

THE NCSTM
The National Citizen SurveyTM

Trinidad, CO
Community Livability Report

FINAL
2016



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The National Citizen Survey™
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The NCS™ is presented by NRC in collaboration with ICMA.

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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Trinidad. The phrase “livable community” is used here to evoke 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.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

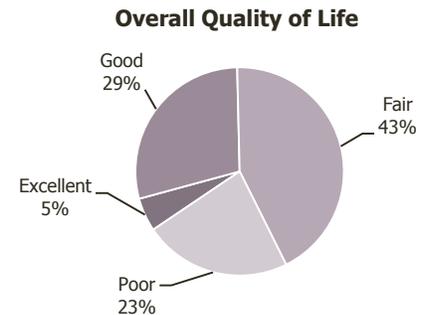
The Community Livability Report provides the opinions of a representative sample of 601 residents of the City of Trinidad. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Trinidad

About one-third of residents rated the quality of life in Trinidad as excellent or good. This rating was lower than ratings in comparison communities (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



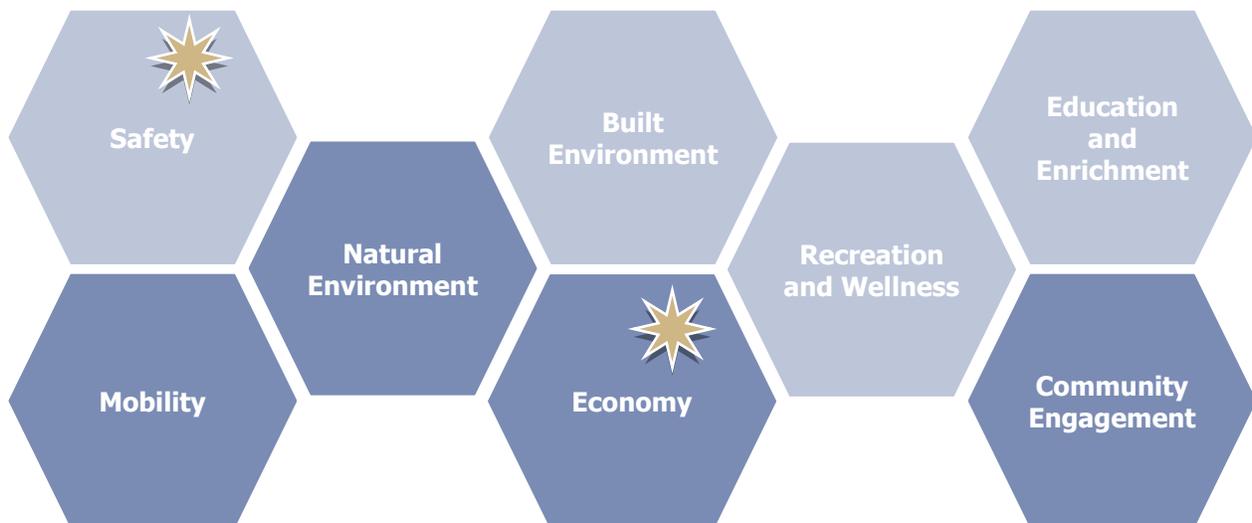
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Trinidad community in the coming two years. Ratings for Natural Environment, Mobility, Economy and Community Engagement were positive and similar to other communities. Ratings for Safety, Built Environment, Recreation and Wellness and Education and Enrichment tended to be lower than the benchmark. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Trinidad’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



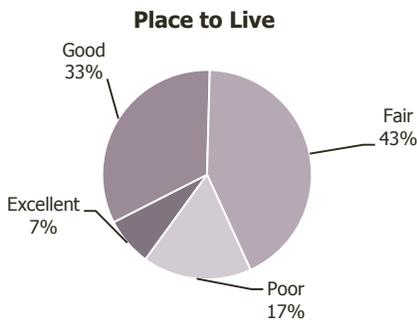
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Trinidad, 40% of residents rated the City as an excellent or good place to live. Respondents' ratings of Trinidad as a place to live were lower than ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Trinidad as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Trinidad and its overall appearance. About 6 in 10 participants rated their neighborhoods as excellent or good places to live, and roughly 5 in 10 residents rated Trinidad as an excellent or good place to retire. Almost 4 in 10 participants gave positive ratings to the overall appearance of Trinidad, while nearly 3 in 10 respondents reported that the city was an excellent or good place to raise children. Only about 1 in 5 survey participants gave positive ratings to the overall image of Trinidad. All of these ratings were lower than the national benchmark.

