

City of Fort Collins  
2003 Citizen Survey

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## Table of Contents

Executive Summary .....	1
Background .....	1
Key Findings.....	1
Background.....	4
Discussion of Survey Results .....	5
Fort Collins as a Community .....	5
City Government.....	10
City Services.....	13
City Programs and Facilities .....	16
Importance of City Programs and Facilities.....	20
City Employees.....	25
City Budget Priorities .....	28
Economic Development.....	30
Information about City Issues, Services and Programs.....	33
General Respondent Comments .....	38
Demographics .....	39
Respondent Demographics .....	39
Fort Collins Adult Population Demographics .....	41
Survey Methods .....	42
Sample Selection.....	42
Data Collection .....	42
Sample Size, Response and the 95 Percent Confidence Interval .....	42
Data Weighting .....	42
Survey Questionnaire.....	43
44	

# EXECUTIVE SUMMARY

## Background

During October and November of 2003, the City of Fort Collins surveyed, by mail, a randomly selected sample of adult Fort Collins citizens. The research objectives were to:

1. Measure citizen ratings of Fort Collins as a community.
2. Measure the performance of City government, services, programs, facilities and employees.
3. Gather citizen input in setting long-term budget priorities.
4. Measure citizen support for several economic development options.
5. Identify the primary and secondary sources used by citizens to obtain information about City issues, services and programs.

The City received completed questionnaires from 785 adult (at least 18 years of age) citizens, representing a response rate of approximately 47 percent. The maximum sampling margin of error for this sample size, at the 95 percent confidence level, is plus-or-minus 3.5 percentage points (the 95 percent confidence interval).

## Key Findings

### Fort Collins as a Community

Respondents express high regard for Fort Collins, overall, as a community. Although some variation in average ratings exists between the seven attributes measured, all are in the range of “good”. Average rating scores have remained largely unchanged, compared to the 2001 scores. The only statistically significant change is in the rating of Fort Collins as a place to work, where the average rating declined from 73 in 2001 to 66 in 2003. This decline is probably a reflection of economic conditions and the frustrations that many citizens may experience in finding and maintaining employment.

The features that respondents find most attractive about Fort Collins seem to be the city’s location, size and people. Many respondents remarked that Fort Collins has been able to maintain a small-town “feel”, while offering the material and cultural advantages of a larger city. By a rather large margin, traffic was the most frequently mentioned item that respondents dislike most about Fort Collins. The only other single item mentioned by a large proportion of respondents was the cost of living and housing.

### City Government

In general, respondents judge the City as performing “well” or “average” in most areas. The one exception is in managing and relieving traffic congestion, where respondents gave the City a low rating. Despite the fact that respondents gave a low performance score for the City’s efforts to manage and relieve traffic congestion, this score is significantly improved over 2001. Respondents also gave a significantly higher average rating, compared to 2001, for the City’s efforts to provide affordable housing.

### City Services

Performance scores are above “average” for most services. Traffic law enforcement, street repair and maintenance, and traffic signal operations fall into the “average” range. Performance ratings for all services remain statistically unchanged from their 2001 levels.

### City Programs and Facilities

Nearly all programs and facilities are within the range of a “good” rating. TransFort received a rating in the very upper part of the “average” range. Most comments regarding TransFort mentioned limited routes and schedules. Performance ratings for all programs and facilities remain statistically unchanged from their 2001 levels. Comparison of importance ratings for programs and facilities with performance ratings suggests that the air quality program, youth/teen recreation programs and services, the recycling program, and bike lanes should receive relatively high management priority for maintaining or improving program performance and quality.

### City Employees

On average, respondents rated their most recent experiences with employees as “good” on all the service quality dimensions. Compared to 2001, respondent ratings of their most recent experiences with employees have not changed. On average, respondents with no direct employee contact also rated employees as “good” on the service quality dimensions, but these scores are somewhat lower than the scores given by respondents who had actual contact with an employee.

### City Budget Priorities

Respondents provided input in setting long-term budget priorities by performing two tasks. In the first task, the questionnaire asked respondents to rate a list of items in terms of the priority that each one should be given for receiving budget dollars. The five-point rating scale went from “extremely low priority” to “extremely high priority”. In the second task, the questionnaire asked respondents to pick only three items that should be given the highest priority in receiving budget dollars. Respondents selected these three items from the same list used in the first task. In both tasks, respondents gave affordable housing and youth recreation programs very high relative priority.

### Economic Development

A statistically reliable majority of respondents believes that the City should have a “high” or “extremely high” level of involvement in maintaining economic viability in Fort Collins. However, a substantial percentage favors a more “moderate” role for the City.

Responses indicate statistically reliable, majority support for all of the options for maintaining economic viability, with the possible exception of efforts by the City to attract more visitors to the area. Slightly more than 50 percent of respondents either support or strongly support this option. However, considering that the 95 percent confidence interval is plus-or-minus 3.5 percentage points, support in the population could be less than 50 percent.

A statistically reliable majority of respondents favors City encouragement of new non-retail, commercial development. However, opinions are about evenly divided on the issue of offering incentives. About 32 percent of respondents favor encouragement with incentives, and approximately 36 percent of respondents favor encouragement that does not include incentives. Respondents, who held opinions different from the statements measured, often expressed

opposition to tax incentives or opposition to new commercial development that would be a burden on scarce resources.

#### Information about City Issues, Services and Programs

More than 70 percent of respondents are very frequent Internet users, while only 8 percent do not use it at all. Slightly more than one-half of respondents use the City's website at least occasionally.

The *Coloradoan* is, by a large margin, the most widely used newspaper source of information regarding issues, services and programs. It is also the most widely used primary source of information overall. Other widely used, primary sources of information include "City News", the phone book, word of mouth, the "Recreator", the City's Internet website, television news, and newsletters or brochures from City departments.

## BACKGROUND

During October and November of 2003, the City of Fort Collins surveyed, by mail, a randomly selected sample of adult Fort Collins citizens. This survey was a continuation of a citizen survey conducted in 2001. The 2003 survey focused on eight topic areas:

1. Fort Collins as a community.
2. City government.
3. City services.
4. City programs and facilities.
5. City employees.
6. City budget priorities.
7. Economic development.
8. Information about City issues, services and programs.

The research objectives were to:

1. Measure citizen ratings of Fort Collins as a community.
2. Measure the performance of City government, services, programs, facilities and employees.
3. Gather citizen input in setting long-term budget priorities.
4. Measure citizen support for several economic development options.
5. Identify the primary and secondary sources used by citizens to obtain information about City issues, services and programs.

Researchers distributed questionnaires by mail to 1,790 randomly selected Fort Collins households. The sampling frame included student housing and dormitories at Colorado State University. Due to vacancies and for other reasons, 109 questionnaires could not be delivered, leaving a sample of 1,681 eligible households. Adult citizens from 785 of these households responded by returning completed questionnaires, representing a response rate of approximately 47 percent. The maximum sampling margin of error for this sample size, at the 95 percent confidence level, is plus-or-minus 3.5 percentage points (the 95 percent confidence interval). Survey data have been weighted so that the results proportionally reflect the adult Fort Collins population, in terms of age and gender, as measured by the 2000 Census. Each household income group in Fort Collins is proportionally represented in the sample, based on proportions from the 2000 Census.

## DISCUSSION OF SURVEY RESULTS

Survey results are discussed by topic. The topics include:

1. Fort Collins as a community.
2. City government.
3. City services.
4. City programs and facilities.
5. City employees.
6. City budget priorities.
7. Economic development.
8. Information about City issues, services and programs.

### Fort Collins as a Community

The first section of the survey questionnaire asked respondents to rate Fort Collins as a community on seven different community attributes and overall. Table 1 lists the attributes and the distribution of responses on a scale ranging from “very bad” to “very good”.

**Table 1: Community Attributes and Distribution of Performance Rating Responses**

	Percent of 785 Respondents					
	Very Bad	Bad	Average	Good	Very Good	No Opinion
As a place to raise children	0.0%	0.8%	6.7%	36.8%	39.8%	16.0%
As a place to retire	0.5%	5.5%	16.3%	33.8%	23.5%	20.4%
As a place to attend college	0.0%	0.7%	7.9%	41.5%	41.3%	8.6%
As a place to work	2.5%	8.1%	29.2%	38.0%	17.8%	4.4%
Safety of community residents	0.5%	1.1%	17.2%	53.2%	26.3%	1.5%
Community respect and tolerance for all people	1.5%	5.8%	30.9%	46.1%	14.1%	1.5%
Community willingness to help people with special needs or problems	0.5%	2.4%	23.3%	45.3%	18.5%	9.8%
Overall, as a place to live	0.0%	1.1%	9.4%	52.2%	35.7%	1.5%

In order to make valid comparisons between the ratings for different community attributes, and to track each attribute's ratings over time, respondent ratings were averaged and converted to a 100-point scale. Respondents who selected the "no opinion" option for any given attribute were not included in its average rating.

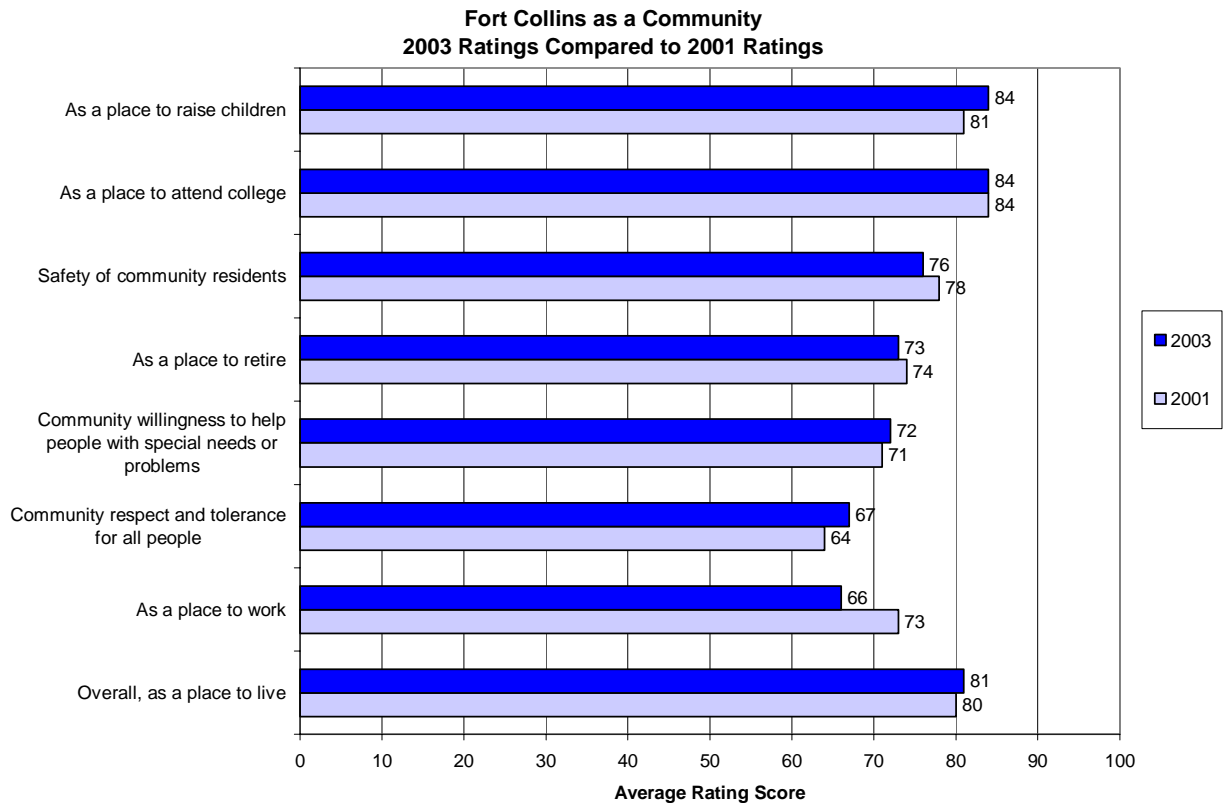
Table 2 lists the community attributes from highest to lowest average rating, along with the 95 percent confidence interval for each. The average rating for Fort Collins overall, as a place to live, is shown in the last row of Table 2. Although some variation in average ratings exists between attributes, all are in the range of "good". The 95 percent confidence intervals indicate the reliability of the average ratings. To elaborate, if this survey were repeated 100 times, with 100 different randomly selected samples of the same size, 95 out of 100 times the average rating score for each attribute would be within the confidence interval shown. Using the attribute "as a place to raise children" as an example, the 95 percent confidence interval is used to infer that the adult population of Fort Collins would give it a rating within plus-or-minus 2.8 points of the average of 84 points.

**Table 2: Community Attributes and Average Performance Rating Scores**

	<b>Number of Respondents Expressing an Opinion</b>	<b>Average Rating Score 87.6 to 100 = Very Good 62.6 to 87.5 = Good 37.6 to 62.5 = Average 12.6 to 37.5 = Bad 0 to 12.5 = Very Bad</b>	<b>95 Percent Confidence Interval</b>
As a place to raise children	660	84	+/-2.8
As a place to attend college	719	84	+/-2.7
Safety of community residents	774	76	+/-3.0
As a place to retire	626	73	+/-3.5
Community willingness to help people with special needs or problems	709	72	+/-3.3
Community respect and tolerance for all people	774	67	+/-3.3
As a place to work	752	66	+/-3.4
Overall, as a place to live	774	81	+/-2.8

The community attributes rated with this survey were also rated with the 2001 survey. Figure 1 compares the two years. Average rating scores have remained largely unchanged. The only statistically significant change is in the rating of Fort Collins as a place to work, where the average rating declined from 73 in 2001 to 66 in 2003. This decline is probably a reflection of economic conditions, and the frustrations that many citizens may experience in finding and maintaining employment.

**Figure 1**



0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

As part of the assessment of Fort Collins as a community, the survey questionnaire asked respondents to list three things they most like about living in Fort Collins. The features that citizens find most attractive seem to be the city's location, size and people. Many respondents remarked that Fort Collins has been able to maintain a small-town "feel", while offering the material and cultural advantages of a larger city.

**Table 3: Things Liked Most about Living in Fort Collins**

	Percent of 785 Respondents			
	Mentioned First	Mentioned Second	Mentioned Third	Total Mentioned
Proximity to outdoor venues	18.2%	17.5%	11.6%	47.3%
Climate	16.4%	7.3%	7.3%	30.9%
Size of Fort Collins: small town atmosphere with amenities found in a larger city	13.0%	6.6%	6.2%	25.7%
Community and people	6.8%	9.2%	7.3%	23.3%
Clean and well maintained	2.4%	4.5%	4.8%	11.7%
Downtown/Old Town	2.9%	4.3%	4.6%	11.7%
Beauty and scenery	5.2%	4.6%	1.3%	11.0%
College town	4.1%	1.9%	4.0%	9.9%
Parks	3.5%	4.1%	1.9%	9.4%
Quality and diversity of cultural/entertainment activities	1.8%	3.0%	4.3%	9.0%
Safety	3.0%	3.9%	2.1%	9.0%
Schools	3.2%	2.3%	2.5%	8.1%
Bike trails	1.6%	4.0%	2.5%	8.0%
Shopping	1.7%	1.9%	4.1%	7.6%
Restaurants	2.5%	2.5%	2.5%	7.5%
Convenience: everything close, easy to get around	2.4%	1.5%	1.6%	5.5%
City services/government	1.0%	1.3%	2.3%	4.5%
Family/child friendly	1.4%	0.7%	1.5%	3.5%
Public transportation	1.2%	1.1%	0.6%	2.9%
Proximity to Denver	0.2%	1.4%	1.1%	2.7%
Design, architecture	0.4%	0.6%	1.6%	2.6%
Quality of medical care	0.1%	1.4%	0.9%	2.4%
Affordable	0.6%	0.7%	0.5%	1.7%
Jobs/economic opportunity	0.0%	1.2%	0.2%	1.4%
Programs/services for seniors	0.2%	0.4%	0.3%	0.9%

The survey questionnaire also asked respondents to list three things they dislike most about Fort Collins. Table 4 summarizes these items. By a rather large margin, traffic was the most frequently mentioned item. The only other single item mentioned by a large proportion of respondents was the cost of living and housing.

**Table 4: Things Disliked Most about Living in Fort Collins**

	Percent of 785 Respondents			
	Mentioned First	Mentioned Second	Mentioned Third	Total Mentioned
Traffic	42.7%	16.5%	6.0%	65.2%
Cost of living/housing	7.1%	10.4%	6.3%	23.8%
Traffic lights not synchronized	5.4%	3.0%	2.2%	10.6%
City Government	2.8%	4.1%	2.8%	9.6%
Growing too fast	2.6%	3.7%	2.3%	8.6%
Lack of jobs	3.4%	2.7%	2.1%	8.2%
Lack of ethnic diversity	2.7%	2.0%	2.0%	6.6%
Inadequate public transportation within Fort Collins	1.1%	2.3%	1.8%	5.2%
Sprawl	1.2%	2.0%	1.8%	5.0%
Crowding	2.6%	1.4%	0.9%	4.9%
Low paying jobs	1.8%	1.1%	1.2%	4.2%
Lack of shopping	0.8%	1.6%	1.5%	4.0%
Smoking ban	0.7%	1.2%	1.9%	3.8%
Lack of parking	0.1%	1.5%	1.9%	3.6%
College students	0.9%	1.4%	1.2%	3.5%
Police	1.5%	1.2%	0.5%	3.1%
Lack of cultural opportunities	0.7%	0.9%	1.5%	3.1%
Noise	1.4%	1.4%	0.2%	3.0%
Chain stores	0.1%	0.9%	1.6%	2.6%
Condition of roads	0.6%	1.2%	0.8%	2.6%
Weather/climate	1.3%	1.2%	0.1%	2.5%
Too many rental properties	1.0%	0.9%	0.6%	2.5%
Inadequate snow removal	0.7%	1.4%	0.2%	2.3%
Taxes	0.2%	1.2%	0.8%	2.2%
Road construction	0.5%	0.1%	1.3%	2.0%
Too conservative	0.7%	0.4%	0.7%	1.8%
Crime/vandalism	0.2%	0.8%	0.5%	1.6%
Lack of planning	0.1%	0.8%	0.6%	1.6%
Pollution	0.1%	0.7%	0.7%	1.5%
Lack of mass transit to Denver	0.3%	0.5%	0.8%	1.5%
Newspaper	0.1%	0.2%	0.8%	1.1%
Too liberal	0.4%	0.6%	0.1%	1.0%
Poor recycling program	0.0%	0.5%	0.5%	1.0%
Rude/careless drivers and bicyclists	0.3%	0.6%	0.2%	1.0%
Cost of water	0.2%	0.5%	0.3%	1.0%

## City Government

The next section of the survey asked respondents to rate how well City Government performs in several areas. Table 5 lists these areas and the distribution of responses on a scale ranging from “very poorly” to “very well”.

**Table 5: City Government Performance Areas and Distribution of Performance Rating Responses**

	Percent of 785 Respondents					
	Very Poorly	Poorly	Average	Well	Very Well	No Opinion
Providing convenient access to City services	0.2%	2.7%	33.4%	42.4%	12.4%	8.9%
Managing growth	11.5%	20.7%	42.6%	16.4%	3.2%	5.7%
Managing/relieving traffic congestion	23.3%	34.5%	30.9%	7.8%	1.4%	2.1%
Land use planning	7.3%	13.2%	40.2%	25.9%	3.3%	10.1%
Providing sufficient supply of water	2.2%	5.0%	30.6%	46.7%	11.7%	3.8%
Providing affordable housing	10.3%	26.4%	32.2%	15.2%	3.0%	12.9%
Maintaining the community's visual appeal	1.5%	2.9%	16.6%	49.7%	27.1%	2.2%
Informing citizens about City issues and problems	2.9%	7.1%	35.4%	38.2%	11.2%	5.1%
Considering citizens' opinions before making decisions	7.0%	14.0%	39.1%	20.5%	3.4%	16.1%
Overall management of City services	1.6%	4.9%	45.3%	38.3%	3.8%	6.1%

Table 6 lists the items from highest to lowest average rating on a 100-point scale, along with the 95 percent confidence interval for each. In general, respondents judge the City as performing “well” or “average” in most areas. The one exception is in managing and relieving traffic congestion, where respondents gave the City a low rating.

Respondents commented on any items that they rated “poorly” or very poorly”. The prevailing themes in comments regarding traffic congestion are traffic signalization and roadway capacity. More specifically, respondents perceive the traffic signal system as lacking coordination and synchronization. They perceive the approach to infrastructure planning as reactive, rather than proactive.

Most comments regarding affordable housing focus on cost. The cost of purchasing a home is perceived to be beyond what many people can afford.

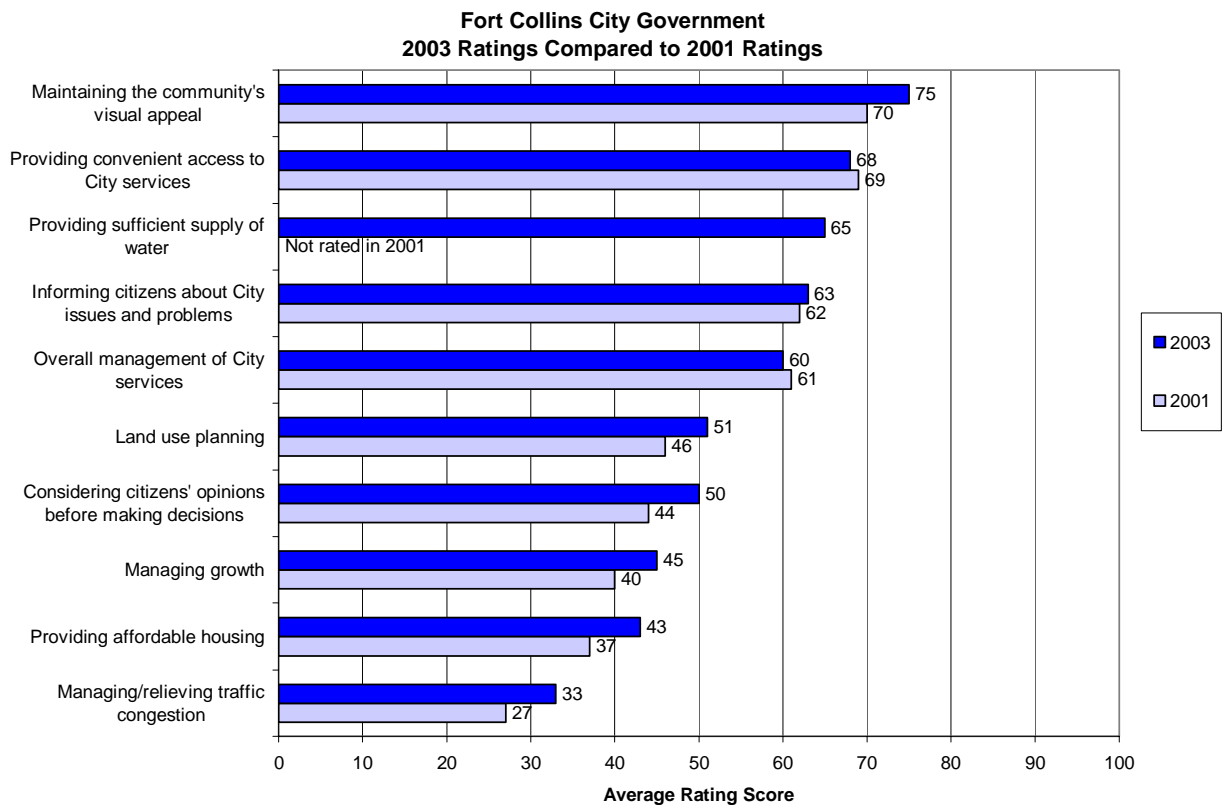
Regarding growth management, two themes are dominant. Most comments either point out that uncontrolled sprawl has been allowed to occur, or not enough planning effort is directed toward anticipating and accommodating growth.

**Table 6: City Government Performance Areas and Average Performance Ratings**

	<b>Number of Respondents Expressing an Opinion</b>	<b>Average Rating Score</b> 87.6 to 100 = Very Well 62.6 to 87.5 = Well 37.6 to 62.5 = Average 12.6 to 37.5 = Poorly 0 to 12.5 = Very Poorly	<b>95 Percent Confidence Interval</b>
Maintaining the community's visual appeal	769	75	+/-3.1
Providing convenient access to City services	717	68	+/-3.4
Providing sufficient supply of water	756	65	+/-3.4
Informing citizens about City issues and problems	746	63	+/-3.5
Overall management of City services	739	60	+/-3.5
Land use planning	707	51	+/-3.7
Considering citizens' opinions before making decisions	660	50	+/-3.8
Managing growth	741	45	+/-3.6
Providing affordable housing	685	43	+/-3.7
Managing/relieving traffic congestion	770	33	+/-3.3

Statistically, most ratings in 2003 did not change compared to 2001. The only statistically significant changes are in two areas. Despite the fact that respondents gave a low performance score for the City's efforts to manage and relieve traffic congestion, this score is significantly improved over 2001. Respondents also gave a significantly higher average rating for the City's efforts to provide affordable housing.

**Figure 2**



0 to 12.5 = very poorly, 12.6 to 37.5 = poorly, 37.6 to 62.5 = average, 62.6 to 87.5 = well, 87.6 to 100 = very well

## City Services

This section asked respondents to rate the City's performance in providing a specific set of services. Table 7 lists these services and the distribution of responses on a scale ranging from "very poorly" to "very well".

**Table 7: City Services and Distribution of Performance Rating Responses**

	Percent of 785 Respondents					
	Very Poorly	Poorly	Average	Well	Very Well	No Opinion
Fire Department response	0.0%	0.1%	7.3%	31.1%	36.4%	25.1%
Police Department response	0.5%	3.7%	15.9%	36.4%	22.5%	21.0%
Traffic law enforcement	2.3%	8.1%	35.8%	33.9%	10.1%	9.8%
Parks maintenance	0.1%	0.1%	14.1%	54.2%	28.0%	3.5%
Street repair and maintenance	3.0%	9.3%	42.3%	34.9%	7.7%	2.7%
Street landscape and median maintenance	2.0%	2.8%	21.9%	50.7%	17.0%	5.7%
Traffic signal operations	12.0%	12.6%	35.6%	29.0%	8.6%	2.2%
Pavement marking maintenance	1.2%	4.0%	37.9%	41.9%	8.6%	6.4%
Snow removal	3.3%	8.3%	31.5%	40.1%	10.7%	6.2%
Electric service	0.6%	1.3%	22.2%	46.8%	23.7%	5.4%
Stormwater removal	1.0%	3.3%	29.6%	38.5%	13.5%	14.1%

Table 8 lists the services from highest to lowest average rating on a 100-point scale, along with the 95 percent confidence interval for each. Performance scores are above “average” for most services. Traffic law enforcement, street repair and maintenance, and traffic signal operations fall into the “average” range.

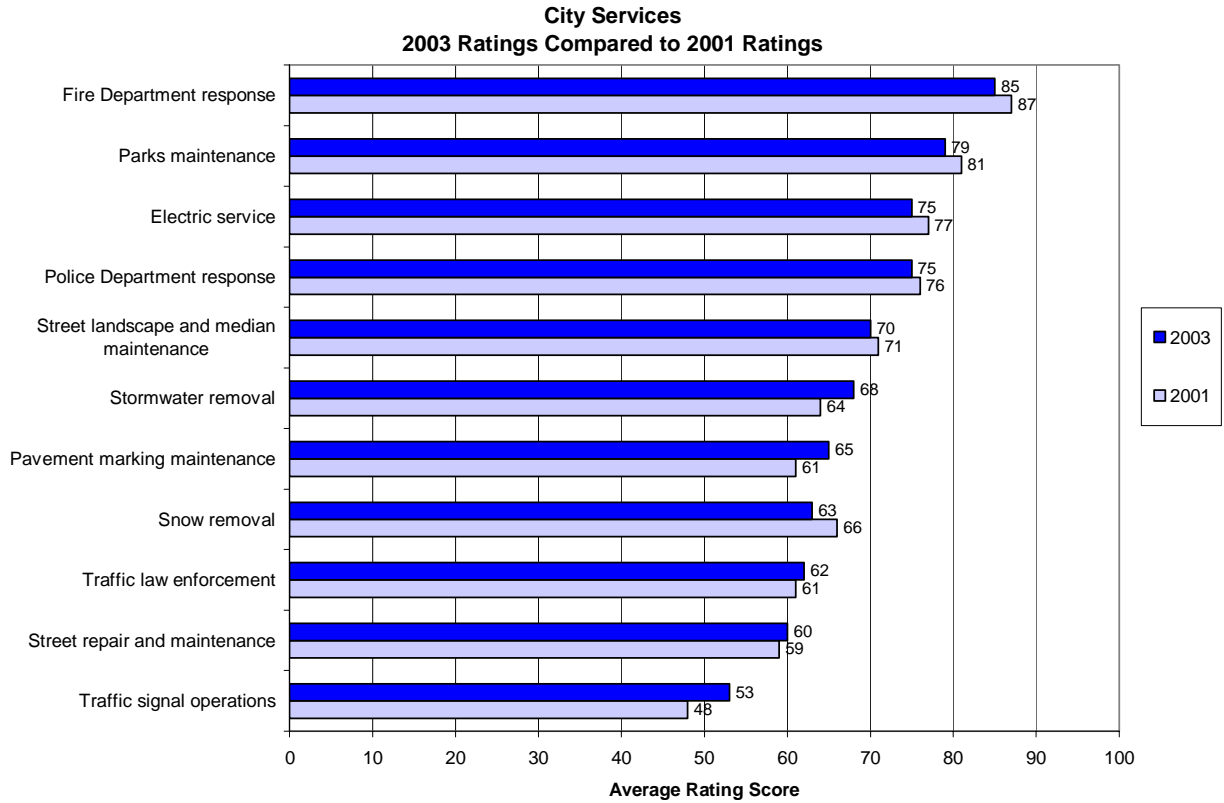
The questionnaire asked respondents to comment on any items that they rated “poorly” or “very poorly”. Criticisms regarding traffic signal operations focus on signal timing and coordination. Respondents also commented that more resources should be devoted to street maintenance, and that greater efforts should be made to enforce speed limits and compel drivers to obey traffic signals.

**Table 8: City Services and Average Performance Ratings**

	<b>Number of Respondents Expressing an Opinion</b>	<b>Average Rating Score 87.6 to 100 = Very Well 62.6 to 87.5 = Well 37.6 to 62.5 = Average 12.6 to 37.5 = Poorly 0 to 12.5 = Very Poorly</b>	<b>95 Percent Confidence Interval</b>
Fire Department response	589	85	+/-2.9
Parks maintenance	758	79	+/-2.9
Police Department response	622	75	+/-3.4
Electric service	744	75	+/-3.1
Street landscape and median maintenance	742	70	+/-3.3
Stormwater removal	676	68	+/-3.5
Pavement marking maintenance	736	65	+/-3.4
Snow removal	738	63	+/-3.5
Traffic law enforcement	709	62	+/-3.6
Street repair and maintenance	765	60	+/-3.5
Traffic signal operations	769	53	+/-3.5

Performance ratings for all of the services in Figure 3 remain statistically unchanged from their 2001 levels.

**Figure 3**



0 to 12.5 = very poorly, 12.6 to 37.5 = poorly, 37.6 to 62.5 = average, 62.6 to 87.5 = well, 87.6 to 100 = very well

## City Programs and Facilities

This section asked respondents to rate the quality of specific programs and facilities. Table 9 lists the programs and facilities and the distribution of responses on a scale ranging from “very bad” to “very good”.

**Table 9: City Programs and Facilities and Distribution of Performance Rating Responses**

	Percent of 785 Respondents					
	Very Bad	Bad	Average	Good	Very Good	No Opinion
Recycling program	1.8%	8.3%	22.7%	38.9%	18.3%	10.0%
Air quality program	1.1%	2.9%	26.9%	42.5%	9.8%	16.9%
Natural areas and open space	0.4%	1.3%	14.9%	49.6%	30.2%	3.6%
Recreation trails	0.0%	0.3%	10.3%	47.5%	37.7%	4.3%
Parks	0.2%	0.4%	8.4%	49.9%	39.2%	1.9%
Golf courses	0.2%	1.3%	8.5%	34.6%	20.1%	35.3%
Athletic fields	0.0%	0.8%	11.8%	47.2%	21.9%	18.3%
Recreation centers	0.0%	2.2%	17.5%	44.7%	16.2%	19.4%
Youth/teen recreation programs and services	0.3%	2.9%	15.9%	26.8%	8.9%	45.1%
Adult recreation programs and services	0.2%	1.3%	19.8%	35.4%	11.2%	32.1%
Senior recreation programs and services	0.1%	0.4%	11.9%	26.3%	13.7%	47.6%
Lincoln Center programs	0.1%	0.9%	15.6%	42.1%	23.1%	18.1%
Public library services	0.5%	1.0%	15.7%	46.2%	23.6%	13.0%
Fort Collins Museum	0.5%	1.7%	19.2%	32.3%	10.7%	35.6%
Neighborhood services	1.6%	1.4%	28.8%	27.6%	5.5%	35.1%
TransFort	3.1%	7.3%	22.0%	31.3%	8.3%	28.0%
Dial-A-Ride	0.3%	0.7%	13.9%	23.1%	5.1%	56.8%
Pedestrian facilities	0.7%	2.6%	26.5%	36.8%	10.4%	23.0%
Bike lanes	1.0%	3.2%	20.7%	47.7%	20.1%	7.4%
Cemeteries	0.1%	0.6%	14.8%	27.9%	10.9%	45.8%

Table 10 lists the programs and facilities from highest to lowest average rating on a 100-point scale, along with the 95 percent confidence interval for each. Nearly all of them are within the range of a “good” rating.

Respondents commented on any items that they rated “bad” or very bad”. Most comments regarding TransFort mentioned limited routes and schedules.

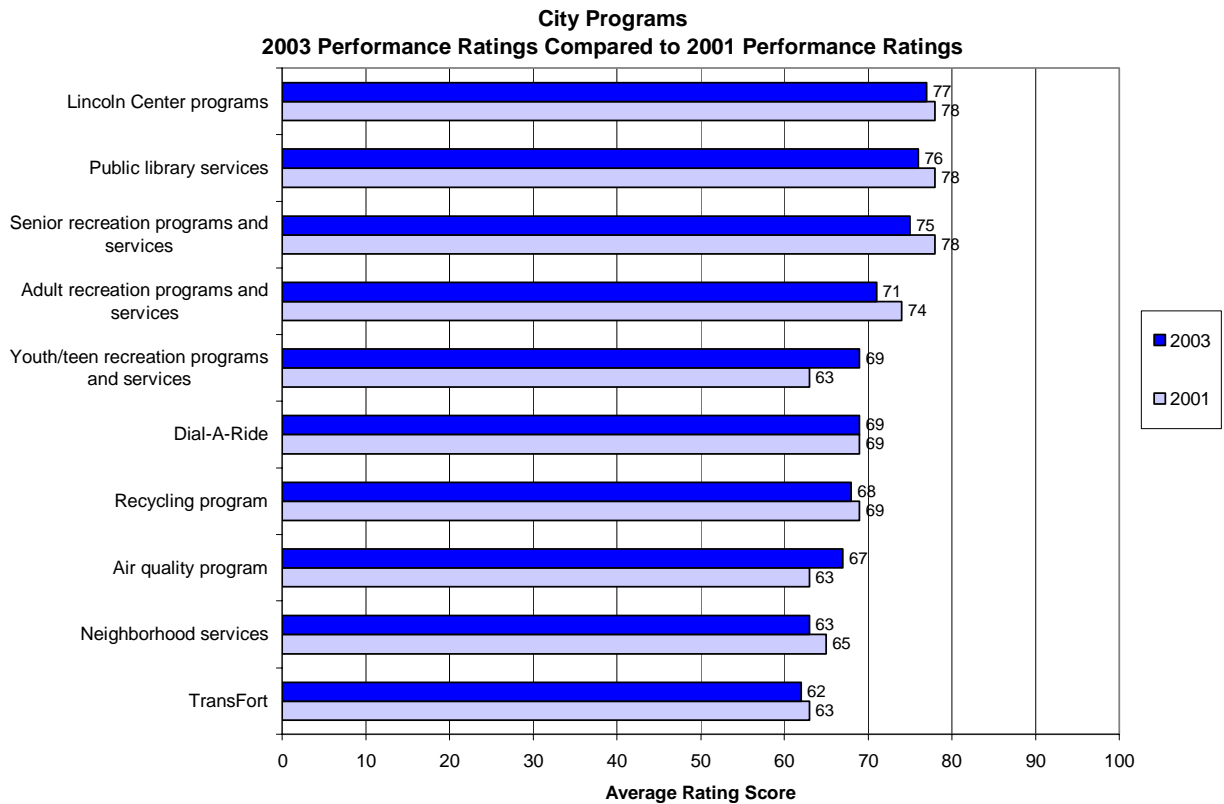
**Table 10: City Programs and Facilities and Average Performance Ratings**

	<b>Number of Respondents Expressing an Opinion</b>	<b>Average Rating Score 87.6 to 100 = Very Good 62.6 to 87.5 = Good 37.6 to 62.5 = Average 12.6 to 37.5 = Bad 0 to 12.5 = Very Bad</b>	<b>95 Percent Confidence Interval</b>
Parks	772	83	+/-2.6
Recreation trails	753	82	+/-2.7
Natural areas and open space	758	78	+/-2.9
Golf courses	509	78	+/-3.6
Athletic fields	643	78	+/-3.2
Lincoln Center programs	644	77	+/-3.3
Public library services	684	76	+/-3.2
Senior recreation programs and services	412	75	+/-4.2
Recreation centers	634	73	+/-3.5
Cemeteries	426	73	+/-4.2
Bike lanes	728	72	+/-3.3
Adult recreation programs and services	534	71	+/-3.8
Fort Collins Museum	506	70	+/-4.0
Youth/teen recreation programs and services	431	69	+/-4.4
Dial-A-Ride	340	69	+/-4.9
Recycling program	707	68	+/-3.4
Air quality program	654	67	+/-3.6
Pedestrian facilities	606	67	+/-3.7
Neighborhood services	510	63	+/-4.2
TransFort	566	62	+/-4.0

Due to the number of programs and facilities that the survey asked respondents to rate, year to year comparisons are presented in two separate graphs. Figure 4 compares program ratings, and Figure 5 compares facility ratings.

Performance ratings for all of the programs in Figure 4 remain statistically unchanged from their 2001 levels.

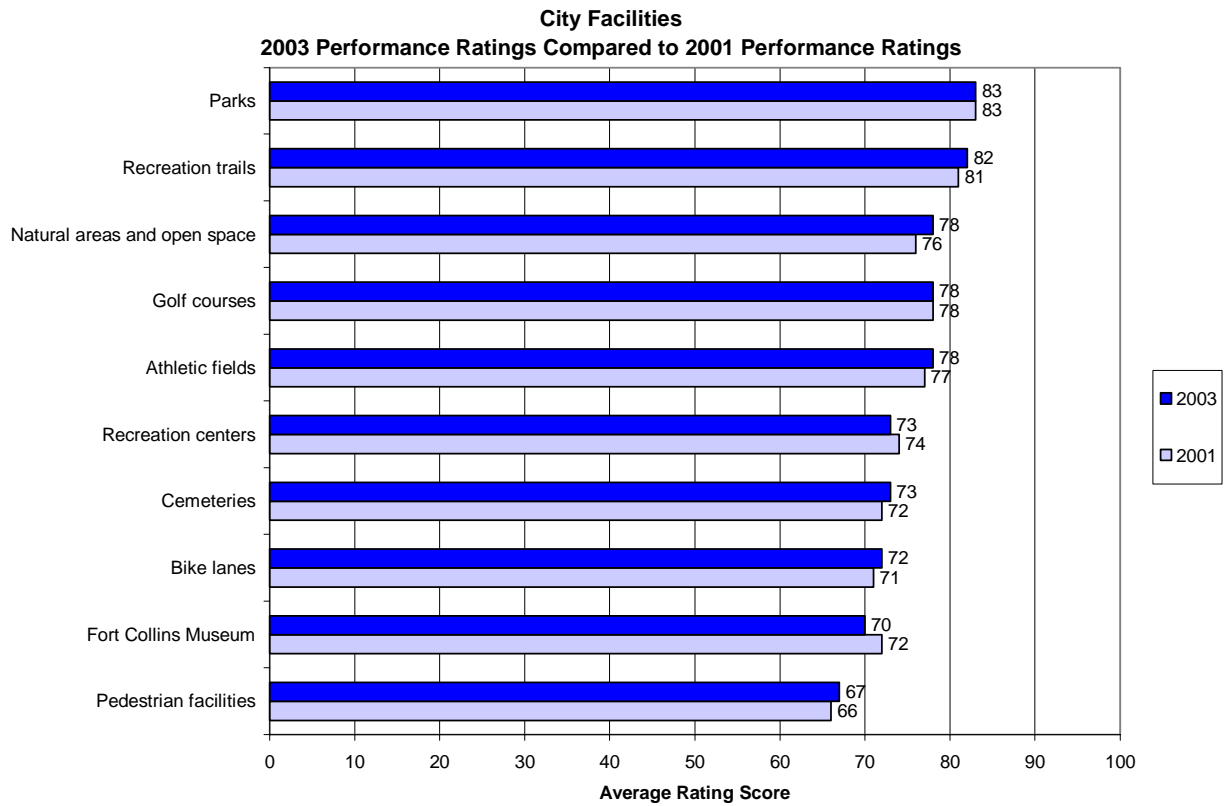
**Figure 4**



0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

Performance ratings for facilities also remain statistically unchanged from their 2001 levels.

**Figure 5**



0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

## Importance of City Programs and Facilities

In addition to rating the quality of programs and facilities, the questionnaire asked respondents to rate the importance of programs and facilities in providing a high quality of life for Fort Collins residents. The objective was to identify programs and facilities where maintaining or improving quality is critical. Table 11 lists the programs and facilities and the distribution of responses on a scale ranging from “extremely low importance” to “extremely high importance”.

This scale is somewhat different from the one used in the 2001 survey, which asked respondents to rate the importance of programs and facilities on a commonly used, five-point scale that ranged from “very unimportant” to “very important”. The change permits finer distinctions in analyzing the differences in importance, and in comparing importance to performance or quality. However, due to the scale changes, direct numeric comparisons between the 2003 and 2001 importance ratings would not be appropriate.

**Table 11: City Programs and Facilities and Distribution of Importance Rating Responses**

	Percent of 785 Respondents					
	Level of Importance					
	Extremely Low	Low	Medium	High	Extremely High	No Opinion
Recycling program	1.0%	3.6%	24.0%	38.5%	29.7%	3.2%
Air quality program	0.4%	1.2%	13.6%	38.5%	43.5%	2.8%
Natural areas and open space	0.7%	3.5%	13.5%	37.1%	42.6%	2.6%
Recreation trails	0.6%	3.6%	17.0%	41.0%	34.8%	3.1%
Parks	0.2%	1.1%	13.1%	46.5%	36.5%	2.6%
Golf courses	10.1%	18.2%	31.9%	16.5%	9.8%	13.5%
Athletic fields	0.7%	6.8%	32.6%	38.7%	13.0%	8.2%
Recreation centers	0.2%	3.5%	26.6%	46.1%	16.7%	6.8%
Youth/teen recreation programs and services	0.7%	1.9%	17.1%	40.9%	30.3%	9.0%
Adult recreation programs and services	0.4%	7.3%	32.0%	39.0%	14.3%	7.0%
Senior recreation programs and services	0.3%	3.4%	24.5%	41.4%	19.2%	11.2%
Lincoln Center programs	0.5%	7.1%	29.8%	37.4%	16.7%	8.4%
Public library services	0.7%	2.4%	16.7%	41.7%	34.9%	3.7%
Fort Collins Museum	2.9%	14.7%	36.4%	27.0%	9.6%	9.4%
Neighborhood services	1.1%	6.3%	28.4%	36.5%	12.4%	15.4%
TransFort	1.6%	6.2%	19.6%	38.9%	25.0%	8.8%
Dial-A-Ride	1.0%	6.0%	20.7%	35.8%	18.3%	18.2%
Pedestrian facilities	0.4%	3.9%	23.9%	38.3%	22.2%	11.3%
Bike lanes	0.6%	3.7%	16.3%	40.6%	35.1%	3.8%
Cemeteries	3.3%	11.8%	34.4%	25.6%	8.9%	16.0%

To simplify comparison between the various programs and facilities, respondent importance ratings were averaged and converted to a 100-point scale. Respondents who selected the “no opinion” option for any given program or facility were not included in its average rating. Table 12 lists the programs and facilities from highest to lowest average importance rating. All programs and facilities, except the three at the bottom of the table, have an average rating in the range of “high importance”. These results are similar to the 2001 survey.

Despite the fact that nearly all programs and facilities are considered to be of “high importance”, they are not all equally important. Table 12 also divides them into ranking groups. Programs and facilities within each ranking group are statistically equal to each other in importance, but statistically higher in importance than programs and facilities in the ranking group below them. For example, programs and facilities in the “highest” ranking group are statistically equal to each other, but they are perceived as more important in providing a high quality of life for Fort Collins residents than programs and facilities in the groups below them.

It is generally considered important to maintain or improve the quality of programs and facilities that are in the ranking groups labeled “highest” and “high”.

**Table 12: City Programs and Facilities and Average Importance Ratings**

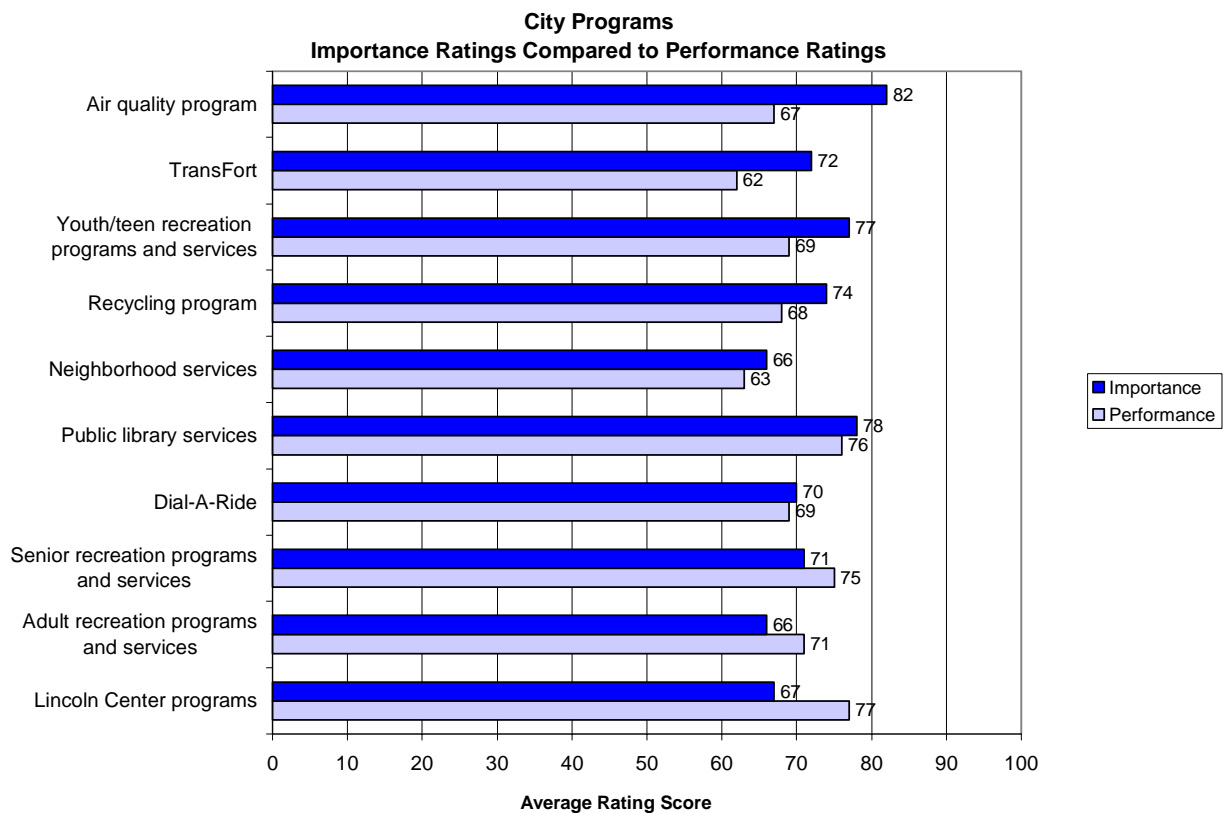
	<b>Ranking Group</b>	<b>Number of Respondents Expressing an Opinion</b>	<b>Average Importance Score</b> 87.6 to 100 = Extremely High 62.6 to 87.5 = High 37.6 to 62.5 = Medium 12.6 to 37.5 = Low 0 to 12.5 = Extremely Low	<b>95 Percent Confidence Interval</b>
Air quality program	Highest	764	82	+/-2.7
Parks	Highest	766	80	+/-2.8
Natural areas and open space	Highest	766	80	+/-2.8
Public library services	Highest	758	78	+/-2.9
Bike lanes	Highest	757	78	+/-3.0
Recreation trails	High	762	77	+/-3.0
Youth/teen recreation programs and services	High	716	77	+/-3.1
Recycling program	High	761	74	+/-3.1
Pedestrian facilities	Middle	698	72	+/-3.3
TransFort	Middle	717	72	+/-3.3
Senior recreation programs and services	Middle	698	71	+/-3.4
Recreation centers	Middle	732	70	+/-3.3
Dial-A-Ride	Middle	643	70	+/-3.5
Lincoln Center programs	Low	720	67	+/-3.4
Adult recreation programs and services	Low	731	66	+/-3.4
Neighborhood services	Low	665	66	+/-3.6
Athletic fields	Low	722	65	+/-3.5
Cemeteries	Lowest	661	57	+/-3.8
Fort Collins Museum	Lowest	712	57	+/-3.6
Golf courses	Lowest	680	49	+/-3.8

Figure 6 compares the average importance rating of each program to its average performance or quality rating. The purpose of this comparison is to visualize and identify gaps between importance and performance. A performance gap is where the importance rating for a particular program is significantly higher than its performance or quality rating. Figure 6 shows the programs from highest to lowest performance gap. Among the programs, statistically significant performance gaps exist for the first four shown.

- Air quality program
- TransFort
- Youth/teen recreation programs and services
- Recycling program

The air quality program, youth/teen recreation programs and services, and the recycling program are in the “highest” or “high” importance ranking groups. This analysis suggests that these programs should receive relatively high management priority for maintaining or improving program performance or quality.

**Figure 6**

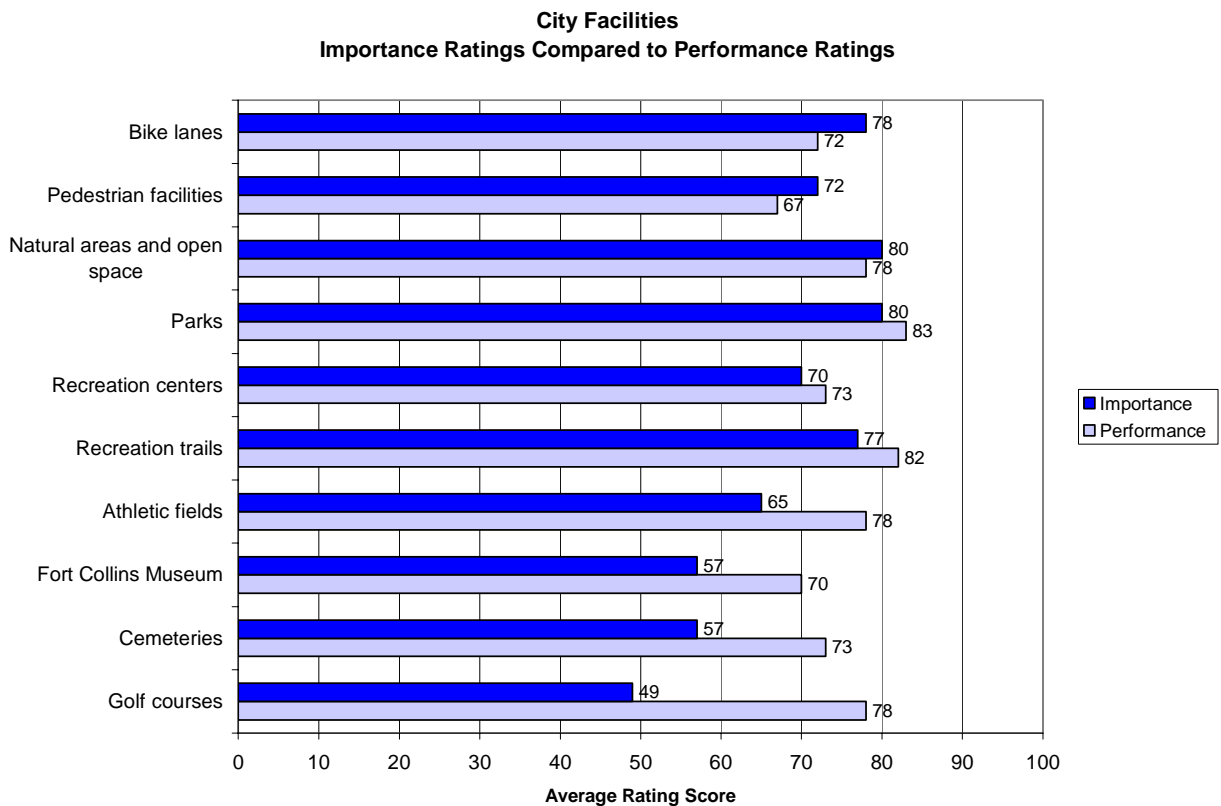


Importance: 0 to 12.5 = extremely low, 12.6 to 37.5 = low, 37.6 to 62.5 = medium, 62.6 to 87.5 = high, 87.6 to 100 = extremely high

Performance: 0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

Figure 7 compares the average importance rating of each facility to its average performance or quality rating, showing the facilities from highest to lowest performance gap. A statistically significant performance gap exists only for bike lanes. This item is also in the “highest” importance ranking group, suggesting that it should receive relatively high priority for maintaining or improving quality.

**Figure 7**



Importance: 0 to 12.5 = extremely low, 12.6 to 37.5 = low, 37.6 to 62.5 = medium, 62.6 to 87.5 = high, 87.6 to 100 = extremely high

Performance: 0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

## City Employees

About 56 percent of respondents had phone or in-person contact with a City employee during the past 12 months. The questionnaire asked these respondents to rate the performance of the employee with whom they most recently had contact. Table 13 lists the service quality dimensions on which performance was rated and the distribution of responses on a scale ranging from “very bad” to “very good”.

**Table 13: Customer Service Dimensions and Distribution of Employee Performance Ratings from Citizens with Recent Employee Contact**

	Percent of 443 Respondents					
	Very Bad	Bad	Average	Good	Very Good	No Opinion
Courtesy	2.2%	2.8%	11.2%	33.3%	49.9%	0.6%
Making you feel valued as a citizen/customer	3.0%	5.1%	17.9%	35.4%	37.2%	1.4%
Willingness to help	3.6%	4.4%	14.9%	32.0%	41.7%	3.4%
Promptness	3.1%	4.9%	18.2%	29.7%	38.5%	5.6%
Knowledge	3.7%	3.2%	14.8%	35.8%	39.2%	3.3%
Professionalism	2.9%	3.1%	13.3%	35.9%	43.0%	1.8%
Accuracy	3.8%	3.1%	17.3%	34.6%	35.2%	6.1%

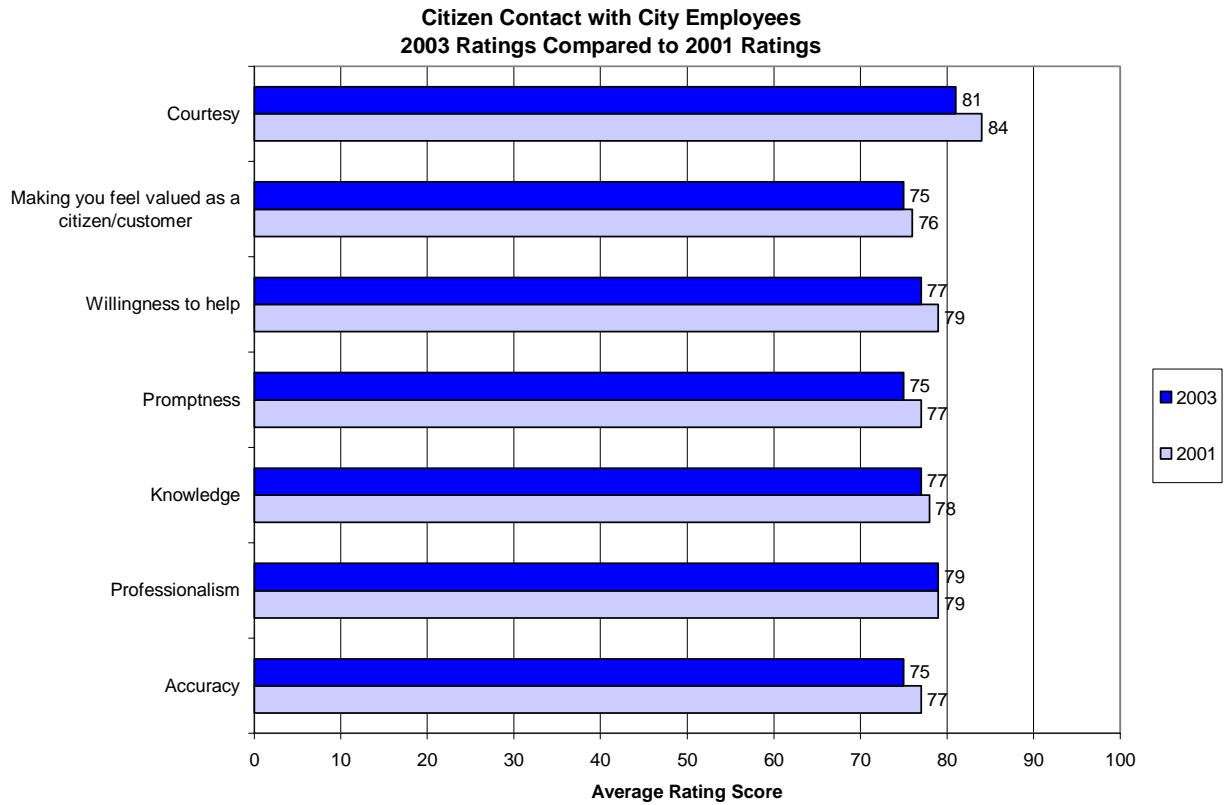
Table 14 shows the same information averaged and converted to a 100-point scale. Respondents who selected the “no opinion” option were not included in the average. On average, respondents rated their most recent experiences with employees as “good” on all the service quality dimensions.

**Table 14: Customer Service Dimensions and Average Employee Performance Ratings from Citizens with Recent Employee Contact**

	Number of Respondents Expressing an Opinion	Average Rating Score 87.6 to 100 = Very Good 62.6 to 87.5 = Good 37.6 to 62.5 = Average 12.6 to 37.5 = Bad 0 to 12.5 = Very Bad	95 Percent Confidence Interval
Courtesy	440	81	+/-3.7
Making you feel valued as a citizen/customer	437	75	+/-4.1
Willingness to help	428	77	+/-4.0
Promptness	418	75	+/-4.2
Knowledge	428	77	+/-4.0
Professionalism	435	79	+/-3.8
Accuracy	416	75	+/-4.2

Compared to 2001, respondent ratings of their most recent experiences with employees have not changed. Ratings in 2003 are statistically the same as in 2001.

**Figure 8**



0 to 12.5 = very bad, 12.6 to 37.5 = bad, 37.6 to 62.5 = average, 62.6 to 87.5 = good, 87.6 to 100 = very good

About 41 percent of respondents had no contact with any City employees during the past 12 months. These respondents rated City employee performance based on their impressions of how employees treat Fort Collins residents. These respondents rated employees on the three dimensions listed in Table 15, which also shows the distribution of responses on a scale ranging from “very bad” to “very good”.

**Table 15: Customer Service Dimensions and Distribution of Employee Performance Ratings from Citizens without Recent Employee Contact**

	Percent of 323 Respondents					
	Very Bad	Bad	Average	Good	Very Good	No Opinion
Courtesy	0.0%	0.0%	20.5%	35.2%	13.5%	30.8%
Making citizens or customers feel valued	0.7%	1.2%	26.2%	31.4%	9.7%	30.7%
Promptness in responding to inquiries and service requests	0.4%	2.0%	21.6%	32.7%	10.6%	32.8%

Table 16 shows the same information averaged and converted to a 100-point scale. Respondents who selected the “no opinion” option were not included in the average. On average, respondents rated employees as “good” on the three service quality dimensions, but scores are somewhat lower than the scores given by respondents who had actual contact with an employee.

**Table 16: Customer Service Dimensions and Average Employee Performance Ratings from Citizens without Recent Employee Contact**

	Number of Respondents Expressing an Opinion	Average Rating Score 87.6 to 100 = Very Good 62.6 to 87.5 = Good 37.6 to 62.5 = Average 12.6 to 37.5 = Bad 0 to 12.5 = Very Bad	95 Percent Confidence Interval
Courtesy	224	72	+/-5.9
Making citizens or customers feel valued	224	67	+/-6.2
Promptness in responding to inquiries and service requests	217	69	+/-6.2

A final question in this section invited respondents, who had expressed dissatisfaction with City employees, to comment on their reasons for being dissatisfied. Comments were relatively few, and the only common type of complaint was regarding either lack of any response or lack of a prompt response to letters or phone calls.

## City Budget Priorities

In this section, respondents provided input in setting long-term budget priorities by performing two tasks. In the first task, the questionnaire asked respondents to rate a list of items in terms of the priority that each one should be given for receiving budget dollars. The five-point rating scale went from “extremely low priority” to “extremely high priority”, and respondents were not constrained in terms of the number of items that they could rate as “high priority” or “extremely high priority”.

Table 17 shows the list of items that respondents were asked to rate and the distribution of responses by rating. The items are listed in rank order, from highest to lowest, using the sum of “high priority” and “extremely high priority” responses as the ranking criterion. In many cases, the difference between one item and the next is not statistically significant. Nevertheless, Table 17 points out that respondents give relatively high priority to affordable housing, youth recreation programs and maintenance of recreational and transportation facilities.

**Table 17: Items and Distribution of Budget Priority Rating Responses**

	Percent of 785 Respondents					
	Extremely Low Priority	Low Priority	Medium Priority	High Priority	Extremely High Priority	No Opinion
Maintaining pothole repairs	0.1%	1.8%	22.6%	46.9%	23.8%	4.9%
Maintaining efforts to provide affordable housing in Fort Collins	2.4%	5.4%	19.2%	38.7%	28.7%	5.6%
Maintaining youth recreation programs	0.6%	2.5%	22.4%	46.1%	20.7%	7.7%
Continuing current level of park maintenance	0.2%	3.0%	29.5%	49.6%	12.7%	5.0%
Continuing current level of foot and bike trail maintenance	0.9%	4.9%	29.1%	38.8%	20.9%	5.4%
Maintaining street repaving program	0.8%	3.3%	34.8%	40.2%	16.1%	4.7%
Maintaining current level of recycling programs	2.1%	7.7%	30.2%	32.7%	21.1%	6.1%
Maintaining efforts to promote alternative forms of transportation, such as carpooling, TransFort, bicycling and walking	4.5%	10.4%	27.6%	27.5%	25.3%	4.7%
Hiring additional staff for new fire station	0.9%	7.4%	30.7%	36.3%	13.0%	11.6%
Maintaining current number of TransFort bus routes	4.0%	9.6%	28.8%	30.7%	16.2%	10.7%
Hiring additional police officers	5.6%	10.7%	29.2%	28.7%	16.2%	9.6%
Maintaining current library hours	0.6%	9.6%	36.6%	31.6%	12.5%	9.0%
Maintaining code enforcement and public nuisance services	5.9%	12.9%	32.8%	30.3%	12.3%	5.8%
Subsidizing events in Fort Collins	6.2%	19.2%	35.4%	24.6%	8.4%	6.2%
Maintaining City website (www.fcgov.com)	4.6%	17.7%	37.4%	22.9%	6.0%	11.4%
Maintaining adult recreation programs	1.5%	17.8%	44.4%	22.7%	5.0%	8.7%
Maintaining neighborhood-based support services	3.3%	16.5%	35.4%	21.7%	5.2%	17.9%

In the second task, the questionnaire asked respondents to pick only three items that should be given the highest priority in receiving budget dollars. Respondents selected these three items from the same list used in the first task. Table 18 shows the items ranked by the percentage of respondents that selected each one. Once again, the difference between one item and the next may not be statistically significant. Although the relative priority given to some items shifts when respondents are asked to make difficult choices in selecting only three items, affordable housing and youth recreation programs remain at the top of the list.

**Table 18: Selection of Items for Receiving Highest Budget Priority**

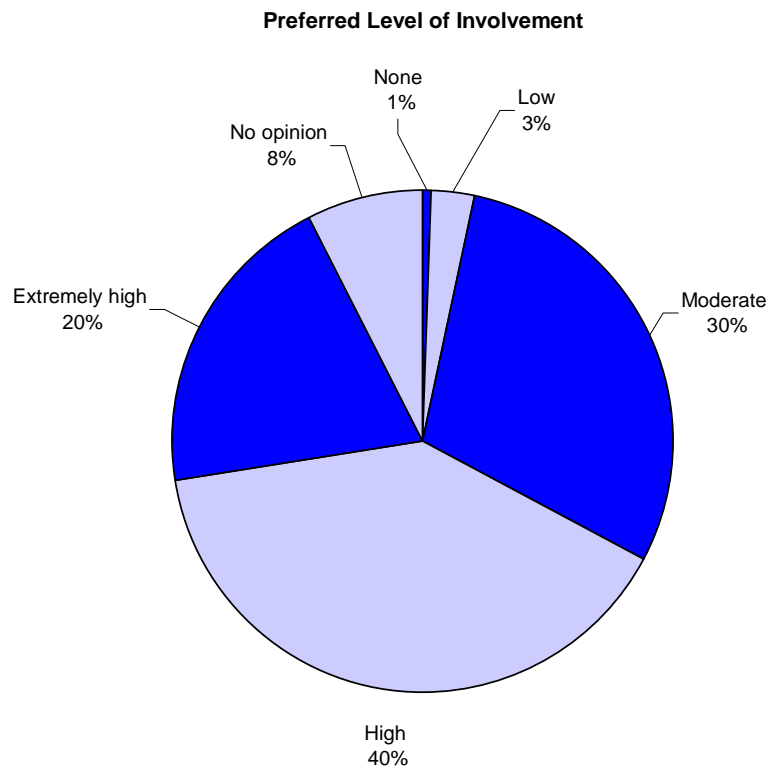
	Percent of 785 Respondents			
	Selected First	Selected Second	Selected Third	Total Selected
Maintaining efforts to provide affordable housing in Fort Collins	11.9%	9.1%	10.3%	31.3%
Maintaining youth recreation programs	6.5%	9.0%	5.7%	21.2%
Hiring additional police officers	7.2%	8.2%	4.7%	20.1%
Maintaining efforts to promote alternative forms of transportation, such as carpooling, TransFort, bicycling and walking	5.9%	5.5%	6.7%	18.1%
Continuing current level of foot and bike trail maintenance	6.9%	4.7%	5.9%	17.5%
Maintaining street repaving program	6.4%	5.8%	4.9%	17.1%
Continuing current level of park maintenance	6.1%	5.1%	4.9%	16.1%
Hiring additional staff for new fire station	7.3%	4.9%	3.8%	16.0%
Maintaining pothole repairs	3.5%	5.9%	6.5%	15.9%
Maintaining current level of recycling programs	3.2%	5.5%	5.2%	13.9%
Maintaining code enforcement and public nuisance services	4.3%	3.2%	3.5%	11.0%
Maintaining current number of TransFort bus routes	3.8%	3.3%	2.7%	9.8%
Maintaining current library hours	1.7%	2.8%	2.7%	7.2%
Subsidizing events in Fort Collins	0.8%	1.4%	2.4%	4.6%
Maintaining adult recreation programs	1.1%	0.8%	1.8%	3.7%
Maintaining City website ( <a href="http://www.fcgov.com">www.fcgov.com</a> )	0.1%	1.0%	2.0%	3.1%
Maintaining neighborhood-based support services	0.3%	0.5%	1.5%	2.3%

## Economic Development

This section of the survey explored different options to help maintain the economic viability of Fort Collins.

As Figure 9 points out, a statistically reliable majority of respondents believes that the City should have a “high” or “extremely high” level of involvement in maintaining economic viability in Fort Collins. However, a substantial percentage favors a more “moderate” role for the City.

Figure 9



The questionnaire also asked respondents to express their support or opposition to several possible options for maintaining economic viability. The responses shown in Table 19 point to statistically reliable, majority support for all of the options, with the possible exception of efforts by the City to attract more visitors to the area. Slightly more than 50 percent of respondents either support or strongly support this option. However, considering that the 95 percent confidence interval is plus-or-minus 3.5 percentage points, support in the population could be less than 50 percent.

**Table 19: Options for Maintaining Economic Viability and Distribution of Responses**

	Percent of 785 Respondents					
	Strongly Oppose	Oppose	Equally Divided	Support	Strongly Support	No Opinion
Efforts by the City to maintain Fort Collins' status as the retail hub of northern Colorado	0.7%	6.9%	18.9%	37.1%	28.0%	8.4%
Active support by the City for expansion of existing businesses in Fort Collins	1.8%	5.5%	25.2%	36.3%	23.5%	7.7%
Efforts by the City to attract more visitors to the area	2.1%	11.3%	27.0%	35.3%	17.2%	7.1%
Active support by the City for downtown Fort Collins as a shopping and employment center	1.0%	3.6%	17.6%	38.8%	31.6%	7.3%
City subsidies for expansion of affordable housing in Fort Collins	4.1%	7.6%	17.8%	35.5%	26.8%	8.2%

Finally, in this section of the survey, respondents selected one or none of the three statements in Table 20 that best described their opinion regarding how the City should approach new, non-retail, commercial development in Fort Collins. Responses indicate that a reliable majority favors City encouragement of new non-retail, commercial development. However, opinions are about evenly divided on the issue of offering incentives. About 32 percent of respondents favor encouragement with incentives, and approximately 36 percent of respondents favor encouragement that does not include incentives. Respondents, who held opinions different from the statements presented here, often expressed opposition to tax incentives or opposition to new commercial development that would be a burden on scarce resources.

**Table 20: Distribution of Opinions Regarding Approaches to New, Non-Retail, Commercial Development**

	<b>Percent of 785 Respondents</b>
The City should encourage new non-retail, commercial development, <u>and</u> offer incentives for new development.	32.3%
The City should encourage new non-retail, commercial development, but <u>not</u> offer incentives for new development.	35.7%
The City should not make any effort to encourage new non-retail, commercial development.	12.5%
Other opinions	5.8%
No opinion	13.8%
Total	100.0%

## Information about City Issues, Services and Programs

As Figure 10 shows, more than 70 percent of respondents are very frequent Internet users, while only 8 percent do not use it at all.

Figure 10

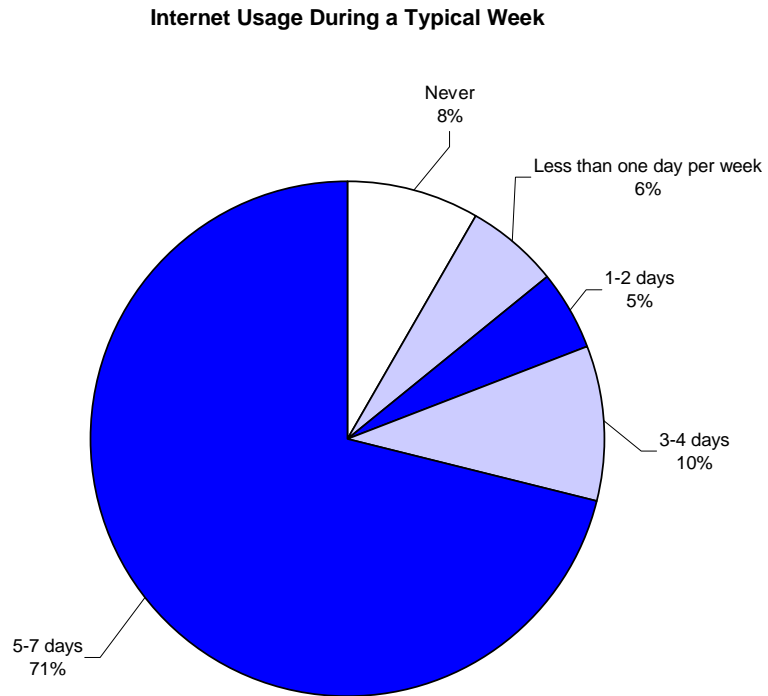
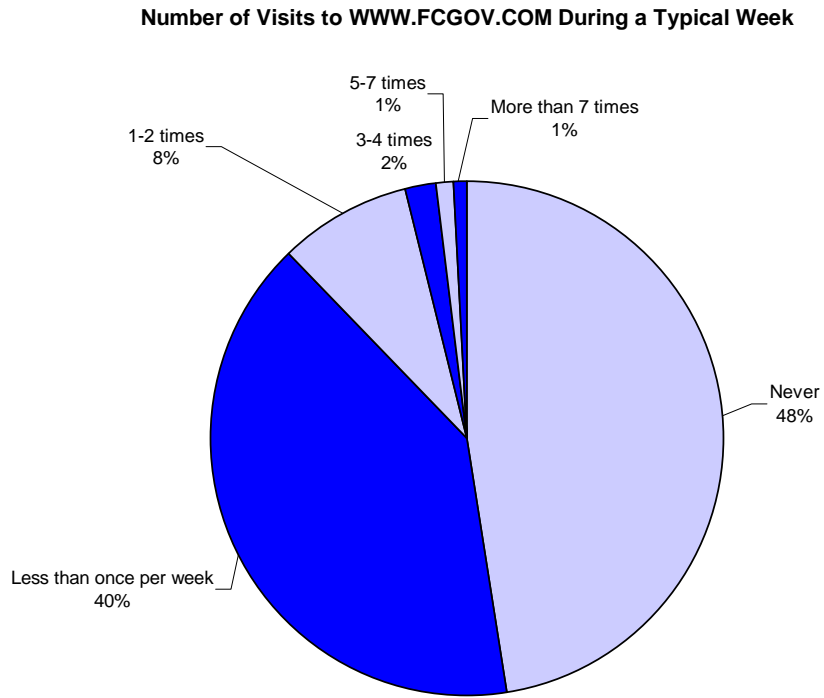


Figure 11 shows that slightly more than one-half of respondents use the City's website at least occasionally.

**Figure 11**



Respondents identified primary and secondary sources of information regarding City issues, services and programs from a list of sources. Table 21 ranks the sources, based on the percentage of respondents identifying each one as a primary source of information. Not including newspapers or radio stations, the first seven sources listed in Table 21 stand out as the top primary sources of information.

**Table 21: Sources of Information and Percent of Respondents Using**

	Percent of 785 Respondents		
	Primary Source	Secondary Source	Total Users
"City News"	39.0%	32.6%	71.6%
Phone book	38.5%	31.3%	69.8%
Word of mouth	38.3%	42.6%	80.9%
"Recreator"	30.0%	25.4%	55.4%
City's Internet website	26.5%	23.4%	49.9%
Television news	25.5%	19.9%	45.4%
Newsletters or brochures from City departments	25.2%	34.6%	59.8%
Viewing City Council meetings on cable channel 27	10.8%	20.1%	30.9%
Traveling displays or public bulletin boards	8.7%	28.7%	37.4%
Other cable channel 27 programming	5.8%	20.1%	25.9%
City Line	5.0%	11.1%	16.1%
Attending City Council meetings	2.2%	9.2%	11.4%

Respondents wrote the names of up to two newspapers, which they use as sources of information regarding City issues, services and programs. They also identified them as either primary or secondary sources. Table 22 points out that the *Coloradoan* is, by a large margin, the most widely used newspaper source. It is also the most widely used primary source of information overall.

**Table 22: Newspapers and Percent of Respondents Using**

	Percent of 785 Respondents		
	Primary Source	Secondary Source	Total Users
Coloradoan	46.10%	10.70%	56.80%
Collegian	8.20%	2.90%	11.10%
Forum	2.40%	2.90%	5.40%
Bullhorn	2.30%	0.80%	3.10%
Rocky Mountain News	1.70%	1.10%	2.80%
Denver Post	1.40%	2.30%	3.70%
Fort Collins Weekly	1.10%	0.80%	1.90%
Northern Colorado Business Report	0.80%	0.00%	0.80%
Denver papers (not specific)	0.40%	0.00%	0.40%
USA Today	0.10%	0.00%	0.10%
Tidbits	0.10%	0.10%	0.30%
Senior Voice	0.10%	0.10%	0.30%
Northern Colorado Courier	0.10%	0.30%	0.40%
North 40	0.10%	0.10%	0.30%
Fort Collins Review	0.10%	0.00%	0.10%
Scene	0.10%	0.10%	0.30%
Ticket	0.10%	0.00%	0.10%

Respondents also wrote the names of up to two radio stations, which they use as sources of information regarding City issues, services and programs, and identified them as either primary or secondary sources. The information in Table 23 suggests that no particular vehicle within the radio medium is widely used to obtain information about City issues, services and programs.

**Table 23: Radio Stations and Percent of Respondents Using**

	Percent of 785 Respondents		
	Primary Source	Secondary Source	Total Users
KUNC (FM 91.5)	7.8%	2.8%	10.6%
KUAD (FM 99.1)	3.6%	1.5%	5.1%
KTRR (FM 102.5)	3.4%	1.5%	5.0%
KCSU (FM 90.5)	3.2%	1.7%	4.8%
KPAW (FM 107.9)	2.2%	2.3%	4.5%
KCOL (AM 600)	1.8%	1.9%	3.7%
KCFR (AM1340)	1.1%	0.5%	1.7%
KIIX (AM 1410)	1.1%	1.0%	2.2%
KRFC (FM 88.9)	1.1%	1.9%	3.1%
KSME (FM 96.1)	0.9%	1.7%	2.5%
KKPL (FM 99.9)	0.8%	1.0%	1.8%
KOA (AM 850)	0.6%	0.8%	1.4%
KBCO (FM 97.3)	0.5%	1.3%	1.8%
KKHK (FM 99.5)	0.5%	0.5%	1.0%
KRFX (FM 103.5)	0.4%	0.0%	0.4%
KTCL (FM 93.3)	0.1%	0.4%	0.5%
KFMD (FM 95.7)	0.1%	0.1%	0.3%
KALC (FM 105.9)	0.0%	0.6%	0.6%
KIMN (FM 100.3)	0.0%	0.3%	0.3%

## **GENERAL RESPONDENT COMMENTS**

Relatively few respondents (27 percent) provided additional comments on the survey questionnaire. Most comments were reiterations or extensions of likes and dislikes regarding Fort Collins that respondents expressed in the first part of the survey questionnaire. Main categories of comments included:

- Displeasure with City government processes or policies.
- Complaints or suggestions regarding a variety of services.
- Encouragement of economic development.
- Displeasure with growth, traffic, sprawl and loss of open land.
- Favoring or encouragement of greater use of alternative transportation.

# DEMOGRAPHICS

## Respondent Demographics

<b>Number of years lived in Fort Collins</b>	<b>Percent of 779 Respondents</b>
5 years or less	23.7%
6 to 10 years	16.4%
10 years or more	59.9%
Total	100.0%

Mean = 17.96 years  
Median = 14 years

<b>Student status (Colorado State University or other local college or university)</b>	<b>Percent of 779 Respondents</b>
Yes, full-time student	6.8%
Yes, part-time student	3.6%
No	89.6%
Total	100.0%

<b>Area of residence</b>	<b>Percent of 774 Respondents</b>
Northwest	28.0%
Northeast	13.8%
Southwest	22.7%
Southeast	35.4%
Total	100.0%

<b>Age</b>	<b>Percent of 777 Respondents</b>
18-24 years	7.1%
25-44 years	31.4%
45-64 years	40.0%
65 years and older	21.5%
Total	100.0%

<b>Gender</b>	<b>Percent of 753 Respondents</b>
Male	39.0%
Female	61.0%
Total	100.0%

<b>Income</b>	<b>Percent of 737 Respondents</b>
Less than \$10,000	4.6%
\$10,000 - \$19,999	8.3%
\$20,000 - \$29,999	9.9%
\$30,000 - \$39,999	11.7%
\$40,000 - \$49,999	11.8%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	15.6%
\$100,000 - \$124,999	9.2%
\$125,000 - \$149,999	3.5%
\$150,000 or more	5.7%
Total	100.0%

## Fort Collins Adult Population Demographics

<b>Age (Census 2000 Summary File 1)</b>	<b>Number</b>	<b>Percent</b>
18-24 years	26,168	28.1%
25-44 years	37,392	40.2%
45-64 years	20,224	21.7%
65 years and older	9,330	10.0%
Total adult population	93,114	100.0%

<b>Gender (Census 2000 Summary File 1)</b>	<b>Number</b>	<b>Percent</b>
Male	46,479	49.9%
Female	46,635	50.1%
Total adult population	93,114	100.0%

<b>Household income (Census 2000 Summary File 3)</b>	<b>Number of Households</b>	<b>Percent</b>
Less than \$10,000	3,903	8.5%
\$10,000 - \$19,999	5,672	12.4%
\$20,000 - \$29,999	5,634	12.3%
\$30,000 - \$39,999	5,443	11.9%
\$40,000 - \$49,999	4,789	10.5%
\$50,000 - \$74,999	9,031	19.7%
\$75,000 - \$99,999	5,614	12.3%
\$100,000 - \$124,999	2,693	5.9%
\$125,000 - \$149,999	1,133	2.5%
\$150,000 or more	1,857	4.1%
Total	45,769	100.0%

## SURVEY METHODS

### Sample Selection

Researchers randomly selected 1,790 Fort Collins households to receive the survey questionnaire. Of this total number, Survey Sampling, Inc. randomly selected and provided 1,700 household addresses from a sampling frame of listed household addresses within the Fort Collins jurisdictional boundaries. This sampling frame included off-campus housing for Colorado State University (CSU) students. Vantage Marketing Research, Inc. randomly selected an additional 90 addresses from a sampling frame of dormitory housing at CSU, and combined the two samples. Survey questionnaires and cover letters requested that one adult from each selected household complete the questionnaire. To ensure random selection of adult respondents, the cover letters and questionnaires asked each household to select the adult (if more than one in the household) who had most recently had a birthday.

### Data Collection

Researchers mailed survey questionnaires to the selected households in early October 2003, and responses were accepted until November 14, 2003. Sample households were contacted up to three times in order to maximize the response rate. Prior to distributing questionnaires, each selected household received a notification card, telling the household of their selection and inviting them to participate. Survey questionnaires followed the cards after three days. After a period of two weeks, researchers mailed a follow-up questionnaire and cover letter to households that had not responded to the first questionnaire mailing. Tracking numbers on the questionnaires prevented second mailings to households that had responded to the first questionnaire mailing and to addresses that were vacant or otherwise undeliverable.

### Sample Size, Response and the 95 Percent Confidence Interval

Of the 1,790 questionnaires distributed, 109 questionnaires could not be delivered, leaving a sample of 1,681 eligible households. Adult citizens from 785 of these households responded by returning completed questionnaires, representing a response rate of approximately 47 percent. The maximum sampling margin of error for this sample size, at the 95 percent confidence level, is plus-or-minus 3.5 percentage points (the 95 percent confidence interval).

### Data Weighting

Survey data have been weighted so that the results proportionally reflect the adult Fort Collins population, in terms of age and gender, as measured by the 2000 Census. Responses from each age and gender group are represented in the proportions shown in the table below.

(Census 2000 Summary File 1)

Age	Male	Female	Totals
18-24	14%	14%	28%
25-44	21%	19%	40%
45-64	11%	11%	22%
65 and older	4%	6%	10%
Totals	50%	50%	100%

## **SURVEY QUESTIONNAIRE**



## FORT COLLINS CITIZEN SURVEY

Please have only one adult (18 or over) from your household complete the survey questionnaire. If your household has more than one adult member, we ask that the adult who most recently had his or her birthday be the one to complete the questionnaire. This will ensure that we have a truly random and representative sample. Your responses to this survey are completely anonymous.

### Fort Collins as a community

1. How do you rate Fort Collins as a community on each of the items listed below? *Please mark the box that best represents your opinion for each item. If a particular item does not apply to you, then mark the box labeled "no opinion."*

	Very good	Good	Average	Bad	Very bad	No opinion
As a place to raise children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a place to retire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a place to attend college	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a place to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety of community residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community respect and tolerance for all people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community willingness to help people with special needs or problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What three things do you like most about living in Fort Collins?

\_\_\_\_\_

3. What three things do you dislike most about living in Fort Collins?

\_\_\_\_\_

### City government

4. How well do you think the City performs in each of the following areas? *Please mark the box that best represents your opinion for each item.*

	Very well	Well	Average	Poorly	Very poorly	No opinion
Providing convenient access to City services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing / relieving traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land use planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing sufficient supply of water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining the community's visual appeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informing citizens about City issues and problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Considering citizens' opinions before making decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall management of City services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. For any items that you marked "poorly" or "very poorly", please tell us why.

\_\_\_\_\_

\_\_\_\_\_

## City services

6. How well does the City perform in providing the services listed below? Please mark the box that best represents your opinion for each item.

	Very well	Well	Average	Poorly	Very poorly	No opinion
Fire Department response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police Department response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic law enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street repair & maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street landscape and median maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic signal operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pavement marking maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snow removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electric service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stormwater removal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. For any items that you marked “poorly” or “very poorly”, please tell us why.

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## City programs and facilities

8. How do you rate the quality of each of the City programs or facilities listed below? Please mark the box that best represents your opinion for each item.

	Very good	Good	Average	Bad	Very bad	No opinion
Recycling program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural areas and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth / teen recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lincoln Center programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Collins Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TransFort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dial-A-Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cemeteries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. For any items that you marked “bad” or “very bad”, please tell us why.

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10. How important is each City program or facility listed below in providing a high quality of life for Fort Collins residents?  
Please mark the box that best represents your opinion for each item.

	Extremely high importance	High importance	Medium importance	Low importance	Extremely low importance	No opinion
Recycling program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural areas and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletic fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth / teen recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior recreation programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lincoln Center programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public library services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Collins Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TransFort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dial-A-Ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cemeteries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**City employees**

11. Have you had phone or in-person contact with any City employee(s) within the last 12 months?

- Yes PLEASE ANSWER ONLY PART A OF QUESTION #12
- No PLEASE ANSWER ONLY PART B OF QUESTION #12

12. A. Thinking about your most recent contact, how would you rate City employee(s) on each of the items below?  
Please mark the box that best represents your opinion for each item.

	Very good	Good	Average	Bad	Very bad	No opinion
Courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making you feel valued as a citizen/customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Willingness to help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promptness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accuracy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. B. Although you may not have had any recent personal contact with City employees, we would like to know your impression of how City employees treat Fort Collins residents. How would you rate City employees on each of the items below? Please mark the box that best represents your opinion for each statement.

	Very good	Good	Average	Bad	Very bad	No opinion
Courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making citizens or customers feel valued	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promptness in responding to inquiries and service requests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. If you are unhappy with City employees for any reason, please tell us why.

**City budget priorities**

14. The City of Fort Collins, like many other cities, faces difficult choices in deciding how to allocate limited budget dollars. City Council wants your input in setting long-term budget priorities. Which items would you give high priority for receiving budget dollars, and which of them would you give low priority? For each item listed below, please mark the box indicating the level of priority that you think the item should be given for receiving budget dollars.

	Extremely high priority	High priority	Medium priority	Low priority	Extremely Low priority	No opinion
A. Continuing current level of park maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Continuing current level of foot and bike trail maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Maintaining adult recreation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Maintaining youth recreation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Hiring additional staff for new fire station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Hiring additional police officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Maintaining code enforcement and public nuisance services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Maintaining street repaving program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Maintaining pothole repairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Maintaining current number of TransFort bus routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Maintaining current library hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Maintaining current level of recycling programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M. Maintaining neighborhood-based support services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N. Subsidizing events in Fort Collins (July 4th for example)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
O. Maintaining efforts to provide affordable housing in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P. Maintaining efforts to promote alternative forms of transportation, such as carpooling, TransFort, bicycling and walking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q. Maintaining City website (www.fcgov.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Of the items listed above in Question 14, which three should be given the highest priority in receiving budget dollars? Each item has a letter. Please write the letters of the three items that should be given the highest priority.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Economic development**

16. The City is exploring several different options to help maintain the economic viability of Fort Collins. Some of these options are described below. Please tell us how strongly you would support or oppose each of them. Please mark the box that best represents your opinion.

	Strongly support	Support	Equally divided	Oppose	Strongly oppose	No opinion
Efforts by the City to maintain Fort Collins' status as the retail hub of northern Colorado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active support by the City for expansion of existing businesses in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efforts by the City to attract more visitors to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active support by the City for downtown Fort Collins as a shopping and employment center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City subsidies for expansion of affordable housing in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Which one of the statements below best describes your opinion regarding how the City should approach new non-retail, commercial development in Fort Collins? *Please mark the box that best represents your opinion.*

- |   |   |
|---|---|
| <input type="checkbox"/> The City should encourage new non-retail, commercial development, <u>and</u> offer incentives for new development.     | <input type="checkbox"/> None of these statements reflects my opinion.<br>(Please tell us your opinion) |
| <input type="checkbox"/> The City should encourage new non-retail, commercial development, but <u>not</u> offer incentives for new development. | _____   |
| <input type="checkbox"/> The City should not make any effort to encourage new non-retail, commercial development.                               | <input type="checkbox"/> No opinion   |

18. In your opinion, should the City be involved in maintaining the economic viability of Fort Collins? Please tell us the level of involvement that you think the City should have in maintaining economic viability. *Please mark the box that best represents your opinion.*

- |                          |  |                          |  |                          |  |                          |  |                          |  |                          |
|--------------------------|--|--------------------------|--|--------------------------|--|--------------------------|--|--------------------------|--|--------------------------|
| <b>Extremely High</b>    |  | <b>High</b>              |  | <b>Moderate</b>          |  | <b>Low</b>               |  | <b>None</b>              |  | <b>No opinion</b>        |
| <input type="checkbox"/> |  | <input type="checkbox"/> |  | <input type="checkbox"/> |  | <input type="checkbox"/> |  | <input type="checkbox"/> |  | <input type="checkbox"/> |

**Information about City issues, services and programs**

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19. On how many days during a typical week do you use the internet?  
*Please include home, work, school or any other place where you use the internet.*

- |   |                                     |                                     |
|---|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Never                      | <input type="checkbox"/> 1 – 2 days | <input type="checkbox"/> 5 – 7 days |
| <input type="checkbox"/> Less than one day per week | <input type="checkbox"/> 3 – 4 days |                                     |

20. On how many different occasions during a typical week do you visit the City's website, www.fcgov.com?  
*Please include home, work, school or any other place where you use the internet.*

- |  |                                      |  |
|--|--------------------------------------|--|
| <input type="checkbox"/> Never                   | <input type="checkbox"/> 1 – 2 times | <input type="checkbox"/> 5 – 7 times       |
| <input type="checkbox"/> Less than once per week | <input type="checkbox"/> 3 – 4 times | <input type="checkbox"/> More than 7 times |

21. Where do you go for information regarding City issues, services and programs? For each source of information listed below, please tell us whether it is a primary or secondary source of information, or not a source of information for you regarding City issues, services and programs. *Please mark the box that best represents your opinion for each item.*

	Primary source	Secondary source	Not a source
Attending City Council meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewing City Council meetings on cable channel 27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other cable channel 27 programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City's Internet website (www.fcgov.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"City News" (insert with utility bill)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters or brochures from City departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Line (automated message system 970-416-CITY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Recreator" (guide to recreation classes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traveling displays or public bulletin boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers ( <i>Please list up to 2 newspapers</i> )			
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio ( <i>Please list up to 2 stations</i> )			
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please name) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Information about you**

This section is optional. However, we ask for the information below so that we can better understand responses and address any problems that citizens may have with City services. You will remain completely anonymous, and your responses will never be reported individually.

22. About how many years have you lived in Fort Collins?  
(Record 0 if less than 6 months)

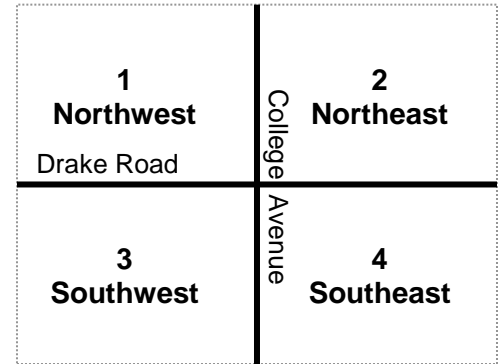
\_\_\_\_\_ Years

23. Are you a student at Colorado State University or another local college or university?

- \_\_\_\_\_ Yes, full-time student
- \_\_\_\_\_ Yes, part-time student
- \_\_\_\_\_ No

24. In which part of Fort Collins do you reside?  
(Please refer to the general area map at right to identify where you live.)

- \_\_\_\_\_ 1. Northwest      \_\_\_\_\_ 2. Northeast
- \_\_\_\_\_ 3. Southwest    \_\_\_\_\_ 4. Southeast



25. Which of the age groups below best describes you?

- \_\_\_\_\_ 18-24 years      \_\_\_\_\_ 45-64 years
- \_\_\_\_\_ 25-44 years    \_\_\_\_\_ 65 years and older

26. Your gender

- \_\_\_\_\_ Male
- \_\_\_\_\_ Female

27. Which one of the household income categories below best describes your household's total income before taxes for the year 2002?

- |                         |                           |                           |
|-------------------------|---------------------------|---------------------------|
| ___ Less than \$10,000  | ___ \$40,000 - \$49,999   | ___ \$125,000 - \$149,999 |
| ___ \$10,000 - \$19,999 | ___ \$50,000 - \$74,999   | ___ \$150,000 or more     |
| ___ \$20,000 - \$29,999 | ___ \$75,000 - \$99,999   |                           |
| ___ \$30,000 - \$39,999 | ___ \$100,000 - \$124,999 |                           |

Thank you very much for taking the time to complete the Fort Collins Citizen Survey. If you have additional comments or suggestions regarding City government, services or programs, we would like to hear them. Please use the space below, or write them on a separate sheet of paper and enclose it with your completed questionnaire.

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Please return the completed questionnaire within **two weeks** of receiving it in the self-addressed, business-reply envelope provided. If you would like a copy of the survey results, go to [fcgov.com/citizensurvey](http://fcgov.com/citizensurvey) or call 970-416-2028.