


**CITY MANAGER'S OFFICE MEMORANDUM**  
**#18-2019**

**DATE:** March 25, 2019  
**TO:** Honorable Mayor Carol Dodge and City Council Members  
**FROM:** Heather Geyer, City Manager   
**SUBJECT:** Draft 2019 Resident Survey

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**PURPOSE**

Enclosed is the draft 2019 resident survey included as Attachment 1. Staff is seeking City Council consensus on the proposed survey. Laurie Urban, Senior Research Associate from National Research Center (NRC), will be in attendance to discuss the draft survey and respond to questions.

**BACKGROUND**

The City conducted the last resident survey in 2011. Because there is an eight year gap between surveys, the draft survey presented for your review is new. While the new resident survey includes similar questions to the 2011 survey, overall the organization was streamlined to meet the needs of the City today. The 2011 Citizen Satisfaction Survey Full Report is included as Attachment 2.

Why conduct a resident survey?

The resident survey serves as the City's "consumer report card." The purpose of the survey is as follows:

- To assess resident satisfaction with community characteristics and amenities, and
- To evaluate Northglenn's local government and employees, and
- To further understand the resident's priorities regarding government services in Northglenn.

NRC, based in Boulder, was selected to administer the survey. NRC administered the 2011 survey. A proposed timeline for next steps is included as Attachment 3.

Survey Sample

Staff is recommending that the survey sample is 4,000 households. We would expect to receive approximately 1,000 responses for a response rate of 25% (if not higher).

In 2011, the City had a participation rate of 29% with a sample size of 3,000. A total of 856 residents completed the survey (819 by mail, 37 online). The average survey response rate for a survey of this type ranges from 20 – 30%.

NRC National Citizen Survey

It is important to note that many of the survey questions included in the draft survey allow for comparisons to national and front-range benchmark data, available through the NRC National Citizen Survey (NCS). The intent is to have these questions appear on future iterations of the survey beyond 2019.

The NCS was among the first of scientific surveys to gather resident opinions on a range of community issues and has been used by more than 300 communities in 45 states. The NCS is the only citizen survey tool endorsed by the International City/County Management Association (ICMA) and the National League of Cities (NLC).

#### Organization of the Survey

The survey consists of the following sections:

- *Community and Services* – questions 1 – 9.
- *City Government and Employees* – questions 10 – 17.
- *Economic Development* – questions 18 – 20.
- *Policy Question* – as of now I have included one potential policy question as question 21. If there is a desire to add additional policy questions, the survey length would go to a sixth page and the additional cost for development of questions, web programming, analysis, reporting, presentation creation, printing and data entry would be \$3,600.
- *Information Sources* – question 22.
- *Demographics* – questions D1 – D12.
- Verbatim questions – staff is not recommending inclusion of verbatim questions as used in the 2011 survey.

#### Presentation to City Council

Staff will schedule a presentation to City Council TBD after July 9<sup>th</sup>. City Council will receive a full report of the survey findings. The NRC report and powerpoint presentation for Council will be made available on the City website. Staff also plans to include a recap of survey results in a future edition of the monthly Connection newsletter.

#### Survey Frequency

It is not recommended that the City conduct a resident survey on an annual basis, this approach would be too frequent. Moving forward, it is recommended that the City conduct a resident survey every other year. Following completion of this survey, staff will include funding in the 2021 budget for the next survey. A biannual approach provides adequate time to not only administer the survey, but more importantly, debrief on the survey and utilize the results for policy and operational purposes.

#### **STAFF RECOMMENDATION**

Staff is looking for consensus on the draft resident survey.

#### **BUDGET/TIME IMPLICATIONS**

The City budgeted \$40,000 for the survey in the 2019 budget. The budget includes a 5 page survey to measure resident opinion, mailing costs, data compilation, and presentation of the report to City Council for a total approximate cost of \$35,090. Options A – C listed below are not currently part of the total cost. These are options for discussion.

Option A: IDs on surveys (if including URL on cover letters) \$1,000

Option B: Open-participation web survey \$850

Option C: Sixth page

Staff anticipates the project completion with the presentation of the results to Council after July 9<sup>th</sup>. Again, the proposed timeline is included as Attachment 3.

**STAFF REFERENCE**

Heather Geyer, City Manager, [hgeyer@northglenn.org](mailto:hgeyer@northglenn.org), 303.450.8706.

**ATTACHMENTS**

1. Draft 2019 Resident Survey
2. 2011 Citizen Satisfaction Survey Full Report
3. Draft 2019 Resident Survey Timeline

## 2019 Northglenn Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are confidential and will be reported in group form only. Thank you.

Commented [LU1]: If not IDing we can change this wording to "anonymous"

### Community and Services

**1. Please rate each of the following aspects of quality of life in Northglenn:**

	Excellent	Good	Fair	Poor	Don't know
Northglenn as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Northglenn as a place to raise children .....	1	2	3	4	5
Northglenn as a place to work.....	1	2	3	4	5
Northglenn as a place to retire.....	1	2	3	4	5
The physical attractiveness of Northglenn as a whole .....	1	2	3	4	5
The overall quality of life in Northglenn.....	1	2	3	4	5

**2. Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?**

- Improve a lot   
  Improve slightly   
  Stay the same   
  Decline slightly   
  Decline a lot

**3. What are your reasons for living in Northglenn? (Please select all that apply.)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> I feel safe here                     | <input type="checkbox"/> I like the access to dining and entertainment | <input type="checkbox"/> Small town feel                               |
| <input type="checkbox"/> I like the school my children attend | <input type="checkbox"/> Housing and rental rates are affordable       | <input type="checkbox"/> Cost of living is affordable                  |
| <input type="checkbox"/> My job is here                       | <input type="checkbox"/> I've always lived here                        | <input type="checkbox"/> I like that the community is forward-thinking |
| <input type="checkbox"/> I like my neighborhood               | <input type="checkbox"/> I have friends and family in the area         | <input type="checkbox"/> The growing and diverse community             |
| <input type="checkbox"/> I like the location in general       |  | <input type="checkbox"/> None of these                                 |

**4. Please rate each of the following characteristics as they relate to Northglenn as a whole:**

	Excellent	Good	Fair	Poor	Don't know
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Cleanliness of Northglenn.....	1	2	3	4	5
Overall quality of new development in Northglenn.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Northglenn.....	1	2	3	4	5
Shopping opportunities .....	1	2	3	4	5
Opportunities to attend cultural activities .....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities .....	1	2	3	4	5
Opportunities to participate in social events and activities .....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in civic matters .....	1	2	3	4	5
Availability of paths and walking trails .....	1	2	3	4	5
Availability of bike trails.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Availability of affordable quality child care.....	1	2	3	4	5
Availability of affordable quality health care .....	1	2	3	4	5
Availability of affordable quality food .....	1	2	3	4	5
Availability of preventive health services .....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Northglenn.....	1	2	3	4	5
Overall image or reputation of Northglenn.....	1	2	3	4	5

5. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
Used Northglenn recreation center.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Used a Northglenn park or trail .....	1	2	3	4	5
Visited Northglenn outdoor pool.....	1	2	3	4	5
Used a Northglenn bike/pedestrian path .....	1	2	3	4	5
Used the theatre.....	1	2	3	4	5
Attended a meeting of local city officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local city officials on cable television .....	1	2	3	4	5
Participated in a senior program .....	1	2	3	4	5
Visited the Senior Center.....	1	2	3	4	5
Dined at a Northglenn restaurant (other than fast food).....	1	2	3	4	5
Attended a Northglenn festival or special event.....	1	2	3	4	5
Ridden an RTD bus.....	1	2	3	4	5
Commuted to a light rail or commuter rail station.....	1	2	3	4	5

6. The following are services provided by the City of Northglenn. For each service, please first rate the *quality* of each service and next rate the *importance* of each service.

	<u>Quality</u>					<u>Importance</u>				
	Excellent	Good	Fair	Poor	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Snow removal.....	1	2	3	4	5	1	2	3	4	5
Street repair and maintenance .....	1	2	3	4	5	1	2	3	4	5
Street cleaning.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5	1	2	3	4	5
Code enforcement (junk vehicles, weed control, trash, outside storage) .....	1	2	3	4	5	1	2	3	4	5
Animal control .....	1	2	3	4	5	1	2	3	4	5
Garbage collection.....	1	2	3	4	5	1	2	3	4	5
Recycling.....	1	2	3	4	5	1	2	3	4	5
Yard waste drop-off.....	1	2	3	4	5	1	2	3	4	5
Utility billing.....	1	2	3	4	5	1	2	3	4	5
Land use, planning and zoning .....	1	2	3	4	5	1	2	3	4	5
Building permits.....	1	2	3	4	5	1	2	3	4	5
Building inspections.....	1	2	3	4	5	1	2	3	4	5
Maintenance of existing city parks.....	1	2	3	4	5	1	2	3	4	5
Maintenance of open space and trails .....	1	2	3	4	5	1	2	3	4	5
Recreation programs .....	1	2	3	4	5	1	2	3	4	5
Recreation facilities .....	1	2	3	4	5	1	2	3	4	5
Community/public art .....	1	2	3	4	5	1	2	3	4	5
Services/programs for youth .....	1	2	3	4	5	1	2	3	4	5
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5
Municipal court .....	1	2	3	4	5	1	2	3	4	5
Public information services .....	1	2	3	4	5	1	2	3	4	5
Policing services.....	1	2	3	4	5	1	2	3	4	5
Police response time to emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Police response time to non-emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) .	1	2	3	4	5	1	2	3	4	5

7. Overall, how would you rate the quality of the services provided by the City of Northglenn?

- Excellent     Good     Fair     Poor     Don't know

8. Please rate the following aspects of transportation within the City of Northglenn:

	Excellent	Good	Fair	Poor	Don't know
Condition of city streets .....	1	2	3	4	5
Access to mass transit .....	1	2	3	4	5
Ease of car travel in Northglenn .....	1	2	3	4	5
Ease of bus travel in Northglenn .....	1	2	3	4	5
Ease of walking in Northglenn .....	1	2	3	4	5
Ease of bicycle travel in Northglenn .....	1	2	3	4	5
Traffic flow on major streets .....	1	2	3	4	5

9. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Northglenn to someone who asks .....	1	2	3	4	5
Remain in Northglenn for the next five years .....	1	2	3	4	5

**City Government and Employees**

10. How would you rate the overall performance of the Northglenn city government?

- Excellent     Good     Fair     Poor     Don't know

11. Please rate the following aspects of Northglenn city government performance.

	Excellent	Good	Fair	Poor	Don't know
The extent to which Northglenn elected officials act in the best interest of the community at large .....	1	2	3	4	5
The quality of work performed by City of Northglenn employees.....	1	2	3	4	5
The value of services for the taxes paid to Northglenn.....	1	2	3	4	5
The overall direction that Northglenn is taking.....	1	2	3	4	5
The job Northglenn does at informing residents on major issues within the community.....	1	2	3	4	5
The job Northglenn government does at welcoming citizen involvement .....	1	2	3	4	5

12. In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?

- Yes (go to question 13)     No (go to question 14)

13. What was your impression of the City of Northglenn employee(s) overall? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge .....	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Making you feel valued.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

14. Please rate how safe you feel in the following areas in Northglenn:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
Parks and playgrounds.....	1	2	3	4	5	6
Recreation centers.....	1	2	3	4	5	6
In your neighborhood .....	1	2	3	4	5	6
In your home .....	1	2	3	4	5	6
On the trail system .....	1	2	3	4	5	6
On roadways.....	1	2	3	4	5	6
Retail/commercial areas.....	1	2	3	4	5	6

15. Please indicate whether or not each of the following has applied to you in the last 12 months.

	No	Yes
Household member was a victim of a crime in Northglenn .....	1	2
Reported a crime to the police in Northglenn.....	1	2

16. How important, if at all, is it for the City of Northglenn Police Department to prioritize resources in each of the following areas in the next 12 months?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Solving violent crimes .....	1	2	3	4	5
Solving property crimes.....	1	2	3	4	5
Reducing illegal activities committed by youth.....	1	2	3	4	5
Reducing illegal drug activity .....	1	2	3	4	5
Enforcement of traffic laws .....	1	2	3	4	5
Code enforcement.....	1	2	3	4	5
Crime prevention (School Resource Officers, citizen police academy) .....	1	2	3	4	5

17. How much of a priority, if at all, should the City of Northglenn Police Department place on each of the following in the next two years?

	High priority	Medium priority	Low priority	Not a priority	Don't know
Better connection with the community (i.e., community forums, events) .....	1	2	3	4	5
Increased visibility of police.....	1	2	3	4	5
Additional training for officers to more effectively deal with mental health issues...1	2	3	4	5	
Greater accessibility to police and police-related information .....	1	2	3	4	5
More community policing officers (problem solving at a community-level such as neighborhood problems) .....	1	2	3	4	5
Increasing use of technology, such as body cameras.....	1	2	3	4	5
Adding surveillance cameras in high crime area .....	1	2	3	4	5

**Economic Development**

18. Please rate the following statements by circling the number which best represents your opinion. Northglenn should...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Promote efforts to revitalize Northglenn's housing areas .....	1	2	3	4	5	6
Promote efforts to revitalize Northglenn's business areas .....	1	2	3	4	5	6
Strengthen Northglenn's community image and identity.....	1	2	3	4	5	6
Promote efforts to attract and recruit new types of retail businesses to Northglenn.....	1	2	3	4	5	6
Promote efforts to attract new jobs.....	1	2	3	4	5	6

19. For each type of shopping, please estimate how frequently you make purchases in Northglenn:

	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know
Grocery shopping.....	1	2	3	4	5	6
Health services.....	1	2	3	4	5	6
Meals and entertainment.....	1	2	3	4	5	6
Household items.....	1	2	3	4	5	6
Computers and electronics.....	1	2	3	4	5	6
General retail (shoes, beauticians, clothing, etc.).....	1	2	3	4	5	6

20. When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)

- Don't shop outside of Northglenn
- It is convenient; on my way to or from work or near my home
- I like the range of quality goods and services
- Desired item is not available in Northglenn
- It is more affordable
- Visit a mall or other major retailers
- I shop online
- Other

21. If the City of Northglenn were to work with the Anythink Library District to build a library in Northglenn, how likely or unlikely would you be to use it?

- Very likely     Somewhat likely     Not at all likely     Don't know

**Information Sources**

22. In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Northglenn?

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
City Monthly "Connection" Newsletter.....	1	2	3	4	5
Recreation Activity Guide.....	1	2	3	4	5
Denver Post.....	1	2	3	4	5
Denver Post YourHub.....	1	2	3	4	5
The Northglenn-Thornton Sentinel.....	1	2	3	4	5
Radio news.....	1	2	3	4	5
Television news.....	1	2	3	4	5
Cable TV Channel 8 (Government Access Channel).....	1	2	3	4	5
City's website: www.northglenn.org.....	1	2	3	4	5
Access Northglenn app (issue tracking system).....	1	2	3	4	5
City of Northglenn's social media sites (Facebook, Twitter).....	1	2	3	4	5
Community-created Facebook groups/pages about Northglenn.....	1	2	3	4	5
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.).....	1	2	3	4	5
Word of mouth.....	1	2	3	4	5

**Demographics:** Our last questions are about you and your household. All of your responses are completely **confidential** and will be reported in group form only.

