

City of Montrose 2016 Community Survey

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Findings Report

Submitted to the City of Montrose, Colorado by:

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September 2016





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City of Montrose 2016 Community Survey Report

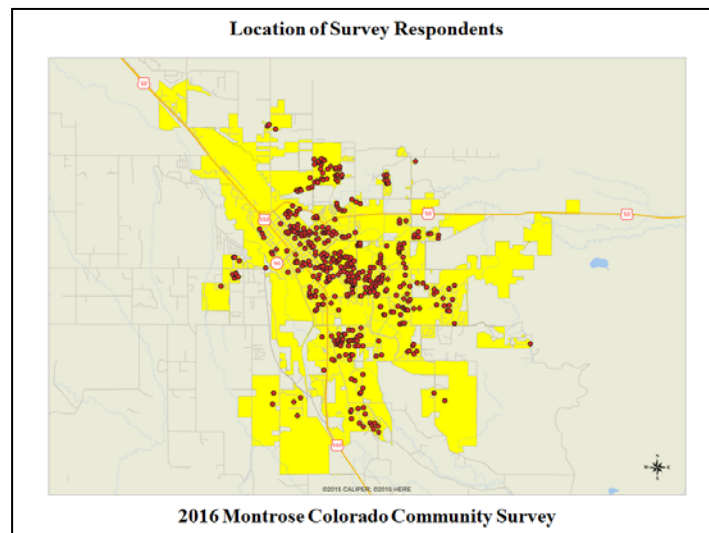
Overview and Methodology

Overview. During the summer of 2016, ETC Institute administered a survey to residents living in the City of Montrose. The purpose of the survey is to gather input to gauge how Montrose is performing compared to other communities around the region and nation. The data will provide valuable information about citizen satisfaction and help city leadership better plan, prioritize, and improve services and programs. Resident input will help influence decisions that will be made about the future of Montrose, ensuring the city takes a resident-driven approach.

Methodology. A seven-page survey was mailed to a random sample of households in the City of Montrose. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. Approximately 10 days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail were given the option of completing it by phone or online at MontroseCommunitySurvey.org.

The goal was to receive at least 400 completed surveys. This goal was accomplished, with a total of 534 households completing a survey. The results for the random sample of 534 households have a 95% level of confidence with a precision of at least $\pm 4.24\%$.

In order to understand how well services are being delivered in different areas of the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of respondents to the resident survey based on the location of their home. Responses were representative of the geographic, demographic, and socioeconomic characteristics of the City of Montrose.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of City services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- benchmarking analysis comparing Montrose results to national results (Section 2)
- importance-satisfaction analysis (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)
- Appendix A contains GIS Maps
- Appendix B contains cross tabular data of specific questions

Major Findings

Below is a brief summary of the major findings from the City’s Community Survey. The findings below are not all inclusive, Section 4 contains tabular data for every question on the survey. Appendix A contains GIS Maps which breakdown results geographically, this feature gives City Leaders the unique ability to pinpoint areas of concern pertaining to the condition of streets or traffic flow issues. Appendix B contains cross tabular data of specific survey questions which gives City Leaders the ability to analyze variations in responses based on demographics such as age and gender.

Overall Satisfaction with City Services

- Eighty-two percent (82%) of respondents indicated they were either “very satisfied” (34%) or “satisfied” (48%) with trash, recycling, and yard waste collection. Quality of drinking water (81%), and quality of wastewater services (78%) were the other city services respondents were most satisfied with.
- After respondents rated their satisfaction they were asked to indicate which services they believed should receive the most emphasis over the next two years. Traffic flow and congestion management (70%), condition of city streets (66%), and quality of

economic development efforts (36%) were the top three services based on the sum of respondent's top four choices.

Perceptions of the Community

- Respondents were asked to indicate their level of satisfaction with items that influence the perceptions of the community. Out of 10 items, the quality of life (82%), the city as a place to live (78%) and the appearance of community parks (73%) received the highest levels of satisfaction among respondents who had an opinion. Job opportunities (15%) received the lowest levels of satisfaction as an item that influences perceptions of the community.

Satisfaction with Public Safety and Law Enforcement Services

- How quickly police respond to emergencies (74%), visibility of police officers (69%), and quality of animal control services (60%) were the three aspects of public safety and law enforcement services that received the highest levels of overall satisfaction. Overall dissatisfaction with public safety and law enforcement services was very low among all seven categories.
- Respondents feel the safest in their neighborhood during the day with 94% of respondents indicating they feel "very safe" (54%) or "safe" (40%) in this situation. Overall feeling of safety in Montrose also received high overall feelings of safety with 80% of respondents feeling either "very safe" (22%) or "safe" (58%). The City of Montrose should evaluate the adequacy of street lighting within the City.

Satisfaction and Emphasis of Code Enforcement

- Respondents were asked to rate their satisfaction with various aspects of code enforcement within the City. Overall, respondents showed mediocre levels of satisfaction with all five aspects of code enforcement. Forty-one percent (41%) of respondents were satisfied with the enforcement of sign regulations, 33% were satisfied with prohibiting vehicles, RV's, and trailers parked on city streets and public areas, and 32% were satisfied with the city's efforts to remove abandoned or inoperable vehicles.
- Due to the overall levels of satisfaction regarding code enforcement services, the City of Montrose should focus on the services that respondents feel should receive the most emphasis. Based on the sum of respondent's top two choices the clean-up of debris and junk on private property (58%) and the mowing and cutting of weeds on private property (39%) should receive the most emphasis over the next two years.

Satisfaction with City Maintenance Services

- Residents were asked to rate their level of satisfaction with various aspects of city maintenance. The aspects of city maintenance with the highest number of residents

indicating they are “very satisfied” or “satisfied” include: the maintenance and appearance of city parks and open spaces (74%), maintenance of city buildings (72%), cleanliness of city streets and public areas (67%), and mowing and trimming along streets and public areas (67%).

- In order to ensure high levels of satisfaction with city maintenance services, the City of Montrose should focus on the areas of city maintenance that respondents selected as one of their top three choices. Based on the sum of respondent’s top three choices, the items that respondents feel should receive the most emphasis over the next two years include: maintenance of city streets (53%), snow removal on city streets (35%), and the maintenance of sidewalks in Montrose (31%). Furthermore, the maintenance of city streets received the highest ranking on the Importance-Satisfaction analysis, additional analysis of these results can be found in Section 3.

Improvements to the Community’s Park System

- Respondents were asked to indicate which improvements they would like to see in the community’s park system. From a list of 23 potential improvements, the most selected were: restroom improvements (46%), walking and biking trail improvements (35%), shade structure improvements (33%), trash removal improvements (32%), and public WiFi improvements (32%). Restrooms, walking and biking trails, and public WiFi were the top three improvements respondents believe should receive the most emphasis over the next five years based on a sum of the respondent’s top three choices.

Satisfaction with Transportation

- The safety and ease of travel by car were the top two aspects of transportation that received the highest levels of “very satisfied” and “satisfied” responses. Ease of pedestrian travel and availability of sidewalks also saw high levels of satisfaction among respondents. Overall, respondents were less than satisfied with transportation issues in Montrose. Less than a third of respondents were either “very satisfied” or “satisfied” with the safety of travel by bicycle, the availability of bike lanes, and safety of pedestrian crossings on Townsend Avenue. The availability of paved walking and biking trails that are off-street also saw lower rates of satisfaction compared to the various aspects of car travel within the city. The City of Montrose should explore the feasibility of improvements which directly relate to the safety of bicyclists and the expansion of bike lanes throughout the city in order to boost satisfaction in these areas.
- A point of emphasis for the city is the improvement of transportation corridors to reduce traffic congestion. Respondents were asked to indicate which roadways they believe would be most valuable in addressing current and future traffic flow issues. Based on the sum of respondent’s top three choices, the streets that should receive the most emphasis over the next five years include: Main Street (Townsend Avenue to San Juan Avenue), Grand/Rio Grande Avenue, Hillcrest Drive, and Niagara Road.

Projects to Beautify the Community

- The City of Montrose sees the importance of making the community more attractive to locals and visitors. Residents were asked to indicate which products they believe would be most beneficial in beautifying the community, Northern gateway (N Townsend), Eastern gateway (Highway 50), and improved public spaces downtown received the highest level of support. Based on the sum of their top three choices, the items respondents feel should receive the most emphasis over the next five years are the same: Northern gateway (N Townsend), Eastern gateway (Highway 50), and improved public spaces downtown.

Customer Service from City Employees

- Less than half (42%) of respondents have called, gone online, or visited the City with a question, problem, or complaint during the past year. Overall, respondents had a more positive experience, compared to national and regional results, when contacting city employees.
- Of those respondents who did contact the City, 80% indicated it was either “very easy” (43%) or “somewhat easy” (37%) to contact the person they needed to reach. This figure compares favorably to the national average of 68% and the Northwest Regional average of 64%.
- Eighty-nine percent (89%) of respondents indicated the employees they have interacted with were courteous and polite compared to 66% nationally and 59% regionally. Seventy-six percent (76%) of respondents indicated the employee did what they said they would do in a timely manner compared to 52% nationally and 57% regionally. Seventy-three percent (73%) of respondents indicated the employee gave prompt, accurate, and complete answers to questions compared to 60% nationally and 53% regionally. And 72% of respondents indicated the employee helped them resolve their issue to their satisfaction compared to 53% nationally and 55% regionally.

Communication and Sources of Information

- Over half (66%) of respondents indicated their primary source of information about city issues, services, and events is the newspaper. Forty percent (40%) indicated their primary source of information is the city newsletter (City Beat), and 37% indicated their primary source of information is the water/sewer bill insert. The most preferred way for respondents to learn about city issues, services, and events is the newspaper, based on the sum of respondents’ top three choices.
- Respondents were asked to indicate their level of satisfaction with aspects of communication regarding the City of Montrose. The three aspects of city communication with which respondents were most satisfied are: the availability of

information about city programs and services, the quality of CityofMontrose.org, and the quality of the city's citizen newsletter.

How the City of Montrose Compares to Other Communities

- Satisfaction ratings for the City of Montrose were rated equal to or above the U.S. average in 29 of the 52 areas that were assessed on the survey. The City of Montrose rated significantly higher than the U.S. average (difference of 5% or more) in 15 of these areas. Section 2 of this report has the full comparisons between the City of Montrose and the U.S. average.
- Satisfaction ratings for the City of Montrose were rated equal to or above the Northwest regional average in 31 of the 52 areas that were assessed on the survey. The City of Montrose rated significantly higher than the Northwest Regional average (difference of 5% or more) in 16 of these areas. Section 2 of this report has the full comparisons between the City of Montrose and the Northwest Regional average.

Cross Tabular Analysis

The purpose of cross tabular data is to give City leaders the ability to identify variations among responses based on age, gender, and other demographics. Much like the GIS Maps, this data can help City leaders allocate their resources appropriately to provide the most for their residents. Below is a brief summary of significant patterns in responses found within the cross tabular data.

Transportation

- Respondents were asked to rate their satisfaction with the ease of travel by car in Montrose. ETC Institute analyzed the results by age group in order to better understand the reason for the reported levels of satisfaction.
- Less than 44% of respondents aged 18-34, 35-44, and 45-54 rated the item as "very satisfied" or "satisfied".
- Fifty-three percent (53%) of respondents who were aged 55-64 and 58% of respondents aged 65 or over were either "very satisfied" or "satisfied".
- The largest discrepancy among these groups were the respondents aged 35-44 (40% were either "very satisfied" or "satisfied") and respondents aged 65 and over (58% were either "very satisfied" or "satisfied").
- The rating of the ease of travel by car in Montrose varies among groups of respondents who are more likely to be commuting to work or school Monday through Friday. Those respondents aged under 55 would be more likely to use a car in Montrose during peak traffic times influencing their satisfaction rating. For respondents who travel at the

typical peak of rush hour traffic, the ease of travel may be negatively influenced. A respondent who travels for leisure among varying hours of the day may have an opinion on the ease of travel which does not take into consideration rush hour peaks.

Communication

- Respondents were asked to rate their level of satisfaction with the City's efforts to keep them informed about local issues. ETC Institute analyzed the results by age group, and contrasted the results with various sources of information.
- Only one group had a majority of their respondents indicate they were "very satisfied" or "satisfied". Fifty-four percent (54%) of respondents aged 65 and older were "very satisfied" or "satisfied" with the City's efforts to keep them informed about local issues.
- Respondents were then asked to indicate their primary source of information about City issues, services, and events. Based on the sum of their top three choices, respondents aged 45 and older all indicated their primary source of information is the City newsletter the City Beat. Respondents aged 18-34 selected social media such as Facebook and Twitter, and respondents aged 35-44 selected the newspaper as their primary source of information.
- To further understand the reasons behind the overall levels of satisfaction respondents were asked to indicate which source of information they most prefer. Contrasting these two responses gives the City an excellent plan of action for future communication strategies.
- There were two sources of information which respondents most preferred. Respondents aged 18-44 indicated they most preferred using social media such as Facebook and Twitter to learn about city issues, services, or events. Respondents aged 45 and older all preferred to learn about city issues, services, or events through the newspaper.
- The lowest overall rating of "very satisfied" and "satisfied" responses came from the 35-44 age group. Based on the sum of their top three choices, their primary source of information is the newspaper, and their preferred source of information is social media such as Facebook and Twitter.
- Analyzing this cross tabular data gives the City of Montrose the unique ability to focus communication efforts directly to those age groups where satisfaction is lowest. This not only improves satisfaction, it also ensures the City is as effective as possible when communicating with residents.

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction over the next two years. To improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis, and all Importance Satisfaction results are provided in the Section 3 of this report.

Overall Priorities for the City by Major Category. This analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Traffic flow and congestion management (IS Rating=0.5530)
- Condition of city streets (IS Rating=0.4752)
- Quality of economic development efforts (IS Rating=0.2340)

The table below shows the importance-satisfaction rating and ranking for all 15 major categories of City services that were rated.

Importance-Satisfaction Rating City of Montrose, Colorado Major Categories of City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS > .20)						
Traffic flow & congestion management	70%	1	21%	15	0.5530	1
Condition of city streets	66%	2	28%	14	0.4752	2
Quality of economic development efforts	36%	3	35%	13	0.2340	3
High Priority (IS .10 - .20)						
Enforcement of city codes & ordinances	22%	5	47%	10	0.1166	4
Medium Priority (IS < .10)						
Quality of tourism/community promotion services	16%	7	51%	8	0.0784	5
Management of stormwater runoff & flood prevention	14%	8	48%	9	0.0728	6
Effectiveness of city communication with public	13%	9	46%	12	0.0702	7
Quality of city parks & open spaces	22%	4	73%	5	0.0594	8
Quality of police services	21%	6	77%	4	0.0483	9
Quality of drinking water	11%	10	81%	2	0.0209	10
Quality of services at the Montrose Pavilion	6%	12	69%	7	0.0186	11
Trash, recycling, & yard waste collection	9%	11	82%	1	0.0162	12
Customer service provided by city employees	4%	13	69%	6	0.0124	13
Quality of municipal court services	2%	15	47%	11	0.0106	14
Quality of wastewater services	2%	14	78%	3	0.0044	15

Priorities for City Code Enforcement. This analysis reviewed the importance of and satisfaction with major categories of City code enforcement services. This analysis was conducted to help set code enforcement priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities for investment over the next two years in order to raise the City's overall satisfaction rating are listed below:

- Clean up of debris and junk on private property (IS Rating=0.4234)
- Mowing and cutting of weeds on private property (IS Rating=0.2769)

A table showing the importance-satisfaction rating and ranking for all 5 code enforcement service categories can be found in Section 3 of this report.

Priorities for City Maintenance. This analysis reviewed the importance of and satisfaction with major categories of City maintenance services. This analysis was conducted to help set maintenance priorities for the City. Based on the results of this analysis, the service that is recommended as the top priority for investment over the next two years in order to raise the City's overall satisfaction rating is listed below:

- Maintenance of city streets (IS Rating=0.3286)

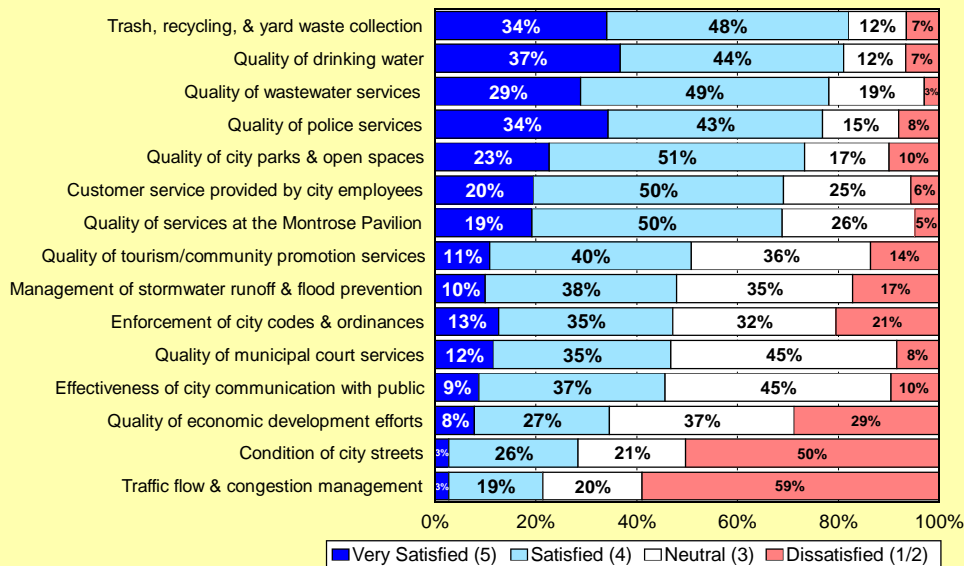
A table showing the importance-satisfaction rating and ranking for all 12 city maintenance service categories can be found in Section 3 of this report.

Section 1:

Charts and Graphs

Q1. Overall Satisfaction with City Services by Major Category

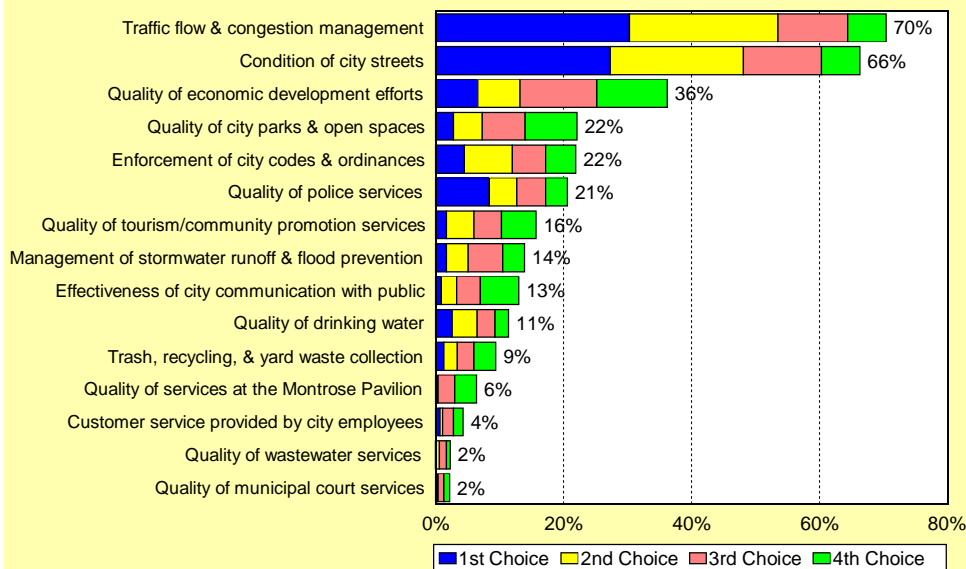
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years

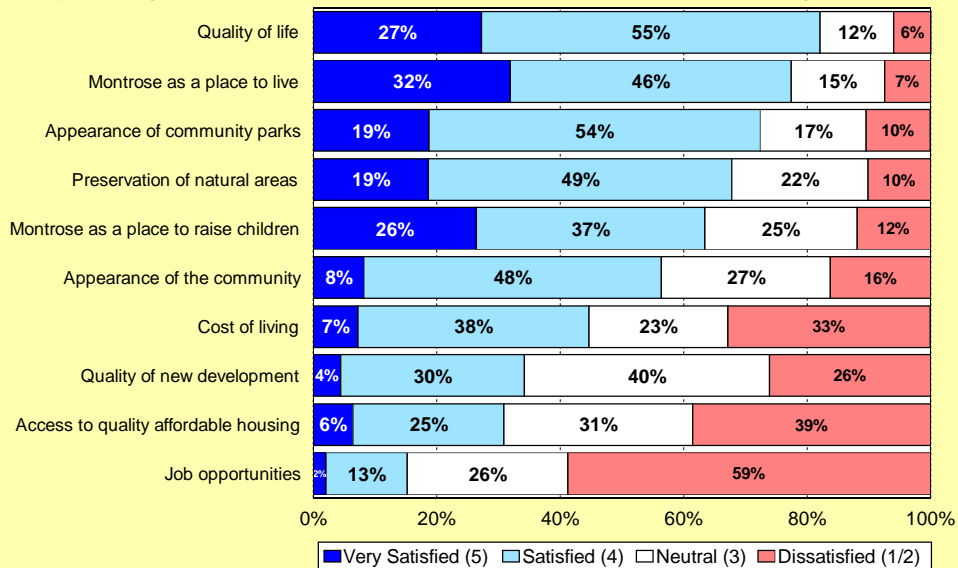
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (2016)

Q3. Satisfaction with Items That Influence Perceptions of the Community

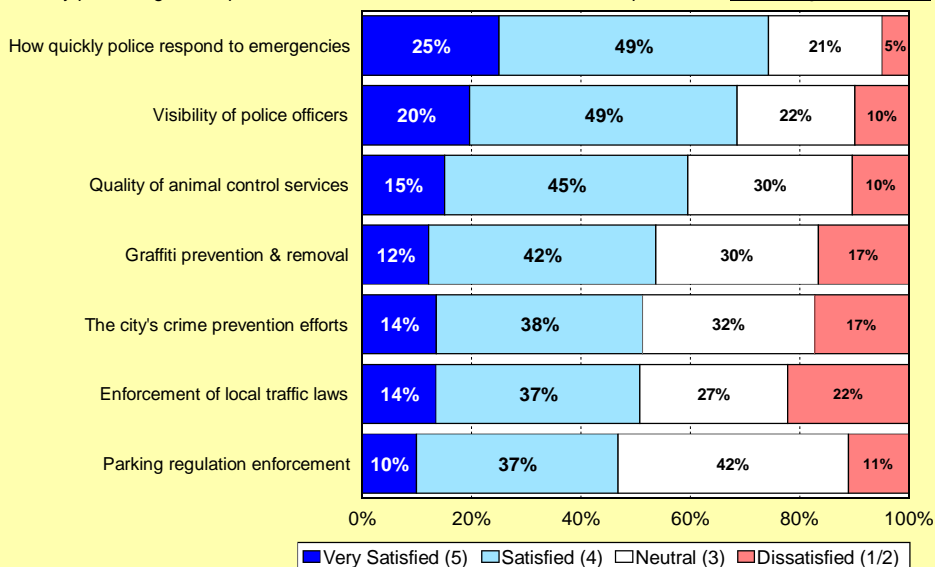
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q4. Satisfaction with Various Aspects of Public Safety & Law Enforcement Services

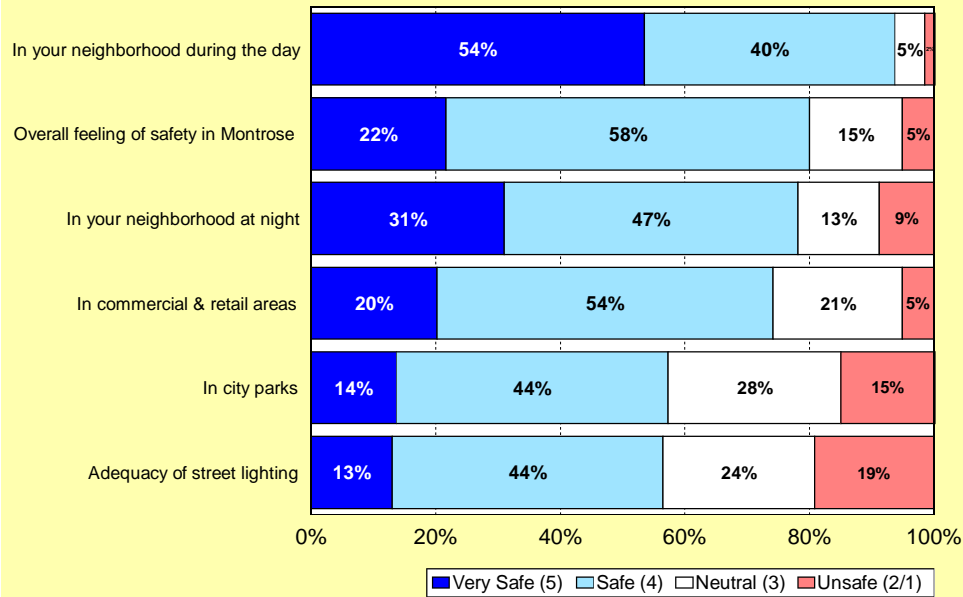
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

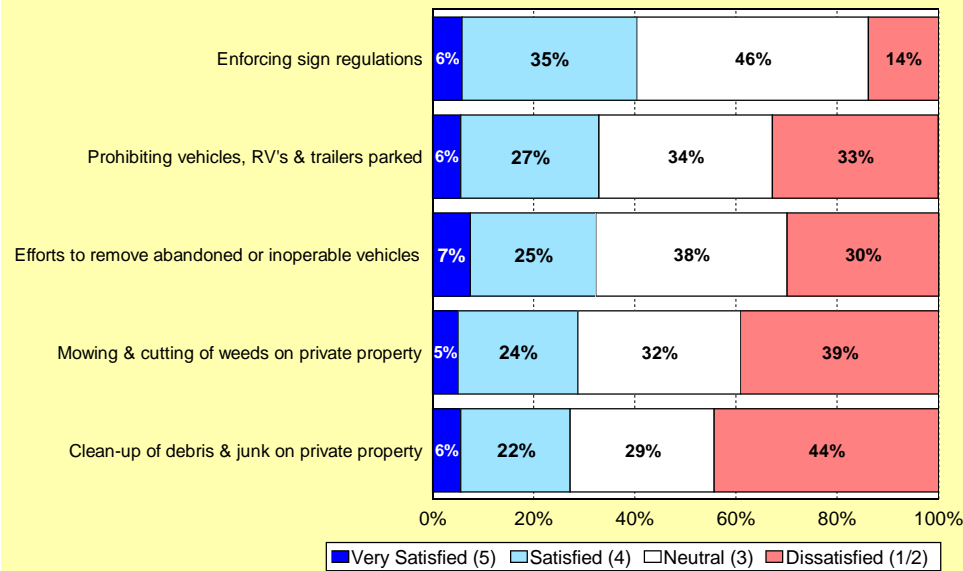
Q5. Perception of Safety in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



