



Arvada, Colorado

2011 Citizen Survey

Report of Results

December 2011

Prepared by:



Contents

EXECUTIVE SUMMARY	1
SURVEY BACKGROUND.....	6
Survey Purpose	6
Survey Methods	6
SURVEY RESULTS	9
Quality of Life	9
Quality of Community.....	11
Community Characteristics.....	16
<i>Safety in Arvada</i>	18
Living and Working in Arvada	21
Community Participation.....	24
City Government.....	26
<i>Perceptions of City Government Services</i>	26
<i>Perceptions of Non-City Government Services</i>	33
<i>City Employees</i>	41
<i>Public Trust</i>	46
Issues Affecting Arvada.....	48
<i>Problem Ratings</i>	48
<i>The Economy</i>	50
<i>Growth Management and Development</i>	52
<i>Traffic</i>	61
Planning Arvada's Future.....	64
<i>Sustainable Community</i>	64
<i>Potential Programs the City Might Pursue</i>	66
Technology and Sources of Information.....	70
<i>Television and Internet</i>	70
<i>Information Sources</i>	80
APPENDIX A: RESPONDENT CHARACTERISTICS.....	82
APPENDIX B: RESPONSES TO SURVEY QUESTIONS	86
APPENDIX C: RESPONSES TO SELECTED SURVEY QUESTIONS BY GEOGRAPHY	106
APPENDIX D: SURVEY METHODOLOGY	112
APPENDIX E. JURISDICTIONS INCLUDED IN BENCHMARK COMPARISONS.....	116
APPENDIX F: MAPS OF COUNCIL DISTRICTS AND POLICE SECTORS	122
APPENDIX G: COPY OF SURVEY QUESTIONNAIRE	124

List of Figures

Figure 1: Overall Quality of Life	9
Figure 2: Overall Quality of Life Compared Over Time	9
Figure 3: Change in Quality of Life Over Next Five Years	10
Figure 4: Arvada as a Place to Live.....	11
Figure 5: Arvada as a Place to Live Compared Over Time	11
Figure 6: Overall Quality of Neighborhood	12
Figure 7: Overall Quality of Neighborhood Compared Over Time	12
Figure 8: Neighbors Known by Name.....	13
Figure 9: Frequency of Communication with Neighbors.....	13
Figure 10: Quality of Community Compared Over Time	14
Figure 11: Victim of Crime.....	20
Figure 12: Crime Reported.....	20
Figure 13: Importance of Living and Working in Arvada.....	21
Figure 14: Working Outside the Home Compared Over Time.....	22
Figure 15: Overall Satisfaction with Arvada Government Services.....	26
Figure 16: Overall Satisfaction with Arvada Government Services Compared Over Time.....	26
Figure 17: Balancing Quality and Importance.....	37
Figure 18: The City of Arvada Action Chart™ 2011	40
Figure 19: Contact with City Employees Compared Over Time	41
Figure 20: Contact with the Police or Municipal Courts.....	43
Figure 21: Reason for Contact with Police or Municipal Courts	43
Figure 22: Law Enforcement Ratings Compared Over Time	45
Figure 23: Household Financial Status Compared Over Time	50
Figure 24: Impact of Economy on Household Income	51
Figure 25: Economic Impact on Household Income Compared Over Time	51
Figure 26: Quality and Variety of Development in Arvada Compared Over Time	55
Figure 27: Arvada City Government's Ability to Plan for Growth Compared Over Time.....	57
Figure 28: Support for or Opposition to More Retail Development in Arvada.....	58
Figure 29: Support for More Retail Development in Arvada.....	58
Figure 30: Shopping Preferences.....	59
Figure 31: Importance of Shopping in Arvada Compared Over Time.....	59
Figure 32: Those Who at Least Sometimes Made Purchase in Arvada Compared Over Time.....	60
Figure 33: Arvada Traffic Ratings Compared Over Time	62
Figure 34: Traffic Issue Priorities Compared Over Time	63
Figure 35: Support for the City of Arvada Pursuing New Programs Compared Over Time	67
Figure 36: New Programs: Top Priority	68
Figure 37: New Programs: First, Second and Third Priority	69
Figure 38: Cable or Satellite Television Subscription Compared Over Time	70
Figure 39: Television Service Type Compared Over Time	70
Figure 40: Channel 8 Program Viewership Compared Over Time	71
Figure 41: Computer and Internet Use Compared Over Time.....	72
Figure 42: Accessed Information on City's Web Site Compared Over Time.....	73
Figure 43: Found Information on City's Web Site Compared Over Time	73
Figure 44: Aspects of the City's Web Site Compared Over Time.....	74
Figure 45: Respondent Use of City's Web Site Compared Over Time.....	76
Figure 46: Watched Programming on City's Web Site	77
Figure 47: Respondent Use of City's Other Web Sites Compared Over Time	78
Figure 48: Respondent Use of Social Networking and Blog Web Sites.....	79

List of Tables

Table 1: Quality of Community	14
Table 2: Community Characteristics.....	17
Table 3: Community Characteristics Compared Over Time	17
Table 4: Safety in Arvada	18
Table 5: Safety in Arvada Compared Over Time	19
Table 6: Importance of Living and Working in Arvada Compared Over Time.....	21
Table 7: Work Commute Compared Over Time	22
Table 8: City of Employment Compared Over Time	23
Table 9: Commute Transportation.....	23
Table 10: Community Participation	24
Table 11: Community Participation Compared Over Time	25
Table 12: Satisfaction with Arvada City Services	29
Table 13: Satisfaction with Arvada City Services Compared Over Time.....	30
Table 14: Importance of Arvada City Services.....	31
Table 15: Importance of Arvada City Services Compared Over Time.....	32
Table 16: Satisfaction with Non-City Services	34
Table 17: Satisfaction with Non-City Services Compared Over Time	34
Table 18: Importance of Non-City Services	35
Table 19: Importance of Non-City Services Compared Over Time.....	35
Table 20: Comparison of Services with Higher Importance and Lower Quality Ratings Over Time	38
Table 21: Departments Contacted in the Last 12 Months Compared Over Time.....	41
Table 22: City Employee Ratings.....	42
Table 23: City Employee Ratings Compared Over Time	42
Table 24: Reason for Contact with Police or Municipal Courts Compared Over Time	43
Table 25: Law Enforcement Ratings	44
Table 26: Public Trust Ratings.....	46
Table 27: Public Trust Ratings Compared Over Time.....	47
Table 28: Perception of Potential Problems Impacting Arvada	48
Table 29: Perception of Potential Problems Impacting Arvada Compared Over Time.....	49
Table 30: Evaluation of Household Financial Status.....	50
Table 31: Opinions on the Current Rate of Growth in Arvada	52
Table 32: Opinions on the Current Rate of Growth in Arvada Compared Over Time	53
Table 33: Quality and Variety of Development in Arvada.....	54
Table 34: Arvada City Government's Ability to Plan for Growth.....	56
Table 35: Frequency of Purchases Made In Arvada.....	60
Table 36: Arvada Traffic Ratings	61
Table 37: Support for or Opposition to City Actions for Future Sustainability	64
Table 38: Support for City Actions for Future Sustainability Compared by Over Time	65
Table 39: Support for or Opposition to the City of Arvada Pursuing New Programs	66
Table 40: Channel 8 Program Viewership.....	71
Table 41: Aspects of the City's Web Site.....	74
Table 42: Respondent Use of City's Web Site	75
Table 43: Watched Programming on City's Web Site.....	77
Table 44: Respondent Use of City's Other Web Sites.....	78
Table 45: Respondent Use of Social Networking and Blog Web Sites.....	79
Table 46: Importance of News Sources for Information about City Projects and Programs.....	80
Table 47: Importance of News Sources for Information about City Projects and Programs Compared Over Time.....	81

Executive Summary

Survey Background and Methods

The 2011 Arvada Citizen Survey provided residents the opportunity to rate the quality of life in the City, as well as service delivery and overall workings of local government. The survey also permitted residents to provide feedback to government on what is working well and what is not, and to share their priorities for community planning and resource allocation. This is the 16th iteration of the Arvada Citizen Survey since its inception in 1979.

A randomly selected sample of 2,400 residential addresses within Arvada was mailed the 2011 Arvada Citizen Survey. Of these, 2,331 were assumed to be delivered to occupied households. A total of 844 completed surveys were received, for a response rate of 36%.

Survey results were weighted so that respondent age, gender, tenure (rent versus own), and housing unit type (attached versus detached) were represented in the proportions reflective of the entire city. The margin of error is plus or minus three percentage points around any given percentage point reported for the entire sample.

Benchmark comparisons to National Research Center's (NRC) database of over 500 jurisdictions have been made when comparisons were available to the nation and Colorado's Front Range. Where questions have been worded similarly among survey years, trends in results over time are presented.

Survey Findings

Quality of Life and Community

Arvada residents were happy with the overall quality of life in the city, which was much above ratings given by residents in other jurisdictions across the country and similar to those given in the Front Range. Positive ratings for overall quality of life have remained stable over time.

As in 2009, nearly all respondents believed that Arvada was a "very good" or "good" place to live, similar to the national benchmark yet below the Front Range. The quality of neighborhoods has received consistently favorable marks since 1997 and ratings have been similar to the national benchmark. When asked how many of their neighbors they knew by name, on average, residents knew about 10 of their neighbors by name, representing an average of approximately seven households. Arvada residents' frequency of communication with their neighbors was similar to that seen in households across the nation, with half reporting they spoke or visited with their neighbors several times a week or more.

The characteristics of the community respondents viewed most positively included access to neighborhood parks and water quality, which was similar to 2009. The rating for employment opportunities was the lowest but much above the national average and similar to the Front Range. Of the 14 characteristics that were available for comparison to the national benchmark, 10 were above, three were similar, and one (opportunities for continuing education) was much below. Three of the 11 community characteristics that could be compared to the Front Range benchmark were much above, two were similar, and six were below or much below. Opportunities for dining

out received higher ratings in 2011 than in 2009 and the quality of available housing received lower ratings.

Residents generally felt safe personally and from various types of crimes and fires in Arvada, a trend that has carried over from 2009. Where comparisons to the national and Front Range benchmarks were available, they were above or similar. As in 2009, few respondents reported being a victim of a crime and the majority of those who had, reported the crime to police.

City Services

Overall, a majority of residents were satisfied with the services provided by the City, but this rating was much lower than evaluations given by residents across the country and in the Front Range. Ratings of the overall satisfaction with the City Government services have remained steady since 1997.

City-Provided Services

Half or more of residents reported being satisfied with 18 of the 24 services, with the most positive ratings given to City parks, police emergency services, and drinking water quality. Fewer respondents were satisfied with programs to attract and keep businesses in Arvada and low income/subsidized housing. Seventeen of the 24 City services could be compared to the national benchmark: five were higher or much higher, 11 were similar, and one (traffic safety) was much lower. None of the 15 services that were available for comparison to the Front Range were above the benchmark, eight were similar, and seven were below or much below. Comparisons over time for most of the City-provided services remained the same.

Most of the 24 City-provided services were important to the majority of respondents and the relative order of importance of most services has not changed since 2007.

Non-City Provided Services

Respondents also were asked to evaluate non-City provided services, which, overall, tended to get lower satisfaction ratings than did the City-provided services. Library and fire services received the most positive feedback while mental health services and assistance programs for the poor and homeless received lower scores. Of the 10 non-City services that had national comparisons available, one (mental health services) was given ratings much higher, four received similar evaluations to the nation, and five were lower or much lower. None of the eight services that could be compared to the Front Range benchmark were above, one (assistance programs for the poor and homeless) was similar, and seven were below or much below the average. Although library services received one of the highest evaluations, it saw a decrease in ratings from 2009 to 2011, while satisfaction ratings for programs that provide health services for the poor increased.

Half or more of residents believed that each of the non-City services was important, and 2011 ratings were similar to those given in 2009. In general, the order of resident priorities stayed the same over time.

Analyses of Service Ratings

Two analyses were conducted with respondents' evaluations of City services: a traditional satisfaction-importance analysis and a key driver analysis (KDA). Each of these analyses can be used to help guide City staff and officials with decisions on future resource allocation.

For the satisfaction-importance analysis, ratings of importance (“stated” importance) of City services were compared to ratings of satisfaction to determine which services among the most important were perceived to be delivered with the lowest quality. These are the services – more important services delivered with lower quality – to which attention often is paid first. All importance and satisfaction ratings were ranked from higher/above the median to lower/below the median for both importance and satisfaction to create four quadrants: lower satisfaction/lower importance, lower satisfaction/higher importance, higher satisfaction/lower importance, and higher satisfaction/higher importance.

Services that were categorized as higher in importance and lower in quality were:

- ◆ street patching and repairs,
- ◆ traffic safety (enforcement, education, and engineering),
- ◆ mass transit planning (rail, bus, etc.),
- ◆ programs to attract and keep businesses in Arvada,
- ◆ youth programs,
- ◆ sidewalk maintenance;
- ◆ and programs to deal with appearance and safety of neighborhoods.

The second analysis that was performed was a key driver analysis to help focus service improvement efforts on those services (key drivers) that most closely link to residents’ perceptions about overall City service quality. For 2011, four services were identified as key drivers of overall City service ratings:

- ◆ sewer services,
- ◆ police emergency services,
- ◆ ease of bicycle travel in the city,
- ◆ and City outreach services.

Ease of bike travel and City outreach were above the national benchmark while police emergency services and sewer services were rated similar to the national benchmark. Evaluations for each key driver remained stable from 2009 to 2011. Because sewer services and police emergency were key drivers and similar to the national benchmark, they may offer important areas of focus for further study or intervention.

City Government and Employees

Since 1997, about half of respondents reported having contact with a City of Arvada employee in the 12 months prior to the survey, with the majority of those having contacted the police department. Interactions with City employees remained positive and were above or much above ratings given by other residents in jurisdictions across the nation and in the Front Range. The knowledge of employees increased from 2009 to 2011.

As in 2009, a third of residents had contact with the police or municipal courts in the 12 month period prior to the survey, with most reporting their interactions were about getting help to solve a problem, a traffic ticket, and having been a victim of a crime. Of those who had contact with law enforcement officials, the majority of respondents felt that the conduct was fair. However, evaluations of the conduct of the City prosecutors decreased from 2009 to 2011.

While the majority of residents agreed that City employees try to do quality work, were pleased with the overall direction of the City, and that they get a good value for the taxes paid, fewer believed that most elected officials cared what they thought. Nevertheless, where ratings were

available to the national and Front Range benchmarks, all were above or similar. The 2011 evaluations of the City government were similar to those given in 2009.

Issues Affecting Arvada

Potential Problems

Arvada residents generally did not view the list of 13 potential problems as “major” or “extreme” problems. As in 2009, lack of mass transit and employment opportunities were believed to be the biggest problems, while crime and flooding tended to fall at the bottom of the list. Ratings of potential problems have remained stable from 2009 to 2011.

The Economy

When asked to assess their household’s financial status as compared to a year ago, about equal proportions of residents believed that they were worse off or about the same. Fewer residents reported that they were better off financial now than a year ago. These assessments were similar to those given in 2009. Respondents had a brighter outlook when asked if they thought they would be better or worse off financially a year from now, with a higher proportion saying they would be better off than worse off. Half thought their financial status would be about the same a year from now. In 2011 compared to 2009, fewer residents believed that they would be about the same or better off financially in a year.

Growth Management and Development

Concerns about the rate of job growth have continued to increase since 2007 as worries about speedy residential and retail growth have diminished. Three-quarters of respondents in 2011 reported that job growth was too slow and fewer residents in 2011 than in 2009 felt that the rates of residential and retail growth were too fast. The quality and variety of development in Arvada received mixed reviews with a majority of respondents giving favorable reviews to the quality of residential development and less than a majority being happy with the quality of business/retail development and the variety of both types of development. The quality of residential and business/retail development was given ratings much lower than the national benchmark.

A majority of residents were confident in the City’s ability to plan for parks and recreation, and preserving and enhancing community buildings and landmarks. In fact, more residents in 2011 than in 2009 said that the City’s ability to plan for parks and recreation was “good” or better. However, respondents were less certain of the City’s ability to plan for economic development, diverse housing choices, and future community growth.

Eight out of 10 respondents said it was important to them to shop in Arvada, similar to 2009, and a majority supported more retail development in the city. All or nearly all respondents purchased groceries and meals and entertainment in Arvada, with three-quarters saying that they “always” bought their groceries in the city. Half of respondents said they never purchased computers and electronics in Arvada. Purchasing habits in 2011 were similar to those in 2009.

Traffic

Declines in concerns about traffic issues continued into 2011 from previous years, with half or less of respondents saying that each of the five traffic issues were a “major” or “moderate” problem. Residents were most concerned with the traffic volume on major streets in the city and least concerned with the accessibility of commercial and retail centers. The speed of traffic on residential

streets was thought of as less of a problem in 2011 than in 2009. As in 2009, traffic flow improvements on existing City streets topped the list as the number one priorities for traffic-related issues.

Planning Arvada's Future

As in 2009, Arvada residents liked the idea of the City taking actions for future sustainability. Generally, at least two-thirds of respondents supported the 12 sustainability actions, and between 21% and 44% "strongly" supported each. Nearly all respondents supported the City encouraging community gardening or farming, a new item on the 2011 survey. Also new to the 2011 survey was the idea of encouraging mixed-use development in the City, which received the least amount of support. Overall, support for most sustainability actions has been trending downwards since the question was first asked in 2007.

The new program that residents were most supportive of the City pursuing was funding the ongoing maintenance of roads, followed closely by improving existing neighborhood parks. A smaller proportion of residents, although still just over half, supported the City pursuing new programs such as the construction of new trails and building new neighborhood, large community and regional parks. While support for four of the new programs stayed the same from 2009 to 2011, support for five initiatives decreased over the two-year period.

In Conclusion

Arvada residents experienced a high overall quality of life, appreciated the variety of community characteristics, and felt safe in the community. Ratings for these aspects of the community have remained relatively stable over time despite shifts in the City's revenue and expenditure mix. Residents reported high levels of interactions with their neighbors, which was similar to what is seen across the country.

While residents generally were satisfied with the services provided by the City, results showed that there was room for improvement – in particular, how Arvada residents perceived the quality of services provided to them compared to the services provided in other Front Range communities. The services on which the City could focus that could potentially influence ratings of overall satisfaction with City services included sewer services, ease of bicycle travel in the City, police services, and City outreach services. Residents were happy with their interactions with City employees, overall.

Although resident concerns about traffic issues have steadily declined over time, they still are supportive of the City funding ongoing maintenance of roads and managing traffic flow on City streets. Respondents also would like to see the City make pedestrian travel easier for both walkers and cyclists.

Respondents were still worried about the rate of job growth and the number of employment opportunities in the City. However, ratings for employment opportunities were much higher than the national average and similar to the Front Range. Although residents said they were worse off now, financially, than they were a year ago, they felt somewhat more positive about their financial futures.

While participants were slightly less supportive, overall, of the City taking actions for future sustainability in 2011 than in 2009, they were most supportive of the City encouraging community gardening or farming, which was new to the 2011 survey.

Survey Background

Survey Purpose

The City of Arvada contracted with National Research Center, Inc. (NRC) in 2011 to conduct a community wide citizen survey. The Arvada Citizen Survey serves as a consumer report card for Arvada by providing residents the opportunity to rate the quality of life in the City, as well as the community's amenities, service delivery, and their satisfaction with local government. The survey also permits residents to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff, and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Arvada City government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from disaffected customers arise.

This is the 16th iteration of the Arvada Citizen Survey since its inception in 1979.

Survey Methods

A randomly selected sample of 2,400 residential addresses within Arvada was mailed the 2011 Arvada Citizen Survey. Of these, 2,331 were assumed to be delivered to occupied households. A total of 844 completed surveys were received, for a response rate of 36%, which was similar to the response in 2009.

Survey results were weighted so that respondent age, gender, tenure (rent versus own), and housing unit type (attached versus detached) were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix D: Survey Methodology*.

How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" also is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "very good" and "good," "strongly agree" and "somewhat agree," "very satisfied" and "satisfied").

On many of the questions in the survey, respondents gave an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (844). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Comparing Survey Results Over Time

Because this survey was the 16th in a series of citizen surveys, the 2011 results are presented along with past ratings when available. Differences between 2009 and 2011 can be considered “statistically significant” if they are greater than five percentage points. Trend data for Arvada represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Selected survey results were compared by geographic area, respondents’ Council District and Police Sector, and are presented in *Appendix C: Responses to Selected Survey Questions by Geography*. Maps detailing the boundaries of the Council Districts and Police Sectors are included in *Appendix F: Maps of Council Districts and Police Sectors*.

Comparing Survey Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents’ ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments.

Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in

conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

Comparison of Arvada to the Benchmarking Database

National and Front Range benchmark comparisons have been included in the report when available. Jurisdictions to which Arvada was compared nationally and in the Front Range can be found in *Appendix E. Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Arvada survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range.

Where comparisons for quality ratings were available, the City of Arvada's results were generally noted as being "above," "below," or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Arvada's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more," or "less" if the difference between Arvada's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between Arvada's rating and the benchmark is more than twice the margin of error.

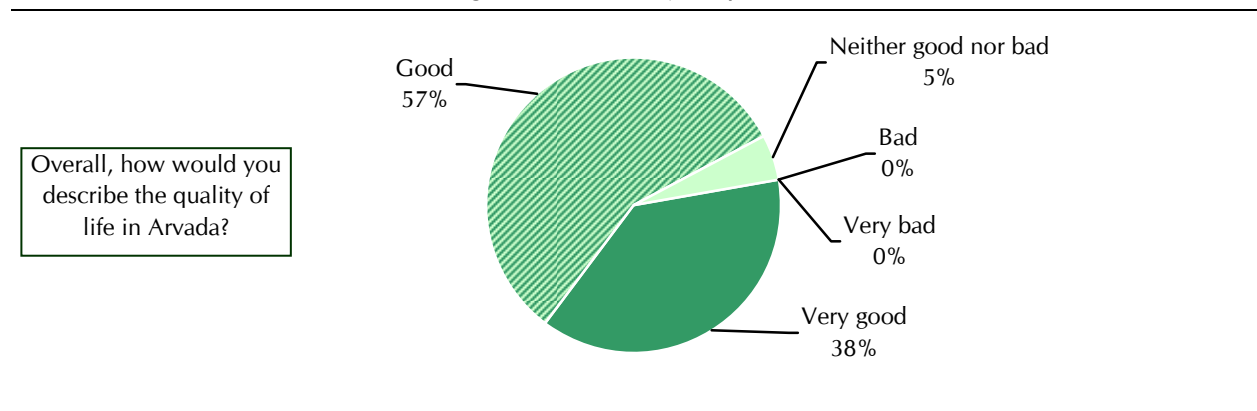
Survey Results

Quality of Life

Survey respondents were first asked to evaluate several different aspects of quality of life, including the overall quality of life in Arvada. Nearly all residents reported that the overall quality of life in Arvada was “good” (57%) or “very good” (38%). Five percent felt the overall quality of life in the City was “neither good nor bad” and no one gave a “bad” or “very bad” rating.

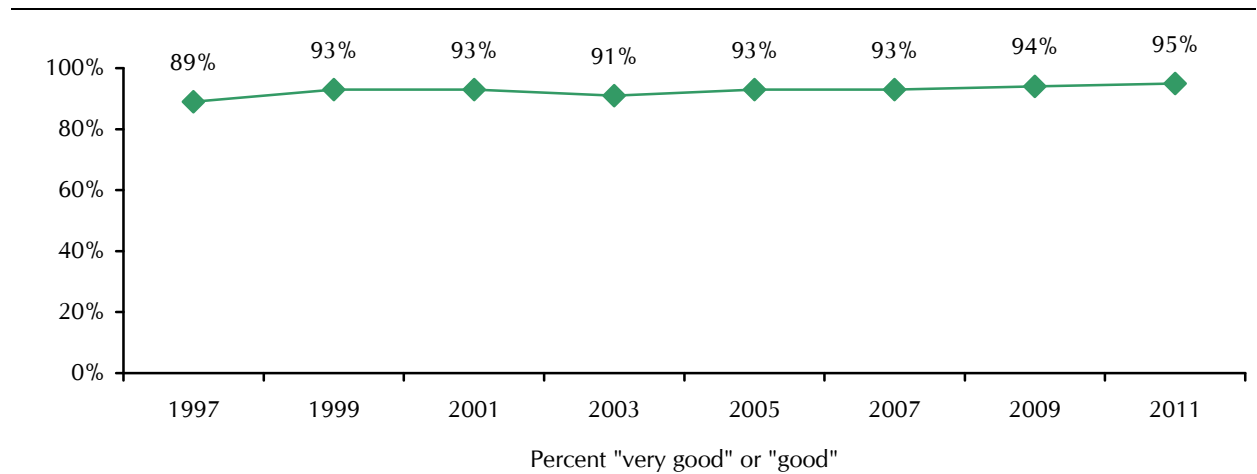
Arvada’s rating for the overall quality of life was compared to ratings given by residents in other jurisdictions across the nation and in the Front Range. Arvada received evaluations much above those given across the nation and similar to those given in the Front Range.

Figure 1: Overall Quality of Life



When compared to previous survey years, ratings of the overall quality of life in Arvada have remained strong and stable.

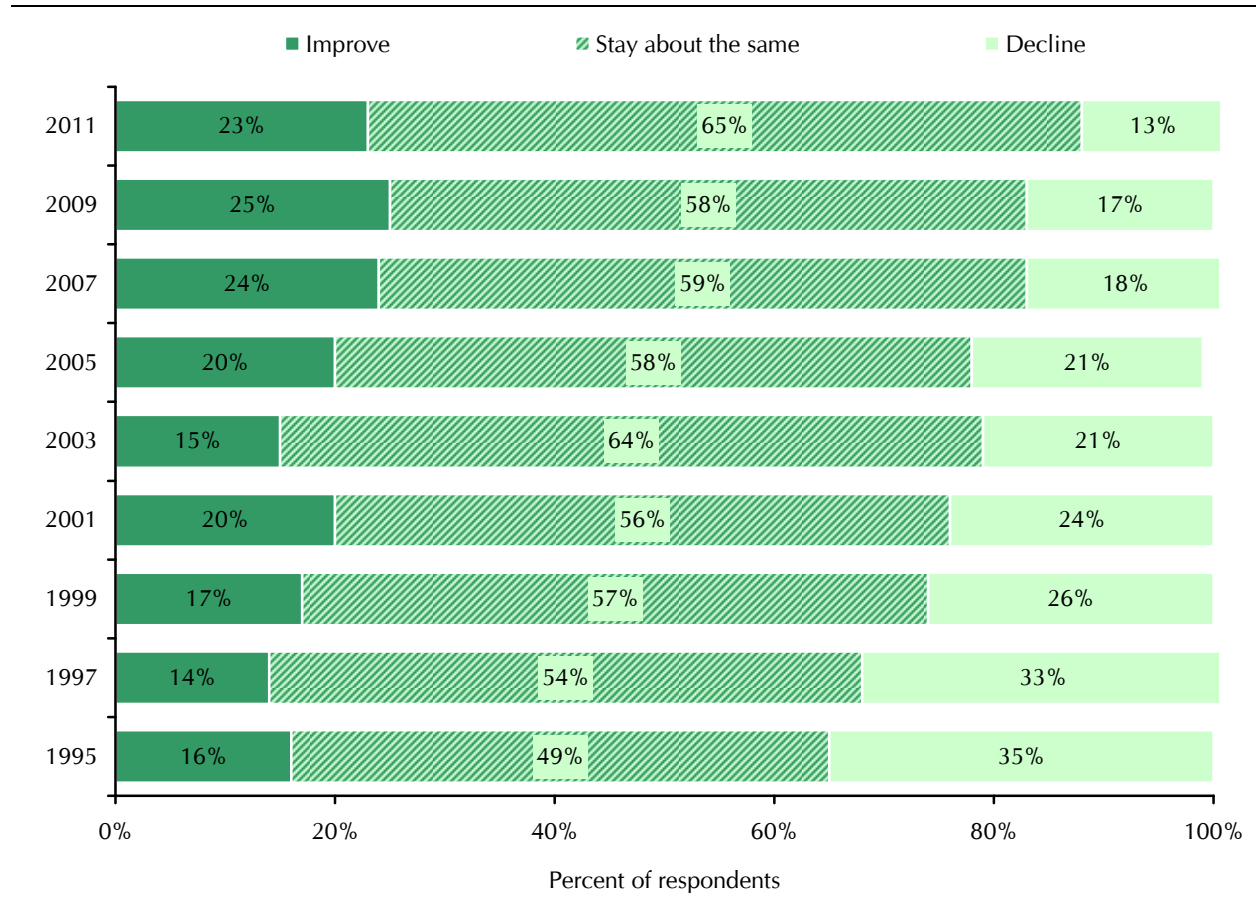
Figure 2: Overall Quality of Life Compared Over Time



Please note: In 1997, overall quality of life was asked on the scale excellent, good, just OK, poor, terrible

Almost twice as many respondents felt the quality of life in Arvada would improve (23%) over the next five years as did those who felt it would decline (13%). Two-thirds of residents believed that the quality of life in the city would stay about the same over the next five-year period. More respondents in 2011 than in 2009 believed the quality of life in Arvada would stay the same. Over time fewer residents have voiced concerns about the future quality of life in Arvada declining.

Figure 3: Change in Quality of Life Over Next Five Years



Quality of Community

Nine out of 10 respondents said that Arvada was a “good” or “very good” place to live (94%), similar to ratings given in 2009. Five percent said it was “neither good nor bad” and no one felt it was a “bad” or “very bad” place to live. These ratings were similar to ratings given by residents in other jurisdictions across the nation and below those in the Front Range.

Figure 4: Arvada as a Place to Live

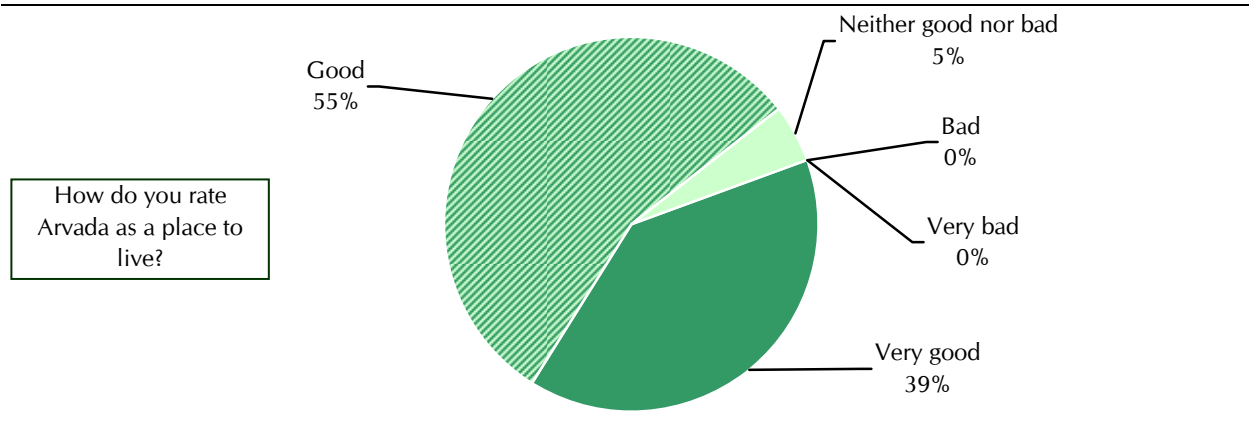
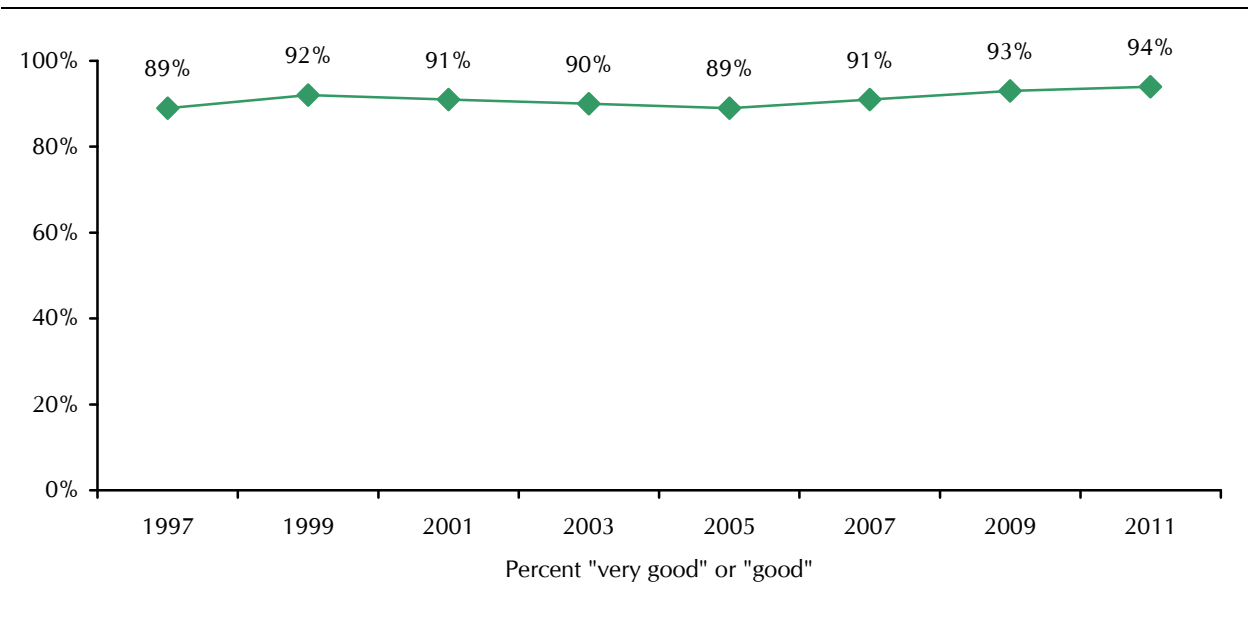


Figure 5: Arvada as a Place to Live Compared Over Time



When asked to assess the overall quality of their neighborhood, 84% of respondents said it was “good” or “very good,” which was similar to 2009. Fifteen percent believed the quality of their neighborhood was “neither good nor bad” and only 1% rated it as “bad.” No one rated the quality of their neighborhood as “very bad.” When compared to the national benchmark, Arvada was evaluated similarly. Comparisons were not available to the Front Range.

Figure 6: Overall Quality of Neighborhood

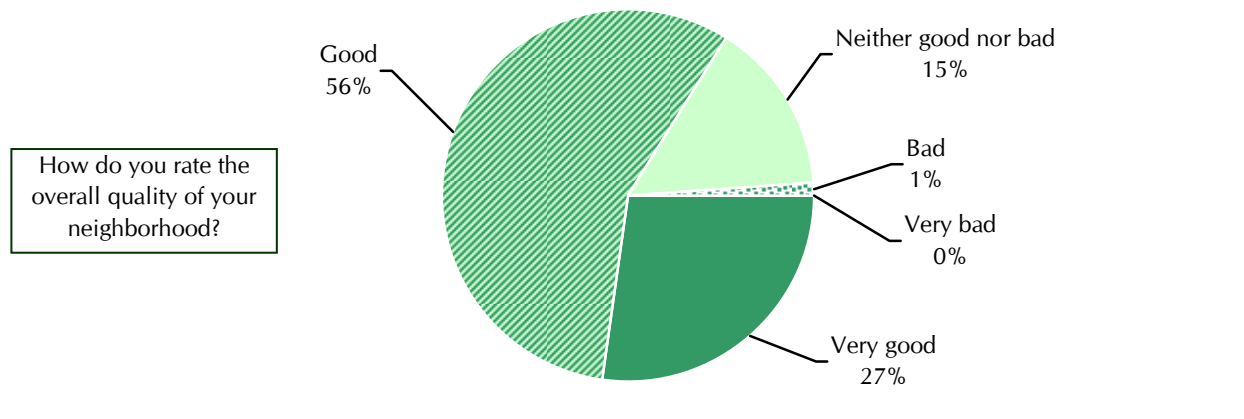
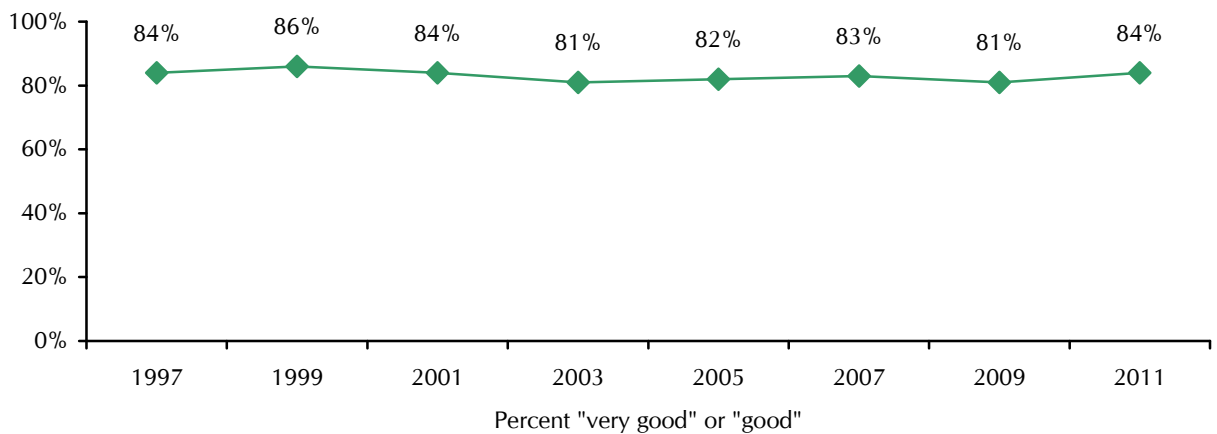
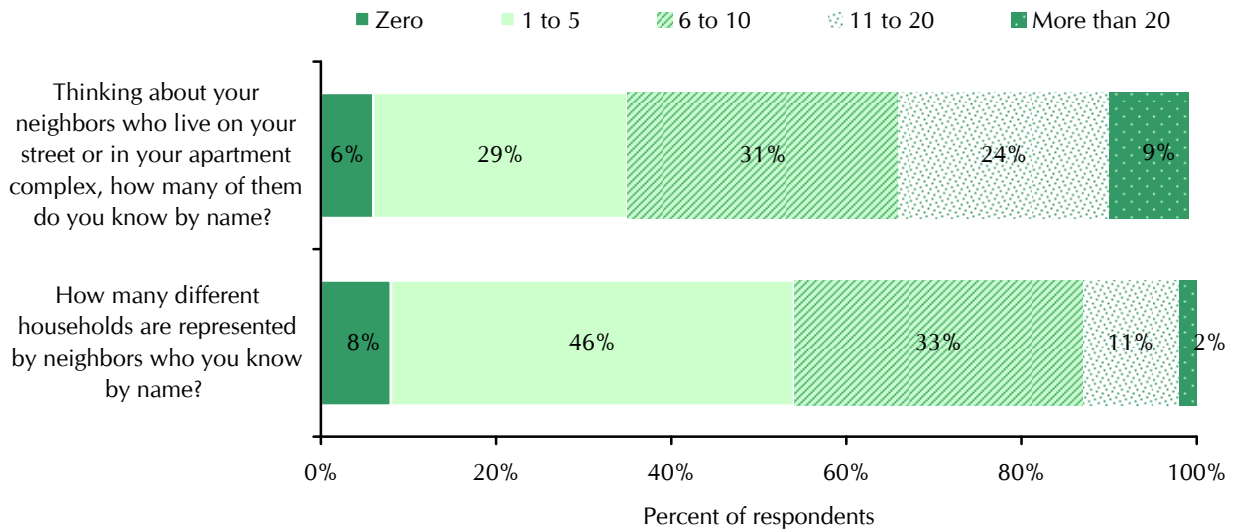


Figure 7: Overall Quality of Neighborhood Compared Over Time



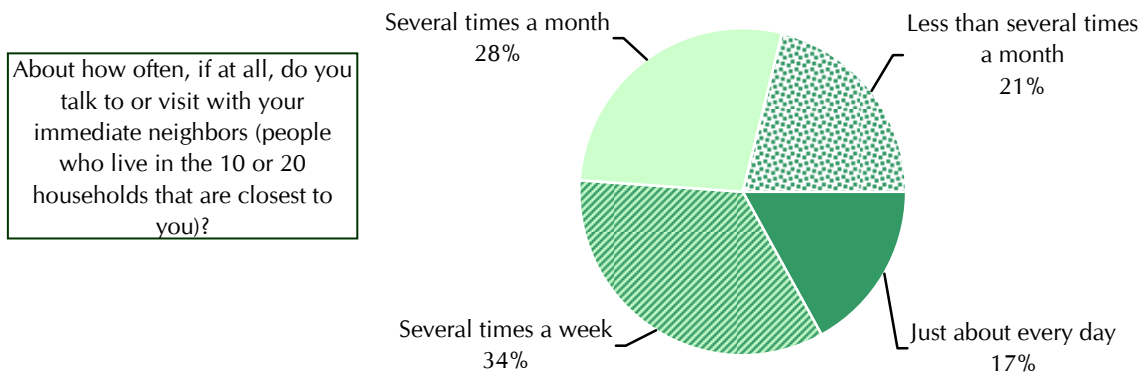
For the first time, on the 2011 survey, respondents were asked a series of questions about their interactions with their neighbors. Less than 10% of residents said they did not know any of their neighbors by name. Sixty percent of respondents reported knowing 1 to 10 of their neighbors on their street or in their apartment complex by name and one-quarter said they knew 11 to 20 of the neighbors. About 1 in 10 residents knew the names of more than 20 of their neighbors. On average, respondents knew about 10 of their neighbors by name, which represented an average of approximately seven households.

