

2016 Community Survey

City of Montrose, Colorado



Presented by

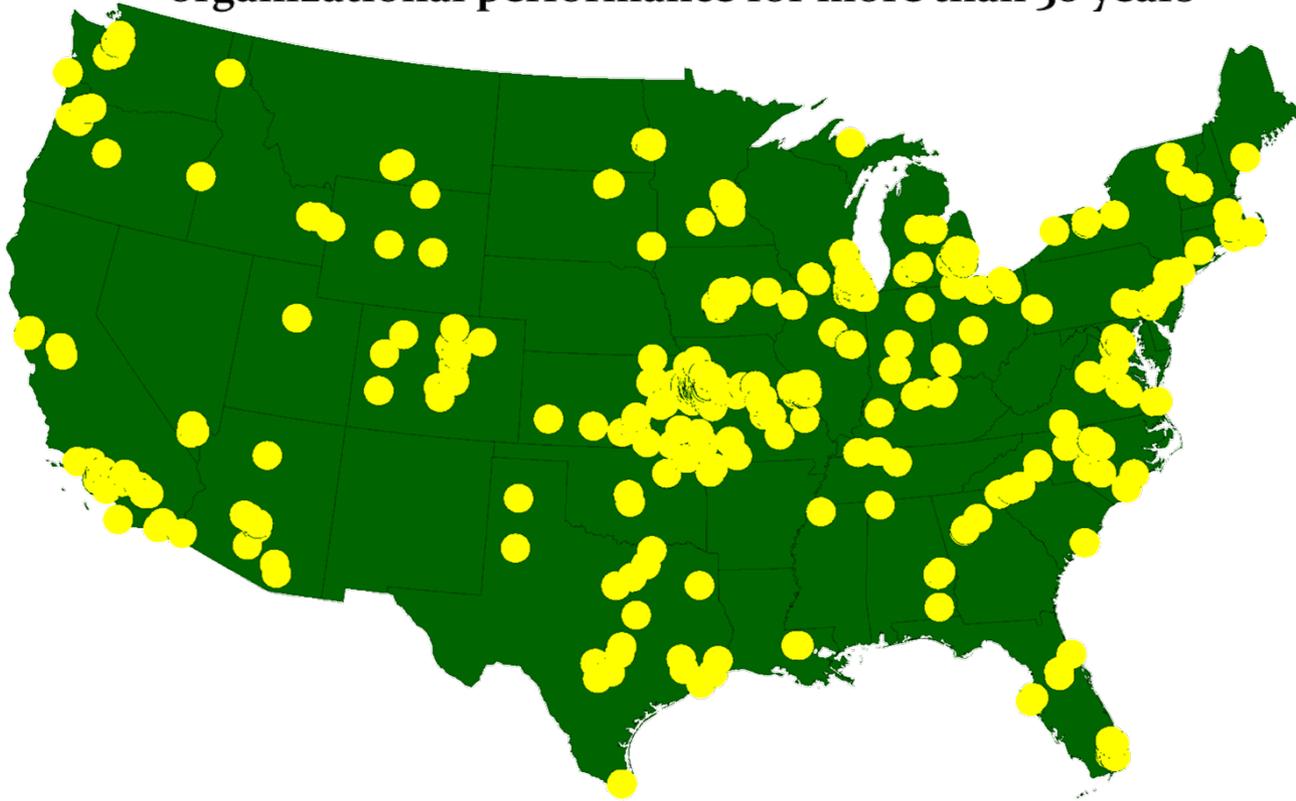


September 2016

ETC Institute

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More than 2,000,000 Persons Surveyed Since 2006
for more than 800 cities in 49 States

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

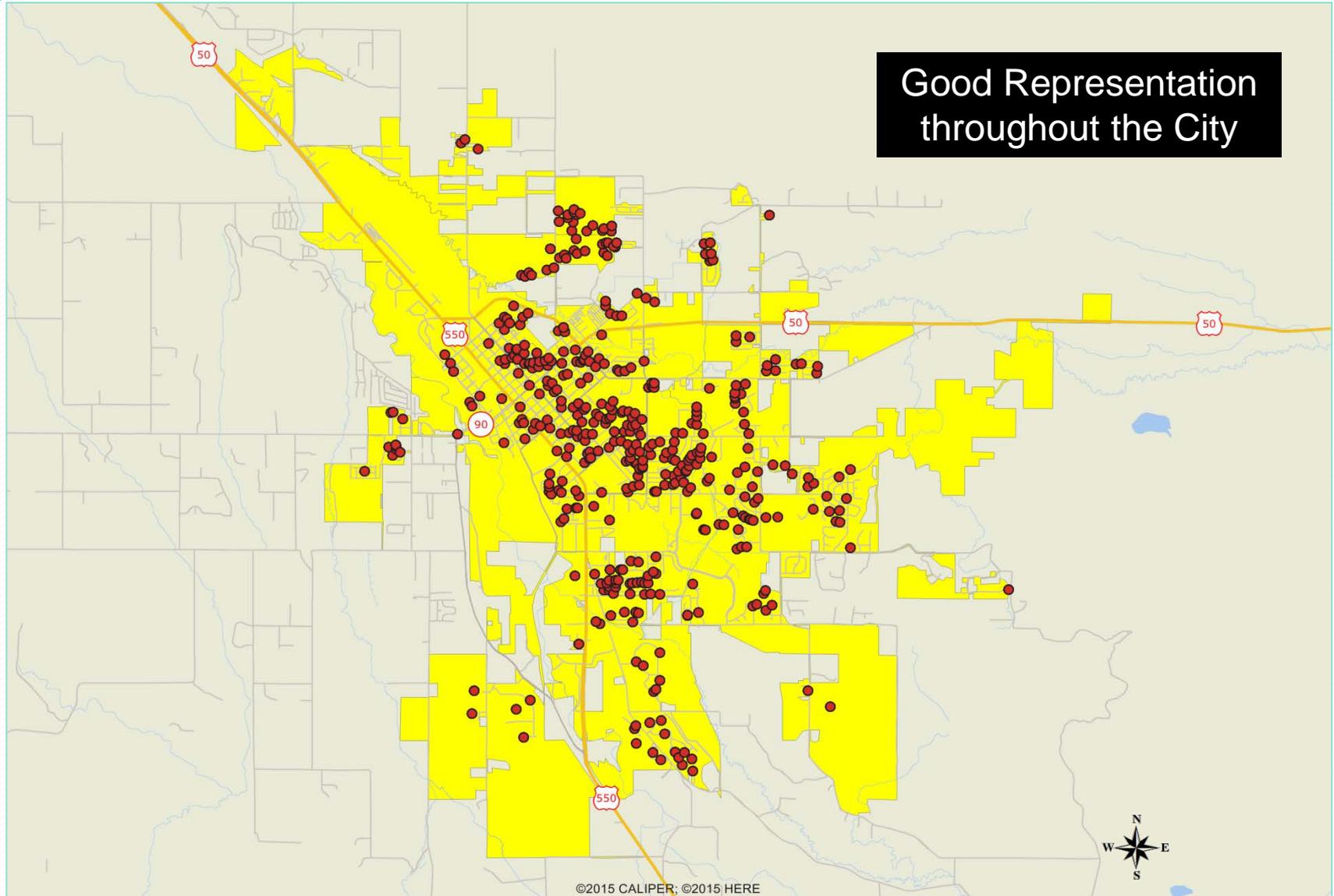
Purpose

- **To objectively assess citizen satisfaction with the delivery of City services**
- **To set a baseline for future surveys**
- **To compare Montrose's performance with residents in other communities regionally and nationally**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ❑ seven-page survey
 - ❑ each survey took approximately 15-20 minutes to complete
- **Method of Administration**
 - ❑ by mail, phone and online
 - ❑ random sample of residents living in the City
- **Sample size:**
 - ❑ goal number of surveys: 400
 - ❑ goal far exceeded: 534 completed surveys
- **Confidence level: 95%**
- **Margin of error: +/- 4.2% overall**

