The National Citizen Survey™

PARK CITY, UT
2011

Contents

Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

FIGURE 1: THE NATIONAL CITIZEN SURVEY™ METHODS AND GOALS

Survey Objectives

- Identify community strengths and weaknesses
- Identify service strengths and weaknesses

Assessment Methods

- Multi-contact mailed survey
- Representative sample of 1,200 households
- 323 surveys returned; 29% response rate
- 5% margin of error
- Data statistically weighted to reflect population

Assessment Goals

Immediate
- Provide useful information for:
  - Planning
  - Resource allocation
  - Performance measurement
  - Program and policy evaluation

Long-term
- Improved services
- More civic engagement
- Better community quality of life
- Stronger public trust

The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS

COMMUNITY QUALITY

Quality of life
Quality of neighborhood
Place to live

ENVIRONMENTAL SUSTAINABILITY

Cleanliness
Air quality
Preservation of natural areas
Garbage and recycling services

COMMUNITY INCLUSIVENESS

Sense of community
Racial and cultural acceptance
Senior, youth and low-income services

COMMUNITY DESIGN

Transportation
Ease of travel, transit services, street maintenance

Housing
Housing options, cost, affordability

Land Use and Zoning
New development, growth, code enforcement

Economic Sustainability
Employment, shopping and retail, City as a place to work

RECREATION AND WELLNESS

Parks and Recreation
Recreation opportunities, use of parks and facilities, programs and classes

Culture, Arts and Education
Cultural and educational opportunities, libraries, schools

Health and Wellness
Availability of food, health services, social services

CIVIC ENGAGEMENT

Civic Activity
Volunteerism
Civic attentiveness
Voting behavior

Social Engagement
Neighborliness, social and religious events

Information and Awareness
Public information, publications, Web site

PUBLIC SAFETY

Safety in neighborhood and downtown
Crime victimization
Police, fire, EMS services
Emergency preparedness

PUBLIC TRUST

Cooperation in community
Value of services
Direction of community
Citizen involvement
Employees

The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 323 completed surveys were obtained, providing an overall response rate of 29%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for Park City was developed in close cooperation with local jurisdiction staff. Park City staff selected items from a menu of questions about services and community issues and provided the appropriate letterhead and signatures for mailings. Park City staff also augmented The National Citizen Survey™ basic service through a variety of options including crosstabulations of results and several custom questions.

UNDERSTANDING THE RESULTS

As shown in Figure 2, this report is based around respondents' opinions about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each report section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

The margin of error around results for the Park City Survey (323 completed surveys) is plus or minus five percentage points. This is a measure of the precision of your results; a larger number of completed surveys gives a smaller (more precise) margin of error, while a smaller number of surveys yields a larger margin of error. With your margin of error, you may conclude that when 60% of survey respondents report that a particular service is "excellent" or "good," somewhere between 55-65% of all residents are likely to feel that way.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in Park City, but from Park City services to services like them provided by other jurisdictions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

Park City chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Park City survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Park City results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Park City's rating to the benchmark.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

Executive Summary

This report of the Park City survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experienced a good quality of life in Park City and believed the City was a good place to live. The overall quality of life in Park City was rated as "excellent" or "good" by 97% of respondents. Almost all reported they plan on staying in Park City for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. Among the characteristics receiving the most favorable ratings were the overall image or reputation of Park City, overall appearance of Park City, and recreational opportunities. Among the characteristics receiving the least positive ratings were the availability of affordable quality housing, the variety of housing options, and the availability of affordable quality child care.

Ratings of community characteristics were compared to the benchmark database. Of the 29 characteristics for which comparisons were available, 24 were above the national benchmark comparison, two were similar to the national benchmark comparison and three were below.

Residents in Park City were very civically engaged. Close to half had attended a meeting of local elected public officials or other local public meeting in the previous 12 months and 96% had provided help to a friend or neighbor. A majority had volunteered their time to some group or activity in Park City, which was much higher than the benchmark.

In general, survey respondents demonstrated strong trust in local government. A majority rated the overall direction being taken by Park City as "good" or "excellent." This was much higher than the benchmark. Those residents who had interacted with an employee of Park City in the previous 12 months gave high marks to those employees. Most rated their overall impression of employees as "excellent" or "good."

On average, residents gave favorable ratings to a majority of local government services. City services rated were able to be compared to the benchmark database. Of the 36 services for which comparisons were available, 28 were above the benchmark comparison, seven were similar to the benchmark comparison and one was below.

A Key Driver Analysis was conducted for Park City which examined the relationships between ratings of each service and ratings of Park City's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, Park City can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Police services
- Recreation centers and facilities

Of these services, that deserving the most attention may be that which was similar to the benchmark comparison: police services. For recreation centers and facilities, Park City was above the benchmark and should continue to ensure high quality performance.

Community Ratings
Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in Park City – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to Park City. Residents were asked whether they planned to move soon or if they would recommend Park City to others. Intentions to stay and willingness to make recommendations provide evidence that Park City offers services and amenities that work.

Most of Park City's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.
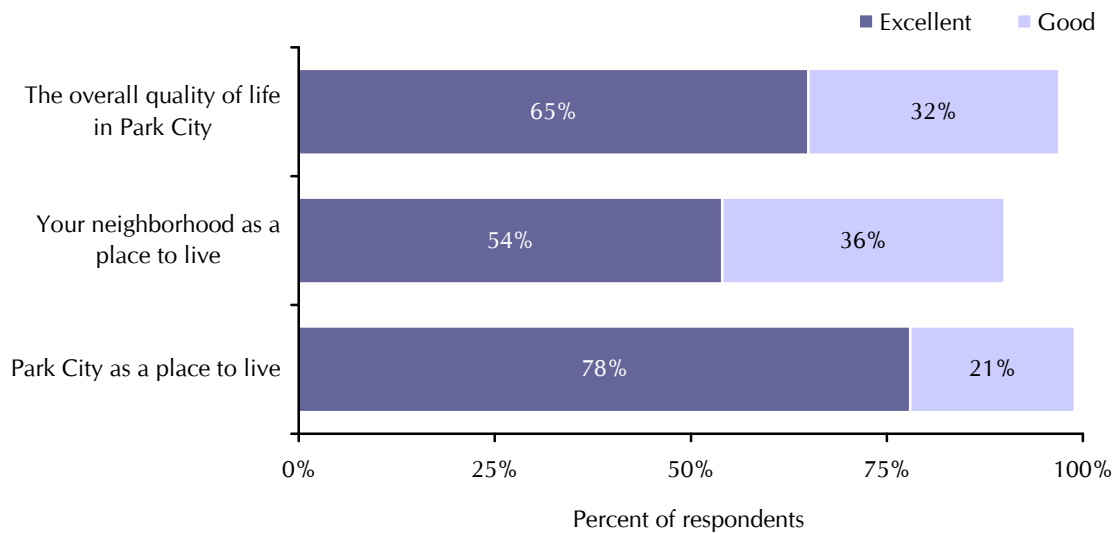
Figure 3: Ratings of Overall Community Quality

■ Excellent   ■ Good

The overall quality of life in Park City: 65% | 32%

Your neighborhood as a place to live: 54% | 36%

Park City as a place to live: 78% | 21%

0%   25%   50%   75%   100%

Percent of respondents

Figure 4: Likelihood of Remaining in Community and Recommending Community

Recommend living in Park City to someone who asks: Very likely 72% | Somewhat likely 23%

Remain in Park City for the next five years: Very likely 71% | Somewhat likely 18%

0%   25%   50%   75%   100%

Percent "likely"
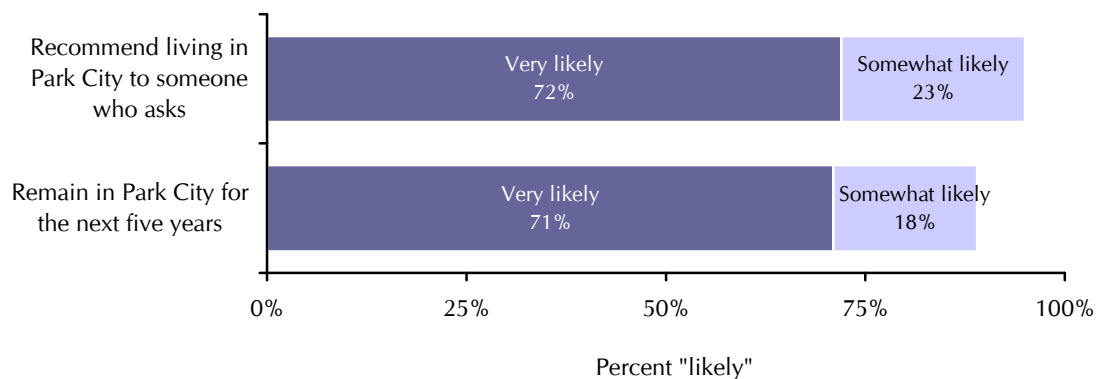
FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Park City	Much above
Your neighborhood as place to live	Much above
Park City as a place to live	Much above
Recommend living in Park City to someone who asks	Much above
Remain in Park City for the next five years	Much above

COMMUNITY DESIGN

Transportation

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

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." All five aspects of community transportation were rated much above the benchmark.
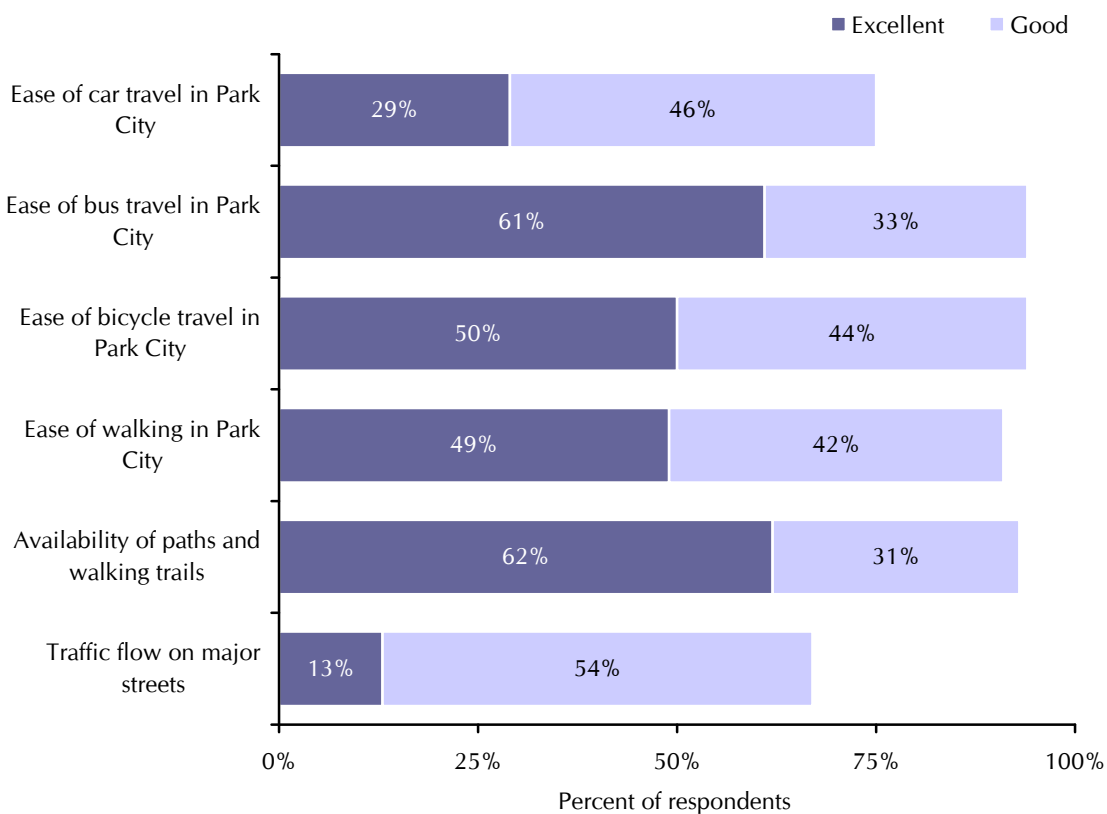
FIGURE 6: RATINGS OF TRANSPORTATION IN COMMUNITY

FIGURE 7: COMMUNITY TRANSPORTATION BENCHMARKS

	Comparison to benchmark
Ease of car travel in Park City	Much above
Ease of bicycle travel in Park City	Much above
Ease of walking in Park City	Much above
Availability of paths and walking trails	Much above
Traffic flow on major streets	Much above

Eight transportation services were rated in Park City. As compared to most communities across America, ratings tended to be somewhat favorable. Six were above the benchmark and two were similar to the benchmark.

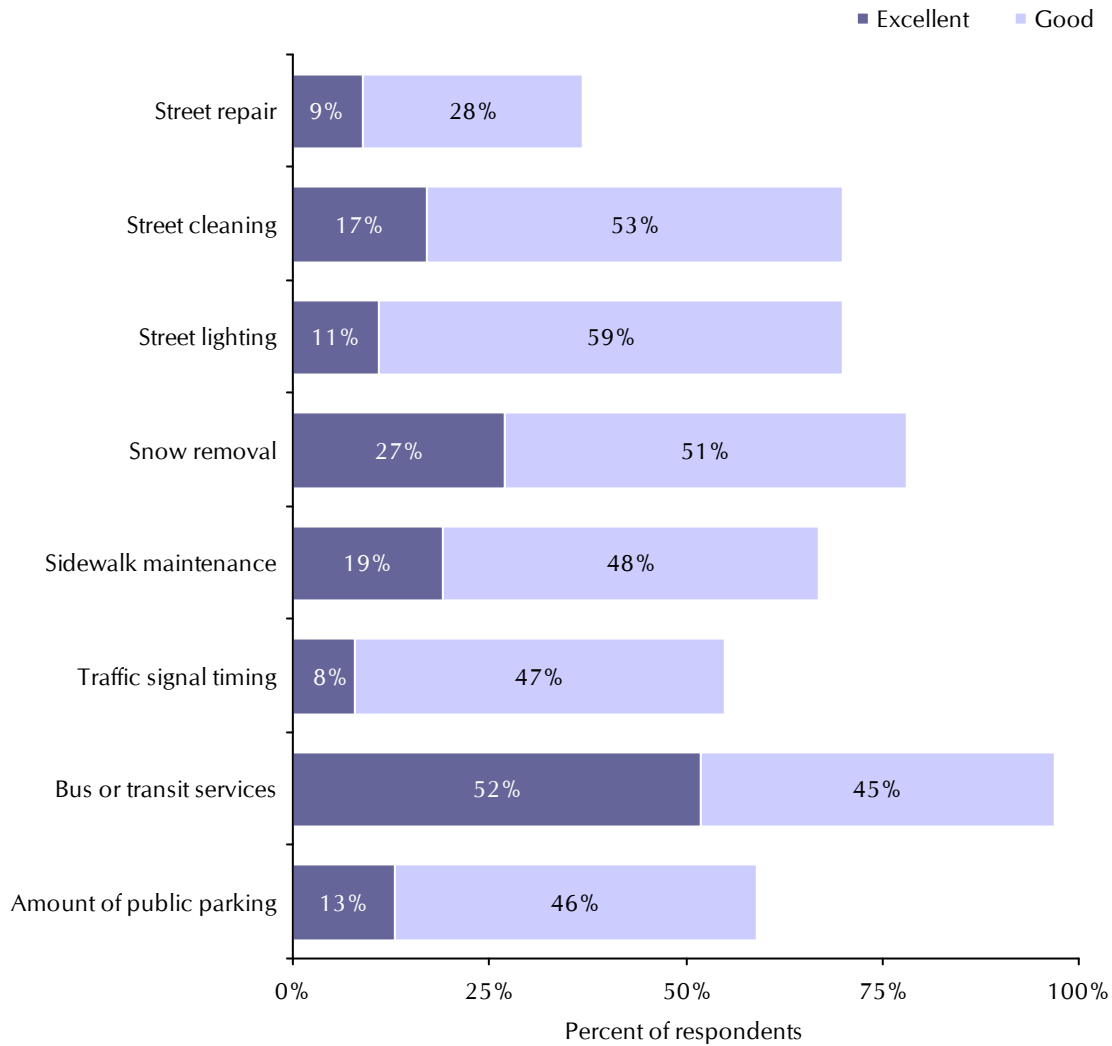FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES

- Excellent - Good

	Excellent	Good
Street repair	9%	28%
Street cleaning	17%	53%
Street lighting	11%	59%
Snow removal	27%	51%
Sidewalk maintenance	19%	48%
Traffic signal timing	8%	47%
Bus or transit services	52%	45%
Amount of public parking	13%	46%

Percent of respondents

FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair	Similar
Street cleaning	Above
Street lighting	Above
Snow removal	Much above
Sidewalk maintenance	Much above
Traffic signal timing	Similar
Bus or transit services	Much above
Amount of public parking	Much above

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the main mode of use. However, 4% of work commute trips were made by transit, 5% by bicycle and 7% by foot.

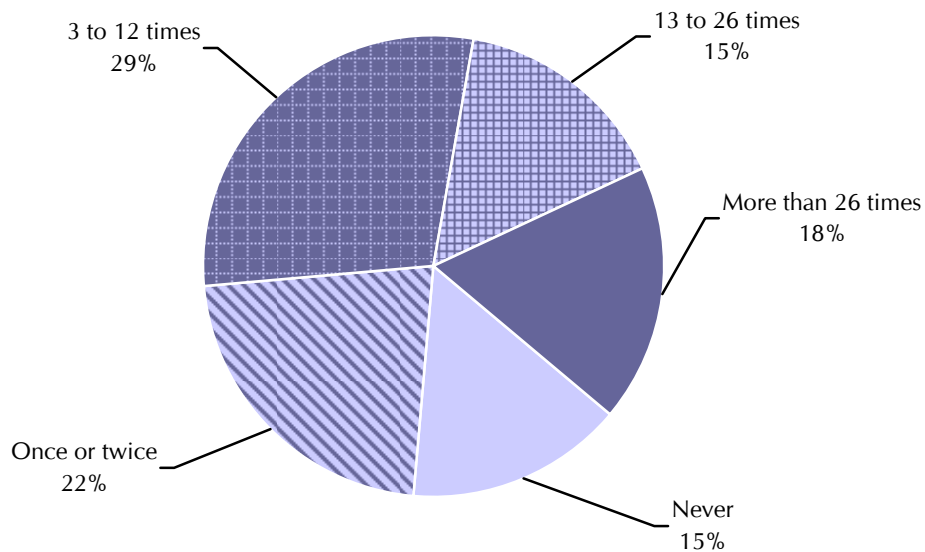FIGURE 10: FREQUENCY OF BUS USE IN LAST 12 MONTHS

FIGURE 11: FREQUENCY OF BUS USE BENCHMARKS

	Comparison to benchmark
Ridden a local bus within Park City	Much more

FIGURE 12: MODE OF TRAVEL USED FOR WORK COMMUTE

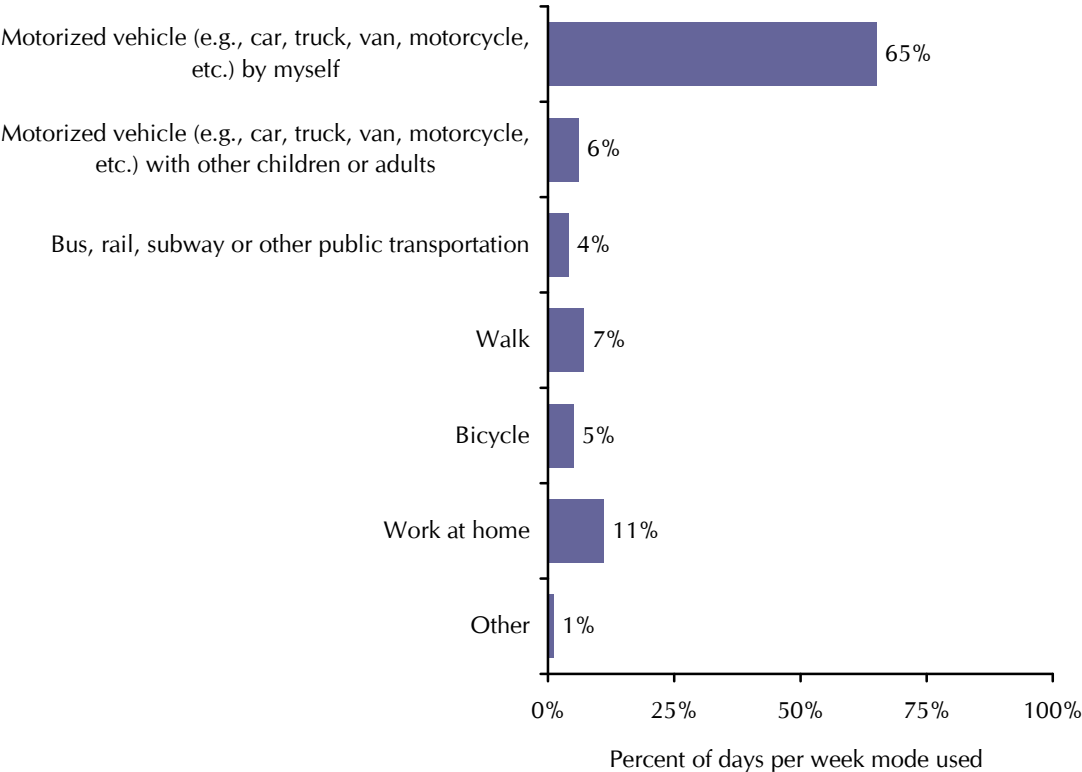Percent of days per week mode used

FIGURE 13: DRIVE ALONE BENCHMARKS

	Comparison to benchmark
Average percent of work commute trips made by driving alone	Much less

