

THE NCS™

THE NATIONAL COMMUNITY SURVEY™



Results for the Town of Erie, CO

August 24, 2021



Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



The NCS™ was developed by NRC survey scientists. The online survey was hosted on Polco, our civic engagement platform.



Areas assessed in the survey:

1. Community quality of life
2. Quality of local government service provision
3. Public trust
4. Resident Participation

The NCS™ in Erie

- Survey conducted from May 28 to July 16, 2021
- Multi-wave, multimodal survey mailed to 3,000 households
- 727 responses, providing a response rate of 24% and margin of error of +/- 4%
- Scientific and open participation responses
- Results statistically weighted to reflect Erie overall
- 470 completed surveys from open-participation survey

Role of Resident Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions

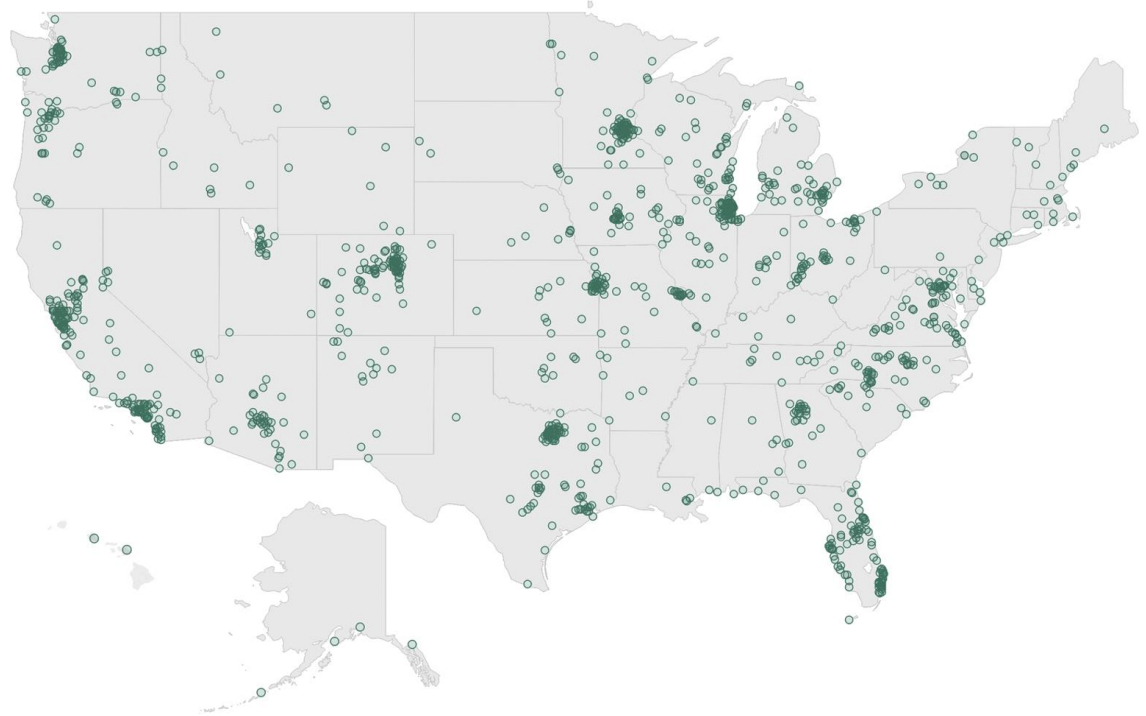


Benchmark service ratings

Benchmark Comparisons

More than 500
comparison communities
across the nation

Representing the
opinions of more than 50
million residents



Topics Assessed in the Survey



Survey Results

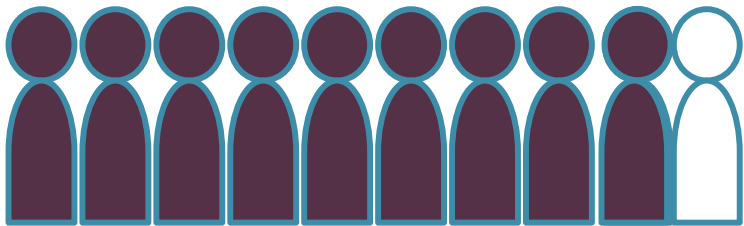


Key Finding #1:

**Erie residents
continue to
praise their
community
and overall
quality of life**



Overall Community Quality



9 in 10

respondents rated the overall quality
of life in Erie as excellent or good



Quality of Life

9 in 10

Erie as a place to live
Neighborhood as a place to live
Erie as a place to raise children



Percent excellent or good

Higher than the national benchmark



Resident Support for Erie

90%

of community members recommend living in Erie to someone who asks

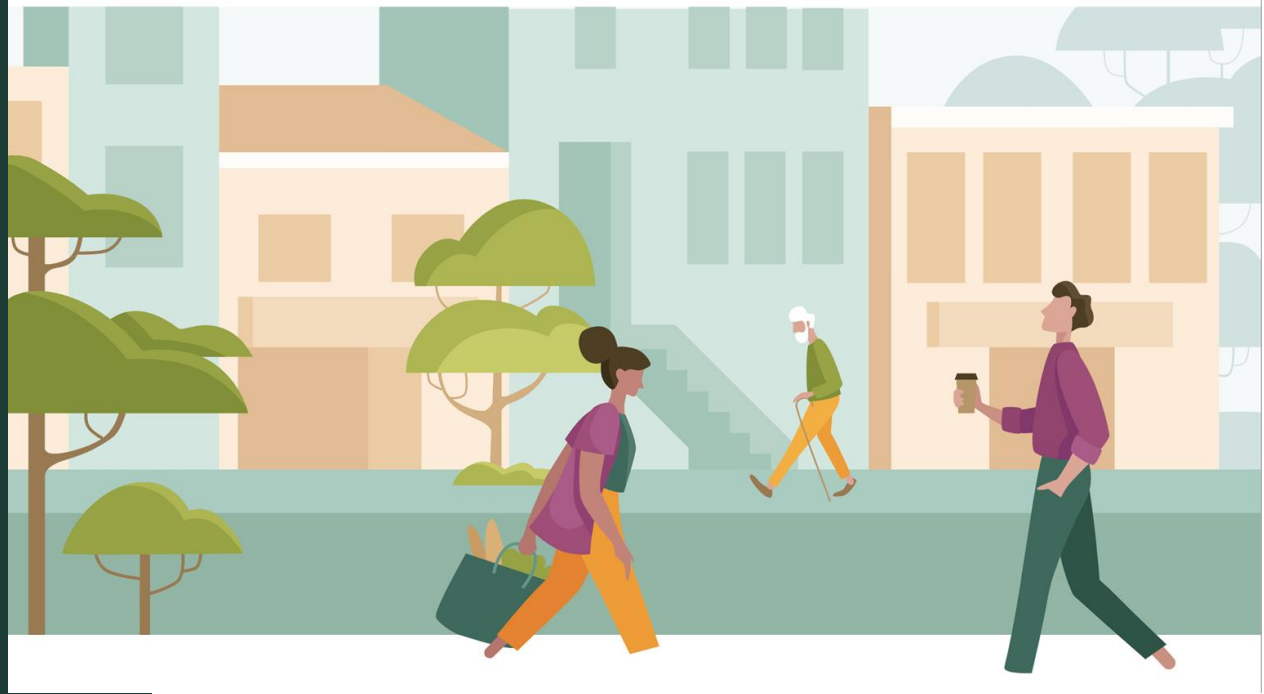
86%

of residents plan on remaining in Erie for the next 5 years

Percent very likely or somewhat likely

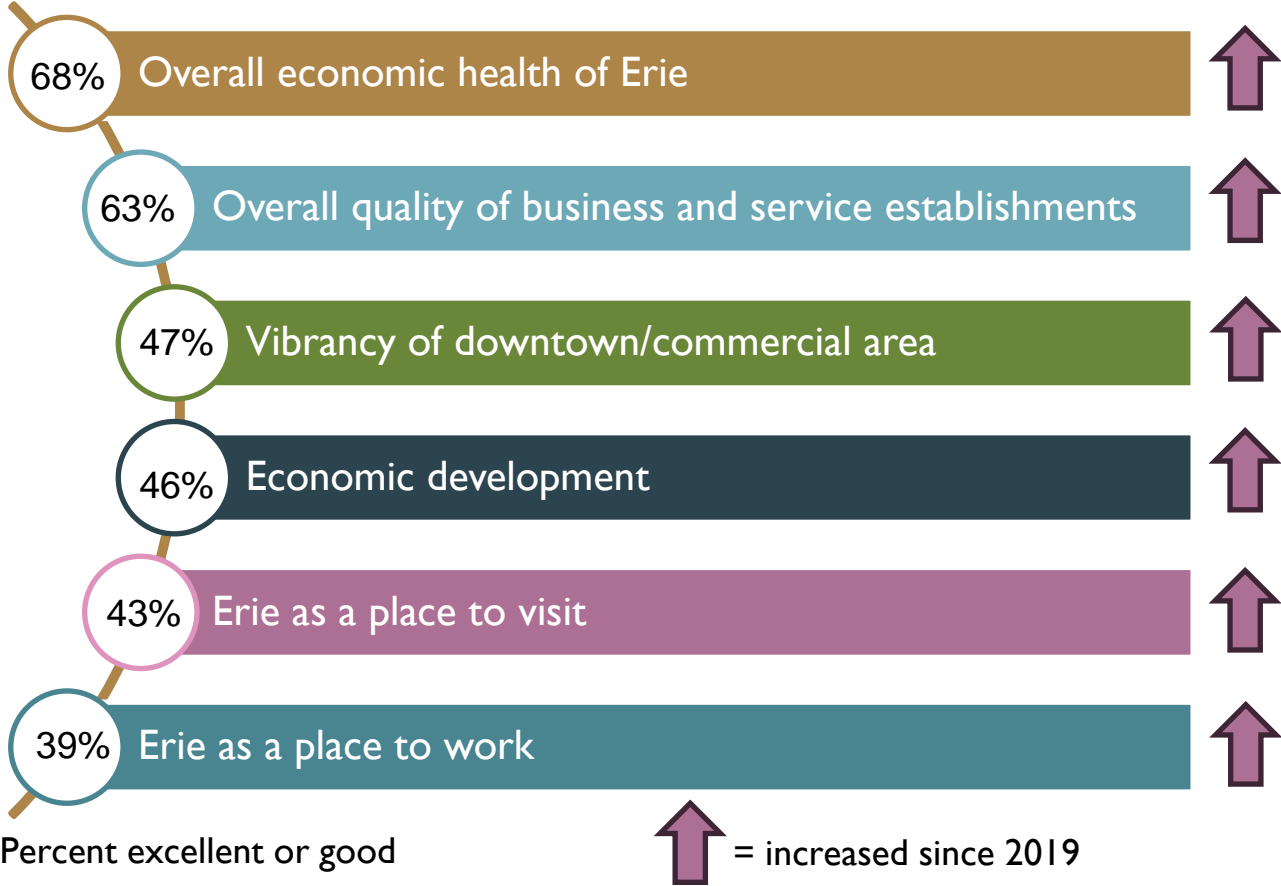
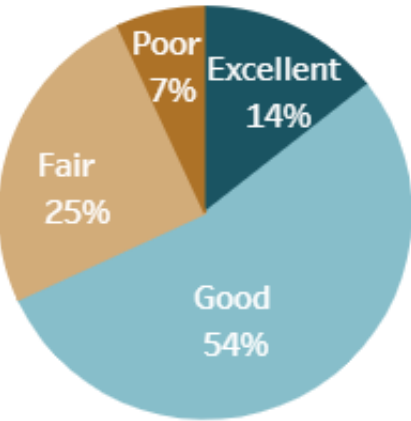
Key Finding #2:

**Economy is a
top priority
for the
residents of
Erie**



Economic Development

Overall economic health of
Erie, 2021



Percent excellent or good

Key Finding #3:

**Community
Design is also a
focus area for
the Town**

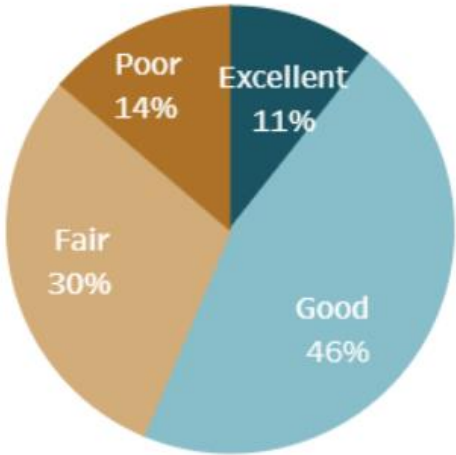


Community Design

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

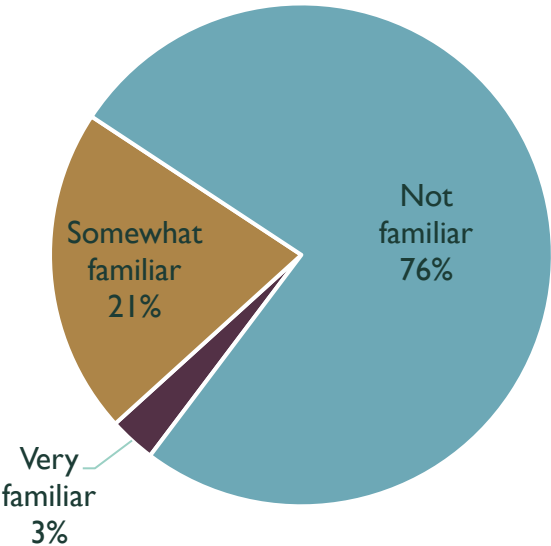


Overall design or layout of Erie’s residential and commercial areas, 2021

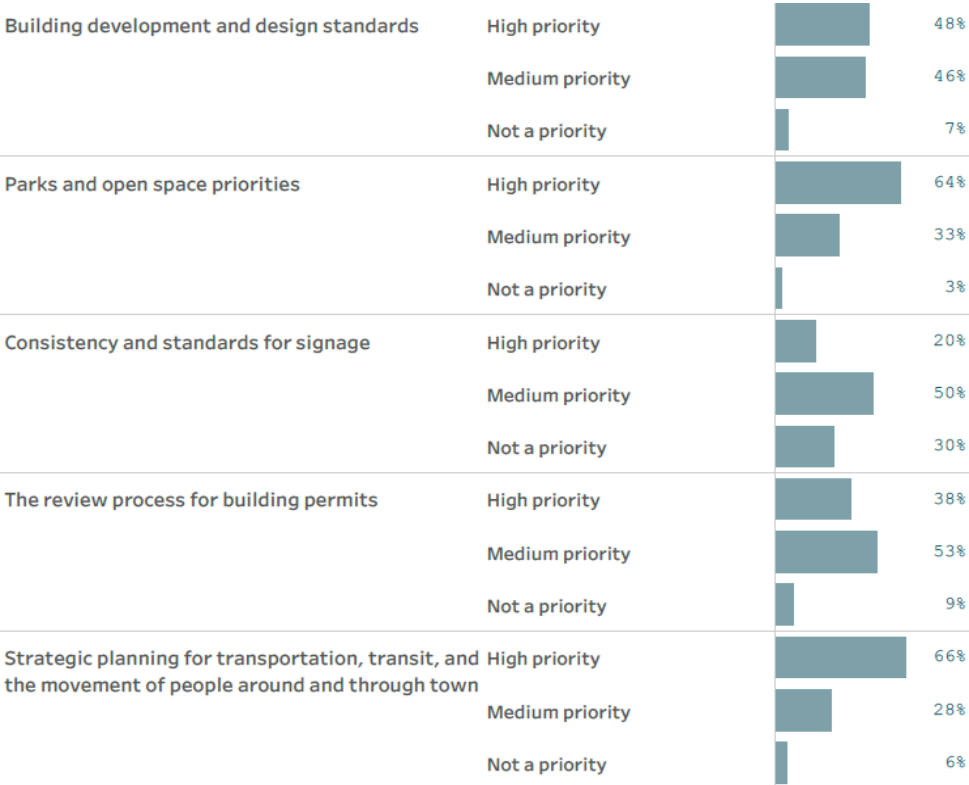


Unified Development Code (UDC)

How familiar, if at all, would you say you are with the Erie Unified Development Code (UDC)?

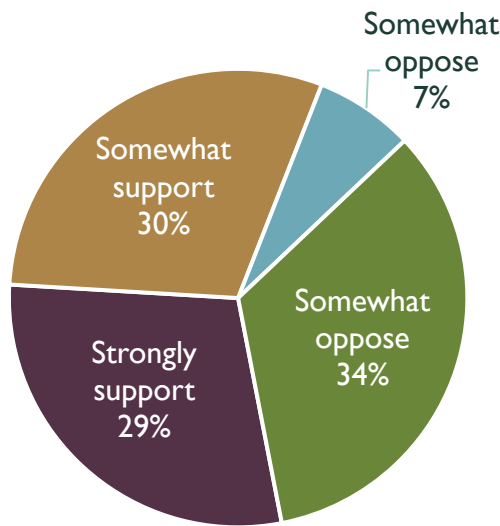


How much of a priority, if at all, do you think each of the following topics should be for the Town to focus on when updating the UDC?

