

CITY OF FORT COLLINS 2006 CITIZEN
SURVEY



JUNE 2006

City of Fort Collins
2006 Citizen Survey

Prepared by

Vantage Marketing Research, Inc.

8724 West Quarto Avenue

Littleton, Colorado 80128

(303) 948-5032

vantagemr.com

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EXECUTIVE SUMMARY

During April and May of 2006, the City of Fort Collins surveyed by mail a randomly selected sample of 786 adult Fort Collins citizens. The maximum sampling margin of error for this sample size, at the 95 percent confidence level, is plus-or-minus 3.5 percentage points.

FORT COLLINS AS A COMMUNITY

Using a scale ranging from *very bad* to *very good*, respondents gave mean ratings of *good* to Fort Collins as a place to raise children, a place to attend college and a place to retire. They also gave the community a mean rating of *good* overall, as a place to live. These ratings were unchanged from prior surveys.

A new item, overall economic health, received a mean rating of *average*, with 57 percent of respondents rating it *average* or lower.

Most community attributes received mean ratings of *good*. Two exceptions were the availability and diversity of job opportunities and availability of affordable housing. Respondents gave mean ratings of *average* to both of these items.

ENVIRONMENT

Respondents rated the overall quality of the environment as *good*.

They also rated all attributes associated with environmental quality as *good*.

NEIGHBORHOOD

As places to live and as places to raise children, respondents rated their neighborhoods as *good*.

Respondents living in the eastern quadrants of Fort Collins gave their neighborhoods somewhat higher ratings than those living in the western quadrants, both as places to live and as places to raise children.

On average, respondents have lived in their current homes for 11 years. More than one third (38%) of them have been in their current homes for five or fewer years.

Overall, 96 percent of respondents know at least one of their neighbors by name. Most respondents talk with at least one of their neighbors once per week, or more often. The longer respondents live in the same home, the more frequently they talk with their neighbors.

COMMUNITY SAFETY

Respondents rated the overall safety of residents as *good*, with no significant change in the mean rating compared to previous surveys.

Using a scale ranging from *always unsafe* to *always safe*, respondents rated their neighborhoods as *always safe* during the day.

Respondents also gave downtown Fort Collins during the day a relatively high mean rating as *usually safe*, bordering on *always safe*. Nearly one-half of respondents (48.1%) rated downtown Fort Collins during the day as *always safe*.

Respondents rated all other situations and locations as *usually safe*.

TRANSPORTATION

Among the transportation options, respondents gave the highest mean rating to the ease of traveling in Fort Collins by bicycle, rating it as *good*.

Fort Collins as a walkable city and the ease of driving in Fort Collins were both rated *average*.

Only slightly more than 50 percent of respondents expressed an opinion regarding public transportation, but those with an opinion rated it *average*, bordering on *bad*.

CITY GOVERNMENT

For most items regarding informing, listening or responding to citizens, survey respondents rated the City's performance as *average*. One exception was in informing citizens about programs and services, which received a mean rating of *good*. Performance in informing citizens about City issues and problems received a rating of *average* that bordered on *good*.

Respondents rated overall City management as *average*, with no statistically significant change from the past two surveys. All other attributes of City management were also rated *average*, with one exception. Respondents rated the City's performance as *bad* (bordering on *average*) in maintaining Fort Collins' status as the retail hub of northern Colorado.

CUSTOMER SERVICE

In their interaction with citizens, employees continue to register ratings that are well within the range of *good* on all the customer service attributes.

RECREATION AND CULTURE

Respondents gave overall ratings of *good* to recreation programs and facilities for seniors, adults and youth/teens, with no significant changes in the ratings compared to previous surveys. As was true in previous surveys, respondents rated senior and adult programs and facilities somewhat higher than the programs and facilities for youth/teens. Ratings for all recreation facilities were in the range of *good*.

Respondents gave relatively high mean ratings to parks, trails and open space, well within the range of *good*. Ratings for natural areas and open space, in particular, have trended upward since the first survey was conducted in 2001.

Respondents gave all cultural and educational facilities and programs mean ratings of *good*.

COMMUNICATIONS

About 21 percent of residents had visited the City's website (www.fcgov.com) at least once during the past seven days, up from 12 percent of residents in 2003. These visitors made an average of two visits during the week.

About 18 percent of residents had used the website to transact business at least once during the past three months. Those who used the website for transactions completed an average of nearly three transactions during a three-month period.

Respondents' mean ratings for the website are in the range of *good* for the website as a source of information and as a means of transacting business. However, they rate it higher as a source of information than as a means of transacting business.

For the majority of respondents (71%), the newspaper is a primary source of information regarding City issues, services and programs. Large percentages (more than 40%) also rely on the phone book, "City News" and the "Recreator" as primary sources.

BUDGET PRIORITIES

Statistically reliable majorities of respondents said that two goals should be given more effort: improving economic health and improving transportation. For all of the other goals, majorities said they should be given the same level of effort as they currently receive.

Respondents who favored more effort to improve economic health or transportation also tended to prefer funding the extra effort with new or increased fees or by reducing efforts to achieve other goals, rather than with new or increased taxes.

When asked which goals should be reduced to fund more effort to improve economic health or transportation, respondents tended to select reduced efforts to achieve a high performing government, reduced efforts to improve neighborhood quality, and, to a lesser extent, reduced efforts to improve cultural, recreational and educational opportunities.

BACKGROUND

During April and May of 2006, the City of Fort Collins surveyed by mail a randomly selected sample of adult Fort Collins citizens. Building on the surveys conducted in 2001 and 2003, the 2006 survey was designed to serve as an integral part of the performance monitoring and budgeting process. As a monitoring and budgeting tool, the survey had two primary objectives.

1. Measure how citizens rate quality or performance in nine areas:
 - Fort Collins as a community
 - Environment
 - Neighborhood
 - Community safety
 - Transportation
 - City government
 - Customer service
 - Recreation and culture
 - Communications

2. Determine citizen priorities among seven primary goals or outcomes:
 - Improve economic health
 - Improve environmental health
 - Improve neighborhood quality
 - Safer community
 - Improve cultural, recreational and educational opportunities
 - Improve transportation
 - A high performing government

Researchers mailed questionnaires 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, 103 questionnaires could not be delivered, leaving a sample of 1,687 eligible households. Adult citizens from 786 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.

FORT COLLINS AS A COMMUNITY

Using a scale ranging from *very bad* to *very good*, respondents gave mean ratings¹ of *good* to Fort Collins as a place to raise children, a place to attend college and a place to retire. They also gave the community a mean rating of *good* overall, as a place to live (Figure 1). These ratings have been consistently *good* since the survey's inception in 2001, with no statistically significant² variation from survey to survey.

The 2006 survey asked respondents, for the first time, to rate the overall economic health of Fort Collins. Nearly all respondents (97%) expressed an opinion. As a group, they gave it a grade of *average* (Figure 1). The majority of all respondents (57%) rated overall economic health as *average* or lower (Table 1), with respondents between the ages of 25 and 65 rating it the lowest.

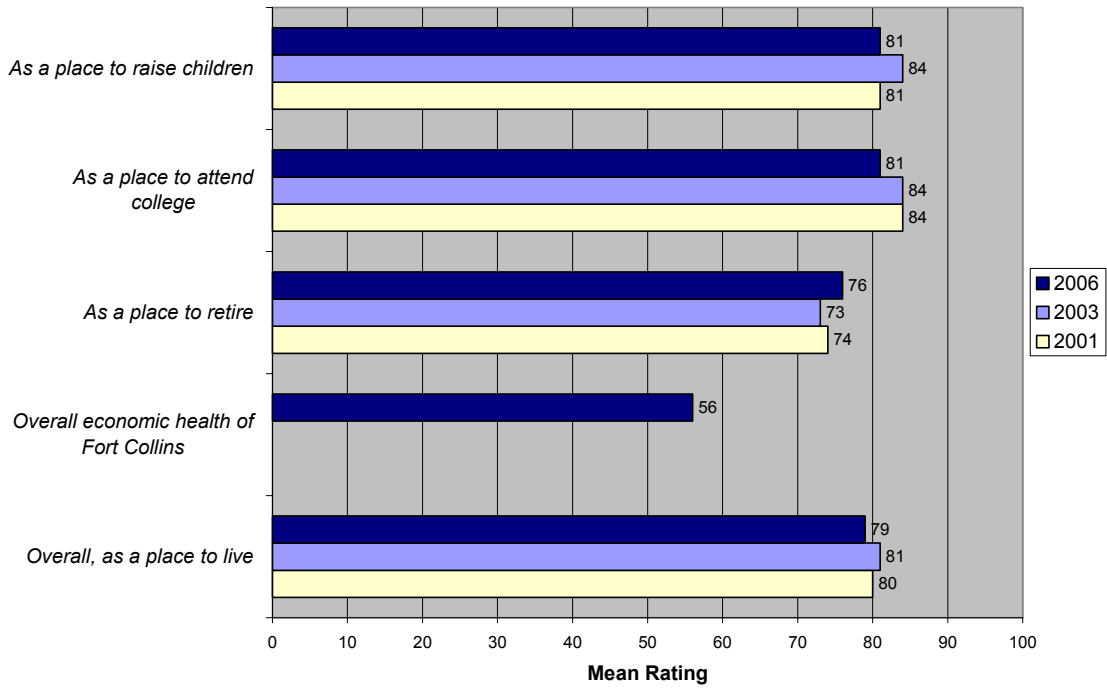
Respondent comments help to shed some light on the issue of economic health. Nearly five percent (4.8%) of respondents wrote that the City needs to attract business and promote the growth of high-paying jobs, and nearly three percent (2.8%) said that the City should be more business-friendly.

Despite this apparent concern, how respondents rate the economic health of Fort Collins has very little relationship with how they rate the community as a place to live, a place to raise children or as a place to retire. The survey data show very low correlation or relationship between ratings for economic health and the others.

¹ In order to make valid comparisons between the ratings for different community attributes, and to track each attribute's ratings over time, respondents' ratings were averaged using a scale ranging from 0 to 100, where 0 = *very bad* and 100 = *very good*. Respondents who selected the *no opinion* option for any given attribute were not included in the mean rating.

² The term "significant" is used in statistics (and in this report) to mean that the change in a measured number from one period to the next or the difference between two measured numbers is not due to chance or random variation. Significance depends upon sample size, the amount of variation in the sample data and the amount of change or difference between two numbers. The mean ratings that respondents give to various items (such as Fort Collins as a place to raise children) may change from survey to survey, but small changes are usually due to random variation in the survey sample data and are not significant. Any significant changes are identified in the report text.

**FIGURE 1
OVERALL COMMUNITY RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 1
OVERALL COMMUNITY RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
As a place to raise children	35.4%	39.4%	12.0%	0.8%	0.3%	12.2%
As a place to attend college	34.5%	43.4%	10.6%	0.9%	0.3%	10.4%
As a place to retire	31.2%	36.4%	17.2%	4.3%	1.1%	9.8%
Overall economic health of Fort Collins	3.8%	34.7%	42.5%	11.8%	3.1%	3.2%
Overall, as a place to live	33.0%	50.3%	15.3%	0.6%	0.3%	0.6%

The survey also asked respondents to rate Fort Collins on several specific attributes, shown in Figure 2 and Table 2. Nearly all of these items were either newly added to the 2006 survey or substantially revised from past surveys. Respondents rated most of the attributes as *good*. They gave mean ratings lower than *good* to two attributes.

The highest ratings, in the *good* range, were given to:

- Availability and diversity of recreational opportunities
- Availability and diversity of dining
- Quality of public schools

The next highest ratings, in the *good* range, were given to:

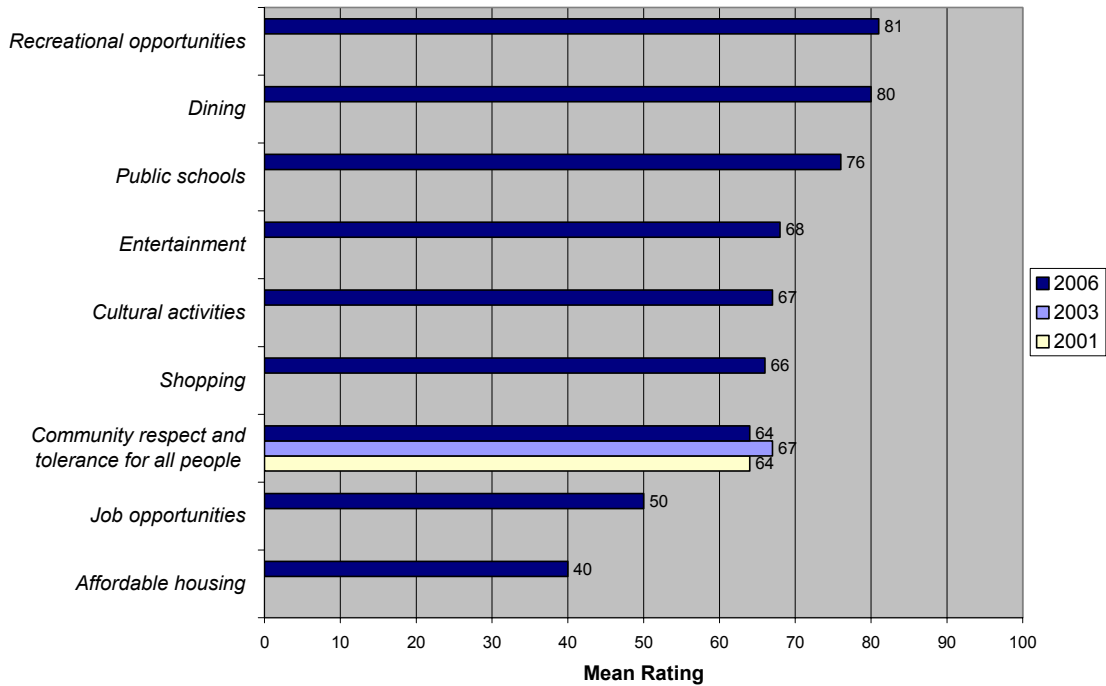
- Availability and diversity of entertainment
- Availability and diversity of cultural activities
- Availability and diversity of shopping
- Community respect and tolerance for all people

The lowest ratings, in the *average* range, were given to:

- Availability and diversity of job opportunities
- Availability of affordable housing

The majority of respondents rated each of these two items as *average* or below (Table 2), similar to their opinions of the community's overall economic health.

