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GILPIN COUNTY QUALITY OF LIFE SURVEY RESULTS

JUNE 2019

Prepared for:
Gilpin County / Board of County Commissioners

Prepared by:
The Center for Research & Public Policy, Inc.



STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

All the analyses, findings and recommendations contained within this report are the exclusive property of Gilpin County and the Gilpin County Board of County Commissioners.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research and Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the written consent of an authorized representative of Gilpin County and the Gilpin County Board of County Commissioners.

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1 INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results to a County Quality of Life survey on behalf of Gilpin County and the Gilpin County Board of County Commissioners. The survey was conducted to collect citizen input regarding quality of life living in Gilpin County and views on programs and services, county employees, community needs, economic and housing development, emergency planning, taxation and communication.

The research study included 509 completed online surveys among residents and property owners in Gilpin County.

The online survey (N=509) was conducted April 26 – June 7, 2019.

The survey included the following areas for investigation:

- History of and reasons for living in Gilpin County;
- Quality of life and standard of living in Gilpin County;
- Awareness and familiarity of county services and programs;
- Experiences living in Gilpin County;
- Satisfaction with county programs, facilities and services;
- Rating county employees;
- Views on current issues;
- Community needs;
- Input on economic and housing development;
- Preparation for emergencies;
- Views on taxes and taxation;
- Views on county communication; and,
- Demographics

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings from the survey.

Section V is an Appendix to the report containing the crosstabulations and the survey instrument employed.

METHODOLOGY

Using a quantitative research design, an online survey was also completed among 509 residents or property owners within Gilpin County, Colorado.

Survey design input was provided during meetings with CRPP which included County Commissioners, the Gilpin County senior leadership staff team, community leaders, elected officials and stakeholders.

The survey link was posted on various Gilpin County websites and social media pages. Paper versions were also available at Gilpin County offices. An Every Door Direct Mail (EDDM) broadcast was distributed to approximately 3133 addresses through the United States Post Office. Gilpin County mailed a postcard survey participation invitation to approximately 1200 absent Gilpin property owners, and placed approximately 2000 survey invitation flyers as inserts in local/community newspapers.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CRPP (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

CRPP programmed the online survey instrument. Gilpin County residents and property owners were encouraged to go to the online link and complete the survey. All online surveys were completed between April 26 – June 7, 2019.

Statistically, a sample of 509 completed surveys has an associated margin for error of +/- 4.15% at a 95% confidence level.

Results throughout this report are presented for composite data – all 509 cases.

EXECUTIVE **3** SUMMARY

ON HISTORY

Mountain living was, by far, the single most frequently named reason (88.0%) provided by survey respondents when asked why they chose to move to or continue to live in Gilpin County. This was followed by privacy and rural feel (64.2%) and county property tax rates (52.7%). A mid-tier range of reasons included: housing (38.7%), location (37.5%), county appearance (34.2%), affordability (33.6%) and neighborhood (32.0%).

ON QUALITY OF LIFE / STANDARD OF LIVING

Impressively, 96.0% of all respondents reported their quality of life as very good (47.3%) or good (48.7%).

On standard of living, 88.4% noted their current standard of living compared to two years ago was either improved (32.8%) or had no movement but was good (55.6%).

The aspects of life, living in Gilpin County, receiving the highest positive ratings included: neighborhoods (93.3%), Gilpin County recreational opportunities (85.3%), and overall reputation of Gilpin County (80.6%).

If a survey respondent was to leave Gilpin County, the most frequently cited reasons included: proximity to health-care facilities (43.4%), health reasons (37.9%), proximity to shopping needs (35.6%) and work-related move (33.3%).

ON AWARENESS AND FAMILIARITY

Large percentages of respondents were familiar (very or somewhat) with county recreational opportunities (89.6%), departments and offices (85.1%) and county services in general (84.3%). Just 21.9% noted they were very or somewhat familiar with the county Master Plan.

ON SATISFACTION WITH PROGRAMS/FACILITIES/SERVICES

Respondents were asked to rate 19 county programs, services and facilities. Ratings were collected from those who were aware of, or used, each program, service or facility. The average overall positive rating was 84.9%. The highest positive ratings were recorded for the library (97.8%), the Colorado State University Extension Services (94.9%), the County Treasurer (94.7%), the Clerk and Recorder (92.4%) and the Public Health Department (90.9%).

Respondents were also asked to rate 18 programs, services and offices that were offered by others and not Gilpin County government. The average overall positive rating was 79.8%. The highest positive ratings, offered by those who were aware of, or used, each program, office or service, were recorded for the Coal Creek Fire Department (96.6%), the Black Hawk Fire Department (95.8%), the Ambulance Authority (93.3%), the Central City Post Office (92.8%), the Central City Courts at Central City Hall (91.5%).

Nearly two-thirds, 65.0%, of all respondents reported being very or somewhat aware that there are two different school tax levies within the county.

ON RATING COUNTY EMPLOYEES

A large majority of respondents, 96.1%, reported being in contact with a Gilpin County employee over the past year. Of this group, 95.3% suggested they were either very (78.7%) or somewhat satisfied (16.6%) with their experience with the last employee they had contact with in Gilpin County.

Respondents were asked to rate Gilpin County employees across 17 departments. The average overall positive rating was 87.6%. The highest ratings were recorded for employees of the library (98.9%), Treasurer office (96.0%), Colorado State University Extension Services (95.6%), Passports (94.3%) and the Community Center (93.3%).

ON PERCEPTIONS

Importantly, just 36.0% of survey respondents agreed (strongly or somewhat) that shooting, and gun discharge is being done safely within the county.

Nearly two-thirds agreed (strongly or somewhat) that they are concerned about non-hunting shooting near where they live, and they are concerned about the levels of seasonal motorcycle noise – 62.5% and 62.9%, respectively.

ON COMMUNITY NEEDS

Respondents were asked to review 10 different potential county goals or objectives and prioritize each using a 10-point scale. Those ranked highest, at or near 75%, included: helping to secure a health care facility (75.4%), enhancing broadband service (72.8%), building a trained/knowledgeable county workforce (72.7%) and securing financial sustainability (71.7%).