Figure 8: Neighbors Known by Name



When asked how often, if at all, they spoke or visited with the neighbors who lived in the 10 or 20 households closest to them, 17% of respondents said they did so “just about every day” and one-third said “several times a week.” About 3 in 10 said they spoke or visited with their immediate neighbors “several times a month” and one-quarter reported they had contact “less than several times a month.” The amount of contact with neighbors reported by Arvada residents’ was similar to the amount of contact reported by residents in other jurisdictions across the country and in the Front Range.

Figure 9: Frequency of Communication with Neighbors



Along with the overall quality of life and the quality of neighborhoods, Arvada residents also were asked to rate the City as a place to raise children, retire, and work. About 9 in 10 respondents said that Arvada as a place to raise children was “very good” or “good,” and two-thirds said that Arvada was at least a “good” place to retire. Half of residents said that Arvada was a “very good” or “good” place to work. Fewer than 10% of respondents gave “bad” or “very bad” ratings to each of these items.

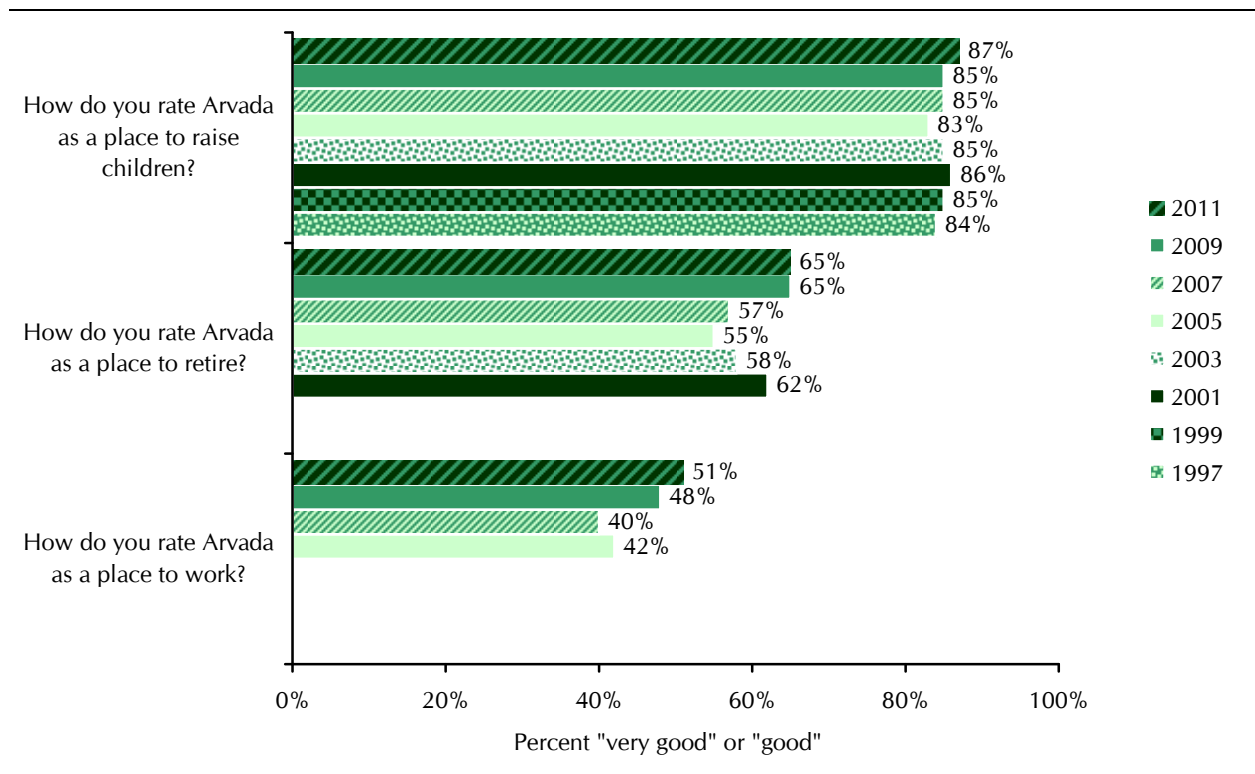
Generally, Arvada ratings were similar when compared to the national and Front Range benchmarks. However, the city as a place to work was similar to the nation but lower than the Front Range despite showing improvement since 2005, when the question was first asked.

Table 1: Quality of Community

Please circle the number that best describes your opinion for each of the following questions:	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
How do you rate Arvada as a place to raise children?	36%	51%	13%	0%	0%	100%	Similar	Similar
How do you rate Arvada as a place to retire?	25%	40%	32%	3%	1%	100%	Similar	Similar
How do you rate Arvada as a place to work?	14%	37%	42%	6%	1%	100%	Similar	Below

Evaluations of Arvada as a place to raise children, retire and work remained stable from 2009 to 2011.

Figure 10: Quality of Community Compared Over Time



Comparisons of Responses by Geographic Area of Residence

Comparisons of results for select survey questions by respondent Council District and Police Sector were made. Generally, residents in Council District 2 and those living in Police Sector B tended to rate the quality of their neighborhood, Arvada as a place to raise children, and the overall quality of life in the City less favorably than residents in other Council Districts and Police Sectors. A higher proportion of respondents living in Police Sector D gave positive feedback about Arvada as a place to retire than did those living in the other Police Sectors (see *Appendix C: Responses to Selected Survey Questions by Geography* for more information).

Community Characteristics

Of the 16 characteristics of the community assessed on the survey, 13 received “very good” or “good” ratings by at least half of respondents (see *Table 2* on the following page). At least 8 in 10 residents said that the access to neighborhood parks (93%), water quality (84%), and the attractiveness/cleanliness of the community (80%) was at least “good.” The characteristics given the lowest evaluations were opportunities for continuing education (45% “very good” or “good”), affordability of housing (43%), and opportunities for employment (24%). One-quarter of respondents felt that opportunities for employment were “bad” or “very bad.”

Comparisons to the national benchmark were available for 14 of the 16 community characteristics. Ten received ratings higher or much higher than the national benchmark:

- ◆ access to neighborhood parks,
- ◆ water quality,
- ◆ recreational opportunities,
- ◆ air quality,
- ◆ opportunities to attend cultural activities,
- ◆ sense of community,
- ◆ ease of walking in the city,
- ◆ shopping opportunities,
- ◆ affordability of housing,
- ◆ and opportunities for employment.

The attractiveness/cleanliness of the city, the quality of K-12 schools in Arvada, and opportunities for dining out received similar ratings to the national benchmark and opportunities for continuing education was rated much below. Comparisons for the quality of available housing and race relations were not available.

Eleven of the 16 characteristics were available for comparison to the Front Range. Three were rated much above the Front Range benchmark including opportunities to attend cultural activities, sense of community, and affordability of housing. Similar evaluations were given to air quality and opportunities for employment when compared to the Front Range. Water quality, recreational opportunities, shopping opportunities, quality of K-12 schools in Arvada, opportunities for continuing education, and ease of walking in the City were lower than the Front Range benchmark. Comparisons to the Front Range were not available for the following characteristics: access to neighborhood parks, opportunities for dining out, quality of available housing, racial relations, and the attractiveness/cleanliness of the city.

Table 2: Community Characteristics

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Access to neighborhood parks	43%	50%	6%	1%	0%	100%	Much above	NA
Water quality	33%	51%	11%	4%	1%	100%	Much above	Below
Attractiveness/cleanliness	19%	61%	18%	2%	0%	100%	Similar	NA
Recreational opportunities	21%	54%	20%	4%	1%	100%	Much above	Below
Air quality	15%	58%	24%	2%	0%	100%	Above	Similar
Opportunities for dining out	21%	51%	18%	8%	2%	100%	Similar	NA
Opportunities to attend cultural activities	19%	51%	26%	4%	1%	100%	Much above	Much above
Sense of community	15%	55%	27%	3%	0%	100%	Much above	Much above
Quality of K-12 schools in Arvada	15%	53%	23%	7%	1%	100%	Similar	Below
Quality of available housing	12%	52%	28%	6%	1%	100%	NA	NA
Ease of walking in the City	15%	48%	28%	7%	1%	100%	Above	Below
Shopping opportunities	10%	41%	32%	14%	3%	100%	Above	Below
Racial relations	8%	42%	46%	4%	0%	100%	NA	NA
Opportunities for continuing education	6%	38%	40%	13%	3%	100%	Much below	Below
Affordability of housing	8%	35%	40%	14%	3%	100%	Much above	Much above
Opportunities for employment	2%	22%	51%	21%	4%	100%	Much above	Similar

More positive ratings were given to opportunities for dining out in 2011 than in 2009 (72% “very good” or “good” versus 65%) and the quality of available housing received less positive ratings in 2011 than in 2009 (65% versus 71%). All other characteristics received similar ratings in 2011 as in 2009.

Table 3: Community Characteristics Compared Over Time

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	2011	2009	2007	2005	2003	2001	1999	1997
Access to neighborhood parks	93%	88%	91%	87%	90%	88%	85%	83%
Water quality	84%	84%	84%	79%	79%	79%	NA	NA
Attractiveness/cleanliness	80%	78%	75%	75%	72%	79%	NA	NA
Recreational opportunities	75%	73%	72%	71%	73%	73%	68%	62%
Air quality	73%	71%	62%	63%	60%	59%	59%	44%
Opportunities for dining out	72%	65%	66%	66%	66%	62%	60%	57%
Opportunities to attend cultural activities	69%	70%	68%	69%	67%	71%	72%	69%
Sense of community	69%	70%	68%	62%	58%	62%	59%	48%
Quality of K-12 schools in Arvada	68%	70%	71%	68%	65%	67%	63%	62%
Quality of available housing	65%	71%	65%	NA	NA	NA	NA	NA
Ease of walking in the City	63%	61%	NA	NA	NA	NA	NA	NA
Shopping opportunities	51%	52%	52%	52%	57%	54%	54%	48%
Racial relations	49%	52%	45%	43%	48%	47%	47%	45%
Opportunities for continuing education	45%	48%	45%	45%	46%	54%	58%	50%
Affordability of housing	43%	48%	40%	NA	NA	NA	NA	NA
Opportunities for employment	24%	26%	26%	27%	23%	37%	NA	NA

Percent “very good” or “good”

Safety in Arvada

Residents' perceptions of safety in Arvada also were captured through the 2011 survey. The majority of respondents said that they felt "very" or "somewhat" safe personally and from each type of crime in and outside their neighborhood. Perceptions of personal safety in Arvada received the highest rating with 91% saying they felt at least "somewhat safe." About 8 in 10 residents felt safe from violent crimes (88%) and fires (86%) in their neighborhoods and 7 in 10 said they felt safe from property crimes (71%) in their neighborhood. Two-thirds reported feeling "very" or "somewhat" safe from fires and violent crimes outside of their neighborhood (68% and 67%, respectively) and about half (55%) felt safe from property crimes outside of their neighborhood.

Comparisons to the benchmarks were available for four of the seven safety questions. Arvada residents' sense of personal safety, safety from violent crimes in their neighborhood, and safety from fires in their neighborhood received ratings higher or much higher than those given by residents in other jurisdictions across the country. Safety from property crimes in neighborhoods received similar ratings to the national benchmark. Safety from violent crimes and property crimes in neighborhoods were given ratings similar to the Front Range average. A comparison to the Front Range was not available for sense of personal safety and safety from fires in neighborhoods.

Safety ratings remained stable from 2009 to 2011 (see *Table 5* on the following page).

Table 4: Safety in Arvada

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Front Range comparison
Please rate your sense of personal safety in Arvada	42%	50%	6%	2%	0%	100%	Much above	NA
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	48%	41%	9%	2%	0%	100%	Much above	Similar
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	22%	50%	17%	10%	1%	100%	Similar	Similar
Fires in your neighborhood	47%	39%	13%	1%	0%	100%	Above	NA
Fires outside your neighborhood	29%	39%	28%	3%	0%	100%	NA	NA
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	18%	49%	24%	8%	1%	100%	NA	NA
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	8%	47%	30%	14%	1%	100%	NA	NA

Table 5: Safety in Arvada Compared Over Time

	2011	2009	2007	2005	2003	2001	1999	1997
Sense of personal safety in Arvada	91%	89%	88%	86%	90%	NA	NA	NA
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	88%	88%	86%	84%	89%	88%	87%	81%
Fires in your neighborhood	86%	86%	82%	82%	82%	84%	82%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	71%	72%	68%	63%	72%	75%	73%	66%
Fires outside your neighborhood	68%	70%	68%	66%	66%	68%	62%	NA
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	67%	65%	67%	62%	68%	68%	60%	NA
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	55%	54%	52%	48%	57%	59%	52%	NA

Percent "very safe" or "somewhat safe"

Please note: In 1997, the survey only asked respondents one question: "Please rate how safe you feel from the following..." The question did not specify "in your neighborhood" or "outside your neighborhood".

As in 2009, survey respondents were asked if they or anyone in their household had been a victim of a crime in the last 12 months and, if so, was the crime reported to police. In 2011, 14% of residents reported being a victim of a crime in the last 12 months, which was the same as in 2009. Of those reporting having been a crime victim, two-thirds (68%) said they reported the crime to police, similar to the 71% of crimes reported in 2009.

When compared to crime victimization and reports across the country and in the Front Range, a similar proportion of Arvada residents reported being victims of crime but fewer actually reported the crime to police.

Figure 11: Victim of Crime

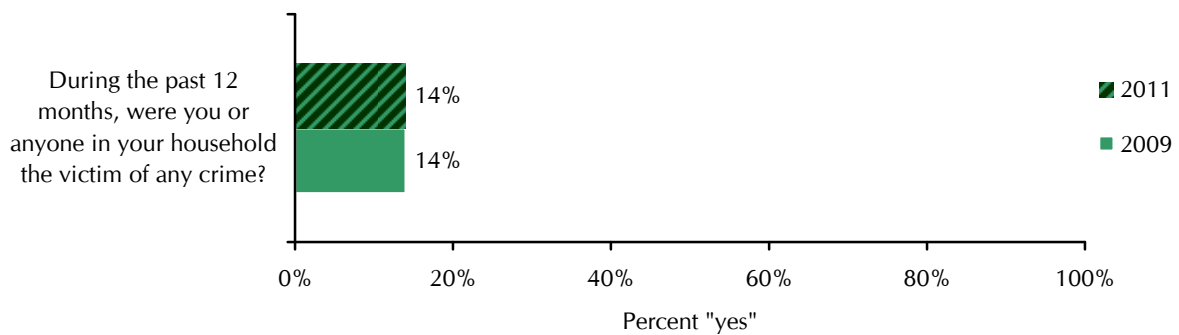
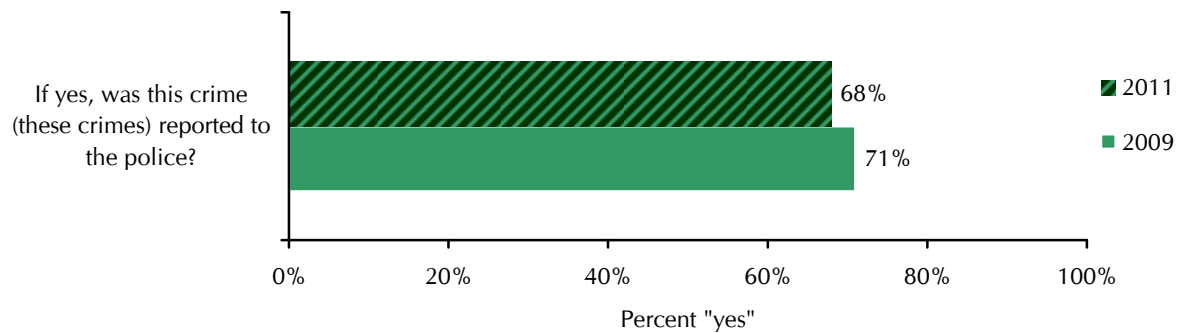


Figure 12: Crime Reported



Comparisons of Responses by Geographic Area of Residence

Ratings of safety were compared by respondent geographic area of residence. Those living in Council District 4 and those in Police Sector D were more likely to feel safe from violent and property crimes in their neighborhood than were those living in other districts and sectors. Residents living in Council District 1 and Police Sector A tended to feel less safe from fires in their neighborhood than did other residents (see *Appendix C: Responses to Selected Survey Questions by Geography* for more information).

Living and Working in Arvada

Arvada residents were asked to assess different aspects of living and working in the City. Forty-six percent of respondents felt that it was “essential” or “very important” to be able to live and work in Arvada, 27% said it was “somewhat important,” and another 27% believed it was “not at all important.” These ratings remained steady from 2009 to 2011.

Figure 13: Importance of Living and Working in Arvada

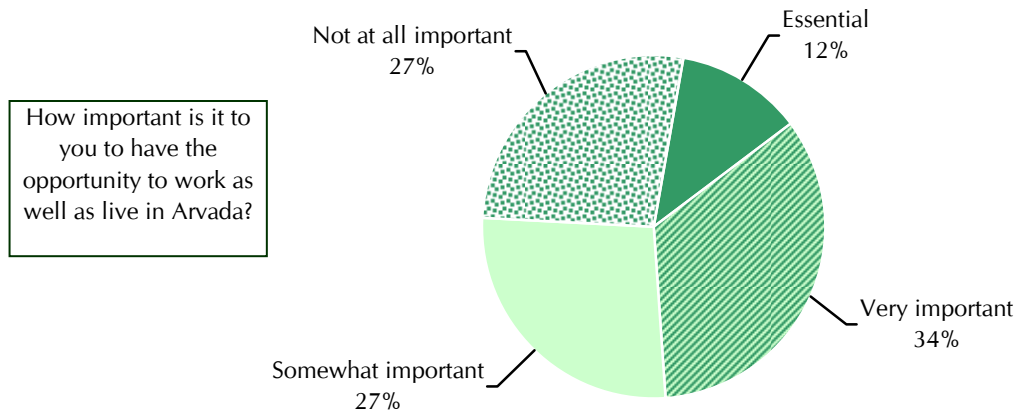


Table 6: Importance of Living and Working in Arvada Compared Over Time

How important is it to you to have the opportunity to work as well as live in Arvada?	2011	2009	2007	2005	2003	2001	1999
Essential	12%	11%	12%	33%	35%	34%	21%
Very important	34%	33%	32%	31%	31%	36%	28%
Somewhat important	27%	31%	29%	24%	23%	21%	30%
Not at all important	27%	25%	26%	12%	12%	9%	21%
Total	100%	100%	100%	100%	100%	100%	100%

Please note: Prior to 2007, the scale was very important, somewhat important, not very important, not at all important

About 7 in 10 respondents reported working outside their homes in 2011, which was similar to 2009 but the lowest proportion of respondents since this was asked in 1997. Of those who reported working outside of their home, on average, they drove 14.8 miles from their homes to their work place. The distance for work commutes has seen little change over time.

Figure 14: Working Outside the Home Compared Over Time

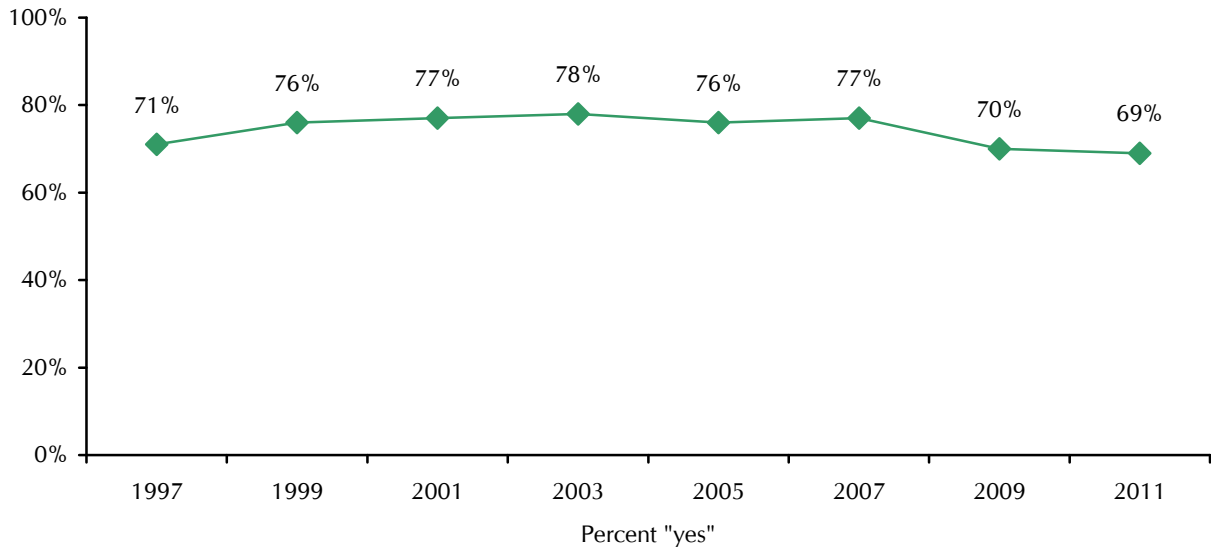


Table 7: Work Commute Compared Over Time

About how many miles is your work place from home?	2011	2009	2007	2005	2003	2001	1999	1997
Less than 5 miles	17%	12%	13%	13%	10%	16%	17%	17%
5 to 9 miles	22%	20%	24%	23%	21%	21%	20%	22%
10 to 14 miles	24%	27%	24%	25%	28%	24%	27%	26%
15 to 19 miles	12%	17%	18%	17%	17%	17%	15%	15%
20 or more miles	25%	25%	21%	22%	23%	23%	21%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Average distance in miles	14.8	15.3	14.5	15.4	13.6	13.0	13.0	12.5

Please note: Asked only of those who reported they worked outside of the home.

Denver, Arvada, Lakewood, and Golden were the cities that the majority of Arvada residents said they worked in or closest to. In 2011 compared to 2009, though not significant, there was a slight increase in the number of respondents who reported working in Arvada (25% in 2011 versus 18% in 2009) and Lakewood (11% versus 7%). Those reporting they worked in or close to Denver (25% versus 31%) slightly declined from 2009 to 2011. As in previous survey years, about 9 in 10 respondents reported that they drove alone for their work commute.

Table 8: City of Employment Compared Over Time

Which city do you work in or closest to?	2011	2009	2007	2005	2003	2001	1999	1997
Denver	25%	31%	30%	30%	30%	31%	28%	30%
Arvada	23%	18%	16%	20%	15%	17%	19%	21%
Lakewood	11%	7%	8%	9%	7%	8%	8%	8%
Golden	10%	11%	8%	8%	9%	8%	8%	9%
Wheat Ridge	5%	5%	7%	4%	7%	6%	6%	7%
Boulder	4%	4%	4%	4%	5%	3%	6%	4%
Broomfield	4%	3%	4%	4%	4%	5%	4%	2%
Westminster	4%	6%	6%	4%	NA	NA	NA	NA
Louisville	1%	1%	2%	2%	1%	1%	1%	1%
Lafayette	1%	1%	0%	1%	0%	0%	0%	0%
Other	11%	14%	13%	16%	21%	20%	20%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Please note: Asked only of those who reported they worked outside of the home.

Table 9: Commute Transportation

How do you usually travel to work?	2011	2009	2007	2005	2003	2001	1999	1997
Drive alone	91%	89%	91%	89%	93%	87%	86%	87%
The bus	3%	4%	4%	3%	2%	4%	5%	4%
Car pool	3%	3%	5%	4%	3%	6%	6%	7%
Bike	1%	1%	0%	1%	1%	0%	0%	0%
Walk	1%	0%	0%	2%	0%	1%	1%	1%
Scooter	0%	0%	NA	NA	NA	NA	NA	NA
Other	1%	2%	NA	1%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Please note: Asked only of those who reported they worked outside of the home.

Community Participation

Respondents were given the opportunity to share their levels of participation in 17 different activities in the 12 months prior to the survey. Nearly all residents reported having visited Olde Town Arvada (95% said at least once in the last 12 months) and having dined at an Arvada restaurant that was not fast food (95%). Eight in 10 residents said they had used a City park or trail (85%) and tried to restrict their water use for purposes of conservation (83%). Fewer participants reported attending an educational class or program in Arvada (19%), riding a local RTD bus within the City (18%), attending a public meeting about City matters (10%), or attended a City Council meeting (6%). Eighty percent or more of respondents had “never” done any of these activities.

Table 10: Community Participation

In the last 12 months, about how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Visited Olde Town Arvada	5%	21%	39%	19%	16%	100%
Dined at an Arvada restaurant (not fast food)	5%	15%	40%	25%	14%	100%
Used a City park or trail	15%	14%	28%	15%	28%	100%
Tried to restrict your water use for purposes of conservation	17%	13%	30%	17%	23%	100%
Recycled used paper, cans, or bottles from your home	26%	12%	14%	9%	40%	100%
Used the public libraries	30%	22%	26%	11%	11%	100%
Used the recreation centers	35%	26%	23%	8%	9%	100%
Accessed the City's Web site	42%	26%	25%	5%	3%	100%
Participated in Apex Park and Recreation programs or activities	54%	19%	16%	6%	5%	100%
Used a bicycle route in the City	55%	12%	17%	8%	8%	100%
Volunteered your time to some group/activity outside of Arvada	56%	19%	13%	6%	7%	100%
Attended a theater or art program at the Arvada Center	58%	29%	11%	1%	1%	100%
Volunteered your time to some group/activity in Arvada	63%	16%	12%	4%	5%	100%
Attended an educational class or program in Arvada	81%	14%	3%	0%	2%	100%
Rode a local RTD bus within the City	82%	8%	4%	2%	4%	100%
Attended a public meeting about City matters	90%	7%	3%	0%	0%	100%
Attended a City Council meeting	94%	5%	1%	0%	0%	100%

Generally, rates of participation in the various activities remained the same from 2009 to 2011. However, fewer residents reported having volunteered their time to a group or activity in Arvada in 2011 than in 2009 (37% versus 44%, respectively).

Table 11: Community Participation Compared Over Time

In the last 12 months, about how many times, if ever, have you done the following things:	2011	2009	2007	2005	2003	2001	1999	1997
Visited Olde Town Arvada	95%	95%	92%	93%	88%	81%	80%	89%
Dined at an Arvada restaurant (not fast food)	95%	95%	95%	95%	95%	93%	91%	NA
Used a City park or trail	85%	87%	90%	87%	87%	84%	84%	NA
Tried to restrict your water use for purposes of conservation	83%	87%	88%	90%	93%	67%	73%	NA
Recycled used paper, cans, or bottles from your home	74%	77%	72%	75%	76%	71%	76%	85%
Used the public libraries	70%	75%	73%	72%	71%	60%	66%	78%
Used the recreation centers	65%	65%	62%	63%	63%	55%	46%	60%
Accessed the City's Web site	58%	55%	55%	47%	46%	NA	NA	NA
Participated in Apex Park and Recreation programs or activities	46%	47%	45%	45%	42%	34%	35%	46%
Used a bicycle route in the City	45%	49%	49%	42%	48%	NA	NA	NA
Volunteered your time to some group/activity outside of Arvada	44%	48%	44%	46%	42%	33%	NA	NA
Attended a theater or art program at the Arvada Center	42%	46%	46%	48%	41%	36%	36%	53%
Volunteered your time to some group/activity in Arvada	37%	44%	34%	37%	30%	27%	29%	38%
Attended an educational class or program in Arvada	19%	19%	20%	23%	19%	13%	17%	NA
Rode a local RTD bus within the City	18%	18%	17%	22%	18%	15%	11%	16%
Attended a public meeting about City matters	10%	10%	13%	15%	10%	8%	9%	16%
Attended a City Council meeting	6%	6%	8%	10%	8%	5%	7%	13%

Percent of respondents who participated at least once in past 12 months.

City Government

One of the main focuses of the Arvada Citizen Survey, which has spanned more than three decades, is to assess residents' opinions about City services and government. The long trend line provides a solid foundation for performance measurement of City services. A significant portion of the survey is dedicated to assessing resident satisfaction ratings of services provided by the City of Arvada and local government performance.

Perceptions of City Government Services

About 6 in 10 Arvada residents reported being "very satisfied" or "satisfied" with the services provided by the City. Thirty-seven percent had "neutral" opinions about their satisfaction with government services and only 4% were "dissatisfied" or "very dissatisfied." While ratings for the satisfaction with the City government remained stable from 2009 to 2011, they were much lower than both the national and Front Range benchmarks.

Figure 15: Overall Satisfaction with Arvada Government Services

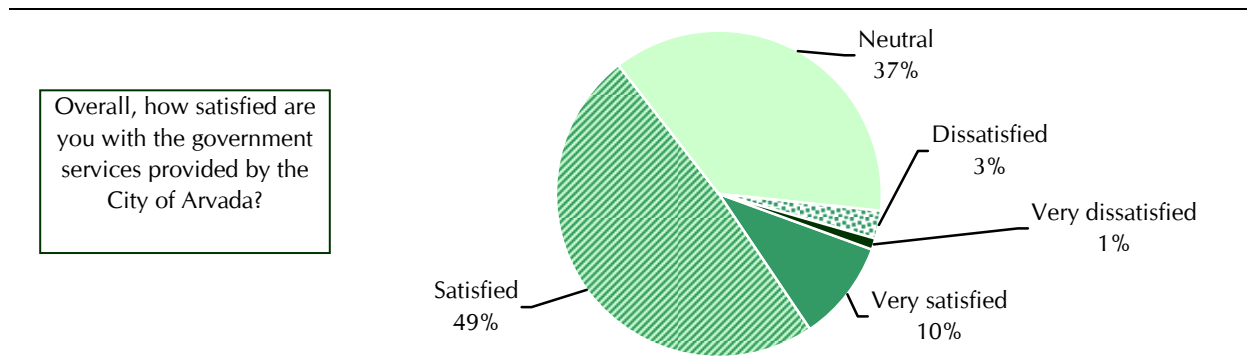
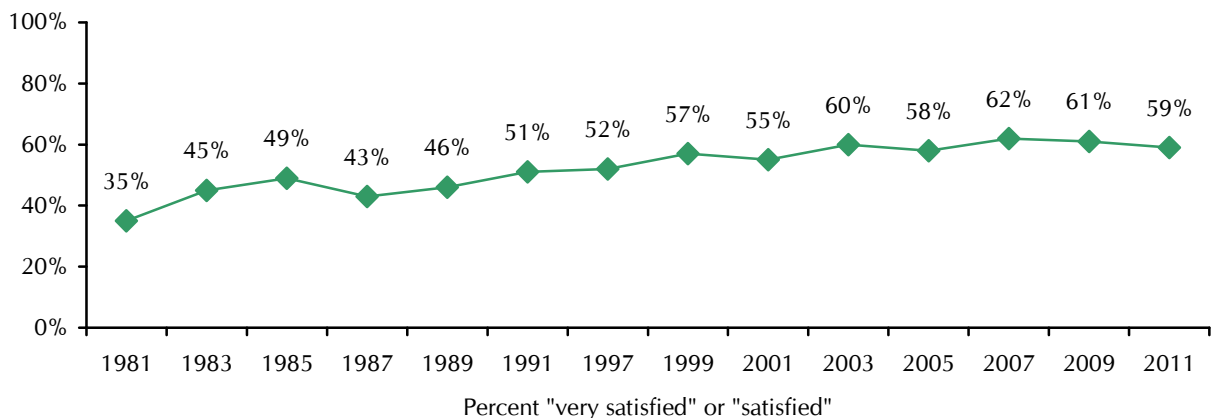


Figure 16: Overall Satisfaction with Arvada Government Services Compared Over Time



Please note: From 1981 to 1991, the overall satisfaction with government services was rated on the scale excellent, good, adequate, poor, bad. In this figure, the percentages shown for 1981 to 1991 are the percent "excellent" or "good."

A list of 24 City-provided services was given to residents who were asked to rate their satisfaction with each (see *Table 12* on page 29). Half or more of residents reported being “very satisfied” or “satisfied” with 18 of the 24 services. The most favorable evaluations were given to:

- ◆ City parks (83%),
- ◆ police emergency services (81%),
- ◆ drinking water quality (79%),
- ◆ maintenance of existing City parks, open space, and trails (76%),
- ◆ water services (75%),
- ◆ and sewer services (74%).

About a third of respondents said they were “very satisfied” with City parks, police emergency services, and drinking water quality.

Fewer respondents reported being “very satisfied” or “satisfied” with new street construction and expansion (38%), programs to attract and keep businesses in Arvada (33%), and low income/subsidized housing (31%). About one in five respondents stated they were dissatisfied with sidewalk maintenance, street patching and repairs, zoning enforcement (weeds, junk cars, trash, etc.), and programs to attract and keep businesses in Arvada.

At least 20% of respondents selected “don’t know” when rating the quality of the following City-provided services: municipal courts (31%), programs at the Arvada Center for the Arts and Humanities (21%), programs to attract and keep businesses in Arvada (26%), low income/subsidized housing (33%), ease of bicycle travel (21%), and City building inspection (33%). The percentages shown in the body of the report are for those respondents who had an opinion. A full set of frequencies for each question, including “don’t know” can be found in *Appendix B: Responses to Survey Questions*.

Arvada residents’ ratings of satisfaction with City services were compared to ratings given by residents in other jurisdictions across the country and in the Front Range. Seventeen of the 24 City services were available for comparison to the national benchmark. Five services received ratings higher or much higher than the national benchmark including:

- ◆ water services,
- ◆ police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols),
- ◆ City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.),
- ◆ ease of bicycle travel in the City,
- ◆ and street patching and repairs.

The 11 services rated similar to the nation were:

- ◆ City parks,
- ◆ police emergency services,
- ◆ maintenance of existing City parks, open space, and trails,
- ◆ sewer services,
- ◆ street sweeping,
- ◆ snow removal or sanding on major streets,
- ◆ municipal court services,
- ◆ ease of car travel in the City,
- ◆ City building inspection,

- ◆ sidewalk maintenance,
- ◆ and zoning enforcement (weeds, junk cars, trash, etc.).

Traffic safety (enforcement, education, and engineering) was the only service to receive ratings lower than the national benchmark.

None of the 15 City-provided services available for comparison to the Front Range were above the benchmark. The eight services that were given ratings similar to the Front Range included:

- ◆ water services,
- ◆ City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.),
- ◆ street patching and repairs,
- ◆ police emergency services,
- ◆ sewer services,
- ◆ street sweeping,
- ◆ snow removal or sanding on major streets,
- ◆ and municipal court services.

Seven City services were rated lower or much lower than the Front Range:

- ◆ ease of bicycle travel in the City,
- ◆ City parks,
- ◆ maintenance of existing City parks, open space, and trails,
- ◆ ease of car travel in the City,
- ◆ City building inspection,
- ◆ sidewalk maintenance,
- ◆ and zoning enforcement (weeds, junk cars, trash, etc.).

Table 12: Satisfaction with Arvada City Services

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	National comparison	Front Range comparison
City parks	33%	51%	15%	1%	0%	100%	Similar	Below
Police emergency services	29%	53%	16%	2%	0%	100%	Similar	Similar
Drinking water quality	35%	44%	14%	6%	1%	100%	NA	NA
Maintenance of existing City parks, open space, and trails	21%	56%	18%	5%	0%	100%	Similar	Much below
Water services	19%	56%	22%	2%	1%	100%	Much above	Similar
Sewer services	19%	55%	23%	2%	0%	100%	Similar	Similar
Programs at the Arvada Center for the Arts and Humanities	25%	43%	31%	1%	1%	100%	NA	NA
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	17%	48%	33%	2%	1%	100%	Much above	NA
Development of new City parks, open space, and trails	16%	47%	30%	6%	1%	100%	NA	NA
Street sweeping	12%	50%	31%	6%	1%	100%	Similar	Similar
Snow removal or sanding on major streets	11%	49%	25%	11%	4%	100%	Similar	Similar
Ease of car travel in the City	10%	49%	27%	11%	3%	100%	Similar	Below
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.)	12%	46%	40%	2%	0%	100%	Much above	Similar
Municipal court services	10%	45%	44%	1%	1%	100%	Similar	Similar
Ease of bicycle travel in the City	10%	42%	38%	9%	2%	100%	Much above	Much below
Traffic safety (enforcement, education, and engineering)	7%	45%	36%	10%	2%	100%	Much below	NA
Sidewalk maintenance	8%	43%	32%	13%	4%	100%	Similar	Much below
Street patching and repairs	6%	43%	29%	16%	6%	100%	Above	Similar
Programs to deal with appearance and safety of neighborhoods	10%	37%	42%	8%	3%	100%	NA	NA
Zoning enforcement (weeds, junk cars, trash, etc.)	6%	34%	35%	19%	6%	100%	Similar	Below
City building inspection	9%	31%	54%	5%	1%	100%	Similar	Below
New street construction and expansion	6%	32%	51%	9%	2%	100%	NA	NA
Programs to attract and keep businesses in Arvada	6%	27%	44%	16%	7%	100%	NA	NA
Low income/subsidized housing	8%	22%	55%	10%	4%	100%	NA	NA

When compared to 2009, the majority of ratings for City-provided services remained the same. However, municipal court services received more favorable ratings in 2011 than in 2009 (55% “very satisfied” or “satisfied” versus 49%), and new street construction and expansion was given lower ratings in 2011 than in 2009 (38% versus 44%). Evaluations for the remaining services remained stable from 2009 to 2011.