**FIGURE 2
COMMUNITY ATTRIBUTE RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 2
COMMUNITY ATTRIBUTE RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Availability and diversity of recreational opportunities	38.7%	43.4%	13.1%	0.9%	0.6%	3.3%
Availability and diversity of dining	40.3%	41.5%	13.7%	1.9%	0.8%	1.8%
Quality of public schools	25.1%	37.3%	14.4%	1.8%	0.9%	20.6%
Availability and diversity of entertainment	13.4%	48.1%	28.5%	4.2%	1.0%	4.8%
Availability and diversity of cultural activities	12.7%	43.3%	30.7%	5.6%	0.5%	7.3%
Availability and diversity of shopping	16.3%	40.5%	31.6%	7.6%	2.0%	2.0%
Community respect and tolerance for all people	13.1%	38.4%	36.6%	6.7%	1.7%	3.4%
Availability and diversity of job opportunities	1.9%	19.7%	36.9%	15.8%	4.5%	21.2%
Availability of affordable housing	2.3%	10.7%	35.4%	33.0%	8.5%	10.2%

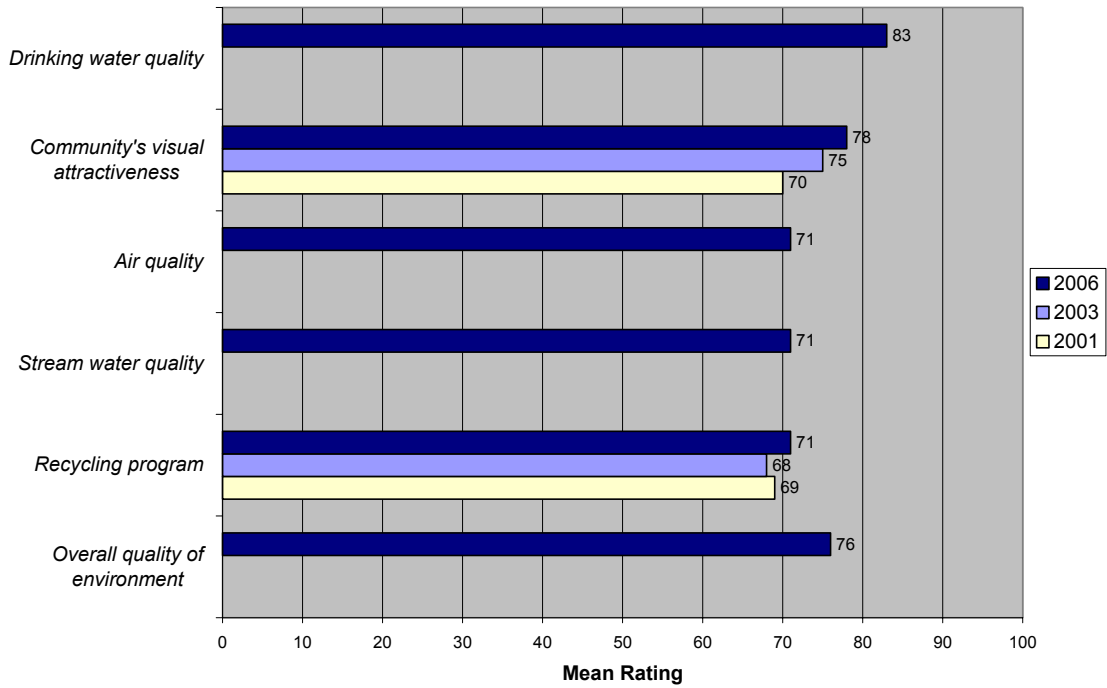
ENVIRONMENT

Respondents rated the overall quality of the environment as *good*. They also rated all attributes associated with environmental quality as *good*, but drinking water quality and the community's visual attractiveness both received ratings relatively higher than the others (Figure 3 and Table 3).

Respondents' opinions of the community's visual attractiveness have improved significantly since 2001, from a mean rating of 70 in 2001 to 78 in 2006.

The recycling program has also been rated with each survey since 2001, but with no statistically significant change in its mean rating over the years.

**FIGURE 3
ENVIRONMENTAL ATTRIBUTE RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 3
ENVIRONMENTAL ATTRIBUTE RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Recycling program	18.7%	48.0%	24.0%	4.8%	0.8%	3.7%
Stream water quality	14.1%	44.3%	19.3%	2.9%	0.5%	18.8%
Air quality	16.7%	54.5%	23.4%	3.2%	0.5%	1.8%
Community's visual attractiveness	30.5%	52.0%	15.0%	1.0%	0.4%	1.0%
Drinking water quality	43.8%	43.0%	11.1%	1.0%	0.0%	1.1%
Overall quality of environment	20.6%	61.1%	15.9%	0.9%	0.1%	1.4%

NEIGHBORHOOD

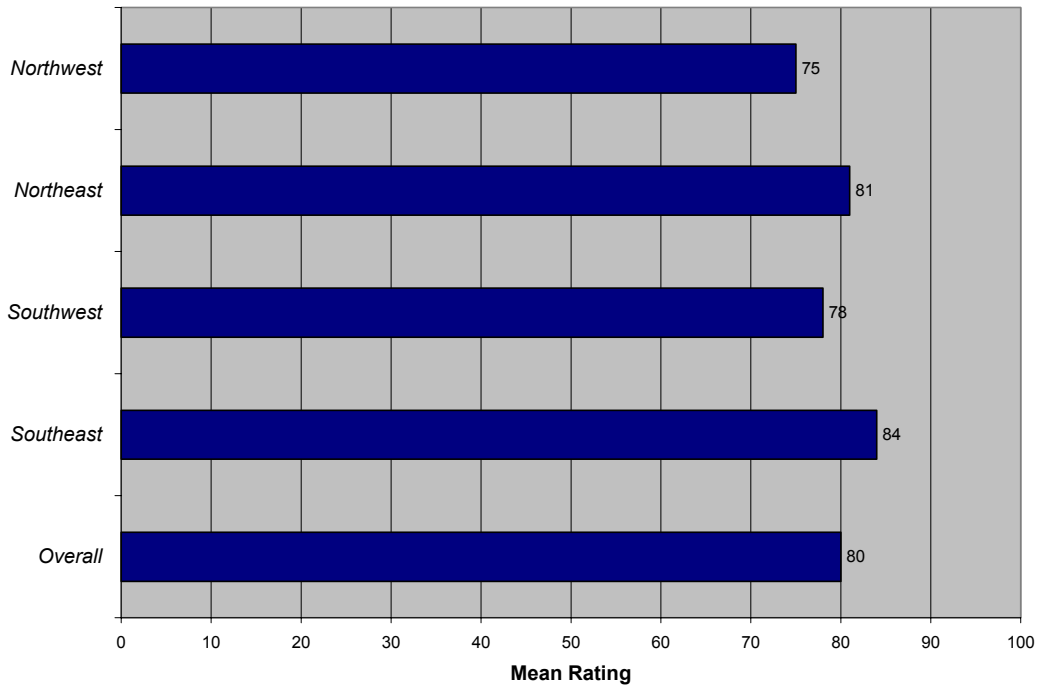
Regardless of where they live, respondents gave their neighborhoods mean ratings as places to live in the range of *good*. However, there are some significant differences between quadrants of Fort Collins (Figure 4).

Generally, respondents in the eastern quadrants³ of Fort Collins rated their neighborhoods higher than those in the western quadrants. In particular, respondents residing in the southeast quadrant rated their neighborhoods much higher than residents in the northwest quadrant (Figure 4). Nearly one-half (48.3%) of respondents from the southeast quadrant rated their neighborhoods as *very good*, compared to only about 30 percent rating their neighborhoods *very good* in the northwest quadrant (Table 4).

The most frequent (2.9% of respondents) comment written by respondents regarding neighborhoods was concern with rental homes in neighborhoods and enforcement of rental codes.

³ The dividing lines for quadrants are College Avenue (east/west) and Drake Road (north/south).

FIGURE 4
NEIGHBORHOOD AS A PLACE TO LIVE



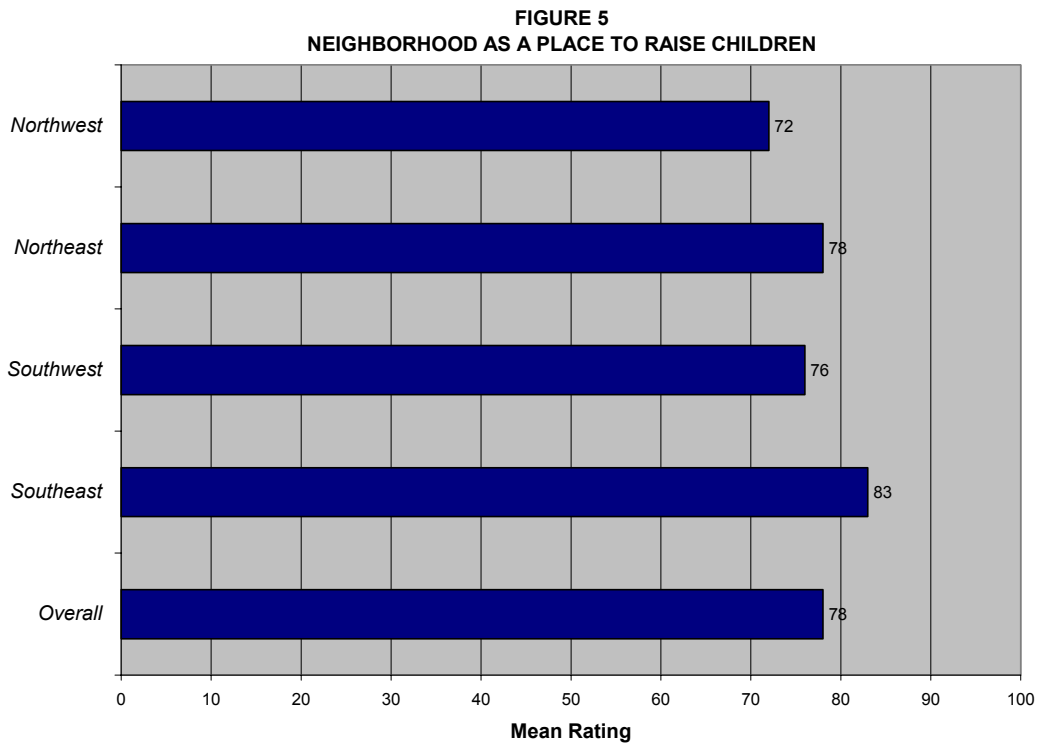
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

TABLE 4
NEIGHBORHOOD AS A PLACE TO LIVE

	Very Good	Good	Average	Bad	Very Bad	No Opinion	Responses
Northwest	29.9%	41.8%	25.4%	2.3%	0.0%	0.6%	177
Northeast	41.8%	41.8%	12.2%	3.1%	0.0%	1.0%	98
Southwest	34.6%	47.6%	14.1%	2.2%	1.1%	0.5%	185
Southeast	48.3%	40.2%	9.8%	0.3%	0.7%	0.7%	296
Overall	40.3%	42.0%	14.6%	1.7%	0.6%	0.8%	786

As places to raise children, respondents also gave their neighborhoods mean ratings of *good*, with respondents living in the eastern quadrants rating their neighborhoods somewhat higher than those in the western quadrants (Figure 5).

Respondents in the southeastern quadrant gave their neighborhoods the highest mean rating (83), while those in the northwest quadrant gave the lowest mean rating (72).