The National Citizen Survey™

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of Park City residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 27% of respondents, while the variety of housing options was rated as "excellent" or "good" by 40% of respondents. The rating of perceived affordable housing availability was much worse in Park City than the ratings, on average, in comparison jurisdictions.
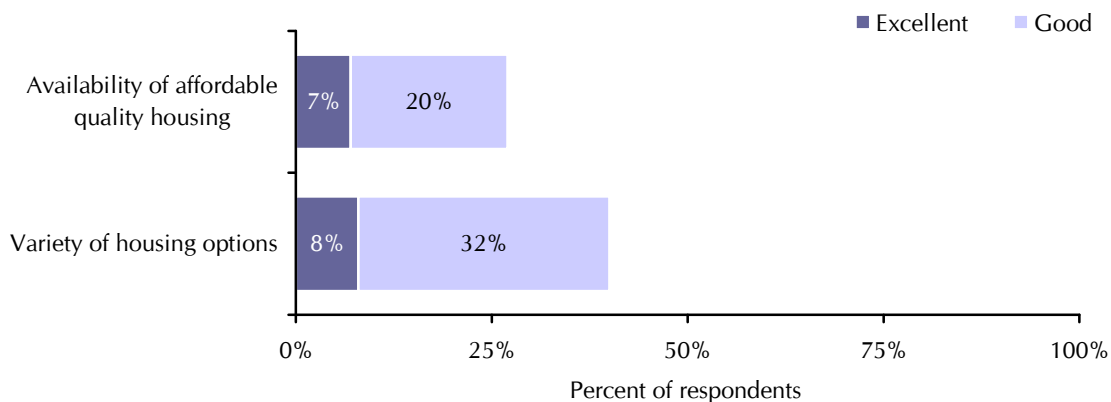
FIGURE 14: RATINGS OF HOUSING IN COMMUNITY

FIGURE 15: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Much below
Variety of housing options	Much below

To augment the perceptions of affordable housing in Park City, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of Park City experiencing housing cost stress. About 40% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 16: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE"

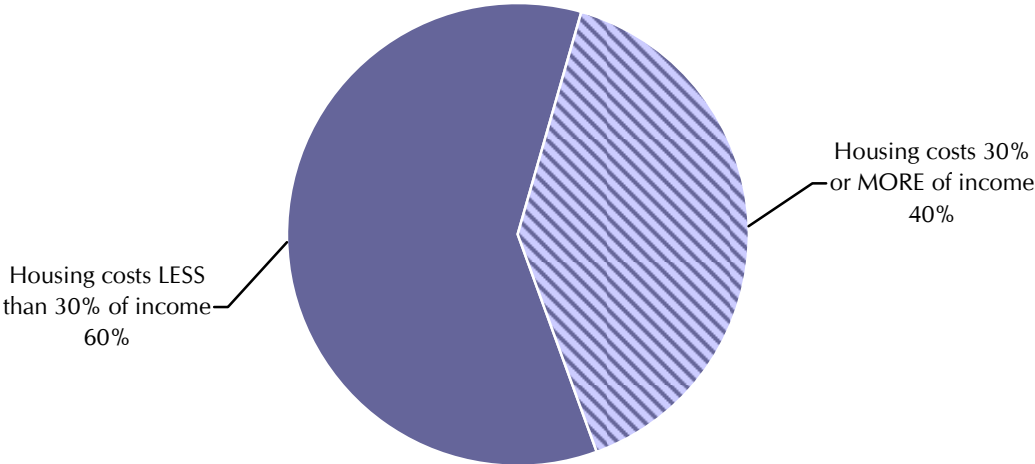Housing costs 30% or MORE of income 40%

Housing costs LESS than 30% of income 60%

FIGURE 17: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or MORE of income)	More

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of Park City and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in Park City was rated as "excellent" by 13% of respondents and as "good" by an additional 47%. The overall appearance of Park City was rated as "excellent" or "good" by 97% of respondents and was much higher than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in Park City, 2% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were rated above the benchmark.

FIGURE 18: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT"
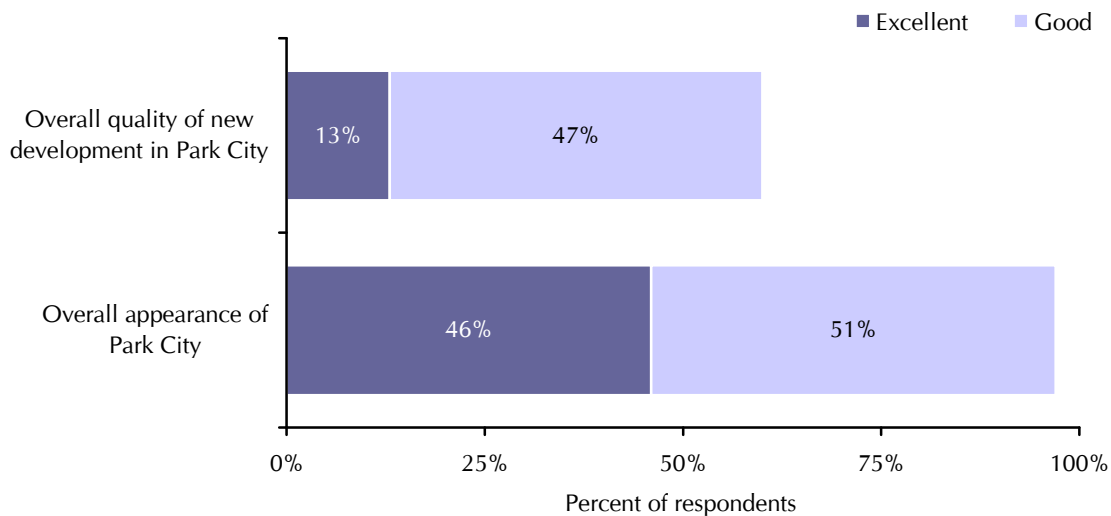
FIGURE 19: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Park City	Similar
Overall appearance of Park City	Much above

FIGURE 20: RATINGS OF POPULATION GROWTH

Much too fast
18%

Much too slow
1%

Somewhat too fast
43%

Somewhat too slow
3%

Right amount
36%
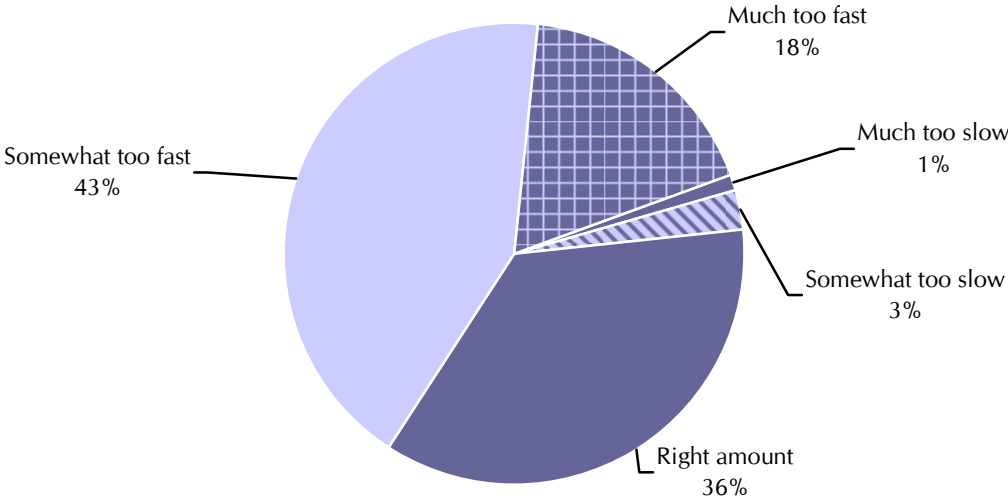
FIGURE 21: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Much more

FIGURE 22: RATINGS OF NUISANCE PROBLEMS

Moderate problem
15%

Minor problem
51%

Major problem
2%

Not a problem
32%
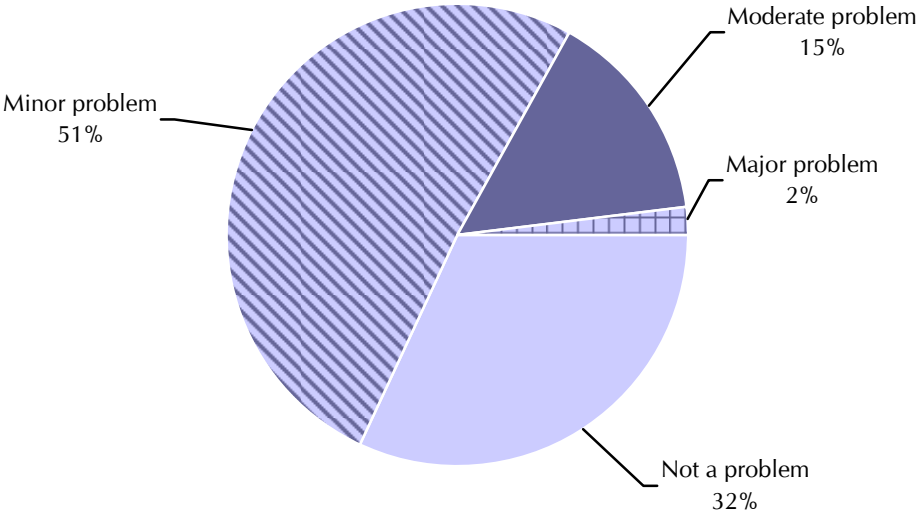
FIGURE 23: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles seen as a "major" problem	Much less

FIGURE 24: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES
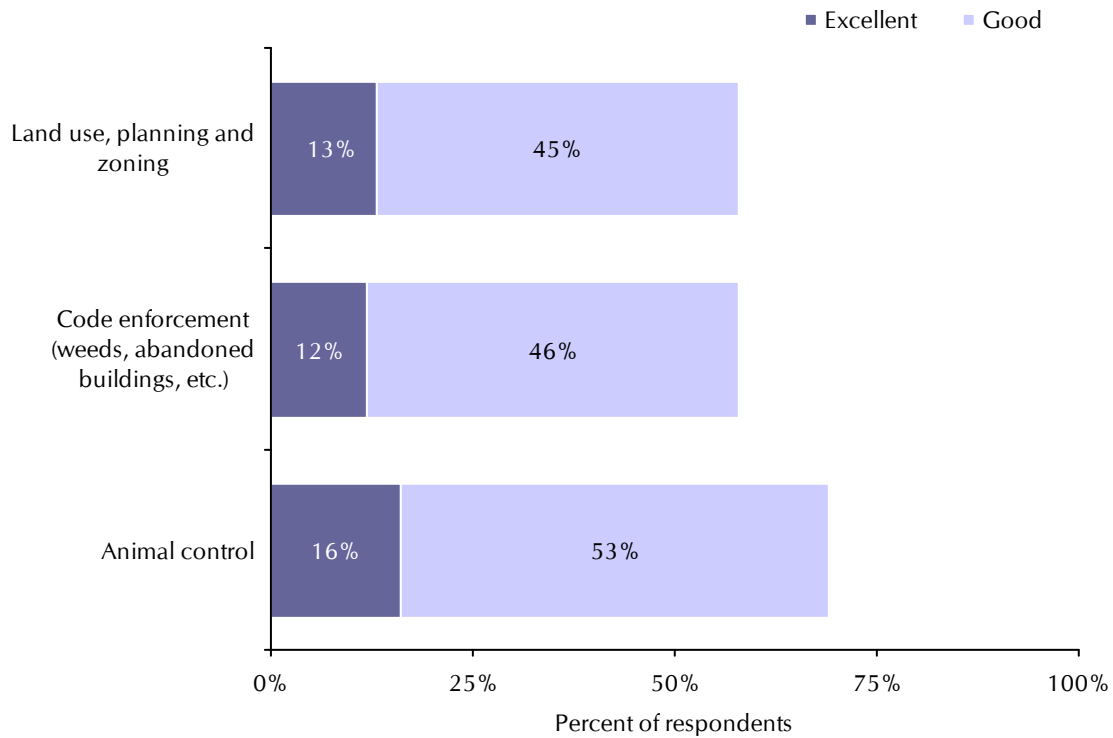
FIGURE 25: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Much above
Code enforcement (weeds, abandoned buildings, etc.)	Much above
Animal control	Above

ECONOMIC SUSTAINABILITY

The United States has been in recession since late 2007 with an accelerated downturn occurring in the fourth quarter of 2008. Officially we emerged from recession in the third quarter of 2009, but high unemployment lingers, keeping a lid on a strong recovery. Many readers worry that the ill health of the economy will color how residents perceive their environment and the services that local government delivers. NRC researchers have found that the economic downturn has chastened Americans' view of their own economic futures but has not colored their perspectives about community services or quality of life.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Park City as a place to work and the overall quality of business and service establishments. Employment opportunities received the lowest rating, but was much above the benchmark.

FIGURE 26: RATINGS OF ECONOMIC SUSTAINABILITY AND OPPORTUNITIES
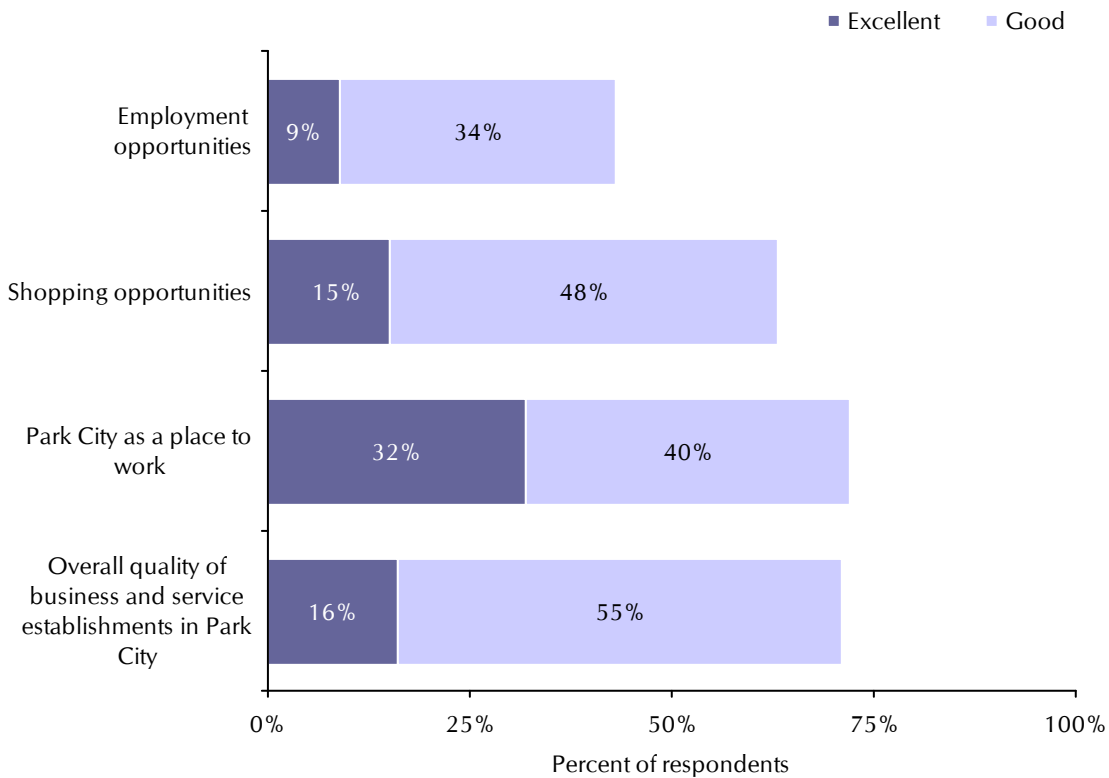
FIGURE 27: ECONOMIC SUSTAINABILITY AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Employment opportunities	Much above
Shopping opportunities	Much above
Park City as a place to work	Much above
Overall quality of business and service establishments in Park City	Above

Residents were asked to evaluate the speed of jobs growth and retail growth on a scale from "much too slow" to "much too fast." When asked about the rate of jobs growth in Park City, 62% responded that it was "too slow," while 16% reported retail growth as "too slow." The proportion of residents that believed retail growth was too slow was much less compared to other jurisdictions, as was the proportion who believed that jobs growth was too slow.

FIGURE 28: RATINGS OF RETAIL AND JOBS GROWTH

Retail Growth

Somewhat too fast 29%

Right amount 49%

Much too fast 5%

Much too slow 1%

Somewhat too slow 15%

Jobs Growth

Somewhat too slow 52%

Right amount 35%

Somewhat too fast 3%

Much too fast 0%

Much too slow 10%
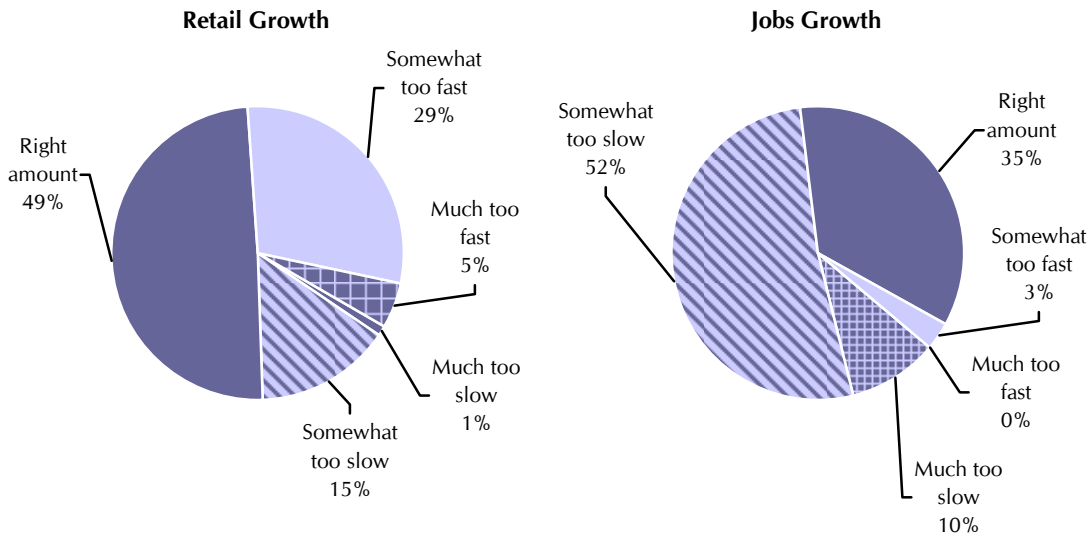
FIGURE 29: RETAIL AND JOBS GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	Much less
Jobs growth seen as too slow	Much less

FIGURE 30: RATINGS OF ECONOMIC DEVELOPMENT SERVICES
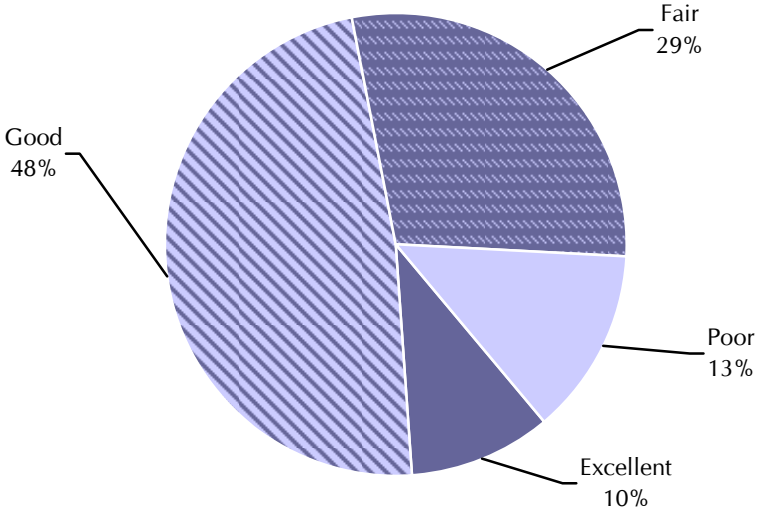
FIGURE 31: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Much above

Residents were asked to reflect on their economic prospects in the near term. Twenty-four percent of Park City residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family, while 37% felt that the economic future would be "somewhat" or "very" negative. The percent of residents with an optimistic outlook on their household income was much greater than that of comparison jurisdictions.