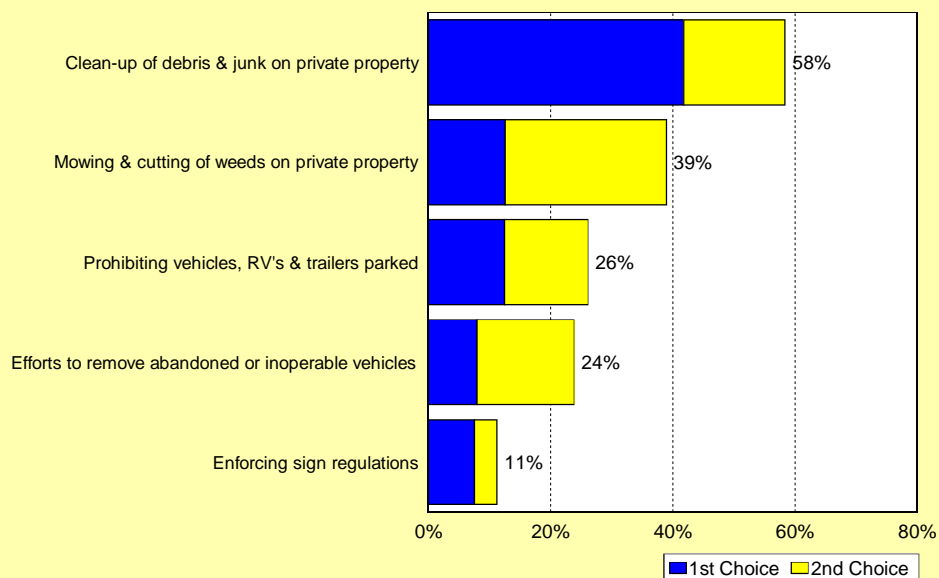
Q6. Satisfaction with Various Aspects of Code Enforcement

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



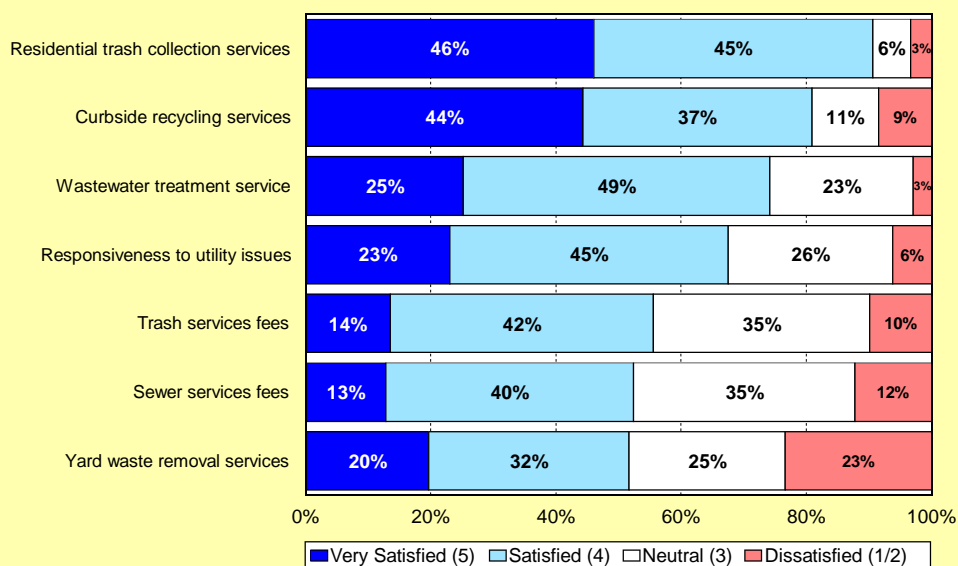
Q7. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top two choices



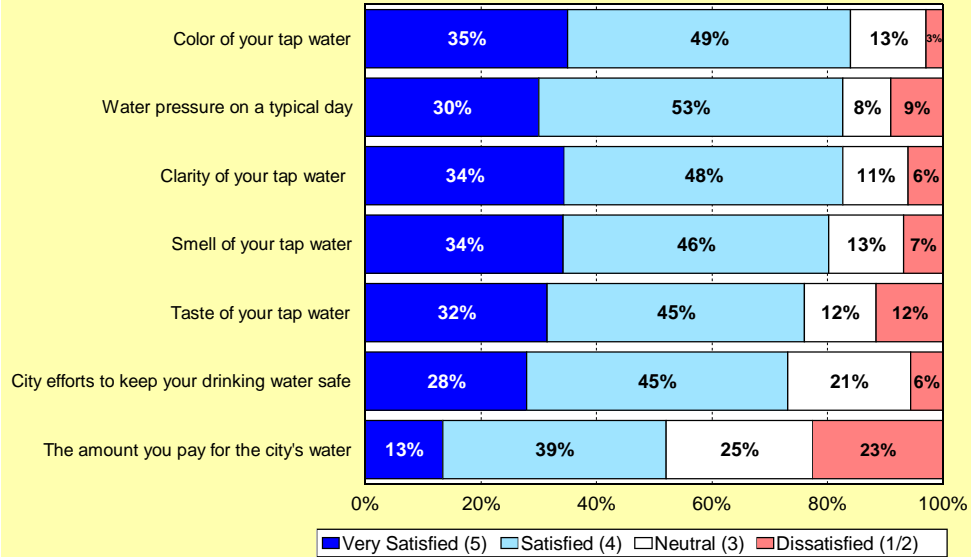
Q8. Satisfaction with Various Aspects of Public Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q9. Satisfaction with Various Aspects of Drinking Water Services

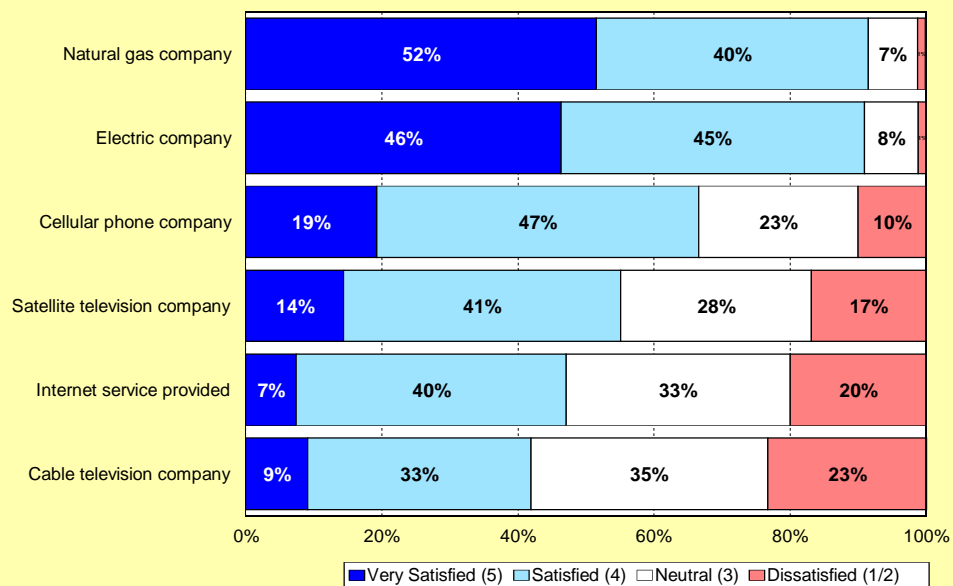
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q10. Reliability of Various Utilities

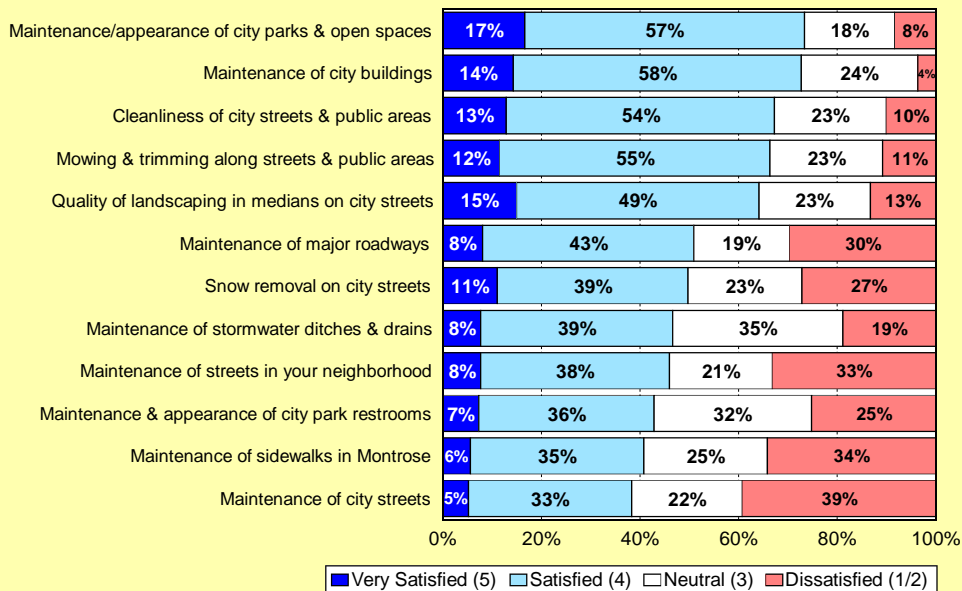
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q11. Satisfaction with Various Aspects of Maintenance

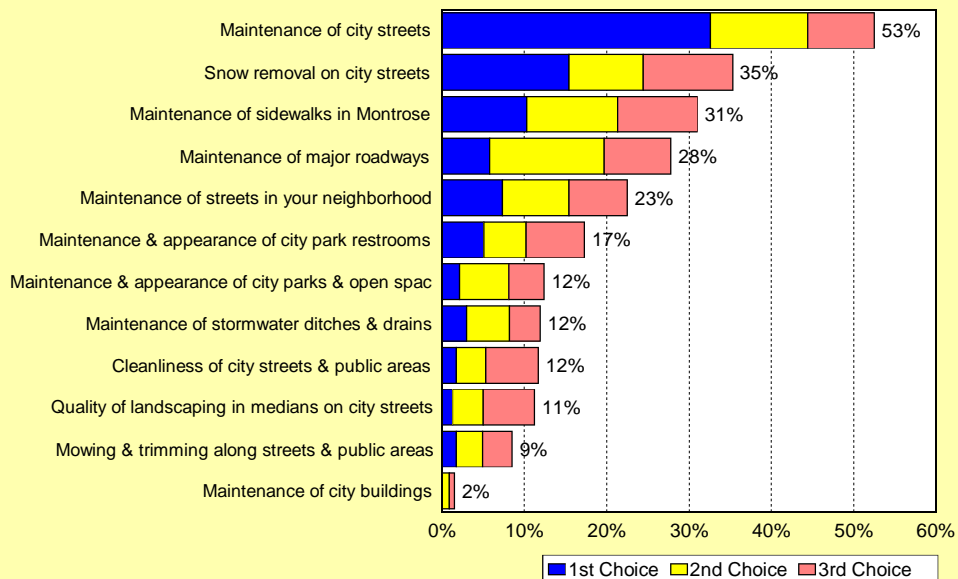
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q12. City Maintenance Services That Should Receive the Most Emphasis Over the Next Two Years

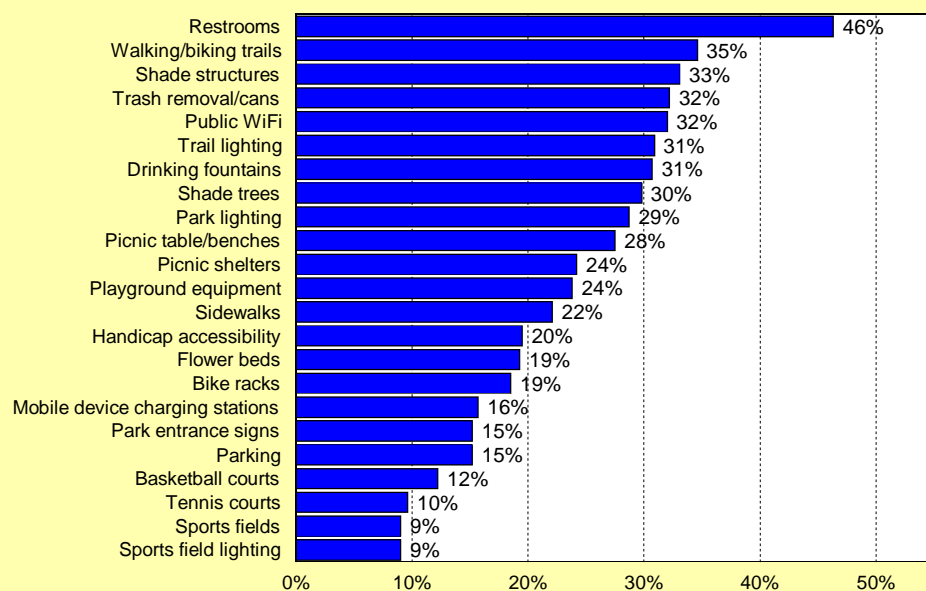
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q13. Improvements Would Like to See in the Community's Park System

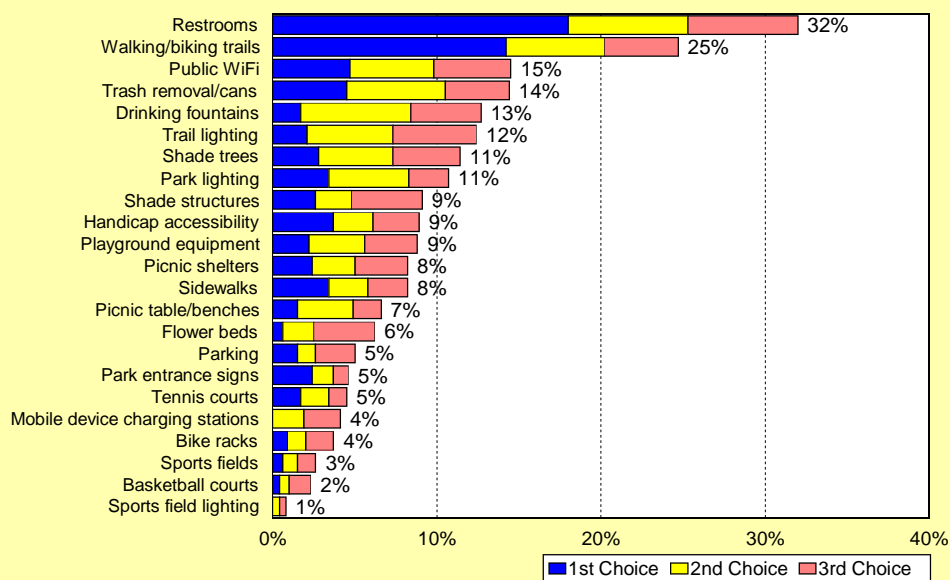
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q14. Improvements That Should Receive the Most Emphasis Over the Next Five Years

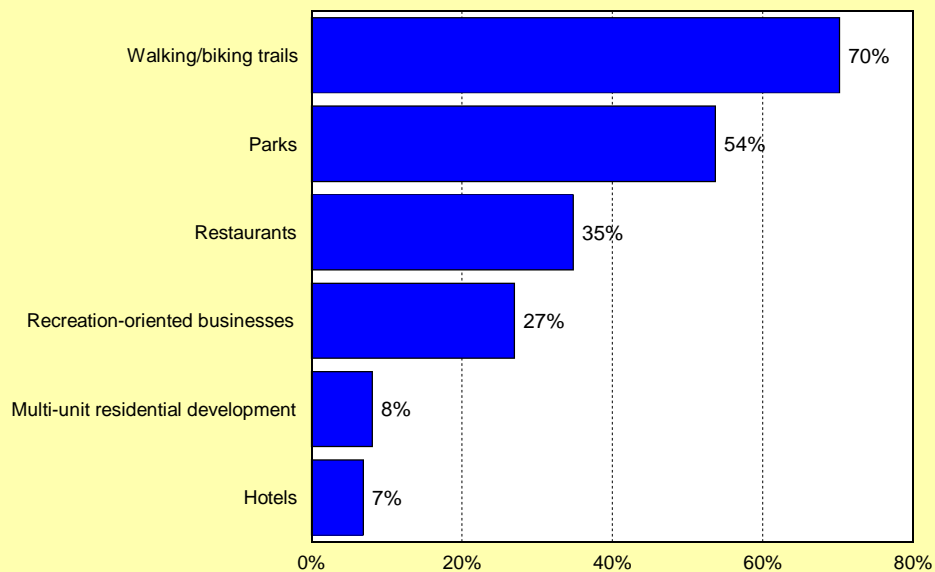
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q15. Amenities or Uses Residents Would Like to See Added Along the Uncompahgre River

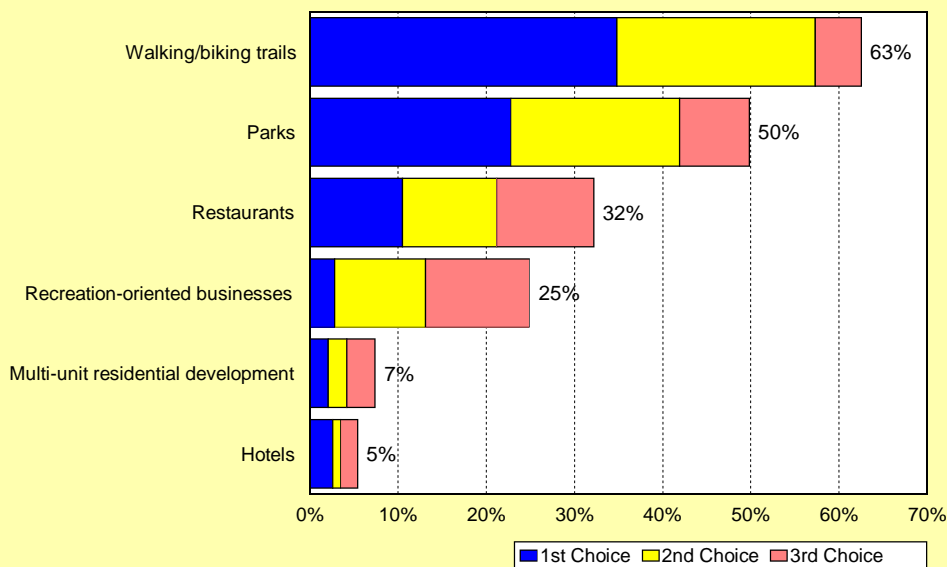
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q16. Amenities or Uses That Should Receive the Most Emphasis Over the Next Five Years

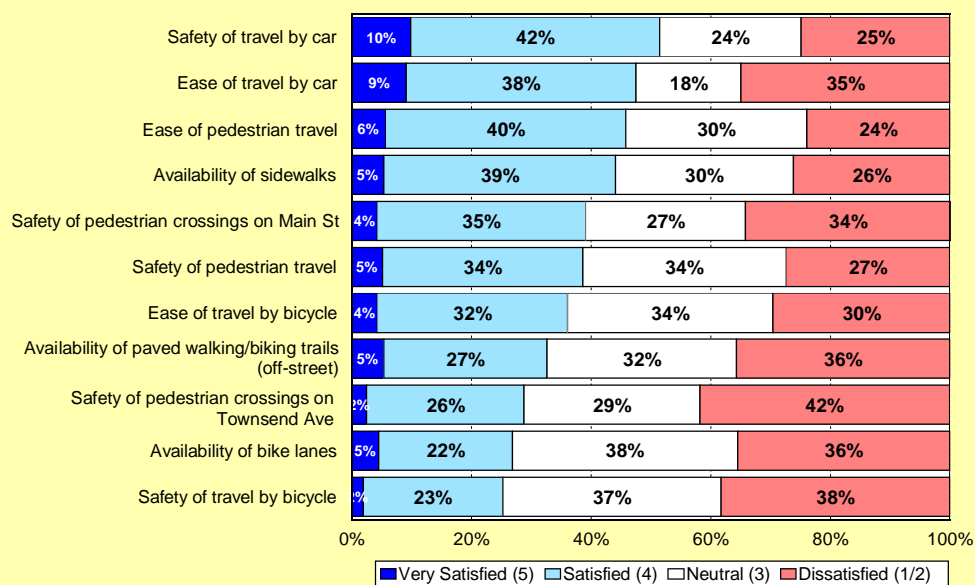
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q17. Satisfaction with Various Aspects of Transportation

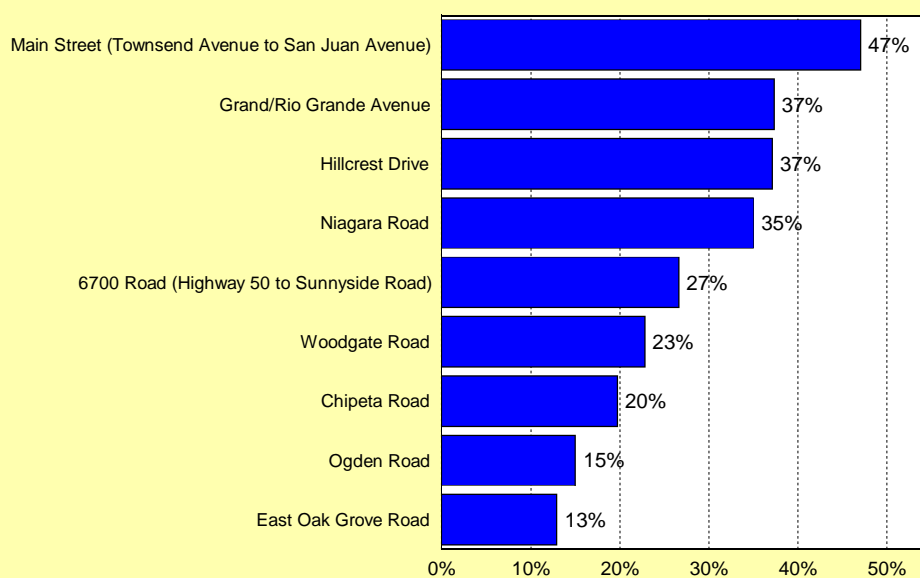
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q18. Roadway Improvements That Residents Feel Would be Most Valuable in Addressing Current and Future Traffic Flow Issues

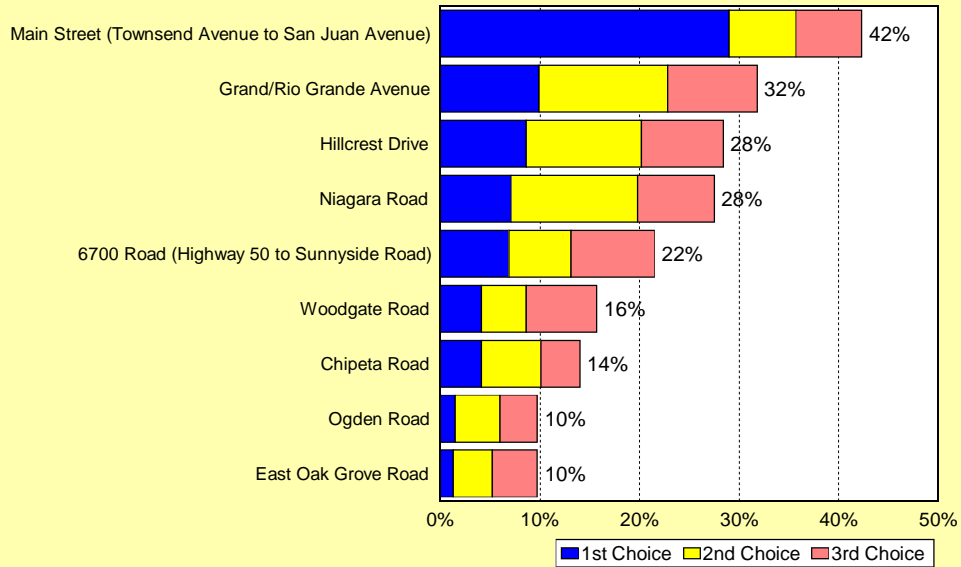
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

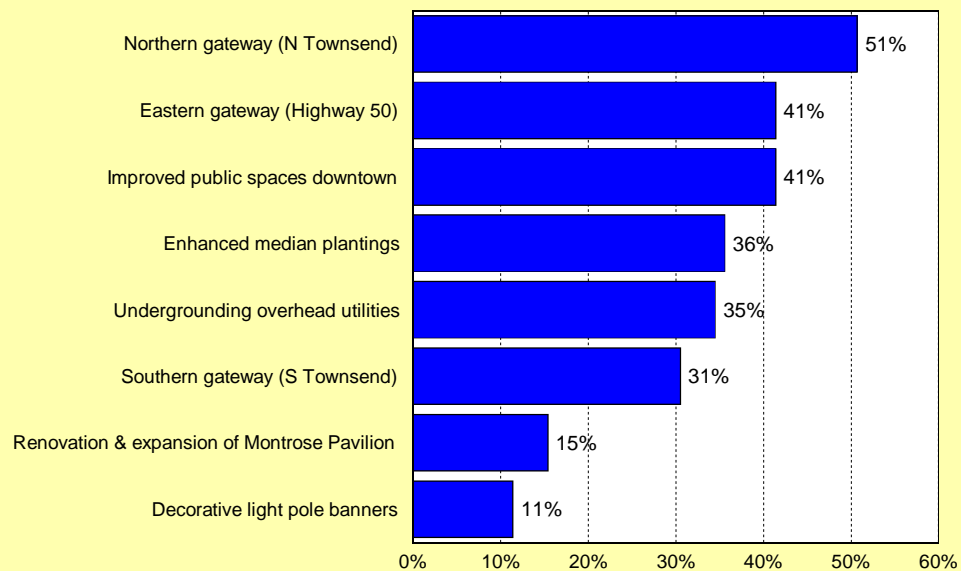
Q19. Streets that Should Receive the Most Emphasis Over the Next Five Years

by percentage of respondents who selected the item as one of their top three choices



