



NEWS RELEASE

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CITY'S 2024 COMMUNITY SATISFACTION SURVEY RESULTS GUIDE IMPROVEMENT TO PROCESSES AND CUSTOMER SERVICE

GRAND JUNCTION, Colo. September 19, 2024 -- In the summer of 2024, the City of Grand Junction conducted a statistically valid Community Customer Satisfaction Survey to gather the sentiments of residents about city service delivery. Results of the survey were presented at the council meeting on September 18. The survey guides city staff to improve processes and customer service, and direct resources where they are most needed. This information will also aid City Council as members develop strategic priorities following the election in April of 2024.

A representative sample of city residents received the survey by mail and 851 responded. That number exceeded the goal which was to have 500 completed surveys returned. That is a 15.8 percent response rate which is extremely robust given that the typical rate is 8-10 percent for community surveys. This indicates that Grand Junction is an engaged community. An open-source survey was also made available online for the general public, however, those results were kept separate from the statistically valid survey results. The cover letter accompanying the survey appeared in English and Spanish and offered directions for completing the survey in Spanish if so desired by the recipient.

Other key survey findings are as follows:

- Overall sentiment on Grand Junction is quite positive with 58 percent saying the city is moving in the "right direction" compared to 27 percent reporting the opposite. However, there is a 5 percent increase of those who feel the city is going in the "wrong direction" compared to 2022.
- Respondents cited the stable economy, sense of community, and neighborhood stability as positives with concerns about crime, homelessness, and growth the dominant concerns of those expressing negative sentiments about the direction of Grand Junction.
- Addressing public safety and crime was the top priority of residents followed closely by the need to manage resources, including the supply of water. Improving roads and dealing with homelessness also rated high as priorities.
- Regarding homelessness, residents support funding for the GJPD co-responder program along with increased enforcement of the camping ban in parks. Investing more in local nonprofits that are helping the unhoused was also seen positively. There does not appear to be strong interest from residents in getting directly involved.
- Overall satisfaction with city services is positive with 58 percent giving a rating of 4 or 5. Only 15 percent of respondents reported overall dissatisfaction. A significant portion (26 percent) were neutral.

- Ratings for engineering and transportation were mostly positive. The lowest rated aspect of Public Works is the condition of city streets. This correlates with the high priority given to improving roads in Grand Junction.
- Residents are extremely satisfied with fire and EMS services. There is general approval with water, sewer, trash and recycling services.
- On average, all categories related to police services rated positively (3.2 and above) except for enforcement of violations regarding vehicles, cyclists, and pedestrians.
- There is strong support for additional trails and river access in the city, and indoor sports facilities are also noted as important by half of respondents.
- Parks and Recreation facilities and programs received net positive ratings from respondents. Staff friendliness, city trails and proximity of parks all rated very highly. While still positive, ratings for recreational facilities received the weakest feedback. This correlates with the support noted above for more indoor sports facilities in the city.
- Residents are very satisfied with the neighborhoods where they live. More than three quarters (77 percent) say things are the same or better as when they moved in. Just 11 percent say conditions have declined.
- In terms of negative neighborhood attributes, the biggest issues are noise, traffic and limited ability to walk and bike to frequent destinations in the city.
- When asked to rank priorities for Grand Junction, residents cited expanded housing opportunities, improving/building roads, and improving street safety.
- When asked about priorities in city funding, the top choices were consistent with the above and included investing in housing options, improving streets and expanding sustainability efforts for limited resources.
- Support for new housing was mixed and depended on the type. Single family homes on small lots along with assisted living options garnered the most support, while adding new mobile homes was by far the least popular choice.
- With regard to how the community receives information from the city, the website, traffic alerts, outreach events and social media are the most highly rated city communication channels.

The Community Satisfaction Survey is conducted every two years and was not conducted in 2020 due to COVID. RRC Associated, LLC conducted the statistically valid survey. The organization has conducted more than 2,000 statistically valid surveys over the last 40 years and is recognized nationally as an official socioeconomic research partner. Their clients have included hundreds of government entities including cities, counties, states and the Federal Government.

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