

# Quality of Life Survey

*2019 Results*

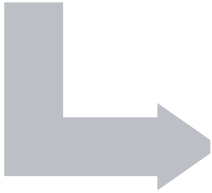
Prepared by



**NRC**  
National Research Center Inc

# Survey Methods

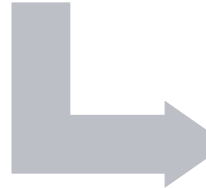
6,000  
households



669 completed  
surveys (11%)



4% Margin of  
Error



Results  
weighted



Benchmark  
comparisons



# Education and Economic Prosperity



Residents appreciate  
efforts to encourage a strong economy

2 *in* 3

*excellent or good*



- Adams County as a place to work
- Shopping opportunities

1 *in* 2

*excellent or good*



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

*Higher than benchmarks*



# Performance Trends

Place to work

Shopping opportunities

Place to start/run a business

Employment opportunities

# Economic Services



Colorado Air and  
Space Port  
69%



Employment  
assistance  
57%

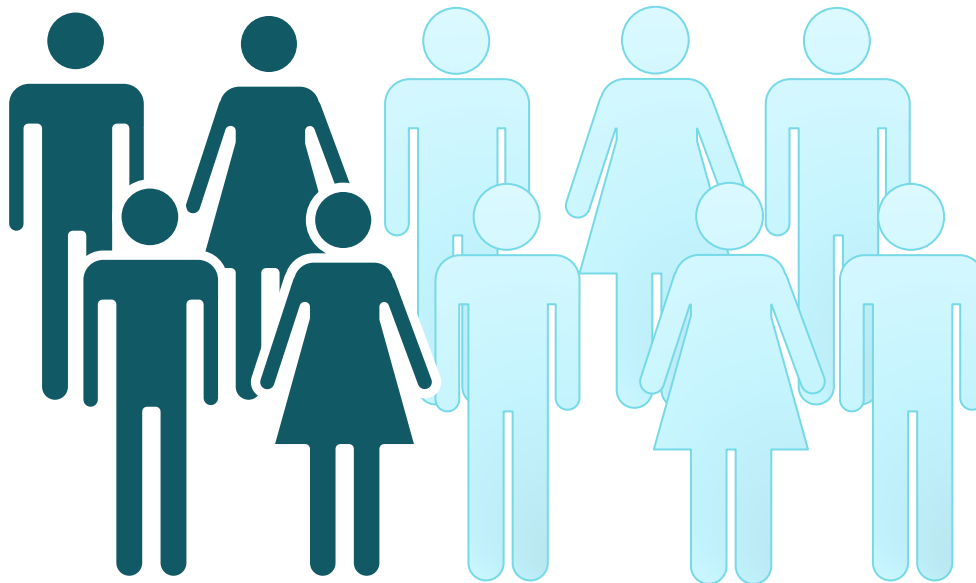


Economic development  
45%

*excellent or good*

4 *in* 10 *excellent or good*

Retaining existing businesses  
and attracting new ones







# 72%

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Residents *support* using existing tax dollars to *attract* businesses for *job creation*

Refund

deposit?