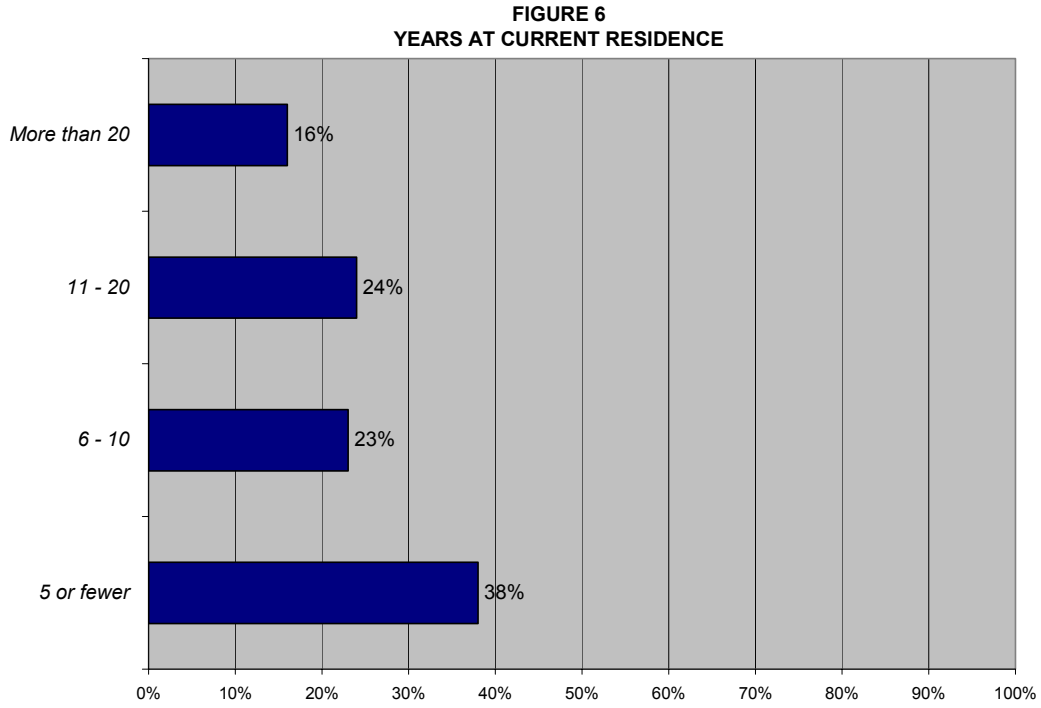


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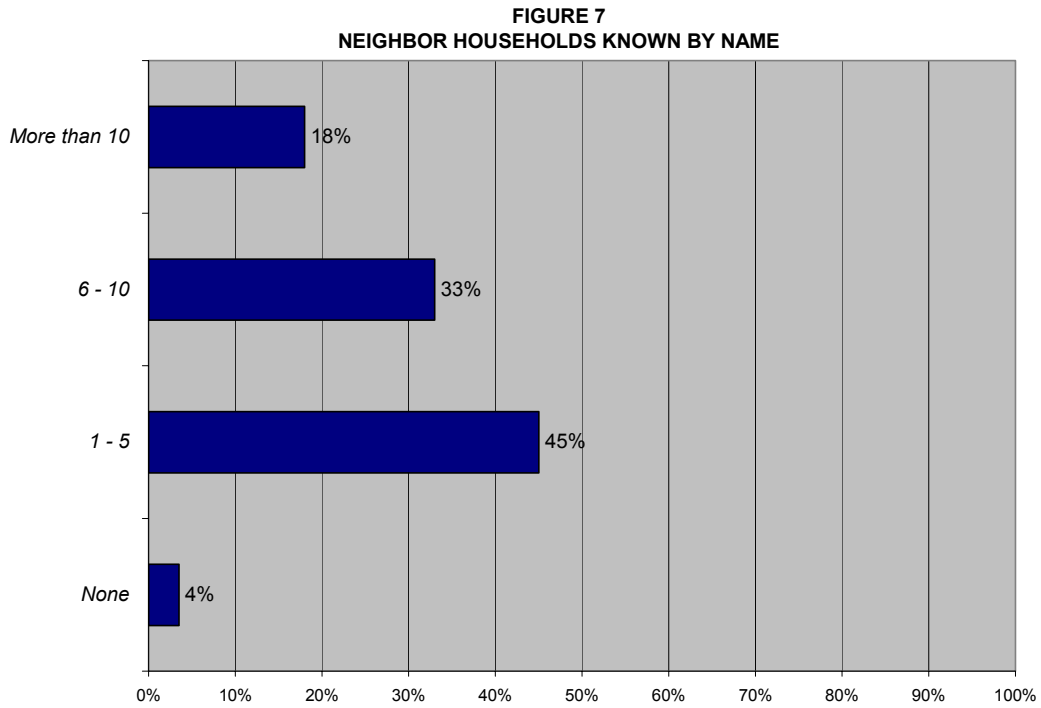
TABLE 5
NEIGHBORHOOD AS A PLACE TO RAISE CHILDREN

	Very Good	Good	Average	Bad	Very Bad	No Opinion	Responses
Northwest	24.3%	31.1%	23.2%	5.6%	0.6%	15.3%	177
Northeast	27.6%	34.7%	12.2%	2.0%	1.0%	22.4%	98
Southwest	27.6%	40.0%	14.6%	3.2%	0.5%	14.1%	185
Southeast	42.6%	37.8%	10.5%	1.0%	0.3%	7.8%	296
Overall	32.6%	36.3%	14.6%	3.1%	0.5%	13.0%	786

On average, respondents have lived in their current homes for 11 (11.22) years. More than one third (38%) of them have been in their current homes for five or fewer years.

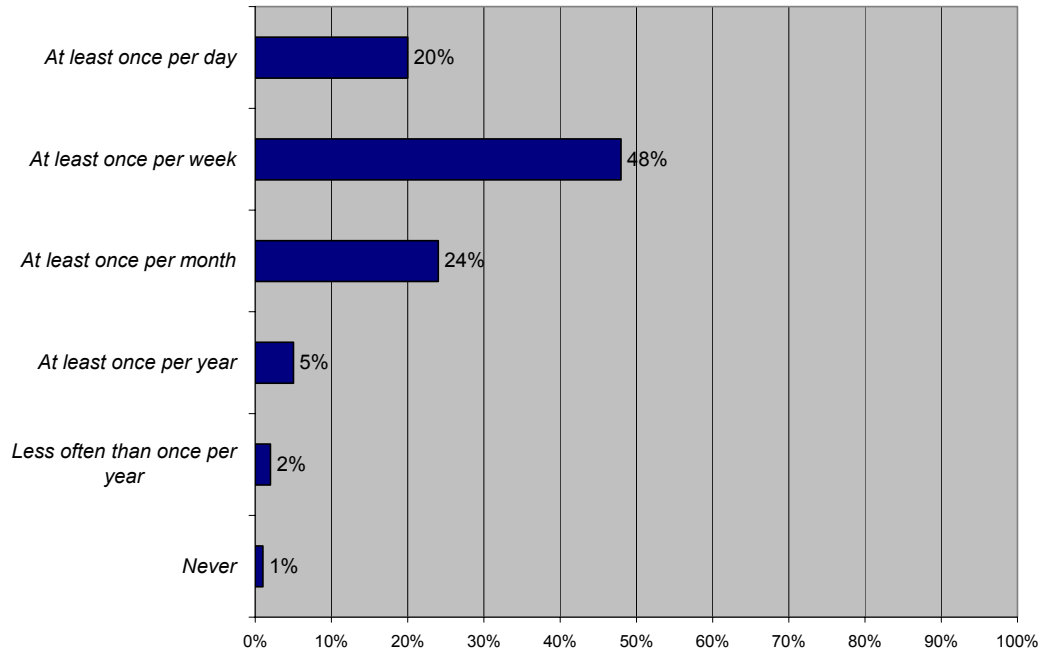


Overall, 96 percent of respondents know at least one of their neighbors by name. On average, respondents know neighbors from nearly eight (7.55) different households.



Most respondents talk with at least one of their neighbors once per week, or more often. The longer respondents live in the same home, the more frequently they talk with their neighbors. For example, respondents who talk very infrequently with any of their neighbors (less often than once per month) have lived in their current homes for about six years (6.22), on average. Respondents who talk frequently with any of their neighbors (once per month, or more often) have lived in their current homes for an average of nearly 12 years (11.54), and they tend to know more of their neighbors from different households by name.

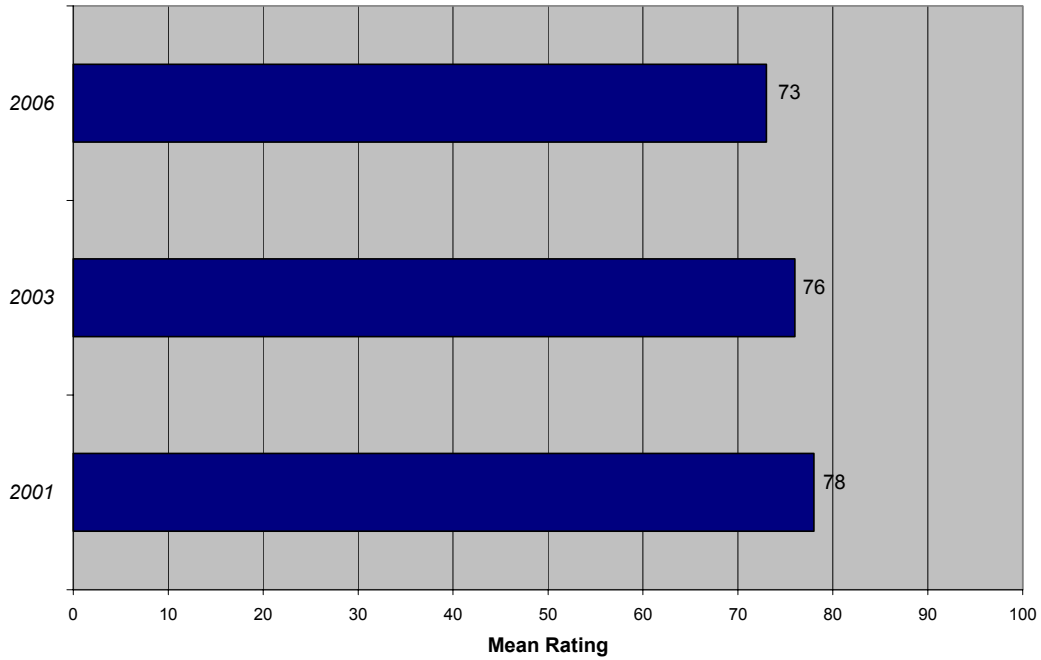
FIGURE 8
HOW OFTEN NEIGHBORS TALK WITH EACH OTHER



COMMUNITY SAFETY

Respondents rated the overall safety of residents as *good*, with no significant change in the mean rating compared to previous surveys.

FIGURE 9
OVERALL SAFETY OF RESIDENTS



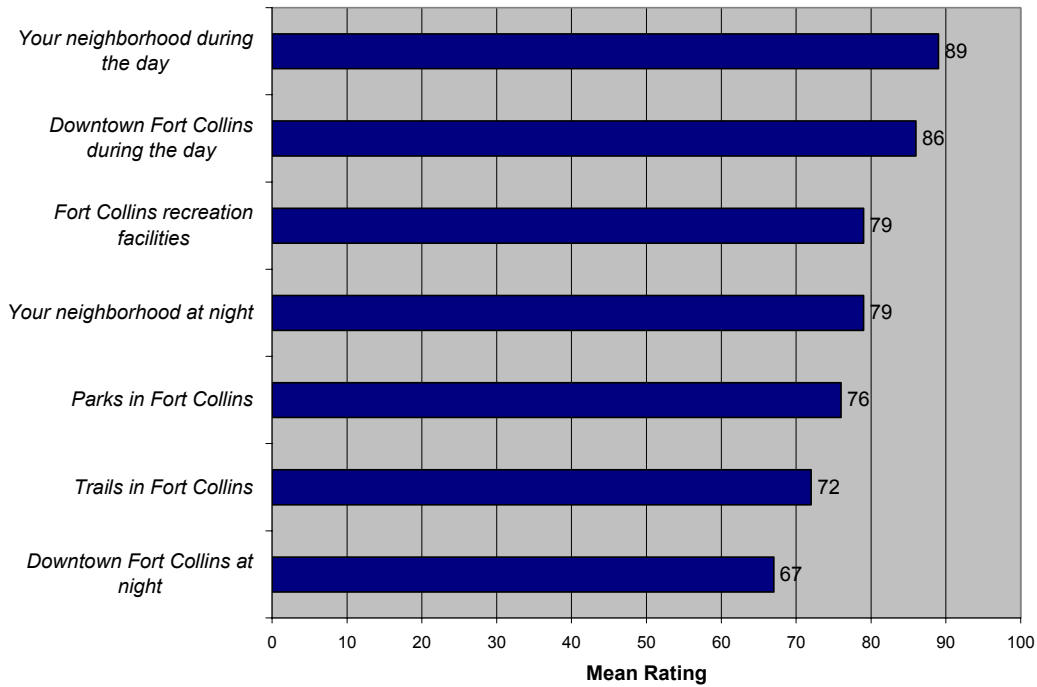
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

The 2006 survey asked residents to rate how safe they feel in several different situations or locations. Using a scale ranging from *always unsafe* to *always safe*⁴, respondents rated their neighborhoods as *always safe* during the day. They also gave downtown Fort Collins during the day a relatively high mean rating as *usually safe*, bordering on *always safe*. Nearly one-half of respondents (48.1%) rated downtown Fort Collins during the day as *always safe*. Although lower, they rated all other situations and locations as *usually safe* (Figure 10 and Table 6).

Besides pointing out that respondents feel safer in their own neighborhoods than just about anywhere else, Figure 10 also shows that respondents generally feel safer during the day than at night. They feel much safer in their neighborhoods during the day than at night (89 during the day, compared to 79 at night), and much safer in downtown Fort Collins during the day (86 during the day, compared to 67 at night).

