



CHAFFEE COUNTY COMMUNITY CHECKUP

Taking the pulse of our community

This project is adopted by
and supported by:



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This initial benchmark report is based on a survey taken in the fall of 2018.

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Executive Summary:

Envision Chaffee County, a countywide, community-based initiative begun in 2017, involving more than 1500 residents, identified “sense of community” as one of the most important qualities that people value about living here. Our friendly, small-town, engaged community was one of our core strengths and identified as one of the four essential “visions” with the goal that:

Our community remains friendly, engaged and culturally connected (Vision 3)

The purpose of the “Chaffee County Community Check-up” (C4) is to track satisfaction with the quality of life in our community as reflected by participation in the life of the community and the depth of connections among people in the community based on their responses to a survey that will be repeated every two or three years.

C4 survey questions in this initial survey fell into three major categories: (1) overall quality of life (level of satisfaction, satisfaction with the direction of change, and what things are most important in maintaining “community”; (2) the level of connectedness among people (e.g. volunteering, participating in social and community organizations and events, knowing your neighbors and people you see in town, etc.); and (3) demographic characteristics (such as length and location of residence in the County, age, gender, education level, children living with you, etc.) that define subgroups that might have different opinions on the first two topics.

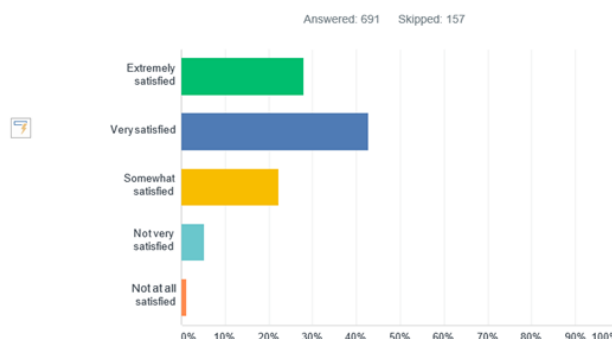
The survey was offered online during the six-week period from mid-September to the end of November 2018. A total 848 people (799 Chaffee County residents and 49 visitors) took the survey.

Compared to the County in general, responses tilted somewhat toward older residents, females, and people with more formal education (bachelor’s degree or higher). While we cannot claim that the sample is completely representative of Chaffee County residents in general, the results still have strong utility since the same types of people who responded in the first year are likely to do so in future years.

Key Findings

1. Chaffee County residents are very engaged in their community. Almost 85% are a member of one or more community organizations. About 60% participate in one or more informal social groups. About 95% currently volunteer or have volunteered in the past!
2. Chaffee County residents are connected to their neighbors and feel recognized as members of the community. They know their neighbors (99% know one or more neighbor); they see people they know when in town (98% said often or occasionally); they are recognized as locals when they shop (92% said often or occasionally); and they attend community events (98% said often or occasionally).
3. Overall satisfaction is generally very high. More than 70% of people said they were either “very satisfied” or “extremely satisfied” with our current quality of life and fewer than 7% were either not very satisfied or not at all satisfied.

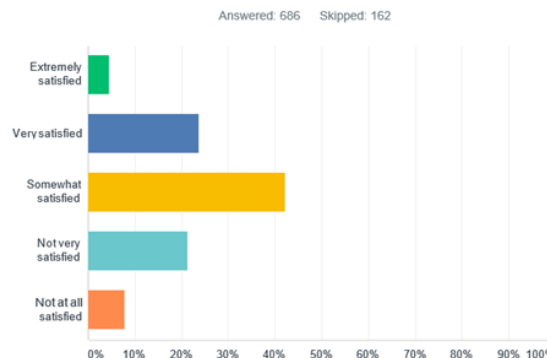
Q4 Overall, how satisfied are you with the quality of life in our community (In considering quality of life: Do you think this is a good and safe place to live, to raise children, to work in, to grow old in, to make friends, to feel valued and a part of the community?)



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4. However, there is significant apprehension about the future among some residents. About a quarter expressed strong concern about the changes they see occurring in the community. However, three-quarters were at least “somewhat satisfied” about the changes they see coming.

Q5 Overall how satisfied are you with the changes you see happening in the community?



5. Satisfaction about changes happening in the community largely depends on people believing that:

- They have a voice in what happens in the community, can reach out to community leaders to express their concerns and believe they will be considered fairly.
- Newcomers add to the richness and vitality of the community and are not trying to change it in ways that will decrease the qualities they cherish.
- They are connected to their neighbors and to the community, and recognized as individuals who are valued.

6. Satisfaction is lowest among people who grew up in Chaffee County. They are particularly concerned about the changes they see coming and are more likely to be wary of newcomers. Compared to the total group, people who grew up here are about three times (26% vs 8%) more likely to be concerned about changes coming and more than twice more likely to believe that newcomers are trying to change the community (50% vs. 20%).

Implications for possible actions

Our hope is that the survey results are informative to the community and that various groups and government organizations can act to continue to build on the positive sense of community and satisfaction with the quality of life.

In particular, some possible actions that the survey results suggest worth considering are finding additional ways to help:

- ensure that all people in the community, especially those who grew up here, feel they have an easy way to express their concerns to community leaders and that their input is valued.
- integrate newcomers, including part-timers, into our community and connect them in meaningful ways to those who grew up here and to other long-term residents: e.g., block and HOA parties and events that honor the history and traditions of our community; events that bring people together from all segments of the community to talk and meet each other in a shared informal activity such as the annual Thanksgiving and Christmas dinners, the County Fair, the Rodeo and the “BV Strong” dinner.
- connect people, especially newcomers, part-timers and “old timers,” to opportunities to join and volunteer in the many non-profit service organizations, clubs, fraternal, faith-based and other organizations that play such a vital role in making ours a great community. The Chaffee County Community Foundation has a program to achieve this in its future plans.

I. Introduction

The Envision Initiative. An overview:

Envision Chaffee County is a county-wide, community-based initiative to identify what residents value the most in their communities and to create a plan to maintain those aspects and features as the county grows and prospers. Whether it is healthy public lands, recreational opportunities, quality schools, rural landscapes or a welcoming small-town attitude, Chaffee County residents have shared their thoughts – as well as concerns about the future – through the Envision initiative.

Chaffee County's population is projected to increase 31% by 2030 and 52% by 2050 (State Demography Office). Anticipating such a surge in population and associated changes to the community, the Envision Chaffee County project was initiated in early 2017 by a group of citizens. In September 2017, the Chaffee County Commissioners unanimously agreed to convene the initiative, with support from the Central Colorado Conservancy.

The three-phase Envision project officially began in the summer of 2017, involved more than 1500 residents, and concluded in May 2018 with an implementation plan. Phase I was focused on "finding common ground" through developing a community vision for the future and deciding how to measure results, including a broad base survey of the community. Phase II was focused on "Building a Community Action Plan" by forming working groups of community members to achieve the vision for the future developed in the first phase. Phase III is an ongoing effort to realize this action plan.

One of the top priority projects of Envision was to help launch the Chaffee County Community Foundation (CCCCF)¹ in 2018. Among the Foundation's top priorities is to build on the Envision momentum and engage diverse stakeholders to carry out the 40 programs identified in support of progress toward four broad visions:

Vision 1: Our forests, waters and wildlife are healthy and in balance with recreation.

Vision 2: Our community members are able to live locally and benefit from a resilient community.

Vision 3: Our community remains friendly, engaged and culturally connected.

Vision 4: We have sustainable agriculture, beautiful rural landscapes, and development focused in and around towns.

This report provides the result of one of the programs in support of Vision 3: How can we measure and track whether we have a friendly, supportive community, where participation is encouraged, and our strong sense of community is maintained?

¹ CCCF is a public, nonprofit 501(c)(3) organization whose goals are to increase overall philanthropy in our region, support our nonprofit organizations, connect donors to community needs, build permanent charitable funds, and bring people together to solve community problems.

Why this survey?

The initial Envision survey in 2017 demonstrated that people of all ages, incomes and financial situations identified our “sense of community” as one of things they value most about living here: our friendly, small-town, engaged community is one of our core strengths.

Losing this special “sense of community” was also one of the things people were most concerned about as they looked ahead towards the significant population growth forecast in the next decade. In 2018, The Envision Community Action Plan identified 40 programs and projects to sustain and improve our quality of life and to create the future that citizens want as the county grows. One of the measures of the success of the Envision Community Action plan will be whether and how the programs and projects implemented affect our “sense of community”.

That’s the purpose of the “Chaffee County Community Check-up” (C4). C4 is a survey that tracks satisfaction with the quality of life in our community as reflected by participation in the life of the community, and the depth of connections among people in the community.

By collecting key demographic information like age, length of residence, working status, and education level, C4 can reveal if there are differences in the way significant subgroups of people feel and suggest ways that programs might be modified to help reach and positively impact everyone.

Project Participants

Project Team: Irv Broudy and Rick Hum served as co-leaders. Keith Baker, Andrea Carlstrom, Anita Cooper, Jacy Doumas, Syd Schnurr, Dan Shore, Kim Smoyer, and Cindy Williams provided advice and reviewed early drafts of the survey. Special thanks and appreciation to Kurt Jones, CSU extension agent for Chaffee County, for his help conducting the statistical analyses.

Survey Outreach Partners: They included multiple agencies and organizations contributing essential support in building awareness of and encouraging participation in the survey through outreach to their members, employees, and others in the community. These organizations included: Buena Vista and Salida Chambers of Commerce; Buena Vista and Salida Regional Libraries; Central Colorado Conservancy; Central Colorado Humanists; Greater Arkansas River Nature Association (GARNA); Chaffee County Department of Public Health; Heart of the Rockies Regional Medical Center; Rotary Clubs of Buena Vista and Salida; The Chaffee County Community Foundation; The Ark Valley Voice; The Mountain Mail; and the presidents of many HOAs in Chaffee County.

Contributing Partners: Johanna Zarach, Principal consultant, Glean Consulting, Inc. provided access, invaluable assistance and advice in the use of Survey Monkey; Michael Hannigan, Executive Director, The Chaffee County Community Foundation, provided business cards to promote and link to the survey; Barbara Plake and Jim Impara gave their advice and counsel on statistical analyses. Gloria Broudy for review and editing.

Survey development, design and administration

The C4 survey was designed to expand on the original Envision survey question about what makes Chaffee County a special place to live and visit. Specifically, the goal was to define and measure the factors that contribute to a strong sense of community and provide a baseline and a means of monitoring changes over time. While the principal focus was gathering information from people who live in the County, the survey was designed to include people who work in the County but live elsewhere, as well as visitors to our community.

Survey questions fell into three major categories: (1) overall quality of life (level of satisfaction, satisfaction with the direction of change, and identifying what is most important in maintaining “community”; (2) the level of connectedness among people (e.g. volunteering, participating in social and community organizations and events; knowing your neighbors and people you see in town etc.); and (3) demographic characteristics (such as length and location of residence in the County, age, gender, education level, children living with you, etc.) that define subgroups that might have different opinions on the first two topics.

The survey “branched” so that only relevant questions were asked of people who worked but did not live in Chaffee County and those who were only visiting. The full survey consisted of 28 questions, with residents answering 22 and others answering as few as six questions. See Appendix 1 for the complete survey.

Drafts of the survey were circulated to Envision volunteers to take and their suggestions were incorporated in the final survey.

The online survey was taken by 848 people (799 Chaffee County residents and 49 visitors) during the six-week period from mid-September to the end of November 2018. On average, people completed the survey in less than 8 minutes.

People responded anonymously to the survey but were given the opportunity to provide their email address if they wished to receive a copy of this report. About 1/3 (289 of 848) who took the survey provided their email addresses, indicating strong interest in receiving a copy of this report.

Who responded and how representative are they of Chaffee County?

The C4 survey asked respondents to provide key demographic information to help understand how well the survey represents the overall community and to determine if there were differences in the sense of community felt by significant subgroups of residents. This information was not a requirement for the survey to be counted.

Every effort was made to engage a broad cross-section of residents by asking a wide range of local organizations and agency partners throughout the County to promote the survey to their constituencies. Our goal was to get a sample that was representative of the resident population of Chaffee County, ages 18 or older.

We received 799 survey responses from Chaffee County residents of which 685 substantially completed the survey. That represents approximately 4.2% of the number of people aged 18 or older living in Chaffee County based on the State Demographer's office projections for 2017 using the most recent (2010) Census. This is a relatively high response rate for this type of survey.

Compared to the County in general, responses tilted towards (1) older residents (79.6% 45 years or older vs. 68.5% of the estimated population); (2) females (63.7 % vs. 47%); and (3) bachelor's degree or higher education level holders (75.7% vs. 32.4%)². It's not surprising that older residents who have more time, those with more education, and women -- who appear to be more community-engaged in general -- were more likely to respond to this survey.

While we cannot claim that our sample is completely representative of Chaffee County residents, the results still have strong utility. The survey, intended to provide baseline measures of satisfaction and how that changes, will be repeated every few years in order to monitor change. The same types of people who responded in the first year are likely to do so in future years so while the sample may be a little biased, it is likely to be "biased" in the same way in the future and comparisons over time will be valid.

² <https://www.towncharts.com/Colorado/Education/Chaffee-County-CO-Education-data.html>.

There are no comparative data to judge the representativeness of our sample on the other demographic characteristics we collected such as location of residence in the county, whether they had any children under 18 living in the home, or work status (working in the county, out of county, on-line, looking for work or retired).

II. Survey Results and Analyses

A. How the survey results are organized

The results for Chaffee County residents who responded to the survey are presented in two sections. The first section is basically descriptive. Here we summarize all the responses to each survey question by providing a bar graph that shows how many people chose each answer for that question. Below each graph, we comment on the salient features of the chart above and, where there seem to be clear differences in the response patterns among different subgroups defined by demographic characteristics, we indicate what these differences are. Where the difference seems large, we provide the correlation “r” value* to show the strength of the relationship.

The second section is more analytical, using statistical tests and measures to evaluate whether differences in responses among subgroups are “significant”, that they are unlikely to have occurred simply by chance or because of sampling error. In particular, we focus these statistical tests to evaluate whether the satisfaction levels of different subgroups—defined by demographic characteristics such as age, gender, education level, etc., and their responses to other survey questions such as length of residency, where they live in the County, etc., are truly different. In order to do most of the statistical testing, the survey responses were “recoded” to assign a numeric value to each answer choice.

The primary intent of this survey was to obtain information from residents. We purposely did not attempt to survey visitors, but we didn’t want them to be excluded from the survey process. Therefore, a few questions were developed specifically for visitors. Because only a small number of visitors took the survey, no statistical testing of subgroup differences was performed. In Appendix 2, we provide bar graphs that show how many visitors chose each option for the six questions we asked them to complete.

* The correlation coefficient (“r”) is a statistical measure of the strength of the association between variables and has a possible range of values from $r = -1$ to $+1$, with zero indicating absolutely no association between the two variables.

An $r = +1$ or -1 indicates the strongest possible association between two variables (i.e. knowing the value on one variable tells you exactly what the value of the other variable will be). An $r = 0$ indicates there is absolutely no association between two variables (i.e. knowing the value on one tells nothing about the other). The direction of the relationship is indicated by whether the correlation is positive or negative.

What correlation values are typically found in social science research? Rarely do they exceed 0.5 or 0.6 and are typically lower. For example, in predicting freshman grades in college based high school performance over four years together with college admissions test scores based on 200 or more questions, the correlation is generally not greater than 0.40.

For purposes of this analysis, we identified r values of 0.10 or higher as indicating a possible relationship between two survey questions that warranted further exploring by more sophisticated statistical methods.

