



Community Survey 2006



November 16th, 2006
Prepared by: Doug Westenskow

Topics of Discussion

- Purpose and Methodology of Community Survey
- Who is Hot Sulphur Springs?
(Demographics)
- What is important to you as a community?
- Summary

Methodology

- Purpose of survey – To get input from the community on how to make Hot Sulphur Springs a better place to live
 - In 2006, The Town Board of Hot Sulphur Springs contracted with NWCCOG to perform a community survey which included random sampling techniques
- Key Issues
 - Town Board/Local Government
 - Budgeting Priorities
 - Law Enforcement
 - Issues of Importance to members of the community

Survey Tool

- A survey was created to address issues of importance to the members of the community
- The instrument contained 30 questions including:
 - What are the issues of importance facing the town and how well is the board doing when dealing with these issues?
 - How would you budget the Town's resources?
 - Demographic questions
 - Open ended responses for further suggestions

Survey Implementation

- NWCCOG was given a mailing list from the town made up of a majority of the locals and the second home owners of the community
- This list had 395 addresses, all of which were sent a community survey
- The mailing consisted of a Cover Letter from the Town Board, a Paper Survey Tool and a return envelope
- The Cover Letter gave the respondents a web address that allowed them to complete the survey using an on-line survey tool

Return Rate

- The results of the first mailing netted 101 responses, so a second mailing was done with a final return rate of 151 responses.

Mailed	Delivered	Returned by Mail	Completed on Internet	Total Completed	% Returned	Error Rate
395	358	129	22	151	42.2%	6.1%

*The Error Rate is figured at a 95% confidence level

Who is Hot Sulphur Springs?

Demographics

Hot Sulphur Springs Population Growth



Source: Colorado DOLA section and US Census Bureau

Population Continued

Hot Sulphur Springs

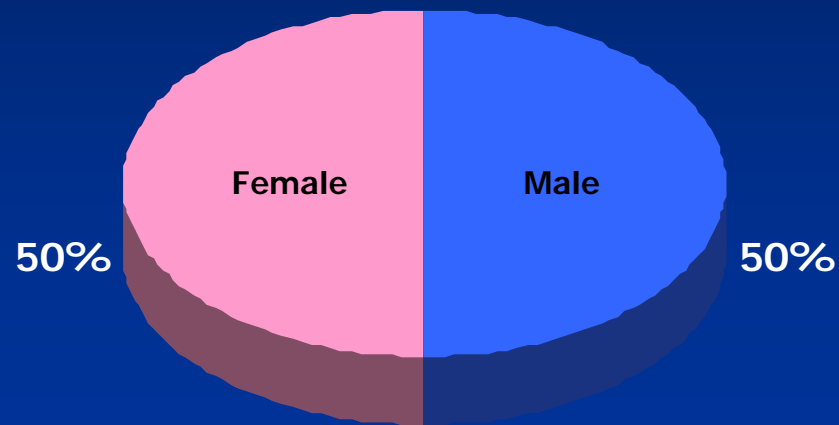
1990	2000	% change	2005	% change	1990 to 2005 %change
347	521	50.1%	600	15.2%	72.9%

Grand County

1990	2000	% change	2005	% change	1990 to 2005 %change
7,966	12,442	56.2%	13,906	11.8%	74.6%