Location of Survey Respondents



City of Montrose 2016 Community Survey

Bottom Line Up Front

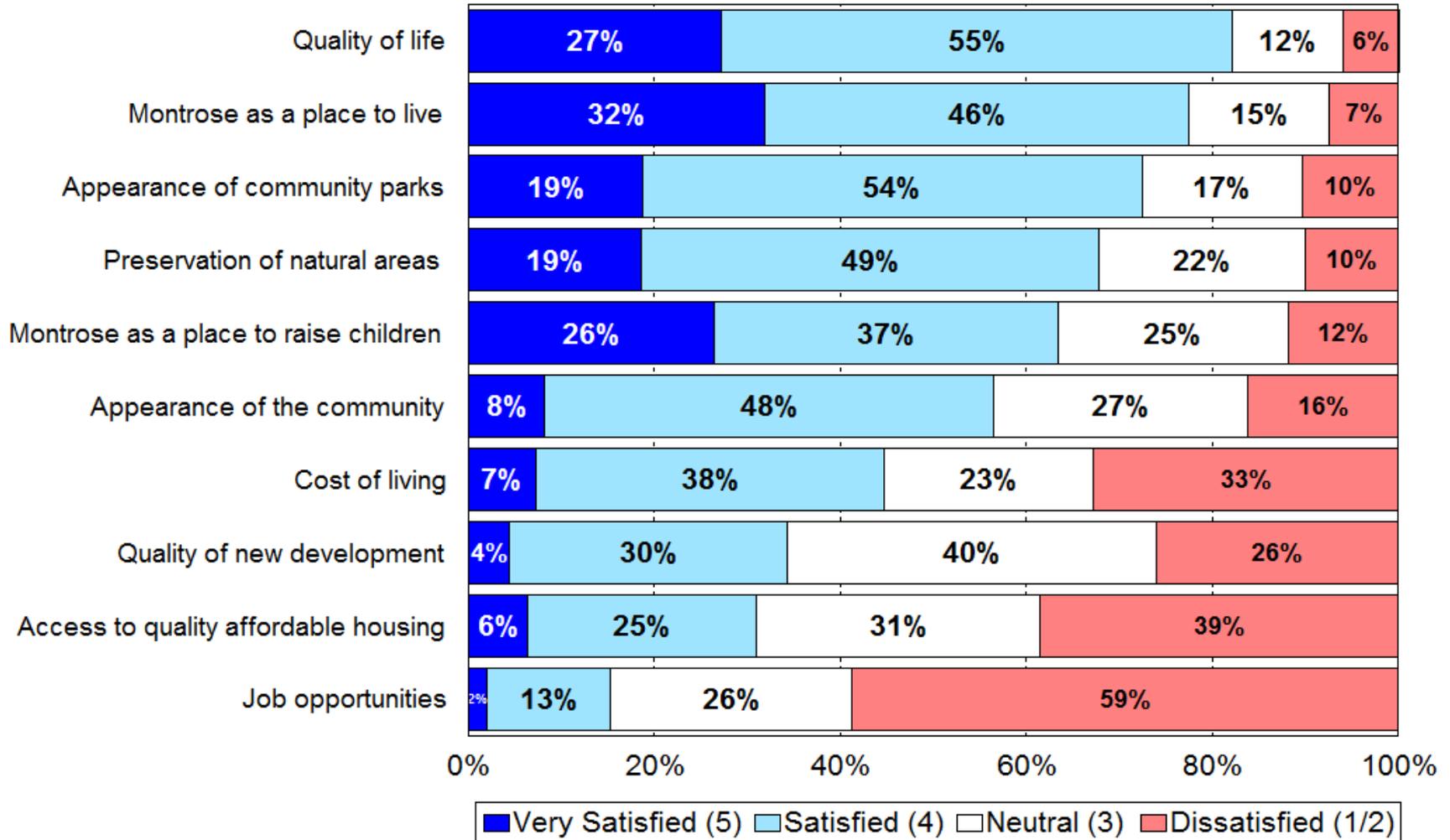
- **Residents Have a Positive Perception of the City**
 - ❑ 82% are satisfied with the overall quality of life in the City; only 6% are dissatisfied
 - ❑ 78% are satisfied with Montrose as a place to live; only 7% are dissatisfied
- **Overall Satisfaction with City Services Are Comparable to Other Communities**
 - ❑ The City rated above the Regional Average in 30 of 52 areas that were compared, and above the U.S. Average 27 of 52 areas
- **The City Is Doing a Much Better Job Providing Customer Service Than Other Communities**
 - ❑ The City rated 21% above the Regional Average and 20% above the U.S. Average in the Overall Quality of Customer Service
- **Top community priorities for over the next 2 years:**
 - ❑ Flow of Traffic & Congestion Management
 - ❑ Condition of City Streets
 - ❑ Quality of Economic Development

Major Finding #1

Residents Have a Positive
Perception of the City

Q3. Satisfaction with Items That Influence Perceptions of the Community

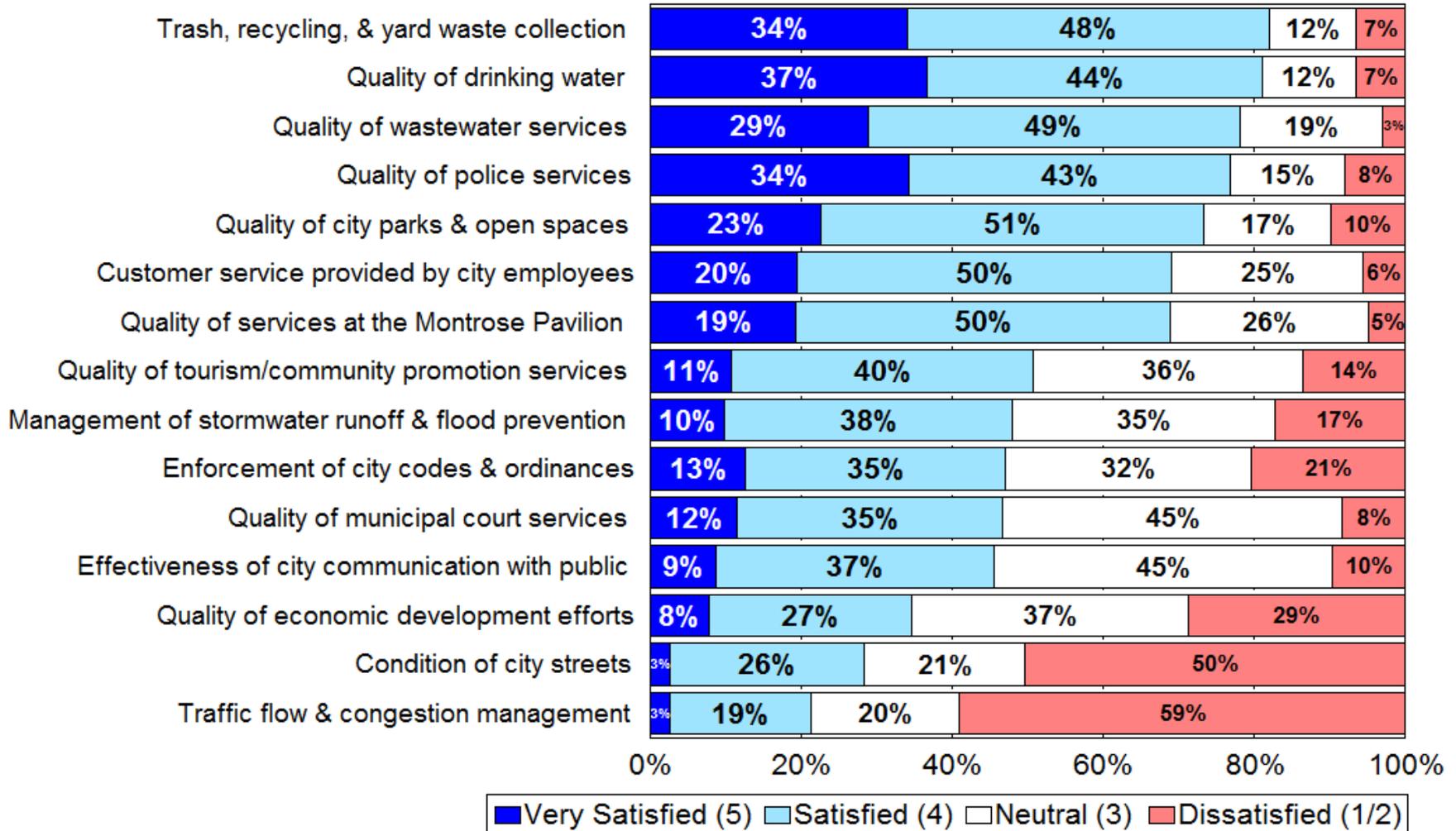
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Most Residents Are Satisfied with the Overall Quality of Life in the City, but There Are Concerns with Job Opportunities

Q1. Overall Satisfaction with City Services by Major Category

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



With the Exception of Traffic Flow and the Condition of Streets, Less Than 30% of Residents Are Dissatisfied with Any Other Major Category of City Services

Overall Quality of Life in Montrose

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied

Citizen Satisfaction

Mean rating on a 5-point scale



Montrose as a Place to Live

All areas are in BLUE, which indicates that residents in all parts of the City are satisfied

Citizen Satisfaction

Mean rating on a 5-point scale

- 1.0-1.8 Very Dissatisfied
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- No Response



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City of Montrose 2016 Community Survey

