

Telluride, CO

The National Community Survey

Report of Results
2024

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Telluride. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Telluride by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture ..



The report provides the opinions of a representative sample of 450 residents of the Town of Telluride collected from February 21, 2024 to April 3, 2024. The margin of error around any reported percentage is 4.6% for all respondents and the response rate for the 2024 survey was 17%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Telluride.



How the results are reported

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main

body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Telluride's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Telluride residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Telluride's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Telluride's average rating was more than 20 points different when compared to the benchmark.

Methods



Selecting survey recipients

All households within the Town of Telluride were eligible to participate in the survey. A list of all households within the zip codes serving Telluride was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Telluride households may also serve addresses that lie outside of the community, a question was asked to determine whether respondents lived within town limits or outside of town limits. Residents who selected that they lived outside of town limits were removed from the dataset that informs the bulk of this report. Those out of town resident sentiments are captured in the the "Out-of-Town Responses" tab of this report.

Conducting the survey

The 2,648 households received mailings beginning on February 21, 2024 and data collection for the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 2% of the 2,648 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,590 households that received the invitations to participate, 450 completed the survey, providing an overall response rate of 17%. Of the 450 responses, all were completed in English. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the Town of Telluride survey is no greater than plus or minus 4.6 percentage points around any given percent reported for all respondents (450 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to participate in the survey was publicized by the Town of Telluride. Due to the survey being a census and most addresses in the town being PO box only, City officials publicized the survey to town residents to increase response and access for all town residents. The data presented in the bulk of the report exclude residents who selected that they live outside of town limits, but a tab at the end provides the complete frequency of responses to questions by out-of-town respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a "key and verify" method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the Town of Telluride. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	10%	30%	30%
	35-54	38%	46%	46%
	55+	51%	24%	24%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	96%	90%	90%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	4%	10%	10%
Housing tenure	Own	78%	59%	59%
	Rent	22%	41%	41%
Housing type	Attached	54%	66%	66%
	Detached	46%	34%	34%
Race & Hispanic origin	Not white alone	10%	10%	11%
	White alone, not Hispanic or Latino	90%	90%	89%
Sex	Man	50%	52%	52%
	Woman	50%	48%	48%
Sex/age	Man 18-34	5%	16%	16%
	Man 35-54	18%	23%	23%
	Man 55+	28%	12%	12%
	Woman 18-34	6%	14%	14%
	Woman 35-54	21%	22%	22%
	Woman 55+	23%	12%	12%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the “complete data” section. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The Town of Telluride funded this research. Please contact Lindsey Mills of the Town of Telluride at lmills@telluride-co.gov if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged. **Non-response error** arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than those who did respond. **Coverage error** refers to the possibility that some respondents that should have been included in the surveyed population were not (e.g., for a general resident survey, USPS mailing lists may exclude certain types of housing units, such as multi-family buildings where mail is delivered to a common area rather than to a specific unit (though this is rare), or where mail is received at a PO box instead of the at household's physical location. Finally, **recall bias** occurs when respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events), and **social desirability bias** may cause respondents to answer in ways they think cast their responses in a more favorable light.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Highest-performing areas:

- Virtually all residents reported feeling a strong sense of safety in Telluride.
- Telluride received much higher marks than comparison communities for survey items pertaining to alternative transportation, such as the ease of walking, bicycling, and using public transportation.
- Many aspects of local education, arts, and cultural opportunities exceeded national averages, including K-12 education and community support for the arts.
- Residents praised community engagement opportunities in Telluride, with the town earning above-average reviews for: residents' connection and engagement with their community, opportunities to volunteer, opportunities to participate in social events and activities, and opportunities to participate in community matters.

Lowest-performing areas:

- Results indicate concern over affordability, with cost of living (3% excellent or good) and the availability of affordable quality food (11%) in Telluride both scoring much lower than national benchmark comparisons.
- While the town's overall appearance earned high marks, additional focus may be needed on areas related to development and housing, including: the overall quality of new development in Telluride, well-planned residential growth, variety of housing options, and availability of affordable quality housing.
- Telluride's health services generally received less favorable evaluations than national and custom comparison communities.
- Despite overwhelmingly positive reviews for alternate transportation modes, other aspects of mobility pertaining to car travel, public parking, and street repair present opportunities for growth.

Other notable ratings:

- Considering the diversity of local businesses, three-quarters of residents indicated a desire for more non-chain casual restaurants in Telluride.
- The majority of residents prioritized replacing the Telluride Regional Wastewater Treatment Plant (75% essential or very important) over other Town initiatives, followed by maintaining and improving streets and sidewalks (70%).

