

Montrose, CO

Household Survey

Report of Results

November 2008

Prepared by:



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Executive Summary

Survey Background and Purpose

- The City of Montrose, Colorado contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The City of Montrose 2008 Household Survey provides residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not and share their priorities for community planning and resource allocation.
- This is the fourth iteration of the City of Montrose Household Survey since the baseline study conducted in 2002 and the first time NRC has conducted the survey for the City.

Methods

- All households within the Montrose City limits were mailed the City of Montrose 2008 Household Survey in October 2008, using the City's utility billing address list and a list of multi-family units purchased as an occupant list from the Post Office. To ensure all households selected to participate in the survey were within the City of Montrose boundaries, the latitude and longitude of each address was plotted to determine its location within the City. Using the same latitude and longitude, each address within the City was linked to one of the four council districts. Key survey responses by respondent Council District can be found in *Appendix V: Cross-tabulations of Selected Results by Respondent Council District*.
- Of the 7,130 eligible households who received the survey, 1,563 responded to the mailed questionnaire, giving a response rate of 22%, similar to the 2006 response rate. The survey instrument itself appears in *Appendix VII: Survey Instrument*.
- Survey results were weighted so that respondent age, gender, housing tenure and ethnicity were represented in the proportions reflective of the entire City. (For more information see *Appendix II: Survey Methodology*.) The margin of error is plus or minus two percentage points around any given percentage point.

Survey Findings

COMMUNITY LIFE

Overall quality of life was important to all Montrose residents and most residents were satisfied with living in Montrose. However, those living in Montrose more than 20 years, residents who reported living in detached, single family homes and those who own their homes were less likely to agree with each statement than other residents responding to the 2008 survey. Important aspects of quality of life for Montrose residents were medical services, family, schools and access to affordable quality housing.

A majority of respondents reported satisfaction with the number of opportunities available to participate in community activities and the amount of information they received about City activities. Many residents felt that the City effectively supports economic development and business growth, that the community values ethnic diversity and that all Montrose citizens have an equal opportunity to participate in the community decision-making process. Montrose ratings for each of these community characteristics were higher than the national average and similar to 2006 ratings, though there appears to be a downward trend since 2004.

CITY SERVICES

Montrose residents generally gave positive ratings to services provided in the City and with City government operations, though some ratings were lower in 2008 than in 2006. Of the 17 services listed on the survey, 11 received ratings that were above the national average, four services were rated similar to ratings given in other jurisdictions across the nation and two services received ratings that were lower than the national benchmark.

The appearance of City parks, trash collection and street sweeping received positive marks that were similar to or higher than the national benchmarks.

Code enforcement (weeds, junk, etc.) received the lowest rating of all services assessed on the survey. Although more than half of respondents reported at least some satisfaction with this service, few reported that they were very satisfied with this service. This rating was lower than in 2006, but similar to the national average.

Ratings for police services, enforcement of traffic laws and crime prevention were lower in 2008 than in 2006, and similar to or below the national average.

Almost all respondents said that they were satisfied or very satisfied with sewer services. However, District 3 residents gave lower satisfaction ratings than other residents for trash collection and sewer services.

About 9 in 10 residents said they were satisfied with drinking water. While satisfaction ratings dropped from 2006 to 2008, current ratings for this service were above average when compared to ratings given in jurisdictions across the country.

Senior services received positive ratings that were higher than average when compared to jurisdictions across the country and much higher than ratings for youth services. However, residents living in District 2 were less likely than residents living in other areas of the City to give positive marks to senior services.

When asked to rate their satisfaction with City government operations, residents were generally satisfied, though 23% of respondents reported dissatisfaction with City government operations. These ratings were similar to the national average and to 2006 ratings. About two-thirds of respondents agreed that the City government is responsive to their concerns and input. These ratings were higher than the national average.

Those who reported having had contact with the City in the past 12 months (61%) gave high scores to City employees. Approximately 9 in 10 respondents said that they were satisfied or very satisfied with the courteousness (92%), helpfulness (88%) and timeliness (87%) of the City employee with which they most recently had contact. A similar proportion (88%) reported satisfaction with their overall impression of the City employee. These ratings were similar to 2006 ratings and higher than average when compared to ratings given in other jurisdictions across the country that asked similar questions.

POTENTIAL PROBLEMS

Most residents reported low paying jobs, a lack of job opportunities, high cost of living and traffic congestion to be most problematic for the Montrose community. The cost of living/low paying jobs and too much growth were considered the number one problem by at least a quarter of respondents (34% and 25% rating as the number one problem, respectively) in 2006. Too much growth, the high cost of living and low paying jobs also topped the list in 2004.

Most residents rated traffic congestion and a lack of public transportation as problems in Montrose. Ratings for downtown parking and street repair and maintenance received lower satisfaction ratings in 2008 than in 2006, but had ratings that were higher than the national benchmarks.

Youth delinquency was thought to be a problem, verified with the low satisfaction ratings given to youth services that were lower than the national average.

POLICY QUESTIONS

The 2008 survey included follow-up questions topics discussed on previous survey iterations about recycling and street and sidewalk improvement.

The 2008 survey stated that, in response to citizen input from the 2006 Household Survey, the City would be starting a free curbside recycling program for all City residential sanitation customers. Results showed that 7 in 10 residents planned to participate in the City's curbside recycling program, starting in the spring of 2009.

Because 2006 survey respondents identified traffic congestion as one of the top three problems facing Montrose, 2008 respondents were asked to indicate the extent to which they would support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects. About three-quarters of residents (74%) completing the survey reported at least some support for this idea, with a third (33%) in strong support. About a third of Montrose residents were in favor of a combination of sales and use tax increases, bonds and property taxes as funding sources for street and

sidewalk improvement projects. However, a similar proportion of respondents were not in favor of any of these funding options.

INFORMATION SOURCES

Fifty-four percent of Montrose residents responding to the survey reported using the City's Web site at least once in the last 12 months. Eight percent stated that they do not have Internet access. About one in five residents reported using the City's Web site about once a year, 12% visited the Web site on a monthly basis and about 13% used it more frequently. However, about 9 in 10 respondents reported that the City's Web site was an important source for City information. Newspapers, public meetings and the water/sewer bill also were considered important sources for obtaining information about the City. Channel 10 was considered least important, but still important to residents.

Survey Background

Survey Purpose

The City of Montrose, Colorado contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The City of Montrose 2008 Household Survey serves as a consumer report card for Montrose by providing residents the opportunity to rate the quality of life in the City, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the fourth iteration of the City of Montrose Household Survey since the baseline study conducted in 2002 and the first time NRC has conducted the survey for the City of Montrose. Therefore, the trend lines presented throughout this report include data back to 2002, when available. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Montrose changes and grows.

Methods

The 2008 survey was mailed to all households in the City of Montrose using the City's utility billing address list and a list of multi-family units purchased as an occupant list from the Post Office. Households received one mailing beginning in October of 2008. To ensure all households selected to participate in the survey were within the City of Montrose boundaries, the latitude and longitude of each address was plotted to determine its location within the City. Using the same latitude and longitude, each address within the City was linked to one of the four council districts. Key survey responses by respondent Council District can be found in *Appendix V: Cross-tabulations of Selected Results by Respondent Council District*.

Completed surveys were collected over the following four weeks. The mailing contained a letter from the Mayor inviting the household to participate and explaining that results would remain completely anonymous, a questionnaire and a postage paid envelope. Of the 7,130 households that received the survey, 1,563 respondents completed the survey, providing a response rate of 22%. In 2006, a total of 6,411 questionnaires were distributed and 1,441 were returned for a response rate of 22%. The 2008 and 2006 response rates fall within the normal range of response rates for mailed surveys (typically 20% to 40%).

The results were weighted to reflect the greater Montrose population. Weighting is an important measure to adjust for non-response bias. In general, residents with certain characteristics (for example: those who are younger or rent their homes) are less likely to participate in surveying, whatever the data collection mode. Weighting involves a comparison between the demographic profile of residents who returned the survey and the US Census profile of the entire City. Previous years' Montrose surveys have not been weighted; this was a new feature of the data analysis in 2008 and was successful at adjusting the profile of survey respondents to look more like the community in general. While some variations in opinion exist among demographic subgroups, overall, the weighting scheme used for 2008 did not make the final weighted results different from the unweighted results.

Understanding the Results

"Don't Know" Responses and Rounding

On many of the questions in the survey, respondents gave an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix III: Complete Set of Survey Frequencies* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

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

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus two percentage points around any given percent reported for the entire sample (1,538 completed surveys). For comparisons by year or by District, the margin of error rises to approximately plus or minus five percentage points since sample sizes were 270 for District 1, 349 for District 2, 315 for District 3 and 621 for District 4. (For eight respondents, the District of residence could not be identified.).

Comparing Survey Results

Because this survey was the fourth in a series of citizen surveys, the 2008 results are presented along with past ratings when available. Differences between 2008 and 2006 can be considered “statistically significant” if they are five percentage points or greater. Trend data for Montrose offer important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Sometimes the wording of questions or scales is inconsistent between survey years. For many questions, the scales changed from 5-point scales in previous survey iterations where only the end points were labeled, to 4-point scales in 2008 where each scale point was labeled. To ensure the most comparable comparisons by year, the top scale points (that most often had the same label in 2008 as in previous years) were used to compare results by survey iteration, however the scale and wording changes could account for some of the differences in ratings between 2008 and 2006 ratings.

Results for all Montrose residents also were compared to results for each of the four Council Districts for a select set of questions and are presented in *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics* and by respondent characteristics (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*).

Comparing to Other Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, police protection tends to be better received than pothole repair by residents of most American cities. Where possible, the better comparison is not from one service to another in Montrose, but from Montrose services to services like them provided by other jurisdictions.

National Normative Database

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

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys

regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

NRC's work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Normative comparisons are used for benchmarking. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, we need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how residents' ratings of fire service compare to opinions about fire service in other communities.

A fire department that provides the fastest and most efficient service – one that provides excellent prevention education and arrives at the fire scene quickly – still has a problem to fix if the residents in the City it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively "worse" departments.

The normative data can help that fire department – or any City department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

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

Comparison of Montrose to the Benchmark Database

Benchmark comparisons have been provided when similar questions on the Montrose survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country. Where comparisons are available, Montrose results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Montrose's rating to the benchmark.

Jurisdictions to which Montrose was compared nationally can be found in *Appendix VI: Jurisdictions Included In Benchmark Comparisons*).

Community Life

Quality of Life

Residents responding to the survey rated the importance of aspects of Montrose quality of life. At least 9 in 10 respondents rated each aspect as at least somewhat important to the quality of life in Montrose. Most items were thought to be essential by at least one in five respondents.

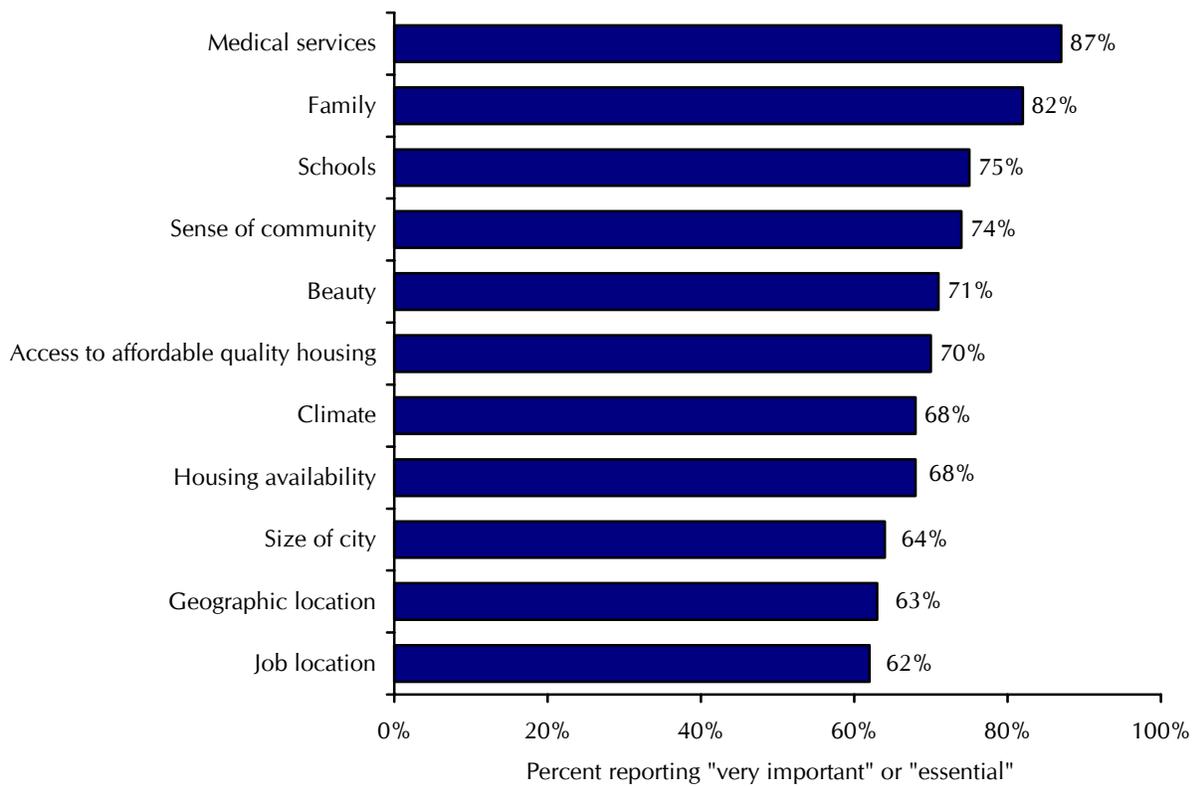
Medical services was considered at least somewhat important by nearly all respondents (99%), with 45% rating it as essential to the quality of life in the City. While job location was rated as least important to quality of life by 2008 respondents, about 9 in 10 still considered this as at least somewhat important and one in five felt it was essential.

Family was rated as very important or essential to Montrose quality of life by about 8 in 10 respondents (82%), schools by about three-quarters of respondents (75%) and access to affordable quality housing by 7 in 10 respondents (70%).

Table 1: Important Aspects of Quality of Life in Montrose

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Essential	Very important	Somewhat important	Not at all important	Total
Medical services	45%	42%	11%	1%	100%
Family	45%	37%	12%	6%	100%
Schools	38%	37%	17%	8%	100%
Access to affordable quality housing	33%	37%	23%	8%	100%
Housing availability	26%	42%	26%	6%	100%
Beauty	20%	51%	27%	2%	100%
Climate	20%	48%	29%	3%	100%
Geographic location	20%	43%	31%	6%	100%
Job location	20%	42%	25%	12%	100%
Sense of community	19%	55%	22%	4%	100%
Size of City	16%	48%	31%	5%	100%

Figure 1: Important Aspects of Montrose Life



Respondents were allowed to write in "other" aspects important to quality of life in Montrose. About one in five of those who specified another aspect of Montrose quality of life commented on jobs and the economy, 15% mentioned parks and open space and about 10% cited growth.

Table 2: Other Important Areas of Quality of Life in Montrose

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose - other, specify?	Percent of respondents
Jobs/economy	22%
Parks/open space	15%
Growth	11%
Transportation/public transportation	8%
Recreation	6%
Safety	4%
Shopping	3%
Other	30%
Total (N = 97)	100%

When comparing to previous years, most items on the list were considered at least somewhat important by similar proportions of 2008 and 2006 respondents. However, a higher proportion of respondents in 2008 than in 2006 felt that family, housing availability, schools and job location were at least somewhat important.

Table 3: Important Aspects of Quality of Life in Montrose Compared Over Time

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Year of survey			
	2008	2006	2004	2002
Medical services	99%	97%	97%	95%
Beauty	98%	99%	98%	97%
Climate	97%	99%	99%	98%
Sense of community	96%	97%	97%	97%
Size of City	95%	96%	95%	95%
Family	94%	86%	84%	85%
Housing availability	94%	87%	88%	88%
Geographic location	94%	96%	95%	96%
Access to affordable quality housing	92%	NA	NA	NA
Schools	92%	75%	76%	79%
Job location	88%	78%	77%	79%

Percent reporting at least "somewhat important" in 2008; 2002-2006 data represent the percent of respondents with ratings of 2, 3, 4, 5 (at least somewhat important).

Grey shading indicates a statistically significant difference between 2008 and 2006 results.