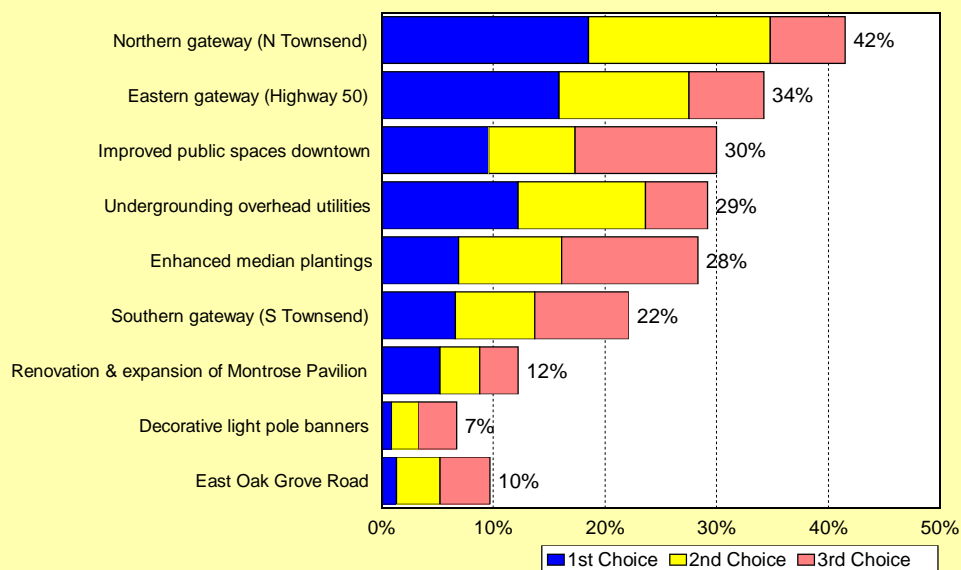
Q20. Projects That Would Be Most Beneficial in Beautifying the Community

by percentage of respondents (multiple choices could be made)



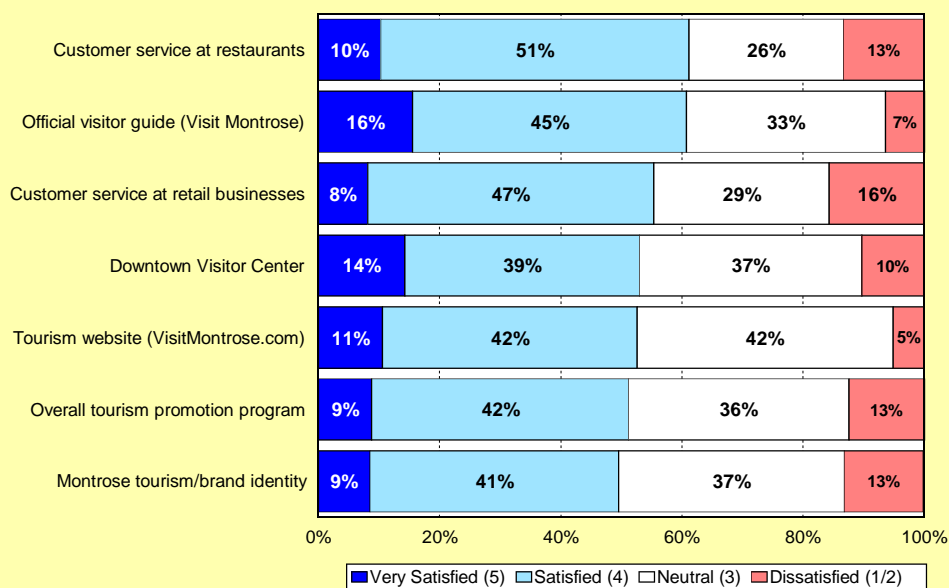
Q21. Improvements that Should Receive the Most Emphasis Over the Next Five Years

by percentage of respondents who selected the item as one of their top three choices



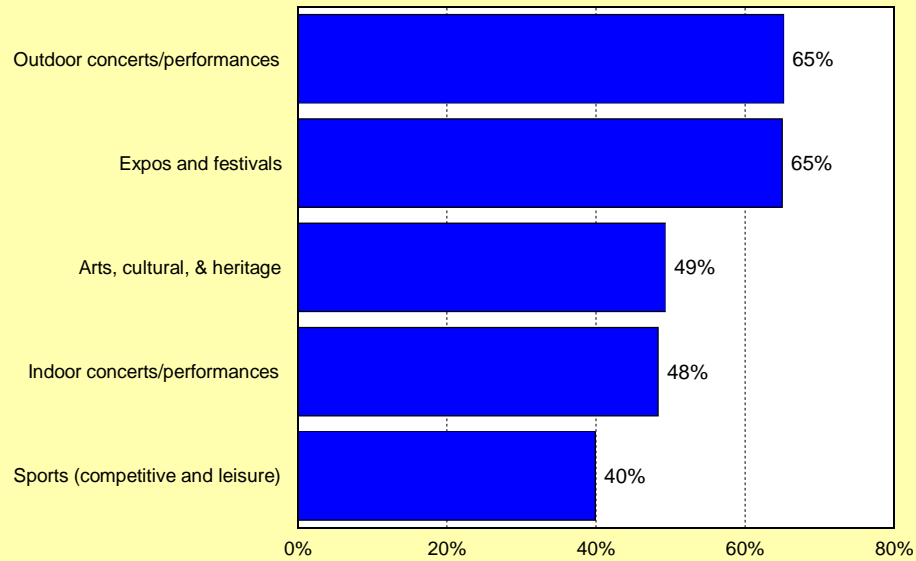
Q22. Satisfaction with Various Aspects of Tourism

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q23. Types of Special Events That Respondent Would Like to See Promoted in the Community

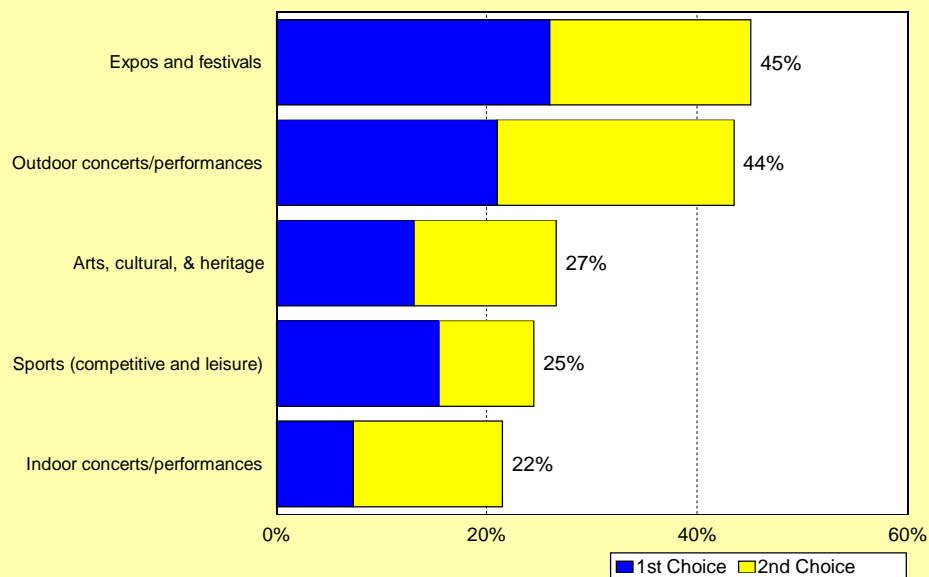
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q24. Event Types that Should Receive the Most Attention from Community Organizations Over the Next Three Years

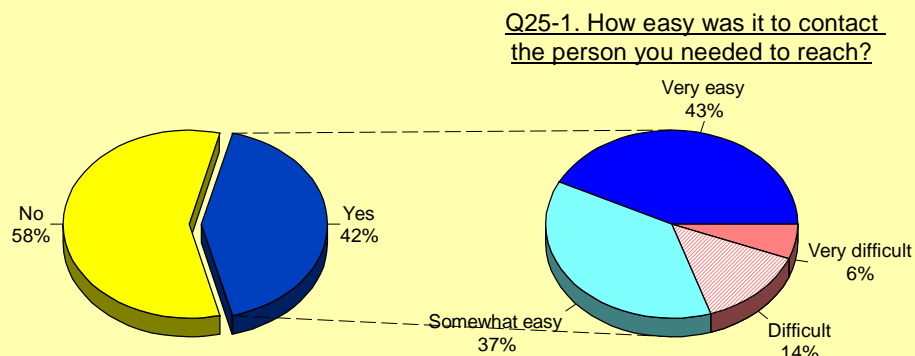
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2016)

Q25. Have You Interacted with (Called, Gone Online, or Visited) the City with a Question, Problem, or Complaint During the Past Year?

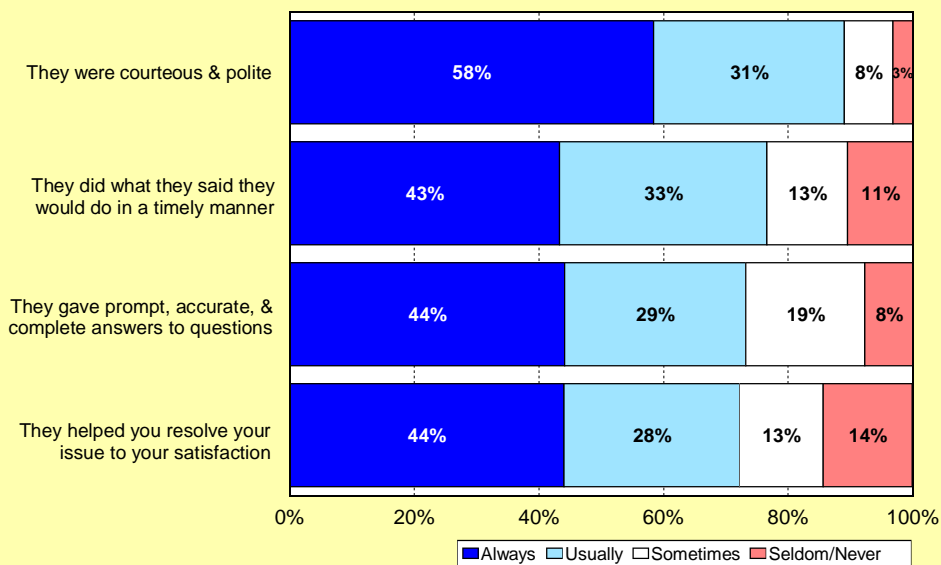
by percentage of respondents



Source: ETC Institute (2016)

Q25-2. How Often the Employees You Have Interacted with During the Past Year Have Displayed the Behavior

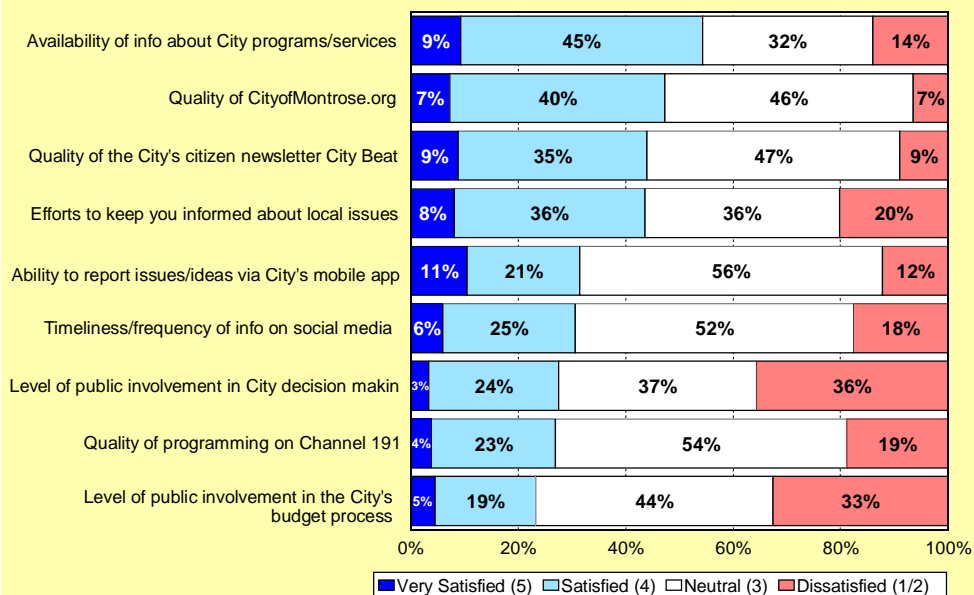
by percentage of respondents who have contacted the City in the past year



Source: ETC Institute (2016)

Q26. Overall Satisfaction with City Communication

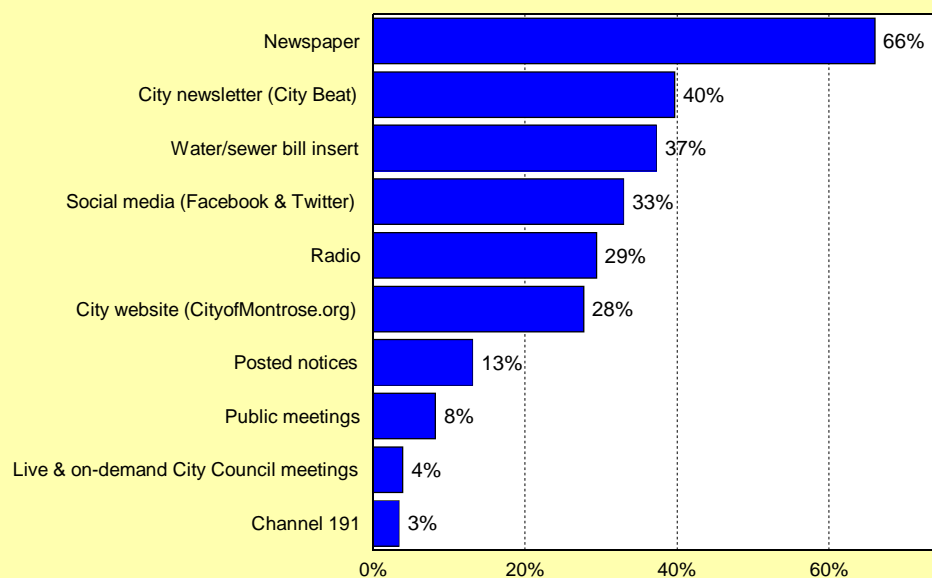
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2016)

Q27. Primary Sources of Information About City Issues, Services, and Events

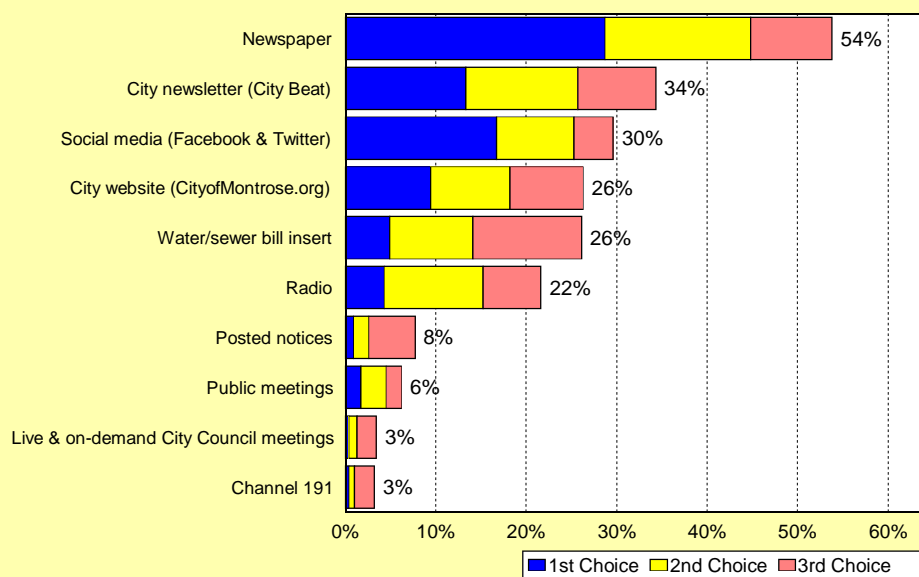
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q28. Sources of Information Are the Most Preferred Ways to Learn About City Issues, Services, and Events

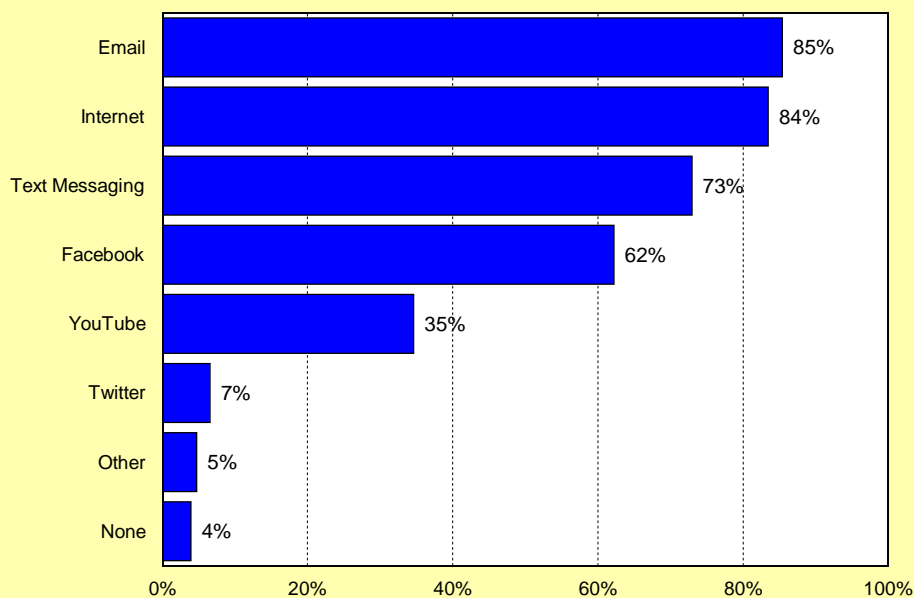
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

Q29. Which of the Following Do You Currently Use

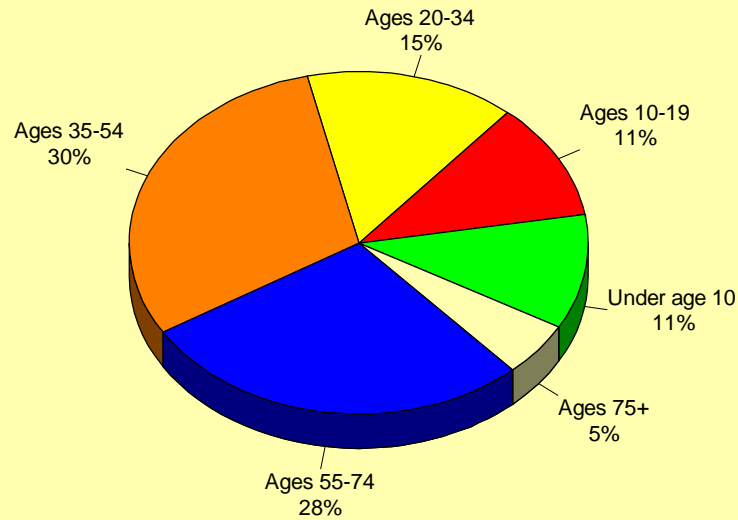
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q30. How Many People (Including Yourself) Are:

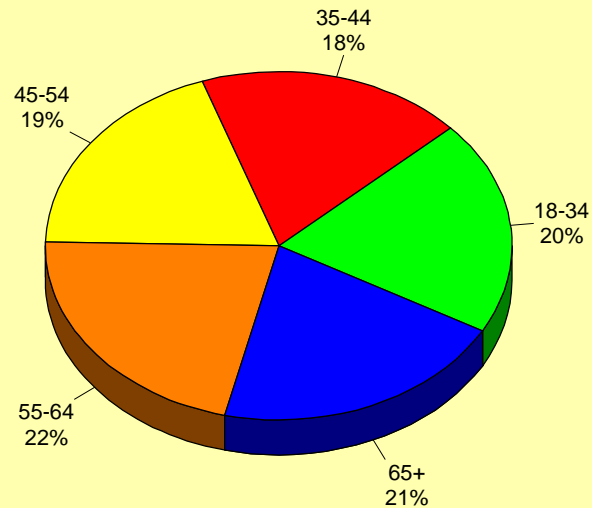
by percentage of respondents



Source: ETC Institute (2016)

Q31. What is Your Age

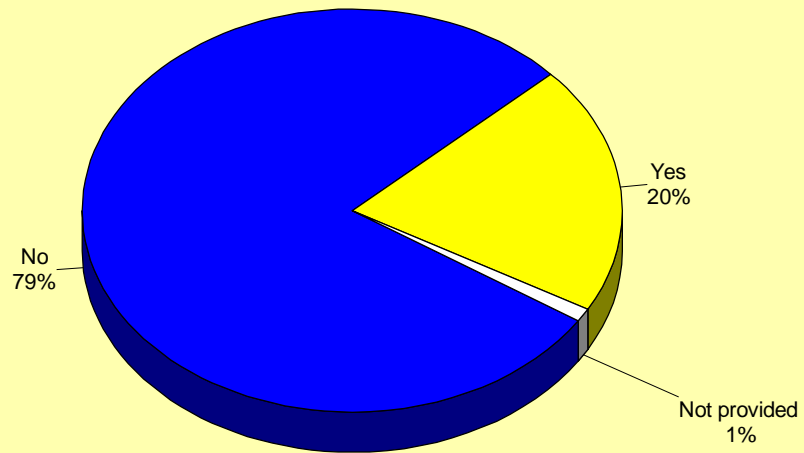
by percentage of respondents



Source: ETC Institute (2016)

Q32. Are You or Other Members of Your Household of Hispanic or Latino Ancestry

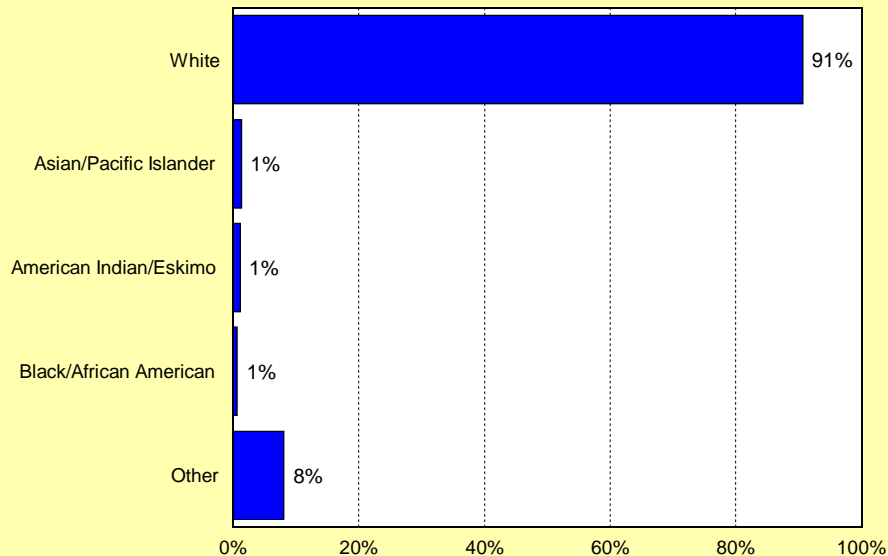
by percentage of respondents



Source: ETC Institute (2016)

Q33. Demographics: Which of the following best describes your race/ethnicity?

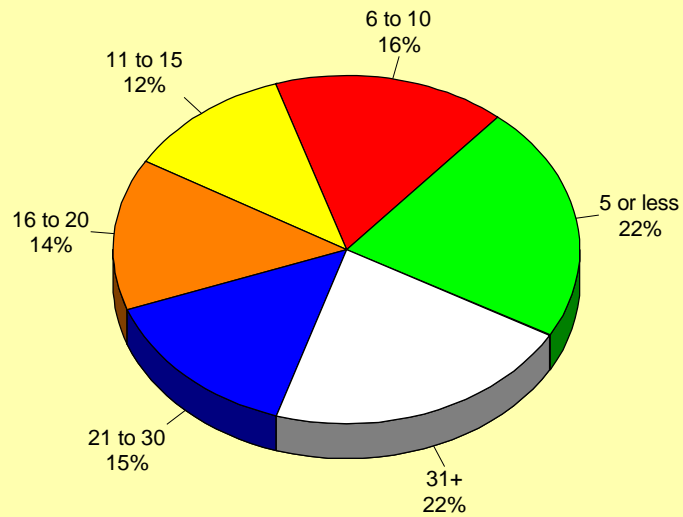
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q34. How many years have you lived in the City of Montrose?