ON ECONOMIC AND HOUSING DEVELOPMENT

Just over one-half of those surveyed, 56.8%, support (strongly or somewhat) higher density housing in the county. The largest group of these supportive respondents, 40.7%, would like to see this development as “infill” or developed within already existing housing areas.

Over three-quarters of all respondents, 77.8%, agree (strongly or somewhat) that Gilpin County should encourage business development. The largest group of these supportive respondents, 57.8%, would like to see these new businesses located as “infill” or developed within already existing commercial areas.

By far, the most frequently named community need was for grocery stores (82.1%). This was followed by a second tier of business or service needs including: banking (64.2%), restaurants (59.5%), general retail (58.2%), and health food opportunities (56.9%).

ON EMERGENCY PLANNING

Nearly three-quarters of all respondents report having an emergency action plan in place at home or a willingness to attend a community emergency action presentation to learn more about county plans – 71.3% and 70.5%, respectively.

A large majority of respondents, 82.9%, have cleared areas of debris around structures for fire mitigation. Just 22.6% say they are confident they know enough about Gilpin County emergency action planning while 31.8% noted they have attended a community emergency action plan presentation.

ON TAXES AND TAXATION

Respondents were asked to prioritize five different areas of county services. Using a question format of assigning “importance points” to each of the five areas, respondents assigned the following:

- | | |
|--------------------------------|--|
| ➤ Transportation: | 12,091 points (or 24.0% of all points) |
| ➤ Community/economic services: | 11,630 points (or 23.1% of all points) |
| ➤ Law enforcement: | 11,497 points (or 22.8% of all points) |
| ➤ Human services: | 8,280 points (or 16.4% of all points) |
| ➤ Public services: | 6,902 points (or 13.7% of all points) |

There exists majority willingness (very and somewhat willing) to pay more in taxes to secure a health-care facility (72.7%), enhanced internet/broadband service (62.5%), fiscal sustainability (56.2%), maintain government buildings and equipment (56.0%), and developing parks and playgrounds (55.4%).

There also exists majority willingness (very and somewhat willing) to pay more in taxes to enhance some non-essential services such as recycling/trash (67.2%), slash drop-off (66.2%), benefits for county workers (65.4%), water conservation practices (65.2%), library (62.9%), senior services (57.6%), energy conservation practices (55.5%), youth services (53.6%), and building upkeep based on green design principles (53.0%).

ON COMMUNICATION

An impressive percentage of all respondents surveyed access the Gilpin County website (88.6%). This group offered fair ratings of the website. The positive ratings for appearance, content and ease of use were recorded as 67.1%, 67.6% and 60.2%, respectively.

While 21.8% of all respondents noted they don't use social media, there exists heavy use of Facebook (66.4%), YouTube (41.7%) and Next Door (28.9%).

A large number, 22, of potential ways respondents may get information about Gilpin County were presented. The heaviest use was recorded for various internet sources/websites (64.2%), friends/family/neighbors/co-workers (57.5%), and local newspapers/printed (47.4%). Other named sources range in use percentage from 0.6% to 26.8% and are displayed within this report.

4 SUMMARY OF FINDINGS

Readers are reminded that the narrative throughout this report refers to composite aggregate online survey data – 509 residents and property owners. Text, tables and graphs throughout this report present these composite results.

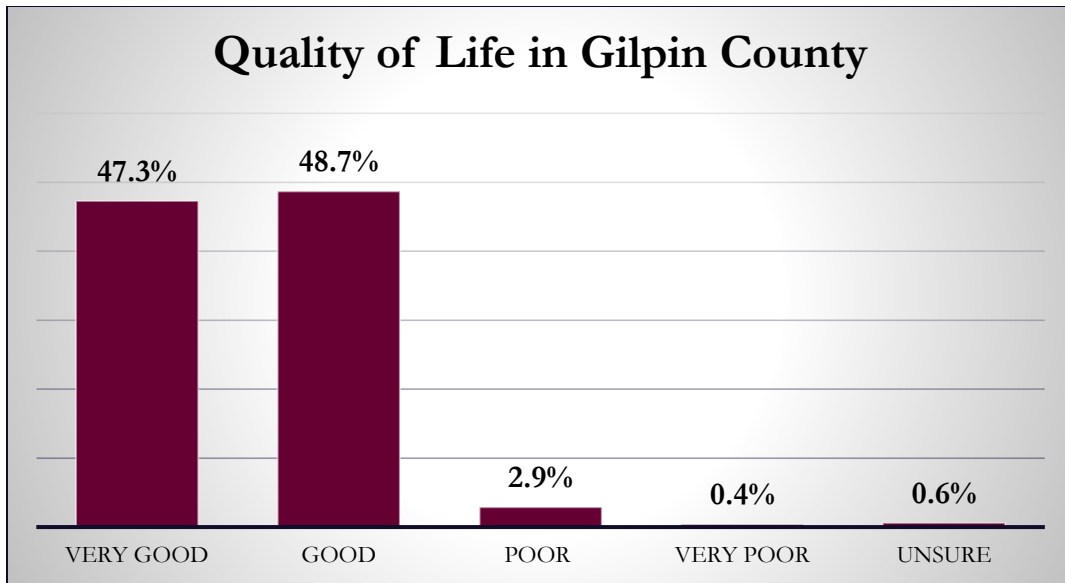
HISTORY

All respondents were asked to indicate the reasons they chose to move to or continue to live (or own property / own/manage a business) in Gilpin County. The following table depicts the results collected and are presented in declining order by frequency of mention. Multiple responses were accepted.

