

130 S. Galena St.



THE CITY OF ASPEN

Aspen, CO 81611

CITY OF ASPEN

Citizen Survey

REPORT OF RESULTS

November 2010

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EXECUTIVE SUMMARY

SURVEY BACKGROUND AND METHODS

In an effort to determine citizen attitudes about City facilities, services and policies, the City of Aspen annually conducts a resident survey. In 2007, Aspen contracted with National Research Center, Inc. (NRC) to implement this survey by mail for the first time, which previously had been conducted by phone. The 2010 survey was the fourth iteration by mail.

A postcard was mailed to 1,200 randomly selected registered voters in the City of Aspen, notifying them that they had been chosen to participate in the survey. A survey followed in the mail after one week, with another arriving one week later. Approximately 12% of the mailed surveys were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. There were 310 respondents for the mailed questionnaire, yielding a response rate of 29%. The margin of error is plus or minus six percentage points around any given percent for the entire sample (310 respondents). However, there were many questions where over half of the respondents indicated that the question was not applicable or that they did not know enough to answer the question. In these cases, the margin of error is between 6% and 17%.

The results were weighted to reflect the demographic profile of all registered voters in the City of Aspen.

SUMMARY OF RESULTS

Overall, life in Aspen is good. Aspen voters gave high marks to the overall quality of life in the City and continue to feel safe in most areas in and around the City. Crosswalk enhancements, the enforcement of crosswalk laws and traffic control were the most frequently mentioned suggestions for improving safety in Aspen.

The overall quality of City of Aspen services also was rated highly, which was similar to previous survey years. Three-quarters or more of respondents gave favorable ratings to City streets and snow removal in the Commercial Core and in residential areas. Ratings for City streets and snow removal remained stable from 2009 to 2010; however evaluations of snow removal in residential areas and pothole repair have been trending upward since 2008.

One-third to two-thirds of respondents reported having contact with the four City departments listed on the survey: City Manager, Utility Billing, Housing Authority and Police. Of those who had contact, customer service ratings of the Utility Billing staff and Police staff were positive, with about 9 in 10 agreeing with each statement about aspects of customer service. Ratings of the City Manager's Office and the Housing Authority Office were slightly less favorable, although about three-quarters of respondents were in agreement with each statement about the customer service provided by these departments. All but two evaluations of department customer service stayed the same from 2009 to 2010; decreases were seen from 2009 to 2010 for the helpfulness of Housing Authority Office staff and the promptness of service provided by the City Manager's staff.

Voter satisfaction with the overall performance and responsiveness of 19 different City of Aspen departments also was measured on the survey. Out of the 19 departments asked about on the survey, 70% or more of respondents said they were "somewhat" or "very" satisfied with nearly all departments. When comparing ratings from 2009 to 2010, all but one remained similar; satisfaction with the Environmental Health department decreased from 2009 to 2010.

For the first time in 2010, voters' trust in the Aspen City government was assessed. A majority of respondents believed that the job the City does of informing residents, the quality of the

information the City provides to residents and the value of the City services for the taxes they paid was “good” or “excellent”. Just under half of respondents said the job the City does at listening to residents was “good” or better.

As in previous survey years, satisfaction with services at the Aspen Recreation Center (ARC), the Red Brick Recreation Center, parks and athletic fields, trail systems and Wheeler Opera House was measured. Evaluations of each facility were positive, overall, and similar to previous years.

Eight in 10 respondents were happy with the services provided by the ARC, ARC Guest Services staff and ARC Aquatics staff. When asked if they would support or oppose a potential remodel and expansion of the ARC, voters voiced strong support, with about 70% “somewhat” or “strongly” supporting the idea. Voters were slightly less supportive of the three potential methods of payment for the changes to the ARC; however, the payment method garnering the most support was using existing City revenue to fund the project.

The biggest barrier for respondents’ use of the ARC was cost, followed by lack of programs or activities that were of interest and the times programs and activities were offered. When asked how frequently, if at all, they would use a number of different programs or equipment if the City were to expand the ARC, just over half of voters said they would use additional cardio or weight equipment at least monthly.

The vast majority of respondents were happy with their experiences at the Red Brick Recreation Center in the last 12 months. Nearly all respondents agreed that the enthusiasm of the Red Brick Recreation Center staff and coaches was very good and that the service provided by the Red Brick Recreation Center staff was accurate. Most ratings of the Red Brick Recreation Center in 2010 were similar to 2009; however, fewer residents in 2010 than in 2009 agreed that the communication program information and schedules and that the condition of the gym at the Red Brick Recreation Center was very good.

Evaluations of parks and athletic fields and the trail system in Aspen have remained positive over time. Most respondents were satisfied with their experiences at parks and athletic fields in Aspen and 90% or more gave positive ratings to the trail system.

Similar to previous survey years, voters gave high ratings to the Wheeler Opera House, with 9 in 10 or more agreeing that the condition of the theater, the service at the box office, the usher service and the service at the concessions was very good.

The survey gauged respondent knowledge of a number of issues or problems facing the community. A similar proportion of respondents in 2010 as in previous survey years said they were aware of PM10 and believed that it can adversely affect their health at high levels. The majority of respondents were unfamiliar with the ZGreen Program for events, businesses and citizens, with 70% or more saying they were “somewhat” or “very” unfamiliar. Most voters said they were concerned about the adequacy of medical services for people without sufficient health insurance and with drug and alcohol abuse in Aspen.

In general, respondents tended to get most of their information about the City of Aspen and its various facilities and activities from the local newspapers. Of the 53% of respondents who reported using the City’s Web site in the last 12 months, most felt the current information, online services offered and the appearance were “good” or “very good.” Ratings for the online services offered on the Web site increased significantly from 2009 to 2010.

SURVEY BACKGROUND

SURVEY PURPOSE

The City of Aspen Citizen Survey serves as a consumer report card for Aspen by providing registered voters the opportunity to rate their satisfaction with the quality of life, local facilities and services, and satisfaction with local government. The survey also permits registered voters an opportunity to provide feedback to government on what is working well and what is not.

Focus on the quality of service delivery and perception of facilities lays the groundwork for tracking community opinions about the core responsibilities of Aspen City government, helping to assure maximum service quality over time. This type of survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as the city changes and grows.

The City of Aspen takes resident perspectives seriously. The results of this survey will be used to measure departmental performance, according to performance standards set by the City.

This year's survey marks the third citizen survey for the City of Aspen conducted via mail by National Research Center, Inc. (NRC). These 2010 results are compared with results from the mail surveys conducted the last three years and the telephone survey conducted in 2006, wherever possible.

SURVEY ADMINISTRATION

The City of Aspen survey was mailed to a random sample of registered voters. In August 2010, a pre-survey notification postcard was sent to a random sample of 1,200 households. One week later, surveys were mailed to the same residences. A reminder letter and a second survey were sent to the same individuals one week after the first survey packet mailed. The purpose of the second wave was to encourage those who had not yet completed a survey to do so. In NRC's experience, multiple contacts generate higher response rates.

Of the mailed surveys, 149 were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Completed surveys were received from 310 residents, for a response rate of 29%.

The survey results were weighted to reflect the demographic profile of all registered voters in Aspen. (For more information on the survey methodology, see *Appendix IV: Survey Methodology*.)

HOW THE RESULTS ARE REPORTED

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" also is reported for most questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "agree," "very satisfied" and "somewhat satisfied").

On many of the questions in the survey, respondents could give an answer of "don't know" or "not applicable." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix II: Complete Set of Survey Responses*. However, these responses have been removed from the analyses presented in the body of the report. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item. When a large percentage of residents (20% or more) chose "don't know" or "not applicable," those questions are noted in the tables and text.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to percentages being rounded to the nearest whole number.

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95% confidence level for this survey is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample (310 completed surveys). However, there were many questions where over half of the respondents indicated that the question was not applicable or that they did not know enough to answer the question. In these cases, the margin of error is between 6% and 17%.

COMPARING SURVEY RESULTS OVER TIME

The results in this report are compared to the results from the 2006 telephone survey as well as the 2007, 2008 and 2009 mail surveys, whenever past data are available. Differences between years can be considered “statistically significant” if they are greater than eight percentage points. Any statistically significant differences between survey years are discussed in the text. Trend data for Aspen represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

SURVEY RESULTS

OVERALL QUALITY OF LIFE

As in previous survey years, respondents were given the opportunity to rate the overall quality of life in Aspen. Nearly all residents said the quality of life in Aspen was “good” or better, with two-thirds rating it as “excellent.” Only 2% gave a rating of “fair” and none gave a “poor” evaluation. Results have remained stable over time.

Figure 1: Overall Quality of Life in Aspen

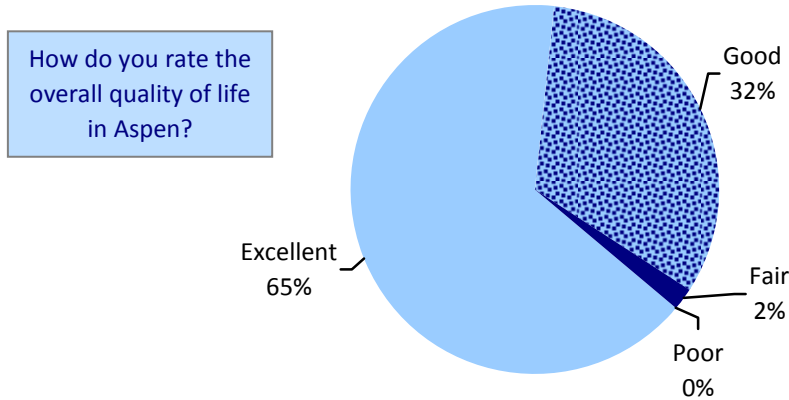
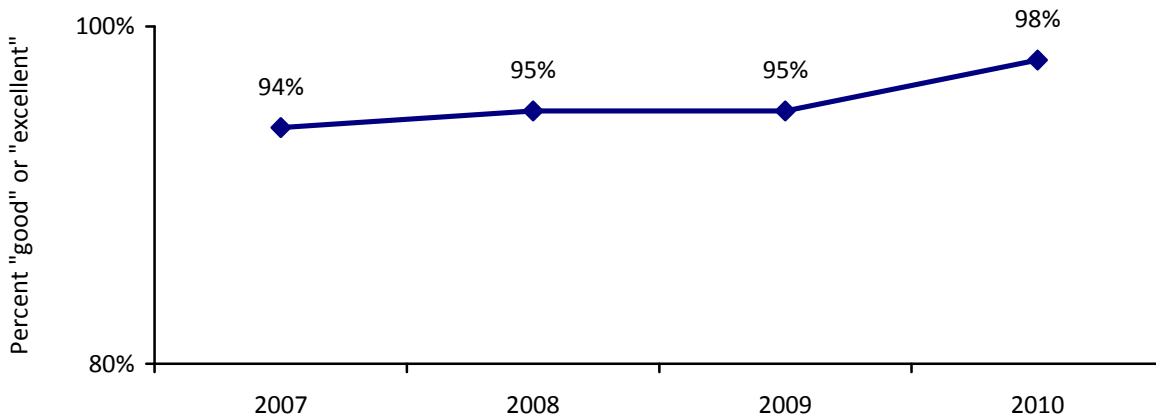


Figure 2: Overall Quality of Life Compared Over Time



RECREATION FACILITIES

A number of pages on the survey were dedicated to assessing the quality of a variety of recreation facilities and amenities, including the Aspen Recreation Center (ARC), the Red Brick Recreation Center, parks and athletic fields and the trail system. A few questions new to the 2010 survey measured voter support for or opposition to a number of potential changes at the ARC.

Aspen Recreation Center (ARC)

Several questions on the survey gauged voter opinion on a number of topics surrounding the Aspen Recreation Center (ARC). When asked which ways respondents received information about the ARC in 2010, about one-third said they had not received any. Four in 10 said they obtained information about the ARC from newspapers, one in five received information from the Internet and 1 in 10 got information from the radio. Less than 10% said they received information about the ARC from any of the other sources. A complete set of verbatim responses to "other" can be found in *Appendix III: Verbatim Responses*.

Since this question was first asked in 2006, the proportion of registered voters who said that they received information from newspapers has declined and the proportion of respondents who received information from the Internet has increased.

Figure 3: Ways of Receiving ARC Information Compared Over Time

How have you received information about the Aspen Recreation Center (ARC) in 2010? (Please check all that apply.)*	2010	2009	2008	2007	2006
Have not received any	34%	33%	34%	26%	NA
Newspapers	44%	50%	55%	57%	73%
Internet	22%	20%	10%	11%	20%
Radio	11%	14%	9%	16%	NA
Brochures	8%	13%	15%	15%	40%
Flyers	6%	11%	12%	12%	31%
Attendance/participation in event, membership	5%	NA	NA	NA	NA
School newspapers	3%	5%	4%	6%	21%
Television	2%	4%	5%	8%	17%
Word of mouth	2%	4%	4%	NA	NA
Not interested/do not use	3%	NA	NA	NA	NA
Other (specify)	0%	14%	4%	12%	NA

*Percents may total to more than 100% as respondents could choose more than one answer.

In 2006, respondents were asked if they had received information about the ARC from each source on a yes/no scale.

Voters were asked to rate a variety of aspects of the ARC staff and facilities based on their experiences over the last 12 months. Of those who had an opinion, 80% or more of respondents agreed with nearly all statements about the ARC staff and facilities. Respondents most strongly agreed that the ARC Guest Services staff were helpful (96% “agree” or “strongly agree”), that they enjoyed their experience at the ARC (96%) and that they enjoyed their experience at the ARC Aquatics area (96%). Fewer respondents agreed that the ARC does a good job of communicating program information (65% agree); one-third disagreed with this statement.

Note that between 24% and 48% of voters selected “not applicable” when asked to evaluate each statement in this question. While the “don’t know” and “not applicable” responses were removed from the analysis for the report body, a complete set of frequencies for this question and all other survey questions can be found in *Appendix II: Complete Set of Survey Responses*.

When comparing ratings to the ARC staff and facilities from 2009 to 2010, results have remained stable (see Figure 5 on the following page).

Figure 4: ARC Staff and Facilities

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the ARC staff and facilities?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The ARC does a good job of communicating program information	12%	53%	26%	9%	100%
The ARC Guest Services staff was helpful	23%	73%	4%	0%	100%
The ARC Guest Services staff was timely in handling requests	26%	64%	8%	2%	100%
The ARC Guest Services staff greeted me with a smile	35%	56%	7%	1%	100%
The ARC Guest Services staff was informative and able to handle all questions	27%	60%	12%	0%	100%
I enjoyed my experience at the ARC	40%	56%	4%	0%	100%
The ARC Aquatics staff was helpful	28%	63%	8%	1%	100%
The ARC Aquatics staff was timely in handling requests	30%	56%	10%	4%	100%
The ARC Aquatics staff greeted me with a smile	27%	60%	12%	1%	100%
The ARC Aquatics staff was informative and able to handle all questions	29%	62%	6%	3%	100%
The ARC Aquatics staff was polite and friendly during my visit	28%	65%	6%	2%	100%
The aquatic area, lockers and lawn were sufficiently clean during my visit	27%	62%	9%	3%	100%
The pools were clear, clean and inviting to swim in	35%	60%	5%	0%	100%
Swimming equipment and pool toys were available for use and in good condition	32%	57%	11%	0%	100%
I enjoyed my experience at the ARC Aquatics area	40%	56%	4%	0%	100%

Figure 5: ARC Staff and Facilities Compared Over Time

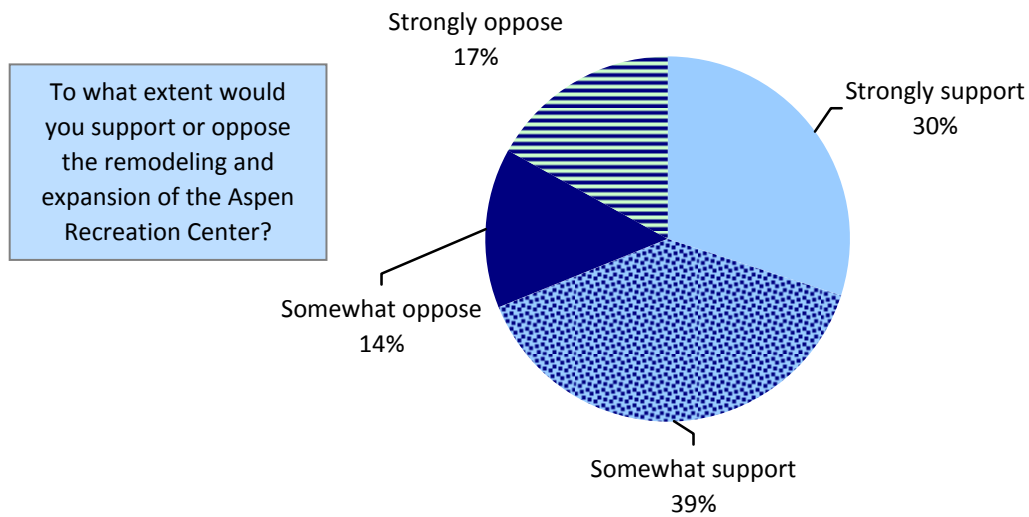
Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the ARC staff and facilities? (Percent "agree" or "strongly agree")	2010	2009	2008	2007	2006
The ARC does a good job of communicating program information	65%	61%	68%	62%	76%
The ARC Guest Services staff was helpful	95%	92%	94%	88%	93%
The ARC Guest Services staff was timely in handling requests	90%	91%	92%	88%	89%
The ARC Guest Services staff greeted me with a smile	92%	89%	92%	85%	93%
The ARC Guest Services staff was informative and able to handle all questions	88%	89%	88%	86%	87%
I enjoyed my experience at the ARC	96%	96%	99%	93%	96%
The ARC Aquatics staff was helpful	91%	90%	94%	92%	96%
The ARC Aquatics staff was timely in handling requests	86%	89%	92%	88%	93%
The ARC Aquatics staff greeted me with a smile	86%	90%	91%	86%	91%
The ARC Aquatics staff was informative and able to handle all questions	91%	87%	91%	89%	92%
The ARC Aquatics staff was polite and friendly during my visit	93%	92%	94%	87%	95%
The aquatic area, lockers and lawn were sufficiently clean during my visit	88%	94%	95%	93%	98%
The pools were clear, clean and inviting to swim in	95%	94%	95%	94%	97%
Swimming equipment and pool toys were available for use and in good condition	89%	91%	91%	89%	95%
I enjoyed my experience at the ARC Aquatics area	96%	96%	99%	94%	98%

In 2006, respondents were prompted to answer if "you or your family" had experience with the facility. In more recent years (2007-2010), the question asked about "your experiences." In 2007, the 2006 question, "The ARC Aquatics staff was knowledgeable and was able to answer all questions" was reworded by the City of Aspen into two separate questions. In previous survey years, the question "The ARC does a good job of communicating program information" was asked as a separate question. In 2010, this item was added to this grid asking respondents to rate a number of statements about the ARC.

New to the 2010 survey was a question asking respondents whether or not they supported or opposed a potential remodel and expansion of the ARC if money were to become available. Survey respondents were told that the proposed expansion could provide residents with up to 5,500 square feet of additional space for fitness equipment (cardio and weights), it would reduce crowding and increase accessibility, and that the estimated cost for the project was approximately \$3 million.

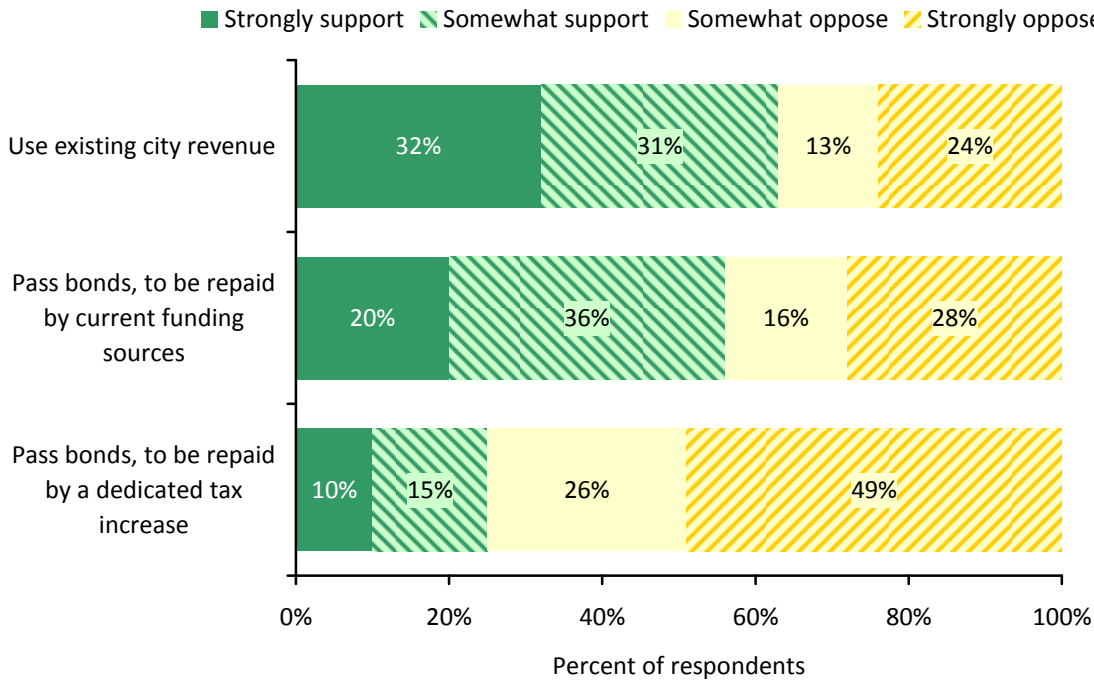
A majority of voters were supportive of the proposed remodel and expansion of the ARC, with 30% in strong support and 39% somewhat supporting this initiative. Fourteen percent “somewhat” opposed the idea and another 17% “strongly” opposed the expansion (half as many as “strongly” supported it).

