

Survey Results

The Adams County Quality of Life Survey was comprehensive, covering many topics related to life in the community. The first three sections of this report describe residents' opinions about the overall quality of community life and government services, and their feeling of trust in Adams County government. Next, a series of sections summarize the ratings given by survey respondents to Adams County local government services related to six broad areas:

- **Community Services** (includes development review, long-range planning, fostering public / private partnerships, code enforcement, sustainability efforts to save taxpayer dollars and reduce the county's impact on the environment, public health services, open space, parks, trails, etc.)
- **Transportation Infrastructure** (includes maintenance and construction of roads, bridges, drainage systems; snow removal, sidewalk construction, etc.)
- **Law Enforcement and Public Safety** (includes Sheriff patrol, crime prevention, jail, District Attorney, prosecution, courts, etc.)
- **Economic Development** (includes attracting and retaining businesses and jobs)
- **Human Services** (includes unemployment assistance, workforce training, child protection, adult protection, services for financially challenged families, Head Start, etc.)
- **Public Services** (includes maintaining official public records, Clerk and Recorder functions such as marriage licenses, elections, Assessor's valuation of property, Coroner, Treasurer, etc.)

Each of these sections also includes residents' evaluation of the community characteristics related to these areas. It is hoped that the services provided by any local government will result in improving the quality of the community. While government is not the only player influencing these outcomes, they are an important component, and can be a partner and collaborator with others in promoting high quality communities.

Residents' priorities for county services are presented. In addition, residents' evaluations of several services provided by entities other than Adams County are shown, as well as their opinions about future development, and the sources of information they use.

Overall Quality of Life

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. When asked how they would assess the overall quality of life in Adams County, two-thirds of those completing the questionnaire rated it as excellent or good (see Figure 8).

Adams County as a place to live was considered excellent or good by nearly three-quarters of respondents (see Figure 9 below). Approximately two-thirds of respondents felt their neighborhood was an excellent or good place to live. Adams County was deemed an excellent or good place to raise children by about two-thirds of survey participants. However, respondents were less likely to consider Adams County as a place to retire as excellent or good (54%).

These quality of life ratings were lower compared to ratings given by residents of other jurisdictions across the nation and in Colorado (see Figure 10 on the next page).

Figure 8: Ratings of the Overall Quality of Life in Adams County

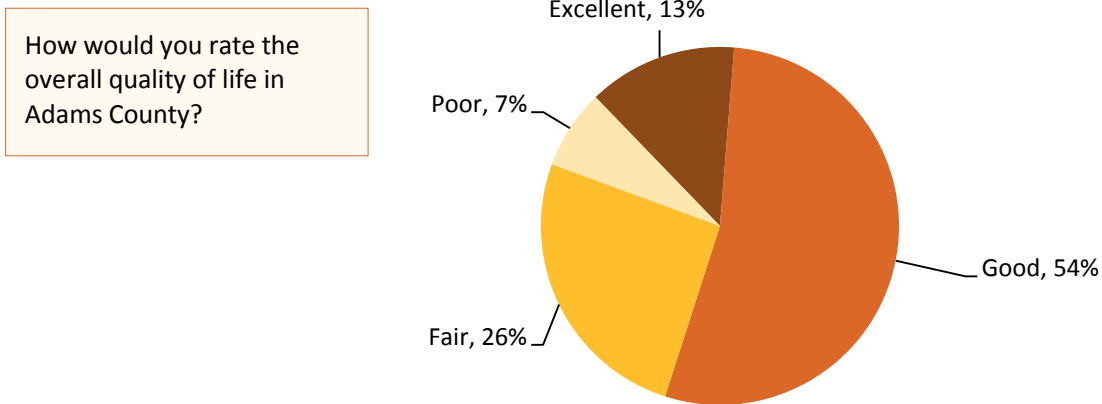


Figure 9: Ratings of Quality of Life in Adams County

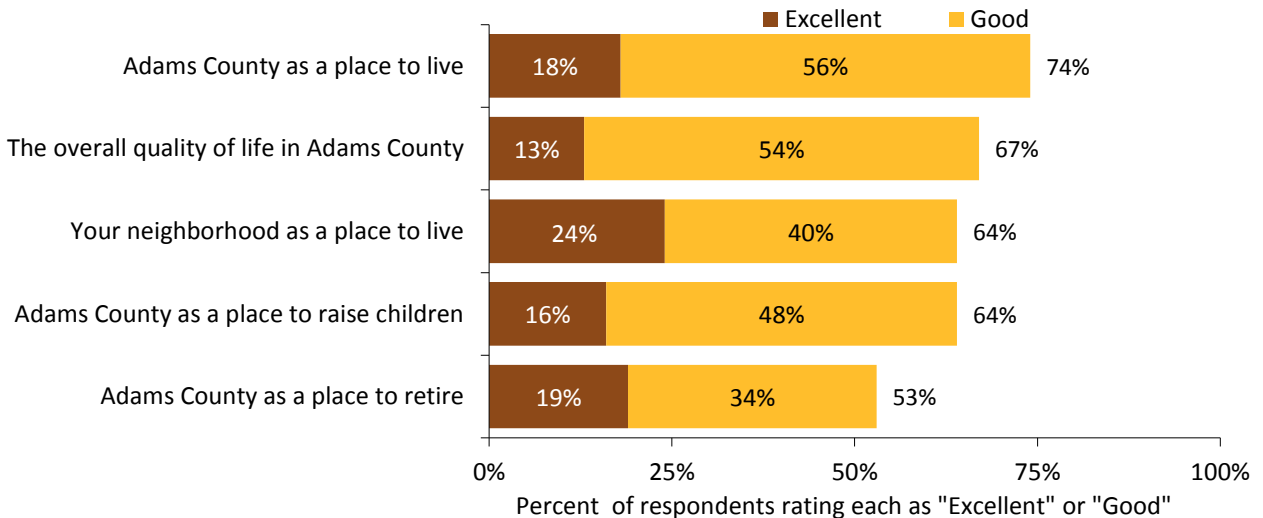


Figure 10: Quality of Life Benchmark Comparisons

Please rate each of the following aspects of quality of life in Adams County:	National Comparison	Colorado Comparison
Adams County as a place to live	Below the benchmark	Much below the benchmark
Your neighborhood as a place to live	Much below the benchmark	Much below the benchmark
Adams County as a place to raise children	Much below the benchmark	Much below the benchmark
Adams County as a place to retire	Below the benchmark	Below the benchmark
The overall quality of life in Adams County	Below the benchmark	Much below the benchmark

The sense of community in Adams County was considered excellent or good by about half of those completing the survey (see Figure 11), a rating that was below the benchmark comparisons (see Figure 12). However, about two-thirds of survey participants believed that the openness and acceptance of the community toward people of diverse backgrounds was excellent or good, a rating that was similar to the benchmarks.

Figure 11: Ratings of Community Characteristics Related to Quality of Life in Adams County

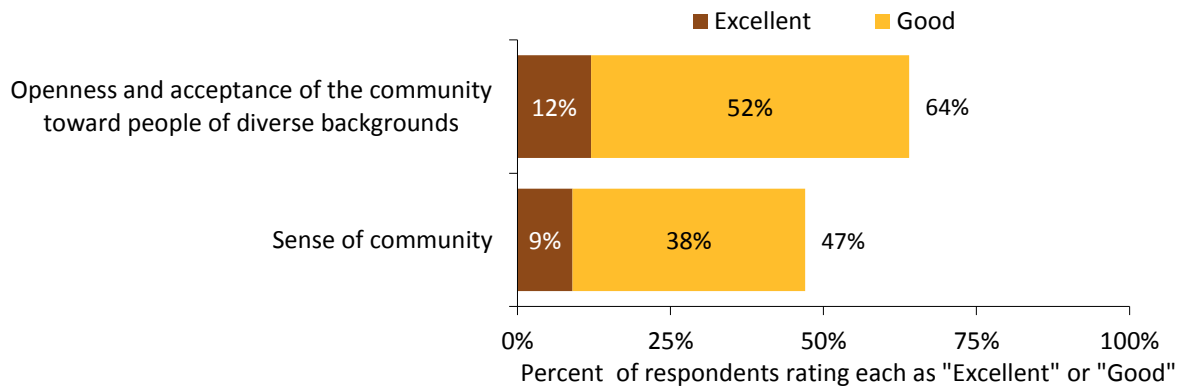
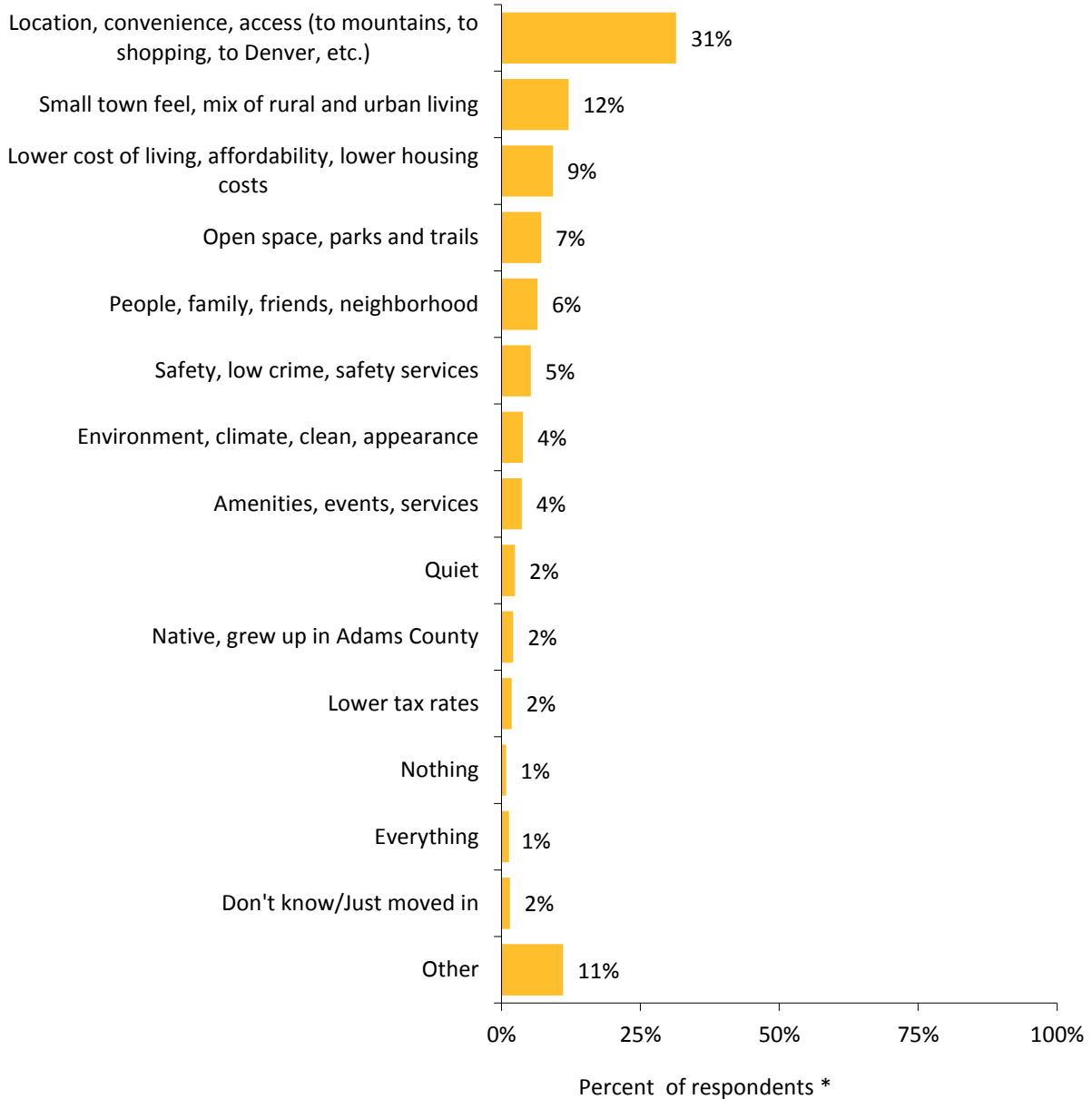


Figure 12: Community Characteristics Related to Quality of Life Benchmark Comparisons

Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Sense of community	Much below the benchmark	Much below the benchmark
Openness and acceptance of the community toward people of diverse backgrounds	Similar to the benchmark	Similar to the benchmark

The survey included a question that asked respondents to name, in their own words, what they liked best about living in Adams County. About two in five respondents wrote in a response. These responses are shown as the respondents answered in *Appendix D: Verbatim Responses to Open-ended Questions*. The responses were classified into several broad categories. The most frequently cited factor was the location, especially access to work, shopping or Denver, or proximity to the mountains, mentioned by nearly a third of those writing in a response (see Figure 13). The next most frequently mentioned aspect was the small town feel, or the mix of rural and urban. The lower cost of living in Adams County was also frequently mentioned.

Figure 13: What Respondents Liked Best About Living in Adams County



* Note: This is of the respondents who wrote in an answer to the question; about 40% of respondents had done so. A complete list of responses in the respondent's own words can be found in *Appendix D: Verbatim Responses to Open-ended Questions*.

Public Trust in Adams County

Public trust can be defined as the extent to which citizens trust the government to do what is right, to do it honestly, to do it fairly and to do it efficiently. Citizens will have more trust in government if they believe that government is doing the right things (and not doing unnecessary things), in a transparent manner, and that they are doing it in a way that produces good outcomes without waste.

Citizens will also have more trust if they are engaged with the government. As one paper on public trust notes:

Over the last two decades, researchers have emphasized citizen participation in public administration decision-making as a means of collaborating with citizens to promote democratic values such as responsiveness and accountability. The emerging literature on collaborative governance in public administration has suggested that citizens should be considered not only customers, but also collaborative partners in a governance era for building democratic and effective governance.¹

Another author asserts:

It is a well-known fact that citizens who are not involved in civic activities tend to view the government and its institutions in more negative terms. Keele confirms that social capital has a significant and strong effect on trust in government apart from, and along with, government performance.²

Those completing the Adams County Quality of Life survey were asked several questions to assess their levels of public trust.

¹ Kim, S., Lee, J. (2011) *E-Participation, Transparency, and Trust in Local Government (Paper prepared for the Global Conference on Transparency Research)* Retrieved June 26, 2012, from http://andromeda.rutgers.edu/~ncsds/spaa/images/stories/documents/Transparency_Research_Conference/Papers/Kim_Soonhee.pdf

² Blind, P.K. (2007). *Building Trust in Government in The Twenty-First Century: Review of Literature and Emerging Issues (Paper prepared for the 7th Global Forum on Reinventing Government Building Trust in Government)*. Retrieved June 26, 2012, from <http://unpan1.un.org/intradoc/groups/public/documents/un/unpan025062.pdf>

Just over half (55%) of respondents said they would rate the overall image or reputation of Adams County as excellent or good (see Figure 14). This rating was below the national and Colorado benchmarks (see Figure 19 on page 19). Nearly half of surveyed residents (44%) said they could trust Adams County government to do what is right always or most of the time (see Figure 15).

About half (49%) felt that the overall direction being taken by Adams County was excellent or good, while just over half felt the overall direction being taken was fair or poor (see Figure 16 on the next page). This rating was similar to the benchmarks.

When asked to rate the opportunities to participate in community matters in Adams County as a whole, half (51%) thought they were excellent or good (see Figure 17 on the next page).

Figure 14: Ratings of the Overall Image or Reputation of Adams County

How would you rate the overall image or reputation of Adams County?