FIGURE 32: RATINGS OF PERSONAL ECONOMIC FUTURE

Somewhat negative
33%

Neutral
39%

Very negative
4%

Very positive
3%

What impact, if any, do you think the economy will have on your family income in the next 6 months?

Somewhat positive
21%
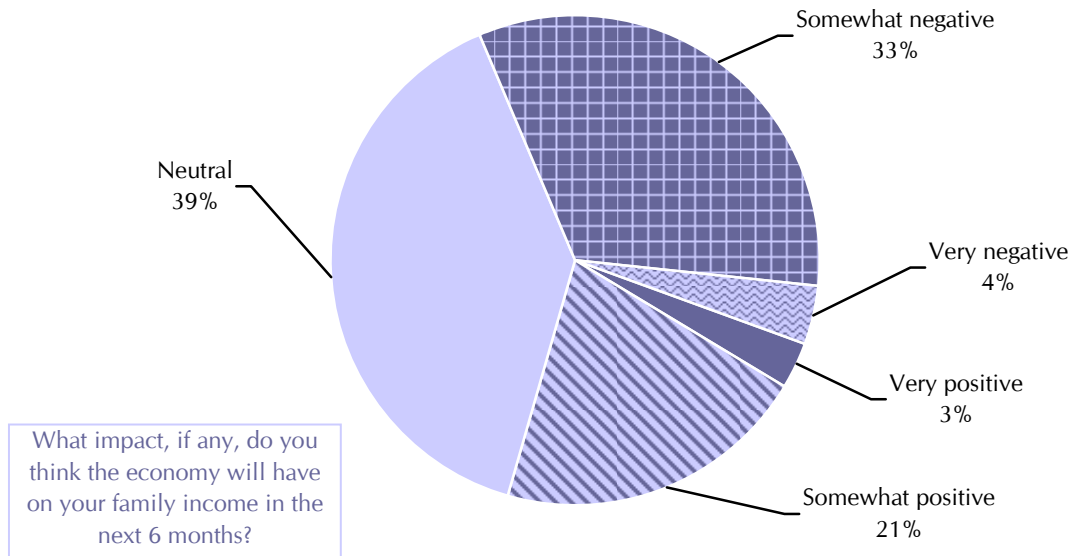
FIGURE 33: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Much above

PUBLIC SAFETY

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

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Nearly all gave positive ratings of safety in Park City. About 96% of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 78% felt "very" or "somewhat" safe from environmental hazards.

FIGURE 34: RATINGS OF COMMUNITY AND PERSONAL PUBLIC SAFETY

■ Very safe ■ Somewhat safe

	Very safe	Somewhat safe
In your neighborhood during the day	89%	9%
In your neighborhood after dark	71%	22%
In Park City's downtown area during the day	88%	10%
In Park City's downtown area after dark	63%	31%
Violent crime (e.g., rape, assault, robbery)	80%	16%
Property crimes (e.g., burglary, theft)	40%	47%
Environmental hazards, including toxic waste	45%	33%

Percent of respondents
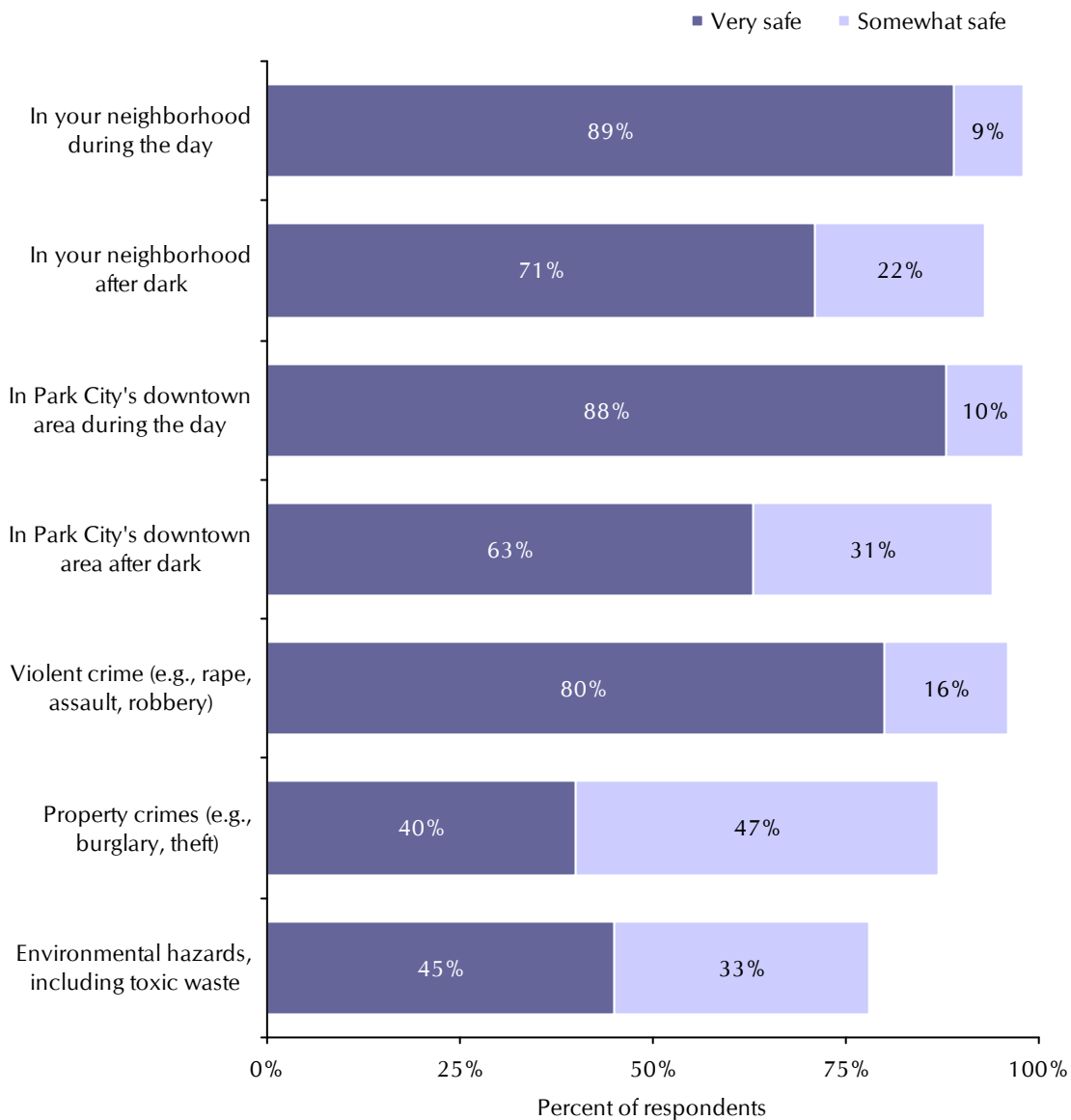
FIGURE 35: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
In your neighborhood during the day	Much above
In your neighborhood after dark	Much above
In Park City's downtown area during the day	Much above
In Park City's downtown area after dark	Much above
Violent crime (e.g., rape, assault, robbery)	Much above
Property crimes (e.g., burglary, theft)	Much above
Environmental hazards, including toxic waste	Similar

As assessed by the survey, 10% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 84% had reported it to police. Compared to other jurisdictions fewer Park City residents had been victims of crime in the 12 months preceding the survey and more Park City residents had reported their most recent crime victimization to the police.

FIGURE 36: CRIME VICTIMIZATION AND REPORTING

During the past 12 months, were you or anyone in your household the victim of any crime?

Yes 84%

Yes 10%

No 90%

No 16%

If yes, was this crime (these crimes) reported to the police?
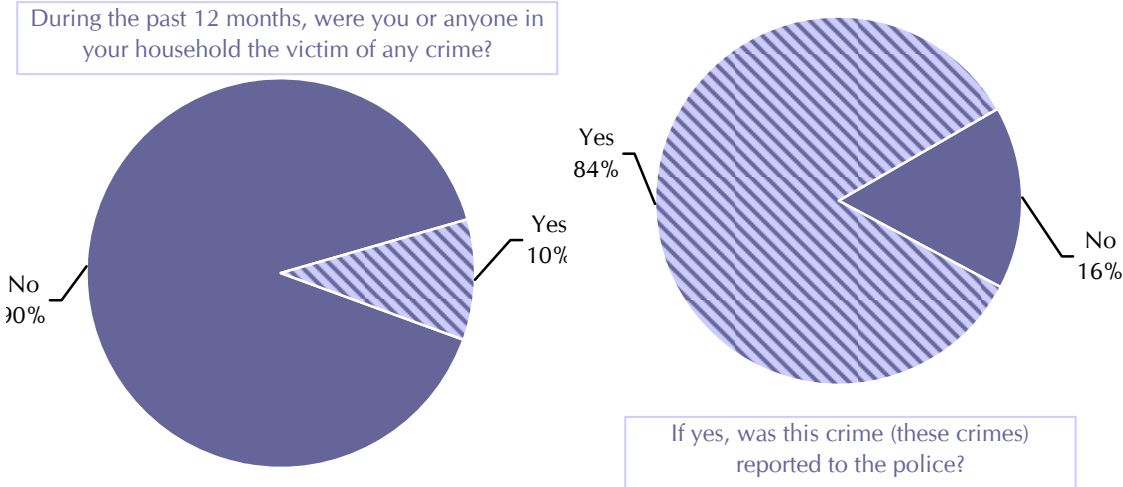
FIGURE 37: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	More

Residents rated eight City public safety services; of these, three were rated above the benchmark comparison and five were rated similar to the benchmark. Fire services and ambulance or emergency medical services received the highest ratings, while traffic enforcement and emergency preparedness received the lowest ratings.

FIGURE 38: RATINGS OF PUBLIC SAFETY SERVICES
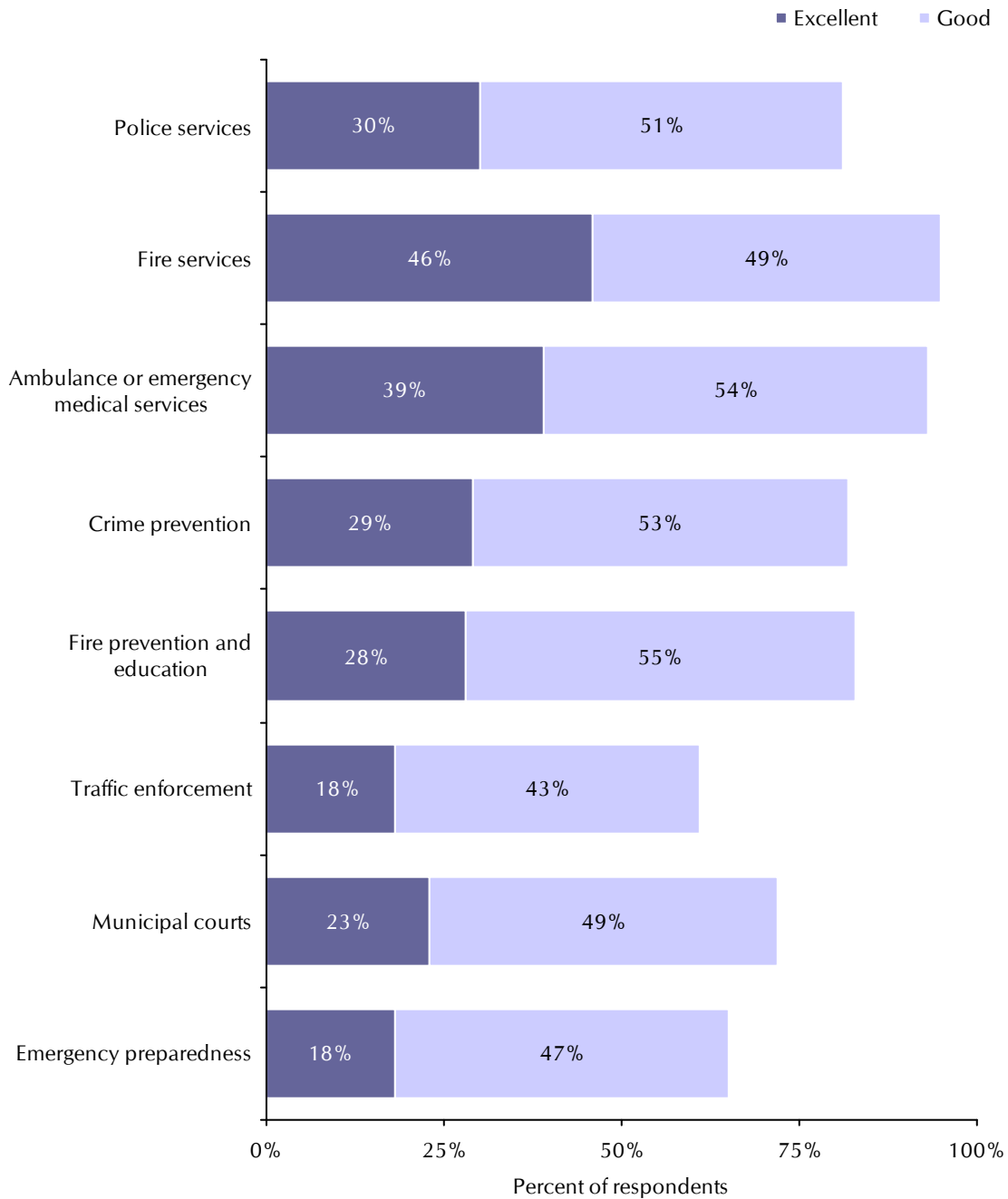
FIGURE 39: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Similar
Fire services	Similar
Ambulance or emergency medical services	Similar
Crime prevention	Much above
Fire prevention and education	Above
Traffic enforcement	Similar
Courts	Above
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Similar

FIGURE 40: CONTACT WITH POLICE DEPARTMENT

Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?

Yes 52%
No 48%

Excellent 45%
Good 33%
Fair 11%
Poor 11%

What was your overall impression of your most recent contact with the Park City Police Department?
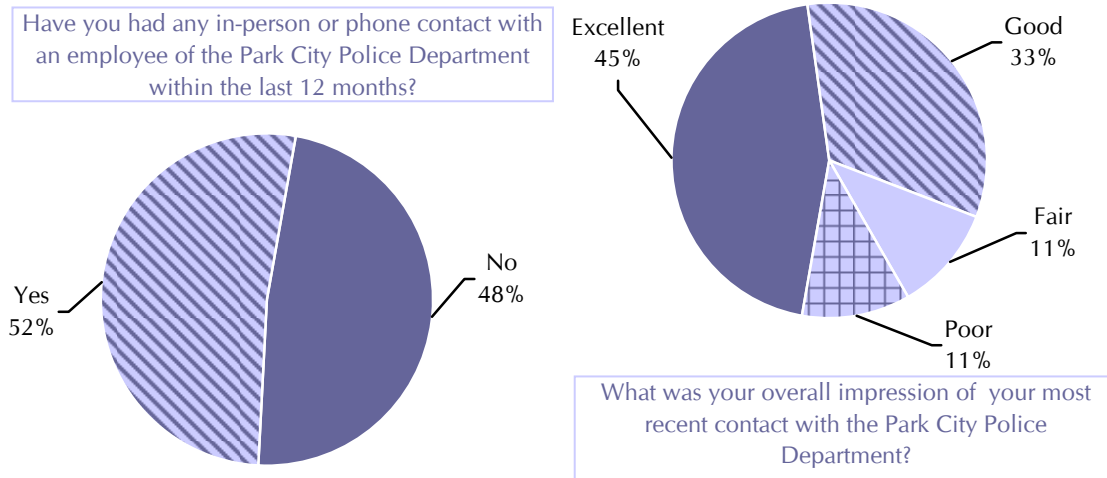
FIGURE 41: CONTACT WITH FIRE SERVICE DISTRICT

Have you had any in-person or phone contact with an employee of the Park City Fire Service District within the last 12 months?

Yes 15%
No 85%

Excellent 51%
Good 39%
Fair 7%
Poor 2%

What was your overall impression of your most recent contact with the Park City Fire Service District?
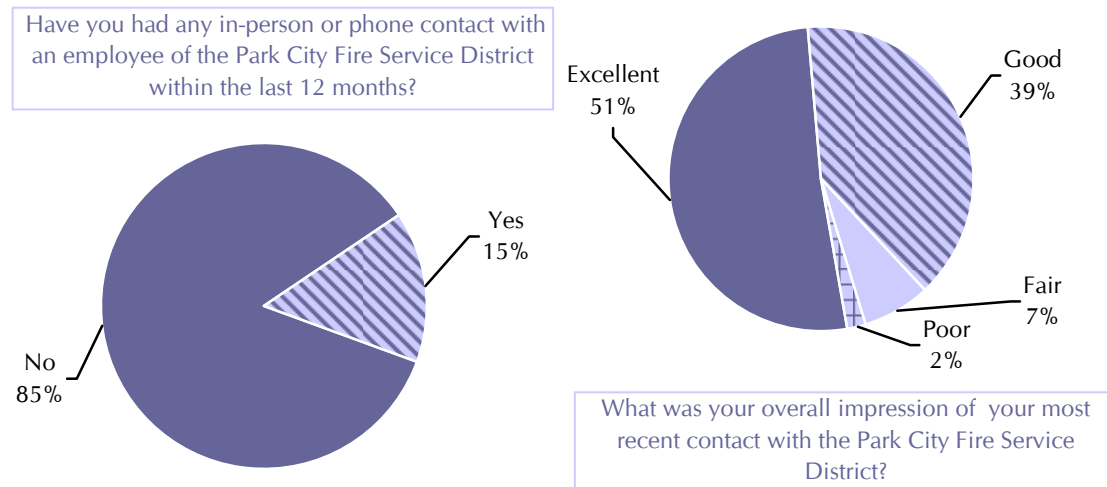
FIGURE 42: CONTACT WITH POLICE AND FIRE DEPARTMENTS BENCHMARKS

	Comparison to benchmark
Had contact with the Park City Police Department	Much more
Overall impression of most recent contact with the Park City Police Department	Above
Had contact with the Park City Fire Service District	Similar
Overall impression of most recent contact with the Park City Fire Service District	Similar

ENVIRONMENTAL SUSTAINABILITY

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears.

Residents of Park City were asked to evaluate their local environment and the services provided to ensure its quality. The quality of the overall natural environment was rated as "excellent" or "good" by 93% of survey respondents. All of the natural environment ratings were much above the benchmark.

FIGURE 43: RATINGS OF THE COMMUNITY'S NATURAL ENVIRONMENT
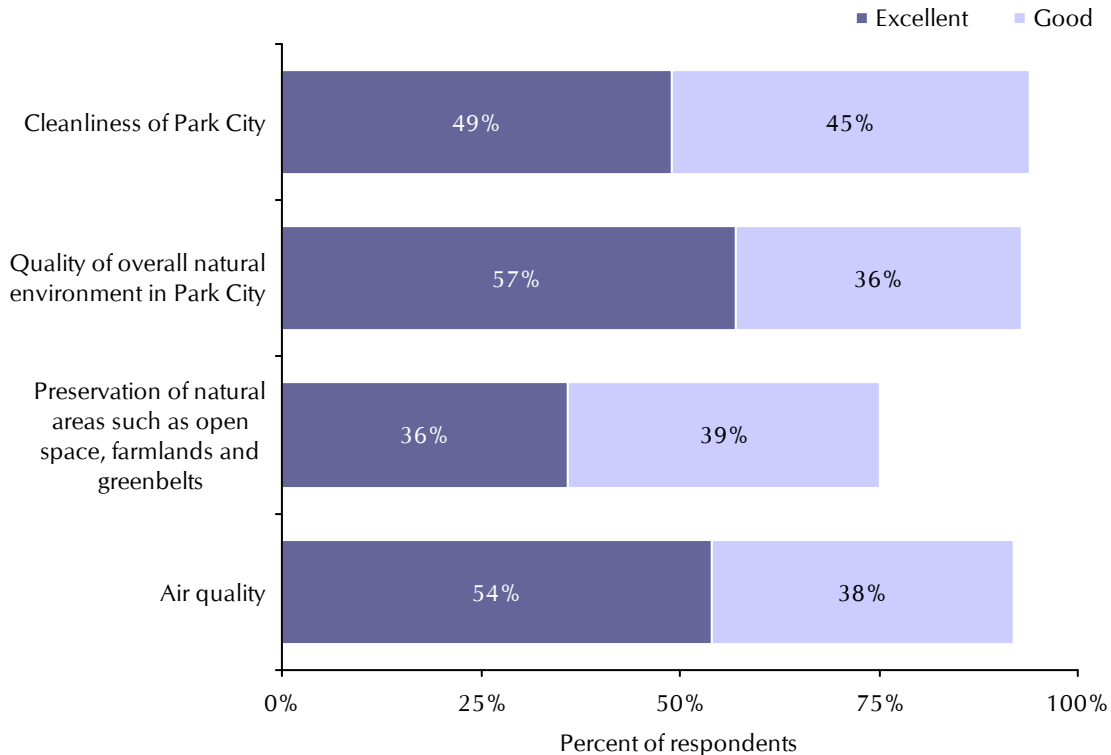
FIGURE 44: COMMUNITY ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Cleanliness of Park City	Much above
Quality of overall natural environment in Park City	Much above
Preservation of natural areas such as open space, farmlands and greenbelts	Much above
Air quality	Much above

Resident recycling was much greater than recycling reported in comparison communities.