The question changed from "reasons for living in Montrose" in previous years to "important aspects of quality of life in Montrose" in 2008.

The scale changed from a 5-point scale in 2006, 2004 and 2002 where 1 was "not important" and 5 was "very important," to a 4-point scale in 2008 with the following scale points: essential, very important, somewhat important, not at all important.

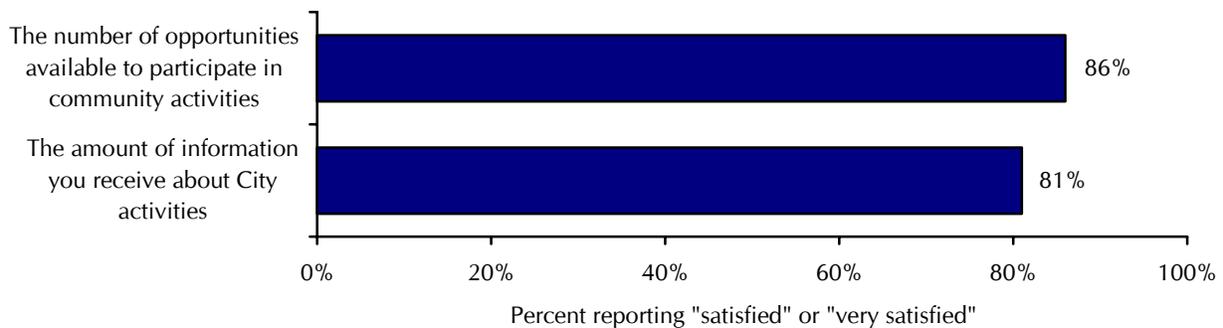
Community Involvement

Residents responding to the 2008 survey were asked to indicate how satisfied or dissatisfied they were with the number of opportunities available to participate in community activities and the amount of information they received about City activities. At least four in five respondents reported that they were satisfied or very satisfied with both.

Table 4: Community Involvement

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Total
The number of opportunities available to participate in community activities	14%	72%	12%	2%	100%
The amount of information you receive about City activities	12%	69%	17%	3%	100%

Figure 2: Community Involvement



When compared to previous years, it appears that respondents were less satisfied with the amount of information they received about City activities in 2008 than in 2006, but a higher proportion of 2008 respondents reported satisfaction with the number of opportunities available to participate in community activities.

Table 5: Community Involvement Compared Over Time

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Year of survey			
	2008	2006	2004	2002
The number of opportunities available to participate in community activities	14%	9%	NA	NA
The amount of information you receive about City activities	12%	19%	26%	20%

Percent reporting "very satisfied" for 2008; 2006 data for "number of opportunities" represent the percent reporting "strongly agree."

Grey shading indicates a statistically significant difference between 2008 and 2006 results.

Question wording changed from "Are you satisfied that you are adequately informed about City activities?" in 2006, 2004 and 2002 to "Please indicate how satisfied or dissatisfied you are with the amount of information you receive about City activities in 2008. Question wording changed from "I would participate more actively in community issues if there were expanded opportunities to do so in 2006 to "Please indicate how satisfied or dissatisfied you are with the number of opportunities available to participate in community activities."

The scale for "information you receive" changed from a 5-point scale in 2006 and 2004 where 1 was "very dissatisfied" and 5 was "very satisfied" to a 4-point scale in 2008 with the following scale points: very satisfied, satisfied, dissatisfied, very dissatisfied.

The scale for "opportunities available" changed from a 5-point scale in 2006 where 1 was "strongly disagree" and 5 was "strongly agree" to a 4-point scale in 2008 with the following scale points: very satisfied, satisfied, dissatisfied, very dissatisfied.

Community Satisfaction

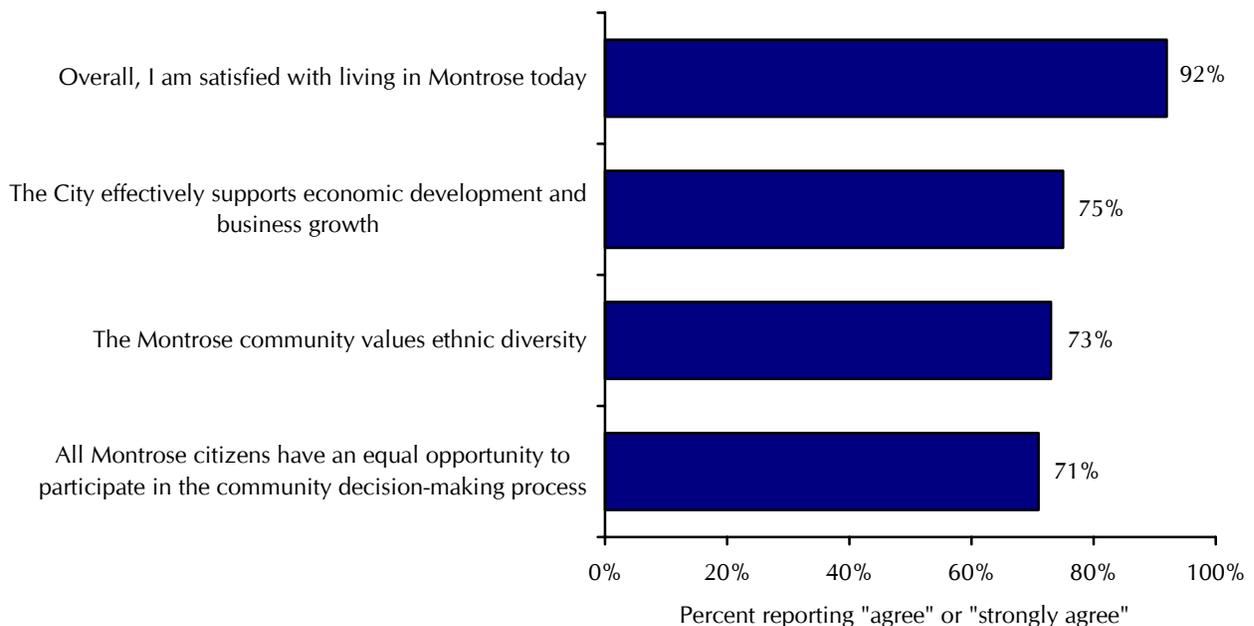
When residents were asked to indicate the extent to which they agreed or disagreed with various positive statements about the community, a strong majority of respondents agreed or strongly agreed with each statement. About 9 in 10 respondents agreed that overall, they are satisfied with living in Montrose today, with 3 in 10 reporting strong agreement with this statement. Three-quarters of respondents (75%) stated that they agreed or strongly agreed that the City effectively supports economic development and business growth, 73% agreed that the Montrose community values ethnic diversity and 71% thought that all Montrose citizens have an equal opportunity to participate in the community decision-making process.

Those living in Montrose more than 20 years, residents who reported living in detached, single family homes and those who own their homes were less likely to agree with each statement than other residents responding to the 2008 survey (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*).

Table 6: Community Satisfaction

Please indicate the extent to which you agree or disagree with each of the following statements.	Strongly agree	Agree	Disagree	Strongly disagree	Total	National comparison
Overall, I am satisfied with living in Montrose today	30%	62%	6%	1%	100%	Above the norm
All Montrose citizens have an equal opportunity to participate in the community decision-making process	12%	59%	22%	6%	100%	Above the norm
The City effectively supports economic development and business growth	11%	64%	19%	7%	100%	Above the norm
The Montrose community values ethnic diversity	9%	64%	19%	8%	100%	Above the norm

Figure 3: Community Satisfaction



When compared to other jurisdictions across the nation, Montrose ratings for each item were higher than the national average. Ratings compared to 2006 were unchanged though there appears to be a downward trend since 2004.

Table 7: Community Satisfaction Compared Over Time

Please indicate the extent to which you agree or disagree with each of the following statements.	Year of survey			
	2008	2006	2004	2002
Overall, I am satisfied with living in Montrose today	30%	32%	39%	NA
All Montrose citizens have an equal opportunity to participate in the community decision-making process	12%	15%	19%	NA
The City effectively supports economic development and business growth	11%	NA	NA	NA
The Montrose community values ethnic diversity	9%	13%	16%	NA

Percent reporting "strongly agree."

The scale changed from a 5-point scale in 2006 and 2004 where 1 was "strongly disagree" and 5 was "strongly agree" to a 4-point scale in 2008 with the following scale points: strongly agree, agree, disagree, strongly disagree.

This question was not asked in 2002.

Community Issues

Montrose residents responding to the survey were asked questions about potential problems in Montrose and about the business climate in the City. Satisfaction with services to seniors and youth also was assessed.

Potential Problems

Residents were asked to indicate the extent to which they thought various issues were a problem in Montrose. At least 9 in 10 respondents felt that low paying jobs, youth delinquency, traffic congestion, lack of job opportunities, crime and the high cost of living were minor, moderate or major problems in the City of Montrose.

Just over half (56%) thought low paying jobs was a major problem. Similarly, at least two in five residents thought that the lack of job opportunities and the high cost of living were major problems in Montrose (45% and 41%, respectively). Traffic congestion and a lack of public transportation were thought to be major problems by 36% and 37% of respondents, respectively. About 3 in 10 (29%), felt that too much growth was a major problem in Montrose.

Fewer respondents thought that the overall appearance of the City was a problem, with 52% reporting it as “not a problem.”

When compared by respondent characteristics, resident who reported a longer length of residency (11 years or more) and those aged 25 or older were more likely to rate each item as at least a minor problem than other residents responding to the survey (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*).

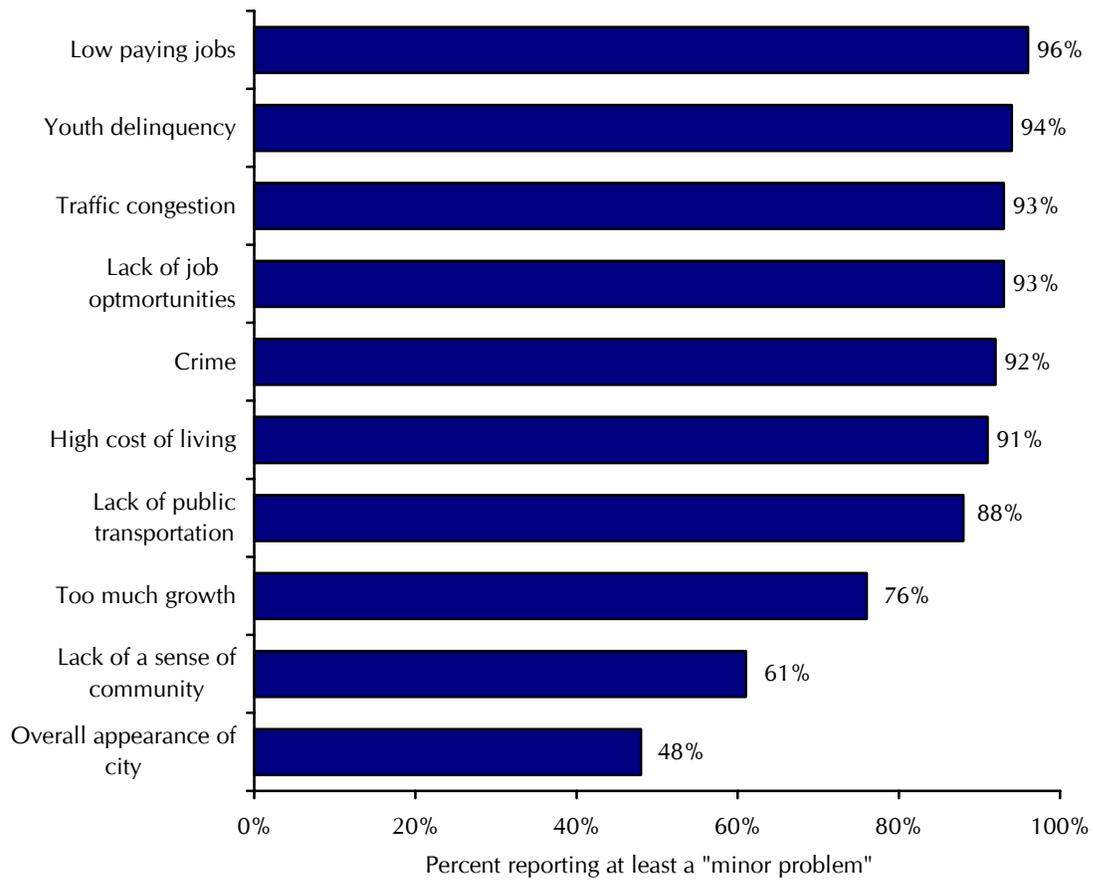
District 2 residents were more likely to think there was a problem with the lack of a sense of community in the City than those living in other areas of the City. District 4 respondents were more likely to think that crime and youth delinquency were problems for Montrose than did other residents. (See *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*.)

In previous years, respondents were asked to select, from a list of potential problems, the top three problems facing the City. It should be noted that “cost of living” and “low paying jobs” were combined into one category in previous years, but were listed separately on this survey. The cost of living/low paying jobs and too much growth were considered the number one problem by at least a quarter of respondents (34% and 25% rating as the number one problem, respectively) in 2006. Too much growth, the high cost of living and low paying jobs also topped the list in 2004.

Table 8: Potential Problems in Montrose

To what degree, if at all, are each of the following a problem in Montrose?	Not a problem	Minor problem	Moderate problem	Major problem	Total
Low paying jobs	4%	10%	30%	56%	100%
Youth delinquency	6%	32%	41%	22%	100%
Traffic congestion	7%	24%	33%	36%	100%
Lack of job opportunities	7%	15%	33%	45%	100%
Crime	8%	39%	42%	11%	100%
High cost of living	9%	20%	31%	41%	100%
Lack of public transportation	12%	22%	28%	37%	100%
Too much growth	24%	20%	28%	29%	100%
Lack of a sense of community	39%	38%	17%	6%	100%
Overall appearance of City	52%	31%	14%	2%	100%

Figure 4: Potential Problems



Business Climate

Survey participants were asked to indicate the extent to which they agreed or disagreed that most Montrose businesses and service providers are helpful and accommodating. While a majority of respondents agreed or strongly agreed (88%) that businesses and service providers were helpful and accommodating, fewer strongly agreed with this statement in 2008 (14%) than in 2006 (22%).

Figure 5: Helpfulness of Montrose Businesses and Service Providers

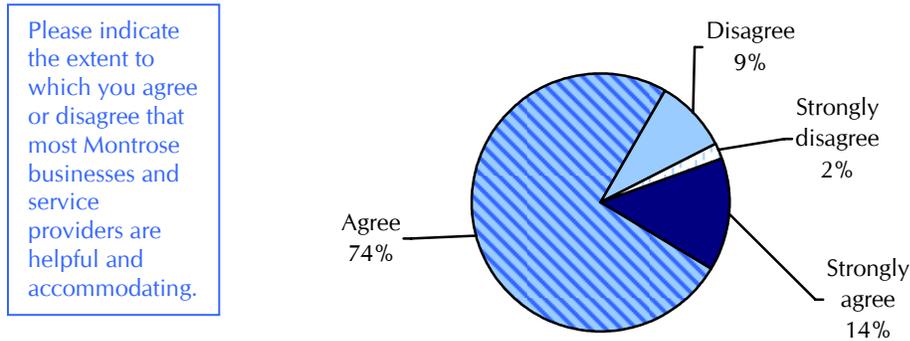
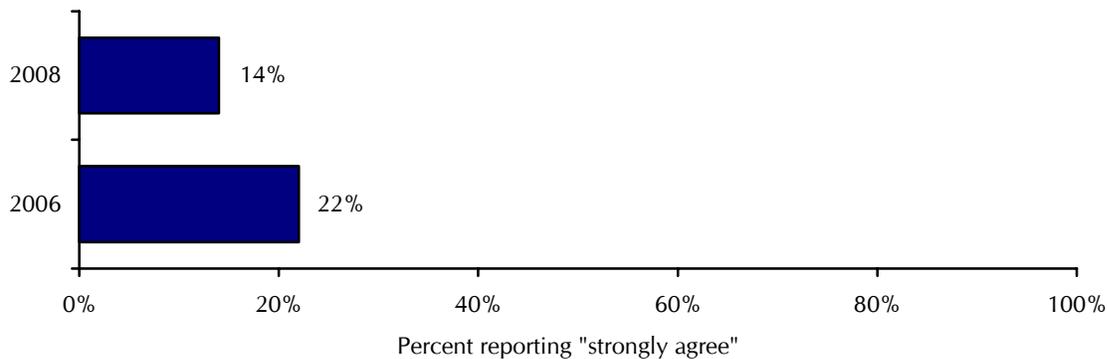


Figure 6: Helpfulness of Montrose Businesses and Service Providers Compared Over Time



The scale changed from a 5-point scale in 2006 where 1 was "strongly disagree" and 5 was "strongly agree" to a 4-point scale in 2008 with the following scale points: strongly agree, agree, disagree, strongly disagree. This question was not asked in 2004 or 2002.