Table 13: Satisfaction with Arvada City Services Compared Over Time

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	2011	2009	2007	2005	2003	2001	1999	1997
City parks	83%	84%	85%	84%	83%	86%	83%	77%
Police emergency services	81%	83%	81%	77%	78%	76%	82%	82%
Drinking water quality	79%	81%	81%	79%	77%	78%	80%	NA
Maintenance of existing City parks, open space, and trails	76%	75%	75%	78%	76%	78%	78%	77%
Water services	75%	74%	76%	75%	72%	78%	81%	80%
Sewer services	74%	72%	74%	75%	74%	79%	81%	79%
Programs at the Arvada Center for the Arts and Humanities	68%	73%	67%	65%	67%	72%	67%	64%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	64%	64%	67%	63%	65%	NA	NA	NA
Development of new City parks, open space, and trails	63%	60%	55%	59%	57%	65%	60%	59%
Street sweeping	62%	59%	56%	65%	61%	62%	65%	62%
Snow removal or sanding on major streets	60%	59%	51%	68%	68%	64%	69%	69%
Ease of car travel in the City	59%	57%	47%	47%	45%	41%	38%	38%
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.)**	58%	61%	65%	67%	67%	62%	66%	62%
Municipal court services	55%	49%	46%	49%	48%	53%	55%	52%
Ease of bicycle travel in the City	52%	51%	53%	49%	51%	28%	28%	27%
Traffic safety (enforcement, education, and engineering)	52%	52%	46%	47%	46%	52%	58%	56%
Sidewalk maintenance	51%	50%	NA	NA	NA	NA	NA	NA
Street patching and repairs*	49%	51%	37%	51%	48%	57%	54%	53%
Programs to deal with appearance and safety of neighborhoods	46%	49%	42%	45%	44%	42%	44%	38%
Zoning enforcement (weeds, junk cars, trash, etc.)	40%	37%	35%	42%	42%	44%	47%	45%
City building inspection	40%	37%	34%	35%	38%	35%	39%	NA
New street construction and expansion	38%	44%	41%	48%	43%	33%	33%	29%
Programs to attract and keep businesses in Arvada*	33%	31%	31%	30%	23%	30%	34%	28%
Low income/subsidized housing	31%	30%	23%	29%	29%	24%	27%	21%

Percent "very satisfied" or "satisfied"

*Worded differently prior to 2009: "Business expansion and recruitment programs," "Street maintenance"

**Facebook and Twitter references were added in 2011

The importance of the same list of 24 City services also was measured. The services residents believed to be the most important were police emergency services (96% “essential” or “very important”), drinking water quality (96%), water services (92%), sewer services (91%), and snow removal or sanding on major streets (90%). Less than half of respondents felt that the development of new City parks, open space, and trails (46%), low income or subsidized housing (42%), programs at the Arvada Center for the Arts and Humanities (37%), and City outreach services (KATV Channel 8, Web site, Facebook, Twitter, *The Arvada Report*, water bill inserts, etc., 29%) was important. One-quarter of respondents said that City outreach services were “not at all important” and one in five believed that low income or subsidized housing and programs at the Arvada Center were not important.

Table 14: Importance of Arvada City Services

Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, please rate on a five point scale, how important you think it is to have the City of Arvada provide these services.	Essential	Very important	Somewhat important	Not at all important	Total
Police emergency services	80%	16%	4%	0%	100%
Drinking water quality	66%	30%	4%	0%	100%
Water services	57%	35%	8%	1%	100%
Sewer services	57%	35%	8%	1%	100%
Snow removal or sanding on major streets	49%	40%	10%	0%	100%
Street patching and repairs	35%	51%	13%	1%	100%
Maintenance of existing City parks, open space, and trails	28%	51%	20%	2%	100%
City parks	30%	46%	22%	1%	100%
Municipal court services	35%	40%	23%	2%	100%
Programs to attract and keep businesses in Arvada	26%	46%	24%	4%	100%
Traffic safety (enforcement, education, and engineering)	28%	43%	25%	4%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	31%	38%	27%	4%	100%
Programs to deal with appearance and safety of neighborhoods	23%	42%	31%	3%	100%
Sidewalk maintenance	20%	45%	31%	3%	100%
Ease of car travel in the City	16%	48%	32%	4%	100%
Street sweeping	18%	40%	36%	5%	100%
City building inspection	17%	42%	37%	5%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	21%	38%	38%	4%	100%
New street construction and expansion	14%	33%	41%	12%	100%
Ease of bicycle travel in the City	12%	35%	39%	14%	100%
Development of new City parks, open space, and trails	15%	31%	39%	15%	100%
Low income/subsidized housing	13%	29%	39%	20%	100%
Programs at the Arvada Center for the Arts and Humanities	11%	26%	46%	18%	100%
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, <i>The Arvada Report</i> , water bill inserts, etc.)	6%	23%	48%	24%	100%

The relative order of importance of most City services has remained stable since 2007. The importance of four services decreased from 2009 to 2011: police non-emergency, prevention and education services (75% "essential" or "very important" in 2009 versus 69% in 2011), ease of bicycle travel in the City (55% versus 47%), programs at the Arvada Center for the Arts and Humanities (44% versus 37%), and City outreach services (35% versus 29%). Ratings of importance for the other services in 2011 were similar to ratings given in 2009.

Table 15: Importance of Arvada City Services Compared Over Time

Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, please rate on a five point scale, how important you think it is to have the City of Arvada provide these services.	2011	2009	2007	2005	2003	2001	1999	1997
Police emergency services	96%	97%	97%	92%	93%	90%	93%	92%
Drinking water quality	96%	95%	96%	86%	86%	88%	88%	NA
Water services	92%	94%	93%	80%	80%	82%	82%	75%
Sewer services	91%	92%	92%	77%	75%	79%	80%	74%
Snow removal or sanding on major streets	90%	88%	92%	76%	77%	80%	82%	81%
Street patching and repairs*	85%	86%	91%	78%	74%	81%	86%	83%
Maintenance of existing City parks, open space, and trails	79%	78%	81%	70%	66%	74%	74%	65%
City parks	77%	78%	79%	67%	64%	72%	73%	66%
Municipal court services	76%	76%	79%	57%	57%	60%	64%	55%
Programs to attract and keep businesses in Arvada*	72%	69%	67%	65%	47%	44%	39%	43%
Traffic safety (enforcement, education, and engineering)	71%	68%	73%	61%	59%	67%	69%	71%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	69%	75%	75%	64%	61%	NA	NA	NA
Programs to deal with appearance and safety of neighborhoods	65%	69%	72%	67%	56%	58%	58%	56%
Sidewalk maintenance	65%	66%	NA	NA	NA	NA	NA	NA
Ease of car travel in the City	65%	67%	65%	62%	57%	63%	69%	63%
Street sweeping	59%	60%	58%	49%	47%	51%	55%	57%
City building inspection	59%	59%	59%	45%	41%	44%	45%	NA
Zoning enforcement (weeds, junk cars, trash, etc.)	58%	62%	62%	54%	53%	55%	58%	55%
New street construction and expansion	47%	51%	59%	51%	50%	60%	61%	58%
Ease of bicycle travel in the City	47%	55%	52%	44%	37%	49%	50%	49%
Development of new City parks, open space, and trails	46%	51%	60%	54%	54%	60%	60%	55%
Low income or subsidized housing	42%	38%	43%	38%	41%	44%	42%	41%
Programs at the Arvada Center for the Arts and Humanities	37%	44%	45%	43%	38%	38%	39%	34%
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.)**	29%	35%	35%	34%	27%	27%	30%	25%

Percent "essential" or "very important".

Please note: Prior to 2007, respondents rated these items on a 5-point scale ranging from "less important" to "more important."

*Worded differently in previous years: "Business expansion and recruitment programs," "Street maintenance"

**Facebook and Twitter references were added in 2011

Perceptions of Non-City Government Services

When asked to rate their satisfaction with 12 services provided by agencies other than the City, three-quarters or more of Arvada residents gave positive marks to fire services (80% “very satisfied” or “satisfied”), library services (80%), trash collection (76%), and recreation programs (74%, see *Table 16* on the following page). Assistance programs for the poor and homeless (27%), mental health services (28%), and programs providing health services for the poor (30%) were the non-City services receiving the lowest ratings. A quarter of respondents reported dissatisfaction with curbside or other recycling options and mass transit planning. Another one in five were dissatisfied with providing health services for the poor and assistance programs for the poor and homeless.

It should be noted that between one-third to one-half of respondents selected “don’t know” for these services: youth programs (32%), programs for senior citizens (36%), programs providing health services for the poor (43%), mental health services (48%), and assistance programs for the poor and homeless (43%).

Ten of the 12 non-City services had comparisons available to the national benchmark. Mental health services, which was the second lowest rated service, was given ratings much above the national benchmark. Four services were rated similar to the national benchmark: youth programs, assistance programs for the poor and homeless, cable television services, and recreation programs. The five services that received evaluations lower or much lower than those given by residents in other jurisdictions across the nation were:

- ◆ library services,
- ◆ fire services,
- ◆ trash collection,
- ◆ curbside or other recycling options,
- ◆ and programs for senior citizens.

Eight of the 12 non-City services were available for comparison to the Front Range benchmark. No services were given higher ratings than the Front Range benchmark and one service (assistance programs for the poor and homeless) was rated similar to the benchmark. Seven services received ratings lower or much lower than the Front Range benchmark:

- ◆ library services,
- ◆ fire services,
- ◆ trash collection,
- ◆ curbside or other recycling options,
- ◆ programs for senior citizens,
- ◆ recreation programs,
- ◆ and youth programs.

Table 16: Satisfaction with Non-City Services

Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	National comparison	Front Range comparison
Library services	29%	52%	18%	2%	0%	100%	Below	Much below
Fire services	26%	53%	19%	1%	1%	100%	Much below	Much below
Trash collection	22%	54%	19%	3%	2%	100%	Much below	Much below
Recreation programs	21%	54%	24%	2%	0%	100%	Similar	Below
Curbside or other recycling options	11%	37%	26%	15%	11%	100%	Much below	Much below
Cable television services	10%	45%	25%	13%	7%	100%	Similar	NA
Programs for senior citizens	9%	32%	52%	6%	1%	100%	Much below	Much below
Mass transit planning (rail, bus, etc.)	6%	31%	39%	18%	7%	100%	NA	NA
Programs providing health services for the poor	6%	24%	51%	13%	6%	100%	NA	NA
Youth programs	6%	42%	42%	8%	2%	100%	Similar	Below
Mental health services	6%	21%	59%	9%	4%	100%	Much above	NA
Assistance programs for the poor and homeless	5%	22%	56%	13%	5%	100%	Similar	Similar

Two non-City provided services experienced changes in ratings from 2009 to 2011. Ratings for library services decrease from 2009 to 2011 (86% “very satisfied” or “satisfied” versus 80%, respectively) while satisfaction with programs providing health services for the poor increased over the two-year period (24% versus 30%). Similar evaluations were given for all other non-City services in 2011 and 2009.

Table 17: Satisfaction with Non-City Services Compared Over Time

Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	2011	2009	2007	2005	2003	2001	1999	1997
Fire services	80%	81%	79%	79%	74%	NA	NA	NA
Library services	80%	86%	86%	81%	83%	NA	NA	NA
Trash collection	76%	74%	74%	79%	NA	NA	NA	NA
Recreation programs	74%	71%	NA	NA	NA	NA	NA	NA
Cable television services	55%	58%	54%	57%	51%	54%	35%	37%
Curbside or other recycling options	49%	47%	NA	NA	NA	NA	NA	NA
Youth programs	48%	45%	44%	40%	44%	44%	45%	42%
Programs for senior citizens	40%	40%	40%	41%	35%	43%	49%	47%
Mass transit planning (rail, bus, etc.)	37%	32%	33%	37%	31%	28%	27%	22%
Programs providing health services for the poor	30%	24%	20%	22%	23%	23%	30%	30%
Mental health services	28%	25%	NA	NA	NA	NA	NA	NA
Assistance programs for the poor and homeless	27%	28%	22%	23%	22%	23%	25%	25%

Percent "very satisfied" or "satisfied"

The 12 non-City services were thought to be “essential” or “very important” by more than half of Arvada residents. As in previous years, fire services was viewed as the most important service provided by an agency other than the City (93% said it was at least “very important”), followed by trash collection (82%), and library services (75%). A smaller proportion of respondents believed that programs providing health services for the poor (57%), assistance programs for the poor and homeless (57%), and cable television services (53%) were “essential” or “very important.” One in five residents said that cable television services were not important.

Table 18: Importance of Non-City Services

Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	Essential	Very important	Somewhat important	Not at all important	Total
Fire services	64%	29%	6%	1%	100%
Trash collection	42%	40%	12%	5%	100%
Library services	31%	44%	21%	4%	100%
Youth programs	20%	50%	26%	4%	100%
Mass transit planning (rail, bus, etc.)	25%	40%	27%	8%	100%
Programs for senior citizens	16%	47%	33%	4%	100%
Recreation programs	18%	45%	32%	5%	100%
Curbside or other recycling options	21%	42%	27%	10%	100%
Mental health services	17%	43%	34%	6%	100%
Programs providing health services for the poor	17%	39%	34%	9%	100%
Assistance programs for the poor and homeless	16%	39%	36%	9%	100%
Cable television services	22%	31%	26%	21%	100%

Since 2005, resident priorities generally have stayed the same for non-City services, with fire services being given the highest importance rating and cable television services being viewed as the least important out of the 12 non-City services. Importance ratings for all non-City services were similar in 2011 as in 2009.

Table 19: Importance of Non-City Services Compared Over Time

Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	2011	2009	2007	2005	2003	2001	1999	1997
Fire services	93%	92%	96%	86%	86%	NA	NA	NA
Trash collection	82%	82%	85%	66%	NA	NA	NA	58%
Library services	75%	78%	78%	67%	65%	NA	NA	NA
Youth programs	70%	70%	71%	64%	67%	69%	70%	65%
Mass transit planning (rail, bus, etc.)	65%	69%	69%	66%	62%	62%	56%	54%
Programs for senior citizens	63%	66%	65%	59%	61%	64%	60%	61%
Recreation programs	63%	67%	NA	NA	NA	NA	NA	NA
Curbside or other recycling options	63%	64%	NA	NA	NA	NA	NA	NA
Mental health services	60%	59%	NA	NA	NA	NA	NA	NA
Programs providing health services for the poor	57%	59%	61%	56%	60%	57%	52%	53%
Assistance programs for the poor and homeless	55%	57%	60%	52%	57%	59%	49%	51%
Cable television services	53%	55%	46%	49%	49%	41%	33%	30%

Percent "essential" or "very important"

Please note: Prior to 2007, respondents rated these items on a 5-point scale ranging from "less important" to "more important"

Balancing Quality and Importance

As in past years, ratings of importance were compared to ratings of satisfaction to help guide City staff and officials with decisions on future resource allocation. Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention may need to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of quality (see the chart on the next page). Services were classified as “more important” if they were rated as important by 65% or more residents. Services were rated as “less important” if they received ratings less than 65%. Services receiving a quality evaluation of 55% “very good” or “good” or higher were considered of “higher quality” and those with a rating lower than 55% as “lower quality.” This classification divided the services in half.

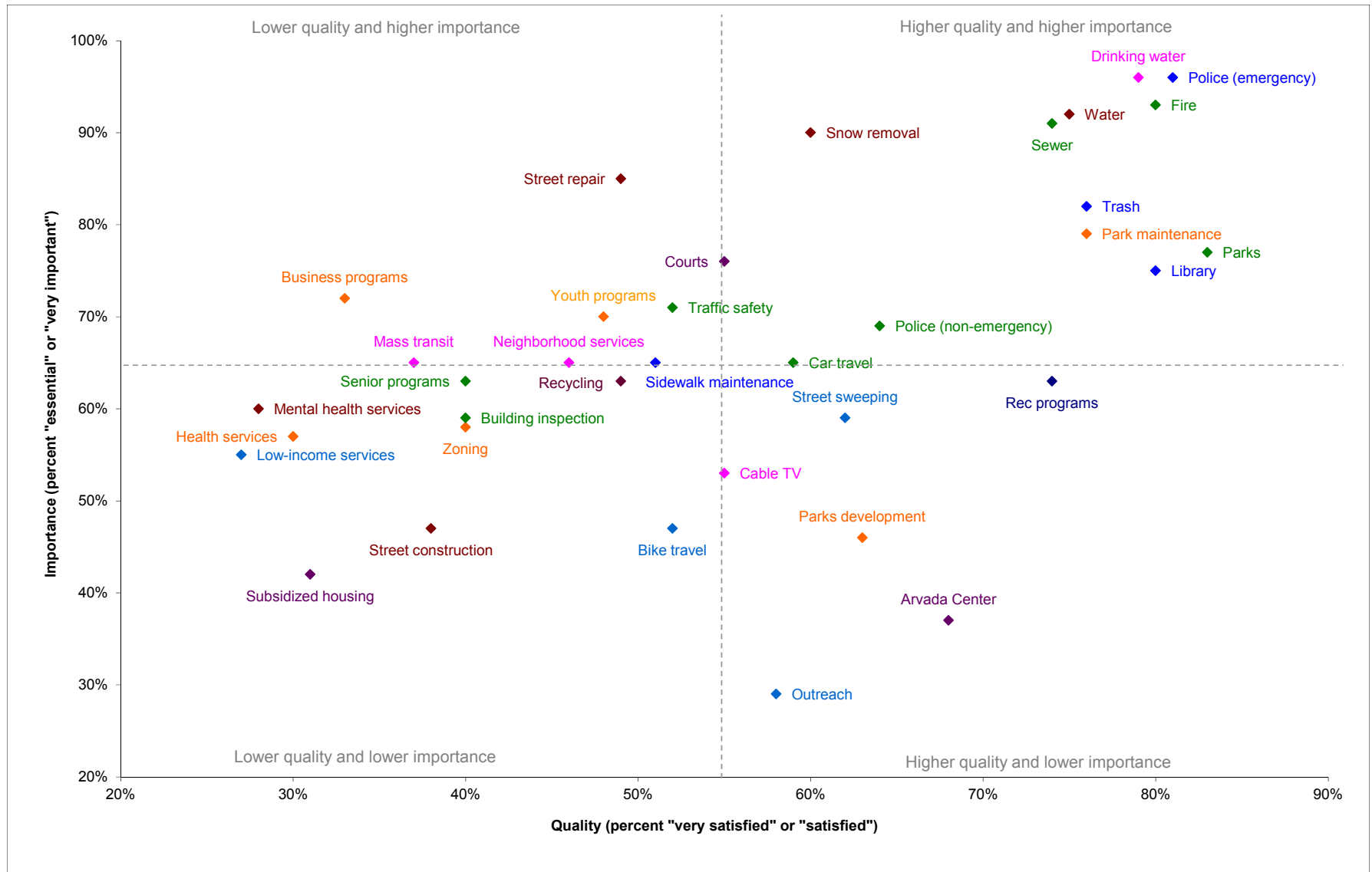
Services which were categorized as higher in importance and higher in quality were: police emergency services; fire services; drinking water quality; water services; sewer services; library services; trash collection; City parks; maintenance of existing City parks, open space, and trails; municipal court services; snow removal or sanding on major streets; police non-emergency, prevention, and education services (Senior Liaison, School and Community Resource Officers, and District Patrols); and ease of car travel in the City. It should be noted that ratings for municipal courts were similar to the national and Front Range benchmarks and increased from 2009 to 2011, which moved this service from higher in importance/lower in quality to higher in importance/higher in quality.

Higher in importance, lower in quality: street patching and repairs; traffic safety (enforcement, education, and engineering); mass transit planning (rail, bus, etc.); programs to attract and keep businesses in Arvada (“business programs”); youth programs; sidewalk maintenance; and programs to deal with appearance and safety of neighborhoods (“neighborhood services”).

Lower in importance, higher in quality: development of new City parks, open space, and trails (“parks development”); street sweeping; programs at the Arvada Center for the Arts and Humanities; cable television services; recreation programs; and City outreach services (KATV Channel 8, Web site, Facebook, Twitter, *The Arvada Report*, water bill inserts, etc.).

Lower in importance, lower in quality: programs for senior citizens; ease of bicycle travel in the City; programs providing health services for the poor (“health services”); assistance programs for the poor and homeless (“low-income services”); zoning enforcement (weeds, junk cars, trash, etc.); new street construction and expansion; City building inspection; curbside or other recycling options; and low income or subsidized housing.

Figure 17: Balancing Quality and Importance



Street patching and repairs and youth programs have been considered of higher importance and lower quality by residents since these questions were first asked in 1997. Traffic safety has been in this category since 2001, and programs to deal with appearance and safety of neighborhoods have been considered higher in importance and lower in quality since 2005. Programs to attract and keep businesses in Arvada has been categorized as higher in importance and lower in quality since 2009. Joining this list of services for the first time was sidewalk maintenance, which was recently added to the survey in 2009.

Table 20: Comparison of Services with Higher Importance and Lower Quality Ratings Over Time

Service	2011	2009	2007	2005	2003	2001	1999	1997
Street patching and repairs*	X	X	X	X	X	X	X	X
Youth programs	X	X	X	X	X	X	X	X
Traffic safety (enforcement, education, and engineering)*	X	X	X	X	X	X		X
Ease of car travel in the City				X	X	X	X	X
Programs for senior citizens				X	X	X	X	X
Programs to deal with appearance and safety of neighborhoods	X	X	X	X		X	X	
Municipal court services		X		X				
Programs to attract and keep businesses in Arvada	X	X						
Mass transit planning (rail, bus, etc.)	X	X						
Snow removal or sanding on major streets			X					
Sidewalk maintenance	X							

*Worded differently before 2005

Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety, as has occurred here over the years.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline. However, key driver analysis reveals that frequent flier perks or in-flight entertainment predicts customer buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services. And core services are important. But the Key Driver Analysis digs deeper to identify the less obvious, but nevertheless influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Arvada by examining the relationships between ratings of each service and ratings of satisfaction with the City of Arvada's overall services. Those key driver services that correlated most highly with residents' perceptions about overall satisfaction with City service have been identified. By targeting improvements in key services, the City of Arvada can focus on the services that have the greatest likelihood of influencing residents' satisfaction with City services overall.

The 2011 City of Arvada Action Chart™ on the following page combines three dimensions of performance:

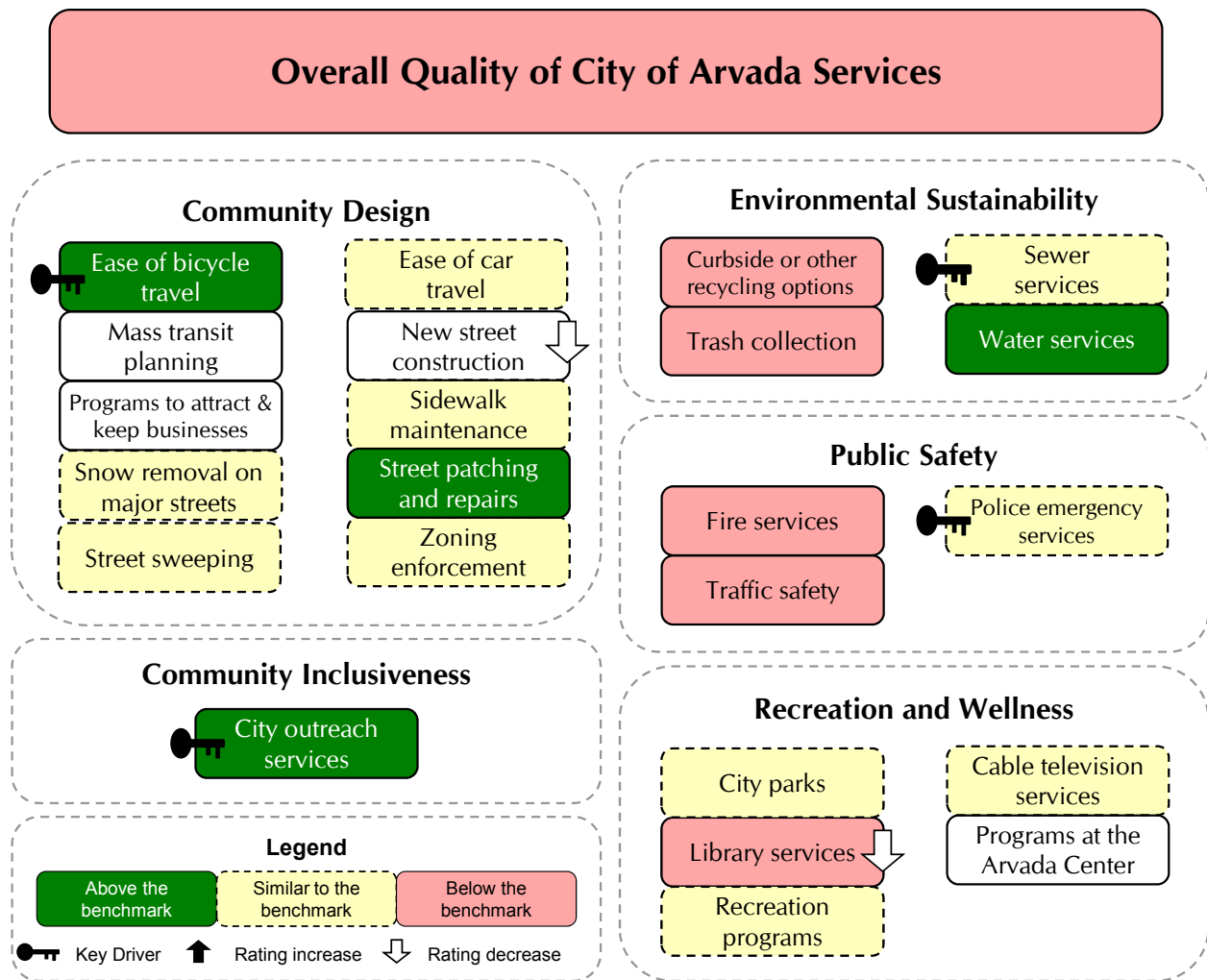
- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

Twenty-three services were included in the KDA for the City of Arvada in 2011. Four of these services were identified as key drivers for the City: sewer services, police emergency services, ease of bicycle travel in the city, and City outreach services. Ease of bike travel and City outreach were above the national benchmark while police emergency services and sewer services were rated similar to the national benchmark. Evaluations for these key drivers remained stable from 2009 to 2011.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are either below or similar to the benchmark or are trending down. In the case of Arvada, no key drivers were below the benchmark or showed declines in the trend line. However, sewer services and police emergency services emerged as the services on which the City could potentially focus attention and resources, as they were key drivers that were similar to the national benchmark.

Services with a high percent of respondents answering “don’t know” (i.e., more than 30%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B: Responses to Survey Questions* for the percent “don’t know” for each service.

Figure 18: The City of Arvada Action Chart™ 2011



City Employees

For more than a decade, about half of survey respondents (53%) reported having had phone, online, or in-person contact with a City employee in the last 12 months. Of those who had contact with the City, half contacted the Police Department (54%), and one in five contacted water/sewer (20%), the Arvada Center (20%), parks/golf (19%), and animal control (17%). Community Development (2%) and Economic Development (2%) were the least contacted departments.

Figure 19: Contact with City Employees Compared Over Time

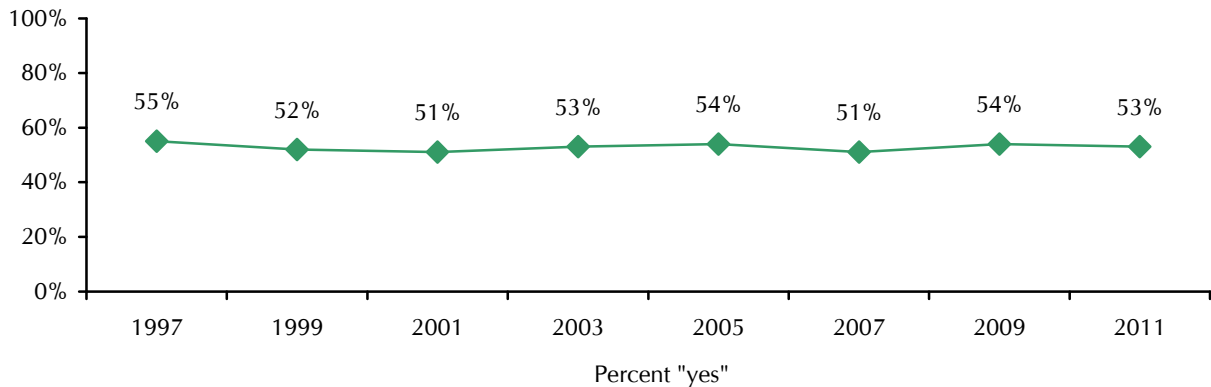


Table 21: Departments Contacted in the Last 12 Months Compared Over Time

With which of the following departments have you had contact in the last 12 months?	2011	2009	2007	2005	2003	2001	1997
Police	54%	54%	58%	54%	56%	59%	44%
Water/Sewer	21%	20%	16%	19%	28%	18%	13%
Arvada Center	20%	22%	24%	23%	20%	22%	0%
Parks/Golf	19%	24%	23%	16%	16%	26%	0%
Animal Control	17%	17%	18%	22%	19%	21%	1%
Building Inspection	16%	18%	11%	12%	11%	11%	3%
Water Billing	14%	15%	10%	11%	15%	10%	0%
Code Enforcement	12%	13%	16%	15%	15%	12%	0%
City Clerk/Passport	10%	11%	14%	12%	0%	0%	0%
Municipal Court	7%	10%	9%	8%	10%	11%	8%
Housing	7%	6%	3%	3%	5%	5%	0%
Human Resources	6%	2%	5%	9%	6%	6%	0%
Sales Tax	5%	5%	4%	6%	6%	5%	0%
City Manager's Office	5%	4%	3%	5%	6%	9%	7%
Streets/Snow Removal	5%	10%	12%	4%	7%	6%	0%
Traffic Engineering	4%	3%	0%	0%	0%	0%	0%
City Attorney/Prosecutor	3%	3%	4%	5%	5%	0%	0%
Economic Development	2%	1%	2%	6%	2%	3%	0%
Community Development	2%	5%	3%	5%	3%	4%	13%
Other	11%	11%	11%	6%	6%	7%	10%

Total may exceed 100% as respondents could give more than one answer.

Please note: Percentages shown are of those who reported having contact with a City employee.

Those who had contact with a City employee in the 12 months prior to the survey were asked to evaluate their interactions. Of those who had contact, a majority gave positive assessments to their interaction with the employee. Nine in 10 respondents said that the employee was knowledgeable (90% “very good” or “good”) and had a professional attitude (87%). Eighty-three percent felt that the employee was willing to help or understand and 77% of residents said that the employee made them feel valued as a citizen or customer. Overall, 82% of respondents’ impressions of employees were believed to at least “good.”

The four characteristics of employees that could be compared to the national benchmark were rated higher or much higher. Employee knowledge and the overall impression were available for comparison to the Front Range benchmark and both received ratings above those given by residents in other Front Range jurisdictions.

Table 22: City Employee Ratings

What was your impression of City employees in your most recent contact?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Knowledgeable	45%	44%	7%	3%	0%	100%	Much above	Above
Professional attitude	49%	39%	9%	3%	1%	100%	NA	NA
Willingness to help or understand	49%	34%	10%	4%	2%	100%	Much above	NA
Making you feel valued as a citizen/customer	44%	33%	14%	6%	3%	100%	Above	NA
Overall impression	47%	35%	11%	6%	1%	100%	Much above	Above

Please note: Percentages shown are of those who reported having contact with a City employee.

While ratings of all employee interactions saw slight improvements from 2009 to 2011, the characteristic that saw the largest improvement was the knowledge of the employee (82% “very good” or “good” in 2009 versus 90% in 2011).

Table 23: City Employee Ratings Compared Over Time

What was your impression of City employees in your most recent contact?	2011	2009	2007	2005	2003	2001	1999	1997
Knowledgeable	90%	82%	83%	81%	83%	82%	83%	81%
Professional attitude	87%	83%	84%	78%	82%	83%	81%	80%
Willingness to help or understand	83%	79%	78%	74%	75%	77%	76%	75%
Making you feel valued as a citizen/customer	77%	73%	74%	68%	66%	68%	NA	NA
Overall impression	82%	78%	79%	74%	77%	78%	78%	77%

Please note: Percentages shown are of those who reported having contact with a City employee.

As in 2009, in 2011 one-third of survey respondents reported having contact with the police or municipal courts in the prior 12 months. Twenty-two percent of respondents who contacted police or municipal courts said it was to get help for solving a problem, 18% said they contacted police regarding a traffic ticket, 18% said they were a victim of a crime, and 32% gave "other" reasons for contacting the police and courts. When compared to 2009, the reasons given for contacting police and courts remained the same in 2011.

Figure 20: Contact with the Police or Municipal Courts

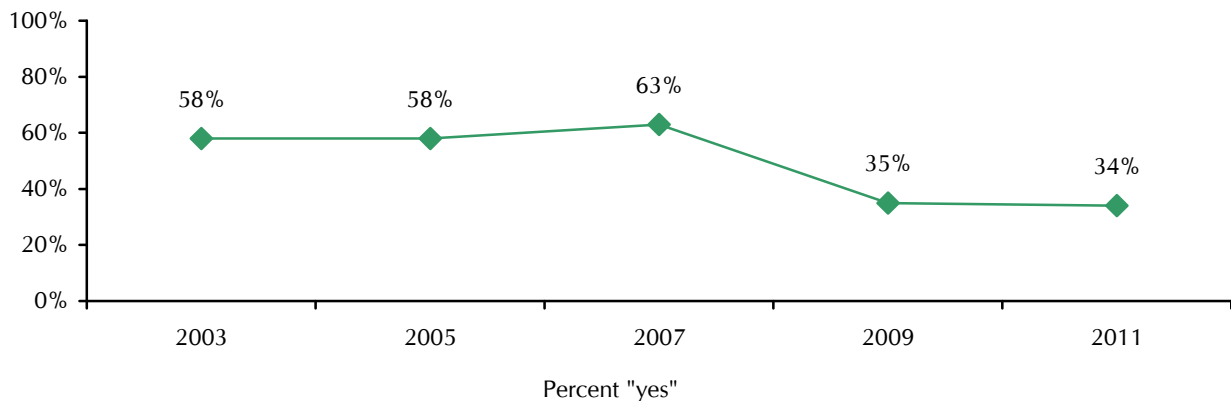


Figure 21: Reason for Contact with Police or Municipal Courts

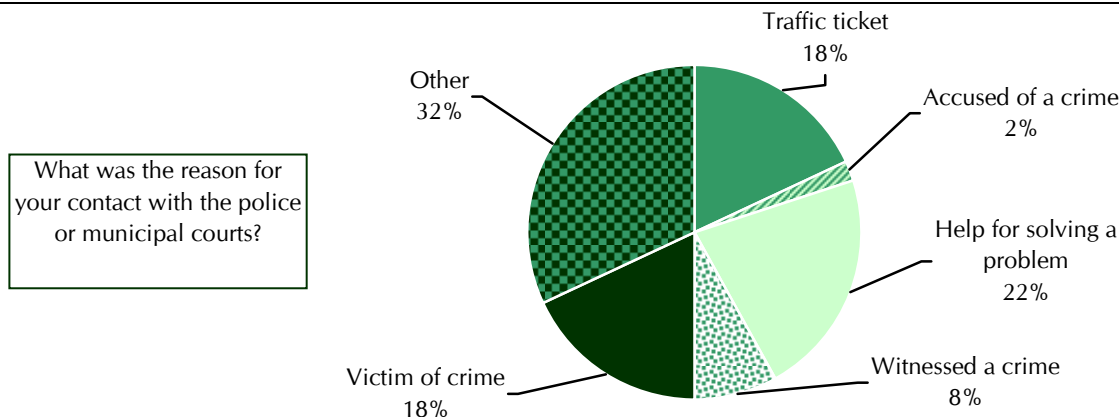


Table 24: Reason for Contact with Police or Municipal Courts Compared Over Time

What was the reason for your contact with the police or municipal courts?	2011	2009	2007	2005	2003	2001	1999	1997
Traffic ticket	18%	23%	14%	18%	13%	6%	13%	12%
Accused of a crime	2%	3%	2%	4%	3%	2%	5%	4%
Help for solving a problem	22%	18%	25%	22%	20%	31%	28%	0%
Witnessed a crime	8%	5%	7%	6%	9%	8%	9%	10%
Victim of crime	18%	19%	17%	18%	20%	19%	15%	23%
Other	32%	32%	36%	33%	35%	33%	30%	52%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Percent of respondents

Please note: Percentages shown are of those who reported having had contact with police or municipal courts.

Residents who had contact with police or municipal courts in the last 12 months were asked to rate the conduct of the City prosecutors, police officers, and the judge on the case. Eight in 10 residents believed that the conduct of police officers on the case was “very” or “somewhat” fair. Three-quarters of residents said that the City prosecutors’ and judge’s conduct was “very” or “somewhat” fair. One-quarter or less of respondents reported that the conduct of law enforcement officials on their case was unfair.

Three-quarters of respondents said they did not know how to rate the fairness of conduct for either the judge or the City prosecutors on the case; only one-quarter of respondents had an opinion about these two questions.

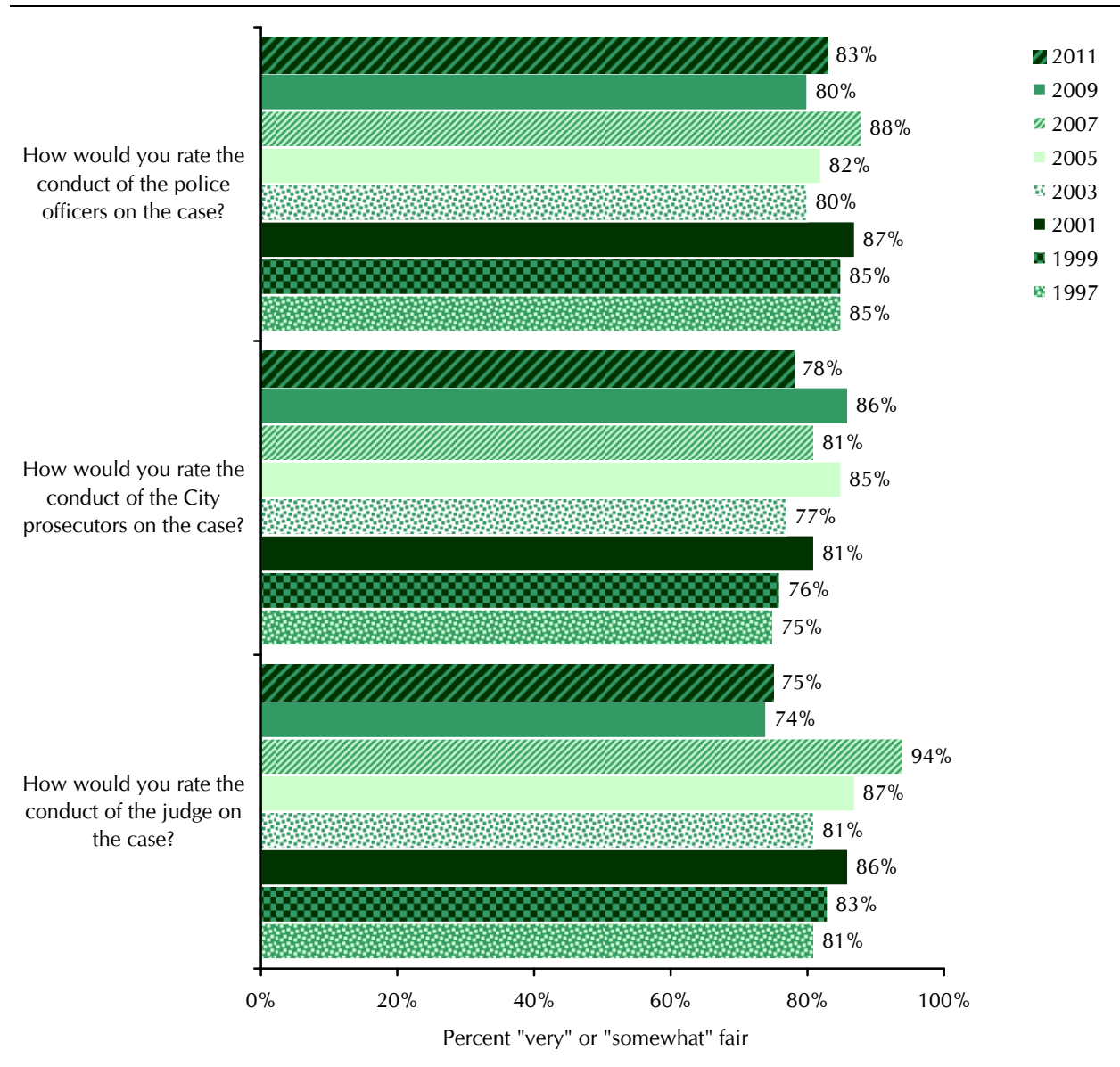
Table 25: Law Enforcement Ratings

Please circle the number that best describes your opinion for each of the following questions:	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Total
How would you rate the conduct of the police officers on the case?	64%	19%	11%	6%	100%
How would you rate the conduct of the City prosecutors on the case?	43%	35%	8%	13%	100%
How would you rate the conduct of the judge on the case?	49%	25%	19%	6%	100%

Please note: Percentages shown are of those who reported having had contact with police or municipal courts and those who had an opinion about the conduct of law enforcement officials.