Figure 6: Support for or Opposition to Remodeling and Expanding the ARC



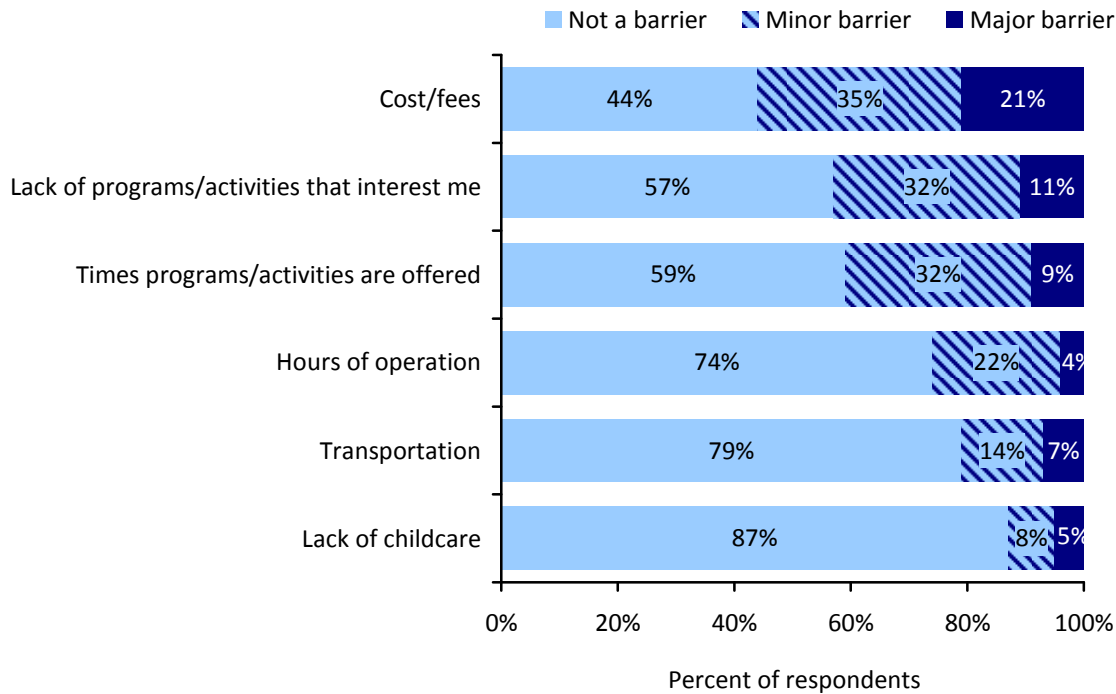
In addition to asking respondents if they supported or opposed the remodel of the ARC, voters also were asked to what extent they supported or opposed three different payment methods for the improvements. Of the three potential methods, voters were most supportive of using existing City revenue to fund the project, with 63% supporting this method and 35% opposing it. Just over half of respondents were at least somewhat supportive of passing bonds that would be repaid by current funding sources; 44% opposed this payment method. Five times as many voters “strongly” opposed passing bonds that would be repaid by a dedicated tax increase as “strongly” supported this idea. So, while voters generally were interested in seeing an updating of the ARC, they were cautious about needing to increase taxes to do so.

Figure 7: Support for or Opposition to Potential Payment Methods for ARC Improvements



Respondents were asked about potential barriers to their use of the ARC. The biggest barrier was cost with just over half saying this was a “minor” or “major” barrier (56%). Four in 10 said that a lack of programs or activities that interested them (43%) and the times programs and activities were offered were at least “minor” barriers to their use of the ARC. Three-quarters or more said that the hours of operation, transportation and lack of childcare did not deter them from using the ARC. Note that between 12% and 15% of respondents did not feel they could answer the question and skipped it.

Figure 8: Barriers to Use of the ARC



When asked how frequently, if at all, they would use a number of different programs or equipment if the City were to expand the ARC, just over half of voters said they would use additional cardio or weight equipment at least monthly. One-third or less said they would use any of the other equipment or programs once a month or more.

Figure 9: Use of Potential ARC Equipment and Programs

If the City was to expand the ARC, how frequently, if at all, would you use each of the following if they were available?							Total	Percent who would use
	Daily	4-5 times per week	2-3 times per week	Once per week	1-3 times per month	Never		
Additional cardio equipment	3%	6%	18%	10%	17%	45%	100%	55%
Additional weight equipment	3%	7%	19%	8%	18%	46%	100%	54%
Racquetball	2%	2%	2%	7%	17%	69%	100%	31%
Half-court basketball	1%	1%	4%	4%	15%	76%	100%	24%
Handball	1%	0%	2%	2%	11%	84%	100%	16%
Child care	0%	2%	2%	2%	5%	89%	100%	11%

Red Brick Recreation Center

Voters were asked to evaluate a number of statements about the Red Brick Recreation Center based on their experiences over the last 12 month period. Due to the common selection of “don’t know” and “not applicable” responses, each of these questions was answered by only about 4 in 10 respondents. Three-quarters or more of respondents with an opinion agreed with each statement. Nearly all respondents agreed that the enthusiasm of the Red Brick Recreation Center staff and coaches was very good (96%) and that the service provided by the Red Brick Recreation Center staff was accurate (95%). Fewer respondents, although still a majority, agreed that the condition of the gym at the Red Brick Recreation Center was very good (76%) and that the communication program information and schedules were very good (80%).

Note that about 20% of voters responding to the survey selected “don’t know” for each item in this question. Those who had not had experience with the facility in the previous 12 months were provided a “not applicable” response option; about 4 in 10 respondents selected this option for each item in this series of questions (see *Appendix II: Complete Set of Survey Responses*).

Most ratings of the Red Brick Recreation Center in 2010 were similar to 2009 (see Figure 11 on the next page); however, fewer residents in 2010 than in 2009 agreed that the communication program information and schedules was very good (80% agreed with this statement in 2010 versus 92% in 2009) and that the condition of the gym at the Red Brick Recreation Center was very good (75% versus 90%).

Figure 10: Red Brick Recreation Center

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Red Brick Recreation Center?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The cleanliness of the Red Brick Recreation Center gym and locker rooms was very good	20%	64%	15%	1%	100%
The service provided by the Red Brick Recreation Center staff was accessible	31%	63%	4%	2%	100%
The service provided by the Red Brick Recreation Center staff was accurate	34%	62%	3%	1%	100%
The enthusiasm of the Red Brick Recreation Center staff and coaches was very good	33%	62%	4%	1%	100%
The scheduling of events conducted by staff at the Red Brick Recreation Center was very good	26%	61%	11%	1%	100%
The quality of the program(s) provided by the Red Brick Recreation Center were very good	29%	60%	10%	1%	100%
The Red Brick Recreation Center staff was helpful	37%	56%	6%	2%	100%
The Red Brick Recreation Center staff was knowledgeable	37%	55%	5%	2%	100%
The condition of the gym at the Red Brick Recreation Center was very good	22%	54%	23%	2%	100%
The communication program information and schedules were very good	27%	53%	16%	4%	100%

Figure 11: Red Brick Recreation Center Compared Over Time

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Red Brick Recreation Center? (Percent "agree" or "strongly agree")	2010	2009	2008	2007	2006
The service provided by the Red Brick Recreation Center staff was accurate	96%	95%	95%	95%	97%
The enthusiasm of the Red Brick Recreation Center staff and coaches was very good	95%	94%	96%	90%	94%
The service provided by the Red Brick Recreation Center staff was accessible	94%	95%	94%	92%	99%
The Red Brick Recreation Center staff was helpful	93%	94%	95%	91%	96%
The Red Brick Recreation Center staff was knowledgeable	92%	95%	98%	90%	98%
The quality of the program(s) provided by the Red Brick Recreation Center were very good	89%	96%	93%	93%	98%
The scheduling of events conducted by staff at the Red Brick Recreation Center was very good	88%	92%	89%	86%	89%
The cleanliness of the Red Brick Recreation Center gym and locker rooms was very good	84%	90%	86%	82%	NA
The communication program information and schedules were very good	80%	92%	87%	82%	NA
The condition of the gym at the Red Brick Recreation Center was very good	75%	90%	80%	86%	84%

The 2006 question, "The cleanliness of the Red Brick Recreation Center is very good" was changed to "The cleanliness of the Red Brick Recreation Center gym and locker rooms was very good" in 2007; therefore, these questions were not compared between 2006 and 2007. The 2006 question, "The enthusiasm of the Red Brick Recreation Center staff and coaches is very high" was changed to "The enthusiasm of the Red Brick Recreation Center staff and coaches was very good" in 2007. These were judged sufficiently similar to compare across years." The communication program information and schedules were very good" was not asked in 2006.

Parks and Athletic Fields

As in previous survey years, voters were asked to assess different statements about parks and athletic fields in Aspen. The vast majority agreed with each of the six statements with nearly all respondents agreeing that the condition of the parks permits a safe and enjoyable experience (98% “agree” or “strongly agree”). Ninety percent or more of voters agreed that parks were free of litter, the condition of the athletic fields permitted a safe and enjoyable experience and that the athletic fields were free of litter. Eight in 10 agreed that there were very little dog feces in the athletic fields and three-quarters agreed that there were very little dog feces in the parks. Fewer than 10% of respondents “strongly” disagreed with each statement.

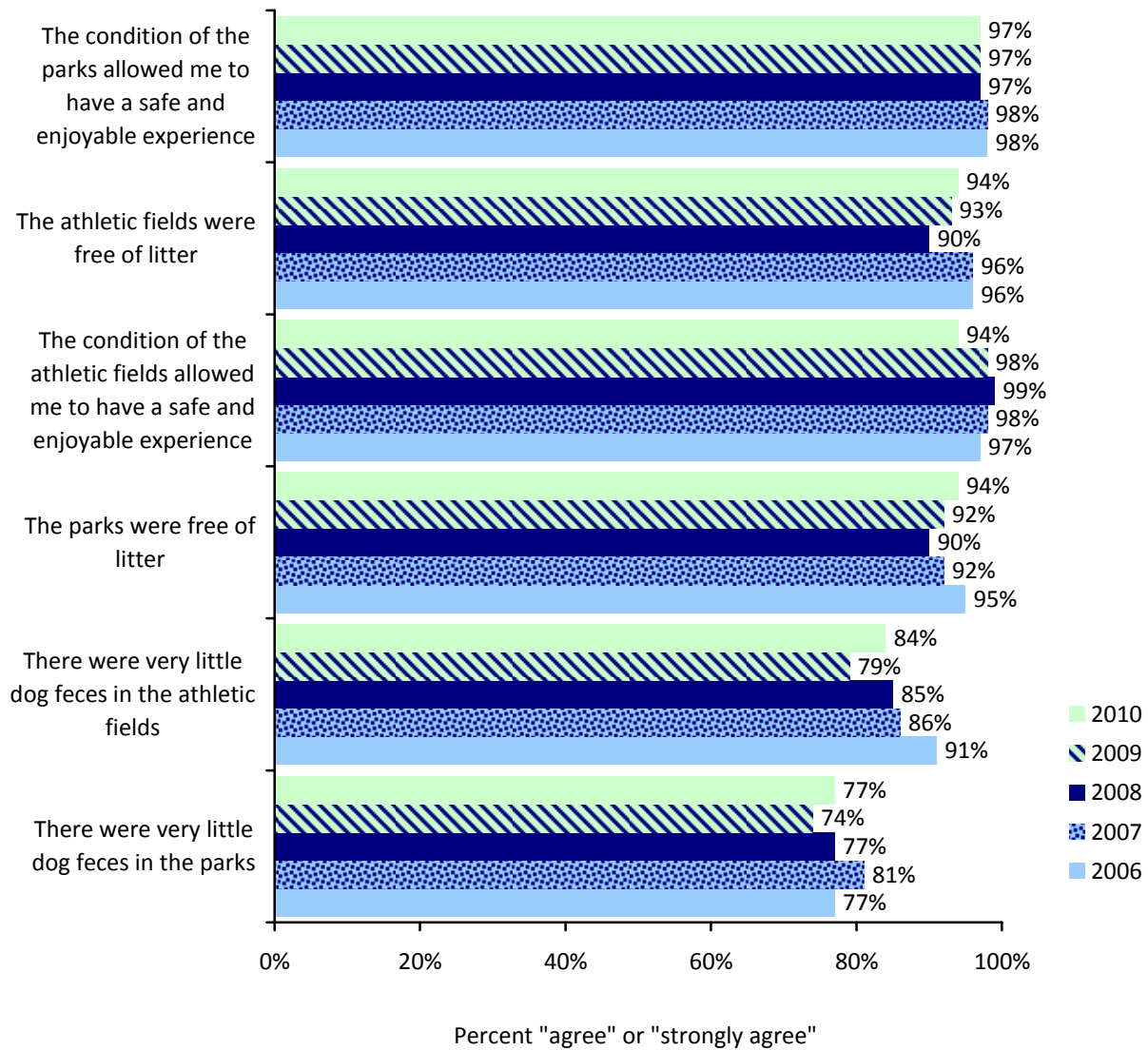
Note that 20% of voters selected “not applicable” when asked if the condition of the athletic fields allowed them to have a safe and enjoyable experience. For a full set of responses to this question, please see *Appendix II: Complete Set of Survey Responses*.

Ratings of the parks and athletic fields in Aspen have remained stable over time (see Figure 13 on the following page).

Figure 12: Parks and Athletic Fields

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the neighborhood and pocket parks as well as about the City's athletic fields (Iselin, Rotary, Wagner, Rio Grande, Moore and Middle School)?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The condition of the parks allowed me to have a safe and enjoyable experience	50%	48%	2%	1%	100%
The parks were free of litter	40%	54%	5%	1%	100%
There were very little dog feces in the parks	26%	50%	14%	9%	100%
The condition of the athletic fields allowed me to have a safe and enjoyable experience	45%	49%	5%	1%	100%
The athletic fields were free of litter	39%	55%	4%	2%	100%
There were very little dog feces in the athletic fields	29%	55%	8%	8%	100%

Figure 13: Parks and Athletic Fields Compared Over Time



The 2006 question, "The parks have little or no dog droppings" was changed to "There were very little dog feces in the parks" in 2007-2009. The 2006 question, "There are little or no dog droppings on the athletic fields" was changed to "There were very little dog feces in the athletic fields" in 2007-2010.

Trail System

The survey asked respondents to rate a variety of characteristics of the City pedestrian/bike trails and Nordic Trail System. Nearly all respondents agreed with each statement, with one-third or more “strongly” agreeing. Fewer than 5% of respondents disagreed with each statement about the pedestrian/bike trails and Nordic Trail System.

Note that one-quarter of respondents selected “not applicable” when rating items related to the Nordic Trail System (see *Appendix II: Complete Set of Survey Responses*).

Responses to these questions continue to remain steady since the questions were first asked in 2006.

Figure 14: City Pedestrian/bike Trails and Nordic Trail System

Based on your experiences during the last 12 months, to what extent do you agree or disagree with the following statements about the City pedestrian/bike trails and the City Nordic Trail System?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The pedestrian/bike trail surfaces were free of debris/litter	35%	60%	4%	0%	100%
The pedestrian/bike trail surfaces were smooth enough for biking	39%	58%	3%	0%	100%
The pedestrian/bike trail design allowed for safe usage	37%	58%	5%	0%	100%
The Nordic Trail System trail maintenance was very good	48%	49%	1%	1%	100%
The Nordic Trail System trail design was very good	49%	50%	1%	0%	100%
The Nordic Trail System trail signage was very good	43%	53%	4%	0%	100%

Figure 15: City Pedestrian/bike Trails and Nordic Trail System Compared Over Time

Based on your experiences during the last 12 months, to what extent do you agree or disagree with the following statements about the City pedestrian/bike trails and the City Nordic Trail System? (Percent "agree" or "strongly agree")	2010	2009	2008	2007	2006
The pedestrian/bike trail surfaces were free of debris/litter	95%	95%	96%	94%	94%
The pedestrian/bike trail surfaces were smooth enough for biking	97%	97%	98%	96%	94%
The pedestrian/bike trail design allowed for safe usage	95%	94%	95%	94%	95%
The Nordic Trail System trail maintenance was very good	98%	96%	97%	97%	98%
The Nordic Trail System trail design was very good	99%	96%	99%	97%	98%
The Nordic Trail System trail signage was very good	96%	93%	95%	94%	89%

In 2007, some question wording was altered slightly to render all statements consistently past tense. The 2006 question, “The path and trail surfaces were free of debris and litter” was changed to “The pedestrian/bike trail surfaces were free of debris/litter in 2007.” The 2006 question, “The trail maintenance is very good” was changed to “The Nordic Trail System trail maintenance was very good” in the switch from phone to mail methodology in 2007.

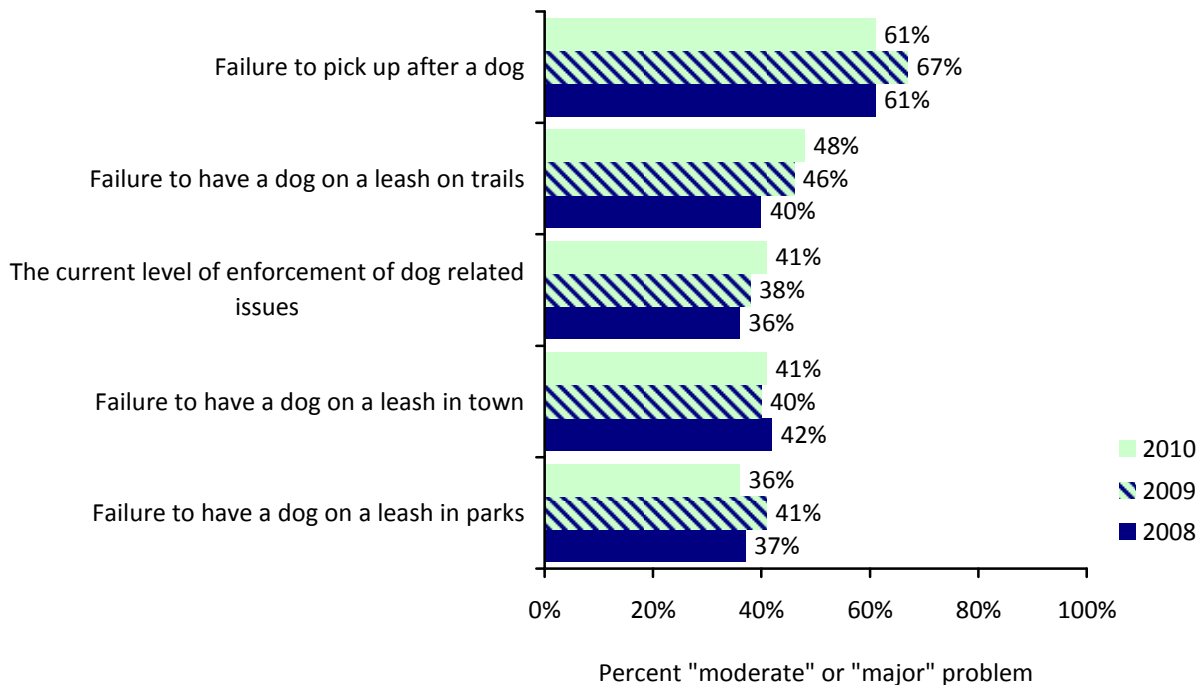
Dog-related Problems or Issues

Since 2007, the survey has included a few questions about dog-related issues and has asked respondents to rate whether or not it was a concern. A majority of voters felt that failure to pick up after a dog was a “moderate” or “major” problem (61%). About half thought that failure to have a dog on a leash on trails (48%) was a “moderate” or “major” problem. Four in 10 respondents believed that the current level of enforcement of dog related issues (41%) and failure to have a dog on a leash in town (41%) were at least “moderate” problems. One-third felt that failure to have a dog on a leash in parks was a “moderate” or “major” problem.

Figure 16: Dog Related Issues

How much of a concern, if at all, is each of the following issues?	Major problem	Moderate problem	Somewhat a problem	Not a problem at all	Total
Failure to pick up after a dog	35%	26%	27%	12%	100%
Failure to have a dog on a leash on trails	28%	20%	13%	38%	100%
The current level of enforcement of dog related issues	19%	22%	18%	41%	100%
Failure to have a dog on a leash in town	20%	21%	18%	41%	100%
Failure to have a dog on a leash in parks	20%	16%	20%	44%	100%

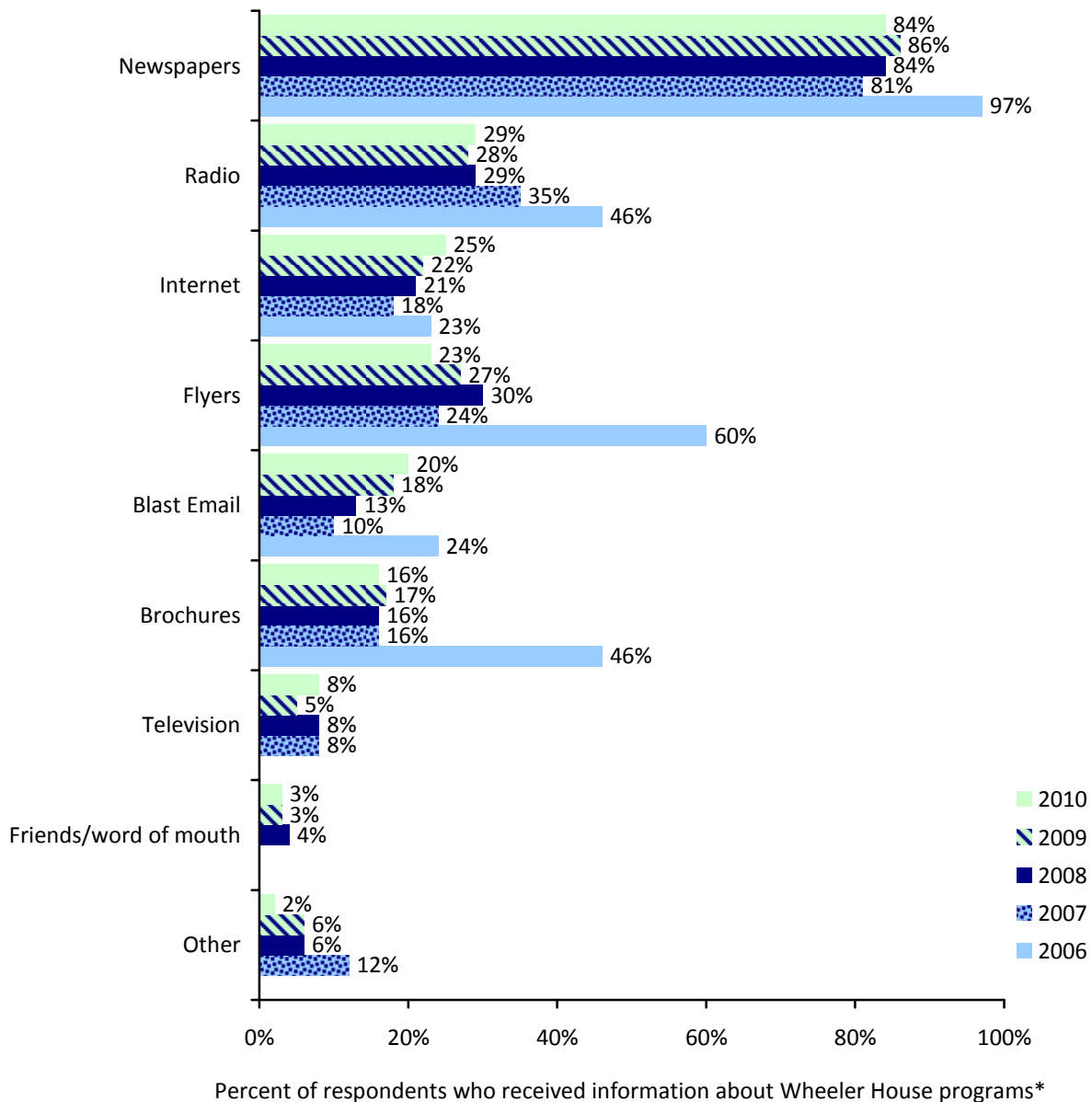
Figure 17: Dog Related Issues Compared Over Time



WHEELER OPERA HOUSE

A couple questions on the survey assessed whether or not respondents received information about the Wheeler programs and measured residents agreement or disagreement with a number of aspects of the Wheeler Opera House. Of those who have received information about the Wheeler programs, the vast majority said they receive information from newspapers. Three in 10 said they received information from the radio about Wheeler programs and one-quarter received information from the Internet and flyers. A complete set of verbatim responses to “other” can be found in *Appendix III: Verbatim Responses*. For those who said they received information about Wheeler programs, use of information sources remained similar from 2009 to 2010.