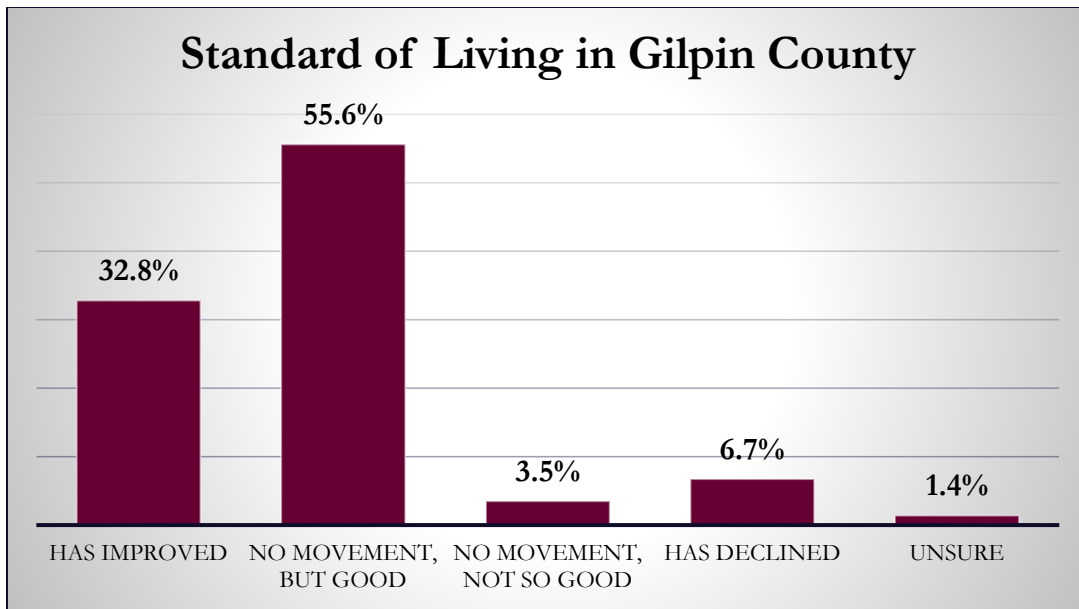
Reasons for Choosing Gilpin County	Percent
Mountain living	88.0
Privacy and rural feel	64.2
County property tax rates	52.7
Housing (nice house/affordable)	38.7
Location (close to work/close to highways)	37.5
County appearance (county character/community feeling)	34.2
Affordability	33.6
Neighborhood (nice neighborhood)	32.0
County amenities (recreational opportunities, county services)	23.8
School systems	16.7
County reputation	13.2
Birthplace or family nearby	12.4
Other	4.9
Unsure	1.2

QUALITY OF LIFE / STANDARD OF LIVING

All respondents were asked if their quality of life was very good, good, poor or very poor. A large majority, 96.0%, suggested their overall quality of life living in Gilpin County was either very good (47.3%) or good (48.7%). The following graph presents the results as collected.



A strong majority, 88.4%, noted that their current standard of living has improved or there was no movement over the past two years, but it is good. Results are displayed in the following graph.



Survey respondents were asked to rate several aspects of life in Gilpin County as very good, good, poor or very poor. The following table holds the results as collected. Readers are reminded that those not working, are retired or those without children likely responded “unsure” on these aspects of life in the county.

Quality of Life Statements	Very Good	Good	Total: Very Good & Good	Poor	Very Poor	Total: Poor & Very Poor	Unsure
Your neighborhood as a place to live	45.2	48.1	93.3	5.3	0.6	5.9	0.8
Gilpin County as a place with ample recreational opportunity	39.1	46.2	85.3	9.2	2.6	11.8	2.9
Overall reputation of Gilpin County	20.8	59.7	80.6	2.4	7.3	9.7	7.3
Gilpin County as a place to retire	26.7	41.5	68.2	13.4	4.7	18.1	13.8
Gilpin County as a place to raise children	25.1	39.3	64.4	4.9	1.6	6.5	29.1
Gilpin County as a place to work	11.0	30.3	41.3	19.7	8.9	28.6	30.1

Respondents were asked to indicate the potential reasons if they were to move out of Gilpin County. Results are presented in the following table and displayed in declining order. Multiple responses were accepted.

Potential Reasons for Leaving Gilpin County	Percent
Proximity to health-care facilities	43.4
Health reasons	37.9
Proximity to shopping needs	35.6
Work-related move	33.2
Different or better housing	23.4
Proximity to amenities	20.8
Affordability	18.3
Other	17.7
Unsure	11.6
Different or better education system	8.1
Lower property tax rate	6.3
To go away to school	1.0

AWARENESS / FAMILIARITY

To learn how familiar residents and property owners are with different aspects of the county and county government services, respondents were asked if they were very familiar, somewhat familiar, somewhat unfamiliar or not at all familiar with each of the following. The cumulative totals for those reporting very and somewhat familiar are presented in the following table.

Respondents were most familiar with recreational opportunities and least familiar with the county Master Plan.

County Services/Functions	Very & Somewhat Familiar
County recreation opportunities	89.6
County departments or offices	85.1
County services in general	84.3
The county Master Plan	21.9

EXPERIENCES IN GILPIN COUNTY

Two open-end format questions were included in the survey:

“Please tell us what you like most about being a Gilpin County resident”; and,
“Please tell us the issues or problems you are most concerned about living in Gilpin County today.”.

A total of 482, sometimes lengthy, multiple responses were recorded in response to the first open-end question, while 478 responses were recorded for the second open-end question.

These verbatim responses, because of length, are held within the appendix to this report. Readers are encouraged to review the responses to build an understanding of what residents/owners like about being in Gilpin County and the issues or problems residents/owners are most concerned about.

SATISFACTION: PROGRAMS / FACILITIES / SERVICES

Respondents were presented with several **services provided by the Gilpin County government**. Each was asked, based on all they know or have heard, to indicate if they are very satisfied, somewhat satisfied, somewhat dissatisfied or not at all satisfied with each. Those unsure, or who don't use the service, were removed from the data. A final column holds the actual number (N=) of respondents who did provide a rating. The following table holds the satisfaction ratings (very and somewhat satisfied) in declining order.

