A large, close-up photograph of a sunflower head, showing the intricate pattern of the seeds and the bright yellow petals. The image is used as a background for the slide.

# Adams County Quality of Life Survey

Presentation of Results



# Agenda

- Overview of survey methodology
  - Questions from you about methodology
- Highlights of the survey results
  - Feel free to ask questions as we go along
- Examples of potential ways the results can be used
- Discussion about the survey results
- Overview of next steps for focus groups

# Survey Administration

## Results of a "Scientific" Survey

- Representative of the entire community
- Hear the voice of the citizens you may not typically hear from



# Survey Administration

## Hallmarks of a "Scientific" Survey

Random Selection  
of Households

From a Source  
with High  
"Coverage"

Best Practices to  
Increase  
Response Rate

"Weight" the  
Survey Data

## Survey Administration

- 3,000 total households in Adams County randomly selected as survey recipients:
  - 1,500 in incorporated area,
  - 1,500 in unincorporated area
- 503 total completed surveys (17% response rate)
  - 277 from the incorporated area (18% RR)
  - 223 from the unincorporated area (15% RR)
- “Margin of error” of  $\pm 4.4\%$  overall;
  - $\pm 5.9\%$  for the incorporated area
  - $\pm 6.6\%$  for the unincorporated area

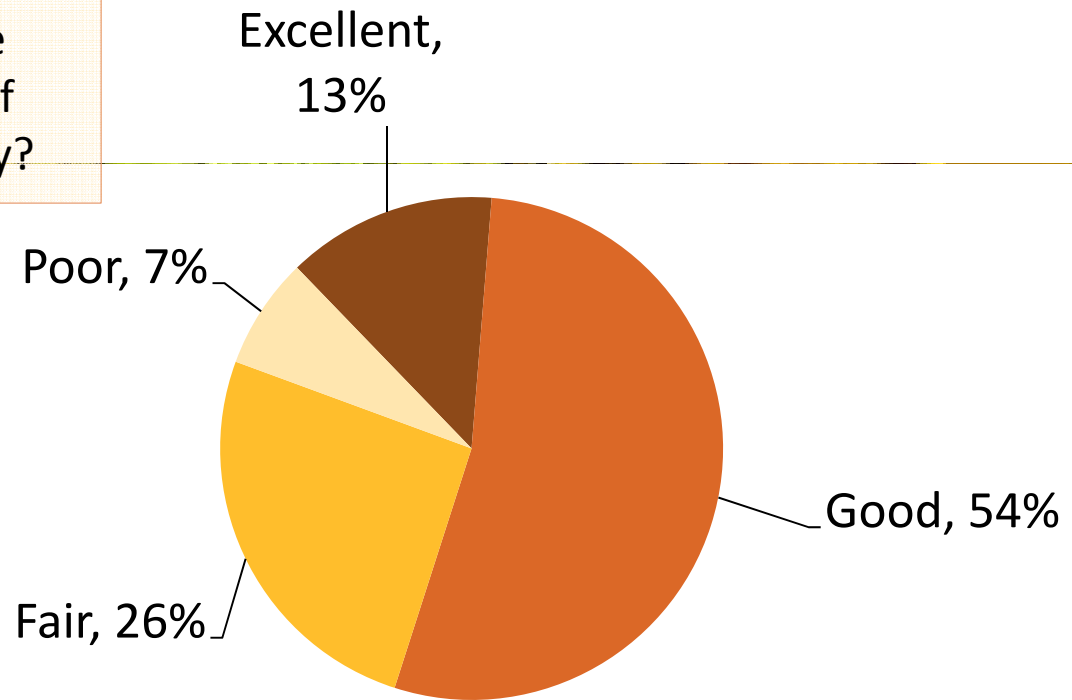
## Survey Administration

- Results were weighted by respondent age, gender, race/ethnicity and housing tenure (rent versus own) within the two areas of the county
  - A final weight was applied for the overall results so that the two portions of the county were represented in their correct proportions
- Comparisons by demographic and geographic subgroups are included in the appendices
- Comparisons to national and Colorado benchmarks were made, where available

Any questions about the  
survey methodology?

# Overall Quality of Life

How would you rate the overall quality of life in Adams County?