Seniors and Youth

For the first time in 2008, residents were asked to rate their level of satisfaction with services to seniors and youth. Respondents were more likely to give positive marks for senior than youth services. About 9 in 10 reported that they were satisfied or very satisfied with services to seniors, with approximately one-quarter reporting that they were very satisfied. About half of respondents reported satisfaction with services to youth, with nearly one in five stating that they were very dissatisfied with youth services in Montrose.

Note that nearly 3 in 10 respondents reported “don’t know” when asked to rate their satisfaction with services to seniors and youth. A complete set of frequencies for all questions can be found in *Appendix III: Complete Set of Survey Frequencies*.

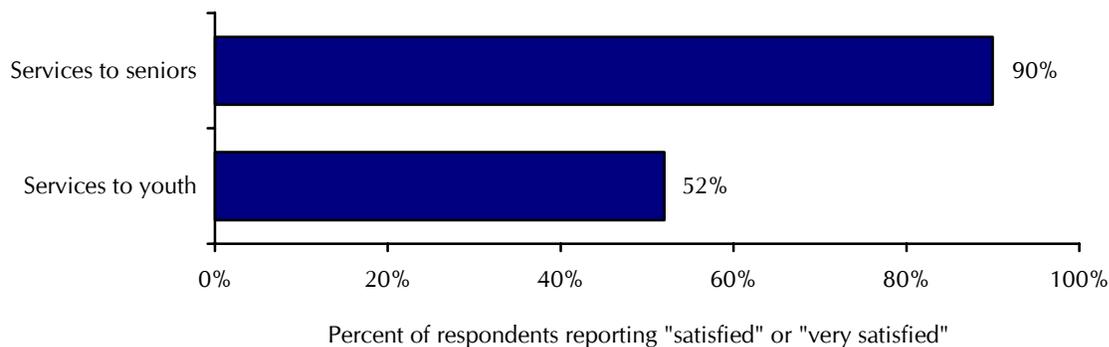
When compared to ratings given in jurisdictions across the country, ratings for senior services were above the national average and youth services received ratings that were lower than average.

Residents living in District 2 were less likely than residents living in other areas of the City to give positive marks to senior services (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*.)

Table 9: Services to Seniors and Youth

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Total	National comparison
Services to seniors	25%	65%	8%	2%	100%	Above the norm
Services to youth	7%	45%	30%	18%	100%	Below the norm

Figure 7: Satisfaction with Services to Seniors and Youth



Satisfaction with Services

Montrose residents completing the survey were asked to indicate how satisfied or dissatisfied they were with various services provided by the City and City government operations in general. In general, ratings were positive.

City Services

At least half of respondents reported satisfaction with each service presented in the list. Almost all respondents (95%) said that they were satisfied or very satisfied with sewer services and about 9 in 10 said that they were at least satisfied with drinking water, the appearance of City parks, trash collection and street sweeping (92%, 91%, 90% and 88%, respectively). Code enforcement (weeds, junk, etc.) received the lowest rating with 56% reporting at least some satisfaction, but few (6%) reported that they were very satisfied with this City service.

Note that 33% of respondents said, “don’t know” when asked to rate their satisfaction with Municipal Court. A complete set of frequencies for all questions can be found in *Appendix III: Complete Set of Survey Frequencies*.

Of the 17 services listed on the survey, 11 received ratings that were above the national average (drinking water, appearance of City parks, sewer services, preservation of natural areas, street sweeping, animal control, Municipal Court, storm water collection system, downtown parking, street maintenance and repair and sidewalk maintenance). Four services (trash collection, enforcement of traffic laws, crime prevention and code enforcement) were rated similar to ratings given in other jurisdictions across the nation. Two services (police services and snow removal) received ratings that were lower than the national benchmark.

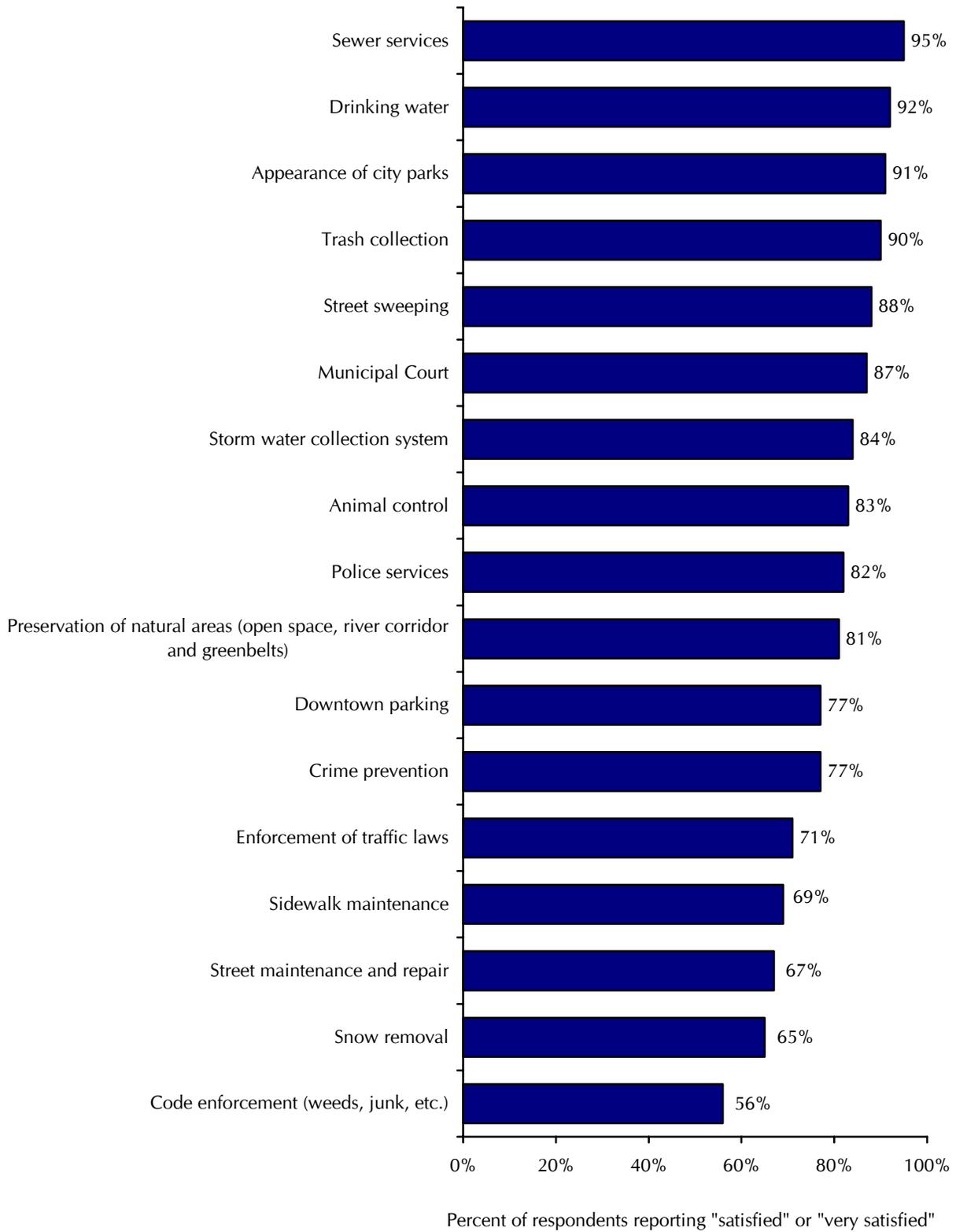
Results to this question were compared by respondent characteristics. Those living in detached, single family homes and residents who owned their homes were more likely to give lower quality ratings to City services than those living in attached units and those who rent their homes. Police services received lower ratings from residents who reported a longer length of residency and the enforcement of traffic laws received lower ratings from respondents who reported their ethnicity to be something other than Hispanic, Spanish or Latino. (See *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*.)

When compared by Council District, District 3 residents gave lower satisfaction ratings than other residents for trash collection and sewer services. Those living in Districts 2 and 4 were less likely to give positive scores for satisfaction with the storm water collection system than residents living in other areas of the City. District 4 residents also were less likely to give positive marks than other residents when asked to rate their satisfaction with street maintenance and repair and Municipal Court. (For more details about comparisons by Council District, (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics*.)

Table 10: Quality of Services

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Total	National comparison
Drinking water	29%	63%	6%	2%	100%	Above the norm
Appearance of City parks	28%	63%	8%	2%	100%	Above the norm
Trash collection	28%	62%	7%	2%	100%	Similar to the norm
Sewer services	22%	73%	4%	1%	100%	Above the norm
Police services	17%	65%	11%	6%	100%	Below the norm
Street sweeping	16%	72%	8%	4%	100%	Above the norm
Preservation of natural areas (open space, river corridor and greenbelts)	16%	65%	13%	6%	100%	Above the norm
Animal control	15%	68%	11%	5%	100%	Above the norm
Municipal Court	12%	75%	8%	5%	100%	Above the norm
Enforcement of traffic laws	11%	60%	21%	9%	100%	Similar to the norm
Storm water collection system	11%	73%	13%	3%	100%	Above the norm
Crime prevention	10%	67%	19%	4%	100%	Similar to the norm
Snow removal	9%	56%	25%	11%	100%	Below the norm
Downtown parking	9%	68%	17%	6%	100%	Above the norm
Street maintenance and repair	7%	60%	22%	11%	100%	Above the norm
Code enforcement (weeds, junk, etc.)	6%	50%	28%	15%	100%	Similar to the norm
Sidewalk maintenance	5%	64%	23%	8%	100%	Above the norm

Figure 8: Quality of Services



Satisfaction ratings for City services were, on average, seven percentage points lower in 2008 than in 2006. The most significant change was the rating for drinking water, where 40% of respondents reported that they were very satisfied with drinking water in 2006 versus 29% in 2008. Ratings also were lower for police services (17% reporting very satisfied in 2008 versus 26% in 2006), enforcement of traffic laws (11% versus 19%), storm water collection (11% versus 16%), crime prevention (10% versus 15%), downtown parking (9% versus 17%), street repair and maintenance (7% versus 12%) and code enforcement (6% versus 16%).

Table 11: Quality of City Services Compared Over Time

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Year of survey			
	2008	2006	2004	2002
Drinking water	29%	40%	43%	40%
Appearance of City parks	28%	30%	36%	28%
Trash collection	28%	29%	55%	49%
Sewer services	22%	NA	NA	NA
Police services	17%	26%	31%	29%
Street sweeping	16%	19%	23%	21%
Preservation of natural areas (open space, river corridor and greenbelts)	16%	NA	NA	NA
Animal control	15%	NA	NA	NA
Municipal Court	12%	NA	NA	NA
Enforcement of traffic laws	11%	19%	20%	20%
Storm water collection system	11%	16%	17%	15%
Crime prevention	10%	15%	20%	20%
Snow removal	9%	NA	NA	NA
Downtown parking	9%	17%	18%	17%
Street maintenance and repair	7%	12%	17%	13%
Code enforcement (weeds, junk, etc.)	6%	16%	17%	NA
		16%	19%	
Sidewalk maintenance	5%	NA	NA	NA

Percent reporting "very satisfied."

Grey shading indicates a statistically significant difference between 2008 and 2006 results.

Question wording changed from "delivery of police services" in 2006, 2004 and 2002 to "police services" in 2008, and from "police enforcement of traffic laws" in 2006, 2004 and 2002 to "enforcement of traffic laws" in 2008. Code enforcement (weeds, junk, etc.) was split in previous years into two questions: weed control and junk/rubbish control. The scale changed from a 5-point scale in 2006, 2004 and 2002 where 1 was "very dissatisfied" and 5 was "very satisfied" to a 4-point scale in 2008 with the following scale points: very satisfied, satisfied, dissatisfied, very dissatisfied.

City Government

Survey respondents were asked to indicate how satisfied or dissatisfied they were, in general, with how the Montrose City government operates. While a majority of respondents (77%) reported that they were satisfied or very satisfied, 23% of respondents reported dissatisfaction with City government operations. These ratings were similar to the national average and to 2006 ratings.

Figure 9: City Government Operations

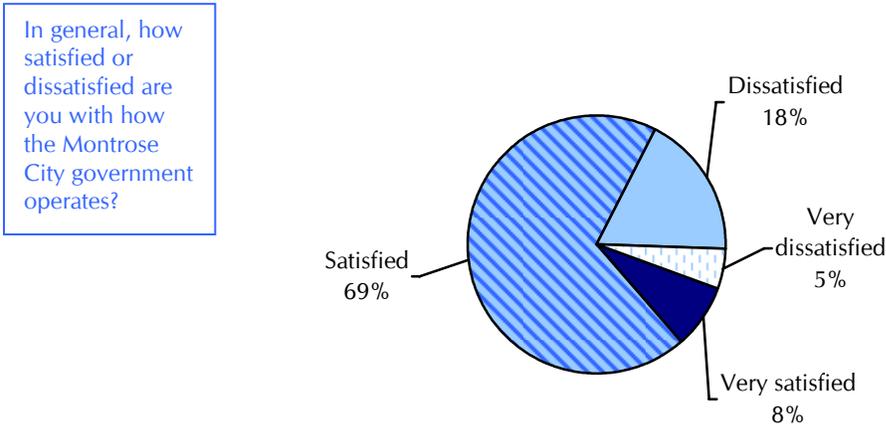
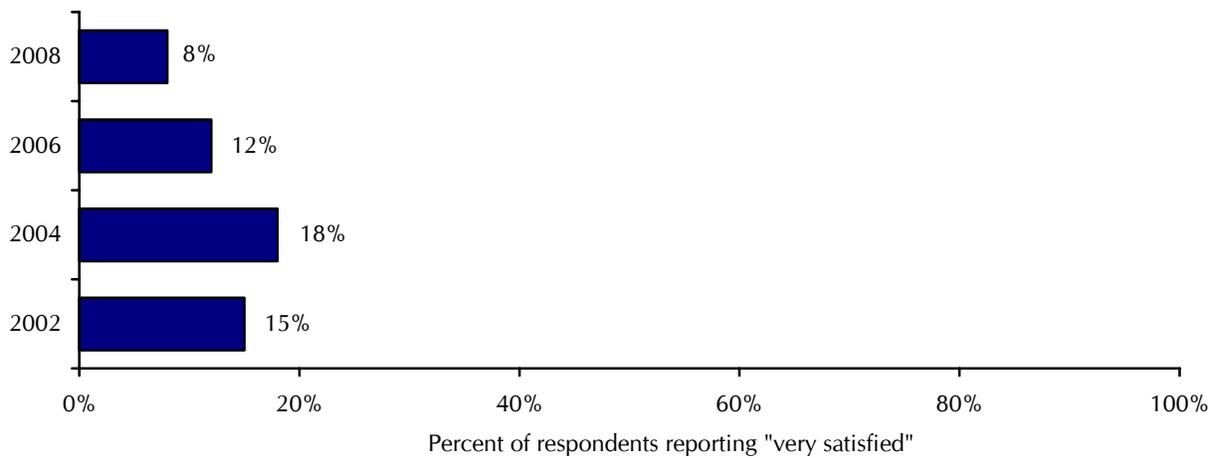


Figure 10: City Government Operation Compared Over Time



The scale changed from a 5-point scale in 2006, 2004 and 2002 where 1 was "very dissatisfied" and 5 was "very satisfied" to a 4-point scale in 2008 with the following scale points: very satisfied, satisfied, dissatisfied, very dissatisfied.