Respondents' assessments of the conduct of police officers and judges were stable from 2009 to 2011. However, evaluations of the conduct of the City prosecutors on the case decreased some from 2009 to 2011 (86% "very" or "somewhat" fair in 2009 versus 78% in 2011).

Figure 22: Law Enforcement Ratings Compared Over Time



Public Trust

Arvada residents were given a list of seven statements about the City government and asked the extent to which they agreed or disagreed with each. Respondents voiced the most agreement with City employees trying to do quality work (76%), followed by being pleased with the overall direction the City is taking (65%), and receiving good value for the taxes paid (65%). Six in 10 residents “strongly” or “somewhat” agreed that the City government welcomes citizen involvement. Half agreed that they were well informed on major City issues (51%) and that the government was run for the benefit of all people (48%). Fewer respondents agreed that elected officials cared what people like them thought (43%), with one-quarter disagreeing with this statement.

Five of the seven statements about trust in government could be compared to the national and Front Range benchmarks. Ratings for the overall direction the City is taking, value for taxes paid, and the government is run for the benefit of all people were much above or above the national and Front Range benchmarks. The government welcoming citizen involvement was above the national average and similar to the Front Range, while ratings for believing that elected officials care what people like them think was similar to ratings given across the country and in the Front Range.

Table 26: Public Trust Ratings

Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	National comparison	Front Range comparison
City of Arvada employees really try to do quality work	32%	44%	21%	2%	0%	100%	NA	NA
I am pleased with the overall direction that the City is taking	19%	45%	27%	7%	2%	100%	Much above	Much above
I receive good value for the City taxes I pay	24%	41%	25%	8%	1%	100%	Much above	Much above
Arvada City government welcomes citizen involvement	19%	40%	34%	6%	2%	100%	Above	Similar
I am well informed on major issues in the City of Arvada	13%	38%	34%	11%	4%	100%	NA	NA
Government is really run for the benefit of all the people	15%	33%	32%	14%	6%	100%	Above	Above
Most elected officials care what people like me think	9%	35%	31%	14%	12%	100%	Similar	Similar

In general, evaluations of public trust in 2011 were similar to those given in 2009. Although not significant, slight increases were seen in residents' agreement with being pleased with the overall direction the City is taking (60% agreed in 2009 versus 65% in 2011) and the government welcoming citizen involvement (54% versus 59%).

Table 27: Public Trust Ratings Compared Over Time

Please rate the following statements by circling the number that most closely represents your opinion:	2011	2009	2007	2005	2003	2001	1999	1997
City of Arvada employees really try to do quality work	76%	78%	75%	70%	70%	63%	69%	58%
I am pleased with the overall direction that the City is taking	65%	60%	60%	59%	52%	51%	49%	35%
I receive good value for the City taxes I pay	65%	62%	63%	58%	52%	52%	55%	43%
Arvada City government welcomes citizen involvement	59%	54%	57%	56%	51%	51%	50%	51%
I am well informed on major issues in the City of Arvada	51%	48%	48%	51%	43%	37%	37%	31%
Government is really run for the benefit of all the people	48%	49%	48%	47%	41%	40%	39%	34%
Most elected officials care what people like me think	43%	43%	40%	41%	32%	32%	33%	33%

Percent "strongly" or "somewhat" agree

Comparisons of Responses by Geographic Area of Residence

When compared by Council District, a higher proportion of residents living in District 3 than in other districts agreed that they received good value for the taxes they paid and that elected officials cared what they thought (see *Appendix C: Responses to Selected Survey Questions by Geography*). Respondents from Districts 1 and 4 and those living in Police Sector D were less likely to be pleased with the overall direction the City is taking than were those in Districts 2 and 3 and the other Police Sectors.

Issues Affecting Arvada

Respondent perceptions about potential problems in Arvada were gauged. Household financial status, the economic impact on residents, and growth management and development were other topics covered on the survey. Resident perspectives about these issues are important for city governments to uncover and address to increase the quality of community life and well-being of residents.

Problem Ratings

When asked how much of a problem, if at all, a list of 13 different potential problems were in Arvada, respondents reported that the biggest problems facing Arvada were lack of mass transit service (22% “major” or “extreme” problem), employment opportunities (19%), and home foreclosures (15%). About 1 in 10 respondents believed that traffic congestion (14%), violation of traffic laws (11%), and growth (10%) were at least a “major” problem in Arvada. Only 2% of respondents thought that crime and flooding were “major” or “extreme” problems. Half of residents (49%) felt that flooding was “not a problem” and one-third said that lack of housing options for senior citizens (35%), lack of entry-level housing (31%), and growth (30%) were not problems in the city.

Table 28: Perception of Potential Problems Impacting Arvada

To what degree are the following a problem in Arvada:	Not a problem	Minor problem	Important problem	Major problem	Extreme problem	Total
Lack of mass transit service	23%	32%	24%	16%	6%	100%
Employment opportunities	11%	35%	35%	14%	5%	100%
Home foreclosures	11%	32%	42%	11%	4%	100%
Traffic congestion	18%	41%	28%	11%	2%	100%
Violation of traffic laws	23%	43%	23%	9%	3%	100%
Growth	30%	34%	26%	7%	3%	100%
Lack of entry-level housing	31%	38%	21%	7%	2%	100%
Lack of housing options for senior citizens	35%	34%	22%	7%	2%	100%
Residential property maintenance	25%	39%	27%	7%	2%	100%
Loitering youth	24%	47%	22%	6%	1%	100%
Identity theft	28%	36%	28%	6%	2%	100%
Crime	13%	59%	26%	2%	0%	100%
Flooding	49%	40%	9%	2%	0%	100%

When comparing ratings given to the potential problems in 2009 versus 2011, results remained steady.

Table 29: Perception of Potential Problems Impacting Arvada Compared Over Time

To what degree are the following a problem in Arvada:	2011	2009	2007	2005	2003	2001	1999	1997
Lack of mass transit service	22%	23%	27%	21%	17%	28%	24%	NA
Employment opportunities	19%	20%	17%	18%	20%	13%	12%	15%
Home foreclosures	15%	18%	NA	NA	NA	NA	NA	NA
Traffic congestion	14%	16%	22%	23%	25%	32%	40%	37%
Violation of traffic laws	11%	11%	14%	15%	18%	NA	NA	NA
Growth	10%	13%	22%	28%	29%	38%	44%	45%
Lack of entry-level housing	9%	11%	16%	15%	18%	25%	20%	NA
Lack of housing options for senior citizens	9%	7%	12%	12%	13%	15%	12%	NA
Residential property maintenance	9%	10%	14%	NA	NA	NA	NA	NA
Loitering youth	8%	7%	9%	10%	9%	10%	11%	13%
Identity theft	8%	11%	14%	14%	NA	NA	NA	NA
Crime	2%	2%	3%	5%	3%	2%	2%	4%
Flooding	2%	2%	2%	2%	2%	3%	NA	NA

Percent "major" or "extreme" problem.

Comparisons of Responses by Geographic Area of Residence

Comparisons of a subset of potential problems were made by Council District and Police Sector. Residents in Council District 2 tended to rate lack of housing options for seniors as more problematic than did residents in other Council Districts. Those living in Police Sector B believed that loitering youth were more of a problem than did residents in other Police Sectors, while those living in Police Sector A were more likely to think that traffic congestion was a problem (see *Appendix C: Responses to Selected Survey Questions by Geography* for more information).

The Economy

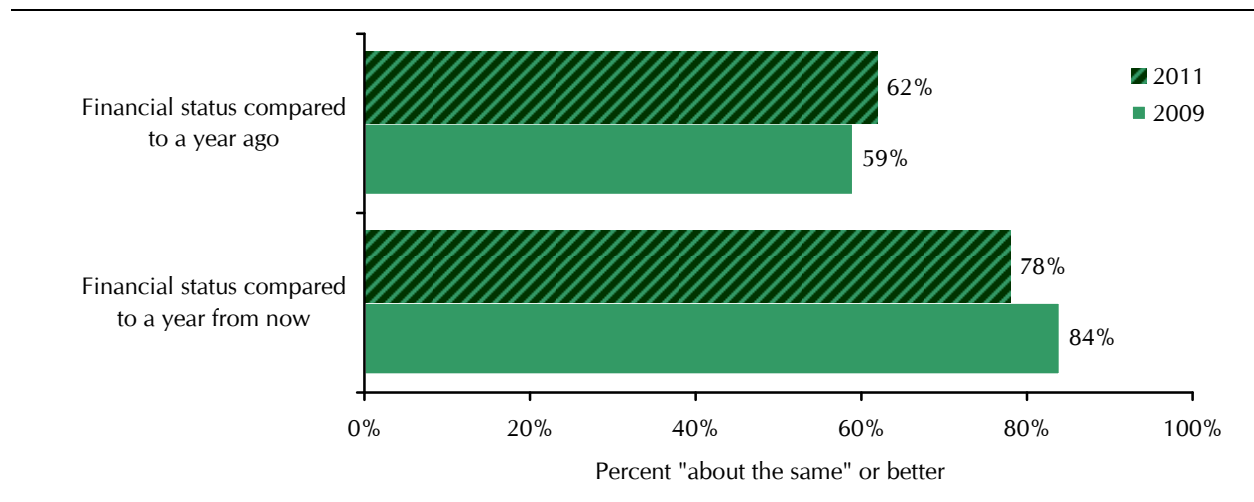
Assessments of the economic status and impact of the economy on Arvada households were captured through the survey. About equal proportions of residents believed that they were worse off (38%) or about the same (41%) financially than they were a year ago. One in five said that they were better off now than they were a year ago. About twice as many respondents felt that they were “much worse” off now than they were a year ago than did those who reported they were “much better” off. When asked if they thought they would be better or worse off financially a year from now, respondents had a brighter outlook. More residents felt they would be better off (30%) than worse off (22%), and about half thought their financial status would be about the same a year from now (48%).

Table 30: Evaluation of Household Financial Status

Please circle the number that best represents your answer. Would you say that you (and your household)...	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Total
Are better off or worse off financially than you were a year ago	4%	16%	41%	27%	11%	100%
Will be better off or worse off financially a year from now	6%	24%	48%	17%	5%	100%

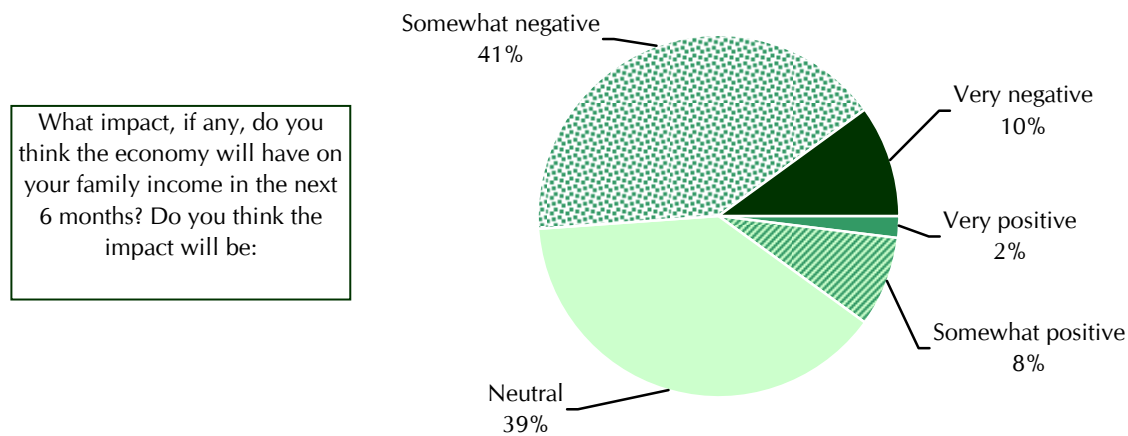
The 2011 responses for these questions were compared to those given in 2009, the first year these questions were asked, and evaluations of household financial status now compared to a year ago were similar. However, fewer residents in 2011 than in 2009 felt that they would be about the same or better off financially a year from now (78% versus 84%, respectively).

Figure 23: Household Financial Status Compared Over Time



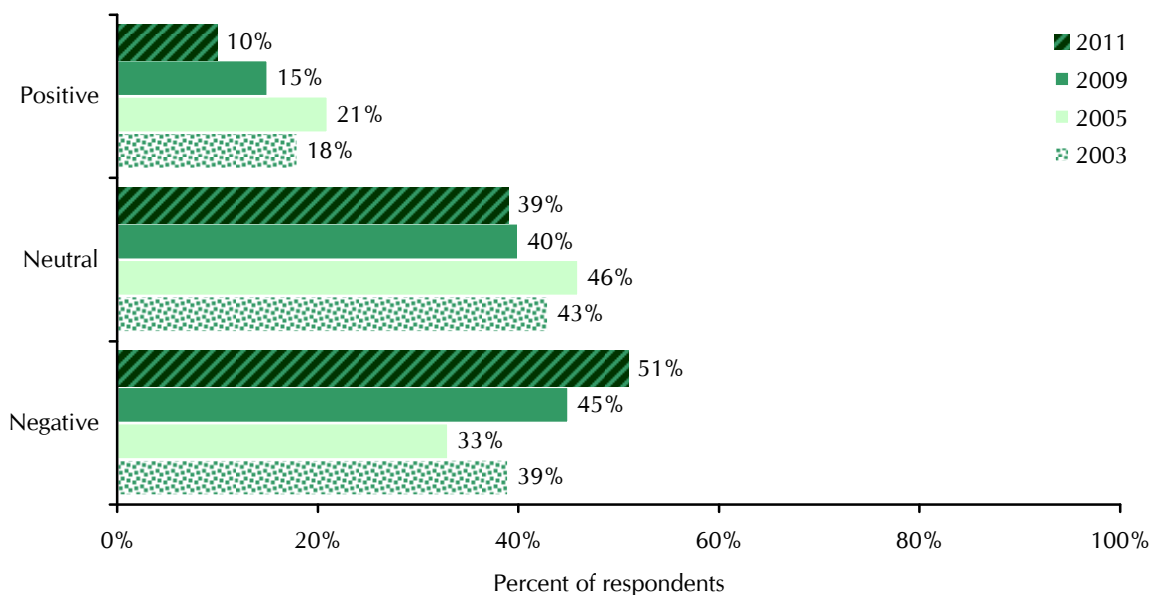
One in 10 respondents believed that the economy would have a “very” or “somewhat” positive impact on their family income in the six months following the survey, while half said that the economy would impact their family income negatively (41% “somewhat” and 10% “very” negative). Thirty-nine percent reported that there would be no impact (“neutral”) on their family income over the following six months due to the economy. When compared to the national and Front Range benchmarks, Arvada residents were more concerned about the impact of the economy on their household income over the six months following the survey.

Figure 24: Impact of Economy on Household Income



In 2011 compared to 2009, more respondents believed the economy would have a negative impact on their household income (51% versus 45%, respectively). This has been a deepening trend since 2005.

Figure 25: Economic Impact on Household Income Compared Over Time



Please note: Economic impact was not assessed on the 2007 survey.

Growth Management and Development

Respondents were asked to evaluate the rates of growth and development in Arvada. For most types of growth, about half or more of residents believed the rate of growth was “about right.” However, only one-quarter of respondents felt that the rate of job growth was “about right;” in fact, three-quarters said it was “somewhat” or “much” too slow. Thirty-five percent of residents thought that the rate of residential growth was “somewhat” or “much” too fast, and 10% or fewer said that the rates of the other types of growth were too fast.

Table 31: Opinions on the Current Rate of Growth in Arvada

What do you think about the current rate of the following types of growth in Arvada?	Much too fast	Somewhat too fast	About right	Somewhat too slow	Much too slow	Total
Residential growth	11%	24%	59%	5%	0%	100%
Retail (shopping) growth	2%	8%	47%	33%	10%	100%
Job growth	0%	1%	22%	54%	23%	100%
Light industrial/manufacturing	1%	3%	48%	32%	15%	100%
Professional offices	2%	7%	62%	23%	7%	100%
Recreational/entertainment	1%	3%	66%	25%	5%	100%

Since 2007, concerns about the rates of residential growth being too fast have decreased (61% in 2007 versus 35% in 2011). The same was true for retail growth being too fast (24% in 2007 versus 10% in 2011). Concerns about job growth being too slow have steadily increased from 2007 to 2011 (57% versus 77%, respectively). Opinions about the rate of growth for the other types of industries have remained stable from 2009 to 2011.

Table 32: Opinions on the Current Rate of Growth in Arvada Compared Over Time

What do you think about the current rate of the following types of growth in Arvada?		2011	2009	2007	2005	2003	2001	1999	1997
Residential growth	Too fast	35%	46%	61%	66%	61%	70%	75%	72%
	About right	59%	50%	37%	33%	37%	28%	24%	27%
	Too slow	6%	3%	1%	2%	2%	1%	1%	1%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
Retail (shopping) growth	Too fast	10%	18%	24%	24%	22%	28%	31%	28%
	About right	47%	43%	46%	46%	49%	40%	44%	43%
	Too slow	43%	39%	30%	30%	29%	32%	25%	29%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
Job growth	Too fast	1%	1%	2%	2%	2%	4%	7%	7%
	About right	22%	30%	40%	40%	31%	48%	56%	49%
	Too slow	77%	69%	57%	58%	67%	49%	37%	44%
	Total	100%	100%	100%	100%	100%	100%	100%	100%
Light industrial/manufacturing	Too fast	4%	7%	8%	9%	8%	12%	13%	NA
	About right	48%	51%	63%	60%	59%	63%	64%	NA
	Too slow	47%	42%	29%	31%	33%	25%	23%	NA
	Total	100%	100%	100%	100%	100%	100%	100%	NA
Professional offices	Too fast	9%	14%	11%	14%	11%	12%	16%	NA
	About right	62%	57%	63%	64%	65%	66%	61%	NA
	Too slow	30%	29%	26%	22%	24%	22%	23%	NA
	Total	100%	100%	100%	100%	100%	100%	100%	NA
Recreational/entertainment	Too fast	4%	4%	4%	6%	7%	5%	NA	NA
	About right	66%	63%	62%	64%	63%	65%	NA	NA
	Too slow	30%	33%	33%	30%	30%	30%	NA	NA
	Total	100%	100%	100%	100%	100%	100%	NA	NA

For more than a decade, the survey has measured attitudes about the quality and variety of residential and business/retail development. Six in 10 respondents said that the quality of residential development was “very good” or “good.” The quality of business/retail development (45%) and the variety of residential development (42%) was rated as “good” or better by two out of five residents. Thirty-four percent stated that the variety of business/retail development was at least “good” (34%), with 18% saying it was “bad” or “very bad.”

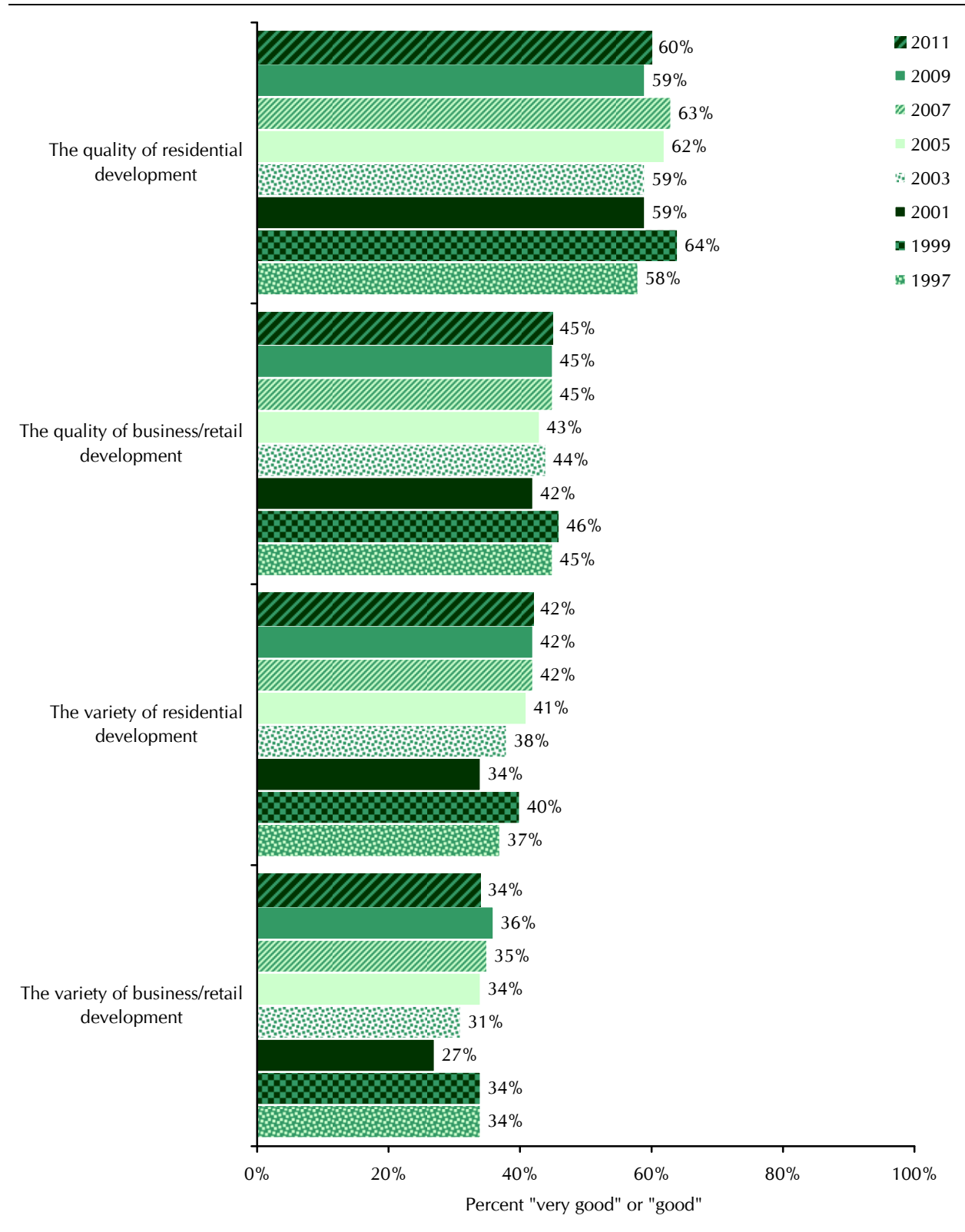
National benchmark comparisons were available for opinions about the quality of residential and business/retail development. Both were much below the national average. Front Range comparisons were not available.

Table 33: Quality and Variety of Development in Arvada

Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
The quality of residential development	7%	54%	34%	4%	1%	100%	Much below	NA
The quality of business/retail development	4%	41%	42%	11%	2%	100%	Much below	NA
The variety of residential development	4%	38%	48%	9%	1%	100%	NA	NA
The variety of business/retail development	2%	32%	47%	16%	2%	100%	NA	NA

Ratings for the quality and variety of development mostly have remained stable since 1997.

Figure 26: Quality and Variety of Development in Arvada Compared Over Time



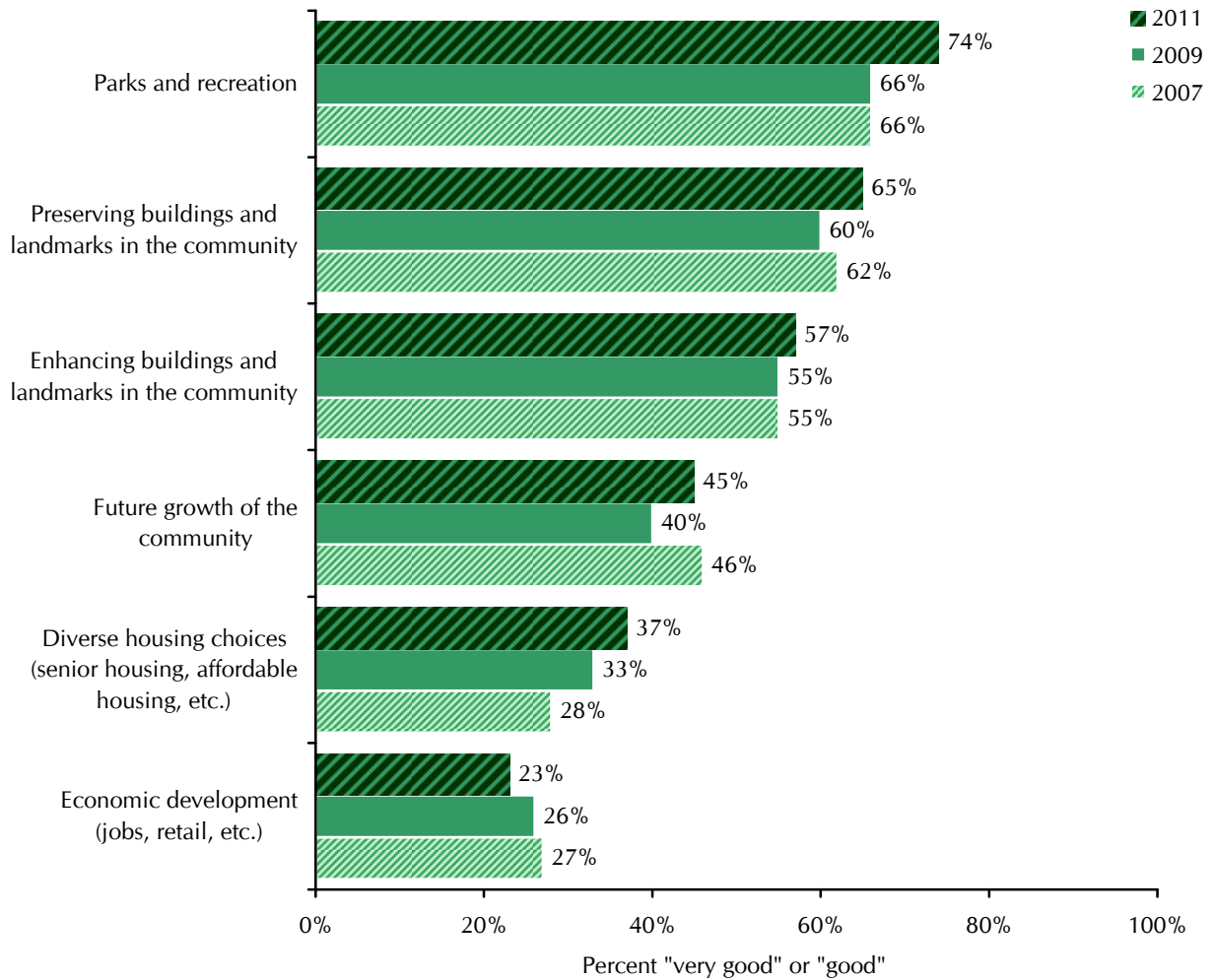
In addition to assessing the rates of different types of growth, respondents were asked to rate the City's ability to plan for growth in a variety of ways. Planning for parks and recreation topped the list and was viewed as "very good" or "good" by three-quarters of respondents. Two-thirds felt that the City was "good" or better at planning to preserve buildings and landmarks in the community, and another 6 in 10 said that the City did a "very good" or "good" job enhancing buildings and landmarks in the community. Fewer respondents (23%) stated that the City's ability to plan for economic development was "good" or better, with 30% rating it as "bad" or "very bad."

Table 34: Arvada City Government's Ability to Plan for Growth

How do you rate the ability of the Arvada City Government to plan for the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Parks and recreation	23%	50%	23%	3%	1%	100%
Preserving buildings and landmarks in the community	15%	49%	31%	4%	0%	100%
Enhancing buildings and landmarks in the community	13%	43%	37%	5%	1%	100%
Future growth of the community	7%	38%	40%	11%	4%	100%
Diverse housing choices (senior housing, affordable housing, etc.)	5%	31%	48%	13%	3%	100%
Economic development (jobs, retail, etc.)	4%	19%	46%	23%	7%	100%

While ratings for the City’s ability to plan for growth in several areas saw slight increases from 2009 to 2011, a significant increase was seen in the City’s ability to plan for parks and recreation (66% “very good” or “good” in 2009 versus 74% in 2011).

Figure 27: Arvada City Government's Ability to Plan for Growth Compared Over Time



Eighty percent of Arvada residents supported more retail development in the City. Fifteen percent of respondents “somewhat” opposed and only 4% strongly opposed this initiative. This was similar to ratings given in 2009 and is the largest percent of support since this question was first asked in 1997.

Figure 28: Support for or Opposition to More Retail Development in Arvada

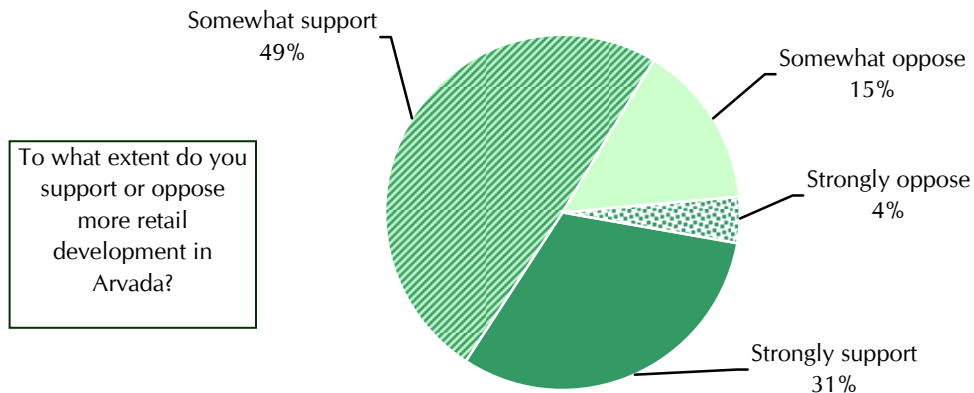
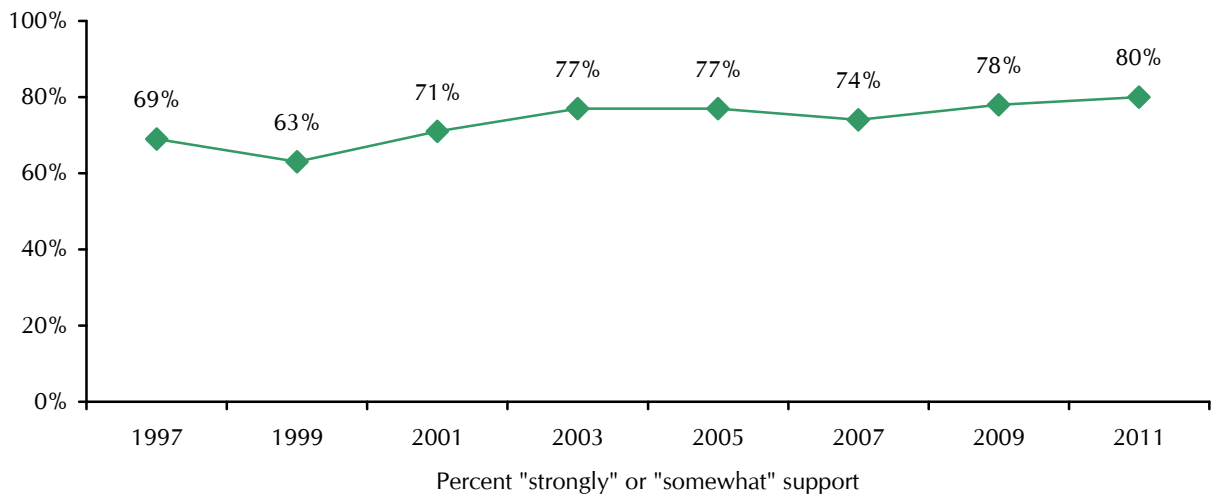


Figure 29: Support for More Retail Development in Arvada



Please note: Prior to 2007, this question was worded as "business development"

Half of respondents said that, if given the choice, it was “essential” or “very important” to them to shop in Arvada as opposed to another city or on the Internet. All things being equal, 36% of respondents said it was “somewhat important” to them to shop in Arvada and 14% said it was “not at all important.” More residents in 2011 than in 2009 felt it was “essential” or “very important” to shop in Arvada versus elsewhere.

Figure 30: Shopping Preferences

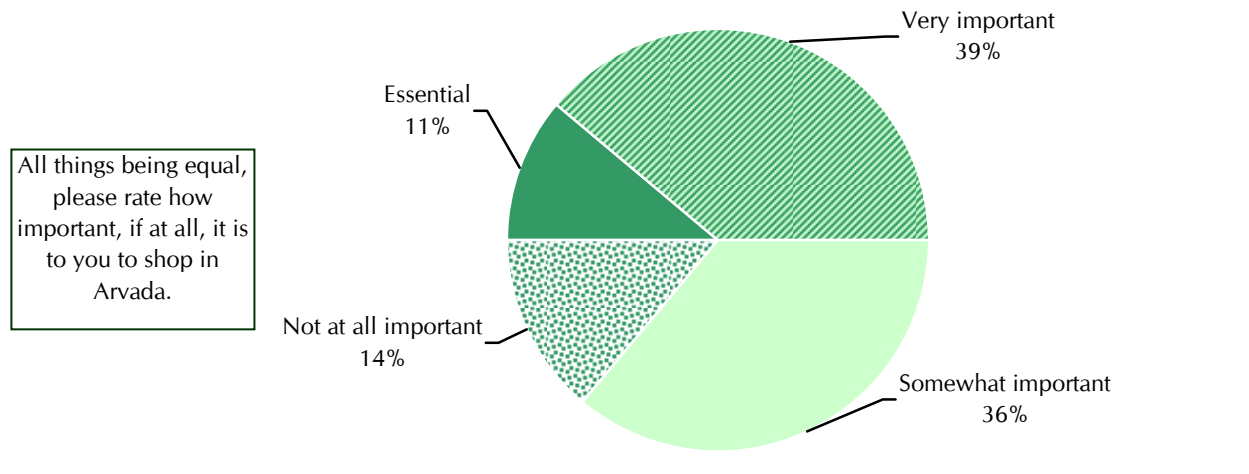
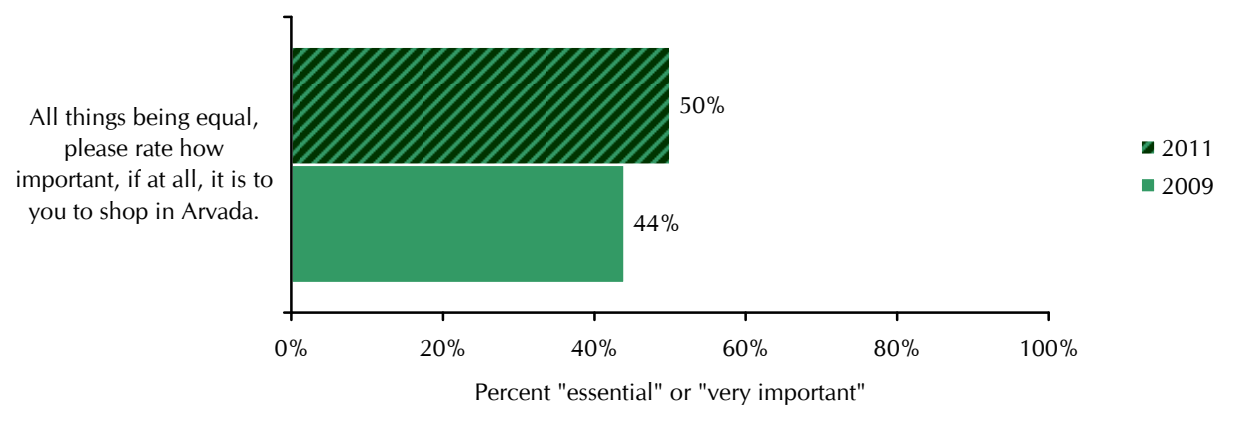


Figure 31: Importance of Shopping in Arvada Compared Over Time

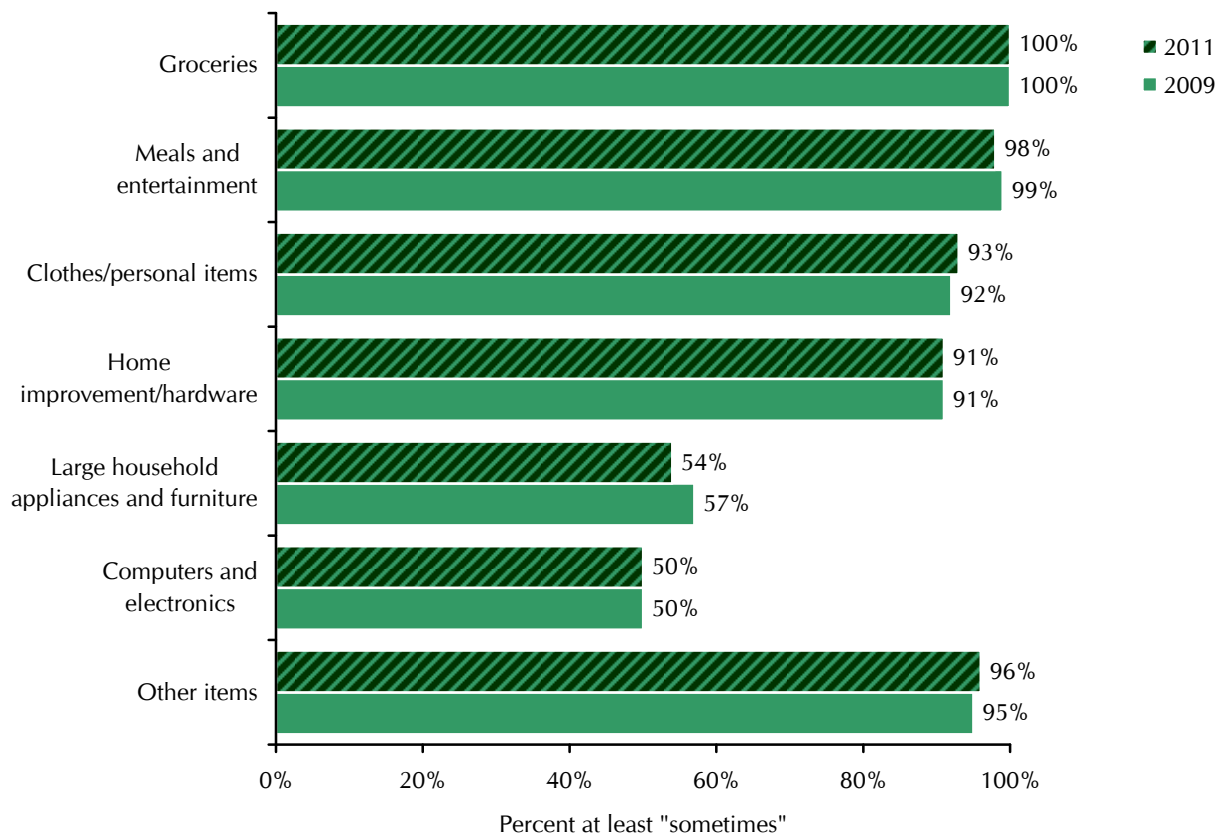


All or nearly all respondents reported that they had purchased groceries and meals and entertainment in Arvada (100% and 98%, respectively), with three-quarters “always” buying their groceries in the city. Purchasing clothes/personal items (93%) and home improvement/hardware items (91%) in the city was done at least “sometimes” by 9 in 10 Arvada residents. Fewer respondents, but still half, purchased large household appliances (54%) and computers and electronics (50%) in Arvada. Residents’ purchasing habits in 2011 were similar to those in 2009.

