Survey Methods

- 6,000 households
- 669 completed surveys (11%)
- 4% Margin of Error
- Results weighted
- Benchmark comparisons
Residents appreciate efforts to encourage a strong economy
2 in 3 excellent or good

- Adams County as a place to work
- Shopping opportunities

1 in 2 excellent or good

- Business and service establishments
- Place to start and/or operate business
- Employment opportunities ★

Higher than benchmarks
Performance Trends

- Place to work
- Shopping opportunities
- Place to start/run a business
- Employment opportunities
Economic Services

Colorado Air and Space Port 69%

Employment assistance 57%

Economic development 45% excellent or good
4 in 10 excellent or good

*Retaining* existing businesses and *attracting* new ones
Residents support using existing tax dollars to attract businesses for job creation.
Public education could be an *area of opportunity*.
51% excellent or good
Public school districts

4 in 10 excellent or good Educational opportunities
High Performing, Fiscally Sustainable Government
Residents feel the County is headed in the right direction
Quality of services

Excellent! Good!
Government Trust

Can trust government to do what is right: 59%

Opportunities to participate in community matters: 51%

Overall direction: 58%
Government Performance

- Treating residents with fairness and respect: 58%
- Acting in the best interest of community: 56%
- Welcoming citizen involvement: 49%
- Being honest: 55%
- Being open and transparent: 45%
- Giving residents a chance to express views before making decisions: 43%
- Excellent or good:
County Employee Performance

Contact with County employee: 56%

Performance:
- Knowledge: 84%
- Courtesy: 84%
- Responsiveness: 82%
- Respectfulness: 81%
- Overall impression: 76%
Quality of Life
Many residents are pleased with their quality of life.
Overall quality of life in Adams County

<table>
<thead>
<tr>
<th>Year</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>67%</td>
</tr>
<tr>
<td>2014</td>
<td>69%</td>
</tr>
<tr>
<td>2016</td>
<td>68%</td>
</tr>
<tr>
<td>2019</td>
<td>67%</td>
</tr>
</tbody>
</table>
4 in 5 Excellent or good

- Adams County as a place to live
- Neighborhoods as places to live

7 in 10 excellent or good

Place to raise children
Openness and acceptance of community
Sense of personal safety
Loyalty to the Community

4 in 5 Recommend Adams County to Remain in Adams County
Best Thing about Adams County

- Location/access: 29%
- Open space, parks and trails: 12%
- Lower cost of living/affordable: 8%
- Family/friends/neighborhood: 7%
Parks and recreation offerings are a highlight.
Open space, parks and recreation

- Visited a neighborhood or County park: 47%
- Services:
  - Open space, parks and trails: 76%
  - County fair/fairgrounds: 73%
  - Parks and recreation: 79%
6 in 10

- Recreational opportunities
- Opportunities to participate in outdoor recreation or enjoy nature
- Overall appearance
Amount of Park or Recreation Facilities

Right amount!
County Effort: Parks and Open Space

- More effort: 34%
- Same effort: 63%

[Category Name] [Value]
Sales Tax Extension

people would support extending an existing sales tax of $.025/$10 to fund open space preservation

4 in 5
#1 SERVICE FOR QOL

52%

Cited open space, parks and trails as most important for quality of life
Safe and Reliable Infrastructure
Transportation improvements continue to be a focus, but residents are generally pleased with the infrastructure in place.
1 in 2

excellent or good

Availability of sidewalks, paths and walking trails
Ease of walking
Ease of car travel

1 in 3

Traffic flow

excellent or good
Infrastructure Services

- Street and drainage maintenance
- RTD bus or rail
- Traffic control
- Roadway maintenance in unincorporated area

5 in 10
4 in 10
3 in 10
Transportation Measures on the Rise

1 in 2 ✓ Snow and ice removal

3 in 10 ✓ Carpooleed

Percent excellent or good
County Effort: Transportation

Infrastructure Maintenance
- More effort: 53%
- Same effort: 46%

Infrastructure Construction
- More effort: 51%
- Same effort: 44%
Sales Tax Extension

Continue portion of sales tax of $.02/$10 to build and maintain roads and bridges: 83%

Continue an existing sales tax of $.03/$10 to build and maintain AdCo facilities: 67%
44% Cited roadway maintenance most important for quality of life
Community Enrichment
Affordability is an asset that residents would like to maintain.
Best Thing about Adams County

- **Location/access**: 29%
- **Open space, parks and trails**: 12%
- **Lower cost of living/affordable**: 8%
- **Family/friends/neighborhood**: 7%
Cost of living

Value of services for taxes paid 48%

Affordability

51% Variety of housing options
48% Affordable health care
30% Affordable housing
22% Child care
Community Enrichment Services

- Services provided to financially challenged families
- Housing assistance services

5 in 10

3 in 10
Importance of Affordable Housing Measures

Preserve existing

- Essential: 51%
- Very important: 28%
- Somewhat important: 16%
- Not at all important: 5%

Create new

- Very important: 26%
- Essential: 46%
- Not at all important: 9%
- Somewhat important: 19%
Questions?
THANK YOU!

Morgan Adams
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National Research Center