Policy Topics

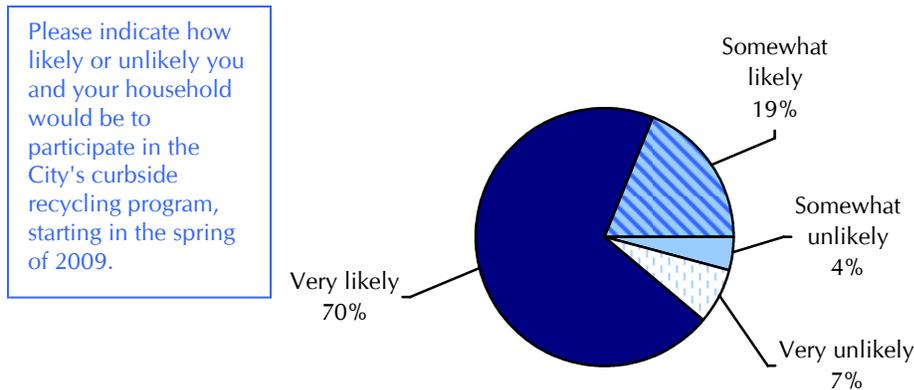
The 2008 survey included follow-up questions discussed on previous survey iterations about recycling and street and sidewalk improvements.

Curbside Recycling

The 2008 survey stated that, in response to citizen input from the 2006 Household Survey, the City would be starting a free curbside recycling program for all City residential sanitation customers. It also stated that the City would like to get a sense of how many residents plan to participate in the City's curbside recycling program, starting in the spring of 2009. Seven in 10 respondents said they would be very likely to participate in the new recycling program, up from the 49% in 2006 who strongly agreed that they would be more likely to recycle if the City provided more convenient recycling services and the 25% in 2004 who strongly agreed that they would be willing to pay an additional \$3 to \$4 per month for curbside recycling service.

Residents who reported a shorter length of residency in the City (10 years or less), female residents, residents aged 18-54 and those reporting their ethnicity to be something other than Hispanic, Spanish or Latino said they would be more likely to participate in the City's curbside recycling program than other respondents (see *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics.*)

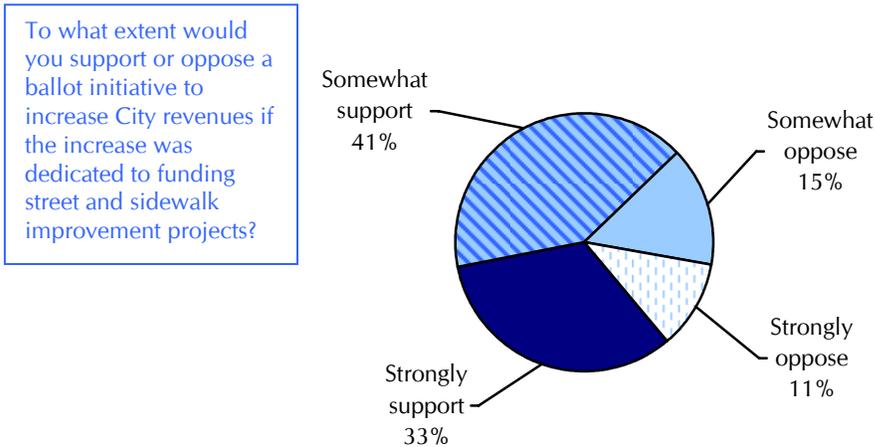
Figure 11: City's Curbside Recycling Program



Street and Sidewalk Improvement

Because 2006 survey respondents identified traffic congestion as one of the top three problems facing Montrose, 2008 respondents were asked to indicate the extent to which they would support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects. About three-quarters of residents (74%) completing the survey reported at least some support for this idea, with a third (33%) in strong support.

Figure 12: Street and Sidewalk Improvement

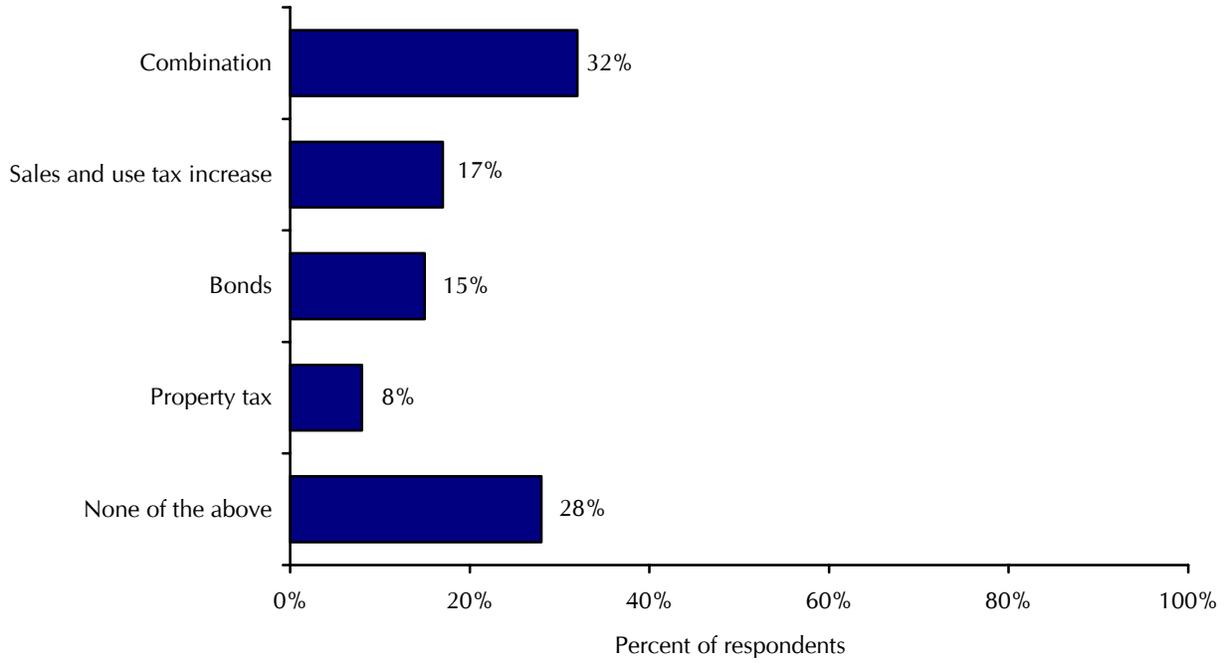


When asked to indicate which option they would most prefer to fund street and sidewalk improvement projects, about a third of Montrose residents were in favor of a combination of sales and use tax increases, bonds and property taxes, 17% were in favor of sales and use tax increases only, 15% said they would prefer bonds and 6% preferred to use property taxes to fund street and sidewalk improvement projects. About 3 in 10 respondents were not in favor of any of these funding options.

Those living in single family homes, those who owned their homes, older respondents (ages 55 and older) and those who reported that their ethnicity was not Hispanic, Spanish or Latino were less likely to support the ballot initiative than other respondents. When asked their preference for funding street and sidewalk improvements projects, those with a longer length of residency (more than 20 years), those living in detached, single family homes and those who owned their homes, male respondents and older respondents (ages 55 and older) were more likely to support sales and use tax increases than their counterparts. Those reporting a shorter length of residency (10 years or less) showed more support for the use of property taxes or bonds to pay for improvements than did other respondents. (See *Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics.*)

District 2 respondents reported the least support for the ballot initiative and were most likely to report “none of the above” when asked which funding option they most preferred to fund street and sidewalk improvement projects (see *Appendix V: Cross-tabulations of Selected Results by Respondent Council District.*)

Figure 13: Funding Street and Sidewalk Improvements



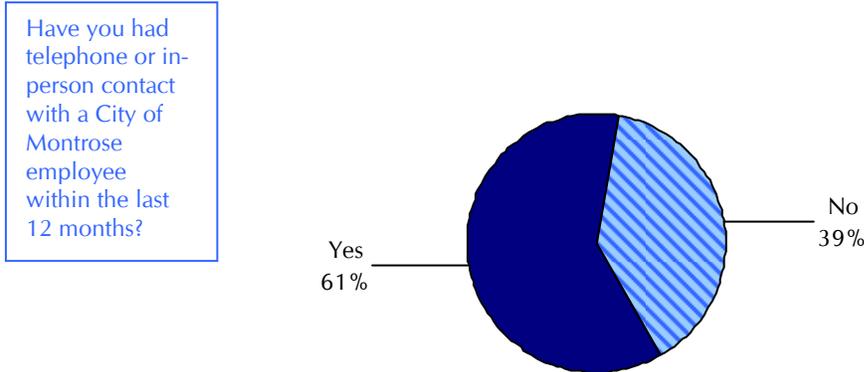
Communication with Citizens

A series of questions on the 2008 survey were related to the City’s communication efforts with Montrose residents. Ratings of City communication were generally positive.

Contact with City Employees

About three in five respondents reported having had telephone or in-person contact with a City of Montrose employee within the last 12 months, higher than the national average.

Figure 14: Communication with Citizens



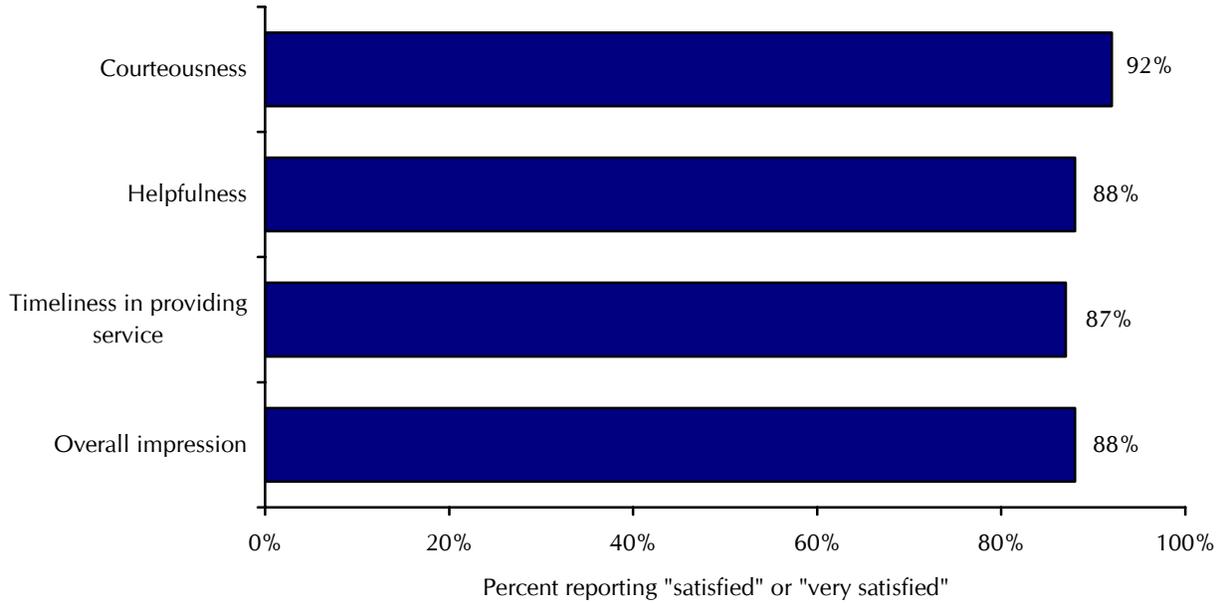
Those who reported having had contact with the City in the past 12 months (61%) were asked to rate their satisfaction with various aspects of the City employee in their most recent contact. Approximately 9 in 10 respondents said that they were satisfied or very satisfied with the courteousness (92%), helpfulness (88%) and timeliness (87%) of the City employee with which they most recently had contact. A similar proportion (88%) reported satisfaction with their overall impression of the City employee. These ratings were higher than average when compared to ratings given in other jurisdictions across the country who asked similar questions.

Table 12: Impression of City Employee

What was your impression of the employee of the City of Montrose in your most recent contact?	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Total	National comparison
Courteousness	47%	45%	3%	5%	100%	Above the norm
Helpfulness	44%	44%	6%	6%	100%	Above the norm
Timeliness in providing service	42%	45%	7%	6%	100%	Above the norm
Overall impression	43%	45%	6%	6%	100%	Above the norm

This question was only asked of those who reported having had contact with the City in the last 12 months.

Figure 15: Impression of City Employee



This question was only asked of those who reported having had contact with the City in the last 12 months.

When compared to previous years, 2008 ratings of Montrose City employees were similar to ratings given by 2006 survey respondents.

Table 13: Impression of City Employee Compared Over Time

What was your impression of the employee of the City of Montrose in your most recent contact?	Year of survey			
	2008	2006	2004	2002
Courteousness	47%	48%	50%	49%
Helpfulness	44%	46%	46%	46%
Timeliness in providing service	42%	44%	43%	41%
Overall impression	43%	NA	NA	NA

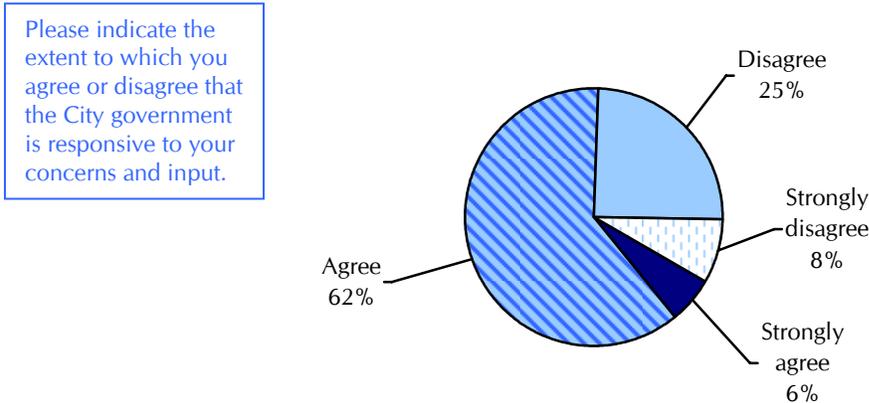
Percent reporting "very satisfied."

The scale changed from a 5-point scale in 2006, 2004 and 2002 where 1 was "very dissatisfied" and 5 was "very satisfied" to a 4-point scale in 2008 with the following scale points: very satisfied, satisfied, dissatisfied, very dissatisfied. Respondents were not asked to rate their overall impression of City employees in 2002.

City Government Responsiveness

When asked to indicate the extent to which they agreed or disagreed that the City government is responsive to their concerns and input, about two-thirds of respondents (68%) agreed or strongly agreed with this statement. These ratings were higher than the national average. Note that about a quarter of respondents said “don’t know” when asked this question. A complete set of frequencies for all questions can be found in *Appendix III: Complete Set of Survey Frequencies*.

Figure 16: City Government Responsiveness



Sources of Information

Fifty-four percent of Montrose residents responding to the survey reported using the City’s Web site at least once in the last 12 months. Eight percent stated that they do not have Internet access. About one in five residents reported using the City’s Web site about once a year, 12% visited the Web site on a monthly basis and about 13% used it more frequently.

Table 14: City's Web site

How frequently, if ever, have you used the City's Web site (www.Cityofmontrose.org) in the last 12 months?	Percent of respondents
Never	46%
Daily	1%
2-6 times per week	2%
Once a week	3%
1-3 times per month	7%
Once a month	12%
At least once a year	21%
I don't have Internet access	8%
Total	100%

When asked to rate the importance of various information sources that the City uses to communicate to citizens, newspapers, public meetings and the water/sewer bill were considered at least somewhat important by 9 in 10 respondents or more, with at least one in five rating each as essential. A similar proportion rated the City Web site (90%) and the City newsletter (90%) as at least somewhat important, though few (14% and 12%, respectively) rated each as essential. The source of information least important to residents was Channel 10, with 3 in 10 respondents rating it as not at all important.

Note that at least one in five respondents said “don’t know” when asked to rate the importance of the City Web site and Channel 10. A complete set of frequencies of all questions can be found in *Appendix III: Complete Set of Survey Frequencies*.

Table 15: Sources of Information

Please rate the importance of each of the following sources of City communications.	Year of survey				Total
	Essential	Very important	Somewhat important	Not at all important	
Public Meetings (City Council and/or Planning Commission)	22%	49%	26%	3%	100%
Water/Sewer bill	21%	45%	29%	4%	100%
Newspaper	25%	37%	29%	8%	100%
City Web site (www.Cityofmontrose.org)	14%	35%	41%	9%	100%
City newsletter (“The City Beat”)	12%	37%	41%	10%	100%
Radio	15%	34%	37%	15%	100%
Posted notices	12%	31%	40%	17%	100%
Channel 10	10%	27%	35%	29%	100%

Importance ratings increased from 2008 to 2006 for the following information sources: the City Web site (91% versus 84%); radio (85% versus 73%); and posted notices (83% versus 76%).

