

# 2007 Pitkin County Community Survey: Executive Summary Report, January 2008

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## Purpose and Methodology

### Purpose

The Pitkin County Board of County Commissioners requested a survey be conducted to gather input from county residents, second homeowners, and the business community. The last community survey for Pitkin County was conducted in 2004. The survey methodology and many of the 2004 survey questions were retained for consistency. This has allowed the researcher to compare results over this three year period and identify important changes and trends from the data.

#### Specific areas identified for community input:

- **Priorities for county government**
- **Land use**
- **Water issues**
- **County-wide issues**
- **Caucus system**
- **County services**
- **Demographics**
- **Values/assessment**

### Methodology

In 2007, Pitkin County contracted with Venturoni Surveys & Research, Inc. (VSR) to perform the survey analysis.

Three groups were identified that would be key for obtaining input:

1. Local Pitkin County residents
2. Pitkin County second homeowners
3. Business owners/operators/managers in Pitkin County

The Pitkin County voter registration list was used to sample local residents. The second homeowners were obtained using the County Assessor list. All homeowners were part of the sample and a question in the survey was used to have survey respondents designate themselves as local or second homeowner. Survey results from the County Assessor list sample were then cross-tabbed to present separate results for the two groups.

A mail/internet survey was designed for use by the three sample frames (Voter, Assessor and Business). Random sampling techniques were employed to select the samples. Letters were sent to potential respondents directing them to go to the internet to fill out the survey. All respondents

were assigned identification numbers (IDN) to assure that no duplicate responses were counted. After two weeks, if the potential respondent had not filled out the internet survey, they were sent a reminder letter, paper copy of the survey and postage paid return envelope.

The chart below details the size of the original sample frames, the number of surveys that were mailed, the number of surveys delivered (surveys not delivered were returned by the post office as “undeliverable”), the number of surveys completed and the number of surveys returned, % response, and resulting margin of error for each sample frame.

### 2007 Pitkin County Community Survey

Samples:	Sample Frame	Mailed	Delivered	Returned	%	*Standard Error
<b>County Assessor</b>	<b>10,284</b>	<b>1,659</b>	<b>1,646</b>	<b>382</b>	<b>23.2%</b>	<b>4.93%</b>
<b>Business List</b>	<b>1,114</b>	<b>1,101</b>	<b>1,066</b>	<b>157</b>	<b>14.7%</b>	<b>7.28%</b>
<b>Voter Registration</b>	<b>8,511</b>	<b>1,574</b>	<b>1,474</b>	<b>331</b>	<b>22.5%</b>	<b>5.29%</b>
<b>Total</b>		<b>4,334</b>	<b>4,186</b>	<b>870</b>	<b>20.8%</b>	

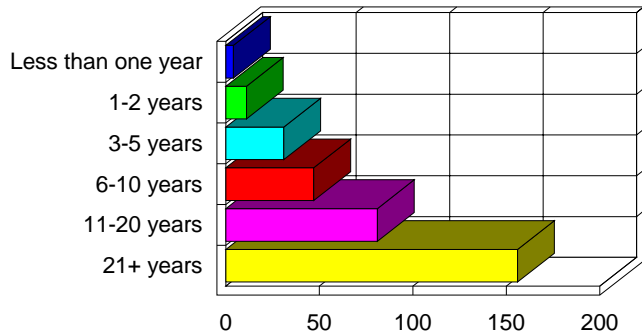
\* 95% Confidence Level

The internet/mail surveys were conducted in October and November 2007.

## Highlights of Survey Results

### 6. How long have you lived and/or owned property in Pitkin County?

The chart on the right displays the answer from the Voter/Local sample to the question “How long have you lived and/or owned property in Pitkin County?” The most frequent response, 47%, answered 21+ years, 25% have lived in the county 11-20 years, 14% 6-10 years, and a total of 14% were in the categories of less than 6 years.



Please note that a full tabulation of all of the survey questions cross-tabbed by length of residency is available in the survey results notebooks and the web-based application. There is also an interactive slide that allows viewers to select specific questions and view the responses in a graphic representation.

**10 – 18. Land Use Section: In this section survey respondents were asked to determine the benefit to the community for each of the land use policies listed.**

Please note that the assessor sample is separated into full-time resident homeowners (196) and second homeowners (174). The ALL Homeowners column contains both full-time and second homeowners and any respondents who did not designate themselves into one of these subcategories.