Table 35: Frequency of Purchases Made In Arvada

In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?	Always	Frequently	Sometimes	Never	Total
Groceries	74%	22%	3%	0%	100%
Clothes/personal items	13%	43%	37%	7%	100%
Meals and entertainment	14%	60%	24%	2%	100%
Large household appliances and furniture	7%	12%	34%	46%	100%
Computers and electronics	5%	10%	35%	50%	100%
Home improvement/hardware	27%	37%	27%	9%	100%
Other items	9%	44%	43%	4%	100%

Figure 32: Those Who at Least Sometimes Made Purchase in Arvada Compared Over Time



Traffic

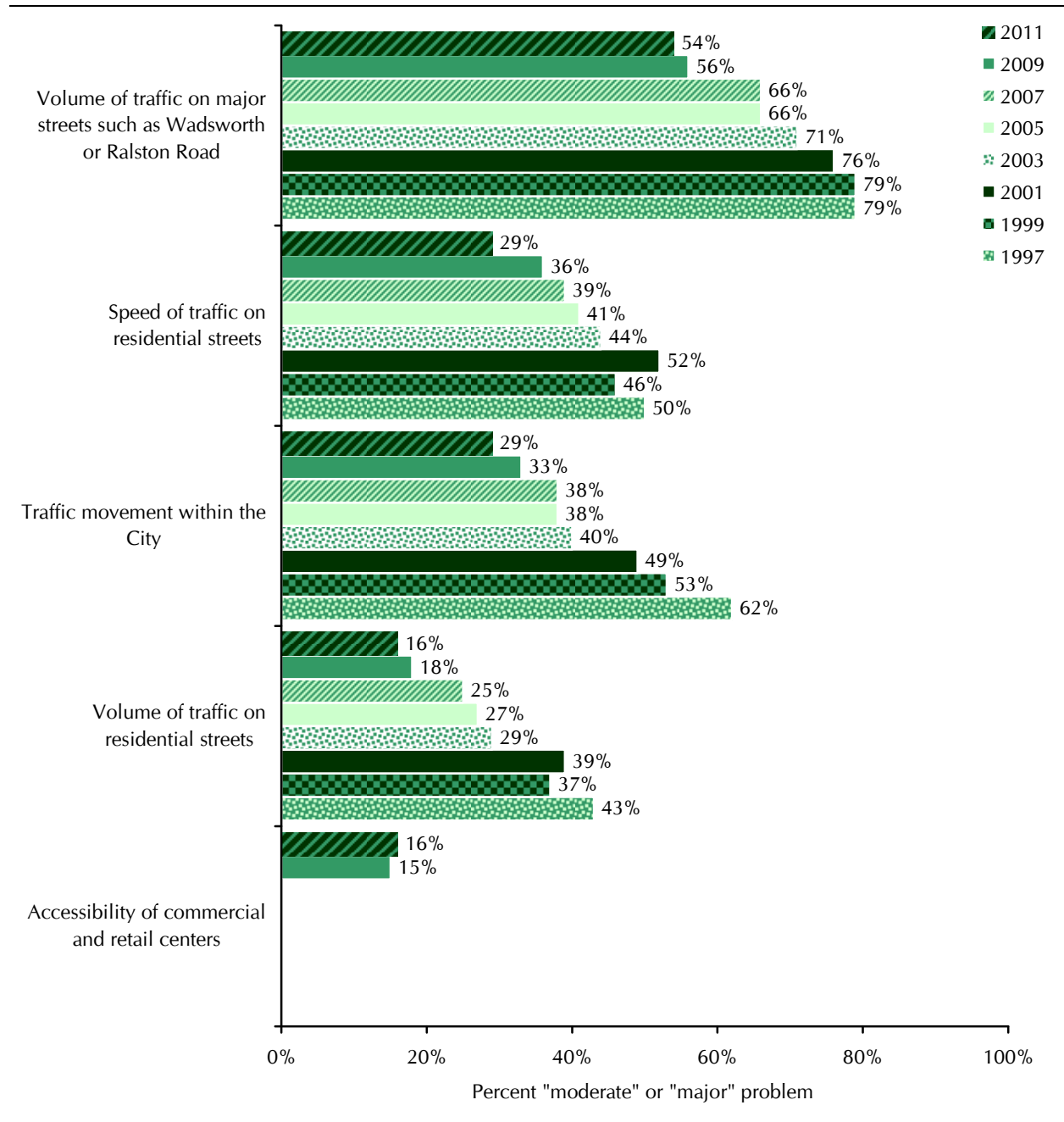
When provided a list of five aspects of traffic and asked to rate how much of a problem each was, half of respondents stated that the volume of traffic on major streets such as Wadsworth or Ralston Road was a “moderate” or “major” problem, with one in five saying it is a “major” problem. Three in 10 residents said that the speed of traffic on residential streets and traffic movement within the City were at least “moderate” problems. Sixteen percent each reported that the volume of traffic on residential streets and the accessibility of commercial and retail centers were “moderate” or “major” problems; half of residents said that each of these two aspects of traffic were “no problem.”

Table 36: Arvada Traffic Ratings

Please rate the following aspects of traffic in Arvada:	No problem	Slight problem	Moderate problem	Major problem	Total
Volume of traffic on major streets such as Wadsworth or Ralston Road	14%	32%	33%	21%	100%
Speed of traffic on residential streets	38%	33%	18%	11%	100%
Traffic movement within the City	23%	48%	22%	7%	100%
Volume of traffic on residential streets	54%	30%	12%	4%	100%
Accessibility of commercial and retail centers	53%	31%	13%	3%	100%

Overall, since the inception of this question in 1997, residents' concerns with traffic have steadily declined. The speed of traffic on residential streets was thought of as less of a problem in 2011 than in 2009 (29% "moderate" or "major" problem versus 36%, respectively).

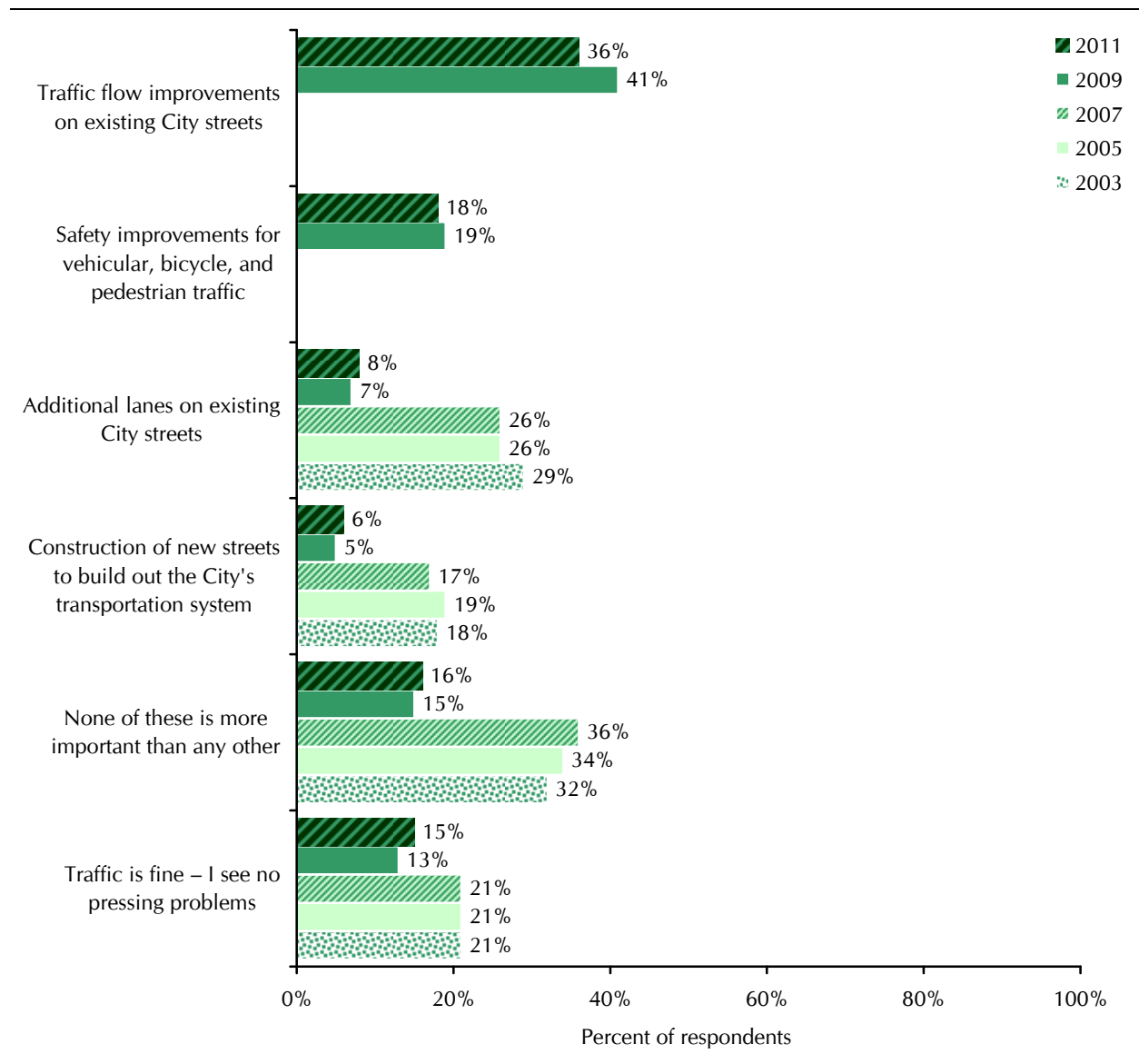
Figure 33: Arvada Traffic Ratings Compared Over Time



Residents were provided a list of six response options from which they could choose the one that should be resolved first. These included four options related to traffic issues, one option stating traffic was fine, and one option stating that each traffic issue was equally important.

The biggest priority for residents regarding traffic was improvements to traffic flow on existing City streets (36%), followed by safety improvements for vehicular, bicycle, and pedestrian traffic (18%). Additional lanes on existing City streets was a priority for 8% of respondents and construction of new streets to build out the City’s transportation system was important to 6% of residents. Sixteen percent said that none of the issues were more important than the others and 15% saw no pressing traffic issues. Traffic priorities remained the same from 2009 to 2011.

Figure 34: Traffic Issue Priorities Compared Over Time



Planning Arvada's Future

As a City plans for the future, it is good practice to elicit feedback from residents about programs and policies they would like to see established. Gathering opinions from residents helps local governments decide where to add or change programs and policies, and how to allocate available resources.

Sustainable Community

One question on the survey asked residents whether they supported or opposed a number of community sustainability initiatives. Overall, at least two-thirds of respondents supported the 12 sustainability actions, and between 21% and 44% "strongly" supported each.

Nine in 10 respondents supported the City encouraging community gardening or farming, which was a new item on the 2011 survey. Four out of five respondents supported the City taking the following actions: creating incentives for homeowners to increase energy efficiency and renewable energy in their own homes (86%), increasing recycling options for residents (84%), creating incentives for increased water conservation (84%), creating incentives for builders to build using environmentally friendly ("green") construction methods (81%), and increasing alternative transit options throughout the City (79%). The least amount of support was for encouraging mixed-use development in the City (66%), also a new question in 2011.

Table 37: Support for or Opposition to City Actions for Future Sustainability

The City of Arvada is working to improve practices that help the environment, some of which may increase costs to taxpayers. To what extent do you support or oppose the City taking each of the following actions given that you may experience increased costs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	41%	47%	7%	4%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	42%	44%	7%	7%	100%
Increase recycling options for residents	44%	40%	9%	8%	100%
Create incentives for increased water conservation	35%	50%	10%	6%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	34%	47%	10%	10%	100%
Increase alternative transit options throughout the City	39%	40%	11%	10%	100%
Increase environmental education and public awareness programs	26%	49%	13%	12%	100%
Create incentives for increasing public transit ridership	35%	41%	15%	10%	100%
Reduce the City government's greenhouse gas emissions	28%	46%	13%	13%	100%
Reduce the community's greenhouse gas emissions	27%	44%	15%	13%	100%
Require all new commercial and residential structures be built using environmentally friendly ("green") construction methods	24%	44%	17%	16%	100%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the City	21%	46%	19%	15%	100%

Nine of the 12 sustainability actions asked about in 2011 could be compared to 2009. Overall, most actions have experienced less support since the question was first asked in 2007. Seven actions received significantly less support in 2011 compared to 2009:

- ◆ reduce the City government's greenhouse gas emissions (74% versus 85%),
- ◆ increase environmental education and public awareness programs (76% versus 85%),
- ◆ increase alternative transit options throughout the City (79% versus 85%),
- ◆ create incentives for builders to build using environmentally friendly ("green") construction methods (81% versus 87%),
- ◆ create incentives for increased water conservation (84% versus 91%),
- ◆ increase recycling options for residents (84% versus 91%),
- ◆ and require all new commercial and residential structures be built using environmentally friendly ("green") construction methods (67% versus 78%).

Table 38: Support for City Actions for Future Sustainability Compared by Over Time

The City of Arvada is working to improve practices that help the environment, some of which may increase costs to taxpayers. To what extent do you support or oppose the City taking each of the following actions given that you may experience increased costs? ¹	2011	2009	2007
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)*	89%	NA	NA
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	86%	91%	94%
Create incentives for increased water conservation	84%	91%	92%
Increase recycling options for residents	84%	91%	92%
Create incentives for builders to build using environmentally friendly ("green") construction methods	81%	87%	90%
Increase alternative transit options throughout the City	79%	85%	89%
Create incentives for increasing public transit ridership	76%	81%	86%
Increase environmental education and public awareness programs	76%	85%	89%
Reduce the City government's greenhouse gas emissions	74%	85%	89%
Reduce the community's greenhouse gas emissions*	72%	NA	NA
Require all new commercial and residential structures be built using environmentally friendly ("green") construction methods	67%	78%	84%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the City*	66%	NA	NA

*New question in 2011

**Prior to 2011, these items were worded as follows: Increase public transit options throughout the City, Require all new commercial buildings be built using environmentally friendly ("green") construction methods

¹ In 2011, potential costs related to these efforts were emphasized by adding "given that you may experience increased costs" to the question.

Potential Programs the City Might Pursue

Support for or opposition to a tax increase to allow the City to pursue a variety of potential new programs was measured on the 2011 survey. The vast majority of respondents were in favor of funding ongoing maintenance of roads (91% “somewhat” or “strongly” support), improving existing neighborhood parks (87%), and funding the day-to-day maintenance of parks, trails, open space, and medians (84%). About half of respondents were supportive of building new neighborhood parks and constructing new trails, which was the least supported potential new program.

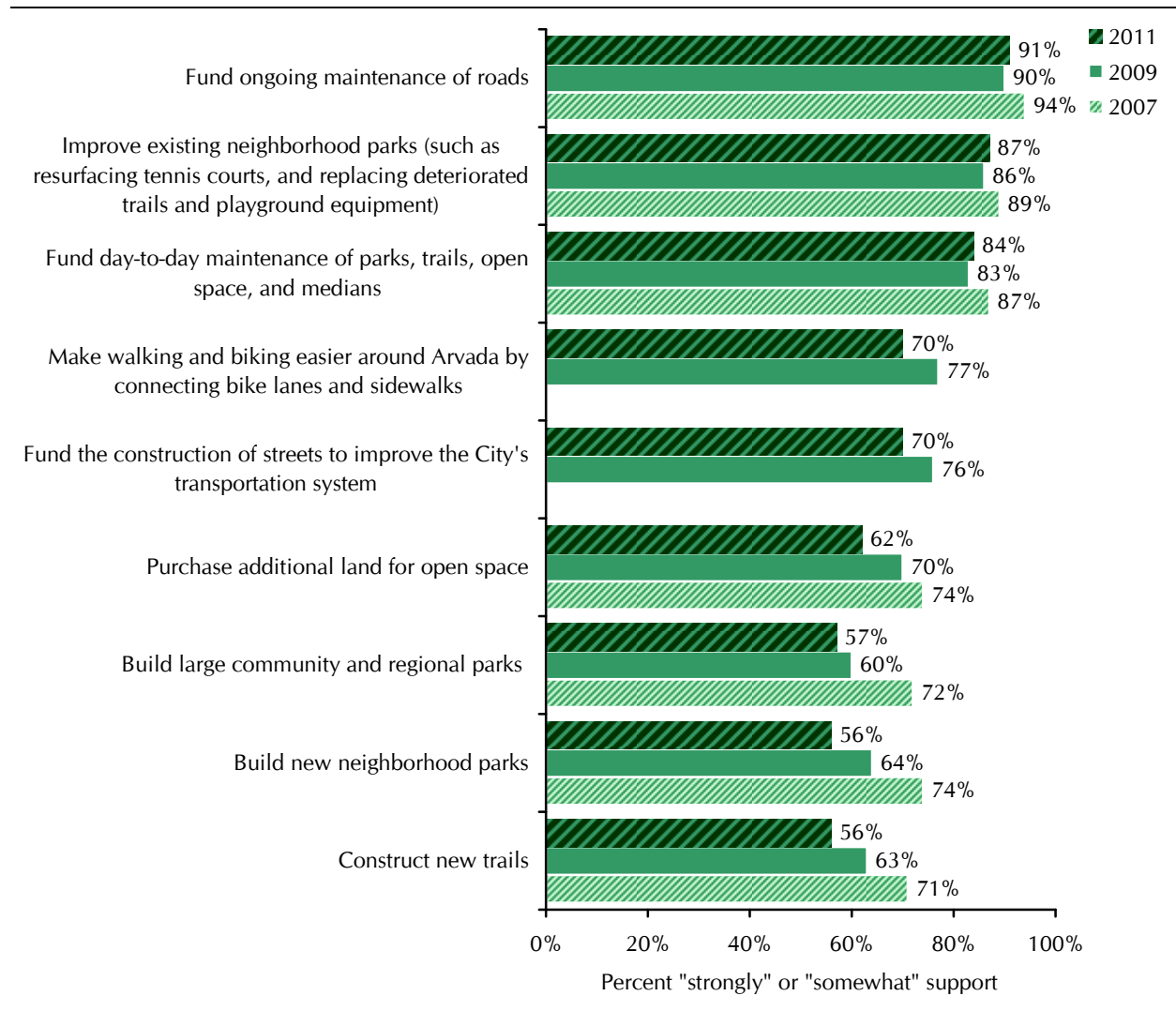
Table 39: Support for or Opposition to the City of Arvada Pursuing New Programs

To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Fund ongoing maintenance of roads	47%	45%	6%	2%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts and replacing deteriorated trails and playground equipment)	32%	55%	9%	3%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	29%	55%	11%	5%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	23%	47%	20%	10%	100%
Fund the construction of streets to improve the City's transportation system	21%	49%	22%	8%	100%
Purchase additional land for open space	15%	47%	22%	16%	100%
Build large community and regional parks	11%	46%	27%	16%	100%
Build new neighborhood parks	11%	45%	31%	12%	100%
Construct new trails	10%	46%	30%	14%	100%

Support for about half of the new programs stayed the same from 2009 to 2011. Fewer residents favored the following initiatives in 2011 than in 2009:

- ◆ construct new trails (56% versus 63%),
- ◆ build new neighborhood parks (56% versus 64%),
- ◆ purchase additional land for open space (62% versus 70%),
- ◆ fund the construction of streets to improve the City's transportation system (70% versus 76%),
- ◆ and make walking and biking easier around Arvada by connecting bike lanes and sidewalks (70% versus 77%).

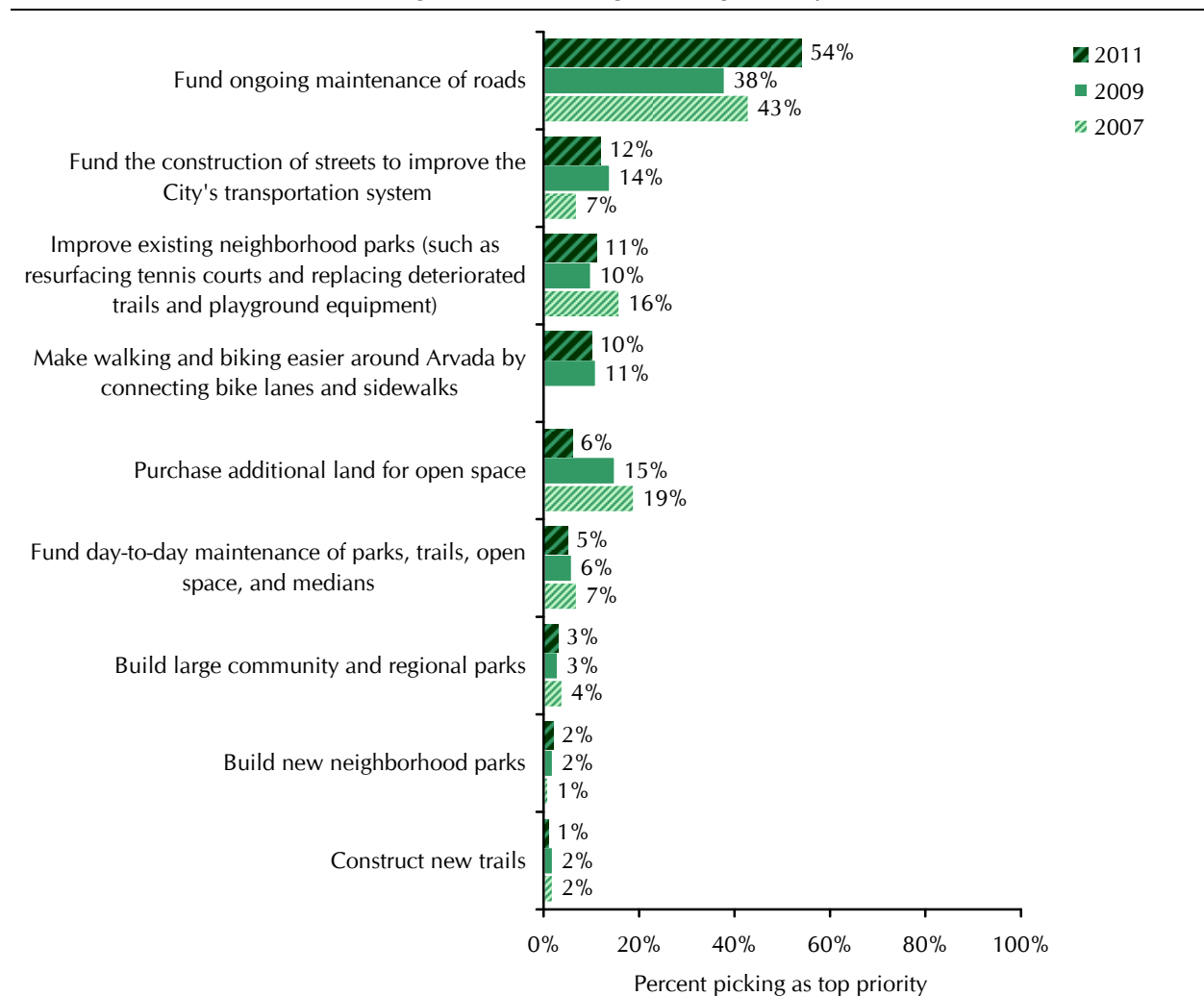
Figure 35: Support for the City of Arvada Pursuing New Programs Compared Over Time



Using the same list of nine potential programs the City could pursue, residents were asked to pick their top three priorities. Since the question was first asked in 2007, the top priority has remained funding the ongoing maintenance of roads, with 54% of respondents selecting this as their number one priority. One in 10 residents selected as their top priority funding the construction of streets to improve the City’s transportation system (12%), improving existing neighborhood parks (11%), and making walking and biking easier around Arvada by connecting bike lanes and sidewalks (10%). Less than 10% of residents selected the other new programs as a top priority.

More residents in 2011 than in 2009 selected the ongoing maintenance of roads as their top priority (54% versus 38%). Fewer respondents in 2011 than in 2009 felt that purchasing additional land for open space was the number one priority (6% versus 15%). The importance of the other potentially new programs remained the same from 2009 to 2011.

Figure 36: New Programs: Top Priority

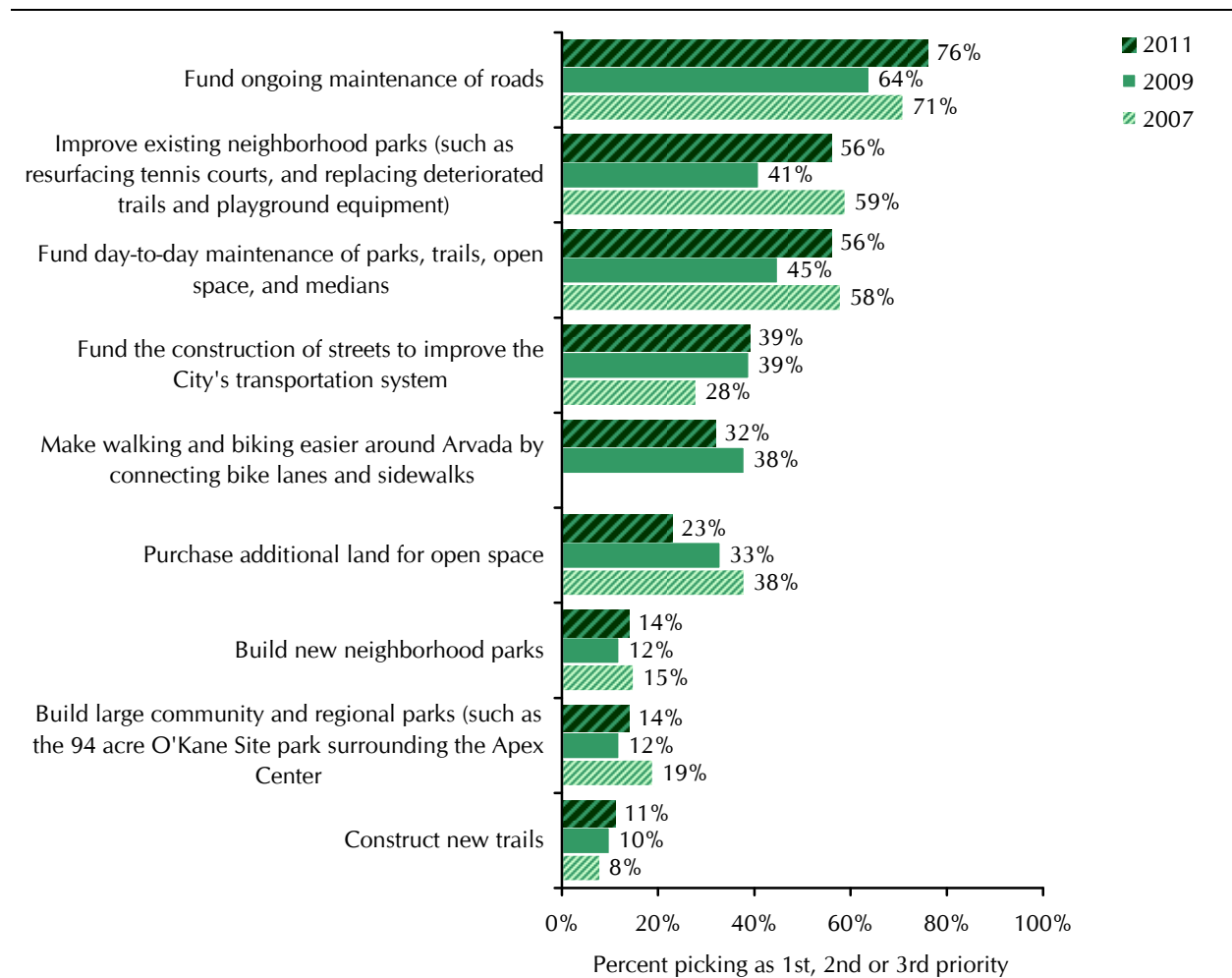


Please note: In 2007, “Fund the construction of streets to improve the City’s transportation system” was worded as “Fund expansion of existing roads or build additional roads”.

When gauging residents' top three priorities, the relative order of importance for the programs was similar in 2011 as in 2009. Funding the ongoing maintenance of roads was selected as the first, second, or third priority by two-thirds of residents (76%), which was a dramatic increase from the ratings given in 2009 (64%). Half of respondent selected as their first, second, or third priority improving existing neighborhoods parks (56%) and funding day-to-day maintenance of parks, trails, open space, and medians (56%). Only 1 in 10 respondents selected the construction of new trails as their first, second, or third priority.

A smaller proportion of respondents in 2011 than in 2009 selected purchasing additional land for open space (23% versus 33%, respectively) and making walking and biking easier around Arvada (32% versus 38%) as one of their top three priorities. An increase in the number of respondents selecting a program as one of their top three priorities was seen for the following from 2009 to 2011: funding ongoing maintenance of roads (64% in 2009 versus 76% in 2011), improving existing neighborhoods parks (41% versus 56%), and funding day-to-day maintenance of parks, trails, open space, and medians (45% versus 56%).

Figure 37: New Programs: First, Second and Third Priority



Please note: In 2007, "Fund the construction of streets to improve the City's transportation system" was worded as "Fund expansion of existing roads or build additional roads".

Technology and Sources of Information

Television and Internet

When asked if they subscribed to cable or satellite television, about three-quarters of residents reported they did, which was down slightly from 2009. Those who subscribed to cable or satellite television service were asked to which service they subscribed. As in previous survey years, the majority of respondents indicated they subscribed to Comcast (55%). Two out of five said they had satellite service and 3% subscribed to US Cable. Comcast subscriptions continue to decline over time while subscriptions to satellite services continue to increase.

Figure 38: Cable or Satellite Television Subscription Compared Over Time

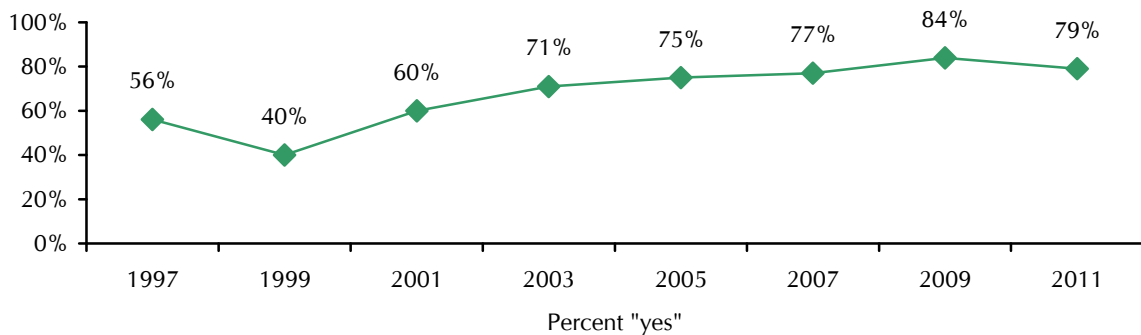
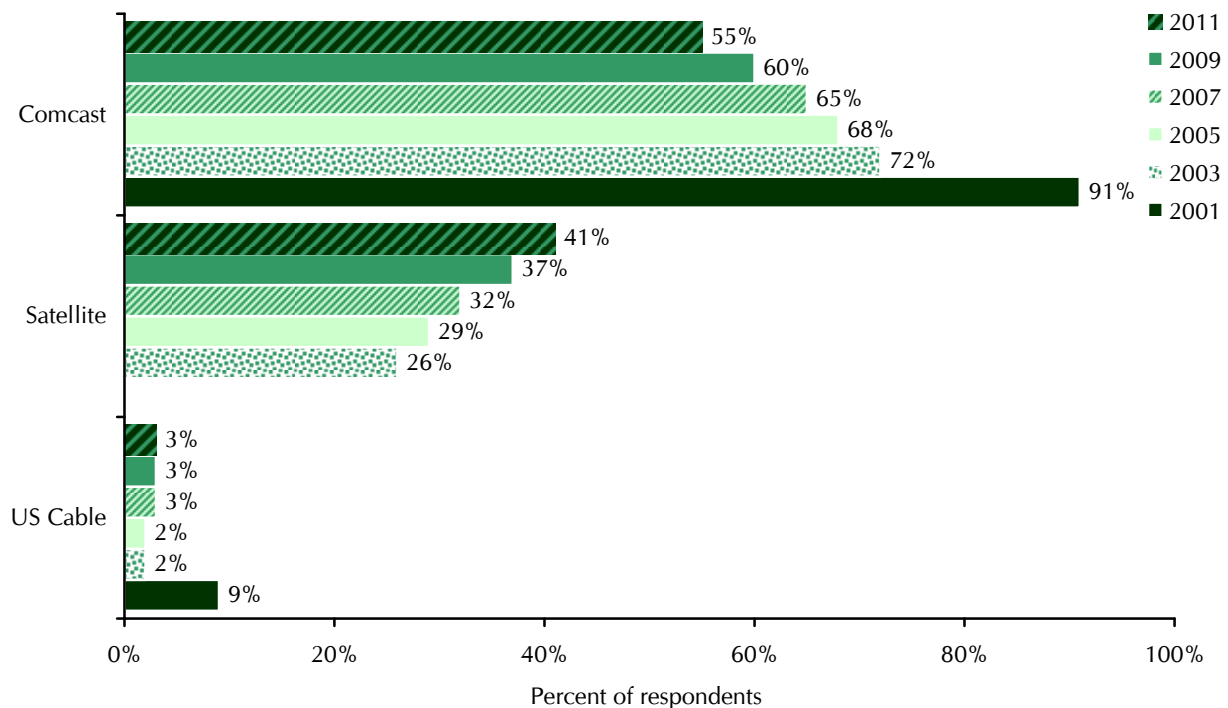


Figure 39: Television Service Type Compared Over Time



Please note: Percentages shown are of those who reported subscribing to cable or satellite television.

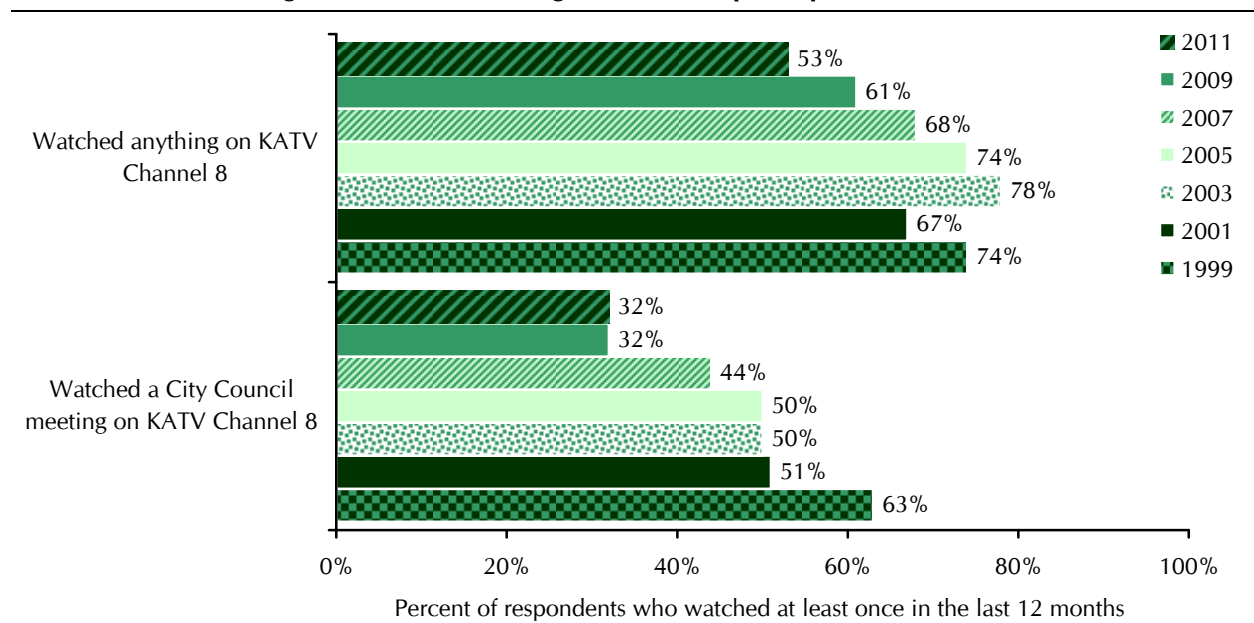
Channel 8 viewership has decreased steadily since 2003, with half of residents who reported subscribing to Comcast or US Cable in 2011 stating they had watched any programming on KATV Cable Channel 8 in the 12 months prior to the survey, down from 61% in 2009. When asked how many times in the last 12 months they had watched a City Council meeting, one-third said they had, which was similar to the viewership in 2009.

Table 40: Channel 8 Program Viewership

In the last 12 months, how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched anything on KATV Cable Channel 8	47%	26%	17%	5%	4%	100%
Watched a City Council meeting on KATV Cable Channel 8	68%	20%	9%	3%	0%	100%

Please note: Percentages shown are of those who reported subscribing to Comcast or US Cable.

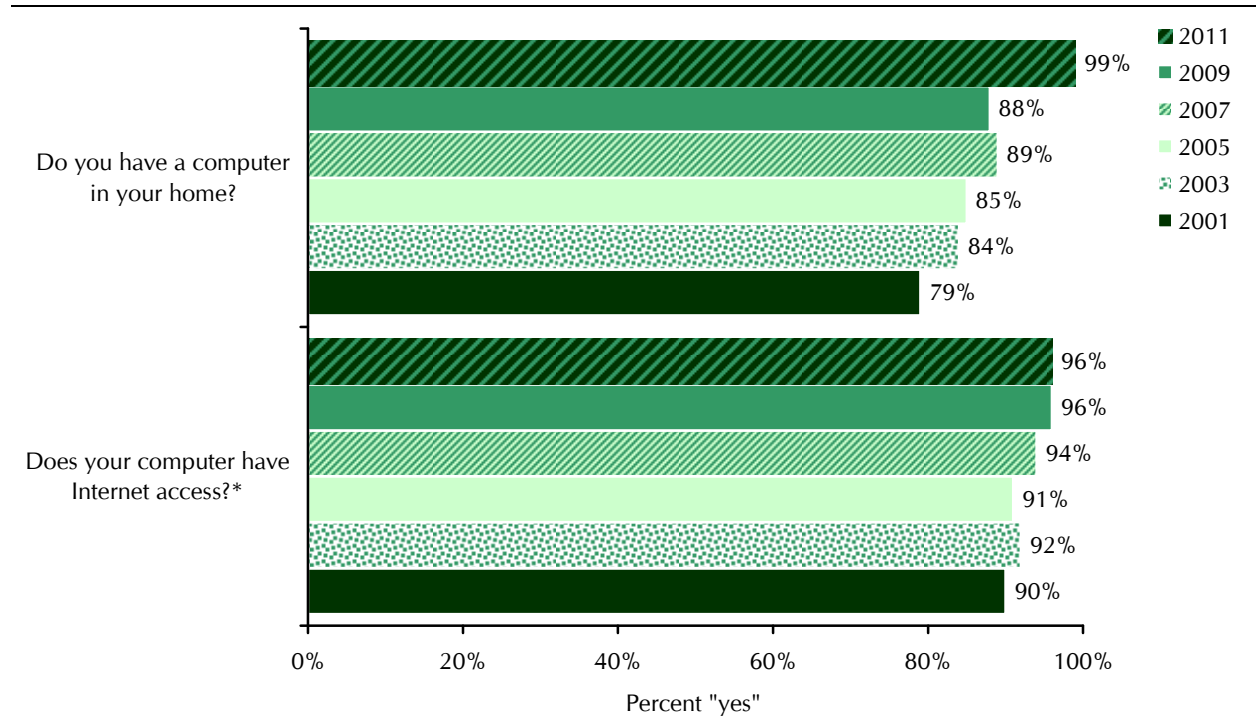
Figure 40: Channel 8 Program Viewership Compared Over Time



Please note: Percentages shown are of those who reported subscribing to Comcast or US Cable.

In 2011, nearly all respondents indicated they had a computer in their home and that the computer had Internet access. More respondents in 2011 than in 2009 reported having a computer in their home (99% in 2011 versus 88% in 2009) and a similar proportion said that computer had access to the Internet in 2011 as in 2009.

Figure 41: Computer and Internet Use Compared Over Time



*Please note: This question was asked only of those who reported having a computer at home.

About 6 in 10 Arvada residents said that they had accessed the City's Web site (similar to 2009) and nearly 9 in 10 of those who had accessed the Web site reported being able to find what they were looking for, which was similar to 2009.