- D1. About how long have you lived in Northglenn?**  
 Less than 2 years     11-20 years  
 2-5 years     More than 20 years  
 6-10 years
- D2. In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)**  
 Arvada     Louisville  
 Aurora     Northglenn  
 Boulder     Thornton  
 Broomfield     Westminster  
 Denver     Wheat Ridge  
 Englewood     Other  
 Golden     Do not work (student, homemaker, retired, etc.)  
 Lakewood  
 Littleton
- D3. Please check the appropriate box indicating the type of housing unit in which you live.**  
 Detached single-family home     Apartment  
 Condominium or townhouse     Mobile home  
 Duplex
- D4. Do you own or rent your residence?**  
 Own     Rent
- D5. How many people (including yourself) live in your household?** \_\_\_\_\_ people
- D6. How many of these household members are 17 or younger?** \_\_\_\_\_ people

- D7. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**  
 Less than \$15,000     \$50,000 to \$74,999  
 \$15,000 to \$24,999     \$75,000 to \$99,999  
 \$25,000 to \$34,999     \$100,000 to \$124,999  
 \$35,000 to \$49,999     \$125,000 or more
- D8. What is your age?**  
 18-24     45-54     75 +  
 25-34     55-64  
 35-44     65-74
- D9. What is your race? (Please check all that apply.)**  
 White  
 Black or African American  
 Asian or Pacific Islander  
 American Indian, Eskimo, or Aleut  
 Other
- D10. Are you Hispanic/Spanish/Latino?**  
 Yes     No
- D11. What is your gender/gender identity??**  
 Female     Male     Prefer to identify another way
- D12. Did you vote in the last election?**  
 Yes     No

**Thank you very much! Please return the completed questionnaire, in the postage-paid envelope provided, to:**  
**National Research Center, Inc.**  
**2955 Valmont Road, Suite 300**  
**Boulder, CO 80301**





# Northglenn, Colorado

*2011 Citizen Survey*

*Report of Results*

*December 2011*

Prepared by:



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# Executive Summary

## Survey Purpose and Methods

- The city of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey of residents regarding their quality of life in the city, service delivery, perspectives on city government performance, preferences for communication and input on city decisions on current issues. The 2011 survey is the second in Northglenn's citizen survey trend, following a similar survey in 2006.
- NRC mailed surveys to 3,000 randomly selected households in Northglenn, split evenly among the four Wards. A total of 856 residents completed the survey for a response rate of 29% and a margin of error of plus or minus three percentage points around any given percent for the entire sample. Survey results were weighted to reflect the city's population profile.

## Survey Results

- Most residents in Northglenn rated their quality of life in their city as "excellent" or "good."
  - Ratings for the quality of life in their neighborhood increased from 2006 to 2011.
- Parks and trails are a bright spot in Northglenn.
  - Eight in ten residents saw both the appearance of parks, trails and rights of way in Northglenn and the availability of paths and walking trails as "excellent" or "good."
  - City bicycle and walking paths and trail systems together were the highest-rated service area; with 85% saying they were "excellent" or "good."
  - City parks and facilities ranked third in service quality with 82% giving "excellent" or "good" ratings.
  - Parks use was high; 9 in 10 respondents reported going to a neighborhood or city park one or more times in the previous 12 months.
  - In the preceding 12 months, trails and bicycle paths had been used by 77% of residents.
- National trends in the economy are hitting home in Northglenn.
  - In a list of characteristics of the community, employment opportunities were evaluated least positively (15% rating as "excellent" or "good").
  - Economic development and shopping options were seen as "excellent" or "good" by 35% of respondents, which was the lowest rating among city services.
  - Retail growth and job/employment growth were evaluated as too slow by 60% and 89% of respondents, respectively.
- Trash service is important to Northglenn residents.
  - About half of survey respondents felt that the value of water, sewer and trash services for the fees paid was "excellent" or "good."
  - Trash collection (84% "excellent" or "good") was the second highest rated service, though this represented a decline from the 92% positive rating in 2006.
  - Residents prioritized maintaining the current level of trash and recycling over all other services; 53% of respondents said it was "essential," an increase from 44% in 2006.

- Northglenn residents use city sources for information.
  - Among potential sources of information about the city, residents identified their top two preferred sources as the Northglenn Connection newsletter (86% of respondents “very” or “somewhat” likely to use), the city’s recreation brochure (71%).
  - The third most likely source was the city’s Web site (61% at least “somewhat” likely to use). This represents tremendous opportunity for the city since 88% of residents said they have high speed Internet access at home or work.
- Residents have ideas for development in Northglenn.
  - Restaurants, grocery chains and theaters and entertainment were the leading candidates for retail development, with about half of respondents saying they would like those options.
  - Major department chains and clothing and shoe stores each were desired by about one-third of respondents.
- There is some interest for rental property licensing/inspection and utility budget billing.
  - Two-thirds of residents “strongly” or “somewhat” supported about licensing and inspection of residential rental properties in the city.
  - The possibility of budget billing for water and other utilities garnered interest from about half of respondents (47%).

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# About the Survey and Report

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## Survey Purpose

The city of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community-wide survey of residents regarding the quality of life in the city and service delivery along with perspectives on city government performance and preferences for communication and city decisions on current issues. The 2011 survey is the second in Northglenn's citizen survey trend, following a similar survey in 2006.

The focus on the quality of service delivery 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 Northglenn city government, helping to assure maximum service quality over time.

## Survey Methods

NRC mailed surveys to 3,000 randomly selected households in Northglenn, split evenly among the four Wards. Households received a prenotification postcard and two survey mailings and could respond to the survey via mail or Web.

A total of 856 residents completed the survey (819 by mail, 37 online) for a response rate of 29%. Survey results were weighted so that respondent age, gender, housing unit type (attached versus detached), tenure (rent versus own), race and ethnicity were represented in the proportions reflective of the entire city.

The 95% confidence level (or margin of error) for this survey is generally no greater than plus or minus three percentage points around any given percent for the entire sample (and plus or minus 7.5 percentage points for Ward comparisons).

More information about the survey methodology can be found in *Appendix D: Survey Methodology*.

## Reporting Survey Results

The body of the report includes graphs and tables of summarized results for each question, while full frequency distributions appear in *Appendix B: Responses to Survey Questions*. "Don't know" responses are excluded from the report body but appear in the full results in the appendix. Higher rates of "don't know" are mentioned in the report body text.

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. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories.

The results in this report are compared to the results from the 2006 Northglenn Citizen Satisfaction Survey when similar questions were asked in both years. Differences between 2006 and 2011 can be considered "statistically significant" if they are greater than five percentage points. Trend data for Northglenn represent important comparisons and should be examined for improvements or

declines. Deviations from stable trends over time represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Results for 2011 are compared by Ward of residence in *Appendix C: Comparison of Results by Ward*.

# Survey Results

## Quality of Life

Survey respondents were asked about their overall quality of life in the city, as well as other aspects of life in Northglenn. About 7 in 10 residents gave their overall quality of life in the city “excellent” (13%) or “good” (58%) ratings, which was similar to the 74% who said at least “good” in 2006. Neighborhoods and the city overall were described as “good” or better by about three-quarters of respondents (78% and 76%, respectively). The neighborhood assessment marked an improvement over 2006, when just 62% gave “excellent” or “good” ratings to a slightly differently worded question about the overall quality of the neighborhood.

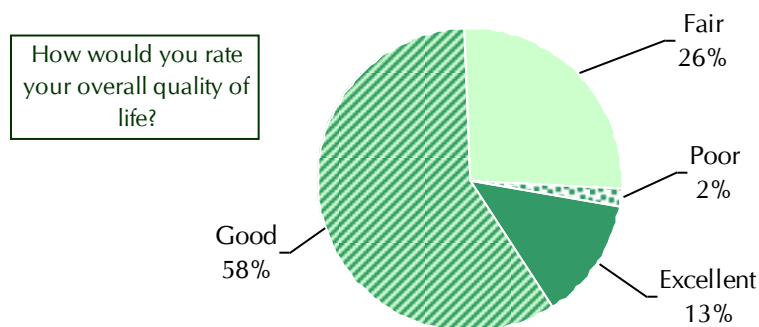
The two-thirds of residents that said Northglenn was at least a “good” place to raise children was similar to 2006 (64%) and retiring in Northglenn also was rated similarly over time (53% “excellent” or “good” in 2011 and 51% in 2006).

Least positively described were Northglenn as a place to shop (45% “excellent” or “good”) and as a place to work (38%).

“Don’t know” responses for Northglenn as a place to work were 40% and were 27% for Northglenn as a place to retire. Full percentages appear in *Appendix B: Responses to Survey Questions*.

Quality of life ratings varied by Ward, with Ward 4 residents generally giving the most positive ratings and Wards 2 and 3 residents giving lower ratings, on average, though Ward 2 residents gave higher marks than Wards 1 and 3 to Northglenn as a place to shop. Detailed comparison tables for all questions by Ward appear in *Appendix C: Comparison of Results by Ward*.

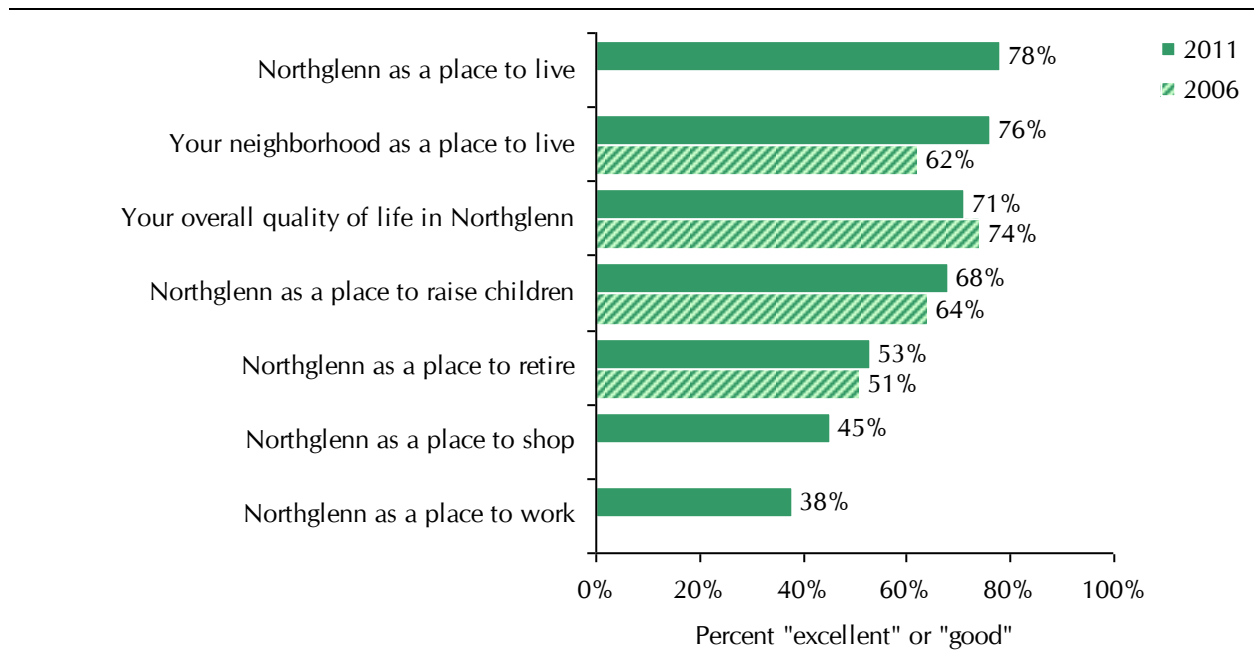
**Figure 1: Overall Quality of Life in Northglenn**





**Figure 2: Quality of Life in Northglenn Compared by Year**

Please rate the following aspects of life in Northglenn.



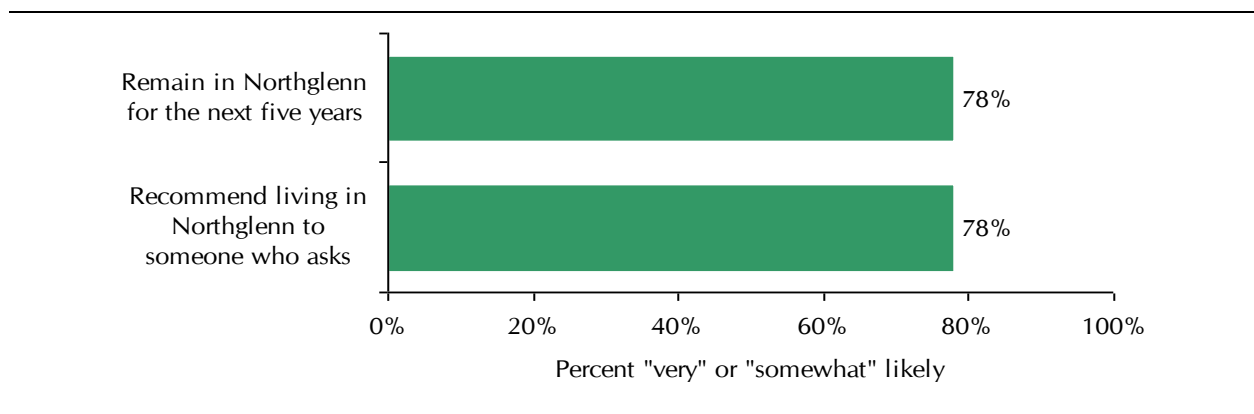
*In 2006, "Your neighborhood as a place to live" was "The overall quality of your neighborhood" and "Your overall quality of life in Northglenn" was "The overall quality of life in Northglenn."*

Offering another window into residents' degree of affection for Northglenn were two new questions (added in 2011) about planning for a future in the city and advising others to do so. Just about three-quarters said they would be at least "somewhat" likely to remain in Northglenn for the next five years and recommend Northglenn to another person (78% each).

Residents of the four Wards were equally likely to recommend Northglenn, while Ward 4 residents were more likely to stay in Northglenn and Ward 3 residents less likely. Ward comparisons appear in *Appendix C: Comparison of Results by Ward*.

**Figure 3: Likelihood of Recommending and Staying in Northglenn**

Please indicate how likely or unlikely you are to do each of the following:



## Characteristics of Northglenn

Survey respondents were asked to rate the quality of several characteristics of the community. The appearance of parks, trails and rights of way were viewed most positively with 83% saying they were “good” or better. Available paths and walking trails were another strength, with “excellent” or “good” ratings from 78% of respondents. All but one of the remaining characteristics received at least “good” ratings from 4 in 10 to 7 in 10 residents; not surprisingly, given current economic conditions, employment opportunities were evaluated lowest, with 15% saying “good” or better.