⁴ In order to make valid comparisons between the ratings for different situations or locations, and to track each situation's or location's ratings over time, respondents' ratings were averaged using a scale ranging from 0 to 100, where 0 = *always unsafe* and 100 = *always safe*. Respondents who selected the *no opinion* option for any given item were not included in the mean.

**FIGURE 10
SAFETY RATINGS**



0 to 12 = always unsafe, 13 to 37 = usually unsafe, 38 to 62 = sometimes safe/unsafe, 63 to 87 = usually safe, 88 to 100 = always safe

**TABLE 6
SAFETY RATINGS**

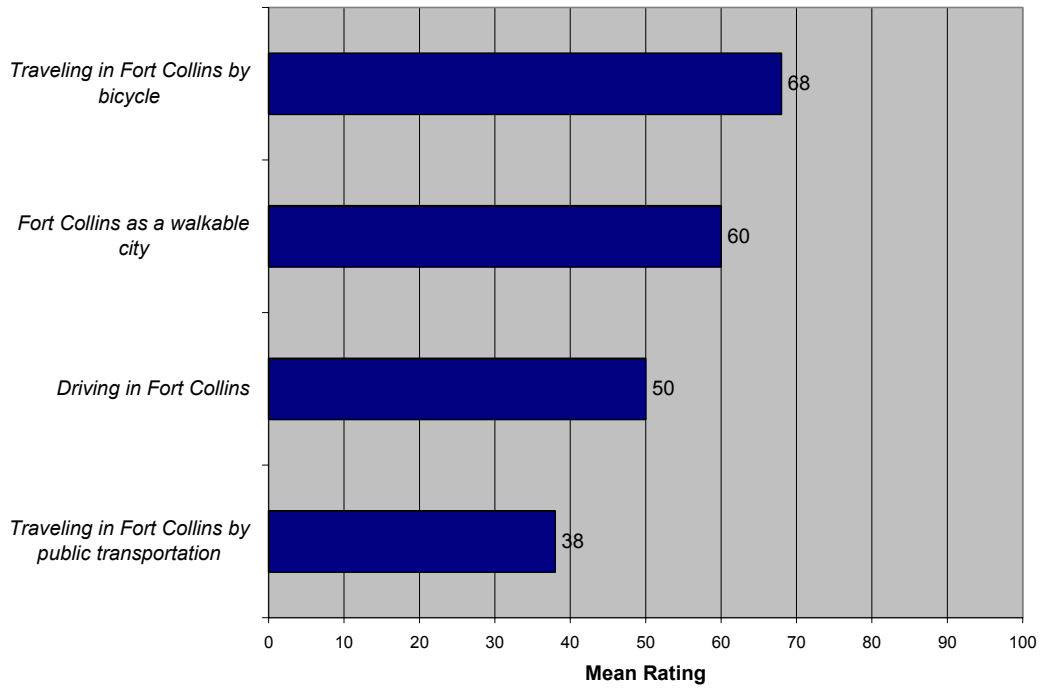
	Always Safe	Usually Safe	Sometimes Safe/Unsafe	Usually Unsafe	Always Unsafe	No Opinion
Your neighborhood during the day	60.1%	36.9%	2.0%	0.3%	0.1%	0.6%
Downtown Fort Collins during the day	48.1%	44.5%	3.7%	0.1%	0.0%	3.6%
Recreation facilities in Fort Collins	22.8%	56.4%	7.5%	0.4%	0.1%	12.8%
Your neighborhood at night	29.5%	57.0%	10.9%	1.4%	0.4%	0.8%
Parks in Fort Collins	19.2%	59.8%	11.8%	1.0%	0.1%	8.0%
Trails in Fort Collins	11.1%	52.3%	19.0%	1.3%	0.3%	16.2%
Downtown Fort Collins at night	9.4%	44.4%	31.7%	2.7%	0.3%	11.6%
	Very Good	Good	Average	Bad	Very Bad	No Opinion
Overall safety of residents	17.2%	56.9%	23.0%	2.0%	0.1%	0.8%

TRANSPORTATION

Among the transportation options, respondents gave the highest mean rating to the ease of traveling by bicycle, rating it as *good*. Fort Collins as a walkable city and the ease of driving were both rated *average*. Only slightly more than 50 percent of respondents expressed an opinion regarding public transportation, but those with an opinion rated it *average*, bordering on *bad* (Figure 11 and Table 7).

Some respondents wrote comments regarding transportation. The most common was to improve signal timing or traffic flow (4.1% of respondents). Some also recommended improving public transportation by expanding bus routes and/or schedules (3.8% of respondents).

**FIGURE 11
TRANSPORTATION RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 7
TRANSPORTATION RATINGS**

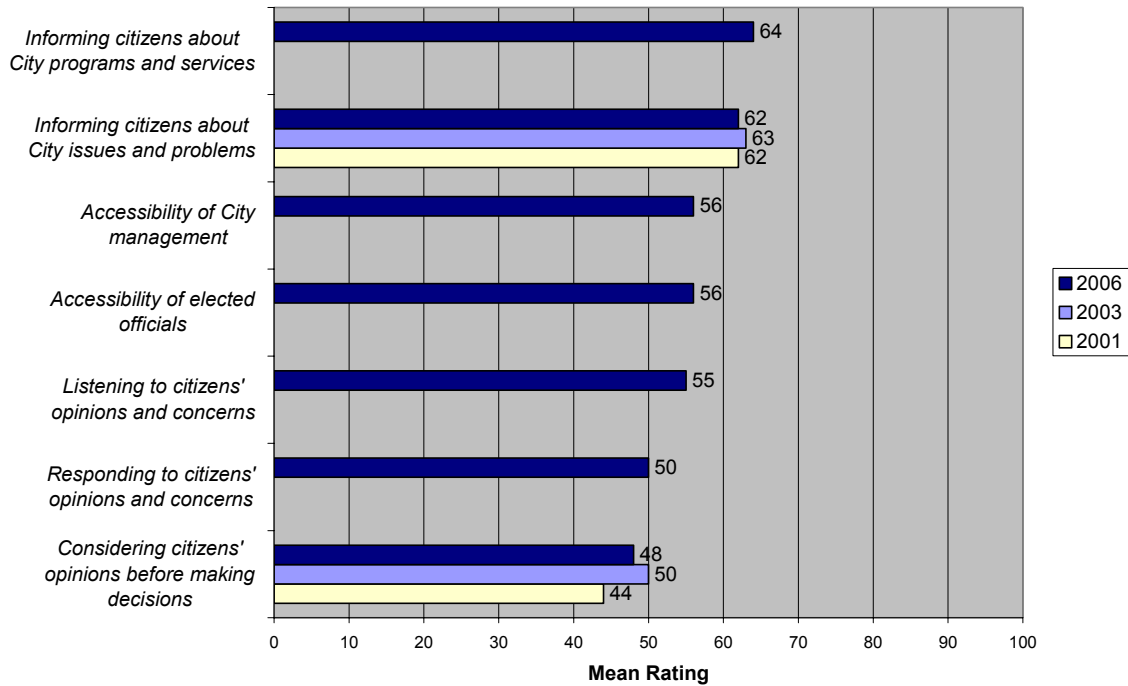
	Very Good	Good	Average	Bad	Very Bad	No Opinion
Ease of traveling in Fort Collins by bicycle	15.6%	34.1%	21.2%	5.3%	1.8%	21.9%
Fort Collins as a walkable city	10.4%	33.7%	35.8%	11.2%	2.5%	6.4%
Ease of driving in Fort Collins	4.6%	26.5%	40.2%	20.5%	6.6%	1.7%
Ease of traveling in Fort Collins by public transportation	1.5%	7.1%	17.6%	15.4%	9.3%	49.1%

CITY GOVERNMENT

For most items regarding informing, listening or responding to citizens, survey respondents rated the City's performance as *average*. One exception was in informing citizens about programs and services, which received a mean rating of *good*. Performance in informing citizens about City issues and problems received a rating of *average* that bordered on *good* (Figure 12 and Table 8).

As in past surveys, respondents gave the lowest ratings to considering citizens' opinions before making decisions. A few respondents (less than 1%) wrote comments saying that the City's decisions did not reflect citizen wishes, or that the City should seek more public input on issues.

FIGURE 12
RATINGS FOR INFORMING, LISTENING AND RESPONDING



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

TABLE 8
RATINGS FOR INFORMING, LISTENING AND RESPONDING

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Informing citizens about City programs and services	10.4%	40.3%	37.2%	6.2%	0.6%	5.2%
Informing citizens about City issues and problems	8.8%	37.9%	38.3%	7.1%	1.3%	6.6%
Accessibility of City management	4.1%	18.7%	30.0%	7.8%	1.5%	37.9%
Accessibility of elected officials	4.3%	18.4%	30.3%	7.9%	1.9%	35.1%
Listening to citizens' opinions and concerns	4.6%	25.7%	35.6%	11.6%	3.6%	19.0%
Responding to citizens' opinions and concerns	2.3%	19.1%	38.8%	14.8%	4.1%	21.0%
Considering citizens' opinions before making decisions	2.2%	18.3%	35.0%	16.2%	6.1%	22.3%

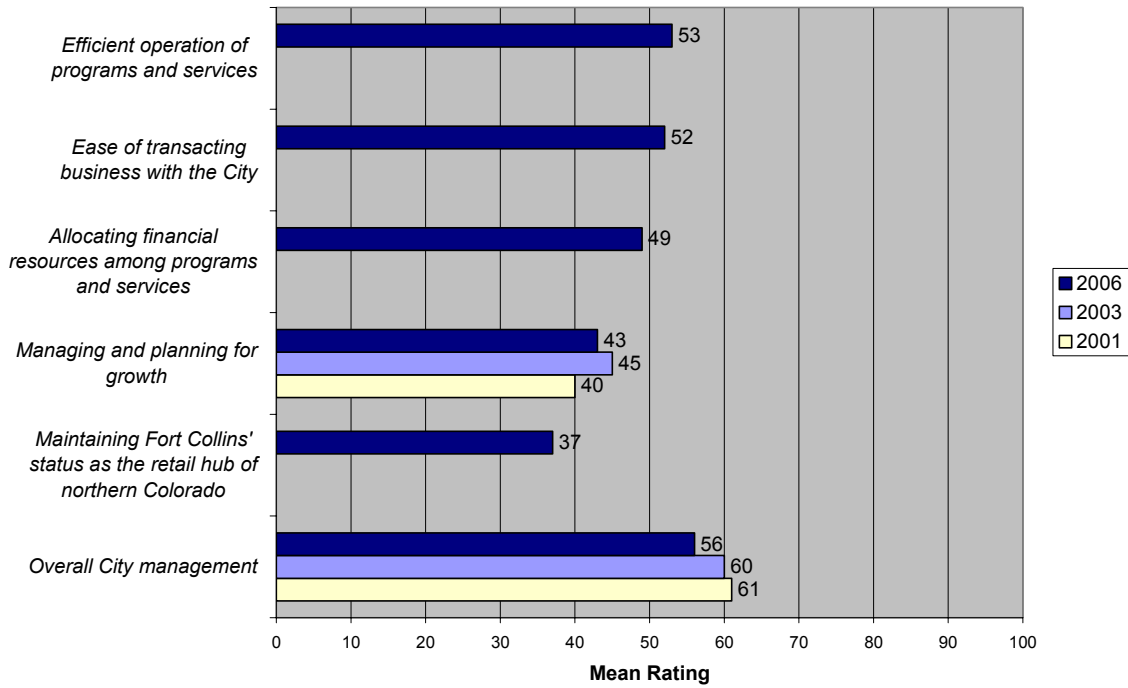
Respondents rated overall City management as *average*, with no statistically significant change from the past two surveys. All other attributes of City management were also rated *average*, with one exception.

Respondents rated the City's performance as *bad* (bordering on *average*) in maintaining Fort Collins' status as the retail hub of northern Colorado (Figure 13 and Table 9). Considering that 65 percent of respondents in the 2003 survey expressed either *support* or *strong support* of efforts by the City to maintain this status, the City's efforts have clearly not met residents' expectations.

Some respondents wrote comments regarding City management, which are summarized below.