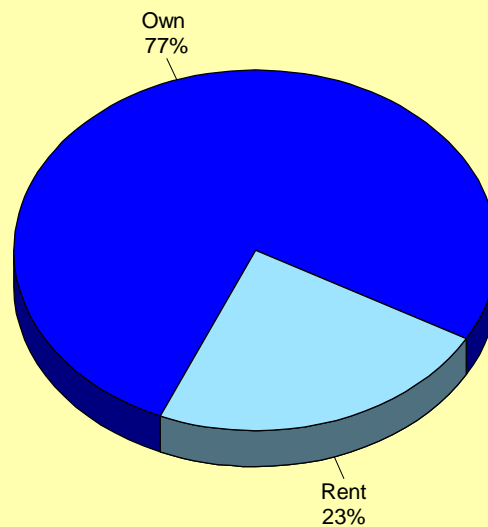
by percentage of respondents



Source: ETC Institute (2016)

Q35. Do You Own or Rent Your Current Residence

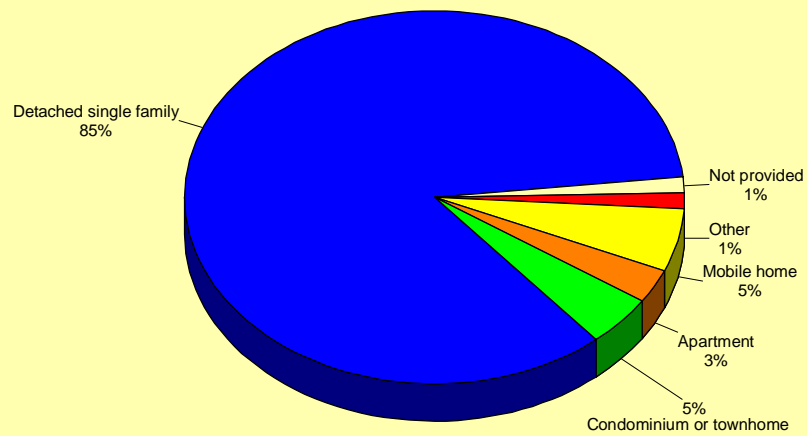
by percentage of respondents



Source: ETC Institute (2016)

Q36. What Type of Housing Unit Do you Live In

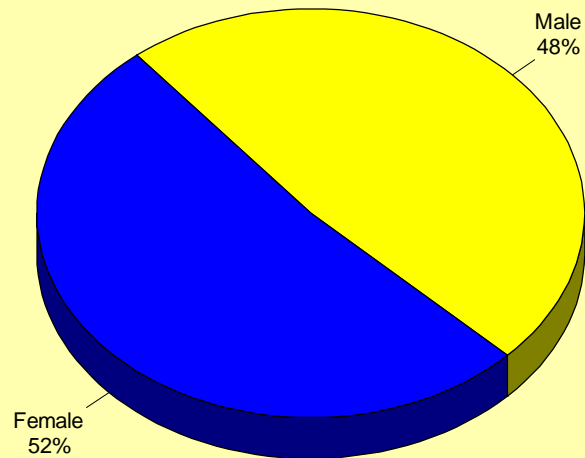
by percentage of respondents



Source: ETC Institute (2016)

Q37. Gender

by percentage of respondents



Source: ETC Institute (2016)

Section 2: Benchmarking Analysis



Benchmarking Summary Report

City of Montrose, Colorado

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 400 cities and counties in 43 states. Most participating communities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from three sources: (1) a national survey that was administered by ETC Institute in the summer of 2015 to a random sample of more than 4,000 residents across the United States, (2) a regional survey administered to more than 400 residents living in the Northwest Region of the United States, which includes the states of Colorado, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming, and (3) individual communities with a population of less than 50,000 where ETC Institute had administered the *DirectionFinder Survey* since 2013; the 38 individual communities included in these comparisons are listed below:

- Auburn, CA
- Bensenville, IL
- Branson, MO
- Cedar Hill, TX
- Chickasha, OK
- Clayton, MO
- Coffeyville, KS
- Creve Coeur, MO
- Edgerton, KS
- Gardner, KS
- Gladstone, MO
- Glencoe, IL
- Glenview, IL
- Hallandale Beach, FL
- Hyattsville, MD
- Johnston, IA
- Kennesaw, GA
- Kirkwood, MO
- Knoxville, IA
- Lawrenceburg, IN
- Lenexa, KS
- Mission, KS
- Mountain Brook, AL
- Newport, RI
- Perryville, MO
- Pflugerville, TX
- Pinecrest, FL
- Pinehurst, NC
- Portland, TX
- Raymore, MO
- Rifle, CO
- Rio Blanco, CO
- Riverside, MO
- Rolla, MO
- San Marcos, TX
- Shoreline, WA
- Wentzville, MO
- Westlake, TX

Interpreting the Charts

National Benchmarks. The first set of charts on the following pages show how the overall results for Montrose compare to the U.S. average and Northwest regional average based on the results of the national survey that was administered by ETC Institute to a random sample of more than 4,000 U.S. residents across the U.S., and over 400 residents in the Northwest region of the U.S.

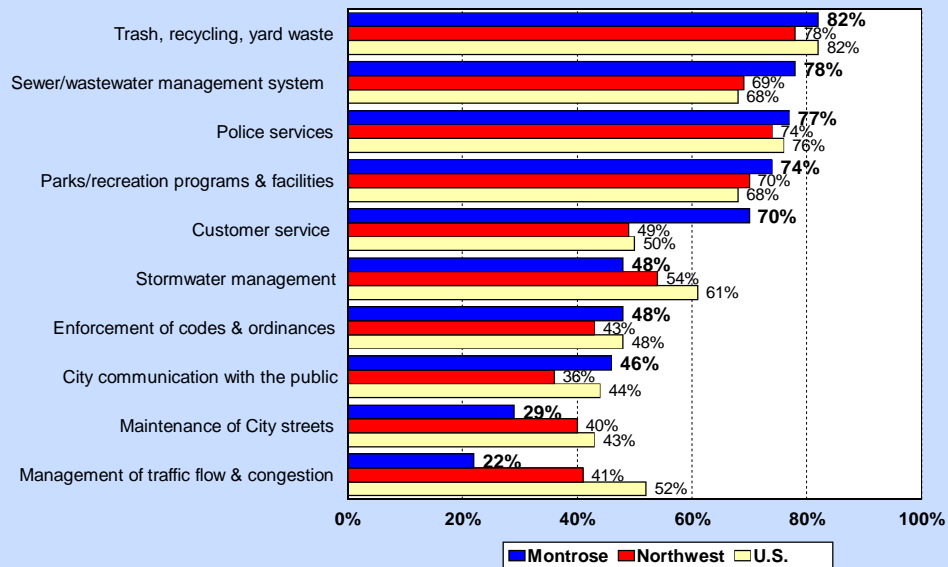
Performance Ranges. The second set of charts show the highest, lowest, and average (mean) levels of satisfaction in the 38 communities listed on the previous page. The mean rating is shown as a vertical line, which indicates the average level of satisfaction for the 38 communities. The actual ratings for Montrose are listed to the right of each chart. The dot on each bar shows how the results for Montrose compare to the other communities with a population of less than 50,000 where ETC has administered the DirectionFinder® survey since 2013.

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Montrose is not authorized without written consent from ETC Institute.

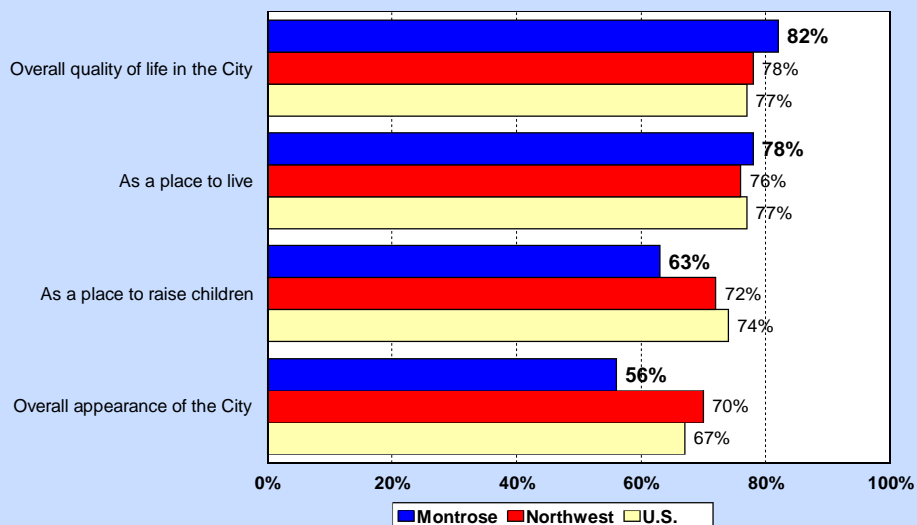
Overall Satisfaction with Various City Services Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Satisfaction with Issues that Influence Perceptions of the City Montrose vs. Northwest vs. the U.S

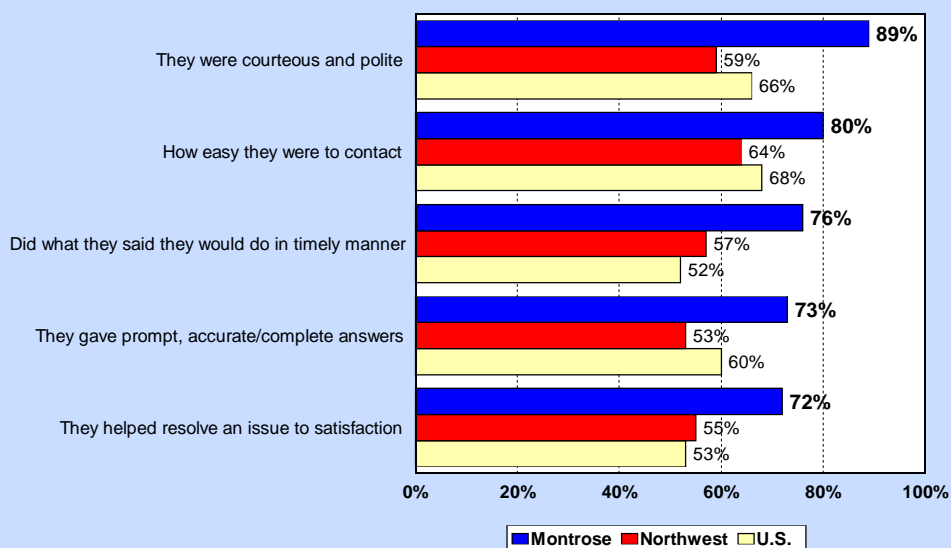
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

Overall Satisfaction with Customer Service Montrose vs. Northwest vs. the U.S

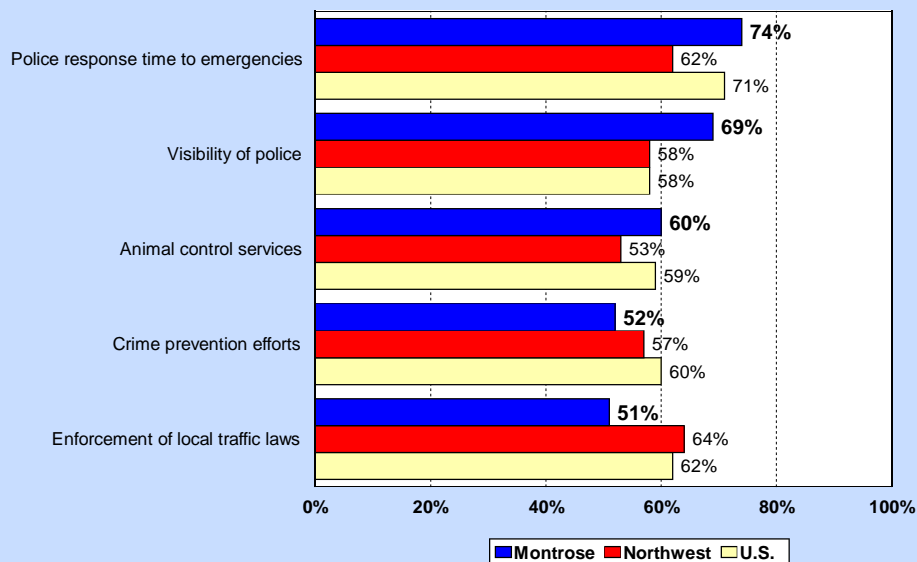
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

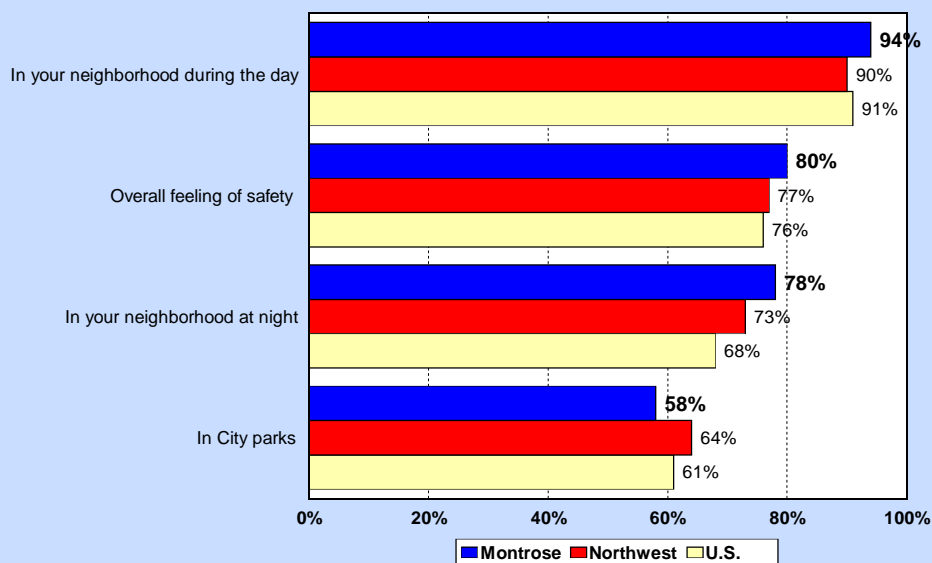
Overall Satisfaction with Public Safety Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



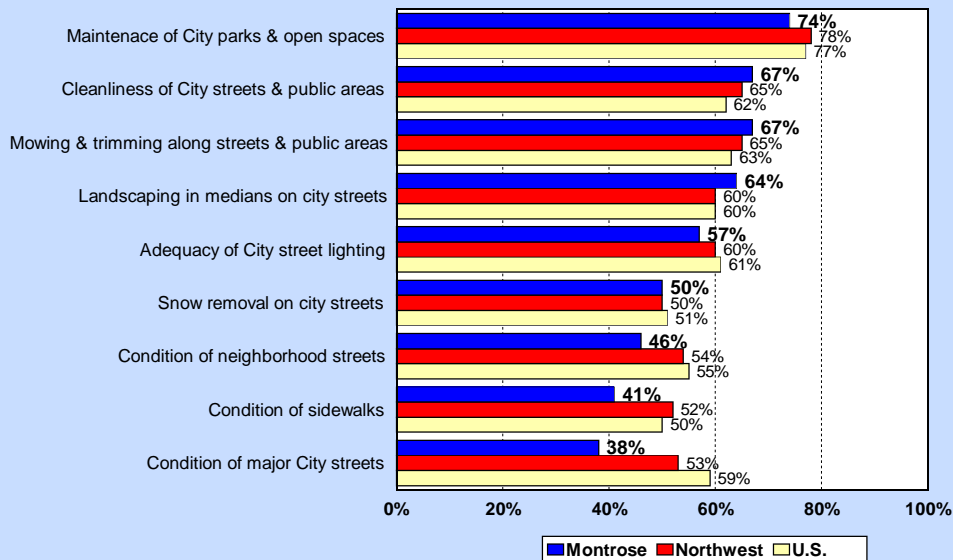
How Safe Residents Feel in Their Community Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



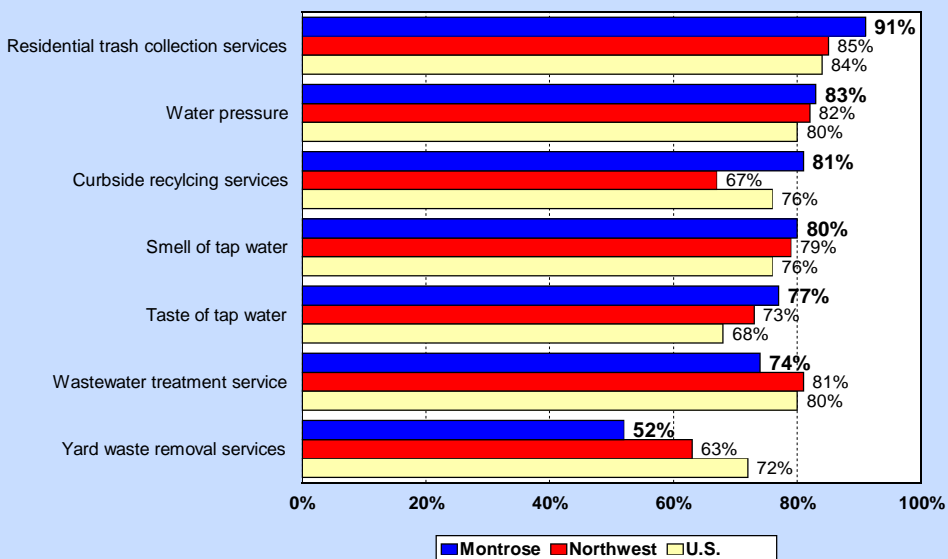
Overall Satisfaction with City Maintenance Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



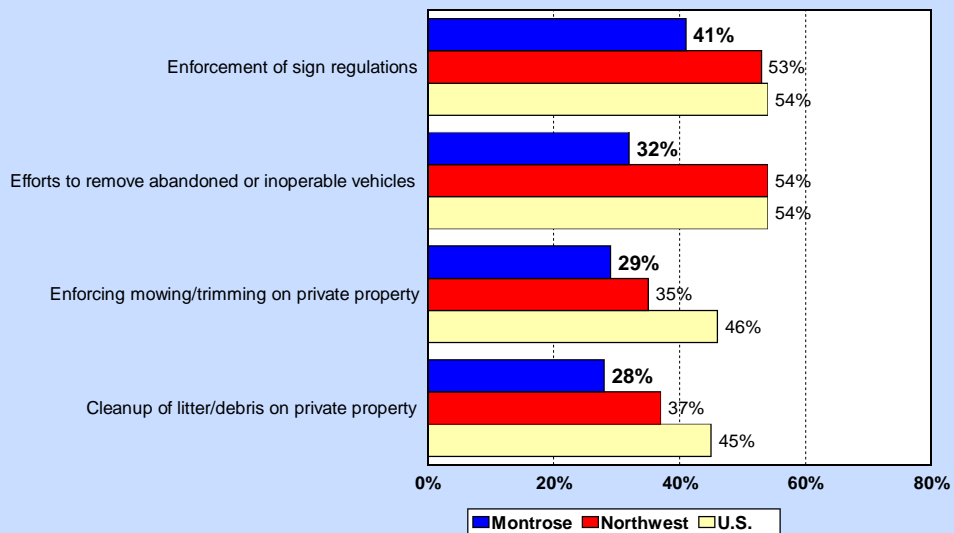
Overall Satisfaction with Public Services (Utilities) Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Overall Satisfaction with Code Enforcement Montrose vs. Northwest vs. the U.S

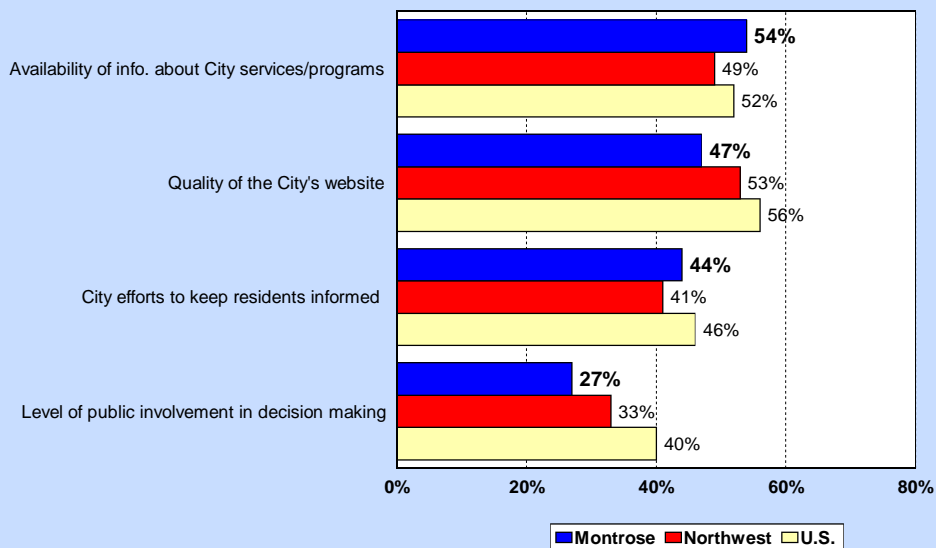
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: ETC Institute (2016)

Overall Satisfaction with Communication Montrose vs. Northwest vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

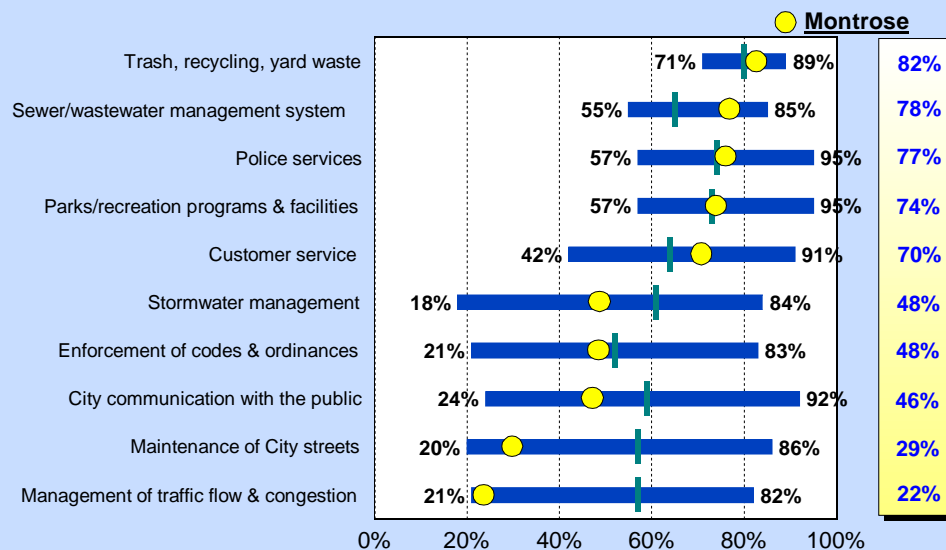


Source: ETC Institute (2016)

Performance Range Data

Overall Satisfaction with Major Categories of City Services (Communities with Population Less Than 50,000)

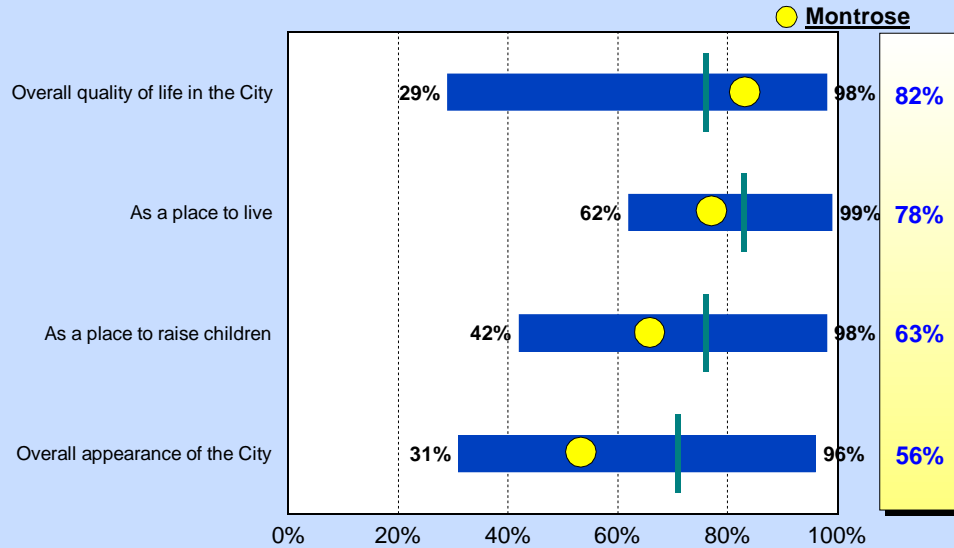
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute (2016)

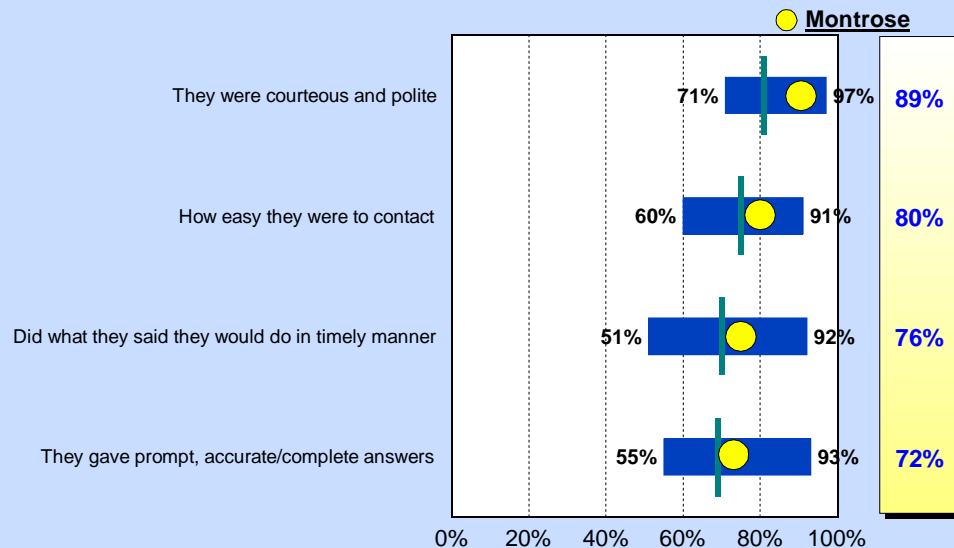
Overall Satisfaction with Perceptions of the Community (Communities with Population Less Than 50,000)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



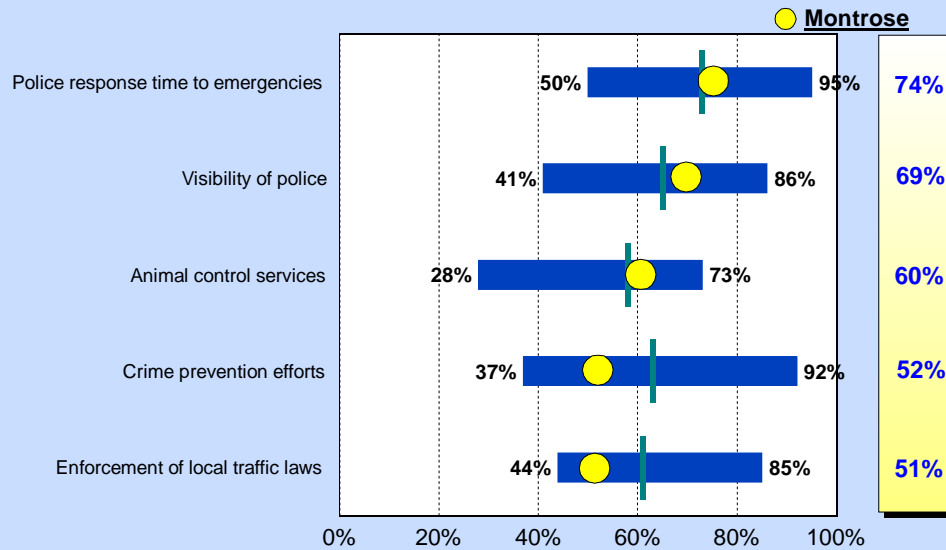
Overall Satisfaction with Customer Service (Communities with Population Less Than 50,000)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