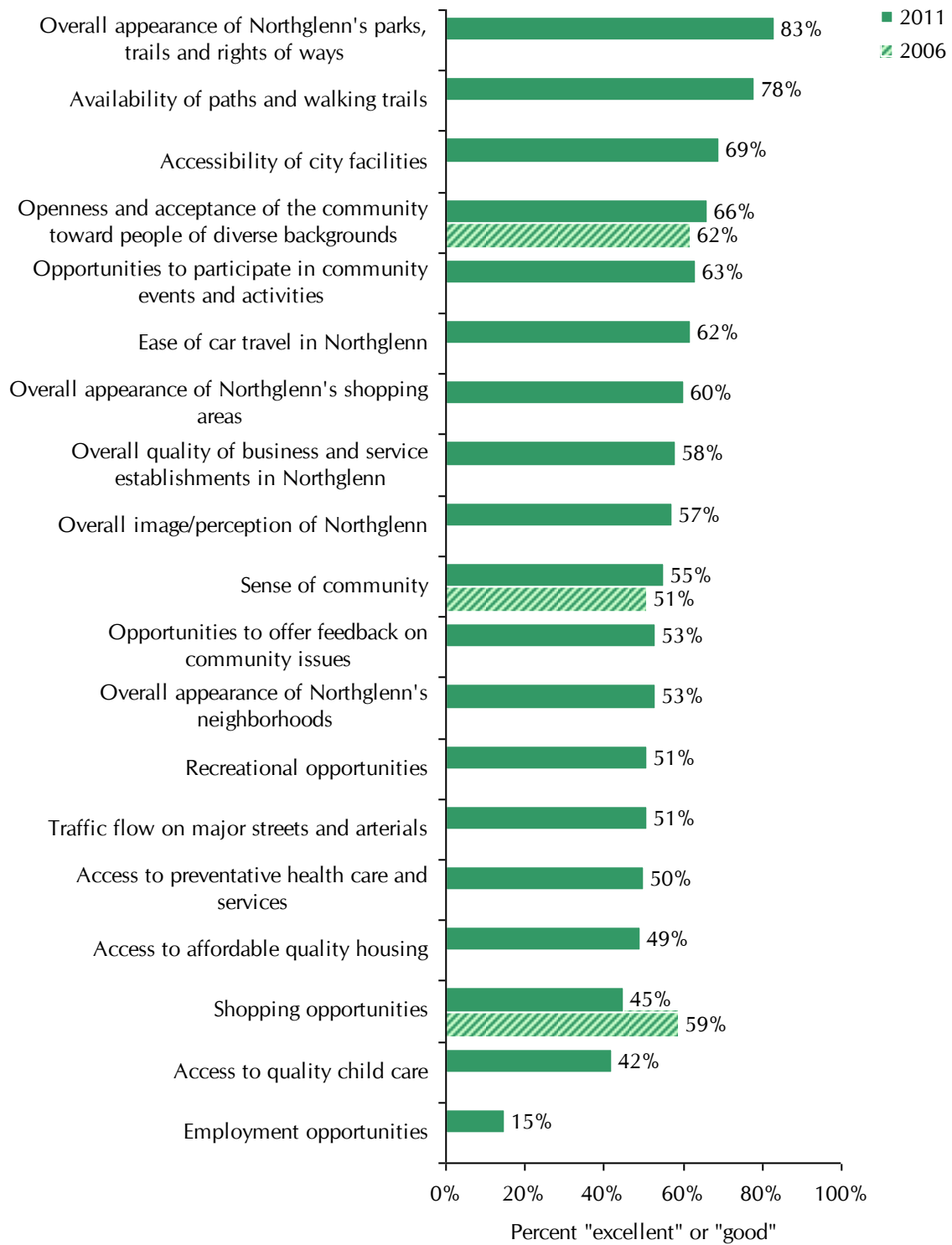
Three of the items could be compared to the 2006 survey. Community openness and acceptance (66% “excellent” or “good” in 2011 versus 62% in 2006) and sense of community (55% vs. 51%) were similar over time, while ratings of shopping opportunities declined (to 45% from 59%).

Employment opportunities, access to quality child care and access to preventative health care and services had relatively high “don’t know” proportions (38%, 62% and 35%, respectively).

Only 6 of 19 community characteristics had different ratings across Wards; others were similar in the four areas. Ward 4 residents felt the most positively of the four Wards about the appearance of Northglenn's parks, trails and rights of ways, traffic flow on major streets and arterials and access to affordable quality housing. Of the four Wards, Wards 1 and 4 gave the highest marks to ease of car travel in Northglenn and access to preventative health care and services. Respondents in Ward 3 were most critical of Northglenn’s overall image/perception, compared to other Wards. *Appendix C: Comparison of Results by Ward* includes comparison tables showing the percent “excellent” plus “good” for each Ward.

**Figure 4: Characteristics of Northglenn Compared by Year**

Please rate each of the following characteristics as they relate to Northglenn as a whole:



For the first time in 2011, Northglenn residents were asked to comment on the speed of growth in three areas: population, retail and jobs. Population growth had some balance, with 62% saying the past two years had seen the “right amount” of growth, 26% saying it had been “too fast” and 13% “too slow.” Echoing employment and shopping concerns expressed in the evaluations of general Northglenn characteristics, retail growth and job/employment growth were seen as too slow by 60% and 89%, respectively.

Many residents felt unfamiliar with growth issues and selected “don’t know” instead of one of the other categories. “Don’t know” responses were 35% for population growth, 19% for retail growth and 39% for job/employment growth.

Growth ratings for jobs and employment were the same across the four Wards. Compared to the rest of Northglenn, Ward 4 residents were less concerned about population growth being too fast and more concerned about retail growth being too slow. Detailed comparison tables are included in *Appendix C: Comparison of Results by Ward*.

**Figure 5: Perceptions of Growth in Northglenn**

<b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b>	<b>Too slow</b>	<b>Right amount</b>	<b>Too fast</b>
Population growth	13%	62%	26%
Retail growth (stores, restaurants, etc.)	60%	38%	2%
Job/employment growth	89%	10%	1%

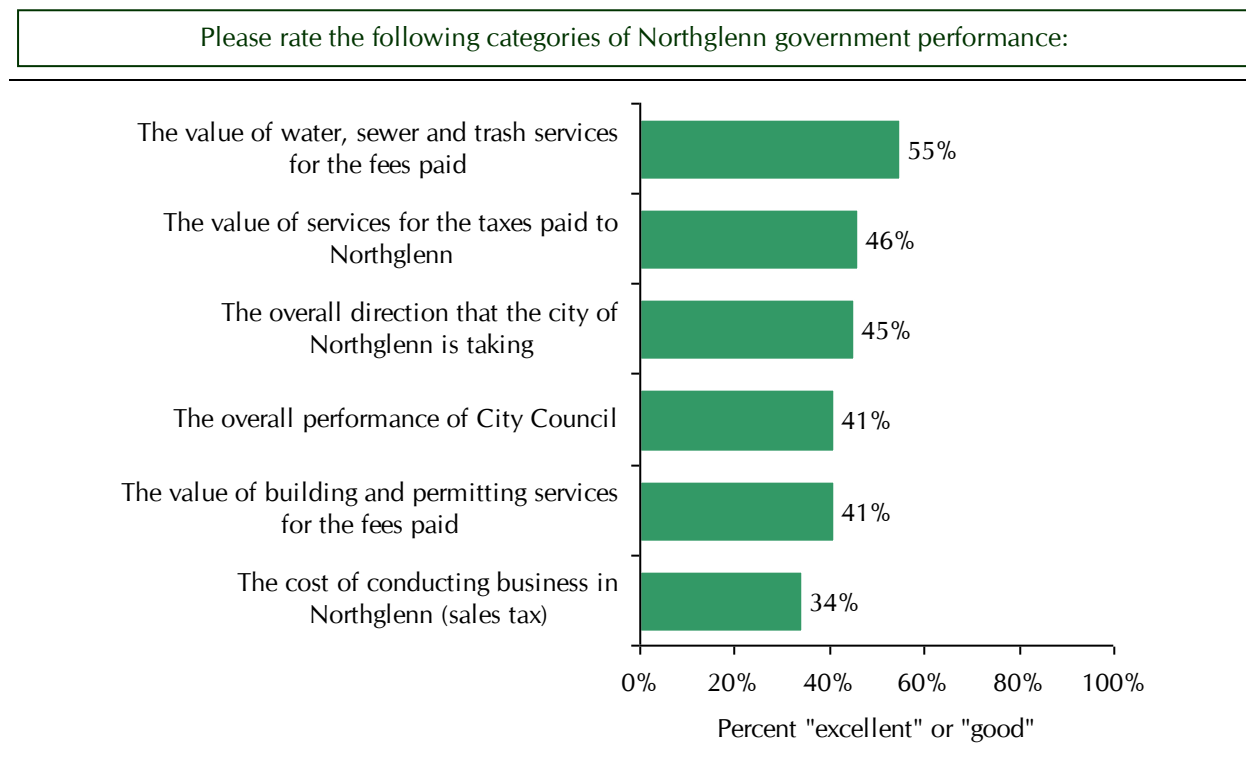
## Northglenn Government Performance

Also new to the 2011 survey was a section of questions about the performance of Northglenn city government. Ratings for six aspects of government ranged from 34% “excellent” or “good” for the cost of conducting business in Northglenn to 55% “excellent” or “good” for the value of water, sewer and trash services for the fees paid. Just under half of respondents felt that the value of services for the taxes paid (46%) and the overall direction the city is taking (45%) were “excellent” or “good.” Forty-one percent of survey respondents described Council performance and the value of building and permitting services for the fees paid as “good” or better.

The value of building and permitting services for the fees paid (49% “don’t know”), the cost of conducting business in Northglenn (sales tax) (29%) and the overall performance of City Council (33%) had higher rates of “don’t know” responses.

Only one government performance question had varying ratings by Ward; the value of water, sewer and trash services for the fees paid was lowest in Ward 2 and highest in Wards 1 and 4. These questions are compared by Ward in detailed tables in *Appendix C: Comparison of Results by Ward*.

**Figure 6: Northglenn Government Performance**



## Evaluation of City Services

As in 2006, the 2011 survey gave residents a chance to rate the quality of services provided by the city, though the list of services was quite different from the old survey. City bicycle and walking paths and trail systems received the highest ratings, with 85% saying they were “excellent” or “good.” The availability of such paths was seen as a community strength in the characteristics question. Trash collection (84%) and city parks and facilities (82%) were the next most highly rated.

Overall, all but three services were rated as “excellent” or “good” by about 50% or more of respondents. The three lowest rated services were code enforcement (43% “excellent” or “good”), snow removal from residential streets (42%) and economic development and shopping options (35%). The relatively low ratings for economic development and shopping options help form a thread of economy-related concerns throughout the survey results, and code enforcement tends not to be highly rated in general on these types of surveys.

Of the six services that could be compared to 2006, two were similar over time (services to seniors and street repair and maintenance), two were lower in 2011 (trash collection and snow removal) and two were higher in 2011 (recycling drop off and street sweeping and cleaning). Recycling drop-off is particularly notable, rising from 42% “excellent” or “good” in 2006 (when worded as “recycling services”) to 72% in 2011.

Residents selected “don’t know” at a relatively high rate for many services. Sixteen services had “don’t know” percentages ranging from 21% to 68%. Detailed tables with don’t know percentages are in *Appendix B: Responses to Survey Questions*.

Most service ratings were similar across Wards. For the 11 services that did vary by Ward, all were rated more positively by Ward 4 respondents than those in other Wards: speed and traffic enforcement on main arterials (streets), municipal courts, animal control, building inspections, street repair and maintenance, street landscaping (in center islands and public rights of way), sidewalk maintenance, recycling drop off, storm drainage (water runoff, rain and irrigation), drinking water and preservation of natural areas such as open spaces. Service rating comparisons by Ward are included in *Appendix C: Comparison of Results by Ward*.

**Figure 7: Quality of Northglenn Services Compared by Year**

<b>Please rate the quality of each of the following services that the city provides to its residents:</b>	<b>2011</b>	<b>2006</b>
City bicycle/walking paths and trail systems	85%	N/A
Trash collection	84%	92%
City parks and facilities	82%	N/A
Preservation of natural areas such as open spaces	79%	N/A
Police patrol of main arterials (streets)	78%	N/A
Services for seniors	75%	72%
Speed and traffic enforcement on main arterials (streets)	74%	N/A
Sewer services (used water removal)	73%	N/A
Recycling drop off	72%	42%
Storm drainage (water runoff, rain and irrigation)	69%	N/A
Yard waste drop off	67%	N/A
Municipal courts	66%	N/A
Drinking water	65%	N/A
Recreation programs and classes	65%	N/A
Street landscaping (in center islands and public rights of way)	63%	N/A
Police patrol of neighborhoods	62%	N/A
Speed and traffic enforcement in neighborhoods	62%	N/A
Recreation Center and facilities	62%	N/A
Animal control	59%	N/A
Sidewalk maintenance	58%	N/A
Building inspections	57%	N/A
Street sweeping and cleaning	56%	49%
Building permits	55%	N/A
Services for tweens and teenagers (10–18 years of age)	55%	N/A
Services for youth (0-9 years of age)	55%	N/A
Crime prevention programs	53%	N/A
Street repair and maintenance	50%	49%
Timing of traffic signals and lights	49%	N/A
Land use, planning and zoning	46%	N/A
Code enforcement (weeds, landscaping, litter, etc.)	43%	N/A
Snow removal from residential streets	42%	50%
Economic development and shopping options	35%	N/A

Percent "excellent" or "good."

In 2006, "Street sweeping and cleaning" was "Street sweeping," "Snow removal from residential streets" was "Snow and ice removal," "Recycling drop off" was "Recycling services" and "Services for seniors" was "Northglenn Senior Center programs and services."

## ***Importance of Maintaining City Services***

Survey recipients weighed the importance of maintaining current service levels for a set of city services. Protecting the current level of trash and recycling was seen as “essential” by 53% of respondents, snow removal by 41% and crime prevention by 36%. At the bottom of the list was street landscaping in the public rights of way (9% “essential”).

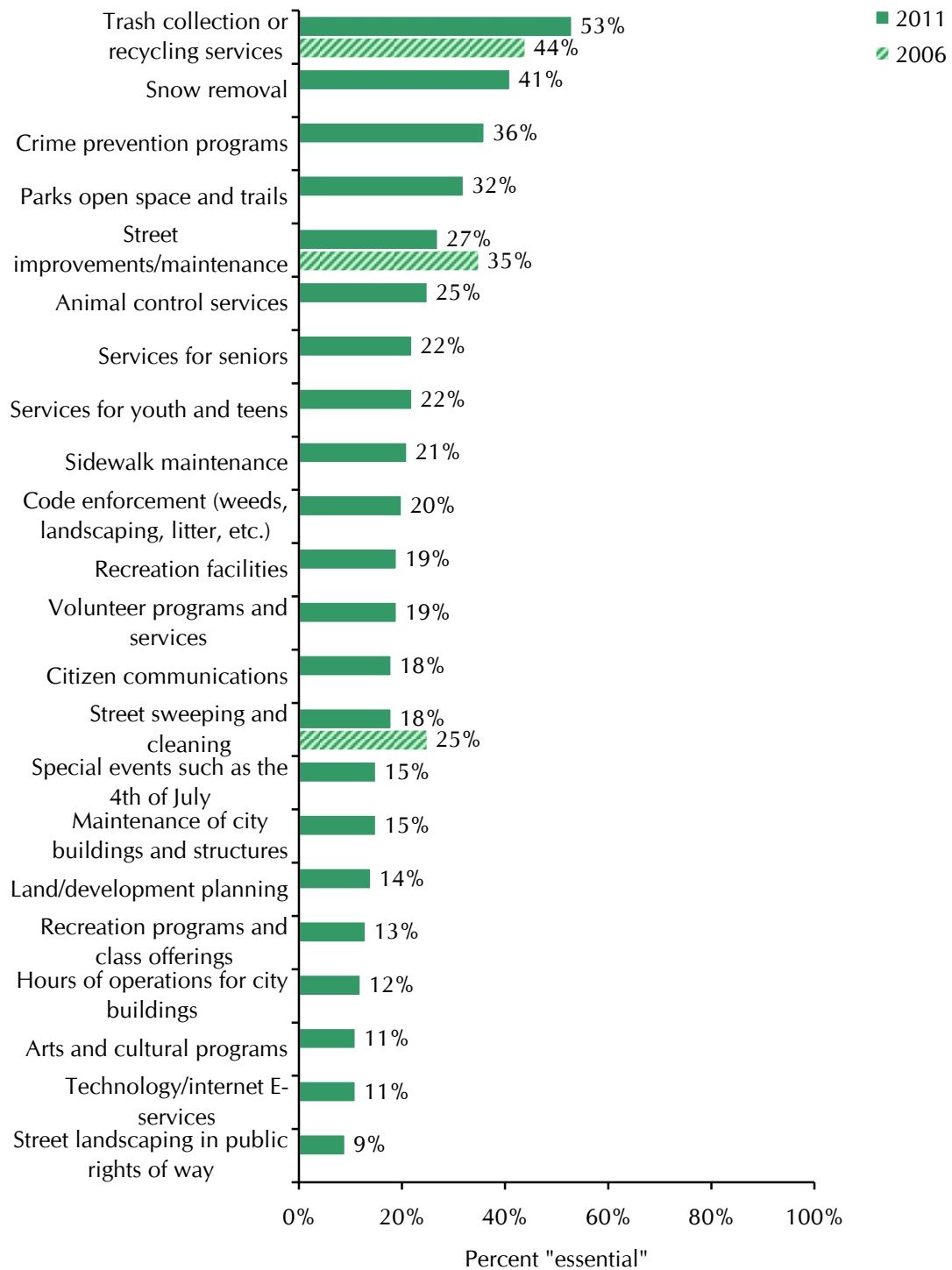
Three 2011 importance assessments could be compared to 2006. Trash/recycling was up from 44% in 2006 to 53% in 2011, street improvements/maintenance went down from 35% to 27% and street sweeping and cleaning was down from 25% to 18% of respondents.