- City should become more business-friendly 3%
- City government needs to become more efficient 2%
- City needs to do better managing retail and residential growth 2%

**FIGURE 13
CITY MANAGEMENT RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

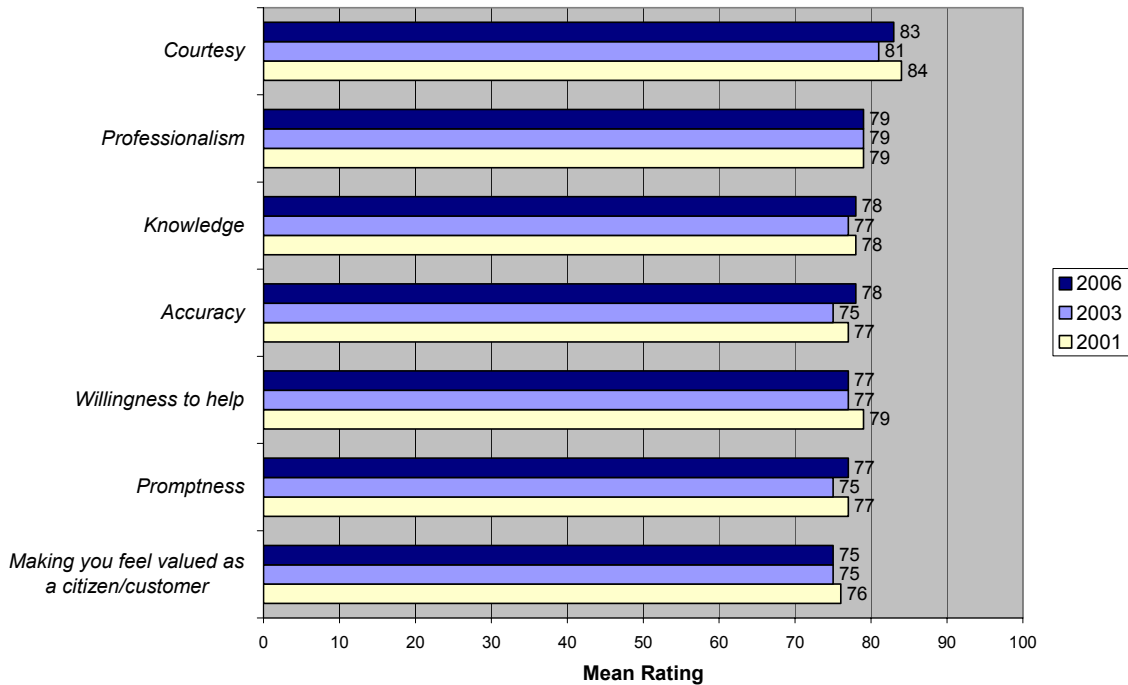
**TABLE 9
CITY MANAGEMENT RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Efficient operation of programs and services	2.5%	20.1%	43.6%	8.1%	3.2%	22.4%
Ease of transacting business with the City	2.7%	20.2%	35.4%	9.3%	4.7%	27.7%
Allocating financial resources among programs and services	1.1%	15.4%	41.3%	12.7%	4.7%	24.7%
Managing and planning for growth	2.3%	15.0%	34.7%	21.4%	11.7%	14.9%
Maintaining Fort Collins' status as the retail hub of northern Colorado	1.9%	13.2%	27.5%	29.9%	15.9%	11.6%
Overall City management	2.7%	28.2%	46.9%	8.0%	2.4%	11.7%

CUSTOMER SERVICE

About 53 percent of respondents (416 respondents) had some type of contact with a City of Fort Collins employee during the past 12 months. In their interaction with citizens, employees continue to register ratings that are well within the range of *good* on all the customer service attributes. These ratings have been consistent in all three surveys, with only random variations in the ratings from survey to survey (Figure 14 and Table 10).

FIGURE 14
CUSTOMER SERVICE RATINGS BY CITIZENS WITH EMPLOYEE CONTACT



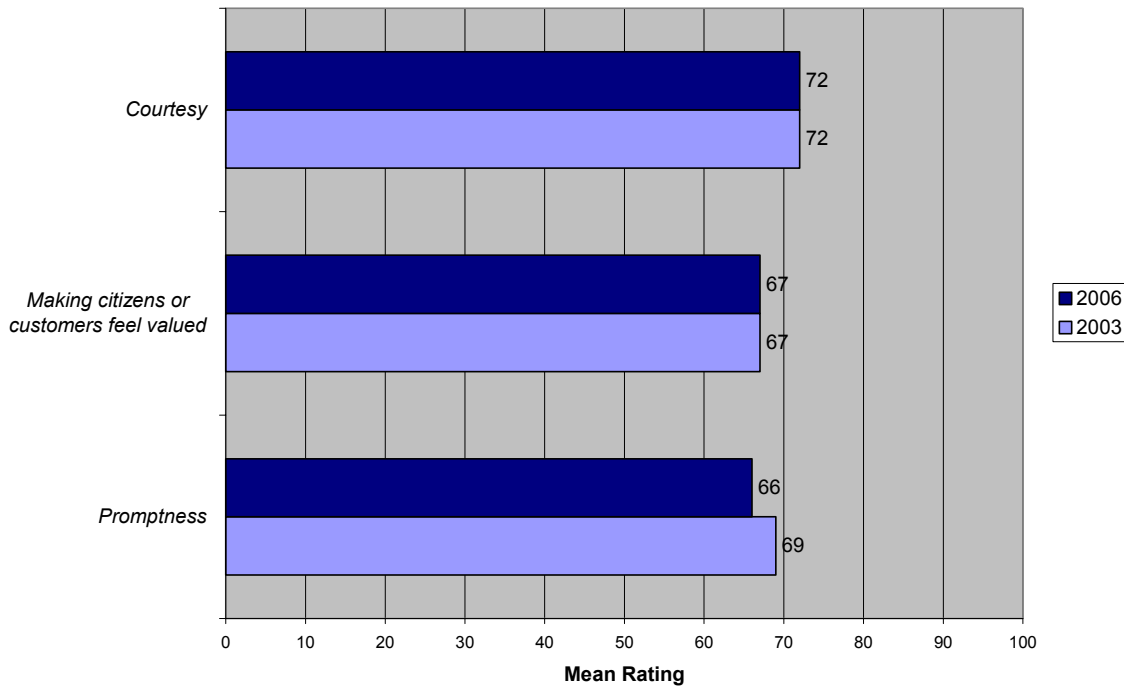
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

TABLE 10
CUSTOMER SERVICE RATINGS
BY CITIZENS WITH EMPLOYEE CONTACT

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Courtesy	48.6%	36.3%	11.1%	2.4%	0.7%	1.0%
Professionalism	42.8%	34.1%	15.6%	4.3%	1.2%	1.9%
Knowledge	40.6%	35.1%	17.8%	3.4%	1.0%	2.2%
Accuracy	38.9%	34.6%	12.7%	4.8%	2.2%	6.7%
Willingness to help	42.1%	33.2%	15.4%	6.0%	1.9%	1.4%
Promptness	40.4%	32.5%	18.8%	4.1%	1.7%	2.6%
Making you feel valued as a citizen/customer	36.5%	36.3%	17.5%	6.0%	2.2%	1.4%

Respondents who have not had contact with the City's employees perceive employee customer service performance to be *good* on the three attributes shown in Figure 15 and Table 11. However, these respondents consistently rate employee performance considerably lower than the ratings given by respondents who have had actual contact.

FIGURE 15
CUSTOMER SERVICE RATINGS BY CITIZENS WITH NO EMPLOYEE CONTACT



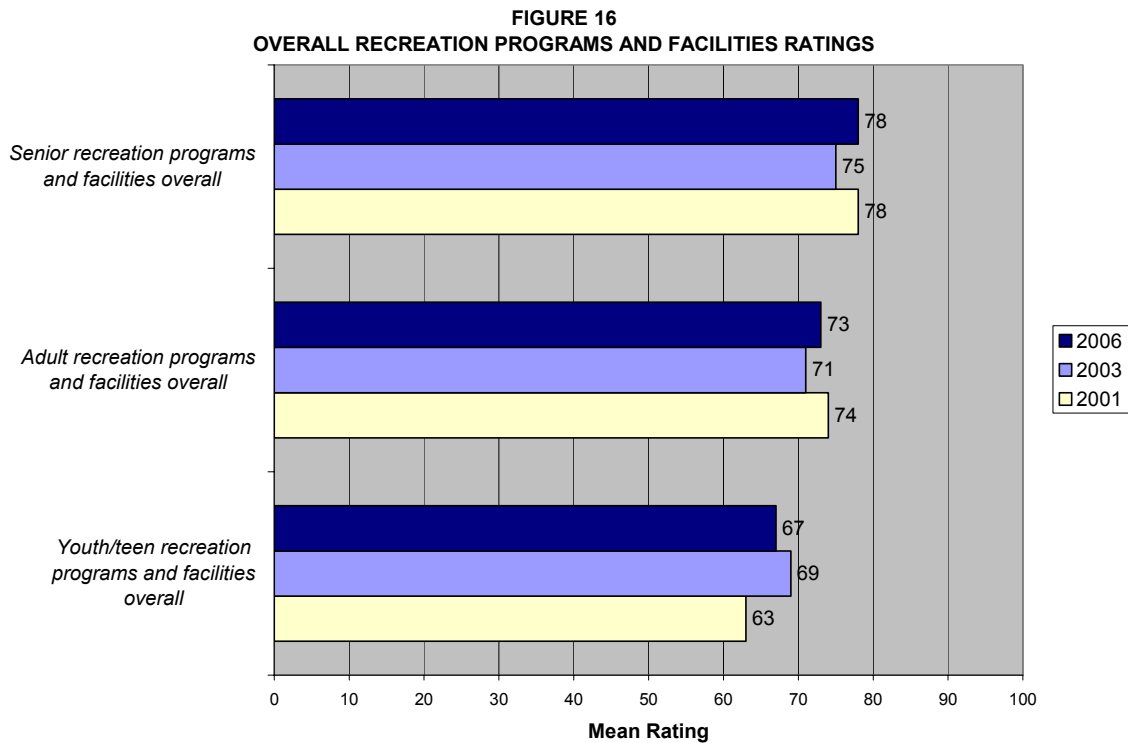
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

TABLE 11
CUSTOMER SERVICE RATINGS
BY CITIZENS WITH NO EMPLOYEE CONTACT

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Courtesy	13.8%	38.3%	17.6%	1.2%	0.9%	28.2%
Making citizens or customers feel valued	10.1%	33.4%	22.8%	2.6%	1.2%	30.0%
Promptness	8.4%	32.3%	23.3%	2.3%	1.4%	32.3%

RECREATION AND CULTURE

Respondents gave overall ratings of *good* to recreation programs and facilities for seniors, adults and youth/teens, with no significant changes in the ratings compared to previous surveys (Figure 16). As was true in previous surveys, respondents rated senior and adult programs and facilities somewhat higher than the programs and facilities for youth/teens (Figure 16 and Table 12).

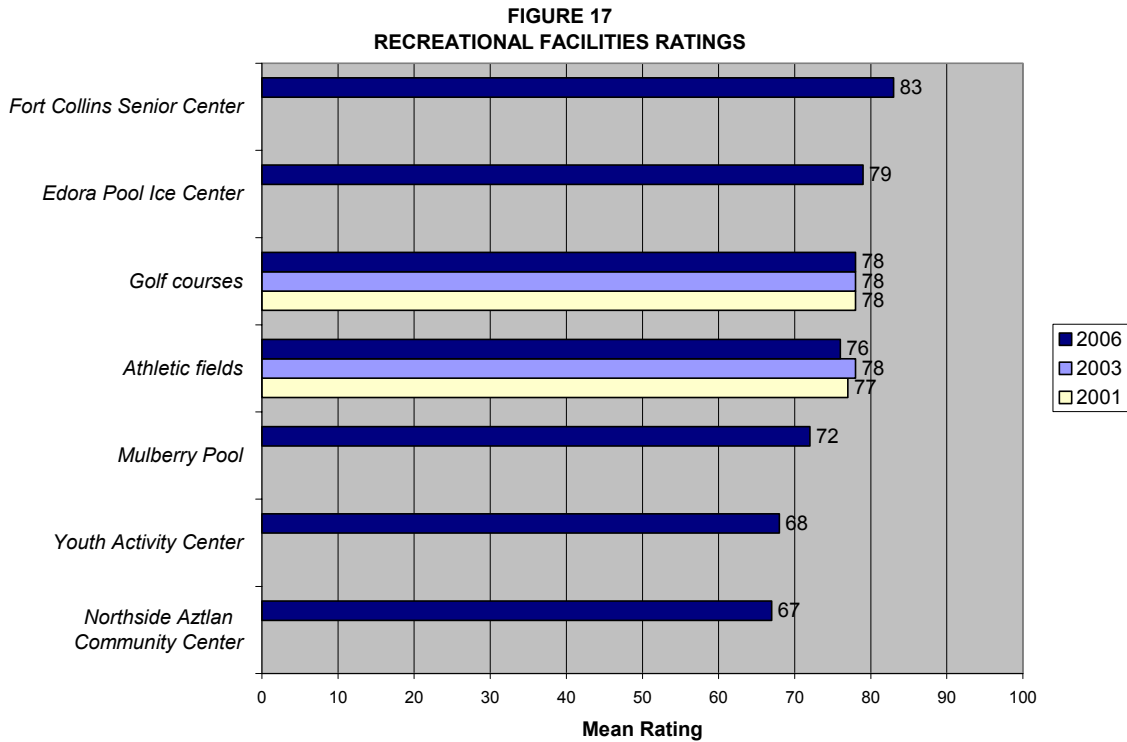


0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

TABLE 12
OVERALL RECREATION PROGRAMS AND FACILITIES RATINGS

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Senior recreation programs and facilities overall	19.5%	29.0%	10.6%	0.6%	0.0%	40.3%
Adult recreation programs and facilities overall	16.7%	36.9%	18.3%	1.7%	0.0%	26.5%
Youth/teen recreation programs and facilities overall	9.4%	23.7%	14.9%	4.3%	1.0%	46.7%

Consistent with the overall ratings, respondents gave the Fort Collins Senior Center the highest mean rating of all the facilities (Figure 17 and Table 13). They gave the Northside Aztlan Community Center and the Youth Activity Center relatively lower ratings than other facilities, but the ratings for all facilities were in the range of *good*.