**National Benchmark**





# Quality of Life

## Like Best About Living in Adams County

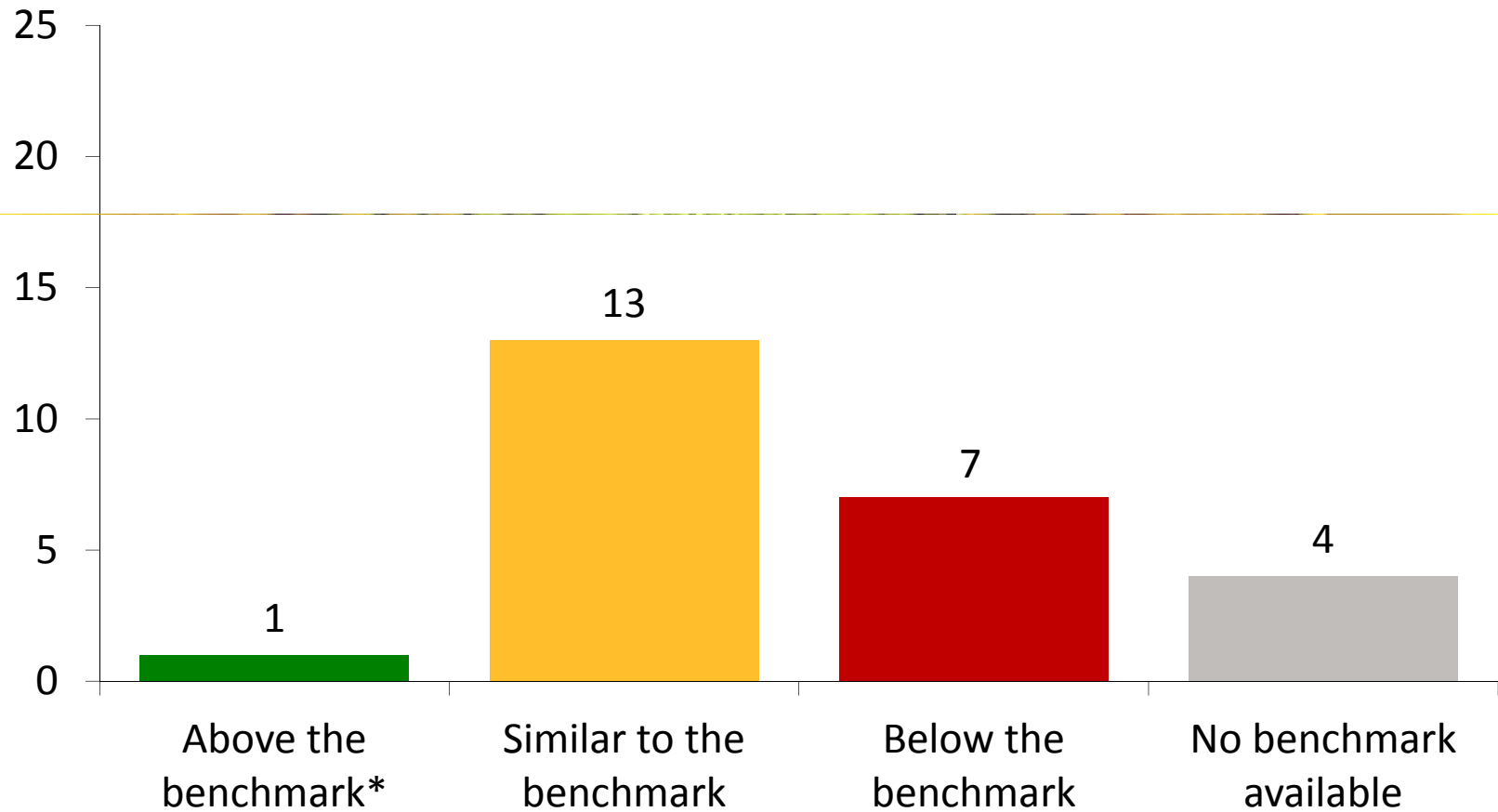


Percent of Respondents Who Made a Comment



# Community Characteristics

- 25 community characteristics rated by survey participants

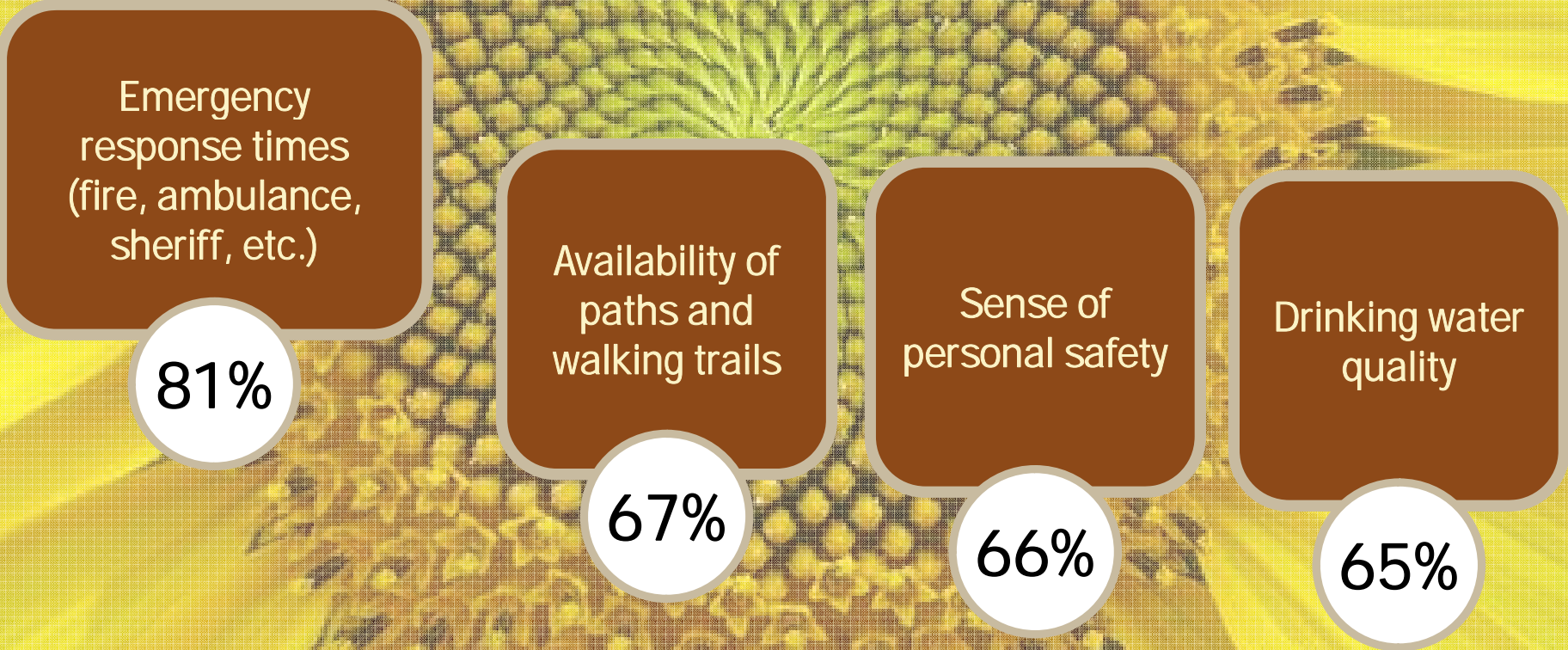


-Dyldelw#r#lirugden#xdw#rxvlbj



# Community Characteristics

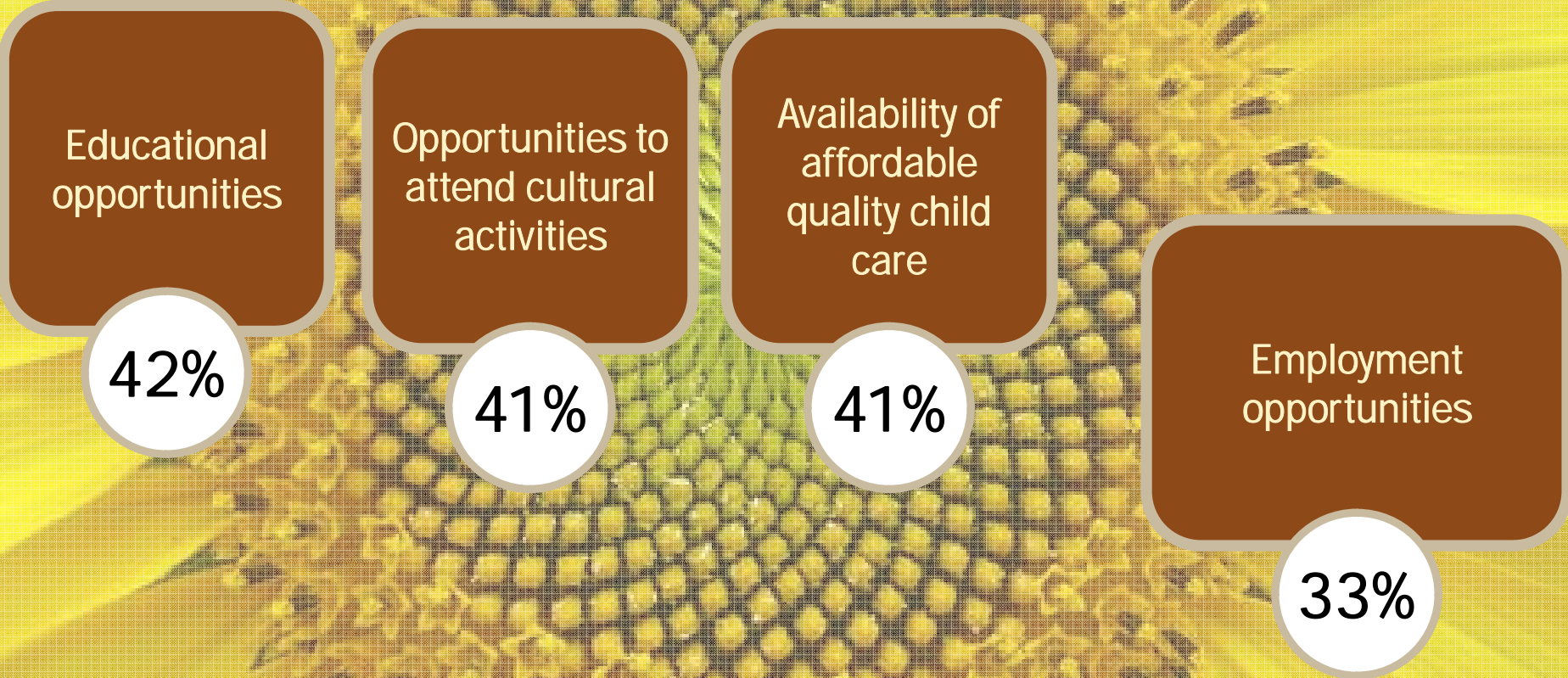
## Highest Rated



Percent of Respondents Rating as Excellent or Good



# Community Characteristics



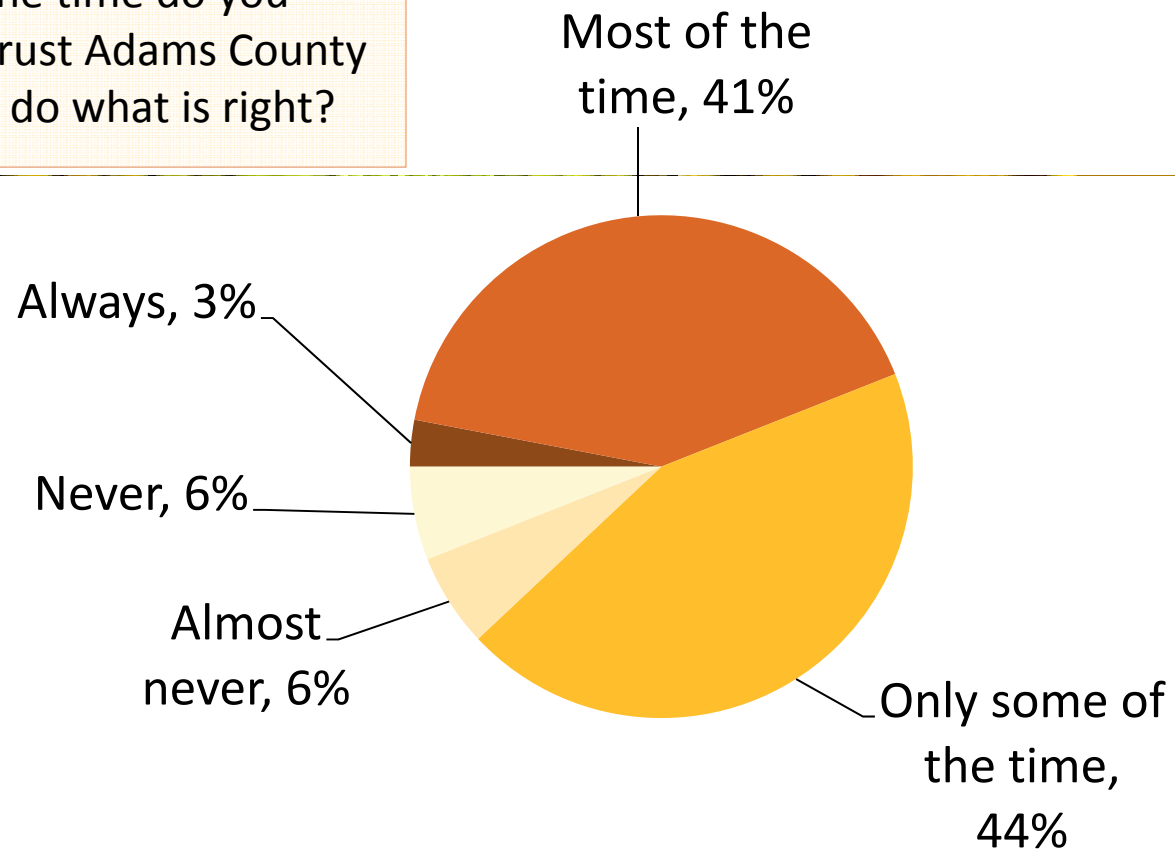
**Lowest Rated**

Percent of Respondents Rating as Excellent or Good



# Public Trust

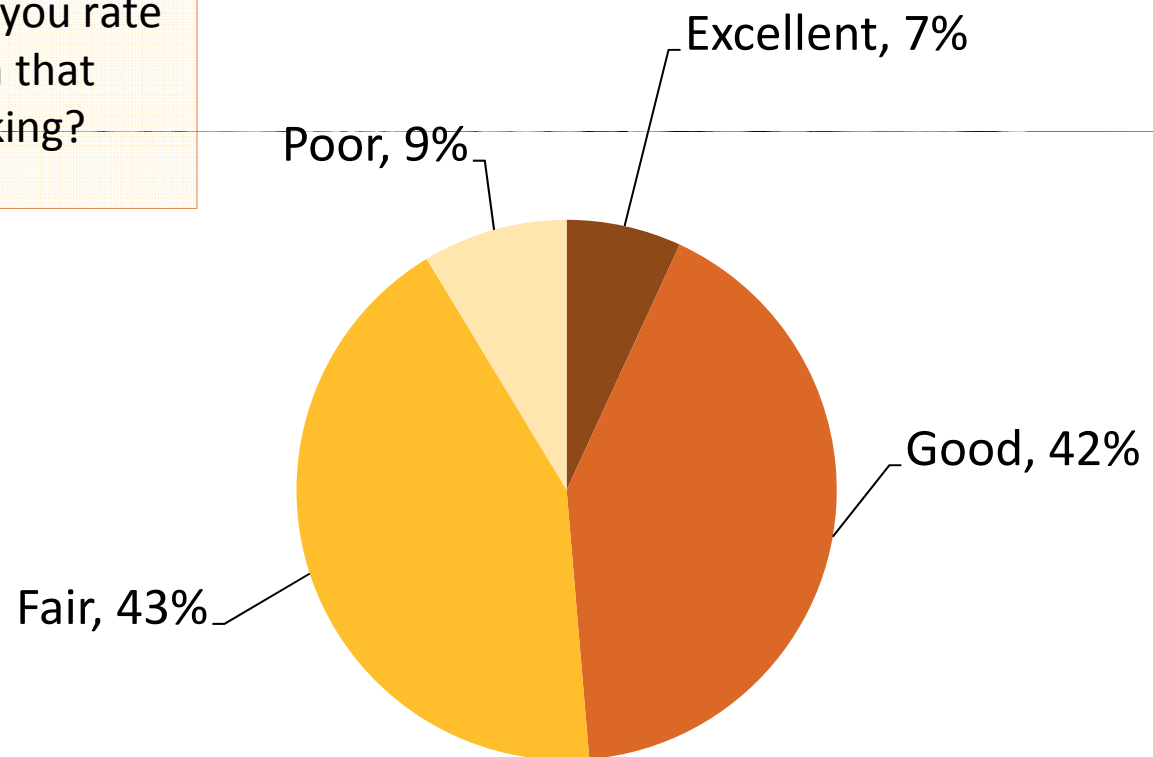
How much of the time do you think you can trust Adams County government to do what is right?



# Public Trust

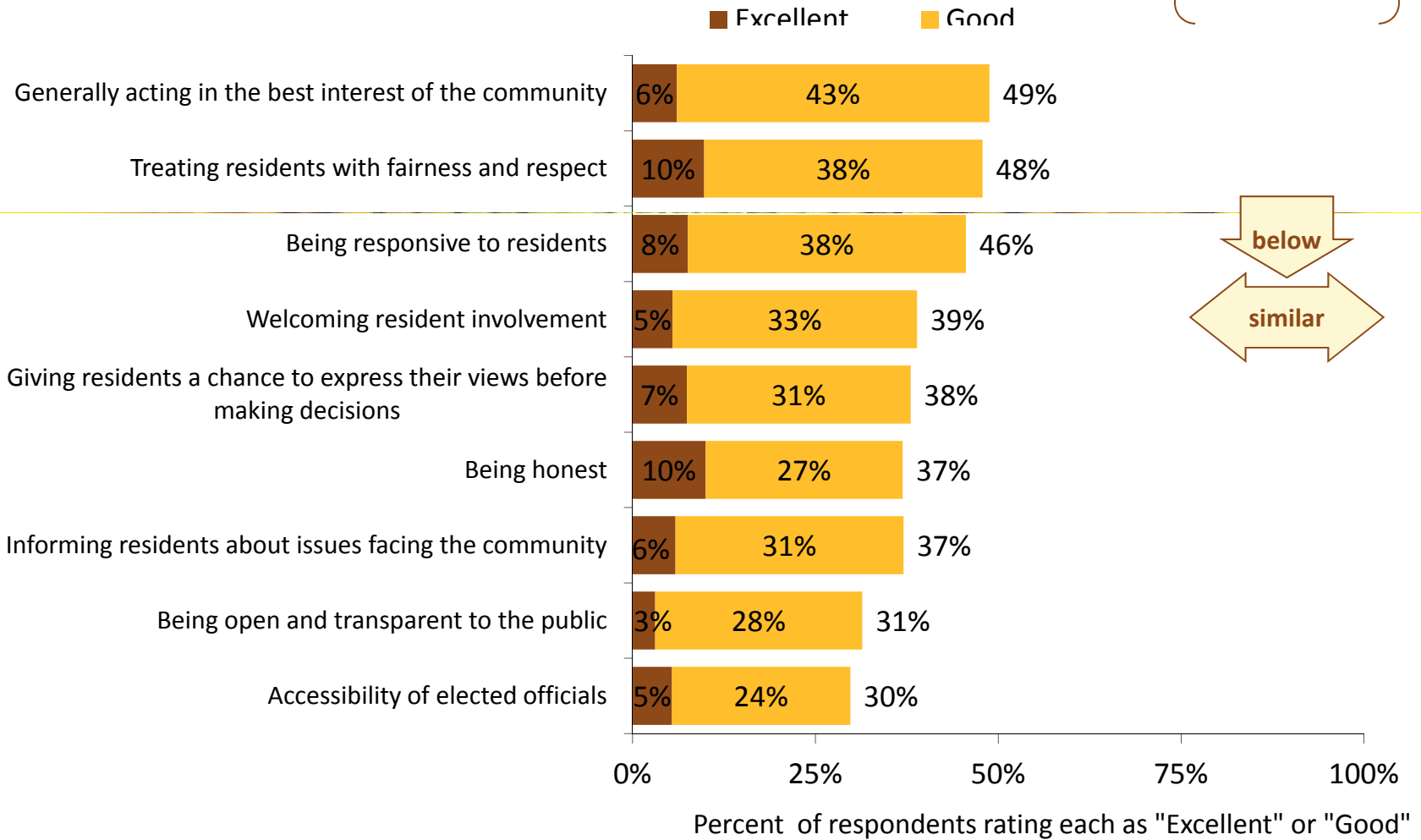
Overall, how would you rate the overall direction that Adams County is taking?