Table 16: Sources of City Communication Compared Over Time

Please rate the importance of each of the following sources of City communication.	Year of survey			
	2008	2006	2004	2002
Public Meetings (City Council and/or Planning Commission)	97%	93%	60%	60%
Water/Sewer bill	96%	96%	97%	96%
Newspaper	92%	88%	86%	82%
City Web site (www.Cityofmontrose.org)	91%	84%	71%	65%
City newsletter (“The City Beat”)	90%	91%	92%	89%
Radio	85%	73%	73%	76%
Posted notices	83%	76%	73%	71%
Channel 10	71%	74%	73%	75%

Percent reporting at least somewhat important. 2002-2006 data represent the percent of respondents with ratings of 2, 3, 4, 5 (at least somewhat important).

Grey shading indicates a statistically significant difference between 2008 and 2006 results.

Question wording changed from "Breakfast with the Mayor" in 2004 and "City Manager's Monthly Coffee" in 2002 to "Public Meetings" in 2006 and 2008. "Newspaper" in 2008 was changed from "Montrose Daily Press" in 2006, 2004 and 2002; the "Daily Sentinel," a Grand Junction newspaper, also was rated in previous years.) "Radio" in 2008 was changed from KUBC/KKXX Radio Community Billboard in 2006, 2004 and 2002.

The scale changed from a 5-point scale in 2006, 2004 and 2002 where 1 was "not important" and 5 was "very important" to a 4-point scale in 2008 with the following scale points: essential, very important, somewhat important, not at all important.

Appendix I: Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

Table 17: Length of Residency

About how long have you lived in Montrose?	Percent of respondents
5 years or less	33%
6-10 years	16%
11-15 years	11%
16-20 years	8%
21 years or more	32%
Total	100%

Table 18: Housing Unit Type

In which type of housing unit do you live?	Percent of respondents
Detached single family home	78%
Condominium or townhouse	8%
Apartment	14%
Mobile home	1%
Total	100%

Table 19: Tenure

Do you own or rent your residence?	Percent of respondents
Own	65%
Rent	35%
Total	100%

Table 20: Gender

What is your gender?	Percent of respondents
Female	54%
Male	46%
Total	100%

Table 21: Race

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents
White/European American/Caucasian	90%
Black or African American	0%
Asian or Pacific Islander	1%
American Indian, Eskimo or Aleut	3%
Other	9%
Total	100%

Table 22: Ethnicity

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	15%
No	85%
Total	100%

Table 23: Age

Which category contains your age?	Percent of respondents
18-24	4%
25-34	22%
35-44	16%
45-54	19%
55-64	13%
65-74	14%
75+	12%
Total	100%

Appendix II: Survey Methodology

SURVEY INSTRUMENT DEVELOPMENT

The City of Montrose Household Survey was administered by mail in 2008 for the fourth time. Data for the previous three surveys were collected by mail in, 2002, 2004 and 2006. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the City, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Montrose was developed by starting with the version from the previous implementation in 2006. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2008 questionnaire. In an iterative process between City staff and NRC staff, a final three-page questionnaire was created.

SAMPLE SELECTION

The 2008 survey was mailed to every household in the City of Montrose using the City's utility billing address list and a list of multi-family units purchased as an occupant list from the Post Office. To ensure all households selected to participate in the survey were within the City of Montrose boundaries, the latitude and longitude of each address was plotted to determine its location within the City. Addresses that fell outside of the City boundaries were removed from the sample. Using the same latitude and longitude, each address within the City was linked to one of the four council districts. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

SURVEY ADMINISTRATION

Households received one mailing beginning in October of 2008. Completed surveys were collected over the following four weeks. The mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage paid envelope. The survey was mailed using Non-Profit, Standard A postage instead of First Class postage. As such, we were not able to receive surveys that were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 7,130 households that received the survey, 1,563 respondents completed the survey, providing a response rate of 22%.

CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus two percentage points around any given percent reported for the entire sample (1,538 completed surveys). For comparisons by year or by District, the margin of error rises to approximately plus or minus five percentage points since sample sizes were 270 for District 1, 349 for District 2, 315 for District 3 and 621 for District 4. (For eight respondents, the District of residence could not be identified.)

WEIGHTING THE DATA

The results were weighted to reflect the greater Montrose population. Weighting is an important measure to adjust for non-response bias. In general, residents with certain characteristics (for example: those who are younger or rent their homes) are less likely to participate in surveying, whatever the data collection mode. Weighting involves a comparison between the demographic profile of residents who returned the survey and the US Census profile of the entire City. Previous years' Montrose surveys have not been weighted; this was a new feature of the data analysis in 2008 and was successful at adjusting the profile of survey respondents to look more like the community in general. While some variations in opinion exist among demographic subgroups, overall, the weighting scheme used for 2008 did not make the final weighted results different from the unweighted results.

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

- The disparity between the survey respondent characteristics and the population norms for these variables
- The magnitude of differences of opinion among these subgroups
- The weighting, if any, done in prior years

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

The results of the weighting scheme are presented in the figure below.

Montrose 2008 Household Survey Weighting Table			
Characteristic	Population Norm¹	Unweighted Data	Weighted Data
Housing			
Own home	65%	87%	65%
Rent home	35%	13%	35%
Detached unit	80%	85%	78%
Attached unit	20%	15%	22%
Race and Ethnicity			
Hispanic	15%	5%	15%
Not Hispanic	85%	95%	85%
White	91%	94%	88%
Non-white	9%	6%	12%
Sex and Age			
18-34 years of age	25%	9%	26%
35-54 years of age	35%	26%	35%
55+ years of age	40%	65%	39%
Female	53%	61%	54%
Male	47%	39%	46%
Females 18-34	12%	7%	13%
Females 35-54	18%	18%	19%
Females 55+	23%	37%	22%
Males 18-34	13%	2%	13%
Males 35-54	17%	8%	16%
Males 55+	17%	28%	17%

¹ Source: 2006 US Census American Community Estimates, unless otherwise noted

DATA ANALYSIS

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by respondent characteristics. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of our sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in tables.

Appendix III: Complete Set of Survey Frequencies

The following pages contain a complete set of responses to each question on the survey.

Question 1						
In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Size of City	16%	48%	31%	5%	1%	100%
Family	45%	37%	12%	6%	1%	100%
Sense of community	18%	55%	22%	4%	1%	100%
Job location	20%	41%	25%	12%	4%	100%
Beauty	19%	51%	27%	2%	0%	100%
Climate	19%	48%	29%	3%	1%	100%
Schools	36%	36%	17%	8%	3%	100%
Housing availability	26%	41%	26%	6%	2%	100%
Access to affordable quality housing	32%	36%	22%	8%	2%	100%
Geographic location	19%	42%	31%	6%	2%	100%
Medical services	45%	42%	11%	1%	0%	100%
Overall quality of life	45%	47%	7%	0%	1%	100%

Question 1 - Other	
In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose - other, specify?	Percent of respondents
Jobs/economy	22%
Parks/open space	15%
Growth	11%
Transportation/public transportation	8%
Recreation	6%
Safety	4%
Shopping	3%
Other	30%
Total (N = 97)	100%

Question 2

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know	Total
Street maintenance and repair	7%	59%	22%	11%	1%	100%
Street sweeping	16%	70%	8%	4%	2%	100%
Snow removal	9%	54%	24%	10%	4%	100%
Sidewalk maintenance	5%	61%	22%	7%	5%	100%
Police services	16%	60%	11%	5%	7%	100%
Enforcement of traffic laws	10%	56%	19%	8%	7%	100%
Crime prevention	9%	60%	17%	4%	10%	100%
Appearance of City parks	28%	62%	7%	2%	1%	100%
Trash collection	28%	61%	7%	2%	1%	100%
Sewer services	20%	68%	4%	1%	6%	100%
Code enforcement (weeds, junk, etc.)	6%	46%	26%	14%	9%	100%
Animal control	14%	64%	11%	5%	6%	100%
Preservation of natural areas (open space, river corridor and greenbelts)	16%	62%	12%	6%	4%	100%
Storm water collection system	9%	59%	11%	3%	19%	100%
Drinking water	29%	61%	5%	2%	3%	100%
Municipal Court	8%	50%	6%	3%	33%	100%
Downtown parking	9%	66%	17%	5%	3%	100%

Question 3

In general, how satisfied or dissatisfied are you with how the Montrose City government operates?	Percent of respondents
Very satisfied	7%
Satisfied	61%
Dissatisfied	16%
Very dissatisfied	5%
Don't know	12%
Total	100%

Question 4

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know	Total
The amount of information you receive about City activities	12%	66%	16%	3%	3%	100%
The number of opportunities available to participate in community activities	13%	66%	11%	2%	8%	100%

Question 5

Please indicate the extent to which you agree or disagree with each of the following statements.	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Total
Overall, I am satisfied with living in Montrose today	30%	61%	6%	1%	1%	100%
All Montrose citizens have an equal opportunity to participate in the community decision-making process	10%	50%	19%	5%	16%	100%
The Montrose community values ethnic diversity	7%	52%	15%	6%	19%	100%
The City effectively supports economic development and business growth	9%	54%	16%	6%	15%	100%

Question 6

To what degree, if at all, are each of the following a problem in Montrose.	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Lack of a sense of community	36%	35%	16%	6%	8%	100%
High cost of living	9%	19%	30%	41%	1%	100%
Low paying jobs	3%	10%	28%	53%	6%	100%
Crime	7%	37%	40%	11%	5%	100%
Youth delinquency	5%	27%	35%	18%	15%	100%
Too much growth	23%	19%	27%	28%	3%	100%
Lack of job opportunities	7%	14%	30%	42%	8%	100%
Lack of public transportation	11%	21%	27%	35%	7%	100%
Traffic congestion	7%	24%	33%	36%	1%	100%
Overall appearance of City	52%	31%	14%	2%	1%	100%

Question 7

Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.	Percent of respondents
Strongly agree	14%
Agree	72%
Disagree	9%
Strongly disagree	2%
Don't know	3%
Total	100%

Question 8

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know	Total
Services to seniors	18%	47%	6%	1%	27%	100%
Services to youth	5%	32%	22%	13%	28%	100%

Question 9

Have you had telephone or in-person contact with a City of Montrose employee within the last 12 months?	Percent of respondents
Yes	61%
No	39%
Total	100%

Question 10

What was your impression of the employee of the City of Montrose in your most recent contact?	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know	Total
Courteousness	47%	45%	3%	5%	0%	100%
Helpfulness	44%	44%	6%	6%	0%	100%
Timeliness in providing service	41%	44%	7%	6%	1%	100%
Overall impression	43%	45%	6%	6%	0%	100%

Question 11

Please indicate the extent to which you agree or disagree that the City government is responsive to you concerns and input.	Percent of respondents
Strongly agree	4%
Agree	46%
Disagree	18%
Strongly disagree	6%
Don't know	25%
Total	100%

Question 12

How frequently, if ever, have you used the City's Web site (www.Cityofmontrose.org) in the last 12 months?	Percent of respondents
Never	46%
Daily	1%
2-6 times per week	2%
Once a week	3%
1-3 times per month	7%
Once a month	12%
At least once a year	21%
I don't have Internet access	8%
Total	100%

Question 13

Please rate the importance of each of the following sources of City communication.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
City newsletter ("The City Beat")	11%	34%	37%	9%	8%	100%
Public Meetings (City Council and/or Planning Commission)	19%	42%	23%	3%	14%	100%
City Web site (www.Cityofmontrose.org)	11%	28%	33%	7%	20%	100%
Water/Sewer bill	19%	41%	26%	4%	10%	100%
Channel 10	7%	20%	26%	21%	26%	100%
Newspaper	24%	35%	27%	8%	6%	100%
Radio	13%	29%	32%	13%	14%	100%
Posted notices	10%	26%	33%	14%	17%	100%

Question 14

Please indicate how likely or unlikely you and your household would be to participate in the City's curbside recycling program, starting in the spring of 2009.	Percent of respondents
Very likely	67%
Somewhat likely	18%
Somewhat unlikely	4%
Very unlikely	6%
Don't know	5%
Total	100%

Question 15

To what extent would you support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects?	Percent of respondents
Strongly support	31%
Somewhat support	38%
Somewhat oppose	14%
Strongly oppose	10%
Don't know	8%
Total	100%

Question 16

Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects?	Percent of respondents
Sales and use tax increase (current City sales & use tax is 3%)	17%
Property tax (currently the City does not receive any property tax revenue)	8%
Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available)	15%
Combination of the above	32%
None of the above	28%
Total	100%

Question 17

If you have any additional comments or concerns, please write them on the lines provided below	Percent of respondents
Taxes/budget/costs	17%
Traffic/bypass	11%
Parks/trails/beatification of City	10%
City/government	9%
Police/enforce laws	9%
Street/sidewalks	7%
Don't know	1%
Other	36%
Total (N = 574)	100%

Question 18

About how long have you lived in Montrose?	Percent of respondents
5 years or less	33%
6-10 years	16%
11-15 years	11%
16-20 years	8%
21 years or more	32%
Total	100%

Question 19

In which type of housing unit do you live?	Percent of respondents
Detached single family home	78%
Condominium or townhouse	8%
Apartment	14%
Mobile home	1%
Total	100%

Question 20

Do you own or rent your residence?	Percent of respondents
Own	65%
Rent	35%
Total	100%

Question 21

What is your gender?	Percent of respondents
Female	54%
Male	46%
Total	100%

Question 22

What is your race?	Percent of respondents
White/European American/Caucasian	90%
Black or African American	0%
Asian or Pacific Islander	1%
American Indian, Eskimo or Aleut	3%
Other	9%
Total	100%

Question 23

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	15%
No	85%
Total	100%

Question 24

Which category contains your age?	Percent of respondents
18-24	4%
25-34	22%
35-44	16%
45-54	19%
55-64	13%
65-74	14%
75+	12%
Total	100%

Appendix IV: Cross-tabulations of Selected Results by Respondent Demographics

Question 1 Compared by Length of Residency, Housing Unit Type and Housing Tenure										
In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Size of City	96%	99%	93%	95%	95%	97%	95%	95%	96%	95%
Family	93%	92%	98%	94%	95%	92%	94%	95%	92%	94%
Sense of community	97%	97%	94%	96%	97%	93%	96%	96%	96%	96%
Job location	89%	90%	86%	88%	87%	91%	88%	86%	92%	88%
Beauty	98%	97%	98%	98%	98%	95%	98%	98%	96%	98%
Climate	96%	98%	97%	97%	97%	95%	97%	97%	95%	97%
Schools	90%	90%	95%	92%	92%	90%	92%	92%	90%	92%
Housing availability	95%	90%	95%	94%	94%	95%	94%	92%	98%	94%
Access to affordable quality housing	93%	93%	91%	92%	91%	96%	92%	89%	97%	92%
Geographic location	95%	97%	91%	94%	93%	97%	94%	93%	95%	94%
Medical services	100%	99%	97%	99%	98%	100%	99%	98%	100%	99%
Overall quality of life	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 1 Compared by Gender and Age

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
Size of City	96%	94%	95%	96%	96%	95%	95%
Family	93%	96%	94%	99%	95%	91%	94%
Sense of community	98%	94%	96%	93%	99%	95%	96%
Job location	92%	84%	88%	90%	94%	80%	88%
Beauty	97%	98%	98%	98%	98%	96%	98%
Climate	95%	98%	96%	95%	97%	97%	97%
Schools	92%	92%	92%	97%	93%	86%	92%
Housing availability	97%	90%	94%	99%	93%	91%	94%
Access to affordable quality housing	97%	87%	92%	94%	92%	91%	92%
Geographic location	96%	91%	94%	92%	94%	95%	94%
Medical services	100%	97%	99%	95%	100%	100%	99%
Overall quality of life	99%	100%	100%	100%	100%	99%	100%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 1 Compared by Ethnicity and Race