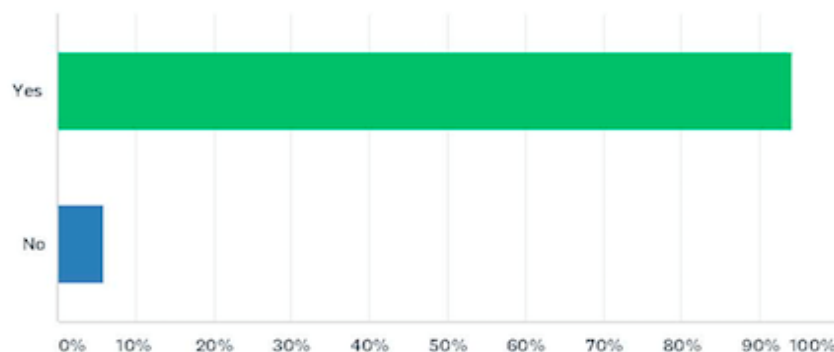
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B. How Chaffee County residents responded to the survey

Chaffee County Community Checkup: Taking The Pulse Of Our Community

Q1 Are you a full-time resident or is your primary employer in Chaffee County?

Answered: 848 Skipped: 0

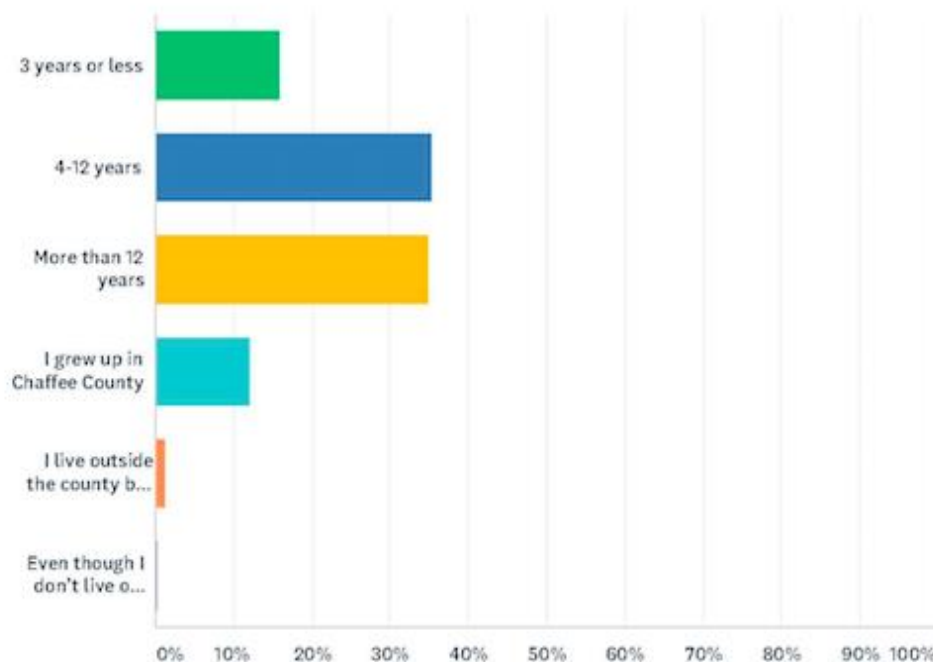


ANSWER CHOICES	RESPONSES	
Yes	94.22%	799
No	5.78%	49
TOTAL		848

The survey was designed and intended for Chaffee County residents to complete online. We included a section of six questions for non-residents, recognizing that they might want to respond and could provide some useful information. However, while we could contact residents via email through our partner organizations and provide a direct link to the survey, we had no comparable way to provide similar access to non-residents. As a result, only a small number of visitors responded. Appendix 2 provides a summary of their responses.

Q2 How long have you lived in Chaffee County?

Answered: 690 Skipped: 158

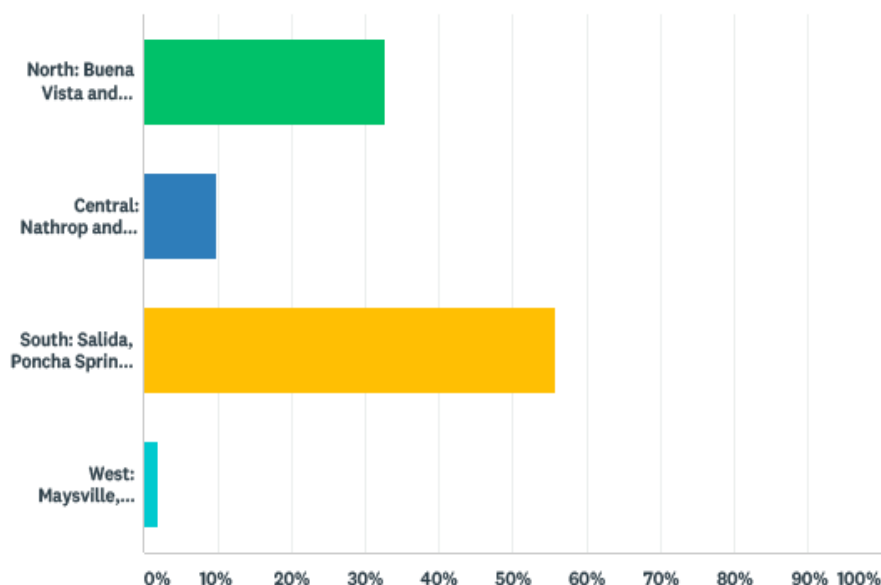


ANSWER CHOICES	RESPONSES	
3 years or less	15.94%	110
4-12 years	35.36%	244
More than 12 years	34.93%	241
I grew up in Chaffee County	12.17%	84
I live outside the county but work here	1.30%	9
Even though I don't live or work in Chaffee County, I think of it as "my community"	0.29%	2
TOTAL		690

The median length of residence of respondents is about 12 years. The percentage of “newcomers” and those who “grew up here” are roughly similar. People who answered the survey appear to be a good representative sample of what would be expected of length of residence in Chaffee County. However, there are no census or other data available to confirm this. In general, length of residency is about the same for people regardless of where they live in Chaffee County with a few exceptions: respondents from the central area near Nathrop include fewer residents that grew up there and Buena Vista has a larger proportion of long-term residents than other areas.

Q3 Where do you live in Chaffee County ?

Answered: 685 Skipped: 163

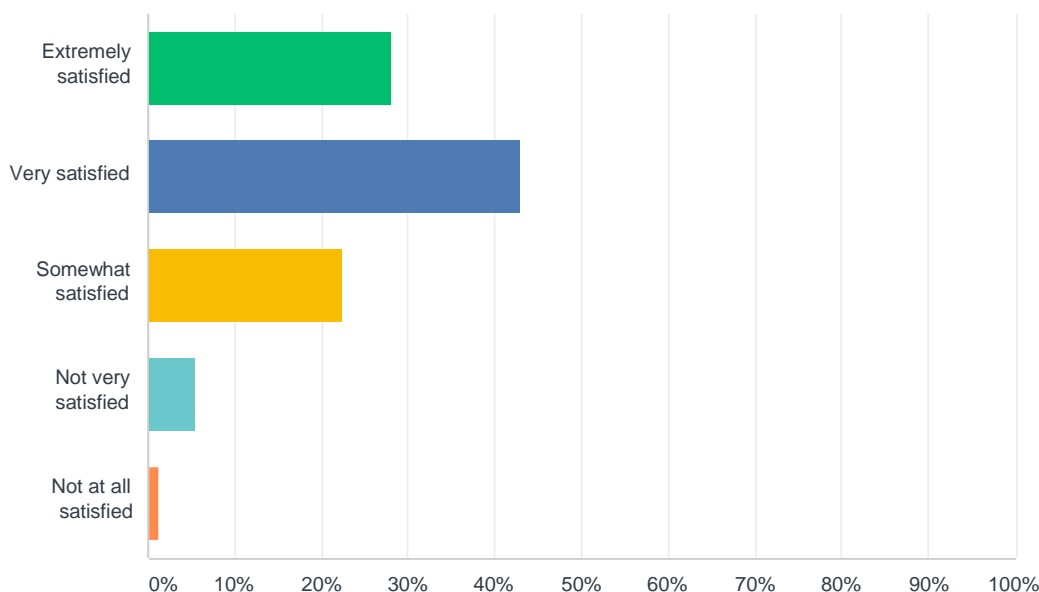


ANSWER CHOICES	RESPONSES	
North: Buena Vista and surrounding area	32.70%	224
Central: Nathrop and surrounding area	9.78%	67
South: Salida, Poncha Springs and surrounding area	55.62%	381
West: Maysville, Garfield and surrounding area	1.90%	13
TOTAL		685

The distribution of responses appears to be representative of the population of Chaffee County. The number of responses from the South (Salida and vicinity) compared to those from the North (Buena Vista and vicinity) is about what you would expect given the populations of the two towns. However, because the Census data designated categories do not correspond with our answer categories, it is not possible to determine with certainty how representative our sample is on this measure. (Source: <https://colorado.hometownlocator.com/counties/cities,cfips,015,c,chaffee.cfm>).

Q4 Overall, how satisfied are you with the quality of life in our community (In considering quality of life: Do you think this is a good and safe place to live, to raise children, to work in, to grow old in, to make friends, to feel valued and a part of the community?)

Answered: 691 Skipped: 157



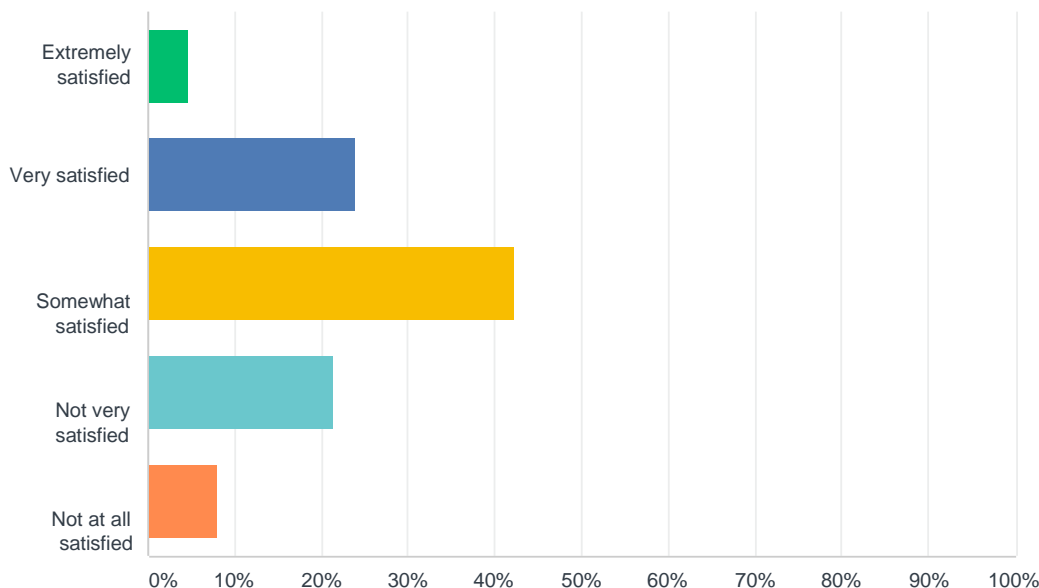
ANSWER CHOICES	RESPONSES	
Extremely satisfied	28.08%	194
Very satisfied	42.98%	297
Somewhat satisfied	22.43%	155
Not very satisfied	5.35%	37
Not at all satisfied	1.16%	8
TOTAL		691

Overall, Chaffee County residents are clearly very satisfied with the current quality of life in our community. More than 70% said they were either very satisfied or extremely satisfied and fewer than 7% were either not very satisfied or not at all satisfied.

The level of satisfaction differs for some groups. It's generally higher for residents who believe that they can find someone to talk with if they have concerns ($r=.34$), those who believe that newcomers add to the vitality of the community ($r=.30$) and that newcomers are not trying to change the community ($r=.27$). To a lesser degree, people who participate more and feel more connected to our community and those with more education beyond high school also tend to be more satisfied. People who grew up here tend to be somewhat less satisfied than newcomers as do younger residents compared to older ones. While the total number of people who responded "not at all satisfied" is only 8, it is noteworthy that all but one are from southern parts of the county. We also asked, "What are the specific qualities that most influenced your answer to this question?" "Friendly", "safe", the "people" (who live here), "small town feel", "sense of community" were most frequently cited. See Appendix 3a for more specifics and for comparisons between responses grouped by level of satisfaction.

Q5 Overall how satisfied are you with the changes you see happening in the community?

Answered: 686 Skipped: 162



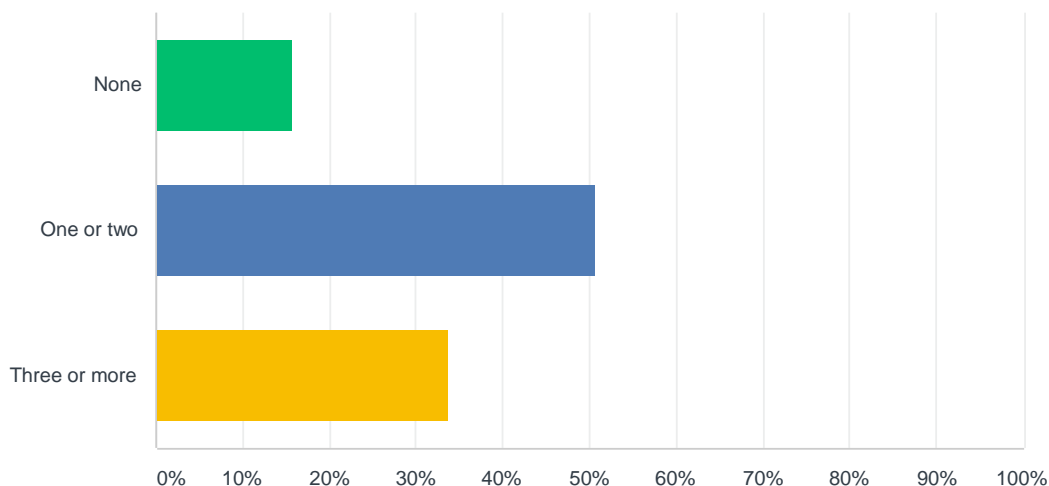
ANSWER CHOICES	RESPONSES	
Extremely satisfied	4.66%	32
Very satisfied	23.76%	163
Somewhat satisfied	42.27%	290
Not very satisfied	21.28%	146
Not at all satisfied	8.02%	55
TOTAL		686

The satisfaction with changes happening in the community is lower than for the previous question about the current quality of life in the community. Most responses (42%) fall in the “somewhat satisfied” category, and the percentage of people who are not satisfied and those who are satisfied are about equal. Compared to only 7% dissatisfied with our current quality of life, 4 times that percentage (about 29%) are dissatisfied with perceived changes coming. It seems clear that there is some significant apprehension about the future among some residents.

Not surprisingly, those who are the most satisfied with the current quality of life here are more likely to be positive about changes they see happening ($r=.47$). Again, being able to express concerns ($r=.37$) and believing that newcomers add vitality ($r=.55$) are factors that contribute to satisfaction with changes seen coming and for satisfaction with our current quality of life. This shift towards dissatisfaction is most pronounced among those who believe that newcomers are trying to change the community ($r=.43$) and for long-term residents ($r=.32$), especially with those that grew up in Chaffee County. Proportionally, about three times as many of those who grew up here said they were “not at all satisfied” with the changes they see coming compared to the total group (26% vs. 8%). Other factors that are related to satisfaction are discussed beginning on page 32. Many respondents listed specific reasons for how they rated their satisfaction with changes they see happening in the community. See Appendix 3b, where specific responses are group by level of satisfaction.

Q6 Are you a member of any community organizations? (By community organizations we mean: churches, service clubs, political organizations, sports related organizations, arts related, etc.)