National Benchmark  
similar



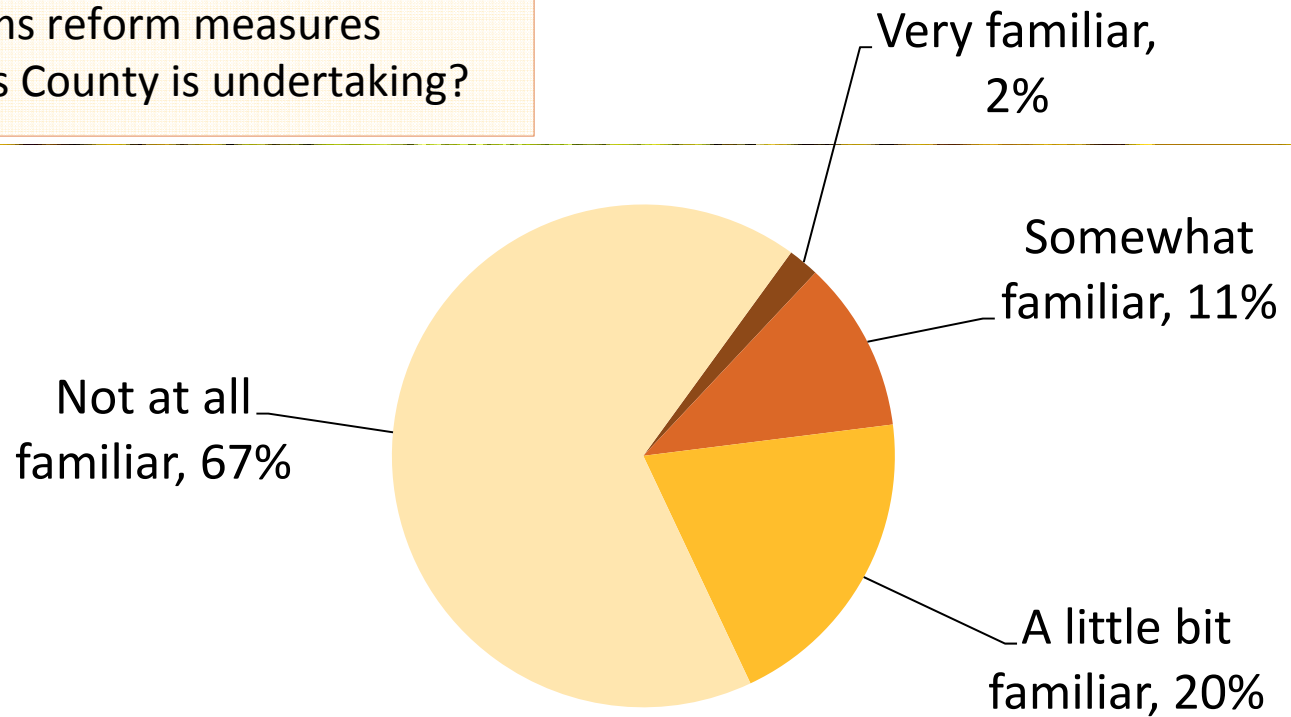
# Public Trust

**National Benchmark**



# Public Trust

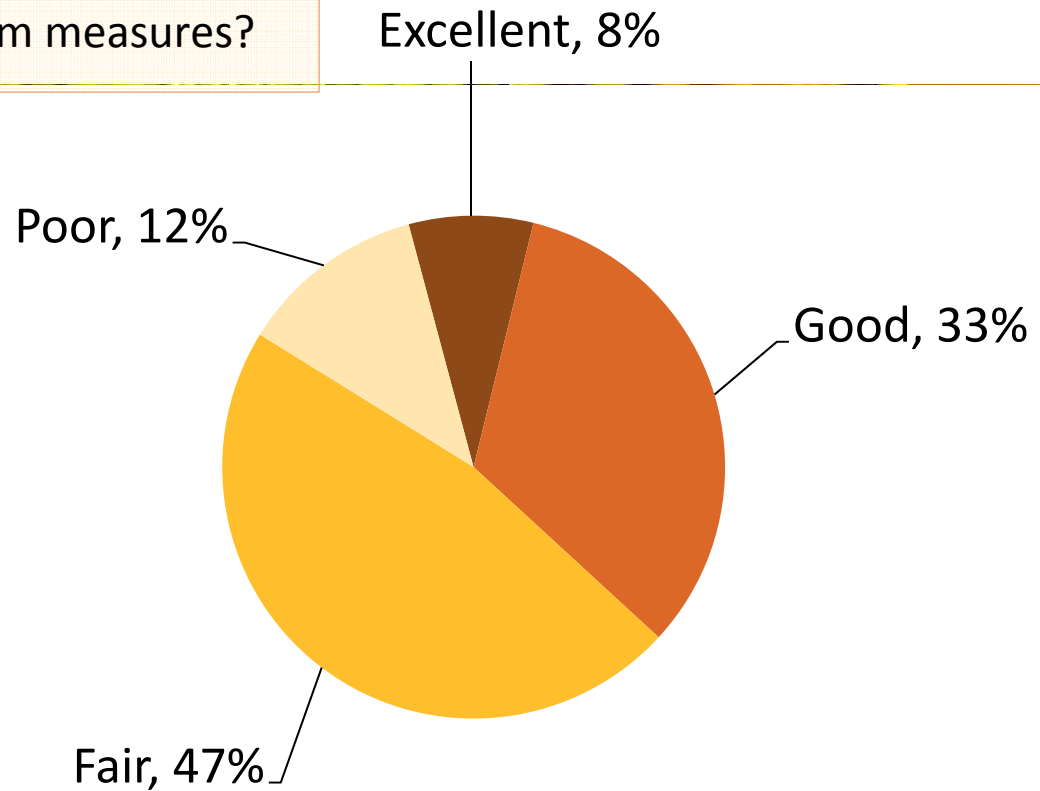
How familiar are you with the Open Adams reform measures that Adams County is undertaking?





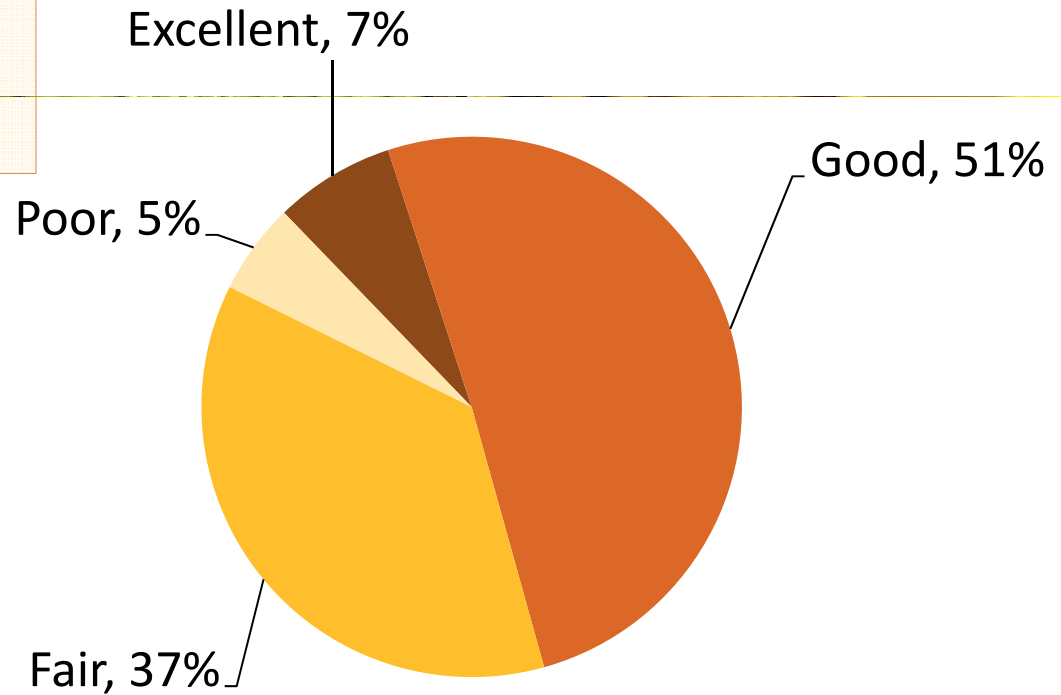
# Public Trust

In general, how well do you think Adams County is doing on implementing the reform measures?



# Quality of Adams County Services

Overall, how would you rate the quality of the services provided by Adams County?



**National Benchmark**

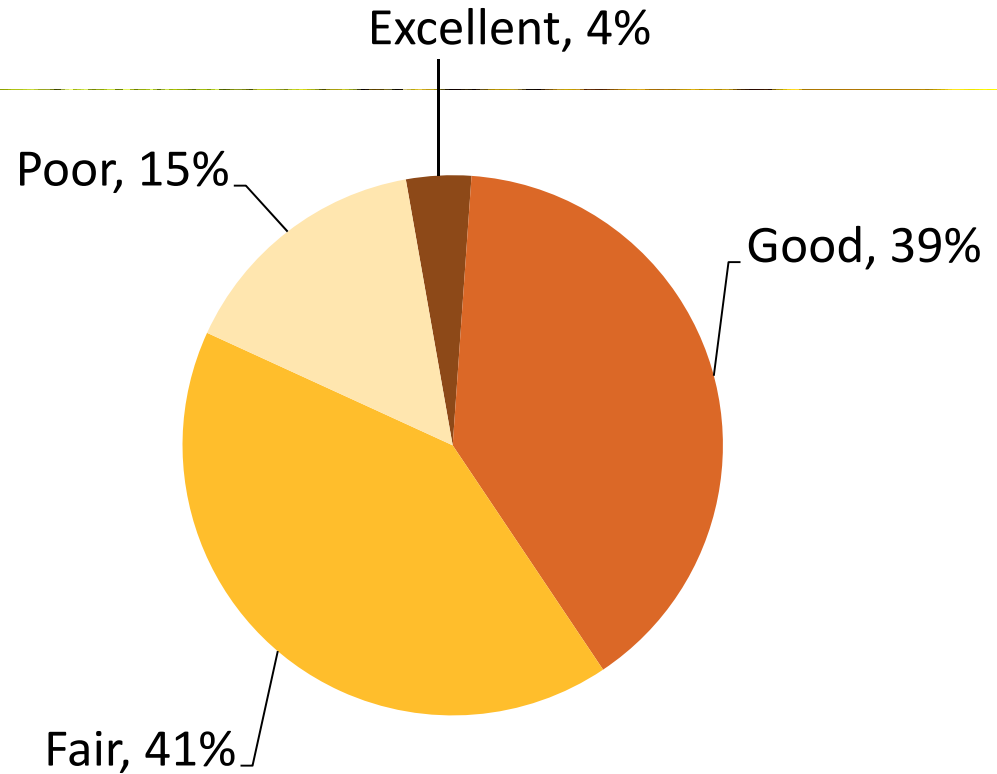
below

# Quality of Adams County Services

How would you rate the value of services you receive from Adams County for the taxes paid?