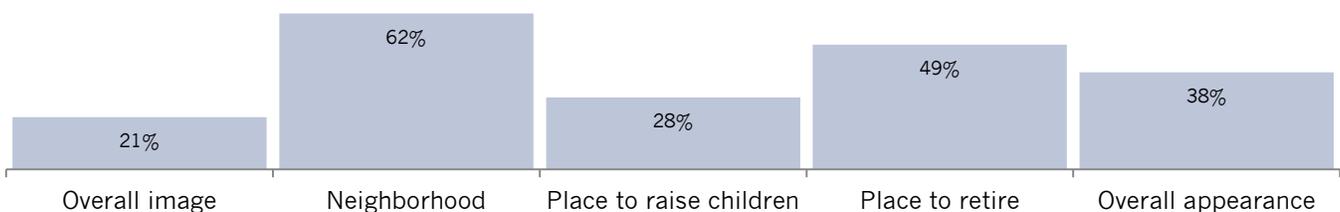
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. At least 6 in 10 residents gave positive ratings to the feeling of safety in their neighborhood, the feeling of safety in Trinidad's downtown/commercial areas, ease of walking and overall natural environment. About half of participants gave high marks to Trinidad as a place to visit, religious and spiritual activities in the city and opportunities to volunteer. A vast majority (85%) of respondents gave positive ratings to air quality in Trinidad; this rating was higher than the national benchmark. Ratings in Economy were quite mixed: fewer than 1 in 5 residents gave positive ratings to the overall economic health of the city, shopping opportunities, employment opportunities and the city as a place to work. However, about 3 in 10 respondents gave high marks to the cost of living in the city and about half rated Trinidad as an excellent or good place to visit; both of these ratings were similar to the national benchmark. Ratings for all aspects in the facet of Mobility were strong and similar to ratings seen in comparison communities. About three-quarters of residents gave high marks to overall ease of travel, and about 7 in 10 respondents rated travel by car in Trinidad as either excellent or good.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



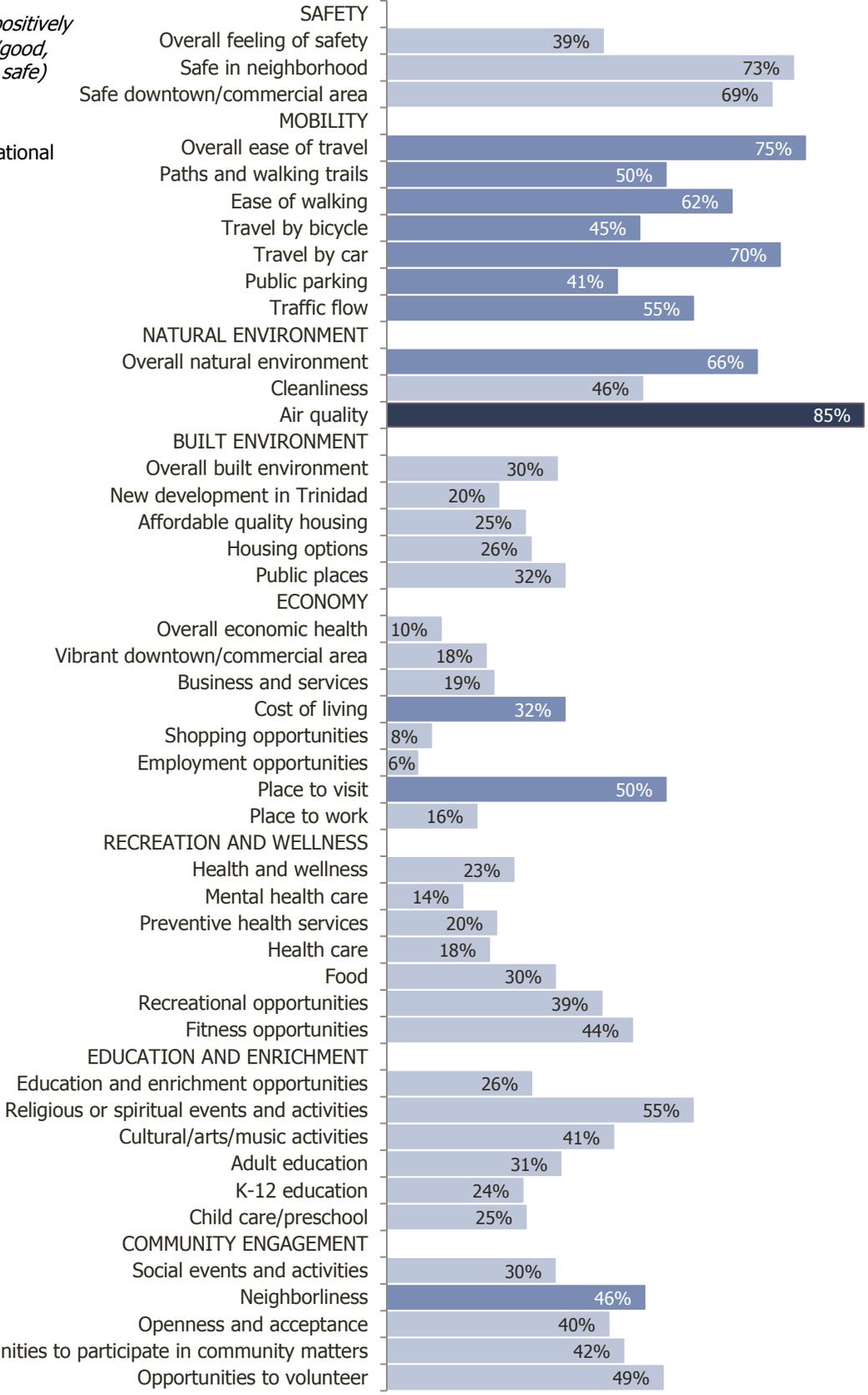
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