Figure 42: Accessed Information on City's Web Site Compared Over Time

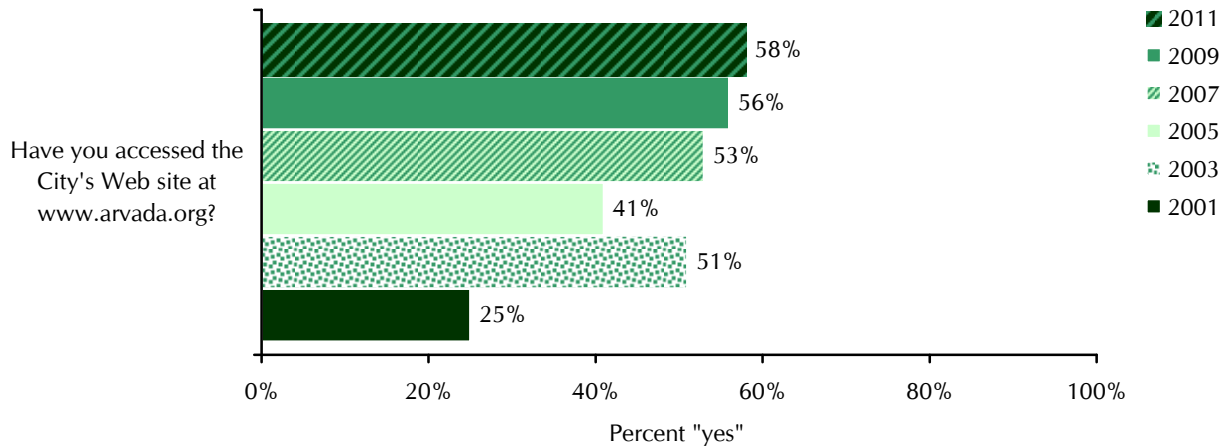
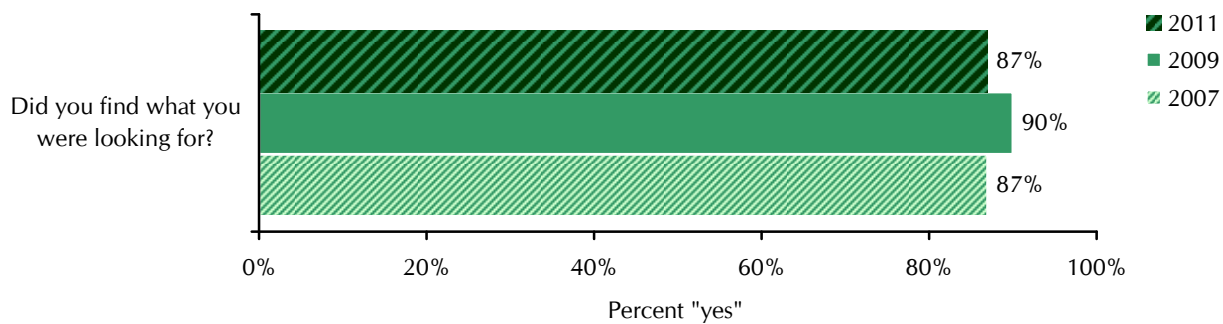


Figure 43: Found Information on City's Web Site Compared Over Time



Please note: This question was asked only of those who reported accessing the City's Web Site.

Those who said they had accessed the City's Web site were asked to evaluate different aspects of the site as well as their frequency of use of various services provided on the site. Eighty-one percent of respondents thought the usefulness of the information on the Web site was "very good" or "good" and three-quarters said the site was easy to use (76% at least "good"). Seven in 10 residents said the timeliness of information was "very good" or "good" and two-thirds said the Web site design and graphics were "good" or better. No more than 3% of residents rated each aspect as "bad" and no one said each was "very bad."

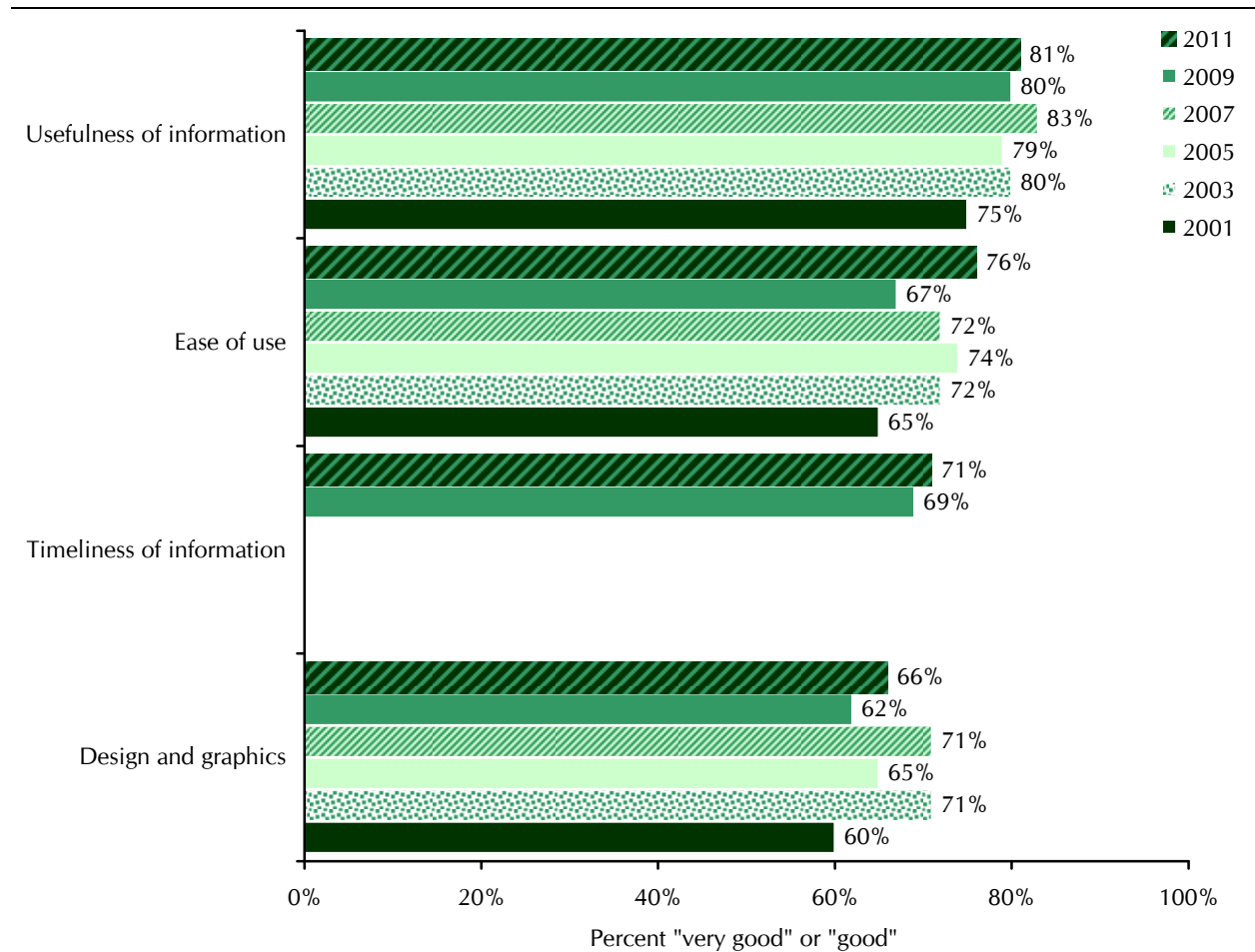
Table 41: Aspects of the City's Web Site

How would you rate the following aspects of the City's Web site at www.ci.arvada.co.us ?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Usefulness of information	24%	57%	18%	1%	0%	100%
Ease of use	17%	59%	20%	3%	0%	100%
Timeliness of information	16%	55%	28%	1%	0%	100%
Design and graphics	17%	48%	32%	2%	0%	100%

Please note: This question was asked only of those who reported accessing the City's Web Site.

More respondents in 2011 than in 2009 said that the ease of use of the City's Web site was "very good" or "good" (76% versus 67%, respectively). Ratings of the other aspects were similar.

Figure 44: Aspects of the City's Web Site Compared Over Time



Please note: This question was asked only of those who reported accessing the City's Web Site.

Of those who accessed the City's Web site, half or more of respondents said they never used any of the seven online services in the last 12 months. The most used online City services was maps/GIS (50% used at least once in the last 12 months), followed by municipal code online (37%), and paying water bills online (32%). One in 10 respondents said they had ever used the land development code online in the last 12 months.

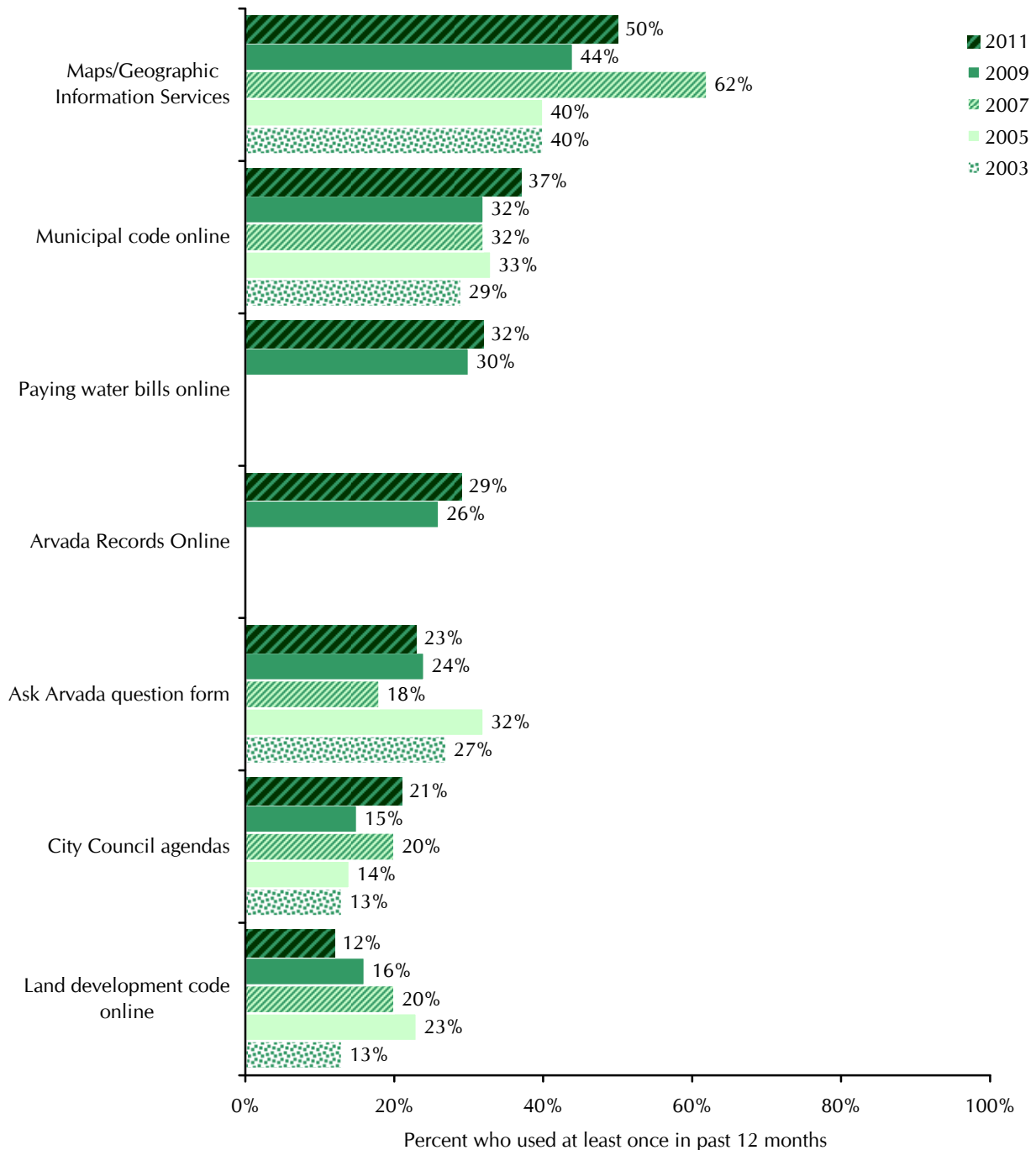
Table 42: Respondent Use of City's Web Site

In the last 12 months, how often have you used these services on the City's Web site at www.ci.arvada.co.us ?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Maps/Geographic Information Services (GIS)	50%	39%	10%	2%	1%	100%
Municipal code online	63%	25%	10%	0%	1%	100%
Paying water bills online	68%	7%	21%	2%	2%	100%
Arvada Records Online	71%	21%	6%	0%	2%	100%
"Ask Arvada" question form	77%	21%	3%	0%	0%	100%
City Council agendas	79%	17%	2%	0%	1%	100%
Land development code online	88%	9%	3%	0%	0%	100%

Please note: This question was asked only of those who reported accessing the City's Web Site.

A higher proportion of participants in 2011 than in 2009 reported having used the maps/GIS services on the City's Web site (50% versus 44%, respectively) and viewing City Council agendas (21% versus 15%). Use of the other online City services remained stable.

Figure 45: Respondent Use of City's Web Site Compared Over Time



Please note: In 2005 and 2003, "Maps/Geographic Information Systems" was asked as "Arvada Info2Go Web-based information system." This question was asked only of those who reported accessing the City's Web Site.

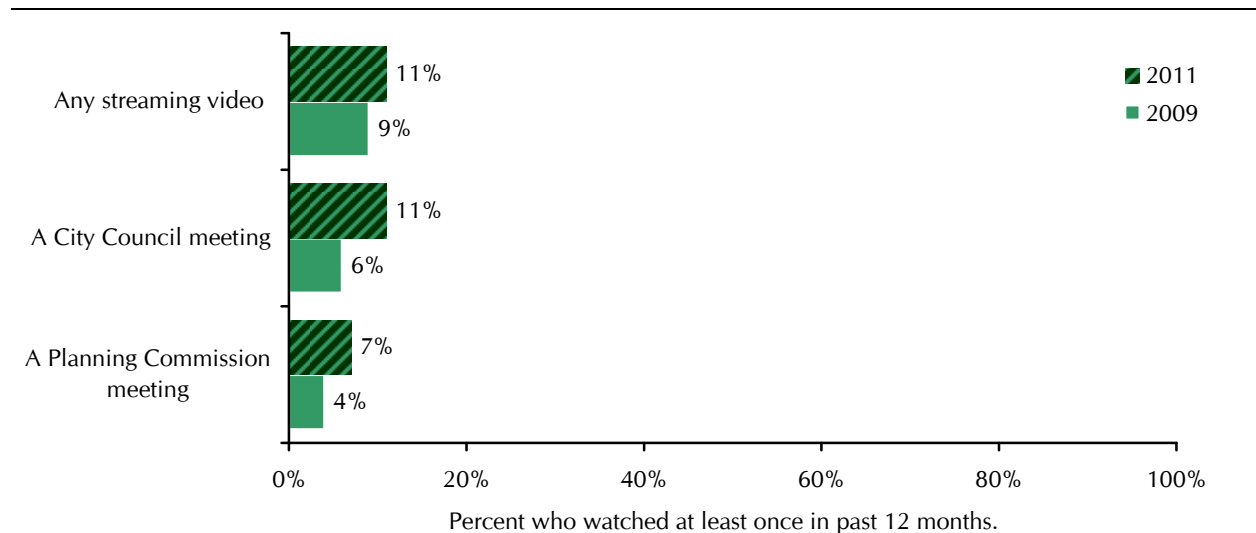
Users of the City Web site also were asked how frequently, if at all, they watched City-produced video programming. Nine in 10 respondents said they had never watched any video programs on the Arvada Web site. About 1 in 10 respondents reported having watched streaming video (10%), Council meetings (11%), or a Planning Commission meeting (6%) between one and 12 times in the last 12 month period. Viewership of these online programs remained stable between 2009 and 2011.

Table 43: Watched Programming on City's Web Site

In the last 12 months, how many times, if ever, have you watched City-produced video programming on the City's Web site at www.arvada.org?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Any streaming video	89%	7%	3%	0%	0%	100%
A City Council meeting	89%	8%	3%	0%	0%	100%
A Planning Commission meeting	93%	5%	1%	0%	0%	100%

Please note: This question was asked only of those who reported accessing the City's Web Site.

Figure 46: Watched Programming on City's Web Site



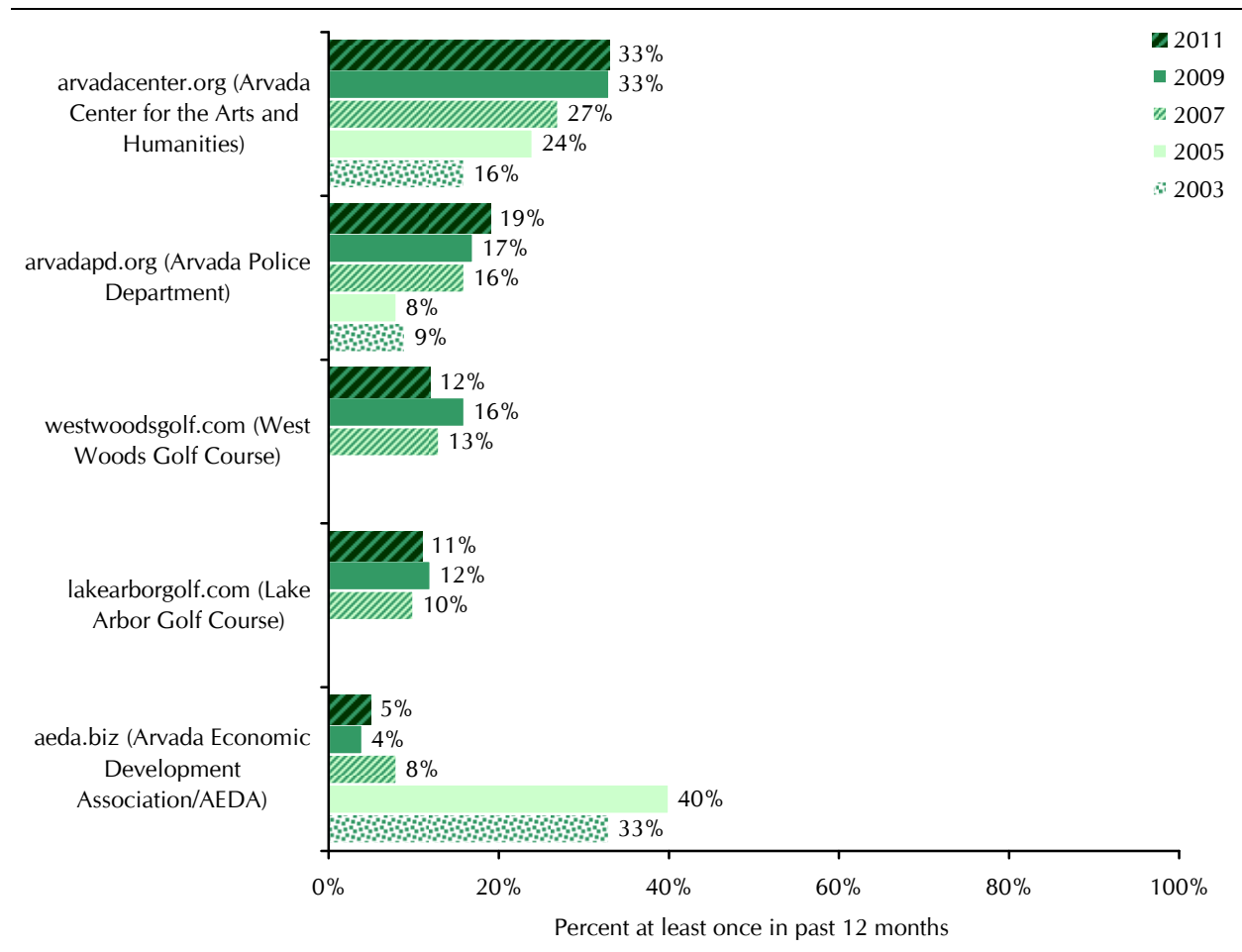
Please note: This question was asked only of those who reported accessing the City's Web Site.

All survey respondents were asked if they used other City-related Web sites in the last 12 months. One-third or less reported having used any of the other City-related Web sites in the 12 months prior to the survey. The most used City-related site was the Arvada Center site, with 33% of respondents having accessed it in the last 12 months. One in five reported having used the Arvada Police Department site and about 1 in 10 said they used the West Woods Golf Course (12%) and Lake Arbor Golf Course (11%) sites in the last year. Only 5% of respondents said they had accessed the Arvada Economic Development Association Web site in the last 12 months. Use of the City-related Web sites was the same from 2009 to 2011.

Table 44: Respondent Use of City's Other Web Sites

In the last 12 months, how often have you used these services on the City's other Web sites?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
arvadacenter.org (Arvada Center for the Arts and Humanities)	67%	21%	11%	1%	0%	100%
arvadapd.org (Arvada Police Department)	81%	16%	3%	0%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	88%	7%	5%	1%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	89%	7%	3%	1%	0%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	95%	4%	1%	0%	0%	100%

Figure 47: Respondent Use of City's Other Web Sites Compared Over Time

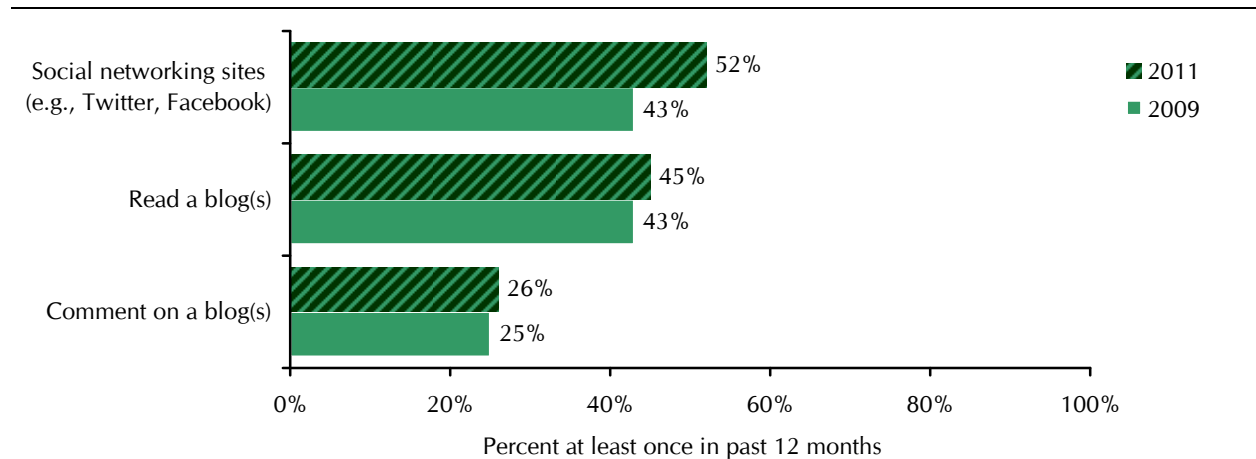


Half of survey respondents said they had used a social networking site such as Twitter or Facebook at least once in the last 12 months, which was an increase from 2009 (43%). About one-third reported they had used a social networking site more than 26 times in the last 12 month period. Forty-five percent said they had read a blog and 26% had commented on a blog at least once in the last 12 months; these rates of use were similar to those seen in 2009.

Table 45: Respondent Use of Social Networking and Blog Web Sites

In the last 12 months, how often have you done or used the following?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Social networking sites (e.g., Twitter, Facebook)	48%	4%	7%	6%	36%	100%
Read a blog(s)	55%	12%	13%	5%	15%	100%
Comment on a blog(s)	74%	11%	7%	3%	6%	100%

Figure 48: Respondent Use of Social Networking and Blog Web Sites



Information Sources

Respondents were provided a list of 11 different information sources and asked to rate the importance of each in terms of gathering information about City projects and programs. About half or less felt that each source of information was “essential” or “very important.” The most important sources of information about City projects and programs were local TV news (55% “essential” or “very important”), *The Arvada Report* (53%), friends and family (52%), and the *Arvada Press* (49%). KATV Cable Channel 8 (17%) and the City’s social networking sites and video Web sites (15%) were believed to be less important, with about half saying each of these sources were “not at all important.”

It should be noted that about one-quarter of respondents replied “don’t know” when rating the importance of KATV Cable Channel 8 and Arvada’s social networking sites and video Web sites as sources for information about City programs.

Table 46: Importance of News Sources for Information about City Projects and Programs

How important to you are the following sources for information about City projects and programs?	Essential	Very important	Somewhat important	Not at all important	Total
Local TV news	16%	39%	33%	12%	100%
The Arvada Report (bi-monthly City newsletter)	17%	36%	38%	9%	100%
Friends and family (word of mouth)	14%	38%	38%	10%	100%
The Arvada Press (weekly community paper)	16%	33%	34%	17%	100%
The City Web site at www.arvada.org	16%	28%	39%	17%	100%
Local radio broadcasts	11%	29%	37%	24%	100%
Denver Post	12%	24%	33%	31%	100%
City Water bill inserts	7%	26%	45%	23%	100%
Your Hub (weekly insert in the Denver Post)	7%	23%	33%	37%	100%
KATV Cable Channel 8	5%	12%	33%	51%	100%
Arvada’s social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	3%	12%	31%	54%	100%

When compared 2009, more residents in 2011 believed that each of the following information sources were important: friends and family (52% “essential” or “very important” in 2011 versus 44% in 2009), the *Arvada Press* (49% versus 43%), and Your Hub (30% versus 23%).

Table 47: Importance of News Sources for Information about City Projects and Programs Compared Over Time

How important to you are the following sources for information about City projects and programs?	2011	2009	2007	2005	2003	2001	1999	1997
Local TV news	55%	51%	50%	63%	63%	67%	68%	NA
The Arvada Report (bi-monthly City newsletter)	53%	48%	55%	67%	72%	66%	63%	67%
Friends and family (word of mouth)	52%	44%	45%	55%	51%	56%	58%	NA
The Arvada Press (weekly community paper)	49%	43%	49%	68%	39%	46%	54%	60%
The City Web site at www.arvada.org	44%	42%	40%	36%	42%	28%	24%	18%
Local radio broadcasts	39%	35%	36%	47%	48%	54%	54%	NA
Denver Post	36%	34%	32%	40%	49%	46%	52%	50%
City Water bill inserts	32%	29%	28%	46%	58%	46%	54%	51%
Your Hub (weekly insert in the Denver Post)	30%	23%	25%	NA	NA	NA	NA	NA
KATV Cable Channel 8	17%	14%	19%	29%	30%	29%	31%	40%
Arvada's social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	15%	14%	NA	NA	NA	NA	NA	NA

Percent "essential" or "very important"

Prior to 2011, "Your Hub" also mentioned the Rocky Mountain News and "Arvada's social networking sites" did not mention the City's name.

Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables and charts on the following pages of this appendix.

Years in Arvada	
How many years have you lived in Arvada?	Percent of respondents
Less than 3 years	13%
3 to 5 years	14%
6 to 9 years	10%
10 thru 14 years	13%
15 to 19 years	7%
20 to 29 years	16%
30 or more years	27%
Total	100%
<i>Average number of years</i>	19

Housing Unit	
What kind of residence do you live in?	Percent of respondents
Single family home	72%
Condo	5%
Mobile home	0%
Apartment	16%
Townhouse	6%
Senior/Assisted living	2%
Other	0%
Total	100%

Tenure	
Do you rent or own your residence?	Percent of respondents
Rent	28%
Own	72%
Total	100%

Household Size	
How many people (including yourself) live in your household?	Percent of respondents
1	22%
2	34%
3	20%
4	16%
5 or more	7%
Total	100%
<i>Average number of household members</i>	3

Age of Household Members

Please list the number of household members in each age category. (Please include yourself)	Percent of respondents
0 to 5 years	15%
6 to 12 years	14%
13 to 17 years	15%
18 to 24 years	17%
25 to 34 years	17%
35 to 44 years	19%
45 to 54 years	25%
55 to 64 years	22%
65 years or more	19%

Physical Handicaps or Disabilities

Does any member of your household have a physical handicap or disability?	Percent of respondents
No	84%
Yes	16%
Total	100%

Respondent Education

Which of the following categories best describes the amount of formal education you have completed?	Percent of respondents
11 years, no diploma	2%
High school graduate	25%
Associate degree, some college	25%
Bachelor's degree	29%
Graduate or professional degree	18%
Total	100%

Household Income

How much do you anticipate your household's income before taxes will be for 2011?	Percent of respondents
less than \$14,999	6%
\$15,000 to \$24,999	10%
\$25,000 to \$34,999	10%
\$35,000 to \$49,999	15%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	15%
\$100,000 or more	24%
Total	100%

Respondent Ethnicity	
What is your race?	Percent of respondents
American Indian, Eskimo or Aleut	2%
Asian or Pacific Islander	2%
Black or African American	0%
White/European American/Caucasian	93%
Other	6%

Total may exceed 100% as respondents could select more than one race.

Hispanic	
Are you of Hispanic origin?	Percent of respondents
No	91%
Yes	9%
Total	100%

Respondent Age	
Which of the following best describes your age?	Percent of respondents
18-24 years	4%
25-34 years	21%
35-44 years	16%
45-54 years	22%
55-64 years	16%
65 years or older	21%
Total	100%

Respondent Gender	
Your gender?	Percent of respondents
Female	53%
Male	47%
Total	100%

Where do you live?	
Census Tract	Percent of respondents
605	1%
98.15	4%
98.35	4%
98.34	2%
98.33	4%
98.32	3%
98.37	2%
98.36	3%
102.05	2%
102.06	4%
102.09	2%
98.38	4%
98.39	2%
98.40	4%
98.41	1%
103.03	6%
102.10	3%
102.11	2%
102.08	4%
98.43	0%
98.42	1%
98.51	3%
103.06	2%
103.07	6%
103.04	4%
103.05	6%
102.12	2%
102.13	3%
96.08	2%
103.08	5%
104.02	5%
104.05	1%
104.06	2%
97.51	0%
98.52	0%
Total	100%

Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey.

Question 1: Quality of Life

Please circle the number that best describes your opinion for each of the following questions:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Overall, how would you describe the quality of life in Arvada?	38%	57%	5%	0%	0%	100%
How do you rate the overall quality of your neighborhood?	27%	56%	15%	1%	0%	100%
How do you rate Arvada as a place to raise children?	36%	51%	13%	0%	0%	100%
How do you rate Arvada as a place to live?	39%	55%	5%	0%	0%	100%
How do you rate Arvada as a place to retire?	25%	40%	32%	3%	1%	100%
How do you rate Arvada as a place to work?	14%	37%	42%	6%	1%	100%

Question 2: Change in Quality of Life Over Next Five Years

Do you think the quality of life in Arvada is likely to improve, stay about the same, or decline over the next five years?	Percent of respondents
Improve	23%
Stay about the same	65%
Decline	13%
Total	100%

Question 3: Community Characteristics

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Sense of community	14%	54%	27%	3%	0%	2%	100%
Racial relations	7%	38%	41%	4%	0%	10%	100%
Air quality	14%	57%	24%	2%	0%	3%	100%
Quality of K-12 schools in Arvada	12%	44%	19%	6%	1%	18%	100%
Opportunities to attend cultural activities	18%	47%	24%	3%	1%	7%	100%
Opportunities for employment	2%	18%	42%	17%	4%	18%	100%
Opportunities for continuing education	5%	33%	35%	11%	2%	14%	100%
Access to neighborhood parks	43%	50%	6%	1%	0%	0%	100%
Opportunities for dining out	21%	51%	18%	8%	2%	0%	100%
Shopping opportunities	10%	41%	32%	14%	3%	0%	100%
Recreational opportunities	21%	53%	20%	4%	1%	1%	100%
Attractiveness/cleanliness	19%	61%	18%	2%	0%	0%	100%
Water quality	32%	50%	11%	4%	1%	3%	100%
Quality of available housing	11%	47%	25%	5%	1%	11%	100%
Affordability of housing	7%	32%	36%	13%	3%	9%	100%
Ease of walking in the City	15%	46%	28%	7%	1%	3%	100%

Question 4: Personal Safety in Arvada

Please rate your sense of personal safety in Arvada	Percent of respondents
Very safe	42%
Somewhat safe	50%
Neither safe nor unsafe	6%
Somewhat unsafe	2%
Very unsafe	0%
Total	100%

Question 5: Safety in Neighborhood

Please rate how safe you feel from the following in your neighborhood	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	48%	41%	9%	2%	0%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	22%	50%	17%	10%	1%	100%
Fires in your neighborhood	47%	39%	13%	1%	0%	100%

Question 6: Safety Outside of Neighborhood

Please rate how safe you feel from the following in Arvada outside of your neighborhood	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	18%	49%	24%	8%	1%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	8%	47%	30%	14%	1%	100%
Fires outside your neighborhood	29%	39%	28%	3%	0%	100%

Question 7: Victim of a Crime

During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	85%
Yes	14%
Don't know	1%
Total	100%

Question 8: Reported Crime to Police

If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	32%
Yes	68%
Don't know	0%
Total	100%

Question 9: Problems Impacting Arvada

To what degree are the following a problem in Arvada:	Not a problem	Minor problem	Important problem	Major problem	Extreme problem	Total
Crime	13%	59%	26%	2%	0%	100%
Loitering youth	24%	47%	22%	6%	1%	100%
Traffic congestion	18%	41%	28%	11%	2%	100%
Lack of mass transit service	23%	32%	24%	16%	6%	100%
Violation of traffic laws	23%	43%	23%	9%	3%	100%
Growth	30%	34%	26%	7%	3%	100%
Employment opportunities	11%	35%	35%	14%	5%	100%
Lack of entry-level housing	31%	38%	21%	7%	2%	100%
Lack of housing options for senior citizens	35%	34%	22%	7%	2%	100%
Flooding	49%	40%	9%	2%	0%	100%
Identity theft	28%	36%	28%	6%	2%	100%
Residential property maintenance	25%	39%	27%	7%	2%	100%
Home foreclosures	11%	32%	42%	11%	4%	100%

Question 10: Household Financial Status

Please circle the number that best represents your answer. Would you say that you (and your household)...							Total
	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know	
Are better off or worse off financially than you were a year ago	4%	16%	41%	27%	11%	0%	100%
Will be better off or worse off financially a year from now	6%	22%	44%	16%	4%	9%	100%

Question 11: Economic Impact in Next 6 Months

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:	Percent of respondents
Very positive	2%
Somewhat positive	8%
Neutral	39%
Somewhat negative	41%
Very negative	10%
Total	100%

Question 12: Community Participation

In the last 12 months, about how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used the public libraries	30%	22%	26%	11%	11%	100%
Used the recreation centers	35%	26%	23%	8%	9%	100%
Participated in Apex Park and Recreation programs or activities	54%	19%	16%	6%	5%	100%
Visited Olde Town Arvada	5%	21%	39%	19%	16%	100%
Rode a local RTD bus within the City	82%	8%	4%	2%	4%	100%
Attended a City Council meeting	94%	5%	1%	0%	0%	100%
Attended a public meeting about City matters	90%	7%	3%	0%	0%	100%
Tried to restrict your water use for purposes of conservation	17%	13%	30%	17%	23%	100%
Recycled used paper, cans, or bottles from your home	26%	12%	14%	9%	40%	100%
Volunteered your time to some group/activity in Arvada	63%	16%	12%	4%	5%	100%
Volunteered your time to some group/activity outside of Arvada	56%	19%	13%	6%	7%	100%
Attended a theater or art program at the Arvada Center	58%	29%	11%	1%	1%	100%
Dined at an Arvada restaurant (not fast food)	5%	15%	40%	25%	14%	100%
Used a City park or trail	15%	14%	28%	15%	28%	100%
Attended an educational class or program in Arvada	81%	14%	3%	0%	2%	100%
Accessed the City's Web site	42%	26%	25%	5%	3%	100%
Used a bicycle route in the City	55%	12%	17%	8%	8%	100%

Question 13: Sustainable Community

The City of Arvada is working to improve practices that help the environment, some of which may increase costs to taxpayers. To what extent do you support or oppose the City taking each of the following actions?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Increase recycling options for residents	42%	39%	8%	7%	4%	100%
Reduce the City government's greenhouse gas emissions	25%	41%	12%	12%	11%	100%
Reduce the community's greenhouse gas emissions	24%	39%	13%	12%	11%	100%
Increase alternative transit options throughout the City	36%	37%	10%	9%	7%	100%
Create incentives for increasing public transit ridership	32%	38%	13%	9%	7%	100%
Require all new commercial and residential structures be built using environmentally friendly ("green") construction methods	22%	41%	16%	15%	5%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	41%	43%	7%	6%	3%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	32%	44%	9%	9%	5%	100%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the City	18%	41%	16%	14%	11%	100%
Create incentives for increased water conservation	33%	47%	10%	5%	4%	100%
Increase environmental education and public awareness programs	24%	45%	12%	11%	8%	100%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	38%	44%	7%	4%	7%	100%

Question 14: Importance of Shopping in Arvada

You have the option to shop in Arvada, other cities or on the Internet. All things being equal, please rate how important, if at all, it is to you to shop in Arvada.	Percent of respondents
Essential	11%
Very important	39%
Somewhat important	35%
Not at all important	14%
Don't know	1%
Total	100%

Question 15: Frequency of Purchases in Arvada

In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?	Always	Frequently	Sometimes	Never	Total
Groceries	74%	22%	3%	0%	100%
Clothes/personal items	13%	43%	37%	7%	100%
Meals and entertainment	14%	60%	24%	2%	100%
Large household appliances and furniture	7%	12%	34%	46%	100%
Computers and electronics	5%	10%	35%	50%	100%
Home improvement/hardware	27%	37%	27%	9%	100%
Other items	9%	44%	43%	4%	100%

Question 16: Opinions on the Current Rate of Growth in Arvada

What do you think about the current rate of the following types of growth in Arvada?	Much too fast	Somewhat too fast	About right	Somewhat too slow	Much too slow	Total
Residential growth	11%	24%	59%	5%	0%	100%
Retail (shopping) growth	2%	8%	47%	33%	10%	100%
Job growth	0%	1%	22%	54%	23%	100%
Light industrial/manufacturing	1%	3%	48%	32%	15%	100%
Professional offices	2%	7%	62%	23%	7%	100%
Recreational/entertainment	1%	3%	66%	25%	5%	100%

Question 17: Quality and Variety of Development in Arvada

Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
The quality of residential development	7%	54%	34%	4%	1%	100%
The quality of business/retail development	4%	41%	42%	11%	2%	100%
The variety of residential development	4%	38%	48%	9%	1%	100%
The variety of business/retail development	2%	32%	47%	16%	2%	100%

Question 18: Number of Known Neighbors	
Thinking about your neighbors who live on your street or in your apartment complex, how many of them do you know by name? Please write the number of neighbors who you know by name. Write 0, if none _____	Percent of respondents
0	6%
1	3%
2	5%
3	6%
4	7%
5	8%
6	8%
7	4%
8	8%
9	2%
10	9%
11	1%
12	6%
13	1%
14	2%
15	4%
16	2%
17	2%
18	1%
19	1%
20	5%
21	1%
22	1%
23	1%
24	1%
25	1%
26	0%
27	0%
28	0%
29	0%
30	1%
31	0%
32	0%
33	0%
35	0%
36	0%
38	0%
40	1%
41	0%
44	0%
50	0%

Question 18: Number of Known Neighbors

Thinking about your neighbors who live on your street or in your apartment complex, how many of them do you know by name? Please write the number of neighbors who you know by name. Write 0, if none _____	Percent of respondents
59	0%
60	0%
72	0%
114	0%
121	0%
200	0%
Total	100%

Question 19: Number of Households Represented by Known Neighbors

How many different households are represented by neighbors who you know by name? Write 0, if none _____	Percent of respondents
0	8%
1	4%
2	8%
3	11%
4	12%
5	11%
6	9%
7	7%
8	8%
9	4%
10	6%
11	1%
12	3%
13	0%
14	2%
15	2%
16	1%
17	0%
18	0%
19	0%
20	2%
21	0%
23	0%
25	0%
28	0%
29	0%
30	0%
33	0%
35	0%
36	0%
40	0%

Question 19: Number of Households Represented by Known Neighbors

How many different households are represented by neighbors who you know by name? Write 0, if none _____	Percent of respondents
50	0%
60	0%
114	0%
130	0%
Total	100%

Question 20: Frequency of Communication with Neighbors

About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about every day	17%
Several times a week	34%
Several times a month	28%
Once a month	9%
Several times a year	8%
Once a year or less	2%
Never	3%
Total	100%

Question 21: Quality and Variety of Development in Arvada

Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Preserving buildings and landmarks in the community	13%	42%	26%	3%	0%	15%	100%
Enhancing buildings and landmarks in the community	12%	37%	32%	4%	1%	14%	100%
Future growth of the community	6%	32%	35%	10%	3%	14%	100%
Diverse housing choices (senior housing, affordable housing, etc.)	4%	27%	41%	11%	3%	15%	100%
Economic development (jobs, retail, etc.)	3%	17%	40%	20%	6%	15%	100%
Parks and recreation	21%	46%	20%	3%	1%	9%	100%

Question 22: Support for More Business Development in Arvada

To what extent do you support or oppose more business development in Arvada?	Percent of respondents
Strongly support	30%
Somewhat support	48%
Somewhat oppose	15%
Strongly oppose	4%
Don't know	3%
Total	100%

Question 23: Arvada Traffic Ratings

Please rate the following aspects of traffic in Arvada:	No problem	Slight problem	Moderate problem	Major problem	Total
Traffic movement within the City	23%	48%	22%	7%	100%
Volume of traffic on residential streets	54%	30%	12%	4%	100%
Volume of traffic on major streets such as Wadsworth or Ralston Road	14%	32%	33%	21%	100%
Speed of traffic on residential streets	38%	33%	18%	11%	100%
Accessibility of commercial and retail centers	53%	31%	13%	3%	100%

Question 24: Which traffic issue should Arvada resolve first?