Answered: 686 Skipped: 162



ANSWER CHOICES	RESPONSES	
None	15.60%	107
One or two	50.73%	348
Three or more	33.67%	231
TOTAL		686

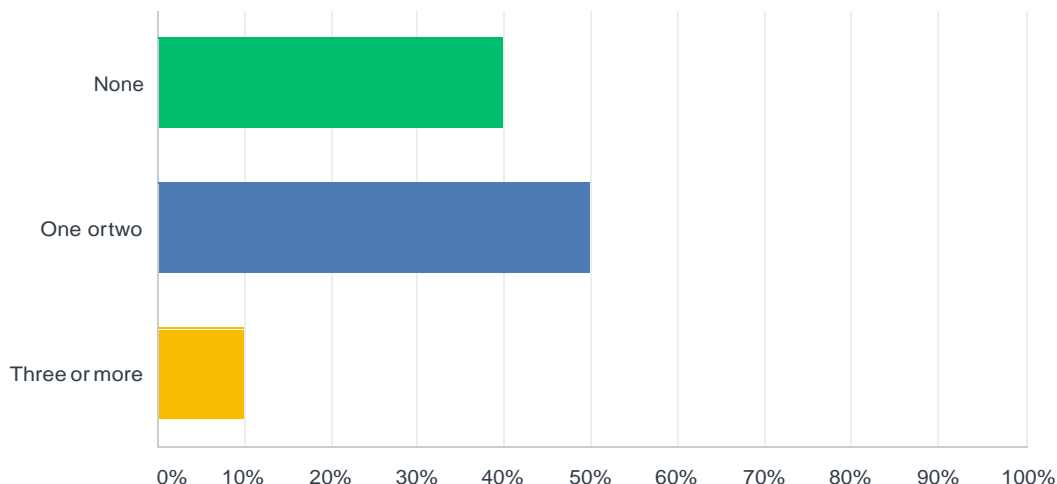
Chaffee County residents are very active members of community organizations. Almost 85% of respondents report they are involved as a member of a community organization and fully one-third are members of three or more different organizations.

It does appear that people with more education beyond high school are somewhat more likely to be members of community organizations ($r=.21$) and are more likely to feel they can find someone to talk with about their concerns ($r=.23$).

People who are active in community organizations are also likely to volunteer ($r=.53$) and participate in informal social groups ($r=.36$).

Q7 Do you participate in any informal social groups such as book clubs, breakfast groups, coffee groups, discussion groups, etc.?

Answered: 688 Skipped: 160



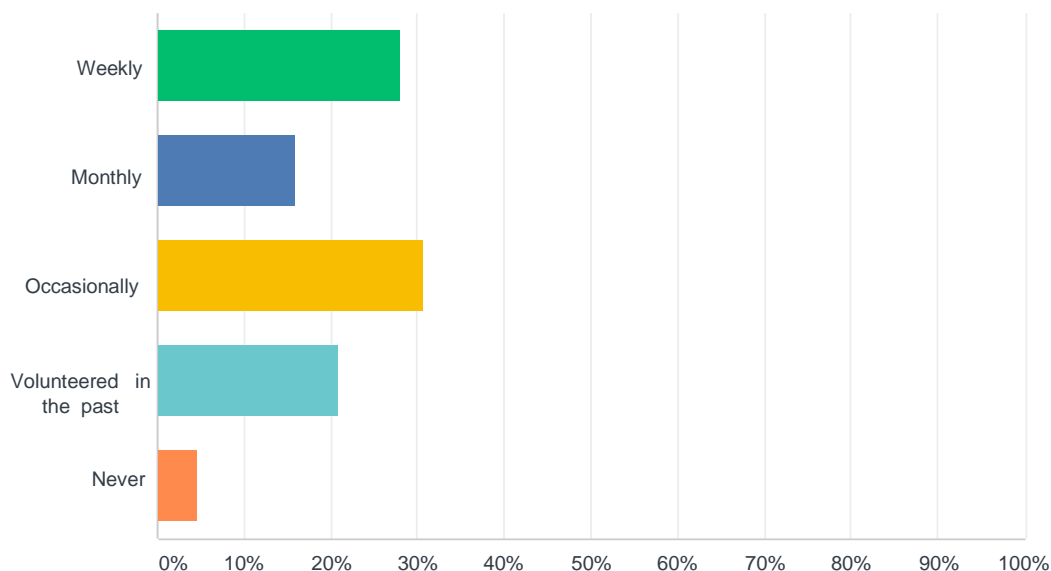
ANSWER CHOICES	RESPONSES	
None	39.83%	274
One or two	50.15%	345
Three or more	10.03%	69
TOTAL		688

Chaffee County residents participate in many informal social groups. About 60% participate in one or more informal social groups, though this is a lower percentage rate (85%) than their membership in more formal community groups.

People participating in social groups are more likely to be members of community organizations ($r=.36$) than those who are not. Participation in social groups increases the likelihood that a person will reach out and meet newcomers to their neighborhood ($r=.23$) and volunteer ($r=.22$).

Q8 Do you volunteer?

Answered: 686 Skipped: 162



ANSWER CHOICES	RESPONSES	
Weekly	27.99%	192
Monthly	15.89%	109
Occasionally	30.76%	211
Volunteered in the past, but not currently	20.85%	143
Never	4.52%	31
TOTAL		686

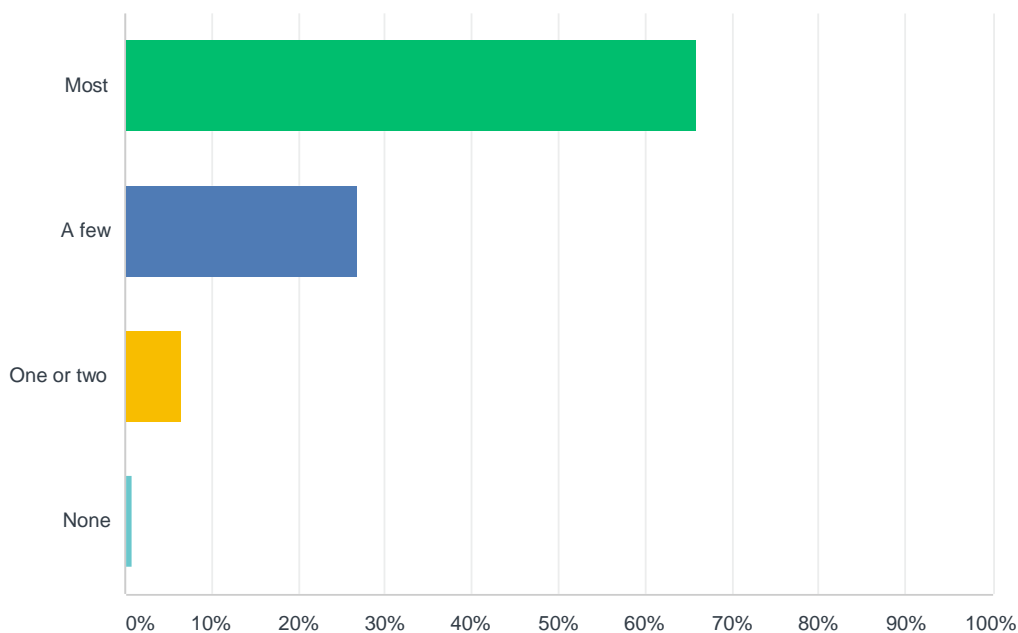
We are a volunteer community! Ninety-five percent currently volunteer or have done so in the past and more than a quarter of them volunteer weekly.

Volunteers are much more likely to be members of community organizations ($r = .53$) and somewhat more likely to reach out and meet newcomers to their neighborhood ($r = .21$), belong to informal social groups ($r = .22$), and have someone to talk with about community concerns ($r = .23$).

Volunteering among people age 65 and older is higher than for younger people, most likely because they are retired and have more time. More than 37% of this age group report they volunteer weekly, while less than 16% of the respondents ages 25-44 report volunteering weekly.

Q9 Do you know your neighbors?

Answered: 687 Skipped: 161



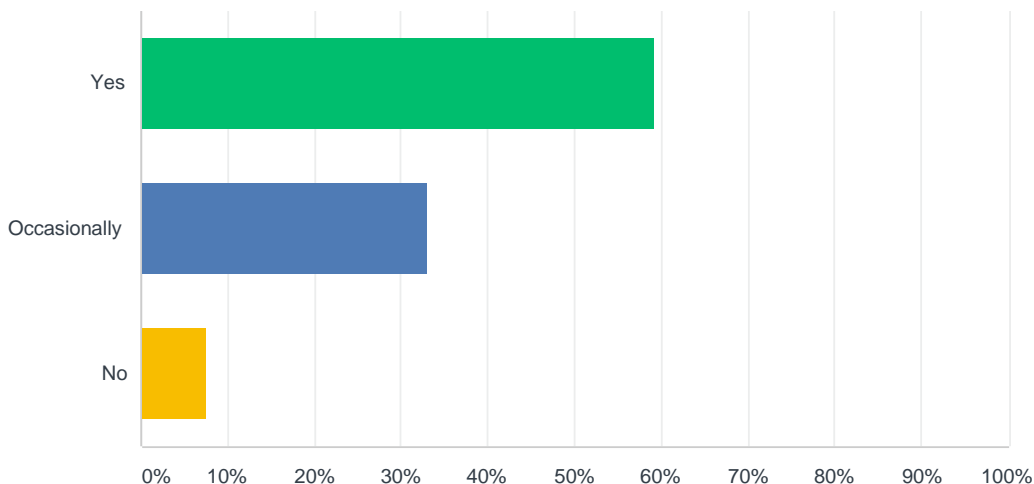
ANSWER CHOICES	RESPONSES	
Most	65.94%	453
A few	26.78%	184
One or two	6.40%	44
None	0.87%	6
TOTAL		687

People in Chaffee County know their neighbors! More than 2/3 know most of their neighbors and, remarkably, only 6 out of 687 (0.87%) respondents said they knew none of their neighbors.

People who know their current neighbors are more likely to reach out to new people moving into their neighborhood ($r=.38$) and are somewhat more likely to be a member of a community organization ($r=.21$).

Q10 When newcomers move into your neighborhood, do you try to meet them?

Answered: 683 Skipped: 165



ANSWER CHOICES	RESPONSES	
Yes	59.30%	405
Occasionally	33.09%	226
No	7.61%	52
TOTAL		683

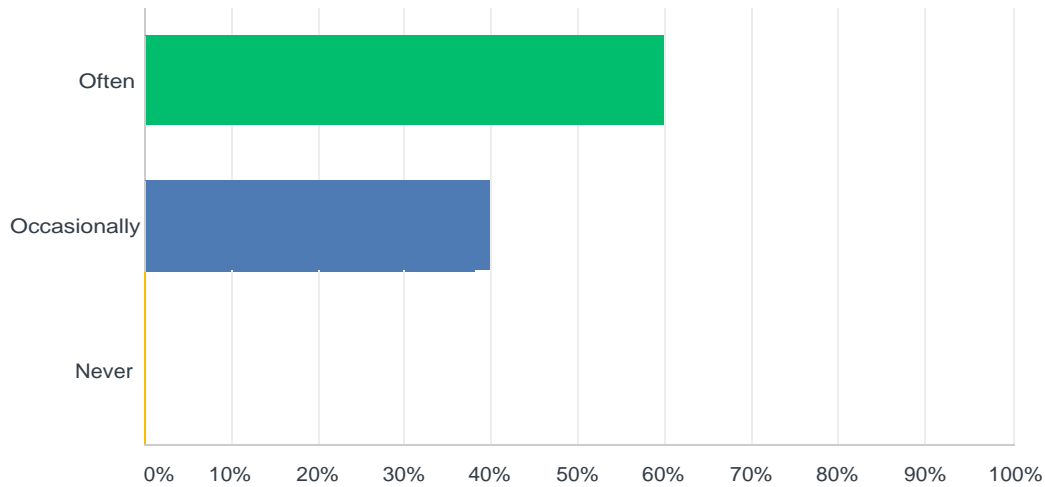
Most Chaffee County residents make an effort to meet new neighbors. Ninety-two percent do and fewer than 8% say they don't try. This welcoming attitude seems to be uniformly true regardless of where you live in the County.

People who are members of community organizations, informal social groups, or community volunteers are also those who are most likely to meet newcomers who move into their neighborhood.

Those who have grown up in Chaffee County or have lived here a long time are slightly less welcoming to new neighbors; 11% report that they do not meet newcomers compared to only 5% of those who have lived here for less than 12 years.

Q11 Do you attend community events such as parades, festivals, musical events, fundraisers, sporting events?

Answered: 683 Skipped: 165

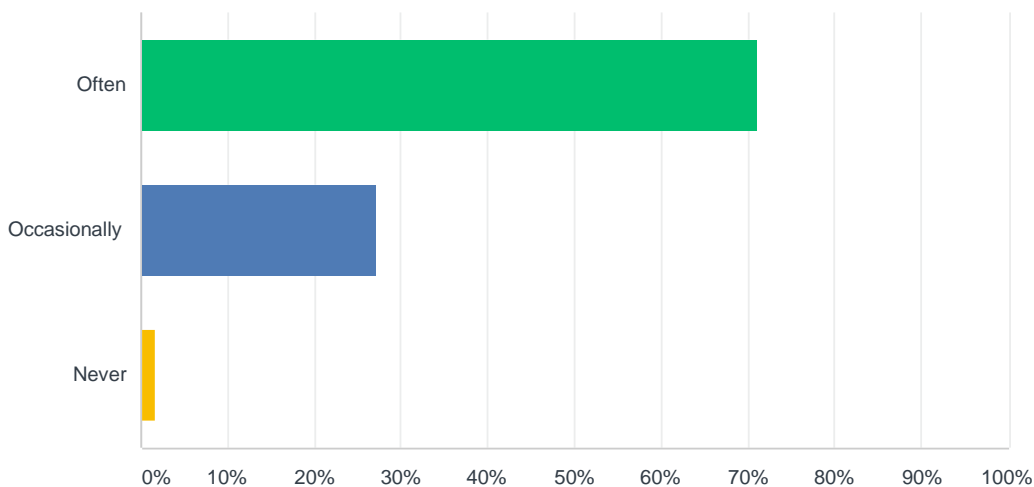


ANSWER CHOICES	RESPONSES	
Often	59.74%	408
Occasionally	38.21%	261
Never	2.05%	14
TOTAL		683

Attendance at community events is high. Almost 2/3 attend often, and only 2% never attend events. Not surprisingly, attendance is somewhat higher for people who live in or closest to Salida or Buena Vista compared to those living in more rural areas.

Q12 How often do you see people you know when you are walking in town or in a store?

Answered: 685 Skipped: 163



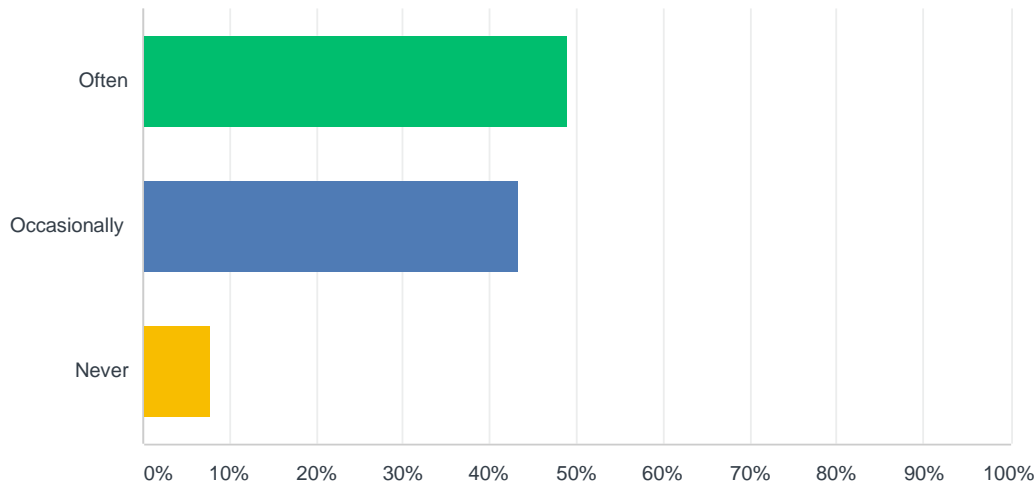
ANSWER CHOICES	RESPONSES	
Often	71.09%	487
Occasionally	27.30%	187
Never	1.61%	11
TOTAL		685

People know each other in Chaffee County. Ninety-eight percent see people they know when they are walking in town or in a store. Almost three-quarters report they often see people they know on these occasions.

