

Telluride, CO

The National Community Survey

Report of Results
2025

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 survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

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



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The report provides the opinions of a representative sample of 446 residents of the Town of Telluride collected from March 7, 2025 to April 23, 2025. The margin of error around any reported percentage is 5% 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 the following tabs 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 this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. 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.

In addition to these national benchmarks, comparisons were also made to a smaller cohort of communities that aligned more closely to the demographics in Telluride. This cohort included similar resort communities. Comparisons to these communities can be found throughout the report and in a separate table in the Custom Benchmarks tab.

Trends over time

Trend data for Telluride represent important comparison data and should be examined for improvements or declines.¹ Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than 6.5% between the 2024 and 2025 surveys, the change is statistically significant.

1. In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

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 Polco'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. Respondents 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 respondent sentiments are captured in the "Out of Town Responses" tab of this report.

Conducting the survey

The 2,667 households received mailings beginning on March 7, 2025 and data collection for the survey remained open for 7 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 2,667 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 2,620 households that received the invitations to participate, 446 completed the survey, providing an overall response rate of 17%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.²

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 (446 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation 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, Town 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 excludes residents who selected that they lived outside of the 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 2023 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, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.³ 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.

Age	18-34	9%	22%	25%
	35-54	32%	47%	45%
	55+	59%	31%	30%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	98%	96%	96%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	2%	4%	4%
Housing tenure	Own	76%	72%	72%
	Rent	24%	28%	28%
Housing type	Attached	58%	70%	70%
	Detached	42%	30%	30%
Race & Hispanic origin	Not white alone	8%	6%	6%
	White alone, not Hispanic or Latino	92%	94%	94%
Sex	Man	49%	54%	55%
	Woman	51%	46%	45%
Sex/age	Man 18-34	3%	13%	16%
	Man 35-54	15%	23%	23%
	Man 55+	32%	17%	16%
	Woman 18-34	6%	10%	9%
	Woman 35-54	18%	23%	22%
	Woman 55+	27%	14%	13%

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 tab “Complete data”. 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>

2. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
3. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
4. Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Highest-performing areas:

- Feelings of safety continue to receive high marks from residents, with many items scoring above national and custom comparisons, including:
 - Feelings of safety in Telluride's downtown/commercial areas during the day (97% very or somewhat safe)
 - Feelings of safety from property crime (90%)
 - Feelings of safety from violent crime (97%)
- Residents appreciate many aspects of Telluride's natural environment, rating water resources, air quality, the preservation of natural areas, and open space higher than both national and custom comparison communities.
- Over 8 in 10 respondents gave positive marks to items related to Telluride's parks and recreation system, including:
 - The overall quality of parks and recreation opportunities (91% excellent or good)
 - The availability of paths and walking trails (93%)
 - Recreational opportunities (87%)
 - Recreation programs or classes (80%)
- Residents continue to value the opportunity to participate in social events/activities and the opportunity to participate in general community matters; both items scored above national comparisons.

Lowest-performing areas:

- Residents once again indicated concern with affordability, with cost of living (1% excellent or good), the availability of affordable quality food (14%), and the availability of affordable quality health care (22%) each scoring much lower than national and custom benchmark comparisons.
- Many items related to community design continue to score below comparison communities, most especially those items related to housing:
 - Variety of housing options (12% excellent or good)
 - Availability of affordable quality housing (9%)
 - Overall quality of new development (30%)
 - Well-planned residential growth (25%)

Areas of greatest change since 2024:

Of the 121 evaluative questions included on both the 2024 and current survey iterations, 110 were statistically similar to previous results. Upward trends were seen in 2 items, while 9 ratings decreased since 2024. Changes are considered statistically significant if the 2024 rating was +/- 6.5% from the previous survey effort. The most significant of those trends are listed below.

Increases:

- Treating all residents fairly
- Rate your overall health

Decreases:

- Overall economic health of Telluride
- [Feelings of safety] From fire, flood, or other natural disaster
- [Feelings of safety] From fire, flood, or other natural disaster
- Employment opportunities
- Shopping opportunities
- Preservation of the historical or cultural character of the community
- Street cleaning
- Crime prevention
- [Overall ratings of] The Federal Government
- What impact, if any, do you think the economy will have on your family income in the next 6 months?

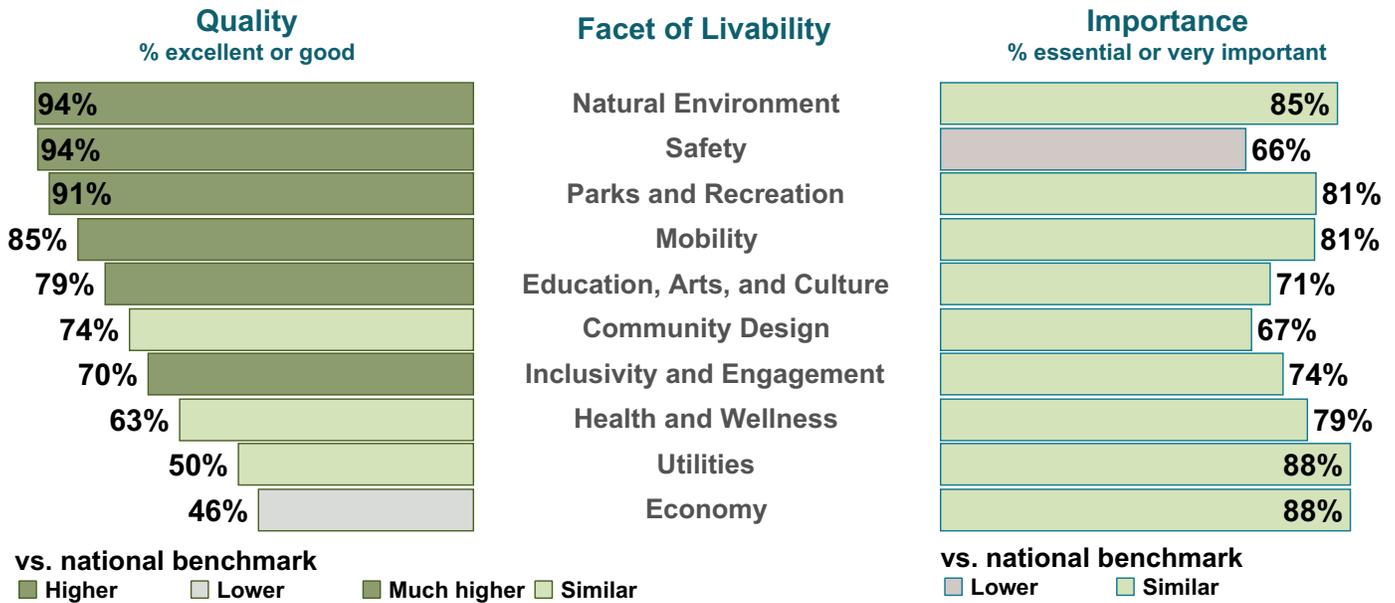
Facets of livability



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.

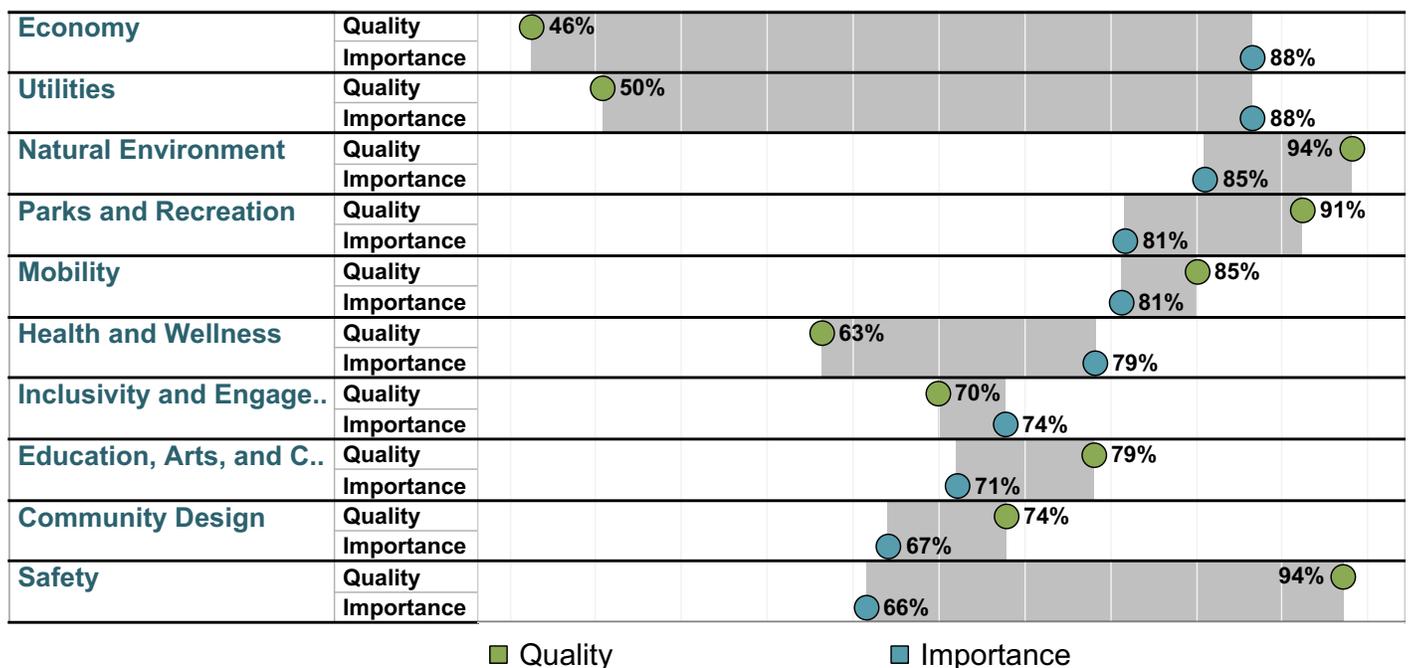
Quality and Importance by the Numbers

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 to 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.

