

CITY OF MONTROSE HOUSEHOLD SURVEY 2011

INTRODUCTION & METHODOLOGY

In July 2011 the City of Montrose mailed 6,550 surveys via utility bills to city residents. Shortly thereafter, the city conducted a follow-up mailing of about 175 and distributed a limited amount (roughly 50) directly at city hall, for a total distribution at about 6,775. Surveys were received until September 9, and then tabulated by city employees and volunteers for this report.

The 2008 Household Survey questionnaire was modified to create the 2011 survey questionnaire. Modifications were made to address capital project priorities, funding priorities, and program/service modifications. The final survey is attached as Appendix A.

Data were analyzed using SofaStats and Excel. The primary statistical procedures used were descriptive statistics, cross tabulations, and significance testing.

Where questions were the same between the 2002, 2004, and 2006 surveys, longitudinal comparisons were made. Tables for those questions will show 2002, 2004, and 2006 results so that decision makers can see changes in respondents' attitudes. No survey was administered in 2010 due to budget constraints.

STATISTICAL ACCURACY

The survey yielded 858 completed questionnaires for a response rate of 12.7%. Using the number of surveys mailed (6,775), the survey yielded a confidence interval of 3.18 at the 95% confidence level. Since these numbers have little meaning to the average reader, a brief explanation of each has been included in this report.

The confidence interval is the plus-or-minus figure often reported in media opinion poll results. For example, if you use the survey's confidence interval of 3.18 and 80 percent of your sample picks an answer, you can be "sure" that if you had asked the question of the entire relevant population between 76.82% (80-3.18) and 83.18% (80+3.18) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population who would pick the answer is between 76.82% and 83.18% (using the example above).

A confidence interval of 5 is usually the accepted norm in opinion-based research; the lower the confidence interval, the better. The confidence interval of this research, 3.18, was exceptionally low and indicates a very high degree of accuracy.

HISTORICAL BENCHMARKING

Household surveys have been administered in 2002, 2004, 2006, 2008, and 2011. The surveys that were administered in 2002 through 2006 were based on a 5 point scale, and much of the analysis was based on the comparison of the means. This gave a good benchmark to compare years. However, the 2008 survey changed this scale to a 4 point scale to more accurately benchmark with other communities across the nation. While this approach also works, it alters the ability to compare means year over year. To reconcile this, the 2008 survey ignored the 5th point on the scale (typically the Strongly Disagree) response, and then compared with prior years based on percentages of respondents. In other words, instead of comparing means, the 2008 survey gave a percentage of respondents that answered a certain way (in some cases this was between “Somewhat Important” to “Most Important;” in other cases it was between “Very Important” and “Most Important;” and still in others it was just the “Most Important” response).

Apparently, this approach was used to help benchmark using the National Research Center’s database of comparable survey results. Since the full database of survey results from previous surveys was not available for this report, we attempted to standardize all responses from the pre-2008 surveys to the 4 point approach, utilizing a percentage most often consisting of the top two responses as a “positive” response and the bottom two responses as a “negative” response. Unfortunately, this approach strongly skews the statistics and nullifies the ability to benchmark. While NRC reconciled the 4 point and 5 point scales by tabulating both Neutral and Somewhat Disagree responses as positive responses, we cannot justify this approach. Therefore, it was decided that benchmarking would be done using only the 2008 survey.

SURVEY HIGHLIGHTS

What do we value most in our community? The top three aspects to quality of life in Montrose are: Medical Services, Family and Climate. These responses are similar to the 2008 survey. These results are beneficial for organizations such Montrose Association of Commerce and Tourism and Montrose Economic Development Corporation as they determine how best to market to tourists, businesses, and potential citizens.