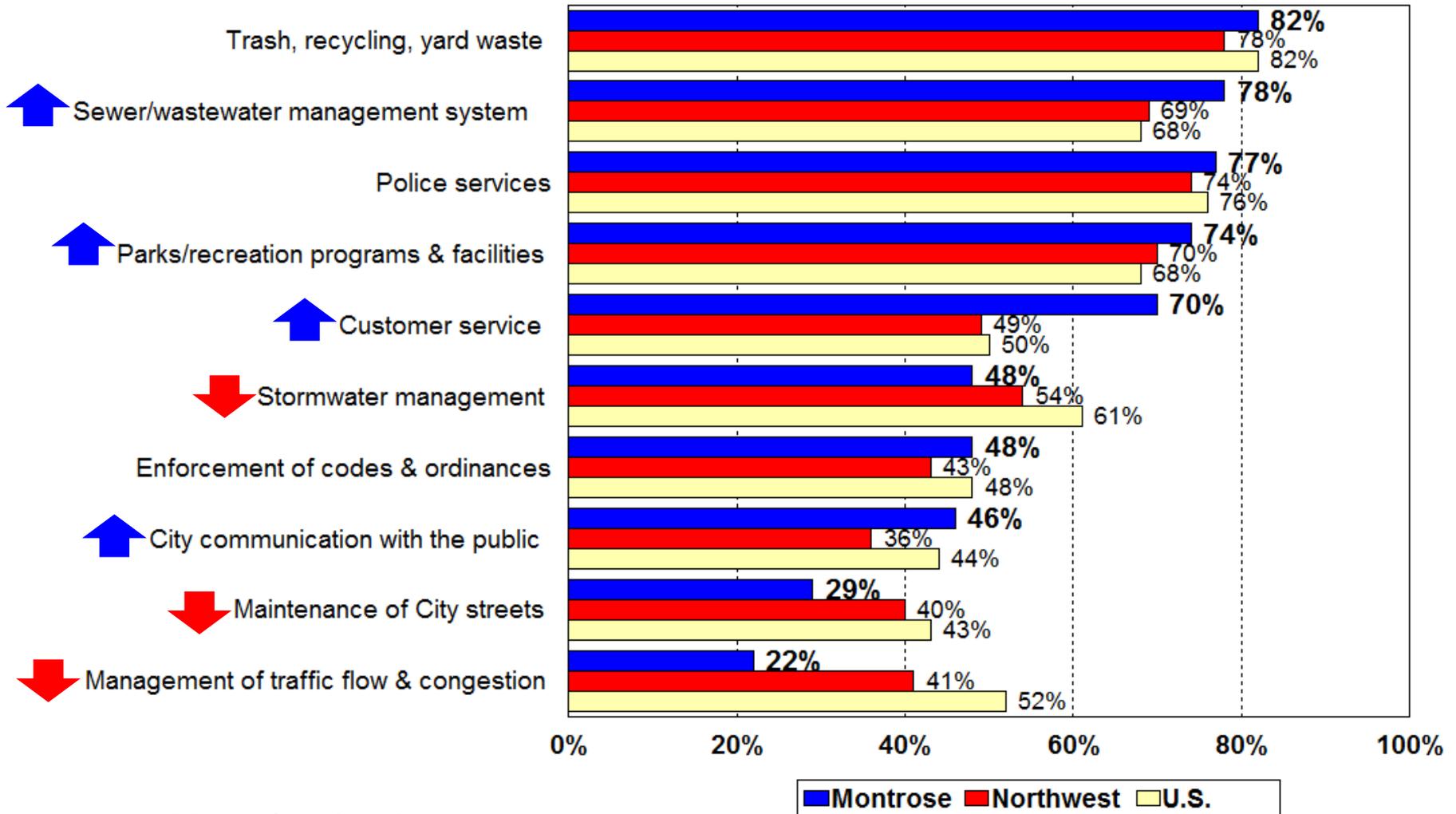
Mean rating for all respondents by CBG (merged as needed)

Major Finding #2

Overall Satisfaction Levels in Montrose Are Similar to Regional and National Averages

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

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



Source: FTC Institute (2016)

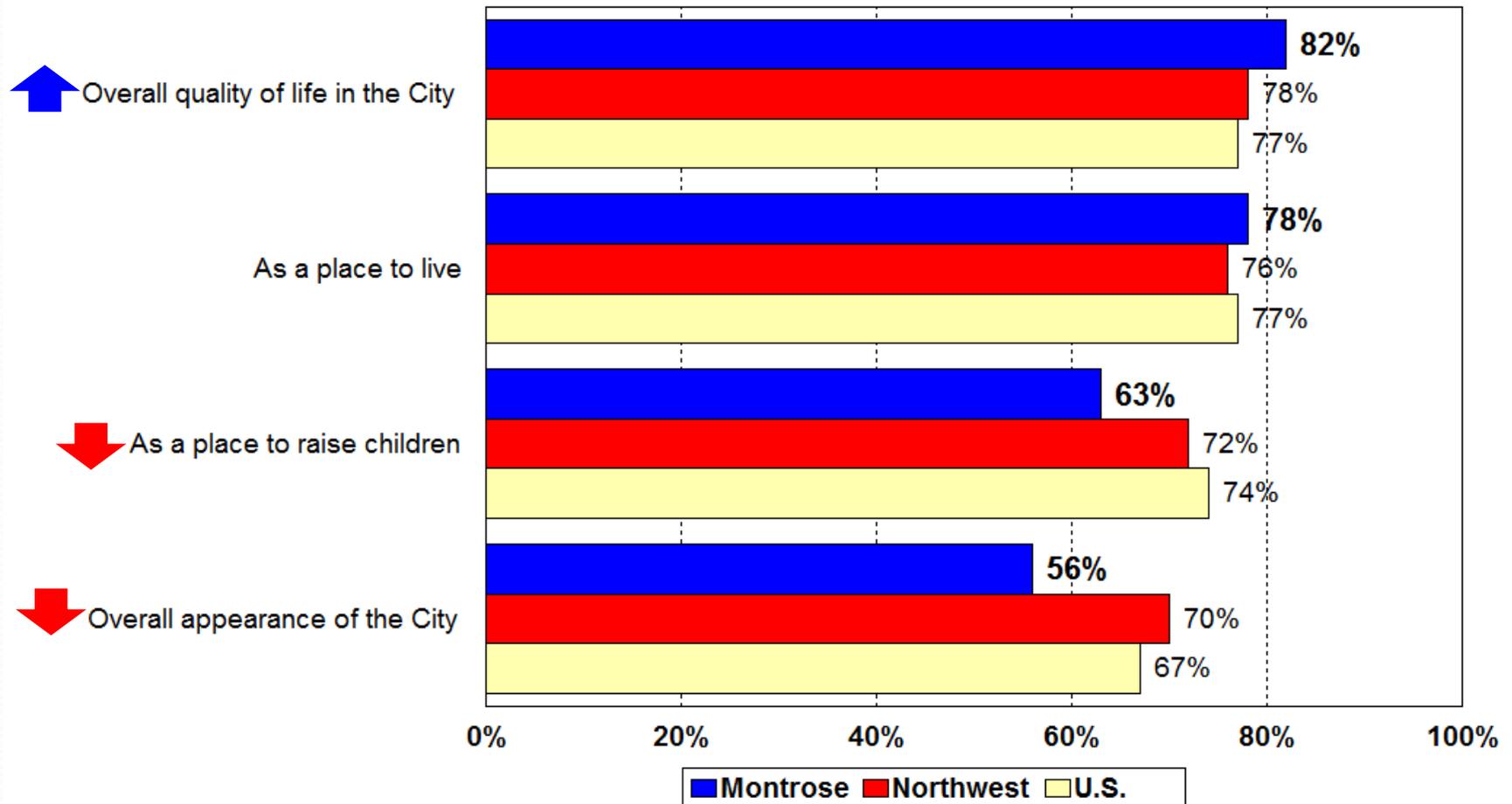
Significantly Higher: ↑

Significantly Lower: ↓

Satisfaction with Issues that Influence Perceptions of the City

Montrose vs. Northwest vs. the U.S

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



Source: ETC Institute (2016)

Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Customer Service

Montrose vs. Northwest vs. the U.S

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

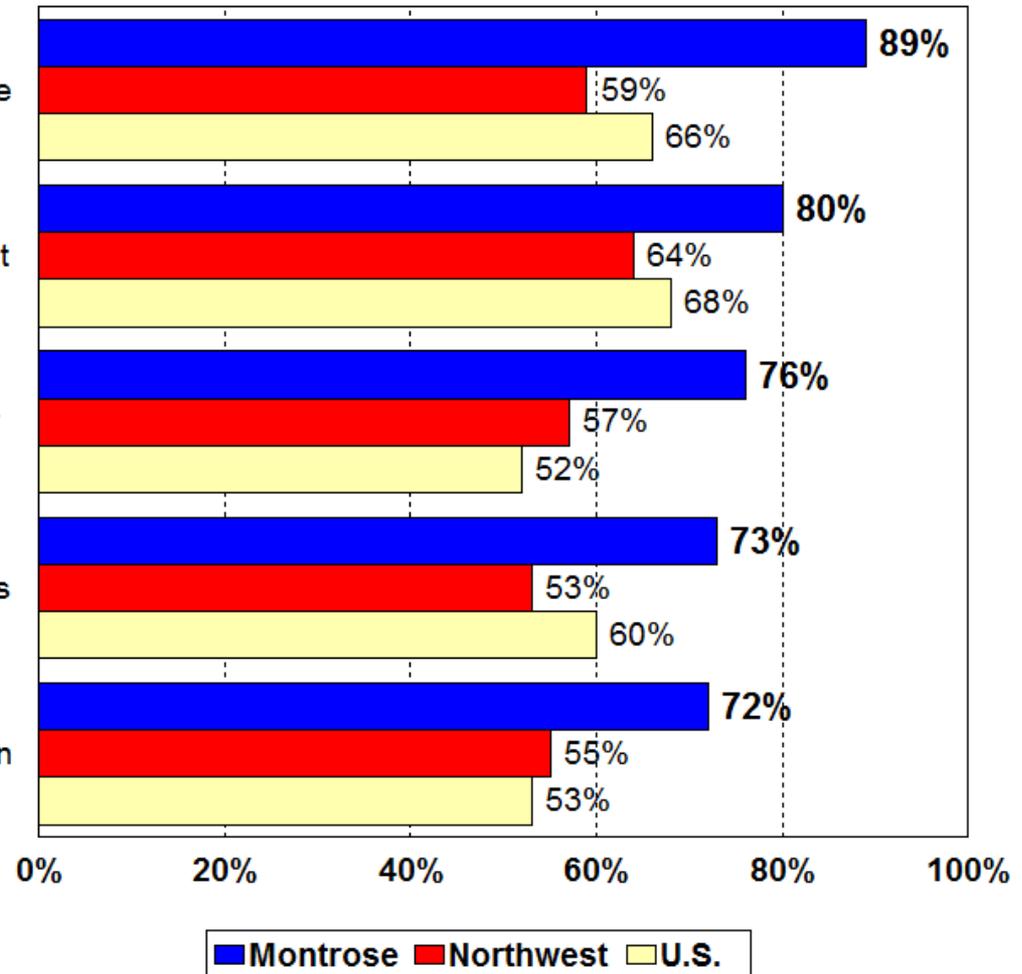
↑ They were courteous and polite

↑ How easy they were to contact

↑ Did what they said they would do in timely manner

↑ They gave prompt, accurate/complete answers

↑ They helped resolve an issue to satisfaction



Source: ETC Institute (2016)

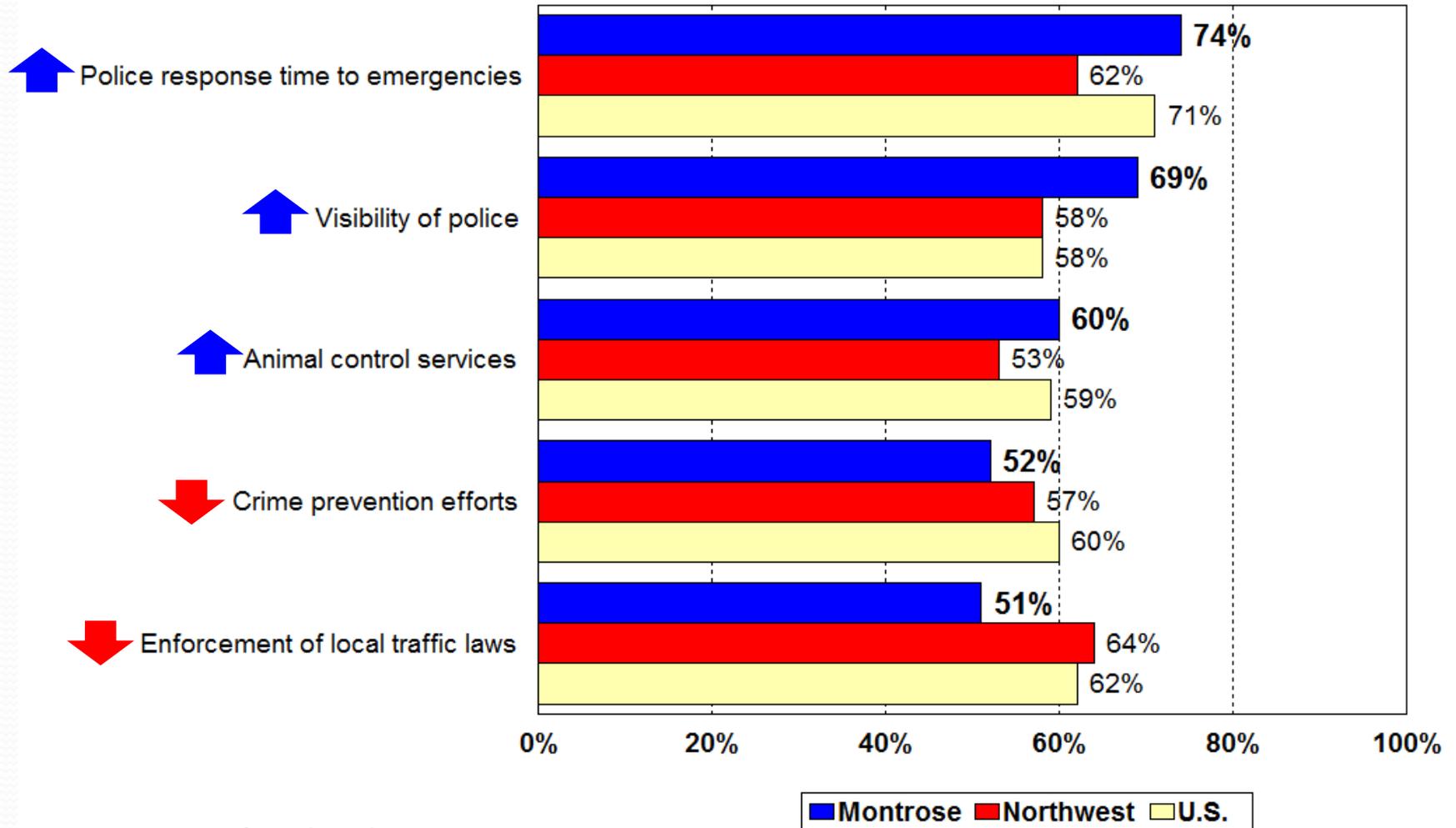
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Public Safety

Montrose vs. Northwest vs. the U.S

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



Source: ETC Institute (2016)

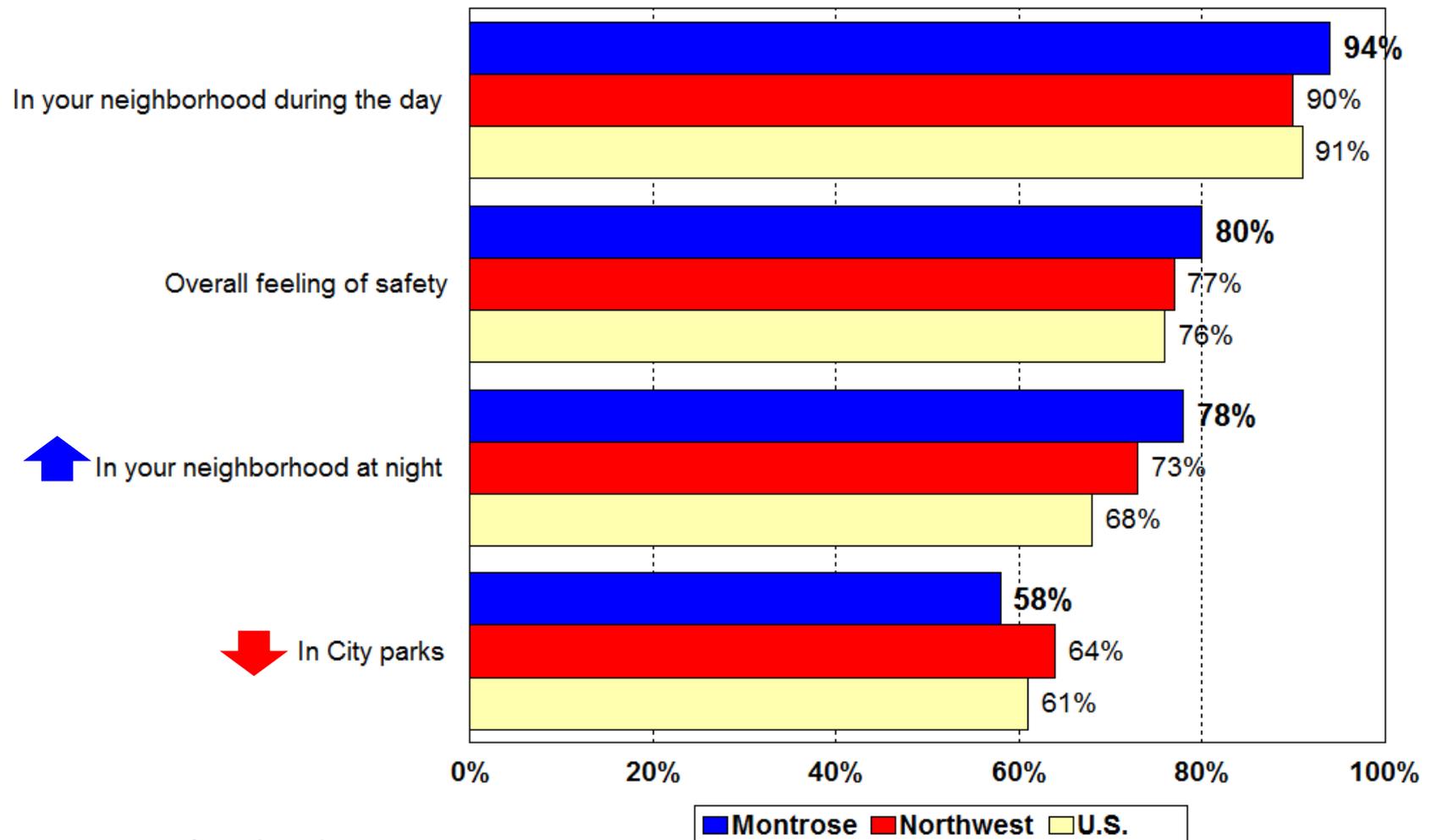
Significantly Higher: ↑

Significantly Lower: ↓

How Safe Residents Feel in Their Community

Montrose vs. Northwest vs. the U.S

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



Source: ETC Institute (2016)