People in this category are more likely ($r=.23$) to be satisfied with the quality of life in our community.

Q13 If you go into a small retail store or restaurant, do you feel the people there know you as a local?

Answered: 686 Skipped: 162

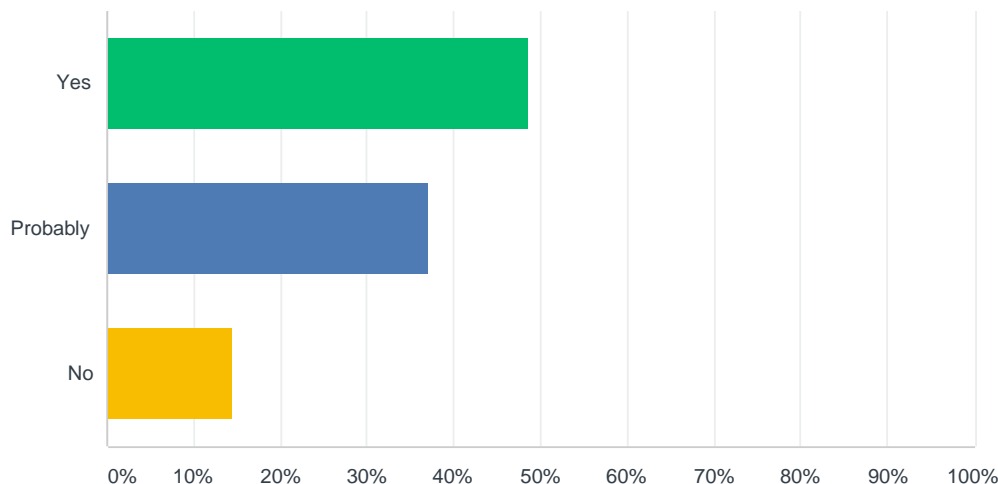


ANSWER CHOICES	RESPONSES	
Often	48.98%	336
Occasionally	43.29%	297
Never	7.73%	53
TOTAL		686

Most businesses recognize residents as locals when they visit their establishments. About half say this happens often, and fewer than 8% say this never occurs.

Q14 If you have a concern about something happening in the community, do you think you could find someone to talk with who might be able to help?

Answered: 685 Skipped: 163



ANSWER CHOICES	RESPONSES	
Yes	48.61%	333
Probably	36.93%	253
No	14.45%	99
TOTAL		685

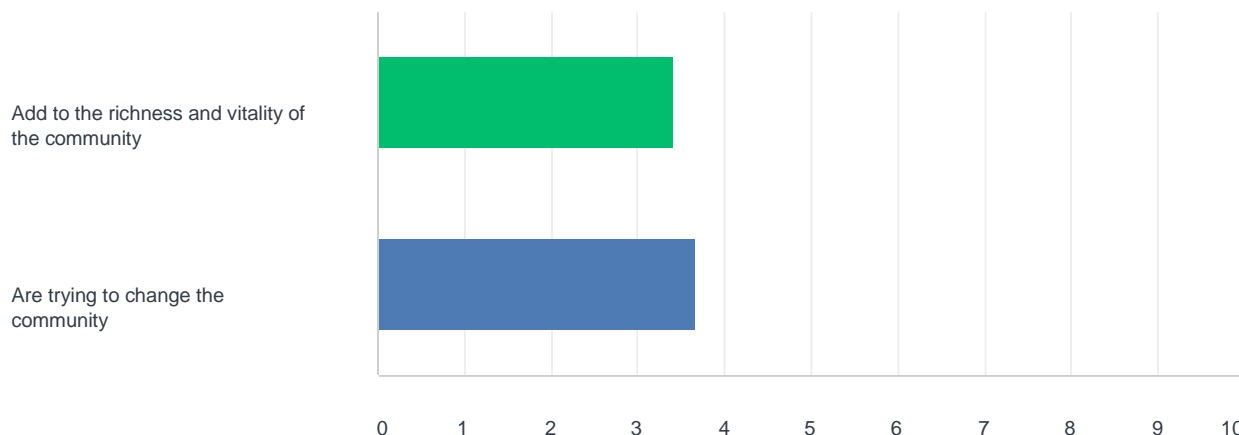
Folks in Chaffee County believe they can reach out and find someone to help if they are concerned about something in our community. More than 85% answered “yes” or “probably” to this question. Those who grew up in Chaffee County are a little less sanguine. Only 30% of “old timers” were certain they could find someone to help compared to almost 50% of the total group.

This ability to reach out and be able to find someone who can help when a person has a concern seems to be one of the most important factors in overall satisfaction with the current quality of life ($r=.34$) as well as satisfaction with changes seen as coming ($r=.37$).

Not surprisingly, people who are more “active community participants” and more “connected to the community” are more likely to be able to have someone with whom they can share their concerns.

Q15 Do you feel the newcomers moving into our community:

Answered: 686 Skipped: 162



	STRONGLY DISAGREE	DISAGREE	DON'T MAKE MUCH IMPACT	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Add to the richness and vitality of the community?	8.55% 58	17.85% 121	9.29% 63	53.83% 365	10.47% 71	678	3.40
Are trying to change the community?	2.40% 16	14.82% 99	16.92% 113	46.41% 310	19.46% 130	668	3.66

Overall, people tend to agree that new comers add to the richness and vitality of our community while at the same time they are trying to change it. Two-thirds said they agreed or strongly agreed with each of these two impacts.

Feelings about newcomers have a very strong impact on current satisfaction. Among people who are most satisfied with the quality of life in our community, 90% believe that newcomers add richness and vitality compared to only 27% among those least satisfied. 86% of those dissatisfied strongly agree that newcomers are trying to change the community while only 45% of people who are satisfied feel that way.

Feelings about newcomers also have a very strong impact on satisfaction with change in the community. Among people least satisfied about the change in our community, 64% disagree that newcomers add to the vitality and richness of our community compared to only 5% of those satisfied with change. Similarly, 84% of those not satisfied with changes believe newcomers are trying to change our community, while only 46% of those satisfied with change feel that way.

Salida residents seem less positive about the impact of newcomers than people living in other areas of Chaffee County. 31% of Salida residents disagree that newcomers add vitality to our community compared to 20% of Buena Vista residents.

Note: This graph and table show the weighted average (e.g. Strongly Agree = 5, Not much impact =3, Strongly Disagree =1 etc.). So the “weighted average” response to the first question (3.40) is about midway between “Don’t Make Much Impact” and “Agree”.

Q16 In your view, what is the most important thing that helps maintain a sense of community in Chaffee County?

Answered: 520 Skipped: 328

Here's is a word cloud*³ created from the 520 responses.



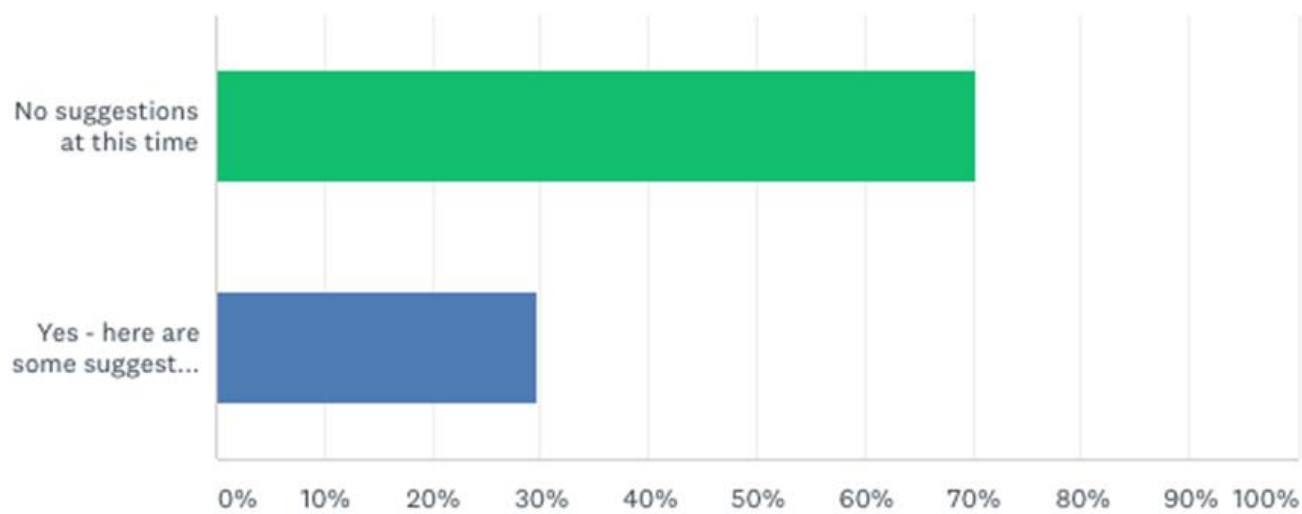
The kinds of people living here, the small-town feel, the events, and overall friendliness and connections are the essential qualities that maintain our sense of community!

A full listing of responses can be found in Appendix 3c.

* The relative size of each word indicates how often it occurred in a response. For example, the word "community" was cited by 141 people; "people" by 120; "town" by 72; "events" or "small" by 64; "neighbors" by 25; "care" by 12; and "schools" by 10.

Q17 Are there other questions we should ask in future surveys like this to track how well we are achieving our goal of keeping Chaffee County a friendly community as our population increases?

Answered: 637 Skipped: 211

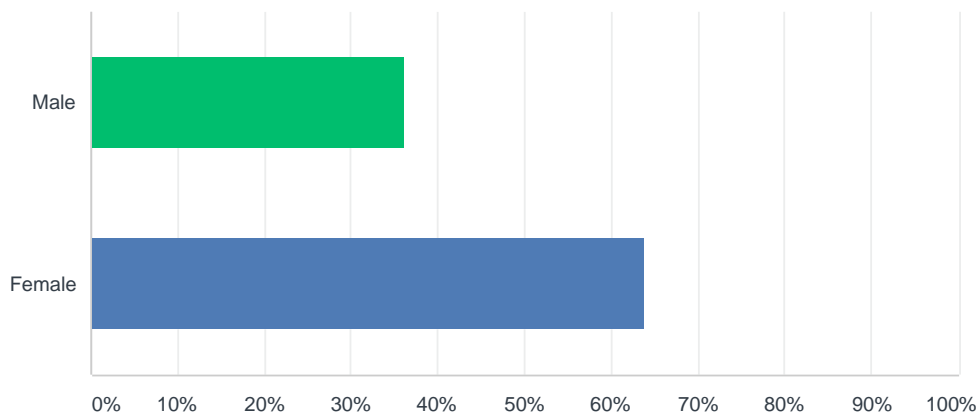


ANSWER CHOICES		RESPONSES	
▼ No suggestions at this time		70.33%	448
▼ Yes - here are some suggested questions:	Responses	29.67%	189
TOTAL			637

Suggested questions for future surveys from the 189 people who provided one are reported in Appendix 3d.

Q18 Are you?

Answered: 670 Skipped: 178

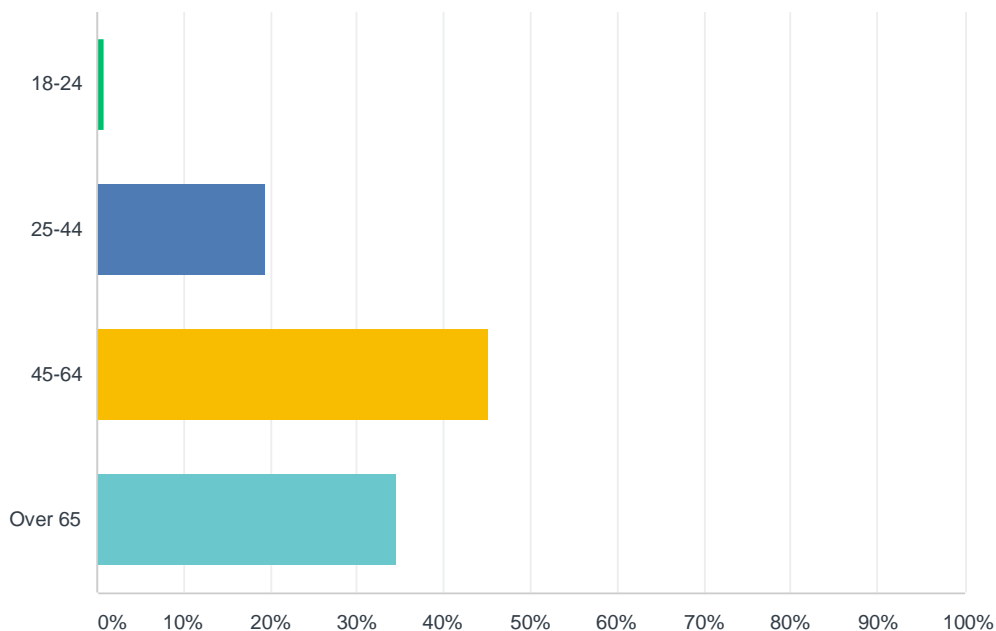


ANSWER CHOICES		RESPONSES	
Male		36.27%	243
Female		63.73%	427
TOTAL			670

Our sample is tilted heavily towards females. The most recent Census data shows females comprise just 47% of our population while our sample has 63.7%. However, since both genders answered almost all other questions in very much the same way, this gender imbalance in our sample does not affect the validity of our results. The only significant difference is that women were slightly more likely to participate in informal social groups than men ($r=.15$).

Q19 What age group are you in?

Answered: 676 Skipped: 172



ANSWER CHOICES	RESPONSES	
18-24	0.89%	6
25-44	19.53%	132
45-64	45.12%	305
Over 65	34.47%	233
TOTAL		676

Compared to Census data for Chaffee County, our respondents are somewhat older: 79.6% are 45 years or older compared to 68.5% of population estimates.

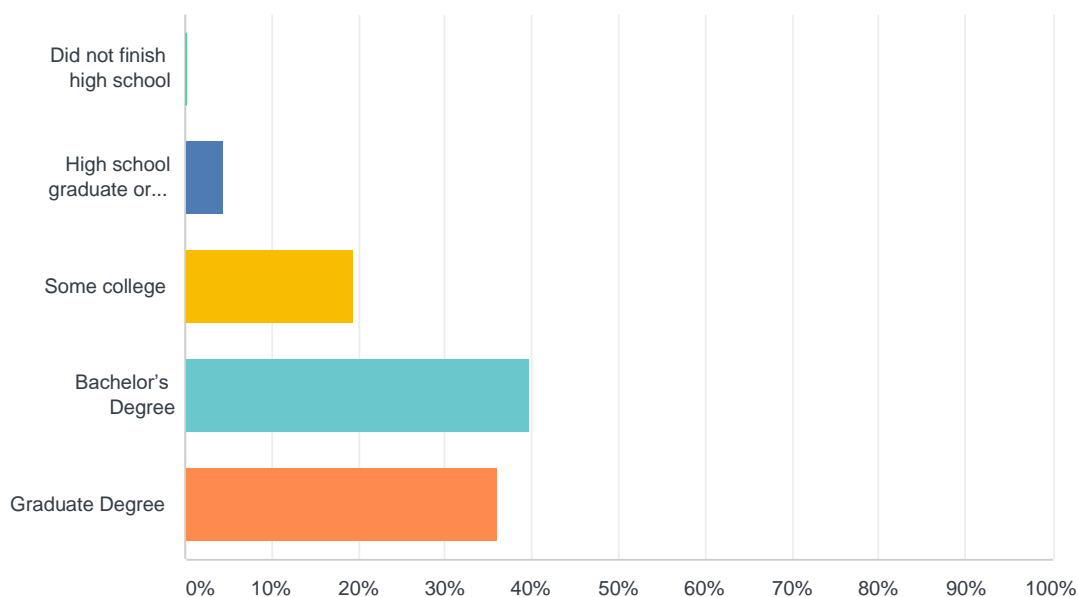
The Salida area respondents comprise a much larger proportion of young people, 44 or younger, than the area in the north encompassing Buena Vista (74% vs. 27%).