What problems in our community concern us most? Given the current economic situation, it’s no surprise that the top three problems in Montrose are lack of job opportunities, low-paying jobs and high cost of living. These results translate into a formula for action when juxtaposed with the response to the question about whether residents believe that “the city effectively supports economic development and business growth.” Only 60% agreed or strongly agreed with that statement, down from 75% in 2008. In response, the city has arranged routine economic development summits with all of its economic partners in Montrose. These summits are designed to provide a unified and consistent approach to economic development, which will allow for greater cooperation among each entity that both eliminates overlaps and fills gaps. The city is also working on the creation of a revolving loan fund which may be used for façade improvements, property rehabilitations, and other business improvements.

Do residents feel included in city issues and decision-making? A strong majority (90%) of city residents are satisfied with the opportunities that are available to participate in community activities, while only 70% agree or strongly agree that “all Montrose citizens have an equal opportunity to participate in the community decision-making process,” down just slightly from 2008. Satisfaction with city government’s responsiveness to citizen concerns and input was lower yet with only 50% agreeing or

strongly agreeing that the city is responsive. This set of results indicates that residents view the city's communication efforts as adequate but that there is a need to improve citizen involvement in the decision-making process.

What do citizens' opinion of the city's information situation? When it comes to the amount of information received about city activities, 83% of respondents were either satisfied or very satisfied. Information sources were a mixed bag with city water/sewer bills, public meetings and newspaper topping the list. Interestingly, all but one information source (water/sewer bills) saw a significant decline in the number of respondents who view them as either "most important" or "very important." This result indicates a shift to reliance on an increasingly diverse pool of information resources in Montrose. City staff is continuing to expand and improve the tools it uses to deliver information to the public. The city's public, education and government channel, Channel10, now includes live video of City Council meetings. Live and on-demand videos are also available online in the Video Center at cityofmontrose.org/video.

What impression does the community have of city employees? City management was pleased to see the overwhelmingly positive response to the question about customer interaction with city staff. Of the 66% of respondents who have had an in-person contact with a city employee within the last 12 months, 94% were either satisfied or very satisfied with employee courteousness and with helpfulness and overall impression. Timeliness in providing service, while still showing excellent performance, was rated slightly lower (89%) indicating a potential need for further improvement. Each customer service category improved two to three percent from the 2008 survey.

How do residents rate city services? Of the 20 key city services that were surveyed, 14 had a satisfaction rating of 84% or higher. All but two categories (code enforcement and sidewalk maintenance) received a higher satisfaction rating than in the 2008 Household Survey. The most improved categories were Police and Snow Removal. Code enforcement, the service that received the lowest rating (48% dissatisfied or very dissatisfied), was the subject of numerous written comments. While weed abatement issues have multiplied dramatically due to the bloom of foreclosed and/or vacant properties, there is a need to improve our response to the problem. These results provide a basis for continuing what we're doing well and making improvement where satisfaction isn't as high as we would like it to be.

Are residents satisfied with the city's extended work hours? When the city began a pilot program for extending business hours (Monday through Thursday, 7 a.m. to 6 p.m.) public satisfaction was identified as the primary factor in deciding whether to continue the schedule on a permanent basis. In view of the decidedly positive response to the new schedule, city will move to make the schedule permanent. Information about any additional schedule adjustments, particularly in sanitation services, has yet to be decided.

What priorities are being placed on capital improvements? While there is strong agreement that there is a need to address the community's capital improvement needs, opinions vary about how to fund them. The city's 2011 Montrose Improvement Team survey indicated that a dedicated capital improvement sales tax was the preferred funding method, but the Household Survey results show that 47% of residents are very likely or somewhat likely to vote in favor of such a tax and 46% are unlikely or very unlikely to vote in favor. Residents were also asked to rate the importance of 17 major capital improvement projects that could be funded through a dedicated sales tax. These projects are listed later in the order of their survey ranking from highest to lowest. Results from these questions will be

included in the city's 2012-2016 Capital Improvement Plan, which is the city's guiding document for prioritizing and funding capital projects.

SURVEY RESPONSES

The following tables will represent the frequency distributions given as a percentage in each column. An overall rank was added and then responses were sorted by rank. Rankings were based by "Very Satisfied" to "Satisfied." The second table for each question represents the 2008 benchmarking data. Responses that cannot be benchmarked are listed with N/A.