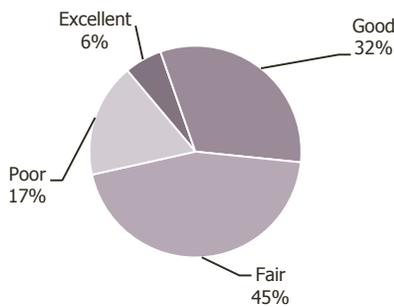
How well does the government of Trinidad meet the needs and expectations of its residents?

The overall quality of the services provided by Trinidad as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Close to 4 in 10 survey respondents gave excellent or good ratings to the overall quality of services provided by the City of Trinidad, while only about one-quarter gave excellent or good ratings to the services provided by the Federal Government.

Survey respondents also rated various aspects of Trinidad’s leadership and governance. These ratings tended to be lower than the benchmark. Roughly 4 in 10 residents gave an excellent or good rating to the customer service provided by City employees. About 1 in 4 residents gave positive ratings to value of services for taxes paid, the job the city does at being honest, the overall direction of the City, the job the City does at welcoming citizen involvement and treating all residents fairly. These ratings were lower than those seen in comparison communities.

Respondents evaluated over 30 individual services and amenities available in Trinidad. The highest-rated services were fire services, ambulance/EMS services and drinking water, which were all rated excellent or good by 77% percent of respondents. The rating for drinking water was similar to ratings seen in comparison communities, while the ratings for fire services and ambulance/EMS services were lower. Street lighting and traffic signal timing were also rated positively by about half of respondents; these ratings were similar to the national benchmark. At least 5 in 10 survey participants gave excellent or good ratings to fire prevention, sewer services, power utility, public libraries and City parks. The lowest-rated services were street repair, code enforcement, economic development, availability of preventive health services and sidewalk maintenance. Overall, ratings tended to be lower than those seen in communities across the nation.