In your opinion, which one of the following traffic issues should Arvada resolve first?	Percent of respondents
Additional lanes on existing City streets	7%
Construction of new streets to build out the City's transportation system	6%
Traffic flow improvements on existing City streets	33%
Safety improvements for vehicular, bicycle, and pedestrian traffic	17%
None of these is more important than any other	15%
Traffic is fine – I see no pressing problems	14%
Don't know	8%
Total	100%

Question 25: Importance of Living and Working in Arvada

How important is it to you to have the opportunity to work as well as live in Arvada?	Percent of respondents
Essential	11%
Very important	32%
Somewhat important	26%
Not at all important	25%
Don't know	5%
Total	100%

Question 26: Working Outside the Home

Do you work outside of the home?	Percent of respondents
No	31%
Yes	69%
Total	100%

Question 27: Work Commute

About how many miles is your work place from home?	Average Number of Miles
About how many miles is your work place from home?	15

Question 28: City of Employment

Which city do you work in or closest to?	Percent of Respondents
Arvada	23%
Wheat Ridge	5%
Boulder	4%
Louisville	1%
Lakewood	11%
Lafayette	1%
Golden	10%
Denver	25%
Broomfield	4%
Westminster	4%
Other	11%
Total	100%

Question 29: Commute Transportation

How do you usually travel to work?	Percent of Respondents
Drive alone	91%
The bus	3%
Bike	1%
Car pool	3%
Walk	1%
Scooter	0%
Other	1%
Total	100%

Question 30: Overall Satisfaction with Arvada Government Services

Overall, how satisfied are you with the government services provided by the City of Arvada?	Percent of respondents
Very satisfied	10%
Satisfied	49%
Neutral	37%
Dissatisfied	3%
Very dissatisfied	1%
Total	100%

Question 31: Satisfaction with Arvada City Services

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	Total
Police emergency services	26%	48%	14%	2%	0%	8%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	13%	38%	26%	2%	1%	19%	100%
City parks	32%	50%	15%	1%	0%	2%	100%
Street patching and repairs	6%	43%	29%	16%	6%	1%	100%
Water services	19%	54%	21%	2%	1%	3%	100%
Sewer services	19%	53%	22%	2%	0%	5%	100%
Municipal court services	7%	31%	30%	1%	0%	31%	100%
New street construction and expansion	5%	28%	44%	8%	2%	13%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	6%	31%	32%	17%	5%	8%	100%
Development of new City parks, open space, and trails	15%	43%	28%	5%	1%	8%	100%
Maintenance of existing City parks, open space, and trails	20%	54%	18%	5%	0%	3%	100%
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.)	10%	38%	32%	1%	0%	18%	100%
Drinking water quality	35%	43%	14%	6%	1%	2%	100%
Programs to deal with appearance and safety of neighborhoods	8%	31%	36%	7%	2%	16%	100%
Snow removal or sanding on major streets	11%	49%	25%	11%	4%	1%	100%
Street sweeping	11%	49%	30%	5%	1%	3%	100%
Sidewalk maintenance	8%	41%	31%	13%	4%	4%	100%
Programs at the Arvada Center for the Arts and Humanities	19%	34%	24%	1%	1%	21%	100%
Programs to attract and keep businesses in Arvada	4%	20%	33%	12%	5%	26%	100%
Low income/subsidized housing	6%	15%	37%	7%	3%	33%	100%
Ease of car travel in the City	10%	49%	27%	11%	3%	1%	100%
Ease of bicycle travel in the City	8%	33%	30%	7%	1%	21%	100%
Traffic safety (enforcement, education, and engineering)	6%	40%	32%	9%	2%	10%	100%
City building inspection	6%	21%	36%	4%	1%	33%	100%

Question 32: Satisfaction with Non-City Services

Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	Total
Cable television services	8%	38%	20%	11%	6%	17%	100%
Mass transit planning (rail, bus, etc.)	5%	25%	31%	14%	5%	19%	100%
Programs providing health services for the poor	3%	13%	29%	7%	4%	43%	100%
Youth programs	4%	28%	29%	6%	1%	32%	100%
Programs for senior citizens	5%	20%	33%	4%	1%	36%	100%
Assistance programs for the poor and homeless	3%	12%	32%	7%	3%	43%	100%
Mental health services	3%	11%	31%	5%	2%	48%	100%
Fire services	23%	47%	17%	1%	0%	12%	100%
Library services	27%	48%	17%	2%	0%	7%	100%
Trash collection	21%	52%	18%	3%	2%	4%	100%
Recreation programs	18%	48%	21%	2%	0%	11%	100%
Curbside or other recycling options	10%	33%	22%	13%	9%	13%	100%

Question 33: Importance of Arvada City Services

Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, please rate on a five point scale, how important you think it is to have the City of Arvada provide these services.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Police emergency services	79%	16%	4%	0%	1%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	30%	37%	26%	4%	2%	100%
City parks	30%	46%	22%	1%	1%	100%
Street patching and repairs	35%	50%	13%	1%	0%	100%
Water services	56%	34%	8%	1%	1%	100%
Sewer services	56%	34%	8%	1%	1%	100%
Municipal court services	33%	38%	22%	1%	5%	100%
New street construction and expansion	13%	32%	39%	12%	4%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	20%	37%	37%	4%	2%	100%
Development of new City parks, open space, and trails	15%	30%	38%	15%	2%	100%
Maintenance of existing City parks, open space, and trails	28%	51%	19%	2%	1%	100%
City outreach services (KATV Channel 8, Web site, Facebook, Twitter, The Arvada Report, water bill inserts, etc.)	5%	21%	44%	22%	8%	100%
Drinking water quality	66%	29%	4%	0%	0%	100%
Programs to deal with appearance and safety of neighborhoods	23%	42%	31%	3%	2%	100%
Snow removal or sanding on major streets	49%	40%	10%	0%	0%	100%
Street sweeping	18%	40%	36%	5%	1%	100%
Sidewalk maintenance	20%	45%	31%	3%	1%	100%
Programs at the Arvada Center for the Arts and Humanities	10%	24%	43%	17%	6%	100%
Programs to attract and keep businesses in Arvada	25%	45%	24%	4%	2%	100%
Low income/subsidized housing	12%	26%	36%	18%	9%	100%
Ease of car travel in the City	16%	48%	31%	3%	1%	100%
Ease of bicycle travel in the City	12%	33%	37%	13%	4%	100%
Traffic safety (enforcement, education, and engineering)	27%	42%	25%	4%	2%	100%
City building inspection	16%	38%	34%	4%	8%	100%

Question 34: Importance of Non-City Services

Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Cable television services	21%	30%	25%	20%	3%	100%
Mass transit planning (rail, bus, etc.)	24%	39%	27%	8%	2%	100%
Programs providing health services for the poor	17%	38%	33%	9%	4%	100%
Youth programs	19%	48%	25%	4%	4%	100%
Programs for senior citizens	16%	45%	32%	4%	3%	100%
Assistance programs for the poor and homeless	16%	37%	34%	9%	4%	100%
Mental health services	16%	40%	32%	6%	6%	100%
Fire services	64%	29%	6%	1%	1%	100%
Library services	31%	43%	20%	4%	1%	100%
Trash collection	42%	40%	12%	5%	1%	100%
Recreation programs	18%	44%	32%	5%	1%	100%
Curbside or other recycling options	20%	41%	27%	10%	2%	100%

Question 35: Support for or Opposition to the City of Arvada Pursuing New Programs

To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Purchase additional land for open space	14%	43%	21%	15%	7%	100%
Build large community and regional parks	10%	43%	25%	15%	6%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts and replacing deteriorated trails and playground equipment)	31%	53%	9%	3%	3%	100%
Build new neighborhood parks	11%	42%	30%	12%	5%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	28%	52%	11%	5%	4%	100%
Construct new trails	9%	43%	28%	13%	6%	100%
Fund the construction of streets to improve the City's transportation system	20%	46%	20%	8%	5%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	22%	44%	19%	9%	7%	100%
Fund ongoing maintenance of roads	46%	43%	6%	2%	3%	100%

Question 35a: Priority to the City of Arvada Pursuing New Programs				
To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?	1	2	3	Total
Purchase additional land for open space	28%	32%	40%	100%
Build large community and regional parks	18%	20%	62%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts and replacing deteriorated trails and playground equipment)	19%	32%	49%	100%
Build new neighborhood parks	11%	30%	58%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	9%	50%	40%	100%
Construct new trails	8%	35%	56%	100%
Fund the construction of streets to improve the City's transportation system	29%	50%	21%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	31%	36%	32%	100%
Fund ongoing maintenance of roads	70%	19%	11%	100%

Question 36: Contact with City Employees During the Last 12 Months	
Have you had phone or in-person contact with an Arvada City employee within the last 12 months (including police, municipal judges, receptionists, planners or any others)?	Percent of respondents
No	47%
Yes	53%
Total	100%

Question 37: Departments Contacted in the Last 12 Months	
With which of the following departments have you had contact in the last 12 months?	Percent of respondents*
Water/Sewer	21%
Police	54%
Economic Development	2%
Parks/Golf	19%
Human Resources	6%
Code Enforcement	12%
City Clerk/Passport	10%
Community Development	2%
Municipal Court	7%
Housing	7%
Arvada Center	20%
Sales Tax	5%
Animal Control	17%
City Manager's Office	5%
Building Inspection	16%
Streets/Snow Removal	5%
Water Billing	14%
City Attorney/Prosecutor	3%
Traffic Engineering	4%
Other	11%

*Total may exceed 100% as respondents could give more than one answer

Question 38: City Employee Ratings

What was your impression of City employees in your most recent contact?	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Knowledgeable	45%	44%	7%	3%	0%	1%	100%
Professional attitude	48%	38%	9%	3%	1%	1%	100%
Willingness to help or understand	48%	34%	10%	4%	2%	1%	100%
Making you feel valued as a citizen/customer	43%	33%	14%	6%	3%	2%	100%
Overall impression	47%	34%	11%	6%	1%	1%	100%

Question 39: Contact with the Police or Municipal Courts in the Past 12 Months

Have you had contact with the police or municipal courts in the last 12 months?	Percent of respondents
No	66%
Yes	34%
Total	100%

Question 40: Reason for Contact with Police or Municipal Courts

What was the reason for your contact with the police or municipal courts?	Percent of Respondents
Traffic ticket	18%
Accused of a crime	2%
Help for solving a problem	22%
Witnessed a crime	8%
Victim of crime	18%
Other	32%
Total	100%

Question 41: Law Enforcement Ratings

Please circle the number that best describes your opinion for each of the following questions:	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Don't know	Total
How would you rate the conduct of the police officers on the case?	59%	18%	10%	5%	8%	100%
How would you rate the conduct of the judge on the case?	12%	6%	5%	1%	76%	100%
How would you rate the conduct of the City prosecutors on the case?	9%	8%	2%	3%	78%	100%

Question 42: Public Trust

Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
City of Arvada employees really try to do quality work	27%	37%	18%	2%	0%	16%	100%
I receive good value for the City taxes I pay	22%	38%	23%	7%	1%	8%	100%
I am pleased with the overall direction that the City is taking	18%	42%	25%	7%	2%	6%	100%
I am well informed on major issues in the City of Arvada	13%	35%	32%	11%	4%	6%	100%
Arvada City government welcomes citizen involvement	16%	33%	29%	5%	1%	16%	100%
Government is really run for the benefit of all the people	13%	29%	29%	13%	5%	11%	100%
Most elected officials care what people like me think	8%	30%	27%	12%	10%	14%	100%

Question 43: Information Sources

How important to you are the following sources for information about City projects and programs?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
The Arvada Press (weekly community paper)	15%	31%	31%	15%	8%	100%
The Arvada Report (bi-monthly City newsletter)	16%	34%	36%	9%	6%	100%
Denver Post	11%	22%	31%	28%	8%	100%
City Water bill inserts	6%	22%	39%	20%	13%	100%
KATV Cable Channel 8	3%	9%	25%	38%	24%	100%
The City Web site at www.arvada.org	13%	24%	33%	14%	15%	100%
Friends and family (word of mouth)	13%	36%	35%	9%	7%	100%
Local TV news	15%	37%	32%	11%	5%	100%
Local radio broadcasts	10%	26%	33%	21%	10%	100%
Your Hub (weekly insert in the Denver Post)	6%	18%	27%	30%	19%	100%
Arvada's social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	2%	9%	23%	40%	26%	100%

Question 44: Cable Television or Satellite Subscription

Do you subscribe to cable television or satellite television?	Percent of Respondents
No	21%
Yes	79%
Total	100%

Question 45: Television Service

Which television service do you subscribe to?	Percent of Respondents
Comcast	55%
US Cable	3%
Satellite	41%
Total	100%

Question 46: Channel 8 Program Viewership

In the last 12 months, how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched anything on KATV Cable Channel 8	47%	26%	17%	5%	4%	100%
Watched a City Council meeting on KATV Cable Channel 8	68%	20%	9%	3%	0%	100%

Question 47: Access to Computers

Do you have a computer in your home?	Percent of respondents
No	1%
Yes	99%
Total	100%

Question 48: Access to the Internet

Does your computer have Internet access?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question 49: City Web Site Use

Have you accessed the City's Web site at www.ci.arvada.co.us?	Percent of respondents
No	42%
Yes	58%
Total	100%

Question 49a: Found What They Were Looking For

Did you find what you were looking for?	Percent of respondents
No	13%
Yes	87%
Total	100%

Question 50: Rating of the City's Web Site

How would you rate the following aspects of the City's Web site at www.ci.arvada.co.us?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Usefulness of information	24%	57%	18%	1%	0%	100%
Ease of use	17%	59%	20%	3%	0%	100%
Design and graphics	17%	48%	32%	2%	0%	100%
Timeliness of information	16%	55%	28%	1%	0%	100%

Question 51: Respondent Use of City's Web Site

In the last 12 months, how often have you used these services on the City's Web site at www.ci.arvada.co.us ?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
"Ask Arvada" question form	77%	21%	3%	0%	0%	100%
City Council agendas	79%	17%	2%	0%	1%	100%
Municipal code online	63%	25%	10%	0%	1%	100%
Land development code online	88%	9%	3%	0%	0%	100%
Maps/Geographic Information Services (GIS)	50%	39%	10%	2%	1%	100%
Arvada Records Online	71%	21%	6%	0%	2%	100%
Paying water bills online	68%	7%	21%	2%	2%	100%

Question 52: Respondent Watched Shows on City's Web Site

In the last 12 months, how many times, if ever, have you watched City-produced video programming on the City's Web site at www.arvada.org ?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Any streaming video	89%	7%	3%	0%	0%	100%
A City Council meeting	89%	8%	3%	0%	0%	100%
A Planning Commission meeting	93%	5%	1%	0%	0%	100%

Question 53: Respondent Use of Other City's Web Sites

In the last 12 months, how often have you used these other City related Web sites?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
arvadapd.org (Arvada Police Department)	81%	16%	3%	0%	0%	100%
arvadacenter.org (Arvada Center for the Arts and Humanities)	67%	21%	11%	1%	0%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	95%	4%	1%	0%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	88%	7%	5%	1%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	89%	7%	3%	1%	0%	100%

Question 54: Respondent Use of Social Networking and Blog Sites

In the last 12 months, how often have you used or done the following...	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Social networking sites (e.g., Twitter, Facebook)	48%	4%	7%	6%	36%	100%
Read a blog(s)	55%	12%	13%	5%	15%	100%
Comment on a blog(s)	74%	11%	7%	3%	6%	100%

Appendix C: Responses to Selected Survey Questions by Geography

Responses to select survey questions are compared by City Council District and Police Sector in this appendix. Cells shaded grey indicate statistically significant differences ($p \leq .05$).

Comparisons by City Council District

	Percent of respondents	Count
Council District 1	23%	183
Council District 2	21%	174
Council District 3	30%	241
Council District 4	26%	214
Total	100%	811

Question 1: Quality of Life by Council District

Percent rating as "very good" or "good":	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Overall, how would you describe the quality of life in Arvada?	97%	90%	95%	96%	95%
How do you rate the overall quality of your neighborhood?	81%	76%	81%	95%	83%
How do you rate Arvada as a place to raise children?	89%	80%	81%	94%	86%
How do you rate Arvada as a place to live?	93%	91%	97%	95%	94%
How do you rate Arvada as a place to retire?	61%	67%	65%	66%	65%
How do you rate Arvada as a place to work?	54%	50%	53%	48%	51%

Questions 4, 5 and 6: Safety in Arvada by Council District

Percent rating as "very" or "somewhat" safe.	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Sense of personal safety in Arvada	92%	89%	89%	94%	91%
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	92%	84%	86%	93%	89%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	69%	64%	69%	82%	71%
Fires in your neighborhood	79%	90%	87%	88%	86%
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	67%	64%	69%	70%	68%
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	52%	56%	58%	56%	56%
Fires outside your neighborhood	64%	74%	70%	66%	68%

Questions 7 and 8: Crime Victimization and Reporting by Council District

Percent responding "yes".	Council District 1	Council District 2	Council District 3	Council District 4	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	14%	17%	15%	11%	14%
If yes, was this crime (these crimes) reported to the police?	76%	67%	56%	72%	67%

Question 9: Problems Impacting Arvada by Council District

Percent rating as a "moderate" or "extreme" problem	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Crime	1%	3%	3%	2%	2%
Loitering youth	8%	10%	9%	4%	8%
Traffic congestion	17%	14%	12%	11%	13%
Lack of mass transit service	18%	20%	20%	25%	21%
Violation of traffic laws	10%	13%	10%	11%	11%
Growth	8%	9%	11%	10%	10%
Employment opportunities	16%	22%	15%	19%	18%
Lack of entry-level housing	6%	13%	11%	7%	9%
Lack of housing options for senior citizens	6%	14%	9%	8%	9%
Flooding	2%	2%	3%	1%	2%
Identity theft	6%	6%	8%	12%	8%
Residential property maintenance	9%	9%	6%	8%	8%
Home foreclosures	14%	20%	13%	12%	14%

Question 22: Support for More Business Development in Arvada by Council District

Percent "strongly" or "somewhat" support.	Council District 1	Council District 2	Council District 3	Council District 4	Overall
More retail development in Arvada is likely to result in a stronger tax base and enhanced City services. At the same time, it is likely to result in more commercial buildings and increased traffic in the City. To what extent do you support or oppose more retail development in Arvada?	84%	79%	78%	81%	80%

Question 30: Overall Satisfaction with Arvada Government Services by Council District

Percent rating "very satisfied" or "satisfied"	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Overall, how satisfied are you with the government services provided by the City of Arvada?	60%	57%	59%	59%	59%

Question 31: Satisfaction with Arvada City Services (Key Drivers) by Council District

Percent rating "very satisfied" or "satisfied."	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Police emergency services	82%	81%	83%	80%	82%
Sewer services	75%	71%	73%	78%	74%
City outreach services (KATV-Channel 8, Web site, The Arvada Report, water bill inserts, etc.)	60%	58%	64%	52%	58%
Ease of bicycle travel in the City	48%	45%	48%	59%	51%

Question 42: Public Trust by Council District

Percent "strongly" or "somewhat" agree.	Council District 1	Council District 2	Council District 3	Council District 4	Overall
City of Arvada employees really try to do quality work	76%	78%	76%	77%	77%
I receive good value for the City taxes I pay	65%	59%	74%	63%	66%
I am pleased with the overall direction that the City is taking	60%	70%	71%	57%	65%
I am well informed on major issues in the City of Arvada	47%	53%	51%	50%	50%
Arvada City government welcomes citizen involvement	62%	57%	61%	55%	59%
Government is really run for the benefit of all the people	48%	41%	54%	47%	48%
Most elected officials care what people like me think	45%	36%	53%	39%	43%

Comparisons by Police Sector

	Percent of respondents	Count
Police Sector A	26%	209
Police Sector B	32%	263
Police Sector C	27%	219
Police Sector D	15%	121
Total	100%	811

Question 1: Quality of Life by Police Sector

Percent rating as "very good" or "good":	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Overall, how would you describe the quality of life in Arvada?	96%	91%	97%	96%	95%
How do you rate the overall quality of your neighborhood?	80%	73%	93%	95%	83%
How do you rate Arvada as a place to raise children?	87%	76%	91%	97%	86%
How do you rate Arvada as a place to live?	92%	93%	95%	98%	94%
How do you rate Arvada as a place to retire?	61%	59%	69%	75%	65%
How do you rate Arvada as a place to work?	52%	49%	53%	50%	51%

Questions 4, 5 and 6: Safety in Arvada by Police Sector

Percent rating as "very" or "somewhat" safe.	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Sense of personal safety in Arvada	90%	88%	94%	94%	91%
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	91%	84%	89%	94%	89%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	66%	64%	78%	84%	71%
Fires in your neighborhood	79%	87%	90%	89%	86%
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	66%	68%	65%	75%	68%
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	50%	58%	56%	59%	56%
Fires outside your neighborhood	65%	73%	65%	72%	68%

Questions 7 and 8: Crime Victimization and Reporting by Police Sector

Percent responding "yes".	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	14%	17%	12%	11%	14%
If yes, was this crime (these crimes) reported to the police?	74%	56%	64%	89%	67%

Question 9: Problems Impacting Arvada by Police Sector

Percent rating as a "moderate" or "extreme" problem	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Crime	2%	2%	3%	1%	2%
Loitering youth	8%	11%	5%	2%	8%
Traffic congestion	18%	13%	8%	14%	13%
Lack of mass transit service	20%	20%	21%	24%	21%
Violation of traffic laws	10%	10%	12%	13%	11%
Growth	8%	9%	10%	12%	10%
Employment opportunities	20%	15%	15%	24%	18%
Lack of entry-level housing	7%	12%	9%	5%	9%
Lack of housing options for senior citizens	7%	12%	8%	8%	9%
Flooding	2%	1%	3%	1%	2%
Identity theft	6%	6%	11%	13%	8%
Residential property maintenance	10%	8%	5%	10%	8%
Home foreclosures	18%	15%	12%	12%	14%

Question 22: Support for More Business Development in Arvada by Police Sector

Percent "strongly" or "somewhat" support.	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
More retail development in Arvada is likely to result in a stronger tax base and enhanced City services. At the same time, it is likely to result in more commercial buildings and increased traffic in the City. To what extent do you support or oppose more retail development in Arvada?	81%	79%	79%	82%	80%

Question 30: Overall Satisfaction with Arvada Government Services by Police Sector

Percent rating "very satisfied" or "satisfied"	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Overall, how satisfied are you with the government services provided by the City of Arvada?	60%	56%	59%	64%	59%

Question 31: Satisfaction with Arvada City Services (Key Drivers) by Police Sector

Percent rating "very satisfied" or "satisfied."	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Police emergency services	81%	81%	83%	82%	82%
Sewer services	75%	69%	78%	76%	74%
City outreach services (KATV-Channel 8, Web site, The Arvada Report, water bill inserts, etc.)	62%	58%	58%	52%	58%
Ease of bicycle travel in the City	50%	40%	64%	49%	51%

Question 42: Public Trust by Police Sector

Percent "strongly" or "somewhat" agree.	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
City of Arvada employees really try to do quality work	75%	72%	84%	75%	77%
I receive good value for the City taxes I pay	64%	65%	72%	59%	66%
I am pleased with the overall direction that the City is taking	62%	70%	67%	54%	65%
I am well informed on major issues in the City of Arvada	49%	49%	55%	47%	50%
Arvada City government welcomes citizen involvement	62%	55%	63%	52%	59%
Government is really run for the benefit of all the people	46%	45%	50%	52%	48%
Most elected officials care what people like me think	42%	42%	48%	42%	43%

Appendix D: Survey Methodology

Developing the Questionnaire

The Arvada Citizen Survey was first administered in 1979. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city, and their assessment of city service delivery. The citizen survey instrument for Arvada was developed by starting with the version from the previous implementation in 2009. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2011 questionnaire. In an iterative process between City staff and NRC staff, a final 10-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the City of Arvada were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled, so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 2,400 addresses. The Council District and Police Sector for each address in the sample also were identified so that geographic comparisons could be made.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In order to randomly select an adult within the household to participate in the survey, the “birthday method” was employed. With this method, the interviewer asked to speak to the person age 18 years or older who most recently had a birthday, regardless of the year of birth. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the 2011 Arvada Citizen Survey was sent. Approximately one week after mailing the prenotification, each household

was mailed a survey containing a cover letter signed by the mayor enlisting participation. The packet also contained a postage paid-return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Additionally, both cover letters provided respondents with a Web link to complete the survey online, if desired.

The mailings were sent in August 2011. Completed surveys were collected over the following six weeks. About 3% of the 2,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,331 households presumed to have received a survey, 844 completed the survey (804 via mail and 40 via the Web), providing a response rate of 36%, similar what was seen in 2009 and 2007 (37% and 36%, respectively).

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all City of Arvada adults. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite our best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample, results for subgroups will have wider confidence intervals. For each subgroup from the survey, the margin of error rises to as much as plus or minus 9% for a sample size of 129 (in smallest) to plus or minus 6% for 242 completed surveys (in largest).

Survey Processing (Data Entry)

Mailed surveys were returned to NRC via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys have been assigned a unique identification number, they are entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Because the online survey data is automatically entered and stored electronically, data entry was not necessary. These data were merged with the electronic dataset from the completed mailed surveys.

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and the 2005-2009 American Community Survey (ACS) estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own), and housing unit type (attached versus detached). This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting "schemes" are tested to ensure the best fit for the data.

The weighting process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of multi-family housing dwellers.

The results of the weighting scheme are presented in the figure on the following page.

2011 Arvada, CO Weighting Table				
	2010 Census	Unweighted	Weighted	
<i>Housing</i>				
Rent	27%	18%	28%	
Own	73%	82%	72%	
Detached*	73%	76%	73%	
Attached*	27%	25%	27%	
<i>Race/Ethnicity</i>				
White	92%	92%	91%	
Not White	8%	8%	9%	
Not Hispanic	89%	93%	91%	
Hispanic	11%	8%	9%	
<i>Gender</i>				
Female	52%	57%	53%	
Male	48%	43%	47%	
<i>Age</i>				
Age 18-34	26%	11%	25%	
Age 35-54	39%	34%	38%	
Age 55 and over	36%	55%	37%	
Female 18-34	13%	7%	13%	
Female 35-54	20%	19%	20%	
Female 55 and over	20%	31%	21%	
Male 18-34	13%	4%	13%	
Male 35-54	19%	15%	19%	
Male 55 and over	16%	24%	16%	

*Source: The American Community Survey 2005-2009

Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

Also included are results by geographic area (*Appendix C: Responses to Selected Survey Questions by Geography*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix E. Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National comparisons provided for the City of Arvada followed by the 2010 population according to the U.S. Census. At the end of this section, are listed the jurisdictions included in the Front Range comparison.

Jurisdictions Included in National Comparisons

Abilene, KS	6,844	Boise, ID	205,671
Airway Heights, WA	6,114	Borough of Ebensburg, PA.....	3,351
Alamogordo, NM.....	30,403	Botetourt County, VA	33,148
Albany, GA	77,434	Boulder County, CO.....	294,567
Albany, OR.....	50,158	Boulder, CO	97,385
Albemarle County, VA.....	98,970	Bowling Green, KY.....	58,067
Alpharetta, GA.....	57,551	Bozeman, MT.....	37,280
Ames, IA.....	58,965	Branson, MO.....	10,520
Andover, MA	8,762	Brea, CA.....	39,282
Ankeny, IA.....	45,582	Breckenridge, CO.....	4,540
Ann Arbor, MI.....	113,934	Brevard County, FL.....	543,376
Apple Valley, CA	69,135	Brisbane, CA	4,282
Arapahoe County, CO	572,003	Broken Arrow, OK.....	98,850
Archuleta County, CO	12,084	Brookline, NH.....	4,965
Arkansas City, KS	12,415	Bryan, TX	76,201
Arlington County, VA	207,627	Burlingame, CA.....	28,806
Arvada, CO.....	106,433	Burlington, MA.....	24,498
Asheville, NC.....	83,393	Cabarrus County, NC	178,011
Ashland, OR	20,078	Calgary, Canada	1,071,515
Aspen, CO	6,658	Cambridge, MA	105,162
Auburn, AL	53,380	Canandaigua, NY	10,545
Auburn, WA	70,180	Cape Coral, FL.....	154,305
Aurora, CO	325,078	Carlsbad, CA	105,328
Austin, TX	790,390	Carson City, NV	55,274
Avondale, AZ.....	76,238	Cartersville, GA	19,731
Baltimore County, MD.....	805,029	Carver County, MN	91,042
Baltimore, MD.....	620,961	Cary, NC	135,234
Barnstable, MA	215,888	Casa Grande, AZ	48,571
Batavia, IL	26,045	Cedar Creek, NE.....	390
Battle Creek, MI.....	52,347	Cedar Falls, IA	39,260
Bedford, MA	95,072	Cedar Rapids, IA.....	126,326
Beekman, NY.....	14,621	Centennial, CO	100,377
Belleair Beach, FL	1,560	Centralia, IL	13,032
Bellevue, WA.....	122,363	Chandler, AZ.....	236,123
Bellingham, WA	80,885	Chanhassen, MN	22,952
Beltrami County, MN.....	44,442	Charlotte County, FL	159,978
Benbrook, TX.....	21,234	Charlotte, NC.....	731,424
Bend, OR.....	76,639	Chesapeake, VA	222,209
Benicia, CA.....	26,997	Chesterfield County, VA.....	316,236
Bettendorf, IA.....	33,217	Cheyenne, WY	59,466
Billings, MT	104,170	Chittenden County, VT.....	156,545
Blacksburg, VA	42,620	Chula Vista, CA	243,916
Bloomfield, NM.....	8,112	Clark County, WA	425,363
Bloomington, IL	76,610	Clay County, MO	221,939
Blue Ash, OH	12,114	Clayton, MO	15,939
Blue Earth, MN	3,353	Clear Creek County, CO.....	9,088
Blue Springs, MO.....	52,575	Clearwater, FL	107,685

Cococino County, AZ	134,421	Ellisville, MO.....	9,133
Colleyville, TX	22,807	Elmhurst, IL	44,121
Collier County, FL.....	321,520	Englewood, CO	30,255
Collinsville, IL.....	25,579	Ephrata Borough, PA	13,394
Colorado Springs, CO	416,427	Escambia County, FL	297,619
Columbus, WI.....	4,991	Escanaba, MI	12,616
Commerce City, CO	45,913	Estes Park, CO	5,858
Concord, CA.....	122,067	Eugene, OR.....	156,185
Concord, MA.....	16,993	Eustis, FL	18,558
Concord, NC	79,066	Evanston, IL	74,486
Conyers, GA	15,195	Fairway, KS.....	3,882
Cookeville, TN.....	30,435	Farmington Hills, MI.....	79,740
Cooper City, FL.....	28,547	Farmington, NM.....	45,877
Coral Springs, FL.....	121,096	Farmington, UT	18,275
Coronado, CA.....	18,912	Fayetteville, AR	73,580
Corpus Christi, TX.....	305,215	Federal Way, WA	89,306
Corvallis, OR	54,462	Fishers, IN	76,794
Coventry, CT.....	2,990	Flagstaff, AZ.....	65,870
Craig, CO.....	9,464	Florence, AZ.....	25,536
Cranberry Township, PA.....	28,098	Flower Mound, TX	64,669
Crested Butte, CO.....	1,487	Flushing, MI	8,389
Crystal Lake, IL	40,743	Foothills Parks & Recreation District, CO	NA
Cumberland County, PA	235,406	Forest Grove, OR	21,083
Cupertino, CA.....	58,302	Fort Collins, CO	143,986
Dakota County, MN.....	398,552	Fort Worth, TX.....	741,206
Dallas, TX	1,197,816	Fredericksburg, VA	24,286
Dania Beach, FL.....	29,639	Freeport, IL	25,638
Davenport, IA	99,685	Fridley, MN	27,208
Davidson, NC	10,944	Fruita, CO	12,646
Daviess County, KY	96,656	Gainesville, FL.....	124,354
Davis, CA.....	65,622	Gaithersburg, MD.....	59,933
Daytona Beach, FL.....	61,005	Galt, CA	23,647
De Pere, WI	23,800	Garden City, KS.....	26,658
Decatur, GA.....	19,335	Gardner, KS.....	19,123
DeKalb, IL.....	43,862	Geneva, NY.....	13,261
Del Mar, CA	4,161	Georgetown, CO	1,034
Delaware, OH	34,753	Georgetown, TX	47,400
Delray Beach, FL.....	60,522	Gig Harbor, WA	7,126
Denton, TX	113,383	Gilbert, AZ	208,453
Denver Public Library, CO	NA	Gillette, WY	29,087
Denver, CO	600,158	Gladstone, MI.....	4,973
Des Moines, IA	203,433	Goodyear, AZ.....	65,275
Destin, FL	12,305	Grand County, CO	14,843
Dewey-Humboldt, AZ	3,894	Grand Island, NE	48,520
District of Saanich, Victoria, Canada.....	109,661	Grand Prairie, TX.....	175,396
Dorchester County, MD.....	32,618	Green Valley, AZ.....	21,391
Dover, DE.....	36,047	Greenwood Village, CO.....	13,925
Dover, NH.....	29,987	Guelph, Ontario, Canada	137,085
Dublin, CA	46,036	Gulf Shores, AL	9,741
Dublin, OH	41,751	Gunnison County, CO.....	15,324
Duluth, MN	86,265	Gunnee, IL	31,295
Duncanville, TX.....	38,524	Hampton, VA	137,436
Durango, CO	16,887	Hanover County, VA	99,863
East Providence, RI	47,037	Harrisonville, MO	10,019
Eau Claire, WI.....	65,883	Hartford, CT	124,775
Edmond, OK.....	81,405	Henderson, NV	257,729
Edmonton, Canada	782,439	Hermiston, OR	16,745
El Cerrito, CA.....	23,549	Herndon, VA.....	23,292
El Paso, TX.....	649,121	High Point, NC.....	104,371
Elk Grove, CA	153,015	Highland Park, IL.....	29,763

Highlands Ranch, CO	96,713	Loveland, CO	66,859
Hillsborough County, FL	1,229,226	Lower Providence Township, PA	25,436
Hillsborough, NC	6,087	Lyme, NH	1,716
Honolulu, HI	953,207	Lynchburg, VA	75,568
Hopewell, VA	22,591	Lynnwood, WA	35,836
Hoquiam, WA	8,726	Lynwood, CA	69,772
Hot Sulphur Springs, CO	663	Lyons, IL	10,729
Houston, TX	2,099,451	Madison, WI	233,209
Howell, MI	9,489	Maple Grove, MN	61,567
Hudson, CO	2,356	Maple Valley, WA	22,684
Hurst, TX	37,337	Marana, AZ	34,961
Hutchinson, MN	14,178	Maricopa County, AZ	3,817,117
Hutto, TX	14,698	Marion, IA	33,309
Indian Trail, NC	33,518	Maryland Heights, MO	27,472
Indianola, IA	14,782	Maryville, MO	11,972
Irving, TX	216,290	Mayer, MN	1,749
Jackson County, MI	160,248	McAllen, TX	129,877
Jackson County, OR	203,206	McDonough, GA	22,084
James City County, VA	67,009	McKinney, TX	131,117
Jefferson City, MO	43,079	McMinnville, OR	32,187
Jefferson County, CO	534,543	Mecklenburg County, NC	919,628
Jerome, ID	10,890	Medford, OR	74,907
Johnson County, KS	544,179	Medina, MN	4,892
Joplin, MO	50,150	Menlo Park, CA	32,026
Jupiter, FL	55,156	Meridian Charter Township, MI	38,263
Kalamazoo, MI	74,262	Meridian, ID	75,092
Kamloops, Canada	87,017	Merriam, KS	11,003
Kannapolis, NC	42,625	Merrill, WI	9,661
Keizer, OR	36,478	Mesa County, CO	146,723
Kelowna, Canada	27,305	Mesa, AZ	439,041
Kettering, OH	56,163	Miami Beach, FL	87,779
Kirkland, WA	48,787	Midland, MI	41,863
Kissimmee, FL	59,682	Milton, GA	32,661
Kitsap County, WA	251,133	Minneapolis, MN	382,578
Kutztown Borough, PA	5,012	Mission Viejo, CA	93,305
La Mesa, CA	57,065	Mission, KS	9,323
La Plata, MD	8,753	Missoula, MT	66,788
La Vista, NE	15,758	Montgomery County, MD	971,777
Laguna Beach, CA	22,723	Montpelier, VT	7,855
Lakewood, CO	142,980	Montrose, CO	19,132
Lane County, OR	351,715	Mooresville, NC	32,711
Laramie, WY	30,816	Morgantown, WV	29,660
Larimer County, CO	299,630	Moscow, ID	23,800
Lawrence, KS	87,643	Mountain View, CA	74,066
League City, TX	83,560	Mountlake Terrace, WA	19,909
Lebanon, NH	13,151	Multnomah County, OR	735,334
Lebanon, OH	20,033	Munster, IN	23,603
Lee County, FL	618,754	Muscatine, IA	22,886
Lee's Summit, MO	91,364	Naperville, IL	141,853
Lexington, VA	7,042	Nashville, TN	601,222
Liberty, MO	29,149	Needham, MA	28,886
Lincolnwood, IL	12,590	New Orleans, LA	343,829
Little Rock, AR	193,524	New York City, NY	8,175,133
Livermore, CA	80,968	Newport Beach, CA	85,186
Lodi, CA	62,134	Newport News, VA	180,719
Lone Tree, CO	10,218	Newport, RI	24,672
Long Beach, CA	462,257	Noblesville, IN	51,969
Longmont, CO	86,270	Normal, IL	52,497
Los Alamos County, NM	17,950	Norman, OK	110,925
Louisville, CO	18,376	North Branch, MN	10,125