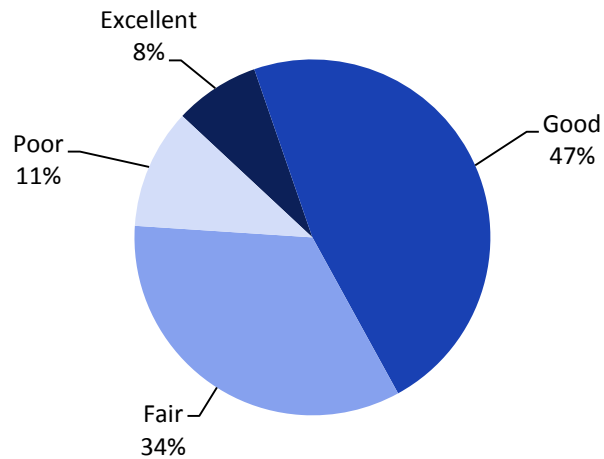


Figure 15: Residents' Trust in Adams County To Do What Is Right

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

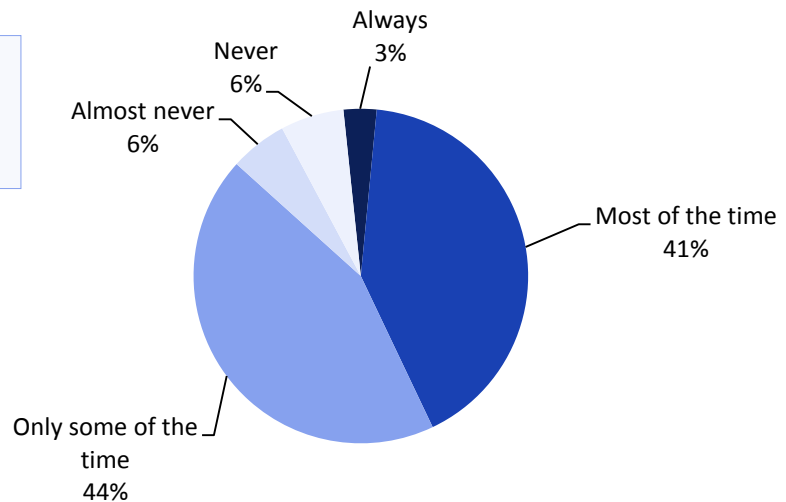


Figure 16: Rating of the Overall Direction Being Taken by Adams County

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

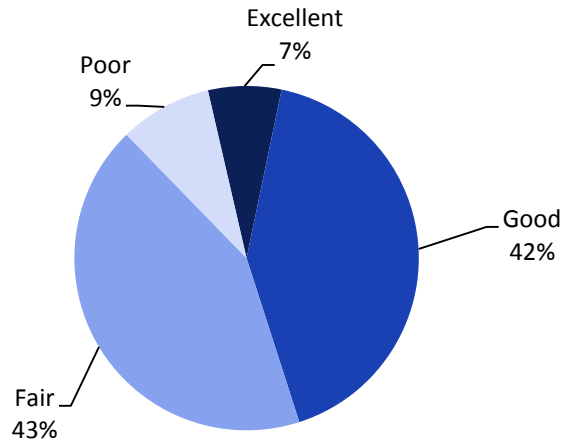
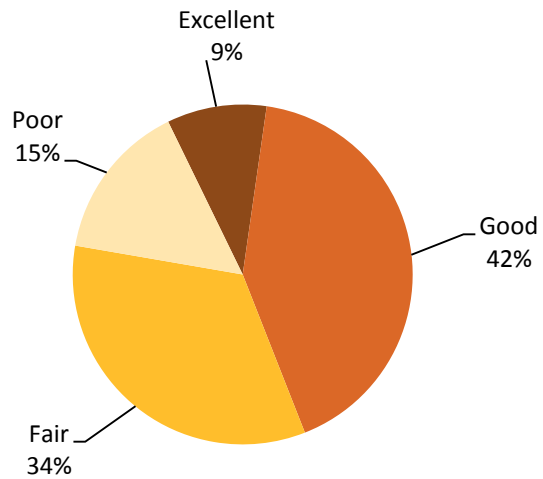


Figure 17: Ratings of the Opportunities to Participate in Community Matters in Adams County

How would you rate the opportunities to participate in community matters in Adams County as a whole?



A number of other dimensions of public trust were evaluated by those completing the questionnaire. About half of respondents felt that Adams County government generally acts in the best interest of the community, treats residents with fairness and respect and is responsive to residents. Survey respondents gave less favorable ratings to Adams County’s efforts to welcome resident involvement, giving residents a chance to express their views before making decisions, informing residents about issues facing the community and being honest (ratings of excellent or good were above 35% but less than 40%). The lowest ratings were given to being open and transparent to the public and the accessibility of elected officials, with about 3 in 10 respondents rating these aspects of public trust as excellent or good.

The rating for Adams County government being responsive to residents was similar to that observed in jurisdictions across the U.S. and in Colorado. However, the rating for Adams County welcoming resident involvement was below the benchmark comparisons (see Figure 19).

Figure 18: Ratings of Public Trust in Adams County Government

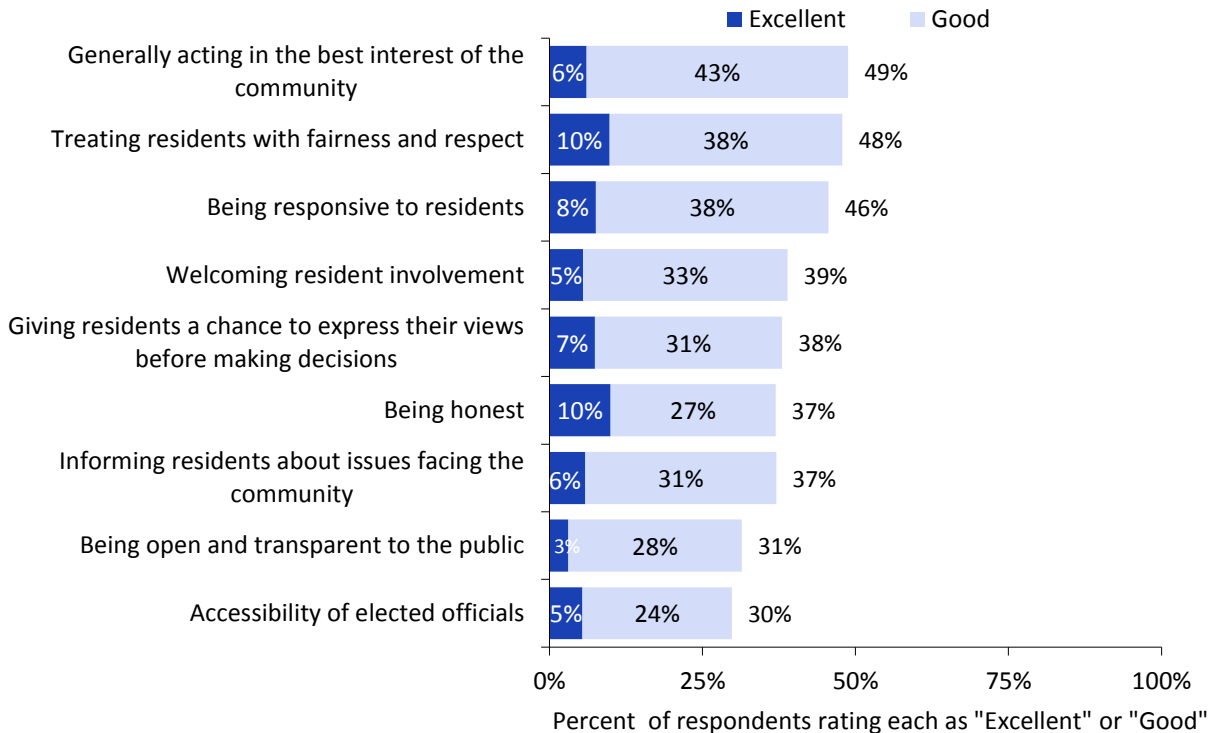


Figure 19: Public Trust Benchmark Comparisons

	National Comparison	Colorado Comparison
Overall image or reputation of Adams County	Much below the benchmark	Below the benchmark
Overall, how would you rate the overall direction that Adams County is taking?	Similar to the benchmark	Similar to the benchmark
Welcoming resident involvement	Below the benchmark	Below the benchmark
Being responsive to residents	Similar to the benchmark	Similar to the benchmark

The Board of Commissioners adopted seven reform resolutions in public hearing on May 25, 2011. These resolutions were designed to eliminate waste and prevent corruption. The adoption of the reform measures was an impetus for Open Adams. Adams County developed the Open Adams initiative as a way to collaborate, communicate, and improve government standards in Adams County.³

The Adams County Quality of Life survey assessed resident’s familiarity with the Open Adams reform measures. About two-thirds of those completing the questionnaire were not at all familiar with the reform measures (see Figure 20). Only 13% were somewhat or very familiar with them.

When asked to rate how well the County was doing on implementing these reform measures, 7 in 10 respondents answered, “don’t know” (see *Appendix B: Responses to Survey Questions*). Among those who felt they could give an opinion, 41% felt that Adams County was doing an excellent or good job implementing the reform measures (see Figure 21). Nearly half (47%) thought Adams County was doing a fair job, and 12% thought Adams County was doing a poor job.

Figure 20: Familiarity with Open Adams Reform Measures

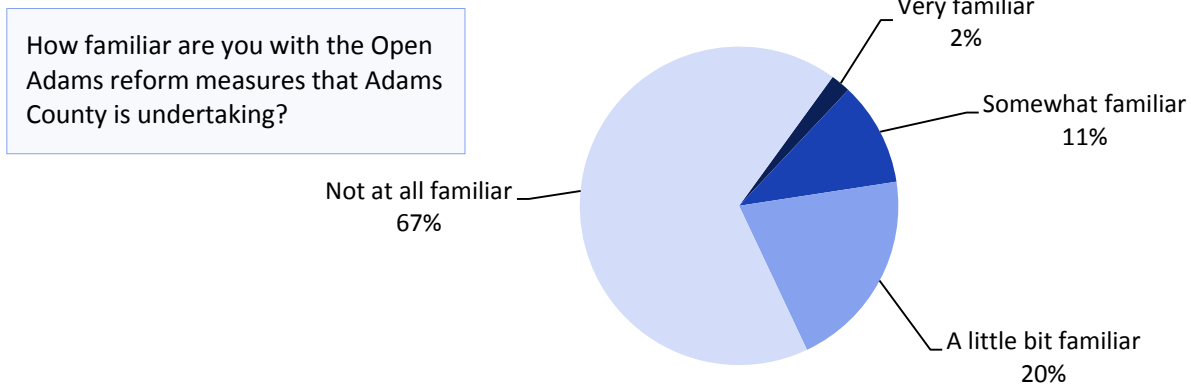
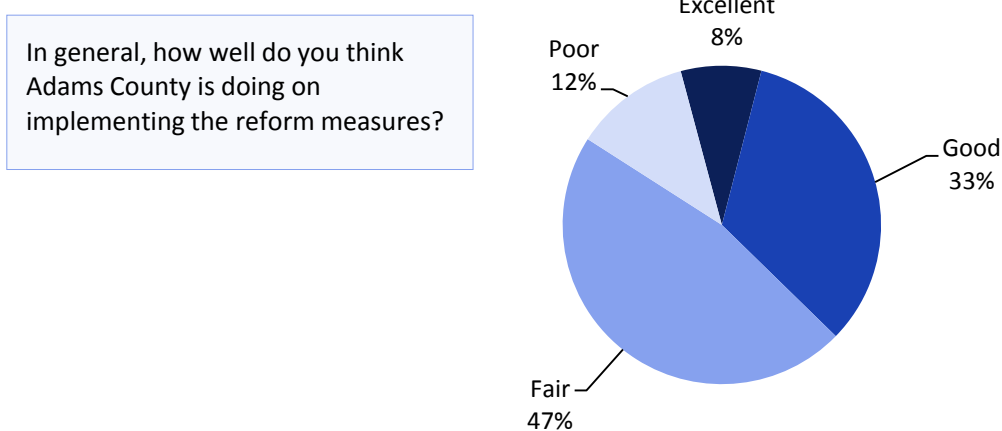


Figure 21: Rating of Implementation of Reform Measures



³ From the Adams County website: <http://adcogov.org/index.aspx?NID=989>. Retrieved May 14, 2012.

Quality of County Services and Community Characteristics

Overall Quality and Value of Services

Survey respondents assessed the overall quality of services provided by Adams County. Half of respondents rated the overall quality of services as good and about one-third rated it as fair (see Figure 22). As for the value of the services provided for the taxes paid, respondents generally felt they received fair to good value (see Figure 23).

Respondents in Adams County rated both the overall quality of services and the value of services for the taxes paid lower than in other communities across the nation and in Colorado (Figure 24 on the following page).

Figure 22: Ratings of Overall Quality of Services Provided by Adams County

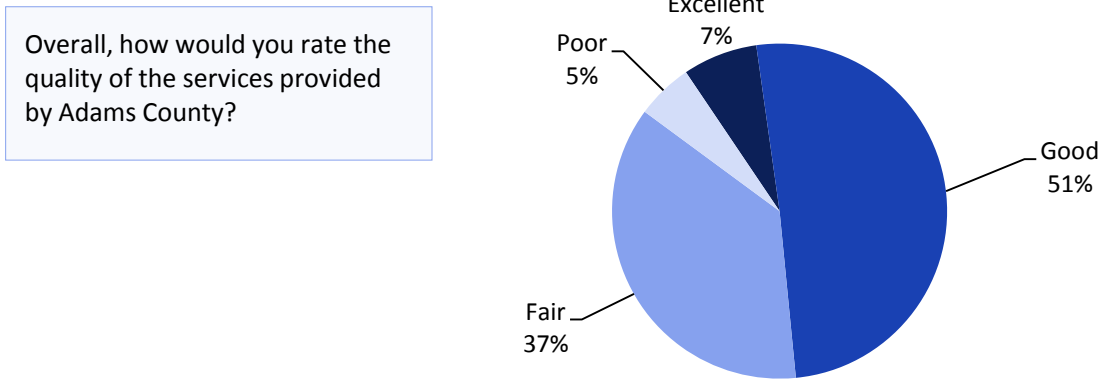


Figure 23: Ratings of Value of Services for Taxes Paid

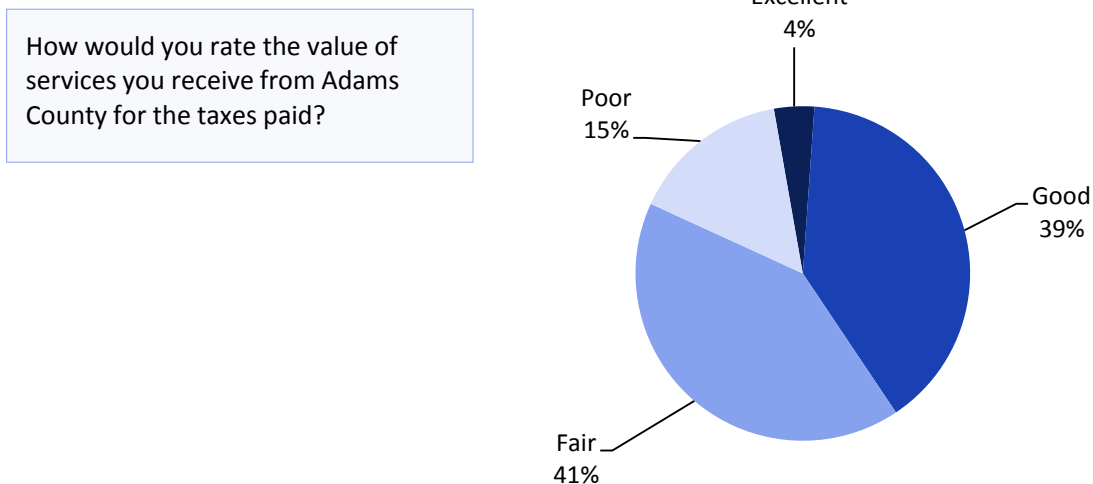


Figure 24: Overall Quality of Services Benchmark Comparisons

	National Comparison	Colorado Comparison
Overall, how would you rate the quality of the services provided by Adams County?	Below the benchmark	Below the benchmark
How would you rate the value of services you receive from Adams County for the taxes paid?	Below the benchmark	Below the benchmark

Community Services

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Opportunities to participate in a variety of leisure, enrichment and recreation activities promote the engagement are important aspects of a high-quality community. Even the community’s overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction.