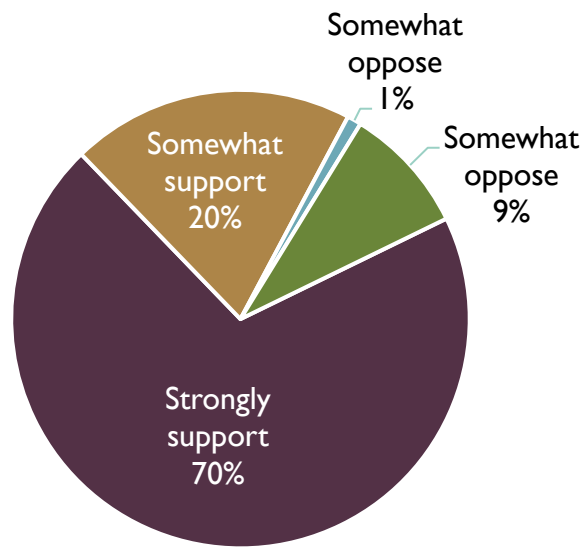


Retail Cannabis in Erie

To what extent would you support or oppose ending Erie's current moratorium on retail marijuana businesses and instead establish strict zoning guidelines and regulations to permit Recreational and Medicinal Cannabis retail stores in specified locations within the Town of Erie?



If cannabis retail stores were permitted within the Town of Erie, to what extent would you support or oppose the adoption of an additional local excise tax on the sale of cannabis products similar to those taxes currently imposed in neighboring communities? (e.g., Boulder, Lafayette, Louisville 5% excise tax, Longmont 3% excise tax)



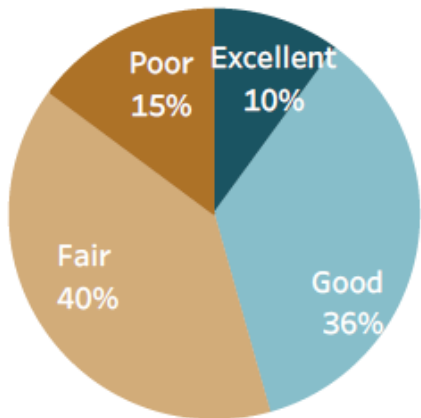
Key Finding #4:

Some ratings for education, arts, and culture and community engagement have declined over time, likely as a result of the COVID-19 pandemic



Economic Development

Overall opportunities for education, culture and the arts, 2021



Percent excellent or good

Conclusions

1. Erie residents continue to praise their community and overall quality of life
2. Economy is a top priority for the residents of Erie
3. Community Design is also a focus area for the Town
4. Some ratings for education, arts, and culture and community engagement have declined over time, likely as a result of the COVID-19 pandemic

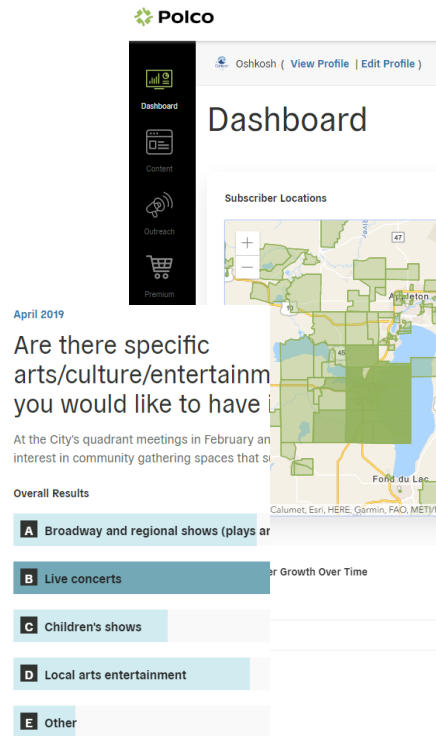


Follow up with Polco

Don't let the community input and dialogue conclude with the survey. On Polco you can continue to engage with residents.

Share new questions through social media, email, in-person events, local media, and other channels as appropriate. Engage with your online community panel to:

- Ask follow-up questions to your community survey. Questions can include images (maps, pictures, and video) in addition to links to better inform respondents.
- Ask about hot topics and new policy issues as they arise



Questions?



Thank you!