Older people are somewhat more likely to believe newcomers add to the richness and vitality of our community ($r=.20$).

As would be expected, there are more children living at home with younger people ($r=.51$) and younger people are much more likely to be working rather than retired ($r=.63$).

Q20 What is the highest level of education you completed?

Answered: 675 Skipped: 173



ANSWER CHOICES	RESPONSES	
Did not finish high school	0.30%	2
High school graduate or have a GED	4.44%	30
Some college	19.56%	132
Bachelor's Degree	39.70%	268
Graduate Degree	36.00%	243
TOTAL		675

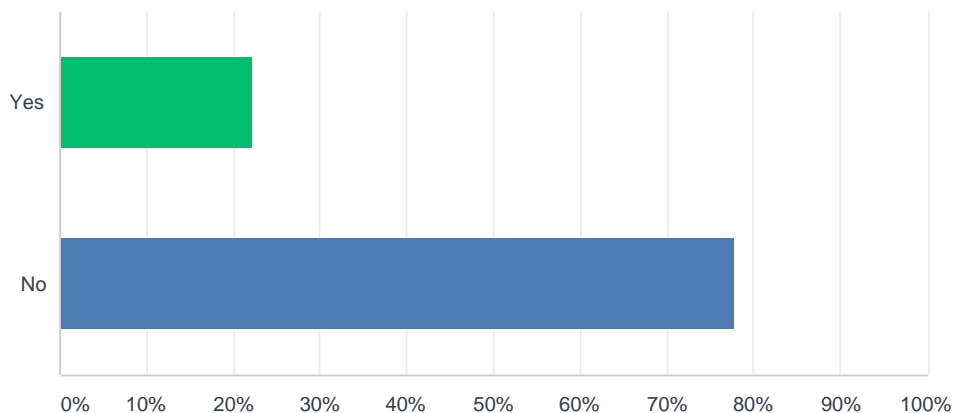
Our sample is more highly educated than what Census data provides for Chaffee County in general. “Bachelor’s degree or higher” were attained by 75.7% of our sample compared to 32.4% of Chaffee residents 25 or older.

Education level is somewhat higher for newer residents ($r=.34$) compared to those who grew up in Chaffee County. 80% of those who moved here have a BA or higher compared to 46% of those who grew up here.

There is some indication that more education is related to greater participation in community organization ($r=.21$), volunteering ($r=.22$), and to the belief that newcomers add to the vitality of the community ($r=.24$).

Q21 Do you have any children under 18 living with you?

Answered: 677 Skipped: 171

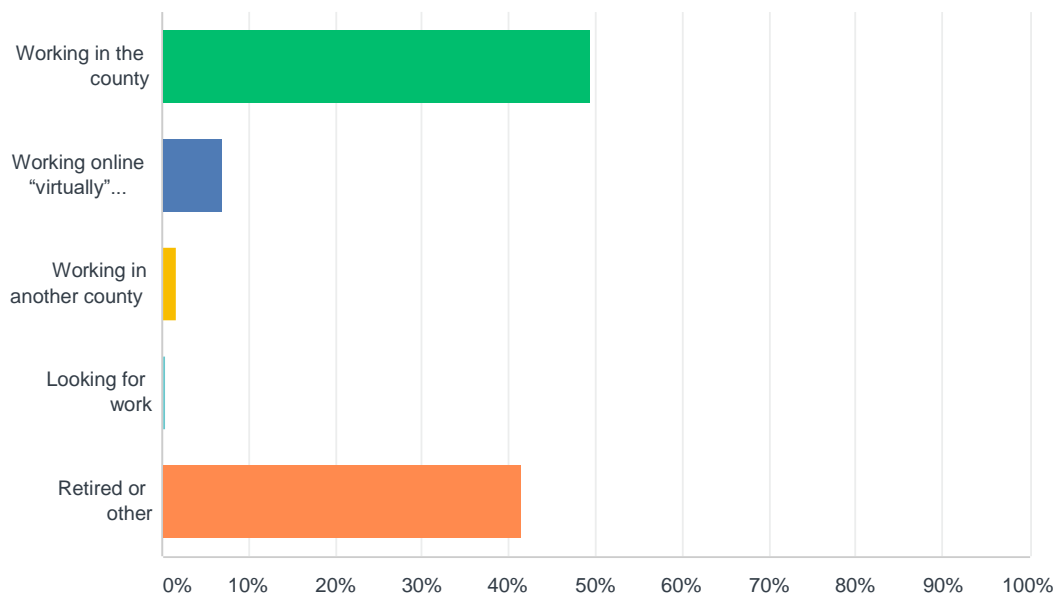


ANSWER CHOICES	RESPONSES	
Yes	22.16%	150
No	77.84%	527
TOTAL		677

About 1/5 of our respondents have children living with them. People who grew up in Chaffee County are more likely to have a child living with them than any other residents. (37% vs. 21%). Children are more likely to be found in homes in the Salida and Buena Vista areas than in the more rural areas in the central or western regions of the County (24% vs. 9%). As would be expected, children are more likely to be living in the homes of younger people ($r=.51$) and those who are working ($r=.36$) rather than retired people.

Q22 Are you:

Answered: 677 Skipped: 171



ANSWER CHOICES	RESPONSES	
Working in the county	49.34%	334
Working online ("virtually") from here	6.94%	47
Working in another county in Colorado	1.77%	12
Looking for work	0.44%	3
Retired or other	41.51%	281
TOTAL		677

Roughly 3/5 of respondents are currently working and 2/5 are retired. Residents living in or close to Salida or Buena Vista are more likely to be working (60%) compared to those living in more rural areas of the county (38%). Among those currently working, 14% work online and only 3% work at a physical location in another county. The more recently people have moved here, the more likely they are to be working online.

About 30% of those who said they were retired are younger than 65.

Q23 If you would like to receive a summary of the survey results after they are compiled, please provide your email address

Approximately 1/3 of the people taking the survey (289 of 648) provided their email address indicating strong interest in receiving a copy of this report.

C. Statistical Analyses: How do survey responses differ among subgroups?

In the previous section, we described how Chaffee County residents responded to each of the survey questions and highlighted what appeared to be important differences in how different subgroups of residents responded to each question.

In this section, we apply some statistical tests⁴ to determine whether apparent differences are “statistically significant”: that they are in fact true differences, not simply the result of chance or sampling error.

In particular, we focus these statistical tools on these questions:

- Does the level of satisfaction, both with the current quality of life (Q4) and with changes seen as happening (Q5), differ depending on the characteristics of who responded?
- What characteristics are associated with greater and less satisfaction?
- Do demographics such as age, gender, education level, work status, having children living at home etc., make a difference? If they do, how?
- What about where one lives in Chaffee County or how long they’ve lived here?
- Does active participation and engagement in the community make a difference?
- How about attitude towards newcomers?

In general, we want to know what distinguishes community members who are satisfied now and are positive about the future of Chaffee County from those who are not.

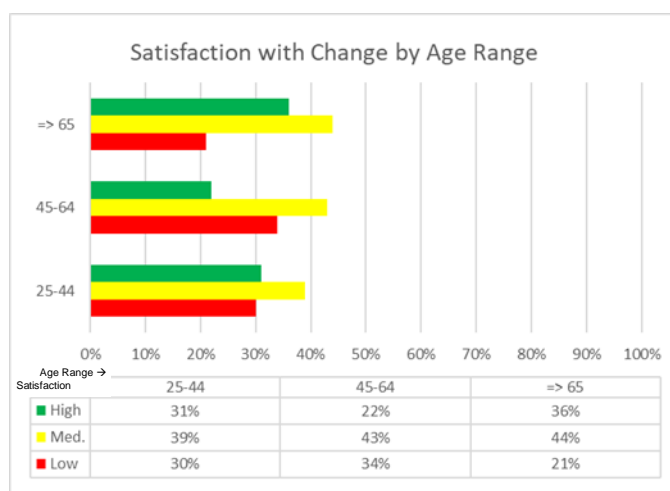
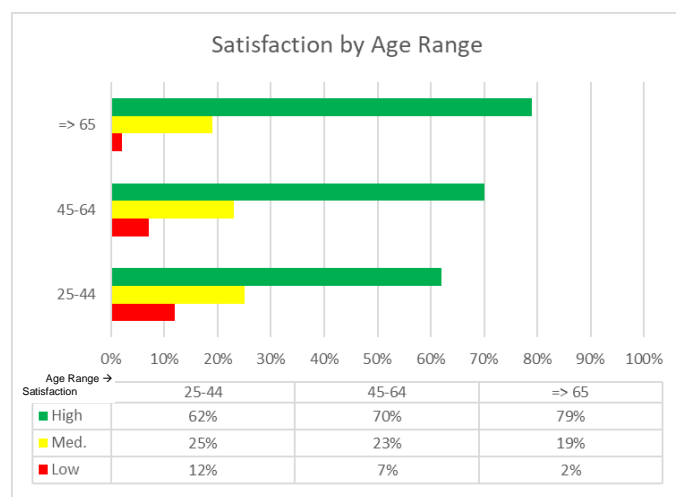
⁴ Non parametric tests that don’t require that the response to questions are “normally” distributed were used including “Spearman Rho” correlation coefficients (as well as “Pearson” correlations) to test the magnitude and direction of the association between two variables and “Chi Square” testing to determine if the association is statistically significant (at $p < .01$) All results of these tests and others are available in a separate document on request to the authors.

What characteristics impact current satisfaction and to what degree?

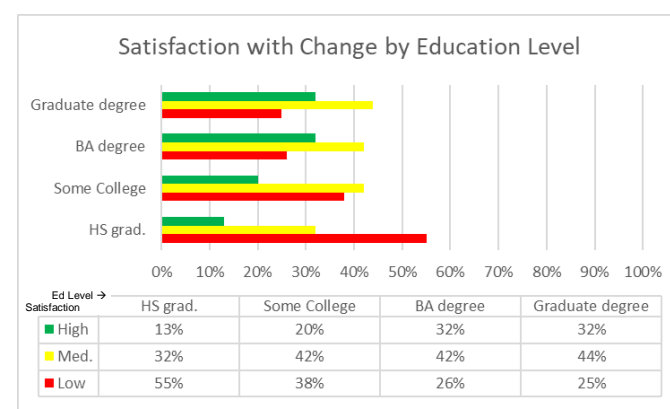
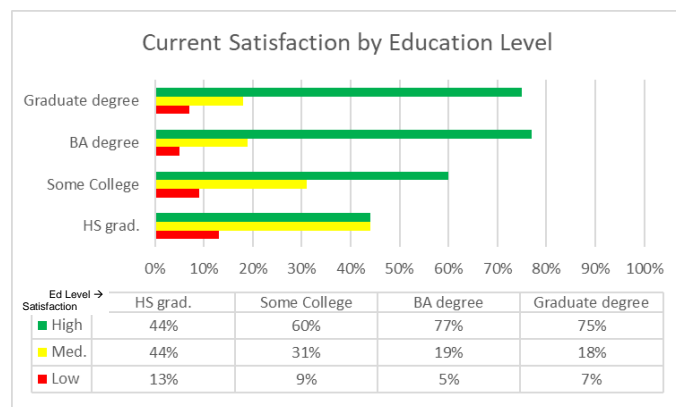
1. Demographics: Age, education level, and work status are related to satisfaction. Gender or having children living at home are not.

Satisfaction⁵ tends to be greater for older people, those with higher levels of formal education, and for people who are retired as the following tables indicate.

Age has a slightly greater effect on current satisfaction with quality of life than the satisfaction with changes happening in the community.



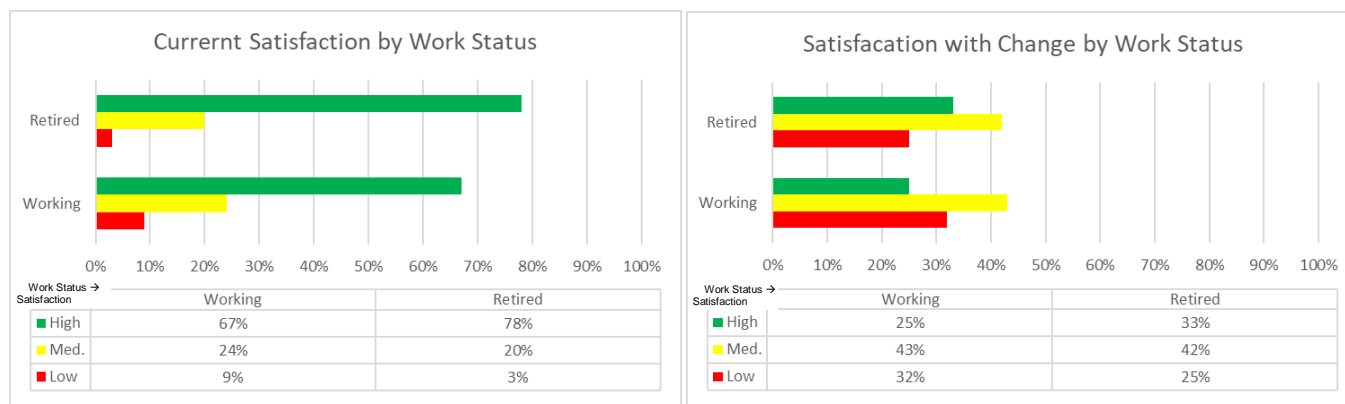
Respondents with more formal education are more likely to be satisfied with the current quality of life. Those with less education are somewhat less satisfied with current quality of life and much more likely to be dissatisfied with the changes happening in the community.



⁵. In order to satisfy the minimum n requirements of the statistical tests, responses to Q4 have been combined: Low = “Not very satisfied” and “Not at all satisfied”; Medium = “Somewhat satisfied”; High = “Very satisfied” and “Extremely satisfied”. The Chi Square values for all tables indicate the differences are statistically significant at the p=.01 or below level.