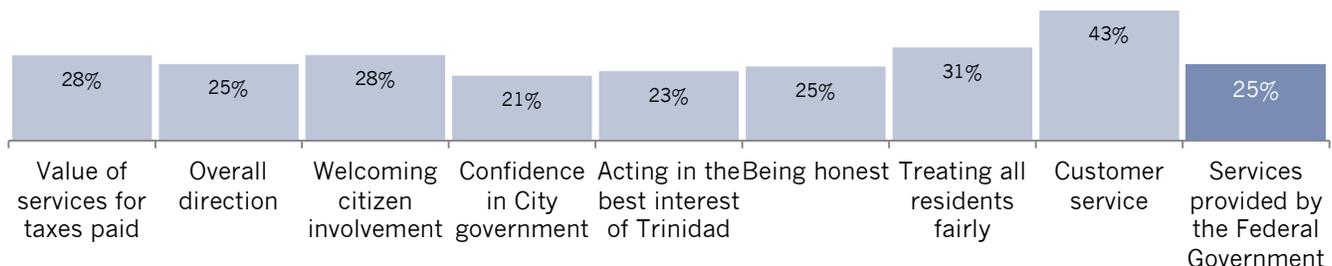
Overall Quality of City Services



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



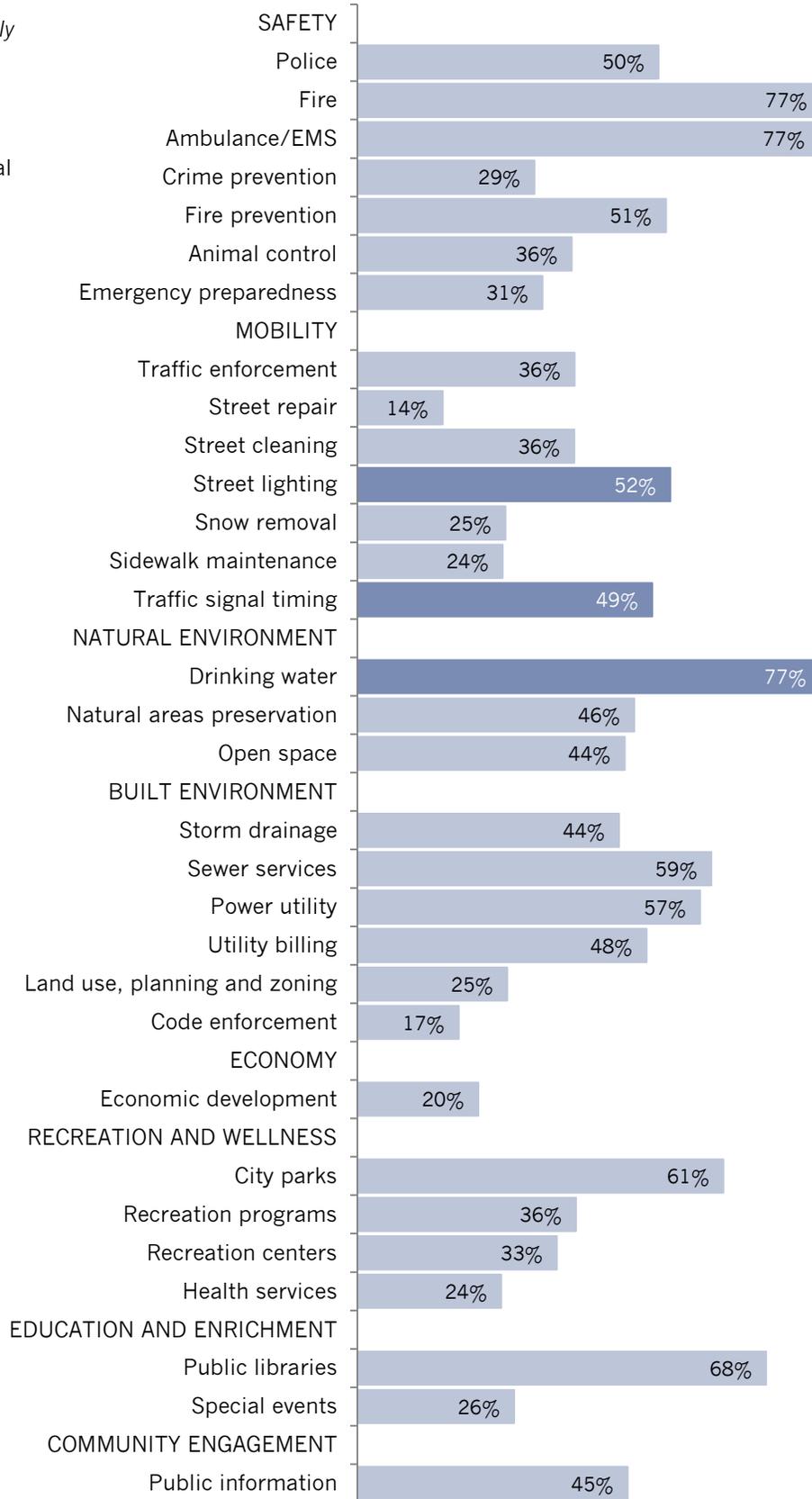
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