Figure 18: Information Sources for Wheeler Programs Compared Over Time



*Percents may total to more than 100% as respondents could choose more than one answer.
 Note: some response options were not included in 2006.

As with other facilities in Aspen, survey respondents gave positive reviews to the different aspects of the Wheeler Opera House. Nine in 10 or more agreed that the condition of the theater, the service at the box office, the usher service and the service at the concessions were very good. Slightly fewer were in agreement that the Wheeler does a very good job of communicating program information through printed materials, their Web site (www.wheeleroperahouse.com) and other media (84% agreed).

Ratings given in 2010 were similar to those given in 2009.

Figure 19: Wheeler Opera House

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Wheeler Opera House?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The condition of the theater was very good	42%	57%	1%	0%	100%
The service at the box office was very good	40%	57%	3%	0%	100%
The usher service was very good	41%	56%	4%	0%	100%
The service at the concessions was very good	35%	58%	5%	1%	100%
The Wheeler does a very good job of communicating program information through printed materials, their Web site (www.wheeleroperahouse.com) and other media	27%	56%	14%	3%	100%

Figure 20: Wheeler Opera House Compared Over Time

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Wheeler Opera House? (Percent "agree" or "strongly agree")	2010	2009	2008	2007	2006
The condition of the theater was very good	99%	95%	97%	97%	94%
The service at the box office was very good	97%	97%	97%	96%	95%
The usher service was very good	96%	97%	98%	96%	98%
The service at the concessions was very good	93%	90%	93%	95%	93%
The Wheeler does a very good job of communicating program information through printed materials, their Web site (www.wheeleroperahouse.com) and other media	84%	90%	91%	85%	94%

CITY SERVICES

Several questions on the survey gauged voter opinion about services the City provides to residents. Feedback was gathered about the overall quality of City services, street maintenance and snow removal, customer service at City offices, the performance and responsiveness of City departments, and respondent trust in the Aspen City Government.

Overall Quality of Services

As in 2009, 9 in 10 respondents said they were “somewhat satisfied” or “satisfied” with services provided by the City of Aspen; about half said they were “satisfied” and 41% said they were “somewhat satisfied.” Eight percent were “somewhat not satisfied” and 3% were “not at all satisfied.” The overall trend reflects similar satisfaction levels over time.

Figure 21: Overall Satisfaction with City of Aspen Services

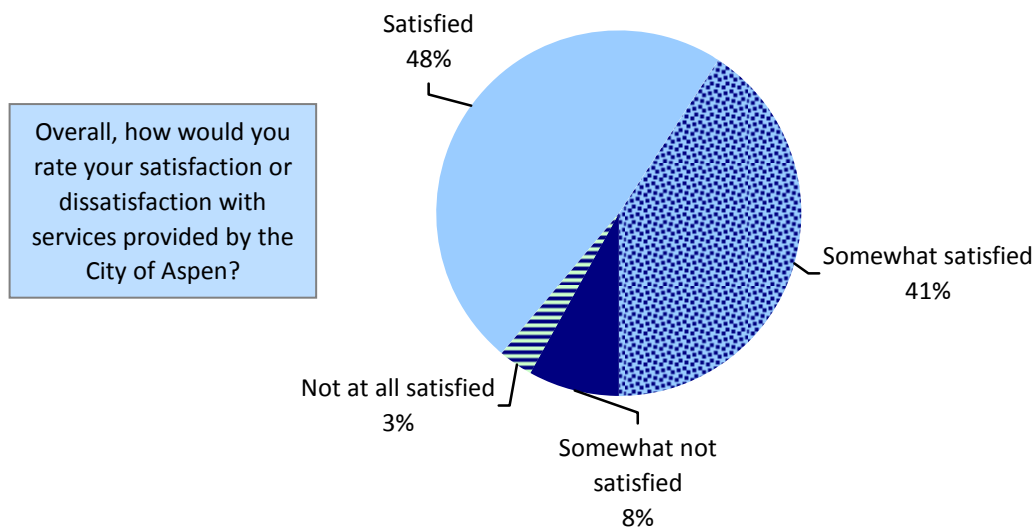
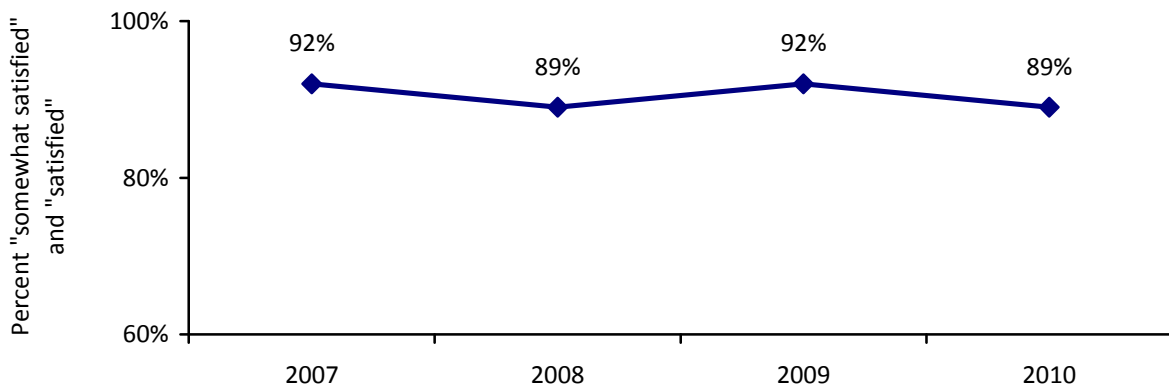


Figure 22: Overall Satisfaction with City of Aspen Services Compared Over Time



Street Maintenance

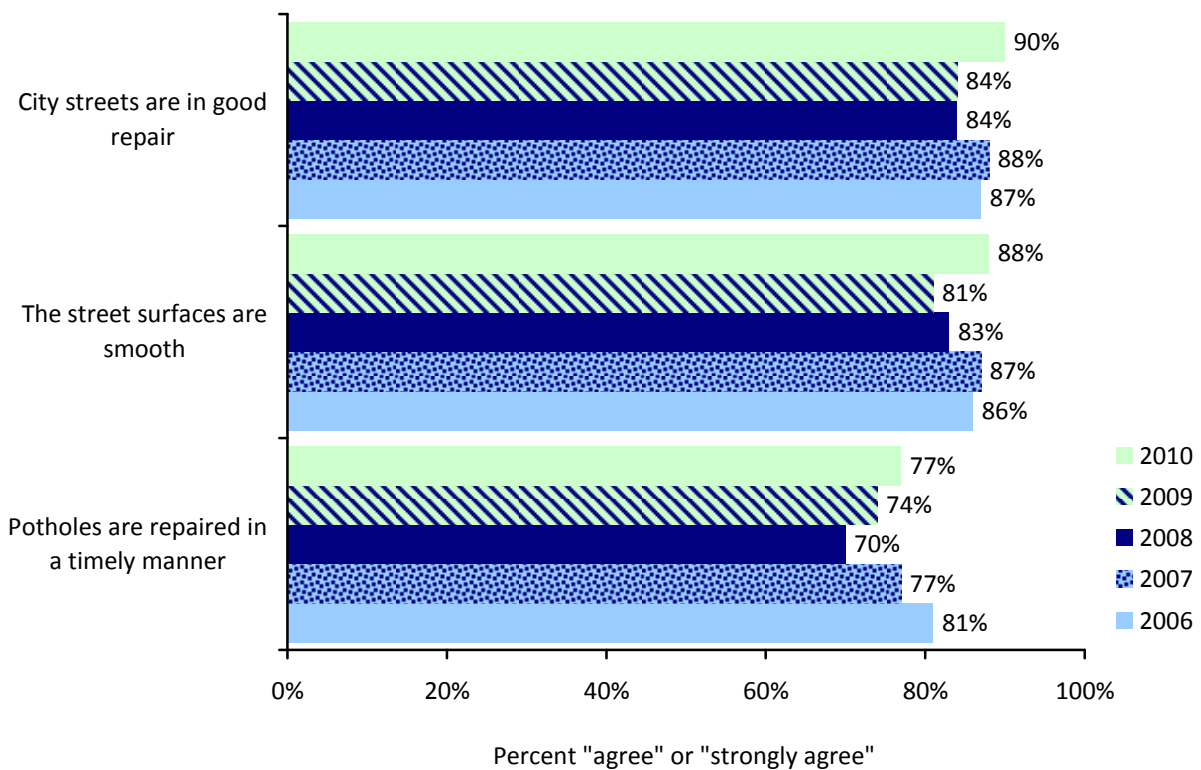
Since 2006, the survey has assessed opinions about City streets. Nine in 10 respondents agreed that the City streets were in good repair (90%) and that the street surfaces were smooth (88%). Fewer voters were in agreement that potholes were repaired in a timely manner, although 77% still agreed or “strongly” agreed with this statement.

While ratings in 2010 were similar to those given in 2009, since 2008, a slight upward trend was seen for the timeliness of pothole repair.

Figure 23: City Streets

With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, do you agree or disagree with the following statements concerning City streets?	Strongly agree	Agree	Disagree	Strongly disagree	Total
City streets are in good repair	17%	73%	8%	2%	100%
The street surfaces are smooth	16%	72%	10%	2%	100%
Potholes are repaired in a timely manner	15%	61%	18%	6%	100%

Figure 24: City Streets Compared Over Time



Snow Removal

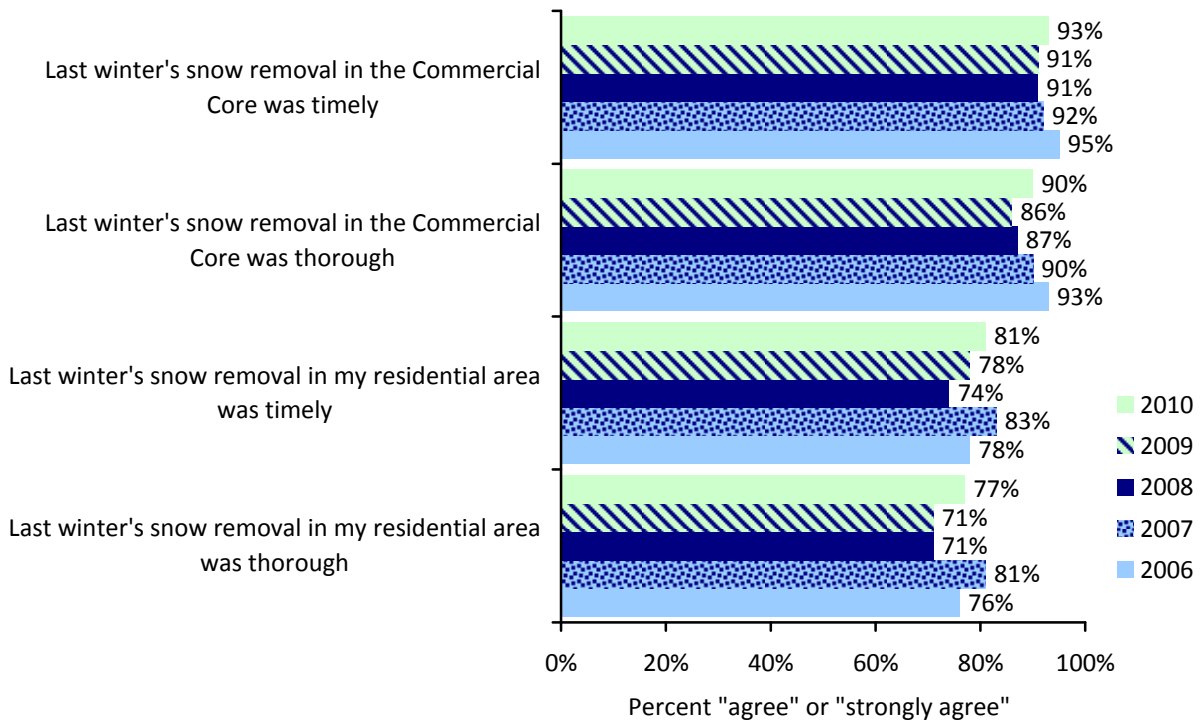
When evaluating last winter’s snow removal, the timeliness and thoroughness of snow removal in the Commercial Core received the highest ratings (93% and 90% agreeing with these statements, respectively). Eight in 10 respondents agreed that snow removal in their residential area was timely and thorough. About twice as many disagreed with statements about residential snow removal than did those who disagreed with statements about Commercial Core snow removal.

Compared to 2009, ratings given in 2010 have remained stable, although the ratings for snow removal in residential areas from 2008 through 2010 may suggest an upward trend.

Figure 25: Snow Removal

With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, snow on City streets is removed according to the following priorities: first – emergency routes; second – the Commercial Core; third – residential areas. Given these priorities, do you agree or disagree with the following statements concerning snow removal?	Strongly agree	Agree	Disagree	Strongly disagree	Total
	Last winter's snow removal in the Commercial Core was timely	30%	63%	5%	2%
Last winter's snow removal in the Commercial Core was thorough	26%	64%	8%	2%	100%
Last winter's snow removal in my residential area was timely	24%	57%	16%	3%	100%
Last winter's snow removal in my residential area was thorough	23%	54%	20%	4%	100%

Figure 26: Snow Removal Compared Over Time



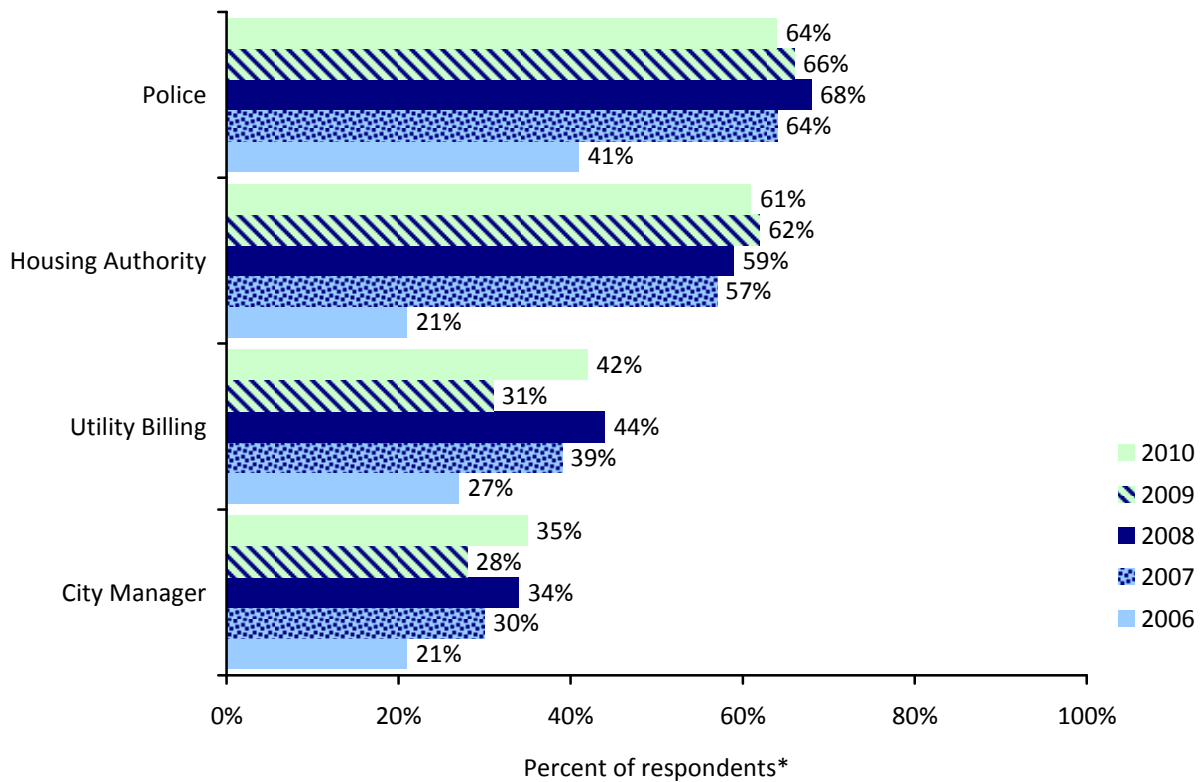
In 2007, there was a minor wording change in this section. The 2006 questions, “Last winter’s snow removal was [timely/thorough] in [the Commercial Core/my residential area]” was changed to “Last winter’s snow removal in [the Commercial Core/my residential area] was [timely/thorough]” in the switch from phone to mail methodology.

City Office Customer Service

Respondents were asked if they had contact with four different City of Aspen offices in the prior 12 months: City Manager, Utility Billing, Housing Authority and the Police department. Of the 225 voters who reported having contact with one of the four City offices in the last 12 months, 6 in 10 had experience with the Police and Housing Authority, 4 in 10 reported having contact with Utility Billing and one-third had contact with the City Manager’s Office.

Contact with the Police and housing Authority have remained stable since 2007. However, voter contact with Utility Billing significantly increased from 2009 to 2010 (31% versus 42%, respectively), returning it to a level similar to 2008 and 2007.

Figure 27: Contact with City Compared Over Time



*Percents may total to more than 100% as respondents could choose more than one answer. Percentages shown in the figure above represent responses from 225 of the 310 registered voters who completed a survey.

City Department Performance and Responsiveness

Respondents who felt they could give their opinion were asked to rate different aspects of each of the four departments with whom they had contact. Because anyone without contact would select not applicable, and others residents choose “don’t know,” each of these items was evaluated by about one-third to two-thirds of all respondents. A majority of respondents expressing an opinion were happy with the services they received from the Utility Billing staff and the Police staff, with about 9 in 10 agreeing with each statement. While still positive, voters were somewhat less agreeable with the services provided by the Housing Authority Office and City Manager’s office (see Figure 28 on the next page).

Between 29% and 52% of voters said they had not had experience with the City office in the last 12 months and selected “not applicable” to each of the items in this question. About half of respondents said they had not had contact with the City Manager’s Office or Utility Billing staff. About a third of respondents had not had contact with the Housing Authority Office and approximately 3 in 10 said “not applicable” when asked to rate their experiences with Police staff (see *Appendix II: Complete Set of Survey Responses*).

The majority of ratings given to City of Aspen Services stayed the same from 2009 to 2010 (see Figure 29). Decreases in evaluations from 2009 to 2010 were seen for the helpfulness of Housing Authority Office staff (75% agreed in 2009 versus 86% in 2010) and the promptness of service provided by the City Manager's staff (73% versus 84%).

Figure 28: Quality of City of Aspen Services

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the quality of services City of Aspen offices provided?	Strongly agree	Agree	Disagree	Strongly disagree	Total
The service provided by the City Manager's Office was accurate	20%	50%	14%	16%	100%
The service provided by the City Manager's staff was prompt	20%	53%	13%	14%	100%
The City Manager's staff was responsive	25%	51%	9%	15%	100%
The City Manager's staff was helpful	25%	49%	15%	12%	100%
The City Manager's staff was knowledgeable	22%	57%	9%	12%	100%
The City Manager's staff was informative	19%	58%	8%	15%	100%
The service provided by the Utility Billing staff was accurate	26%	67%	1%	5%	100%
The service provided by the Utility Billing staff was timely	27%	64%	3%	5%	100%
The Utility Billing staff was courteous in dealing with my situation or request	33%	61%	4%	2%	100%
The Utility Billing staff was knowledgeable in dealing with my situation or request	32%	56%	8%	4%	100%
The service provided by the Housing Authority Office staff was accurate	21%	57%	13%	10%	100%
The service provided by the Housing Authority Office staff was timely	24%	53%	14%	9%	100%
The Housing Authority Office staff was helpful	30%	45%	15%	10%	100%
The Housing Authority Office staff was knowledgeable	29%	50%	15%	6%	100%
The services provided by the Police staff were accurate	39%	51%	7%	4%	100%
The services provided by the Police Staff were prompt	42%	49%	7%	2%	100%
The Police staff was courteous	41%	50%	5%	4%	100%
The Police staff was helpful	41%	49%	6%	4%	100%
The Police staff was knowledgeable	41%	48%	6%	5%	100%
The Police staff was informative	41%	51%	4%	5%	100%

Figure 29: Quality of City of Aspen Services Compared Over Time

Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the quality of services City of Aspen offices provided? (Percent "agree" or "strongly agree")	2010	2009	2008	2007	2006
The service provided by the City Manager's Office was accurate	70%	78%	67%	86%	86%
The service provided by the City Manager's staff was prompt	73%	84%	73%	78%	84%
The City Manager's staff was responsive	75%	82%	67%	77%	83%
The City Manager's staff was helpful	73%	78%	65%	82%	NA
The City Manager's staff was knowledgeable	79%	82%	66%	84%	85%
The City Manager's staff was informative	78%	81%	64%	79%	NA
The service provided by the Utility Billing staff was accurate	93%	95%	92%	94%	92%
The service provided by the Utility Billing staff was timely	92%	92%	96%	93%	96%
The Utility Billing staff was courteous in dealing with my situation or request	93%	90%	96%	95%	97%
The Utility Billing staff was knowledgeable in dealing with my situation or request	88%	88%	88%	93%	93%
The service provided by the Housing Authority Office staff was accurate	77%	81%	73%	83%	86%
The service provided by the Housing Authority Office staff was timely	77%	84%	77%	79%	88%
The Housing Authority Office staff was helpful	75%	86%	77%	78%	82%
The Housing Authority Office staff was knowledgeable	79%	84%	75%	83%	82%
The services provided by the Police staff were accurate	89%	93%	93%	88%	90%
The services provided by the Police Staff were prompt	91%	97%	94%	93%	91%
The Police staff was courteous	91%	96%	97%	91%	93%
The Police staff was helpful	90%	95%	95%	89%	NA
The Police staff was knowledgeable	89%	94%	95%	92%	91%
The Police staff was informative	92%	94%	95%	89%	NA

The 2006 question, "The police staff was courteous and helpful" was split by the City of Aspen into two separate questions in 2007, as was "The police staff was knowledgeable and informative." The 2006 question, "The City manager's staff was responsive and helpful" was split by the City of Aspen into two separate questions in 2007, as was "The City Manager's staff was knowledgeable and informative."