Source: Colorado DOLA section and US Census Bureau

Gender of Respondents

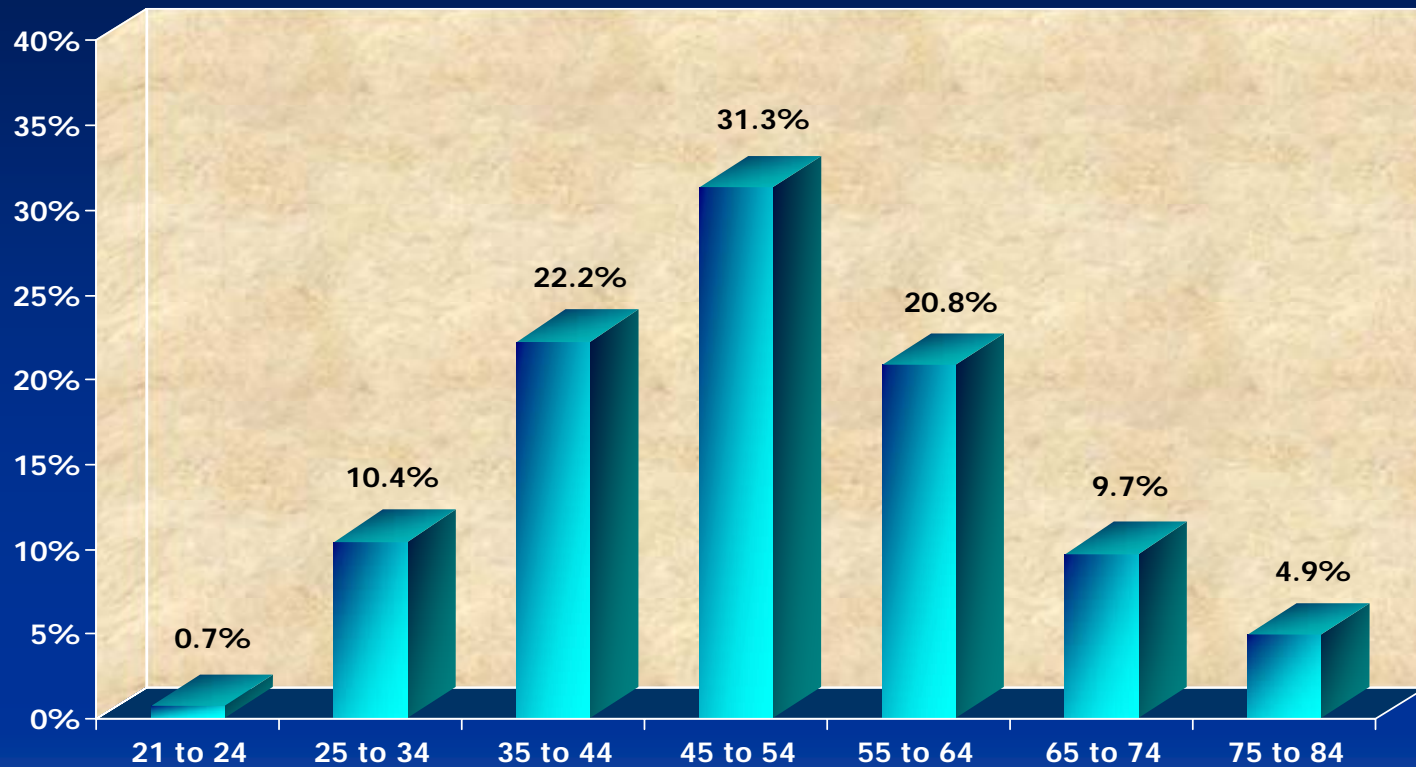


n=144

Source: HSS Community Survey Results

NWCCOG

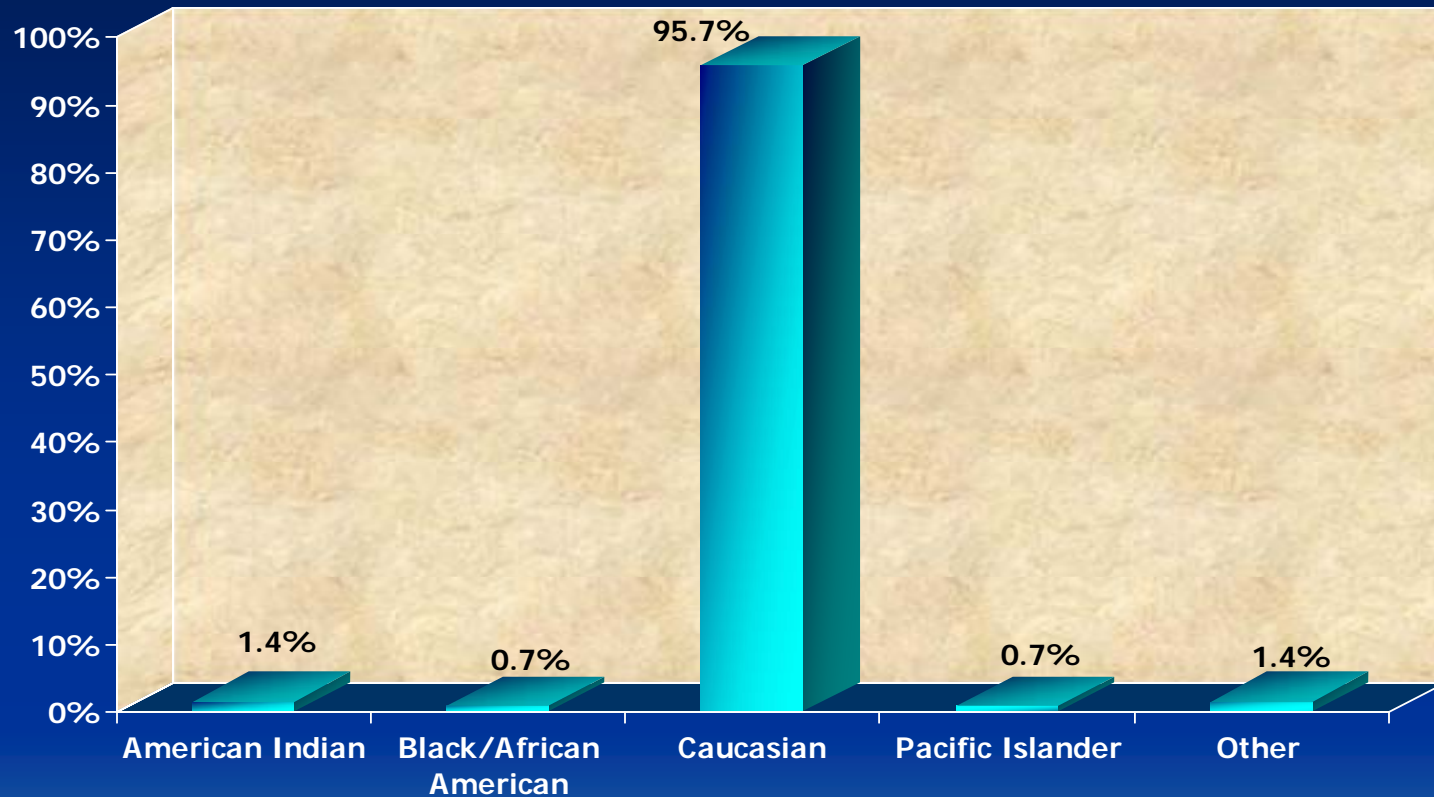
Age Groups of Respondents



n=144

Source: HSS Community Survey Results

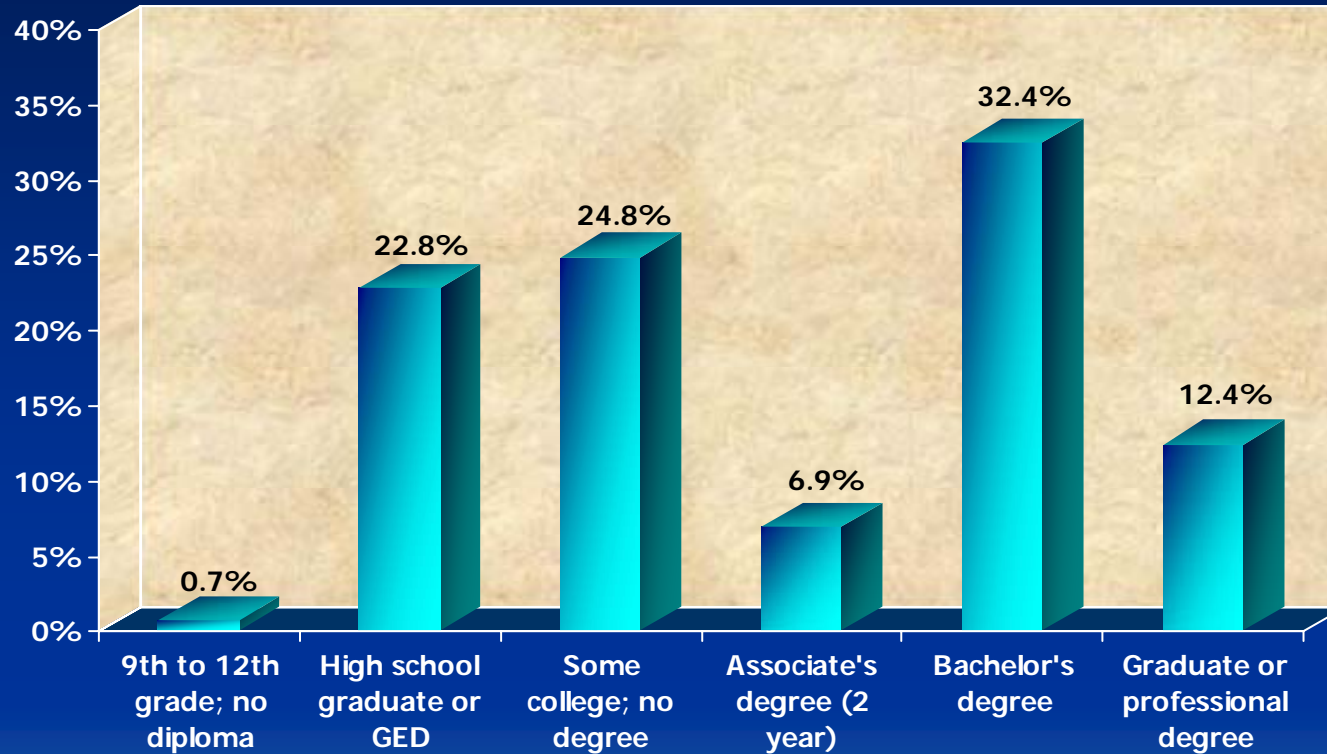
Ethnicity of Respondents



n=140

Source: HSS Community Survey Results

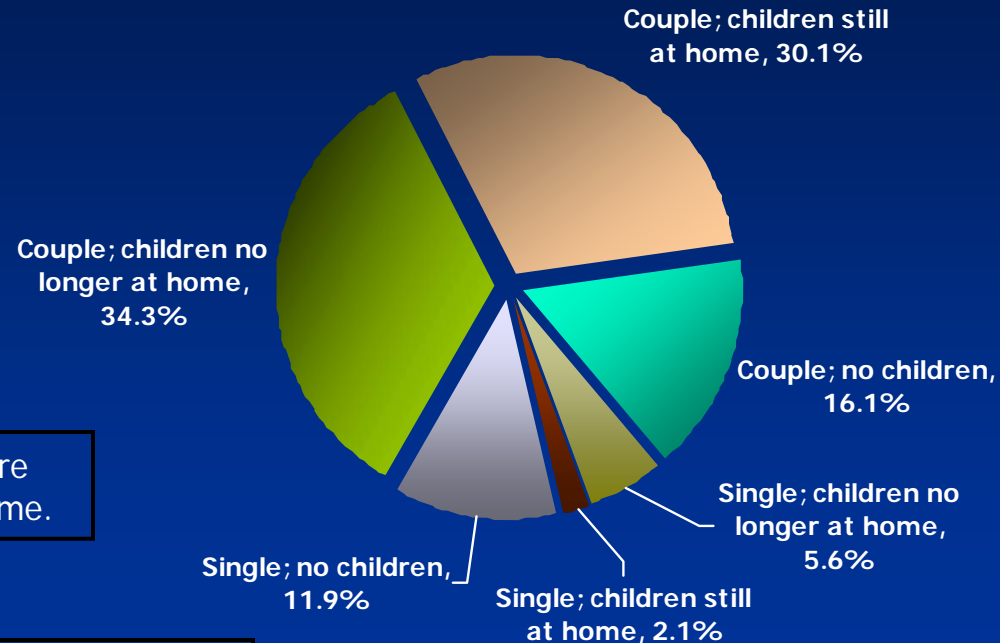
Education Level of Respondents



n=145

Source: HSS Community Survey Results

Family Status of Respondents:



*Of the respondents, there are 2.44 people living in each home.

*Of the respondents, there are .58 children living in each home, or about 1 child for every 2 households.

*Of the 32.2 % of the respondents that said they still have children living at home, there are 1.88 children in each of those homes.

n=143

Source: HSS Community Survey Results

Where do you live?

Residency and Home Typology

Housing Units

Hot Sulphur Springs Housing Units

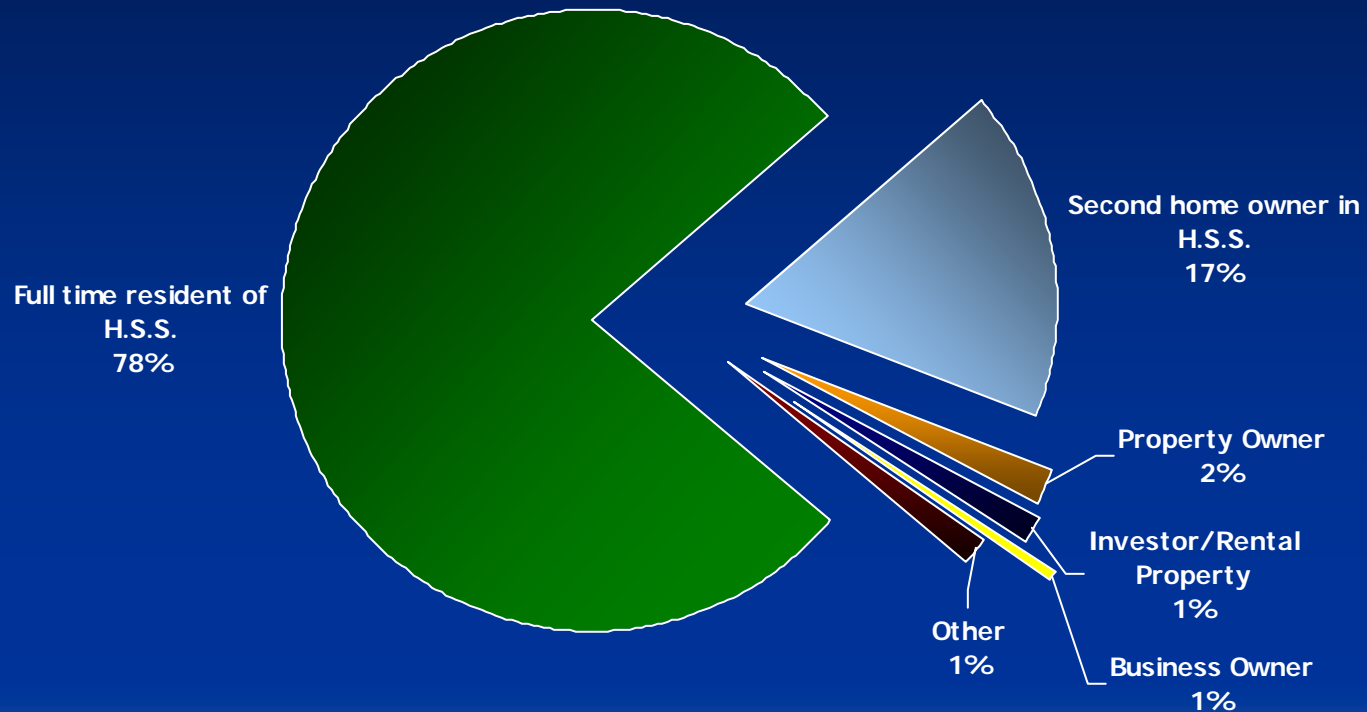
1990	2000	% change	2004	% change	1990 to 2004 % change
185	227	22.7%	277	22.0%	49.7%

Grand County Housing Units

1990	2000	% change	2004	% change	1990 to 2004 % change
9,985	10,894	9.1%	13,871	27.3%	38.9%

Source: Colorado DOLA section

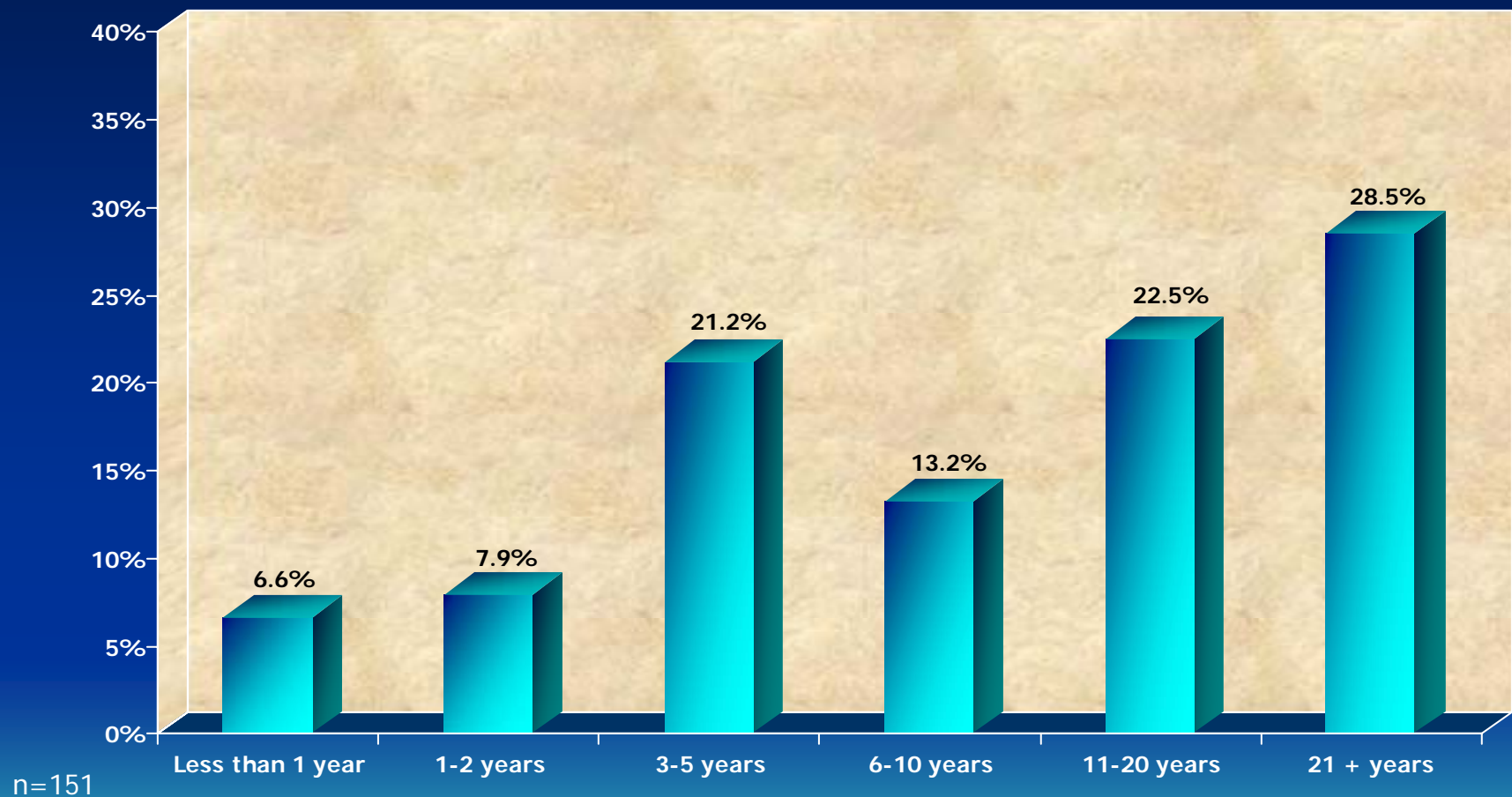
Are you a: (Residency Status)