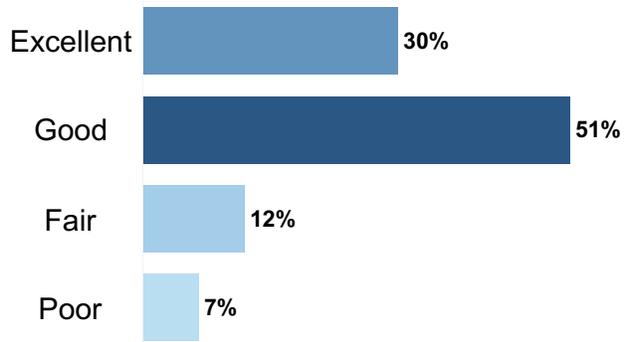




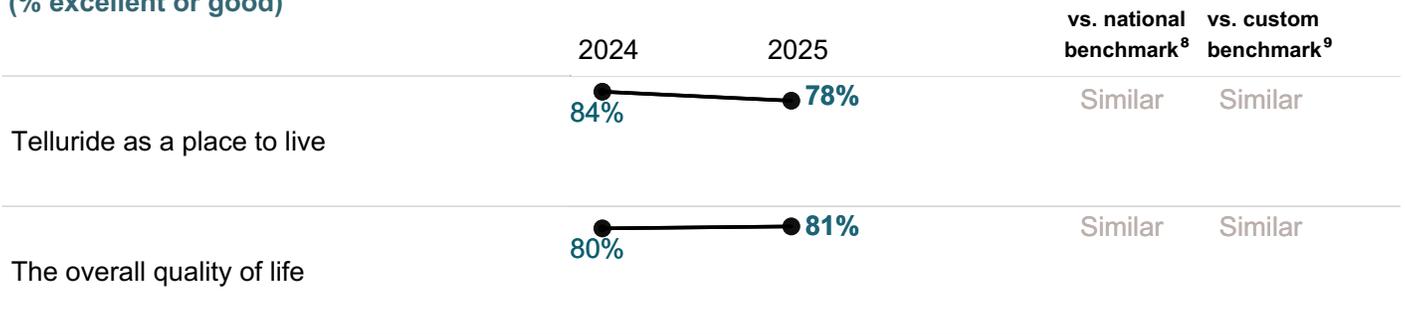
Quality of Life

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.

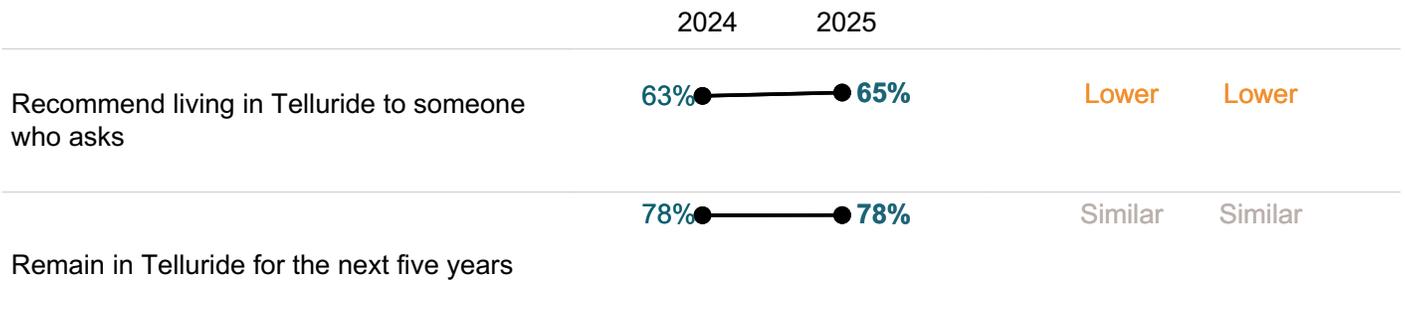
The overall quality of life in Telluride, 2025



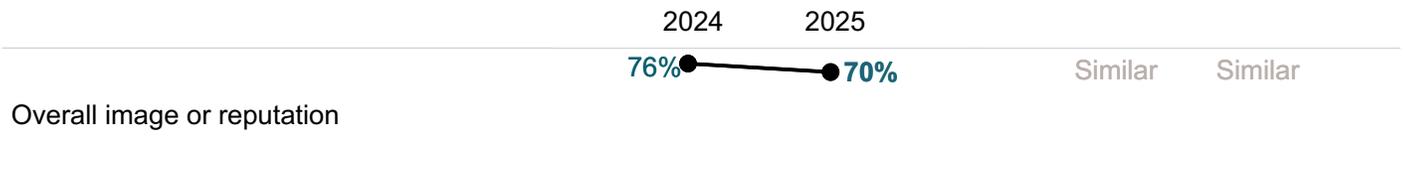
Please rate each of the following aspects of quality of life in Telluride. (% excellent or good)



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



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



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

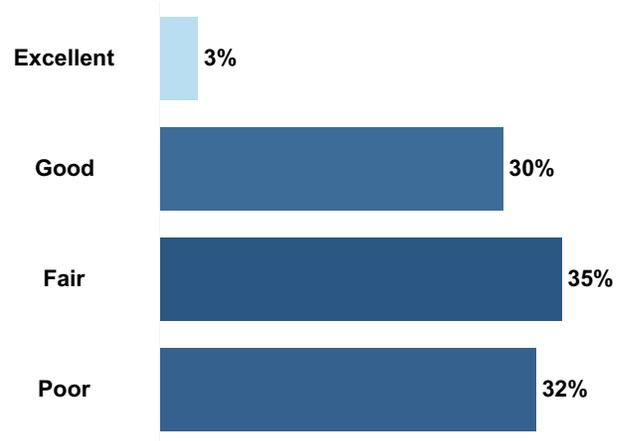
9. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.



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.

Overall confidence in Telluride government, 2025

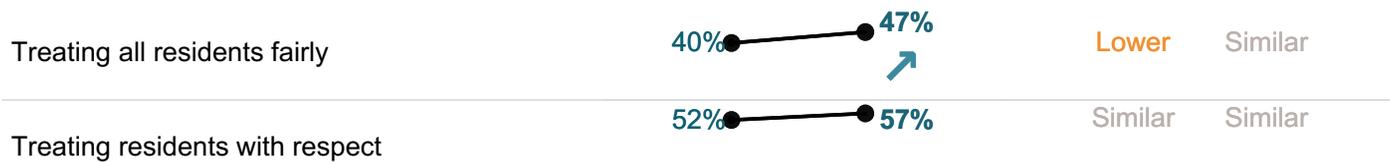


Please rate the quality of each of the following services in Telluride.
(% excellent or good)

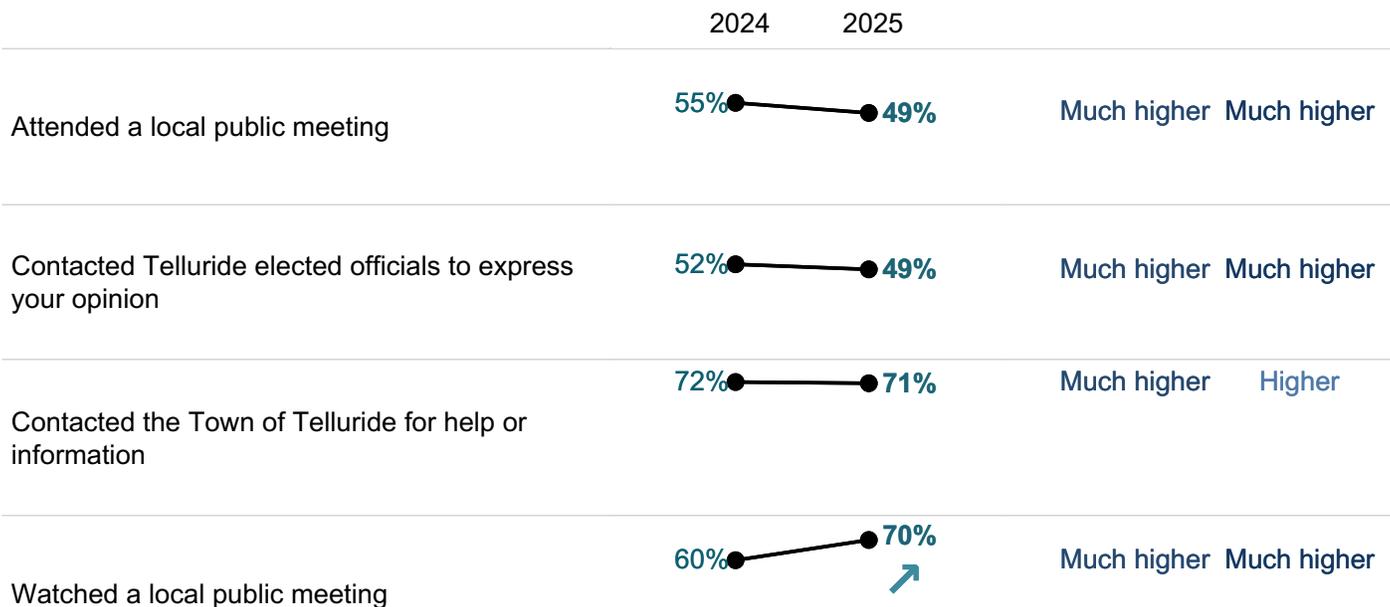
	2024	2025	vs. national benchmark ¹⁰	vs. custom benchmark ¹¹
Public information services	73%	74%	Similar	Similar
Overall customer service by Telluride employees	78%	78%	Similar	Similar