73a

b

Amc

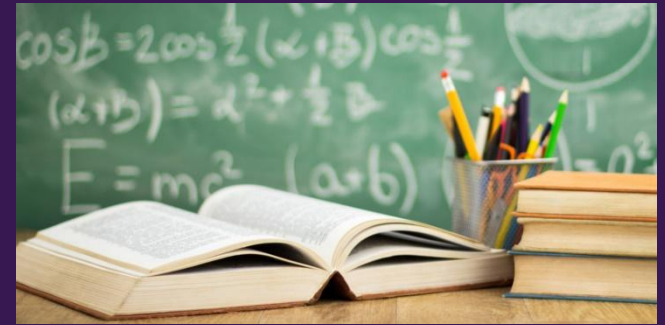
Ro

**Public education could be an**  
*area of opportunity*

# 51%

*excellent or good*

*Public school districts*



# 4 in 10

*excellent or good*

*Educational opportunities*

# High Performing, Fiscally Sustainable Government





**Residents feel the County is headed in**  
*the right direction*

# Quality of services



*Excellent! Good!*

# Government Trust

Can trust government to do what is right

59%

Overall direction

58%

Opportunities to participate in community matters

51%

# Government Performance

Treating residents with fairness and respect

58%



Acting in the best interest of community



56%

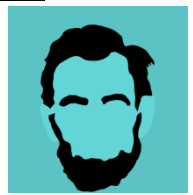


Welcoming citizen involvement

49%

Being honest

55%



Being open and transparent

45%



Giving residents a chance to express views before making decisions

43%



Being responsive

55%



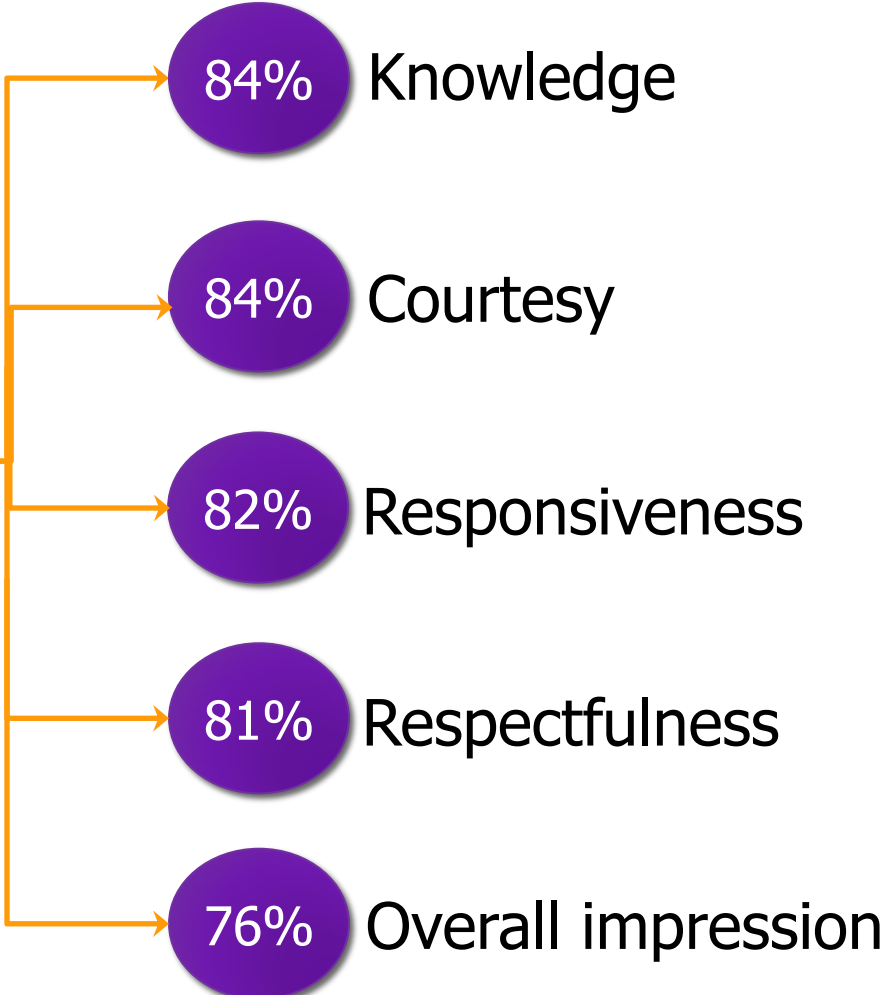
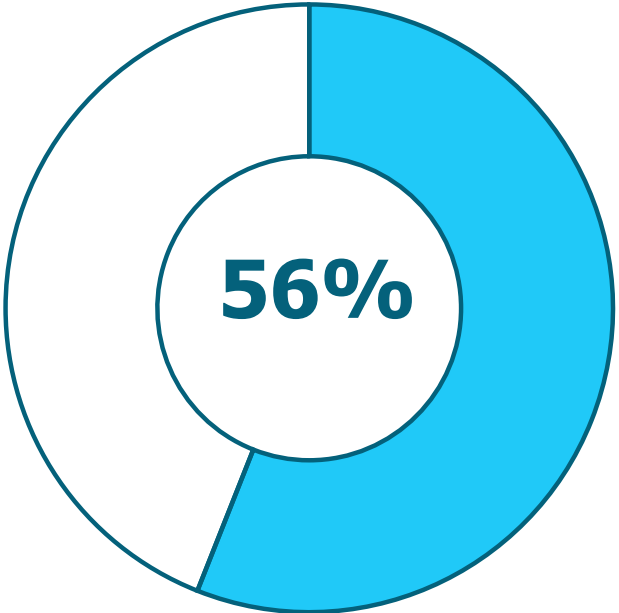
excellent or good



# County Employee Performance

## Performance

Contact with County employee



# Quality of Life



**Many residents are pleased  
with their quality of life**

# Overall quality of life in Adams County



2012

2014

2016

2019



# 4 *in* 5

*Excellent or good*



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



# 7 *in* 10

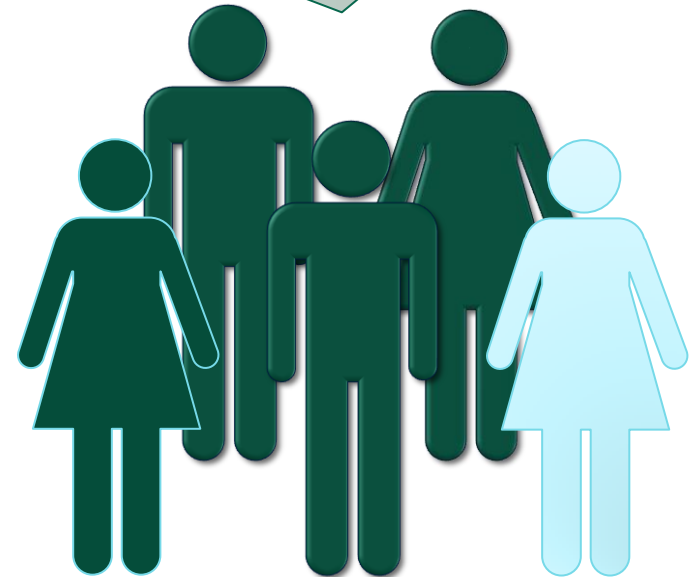
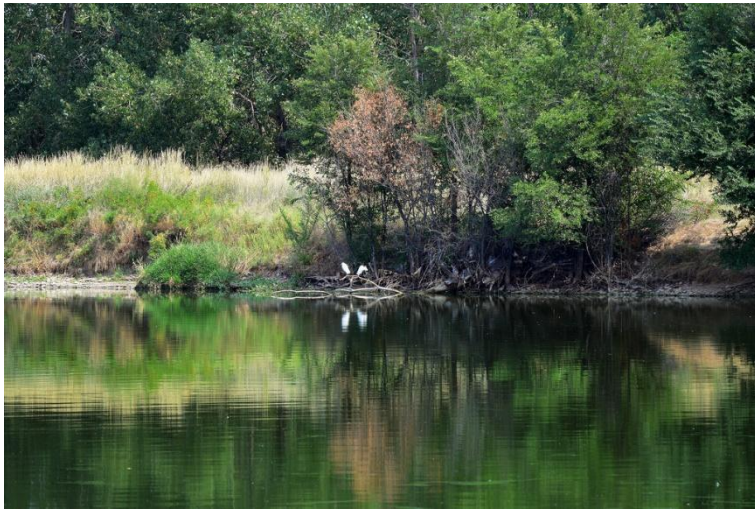
*excellent or good*

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

# Loyalty to the Community

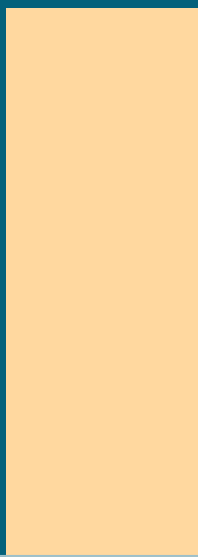
4 in 5

Recommend Adams County  
Remain in Adams County



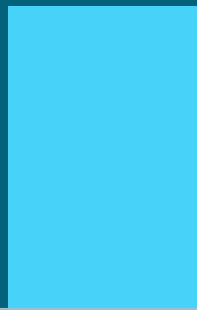
# Best Thing about Adams County

29%



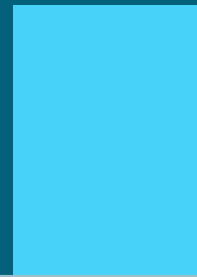
Location/  
access

12%



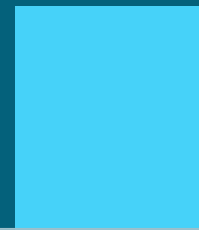
Open space,  
parks and  
trails

8%



Lower cost of  
living/  
affordable

7%



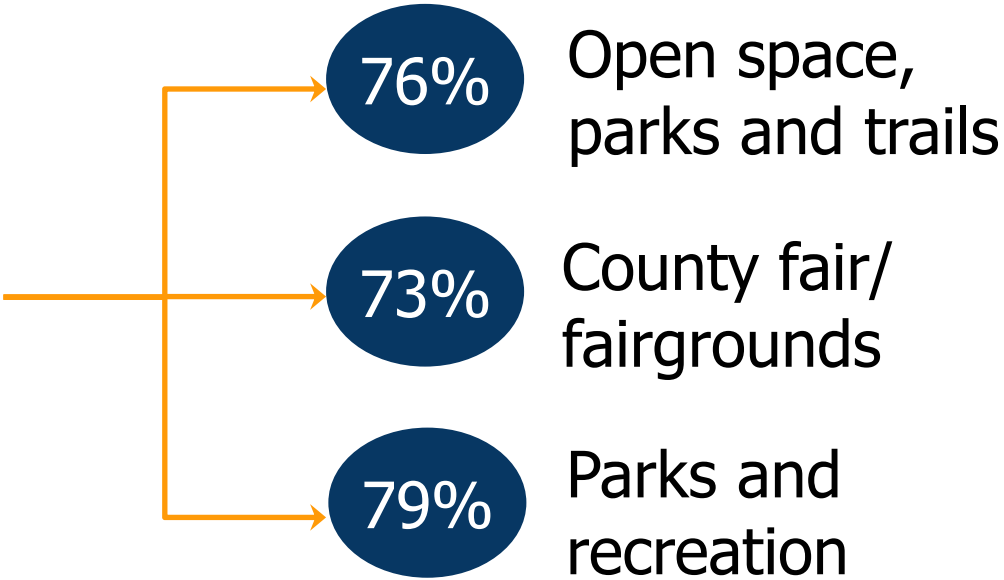
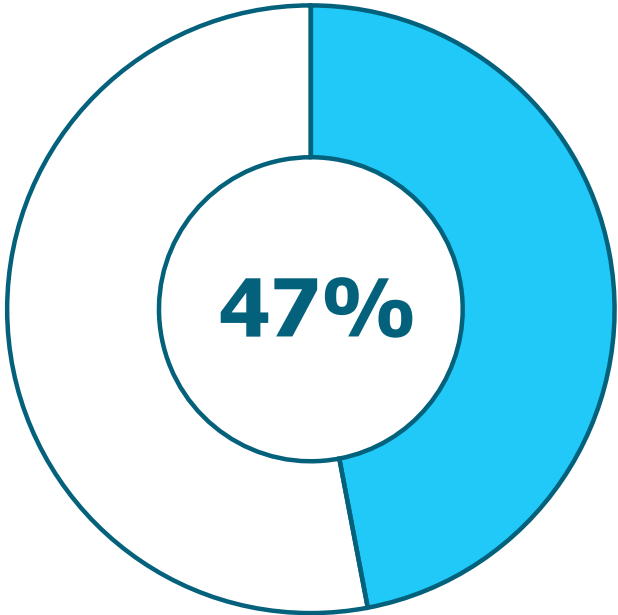
Family/  
friends/  
neighborhood

**Parks and recreation offerings are a**  
*highlight*

# Open space, parks and recreation

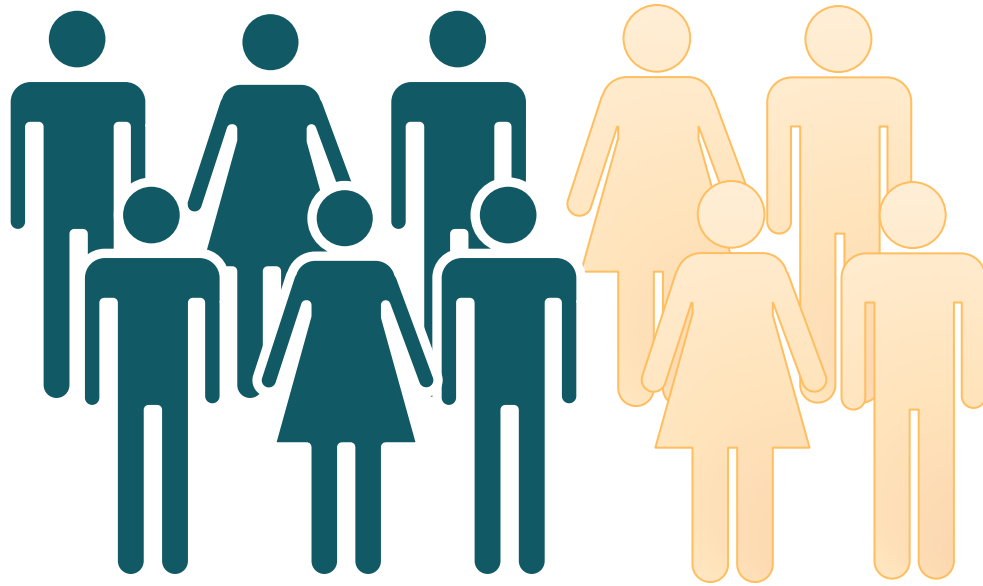
Visited a neighborhood or County park

Services





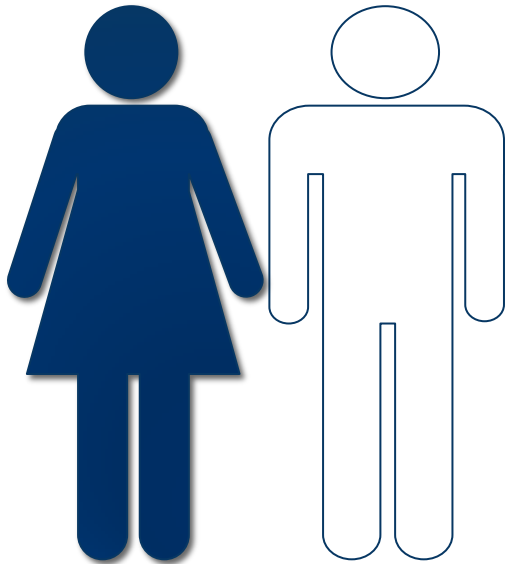
# 6 *in* 10



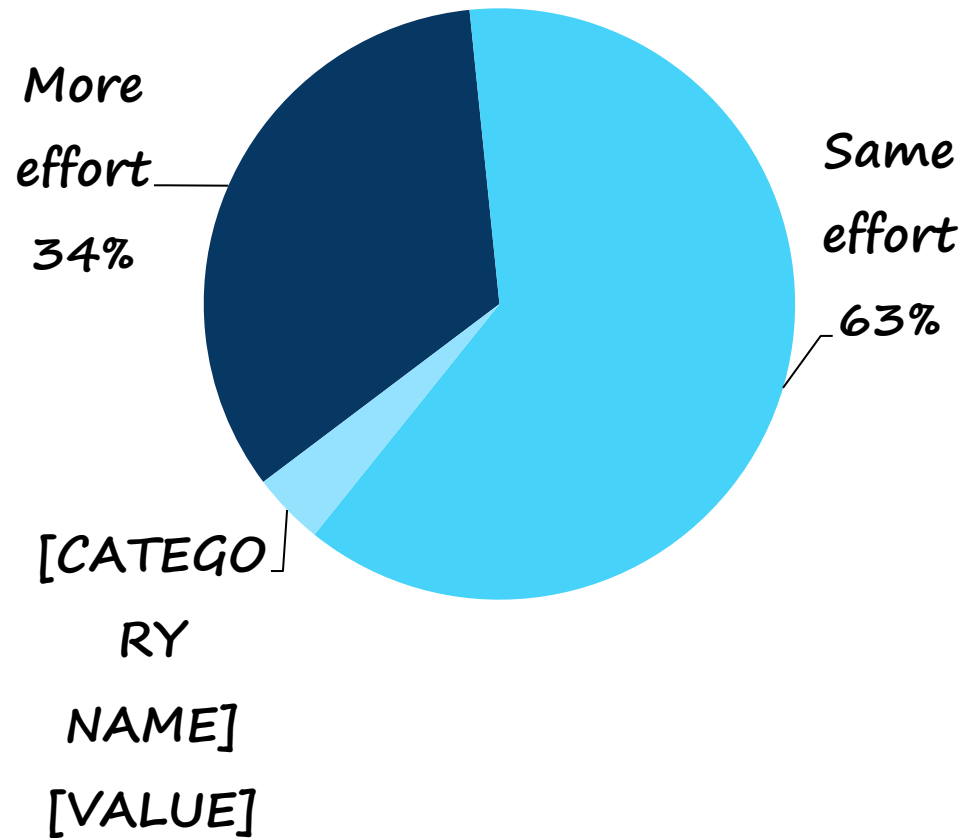
- *Recreational opportunities*
- *Opportunities to participate in outdoor recreation or enjoy nature*
- *Overall appearance*

# Amount of Park or Recreation Facilities

*Right amount!*



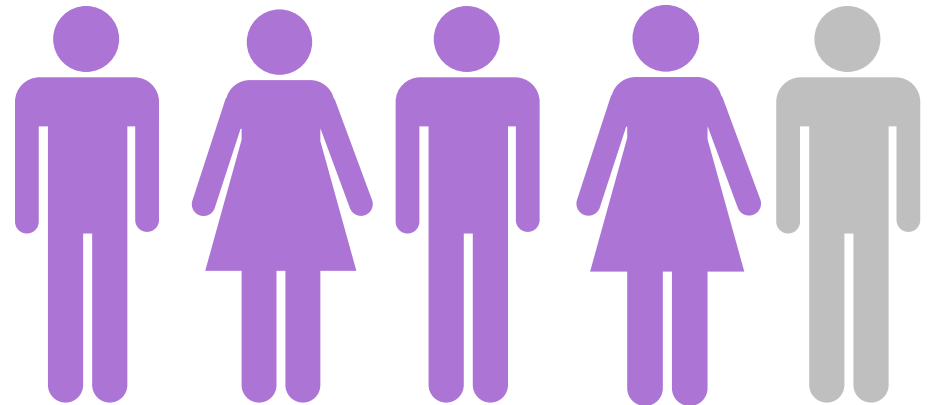
# County Effort: Parks and Open Space



# Sales Tax Extension

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

4 in 5



# #1 SERVICE FOR QOL



52%

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*Cited open space,  
parks and trails as  
most important for  
quality of life*



# Safe and Reliable Infrastructure



**Transportation improvements continue to be a *focus*, but residents are generally *pleased* with the infrastructure in place**

1 in 2

*excellent or good*



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



1 in 3

*excellent or good*

*Traffic flow*

# Infrastructure Services

- Street and drainage maintenance
- RTD bus or rail

5 in 10

- Traffic control

4 in 10

- Roadway maintenance in unincorporated area

3 in 10

# Transportation Measures on the Rise

**1** in **2** ✓ Snow and ice removal

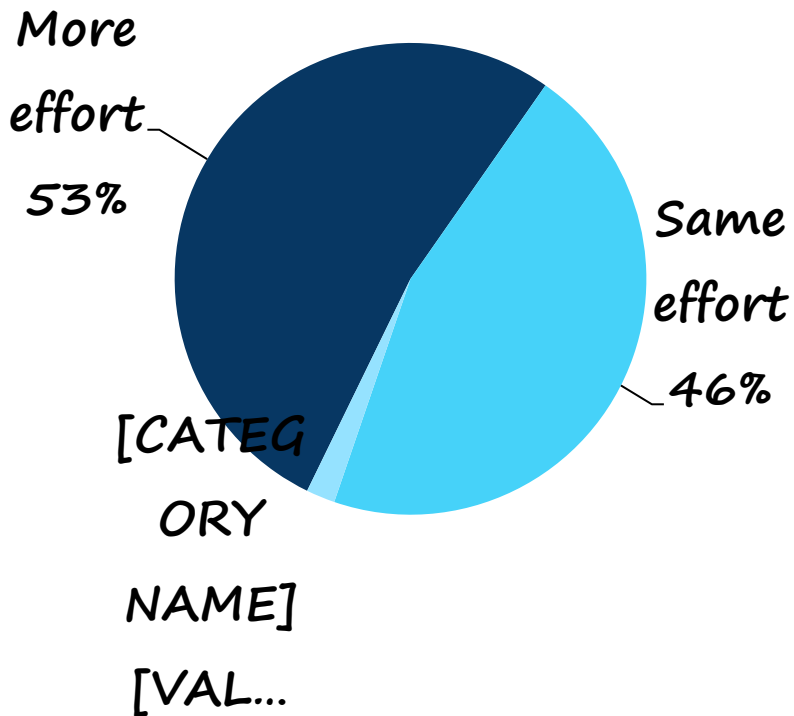
**3** in **10** ✓ Carpooled



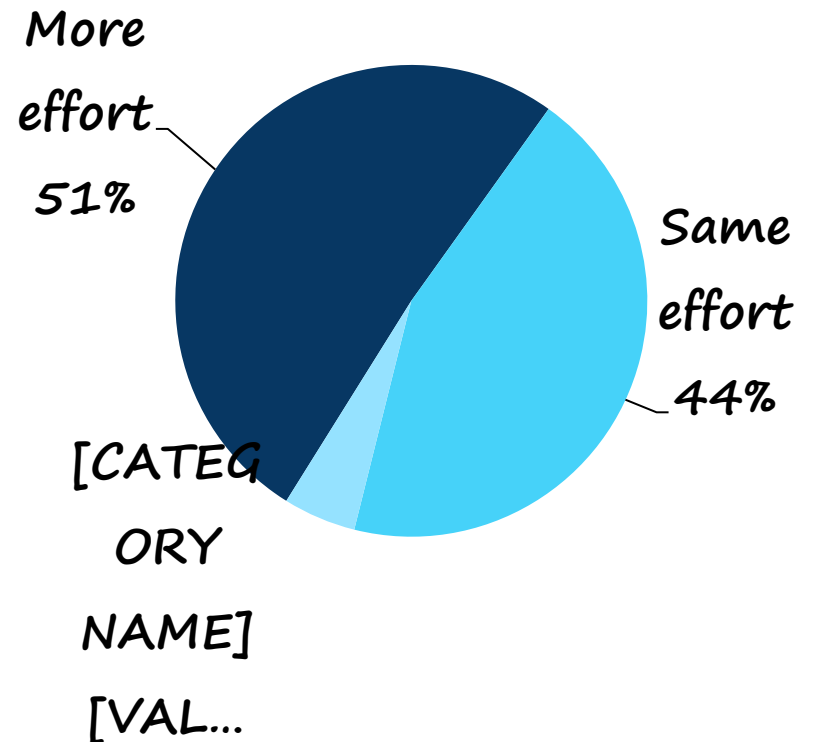
*Percent excellent or good*

# County Effort: Transportation

## Infrastructure Maintenance



## Infrastructure Construction





## Sales Tax Extension

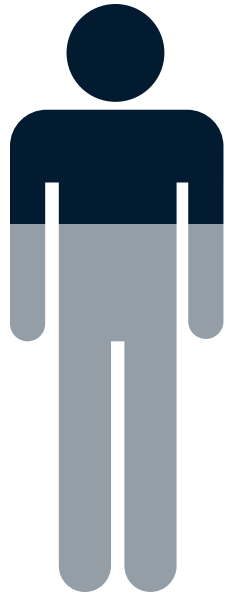
Continue portion of sales tax of \$.02/\$10 to build and maintain roads and bridges

83%

Continue an existing sales tax of \$.03/\$10 to build and maintain AdCo facilities

67%

# #2 SERVICE FOR QOL



44%

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*Cited roadway maintenance  
most important for  
quality of life*



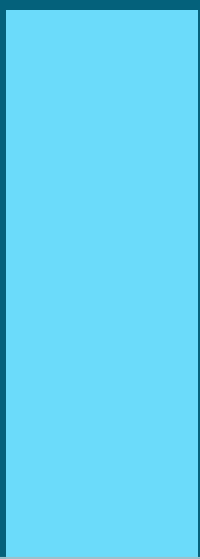
# Community Enrichment



Affordability is an asset that residents would like to maintain

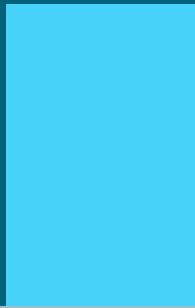
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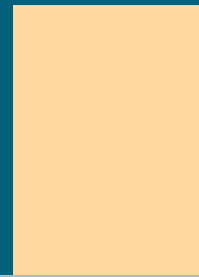
Location/  
access

12%



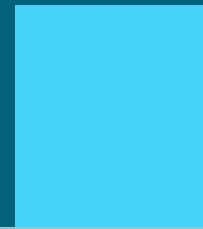
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living/  
affordable

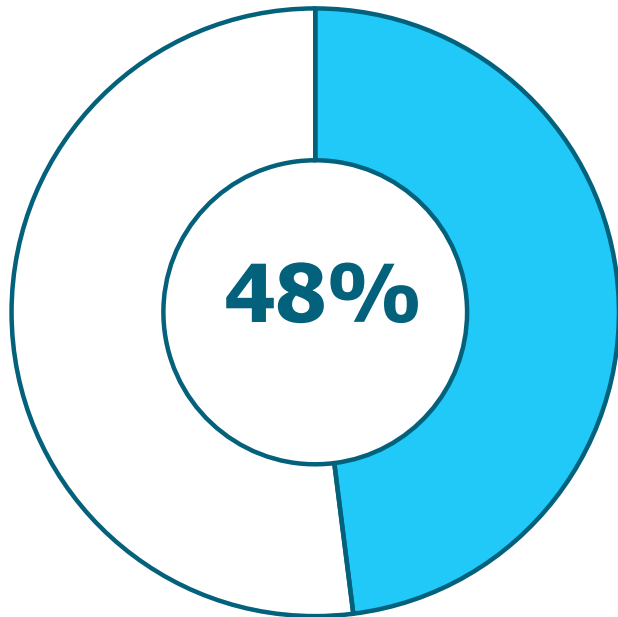
7%



Family/  
friends/  
neighborhood

# Cost of living

Value of services for taxes paid



## Affordability

51%

Variety of housing options

48%

Affordable health care

30%

Affordable housing

22%

Child care



# Community Enrichment Services

- Services provided to financially challenged families

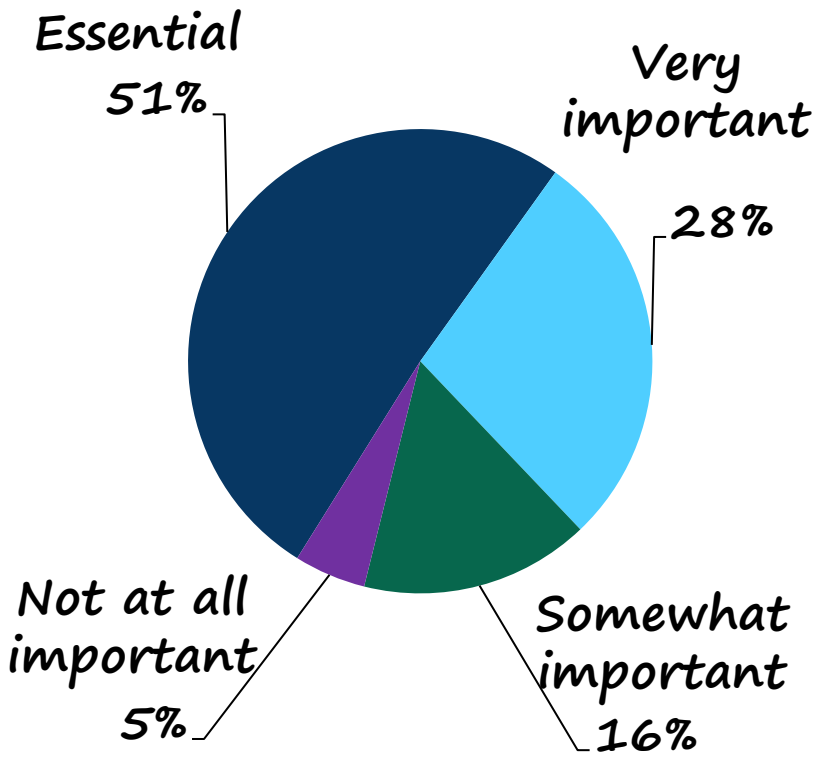
5 in 10

- Housing assistance services

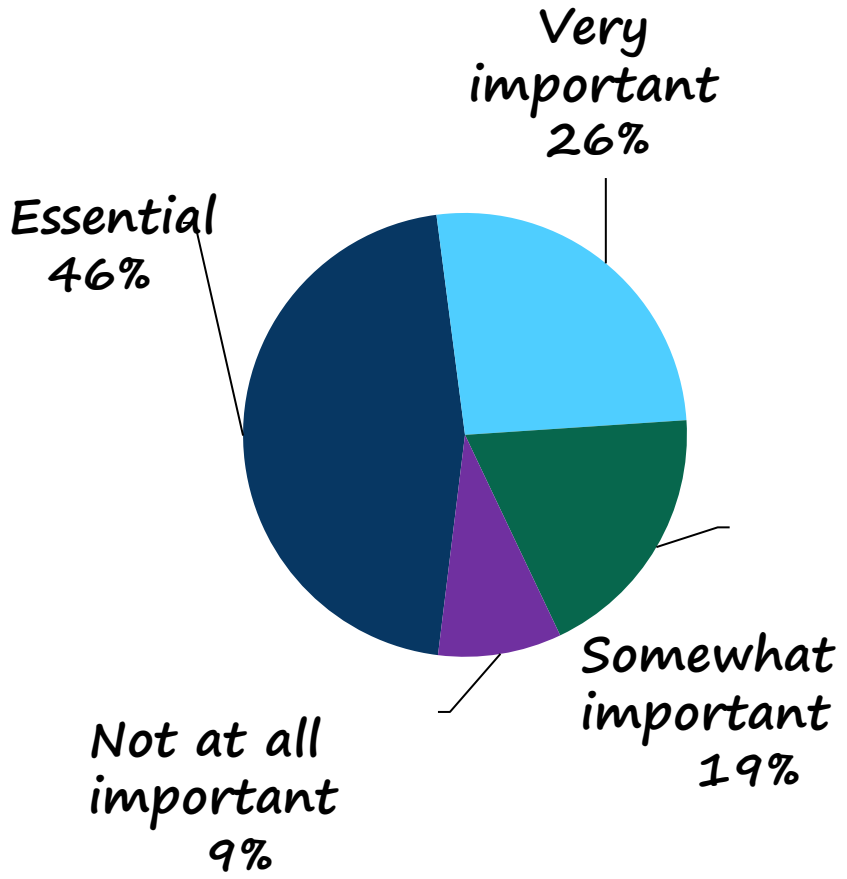
3 in 10

# Importance of Affordable Housing Measures

## Preserve existing



## Create new





**Questions?**



# THANK YOU!

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*Morgan Adams*

*Research Associate/Project Manager*

*National Research Center*



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National Research Center Inc