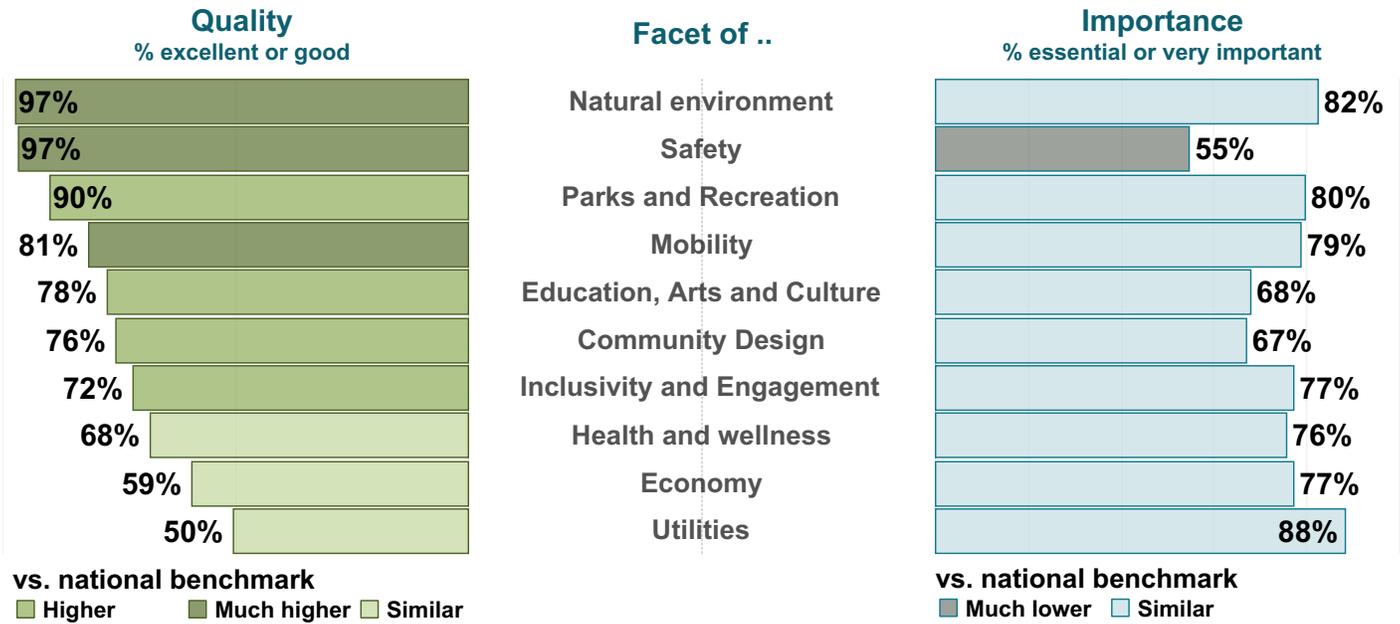
Facets of Livability



Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

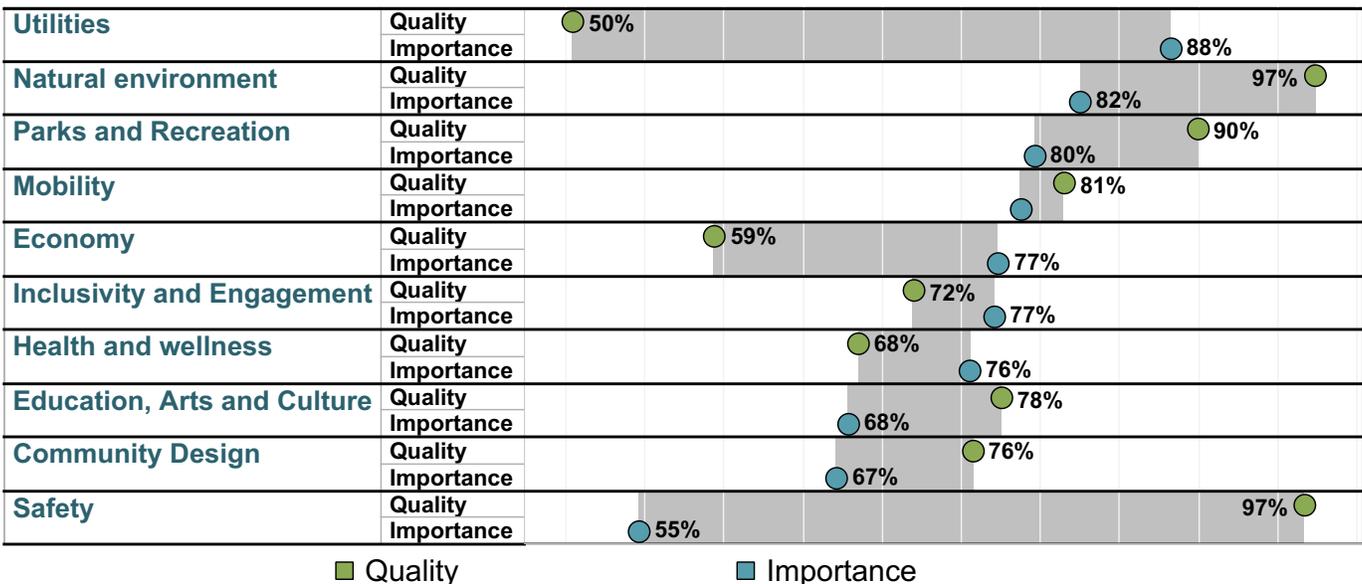
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.