The survey also gauged voter satisfaction with the overall performance and responsiveness of a number of City of Aspen departments. Out of the 19 departments asked about on the survey, 90% or more of respondents who had an opinion said they were “somewhat” or “very” satisfied with half of them. Respondents were most satisfied with the Recreation and Parks departments (96% and 95% satisfied, respectively). Transportation and Parking received the lowest levels of satisfaction with 59% stating they were at least “somewhat” satisfied with this department; one in five were “not at all satisfied” with this department. At least 30% of voters said they were “somewhat not satisfied” or “not at all satisfied” with the Housing, Community Development, Engineering and Transportation & Parking departments.

Note that when rating satisfaction with the departments, between 20% and 71% of respondents selected “don’t know” for 16 of the 19 departments (see *Appendix II: Complete Set of Survey Responses*).

When comparing ratings from 2009 to 2010, all but one remained similar; satisfaction with the Environmental Health department decreased from 2009 to 2010 (90% satisfied versus 79%, respectively).

Figure 30: Performance and Responsiveness of City of Aspen Government

In general, how satisfied or dissatisfied are you with the overall performance and responsiveness of the following departments of the City of Aspen government?	Very satisfied	Somewhat satisfied	Somewhat not satisfied	Not at all satisfied	Total
Recreation	47%	49%	3%	1%	100%
Parks	54%	41%	2%	2%	100%
Wheeler Opera House	48%	47%	3%	2%	100%
Ice Garden	46%	47%	4%	4%	100%
Electric	35%	57%	6%	2%	100%
Water	41%	51%	6%	2%	100%
City Clerk Office	50%	41%	4%	5%	100%
Kids First	41%	48%	10%	0%	100%
Police Department	50%	40%	8%	3%	100%
Streets	34%	54%	6%	6%	100%
GIS (Geographic Information System)	34%	53%	7%	6%	100%
Finance Window (RETT and sales tax payments, other payments to the city)	44%	43%	7%	6%	100%
Golf	33%	52%	8%	7%	100%
Environmental Health	37%	43%	14%	6%	100%
City Manager Office	33%	41%	6%	20%	100%
Housing	31%	41%	15%	13%	100%
Community Development	25%	46%	17%	12%	100%
Engineering	22%	48%	16%	14%	100%
Transportation & Parking	22%	37%	21%	20%	100%

Figure 31: Performance and Responsiveness of City of Aspen Government Compared Over Time

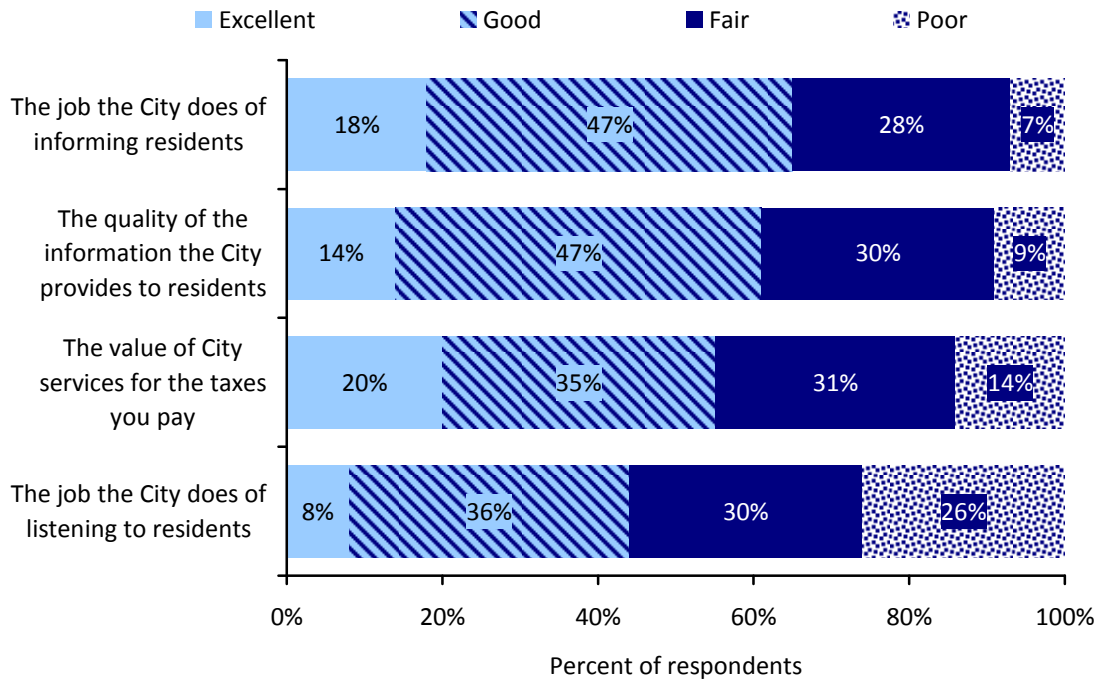
In general, how satisfied or dissatisfied are you with the overall performance and responsiveness of the following departments of the City of Aspen government? (Percent "somewhat satisfied" or "very satisfied")	2010	2009	2008	2007	2006
Recreation	96%	95%	96%	94%	97%
Parks	95%	95%	93%	97%	95%
Wheeler Opera House	94%	92%	96%	97%	98%
Ice Garden	93%	89%	97%	98%	99%
Electric	92%	94%	94%	93%	100%
Water	92%	90%	92%	97%	98%
City Clerk Office	91%	87%	98%	97%	97%
Kids First	90%	90%	90%	94%	96%
Police Department	90%	92%	94%	88%	92%
Streets	88%	86%	79%	86%	91%
GIS (Geographic Information System)	87%	92%	95%	NA	NA
Finance Window (RETT and sales tax payments, other payments to the city)	87%	NA	NA	NA	NA
Golf	85%	89%	90%	84%	95%
Environmental Health	79%	90%	89%	83%	89%
City Manager Office	74%	73%	63%	82%	88%
Housing	72%	73%	67%	76%	77%
Community Development	71%	63%	54%	68%	71%
Engineering	70%	75%	74%	78%	86%
Transportation & Parking	59%	56%	59%	57%	74%

In 2006, the scale used in the telephone survey, "Very satisfied, Somewhat satisfied, Not very satisfied, Not at all satisfied" was changed to "Satisfied, Somewhat satisfied, Somewhat not satisfied, Not at all satisfied." In 2009, the scale was changed back to the original in 2006: "Very satisfied, Somewhat satisfied, Not very satisfied, Not at all satisfied."

Public Trust

A new question was added to the 2010 survey to evaluate voters' trust in their local government. A majority of respondents believed that the job the City does of informing residents (65%) and the quality of the information the City provides to residents (61%) was "good" or "excellent". Just over half thought the value of the City services for the taxes they paid (55%) was "good" or better. About three times as many respondents rated the job the City does at listening to residents as "poor" as did those who rated it as "excellent."

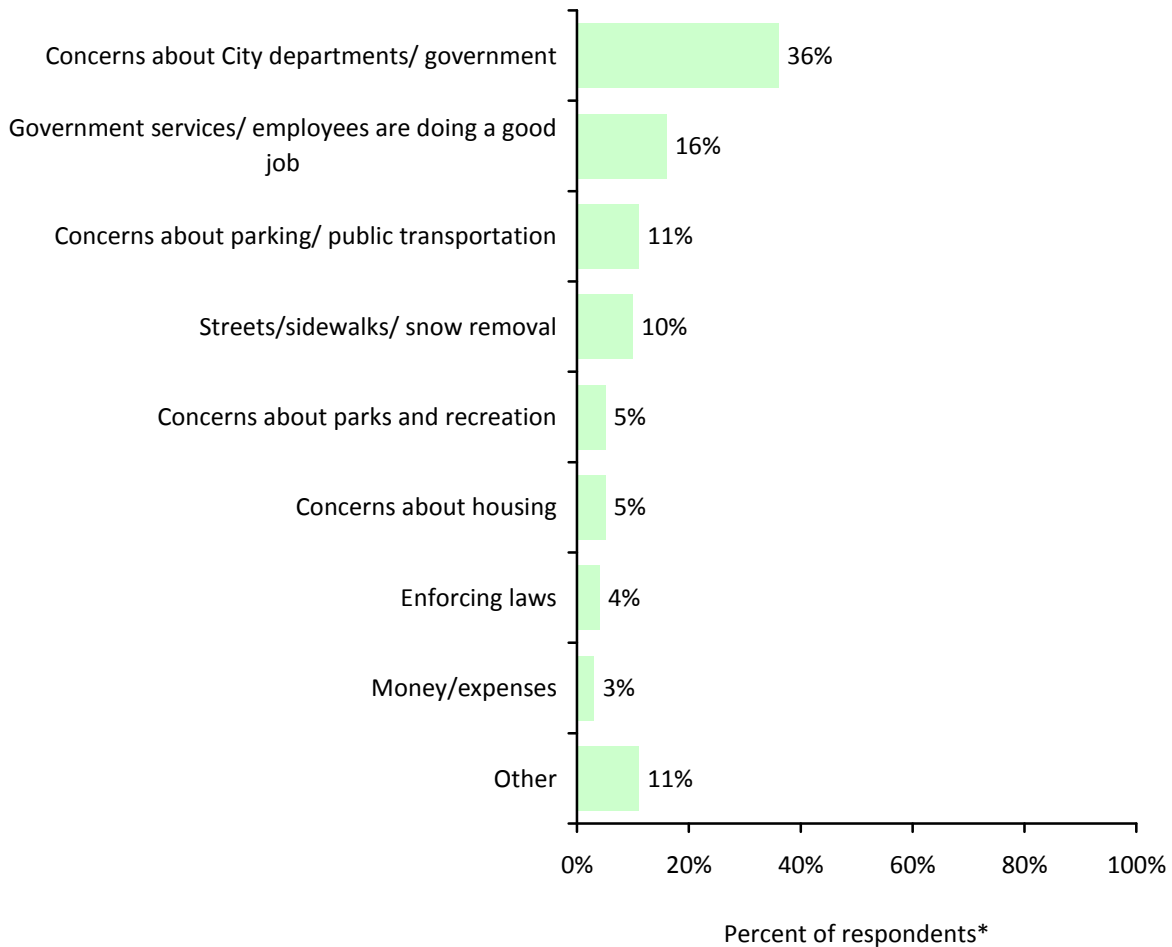
Figure 32: City of Aspen Government Performance



Additional Comments About City Services

The survey provided respondents the opportunity to provide feedback, in their own words, about “any City of Aspen services.” Of the 100 respondents that chose to write-in a response, about one-third had concerns about City departments and government. Sixteen percent wrote in positive comments about Government services and employees. One in 10 wrote in comments about their concerns with parking/public transportation and streets/sidewalks. A complete set of “other” responses can be found in *Appendix III: Verbatim Responses*.

Figure 33: Additional Feedback About City Services



*Results in the figure above are of the 100 respondents who chose to write-in a response.

PUBLIC INFORMATION

A section of the survey was dedicated to assessing how respondents get information about the City of Aspen, use of the City's Web site and respondent knowledge of a number of issues or problems facing the community.

Information Sources

New to the 2010 survey was a question asking where respondents get information about the City of Aspen. A list of 11 different information sources were provided to respondents who were then asked to indicate whether each was a major source, minor source or not a source of information for them. Similarly to respondents' methods of receiving information about the ARC and the Wheeler Opera House, a majority of voters (74%) tended to use local newspaper articles as a major source for the information about the City. Six in 10 respondents said they used newspaper ads as a major source for information and one-third reported using mailed materials such as brochures, flyers, newsletters and updates as a major source of information about the City. Social network sites were least likely to be used as sources of information about the City.

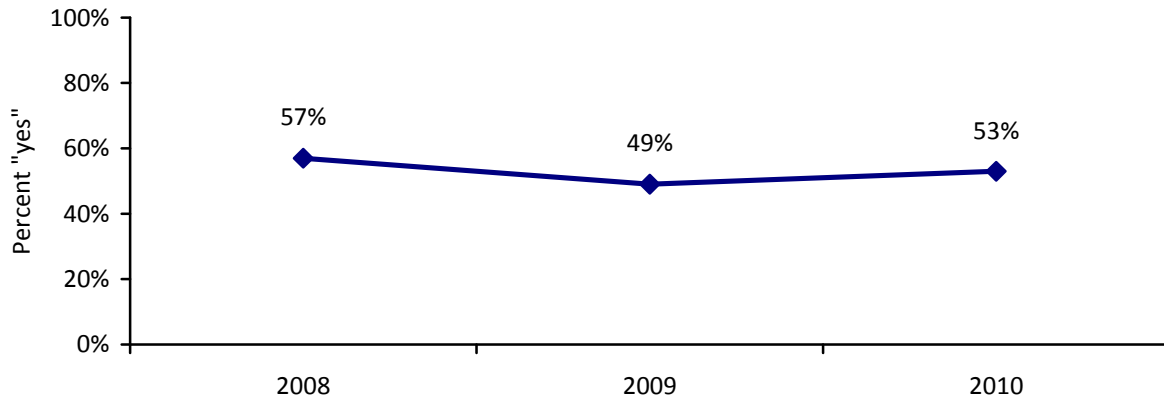
Figure 34: Sources of Information About City of Aspen

Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Aspen.	Major source	Minor source	Not a source	Total
Local newspaper articles	74%	24%	3%	100%
Newspaper ads	57%	36%	7%	100%
Mailed materials (brochures, flyers, newsletters, updates)	33%	47%	20%	100%
City meetings and open houses	19%	45%	35%	100%
Radio news broadcasts	24%	39%	37%	100%
Community government television (CGTV, Channel 11)	23%	39%	37%	100%
Radio ads	18%	44%	39%	100%
Email (electronic newsletters, email updates)	23%	35%	42%	100%
Other local television broadcasts	14%	35%	51%	100%
City webcasts	10%	36%	54%	100%
Social network sites (Twitter, Facebook)	7%	23%	70%	100%

City Web Site

The use and quality of the City’s Web site has been assessed on the survey since 2008, and results have remained stable with about half of respondents reporting having used the Web site in the last 12 months. While there was a dip in use from 2008 to 2009, respondent use of the Web site in 2010 slightly increased toward 2008 levels, although this was not a significant change.

Figure 35: Use of City's Web Site Over Time



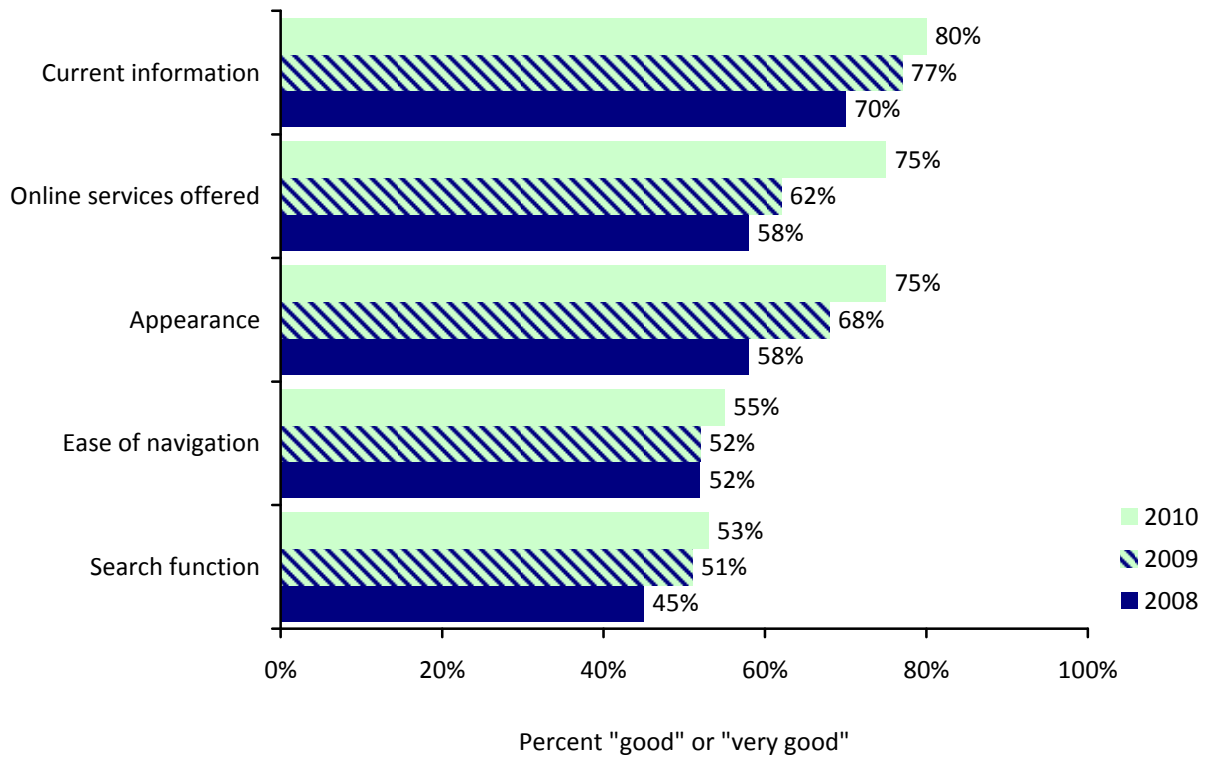
Respondents who used the City’s Web site in the last 12 months were asked to rate five different aspects. Overall, more than half of respondents gave “good” or “very good” ratings to each. Eighty percent of voters said the current information was at least “good” and three-quarters said that the online services offered and the appearance of the Web site was “good” or better. Just over half of respondents rated the ease of navigation and the search function of the Web site as “good” or “very good.” Less than 5% of respondents gave “very bad” ratings to any aspect of the Web site.

When compared to 2009, most 2010 ratings were similar. While ratings for the current information, online services offered and the appearance have been trending upward since the question was first asked in 2008, the online services offered was the only significant increase from 2009 to 2010 (62% “good” or “very good” versus 75%, respectively).

Figure 36: Quality of City's Web Site

If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Current information	22%	58%	17%	4%	0%	100%
Appearance	23%	52%	20%	5%	0%	100%
Online services offered	18%	58%	23%	2%	0%	100%
Ease of navigation	13%	41%	26%	16%	3%	100%
Search function	13%	39%	25%	18%	4%	100%

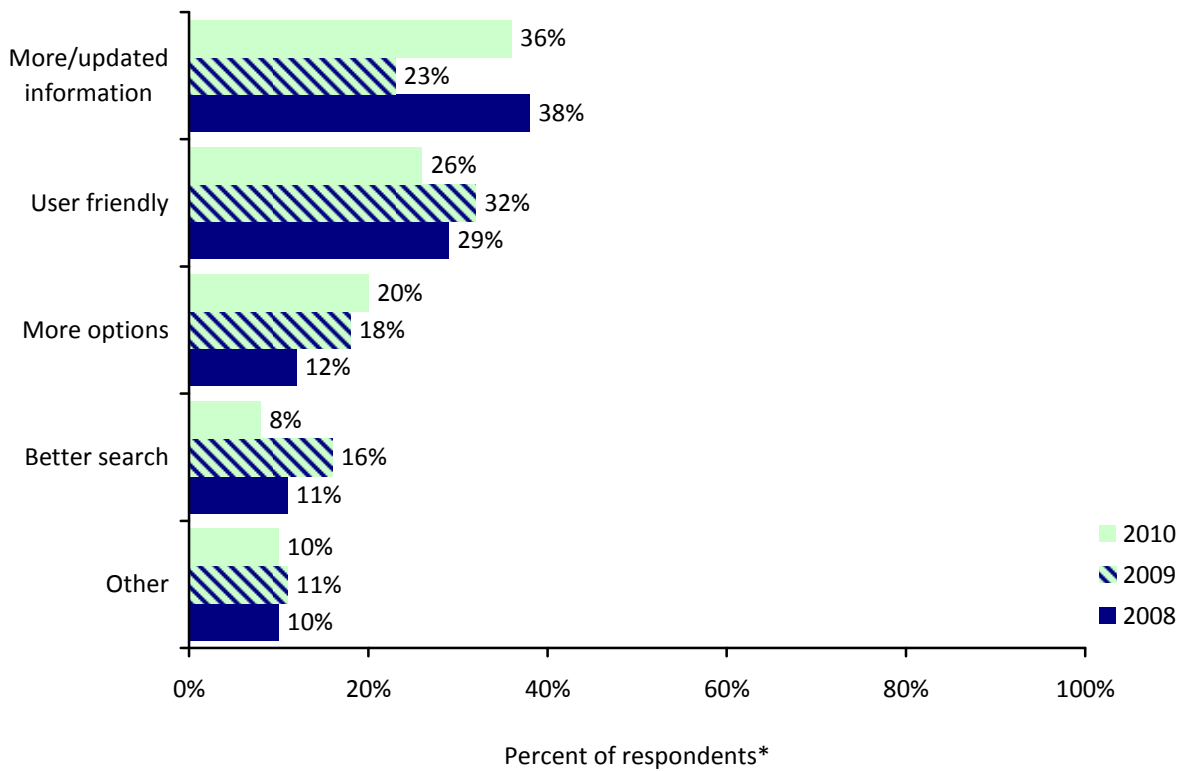
Figure 37: Quality of City's Web Site Compared Over Time



When asked which additional features Web site users would like to see, respondents in 2010 wanted more or updated information (36%), wanted the Web site to be more user friendly (26%) and wanted to see more options (20%). Eight percent said they would like to see a better search function. "Other" comments written in by respondents can be seen in *Appendix III: Verbatim Responses*.

In 2010, a higher proportion of respondents wanted to see more or updated information than did those in 2009 (36% in 2010 versus 23% in 2009).

Figure 38: Additional Features to the City's Web Site Compared Over Time

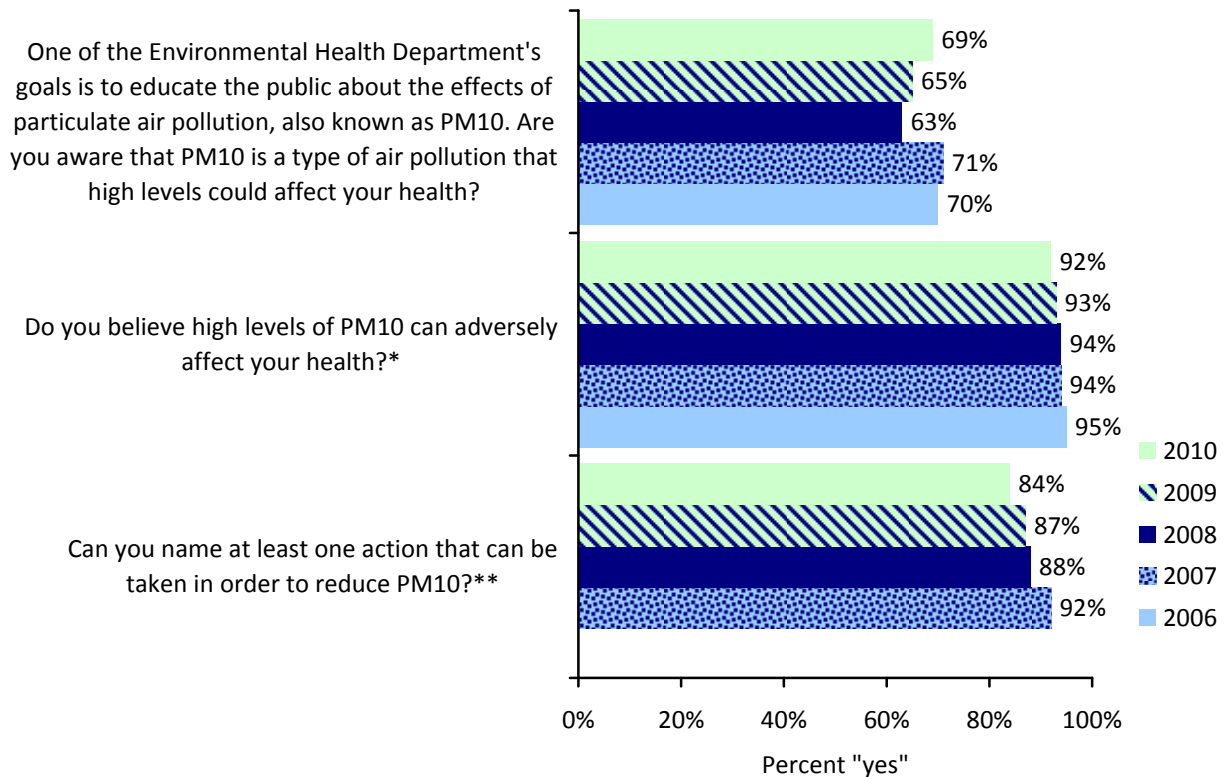


*Percentages shown in the figure above represent responses from 33 of the 310 registered voters who completed a survey.

Knowledge of Environmental Issues and Programs

Since 2006, three questions on the survey have been devoted to assessing voters' knowledge of PM10. Seven in 10 respondents reported that they were aware that PM10 is a type of air pollution that, at high levels, could affect their health. Of those who were aware of PM10, 92% believed that high levels could adversely affect their health. Those who believed PM10 could affect their health were asked if they could name at least one action that can be taken to reduce PM10; 84% said they could.

Figure 39: Knowledge of PM10 Compared Over Time

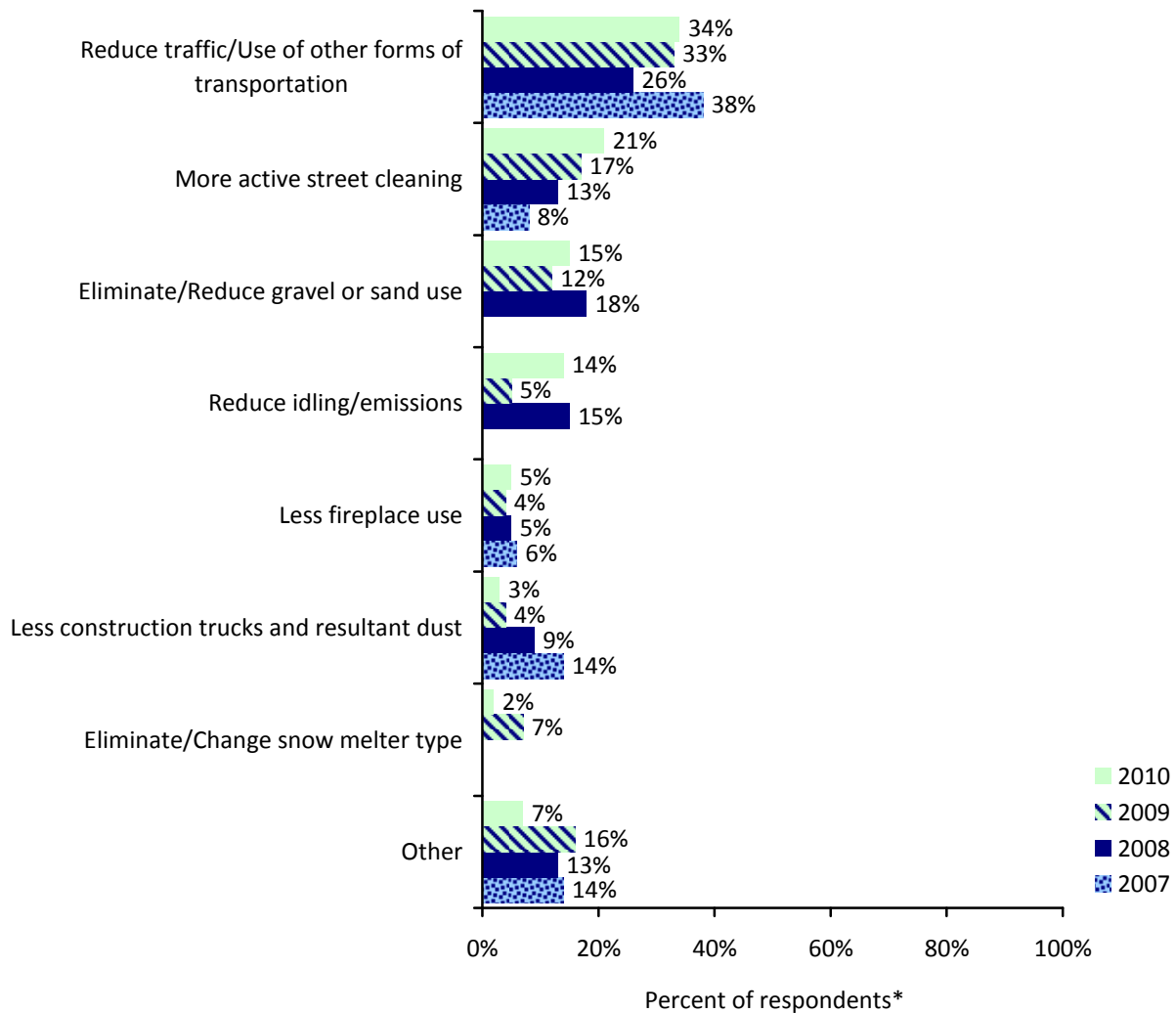


*Asked only of those who were aware that PM10 is a type of air pollution could affect their health.

**Asked only of those who were aware that PM10 is a type of air pollution could affect their health and that they believe it affects their health.

Of the 84% of voters who said they could name one action that would reduce PM10 levels, 112 chose to write in a response. Responses were grouped into the categories shown in Figure 40 below. As in previous years, the most mentioned action to reduce PM10 was reducing traffic or using other forms of transportation (34%). One in five mentioned more active street cleaning, 15% said eliminate or reduce gravel or sand use and 14% thought reducing idling or emissions would help to reduce PM10. Fewer than 10% listed any of the other actions. See *Appendix III: Verbatim Responses* for a full list of verbatim responses to this question including “other” responses.

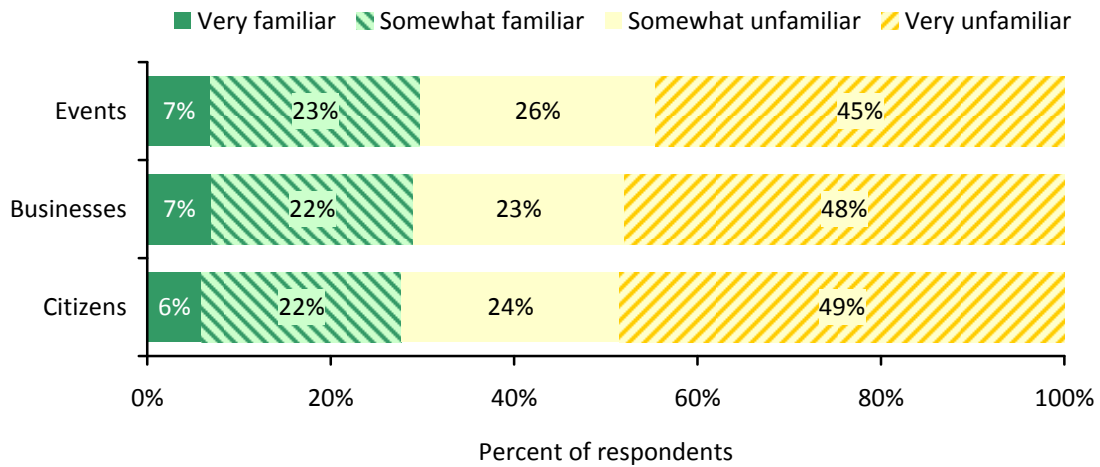
Figure 40: Knowledge of Actions to Reduce PM10 Compared Over Time



*These results are from only those who said "yes" when asked if they could name at least one action that can be taken in order to reduce PM10.

A new question was added to the 2010 survey gauging respondent familiarity with the City's ZGreen Program. The majority of respondents were unfamiliar with the ZGreen Program for events, businesses and citizens, with 70% or more saying they were "somewhat" or "very" unfamiliar. Fewer than 10% of voters said they were "very" familiar with these programs.

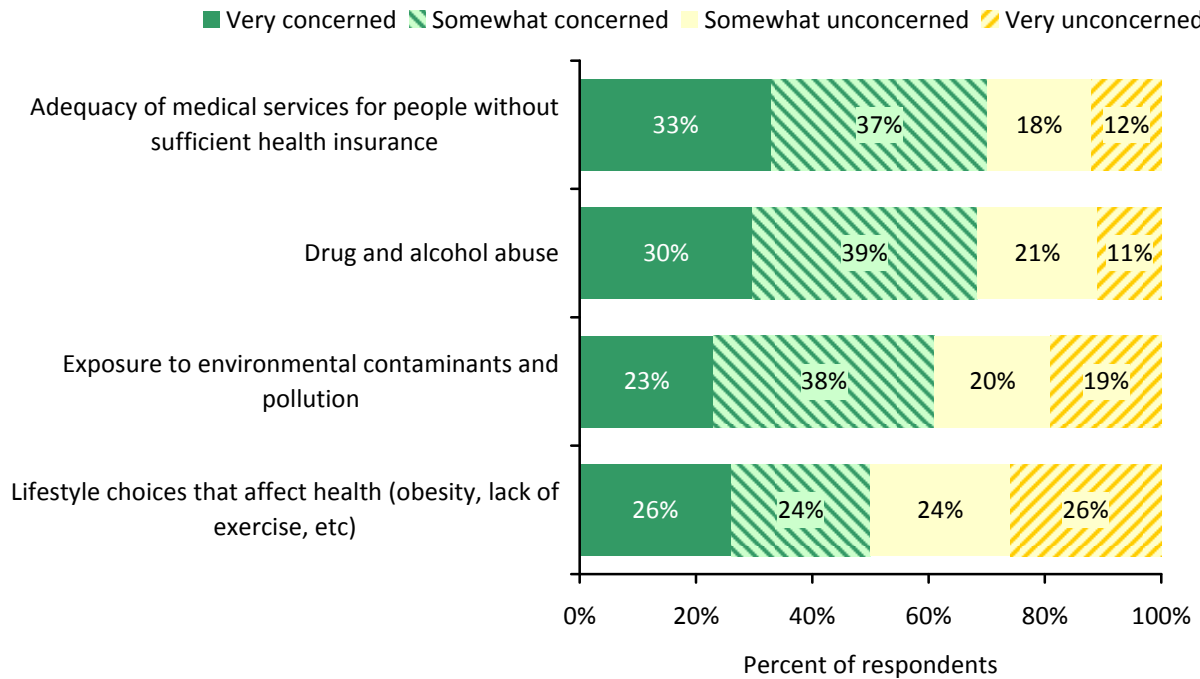
Figure 41: Familiarity with City's ZGreen Program



Concerns About Community Problems

Another new question on the 2010 survey asked respondents how concerned, if at all, they were with a number of community issues. A majority were concerned about the adequacy of medical services for people without sufficient health insurance (70% “somewhat” or “very” concerned) and with drug and alcohol abuse (69% concerned). Six in 10 were concerned about exposure to environmental contaminants and pollution. Respondents were split about their concern for lifestyle choices that affect health such as obesity and lack of exercise, with one-quarter of respondents selecting each of the four response options.

Figure 42: Concern About Community Problems



SAFETY

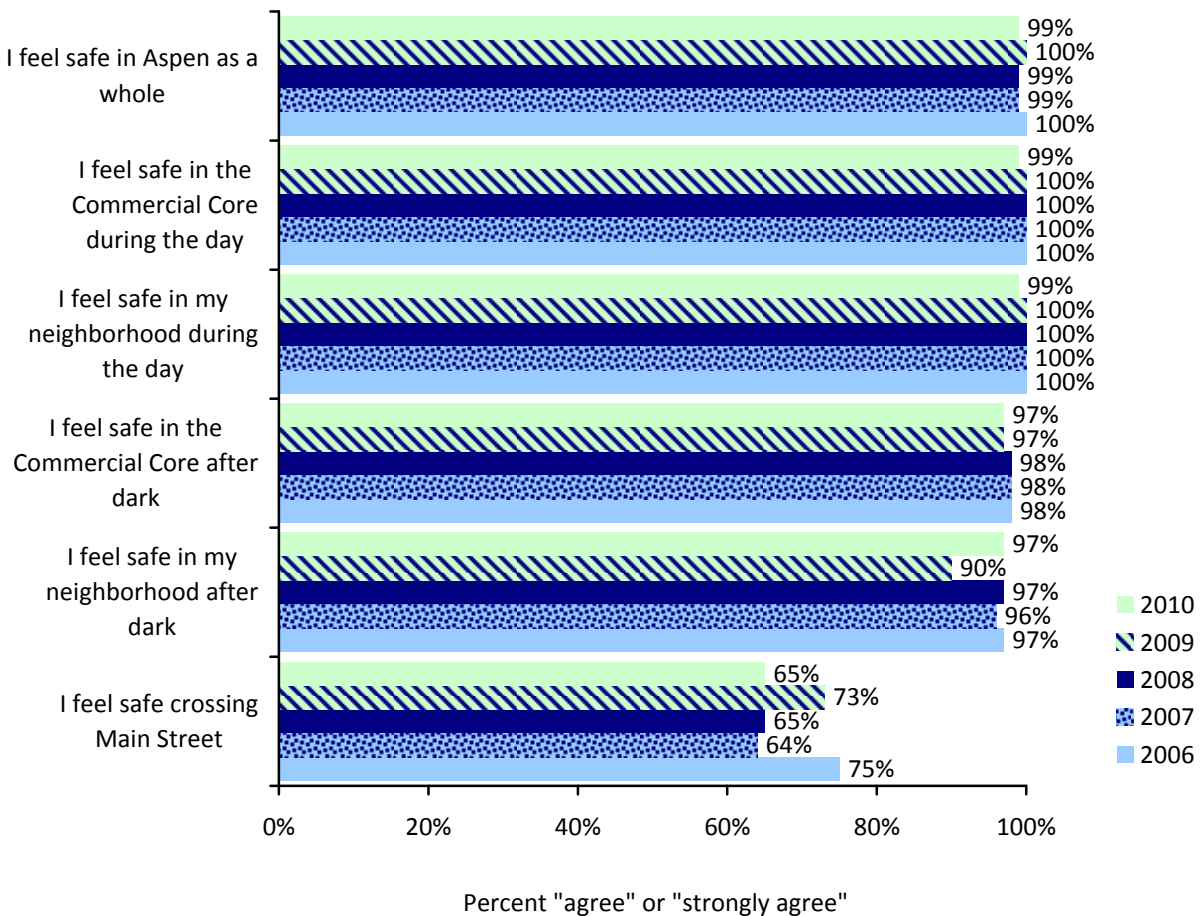
In general, respondents reported feeling safe in all areas of Aspen both during the day and at night. Almost all voters said they felt safe in Aspen as a whole, in the Commercial Core during the day and after dark, and in their neighborhood during the day. Nine in 10 reported feeling safe in their neighborhood after dark. Two-thirds said they felt safe crossing Main Street and one-third did not. In fact, 1 in 10 “strongly” disagreed that they felt safe crossing Main Street.

Responses were similar in 2010 when compared to 2009.

Figure 43: Feelings of Safety in Aspen

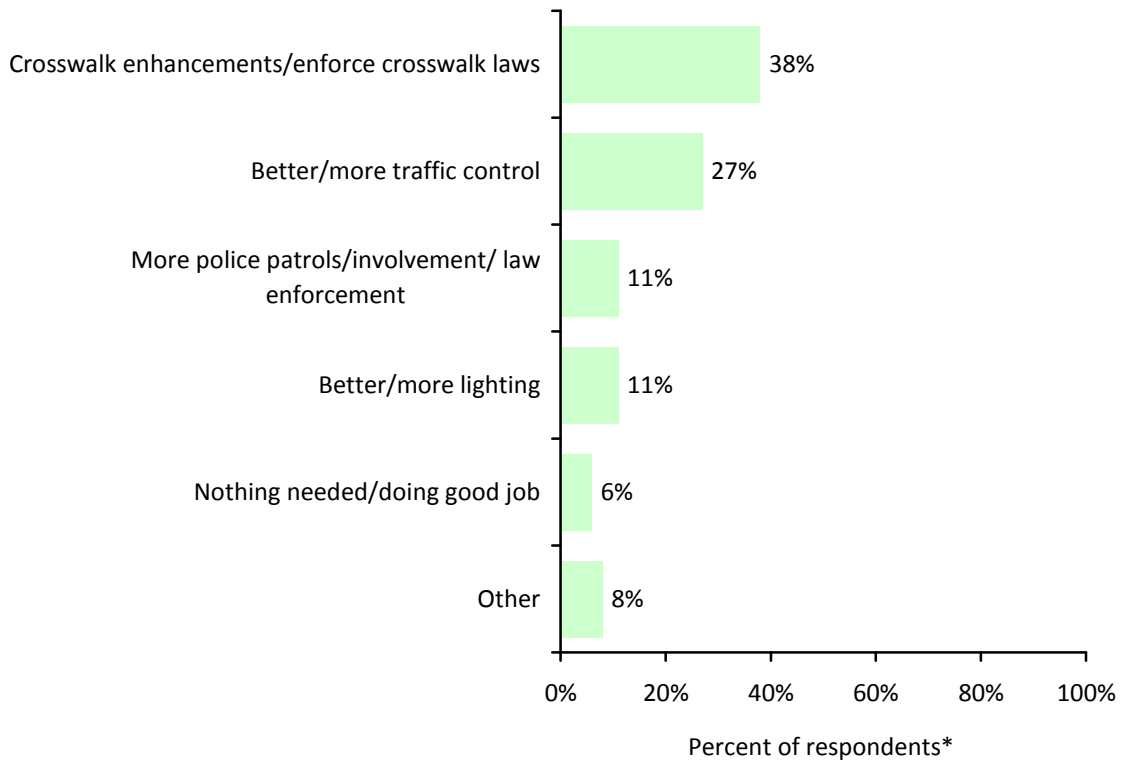
To what extent do you agree or disagree with the following statements about feeling safe in Aspen?	Strongly agree	Agree	Disagree	Strongly disagree	Total
I feel safe in Aspen as a whole	64%	36%	1%	0%	100%
I feel safe in the Commercial Core during the day	75%	24%	0%	0%	100%
I feel safe in my neighborhood during the day	74%	25%	1%	0%	100%
I feel safe in the Commercial Core after dark	55%	42%	3%	0%	100%
I feel safe in my neighborhood after dark	55%	42%	3%	0%	100%
I feel safe crossing Main Street	28%	37%	25%	10%	100%

Figure 44: Feelings of Safety in Aspen Compared Over Time



Respondents were able to write in suggestions for improving safety in Aspen. About 6 in 10 respondents chose not to write in a response. Of those who made safety improvement suggestions, crosswalk enhancements and enforcing crosswalk laws topped the list (37%), followed by traffic control (30%). One in 10 voters suggested more police patrols and law enforcement (11%) and better lighting (10%). Four percent proposed cracking down on cell phone use while driving to improve safety in Aspen. For a list of all responses to this question, including “other” responses, see *Appendix III: Verbatim Responses*.