Residents across Northglenn’s four Wards prioritized current service level provision similarly, overall. Among the few differences, Ward 3 residents were more likely than those in other Wards to say it was “essential” to maintain current recreation programs and class offerings. Ward 4 residents gave a lower priority to maintaining arts and cultural programs than other residents and a higher priority than other Wards to snow removal. Compared to other Wards, more Ward 2 residents wanted to protect volunteer programs and services. These and other questions are compared by Ward in *Appendix C: Comparison of Results by Ward*.



**Figure 8: Importance of Maintaining Current Service Level Compared by Year**

If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?



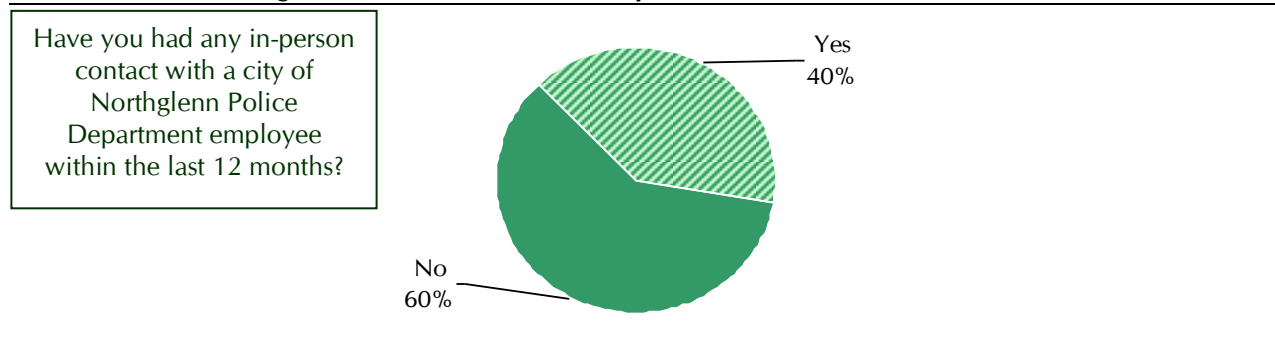
*In 2006, "Street improvements/maintenance" was "Street repair," Street sweeping and cleaning" was "Street maintenance and cleaning" and "Trash collection or recycling services" was "Trash collection services."*

## Contact with City of Northglenn

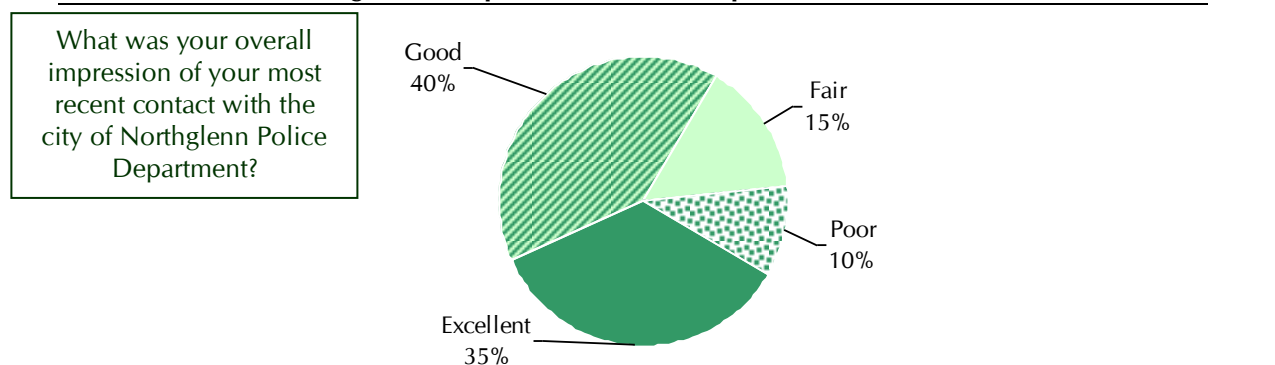
A set of questions, some new to the 2011 survey, explored resident experiences with their contact with the city in the 12 months prior to the survey. Four in ten respondents said they had contact with the police department, and of those, three-quarters said their impression of the contact was “excellent” or “good.” Another 15% said it was “fair” and 10% selected “poor.”

There were no differences by Ward in the rate of contact with the police department, though Ward 2 residents were more likely to praise their contact and Ward 3 residents were more likely to be critical of the interaction.

**Figure 9: Contact with Police Department in Previous 12 Months**



**Figure 10: Impression of Police Department Contact**



*Asked only of residents who had in-person contact with the Northglenn Police Department in the 12 months prior to the survey.*

When asked about contact with city employees (except the police department), a similar rate of contact was reported (38% of respondents). This was identical to the proportion in 2006.

**Figure 11: Contact with Non-Police Employee in Previous 12 Months Compared by Year**

	2011	2006
Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?	38%	38%

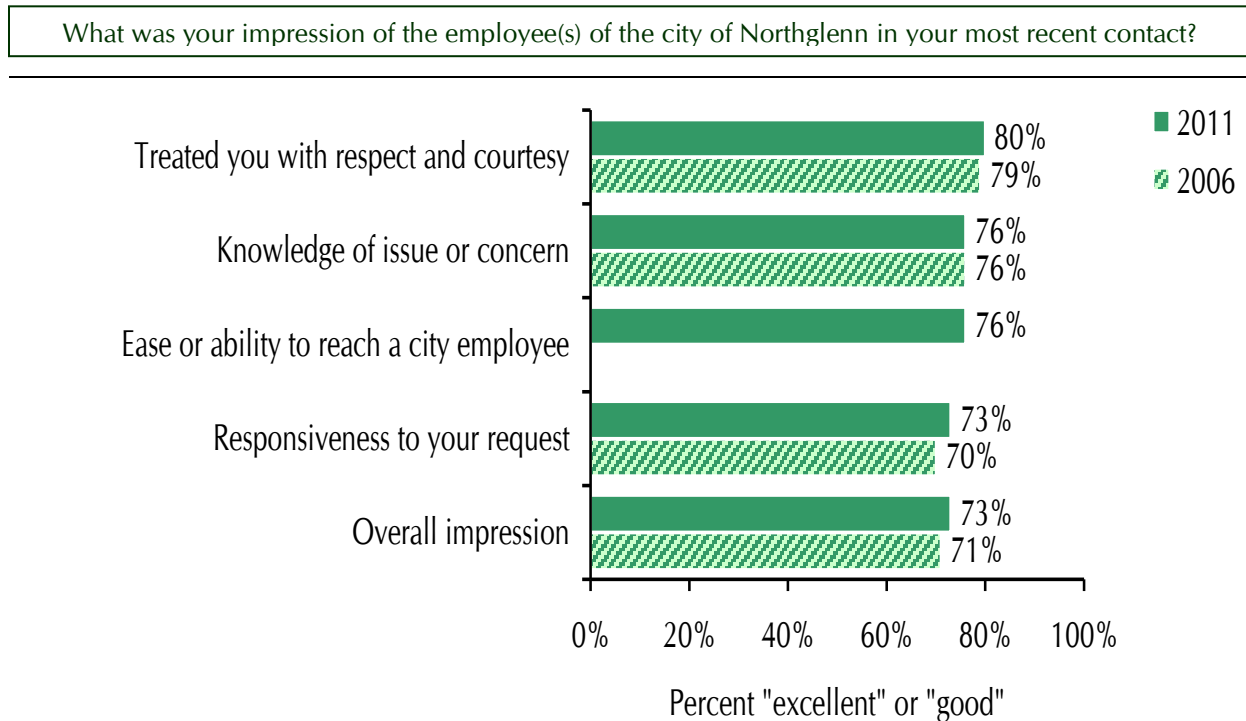
Percent "yes."

*In 2006, wording was "Have you had phone or in-person contact with a City of Northglenn employee within the last 12 months (including customer service, receptionist, inspectors, police, planners, administrators or any others)?"*

Survey participants who had employee contact evaluated five aspects of the employee in their interaction, four of which could be compared to the 2006 survey. The respect and courtesy shown by employees were most positively rated (80% "excellent" or "good"), followed by knowledge and ease of reaching an employee (both 76%). Employee responsiveness and overall impression each received at least "good" ratings from 73% of respondents. Employee ratings remained stable over time.

For contact with departments other than police, Ward 4 residents had a higher rate than other Wards. Employee evaluations of those contacts were generally the same across Wards, though Ward 2 gave the highest ratings to respect and courtesy, while Ward 3 gave the lowest ratings on those characteristics.

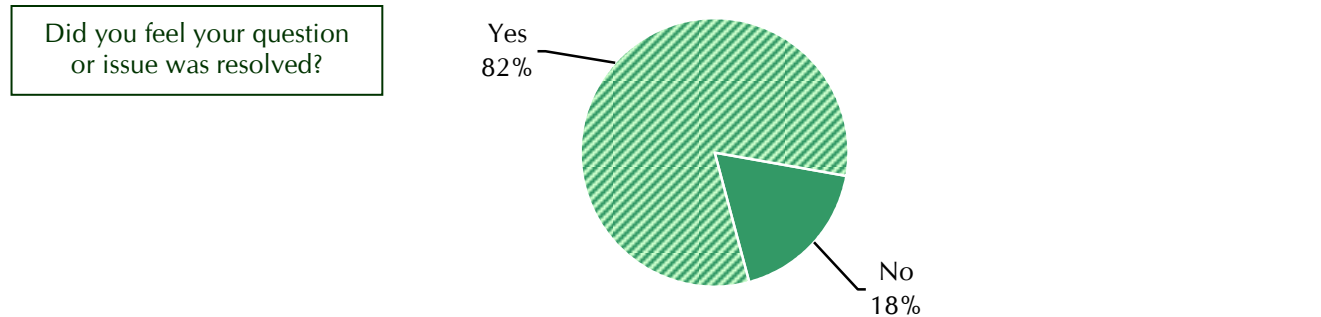
**Figure 12: Ratings of Northglenn Employees Compared by Year**



*In 2006, "Knowledge of issue or concern" was "Knowledge," "Responsiveness to your request" was "Responsiveness," "Treated you with respect and courtesy" was "Courtesy" and "Overall impression" was "Overall customer service." Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.*

When asked whether their question had been resolved in their contact with a Northglenn employee, 82% said it had. Respondents in the four Wards felt similarly about whether their question or issue was resolved. Comparisons by Ward for these questions, along with the rest of the questions on the survey, can be found in *Appendix C: Comparison of Results by Ward*.

**Figure 13: Question Resolution**



*Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.*

## Resident Participation and Information Sources

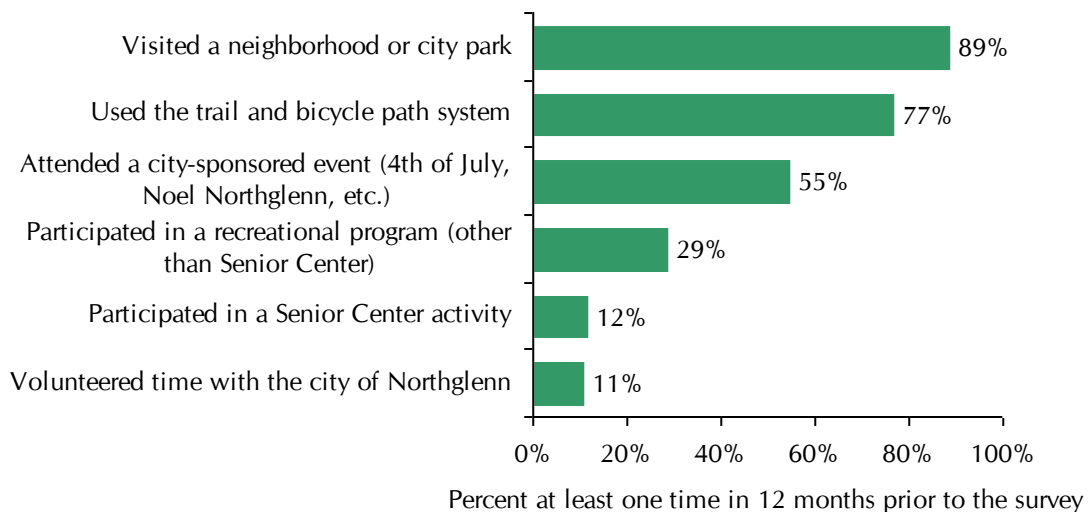
Through a set of new questions, survey respondents were able to describe some of their own participation in community events and use of amenities, their interest in using select information sources to find out about city news and events and their access to high-speed Internet and Comcast service.

The highest level of participation reported was parks visitation, with 9 in 10 respondents having gone to a neighborhood or city park at least once in the 12 months preceding the survey. Trails and bicycle paths had been used by 77% of residents, while city-sponsored events had seen participation by 55% and recreational programs by 29%. Senior center use and volunteering for the city were reported by the fewest respondents, 12% and 11%, respectively.

Compared to other Wards, more Ward 2 and Ward 4 residents had participated in a Senior Center activity and more Ward 3 residents had attended a city-sponsored event. Comparisons for community participation questions are included in *Appendix C: Comparison of Results by Ward*.

**Figure 14: Participation in Activities in Northglenn**

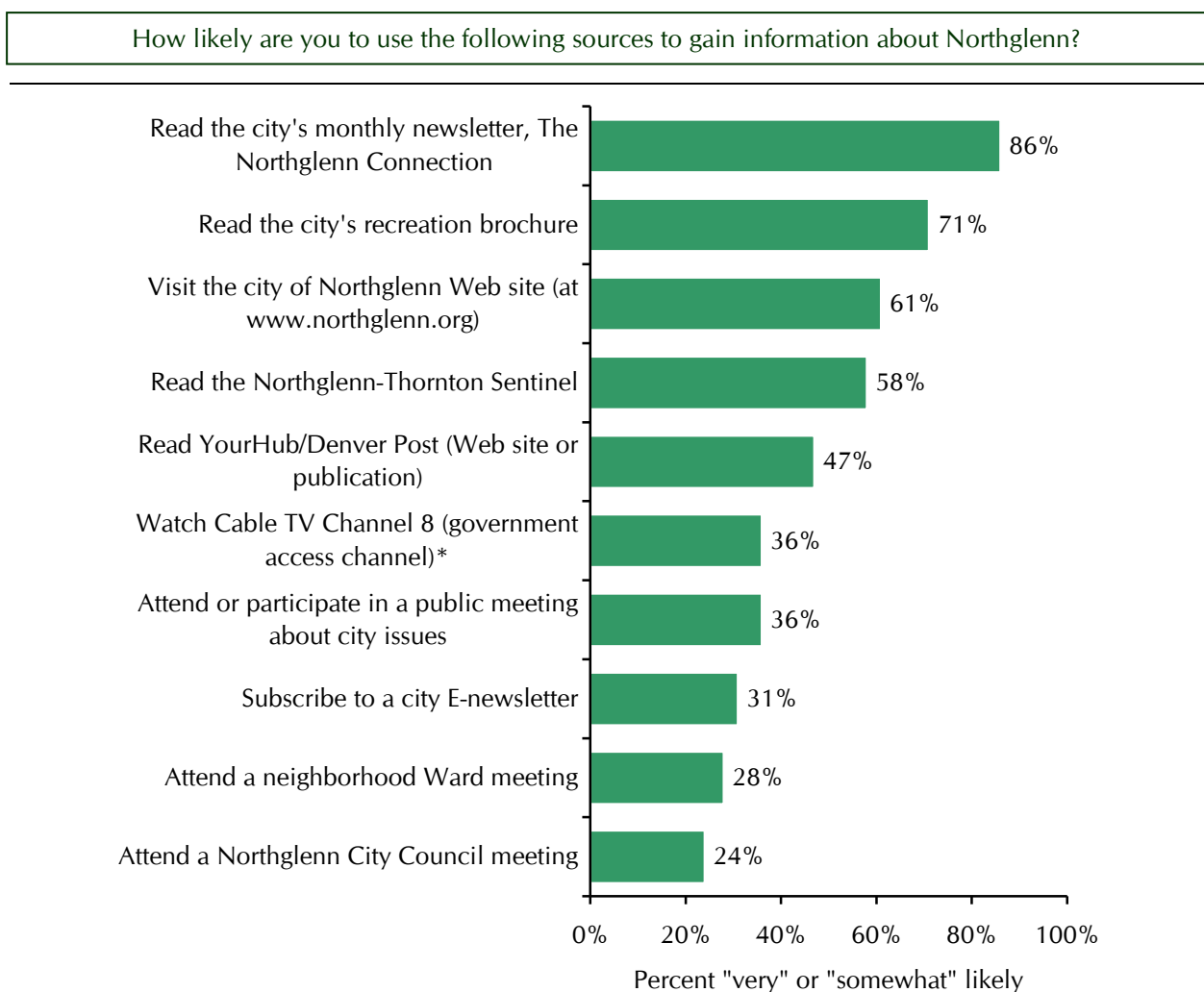
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?