The overall quality of life in Telluride, 2024



Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

Please rate each of the following aspects of quality of life in Telluride. (% excellent or good)

		vs. benchmark ⁷
Telluride as a place to live	84%	Similar
The overall quality of life in Telluride	80%	Similar

Please indicate how likely or unlikely you are to do each of the following. (% very or somewhat likely)

Remain in Telluride for the next five years	78%	Similar
Recommend living in Telluride to someone who asks	63%	Much lower

Please rate each of the following in the Telluride community. (% excellent or good)

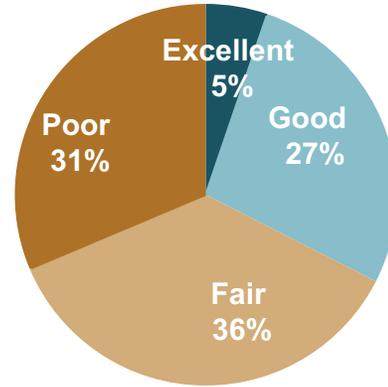
Overall image or reputation of Telluride	76%	Similar
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7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall confidence in Telluride government, 2024

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.



Please rate the quality of each of the following services in Telluride. (% excellent or good)

		vs. benchmark ⁸
Overall customer service by Telluride employees (police, receptionists, planners, etc.)	78%	Similar
Public information services	73%	Similar

Please rate the following categories of Telluride government performance. (% excellent or good)

Treating residents with respect	52%	Similar
Informing residents about issues facing the community	48%	Similar
The job Telluride government does at welcoming resident involvement	48%	Similar
The value of services for the taxes paid to Telluride	45%	Similar
Being honest	45%	Similar
Being open and transparent to the public	41%	Similar
Treating all residents fairly	40%	Lower
Generally acting in the best interest of the community	39%	Lower
Overall confidence in Telluride government	33%	Lower
The overall direction that Telluride is taking	27%	Lower

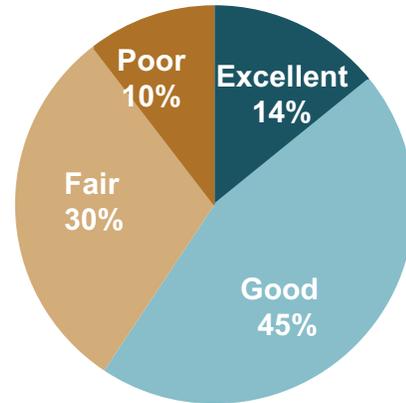
Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)

The Town of Telluride	63%	Similar
The Federal Government	36%	Similar

8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.



Please rate each of the following aspects of quality of life in Telluride.
(% excellent or good)

		vs. benchmark ⁹
Telluride as a place to visit	95%	Much higher
Telluride as a place to work	55%	Similar

Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

Overall economic health of Telluride	59%	Similar

Please rate each of the following in the Telluride community.
(% excellent or good)

Vibrancy of downtown/commercial area	70%	Higher
Overall quality of business and service establishment..	63%	Similar
Employment opportunities	58%	Similar
Shopping opportunities	43%	Similar
Variety of business and service establishments in Tell..	31%	Lower
Cost of living in Telluride	3%	Much lower

Please rate the quality of each of the following services in Telluride.
(% excellent or good)

Economic development	43%	Similar

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

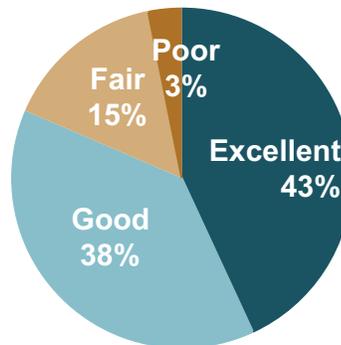
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	29%	Similar

9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Telluride, 2024

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.



Please rate each of the following characteristics as they relate to Telluride as a whole.

(% excellent or good)

		vs. benchmark ¹⁰
Overall quality of the transportation system (auto, bicycle, foot, bus, gondola) in Telluride	81%	Much higher

Please also rate each of the following in the Telluride community.

(% excellent or good)

Ease of walking in Telluride	94%	Much higher
Ease of travel by bicycle in Telluride	89%	Much higher
Ease of travel by public transportation in Telluride	80%	Much higher
Traffic flow on major streets	48%	Similar
Ease of travel by car in Telluride	40%	Lower
Ease of public parking	21%	Much lower

Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)

Walked or biked instead of driving	98%	Much higher
Used bus, gondola, or other public transportation instead of driving	97%	Much higher
Carpooled with other adults or children instead of driving alone	68%	Much higher

Please rate the quality of each of the following services in Telluride.

(% excellent or good)

Bus or transit services	86%	Much higher
Street lighting	59%	Similar
Snow removal	53%	Lower
Street cleaning	53%	Similar
Traffic enforcement	45%	Lower
Sidewalk maintenance	44%	Similar
Street repair	24%	Lower

¹⁰ Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.