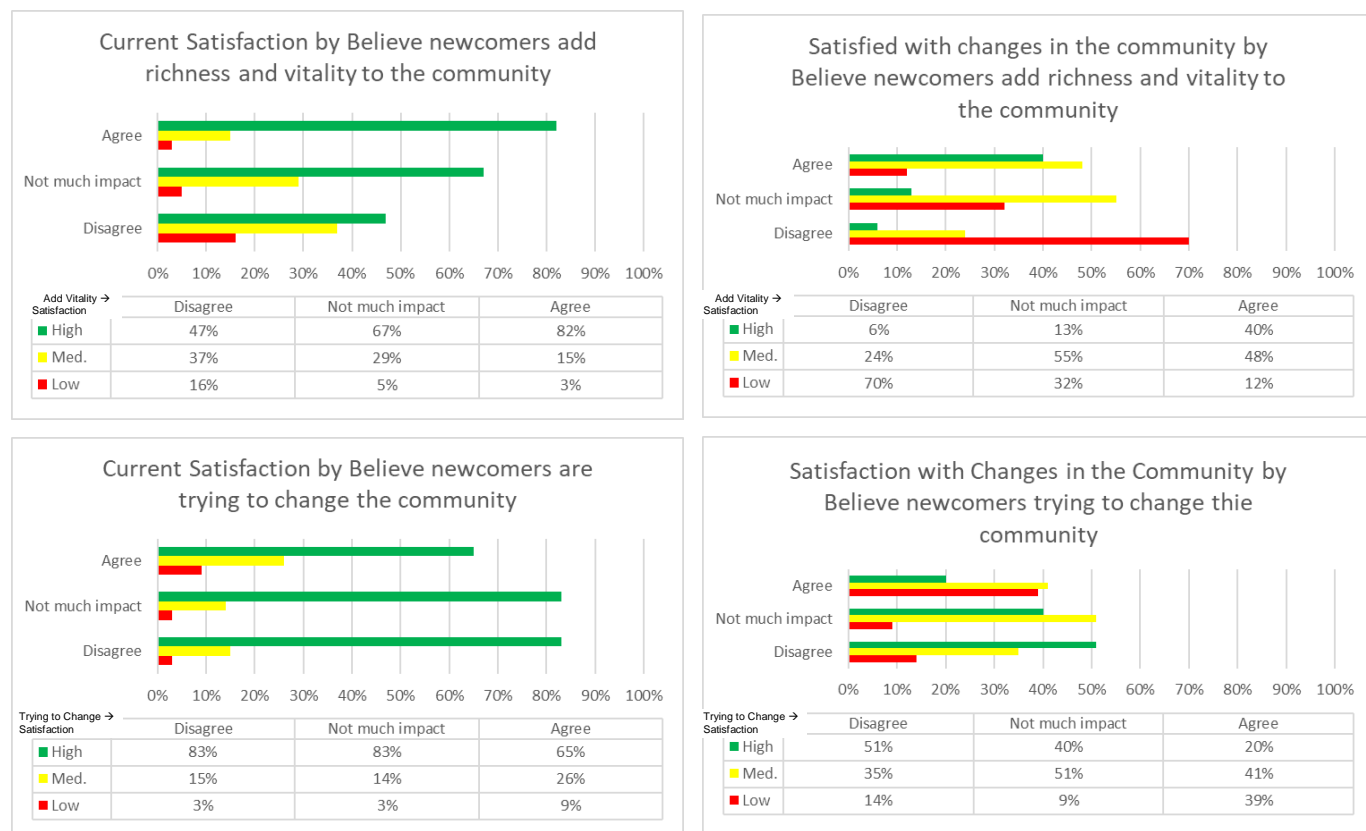
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Respondents that are retired tend to be more satisfied in both measures, those working are less satisfied.



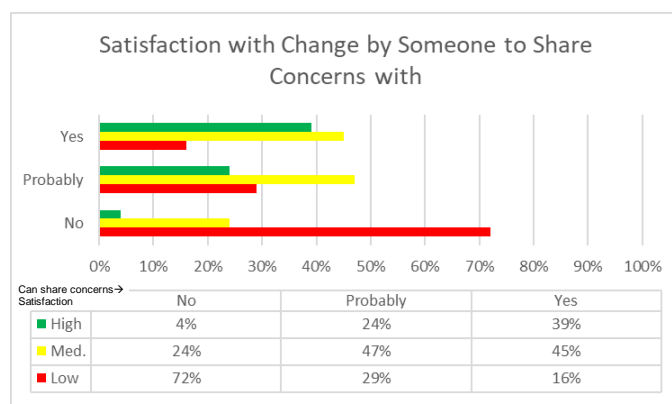
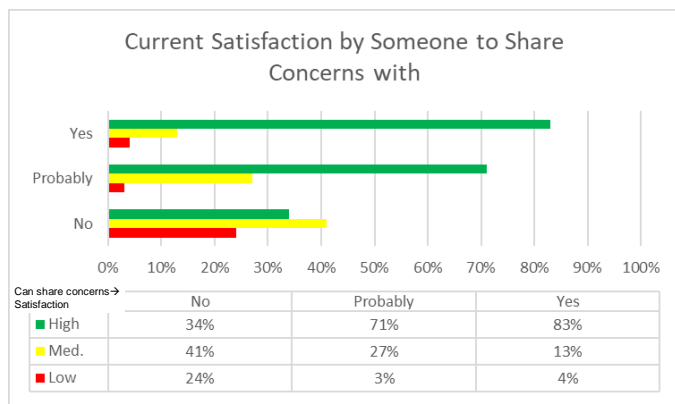
2. Attitudes toward newcomers have a large impact on satisfaction.

People who feel newcomers add to the richness and vitality but who are not trying to change it are much more likely to be currently satisfied. Those who feel the opposite, that newcomers don't add to the community and that they are trying to change it, are much more dissatisfied.



3. Whether a person believes they can find someone to talk with to express a concern about something happening in the community is one of the most important contributors to satisfaction.

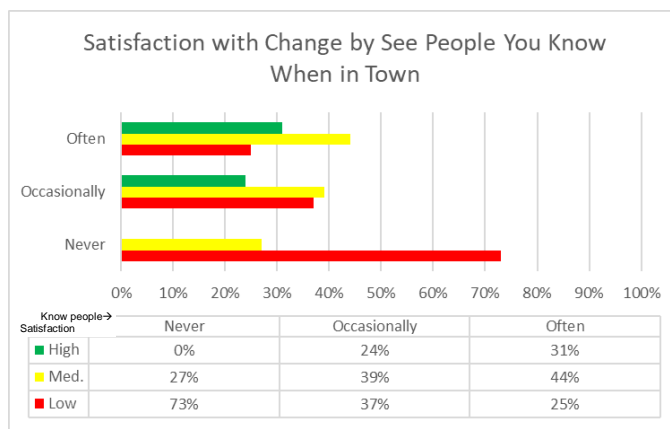
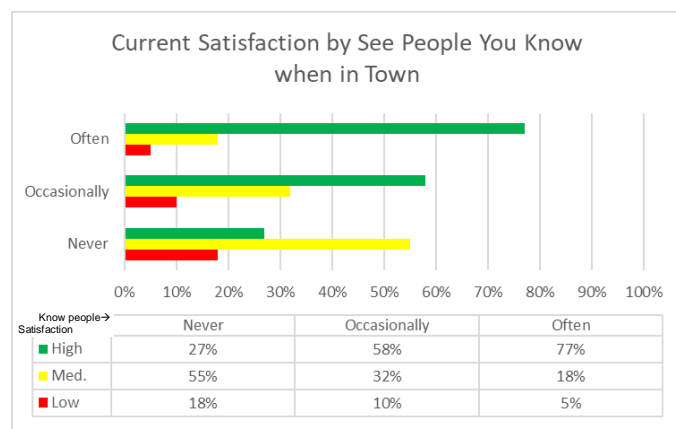
People who are confident that they can find someone to share a concern with are more than twice as likely to be highly satisfied with our current quality of life compared to those who don't. This group is five times less likely to have a low degree of satisfaction. Not having someone to share concerns has an even greater negative impact on satisfaction with change happening in the community.



4. Engagement in the community and feeling of connection to other community members affect satisfaction.

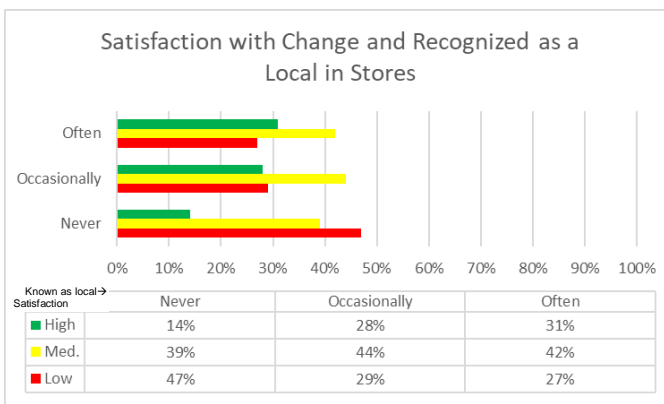
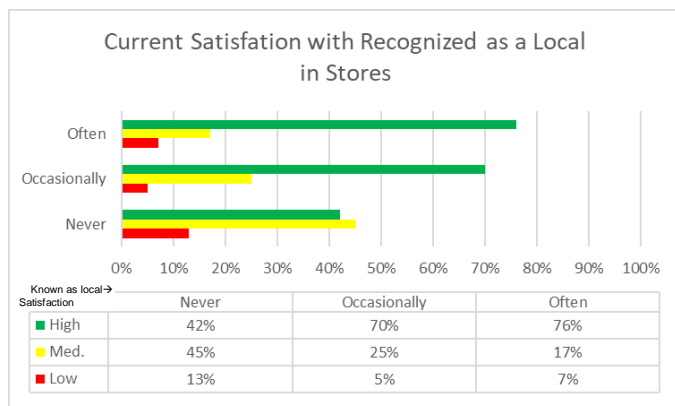
People who are more active in and feel more connected to the community are likely to be more satisfied with their quality of life. Seeing people you know in town, being recognized as a “local”, attending community events, reaching out to new neighbors, and being a member of local organizations all are associated with satisfaction.

Respondents that report they often see people in town that they know are almost three times more likely to say they are satisfied with the current quality of life than those that never see someone they know. Conversely, those who say they never see anyone they know in town are almost three times as likely to say they are dissatisfied with the changes they are seeing in the community.

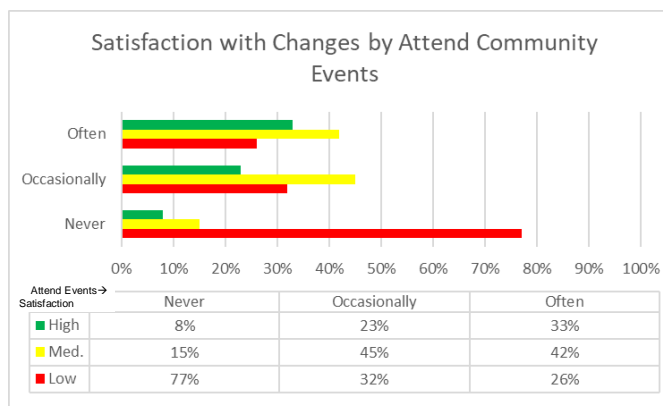
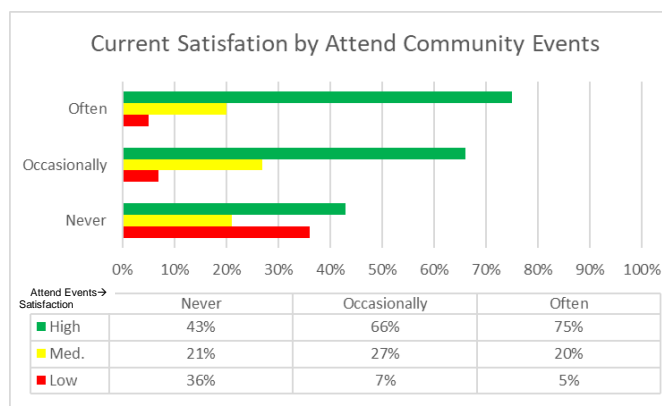


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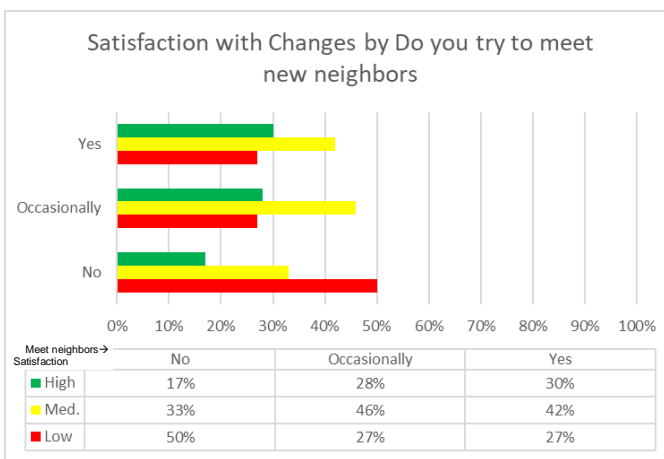
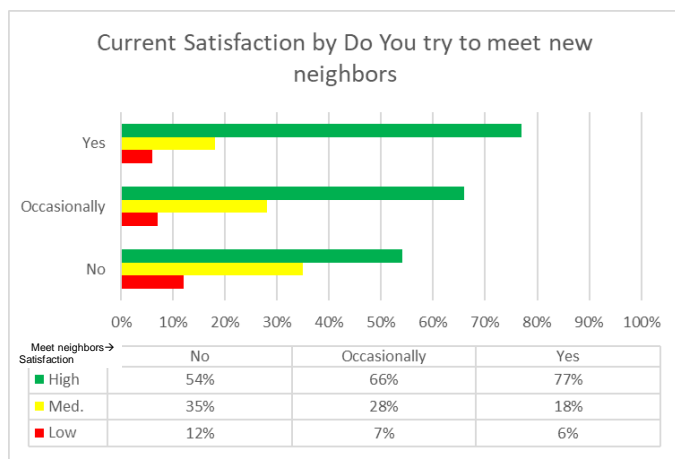
Respondents that report they are recognized as locals in stores tend to also report they are more satisfied with the current quality of life. Those that report they are never recognized in stores tend to also report they are more dissatisfied with changes they see occurring in the community.



Respondents that attend community events are more likely to report satisfaction with current quality of life. Those that report they never attend community events are three times or more likely to report they are dissatisfied both with the current quality as well as with changes occurring in the community.

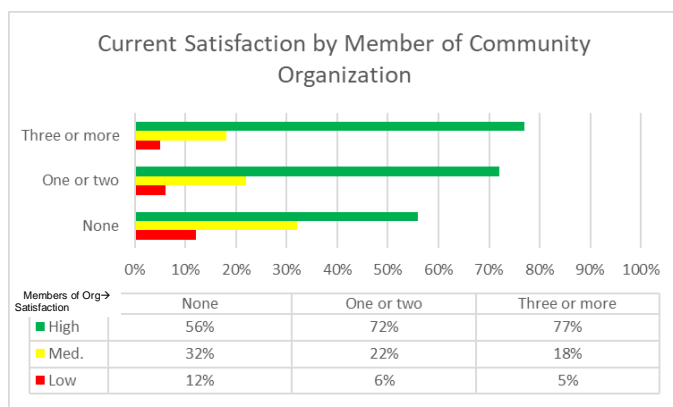


Respondents who say they try to meet new neighbors are also likely to report they are more satisfied with the current quality of life. Those that do not try to meet new neighbors also tend to report they are dissatisfied with the changes in the community.



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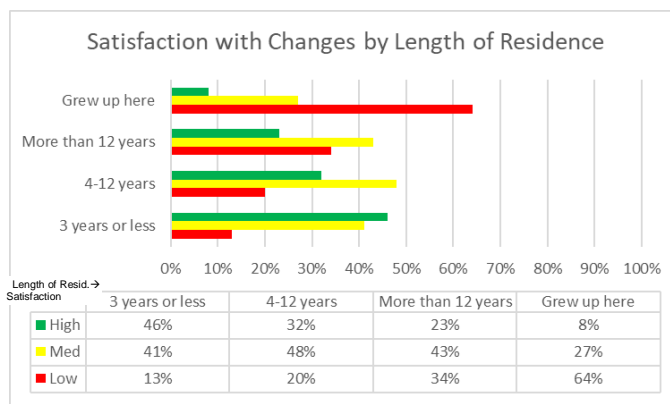
Respondents who are members of community organizations also tend to be slightly more satisfied with the current quality of life than those not involved.