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

	2024	2025	vs. national benchmark ¹⁰	vs. custom benchmark ¹¹
The value of services for the taxes paid to Telluride	45%	40%	Similar	Lower
The overall direction that Telluride is taking	27%	30%	Lower	Lower
The job Telluride government does at welcoming resident involvement	48%	49%	Similar	Similar
Overall confidence in Telluride government	33%	33%	Lower	Lower
Generally acting in the best interest of the community	39%	41%	Lower	Similar
Being honest	45%	48%	Similar	Similar
Being open and transparent to the public	41%	45%	Similar	Similar
Informing residents about issues facing the community	48%	51%	Similar	Similar



**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**



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



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

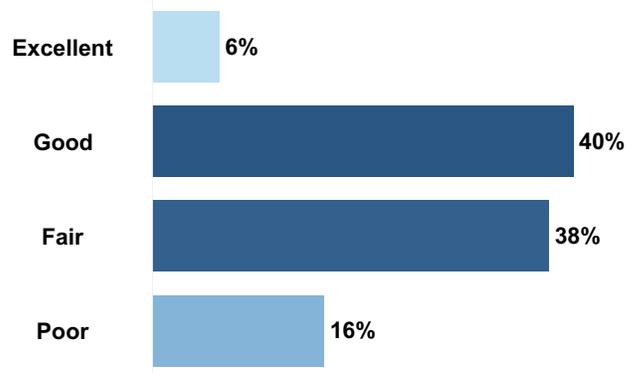
11. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



Economy

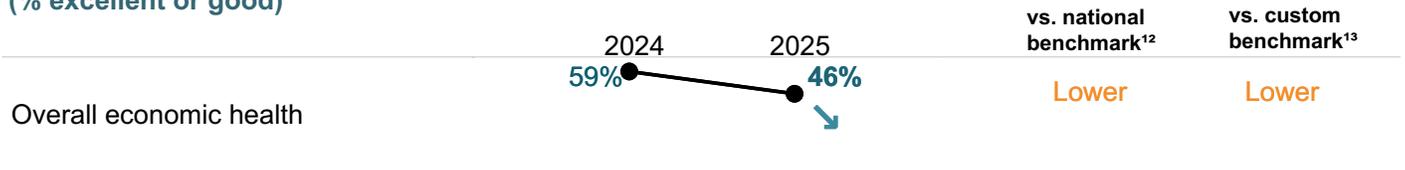
Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Telluride, 2025



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

(% excellent or good)



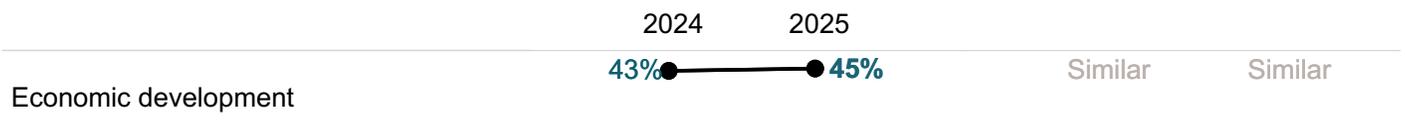
Please rate each of the following aspects of quality of life in Telluride.

(% excellent or good)



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

(% excellent or good)



Please rate each of the following in the Telluride community.

(% excellent or good)



Vibrancy of downtown/commercial area	70% — 71%	Similar	Similar
Employment opportunities	58% — 49%	Similar	Similar
Shopping opportunities	43% — 33%	Similar	Lower
Cost of living	3% — 1%	Much lower	Much lower

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)

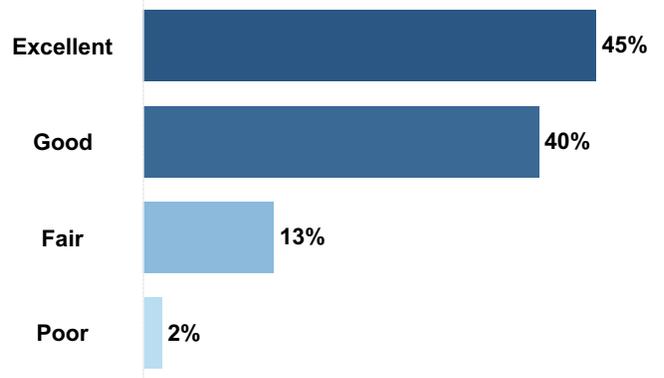
	2024	2025		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	29%	12%	Lower	Lower

12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
 13. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

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.

Overall quality of the transportation system in Telluride, 2025



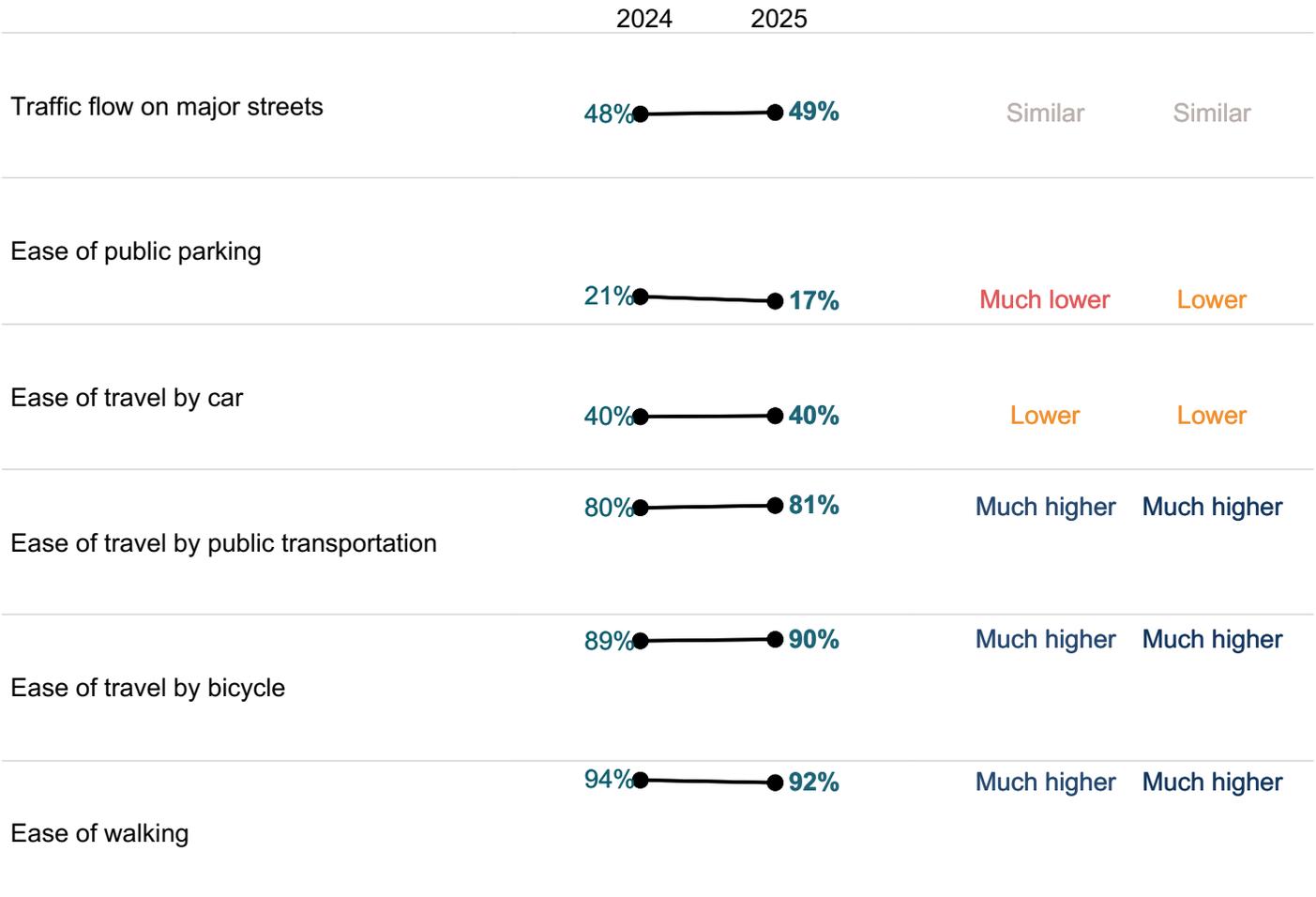
Please rate each of the following characteristics as they relate to Telluride as a whole.

(% excellent or good)



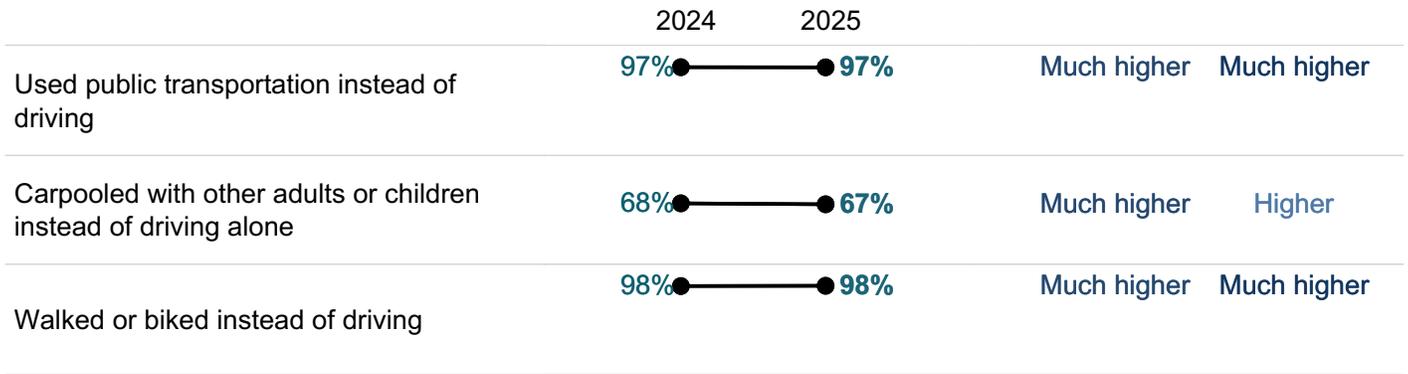
Please also rate each of the following in the Telluride community.