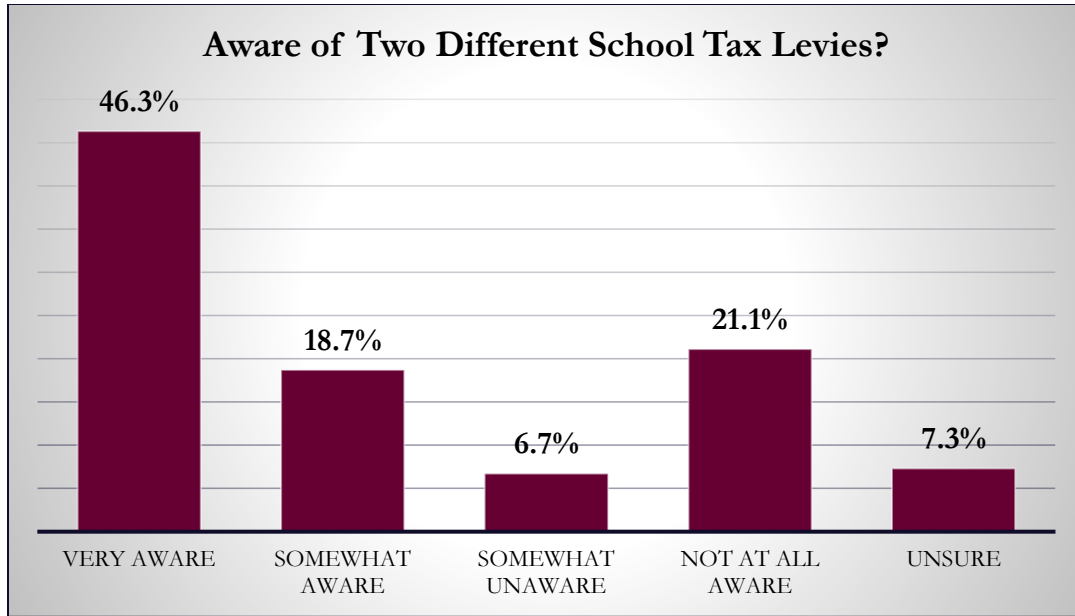
Gilpin County Programs, Offices and Services	Very & Somewhat Satisfied	Total N=
Library	97.8	411
Colorado State University Extension Services (noxious weeds program, 4-H, forestry, mountain gardening and other classes)	94.9	333
Treasurer (collection of property taxes)	94.7	389
Clerk & Recorder (vehicle plates, titles or registration, recorded documents, elections)	92.4	484
Passports	92.4	118
Public Health Department (water testing, cardiac assessments, immunizations, radon testing and food inspections)	90.9	265
County facilities (appearance, maintenance and general upkeep)	89.9	476
Community Center (pottery studio, senior lunch, programs, and services)	88.7	380
Arena	87.8	254
Exhibit hall	87.0	215
Sheriff (jail, victim services, dispatch, police records, patrol, and dog and animal control)	86.4	418
Parks and Recreation (outdoor and indoor sports opportunities, classes and facilities)	85.5	449
Assessor (property assessment, on-line property record searches and inquiries)	85.1	404
Equestrian opportunities or pack animal events	83.1	136
Public Works (roadway maintenance, snow and ice removal, drainage infrastructure, trash and slash services)	80.2	490
Human Services (child-care assistance, veteran services, adult and child protection, adoption services, employment assistance, Snap/food assistance)	77.0	191
Community Development (building permits and inspections, zoning, septic permits and inspections, and code enforcement)	75.3	340
Human Resources (county government employment opportunities)	73.5	230
Gilpin Connect transportation	50.0	142
AVERAGE	84.9	---

Respondents were presented with several **services provided by others and not Gilpin County government**. Each was asked, based on all they know or have heard, to indicate if they are very satisfied, somewhat satisfied, somewhat dissatisfied or not at all satisfied with each. Those unsure or who don't use the service were removed from the data. A final column holds the actual number (N=) of respondents who did provide a rating. The following table holds the satisfaction ratings (very and somewhat satisfied) in declining order.

Non-Gilpin County Government, Programs, Offices and Services	Very & Somewhat Satisfied	Total N=
Coal Creek Fire Department	96.6	88
Black Hawk Fire Department	95.8	168
Ambulance Authority	93.3	225
Central City Post Office	92.8	166
Central City Courts at Central City Hall	91.5	106
Timberline Fire Department	89.9	348
Gilpin County and Black Hawk Courts at the Justice Center	89.7	319
Central City Fire Department	88.9	144
Montessori Program	87.7	122
Black Hawk Police Department	85.6	181
Gilpin County Schools RE-1	85.4	254
Eagle's Nest Learning Center	78.8	118
Jefferson Center for Mental Health	77.6	98
District Attorney	73.5	132
Rollinsville Post Office	73.5	185
Boulder Valley Schools RE-2	52.7	131
Black Hawk Post Office	41.6	379
Pinecliffe Post Office	41.6	68
AVERAGE	79.8	---

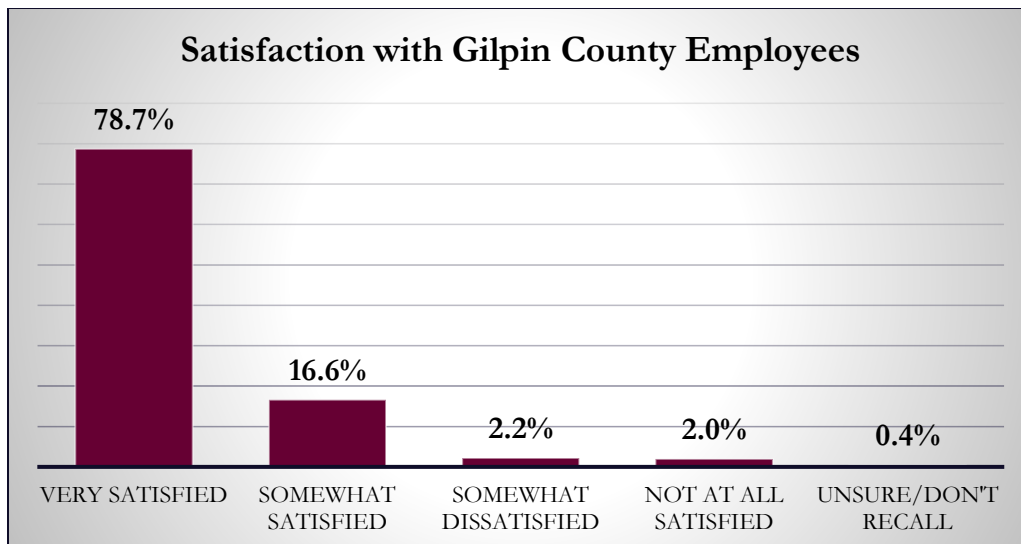
Respondents were asked how aware they were that the school levies are different for Gilpin RE-1 and Boulder Valley School RE-2. Each was asked if they were very aware, somewhat aware, somewhat unaware or not at all aware. Results are displayed in the following graph.