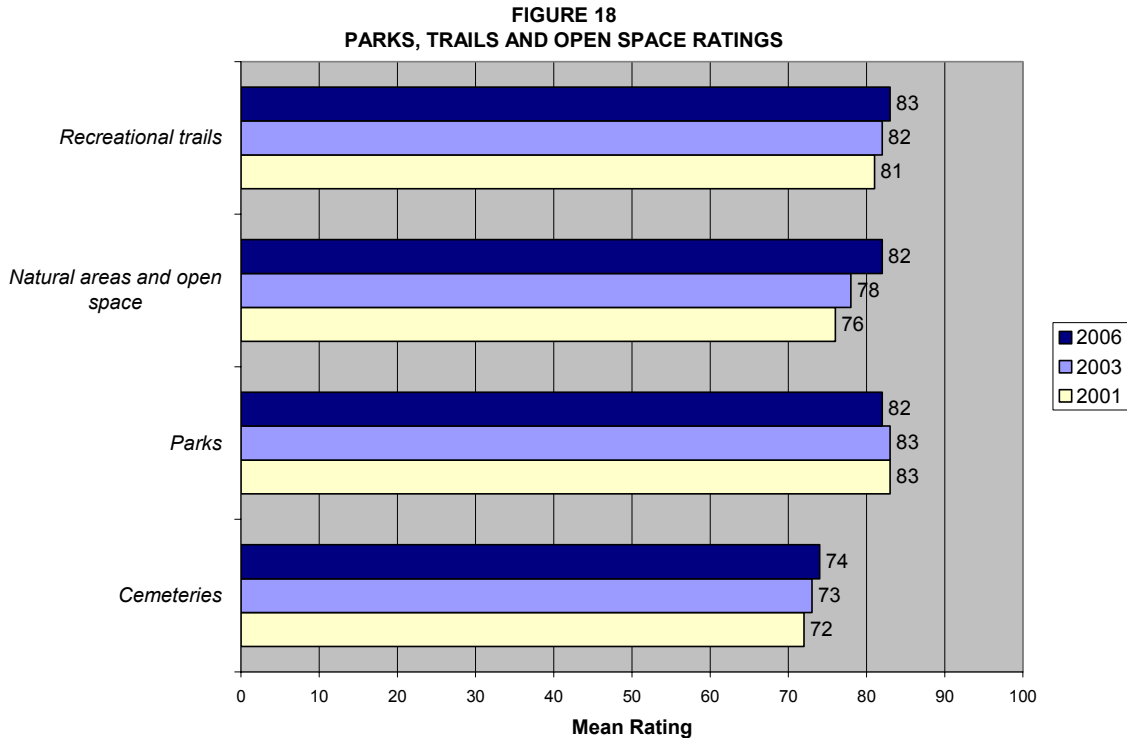
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 13
RECREATIONAL FACILITIES RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Fort Collins Senior Center	32.1%	29.9%	7.9%	0.4%	0.1%	29.6%
Edora Pool Ice Center	24.0%	35.9%	10.2%	1.0%	0.1%	28.8%
Golf courses	18.6%	31.6%	10.8%	0.4%	0.1%	38.5%
Athletic fields	19.0%	36.3%	13.5%	1.4%	0.1%	29.8%
Mulberry Pool	12.2%	31.6%	13.4%	2.2%	0.4%	40.3%
Youth Activity Center	11.5%	21.8%	13.1%	4.7%	1.1%	47.8%
Northside Aztlan Community Center	6.0%	16.9%	12.7%	2.7%	0.1%	61.6%

Respondents have consistently given relatively high mean ratings to parks, trails and open space. They gave mean ratings well within the range of *good* to all three (Figure 18 and Table 14). Respondents also gave a mean rating of *good* to cemeteries.

Ratings for natural areas and open space have been trending upward since the first survey was conducted in 2001. The mean rating of 82 in 2006 represents a significant increase over the rating of 76 in 2001.



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 14
PARKS, TRAILS AND OPEN SPACE RATINGS**

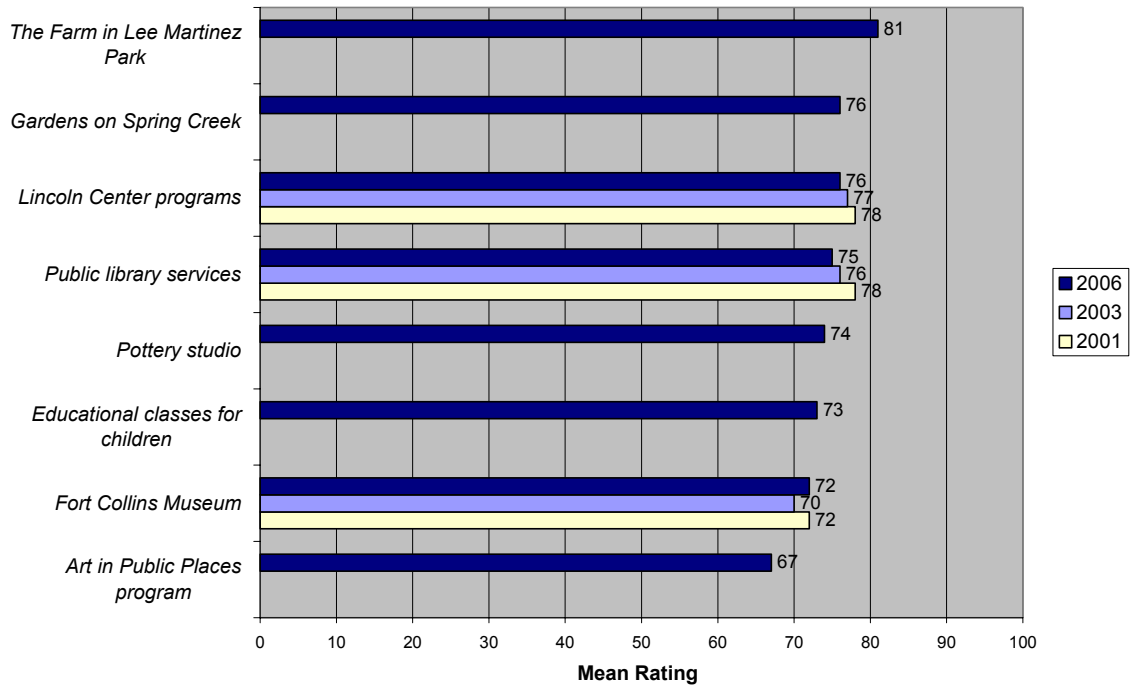
	Very Good	Good	Average	Bad	Very Bad	No Opinion
Recreational trails	39.3%	41.2%	8.0%	0.6%	0.0%	10.8%
Natural areas and open space	38.7%	43.5%	9.3%	0.9%	0.5%	7.1%
Parks	39.6%	42.6%	12.1%	0.4%	0.1%	5.2%
Cemeteries	15.6%	30.4%	16.4%	0.6%	0.1%	36.8%

Respondents gave all cultural and educational facilities and programs mean ratings of *good*. However, they rated the Farm in Lee Martinez Park somewhat higher than the others, and the Art in Public Places program somewhat lower (Figure 19 and Table 15).

Ratings for Lincoln Center programs, library services and the Fort Collins Museum have not changed significantly, compared to past surveys. Any change in ratings from survey to survey has been due to random variation.

A few respondents (less than 1%) wrote comments requesting that library drop boxes be brought back into service.

**FIGURE 19
CULTURAL AND EDUCATIONAL FACILITIES AND PROGRAMS RATINGS**



0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 15
CULTURAL AND EDUCATIONAL FACILITIES AND PROGRAMS RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
The Farm in Lee Martinez Park	26.3%	33.1%	8.5%	0.5%	0.3%	31.3%
Gardens on Spring Creek	14.5%	26.7%	9.4%	0.9%	0.1%	48.3%
Lincoln Center programs	24.7%	42.1%	17.2%	1.8%	0.3%	14.0%
Public library services	26.6%	37.8%	21.0%	1.7%	0.3%	12.7%
Pottery studio	7.0%	15.0%	7.8%	0.3%	0.0%	70.0%
Educational classes for children	11.7%	26.8%	11.8%	1.4%	0.1%	48.1%
Fort Collins Museum	14.1%	31.3%	20.9%	1.1%	0.0%	32.6%
Art in Public Places program	8.8%	24.8%	18.3%	3.4%	0.9%	43.8%

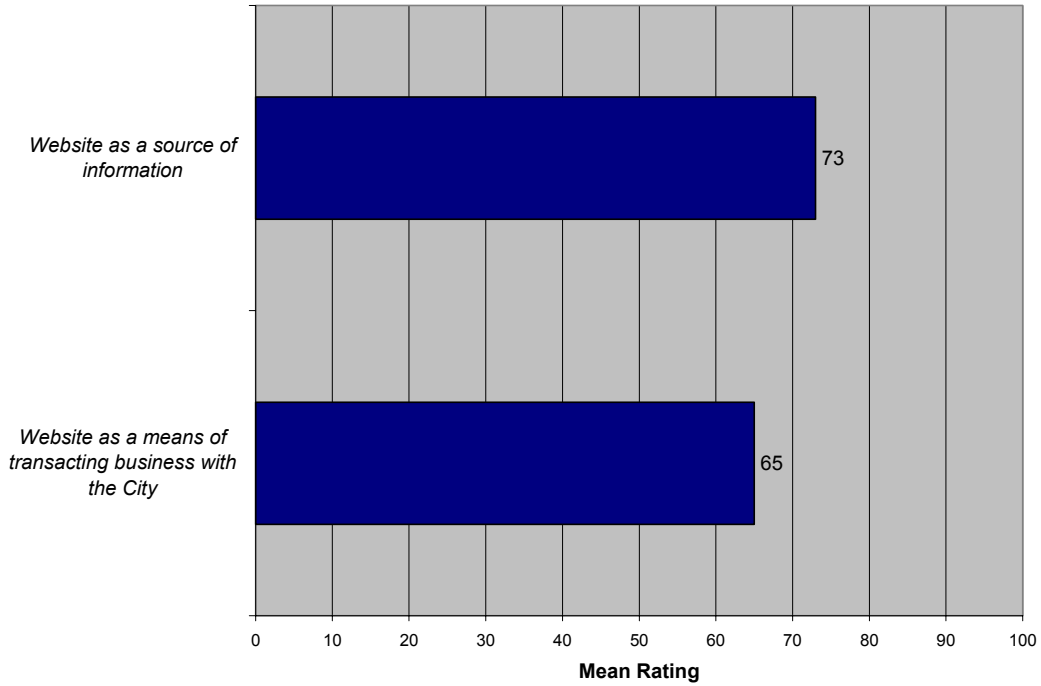
COMMUNICATIONS

About 21 percent of residents had visited the City's website (www.fcgov.com) at least once during the past seven days, up from 12 percent of residents in 2003. These visitors made an average of two (2.23) visits during the week.

About 18 percent of residents had used the website to transact business at least once during the past three months. Those who used the website for transactions completed an average of nearly three (2.61) transactions during a three-month period.

Respondents' mean ratings for the website are in the range of *good* for the website as a source of information and as a means of transacting business (Figure 20 and Table 16). However, they rate it higher as a source of information than as a means of transacting business.

**FIGURE 20
WEBSITE RATINGS**



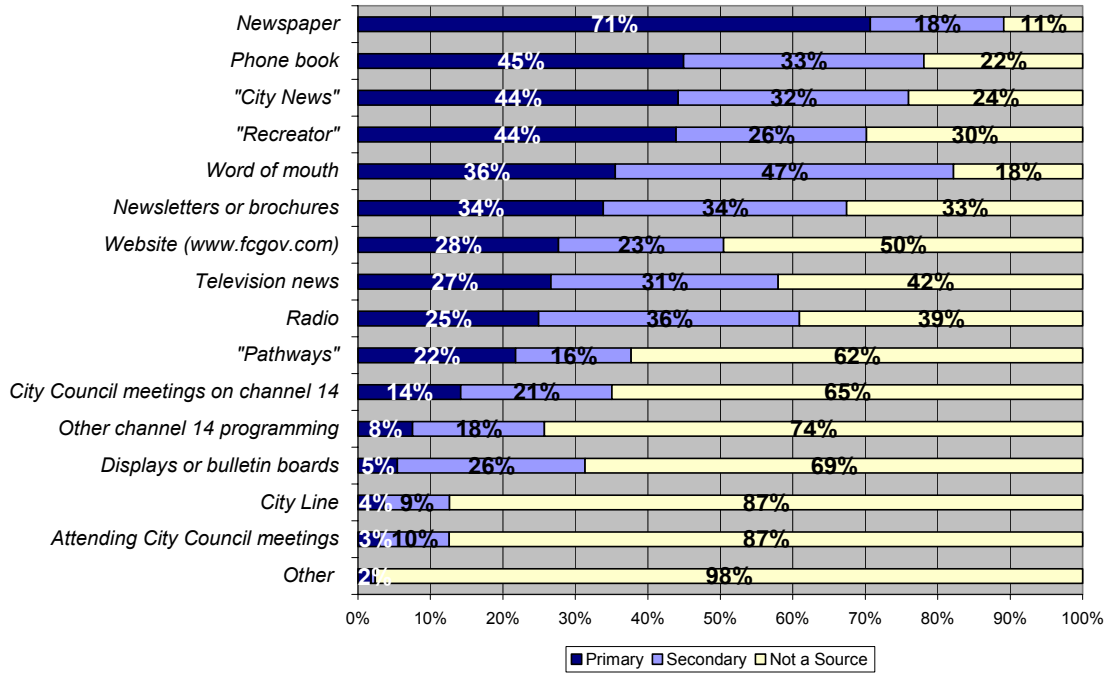
0 to 12 = very bad, 13 to 37 = bad, 38 to 62 = average, 63 to 87 = good, 88 to 100 = very good

**TABLE 16
WEBSITE RATINGS**

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Website as a source of information	8.7%	23.7%	11.3%	0.9%	0.0%	55.5%
Website as a means of transacting business with the City	3.2%	9.7%	8.0%	1.9%	0.1%	77.1%

For the majority of respondents (71%), newspapers are a primary source of information regarding City issues, services and programs. Large percentages (more than 40%) also rely on the phone book, "City News" and the "Recreator" as primary sources (Figure 21).