(% excellent or good)



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

(% yes)



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

(% excellent or good)



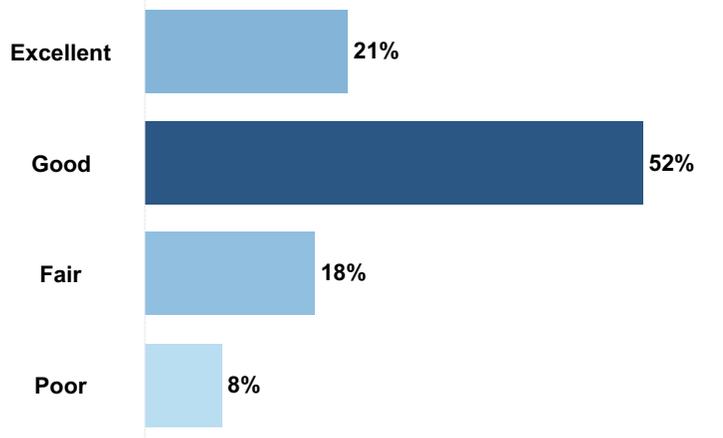
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

15. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. 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.

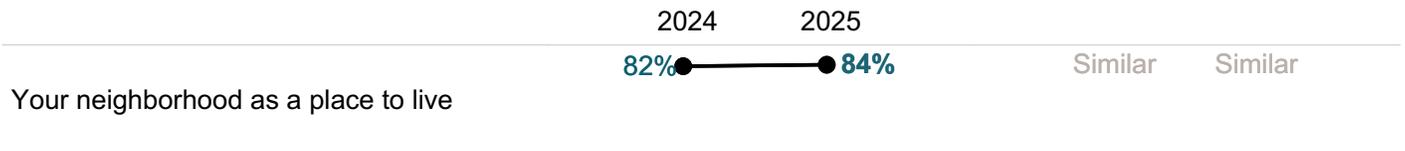
Overall design or layout of Telluride's residential and commercial areas, 2025



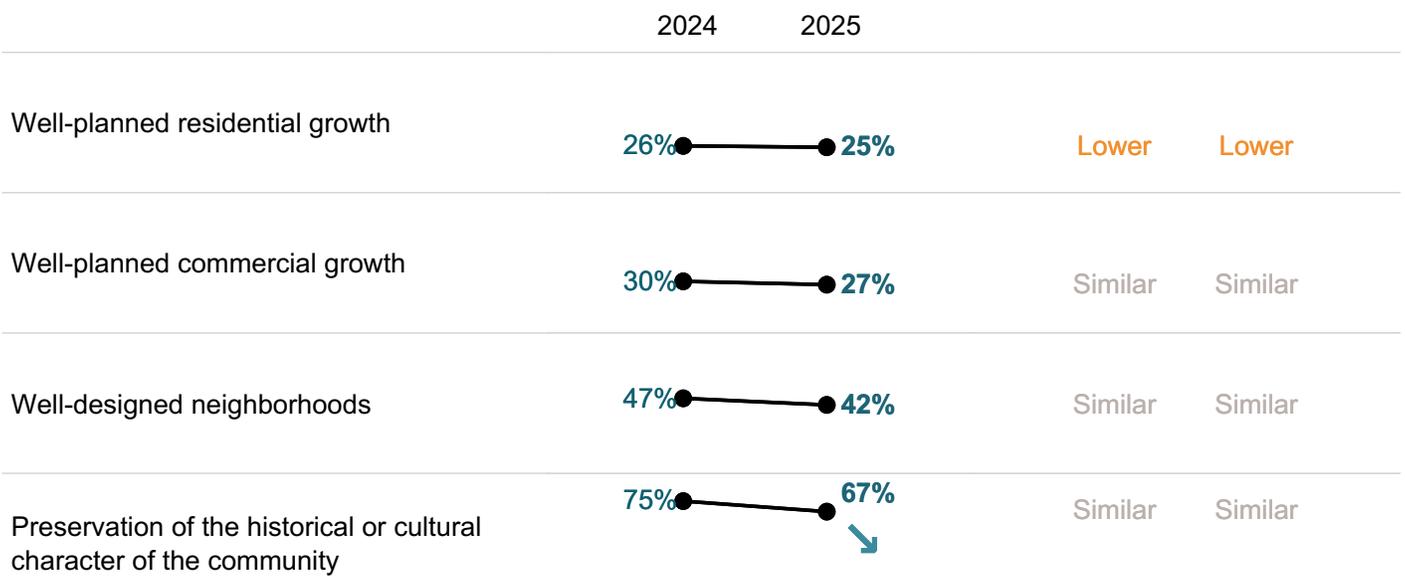
Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)

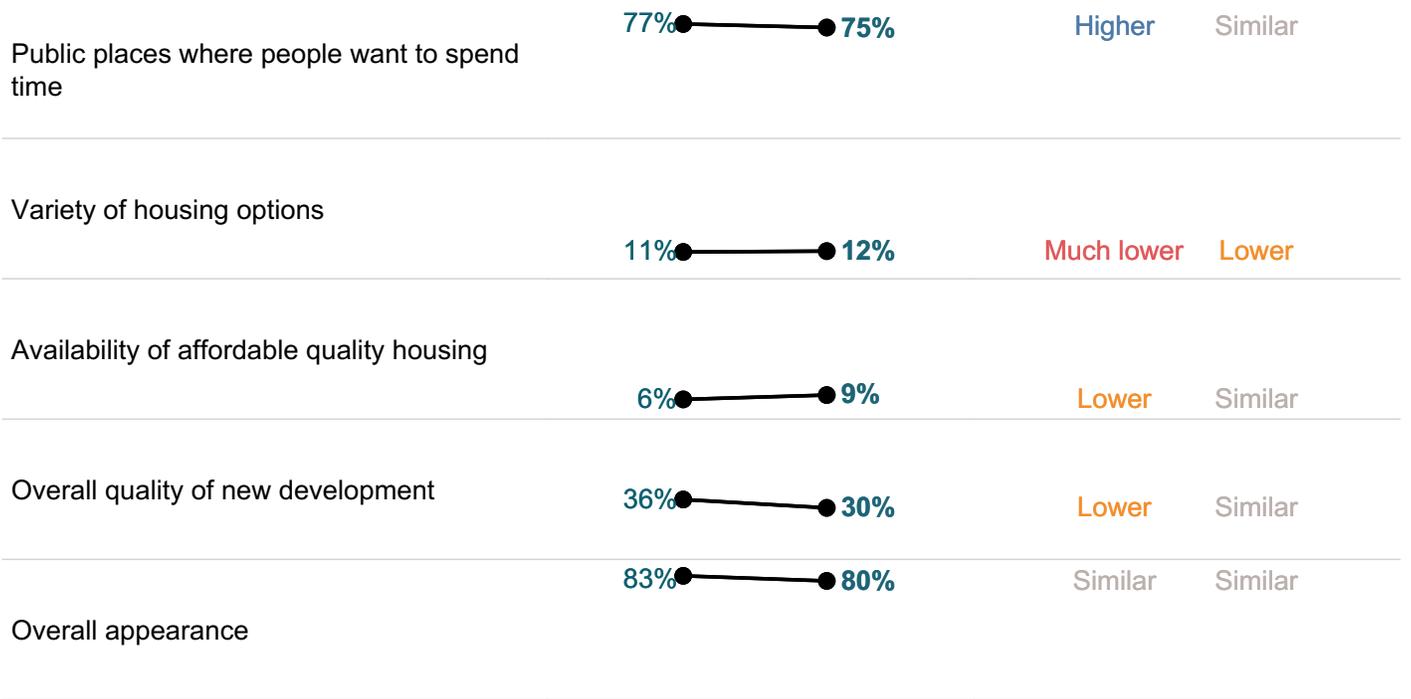


Please rate each of the following aspects of quality of life in Telluride.
(% excellent or good)

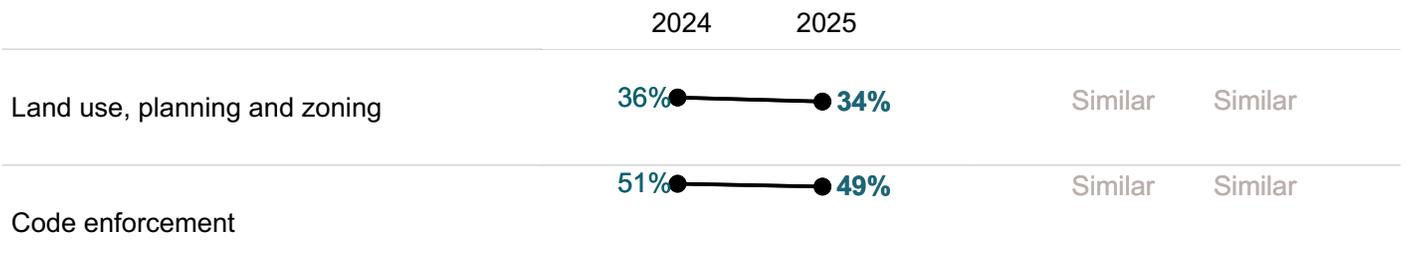


Please also rate each of the following in the Telluride community.
(% excellent or good)