North Las Vegas, NV.....	216,961	Prince William County, VA	402,002
North Palm Beach, FL	12,015	Provo, UT.....	112,488
Northern Tier Coalition Community Survey, PA	NA	Pueblo, CO	106,595
Northglenn, CO.....	35,789	Purcellville, VA	7,727
Novi, MI	55,224	Queen Creek, AZ	26,361
O'Fallon, IL.....	28,281	Radford, VA.....	16,408
O'Fallon, MO	79,329	Rancho Cordova, CA.....	64,776
Oak Park, IL.....	51,878	Rapid City, SD.....	67,956
Oak Ridge, TN.....	29,330	Raymore, MO.....	19,206
Oakland Park, FL	41,363	Redmond, WA.....	54,144
Oakland Township, MI	16,779	Rehoboth Beach, DE	1,327
Oakville, Canada	165,613	Reno, NV	225,221
Ocala, FL	56,315	Renton, WA.....	90,927
Ocean City, MD	7,102	Richmond Heights, MO	8,603
Ogdensburg, NY.....	11,128	Richmond, CA.....	103,701
Oklahoma City, OK	579,999	Rio Rancho, NM.....	87,521
Olathe, KS.....	125,872	Riverdale, UT	8,426
Oldsmar, FL.....	13,591	Riverside, IL.....	8,875
Olmsted County, MN	144,248	Riverside, MO	2,937
Olympia, WA	46,478	Roanoke, VA	97,032
Orange Village, OH.....	3,323	Rochester, MI	12,711
Oshkosh, WI.....	66,083	Rock Hill, SC.....	66,154
Ottawa County, MI	263,801	Rockford Park District, IL.....	152,871
Overland Park, KS.....	173,372	Rockville, MD	61,209
Oviedo, FL.....	33,342	Roeland Park, KS	6,731
Palatine, IL	68,557	Rolla, MO	19,559
Palm Bay, FL.....	103,190	Roswell, GA	88,346
Palm Beach County, FL.....	1,320,134	Round Rock, TX	99,887
Palm Beach Gardens, FL	48,452	Rowlett, TX.....	56,199
Palm Coast, FL	75,180	Saco, ME	18,482
Palm Springs, CA	44,552	Salida, CO.....	5,236
Palo Alto, CA	64,403	Salina, KS	47,707
Panama City, FL.....	36,484	Salt Lake City, UT.....	186,440
Park City, UT	7,558	San Diego, CA.....	1,307,402
Park Ridge, IL.....	37,480	San Francisco, CA.....	805,235
Parker, CO.....	45,297	San Juan County, NM.....	130,044
Pasadena, TX	149,043	San Luis Obispo County, CA	269,637
Pasco County, FL	464,697	San Marcos, TX.....	44,894
Pasco, WA	59,781	San Rafael, CA.....	57,713
Peachtree City, GA	34,364	Sandusky, OH	25,793
Peoria County, IL	186,494	Sandy City, UT	87,461
Peoria, AZ.....	154,065	Sandy Springs, GA.....	93,853
Peters Township, PA	21,213	Sanford, FL	53,570
Petoskey, MI	5,670	Santa Barbara County, CA	423,895
Philadelphia, PA	1,526,006	Santa Monica, CA.....	89,736
Phoenix, AZ.....	1,445,632	Sarasota, FL	51,917
Pinal County, AZ	375,770	Sault Sainte Marie, MI	14,144
Pinellas County, FL	916,542	Savannah, GA.....	136,286
Pinellas Park, FL.....	49,079	Scarsborough, ME.....	4,403
Pitkin County, CO.....	17,148	Scott County, MN.....	129,928
Plano, TX	259,841	Scottsdale, AZ	217,385
Platte City, MO	4,691	Sedona, AZ.....	10,031
Port Huron, MI.....	30,184	Seminole, FL.....	17,233
Port Orange, FL.....	56,048	Shenandoah, TX	2,134
Port St. Lucie, FL	164,603	Sherman, IL	4,148
Portland, OR.....	583,776	Shorewood, IL	15,615
Post Falls, ID.....	27,574	Shrewsbury, MA.....	35,608
Poway, CA.....	47,811	Sioux Falls, SD	153,888
Prescott Valley, AZ	38,822	Skokie, IL.....	64,784
		Smyrna, GA.....	51,271

Snellville, GA.....	18,242	Upper Merion Township, PA.....	28,395
Snoqualmie, WA.....	10,670	Urbandale, IA.....	39,463
South Daytona, FL.....	12,252	Valdez, AK.....	3,976
South Haven, MI.....	4,403	Vancouver, WA.....	161,791
South Lake Tahoe, CA.....	21,403	Vestavia Hills, AL.....	34,033
South Portland, ME.....	25,002	Victoria, Canada.....	78,057
Southlake, TX.....	26,575	Village of Howard City, MI.....	1,808
Sparks, NV.....	90,264	Virginia Beach, VA.....	437,994
Spokane Valley, WA.....	89,755	Visalia, CA.....	124,442
Spotsylvania County, VA.....	122,397	Volusia County, FL.....	494,593
Springboro, OH.....	17,409	Wahpeton, ND.....	7,766
Springfield, OR.....	59,403	Wake Forest, NC.....	30,117
Springville, UT.....	29,466	Walnut Creek, CA.....	64,173
St. Cloud, FL.....	35,183	Walton County, FL.....	55,043
St. Louis County, MN.....	200,226	Washington City, UT.....	18,761
Stafford County, VA.....	128,961	Washington County, MN.....	238,136
Starkville, MS.....	23,888	Washoe County, NV.....	421,407
State College, PA.....	42,034	Wausau, WI.....	39,106
Steamboat Springs, CO.....	12,088	Wentzville, MO.....	29,070
Sterling, CO.....	14,777	West Des Moines, IA.....	56,609
Stillwater, OK.....	45,688	West Richland, WA.....	11,811
Stockton, CA.....	291,707	Western Eagle County Metro Recreation District, CO.....	NA
Suamico, WI.....	54,173	Westlake, TX.....	992
Sugar Grove, IL.....	8,997	Westminster, CO.....	106,114
Sugar Land, TX.....	78,817	Wheat Ridge, CO.....	30,166
Summit County, CO.....	27,994	White House, TN.....	10,255
Sunnyvale, CA.....	140,081	Whitehorse, Canada.....	26,418
Surprise, AZ.....	117,517	Whitewater Township, MI.....	2,467
Suwanee, GA.....	15,355	Wichita, KS.....	382,368
Tacoma Public Works, WA.....	NA	Williamsburg, VA.....	14,068
Tacoma, WA.....	198,397	Wilmington, IL.....	5,724
Takoma Park, MD.....	16,715	Wilmington, NC.....	106,476
Tallahassee, FL.....	181,376	Wind Point, WI.....	1,723
Temecula, CA.....	100,097	Windsor, CO.....	18,644
Tempe, AZ.....	161,719	Windsor, CT.....	29,044
Temple, TX.....	66,102	Winnipeg, Canada.....	684,100
Teton County, WY.....	21,294	Winter Garden, FL.....	34,568
The Colony, TX.....	36,328	Winter Park, FL.....	27,852
Thornton, CO.....	118,772	Woodbury, MN.....	61,961
Thousand Oaks, CA.....	126,683	Woodland, WA.....	5,509
Thunder Bay, Canada.....	122,907	Woodridge, IL.....	32,971
Titusville, FL.....	43,761	Worcester, MA.....	181,045
Tomball, TX.....	10,753	Yellowknife, Canada.....	19,711
Tualatin, OR.....	26,054	York County, VA.....	65,464
Tulsa, OK.....	391,906	Yuma County, AZ.....	195,751
Tuskegee, AL.....	9,865	Yuma, AZ.....	93,064
Twin Falls, ID.....	44,125		
Upper Arlington, OH.....	33,771		

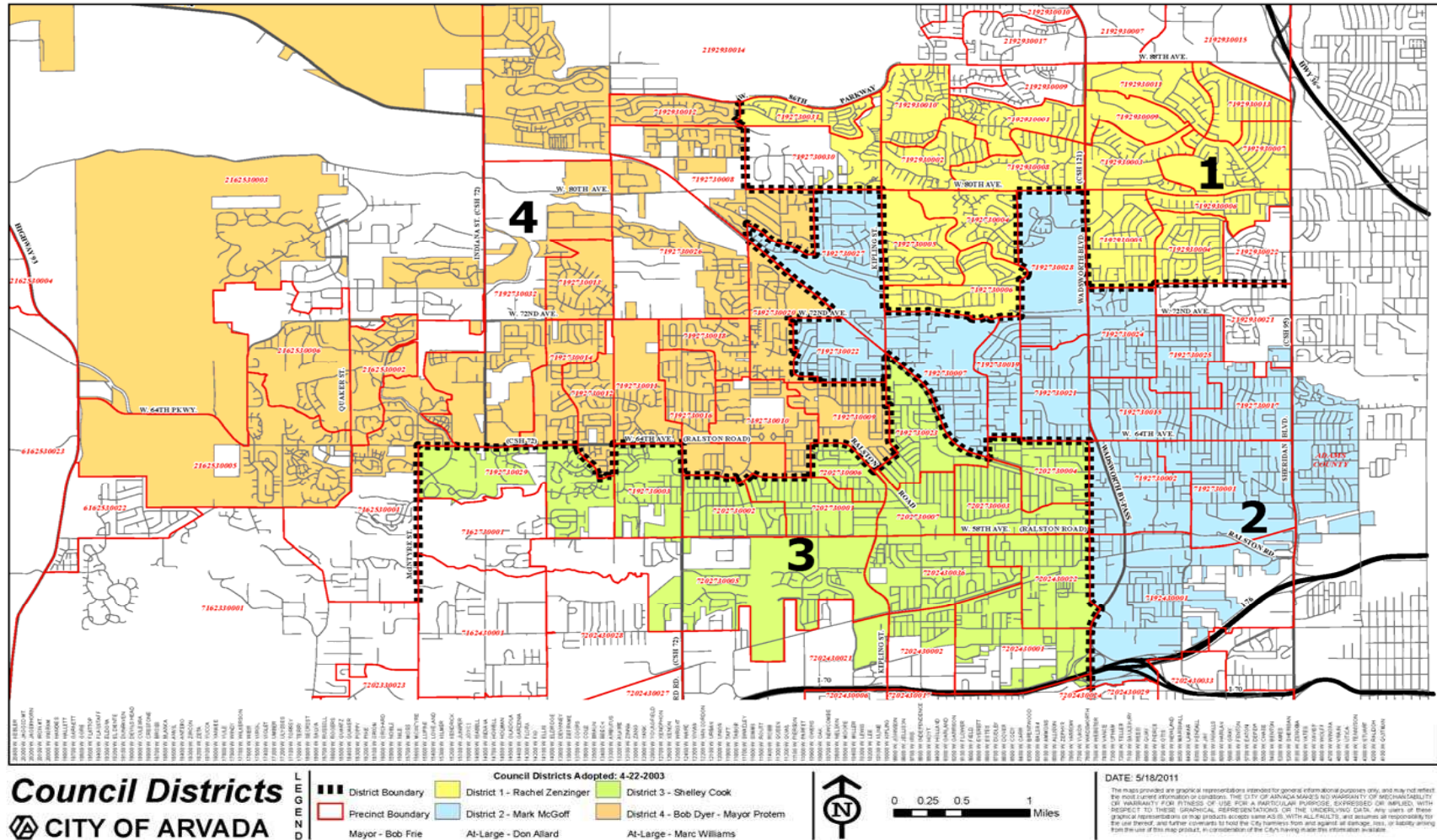
Jurisdictions Included in Front Range Comparisons

Arapahoe County, CO	572,003
Arvada, CO.....	106,433
Aspen, CO	6,658
Aurora, CO	325,078
Boulder County, CO	294,567
Boulder, CO	97,385
Centennial, CO.....	100,377
Colorado Springs, CO.....	416,427
Denver Public Library, CO	NA
Denver, CO	600,158
Englewood, CO	30,255
Estes Park, CO	5,858
Fort Collins, CO.....	143,986
Greenwood Village, CO	13,925
Highlands Ranch, CO	96,713
Jefferson County, CO	534,543
Lakewood, CO.....	142,980
Larimer County, CO.....	299,630
Lone Tree, CO	10,218
Longmont, CO.....	86,270
Louisville, CO	18,376
Loveland, CO	66,859
Northglenn, CO	35,789
Parker, CO	45,297
Thornton, CO	118,772
Westminster, CO	106,114
Wheat Ridge, CO.....	30,166
Windsor, CO	18,644

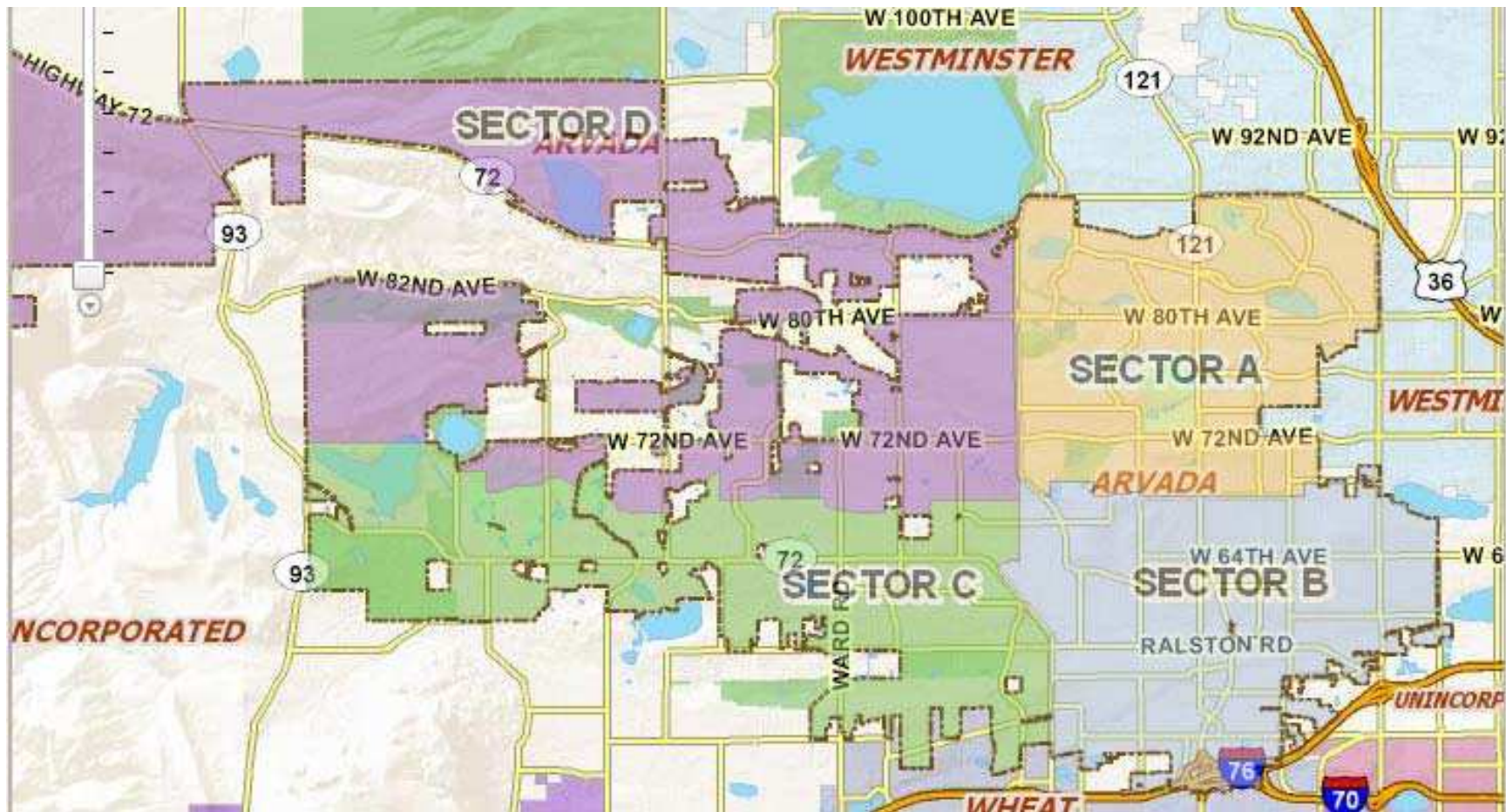
Appendix F: Maps of Council Districts and Police Sectors

Below are maps of the Arvada Council Districts and Police Sectors by which comparisons were made to select survey questions.

Arvada City Council Districts



Arvada Police Sectors



Appendix G: Copy of Survey Questionnaire

The following pages contain a copy of the questionnaire that survey participants were asked to complete.

2011 Arvada Citizen Survey

Please have the adult age 18 or older who most recently had a birthday complete this survey. Year of birth plays no role in the selection. Your responses are anonymous and will be reported in group form only. Thank you for completing this survey!

QUALITY OF COMMUNITY

1. Please circle the number that best describes your opinion for each of the following questions:

	very good	good	neither good nor bad	bad	very bad
a. Overall, how would you describe the quality of life in Arvada?	1	2	3	4	5
b. How do you rate the overall quality of your neighborhood?	1	2	3	4	5
c. How do you rate Arvada as a place to raise children?	1	2	3	4	5
d. How do you rate Arvada as a place to live?	1	2	3	4	5
e. How do you rate Arvada as a place to retire?	1	2	3	4	5
f. How do you rate Arvada as a place to work?	1	2	3	4	5

	improve	stay about the same	decline
2. Do you think the quality of life in Arvada is likely to improve, stay about the same, or decline over the next five years?	1	2	3

3. Please rate each of the following characteristics as they relate to the Arvada community as a whole:

	very good	good	neither good nor bad	bad	very bad	don't know
a. Sense of community	1	2	3	4	5	6
b. Racial relations	1	2	3	4	5	6
c. Air quality	1	2	3	4	5	6
d. Quality of K-12 schools in Arvada	1	2	3	4	5	6
e. Opportunities to attend cultural activities	1	2	3	4	5	6
f. Opportunities for employment	1	2	3	4	5	6
g. Opportunities for continuing education	1	2	3	4	5	6
h. Access to neighborhood parks	1	2	3	4	5	6
i. Opportunities for dining out	1	2	3	4	5	6
j. Shopping opportunities	1	2	3	4	5	6
k. Recreational opportunities	1	2	3	4	5	6
l. Attractiveness/cleanliness	1	2	3	4	5	6
m. Water quality	1	2	3	4	5	6
n. Quality of available housing	1	2	3	4	5	6
o. Affordability of housing	1	2	3	4	5	6
p. Ease of walking in the City	1	2	3	4	5	6

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
4. Please rate your sense of personal safety in Arvada	1	2	3	4	5

5. Please rate how safe you feel from the following in your neighborhood:

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
a. Violent crimes (e.g., rape, robbery, assault)	1	2	3	4	5
b. Property crimes (e.g., burglary, theft, vandalism, auto theft)	1	2	3	4	5
c. Fires	1	2	3	4	5

6. Please rate how safe you feel from the following in Arvada outside of your neighborhood:

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
a. Violent crimes (e.g., rape, robbery, assault)	1	2	3	4	5
b. Property crimes (e.g., burglary, theft, vandalism, auto theft)	1	2	3	4	5
c. Fires	1	2	3	4	5

7. During the past 12 months, were you or anyone in your household the victim of any crime?
 No → go to question #9 Yes → go to question #8 Don't know → go to question #9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. To what degree are the following a problem in Arvada:

	<u>not a problem</u>	<u>minor problem</u>	<u>important problem</u>	<u>major problem</u>	<u>extreme problem</u>
a. Crime	1	2	3	4	5
b. Loitering youth.....	1	2	3	4	5
c. Traffic congestion.....	1	2	3	4	5
d. Lack of mass transit service	1	2	3	4	5
e. Violation of traffic laws	1	2	3	4	5
f. Growth	1	2	3	4	5
g. Employment opportunities.....	1	2	3	4	5
h. Lack of entry-level housing	1	2	3	4	5
i. Lack of housing options for senior citizens	1	2	3	4	5
j. Flooding	1	2	3	4	5
k. Identity theft	1	2	3	4	5
l. Residential property maintenance.....	1	2	3	4	5
m. Home foreclosures	1	2	3	4	5

10. Please circle the number that best represents your answer. Would you say that you (and your household)...

	<u>much better</u>	<u>somewhat better</u>	<u>about the same</u>	<u>somewhat worse</u>	<u>much worse</u>	<u>don't know</u>
a. Are better off or worse off financially than you were a year ago	1	2	3	4	5	6
b. Will be better off or worse off financially a year from now	1	2	3	4	5	6

11. 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

COMMUNITY PARTICIPATION

12. In the last 12 months, about how many times, if ever, have you done the following things:

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. Used the public libraries	1	2	3	4	5
b. Used the recreation centers.....	1	2	3	4	5
c. Participated in Apex Park and Recreation programs or activities	1	2	3	4	5
d. Visited Olde Town Arvada.....	1	2	3	4	5
e. Rode a local RTD bus within the City	1	2	3	4	5
f. Attended a City Council meeting	1	2	3	4	5
g. Attended a public meeting about City matters.....	1	2	3	4	5
h. Tried to restrict your water use for purposes of conservation.....	1	2	3	4	5
i. Recycled used paper, cans, or bottles from your home.....	1	2	3	4	5
j. Volunteered your time to some group/activity in Arvada.....	1	2	3	4	5
k. Volunteered your time to some group/activity outside of Arvada.....	1	2	3	4	5
l. Attended a theater or art program at the Arvada Center.....	1	2	3	4	5
m. Dined at an Arvada restaurant (not fast food).....	1	2	3	4	5
n. Used a City park or trail.....	1	2	3	4	5
o. Attended an educational class or program in Arvada.....	1	2	3	4	5
p. Accessed the City's Web site	1	2	3	4	5
q. Used a bicycle route in the City	1	2	3	4	5

13. The City of Arvada is working to improve practices that help the environment, some of which may increase costs to taxpayers. To what extent do you support or oppose the City taking each of the following actions given that you may experience increased costs?

	strongly support	somewhat support	somewhat oppose	strongly oppose	don't know
a. Increase recycling options for residents.....	1	2	3	4	5
b. Reduce the City government's greenhouse gas emissions.....	1	2	3	4	5
c. Reduce the community's greenhouse gas emissions	1	2	3	4	5
d. Increase alternative transit options throughout the City.....	1	2	3	4	5
e. Create incentives for increasing public transit ridership.....	1	2	3	4	5
f. Require all new commercial and residential structures be built using environmentally friendly ("green") construction methods.....	1	2	3	4	5
g. Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	1	2	3	4	5
h. Create incentives for builders to build using environmentally friendly ("green") construction methods.....	1	2	3	4	5
i. Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the City	1	2	3	4	5
j. Create incentives for increased water conservation.....	1	2	3	4	5
k. Increase environmental education and public awareness programs.....	1	2	3	4	5
l. Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	1	2	3	4	5

14. You have the option to shop in Arvada, other cities or on the Internet. All things being equal, please rate how important, if at all, it is to you to shop in Arvada.

- Essential Very important Somewhat important Not at all important Don't know

15. In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?

	always	frequently	sometimes	never
a. Groceries	1	2	3	4
b. Clothes/personal items.....	1	2	3	4
c. Meals and entertainment	1	2	3	4
d. Large household appliances and furniture	1	2	3	4
e. Computers and electronics	1	2	3	4
f. Home improvement/hardware	1	2	3	4
g. Other items	1	2	3	4

COMMUNITY DEVELOPMENT

16. What do you think about the current rate of the following types of growth in Arvada?

	much too fast	somewhat too fast	about right	somewhat too slow	much too slow
a. Residential growth.....	1	2	3	4	5
b. Retail (shopping) growth.....	1	2	3	4	5
c. Job growth.....	1	2	3	4	5
d. Light industrial/manufacturing	1	2	3	4	5
e. Professional offices	1	2	3	4	5
f. Recreational/entertainment	1	2	3	4	5

17. Thinking about the development in Arvada over the past years, please rate the following:

	very good	good	neither good nor bad	bad	very bad
a. The quality of residential development	1	2	3	4	5
b. The quality of business/retail development	1	2	3	4	5
c. The variety of residential development	1	2	3	4	5
d. The variety of business/retail development	1	2	3	4	5

18. Thinking about your neighbors who live on your street or in your apartment complex, how many of them do you know by name? Please write the number of neighbors who you know by name. Write 0, if none _____

19. How many different households are represented by neighbors who you know by name? Write 0, if none _____

20. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?

- Just about every day
- Several times a week
- Several times a month
- Once a month
- Several times a year
- Once a year or less
- Never

21. How do you rate the ability of the Arvada City Government to plan for the following:

	<u>very good</u>	<u>good</u>	<u>neither good nor bad</u>	<u>bad</u>	<u>very bad</u>	<u>don't know</u>
a. Preserving buildings and landmarks in the community	1	2	3	4	5	6
b. Enhancing buildings and landmarks in the community	1	2	3	4	5	6
c. Future growth of the community	1	2	3	4	5	6
d. Diverse housing choices (senior housing, affordable housing, etc.)	1	2	3	4	5	6
e. Economic development (jobs, retail, etc.)	1	2	3	4	5	6
f. Parks and recreation	1	2	3	4	5	6

22. More retail development in Arvada is likely to result in a stronger tax base and enhanced City services. At the same time, it is likely to result in more commercial buildings and increased traffic in the City.

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>
a. To what extent do you support or oppose more retail development in Arvada?	1	2	3	4	5

TRAFFIC AND TRANSPORTATION

23. Please rate the following aspects of traffic in Arvada:

	<u>no problem</u>	<u>slight problem</u>	<u>moderate problem</u>	<u>major problem</u>
a. Traffic movement within the City	1	2	3	4
b. Volume of traffic on residential streets	1	2	3	4
c. Volume of traffic on major streets such as Wadsworth or Ralston Road	1	2	3	4
d. Speed of traffic on residential streets	1	2	3	4
e. Accessibility of commercial and retail centers	1	2	3	4

24. In your opinion, which one of the following traffic issues should Arvada resolve first? (Please check one only.)

- Additional lanes on existing City streets
- Construction of new streets to build out the City's transportation system
- Traffic flow improvements on existing City streets
- Safety improvements for vehicular, bicycle, and pedestrian traffic
- None of these is more important than any other
- Traffic is fine - I see no pressing problems
- Don't know

	<u>essential</u>	<u>very important</u>	<u>somewhat important</u>	<u>not at all important</u>	<u>don't know</u>
25. How important is it to you to have the opportunity to work as well as live in Arvada?	1	2	3	4	5

26. Do you work outside of the home?

- No → go to question #30 Yes → go to question #27

27. About how many miles is your work place from home? _____ Miles

28. Which city do you work in or closest to?

- Arvada Boulder Lakewood Golden Broomfield Other
 Wheat Ridge Louisville Lafayette Denver Westminster

29. How do you usually travel to work?

- Drive alone Bike Walk Other
 The bus Car pool Scooter

SERVICES PROVIDED IN ARVADA

30. Overall, how satisfied are you with the government services provided by the City of Arvada?.....1 2 3 4 5

very satisfied
satisfied
neutral
dissatisfied
very dissatisfied

31. Please rate your satisfaction with the quality of the following services provided by the City of Arvada:

	<u>very satisfied</u>	<u>satisfied</u>	<u>neutral</u>	<u>dissatisfied</u>	<u>very dissatisfied</u>	<u>don't know</u>
a. Police emergency services	1	2	3	4	5	6
b. Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	1	2	3	4	5	6
c. City parks	1	2	3	4	5	6
d. Street patching and repairs	1	2	3	4	5	6
e. Water services.....	1	2	3	4	5	6
f. Sewer services	1	2	3	4	5	6
g. Municipal court services	1	2	3	4	5	6
h. New street construction and expansion.....	1	2	3	4	5	6
i. Zoning enforcement (weeds, junk cars, trash, etc.)	1	2	3	4	5	6
j. Development of new City parks, open space, and trails	1	2	3	4	5	6
k. Maintenance of existing City parks, open space, and trails....	1	2	3	4	5	6
l. City outreach services (KATV Channel 8, Web site, Facebook, Twitter, <i>The Arvada Report</i> , water bill inserts, etc.)..	1	2	3	4	5	6
m. Drinking water quality	1	2	3	4	5	6
n. Programs to deal with appearance and safety of neighborhoods.....	1	2	3	4	5	6
o. Snow removal or sanding on major streets	1	2	3	4	5	6
p. Street sweeping	1	2	3	4	5	6
q. Sidewalk maintenance.....	1	2	3	4	5	6
r. Programs at the Arvada Center for the Arts and Humanities	1	2	3	4	5	6
s. Programs to attract and keep businesses in Arvada	1	2	3	4	5	6
t. Low income/subsidized housing.....	1	2	3	4	5	6
u. Ease of car travel in the City	1	2	3	4	5	6
v. Ease of bicycle travel in the City	1	2	3	4	5	6
w. Traffic safety (enforcement, education, and engineering)....	1	2	3	4	5	6
x. City building inspection.....	1	2	3	4	5	6

32. Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:

	<u>very satisfied</u>	<u>satisfied</u>	<u>neutral</u>	<u>dissatisfied</u>	<u>very dissatisfied</u>	<u>don't know</u>
a. Cable television services	1	2	3	4	5	6
b. Mass transit planning (rail, bus, etc.)	1	2	3	4	5	6
c. Programs providing health services for the poor	1	2	3	4	5	6
d. Youth programs	1	2	3	4	5	6
e. Programs for senior citizens	1	2	3	4	5	6
f. Assistance programs for the poor and homeless	1	2	3	4	5	6
g. Mental health services	1	2	3	4	5	6
h. Fire services	1	2	3	4	5	6
i. Library services	1	2	3	4	5	6
j. Trash collection	1	2	3	4	5	6
k. Recreation programs	1	2	3	4	5	6
l. Curbside or other recycling options	1	2	3	4	5	6

33. Modifications in federal, state, and local funding may make it necessary to change some City services. Thinking of the services just listed previously, please rate how important you think it is to have the City of Arvada provide these services.

	<u>essential</u>	<u>very important</u>	<u>somewhat important</u>	<u>not at all important</u>	<u>don't know</u>
a. Police emergency services	1	2	3	4	5
b. Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols).....	1	2	3	4	5
c. City parks	1	2	3	4	5
d. Street patching and repairs	1	2	3	4	5
e. Water services.....	1	2	3	4	5
f. Sewer services	1	2	3	4	5
g. Municipal court services	1	2	3	4	5
h. New street construction and expansion.....	1	2	3	4	5
i. Zoning enforcement (weeds, junk cars, trash, etc.)	1	2	3	4	5
j. Development of new City parks, open space, and trails	1	2	3	4	5
k. Maintenance of existing City parks, open space, and trails	1	2	3	4	5
l. City outreach services (KATV Channel 8, Web site, Facebook, Twitter, <i>The Arvada Report</i> , water bill inserts, etc.)	1	2	3	4	5
m. Drinking water quality	1	2	3	4	5
n. Programs to deal with appearance and safety of neighborhoods	1	2	3	4	5
o. Snow removal or sanding on major streets	1	2	3	4	5
p. Street sweeping	1	2	3	4	5
q. Sidewalk maintenance.....	1	2	3	4	5
r. Programs at the Arvada Center for the Arts and Humanities	1	2	3	4	5
s. Programs to attract and keep businesses in Arvada	1	2	3	4	5
t. Low income/subsidized housing	1	2	3	4	5
u. Ease of car travel in the City	1	2	3	4	5
v. Ease of bicycle travel in the City	1	2	3	4	5
w. Traffic safety (enforcement, education, and engineering)	1	2	3	4	5
x. City building inspection.....	1	2	3	4	5

34. Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):

	<u>essential</u>	<u>very important</u>	<u>somewhat important</u>	<u>not at all important</u>	<u>don't know</u>
a. Cable television services	1	2	3	4	5
b. Mass transit planning (rail, bus, etc.)	1	2	3	4	5
c. Programs providing health services for the poor	1	2	3	4	5
d. Youth programs	1	2	3	4	5
e. Programs for senior citizens	1	2	3	4	5
f. Assistance programs for the poor and homeless	1	2	3	4	5
g. Mental health services	1	2	3	4	5
h. Fire services	1	2	3	4	5
i. Library services	1	2	3	4	5
j. Trash collection	1	2	3	4	5
k. Recreation programs	1	2	3	4	5
l. Curbside or other recycling options	1	2	3	4	5

35. To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs? First, please rate your level of support for each of the following programs. Then, rank the three highest priorities (where 1=highest priority, 2=next highest priority, 3=third highest priority of the items listed):

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>	<u>top 3 priorities</u>
a. Purchase additional land for open space	1	2	3	4	5	_____
b. Build large community and regional parks	1	2	3	4	5	_____
c. Improve existing neighborhood parks (such as resurfacing tennis courts and replacing deteriorated trails and playground equipment)	1	2	3	4	5	_____
d. Build new neighborhood parks	1	2	3	4	5	_____
e. Fund day-to-day maintenance of parks, trails, open space, and medians	1	2	3	4	5	_____
f. Construct new trails	1	2	3	4	5	_____
g. Fund the construction of streets to improve the City's transportation system	1	2	3	4	5	_____
h. Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	1	2	3	4	5	_____
i. Fund ongoing maintenance of roads	1	2	3	4	5	_____

36. Have you had phone, online, or in-person contact with an Arvada City employee within the last 12 months (including police, municipal courts, receptionists, planners, or any others)?

- No → go to question #39 Yes → go to question #37

37. With which of the following departments have you had contact in the last 12 months? (Check all that apply.)

- | | | |
|---|--|---|
| <input type="checkbox"/> Water/Sewer | <input type="checkbox"/> Community Development | <input type="checkbox"/> Building Inspection |
| <input type="checkbox"/> Police | <input type="checkbox"/> Municipal Court | <input type="checkbox"/> Streets/Snow Removal |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Housing | <input type="checkbox"/> Water Billing |
| <input type="checkbox"/> Parks/Golf | <input type="checkbox"/> Arvada Center | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Traffic Engineering |
| <input type="checkbox"/> Code Enforcement | <input type="checkbox"/> Animal Control | <input type="checkbox"/> Other |
| <input type="checkbox"/> City Clerk/Passport | <input type="checkbox"/> City Manager's Office | |

38. What was your impression of City employees in your most recent contact? (Rate each characteristic below.)

	<u>very good</u>	<u>good</u>	<u>neither good nor bad</u>	<u>bad</u>	<u>very bad</u>	<u>don't know</u>
a. Knowledgeable	1	2	3	4	5	6
b. Professional attitude	1	2	3	4	5	6
c. Willingness to help or understand	1	2	3	4	5	6
d. Making you feel valued as a citizen/customer	1	2	3	4	5	6
e. Overall impression	1	2	3	4	5	6

39. Have you had contact with the police or municipal courts in the last 12 months?

- No → go to question #42 Yes → go to question #40

40. What was the reason for your contact with the police or municipal courts?

- Traffic ticket Help for solving a problem Victim of crime
 Accused of a crime Witnessed a crime Other

41. Please circle the number that best describes your opinion for each of the following questions:

	very <u>fair</u>	somewhat <u>fair</u>	somewhat <u>unfair</u>	very <u>unfair</u>	don't <u>know</u>
a. How would you rate the conduct of the police officers on the case?	1	2	3	4	5
b. How would you rate the conduct of the judge on the case?	1	2	3	4	5
c. How would you rate the conduct of the City prosecutors on the case?	1	2	3	4	5

PUBLIC TRUST

42. Please rate the following statements by circling the number that most closely represents your opinion:

	strongly <u>agree</u>	somewhat <u>agree</u>	neither <u>nor disagree</u>	agree <u>disagree</u>	somewhat <u>disagree</u>	strongly <u>disagree</u>	don't <u>know</u>
a. City of Arvada employees really try to do quality work.....	1	2	3	4	5	6	
b. I receive good value for the City taxes I pay	1	2	3	4	5	6	
c. I am pleased with the overall direction that the City is taking ...	1	2	3	4	5	6	
d. I am well informed on major issues in the City of Arvada ..	1	2	3	4	5	6	
e. Arvada City government welcomes citizen involvement	1	2	3	4	5	6	
f. Government is really run for the benefit of all the people ...	1	2	3	4	5	6	
g. Most elected officials care what people like me think	1	2	3	4	5	6	

SOURCES OF INFORMATION

43. How important to you are the following sources for information about City projects and programs?

	<u>essential</u>	very <u>important</u>	somewhat <u>important</u>	not at all <u>important</u>	don't <u>know</u>
a. The Arvada Press (weekly community paper)	1	2	3	4	5
b. The Arvada Report (bi-monthly City newsletter)	1	2	3	4	5
c. Denver Post.....	1	2	3	4	5
d. City Water bill inserts.....	1	2	3	4	5
e. KATV Cable Channel 8	1	2	3	4	5
f. The City Web site at www.arvada.org.....	1	2	3	4	5
g. Friends and family (word of mouth).....	1	2	3	4	5
h. Local TV news	1	2	3	4	5
i. Local radio broadcasts.....	1	2	3	4	5
j. Your Hub (weekly insert in the Denver Post).....	1	2	3	4	5
k. Arvada's social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	1	2	3	4	5

CABLE SERVICE

44. Do you subscribe to cable or satellite television?

- No → go to question #47
 Yes → go to question #45

45. Which television service do you subscribe to?

- Comcast
 US Cable
 Satellite → go to question #47

46. In the last 12 months, about how many times, if ever, have you done the following things:

	<u>never</u>	once or <u>twice</u>	3 to 12 <u>times</u>	13 to 26 <u>times</u>	more than <u>26 times</u>
a. Watched anything on KATV Cable Channel 8	1	2	3	4	5
b. Watched a City Council meeting on KATV Cable Channel 8.....	1	2	3	4	5

COMPUTER AND INTERNET USE

47. Do you have a computer in your home?

- No → go to question #49
 Yes → go to question #48

48. Does your computer have Internet access?

- No
 Yes

49. Have you accessed the City's Web site at www.arvada.org?

- No → go to question #53
 Yes → go to question #49a

49a. Did you find what you were looking for?

- No
 Yes

50. How would you rate the following aspects of the City's Web site at www.arvada.org?

	<u>very good</u>	<u>good</u>	<u>neither good nor bad</u>	<u>bad</u>	<u>very bad</u>
a. Usefulness of information.....	1	2	3	4	5
b. Ease of use.....	1	2	3	4	5
c. Design and graphics.....	1	2	3	4	5
d. Timeliness of information.....	1	2	3	4	5

51. In the last 12 months, how often have you used these services on the City's Web site at www.arvada.org?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. "Ask Arvada" question form.....	1	2	3	4	5
b. City Council agendas.....	1	2	3	4	5
c. Municipal code online.....	1	2	3	4	5
d. Land development code online.....	1	2	3	4	5
e. Maps/Geographic Information Services (GIS).....	1	2	3	4	5
f. Arvada Records Online.....	1	2	3	4	5
g. Paying water bills online.....	1	2	3	4	5

52. In the last 12 months, how many times, if ever, have you watched City-produced video programming on the City's Web site at www.arvada.org?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. Any streaming video.....	1	2	3	4	5
b. A City Council meeting.....	1	2	3	4	5
c. A Planning Commission meeting.....	1	2	3	4	5

53. In the last 12 months, how often have you used these other City-related Web sites?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. arvadapd.org (Arvada Police Department).....	1	2	3	4	5
b. arvadacenter.org (Arvada Center for the Arts and Humanities).....	1	2	3	4	5
c. aeda.biz (Arvada Economic Development Association/AEDA).....	1	2	3	4	5
d. westwoodsgolf.com (West Woods Golf Course).....	1	2	3	4	5
e. lakearborgolf.com (Lake Arbor Golf Course).....	1	2	3	4	5

54. In the last 12 months, how often have you used or done the following...

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. Social networking sites (e.g., Twitter, Facebook).....	1	2	3	4	5
b. Read a blog(s).....	1	2	3	4	5
c. Comment on a blog(s).....	1	2	3	4	5

DEMOGRAPHIC QUESTIONS

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

55. How many years have you lived in Arvada? (Please mark "0" if less than 6 months.)

_____ years

56. What kind of residence do you live in?

- Single family home Apartment
 Condo Townhouse
 Mobile home Senior/Assisted living

57. Do you rent or own your residence?

- Rent
 Own

58. How many people (including yourself) live in your household?

59. Please list the number of household members in each age category. (Please include yourself.)

how many	age category
	0 to 5 years
	6 to 12 years
	13 to 17 years
	18 to 24 years
	25 to 34 years
	35 to 44 years
	45 to 54 years
	55 to 64 years
	65 years or more

60. Does any member of your household have a physical handicap or disability?

- No
 Yes

61. Which of the following categories best describes the amount of formal education you have completed?

- 11 years, no diploma
 High school graduate
 Associate degree, some college
 Bachelor's degree
 Graduate or professional degree

62. How much do you anticipate your household's total income before taxes will be for 2011? (Please include in your total income money from all sources for all persons living in your household.)

- less than \$14,999
 \$15,000 to \$24,999
 \$25,000 to \$34,999
 \$35,000 to \$49,999
 \$50,000 to \$74,999
 \$75,000 to \$99,999
 \$100,000 or more

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

- American Indian, Eskimo or Aleut
 Asian or Pacific Islander
 Black or African American
 White/European American/Caucasian
 Other

64. Are you of Hispanic origin?

- No Yes

65. Which of the following best describes your age?

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

66. Your gender?

- Female Male

Thank you for completing this survey. Now please turn over to the last page and mark which area of the city you live in. Please return the survey in the enclosed postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502-9922

67. Where do you live? Find the number inside the thick lines that bound the area in which you live. Please circle that number. If you live outside of these areas, please check this box:

