THE NCS™
The National Citizen Survey™

Cañon City, CO
Trends over Time

2017

NRC
National Research Center Inc

ICMA
Leaders at the Core of Better Communities

Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Cañon City to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Cañon City represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2016 and 2017 surveys, otherwise the comparison between 2016 and 2017 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Cañon City for 2017 generally remained stable. Of the 131 items for which comparisons were available, 112 items were rated similarly in 2016 and 2017, 15 items showed a decrease in ratings and four showed an increase in ratings. Notable trends over time included the following:

- Resident evaluations of the overall quality of life in Cañon City, as well as the city as a place to retire and to raise children decreased over time. Residents were also less likely in 2017 to recommend living in the city to someone who asked.
- Within Safety, ratings decreased since 2016 for the overall feeling of safety in Cañon City, police services and crime prevention. Residents were also more likely to report being the victim of a crime in 2o17.
- Residents in 2017 were less pleased with the cost of living and Cañon City as a place to work than in 2016.
- Ratings increased over time for ease of travel by bicycle and ease of walking in the city, as well as for recreational opportunities and public information services.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2016	Comparison to benchmark	
	2016	2017		2016	2017
Overall quality of life	66%	59%	Lower	Lower	Lower
Overall image	39%	36%	Similar	Lower	Much lower
Place to live	71%	66%	Similar	Lower	Lower
Neighborhood	74%	68%	Similar	Similar	Lower
Place to raise children	66%	59%	Lower	Lower	Lower
Place to retire	76%	64%	Lower	Similar	Similar
Overall appearance	53%	52%	Similar	Lower	Lower

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2016	Comparison to benchmark	
		2016	2017		2016	2017
Safety	Overall feeling of safety	76%	63%	Lower	Similar	Lower
	Safe in neighborhood	92%	86%	Similar	Similar	Similar
	Safe downtown/commercial area	85%	83%	Similar	Similar	Similar
Mobility	Overall ease of travel	69%	63%	Similar	Similar	Similar
	Paths and walking trails	66%	70%	Similar	Similar	Similar
	Ease of walking	44%	57%	Higher	Lower	Similar
	Travel by bicycle	27%	41%	Higher	Lower	Similar
	Travel by car	53%	52%	Similar	Similar	Similar
	Public parking	40%	44%	Similar	Similar	Similar
	Traffic flow	34%	30%	Similar	Lower	Lower
Natural Environment	Overall natural environment	76%	74%	Similar	Similar	Similar
	Cleanliness	61%	58%	Similar	Lower	Lower
	Air quality	86%	88%	Similar	Similar	Similar
Built Environment	Overall built environment	46%	44%	Similar	Similar	Similar
	New development in Cañon City	23%	25%	Similar	Much lower	Much lower
	Affordable quality housing	25%	26%	Similar	Lower	Lower
	Housing options	27%	27%	Similar	Lower	Lower
	Public places	51%	52%	Similar	Similar	Similar
Economy	Overall economic health	24%	23%	Similar	Much lower	Much lower
	Vibrant downtown/commercial area	23%	26%	Similar	Lower	Lower
	Business and services	35%	37%	Similar	Lower	Lower
	Cost of living	42%	35%	Lower	Similar	Similar
	Shopping opportunities	16%	20%	Similar	Much lower	Much lower
	Employment opportunities	11%	13%	Similar	Much lower	Lower
	Place to visit	69%	67%	Similar	Similar	Similar
	Place to work	35%	29%	Lower	Much lower	Much lower
Recreation and Wellness	Health and wellness	47%	46%	Similar	Lower	Lower
	Mental health care	30%	24%	Lower	Similar	Lower
	Preventive health services	38%	37%	Similar	Lower	Lower
	Health care	36%	37%	Similar	Lower	Lower
	Food	53%	52%	Similar	Similar	Similar
	Recreational opportunities	59%	65%	Higher	Similar	Similar
	Fitness opportunities	62%	67%	Similar	Similar	Similar
Education and Enrichment	Religious or spiritual events and activities	78%	76%	Similar	Similar	Similar
	Cultural/arts/music activities	47%	46%	Similar	Similar	Similar
	Adult education	37%	35%	Similar	Lower	Lower
	K-12 education	53%	47%	Lower	Lower	Lower
	Child care/preschool	36%	38%	Similar	Lower	Similar

		Percent rating positively (e.g., excellent/good, very/somewhat safe)		2017 rating compared to 2016	Comparison to benchmark	
		2016	2017		2016	2017
	Social events and activities	46%	49%	Similar	Similar	Similar
	Neighborliness	43%	45%	Similar	Lower	Lower
	Openness and acceptance	31%	35%	Similar	Much lower	Much lower
	Opportunities to participate in community matters	52%	48%	Similar	Similar	Similar
Community Engagement	Opportunities to volunteer	65%	61%	Similar	Similar	Similar

