

# *2010 DirectionFinder® Survey* **Findings Report**

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Submitted to



**The City of Pueblo, Colorado**

by

**ETC Institute**

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May, 2010

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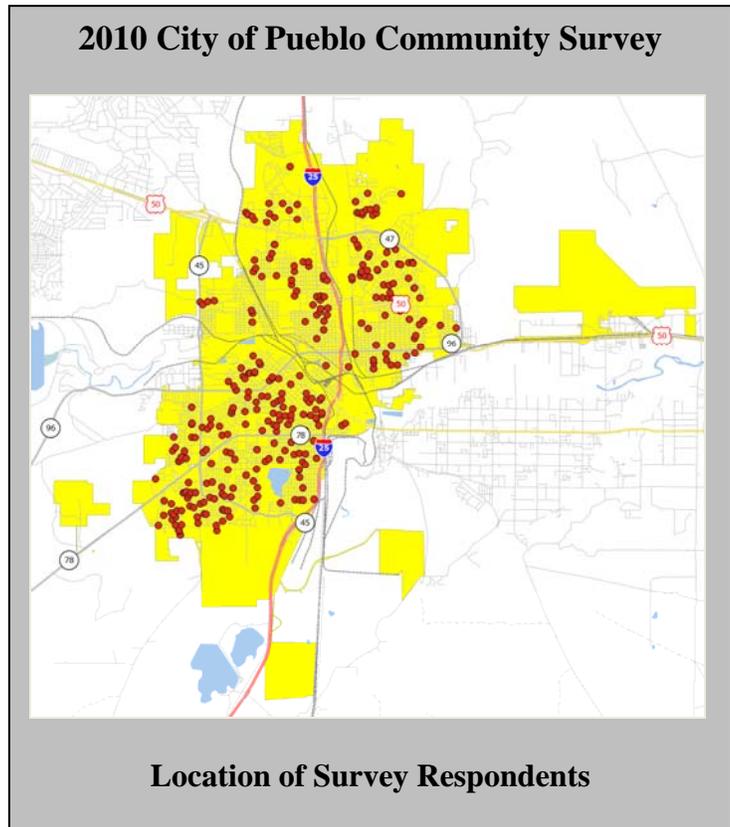
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## Purpose and Methodology

ETC Institute administered the DirectionFinder® survey for the City of Pueblo during April and May of 2010. The survey was administered as part of the City’s effort to assess citizen satisfaction with the quality of services. The information gathered from the survey will help the City establish budget priorities and refine policy decisions.

**Resident Survey.** A seven-page survey was mailed to a random sample of 1,500 households in the City of Pueblo. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 345 completed the survey by mail and 68 completed it by phone for a total of 413 completed surveys (28% response rate). The results for the random sample of 413 households have a 95% level of confidence with a precision of at least +/- 5%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail). In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.



The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Pueblo with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- a summary of the methodology for administering the survey and major findings
- GIS maps that show the results of selected questions as maps of the City
- benchmarking data that shows how the results for the City of Pueblo compare to other cities
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

## Major Findings

- **Most of the residents surveyed were satisfied with City services.** Eighty-four percent (84%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of the City's fire and EMS services, 65% were satisfied with the quality of police services, 57% were satisfied with the quality of sanitary sewer and wastewater management, and 56% were satisfied with the quality of parks and recreation programs and facilities. *The quality of customer service in Pueblo is significantly higher than in other mountain region communities.*
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Pueblo over the next two years were: (1) maintenance of City streets, and (2) the quality of police services.
- **Perceptions of the City.** Many (61%) of the residents surveyed *who had an opinion* indicated that they were satisfied with the quality of life in the City of Pueblo; 55% were satisfied with Pueblo as a place to retire, and 54% were satisfied with the quality of services provided.
- **Public Safety.** Seventy-nine percent (79%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the location of fire stations, and 78% were satisfied with how quickly fire and emergency personnel respond. Residents thought the public safety services that should receive the most additional emphasis over the next two years were the City's efforts to prevent crime, and the visibility of police in neighborhoods. *Satisfaction with how quickly police respond to emergencies in the City of Pueblo rated 7% higher than the national average and 12% above other communities in the mountain region.*
- **Feeling of Safety in the City.** Most residents (93%) surveyed *who had an opinion* felt safe in their neighborhoods during the day and 74% felt safe in their neighborhoods at night. Fifty-six percent (56%) felt unsafe on parks or river trails, and 68% felt unsafe in certain areas of town, day or night.

- **Codes and Ordinances.** Thirty-two percent (32%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with enforcing of sign regulations, 32% were satisfied with the enforcing of codes designed to protect public safety, and 31% were satisfied with the cleanup of litter and debris.
- **Parks and Recreation.** Seventy-two percent (72%) of the residents *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the location of parks, 68% were satisfied with the City’s special events and festivals, 66% were satisfied with the number of City parks, and 63% were satisfied with maintenance of City parks. Residents thought the two areas of parks and recreation that should receive the most additional emphasis over the next two years were the maintenance of City parks and the City’s youth recreation programs..
- **City Communications.** Forty-four percent (44%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the City’s efforts to keep them informed, 42% were satisfied with the availability of information about City programs, and 37% were satisfied with the quality of the City’s cable television channel.
- **City Maintenance/Public Works.** The areas of maintenance that were rated best by residents included: overall satisfaction with the preservation of the historic areas in Pueblo (58%), maintenance of traffic signals (54%), and the adequacy of City street lighting (50%). Residents were generally least satisfied with the maintenance of major City streets.
- **Trash Service.** Seventy-six percent (76%) of the residents surveyed *who had an opinion* were very satisfied or satisfied with residential trash collection service. Forty-seven percent (47%) of those surveyed were currently using recycling services in Pueblo, and 50% of all respondents would pay an additional \$3.00 for curbside recycling.

### **Other Findings.**

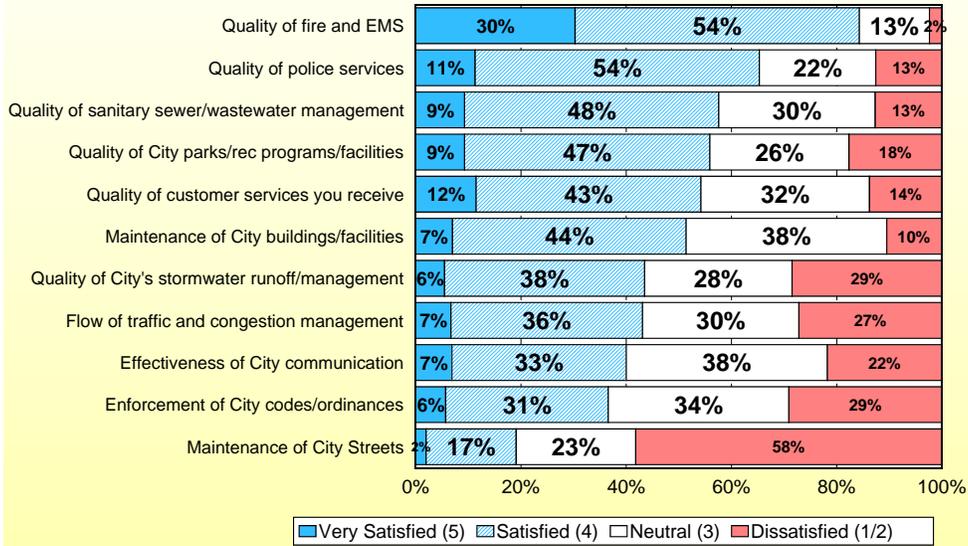
- 75% of the residents surveyed were supportive of the City’s use of incentives to attract and expand businesses in Pueblo.
- Residents don’t often go outside the City limits to shop.
- The single most important Capital Improvement supported by residents is street maintenance and repair.
- 15% of residents have at least one member of the family who rides the bus in Pueblo, and 60% of the 15% were satisfied with the service they receive.
- 9% of the residents in Pueblo had flown in or out of the Pueblo Memorial Airport, and of those, 75% felt that the location was convenient and 51% were satisfied with the service at the airport.
- Residents were asked about several potential funding ballot issues, and the one that would have the greatest chance of passing with a simple majority was a City funded and operated recycling center.

**Section 1:**  
***Charts and Graphs***

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### Q1. Overall Satisfaction With City Services by Major Category

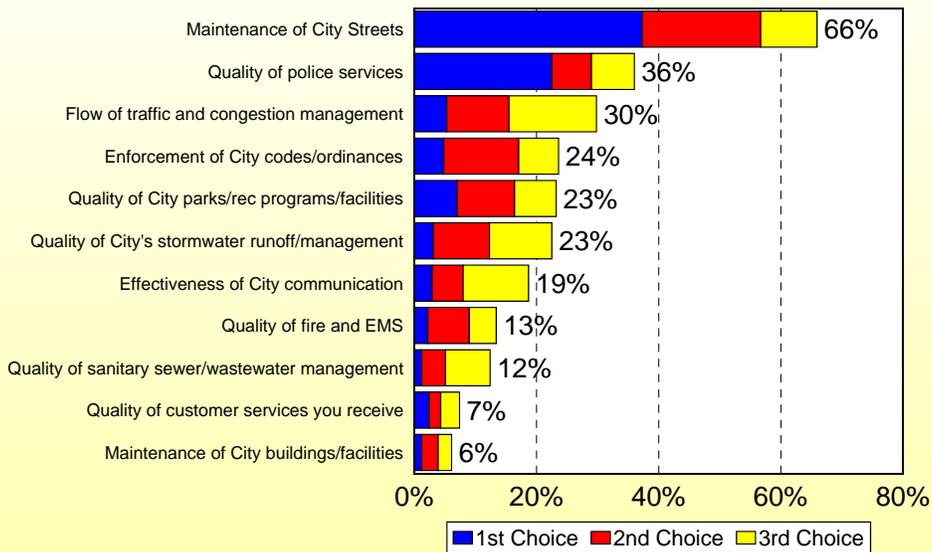
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q2. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

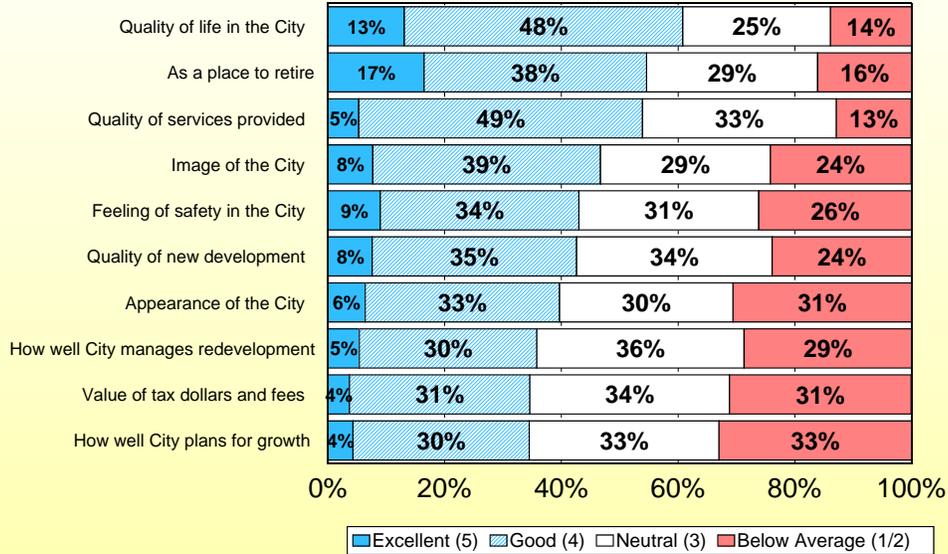
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q3. How Would You Rate Various Issues that Influence Your Perception of the City?

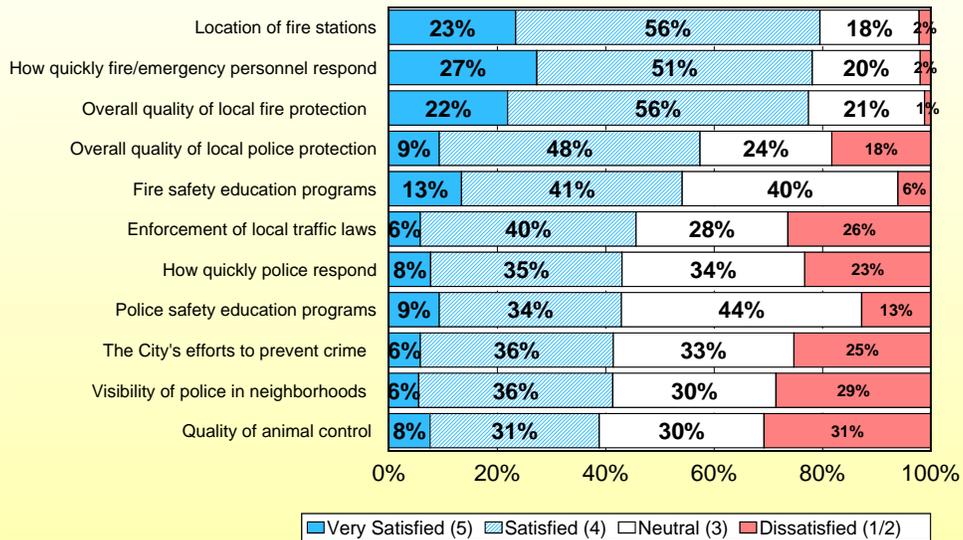
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q4. Satisfaction with Various Aspects of Public Safety

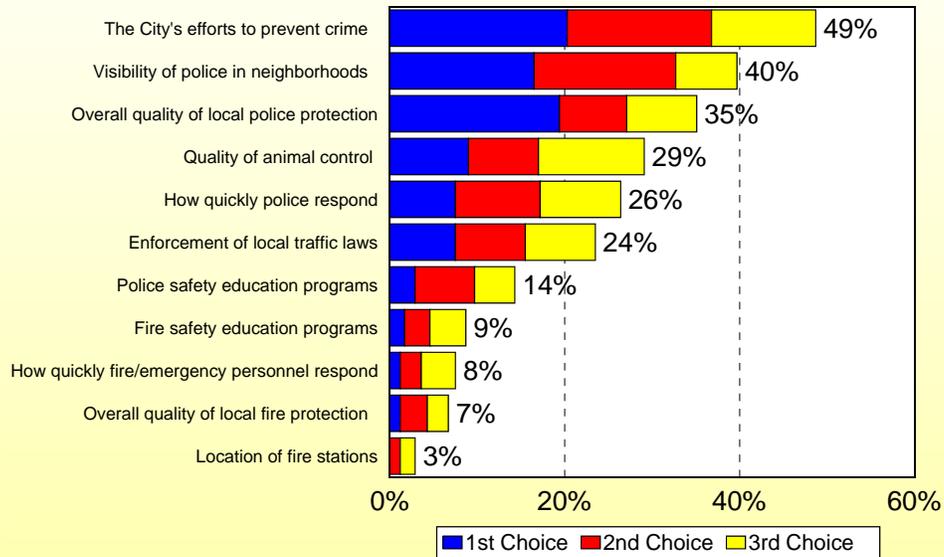
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q5. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

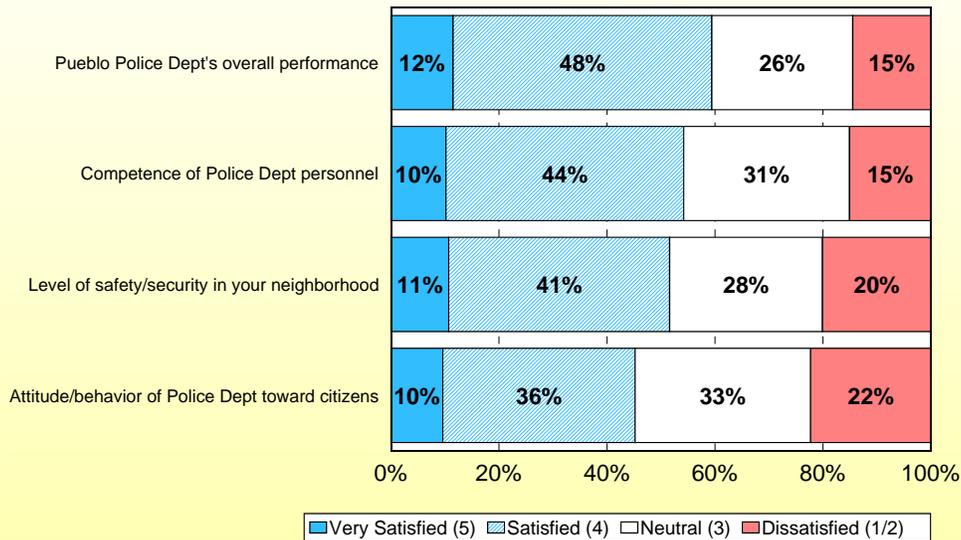
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q6. Satisfaction with Various Aspects of the Police Department

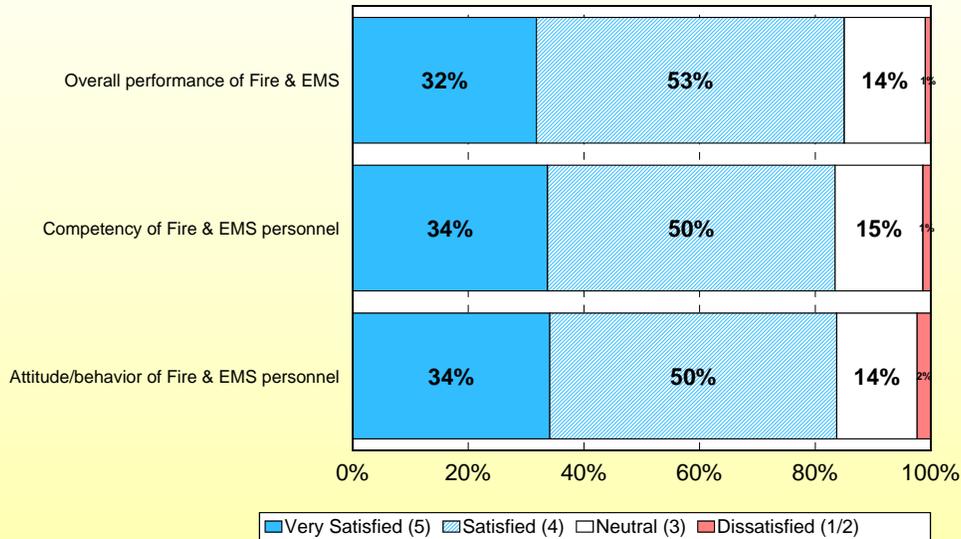
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q8. Satisfaction with Various Aspects of Fire and Emergency Medical Services

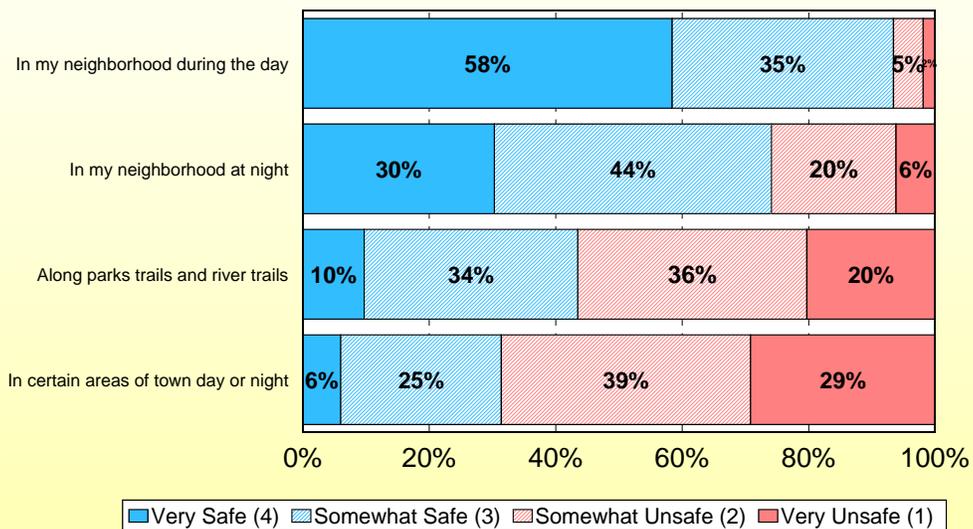
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q10. How Safe Do You Feel:

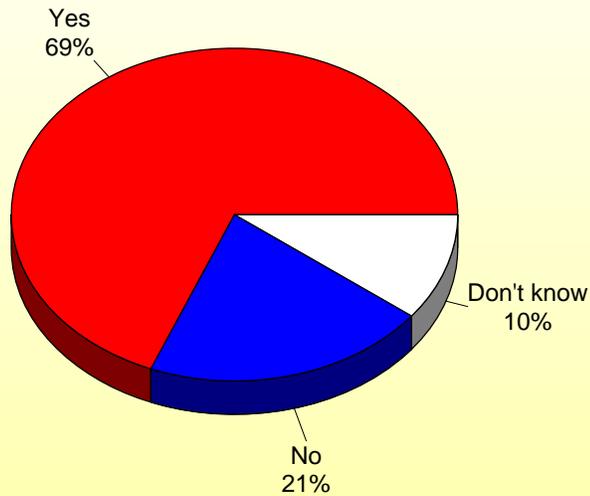
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q11. Are there any areas of town where you do not feel safe?

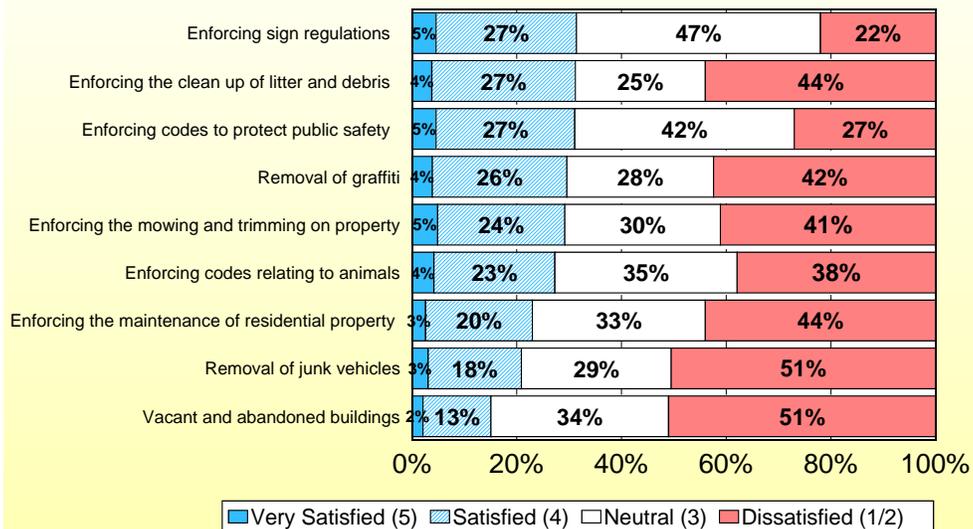
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q12. Satisfaction with the Enforcement of City Codes and Ordinances

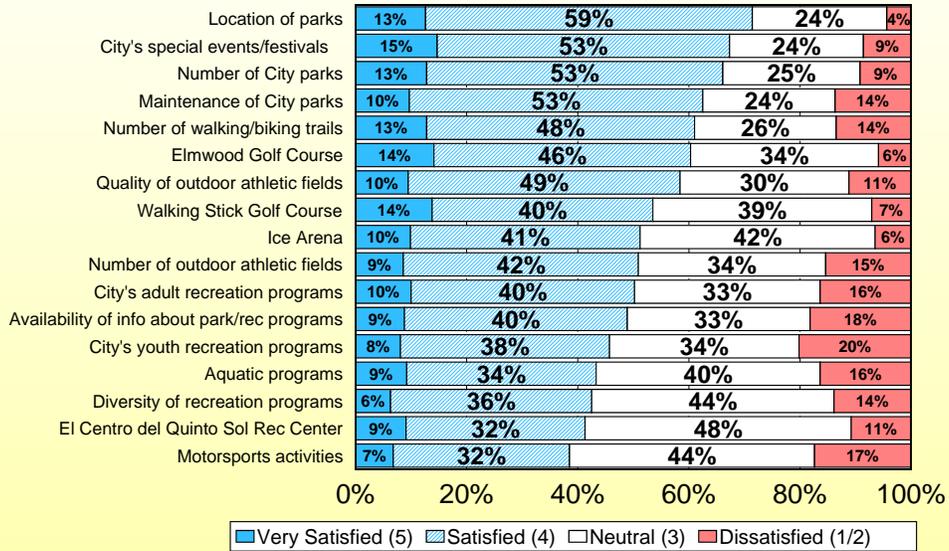
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q13. Satisfaction with Various Aspects of Parks and Recreation

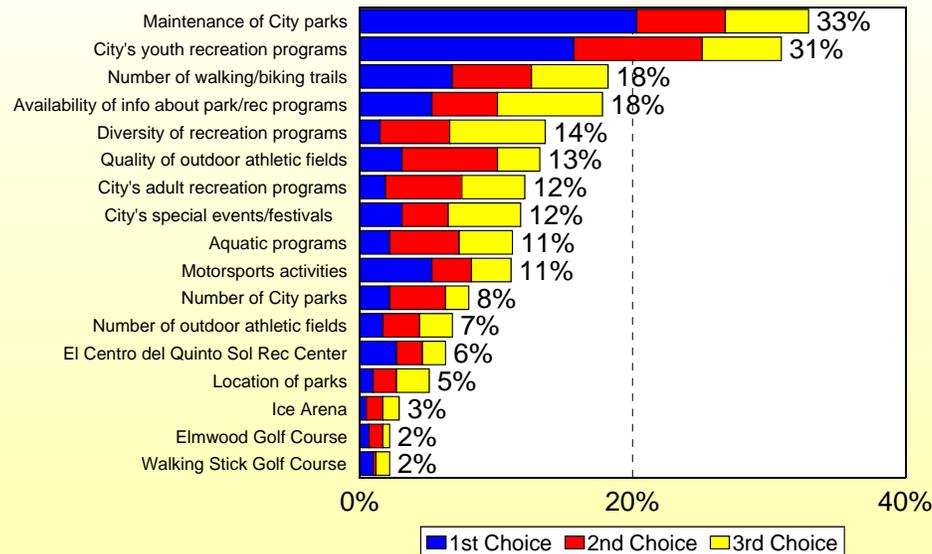
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q14. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

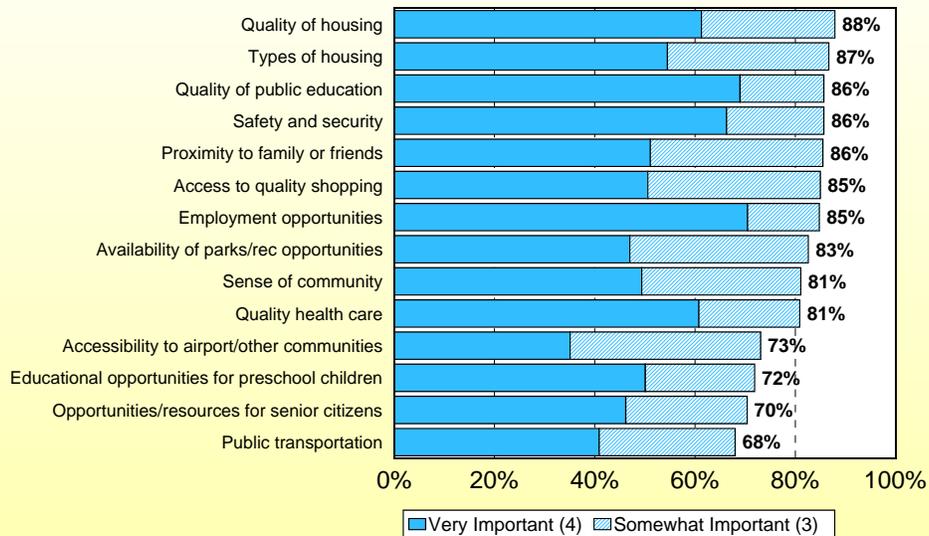
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q15. How Important Are the Following Reasons In Your Decision to Choose Where You Live?

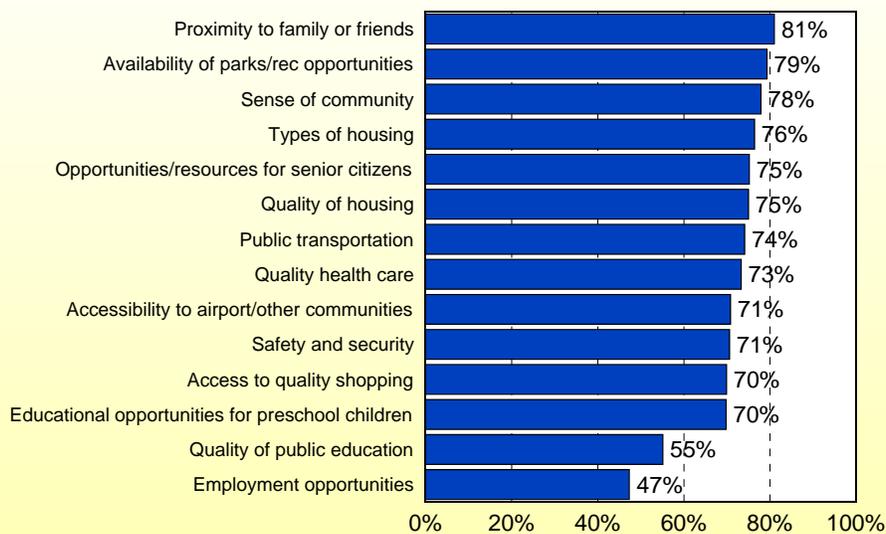
by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale (excluding not sure)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q15. Are your needs being met in Pueblo?

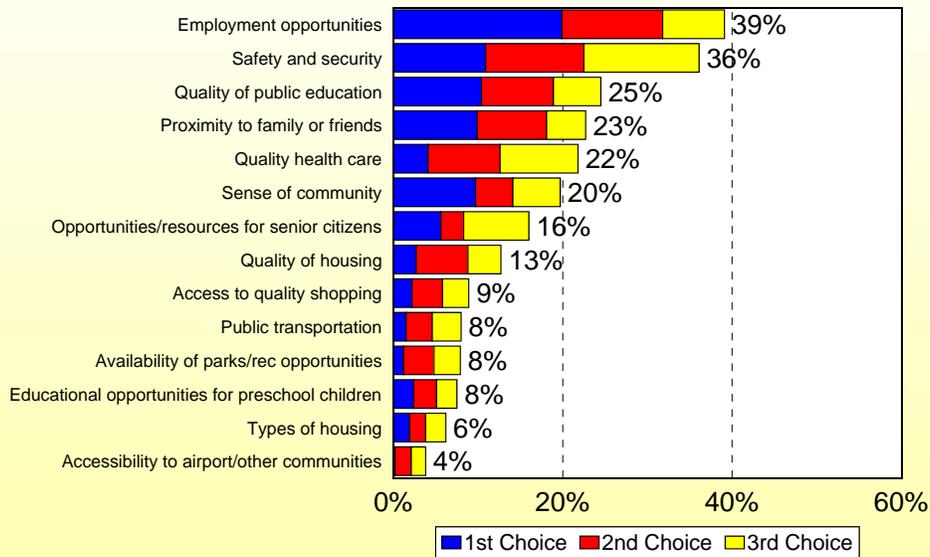
by percentage of respondents who responded with "yes"



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q16. Reasons That Have Most Impact on Decision to Stay in Pueblo for Next 10 Years

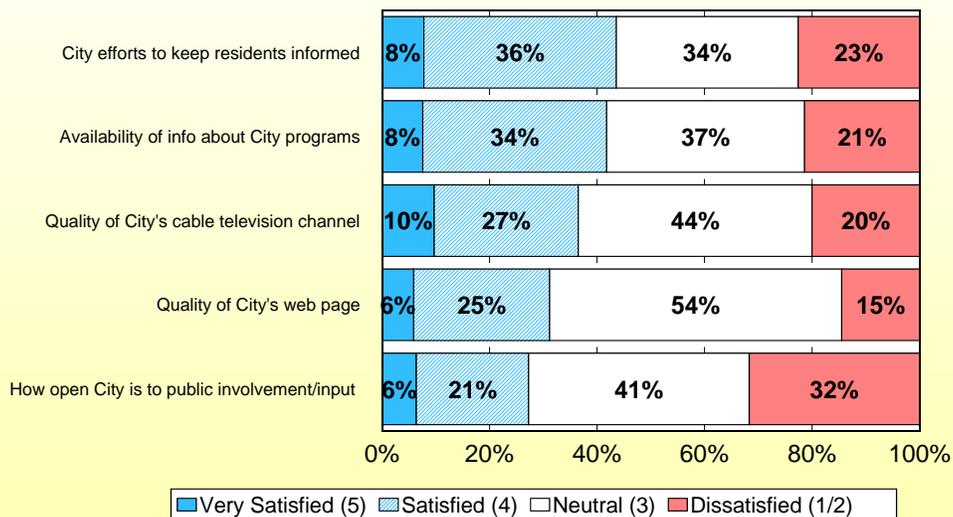
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q17. Satisfaction with Various Aspects of City Communications

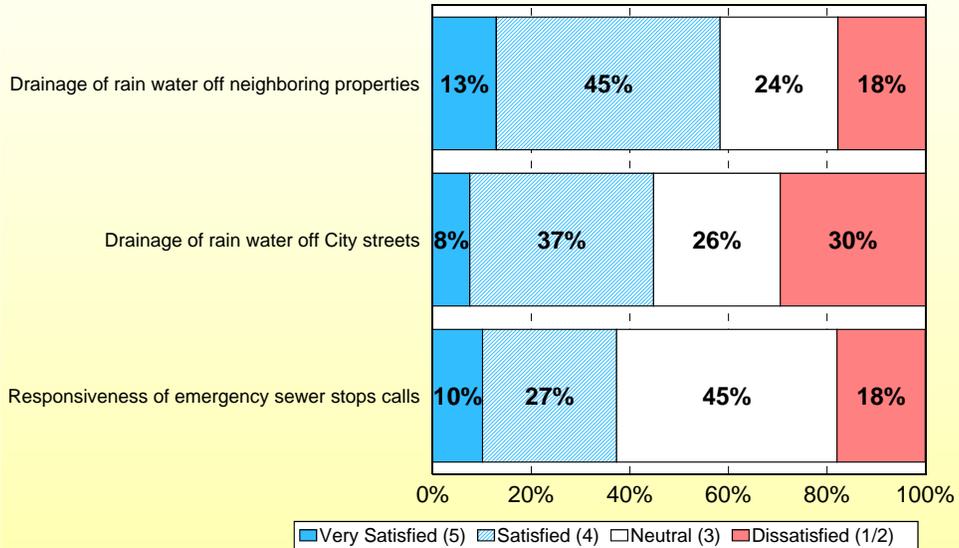
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q18. Satisfaction with Various Aspects of Sewer/Water Utilities and Storm Water Management

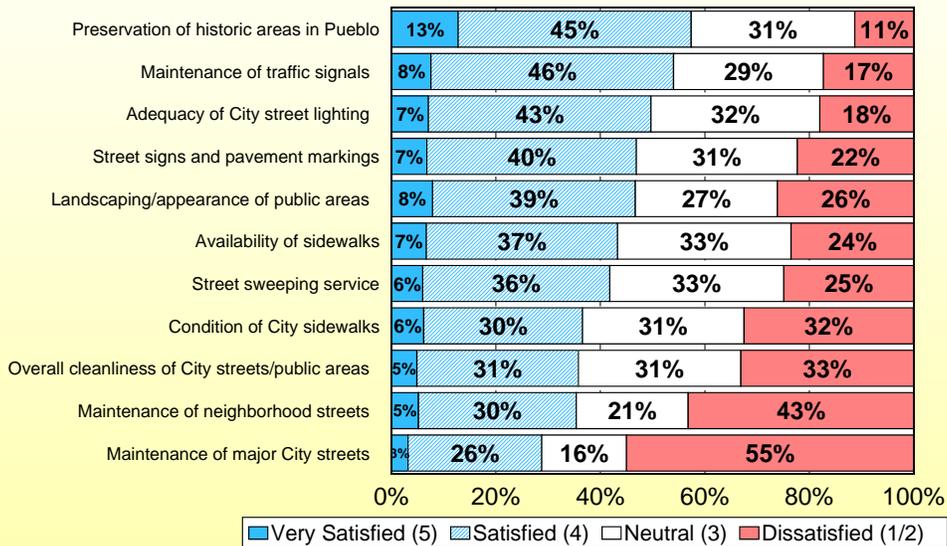
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q19. Satisfaction with Various Aspects of City Maintenance/Public Works

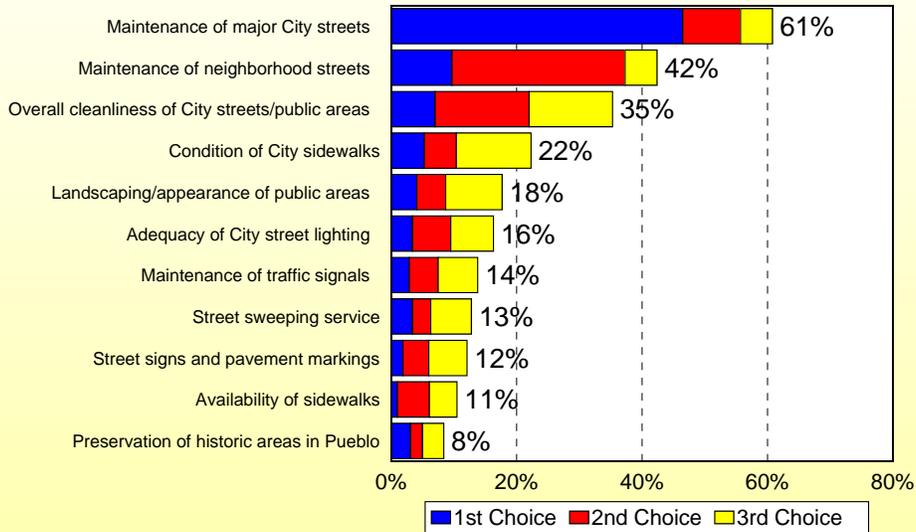
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q20. City Maintenance/Public Works Services That Should Receive the Most Emphasis Over the Next Two Years

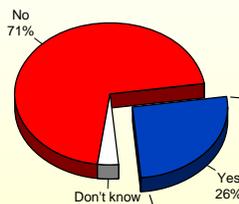
by percentage of respondents who selected the item as one of their top three choices



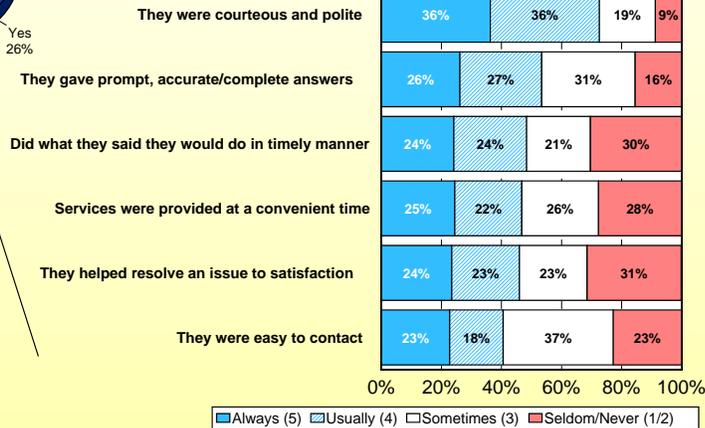
Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q21. Have you contacted the City during the past year?

by percentage of respondents



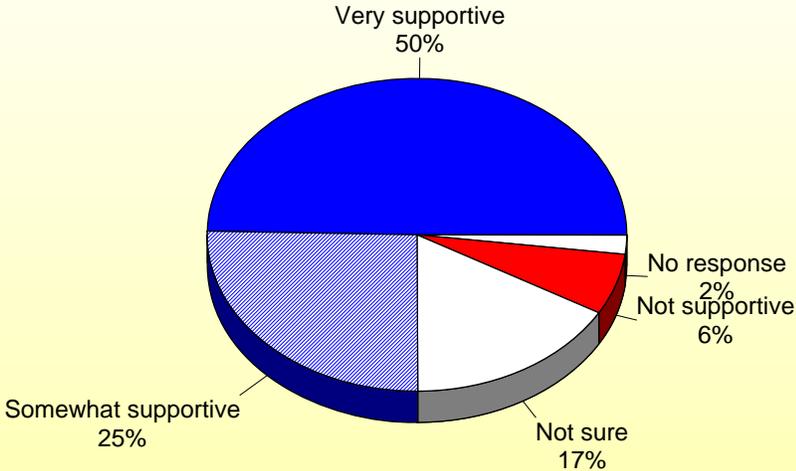
If Yes, Rate Your Satisfaction with City Employees on the Following Behaviors



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

Q22. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies?

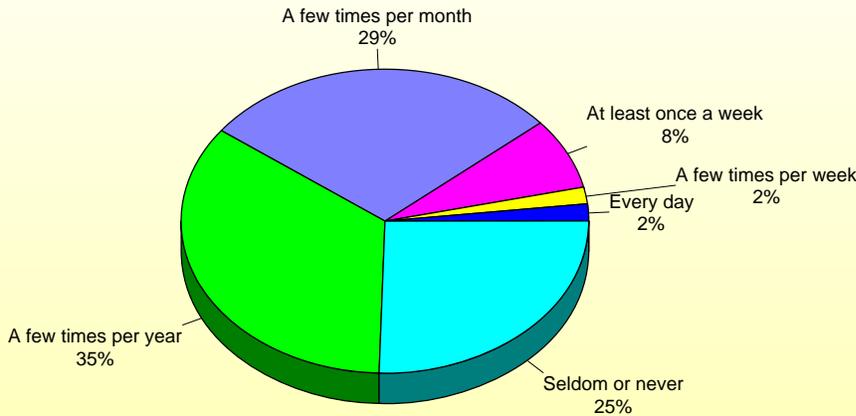
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

Q23. How often do you typically go outside Pueblo city limits to shop?

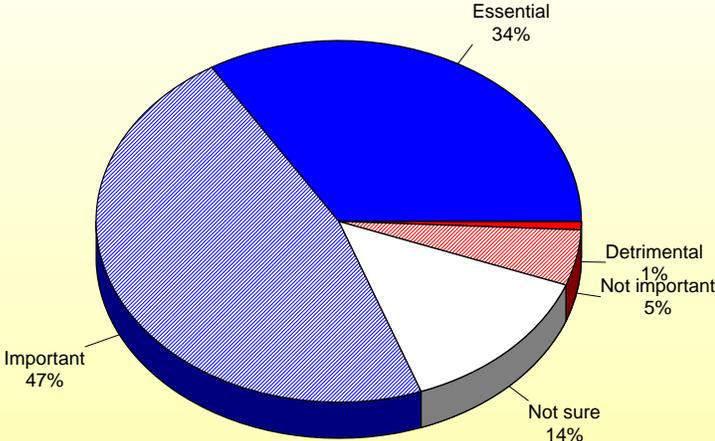
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q24. Do you feel that redeveloping older neighborhoods should be an important part of the City's redevelopment plan?

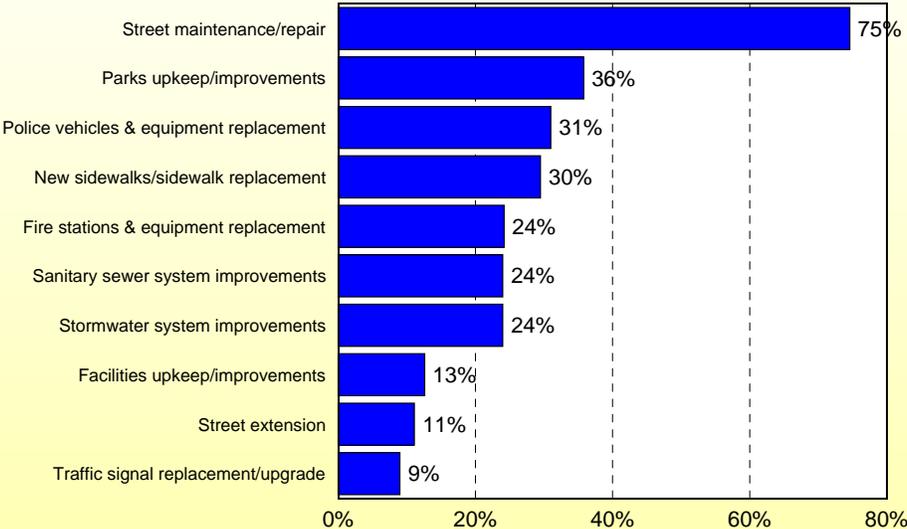
by percentage of respondents



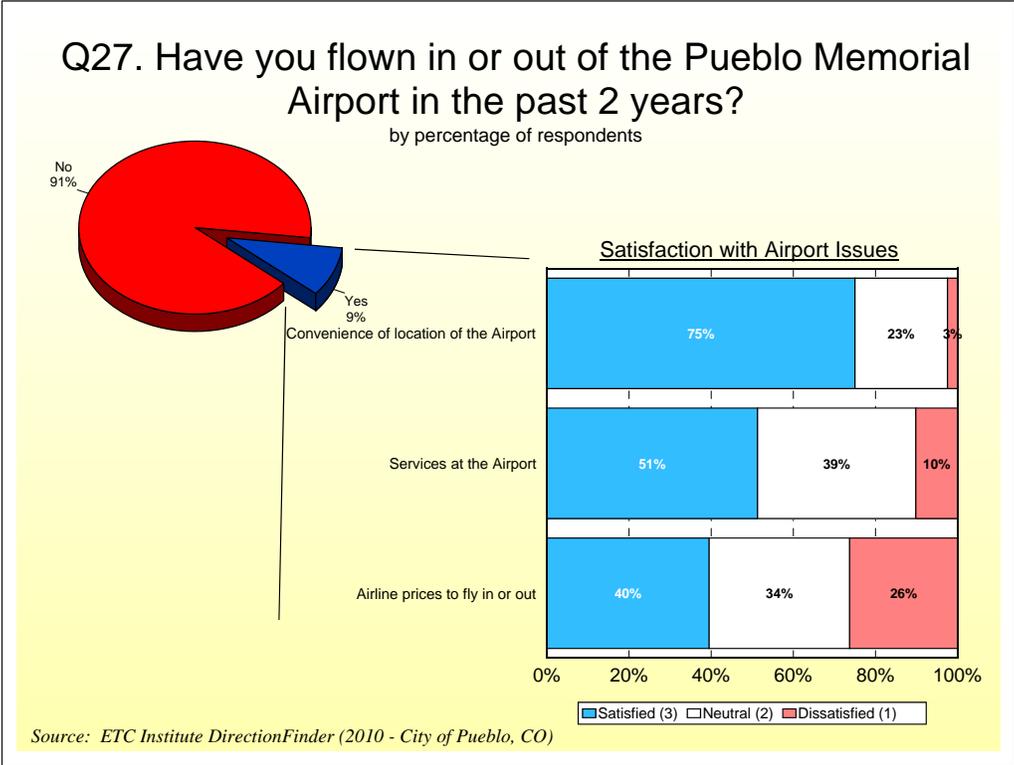
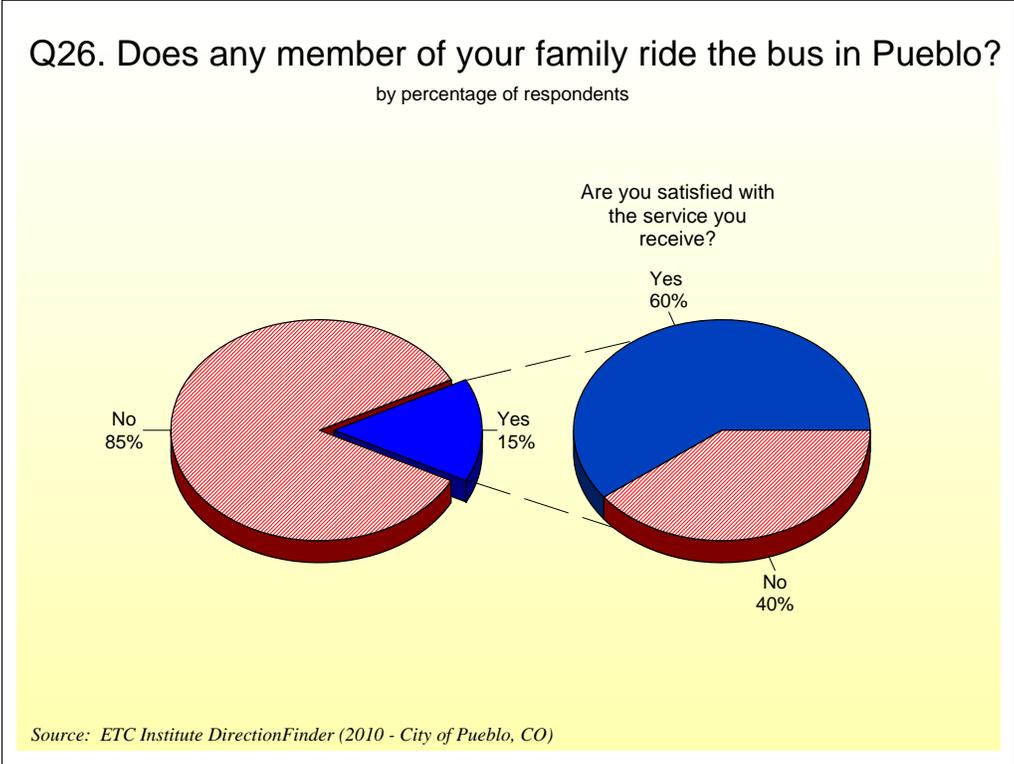
Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q25. Most Important Capital Improvements

by percentage of respondents who selected three choices

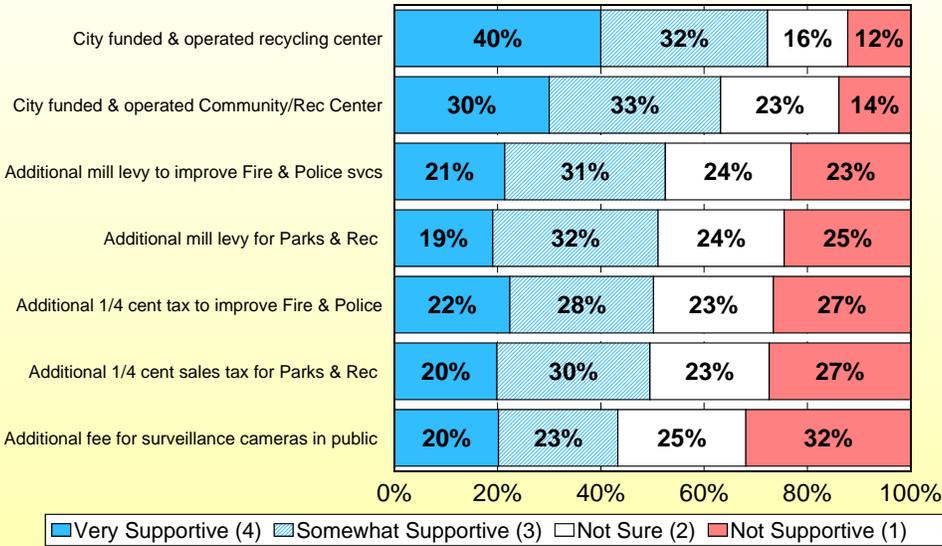


Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)



### Q28. Level of Support for Various Funding Ballot Issues

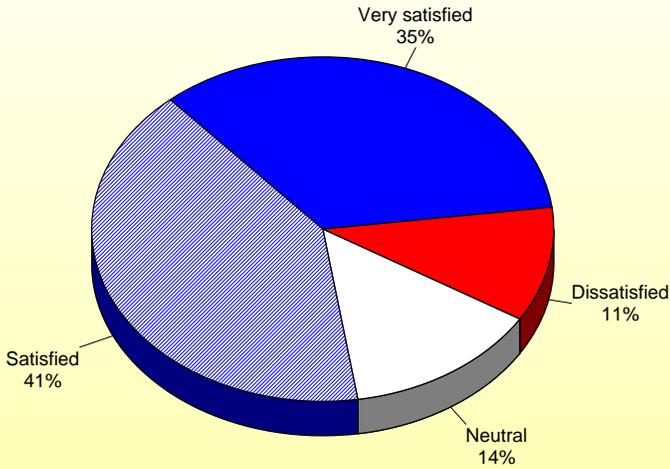
by percentage of respondents who rated the item as a 1 to 4 on a 4-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q29. How satisfied are you with residential Trash collection services?

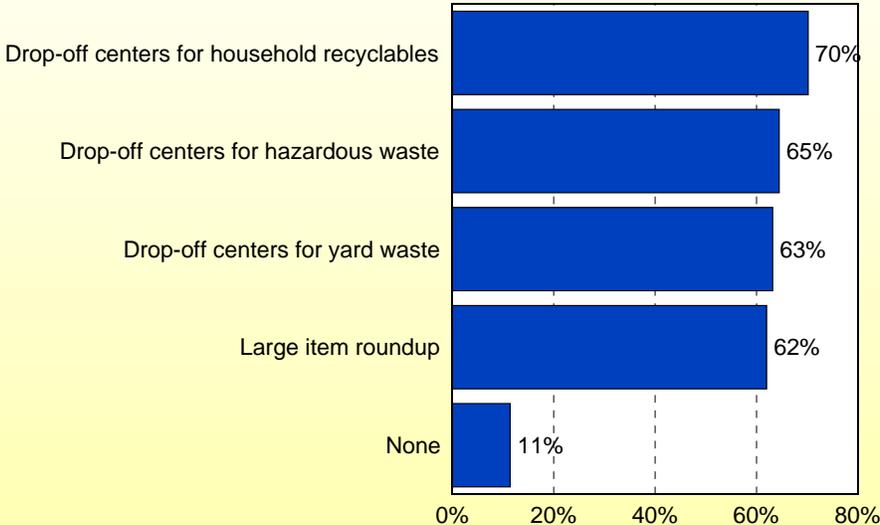
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q30. Which of the following recycling programs would you support and participate in?

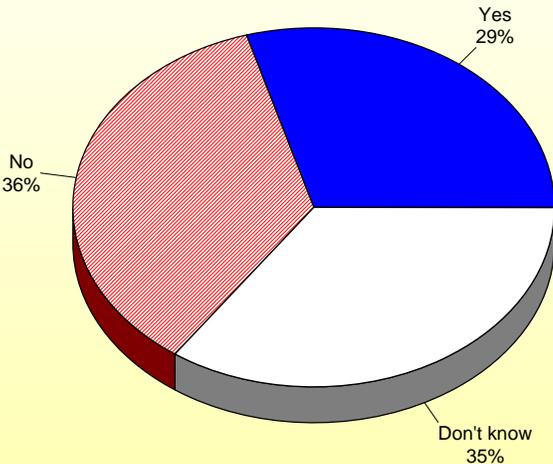
by percentage of respondents (multiple choices could be made)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q31. Would you support a City ordinance that would require trash collection cans of graduated sizes for graduated prices?

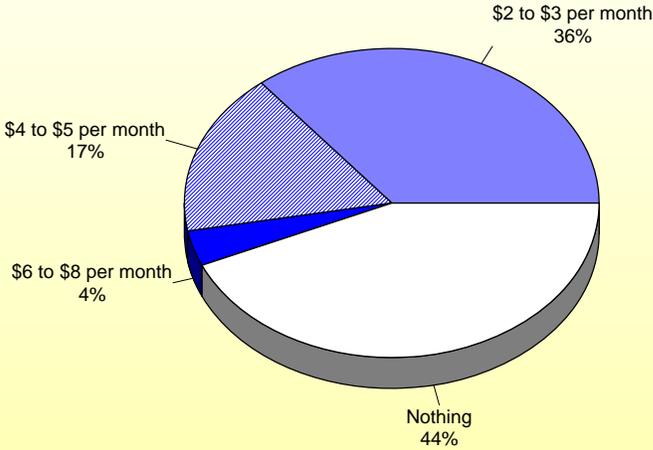
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q32. How much would you be willing to pay per month to fund a household recycling drop-off center?

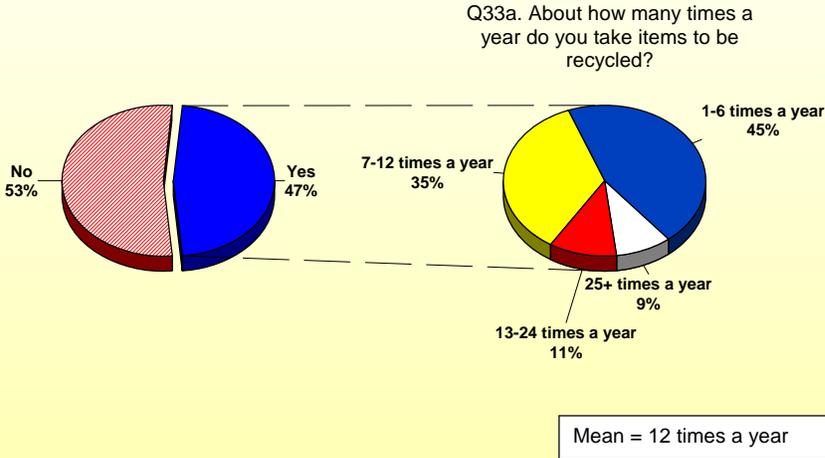
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q33. Do you currently use any recycling services located in Pueblo?

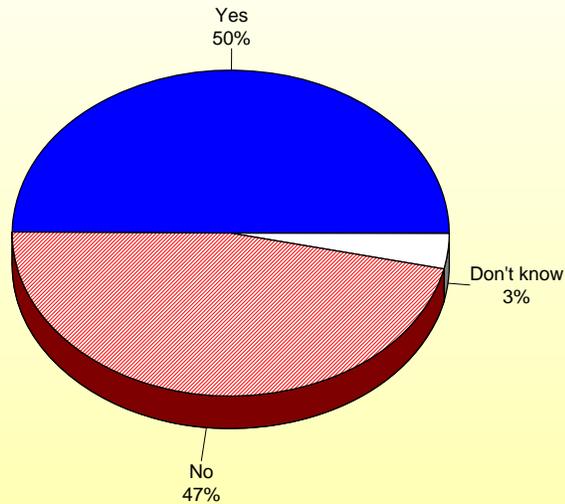
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q34. Would you be willing to pay \$3.00 per month for curbside recycling?

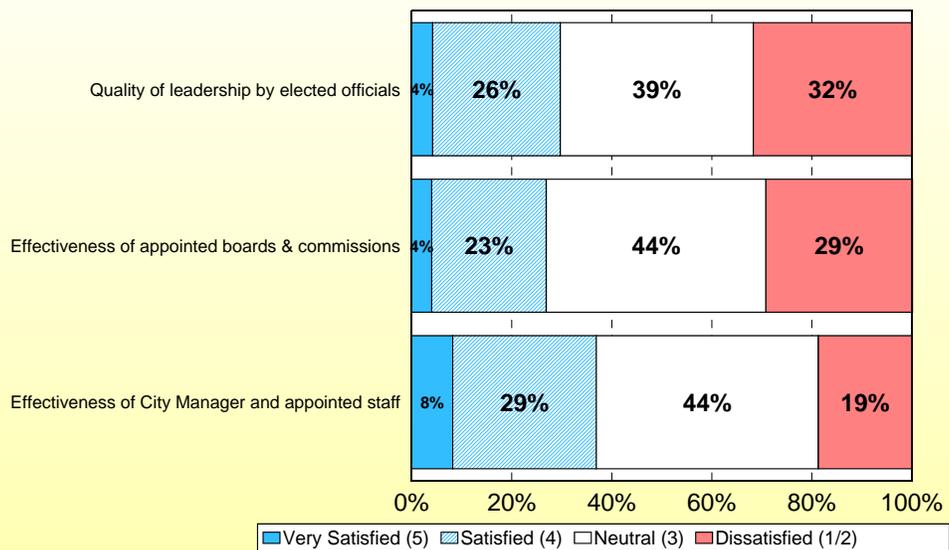
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q35. Satisfaction with Various Aspects of City Leadership

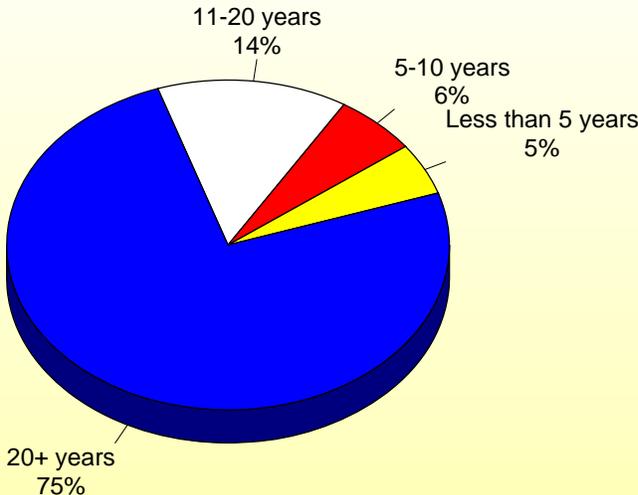
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q36. How Many Years Have You Lived in Pueblo?

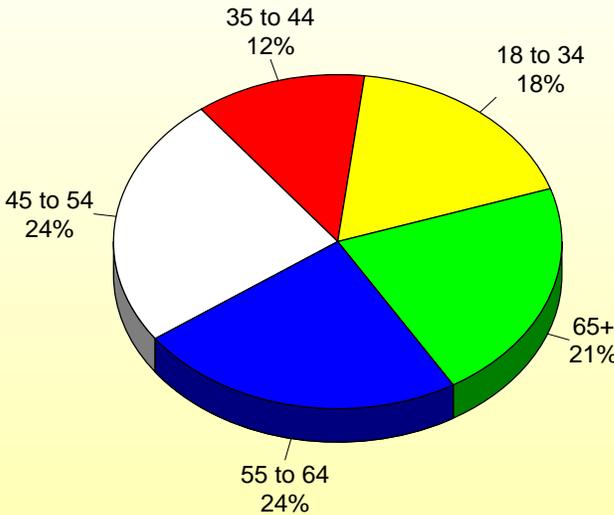
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q37. What is your age?

by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q38. Are you or other members of your household Hispanic or Latino ancestry?

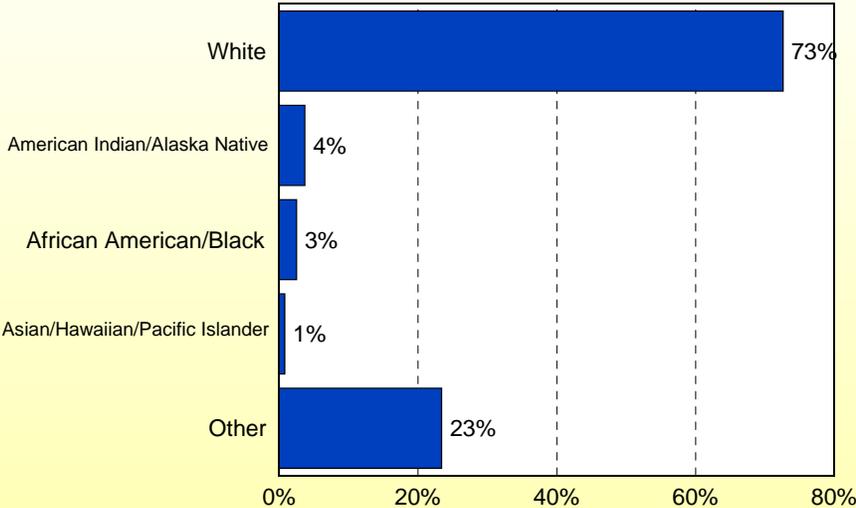
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q39. Which of the following best describes your race?

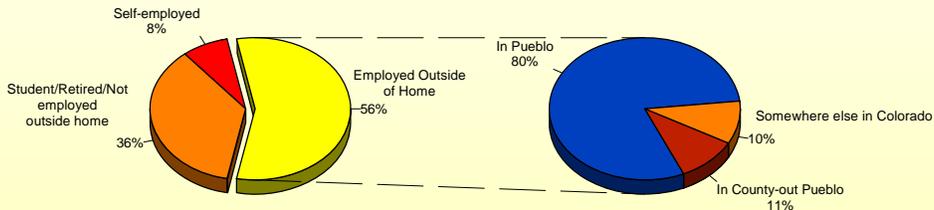
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q40. Which of the following best describes your current place of employment?

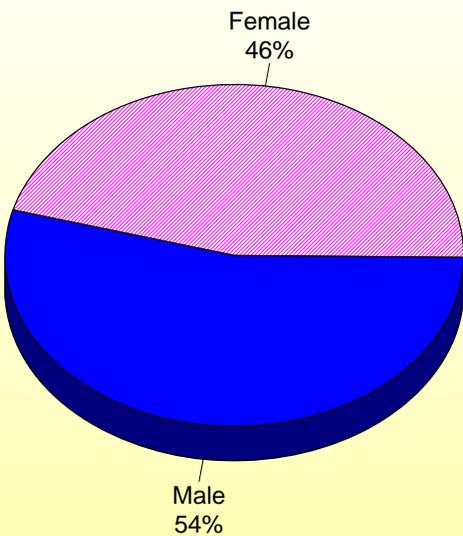
by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

### Q41. Gender of the Respondents

by percentage of respondents



Source: ETC Institute DirectionFinder (2010 - City of Pueblo, CO)

**Section 2:**  
***Benchmarks***

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# DirectionFinder® Survey

## Year 2010 Benchmarking Summary Report

### Overview

ETC Institute's DirectionFinder® program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November 1999, the survey has been administered in more than 200 cities and counties in 38 states.