n=151

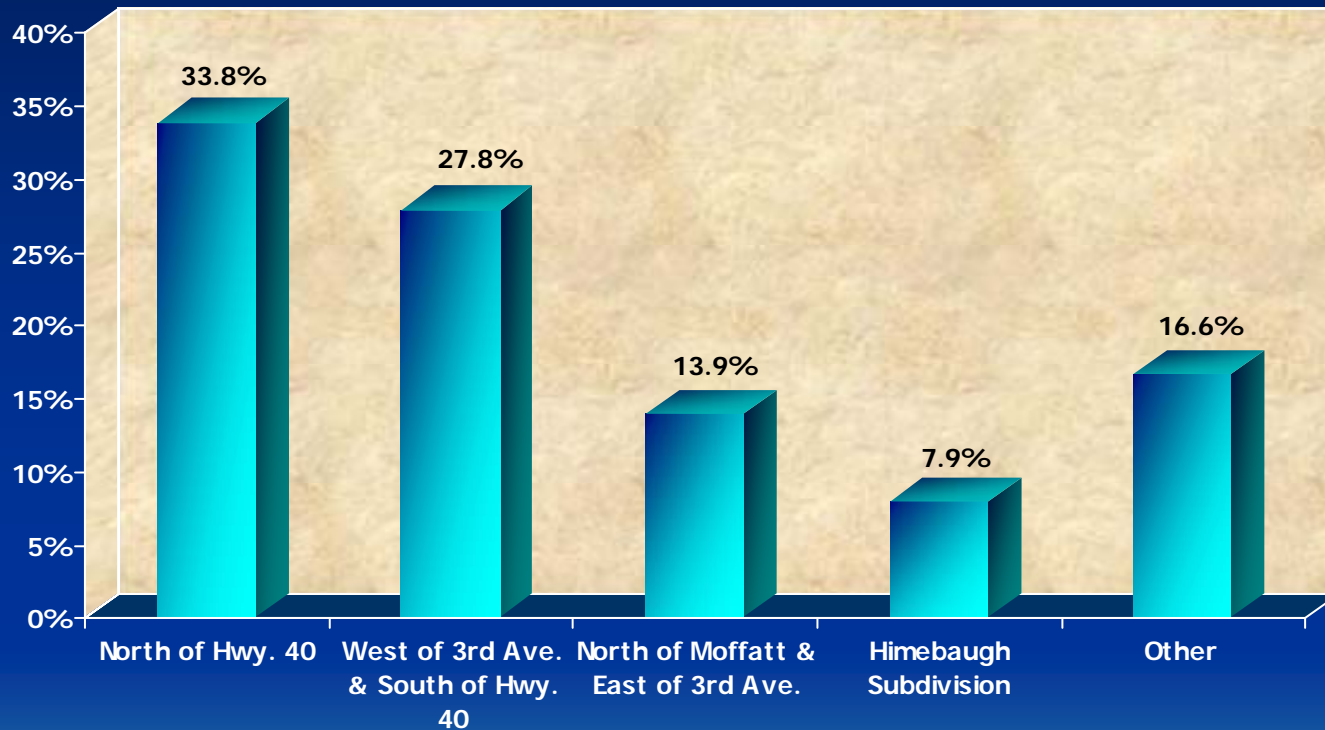
Source: HSS Community Survey Results

How long have lived or owned property in H.S.S.?



Source: HSS Community Survey Results

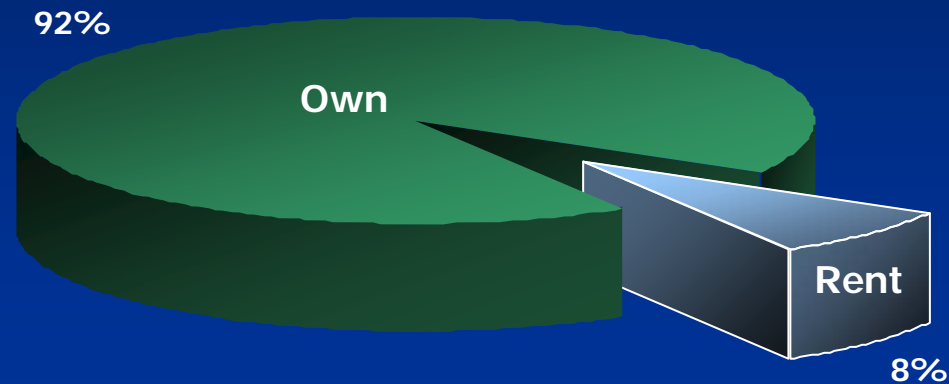
What area of town best describes where your home is located?



n=151

Source: HSS Community Survey Results

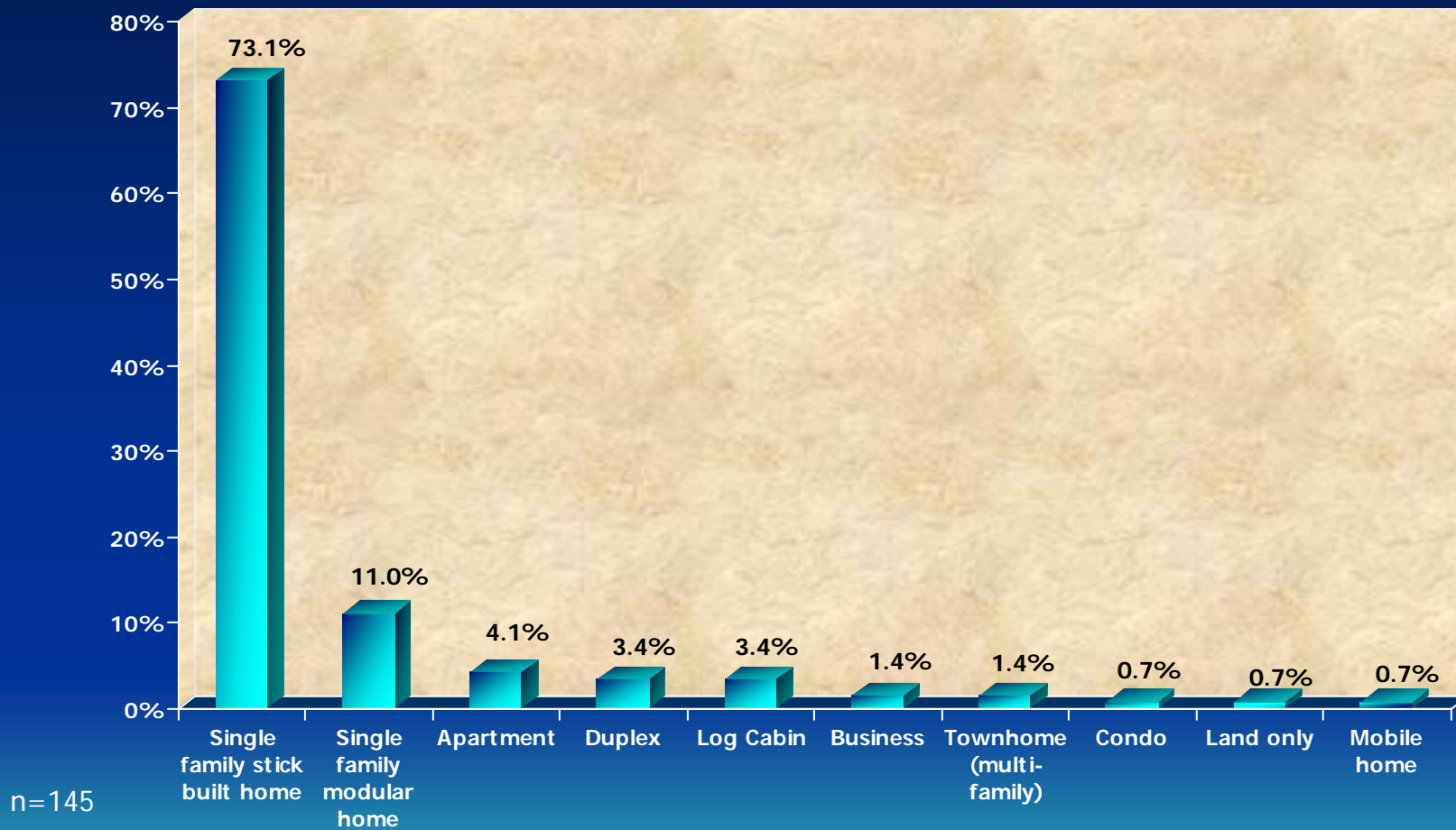
Do you Own or Rent your Hot Sulphur Springs residence?



n=144

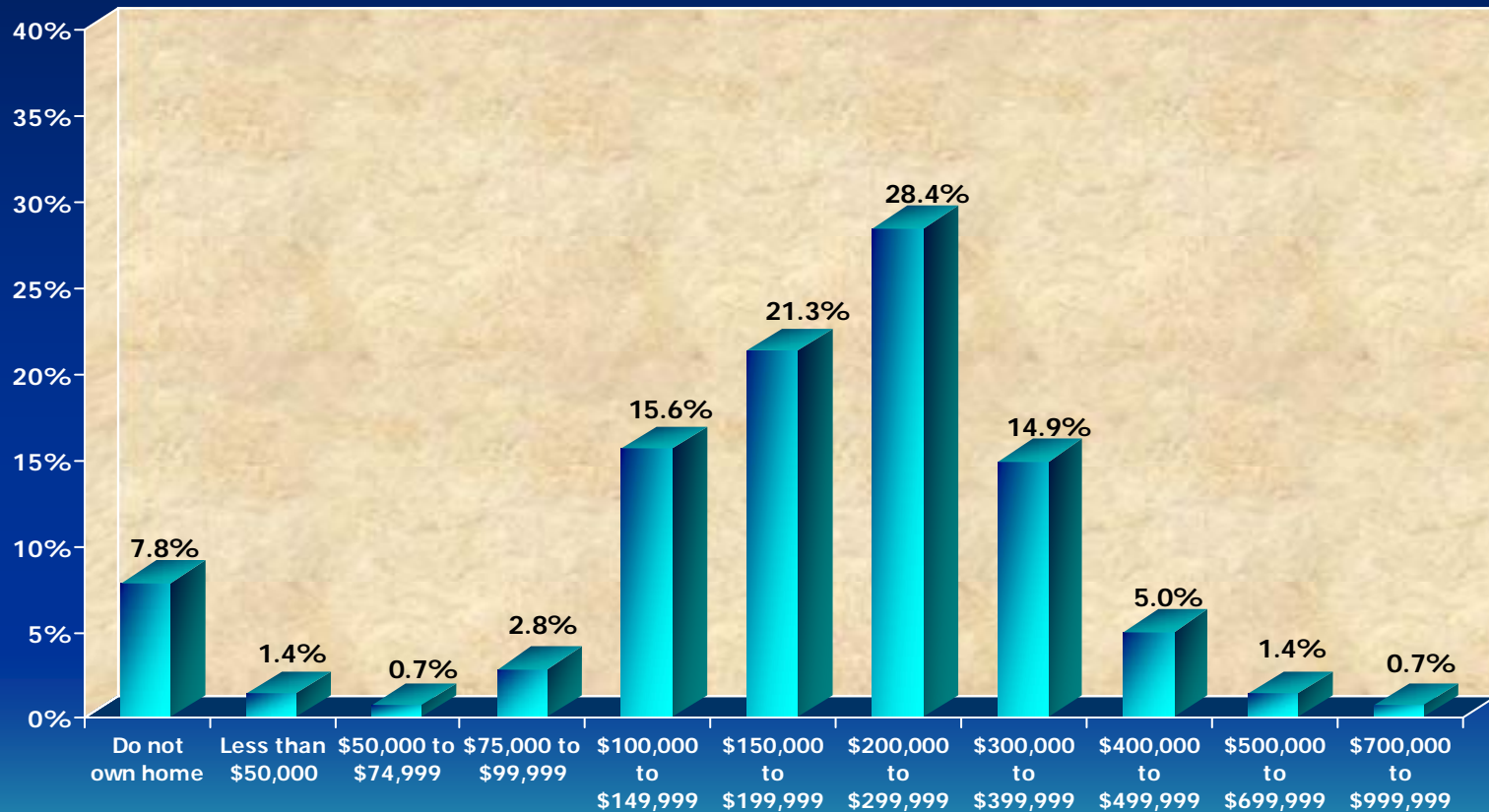
Source: HSS Community Survey Results

Is your Housing Unit a:



Source: HSS Community Survey Results

What is the approximate value of your Hot Sulphur Springs Home?