Nearly two-thirds, 65.0%, suggested they were very or somewhat aware.



RATING COUNTY EMPLOYEES

Many respondents, 96.1%, reported having had contact with at least one Gilpin County employee over the past year. This group was asked to rate their overall experience with the last Gilpin County employee they had been in contact with. Of this group, 95.3% suggested they were either very or somewhat satisfied with the contact. Results are displayed here.



Respondents were presented with **services provided by Gilpin County government**. Each was asked to rate their experience with the employees within each department offering these services. Each was asked if they were very satisfied, somewhat satisfied, somewhat dissatisfied or not at all satisfied with the department employees. Those unsure or who don't use the service were removed from the data. A final column holds the actual number (N=) of respondents who did provide a rating. The following table holds the employee satisfaction ratings (very and somewhat satisfied) in declining order.

Rating Gilpin County Government Employees	Very & Somewhat Satisfied	Total N=
Library	98.9	373
Treasurer (collection of property taxes)	96.0	299
Colorado State University Extension Services (noxious weeds program, 4-H, forestry, mountain gardening and other classes)	95.6	273
Passports	94.3	106
Community Center (pottery studio, senior lunch, programs, and services)	93.3	312
Parks and Recreation (outdoor and indoor sports opportunities, classes and facilities)	91.9	356
County facilities (appearance, maintenance and general upkeep)	91.6	359
Clerk & Recorder (vehicle plates, titles or registration, recorded documents, elections)	91.2	465
Exhibit barn and arena	91.1	191
Assessor (property assessment, on-line property record searches and inquiries)	90.2	295
Public Health Department (water testing, cardiac assessments, immunizations, radon testing and food inspections)	90.2	193
Sheriff (jail, victim services, dispatch, police records, patrol, and dog and animal control)	89.0	346
Human Services (child-care assistance, veteran services, adult and child protection, adoption services, employment assistance, Snap/food assistance)	85.3	143
Public Works (roadway maintenance, snow and ice removal, drainage infrastructure, trash and slash services)	82.9	410
Community Development (building permits and inspections, zoning, septic permits and inspections, and code enforcement)	80.4	240
Human Resources (county government employment opportunities)	77.7	157
Gilpin Connect transportation	50.7	73
AVERAGE	87.6	---

PERCEPTION STATEMENTS

Resident and property owner respondents were asked how strongly they agreed or disagreed with a few statements regarding safety and noise in the county. For each, respondents were asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed.

Statements	Strongly Agree	Somewhat Agree	Total: Strongly & Somewhat Agree	Somewhat Disagree	Strongly Disagree	Total: Somewhat & Strongly Disagree
Shooting and gun discharge is being done safely	15.9	20.0	36.0	20.2	28.9	49.1
I am concerned about non-hunting shooting near where I live	41.3	21.2	62.5	8.8	21.2	30.0
I am concerned about the levels of seasonal motorcycle noise	36.7	26.1	62.8	16.1	15.3	31.4

COMMUNITY NEEDS

Survey participants were presented with the following regarding community needs: ***“We need your help in determining community needs. The county can’t do everything and can’t do everything all at once. The following are several possible goals or objectives for the future. In your opinion, for each of the following, please indicate how you would prioritize each using a scale of one to ten, where one is a very high priority and ten is a very low priority.”***

The cumulative totals for ratings of one through four (high priority) are presented within the following table. The table is presented in declining order from highest priority to lowest.

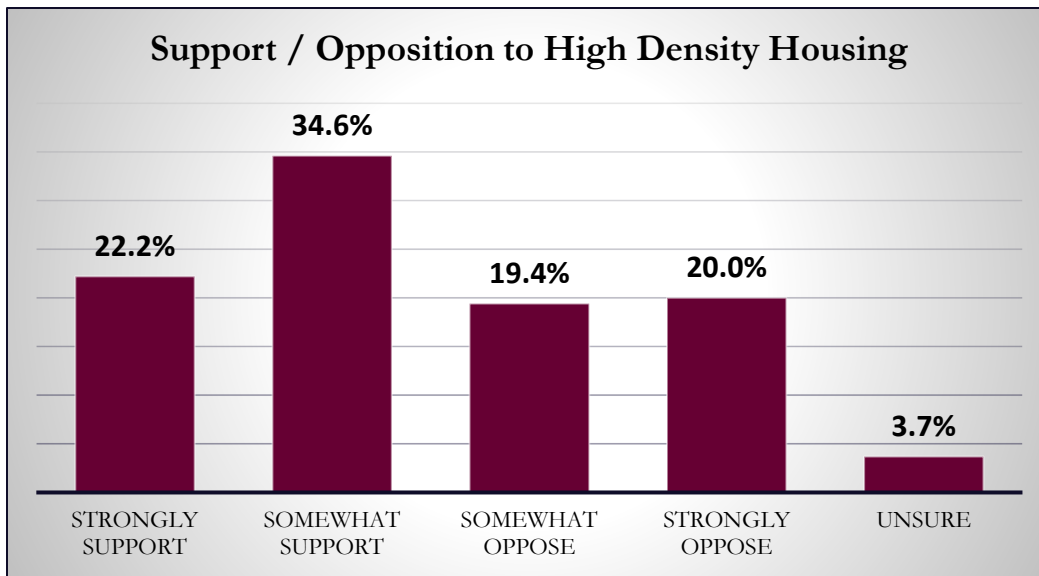
Readers are reminded that, sometimes, even the lowest-ranked community need, when extrapolated on the total population of the county, can be sizable.