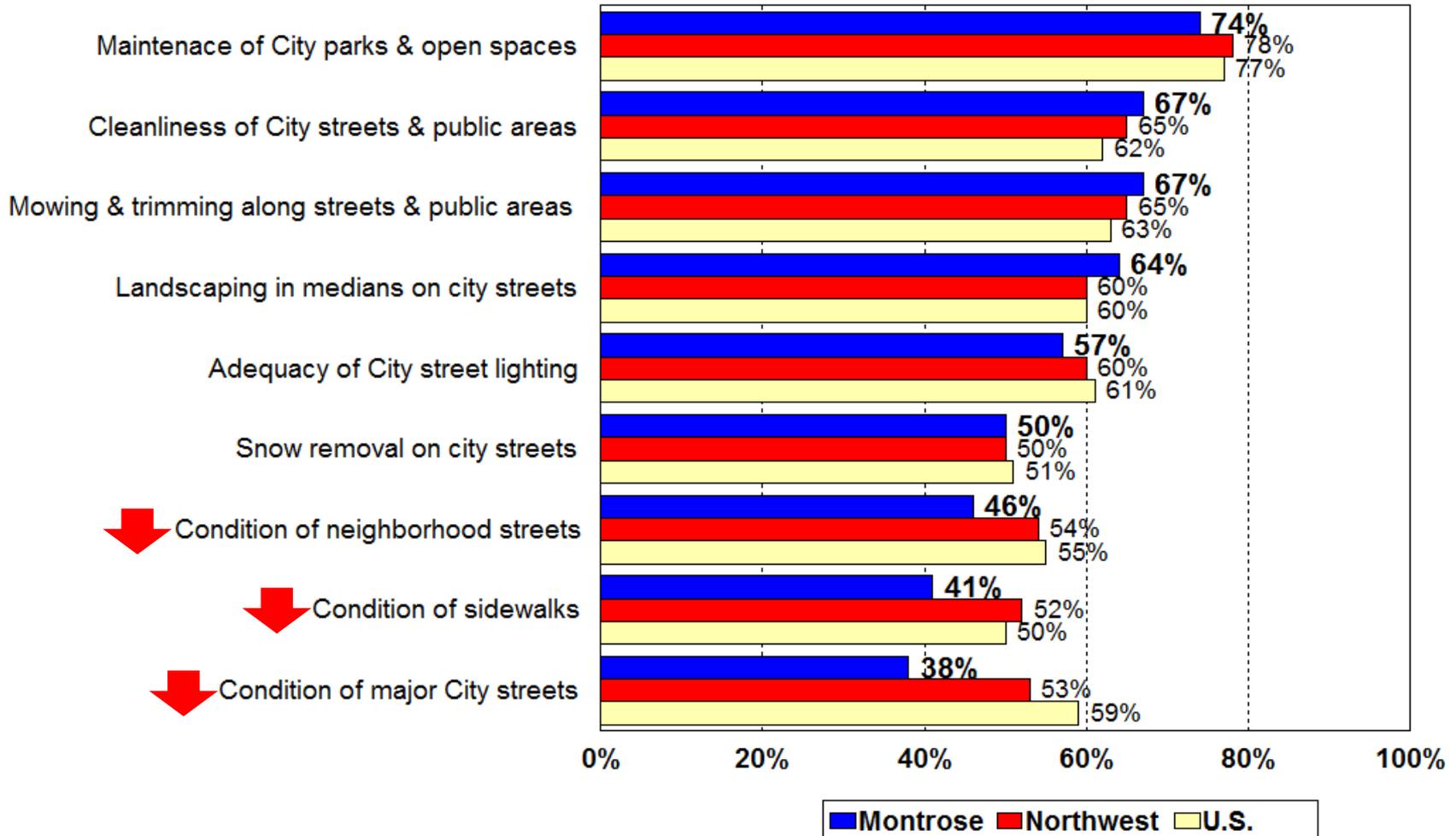
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with City Maintenance

Montrose vs. Northwest vs. the U.S

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



Source: ETC Institute (2016)

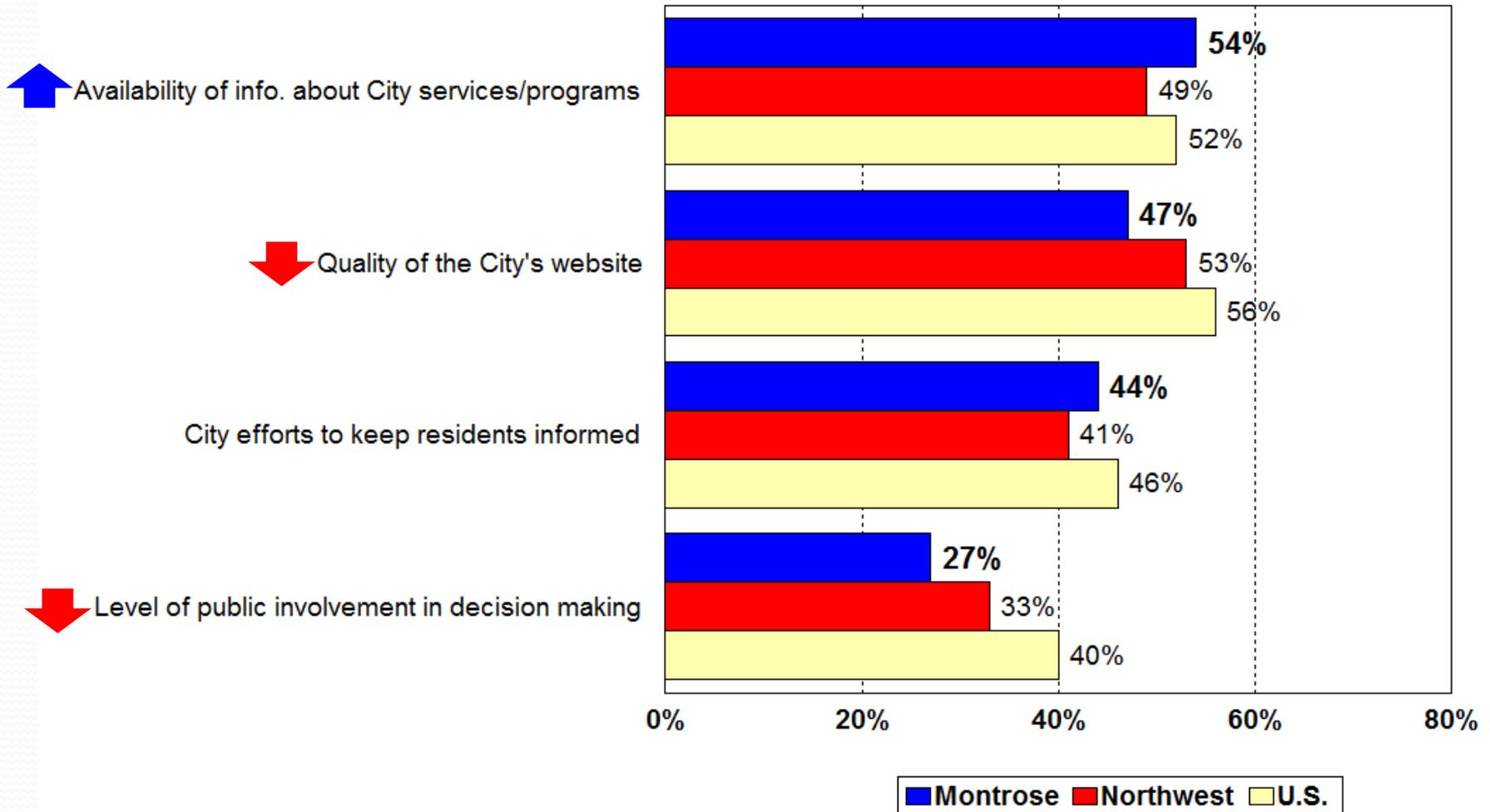
Significantly Higher: ↑

Significantly Lower: ↓

Overall Satisfaction with Communication

Montrose vs. Northwest vs. the U.S

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



Source: ETC Institute (2016)

Significantly Higher: ↑

Significantly Lower: ↓

Major Finding #3

Top Community Priorities

Importance-Satisfaction Rating

City of Montrose, Colorado

Major Categories of City Services

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



Overall Priorities:

Importance-Satisfaction Rating

City of Montrose, Colorado

Maintenance

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

Maintenance Priorities:

Importance-Satisfaction Rating

City of Montrose, Colorado

Code Enforcement

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

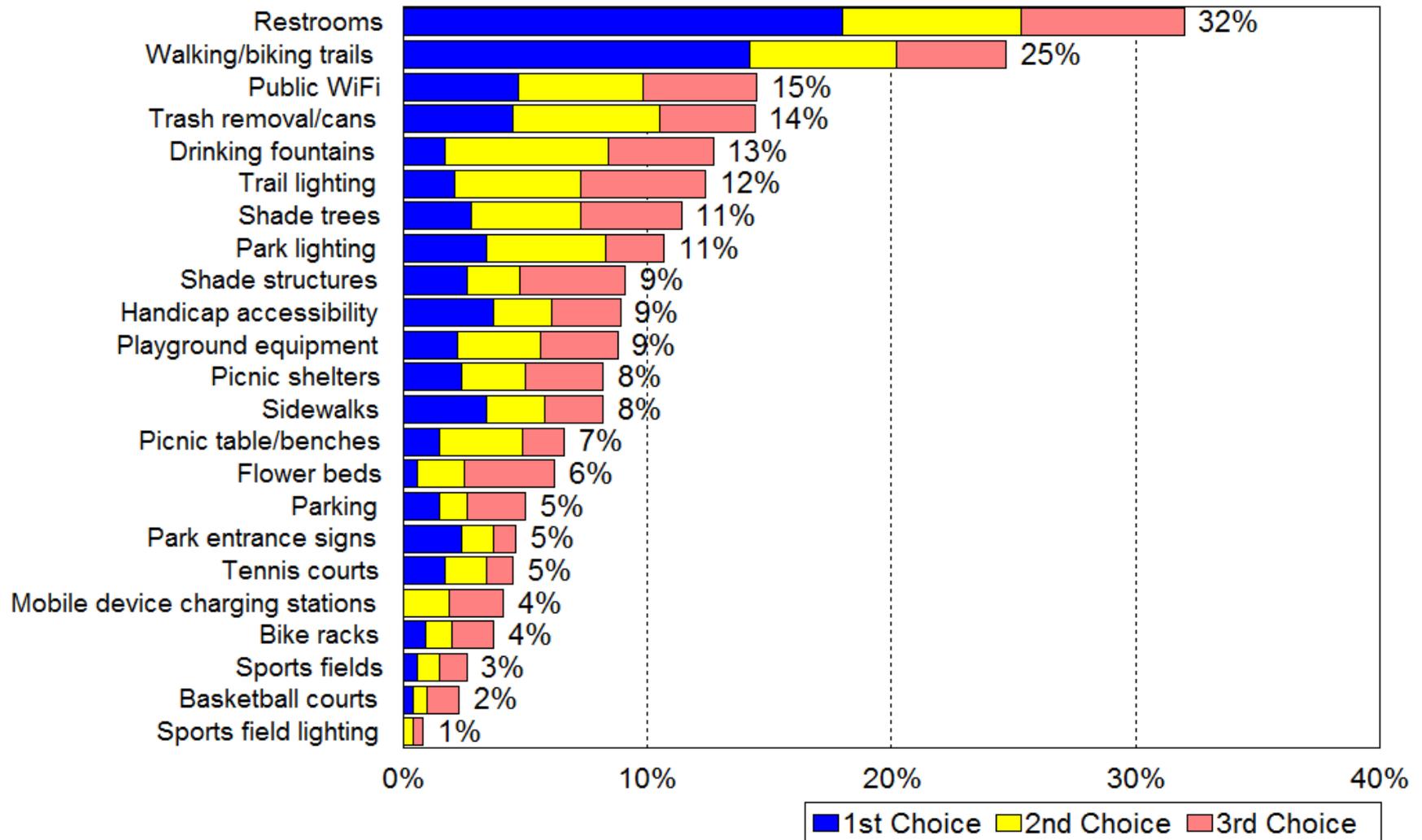
Code Enforcement Priorities:



Other Findings

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

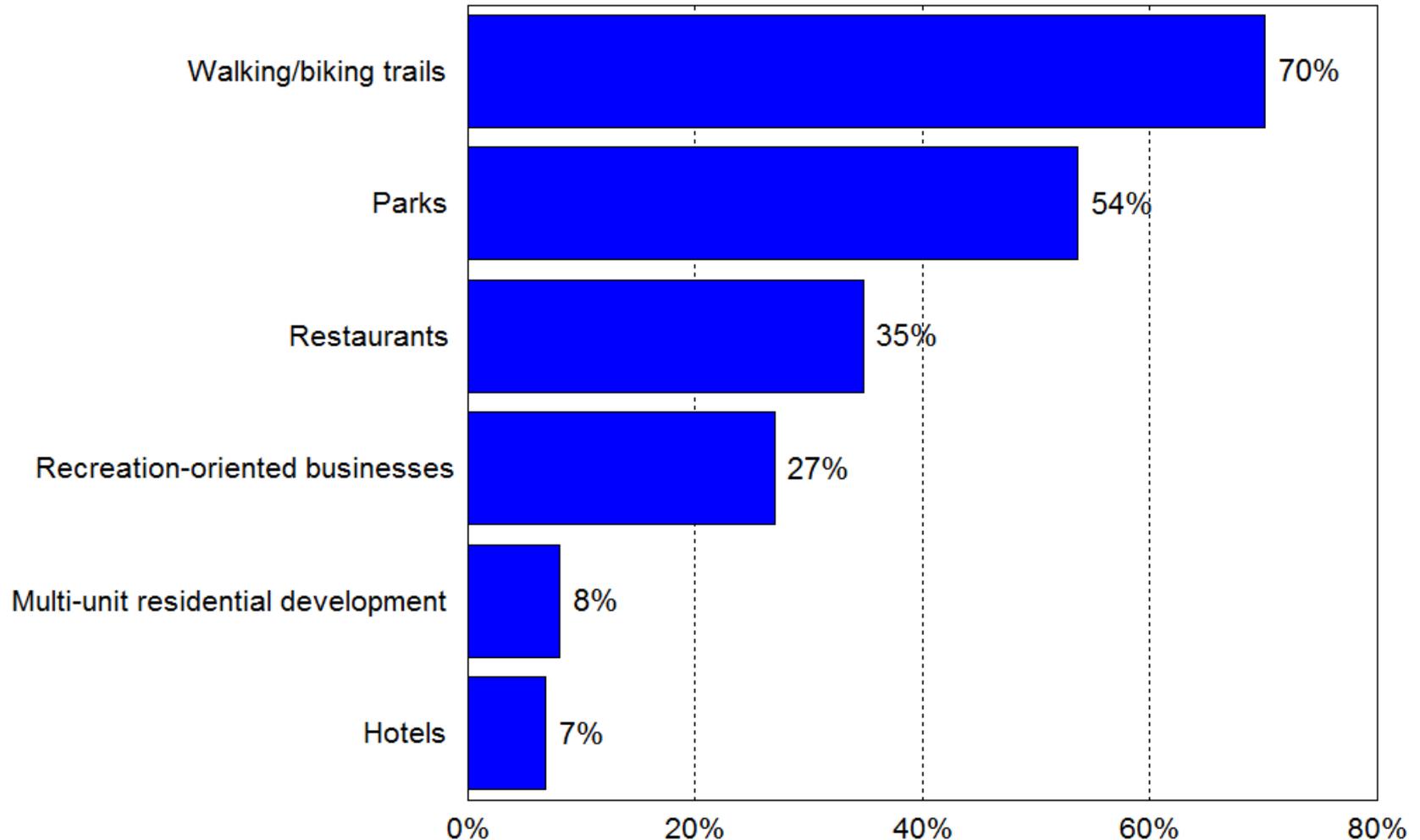
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016)