City of Montrose 2011 Household 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. Your responses are anonymous and will be reported in group form only. Thank you.

These results shown on this survey are independent of the “don't know” response. In other words, all of these statistics rely on a 4-point scale for accuracy. All of the non-ranked numbers are percentages.

Quality of Life

1. In your opinion, how important, if at all, is each of the following aspects of quality of life in Montrose? **Ranked by Most Important to Very Important**

	Most Important	Very Important	Somewhat Important	Not at all Important	Rank
Overall quality of life	50	44	5	1	1
Medical services	42	46	11	1	2
Family	46	37	12	5	3
Climate	24	51	23	2	4
Sense of community	18	56	24	3	5
Beauty	20	53	24	3	6
Schools	30	41	18	12	7
Geographic location	19	45	30	5	8
Job location	20	41	25	15	9
Housing availability	13	46	29	12	10
Access to affordable quality housing	17	42	28	13	11
Population of city	8	39	43	9	12
Other, specify _____					

Comparison of Survey Results

	2011	2008
Overall quality of life	97	N/A
Medical services	88	87
Family	83	82
Climate	75	68
Sense of community	74	74
Beauty	73	71
Schools	71	75
Geographic location	64	63
Job location	61	62
Housing availability	59	68
Access to affordable quality housing	59	70
Population of city	47	64

Comparison of Rankings

	2011	2008	2006	2004	2002
Overall quality of life	1	N/A	1	1	1
Medical services	2	1	5	4	5
Family	3	2	8	8	8
Climate	4	7	2	2	2
Sense of community	5	4	7	7	7
Beauty	6	5	3	3	3
Schools	7	3	11	11	11
Geographic location	8	10	6	6	6
Job location	9	11	10	10	9
Housing availability	10	8	9	9	10
Access to affordable quality housing	11	6	N/A	N/A	N/A
Population of city	12	9	4	5	4

*Rankings for 2002 through 2006 are based on the mean. "Size of city" changed to "Population of city" in 2008.

Quality of Service

2. Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose. **Ranked by Very Satisfied to Satisfied**

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Rank
Sewer services	27	70	2	1	1
Trash collection	38	57	3	1	2
Drinking water	35	60	3	1	3
Appearance of city parks	27	67	4	1	4
Pavilion	32	61	5	2	5
Online services	9	82	7	3	6
Municipal court	16	74	7	3	7
Police services	28	62	7	4	8
Storm water collection system	10	79	10	1	9
Street sweeping	15	73	9	3	10
Curbside recycling	29	58	9	4	11
Crime prevention	11	73	12	4	12
Animal control	12	72	11	5	13
Preservation of natural areas (open space, river corridor and greenbelts)	16	68	13	4	14
Downtown parking	8	69	16	7	15
Enforcement of traffic laws	12	64	15	9	16
Snow removal	9	65	19	7	17
Street maintenance and repair	9	62	22	7	18
Sidewalk maintenance	7	61	22	10	19
Code enforcement (weeds, junk, etc.)	6	46	33	15	20

Comparison of Survey Results

	2011	2008
Sewer services	97	95
Trash collection	95	90
Drinking water	95	92
Appearance of city parks	94	91
Pavilion	93	N/A
Online services	91	N/A
Municipal court	90	87
Police services	90	82
Storm water collection system	89	84
Street sweeping	88	88
Curbside recycling	87	N/A
Crime prevention	84	77
Animal control	84	83
Preservation of natural areas (open space, river corridor and greenbelts)	84	81
Downtown parking	77	77
Enforcement of traffic laws	76	71
Snow removal	74	65
Street maintenance and repair	71	67
Sidewalk maintenance	68	69
Code enforcement (weeds, junk, etc.)	52	56

Comparison of Rankings

	2011	2008	2006	2004	2002
Sewer services	1	1	N/A	N/A	N/A
Trash collection	2	4	4	1	3
Drinking water	3	2	1	3	2
Appearance of city parks	4	3	2	2	N/A
Pavilion	5	N/A	N/A	N/A	N/A
Online services	6	N/A	N/A	N/A	N/A
Municipal court	7	6	N/A	N/A	N/A
Police services	8	9	3	4	4
Storm water collection system	9	7	7	12	12
Street sweeping	10	5	5	6	7
Curbside recycling	11	N/A	N/A	N/A	N/A
Crime prevention	12	10	9	7	6
Animal control	13	8	N/A	N/A	N/A
Preservation of natural areas (open space, river corridor and greenbelts)	14	10	N/A	N/A	N/A

Comparison of Rankings

	2011	2008	2006	2004	2002
Downtown parking	15	11	8	9	11
Enforcement of traffic laws	16	12	11	10	9
Snow removal	17	15	N/A	N/A	N/A
Street maintenance and repair	18	14	12	11	13
Sidewalk maintenance	19	13	N/A	N/A	N/A
Code enforcement (weeds, junk, etc.)	20	16	N/A	N/A	N/A
Weed control	N/A	N/A	13	14	10
Junk/rubbish control	N/A	N/A	14	13	14
Government operation	N/A	N/A	10	8	8
Informed of activities	N/A	N/A	6	5	5

*Rankings for 2002 through 2006 are based on the mean. Weed control and Junk/rubbish control were combined into Code enforcement in 2008. Government operation and Informed of activities were asked as a stand-alone questions beginning in 2008.

Comparison of Categories Excluding Categories Added Since 2004

	2011	2008	2006	2004	2002
Trash collection	1	3	4	1	2
Drinking water	2	1	1	3	1
Appearance of city parks	3	2	2	2	N/A
Police services	4	6	3	4	3
Storm water collection system	5	5	6	10	8
Street sweeping	6	4	5	5	5
Crime prevention	7	7	8	6	4
Downtown parking	8	8	7	7	7
Enforcement of traffic laws	9	9	9	8	6
Street maintenance and repair	10	10	10	9	9
Code enforcement (weeds, junk, etc.)	11	11	N/A	N/A	N/A

*Rankings for 2002 through 2006 are based on the mean. Weed control and Junk/rubbish control were combined into Code enforcement in 2008, however both categories finished at the bottom of the rankings each year, with the exception of 2002 where weed control received a higher ranking than storm water collection, street maintenance and downtown parking.

Community Involvement

3. Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Rank
The number of opportunities available to participate in community activities	13	77	8	2	1
The new extended business hours at city facilities, Monday through Thursday, 7 a.m. to 6 p.m.	14	74	8	5	2
The amount of information you receive about city activities	10	73	14	3	3

Comparison of Survey Results

	2011	2008
The number of opportunities available to participate in community activities	90	86
The new extended business hours at city facilities, Monday through Thursday, 7 a.m. to 6 p.m.	88	N/A
The amount of information you receive about city activities	83	81

Very satisfied and Satisfied combined responses

4. Please indicate the extent to which you agree or disagree with each of the following statements.

	Strongly agree	Agree	Disagree	Strongly disagree	Rank
Overall, I am satisfied with living in Montrose today	33	60	6	1	1
All Montrose citizens have an equal opportunity to participate in the community decision-making process	13	57	24	6	2
The City effectively supports economic development and business growth	7	53	27	14	3
I support using general fund dollars to subsidize the Black Canyon Golf Course	13	37	25	25	4

Comparison of Survey Results

	2011	2008
Overall, I am satisfied with living in Montrose today	93	92
All Montrose citizens have an equal opportunity to participate in the community decision-making process	70	71
The City effectively supports economic development and business growth	60	75
I support using general fund dollars to subsidize the Black Canyon Golf Course	50	N/A

Very satisfied and Satisfied combined responses

Community Issues

5. To what degree, if at all, are each of the following a problem in Montrose. **Ranked by Moderate problem to Major problem**