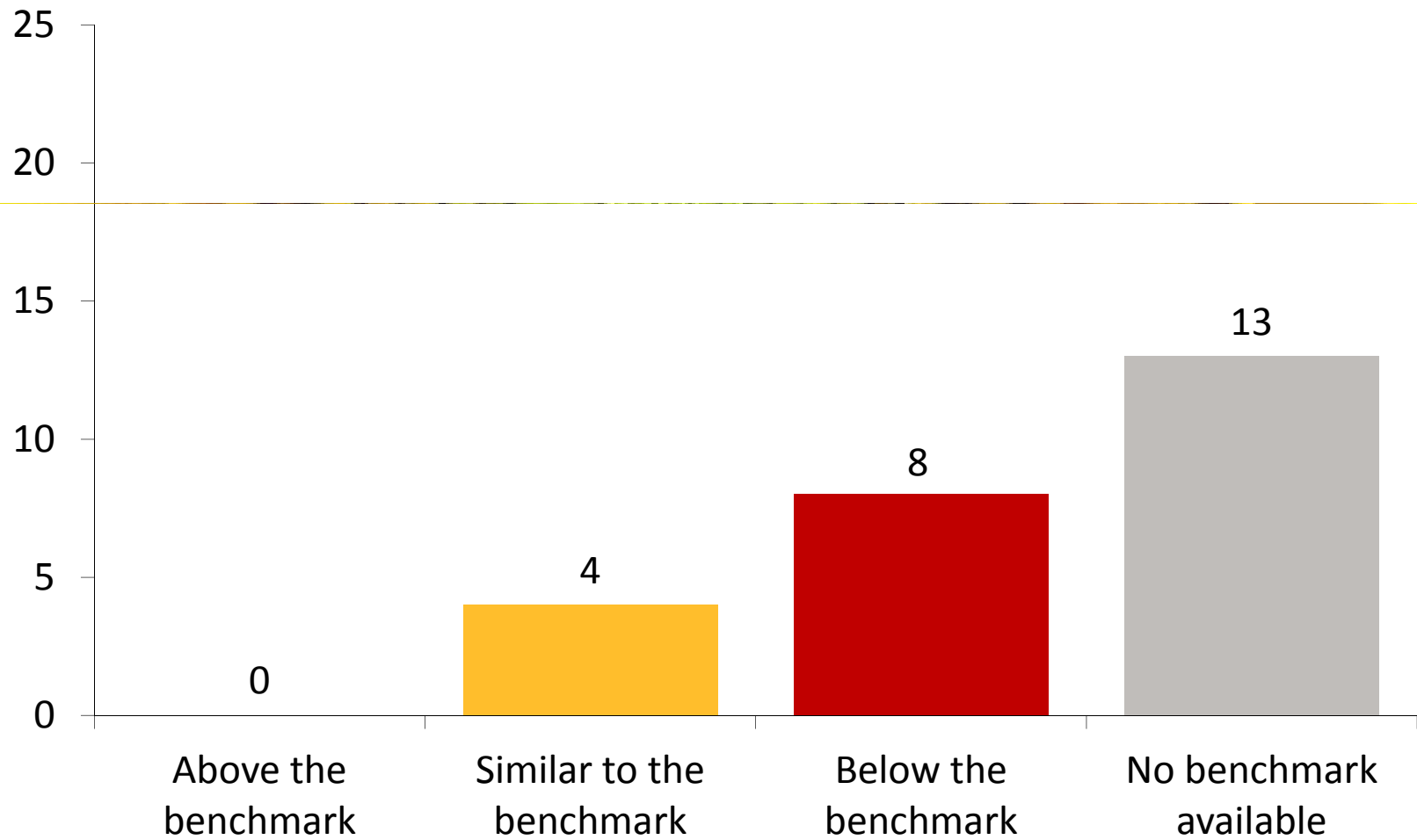
**National Benchmark**

below



# Adams County Services

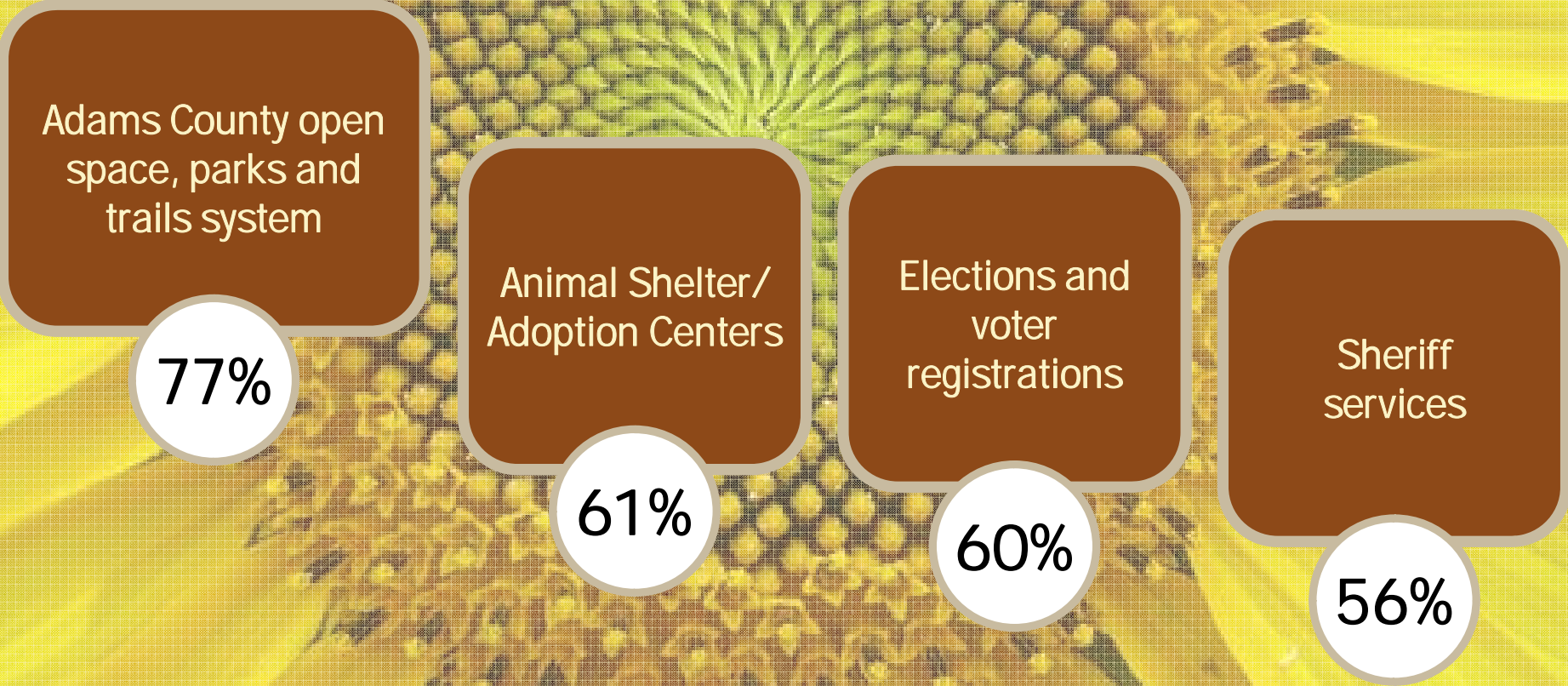
- 25 specific services rated by survey participants





# Adams County Services

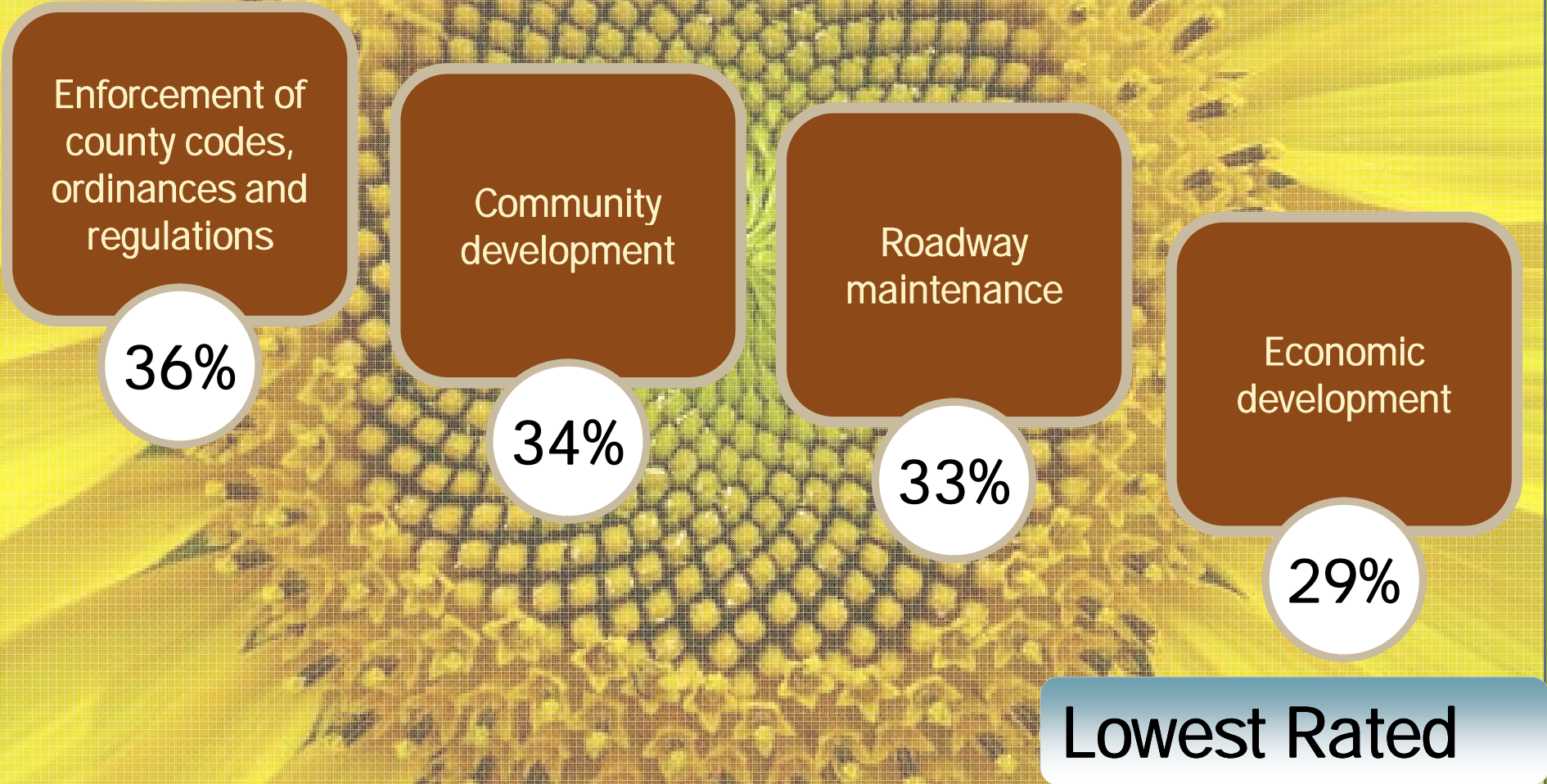
## Highest Rated



Percent of Respondents Rating as Excellent or Good



# Adams County Services

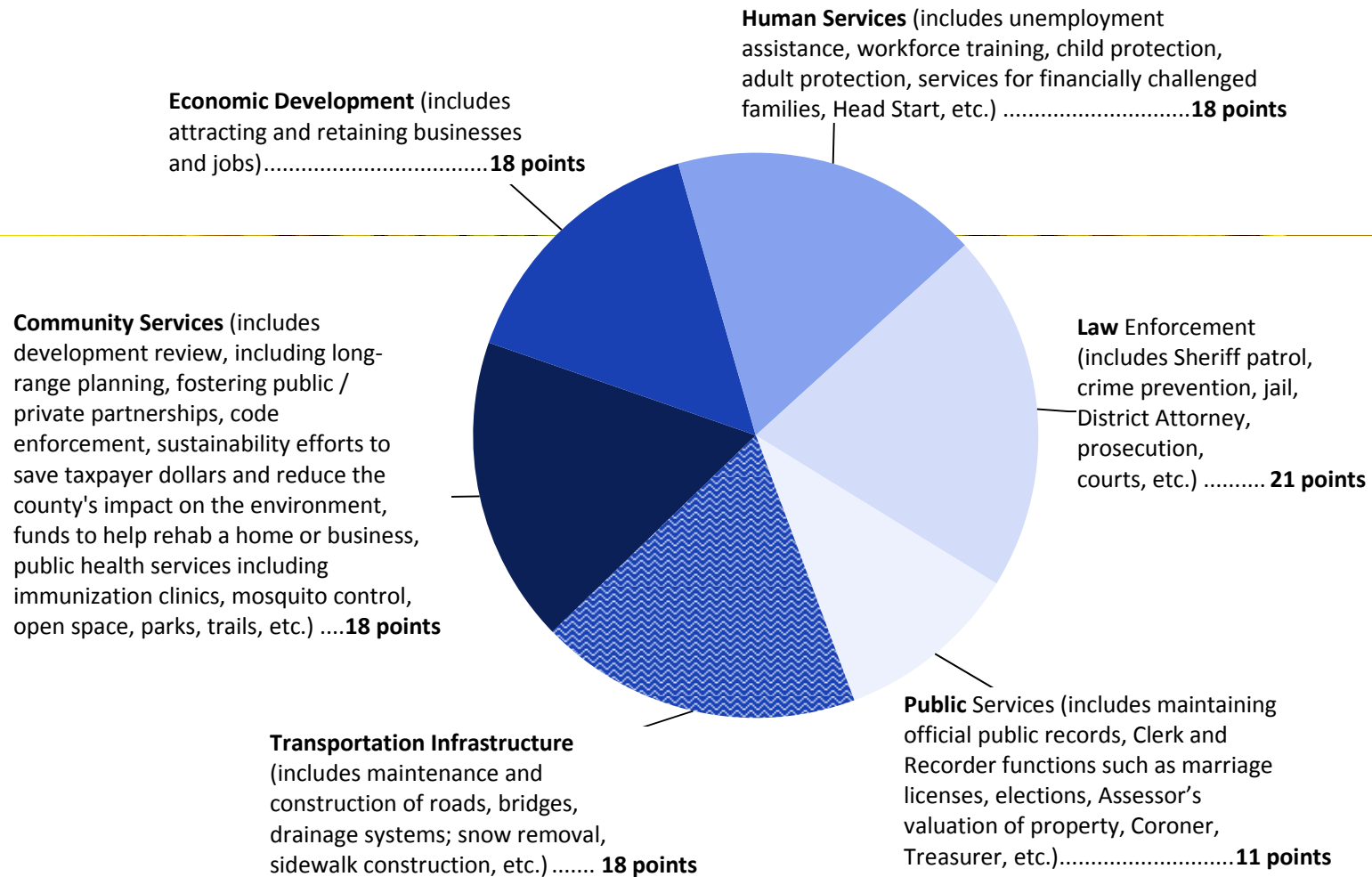


Percent of Respondents Rating as Excellent or Good

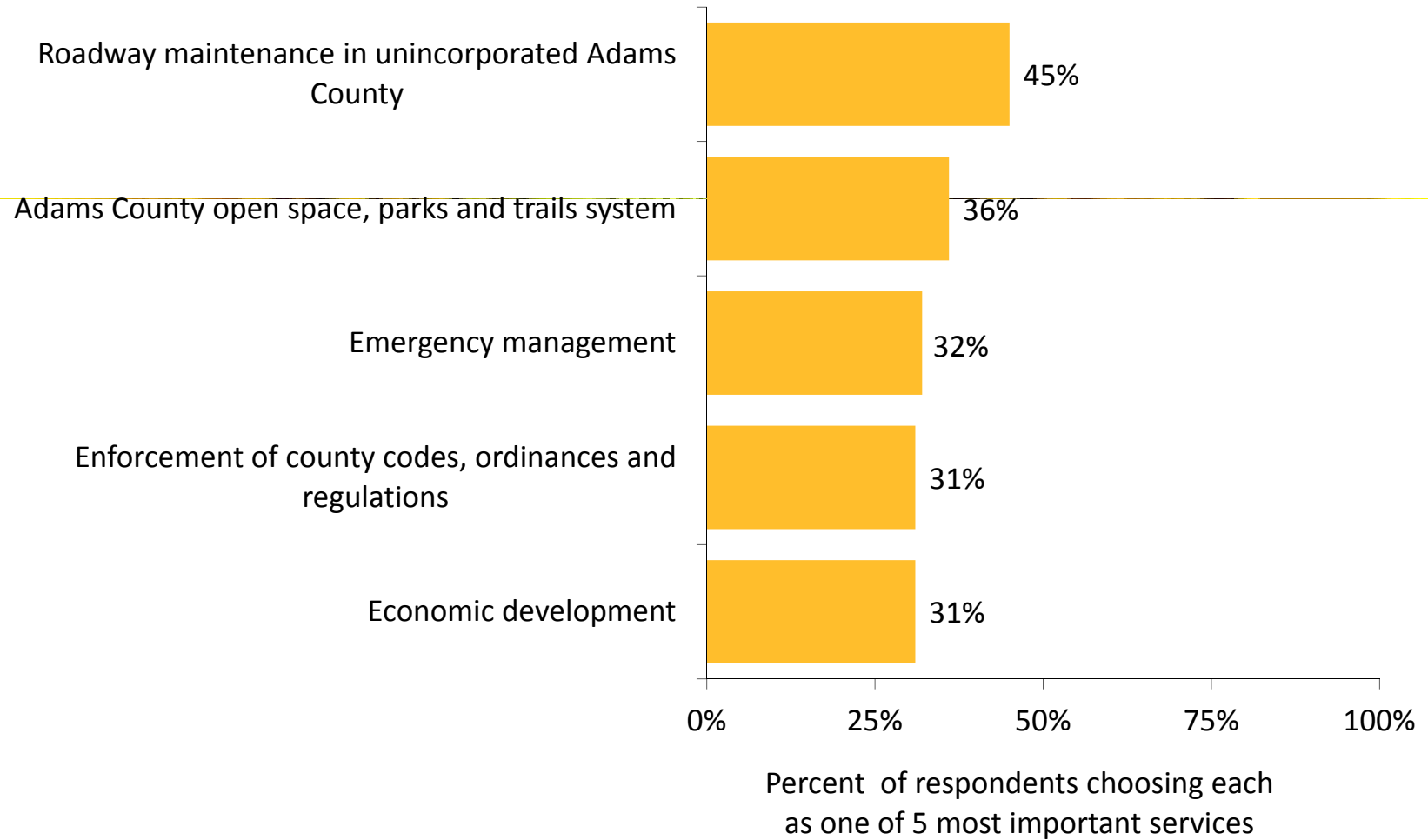


# Priorities

Say you have a total of 100 “importance” points that you can distribute among 6 service categories. Please give each category the number of points you think it deserves based on how important you think this is to the quality of community life in Adams County.