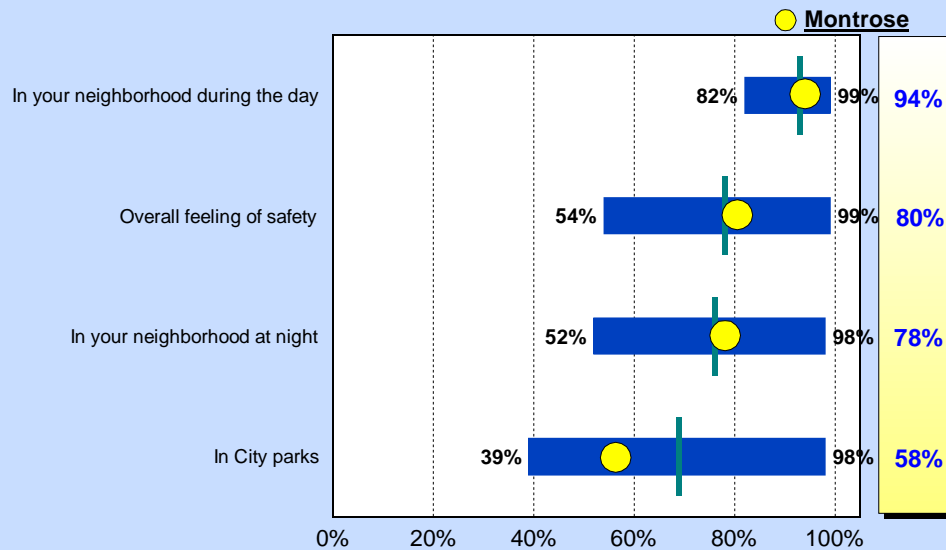
Overall Satisfaction with Public Safety (Communities with Population Less Than 50,000)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



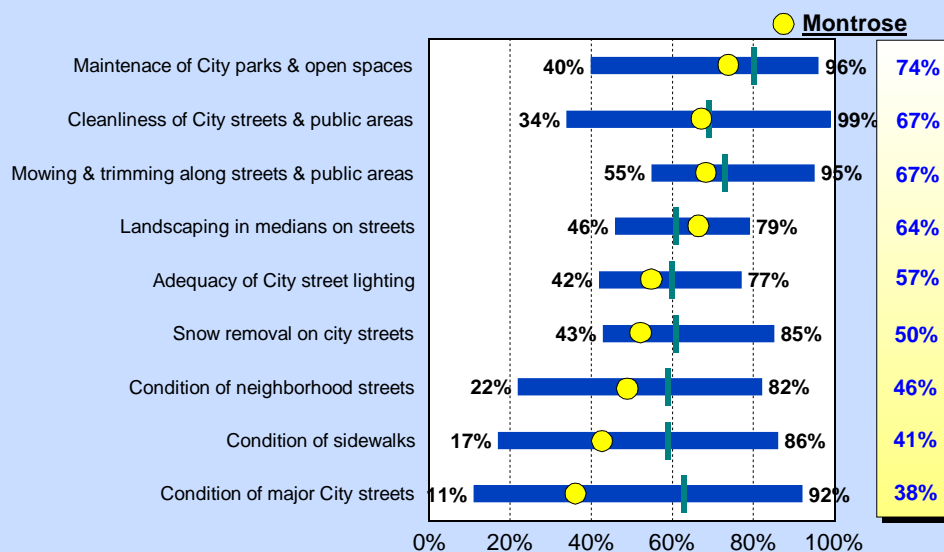
How Safe Residents Feel in Their Community (Communities with Population Less Than 50,000)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Overall Satisfaction with City Maintenance (Communities with Population Less Than 50,000)

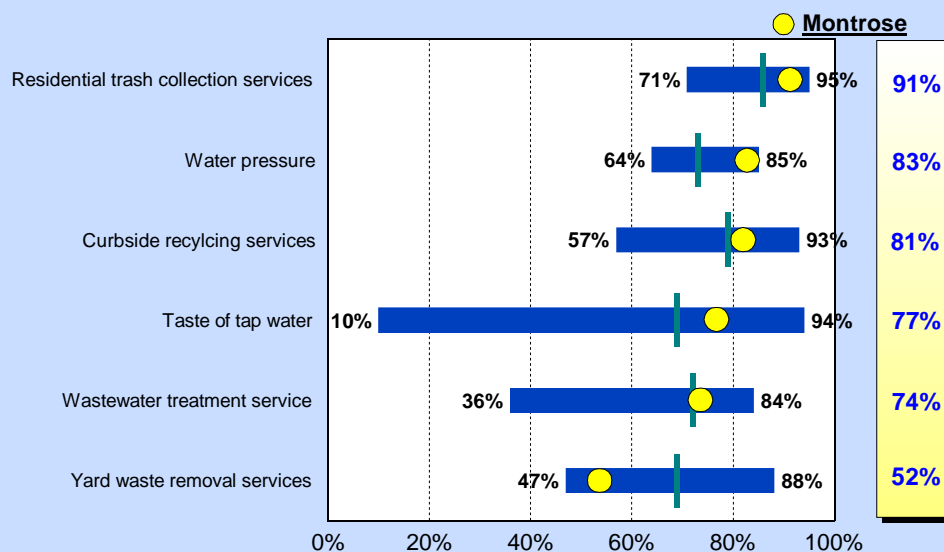
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute (2016)

Overall Satisfaction with Public Services (Utilities) (Communities with Population Less Than 50,000)

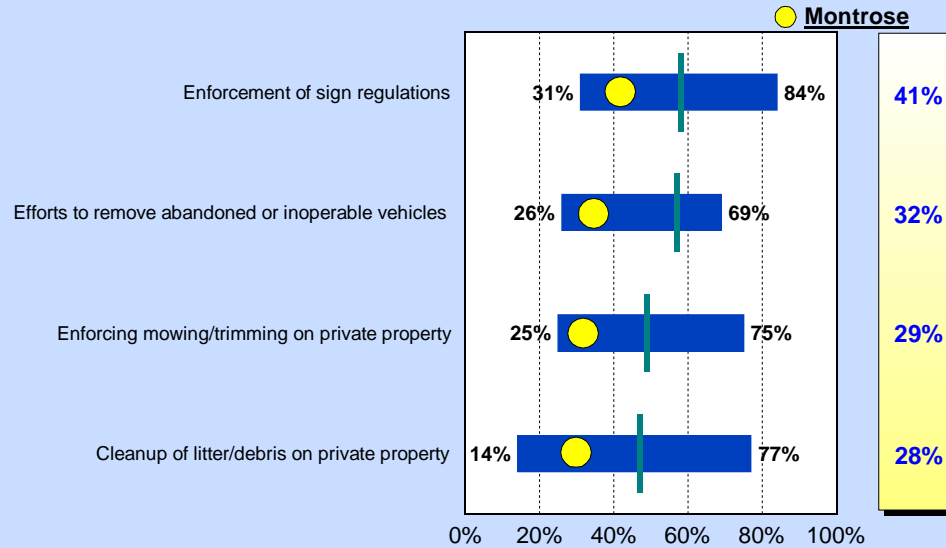
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute (2016)

Overall Satisfaction with Code Enforcement (Communities with Population Less Than 50,000)

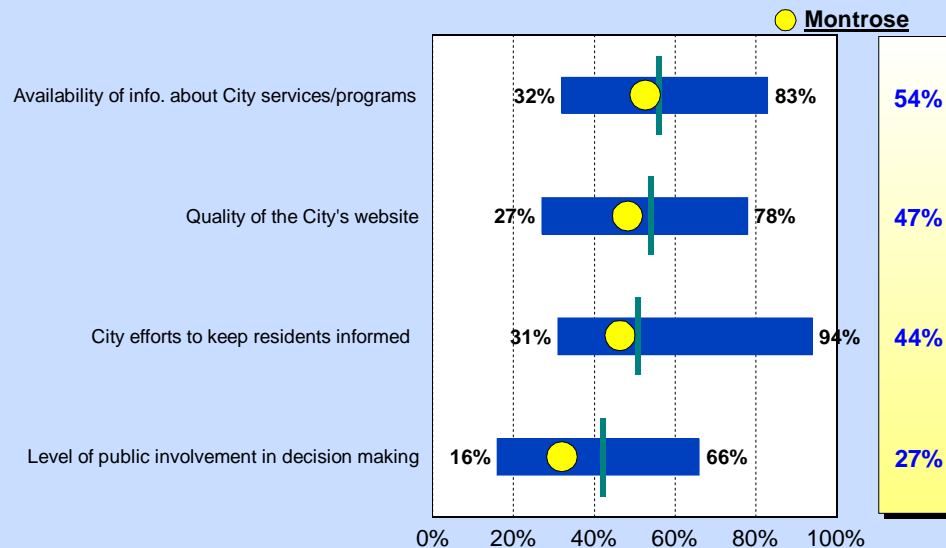
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute (2016)

Overall Satisfaction with Communication (Communities with Population Less Than 50,000)

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding no opinion)



Source: ETC Institute (2016)

Section 3:

Importance-Satisfaction Analysis



Importance-Satisfaction Analysis

Montrose, Colorado

Overview

Today, city officials have limited resources that need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Seventy percent (70%) selected *the flow of traffic and congestion management* as one of the most important services for the City to provide.

With regard to satisfaction, 21% of the residents surveyed rated the city's overall performance in *the flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "Don't know" responses. The I-S rating for *the flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example,



70% was multiplied by 79% (1-0.21). This calculation yielded an I-S rating of 0.5530, which was ranked first out of nine major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Montrose are provided on the following pages.

Importance-Satisfaction Rating

City of Montrose, Colorado

Major Categories of City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Traffic flow & congestion management	70%	1	21%	15	0.5530	1
Condition of city streets	66%	2	28%	14	0.4752	2
Quality of economic development efforts	36%	3	35%	13	0.2340	3
<u>High Priority (IS .10 - .20)</u>						
Enforcement of city codes & ordinances	22%	5	47%	10	0.1166	4
<u>Medium Priority (IS <.10)</u>						
Quality of tourism/community promotion services	16%	7	51%	8	0.0784	5
Management of stormwater runoff & flood prevention	14%	8	48%	9	0.0728	6
Effectiveness of city communication with public	13%	9	46%	12	0.0702	7
Quality of city parks & open spaces	22%	4	73%	5	0.0594	8
Quality of police services	21%	6	77%	4	0.0483	9
Quality of drinking water	11%	10	81%	2	0.0209	10
Quality of services at the Montrose Pavilion	6%	12	69%	7	0.0186	11
Trash, recycling, & yard waste collection	9%	11	82%	1	0.0162	12
Customer service provided by city employees	4%	13	69%	6	0.0124	13
Quality of municipal court services	2%	15	47%	11	0.0106	14
Quality of wastewater services	2%	14	78%	3	0.0044	15

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Rating

City of Montrose, Colorado

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Clean-up of debris & junk on private property	58%	1	27%	5	0.4234	1
Mowing & cutting of weeds on private property	39%	2	29%	4	0.2769	2
<u>High Priority (IS .10 - .20)</u>						
Prohibiting vehicles, RV's & trailers parked	26%	3	33%	2	0.1742	4
Efforts to remove abandoned or inoperable vehicles	24%	4	32%	3	0.1632	3
<u>Medium Priority (IS <.10)</u>						
Enforcing sign regulations	11%	5	40%	1	0.0660	5

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Montrose, Colorado

Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets	53%	1	38%	12	0.3286	1
<u>High Priority (IS .10 - .20)</u>						
Maintenance of sidewalks in Montrose	31%	3	41%	11	0.1829	2
<u>Medium Priority (IS <.10)</u>						
Maintenance & appearance of city park restrooms	17%	6	43%	10	0.0969	3
Maintenance of streets in your neighborhood	23%	5	46%	9	0.1242	4
Maintenance of stormwater ditches & drains	12%	8	47%	8	0.0636	5
Snow removal on city streets	35%	2	50%	7	0.1750	6
Maintenance of major roadways	28%	4	51%	6	0.1372	7
Quality of landscaping in medians on city streets	11%	10	64%	5	0.0396	8
Mowing & trimming along streets & public areas	9%	11	66%	4	0.0306	9
Cleanliness of city streets & public areas	12%	9	67%	3	0.0396	10
Maintenance of city buildings	2%	12	73%	2	0.0054	11
Maintenance/appearance of city parks/open spaces	12%	7	73%	1	0.0324	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, third and fourth most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Section 4:

Tabular Data

Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Montrose on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1-1. Quality of police services	32.4%	40.2%	14.4%	6.3%	1.3%	5.3%
Q1-2. Enforcement of City codes & ordinances	11.4%	31.3%	29.4%	13.7%	4.9%	9.3%
Q1-3. Condition of City streets	2.7%	25.4%	21.2%	34.3%	15.7%	0.8%
Q1-4. Management of stormwater runoff & flood prevention	9.1%	34.9%	32.1%	12.7%	3.0%	8.2%
Q1-5. Quality of trash, recycling, & yard waste collection services	33.0%	46.7%	11.2%	4.4%	1.9%	2.8%
Q1-6. Quality of drinking water	35.7%	43.1%	12.1%	5.3%	1.1%	2.6%
Q1-7. Quality of wastewater (sewer) services	27.0%	46.2%	17.7%	1.7%	1.1%	6.3%
Q1-8. Traffic flow & congestion management	2.6%	18.3%	19.4%	33.0%	25.1%	1.5%
Q1-9. Quality of City parks & open spaces	22.2%	49.9%	16.6%	7.5%	2.3%	1.5%
Q1-10. Effectiveness of City communication with the public	7.8%	32.8%	39.8%	6.4%	2.1%	11.2%
Q1-11. Quality of customer service provided by City employees	17.9%	45.5%	23.2%	3.8%	1.3%	8.2%
Q1-12. Quality of municipal court services	7.1%	21.8%	27.8%	3.1%	2.1%	38.0%
Q1-13. Quality of tourism/community promotion services	9.3%	34.7%	30.9%	8.8%	3.0%	13.3%
Q1-14. Quality of City economic development efforts	6.7%	22.9%	31.2%	16.4%	8.2%	14.7%
Q1-15. Quality of services at Montrose Pavilion	16.7%	43.1%	22.8%	3.8%	0.4%	13.2%

WITHOUT DON'T KNOW

Q1. MAJOR CATEGORIES OF CITY SERVICES. Please rate your overall satisfaction with major categories of services provided by the City of Montrose on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Quality of police services	34.3%	42.5%	15.2%	6.6%	1.4%
Q1-2. Enforcement of City codes & ordinances	12.6%	34.5%	32.4%	15.1%	5.4%
Q1-3. Condition of City streets	2.7%	25.6%	21.4%	34.5%	15.8%
Q1-4. Management of stormwater runoff & flood prevention	9.9%	38.0%	34.9%	13.8%	3.3%
Q1-5. Quality of trash, recycling, & yard waste collection services	34.0%	48.0%	11.5%	4.5%	2.0%
Q1-6. Quality of drinking water	36.7%	44.3%	12.4%	5.4%	1.2%
Q1-7. Quality of wastewater (sewer) services	28.8%	49.3%	18.9%	1.8%	1.2%
Q1-8. Traffic flow & congestion management	2.7%	18.6%	19.7%	33.5%	25.5%
Q1-9. Quality of City parks & open spaces	22.6%	50.7%	16.8%	7.6%	2.3%
Q1-10. Effectiveness of City communication with the public	8.7%	36.9%	44.8%	7.2%	2.3%
Q1-11. Quality of customer service provided by City employees	19.5%	49.6%	25.3%	4.1%	1.5%
Q1-12. Quality of municipal court services	11.5%	35.2%	44.9%	5.0%	3.4%
Q1-13. Quality of tourism/community promotion services	10.8%	40.0%	35.6%	10.1%	3.5%
Q1-14. Quality of City economic development efforts	7.8%	26.8%	36.6%	19.2%	9.6%
Q1-15. Quality of services at Montrose Pavilion	19.2%	49.7%	26.3%	4.4%	0.4%

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO years?

Q2. Top choice	Number	Percent
Quality of police services	45	8.4 %
Enforcement of City codes & ordinances	24	4.5 %
Condition of City streets	146	27.3 %
Management of stormwater runoff & flood prevention	9	1.7 %
Quality of trash, recycling, & yard waste collection services	7	1.3 %
Quality of drinking water	14	2.6 %
Traffic flow & congestion management	162	30.3 %
Quality of City parks & open spaces	15	2.8 %
Effectiveness of City communication with the public	5	0.9 %
Quality of customer service provided by City employees	4	0.7 %
Quality of municipal court services	1	0.2 %
Quality of tourism/community promotion services	9	1.7 %
Quality of City economic development efforts	35	6.6 %
Quality of services at Montrose Pavilion	1	0.2 %
None chosen	57	10.7 %
Total	534	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO years?

Q2. 2nd choice	Number	Percent
Quality of police services	23	4.3 %
Enforcement of City codes & ordinances	40	7.5 %
Condition of City streets	111	20.8 %
Management of stormwater runoff & flood prevention	18	3.4 %
Quality of trash, recycling, & yard waste collection services	11	2.1 %
Quality of drinking water	21	3.9 %
Quality of wastewater (sewer) services	3	0.6 %
Traffic flow & congestion management	124	23.2 %
Quality of City parks & open spaces	24	4.5 %
Effectiveness of City communication with the public	13	2.4 %
Quality of customer service provided by City employees	2	0.4 %
Quality of municipal court services	1	0.2 %
Quality of tourism/community promotion services	23	4.3 %
Quality of City economic development efforts	35	6.6 %
Quality of services at Montrose Pavilion	1	0.2 %
None chosen	84	15.7 %
Total	534	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO years?

Q2. 3rd choice	Number	Percent
Quality of police services	24	4.5 %
Enforcement of City codes & ordinances	28	5.2 %
Condition of City streets	65	12.2 %
Management of stormwater runoff & flood prevention	29	5.4 %
Quality of trash, recycling, & yard waste collection services	14	2.6 %
Quality of drinking water	15	2.8 %
Quality of wastewater (sewer) services	6	1.1 %
Traffic flow & congestion management	58	10.9 %
Quality of City parks & open spaces	36	6.7 %
Effectiveness of City communication with the public	20	3.7 %
Quality of customer service provided by City employees	9	1.7 %
Quality of municipal court services	5	0.9 %
Quality of tourism/community promotion services	23	4.3 %
Quality of City economic development efforts	64	12.0 %
Quality of services at Montrose Pavilion	14	2.6 %
None chosen	124	23.2 %
Total	534	100.0 %

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO years?

Q2. 4th choice	Number	Percent
Quality of police services	18	3.4 %
Enforcement of City codes & ordinances	25	4.7 %
Condition of City streets	32	6.0 %
Management of stormwater runoff & flood prevention	18	3.4 %
Quality of trash, recycling, & yard waste collection services	18	3.4 %
Quality of drinking water	11	2.1 %
Quality of wastewater (sewer) services	3	0.6 %
Traffic flow & congestion management	32	6.0 %
Quality of City parks & open spaces	43	8.1 %
Effectiveness of City communication with the public	32	6.0 %
Quality of customer service provided by City employees	8	1.5 %
Quality of municipal court services	5	0.9 %
Quality of tourism/community promotion services	29	5.4 %
Quality of City economic development efforts	59	11.0 %
Quality of services at Montrose Pavilion	18	3.4 %
None chosen	183	34.3 %
Total	534	100.0 %

SUM OF TOP 4 CHOICES

Q2. Which FOUR of the major categories of City services listed in Question 1 do you think should receive the most emphasis from City leaders over the next TWO years? (top 4)

<u>Q2. Sum of Top 4 Choices</u>	<u>Number</u>	<u>Percent</u>
Quality of police services	110	20.6 %
Enforcement of City codes & ordinances	117	21.9 %
Condition of City streets	354	66.3 %
Management of stormwater runoff & flood prevention	74	13.9 %
Quality of trash, recycling, & yard waste collection services	50	9.4 %
Quality of drinking water	61	11.4 %
Quality of wastewater (sewer) services	12	2.2 %
Traffic flow & congestion management	376	70.4 %
Quality of City parks & open spaces	118	22.1 %
Effectiveness of City communication with the public	70	13.1 %
Quality of customer service provided by City employees	23	4.3 %
Quality of municipal court services	12	2.2 %
Quality of tourism/community promotion services	84	15.7 %
Quality of City economic development efforts	193	36.1 %
Quality of services at Montrose Pavilion	34	6.4 %
None chosen	57	10.7 %
Total	1745	

Q3. PERCEPTIONS OF THE COMMUNITY. Items that may influence your perception of the Montrose community are listed below. Please indicate how satisfied you are with:

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q3-1. Overall quality of life	26.8%	54.3%	11.7%	5.5%	0.6%	1.1%
Q3-2. Overall cost of living	7.2%	37.2%	22.3%	25.5%	7.0%	0.9%
Q3-3. Overall quality of new development	4.2%	28.5%	38.0%	18.4%	6.7%	4.2%
Q3-4. Overall appearance of community	8.1%	47.7%	27.2%	13.6%	2.5%	0.9%
Q3-5. Overall appearance of community parks	18.5%	53.1%	17.0%	8.9%	1.3%	1.1%
Q3-6. Preservation of natural areas (open space, river corridor, greenbelts)	18.1%	47.9%	21.5%	9.1%	0.8%	2.6%
Q3-7. Montrose as a place to live	31.7%	45.3%	15.1%	5.8%	1.5%	0.6%
Q3-8. Montrose as a place to raise children	24.0%	33.7%	22.5%	8.4%	2.5%	9.0%
Q3-9. Access to quality affordable housing	5.9%	22.3%	27.8%	24.2%	10.8%	8.9%
Q3-10. Job opportunities	1.9%	12.3%	24.2%	32.5%	22.1%	7.2%

WITHOUT DON'T KNOW

Q3. PERCEPTIONS OF THE COMMUNITY. Items that may influence your perception of the Montrose community are listed below. Please indicate how satisfied you are with: (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q3-1. Overall quality of life	27.2%	54.9%	11.9%	5.5%	0.6%
Q3-2. Overall cost of living	7.2%	37.5%	22.5%	25.7%	7.0%
Q3-3. Overall quality of new development	4.4%	29.8%	39.7%	19.2%	6.9%
Q3-4. Overall appearance of community	8.2%	48.2%	27.4%	13.7%	2.5%
Q3-5. Overall appearance of community parks	18.7%	53.7%	17.2%	9.0%	1.3%
Q3-6. Preservation of natural areas (open space, river corridor, greenbelts)	18.6%	49.2%	22.1%	9.3%	0.8%
Q3-7. Montrose as a place to live	31.9%	45.5%	15.2%	5.9%	1.5%
Q3-8. Montrose as a place to raise children	26.4%	37.0%	24.7%	9.2%	2.7%
Q3-9. Access to quality affordable housing	6.4%	24.5%	30.6%	26.6%	11.9%
Q3-10. Job opportunities	2.0%	13.2%	26.0%	35.0%	23.8%

Q4. PUBLIC SAFETY AND LAW ENFORCEMENT SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4-1. How quickly police respond to emergencies	19.4%	38.3%	16.2%	2.9%	1.0%	22.3%
Q4-2. Enforcement of local traffic laws	12.3%	34.0%	24.6%	13.8%	6.4%	8.9%
Q4-3. City's crime prevention efforts	11.2%	31.2%	26.0%	10.5%	3.8%	17.3%
Q4-4. Overall quality of animal control services	13.2%	39.1%	26.5%	6.8%	2.3%	12.1%
Q4-5. Parking regulation enforcement (time-limited & no- parking areas)	7.6%	28.6%	32.6%	5.9%	2.7%	22.7%
Q4-6. Graffiti prevention & removal	10.1%	34.2%	24.5%	9.9%	3.8%	17.6%
Q4-7. Visibility of police officers	19.1%	47.9%	21.0%	6.8%	2.8%	2.3%

WITHOUT DON'T KNOW

Q4. PUBLIC SAFETY AND LAW ENFORCEMENT SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4-1. How quickly police respond to emergencies	25.0%	49.3%	20.8%	3.7%	1.2%
Q4-2. Enforcement of local traffic laws	13.5%	37.3%	27.0%	15.1%	7.1%
Q4-3. City's crime prevention efforts	13.6%	37.7%	31.5%	12.6%	4.6%
Q4-4. Overall quality of animal control services	15.1%	44.5%	30.1%	7.7%	2.6%
Q4-5. Parking regulation enforcement (time-limited & no- parking areas)	9.9%	36.9%	42.1%	7.6%	3.4%
Q4-6. Graffiti prevention & removal	12.2%	41.5%	29.7%	12.0%	4.6%
Q4-7. Visibility of police officers	19.6%	49.0%	21.5%	7.0%	2.9%

Q5. PERCEPTION OF SAFETY. Please rate your feeling of safety in the following situations on a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe."