	Not a problem	Minor problem	Moderate problem	Major problem	Rank
Lack of job opportunities	2	6	28	64	1
Low-paying jobs	3	10	29	58	2
High cost of living	9	26	39	26	3
Traffic congestion	12	24	37	28	4
Youth delinquency	5	31	47	17	5
Crime	8	41	42	9	6
Lack of sense of community	36	34	23	7	7
Overall appearance of city	48	34	15	3	8

Comparison of Survey Results

	2011	2008
Lack of job opportunities	92	79
Low-paying jobs	87	86
High cost of living	65	72
Traffic congestion	65	69
Youth delinquency	64	63
Crime	51	53
Lack of sense of community	30	23
Overall appearance of city	18	16

Comparison of Rankings

	2011	2008	2006	2004	2002
Lack of job opportunities	1	2	4	4	3
Low-paying jobs	2	1	1	1	1
High cost of living	3	3	1	1	1
Traffic congestion	4	4	2	2	4
Youth delinquency	5	5	5	6	5
Crime	6	6	6	7	8
Lack of sense of community	7	9	9	9	7
Overall appearance of city	8	10	8	8	6
Too much growth	N/A	8	3	3	2

*Rankings for 2002 through 2006 are based on the mean. Cost of living and Low paying jobs were combined in 2002, 2004 and 2006 and were separated into High cost of living and low-paying jobs in the 2008 survey. Job opportunities was changed to Lack of job opportunities in 2008.

6. Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.

18 Strongly agree 72 Agree 6 Disagree 1 Strongly disagree 3 Don't know

Comparison of Survey Results

2011	2008
90	88

7. Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community. **Ranked by Very satisfied to Satisfied**

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Rank
Services to seniors	22	72	5	1	1
Services to children ages 0-11	8	72	16	4	2
Services to youth ages 12-18	7	50	32	11	3

Comparison of Survey Results

	2011	2008
Services to seniors	94	90
Services to children ages 0-11	80	N/A
Services to youth ages 12-18	57	N/A

Communication with Citizens

8. Have you had telephone or in-person contact with a City of Montrose employee within the last 12 months?

66 Yes (go to question #9) 44 No (skip to question #10)

9. What was your impression of the employee of the City of Montrose in your most recent contact? (Rate each characteristic below.)

Ranked by Very satisfied to Satisfied

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Rank
Courteousness	50	44	4	2	1
Helpfulness	46	45	6	3	2
Overall impression	44	47	6	3	3
Timeliness in providing service	41	48	7	4	4

Comparison of Survey Results

	2011	2008
Courteousness	94	92
Helpfulness	91	88
Overall impression	91	88
Timeliness in providing service	89	87

10. Please indicate the extent to which you agree or disagree that the city government is responsive to your concerns and input.

5 Strongly agree 45 Agree 18 Disagree 7 Strongly disagree 25 Don't know

Comparison of Survey Results

2011	2008
50	68

11. How frequently, if ever, have you used the City's Web site (www.cityofmontrose.org) in the last 12 months?

1 Daily 2 2-6 times per week 17 Once a month 37 Never
 2 Once a week 7 1-3 times per month 24 At least once a year 11 I don't have Internet Access

Comparison of Survey Results

	2011	2008
Daily	1	1
2-6 times per week	2	2
Once a Week	2	3
1-3 times per month	7	7
Once a month	17	12
At least once a year	24	21
Never	37	46
I don't have Internet Access	11	8

12. Please rate the importance of each of the following sources of city communication. **Ranked by Most Important to Very Important**

	Most Important	Very Important	Somewhat Important	Not at all Important	Rank
Water/Sewer bill	15	51	31	3	1
Public meetings (City Council and/or Planning Commission)	12	52	32	4	2
Newspaper	18	38	29	15	3
City web site (www.cityofmontrose.org)	8	36	44	12	4
City newsletter (The City Beat)	7	35	47	11	5
Radio	7	31	39	23	6
Posted notices	4	26	43	27	7
Live telecast of City Council meetings	6	24	40	30	8
Channel 10	5	24	38	34	9