Please rate each of the following aspects of quality of life in Telluride.
(% excellent or good)

vs. benchmark¹¹

Your neighborhood as a place to live	82%	Similar
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Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

Overall design or layout of Telluride's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	76%	Higher
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Please also rate each of the following in the Telluride community.
(% excellent or good)

Overall appearance of Telluride	83%	Higher
Public places where people want to spend time	77%	Higher
Preservation of the historical or cultural character of the community	75%	Similar
Well-designed neighborhoods	47%	Similar
Overall quality of new development in Telluride	36%	Lower
Well-planned commercial growth	30%	Similar
Well-planned residential growth	26%	Lower
Variety of housing options	11%	Much lower
Availability of affordable quality housing	6%	Much lower

Please rate the quality of each of the following services in Telluride.
(% excellent or good)

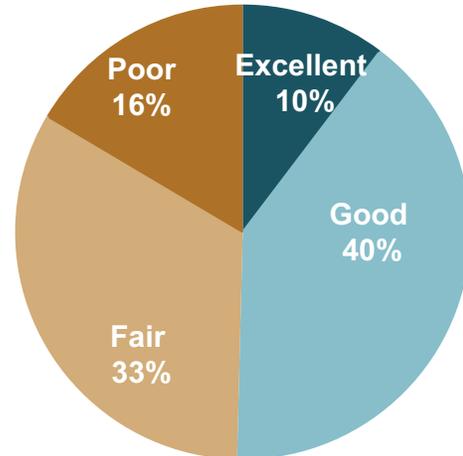
Code enforcement (weeds, landscaping, trash enforcement, etc.)	51%	Similar
Land use, planning, and zoning	36%	Similar

11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the utility infrastructure in Telluride, 2024

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.



Please rate the quality of each of the following services in Telluride.
(% excellent or good)

		vs. benchmark ¹²
Drinking water	82%	Similar
Power (electric and/or gas) utility	80%	Similar
Garbage collection	77%	Similar
Sewer services	74%	Similar
Storm water management (storm drainage, dams, levees, etc.)	68%	Similar
Utility billing	62%	Similar
Affordable high-speed internet access	51%	Similar

Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

Overall quality of the utility infrastructure in Telluride (water, sewer, storm water)	50%	Similar
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¹². Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Telluride, 2024



Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

vs. benchmark¹³

Overall feeling of safety in Telluride	97%	Much higher
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Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In Telluride's downtown/commercial area during the day	98%	Higher
In your neighborhood during the day	98%	Similar
From violent crime	97%	Higher
From property crime	95%	Higher
From fire, flood, or other natural disaster	70%	Similar

Please rate the quality of each of the following services in Telluride.
(% excellent or good)

Fire services	90%	Similar
Crime prevention	88%	Higher
Ambulance or emergency medical services	83%	Similar
Marshal's Department services	76%	Similar
Animal control	76%	Similar
Fire prevention and education	71%	Similar
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	56%	Similar

13. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.



Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Telluride, 2024



Please rate each of the following characteristics as they relate to Telluride as a whole. vs. benchmark¹⁴
 (% excellent or good)

Overall quality of natural environment in Telluride	97%	Much higher
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Please also rate each of the following in the Telluride community.
 (% excellent or good)

Air quality	95%	Higher
Water resources (waterfalls, lakes, ponds, riverways, etc.)	92%	Much higher
Cleanliness of Telluride	81%	Similar

Please rate the quality of each of the following services in Telluride.
 (% excellent or good)

Telluride open space	90%	Much higher
Preservation of natural areas (open space, trails, wetlands, etc.)	86%	Higher
Recycling	48%	Lower
Green waste and compost availability	27%	

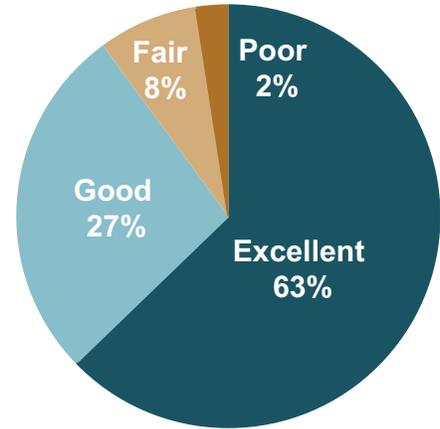
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the parks and recreation opportunities, 2024

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

		vs. benchmark ¹⁵
Overall quality of parks and recreation opportunities	90%	Higher

Please also rate each of the following in the Telluride community.
(% excellent or good)

Availability of paths and walking trails	95%	Much higher
Recreational opportunities	88%	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	Similar

Please rate the quality of each of the following services in Telluride.
(% excellent or good)

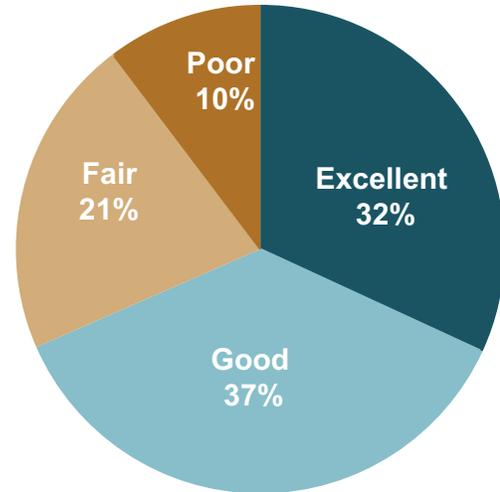
Town parks	94%	Higher
Recreation programs or classes	78%	Similar
Recreation centers or facilities	60%	Similar

¹⁵. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall health and wellness opportunities in Telluride, 2024

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

		vs. benchmark ¹⁶
Overall health and wellness opportunities in Telluride	68%	Similar

Please also rate each of the following in the Telluride community.
(% excellent or good)

Availability of preventive health services	29%	Much lower
Availability of affordable quality mental health care	26%	Lower
Availability of affordable quality health care	20%	Much lower
Availability of affordable quality food	11%	Much lower

Please rate the quality of each of the following services in Telluride.
(% excellent or good)

Health services	47%	Lower
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Please rate your overall health.
(% excellent or very good)

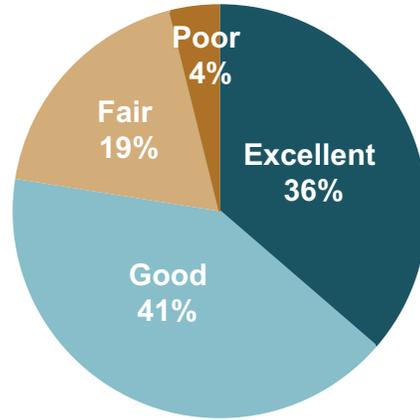
Please rate your overall health.	79%	Similar
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¹⁶. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts, 2024

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.



Please rate each of the following characteristics as they relate to Telluride as a whole.
 (% excellent or good)

		vs. benchmark ¹⁷
Overall opportunities for education, culture, and the arts	78%	Higher

Please also rate each of the following in the Telluride community.
 (% excellent or good)

Community support for the arts	90%	Much higher
Opportunities to attend cultural/arts/music activities	86%	Much higher
Opportunities to attend special events and festivals	86%	Higher
K-12 education	78%	Higher
Adult educational opportunities	53%	Similar
Availability of affordable quality childcare/preschool	26%	Lower

Please rate the quality of each of the following services in Telluride.
 (% excellent or good)

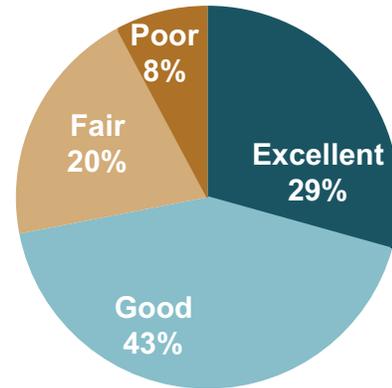
Public library services	99%	Higher
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¹⁷. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' connection and engagement with their community, 2024

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



Please rate each of the following aspects of quality of life in Telluride. (% excellent or good)

vs. benchmark¹⁸

Telluride as a place to raise children	77%	Similar
Sense of community	69%	Similar
Telluride as a place to retire	37%	Lower

Please rate each of the following characteristics as they relate to Telluride as a whole. (% excellent or good)

Residents' connection and engagement with their community	72%	Higher
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Please rate the job you feel the Telluride community does at each of the following. (% excellent or good)

Making all residents feel welcome	57%	Similar
Valuing/respecting residents from diverse backgrounds	52%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	34%	Lower
Attracting people from diverse backgrounds	30%	Much lower

Please also rate each of the following in the Telluride community. (% excellent or good)

Opportunities to volunteer	88%	Higher
Opportunities to participate in social events and activities	81%	Higher
Opportunities to participate in community matters	79%	Higher
Sense of civic/community pride	73%	Similar
Neighborliness of residents in Telluride	67%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	60%	Similar

18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' Participation Levels



Please indicate whether or not you have done each of the following in the last 12 months.
 (% yes) vs. benchmark¹⁹

Voted in your most recent local election	80%	Similar
Contacted the Town of Telluride (in-person, phone, email, or web) for help or information	72%	Much higher
Volunteered your time to some group/activity in Telluride	71%	Much higher
Watched a local public meeting online	60%	Much higher
Attended a local public meeting (of local elected officials like Town Council, boards, commissions, stakeholder meetings, forum..	55%	Much higher
Contacted Telluride elected officials (in-person, phone, email, or web) to express your opinion	52%	Much higher
Campaigned or advocated for a local issue, cause, or candidate	42%	Much higher

19. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

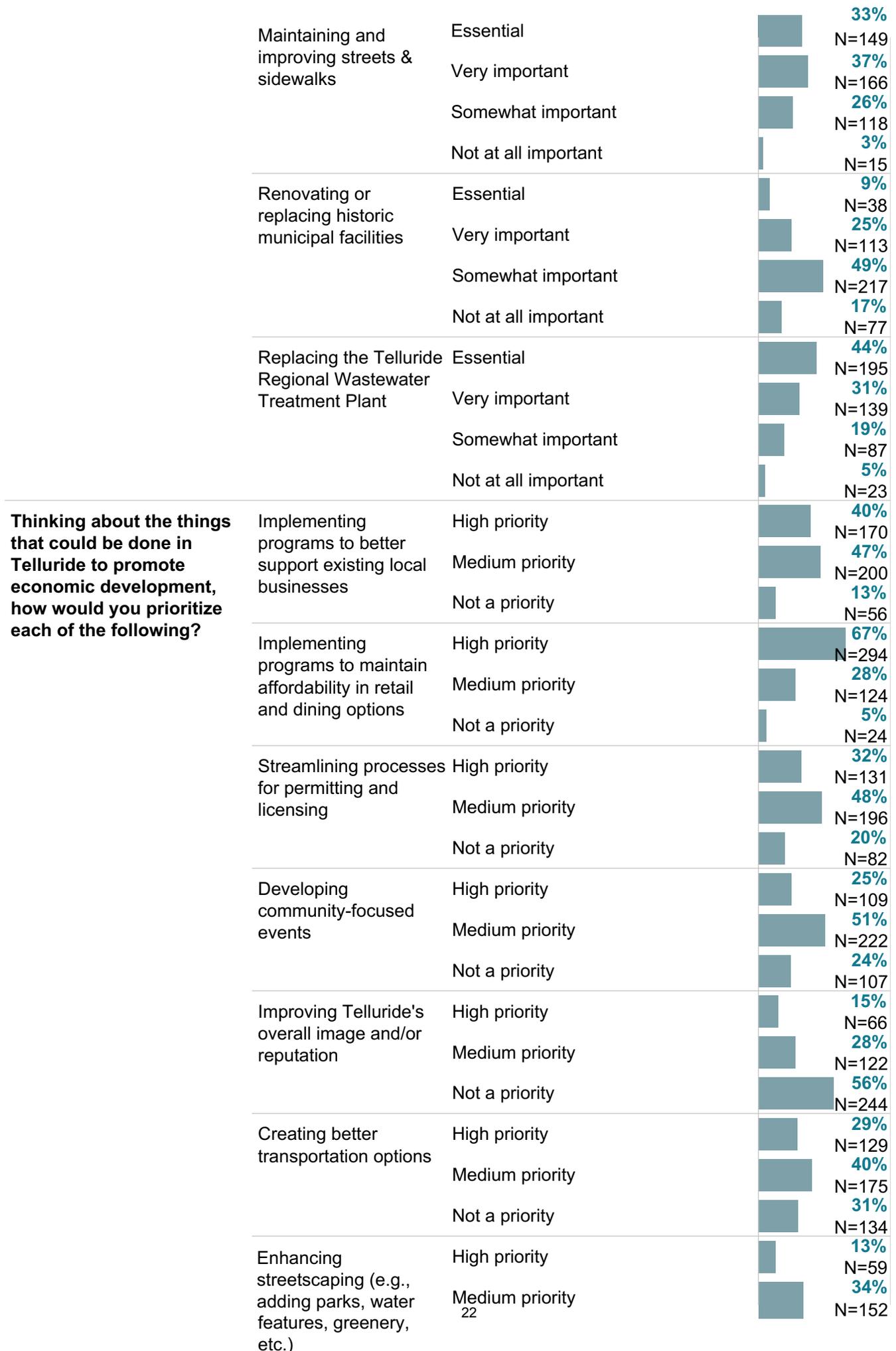
Custom Questions

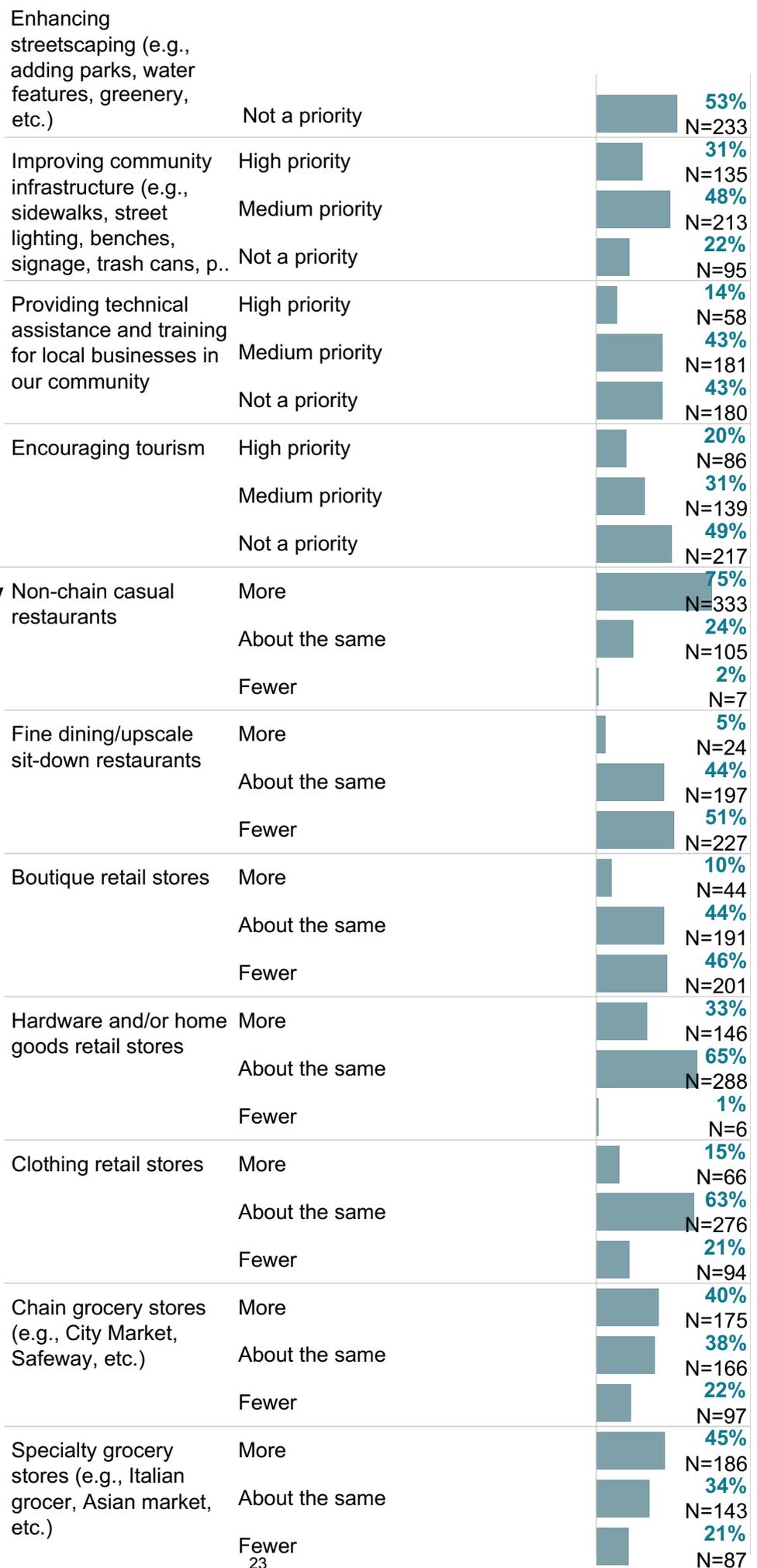


Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

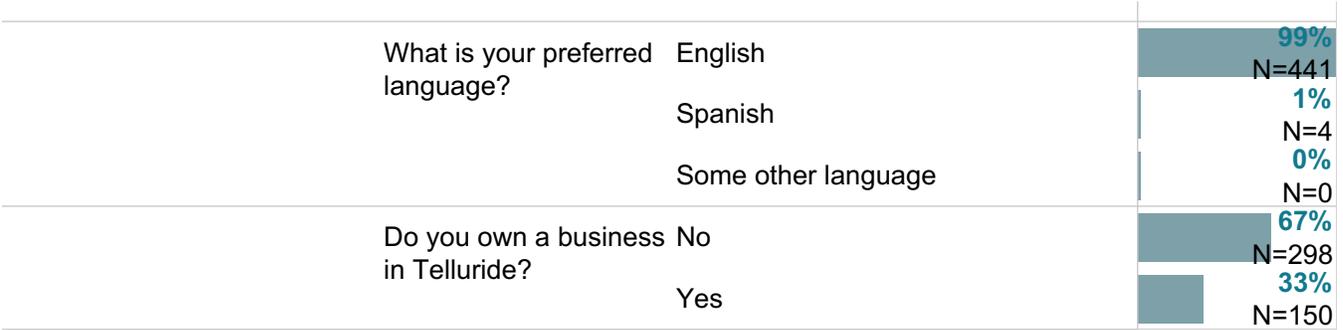
Include "don't know"
No

Please rate the quality of each of the following services in Telluride.	Green waste and compost availability	Excellent		9% N=26
		Good		18% N=55
		Fair		32% N=96
		Poor		41% N=123
Please rate how important, if at all, it is for the Town to address the following projects and issues over the next five years.	Developing a Regional Recreation Center	Essential		34% N=151
		Very important		22% N=100
		Somewhat important		25% N=110
		Not at all important		19% N=85
	Building an indoor sports complex	Essential		22% N=96
		Very important		14% N=63
		Somewhat important		29% N=127
		Not at all important		36% N=158
	Creating a Chamber of Commerce	Essential		8% N=34
		Very important		18% N=79
		Somewhat important		42% N=187
		Not at all important		32% N=144
	Carhenge/Chair 7 Redevelopment Area	Essential		23% N=101
		Very important		30% N=133
		Somewhat important		35% N=155
		Not at all important		13% N=56
	Replacing the Gondola	Essential		32% N=140
		Very important		28% N=122
		Somewhat important		22% N=98
		Not at all important		19% N=82









The Town of Telluride Community Survey

Please complete this survey if you are an adult (age 18 or older) in the household. Other adults in your household may respond online via the link on your invitation. Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Telluride.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Telluride as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Telluride as a place to raise children.....	1	2	3	4	5
Telluride as a place to work.....	1	2	3	4	5
Telluride as a place to visit.....	1	2	3	4	5
Telluride as a place to retire.....	1	2	3	4	5
The overall quality of life in Telluride.....	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Telluride as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Telluride	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus, gondola) in Telluride.....	1	2	3	4	5
Overall design or layout of Telluride's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Telluride (water, sewer, storm water).....	1	2	3	4	5
Overall feeling of safety in Telluride.....	1	2	3	4	5
Overall quality of natural environment in Telluride.....	1	2	3	4	5
Overall quality of parks and recreation opportunities	1	2	3	4	5
Overall health and wellness opportunities in Telluride	1	2	3	4	5
Overall opportunities for education, culture, and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

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

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Telluride to someone who asks.....	1	2	3	4	5
Remain in Telluride for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Telluride's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

5. Please rate the job you feel the Telluride community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	1	2	3	4	5

6. Please rate each of the following in the Telluride community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Telluride.....	1	2	3	4	5
Variety of business and service establishments in Telluride.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Telluride.....	1	2	3	4	5
Overall image or reputation of Telluride	1	2	3	4	5