(N=534)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q5-1. In your neighborhood during the day	53.1%	39.9%	4.7%	0.9%	0.6%	0.8%
Q5-2. In your neighborhood at night	30.8%	46.8%	13.0%	5.8%	2.8%	0.8%
Q5-3. In commercial & retail areas	19.8%	52.7%	20.3%	4.5%	0.4%	2.3%
Q5-4. In City parks	12.8%	40.9%	26.0%	12.5%	1.7%	6.0%
Q5-5. Overall feeling of safety in Montrose	21.5%	57.6%	14.7%	4.0%	1.1%	1.1%
Q5-6. Adequacy of street lighting	12.8%	42.8%	24.0%	14.9%	4.0%	1.5%

WITHOUT DON'T KNOW

Q5. PERCEPTION OF SAFETY. Please rate your feeling of safety in the following situations on a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe." (without "don't know")

(N=534)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q5-1. In your neighborhood during the day	53.5%	40.2%	4.8%	1.0%	0.6%
Q5-2. In your neighborhood at night	31.0%	47.1%	13.1%	5.9%	2.9%
Q5-3. In commercial & retail areas	20.2%	53.9%	20.8%	4.6%	0.4%
Q5-4. In City parks	13.7%	43.6%	27.7%	13.3%	1.8%
Q5-5. Overall feeling of safety in Montrose	21.7%	58.3%	14.9%	4.0%	1.1%
Q5-6. Adequacy of street lighting	13.0%	43.5%	24.3%	15.1%	4.0%

Q6. CODE ENFORCEMENT. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6-1. Enforcing clean-up of debris & junk on private property	4.9%	19.1%	25.1%	28.3%	10.8%	11.9%
Q6-2. Enforcing mowing & cutting of weeds on private property	4.5%	21.2%	28.9%	24.0%	11.2%	10.2%
Q6-3. Enforcing sign regulations	4.7%	28.2%	37.2%	7.6%	3.8%	18.5%
Q6-4. Prohibiting vehicles, RVs, & trailers parked on City streets & public areas	4.9%	23.7%	29.8%	17.1%	11.3%	13.2%
Q6-5. Efforts to remove abandoned or inoperable vehicles	5.9%	19.9%	30.2%	15.0%	8.9%	20.1%

WITHOUT DON'T KNOW

Q6. CODE ENFORCEMENT. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6-1. Enforcing clean-up of debris & junk on private property	5.6%	21.6%	28.5%	32.1%	12.2%
Q6-2. Enforcing mowing & cutting of weeds on private property	5.1%	23.6%	32.2%	26.7%	12.4%
Q6-3. Enforcing sign regulations	5.8%	34.6%	45.7%	9.3%	4.6%
Q6-4. Prohibiting vehicles, RVs, & trailers parked on City streets & public areas	5.6%	27.3%	34.3%	19.7%	13.0%
Q6-5. Efforts to remove abandoned or inoperable vehicles	7.4%	24.9%	37.8%	18.8%	11.2%

Q7. Which TWO of the City's code enforcement services listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO years?

Q7. Top choice	Number	Percent
Enforcing clean-up of debris & junk on private property	223	41.8 %
Enforcing mowing & cutting of weeds on private property	67	12.5 %
Enforcing sign regulations	40	7.5 %
Prohibiting vehicles, RVs, & trailers parked on City streets & public areas	66	12.4 %
Efforts to remove abandoned or inoperable vehicles	42	7.9 %
None chosen	96	18.0 %
Total	534	100.0 %

Q7. Which TWO of the City's code enforcement services listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO years?

Q7. 2nd choice	Number	Percent
Enforcing clean-up of debris & junk on private property	88	16.5 %
Enforcing mowing & cutting of weeds on private property	141	26.4 %
Enforcing sign regulations	20	3.7 %
Prohibiting vehicles, RVs, & trailers parked on City streets & public areas	73	13.7 %
Efforts to remove abandoned or inoperable vehicles	85	15.9 %
None chosen	127	23.8 %
Total	534	100.0 %

SUM OF TOP 2 CHOICES

Q7. Which TWO of the City's code enforcement services listed in Question 6 do you think should receive the most emphasis from City leaders over the next TWO years? (top 2)

Q7. Sum of Top 2 Choices	Number	Percent
Enforcing clean-up of debris & junk on private property	311	58.2 %
Enforcing mowing & cutting of weeds on private property	208	39.0 %
Enforcing sign regulations	60	11.2 %
Prohibiting vehicles, RVs, & trailers parked on City streets & public areas	139	26.0 %
Efforts to remove abandoned or inoperable vehicles	127	23.8 %
None chosen	96	18.0 %
Total	941	

Q8. PUBLIC SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q8-1. Residential trash collection services	44.7%	43.4%	5.9%	1.9%	1.3%	2.7%
Q8-2. Curbside recycling services	41.5%	34.3%	9.9%	5.7%	2.3%	6.3%
Q8-3. Yard waste removal services	16.6%	27.0%	21.0%	15.5%	4.2%	15.7%
Q8-4. Wastewater (sewer) treatment service	21.7%	42.2%	19.8%	1.5%	1.0%	13.8%
Q8-5. Responsiveness to utility issues	18.5%	35.8%	21.1%	3.6%	1.3%	19.6%
Q8-6. Sewer services fees	12.0%	37.3%	33.3%	9.2%	2.3%	5.9%
Q8-7. Trash services fees	12.8%	39.9%	32.6%	7.4%	1.9%	5.3%

WITHOUT DON'T KNOW

Q8. PUBLIC SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q8-1. Residential trash collection services	46.0%	44.6%	6.1%	2.0%	1.4%
Q8-2. Curbside recycling services	44.3%	36.6%	10.6%	6.1%	2.4%
Q8-3. Yard waste removal services	19.7%	32.0%	24.9%	18.4%	5.0%
Q8-4. Wastewater (sewer) treatment service	25.2%	49.0%	22.9%	1.8%	1.1%
Q8-5. Responsiveness to utility issues	23.0%	44.5%	26.3%	4.5%	1.7%
Q8-6. Sewer services fees	12.8%	39.6%	35.4%	9.8%	2.4%
Q8-7. Trash services fees	13.5%	42.1%	34.5%	7.9%	2.0%

Q9. DRINKING WATER SERVICE. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9-1. Water pressure on a typical day	29.5%	51.7%	8.2%	7.8%	1.0%	1.9%
Q9-2. Taste of your tap water	30.8%	43.5%	12.2%	8.4%	3.0%	2.1%
Q9-3. Color of your tap water	34.5%	48.4%	12.9%	1.7%	1.1%	1.3%
Q9-4. Smell of your tap water	33.6%	45.2%	12.7%	4.7%	1.9%	1.9%
Q9-5. Clarity of your tap water (free of particles, not cloudy)	33.7%	47.3%	11.0%	4.8%	1.1%	2.1%
Q9-6. The amount you pay for City's water	12.8%	36.8%	24.0%	16.8%	4.8%	5.0%
Q9-7. City efforts to keep your drinking water safe	24.0%	38.9%	18.3%	3.6%	1.1%	14.1%

WITHOUT DON'T KNOW

Q9. DRINKING WATER SERVICE. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9-1. Water pressure on a typical day	30.0%	52.7%	8.3%	7.9%	1.0%
Q9-2. Taste of your tap water	31.5%	44.5%	12.4%	8.5%	3.1%
Q9-3. Color of your tap water	35.0%	49.0%	13.1%	1.7%	1.2%
Q9-4. Smell of your tap water	34.2%	46.0%	13.0%	4.8%	1.9%
Q9-5. Clarity of your tap water (free of particles, not cloudy)	34.4%	48.3%	11.3%	4.9%	1.2%
Q9-6. The amount you pay for City's water	13.4%	38.7%	25.3%	17.6%	5.0%
Q9-7. City efforts to keep your drinking water safe	27.9%	45.2%	21.3%	4.2%	1.3%

Q10. UTILITIES. Below is a list of different types of utilities. Please rate each one on its reputation for reliability using a scale of 1 to 5 where "5" means "Always Reliable" and 1 means "Never Reliable."

(N=534)

	Always Reliable	Usually Reliable	Often Reliable	Seldom Reliable	Never Reliable	Don't Know
Q10-1. Your electric company	45.4%	43.6%	7.8%	0.8%	0.4%	2.1%
Q10-2. Your natural gas company	48.0%	37.3%	6.7%	0.8%	0.4%	6.9%
Q10-3. Your cable television company	6.5%	23.5%	24.9%	11.0%	5.7%	28.2%
Q10-4. Your satellite television company	7.3%	20.7%	14.2%	5.6%	2.9%	49.3%
Q10-5. Your internet service provider	6.8%	36.7%	30.4%	11.6%	6.8%	7.6%
Q10-6. Your cellular phone company	18.3%	45.1%	22.3%	8.0%	1.5%	4.8%

WITHOUT DON'T KNOW

Q10. UTILITIES. Below is a list of different types of utilities. Please rate each one on its reputation for reliability using a scale of 1 to 5 where "5" means "Always Reliable" and 1 means "Never Reliable." (without "don't know")

(N=534)

	Always Reliable	Usually Reliable	Often Reliable	Seldom Reliable	Never Reliable
Q10-1. Your electric company	46.3%	44.6%	7.9%	0.8%	0.4%
Q10-2. Your natural gas company	51.5%	40.0%	7.2%	0.8%	0.4%
Q10-3. Your cable television company	9.1%	32.8%	34.8%	15.4%	8.0%
Q10-4. Your satellite television company	14.4%	40.7%	28.0%	11.1%	5.8%
Q10-5. Your internet service provider	7.4%	39.7%	32.9%	12.6%	7.4%
Q10-6. Your cellular phone company	19.2%	47.4%	23.4%	8.4%	1.6%

Q11. MAINTENANCE SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11-1. Overall maintenance of City streets	5.1%	32.8%	22.2%	27.5%	11.6%	0.8%
Q11-2. Maintenance of major roadways	8.0%	42.4%	19.2%	20.9%	8.6%	1.0%
Q11-3. Maintenance of streets in your neighborhood	7.6%	37.9%	20.6%	21.5%	11.2%	1.1%
Q11-4. Maintenance of sidewalks in Montrose	5.5%	34.5%	24.4%	20.3%	13.3%	2.1%
Q11-5. Maintenance of City buildings	13.4%	54.7%	22.2%	2.5%	0.9%	6.3%
Q11-6. Maintenance & appearance of City park restrooms	6.1%	29.8%	26.9%	15.1%	6.1%	16.0%
Q11-7. Maintenance of stormwater ditches & drains	6.8%	34.3%	30.6%	12.5%	4.0%	11.8%
Q11-8. Mowing & trimming along City streets & other public areas	11.3%	54.3%	22.5%	8.3%	2.5%	1.1%
Q11-9. Overall cleanliness of City streets & other public areas	12.9%	54.1%	22.5%	7.6%	2.5%	0.6%
Q11-10. Maintenance & appearance of City parks & open spaces	16.4%	56.1%	18.1%	6.6%	1.7%	0.9%
Q11-11. Quality of landscaping in medians on City streets	14.8%	48.7%	22.4%	9.1%	4.0%	1.0%
Q11-12. Snow removal on City streets	10.8%	37.8%	22.6%	16.7%	9.9%	2.3%

WITHOUT DON'T KNOW

Q11. MAINTENANCE SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11-1. Overall maintenance of City streets	5.2%	33.1%	22.4%	27.7%	11.7%
Q11-2. Maintenance of major roadways	8.1%	42.8%	19.4%	21.1%	8.6%
Q11-3. Maintenance of streets in your neighborhood	7.7%	38.3%	20.8%	21.8%	11.4%
Q11-4. Maintenance of sidewalks in Montrose	5.6%	35.2%	25.0%	20.7%	13.5%
Q11-5. Maintenance of City buildings	14.3%	58.4%	23.6%	2.6%	1.0%
Q11-6. Maintenance & appearance of City park restrooms	7.3%	35.5%	32.0%	18.0%	7.3%
Q11-7. Maintenance of stormwater ditches & drains	7.7%	38.9%	34.6%	14.2%	4.5%
Q11-8. Mowing & trimming along City streets & other public areas	11.5%	54.9%	22.8%	8.4%	2.5%
Q11-9. Overall cleanliness of City streets & other public areas	12.9%	54.4%	22.6%	7.6%	2.5%
Q11-10. Maintenance & appearance of City parks & open spaces	16.6%	56.7%	18.3%	6.7%	1.7%
Q11-11. Quality of landscaping in medians on City streets	15.0%	49.1%	22.6%	9.2%	4.0%
Q11-12. Snow removal on City streets	11.1%	38.6%	23.1%	17.1%	10.1%

Q12. Which THREE of the City maintenance services listed in Question 11 do you think should receive the most emphasis from City leaders over the next TWO years?

Q12. Top choice	Number	Percent
Overall maintenance of City streets	174	32.6 %
Maintenance of major roadways	31	5.8 %
Maintenance of streets in your neighborhood	39	7.3 %
Maintenance of sidewalks in Montrose	55	10.3 %
Maintenance & appearance of City park restrooms	27	5.1 %
Maintenance of stormwater ditches & drains	16	3.0 %
Mowing & trimming along City streets & other public areas	9	1.7 %
Overall cleanliness of City streets & other public areas	9	1.7 %
Maintenance & appearance of City parks & open spaces	11	2.1 %
Quality of landscaping in medians on City streets	7	1.3 %
Snow removal on City streets	82	15.4 %
None chosen	74	13.9 %
Total	534	100.0 %

Q12. Which THREE of the City maintenance services listed in Question 11 do you think should receive the most emphasis from City leaders over the next TWO years?

Q12. 2nd choice	Number	Percent
Overall maintenance of City streets	63	11.8 %
Maintenance of major roadways	74	13.9 %
Maintenance of streets in your neighborhood	43	8.1 %
Maintenance of sidewalks in Montrose	59	11.0 %
Maintenance of City buildings	5	0.9 %
Maintenance & appearance of City park restrooms	27	5.1 %
Maintenance of stormwater ditches & drains	28	5.2 %
Mowing & trimming along City streets & other public areas	17	3.2 %
Overall cleanliness of City streets & other public areas	19	3.6 %
Maintenance & appearance of City parks & open spaces	32	6.0 %
Quality of landscaping in medians on City streets	20	3.7 %
Snow removal on City streets	48	9.0 %
None chosen	99	18.5 %
Total	534	100.0 %

Q12. Which THREE of the City maintenance services listed in Question 11 do you think should receive the most emphasis from City leaders over the next TWO years?

Q12. 3rd choice	Number	Percent
Overall maintenance of City streets	43	8.1 %
Maintenance of major roadways	43	8.1 %
Maintenance of streets in your neighborhood	38	7.1 %
Maintenance of sidewalks in Montrose	52	9.7 %
Maintenance of City buildings	3	0.6 %
Maintenance & appearance of City park restrooms	38	7.1 %
Maintenance of stormwater ditches & drains	20	3.7 %
Mowing & trimming along City streets & other public areas	19	3.6 %
Overall cleanliness of City streets & other public areas	34	6.4 %
Maintenance & appearance of City parks & open spaces	23	4.3 %
Quality of landscaping in medians on City streets	33	6.2 %
Snow removal on City streets	58	10.9 %
None chosen	130	24.3 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q12. Which THREE of the City maintenance services listed in Question 11 do you think should receive the most emphasis from City leaders over the next TWO years? (top 3)

Q12. Sum of Top 3 Choices	Number	Percent
Overall maintenance of City streets	280	52.4 %
Maintenance of major roadways	148	27.7 %
Maintenance of streets in your neighborhood	120	22.5 %
Maintenance of sidewalks in Montrose	166	31.1 %
Maintenance of City buildings	8	1.5 %
Maintenance & appearance of City park restrooms	92	17.2 %
Maintenance of stormwater ditches & drains	64	12.0 %
Mowing & trimming along City streets & other public areas	45	8.4 %
Overall cleanliness of City streets & other public areas	62	11.6 %
Maintenance & appearance of City parks & open spaces	66	12.4 %
Quality of landscaping in medians on City streets	60	11.2 %
Snow removal on City streets	188	35.2 %
None chosen	74	13.9 %
Total	1373	

Q13. Which of the following improvements would you like to see in the community's parks system?

Q13. What improvements would you like to see in
community's parks system

	Number	Percent
Park entrance signs	81	15.2 %
Restrooms	247	46.3 %
Walking/biking trails	185	34.6 %
Picnic table/benches	147	27.5 %
Picnic shelters	129	24.2 %
Drinking fountains	164	30.7 %
Shade trees	159	29.8 %
Trash removal/cans	172	32.2 %
Park lighting	153	28.7 %
Flower beds	103	19.3 %
Parking	81	15.2 %
Trail lighting	165	30.9 %
Playground equipment	127	23.8 %
Sidewalks	118	22.1 %
Handicap accessibility	104	19.5 %
Basketball courts	65	12.2 %
Bike racks	99	18.5 %
Sports fields	48	9.0 %
Tennis courts	51	9.6 %
Sports field lighting	48	9.0 %
Public WiFi	171	32.0 %
Mobile device charging stations	84	15.7 %
Shade structures	177	33.1 %
Other	68	12.7 %
Total	2946	

Q13. Other

Q13. Other	Number	Percent
A park area in Woodgate Subdivision	1	1.5 %
Additional street lights	1	1.5 %
Animal control in parts	1	1.5 %
BBQ grill closer	1	1.5 %
Benches that face nowhere	1	1.5 %
Better dog park	1	1.5 %
Cleaner facilities, restrooms/benches, tables	1	1.5 %
Cleaner restrooms	1	1.5 %
Charcoal grills	1	1.5 %
Dog park off leash areas	1	1.5 %
Dog parks with water for swimming not fenced	1	1.5 %
Dog poop bags	1	1.5 %
Dog park	5	7.6 %
Dog park that is actually maintained	1	1.5 %
Dog park with water feature	1	1.5 %
Enforce leash laws	1	1.5 %
Get rid of waterfowl at river bottom	1	1.5 %
Graffiti removal	1	1.5 %
I love the workout equipment	1	1.5 %
Ice hockey rink	1	1.5 %
Improve rec district sales tax	1	1.5 %
Improve	1	1.5 %
Improve dog park	1	1.5 %
Keep bushes trimmed around sidewalks	1	1.5 %
Keep the skate park	1	1.5 %
Large dog area grass	1	1.5 %
More concerned about north and east part of town	1	1.5 %
More sidewalks more benches	1	1.5 %
More trash containers	1	1.5 %
Maintain dog park	1	1.5 %
Maintaining what already exists	1	1.5 %
More exercise equipment along the trails	1	1.5 %
Natural habitats	1	1.5 %
New restrooms in Baldrige	1	1.5 %
Not interested, more things to take care of	1	1.5 %
Off leash dog park with grass and walk	1	1.5 %
Parks are fine	1	1.5 %
Pet waste removal	1	1.5 %
Picking up of pet waste on walkways	1	1.5 %
Please connect bike paths	1	1.5 %
Parks need help	1	1.5 %
Please improve the pavement on the biking/walking trails	1	1.5 %
Recycling bins	1	1.5 %

Q13. Other

<u>Q13. Other</u>	<u>Number</u>	<u>Percent</u>
Recycling bins in parks	1	1.5 %
Rid drugs and alcohol	1	1.5 %
Security	1	1.5 %
Sidewalks and curbs	1	1.5 %
Sidewalks repaired	1	1.5 %
Stage	1	1.5 %
Sand volleyball courts	1	1.5 %
Skate park improvements not a relocation	1	1.5 %
Trees trimmed	1	1.5 %
Take care of Buckhorn Lakes Park	1	1.5 %
Trails/paths marked through town	1	1.5 %
Trash on grounds	1	1.5 %
Trees and seating at skate park	1	1.5 %
Bike paths that are not contiguous and crossing Townsend	1	1.5 %
More bike trails	1	1.5 %
Skate park/bike park	1	1.5 %
Slow traffic on Nevada	1	1.5 %
Snack bar	1	1.5 %
<u>Take advantage of money develop the river flowing thru town</u>	<u>1</u>	<u>1.5 %</u>
Total	66	100.0 %

Q14. Which THREE of the improvements listed in Question 13 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q14. Top choice	Number	Percent
Park entrance signs	13	2.4 %
Restrooms	96	18.0 %
Walking/biking trails	76	14.2 %
Picnic table/benches	8	1.5 %
Picnic shelters	13	2.4 %
Drinking fountains	9	1.7 %
Shade trees	15	2.8 %
Trash removal/cans	24	4.5 %
Park lighting	18	3.4 %
Flower beds	3	0.6 %
Parking	8	1.5 %
Trail lighting	11	2.1 %
Playground equipment	12	2.2 %
Sidewalks	18	3.4 %
Handicap accessibility	20	3.7 %
Basketball courts	2	0.4 %
Bike racks	5	0.9 %
Sports fields	3	0.6 %
Tennis courts	9	1.7 %
Public WiFi	25	4.7 %
Shade structures	14	2.6 %
Other	23	4.3 %
None chosen	109	20.4 %
Total	534	100.0 %

Q14. Which THREE of the improvements listed in Question 13 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q14. 2nd choice	Number	Percent
Park entrance signs	7	1.3 %
Restrooms	39	7.3 %
Walking/biking trails	32	6.0 %
Picnic table/benches	18	3.4 %
Picnic shelters	14	2.6 %
Drinking fountains	36	6.7 %
Shade trees	24	4.5 %
Trash removal/cans	32	6.0 %
Park lighting	26	4.9 %
Flower beds	10	1.9 %
Parking	6	1.1 %
Trail lighting	28	5.2 %
Playground equipment	18	3.4 %
Sidewalks	13	2.4 %
Handicap accessibility	13	2.4 %
Basketball courts	3	0.6 %
Bike racks	6	1.1 %
Sports fields	5	0.9 %
Tennis courts	9	1.7 %
Sports field lighting	2	0.4 %
Public WiFi	27	5.1 %
Mobile device charging stations	10	1.9 %
Shade structures	12	2.2 %
Other	10	1.9 %
None chosen	134	25.1 %
Total	534	100.0 %

Q14. Which THREE of the improvements listed in Question 13 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q14. 3rd choice	Number	Percent
Park entrance signs	5	0.9 %
Restrooms	36	6.7 %
Walking/biking trails	24	4.5 %
Picnic table/benches	9	1.7 %
Picnic shelters	17	3.2 %
Drinking fountains	23	4.3 %
Shade trees	22	4.1 %
Trash removal/cans	21	3.9 %
Park lighting	13	2.4 %
Flower beds	20	3.7 %
Parking	13	2.4 %
Trail lighting	27	5.1 %
Playground equipment	17	3.2 %
Sidewalks	13	2.4 %
Handicap accessibility	15	2.8 %
Basketball courts	7	1.3 %
Bike racks	9	1.7 %
Sports fields	6	1.1 %
Tennis courts	6	1.1 %
Sports field lighting	2	0.4 %
Public WiFi	25	4.7 %
Mobile device charging stations	12	2.2 %
Shade structures	23	4.3 %
Other	5	0.9 %
None chosen	164	30.7 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q14. Which THREE of the improvements listed in Question 13 above do you think should receive the most emphasis from City leaders over the next FIVE years? (top 3)

Q14. Sum of Top 3 Choices	Number	Percent
Park entrance signs	25	4.7 %
Restrooms	171	32.0 %
Walking/biking trails	132	24.7 %
Picnic table/benches	35	6.6 %
Picnic shelters	44	8.2 %
Drinking fountains	68	12.7 %
Shade trees	61	11.4 %
Trash removal/cans	77	14.4 %
Park lighting	57	10.7 %
Flower beds	33	6.2 %
Parking	27	5.1 %
Trail lighting	66	12.4 %
Playground equipment	47	8.8 %
Sidewalks	44	8.2 %
Handicap accessibility	48	9.0 %
Basketball courts	12	2.2 %
Bike racks	20	3.7 %
Sports fields	14	2.6 %
Tennis courts	24	4.5 %
Sports field lighting	4	0.7 %
Public WiFi	77	14.4 %
Mobile device charging stations	22	4.1 %
Shade structures	49	9.2 %
Other	38	7.1 %
None chosen	109	20.4 %
Total	1304	

Q15. While preserving open spaces and riparian areas along much of the river corridor, which of the following amenities or uses would you like to see added along the Uncompahgre River?

Q15. What amenities or uses would you like to see added along the Uncompahgre River

	Number	Percent
Parks	287	53.7 %
Hotels	37	6.9 %
Walking/biking trails	375	70.2 %
Restaurants	186	34.8 %
Recreation-oriented businesses	144	27.0 %
Multi-unit residential development	43	8.1 %
Other	54	10.1 %
Total	1126	

Q15. Other

Q15. Other	Number	Percent
A swimming/wading area if possible	1	2.0 %
Animal control	1	2.0 %
Any business	1	2.0 %
Benches	1	2.0 %
Cop AV/RV areas	1	2.0 %
Clean up	1	2.0 %
Development along river	1	2.0 %
Dog beach	1	2.0 %
Fishing access and habitat rehab	1	2.0 %
Focus on bike trail to Ridgeway Reservoir	1	2.0 %
General business development on the river	1	2.0 %
Keep building away from river	1	2.0 %
Leave it natural	1	2.0 %
Local businesses	1	2.0 %
More bridges	1	2.0 %
More disc golf	1	2.0 %
Maintain open space	1	2.0 %
Multiple ways to access river for paddling	1	2.0 %
Natural habitats	1	2.0 %
No business/residential needed	1	2.0 %
No development	1	2.0 %
No more development along river corridor	1	2.0 %
No other development	1	2.0 %
Nature Center	1	2.0 %
No commercial business on river corridor	1	2.0 %
Parking	1	2.0 %
Picnic areas	1	2.0 %
Rest areas	1	2.0 %
River access	1	2.0 %
River walk bike San Antonio	1	2.0 %
Removal of foxtail harmful to pets	1	2.0 %
Restriction of commercial buildings and residential developments	1	2.0 %
Restrooms	4	7.9 %
Safe lighted trails	1	2.0 %
Shaded areas	1	2.0 %
Snack huts in parks	1	2.0 %
Some shade	1	2.0 %
Sporting arena	1	2.0 %
These are not responsibility of city	1	2.0 %
Trash collection	1	2.0 %
Wildlife	1	2.0 %
Water sports	1	2.0 %
Clear of all except #3	1	2.0 %
Dog parks	3	5.9 %
Fishing access	1	2.0 %
Taverns	1	2.0 %
Total	51	100.0 %

Q16. Which THREE of the items listed in Question 15 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q16. Top choice	Number	Percent
Parks	122	22.8 %
Hotels	14	2.6 %
Walking/biking trails	186	34.8 %
Restaurants	56	10.5 %
Recreation-oriented businesses	15	2.8 %
Multi-unit residential development	11	2.1 %
Other	18	3.4 %
None chosen	112	21.0 %
Total	534	100.0 %

Q16. Which THREE of the items listed in Question 15 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q16. 2nd choice	Number	Percent
Parks	102	19.1 %
Hotels	5	0.9 %
Walking/biking trails	120	22.5 %
Restaurants	57	10.7 %
Recreation-oriented businesses	55	10.3 %
Multi-unit residential development	11	2.1 %
Other	11	2.1 %
None chosen	173	32.4 %
Total	534	100.0 %

Q16. Which THREE of the items listed in Question 15 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q16. 3rd choice	Number	Percent
Parks	42	7.9 %
Hotels	10	1.9 %
Walking/biking trails	28	5.2 %
Restaurants	59	11.0 %
Recreation-oriented businesses	63	11.8 %
Multi-unit residential development	17	3.2 %
Other	22	4.1 %
None chosen	293	54.9 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE of the items listed in Question 15 above do you think should receive the most emphasis from City leaders over the next FIVE years? (top 3)

Q16. Sum of Top 3 Choices	Number	Percent
Parks	266	49.8 %
Hotels	29	5.4 %
Walking/biking trails	334	62.5 %
Restaurants	172	32.2 %
Recreation-oriented businesses	133	24.9 %
Multi-unit residential development	39	7.3 %
Other	51	9.6 %
None chosen	112	21.0 %
Total	1136	

Q17. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q17-1. Ease of travel by car in Montrose	8.9%	37.8%	17.3%	21.5%	12.9%	1.5%
Q17-2. Ease of travel by bicycle in Montrose	3.1%	23.6%	25.3%	14.1%	7.7%	26.1%
Q17-3. Ease of pedestrian travel in Montrose	5.2%	37.2%	28.1%	14.9%	7.3%	7.4%
Q17-4. Safety of travel by car in Montrose	9.7%	41.0%	23.1%	17.6%	6.8%	1.7%
Q17-5. Safety of travel by bicycle in Montrose	1.5%	18.5%	29.0%	20.6%	9.7%	20.6%
Q17-6. Safety of pedestrian travel in Montrose	4.8%	31.1%	31.5%	17.6%	7.8%	7.3%
Q17-7. Safety of pedestrian crossings on Townsend Ave	2.3%	24.9%	27.7%	25.0%	14.2%	5.9%
Q17-8. Safety of pedestrian crossings on Main St	4.0%	33.5%	25.7%	23.4%	9.5%	4.0%
Q17-9. Availability of sidewalks	5.1%	37.5%	28.8%	16.6%	8.8%	3.2%
Q17-10. Availability of bike lanes	3.8%	19.2%	32.4%	20.5%	10.0%	14.2%
Q17-11. Availability of paved walking/ biking trails (off-street)	4.8%	24.7%	28.7%	24.7%	7.6%	9.5%

WITHOUT DON'T KNOW

Q17. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q17-1. Ease of travel by car in Montrose	9.1%	38.4%	17.6%	21.8%	13.1%
Q17-2. Ease of travel by bicycle in Montrose	4.2%	31.9%	34.3%	19.1%	10.5%
Q17-3. Ease of pedestrian travel in Montrose	5.6%	40.2%	30.3%	16.1%	7.8%
Q17-4. Safety of travel by car in Montrose	9.8%	41.7%	23.6%	18.0%	6.9%
Q17-5. Safety of travel by bicycle in Montrose	1.9%	23.3%	36.5%	26.0%	12.3%
Q17-6. Safety of pedestrian travel in Montrose	5.1%	33.5%	34.0%	18.9%	8.4%
Q17-7. Safety of pedestrian crossings on Townsend Ave	2.4%	26.4%	29.4%	26.6%	15.1%
Q17-8. Safety of pedestrian crossings on Main St	4.2%	34.9%	26.7%	24.4%	9.9%
Q17-9. Availability of sidewalks	5.3%	38.8%	29.7%	17.1%	9.1%
Q17-10. Availability of bike lanes	4.5%	22.3%	37.7%	23.9%	11.6%
Q17-11. Availability of paved walking/biking trails (off-street)	5.3%	27.3%	31.7%	27.3%	8.4%

Q18. The city continues to improve transportation corridors to reduce traffic congestion. Improvements on which of the following roadways do you believe would be most valuable in addressing current and future traffic flow issues?