Northglenn residents receiving the survey were asked how likely or unlikely they would be to use each of a variety of potential information sources about the city. The top three sources, the Northglenn Connection newsletter (86% of respondents “very” or “somewhat” likely to use), the city’s recreation brochure (71%) and the city’s Web site (61%), are all city-created resources. The sources of least interest to residents were neighborhood Ward meetings (28%) and City Council meetings (24%), though about one-quarter were at least “somewhat” likely to attend each.

Half of the information sources had varying interest for residents of different Wards. Compared to other Wards, Ward 4 residents were more likely to consider attending or participating in a public meeting about city issues, attending a Northglenn City Council meeting and attending a neighborhood Ward meeting. Ward 1 residents were most likely of all Wards to be interested in the Northglenn Connection newsletter, while respondents in Ward 2 were more interested than other residents in the city’s recreation brochure.

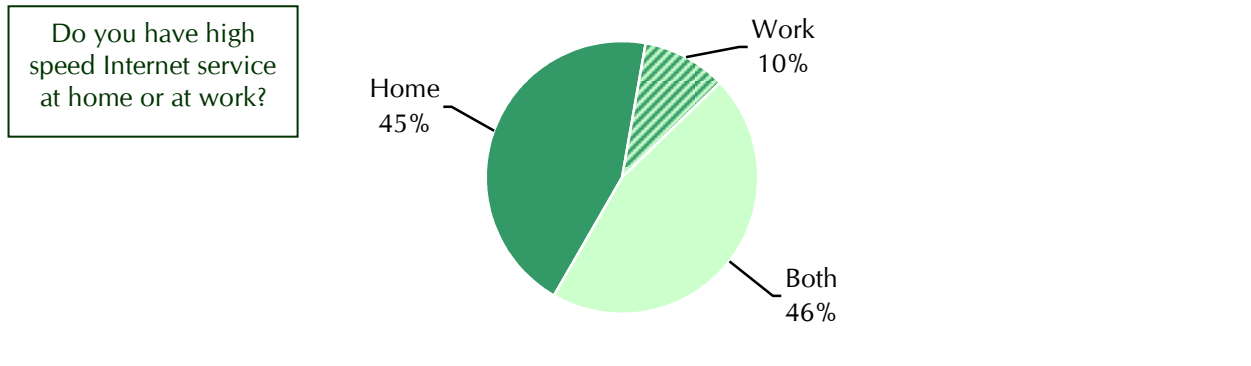
**Figure 15: Likelihood of Using Information Sources**



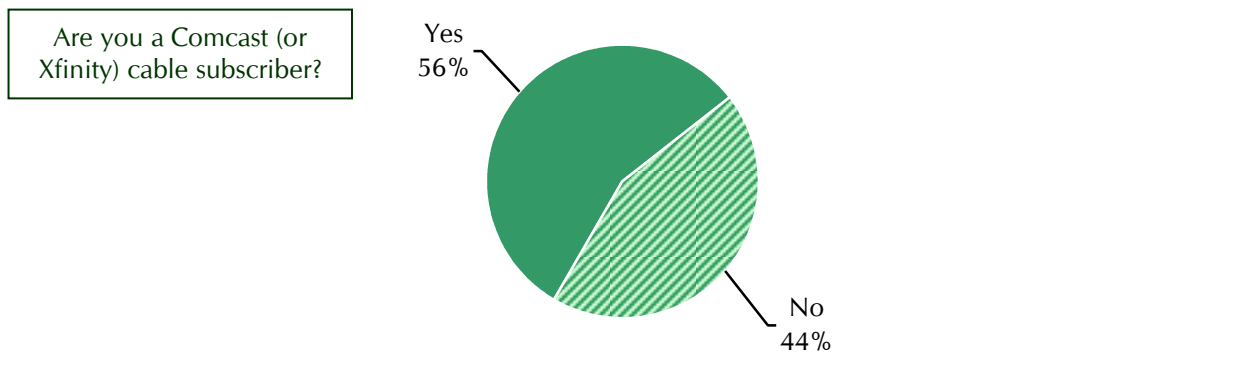
*\*Only 56% of respondents indicated that they had Comcast (Xfinity) service; of those who said they had service 45% said they had watched Cable TV channel 8, of those who said they did not have Comcast (Xfinity) service, 24% said they had watched Cable TV channel 8.*

Part of connecting with residents is knowing how they are able to access information through the Internet and cable television. All but 12% of residents had access to high speed Internet at home, work or both; of that 88% of respondents, 9 in 10 had access at home and 10% only had access at work. Nearly half of residents (44%) did not have Comcast or Xfinity cable service.

**Figure 16: High Speed Internet Access**



**Figure 17: Comcast Subscriber Status**

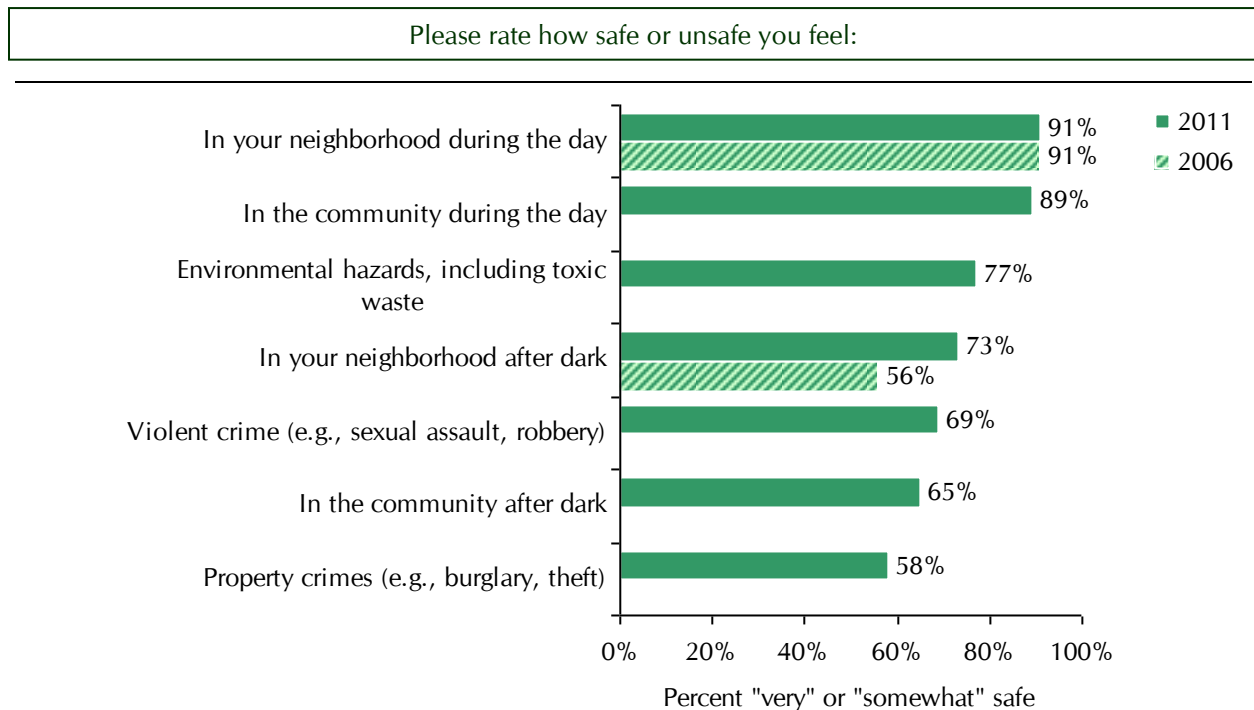


## Safety and Crime in Northglenn

Questions about feelings of safety were included on the survey, along with questions about recent crime victimization and whether crimes were reported to police. Residents' sense of safety during the day in their neighborhoods was high, with 91% feeling "very" or "somewhat" safe, the same as in 2006. Safety elsewhere in the community during the day was similar at 89% "very" or "somewhat" safe. Three-quarters of respondents felt at least "somewhat" safe from environmental hazards (77%) and in their neighborhoods after dark (73%). After-dark neighborhood safety improved since 2006 (from 56% to 73%), though part of the increase may be due to the removal in 2011 of the phrase "walking alone" in the question. The fewest residents felt safe from property crimes, with 58% saying they felt at least "somewhat" safe.

When compared by Ward, feelings of safety in Northglenn mostly were equivalent. While concerns about violent crime as a potential problem in Northglenn were higher in Ward 2, it was Ward 3 residents who felt less safe from such crimes. All questions on the survey are compared by Ward in *Appendix C: Comparison of Results by Ward*.

**Figure 18: Safety in Northglenn Compared by Year**



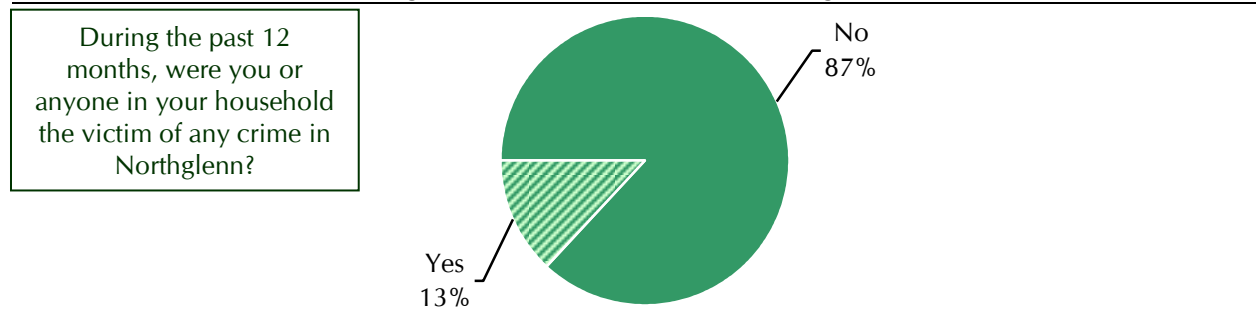
*In 2006, "In your neighborhood during the day/after dark" both included "Walking alone" at the beginning.*



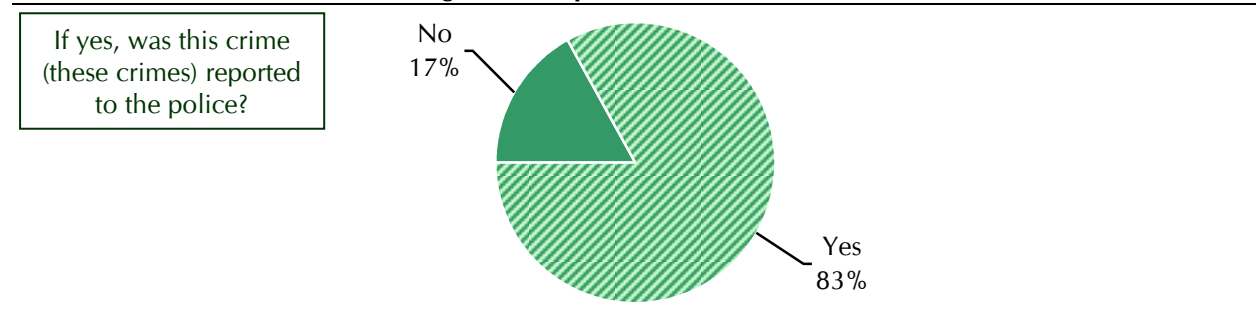
New to the 2011 survey, a pair of questions captured crime victimization and reporting to police. Just 13% of survey respondents indicated someone in their household having been a victim of crime in the previous 12 months. Of those respondents, 83% had reported the crime(s) to police.

No differences were found by Ward in crime victimization or reporting. *Appendix C: Comparison of Results by Ward* includes these comparison tables.

**Figure 19: Victim of a Crime in Northglenn**



**Figure 20: Reported Crimes to Police**



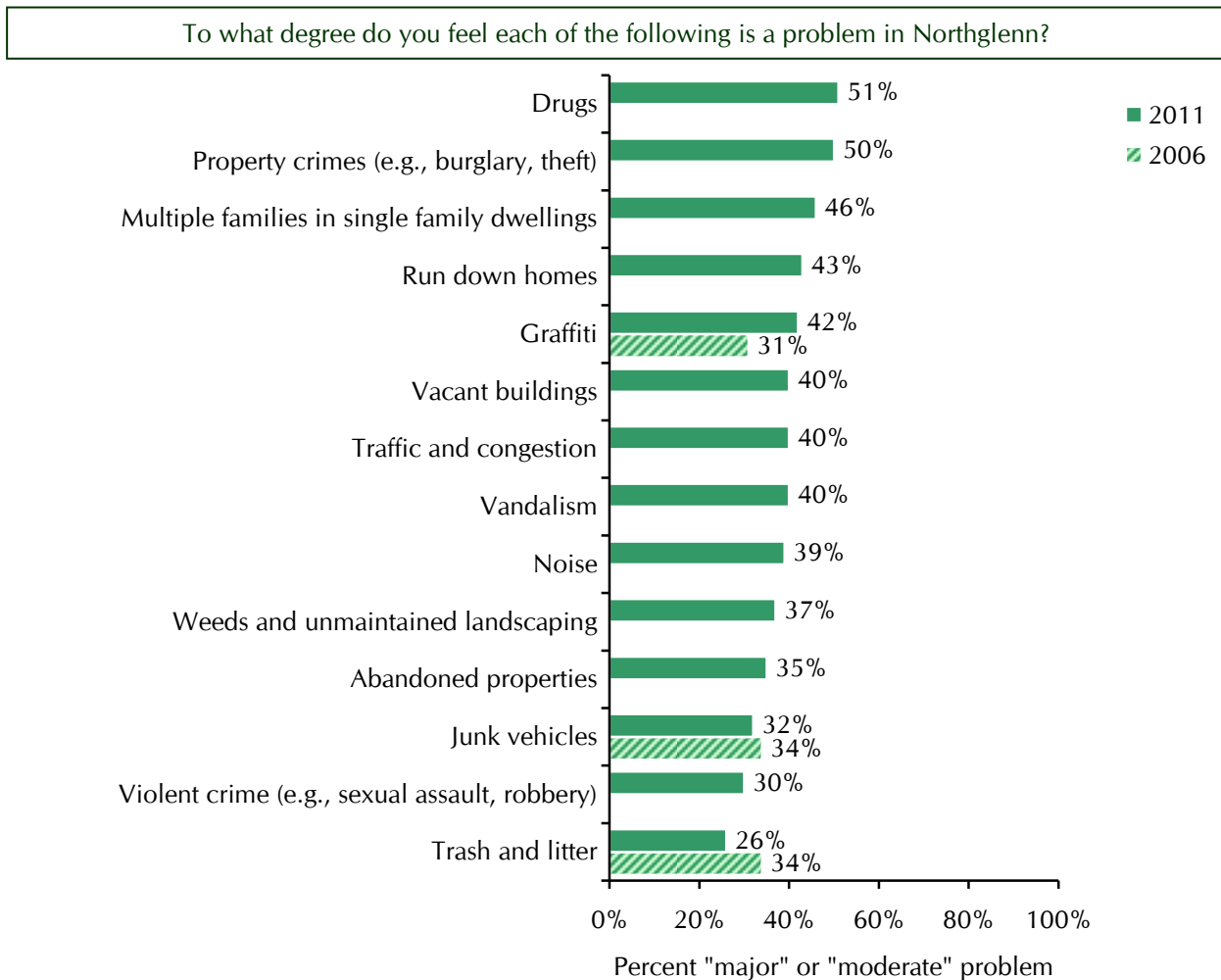
*Asked only of residents who had been crime victims.*

## Potential Problems in Northglenn

Northglenn residents evaluated the degree to which a series of potential issues were real problems in the community. Each was described as a “major” or “moderate” problem by about one-quarter to one-half of residents. Most problematic was drugs, at 51%, followed by property crimes (50%) and multi-family occupancy in single family units (46%). Least problematic was trash and litter (26%). Three potential problems could be compared to 2006 findings; one was more problematic in 2011 (graffiti, up from 31% in 2006 to 42% in 2011), one was similar (32% in 2011 for junk vehicles, compared with 34% in 2006) and one was less problematic in 2011 (trash and litter, down from 34% in 2006 to 26% in 2011). The proportion of “don’t know” responses was higher for violent crime (24%), drugs (31%) and multiple families in single family dwellings (25%).

Overall, potential problems were viewed similarly across the four Wards. Compared to other Wards, violent crime and traffic were more of a concern in Ward 2, graffiti in Ward 1 and trash and litter in Ward 3. All potential problems are compared by Ward in *Appendix C: Comparison of Results by Ward*.

**Figure 21: Potential Problems in Northglenn Compared by Year**



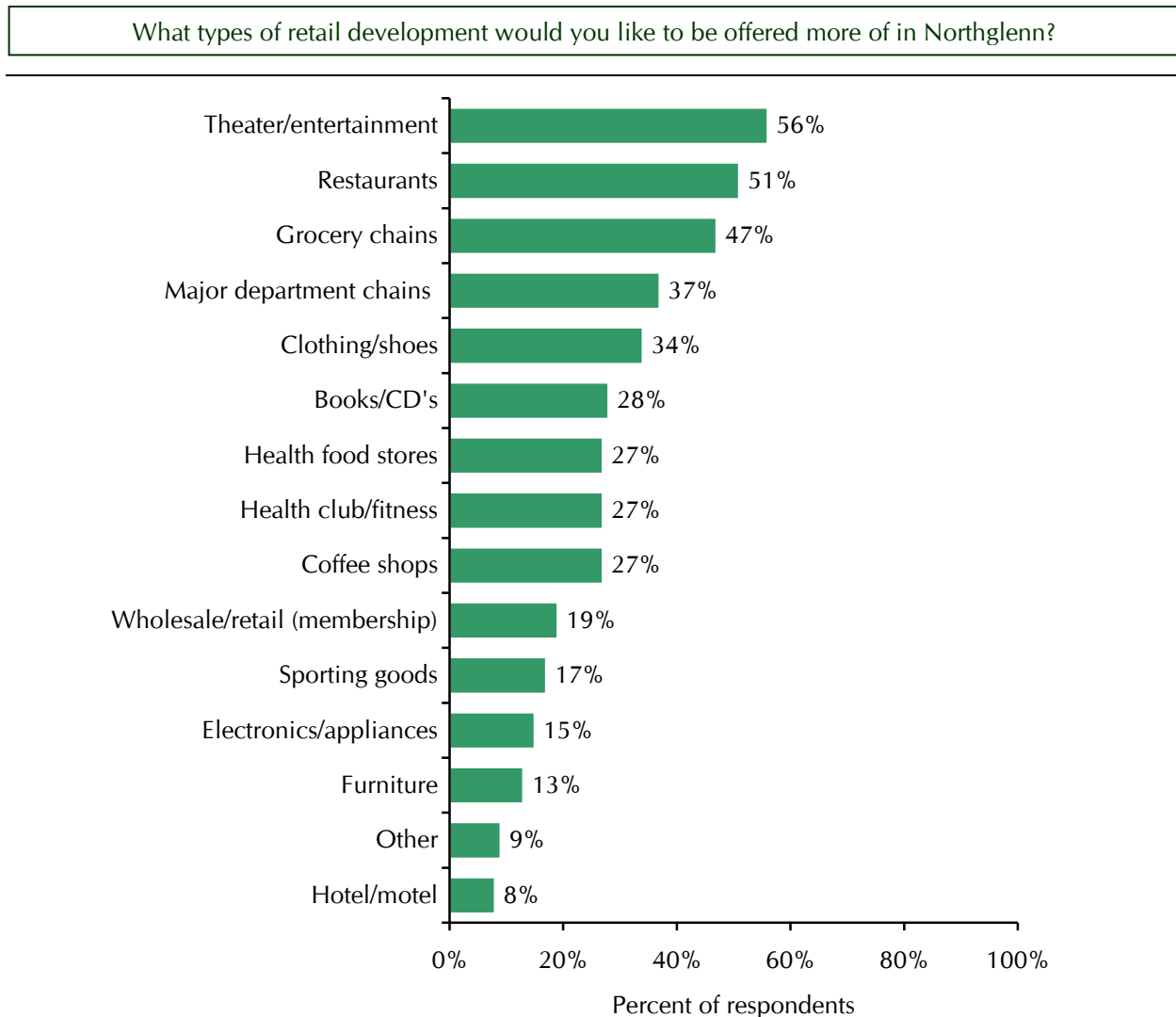
*In 2006, "Junk vehicles" was "Illegal vehicles parked on private property."*

## Current Topics in Northglenn

Northglenn opted to include a set of three questions about current issues in Northglenn. New to the 2011 survey were questions about the types of retail development residents would like to see in the city, support or opposition for licensing and inspecting residential rental properties in the city and interest in a utility budget billing option.

Among retail development options, theater and entertainment was the front runner, with 56% indicating they would like this type of new retail. Restaurants (51%), grocery chains (47%), major department chains (37%) and clothing/shoes (34%) rounded out the most popular choices. Of least interest were retail furniture (13%), unlisted/other options (9%) and hotel/motel development (8%).

**Figure 22: Desired Retail Development in Northglenn**

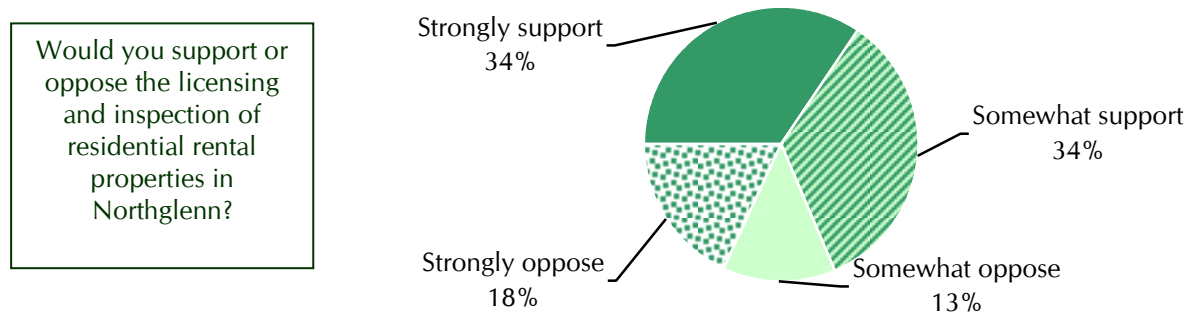


*Total exceeds 100% as respondents could select multiple options.*

When asked about licensing and inspection of residential rental properties in the city, 68% of residents were in support (34% “strongly” and another 34% “somewhat” supported the approach). About 1 in 10 “somewhat” opposed (13%) and 18% “strongly” opposed residential rental property licensing and inspection.

Ward 2 residents were more likely to support licensing and inspection, while Ward 4 residents were least likely to support it. See *Appendix C: Comparison of Results by Ward* for comparisons by Ward.

**Figure 23: Preference for Licensing and Inspection of Residential Rental Properties in Northglenn**

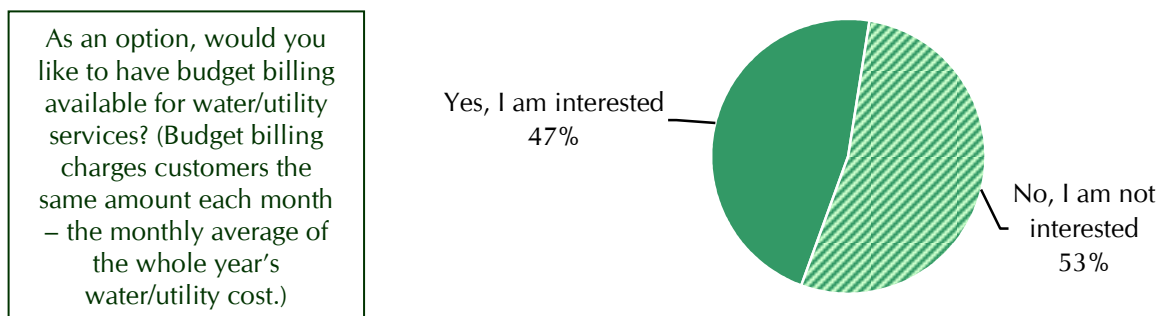


The survey gauged interest in budget billing for water and other utilities, with the explanation that it would mean a monthly bill that was the average based on an entire year’s total cost. Just about half of respondents (47%) were interested in this option.

Twenty-two percent of respondents selected “don’t know.”

There were no differences observed by Ward, as shown in *Appendix C: Comparison of Results by Ward*.

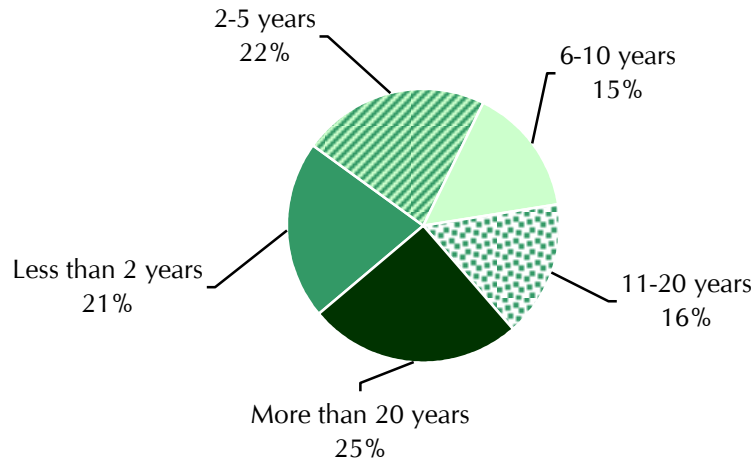
**Figure 24: Preference for Budget Billing for Water/Utility Services**



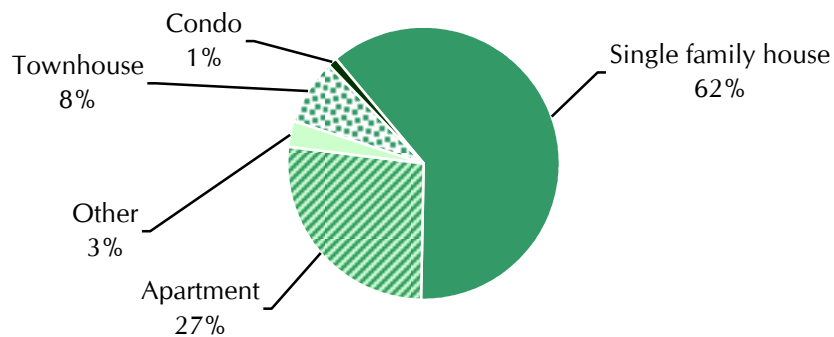
# Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the charts in this section.

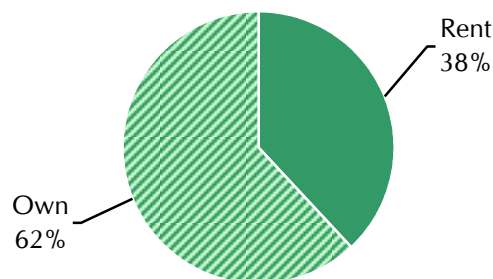
**Figure 25: Resident Length of Residency**



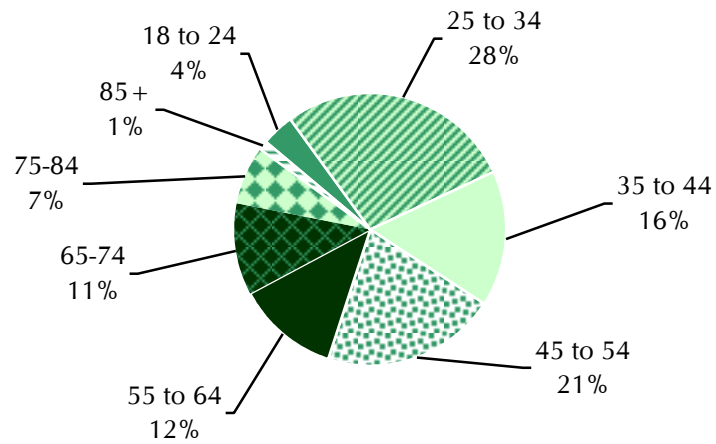
**Figure 26: Resident Housing Unit Type**