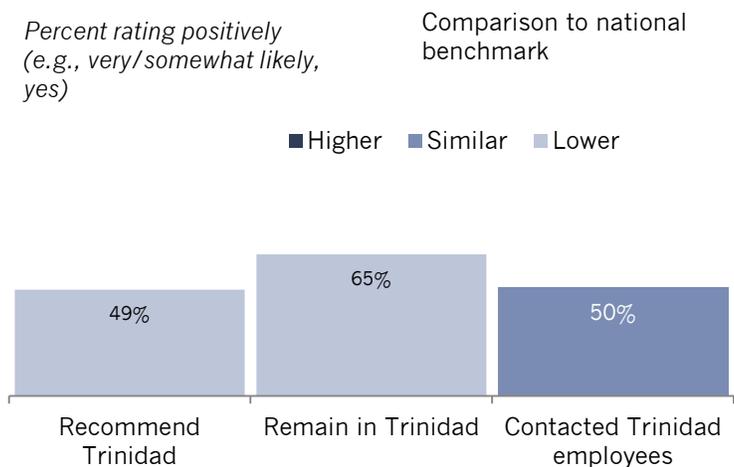
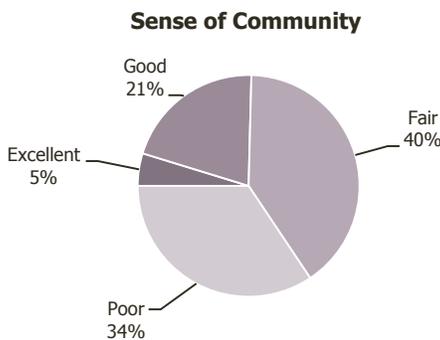
Participation

Are the residents of Trinidad connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Ratings for the sense of community in Trinidad were rated fair or better by about two-thirds of residents. More than 6 in 10 respondents reported that they were likely to remain in Trinidad for the next five years and about half would recommend living in the City to someone who asked.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Rates of Participation were mixed, but generally strong and similar to comparison communities. In Safety, about 8 in 10 residents reported not being the victim of a crime and about 6 in 10 did not report a crime in the past 12 months. Rates of Participation in the facets of Mobility and Recreation and Wellness were strong and similar to other communities. In the pillar of Natural Environment, at least three-quarters of residents had made efforts to make their homes more energy efficient and conserve water. In Built environment, about 7 in 10 respondents reported that they were not under housing stress. The vast majority (93%) of residents had purchased goods or services in Trinidad in the previous 12 months, and about 1 in 5 indicated that they felt the economy would have a positive impact on their income in the next six months. Close to 6 in 10 respondents reported that they work in the city, a rate that is higher than the national benchmark. At least half of residents indicated that they had used Trinidad public libraries, participated in religious or spiritual activities and attended a City-sponsored event. Rates of participation in the facet of Community Engagement were very strong: at least 8

in 10 respondents reported they had talked or visited with a neighbor, done a favor for a neighbor, read or watched local news and voted in local elections. Around half of residents had volunteered, while about 4 in 10 reported they attended a local public meeting and about 3 in 10 had campaigned for an issue, cause or candidate and contacted Trinidad elected officials; participation rates in all of these facets were higher than rates seen in other communities across the nation.