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Size of City	94%	96%	96%	96%	97%	96%
Family	99%	93%	94%	94%	98%	94%
Sense of community	89%	97%	96%	97%	86%	96%
Job location	89%	88%	88%	88%	88%	88%
Beauty	99%	97%	98%	98%	98%	98%
Climate	96%	97%	97%	97%	95%	96%
Schools	99%	90%	92%	91%	98%	92%
Housing availability	99%	93%	94%	94%	97%	94%
Access to affordable quality housing	100%	91%	92%	92%	96%	92%
Geographic location	96%	94%	94%	93%	96%	94%
Medical services	93%	100%	99%	100%	91%	99%
Overall quality of life	99%	100%	100%	100%	100%	100%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 2 Compared by Length of Residency, Housing Unit Type and Housing Tenure										
Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Street maintenance and repair	7%	5%	6%	7%	6%	11%	7%	6%	8%	7%
Street sweeping	17%	10%	18%	16%	17%	14%	16%	17%	15%	16%
Snow removal	12%	6%	7%	9%	8%	14%	9%	7%	13%	9%
Sidewalk maintenance	7%	4%	5%	5%	5%	8%	5%	5%	6%	5%
Police services	20%	16%	14%	17%	16%	20%	17%	17%	18%	17%
Enforcement of traffic laws	12%	10%	10%	11%	10%	13%	11%	11%	12%	11%
Crime prevention	10%	11%	8%	10%	8%	16%	10%	9%	12%	10%
Appearance of City parks	30%	20%	28%	28%	27%	31%	28%	25%	33%	28%
Trash collection	31%	23%	26%	28%	29%	25%	28%	29%	27%	28%
Sewer services	23%	19%	21%	22%	22%	21%	22%	22%	21%	22%
Code enforcement (weeds, junk, etc.)	6%	3%	6%	6%	5%	10%	6%	5%	9%	6%
Animal control	16%	12%	13%	14%	14%	18%	15%	13%	19%	15%
Preservation of natural areas (open space, river corridor and greenbelts)	18%	15%	14%	16%	15%	21%	16%	14%	20%	16%
Storm water collection system	11%	10%	9%	10%	9%	15%	11%	9%	15%	11%
Drinking water	26%	29%	34%	29%	29%	31%	29%	30%	27%	29%
Municipal Court	14%	12%	7%	11%	11%	13%	12%	10%	16%	12%
Downtown parking	9%	7%	8%	9%	7%	13%	9%	9%	9%	9%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 2 Compared by Gender and Age

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
Street maintenance and repair	8%	6%	7%	1%	7%	11%	7%
Street sweeping	15%	17%	16%	16%	15%	17%	16%
Snow removal	11%	7%	9%	7%	10%	11%	9%
Sidewalk maintenance	7%	3%	5%	3%	4%	8%	5%
Police services	18%	17%	17%	14%	16%	21%	17%
Enforcement of traffic laws	12%	10%	11%	13%	10%	11%	11%
Crime prevention	12%	8%	10%	7%	10%	12%	10%
Appearance of City parks	28%	28%	28%	27%	28%	29%	28%
Trash collection	27%	30%	28%	28%	26%	31%	28%
Sewer services	22%	22%	22%	22%	20%	23%	22%
Code enforcement (weeds, junk, etc.)	7%	5%	6%	6%	5%	8%	6%
Animal control	16%	13%	15%	16%	15%	13%	15%
Preservation of natural areas (open space, river corridor and greenbelts)	18%	15%	16%	16%	14%	19%	16%
Storm water collection system	10%	11%	11%	10%	12%	9%	11%
Drinking water	25%	34%	30%	26%	28%	33%	29%
Municipal Court	13%	10%	12%	10%	12%	12%	12%
Downtown parking	8%	10%	9%	10%	7%	10%	9%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 2 Compared by Ethnicity and Race

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Street maintenance and repair	4%	7%	6%	7%	3%	7%
Street sweeping	20%	15%	16%	16%	15%	16%
Snow removal	8%	9%	9%	11%	4%	10%
Sidewalk maintenance	4%	5%	5%	6%	4%	6%
Police services	17%	17%	17%	17%	17%	17%
Enforcement of traffic laws	17%	10%	11%	11%	16%	12%
Crime prevention	13%	9%	10%	10%	13%	10%
Appearance of City parks	24%	29%	28%	30%	19%	28%
Trash collection	24%	29%	28%	29%	29%	29%
Sewer services	27%	20%	21%	20%	32%	22%
Code enforcement (weeds, junk, etc.)	5%	6%	6%	6%	1%	6%
Animal control	20%	13%	14%	13%	21%	14%
Preservation of natural areas (open space, river corridor and greenbelts)	15%	16%	16%	17%	14%	16%
Storm water collection system	14%	9%	10%	11%	9%	10%
Drinking water	27%	30%	30%	30%	30%	30%
Municipal Court	10%	12%	11%	13%	11%	12%
Downtown parking	7%	9%	9%	10%	5%	9%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 3 Compared by Length of Residency, Housing Unit Type and Housing Tenure

In general, how satisfied or dissatisfied are you with how the Montrose City government operates?	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
	10%	3%	8%	8%	7%	13%	8%	6%	12%	8%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 3 Compared by Gender and Age

	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
In general, how satisfied or dissatisfied are you with how the Montrose City government operates?	8%	9%	8%	5%	7%	11%	8%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 3 Compared by Ethnicity and Race

	Ethnicity				Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall	
In general, how satisfied or dissatisfied are you with how the Montrose City government operates?	10%	8%	8%	9%	3%	8%	

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 4 Compared by Length of Residency, Housing Unit Type and Housing Tenure

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
The amount of information you receive about City activities	11%	12%	13%	12%	10%	21%	12%	10%	16%	12%
The number of opportunities available to participate in community activities	15%	13%	12%	13%	12%	19%	14%	12%	17%	14%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 4 Compared by Gender and Age

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
	The amount of information you receive about City activities	14%	11%	12%	11%	10%	15%
The number of opportunities available to participate in community activities	16%	11%	14%	6%	13%	20%	14%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 4 Compared by Ethnicity and Race

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non-white	Overall
	The amount of information you receive about City activities	11%	13%	12%	13%	7%
The number of opportunities available to participate in community activities	11%	14%	14%	15%	8%	14%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 5 Compared by Length of Residency, Housing Unit Type and Housing Tenure

Please indicate the extent to which you agree or disagree with each of the following statements.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Overall, I am satisfied with living in Montrose today	32%	32%	27%	30%	30%	33%	30%	30%	31%	30%
All Montrose citizens have an equal opportunity to participate in the community decision-making process	13%	16%	8%	12%	10%	20%	12%	11%	14%	12%
The Montrose community values ethnic diversity	10%	10%	6%	9%	7%	17%	9%	7%	14%	9%
The City effectively supports economic development and business growth	12%	15%	7%	11%	9%	18%	11%	9%	15%	11%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 5 Compared by Gender and Age

Please indicate the extent to which you agree of disagree with each of the following statements.	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
	Overall, I am satisfied with living in Montrose today	32%	28%	30%	24%	28%	37%
All Montrose citizens have an equal opportunity to participate in the community decision-making process	12%	13%	12%	12%	11%	14%	12%
The Montrose community values ethnic diversity	11%	7%	9%	11%	8%	9%	9%
The City effectively supports economic development and business growth	14%	8%	11%	11%	8%	14%	11%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 5 Compared by Ethnicity and Race

Please indicate the extent to which you agree of disagree with each of the following statements.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non-white	Overall
	Overall, I am satisfied with living in Montrose today	30%	31%	31%	32%	22%
All Montrose citizens have an equal opportunity to participate in the community decision-making process	14%	12%	12%	12%	13%	12%
The Montrose community values ethnic diversity	10%	9%	9%	9%	12%	9%
The City effectively supports economic development and business growth	18%	10%	11%	11%	13%	11%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 6 Compared by Length of Residency, Housing Unit Type and Housing Tenure

To what degree, if at all, are each of the following a problem in Montrose.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Lack of a sense of community	56%	68%	66%	62%	61%	63%	61%	59%	66%	61%
High cost of living	89%	91%	94%	91%	91%	92%	91%	91%	92%	91%
Low paying jobs	96%	98%	97%	97%	96%	96%	96%	96%	97%	96%
Crime	91%	89%	96%	92%	93%	90%	92%	94%	89%	92%
Youth delinquency	94%	95%	94%	94%	94%	94%	94%	95%	93%	94%
Too much growth	71%	82%	82%	77%	74%	85%	76%	76%	77%	76%
Lack of job opportunities	93%	91%	92%	93%	92%	94%	92%	91%	96%	92%
Lack of public transportation	87%	90%	88%	88%	89%	86%	88%	88%	88%	88%
Traffic congestion	89%	97%	96%	93%	92%	95%	93%	93%	92%	93%
Overall appearance of City	45%	54%	49%	48%	49%	46%	48%	51%	42%	48%

Percent reporting at least a "minor problem."

Grey shading indicates statistically significant differences between subgroups.

Question 6 Compared by Gender and Age

To what degree, if at all, are each of the following a problem in Montrose.	Gender			Age			Overall
	Female	Male	Overall	18-34	35-54	55+	
Lack of a sense of community	61%	61%	61%	65%	66%	54%	61%
High cost of living	93%	89%	91%	87%	93%	93%	91%
Low paying jobs	98%	95%	96%	94%	98%	96%	96%
Crime	93%	92%	92%	90%	93%	94%	92%
Youth delinquency	95%	93%	94%	92%	96%	95%	94%
Too much growth	78%	75%	76%	56%	81%	85%	76%
Lack of job opportunities	95%	90%	92%	86%	94%	95%	92%
Lack of public transportation	90%	86%	88%	87%	90%	87%	88%
Traffic congestion	93%	92%	93%	92%	93%	93%	93%
Overall appearance of City	45%	50%	47%	39%	54%	48%	48%

Percent reporting at least a "minor problem."

Grey shading indicates statistically significant differences between subgroups.

Question 6 Compared by Ethnicity and Race

To what degree, if at all, are each of the following a problem in Montrose.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Lack of a sense of community	68%	59%	60%	59%	71%	60%
High cost of living	96%	91%	91%	91%	93%	91%
Low paying jobs	100%	96%	96%	96%	96%	96%
Crime	89%	93%	92%	93%	84%	92%
Youth delinquency	94%	94%	94%	95%	92%	94%
Too much growth	60%	79%	76%	80%	55%	77%
Lack of job opportunities	94%	92%	92%	93%	91%	92%
Lack of public transportation	94%	87%	88%	87%	92%	88%
Traffic congestion	95%	92%	93%	93%	95%	93%
Overall appearance of City	48%	47%	47%	48%	48%	48%

Percent reporting at least a "minor problem."

Grey shading indicates statistically significant differences between subgroups.

Question 7 Compared by Length of Residency, Housing Unit Type and Housing Tenure

	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.	17%	13%	10%	14%	14%	15%	14%	14%	14%	14%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 7 Compared by Gender and Age

	Gender			Age			
	Female	Male	Overall	18- 34	35- 54	55+	Overall
Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.	17%	11%	14%	13%	11%	19%	14%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 7 Compared by Ethnicity and Race

	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.	11%	15%	14%	15%	10%	15%

Percent reporting "strongly agree."

Question 8 Compared by Length of Residency, Housing Unit Type and Housing Tenure

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Services to seniors	27%	26%	21%	25%	22%	32%	25%	21%	31%	25%
Services to youth	6%	6%	7%	6%	6%	12%	7%	5%	11%	7%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 8 Compared by Gender and Age

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Gender			Age			
	Female	Male	Overall	18- 34	35- 54	55+	Overall
Services to seniors	27%	23%	25%	28%	21%	27%	25%
Services to youth	7%	7%	7%	7%	5%	10%	7%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 8 Compared by Ethnicity and Race

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Services to seniors	19%	26%	25%	25%	29%	25%
Services to youth	5%	7%	7%	7%	3%	7%

Percent reporting "very satisfied."

Question 10 Compared by Length of Residency, Housing Unit Type and Housing Tenure

What was your impression of the employee of the City of Montrose in your most recent contact?	Length of Residency			Housing Unit Type			Housing Tenure			
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Courteousness	52%	42%	41%	47%	47%	51%	47%	47%	49%	47%
Helpfulness	50%	40%	36%	44%	44%	43%	44%	43%	46%	44%
Timeliness in providing service	46%	38%	36%	42%	41%	46%	42%	41%	44%	42%
Overall impression	49%	41%	34%	43%	42%	47%	43%	42%	46%	43%

Percent reporting "very satisfied."

This question was asked only of those who reported having had contact with the City in the last 12 months.

Grey shading indicates statistically significant differences between subgroups.

Question 10 Compared by Gender and Age

What was your impression of the employee of the City of Montrose in your most recent contact?	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
Courteousness	48%	47%	48%	36%	47%	56%	48%
Helpfulness	47%	41%	44%	31%	45%	52%	44%
Timeliness in providing service	45%	39%	42%	33%	43%	47%	42%
Overall impression	46%	41%	44%	30%	46%	49%	43%

Percent reporting "very satisfied."

This question was asked only of those who reported having had contact with the City in the last 12 months.

Grey shading indicates statistically significant differences between subgroups.

Question 10 Compared by Ethnicity and Race

What was your impression of the employee of the City of Montrose in your most recent contact?	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non-white	Overall
Courteousness	38%	50%	48%	49%	45%	49%
Helpfulness	36%	46%	44%	45%	40%	45%
Timeliness in providing service	30%	45%	42%	43%	38%	43%
Overall impression	37%	45%	44%	44%	43%	44%

Percent reporting "very satisfied."

This question was asked only of those who reported having had contact with the City in the last 12 months.

Grey shading indicates statistically significant differences between subgroups.

Question 11 Compared by Length of Residency, Housing Unit Type and Housing Tenure

	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Please indicate the extent to which you agree or disagree that the City government is responsive to your concerns and input.	8%	4%	3%	5%	5%	7%	6%	5%	7%	6%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 11 Compared by Gender and Age

	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
Please indicate the extent to which you agree or disagree that the City government is responsive to your concerns and input.	6%	5%	6%	3%	5%	7%	6%

Percent reporting "strongly agree."

Question 11 Compared by Ethnicity and Race

	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non-white	Overall
Please indicate the extent to which you agree or disagree that the City government is responsive to your concerns and input.	3%	6%	6%	6%	1%	6%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 13 Compared by Length of Residency, Housing Unit Type and Housing Tenure

Please rate the importance of each of the following sources of City communication.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
City newsletter ("The City Beat")	91%	92%	88%	90%	89%	93%	90%	90%	91%	90%
Public Meetings (City Council and/or Planning Commission)	96%	98%	97%	97%	96%	98%	97%	96%	97%	97%
City website (www.Cityofmontrose.org)	93%	92%	87%	91%	92%	88%	91%	92%	89%	91%
Water/Sewer bill	95%	95%	96%	96%	96%	93%	96%	96%	95%	96%
Channel 10	70%	71%	73%	71%	67%	88%	71%	64%	85%	71%
Newspaper	91%	91%	93%	92%	91%	93%	92%	90%	94%	92%
Radio	86%	78%	88%	85%	83%	93%	85%	81%	94%	85%
Posted notices	84%	80%	84%	83%	82%	87%	83%	81%	88%	83%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 13 Compared by Gender and Age

Please rate the importance of each of the following sources of City communication.	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
City newsletter ("The City Beat")	91%	90%	90%	83%	91%	93%	90%
Public Meetings (City Council and/or Planning Commission)	97%	96%	97%	94%	97%	98%	97%
City website (www.Cityofmontrose.org)	91%	91%	91%	96%	93%	84%	91%
Water/Sewer bill	95%	96%	96%	96%	95%	96%	96%
Channel 10	80%	61%	71%	71%	71%	72%	71%
Newspaper	93%	89%	92%	95%	90%	91%	92%
Radio	91%	80%	85%	90%	84%	84%	86%
Posted notices	85%	81%	83%	87%	83%	81%	83%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 13 Compared by Ethnicity and Race

Please rate the importance of each of the following sources of City communication.	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
City newsletter ("The City Beat")	87%	91%	90%	92%	78%	90%
Public Meetings (City Council and/or Planning Commission)	99%	97%	97%	97%	92%	97%
City website (www.Cityofmontrose.org)	93%	91%	91%	91%	88%	91%
Water/Sewer bill	99%	95%	96%	95%	95%	95%
Channel 10	92%	68%	72%	69%	80%	70%
Newspaper	95%	91%	92%	92%	89%	92%
Radio	96%	84%	86%	85%	86%	85%
Posted notices	97%	81%	84%	83%	86%	83%

Percent reporting at least "somewhat important."

Grey shading indicates statistically significant differences between subgroups.