Comparison of Survey Results

	2011	2008
Water/Sewer bill	66	66
Public meetings (City Council and/or Planning Commission)	64	71
Newspaper	56	62
City web site (www.cityofmontrose.org)	44	49
City newsletter (The City Beat)	42	49
Radio	38	49
Posted notices	30	43
Live telecast of City Council meetings	30	N/A
Channel 10	29	37

Spending Priorities and Funding

13. The Montrose Improvement Team and Traffic Issues Task Force have identified a list of critical capital construction projects that could be funded with a dedicated sales tax. Please help the city prioritize these projects by indicating a level of importance: **Ranked by Most Important to Very Important**

	Most Important	Very important	Somewhat important	Not at all important	Rank
Rio Grande Avenue widening and extension (S. First Street to River Landing/JC Penney)	17	30	34	19	1
East Oak Grove Road widening and missing links (Townsend Avenue to 6800 Road)	18	26	34	22	2
Paving the unpaved city streets	14	30	36	20	3
6700 Road widening and missing links (HWY 50 to Ogden Road)	13	27	36	25	4
Property acquisition in the river corridor	14	23	29	34	5
Hillcrest Road widening and missing links (Miami Road to East Oak Grove Road)	12	22	40	25	6
Woodgate Road extension (Niagara Road to Otter Road)	9	24	37	30	7
Park Avenue resurfacing	9	23	44	23	8
Ogden Road widening (Woodgate Road to 6700 Road)	9	21	40	30	9
Trail connection along the river from W. Main to N. 9 th Street	8	19	40	33	10
Otter Road widening and realignment (Townsend Avenue to Woodgate Road)	6	18	40	37	11
Construction of a new police station	6	17	40	37	12
Sidewalk extension along Townsend from San Juan Avenue to the Airport	6	16	36	41	13
Kayak park on the Uncompahgre River	7	14	27	53	14
Oak Grove Road extension over Sunset Mesa	5	12	32	51	15
Ogden Road extension over Sunset Mesa	4	12	30	54	16
6530 Road widening (San Juan Avenue to Deer Trail Road)	2	10	40	47	17

14. A recent Montrose Improvement Team survey asked residents to prioritize the city's capital improvement priorities and indicate their preferred funding methods. Transportation improvements emerged as the top priority and a dedicated sales tax increase was the most preferred funding alternative. These results are consistent with data from the 2008 Household Survey. Please indicate how likely or unlikely you would be to vote in favor of a future sales tax increase if the resulting revenues were dedicated to capital construction?

15 Very likely 32 Somewhat likely 15 Somewhat unlikely 31 Very unlikely 7 Don't know

Demographics

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.

16. About how long have you lived in Montrose?

	2011	2008	2006	2004	2002
5 years or less	19	33	29.0	26.2	26.6
6-10 years	20	16	15.7	19.3	17.2
11-15 years	13	11	10.6	9.4	11.5
16-20 years	8	8	7.6	8.3	7.3
21 years or more	40	32	37.1	36.9	37.4

17. In which type of housing unit do you live?

	2011	2008	2006	2004	2002
Detached single family home	93	78	N/A	N/A	N/A
Condominium or townhouse	4	8	N/A	N/A	N/A
Apartment	0	14	N/A	N/A	N/A
Mobile home	2	1	N/A	N/A	N/A

18. Do you own or rent your residence?

	2011	2008	2006	2004	2002
Own	93	65	N/A	N/A	N/A
Rent	7	35	N/A	N/A	N/A

19. What is your gender?

	2011	2008	2006	2004	2002
Female	54	54	59	56	58
Male	46	46	41	45	42

20. What most closely resembles your race/ethnicity?

	2011	2008	2006	2004	2002
White/European American/Caucasian	95	90	95	95	N/A
Hispanic/Spanish/Latino	3	N/A	3	2	N/A
Black or African American	0	0	0	0	N/A
Asian or Pacific Islander	0	1	N/A	N/A	N/A
American Indian, Eskimo or Aleut	1	3	N/A	N/A	N/A

21. Which category contains your age?

	2011	2008	2006	2004	2002
18-24	0	4	N/A	N/A	N/A
25-34	5	22	N/A	N/A	N/A
35-44	7	16	N/A	N/A	N/A
45-54	13	19	N/A	N/A	N/A
55-64	26	13	N/A	N/A	N/A
65-74	27	14	N/A	N/A	N/A
75+	21	12	N/A	N/A	N/A

Appendix A

Household Survey Questionnaire

City of Montrose 2011 Household 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. Your responses are anonymous and will be reported in group form only. Thank you.