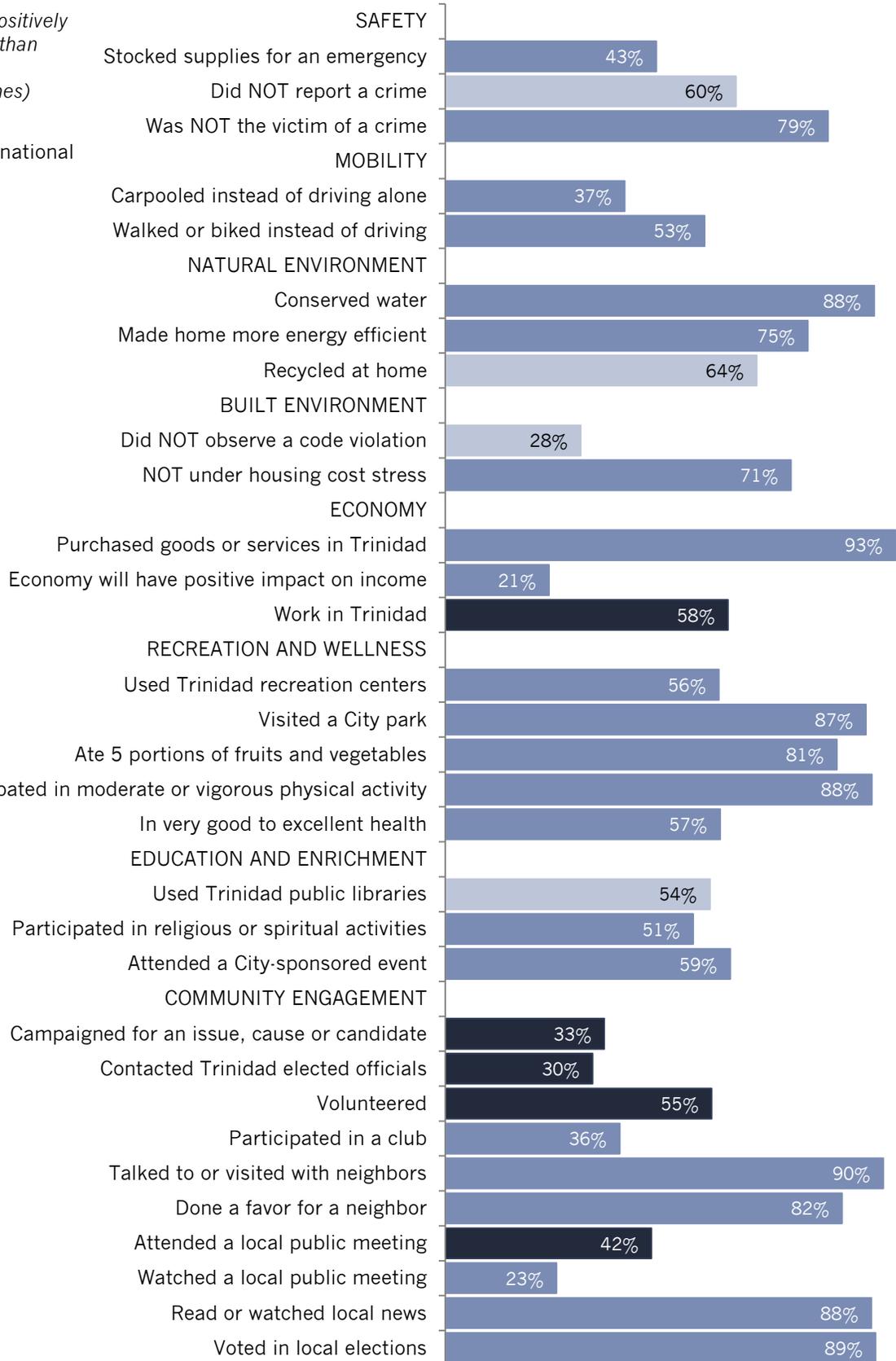
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



Special Topics

The City of Trinidad included four questions of special interest on The NCS. The first question asked residents how many retail marijuana stores should be allowed to open in the City. About 4 in 10 residents indicated that there needs to be a decrease of marijuana-related stores, and a similar number supported no future additional marijuana stores. About 1 in 5 respondents indicated support for a few additional retail marijuana stores or no limit on the number of marijuana retailers in the city.