FIGURE 45: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

Never
11%

More than 26 times
64%

Once or twice
3%

3 to 12 times
9%

13 to 26 times
14%
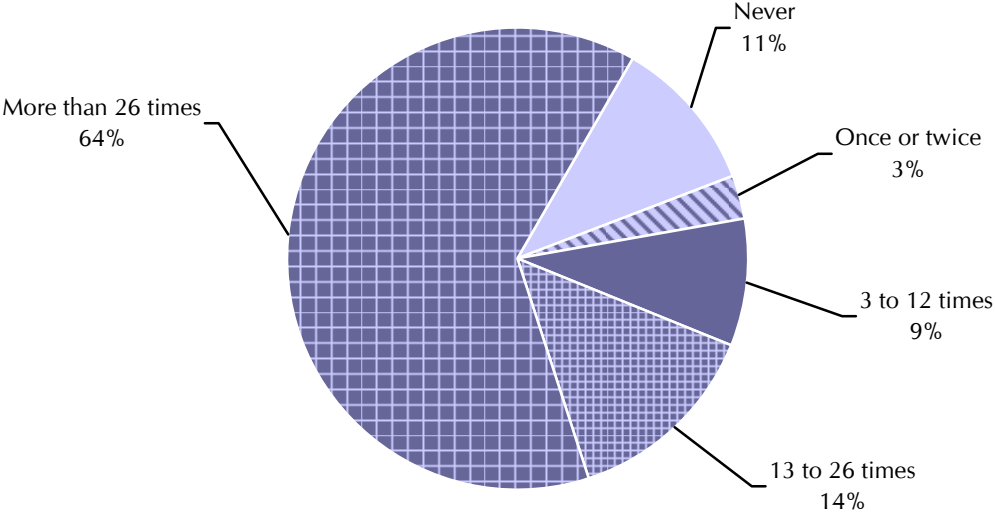
FIGURE 46: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Much more

Of the six utility services rated by those completing the questionnaire, five were higher than the benchmark comparison and one was below.

FIGURE 47: RATINGS OF UTILITY SERVICES

■ Excellent   ■ Good

Power (electric and/or gas) utility: Excellent 27%, Good 58%
Sewer services: Excellent 28%, Good 51%
Drinking water: Excellent 10%, Good 33%
Storm drainage: Excellent 22%, Good 61%
Recycling: Excellent 43%, Good 37%
Garbage collection: Excellent 37%, Good 51%

Percent of respondents
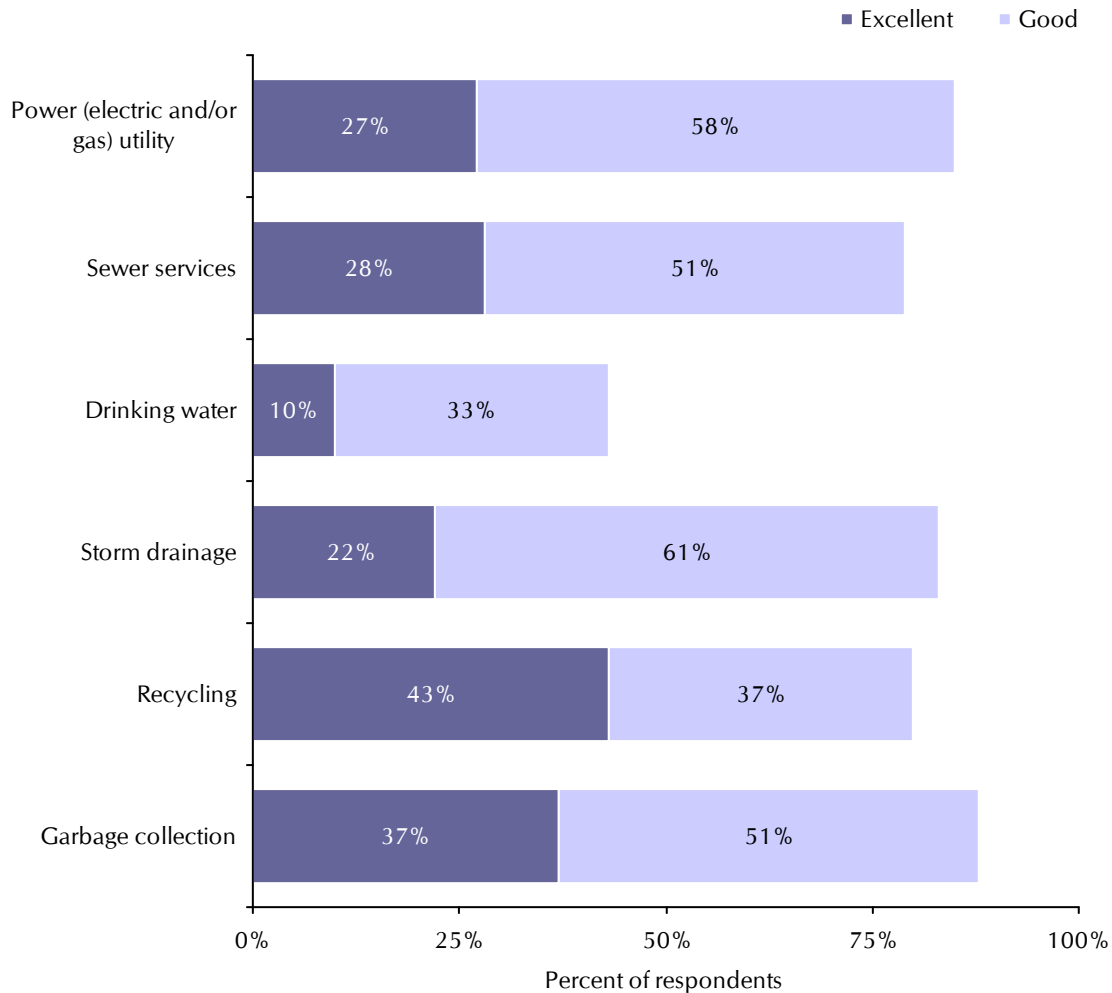
FIGURE 48: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Above
Sewer services	Above
Drinking water	Much below
Storm drainage	Much above
Recycling	Much above
Garbage collection	Above

RECREATION AND WELLNESS

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about opportunities and services related to the community's parks and recreation services.

Recreation opportunities in Park City were rated positively as were services related to parks and recreation. City parks, recreation programs or classes and recreation centers or facilities were rated much higher than the national benchmark.

Resident use of Park City parks and recreation facilities tells its own story about the attractiveness and accessibility of those services. The percent of residents that used Park City recreation centers was much greater than the percent of users in comparison jurisdictions. Similarly, recreation program use in Park City was much higher than use in comparison jurisdictions.

FIGURE 49: RATINGS OF COMMUNITY RECREATIONAL OPPORTUNITIES

Excellent
79%

Good
20%

Fair
1%

Poor
0%
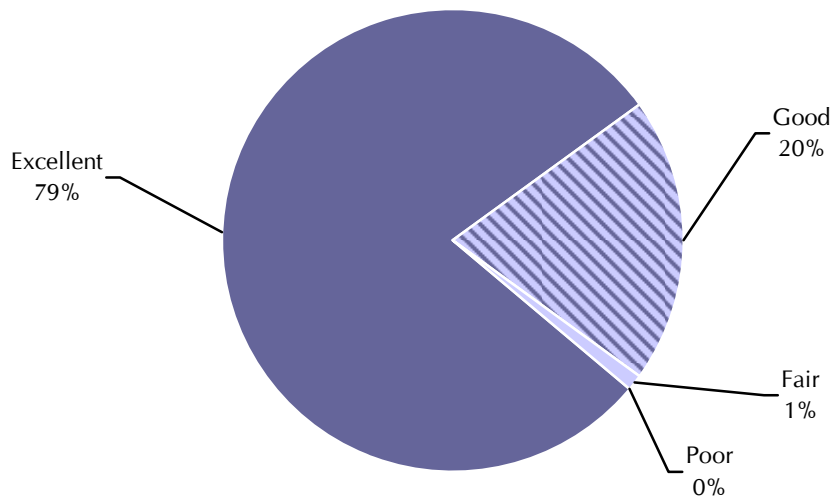
FIGURE 50: COMMUNITY RECREATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Recreation opportunities	Much above

FIGURE 51: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES

Used Park City recreation centers — 83%

Participated in a recreation program or activity — 73%

Visited a neighborhood park or City park — 96%

Percent of respondents who did each at least once in last 12 months
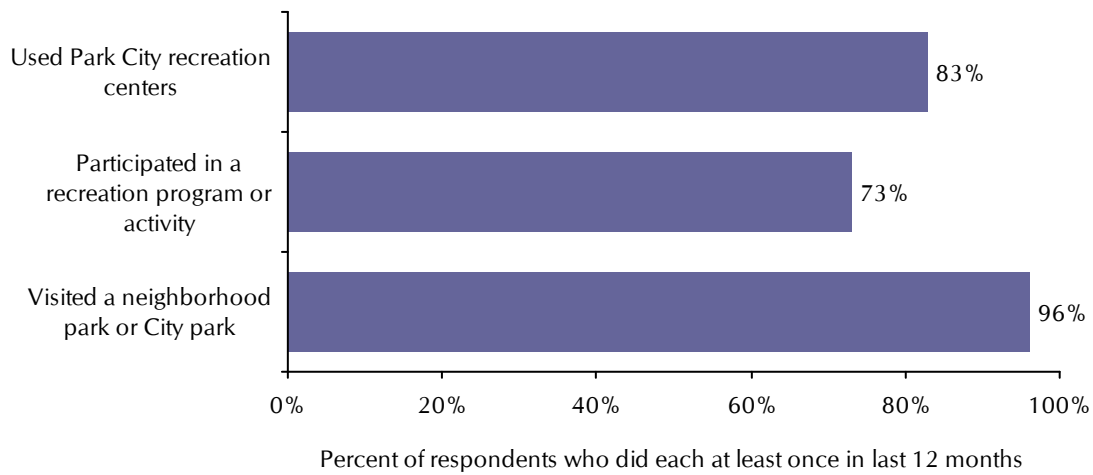
FIGURE 52: PARTICIPATION IN PARKS AND RECREATION OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Park City recreation centers	Much more
Participated in a recreation program or activity	Much more
Visited a neighborhood park or City park	Much more

FIGURE 53: RATINGS OF PARKS AND RECREATION SERVICES

■ Excellent ■ Good

City parks — 65% / 33%

Recreation programs or classes — 48% / 46%

Recreation centers or facilities — 42% / 49%

Percent of respondents
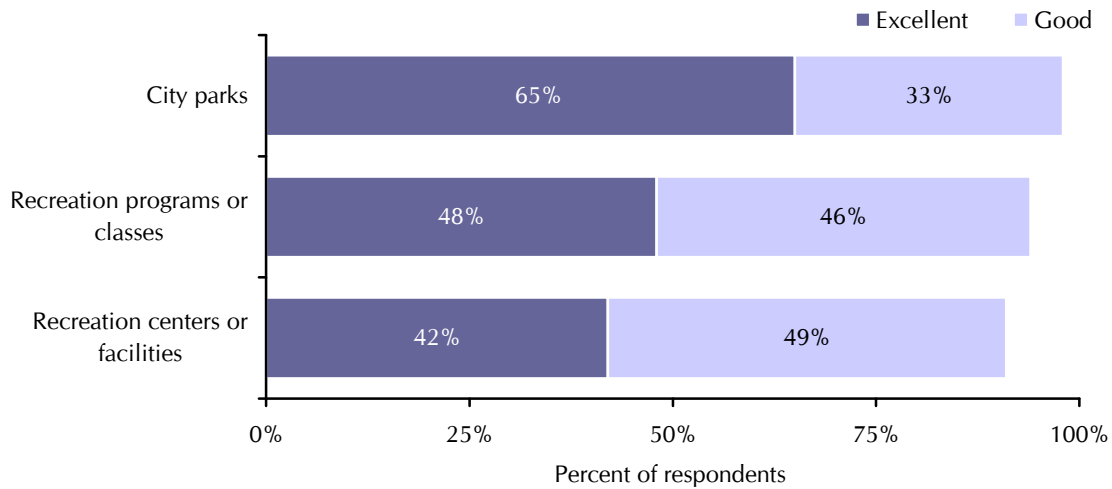
FIGURE 54: PARKS AND RECREATION SERVICES BENCHMARKS

	Comparison to benchmark
City parks	Much above
Recreation programs or classes	Much above
Recreation centers or facilities	Much above

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like individuals who simply go to the office and return home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 75% of respondents. Educational opportunities were rated as "excellent" or "good" by 61% of respondents. Compared to the benchmark data, educational opportunities were similar to the average of comparison jurisdictions, while cultural activity opportunities were rated much above the benchmark comparison.

About 82% of Park City residents used a City library at least once in the 12 months preceding the survey. This participation rate for library use was much above the comparison jurisdictions.

FIGURE 55: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES
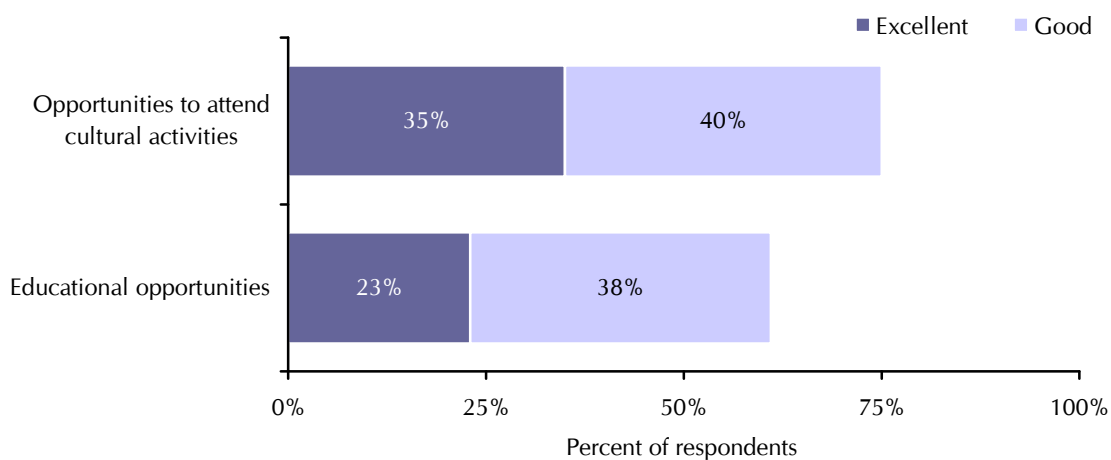
FIGURE 56: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Much above
Educational opportunities	Similar

FIGURE 57: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

Percent of respondents who did each at least once in last 12 months
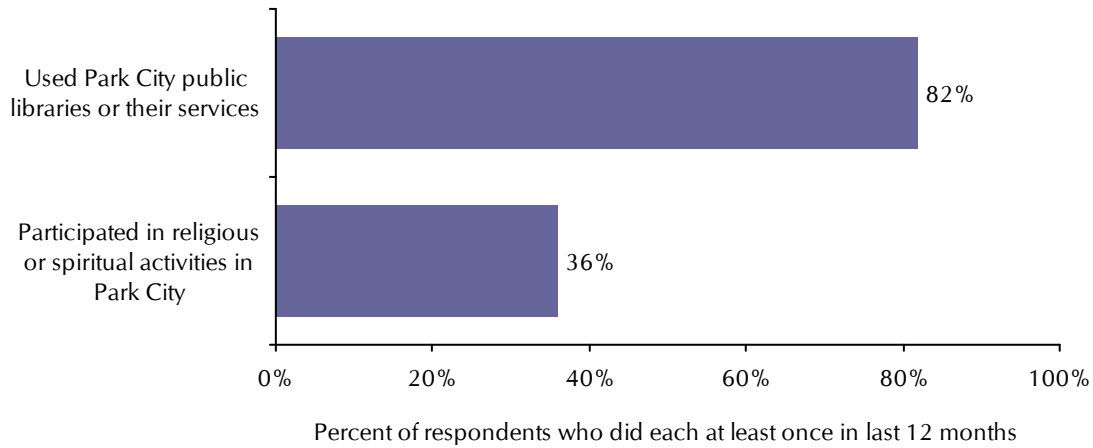
FIGURE 58: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Park City public libraries or their services	Much more
Participated in religious or spiritual activities in Park City	Much less

FIGURE 59: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES

Percent of respondents
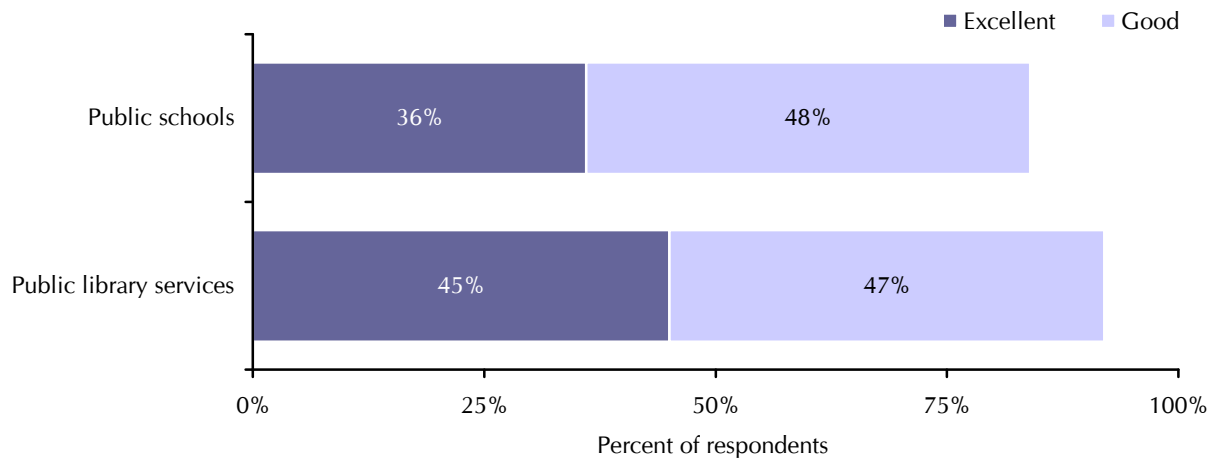
FIGURE 60: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Much above
Public library services	Much above

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of Park City were asked to rate the community's health services as well as the availability of health care and preventive health care services.

Among Park City residents, 23% rated affordable quality health care as "excellent" while 47% rated it as "good." Those ratings were much above the ratings of comparison communities.

FIGURE 61: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES
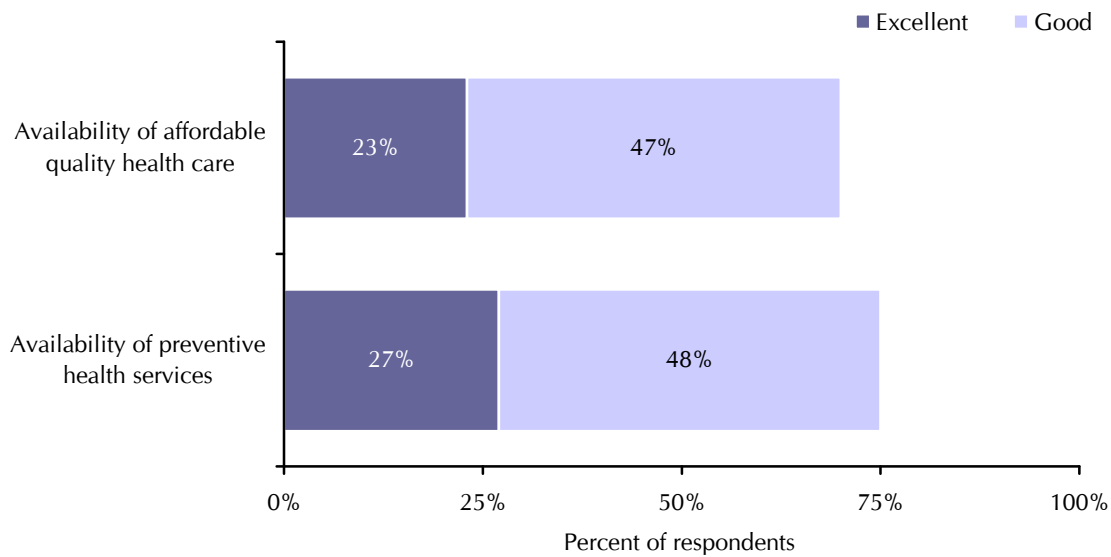
FIGURE 62: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Much above
Availability of preventive health services	Much above

Health services in Park City were rated "excellent" or "good buy 85% of respondents and were much above the benchmark.