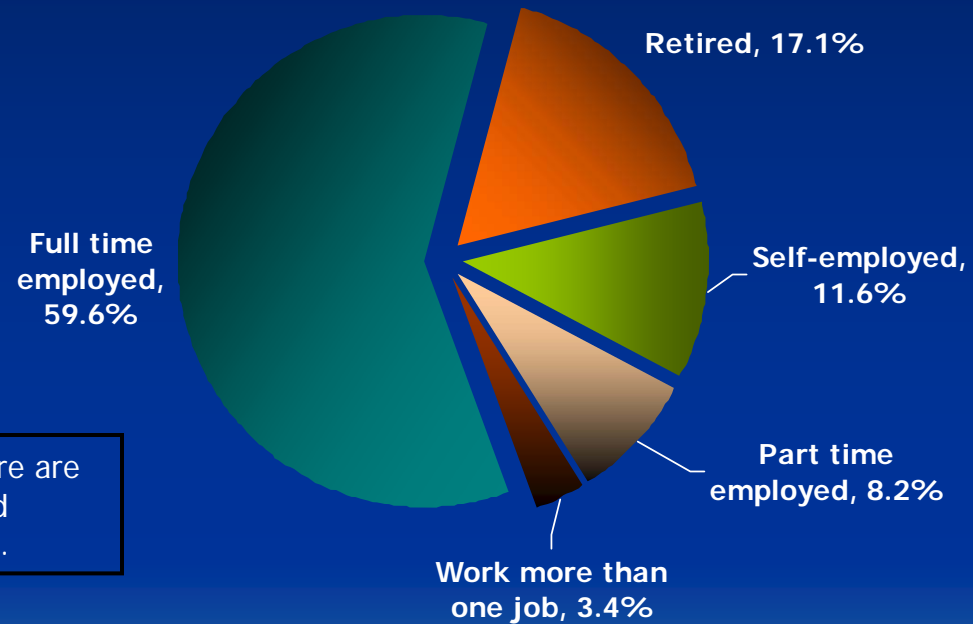
n=145

Source: HSS Community Survey Results

Workforce

The who, what, where and how of
the local working community

Employment Status

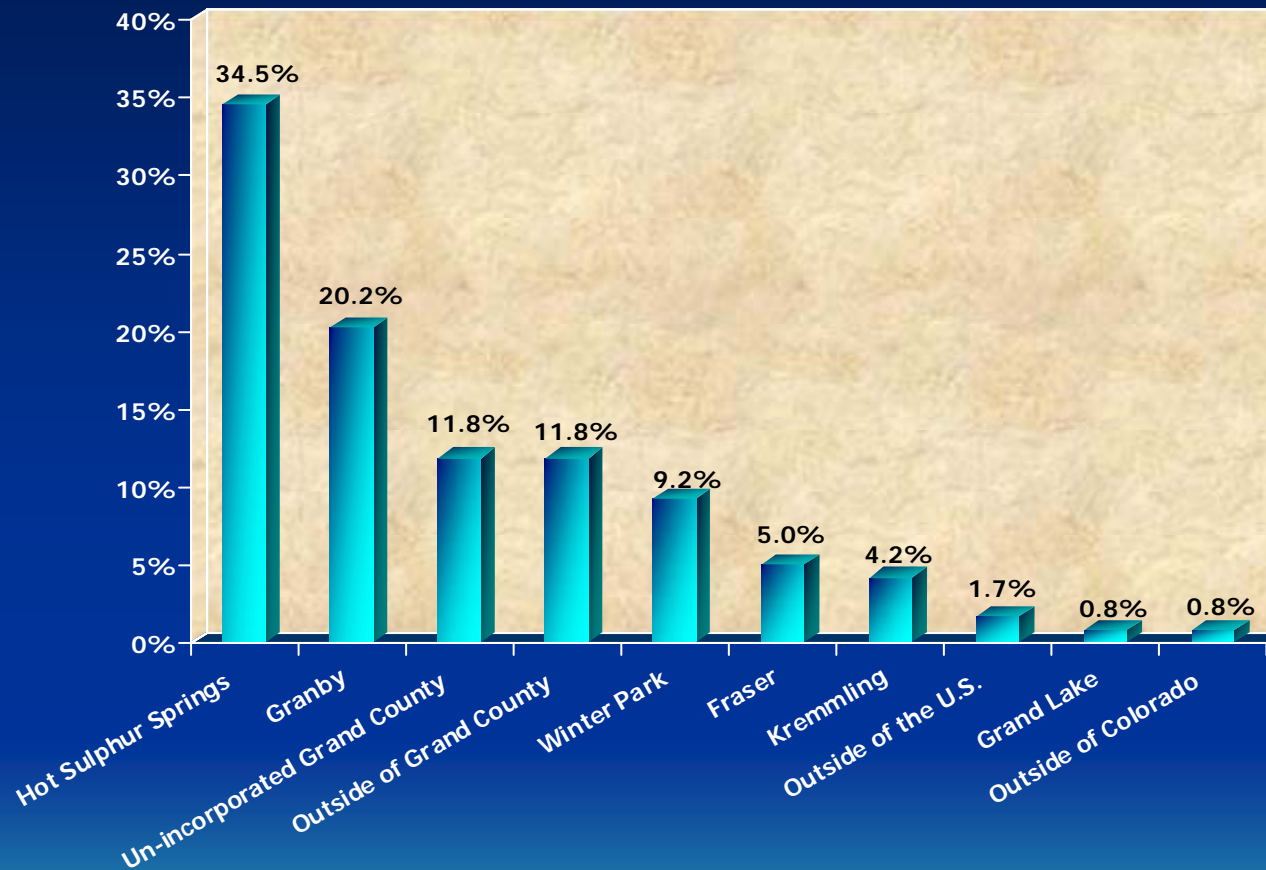


* Of the respondents, there are 1.47 people per household employed to some degree.

n=146

Source: HSS Community Survey Results

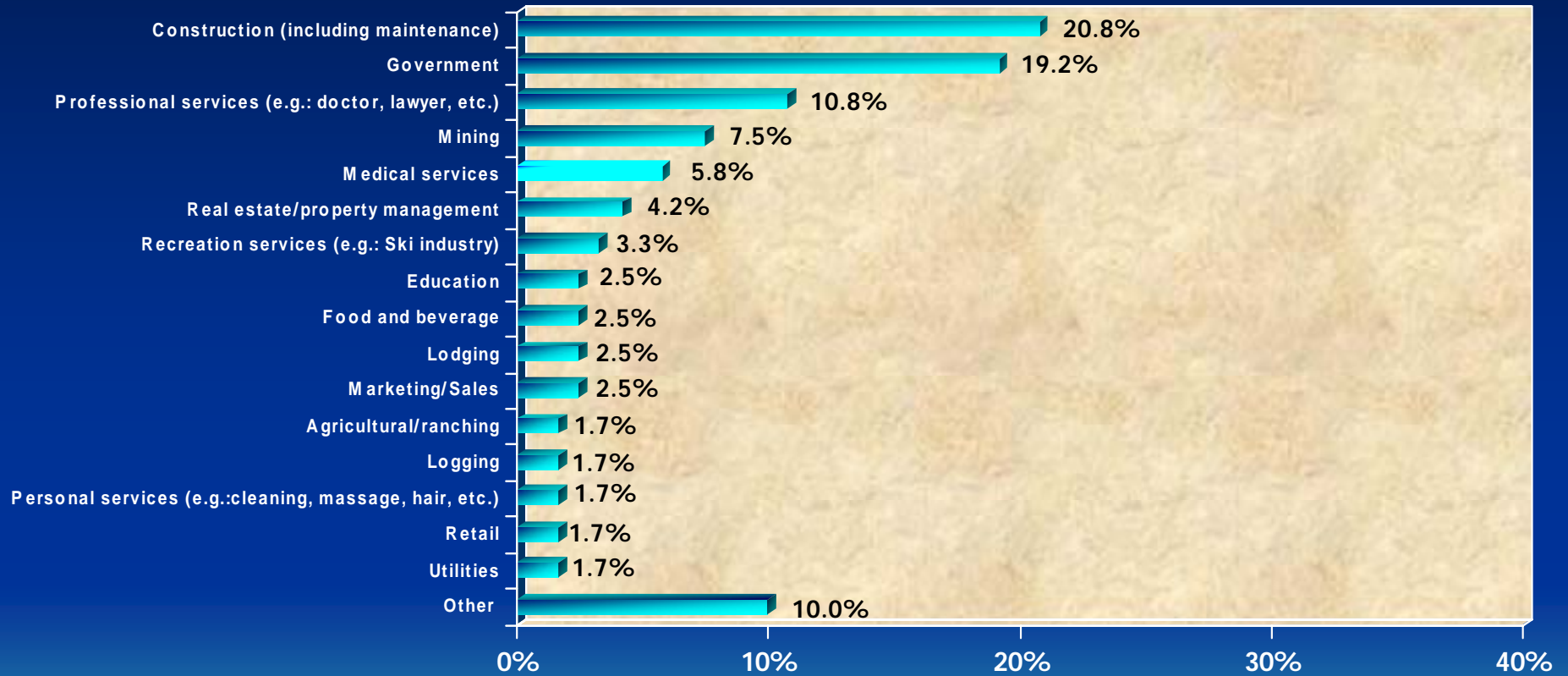
Where do you work?



n=119

Source: HSS Community Survey Results

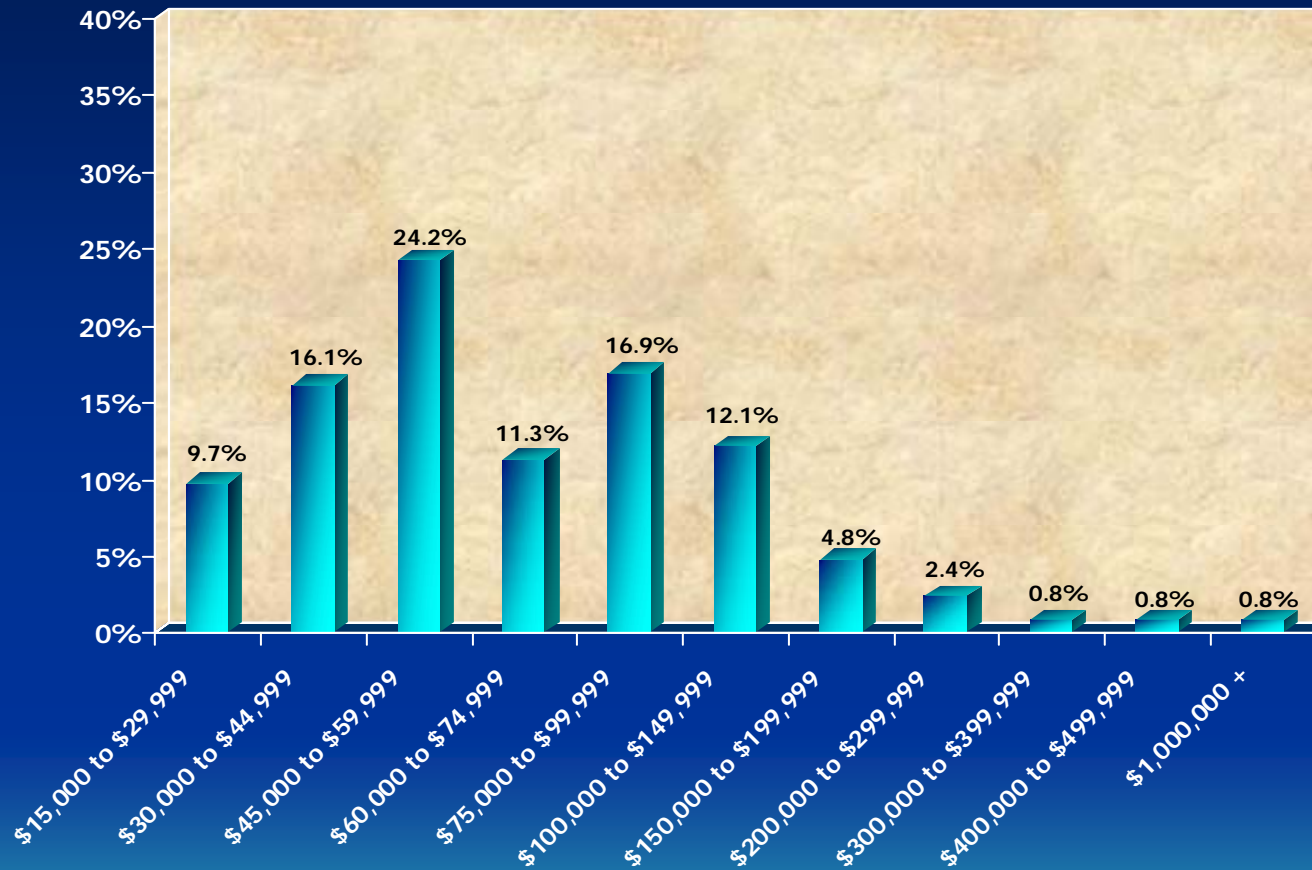
In what industry are you employed?



n=119

Source: HSS Community Survey Results

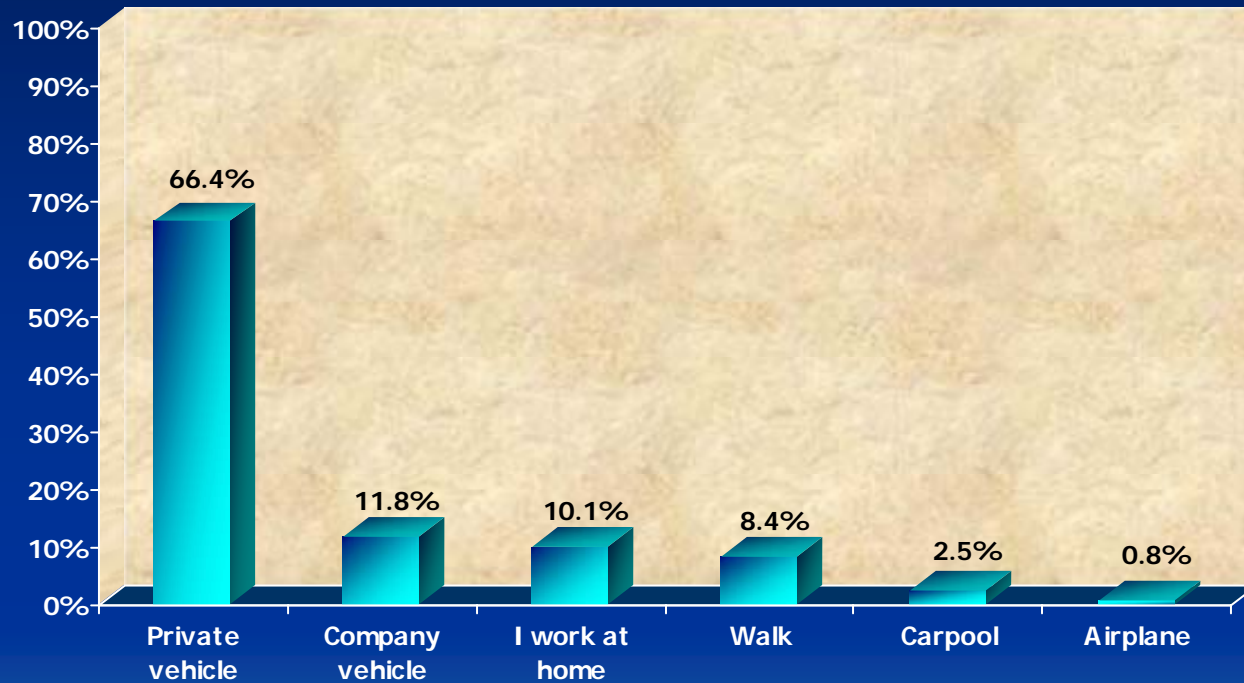
Household Income:



n=124

Source: HSS Community Survey Results

How do you typically get to work?



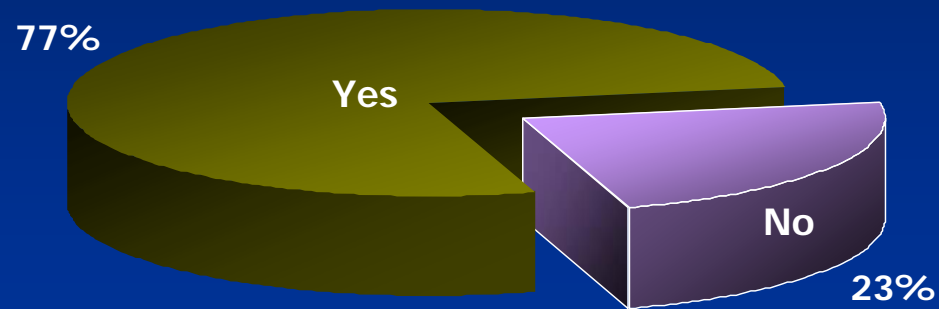
n=119

Source: HSS Community Survey Results

Other Characteristics

Traits that help define the
community

Are you a registered Voter in Grand County?



n=147

Source: HSS Community Survey Results

In what recreational activities do members of your household participate in?	H.S.S.	Himebaugh Subdivision	North of Hwy. 40	North of Moffatt & East of 3 rd Ave.	West of 3 rd Ave. & South of Hwy. 40	Other
Hiking	65.6%	58.3%	73.5%	61.9%	63.2%	76.0%
Camping	62.9%	41.7%	65.3%	57.1%	71.1%	76.0%
Walking/jogging	62.3%	58.3%	65.3%	71.4%	57.9%	72.0%
Fishing	53.6%	58.3%	61.2%	42.9%	50.0%	64.0%
Picnic areas	49.0%	41.7%	63.3%	47.6%	42.1%	48.0%
Snowmobiling	40.4%	41.7%	36.7%	57.1%	42.1%	40.0%
Alpine skiing	36.4%	33.3%	34.7%	42.9%	34.2%	48.0%
Swimming	36.4%	25.0%	38.8%	42.9%	28.9%	52.0%
Playgrounds	35.1%	25.0%	44.9%	33.3%	26.3%	44.0%
Mountain biking	33.8%	41.7%	34.7%	33.3%	28.9%	44.0%
Hunting	32.5%	33.3%	26.5%	38.1%	34.2%	44.0%
Nordic skiing	27.2%	8.3%	38.8%	23.8%	21.1%	32.0%
Road/bike-path cycling	25.8%	33.3%	36.7%	14.3%	21.1%	24.0%
Rafting/kayaking	21.9%	16.7%	24.5%	33.3%	10.5%	32.0%
Snowboarding	18.5%	16.7%	22.4%	28.6%	10.5%	20.0%
Motorcycling/ATV/4 Wheeling	17.9%	16.7%	10.2%	33.3%	18.4%	24.0%
Golfing	17.2%	0.0%	18.4%	28.6%	21.1%	12.0%
Horsemanship	14.6%	16.7%	18.4%	14.3%	13.2%	12.0%
Ice skating	13.2%	8.3%	22.4%	9.5%	10.5%	8.0%
Team sports (e.g.: Hockey, Baseball, Soccer, etc.)	13.2%	8.3%	12.2%	23.8%	7.9%	20.0%
Other	10.6%	0.0%	12.2%	14.3%	15.8%	4.0%
Tennis	8.6%	8.3%	14.3%	4.8%	2.6%	12.0%
Skateboarding	7.9%	8.3%	10.2%	4.8%	10.5%	4.0%
Snowshoeing	3.3%	8.3%	2.0%	0.0%	5.3%	4.0%
4H/FFA	2.6%	0.0%	0.0%	4.8%	5.3%	4.0%

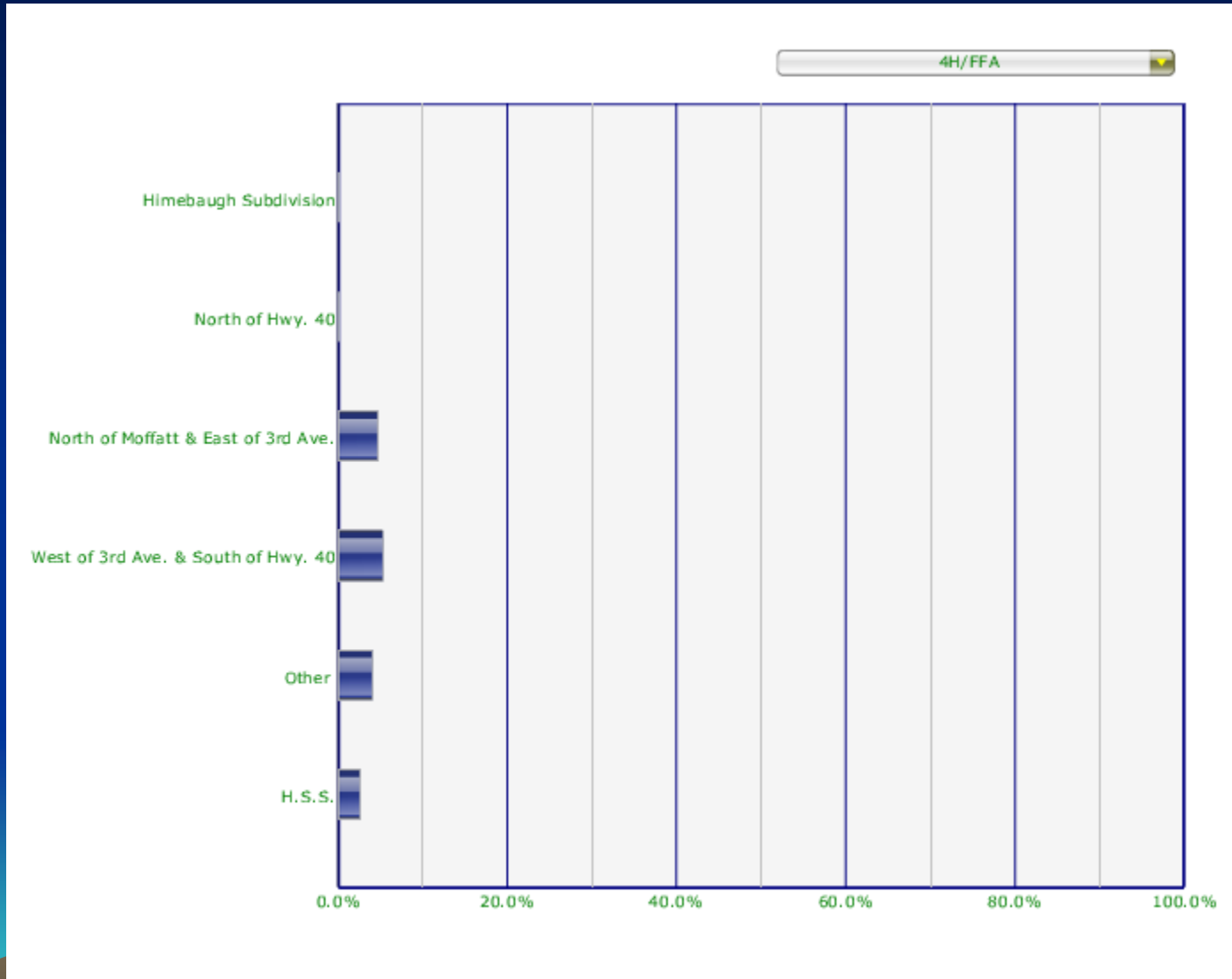
n=145

#1 Activity

#2 Activity

#3 Activity

In what recreational activities do members of your household participate in?



n=145

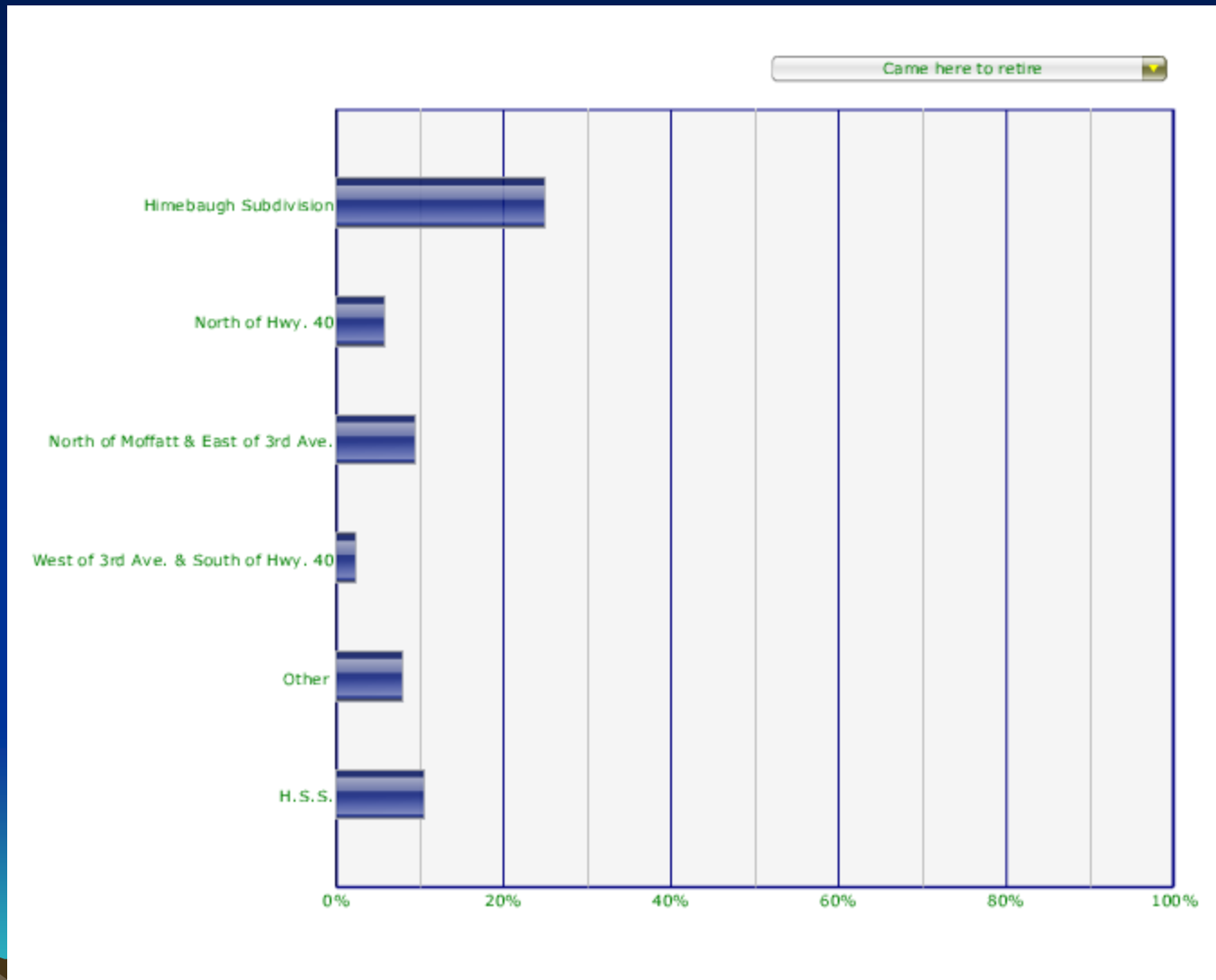
Why do you live in Hot Sulphur Springs?	H.S.S.	Himebaugh Subdivision	North of Hwy. 40	North of Moffatt & East of 3rd Ave.	West of 3rd Ave. & South of Hwy. 40	Other
Small town atmosphere	62.9%	41.7%	64.7%	61.9%	61.9%	72.0%
More affordable than other mountain towns	50.3%	50.0%	51.0%	66.7%	35.7%	56.0%
Scenery	44.4%	41.7%	54.9%	38.1%	35.7%	44.0%
Safe community	42.4%	50.0%	39.2%	33.3%	45.2%	48.0%
Friendliness	35.8%	33.3%	29.4%	42.9%	28.6%	56.0%
For the recreational amenities	33.8%	25.0%	31.4%	52.4%	31.0%	32.0%
Employment opportunities	31.8%	33.3%	27.5%	28.6%	33.3%	36.0%
Climate: summers	30.5%	50.0%	25.5%	33.3%	26.2%	36.0%
Good place to raise children	27.8%	33.3%	29.4%	23.8%	23.8%	28.0%
To be with family/spouse/friends	23.2%	25.0%	19.6%	23.8%	23.8%	28.0%
Climate: winters	18.5%	25.0%	15.7%	33.3%	11.9%	20.0%
Proximity to Denver	15.2%	33.3%	13.7%	19.0%	9.5%	16.0%
Came here to retire	10.6%	25.0%	5.9%	9.5%	2.4%	8.0%
Other	6.60%	0.0%	7.8%	14.3%	4.8%	16.0%
I was born here	5.3%	8.3%	2.0%	4.8%	7.1%	8.0%

#1 Reason

#2 Reason

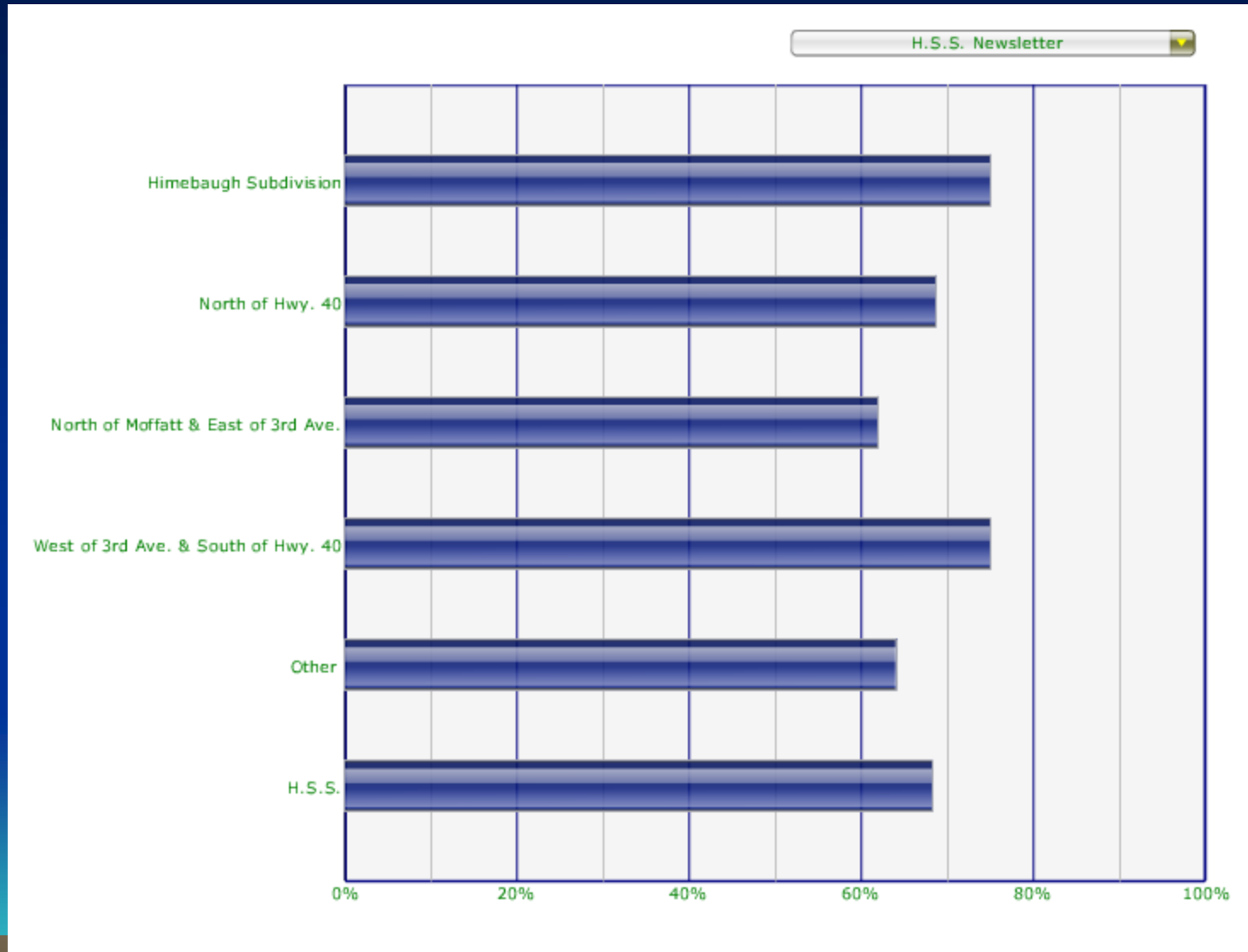
#3 Reason

Why do you live in Hot Sulphur Springs?



n=150

How do you find out about town events and issues?



n=149

Issues of Importance

What is important to the members
of the community

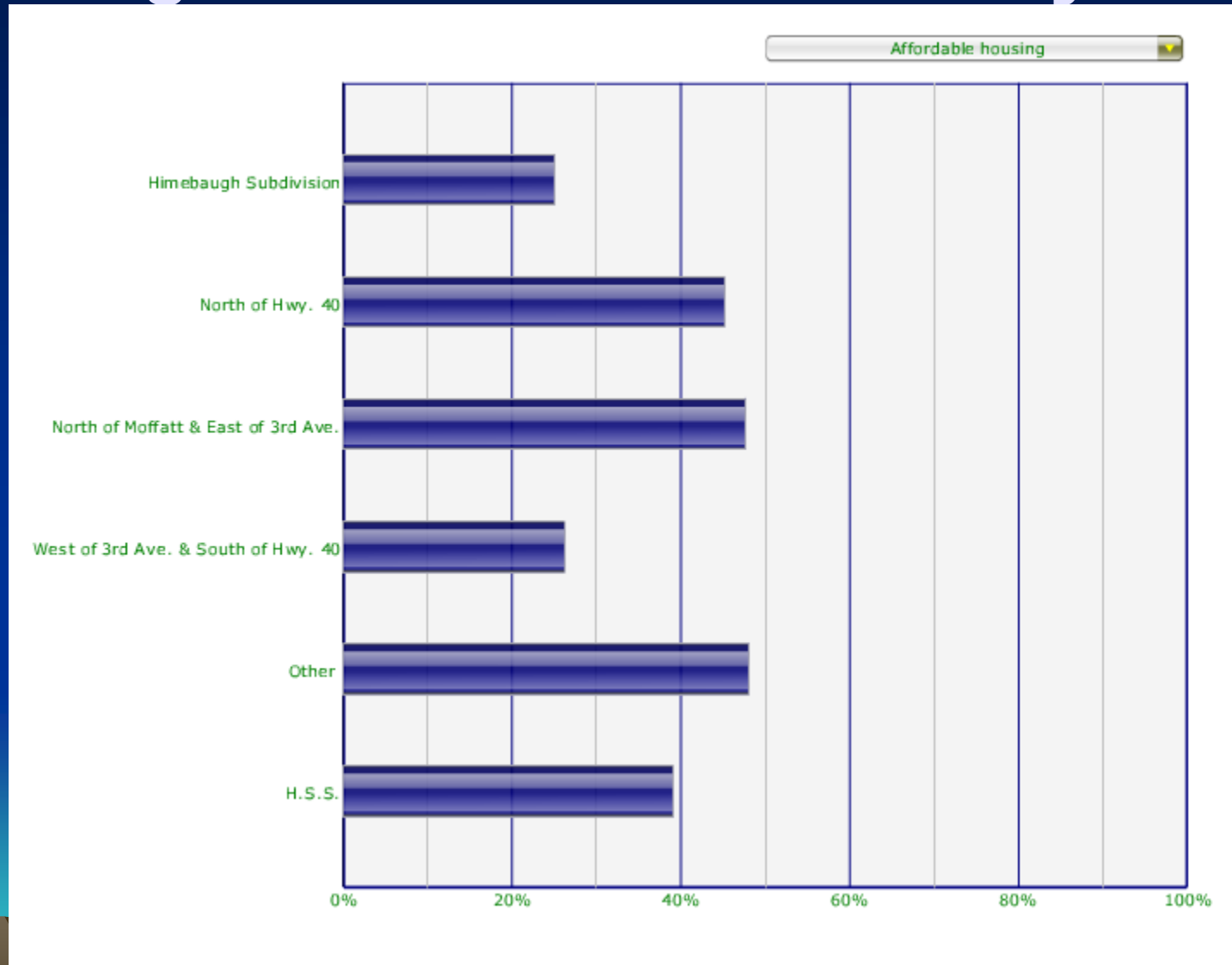
What are the 3 most important issues facing the town in the next 5 years?	H.S.S.	Himebaugh Subdivision	North of Hwy. 40	North of Moffatt & East of 3rd Ave.	West of 3rd Ave. & South of Hwy. 40	Other
Preservation of small town character	57.0%	58.3%	54.9%	33.3%	61.9%	72.0%
Affordable housing	39.1%	25.0%	45.1%	47.6%	26.2%	48.0%
Viability of local businesses	38.4%	50.0%	49.0%	38.1%	19.0%	44.0%
Forest management	29.1%	33.3%	31.4%	28.6%	31.0%	20.0%
Preservation/enhancement of historic district	24.5%	16.7%	25.5%	23.8%	16.7%	40.0%
Environmental quality	22.5%	33.3%	21.6%	23.8%	31.0%	4.0%
Traffic	17.9%	8.3%	7.8%	19.0%	31.0%	20.0%
Water & Sewer	17.9%	0.0%	21.6%	19.0%	16.7%	20.0%
Childcare/early childhood education programs	13.9%	25.0%	15.7%	23.8%	2.4%	16.0%
Roads	11.9%	0.0%	13.7%	9.5%	19.0%	4.0%
Other	11.3%	0.0%	7.8%	9.5%	11.9%	16.0%
Law Enforcement	2.6%	0.0%	3.9%	0.0%	4.8%	0.0%
Parks & Open Space	2.6%	0.0%	2.0%	4.8%	2.4%	4.0%
Parking	1.3%	0.0%	0.0%	4.8%	2.4%	0.0%

#1 Issue facing the town

#2 Issue facing the town

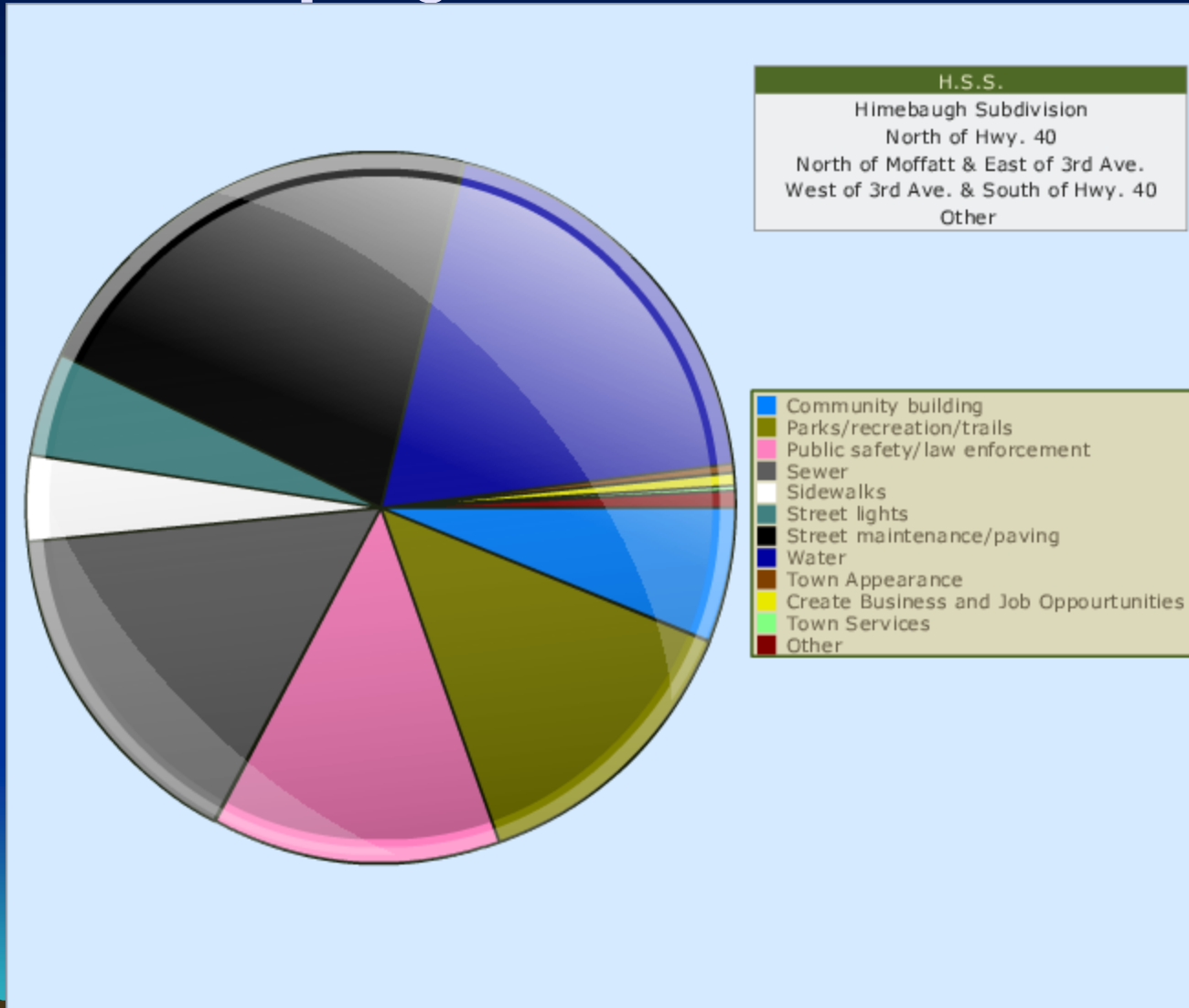
#3 Issue facing the town

What are the 3 most important issues facing the town in the next 5 years?



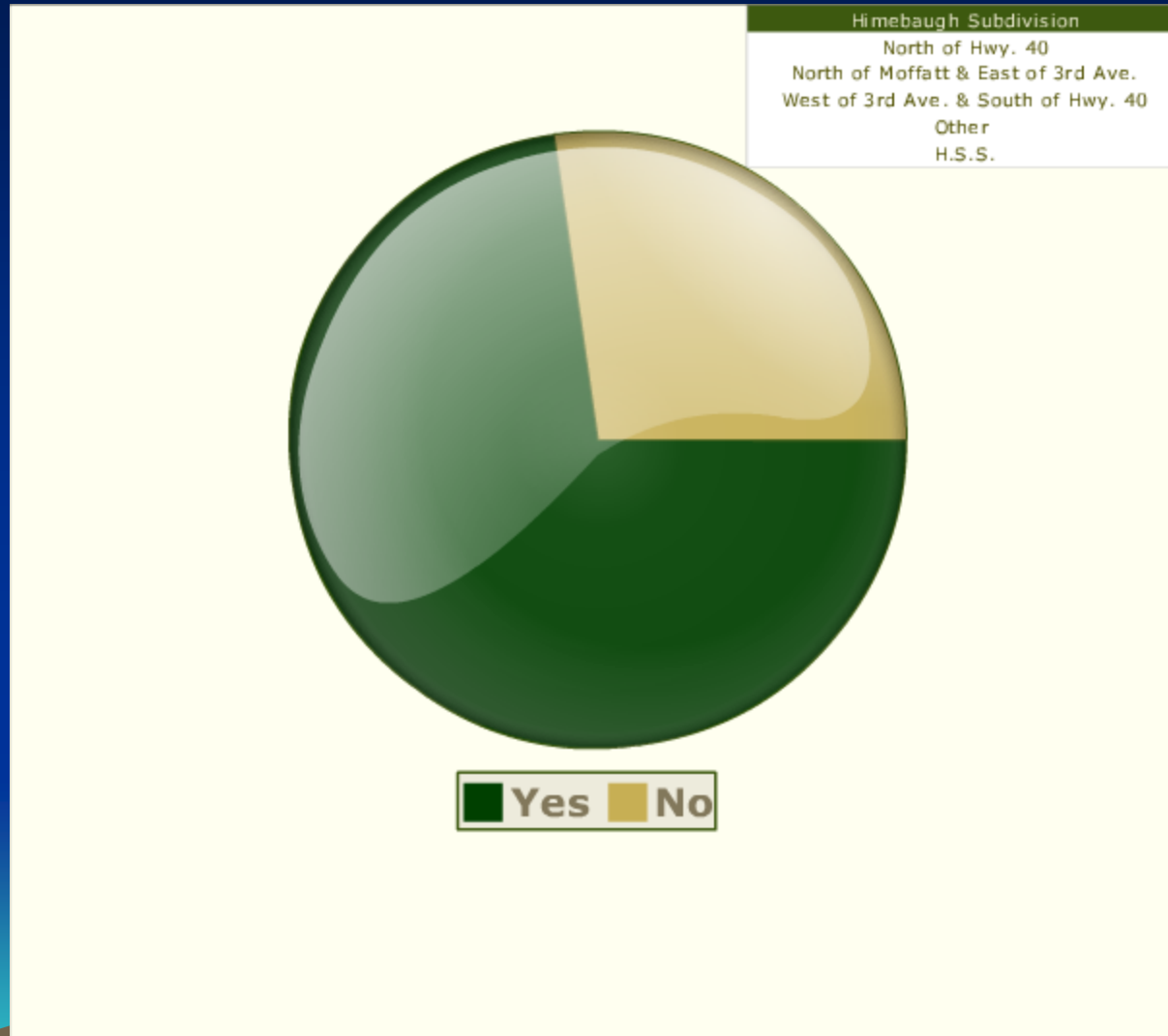
n=148

How would you allocate \$100 for H.S.S. projects and services?



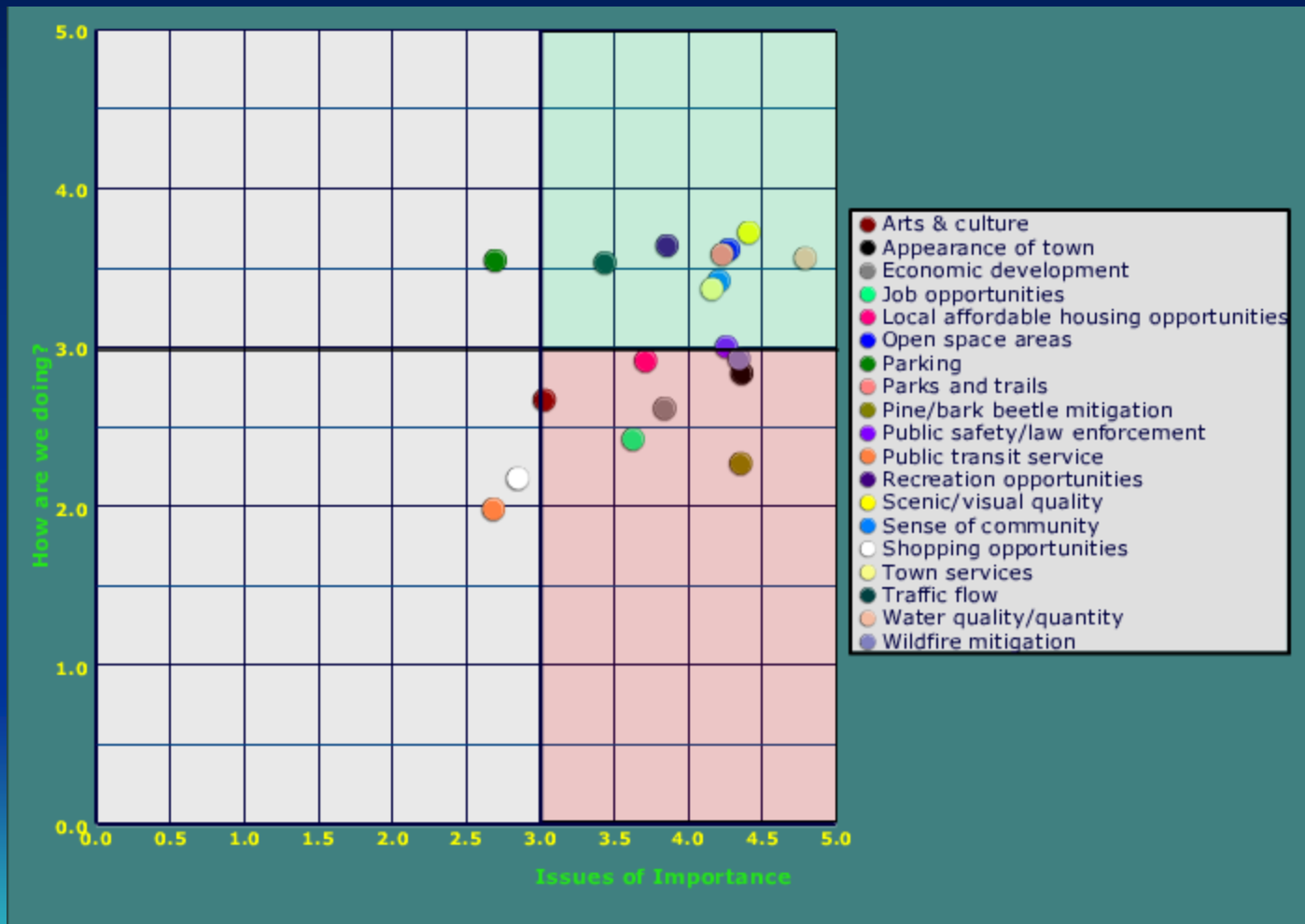
n=142

Should H.S.S contract with Grand County to help with traffic and code enforcement?

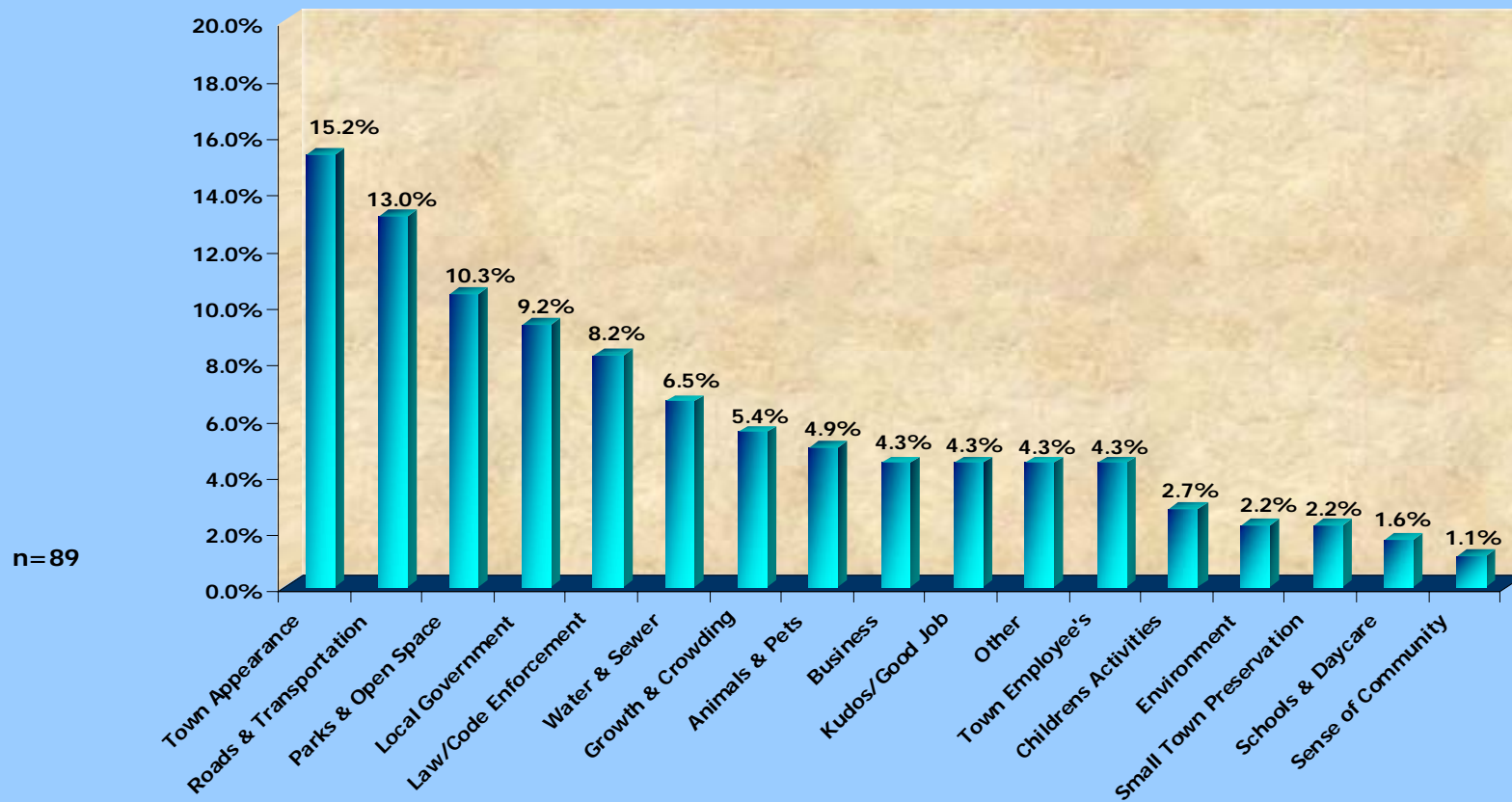


n=136

How important are the following issues and how would you say the town is dealing with these issues?



Distribution of Respondents Comments and Suggestions



Summary

Observations and Conclusions

Observations

- From 1990 to 2005 the population of H.S.S. has grown approximately 75%, a trend that has occurred in Grand County at about the same rate.
- The respondents are fairly educated with approximately 50% of them stating that they have at least a 2 year college degree.
- Along with the population growth, the number of housing units from 1990 to 2004 has increased nearly 50%.
- Over 1/2 of the respondents have lived in H.S.S. for 11 years or more, in the same respect about 33% of the respondents have lived in H.S.S. 5 years or less.
- H.S.S. is a single family home community with 84% of the Housing Units being either Stick Built or Modular in design. 92% of the respondents own their place of dwelling as well.
- The median home price is right around \$200,000

Observations

- About 60% of the respondents work full time, and 17% of the respondents are retired.
- Approximately 85% of the respondents work in Grand County, with 35% working in H.S.S. and 20% working in Granby.
- The top 2 industries worked in by H.S.S. respondents are Construction and Government. There are also a good number of residents that work as Professionals (Doctors, Lawyers...), that work in Mining and work in the Medical Field.
- 1/2 of the respondents have a household income of less than \$60,000, and approximately 90% of the town's respondents make less than \$150,000.
- Nearly 2/3 of the workforce use their own car to get to work.

Observations

- 77% of the respondents are Registered Voters in Grand County.
- Most of the respondents have fairly active households and with all of the activities that can be enjoyed amongst H.S.S. residents, the most popular among the respondents were Hiking, Camping, Walking/Jogging, Fishing, and Picnic Areas.
- Most respondents agree that the main reasons for living in H.S.S. are: For the small town atmosphere, it is more affordable than other mountain towns, for it's scenery, for the safe community feel, and for it's friendliness.
- Nearly 3/4 of the respondents find out about town events and issues from the local newspapers in the area. Word of mouth and the H.S.S. newsletter are the other main sources of information to the town.

Observations

- The 3 Most important issues facing H.S.S. in the next 5 years:
 - #1 Preservation of Small Town Character
 - #2 Affordable Housing
 - #3 Viability of Local Businesses
 - Other Notables: Forest Management, Preservation of Historic District, Environmental Quality
- Allocation of town resources for projects and services (\$100):

- Street Maintenance/Paving	\$21.60
- Water	\$19.25
- Sewer	\$15.72
- Parks/Recreation/Trails	\$13.46
- Public safety/Law enforcement	\$13.14
- Community Building	\$6.16
- Street Lights	\$4.70
- Other	\$5.96

Observations

- Contract with Grand County for traffic and code enforcement?
 - As a whole, the respondents were 50/50 on the question regarding contract with the Grand County Sheriff's department, however, if you look at the results by neighborhood, the residents of the Himebaugh Subdivision were the biggest supporters of this question and the residents that were North of Highway 40 were the ones most opposed.

Observations

- Issues of Importance/How are we doing?

The following list shows items that the town needs to be more concerned with.

- #1 Pine/Bark Beetle Mitigation
- #2 The Appearance of town
- #3 Wildfire Mitigation
- #4 Economic Development
- #5 Local Affordable Housing Opportunities
- #6 Job Opportunities
- #7 Arts & Culture

Observations Concluded

- Open ended comments and suggestions

The respondents were given the opportunity to express any comments or suggestions that they had, these comments were then coded and put into a spreadsheet to show the distribution of the types of comments made. The following list shows the distribution of comments with the most responses made about each.

- #1 Town Appearance
- #2 Roads & Transportation
- #3 Parks & Open Space
- #4 Local Government
- #5 Law/Code Enforcement

Conclusions

- Use and share the results
- Request cross tabs and additional analysis
- Review the open ended comments
- Future Surveys: Trend analysis
 - Use of same questions to show trends
 - New questions added
- www.nwc.cog.co.us