Figure 45: Suggestions for Improving Safety



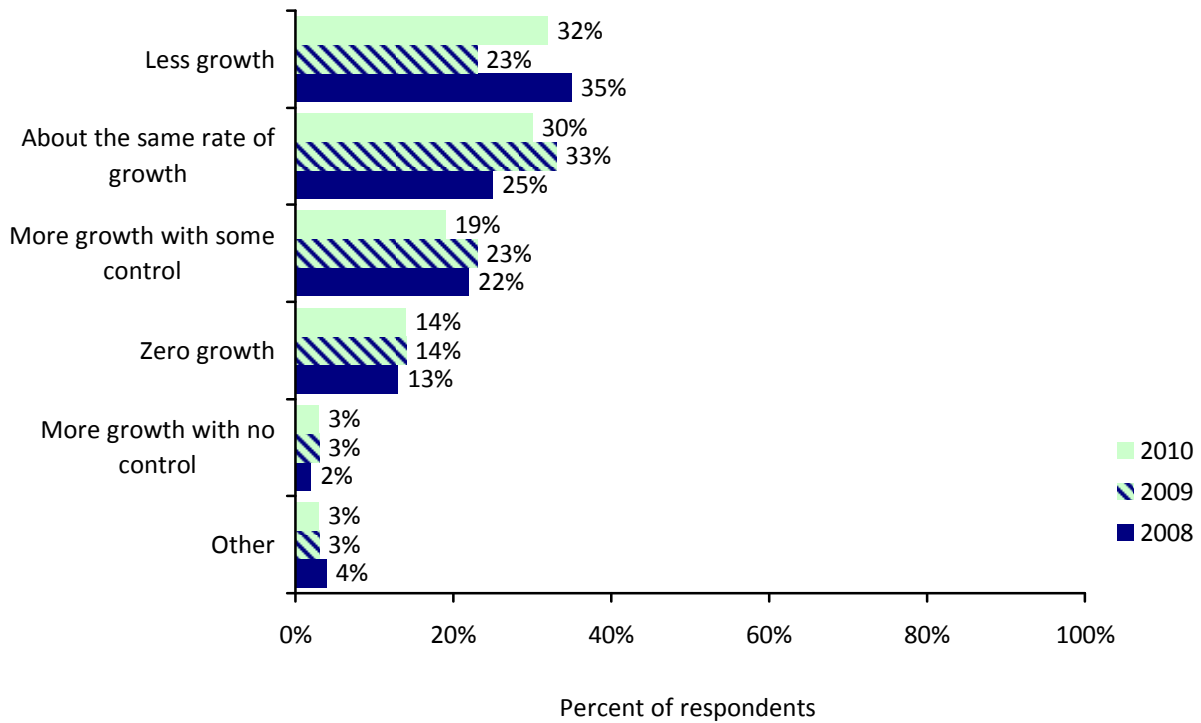
*Percentages shown in the figure above represent responses from 146 of the 310 registered voters who completed a survey.

GROWTH

As in previous survey years, when asked which growth policy to endorse, the majority of respondents were split between less growth (32%) and about the same rate of growth (30%). One in five preferred to see more growth with some control and 14% wanted zero growth. Three percent wanted to see more growth with no control and 3% wanted to see some other growth policy.

More voters in 2010 wanted to see less growth (23% in 2009 versus 32% in 2010). All other ratings were similar in 2010 as in 2009.

Figure 46: Growth in Aspen Compared Over Time



APPENDIX I: RESPONDENT DEMOGRAPHICS

Characteristics of the survey respondents are displayed in the tables in this appendix.

Question 29	
About how long have you lived in Aspen?	Percent of respondents
Fewer than six months	1%
6 to 11 months	2%
1-2 years	3%
3-5 years	13%
6-10 years	13%
More than 10 years	68%
Total	100%

Question 30	
Which best describes your housing status?	Percent of respondents
Housing obtained in the free market (either rent or own)	47%
Live in employee/affordable housing (either rent or own)	51%
Other (please specify)	1%
Don't know	1%
Total	100%

Question 31	
Do you rent or own your home?	Percent of respondents
Rent	28%
Own	72%
Total	100%

Question 32	
About how much was your household's total income before taxes for all of 2010?	Percent of respondents
Less than \$25,000	8%
\$25,000 to under \$50,000	21%
\$50,000 to under \$75,000	22%
\$75,000 to under \$100,000	17%
\$100,000 to under \$150,000	16%
\$150,000 to under \$200,000	8%
\$200,000 or more	10%
Total	100%

Question 33	
What is the highest degree or level of school you have completed?	Percent of respondents
12th grade or less, no diploma	0%
High school diploma	3%
Some college, no degree	11%
Associate's degree (e.g., AA, AS)	6%
Bachelor's degree (e.g., BA, AB, BS)	45%
Graduate degree or professional degree	34%
Total	100%

Question 34	
Are you Spanish, Hispanic or Latino?	Percent of respondents
Yes	2%
No	98%
Total	100%

Question 35	
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent of respondents*
American Indian or Alaskan native	0%
Asian or Pacific Islander	2%
Black, African American	0%
White/Caucasian	96%
Other	1%

*Percents may total to more than 100% as respondents could choose more than one answer.

Question 36	
In which category is your age?	Percent of respondents
18-24 years	1%
25-34 years	21%
35-44 years	18%
45-54 years	28%
55-64 years	17%
65-74 years	12%
75-84 years	3%
85 years or older	1%
Total	100%

Question 37	
What is your gender?	Percent of respondents
Female	48%
Male	52%
Total	100%

APPENDIX II: COMPLETE SET OF SURVEY RESPONSES

The following pages contain a complete set of responses to each question.

Question 1	
How do you rate the overall quality of life in Aspen?	Percent of respondents
Excellent	65%
Good	32%
Fair	2%
Poor	0%
Total	100%

Question 2	
How have you received information about the Aspen Recreation Center (ARC) in 2010? (Please check all that apply.)	Percent of respondents*
Have not received any	34%
Newspapers	44%
Radio	11%
Television	2%
Internet	22%
Brochures	8%
Flyers	6%
School newspapers	3%
Word of mouth	2%
Attendance/participation in event, membership	5%
Not interested/do not use	3%
Other	0%

*Percents may total to more than 100% as respondents could choose more than one answer.

Question 3							
Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the ARC staff and facilities?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	Total
The ARC does a good job of communicating program information	7%	31%	16%	5%	17%	24%	100%
The ARC Guest Services staff was helpful	12%	39%	2%	0%	15%	32%	100%
The ARC Guest Services staff was timely in handling requests	11%	29%	4%	1%	18%	38%	100%
The ARC Guest Services staff greeted me with a smile	19%	30%	4%	1%	15%	32%	100%
The ARC Guest Services staff was informative and able to handle all questions	14%	31%	6%	0%	16%	33%	100%
I enjoyed my experience at the ARC	23%	33%	2%	0%	9%	33%	100%
The ARC Aquatics staff was helpful	11%	25%	3%	1%	16%	44%	100%
The ARC Aquatics staff was timely in handling requests	10%	19%	3%	1%	18%	48%	100%
The ARC Aquatics staff greeted me with a smile	11%	24%	5%	1%	16%	44%	100%
The ARC Aquatics staff was informative and able to handle all questions	10%	22%	2%	1%	17%	48%	100%
The ARC Aquatics staff was polite and friendly during my visit	12%	28%	3%	1%	14%	42%	100%
The aquatic area, lockers and lawn were sufficiently clean during my visit	14%	31%	4%	1%	13%	36%	100%
The pools were clear, clean and inviting to swim in	17%	30%	3%	0%	13%	37%	100%
Swimming equipment and pool toys were available for use and in good condition	13%	23%	4%	0%	14%	45%	100%
I enjoyed my experience at the ARC Aquatics area	20%	28%	2%	0%	12%	39%	100%

Question 4	
<p>At the request of patrons and a citizen's advisory committee, the City is analyzing the potential to remodel and expand the Aspen Recreation Center (ARC) if money becomes available. The potential expansion could provide up to 5,500 sq. ft. of additional space for fitness equipment (cardio and weights), and would reduce crowding and increase accessibility. The proposed expansion space would be located over the pools and could free up existing space, allowing the ARC to offer new activities such racquetball, handball, and/or half-court basketball. The estimated cost for the project is approximately \$3 million. To what extent would you support or oppose the remodeling and expansion of the Aspen Recreation Center?</p>	Percent of respondents
Strongly support	30%
Somewhat support	39%
Somewhat oppose	14%
Strongly oppose	17%
Total	100%

Question 5						
To what extent would you support or oppose each of the following potential methods to pay for the improvements to the ARC?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Use existing city revenue	29%	28%	12%	22%	10%	100%
Pass bonds, to be repaid by current funding sources	18%	32%	14%	25%	12%	100%
Pass bonds, to be repaid by a dedicated tax increase	9%	13%	23%	43%	12%	100%

Question 6				
How much, if at all, is each of the following barriers to your use of the ARC?	Major barrier	Minor barrier	Not a barrier	Total
Cost/fees	21%	35%	44%	100%
Lack of childcare	5%	8%	87%	100%
Lack of programs/activities that interest me	11%	32%	57%	100%
Times programs/activities are offered	9%	32%	59%	100%
Hours of operation	4%	22%	74%	100%
Transportation	7%	14%	79%	100%

Question 7							
If the City was to expand the ARC, how frequently, if at all, would you use each of the following if they were available?							Total
	Daily	4-5 times per week	2-3 times per week	Once per week	1-3 times per month	Never	
Additional cardio equipment	3%	6%	18%	10%	17%	45%	100%
Additional weight equipment	3%	7%	19%	8%	18%	46%	100%
Racquetball	2%	2%	2%	7%	17%	69%	100%
Handball	1%	0%	2%	2%	11%	84%	100%
Half-court basketball	1%	1%	4%	4%	15%	76%	100%
Child care	0%	2%	2%	2%	5%	89%	100%

Question 8							
Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Red Brick Recreation Center?							Total
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	
The service provided by the Red Brick Recreation Center staff was accurate	14%	26%	1%	0%	19%	39%	100%
The service provided by the Red Brick Recreation Center staff was accessible	13%	26%	2%	1%	18%	40%	100%
The Red Brick Recreation Center staff was helpful	16%	24%	2%	1%	18%	39%	100%
The Red Brick Recreation Center staff was knowledgeable	16%	23%	2%	1%	18%	39%	100%
The communication program information and schedules were very good	11%	22%	7%	2%	18%	41%	100%
The quality of the program(s) provided by the Red Brick Recreation Center were very good	11%	24%	4%	0%	18%	42%	100%
The condition of the gym at the Red Brick Recreation Center was very good	8%	20%	8%	1%	20%	42%	100%
The scheduling of events conducted by staff at the Red Brick Recreation Center was very good	9%	21%	4%	0%	21%	44%	100%
The cleanliness of the Red Brick Recreation Center gym and locker rooms was very good	6%	21%	5%	0%	23%	44%	100%
The enthusiasm of the Red Brick Recreation Center staff and coaches was very good	12%	23%	2%	0%	21%	41%	100%

Question 9							
Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the neighborhood and pocket parks as well as about the City's athletic fields (Iselin, Rotary, Wagner, Rio Grande, Moore and Middle School)?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	Total
The condition of the parks allowed me to have a safe and enjoyable experience	44%	42%	2%	1%	4%	7%	100%
The parks were free of litter	36%	49%	5%	1%	4%	6%	100%
There were very little dog feces in the parks	23%	45%	13%	8%	6%	6%	100%
The condition of the athletic fields allowed me to have a safe and enjoyable experience	33%	35%	3%	1%	7%	20%	100%
The athletic fields were free of litter	30%	41%	3%	2%	8%	16%	100%
There were very little dog feces in the athletic fields	21%	40%	6%	6%	10%	17%	100%

Question 10						
How much of a concern, if at all, is each of the following issues?	Major problem	Moderate problem	Somewhat a problem	Not a problem at all	Don't know	Total
Failure to pick up after a dog	34%	25%	26%	12%	3%	100%
Failure to have a dog on a leash on trails	28%	20%	13%	38%	2%	100%
Failure to have a dog on a leash in parks	19%	16%	20%	42%	3%	100%
Failure to have a dog on a leash in town	20%	20%	17%	40%	3%	100%
The current level of enforcement of dog related issues	17%	20%	16%	37%	9%	100%

Question 11							
Based on your experiences during the last 12 months, to what extent do you agree or disagree with the following statements about the City pedestrian/bike trails and the City Nordic Trail System?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	Total
The pedestrian/bike trail surfaces were free of debris/litter	33%	57%	4%	0%	2%	4%	100%
The pedestrian/bike trail surfaces were smooth enough for biking	35%	52%	3%	0%	3%	7%	100%
The pedestrian/bike trail design allowed for safe usage	35%	55%	4%	0%	2%	4%	100%
The Nordic Trail System trail maintenance was very good	30%	31%	1%	1%	12%	25%	100%
The Nordic Trail System trail design was very good	30%	31%	1%	0%	12%	26%	100%
The Nordic Trail System trail signage was very good	26%	32%	2%	0%	14%	26%	100%

Question 12							
With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, do you agree or disagree with the following statements concerning City streets?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Total	
City streets are in good repair	17%	73%	8%	2%	0%	100%	
The street surfaces are smooth	16%	72%	10%	2%	0%	100%	
Potholes are repaired in a timely manner	14%	57%	17%	5%	6%	100%	

Question 13							
With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, snow on City streets is removed according to the following priorities: first – emergency routes; second – the Commercial Core; third – residential areas. Given these priorities, do you agree or disagree with the following statements concerning snow removal?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Total	
Last winter's snow removal in the Commercial Core was timely	28%	59%	5%	2%	6%	100%	
Last winter's snow removal in the Commercial Core was thorough	24%	61%	7%	2%	5%	100%	
Last winter's snow removal in my residential area was timely	23%	55%	16%	3%	4%	100%	
Last winter's snow removal in my residential area was thorough	22%	52%	19%	3%	4%	100%	

Question 14a, 14b and 14c				
	Yes	No	Don't know	Total
One of the Environmental Health Department's goals is to educate the public about the effects of particulate air pollution, also known as PM10. Are you aware that PM10 is a type of air pollution that high levels could affect your health?	62%	28%	10%	100%
Do you believe high levels of PM10 can adversely affect your health?*	88%	8%	4%	100%
Can you name at least one action that can be taken in order to reduce PM10?***	73%	13%	14%	100%

*Asked only of those who were aware that PM10 is a type of air pollution that could affect their health.

**Asked only of those who were aware that PM10 is a type of air pollution that could affect their health and that they believed affected their health.

Question 14c - Other, Specify	
Naming one action that can be taken in order to reduce PM10	Percent of respondents*
Eliminate/Change snow melter type	2%
Reduce traffic/use of other forms of transportation	34%
Less construction trucks and resultant dust	3%
Less fireplace use	5%
More active street cleaning	21%
Eliminate/reduce gravel or sand use	15%
Reduce idling/emissions	14%
Other	7%
Total	100%

*These results are from only those who said "yes" when asked if they could name at least one action that can be taken in order to reduce PM10.

Question 15						
Thinking about the Aspen community and its needs, how concerned, if at all, you are about each of the following:	Very concerned	Somewhat concerned	Somewhat unconcerned	Very unconcerned	Don't know	Total
Exposure to environmental contaminants and pollution	23%	37%	20%	18%	2%	100%
Lifestyle choices that affect health (obesity, lack of exercise, etc)	26%	23%	24%	26%	2%	100%
Adequacy of medical services for people without sufficient health insurance	31%	35%	17%	11%	6%	100%
Drug and alcohol abuse	29%	37%	20%	11%	3%	100%

Question 16					
How familiar, if at all, are you with the City's ZGreen program for each of the following:	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
Citizens	6%	22%	24%	49%	100%
Businesses	7%	22%	23%	48%	100%
Events	7%	23%	26%	45%	100%

Question 17	
Please mark all offices within the City of Aspen that you have had contact with in the past 12 months.	Percent of respondents*
City Manager	27%
Utility Billing	33%
Housing Authority	47%
Police	50%
Don't know	2%
None	20%

*Percents may total to more than 100% as respondents could choose more than one answer.

Question 18							
Based on your experiences during the past 12 months, to what extent do you agree or disagree with the following statements about the quality of services the City of Aspen offices provided?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	Total
The service provided by the City Manager's Office was accurate	7%	17%	5%	5%	15%	51%	100%
The service provided by the City Manager's staff was prompt	7%	17%	4%	5%	15%	52%	100%
The City Manager's staff was responsive	8%	17%	3%	5%	15%	52%	100%
The City Manager's staff was helpful	8%	16%	5%	4%	14%	53%	100%
The City Manager's staff was knowledgeable	7%	19%	3%	4%	15%	52%	100%
The City Manager's staff was informative	7%	20%	3%	5%	15%	52%	100%
The service provided by the Utility Billing staff was accurate	11%	28%	1%	2%	11%	48%	100%
The service provided by the Utility Billing staff was timely	11%	26%	1%	2%	11%	48%	100%
The Utility Billing staff was courteous in dealing with my situation or request	12%	23%	2%	1%	11%	52%	100%
The Utility Billing staff was knowledgeable in dealing with my situation or request	12%	20%	3%	1%	11%	52%	100%
The service provided by the Housing Authority Office staff was accurate	11%	30%	7%	5%	9%	38%	100%
The service provided by the Housing Authority Office staff was timely	13%	29%	7%	5%	9%	37%	100%
The Housing Authority Office staff was helpful	17%	25%	8%	5%	8%	36%	100%
The Housing Authority Office staff was knowledgeable	16%	27%	8%	3%	9%	37%	100%
The services provided by the Police staff were accurate	22%	29%	4%	2%	9%	34%	100%
The services provided by the Police Staff were prompt	24%	29%	4%	1%	8%	33%	100%
The Police staff was courteous	26%	32%	3%	3%	7%	29%	100%
The Police staff was helpful	26%	31%	4%	3%	8%	29%	100%
The Police staff was knowledgeable	25%	29%	4%	3%	9%	30%	100%
The Police staff was informative	25%	31%	2%	3%	9%	30%	100%

Question 19	
Regarding growth in Aspen, please indicate which policy you would endorse (Please mark only one):	Percent of respondents
Zero growth	14%
Less growth	32%
About the same rate of growth	3%
More growth with some control	19%
More growth with no control	30%
Other	3%
Total	100%

Question 20a						
To what extent do you agree or disagree with the following statements about feeling safe in Aspen?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Total
I feel safe in my neighborhood after dark	55%	41%	3%	0%	1%	100%
I feel safe in my neighborhood during the day	74%	25%	1%	0%	0%	100%
I feel safe in the Commercial Core after dark	55%	42%	3%	0%	1%	100%
I feel safe in the Commercial Core during the day	75%	24%	0%	0%	0%	100%
I feel safe in Aspen as a whole	64%	36%	1%	0%	0%	100%
I feel safe crossing Main Street	28%	37%	25%	10%	0%	100%

Question 20b	
What suggestions do you have for improving safety in these areas of Aspen?	Percent of respondents
Better/more traffic control	12%
Better/more lighting	5%
Crosswalk enhancements/enforce crosswalk laws	17%
More police patrols/involvement/law enforcement	5%
Nothing needed/doing good job	3%
No response	54%
Other	4%
Total	100%

Question 21	
How have you received information about the Wheeler programs? (Please check all that apply.)	Percent of respondents*
Have not received information	17%
Radio	24%
Flyers	19%
Blast Email	16%
Internet	21%
Television	6%
Newspapers	70%
Brochures	13%
Friends/word of mouth	2%
Other	2%

*Percents may total to more than 100% as respondents could choose more than one answer.

Question 22							
Based on your experience in the last 12 months, to what extent do you agree or disagree with the following statements about the Wheeler Opera House?	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable	Total
	The Wheeler does a very good job of communicating program information through printed materials, their Web site (www.wheeleroperahouse.com) and other media	23%	47%	11%	2%	10%	6%
The service at the box office was very good	33%	47%	3%	0%	7%	10%	100%
The usher service was very good	32%	44%	3%	0%	9%	11%	100%
The service at the concessions was very good	26%	43%	4%	1%	9%	17%	100%
The condition of the theater was very good	36%	48%	1%	0%	6%	9%	100%

Question 23						
In general, how satisfied or dissatisfied are you with the overall performance and responsiveness of the following services of the City of Aspen government?	Very satisfied	Somewhat satisfied	Somewhat not satisfied	Not at all satisfied	Don't know	Total
City Clerk Office	29%	24%	3%	3%	42%	100%
City Manager Office	14%	18%	3%	9%	57%	100%
Community Development	12%	22%	8%	6%	53%	100%
Electric	16%	26%	3%	1%	54%	100%
Engineering	9%	21%	7%	6%	57%	100%
Environmental Health	18%	21%	7%	3%	50%	100%
Golf	13%	20%	3%	3%	61%	100%
GIS (Geographic Information System)	10%	15%	2%	2%	71%	100%
Housing	19%	25%	9%	8%	38%	100%
Ice Garden	16%	17%	1%	1%	64%	100%
Kids First	10%	12%	3%	0%	75%	100%
Parks	47%	36%	2%	2%	13%	100%
Police Department	40%	32%	6%	2%	20%	100%
Recreation	38%	39%	2%	1%	21%	100%
Streets	29%	46%	5%	5%	14%	100%
Transportation & Parking	19%	33%	19%	18%	10%	100%
Water	28%	34%	4%	1%	33%	100%
Wheeler Opera House	38%	37%	3%	2%	21%	100%
Finance Window (RETT and sales tax payments, other payments to the city)	22%	21%	3%	3%	51%	100%

Question 24						
Please rate the following categories of Aspen government performance:	Excellent	Good	Fair	Poor	Don't know	Total
The job the City does of informing residents	17%	45%	27%	7%	3%	100%
The quality of the information the City provides to residents	14%	45%	29%	8%	4%	100%
The job the City does of listening to residents	8%	33%	28%	24%	7%	100%
The value of City services for the taxes you pay	19%	33%	30%	13%	5%	100%

Question 25				
Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Aspen.	Major source	Minor source	Not a source	Total
City meetings and open houses	19%	45%	35%	100%
City webcasts	10%	36%	54%	100%
Email (electronic newsletters, email updates)	23%	35%	42%	100%
Social network sites (Twitter, Facebook)	7%	23%	70%	100%
Radio ads	18%	44%	39%	100%
Radio news broadcasts	24%	39%	37%	100%
Community government television (CGTV, Channel 11)	23%	39%	37%	100%
Other local television broadcasts	14%	35%	51%	100%
Newspaper ads	57%	36%	7%	100%
Local newspaper articles	74%	24%	3%	100%
Mailed materials (brochures, flyers, newsletters, updates)	33%	47%	20%	100%

Question 26a	
Have you used the City's Web site in the last 12 months?	Percent of respondents
Yes	53%
No	47%
Total	100%

Question 26b							
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.*	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Current information	21%	55%	16%	4%	0%	4%	100%
Appearance	23%	51%	19%	5%	0%	1%	100%
Online services offered	16%	53%	21%	2%	0%	8%	100%
Ease of navigation	13%	41%	26%	15%	3%	1%	100%
Search function	12%	36%	24%	16%	4%	8%	100%

*Asked only of those who had used the City's Web site in the last 12 months.

