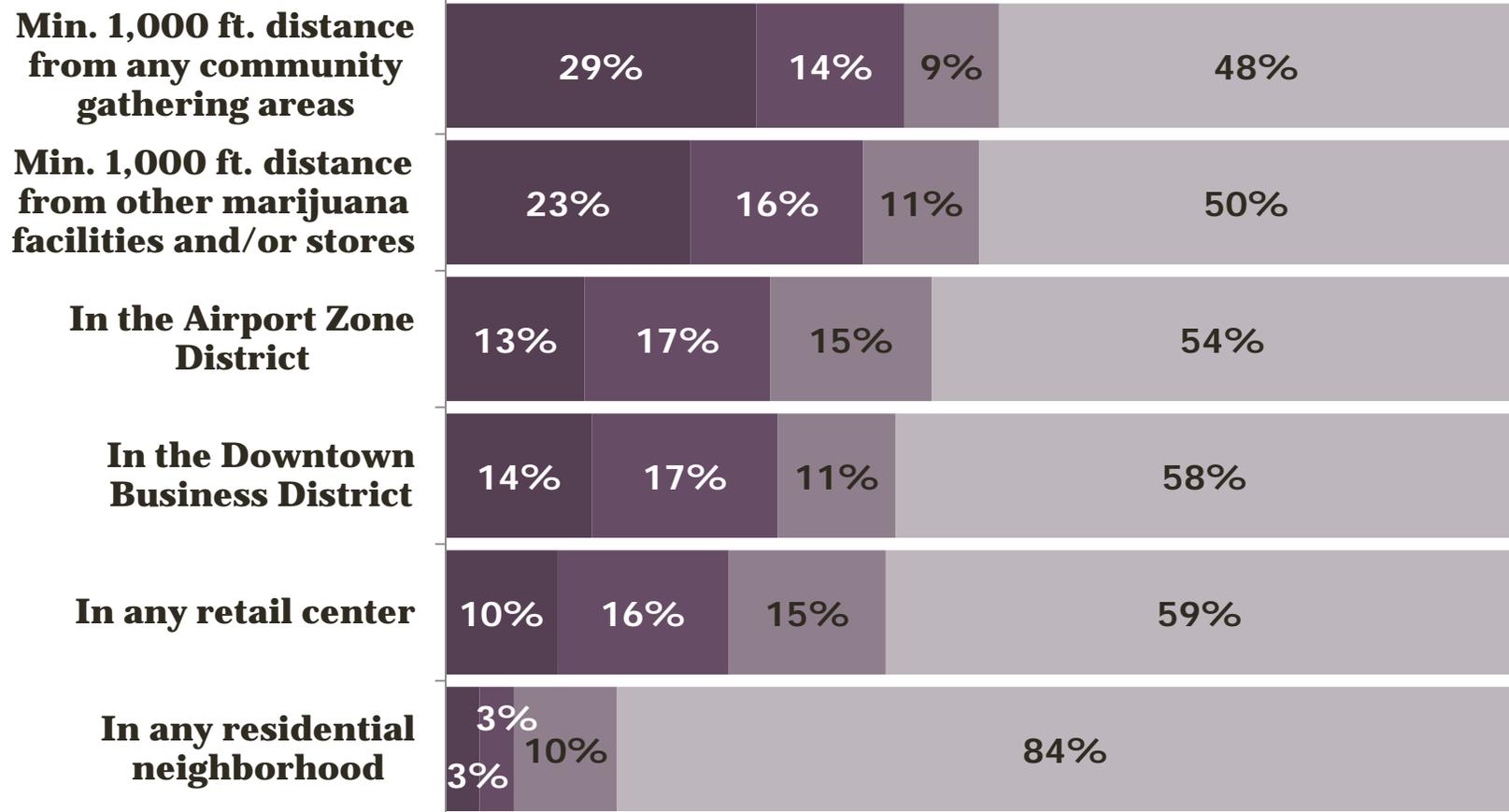
Retail Marijuana Businesses

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose

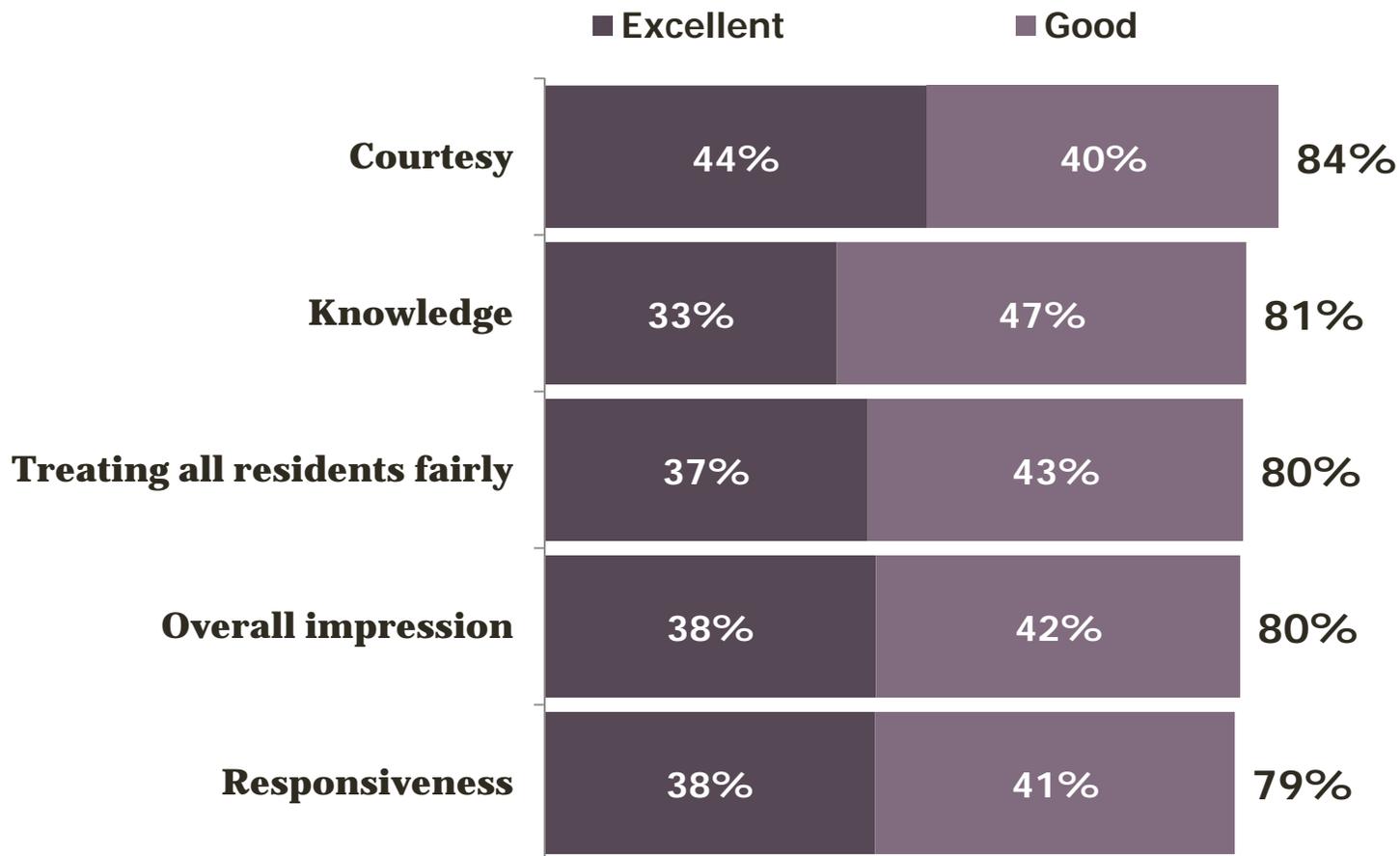


Retail Marijuana Locations

Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose

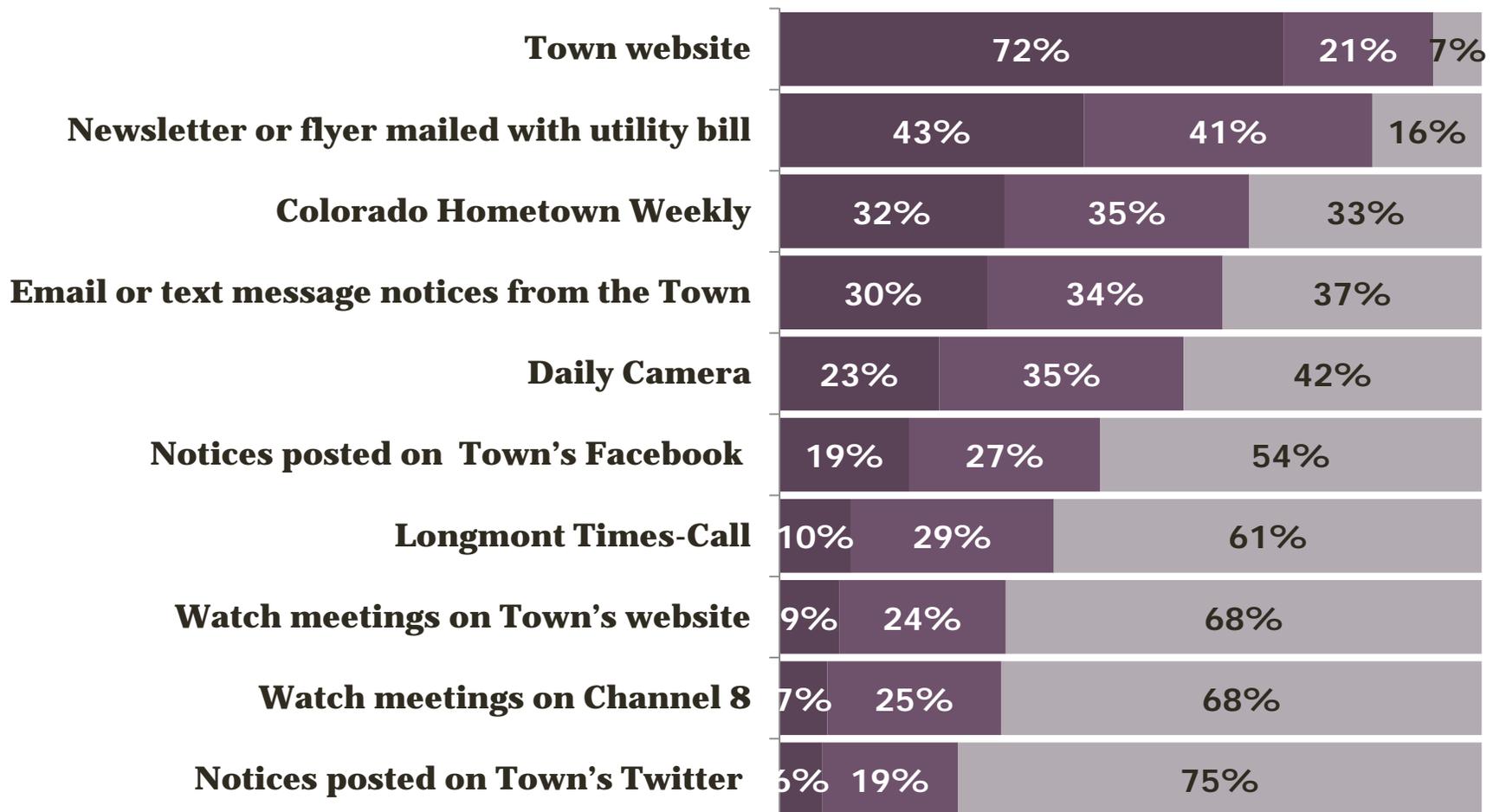


Quality of Contact with Town Employees



Information Sources

■ Major source ■ Minor source ■ Not at all a source



Top Reasons to Live in Erie

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

Location

“Proximity to Boulder, Denver & DIA.”

“Location. Location. Location.”

Cost of living

“Cost of housing.”

“Value for home.”

Small town feel

“Small town charm.”

“Family friendly.”



Conclusions

- Quality of life remains high, with some improvements
- Economy is a top priority, with opportunities for improvement
- Safety is of top importance and ratings are high
- Residents opposed to retail marijuana in Erie



Questions?

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Thank you!

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NRC

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