FIGURE 63: RATINGS OF HEALTH AND WELLNESS SERVICES

Good
54%

Fair
13%

Poor
3%

Excellent
31%
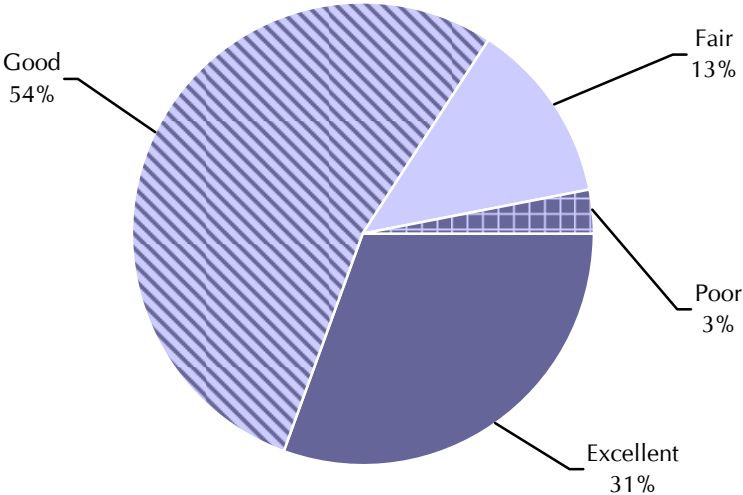
FIGURE 64: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Much above

COMMUNITY INCLUSIVENESS

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of Park City as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

A high percentage of residents rated Park City as an "excellent" or "good" place to raise kids and a high percentage rated it as an excellent or good place to retire. Most residents felt that the local sense of community was "excellent" or "good." A majority of survey respondents felt Park City was open and accepting towards people of diverse backgrounds. The availability of affordable quality child care was rated the lowest by residents and was much lower than the benchmark.

FIGURE 65: RATINGS OF COMMUNITY QUALITY AND INCLUSIVENESS
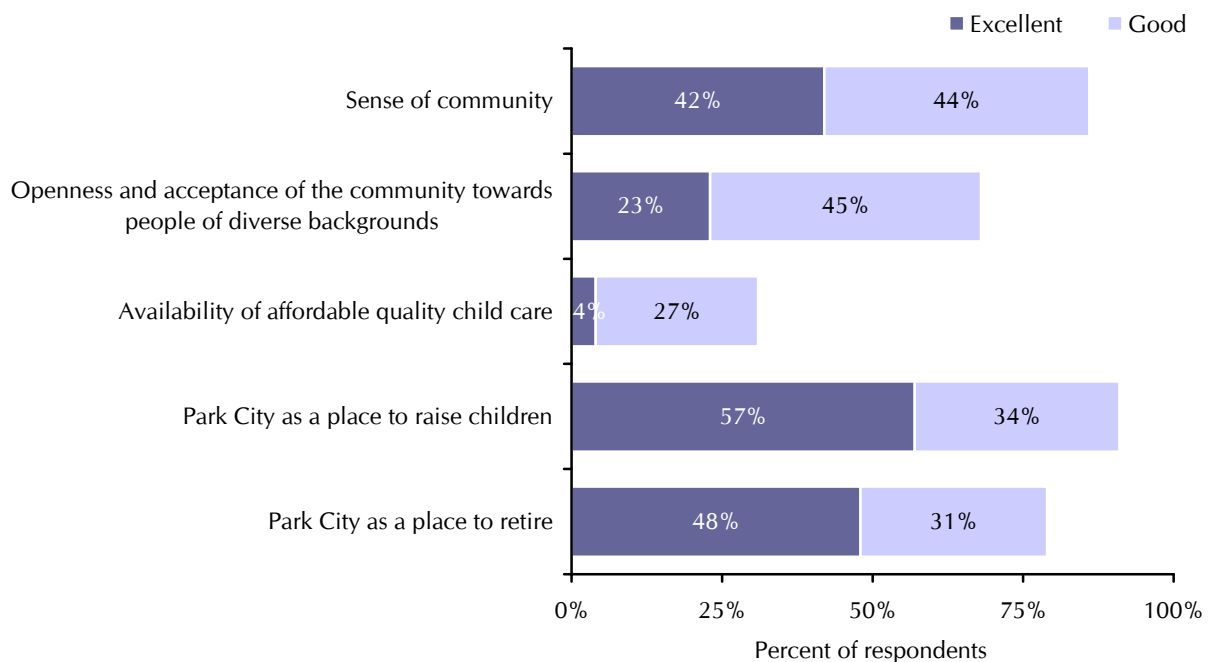
FIGURE 66: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Much above
Openness and acceptance of the community toward people of diverse backgrounds	Above
Availability of affordable quality child care	Much below
Park City as a place to raise kids	Much above
Park City as a place to retire	Much above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 49% to 86% with ratings of "excellent" or "good." These services were all rated above the benchmark.

FIGURE 67: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS
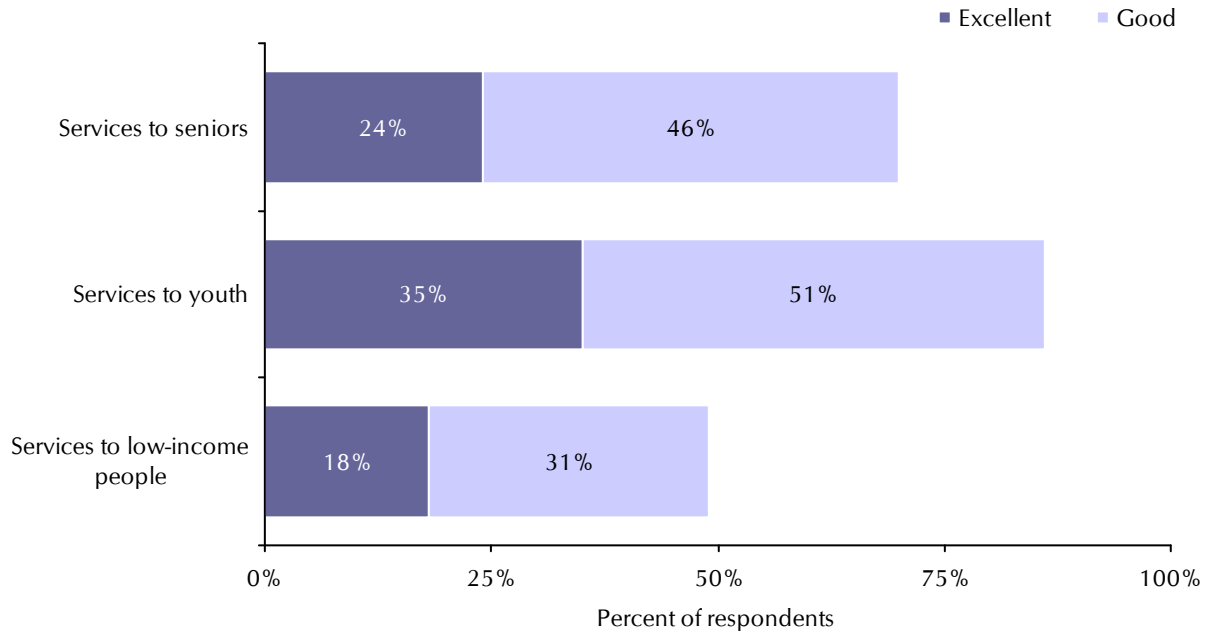
FIGURE 68: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Above
Services to youth	Much above
Services to low income people	Above

CIVIC ENGAGEMENT

Community leaders cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the City can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of Park City. Survey participants rated the volunteer opportunities in Park City favorably. Opportunities to attend or participate in community matters were rated "excellent" or "good" by 84% of respondents.

Ratings of civic engagement opportunities were much above ratings from comparison jurisdictions where these questions were asked.

FIGURE 69: RATINGS OF CIVIC ENGAGEMENT OPPORTUNITIES
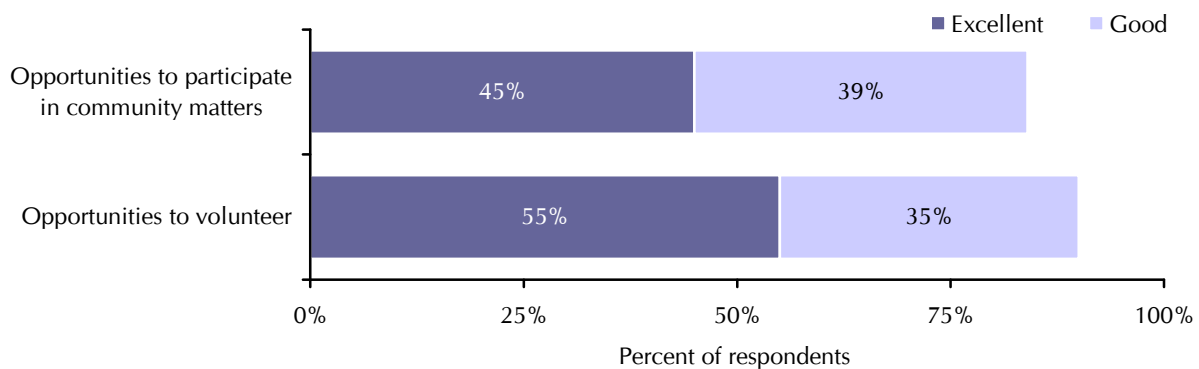
FIGURE 70: CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in community matters	Much above
Opportunities to volunteer	Much above

Nearly half of the participants in this survey had attended a public meeting, and even more had volunteered time to a group or participated in a club or civic group in the 12 months prior to the survey. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Those who had provided help to a friend or neighbor showed similar rates of involvement; while those who had attended a meeting of local elected officials or other local public meeting, volunteered or participated in a club or civic group in Park City showed much higher rates of community engagement.

FIGURE 71: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES

Percent of respondents who did each at least once in last 12 months
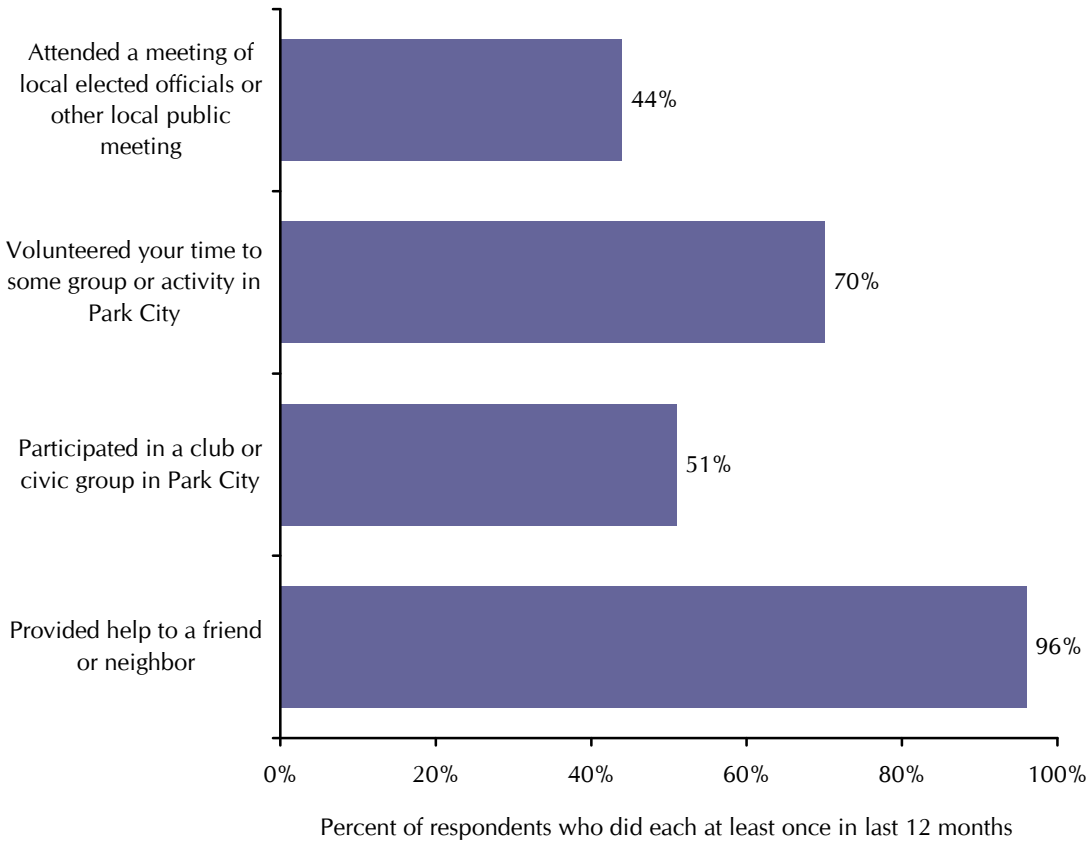
FIGURE 72: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Much more
Volunteered your time to some group or activity in Park City	Much more
Participated in a club or civic group in Park City	Much more
Provided help to a friend or neighbor	Similar

Park City residents showed a large amount of civic engagement in the area of electoral participation. Eighty- one percent reported they were registered to vote and 72% indicated they had voted in the last general election. This rate of self-reported voting was about the same as that of comparison communities.

FIGURE 73: REPORTED VOTING BEHAVIOR
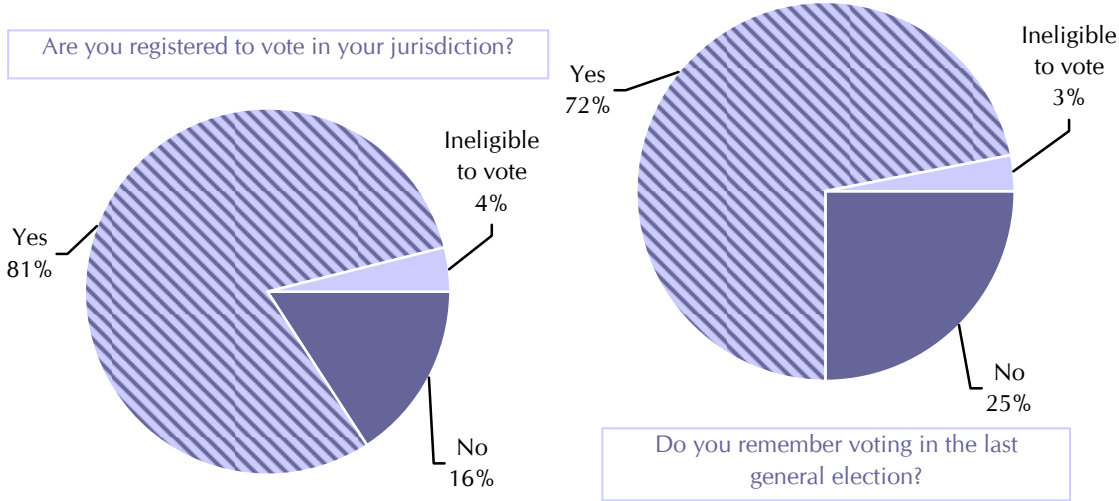
FIGURE 74: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	Similar

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Park City Web site in the previous 12 months, 75% reported they had done so at least once. Public information services were rated favorably compared to benchmark data.

FIGURE 75: USE OF INFORMATION SOURCES

Percent of respondents who did each at least once in last 12 months
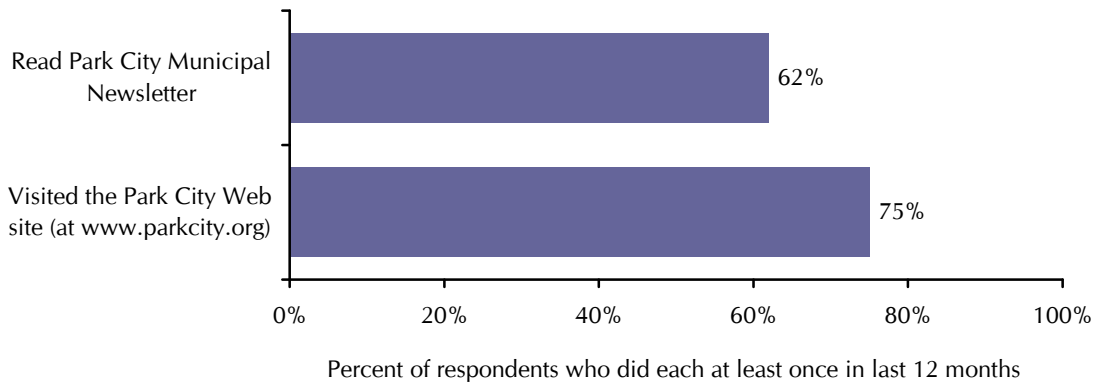
FIGURE 76: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read the Park City Municipal Newsletter	Much less
Visited the Park City Web site	Much more

FIGURE 77: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION

Percent of respondents
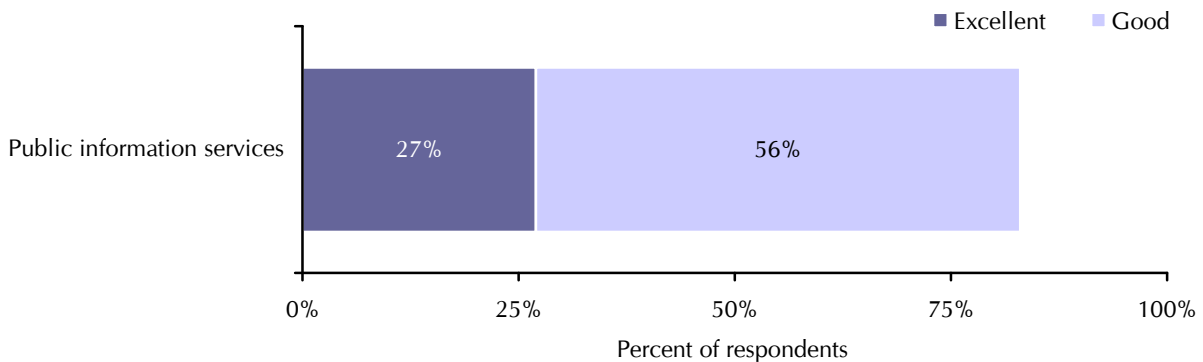
FIGURE 78: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Public information services	Much above

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 88% of respondents, while a similar proportion rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 79: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES
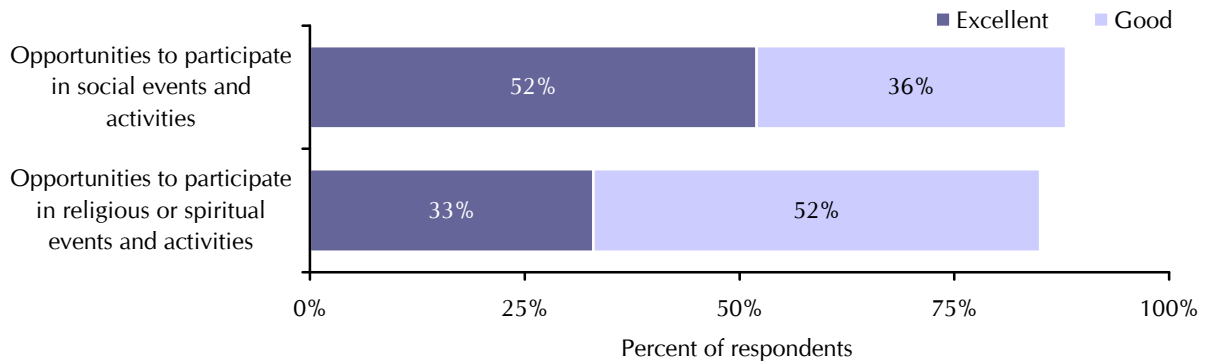
FIGURE 80: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Much above
Opportunities to participate in religious or spiritual events and activities	Above

Residents in Park City reported a strong amount of neighborliness. About 54% indicated talking or visiting with their neighbors at least several times a week. This amount of contact with neighbors was more than the amount of contact reported in other communities.

FIGURE 81: CONTACT WITH IMMEDIATE NEIGHBORS

About how often, if at all, do you talk to or visit with your immediate neighbors?
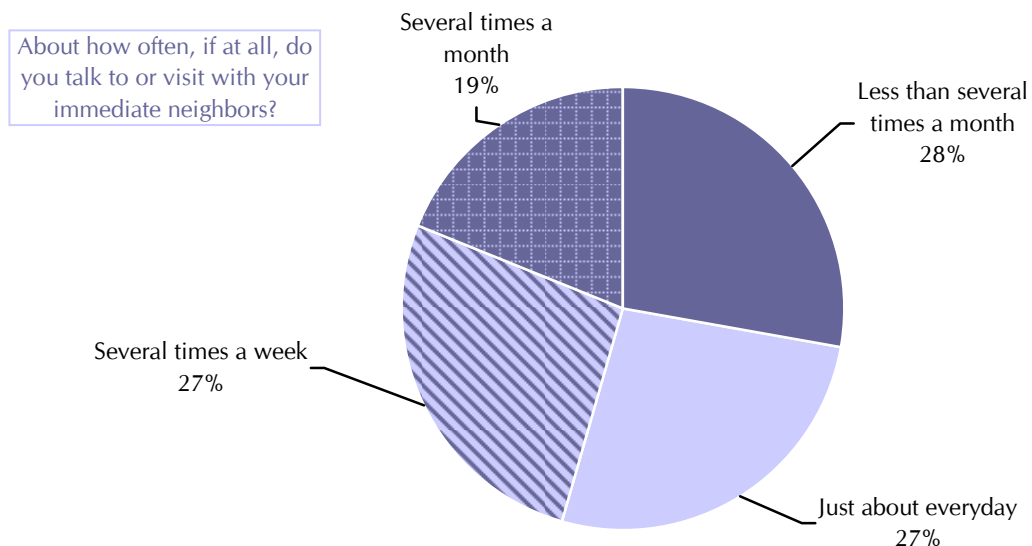
FIGURE 82: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least several times per week	More

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction Park City is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by Park City could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about Park City may be colored by their dislike of what all levels of government provide.