The association between satisfaction with changes happening in the community and being a member of a community organization was not statistically significant.

5. People who grew up in Chaffee County are less satisfied than other residents.

While there are few differences among those who have moved here recently compared to those who moved here more than 12 years ago, it is clear that people who grew up in Chaffee County are the least satisfied, particularly about the changes they see coming. The most recent residents are the group most satisfied about changes in the community.



6. Where you live may affect satisfaction.

The statistical tests do not provide the same level of confidence as for other factors but there is some indication that people living in the north of the county (Buena Vista and surrounding area) are somewhat more satisfied than those living in the southern end of the county (Salida, Poncha Springs and surrounding area). It should be noted that the survey was being taken while there was controversy over the hiring of a new City Administrator in Salida. Several people expressing dissatisfaction listed this as a reason for their dissatisfaction.

What are the most important factors that contribute to satisfaction?

So far, we have presented information separately about how various demographic, attitudinal, and other measures each relate to satisfaction.

Many of these variables are closely related to each other, for example: age and work status (older people are more likely to be retired); membership and volunteering (people are more likely to volunteer and also to participate in informal social groups); neighborliness (people who know their current neighbors are more likely to reach out to new neighbors), etc.

A statistical technique called “multiple regression” provides a method to examine all of these variables together. It determines in a stepwise manner which one is most useful in predicting satisfaction, which is second most useful in providing additional unique information to predict satisfaction, which is third and so on, until adding new variables does not improve prediction. (Note that if a variable isn’t selected in a multiple regression, it does not mean that it has no relationship to or is not important to satisfaction, only that that variable doesn’t add any unique information to other variables already selected.)

Overall satisfaction: What is the best way of predicting it?

In descending order of their contribution, these are the survey questions that predict current satisfaction best:

1. If you have concerns about something happening in the community, do you think you could find someone to talk with who might be able to help? ($r = .37$ $R = .37$)⁶

Those who believe they can find someone to talk with about a concern are more likely to be satisfied.

2. Do you feel the newcomers moving into our community add to the richness and vitality of the community? ($r = .34$, $R = .43$)

Those who agree are more likely to be satisfied.

3. Do you feel the newcomers moving into our community are trying to change our community? ($r = -.25$, $R = .45$)

Those who agree are less likely to be satisfied.

4. How often do you see people you know when you are walking in town or in a store? ($r = .23$, $R = .47$)

Those who see people they know more often are more likely to be satisfied.

⁶ r is the “Pearson zero-order correlation with satisfaction, a measure of how closely that variable by itself is related to satisfaction; R is the multiple correlation that expresses the combined relationship of all the variables considered at that step in predicting satisfaction. The possible values of both r and R range from 0.0 to 1.00. A value of 0 indicates there is no relationship; a value of 1 indicates a “perfect” relationship: i.e., given the value of one variable, the exact value of the other can be determined.

5. Are you working or retired? ($r=.16$, $R= .48$)

Those who are retired and not working are more likely to be satisfied.

The multiple R value of .48, means that about 25 percent (.48 squared) of the variation in satisfaction can be predicted by these five variables. (By comparison, that is greater than what is typically found, for example, in predicting freshman grades in college based on high school performance and college admissions test scores. There the R value is generally not greater than .40)

Satisfaction with changes happening in the community: What is the best way of predicting it?

The factors that best predict who are most likely to be satisfied with changes happening in our community are very similar to those that identify the people who are currently most satisfied. However, the power of these factors, individually and in combination, are even more effective in predicting those who are satisfied with changes occurring than they were in identifying the characteristics of residents who are positive about the current quality of life in Chaffee County.

In descending order of their contribution, these are the survey questions that best predict satisfaction with the changes occurring:

1. Do you feel the newcomers moving into our community add to the richness and vitality of the community? ($r= .55$, $R=.55$)

Those who agree are more likely to be satisfied with changes occurring.

2. Do you feel the newcomers moving into our community are trying to change our community? ($r= -.40$, $R=.61$)

Those who agree are less likely to be satisfied with changes occurring.

3. If you have concerns about something happening in the community, do you think you could find someone to talk with who might be able to help? ($r= .40$, $R=.64$)

Those who believe they can are more likely to be satisfied with change occurring.

4. Overall, how satisfied are you with the (current) quality of life in our community? ($r= .49$, $R= .65$)

Those who currently satisfied are more likely to be satisfied with changes occurring.

5. How long have you lived in Chaffee County? ($r= -.32$, $R= .66$)

People who grew up here are less likely to be happy with changes occurring in the community than other residents.

The top three predictors are the same for both current satisfaction with quality of life and satisfaction with change occurring but our ability to predict is considerably better for satisfaction with change occurring in the community. The multiple correlation ($R=.66$) is remarkably strong. About 44% of the variation in satisfaction with changes can be predicted from just these five survey questions! This is a stronger relationship than even typically observed between related physical characteristics such as waist size to body mass (BMI) where the $R=.63$!

Even if we remove current satisfaction as a predictor, we still see about the same strong relationship. Substituting “highest educational level attained” for “current satisfaction” still resulted in an $R=.65$

III. Conclusions and Implications for our Community and for Envision Projects

Conclusions about what factors impact satisfaction

In general, what can we conclude about what distinguishes people who are generally satisfied now and satisfied with the direction the community is moving from those who are not?

It is important to emphasize that overall satisfaction is generally high. More than 70% of people said they were either “very satisfied” or “extremely satisfied” with our current quality of life and fewer than 7% were either not satisfied or not at all satisfied. While it seems clear that there is some significant apprehension about the future among some residents, still only about a quarter expressed strong concern about the changes occurring in the community and three-quarters were at least “somewhat satisfied” about the changes they see coming.

Let’s take a step backwards and generalize from the specific wording of the survey questions to what they imply more broadly. Satisfaction about changes happening in the community largely depends on people believing:

1. They have a voice in what happens in the community. That they are able to reach out to community leaders to express their concerns and believe they will be considered fairly.
2. That newcomers add to the richness and vitality of the community and are not trying to change it in ways that will decrease the qualities they cherish.
3. They are connected to their neighbors and to the community and recognized as individuals who are valued.

Satisfaction also depends on the amount of leisure time to participate in and enjoy the community; people who are retired are more likely to be satisfied than those working and those with higher levels of formal education are more likely to be engaged in the community and thus more satisfied.

It is clear, too, that satisfaction is lowest among people who grew up in Chaffee County. They are particularly concerned about the changes they see coming, are more likely to be wary of newcomers wanting to make changes and are not as confident that they would know someone to contact if they had a concern about issues in the community.

Implications for possible action

The survey results provide insight into how people participate in our community, about how they feel about the quality of life here now, about the direction they think it might take in the future, and how the level of satisfaction varies among different groups of residents. But the results also suggest some opportunities for action that we think should be considered that could help maintain and build on the overall very positive sense of community that is so evident in the survey.

Volunteerism and community participation add immeasurably to the quality of life in Chaffee County. The fastest-growing segments of our population are retirees or near retirement, who bring enthusiasm and new talents with them. We are also seeing an increase in part-timers. Finding

ways to connect these newcomers to our community, to make them feel they are part of it, to encourage them to contribute, and to use their talent to enrich the community will be important in maintaining the sense of community we cherish. This is true as well for our current residents, especially our long-term residents and those who grew up here. The planned effort by The Chaffee County Community Foundation to develop a program to acquaint and connect residents to volunteer opportunities and other community organizations should be encouraged.

In addition to volunteering and community organizations, we need to find additional ways to integrate newcomers, including part-timers, into the life, traditions and values of our community, especially to help connect them with those who grew up here and with other long-term residents. The survey demonstrates that we are a friendly and welcoming community, but it also reveals that there are concerns among some current residents that newcomers are trying to change things in a way they find troubling. Opportunities to bring newcomers and “old-timers” together in informal activities such as block and HOA parties and events that honor the history and traditions of our community such as the annual Thanksgiving and Christmas dinners, the annual County Fair and Rodeo, and the “BV Strong” dinner should be publicized to new newcomers with encouragement to join in.

The survey results demonstrate how important it is for people to believe that there are avenues for them to express their concerns and that their input is valued.

Satisfaction with both the current quality of life and with the changes seen as coming are both strongly linked to believing this is true. Municipal and County officials should consider how they can strengthen and add to the mechanisms already in place to accomplish this, perhaps by holding more town hall-type meetings, neighborhood meetings or having designated people to be contacted if someone has a concern.

To summarize, the survey results suggest that people in the community, various formal and informal community groups, and government organizations together can build on the positive sense of community and satisfaction with the quality of life that currently exist by considering possible actions that:

- ensure that all people in the community, especially those who grew up here, feel they have an easy way to express their concerns to community leaders and that their input is valued.
- integrate newcomers, including part-timers, into the values, traditions and life of our community.
- connect people, especially newcomers, part-timers and “old timers” to each other and to opportunities to join and volunteer in the many non-profit service organizations, clubs, fraternal, faith-based and other organizations that play such a vital role in making ours a great community.

Appendix 1 - Survey questionnaire

Chaffee County Community Checkup: Taking The Pulse Of Our Community

Conducted by Envision Chaffee County, A Planning Project for the Future

Chaffee County is changing. Our population is expected to increase by almost one third in just twelve years. While we are growing we want to maintain the sense of community that people love about where we live and work. Please answer this survey to help us understand what makes this a friendly community and give us a basis that we can use to track our progress.

Thank you!

Are you a full-time resident or is your primary employer in Chaffee County?

- ☐ Yes
- ☐ No

Non-residents questions start on page 7.

Chaffee County Community Checkup: Taking The Pulse Of Our Community

Residents

How long have you lived in Chaffee County?

- | | |
|--|---|
| <input type="radio"/> 3 years or less | <input type="radio"/> I grew up in Chaffee County |
| <input type="radio"/> 4-12 years | <input type="radio"/> I live outside the county but work here |
| <input type="radio"/> More than 12 years | <input type="radio"/> Even though I don't live or work in Chaffee County, I think of it as "my community" |

Where do you live in Chaffee County ?

- ☐ North: Buena Vista and surrounding area
- ☐ Central: Nathrop and surrounding area
- ☐ South: Salida, Poncha Springs and surrounding area
- ☐ West: Maysville, Garfield and surrounding area

Overall, how satisfied are you with the quality of life in our community (In considering quality of life: Do you think this is a good and safe place to live, to raise children, to work in, to grow old in, to make friends, to feel valued and a part of the community?)

- | | |
|---|--|
| <input type="radio"/> Extremely satisfied | <input type="radio"/> Not very satisfied |
| <input type="radio"/> Very satisfied | <input type="radio"/> Not at all satisfied |
| <input type="radio"/> Somewhat satisfied | |

What specific qualities here most influenced your answer above?

Overall how satisfied are you with the changes you see happening in the community?

- | | |
|---|--|
| <input type="radio"/> Extremely satisfied | <input type="radio"/> Not very satisfied |
| <input type="radio"/> Very satisfied | <input type="radio"/> Not at all satisfied |
| <input type="radio"/> Somewhat satisfied | |

What specific changes have most influenced your answer above?

Are you a member of any community organizations? (By community organizations we mean: churches, service clubs, political organizations, sports related organizations, arts related, etc.)

- ☐ None
- ☐ One or two
- ☐ Three or more

Do you participate in any informal social groups such as book clubs, breakfast groups, coffee groups, discussion groups, etc.?

- ☐ None
- ☐ One or two
- ☐ Three or more

Do you volunteer?

- | | |
|------------------------------------|--|
| <input type="radio"/> Weekly | <input type="radio"/> Volunteered in the past, but not currently |
| <input type="radio"/> Monthly | <input type="radio"/> Never |
| <input type="radio"/> Occasionally | |

Do you know your neighbors?

- ☐ Most
- ☐ A few
- ☐ One or two
- ☐ None

When newcomers move into your neighborhood, do you try to meet them?

- ☐ Yes
- ☐ Occasionally
- ☐ No

Do you attend community events such as parades, festivals, musical events , fundraisers, sporting events?

- ☐ Often
- ☐ Occasionally
- ☐ Never

How often do you see people you know when you are walking in town or in a store?

- ☐ Often
- ☐ Occasionally
- ☐ Never

If you go into a small retail store or restaurant, do you feel the people there know you as a local?

- ☐ Often
- ☐ Occasionally
- ☐ Never

If you have a concern about something happening in the community, do you think you could find someone to talk with who might be able to help?

- ☐ Yes
- ☐ Probably
- ☐ No

Do you feel the newcomers moving into our community:

	Strongly disagree	Disagree	Don't make much impact	Agree	Strongly Agree
Add to the richness and vitality of the community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are trying to change the community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your view, what is the most important thing that helps maintain a sense of community in Chaffee County?

Are there other questions we should ask in future surveys like this to track how well we are achieving our goal of keeping Chaffee County a friendly community as our population increases?

- ☐ No suggestions at this time
- ☐ Yes - here are some suggested questions:

Chaffee County Community Checkup: Taking The Pulse Of Our Community

Demographics

Please answer a few demographic questions to help us understand how different groups feel about our community:

Are you?

- ☐ Male
- ☐ Female

What age group are you in?

- ☐ 18-24
- ☐ 25-44
- ☐ 45-64
- ☐ Over 65

What is the highest level of education you completed?

- ☐ Did not finish high school
- ☐ High school graduate or have a GED
- ☐ Some college
- ☐ Bachelor's Degree
- ☐ Graduate Degree

Do you have any children under 18 living with you?

- ☐ Yes
- ☐ No

Are you:

- ☐ Working in the county
- ☐ Working online ("virtually") from here
- ☐ Working in another county in Colorado
- ☐ Looking for work
- ☐ Retired or other

Chaffee County Community Checkup:
Taking The Pulse Of Our Community

Email Address (Optional)

If you would like to receive a summary of the survey results after they are compiled, please provide your email address

Email Address

Survey for non-residents continues on next page.

Chaffee County Community Checkup: Taking The Pulse Of Our Community

We would like to hear from visitors to Chaffee County

What are your reasons for visiting? (Check all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Outdoor recreational opportunities | <input type="checkbox"/> Friends who live here |
| <input type="checkbox"/> Natural beauty of the area | <input type="checkbox"/> Family who lives here |
| <input type="checkbox"/> Lack of congestion | <input type="checkbox"/> I own property here |
| <input type="checkbox"/> Arts & culture in the area (the "Creative District" designation) | <input type="checkbox"/> Good, reasonably priced accommodations |
| <input type="checkbox"/> Friendly nature of the people who live here | |
| <input type="checkbox"/> Other (please specify) | |

How often have you been to Chaffee County?

- ☐ This is my first time
- ☐ A few times before
- ☐ Often

Do you feel welcome in the community?

- ☐ Yes ☐ No

Why?

How long will you stay in Chaffee County?

- | | |
|--|---|
| <input type="radio"/> Just for the day | <input type="radio"/> For a week or more |
| <input type="radio"/> Overnight one night | <input type="radio"/> For a month or more |
| <input type="radio"/> Overnight for a few nights | |

Do you think you will come back?