**Question: Pitkin County (outside of municipal jurisdictions) places limits on what property owners can do on their property. These zoning limitations are put in place for a community benefit. In the following questions we would like you to give us your opinion of the community benefit of each of the land use policies. An answer of 1 means you think there is currently little community benefit and an answer of 5 means you think there is currently great community benefit.**

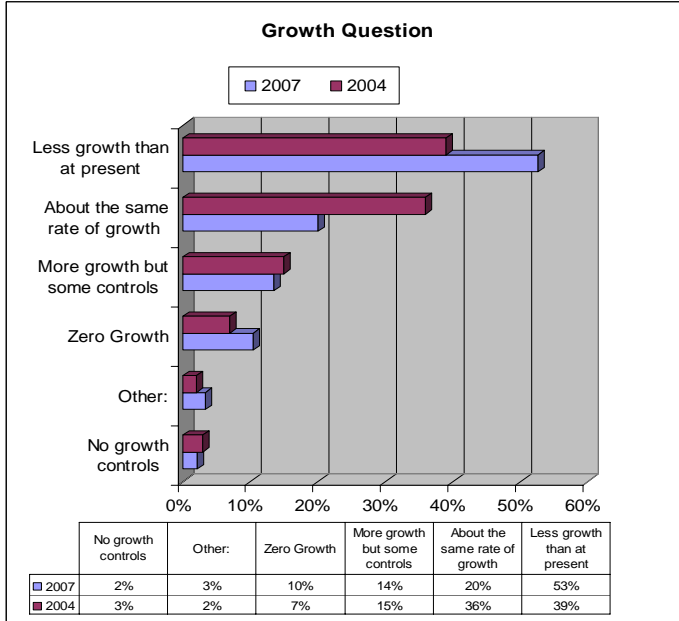
**2007 Pitkin County Community Survey  
Land Use**

	Assessor			Business n=157	Voter n=331
	Full-time Resident n=196	2nd Homeowner n=174	ALL Homeowners n=382		
Revegetation requirements on earthmoving projects	88%	90%	89%	86%	88%
Restrictions on development in back country areas	79%	82%	80%	83%	85%
Limitations on density	75%	85%	80%	63%	76%
Restrictions on location and type of development in rural areas of Pitkin Co	75%	76%	75%	70%	75%
Requirements for road impact fees for new development	66%	70%	68%	72%	73%
Requirements for affordable housing impact fees	58%	56%	57%	67%	69%
Limitations on house size	72%	68%	70%	65%	68%
Required preservation of the historic character of the residential areas of Pitkin County	63%	82%	72%	57%	64%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale.  
(Little Benefit to Great Benefit)

	80-100%
	70-79%
	60-69%

**19. Pitkin County has a policy of controlling growth outside of municipal boundaries. From the choices below, please indicate which policy you would endorse. (Please check only one.)**



One of the most interesting questions that was asked in both the 2004 and 2007 community surveys was the question about growth. In the chart on the left the data shows an increase in the percentage of respondents (14%) who would like to see “less growth than at present”. The other response that shifted was “about the same rate of growth as at present” which displayed 16% less support in 2007 than in 2004.

**27-31. Water Issues Section: In this section survey respondents were asked to determine the benefit to the community for each of the water policies listed.**

	Assessor				
	Full-time Resident n=196	2nd Homeowner n=174	ALL Homeowners n=382	Business n=157	Voter n=331
Maintaining good streamflows in our rivers and streams for aesthetic purposes, recreation, and to support our fish and wildlife	94%	94%	94%	94%	96%
Keeping our rivers and streams free of pollutants, such as sediment and run-off from poorly-maintained septic systems	93%	98%	95%	97%	95%
Maintaining good streamflows in our rivers and streams for agricultural use and irrigation of open space	85%	77%	81%	82%	83%
Maintaining good streamflows in our rivers and streams to support future growth and development	51%	49%	50%	52%	45%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Little Benefit to Great Benefit)

	90%+
	80 - 89%
	70 - 79%

## 56-78. County Services Section: Quality of service was rated for each of the following county-provided services.

	Assessor			Business n=157	Voter n=331
	Full-time Resident n=196	2nd Homeowner n=174	ALL Homeowners n=382		
Library	89%	82%	86%	83%	85%
Clerk and Recorder	85%	71%	81%	74%	85%
Open Space and Trails	76%	72%	74%	75%	73%
Landfill - Solid Waste Center	59%	37%	53%	53%	62%
Health and Human Services	53%	31%	47%	48%	61%
Condition of County Facilities	61%	61%	60%	49%	61%
Roads & Bridges	62%	66%	65%	52%	60%
Airport	55%	57%	56%	60%	59%
Animal Control	47%	50%	48%	44%	58%
Sheriff's office	46%	49%	47%	56%	55%
Senior Services	50%	32%	43%	36%	53%
Environmental Health & Natural Resources	46%	57%	49%	42%	48%
Assessor	45%	44%	44%	36%	46%
GIS Mapping	45%	47%	45%	47%	45%
BOCC	33%	23%	30%	34%	44%
Public Information	46%	32%	40%	38%	43%
Pitkin County Web Site	44%	31%	39%	46%	41%
FM & TV Services	32%	20%	28%	33%	39%
Land Management:	28%	31%	29%	22%	39%
Building Permits & Inspections	30%	29%	29%	28%	33%
Planning:	22%	36%	27%	19%	32%
Code Enforcement	29%	28%	28%	34%	31%

Numbers reflect the percent of respondents who rated the priority a 4 or 5 on a 5 point scale. (Very Poor to Very Good)

	80-100%
	60-79%
	40-59%

## 34-52 and 103-121. Values and Assessment Sections:

A list of characteristics of Pitkin County was given to survey respondents which they rated for importance (the values section). The same list was provided near the end of the survey for survey respondents to evaluate how well the county is doing in meeting their expectations for each of the characteristics (assessment section).

By comparing the value and assessment ratings we can identify the things that community members are satisfied with and the things that need improvement. Positive scores on the chart that follows indicate items that are exceeding expectations. Conversely, the items with negative scores indicate that survey respondents would like to see improvements.

For example, Local workforce housing received a value score of 72%. Survey respondents assessed the county performance in the area of Local workforce housing at 23%. The difference between these scores is the -49% shown in the difference column.

	Value	Assessment	Assessment - Value Difference
	Voter	Voter	Voter
	n=331	n=331	n=331
Arts & culture	71%	89%	18%
Recreation opportunities	90%	96%	6%
Economic development	43%	49%	6%
Parks, trails and open space	88%	92%	4%
Health & Human Services	69%	70%	1%
Public schools	70%	70%	0%
Post secondary education	48%	46%	-2%
Scenic/visual quality	95%	93%	-2%
Public transit services	75%	72%	-3%
Water quality/quantity	94%	87%	-7%
Public safety	84%	75%	-9%
Local airport	76%	64%	-12%
Rural character	81%	67%	-14%
Air quality	95%	75%	-20%
Wildlife protection	90%	70%	-20%
Sense of community	82%	56%	-26%
Local workforce housing	72%	23%	-49%
Renewable efficient energy	86%	37%	-49%

**124-129. second Homeowner Section: Responses are displayed below comparing 2004 and 2007 responses from Pitkin County second homeowners.**

124. What is the current use of your Pitkin County property? (Please check all that apply)

	2004	2007
Full time rental	13.0%	9.9%
Part time rental	37.5%	32.1%
Owner use only	34.2%	36.4%
Owner, friends and family use	35.9%	46.3%
Corporate use	0.5%	0.6%
No use	0.5%	0.0%
Other:	1.1%	3.7%

**125. Which statements most accurately reflect the reason(s) you bought property in Pitkin County? (Please check all that apply)**

	2004	2007
Recreational amenities	87.5%	90.9%
Clean surroundings	52.2%	60.4%
Scenery/surroundings	82.1%	82.3%
Proximity to Denver and the Front Range	6.0%	5.5%
Friendly residents	16.3%	27.4%
Intend to retire here	17.4%	20.1%
Intend to vacation here for years	80.4%	72.6%
Proximity to friends and/or family	14.7%	21.3%
Investment potential	42.9%	39.0%
Rental income	19.0%	15.9%
Cultural opportunities	44.0%	54.9%
Summer climate	72.3%	72.0%
Proximity to winter recreation	83.2%	73.8%
Other:	6.0%	6.7%

**126. Which modes of transportation do you typically use to get from your primary home to your Pitkin County residence? (Please check all that apply)**

	2004	2007
Air (Commercial)	74.9%	80.6%
Air (Private)	21.9%	13.3%
Train	1.1%	1.2%
Rental Car	17.5%	25.5%
Personal vehicle	46.5%	47.9%
Bus or van	3.8%	4.2%
Taxi	1.1%	3.6%
Other	0.6%	0.6%

**127. Please estimate the total use of your home, in days for the past 12 months. Include your visits, and friends and family use. Do not include rental use.**

	2004	2007
None	2.7%	1.8%
0-7	3.3%	4.2%
8-14	4.9%	7.9%
15-29	12.0%	13.3%
30-59	24.6%	17.6%
60-89	18.0%	18.8%
90-119	14.2%	13.9%
120-299	16.4%	20.0%
300+	2.7%	3.6%
Other	1.1%	0.6%

**129. Which of the following statements most accurately reflects your intended future use of your Pitkin County residence? (Please check all that apply)**

	2004	2007
Increase my personal use of the residence	61.4%	64.0%
Increase use by friends and family	33.2%	31.1%
Maintain current use	30.4%	29.8%
Decrease current use	2.7%	1.2%
Sell the residence	8.2%	3.7%
Use the residence as a full time rental unit	4.4%	1.9%
Use the residence as a part time rental unit	19.6%	18.6%
Retire to Pitkin County and use as retirement residence	14.1%	13.0%
Renovate the residence	13.6%	13.7%
Become a full time resident of Pitkin County	6.5%	9.3%
Other:	1.1%	3.7%

**This Executive Summary is provided to give an overview of some of the survey findings. Survey notebooks will be provided to the BOCC which contain the following:**

- Detailed survey results for each of the 133 survey questions by sample frame
- PowerPoint presentation of the survey results
- Color-coded spreadsheets
- Cross-tab results by:
  - Jurisdiction
  - Length of residency
- Over 100 pages of write-in comments
- Interactive slides
- Web ready application for displaying survey results