Prioritizing County Goals/Objectives	Very High Priority
Helping to secure a health care facility (clinic, ER, Urgent Care, and primary care physician)	75.4
Enhancing broadband service throughout the county	72.8
Building and maintaining a knowledgeable and well-trained county workforce	72.7
Financial sustainability	71.7
Long-range planning	69.3
Ensuring fiscal sustainability (reducing waste and diversifying the economy)	63.3
Community education programs (such as living with wildlife, wildfire preparedness, mountain gardening, and well and septic maintenance)	57.8
Securing more open space for residential use including creating trails	57.7
Moving towards electronic processes and internet access to county departments/offices	52.8
Helping to secure transportation services	48.1

ECONOMIC AND HOUSING DEVELOPMENT

The topic of housing in Gilpin County was introduced as follows: *“Gilpin County may need more available housing for younger residents, “empty-nesters” and “aging-in-place” residents. This may include more diverse and affordable options such as apartments, starter/smaller homes and mixed-use developments. How strongly would you support or oppose this higher density housing to meet this need?”*

A total of 56.8% of all respondents either strongly (22.2%) or somewhat support (34.6%) higher density housing. Results are displayed here.

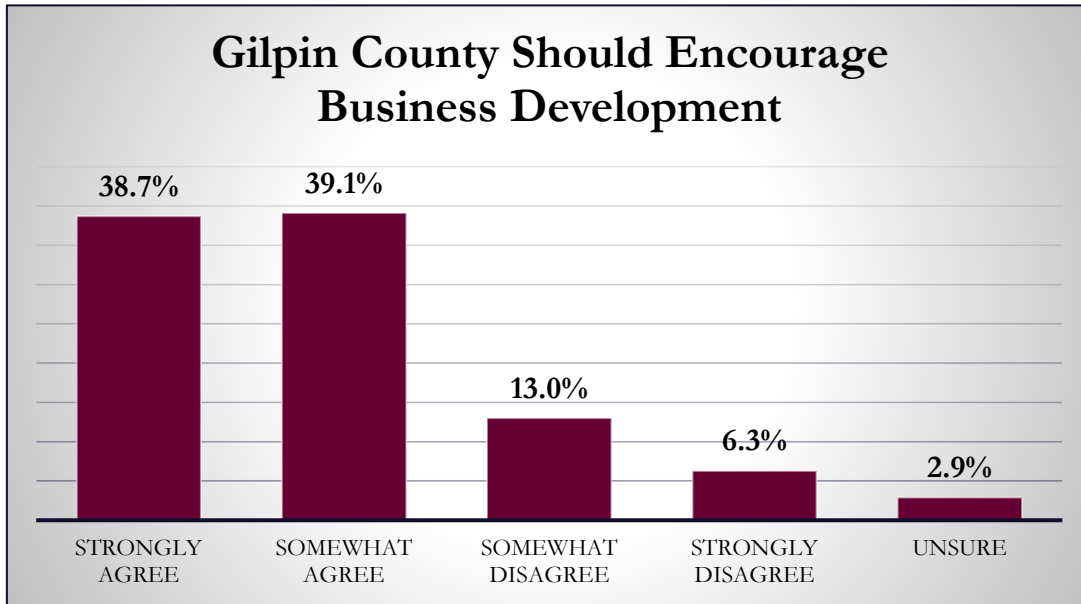


Those in support of higher density housing (56.8%) were asked where they would prefer to see the new housing placed. The following table presents the results as collected.

Locating Higher Density Housing	Percent
On very large lots in rural areas	14.9
On large lots in suburban style	27.7
As “infill” or developed within already existing housing areas	40.5
Unsure / don’t know	15.6
No development	1.4

All respondents were asked how strongly they agreed or disagreed with the following statement: “Gilpin county should encourage additional business development within the county”.

Over three-quarters, 77.8%, either strongly (38.7%) or somewhat agreed (39.1%) with the statement as shown in the following graph.



Those agreeing Gilpin County should encourage business development were asked where they would prefer to see it placed. The following table reflects these views.

Locating New Business Development	Percent
As “infill” or developed within already existing commercial areas	57.8
Along the edges of existing commercial areas	32.3
In more rural areas with sufficient open spaces	5.8
No Development	0.3
Unsure / don’t know	3.8

Community needs were studied. Respondents were asked to report if they saw too few, enough, or too many of specific amenities within the county. The following table depicts the results as collected. Results are displayed in declining order by the “too few” column – used to determine community need.

Amenities	Too Few	Enough	Too Many	Unsure
Grocery stores	82.1	15.3	0.2	2.4
Banking	64.2	28.1	0.6	7.1
Restaurants	59.5	36.3	1.3	2.6
General retail and shopping areas	58.2	33.2	2.8	5.9
Health food opportunities	56.9	24.0	1.6	17.5
Employment opportunities	49.1	29.9	0.8	20.2
Arts and culture venues	40.7	40.9	3.1	15.3
Accessible, active county-owned and operated open space for recreation, sports, and biking/hiking trails	38.1	50.1	2.0	9.8
Civic and community events	35.4	49.1	1.0	14.5
Accessible, passive open space that is preserved with minimal activities such as birdwatching	35.2	46.8	2.2	15.9
Housing	29.9	52.1	4.9	13.2
Youth programs/services	22.6	40.2	0.6	36.6
Community Center programs	18.1	68.8	1.4	11.8
Senior services	17.9	44.6	0.8	36.7
Home businesses	14.4	33.7	2.4	49.4
Industrial areas	9.8	60.4	9.1	20.5
Vacation rentals (VRBO or AirBnB)	8.6	37.9	20.6	32.8
Libraries or library branches	5.9	90.2	0.8	3.1