Q18. Improvements on what roadways would be most valuable in addressing current & future traffic flow issues

	Number	Percent
Main Street (Townsend Avenue to San Juan Avenue)	251	47.0 %
Chipeta Road	105	19.7 %
Niagara Road	187	35.0 %
Hillcrest Drive	198	37.1 %
Grand/Rio Grande Avenue	199	37.3 %
6700 Road (Highway 50 to Sunnyside Road)	142	26.6 %
Ogden Road	80	15.0 %
East Oak Grove Road	69	12.9 %
Woodgate Road	122	22.8 %
Other	105	19.7 %
Total	1458	

Q18. Other

Q18. Other	Number	Percent
Townsend	18	17.3 %
Townsend Ave	6	5.8 %
South Townsend	4	3.8 %
Miami	2	1.9 %
Otter Road	1	1.0 %
Miami Rd and hillcrest	1	1.0 %
Townsend South of main all the way	1	1.0 %
Townsend south of Main is a mess all the time	1	1.0 %
Main south on 550	1	1.0 %
Other Hwy to Woodgate	1	1.0 %
Townsend Avenue, north and south	1	1.0 %
Need some pedestrian crossing bridges or something over Townsend Ave	1	1.0 %
Reducing traffic flow makes harder to get to destination	1	1.0 %
Locust	1	1.0 %
E Oak Grove Rd connect to 6700 Rd	1	1.0 %
Park Ave	1	1.0 %
City streets need repaired on north side	1	1.0 %
South Townsend Niagara	1	1.0 %
Townsend north/south	1	1.0 %
Reduce/manage congestion on Townsend	1	1.0 %
Townsend. All the way north to south. Signal timing is a mess	1	1.0 %
Springcreek Rd	1	1.0 %
Townsend Ave medians need to be removed	1	1.0 %
Townsend, light timing	1	1.0 %
Park Nevada	1	1.0 %
Townsend Avenue-needs to be safer bike lanes for students to use to and from school	1	1.0 %
S Townsend	1	1.0 %
Park	1	1.0 %
Townsend between Main and Niagara	1	1.0 %
Paint the lines on bypass	1	1.0 %
Crosswalk to City	1	1.0 %
Another clear access North to South other than Townsend	1	1.0 %
East Main	1	1.0 %
Anderson Rd	1	1.0 %
6530 Road-bypass-needs light, Hillcrest and Miami needs light	1	1.0 %
Miami and Hillcrest dangerous	1	1.0 %
Park Avenue needs stop signs	1	1.0 %
Hillcrest ot Oak Grove Road	1	1.0 %
Townsend/Hwy 50 to LaSalle	1	1.0 %
Townsend turn arrows into High School Senior lot and on South 5th	1	1.0 %
South of town	1	1.0 %
West Main & 6400	1	1.0 %
Parks	1	1.0 %

Q18. Other

Q18. Other	Number	Percent
Stone Bridge Drive	1	1.0 %
Do not spend money on any of these 10	1	1.0 %
South Townsend to Target	1	1.0 %
Please add more roundabouts and remove all 4 Way stops	1	1.0 %
We need a bypass around the entire city	1	1.0 %
San Juan Ave/Miami Rd	1	1.0 %
Hwy 90 W to Oak Grove School	1	1.0 %
Put up stop light on road out of H.H.S.	1	1.0 %
Park South and North Side	1	1.0 %
Townsend Ave from Wal-Mart to Main	1	1.0 %
North South arterials	1	1.0 %
South Townsend	1	1.0 %
Bypass South to East	1	1.0 %
Miami East of Hillcrest	1	1.0 %
Townsend North and South	1	1.0 %
Finish bypass	1	1.0 %
On to Townsend dips north and south city streets	1	1.0 %
N Nevada near parks	1	1.0 %
Miami Rd and Hillcrest	1	1.0 %
Main & San Juan Bypass going north & south	1	1.0 %
Need bypass from south of town	1	1.0 %
55 S at Broadwalk shops	1	1.0 %
Light at Bealle's mall entrance	1	1.0 %
To Oakgrove, Woodate	1	1.0 %
Hillcrest & Miami Bad	1	1.0 %
Townsend & Murdochs	1	1.0 %
Our street	1	1.0 %
Townsend South	1	1.0 %
6530 & Bi-pass	1	1.0 %
Spring Creek - Hwy 90	1	1.0 %
Around schools - safe routes to school	1	1.0 %
Townsend Avenue South from Main Street	1	1.0 %
Townsend is bad	1	1.0 %
Bypass	1	1.0 %
Trying to turn left off of Montrose Drive is almost impossible		
during peak times	1	1.0 %
Total	104	100.0 %

Q19. Which THREE of the streets listed in Question 18 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q19. Top choice	Number	Percent
Main Street (Townsend Avenue to San Juan Avenue)	155	29.0 %
Chipeta Road	22	4.1 %
Niagara Road	38	7.1 %
Hillcrest Drive	46	8.6 %
Grand/Rio Grande Avenue	53	9.9 %
6700 Road (Highway 50 to Sunnyside Road)	37	6.9 %
Ogden Road	8	1.5 %
East Oak Grove Road	7	1.3 %
Woodgate Road	22	4.1 %
Other	64	12.0 %
None chosen	82	15.4 %
Total	534	100.0 %

Q19. Which THREE of the streets listed in Question 18 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q19. 2nd choice	Number	Percent
Main Street (Townsend Avenue to San Juan Avenue)	36	6.7 %
Chipeta Road	32	6.0 %
Niagara Road	68	12.7 %
Hillcrest Drive	62	11.6 %
Grand/Rio Grande Avenue	69	12.9 %
6700 Road (Highway 50 to Sunnyside Road)	33	6.2 %
Ogden Road	24	4.5 %
East Oak Grove Road	21	3.9 %
Woodgate Road	24	4.5 %
Other	15	2.8 %
None chosen	150	28.1 %
Total	534	100.0 %

Q19. Which THREE of the streets listed in Question 18 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q19. 3rd choice	Number	Percent
Main Street (Townsend Avenue to San Juan Avenue)	35	6.6 %
Chipeta Road	21	3.9 %
Niagara Road	41	7.7 %
Hillcrest Drive	44	8.2 %
Grand/Rio Grande Avenue	48	9.0 %
6700 Road (Highway 50 to Sunnyside Road)	45	8.4 %
Ogden Road	20	3.7 %
East Oak Grove Road	24	4.5 %
Woodgate Road	38	7.1 %
Other	11	2.1 %
None chosen	207	38.8 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q19. Which THREE of the streets listed in Question 18 above do you think should receive the most emphasis from City leaders over the next FIVE years? (top 3)

Q19. Sum of Top 3 Choices	Number	Percent
Main Street (Townsend Avenue to San Juan Avenue)	226	42.3 %
Chipeta Road	75	14.0 %
Niagara Road	147	27.5 %
Hillcrest Drive	152	28.5 %
Grand/Rio Grande Avenue	170	31.8 %
6700 Road (Highway 50 to Sunnyside Road)	115	21.5 %
Ogden Road	52	9.7 %
East Oak Grove Road	52	9.7 %
Woodgate Road	84	15.7 %
Other	90	16.9 %
None chosen	82	15.4 %
Total	1245	

Q20. The City sees the importance of making the community more attractive to locals and visitors. Which of the following projects do you believe would be most beneficial in beautifying the community?

Q20. What projects would be most beneficial in beautifying the community	Number	Percent
Eastern gateway (Highway 50)	221	41.4 %
Northern gateway (N Townsend)	271	50.7 %
Southern gateway (S Townsend)	163	30.5 %
Undergrounding overhead utilities	184	34.5 %
Enhanced median plantings	190	35.6 %
Decorative light pole banners	61	11.4 %
Improved public spaces downtown	221	41.4 %
Renovation & expansion of Montrose Pavilion	82	15.4 %
Other	58	10.9 %
Total	1451	

Q20. Other

Q20. Other	Number	Percent
4 lane traffic on Main St	1	1.8 %
Arts center	1	1.8 %
Amphitheater	1	1.8 %
Businesses open	1	1.8 %
Better traffic flow	1	1.8 %
Centennial Plaza mosaic tiles	1	1.8 %
Clean streets remove trash	1	1.8 %
Downtown restoration	1	1.8 %
Easier to read street message signage	1	1.8 %
Fix the streets	1	1.8 %
Focus on keeping town clean and efficient	1	1.8 %
Finish alternate road route	1	1.8 %
Get rid of medians	1	1.8 %
Get rid of the stupid one lane on Main	1	1.8 %
Historic downtown development	1	1.8 %
Help businesses from leaning on going out of business	1	1.8 %
I pray you are considering #4 undergrounding overhead utilities	1	1.8 %
Improvement of park outdoor activities, not just river bottom	1	1.8 %
Improvements/updates Fair Grounds	1	1.8 %
Improving our downtown Montrose area	1	1.8 %
Keeping the art already downtown in good repair	1	1.8 %
Large fountain	1	1.8 %
Lease congestion	1	1.8 %
Look at deltas medians	1	1.8 %
Make it look like it was in 1965	1	1.8 %
More attractive downtown restaurants	1	1.8 %
More visible & usable river front	1	1.8 %
Maintain what's already here	1	1.8 %
Make commercial areas walkable	1	1.8 %
Making the city usable for the people who actually live here	1	1.8 %
More parking	1	1.8 %
More trails and plant more trees along trails/sidewalks	1	1.8 %
No more roundabouts	1	1.8 %
Need to fix the flow of traffic	1	1.8 %
Over pass pedestrians walk ways over by-pass Hwy 50	1	1.8 %
Place pots of flowers on street corners. Remove medians.	1	1.8 %
Plant more trees	1	1.8 %
Pretty sure good looking people having fun socializing is attractive to travelers	1	1.8 %
Quit wasting money	1	1.8 %
Repaired streets	1	1.8 %
Road conditions at my address	1	1.8 %
Renovate historic buildings on Main - most are ugly	1	1.8 %

Q20. Other

<u>Q20. Other</u>	<u>Number</u>	<u>Percent</u>
Stop spending money on new stuff and clean up	1	1.8 %
Synchronize traffic lights	1	1.8 %
Separated bike paths/walking paths	1	1.8 %
Turning arrows at City Market downtown	1	1.8 %
Unsightly dated abandoned homes & buildings	1	1.8 %
Visitor center at museum of the mountain west	1	1.8 %
W Main - gateway	1	1.8 %
WEST MAIN	1	1.8 %
West in Gateway. West Main is ugly	1	1.8 %
Western West Main	1	1.8 %
Dog park	1	1.8 %
Highway 50 bypass	1	1.8 %
New rec center	1	1.8 %
<u>Spiff everything up</u>	<u>1</u>	<u>1.8 %</u>
Total	56	100.0 %

Q21. Which THREE of the improvements listed in Question 20 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q21. Top choice	Number	Percent
Eastern gateway (Highway 50)	85	15.9 %
Northern gateway (N Townsend)	99	18.5 %
Southern gateway (S Townsend)	35	6.6 %
Undergrounding overhead utilities	65	12.2 %
Enhanced median plantings	37	6.9 %
Decorative light pole banners	5	0.9 %
Improved public spaces downtown	51	9.6 %
Renovation & expansion of Montrose Pavilion	28	5.2 %
Other	32	6.0 %
None chosen	97	18.2 %
Total	534	100.0 %

Q21. Which THREE of the improvements listed in Question 20 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q21. 2nd choice	Number	Percent
Eastern gateway (Highway 50)	62	11.6 %
Northern gateway (N Townsend)	87	16.3 %
Southern gateway (S Townsend)	38	7.1 %
Undergrounding overhead utilities	61	11.4 %
Enhanced median plantings	49	9.2 %
Decorative light pole banners	13	2.4 %
Improved public spaces downtown	41	7.7 %
Renovation & expansion of Montrose Pavilion	19	3.6 %
Other	9	1.7 %
None chosen	155	29.0 %
Total	534	100.0 %

Q21. Which THREE of the improvements listed in Question 20 above do you think should receive the most emphasis from City leaders over the next FIVE years?

Q21. 3rd choice	Number	Percent
Eastern gateway (Highway 50)	36	6.7 %
Northern gateway (N Townsend)	36	6.7 %
Southern gateway (S Townsend)	45	8.4 %
Undergrounding overhead utilities	30	5.6 %
Enhanced median plantings	65	12.2 %
Decorative light pole banners	18	3.4 %
Improved public spaces downtown	68	12.7 %
Renovation & expansion of Montrose Pavilion	18	3.4 %
Other	10	1.9 %
None chosen	208	39.0 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q21. Which THREE of the improvements listed in Question 20 above do you think should receive the most emphasis from City leaders over the next FIVE years? (top 3)

Q21. Sum of Top 3 Choices	Number	Percent
Eastern gateway (Highway 50)	183	34.3 %
Northern gateway (N Townsend)	222	41.6 %
Southern gateway (S Townsend)	118	22.1 %
Undergrounding overhead utilities	156	29.2 %
Enhanced median plantings	151	28.3 %
Decorative light pole banners	36	6.7 %
Improved public spaces downtown	160	30.0 %
Renovation & expansion of Montrose Pavilion	65	12.2 %
Other	51	9.6 %
None chosen	97	18.2 %
Total	1239	

Q22. PERCEPTIONS OF TOURISM SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q22-1. Overall tourism promotion program	7.3%	35.5%	30.5%	8.1%	2.3%	16.2%
Q22-2. Montrose tourism/brand identity	7.2%	34.6%	31.3%	8.3%	2.7%	15.9%
Q22-3. Official visitor guide (Visit Montrose)	13.0%	38.1%	27.6%	3.1%	2.3%	15.8%
Q22-4. Tourism website (VisitMontrose.com)	7.9%	31.0%	31.2%	2.0%	1.8%	26.1%
Q22-5. Downtown Visitor Center	11.1%	29.9%	28.3%	5.6%	2.3%	22.7%
Q22-6. Customer service at retail businesses	7.7%	44.5%	27.3%	11.1%	3.6%	5.8%
Q22-7. Customer service at restaurants	9.8%	48.5%	24.2%	9.6%	3.1%	4.8%

WITHOUT DON'T KNOW

Q22. PERCEPTIONS OF TOURISM SERVICES. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q22-1. Overall tourism promotion program	8.8%	42.4%	36.4%	9.7%	2.8%
Q22-2. Montrose tourism/brand identity	8.5%	41.1%	37.2%	9.9%	3.2%
Q22-3. Official visitor guide (Visit Montrose)	15.5%	45.3%	32.8%	3.7%	2.8%
Q22-4. Tourism website (VisitMontrose.com)	10.6%	42.0%	42.3%	2.7%	2.4%
Q22-5. Downtown Visitor Center	14.3%	38.7%	36.7%	7.3%	3.0%
Q22-6. Customer service at retail businesses	8.1%	47.3%	28.9%	11.8%	3.9%
Q22-7. Customer service at restaurants	10.3%	50.9%	25.5%	10.1%	3.2%

Q23. SPECIAL EVENTS. Events enhance the quality of life for locals and attract visitors to Montrose. Which of the following types of special events would you like to see promoted in our community?

Q23. What types of special events would you like to see promoted in our community	Number	Percent
Sports (competitive and leisure)	213	39.9 %
Expos and festivals	347	65.0 %
Arts, cultural, & heritage	263	49.3 %
Outdoor concerts/performances	348	65.2 %
Indoor concerts/performances	258	48.3 %
Other	24	4.5 %
Total	1453	

Q23. Other

Q23. Other	Number	Percent
4th of July	1	5.3 %
All of the events	1	5.3 %
Anything good that pulls people in	1	5.3 %
Balloon festivals	1	5.3 %
Car show	1	5.3 %
County fair	1	5.3 %
Demolition derby	1	5.3 %
Disc golf	1	5.3 %
Enjoy the beauty	1	5.3 %
Ironman would be cool	1	5.3 %
Local breweries	1	5.3 %
Move main in motion	1	5.3 %
More live music	1	5.3 %
No special events needed. Keep it quiet	1	5.3 %
Outdoor expos automotive motorcycle	1	5.3 %
Sharing community center culture interests	1	5.3 %
Shift of Montrose from a cow town to a recreation hub needs City support	1	5.3 %
Ballon affair	1	5.3 %
Farmers market	1	5.3 %
Total	19	100.0 %

Q24. Which TWO of the event types listed in Question 23 above do you think should receive the most attention from community organizations over the next THREE years?

Q24. Top choice	Number	Percent
Sports (competitive and leisure)	83	15.5 %
Expos and festivals	139	26.0 %
Arts, cultural, & heritage	70	13.1 %
Outdoor concerts/performances	112	21.0 %
Indoor concerts/performances	39	7.3 %
Other	8	1.5 %
None chosen	83	15.5 %
Total	534	100.0 %

Q24. Which TWO of the event types listed in Question 23 above do you think should receive the most attention from community organizations over the next THREE years?

Q24. 2nd choice	Number	Percent
Sports (competitive and leisure)	48	9.0 %
Expos and festivals	102	19.1 %
Arts, cultural, & heritage	72	13.5 %
Outdoor concerts/performances	120	22.5 %
Indoor concerts/performances	76	14.2 %
Other	5	0.9 %
None chosen	111	20.8 %
Total	534	100.0 %

SUM OF TOP 2 CHOICES

Q24. Which TWO of the event types listed in Question 23 above do you think should receive the most attention from community organizations over the next THREE years? (top 2)

Q24. Top choice	Number	Percent
Sports (competitive and leisure)	131	24.5 %
Expos and festivals	241	45.1 %
Arts, cultural, & heritage	142	26.6 %
Outdoor concerts/performances	232	43.4 %
Indoor concerts/performances	115	21.5 %
Other	13	2.4 %
None chosen	83	15.5 %
Total	957	

Q25. CUSTOMER SERVICE. Have you interacted with (called, gone online, or visited) the city with a question, problem, or complaint during the past year?

Q25. Have you interacted with City during past year

	Number	Percent
Yes	226	42.3 %
No	308	57.7 %
Total	534	100.0 %

Q25a. (If YES to Question 25) How easy was it to contact the person you needed to reach?

Q25a. How easy was it to contact the person you needed to reach

	Number	Percent
Very easy	96	42.5 %
Somewhat easy	84	37.2 %
Difficult	32	14.2 %
Very difficult	13	5.8 %
Don't know	1	0.4 %
Total	226	100.0 %

Q25b. (If YES to Question 25) Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means

"Always" and 1 means "Never."

(N=226)

	Always	Usually	Sometimes	Seldom	Never	Don't know
Q25b-1. They were courteous & polite	57.4%	30.0%	7.6%	1.8%	1.3%	1.8%
Q25b-2. They gave prompt, accurate, & complete answers to questions	43.5%	28.7%	18.8%	4.9%	2.7%	1.3%
Q25b-3. They did what they said they would do in a timely manner	41.2%	31.7%	12.2%	7.7%	2.3%	5.0%
Q25b-4. They helped you resolve your issue to your satisfaction	42.6%	27.4%	13.0%	8.1%	5.8%	3.1%

WITHOUT DON'T KNOW

Q25b. (If YES to Question 25) Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never." (without "don't know")

(N=226)

	Always	Usually	Sometimes	Seldom	Never
Q25b-1. They were courteous & polite	58.4%	30.6%	7.8%	1.8%	1.4%
Q25b-2. They gave prompt, accurate, & complete answers to questions	44.1%	29.1%	19.1%	5.0%	2.7%
Q25b-3. They did what they said they would do in a timely manner	43.3%	33.3%	12.9%	8.1%	2.4%
Q25b-4. They helped you resolve your issue to your satisfaction	44.0%	28.2%	13.4%	8.3%	6.0%

Q26. COMMUNICATIONS. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication with regard to the City of Montrose:

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q26-1. The availability of information about City programs & services	8.6%	41.7%	29.4%	10.9%	1.9%	7.5%
Q26-2. City efforts to keep you informed about local issues	7.5%	33.1%	33.7%	16.0%	2.9%	6.9%
Q26-3. The level of public involvement in City decision making	2.9%	20.7%	31.7%	20.1%	10.4%	14.3%
Q26-4. The level of public involvement in the City's budget process	3.5%	14.9%	34.9%	17.1%	8.8%	20.8%
Q26-5. The quality of programming on City's cable television channel (Channel 191)	1.8%	10.5%	24.8%	5.5%	3.0%	54.5%
Q26-6. The quality of City's website (CityofMontrose.org)	5.4%	29.9%	34.6%	4.1%	0.8%	25.2%
Q26-7. The quality of City's citizen newsletter (City Beat)	6.3%	25.0%	33.5%	4.7%	1.8%	28.8%
Q26-8. The ability to report specific issues & ideas via City's mobile application (A Better Montrose)	4.9%	9.8%	26.4%	3.9%	1.8%	53.1%
Q26-9. The timeliness & frequency of information on social media	3.5%	14.5%	30.5%	8.0%	2.3%	41.1%

WITHOUT DON'T KNOW

Q26. COMMUNICATIONS. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the following aspects of communication with regard to the City of Montrose: (without "don't know")

(N=534)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q26-1. The availability of information about City programs & services	9.3%	45.0%	31.7%	11.8%	2.1%
Q26-2. City efforts to keep you informed about local issues	8.1%	35.5%	36.2%	17.1%	3.1%
Q26-3. The level of public involvement in City decision making	3.4%	24.1%	36.9%	23.4%	12.2%
Q26-4. The level of public involvement in the City's budget process	4.5%	18.8%	44.1%	21.5%	11.1%
Q26-5. The quality of programming on City's cable television channel (Channel 191)	3.9%	23.0%	54.3%	12.2%	6.5%
Q26-6. The quality of City's website (CityofMontrose.org)	7.3%	40.0%	46.2%	5.5%	1.0%
Q26-7. The quality of City's citizen newsletter (City Beat)	8.8%	35.2%	47.0%	6.6%	2.5%
Q26-8. The ability to report specific issues & ideas via City's mobile application (A Better Montrose)	10.5%	21.0%	56.3%	8.4%	3.8%
Q26-9. The timeliness & frequency of information on social media	6.0%	24.6%	51.8%	13.6%	4.0%

Q27. Which of the following are your primary sources of information about city issues, services, and events?

Q27. Your primary sources of information about

City issues, services, & events	Number	Percent
City newsletter (City Beat)	212	39.7 %
Public meetings (City Council and/or Planning Commission)	44	8.2 %
City website (CityofMontrose.org)	148	27.7 %
Live & on-demand video of City Council meetings	21	3.9 %
Social media (Facebook & Twitter)	176	33.0 %
Newspaper	353	66.1 %
Radio	157	29.4 %
Posted notices	70	13.1 %
Channel 191	18	3.4 %
Water/sewer bill insert	199	37.3 %
Other	44	8.2 %
Total	1442	

Q27. Other

Q27. Other	Number	Percent
Word of mouth	15	34.1 %
Montrose Mirror	4	9.1 %
TV	4	9.1 %
Banners on main street is the only way I know of events	1	2.3 %
Citizens	1	2.3 %
Get council agenda via emails	1	2.3 %
Communication with people	1	2.3 %
Local television	1	2.3 %
People	1	2.3 %
Family, Friends	1	2.3 %
Banners signs and TV	1	2.3 %
Making a phone call	1	2.3 %
TV channel news	1	2.3 %
A better Montrose	1	2.3 %
Neighbors	1	2.3 %
Montrose Daily Press	1	2.3 %
People to people	1	2.3 %
Face to face conversations with community members	1	2.3 %
Mailed info	1	2.3 %
Friends	1	2.3 %
Senior center	1	2.3 %
Gossipe	1	2.3 %
New Y TV	1	2.3 %
Mail	1	2.3 %
Total	44	100.0 %

Q28. Which THREE of the methods listed in Question 27 are your most preferred ways to learn about city issues, services, and events?