**FIGURE 21
SOURCES OF INFORMATION**



Compared to the survey results in 2003, three sources made substantial gains as primary information sources. The “Recreator” was identified as a primary information source for 44 percent of respondents, 14 percentage points higher than in 2003 (Table 17). Newsletters and brochures gained nine percentage points, and newspapers increased by eight percentage points.

The phone book had a smaller, but statistically significant, increase as a primary information source. All other information sources remained statistically the same as in 2003.

TABLE 17
PRIMARY INFORMATION SOURCES

Information Source	2006	2003
Newspaper	71%	63%
Phone book	45%	39%
“City News”	44%	39%
“Recreator”	44%	30%
Word of mouth	36%	38%
Newsletters or brochures	34%	25%
Website	28%	27%
Television news	27%	26%
Radio	25%	24%
“Pathways”	22%	NA
City Council meetings on channel 14	14%	11%
Other channel 14 programming	8%	6%
Displays or bulletin boards	5%	9%
City Line	4%	5%
Attending City Council meetings	3%	2%

Overall, newspapers are a primary source of information regarding City issues, services and programs for 71 percent of all respondents. The “Coloradoan” is a primary source for nearly 67 percent of all respondents, with smaller percentages relying on other publications (Table 18).

TABLE 18
NEWSPAPERS

Newspaper	Primary Source	Secondary Source	Total Users
Coloradoan	66.9%	13.0%	80.0%
Denver Post	18.4%	3.1%	21.5%
Rocky Mountain News	9.3%	4.3%	13.6%
Fort Collins Weekly	3.5%	1.3%	4.8%
Forum	3.1%	0.5%	3.6%
Loveland Reporter Herald	1.1%	0.3%	1.3%
Collegian	1.2%	0.1%	1.3%
Northern Colorado Business Report	0.8%	0.1%	0.9%
Senior Voice	0.8%	0.1%	0.9%
Bullhorn	0.7%	0.0%	0.7%

Radio is a primary information source for only 25 percent of all respondents, and their listening choices are very diverse. Among the many stations listed, KUNC is a primary (7.3%) or secondary (10.9%) information source for the largest percentage of all respondents (Table 19).

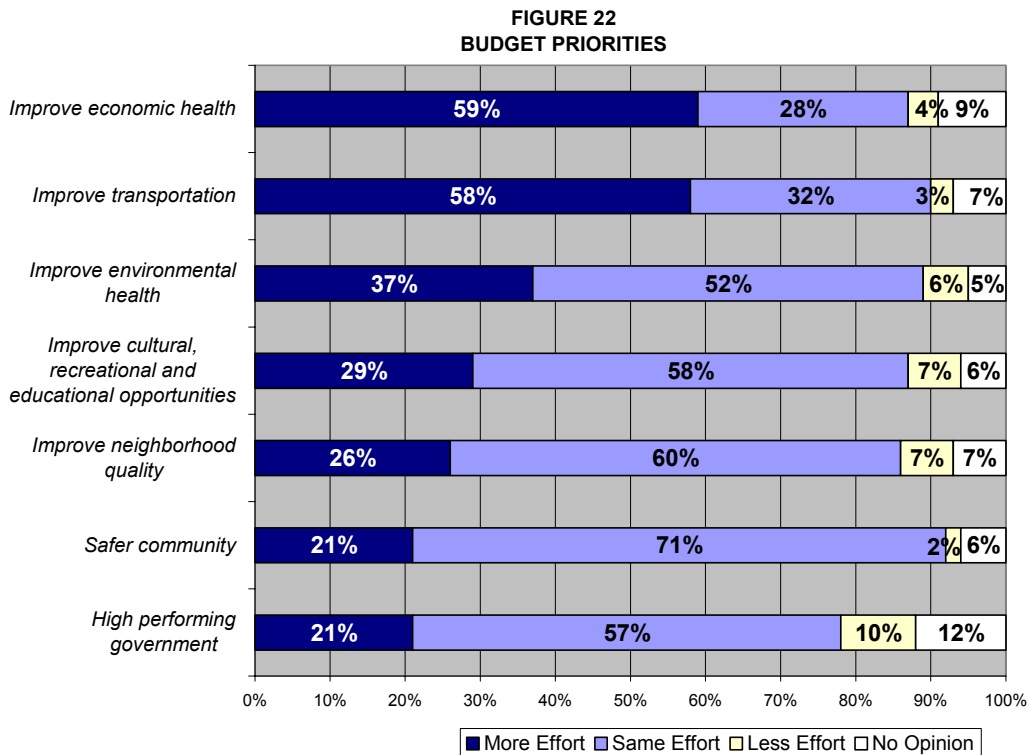
TABLE 19
RADIO STATIONS

Station	Primary Source	Secondary Source	Total Users
KUNC (FM 91.5)	7.3%	10.9%	18.2%
KCOL (AM 600)	4.1%	6.2%	10.2%
KUAD (FM 99.1)	3.6%	4.5%	8.1%
KTRR (FM 102.5)	2.5%	3.6%	6.2%
KBCO (FM 97.3)	1.8%	2.5%	4.3%
KOA (AM 850)	1.3%	3.1%	4.3%
KRFC (FM 88.9)	2.1%	2.1%	4.2%
KPAW (FM 107.9)	1.7%	2.2%	3.9%
KIIX (AM 1410)	1.4%	2.4%	3.8%
KKPL (FM 99.9)	0.4%	1.7%	2.1%
KVOD (FM 90.1)	1.0%	1.1%	2.1%
KJAC (FM 105.5)	0.6%	1.4%	2.0%
KSME (FM 96.1)	0.8%	0.8%	1.7%
KKFN (AM 950)	0.1%	1.4%	1.5%
KXKL (FM 105.1)	0.6%	1.0%	1.5%
KHOW (AM 630)	0.7%	0.7%	1.4%
KTCL (FM 93.3)	0.7%	0.7%	1.4%
KTLK (AM 760)	0.7%	0.7%	1.4%
KCFR (AM 1340)	0.6%	0.7%	1.3%
KOSI (FM 101.1)	0.1%	1.1%	1.3%
KQLF (FM 97.9)	0.4%	0.8%	1.3%
KRFX (FM 103.5)	0.8%	0.4%	1.3%
KUVO (FM 89.3)	0.3%	0.8%	1.1%
KCSU (FM 90.5)	0.3%	0.7%	1.0%

BUDGET PRIORITIES

The City’s new budgeting approach, *Budgeting for Outcomes*, allocates resources among seven goals or outcomes, based on what is important to the community. The survey questionnaire presented respondents with a list of the seven goals (Figure 22), which included a short description of each one. For each goal, respondents stated whether the goal should receive *more*, the *same* or *less* effort than it currently receives. They also had the option of selecting *no opinion*.

Taking into account the random sampling margin of error⁵ and respondents who selected *no opinion*, statistically reliable majorities of respondents said that two goals should be given more effort: improving economic health and improving transportation. For all of the other goals, majorities said they should be given the same level of effort as they currently receive.



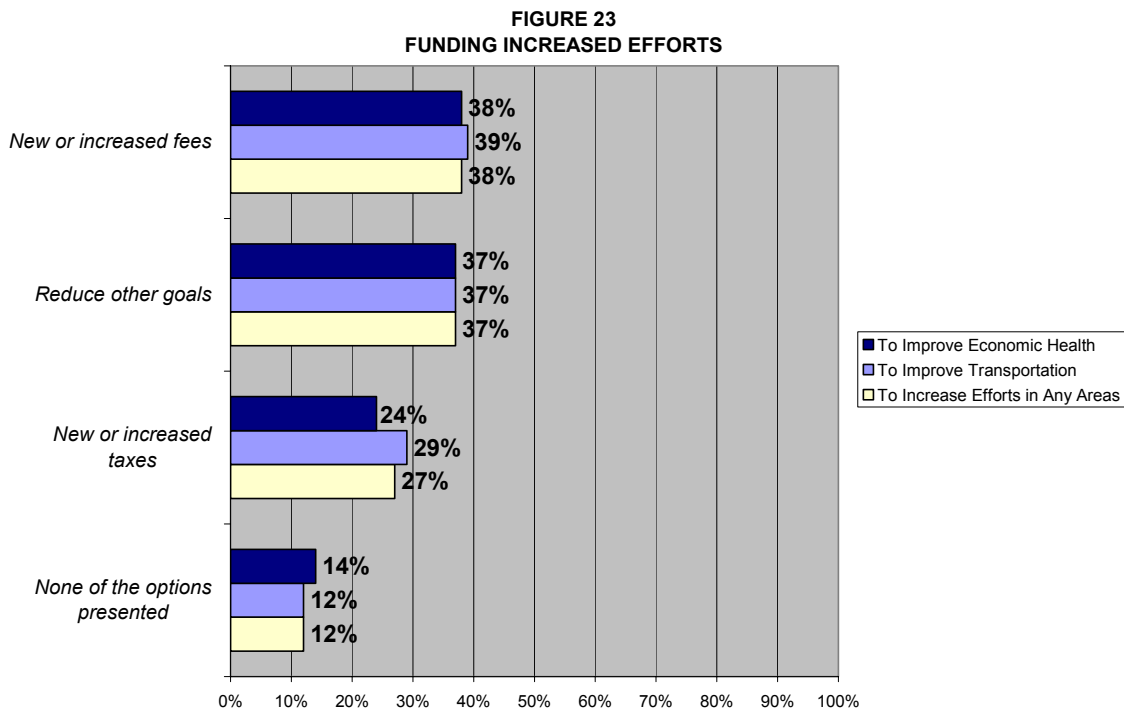
⁵ At the 95 percent confidence level, the percentage of respondents saying more effort should be devoted to improving economic health is 59 percent, plus-or-minus 3.44 percentage points (55.6% to 62.4%). The percentage of respondents saying more effort should be devoted to improving transportation is 58 percent, plus-or-minus 3.45 percentage points (54.6% to 61.5%).

Regardless of how long respondents have lived in Fort Collins, the majority of them favored more effort to improve economic health. However, respondents who have lived in Fort Collins for five or fewer years were significantly less likely to favor more effort than respondents who have lived in the city for longer periods of time. About 51 percent of respondents who have lived in Fort Collins for five or fewer years favored more effort to improve economic health, compared to about 61 percent favoring more effort among respondents who have lived in Fort Collins for more than five years.

Regardless of where they live in Fort Collins, most residents preferred that improving neighborhood quality should receive the same level of effort as it currently receives. However, respondents who live north of Drake Road were more likely to favor more effort toward improving neighborhood quality (37%) than those who live south of Drake Road (20%).

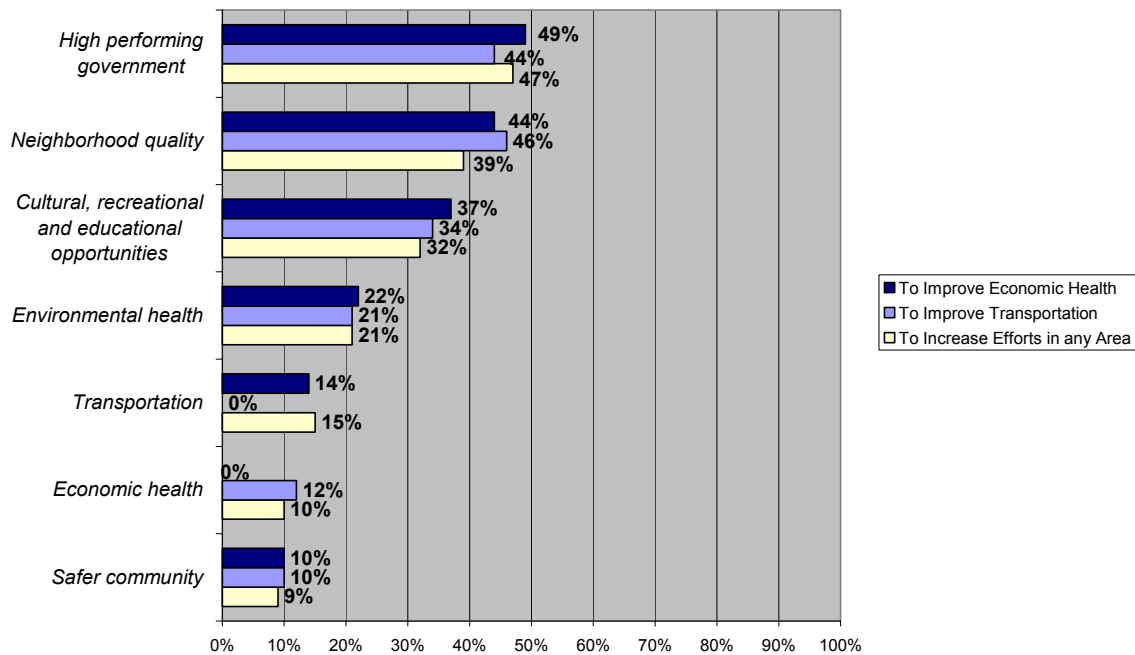
Most respondents (89%) indicated that at least one of the seven goals should be given more effort, and they were asked to choose a means of funding the extra effort. The questionnaire presented three funding options: new or increased taxes, new or increased fees and reducing efforts to achieve other goals. Respondents could select more than one option.

As Figure 23 shows, no single funding option received majority support. For example, of the 465 respondents (59% of all respondents) who favored more effort to improve economic health, 38 percent of them selected new or increased fees to fund the additional effort, 37 percent of them selected reducing other goals, only 24 percent selected new or increased taxes, and 14 percent selected none of the three funding options. The same general pattern of preferences is evident among the 452 respondents (58% of all respondents) who favored more effort to improve transportation, and it is evident among the 699 respondents (89% of all respondents) who favored more effort for any one or more of the seven goals. Generally, these respondents preferred new or increased fees or reducing efforts to achieve other goals over new or increased taxes.



Respondents who indicated that at least one of the seven goals should be given more effort and selected the option of funding the additional effort by reducing efforts to achieve other goals were asked to select the other goals where efforts should be reduced. Out of 786 total respondents, 172 (22%) expressed a preference for giving more effort to improving economic health and funding the additional effort by reducing efforts to achieve other goals; 167 (21%) respondents preferred more effort to improve transportation and funding the additional effort by reducing efforts to achieve other goals; 259 (33%) respondents, overall, preferred more effort to achieve one or more of the seven goals and funding the additional effort by reducing efforts to achieve other goals. The other goals that these respondents selected for reduced efforts are shown in Figure 24. Regardless of whether they were in favor of more effort to improve economic health, transportation or any other goal, they showed a preference for funding the additional effort by reducing efforts to achieve a high performing government, improved neighborhood quality, and, to a lesser extent, improved cultural, recreational and educational opportunities.

FIGURE 24
WHERE TO REDUCE EFFORTS



Some respondents wrote specific comments regarding budget priorities and funding, which are summarized below.

- Keep Youth Activity Center open 3.9%
- Need more funding for libraries 1.9%
- Stop buying open space 1.9%
- Need special library tax district 0.6%
- Spend less on public transportation 0.3%
- Spend less on environment 0.1%

COMMENTS

About 44 percent of respondents wrote comments in the space provided on the survey questionnaire. Table 20 summarizes these comments by topic. Many of them have been incorporated in the report, under the appropriate topic.

TABLE 20
RESPONDENT COMMENTS

<u>Economic Health</u>	
Attract business and growth of high-paying jobs	4.8%
Be more business friendly	2.8%
Need more affordable housing	1.5%
Need more diverse retail	0.8%
Be more development friendly (retail and housing)	0.6%
<u>Environment</u>	
Spend less on environment	0.1%
Air quality concerns	0.1%
Other environmental comments	0.4%
<u>Neighborhood Quality</u>	
Concerned with rental homes in neighborhoods and enforcement of rental codes	2.9%
Better regulate types of houses permitted (size)	0.8%
Other neighborhood comments	0.5%
<u>Community Safety</u>	
Concerned about violent crime	0.5%
Concerned about racial crime	0.1%
Other safety comments	2.7%
<u>Culture, Recreation and Education</u>	
Keep Youth Activity Center open	3.9%
Need more funding for libraries	1.9%
Stop buying open space	1.9%
Need special library tax district	0.6%
Bring back library drop boxes	0.6%
Buy more open space	0.4%
Maintain parks and trails	0.3%
Other culture, recreation or education comments	1.9%
<u>Transportation</u>	
Improve signal timing/traffic flow	4.1%
Improve public transportation	3.8%
Improve bicycle commuting conditions	1.3%
Improve roads	1.0%
Spend less on public transportation	0.3%
Other transportation comments	2.2%
<u>City Government</u>	
Need more efficient government	2.0%
Better management of retail and residential growth	1.7%
Decisions do not reflect citizen wishes	0.9%
Less government involvement	0.8%
Don't use water pricing and rates to manage water consumption	0.6%
Don't annex more property	0.4%
Difficult to deal with City	0.3%
Solicit more public input on issues	0.3%
Other government performance comments	2.0%
Other comments	7.9%

RESPONDENT DEMOGRAPHICS

TABLE 21
RESPONDENT DEMOGRAPHICS

	Number	Percent
<u>Number of Years Lived in Fort Collins</u>		
More than 20	323	41.1%
11 - 20	191	24.3%
6 - 10	119	15.1%
5 or fewer	116	14.8%
Years unknown	<u>37</u>	<u>4.7%</u>
Totals	786	100.0%
<u>Student Status</u>		
Full-time university or college student	21	2.7%
Part-time university or college student	18	2.3%
Not a student	718	91.3%
Status unknown	<u>29</u>	<u>3.7%</u>
Totals	786	100.0%
<u>Area of Residence</u>		
Southeast	296	37.7%
Southwest	185	23.5%
Northeast	98	12.5%
Northwest	177	22.5%
Area unknown	<u>30</u>	<u>3.8%</u>
Totals	786	100.0%
<u>Age</u>		
65 or older	201	25.6%
45-64	318	40.5%
25-44	221	28.1%
18-24	17	2.2%
Age unknown	<u>29</u>	<u>3.7%</u>
Totals	786	100.0%
<u>Gender</u>		
Male	329	41.9%
Female	405	51.5%
Gender unknown	<u>52</u>	<u>6.6%</u>
Totals	786	100.0%

SURVEY METHODOLOGY

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 late March 2006, and responses were accepted until April 28, 2006. 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, 103 questionnaires could not be delivered, leaving a sample of 1,687 eligible households. Adult citizens from 786 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).

APPENDIX: SURVEY INSTRUMENT



Fort Collins Citizen Survey 2006

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. Please 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
Availability and diversity of job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and diversity of shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and diversity of dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and diversity of entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and diversity of cultural activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability and diversity of recreational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of public schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
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"/>
Overall economic health of Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall safety of residents	<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"/>

Environment

2. Please rate the quality of the environment in Fort Collins on each of the items listed below. *Please mark the box that best represents your opinion for each item.*

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Community's visual attractiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking water quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stream water quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall quality of environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Neighborhood

3. Please rate the quality of your neighborhood on each of the items listed below. *Please mark the box that best represents your opinion for each item.*

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Your neighborhood as a place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your neighborhood as a place to raise children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. **A.** Thinking about your neighbors who live on your street or in your apartment complex, how many of them do you know by name? *Please write the number of neighbors that you know by name. Write 0, if none* _____
- B.** How many different households are represented by neighbors that you know by name? _____
5. How often do you talk to any of your neighbors? *Please mark the one box that best represents how often you talk to any of your neighbors.*
- At least once per day At least once per month Less often than once per year
- At least once per week At least once per year Never

Community Safety

6. Please tell us how safe you feel in each of the following areas. *Please mark the box that best represents your opinion for each item.*

	Always Safe	Usually Safe	Sometimes Safe Sometimes Unsafe	Usually Unsafe	Always Unsafe	No Opinion
Your neighborhood during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your neighborhood at night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Fort Collins during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Fort Collins at night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation facilities in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trails in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Transportation

7. Please rate transportation in Fort Collins. *Please mark the box that best represents your opinion for each item.*

	Very Good	Good	Average	Bad	Very Bad	No Opinion
Ease of driving in Fort Collins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of traveling in Fort Collins by public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Collins as a walkable city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of traveling in Fort Collins by bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

City Government

8. Please rate the City's performance in each of the following areas. *Please mark the box that best represents your opinion for each item.*

	Very Good	Good	Average	Bad	Very Bad	No Opinion
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"/>
Informing citizens about City programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to citizens' opinions and concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responding to citizens' opinions and concerns	<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"/>
Accessibility of City management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility of elected officials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of transacting business with the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing and planning for growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintaining 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"/>
Allocating financial resources among programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Efficient operation of programs and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall City management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Recreational and Cultural Programs and Facilities

9. Please rate the quality of each of the 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
Natural areas and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational 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"/>
Cemeteries	<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"/>
Youth Activity Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northside Aztlan Community Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fort Collins Senior Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Edora Pool Ice Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mulberry Pool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational classes for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Farm in Lee Martinez Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gardens on Spring Creek	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pottery studio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art in Public Places program	<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"/>
Adult recreation programs and facilities overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior recreation programs and facilities overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth/teen recreation programs and facilities overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

City Employees

10. 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 #11
 No PLEASE ANSWER ONLY PART B OF QUESTION #11

11. A. Thinking about your most recent contact, please 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"/>

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. Please rate City employees 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 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"/>

Information about City Issues, Services and Programs

12. During the past 7 days, how many different times have you visited the City's website (www.fcgov.com) for information? *Please write the number of visits below. Write 0, if none.*

Number of visits _____

13. During the past 3 months, how many different times have you used the City's website to transact business with the City? *Some examples of transactions include registering for recreation classes, starting or ending utility services, filing a police report, paying a traffic ticket, or inquiring about a building permit. Please write the number of transactions below. Write 0, if none.*

Number of transactions _____

14. Please rate the City's Internet website. *Please mark the box that best represents your opinion for each item.*

	Very Good	Good	Average	Bad	Very Bad	No Opinion
City's internet website as a source of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City's internet website as a means of transacting business with the City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. 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 14	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other cable channel 14 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 programs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Pathways" (guide to recreation programs for adults over 50)	<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"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<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"/>

16. Which newspapers, if any, do you read? *Please list up to 2 newspapers starting with the one you read most often.*

1. _____
2. _____

17. Which radio station, if any, do you listen to? *Please list up to 2 stations starting with the one you listen to most frequently.*

1. _____
2. _____

18. The City of Fort Collins has adopted a new budgeting approach, called *Budgeting for Outcomes*. Under this approach, resources are allocated to achieve goals or outcomes based on what is important to the community. The table below lists the seven goals that make up the current budget plan. They are not listed in order of importance or priority. For each goal, please tell us if you think the City should devote *more effort* than now, the *same effort* as now, or *less effort* than now toward achieving it. *Please mark the box that best represents your opinion for each goal.*

	More Effort	Same Effort	Less Effort	No Opinion
Improve Economic Health Includes economic planning and development activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Environmental Health Includes efforts to ensure good water resources, good air quality, land conservation, smart growth, and an attractive community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Neighborhood Quality Includes promoting good neighbor relationships, ensuring attractive neighborhoods, and an adequate supply of quality housing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safer Community Includes providing reliable electric service, flood control, and building inspection, as well as police, fire, and emergency medical response protection.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Cultural, Recreational, and Educational Opportunities Includes operating and improving recreational facilities, libraries and other cultural facilities, providing recreational and cultural programs, maintaining parks, trails and cemeteries, and improving natural areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Transportation Includes transportation planning and development, maintaining roads and traffic operations, Transfort operations, and transportation demand management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A High Performing Government Includes internal support functions, City management, Council, and boards and commissions, communicating with residents, and building maintenance and repair.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. **A. If you think that the City should devote more effort toward achieving any of the seven goals**, please tell us how you think the City should pay for the increased effort. *Please mark any of the boxes that reflect your preference.*

- New or increased taxes
 New or increased fees
 Reduce efforts to achieve other goals
 → *Please answer part B.*

B. If you think that the City should reduce efforts to achieve other goals, please tell us which goals you think should receive less effort. *Please mark any goals that you think should receive less effort.*

- Improve Economic Health
 Safer Community
 A High Performing Government
 Improve Environmental Health
 Improve Cultural, Recreational, and Educational Opportunities
 Improve Neighborhood Quality
 Improve Transportation

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.

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

_____ Years

21. How many years have you lived in your current residence?
(Record 0 if less than 6 months)

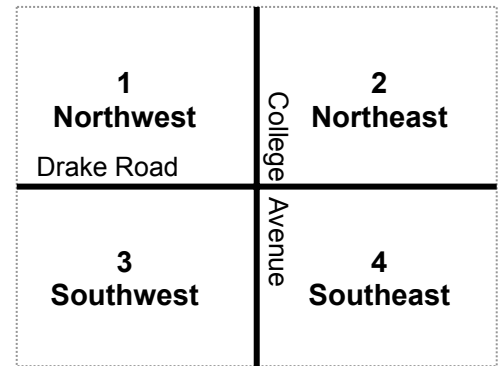
_____ Years

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

- _____ Yes, full-time student
- _____ Yes, part-time student
- _____ No

23. 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



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

- _____ 18-24 years _____ 45-64 years
- _____ 25-44 years _____ 65 years and older

25. Your gender

- _____ Male
- _____ Female

Thank you very much for taking the time to complete the Fort Collins Citizen Survey. If you have any comments or suggestions regarding City government, services, employees 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.

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 or call 970-416-2738.