Figure 4: Additional Marijuana Retail Stores

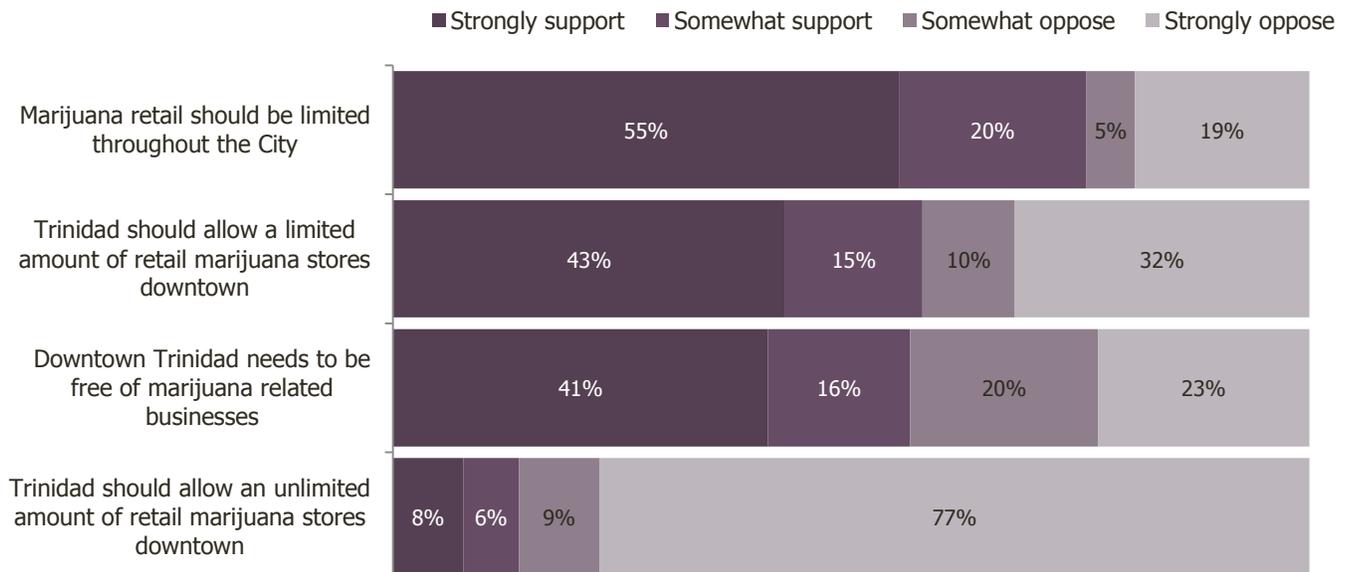
It is expected that there will be no fewer than 20 marijuana retail stores by the end of 2016 within the City of Trinidad. Currently there are 8 open retail marijuana stores in Trinidad. How many, if any, future retail marijuana stores should be allowed within the City of Trinidad?



Another question asked residents to indicate their support of statements about marijuana retailers in the city. Three-quarters of residents strongly or somewhat supported the idea of limiting marijuana retailers throughout the city. A majority of respondents indicated support for allowing a limited amount of marijuana stores downtown (58%) and the idea that the downtown should be free of marijuana related businesses (57%). More than 8 in 10 residents opposed allowing an unlimited amount of marijuana stores downtown.

Figure 5: Support for Marijuana Retail Downtown

Please indicate how much you would support or oppose each of the following statements:

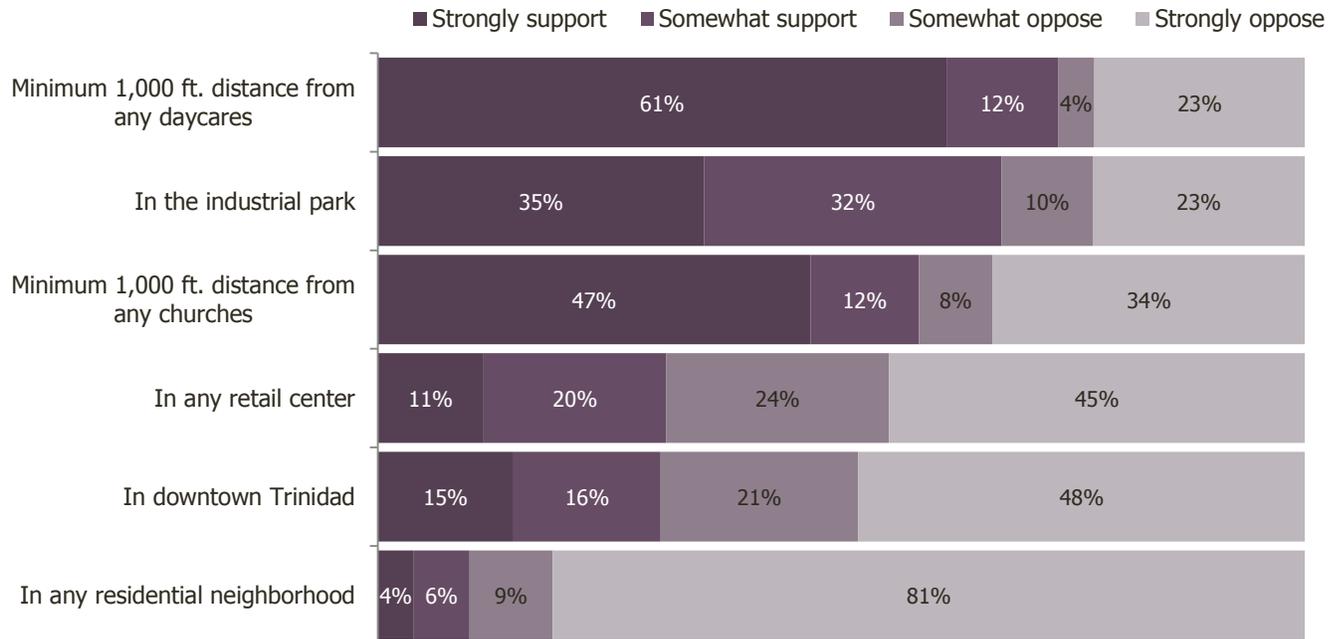


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When asked about potential locations for future marijuana retailers, more than 6 in 10 respondents indicated that they would strongly or somewhat support stores being located in the industrial park, while only about 3 in 10 respondents reported they would support future retailers in downtown Trinidad or in any retail center. A majority of residents supported the idea that future marijuana retailers be located a minimum of 1000 feet from any daycares (73%) and 1000 feet from any churches (59%). About 9 in 10 participants were opposed to having marijuana shops in residential neighborhoods.

Figure 6: Support for Retail Marijuana Locations

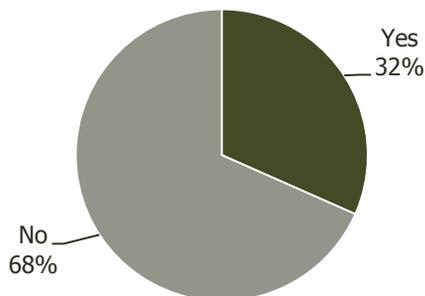
Please indicate how much you would support or oppose the following potential locations for future retail marijuana facilities within the City of Trinidad:



The final special-interest question asked Trinidad residents if they thought it would be appropriate to have two or more marijuana facilities side by side. A majority of residents (68%) indicated that it would not be appropriate, and about 3 in 10 residents thought it would be appropriate.

Figure 7: Support for Having Two or More Adjacent Marijuana Facilities

Do you think that having two or more marijuana facilities side by side is appropriate?



Conclusions

Trinidad residents are engaged in their community.

Almost all residents had talked or visited with neighbors in the 12 months prior to the survey. Additionally, at least 8 in 10 residents had read or watched the local news, voted in local elections and done a favor for a neighbor. These participation rates are similar to rates seen in comparison communities. More than half of respondents reported that they had volunteered and that they worked in Trinidad, while about 4 in 10 reported they had attended a local public meeting. About 3 in 10 reported that they had contacted Trinidad elected officials and campaigned for an issue, cause or candidate; these participation rates are higher than rates reported in other communities across the nation.

Safety and Economy are important focus areas for the City.

Survey participants indicated that Economy and Safety are important areas for the City to focus on over the next two years. About 7 in 10 residents reported that they felt safe in their neighborhoods and downtown/commercial areas, and 4 in 10 gave high marks to the overall feeling of safety in Trinidad; all of these rates were lower than the national benchmark. Additionally, ratings for safety-related services, including police services, fire services and animal control tended to be lower than ratings seen in other communities across the nation. Rates of Participation in Safety tended to be strong: about 4 in 10 respondents had stocked supplies for an emergency and nearly 8 in 10 reported that they had not been victims of a crime in the previous 12 months.

More than 9 in 10 residents indicated that focusing on the Economy should be a priority for the community in the future. Fewer than 1 in 5 respondents gave positive ratings to the overall economic health of the City, shopping opportunities, employment opportunities and Trinidad as a place to work. However, about half of participants gave high marks to Trinidad as a place to visit and 3 in 10 gave positive ratings to the cost of the living in the City; both of these ratings were similar to ratings in other communities. Almost all residents reported that they had purchased goods or services in Trinidad, and nearly 6 in 10 respondents indicated that they worked in the City. More Trinidad residents work in the City than in comparison communities.

A majority of residents support having a few marijuana retailers in the city, but have reservations about the location and number of these stores.

About 6 in 10 Trinidad residents indicated that they thought the current number of marijuana stores was appropriate or that they thought more stores should be allowed in the city, while about 4 in 10 reported that they there should be a decrease in the number of marijuana retailers. However, residents also indicated that they had several reservations about the growth of retail marijuana stores: about 3 in 4 residents indicated they would like marijuana retail to be limited throughout the city, and about 9 in 10 respondents were opposed to having marijuana retailers in residential neighborhoods. Additionally, about 7 in 10 participants thought that it would be inappropriate to have to retail marijuana locations side-by-side and a similar number would support any future retail locations being at least 1000 feet from any daycare facility.