Table 3: Governance General

	Percent rating positively (e.g., excellent/good)		2017 rating compared to 2016	Comparison to benchmark	
	2016	2017		2016	2017
Services provided by Cañon City	50%	50%	Similar	Lower	Lower
Customer service	58%	54%	Similar	Lower	Lower
Value of services for taxes paid	33%	30%	Similar	Lower	Lower
Overall direction	29%	31%	Similar	Lower	Lower
Welcoming citizen involvement	30%	31%	Similar	Lower	Lower
Confidence in City government	26%	27%	Similar	Lower	Lower
Acting in the best interest of Cañon City	29%	26%	Similar	Lower	Lower
Being honest	38%	29%	Lower	Lower	Lower
Treating all residents fairly	34%	30%	Similar	Lower	Lower
Services provided by the Federal Government	31%	35%	Similar	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2016	Comparison to benchmark	
		2016	2017		2016	2017
	Police	71%	62%	Lower	Similar	Lower
	Fire	89%	91%	Similar	Similar	Similar
	Ambulance/EMS	82%	83%	Similar	Similar	Similar
	Crime prevention	53%	46%	Lower	Lower	Lower
	Fire prevention	68%	70%	Similar	Similar	Similar
	Animal control	47%	46%	Similar	Similar	Lower
Safety	Emergency preparedness	40%	37%	Similar	Lower	Lower
	Traffic enforcement	49%	50%	Similar	Lower	Lower
	Street repair	7%	10%	Similar	Much lower	Much lower
	Street cleaning	32%	30%	Similar	Lower	Lower
	Street lighting	38%	39%	Similar	Lower	Lower
	Snow removal	39%	38%	Similar	Lower	Lower
	Sidewalk maintenance	19%	20%	Similar	Much lower	Much lower
Mobility	Traffic signal timing	21%	19%	Similar	Much lower	Much lower
	Garbage collection	82%	78%	Similar	Similar	Similar
	Recycling	50%	50%	Similar	Much lower	Lower
	Yard waste pick-up	40%	37%	Similar	Much lower	Much lower
	Drinking water	68%	65%	Similar	Similar	Similar
Natural Environment	Natural areas preservation	50%	53%	Similar	Similar	Similar
	Open space	47%	51%	Similar	Similar	Similar
Built Environment	Storm drainage	29%	24%	Similar	Much lower	Much lower
	Sewer services	73%	71%	Similar	Similar	Similar

		Percent rating positively (e.g., excellent/good)		2017 rating compared to 2016	Comparison to benchmark	
		2016	2017		2016	2017
	Power utility	64%	60%	Similar	Similar	Lower
	Utility billing	59%	59%	Similar	Similar	Similar
	Land use, planning and zoning	25%	25%	Similar	Lower	Lower
	Code enforcement	17%	18%	Similar	Much lower	Much lower
	Cable television	31%	35%	Similar	Lower	Lower
Economy	Economic development	17%	20%	Similar	Much lower	Much lower
	City parks	78%	79%	Similar	Similar	Similar
	Recreation programs	52%	57%	Similar	Lower	Similar
Recreation and Wellness	Recreation centers	41%	41%	Similar	Much lower	Lower
	Health services	42%	39%	Similar	Lower	Lower
Education and Enrichment	Special events	52%	53%	Similar	Similar	Similar
	Public libraries	68%	73%	Similar	Lower	Similar
Community Engagement	Public information	42%	48%	Higher	Lower	Lower

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2016	Comparison to benchmark	
	2016	2017		2016	2017
Sense of community	41%	40%	Similar	Lower	Lower
Recommend Cañon City	77%	69%	Lower	Similar	Lower
Remain in Cañon City	82%	81%	Similar	Similar	Similar
Contacted Cañon City employees	38%	42%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to 2016	Comparison to benchmark	
		2016	2017		2016	2017
	Stocked supplies for an emergency	34%	35%	Similar	Similar	Similar
	Did NOT report a crime	68%	65%	Similar	Similar	Lower
Safety	Was NOT the victim of a crime	86%	77%	Lower	Similar	Lower
	Carpooled instead of driving alone	37%	38%	Similar	Similar	Similar
Mobility	Walked or biked instead of driving	58%	55%	Similar	Similar	Similar
	Conserved water	83%	80%	Similar	Similar	Similar
	Made home more energy efficient	79%	72%	Lower	Similar	Similar
Natural Environment	Recycled at home	68%	66%	Similar	Lower	Much lower
Built Environment	Did NOT observe a code violation	26%	28%	Similar	Much lower	Much lower
	NOT under housing cost stress	72%	71%	Similar	Similar	Similar
	Purchased goods or services in Cañon City	96%	96%	Similar	Similar	Similar
	Economy will have positive impact on income	19%	23%	Similar	Similar	Similar
Economy	Work in Cañon City	50%	47%	Similar	Similar	Similar
	Used Cañon City recreation centers	59%	61%	Similar	Similar	Similar
	Visited a City park	91%	91%	Similar	Similar	Similar
Recreation and Wellness	Ate 5 portions of fruits and vegetables	78%	78%	Similar	Similar	Similar

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)		2017 rating compared to	Comparison to benchmark	
		2016	2017	2016	2016	2017
	Participated in moderate or vigorous physical activity	78%	83%	Similar	Similar	Similar
	In very good to excellent health	56%	50%	Similar	Similar	Similar
Education and Enrichment	Used Cañon City public libraries	54%	59%	Similar	Lower	Similar
	Participated in religious or spiritual activities	53%	48%	Similar	Similar	Similar
	Attended a City-sponsored event	65%	64%	Similar	Higher	Similar
	Campaigned for an issue, cause or candidate	26%	31%	Similar	Similar	Similar
	Contacted Cañon City elected officials	17%	22%	Similar	Similar	Similar
	Volunteered	49%	42%	Lower	Similar	Similar
	Participated in a club	31%	31%	Similar	Similar	Similar
	Talked to or visited with neighbors	93%	92%	Similar	Similar	Similar
	Done a favor for a neighbor	84%	84%	Similar	Similar	Similar
	Attended a local public meeting	21%	21%	Similar	Similar	Similar
	Watched a local public meeting	20%	19%	Similar	Similar	Similar
Community Engagement	Read or watched local news	86%	83%	Similar	Similar	Similar
	Voted in local elections	85%	88%	Similar	Similar	Similar