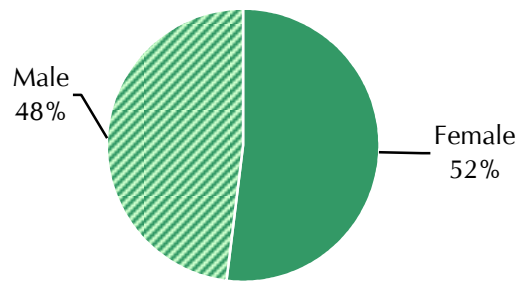
**Figure 27: Resident Housing Tenure**



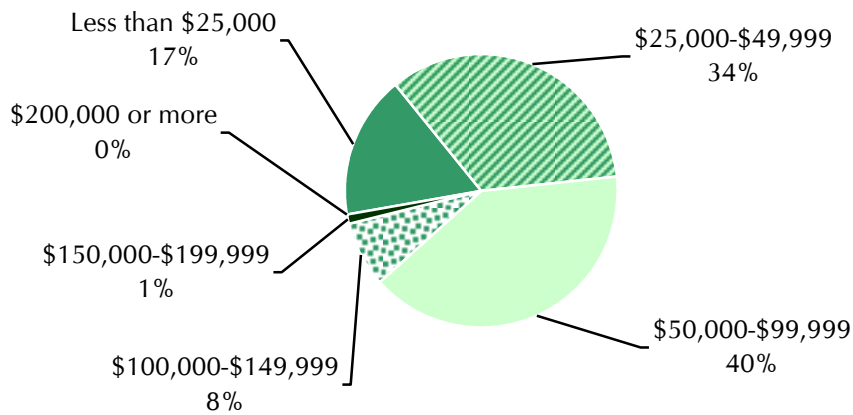
**Figure 28: Resident Age**



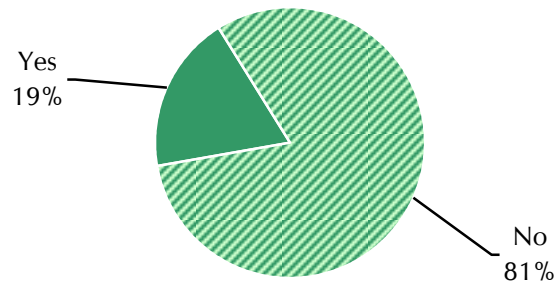
**Figure 29: Resident Gender**



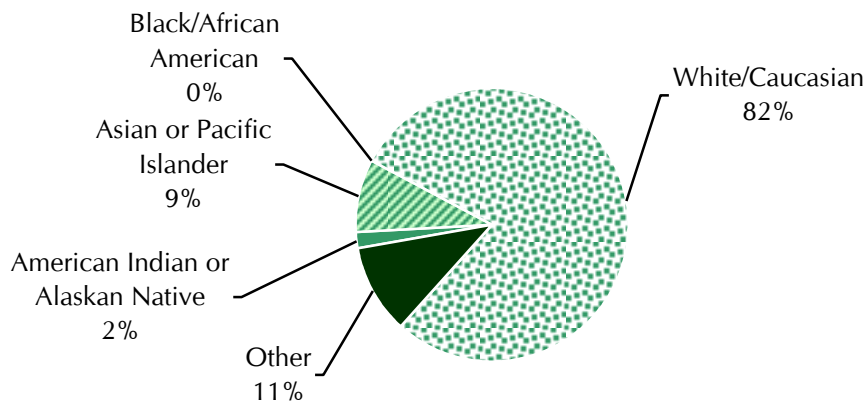
**Figure 30: Resident Household Income**



**Figure 31: Resident Ethnicity**

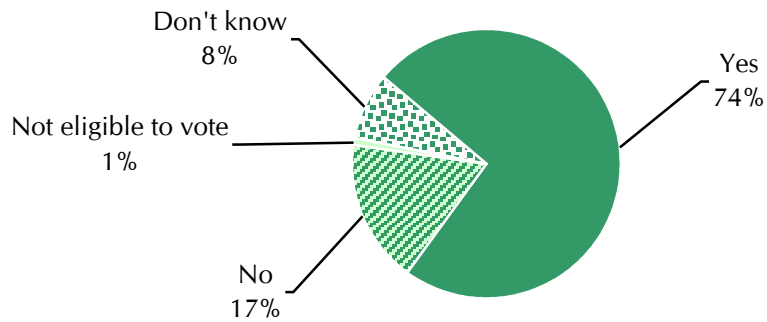


**Figure 32: Resident Race**



Total exceeds 100% as respondents could select multiple options.

**Figure 33: Resident Voter Registration Status**



## Appendix B: Responses to Survey Questions

This appendix displays all response categories for all questions. The first set of frequencies excludes the “don’t know” option and the second set includes “don’t know” responses as well as the N or total number of respondents for each category next to the percentage. When the total N for a question does not equal the total number of all respondents, it is due to some respondents skipping the question.

### *Frequencies Excluding “Don’t Know” Responses*

Question 1					
Please rate the following aspects of life in Northglenn.	Excellent	Good	Fair	Poor	Total
Northglenn as a place to live	14%	63%	21%	1%	100%
Your neighborhood as a place to live	18%	59%	21%	3%	100%
Northglenn as a place to raise children	14%	54%	26%	6%	100%
Northglenn as a place to work	7%	31%	40%	23%	100%
Northglenn as a place to shop	8%	36%	40%	16%	100%
Northglenn as a place to retire	12%	40%	29%	18%	100%
Your overall quality of life in Northglenn	13%	58%	26%	2%	100%

Question 2					
Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	47%	38%	7%	100%
Openness and acceptance of the community toward people of diverse backgrounds	12%	55%	29%	4%	100%
Overall appearance of Northglenn's neighborhoods	8%	46%	37%	10%	100%
Overall appearance of Northglenn's shopping areas	10%	51%	29%	10%	100%
Overall appearance of Northglenn's parks, trails and rights of ways	27%	56%	16%	1%	100%
Overall quality of business and service establishments in Northglenn	7%	51%	36%	6%	100%
Shopping opportunities	9%	37%	39%	16%	100%
Recreational opportunities	13%	38%	37%	12%	100%
Employment opportunities	2%	13%	42%	43%	100%
Opportunities to participate in community events and activities	11%	52%	33%	4%	100%
Opportunities to offer feedback on community issues	8%	46%	38%	9%	100%
Ease of car travel in Northglenn	11%	51%	31%	7%	100%
Availability of paths and walking trails	22%	56%	19%	3%	100%
Traffic flow on major streets and arterials	6%	45%	35%	14%	100%
Access to affordable quality housing	6%	42%	40%	11%	100%
Access to quality child care	2%	40%	46%	12%	100%
Access to preventative health care and services	7%	43%	41%	9%	100%
Overall image/perception of Northglenn	5%	52%	36%	7%	100%
Accessibility of city facilities	13%	56%	29%	3%	100%



Question 3					
To what degree do you feel each of the following is a problem in Northglenn?	Not a problem	Minor problem	Moderate problem	Major problem	Total
Violent crime (e.g., sexual assault, robbery)	27%	43%	25%	5%	100%
Property crimes (e.g., burglary, theft)	15%	36%	37%	12%	100%
Drugs	19%	30%	33%	17%	100%
Graffiti	19%	38%	31%	11%	100%
Noise	23%	39%	29%	10%	100%
Vandalism	19%	41%	30%	11%	100%
Run down homes	18%	39%	28%	15%	100%
Run down buildings	22%	36%	29%	13%	100%
Junk vehicles	27%	40%	22%	10%	100%
Trash and litter	31%	42%	19%	7%	100%
Weeds and unmaintained landscaping	24%	39%	22%	15%	100%
Traffic and congestion	19%	40%	29%	11%	100%
Abandoned properties	25%	40%	22%	13%	100%
Vacant buildings	24%	36%	25%	16%	100%
Multiple families in single family dwellings	25%	29%	23%	23%	100%

Question 4						
Please rate how safe or unsafe you feel from the following in Northglenn:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., sexual assault, robbery)	29%	41%	21%	8%	2%	100%
Property crimes (e.g., burglary, theft)	15%	43%	22%	15%	5%	100%
Environmental hazards, including toxic waste	41%	36%	18%	4%	1%	100%

Question 5						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	62%	29%	6%	2%	1%	100%
In your neighborhood after dark	29%	44%	14%	11%	2%	100%
In the community during the day	53%	36%	9%	2%	1%	100%
In the community after dark	22%	44%	18%	14%	3%	100%

<b>Question 6</b>	
<b>Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?</b>	<b>Percent of respondents</b>
No	60%
Yes	40%
Total	100%

<b>Question 7</b>	
<b>What was your overall impression of your most recent contact with the city of Northglenn Police Department?</b>	<b>Percent of respondents</b>
Excellent	35%
Good	40%
Fair	15%
Poor	10%
Total	100%

<b>Question 8</b>	
<b>During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?</b>	<b>Percent of respondents</b>
No	87%
Yes	13%
Total	100%

<b>Question 9</b>	
<b>If yes, was this crime (these crimes) reported to the police?</b>	<b>Percent of respondents</b>
No	17%
Yes	83%
Total	100%

<b>Question 10</b>						
<b>In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?</b>	<b>Never</b>	<b>Once or twice</b>	<b>3 to 12 times</b>	<b>13 to 26 times</b>	<b>More than 26 times</b>	<b>Total</b>
Participated in a Senior Center activity	88%	6%	3%	1%	2%	100%
Participated in a recreational program (other than Senior Center)	71%	17%	8%	2%	2%	100%
Used the trail and bicycle path system	23%	19%	26%	14%	18%	100%
Visited a neighborhood or city park	11%	23%	32%	19%	16%	100%
Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)	45%	37%	14%	3%	1%	100%
Volunteered time with the city of Northglenn	89%	7%	2%	0%	1%	100%

## Question 11

How likely are you to use the following sources to gain information about Northglenn?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Attend or participate in a public meeting about city issues	6%	30%	24%	40%	100%
Attend a Northglenn City Council meeting	6%	19%	27%	48%	100%
Attend a neighborhood Ward meeting	6%	22%	28%	44%	100%
Read the city's monthly newsletter, The Northglenn Connection	61%	26%	8%	6%	100%
Watch Cable TV Channel 8 (government access channel)	11%	25%	19%	45%	100%
Visit the city of Northglenn Web site (at www.northglenn.org)	28%	33%	17%	22%	100%
Subscribe to a city E-newsletter	10%	21%	22%	47%	100%
Read the city's recreation brochure	34%	38%	15%	14%	100%
Read the Northglenn-Thornton Sentinel	30%	28%	17%	24%	100%
Read YourHub/Denver Post (Web site or publication)	27%	20%	22%	31%	100%

<b>Question 12</b>					
<b>Please rate the quality of each of the following services that the city provides to its residents:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>
Police patrol of neighborhoods	13%	49%	28%	10%	100%
Police patrol of main arterials (streets)	16%	62%	20%	2%	100%
Speed and traffic enforcement in neighborhoods	16%	47%	22%	16%	100%
Speed and traffic enforcement on main arterials (streets)	19%	55%	20%	6%	100%
Municipal courts	11%	55%	25%	9%	100%
Crime prevention programs	6%	47%	39%	8%	100%
Animal control	10%	48%	28%	13%	100%
Building permits	9%	46%	33%	12%	100%
Building inspections	6%	51%	29%	14%	100%
Code enforcement (weeds, landscaping, litter, etc.)	8%	35%	33%	24%	100%
Land use, planning and zoning	6%	40%	40%	15%	100%
Economic development and shopping options	5%	30%	39%	26%	100%
Timing of traffic signals and lights	7%	42%	34%	16%	100%
Street repair and maintenance	8%	42%	39%	12%	100%
Street sweeping and cleaning	9%	47%	33%	12%	100%
Street landscaping (in center islands and public rights of way)	12%	51%	30%	7%	100%
Sidewalk maintenance	11%	48%	32%	10%	100%
Snow removal from residential streets	7%	35%	33%	25%	100%
Trash collection	36%	48%	14%	2%	100%
Recycling drop off	23%	49%	18%	10%	100%
Yard waste drop off	20%	47%	22%	11%	100%
Storm drainage (water runoff, rain and irrigation)	15%	54%	23%	7%	100%
Sewer services (used water removal)	19%	54%	24%	3%	100%
Drinking water	18%	46%	23%	13%	100%
Recreation Center and facilities	16%	46%	28%	10%	100%
Recreation programs and classes	18%	47%	29%	6%	100%
City parks and facilities	26%	56%	17%	2%	100%
City bicycle/walking paths and trail systems	31%	54%	14%	2%	100%
Preservation of natural areas such as open spaces	23%	56%	19%	3%	100%
Services for seniors	18%	56%	20%	5%	100%
Services for tweens and teenagers (10–18 years of age)	9%	46%	34%	11%	100%
Services for youth (0-9 years of age)	9%	46%	37%	9%	100%

<b>Question 13</b>	
<b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b>	<b>Percent of respondents</b>
No	62%
Yes	38%
Total	100%

**Question 14**

<b>What was your impression of the employee(s) of the city of Northglenn in your most recent contact?</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>
Ease or ability to reach a city employee	33%	44%	17%	7%	100%
Knowledge of issue or concern	35%	40%	15%	9%	100%
Responsiveness to your request	40%	33%	16%	11%	100%
Treated you with respect and courtesy	52%	28%	12%	7%	100%
Overall impression	40%	32%	19%	9%	100%

**Question 15**

<b>Did you feel your question or issue was resolved?</b>	<b>Percent of respondents</b>
No	18%
Yes	82%
Total	100%

**Question 16**

<b>If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?</b>	<b>Essential</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Not at all important</b>	<b>Total</b>
Hours of operations for city buildings	12%	29%	49%	11%	100%
Recreation programs and class offerings	13%	40%	37%	10%	100%
Recreation facilities	19%	46%	29%	6%	100%
Arts and cultural programs	11%	31%	42%	17%	100%
Parks open space and trails	32%	44%	21%	3%	100%
Services for seniors	22%	48%	24%	6%	100%
Services for youth and teens	22%	52%	21%	5%	100%
Street improvements/maintenance	27%	52%	20%	1%	100%
Street sweeping and cleaning	18%	37%	40%	5%	100%
Snow removal	41%	45%	14%	1%	100%
Sidewalk maintenance	21%	45%	31%	3%	100%
Street landscaping in public rights of way	9%	35%	44%	12%	100%
Land/development planning	14%	40%	36%	10%	100%
Code enforcement (weeds, landscaping, litter, etc.)	20%	34%	36%	10%	100%
Maintenance of city buildings and structures	15%	45%	35%	4%	100%
Technology/internet E-services	11%	29%	46%	14%	100%
Citizen communications	18%	40%	36%	6%	100%
Special events such as the 4th of July	15%	36%	35%	13%	100%
Crime prevention programs	36%	43%	19%	2%	100%
Volunteer programs and services	19%	42%	32%	7%	100%
Trash collection or recycling services	53%	36%	11%	1%	100%
Animal control services	25%	42%	30%	4%	100%

<b>Question 17</b>					
<b>Please rate the speed of growth in the following categories in Northglenn over the past two years:</b>	<b>Much too slow</b>	<b>Somewhat too slow</b>	<b>Right amount</b>	<b>Somewhat too fast</b>	<b>Total</b>
Population growth	5%	9%	66%	21%	100%
Retail growth (stores, restaurants, etc.)	22%	38%	38%	2%	100%
Job/employment growth	43%	46%	10%	1%	100%

<b>Question 18</b>					
<b>Please rate the following categories of Northglenn government performance:</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>	<b>Total</b>
The value of services for the taxes paid to Northglenn	6%	40%	39%	15%	100%
The value of water, sewer and trash services for the fees paid	14%	41%	33%	13%	100%
The value of building and permitting services for the fees paid	7%	34%	43%	16%	100%
The cost of conducting business in Northglenn (sales tax)	5%	29%	44%	22%	100%
The overall direction that the city of Northglenn is taking	8%	37%	42%	13%	100%
The overall performance of City Council	7%	35%	44%	15%	100%

<b>Question 19</b>					
<b>Please indicate how likely or unlikely you are to do each of the following:</b>	<b>Very likely</b>	<b>Somewhat likely</b>	<b>Somewhat unlikely</b>	<b>Very unlikely</b>	<b>Total</b>
Recommend living in Northglenn to someone who asks	31%	47%	13%	8%	100%
Remain in Northglenn for the next five years	47%	31%	11%	11%	100%

<b>Question 20</b>	
<b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b>	<b>Percent of respondents</b>
Hotel/motel	8%
Coffee shops	27%
Restaurants	51%
Theater/entertainment	56%
Sporting goods	17%
Health club/fitness	27%
Furniture	13%
Electronics/appliances	15%
Grocery chains	47%
Clothing/shoes	34%
Books/CD's	28%
Other	9%
Major department chains	37%
Health food stores	27%
Wholesale/retail (membership)	19%

*Total exceeds 100% as respondents could select multiple options.*

<b>Question 21</b>	
<b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b>	<b>Percent of respondents</b>
Strongly support	34%
Somewhat support	34%
Somewhat oppose	13%
Strongly oppose	18%
Total	100%