Quality of Life

1. In your opinion, how important, if at all, is each of the following aspects of quality of life in Montrose?

	Most Important	Very Important	Somewhat Important	Not at all Important	Don't know
Population of city	1	2	3	4	5
Family	1	2	3	4	5
Sense of community	1	2	3	4	5
Job location	1	2	3	4	5
Beauty	1	2	3	4	5
Climate	1	2	3	4	5
Schools	1	2	3	4	5
Housing availability	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Geographic location	1	2	3	4	5
Medical services	1	2	3	4	5
Overall quality of life	1	2	3	4	5
Other, specify _____	1	2	3	4	5

Quality of Service

2. Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't know
Street maintenance and repair	1	2	3	4	5
Street sweeping	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Police services	1	2	3	4	5
Enforcement of traffic laws	1	2	3	4	5
Crime prevention	1	2	3	4	5
Appearance of city parks	1	2	3	4	5
Trash collection	1	2	3	4	5
Sewer services	1	2	3	4	5
Pavilion	1	2	3	4	5
Code enforcement (weeds, junk, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Preservation of natural areas (open space, river corridor and greenbelts)	1	2	3	4	5
Storm water collection system	1	2	3	4	5
Drinking water	1	2	3	4	5
Municipal court	1	2	3	4	5

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't know
Online services	1	2	3	4	5
Downtown parking	1	2	3	4	5
Curbside recycling	1	2	3	4	5

Community Involvement

3. Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know
The amount of information you receive about city activities	1	2	3	4	5
The new extended business hours at city facilities, Monday through Thursday, 7 a.m. to 6 p.m.	1	2	3	4	5
The number of opportunities available to participate in community activities	1	2	3	4	5

4. Please indicate the extent to which you agree or disagree with each of the following statements.

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Overall, I am satisfied with living in Montrose today	1	2	3	4	5
All Montrose citizens have an equal opportunity to participate in the community decision-making process	1	2	3	4	5
I support using general fund dollars to subsidize the Black Canyon Golf Course	1	2	3	4	5
The City effectively supports economic development and business growth	1	2	3	4	5

Community Issues

5. To what degree, if at all, are each of the following a problem in Montrose.

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Lack of sense of community	1	2	3	4	5
High cost of living	1	2	3	4	5
Low-paying jobs	1	2	3	4	5
Crime	1	2	3	4	5
Youth delinquency	1	2	3	4	5
Lack of job opportunities	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Overall appearance of city	1	2	3	4	5

6. Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.

- Strongly agree
 Agree
 Disagree
 Strongly disagree
 Don't know

7. Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know
Services to seniors	1	2	3	4	5
Services to children ages 0-11	1	2	3	4	5
Services to youth ages 12-18	1	2	3	4	5

Communication with Citizens

8. Have you had telephone or in-person contact with a City of Montrose employee within the last 12 months?

- Yes (go to question #9) No (skip to question #10)

9. What was your impression of the employee of the City of Montrose in your most recent contact? (Rate each characteristic below.)

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know
Courteousness	1	2	3	4	5
Helpfulness	1	2	3	4	5
Timeliness in providing service	1	2	3	4	5
Overall impression	1	2	3	4	5

10. Please indicate the extent to which you agree or disagree that the city government is responsive to your concerns and input.