Question 26c	
What features would you like to see added to the Web site?	Percent of respondents*
More/updated information	36%
More options	20%
Better search	8%
User friendly	26%
Other	10%
Total	100%

*Asked only of those who had used the City's Web site in the last 12 months; 33 respondents chose to write in a response to this question.

Question 27	
Overall, how would you rate your satisfaction or dissatisfaction with services provided by the City of Aspen?	Percent of respondents
Satisfied	47%
Somewhat satisfied	41%
Somewhat not satisfied	8%
Not at all satisfied	3%
Don't know	2%
Total	100%

Question 28	
Please provide any other feedback you may have on any City of Aspen services	Percent of respondents*
Concerns about parking/public transportation	14%
Concerns about City departments/government	30%
Concerns about housing	8%
Money/expenses	3%
Streets/sidewalks/snow removal	9%
Enforcing laws	4%
Government services/employees are doing a good job	16%
Concerns about parks and recreation	5%
Other	11%
Total	100%

*Out of the 100 respondents who chose to write in a response to this question.

APPENDIX III: VERBATIM RESPONSES

All write-in responses are presented below verbatim. The responses to open-ended survey questions were coded thematically. Any coded responses are displayed by category.

Question 2: How have you received information about the Aspen Recreation Center (ARC) in 2010? (Please check all that apply.) (“Other” response)

- Too busy, rarely look at local news
- Letter in mail
- Mail.

Question 14c: Can you name at least one action that can be taken in order to reduce PM10? (“Yes, please specify” response)

Eliminate/Change snow melter type

- No more mag chloride on 82 or Main St.
- Reduce mag chloride use.

Reduce traffic/Use of other forms of transportation

- Reduce driving
- Find different travel that does not crush easily
- Less traffic
- Ditch the car & bike instead.
- Less driving.
- Bus, bike, walk
- Build more parking in town so for drive around looking for park.
- Limit the traffic
- Straight shot
- Stupid people, stopped free trolley system.
- Reduce traffic
- Fixing Main St. traffic
- Ride a bike!
- Reduce driving.
- Reduce traffic clean up land.
- Straight shot access.
- Ride your bike not your car.
- Veloc RFTA system
- Less cars! Less trucks!
- Less driving fires
- Reduce traffic at hide hong
- Use car less
- Straighten S-wave at edge of town
- No cars
- Reduce driving, dust
- Don't drive.
- Reduce Traffic.
- Ride a bike, get at of green car
- Reduce auto & track traffic
- Buy all Hybrid Buses
- Use buses & bikes.
- Drive less allow dogs on city Buses.
- Reduce Traffic
- Less traffic & a lot less
- Less automotive
- Straight shot, so vehicles are not idling on Main St.

- Fix Hwy #82 bottleneck
- Use bus and bikes

Less construction trucks and resultant dust

- Rep. contractors to keep streets free of dirt @ const. sites.
- Dust control in construction areas.
- Particulate less construction (dust from sites = pm 10 less car)
- Dust control

Less fireplace use

- Reduce wood fires.
- No fire place
- Fire place use diesel fuel/bus.
- Wood burning fire place.
- Fever wood burning fire places.
- Limit wood burning fires.

More active street cleaning

- Sweeping/washing.
- Sweep Streets
- Street sweeping
- Sweeping
- Sweep streets
- Wash streets more.
- Street sweeping & diesel truck regulation
- Street cleaning w/H2O truck.
- Keep the streets clean.
- More street sweeping.
- Wash streets
- Street sweeping/washing.
- Sweep streets often.
- Wash streets
- Street sweeping.
- Street sweeping / working.
- Street cleaning
- Wash Streets
- Frequent Street cleaning.
- Clean bus stops.

Eliminate/Reduce gravel or sand use

- Cootes sand
- LIMIT SANDING
- Less sand in water.
- No sand on snow
- No sanding
- Less sand
- Better gravel
- No sanding of streets.
- Less street sanding
- Street sanding river places
- No sand/Mc.
- Don't use sand on the streets.
- No sand.
- Reduce sanding roads & encourage electric cars.
- Limited sanding & street cleaning
- Road sanding.
- Less sanding, clean streets etc

- Don't use sand

Reduce idling/emissions

- Limit restaurant emissions
- Idling cars - reduce time!
- Leaf Blower ordinance
- Don't Warm-up auto
- Cars & Buses no idling.
- Reduce idling diesels.
- Reduce idle of car, keep car turned, use outs less.
- Solve traffic idling on Main Street exiting town.
- Enforce no idling.
- Enforcement of extreme exhaust from trucks & buses.
- Enforce ban on idling cars.
- Reduce idling cars/trucks.
- Issue fines for visible diesel exhaust.
- Car emissions, best by car usage 2. Wood - burning fine places.
- Reduce trash pickup trucks & buses.
- Car idling
- Less diesel idling - needs enforcement!

Other

- Better mechanical snow removal, better excavation controls.
- Limit the bus in to and out of Aspen.
- Not sweeping the streets.
- Has taken action pm 10 levels are contained.
- Move PM10 air monitor next to Main St. not on top of library.
- Do not only blame automobiles blame other causes.
- Its better than L.A.

Question 20b: What suggestions do you have for improving safety in these areas of Aspen?

Traffic control

- Please enforce traffic regulations on vehicles, bicycles, skate boarders & now segways, also non-motorized & motorized small vehicles, the situation is a mess.
- Since Main St. Is CDOT - how ABT state patrol.
- Have police by Buttermilk - people running stop light ticket cars when they almost run you over when you are in a crosswalk.
- Driving lessons for all!
- Require the police & sheriff as well as everyone else to keep to the posted speed limit on Main St.
- Entrance to Aspen or voted for numerous times!
- Much more enforcement of cars speeding and "floating" thru stop signs.
- Enforcement of 25 mph speed limit & monitoring traffic light, violation.
- Enforce traffic regulations for the Hybrid & Elect type vehicles.
- Slow traffic w/bumps/dips something.
- More enforcement by police on main. Slow them down.
- Watch Jerome & Carl's corners. People run red light.
- Speed & stop sign monitoring in residential areas like the west fund.
- Stop speeding on Main St.
- People driving fast on main & not stopping for pedestrians.
- Round about traffic and watch out some car uses bus lane.
- Slow vehicles rounding corner of Main St. And original, original / Hopkins crossing.
- Enforce speed limit on main St. & enforce stopping for pedestrians @ crosswalks.
- Educating public on how to use round about.
- Better enforcement of traffic.

- More traffic enforcement - Bikers should get speeding tickets in town. Give people tickets for running lights & stop signs.
- Dont let tourist drive! Ever!
- Enforce the traffic laws.
- Better traffic mgt. on main street.
- Enforce traffic regs.
- Main Street very dangerous especially when buses enter the traffic, hard to see Pedestrians - we need islands in the middle.
- Install islands on Main St. & Traffic light at 3rd Main St.
- Traffic calming bright flashing ped signs, reduced traffic, slower speeds.
- More enforcement of speed limit on Main St.
- I would like to see speed limit reduced to 15 mph except on Main St.
- Enforce speed limits.
- Enforce the merge on main going west by 'S' curve.
- Slow down incoming traffic on S curves.
- Slowing down and driving out traffic on Main St.
- Educated drivers from out of state...
- Slow traffic down/bust those who use dugs-especially at the high school.
- Traffic. Electric speed sign on Main Street to slow down traffic.
- Better enforcement of speed limits on Main St- especially commercial traffic.
- No driving or parking in the core.

Lighting

- Improve street lamp lighting and improve white street markings.
- More street lights at night.
- Better lighting in residential areas, more police patrolling for drunks.
- Yellow Blinking lights like the one at the original curve.
- More lighting.
- Better lighting or alerts crossing Main Street @ 8th St.
- Use sub surface lighting as in Banff at all Main St. Crossing.
- Better lights on Main Street.
- Street lighting at night too dim - dangerous to pedestrians.
- More lighting on Main St. So we can see pedestrians crossing @ night
- Main street needs better lighting.
- Additional light on Main Street near hickory house & pedestrian bridge @ 8th St.
- More lighting /street crossing only phase at main.
- Lighting; Visual police presence
- More lamps in residential areas (especially Burling and Ranch)
- Have better lighting for crossing 8th St. & Main St.

Crosswalk enhancements/enforce crosswalk laws

- Get the bikes off sidewalks!!
- Have the police enforce crosswalk laws / don't spend money on the crosswalks.
- Have people follow the rules of walking and driving.
- Have police cite Pedestrians for jay walking all the time.
- Enforce crosswalk laws.
- Blinking yellow lights at crosswalks / a crosswalk is needed on 7th street @ Bleaker.
- Might need a light next to St. Mary's on Main - almost hit several times walking at crosswalks at that location.
- More Pedestrian signs/bollards/bumps etc all over.
- Police don't enforce yielding to persons in cross walks!
- More parking, more walking, replace old brick pavers!
- Pedestrians should have hand signal (Raise arm) to let motorists know their intend tax.
- Enforce crosswalk rules.
- Better cross walk lighting/visibility
- So many out of Townner's don't stop at crosswalks - get the cops out!
- Enforcement of crosswalk rules, ban cell phone use by drivers, more bike patrols by ARC.
- Main Street cross walks (pinch points), more side walks.
- Pedestrians need to obey the stop signs - use caution.

- Some more visible Pedestrian crossing signs.
- Need to improve cross walks - someone is goanna get hit.
- Better lighting on Gibson / Park Circle, enforce pedestrian rights of way.
- I don't think out-of-towners understand. Pedestrian crossing in co.
- Better crossing at 8th street.
- Install Pedestrian - activated (push-button) flashing lights on # 82 at hunter and S Aspen streets.
- Better cross walks
- Need a safer method to cross Main.
- Over / underpasses for peds on Main St.
- Bulb out/elephant ear for Pedestrians at sidewalk corners to see past parked cars.
- Need a ped. Xing Bridge on Main St!
- Tell tourists to stop for pedestrians.
- Light that go on when crossing Main St. - pedestrian should not have it driving on Main St.
- Enforce Main St./ comm. For traffic/pedestrian laws.
- More visible crosswalks - enforce traffic laws.
- To pedestrians - The closed (or Hopkins e.g. For MAA) streets are not sidewalks. Best to not stroll down the center, to Pedestrians: Do not assume drivers can see you at night when you are wearing black! To Bikers -wear white, use lights at night if possible. (I am occas. a night biker & OFTEN walk at night).
- We should enforce pedestrian crossing zones.
- Crosswalk law not enforced. Stop signs disregarded.
- Better enforcement of laws concerning yielding to pedestrians and driving while on cell phone.
- Yellow Blinking lights at cross walks on Main St. (Other than at Mill/Main St.) that are already there.
- Better marked cross walks.
- People crossing anywhere!! Use crosswalk for safety!
- Take down signs on mill & Main "no turn on red when pedestrians present" they are a joke to the police refuse to enforce them, they mislead people into thinking they are safe.
- Flashers @ all crosswalks (social arc Main St. And Hopkins)
- More stop lights with crosswalks on Main of the drunks after dark and better control.
- Pedestrian crossing. More lights & sign's for tourists.
- Police presence at Main St. Crosswalks from time to time.
- Improve Main St. Crosswalks. Lower speed limits off Main to 15 mph, enforce use of stop signs.
- Islands on Main St. For safety should be pursued.
- I haven't felt safe crossing Main St. since 1972, so there may be no hope!
- Enforcement of yielding to pedestrians should be more aggressive.
- Enforce cars obeying blinking pedestrian crossing lights.
- Ticket, those people that drive in Ped / Bike way (No more warnings!).
- The Main Street crossing issue: Ticket jay walkers. If people wait for crosswalk lights, they'd be just fine.

Bears

- My concern relates to bears, I think the city is doing all they can.
- Keep an aggressive program to discourage aggressive wildlife from the city limits.

More police patrols/involvement/Law enforcement

- Have more cops around at night.
- More police patrols of town & neighborhood!
- More education about crime in Aspen women (esp. Younger) are complacent and foolish.
- Educate police to discourage pre-judgment & abuse.
- Keep the city cops under control they play a power ego bully game.
- Get rid of illegal drugs!
- It is nice to have a visible police presence.
- More police.
- Enforce drinking control on evening buses.
- Do more about underground drug problem, do something about ice on streets in winter - enforce sidewalks clear of ice.
- Enforce leash laws, quit giving these people a break!
- Keep police patrolling.
- Maybe some police on Main.
- Get rid of the police department / use sheriffs only.

- More police control and tickets for offenders.
- More police presence in more locations at night: foot, bicycle, primarily.

Cell phone use

- Kill people texting or talking on their cell phone while driving.
- Less cars for bad drivers on cell phones.
- Limit cell phone use while driving or biking.
- Ban cell phones while driving.

None/nothing

- Safety has not been an issue for me during the past 35 years!
- None, Aspen is very safe. No improvement needed (includes Main St.).
- None, keep up the good work!
- You're doing a great job!
- None - Not a huge priority.
- Continue current policies
- Don't think it's necessary.

Other

- Closer monitoring of people w/History of domestic violence/Rape issues.
- Better conviction rate by prosecutors - Remove Bears. Bears & Molesters
- Figure out a solution for scary, mentally disturbed individuals from roaming the streets and eating out of salad bars.
- Continue city buses round until 2 am all 4 seasons. I work FT day's spring & summer, I work nights in Aspen fall & winter.
- Fewer growth.
- Educate people on personnel responsibility.
- Don't know.
- Wear white after dark.
- We need "rail" transport east west N & S.
- Educate pedestrians to awaken to the fact that cars are stronger than humans.
- Aspen historical signage!

Question 21: How have you received information about the Wheeler programs? (Please check all that apply.) ("Other" response)

- Inside building
- Magazine Ad
- Banner on Main St.
- Call center survey.
- At the Wheeler
- Walk in volunteer
- Side by it on bike

Question 26c: What features would you like to see added to the Web site?

More/updated information

- Parking regulations.
- Where are development projects happening & details & status & when are meetings going to be held.
- Bidding for housing - cc # on file.
- More info about Aspen / Snow Mass events activities.
- A section to 2nd home owners telling them / (advice) to be less wasteful.
- Sale taxes info
- Comprehensive list of regulations & potential fees.
- Current public events calendar, school sports calendar.
- Snow removal information - conditions.

More options

- You use to be able to send email to city council members, not feature is gone.
- Easier access to utility payments.
- More E Commerce
- Fillable forms that don't have to be printed.
- More on-line building permits.
- Free online bill pay, download everything.
- Stumble upon button! Webcams @ ARC pool

Better search

- Better search.
- Better search
- Better search updates schedules more often for ice.

User friendly

- Only 3 clicks to get to desired destination should be target.
- Functionality was better on old website.
- Better navigation of rec./park usage function.
- It just to busy, your eye is all over the page. I say simplicity is best.
- How to us it at all.
- It is very difficult to navigate unless you know exactly where you're going.
- Very awkward site.
- Too complicated! Need to simplify.
- Just more intuitive - laid to drill down to answer.
- Was confused when there was still the old & new site up.

Other

- None
- The city needs to push info to the right people. We do not check the website very often.
- Less bike parking in core; more "Short term" parking meters.
- Clearly Separate County from city.

Question 28: Please provide any other feedback you may have on any City of Aspen services.

Concerns about parking/public transportation

- Parking & Trans are inconsistent, unreliable, unhelpful and rude.
- Parking is an issue - sometimes can't do my demands on them no affordable parking.
- More friendliness in parking department.
- We need some more under ground parking - e.g. under & next to proposed art museum on E.H/man & multi-purpose bldg.
- Cut back on parking enforcement especially off season.
- City bus service should not cut early morning service.
- Cheaper parking for locals of Aspen - some kind of pass one buys locally. City parks - letting local sports groups i.e. Soccer use then more for practice too many cancellations last spring for a little rain shows, please.
- Bus stop at Aspen high needs to be installed to match other. High ridership bus stops to meet RFTA standards.
- Fix the entrance, make parking free, especially at Ski Mts!
- Better parking options for full-time residents!
- Please bring back the parking meters that you can hang on your rear-view mirror.
- Dogs allowed on busses - free off season parking!!

Concerns about City Departments/Government

- Taxing efforts are fiscally foolish; contract govt.
- Terrible XXXX
- Council makes decisions based and the loudest voices in the room- provide more info to more people & get more feedback!

- Cut back on staff - government over bloated.
- Recycling commitment and access ARC poor to embarrassing.
- I do not think the whole city is served just wishes of few of XXXX friends. Gov is too socialist.
- I think APCHA staff are incredibly rude - I think some members of the housing board are out of touch.
- City government does not pay attention to citizens who own free market property.
- They don't advertise enough food rebates or clean up city.
- Too many employees, too much melding, salaries too high, budget too high takes too high & salaries too high.
- Some what defensive when seeking information.
- Building dept is corrupt and very unprofessional.
- No proactive communication of input. Very shut in and unfriendly.
- We are the only REC Department in the valley that does not have a basketball court!
- XXXX is arrogant. XXXX not capable.
- Consistent city trash (under city umbrella) to include all recyclables.
- This is stupid. You should be asking about how tax money is spent but clearly efficiency is not a matter of concern because most tax payers can't vote (non residents) and a high % of voters don't pay meaning full taxes (i.e. subsidized housing).
- Better ventilation @ MTGS; deal w/recycle CTR-cameras & pave recycle CTR, enforcement! people are disgusting in their disregard of rules.
- Lack of pick-up of yard waste at least once a month.
- Too many expensive services. Too high taxes. (Reduce taxes & services?) We need police & we need streets maintained period. Quit subsidizing tourism (that's the job of businesses) and quit subsidizing people who can't afford to live here. Taxes are too high for those who live here in free market at homes.
- Anti growth (Improvement) Bias is leaving us with antiquated, inefficient structures. Give second homeowners voting rights!
- Nasty stuff going about Art Museum & Zoning & S-Curves - nothing to be Trusted.
- Less services and stop wasting money. We live in a beautiful place why do you have provided all extra entertainment.
- Govt. Need to scale back & lower costs.
- Too bad XXXX XXXX cannot "control" his XXXX shenanigans the AAM Machination is a complete travesty!!
- Waste management (recycling-what can be or not).
- Too many old timers like XXXX & XXXX that need to go over paid & no longer valuable.
- City employs too many people for these economic times. Cut staff, cut services.
- City manager / city did not take responsibility for Burlingame but pleased with everything else, need to save money! Closed door sessions/do not take input. Where are the millions?
- City engages in endless study.
- To many services and regulations
- HPC should be dissolved; environmental "window dressing" purposes should be dissolved.
- Most citizens won't attend meetings or speak up because they are afraid of retaliation, City is defensive & heavy handed.
- Planning and zoning was 2 horrible experience this past year tried to work collaboratively and they were unresponsive & rude!!

Concerns about housing

- Housing authority is dishonest when you want the truth. Staff is unprofessional.
- Provide subsidies for employee housing.
- Friendlier housing office please.
- City of Aspen could have more senior housing and a care facility so that seniors don't have to leave Aspen if they can't help themselves.
- Housing need to manage all housing projects castle ridge is a disaster and is run by slum lords from mo. Keep it local!
- I live in centennial & they have to totally put us on our own when our home insurance will not pay / cover us because of billing defects & they say they will not help us.

Money/expenses

- Too much \$ wasted.
- Less spending on Consultants.
- No on any money for New Hospital or School - Aspen Hospital is trying to complete w/ Glenwood. come on!
- Our city should shine! As its residents have all had to "lighten our belts" & work harder for less, the city should too.

Streets/sidewalks/snow removal

- Snow plowed should not be piled in front of business or over Meyer place.
- Traffic on Main St. is still very bad, stop the bus, law is not helping.
- I worry about pedestrians on the mall & side walks re: bicycle riders ignoring the very small insignificant signs.
- Top priority of city should be resolving Hwy # 82 bottleneck & back up.
- Please hurry with side by side bike, Buses keep paid parking.
- Nix the street sweeper, noisy, unnecessary, waste of energy.
- Snow removal could / should be better.
- Regularly plow snow on Gilbert St. It is hardly ever plowed.
- We have to slow traffic on Main Street.
- Traffic engineer needs to ok stop sign @ 5th & Gillespie to cut down on speeding cars going from 3rd to 6th street.

Enforcing laws

- After a very traumatic burglary at my apt. Police assumed I was the criminal. No other possibility was ever considered. This made a bad situation much worse.
- No enforcement of stop signs in west end.
- I would like an avenue to anonymously report code violations.
- Enforce the "Hold short" stripe at stop lights.