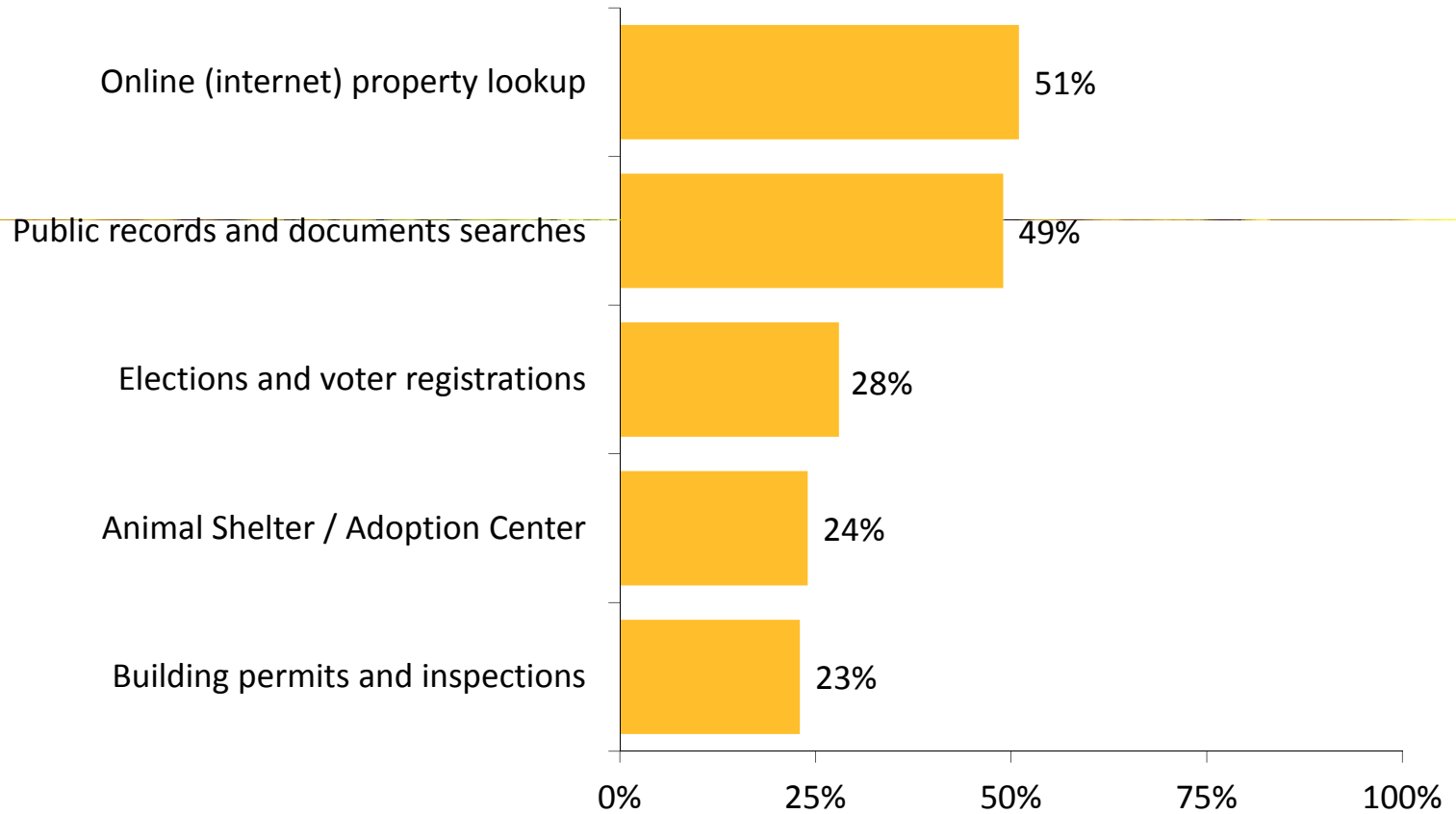


# Priorities: Most Important Services





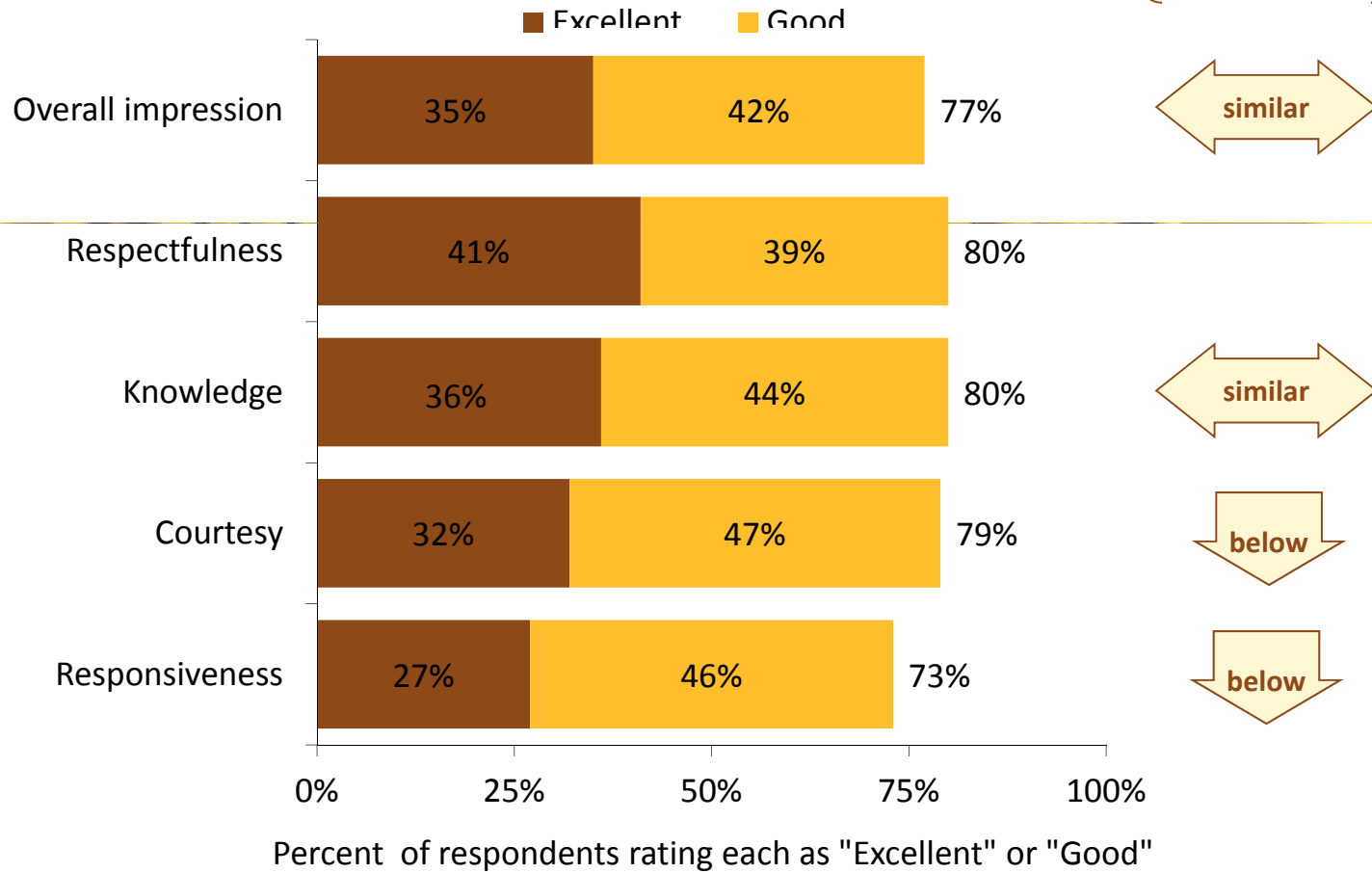
# Priorities: Least Important Services



Percent of respondents choosing each as one of 5 least important services

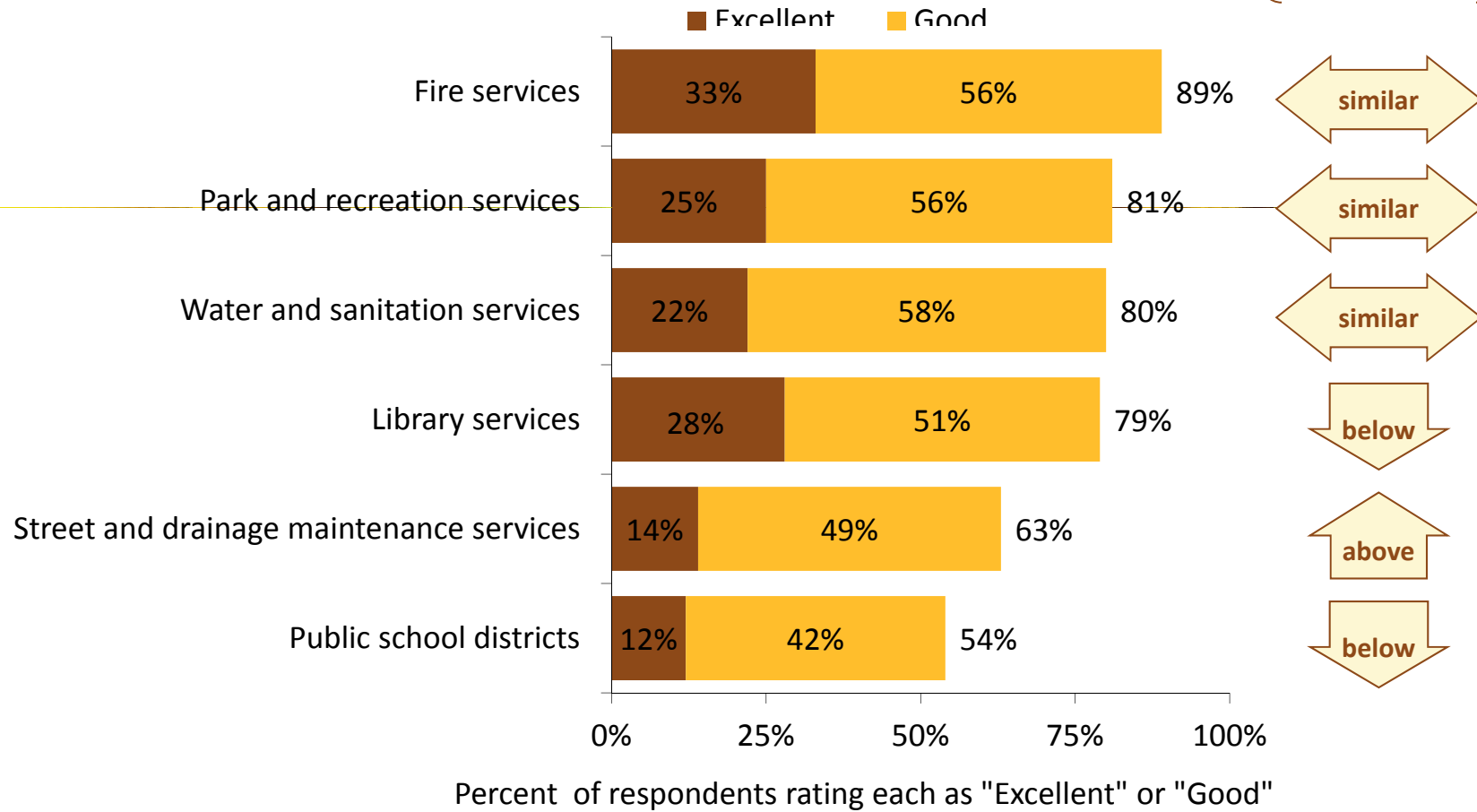
# County Employees

National Benchmark



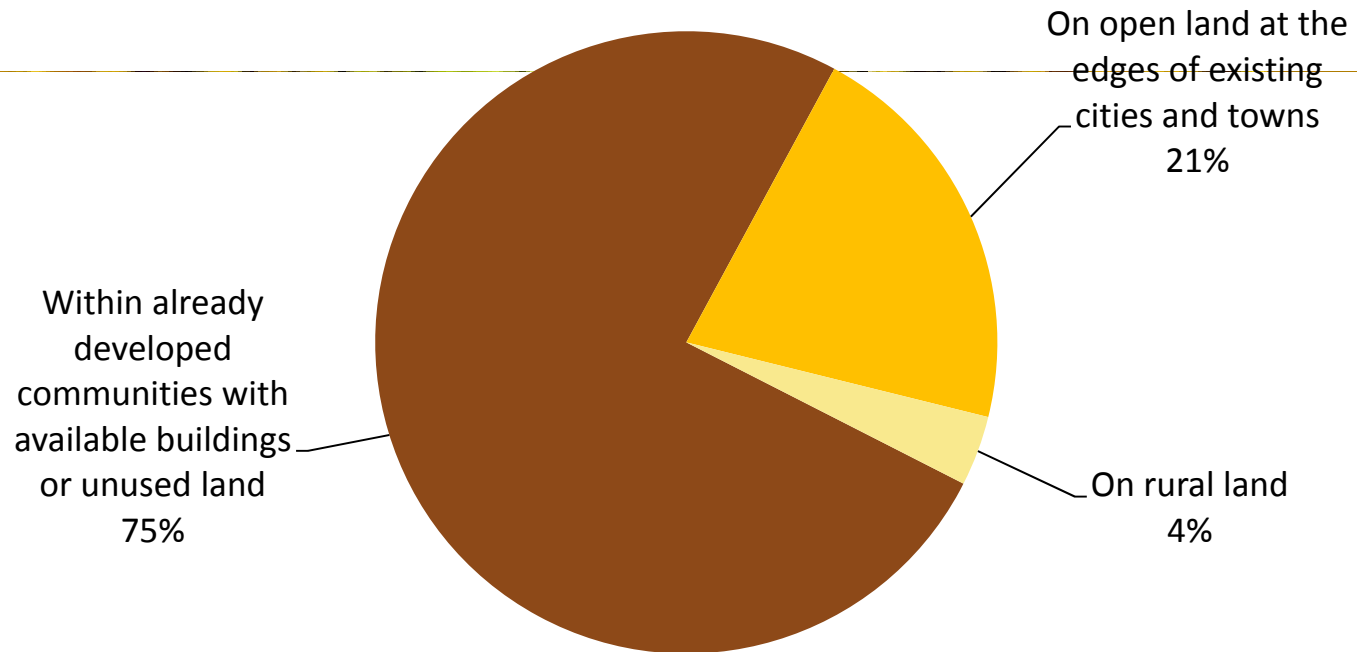
# Non-County Services

National Benchmark



# Opinions about Future Development

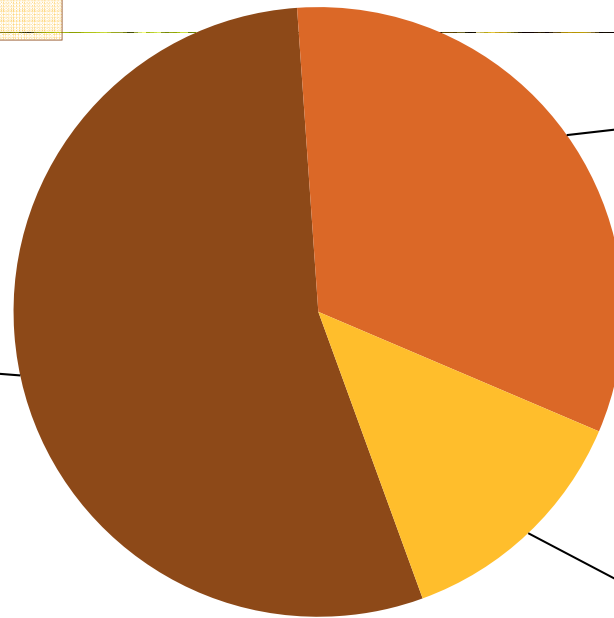
Please tell us where most future development in Adams County should be located.