Question 14 Compared by Length of Residency, Housing Unit Type and Housing Tenure

Please indicate how likely or unlikely you and your household would be to participate in the City's curbside recycling program, starting in the spring of 2009.	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
	74%	70%	63%	70%	70%	69%	70%	70%	71%	70%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 14 Compared by Gender and Age

Please indicate how likely or unlikely you and your household would be to participate in the City's curbside recycling program, starting in the spring of 2009.	Gender			Age			Overall
	Female	Male	Overall	18- 34	35- 54	55+	
	75%	65%	70%	74%	74%	65%	70%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 14 Compared by Ethnicity and Race

	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
Please indicate how likely or unlikely you and your household would be to participate in the City's curbside recycling program, starting in the spring of 2009.	64%	72%	71%	71%	70%	71%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 15 Compared by Length of Residency, Housing Unit Type and Housing Tenure

	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
To what extent would you support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects?	33%	37%	32%	33%	31%	44%	33%	29%	43%	33%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 15 Compared by Gender and Age

	Gender			Age			Overall
	Female	Male	Overall	18- 34	35- 54	55+	
To what extent would you support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects?	35%	32%	33%	37%	38%	27%	34%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 15 Compared by Ethnicity and Race

	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
To what extent would you support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects?	41%	33%	34%	33%	32%	33%

Percent reporting "very likely."

Grey shading indicates statistically significant differences between subgroups.

Question 16 by Length of Residency, Housing Unit Type and Housing Tenure

Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects?	Length of Residency				Housing Unit Type			Housing Tenure		
	10 years or less	11 to 20 years	More than 20 years	Overall	Detached	Attached	Overall	Own	Rent	Overall
Sales and use tax increase (current City sales & use tax is 3%)	14%	19%	21%	17%	18%	14%	17%	20%	11%	17%
Property tax (currently the City does not receive any property tax revenue)	10%	13%	4%	9%	6%	18%	9%	4%	18%	9%
Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available)	17%	10%	14%	15%	15%	14%	15%	15%	13%	15%
Combination of the above	34%	34%	27%	32%	32%	30%	32%	32%	32%	32%
None of the above	25%	25%	34%	28%	29%	24%	28%	29%	26%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Question 16 by Gender and Age

Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects?	Gender			Age			
	Female	Male	Overall	18-34	35-54	55+	Overall
	Sales and use tax increase (current City sales & use tax is 3%)	14%	20%	17%	10%	18%	21%
Property tax (currently the City does not receive any property tax revenue)	9%	9%	9%	11%	5%	10%	9%
Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available)	15%	15%	15%	11%	15%	18%	15%
Combination of the above	36%	28%	32%	37%	38%	23%	32%
None of the above	26%	29%	28%	31%	24%	29%	27%
Total	100%	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

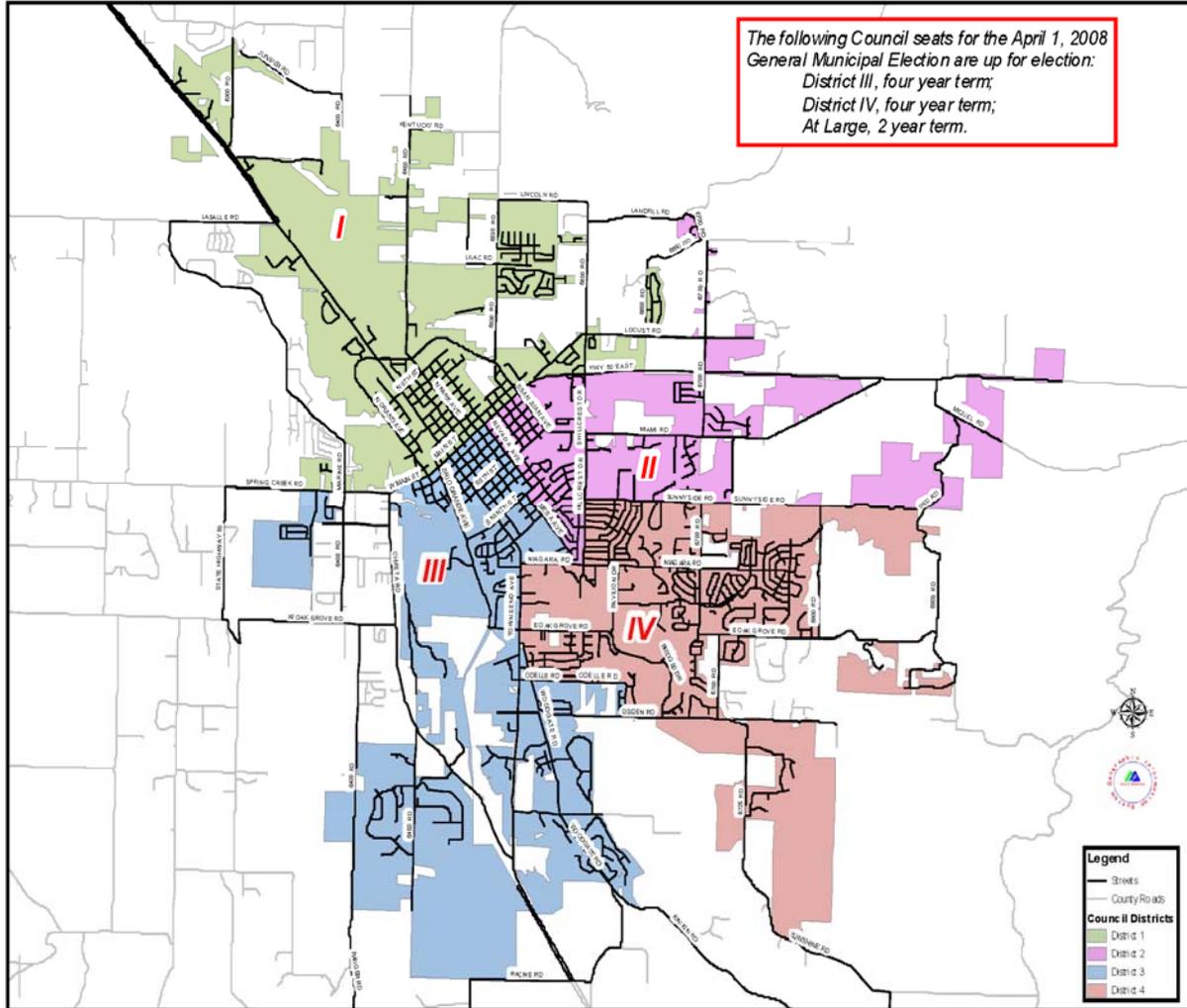
Question 16 by Ethnicity and Race

Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects?	Ethnicity			Race		
	Hispanic/ Spanish/ Latino	Not Hispanic/ Spanish/ Latino	Overall	White	Non- white	Overall
	Sales and use tax increase (current City sales & use tax is 3%)	7%	18%	17%	18%	8%
Property tax (currently the City does not receive any property tax revenue)	16%	7%	9%	7%	14%	8%
Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available)	15%	15%	15%	15%	13%	15%
Combination of the above	34%	33%	33%	33%	35%	33%
None of the above	27%	27%	27%	26%	30%	27%
Total	100%	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Appendix V: Cross-tabulations of Selected Results by Respondent Council District

The following appendix compares the key survey responses by respondent Council District. Cells shaded grey indicate statistically significant differences ($p \leq .05$). Included below is a map of the four Council Districts.



Question 1 Compared by Council District

In your opinion, how important, if at all, are each of the following aspects of quality of life in Montrose?	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
Size of City	92%	96%	98%	95%	95%
Family	94%	97%	95%	93%	94%
Sense of community	92%	98%	97%	96%	96%
Job location	86%	93%	91%	85%	88%
Beauty	99%	98%	97%	97%	98%
Climate	95%	95%	99%	98%	97%
Schools	91%	91%	92%	92%	92%
Housing availability	94%	94%	95%	94%	94%
Access to affordable quality housing	96%	93%	92%	90%	92%
Geographic location	93%	94%	94%	95%	94%
Medical services	95%	99%	99%	100%	99%
Overall quality of life	99%	100%	100%	99%	100%

Percent reporting at least somewhat important.

Grey shading indicates statistically significant differences between subgroups.

Question 2 Compared by Council District

Please indicate how satisfied or dissatisfied you are with each of the following services provided by the City of Montrose.	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
Street maintenance and repair	7%	4%	11%	7%	7%
Street sweeping	20%	17%	18%	13%	16%
Snow removal	12%	8%	8%	9%	9%
Sidewalk maintenance	4%	6%	5%	6%	5%
Police services	17%	18%	16%	18%	17%
Enforcement of traffic laws	11%	13%	11%	10%	11%
Crime prevention	9%	9%	12%	10%	10%
Appearance of City parks	31%	27%	30%	26%	28%
Trash collection	33%	30%	22%	29%	28%
Sewer services	28%	21%	17%	22%	22%
Code enforcement (weeds, junk, etc.)	9%	4%	4%	7%	6%
Animal control	17%	11%	17%	15%	15%
Preservation of natural areas (open space, river corridor and greenbelts)	19%	16%	18%	14%	16%
Storm water collection system	15%	7%	17%	8%	11%
Drinking water	32%	33%	29%	26%	29%
Municipal Court	12%	14%	17%	8%	12%
Downtown parking	9%	11%	9%	7%	9%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 3 Compared by Council District

	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
In general, how satisfied or dissatisfied are you with how the Montrose City government operates?	7%	8%	10%	8%	8%

Percent reporting "very satisfied."

Question 4 Compared by Council District

Please indicate how satisfied or dissatisfied you are with each of the following in the City of Montrose.	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
The amount of information you receive about City activities	12%	11%	17%	11%	12%
The number of opportunities available to participate in community activities	16%	12%	16%	12%	14%

Percent reporting "very satisfied."

Question 5 Compared by Council District

Please indicate the extent to which you agree or disagree with each of the following statements.	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
Overall, I am satisfied with living in Montrose today	26%	27%	36%	32%	30%
All Montrose citizens have an equal opportunity to participate in the community decision-making process	13%	12%	14%	11%	12%
The Montrose community values ethnic diversity	9%	9%	11%	8%	9%
The City effectively supports economic development and business growth	10%	9%	13%	12%	11%

Percent reporting "strongly agree."

Question 6 Compared by Council District

To what degree, if at all, are each of the following a problem in Montrose.	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
Lack of a sense of community	60%	70%	54%	60%	61%
High cost of living	92%	91%	88%	93%	91%
Low paying jobs	99%	95%	96%	96%	96%
Crime	88%	93%	92%	94%	92%
Youth delinquency	91%	93%	93%	97%	94%
Too much growth	64%	83%	70%	82%	76%
Lack of job opportunities	91%	88%	92%	96%	92%
Lack of public transportation	88%	89%	88%	88%	88%
Traffic congestion	88%	93%	94%	94%	93%
Overall appearance of City	42%	49%	46%	51%	48%

Percent reporting at least a minor problem.

Grey shading indicates statistically significant differences between subgroups.

Question 7 Compared by Council District

Please indicate the extent to which you agree or disagree that most Montrose businesses and service providers are helpful and accommodating.	Respondent Council District				
	District 1	District 2	District 3	District 4	Overall
	20%	9%	18%	13%	14%

Percent reporting "strongly agree."

Grey shading indicates statistically significant differences between subgroups.

Question 8 Compared by Council District

Please indicate how satisfied or dissatisfied you are with each of the following services provided in the Montrose community.	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
Services to seniors	20%	17%	37%	26%	25%
Services to youth	6%	4%	11%	7%	7%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

Question 10 Compared by Council District

What was your impression of the employee of the City of Montrose in your most recent contact?	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
Courteousness	52%	41%	55%	46%	47%
Helpfulness	50%	41%	45%	41%	44%
Timeliness in providing service	43%	38%	48%	41%	42%
Overall impression	47%	38%	50%	41%	43%

Percent reporting "very satisfied."

Grey shading indicates statistically significant differences between subgroups.

This question was asked only of those who reported having had contact with the City in the last 12 months.

Question 11 Compared by Council District

Please indicate the extent to which you agree or disagree that the City government is responsive to your concerns and input.	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
	5%	5%	8%	5%	6%

Percent reporting "strongly agree."

Question 13 Compared by Council District

Please rate the importance of each of the following sources of City communication.	Respondent District				Overall
	District 1	District 2	District 3	District 4	
City newsletter ("The City Beat")	87%	92%	89%	91%	90%
Public Meetings (City Council and/or Planning Commission)	98%	94%	98%	97%	97%
City Web site (www.Cityofmontrose.org)	94%	93%	89%	88%	91%
Water/Sewer bill	98%	95%	97%	94%	96%
Channel 10	77%	67%	78%	68%	71%
Newspaper	93%	91%	90%	92%	92%
Radio	90%	84%	84%	84%	85%
Posted notices	92%	85%	80%	79%	83%

Percent reporting at least somewhat important.

Grey shading indicates statistically significant differences between subgroups.

Question 14 Compared by Council District

	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
Please indicate how likely or unlikely you and your household would be to participate in the City's curbside recycling program, starting in the spring of 2009.	75%	72%	67%	67%	70%

Percent reporting "very likely."

Question 15 Compared by Council District

	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
To what extent would you support or oppose a ballot initiative to increase City revenues if the increase was dedicated to funding street and sidewalk improvement projects?	39%	29%	35%	33%	34%

Percent reporting "strongly support."

Grey shading indicates statistically significant differences between subgroups.

Question 16 Compared by Council District

Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects?	Respondent Council District				Overall
	District 1	District 2	District 3	District 4	
Sales and use tax increase (current City sales & use tax is 3%)	14%	18%	15%	19%	17%
Property tax (currently the City does not receive any property tax revenue)	10%	8%	11%	6%	9%
Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available.)	12%	11%	17%	18%	15%
Combination of the above	27%	35%	38%	29%	32%
None of the above	36%	28%	19%	28%	28%
Total	100%	100%	100%	100%	100%

Grey shading indicates statistically significant differences between subgroups.

Appendix VI: Jurisdictions Included In Benchmark Comparisons

The jurisdictions included in the national benchmark comparisons are listed below along with their 2000 population according to the U.S. Census.

Agoura Hills, CA.....	20,537	Burlington, MA.....	22,876
Alabaster, AL.....	22,169	Calgary, Canada	878,866
Alamogordo, NM.....	35,582	Cambridge, MA	101,355
Albemarle County, VA.....	79,236	Canandaigua, NY	11,264
Alpharetta, GA.....	34,854	Cape Coral, FL.....	102,286
Ames, IA	50,731	Capitola, CA.....	10,033
Andover, MA	31,247	Carlsbad, CA	78,247
Ankeny, IA.....	27,117	Carson City, NV	52,457
Ann Arbor, MI.....	114,024	Cartersville, GA	15,925
Arapahoe County, CO	487,967	Carver County, MN	70,205
Archuleta County, CO	9,898	Cary, NC	94,536
Arkansas City, KS.....	11,963	Castle Rock, CO.....	20,224
Arlington County, VA	189,453	Cedar Creek, NE.....	396
Arvada, CO.....	102,153	Cedar Falls, IA	36,145
Asheville, NC.....	68,889	Chandler, AZ.....	176,581
Ashland County, WI.....	16,866	Chanhassen, MN.....	20,321
Ashland, OR	19,522	Charlotte County, FL	141,627
Aspen, CO	5,914	Charlotte, NC	540,828
Auburn, AL	42,987	Chesapeake, VA	199,184
Aurora, CO	276,393	Chesterfield County, VA.....	259,903
Austin, TX	656,562	Cheyenne, WY	53,011
Avondale, AZ.....	35,883	Chittenden County, VT.....	146,571
Barnstable, MA	47,821	Chula Vista, CA	173,556
Batavia, IL	23,866	Claremont, CA.....	33,998
Battle Creek, MI.....	53,364	Clark County, WA.....	345,238
Beekman, NY.....	11,452	Clearwater, FL	108,787
Belleair Beach, FL	1,751	Cococino County, AZ.....	116,320
Bellevue, WA.....	109,569	College Park, MD.....	242,657
Bellflower, CA	72,878	Collier County, FL	251,377
Bellingham, WA	67,171	Collinsville, IL	24,707
Benbrook, TX.....	20,208	Colorado Springs, CO	360,890
Bend, OR.....	52,029	Columbia, MO	84,531
Benicia, CA.....	26,865	Concord, CA	121,780
Bettendorf, IA.....	31,275	Concord, NC	55,977
Blacksburg, VA	39,357	Cookeville, TN	23,923
Bloomfield, NM.....	6,417	Cooper City, FL	27,939
Blue Earth, MN	3,621	Coral Springs, FL	117,549
Blue Springs, MO.....	48,080	Corpus Christi, TX	277,454
Boise, ID.....	185,787	Corvallis, OR.....	49,322
Bonita Springs, FL	32,797	Coventry, CT	11,504
Borough of Ebensburg, PA	3,091	Craig, CO	9,189
Botetourt County, VA.....	30,496	Cranberry Township, PA	23,625
Boulder County, CO	291,288	Crested Butte, CO	1,529
Boulder, CO	94,673	Cumberland County, PA.....	213,674
Bowling Green, KY	49,296	Cupertino, CA	50,546
Bozeman, MT	27,509	Dakota County, MN	355,904
Breckenridge, CO	2,408	Dallas, TX.....	1,188,580
Brevard County, FL	476,230	Dania Beach, FL	20,061
Brisbane, CA.....	3,597	Davenport, IA.....	98,359
Broken Arrow, OK.....	74,839	Davidson, NC.....	7,139
Broomfield, CO	38,272	Daviess County, KY	91,545
Bryan, TX.....	34,733	Daytona Beach, FL	64,112
Burlingame, CA	28,158	Decatur, GA	18,147