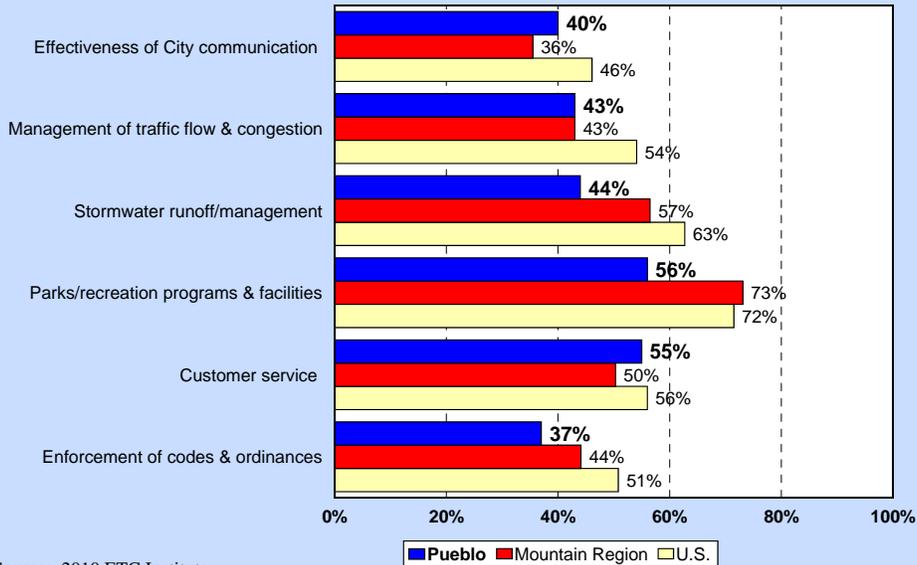
This report contains benchmarking data from two sources. The first source is from a national survey that was administered by ETC Institute during March 2010 to a random sample of 4,377 residents in the continental United States. The second source is a regional survey administered to a random sample of 434 residents in the mountain region of the United States during March 2010. The “U.S. Average” shown in this report reflects the overall results of ETC Institute’s national survey.

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Pueblo, CO is not authorized without written consent from ETC Institute.**

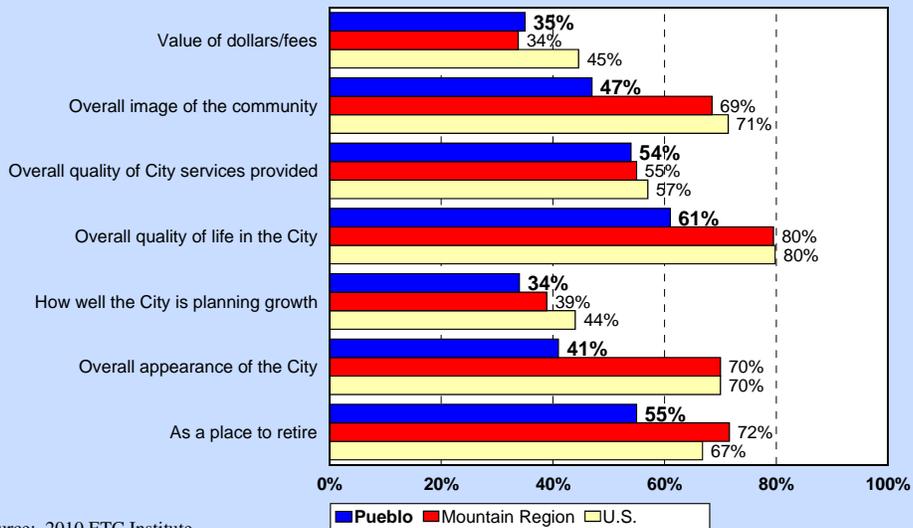
## Overall Satisfaction with Various City Services Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



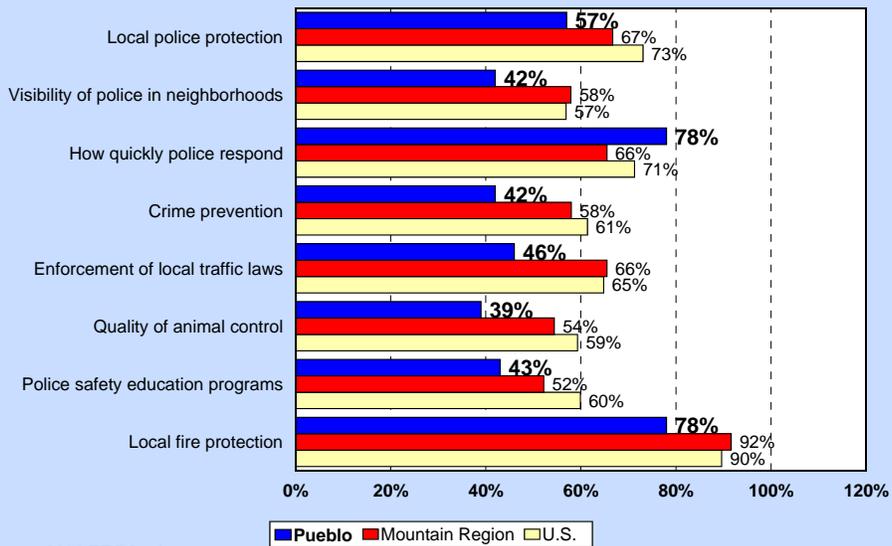
## Satisfaction with Issues that Influence Perceptions of the City Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



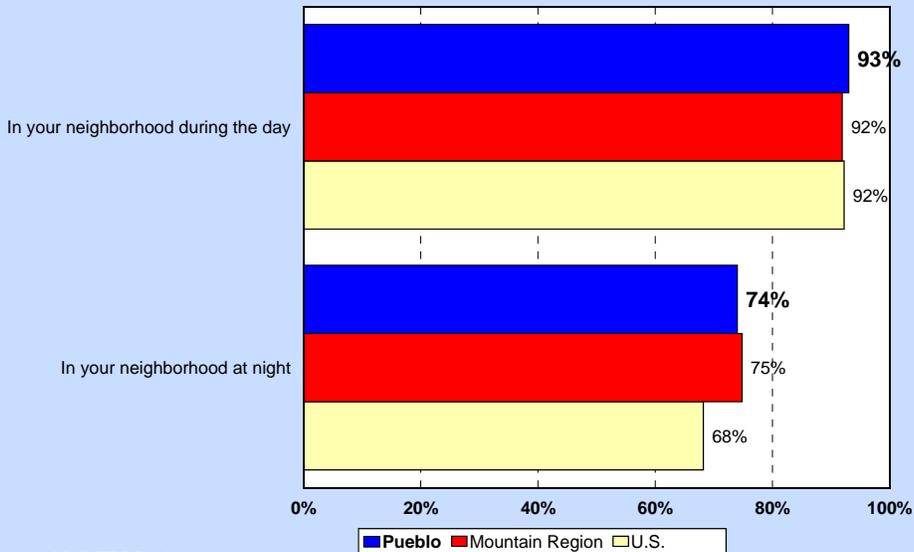
## Overall Satisfaction with Public Safety Services Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



## How Safe Residents Feel in Their Community Pueblo vs. Mountain Region vs. the U.S

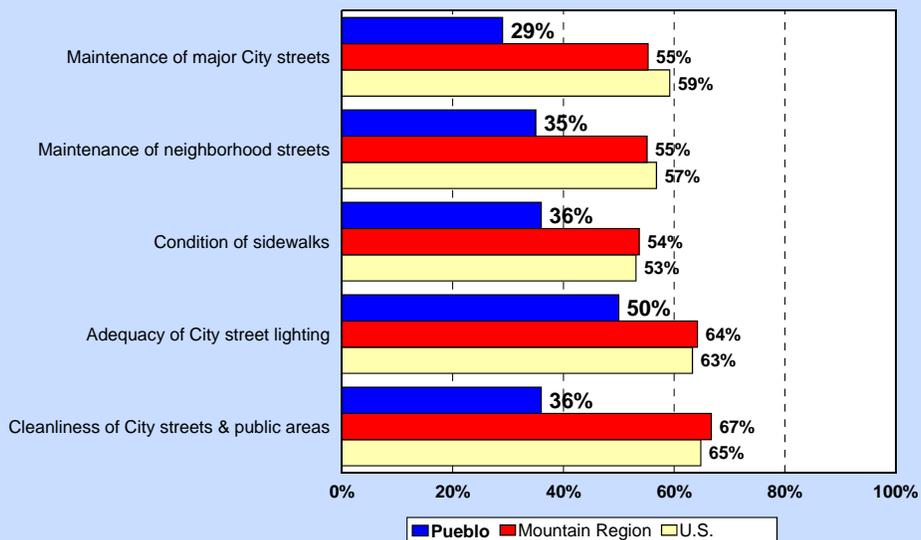
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very safe" and 1 was "very unsafe" (excluding don't knows)



Source: 2010 ETC Institute

## Overall Satisfaction with City Maintenance Pueblo vs. Mountain Region vs. the U.S

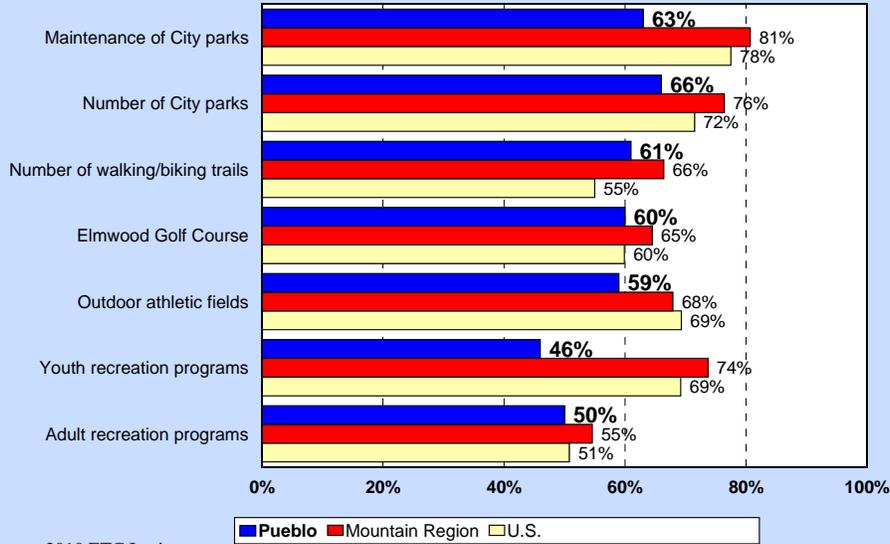
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

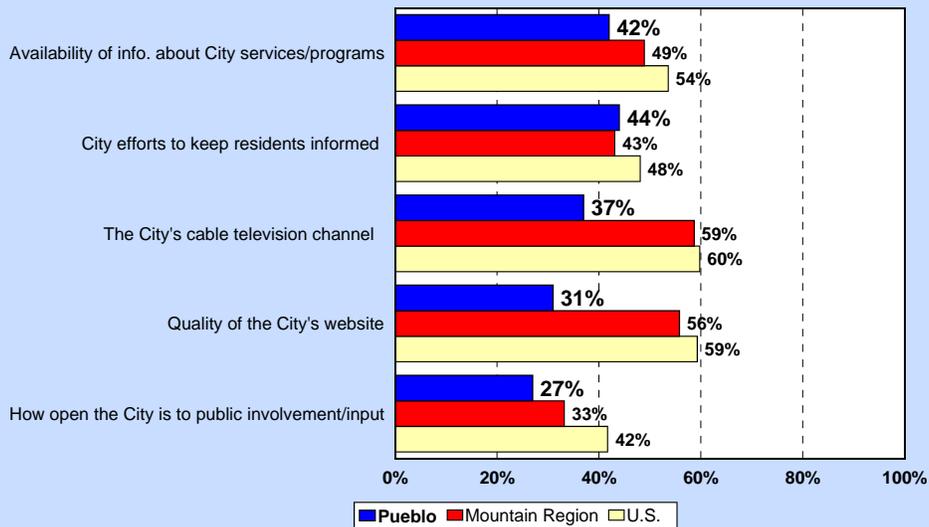
## Overall Satisfaction with Parks and Recreation Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



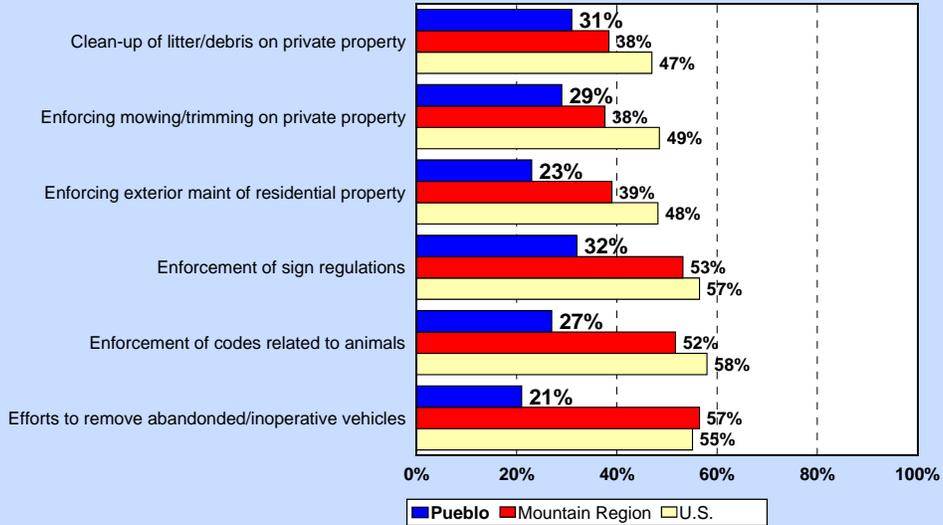
## Overall Satisfaction with Communication Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



## Overall Satisfaction with Code Enforcement Pueblo vs. Mountain Region vs. the U.S

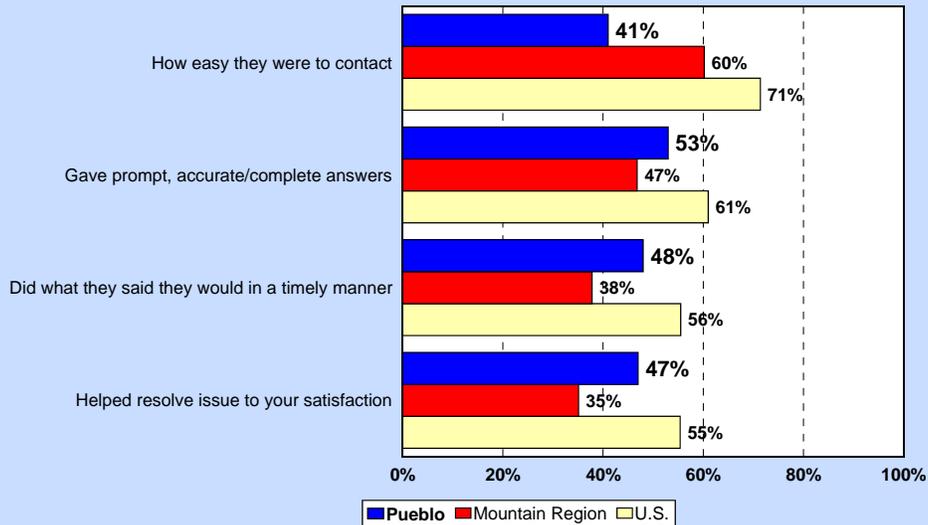
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

## Overall Satisfaction with Customer Service Pueblo vs. Mountain Region vs. the U.S

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2010 ETC Institute

**Section 3:**

***Importance-Satisfaction Analysis***

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# Importance-Satisfaction Analysis

## Pueblo, Colorado

### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “don't knows”). “Don't know” responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought were most important for the City to provide. Sixty-six percent (66%) of residents ranked the maintenance of streets in the City as the most important overall city service to provide.

With regard to satisfaction, the maintenance of City streets was ranked eleventh overall with 19% rating the maintenance of City streets as a “4” or a “5” on a 5-point scale excluding “Don't know” responses. The I-S rating for the maintenance of City streets was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 66% was multiplied by 81% (1-0.19). This calculation yielded an I-S rating of 0.5346, which was ranked first out of eleven overall city service categories.

- The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of the most important areas for the City to provide and 0% indicated that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the most important areas for the City to provide.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ( $IS \geq 0.20$ )
- Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )
- Maintain Current Emphasis ( $IS < 0.10$ )

The importance-satisfaction results for each individual service area are provided on subsequent pages.

# Importance-Satisfaction Rating

## City of Pueblo

### OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>Very High Priority (IS &gt;.20)</i></b>						
Maintenance of City Streets	66%	1	19%	11	0.5346	1
<b><i>High Priority (IS .10-.20)</i></b>						
Flow of traffic and congestion management	30%	3	43%	8	0.1710	2
Enforcement of City codes/ordinances	24%	4	37%	10	0.1512	3
Quality of City's stormwater runoff/management	23%	6	44%	7	0.1288	4
Quality of police services	36%	2	65%	2	0.1260	5
Effectiveness of City communication	19%	7	40%	9	0.1140	6
Quality of City parks/rec programs/facilities	23%	5	56%	4	0.1012	7
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Quality of sanitary sewer/wastewater management	12%	9	57%	3	0.0516	8
Quality of customer services you receive	7%	10	55%	5	0.0315	9
Maintenance of City buildings/facilities	6%	11	51%	6	0.0294	10
Quality of fire and EMS	13%	8	84%	1	0.0208	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Pueblo

### Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
The City's efforts to prevent crime	49%	1	42%	9	0.2842	1
Visibility of police in neighborhoods	40%	2	42%	10	0.2320	2
<b><u>High Priority (IS .10-.20)</u></b>						
Quality of animal control	29%	4	39%	11	0.1769	3
Overall quality of local police protection	35%	3	57%	4	0.1505	4
How quickly police respond	26%	5	43%	7	0.1482	5
Enforcement of local traffic laws	24%	6	46%	6	0.1296	6
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Police safety education programs	14%	7	43%	8	0.0798	7
Fire safety education programs	9%	8	54%	5	0.0414	8
How quickly fire/emergency personnel respond	8%	9	78%	2	0.0176	9
Overall quality of local fire protection	7%	10	78%	3	0.0154	10
Location of fire stations	3%	11	79%	1	0.0063	11

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

# Importance-Satisfaction Rating

## City of Pueblo

### Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><i>High Priority (IS .10-.20)</i></b>						
City's youth recreation programs	31%	2	46%	13	0.1674	1
Maintenance of City parks	33%	1	63%	4	0.1221	2
<b><i>Medium Priority (IS &lt;.10)</i></b>						
Availability of info about park/rec programs	18%	4	49%	12	0.0918	3
Diversity of recreation programs	14%	5	42%	15	0.0812	4
Number of walking/biking trails	18%	3	61%	5	0.0702	5
Motorsports activities	11%	10	39%	17	0.0671	6
Aquatic programs	11%	9	43%	14	0.0627	7
City's adult recreation programs	12%	7	50%	11	0.0600	8
Quality of outdoor athletic fields	13%	6	59%	7	0.0533	9
City's special events/festivals	12%	8	68%	2	0.0384	10
El Centro del Quinto Sol Rec Center	6%	13	41%	16	0.0354	11
Number of outdoor athletic fields	7%	12	51%	10	0.0343	12
Number of City parks	8%	11	66%	3	0.0272	13
Ice Arena	3%	15	51%	9	0.0147	14
Location of parks	5%	14	72%	1	0.0140	15
Walking Stick Golf Course	2%	17	54%	8	0.0092	16
Elmwood Golf Course	2%	16	60%	6	0.0080	17

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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# Importance-Satisfaction Rating

## City of Pueblo

### Maintenance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt;.20)</u></b>						
Maintenance of major City streets	61%	1	29%	11	0.4331	1
Maintenance of neighborhood streets	42%	2	35%	10	0.2730	2
Overall cleanliness of City streets/public areas	35%	3	36%	9	0.2240	3
<b><u>High Priority (IS .10-.20)</u></b>						
Condition of City sidewalks	22%	4	36%	8	0.1408	4
<b><u>Medium Priority (IS &lt;.10)</u></b>						
Landscaping/appearance of public areas	18%	5	47%	5	0.0954	5
Adequacy of City street lighting	16%	6	50%	3	0.0800	6
Street sweeping service	13%	8	42%	7	0.0754	7
Maintenance of traffic signals	14%	7	54%	2	0.0644	8
Street signs and pavement markings	12%	9	47%	4	0.0636	9
Availability of sidewalks	11%	10	44%	6	0.0616	10
Preservation of historic areas in Pueblo	8%	11	58%	1	0.0336	11

**Note:** The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

**Most Important %:**

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought were most important for the City to provide.

**Satisfaction %:**

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

**Section 4:**  
***Geocoded Maps***

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# Interpreting the Maps

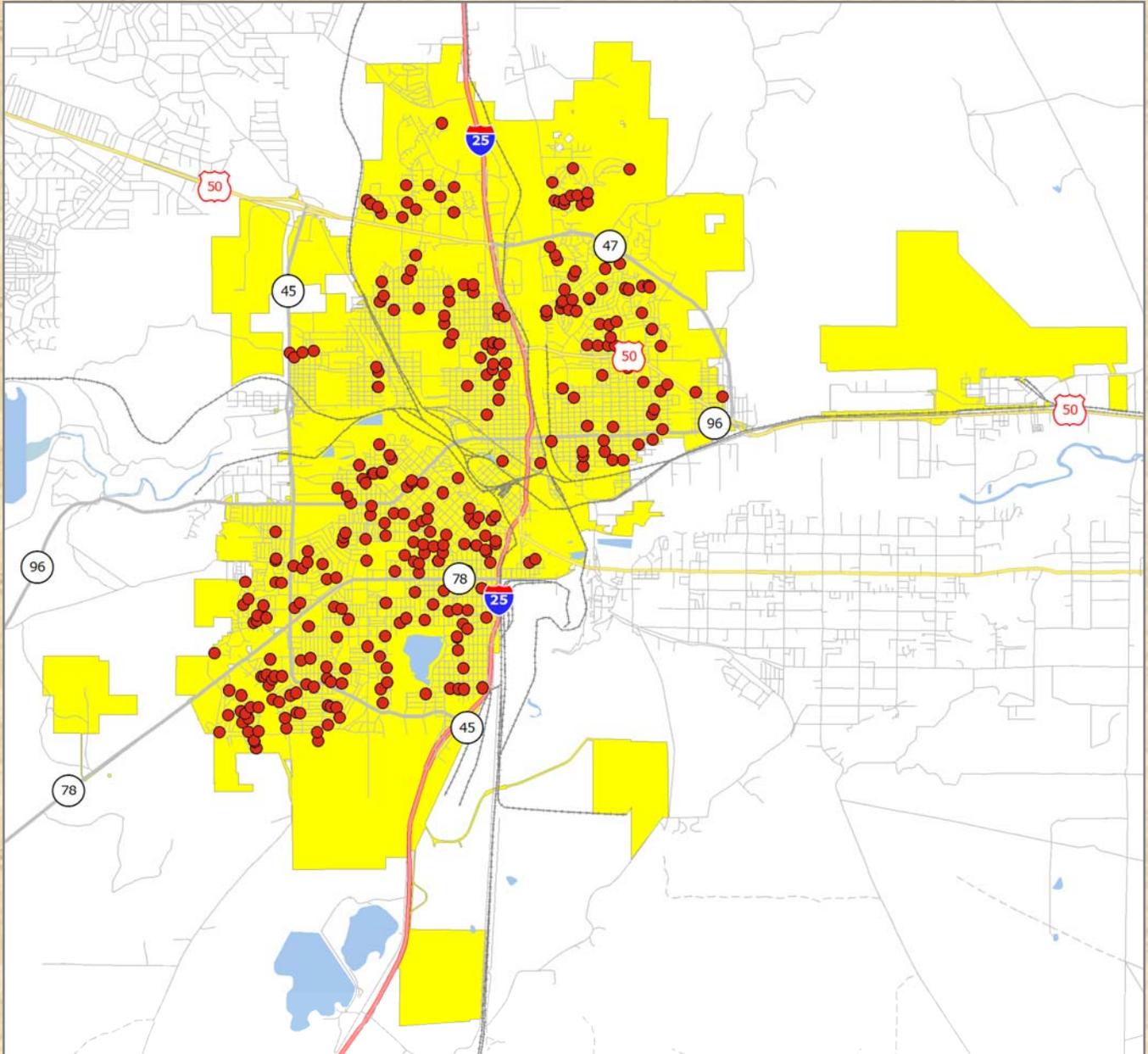
The maps on the following pages show the mean ratings for several questions by Census Block Group.

If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

When reading the charts, please use the following color scheme as a guide:

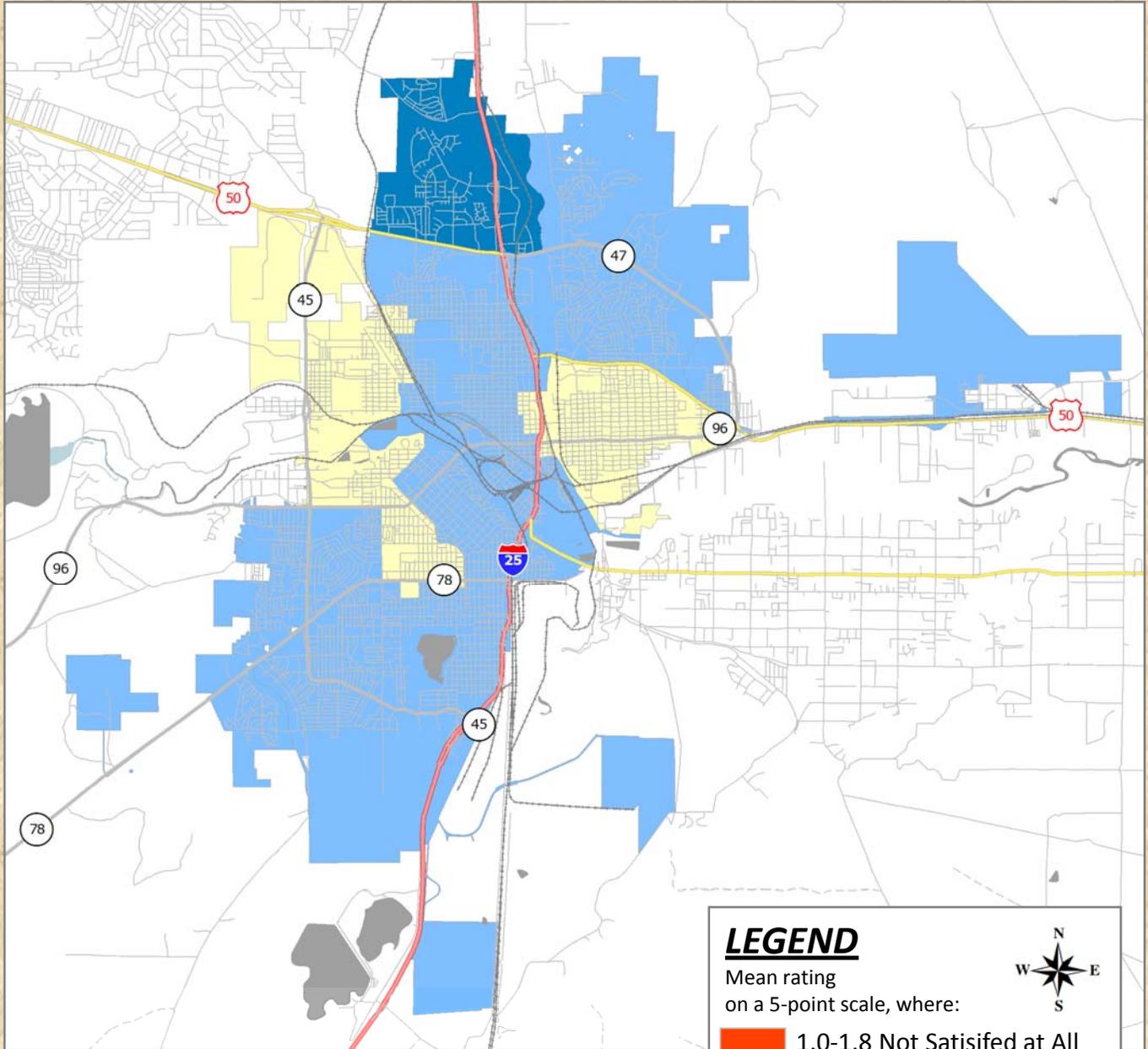
- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate agreement and a willingness of residents to fund an initiative.
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate a neutral or “not sure” opinion about an issue.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate disagreement and an unwillingness to fund an initiative.

# Location of Survey Respondents



## 2010 City of Pueblo Community Survey

# Q1a Quality of Police services.



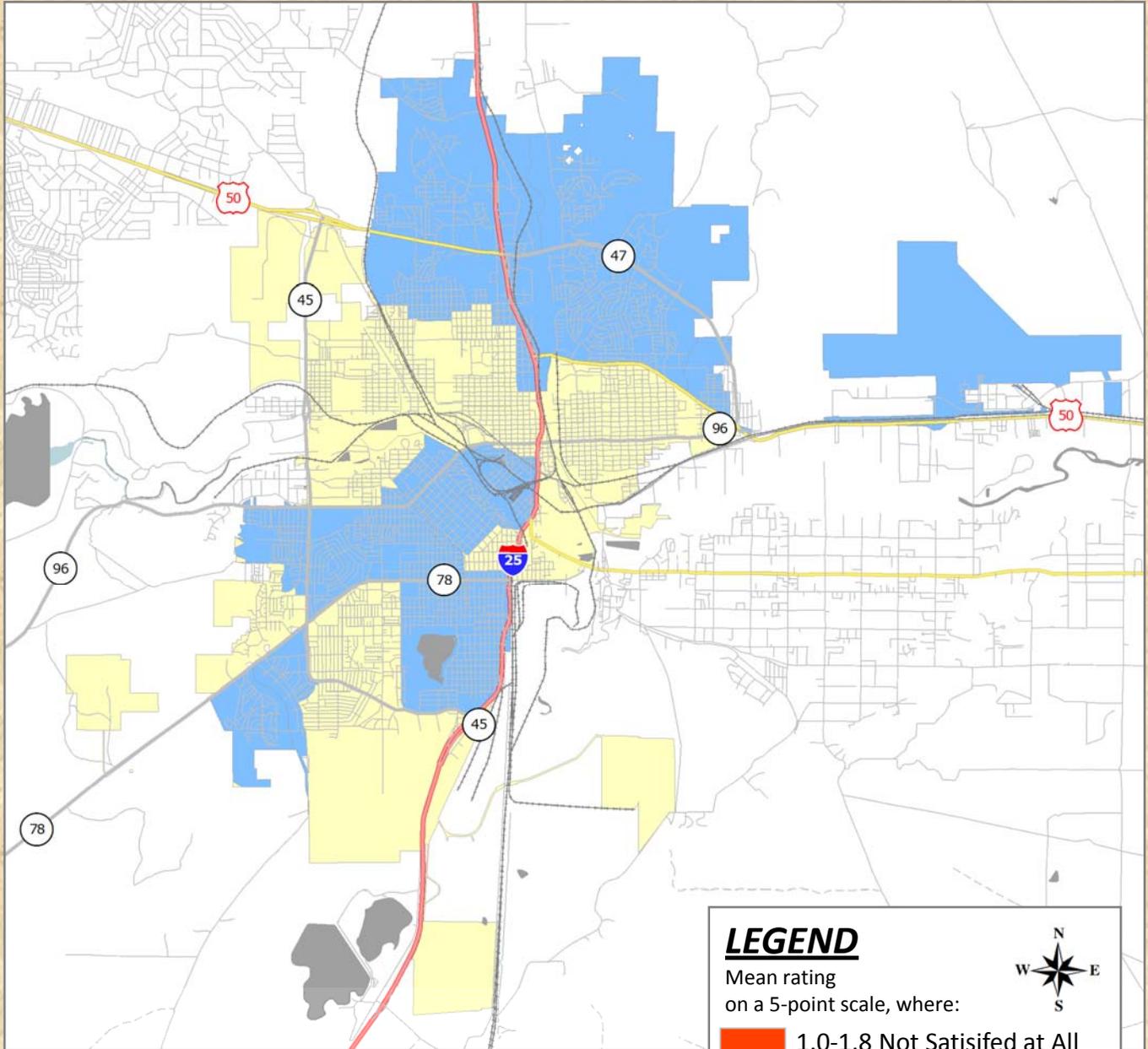
## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

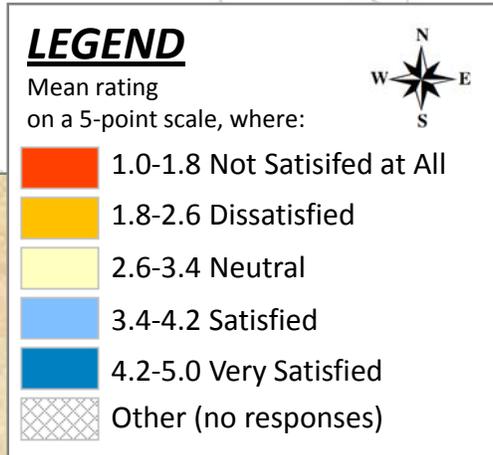
	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

# Q1b Quality of City Parks and Recreation.

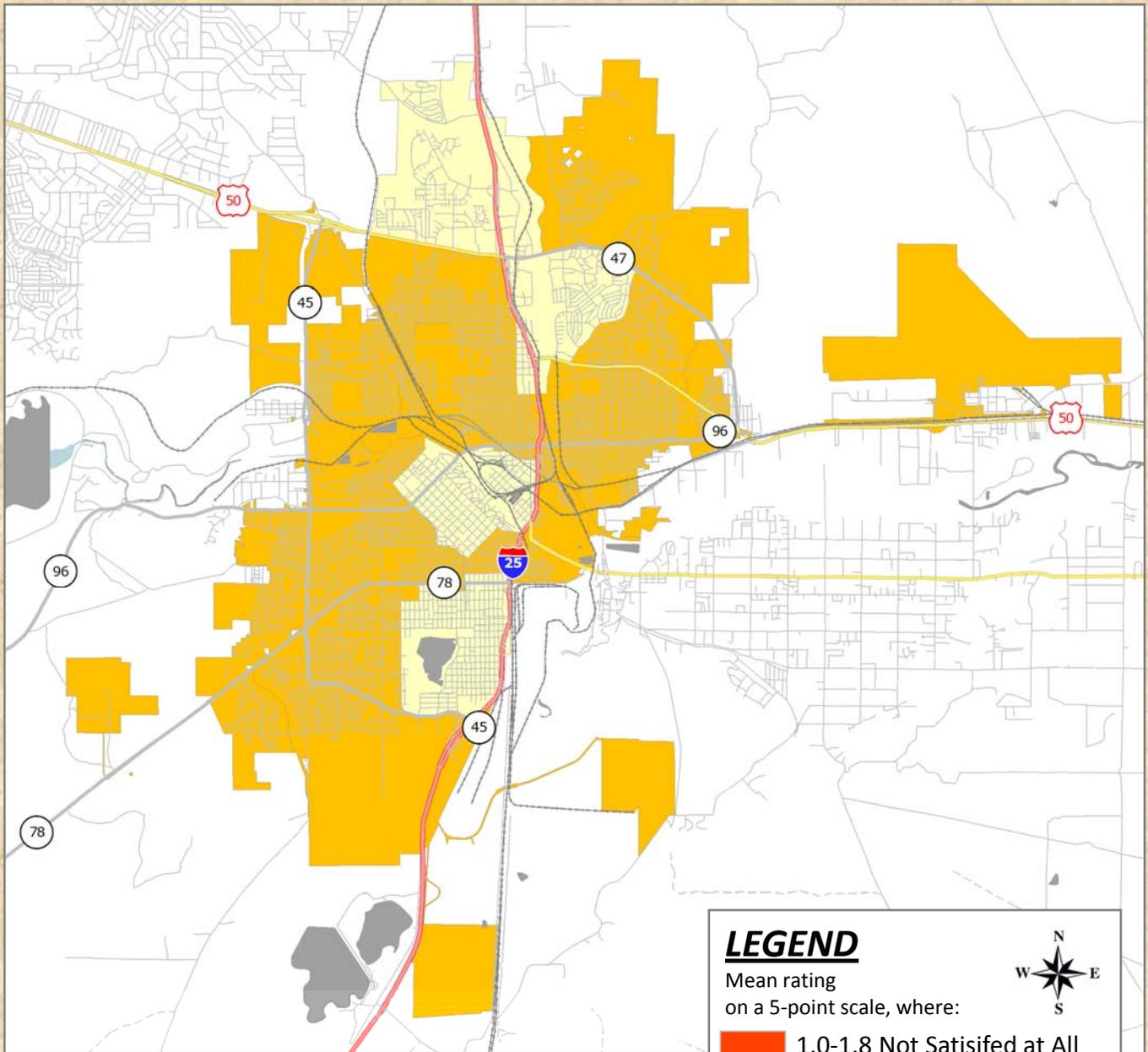


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

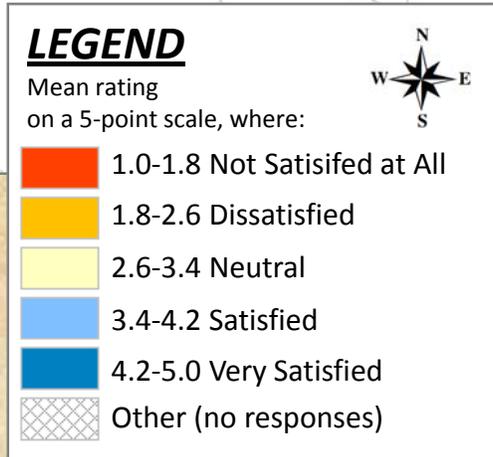


# Q1c Maintenance of City streets.

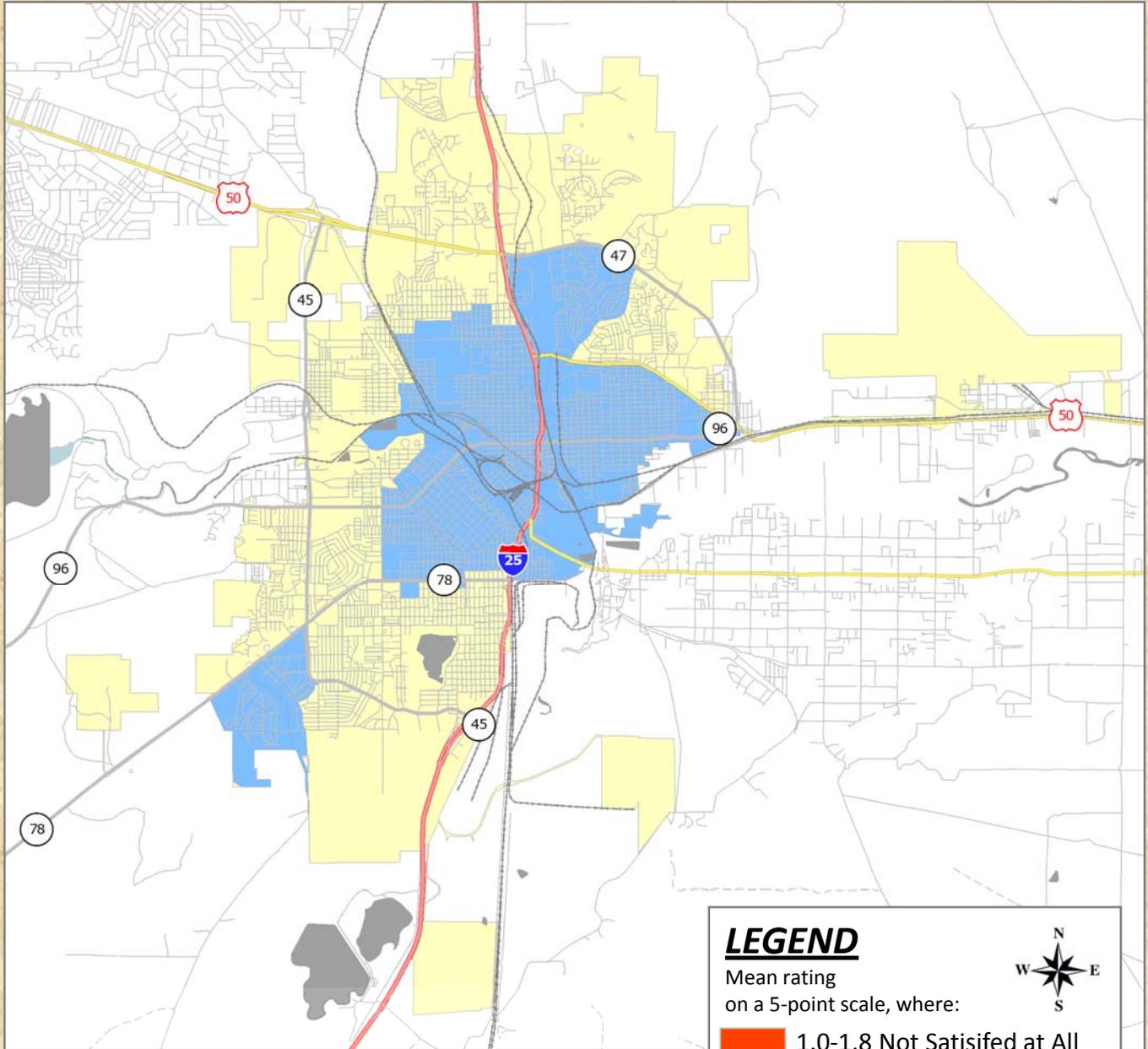


## 2010 City of Pueblo Community Survey

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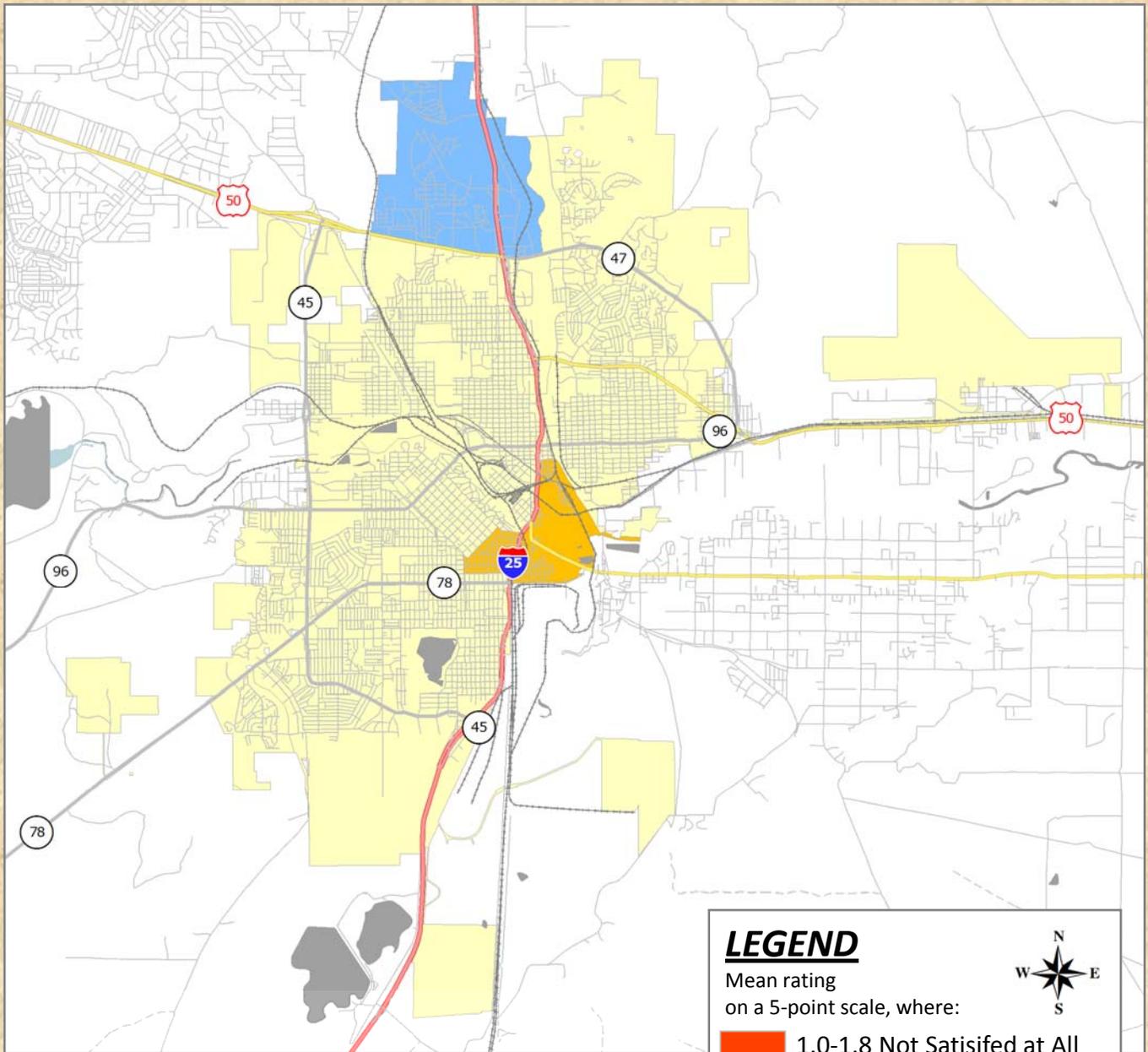
# Q1d Maintenance of City buildings.



## 2010 City of Pueblo Community Survey

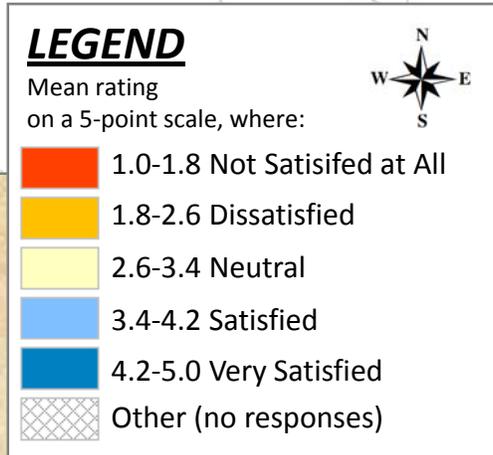
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q1e Enforcement of City codes and ordinances.

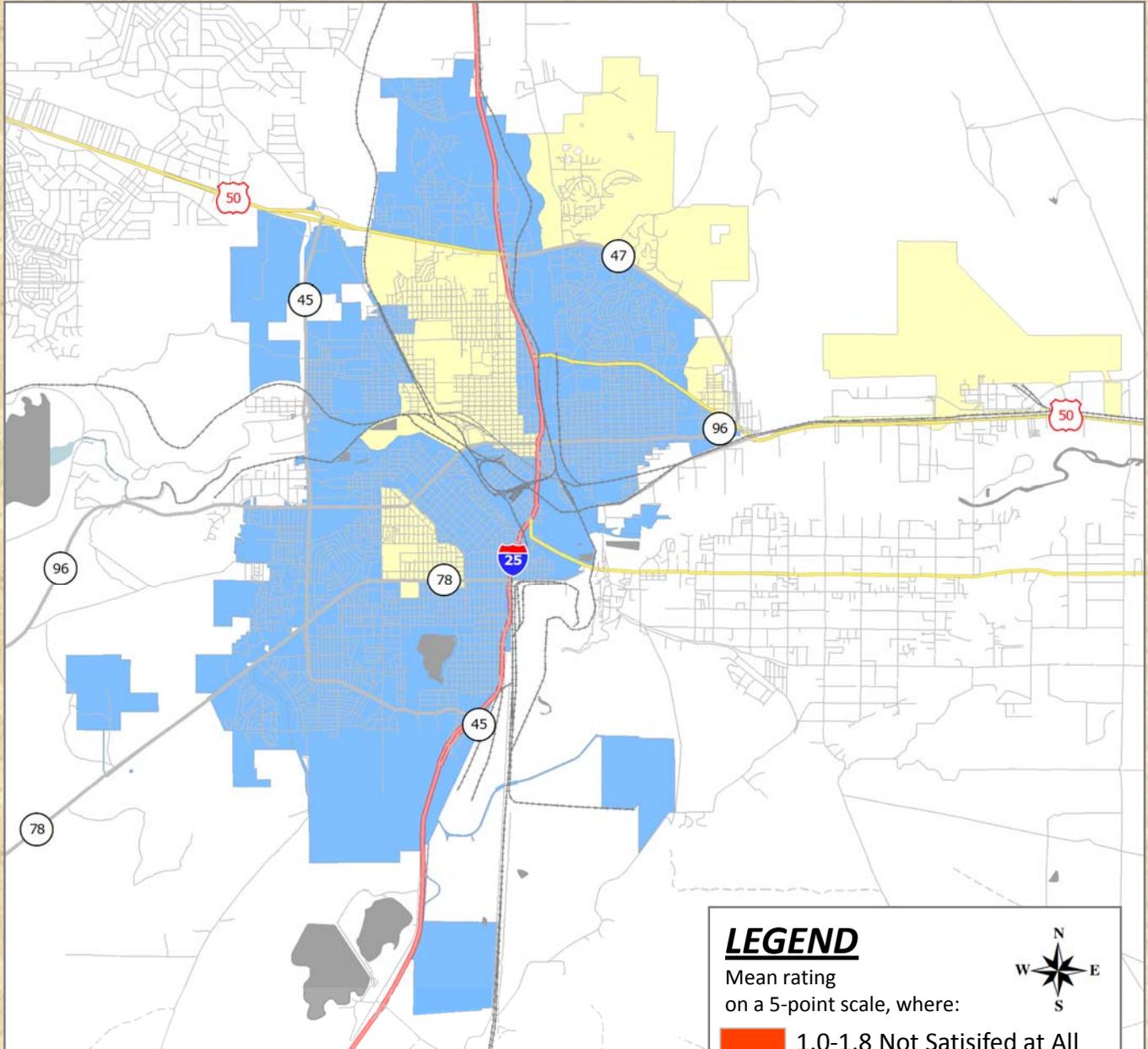


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

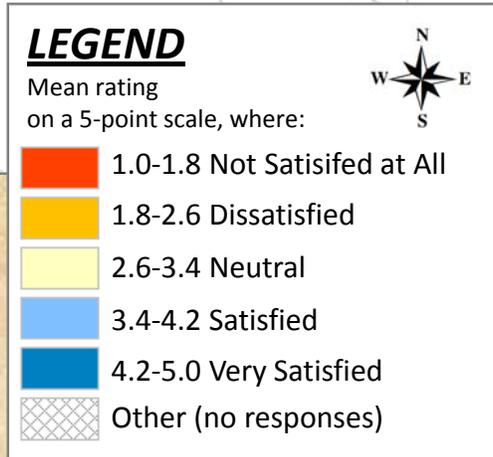


# Q1f Customer service from City employees.

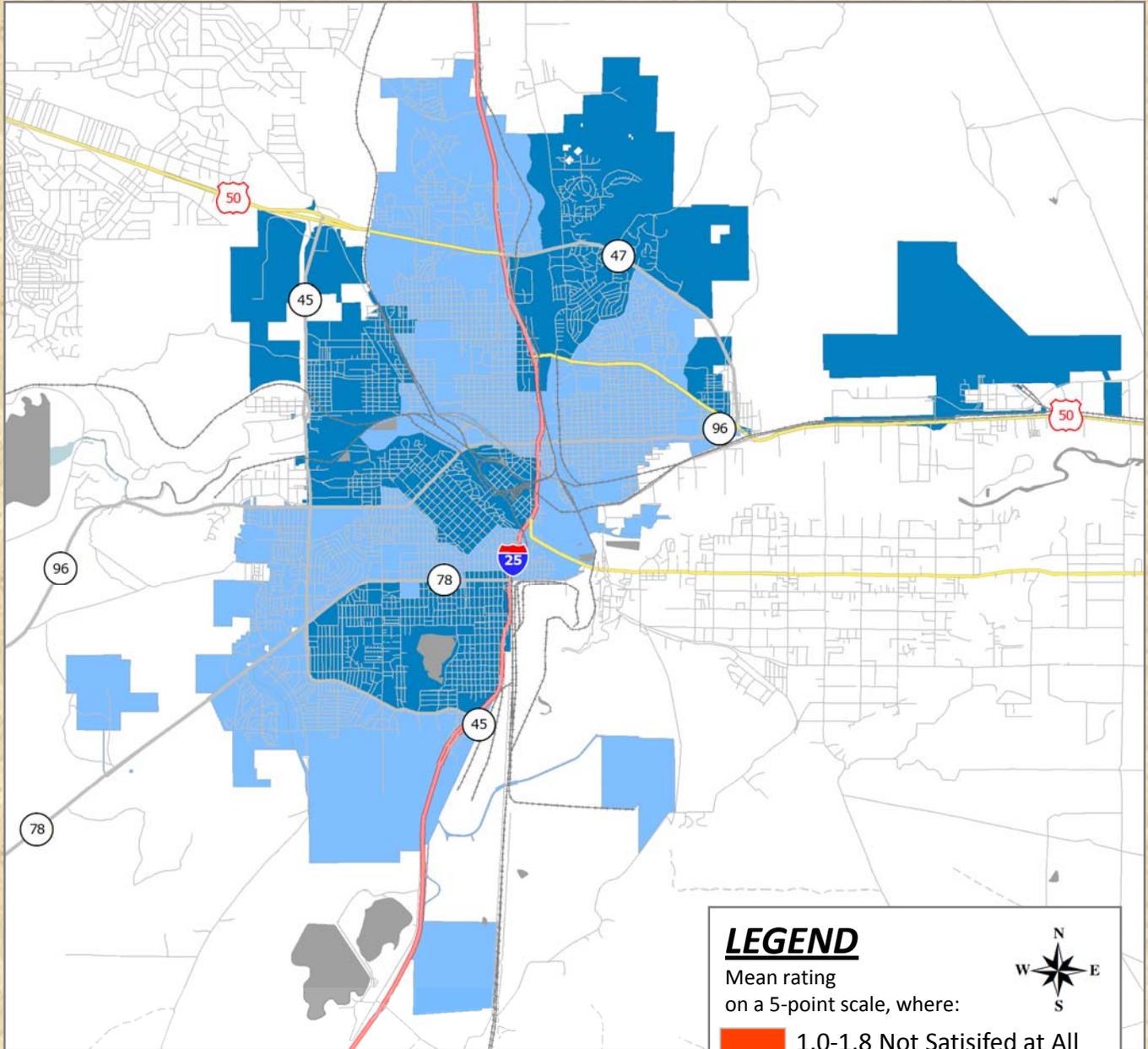


## 2010 City of Pueblo Community Survey

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\*Selected CBGs were merged based on respondent distribution

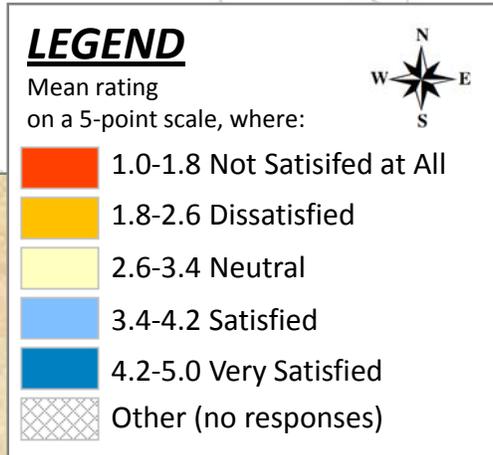


# Q1g Fire and Emergency Medical Services.

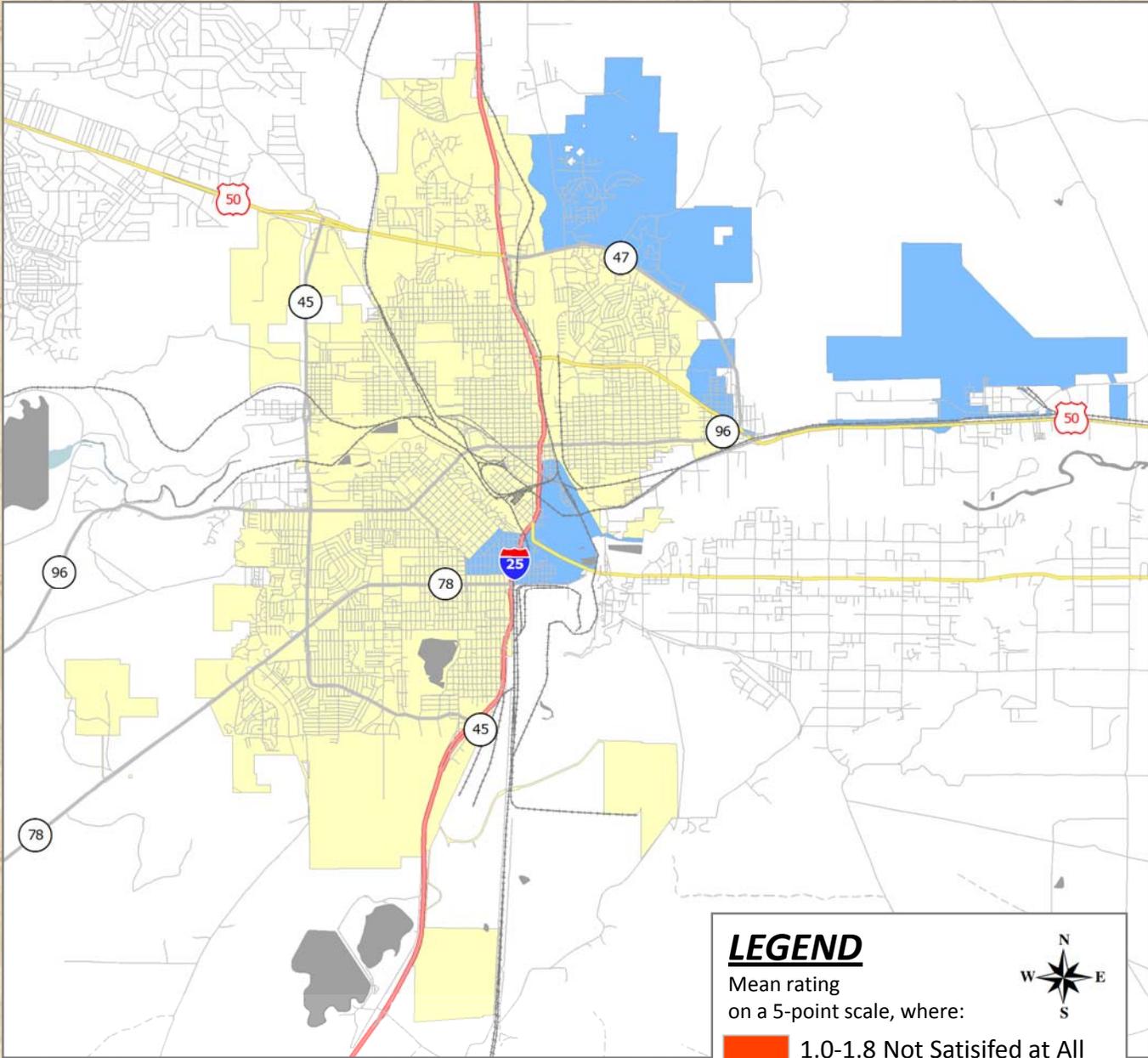


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q1h Effectiveness of City communication with public.



## 2010 City of Pueblo Community Survey

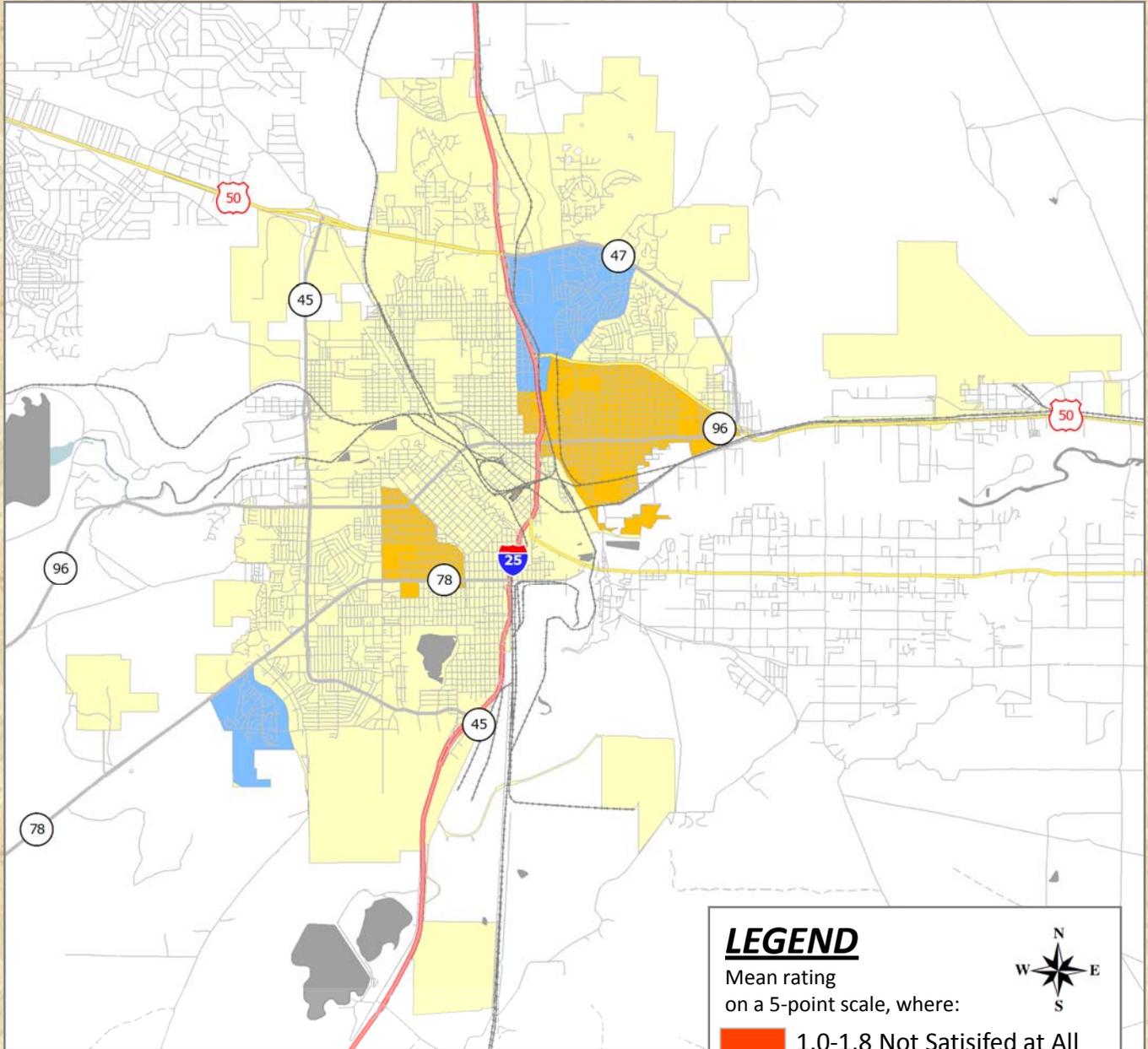
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

North arrow: N, S, E, W

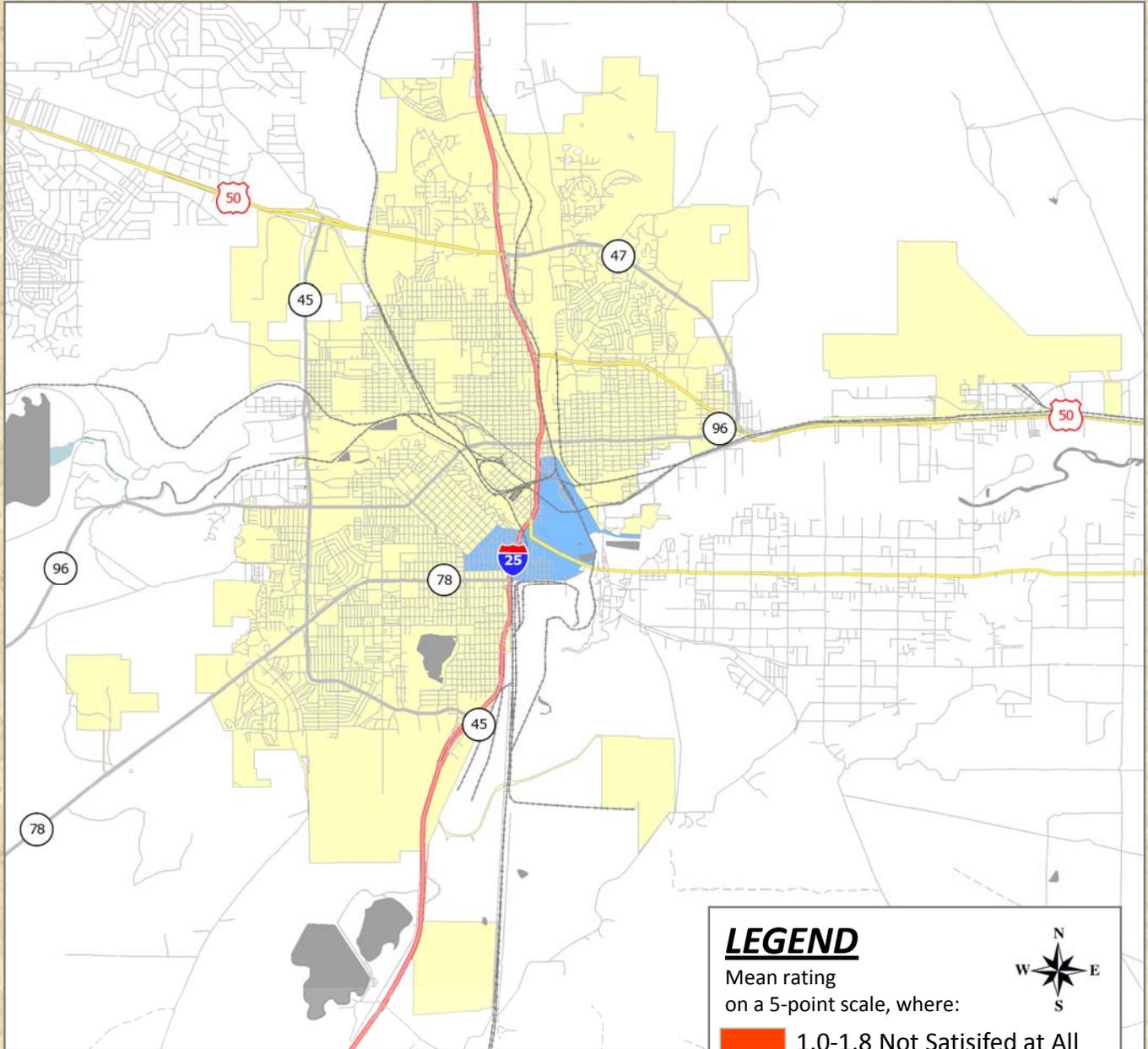
# Q1i City stormwater runoff/management.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q1j Flow of traffic and congestion management.



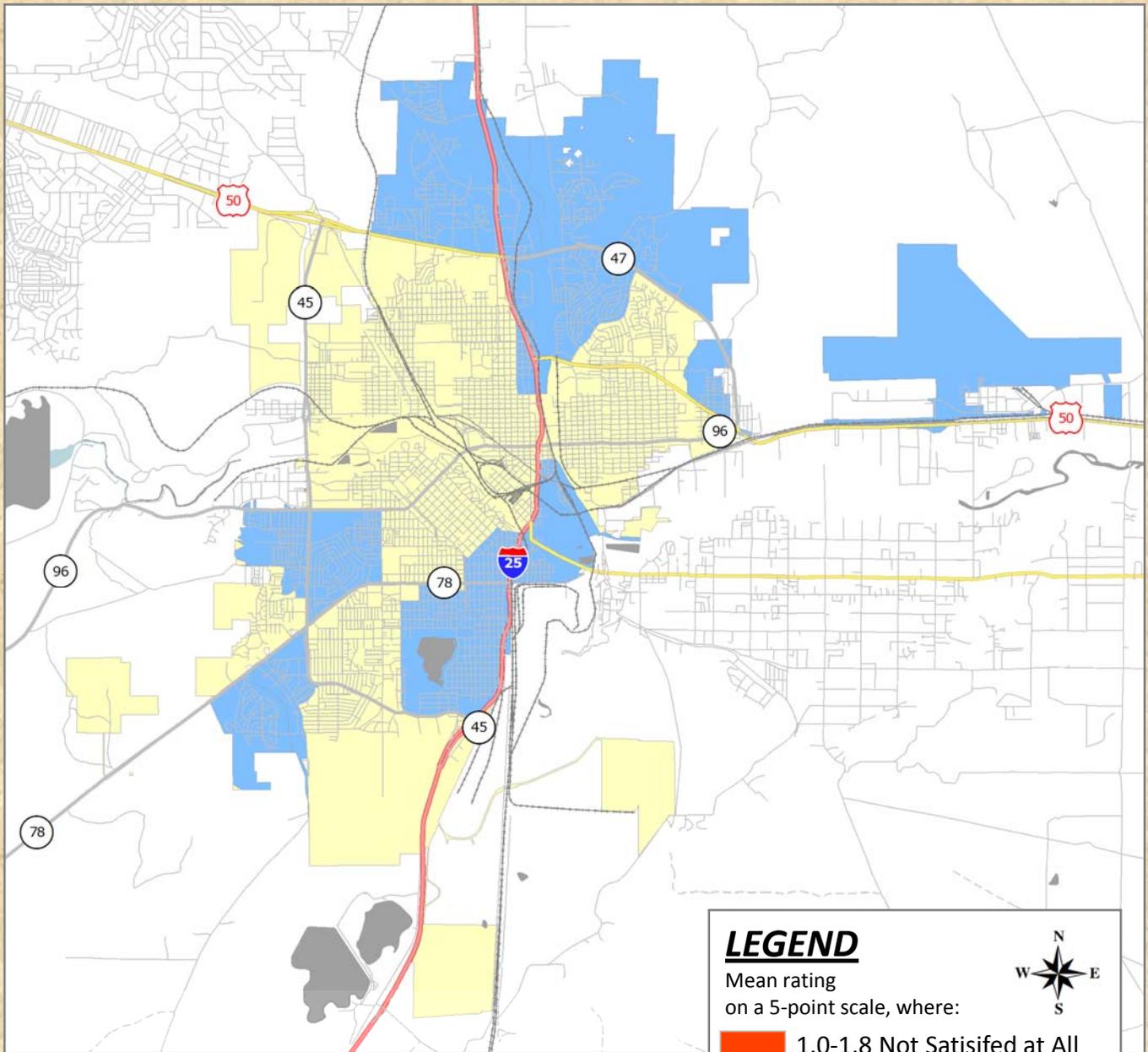
## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

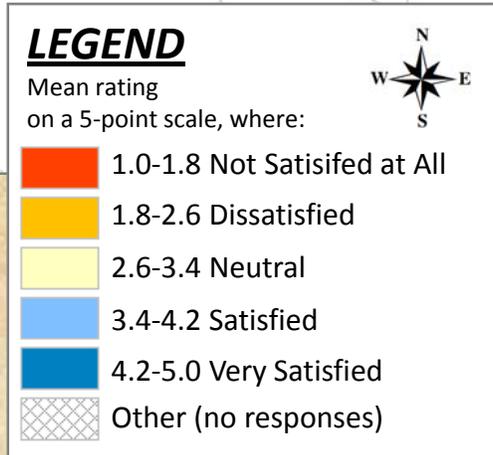
	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

# Q1k Sanitary sewer/wastewater management.

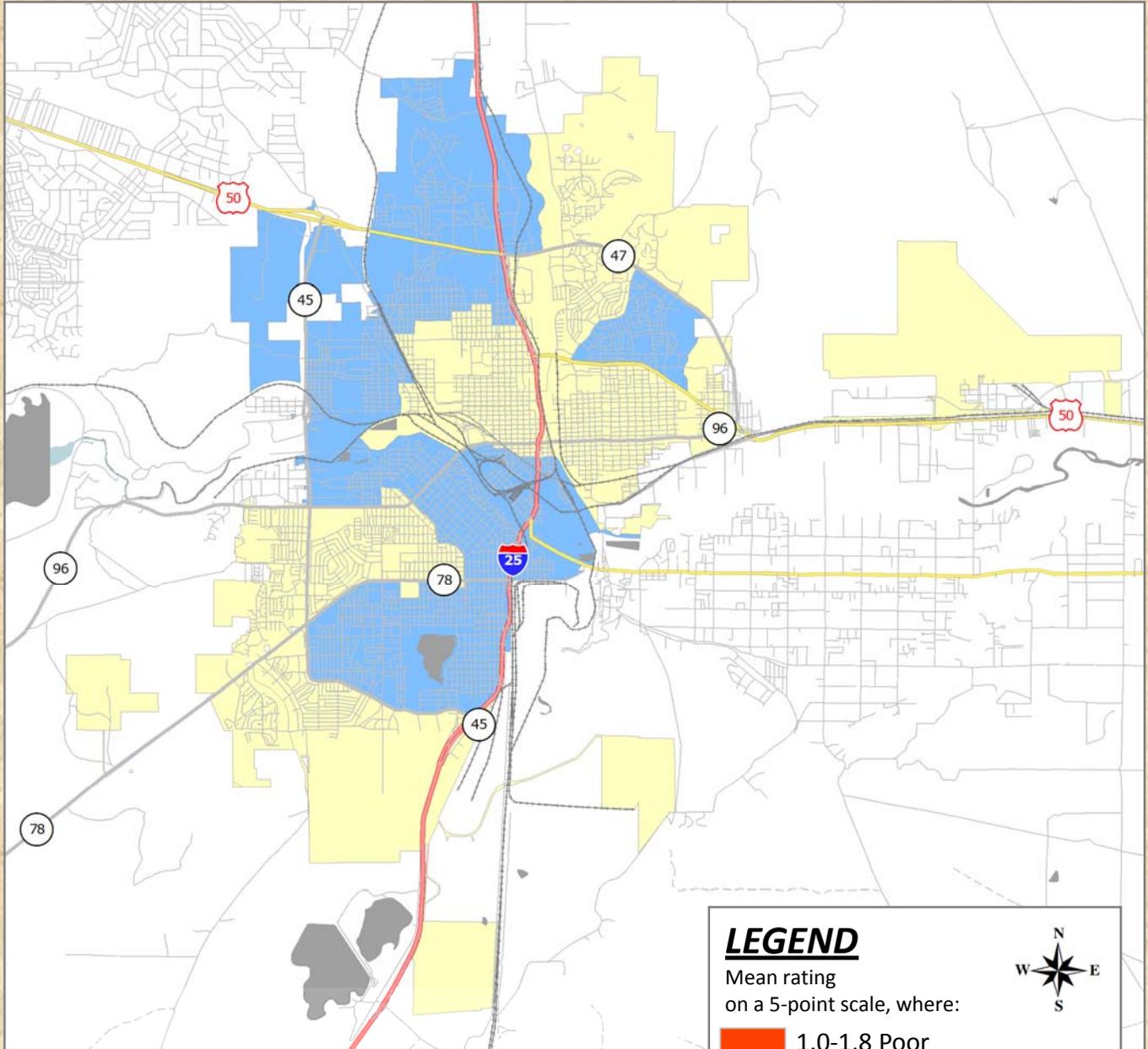


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q3a Quality of service provided the City.



## 2010 City of Pueblo Community Survey

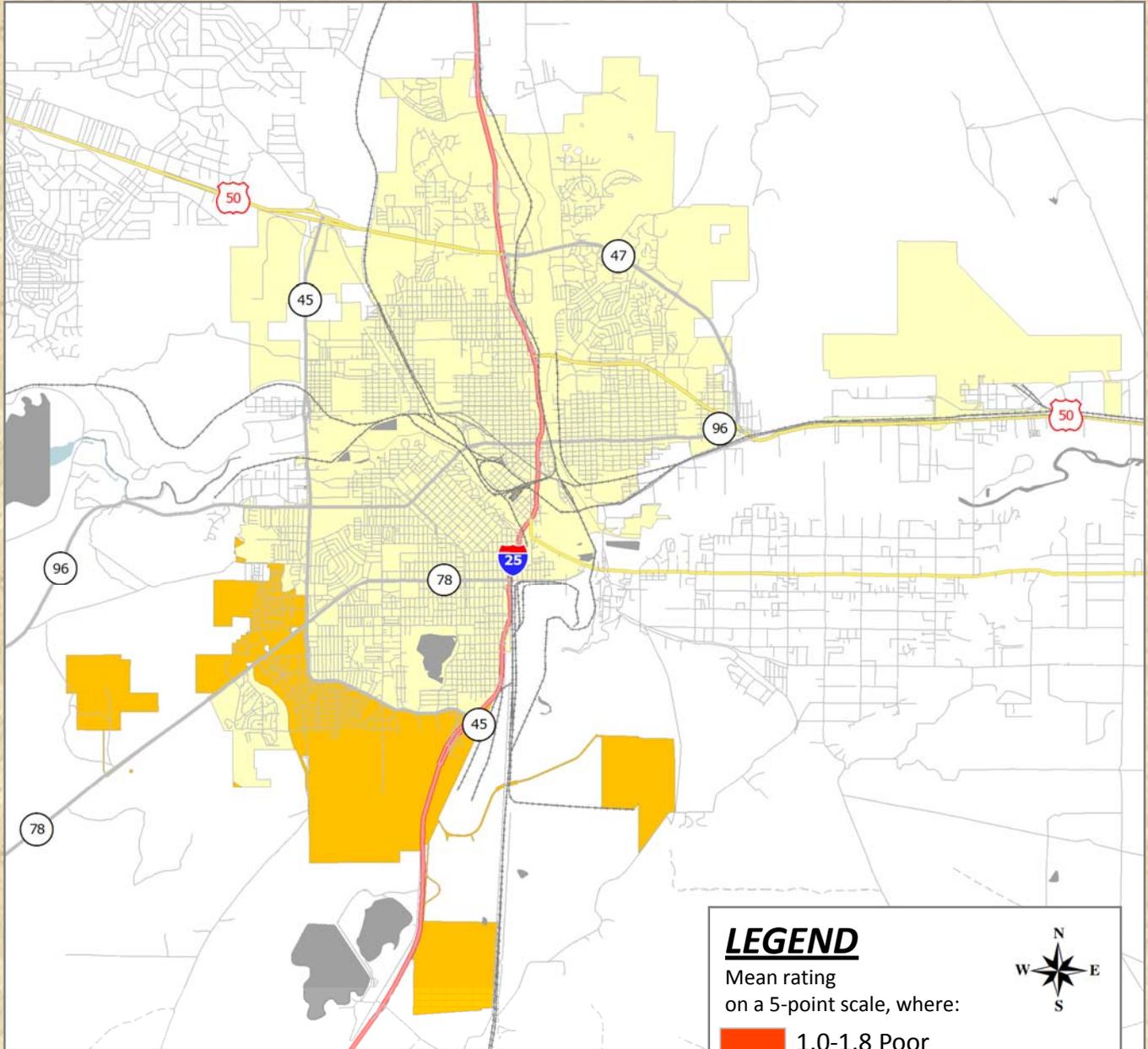
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)

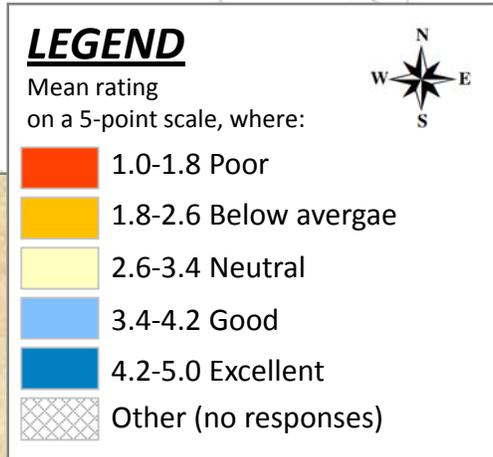


# Q3b Value received for your tax dollars and fees.

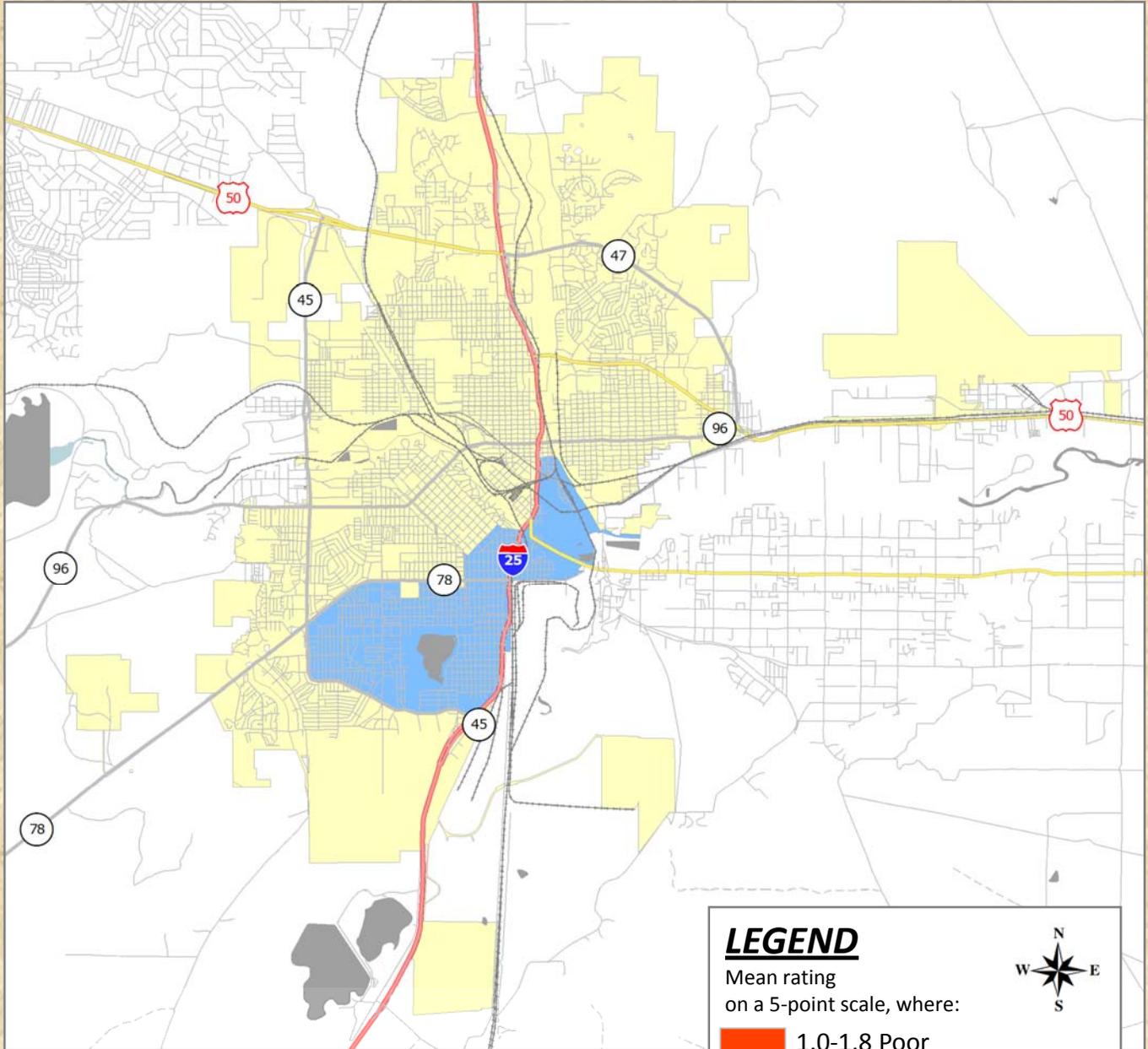


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q3c Image of the City.



## 2010 City of Pueblo Community Survey

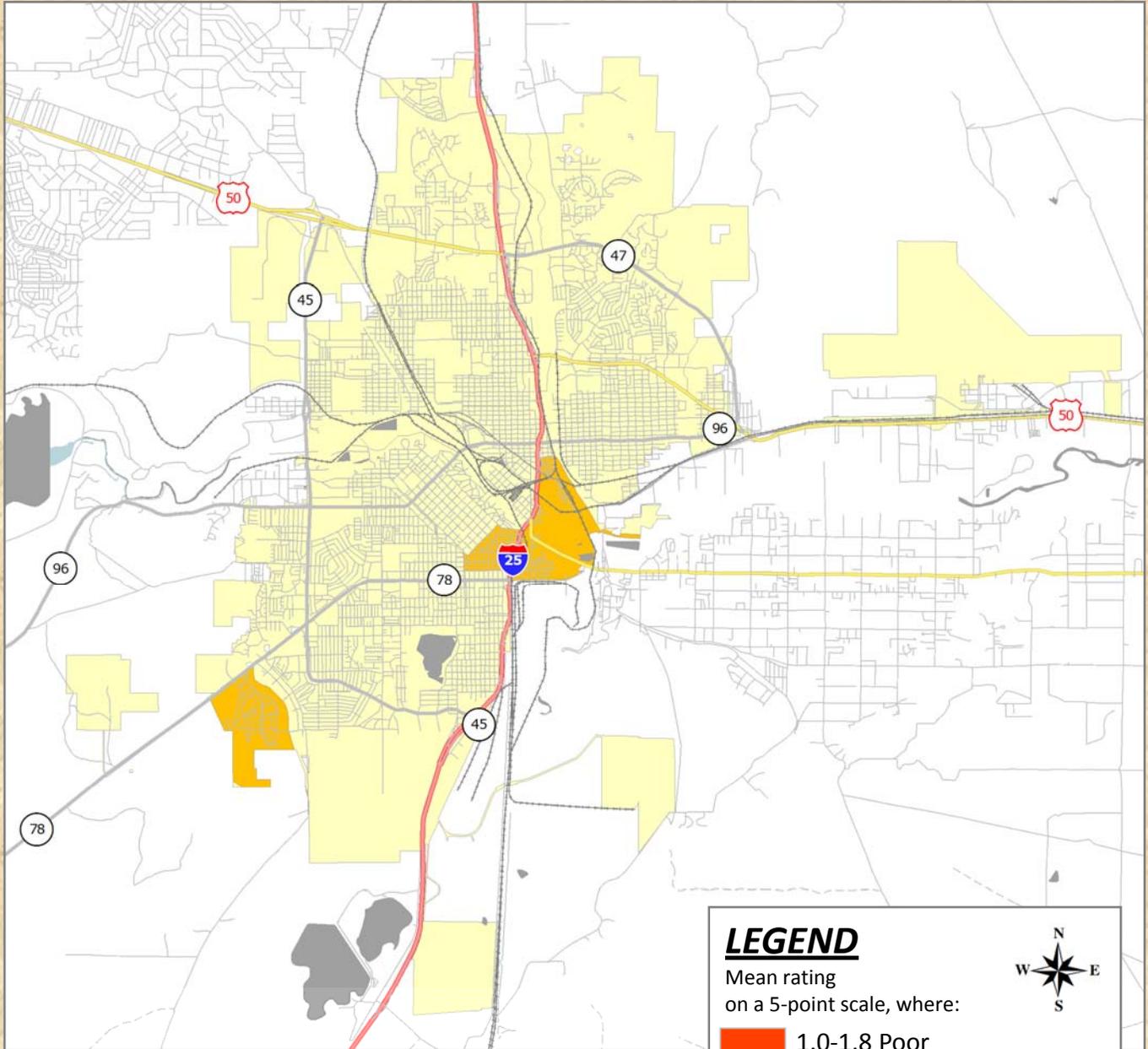
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)



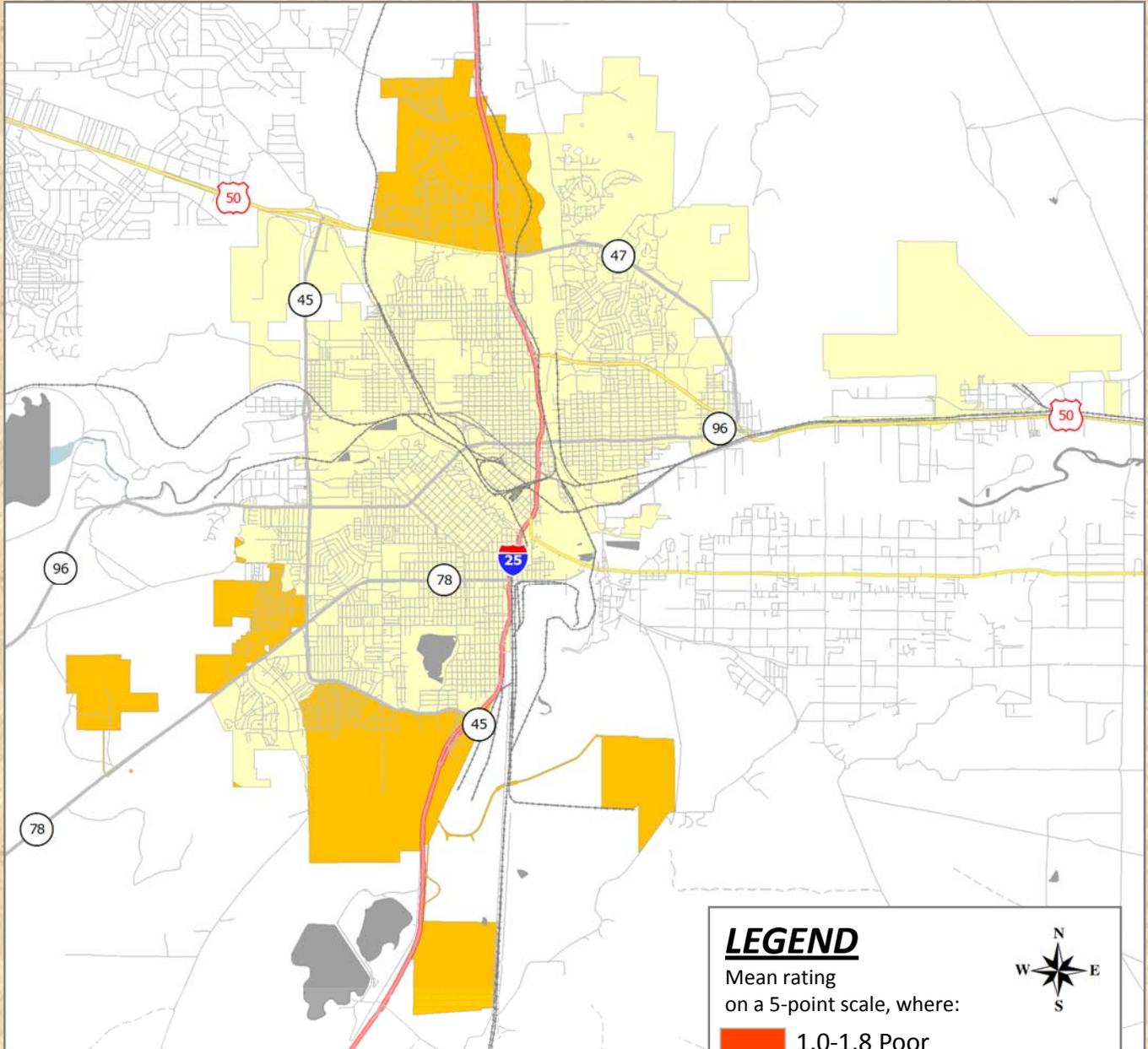
# Q3d How well City is planning growth.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

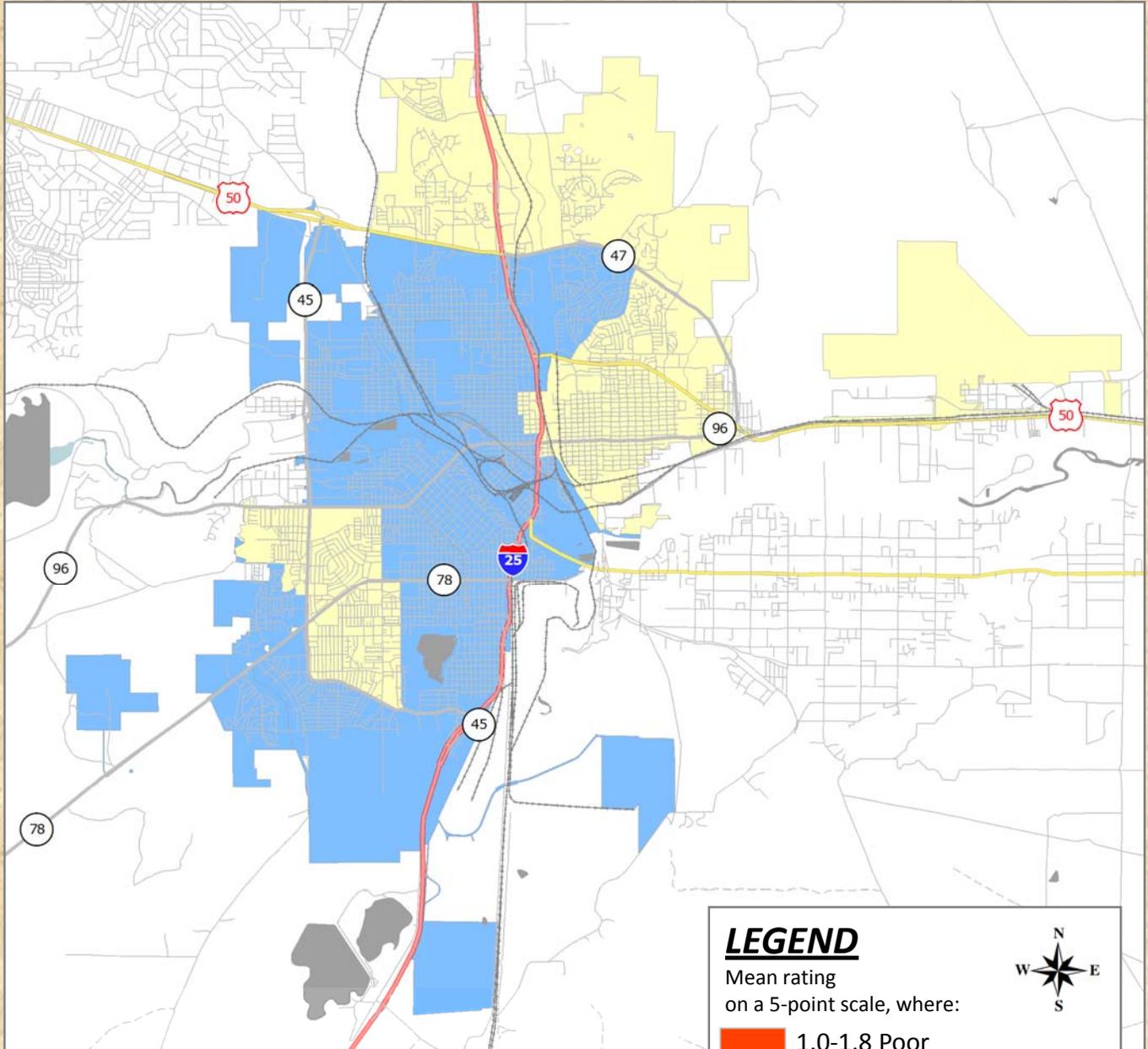
# Q3e How well City is managing redevelopment.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q3f Quality of life in the City.



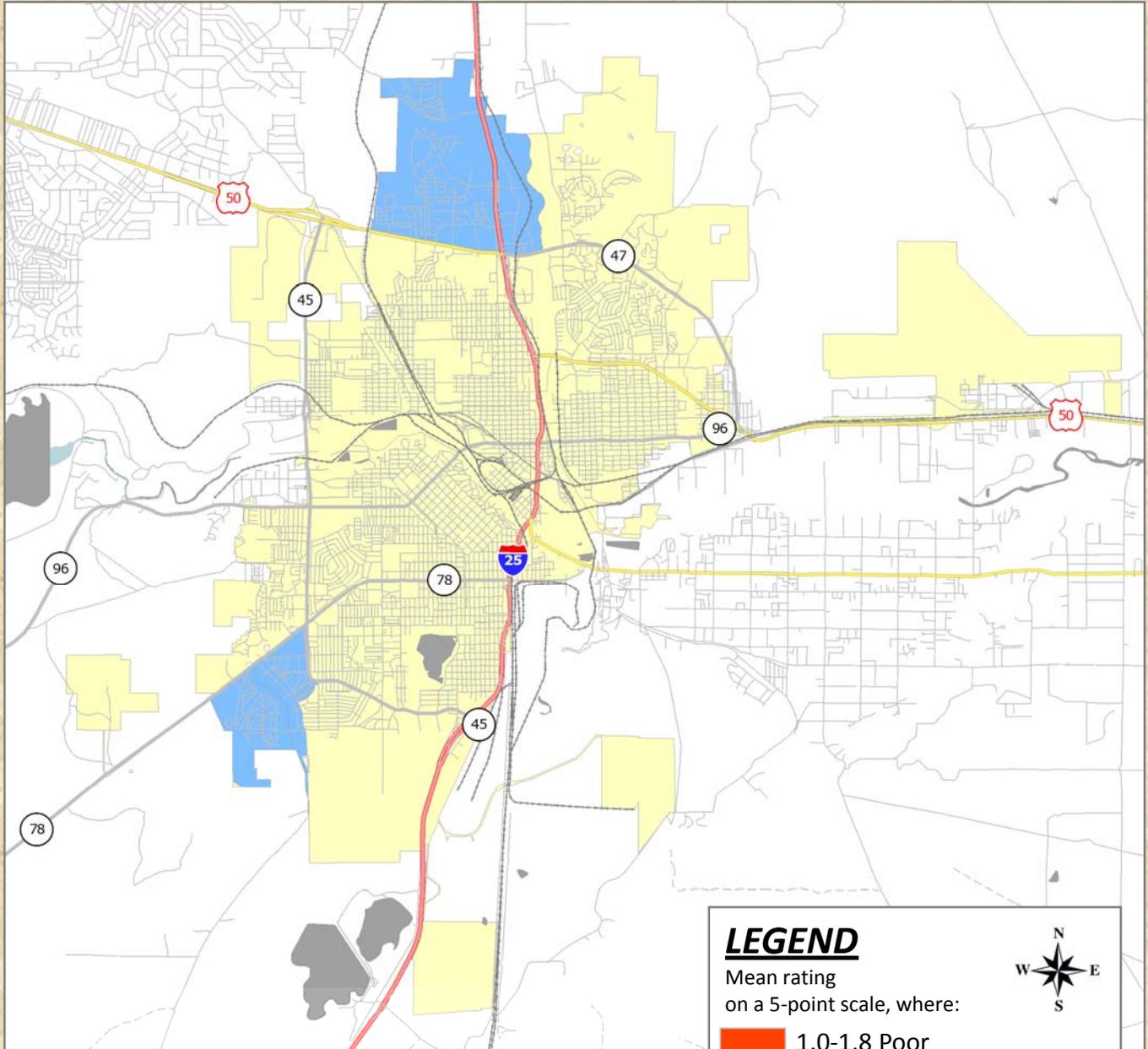
## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)

# Q3g Feeling of safety in the City.



## 2010 City of Pueblo Community Survey

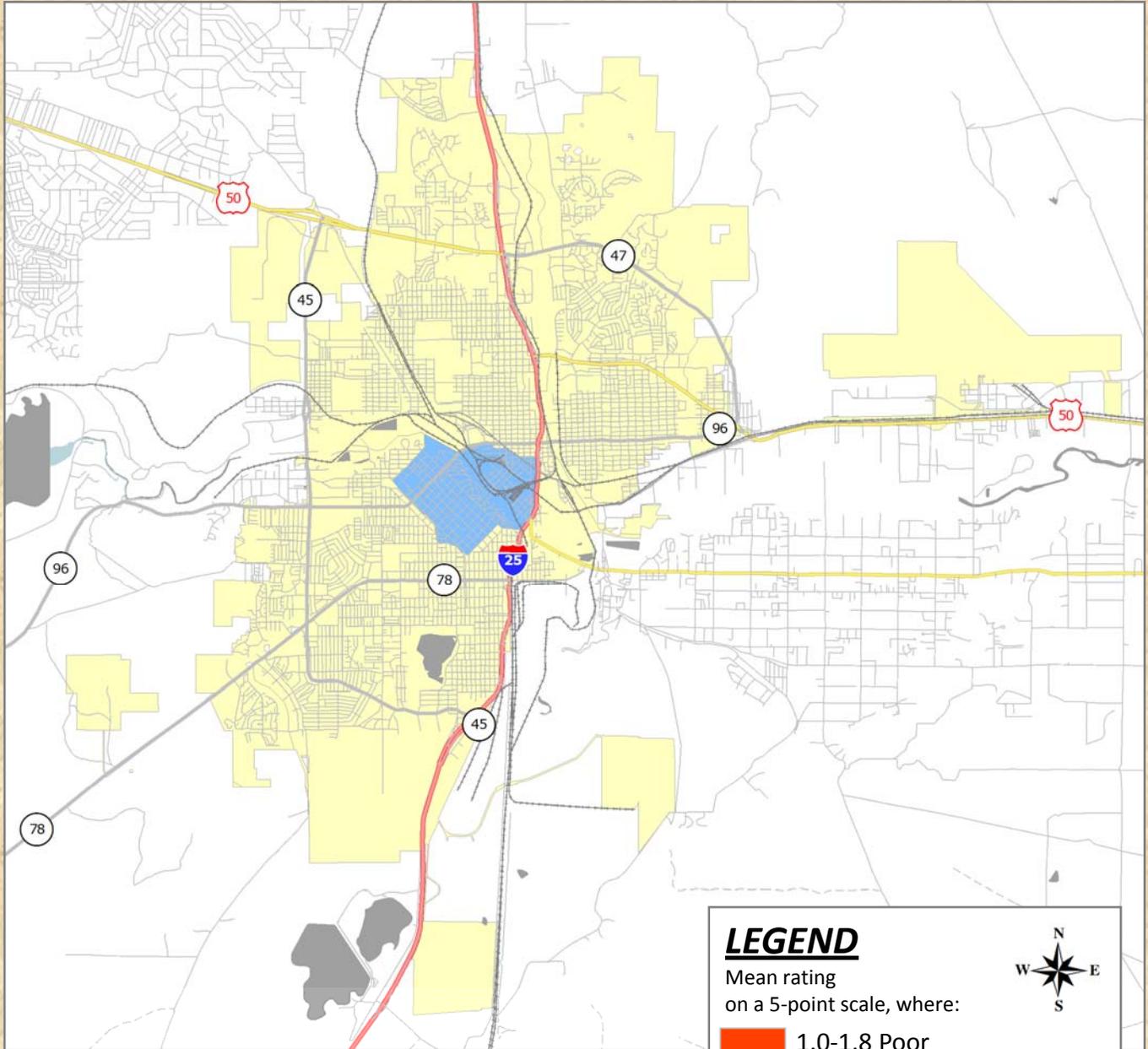
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)



# Q3h New development in the City.



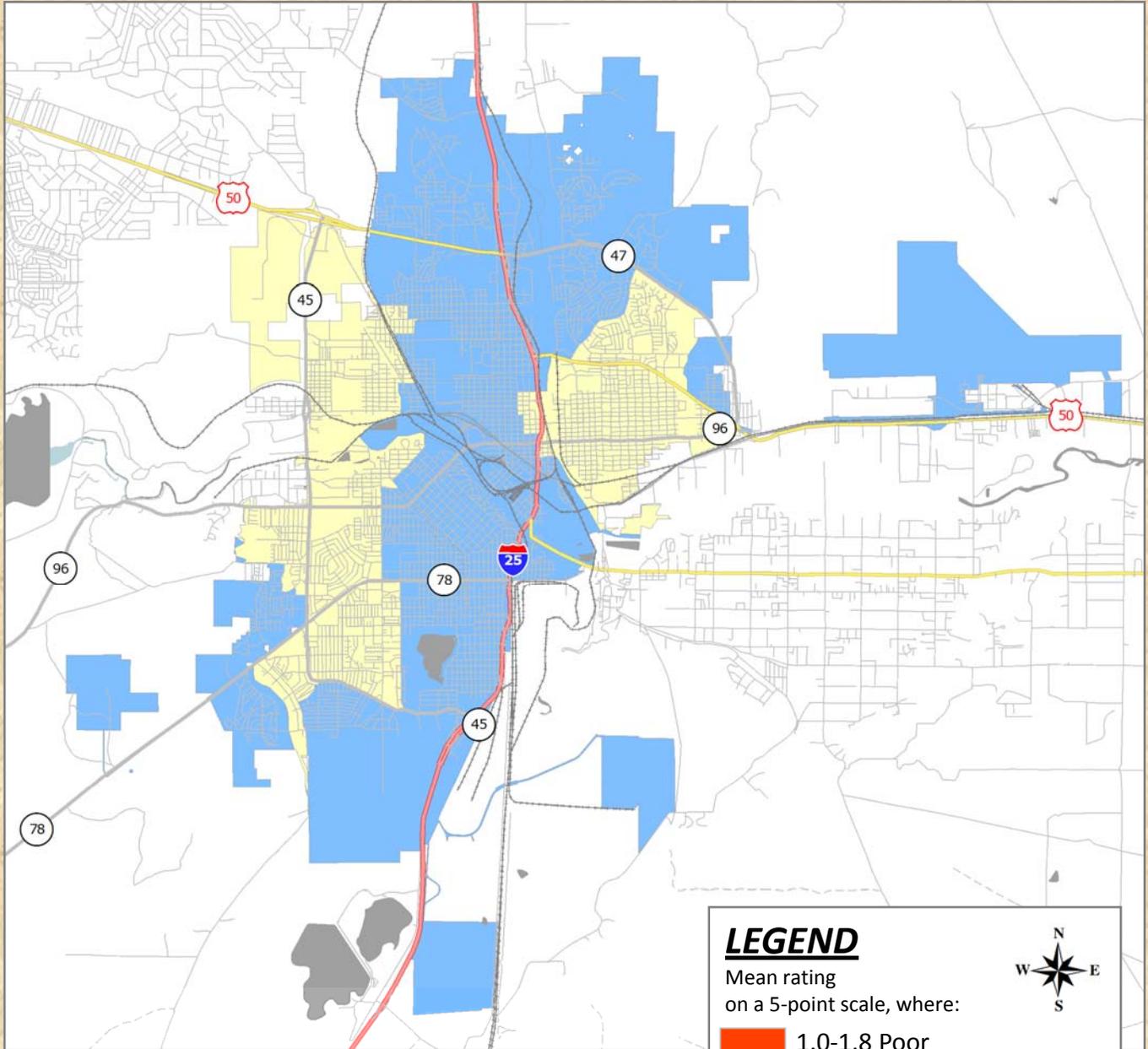
## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)

# Q3i As a place to retire.



## 2010 City of Pueblo Community Survey

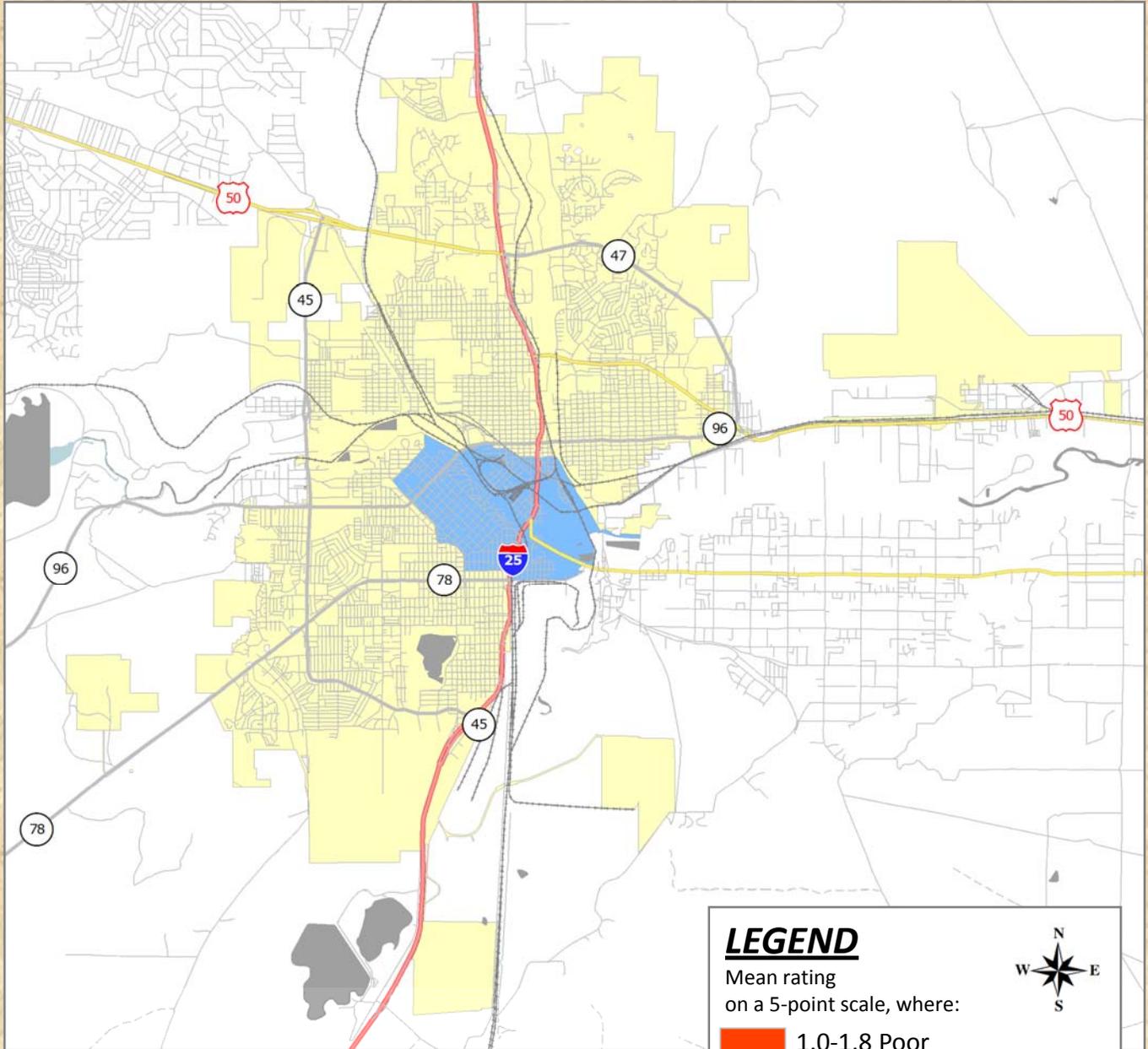
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)



# Q3j Overall appearance of the City.



## 2010 City of Pueblo Community Survey

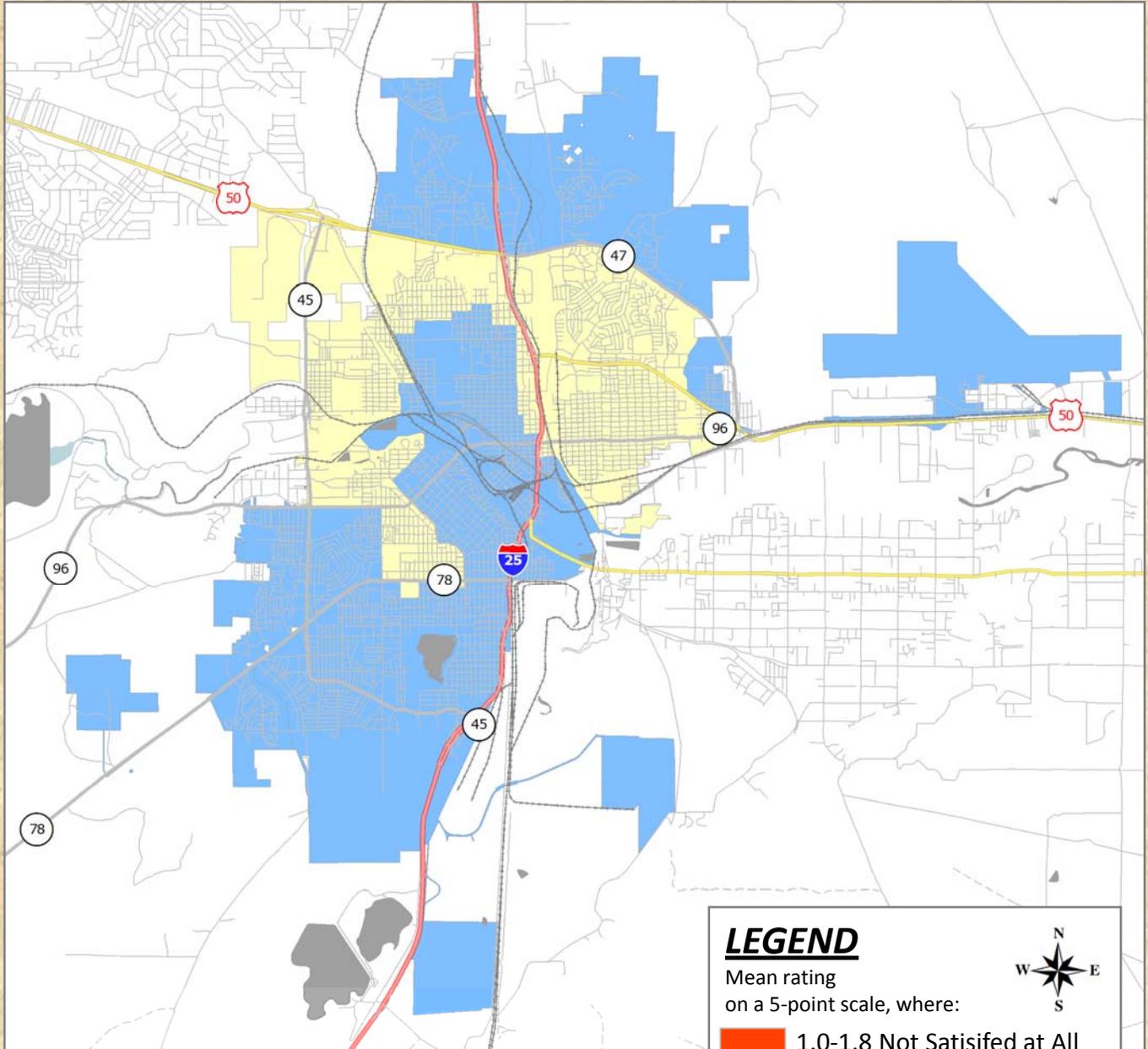
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Poor
	1.8-2.6 Below average
	2.6-3.4 Neutral
	3.4-4.2 Good
	4.2-5.0 Excellent
	Other (no responses)

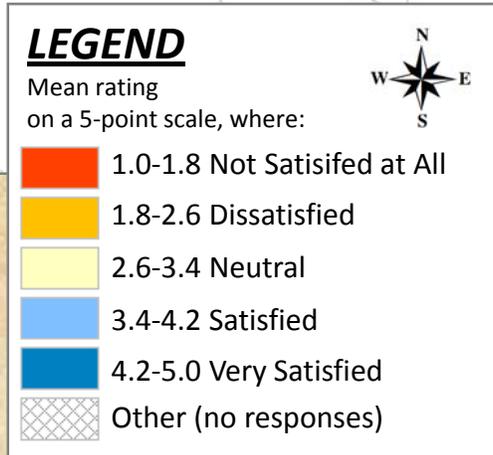


# Q4a Quality of police protection.

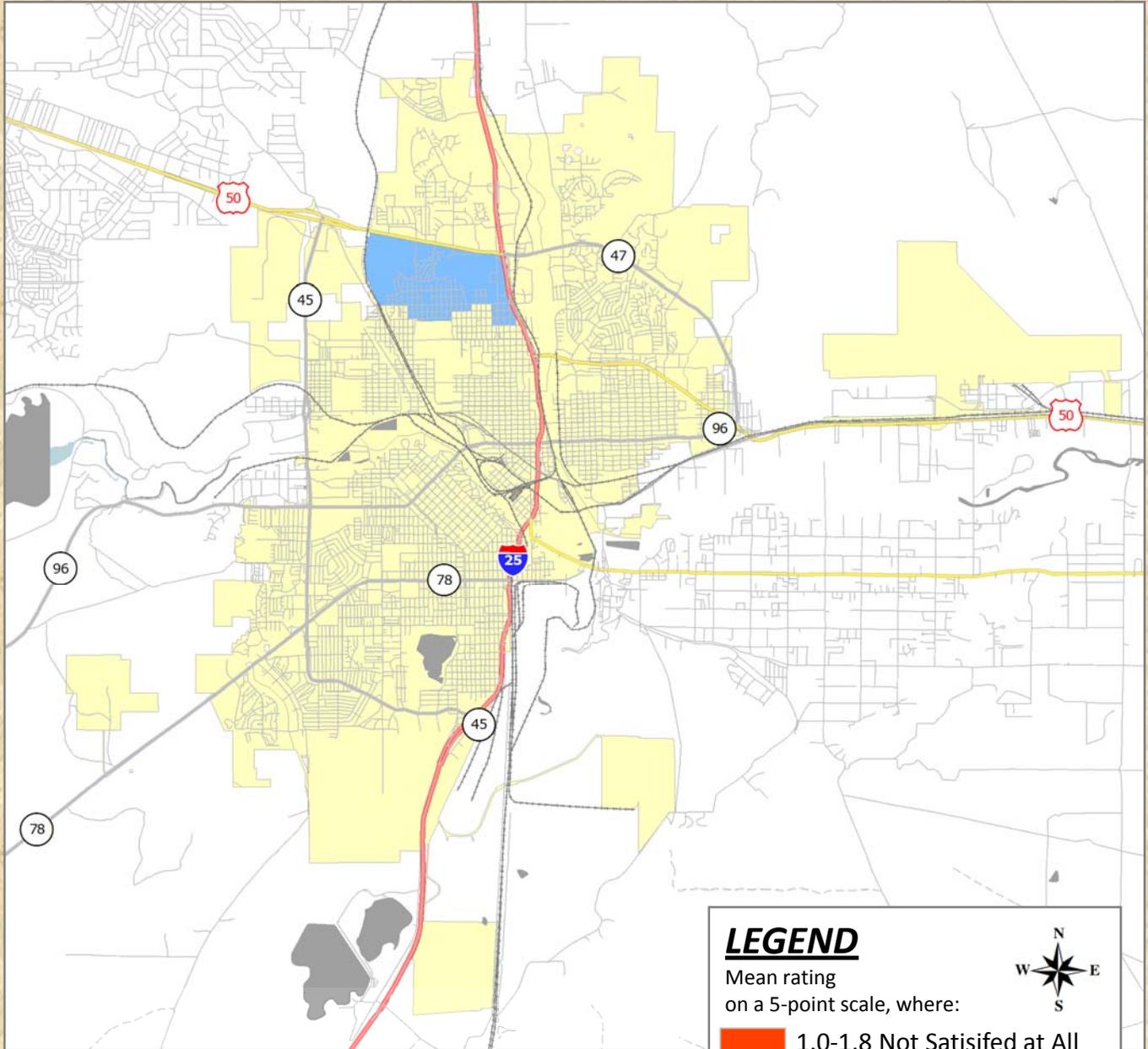


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q4b Visibility of police in neighborhoods.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

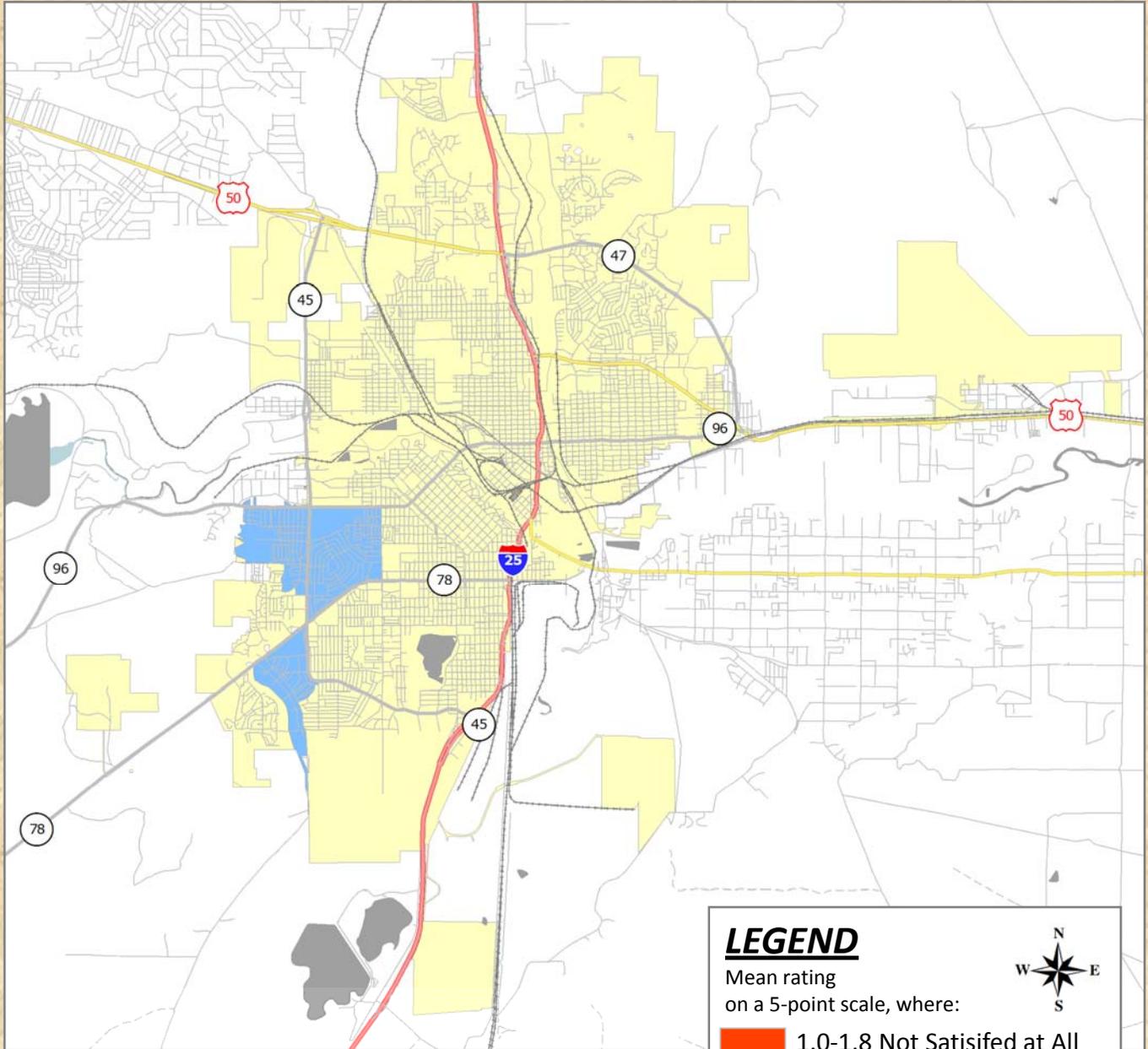
**LEGEND**

Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



# Q4c City's efforts to prevent crime.



## 2010 City of Pueblo Community Survey

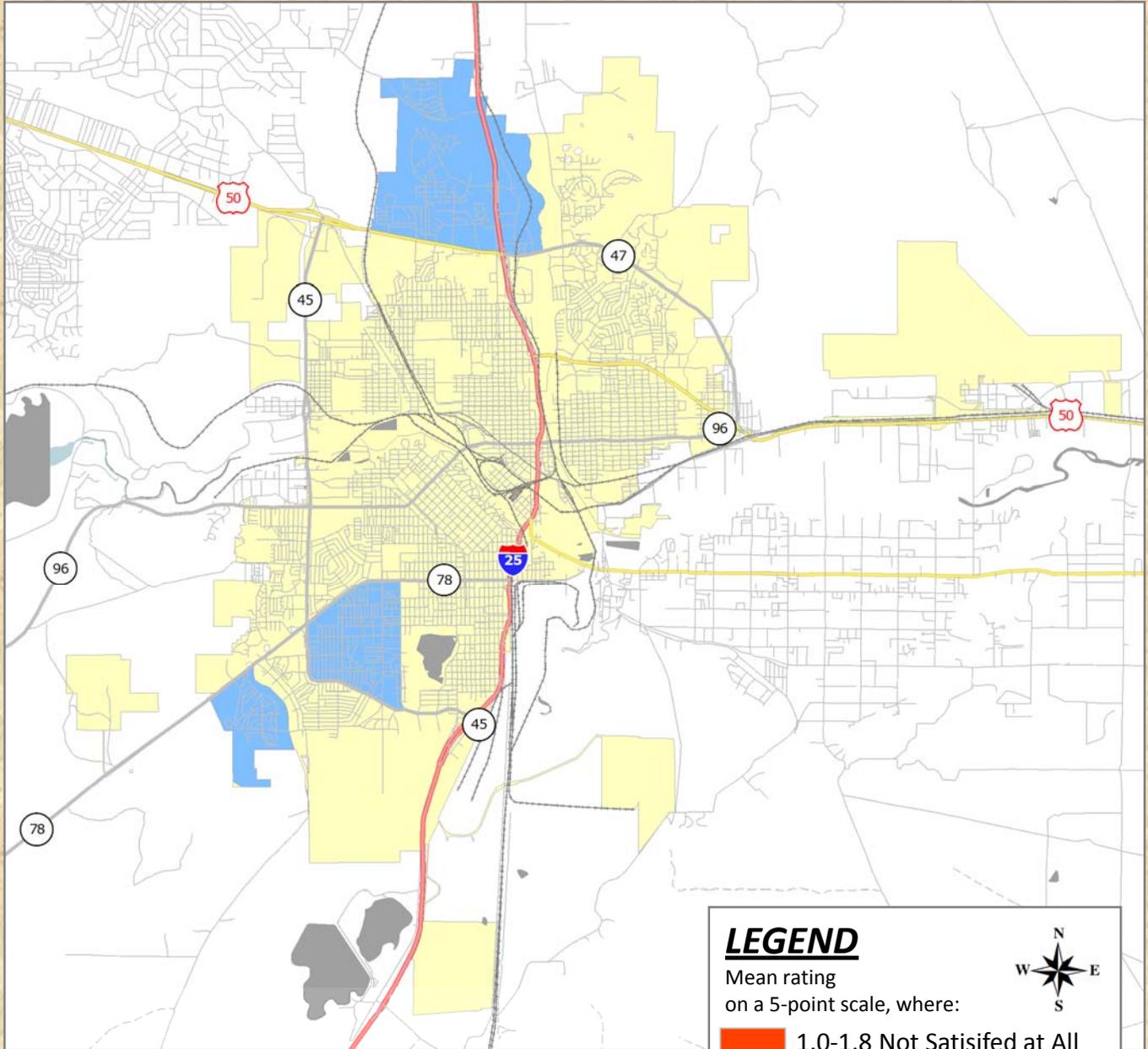
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**

Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

# Q4d Police response to emergencies.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

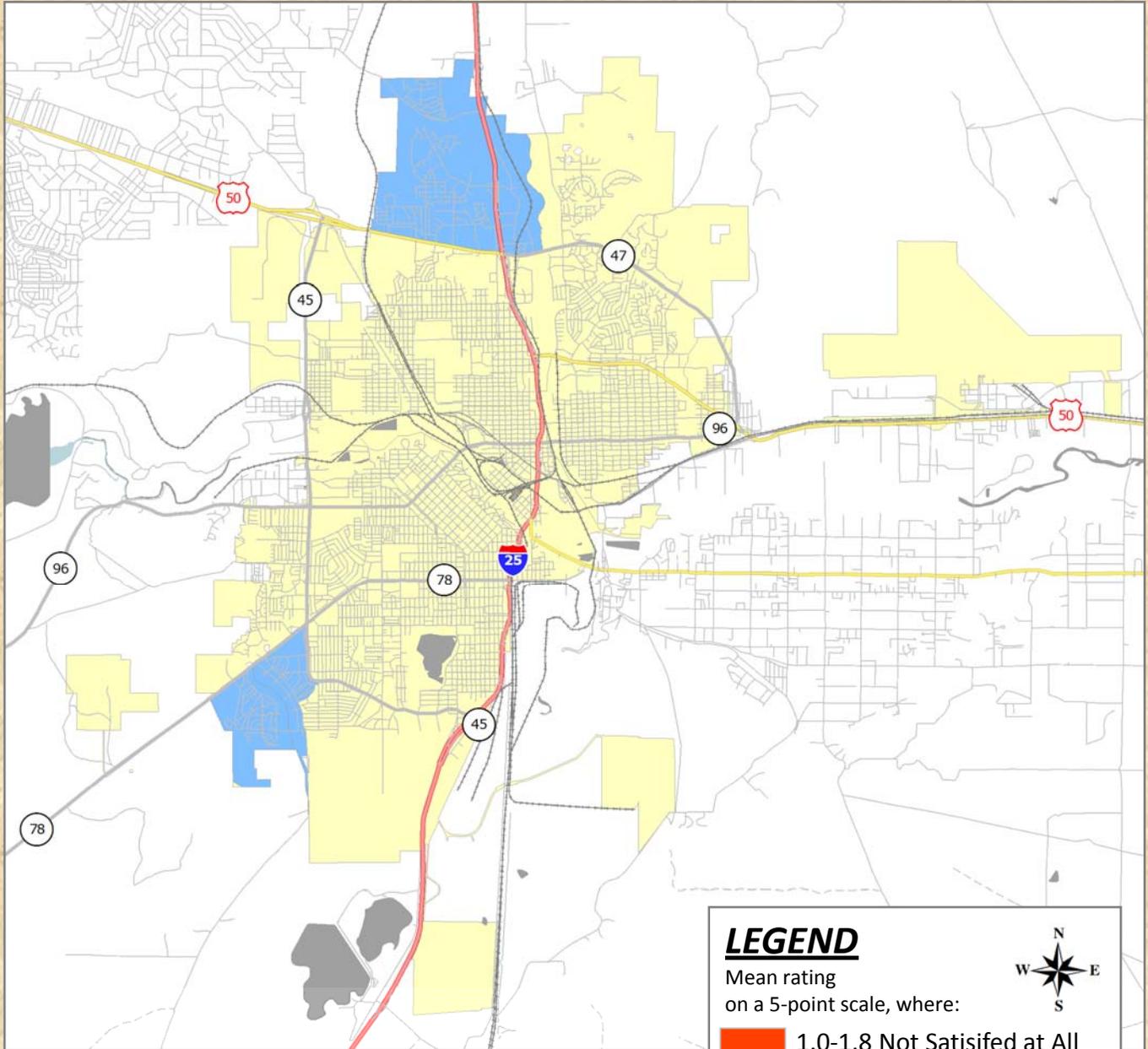
**LEGEND**

Mean rating  
on a 5-point scale, where:



- 1.0-1.8 Not Satisfied at All
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

# Q4e Enforcement of local traffic laws.



## 2010 City of Pueblo Community Survey

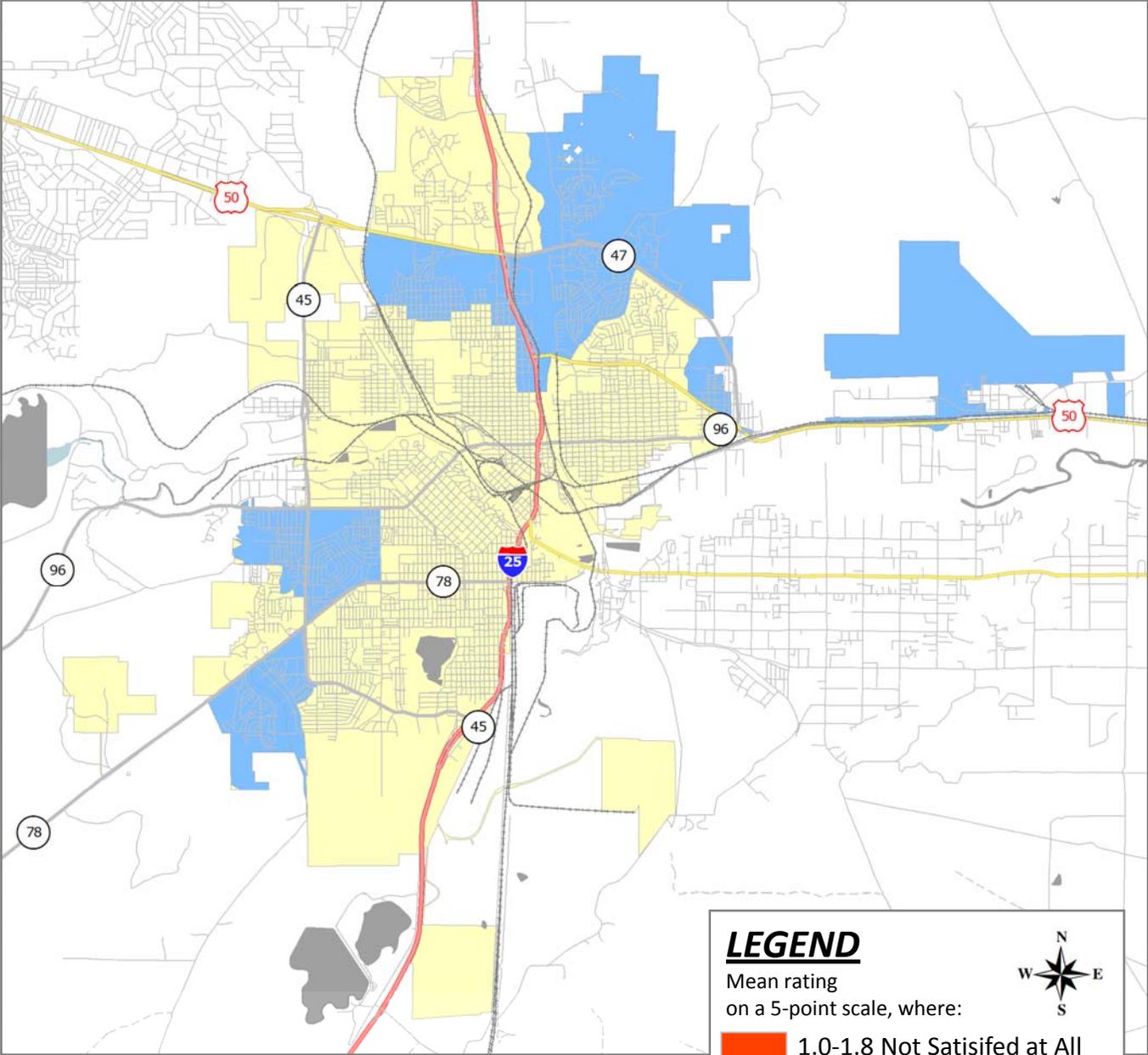
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

North arrow: N, S, E, W

# Q4f Police safety education programs.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

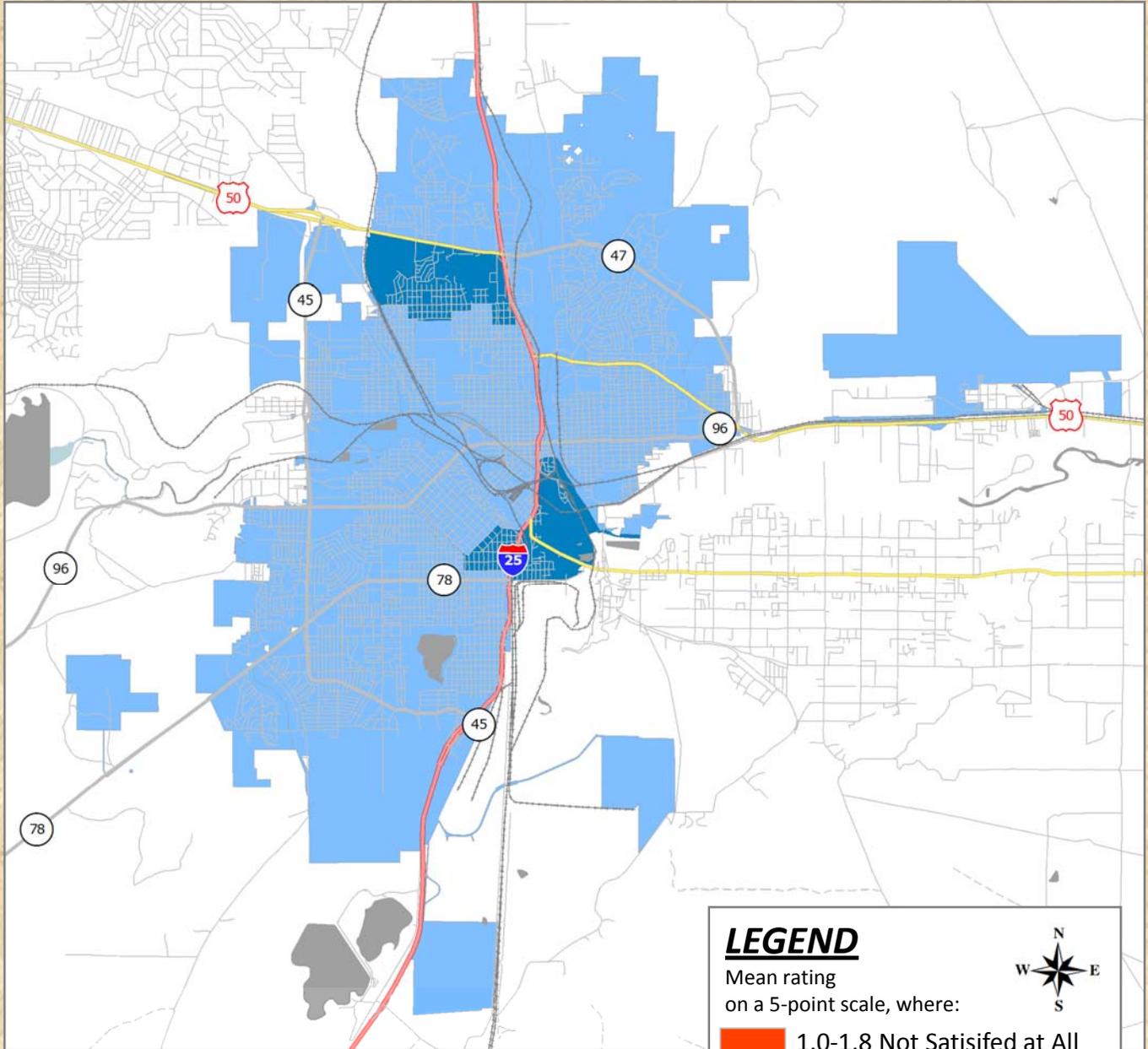
**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Satisfied at All
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

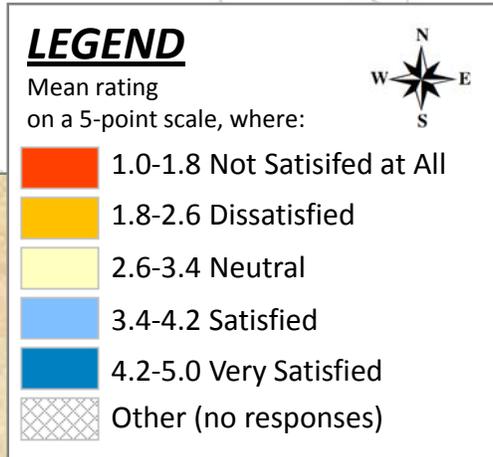


# Q4g Local fire protection.

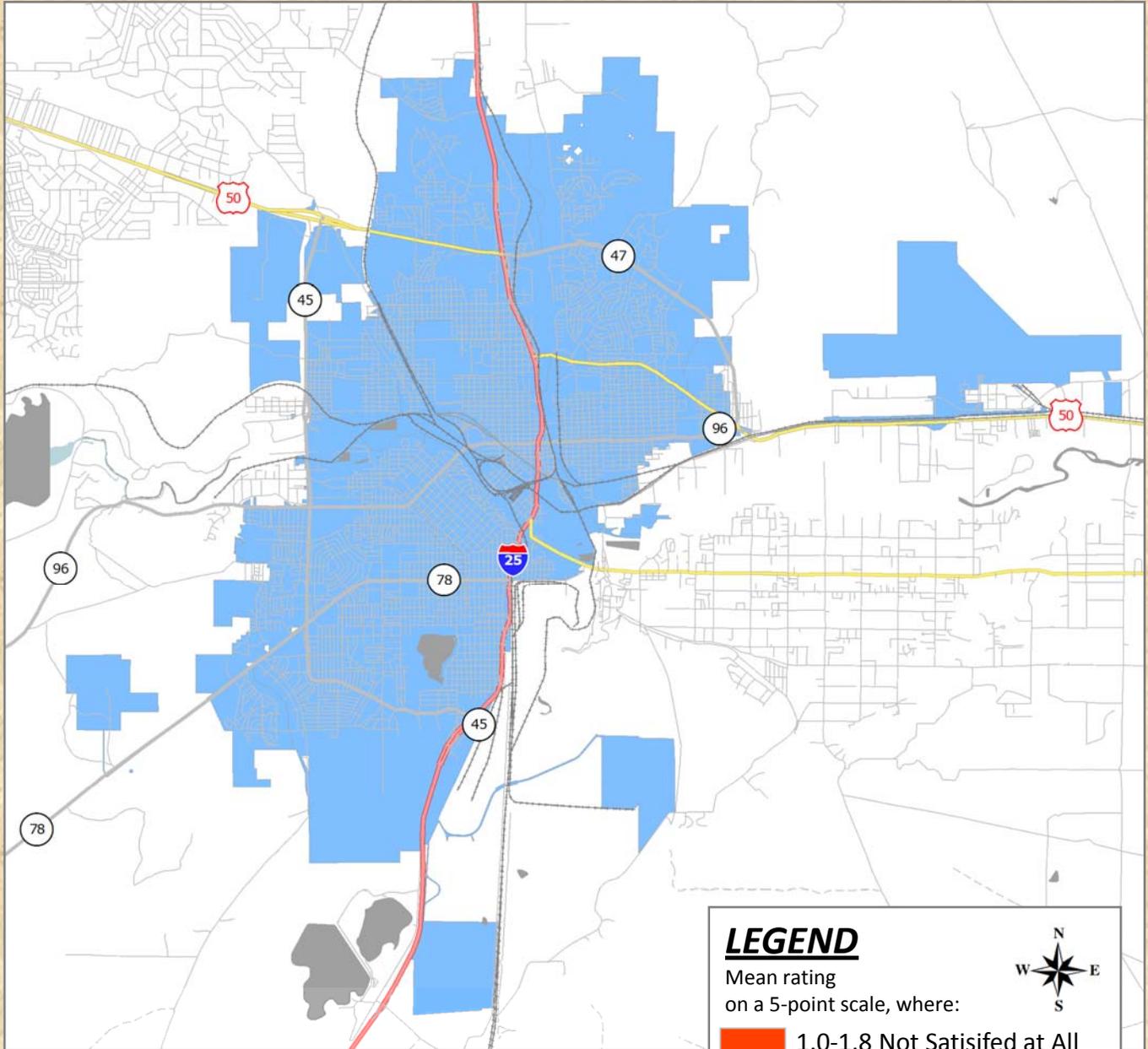


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

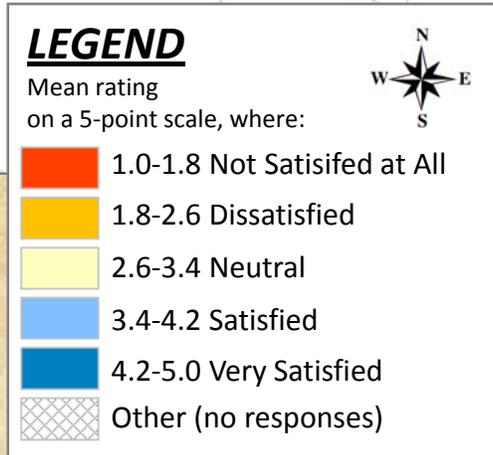


# Q4h Location of fire stations.

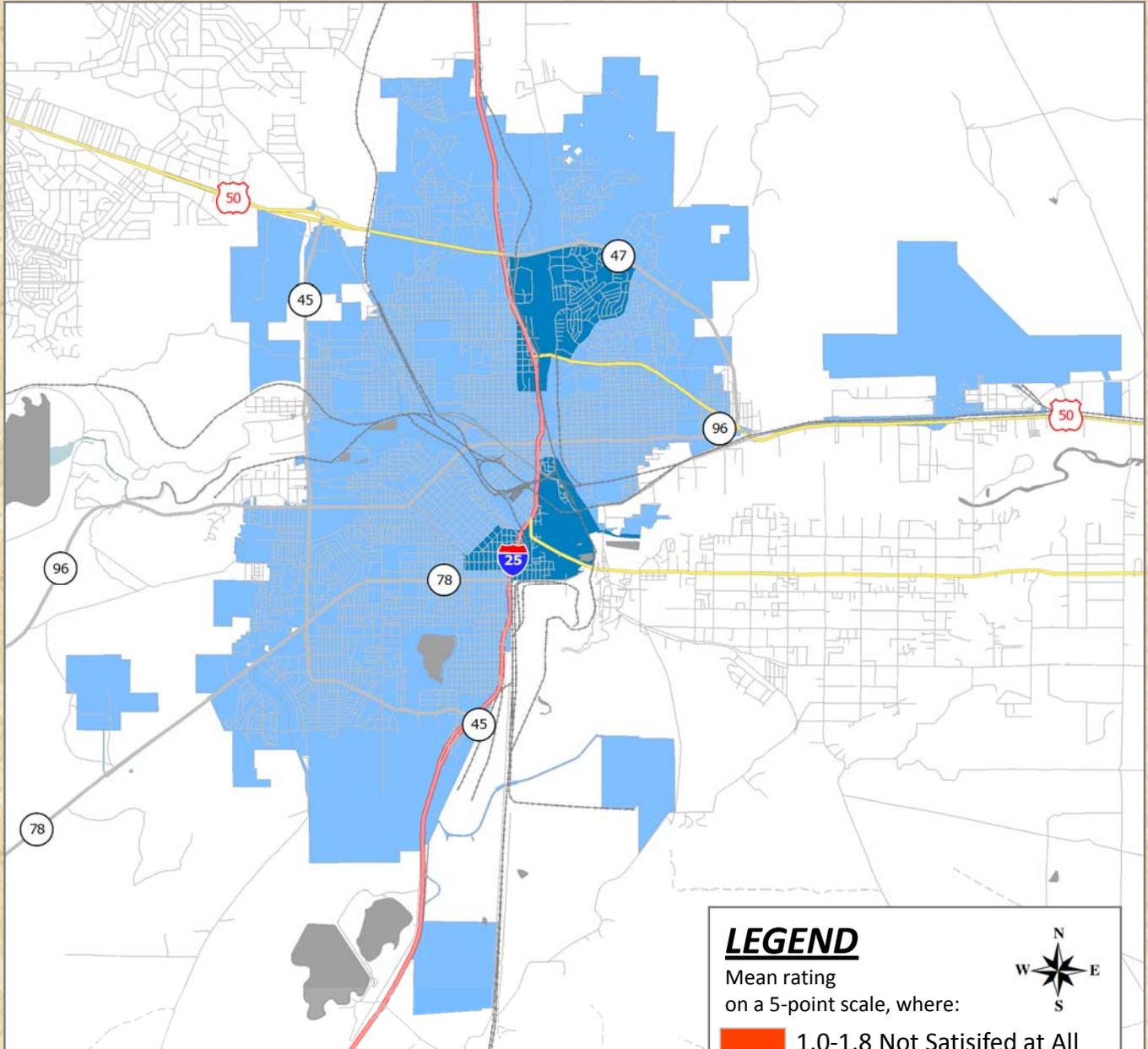


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

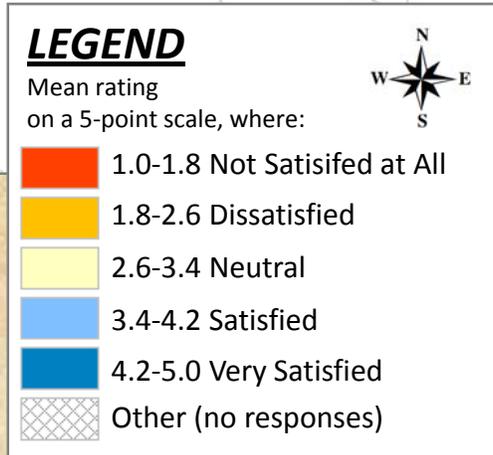


# Q4i Fire dept/EMS response to emergency.

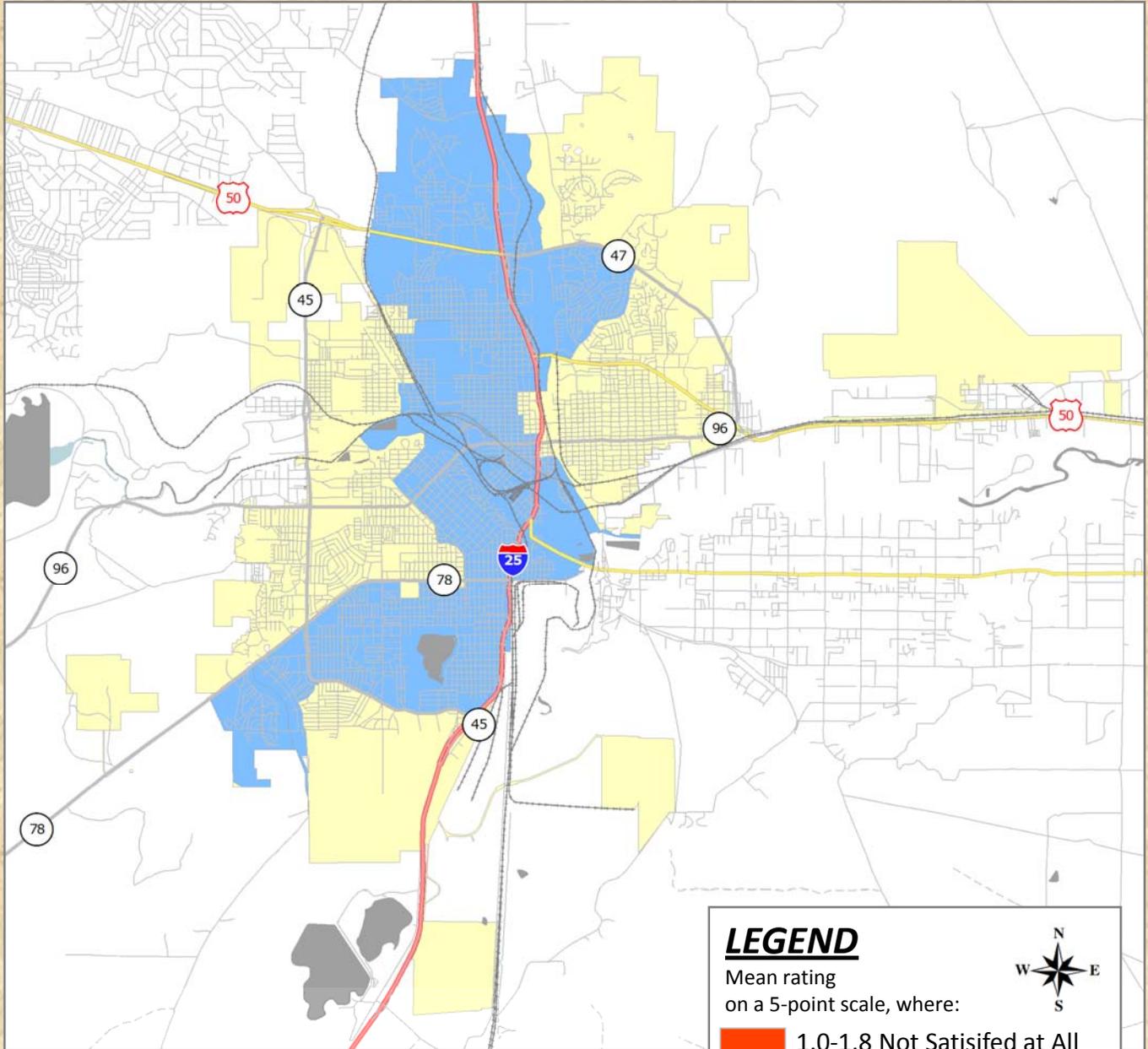


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



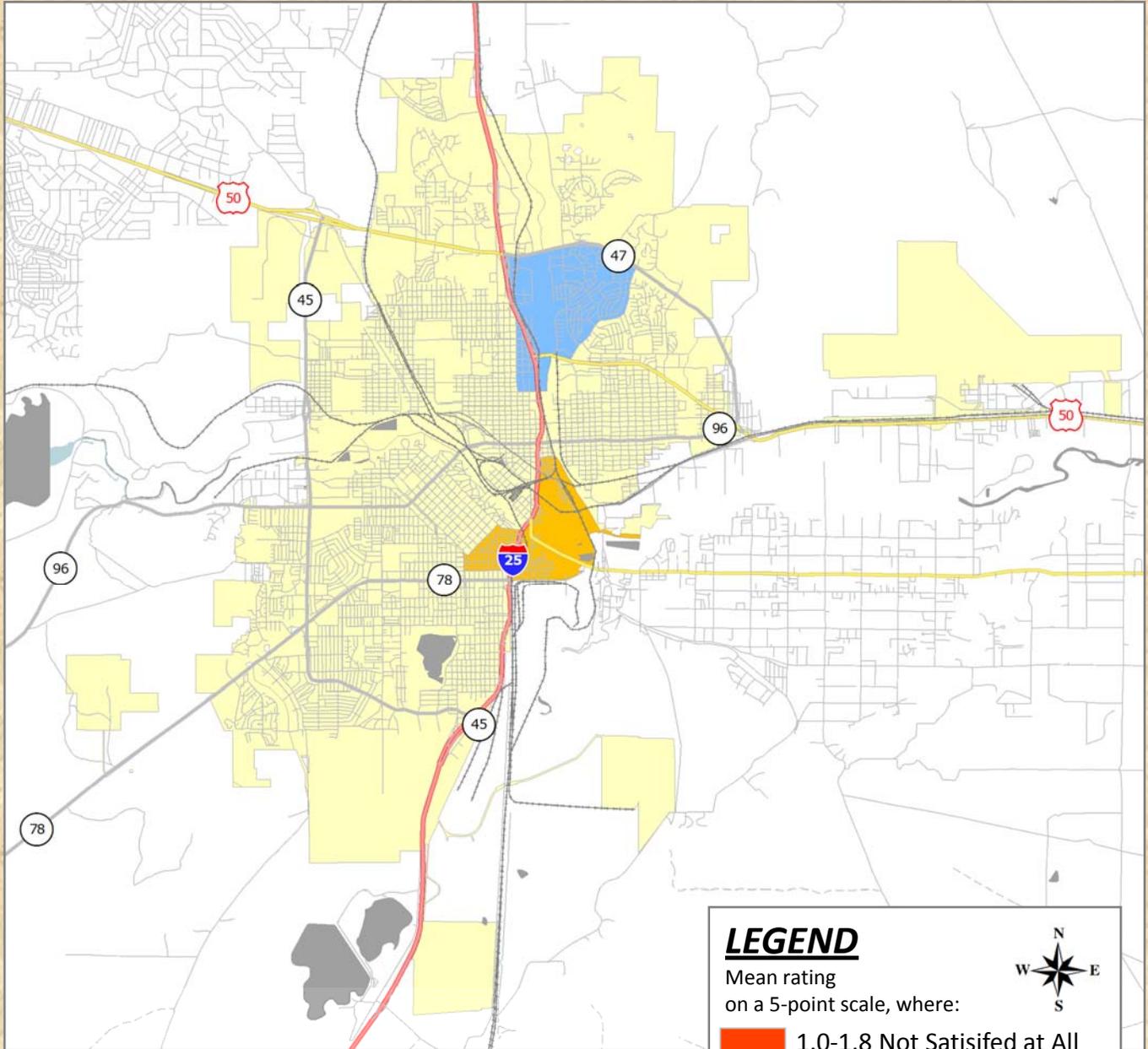
# Q4j Fire safety education programs.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q4k Quality of animal control.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

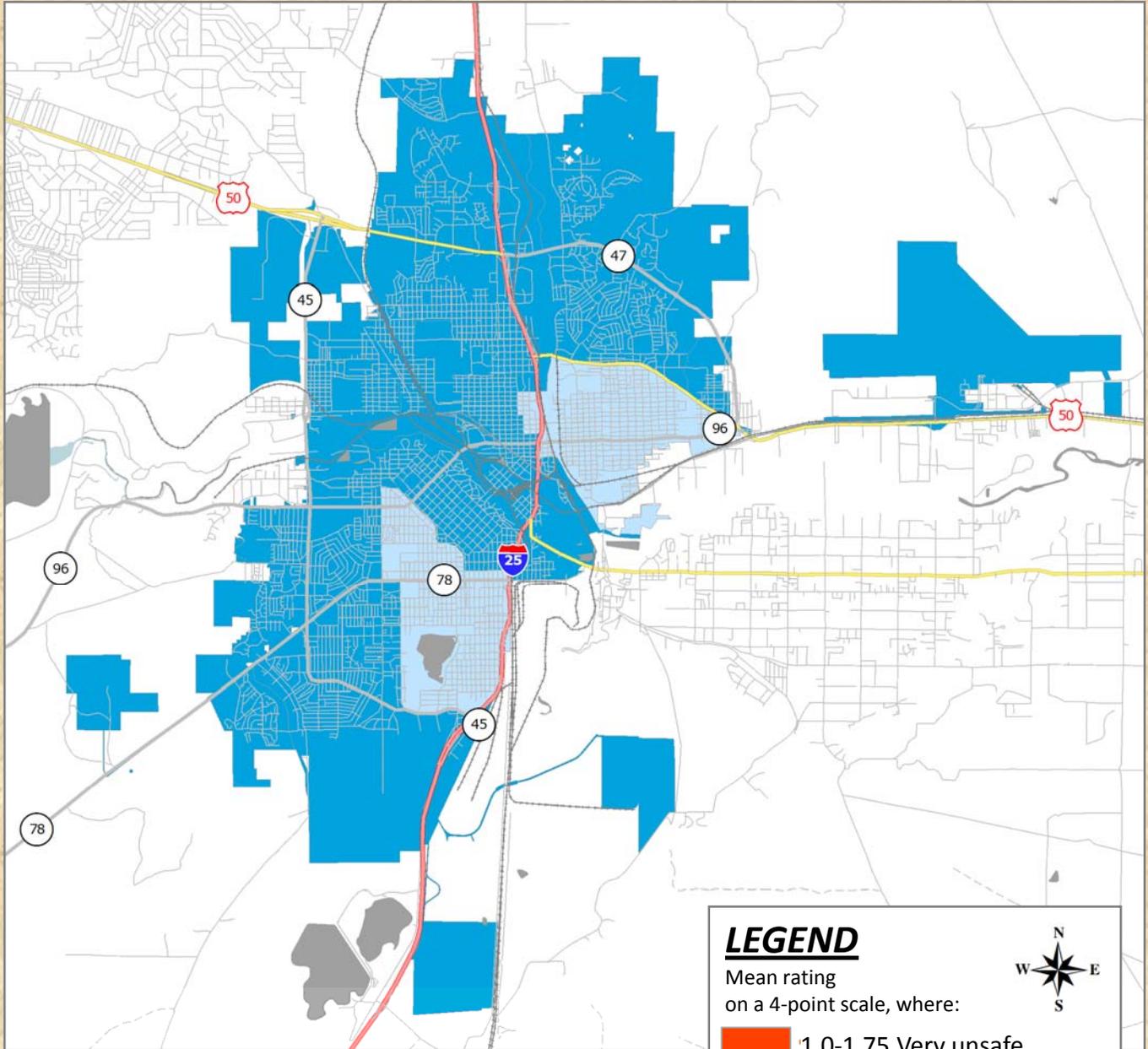
**LEGEND**

Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



# Q10a How safe feel in neighborhood during the day.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

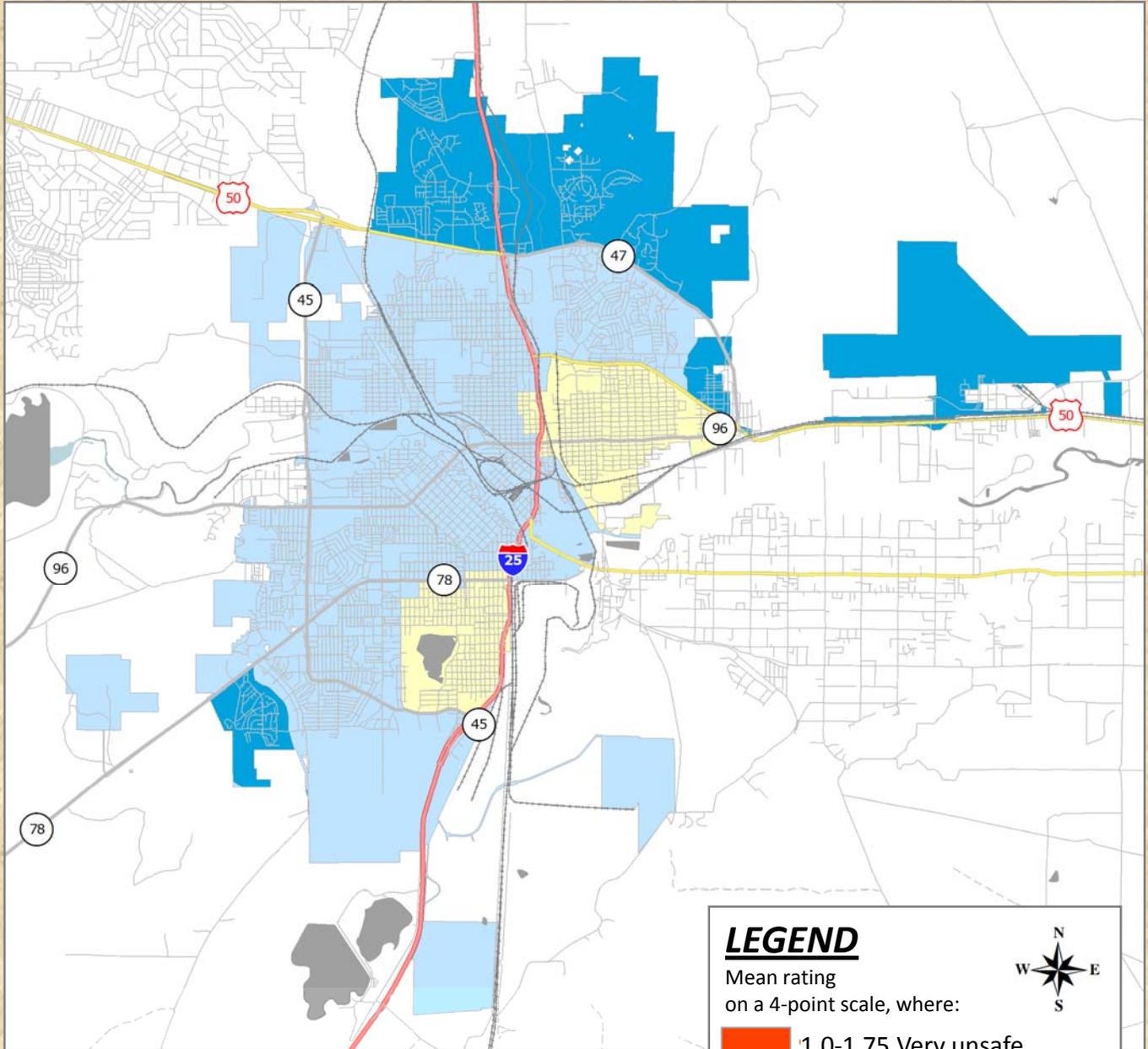
**LEGEND**

Mean rating on a 4-point scale, where:

	1.0-1.75 Very unsafe
	1.75-2.5 Somewhat unsafe
	2.5-3.25 Somewhat safe
	3.25-4.0 Very Safe
	Other (no responses)



# Q10b In your neighborhood at night.



## 2010 City of Pueblo Community Survey

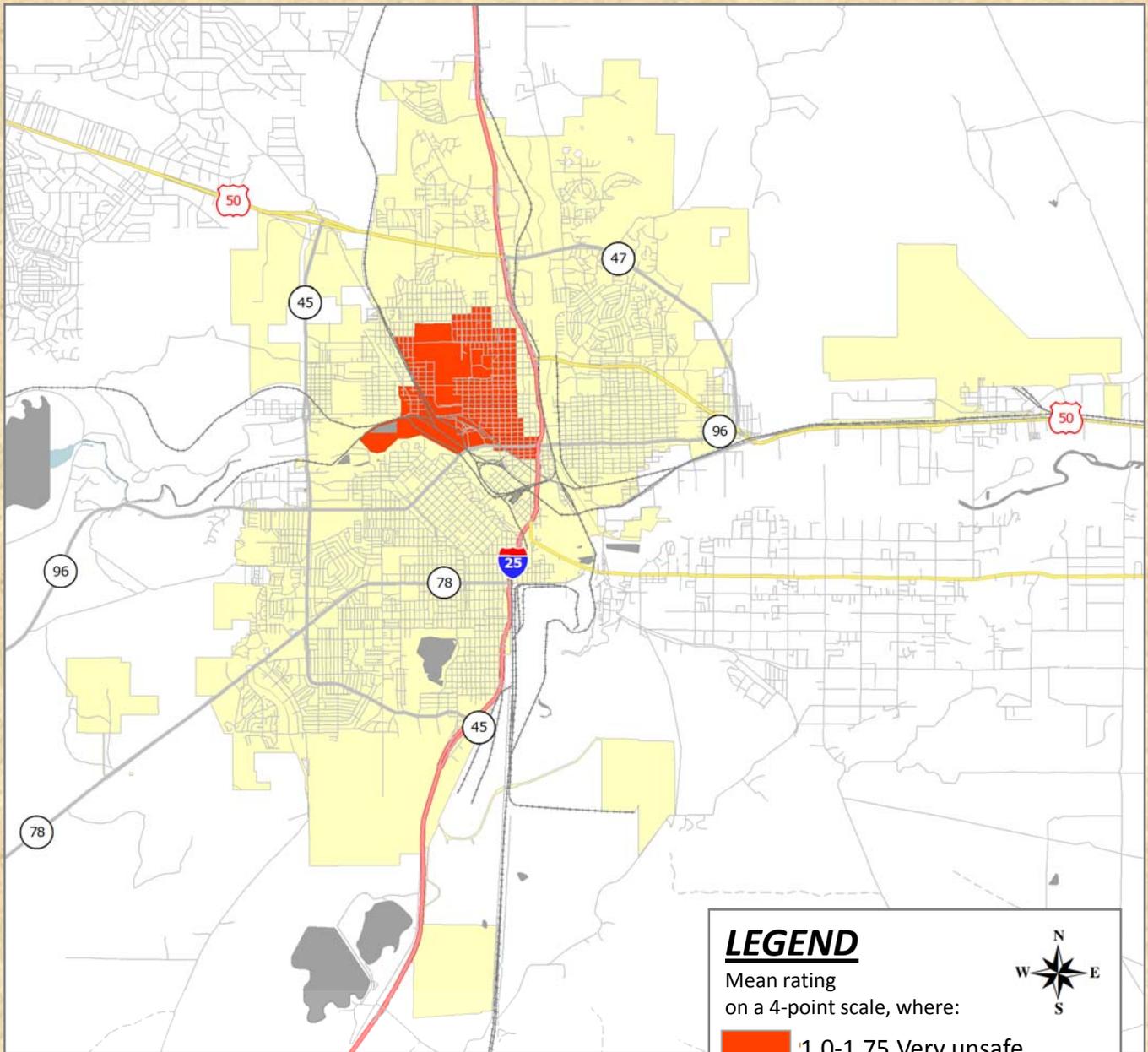
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**

Mean rating  
on a 4-point scale, where:

- 1.0-1.75 Very unsafe
- 1.75-2.5 Somewhat unsafe
- 2.5-3.25 Somewhat safe
- 3.25-4.0 Very Safe
- Other (no responses)

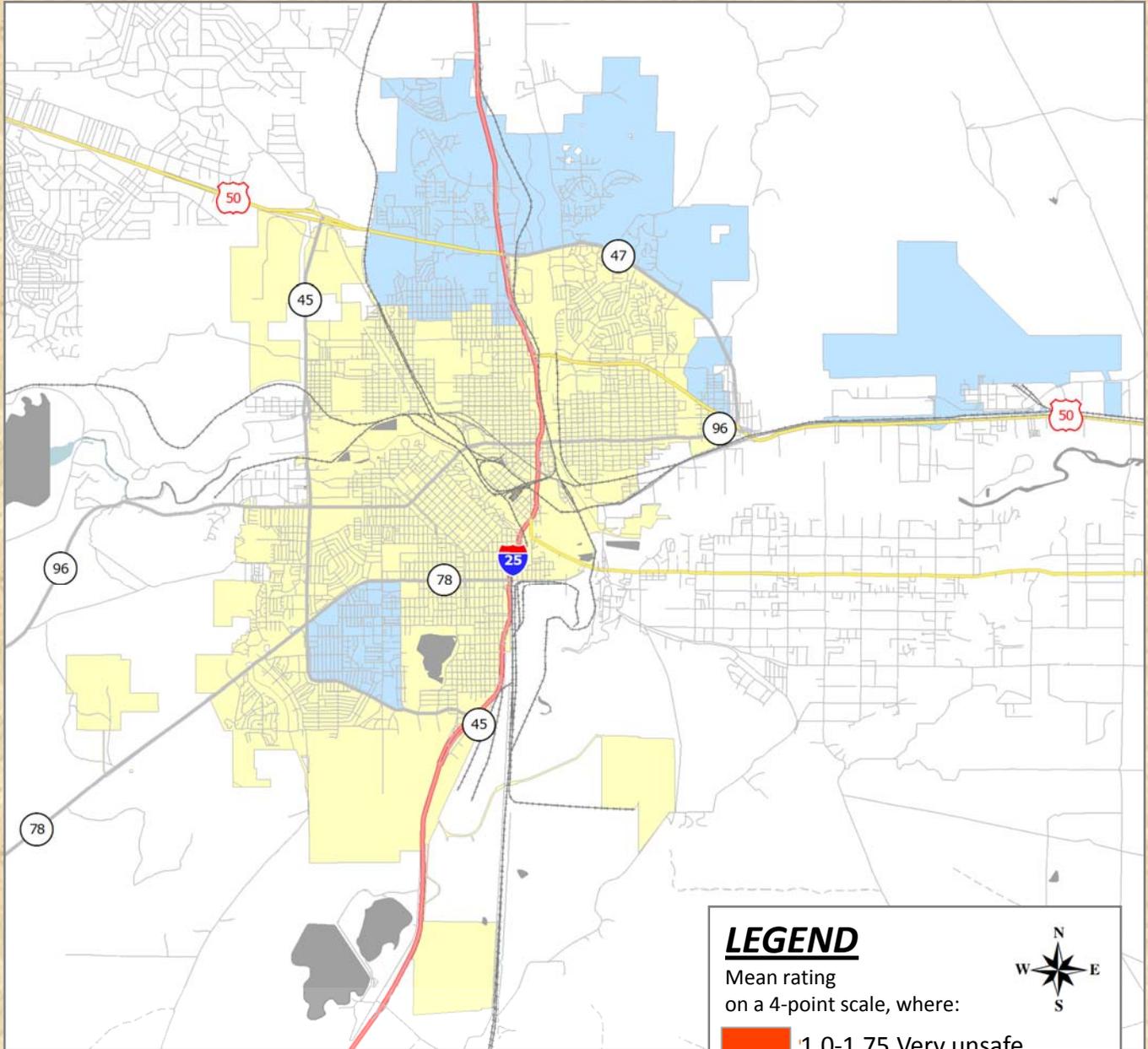
# Q10c In certain areas of town day or night.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

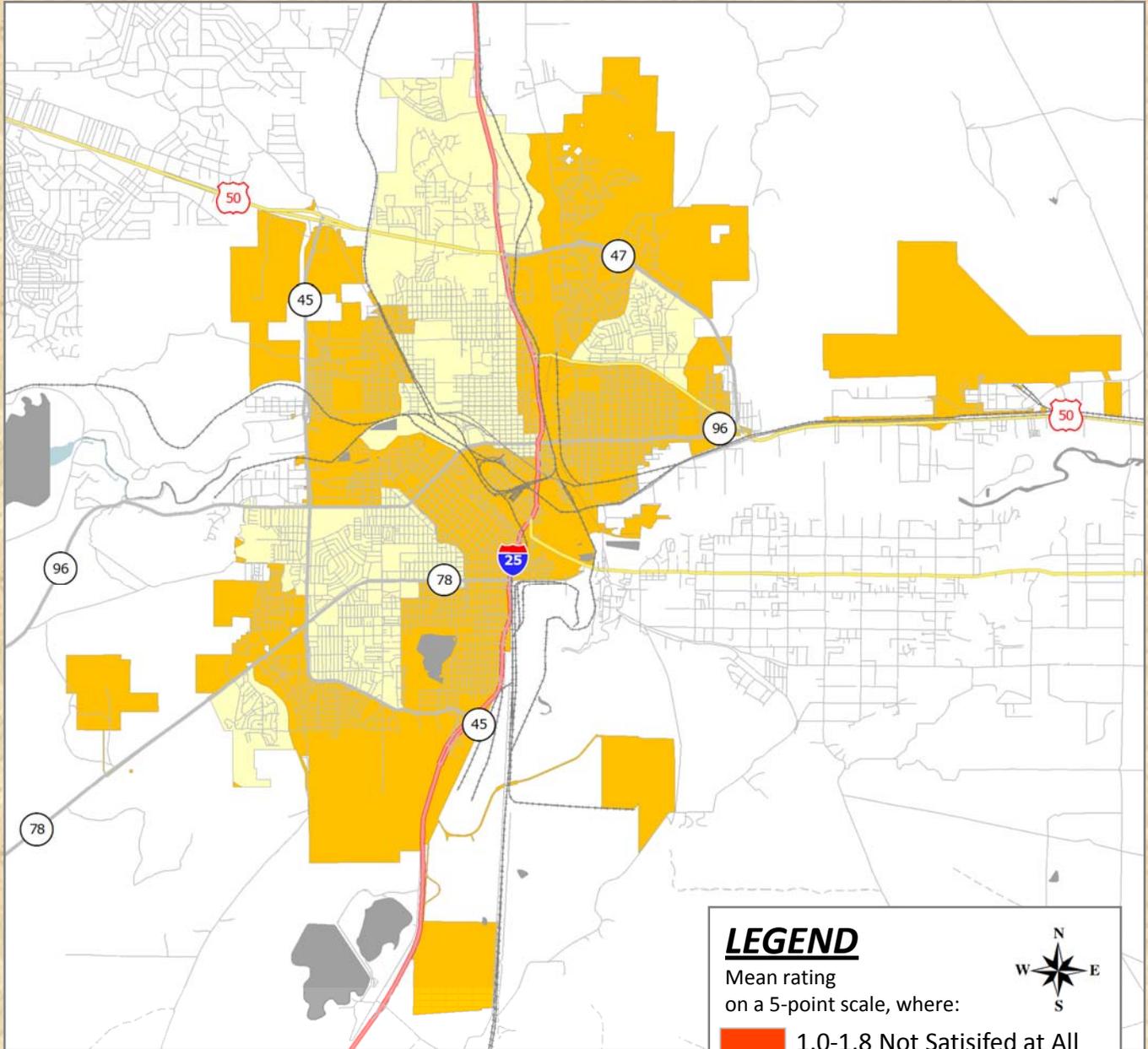
# Q10d Along parks trails and river trails.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

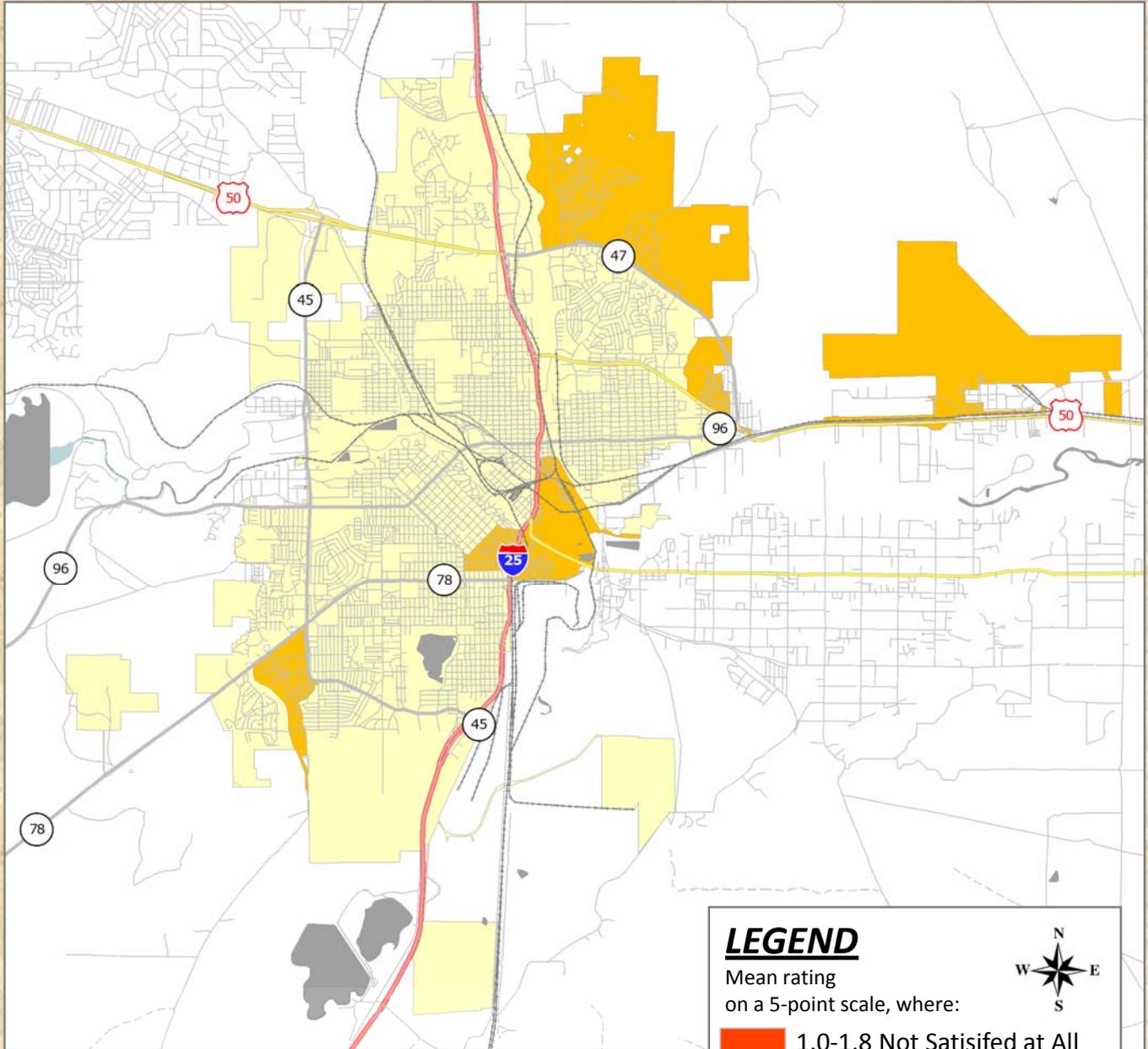
# Q12a Litter and debris on private property.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q12b Enforcing mowing and trimming of grass.



## 2010 City of Pueblo Community Survey

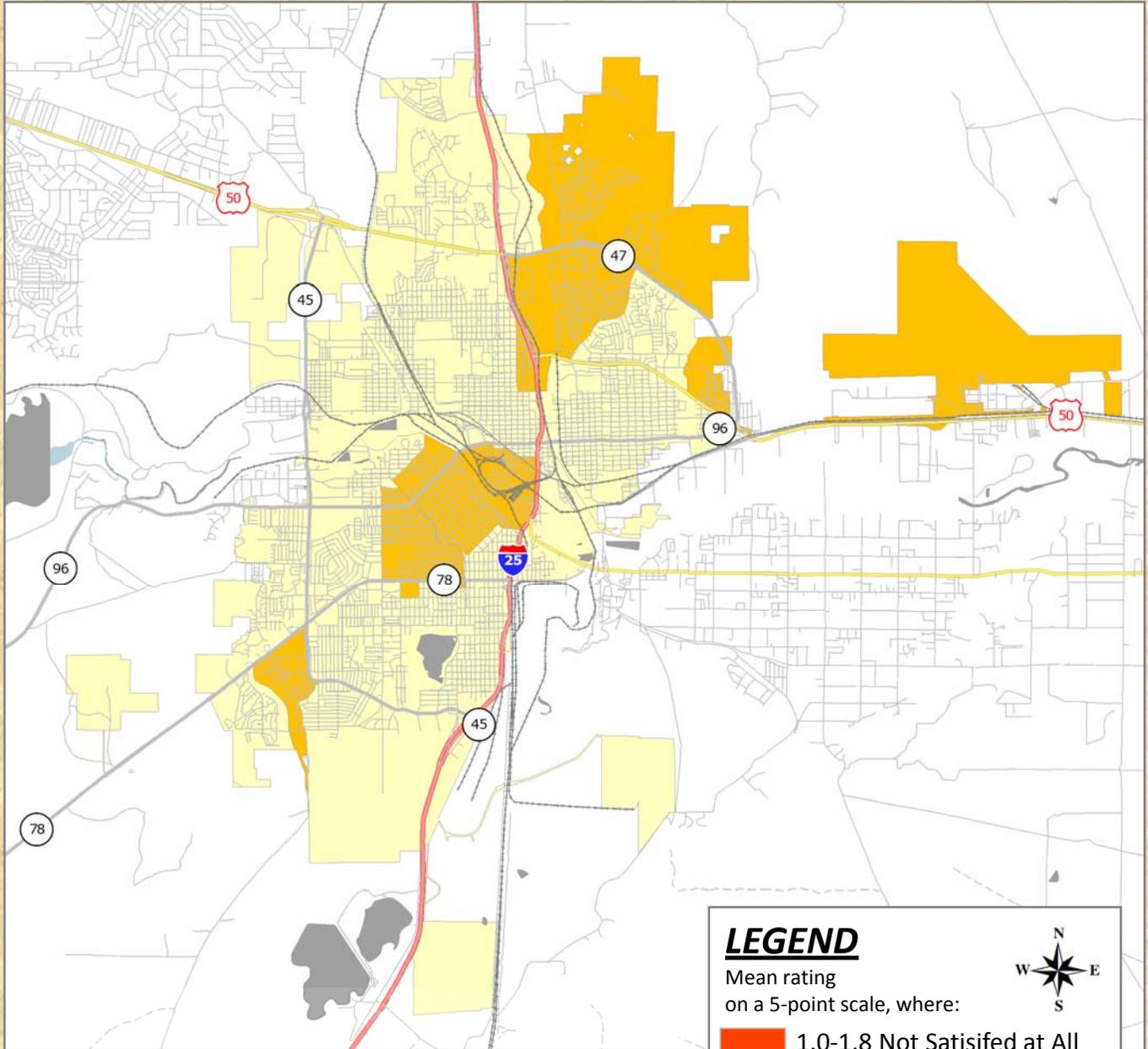
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:



	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

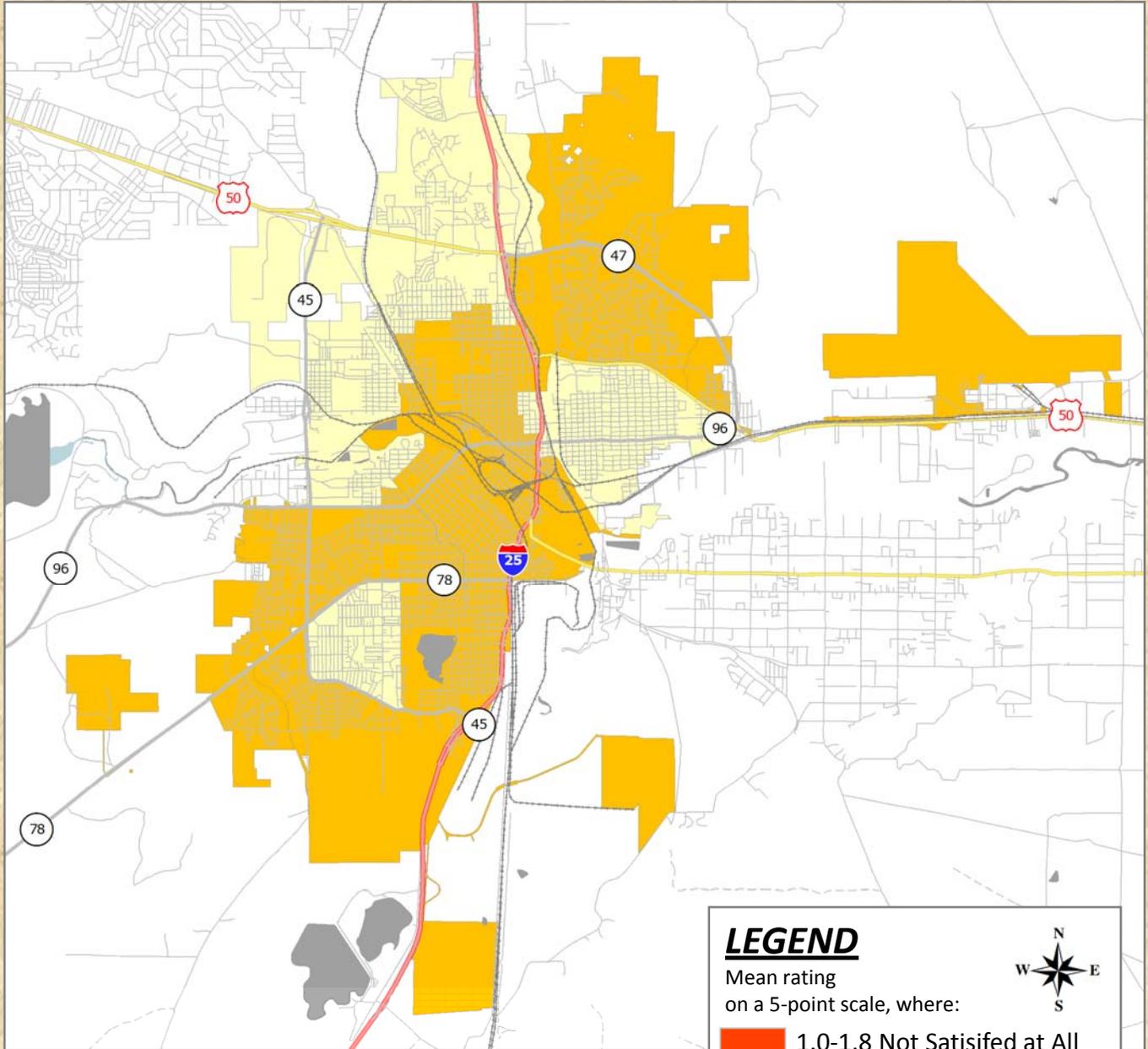
# Q12c Enforcing maintenance of property.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

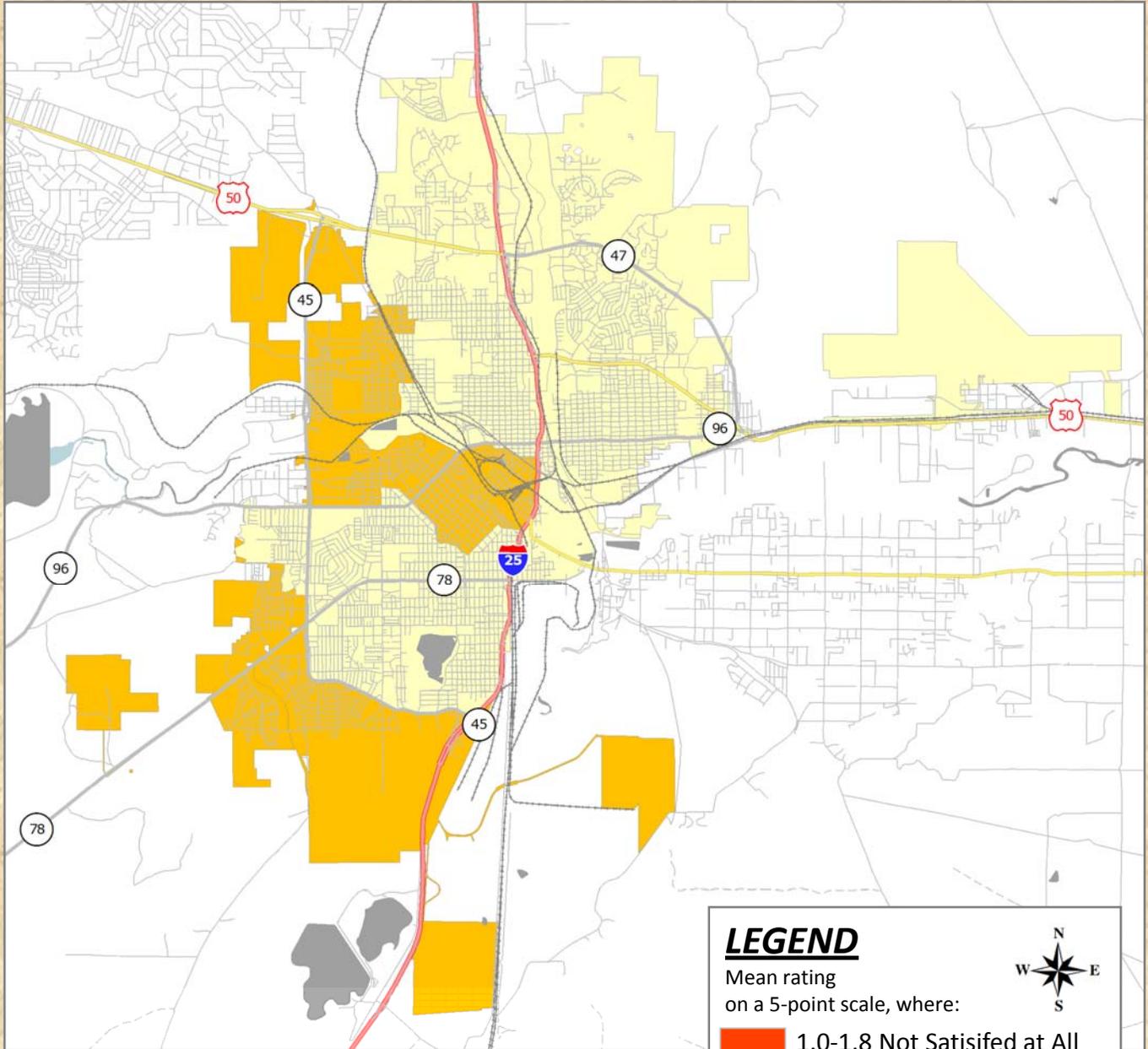
# Q12d Removal of junk vehicles.



## 2010 City of Pueblo Community Survey

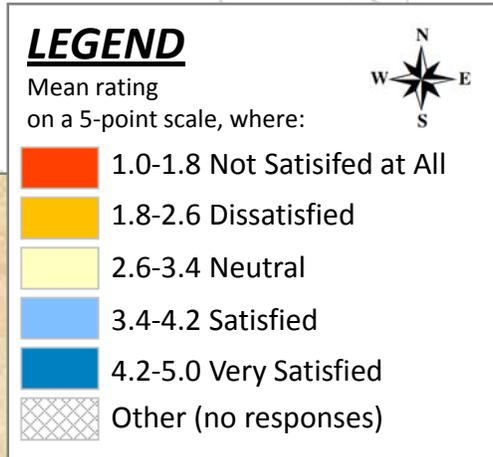
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q12e Removal of graffiti.

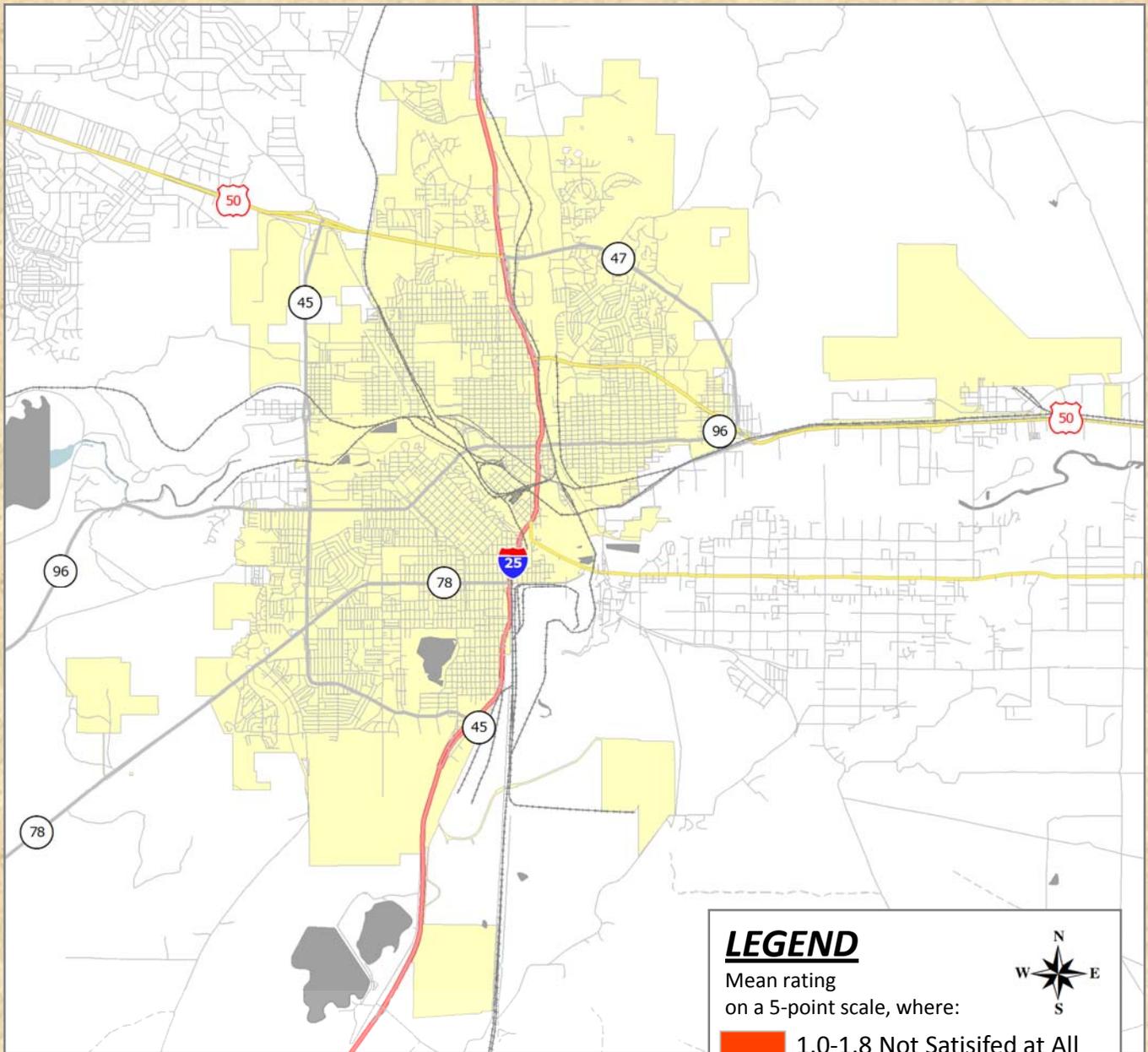


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

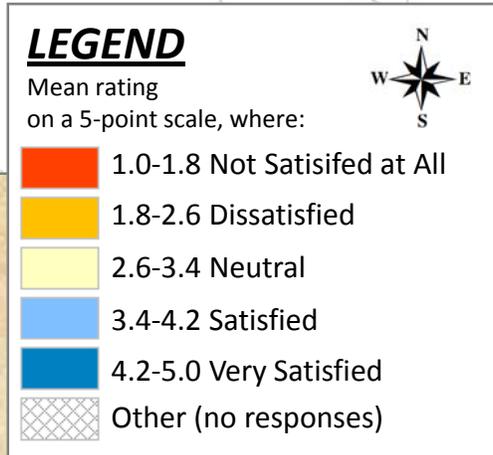


# Q12f Enforcing codes designed to protect public safety.

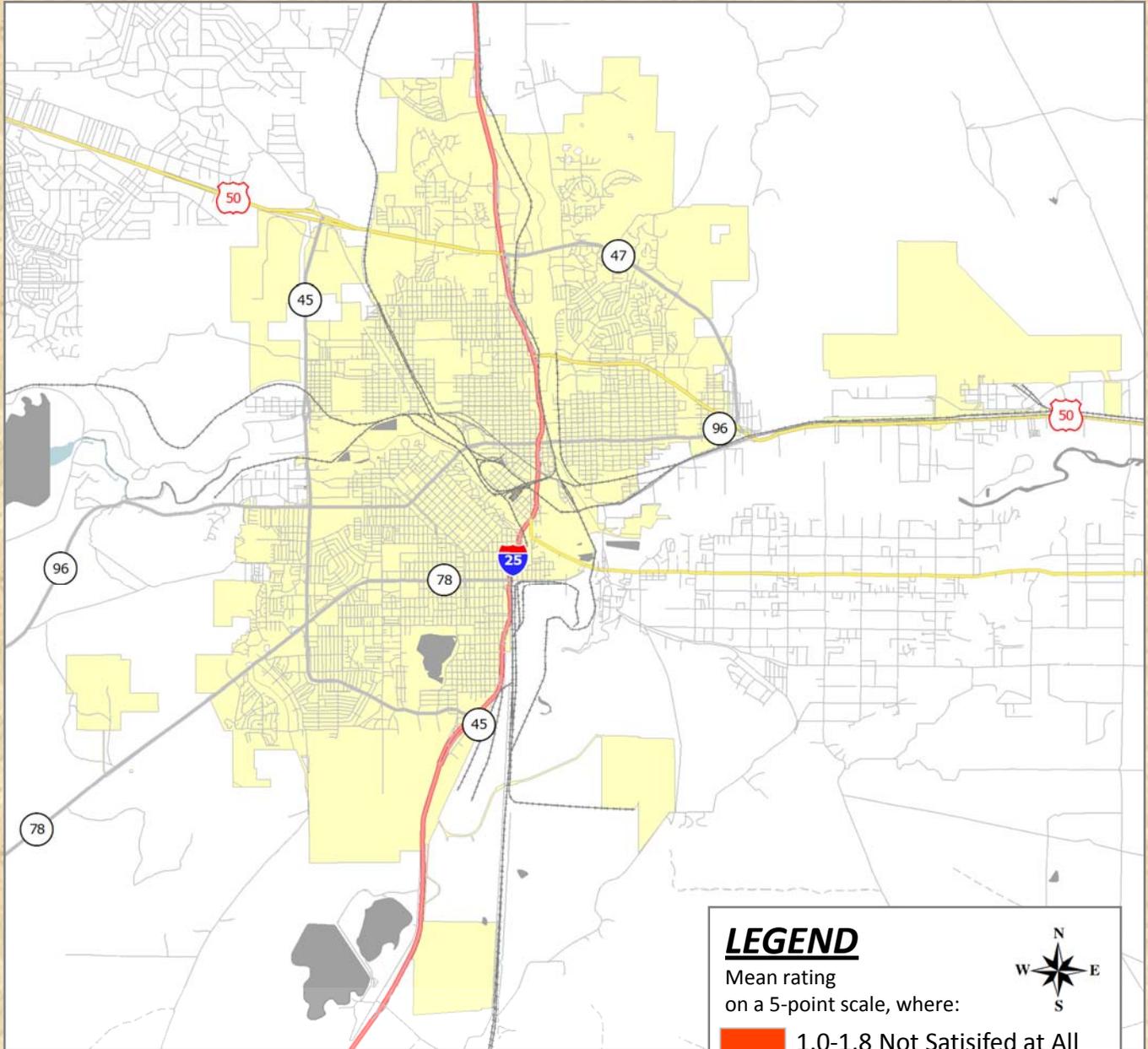


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

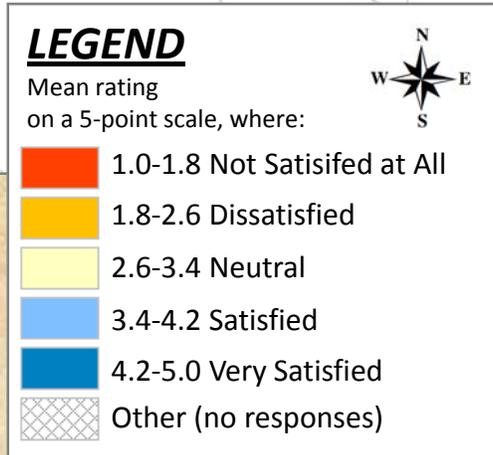


# Q12g Enforcing sign regulations.

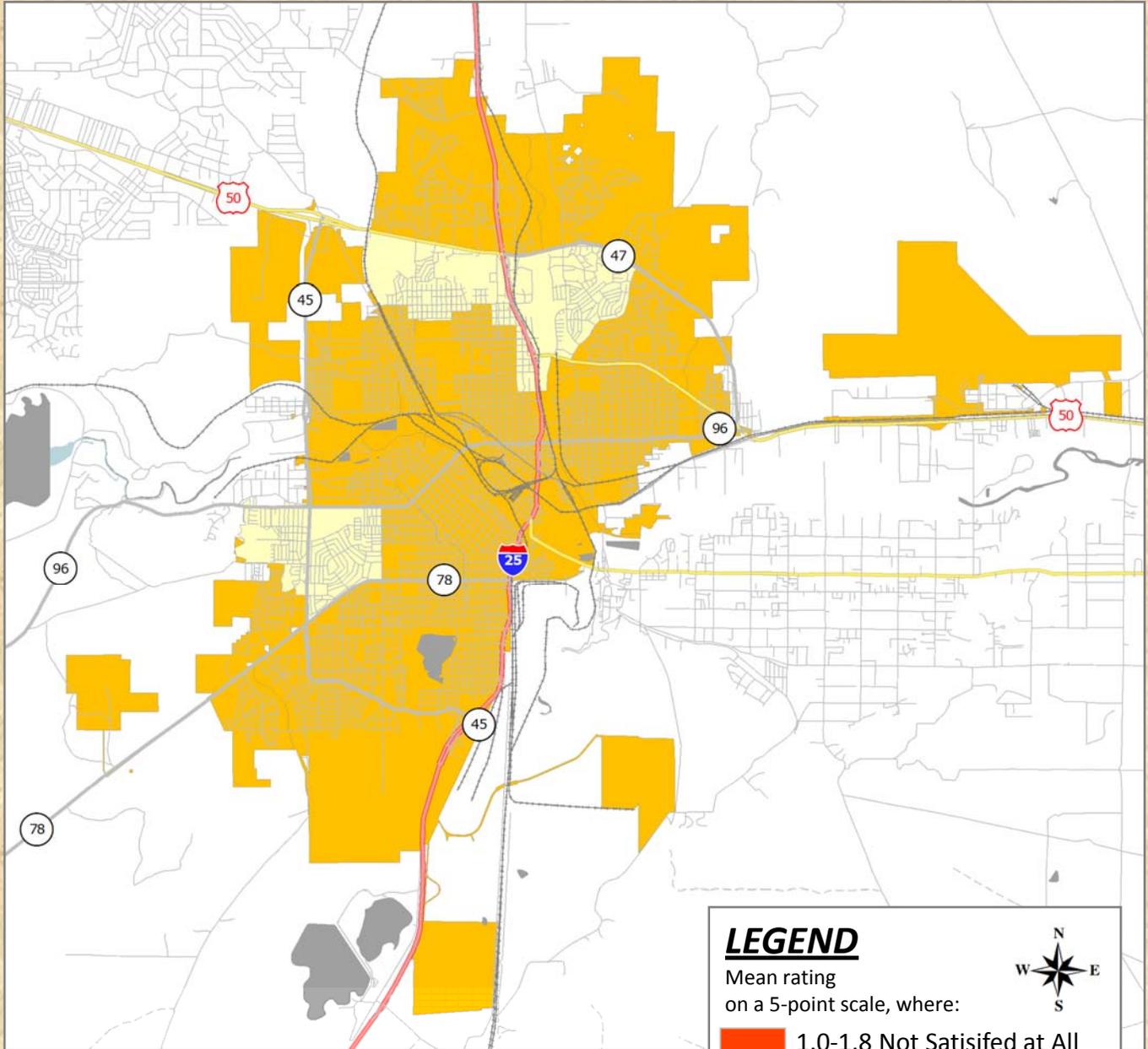


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q12h Vacant and abandoned buildings.



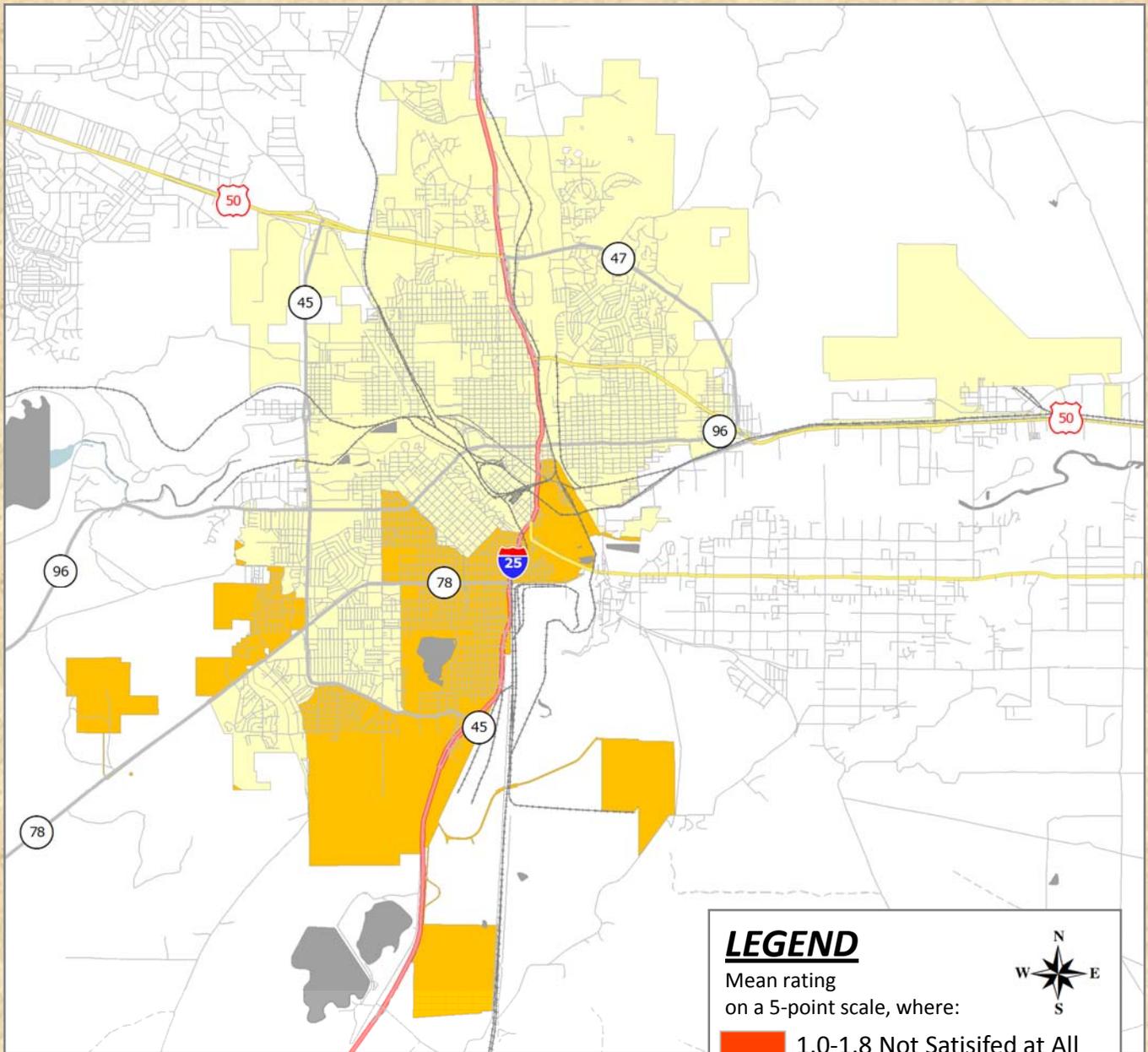
## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

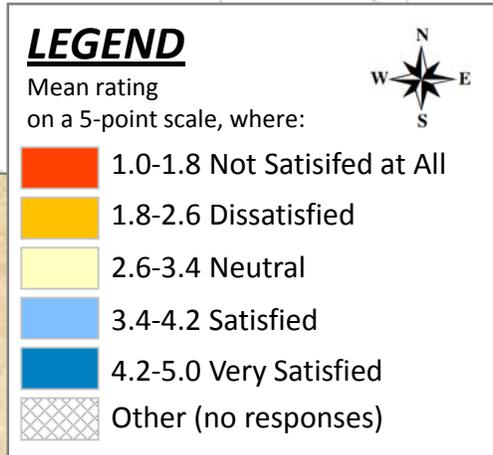
	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

# Q12i Enforcing codes relating to animals.

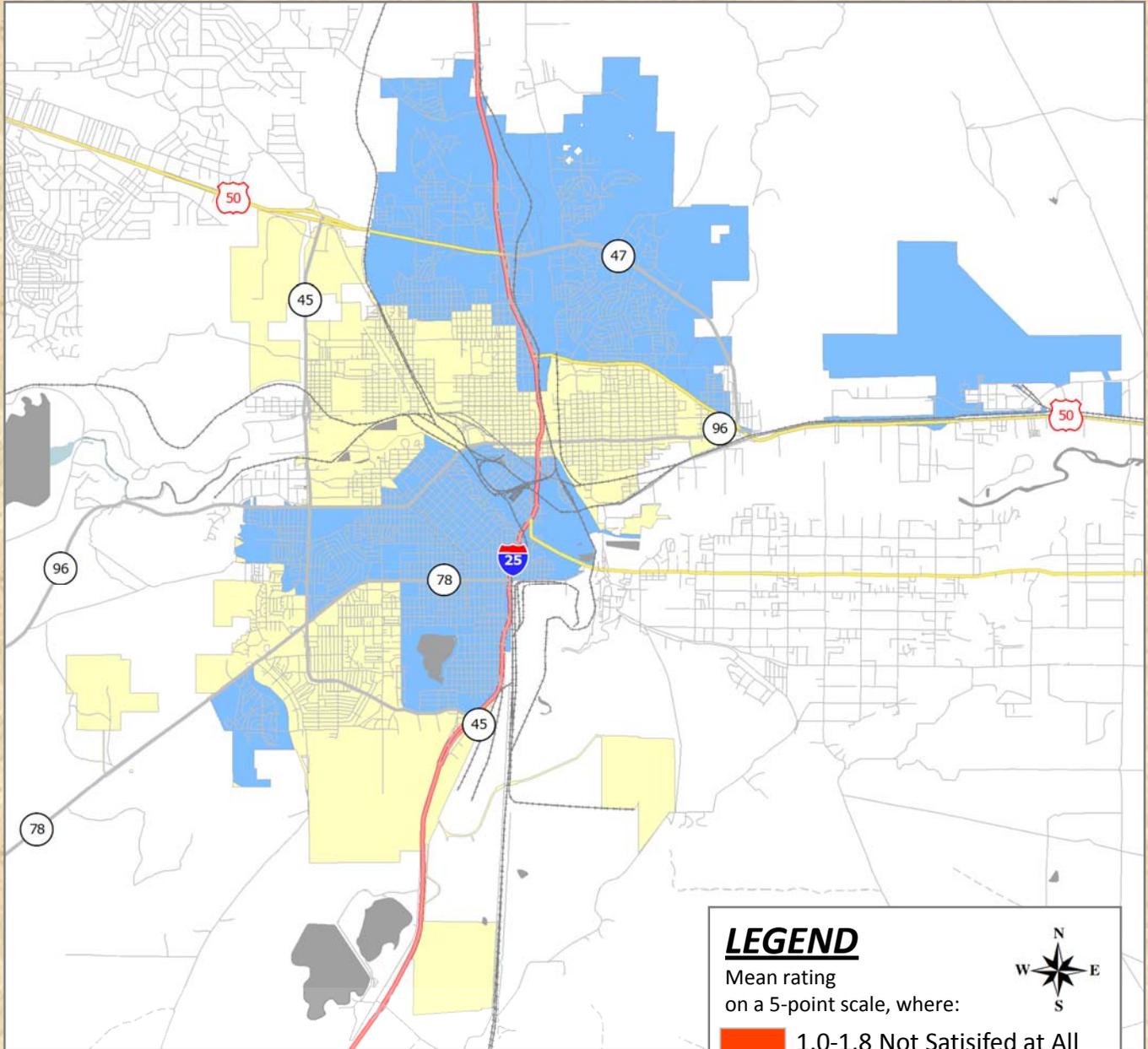


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q13a Maintenance of City parks.



## 2010 City of Pueblo Community Survey

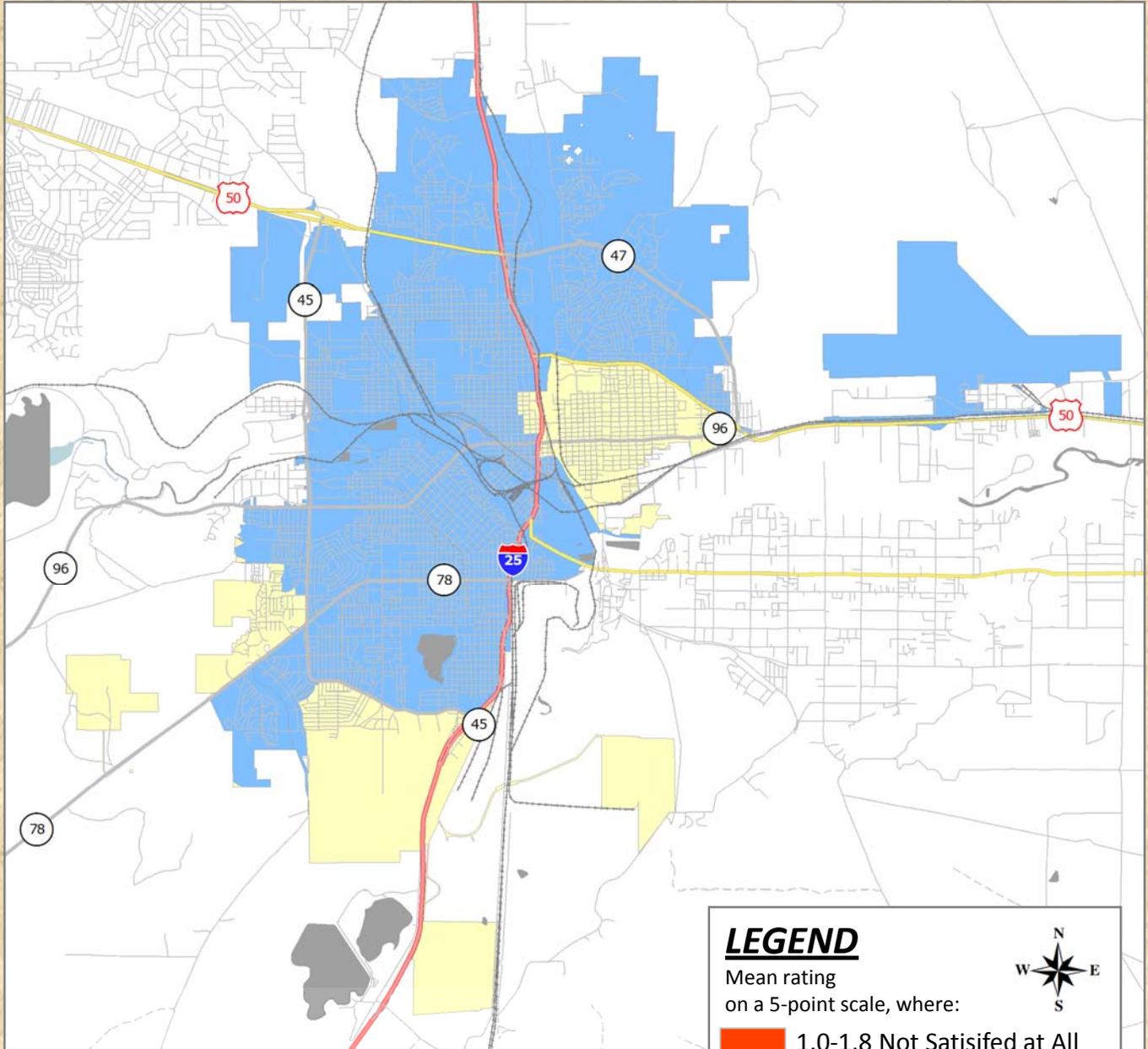
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:



	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

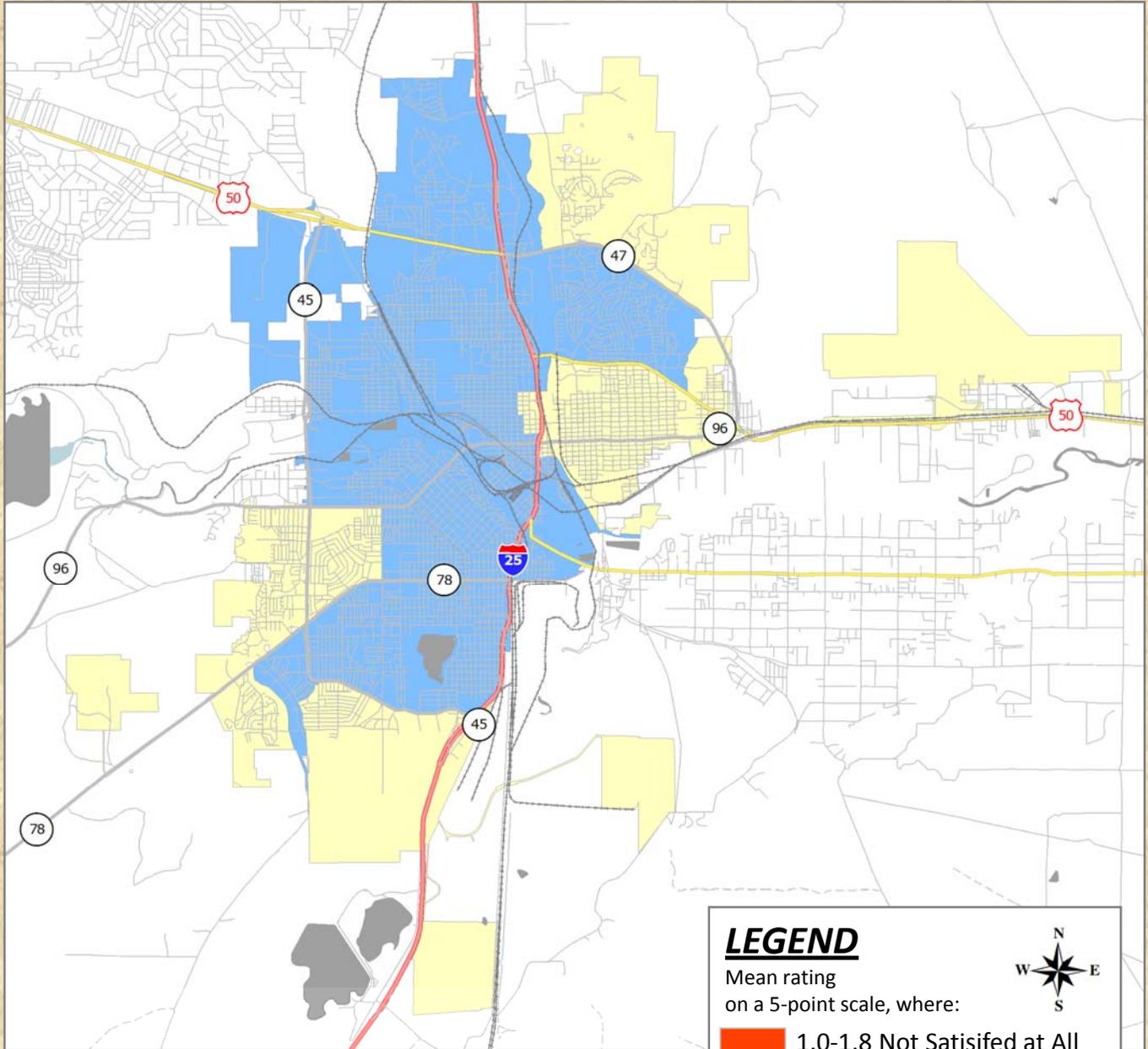
# Q13b Number of City parks.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

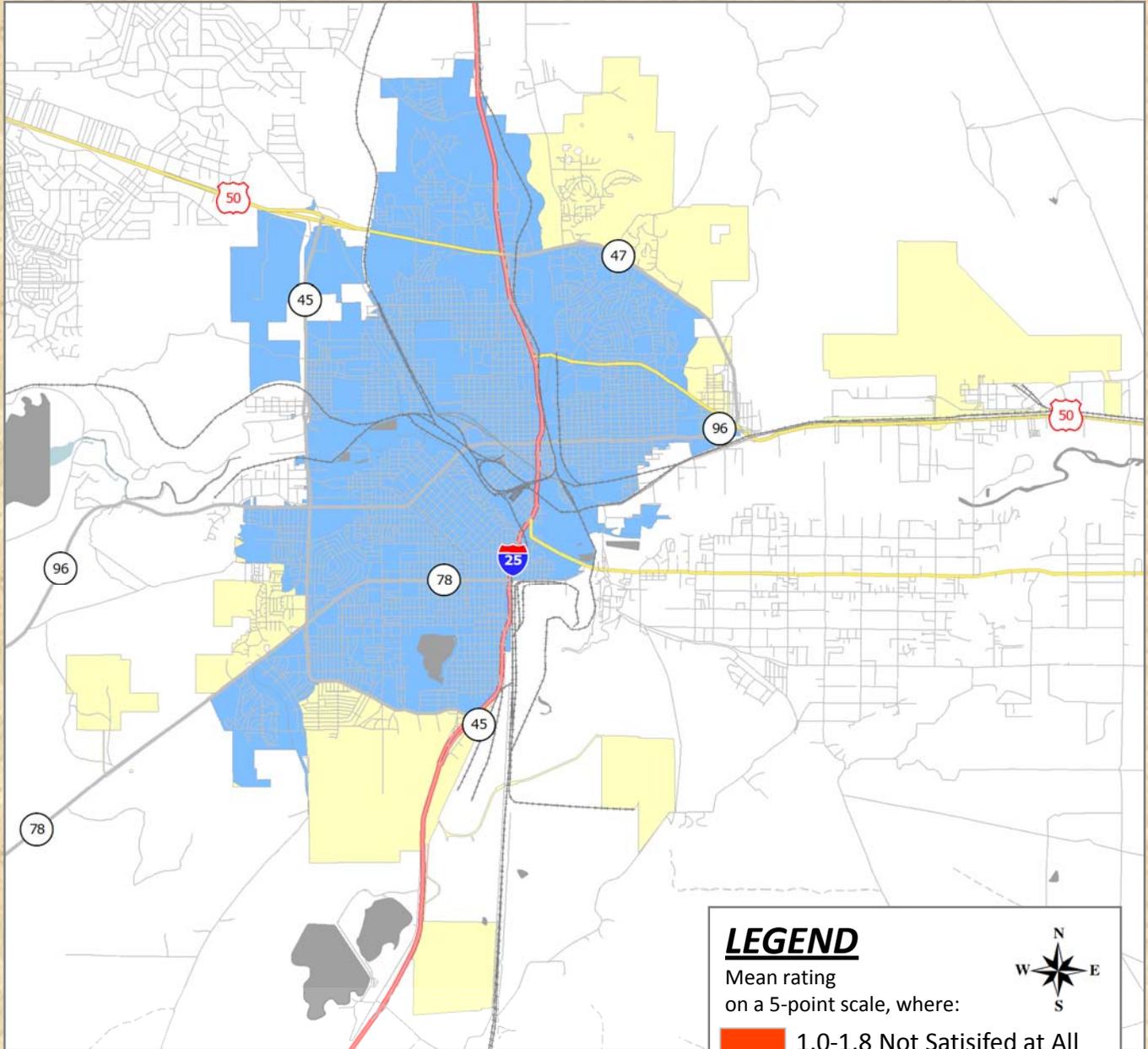
# Q13c Number of walking and biking trails.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q13d Location of parks.



## 2010 City of Pueblo Community Survey

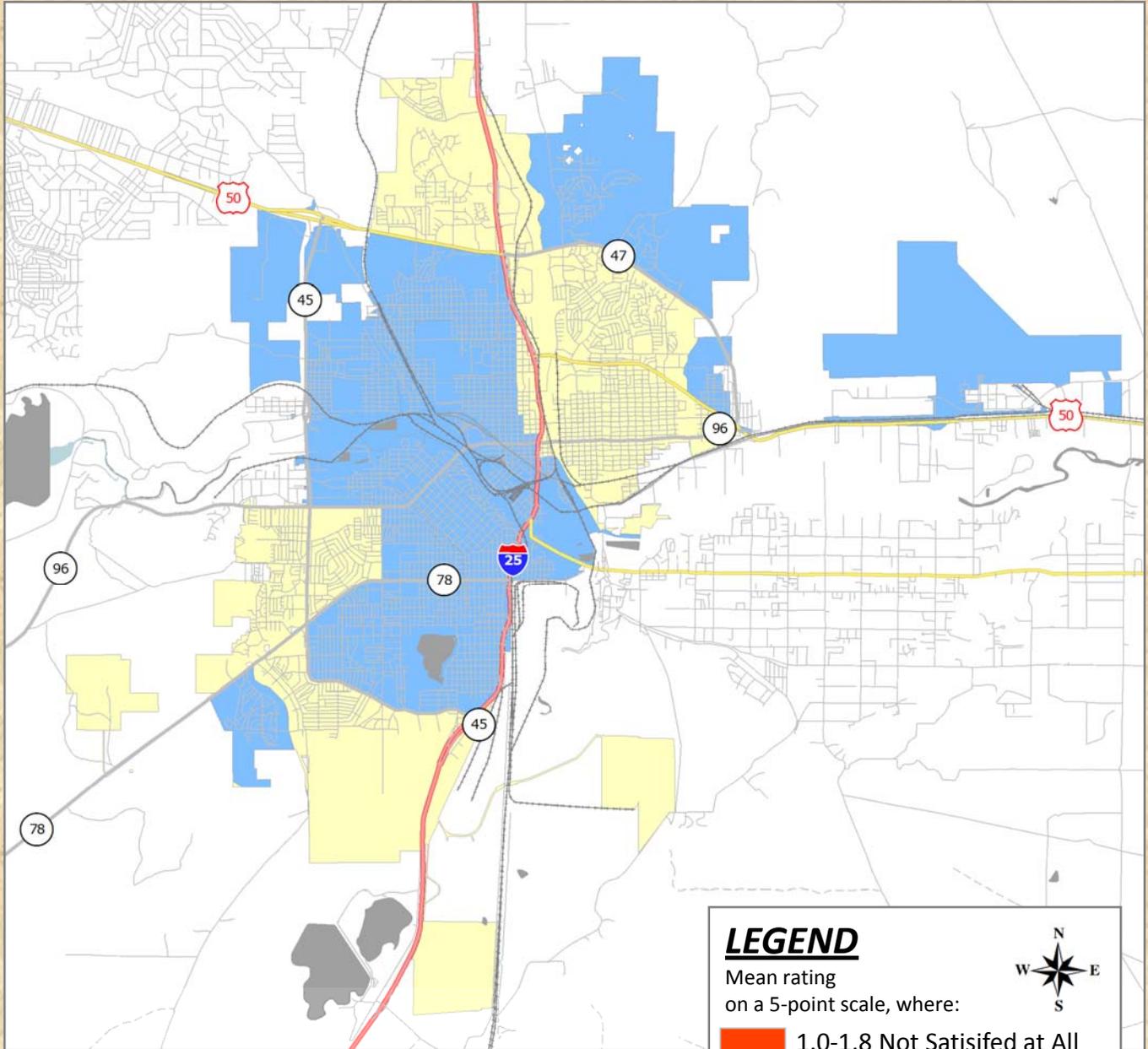
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**

Mean rating on a 5-point scale, where:

- 1.0-1.8 Not Satisfied at All
- 1.8-2.6 Dissatisfied
- 2.6-3.4 Neutral
- 3.4-4.2 Satisfied
- 4.2-5.0 Very Satisfied
- Other (no responses)

# Q13e Quality of outdoor athletic fields.



## 2010 City of Pueblo Community Survey

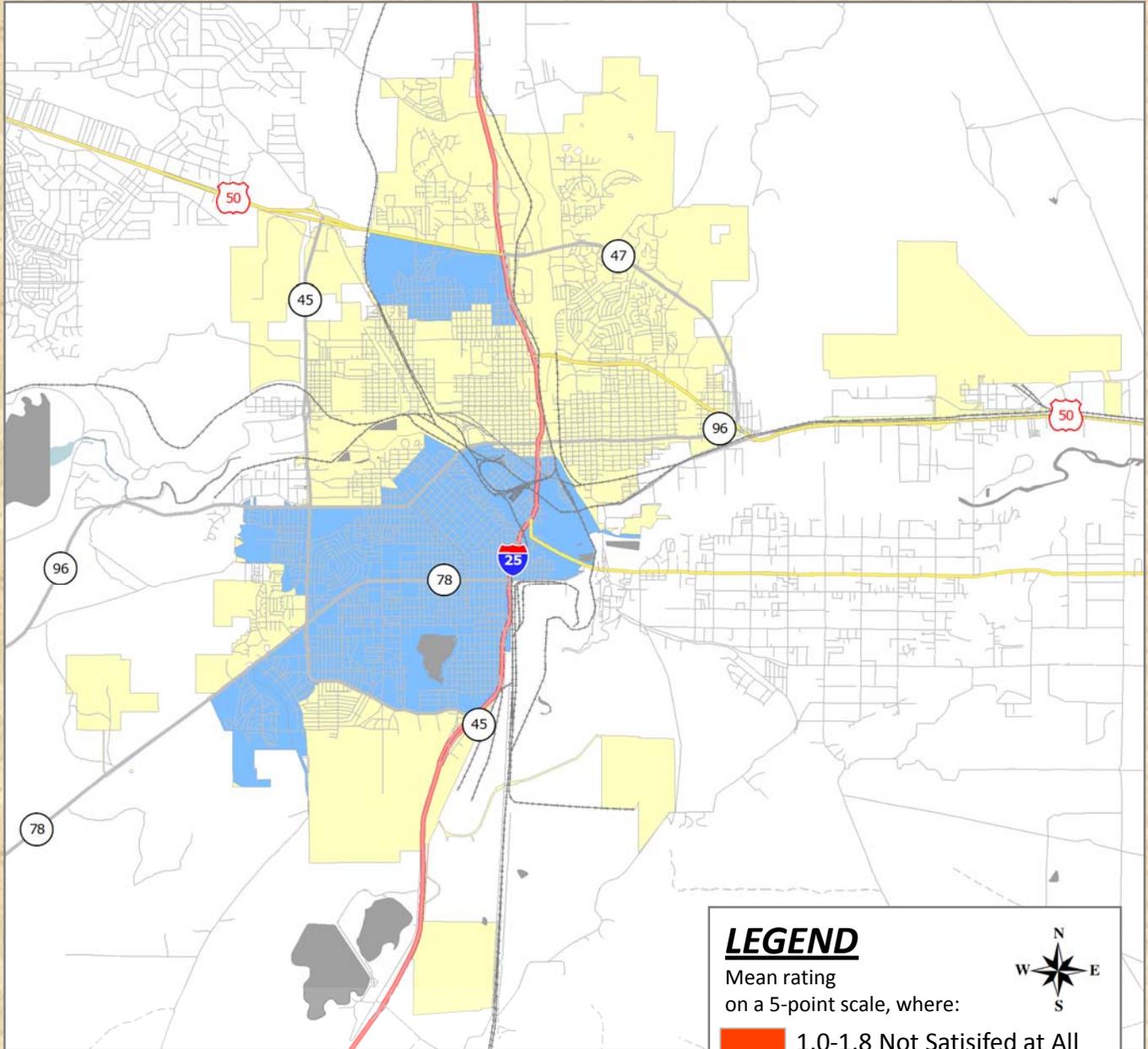
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

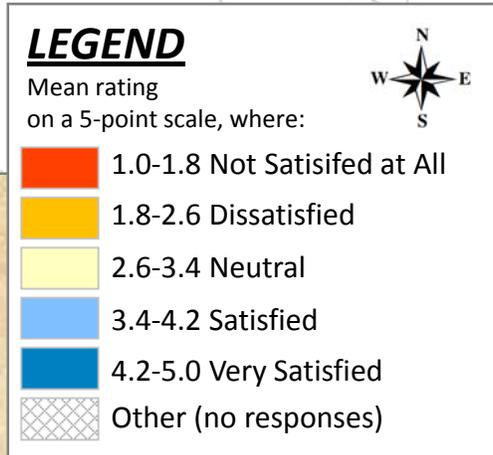


# Q13f Number of outdoor athletic fields.

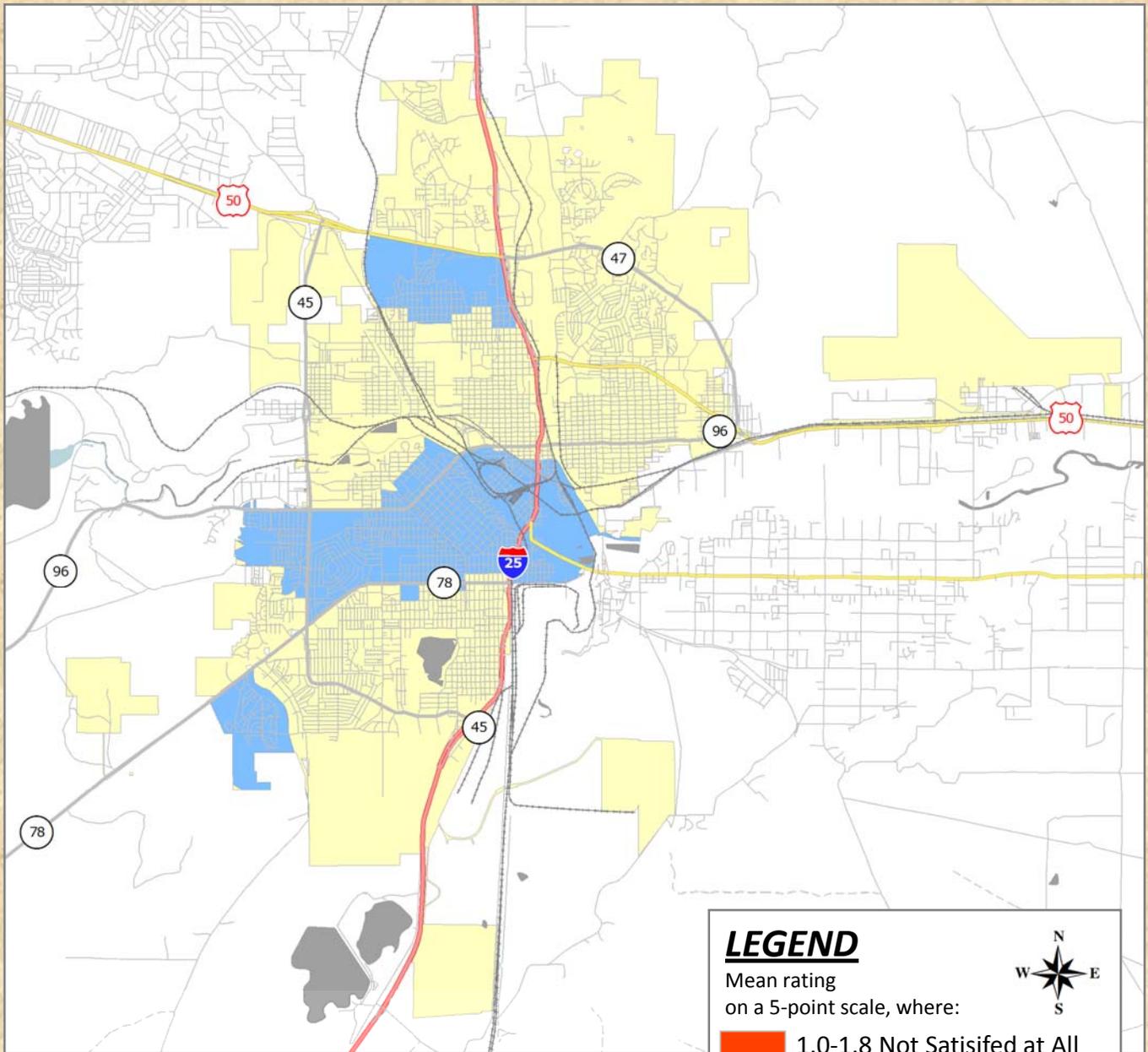


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



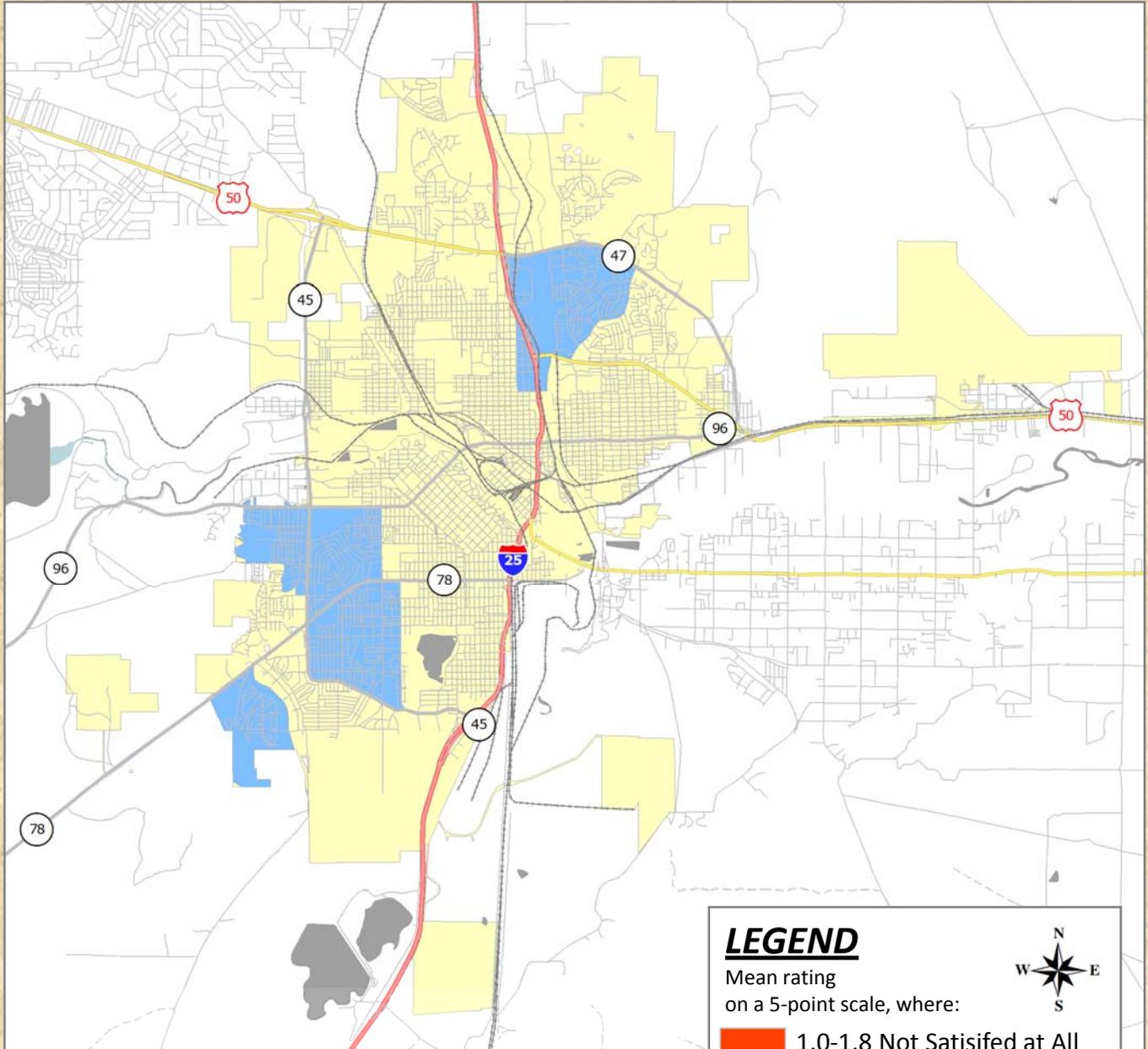
# Q13g Availability of information about parks/recreation.



## 2010 City of Pueblo Community Survey

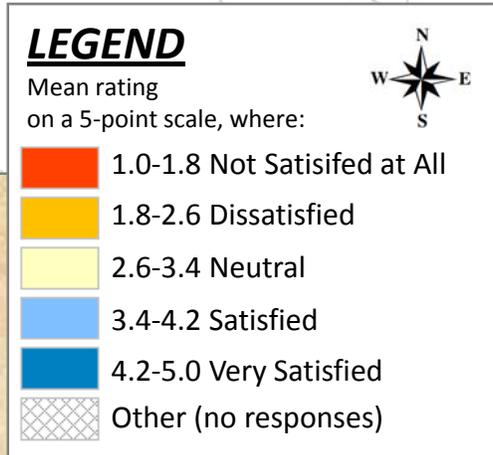
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q13h City's youth recreation programs.

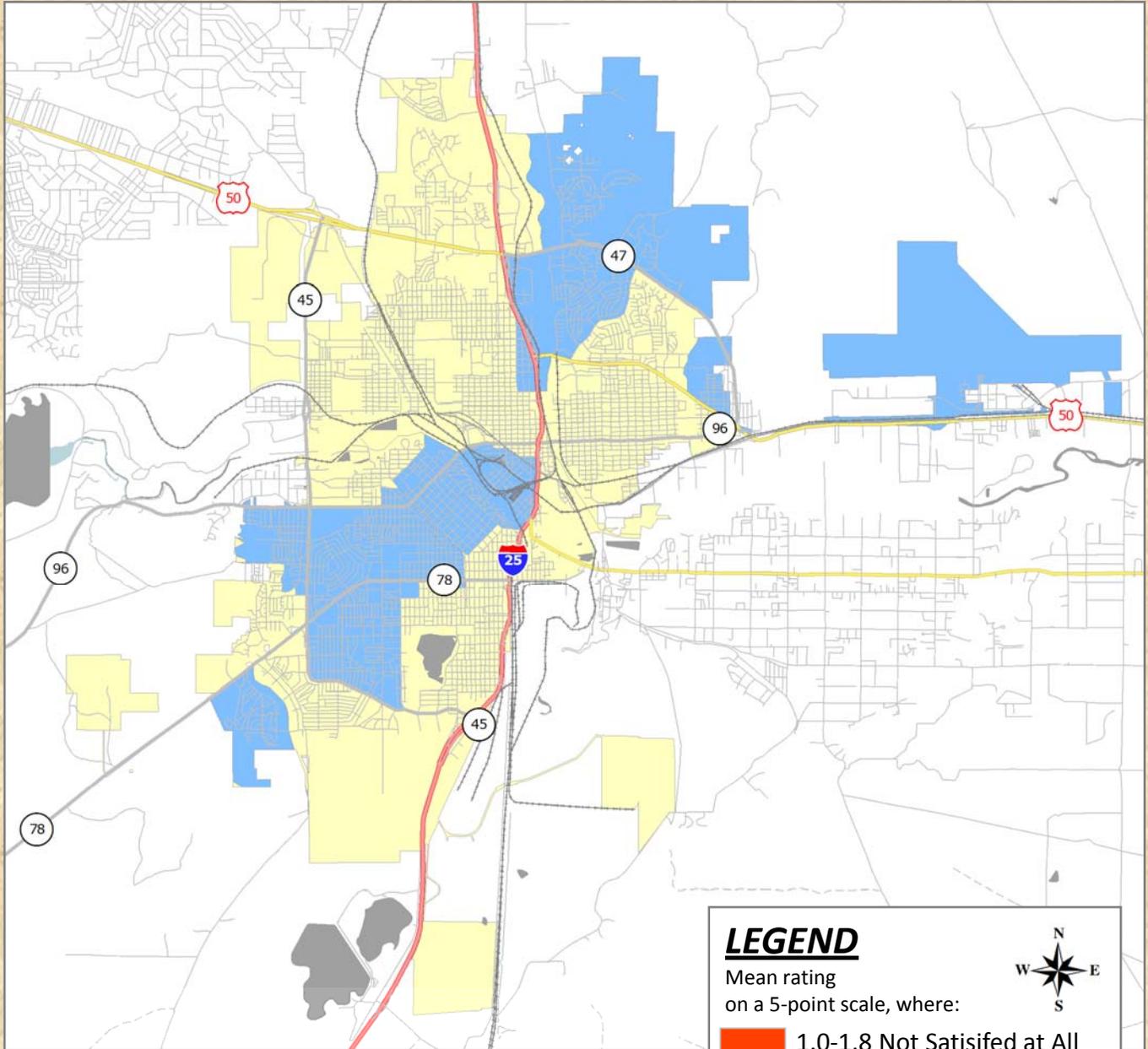


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

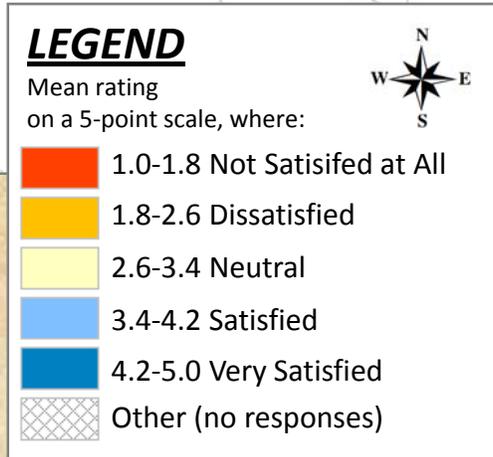


# Q13i City's adult recreation programs.

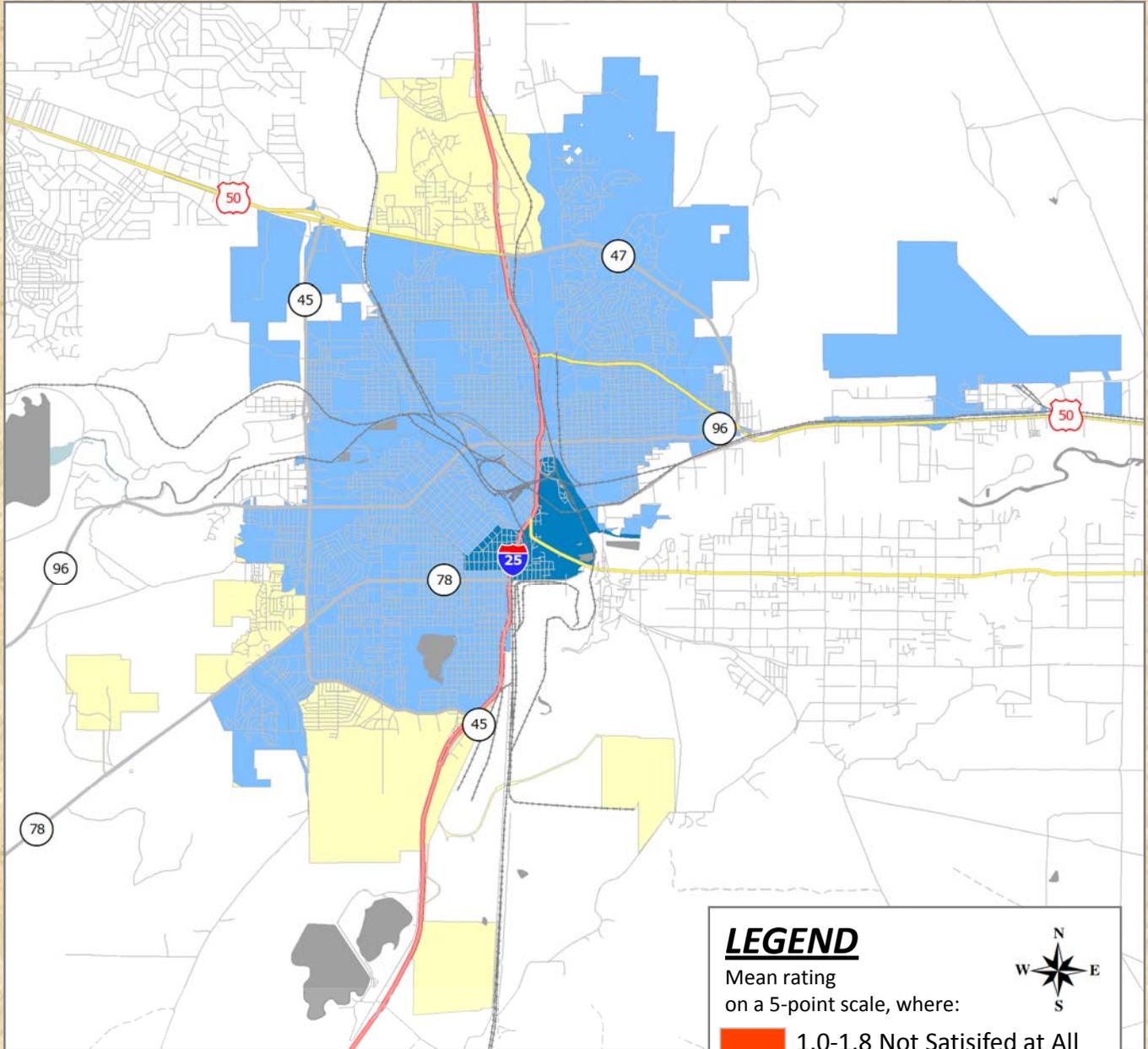


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q13j City special events and festivals.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

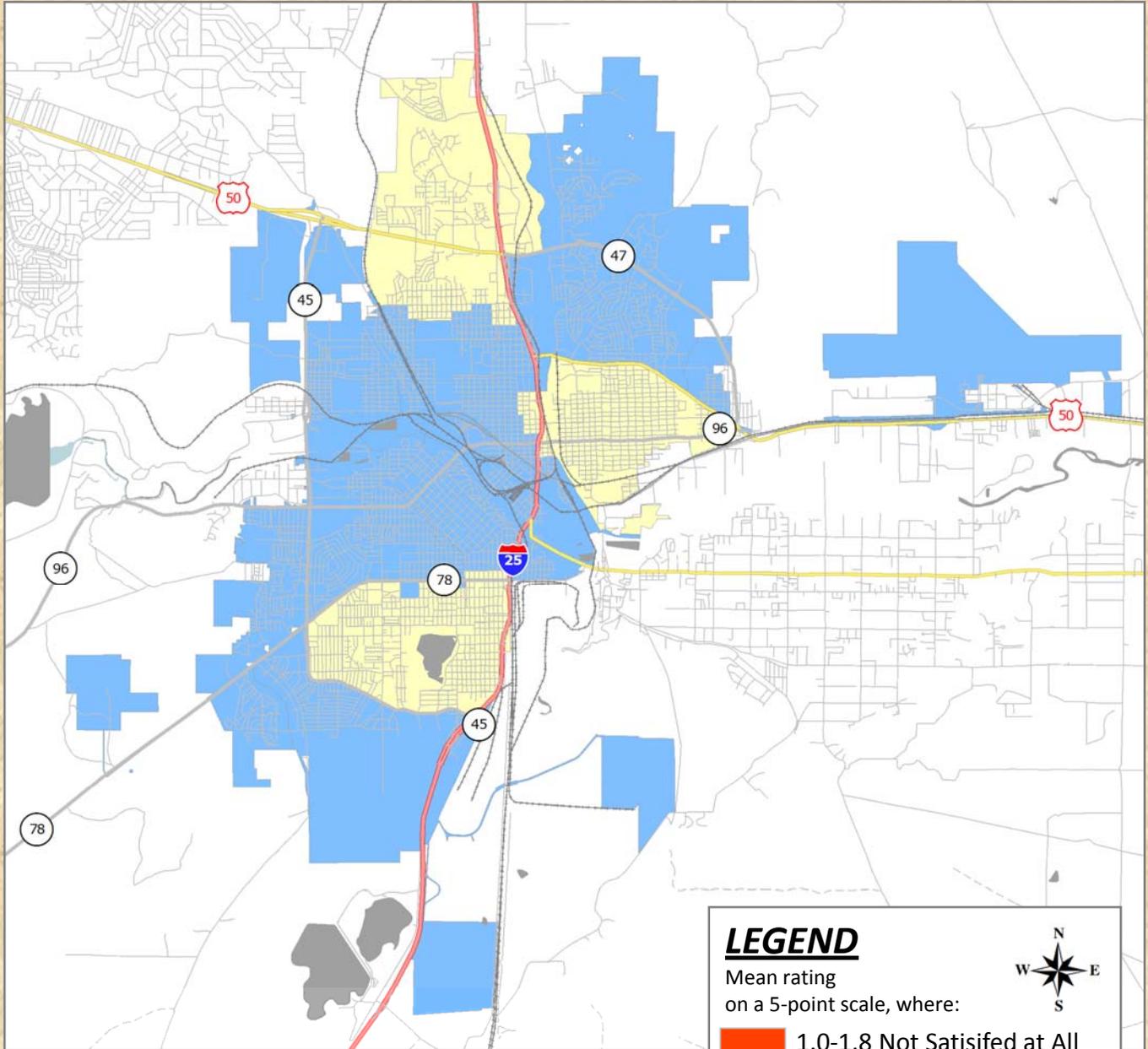
**LEGEND**

Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



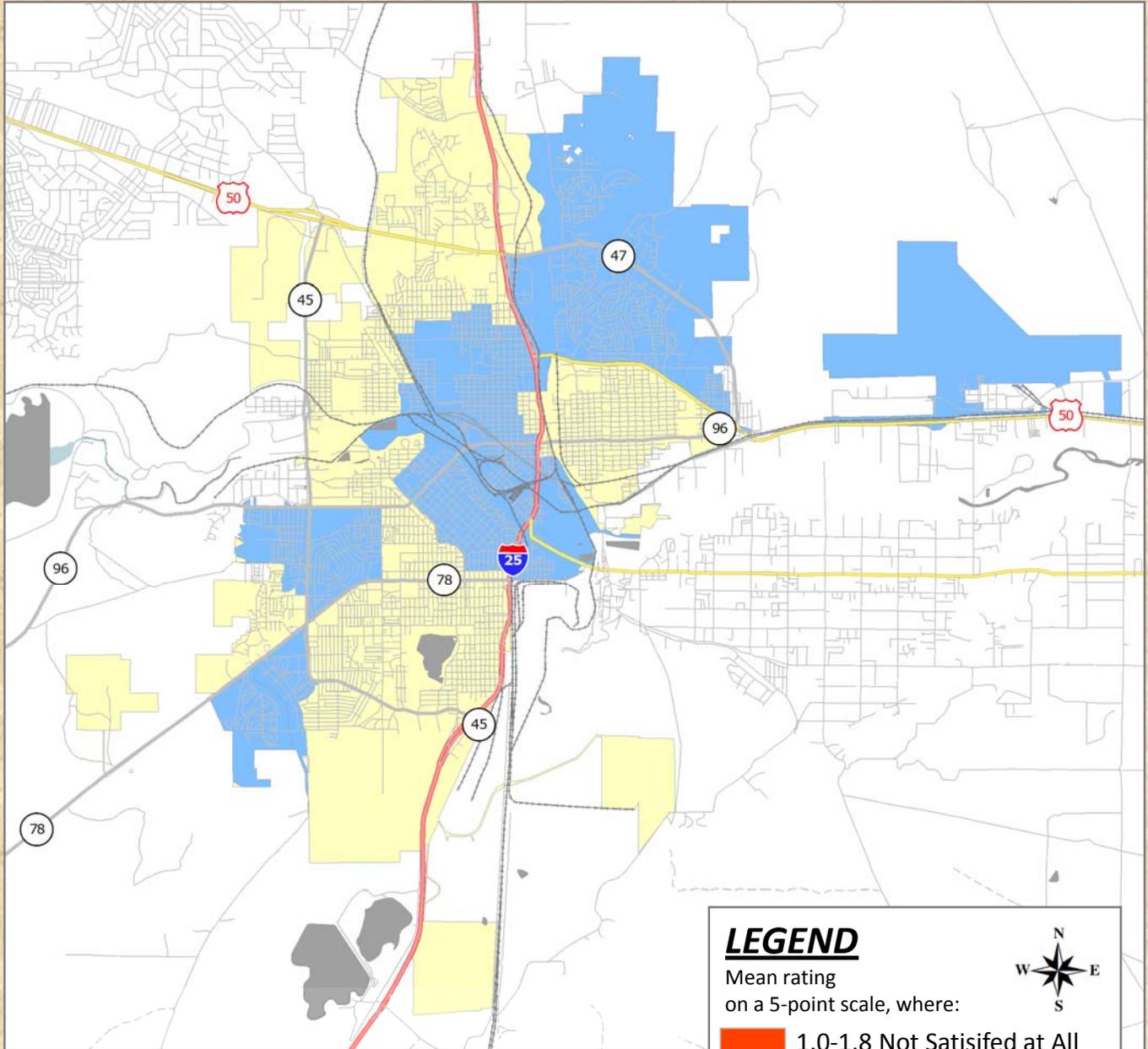
# Q13k Elmwood Golf Course.



## 2010 City of Pueblo Community Survey

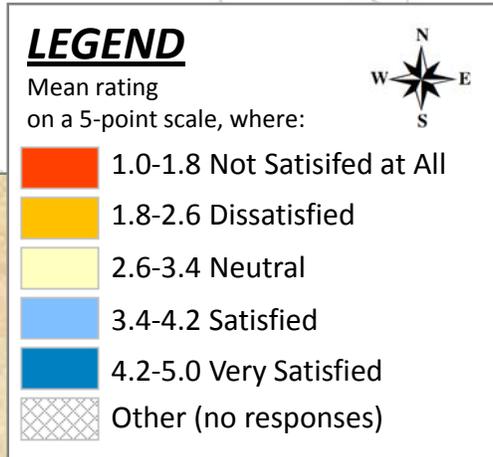
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q13I Walking Stick Golf Course.

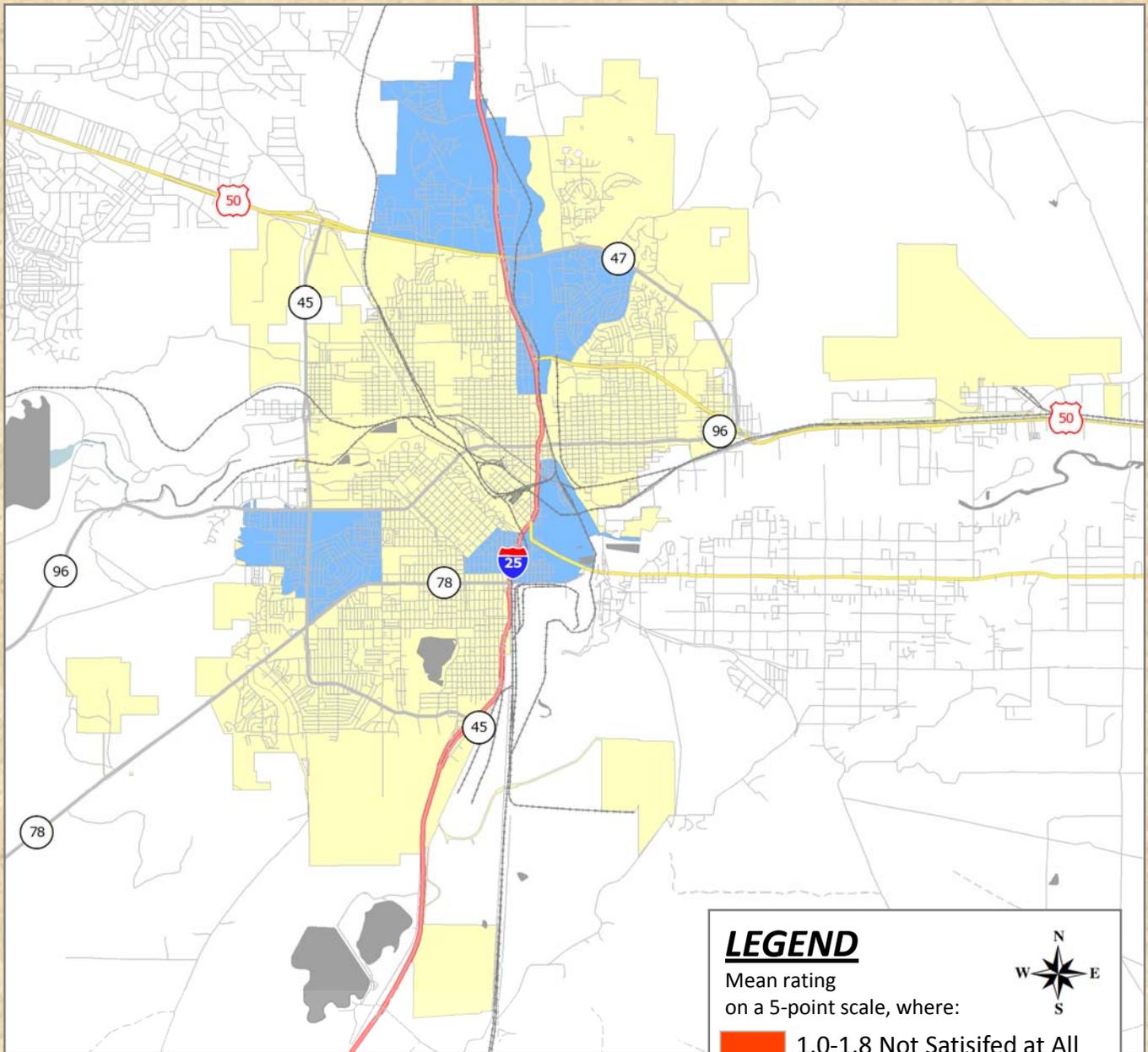


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

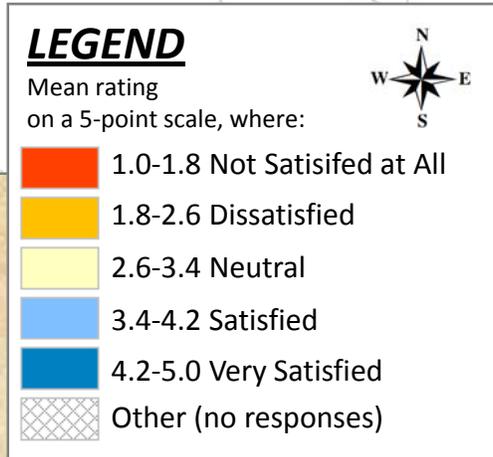


# Q13m Aquatic programs.

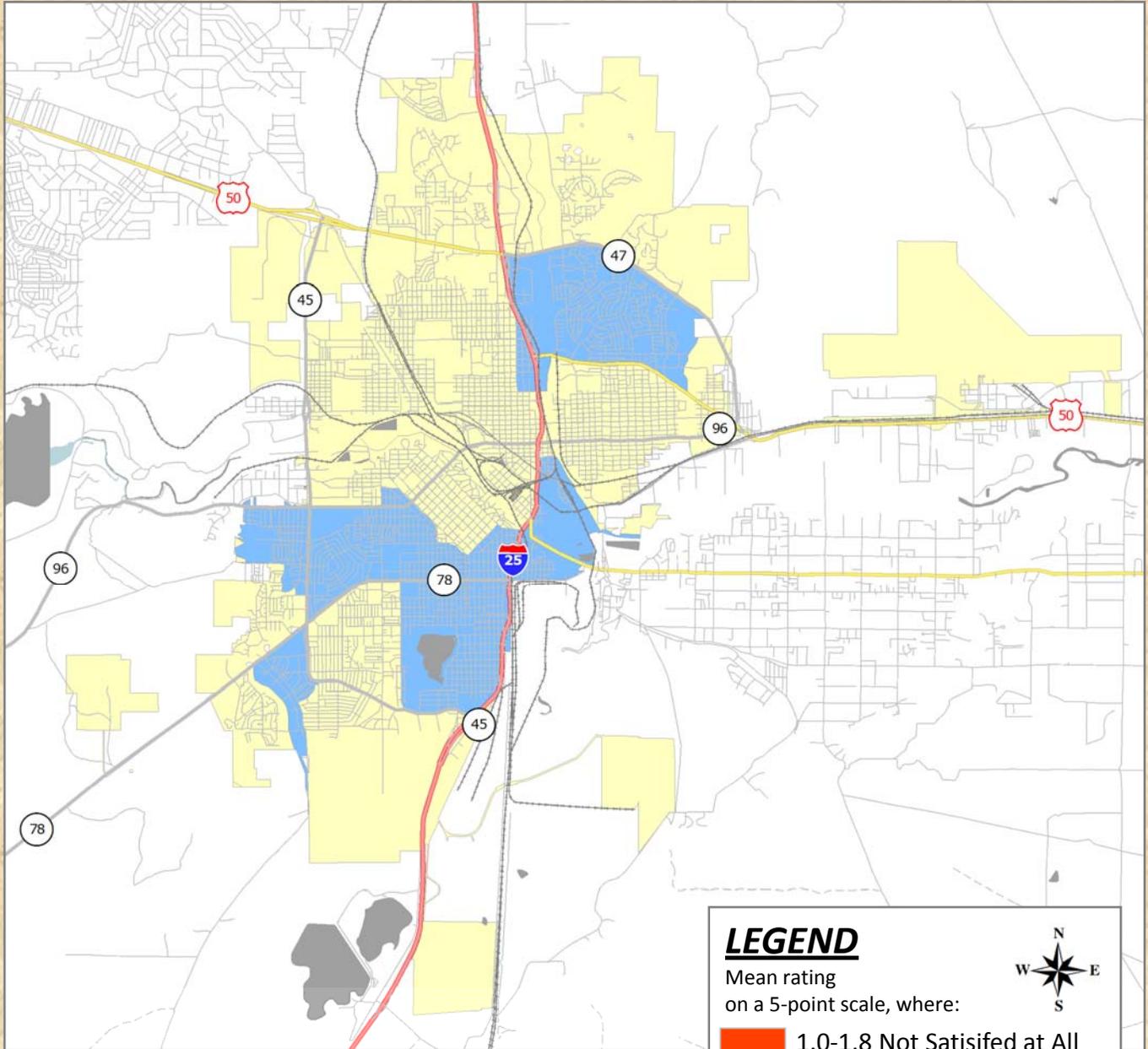


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

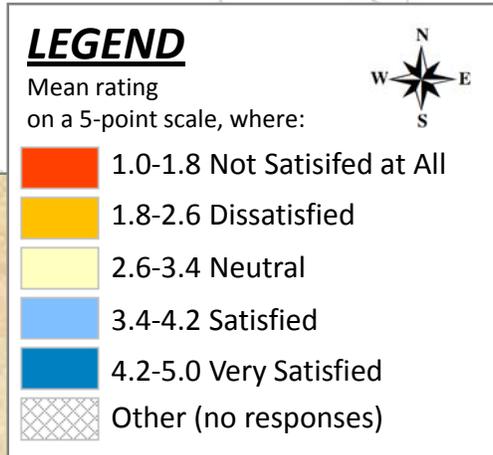


# Q13n Ice Arena.

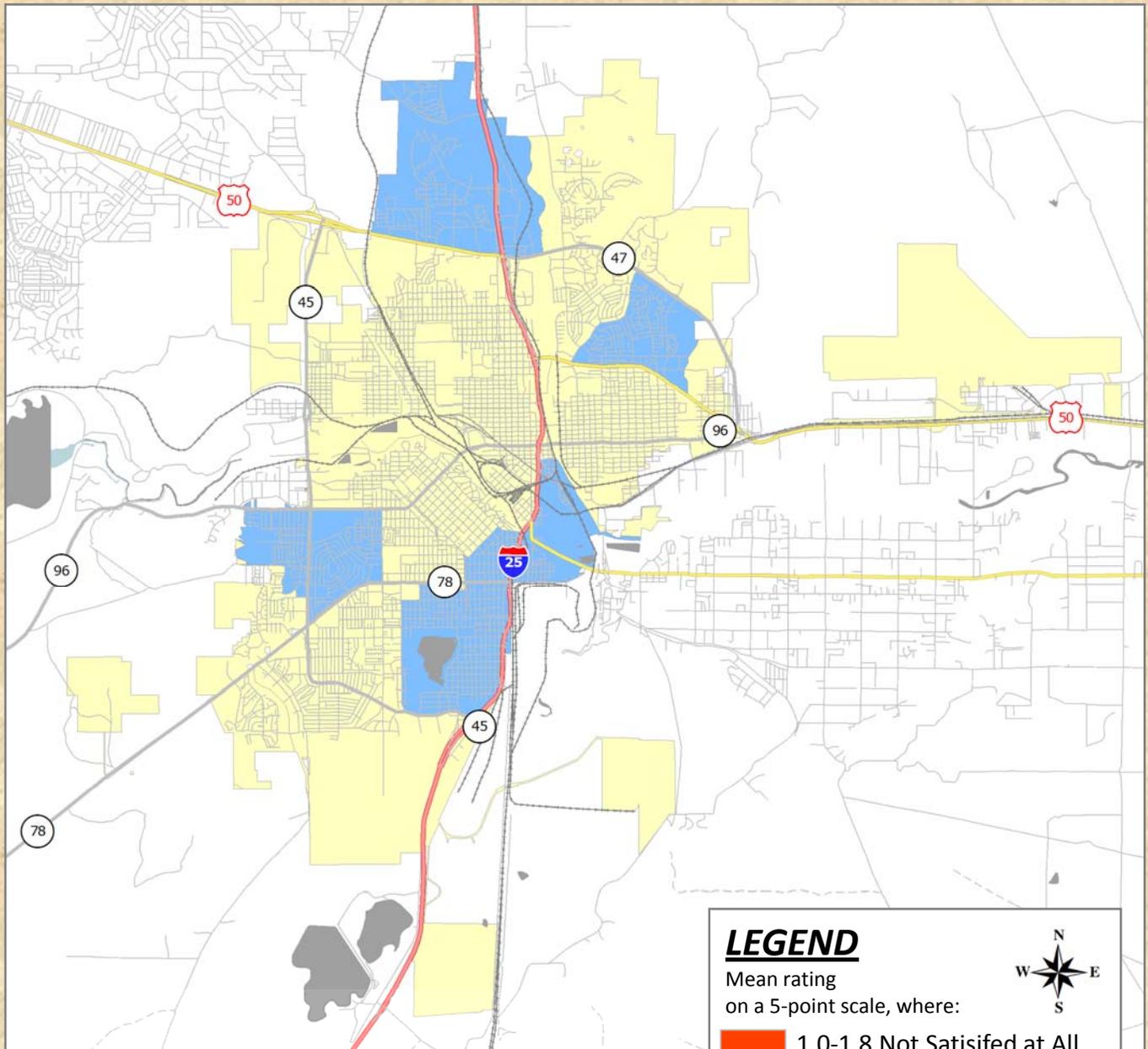


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



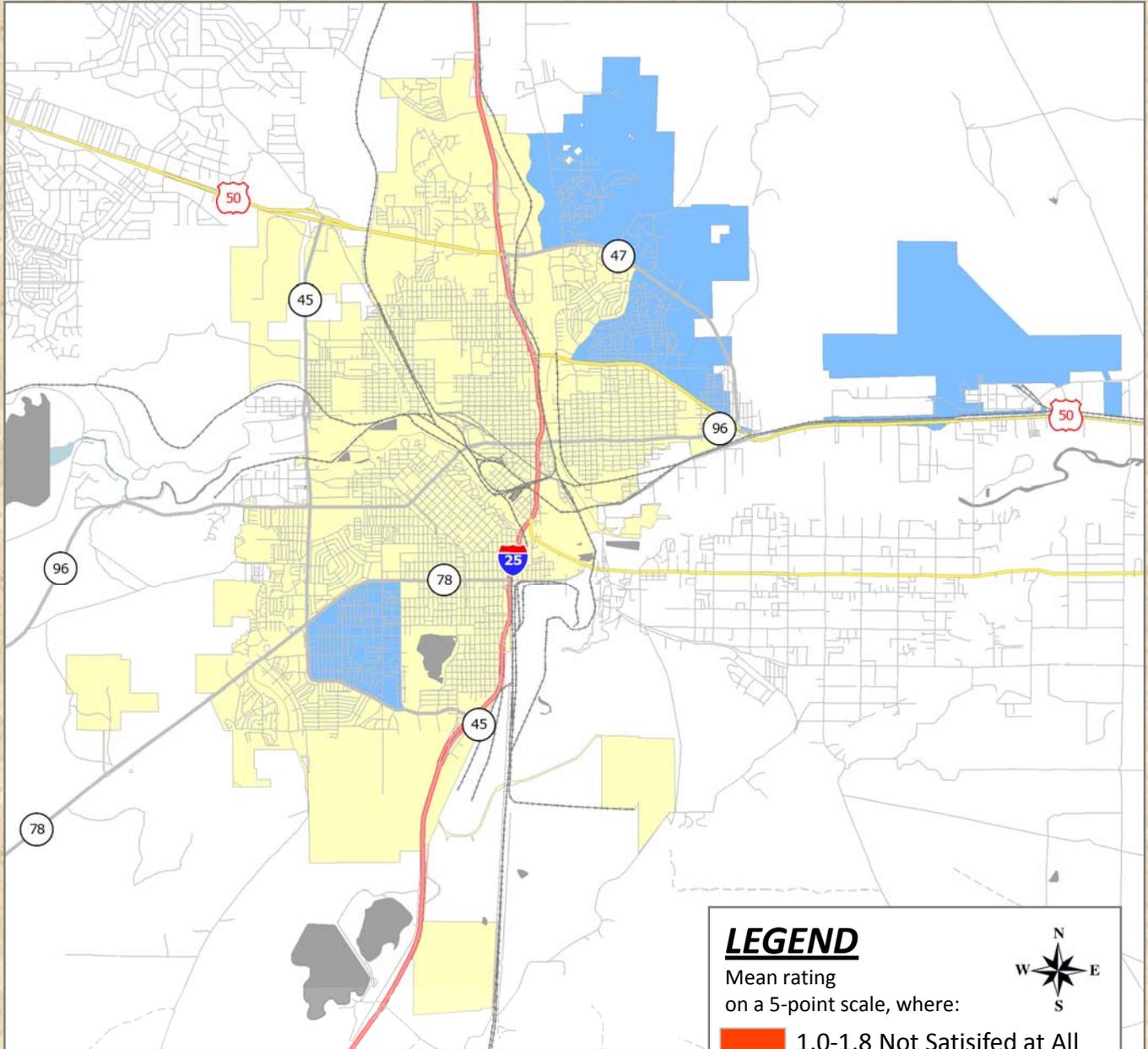
# Q13o El Centro del Quinto Sol Recreation.



## 2010 City of Pueblo Community Survey

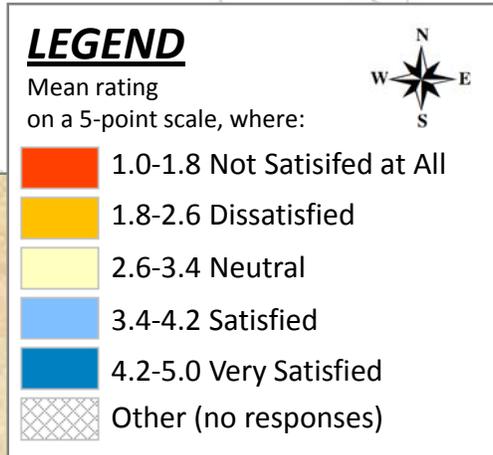
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q13p Diversity of recreation programs.

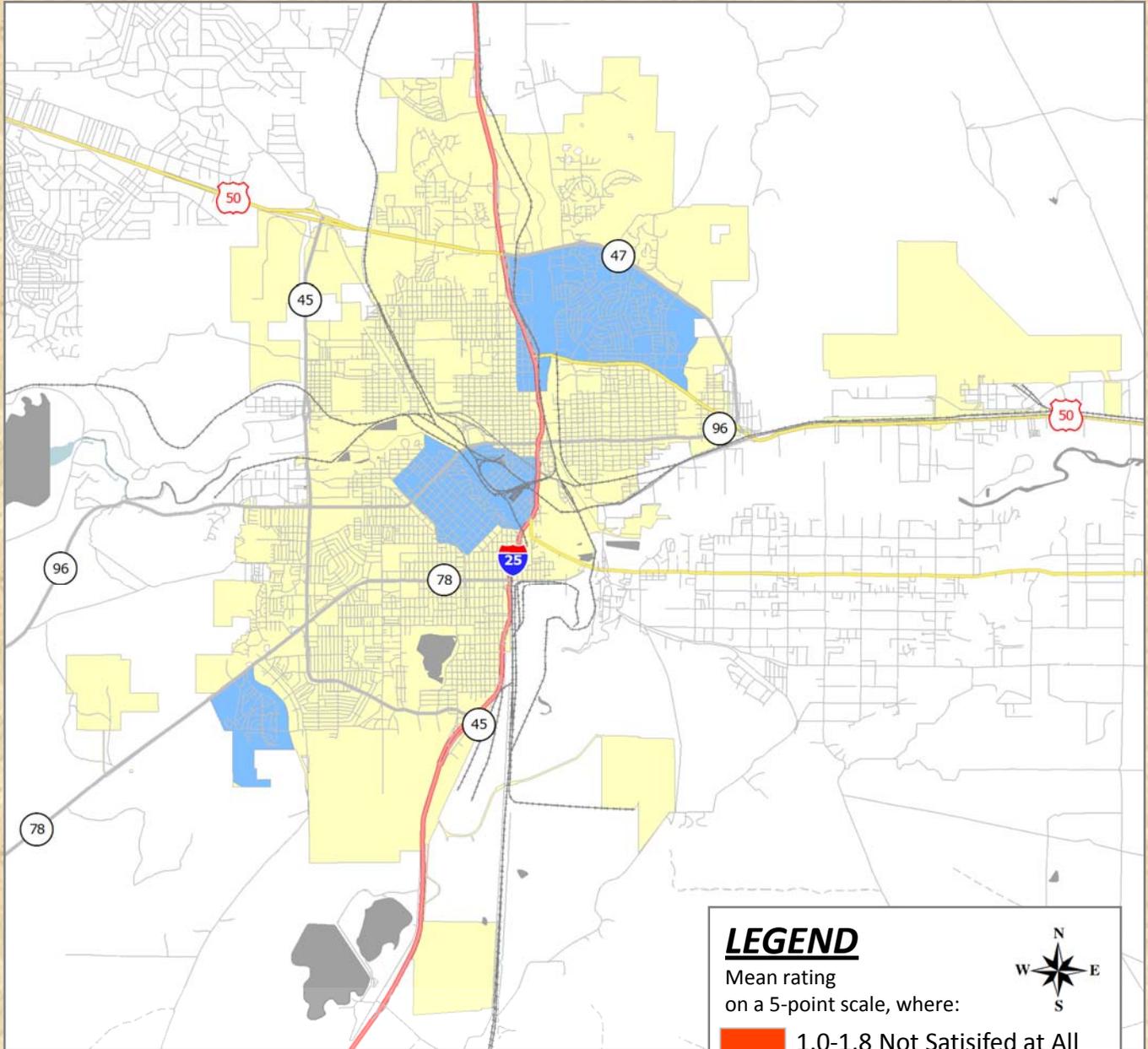


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

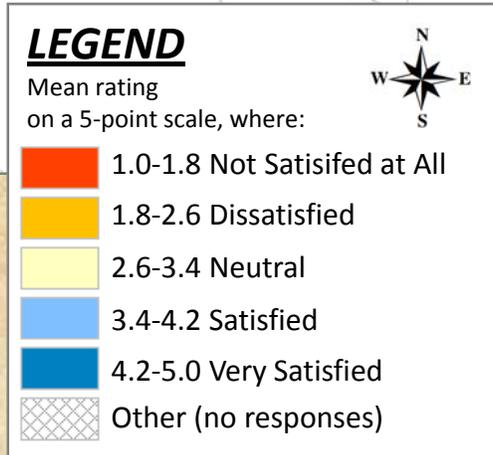


# Q13q Motorsports activities.

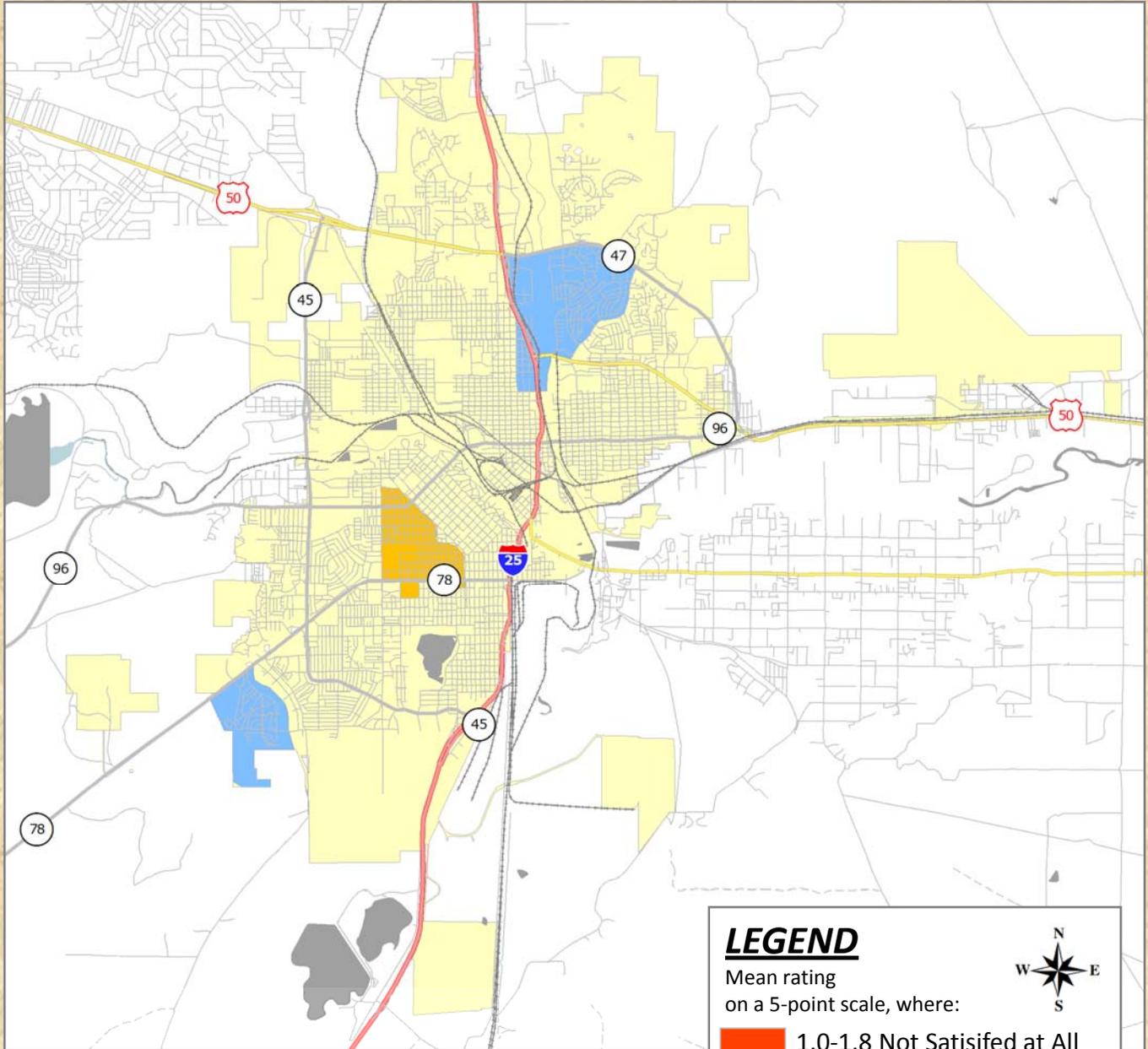


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



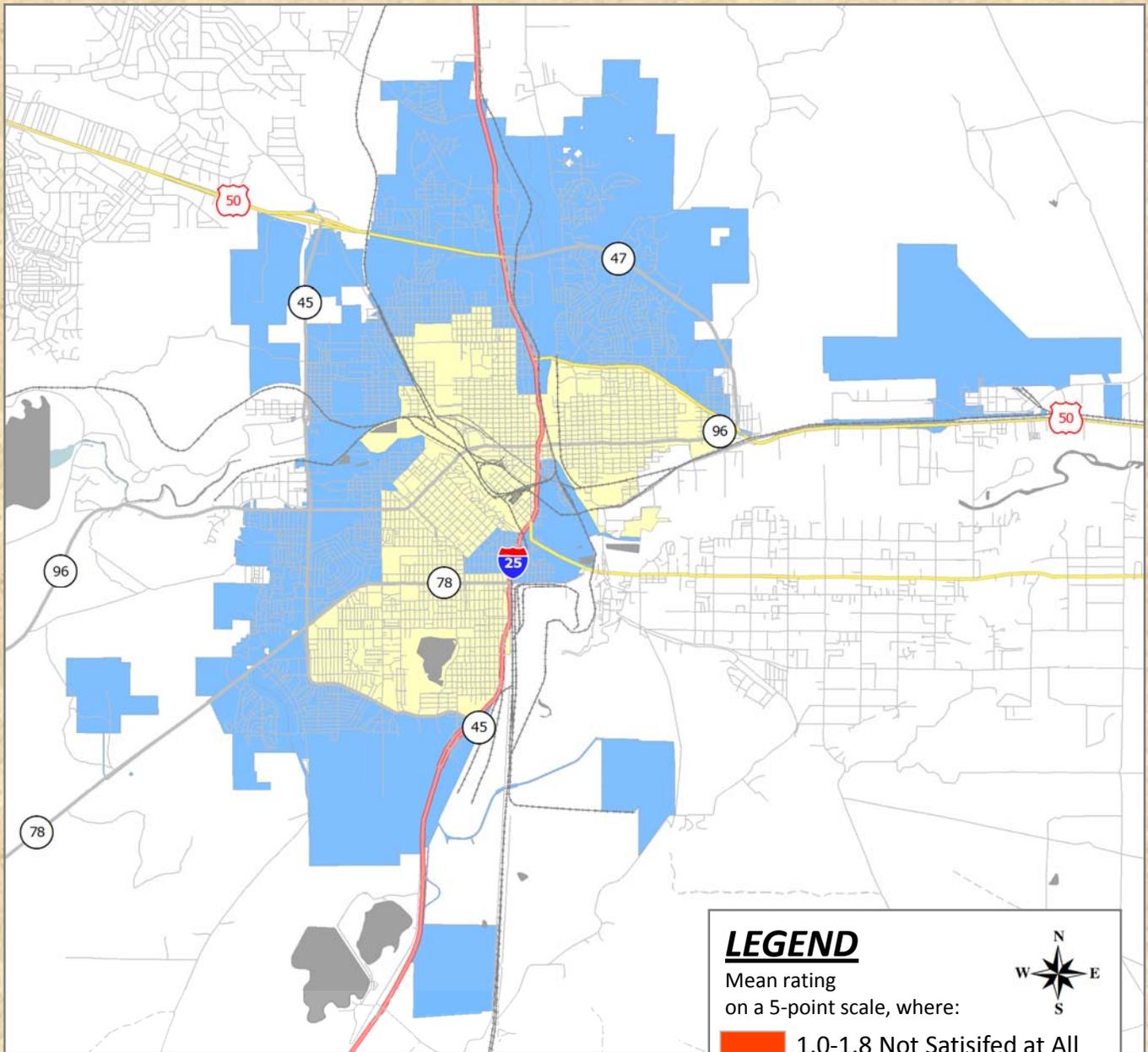
# Q18a Drainage of rain water off city streets.



## 2010 City of Pueblo Community Survey

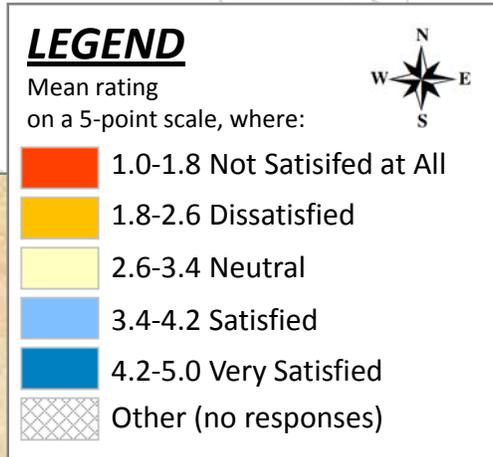
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q18b Drainage of rain water off property next to your residence.

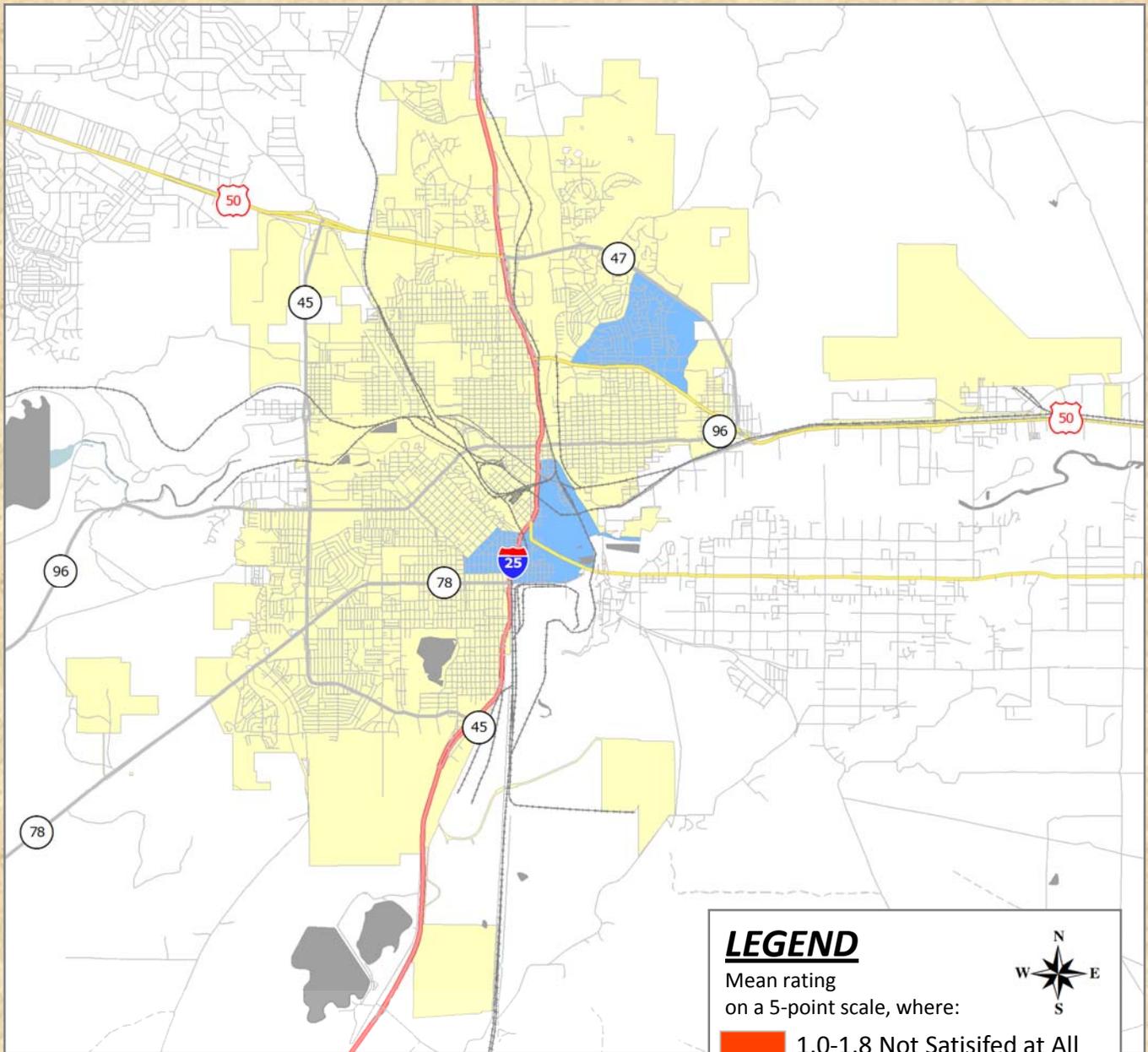


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q18c Response to emergency calls.



## 2010 City of Pueblo Community Survey

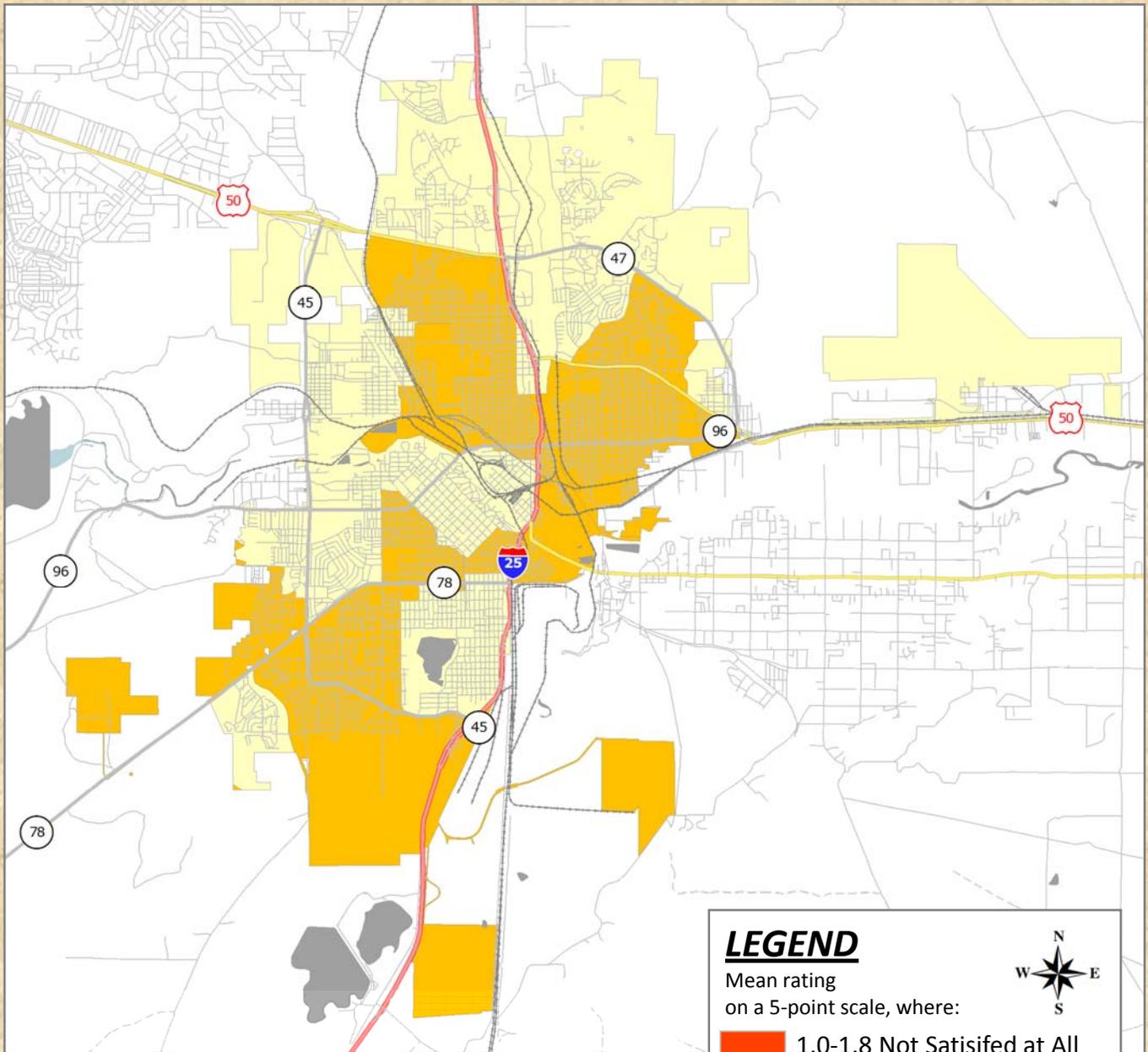
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

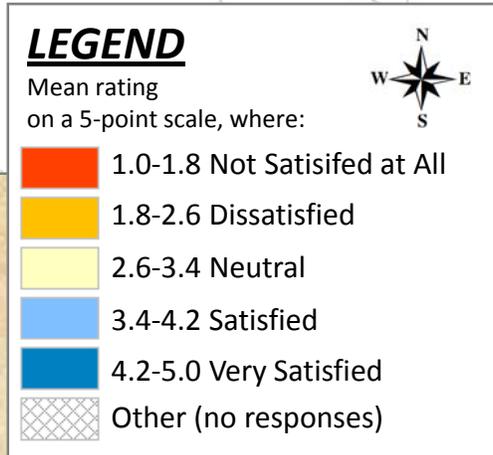


# Q19a Maintenance of City streets.

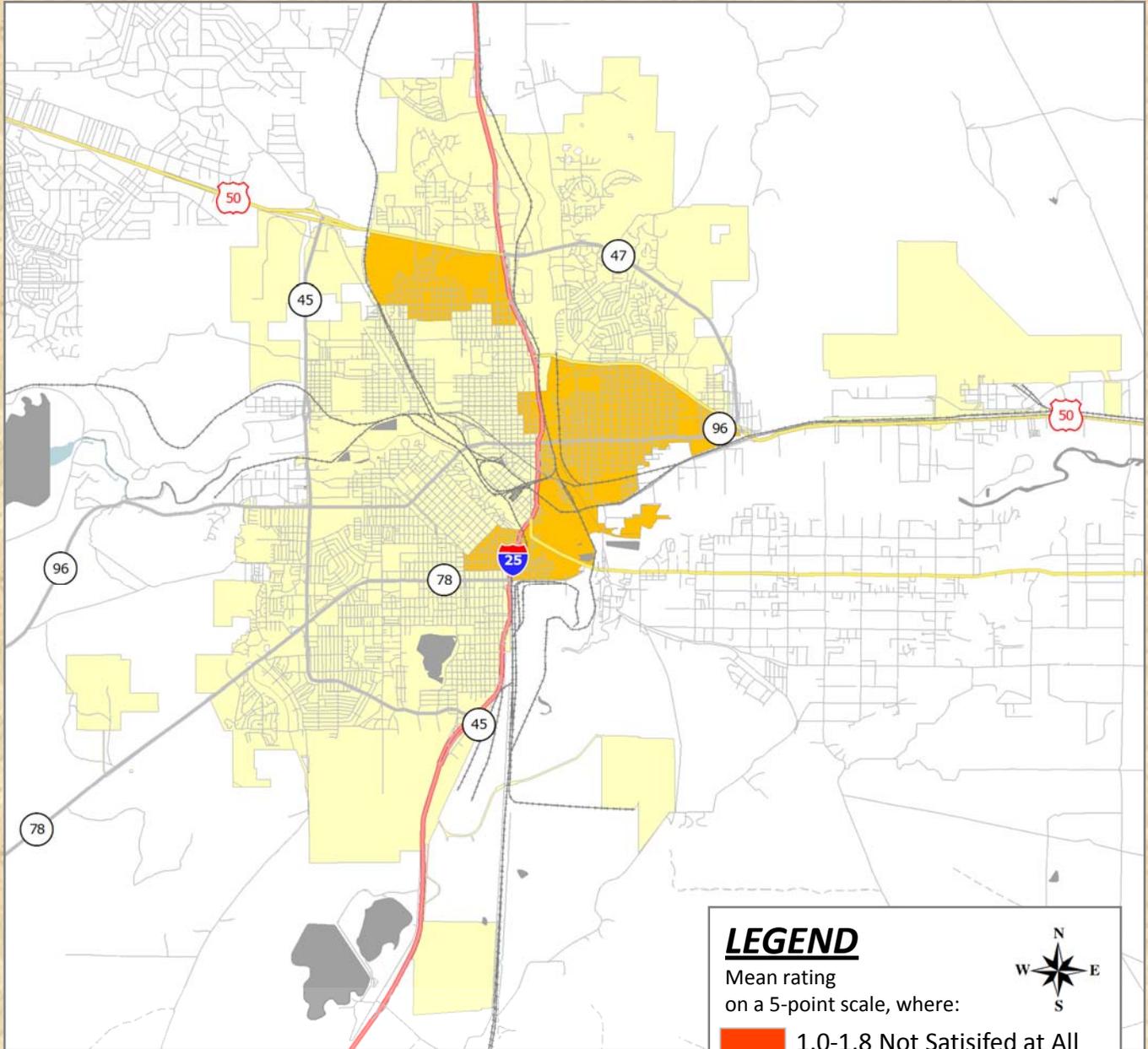


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q19b Maintenance of streets in your neighborhood.



## 2010 City of Pueblo Community Survey

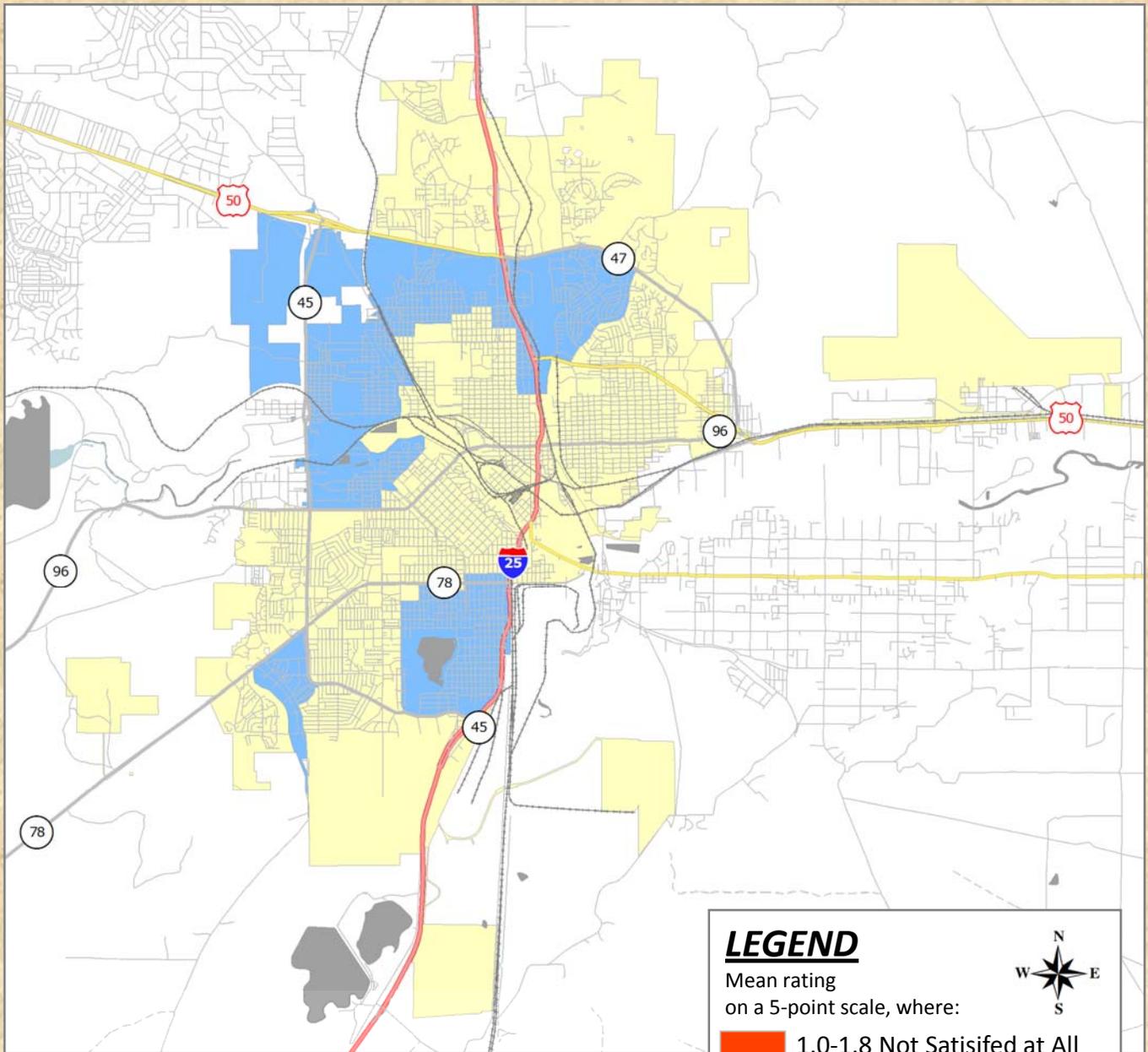
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



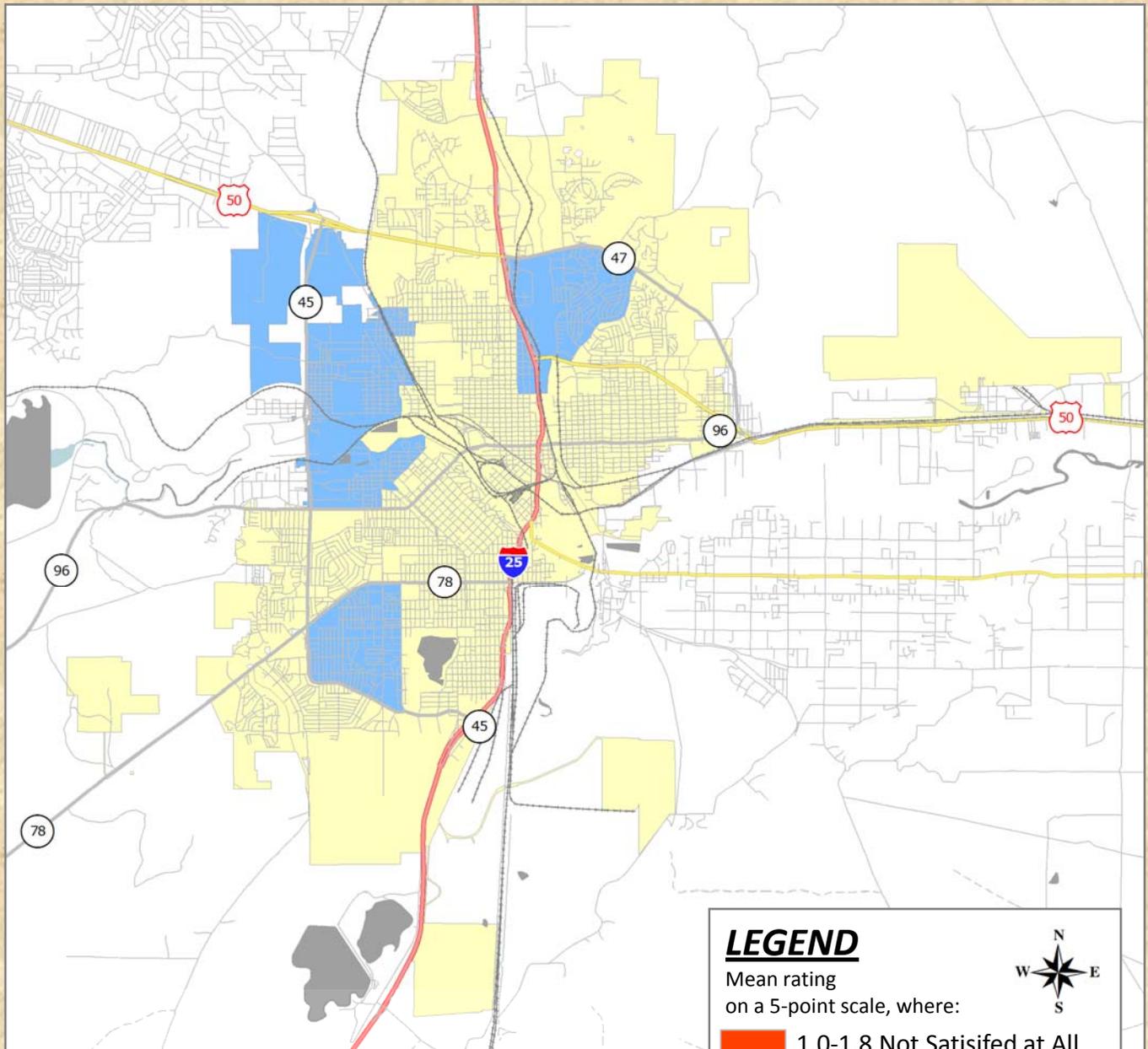
# Q19c Maintenance of traffic signals.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

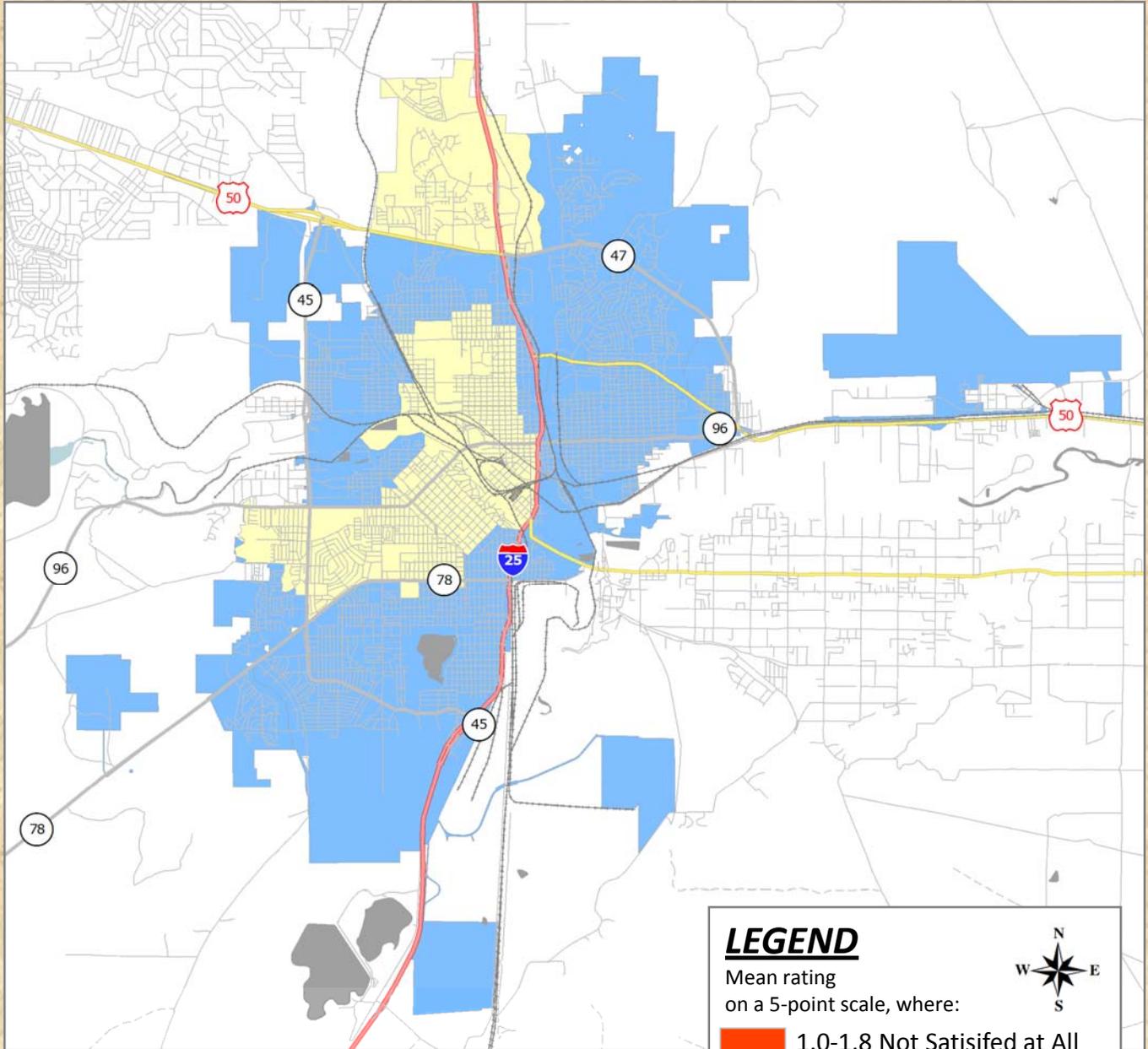
# Q19d Maintenance of street signs and pavement markings.



## 2010 City of Pueblo Community Survey

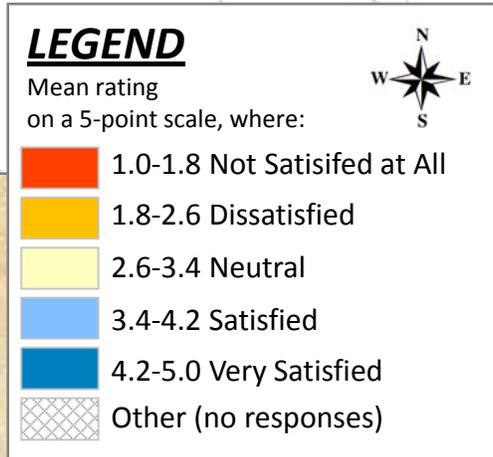
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q19e Preservation of historic areas.

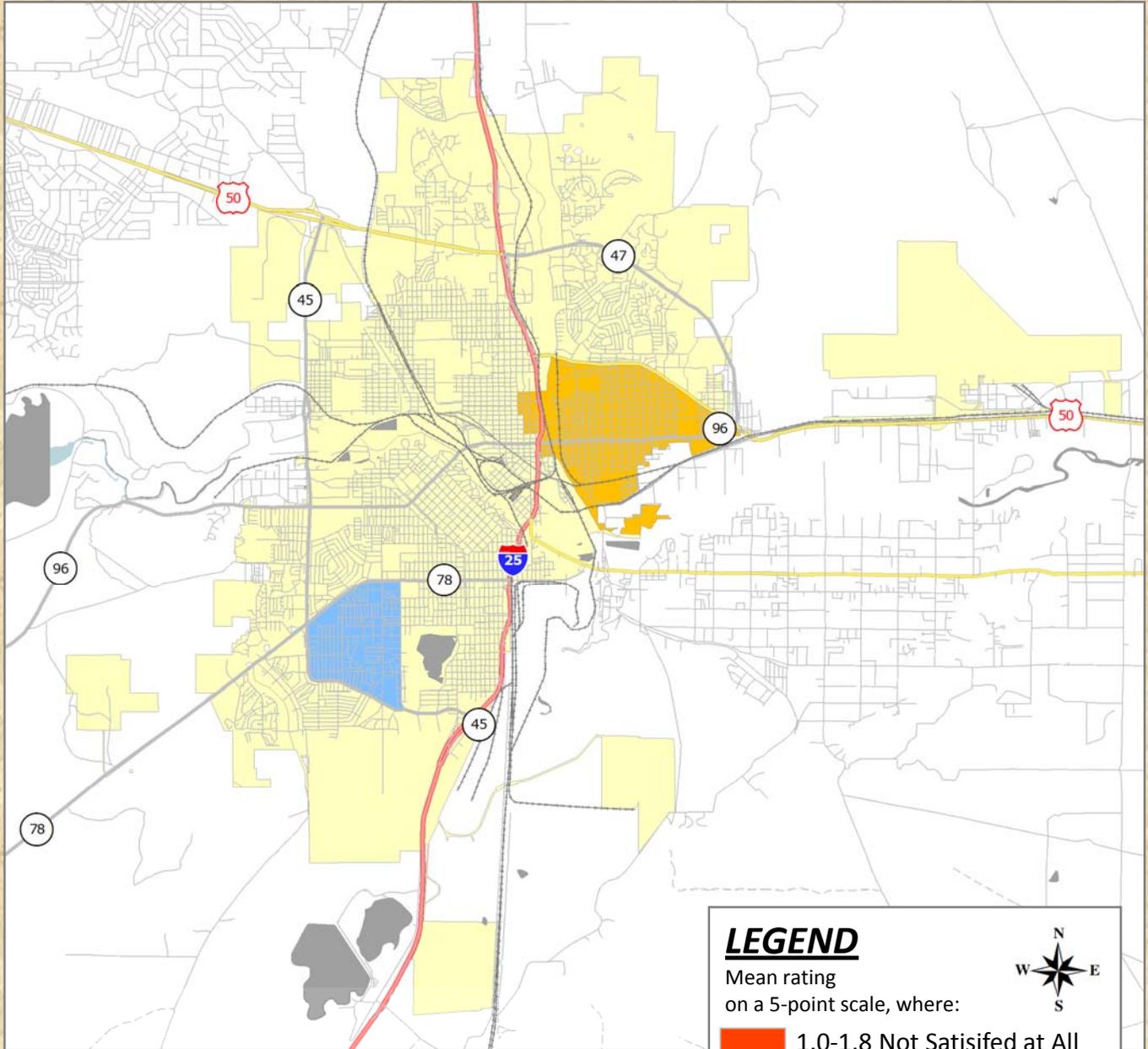


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

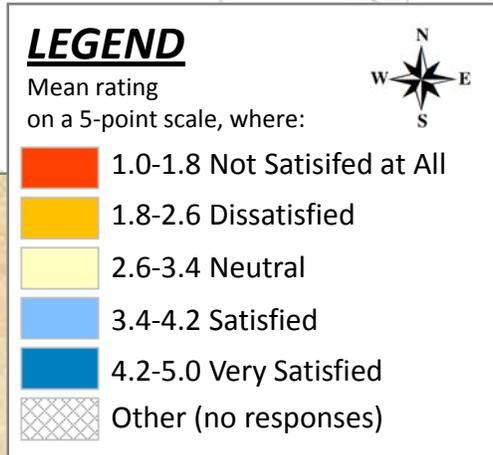


# Q19f Cleanliness of city streets and other public areas.

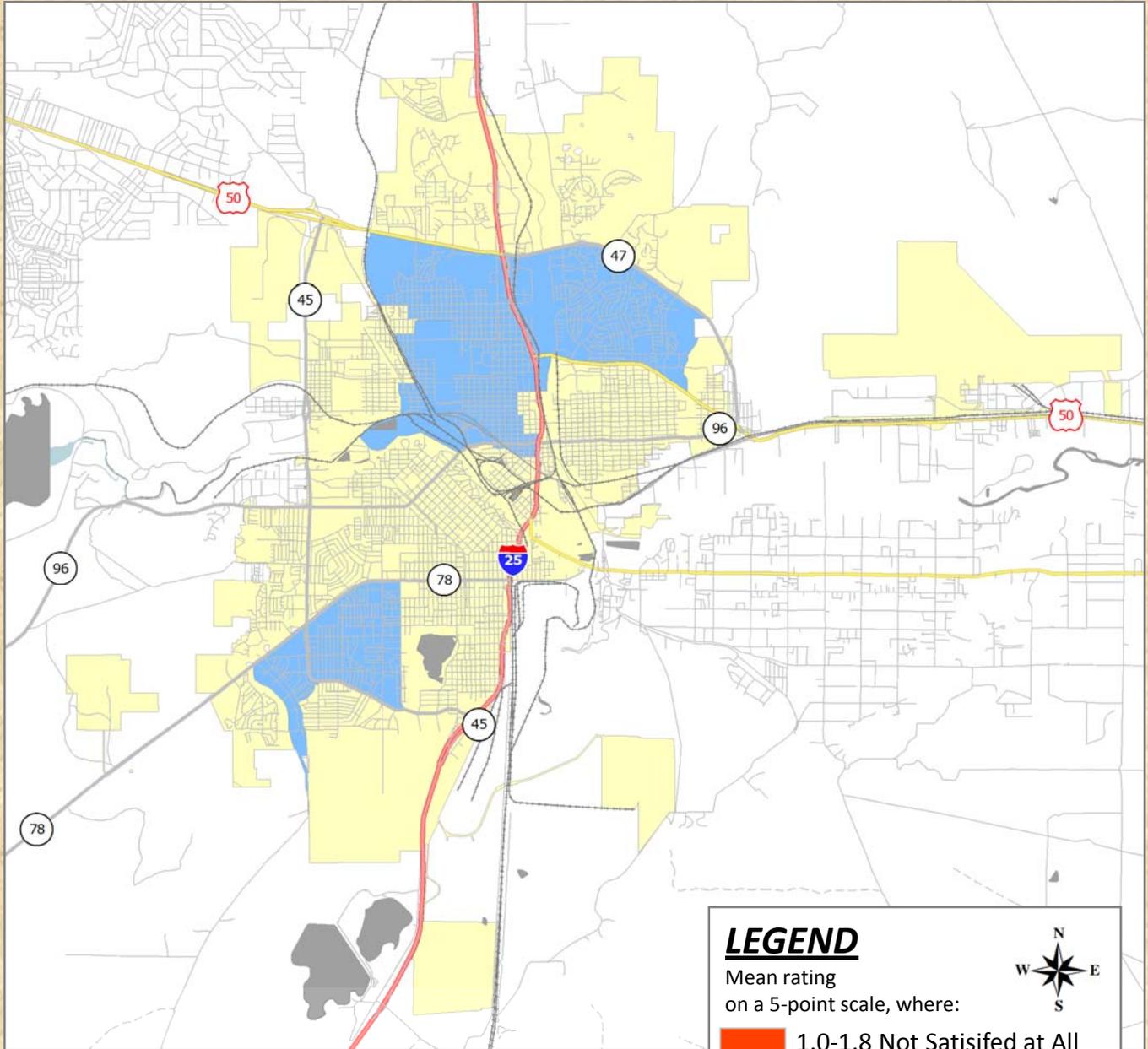


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q19g Adequacy of street lighting.



## 2010 City of Pueblo Community Survey

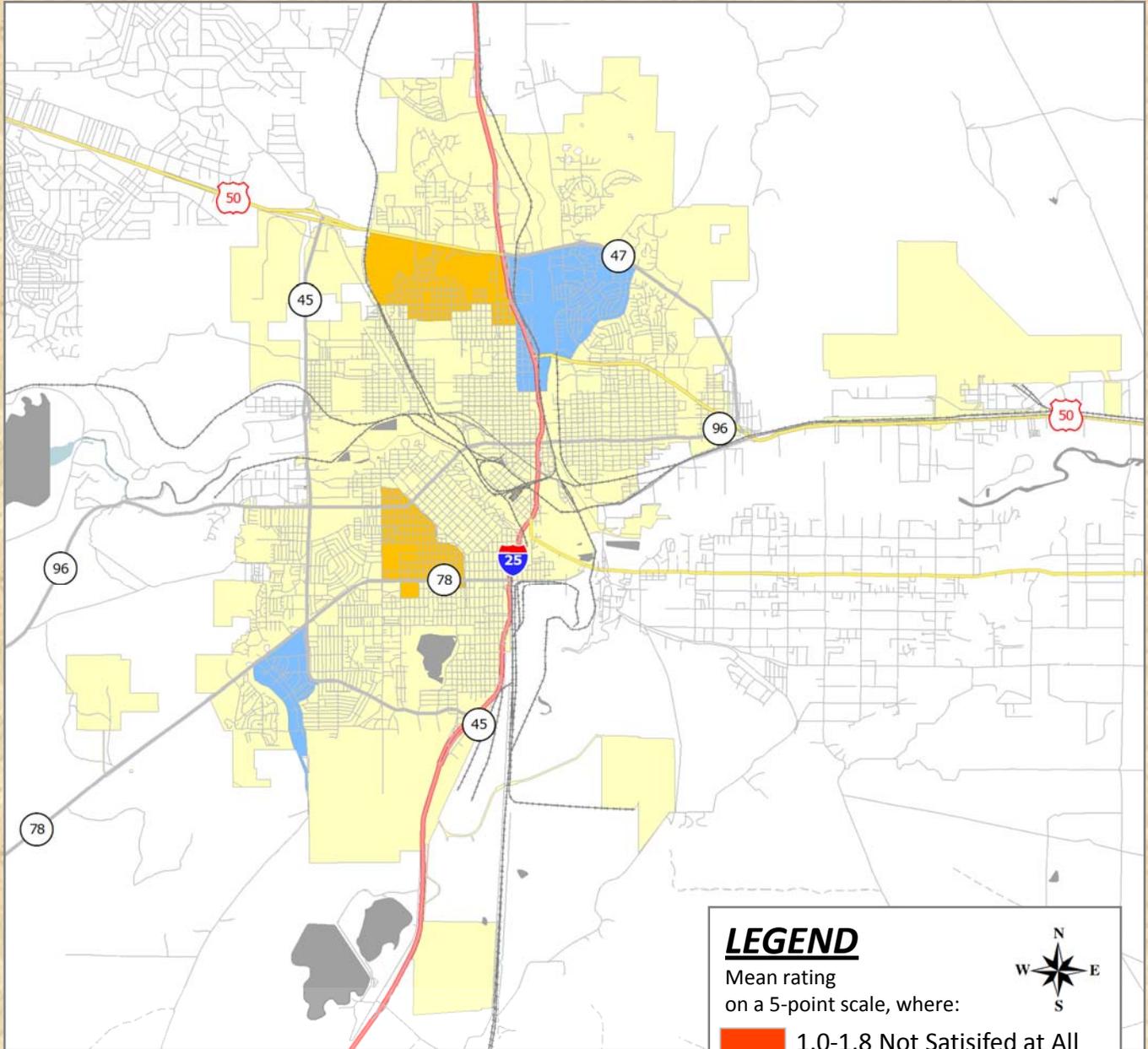
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)



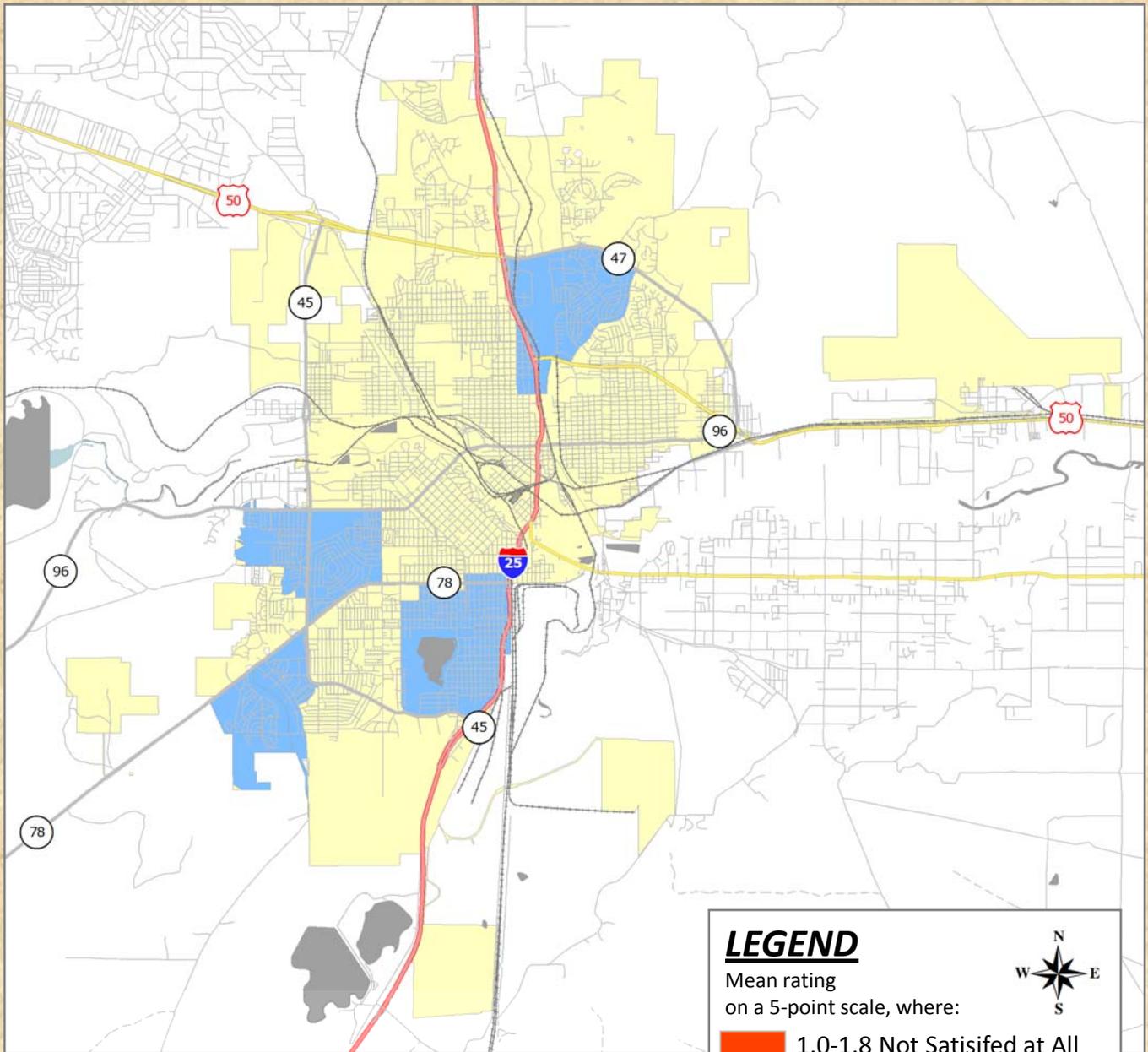
# Q19h Condition of City sidewalks.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

# Q19i Availability of sidewalks.



## 2010 City of Pueblo Community Survey

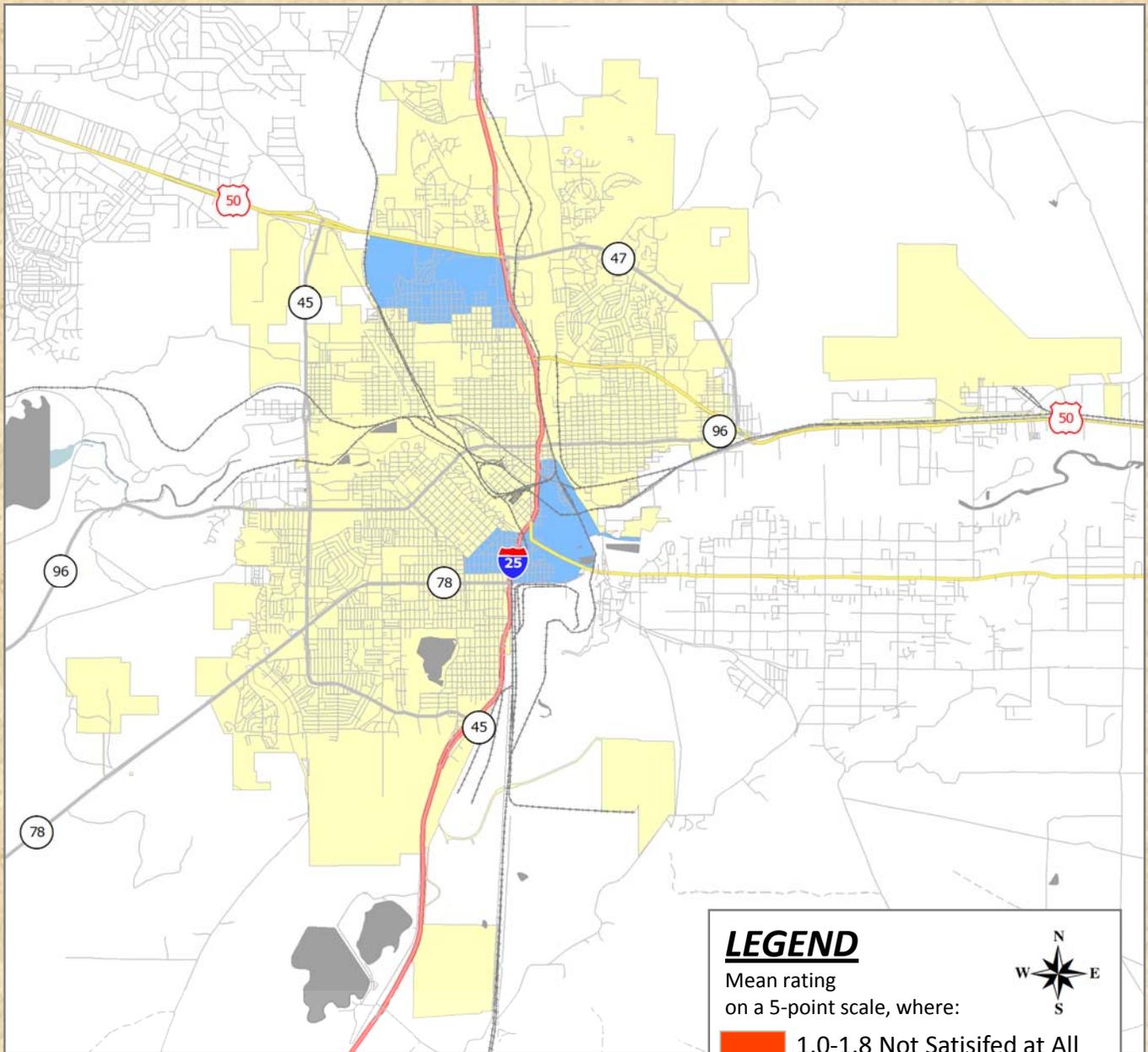
. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 5-point scale, where:

	1.0-1.8 Not Satisfied at All
	1.8-2.6 Dissatisfied
	2.6-3.4 Neutral
	3.4-4.2 Satisfied
	4.2-5.0 Very Satisfied
	Other (no responses)

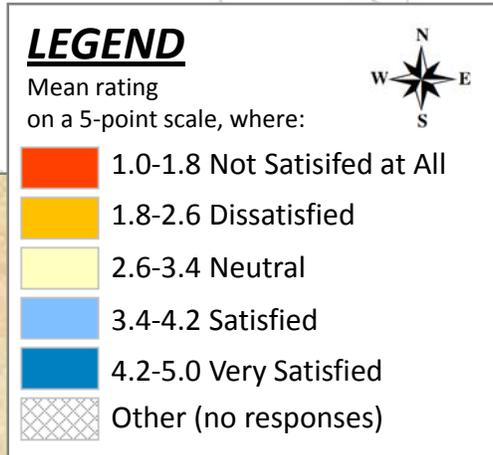


# Q19j Landscaping and appearance of public areas.

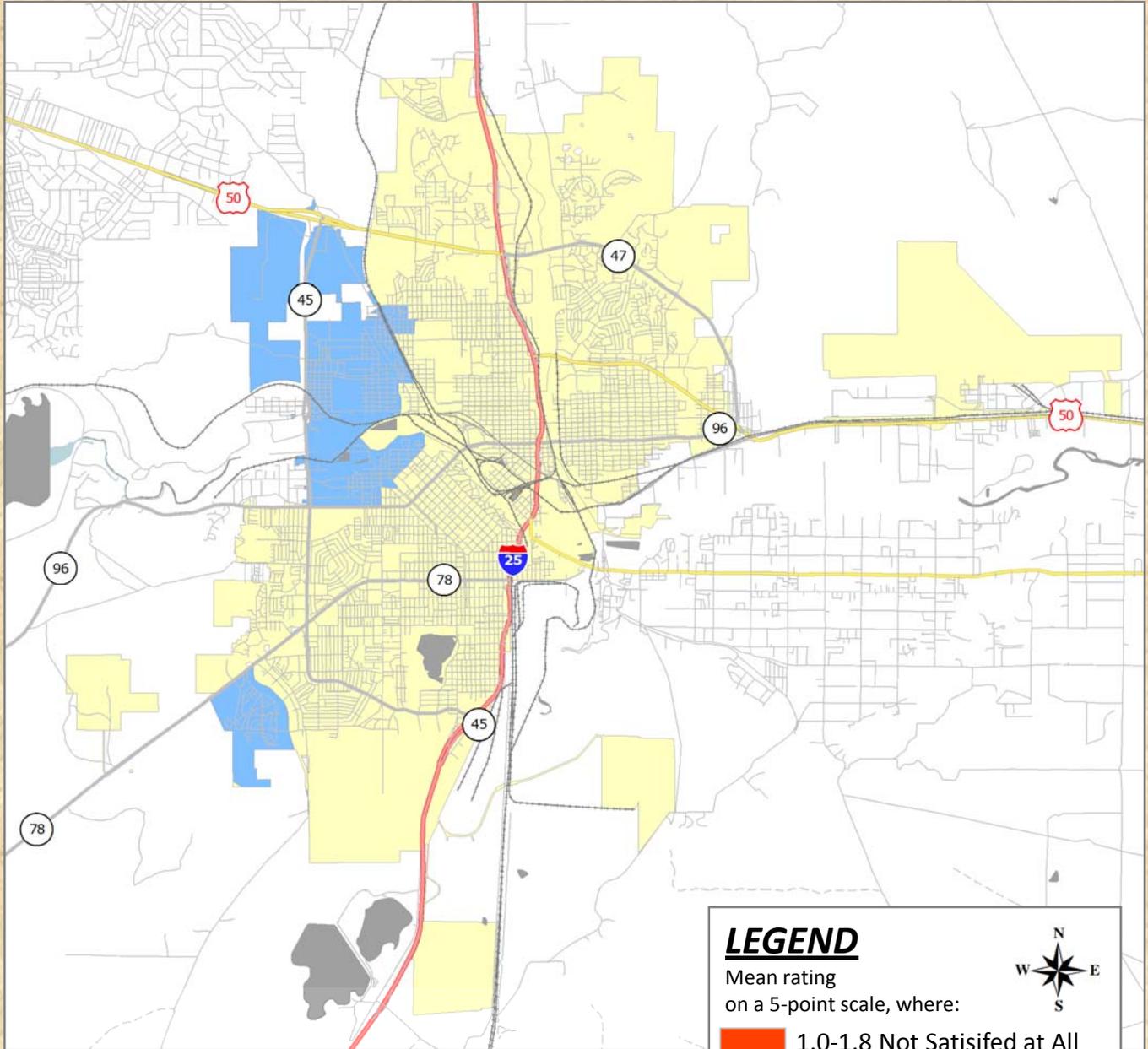


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

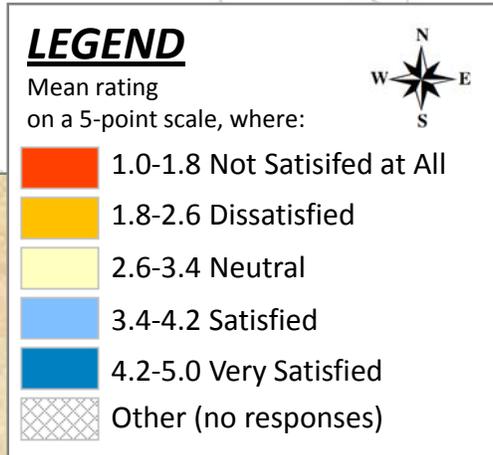


# Q19k Street sweeping service.

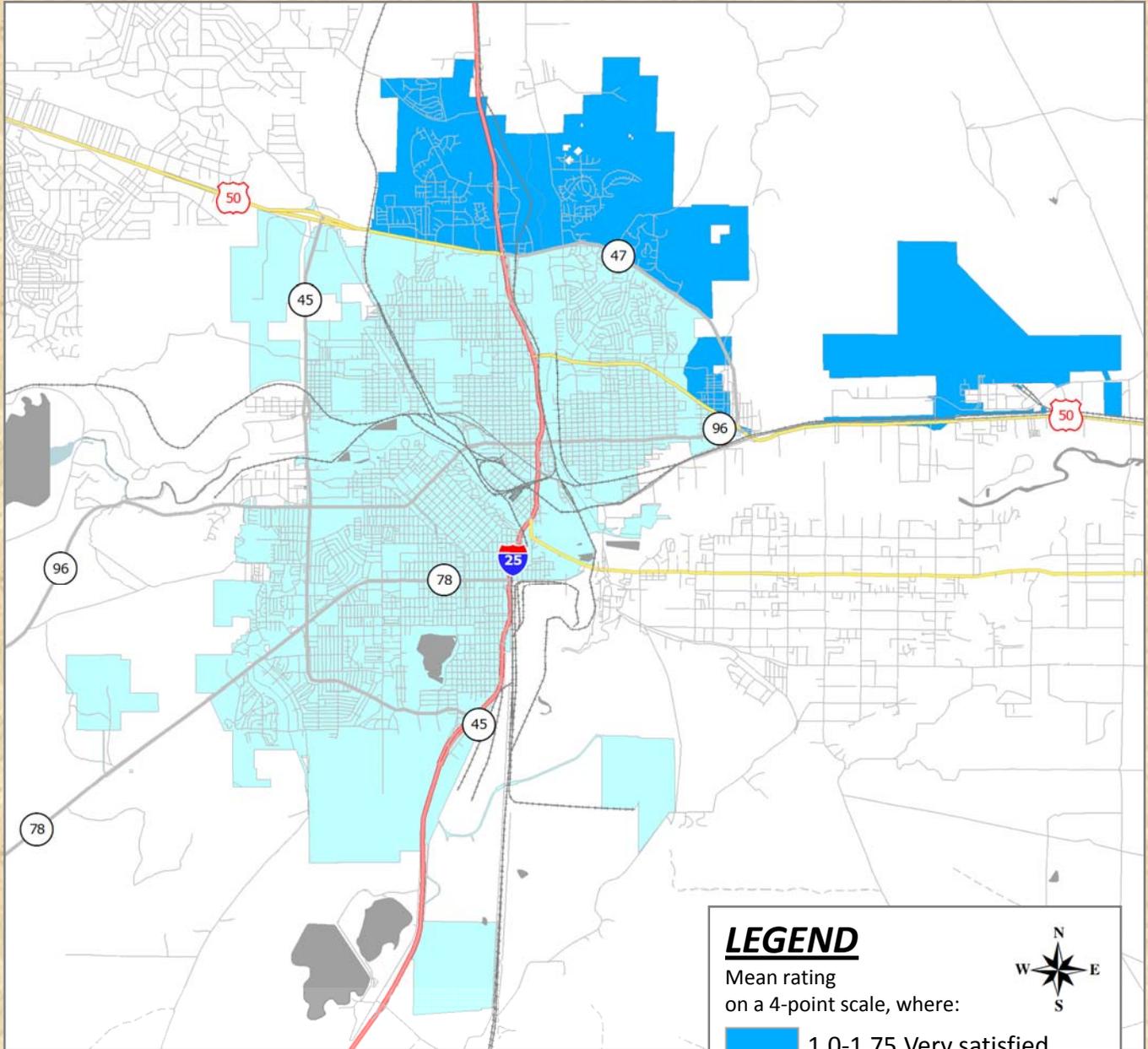


## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution



# Q29 Satisfaction with resident trash service.



## 2010 City of Pueblo Community Survey

. Shading reflects the mean rating for all respondents by Census Block Group.  
\*Selected CBGs were merged based on respondent distribution

**LEGEND**  
Mean rating  
on a 4-point scale, where:

	1.0-1.75 Very satisfied
	1.75-2.5 Satisfied
	2.5-3.25 Neutral
	3.25-4.0 Dissatisfied
	Other (no responses)



**Section 5:**  
***Tabular Data***

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## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q1. OVERALL SATISFACTION WITH CITY SERVICES. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below.**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q1a Quality of Police services	10.9%	52.1%	21.3%	9.4%	2.7%	3.6%
Q1b Quality of City Parks & Recreation	9.0%	44.8%	25.4%	13.3%	3.6%	3.9%
Q1c Maintenance of City streets	1.9%	16.9%	22.5%	36.8%	20.8%	1.0%
Q1d Maintenance of City buildings	6.5%	41.2%	35.4%	6.8%	2.9%	7.3%
Q1e Enforcement of City codes	5.3%	28.8%	32.0%	16.2%	10.9%	6.8%
Q1f Customer service from City employees	10.7%	39.7%	29.8%	8.7%	4.1%	7.0%
Q1g Fire and Emergency Medical Services	28.1%	50.1%	12.3%	1.2%	1.0%	7.3%
Q1h Effectiveness of City communication	6.5%	31.5%	36.3%	15.5%	5.3%	4.8%
Q1i City stormwater runoff/management	5.1%	35.1%	25.9%	17.2%	9.2%	7.5%
Q1j Flow of traffic and congestion	6.5%	35.4%	28.8%	17.9%	8.5%	2.9%
Q1k Sanitary sewer/wastewater management	8.7%	45.3%	27.8%	7.3%	4.6%	6.3%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q1. OVERALL SATISFACTION WITH CITY SERVICES. Using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied," please rate your satisfaction with each of the services listed below. (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q1a Quality of Police services	11.3%	54.0%	22.1%	9.8%	2.8%
Q1b Quality of City Parks & Recreation	9.3%	46.6%	26.4%	13.9%	3.8%
Q1c Maintenance of City streets	2.0%	17.1%	22.7%	37.2%	21.0%
Q1d Maintenance of City buildings	7.0%	44.4%	38.1%	7.3%	3.1%
Q1e Enforcement of City codes	5.7%	30.9%	34.3%	17.4%	11.7%
Q1f Customer service from City employees	11.5%	42.7%	32.0%	9.4%	4.4%
Q1g Fire and Emergency Medical Services	30.3%	54.0%	13.3%	1.3%	1.0%
Q1h Effectiveness of City communication	6.9%	33.1%	38.2%	16.3%	5.6%
Q1i City stormwater runoff/management	5.5%	38.0%	28.0%	18.6%	9.9%
Q1j Flow of traffic and congestion	6.7%	36.4%	29.7%	18.5%	8.7%
Q1k Sanitary sewer/wastewater management	9.3%	48.3%	29.7%	7.8%	4.9%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	93	22.5 %
B=Overall quality of City parks and recreation programs and facilities	29	7.0 %
C=Overall maintenance of City streets	154	37.3 %
D=Overall maintenance of City buildings and facilities	5	1.2 %
E=Overall enforcement City codes and ordinances	20	4.8 %
F=Overall quality of customer service you receive from City employees	10	2.4 %
G=Overall quality of fire and Emergency Medical Services	9	2.2 %
H=Overall effectiveness of City communication with the public	12	2.9 %
I=Overall quality of the City's stormwater runoff/stormwater management system	13	3.1 %
J=Overall flow of traffic and congestion management in the City	22	5.3 %
K=Overall quality of sanitary sewer/wastewater management system	5	1.2 %
Z=None Chosen	41	9.9 %
Total	413	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 2nd Most</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	27	6.5 %
B=Overall quality of City parks and recreation programs and facilities	39	9.4 %
C=Overall maintenance of City streets	80	19.4 %
D=Overall maintenance of City buildings and facilities	11	2.7 %
E=Overall enforcement City codes and ordinances	51	12.3 %
F=Overall quality of customer service you receive from City employees	8	1.9 %
G=Overall quality of fire and Emergency Medical Services	28	6.8 %
H=Overall effectiveness of City communication with the public	21	5.1 %
I=Overall quality of the City's stormwater runoff/stormwater management system	38	9.2 %
J=Overall flow of traffic and congestion management in the City	42	10.2 %
K=Overall quality of sanitary sewer/wastewater management system	16	3.9 %
Z=None Chosen	52	12.6 %
Total	413	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q2 3rd Most</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	29	7.0 %
B=Overall quality of City parks and recreation programs and facilities	28	6.8 %
C=Overall maintenance of City streets	38	9.2 %
D=Overall maintenance of City buildings and facilities	9	2.2 %
E=Overall enforcement City codes and ordinances	27	6.5 %
F=Overall quality of customer service you receive from City employees	13	3.1 %
G=Overall quality of fire and Emergency Medical Services	18	4.4 %
H=Overall effectiveness of City communication with the public	44	10.7 %
I=Overall quality of the City's stormwater runoff/stormwater management system	42	10.2 %
J=Overall flow of traffic and congestion management in the City	59	14.3 %
K=Overall quality of sanitary sewer/wastewater management system	30	7.3 %
Z=None Chosen	76	18.4 %
Total	413	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q2. Which THREE of these items do you think should receive the most emphasis from City leaders over the next TWO Years? (Top 3)**

<u>Q2 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of police services	149	36.1 %
B=Overall quality of City parks and recreation programs and facilities	96	23.2 %
C=Overall maintenance of City streets	272	65.9 %
D=Overall maintenance of City buildings and facilities	25	6.1 %
E=Overall enforcement City codes and ordinances	98	23.7 %
F=Overall quality of customer service you receive from City employees	31	7.5 %
G=Overall quality of fire and Emergency Medical Services	55	13.3 %
H=Overall effectiveness of City communication with the public	77	18.6 %
I=Overall quality of the City's stormwater runoff/stormwater management system	93	22.5 %
J=Overall flow of traffic and congestion management in the City	123	29.8 %
K=Overall quality of sanitary sewer/wastewater management system	51	12.3 %
Z=None Chosen	41	9.9 %
Total	1111	

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q3. Several items that may influence your perception of the City of Pueblo are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."**

(N=413)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1	Don't know 9
Q3a Quality service provided the City	5.1%	46.7%	32.0%	10.4%	1.9%	3.9%
Q3b Value received for your taxes	3.6%	30.0%	33.2%	21.3%	9.0%	2.9%
Q3c Image of the City	7.5%	38.3%	28.6%	15.7%	8.0%	1.9%
Q3d How well City is planning growth	4.1%	28.8%	31.0%	22.3%	9.2%	4.6%
Q3e How well City is managing redevelop	5.1%	28.8%	33.7%	17.2%	10.2%	5.1%
Q3f Quality of life in the City	13.1%	47.5%	25.2%	9.9%	3.9%	0.5%
Q3g Feeling of safety in the City	9.0%	33.7%	30.5%	17.9%	8.0%	1.0%
Q3h New development in the City	7.3%	33.7%	32.2%	15.7%	7.3%	3.9%
Q3i As a place to retire	16.0%	36.8%	28.3%	8.0%	7.5%	3.4%
Q3j Overall appearance of the City	6.3%	32.9%	29.3%	20.3%	9.9%	1.2%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q3. Several items that may influence your perception of the City of Pueblo are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor." (without don't know)**

(N=413)

	Excellent 5	Good 4	Neutral 3	Below Average 2	Poor 1
Q3a Quality service provided the City	5.3%	48.6%	33.2%	10.8%	2.0%
Q3b Value received for your taxes	3.7%	30.9%	34.2%	21.9%	9.2%
Q3c Image of the City	7.7%	39.0%	29.1%	16.0%	8.1%
Q3d How well City is planning growth	4.3%	30.2%	32.5%	23.4%	9.6%
Q3e How well City is managing redevelop	5.4%	30.4%	35.5%	18.1%	10.7%
Q3f Quality of life in the City	13.1%	47.7%	25.3%	10.0%	3.9%
Q3g Feeling of safety in the City	9.0%	34.0%	30.8%	18.1%	8.1%
Q3h New development in the City	7.6%	35.0%	33.5%	16.4%	7.6%
Q3i As a place to retire	16.5%	38.1%	29.3%	8.3%	7.8%
Q3j Overall appearance of the City	6.4%	33.3%	29.7%	20.6%	10.0%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q4a Quality of police protection	9.0%	46.5%	23.5%	13.1%	4.6%	3.4%
Q4b Visibility of police in neighborhood	5.3%	34.9%	29.3%	20.1%	7.7%	2.7%
Q4c City's efforts to prevent crime	5.6%	34.1%	32.0%	16.7%	7.5%	4.1%
Q4d Police response to emergencies	6.8%	31.2%	29.8%	14.8%	5.8%	11.6%
Q4e Enforcement of local traffic laws	5.3%	36.6%	25.7%	13.3%	10.9%	8.2%
Q4f Police safety education programs	7.7%	28.1%	37.0%	6.5%	4.1%	16.5%
Q4g Local fire protection	20.3%	51.6%	19.9%	0.5%	0.7%	7.0%
Q4h Location of fire stations	22.3%	53.5%	17.4%	1.2%	1.0%	4.6%
Q4i Fire dept/EMS response to emergency	24.0%	44.6%	17.4%	1.5%	0.2%	12.3%
Q4j Fire safety education programs	10.9%	33.2%	32.4%	3.9%	1.2%	18.4%
Q4k Quality of animal control	7.1%	29.0%	28.2%	18.2%	10.2%	7.3%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q4. PUBLIC SAFETY. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q4a Quality of police protection	9.3%	48.1%	24.3%	13.5%	4.8%
Q4b Visibility of police in neighborhood	5.5%	35.8%	30.1%	20.6%	8.0%
Q4c City's efforts to prevent crime	5.8%	35.6%	33.3%	17.4%	7.8%
Q4d Police response to emergencies	7.7%	35.3%	33.7%	16.7%	6.6%
Q4e Enforcement of local traffic laws	5.8%	39.8%	28.0%	14.5%	11.9%
Q4f Police safety education programs	9.3%	33.6%	44.3%	7.8%	4.9%
Q4g Local fire protection	21.9%	55.5%	21.4%	0.5%	0.8%
Q4h Location of fire stations	23.4%	56.1%	18.3%	1.3%	1.0%
Q4i Fire dept/EMS response to emergency	27.3%	50.8%	19.9%	1.7%	0.3%
Q4j Fire safety education programs	13.4%	40.7%	39.8%	4.7%	1.5%
Q4k Quality of animal control	7.6%	31.2%	30.4%	19.7%	11.0%

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5 1st Public Safety</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	80	19.4 %
B=Visibility of police in neighborhoods	68	16.5 %
C=The City's efforts to prevent crime	84	20.3 %
D=How quickly police respond to emergencies	31	7.5 %
E=Enforcement of local traffic laws	31	7.5 %
F=Police safety education programs	12	2.9 %
G=Overall quality of local fire protection	5	1.2 %
I=How quickly fire department/emergency services personnel respond to emergencies	5	1.2 %
J=Fire safety education programs	7	1.7 %
K=Quality of animal control	37	9.0 %
Z=None Chosen	53	12.8 %
Total	413	100.0 %

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5 2nd Safety</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	32	7.7 %
B=Visibility of police in neighborhoods	67	16.2 %
C=The City's efforts to prevent crime	68	16.5 %
D=How quickly police respond to emergencies	40	9.7 %
E=Enforcement of local traffic laws	33	8.0 %
F=Police safety education programs	28	6.8 %
G=Overall quality of local fire protection	13	3.1 %
H=Location of fire stations	5	1.2 %
I=How quickly fire department/emergency services personnel respond to emergencies	10	2.4 %
J=Fire safety education programs	12	2.9 %
K=Quality of animal control	33	8.0 %
Z=None Chosen	72	17.4 %
Total	413	100.0 %

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q5 3rd Safety</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	33	8.0 %
B=Visibility of police in neighborhoods	29	7.0 %
C=The City's efforts to prevent crime	49	11.9 %
D=How quickly police respond to emergencies	38	9.2 %
E=Enforcement of local traffic laws	33	8.0 %
F=Police safety education programs	19	4.6 %
G=Overall quality of local fire protection	10	2.4 %
H=Location of fire stations	7	1.7 %
I=How quickly fire department/emergency services personnel respond to emergencies	16	3.9 %
J=Fire safety education programs	17	4.1 %
K=Quality of animal control	50	12.1 %
Z=None Chosen	112	27.1 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

**Q5. Which THREE of the public safety items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Top 3)**

<u>Q5 1st Public Safety</u>	<u>Number</u>	<u>Percent</u>
A=Overall quality of local police protection	145	35.1 %
B=Visibility of police in neighborhoods	164	39.7 %
C=The City's efforts to prevent crime	201	48.7 %
D=How quickly police respond to emergencies	109	26.4 %
E=Enforcement of local traffic laws	97	23.5 %
F=Police safety education programs	59	14.3 %
G=Overall quality of local fire protection	28	6.8 %
H=Location of fire stations	12	2.9 %
I=How quickly fire department/emergency services personnel respond to emergencies	31	7.5 %
J=Fire safety education programs	36	8.7 %
K=Quality of animal control	120	29.1 %
Z=None Chosen	53	12.8 %
<b>Total</b>	<b>1055</b>	

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q6. POLICE DEPARTMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q6a Pueblo Police Department performance	11.2%	46.4%	25.2%	8.7%	5.3%	3.2%
Q6b Competence of Pueblo Police personnel	9.4%	40.9%	28.6%	8.5%	5.6%	7.0%
Q6c Attitude/behavior of Police	9.0%	33.2%	30.3%	9.9%	10.9%	6.8%
Q6d Level of safety/security	10.4%	40.0%	27.6%	13.3%	6.3%	2.4%

**Q6. POLICE DEPARTMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q6a Pueblo Police Department performance	11.5%	47.9%	26.1%	9.0%	5.5%
Q6b Competence of Pueblo Police personnel	10.2%	44.0%	30.7%	9.1%	6.0%
Q6c Attitude/behavior of Police	9.6%	35.6%	32.5%	10.6%	11.7%
Q6d Level of safety/security	10.7%	40.9%	28.3%	13.6%	6.5%

**2010 Pueblo, Colorado DirectionFinder® Survey Results**

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**Q8. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q8a Overall performance of Fire/EMS	29.8%	49.9%	13.1%	0.7%	0.2%	6.3%
Q8b Competence of Fire/EMS personnel	30.5%	45.0%	13.8%	0.5%	0.7%	9.4%
Q8c Attitude of Fire/EMS personnel	31.0%	45.0%	12.6%	1.9%	0.2%	9.2%

**Q8. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q8a Overall performance of Fire/EMS	31.8%	53.2%	14.0%	0.8%	0.3%
Q8b Competence of Fire/EMS personnel	33.7%	49.7%	15.2%	0.5%	0.8%
Q8c Attitude of Fire/EMS personnel	34.1%	49.6%	13.9%	2.1%	0.3%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q10. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:**

(N=413)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1	Don't know 9
Q10a How safe feel in neighborhood-day	57.4%	34.4%	4.6%	1.9%	1.7%
Q10b In your neighborhood at night	29.8%	43.1%	19.4%	6.1%	1.7%
Q10c In certain areas of town day/night	5.8%	24.7%	38.3%	28.3%	2.9%
Q10d Along parks trails/river trails	8.7%	30.5%	32.7%	18.4%	9.7%

**Q10. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations: (without don't know)**

(N=413)

	Very Safe 4	Somewhat Safe 3	Somewhat Unsafe 2	Very Unsafe 1
Q10a How safe feel in neighborhood-day	58.4%	35.0%	4.7%	2.0%
Q10b In your neighborhood at night	30.3%	43.8%	19.7%	6.2%
Q10c In certain areas of town day/night	6.0%	25.4%	39.4%	29.2%
Q10d Along parks trails/river trails	9.7%	33.8%	36.2%	20.4%

**Q11. Are there any areas of town where you do not feel safe?**

<u>Q11 Areas of town you don't feel safe</u>	<u>Number</u>	<u>Percent</u>
1=Yes	285	69.0 %
2=No	85	20.6 %
9=Don't Know	43	10.4 %
Total	413	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11a. If there are areas of town where you do not feel safe, where are they?

Q11a Where do you not feel safe	Number	Percent
1100 BLOCK OF E 4TH ST	1	0.4 %
4TH ST	2	0.7 %
ALL EAST SIDE, BESSMER AT NIGHT	1	0.4 %
ALL OF PUEBLO	1	0.4 %
ANY AREA WHERE BARS ARE	1	0.4 %
AROUND CENTRAL HIGH & DOWNTOWN AREA	1	0.4 %
AT NIGHT MOST AREAS OF TOWN ARE UNSAFE	1	0.4 %
BESSEMER	2	0.7 %
BESSEMER, EAST SIDE	3	1.1 %
BESSEMER, EAST SIDE ALL OVER	1	0.4 %
BESSEMER, EAST SIDE AT NIGHT	1	0.4 %
BESSEMER, EAST SIDE, WEST SIDE	2	0.7 %
BESSEMER, EAST/WEST/EAST NORTHER	1	0.4 %
BESSEMER, EASTSIDE 900 BLK EAST OF ROUTT	1	0.4 %
BESSEMER, EASTSIDE NEAR 4TH ST	1	0.4 %
BESSEMER, LOWER EAST SIDE	1	0.4 %
BESSEMER. LAKE AVE	1	0.4 %
BESSEMER AFTER DARK, W SIDE BY WATER DEP	1	0.4 %
BESSEMER AND LOWER EAST SIDE AREAS	1	0.4 %
BESSEMER AND THE EAST SIDE	2	0.7 %
BESSEMER AREA	1	0.4 %
BESSERMER, EAST SIDE, DOWNTOWN	1	0.4 %
BIKE TRAILS EAST OF CITY PARK	1	0.4 %
BESSEMER, WEST SIDE, EAST SIDE	1	0.4 %
CITY PARKS	1	0.4 %
DEPT STORES LIKE WALMART IN THE NORTH	1	0.4 %
DOG PATCH, EAST SIDE	1	0.4 %
DOWNTOWN, EAST SIDE MALLS, RETAIL CENTER	1	0.4 %
DOWNTOWN EAST SIDE	1	0.4 %
E SIDE WHERE THE FOUNTAIN/RIVER CONNECT	1	0.4 %
EAST-WEST PUEBLO, BESSEMER	1	0.4 %
EAST	2	0.7 %
EAST & NORTHEAST (DOG PATCH)	1	0.4 %
EAST & SOUTH SIDE	1	0.4 %
EAST & WEST SIDE	2	0.7 %
EAST & WEST SIDE EVEN IN BESSEMER	1	0.4 %
EAST & WEST SIDE FURTHER WEST 17TH-20TH	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11a. If there are areas of town where you do not feel safe, where are they?

Q11a Where do you not feel safe	Number	Percent
EAST (ALL) PARTS, WEST SIDE	1	0.4 %
EAST, FAR WEST SIDE	1	0.4 %
EAST, LAKE AVE, BESSEMER BUS DIST	1	0.4 %
EAST, SOUTH SIDE	1	0.4 %
EAST, WEST SIDE	2	0.7 %
EAST, WEST, BESSEMER, SALT CREEK	1	0.4 %
EAST AND DOWNTOWN	1	0.4 %
EAST AND SOUTH SIDE	1	0.4 %
EAST AND WEST SIDE	3	1.1 %
EAST HIGH SCHOOL	1	0.4 %
EAST OFF I-25 ALONG 4TH ST CORRIDOR	1	0.4 %
EAST SIDE	64	23.0 %
EAST SIDE & BELMONT AREAS, BESSEMER	1	0.4 %
EAST SIDE (LOWER) AND WEST SIDE	1	0.4 %
EAST SIDE ACROSS HWY 50 BYPASS, GANGS	1	0.4 %
EAST SIDE ALONG NORTHERN AVE	1	0.4 %
EAST SIDE AND BESSEMER	3	1.1 %
EAST SIDE AND BESSMER	1	0.4 %
EAST SIDE AND CERTAIN AREAS	1	0.4 %
EAST SIDE AND CERTAIN AREAS OF BESSEMER	1	0.4 %
EAST SIDE AND NORTHERN	1	0.4 %
EAST SIDE AND WEST SIDE	1	0.4 %
EAST SIDE AT NIGHT	2	0.7 %
EAST SIDE DAY OR NIGHT	1	0.4 %
EAST SIDE OF PUEBLO BY RIVER BIKE TRAILS	1	0.4 %
EAST SIDE OF PUEBLO, BESSEMER	1	0.4 %
EAST SIDE OF TIME	1	0.4 %
EAST SIDE OF TOWN	4	1.4 %
EAST SIDE OF TOWN, BESSEMER	1	0.4 %
EAST SIDE PARTS OF THE SOUTHSIDE	1	0.4 %
EAST SIDE TOO BUSY, TOO MUCH CRIME	1	0.4 %
EAST SIDE TOO MANY GANGS	1	0.4 %
EAST SIDE VERY UNSAFE, BESSEMER	1	0.4 %
EAST SIDE, ALL VERY LARGE SHOPPING CTR	1	0.4 %
EAST SIDE, ALONG NORTHERN AVE AT NIGHT	1	0.4 %
EAST SIDE, AROUND PARKVIEW HOSPITAL	1	0.4 %
EAST SIDE, BESSEMER	10	3.6 %
EAST SIDE, BESSEMER AT NIGHT	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11a. If there are areas of town where you do not feel safe, where are they?

Q11a Where do you not feel safe	Number	Percent
EAST SIDE, BESSEMER, LEAVE NATURE ALONE	1	0.4 %
EAST SIDE, BESSEMER, RIVER BOTTM	1	0.4 %
EAST SIDE, BESSEMER, SOMETIMES MALLAREA	1	0.4 %
EAST SIDE, BESSEMER, WESTSIDE	1	0.4 %
EAST SIDE, BIKE TRAILS	1	0.4 %
EAST SIDE, CENTRAL DISTRICT	1	0.4 %
EAST SIDE, CERTAIN PARTS OF BESSMER	1	0.4 %
EAST SIDE, DOWNTOWN	1	0.4 %
EAST SIDE, HYDE PARK, BESSEMO	1	0.4 %
EAST SIDE, I WOULD NEVER VENTURE THERE	1	0.4 %
EAST SIDE, MAINLY LOWER	1	0.4 %
EAST SIDE, MIDTOWN,	1	0.4 %
EAST SIDE, NORTHERN AVE, BESSEMER AREA	1	0.4 %
EAST SIDE, RIVER TRAILS	1	0.4 %
EAST SIDE, SOME PARTS OR NORTH SIDE	1	0.4 %
EAST SIDE, SOUTH SIDE SHOPPING CENTERS	1	0.4 %
EAST SIDE, THE WEST SIDE	1	0.4 %
EAST SIDE, WEST SIDE OVER VIADUCT	1	0.4 %
EAST SIDE, WEST SIDE, BESSEMER	3	1.1 %
EAST SIDE, WEST SIDE, BESSMER	1	0.4 %
EAST SIDE/BESSEMER	1	0.4 %
EAST SIDE/DOG PATCH, BESSEMER	1	0.4 %
EAST SIDE/WEST SIDE	1	0.4 %
EAST/SOUTH SIDE	1	0.4 %
EAST-WEST & SOUTH SIDE	1	0.4 %
EAST-WEST SIDE	8	2.9 %
EAST-WEST SIDE, BELMONT THE BLCKS	1	0.4 %
EAST-WEST SIDE, NORTHERN ST	1	0.4 %
EAST-WEST SIDE/BIKE TRAILS/PARKS	1	0.4 %
EAST-WEST-SOUTH-NORTH SIDE OF DOWNTOWN	1	0.4 %
EAST/WEST SIDE	2	0.7 %
EAST/WEST SIDE, SOME BESESMER	1	0.4 %
EASTSIDE	2	0.7 %
EASTSIDE & WESTSIDE	1	0.4 %
EASTSIDE, BELMONT	1	0.4 %
EASTSIDE, BESSEMER	1	0.4 %
EASTSIDE, BESSMER, NORTH AT NIGHT	1	0.4 %
EASTSIDE LOWER HAS GONE DOWN	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11a. If there are areas of town where you do not feel safe, where are they?

Q11a Where do you not feel safe	Number	Percent
EASTSIDE OF TOWN, WESTSIDE BY STATE		
HOSP	1	0.4 %
ERIE TO NORWOOD, LOWER EAST SIDE	1	0.4 %
EVANS, PINE, NEVADA	1	0.4 %
EVERYWHERE	1	0.4 %
HYDE PARK AREA	1	0.4 %
IN MY AREA WHERE I LIVE NO POLICE	1	0.4 %
LOW COST, HOUSING AREA	1	0.4 %
LOWER EAST SIDE	10	3.6 %
LOWER EAST SIDE & SOME BUSINESS FIRMS	1	0.4 %
LOWER EAST SIDE I SELDOM GO	1	0.4 %
LOWER EAST SIDE OF TOWN	1	0.4 %
LOWER EAST SIDE, PARKS ALONG FOUNTAIN	1	0.4 %
LOWER EAST SIDE, PARTS OF BESSEMER	1	0.4 %
LOWER EAST SIDE, WEST SIDE	1	0.4 %
LOWER EAST SIDE, WEST SIDE BY VIADUCT	1	0.4 %
LOWER EASTSIDE	2	0.7 %
LOWER EASTSIDE FAR WEST SIDE	1	0.4 %
MESSEMER, MALL NORTH SIDE, WEST SIDE	1	0.4 %
NATURAL CENTEL TRAILS/PUEBLO EASE	1	0.4 %
NATURE TRAILS, WEST/EAST SIDE	1	0.4 %
NORTH OF FATCER AND EAST SIDE	1	0.4 %
NORTHERN, EAST, S WEST SIDE	1	0.4 %
NORTHERN AVE	1	0.4 %
NORTHERN AVE AT NIGHT, EASTSIDE DAY-NITE	1	0.4 %
NORTHERN AVE, BESSEMER, EAST SIDE	1	0.4 %
NORTHSIDE, EAST SIDE	1	0.4 %
ON EAST SIDE	1	0.4 %
ON THE EAST SIDE	1	0.4 %
ONA THE EAST SIDE OF BESSEMER	1	0.4 %
PARKS	3	1.1 %
PARTS OF EAST SIDE, PARTS OF UNIV AVE	1	0.4 %
PARTS OF THE EAST SIDE, SOME BESSEMER	1	0.4 %
PARTS OF THE WEST/EAST SIDE & BESSEMER	1	0.4 %
PLACES ON EAST AND WEST SIDE	1	0.4 %
PUEBLO	1	0.4 %
PUEBLOS EAST SIDE, HYDE PARK/WEST SIDE	1	0.4 %
RIVER TRAILS	1	0.4 %
RUNYAN LAKE ON SANTA FE	1	0.4 %
SHOPPING CENTERS	1	0.4 %
SOUTHSIDE, WEST SIDE	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11a. If there are areas of town where you do not feel safe, where are they?

<u>Q11a Where do you not feel safe</u>	<u>Number</u>	<u>Percent</u>
SURROUNDED BY THESE AREAS	1	0.4 %
TRAILER PARKS ON THE EAST SIDE	1	0.4 %
TRAILS AND RIVERWALK	1	0.4 %
WEST AND EAST SIDE	1	0.4 %
WEST AND EAST SIDE OF TOWN	1	0.4 %
WEST-EAST SIDE	1	0.4 %
WEST/EAST	1	0.4 %
WEST SIDE	3	1.1 %
WEST SIDE AT NIGHT	1	0.4 %
WEST SIDE BY STATE HOSPITAL	1	0.4 %
WEST SIDE, EAST SIDE (GANGS	1	0.4 %
Total	278	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
A LOT GANG MEMBER IN DARK SUITS	1	0.4 %
A LOT OF BARS, AND DRUNK PEOPLE	1	0.4 %
A LOT OF BARS, HOMELESS PEOPLE, GANGS	1	0.4 %
A LOT OF CRIME	1	0.4 %
A LOT OF GANGS	1	0.4 %
A LOT OF TROUBLE ON THE EAST SIDE	1	0.4 %
ALCOHOLISM, GANGS, DUI	1	0.4 %
ALL PLACES FOR CRIMINALS TO FIND PREY	1	0.4 %
ALL THE CRIMES AND PEOPLE WALKING STREET	1	0.4 %
ALONE NOBODY AROUND	1	0.4 %
AMOUNT OF CRIME	1	0.4 %
AMOUNT OF CRIME YOU HEAR/READ ABOUT	1	0.4 %
ANYBODY CAN BE A VICTUM, MORE PUBLIC SAF	1	0.4 %
ANYTHING COULD HAPPEN THERE, SHOOTINGS	1	0.4 %
APPEARANCE OF THE CITY	1	0.4 %
APPEARS TO BE MORE GANG ACTIVITY	1	0.4 %
APPEARS TO BE VIOLENT CRIMES OCCURRING	1	0.4 %
AT NIGHT VANDAL FREE TO HARM NEIGHBOR	1	0.4 %
BAD ATMOSPHERE	1	0.4 %
BAD NEIGHBORHOOD	1	0.4 %
BARS	1	0.4 %
BECAUSE OF ALL THE GANGS/VIOLENCE	1	0.4 %
BECAUSE OF SHOOTINGS AND STABBINGS	1	0.4 %
BECAUSE OF THE CRIME	1	0.4 %
BECAUSE OF THE HIGH CRIME	1	0.4 %
BEEN APPROACHED BY STRANGERS, PANHANDLER	1	0.4 %
BESSEMER, BARS ON NORTHERN AT NIGHT	1	0.4 %
CONDITION AND LATE NIGHT ESTABLISHMENTS	1	0.4 %
CONGESTED AREA, DRUG TRAFFIC & GANGS	1	0.4 %
CRACK HEADS, STUMBLING DRUNK PEOPLE	1	0.4 %
CRACK HOUSES, DRUG SALES, UNSOLVED SHOOT	1	0.4 %
CRIME	1	0.4 %
CRIME, DRUGS, GANGS	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
CRIME, GANGS, SHOOTINGS ETC	1	0.4 %
DRIVE BY SHOOTINGS, GANG ACTIVITY	1	0.4 %
DRIVE BYS, LOITERING, VISIBLE GANGS	1	0.4 %
DRUGS, GANGS ALCOHOL, PERVERTS	1	0.4 %
DRUGS AND CRIME	1	0.4 %
DRUGS/DRUNK/FIGHTS/GUNS/BARS	1	0.4 %
DRUNKENESS AND CRIME	1	0.4 %
DRUNKS, TOO MUCH TROUBLE	1	0.4 %
DRUNKS/DRUGS IN CERTAIN PARTS	1	0.4 %
DUE TO GANGS YOU HEAR ABOUT	1	0.4 %
EAST SIDE	1	0.4 %
EAST SIDE GANG VIOLENCE, DRINKING AT BAR	1	0.4 %
EAST SIDE HIGH IN CRIME	1	0.4 %
ECONOMIC SITUATIONS	1	0.4 %
EVERYONE SEEMS TO HAVE A GUN THESE DAYS	1	0.4 %
GANG, SHOOTING	1	0.4 %
GANG ACTIVITY	17	6.4 %
GANG ACTIVITY AND DRUGS	1	0.4 %
GANG ACTIVITY AND LACK OF POLICE PRESENCE	1	0.4 %
GANG ACTIVITY AT NIGHT	1	0.4 %
GANG ACTIVITY IN THESE AREAS ARE BAD	1	0.4 %
GANG ACTIVITY IS HIGH	1	0.4 %
GANG ACTIVITY, ALL THE BARS	1	0.4 %
GANG ACTIVITY, CRIME	1	0.4 %
GANG ACTIVITY, POOR LIGHTING ALONG RIVER	1	0.4 %
GANG AFFILIATIONS, GUN FIRE, THEFT	1	0.4 %
GANG-BANGERS	1	0.4 %
GANG BANGERS, PROBLEM KIDS	1	0.4 %
GANG GRAFFITI MEANS GANG ACTIVITY	1	0.4 %
GANG INFESTED	1	0.4 %
GANG INFLUENCE	1	0.4 %
GANG MEMBERS IN THAT AREA	1	0.4 %
GANG MEMBERS THERE	1	0.4 %
GANG NEIGHBORHOODS	1	0.4 %
GANG PRESENCE	1	0.4 %
GANG PROBLEMS	3	1.1 %
GANG PUNKS	1	0.4 %
GANG RELATED ACTIVITY & EXCESS BARS	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
GANG SHOOTINGS	1	0.4 %
GANG VIOLENCE	3	1.1 %
GANG VIOLENCE, LOTS OF BARS	1	0.4 %
GANGBANGER, ILLEGAL CRIME	1	0.4 %
GANGS	21	7.9 %
GANGS, DRUG HOUSES, SEXUAL MOLESTERS	1	0.4 %
GANGS, DRUGS, WRONG RACE. DON'T MIX IN	1	0.4 %
GANGS, DRUNKS, DRUGS, BARS	1	0.4 %
GANGS, DRUNKS, PUNK KIDS	1	0.4 %
GANGS, LACK OF PATROL	1	0.4 %
GANGS, LIQUOR ESTABLISHMENTS	1	0.4 %
GANGS, NEEDS IMPROVEMENT, HOME AND PARKS	1	0.4 %
GANGS, ROBBERIES, VIOLENCE	1	0.4 %
GANGS, SHOOTING, STABBINGS	1	0.4 %
GANGS, THEFTS	1	0.4 %
GANGS, VIOLENCE	2	0.8 %
GANGS AND CRIME	1	0.4 %
GANGS AND PEOPLE HANGING OUT	1	0.4 %
GANGS AND RELATED CRIMINALS AFFAIRS	1	0.4 %
GANGS ARE TAGGING IT ALL UP	1	0.4 %
GANGS/DRUGS/VIOLENCE	1	0.4 %
GANGS/GRAFFITI	1	0.4 %
GANGS IN TOWN, ROBBERIES THAT HAPPEN	1	0.4 %
GANGS INVADING	1	0.4 %
GANGS ON THE EASTSIDE	1	0.4 %
GANGS POPULATE THE AREA	1	0.4 %
GANGS TOO MANY IN PUEBLO PERIOD	1	0.4 %
GENERAL ATMOSPHERE	1	0.4 %
GROUPS HANGING AROUND, EAST SIDE SAFEWAY	1	0.4 %
GROUPS OF YOUTHS UNSUPERVISED	1	0.4 %
GUN SHOTS FIRED, FELT SOMEWHAT THREATEN	1	0.4 %
HEARD ABOUT DRIVE BY SHOOTINGS	1	0.4 %
HIGH CRIME ACITIVTY	1	0.4 %
HIGH CRIME AREA, LOT OF NIGHT LIFE	1	0.4 %
HIGH CRIME RATE	2	0.8 %
HIGH CRIME RATE AND GANGS	1	0.4 %
HIGH CRIME RATE, GANGS	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
HIGH CRIME RATE, HATRED FOR CAUCASIANS	1	0.4 %
HIGH CRIME, DRUGS	1	0.4 %
HISTORY OF GANGS, VIOLENCE, SHOOTINGS	1	0.4 %
HOMELESS, POOR LIGHTINGS	1	0.4 %
HOMES BROKEN INTO, SHOTS FIRED	1	0.4 %
I FEEL SAFE IN NORTHRIDGE	1	0.4 %
IT IS RUN DOWN & LOTS OF SHOOTINGS	1	0.4 %
IT SEEMS TROUBLE EASY TO FIND THE AREA	1	0.4 %
ITS JUST A FUNNY FEELING	1	0.4 %
ITS TOO GHETTO, ITS VERY UNCLEAN	1	0.4 %
JUST A FEELING, I SEE A LOT OF TAGGING	1	0.4 %
KIDS W/TROUBLE ON THEIR MINDS	1	0.4 %
LACK OF WORK PEOPLE GET DESPERATE	1	0.4 %
LARGE GANG PRESENCE	1	0.4 %
LARGE GANG PRESENCE, # OF BARS	1	0.4 %
LARGE GROUPS YOUNG MEN LOITERING	1	0.4 %
LOT OF ACTIVITY HAPPENS IN THESE AREAS	1	0.4 %
LOT OF LOITERING AND CRIME AT NIGHT	1	0.4 %
LOTS OF CRIME	1	0.4 %
LOTS OF CRIME LATELY	1	0.4 %
LOTS OF CRIME PROBLEMS IN THESE AREAS	1	0.4 %
LOWER INCOME AREA, RUN DOWN HOUSING	1	0.4 %
MAJOR GANG AREAS AND LOTS OF BARS	1	0.4 %
MORE GANGS,	1	0.4 %
NEGATIVE VIBES	1	0.4 %
NEWSPAPER ARTICLES	1	0.4 %
NO POLICE OFF MAIN ROADS, NOT PATROLLING	1	0.4 %
NO POLICE PROTECTION	1	0.4 %
NORTH SIDE PUEBLO WEST	1	0.4 %
NOT ENOUGH POLICE AROUND, GANGS	1	0.4 %
NOT ENOUGH POLICE IN AREA	1	0.4 %
NOT ENOUGH POLICE PATROLLING	1	0.4 %
NOT ENOUGH VISIBLE POLICE IN THESE AREAS	1	0.4 %
NOT PATROLLED ENOUGH	1	0.4 %
NUMEROUS VEHICLES PARKED LATE AT NIGHT	1	0.4 %
OBVIOUS GANG ACTIVITY	1	0.4 %
OLD PART OF TOWN	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
OVERALL UNEASY FEELING WHEN IN THIS AREA	1	0.4 %
PARTS WEST SIDE, PUEBLO WEST & SOUTH	1	0.4 %
PAST TROUBLE	1	0.4 %
PEOPLE	1	0.4 %
PEOPLE APPEAR ANGRY, HIGH SPEEDING CARS	1	0.4 %
PEOPLE ARE WALKING AROUND AT NIGHT	1	0.4 %
PEOPLE IN THIS AREA ARE UNFRIENDLY	1	0.4 %
PEOPLE LOITERING OR CAMPING	1	0.4 %
PEOPLE SEEN ON STREETS, PROSTITUTES	1	0.4 %
PEOPLE WALKING OR DRINKING	1	0.4 %
POOR STREET LIGHTING, UNKEMPT HOUSES	1	0.4 %
PROJECTS	1	0.4 %
PROJECTS OF CRIMES	1	0.4 %
QUALITY OF PEOPLE LIVING DOWN THERE	1	0.4 %
RANDOM SHOOTINGS, ASSULTS, GANGS	1	0.4 %
READ THE PAPAER	1	0.4 %
REPUTATION AS A GANG AREA	1	0.4 %
ROBBERS AND CRIME	1	0.4 %
RUN DOWN, DARK	1	0.4 %
RUN DOWN APPEARANCE, MANY THUGS WALKING	1	0.4 %
RUN DOWN AREA, LOITERING, GRAFFITI	1	0.4 %
RUN DOWN BUILDINGS, GRAFFITI	1	0.4 %
SCARY	1	0.4 %
SEE A LOT OF GANG ACTIVITY AND VAGRANTS	1	0.4 %
SEEMS THERE IS A LOT OF CRIME IN AREA	1	0.4 %
SEEMS WHERE MOST CRIME IS COMMITTED	1	0.4 %
SEEN QUESTIONABLE PEOPLE IN THE AREA	1	0.4 %
SHADY THINGS HAPPENING	1	0.4 %
SHOOTING AND KNIVES	1	0.4 %
SHOOTINGS & GANGS PER NEWSPAPER	1	0.4 %
SIGNIFICANT GANG PRESENCE	1	0.4 %
SIGNS OF GANG ACTIVITY	1	0.4 %
SO MANY DRIVE BY SHOOTINGS	1	0.4 %
SPEEDING IS VERY DANGEROUS THERE	1	0.4 %
STUPID GANGS, KIDS	1	0.4 %
TAKES POLICE OVER AN HOUR TO RESPOND	1	0.4 %
TALK OF GANG ACTIVITY	1	0.4 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### QQ11b. Why do you not feel safe there?

Q11b Why don't you feel safe there	Number	Percent
TEENAGERS ON STREETS MAINLY	1	0.4 %
THERE ARE DRIVE BYS, GANG ACTIVITY	1	0.4 %
THERE ARE GANG MEMBERS IN THE ROAD	1	0.4 %
THERE IS A LOT OF DRUNK PEOPLE	1	0.4 %
THERE IS A LOT OF UNCHECKED CRIME	1	0.4 %
THERE IS NO POLICE VISIBLE	1	0.4 %
THINGS I'VE HEARD	1	0.4 %
THINGS THAT HAVE HAPPENED, ROBBERIES	1	0.4 %
THUGS, DOPERS & OTHER LOOKING FOR TROUBLE	1	0.4 %
TIME I WENT THERE NO ONE TO PROTECT US	1	0.4 %
TOO MANGE GANGS MEMBERS	1	0.4 %
TOO MANY CRAZIES IN ONE PLACE	1	0.4 %
TOO MANY CRUISING GANG MAMBERS	1	0.4 %
TOO MANY DRIVE BY SHOOTINGS, GANG GRAFFITI	1	0.4 %
TOO MANY DRUGS AND BARS	1	0.4 %
TOO MANY DRUNKS WALKING AROUND	1	0.4 %
TOO MANY GANGS	2	0.8 %
TOO MANY GANGS, DRUG DEALS	1	0.4 %
TOO MANY GANGS, ROBBERIES, ASSULTS	1	0.4 %
TOO MANY GANGSTERS, HOMELSS & GANG GRAFFITI	1	0.4 %
TOO MANY GANGS AND GUNS AND MURDERS	1	0.4 %
TOO MANY ILLEGALS OR DRUNKS ON STREETS	1	0.4 %
TOO MANY LIGHT AND SHOOTINGS THERE	1	0.4 %
TOO MUCH CRIME	1	0.4 %
TOO MUCH CRIME IN THESE AREAS	1	0.4 %
TOO MUCH CRIME, BARS, DRUNKS, GANGS	1	0.4 %
TOO MUCH GANG ACTIVITY	2	0.8 %
TOO MUCH SLOW TRAFFIC DOWN ALLEYS	1	0.4 %
TOO MUCH TIME	1	0.4 %
TOO MUCH VIOLENCE, GANGS	1	0.4 %
TRAFFIC AND CRIME	1	0.4 %
TRANSIENTS LIVE ALONG THEM	1	0.4 %
TRANSITS AND POOR LIGHTING	1	0.4 %
UNFRIENDLY PEOPLE WALKING AROUND	1	0.4 %
VARIOUS INCONSIDERATE PEOPLE	1	0.4 %
VIOLENCE, SHOOTINGS	1	0.4 %
VISIBLE GANG GRAFFITI	1	0.4 %
WEIRD STRANGERS	1	0.4 %

**QQ11b. Why do you not feel safe there?**

<u>Q11b Why don't you feel safe there</u>	<u>Number</u>	<u>Percent</u>
YOU KNOW WHY, PROVERTY & DESPAIR CREATED	1	0.4 %
YOU NEVER KNOW WHO IS THERE	1	0.4 %
Total	266	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q12. ENFORCEMENT OF CODES AND ORDINANCES** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q12a Litter/debris on private property	3.6%	25.9%	23.5%	25.4%	16.2%	5.3%
Q12b Enforcing mowing/trimming of grass	4.6%	22.8%	27.8%	25.4%	13.1%	6.3%
Q12c Enforcing maintenance of property	2.4%	18.9%	30.5%	27.1%	13.6%	7.5%
Q12d Removal of junk vehicles	2.9%	16.5%	26.4%	29.5%	16.9%	7.7%
Q12e Removal of graffiti	3.6%	24.2%	26.4%	23.7%	16.2%	5.8%
Q12f Enforcing code to protect public	4.1%	23.7%	37.5%	16.5%	7.7%	10.4%
Q12g Enforcing sign regulations	4.1%	24.0%	41.6%	11.6%	8.0%	10.7%
Q12h Vacant and abandoned buildings	1.9%	11.9%	31.0%	30.0%	16.7%	8.5%
Q12i Enforcing codes relating to animals	3.9%	21.5%	32.4%	18.6%	16.7%	6.8%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q12. ENFORCEMENT OF CODES AND ORDINANCES** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q12a Litter/debris on private property	3.8%	27.4%	24.8%	26.9%	17.1%
Q12b Enforcing mowing/trimming of grass	4.9%	24.3%	29.7%	27.1%	14.0%
Q12c Enforcing maintenance of property	2.6%	20.4%	33.0%	29.3%	14.7%
Q12d Removal of junk vehicles	3.1%	17.8%	28.6%	32.0%	18.4%
Q12e Removal of graffiti	3.9%	25.7%	28.0%	25.2%	17.2%
Q12f Enforcing code to protect public	4.6%	26.5%	41.9%	18.4%	8.6%
Q12g Enforcing sign regulations	4.6%	26.8%	46.6%	13.0%	8.9%
Q12h Vacant and abandoned buildings	2.1%	13.0%	33.9%	32.8%	18.3%
Q12i Enforcing codes relating to animals	4.2%	23.1%	34.8%	20.0%	17.9%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q13a Maintenance of City parks	9.2%	49.9%	22.5%	8.7%	4.1%	5.6%
Q13b Number of City parks	12.1%	50.6%	23.5%	6.5%	2.2%	5.1%
Q13c Number of walk/biking trails	11.9%	44.8%	23.7%	9.4%	3.1%	7.0%
Q13d Location of parks	11.9%	55.2%	22.8%	2.9%	1.2%	6.1%
Q13e Quality of outdoor athletic fields	8.5%	43.6%	27.1%	7.3%	2.7%	10.9%
Q13f Number of outdoor athletic fields	7.7%	38.0%	30.3%	10.7%	3.1%	10.2%
Q13g Availability of information	8.0%	36.6%	30.0%	13.1%	3.6%	8.7%
Q13h City's youth recreation programs	6.8%	31.5%	28.6%	12.8%	4.1%	16.2%
Q13i City's adult recreation programs	8.2%	33.2%	27.6%	9.9%	3.6%	17.4%
Q13j City special events & festivals	12.8%	46.0%	21.1%	4.6%	2.9%	12.6%
Q13k Elmwood Golf Course	9.9%	32.4%	23.7%	1.9%	2.2%	29.8%
Q13l Walking Stick Golf Course	9.4%	27.1%	26.9%	2.7%	2.2%	31.7%
Q13m Aquatic programs	6.5%	24.2%	28.6%	9.0%	2.7%	29.1%
Q13n Ice Arena	7.0%	29.3%	30.0%	3.1%	1.5%	29.1%
Q13o El Centro del Quinto Sol Recreation	5.3%	18.9%	28.1%	4.4%	1.9%	41.4%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q13p Diversity of recreation programs	4.4%	25.2%	30.3%	6.3%	3.4%	30.5%
Q13q Motorsports activities	4.6%	21.6%	30.1%	8.0%	3.9%	31.8%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q13. PARKS AND RECREATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q13a Maintenance of City parks	9.7%	52.8%	23.8%	9.2%	4.4%
Q13b Number of City parks	12.8%	53.3%	24.7%	6.9%	2.3%
Q13c Number of walk/biking trails	12.8%	48.2%	25.5%	10.2%	3.4%
Q13d Location of parks	12.6%	58.8%	24.2%	3.1%	1.3%
Q13e Quality of outdoor athletic fields	9.5%	48.9%	30.4%	8.2%	3.0%
Q13f Number of outdoor athletic fields	8.6%	42.3%	33.7%	11.9%	3.5%
Q13g Availability of information	8.8%	40.1%	32.9%	14.3%	4.0%
Q13h City's youth recreation programs	8.1%	37.6%	34.1%	15.3%	4.9%
Q13i City's adult recreation programs	10.0%	40.2%	33.4%	12.0%	4.4%
Q13j City special events & festivals	14.7%	52.6%	24.1%	5.3%	3.3%
Q13k Elmwood Golf Course	14.1%	46.2%	33.8%	2.8%	3.1%
Q13l Walking Stick Golf Course	13.8%	39.7%	39.4%	3.9%	3.2%
Q13m Aquatic programs	9.2%	34.1%	40.3%	12.6%	3.8%
Q13n Ice Arena	9.9%	41.3%	42.3%	4.4%	2.0%
Q13o El Centro del Quinto Sol Recreation	9.1%	32.2%	47.9%	7.4%	3.3%
Q13p Diversity of recreation programs	6.3%	36.2%	43.6%	9.1%	4.9%
Q13q Motorsports activities	6.8%	31.7%	44.1%	11.7%	5.7%

**Q14. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

Q14 1st Most	Number	Percent
A=Maintenance of City parks	84	20.3 %
B=Number of City parks	9	2.2 %
C=Number of walking and biking trails	28	6.8 %
D=Location of parks	4	1.0 %
E=Quality of outdoor athletic fields	13	3.1 %
F=Number of outdoor athletic fields	7	1.7 %
G=Availability of information about City parks and recreation programs	22	5.3 %
H=The City's youth recreation programs	65	15.7 %
I=The City's adult recreation programs	8	1.9 %
J=City special events and festivals	13	3.1 %
K=Elmwood Golf Course	3	0.7 %
L=Walking Stick Golf Course	4	1.0 %
M=Aquatic programs	9	2.2 %
N=Ice Arena	2	0.5 %
O=El Centro del Quinto Sol Recreation Center	11	2.7 %
P=The diversity of recreation programs	6	1.5 %
Q=Motorsports activities	22	5.3 %
Z=None chosen	103	24.9 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

**Q14. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q14 2nd Most</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	27	6.5 %
B=Number of City parks	17	4.1 %
C=Number of walking and biking trails	24	5.8 %
D=Location of parks	7	1.7 %
E=Quality of outdoor athletic fields	29	7.0 %
F=Number of outdoor athletic fields	11	2.7 %
G=Availability of information about City parks and recreation programs	20	4.8 %
H=The City's youth recreation programs	39	9.4 %
I=The City's adult recreation programs	23	5.6 %
J=City special events and festivals	14	3.4 %
K=Elmwood Golf Course	4	1.0 %
L=Walking Stick Golf Course	1	0.2 %
M=Aquatic programs	21	5.1 %
N=Ice Arena	5	1.2 %
O=El Centro del Quinto Sol Recreation Center	8	1.9 %
P=The diversity of recreation programs	21	5.1 %
Q=Motorsports activities	12	2.9 %
Z=None chosen	130	31.5 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

**Q14. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q14 3rd Most</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of City parks	25	6.1 %
B=Number of City parks	7	1.7 %
C=Number of walking and biking trails	23	5.6 %
D=Location of parks	10	2.4 %
E=Quality of outdoor athletic fields	13	3.1 %
F=Number of outdoor athletic fields	10	2.4 %
G=Availability of information about City parks and recreation programs	32	7.7 %
H=The City's youth recreation programs	24	5.8 %
I=The City's adult recreation programs	19	4.6 %
J=City special events and festivals	22	5.3 %
K=Elmwood Golf Course	2	0.5 %
L=Walking Stick Golf Course	4	1.0 %
M=Aquatic programs	16	3.9 %
N=Ice Arena	5	1.2 %
O=El Centro del Quinto Sol Recreation Center	7	1.7 %
P=The diversity of recreation programs	29	7.0 %
Q=Motorsports activities	12	2.9 %
Z=None chosen	153	37.0 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q14. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Top 3)**

Q14 1st Most	Number	Percent
A=Maintenance of City parks	136	32.9 %
B=Number of City parks	33	8.0 %
C=Number of walking and biking trails	75	18.2 %
D=Location of parks	21	5.1 %
E=Quality of outdoor athletic fields	55	13.3 %
F=Number of outdoor athletic fields	28	6.8 %
G=Availability of information about City parks and recreation programs	74	17.9 %
H=The City's youth recreation programs	128	31.0 %
I=The City's adult recreation programs	50	12.1 %
J=City special events and festivals	49	11.9 %
K=Elmwood Golf Course	9	2.2 %
L=Walking Stick Golf Course	9	2.2 %
M=Aquatic programs	46	11.1 %
N=Ice Arena	12	2.9 %
O=El Centro del Quinto Sol Recreation Center	26	6.3 %
P=The diversity of recreation programs	56	13.6 %
Q=Motorsports activities	46	11.1 %
Z=None chosen	103	24.9 %
Total	956	

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q15. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live?**

(N=413)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimpor- tant 1	No Response 9
Q15a Sense of community	49.4%	31.7%	8.7%	4.8%	5.3%
Q15b Public education	69.0%	16.7%	5.6%	4.6%	4.1%
Q15c Employment opportunities	70.5%	14.3%	5.6%	5.3%	4.4%
Q15d Types of housing	54.5%	32.2%	5.8%	2.9%	4.6%
Q15e Quality of housing	61.3%	26.6%	5.6%	2.4%	4.1%
Q15f Access to quality shopping	50.6%	34.4%	5.3%	5.3%	4.4%
Q15g Parks & Recreation opportunities	47.0%	35.6%	8.5%	4.1%	4.8%
Q15h Proximity to family or friends	51.1%	34.4%	4.6%	5.8%	4.1%
Q15i Safety and security	66.3%	19.4%	4.6%	5.3%	4.4%
Q15j Access to airport/other communities	35.1%	38.0%	9.4%	13.1%	4.4%
Q15k Educational opportunities pre-K	50.1%	21.8%	12.3%	11.9%	3.9%
Q15l Quality health care	60.8%	20.1%	8.0%	6.8%	4.4%
Q15m Public transportation (bus)	40.9%	27.1%	12.1%	15.7%	4.1%
Q15n Opportunities for senior citizens	46.2%	24.2%	13.3%	11.9%	4.4%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q15. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? (without no response)**

(N=413)

	Very Important 4	Somewhat Important 3	Not Sure 2	Unimpor- tant 1
Q15a Sense of community	52.2%	33.5%	9.2%	5.1%
Q15b Public education	72.0%	17.4%	5.8%	4.8%
Q15c Employment opportunities	73.7%	14.9%	5.8%	5.6%
Q15d Types of housing	57.1%	33.8%	6.1%	3.0%
Q15e Quality of housing	63.9%	27.8%	5.8%	2.5%
Q15f Access to quality shopping	52.9%	35.9%	5.6%	5.6%
Q15g Parks & Recreation opportunities	49.4%	37.4%	8.9%	4.3%
Q15h Proximity to family or friends	53.3%	35.9%	4.8%	6.1%
Q15i Safety and security	69.4%	20.3%	4.8%	5.6%
Q15j Access to airport/other communities	36.7%	39.7%	9.9%	13.7%
Q15k Educational opportunities pre-K	52.1%	22.7%	12.8%	12.3%
Q15l Quality health care	63.5%	21.0%	8.4%	7.1%
Q15m Public transportation (bus)	42.7%	28.3%	12.6%	16.4%
Q15n Opportunities for senior citizens	48.4%	25.3%	13.9%	12.4%

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## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q15. QUALITY OF LIFE. Several reasons for deciding where to live are listed below. Please indicate if your needs are being met in Pueblo.**

(N=413)

	Yes A	No B
Q15a-Sense of community	77.9%	22.1%
Q15b-Public education	55.1%	44.9%
Q15c-Employment opportunities	47.3%	52.7%
Q15d-Types of housing	76.4%	23.6%
Q15e-Quality of housing	75.0%	25.0%
Q15f-Access to quality shopping	69.9%	30.1%
Q15g-Parks & Recreation opportunities	79.3%	20.7%
Q15h-Proximity to family or friends	81.0%	19.0%
Q15i-Safety and security	70.6%	29.4%
Q15j-Access to airport/other communities	70.8%	29.2%
Q15k-Educational opportunities pre-K	69.8%	30.2%
Q15l-Quality health care	73.3%	26.7%
Q15m-Public transportation (bus)	74.1%	25.9%
Q15n-Opportunities for senior citizens	75.2%	24.8%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q16. Which THREE of these reasons will have the most impact on your decision to stay in Pueblo for the next 10 years?**

Q16 Most impact	Number	Percent
A=Sense of community	40	9.7 %
B=Quality of public education	43	10.4 %
C=Employment opportunities	82	19.9 %
D=Types of housing	8	1.9 %
E=Quality of housing	11	2.7 %
F=Access to quality shopping	9	2.2 %
G=Availability of parks and recreation opportunities	5	1.2 %
H=Proximity to family or friends	41	9.9 %
I=Safety and security	45	10.9 %
J=Access to airport and other communities	1	0.2 %
K=Educational opportunities for preschool age children	10	2.4 %
L=Quality health care	17	4.1 %
M=Public transportation (bus)	6	1.5 %
N=Opportunities and/or resources for senior citizens	23	5.6 %
Z=None	72	17.4 %
Total	413	100.0 %

### **Q16. Which THREE of these reasons will have the most impact on your decision to stay in Pueblo for the next 10 years?**

Q16 2nd impact	Number	Percent
A=Sense of community	18	4.4 %
B=Quality of public education	35	8.5 %
C=Employment opportunities	49	11.9 %
D=Types of housing	8	1.9 %
E=Quality of housing	25	6.1 %
F=Access to quality shopping	15	3.6 %
G=Availability of parks and recreation opportunities	15	3.6 %
H=Proximity to family or friends	34	8.2 %
I=Safety and security	48	11.6 %
J=Access to airport and other communities	8	1.9 %
K=Educational opportunities for preschool age children	11	2.7 %
L=Quality health care	35	8.5 %
M=Public transportation (bus)	13	3.1 %
N=Opportunities and/or resources for senior citizens	11	2.7 %
Z=None	88	21.3 %
Total	413	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q16. Which THREE of these reasons will have the most impact on your decision to stay in Pueblo for the next 10 years?**

<u>Q16 3rd impact</u>	<u>Number</u>	<u>Percent</u>
A=Sense of community	23	5.6 %
B=Quality of public education	23	5.6 %
C=Employment opportunities	30	7.3 %
D=Types of housing	10	2.4 %
E=Quality of housing	16	3.9 %
F=Access to quality shopping	13	3.1 %
G=Availability of parks and recreation opportunities	13	3.1 %
H=Proximity to family or friends	19	4.6 %
I=Safety and security	56	13.6 %
J=Access to airport and other communities	7	1.7 %
K=Educational opportunities for preschool age children	10	2.4 %
L=Quality health care	38	9.2 %
M=Public transportation (bus)	14	3.4 %
N=Opportunities and/or resources for senior citizens	32	7.7 %
Z=None	109	26.4 %
Total	413	100.0 %

### **Q16. Which THREE of these reasons will have the most impact on your decision to stay in Pueblo for the next 10 years? (top3)**

<u>Q16 Most impact</u>	<u>Number</u>	<u>Percent</u>
A=Sense of community	81	19.6 %
B=Quality of public education	101	24.5 %
C=Employment opportunities	161	39.0 %
D=Types of housing	26	6.3 %
E=Quality of housing	52	12.6 %
F=Access to quality shopping	37	9.0 %
G=Availability of parks and recreation opportunities	33	8.0 %
H=Proximity to family or friends	94	22.8 %
I=Safety and security	149	36.1 %
J=Access to airport and other communities	16	3.9 %
K=Educational opportunities for preschool age children	31	7.5 %
L=Quality health care	90	21.8 %
M=Public transportation (bus)	33	8.0 %
N=Opportunities and/or resources for senior citizens	66	16.0 %
Z=None	72	17.4 %
Total	1042	

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q17. CITY COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q17a Information about programs/ services	7.0%	31.5%	33.9%	14.8%	4.8%	8.0%
Q17b City efforts to keep you informed	7.3%	33.4%	31.5%	16.2%	4.8%	6.8%
Q17c How open the City is to public	5.8%	18.9%	37.0%	20.8%	7.7%	9.7%
Q17d Quality of programming- channel 17	7.0%	19.4%	31.5%	9.7%	4.8%	27.6%
Q17e Quality of the City's web page	3.9%	16.5%	35.4%	6.3%	3.1%	34.9%

**Q17. CITY COMMUNICATION. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q17a Information about programs/ services	7.6%	34.2%	36.8%	16.1%	5.3%
Q17b City efforts to keep you informed	7.8%	35.8%	33.8%	17.4%	5.2%
Q17c How open the City is to public	6.4%	20.9%	41.0%	23.1%	8.6%
Q17d Quality of programming-channel 17	9.7%	26.8%	43.5%	13.4%	6.7%
Q17e Quality of the City's web page	5.9%	25.3%	54.3%	9.7%	4.8%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q18. SEWER AND STORMWATER MANAGMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't Know 9
Q18a Drainage of rain water-city streets	7.0%	35.1%	24.2%	20.8%	7.0%	5.8%
Q18b Drainage of rain water off property	12.3%	43.3%	22.8%	12.6%	4.4%	4.6%
Q18c Response to emergency calls	6.3%	16.9%	27.8%	8.2%	2.9%	37.8%

**Q18. SEWER AND STORMWATER MANAGMENT. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q18a Drainage of rain water-city streets	7.5%	37.3%	25.7%	22.1%	7.5%
Q18b Drainage of rain water off property	12.9%	45.4%	23.9%	13.2%	4.6%
Q18c Response to emergency calls	10.1%	27.2%	44.7%	13.2%	4.7%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q19. MAINTENANCE/PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1	Don't know 9
Q19a Maintenance of City streets	3.1%	25.2%	16.0%	38.5%	15.7%	1.5%
Q19b Maintenance of streets- neighborhood	5.1%	29.8%	21.1%	29.1%	13.6%	1.5%
Q19c Maintenance of traffic signals	7.5%	45.8%	28.3%	11.9%	5.1%	1.5%
Q19d Maintenance of street signs/ pavement	6.5%	38.7%	29.8%	15.7%	5.8%	3.4%
Q19e Preservation of historic areas	12.1%	42.1%	29.5%	9.0%	1.7%	5.6%
Q19f Clean city streets/public areas	4.8%	30.3%	30.5%	23.2%	9.2%	1.9%
Q19g Adequacy of street lighting	7.0%	41.9%	31.7%	14.0%	3.6%	1.7%
Q19h Condition of City sidewalks	6.1%	29.8%	30.3%	23.5%	8.2%	2.2%
Q19i Availability of sidewalks	6.5%	35.8%	32.4%	16.0%	7.0%	2.2%
Q19j Landscaping and appearance	7.7%	38.0%	26.6%	19.1%	6.5%	1.9%
Q19k Street sweeping service	5.8%	34.6%	32.2%	18.2%	6.1%	3.1%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q19. MAINTENANCE/PUBLIC WORKS. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q19a Maintenance of City streets	3.2%	25.6%	16.2%	39.1%	16.0%
Q19b Maintenance of streets- neighborhood	5.2%	30.2%	21.4%	29.5%	13.8%
Q19c Maintenance of traffic signals	7.6%	46.4%	28.7%	12.0%	5.2%
Q19d Maintenance of street signs/ pavement	6.8%	40.1%	30.8%	16.3%	6.0%
Q19e Preservation of historic areas	12.8%	44.6%	31.3%	9.5%	1.8%
Q19f Clean city streets/public areas	4.9%	30.9%	31.1%	23.7%	9.4%
Q19g Adequacy of street lighting	7.1%	42.6%	32.3%	14.3%	3.7%
Q19h Condition of City sidewalks	6.2%	30.4%	30.9%	24.0%	8.4%
Q19i Availability of sidewalks	6.7%	36.6%	33.2%	16.3%	7.2%
Q19j Landscaping and appearance	7.9%	38.8%	27.2%	19.5%	6.7%
Q19k Street sweeping service	6.0%	35.8%	33.3%	18.8%	6.3%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q20. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q20 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City Streets	192	46.5 %
B=Maintenance of streets in your neighborhood	40	9.7 %
C=Maintenance of traffic signals	12	2.9 %
D=Maintenance of street signs/pavement markings	8	1.9 %
E=Preservation of historic areas in Pueblo	13	3.1 %
F=Overall cleanliness of City streets and other public areas	29	7.0 %
G=Adequacy of City street lighting	14	3.4 %
H=Condition of City sidewalks	22	5.3 %
I=Availability of sidewalks in the City	4	1.0 %
J=Landscaping and appearance of public areas along City streets	17	4.1 %
K=Street sweeping services	14	3.4 %
Z=None chosen	48	11.6 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

### **Q20. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q20 2nd emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City Streets	38	9.2 %
B=Maintenance of streets in your neighborhood	114	27.6 %
C=Maintenance of traffic signals	19	4.6 %
D=Maintenance of street signs/pavement markings	17	4.1 %
E=Preservation of historic areas in Pueblo	8	1.9 %
F=Overall cleanliness of City streets and other public areas	62	15.0 %
G=Adequacy of City street lighting	25	6.1 %
H=Condition of City sidewalks	21	5.1 %
I=Availability of sidewalks in the City	21	5.1 %
J=Landscaping and appearance of public areas along City streets	19	4.6 %
K=Street sweeping services	12	2.9 %
Z=None chosen	57	13.8 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q20. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years?**

<u>Q20 3rd emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City Streets	21	5.1 %
B=Maintenance of streets in your neighborhood	21	5.1 %
C=Maintenance of traffic signals	26	6.3 %
D=Maintenance of street signs/pavement markings	25	6.1 %
E=Preservation of historic areas in Pueblo	14	3.4 %
F=Overall cleanliness of City streets and other public areas	55	13.3 %
G=Adequacy of City street lighting	28	6.8 %
H=Condition of City sidewalks	49	11.9 %
I=Availability of sidewalks in the City	18	4.4 %
J=Landscaping and appearance of public areas along City streets	37	9.0 %
K=Street sweeping services	27	6.5 %
Z=None chosen	92	22.3 %
<b>Total</b>	<b>413</b>	<b>100.0 %</b>

### **Q20. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? (Top 3)**

<u>Q20 Most emphasis</u>	<u>Number</u>	<u>Percent</u>
A=Maintenance of major City Streets	251	60.8 %
B=Maintenance of streets in your neighborhood	175	42.4 %
C=Maintenance of traffic signals	57	13.8 %
D=Maintenance of street signs/pavement markings	50	12.1 %
E=Preservation of historic areas in Pueblo	35	8.5 %
F=Overall cleanliness of City streets and other public areas	146	35.4 %
G=Adequacy of City street lighting	67	16.2 %
H=Condition of City sidewalks	92	22.3 %
I=Availability of sidewalks in the City	43	10.4 %
J=Landscaping and appearance of public areas along City streets	73	17.7 %
K=Street sweeping services	53	12.8 %
Z=None chosen	48	11.6 %
<b>Total</b>	<b>1090</b>	

**Q21. Have you contacted the City during the past year?**

<u>Q21 Contacted the City in past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	107	25.9 %
2=No	292	70.7 %
9=No response	14	3.4 %
Total	413	100.0 %

**Q21. Have you contacted the City during the past year? (without no response)**

<u>Q21 Contacted the City in past year</u>	<u>Number</u>	<u>Percent</u>
1=Yes	107	26.8 %
2=No	292	73.2 %
Total	399	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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**Q21a-f. Only if you have contacted the City during the past year: Using a 5-point scale where 5 means "Always" and 1 means "Never," please rate your satisfaction with City employees (not elected officials) on the following behaviors:**

(N=107)

	Always 5	Usually 4	Sometimes 3	Seldom 2	Never 1	Don't know 9
Q21a Courteous and polite	34.6%	34.6%	17.8%	3.7%	4.7%	4.7%
Q21b Prompt accurate answers	25.2%	26.2%	29.9%	7.5%	7.5%	3.7%
Q21c Did what they said they would do	22.4%	22.4%	19.6%	13.1%	15.0%	7.5%
Q21d They helped resolve your issue	22.4%	21.5%	21.5%	7.5%	22.4%	4.7%
Q21e It was easy to contact person	21.5%	16.8%	34.6%	8.4%	13.1%	5.6%
Q21f Services were provided at a time	21.5%	19.6%	22.4%	6.5%	17.8%	12.1%

**Q21a-f. Only if you have contacted the City during the past year: Using a 5-point scale where 5 means "Always" and 1 means "Never," please rate your satisfaction with City employees (not elected officials) on the following behaviors:**

(N=107)

	Always 5	Usually 4	Sometimes 3	Seldom 2	Never 1
Q21a Courteous and polite	36.3%	36.3%	18.6%	3.9%	4.9%
Q21b Prompt accurate answers	26.2%	27.2%	31.1%	7.8%	7.8%
Q21c Did what they said they would do	24.2%	24.2%	21.2%	14.1%	16.2%
Q21d They helped resolve your issue	23.5%	22.5%	22.5%	7.8%	23.5%
Q21e It was easy to contact person	22.8%	17.8%	36.6%	8.9%	13.9%
Q21f Services were provided at a time	24.5%	22.3%	25.5%	7.4%	20.2%

**Q22. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies?**

<u>Q22 How supportive City use incentives</u>	<u>Number</u>	<u>Percent</u>
1=Very supportive	205	49.6 %
2=Somewhat supportive	105	25.4 %
3=Not sure	69	16.7 %
4=Not supportive	26	6.3 %
9=No Response	8	1.9 %
Total	413	100.0 %

**Q22. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies? (without no response)**

<u>Q22 How supportive City use incentives</u>	<u>Number</u>	<u>Percent</u>
1=Very supportive	205	50.6 %
2=Somewhat supportive	105	25.9 %
3=Not sure	69	17.0 %
4=Not supportive	26	6.4 %
Total	405	100.0 %

**Q23. How often do you typically go outside Pueblo city limits to shop?**

<u>Q23 How often shop outside Pueblo</u>	<u>Number</u>	<u>Percent</u>
1=Every day	7	1.7 %
2=A few times per week	7	1.7 %
3=At least once a week	31	7.5 %
4=A few times per month	116	28.1 %
5=A few times per year	140	33.9 %
6=Seldom or never	103	24.9 %
9=Don't know	9	2.2 %
Total	413	100.0 %

**Q23. How often do you typically go outside Pueblo city limits to shop? (without don't know)**

<u>Q23 How often shop outside Pueblo</u>	<u>Number</u>	<u>Percent</u>
1=Every day	7	1.7 %
2=A few times per week	7	1.7 %
3=At least once a week	31	7.7 %
4=A few times per month	116	28.7 %
5=A few times per year	140	34.7 %
6=Seldom or never	103	25.5 %
Total	404	100.0 %

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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ACCESS SHOPS THAT ARE NOT FOUND IN PUEBLO  
AVAILABILITY OF PRODUCTS  
AVAILABILITY OF CERTAIN GOODS  
AVAILABILITY OF GOODS/SERVICES  
AVAILABILITY OF ITEMS  
AVAILABILITY OF SHOPS  
AVAILABILITY OF STORES  
AVAILABILTY  
AVAILABILTY OF PRODUCTS  
AVAILABILITY  
BARGAINS  
BARGAINS ARE FEW, VERY FEW  
BECAUSE I ENJOY GETTING OUT  
BETTER AND MORE OPTIONS  
BETTER BARGAINS  
BETTER CHOICES  
BETTER DEALS, DIFFERENT PRODUCTS  
BETTER DEALS, MORE LOCALLY OWNED SHOPS  
BETTER DEALS, MORE VARIETY  
BETTER MORE SELECTION, FRIENDLIER  
BETTER PRICES & STORES  
BETTER PRODUCTS AND PRICES  
BETTER SELECTION  
BETTER SELECTION  
BETTER SELECTION  
BETTER SELECTION  
BETTER SELECTION  
BETTER SELECTION AND VARIETY  
BETTER SELECTION ELSEWHERE  
BETTER SELECTION OF STORES, MORE VARIETY  
BETTER SELECTION UP NORTH  
BETTER SELECTION, BETTER PRICES  
BETTER SELECTIONS  
BETTER SHOPPING  
BETTER SHOPS  
BETTER SHOPS  
BETTER SHOPS AND RESTAURANTS  
BETTER STORES  
BETTER STORES, BIGGER MALL  
BETTER STORES, MORE COURTEOUS PEOPLE  
BETTER STORES, VARIETY, CHANGE OF SCENERY

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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BETTER VARIETY  
BETTER VARIETY  
BETTER VARIETY OF STORES  
BIG BETTER MALL  
BIGGER BETTER STORES  
BIGGER SELECTION, FRIENDLINESS  
BIGGER VARIETY MALLS  
CAN'T FIND WHAT I NEED HERE  
CAN'T FIND WHAT I NEED IN PUEBLO  
CAN'T FIND WHAT I WANT HERE  
CAN'T FIND WHAT WE WANT IN PUEBLO  
CAN'T GET IT IN TOWN  
CANON CITY FOR BARGINS  
CERTAIN PRODUCTS  
CHANGE OF SCENERY  
CHANGE OF PACE  
CHEAPER, SALES, PERSONNEL, MORE FRIENDLY  
CHEAPER AND BETTER QUALITY  
CHEAPER ON PRICES, DON'T PAY SUCH HIGH PRICE  
CHEAPER SALES TAX WHERE I LIKE TO SHOP  
CHOICE  
CHOICE OF STORES, RESTAURANTS  
CITY SALES TAX ARE HIGH, LIMITED MERCHANDISE  
CLEANLINESS OF SHOPS, VARIETY, PRODUCT AVAILABLE  
COLORADO SPRINGS  
COLORADO SPRINGS  
COLORADO SPRINGS  
COLORADO SPRINGS & PUEBLO WEST & DENVER  
COLORADO SPRINGS MORE TO CHOOSE FROM NICER  
COLORADO SPRINGS OR DENVER  
COLORADO SPRINGS, INTERNET  
COSTCO, HATE WALMART  
DENVER  
DENVER, COLORADO SPRINGS  
DIFFERENT SCENERY  
DIVERSITY, CHANGE OF SCENERY  
DON'T  
DON'T  
DON'T DRIVE BUT ORDER ONLINE  
DON'T GO  
DON'T GO OFTEN ENOUGH

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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DON'T HAVE A GOOD MALL  
DON'T HAVE ADEQUATE MALL OR MAJOR STORES  
DON'T HAVE TO OR NEED TO  
DON'T HAVE WHAT I WANT  
DRESS SUITS FOR HUSBAND BY MEN SIZE  
EASY  
ENJOY DENVER  
FIND GOODS & SERVICES NOT AVAILABLE  
FOOD MEXICAN STORE  
FOR A ROAD TRIP  
FOR BETTER DEALS  
FOR CHOICE AND PRICES  
FOR FABRIC STORES  
FOR GOOD TIME  
FOR MORE VARIETY & GET BETTER PRICES SOMETIME  
FOR THE CHANGE IN TEMPERATURE  
FRESHER FOOD PRODUCTS & OTHER NOT FOUND HERE  
FUN AND ADVERSITY/OPTIONS  
GAN'T FIND IN PUEBLO AREA  
GET AWAY  
GETAWAY OR VACATION  
GO TO SHOPS NOT AVAILABLE IN PUEBLO  
GOLORADO SPRINGS, DENVER  
GOOD, TRAVELING TO WORK OUTSIDE CITY  
GREAT SELECTION  
GREATER DIVERSITY OF STORES  
GREATER VARIETY  
HAPPEN TO BE VISITING  
I AM OUT OF TOWN  
I CAN'T GET WHAT I WANT HERE  
I DON'T  
I DON'T  
I JUST GO  
IF LOCAL COMMERCIAL IS NOT COMPETITIVE  
INTERNET  
INTERNET  
ITS NOT AVAILABLE HERE  
JUST KILLING SOME TIME  
JUST TO GET AWAY  
LACK OF BIG BOX RETAILERS, HIGH END SHOPPING  
LACK OF CHOICE IN PUEBLO

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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LACK OF QUALITY MERCHADISE, TIMELY INVENTORY  
LACK OF VARIETY IN PUEBLO  
LIKE FRESH PRODUCE  
LIKE NEW CHOICE  
LIKE THE STORES AVAILABLE IN CO SPRINGS  
LIMITED SUPPLY  
LIMITED RETAILERS  
LOOKING FOR MORE VARIETY AND BETTER QUALITY  
LOOKING FOR SCHOOL SUPPLIES  
LOTS MORE CHOICES  
LOWER SALES TAXES ON MERCHANDISE  
LOWER PRICES ON BIG ITEMS  
MERCHANDISE NOT AVAILABLE OR REASONABLE PRICE  
MILITARY BASE SHOP  
MORE CHOICE  
MORE CHOICE  
MORE CHOICES  
MORE CHOICES  
MORE CHOICES  
MORE DIFFERENT CHOICES, PRICES  
MORE ITEMS THAT ARE NEEDED & BETTER PRICING  
MORE OF A VARIETY ON SOME ITMES  
MORE OPTIONS  
MORE OPTIONS  
MORE OPTIONS  
MORE OPTIONS, HIGHER QUALITY  
MORE RETAIL OPTIONS BETTER RESTAURANTS  
MORE RETAILERS  
MORE SELECTION  
MORE SHOPS  
MORE SHOPS  
MORE SHOPPING STORES AVAILABLE  
MORE SHOPS AVAILABLE  
MORE SHOPS ELSEWHERE  
MORE SHOPS, RESTAURANT  
MORE STORES  
MORE STORES & FRIENDLIER PEOPLE  
MORE STORES, MORE OFFERS  
MORE TO CHOSE FROM  
MORE VARIETIES  
MORE VARIETY

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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MORE VARIETY  
MORE VARIETY OF BOX STORES  
MORE VARIETY OF STORES  
MORE VARIETY, DIVERSITY  
MORE VARIETY/CHOICES  
NEVER  
NEVER  
NEVER  
NO AVAILABILITY  
NO FABRIC STORE, SOMETHING OTHER THAN WALMART  
NO GOOD STORES IN PUEBLO  
NO REASON  
NO SERVICE IN PUEBLO  
NO SPECIFIC REASON  
NO VARIETY, THE MALL IS HORRIBLE  
NOT A LOT AVAILABLE LOCALLY  
NOT A LOT AVAILABLE IN PUEBLO  
NOT AVAILABLE IN PUEBLO  
NOT ENOUGH SHOPPING STORES HERE IN PUEBLO  
NOT ENOUGH SHOPS IN TOWN  
NOT MANY CLOTHING STORES I LIKE IN PUEBLO  
NOT THE RIGHT GOODS HERE OR TOO EXPENSIVE  
NOT VERY NICE SHOPS AND RESTAURANTS HERE  
NOTHING TO SHOP  
NOTHING TO SHOP IN PUEBLO, NO STORES  
ONLY IF AVAILABLE HERE  
ONLY ONCE TO PURCHASE A VAN NOT HAIL DAMAGE  
OTHER CITIES OFFER THE BEST THINGS WE WANT  
OTHER SHOPS  
PUEBLO DOESN'T HAVE SPECIALTY SHOP I DESIRE  
OUT OF TOWN FAMILY  
PARTICULAR SHOPS  
PLEASURE  
PRICE, SELECTION, AVAILABILITY  
PRICES ARE CHEAPER

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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PRICES ARE LESS  
PRODUCT AVAILABILITY  
PRODUCT AVAILABILTY  
PRODUCT AVAILABLE  
PUEBLO DOESN'T HAVE SOME THINGS  
PUEBLO LACKS A VARIETY OF SHOPPING STORES  
PUEBLO MALL HAS NOTHING  
PUEBLO MALL LACKS QUALITY STORES  
PUEBLO LACK OF SELECTION  
PURCHSASE ITEMS UNABLE TO GET IN PUEBLO  
QUALITY  
QUALITY & SELECTION MENS CLOTHING-SHOES  
RARELY LEAVE MY HOUSE  
SALES TAX CHEAPER, SAFETY  
SEE MORE STORES OR PLACES TO EAT  
SELDOM DO MORE CHOICE WHOLE FOODS  
SELECTION  
SELECTION  
SELECTION  
SELECTION AND PRICE  
SELECTION OF GOODS  
SELECTION, QUALITY, AVAILABILITY  
SELECTION/AVAILABILITY OF MERCHANDISE  
SHOP, DINNER  
SHOP COMMISSARY AT FT CARSON  
SHOP ON INTERNET  
SKATE PARKS PRIORITY FOR KIDS  
SOME SHOPS NOT HERE  
SPECIALTY SHOPS  
SPECIALTY SHOPS LIKE BABIES R US  
SPRINGS  
SPRINGS & DENVER HAVE A LOT MORE BUSINESS  
SPRINGS/DENVER SOMETIMES HAVE BETTER DEALS  
STORE IN PUEBLO DONT HAVE, VERY LOW INVENTORY  
STORE SELECTION, SHOPPING AT MILITARY INSTALL  
STORES NOT AVAIL IN PUEBLO  
STORES NOT IN PUEBLO, LARGER CHAIN STORES  
STORES VERY LIMITED HERE  
TAXES  
TAXES, MORE VARIETY  
THE VIEW

**Q23a. Why do you go outside Pueblo city limits to shop?**

Q23a Why outside of Pueblo

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THERE ARE MORE PLACES TO SHOP  
THERE ARE SHOPS THAT CARRY PRODUCTS/QUALITY  
THEY DON'T HAVE ALL THE ITEMS I NEED  
THEY HAVE BETTER SELECTIONS AND MORE STORES  
THINGS NOT FOUND IN PUEBLO  
THINGS THAT ARE NEEDED  
TO COMPAIR COMPANIES  
TO FIND SOMETHING ELSE  
TO GET THINGS NOT IN PUEBLO  
TO SEE FAMILY  
TO SHOP AT SPECIALTY STORES  
TOO MANY GOOD SHOPS SHUT DOWN  
TOO SHOP AT GOODWILL IN CO SPGS, BETTER STORE  
USUALLY  
VAREITY  
VARIETY  
VARIETY  
VARIETY  
VARIETY  
VARIETY, CHANGE OF PACE  
VARIETY, FINDS STORES THAT WE DON'T HAVE  
VARIETY, MORE CHOICES  
VARIETY NOT HERE  
VARIETY OF ITEMS  
VARIETY OF PRODUCTS  
VARIETY OF STORES  
VISTING DAUGHTER IN SPRINGS, GO SHOPPING  
WHEN ON VACATION  
WHOLE FOODS, SPECIALTY ITEMS  
WIDER VARIETY  
WORK IN FOUNTAIN, LARGER RETAILERS

**Q24. Do you feel that redeveloping older neighborhoods should be an important part of the City's redevelopment plan?**

<u>Q24 Redevelop older neighborhoods</u>	<u>Number</u>	<u>Percent</u>
1=Essential	137	33.3 %
2=Important	190	46.1 %
3=Not sure	57	13.8 %
4=Not important	20	4.9 %
5=Detrimental	3	0.7 %
9=No Response	5	1.2 %
Total	412	100.0 %

**Q24. Do you feel that redeveloping older neighborhoods should be an important part of the City's redevelopment plan? (without no response)**

<u>Q24 Redevelop older neighborhoods</u>	<u>Number</u>	<u>Percent</u>
1=Essential	137	33.7 %
2=Important	190	46.7 %
3=Not sure	57	14.0 %
4=Not important	20	4.9 %
5=Detrimental	3	0.7 %
Total	407	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q25. Which three of the following Capital Improvements would you select as the most important?**

<u>Q25 Capital Improvements</u>	<u>Number</u>	<u>Percent</u>
01=Sanitary sewer system improvements	99	24.0 %
02=Stormwater system improvements	99	24.0 %
03=Street extension	46	11.1 %
04=New sidewalks/sidewalk replacement	122	29.5 %
05=Street maintenance/repair	308	74.6 %
06=Traffic signal replacements/upgrade	37	9.0 %
07=Parks upkeep/improvements	148	35.8 %
08=Facilities upkeep/improvements	52	12.6 %
09=Fire stations and equipment replacement	100	24.2 %
10=Police vehicles and equipment replacement	128	31.0 %
00=None Chosen	12	2.9 %
99=	1	0.2 %
Total	1152	

### **Q25. Which three of the following Capital Improvements would you select as the most important? (without none chosen)**

<u>Q25 Capital Improvements</u>	<u>Number</u>	<u>Percent</u>
01=Sanitary sewer system improvements	99	24.8 %
02=Stormwater system improvements	99	24.8 %
03=Street extension	46	11.5 %
04=New sidewalks/sidewalk replacement	122	30.5 %
05=Street maintenance/repair	308	77.0 %
06=Traffic signal replacements/upgrade	37	9.3 %
07=Parks upkeep/improvements	148	37.0 %
08=Facilities upkeep/improvements	52	13.0 %
09=Fire stations and equipment replacement	100	25.0 %
10=Police vehicles and equipment replacement	128	32.0 %
Total	1139	

**Q26. Does any member of your family ride the bus in Pueblo**

<u>Q26 Anyone ride bus in Pueblo</u>	<u>Number</u>	<u>Percent</u>
1=Yes	61	14.8 %
2=No	349	84.5 %
9=No Response	3	0.7 %
Total	413	100.0 %

**QQ26a. If yes, are you satisfied with the service you receive?**

<u>Q26a Satisfied with service</u>	<u>Number</u>	<u>Percent</u>
1=Yes	38	60.3 %
2=No	25	39.7 %
Total	63	100.0 %

**Q27. Have you flown in or out of the Pueblo Memorial Airport in the past 2 years?**

<u>Q27 Flown out of Pueblo Memorial Airport</u>	<u>Number</u>	<u>Percent</u>
1=Yes	38	9.2 %
2=No	371	89.8 %
9=No response	4	1.0 %
Total	413	100.0 %

**Q27a. AIRPORT ISSUES. For each of the items listed, please rate your satisfaction on a scale of 1 to 3 where 3 means "satisfied" and 1 means "dissatisfied."**

(N=413)

	Satisfied 3	Neutral 2	Dissatisfied 1
Q27a Prices to fly in or out of Pueblo	39.5%	34.2%	26.3%
Q27b Services at the airport	51.3%	38.5%	10.3%
Q27c Convenience of location of airport	75.0%	22.5%	2.5%

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q28. FUNDING BALLOT ISSUES. Please indicate how supportive you would be of each of the following issues:**

(N=413)

	Very supportive 4	Somewhat supportive 3	Not sure 2	Not supportive 1	No Response 9
Q28a City funded community/recreation	29.8%	32.9%	22.8%	13.8%	0.7%
Q28b City funded recycling center	40.0%	32.2%	15.5%	12.1%	0.2%
Q28c Additional mill levy for Parks	18.9%	31.7%	24.2%	24.2%	1.0%
Q28d Additional 1/2 cent sales tax- Parks	19.9%	29.5%	23.0%	27.4%	0.2%
Q28e Additional mill levy-Fire/Police	21.3%	31.0%	24.2%	23.2%	0.2%
Q28f Additional 1/4 cent sales tax-Fire	22.3%	27.6%	23.0%	26.4%	0.7%
Q28g Additional fee for surveillance	20.1%	23.0%	24.7%	31.7%	0.5%

### **Q28. FUNDING BALLOT ISSUES. Please indicate how supportive you would be of each of the following issues: (without no response)**

(N=413)

	Very supportive 4	Somewhat supportive 3	Not sure 2	Not supportive 1
Q28a City funded community/recreation	30.0%	33.2%	22.9%	13.9%
Q28b City funded recycling center	40.0%	32.3%	15.5%	12.1%
Q28c Additional mill levy for Parks	19.1%	32.0%	24.4%	24.4%
Q28d Additional 1/2 cent sales tax- Parks	19.9%	29.6%	23.1%	27.4%
Q28e Additional mill levy-Fire/Police	21.4%	31.1%	24.3%	23.3%
Q28f Additional 1/4 cent sales tax-Fire	22.4%	27.8%	23.2%	26.6%
Q28g Additional fee for surveillance	20.2%	23.1%	24.8%	31.9%

**Q29. How satisfied are you with residential Trash collection services?**

<u>Q29 Satisfied w/resident trash service</u>	<u>Number</u>	<u>Percent</u>
1=Very satisfied	140	33.9 %
2=Satisfied	166	40.2 %
3=Neutral	57	13.8 %
4=Dissatisfied	43	10.4 %
9=Don't Know	7	1.7 %
Total	413	100.0 %

**Q29. How satisfied are you with residential Trash collection services? (without don't know)**

<u>Q29 Satisfied w/resident trash service</u>	<u>Number</u>	<u>Percent</u>
1=Very satisfied	140	34.5 %
2=Satisfied	166	40.9 %
3=Neutral	57	14.0 %
4=Dissatisfied	43	10.6 %
Total	406	100.0 %

**Q30. Which of the following recycling programs would you support and participate in?**

<u>Q30 Which recycling programs would use</u>	<u>Number</u>	<u>Percent</u>
1=Drop-off centers for household recyclables (cans, plastic, glass, paper and cardboard)	290	70.2 %
2=Drop-off centers for yard waste (branches, weeds, leaves and grass clippings)	261	63.2 %
3=Large item roundup (furniture, appliances, and electronics)	256	62.0 %
4=Drop-off centers for hazardous waste (chemicals, cleaners, and poisons)	267	64.6 %
5=None	47	11.4 %
Total	1121	

**Q31. Would you support a City ordinance that would require trash collection cans of graduated sizes for graduated prices (pay-as-you-throw concept where you pay only for the items that you do not separate for recycling)?**

Q31 Support graduated pay as you throw	Number	Percent
1=Yes	121	29.4 %
2=No	148	35.9 %
3=Don't know	143	34.7 %
Total	412	100.0 %

**Q32. How much would you be willing to pay per month to fund a household recycling drop-off center? (without don't know)**

Q32 How much willing to pay-recycling	Number	Percent
1=\$2 to \$3/mo	145	35.8 %
2=\$4 to \$5/mo	69	17.0 %
3=\$6 to \$8/mo	15	3.7 %
4=Nothing	176	43.5 %
Total	405	100.0 %

**Q33. Do you currently use any recycling services located in Pueblo? (without don't know)**

Q33 Do you use any recycling services	Number	Percent
1=Yes	194	47.2 %
2=No	217	52.8 %
Total	411	100.0 %

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### Q33a. About how many times a year do you take items to be recycled?

<u>Q33a How many times a year recycle</u>	<u>Number</u>	<u>Percent</u>
0=	3	1.7 %
1=	10	5.8 %
2=	11	6.4 %
3=	9	5.2 %
4=	18	10.5 %
5=	11	6.4 %
6=	17	9.9 %
7=	2	1.2 %
8=	1	0.6 %
9=	1	0.6 %
10=	14	8.1 %
11=	1	0.6 %
12=	41	23.8 %
14=	1	0.6 %
15=	2	1.2 %
18=	1	0.6 %
20=	5	2.9 %
24=	9	5.2 %
25=	2	1.2 %
26=	2	1.2 %
31=	1	0.6 %
36=	1	0.6 %
40=	1	0.6 %
50=	1	0.6 %
52=	3	1.7 %
53=	1	0.6 %
60=	1	0.6 %
081=	1	0.6 %
122=	1	0.6 %
Total	172	100.0 %

**Q33a. About how many times a year do you take items to be recycled?**

Q33a How many times a year recycle

Minimum = 0

Maximum = 122

Mean = 12.0

Median = 10

Variance (Unbiased) = 217.1

Standard Deviation (Unbiased) = 14.7

Standard Error Of The Mean = 1.1

4 Groups

1 = 4

2 = 10

3 = 12

## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### **Q34. Would you be willing to pay \$3.00 per month for curbside recycling?**

<u>Q34 Willing to pay \$3/month for curbside</u>	<u>Number</u>	<u>Percent</u>
1=Yes	205	49.9 %
2=No	192	46.7 %
9=Don't Know	14	3.4 %
Total	411	100.0 %

### **Q35. CITY LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatis- fied 2	Very Dissatis- fied 1	Don't know 9
Q35a Leadership by City officials	3.9%	23.5%	35.6%	17.9%	11.4%	7.7%
Q35b Effectiveness of boards/commissions	3.6%	20.8%	40.0%	15.0%	11.6%	9.0%
Q35c Effectiveness of City Manager	7.5%	26.2%	40.4%	9.2%	7.7%	9.0%

### **Q35. CITY LEADERSHIP. For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied." (without don't know)**

(N=413)

	Very Satisfied 5	Satisfied 4	Neutral 3	Dissatisfied 2	Very Dissatisfied 1
Q35a Leadership by City officials	4.2%	25.5%	38.6%	19.4%	12.3%
Q35b Effectiveness of boards/commissions	4.0%	22.9%	43.9%	16.5%	12.8%
Q35c Effectiveness of City Manager	8.2%	28.7%	44.4%	10.1%	8.5%

**Q36. Approximately how many years have you lived in the City of Pueblo?**

<u>Q36 Years lived in Pueblo</u>	<u>Number</u>	<u>Percent</u>
1=Less than 5 years	21	5.1 %
2=5-10 years	25	6.1 %
3=11-20 years	56	13.6 %
4=More than 20 years	307	74.3 %
9=Decline	4	1.0 %
Total	413	100.0 %

**Q37. What is your age?**

<u>Q37 Respondents age</u>	<u>Number</u>	<u>Percent</u>
1=Under 25	33	8.0 %
2=25 to 34	41	9.9 %
3=35 to 44	50	12.1 %
4=45 to 54	100	24.2 %
5=55 to 64	97	23.5 %
6=65+	88	21.3 %
9=Decline	4	1.0 %
Total	413	100.0 %

**Q38. Are you or other members of your household of Hispanic or Latino ancestry?**

<u>Q38 Anyone in household hispanic/latino</u>	<u>Number</u>	<u>Percent</u>
1=Yes	205	49.6 %
2=No	188	45.5 %
9=Decline	20	4.8 %
Total	413	100.0 %

**Q38. Are you or other members of your household of Hispanic or Latino ancestry? (without declined)**

<u>Q38 Anyone in household hispanic/latino</u>	<u>Number</u>	<u>Percent</u>
1=Yes	205	52.2 %
2=No	188	47.8 %
Total	393	100.0 %

**Q39. Which of the following best describes your race?**

<u>Q39 Respondents race</u>	<u>Number</u>	<u>Percent</u>
1=African American/Black	9	2.2 %
2=American Indian or Alaska Native	13	3.1 %
3=Asian/Hawaiian or Other Pacific Islander	3	0.7 %
4=White	257	62.2 %
5=Other	83	20.1 %
9=Decline	59	14.3 %
Total	424	

**Q39. Which of the following best describes your race? (without declined)**

<u>Q39 Respondents race</u>	<u>Number</u>	<u>Percent</u>
1=African American/Black	9	2.5 %
2=American Indian or Alaska Native	13	3.7 %
3=Asian/Hawaiian or Other Pacific Islander	3	0.8 %
4=White	257	72.6 %
5=Other	83	23.4 %
Total	365	

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## 2010 Pueblo, Colorado DirectionFinder® Survey Results

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### Q39. Other

<u>Q30 Other</u>	<u>Number</u>	<u>Percent</u>
CHICANO=	4	4.9 %
FRENCH/SPANISH=	1	1.2 %
GERMAN=	1	1.2 %
HISOPANIC=	1	1.2 %
HISPANCI=	1	1.2 %
HISPANIC=	46	56.1 %
HISPANIC AMERICAN=	1	1.2 %
HISPANIC/LATINO=	1	1.2 %
INDIAN=	1	1.2 %
IRISH=	1	1.2 %
ITALIAN AMERICAN=	1	1.2 %
LATINO=	6	7.3 %
MEXICAN=	4	4.9 %
MEXICAN AMERICAN=	4	4.9 %
MIX=	1	1.2 %
MIXED=	2	2.4 %
SPANIARD=	1	1.2 %
SPANISH=	2	2.4 %
SPANISH AMERICAN=	1	1.2 %
SPANISH, ITALIAN=	1	1.2 %
SPANISH-GERMAN-INDIA=	1	1.2 %
Total	82	100.0 %

**Q40. Which of the following best describes your current place of employment?**

<u>Q40 Current place of employment</u>	<u>Number</u>	<u>Percent</u>
1=Employed outside the home	227	55.0 %
2=Self-employed or work out of home	32	7.7 %
3=Student, Retired, or Not currently employed outside the home	146	35.4 %
9=No Response	8	1.9 %
Total	413	100.0 %

**Q40. Which of the following best describes your current place of employment? (without no response)**

<u>Q40 Current place of employment</u>	<u>Number</u>	<u>Percent</u>
1=Employed outside the home	227	56.0 %
2=Self-employed or work out of home	32	7.9 %
3=Student, Retired, or Not currently employed outside the home	146	36.0 %
Total	405	100.0 %

**Q40. Where do you work?**

<u>Q40a Where do you work</u>	<u>Number</u>	<u>Percent</u>
A=In Pueblo	182	79.8 %
B=Inside Pueblo County but outside of the City	24	10.5 %
C=Somewhere else in Colorado	22	9.6 %
Total	228	100.0 %

**Q41. Your gender:**

<u>Q41 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	223	54.0 %
2=Female	190	46.0 %
Total	413	100.0 %

**Zip Code**

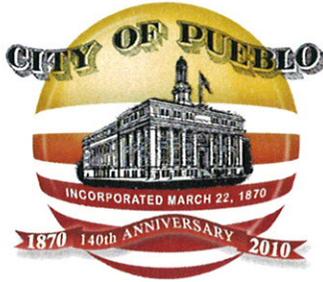
<u>Zip Code</u>	<u>Number</u>	<u>Percent</u>
81001=	106	25.9 %
81003=	48	11.7 %
81004=	103	25.1 %
81005=	117	28.5 %
81006=	2	0.5 %
81008=	34	8.3 %
Total	410	100.0 %

**Section 6:**  
***Survey Instrument***

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Jerry M. Pacheco  
*City Manager*

Jenny M. Eickelman  
*Assistant City Manager*



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Phone (719) 553-2655  
Fax (719) 553-2698

## Office of the City Manager

April 2010

The City of Pueblo is requesting your help. You have been chosen to participate in a survey designed to gather resident opinions and feedback regarding City services and programs. The information requested in this survey will be used to help improve our services and determine the future needs of Pueblo citizens.

**We greatly appreciate your participation.** Please take a few minutes to complete and return the survey. We estimate it should take approximately 15-20 minutes to answer all the questions, and your individual responses to the questions will remain confidential. The sticker on the survey identifies responses from broad geographic areas and helps us know where we might improve our service delivery.

**Please return your completed survey in the next few days using the postage paid envelope provided.**

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading governmental research firms. ETC representatives will present survey results to the Pueblo City Council at a public meeting in May.

If you have any questions about the survey, please contact Jenny Eickelman in the City Manager's office at 553-2699. Thank you for helping guide the direction of our community by completing and returning the enclosed survey.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jerry M. Pacheco', is written over the word 'Sincerely,'.

Jerry M. Pacheco  
City Manager



# 2010 City of Pueblo Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's ongoing effort to identify and respond to resident concerns. If you have questions, please call Jenny Eickelman at 553-2699.

1. **OVERALL SATISFACTION WITH CITY SERVICES.** Using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied,” please rate your satisfaction with each of the services listed below.

City Services	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of police services	5	4	3	2	1	9
B. Overall quality of City parks and recreation programs and facilities	5	4	3	2	1	9
C. Overall maintenance of City streets	5	4	3	2	1	9
D. Overall maintenance of City buildings and facilities	5	4	3	2	1	9
E. Overall enforcement of City codes and ordinances	5	4	3	2	1	9
F. Overall quality of customer service you receive from City employees	5	4	3	2	1	9
G. Overall quality of fire and Emergency Medical Services	5	4	3	2	1	9
H. Overall effectiveness of City communication with the public	5	4	3	2	1	9
I. Overall quality of the City's stormwater runoff/stormwater management system	5	4	3	2	1	9
J. Overall flow of traffic and congestion management in the City	5	4	3	2	1	9
K. Overall quality of sanitary sewer/wastewater management system	5	4	3	2	1	9

2. Which **THREE** of these items do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 1 above.]

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

3. Several items that may influence your **perception** of the City of Pueblo are listed below. Please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "excellent" and 1 means "poor."

How would you rate The City of Pueblo:	Excellent	Good	Neutral	Below Average	Poor	Don't Know
A. Overall quality of services provided by the City of Pueblo	5	4	3	2	1	9
B. Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
C. Overall image of the City	5	4	3	2	1	9
D. How well the City is planning growth	5	4	3	2	1	9
E. How well the City is managing redevelopment	5	4	3	2	1	9
F. Overall quality of life in the City	5	4	3	2	1	9
G. Overall feeling of safety in the City	5	4	3	2	1	9
H. Quality of new development in the City	5	4	3	2	1	9
I. As a place to retire	5	4	3	2	1	9
J. Overall appearance of the City	5	4	3	2	1	9

4. **PUBLIC SAFETY.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Public Safety</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of local police protection	5	4	3	2	1	9
B.	The visibility of police in neighborhoods	5	4	3	2	1	9
C.	The City's efforts to prevent crime	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Enforcement of local traffic laws	5	4	3	2	1	9
F.	Police safety education programs	5	4	3	2	1	9
G.	Overall quality of local fire protection	5	4	3	2	1	9
H.	Location of fire stations	5	4	3	2	1	9
I.	How quickly fire department/emergency services personnel respond to emergencies	5	4	3	2	1	9
J.	Fire safety education programs	5	4	3	2	1	9
K.	Quality of animal control	5	4	3	2	1	9

5. Which **THREE** of the public safety items listed above do you think should receive the most emphasis from City leaders over the next **TWO** Years? [Write in the letters below using the letters from the list in Question 4 above.]

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
1<sup>st</sup>            2<sup>nd</sup>            3<sup>rd</sup>

6. **POLICE DEPARTMENT.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Police Department</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Pueblo Police Department's overall performance	5	4	3	2	1	9
B.	The competence of Police Department personnel	5	4	3	2	1	9
C.	The attitude and behavior of Police Department personnel toward citizens	5	4	3	2	1	9
D.	The level of safety and security in your neighborhood	5	4	3	2	1	9

7. Do you have any recommendations for improvement of the services provided by the Pueblo Police Department?

\_\_\_\_\_

8. **FIRE AND EMERGENCY MEDICAL SERVICES.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>Fire &amp; Emergency Medical Services</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	The overall performance of Fire & Emergency Medical Services	5	4	3	2	1	9
B.	The competence of Fire and Emergency Medical Services personnel	5	4	3	2	1	9
C.	The attitude and behavior of Fire and Emergency Medical Services personnel	5	4	3	2	1	9

9. Do you have any recommendations for improvement of the services provided by the Fire & Emergency Medical Services?

\_\_\_\_\_

10. Using a scale of 1 to 4 where 4 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		<i>Very Safe</i>	<i>Somewhat Safe</i>	<i>Somewhat Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	In your neighborhood during the day	4	3	2	1	9
B.	In your neighborhood at night	4	3	2	1	9
C.	In certain areas of town day or night	4	3	2	1	9
D.	Along parks trails and river trails	4	3	2	1	9



15. **QUALITY OF LIFE.** Several reasons for deciding where to live are listed below. On a scale from "1" to "4" where "4" is "very important" and "1" is "unimportant," how important was each reason in your decision to live where you live? Then, please indicate if your needs are being met in Pueblo. (Please circle your answers)

The Reasons for Choosing a Community to Live in						Are your needs being met in Pueblo?	
						Yes	No
A.	Sense of community	4	3	2	1	A	B
B.	Quality of public education	4	3	2	1	A	B
C.	Employment opportunities	4	3	2	1	A	B
D.	Types of housing	4	3	2	1	A	B
E.	Quality of housing	4	3	2	1	A	B
F.	Access to quality shopping	4	3	2	1	A	B
G.	Availability of parks and recreation opportunities	4	3	2	1	A	B
H.	Proximity to family or friends	4	3	2	1	A	B
I.	Safety and security	4	3	2	1	A	B
J.	Accessibility to airport and other communities	4	3	2	1	A	B
K.	Educational opportunities for preschool age children	4	3	2	1	A	B
L.	Quality health care	4	3	2	1	A	B
M.	Public transportation (bus)	4	3	2	1	A	B
N.	Opportunities and/or resources for senior citizens	4	3	2	1	A	B

16. Which **THREE** of these reasons will have the most impact on your decision to stay in Pueblo for the next 10 years? [write the letters for your top 3 choices below using the letters from the list of reasons in Q15 above]

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_  
 1st                      2nd                      3rd

17. **CITY COMMUNICATION.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

City Communication		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The availability of information about City programs and services	5	4	3	2	1	9
B.	City efforts to keep you informed about local issues	5	4	3	2	1	9
C.	How open the City is to public involvement and input from residents	5	4	3	2	1	9
D.	The quality of programming on the City's cable television channel (Channel 17)	5	4	3	2	1	9
E.	The quality of the City's web page	5	4	3	2	1	9

18. **SEWER AND STORMWATER MANAGEMENT.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

Sewer and Stormwater Management		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Drainage of rain water off City streets	5	4	3	2	1	9
B.	Drainage of rain water off properties next to your residence	5	4	3	2	1	9
C.	Responsiveness to emergency calls for sewer stops	5	4	3	2	1	9

**19. MAINTENANCE/PUBLIC WORKS.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

<i>City Maintenance/Public Works</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of major City streets	5	4	3	2	1	9
B.	Maintenance of streets in your neighborhood	5	4	3	2	1	9
C.	Maintenance of traffic signals	5	4	3	2	1	9
D.	Maintenance of street signs/pavement markings	5	4	3	2	1	9
E.	Preservation of historic areas in Pueblo	5	4	3	2	1	9
F.	Overall cleanliness of City streets and other public areas	5	4	3	2	1	9
G.	Adequacy of City street lighting	5	4	3	2	1	9
H.	Condition of City sidewalks	5	4	3	2	1	9
I.	Availability of sidewalks in the City	5	4	3	2	1	9
J.	Landscaping and appearance of public areas along City streets	5	4	3	2	1	9
K.	Street sweeping service	5	4	3	2	1	9

**20. Which THREE of the maintenance/public works items listed above do you think should receive the most emphasis from City leaders over the next TWO Years? [Write in the letters below using the letters from the list in Question 19 above.]**

\_\_\_\_\_ 1<sup>st</sup>      \_\_\_\_\_ 2<sup>nd</sup>      \_\_\_\_\_ 3<sup>rd</sup>

**21. Have you contacted the City during the past year?**

\_\_\_\_(1) Yes [answer Q21a through f]      \_\_\_\_ (2) No [go to Q22]

**21a-f. Only if you have contacted the City during the past year:** Using a 5-point scale where 5 means "Always" and 1 means "Never," please rate your satisfaction with City employees (not elected officials) on the following behaviors:

<i>Customer Service Characteristics:</i>		<i>Always</i>	<i>Usually</i>	<i>Some times</i>	<i>Seldom</i>	<i>Never</i>	<i>Don't Know</i>
A.	They were courteous and polite	5	4	3	2	1	9
B.	They gave prompt, accurate, and complete answers to questions	5	4	3	2	1	9
C.	They did what they said they would do in a timely manner	5	4	3	2	1	9
D.	They helped you resolve your issue to your satisfaction	5	4	3	2	1	9
E.	It was easy to contact the person you needed	5	4	3	2	1	9
F.	Services were provided at a time that was accommodating to your schedule	5	4	3	2	1	9

**OTHER ISSUES**

**22. In general, how supportive are you of having the City use incentives to attract and expand retail, manufacturing, science & technology, and regional office companies?**

\_\_\_\_ (1) Very supportive      \_\_\_\_ (3) Not sure  
 \_\_\_\_ (2) Somewhat supportive      \_\_\_\_ (4) Not supportive

**23. How often do you typically go outside Pueblo city limits to shop?**

\_\_\_\_ (1) Every day      \_\_\_\_ (4) A few times per month  
 \_\_\_\_ (2) A few times per week      \_\_\_\_ (5) A few times per year  
 \_\_\_\_ (3) At least once a week      \_\_\_\_ (6) Seldom or never

**23a. Why do you go outside Pueblo city limits to shop?** \_\_\_\_\_

**24. Do you feel that redeveloping older neighborhoods should be an important part of the City's redevelopment plan?**

- (1) Essential                       (4) Not important  
 (2) Important                       (5) Detrimental  
 (3) Not sure

**25. Which three of the following Capital Improvements would you select as the most important? (Check 3 only)**

- (1) Sanitary sewer system improvements                       (6) Traffic signal replacements/upgrade  
 (2) Stormwater system improvements                       (7) Parks upkeep/improvements  
 (3) Street extension                       (8) Facilities upkeep/improvements  
 (4) New sidewalks/sidewalk replacement                       (9) Fire stations and equipment replacement  
 (5) Street maintenance/repair                       (10) Police vehicles and equipment replacement

**26. Does any member of your family ride the bus in Pueblo?**

- (1) Yes (go to Q26a)                       (3) No (go to Q27)

**Q26a. If yes, are you satisfied with the service you receive?**

- (1) Yes                       (3) No

**27. Have you flown in or out of the Pueblo Memorial Airport in the past 2 years?**

- (1) Yes (go to Q27a)                       (3) No (go to Q28)

**27a. AIRPORT ISSUES. For each of the items listed, please rate your satisfaction on a scale of 1 to 3 where 3 means "satisfied" and 1 means "dissatisfied."**

<i>Airport Issues</i>		<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>
A.	Airline prices to fly in or out of the Pueblo Memorial Airport	3	2	1
B.	Services at the Airport	3	2	1
C.	The convenience of the location of the Airport	3	2	1

**28. FUNDING BALLOT ISSUES. Please indicate how supportive you would be of each of the following issues:**

<i>General</i>		<i>Very Supportive</i>	<i>Somewhat Supportive</i>	<i>Not sure</i>	<i>Not Supportive</i>
A.	A City of Pueblo funded and operated Community/Recreation Center	4	3	2	1
B.	A City of Pueblo funded and operated recycling center	4	3	2	1
C.	An additional mill levy for Parks and Recreation upkeep/improvements	4	3	2	1
D.	An additional 1/4¢ sales tax for Parks and Recreation upkeep/improvements	4	3	2	1
E.	An additional mill levy to specifically improve Fire and Police response services	4	3	2	1
F.	An additional 1/4¢ sales tax to specifically improve Fire and Police response services	4	3	2	1
G.	An additional fee to purchase surveillance cameras in public areas	4	3	2	1

**TRASH COLLECTION AND RECYCLING**

**29. How satisfied are you with residential Trash collection services?**

- (1) Very satisfied                       (3) Neutral  
 (2) Satisfied                       (4) Dissatisfied

**30. Which of the following recycling programs would you support and participate in? (Check all that apply)**

- (1) Drop-off centers for household recyclables (cans, plastic, glass, paper and cardboard)  
 (2) Drop-off centers for yard waste (branches, weeds, leaves and grass clippings)  
 (3) Large item roundup (furniture, appliances and electronics)  
 (4) Drop-off centers for hazardous waste (chemicals, cleaners, and poisons)  
 (5) None

31. Would you support a City ordinance that would require trash collection cans of graduated sizes for graduated prices (pay-as-you-throw concept where you pay only for the items that you do not separate for recycling)?

\_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No \_\_\_\_\_ (3) Don't know

32. How much would you be willing to pay per month to fund a household recycling drop-off center?

\_\_\_\_\_ (1) \$2 to \$3 per month \_\_\_\_\_ (3) \$6 to \$8 per month  
 \_\_\_\_\_ (2) \$4 to \$5 per month \_\_\_\_\_ (4) Nothing

33. Do you currently use any recycling services located in Pueblo?

\_\_\_\_\_ (1) Yes (go to Q 33a) \_\_\_\_\_ (2) No (go to Q34)

33a. About how many times a year do you take items to be recycled? \_\_\_\_\_

34. Would you be willing to pay \$3.00 per month for curbside recycling?

\_\_\_\_\_ (1) Yes \_\_\_\_\_ (2) No

35. **CITY LEADERSHIP.** For each of the items listed, please rate your satisfaction on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

City Leadership	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A. Overall quality of leadership provided by the City's elected officials	5	4	3	2	1	9
B. Overall effectiveness of appointed boards and commissions	5	4	3	2	1	9
C. Overall effectiveness of the City Manager and appointed staff	5	4	3	2	1	9

36. Approximately how many years have you lived in the City of Pueblo?

\_\_\_\_\_ (1) Less than 5 years \_\_\_\_\_ (3) 11-20 years  
 \_\_\_\_\_ (2) 5-10 years \_\_\_\_\_ (4) More than 20 years

37. What is your age?

\_\_\_\_\_ (1) Under 25 \_\_\_\_\_ (3) 35 to 44 \_\_\_\_\_ (5) 55 to 64  
 \_\_\_\_\_ (2) 25 to 34 \_\_\_\_\_ (4) 45 to 54 \_\_\_\_\_ (6) 65+

38. Are you or other members of your household of Hispanic or Latino ancestry?

\_\_\_\_(1) Yes \_\_\_\_\_(2) No

39. Which of the following best describes your race?

\_\_\_\_(1) African American/Black \_\_\_\_\_(4) White  
 \_\_\_\_ (2) American Indian or Alaska Native \_\_\_\_\_(5) Other: \_\_\_\_\_  
 \_\_\_\_ (3) Asian, Hawaiian or Other Pacific Islander

40. Which of the following best describes your current place of employment?

\_\_\_\_\_ (1) Employed outside the home

**Where do you work?**

\_\_\_\_\_ (a) In Pueblo  
 \_\_\_\_\_ (b) Inside Pueblo County but outside of the City  
 \_\_\_\_\_ (c) Somewhere else in Colorado  
 \_\_\_\_\_ (2) Self-employed or work out of home  
 \_\_\_\_\_ (3) Student, Retired, or Not currently employed outside the home

41. Your gender: \_\_\_\_\_ (1) Male \_\_\_\_\_ (2) Female

**This concludes the survey. Thank you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential. The information printed on the sticker to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.