# Opinions about Future Development

What type of new development density would you be most interested in seeing in unincorporated Adams County?

Housing should be on larger lots and buildings should be spread out, similar to the "typical" suburban neighborhoods and shopping areas  
54%

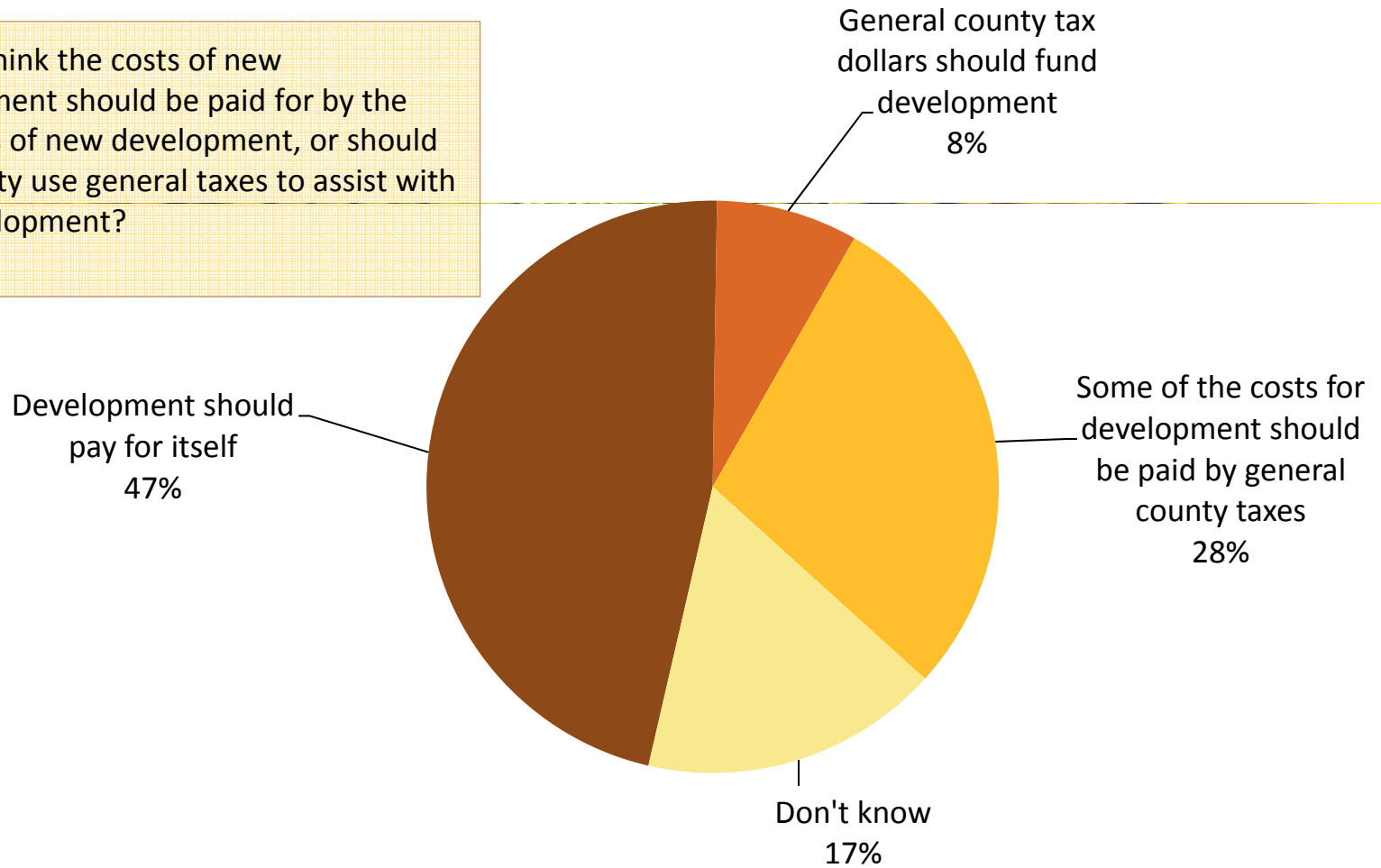


Residential and commercial development should be more dense, and close to each other, making it easier to walk from place to place  
33%

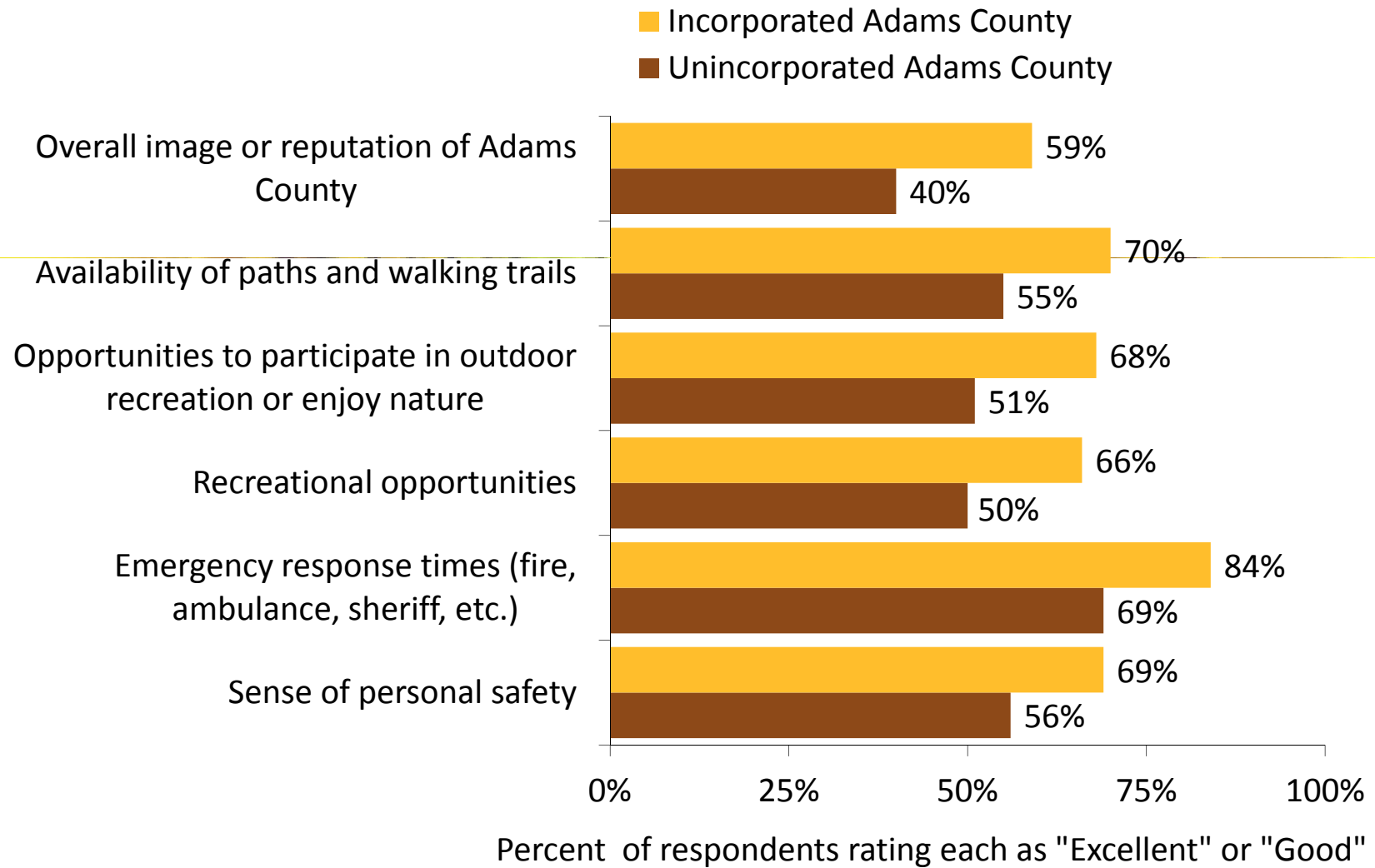
Housing and commercial development on very large lots within rural areas  
13%