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

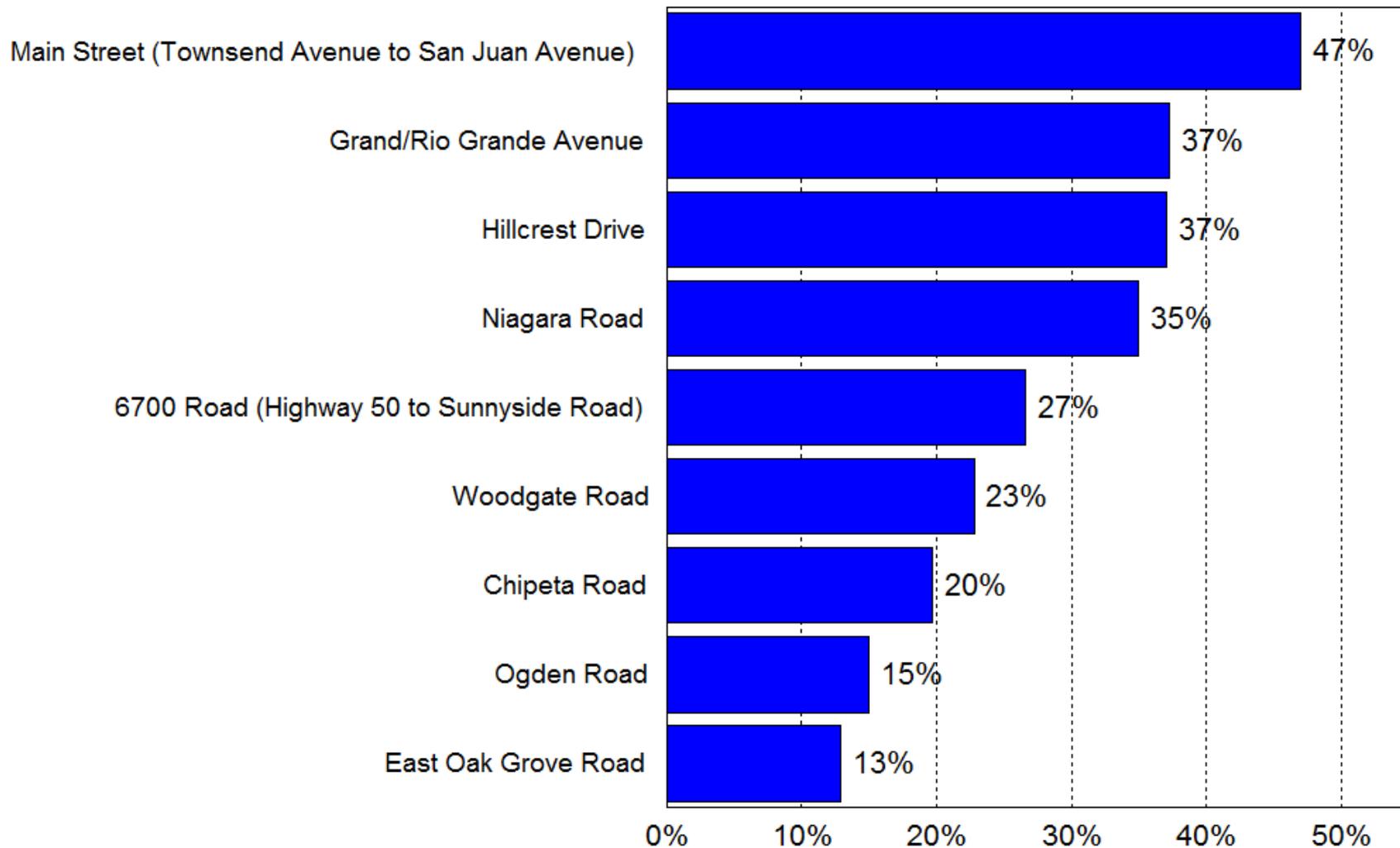
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

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

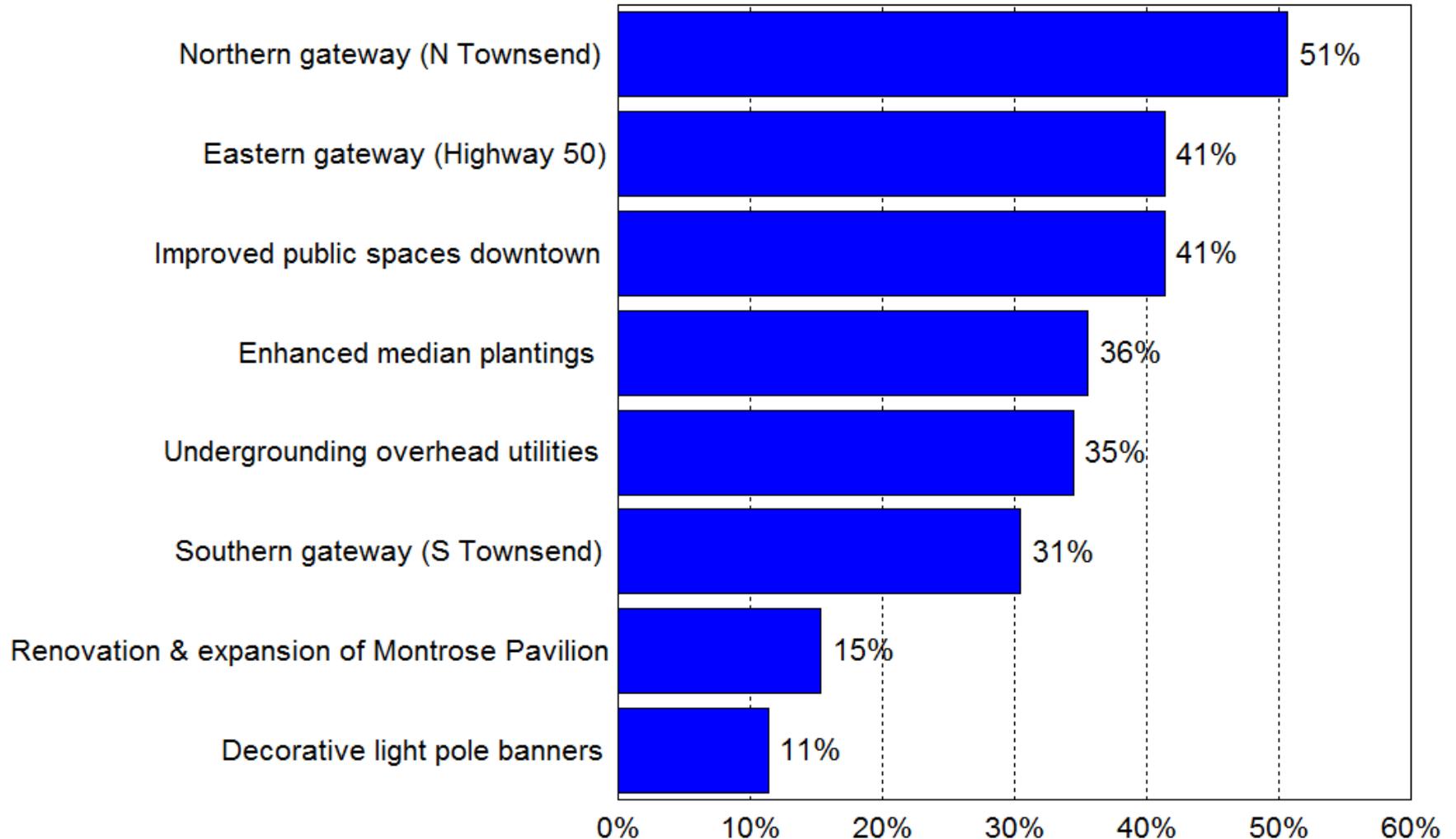
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

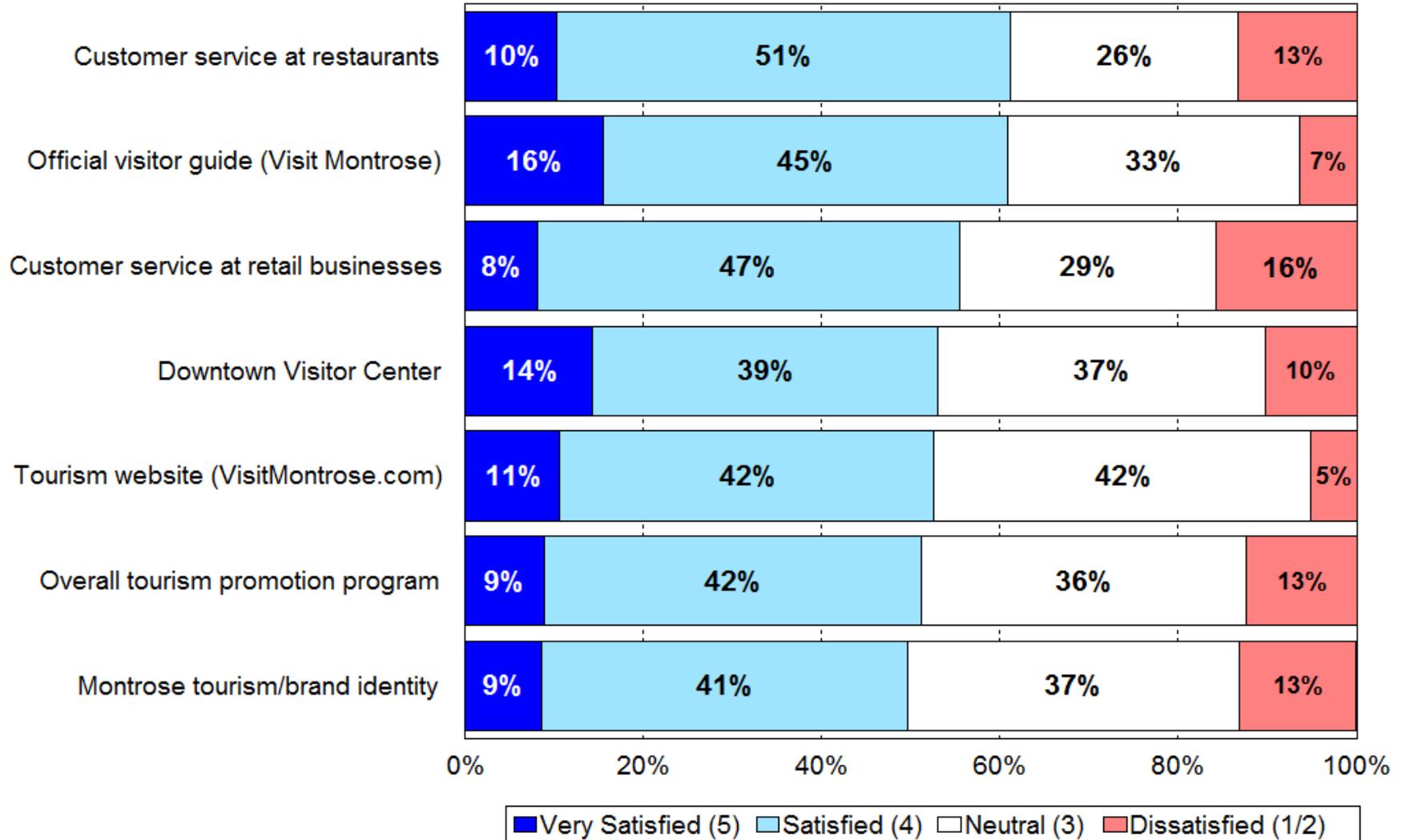
Q20. Projects That Would Be Most Beneficial in Beautifying the Community

by percentage of respondents (multiple choices could be made)