7. Please also rate each of the following in the Telluride community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Telluride	1	2	3	4	5
Ease of travel by public transportation in Telluride	1	2	3	4	5
Ease of travel by bicycle in Telluride.....	1	2	3	4	5
Ease of walking in Telluride	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Telluride	1	2	3	4	5
Overall appearance of Telluride.....	1	2	3	4	5
Cleanliness of Telluride.....	1	2	3	4	5
Water resources (waterfalls, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts	1	2	3	4	5
Availability of affordable quality childcare/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride	1	2	3	4	5
Neighborliness of residents in Telluride.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the Town of Telluride (in-person, phone, email, or web) for help or information	1	2
Contacted Telluride elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Town Council, boards, commissions, stakeholder meetings, forums, open houses, etc.).....	1	2
Watched a local public meeting online	1	2
Volunteered your time to some group/activity in Telluride	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, gondola, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The Town of Telluride Community Survey

9. Please rate the quality of each of the following services in Telluride.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, landscaping, trash enforcement, etc.).....	1	2	3	4	5
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Marshal's Department services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas (open space, trails, wetlands, etc.).....	1	2	3	4	5
Telluride open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Telluride employees (police, receptionists, planners, etc.).....	1	2	3	4	5
Green waste and compost availability.....	1	2	3	4	5

10. Please rate the following categories of Telluride government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Telluride.....	1	2	3	4	5
The overall direction that Telluride is taking.....	1	2	3	4	5
The job Telluride government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Telluride government.....	1	2	3	4	5
Generally acting in the best interest of the community.....	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Telluride.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Telluride community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Telluride	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus, gondola) in Telluride	1	2	3	4
Overall design or layout of Telluride’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Telluride (water, sewer, storm water).....	1	2	3	4
Overall feeling of safety in Telluride.....	1	2	3	4
Overall quality of natural environment in Telluride.....	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Telluride	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents’ connection and engagement with their community	1	2	3	4

13. Please rate how important, if at all, it is for the Town to address the following projects and issues over the next five years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Developing a Regional Recreation Center	1	2	3	4
Building an indoor sports complex	1	2	3	4
Creating a Chamber of Commerce.....	1	2	3	4
Carhenge/Chair 7 Redevelopment Area	1	2	3	4
Replacing the Gondola	1	2	3	4
Maintaining and improving streets & sidewalks.....	1	2	3	4
Renovating or replacing historic municipal facilities.....	1	2	3	4
Replacing the Telluride Regional Wastewater Treatment Plant	1	2	3	4

14. Thinking about the things that could be done in Telluride to promote economic development, how would you prioritize each of the following?

	<u>High priority</u>	<u>Medium priority</u>	<u>Not a priority</u>	<u>Don’t know</u>
Implementing programs to better support existing local businesses	1	2	3	4
Implementing programs to maintain affordability in retail and dining options.....	1	2	3	4
Streamlining processes for permitting and licensing.....	1	2	3	4
Developing community-focused events	1	2	3	4
Improving Telluride's overall image and/or reputation	1	2	3	4
Creating better transportation options	1	2	3	4
Enhancing streetscaping (e.g., adding parks, water features, greenery, etc.)..	1	2	3	4
Improving community infrastructure (e.g., sidewalks, street lighting, benches, signage, trash cans, public restrooms, etc.)	1	2	3	4
Providing technical assistance and training for local businesses in our community.....	1	2	3	4
Encouraging tourism.....	1	2	3	4

15. Thinking about the diversity of businesses and service providers in Telluride, would you like to see more, about the same amount, or fewer of each of the following types of businesses?

	<u>More</u>	<u>About the same</u>	<u>Fewer</u>	<u>Don’t know</u>
Non-chain casual restaurants	1	2	3	4
Fine dining/upscale sit-down restaurants.....	1	2	3	4
Boutique retail stores	1	2	3	4
Hardware and/or home goods retail stores	1	2	3	4
Clothing retail stores.....	1	2	3	4
Chain grocery stores (e.g., City Market, Safeway, etc.).....	1	2	3	4
Specialty grocery stores (e.g., Italian grocer, Asian market, etc.).....	1	2	3	4
Live entertainment venues (e.g., music, comedy).....	1	2	3	4
Activity-based entertainment (e.g., arcade, axe throwing, bowling, etc.)	1	2	3	4
Gyms or fitness centers	1	2	3	4
Personal services (e.g., salons, massage, etc.)	1	2	3	4
Professional services (e.g., finance, legal, real estate, other consulting)	1	2	3	4
Maintenance, repair, and construction services.....	1	2	3	4

The Town of Telluride Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

16. Do you live within Telluride town limits?

- No Yes

17. Where is your primary residence?

- Town of Telluride Sunnyside Sunset Ridge
 Mountain Village and surrounding neighborhoods Lawson Hill Down Valley
 Eider Creek, Hillside, Brown Homestead, Idarado Subdivision Aldasoro Ranch/Deep Creek The Mesas
 Elsewhere in San Miguel County Ophir Norwood
 I do not have a permanent residence in San Miguel County Two Rivers/Ilium Valley

18. Do you live in Telluride full time or part time?

- Full time Part time/seasonal

19. What is your preferred language?

- English Spanish Some other language

20. Do you own a business in Telluride?

- No Yes

D2. Please rate your overall health.

- Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. How many years have you lived in Telluride?

- Less than 2 years
 2-5 years
 6-10 years
 11-20 years
 More than 20 years

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

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