Government services/employees are doing a good job

- Parks, Trails, open space are excellent- Support expanding these areas.
- Very happy to live here. Need better attitude towards second home owners & on continuous issues.
- No problem Joe Trail was a waste of \$
- Health & Human services are great. Police are great, city council in fair.
- Doing very good job.
- Aspen is the best place I've ever lived, only been here 7 months but am very impressed.
- Free bus rides great.
- Always good service at the Plaza building. Parking attendants are great these days, parking on street too stricken & to expensive, city cops for the most part good but they have serviced up lately rape case, hope they get their act together. I think we need a bomb squad available and back up for the big days we have high profile people like Colin Powell etc, etc don't forget we had several bomb threats and News Eve!
- Delivery of city services is good to excellent-problem is with city council.
- Best small town city Hall (and county) anywhere - spot on!
- Not sure of all services city of Aspen provides but find the city of Aspen is fairly concerned about its citizens
- The shuttle bus is a wonderful service.
- Great mayor, attorney clear & CC

Concerns about parks and recreation

- More weight equipment at ARC!
- Parks dept: glory hole park pond needs to be dredged too much silt streets winter: intersections w/ inclines too slippery too long before sanding.
- Obtrusive music in the pool area of the ARC Safety is an issue. Strong enforcement of the leash law. Help clean up mold at Centennial.
- Kids baseball should let everyone play.
- Unleashed dogs in parks is an accident waiting to happen. Why you hire Nazis in the parking department is absurd. It is also B.S. That Wagner Park is close all spring so it can be prepared to be trashed by food & wine-absolute bills hit.

Other

- The city needs to deal w/ medical marijuana issue. The city attorney declared it as a non-issue and that's not true. Young kids and adults frequent these facilities. It's a joke.
- Don't propose stupid days like Lance Armstrong day.
- Stop being a resort and start being a community again, quite pandering to the rich.
- I have very big concerns about the proposed hydro electric facility sneaking in!
- Good job neutralizing XXXX.
- Don't forget about the common man.
- Send XXXX to Vail.
- We need a strong architectural review (No square or tall Buildings).

- No more "random" surveys. I have gotten 3x in 3 years.
- Who ever approved the architecture for the new ultra modern buildings downtown should be punished for destroying the Charleston & beauty of our town.
- Not enough room to write a Response.
- Very troubled about entire art museum relocation plan with in appropriate size & site.

Question 30: Which best describes your housing status? ("Other, please specify" response)

- Reside w/family
- Purchased
- Rent
- 2nd are very grateful.
- Rent
- Built our own!

APPENDIX IV: SURVEY METHODOLOGY

INSTRUMENT DEVELOPMENT

General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the city and their assessment of City service delivery. The Aspen Citizen Survey was first administered in 2006 by telephone. In 2007, the telephone survey was converted to a mail survey format, and the mail format has been used for the subsequent surveys.

The 2010 Citizen Survey for Aspen was mostly similar to the 2009 survey, with a few additional questions and a few questions removed. In an iterative process between City staff and NRC staff, a final six-page questionnaire was created for 2010, which was judged suitable for providing comparison data to previous years as well as addressing questions of more recent interest.

SAMPLE SELECTION

The sampling frame that was used for the City of Aspen sample was registered voters. The decision was made to use a registered voter list to focus on gathering input from primary homeowners living in Aspen. A registered voter list was obtained in August 2010 from the Pitkin County Clerk and Recorder, which contained about 5,800 names. The registered voter list used for the mailing was provided by the Pitkin County Clerk. As in 2009, the survey was mailed to both active and inactive registered voters in an effort to include the largest potential survey respondent pool. NRC randomly selected 1,200 registered voters from this list to participate in the survey – 100 inactive voters and 1,100 active voters. The County Clerk's Office constituted a voter as "inactive" if they had not voted in the past two general elections.

Individuals received three mailings from late August through early September 2010. The first was a postcard notifying them that they had been selected to participate in the City of Aspen Citizen Survey. The postcard was signed by the Mayor. A week later a survey was mailed with a cover letter signed by the Mayor. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again.

SURVEY ADMINISTRATION AND RESPONSE RATE

Of the 1,200 households to which surveys were mailed in the first wave of the survey, 149 were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed, approximately 12% of mailings. Of the remaining 1,051 delivered surveys, 310 individuals completed the survey, providing a response rate of 29%, which was slightly lower than the 2009 response rate and similar to the response rate in 2008.

Confidence Intervals

The 95% confidence interval (or "margin of error") quantifies the "sampling error" or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus six percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and

some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus six percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error rises to as much as plus or minus 14% for a sample size of 50 to plus or minus 7% for 200 completed surveys.

SURVEY PROCESSING (DATA ENTRY)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

COMPARING SURVEY RESULTS AND WEIGHTING THE DATA

The demographic characteristics of the sample were compared to the registered voters list for the City of Aspen and were statistically adjusted to reflect the larger population when necessary. Sample results were weighted using the registered voter norms to reflect the appropriate percent of residents by age and gender in the Aspen registered voter population. The results of the weighting scheme are presented in the table below.

2010 Aspen Citizen Survey Weighting Table					
Characteristic	Population Norm ¹	Registered Voter List Norm ²	Unweighted Data	Weighted Data	
Sex and Age					
Female	46%	47%	52%	48%	
Male	54%	53%	48%	52%	
18-34 years of age	39%	24%	11%	23%	
35-54 years of age	41%	44%	40%	45%	
55+ years of age	20%	32%	49%	33%	
Females 18-34	16%	11%	7%	10%	
Females 35-54	21%	20%	21%	20%	
Females 55+	10%	16%	24%	17%	
Males 18-34	23%	13%	5%	12%	
Males 35-54	21%	24%	19%	25%	
Males 55+	10%	16%	25%	16%	

¹ Source: 2000 Census

² Source: Pitkin County Registered Voter List, purchased August 3, 2010.

DATA ANALYSIS

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix II: Complete Set of Survey Responses*.

APPENDIX V: SURVEY MATERIALS

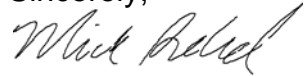
The following pages contain the survey materials that were mailed to randomly selected registered voters in the City of Aspen.

Dear Aspen Resident,

Your household has been selected at random to participate in an anonymous survey about your experiences in the past year with the services the City of Aspen provides.

You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us find out “how we did”!

Sincerely,



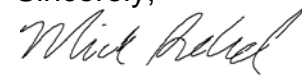
Michael C. Ireland
Mayor, City of Aspen

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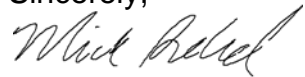
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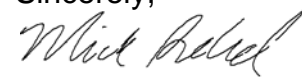
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Sincerely,



Michael C. Ireland
Mayor, City of Aspen



City of Aspen
130 S. Galena
Aspen, CO 81611

THE CITY OF ASPEN

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



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Aspen, CO 81611

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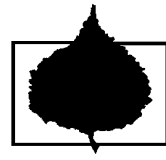
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THE CITY OF ASPEN

Presorted
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Permit NO. 94



THE CITY OF ASPEN
OFFICE OF THE MAYOR

September, 2010

Dear Fellow Aspen Resident:

“How are we doing?” It is what every organization that cares about meeting the needs and expectation of its customers asks. The City of Aspen is no different. We try to focus our efforts on understanding who our customers and stakeholders are, what they expect of us, and whether or not we meet those expectations. This survey is one way we have of finding out “how we did.”

For nearly a decade, the City of Aspen has asked its residents annually for feedback on how we have done in delivering services to the community. This year, National Research Center, Inc. of Boulder, Colorado is conducting a mail survey on our behalf. Your household is one of 1,200 homes, chosen at random, to receive the enclosed survey. With your help, we will identify those aspects of the City of Aspen that are doing well and those that need improvement. We would like to know about you, your interests, and the kinds of activities enjoyed by your family.

Over the years, some of the ways we have responded to the survey feedback include:

- ✓ developing a variety of ways to engage citizens in policy discussions and choices, including focus groups and community-wide keypad sessions
- ✓ revamping the City-County Website, launching social media initiatives like Facebook and Twitter, and offering various email newsletters to interested citizens, workers and resort guests
- ✓ increasing communication about snow removal efforts outside of the downtown core
- ✓ ramping up enforcement of “failure to pick up after dogs” on our trails and park spaces
- ✓ initiating a construction management program to lessen the effects of construction on the community
- ✓ formulating proposals to improve the pedestrian experience along the Main Street corridor

When you return your survey, which we hope you will do at your earliest convenience, National Research Center, Inc. will compile the data and present it to us. The anonymity of every respondent is guaranteed. The information gathered will not be used for any purpose other than to help the City of Aspen improve the quality of life in our community.

Won't you please take a few moments, right now, to complete the survey? Thank you!

Sincerely,

Michael C. Ireland
Mayor, City of Aspen



THE CITY OF ASPEN
OFFICE OF THE MAYOR

September, 2010

Dear Fellow Aspen Resident:

About a week ago we sent you the enclosed survey, which asks for your opinion about certain services available in the City of Aspen. If you already completed the survey and returned it, we thank you and ask you to disregard this letter. **Do not complete the survey a second time.**

If you haven't had a chance to get to the survey, please do complete it now. We are very interested in obtaining your input.

For nearly a decade, the City of Aspen has annually asked its residents for feedback on how we have done in delivering services to the community. Your household is one of 1,200 homes, chosen at random, to receive the enclosed survey. With your help, we will identify those things we are doing well and those that need improvement. We would like to know about you, your interests, and the kinds of activities enjoyed by your family.

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Won't you please take a few moments, right now, to complete the survey? Thank you!

Sincerely,

Michael C. Ireland
Mayor, City of Aspen

2010 City of Aspen Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only.

1. How do you rate the overall quality of life in Aspen? Excellent Good Fair Poor
 1 2 3 4

2. How have you received information about the Aspen Recreation Center (ARC) in 2010? (Please check all that apply.)

- Have not received any
- Newspapers
- Radio
- Television
- Internet
- Brochures
- Flyers
- School newspapers
- Other (specify) _____

3. Based on your experiences in the last 12 months, to what extent do you agree or disagree with the following statements about the ARC staff and facilities?

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable
The ARC does a good job of communicating program information.....	1	2	3	4	5	6
The ARC Guest Services staff was helpful.....	1	2	3	4	5	6
The ARC Guest Services staff was timely in handling requests.....	1	2	3	4	5	6
The ARC Guest Services staff greeted me with a smile	1	2	3	4	5	6
The ARC Guest Services staff was informative and able to handle all questions.....	1	2	3	4	5	6
I enjoyed my experience at the ARC	1	2	3	4	5	6
The ARC Aquatics staff was helpful	1	2	3	4	5	6
The ARC Aquatics staff was timely in handling requests.....	1	2	3	4	5	6
The ARC Aquatics staff greeted me with a smile.....	1	2	3	4	5	6
The ARC Aquatics staff was informative and able to handle all questions	1	2	3	4	5	6
The ARC Aquatics staff was polite and friendly during my visit.....	1	2	3	4	5	6
The aquatic area, lockers and lawn were sufficiently clean during my visit	1	2	3	4	5	6
The pools were clear, clean and inviting to swim in.....	1	2	3	4	5	6
Swimming equipment and pool toys were available for use and in good condition	1	2	3	4	5	6
I enjoyed my experience at the ARC Aquatics area.	1	2	3	4	5	6

4. At the request of patrons and a citizen's advisory committee, the City is analyzing the potential to remodel and expand the Aspen Recreation Center (ARC) if money becomes available. The potential expansion could provide up to 5,500 sq. ft. of additional space for fitness equipment (cardio and weights), and would reduce crowding and increase accessibility. The proposed expansion space would be located over the pools and could free up existing space, allowing the ARC to offer new activities such racquetball, handball, and/or half-court basketball. The estimated cost for the project is approximately \$3 million. To what extent would you support or oppose the remodeling and expansion of the Aspen Recreation Center?

- Strongly support Somewhat support Somewhat oppose Strongly oppose

5. To what extent would you support or oppose each of the following potential methods to pay for the improvements to the ARC?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Use existing city revenue	1	2	3	4	5
Pass bonds, to be repaid by current funding sources.....	1	2	3	4	5
Pass bonds, to be repaid by a dedicated tax increase	1	2	3	4	5

6. How much, if at all, is each of the following barriers to your use of the ARC?

	<u>Major barrier</u>	<u>Minor barrier</u>	<u>Not a barrier</u>
Cost/fees	1	2	3
Lack of childcare	1	2	3
Lack of programs/activities that interest me	1	2	3
Times programs/activities are offered	1	2	3
Hours of operation.....	1	2	3
Transportation	1	2	3

7. If the City was to expand the ARC, how frequently, if at all, would you use each of the following if they were available?

	<u>Daily</u>	<u>4-5 times per week</u>	<u>2-3 times per week</u>	<u>Once per week</u>	<u>1-3 times per month</u>	<u>Never</u>
Additional cardio equipment.....	1	2	3	4	5	6
Additional weight equipment	1	2	3	4	5	6
Racquetball.....	1	2	3	4	5	6
Handball.....	1	2	3	4	5	6
Half-court basketball.....	1	2	3	4	5	6
Child care	1	2	3	4	5	6

8. Based on your experiences in the last 12 months, to what extent do you agree or disagree with the following statements about the Red Brick Recreation Center?

	<u>Strongly agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>	<u>Not applicable</u>
The service provided by the Red Brick Recreation Center staff was accurate	1	2	3	4	5	6
The service provided by the Red Brick Recreation Center staff was accessible.....	1	2	3	4	5	6
The Red Brick Recreation Center staff was helpful.....	1	2	3	4	5	6
The Red Brick Recreation Center staff was knowledgeable	1	2	3	4	5	6
The communication program information and schedules were very good	1	2	3	4	5	6
The quality of the program(s) provided by the Red Brick Recreation Center were very good	1	2	3	4	5	6
The condition of the gym at the Red Brick Recreation Center was very good.....	1	2	3	4	5	6
The scheduling of events conducted by staff at the Red Brick Recreation Center was very good.....	1	2	3	4	5	6
The cleanliness of the Red Brick Recreation Center gym and locker rooms was very good	1	2	3	4	5	6
The enthusiasm of the Red Brick Recreation Center staff and coaches was very good.....	1	2	3	4	5	6

9. Based on your experiences in the last 12 months, to what extent do you agree or disagree with the following statements about the neighborhood and pocket parks as well as about the City's athletic fields (Iselin, Rotary, Wagner, Rio Grande, Moore and Middle School)?

	<u>Strongly agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>	<u>Not applicable</u>
The condition of the parks allowed me to have a safe and enjoyable experience	1	2	3	4	5	6
The parks were free of litter	1	2	3	4	5	6
There were very little dog feces in the parks	1	2	3	4	5	6
The condition of the athletic fields allowed me to have a safe and enjoyable experience	1	2	3	4	5	6
The athletic fields were free of litter.....	1	2	3	4	5	6
There were very little dog feces in the athletic fields.....	1	2	3	4	5	6

10. How much of a concern, if at all, is each of the following issues?

	Major <u>problem</u>	Moderate <u>problem</u>	Somewhat <u>a problem</u>	Not a <u>problem at all</u>	Don't <u>know</u>
Failure to pick up after a dog	1	2	3	4	5
Failure to have a dog on a leash on trails	1	2	3	4	5
Failure to have a dog on a leash in parks	1	2	3	4	5
Failure to have a dog on a leash in town	1	2	3	4	5
The current level of enforcement of dog related issues	1	2	3	4	5

11. Based on your experiences during the last 12 months, to what extent do you agree or disagree with the following statements about the City pedestrian/bike trails and the City Nordic Trail System?

	Strongly <u>agree</u>	<u>Agree</u>	<u>Disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>	Not <u>applicable</u>
The pedestrian/bike trail surfaces were free of debris/litter	1	2	3	4	5	6
The pedestrian/bike trail surfaces were smooth enough for biking.....	1	2	3	4	5	6
The pedestrian/bike trail design allowed for safe usage	1	2	3	4	5	6
The Nordic Trail System trail maintenance was very good.....	1	2	3	4	5	6
The Nordic Trail System trail design was very good	1	2	3	4	5	6
The Nordic Trail System trail signage was very good.....	1	2	3	4	5	6

12. With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, do you agree or disagree with the following statements concerning City streets?

	Strongly <u>agree</u>	<u>Agree</u>	<u>Disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
City streets are in good repair.....	1	2	3	4	5
The street surfaces are smooth.....	1	2	3	4	5
Potholes are repaired in a timely manner.....	1	2	3	4	5

13. With the exception of Main Street and Highway 82, which are maintained by the State of Colorado, snow on City streets is removed according to the following priorities: first – emergency routes; second – the Commercial Core; third – residential areas. Given these priorities, do you agree or disagree with the following statements concerning snow removal?

	Strongly <u>agree</u>	<u>Agree</u>	<u>Disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
Last winter's snow removal in the Commercial Core was timely	1	2	3	4	5
Last winter's snow removal in the Commercial Core was thorough.....	1	2	3	4	5
Last winter's snow removal in my residential area was timely.....	1	2	3	4	5
Last winter's snow removal in my residential area was thorough.....	1	2	3	4	5

14a. One of the Environmental Health Department's goals is to educate the public about the effects of particulate air pollution, also known as PM10. Are you aware that PM10 is a type of air pollution that high levels could affect your health?

Yes

No → Go to 15

Don't know → Go to 15

14b. Do you believe high levels of PM10 can adversely affect your health?

Yes

No → Go to 15

Don't know → Go to 15

14c. Can you name at least one action that can be taken in order to reduce PM10?

Yes (please specify) _____

No

Don't know

15. Thinking about the Aspen community and its needs, how concerned, if at all, you are about each of the following:

	Very <u>concerned</u>	Somewhat <u>concerned</u>	Somewhat <u>unconcerned</u>	Very <u>unconcerned</u>	Don't <u>know</u>
Exposure to environmental contaminants and pollution.....	1	2	3	4	5
Lifestyle choices that affect health (obesity, lack of exercise, etc).....	1	2	3	4	5
Adequacy of medical services for people without sufficient health insurance ..	1	2	3	4	5
Drug and alcohol abuse.....	1	2	3	4	5

16. How familiar, if at all, are you with the City's ZGreen program for each of the following:

	Very <u>familiar</u>	Somewhat <u>familiar</u>	Somewhat <u>unfamiliar</u>	Very <u>unfamiliar</u>
Citizens.....	1	2	3	4
Businesses.....	1	2	3	4
Events.....	1	2	3	4

22. Based on your experiences in the last 12 months, to what extent do you agree or disagree with the following statements about the Wheeler Opera House?

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Not applicable
The Wheeler does a very good job of communicating program information through printed materials, their website (www.wheeleroperahouse.com) and other media.....	1	2	3	4	5	6
The service at the box office was very good.....	1	2	3	4	5	6
The usher service was very good.....	1	2	3	4	5	6
The service at the concessions was very good.....	1	2	3	4	5	6
The condition of the theater was very good.....	1	2	3	4	5	6

23. In general, how satisfied or dissatisfied are you with the overall performance and responsiveness of the following services of the City of Aspen government?

	Very satisfied	Somewhat satisfied	Somewhat not satisfied	Not at all satisfied	Don't know
City Clerk Office.....	1	2	3	4	5
City Manager Office.....	1	2	3	4	5
Community Development.....	1	2	3	4	5
Electric.....	1	2	3	4	5
Engineering.....	1	2	3	4	5
Environmental Health.....	1	2	3	4	5
Golf.....	1	2	3	4	5
GIS (Geographic Information System).....	1	2	3	4	5
Housing.....	1	2	3	4	5
Ice Garden.....	1	2	3	4	5
Kids First.....	1	2	3	4	5
Parks.....	1	2	3	4	5
Police Department.....	1	2	3	4	5
Recreation.....	1	2	3	4	5
Streets.....	1	2	3	4	5
Transportation & Parking.....	1	2	3	4	5
Water.....	1	2	3	4	5
Wheeler Opera House.....	1	2	3	4	5
Finance Window (RETT and sales tax payments, other payments to the city).....	1	2	3	4	5

24. Please rate the following categories of Aspen government performance:

	Excellent	Good	Fair	Poor	Don't know
The job the City does of informing residents.....	1	2	3	4	5
The quality of the information the City provides to residents.....	1	2	3	4	5
The job the City does of listening to residents.....	1	2	3	4	5
The value of City services for the taxes you pay.....	1	2	3	4	5

25. Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Aspen.

	Major source	Minor source	Not a source
City meetings and open houses.....	1	2	3
City webcasts.....	1	2	3
Email (electronic newsletters, email updates).....	1	2	3
Social network sites (Twitter, Facebook).....	1	2	3
Radio ads.....	1	2	3
Radio news broadcasts.....	1	2	3
Community government television (CGTV, Channel 11).....	1	2	3
Other local television broadcasts.....	1	2	3
Newspaper ads.....	1	2	3
Local newspaper articles.....	1	2	3
Mailed materials (brochures, flyers, newsletters, updates).....	1	2	3

26a. Have you used the City's Web site in the last 12 months?

- Yes → Go to 26b No → Go to 27

26b. If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Current information	1	2	3	4	5	6
Appearance.....	1	2	3	4	5	6
Online services offered.....	1	2	3	4	5	6
Ease of navigation.....	1	2	3	4	5	6
Search function.....	1	2	3	4	5	6

26c. What features would you like to see added to the Web site?

27. Overall, how would you rate your satisfaction or dissatisfaction with services provided by the City of Aspen?

- Satisfied Somewhat satisfied Somewhat not satisfied Not at all satisfied Don't know

28. Please provide any other feedback you may have on any City of Aspen services.

Our last questions are about you and your household. Again, your responses are anonymous and will be reported in group form only.

29. About how long have you lived in Aspen?

- Fewer than six months
 6 to 11 months
 1-2 years
 3-5 years
 6-10 years
 More than 10 years

30. Which best describes your housing status?

- Housing obtained in the free market (either rent or own)
 Live in employee/affordable housing (either rent or own)
 Other (please specify): _____
 Don't know

31. Do you rent or own your home?

- Rent
 Own

32. About how much was your household's total income before taxes for all of 2009? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to under \$50,000
 \$50,000 to under \$75,000
 \$75,000 to under \$100,000
 \$100,000 to under \$150,000
 \$150,000 to under \$200,000
 \$200,000 or more

33. What is the highest degree or level of school you have completed? (Mark one.)

- 12th grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g., AA, AS)
 Bachelor's degree (e.g., BA, AB, BS)
 Graduate degree or professional degree

34. Are you Spanish, Hispanic or Latino?

- Yes
 No

35. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

36. In which category is your age?

- 18-24 years
 25-34 years
 35-44 years
 45-54 years
 55-64 years
 65-74 years
 75-84 years
 85 years or older

37. What is your gender?

- Female
 Male

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
 National Research Center, Inc. c/o ARDEM, PO Box 549, Belle Mead, NJ 08502-0549**