In assessing various dimensions of the community, about 6 in 10 respondents to the Quality of Life survey rated the drinking water quality, opportunities to participate in outdoor recreation or enjoy nature, recreational opportunities and the variety of housing options as excellent or good. About half of respondents felt this way about the overall appearance of Adams County, the overall quality of new development in unincorporated areas and the availability of recycling services. About 4 in 10 respondents felt there were excellent or good educational opportunities and opportunities to attend cultural activities in the county.

Generally, these nine aspects of Adams County were rated lower when compared to the national and Colorado benchmarks. However, drinking water quality and recreational opportunities were seen as similar to the nation and the variety of housing options was similar at both the national and state level (see Figure 26 on the following page).

Figure 25: Ratings of Community Characteristics Related to Community Services

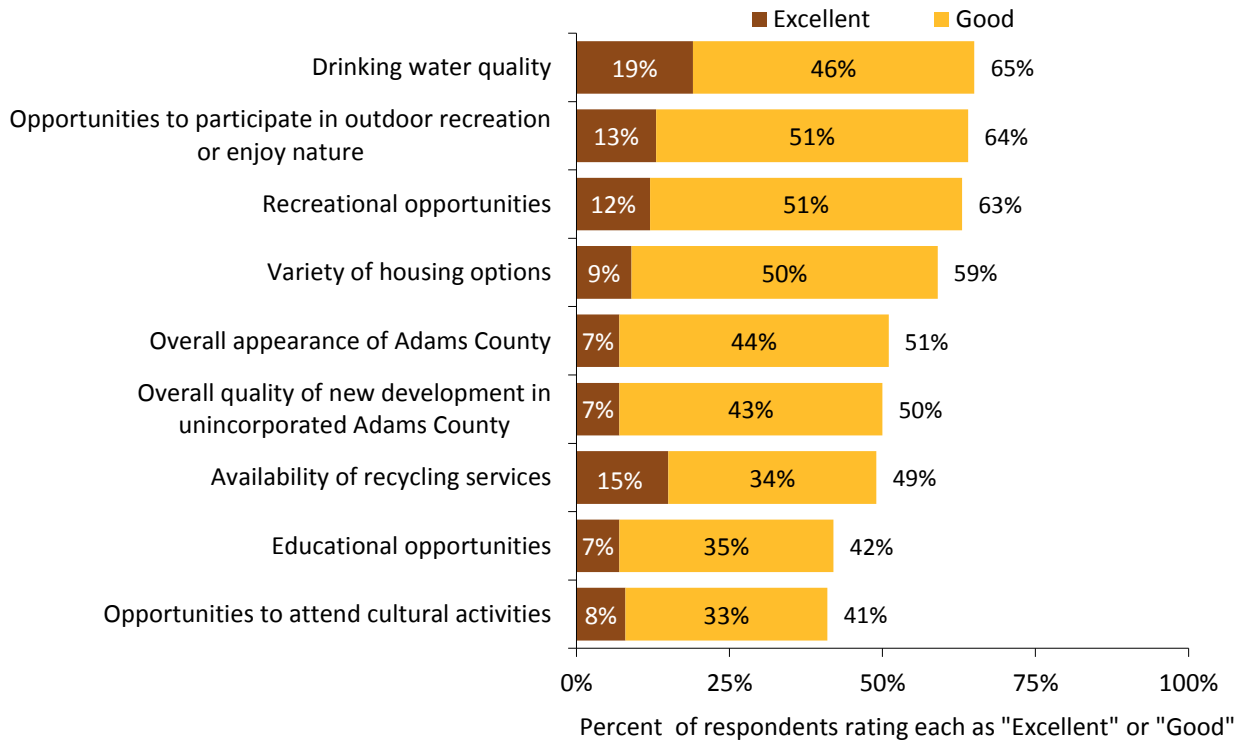
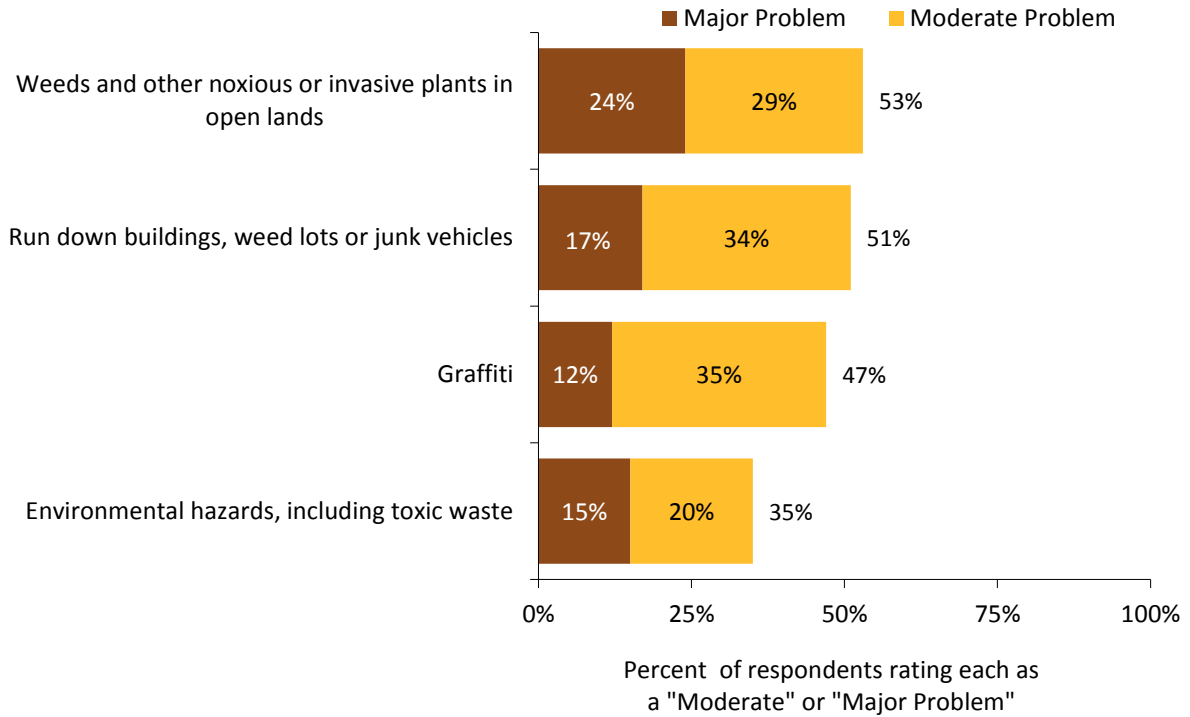


Figure 26: Community Characteristics Related to Community Services Benchmark Comparisons

Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Drinking water quality	Similar to the benchmark	Much below the benchmark
Recreational opportunities	Similar to the benchmark	Below the benchmark
Variety of housing options	Similar to the benchmark	Similar to the benchmark
Overall appearance of Adams County	Much below the benchmark	Much below the benchmark
Overall quality of new development in unincorporated Adams County	Below the benchmark	Below the benchmark
Educational opportunities	Much below the benchmark	Below the benchmark
Opportunities to attend cultural activities	Below the benchmark	Below the benchmark

Respondents rated the extent to which four potential problems as related to Community Services. Respondents felt that environmental hazards, including toxic waste, was the least problematic area for the county; about one-third felt this was a moderate or major problem. About half of respondents felt that weeds and other noxious or invasive plants in open land; run down buildings, weed lots or junk vehicles; and graffiti were moderate or major problems.

Figure 27: Ratings of Problems in Adams County Related to Community Services



Respondents to the Quality of Life Survey rated six service areas related to Community Services ranging from long range planning to building permits and inspections. Adams County open space, parks and trails systems was the most positively rated service among the six with three-quarters of respondents rating this service as excellent or good (see Figure 28 below). About half of respondents rated building permits and inspections and the development of standards and regulations positively and about one-third felt the same about the enforcement of county code, ordinances and regulations and community development.

Of the six services rated, three could be compared to the national benchmark and two could be compared to the Colorado benchmark (see Figure 29 on the next page). Enforcement of county codes received ratings lower than both the national and Colorado benchmark while long range planning was similar to both benchmarks. Adams County open space, parks and trails system was lower in Adams County than in other communities across the U.S.; a comparison to Colorado was not available.

Figure 28: Ratings of Community Services Provided by Adams County

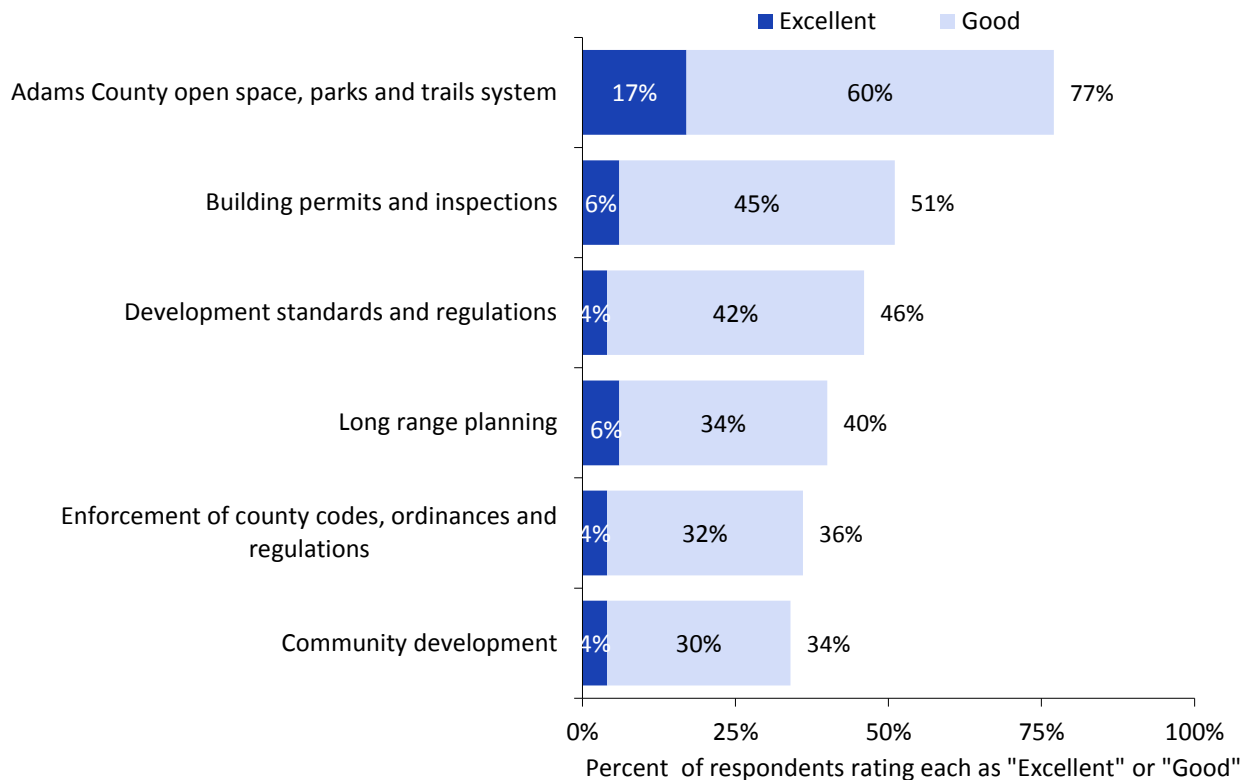


Figure 29: Community Services Benchmark Comparisons

Please rate the quality of each of the following services provided by Adams County:	National Comparison	Colorado Comparison
Adams County open space, parks and trails system	Much below the benchmark	Not available
Long range planning (administers and updates the Comprehensive Long Range Plan, coordinates with both local and regional stakeholders in planning for the current and future needs of the county)	Similar to the benchmark	Similar to the benchmark
Enforcement of county codes, ordinances and regulations (building codes, zoning and development regulations, Blight Ordinance enforcement for the removal of junk and weeds, graffiti removal)	Below the benchmark	Below the benchmark

Transportation Infrastructure

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government policies and partnerships that create quality opportunities for all modes of travel.

Four aspects of community mobility in Adams County were rated by survey respondents. Two-thirds of respondents rated the availability of paths and walking trails as excellent or good and slightly fewer (61%) felt the same about the ease of car travel in Adams County (see Figure 30 below). Less than half of respondents rated the ease of bus travel and traffic flow on major streets positively.

These ratings were similar to the national benchmarks (see Figure 31). Compared to Colorado jurisdictions in the database, the Adams County’s rating of the ease of car travel was similar, but the other ratings were below the Colorado benchmarks.

Figure 30: Ratings of Community Characteristics Related to Transportation Infrastructure

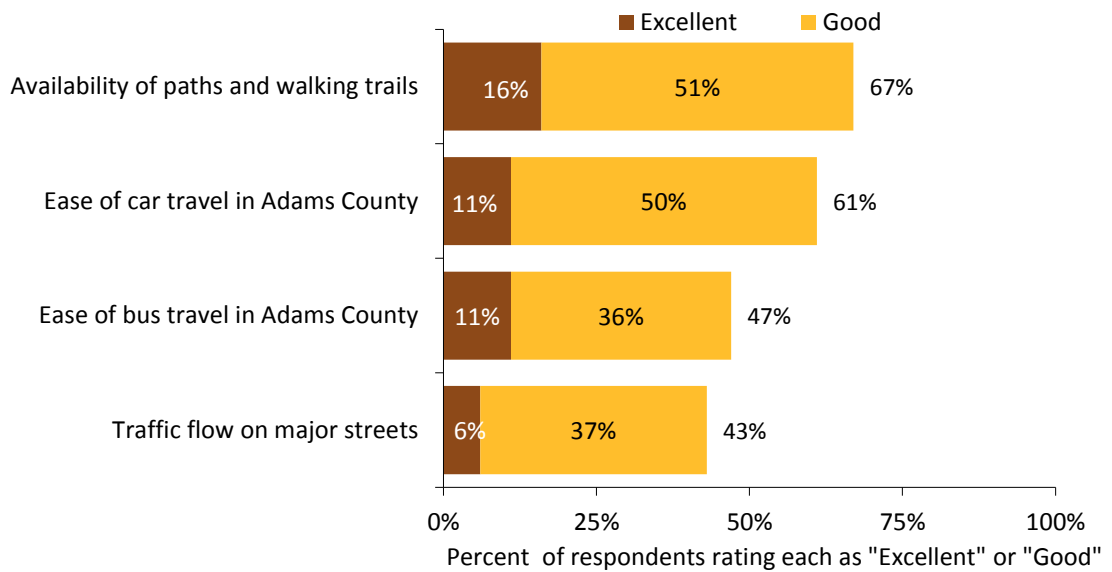


Figure 31: Community Characteristics Related to Transportation Infrastructure Benchmark Comparisons

Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Availability of paths and walking trails	Similar to the benchmark	Below the benchmark
Ease of car travel in Adams County	Similar to the benchmark	Similar to the benchmark
Ease of bus travel in Adams County	Similar to the benchmark	Below the benchmark
Traffic flow on major streets	Similar to the benchmark	Below the benchmark

Four county services related to Transportation Infrastructure in unincorporated Adams County were evaluated by survey participants. Traffic control and the drainage and storm sewer infrastructure were given ratings of excellent or good by half of respondents (see Figure 32). Snow and ice removal and roadway maintenance were rated as excellent or good by about a third of respondents. The two services (drainage/sewer infrastructure and snow and ice removal) that could be matched to benchmarks were below the national and Colorado comparisons (see Figure 33).