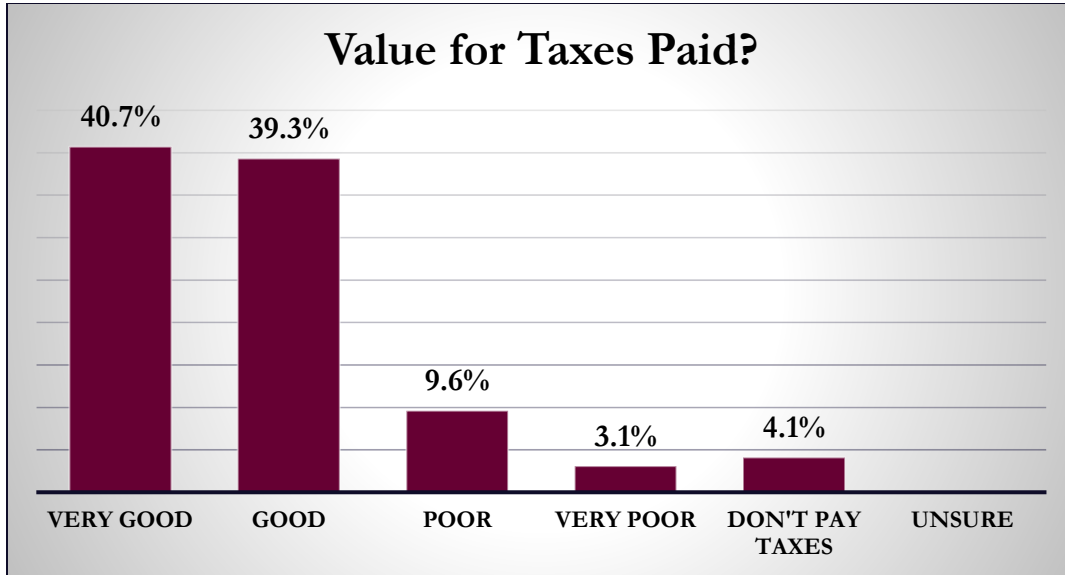
EMERGENCY PLANNING

Emergency planning at home and within the county was covered in the next survey section. Nearly three-quarters, 71.3%, reported they have an emergency action plan in place within their respective households. Results to the questions posed are presented in the following table.

Emergency Plans / Planning	Yes
I/we have an emergency action plan in place in our household	71.3
I would attend (or would attend again) a community emergency action presentation to learn more about county plans	70.5
I have attended a community emergency action plan presentation	31.8
I am confident I know enough about Gilpin County emergency action planning	22.6
I have cleared areas and debris around structures for fire mitigation	82.9

TAXES AND TAXATION

The survey included a question asking respondents to rate the value they receive in return for the Gilpin County taxes paid. A large majority, 80.0% indicated either very good (40.7%) or good (39.3%). Results are displayed in the following graph.



Respondents were asked which of five initiatives/services, if any, the county should use taxes dollars to secure or enhance. Multiple responses were accepted. Results are displayed in the following table.

Meeting Community Needs with Tax Dollars	Yes
Community Center	54.5
Fire evacuation routes	49.4
Library	35.4
CSU Extension education programs	33.1
Retail shopping development	28.0
None of these	11.4
Unsure	10.0

Survey respondents were presented with the following:

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

The following table holds both the importance points assigned by respondents as well as the percentage of the total points for each service.

Gilpin County Services	Importance Points
Community services and Economic services (includes development review, including long-range planning, fostering public / private partnerships, attracting and retaining businesses and jobs, code enforcement, sustainability efforts to save taxpayer dollars and reduce the county's impact on the environment, funds to help rehab a home or business, public health services including immunization clinics, open space, parks, and trails)	Points: 11,630 Percent: 23.1
Human services (includes unemployment assistance, workforce training, child protection, adult protection, services for financially challenged families, and mental health)	Points: 8280 Percent: 16.4
Law enforcement (includes Sheriff patrol, crime prevention, jail, District Attorney, prosecution, and courts)	Points: 11,497 Percent: 22.8
Public services (includes maintaining official public records, Clerk and Recorder functions such as marriage licenses, elections, Assessor's valuation of property, Coroner, and Treasurer)	Points: 6902 Percent: 13.7
Transportation (includes maintenance and construction of roads, bridges, drainage systems; snow removal, and sidewalk construction)	Points: 12,091 Percent: 24.0

Willingness among residents and property owners to pay more in taxes was explored for specific county services in the following tables.

The cumulative totals for very and somewhat willing are presented here. The table is presented in declining order by willingness to pay more in taxes.

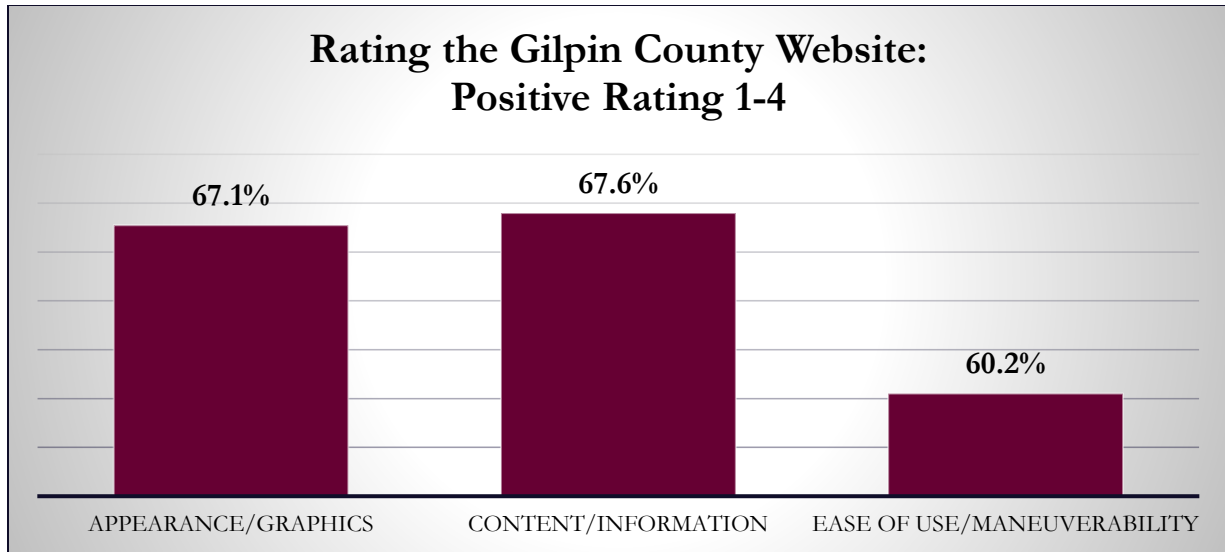
I am willing to pay somewhat more in taxes to...	Very & Somewhat Willing
Help secure a health-care facility (clinic, ER, Urgent Care, or primary care physician)	72.7
Enhance internet/broadband service county wide	62.5
Ensure fiscal sustainability	56.2
Maintain government buildings & equipment	56.0
Develop parks and playgrounds	55.4
Attract and retain business	49.5
Move towards electronic processes and internet access to county departments	46.7
Add to existing Gilpin Community Center programs	46.2
Develop county transportation services	44.7
Attract senior housing	41.8

The survey measured willingness to pay more in taxes for the following non-essential and enhanced services as well. The cumulative totals for very and somewhat willing are presented. The table is shown in declining order by willingness.