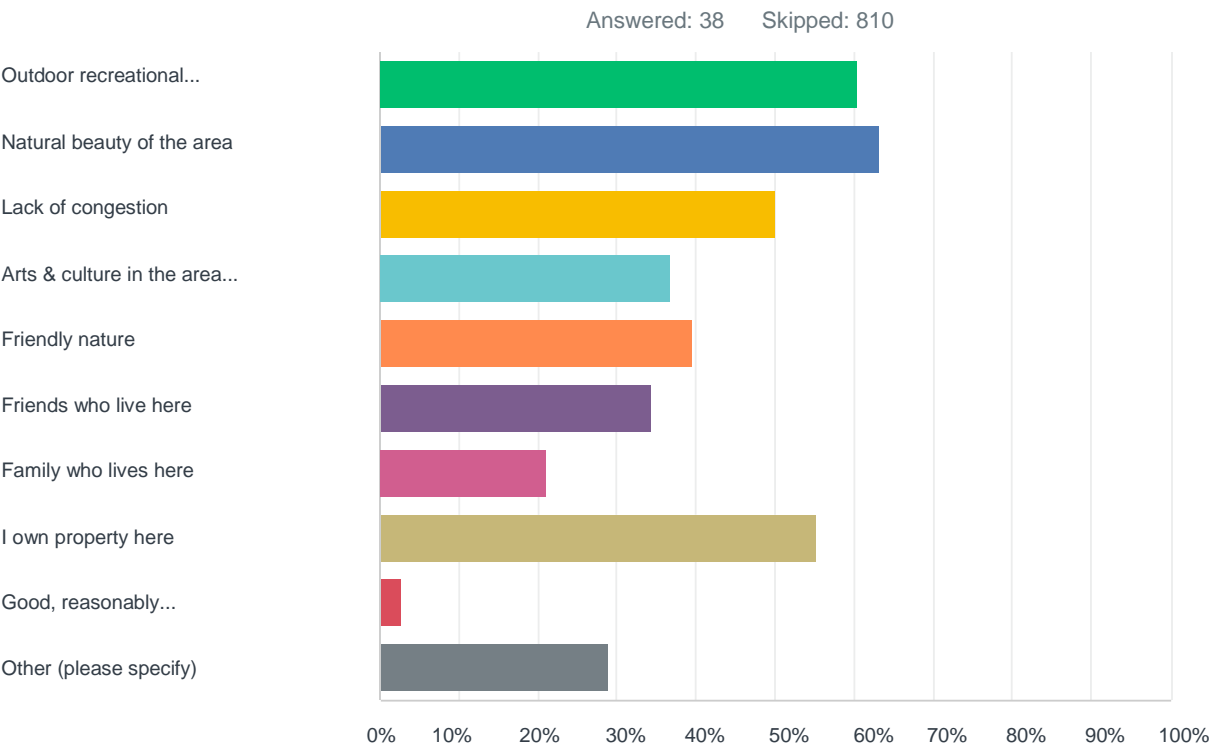
- ☐ Yes ☐
- ☐ Maybe
- ☐ No, I did not have a good experience here. Why?

Do you think you might live in Chaffee County in the future?

- ☐ Yes, I have plans to live here
- ☐ Considering living here
- ☐ Probably not
- ☐ Definitely not

APPENDIX 2: SURVEY RESPONSES FROM VISITORS

Q24 What are your reasons for visiting? (Check all that apply):

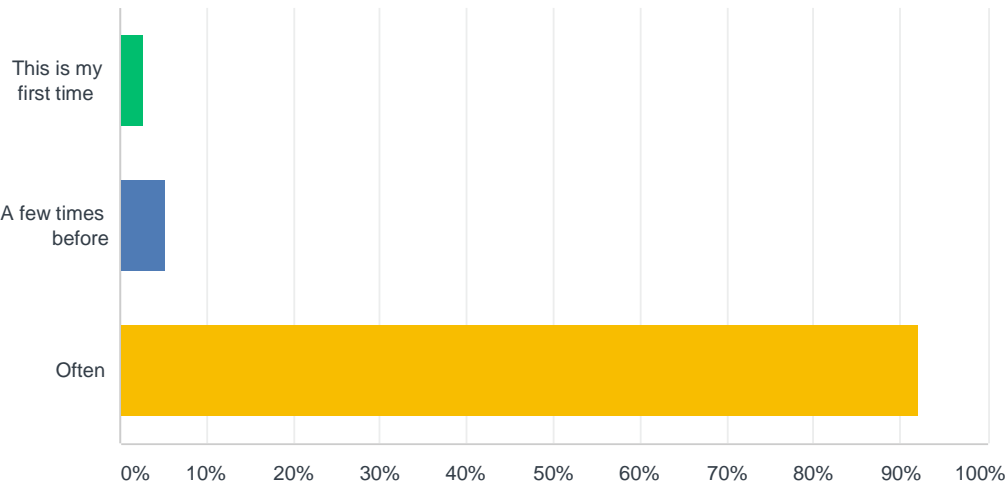


ANSWER CHOICES	RESPONSES	
Outdoor recreational opportunities	60.53%	23
Natural beauty of the area	63.16%	24
Lack of congestion	50.00%	19
Arts & culture in the area (the "Creative District" designation)	36.84%	14
Friendly nature of the people who live here	39.47%	15
Friends who live here	34.21%	13
Family who lives here	21.05%	8
I own property here	55.26%	21
Good, reasonably priced accommodations	2.63%	1
Other (please specify)	28.95%	11

Total Respondents:	38
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Q25 How often have you been to Chaffee County?

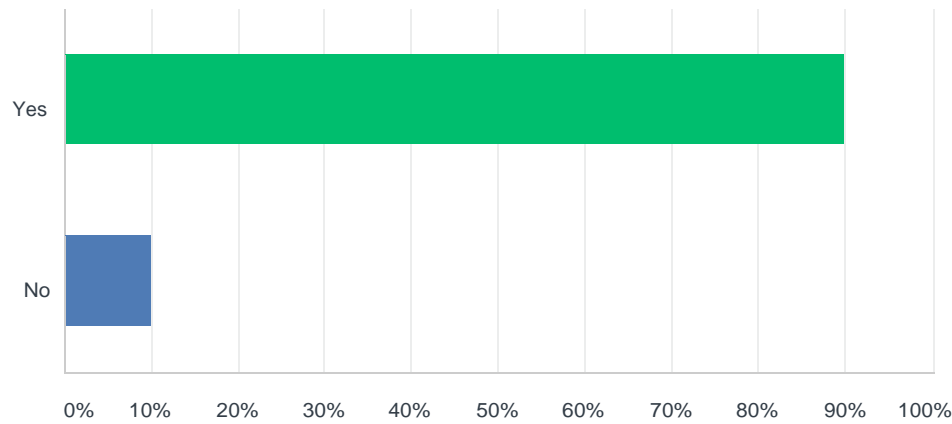
Answered: 38 Skipped: 810



ANSWER CHOICES	RESPONSES	
This is my first time	2.63%	1
A few times before	5.26%	2
Often	92.11%	35
TOTAL		38

Q26 Do you feel welcome in the community?

Answered: 38 Skipped: 810

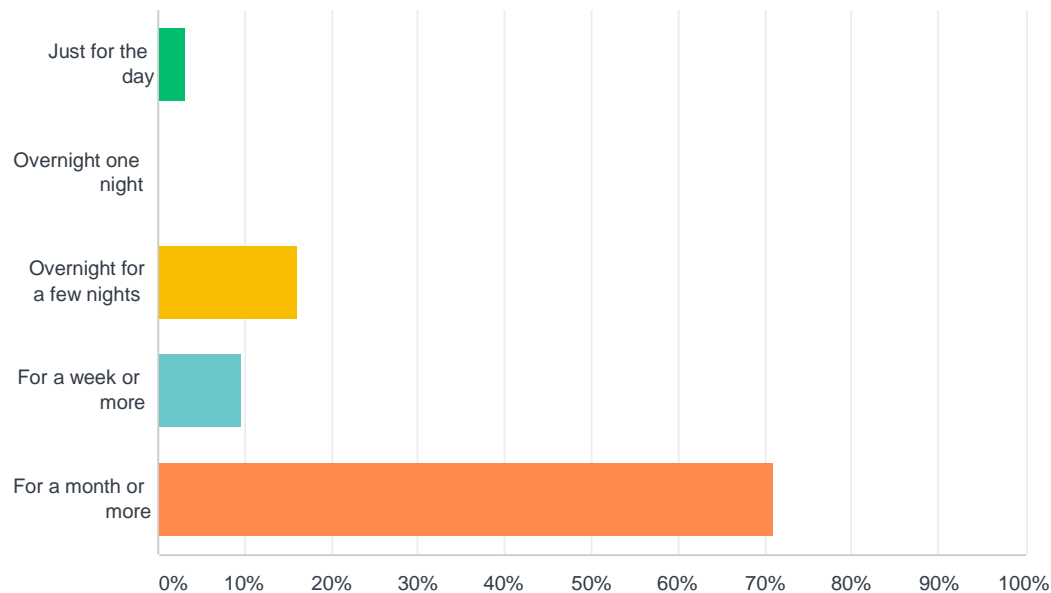


ANSWER CHOICES		RESPONSES	
Yes		89.47%	34
No		10.53%	4
TOTAL			38

Reason feel welcome
We are active in our neighborhood and with a variety of community non-profits, including KHEN and Trout Unlimited.
I do by friends who live there, but community as a whole is very clickish and do not serve those who serve them. Housing for the average worker is not affordable. Salida interest is in the wealthy part time resident who have no interest in community.
Friends and Church
To a certain extent, people are welcome to newcomers because we all understand the appeal of the area. It is a some-what progressive community.
Because we're not trying to change it.
The friendly, informal, small town atmosphere. Also the widespread respect for and appreciation of the natural beauty, resources, public lands, healthy activity, the arts. People seem to have time to enter into spontaneous conversations, make connection
People are friendly and welcoming
I live here in my motorhome 4 months and rent a house for 4 months in the winter. I consider Salida my Homebase.
We are cyclists and have several friends that live year round. We are mostly summer residents.
Locals are rude
It's a strong community. People are friendly.
Members of CVCC and the Chamber.
locals are snobs and or drunk a lot. to many busy bodies.
When we tell people that we have an airbnb here, we are usually met with really angry comments. We would like to retire here someday, and currently work in Boulder County. I definitely see why short term rentals are a problem for locals, but they are also

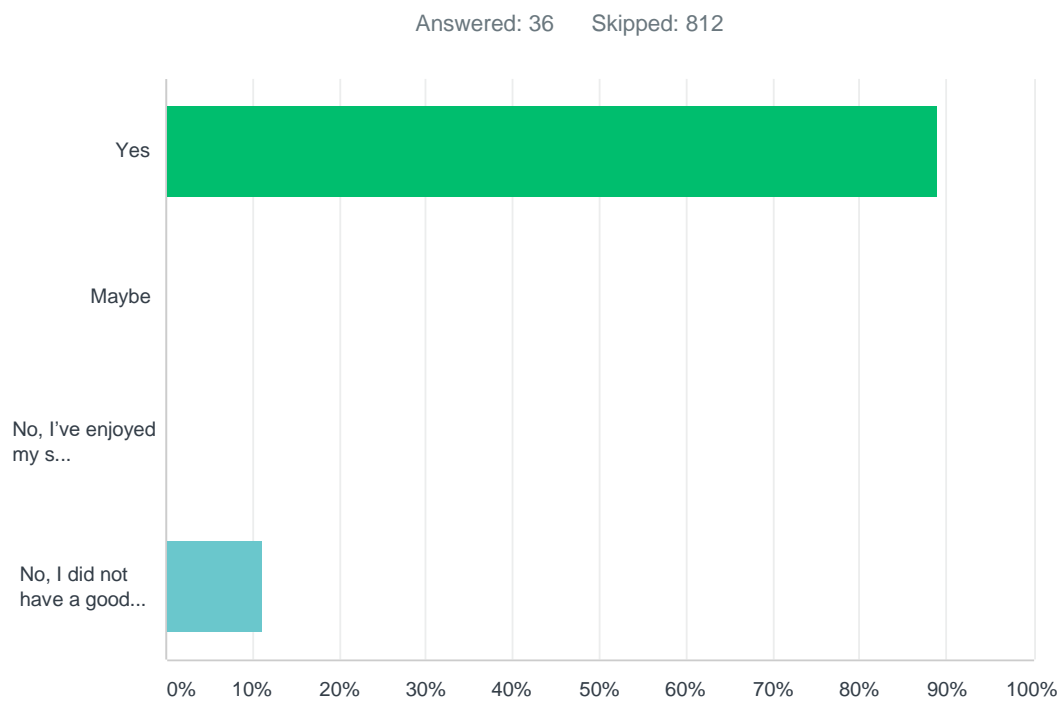
Q27 How long will you stay in Chaffee County?

Answered: 31 Skipped: 817



ANSWER CHOICES		RESPONSES	
Just for the day		3.23%	1
Overnight one night		0.00%	0
Overnight for a few nights		16.13%	5
For a week or more		9.68%	3
For a month or more		70.97%	22
TOTAL			31

Q28 Do you think you will come back?



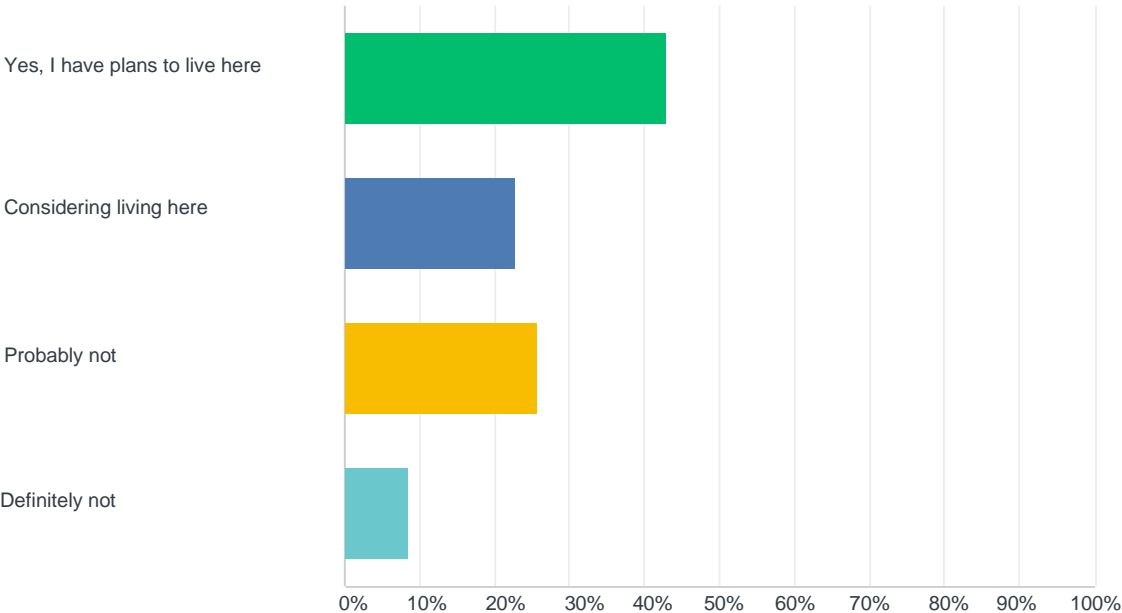
ANSWER CHOICES	RESPONSES	
Yes	88.89%	32
Maybe	0.00%	0
No, I've enjoyed my stay but see no reason to return	0.00%	0
No, I did not have a good experience here. Why?	11.11%	4
TOTAL		36

There was a blank to explain their response. The following are the four responses:

Reason to come back
Only place to shop near me
Have a 2nd home here - first home in my heart and soul though.
All people do is drink and talk about other people. How many drinking establishments do you need? all I see when I come is liquor stores, pot shops and expensive places to eat. even the special events throughout the year are geared around drinking. Why?
Return several times per year to visit family and we always feel welcomed by the pickleball community...it's a great group of people...have made lifelong friends. Have thought about having a 2nd residence in Salida but housing prices are not realistic.

Q29 Do you think you might live in Chaffee County in the future?

Answered: 35 Skipped: 813



ANSWER CHOICES		RESPONSES	
Yes, I have plans to live here		42.86%	15
Considering living here		22.86%	8
Probably not		25.71%	9
Definitely not		8.57%	3
TOTAL			35