A majority of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job Park City does at welcoming citizen involvement, 80% rated it as "excellent" or "good." Of these four ratings, all were rated much higher than the benchmark.

FIGURE 83: PUBLIC TRUST RATINGS
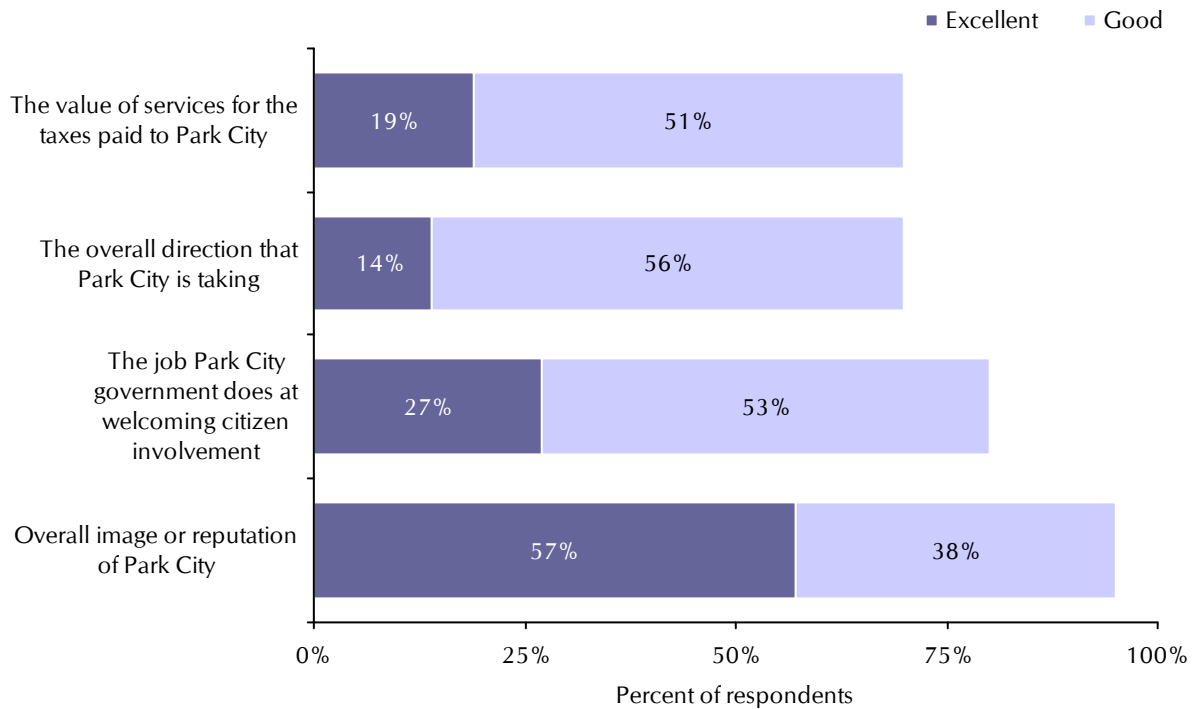
FIGURE 84: PUBLIC TRUST BENCHMARKS

	Comparison to benchmark
Value of services for the taxes paid to Park City	Much above
The overall direction that Park City is taking	Much above
Job Park City government does at welcoming citizen involvement	Much above
Overall image or reputation of Park City	Much above

On average, residents of Park City gave the highest evaluations to their own local government and the lowest average rating to the State and Federal Governments. The overall quality of services delivered by the Park City Municipal Government was rated as "excellent" or "good" by 82% of survey participants. Park City's rating was above the benchmark when compared to other communities.

FIGURE 85: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS
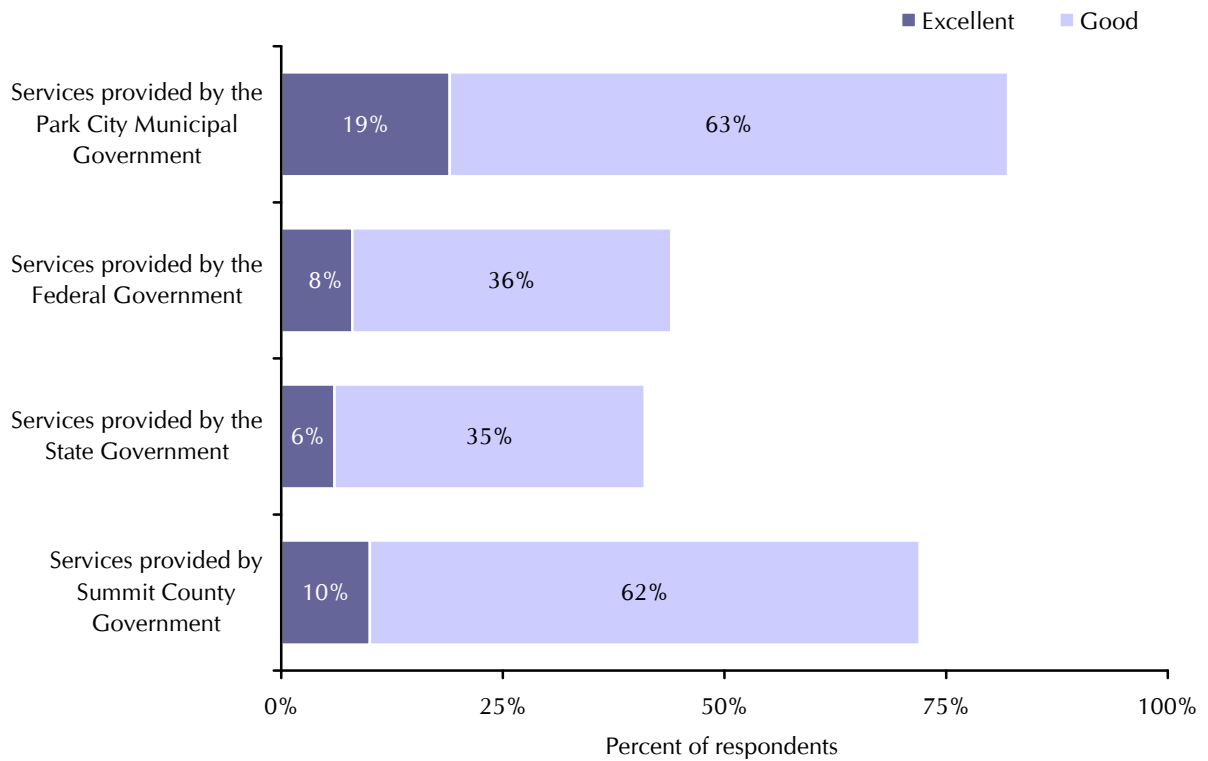
FIGURE 86: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the Park City Municipal Government	Above
Services provided by the Federal Government	Similar
Services provided by the State Government	Similar
Services provided by Summit County Government	Much above

Park City Employees

The employees of Park City who interact with the public create the first impression that most residents have of Park City. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of Park City. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with Park City staff.

Those completing the survey were asked if they had been in contact with a City employee either in-person, over the phone or via email in the last 12 months; the 57% who reported that they had been in contact (a percent that is similar to the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. City employees were rated highly; 77% of respondents rated their overall impression as "excellent" or "good."

FIGURE 87: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH CITY EMPLOYEES IN PREVIOUS 12 MONTHS

Have you had any in-person, phone or email contact with an employee of Park City within the last 12 months?

Yes 57%

No 43%
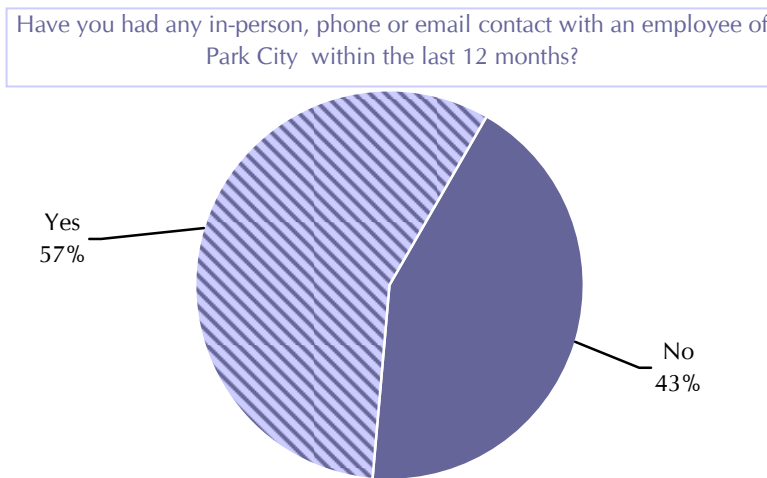
FIGURE 88: CONTACT WITH CITY EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with City employee(s) in last 12 months	Similar

FIGURE 89: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT)

Percent of respondents who had contact with an employee in previous 12 months
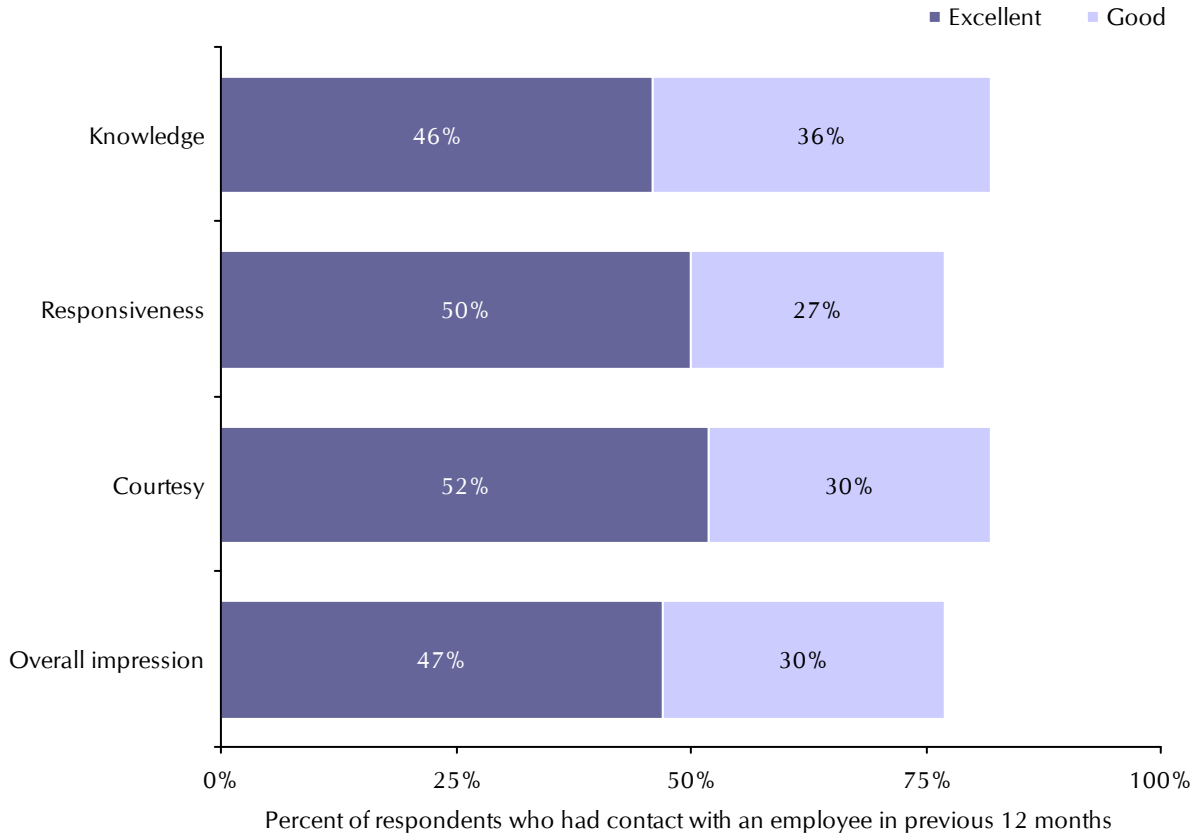
FIGURE 90: RATINGS OF CITY EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Knowledge	Above
Responsiveness	Above
Courteousness	Above
Overall impression	Above

From Data to Action

Resident Priorities

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis (KDA). The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using KDA, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A KDA was conducted for Park City by examining the relationships between ratings of each service and ratings of Park City's overall services. Those Key Driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, Park City can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Because a strong correlation is not the same as a cause, there is no guarantee that improving ratings on key drivers necessarily will improve ratings. What is certain from these analyses is that key drivers are good predictors of overall resident opinion and that the key drivers presented may be useful focus areas to consider for enhancement of overall service ratings.

Services found to be most strongly correlated with ratings of overall service quality from the Park City Key Driver Analysis were:

- Police Services
- Recreation centers or facilities

PARK CITY ACTION CHART™

The 2011 Park City Action Chart™ on the following page combines two dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the national benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (⚷) next to a service box indicates it as a key driver for the City.

Twenty-eight services were included in the KDA for Park City. Of these, 21 were above the benchmark, one was below the benchmark and six were similar to the benchmark.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In the case of Park City, no key drivers were below the benchmark. Therefore, Park City may wish to seek improvements to police services, as these key drivers received ratings similar to other benchmark jurisdictions. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

FIGURE 91: CITY OF PARK CITY ACTION CHART

Overall Quality of Park City Services

Community Design

Planning and zoning	Animal control
Code enforcement	Street repair
Economic development	Snow removal
Sidewalk maintenance	Bus/transit services
Street lighting	Street cleaning
Traffic signal timing	

Public Safety

EMS	Police services
Traffic enforcement	Fire services

Recreation and Wellness

City parks	Health services
Library	Recreation facilities
Recreation programs	

Environmental Sustainability

Drinking water	Recycling
Garbage collection	Sewer services
Power utility	Storm drainage
Preservation of natural areas	

Civic Engagement

Public information

Legend

Above Benchmark	Similar to Benchmark	Below Benchmark

Key Driver

The National Citizen Survey™ by National Research Center, Inc.

Using Your Action Chart™

The key drivers derived for Park City provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit Park City, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Park City, planning and zoning and police services may be obvious links to overall service delivery (and each is a key driver from our national database), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police and land use planning to be delivered. But animal control could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of animal control, was there a visible case of violation prior to the survey data collection? Do Park City residents have different expectations for animal control than what current policy provides? Are the rare instances of violation serious enough to cause a word of mouth campaign about service delivery?

If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

In the following table, we have listed your key drivers, core services and the national key drivers and we have indicated (in bold typeface and with the symbol "•"), the Park City key drivers that overlap core services or the nationally derived keys. In general, key drivers below the benchmark may be targeted for improvement. Additionally, we have indicated (with the symbol "°") those services that neither are local nor national key drivers nor are they core services. It is these services that could be considered first for resource reductions.

FIGURE 92: KEY DRIVERS COMPARED

Service	Park City Key Driver	National Key Driver	Core Service
• **Police services**	✓	✓	✓
Fire services			✓
Ambulance and emergency medical services			✓
° Traffic enforcement			
Street repair			✓
° Street cleaning			
° Street lighting			
° Snow removal			
° Sidewalk maintenance			
° Traffic signal timing			
° Bus or transit services			
Garbage collection			✓
° Recycling			
Storm drainage			✓
Drinking water			✓
Sewer services			✓
Power (electric and/or gas) utility			✓
° City parks			
° Recreation programs or classes			
Recreation centers or facilities	✓		
Land use planning and zoning		✓	
Code enforcement			✓
° Animal control			
Economic development		✓	
Health services			✓
° Public library			
Public information services		✓	
° Preservation of natural areas			

• Key driver overlaps with national and or core services
° Service may be targeted for reductions it is not a key driver or core service

CUSTOM QUESTIONS

"Don't know" responses have been removed from the following questions, when applicable.

Custom Question 1	
FEMA recommends that each household have sufficient food, water and other necessities to cover a 72-hour time frame during an emergency. How prepared, if at all, is your household for an emergency?	Percent of respondents
Fully prepared	16%
Somewhat prepared	62%
Not at all prepared	22%
Total	100%

Custom Question 2									
Reducing the size of the Treasure Hill project would require a voter-approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:	$500 or more per year	$400 to $499 per year	$300 to $399 per year	$200 to $299 per year	$100 to $199 per year	$50 to $99 per year	$1 to $49 per year	$0/not willing to pay additional funds	Total
Removing ALL of the density from Treasure Hill approximately 400,000 square feet, and preserving the land as Open Space:	17%	5%	7%	5%	11%	13%	15%	28%	100%
Reallocate approximately 100,000 square feet of the Treasure Hill Project to the Park City Mountain Resort and leave approximately 200,000 square feet at Treasure Hill as a hotel:	8%	0%	2%	4%	9%	10%	18%	49%	100%

Appendix A: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Park City:	Excellent	Good	Fair	Poor	Total
Park City as a place to live	78%	21%	1%	0%	100%
Your neighborhood as a place to live	54%	36%	9%	0%	100%
Park City as a place to raise children	57%	34%	9%	1%	100%
Park City as a place to work	32%	40%	22%	6%	100%
Park City as a place to retire	48%	31%	15%	6%	100%
The overall quality of life in Park City	65%	32%	2%	0%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	42%	44%	11%	3%	100%
Openness and acceptance of the community towards people of diverse backgrounds	23%	45%	26%	6%	100%
Overall appearance of Park City	46%	51%	2%	1%	100%
Cleanliness of Park City	49%	45%	6%	1%	100%
Overall quality of new development in Park City	13%	47%	32%	9%	100%
Variety of housing options	8%	32%	37%	23%	100%
Overall quality of business and service establishments in Park City	16%	55%	25%	3%	100%
Shopping opportunities	15%	48%	29%	8%	100%
Opportunities to attend cultural activities	35%	40%	21%	4%	100%
Recreational opportunities	79%	20%	1%	0%	100%
Employment opportunities	9%	34%	41%	17%	100%
Educational opportunities	23%	38%	28%	11%	100%
Opportunities to participate in social events and activities	52%	36%	10%	1%	100%
Opportunities to participate in religious or spiritual events and activities	33%	52%	12%	2%	100%
Opportunities to volunteer	55%	35%	9%	0%	100%
Opportunities to participate in community matters	45%	39%	11%	5%	100%
Ease of car travel in Park City	29%	46%	20%	5%	100%
Ease of bus travel in Park City	61%	33%	6%	1%	100%
Ease of bicycle travel in Park City	50%	44%	5%	1%	100%
Ease of walking in Park City	49%	42%	8%	0%	100%
Availability of paths and walking trails	62%	31%	6%	1%	100%
Traffic flow on major streets	13%	54%	26%	6%	100%

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent	Good	Fair	Poor	Total
Amount of public parking	13%	46%	29%	12%	100%
Availability of affordable quality housing	7%	20%	39%	35%	100%
Availability of affordable quality child care	4%	27%	43%	27%	100%
Availability of affordable quality health care	23%	47%	25%	6%	100%
Availability of preventive health services	27%	48%	21%	4%	100%
Air quality	54%	38%	6%	2%	100%
Quality of overall natural environment in Park City	57%	36%	6%	0%	100%
Overall image or reputation of Park City	57%	38%	4%	0%	100%

Question 3: Growth						
Please rate the speed of growth in the following categories in Park City over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	1%	3%	36%	43%	18%	100%
Retail growth (stores, restaurants, etc.)	1%	15%	49%	29%	5%	100%
Jobs growth	10%	52%	35%	3%	0%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Park City?	Percent of respondents
Not a problem	32%
Minor problem	51%
Moderate problem	15%
Major problem	2%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Park City:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	80%	16%	4%	0%	0%	100%
Property crimes (e.g., burglary, theft)	40%	47%	7%	5%	2%	100%
Environmental hazards, including toxic waste	45%	33%	13%	7%	1%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	89%	9%	2%	0%	0%	100%
In your neighborhood after dark	71%	22%	6%	1%	0%	100%
In Park City's downtown area during the day	88%	10%	2%	0%	0%	100%
In Park City's downtown area after dark	63%	31%	4%	2%	0%	100%