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



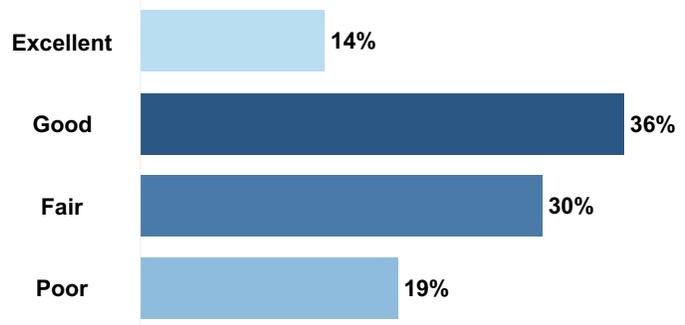
16. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

17. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

Utilities

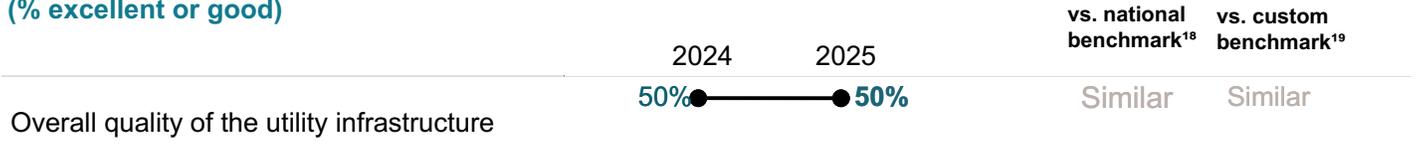
Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Telluride, 2025



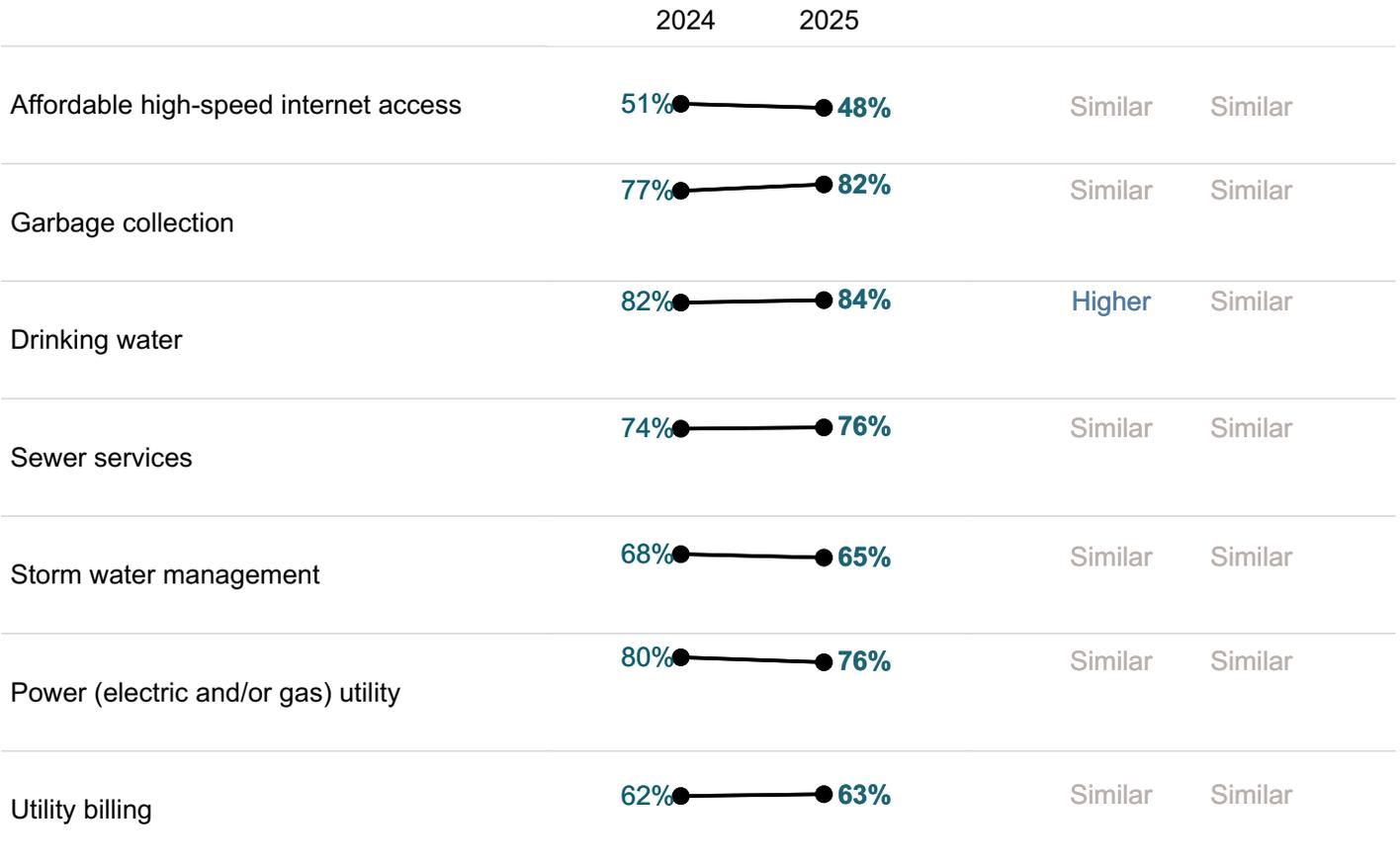
Please rate each of the following characteristics as they relate to Telluride as a whole.

(% excellent or good)



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

(% excellent or good)



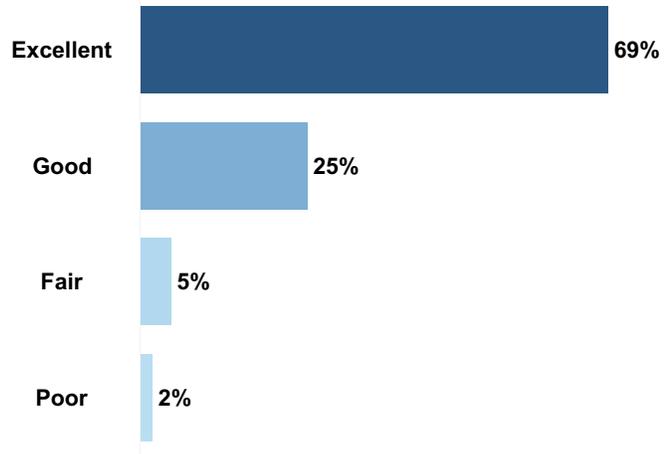
¹⁸. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

¹⁹. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

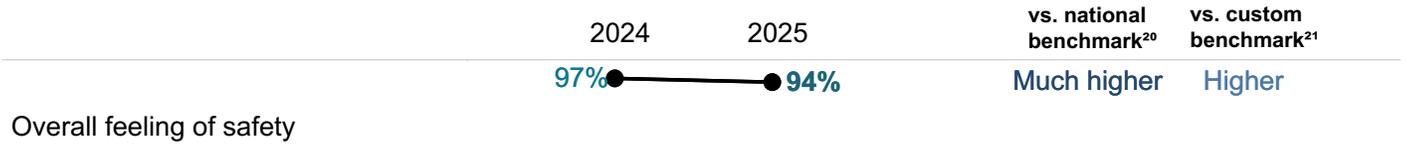
Safety

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.

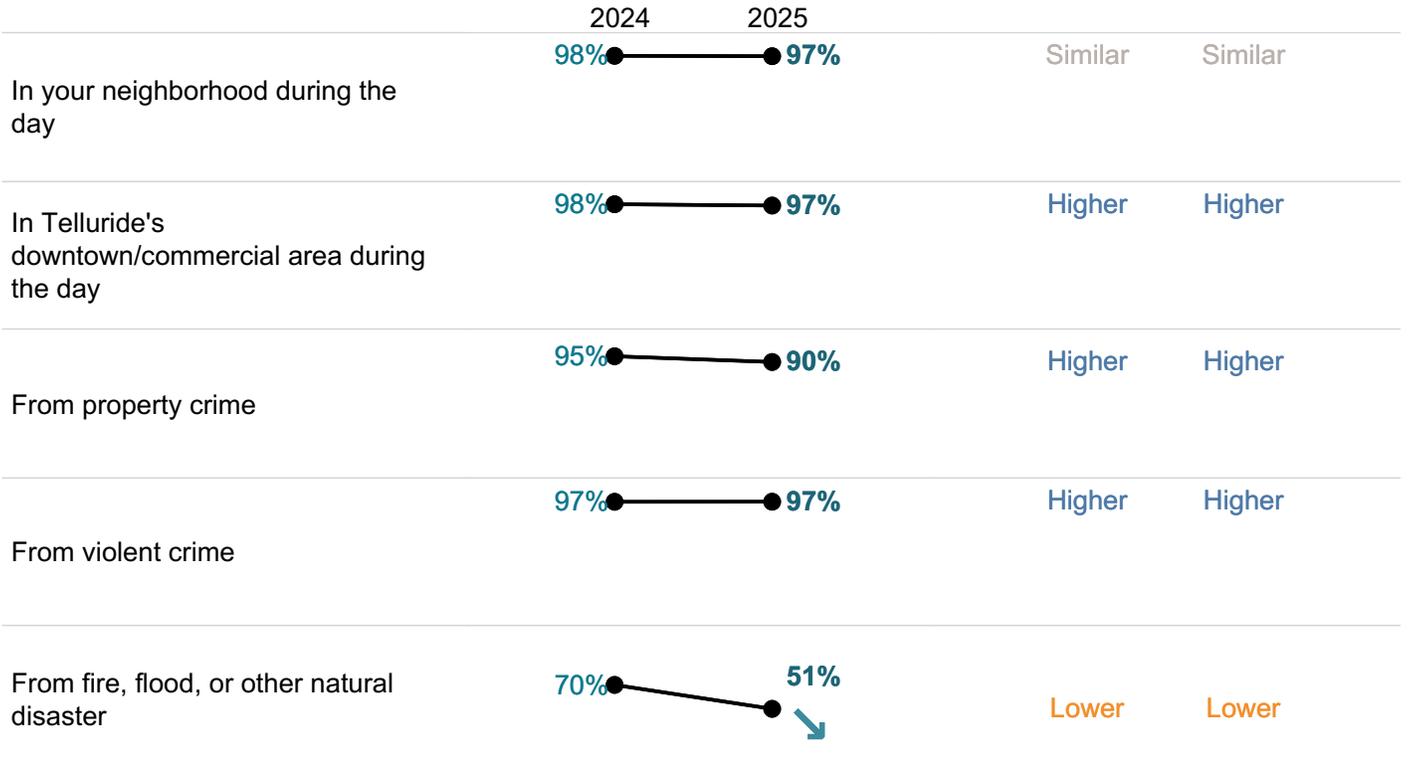
Overall feeling of safety in Telluride, 2025