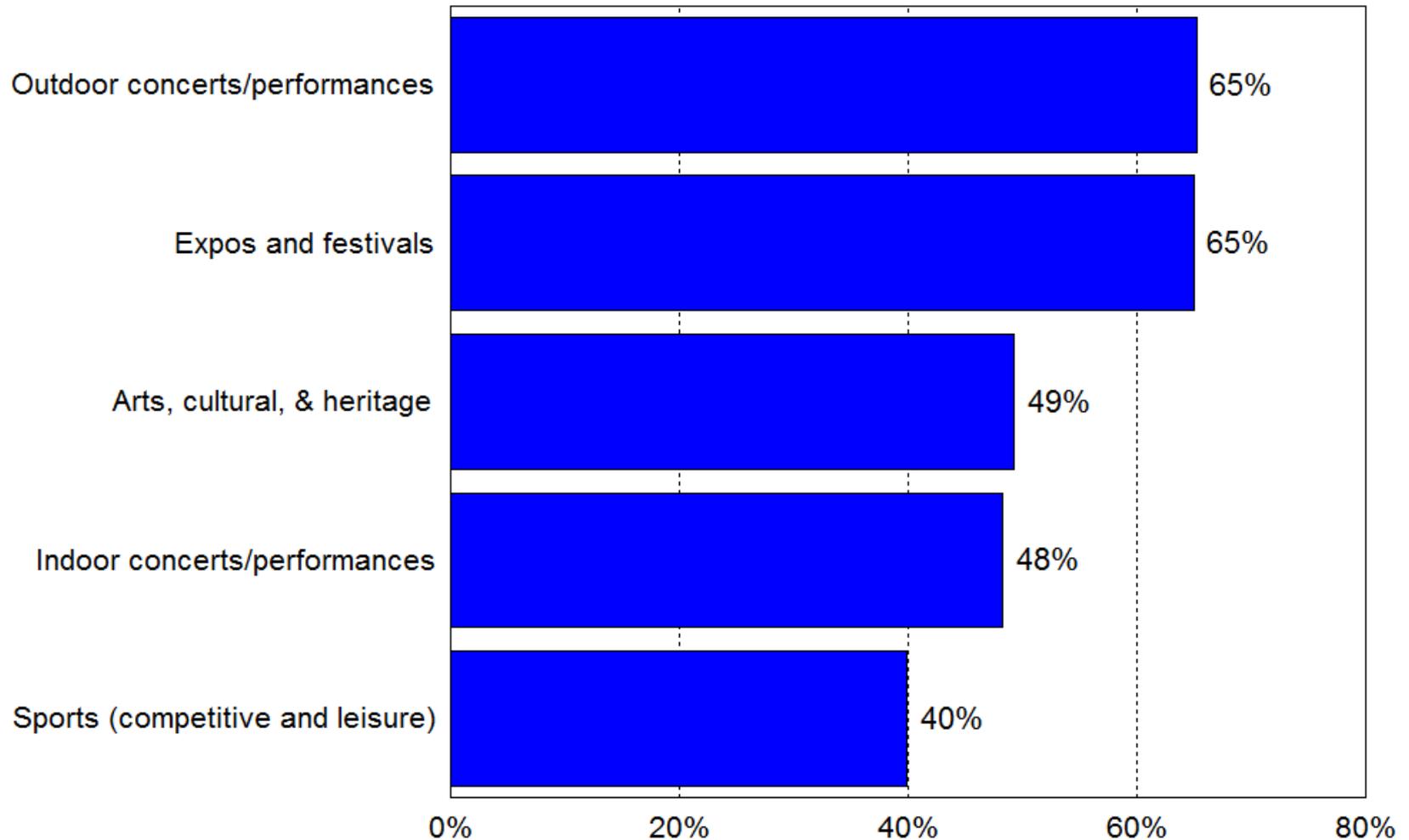
Q22. Satisfaction with Various Aspects of Tourism

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



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

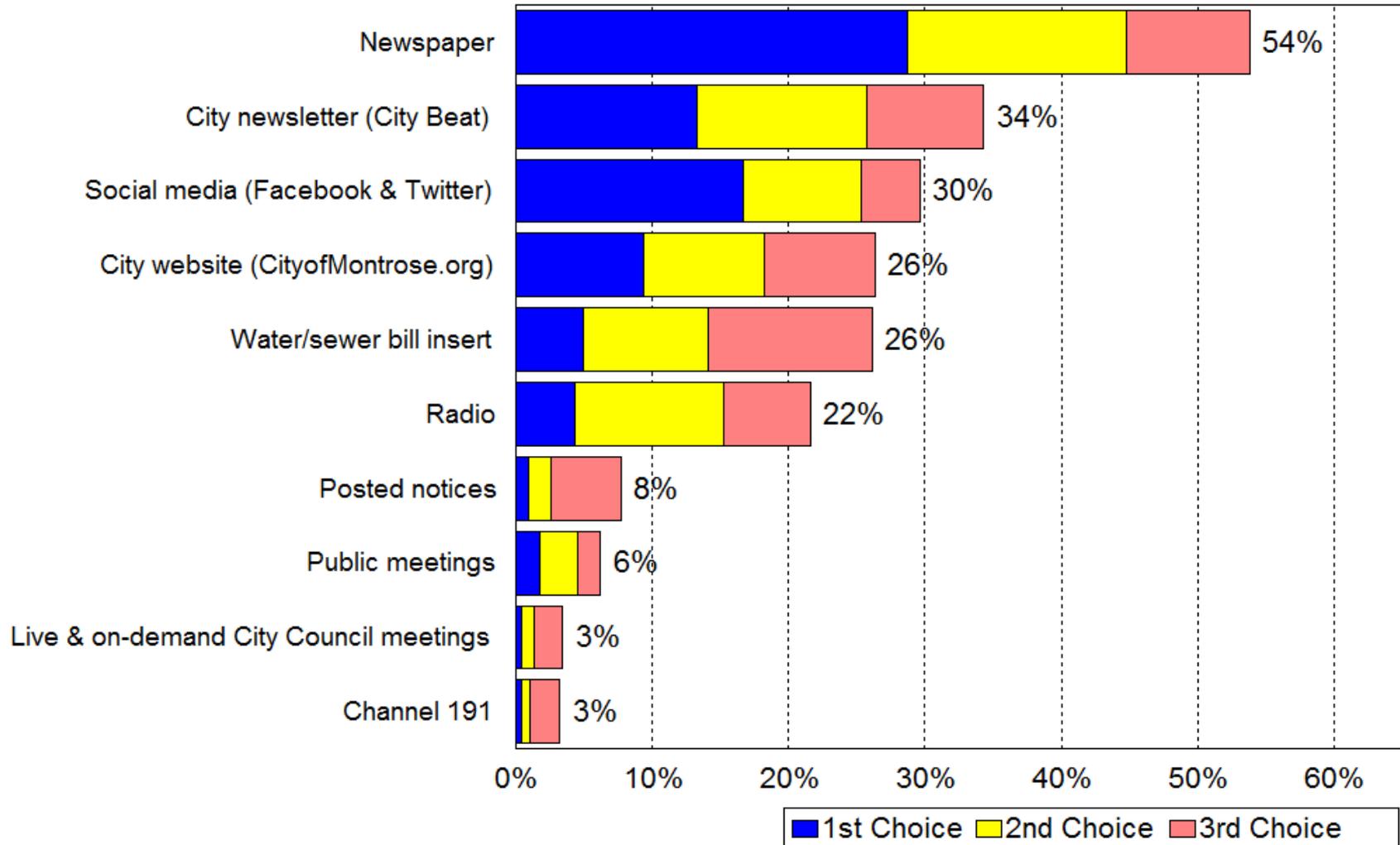
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

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

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



Source: ETC Institute (2016)

Summary

- **Residents Have a Positive Perception of the City**
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Questions?

THANK YOU!!