Q28. Top choice	Number	Percent
City newsletter (City Beat)	71	13.3 %
Public meetings (City Council and/or Planning Commission)	9	1.7 %
City website (CityofMontrose.org)	50	9.4 %
Live & on-demand video of City Council meetings	2	0.4 %
Social media (Facebook & Twitter)	89	16.7 %
Newspaper	153	28.7 %
Radio	23	4.3 %
Posted notices	5	0.9 %
Channel 191	2	0.4 %
Water/sewer bill insert	26	4.9 %
Other	16	3.0 %
None chosen	88	16.5 %
Total	534	100.0 %

Q28. Which THREE of the methods listed in Question 27 are your most preferred ways to learn about city issues, services, and events?

Q28. 2nd choice	Number	Percent
City newsletter (City Beat)	66	12.4 %
Public meetings (City Council and/or Planning Commission)	15	2.8 %
City website (CityofMontrose.org)	47	8.8 %
Live & on-demand video of City Council meetings	5	0.9 %
Social media (Facebook & Twitter)	46	8.6 %
Newspaper	86	16.1 %
Radio	58	10.9 %
Posted notices	9	1.7 %
Channel 191	3	0.6 %
Water/sewer bill insert	49	9.2 %
Other	11	2.1 %
None chosen	139	26.0 %
Total	534	100.0 %

Q28. Which THREE of the methods listed in Question 27 are your most preferred ways to learn about city issues, services, and events?

Q28. 3rd choice	Number	Percent
City newsletter (City Beat)	46	8.6 %
Public meetings (City Council and/or Planning Commission)	9	1.7 %
City website (CityofMontrose.org)	43	8.1 %
Live & on-demand video of City Council meetings	11	2.1 %
Social media (Facebook & Twitter)	23	4.3 %
Newspaper	48	9.0 %
Radio	34	6.4 %
Posted notices	27	5.1 %
Channel 191	12	2.2 %
Water/sewer bill insert	64	12.0 %
Other	9	1.7 %
None chosen	208	39.0 %
Total	534	100.0 %

SUM OF TOP 3 CHOICES

Q28. Which THREE of the methods listed in Question 27 are your most preferred ways to learn about city issues, services, and events? (top 3)

Q28. Top choice	Number	Percent
City newsletter (City Beat)	183	34.3 %
Public meetings (City Council and/or Planning Commission)	33	6.2 %
City website (CityofMontrose.org)	140	26.2 %
Live & on-demand video of City Council meetings	18	3.4 %
Social media (Facebook & Twitter)	158	29.6 %
Newspaper	287	53.7 %
Radio	115	21.5 %
Posted notices	41	7.7 %
Channel 191	17	3.2 %
Water/sewer bill insert	139	26.0 %
Other	36	6.7 %
None chosen	88	16.5 %
Total	1255	

Q29. Which of the following do you currently use?

<u>Q29. Which following do you currently use</u>	<u>Number</u>	<u>Percent</u>
Facebook	332	62.2 %
YouTube	185	34.6 %
Twitter	35	6.6 %
Text Messaging	390	73.0 %
Email	456	85.4 %
Internet	446	83.5 %
Other	25	4.7 %
None	21	3.9 %
Total	1890	

Q29. Other

<u>Q29. Other</u>	<u>Number</u>	<u>Percent</u>
Instagram	6	24.0 %
Newspaper	4	16.0 %
Phone	3	12.0 %
Mail	1	4.0 %
Text messages	1	4.0 %
TV	1	4.0 %
Cell	1	4.0 %
TV, paper	1	4.0 %
Google maps & calendars	1	4.0 %
Snail mail and neighbors	1	4.0 %
Instagram, Snapchat, Reddit, LinkedIn	1	4.0 %
Phone/U.S. Mail	1	4.0 %
TELEPHONE	1	4.0 %
YAHOO, INSTAGRAM	1	4.0 %
Instagram Snapchat	1	4.0 %
Total	25	100.0 %

Q30. How many people in your household (counting yourself) are:

	Mean	Sum
number	2.35	1253
Under age 10	0.25	133
Ages 10-19	0.26	141
Ages 20-34	0.34	184
Ages 35-54	0.71	378
Ages 55-74	0.66	351
Ages 75+	0.12	66

Q31. What is your age?

Q31. Your age	Number	Percent
18-34	106	19.9 %
35-44	98	18.4 %
45-54	104	19.5 %
55-64	116	21.7 %
65+	110	20.6 %
Total	534	100.0 %

Q32. Are you or other members of your household of Hispanic or Latino ancestry?

Q32. Are you of Hispanic or Latino ancestry	Number	Percent
Yes	106	19.9 %
No	422	79.0 %
Not provided	6	1.1 %
Total	534	100.0 %

Q33. Which of the following best describes your race/ethnicity?

<u>Q33. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian/Pacific Islander	7	1.3 %
Black/African American	3	0.6 %
White	484	90.6 %
American Indian/Eskimo	6	1.1 %
Other	43	8.1 %
Total	543	

Q33. Other

<u>Q33. Other</u>	<u>Number</u>	<u>Percent</u>
Bangladeshi	1	2.4 %
Chicano	1	2.4 %
Eastern European	1	2.4 %
Hispanic	32	76.2 %
Mexican	3	7.1 %
Mexican/American	2	4.8 %
Puerto-Rican Hispanic	1	2.4 %
Slovenian	1	2.4 %
Total	42	100.0 %

Q34. Approximately how many years have you lived in the City of Montrose?

<u>Q34. How many years have you lived in City of Montrose</u>	<u>Number</u>	<u>Percent</u>
5 or less	115	21.9 %
6 to 10	84	16.0 %
11 to 15	62	11.8 %
16 to 20	73	13.9 %
21 to 30	78	14.8 %
31+	114	21.7 %
Total	526	100.0 %

Q35. Do you own or rent your current residence?

<u>Q35. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	408	76.4 %

Rent	125	23.4 %
Not provided	1	0.2 %
Total	534	100.0 %

Q36. In which type of housing unit do you live?

<u>Q36. In which type of housing unit do you live</u>	<u>Number</u>	<u>Percent</u>
Detached single family home	451	84.5 %
Condominium or townhome	24	4.5 %
Apartment	16	3.0 %
Mobile home	29	5.4 %
Other	7	1.3 %
Not provided	7	1.3 %
Total	534	100.0 %

Q36. Other

<u>Q36. Other</u>	<u>Number</u>	<u>Percent</u>
Camper	1	14.3 %
Duplex	2	28.6 %
FIFTH WHEEL LIVE AT KOA	1	14.3 %
MAUFACTURED HOME	1	14.3 %
MODULAR HOME	2	28.6 %
Total	7	100.0 %

Q37. Your gender:

<u>Q37. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	257	48.1 %
Female	277	51.9 %
Total	534	100.0 %

Section 5:

Survey Instrument



CITY OF MONTROSE
OFFICE OF THE CITY MANAGER



William E. Bell, City Manager
Direct Dial: 970.901.8580
E-mail: wbell@ci.montrose.co.us

Dear City of Montrose Resident,

On behalf of the Montrose City Council and city staff, I am excited to invite your participation in our 2016 Community Survey. Our role as a city government is to provide essential services to the community in a way that demonstrates respect for public resources and responds to the needs and interests of those we serve.

The enclosed survey asks you to rate your satisfaction with the city's primary services. In some cases, the survey also prompts you to prioritize the city's actions. We genuinely value your input and hope that you will take the 10-15 minutes necessary to complete the survey. The time you invest will influence decisions that will be made about the future of Montrose.

Data from the survey will allow the city to gauge how well our community is doing compared to past city surveys and to other communities around the region and nation. The data will provide valuable information about citizen satisfaction and help city leadership better plan, prioritize, and improve services and programs.

Please return your completed survey sometime during the next week. You may return it in the enclosed postage-paid envelope or, if you prefer, you can take the survey online at MontroseCommunitySurvey.org. Your responses will remain confidential and results will be calculated by an independent survey company, ETC Institute, who is also responsible for randomly selecting Montrose households that received the survey questionnaire.

You can look for survey results to be presented to the City Council in September, and the results will be posted on the city's website (CityofMontrose.org/Survey) following the presentation.

Should you have any questions about the survey, please contact David Spear at 970-240-1431 or via email at dspear@ci.montrose.co.us.

Thank you for participating in this important process.

Sincerely,

William E. Bell
City Manager



2016 City of Montrose Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the city's on-going effort to involve citizens in long-range planning and improving the quality of city services. If you would like to complete this survey online, you can fill it out at MontroseCommunitySurvey.org. If you have questions, please call David Spear at 240-1431. Thank you!

1. **MAJOR CATEGORIES OF CITY SERVICES.** Please rate your overall satisfaction with major categories of services provided by the City of Montrose on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Quality of police services	5	4	3	2	1	9
02. Enforcement of city codes and ordinances	5	4	3	2	1	9
03. Condition of city streets	5	4	3	2	1	9
04. Management of stormwater runoff and flood prevention	5	4	3	2	1	9
05. Quality of trash, recycling, and yard waste collection services	5	4	3	2	1	9
06. Quality of drinking water	5	4	3	2	1	9
07. Quality of wastewater (sewer) services	5	4	3	2	1	9
08. Traffic flow and congestion management	5	4	3	2	1	9
09. Quality of city parks and open spaces	5	4	3	2	1	9
10. Effectiveness of city communication with the public (<i>City Beat Newsletter</i> , Channel 191, CityofMontrose.org, and social media)	5	4	3	2	1	9
11. Quality of customer service provided by city employees	5	4	3	2	1	9
12. Quality of municipal court services	5	4	3	2	1	9
13. Quality of tourism/community promotion services	5	4	3	2	1	9
14. Quality of city economic development efforts	5	4	3	2	1	9
15. Quality of services at the Montrose Pavilion	5	4	3	2	1	9

2. Which FOUR of the major categories of city services do you think should receive the most emphasis from city leaders over the next TWO years? *[Write-in your answers below using the numbers from the list in Question #1.]*

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

3. **PERCEPTIONS OF THE COMMUNITY.** Items that may influence your perception of the Montrose community are listed below. Please indicate how satisfied you are with:

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall quality of life	5	4	3	2	1	9
02. Overall cost of living	5	4	3	2	1	9
03. Overall quality of new development	5	4	3	2	1	9
04. Overall appearance of the community	5	4	3	2	1	9
05. Overall appearance of community parks	5	4	3	2	1	9
06. Preservation of natural areas (open space, river corridor, greenbelts)	5	4	3	2	1	9
07. Montrose as a place to live	5	4	3	2	1	9
08. Montrose as a place to raise children	5	4	3	2	1	9
09. Access to quality affordable housing	5	4	3	2	1	9
10. Job opportunities	5	4	3	2	1	9

4. **PUBLIC SAFETY AND LAW ENFORCEMENT SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. How quickly police respond to emergencies	5	4	3	2	1	9
02. Enforcement of local traffic laws	5	4	3	2	1	9
03. The city's crime prevention efforts	5	4	3	2	1	9
04. Overall quality of animal control services	5	4	3	2	1	9
05. Parking regulation enforcement (time-limited and no-parking areas)	5	4	3	2	1	9
06. Graffiti prevention and removal	5	4	3	2	1	9
07. Visibility of police officers	5	4	3	2	1	9

5. **PERCEPTION OF SAFETY.** Please rate your feeling of safety in the following situations on a scale of 1 to 5, where 5 means "Very Safe" and 1 means "Very Unsafe".

How safe do you feel:	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
01. In your neighborhood during the day	5	4	3	2	1	9
02. In your neighborhood at night	5	4	3	2	1	9
03. In commercial and retail areas	5	4	3	2	1	9
04. In city parks	5	4	3	2	1	9
05. Overall feeling of safety in Montrose	5	4	3	2	1	9
06. Adequacy of street lighting	5	4	3	2	1	9

6. **CODE ENFORCEMENT.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Enforcing the clean-up of debris and junk on private property	5	4	3	2	1	9
02. Enforcing the mowing and cutting of weeds on private property	5	4	3	2	1	9
03. Enforcing sign regulations	5	4	3	2	1	9
04. Prohibiting vehicles, RVs, and trailers parked on city streets and public areas	5	4	3	2	1	9
05. Efforts to remove abandoned or inoperable vehicles	5	4	3	2	1	9

7. **Which TWO of the city's code enforcement services listed in Question #6 do you think should receive the most emphasis from city leaders over the next TWO years?** *[Write-in your answers below using the numbers from the list in Question #6]*

1st: _____ 2nd: _____

8. **PUBLIC SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Residential trash collection services	5	4	3	2	1	9
02. Curbside recycling services	5	4	3	2	1	9
03. Yard waste removal services	5	4	3	2	1	9
04. Wastewater (sewer) treatment service	5	4	3	2	1	9
05. Responsiveness to utility issues	5	4	3	2	1	9
06. Sewer services fees	5	4	3	2	1	9
07. Trash services fees	5	4	3	2	1	9

9. **DRINKING WATER SERVICE.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Water pressure on a typical day	5	4	3	2	1	9
02. Taste of your tap water	5	4	3	2	1	9
03. Color of your tap water	5	4	3	2	1	9
04. Smell of your tap water	5	4	3	2	1	9
05. Clarity of your tap water (<i>free of particles, not cloudy</i>)	5	4	3	2	1	9
06. The amount you pay for the city's water	5	4	3	2	1	9
07. City efforts to keep your drinking water safe	5	4	3	2	1	9

10. **UTILITIES.** Below is a list of different types of utilities. Please rate each one on its reputation for reliability using a scale of 1 to 5 where "5" means "Always Reliable" and 1 means "Never Reliable".

Utility:	Always Reliable	Usually Reliable	Often Reliable	Seldom Reliable	Never Reliable	Don't Know
01. Your electric company	5	4	3	2	1	9
02. Your natural gas company	5	4	3	2	1	9
03. Your cable television company	5	4	3	2	1	9
04. Your satellite television company	5	4	3	2	1	9
05. Your internet service provider	5	4	3	2	1	9
06. Your cellular phone company	5	4	3	2	1	9

11. **MAINTENANCE SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall maintenance of city streets	5	4	3	2	1	9
02. Maintenance of major roadways	5	4	3	2	1	9
03. Maintenance of streets in YOUR neighborhood	5	4	3	2	1	9
04. Maintenance of sidewalks in Montrose	5	4	3	2	1	9
05. Maintenance of city buildings (City Hall, Pavilion, Elks Civic Building, Police Department)	5	4	3	2	1	9
06. Maintenance and appearance of city park restrooms	5	4	3	2	1	9
07. Maintenance of stormwater ditches and drains	5	4	3	2	1	9
08. Mowing and trimming along city streets and other public areas	5	4	3	2	1	9
09. Overall cleanliness of city streets and other public areas	5	4	3	2	1	9
10. Maintenance and appearance of city parks and open spaces	5	4	3	2	1	9
11. Quality of landscaping in medians on city streets	5	4	3	2	1	9
12. Snow removal on city streets	5	4	3	2	1	9

12. Which THREE of the city maintenance services listed in Question #11 do you think should receive the most emphasis from city leaders over the next TWO years? [Write-in your answers below using the numbers from the list in Question #11.]

1st: _____ 2nd: _____ 3rd: _____

13. Which of the following improvements would you like to see in the community's parks system?*(Check all that apply.)*

- | | |
|---|---|
| <input type="checkbox"/> (01) Park entrance signs | <input type="checkbox"/> (13) Playground equipment |
| <input type="checkbox"/> (02) Restrooms | <input type="checkbox"/> (14) Sidewalks |
| <input type="checkbox"/> (03) Walking/biking trails | <input type="checkbox"/> (15) Handicap accessibility |
| <input type="checkbox"/> (04) Picnic table/benches | <input type="checkbox"/> (16) Basketball courts |
| <input type="checkbox"/> (05) Picnic shelters | <input type="checkbox"/> (17) Bike racks |
| <input type="checkbox"/> (06) Drinking fountains | <input type="checkbox"/> (18) Sports fields |
| <input type="checkbox"/> (07) Shade trees | <input type="checkbox"/> (19) Tennis courts |
| <input type="checkbox"/> (08) Trash removal/cans | <input type="checkbox"/> (20) Sports field lighting |
| <input type="checkbox"/> (09) Park lighting | <input type="checkbox"/> (21) Public WiFi |
| <input type="checkbox"/> (10) Flower beds | <input type="checkbox"/> (22) Mobile device charging stations |
| <input type="checkbox"/> (11) Parking | <input type="checkbox"/> (23) Shade structures |
| <input type="checkbox"/> (12) Trail lighting | <input type="checkbox"/> (24) Other: _____ |

14. Which THREE of the improvements listed above do you think should receive the most emphasis from city leaders over the next FIVE years? *[Write-in your answers below using the numbers from the list in Question #13.]*1st. _____ 2nd. _____ 3rd. _____**15. While preserving open spaces and riparian areas along much of the river corridor, which of the following amenities or uses would you like to see added along the Uncompahgre River?** *(Check all that apply.)*

- | | |
|--|---|
| <input type="checkbox"/> (1) Parks | <input type="checkbox"/> (5) Recreation-oriented businesses |
| <input type="checkbox"/> (2) Hotels | <input type="checkbox"/> (6) Multi-unit residential development |
| <input type="checkbox"/> (3) Walking/biking trails | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (4) Restaurants | |

16. Which THREE of the items listed above do you think should receive the most emphasis from city leaders over the next FIVE years? *[Write-in your answers below using the numbers from the list in Question #15.]*1st. _____ 2nd. _____ 3rd. _____**17. TRANSPORTATION. For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".**

How satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	Ease of travel by car in Montrose	5	4	3	2	1	9
02.	Ease of travel by bicycle in Montrose	5	4	3	2	1	9
03.	Ease of pedestrian travel in Montrose	5	4	3	2	1	9
04.	Safety of travel by car in Montrose	5	4	3	2	1	9
05.	Safety of travel by bicycle in Montrose	5	4	3	2	1	9
06.	Safety of pedestrian travel in Montrose	5	4	3	2	1	9
07.	Safety of pedestrian crossings on Townsend Ave.	5	4	3	2	1	9
08.	Safety of pedestrian crossings on Main St.	5	4	3	2	1	9
09.	Availability of sidewalks	5	4	3	2	1	9
10.	Availability of bike lanes	5	4	3	2	1	9
11.	Availability of paved walking/biking trails (off-street)	5	4	3	2	1	9

18. The city continues to improve transportation corridors to reduce traffic congestion. Improvements on which of the following roadways do you believe would be most valuable in addressing current and future traffic flow issues? (Check all that apply.)

_____ (01) Main Street (Townsend Avenue to San Juan Avenue)

_____ (02) Chipeta Road

_____ (03) Niagara Road

_____ (04) Hillcrest Drive

_____ (05) Grand/Rio Grande Avenue

_____ (06) 6700 Road (Highway 50 to Sunnyside Road)

_____ (07) Ogden Road

_____ (08) East Oak Grove Road

_____ (09) Woodgate Road

_____ (10) Other _____

19. Which THREE of the streets listed above do you think should receive the most emphasis from city leaders over the next FIVE years? [Write-in your answers below using the numbers from the list in Question #18.]

1st. _____ 2nd. _____ 3rd. _____

20. The city sees the importance of making the community more attractive to locals and visitors. Which of the following projects do you believe would be most beneficial in beautifying the community? (Check all that apply.)

_____ (01) Eastern gateway (Highway 50)

_____ (02) Northern gateway (N Townsend)

_____ (03) Southern gateway (S Townsend)

_____ (04) Undergrounding overhead utilities

_____ (05) Enhanced median plantings

_____ (06) Decorative light pole banners

_____ (07) Improved public spaces downtown

_____ (08) Renovation and expansion of the Montrose Pavilion

_____ (09) Other _____

21. Which THREE of the improvements listed above do you think should receive the most emphasis from city leaders over the next FIVE years? [Write-in your answers below using the numbers from the list in Question #20.]

1st. _____ 2nd. _____ 3rd. _____

22. **PERCEPTIONS OF TOURISM SERVICES.** For each of the items listed below, please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01. Overall tourism promotion program	5	4	3	2	1	9
02. Montrose tourism/brand identity	5	4	3	2	1	9
03. Official visitor guide (Visit Montrose)	5	4	3	2	1	9
04. Tourism website (VisitMontrose.com)	5	4	3	2	1	9
05. Downtown Visitor Center	5	4	3	2	1	9
06. Customer service at retail businesses	5	4	3	2	1	9
07. Customer service at restaurants	5	4	3	2	1	9

23. **SPECIAL EVENTS.** Events enhance the quality of life for locals and attract visitors to Montrose. Which of the following types of special events would you like to see promoted in our community? (Check all that apply.)

_____ (1) Sports (competitive and leisure)

_____ (2) Expos and festivals

_____ (3) Arts, cultural, and heritage

_____ (4) Outdoor concerts/performances

_____ (5) Indoor concerts/performances

_____ (6) Other _____

24. Which TWO of the event types listed above do you think should receive the most attention from community organizations over the next THREE years? [Write-in your answers below using the numbers from the list in Question #23.]

1st. _____ 2nd. _____

25. CUSTOMER SERVICE. Have you interacted with (called, gone online, or visited) the city with a question, problem, or complaint during the past year?

_____ (1) Yes [Answer Question 25-1 & 25-2.] _____ (2) No [Skip to Question #26.]

25-1. How easy was it to contact the person you needed to reach?

_____ (4) Very Easy _____ (2) Difficult _____ (9) Don't know
 _____ (3) Somewhat Easy _____ (1) Very Difficult

25-2. Several factors that may influence your perception of the quality of customer service you receive from city employees are listed below. For each item, please rate how often the employees you have contacted during the past year have displayed the behavior described on a scale of 1 to 5, where 5 means "Always" and 1 means "Never".

		Always	Usually	Sometimes	Seldom	Never	Don't Know
01.	They were courteous and polite	5	4	3	2	1	9
02.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
03.	They did what they said they would do in a timely manner	5	4	3	2	1	9
04.	They helped you resolve your issue to your satisfaction	5	4	3	2	1	9

26. COMMUNICATIONS. Please rate your satisfaction on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied", with the following aspects of communication with regard to the City of Montrose:

	How satisfied are you with:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The availability of information about city programs and services	5	4	3	2	1	9
02.	City efforts to keep you informed about local issues	5	4	3	2	1	9
03.	The level of public involvement in city decision making	5	4	3	2	1	9
04.	The level of public involvement in the city's budget process	5	4	3	2	1	9
05.	The quality of programming on the city's cable television channel (<i>Channel 191</i>)	5	4	3	2	1	9
06.	The quality of the city's website (CityofMontrose.org)	5	4	3	2	1	9
07.	The quality of the city's citizen newsletter (<i>City Beat</i>)	5	4	3	2	1	9
08.	The ability to report specific issues and ideas via the city's mobile application (<i>A Better Montrose</i>)	5	4	3	2	1	9
09.	The timeliness and frequency of information on social media	5	4	3	2	1	9

27. Which of the following are your primary sources of information about city issues, services, and events? (Check all that apply.)

_____ (01) City newsletter (*City Beat*) _____ (06) Newspaper
 _____ (02) Public meetings (City Council and/or _____ (07) Radio
 Planning Commission) _____ (08) Posted notices
 _____ (03) City website (CityofMontrose.org) _____ (09) Channel 191
 _____ (04) Live and on-demand video of City _____ (10) Water/sewer bill insert
 Council meetings _____ (11) Other: _____
 _____ (05) Social media (Facebook and Twitter)

28. Which THREE of the methods listed in Question #27 are your most preferred ways to learn about city issues, services, and events? [Write-in your answers below using the numbers from the list in Question 27.]

1st: _____ 2nd: _____ 3rd: _____

29. Which of the following do you currently use? (Check all that apply.)

- | | | |
|---------------------------------------|---|---|
| <input type="checkbox"/> (1) Facebook | <input type="checkbox"/> (4) Text Messaging | <input type="checkbox"/> (7) Other: _____ |
| <input type="checkbox"/> (2) YouTube | <input type="checkbox"/> (5) E-mail | <input type="checkbox"/> (8) None |
| <input type="checkbox"/> (3) Twitter | <input type="checkbox"/> (6) Internet | |

DEMOGRAPHICS**30. How many people in your household (counting yourself) are:**

- | | | |
|--|--------------------------------------|--------------------------------------|
| Under age 10: <input type="checkbox"/> | Ages 20-34: <input type="checkbox"/> | Ages 55-74: <input type="checkbox"/> |
| Ages 10-19: <input type="checkbox"/> | Ages 35-54: <input type="checkbox"/> | Ages 75+: <input type="checkbox"/> |

31. What is your age? _____**32. Are you or other members of your household of Hispanic or Latino ancestry?**

- ☐
- (1) Yes
- ☐
- (2) No

33. Which of the following best describes your race/ethnicity? (Check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> (1) Asian/Pacific Islander | <input type="checkbox"/> (4) American Indian/Eskimo |
| <input type="checkbox"/> (2) Black/African American | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) White | |

34. Approximately how many years have you lived in the City of Montrose? _____ years**35. Do you own or rent your current residence? ☐ (1) Own ☐ (2) Rent****36. In which type of housing unit do you live?**

- | | |
|--|---|
| <input type="checkbox"/> (1) Detached single family home | <input type="checkbox"/> (4) Mobile home |
| <input type="checkbox"/> (2) Condominium or townhome | <input type="checkbox"/> (5) Other: _____ |
| <input type="checkbox"/> (3) Apartment | |

37. Your gender: ☐ (1) Male ☐ (2) Female**38. If you have any additional comments or concerns, please write them on the lines provided below.**

This concludes the survey – Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the city are having problems with city services. If your address is not correct, please provide the correct information. Thank you!