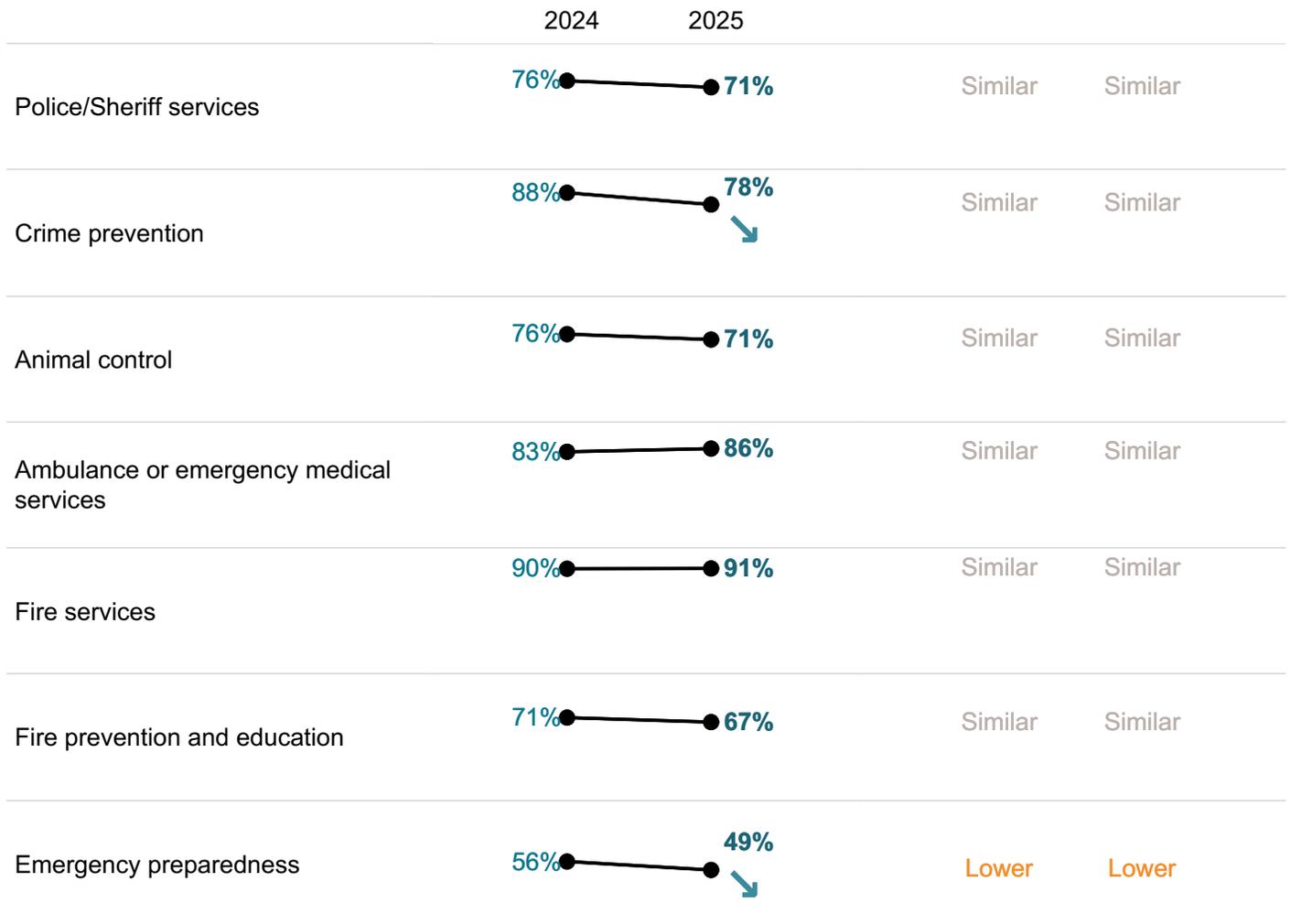
Please rate each of the following characteristics as they relate to Telluride as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



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



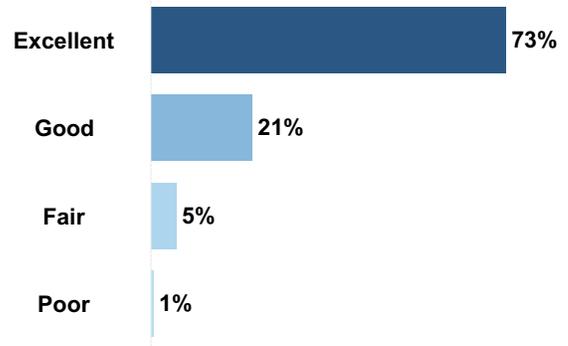
20. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

21. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.

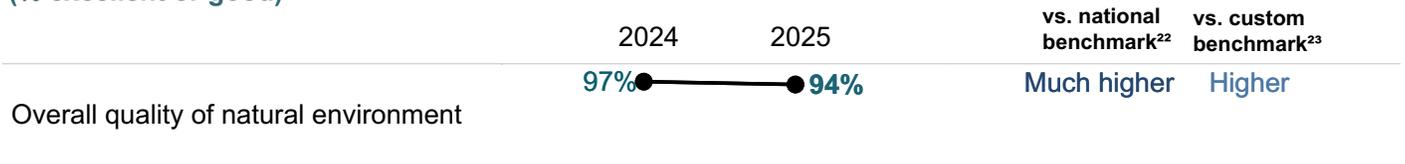
Overall quality of natural environment in Telluride, 2025

Natural Environment

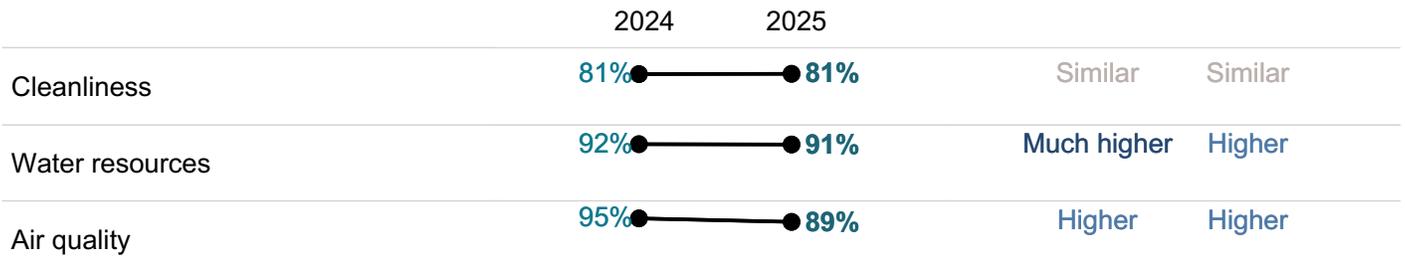
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



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



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



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



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

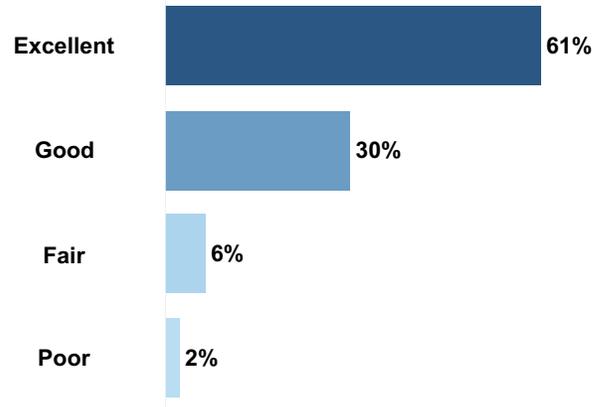
23. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If no comparison is available, this is left blank.

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

Overall quality of parks and recreation opportunities, 2025



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

	2024	2025	vs. national benchmark ²⁴	vs. custom benchmark ²⁵
Overall quality of parks and recreation opportunities	90%	91%	Higher	Higher

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

	2024	2025		
Availability of paths and walking trails	95%	93%	Much higher	Higher
Fitness opportunities	76%	73%	Similar	Similar
Recreational opportunities	88%	87%	Much higher	Higher

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

	2024	2025		
Town parks	94%	94%	Higher	Higher
Recreation programs or classes	78%	80%	Higher	Similar
Recreation centers or facilities	60%	57%	Similar	Similar

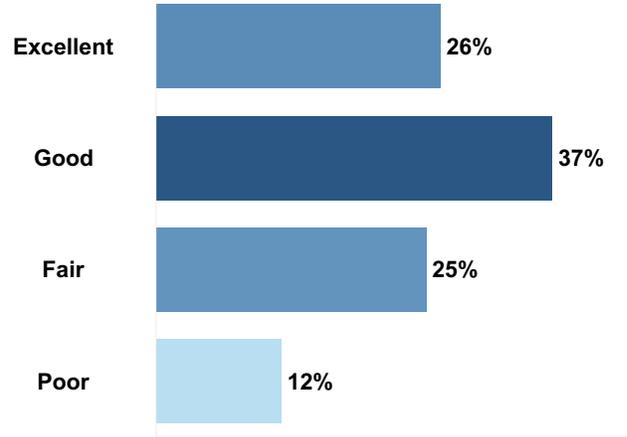
24. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

25. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can be found in the About section of the report. If..