I am willing to pay somewhat more in taxes to...	Very & Somewhat Willing
Recycling / trash fees	67.2
Slash drop-off	66.2
Benefits for county employees to ensure a quality workforce, good staffing levels, and reduce turnover	65.4
Water conservation practices	65.2
Library	62.9
Senior services (i.e. lunch program)	57.6
Energy conservation practices (including lighting, heating, cooling, ventilation, windows)	55.5
Youth services (i.e. camp)	53.6
Building upkeep or renovation based on green design principles (LEED)	53.0
Swimming pool or hot tub	49.3
Fair	48.9
Ballfields	46.6
Radon testing	40.7
Gilpin Connect	39.9
Passports	20.6

COMMUNICATION

A large percentage of survey respondents, 88.6%, have visited the County’s website. This group of users were asked to rate the website on three important characteristics – appearance/graphics, content/information and ease of use/maneuverability. Respondents used a scale of one through ten to rate the site. The following graph presents the cumulative total positive rating of one through four.



Use of social media was explored. Among only users, the following table presents the total percentages of those using each identified social media venue. A total of 21.8% reported they don’t use social media.

Social Media Used	Percent
Facebook	66.4
YouTube	41.7
Next Door Forum or similar community forum	28.9
LinkedIn	23.2
Instagram	21.0
Pinterest	16.9
Yelp	12.2
Twitter	12.0
Snapchat	7.3
Foursquare	0.4

Respondents were asked to report how they usually get information about Gilpin County. The following table depicts the results as collected. Multiple responses were accepted. The table is displayed in declining order by frequency of mention.

Sources for Information about Gilpin County	Percent
Various internet sources/websites	64.2
Friends/family/neighbors/co-workers	57.5
Local newspapers: printed	47.4
Gilpin County newsletter “Gazette”	26.8
Gilpin County on Facebook	25.8
Gilpin County Parks and Recreation website	25.8
Board of County Commissioner meeting minutes	22.4
Directly from schools / school system	17.9
Emails	17.5
Local businesses	16.3
Gilpin County Sheriff’s website	14.8
Direct mail	14.4
Flyers/brochures	13.6
Gilpin County Sheriff’s Facebook page	11.0
Blogs	10.0
Local newspapers: online	8.9
Next Door or similar community forums	7.9
Employer	7.3
Clerk & Recorder’s Facebook page	2.8
TV	1.0
Attending Gilpin County meetings	1.0
Radio	0.6

DEMOGRAPHICS

The following are demographics collected among survey respondents.

RESIDENT OF...	ONLINE
North County including, but not limited to, Rollinsville, Tolland, Wondervu, Lincoln Hills, Pinecliffe, La Chula Vista, and Whispering Pines	24.6
Mid County including, but not limited to, Sierra Pines, Braecher Park, Dory Hill, Dory Lakes subdivision, Colorado Sierra, Gilpin Gardens, Aspen Springs, Missouri Lakes, Paradise Valley, Golden Gate Canyon State Park, Dory Lakes and Forest Hills subdivisions	59.7
South County including, but not limited to, Russell Gulch, and Nevadaville	3.1
Within the city limits of Black Hawk	2.4
Within the city limits of Central City	9.6
Unsure	0.6

LENGTH OF RESIDENCY	ONLINE
Less than 10 years	35.8
10 to less than 30 years	45.6
30 or more years	17.5
Unsure	0.4

EDUCATION	ONLINE
Some high school	0.2
High school graduate or equivalent	4.3
Associates degree / trade or vocational certification	9.2
Some college	19.4
College graduate	27.9
Some postgraduate	9.4
Post-graduate or professional degree	27.5
Prefer not to answer	2.0

RENT OR OWN	ONLINE
Rent	5.9
Own	92.6
Prefer not to answer	1.8

AGE	ONLINE
18 – 24	0.2
25 – 34	7.1
35 – 44	16.5
45 – 54	22.6
55 – 64	24.4
65 or older	22.8
Prefer not to answer	6.1

HAVE CHILDREN UNDER 18 LIVING IN HOME	ONLINE
Yes	28.7
No	69.4
Prefer not to answer	2.0

GENDER	ONLINE
Male	39.7
Female	55.6
Unsure / Prefer not to answer	4.7
Other / Not listed	---

INCOME LEVEL	ONLINE
Under \$25,000	2.6
\$25,000 to less than \$50,000	9.8
\$50,000 to less than \$100,000	34.2
\$100,000 to less than \$150,000	22.4
\$150,000 to less than \$200,000	7.1
\$200,000 to less than \$250,000	4.5
\$250,000 to less than \$300,000	1.4
\$300,000 or more	1.2
Unsure	0.8
Prefer not to answer	16.1

RACE / ETHNICITY	ONLINE
White	86.2
Black or African American	0.4
Hispanic or Latino	2.4
Asian	0.6
Native Hawaiian or Pacific Islander	0.2
American Indian or Alaska Native	2.0
Middle Eastern / North African	---
Other	0.6
None of these	0.2
Prefer not to answer	10.2

OWN OR MANAGE A BUSINESS IN GILPIN COUNTY	ONLINE
Yes, own	14.9
Yes, manage	1.6

SCHOOL DISTRICT?	ONLINE
RE1	59.7
RE2	29.3
Unsure	11.0

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.