Figure 32: Ratings of Transportation Infrastructure Services Provided by Adams County

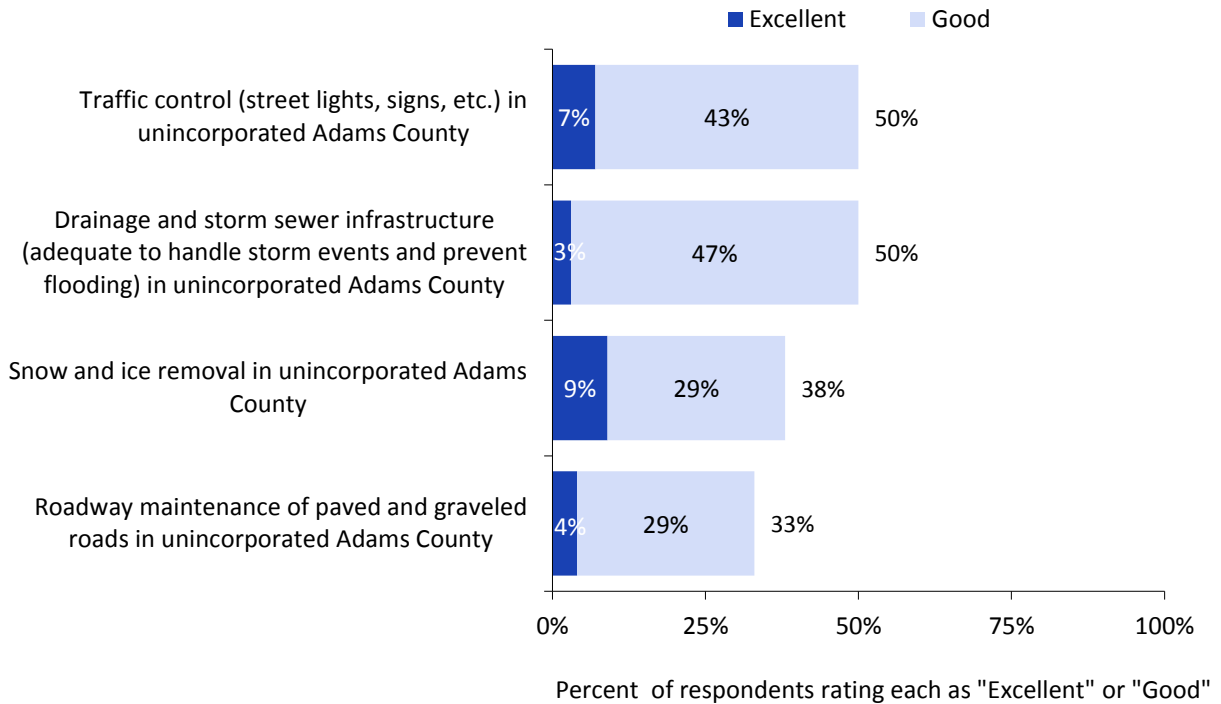


Figure 33: Transportation Infrastructure Services Benchmark Comparisons

Please rate the quality of each of the following services provided by Adams County:	National Comparison	Colorado Comparison
Drainage and storm sewer infrastructure (adequate to handle storm events and prevent flooding) in unincorporated Adams County	Below the benchmark	Much below the benchmark
Snow and ice removal in unincorporated Adams County	Much below the benchmark	Much below the benchmark

Law Enforcement and Public Safety

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

About 8 in 10 of those completing the survey rated emergency response times as excellent or good (see Figure 34). The sense of personal safety was considered excellent or good by about two-thirds of respondents. This rating was below the national and Colorado benchmarks (see Figure 35).

Property crimes and violent crimes were considered a major or moderate problem by just over half of those surveyed (see Figure 36).

Figure 34: Ratings of Community Characteristics Related to Law Enforcement

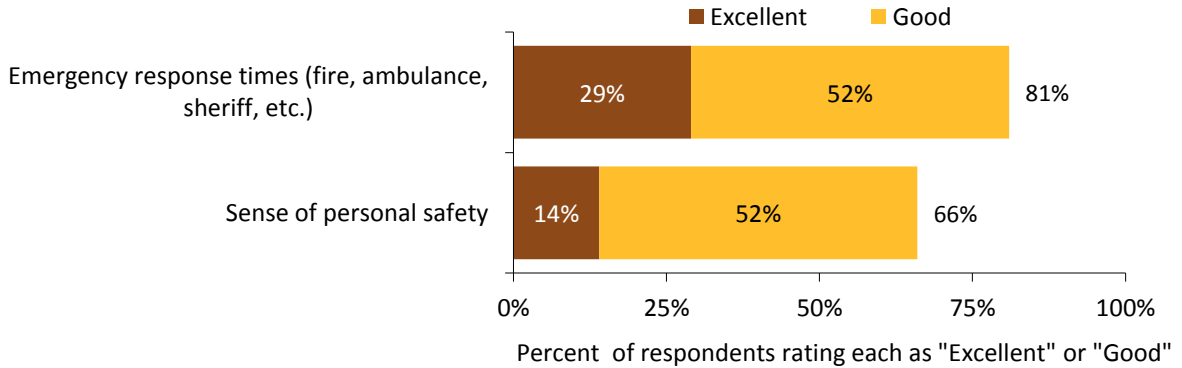
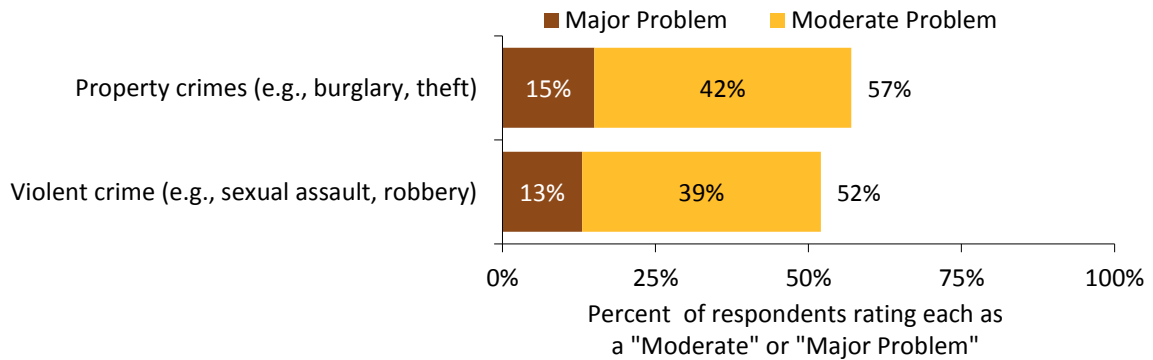


Figure 35: Community Characteristics Related to Law Enforcement Benchmark Comparisons

Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Sense of personal safety	Much below the benchmark	Much below the benchmark

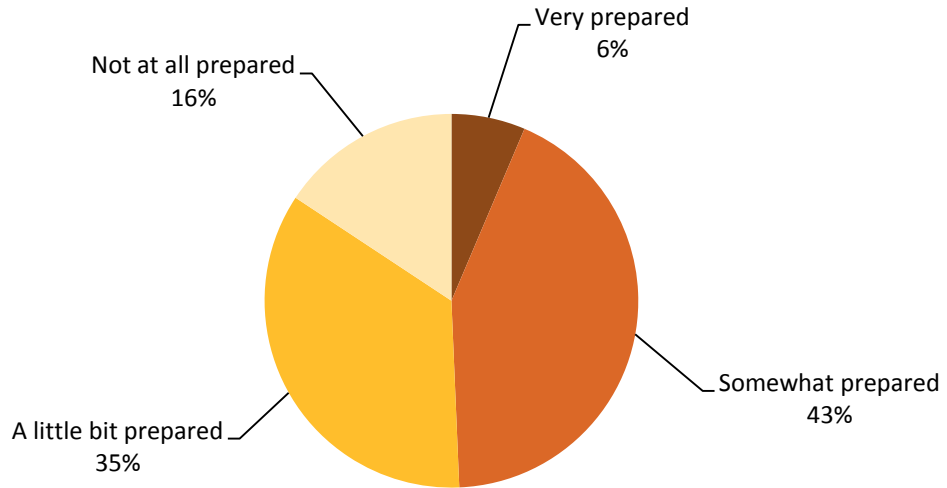
Figure 36: Ratings of Problems in Adams County Related to Law Enforcement



When asked how prepared their own household was for a disaster or emergency, only 6% of respondents said they were very prepared. About 4 in 10 respondents said they were somewhat prepared. The remaining half were only a little bit prepared or not at all prepared.

Figure 37: How Prepared Respondents Feel for an Emergency

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



Adams County emergency management services were considered good or excellent by about half of survey respondents (see Figure 38). Sheriff services and County courts were given evaluations of excellent or good by just over half of survey respondents. These ratings were below the national and Colorado benchmarks (see Figure 39). The Animal Shelter/Adoption Center was regarded as excellent or good by about 6 in 10 respondents, similar to the national and Colorado benchmarks.

Figure 38: Ratings of Law Enforcement and Public Safety Services Provided by Adams County

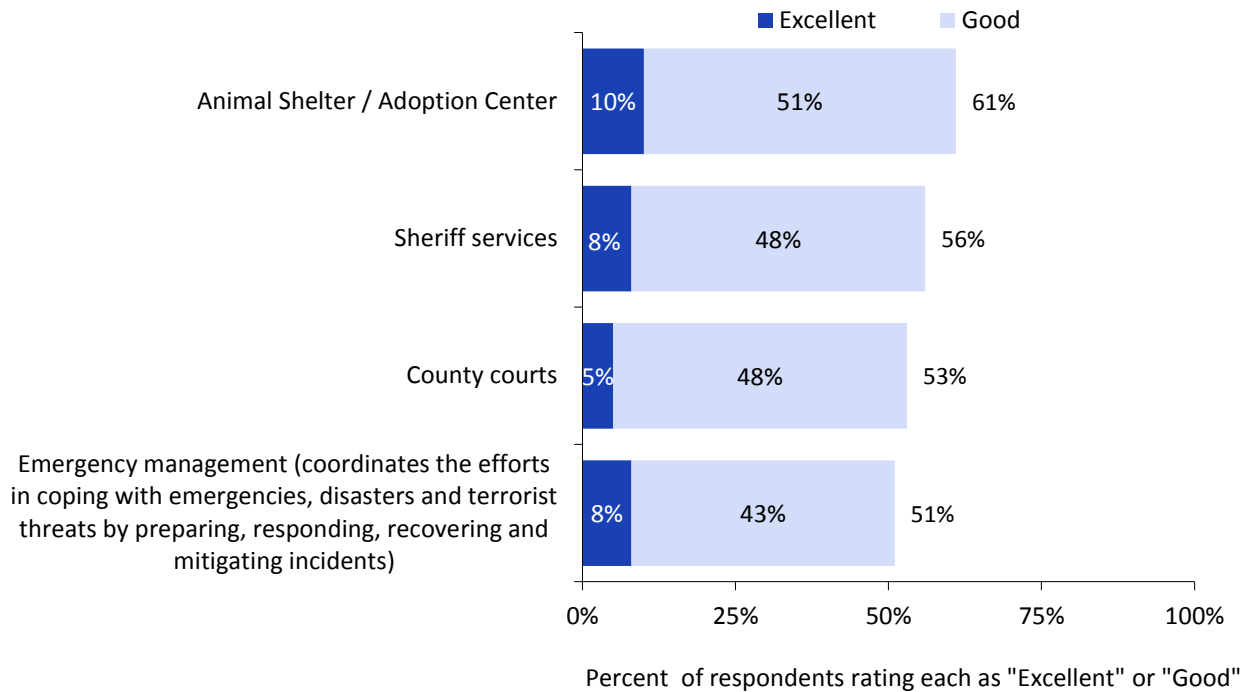


Figure 39: Law Enforcement and Public Safety Services Benchmark Comparisons

Please rate the quality of each of the following services provided by Adams County:	National Comparison	Colorado Comparison
Animal Shelter / Adoption Center	Similar to the benchmark	Similar to the benchmark
Sheriff services	Much below the benchmark	Much below the benchmark
County courts	Below the benchmark	Below the benchmark

Economic Development

The vision of Adams County is to “provide our community a safe, healthy environment to work, raise families and build businesses.” One of the goals of Adams County is to “provide opportunity for economic growth, while respecting Adams County's important natural resources.”⁴

Fewer than half of survey participants considered Adams County an excellent or good place to work or a place to start and/or operate a business (see Figure 40). The rating for Adams County as a place to work was below the national benchmark but similar to the Colorado benchmark (see Figure 46 on page 36). When asked how well Adams County is retaining existing businesses and attracting new ones, over 40% did not know enough to give an opinion, and 2% thought it was not the job of Adams County to attract and retain businesses (see Figure 41). Of those who did have an opinion, about a third (20% of all respondents) said Adams County was doing an excellent or good job, while two-thirds (35% of all respondents) said that Adams County was doing only a fair or poor job. The types of jobs respondents were most interested in seeing remain or grow in Adams County were those in the healthcare and education sectors (see Figure 42 on the next page).

Figure 40: Quality of Life Ratings Related to Economic Development

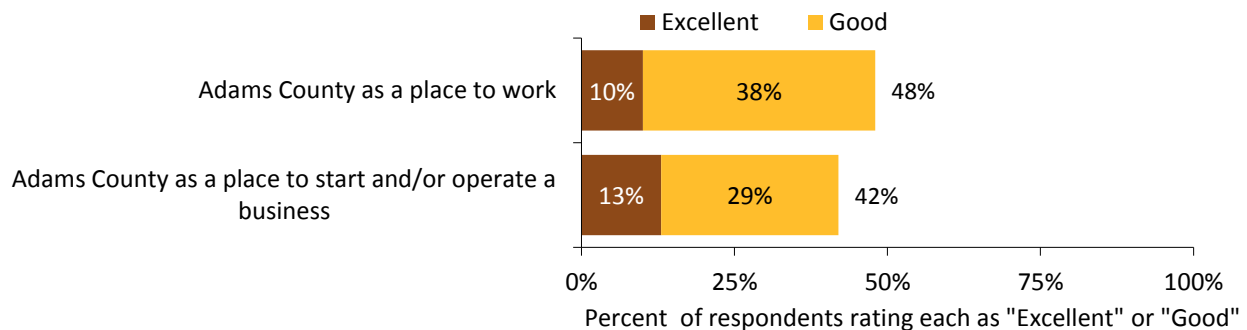
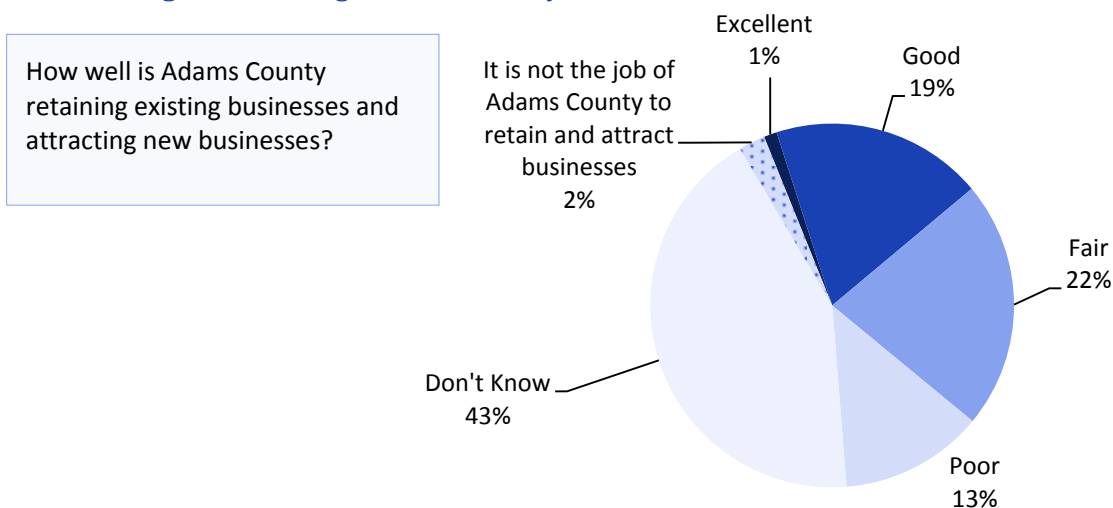
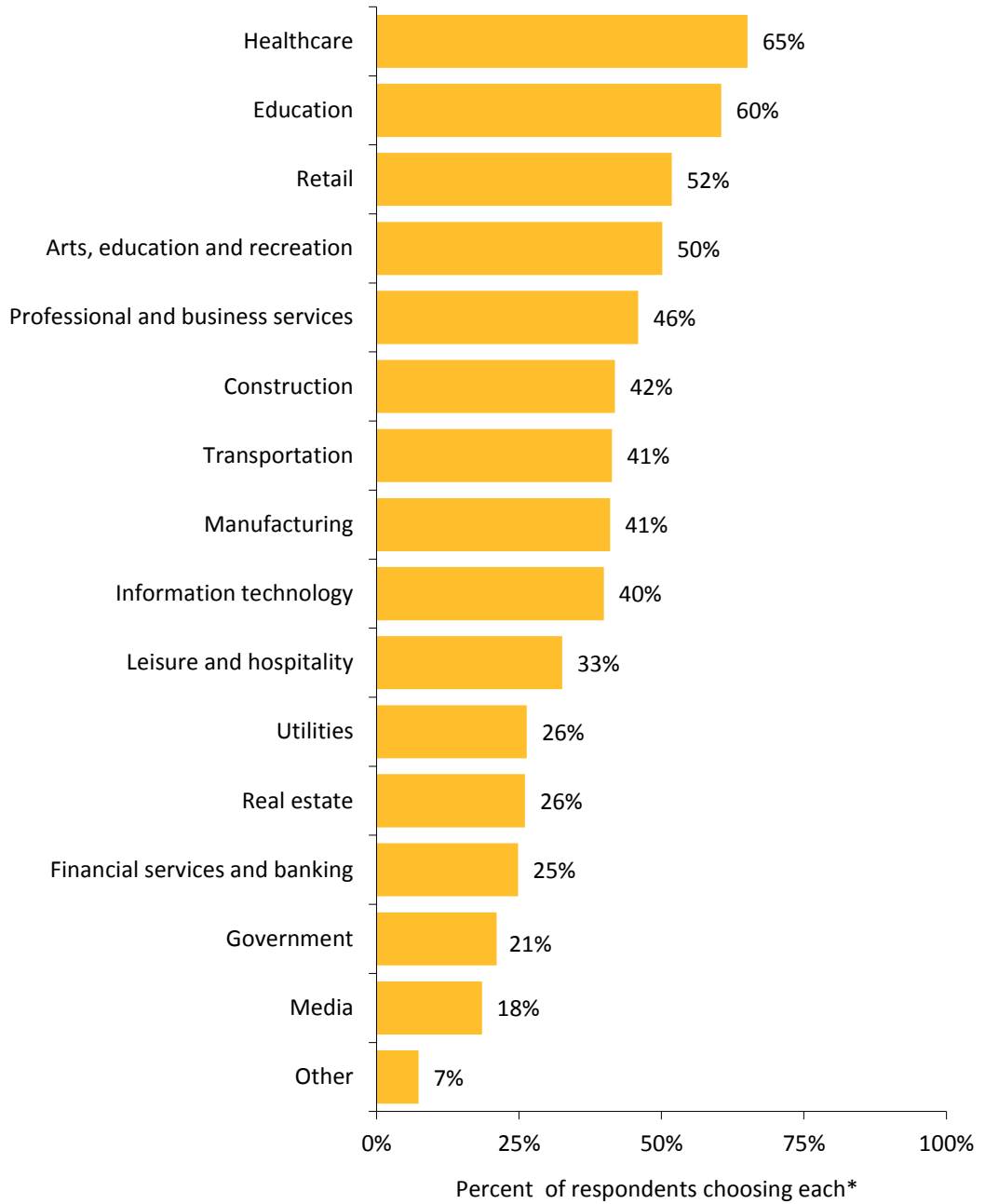


Figure 41: Rating of Adams County Retention and Attraction of Businesses



⁴ From the Adams County website: <http://adcogov.org/index.aspx?NID=1005>. Retrieved May 14, 2012.

Figure 42: Types of Jobs Respondents Would Like to See Remain or Grow in Adams County



* Note: Percents add to more than 100% as respondents could choose more than one job type.

The shopping opportunities in Adams County were considered excellent or good by 6 in 10 survey participants (see Figure 43), a rating that was similar to the national benchmark and above the Colorado benchmark (see Figure 44). The overall quality of business and service establishments in Adams County were deemed excellent or good by over half of respondents, similar to the national and Colorado benchmarks. Employment opportunities were regarded as excellent or good by only a third of respondents, but this rating was similar to the national and Colorado benchmarks.

Figure 43: Ratings of Community Characteristics Related to Economic Development

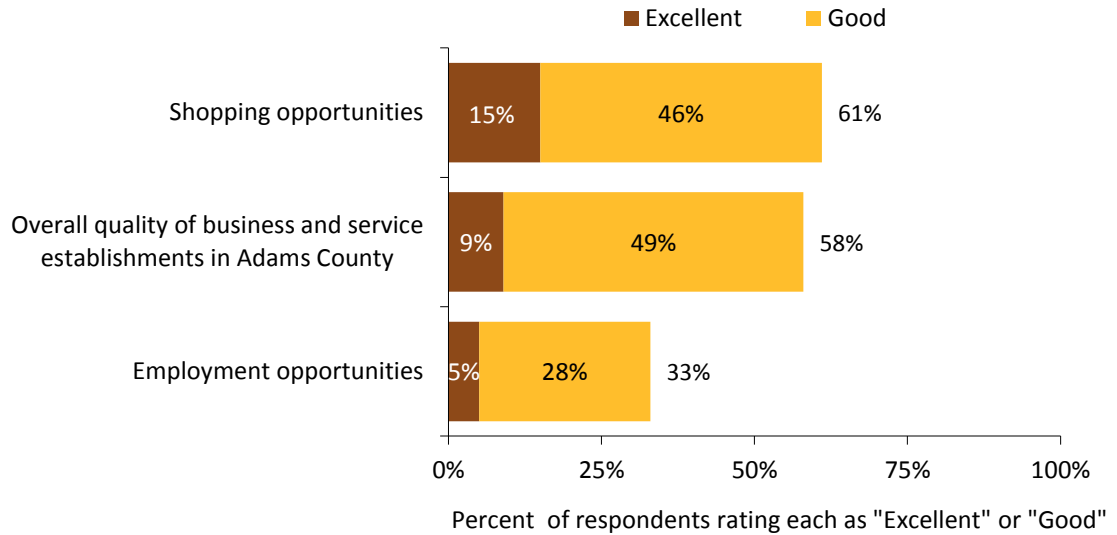


Figure 44: Community Characteristics Related to Economic Development Benchmark Comparisons

Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Adams County as a place to work	Below the benchmark	Similar to the benchmark
Shopping opportunities	Similar to the benchmark	Above the benchmark
Overall quality of business and service establishments in Adams County	Similar to the benchmark	Similar to the benchmark
Employment opportunities	Similar to the benchmark	Similar to the benchmark

About one in three of those completing the questionnaire considered the economic development services provided by Adams County excellent or good, a rating that was below the national and Colorado benchmarks.

Figure 45: Ratings of Economic Development Services Provided by Adams County

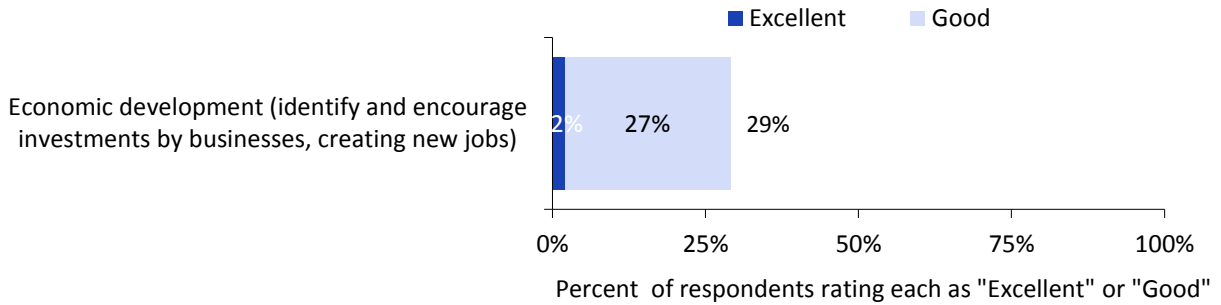


Figure 46: Economic Development Services Benchmark Comparisons

Please rate the quality of each of the following services provided by Adams County:	National Comparison	Colorado Comparison
Economic development (identify and encourage investments by businesses, creating new jobs)	Much below the benchmark	Below the benchmark

Human Services

The goal of the Adams County Human Services Department is to provide services and opportunities for the betterment of individuals and families.⁵ There is an emphasis on programs that help families to reduce their dependency on government assistance and to prevent child abuse and neglect.⁶

Some of the elements in a community that can help support the self-sufficiency of individuals and families include affordable quality housing, affordable quality health care and affordable quality child care. The availability of affordable quality housing in Adams County was considered excellent or good by about half of those completing the questionnaire (see Figure 47). This rating was above the national and Colorado benchmarks (see Figure 48). The availability of affordable quality health care and affordable quality child care each received excellent or good ratings by over 40% of respondents which was similar to the national and Colorado benchmarks.

Figure 47: Ratings of Community Characteristics Related to Human Services

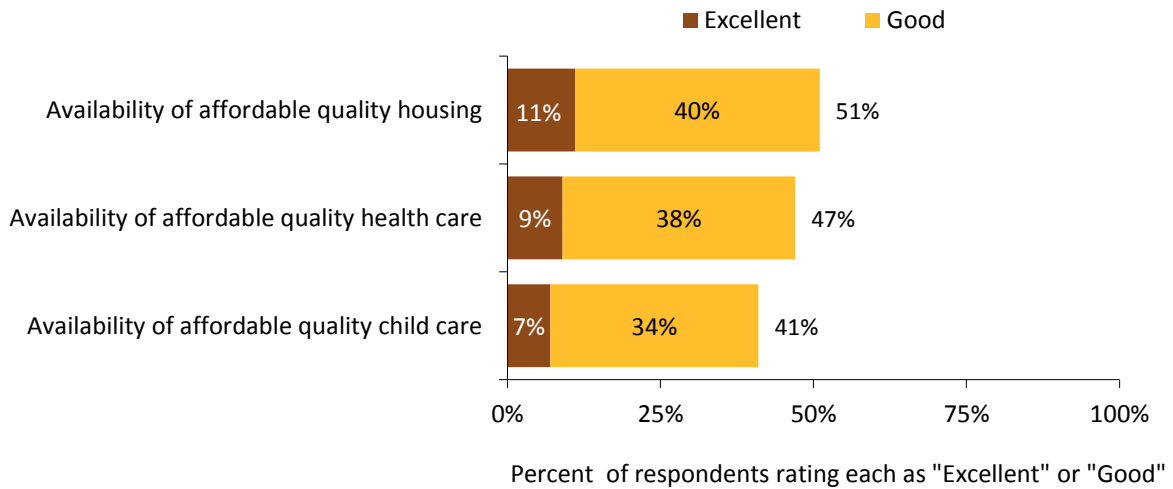


Figure 48: Community Characteristics Related to Human Services Benchmark Comparisons

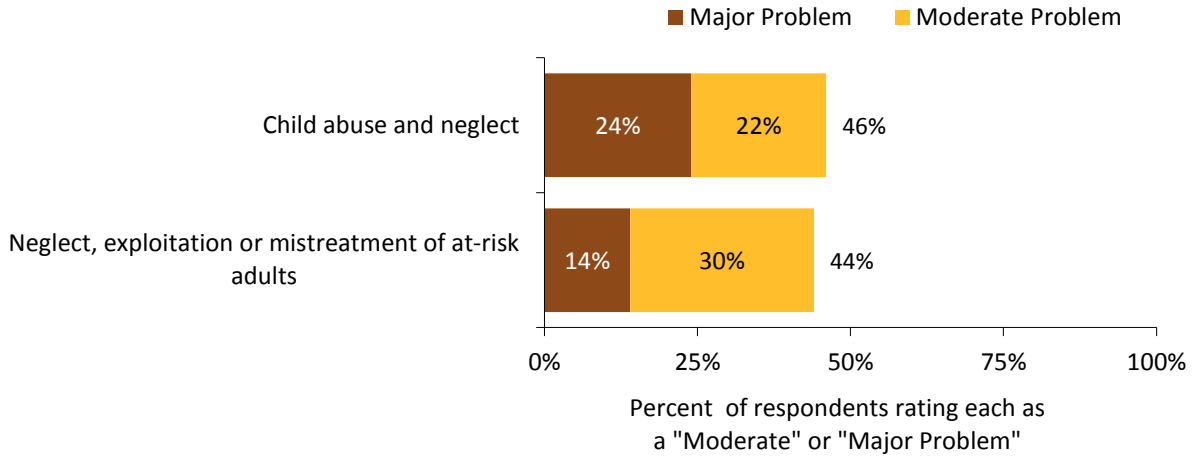
Please rate each of the following characteristics as they relate to Adams County as a whole	National Comparison	Colorado Comparison
Availability of affordable quality housing	Above the benchmark	Above the benchmark
Availability of affordable quality health care	Similar to the benchmark	Similar to the benchmark
Availability of affordable quality child care	Similar to the benchmark	Similar to the benchmark

⁵ From the Adams County website: <http://adcogov.org/index.aspx?NID=429>. Retrieved June 26, 2012.

⁶ From the Adams County website: <http://adcogov.org/index.aspx?NID=431>. Retrieved June 26, 2012.

Child abuse and neglect was considered a major or moderate problem in Adams County by nearly half of survey respondents (46%, see Figure 49). The neglect, exploitation or mistreatment of at-risk adults was considered a major or moderate problem by 44% of survey participants.

Figure 49: Ratings of Problems in Adams County Related to Human Services



When asked to evaluate the human services provided by Adams County, about 4 in 10 respondents considered each service excellent or good (see Figure 50). Ratings given to services provided to financially challenged families were similar to the national and Colorado benchmarks. Housing assistance services was given a rating similar to the national benchmark, while child protection services was given a rating below the national benchmark.

Figure 50: Ratings of Human Services Provided by Adams County

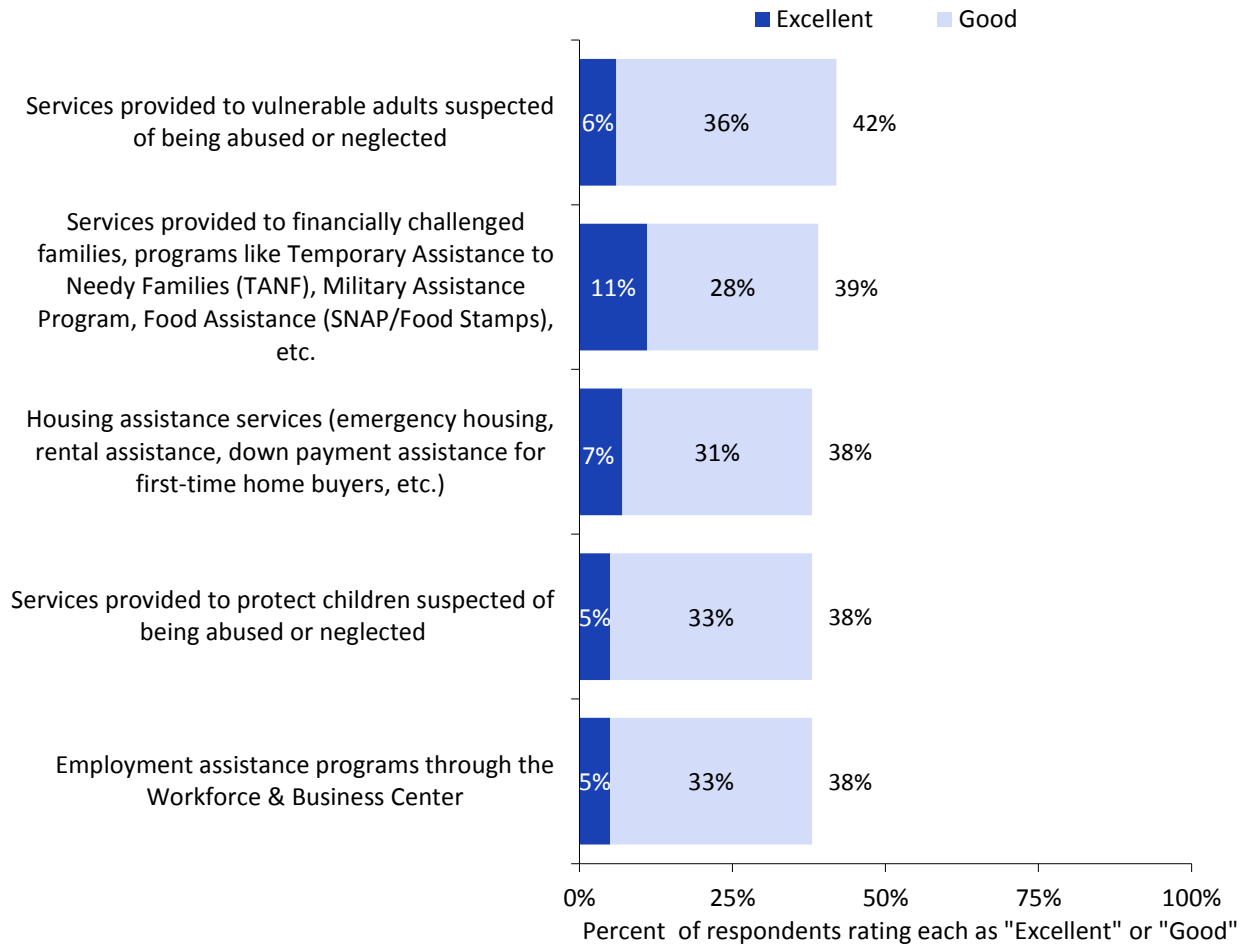


Figure 51: Human Services Benchmark Comparisons

Please rate the quality of each of the following services provided by Adams County:	National Comparison	Colorado Comparison
Services provided to financially challenged families, programs like Temporary Assistance to Needy Families (TANF), Military Assistance Program, Food Assistance (SNAP/Food Stamps), etc.	Similar to the benchmark	Similar to the benchmark
Housing assistance services (emergency housing, rental assistance, down payment assistance for first-time home buyers, etc.)	Similar to the benchmark	Not available
Services provided to protect children suspected of being abused or neglected	Below the benchmark	Not available

One of the services provided by the Human Services Department is job seeker services through the Adams County Workforce & Business Center. Those completing the survey were asked if they had been looking for work at any time during the two years prior to the survey. About a quarter of respondents replied that they had been looking for work at some point (see Figure 52). Of those, just over half said they had used job seeker services at the Workforce & Business Center (see Figure 53).

The most common reason given for not using these job seeker services was not knowing about them (see Figure 54 on the next page). Among those who had used the services, over 70% rated the services as excellent or good (see Figure 55 on the next page).

Figure 52: Respondent Employment Seeking Status

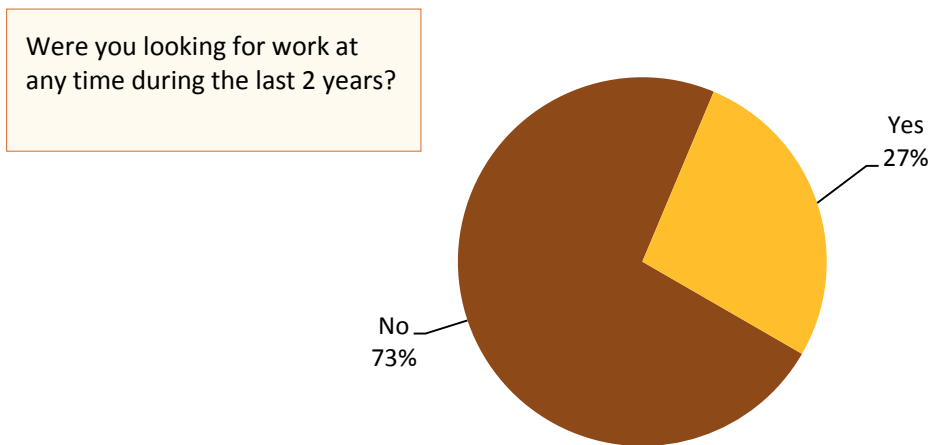
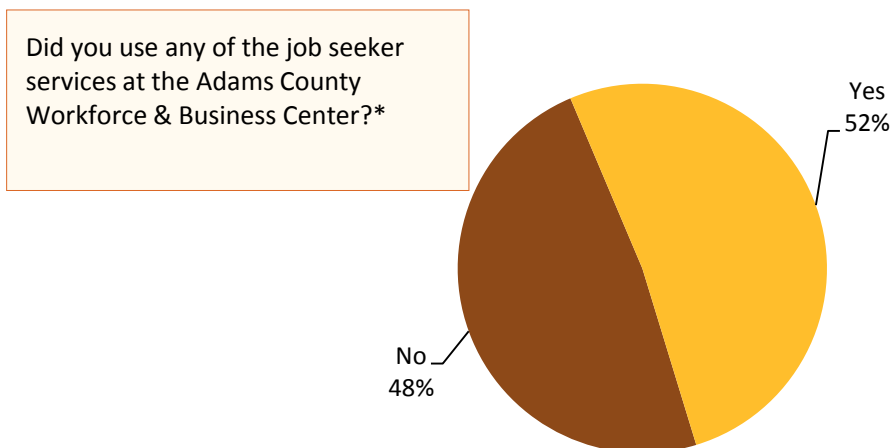
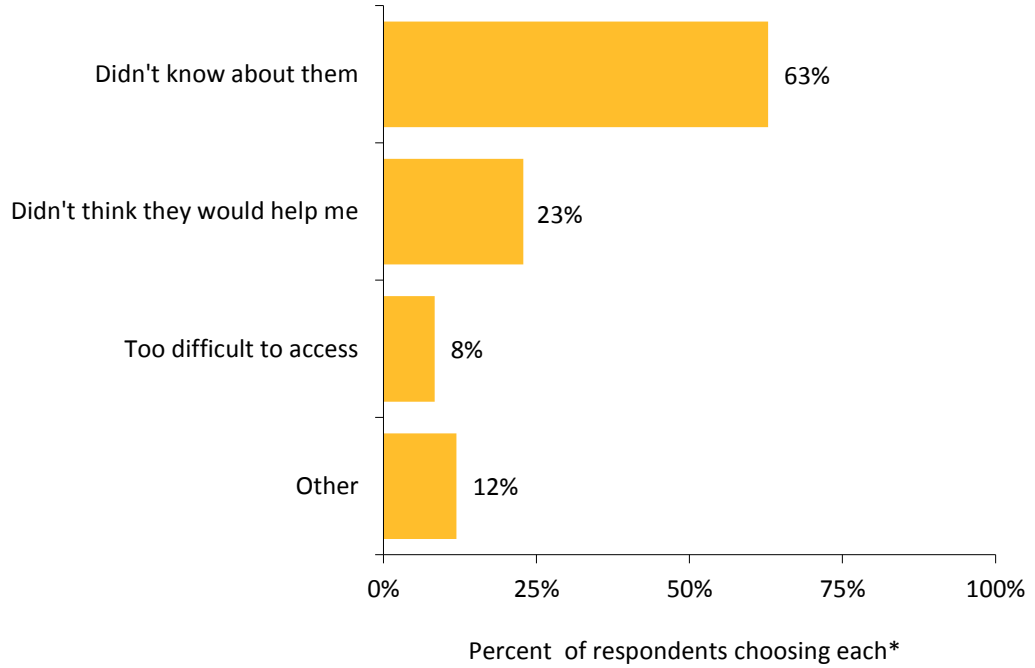


Figure 53: Use of Job Seeker Services at the Adams County Workforce & Business Center



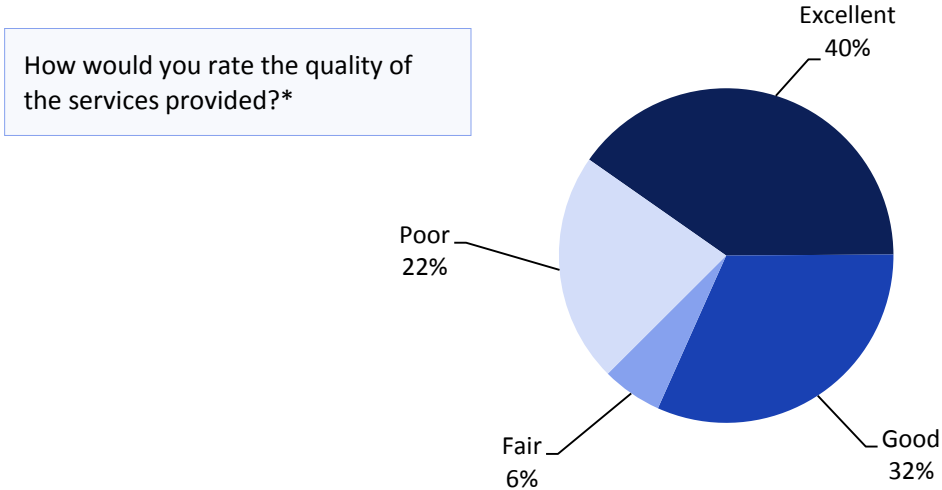
* Note: Question only asked of those who had been looking for work during the last 2 years.

Figure 54: Reasons for Not Using Job Seeker Services at the Adams County Workforce & Business Center



* Note: Percents add to more than 100% as respondents could choose more than one reason. Question only asked of those who had been looking for work during the last 2 years and who had not used job seeker services at the Adams County Workforce & Business Center.

Figure 55: Rating of Job Seeker Services at the Adams County Workforce & Business Center

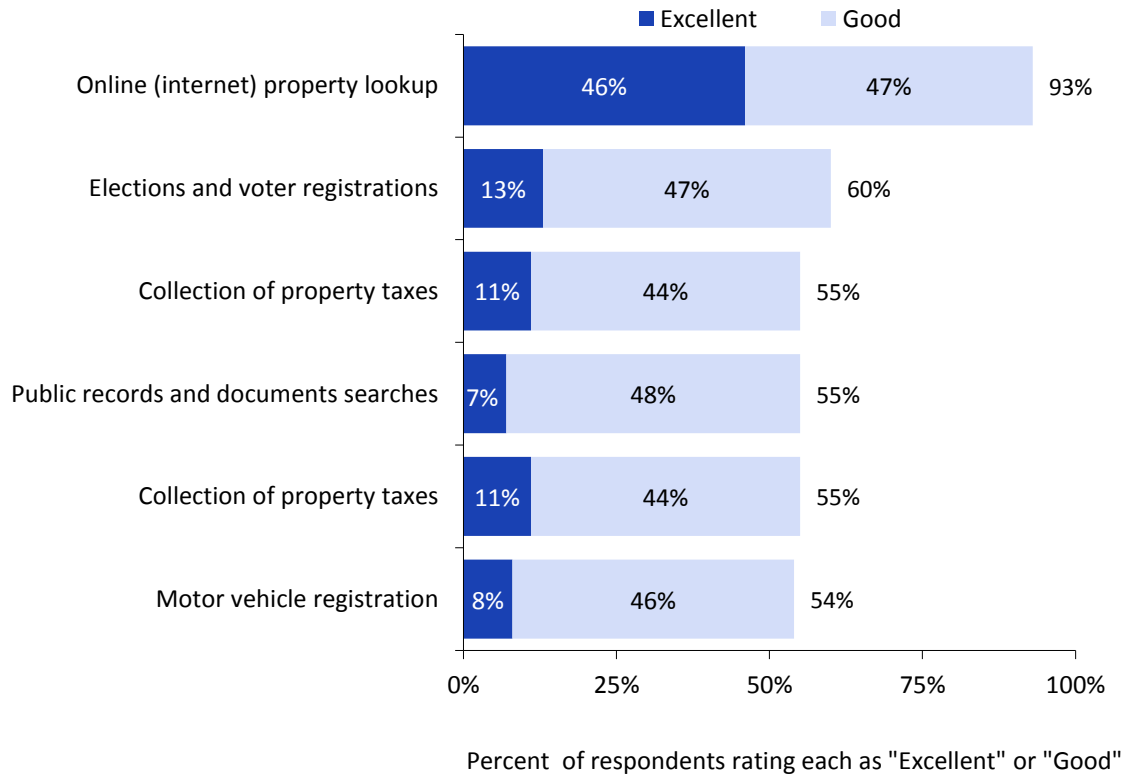


*Note: Only asked of those who had been looking for work during the last 2 years and who had used job seeker services at the Adams County Workforce & Business Center.

Public Services

County governments provide a number of public records and administrative services, including such things as marriage licenses, elections, Assessor’s valuation of property, maintaining official public records, Coroner, Treasurer, etc. Several of these functions were evaluated by those completing the survey. Online property lookup was a popular service, considered excellent or good by over 90% of survey respondents. Between 54% and 60% of respondents considered each of the other services excellent or good.

Figure 56: Ratings of Public Services Provided by Adams County



Adams County Employees

The customer service provided by the employees of Adams County government was assessed through the Adams County Quality of Life Survey. Nearly 4 in 10 respondents said they had had contact with an Adams County employee in the previous 12 months (see Figure 57). Those who had been in contact with an Adams County employee were asked to rate various aspects of their most recent encounter. About three-quarters of those who had had contact with an employee rated their overall impression as excellent or good (see Figure 58 below), a rating that was similar to the national and Colorado benchmarks (see Figure 59 on the next page). The respectfulness and knowledge of employees was considered excellent or good by 80% of respondents. The rating of the knowledge of employees was similar to the national and Colorado benchmarks. The courtesy and responsiveness of employees was considered excellent or good by 79% and 73% of respondents, respectively. These ratings were below the national and Colorado benchmarks.

Figure 57: Contact with Adams County Employees

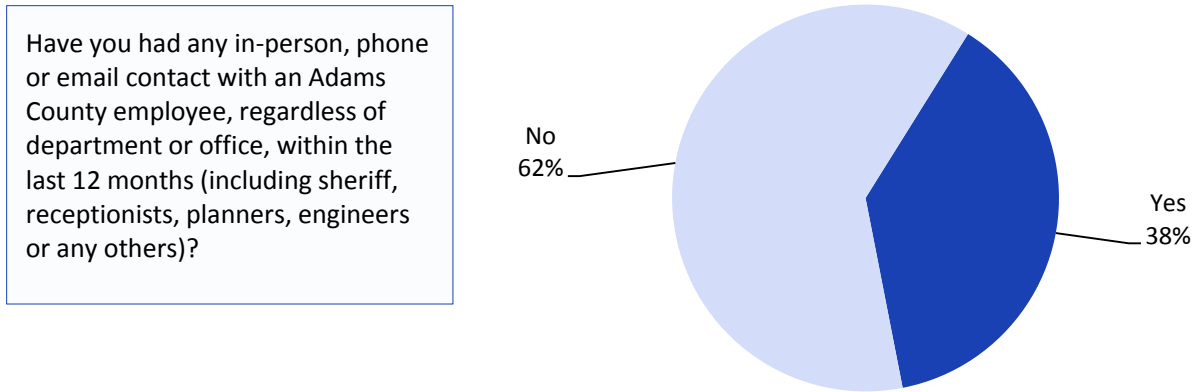
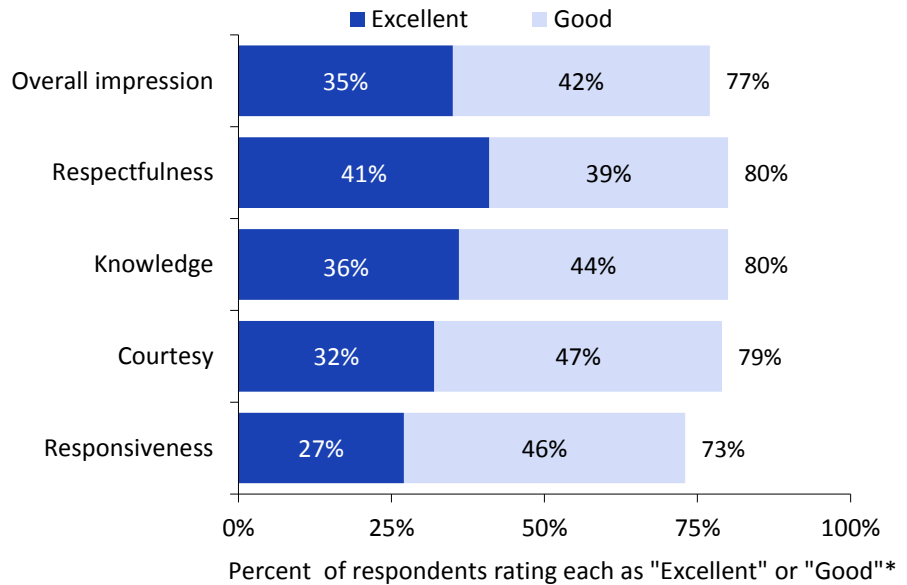


Figure 58: Ratings of Contact with Adams County Employees



* Note: Question only asked of those who had had contact with an Adams County employee.

Figure 59: Employee Contact Benchmark Comparisons

What was your impression of the Adams County employee in your most recent contact? (Rate each characteristic below.)	National Comparison	Colorado Comparison
Knowledge	Similar to the benchmark	Similar to the benchmark
Responsiveness	Below the benchmark	Below the benchmark
Courtesy	Below the benchmark	Much below the benchmark
Overall impression	Similar to the benchmark	Similar to the benchmark

Priorities of Adams County Residents

A total of 25 services provided by Adams County was evaluated by survey respondents. After rating the quality of each of these services, those completing the questionnaire were asked which five of the services they felt were the most important, and which five they felt were the least important. These results are shown in Figure 60 and Figure 61 on the next two pages.

The service considered most important by survey respondents was roadway maintenance, selected as a top five priority by 45% of respondents. The next most important services were Adams County open space, parks and trails system; enforcement of county codes; ordinances and regulations; economic development; and emergency management. Each of these was chosen as a top five priority by over 30% of respondents.

The two services considered least important by respondents, chosen as a low priority by about half of respondents, were online (internet) property lookup and public records and documents searches. The next least important services were the Animal Shelter / Adoption Center and elections and voter registrations. These were each considered a low priority by 24% and 23%, respectively, of respondents.

Figure 60: Adams County Services Considered Most Important by Respondents

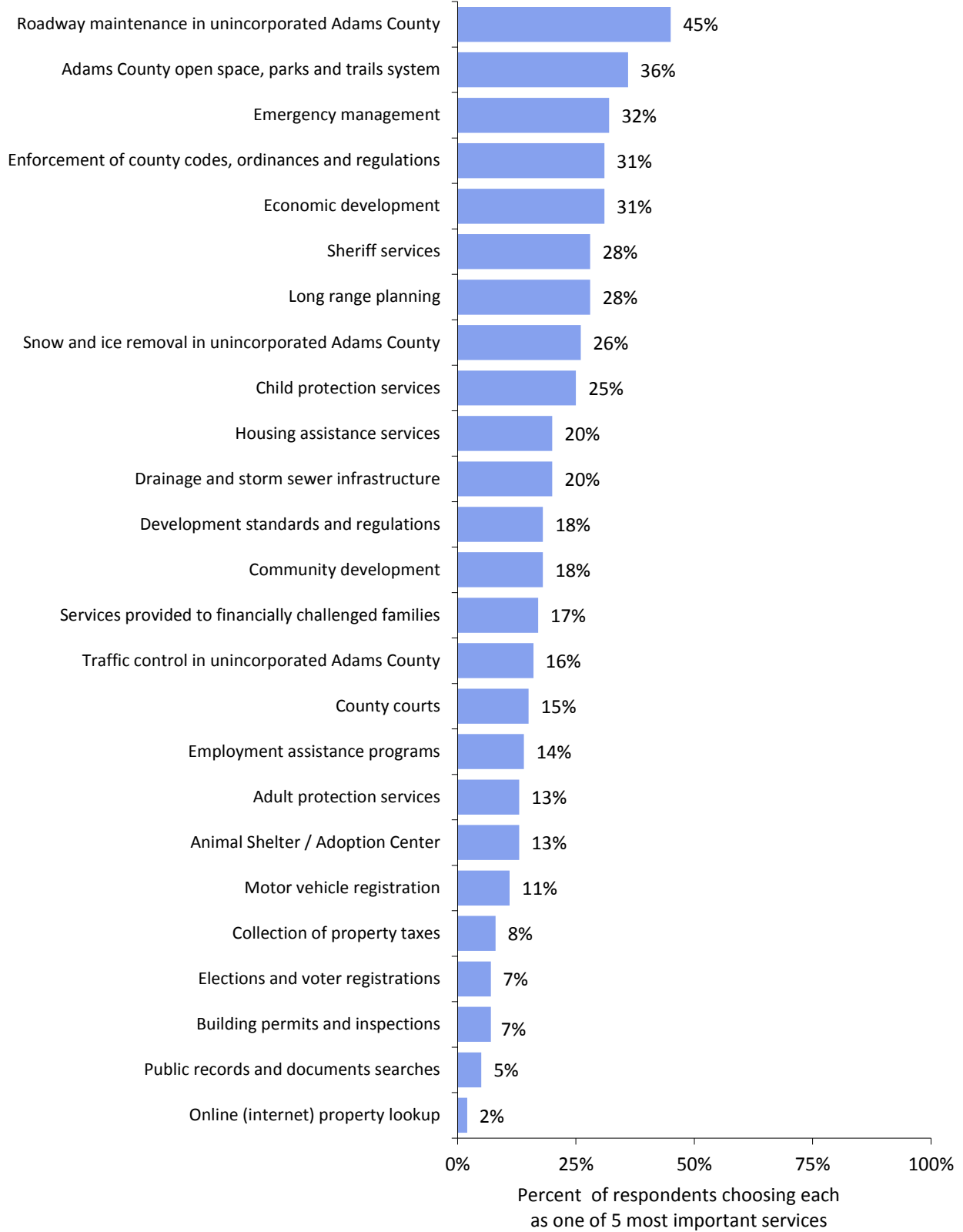
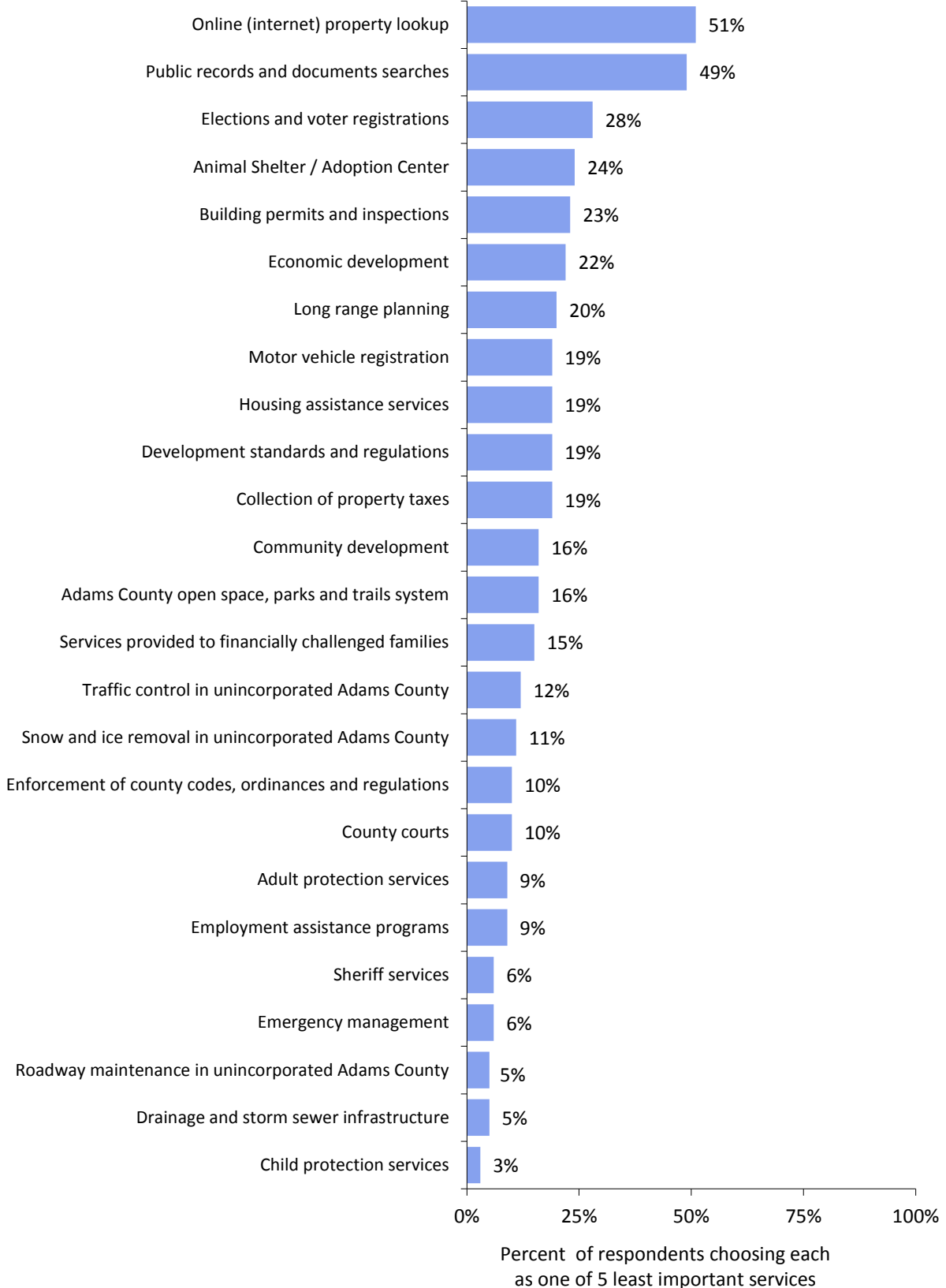


Figure 61: Adams County Services Considered Least Important by Respondents

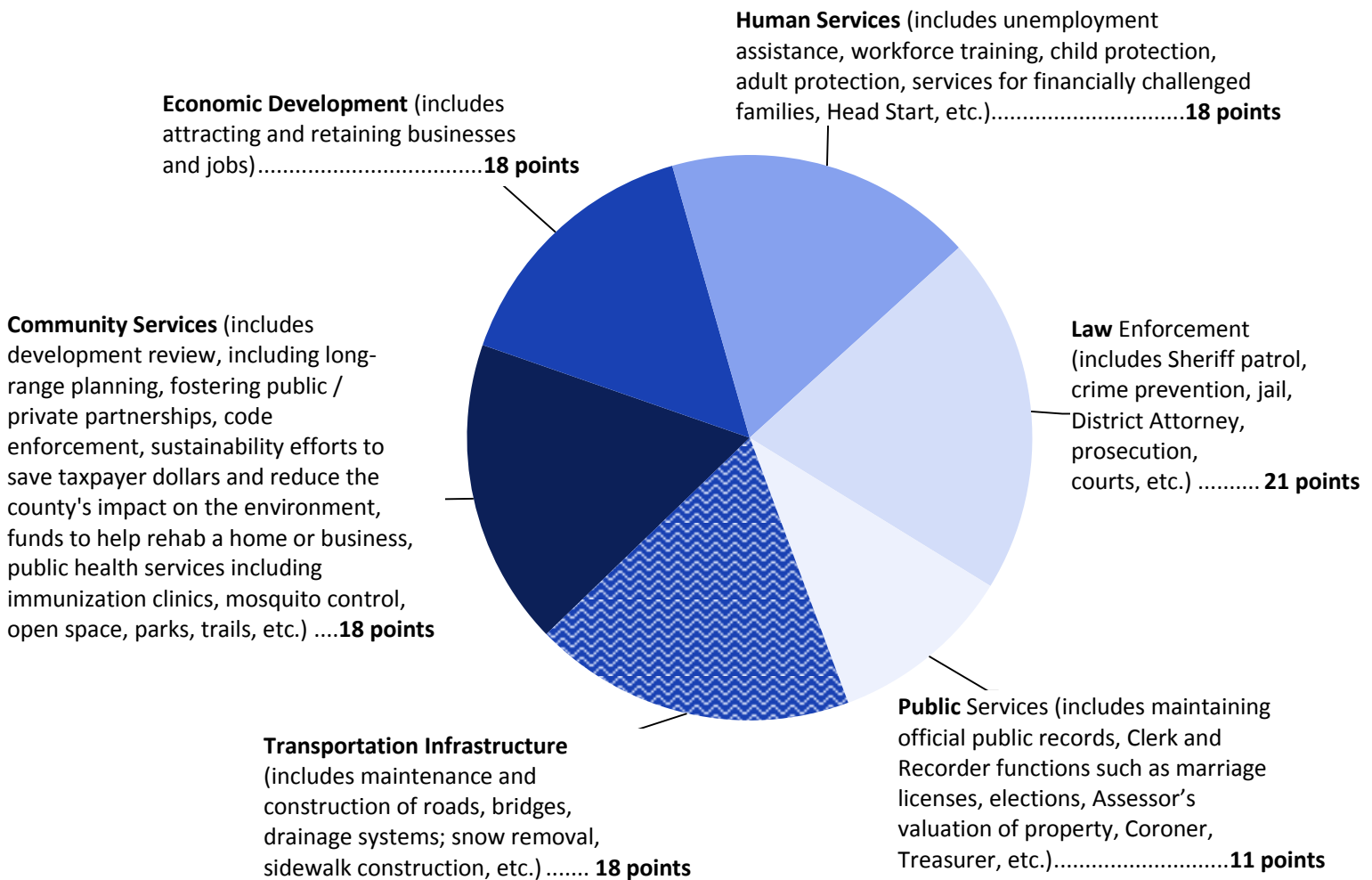


A scenario was presented to survey respondents in which they were given the task of assigning 100 importance points to each of six categories of Adams County services. Respondents could divide points evenly between the categories or allocate all or most of their points to a subset of categories they felt were most important.

On average, the importance points were fairly evenly assigned, ranging from a low of 11 points to public services to a high of 21 points for law enforcement (see Figure 62). After law enforcement, there were three categories that received 18 importance points each: human services, community services and transportation infrastructure.

Figure 62: Average Number of Importance Points Assigned to Each of Six Categories

Pretend for a moment that you are responsible for making decisions about service provisions in Adams County that require difficult trade-offs. Now say you have a total of 100 “importance” points that you can distribute among 6 service categories. Please give each category the number of points you think it deserves based on how important you think this is to the quality of community life in Adams County. The most important category should receive the largest number of points. (You must use all but not more than 100 points. You do not have to give points to every category. In fact, if you would like to assign all of the points to 1, 2 or 3 categories and 0 points to all of the others, you may do so.)*



* Note: to see the full description of each of the six categories, see a copy of the questionnaire in Appendix F: Survey Materials.

Quality of Services Not Provided by Adams County

In addition to rating the services provided by Adams County, survey respondents rated the quality six services that might be provided by entities other than the County, either by municipalities and/or Districts. About 9 in 10 respondents rated fire services as excellent or good and slightly fewer (about 8 in 10) rated park and recreation services, water and sanitation services and library services as excellent or good. Street and drainage maintenance services (63% excellent or good) and public schools (54%) were the least positively rated services among this list of six services.

On average, the services provided by entities other than Adams County were viewed similarly by county residents as those in other communities in the U.S. Water and sanitation services received higher ratings in Adams County than in areas across the nation and Colorado.

Figure 63: Ratings of Services Not Provided by Adams County

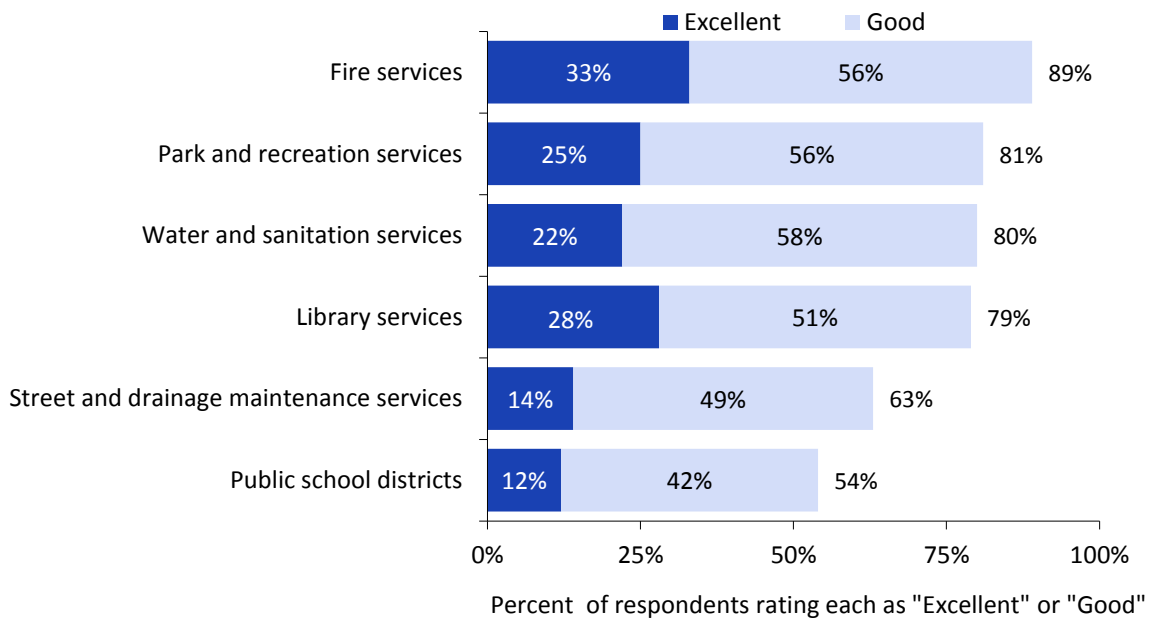


Figure 64: Non-Adams County Services Benchmark Comparisons

Please rate the quality of each of the following services provided by other agencies (i.e., special districts and metro districts), not by Adams County.	National Comparison	Colorado Comparison
Fire services	Similar to the benchmark	Similar to the benchmark
Park and recreation services	Similar to the benchmark	Not available
Water and sanitation services	Similar to the benchmark	Not available
Library services	Below the benchmark	Similar to the benchmark
Street and drainage maintenance services	Much above the benchmark	Much above the benchmark
Public school districts	Much below the benchmark	Below the benchmark

Future Development in Adams County

As the county continues grow, care must be taken to ensure development and growth occur at acceptable and manageable levels and in the desired areas. Three-quarters of respondents indicated that future development should be within already developed communities with available buildings or unused lands while one-fifth of respondents preferred development on open land at the edges of existing cities and towns. Only 4% had a preference for development on rural land (see Figure 65 below).

As for the type of new development density, over half of respondents indicated a preference for housing to be on larger lots and buildings should be spread out, similar to the “typical” suburban neighborhoods and shopping areas (see Figure 66 on the next page). One-third of respondents preferred residential and commercial development to be more dense and close to each other, making it easier to walk from place to place. Few respondents (13%) preferred housing and commercial development on very large lots within rural areas.

When asked who should pay for new development, almost half of respondents (47%) felt that development should pay for itself (see Figure 67 on the next page). While 28% of survey respondents felt that *some* of the cost for development should be paid by general county taxes, only 8% felt that general county tax dollars should fund development. Seventeen percent of respondent indicated they did not know who should pay for new development.

Figure 65: Respondent Preferences for Location of Future Development

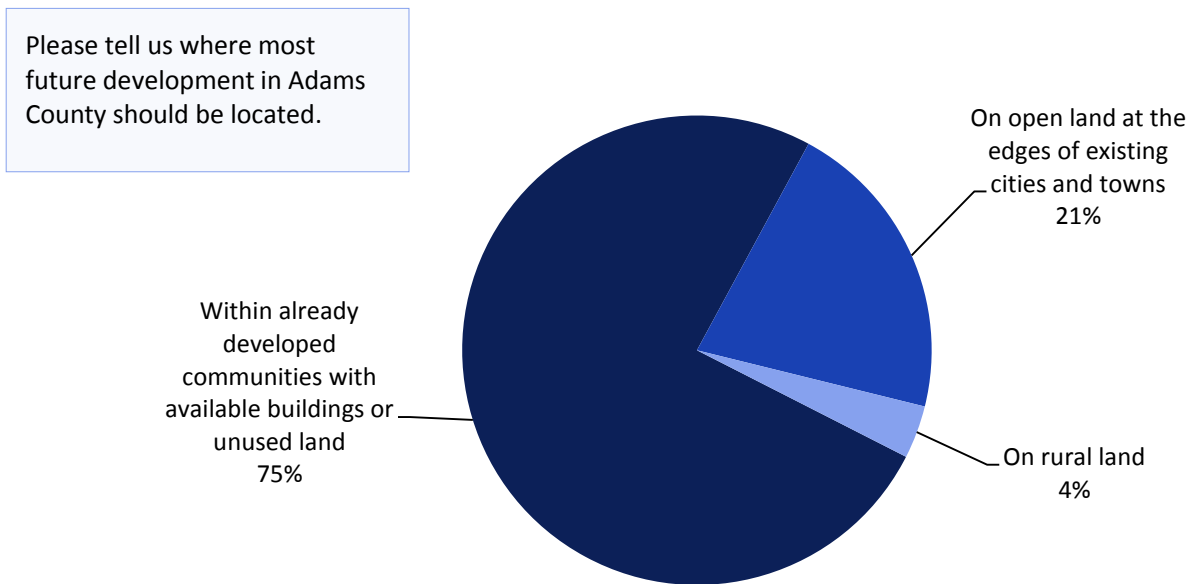


Figure 66: Respondent Preferences for New Development

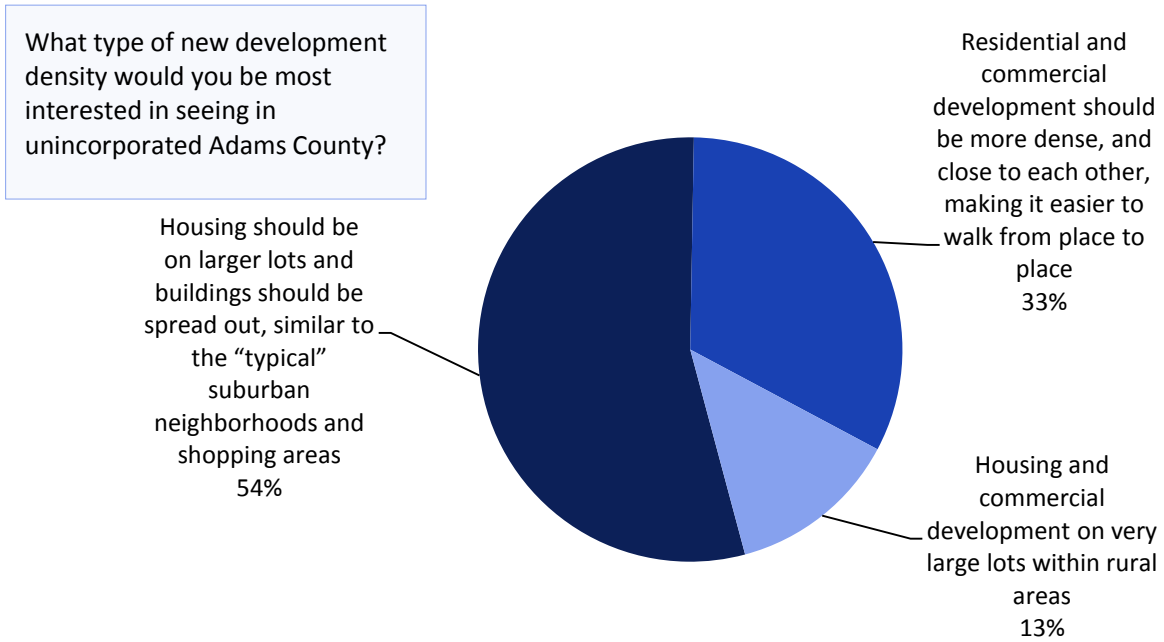
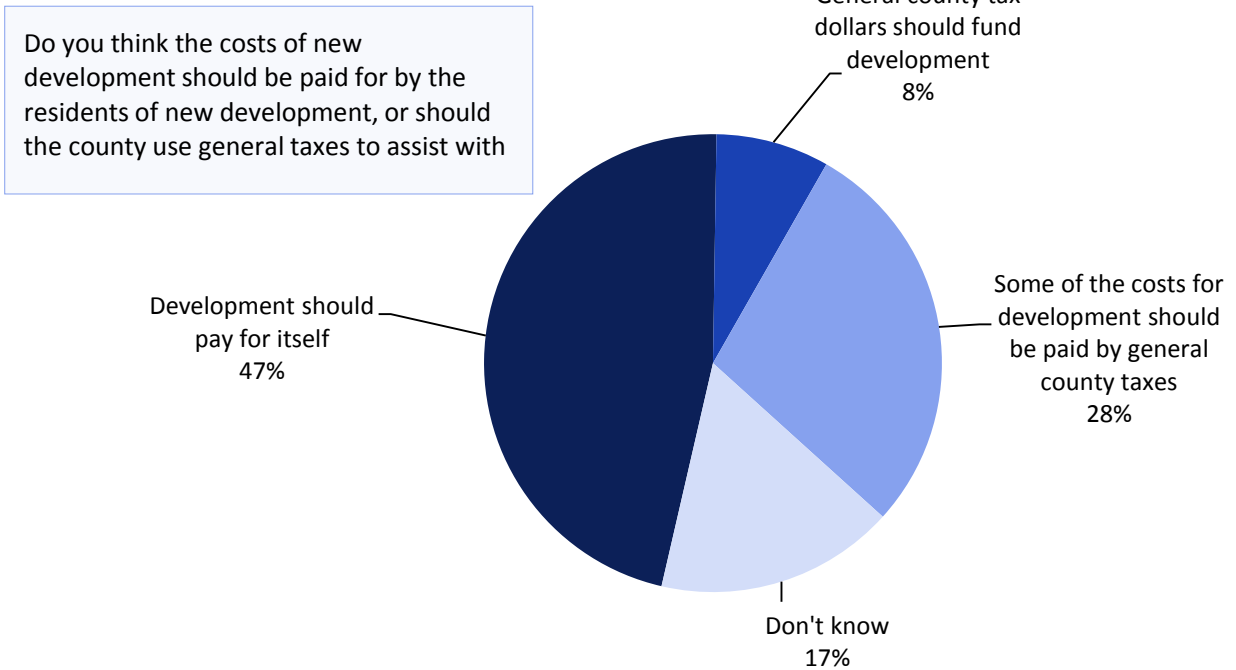


Figure 67: Respondent Preferences for Paying for New Development



Information Sources

About 7 in 10 respondents to the survey felt at least somewhat informed about the job Adams County government is doing; 3% felt very well informed, 15% felt informed and 51% felt somewhat informed (see Figure 68 below). However, one-third of respondents (31%) described themselves as hardly informed at all.

To ascertain possible avenues for disseminating information about Adams County events or issues, respondents rated their likelihood of using 13 varied sources of information ranging from traditional media (such as direct mail and newsletters) to new media (such as blogs and Twitter feeds; see Figure 69). For about 6 in 10 Adams County residents, traditional media sources (i.e., mailings to the home address, community newsletters and local press) were the preferred sources of information. About 4 in 10 respondents were very likely or likely to utilize the County website and word of mouth for information about Adams County events or issues. The least likely sources to be used by respondents included Web blogs and the Adams County Twitter site; about 1 in 10 respondents indicated that they would be likely to use either of these sources.

Figure 68: How Informed Respondents Are About the Job Adams County Government Is Doing

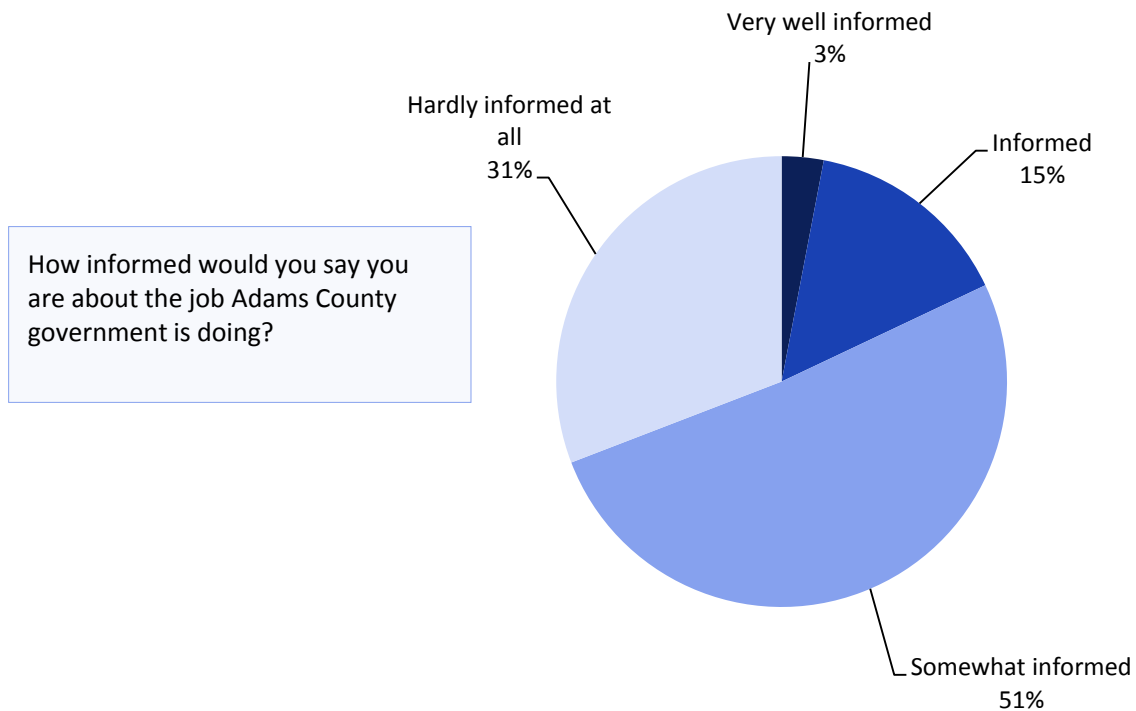


Figure 69: Preferred Sources of Information

Thinking of how you currently get information about events or issues, how likely would you be to obtain information about Adams County like public hearings, community meetings, upcoming programs and events like the fair or rodeo, etc. in the following formats?