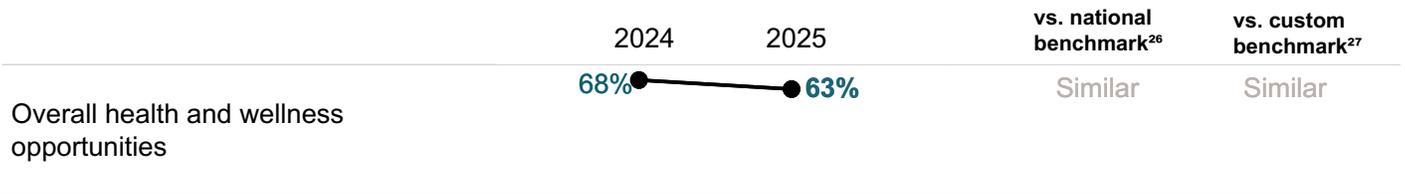
Overall health and wellness opportunities in Telluride, 2025

Health and Wellness

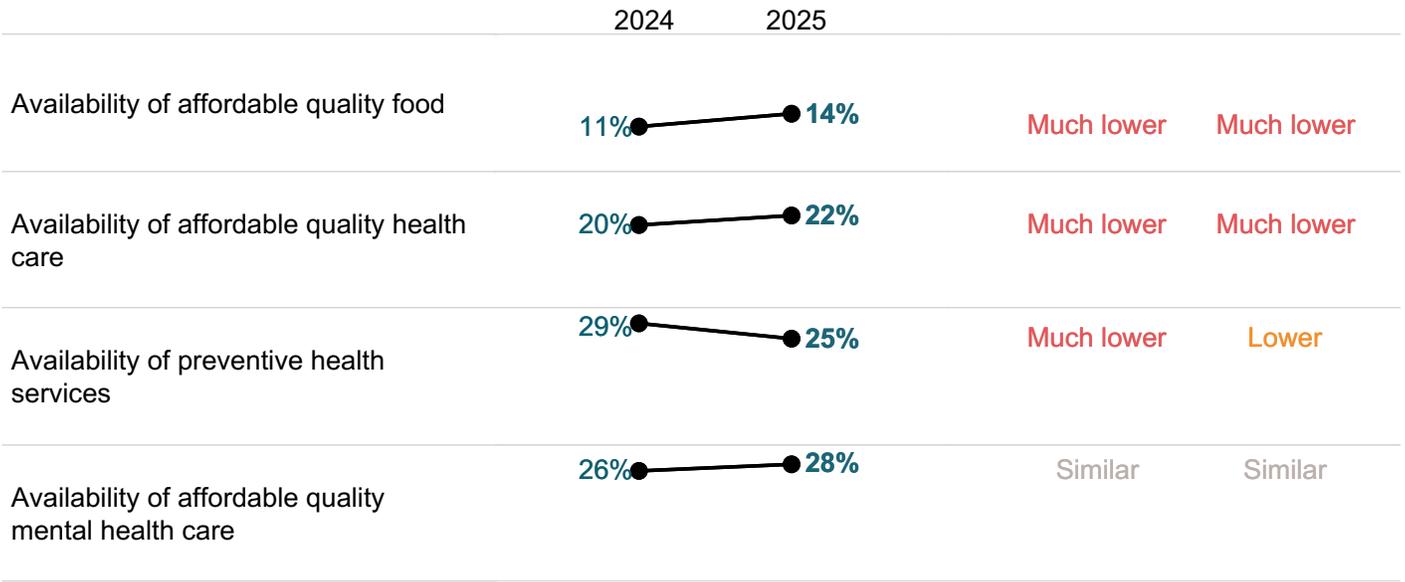
The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.



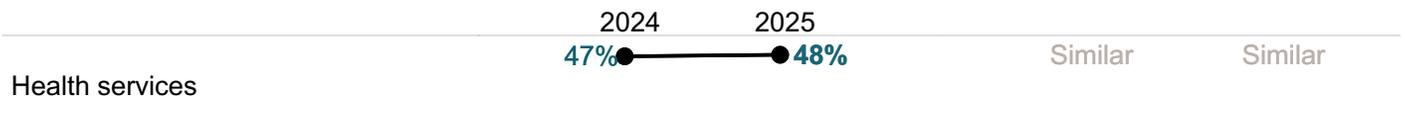
Please rate each of the following characteristics as they relate to Telluride as a whole. (% excellent or good)



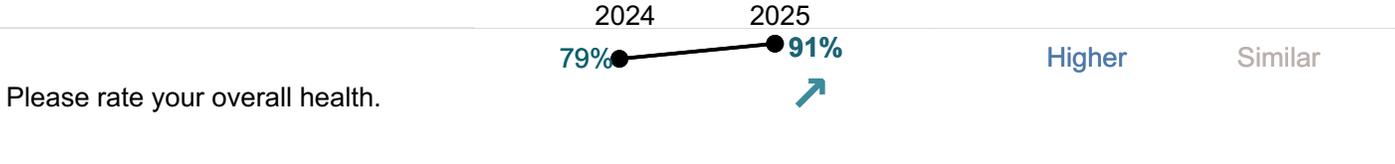
Please also rate each of the following in the Telluride community. (% excellent or good)



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



Please rate your overall health.
(% excellent or very good)



Please rate your overall health.

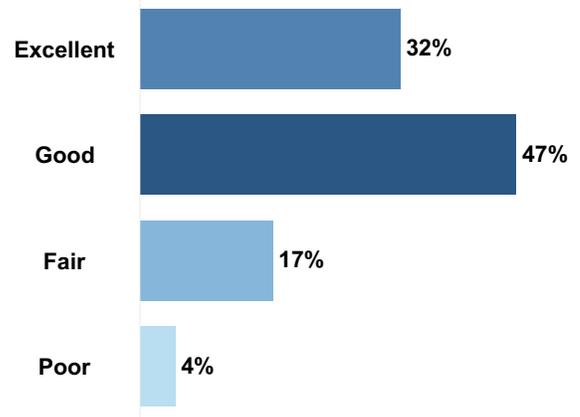
26. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.
27. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



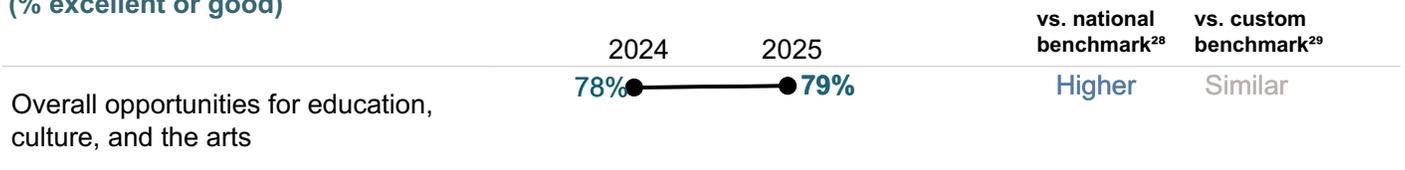
Education, Arts, and Culture

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.

Overall opportunities for education, culture and the arts, 2025



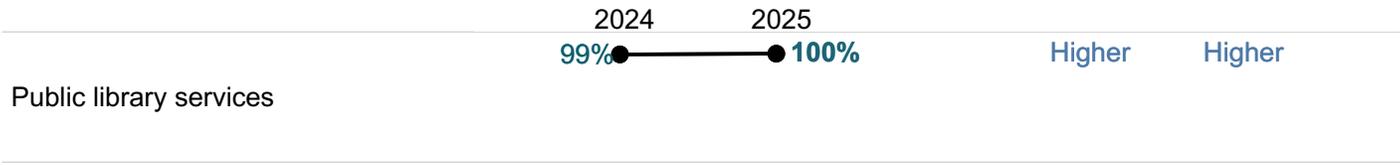
Please rate each of the following characteristics as they relate to Telluride as a whole. (% excellent or good)



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



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



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

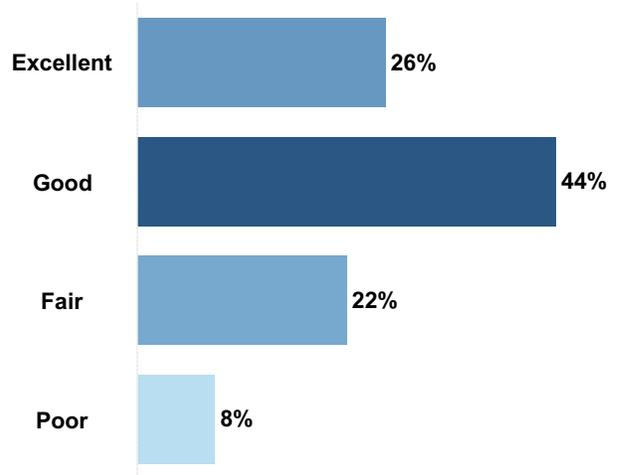
29. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. If no comparison is available, this is left blank.



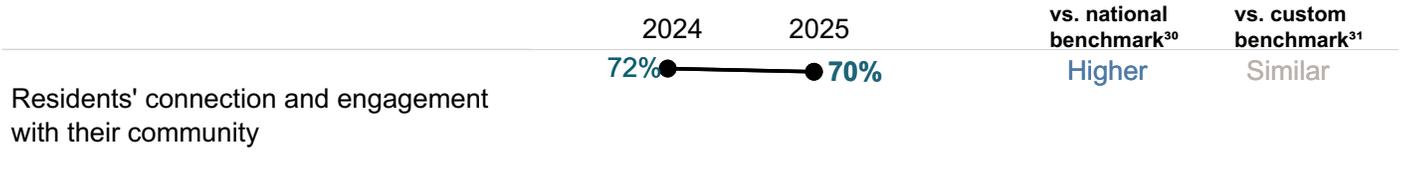
Inclusivity and Engagement

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.

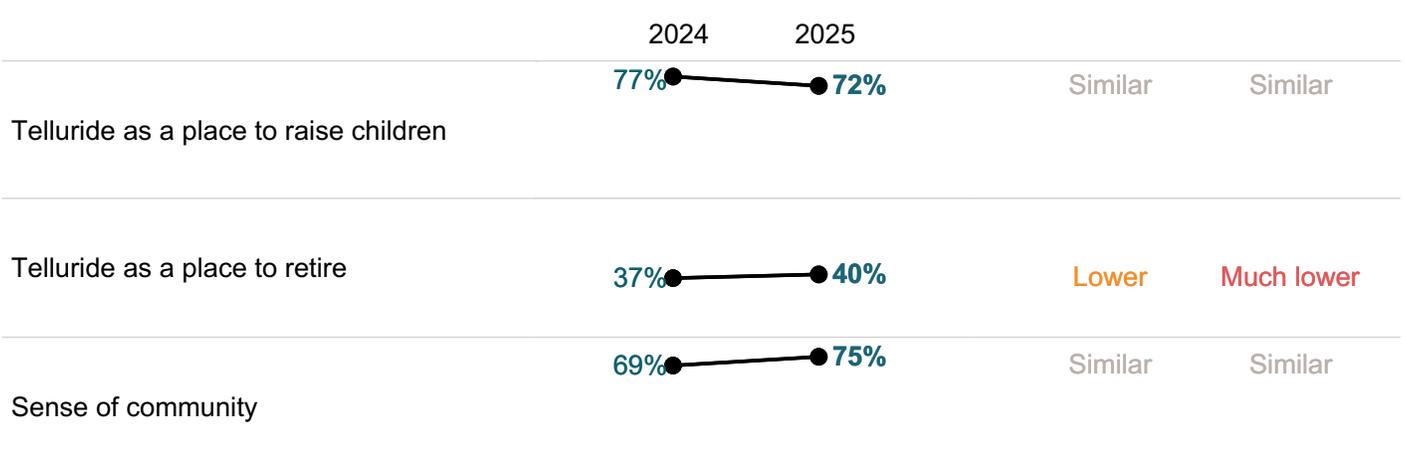
Residents' connection and engagement with their community, 2025



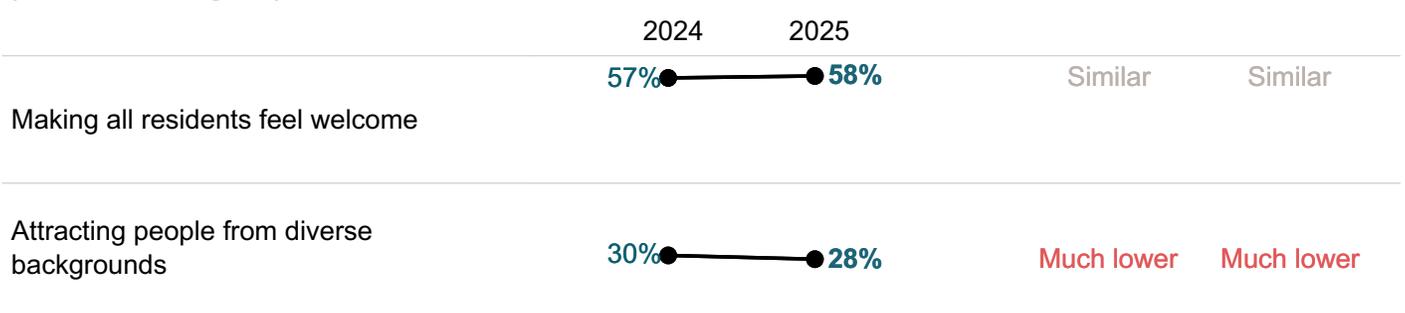
Please rate each of the following characteristics as they relate to Telluride as a whole. (% excellent or good)

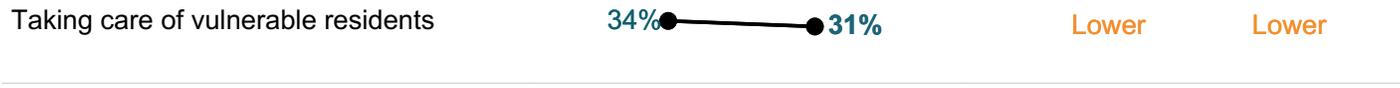
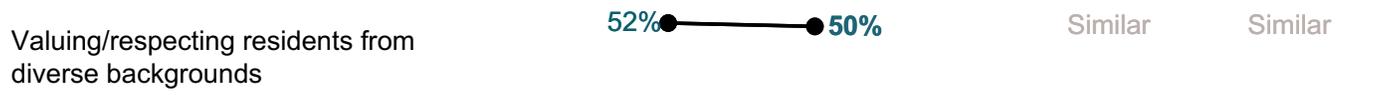


Please rate each of the following aspects of quality of life in Telluride. (% excellent or good)

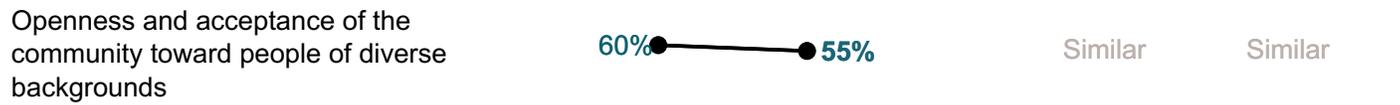
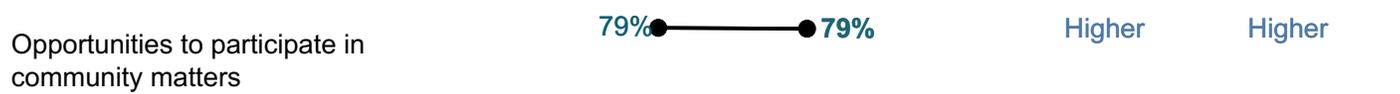
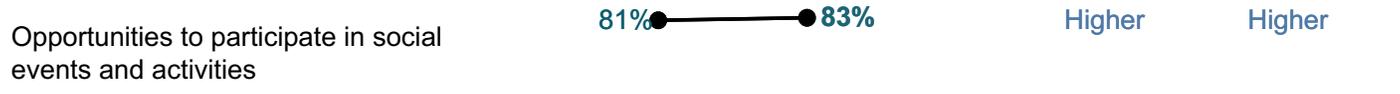


Please rate the job you feel the Telluride community does at each of the following. (% excellent or good)





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



**Please indicate whether or not you have done each of the following in the last 12 months.
(% excellent or good)**



Campaigned or advocated for a local issue, cause, or candidate

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

31. Comparison to the custom benchmark is shown. A description of the custom benchmark cohort can found in the About section of the report. 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.

			Include "don't know"
			No
Thinking about the things that could be done in Telluride to promote economic development, how would you prioritize each of the following?	Developing community-focused events	High priority	29%
		Medium priority	54%
		Not a priority	17%
	Improving Telluride's overall image and/or reputation	High priority	18%
		Medium priority	42%
		Not a priority	40%
	Creating better transportation options	High priority	32%
		Medium priority	46%
		Not a priority	22%
	Enhancing streetscaping (e.g., adding parks, water features, greenery, etc.)	High priority	17%
		Medium priority	46%
		Not a priority	37%
Improving community infrastructure (e.g., sidewalks, street lighting, benches, signage, trash cans, public restrooms, etc.)	High priority	31%	
	Medium priority	50%	
	Not a priority	20%	
Encouraging tourism	High priority	20%	
	Medium priority	36%	
	Not a priority	44%	
Improving wayfinding including parking and street signage	High priority	14%	
	Medium priority	44%	
	Not a priority	42%	

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?

Non-chain casual restaurants	More		75%
	About the same		20%
	Fewer		5%
Fine dining/upscale sit-down restaurants	More		6%
	About the same		41%
	Fewer		53%
Boutique retail stores	More		11%
	About the same		45%
	Fewer		44%
Hardware and/or home goods retail stores	More		30%
	About the same		67%
	Fewer		3%
Clothing retail stores	More		10%
	About the same		64%
	Fewer		26%
Chain grocery stores (e.g., City Market, Safeway, etc.)	More		30%
	About the same		43%
	Fewer		27%
Specialty grocery stores (e.g., Italian grocer, Asian market, etc.)	More		48%
	About the same		40%
	Fewer		13%
Live entertainment venues (e.g., music, comedy)	More		38%
	About the same		51%
	Fewer		12%
Activity-based entertainment (e.g., arcade, axe throwing, bowling, etc.)	More		47%
	About the same		31%
	Fewer		22%

Gyms or fitness centers	More		52%
	About the same		44%
	Fewer		5%
Personal services (e.g., salons, massage, etc.)	More		11%
	About the same		68%
	Fewer		22%
Professional services (e.g., finance, legal, real estate, other consulting)	More		5%
	About the same		53%
	Fewer		42%
Maintenance, repair, and construction services	More		35%
	About the same		59%
	Fewer		7%
Do you live within Telluride town limits?	Yes		100%
Do you live in Telluride full time or part time?	Full time		86%
	Part time/seasonal		14%
What is your preferred language?	English		100%
	Some other language		0%
Do you own a business in Telluride?	No		74%
	Yes		26%

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. 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>
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	1	2	3	4
Improving community infrastructure (e.g., sidewalks, street lighting, benches, signage, trash cans, public restrooms, etc.).....	1	2	3	4
Encouraging tourism.....	1	2	3	4
Improving wayfinding including parking and street signage	1	2	3	4

14. 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.

15. Do you live within Telluride town limits?

- No Yes

16. 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/Illium Valley

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

- Full time Part time/seasonal

18. What is your preferred language?

- English Spanish Some other language

19. 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