DeKalb, IL.....	39,018	Greenwood Village, CO.....	11,035
Del Mar, CA.....	4,389	Gresham, OR.....	90,205
Delaware, OH.....	25,243	Gurnee, IL.....	28,834
Delhi Township, MI.....	22,569	Hanau, Germany.....	NA
Delray Beach, FL.....	60,020	Hanover County, VA.....	86,320
Denver (City and County), CO.....	554,636	Henderson, NV.....	175,381
Denver Public Library, CO.....	NA	High Point, NC.....	85,839
Des Moines, IA.....	198,682	Highland Park, IL.....	31,365
Destin, FL.....	11,119	Highlands Ranch, CO.....	70,931
Dillon, CO.....	802	Hillsborough County, FL.....	998,948
District of Saanich,Victoria, Canada.....	103,654	Homewood, IL.....	19,543
Douglas County, CO.....	175,766	Honolulu, HI.....	876,156
Dover, DE.....	32,135	Hopewell, VA.....	22,354
Dover, NH.....	26,884	Hoquiam, WA.....	9,097
Dublin, CA.....	29,973	Hot Springs, AR.....	35,613
Dublin, OH.....	31,392	Hot Sulphur Springs, CO.....	521
Duncanville, TX.....	36,081	Hudson, NC.....	3,078
Durango, CO.....	13,922	Hudson, OH.....	22,439
Durham, NC.....	187,038	Hurst, TX.....	36,273
Duval County, FL.....	778,879	Hutchinson, MN.....	13,080
Eagle County, CO.....	41,659	Independence, MO.....	113,288
East Providence, RI.....	48,688	Indianola, IA.....	12,998
Eau Claire, WI.....	61,704	Iowa County, IA.....	15,671
Edmond, OK.....	68,315	Irving, TX.....	191,615
El Cerrito, CA.....	23,171	Jackson County, OR.....	181,269
El Paso, TX.....	563,662	James City County, VA.....	48,102
Ellisville, MO.....	9,104	Jefferson County, CO.....	527,056
Elmhurst, IL.....	42,762	Jefferson Parish, LA.....	455,466
Englewood, CO.....	31,727	Joplin, MO.....	45,504
Ephrata Borough, PA.....	13,213	Kannapolis, NC.....	36,910
Escambia County, FL.....	294,410	Kansas City, MO.....	441,545
Eugene, OR.....	137,893	Kearney, NE.....	27,431
Eustis, FL.....	15,106	Keizer, OR.....	32,203
Evanston, IL.....	74,239	Kelowna, Canada.....	96,288
Fairway, KS.....	3,952	Kent, WA.....	79,524
Farmington, NM.....	37,844	King County, WA.....	1,737,034
Farmington, UT.....	12,081	Kirkland, WA.....	45,054
Fayetteville, AR.....	58,047	Kissimmee, FL.....	47,814
Federal Way, WA.....	83,259	Kitsap County, WA.....	231,969
Fishers, IN.....	37,835	Knightdale, NC.....	5,958
Flagstaff, AZ.....	52,894	Kutztown Borough, PA.....	5,067
Florence, AZ.....	17,054	La Mesa, CA.....	54,749
Fort Collins, CO.....	118,652	La Plata, MD.....	6,551
Fort Smith, AR.....	80,268	La Vista, NE.....	11,699
Fort Worth, TX.....	534,694	Laguna Beach, CA.....	23,727
Fridley, MN.....	27,449	Lake Oswego, OR.....	35,278
Frisco, CO.....	2,443	Lakewood, CO.....	144,126
Fruita, CO.....	6,478	Larimer County, CO.....	251,494
Gainesville, FL.....	95,447	Lawrence, KS.....	80,098
Gaithersburg, MD.....	52,613	Lebanon, OH.....	16,962
Galt, CA.....	19,472	Lee's Summit, MO.....	70,700
Gig Harbor, WA.....	6,465	Lenexa, KS.....	40,238
Gillette, WY.....	19,646	Lexington, VA.....	6,867
Golden, CO.....	17,159	Lincolnwood, IL.....	12,359
Goodyear, AZ.....	18,911	Livermore, CA.....	73,345
Grand County, CO.....	12,442	Lodi, CA.....	56,999
Grand Junction, CO.....	41,986	Lone Tree, CO.....	4,873
Grand Prairie, TX.....	127,427	Long Beach, CA.....	461,522
Grandview, MO.....	24,881	Longmont, CO.....	71,093
Greenville, SC.....	10,468	Louisville, CO.....	18,937

Loveland, CO	50,608	Ocean Shores, WA	3,836
Lower Providence Township, PA	22,390	Oceanside, CA	161,029
Lyme, NH	1,679	Ocoee, FL	24,391
Lynchburg, VA	65,269	Oklahoma City, OK	506,132
Lynnwood, WA	33,847	Olathe, KS	92,962
Lynwood, CA	69,845	Oldsmar, FL	11,910
Manchester, CT	54,740	Olmsted County, MN	124,277
Mankato, MN	32,427	Olympia, WA	42,514
Maple Grove, MN	50,365	Orange Village, OH	3,236
Maplewood, MN	34,947	Orleans Parish, LA	484,674
Marana, AZ	13,556	Ottawa County, MI	238,314
Marion, IA	7,144	Overland Park, KS	149,080
Marshfield, WI	18,800	Oviedo, FL	26,316
Maryland Heights, MO	25,756	Ozaukee County, WI	82,317
Maryville, MO	10,581	Palatine, IL	65,479
Maui, HI	128,094	Palm Bay, FL	79,413
Mauldin, SC	15,224	Palm Beach Gardens, FL	35,058
McAllen, TX	106,414	Palm Beach, FL	10,468
Medina, MN	4,005	Palm Coast, FL	32,732
Melbourne, FL	71,382	Palm Springs, CA	42,807
Meridian Charter Township, MI	38,987	Palo Alto, CA	58,598
Merriam, KS	11,008	Park Ridge, IL	37,775
Mesa County, CO	116,255	Parker, CO	23,558
Miami Beach, FL	87,933	Pasadena, TX	141,674
Milton, WI	5,132	Pasco, WA	32,066
Minneapolis, MN	382,618	Peoria County, IL	183,433
Mission Viejo, CA	93,102	Peoria, AZ	108,364
Missoula, MT	57,053	Philadelphia, PA	1,517,550
Montgomery County, MD	873,341	Phoenix, AZ	1,321,045
Morgan Hill, CA	33,556	Pickens County, SC	110,757
Morgantown, WV	26,809	Pinellas County, FL	921,482
Moscow, ID	21,291	Pitkin County, CO	14,872
Mountain View, CA	70,708	Plano, TX	222,030
Mountlake Terrace, WA	20,362	Polk County, IA	374,601
Munster, IN	21,511	Port Orange, FL	45,823
Naperville, IL	128,358	Portland, OR	529,121
Needham, MA	28,911	Poway, CA	48,044
New Orleans, LA	484,674	Prescott Valley, AZ	25,535
New York City, NY	8,008,278	Prince Albert, Canada	34,291
Newport Beach, CA	70,032	Prince William County, VA	280,813
Newport News, VA	180,150	Prior Lake, MN	15,917
Newport, RI	26,475	Queen Creek, AZ	4,316
Normal, IL	45,386	Rancho Cordova, CA	55,060
North Branch, MN	8,023	Raymore, MO	11,146
North Jeffco Park and Recreation District, CO ...	NA	Redding, CA	80,865
North Las Vegas, NV	115,488	Reno, NV	180,480
North Port, FL	22,797	Renton, WA	50,052
North Vancouver, Canada	44,303	Richland, WA	38,708
Northampton County, VA	13,093	Richmond, CA	99,216
Northern Tier Coalition Community Survey, PA NA	NA	Rio Rancho, NM	51,765
Northglenn, CO	31,575	Riverdale, UT	7,656
Novi, MI	47,386	Riverside, CA	255,166
O'Fallon, IL	21,910	Riverside, IL	8,895
O'Fallon, MO	46,169	Roanoke, VA	94,911
Oak Park, IL	52,524	Rock Hill, SC	49,765
Oak Ridge, TN	27,387	Rockville, MD	47,388
Oakland Park, FL	30,966	Roswell, GA	79,334
Oakland Township, MI	13,071	Round Rock, TX	61,136
Oakville, Canada	144,738	Saco, ME	16,822
Ocean City, MD	7,173	Safford, AZ	9,232

Salina, KS.....	45,679	Tempe, AZ	158,625
San Bernardino County, CA.....	1,709,434	Teton County, WY.....	18,251
San Francisco, CA.....	776,733	The Colony, TX	26,531
San Jose, CA	894,943	Thornton, CO.....	82,384
San Marcos, TX.....	34,733	Thunder Bay, Canada	109,016
San Rafael, CA	56,063	Titusville, FL.....	40,670
San Ramon, CA.....	44,722	Tomball, TX.....	9,089
Sandusky, OH.....	27,844	Troy, MI	80,959
Sanford, FL.....	38,291	Tucson, AZ.....	486,699
Santa Barbara County, CA.....	399,347	Tuskegee, AL	11,846
Santa Monica, CA	84,084	Upper Merion Township, PA.....	28,863
Sarasota, FL.....	52,715	Urbandale, IA.....	29,072
Sault Sainte Marie, MI.....	16,542	Vail, CO	4,531
Scott County, MN	89,498	Valdez, AK	4,036
Scottsdale, AZ.....	202,705	Vancouver, WA.....	143,560
Sedona, AZ	10,192	Village of Brown Deer, WI	12,170
Seminole, FL.....	10,890	Village of Howard City, MI.....	1,585
Sheldahl, IA	336	Village of Oak Park, IL.....	52,524
Shenandoah, TX.....	1,503	Virginia Beach, VA	425,257
Shorewood, IL.....	7,686	Volusia County, FL	443,343
Shrewsbury, MA	31,640	Wahpeton, ND.....	8,586
Silverthorne, CO.....	3,196	Walnut Creek, CA	64,296
Sioux Falls, SD.....	123,975	Walton County, FL	40,601
Skokie, IL	63,348	Washington City, UT.....	8,186
Slater, IA	1,306	Washington County, MN.....	201,130
Smyrna, GA	40,999	Washoe County, NV.....	339,486
Snoqualmie, WA.....	1,631	Waukee, IA	5,126
South Daytona, FL	13,177	Wausau, WI.....	38,426
South Haven, MI.....	5,021	Wauwatosa, WI.....	47,271
Sparks, NV.....	66,346	West Des Moines, IA.....	46,403
Spotsylvania County, VA.....	90,395	Western Eagle County Metro Rec District, CO ..	NA
Springfield, MO	151,580	Westerville, OH	35,318
Springville, UT.....	20,424	Westminster, CO.....	100,940
St. Cloud, MN.....	59,107	Wethersfield, CT	26,271
St. Louis County, MN.....	200,528	Wheat Ridge, CO	32,913
Stafford County, VA	92,446	Whitehorse, Canada	19,058
Starkville, MS.....	21,869	Whitewater, WI.....	13,437
State College, PA	38,420	Wichita, KS.....	344,284
Staunton, VA.....	23,853	Williamsburg, VA.....	11,998
Steamboat Springs, CO	9,815	Willingboro Township, NJ.....	33,008
Sterling, CO	11,360	Wilmington, IL	5134
Stillwater, OK	39,065	Wilmington, NC.....	90,400
Stockton, CA.....	243,771	Windsor, CT.....	28,237
Suamico, WI	8,686	Winston-Salem, NC.....	185,776
Sugar Grove, IL	3,909	Winter Park, FL.....	24,090
Sugar Land, TX.....	63,328	Woodbury, MN.....	46,463
Summit County, CO	23,548	Woodridge, IL	30,934
Sunnyvale, CA	131,760	Worcester, MA	172,648
Tacoma, WA.....	193,556	Yellowknife, Canada	16,541
Takoma Park, MD.....	17,299	Yuma County, AZ.....	160,026
Tallahassee, FL.....	150,624	Yuma, AZ	77,515
Taos, NM.....	4,700		

Appendix VII: Survey Instrument

The following pages contain the survey instrument.

2008 City of Montrose Household Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only. Thank you.

Quality of Life

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Size of city.....	1	2	3	4	5
Family.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Job location.....	1	2	3	4	5
Beauty.....	1	2	3	4	5
Climate.....	1	2	3	4	5
Schools.....	1	2	3	4	5
Housing availability.....	1	2	3	4	5
Access to affordable quality housing.....	1	2	3	4	5
Geographic location.....	1	2	3	4	5
Medical services.....	1	2	3	4	5
Overall quality of life.....	1	2	3	4	5
Other, specify.....					

Quality of Service

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

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

3. In general, how satisfied or dissatisfied are you with how the Montrose city government operates?

- Very satisfied
 Satisfied
 Dissatisfied
 Very dissatisfied
 Don't know

Community Involvement

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

	<u>Very satisfied</u>	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Very dissatisfied</u>	<u>Don't know</u>
The amount of information you receive about city activities.....	1	2	3	4	5
The number of opportunities available to participate in community activities.....	1	2	3	4	5

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

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Overall, I am satisfied with living in Montrose today	1	2	3	4	5
All Montrose citizens have an equal opportunity to participate in the community decision-making process.....	1	2	3	4	5
The Montrose community values ethnic diversity	1	2	3	4	5
The City effectively supports economic development and business growth....	1	2	3	4	5

Community Issues

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

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

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

- Strongly agree Agree Disagree Strongly disagree Don't know

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

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Don't know
Services to seniors.....	1	2	3	4	5
Services to youth	1	2	3	4	5

Communication with Citizens

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

- Yes (go to question #10) No (skip to question #11)

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

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

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

- Strongly agree Agree Disagree Strongly disagree Don't know

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

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

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

	Essential	Very important	Somewhat important	Not at all important	Don't know
City newsletter ("The City Beat")	1	2	3	4	5
Public Meetings (City Council and/or Planning Commission).....	1	2	3	4	5
City Web site (www.cityofmontrose.org).....	1	2	3	4	5
Water/Sewer bill	1	2	3	4	5
Channel 10.....	1	2	3	4	5
Newspaper	1	2	3	4	5
Radio.....	1	2	3	4	5
Posted notices	1	2	3	4	5

Policy Topics

14. In response to citizen input from the 2006 Household Survey, the city will be starting a free curbside recycling program for all city residential sanitation customers. The city would like to get a sense of how many residents plan to participate in this new program. Please indicate how likely or unlikely you and your household would be to participate in the city's curbside recycling program, starting in the spring of 2009.

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

15. In response to the 2006 Household Survey, residents identified "traffic congestion" as one of the top three problems facing Montrose. To what extent would you support or oppose a ballot initiative to increase city revenues if the increase was dedicated to funding street and sidewalk improvement projects?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

16. Please indicate which one of the following options you would most prefer to fund street and sidewalk improvement projects. (Check only one.)

- Sales and use tax increase (current city sales & use tax is 3%)
 Property tax (currently the city does not receive any property tax revenue)
 Bonds (financed by a dedicated tax increase and using borrowed money to complete projects as needed, instead of waiting until funds are available)
 Combination of the above
 None of the above

Additional Comments

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

Demographics

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

18. About how long have you lived in Montrose?

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

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

- Detached single family home
 Condominium or townhouse
 Apartment
 Mobile home

20. Do you own or rent your residence?

- Own Rent

21. What is your gender?

- Female Male

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

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

23. Are you Hispanic/Spanish/Latino?

- Yes No

24. Which category contains your age?

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

Thank you very much! Please return the completed questionnaire in the postage-paid envelope provided.