# Opinions about Future Development

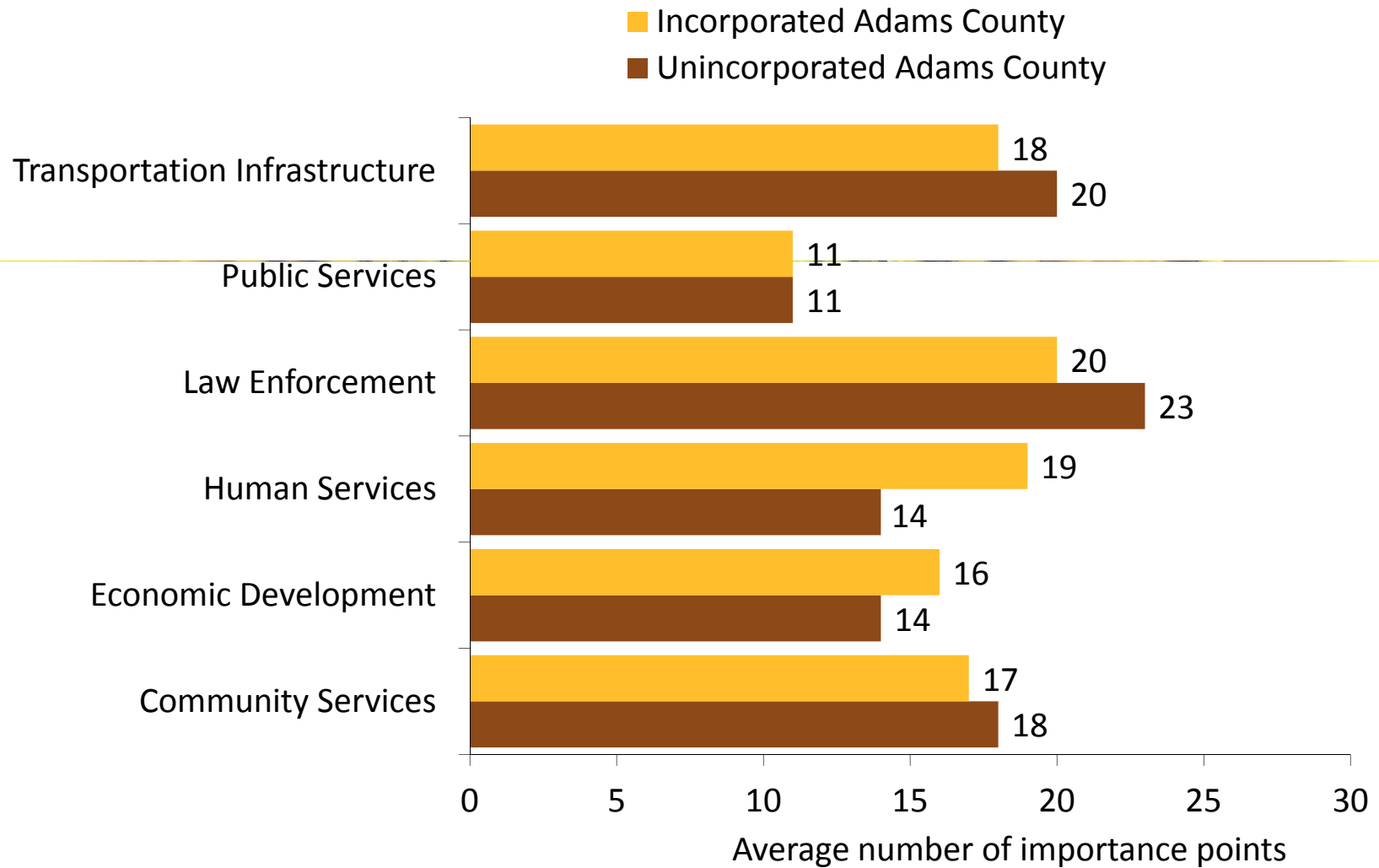
Do you think the costs of new development should be paid for by the residents of new development, or should the county use general taxes to assist with the development?



# Crosstabulations by Place of Residence

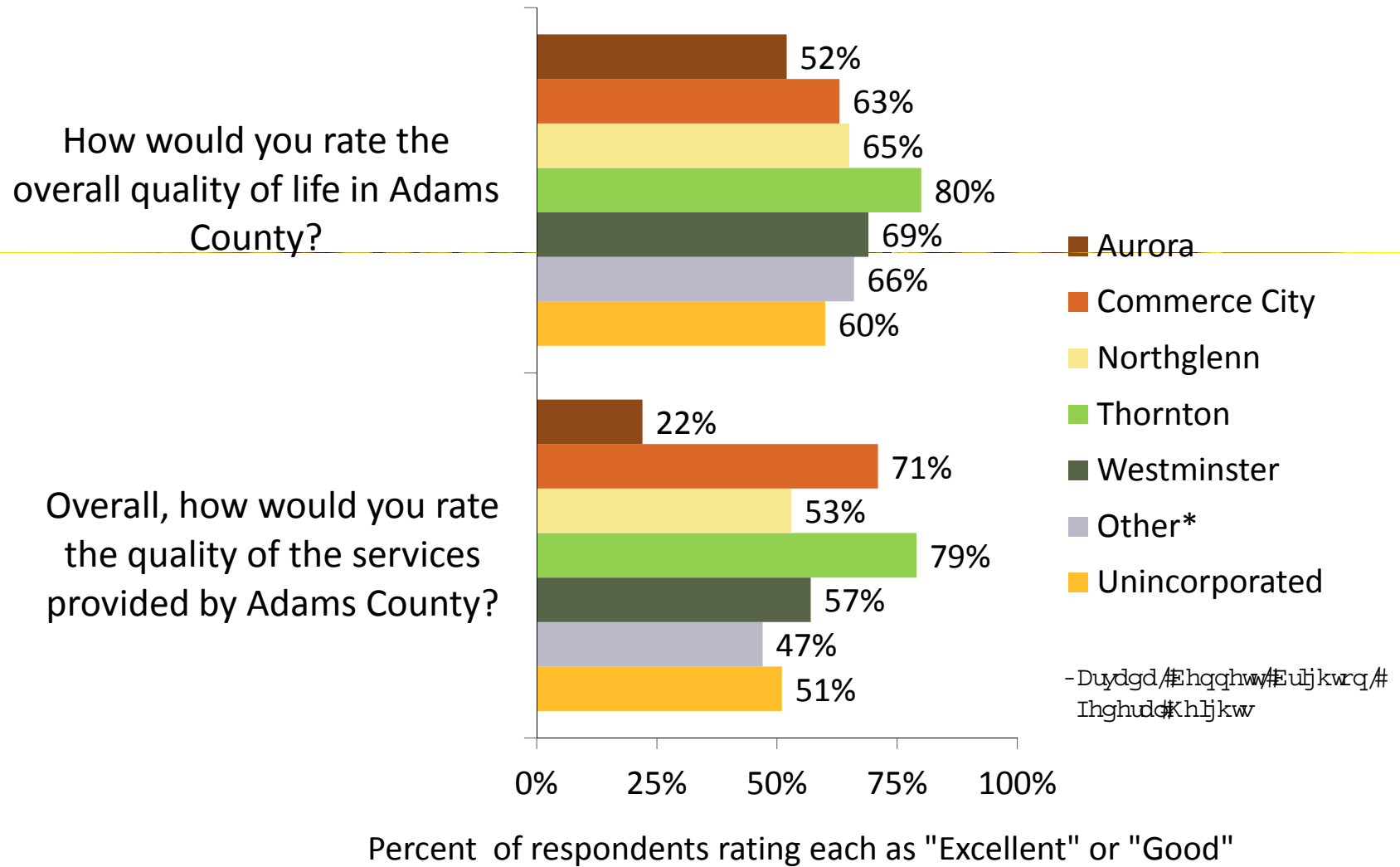


# Crosstabulations by Place of Residence





# Crosstabulations by Place of Residence



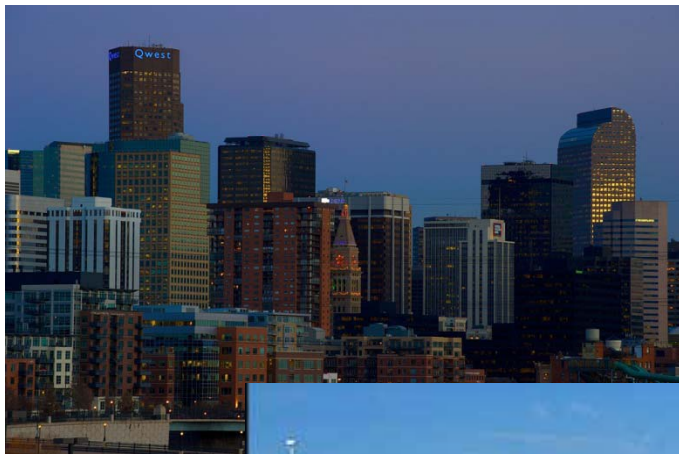
# In Conclusion: “Typical” Adams County Resident

- “Kind of” satisfied in Adams County
  - 54 survey items could be compared to national benchmarks
    - 2 were above
    - 24 were similar
    - 28 were below
  - Ratings of community characteristics were more likely to be similar to benchmarks than were government services



# In Conclusion: “Typical” Adams County Resident

- Appreciates the convenience in Adams County to shopping, Denver and mountains



# In Conclusion: “Typical” Adams County Resident

- Concerned about employment and the economy





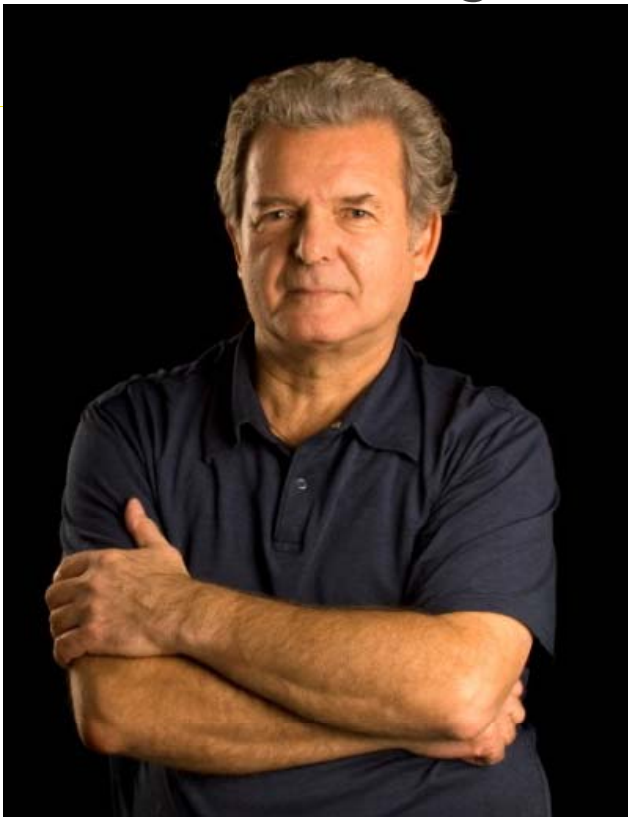
## In Conclusion: “Typical” Adams County Resident

- Open Adams is a mystery
  - Two-thirds of respondents were not at all familiar with the Open Adams reform measures being undertaken by the County; an additional 20% were only a little bit familiar.



# In Conclusion: “Typical” Adams County Resident

## ● Rebuilding trust will take time



- About half of respondents thought that Adams County government generally acts in the best interest of the community and is responsive to residents.
- Only 3 in 10 respondents felt the County did a good or excellent job of being open and transparent with the public.
- Ratings of the overall image or reputation of the county were lower in Adams County than in other communities across the nation and in Colorado.
- Less than half of respondents (44%) believed they could trust Adams County government to do what is right always or most of the time.

# Report of Results

- Draft report delivered
- Includes:
  - Executive summary
  - Comprehensive overview of results
  - Detailed appendices including crosstabulations



## Quality of Life Survey Results

- Survey results can be used for:
  - Performance based budgeting
  - The County Report Card
  - Performance management project
  - Formulation of office & department goals
  - County Comprehensive Plan
  - Adams County Needs Assessment
  - Other County plans, initiatives, and programs



## County Report Card Example

- Office of Emergency Management
  - **Mission Statement:** To promote a prepared and more disaster resistant community by coordinating the government planning for, response to and recovery from disasters that may occur. This collaborative process includes shared responsibilities with local governments, emergency response agencies, private organizations, and the general public.



## County Report Card Example

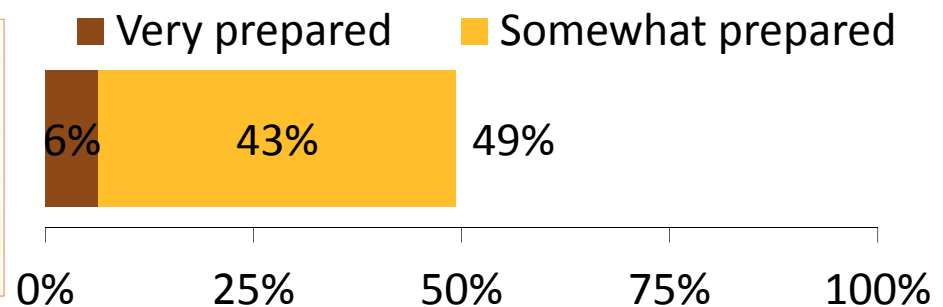
- Office of Emergency Management
  - **Primary Service:** Provide public education on disaster awareness and preparedness topics.
  - **Current Year Objective:** Serve as a resource to the County and the public on emergency management issues, including preparedness.

# County Report Card Example

## Office of Emergency Management

Goal	Outcome	Indicator or Measure	Performance Standard
Prepare Adams County residents to respond appropriately in the event of an emergency	Adams County residents are prepared in the event of an emergency	Proportion of Adams County residents who report they feel prepared for an emergency	50% of those surveyed will report they feel at least somewhat prepared

How prepared are you and your household for a disaster or emergency (e.g., flood, tornado, blizzard, etc.)?



## County Report Card Example

- Sheriff's Office

- Mission Statement:

To ensure the quality of life in Adams County by reducing crime, fear of crime and disorder; and by working with all citizens to preserve life, maintain rights and freedoms, protect property and to promote partnership with the community.





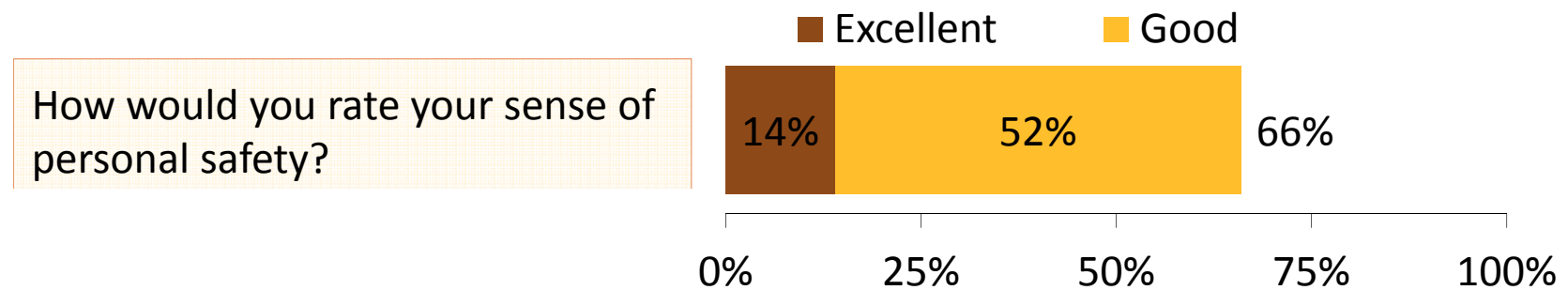
## County Report Card Example

- Sheriff's Office Goals
  - Strive to assure the safety and security of employees and citizens through comprehensive crime control and law enforcement services.
  - Attempt to reduce crime by monitoring problem areas and by providing surveillance and proactive activity.

# County Report Card Example

## ● Sheriff's Office

Goal	Outcome	Indicator or Measure	Performance Standard
Assure the safety and security of employees and citizens	Residents of Adams County feel safe	Proportion of Adams County residents who have a high sense of personal safety	60% of those surveyed will rate their sense of personal safety as excellent or good

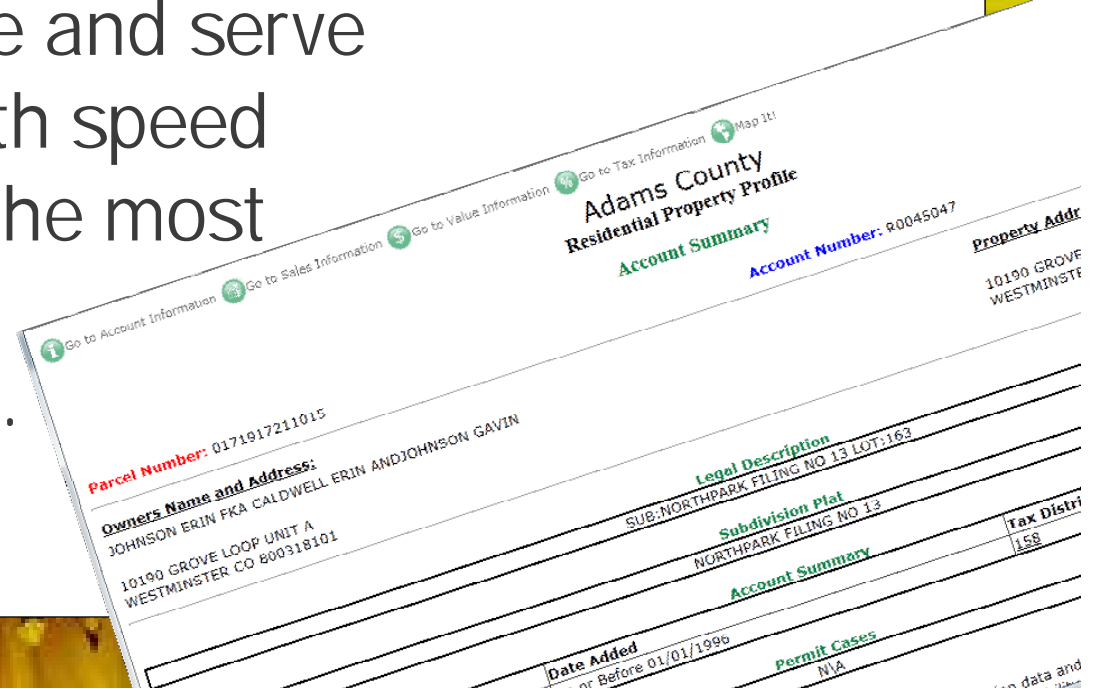


# County Report Card Example

- Treasurer's Office

- Mission Statement:

Fulfill the statutory duties of the County Treasurer's office and serve its customers with speed and courtesy in the most cost-effective method possible.



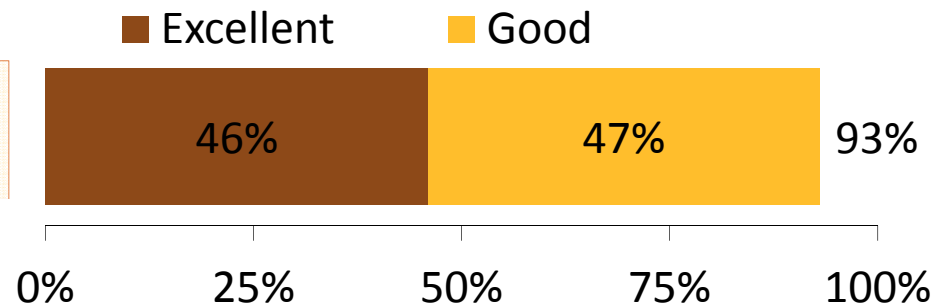
The image shows a tilted screenshot of an online property profile form for Adams County. At the top, there are navigation links: 'Go to Account Information', 'Go to Sales Information', 'Go to Value Information', 'Go to Tax Information', and 'Map It!'. The form title is 'Adams County Residential Property Profile' with a sub-header 'Account Summary' and 'Account Number: R0045047'. The 'Parcel Number' is 0171917211015. The 'Owners Name and Address' section lists 'JOHNSON ERIN FKA CALDWELL ERIN AND JOHNSON GAVIN' at '10190 GROVE LOOP UNIT A WESTMINSTER CO 800318101'. The 'Legal Description' is 'SUB: NORTH PARK FILING NO 13 LOT: 163'. The 'Subdivision Plat' is 'NORTH PARK FILING NO 13'. The 'Date Added or Before' is '01/01/1996'. The 'Permit Cases' are 'N/A'. The 'Tax District' is '158'. The 'Property Address' is '10190 GROVE WESTMINSTER'. At the bottom right, there is a small note: '... data and ...'.

# County Report Card Example

## ○ Treasurer's Office

Goal	Outcome	Indicator or Measure	Performance Standard
Serve customers' needs	Adams County residents find it easy to use online property search	Proportion of Adams County residents who report it is easy to do an online property search	90% of those surveyed will rate Adams County's online property lookup as excellent or good

How would you rate the online (internet) property lookup?



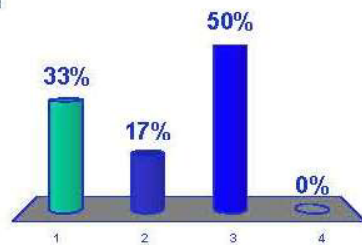


## Comprehensive And Transportation Plan Update

- Can be used in combination with other data

### Where should future urban growth in Adams County be located?

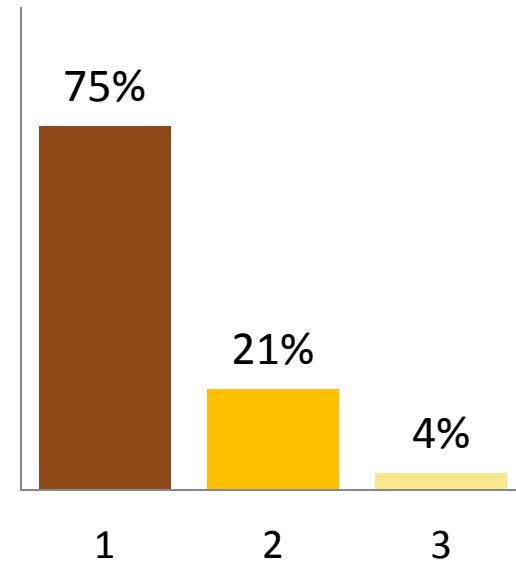
1. Primarily in existing cities and towns, or in their growth areas (i.e., areas to be annexed).
2. Primarily in areas that will remain unincorporated and will be served by special districts
3. Some combination of the above
4. Not Sure/No Opinion



Public meeting keypad polling

Please tell us where most future development in Adams County should be located.

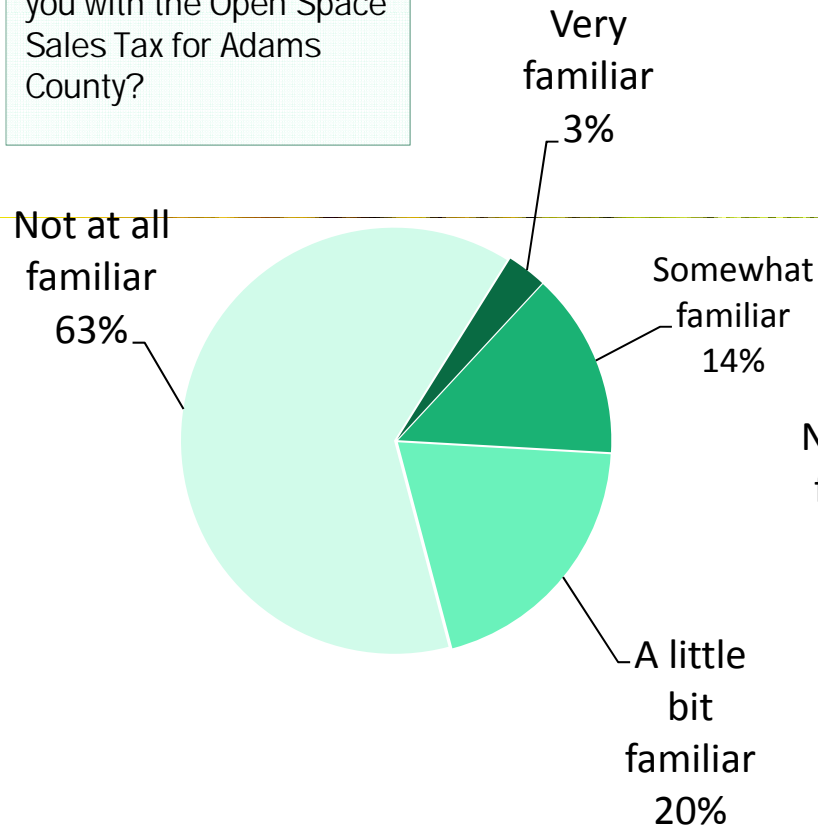
1. Within already developed communities with available buildings or unused land
2. On open land at the edges of existing cities and towns
3. On rural land



Quality of life survey results

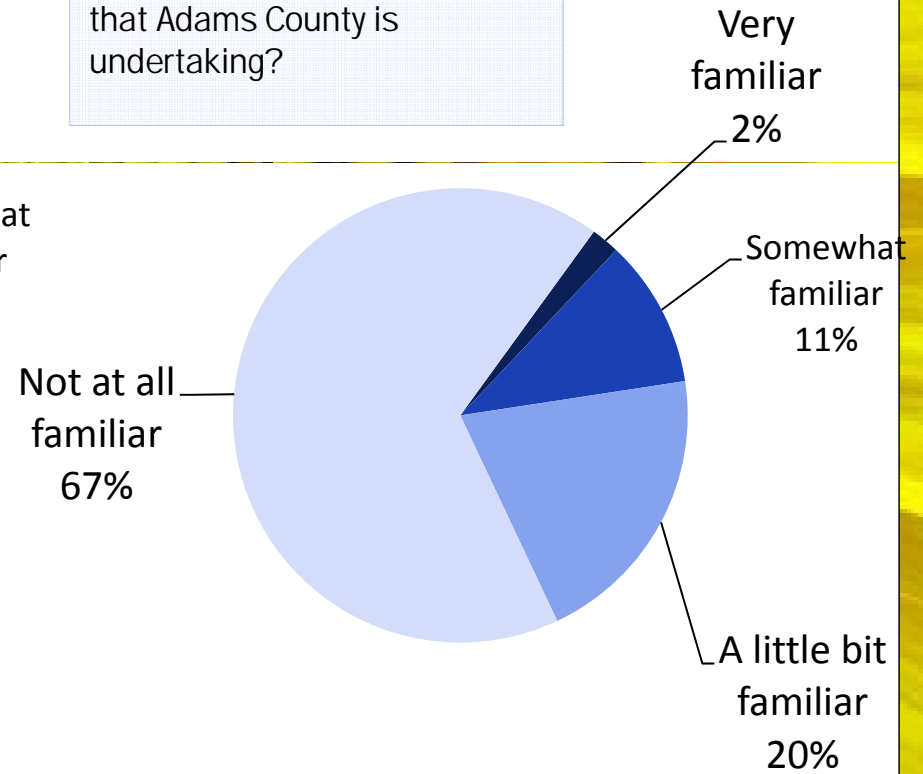
# Identify Themes Across Sources

How familiar, if at all, are you with the Open Space Sales Tax for Adams County?



Open Space, Parks and Trails Survey

How familiar are you with the Open Adams reform measures that Adams County is undertaking?



Quality of Life Survey

What comments do you  
have on draft Quality of Life  
Survey Report?

Any additional analyses you  
would like to see?

What questions do you have about how survey participants responded?

What confirmed what you thought?

What was a surprise?



## Focus Groups



Surveys good at “what”  
people think, not “why”

Delve deeper with  
small groups



## Focus Groups

- Two discussion groups to be conducted in August
  - Usually recommend same script used with both groups
  - Of the 503 survey respondents, 117 gave us a phone number and/or email so we could invite them to a group discussion
  - Can be held with specific target groups other than survey participants (e.g., business owners)

What would you like to learn  
through a focus group discussion?

Thank You!