Question 7: Contact with Police Department		
Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?	48%	52%

Question 8: Ratings of Contact with Police Department				
What was your overall impression of your most recent contact with the Park City Police Department?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Park City Police Department?	45%	33%	11%	11%

Question 9: Crime Victim	
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	90%
Yes	10%
Total	100%

Question 10: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	16%
Yes	84%
Total	100%

Question 11: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Park City?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Park City public libraries or their services	18%	27%	29%	12%	14%	100%
Used Park City recreation centers	17%	16%	20%	22%	25%	100%
Participated in a recreation program or activity	27%	24%	16%	16%	18%	100%
Visited a neighborhood park or City park	4%	8%	27%	27%	32%	100%
Ridden a local bus within Park City	15%	22%	29%	15%	18%	100%
Attended a meeting of local elected officials or other local public meeting	56%	24%	15%	2%	3%	100%
Read Park City Municipal Newsletter	38%	29%	21%	6%	6%	100%
Visited the Park City Web site (at www.parkcity.org)	25%	24%	32%	10%	9%	100%
Recycled used paper, cans or bottles from your home	11%	3%	9%	14%	64%	100%
Volunteered your time to some group or activity in Park City	30%	28%	19%	10%	13%	100%
Participated in religious or spiritual activities in Park City	64%	11%	12%	5%	7%	100%
Participated in a club or civic group in Park City	49%	20%	18%	6%	6%	100%
Provided help to a friend or neighbor	4%	14%	45%	19%	18%	100%

Question 12: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	27%
Several times a week	27%
Several times a month	19%
Less than several times a month	28%
Total	100%

Question 13: Service Quality				
Please rate the quality of each of the following services in Park City:	Excellent	Good	Fair	Poor	Total
Police services	30%	51%	13%	6%	100%
Fire services	46%	49%	5%	0%	100%
Ambulance or emergency medical services	39%	54%	6%	1%	100%
Crime prevention	29%	53%	16%	2%	100%
Fire prevention and education	28%	55%	16%	1%	100%
Municipal courts	23%	49%	15%	13%	100%
Traffic enforcement	18%	43%	27%	11%	100%
Street repair	9%	28%	46%	18%	100%
Street cleaning	17%	53%	24%	6%	100%
Street lighting	11%	59%	23%	7%	100%
Snow removal	27%	51%	18%	5%	100%
Sidewalk maintenance	19%	48%	26%	7%	100%
Traffic signal timing	8%	47%	30%	14%	100%
Bus or transit services	52%	45%	2%	1%	100%
Garbage collection	37%	51%	11%	1%	100%
Recycling	43%	37%	10%	10%	100%
Storm drainage	22%	61%	15%	3%	100%
Drinking water	10%	33%	30%	27%	100%
Sewer services	28%	51%	17%	4%	100%
Power (electric and/or gas) utility	27%	58%	12%	2%	100%
City parks	65%	33%	2%	0%	100%
Recreation programs or classes	48%	46%	6%	0%	100%
Recreation centers or facilities	42%	49%	8%	1%	100%
Land use, planning and zoning	13%	45%	29%	13%	100%
Code enforcement (weeds, abandoned buildings, etc.)	12%	46%	28%	14%	100%
Animal control	16%	53%	21%	10%	100%
Economic development	10%	48%	29%	13%	100%
Health services	31%	54%	13%	3%	100%
Services to seniors	24%	46%	19%	11%	100%
Services to youth	35%	51%	12%	2%	100%
Services to low-income people	18%	31%	35%	17%	100%
Public library services	45%	47%	8%	0%	100%
Public information services	27%	56%	16%	1%	100%
Public schools	36%	48%	13%	3%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	18%	47%	28%	7%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	36%	39%	20%	5%	100%

Question 14: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
Park City Municipal Government	19%	63%	14%	4%	100%
The Federal Government	8%	36%	36%	21%	100%
The State Government	6%	35%	40%	19%	100%
Summit County Government	10%	62%	21%	8%	100%
Wasatch County Government	10%	52%	22%	15%	100%

Question 15: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Park City to someone who asks	72%	23%	4%	1%	100%
Remain in Park City for the next five years	71%	18%	8%	4%	100%

Question 16: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	3%
Somewhat positive	21%
Neutral	39%
Somewhat negative	33%
Very negative	4%
Total	100%

Question 17: Contact with Fire Department		
Have you had any in-person or phone contact with an employee of the Park City Fire Service District within the last 12 months?	No	Yes
Have you had any in-person or phone contact with an employee of the Park City Fire Service District within the last 12 months?	85%	15%

Question 18: Ratings of Contact with Fire Department				
What was your overall impression of your most recent contact with the Park City Fire Service District?	Excellent	Good	Fair	Poor
What was your overall impression of your most recent contact with the Park City Fire Service District?	51%	39%	7%	2%

Question 19: Contact with City Employees	
Have you had any in-person, phone or email with an employee of the Park City Municipal Government within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	43%
Yes	57%
Total	100%

Question 20: City Employees					
What was your impression of the employee(s) of the City of the Park City Municipal Government in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	46%	36%	16%	3%	100%
Responsiveness	50%	27%	18%	6%	100%
Courtesy	52%	30%	13%	5%	100%
Overall impression	47%	30%	15%	7%	100%

Question 21: Government Performance					
Please rate the following categories of Park City government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Park City	19%	51%	25%	6%	100%
The overall direction that Park City is taking	14%	56%	21%	8%	100%
The job Park City government does at welcoming citizen involvement	27%	53%	13%	7%	100%

Question 22: Custom Question	
FEMA recommends that each household have sufficient food, water and other necessities to cover a 72-hour time frame during an emergency. How prepared, if at all, is your household for an emergency?	Percent of respondents
Fully prepared	16%
Somewhat prepared	62%
Not at all prepared	22%
Total	100%

Question 23: Custom Question 2									
Reducing the size of the Treasure Hill project would require a voter-approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:	$500 or more per year	$400 to $499 per year	$300 to $399 per year	$200 to $299 per year	$100 to $199 per year	$50 to $99 per year	$1 to $49 per year	$0/not willing to pay additional funds	Total
Removing ALL of the density from Treasure Hill approximately 400,000 square feet, and preserving the land as Open Space:	17%	5%	7%	5%	11%	13%	15%	28%	100%
Reallocate approximately 100,000 square feet of the Treasure Hill Project to the Park City Mountain Resort and leave approximately 200,000 square feet at Treasure Hill as a hotel:	8%	0%	2%	4%	9%	10%	18%	49%	100%

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	19%
Yes, full-time	71%
Yes, part-time	10%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	65%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	4%
Walk	7%
Bicycle	5%
Work at home	11%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Park City?	Percent of respondents
Less than 2 years	13%
2 to 5 years	17%
6 to 10 years	22%
11 to 20 years	23%
More than 20 years	26%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	57%
House attached to one or more houses (e.g., a duplex or townhome)	18%
Building with two or more apartments or condominiums	22%
Mobile home	0%
Other	3%
Total	100%

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	39%
Owned by you or someone in this house with a mortgage or free and clear	61%
Total	100%

Question D6: Monthly Housing Cost	
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	2%
$300 to $599 per month	14%
$600 to $999 per month	12%
$1,000 to $1,499 per month	23%
$1,500 to $2,499 per month	25%
$2,500 or more per month	24%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	87%
Yes	13%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	9%
$25,000 to $49,999	21%
$50,000 to $99,999	28%
$100,000 to $149,000	17%
$150,000 or more	25%
Total	100%

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	89%
Yes, I consider myself to be Spanish, Hispanic or Latino	11%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	5%
Black or African American	1%
White	89%
Other	6%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	7%
25 to 34 years	33%
35 to 44 years	12%
45 to 54 years	21%
55 to 64 years	17%
65 to 74 years	7%
75 years or older	3%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	50%
Male	50%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	16%
Yes	81%
Ineligible to vote	4%
Total	100%

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	25%
Yes	72%
Ineligible to vote	3%
Total	100%

Question D16: Has Cell Phone	
Do you have a cell phone?	Percent of respondents
No	1%
Yes	99%
Total	100%

Question D17: Has Land Line	
Do you have a land line at home?	Percent of respondents
No	52%
Yes	48%
Total	100%

Question D18: Primary Phone	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	52%
Land line	31%
Both	17%
Total	100%

FREQUENCIES INCLUDING "DON'T KNOW" RESPONSES

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life											
Please rate each of the following aspects of quality of life in Park City:	Excellent		Good		Fair		Poor		Don't know		Total
Park City as a place to live	78%	239	21%	65	1%	3	0%	0	0%	0	100%	307
Your neighborhood as a place to live	54%	164	36%	111	9%	27	0%	1	0%	0	100%	304
Park City as a place to raise children	44%	134	26%	79	7%	20	1%	2	22%	67	100%	303
Park City as a place to work	28%	85	36%	108	19%	59	5%	15	12%	35	100%	302
Park City as a place to retire	39%	119	26%	78	12%	37	5%	14	18%	56	100%	305
The overall quality of life in Park City	65%	199	32%	99	2%	8	0%	0	0%	0	100%	306

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total
Sense of community	42%	125	44%	132	11%	32	3%	8	1%	3	100%	300
Openness and acceptance of the community towards people of diverse backgrounds	23%	70	44%	134	25%	77	6%	18	2%	6	100%	304
Overall appearance of Park City	46%	141	51%	155	2%	7	1%	2	0%	0	100%	306
Cleanliness of Park City	49%	149	45%	136	6%	18	1%	2	0%	0	100%	306
Overall quality of new development in Park City	13%	39	46%	138	31%	94	8%	25	2%	7	100%	303
Variety of housing options	8%	23	32%	96	36%	109	23%	69	2%	6	100%	305
Overall quality of business and service establishments in Park City	16%	50	55%	168	25%	77	3%	10	0%	0	100%	305
Shopping opportunities	15%	45	48%	146	29%	89	8%	23	0%	1	100%	303
Opportunities to attend cultural activities	34%	103	39%	120	21%	63	4%	11	2%	7	100%	304
Recreational opportunities	79%	240	20%	61	1%	4	0%	1	0%	0	100%	305
Employment opportunities	7%	22	29%	89	35%	107	15%	44	13%	40	100%	302
Educational opportunities	20%	60	34%	101	25%	74	10%	29	12%	37	100%	300
Opportunities to participate in social events and activities	50%	152	35%	105	10%	29	1%	4	4%	12	100%	303

Question 2: Community Characteristics											
Please rate each of the following characteristics as they relate to Park City as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in religious or spiritual events and activities	21%	64	33%	101	8%	23	1%	4	36%	111	100%	303
Opportunities to volunteer	48%	143	30%	90	8%	24	0%	0	14%	42	100%	300
Opportunities to participate in community matters	40%	120	34%	103	10%	29	4%	12	12%	38	100%	302
Ease of car travel in Park City	28%	86	45%	138	20%	60	5%	16	1%	4	100%	304
Ease of bus travel in Park City	57%	175	31%	95	5%	17	1%	3	5%	16	100%	304
Ease of bicycle travel in Park City	49%	148	43%	129	5%	16	1%	2	3%	8	100%	303
Ease of walking in Park City	49%	149	42%	127	8%	24	0%	1	0%	0	100%	302
Availability of paths and walking trails	62%	189	31%	95	6%	17	1%	2	1%	3	100%	305
Traffic flow on major streets	13%	41	54%	164	26%	79	6%	19	0%	0	100%	303
Amount of public parking	13%	39	46%	138	29%	88	12%	35	1%	2	100%	303
Availability of affordable quality housing	6%	17	17%	50	33%	99	30%	89	14%	43	100%	298
Availability of affordable quality child care	2%	6	13%	38	20%	61	13%	38	52%	156	100%	298
Availability of affordable quality health care	19%	56	38%	116	20%	61	5%	16	18%	54	100%	304
Availability of preventive health services	21%	63	37%	110	16%	47	3%	10	23%	70	100%	299
Air quality	54%	164	37%	114	6%	18	2%	7	1%	2	100%	304
Quality of overall natural environment in Park City	57%	174	36%	111	6%	19	0%	0	0%	0	100%	305
Overall image or reputation of Park City	57%	175	38%	117	4%	13	0%	1	0%	0	100%	305

Question 3: Growth												
Please rate the speed of growth in the following categories in Park City over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	1%	2	2%	7	32%	98	38%	117	16%	48	11%	34	100%	306
Retail growth (stores, restaurants, etc.)	1%	4	15%	45	47%	143	28%	84	5%	15	5%	14	100%	305
Jobs growth	8%	23	38%	116	26%	77	2%	6	0%	0	27%	81	100%	302

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Park City?	Percent of respondents	Count
Not a problem	31%	95
Minor problem	49%	150
Moderate problem	15%	46
Major problem	2%	5
Don't know	3%	9
Total	100%	305

Question 5: Community Safety												
Please rate how safe or unsafe you feel from the following in Park City:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	79%	244	16%	48	4%	14	0%	1	0%	0	0%	1	100%	307
Property crimes (e.g., burglary, theft)	40%	122	47%	145	7%	20	5%	15	2%	5	0%	1	100%	307
Environmental hazards, including toxic waste	45%	137	32%	99	13%	40	7%	22	1%	4	2%	5	100%	307

Question 6: Personal Safety												
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	89%	273	9%	28	2%	5	0%	0	0%	1	0%	0	100%	307
In your neighborhood after dark	71%	218	22%	67	6%	17	1%	4	0%	0	0%	0	100%	307
In Park City's downtown area during the day	88%	271	10%	29	2%	6	0%	0	0%	0	0%	0	100%	307
In Park City's downtown area after dark	63%	192	31%	93	4%	11	2%	6	0%	1	1%	2	100%	306

Question 7: Contact with Police Department								
Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?		No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?	48%	146	52%	157	0%	0	100%	303

Question 8: Ratings of Contact with Police Department											
What was your overall impression of your most recent contact with the Park City Police Department?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the Park City Police Department?	45%	71	33%	51	11%	17	11%	17	0%	0	100%	157

Question 9: Crime Victim		
During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	90%	273
Yes	10%	29
Don't know	0%	1
Total	100%	303

Question 10: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	14%	4
Yes	72%	21
Don't know	14%	4
Total	100%	29

Question 11: Resident Behaviors											
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Park City?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Park City public libraries or their services	18%	54	27%	84	29%	90	12%	37	14%	42	100%	307
Used Park City recreation centers	17%	53	16%	48	20%	62	22%	66	25%	77	100%	306
Participated in a recreation program or activity	27%	81	24%	72	16%	48	16%	48	18%	56	100%	303
Visited a neighborhood park or City park	4%	13	8%	25	27%	83	27%	84	32%	99	100%	304
Ridden a local bus within Park City	15%	46	22%	67	29%	87	15%	45	18%	56	100%	302
Attended a meeting of local elected officials or other local public meeting	56%	167	24%	71	15%	45	2%	7	3%	8	100%	299
Read Park City Municipal Newsletter	38%	114	29%	88	21%	65	6%	20	6%	17	100%	304
Visited the Park City Web site (at www.parkcity.org)	25%	76	24%	71	32%	98	10%	32	9%	26	100%	303
Recycled used paper, cans or bottles from your home	11%	32	3%	9	9%	26	14%	41	64%	191	100%	299
Volunteered your time to some group or activity in Park City	30%	90	28%	85	19%	59	10%	30	13%	40	100%	304
Participated in religious or spiritual activities in Park City	64%	197	11%	33	12%	38	5%	16	7%	22	100%	305
Participated in a club or civic group in Park City	49%	150	20%	60	18%	55	6%	20	6%	19	100%	304
Provided help to a friend or neighbor	4%	11	14%	43	45%	138	19%	57	18%	56	100%	305

Question 12: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	27%	81
Several times a week	27%	81
Several times a month	19%	58
Less than several times a month	28%	84
Total	100%	305

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Question 13: Service Quality											
Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	29%	86	48%	144	12%	36	6%	18	6%	17	100%	300
Fire services	36%	108	39%	116	4%	12	0%	1	20%	61	100%	298
Ambulance or emergency medical services	29%	85	39%	117	4%	12	1%	3	27%	81	100%	299
Crime prevention	25%	73	44%	130	13%	39	2%	6	16%	48	100%	295
Fire prevention and education	20%	57	39%	112	11%	32	1%	3	30%	87	100%	292
Municipal courts	11%	33	24%	70	7%	22	6%	19	51%	148	100%	290
Traffic enforcement	17%	51	41%	120	26%	76	10%	29	6%	16	100%	292
Street repair	8%	25	28%	82	45%	135	17%	52	1%	4	100%	299
Street cleaning	17%	51	51%	153	24%	71	6%	17	3%	8	100%	300
Street lighting	10%	31	58%	173	23%	69	7%	21	1%	2	100%	296
Snow removal	27%	81	50%	153	18%	54	5%	14	0%	1	100%	303
Sidewalk maintenance	18%	55	46%	137	25%	75	7%	21	4%	11	100%	299
Traffic signal timing	8%	24	46%	138	29%	88	13%	40	4%	11	100%	301
Bus or transit services	48%	144	42%	127	2%	5	1%	3	7%	22	100%	301
Garbage collection	35%	107	48%	146	10%	31	1%	2	6%	17	100%	302
Recycling	42%	126	36%	107	10%	30	9%	28	3%	10	100%	302
Storm drainage	20%	60	56%	168	13%	40	3%	8	8%	24	100%	301
Drinking water	10%	30	32%	97	30%	89	26%	79	2%	5	100%	300
Sewer services	23%	70	43%	130	15%	44	3%	10	15%	45	100%	299
Power (electric and/or gas) utility	26%	78	56%	167	12%	35	2%	6	4%	12	100%	299
City parks	64%	193	32%	97	2%	7	0%	0	1%	3	100%	300
Recreation programs or classes	39%	117	37%	111	5%	16	0%	0	18%	54	100%	298
Recreation centers or facilities	38%	113	44%	130	7%	20	1%	3	10%	30	100%	296
Land use, planning and zoning	12%	34	41%	122	27%	80	12%	36	8%	23	100%	295
Code enforcement (weeds, abandoned buildings, etc.)	9%	28	37%	111	22%	66	11%	34	20%	58	100%	298
Animal control	13%	39	44%	131	17%	51	9%	26	18%	54	100%	300

Question 13: Service Quality											
Please rate the quality of each of the following services in Park City:	Excellent		Good		Fair		Poor		Don't know		Total	
Economic development	9%	26	42%	125	25%	75	11%	33	14%	42	100%	300
Health services	25%	76	44%	134	11%	32	2%	6	17%	52	100%	301
Services to seniors	10%	29	18%	55	8%	23	4%	13	60%	180	100%	300
Services to youth	22%	66	32%	96	8%	22	1%	4	37%	108	100%	296
Services to low-income people	11%	32	18%	54	21%	61	10%	29	41%	122	100%	297
Public library services	41%	122	43%	130	8%	23	0%	0	9%	27	100%	302
Public information services	22%	67	47%	140	13%	40	1%	3	17%	50	100%	300
Public schools	25%	75	33%	99	9%	28	2%	5	30%	91	100%	297
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	10%	30	27%	80	16%	49	4%	12	43%	129	100%	300
Preservation of natural areas such as open space, farmlands and greenbelts	34%	100	36%	108	19%	56	5%	14	6%	19	100%	298

Question 14: Government Services Overall											
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
Park City Municipal Government	18%	54	58%	175	13%	38	3%	10	8%	23	100%	300
The Federal Government	7%	20	31%	93	31%	92	18%	53	14%	42	100%	300
The State Government	5%	16	31%	93	35%	104	17%	51	12%	37	100%	301
Summit County Government	9%	26	54%	162	18%	55	7%	20	12%	37	100%	301
Wasatch County Government	5%	16	28%	83	12%	36	8%	24	47%	140	100%	298

Question 15: Recommendation and Longevity											
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Park City to someone who asks	72%	218	23%	70	4%	11	1%	3	0%	1	100%	302
Remain in Park City for the next five years	70%	212	17%	53	7%	23	4%	12	1%	4	100%	303

Question 16: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	3%	10
Somewhat positive	21%	62
Neutral	39%	117
Somewhat negative	33%	98
Very negative	4%	13
Total	100%	300

Question 17: Contact with Fire Department								
Have you had any in-person or phone contact with an employee of the Park City Fire Service District within the last 12 months?		No		Yes		Don't know		Total
Have you had any in-person or phone contact with an employee of the Park City Fire Service District within the last 12 months?	85%	255	15%	44	0%	0	100%	298

Question 18: Ratings of Contact with Fire Department											
What was your overall impression of your most recent contact with the Park City Fire Service District?	Excellent		Good		Fair		Poor		Don't know		Total
What was your overall impression of your most recent contact with the Park City Fire Service District?	51%	23	39%	17	7%	3	2%	1	0%	0	100%	44

Question 19: Contact with City Employees		
Have you had any in-person, phone or email with an employee of the Park City Municipal Government within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	43%	129
Yes	57%	169
Total	100%	298

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Question 20: City Employees										
What was your impression of the employee(s) of the Park City Municipal Government in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	45%	76	36%	60	15%	26	2%	4	1%	2	100%	168
Responsiveness	49%	83	26%	44	18%	31	6%	9	1%	1	100%	168
Courtesy	51%	87	29%	50	13%	23	5%	9	0%	1	100%	169
Overall impression	47%	80	30%	51	15%	26	7%	12	0%	0	100%	168

Question 21: Government Performance										
Please rate the following categories of Park City government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Park City	18%	54	49%	150	24%	72	6%	17	4%	12	100%	306
The overall direction that Park City is taking	14%	41	55%	168	21%	64	8%	25	2%	6	100%	304
The job Park City government does at welcoming citizen involvement	24%	72	47%	143	12%	36	6%	18	12%	36	100%	306

Question 22: Custom Question 1		
FEMA recommends that each household have sufficient food, water and other necessities to cover a 72-hour time frame during an emergency. How prepared, if at all, is your household for an emergency?	Percent of respondents	Count
Fully prepared	16%	48
Somewhat prepared	62%	189
Not at all prepared	22%	68
Don't know	0%	0
Total	100%	304

Question 23: Custom Question 2															
Reducing the size of the Treasure Hill project would require a voter-approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:	$500 or more per year		$400 to $499 per year		$300 to $399 per year		$200 to $299 per year		$100 to $199 per year		$50 to $99 per year		$1 to $49 per year		$0/not willing to pay additional funds		Total	
Removing ALL of the density from Treasure Hill approximately 400,000 square feet, and preserving the land as Open Space:	17%	46	5%	13	7%	20	5%	14	11%	29	13%	36	15%	42	28%	77	100%	277
Reallocate approximately 100,000 square feet of the Treasure Hill Project to the Park City Mountain Resort and leave approximately 200,000 square feet at Treasure Hill as a hotel:	8%	20	0%	1	2%	5	4%	12	9%	23	10%	27	18%	46	49%	129	100%	263

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	19%	57
Yes, full-time	71%	215
Yes, part-time	10%	30
Total	100%	301

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Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself	65%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults	6%
Bus, rail, subway or other public transportation	4%
Walk	7%
Bicycle	5%
Work at home	11%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Park City?	Percent of respondents	Count
Less than 2 years	13%	39
2 to 5 years	17%	52
6 to 10 years	22%	66
11 to 20 years	23%	69
More than 20 years	26%	79
Total	100%	305

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	57%	172
House attached to one or more houses (e.g., a duplex or townhome)	18%	54
Building with two or more apartments or condominiums	22%	68
Mobile home	0%	0
Other	3%	10
Total	100%	304

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	39%	117
Owned by you or someone in this house with a mortgage or free and clear	61%	183
Total	100%	300

Question D6: Monthly Housing Cost		
About how much is the total monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	2%	5
$300 to $599 per month	14%	43
$600 to $999 per month	12%	36
$1,000 to $1,499 per month	23%	68
$1,500 to $2,499 per month	25%	74
$2,500 or more per month	24%	72
Total	100%	298

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	71%	215
Yes	29%	89
Total	100%	304

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	87%	266
Yes	13%	39
Total	100%	305

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	9%	25
$25,000 to $49,999	21%	63
$50,000 to $99,999	28%	84
$100,000 to $149,000	17%	50
$150,000 or more	25%	73
Total	100%	295

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	89%	267
Yes, I consider myself to be Spanish, Hispanic or Latino	11%	34
Total	100%	301

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	2%	4
Asian, Asian Indian or Pacific Islander	5%	16
Black or African American	1%	4
White	89%	261
Other	6%	17
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	7%	22
25 to 34 years	33%	101
35 to 44 years	12%	36
45 to 54 years	21%	64
55 to 64 years	17%	51
65 to 74 years	7%	21
75 years or older	3%	9
Total	100%	303

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	50%	150
Male	50%	149
Total	100%	299

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	15%	47
Yes	80%	243
Ineligible to vote	3%	11
Don't know	1%	4
Total	100%	304

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	25%	75
Yes	71%	215
Ineligible to vote	3%	9
Don't know	2%	5
Total	100%	305

Question D16: Has Cell Phone		
Do you have a cell phone?	Percent of respondents	Count
No	1%	3
Yes	99%	301
Total	100%	304

Question D17: Has Land Line		
Do you have a land line at home?	Percent of respondents	Count
No	52%	159
Yes	48%	146
Total	100%	305

Question D18: Primary Phone		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	52%	74
Land line	31%	44
Both	17%	25
Total	100%	143

Appendix B: Survey Methodology

The National Citizen Survey™ (The NCS™) was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The NCS™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The NCS™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The NCS™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by City officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

SURVEY SAMPLING

"Sampling" refers to the method by which survey recipients were chosen. All households within Park City were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within Park City boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve Park City households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of Park City boundaries were removed from consideration.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within Park City. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

FIGURE 93: LOCATION OF SURVEY RECIPIENTS [1]

The National Citizen Survey™
The City of Park City, UT 2011
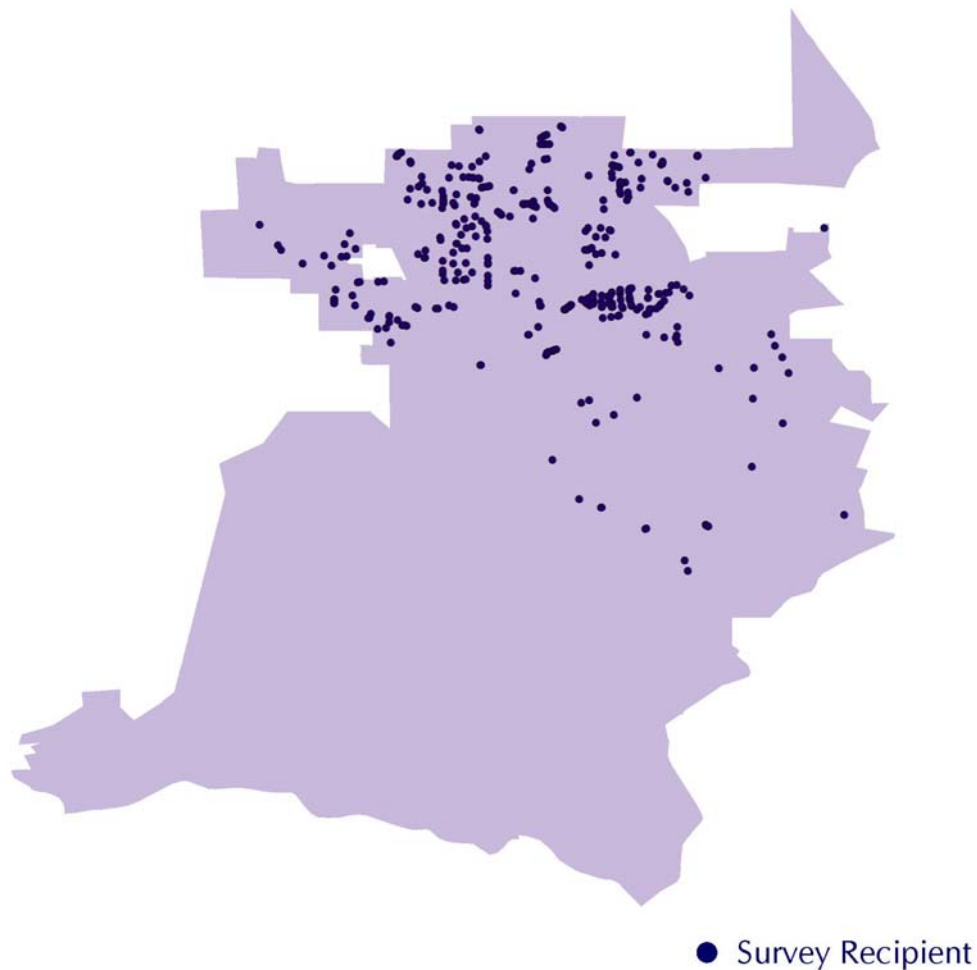
● Survey Recipient

The National Citizen Survey™ by National Research Center, Inc.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In response to the growing number of the cell-phone population (so-called "cord cutters"), which includes a large proportion of young adults, questions about cell phones and land lines are included on The NCS™ questionnaire. As of the middle of 2010 (the most recent estimates available as of the end of 2010), 26.6% of U.S. households had a cell phone but no landline.[2] Among younger adults (age 18-34), 53.7% of households were "cell-only." Based on survey results, Park City has a "cord cutter" population greater than the nationwide 2010 estimates.

FIGURE 94: PREVALENCE OF CELL-PHONE ONLY RESPONDENTS IN PARK CITY

Percent of respondents reporting having a "cell phone" only

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[2] http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201012.pdf
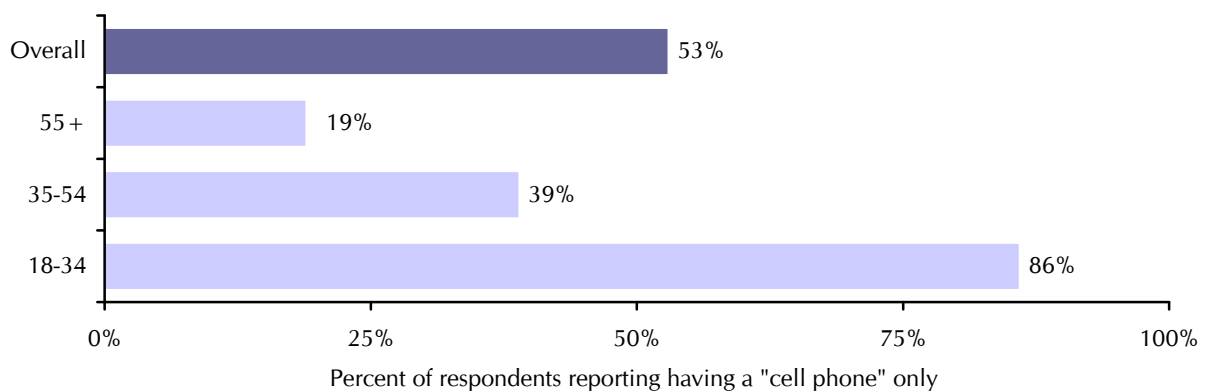
SURVEY ADMINISTRATION

Selected households received three mailings, one week apart, beginning July 8, 2011. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following five weeks.

SURVEY RESPONSE RATE AND CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the Park City survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (323 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 71% and 79%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points

SURVEY PROCESSING (DATA ENTRY)

Completed surveys received by NRC were assigned a unique identification number. 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; NRC 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.

SURVEY DATA WEIGHTING

The demographic characteristics of the survey sample were compared to those found in the 2005-2009 American Community Survey Census estimates for adults in Park City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure, race and ethnicity, and sex and age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The importance to the community of racial or ethnic representation

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. Data weighting can adjust up to 5 demographic variables. Several different weighting "schemes" may be tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

Park City Citizen Survey Weighting Table			
Characteristic	Population Norm[3]	Unweighted Data	Weighted Data
Housing			
Rent home	43%	17%	39%
Own home	57%	83%	61%
Detached unit	54%	69%	57%
Attached unit	46%	31%	43%
Race and Ethnicity			
White	90%	93%	86%
Not white	10%	7%	14%
Not Hispanic	81%	96%	89%
Hispanic	19%	4%	11%
White alone, not Hispanic	75%	90%	79%
Hispanic and/or other race	25%	10%	21%
Sex and Age			
Female	51%	49%	50%
Male	49%	51%	50%
18-34 years of age	45%	10%	41%
35-54 years of age	32%	40%	33%
55+ years of age	23%	50%	26%
Females 18-34	22%	5%	21%
Females 35-54	16%	21%	17%
Females 55+	12%	23%	13%
Males 18-34	23%	5%	21%
Males 35-54	15%	20%	17%
Males 55+	11%	26%	12%

[3] Source: 2005-2009 ACS

SURVEY DATA ANALYSIS AND REPORTING

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that are conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. &

Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Park City to the Benchmark Database

Park City chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Park City survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons for quality ratings were available, Park City's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent of crime victims, residents visiting a park or residents identifying code enforcement as a problem.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Park City's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between your jurisdiction's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between your jurisdiction's rating and the benchmark is more than twice the margin of error.

Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within Park City.

Dear Park City Resident,

Your household has been selected at random to participate in an anonymous community survey about Park City. 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 with this important project!

Sincerely,

Dana Williams

Dana Williams
Mayor

PARK CITY 1884

Office of the Mayor
Park City Municipal Corporation
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PARK CITY
1884

July 2011

Dear Park City Resident:

Park City wants to know what you think about our community and municipal government. You have been randomly selected to participate in Park City's 2011 Community Survey.

Please take a few minutes to fill out the enclosed Community Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Park City residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Community Survey please call 435-615-5011.

Please help us shape the future of Park City. Thank you for your time and participation.

Sincerely,

Dana Williams

Dana Williams
Mayor

Office of the Mayor • Park City Municipal Corporation • P O Box 1480
Park City, UT 84060 • 435-615-5010 Phone • 435-615-4901 Fax

July 2011

Dear Park City Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. Park City wants to know what you think about our community and municipal government. You have been randomly selected to participate in Park City's Community Survey.

Please take a few minutes to fill out the enclosed Community Survey. Your feedback will help the City set benchmarks for tracking the quality of services provided to residents. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

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Please help us shape the future of Park City. Thank you for your time and participation.

Sincerely,

Dana Williams
Mayor

Park City 2011 Community 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. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. **Please rate each of the following aspects of quality of life in Park City:**

	Excellent	Good	Fair	Poor	Don't know
Park City as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Park City as a place to raise children	1	2	3	4	5
Park City as a place to work	1	2	3	4	5
Park City as a place to retire	1	2	3	4	5
The overall quality of life in Park City	1	2	3	4	5

2. **Please rate each of the following characteristics as they relate to Park City as a whole:**

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Park City	1	2	3	4	5
Cleanliness of Park City	1	2	3	4	5
Overall quality of new development in Park City	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Park City	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Park City	1	2	3	4	5
Ease of bus travel in Park City	1	2	3	4	5
Ease of bicycle travel in Park City	1	2	3	4	5
Ease of walking in Park City	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Park City	1	2	3	4	5
Overall image or reputation of Park City	1	2	3	4	5

3. **Please rate the speed of growth in the following categories in Park City over the past 2 years:**

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. **To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Park City?**
   ❍ Not a problem   ❍ Minor problem   ❍ Moderate problem   ❍ Major problem   ❍ Don't know

5. **Please rate how safe or unsafe you feel from the following in Park City:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft).............................	1	2	3	4	5	6
Environmental hazards, including toxic waste...............	1	2	3	4	5	6

6. **Please rate how safe or unsafe you feel:**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day............................	1	2	3	4	5	6
In your neighborhood after dark.....................................	1	2	3	4	5	6
In Park City's downtown area during the day	1	2	3	4	5	6
In Park City's downtown area after dark	1	2	3	4	5	6

7. **Have you had any in-person or phone contact with an employee of the Park City Police Department within the last 12 months?**
   ❍ No ➜ Go to Question 9   ❍ Yes ➜ Go to Question 8   ❍ Don't know ➜ Go to Question 9

   8. **What was your overall impression of your most recent contact with the Park City Police Department?**
      ❍ Excellent   ❍ Good   ❍ Fair   ❍ Poor   ❍ Don't know

9. **During the past 12 months, were you or anyone in your household the victim of any crime?**
   ❍ No ➜ Go to Question 11   ❍ Yes ➜ Go to Question 10   ❍ Don't know ➜ Go to Question 11

   10. **If yes, was this crime (these crimes) reported to the police?**
       ❍ No   ❍ Yes   ❍ Don't know

11. **In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Park City?**

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used Park City public libraries or their services	1	2	3	4	5
Used Park City recreation centers...	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Visited a neighborhood park or City park..	1	2	3	4	5
Ridden a local bus within Park City...	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Read Park City Municipal Newsletter..	1	2	3	4	5
Visited the Park City Web site (at www.parkcity.org)	1	2	3	4	5
Recycled used paper, cans or bottles from your home..............................	1	2	3	4	5
Volunteered your time to some group or activity in Park City..................	1	2	3	4	5
Participated in religious or spiritual activities in Park City	1	2	3	4	5
Participated in a club or civic group in Park City......................................	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

12. **About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?**
    ❍ Just about every day
    ❍ Several times a week
    ❍ Several times a month
    ❍ Less than several times a month

Park City 2011 Community Survey

13. Please rate the quality of each of the following services in Park City:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

14. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
Park City Municipal Government	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Summit County Government	1	2	3	4	5
Wasatch County Government	1	2	3	4	5

15. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Park City to someone who asks	1	2	3	4	5
Remain in Park City for the next five years	1	2	3	4	5

16. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

○ Very positive   ○ Somewhat positive   ○ Neutral   ○ Somewhat negative   ○ Very negative

17. **Have you had any in-person or phone contact with an employee of the Park City <u>Fire Service District</u> within the last 12 months?**
　❍ No ➜ Go to Question 19　　　　❍ Yes ➜ Go to Question 18　　　　❍ Don't know ➜ Go to Question 19

　18. **What was your overall impression of your most recent contact with the Park City <u>Fire Service District</u>?**
　　❍ Excellent　　　❍ Good　　　　　❍ Fair　　　　　　　❍ Poor　　　　　　❍ Don't know

19. **Have you had any in-person, phone or email contact with an employee of the Park City Municipal Government within the last 12 months (including police, receptionists, planners or any others)?**
　❍ No ➜ Go to Question 21　　　　　　　❍ Yes ➜ Go to Question 20

　20. **What was your impression of the employee(s) of the Park City Municipal Government in your most recent contact? (Rate each characteristic below.)**

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

21. **Please rate the following categories of Park City government performance:**

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Park City	1	2	3	4	5
The overall direction that Park City is taking	1	2	3	4	5
The job Park City government does at welcoming citizen involvement	1	2	3	4	5

22. **FEMA recommends that each household have sufficient food, water and other necessities to cover a 72-hour time frame during an emergency. How prepared, if at all, is your household for an emergency?**
　❍ Fully prepared　　　　❍ Somewhat prepared　　　　　❍ Not at all prepared　　　　❍ Don't know

23. **Reducing the size of the Treasure Hill project would require a voter-approved bond held during a special bond election. The source of repayment would be a special assessment on residents' property tax bills for 15 years. Please indicate how much your household would be willing to pay annually, if anything, for the following density reduction options:**

	$500 or more per year	$400 to $499 per year	$300 to $399 per year	$200 to $299 per year	$100 to $199 per year	$50 to $99 per year	$1 to $49 per year	$0/ not willing to pay additional funds
Removing ALL of the density from Treasure Hill approximately 400,000 square feet, and preserving the land as Open Space:	1	2	3	4	5	6	7	8
Reallocate approximately 100,000 square feet of the Treasure Hill Project to the Park City Mountain Resort and leave approximately 200,000 square feet at Treasure Hill as a hotel:	1	2	3	4	5	6	7	8

24. **What do you think will be the single greatest challenge facing Park City in the next three to five years?**

_____

_____

_____

_____

Park City 2011 Community Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?
- ❍ No ➜ Go to Question D3
- ❍ Yes, full time ➜ Go to Question D2
- ❍ Yes, part time ➜ Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) by myself .... _____ days

Motorized vehicle (e.g., car, truck, van, motorcycle, etc.) with other children or adults .... _____ days

Bus, rail, subway or other public transportation .... _____ days

Walk .... _____ days

Bicycle .... _____ days

Work at home .... _____ days

Other .... _____ days

D3. How many years have you lived in Park City?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 years

D4. Which best describes the building you live in?
- ❍ One family house detached from any other houses
- ❍ House attached to one or more houses (e.g., a duplex or townhome)
- ❍ Building with two or more apartments or condominiums
- ❍ Mobile home
- ❍ Other

D5. Is this house, apartment or mobile home...
- ❍ Rented for cash or occupied without cash payment?
- ❍ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
- ❍ Less than $300 per month
- ❍ $300 to $599 per month
- ❍ $600 to $999 per month
- ❍ $1,000 to $1,499 per month
- ❍ $1,500 to $2,499 per month
- ❍ $2,500 or more per month

D7. Do any children 17 or under live in your household?
- ❍ No
- ❍ Yes

D8. Are you or any other members of your household aged 65 or older?
- ❍ No
- ❍ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
- ❍ Less than $24,999
- ❍ $25,000 to $49,999
- ❍ $50,000 to $99,999
- ❍ $100,000 to $149,999
- ❍ $150,000 or more

Please respond to both questions D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ❍ No, not Spanish, Hispanic or Latino
- ❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
- ❍ American Indian or Alaskan Native
- ❍ Asian, Asian Indian or Pacific Islander
- ❍ Black or African American
- ❍ White
- ❍ Other

D12. 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 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

D17. Do you have a land line at home?
- ❍ No
- ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
- ❍ Cell
- ❍ Land line
- ❍ Both

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

PARK CITY
1884

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