- Strongly agree Agree Disagree Strongly disagree Don't know

11. How frequently, if ever, have you used the City's Web site (www.cityofmontrose.org) in the last 12 months?

- Daily 2-6 times per week Once a month Never
 Once a week 1-3 times per month At least once a year I don't have Internet Access

12. Please rate the importance of each of the following sources of city communication.

	Most Important	Very Important	Somewhat Important	Not at all Important	Don't know
City newsletter (The City Beat)	1	2	3	4	5
Public meetings (City Council and/or Planning Commission)	1	2	3	4	5
City web site (www.cityofmontrose.org)	1	2	3	4	5
Water/Sewer bill	1	2	3	4	5
Channel 10	1	2	3	4	5
Newspaper	1	2	3	4	5
Radio	1	2	3	4	5
Posted notices	1	2	3	4	5
Live telecast of City Council meetings	1	2	3	4	5

Spending Priorities and Funding

13. The Montrose Improvement Team and Traffic Issues Task Force have identified a list of critical capital construction projects that could be funded with a dedicated sales tax. Please help the city prioritize these projects by indicating a level of importance:

	Most Important	Very important	Somewhat important	Not at all important	Don't know
Rio Grande Avenue widening and extension (S. First Street to River Landing/JC Penney)	1	2	3	4	5
Woodgate Road extension (Niagara Road to Otter Road)	1	2	3	4	5
6700 Road widening and missing links (HWY 50 to Ogden Road)	1	2	3	4	5
East Oak Grove Road widening and missing links (Townsend Avenue to 6800 Road)	1	2	3	4	5
Park Avenue resurfacing	1	2	3	4	5
Paving the unpaved city streets	1	2	3	4	5
Oak Grove Road extension over Sunset Mesa	1	2	3	4	5
Ogden Road extension over Sunset Mesa	1	2	3	4	5
Hillcrest Road widening and missing links (Miami Road to East Oak Grove Road)	1	2	3	4	5

	Most Important	Very important	Somewhat important	Not at all important	Don't know
6530 Road widening (San Juan Avenue to Deer Trail Road)	1	2	3	4	5
Otter Road widening and realignment (Townsend Avenue to Woodgate Road)	1	2	3	4	5
Ogden Road widening (Woodgate Road to 6700 Road)	1	2	3	4	5
Property acquisition in the river corridor	1	2	3	4	5
Kayak park on the Uncompahgre River	1	2	3	4	5
Construction of a new police station	1	2	3	4	5
Trail connection along the river from W. Main to N. 9 th Street	1	2	3	4	5
Sidewalk extension along Townsend from San Juan Avenue to the Airport	1	2	3	4	5

14. A recent Montrose Improvement Team survey asked residents to prioritize the city's capital improvement priorities and indicate their preferred funding methods. Transportation improvements emerged as the top priority and a dedicated sales tax increase was the most preferred funding alternative. These results are consistent with data from the 2008 Household Survey. Please indicate how likely or unlikely you would be to vote in favor of a future sales tax increase if the resulting revenues were dedicated to capital construction?

- Very likely
 Somewhat likely
 Somewhat unlikely
 Very unlikely
 Don't know

Additional Comments

15. If you have any additional comments or concerns, please write them on the lines provided below.

Demographics

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.

16. About how long have you lived in Montrose?

- 5 years or less
 6-10 years
 11-15 years
 16-20 years
 21 years or more

17. In which type of housing unit do you live?

- Detached single family home
 Condominium or townhouse
 Apartment
 Mobile home

18. Do you own or rent your residence?

- Own Rent

19. What is your gender?

- Female Male

20. What most closely resembles your race/ethnicity?

- White/European American/Caucasian
 Hispanic/Spanish/Latino
 Black or African American
 Asian or Pacific Islander
 American Indian, Eskimo or Aleut
 Other _____

21. Which category contains your age?

- 18-24 55-64
 25-34 65-74
 35-44 75+
 45-54

Suggestions for improvement in city government: _____

Thank you very much!

Please return the completed questionnaire with your utility bill payment or place it in the utility payment drop box at City Hall (433 South First Street). Completed surveys should be returned no later than **Friday, August 26, 2011**.