<b>Question 22</b>	
<b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b>	<b>Percent of respondents</b>
Yes, I am interested	47%
No, I am not interested	53%
Total	100%

<b>Question D1</b>	
<b>How many years have you lived in Northglenn?</b>	<b>Percent of respondents</b>
Less than 2 years	21%
2-5 years	22%
6-10 years	15%
11-20 years	16%
More than 20 years	25%
Total	100%

<b>Question D2</b>	
<b>Which best describes your home?</b>	<b>Percent of respondents</b>
Single family house	62%
Apartment	27%
Other	3%
Townhouse	8%
Condo	1%
Total	100%

<b>Question D3</b>	
<b>Do you rent or own your home?</b>	<b>Percent of respondents</b>
Rent	38%
Own	62%
Total	100%

<b>Question D4</b>	
<b>Do you have high speed Internet service at home or at work?</b>	<b>Percent of respondents</b>
Home	45%
Work	10%
Both	46%
Total	100%

<b>Question D5</b>	
<b>Are you a Comcast (or Xfinity) cable subscriber?</b>	<b>Percent of respondents</b>
Yes	56%
No	44%
Total	100%



<b>Question D6</b>	
<b>What is your age?</b>	<b>Percent of respondents</b>
18 to 24	4%
25 to 34	28%
35 to 44	16%
45 to 54	21%
55 to 64	12%
65-74	11%
75-84	7%
85+	1%
Total	100%

<b>Question D7</b>	
<b>What is your gender?</b>	<b>Percent of respondents</b>
Female	52%
Male	48%
Total	100%

<b>Question D8</b>	
<b>About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)</b>	<b>Percent of respondents</b>
Less than \$25,000	17%
\$25,000-\$49,999	34%
\$50,000-\$99,999	40%
\$100,000-\$149,999	8%
\$150,000-\$199,999	1%
\$200,000 or more	0%
Total	100%

<b>Question D9</b>	
<b>Are you Spanish, Hispanic or Latino?</b>	<b>Percent of respondents</b>
Yes	19%
No	81%
Total	100%

**Question D10**

<b>What is your race? (Mark one or more races to indicate what race you consider yourself to be.)</b>	<b>Percent of respondents</b>
American Indian or Alaskan Native	2%
Asian or Pacific Islander	9%
Black/African American	0%
White/Caucasian	82%
Other	11%

*Total exceeds 100% as respondents could select multiple options.*

**Question D11**

<b>Are you registered to vote in Northglenn?</b>	<b>Percent of respondents</b>
Yes	74%
No	17%
Not eligible to vote	1%
Don't know	8%
Total	100%

**Frequencies Including “Don’t Know” Responses**

Question 1												
Please rate the following aspects of life in Northglenn.	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Northglenn as a place to live	14%	122	63%	534	21%	178	1%	12	1%	6	100%	853
Your neighborhood as a place to live	18%	150	58%	497	21%	176	3%	25	0%	3	100%	851
Northglenn as a place to raise children	12%	99	44%	376	22%	183	5%	41	18%	150	100%	848
Northglenn as a place to work	4%	35	19%	157	24%	203	14%	115	40%	334	100%	843
Northglenn as a place to shop	8%	70	36%	305	39%	334	15%	131	1%	8	100%	847
Northglenn as a place to retire	9%	76	30%	250	21%	180	13%	112	27%	226	100%	844
Your overall quality of life in Northglenn	13%	106	58%	486	26%	219	2%	20	1%	8	100%	839

Question 2												
Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Sense of community	7%	57	44%	372	35%	297	7%	57	7%	56	100%	839
Openness and acceptance of the community toward people of diverse backgrounds	10%	83	45%	380	24%	204	4%	30	18%	150	100%	847
Overall appearance of Northglenn's neighborhoods	8%	67	45%	385	37%	312	10%	81	1%	7	100%	852
Overall appearance of Northglenn's shopping areas	10%	84	50%	428	29%	249	10%	86	1%	5	100%	852
Overall appearance of Northglenn's parks, trails and rights of ways	26%	223	55%	467	15%	132	1%	9	2%	20	100%	852
Overall quality of business and service establishments in Northglenn	7%	62	49%	418	35%	296	6%	51	3%	23	100%	851

Question 2												
Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Shopping opportunities	9%	73	36%	309	38%	327	16%	137	1%	6	100%	851
Recreational opportunities	12%	106	36%	305	35%	294	11%	94	6%	51	100%	850
Employment opportunities	1%	10	8%	67	26%	218	27%	227	38%	325	100%	849
Opportunities to participate in community events and activities	9%	78	46%	389	29%	246	3%	30	13%	108	100%	850
Opportunities to offer feedback on community issues	6%	53	37%	313	31%	259	7%	60	19%	157	100%	842
Ease of car travel in Northglenn	11%	92	50%	426	31%	264	7%	58	1%	8	100%	848
Availability of paths and walking trails	21%	179	53%	452	18%	155	3%	25	5%	41	100%	852
Traffic flow on major streets and arterials	6%	50	45%	376	34%	291	14%	120	1%	7	100%	844
Access to affordable quality housing	5%	46	35%	300	34%	286	9%	77	17%	142	100%	850
Access to quality child care	1%	7	15%	127	17%	145	5%	39	62%	519	100%	837
Access to preventative health care and services	5%	39	28%	234	27%	224	6%	50	35%	297	100%	845
Overall image/perception of Northglenn	5%	45	51%	430	36%	302	6%	55	2%	18	100%	851
Accessibility of city facilities	11%	94	49%	421	25%	215	2%	21	12%	102	100%	853

Question 3												
To what degree do you feel each of the following is a problem in Northglenn?	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Violent crime (e.g., sexual assault, robbery)	21%	174	33%	280	19%	161	4%	31	24%	199	100%	845
Property crimes (e.g., burglary, theft)	12%	104	30%	250	31%	260	10%	87	17%	145	100%	846
Drugs	13%	113	21%	173	23%	193	12%	101	31%	257	100%	837
Graffiti	17%	142	33%	281	27%	226	10%	84	13%	112	100%	845
Noise	21%	178	36%	305	27%	228	9%	79	6%	47	100%	837
Vandalism	16%	133	34%	286	25%	208	9%	75	16%	132	100%	834
Run down homes	16%	139	36%	305	26%	220	14%	116	8%	64	100%	844
Run down buildings	20%	168	33%	277	27%	229	12%	102	8%	68	100%	844
Junk vehicles	25%	212	37%	313	20%	171	9%	77	8%	70	100%	843
Trash and litter	30%	254	41%	342	18%	154	7%	57	4%	31	100%	839
Weeds and unmaintained landscaping	23%	192	38%	318	21%	181	14%	122	4%	32	100%	846
Traffic and congestion	19%	156	39%	327	28%	235	11%	93	3%	28	100%	840
Abandoned properties	21%	175	33%	277	18%	155	11%	93	17%	143	100%	843
Vacant buildings	20%	166	29%	243	20%	168	13%	106	19%	156	100%	840
Multiple families in single family dwellings	18%	156	22%	183	17%	146	17%	148	25%	213	100%	845

Question 4														
Please rate how safe or unsafe you feel from the following in Northglenn:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Violent crime (e.g., sexual assault, robbery)	28%	237	39%	333	20%	168	8%	68	2%	14	3%	23	100%	844
Property crimes (e.g., burglary, theft)	15%	123	42%	353	21%	178	15%	123	5%	42	3%	24	100%	844
Environmental hazards, including toxic waste	35%	299	31%	262	15%	131	3%	26	1%	11	14%	115	100%	844

Question 5														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
In your neighborhood during the day	62%	526	29%	247	6%	50	2%	15	1%	8	1%	5	100%	852
In your neighborhood after dark	28%	241	44%	375	14%	117	11%	95	2%	15	1%	9	100%	852
In the community during the day	53%	448	35%	301	9%	73	2%	15	1%	6	1%	8	100%	851

Question 6		
Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?	Percent	Number
No	60%	504
Yes	40%	341
Total	100%	845

**Question 7**

<b>What was your overall impression of your most recent contact with the city of Northglenn Police Department?</b>	<b>Percent</b>	<b>Number</b>
Excellent	35%	118
Good	40%	135
Fair	15%	51
Poor	10%	35
Don't know	1%	3
Total	100%	341

**Question 8**

<b>During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?</b>	<b>Percent</b>	<b>Number</b>
No	87%	734
Yes	13%	114
Total	100%	848

**Question 9**

<b>If yes, was this crime (these crimes) reported to the police?</b>	<b>Percent</b>	<b>Number</b>
No	17%	19
Yes	83%	94
Don't know	0%	1
Total	100%	114

Question 10												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Participated in a Senior Center activity	88%	740	6%	54	3%	22	1%	9	2%	16	100%	841
Participated in a recreational program (other than Senior Center)	71%	592	17%	140	8%	68	2%	19	2%	20	100%	839
Used the trail and bicycle path system	23%	193	19%	161	26%	216	14%	117	18%	154	100%	841
Visited a neighborhood or city park	11%	90	23%	195	32%	267	19%	158	16%	135	100%	845
Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)	45%	381	37%	316	14%	117	3%	22	1%	10	100%	847
Volunteered time with the city of Northglenn	89%	754	7%	60	2%	17	0%	4	1%	10	100%	844



Question 11												
How likely are you to use the following sources to gain information about Northglenn?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Attend or participate in a public meeting about city issues	6%	46	27%	223	22%	184	36%	301	9%	78	100%	833
Attend a Northglenn City Council meeting	5%	42	17%	144	25%	210	44%	370	8%	66	100%	832
Attend a neighborhood Ward meeting	6%	46	20%	162	25%	204	40%	329	10%	82	100%	823
Read the city's monthly newsletter, The Northglenn Connection	59%	496	25%	210	7%	62	6%	48	2%	17	100%	834
Watch Cable TV Channel 8 (government access channel)	10%	84	24%	194	18%	148	42%	348	6%	51	100%	826
Visit the city of Northglenn Web site (at www.northglenn.org)	27%	222	31%	258	16%	135	21%	172	5%	41	100%	827
Subscribe to a city E-newsletter	9%	76	19%	154	20%	162	43%	351	10%	80	100%	823
Read the city's recreation brochure	32%	266	36%	300	14%	119	13%	108	4%	36	100%	829
Read the Northglenn-Thornton Sentinel	28%	232	27%	221	16%	134	23%	189	7%	57	100%	832
Read YourHub/Denver Post (Web site or publication)	26%	215	19%	155	20%	171	29%	242	6%	51	100%	834

Question 12												
Please rate the quality of each of the following services that the city provides to its residents:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Police patrol of neighborhoods	12%	103	45%	378	26%	221	9%	74	7%	62	100%	837
Police patrol of main arterials (streets)	15%	124	57%	481	19%	157	2%	18	7%	59	100%	837
Speed and traffic enforcement in neighborhoods	15%	123	44%	366	21%	172	15%	122	6%	52	100%	834
Speed and traffic enforcement on main arterials (streets)	17%	145	52%	432	19%	157	6%	49	6%	54	100%	836
Municipal courts	4%	37	23%	194	11%	89	4%	31	58%	482	100%	833
Crime prevention programs	3%	23	22%	186	18%	155	4%	32	53%	440	100%	836
Animal control	7%	61	33%	281	20%	165	9%	77	30%	254	100%	839
Building permits	4%	30	19%	156	13%	112	5%	41	59%	495	100%	835
Building inspections	3%	21	20%	168	11%	94	5%	45	60%	502	100%	830
Code enforcement (weeds, landscaping, litter, etc.)	6%	52	28%	232	26%	219	19%	155	21%	177	100%	834
Land use, planning and zoning	3%	23	19%	161	19%	160	7%	59	51%	425	100%	827
Economic development and shopping options	4%	32	24%	193	31%	251	20%	165	22%	178	100%	819
Timing of traffic signals and lights	7%	56	41%	337	33%	272	16%	129	4%	34	100%	828
Street repair and maintenance	8%	65	40%	336	37%	309	11%	92	3%	29	100%	830
Street sweeping and cleaning	8%	68	44%	363	30%	252	11%	91	7%	60	100%	834
Street landscaping (in center islands and public rights of way)	11%	93	49%	405	28%	236	7%	56	5%	41	100%	831
Sidewalk maintenance	10%	82	45%	371	30%	251	9%	75	6%	53	100%	832
Snow removal from residential streets	6%	53	32%	267	30%	248	23%	191	9%	75	100%	834
Trash collection	33%	270	43%	360	13%	104	2%	16	10%	80	100%	830
Recycling drop off	16%	133	34%	285	12%	103	7%	57	31%	257	100%	836

Question 12												
Please rate the quality of each of the following services that the city provides to its residents:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Yard waste drop off	12%	97	27%	225	12%	104	6%	51	43%	356	100%	834
Storm drainage (water runoff, rain and irrigation)	12%	98	43%	356	18%	153	6%	47	21%	177	100%	831
Sewer services (used water removal)	14%	112	38%	317	17%	145	2%	18	29%	238	100%	830
Drinking water	18%	147	44%	370	22%	183	12%	101	4%	33	100%	834
Recreation Center and facilities	13%	106	37%	306	23%	189	8%	66	19%	161	100%	828
Recreation programs and classes	13%	109	34%	287	21%	173	4%	37	27%	227	100%	834
City parks and facilities	24%	204	53%	444	16%	131	2%	14	5%	42	100%	834
City bicycle/walking paths and trail systems	28%	235	50%	412	12%	103	2%	13	8%	66	100%	829
Preservation of natural areas such as open spaces	20%	168	48%	401	16%	136	2%	18	13%	110	100%	832
Services for seniors	7%	60	22%	186	8%	67	2%	17	61%	505	100%	835
Services for tweens and teenagers (10–18 years of age)	3%	24	15%	125	11%	91	3%	29	68%	564	100%	833
Services for youth (0-9 years of age)	3%	25	15%	129	12%	103	3%	24	66%	552	100%	833

Question 13		
Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?	Percent	Number
No	62%	521
Yes	38%	321
Total	100%	843

Question 14												
What was your impression of the employee(s) of the city of Northglenn in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Ease or ability to reach a city employee	32%	102	42%	135	16%	52	7%	21	3%	9	100%	320
Knowledge of issue or concern	34%	109	39%	125	14%	46	9%	29	3%	11	100%	320
Responsiveness to your request	38%	122	32%	102	16%	51	10%	33	4%	12	100%	320
Treated you with respect and courtesy	51%	163	28%	89	12%	38	7%	23	2%	7	100%	320
Overall impression	39%	127	32%	102	18%	59	8%	27	2%	6	100%	321

Question 15		
Did you feel your question or issue was resolved?	Percent	Number
No	18%	54
Yes	82%	240
Total	100%	294

Question 16												
If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Hours of operations for city buildings	11%	89	27%	218	46%	375	10%	82	7%	58	100%	824
Recreation programs and class offerings	12%	100	37%	305	34%	283	9%	76	8%	66	100%	830
Recreation facilities	18%	146	43%	358	28%	229	6%	47	5%	44	100%	824
Arts and cultural programs	10%	81	29%	236	38%	315	15%	126	9%	71	100%	829
Parks open space and trails	31%	256	43%	357	20%	166	3%	23	4%	30	100%	832
Services for seniors	19%	158	42%	352	21%	174	5%	43	12%	101	100%	829

Question 16												
If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Services for youth and teens	20%	161	46%	380	18%	149	4%	37	12%	97	100%	824
Street improvements/maintenance	27%	221	51%	420	19%	158	1%	6	3%	21	100%	825
Street sweeping and cleaning	17%	143	36%	299	39%	327	5%	44	2%	19	100%	831
Snow removal	40%	335	44%	366	13%	113	1%	5	2%	17	100%	836
Sidewalk maintenance	21%	170	44%	364	30%	250	3%	25	2%	18	100%	827
Street landscaping in public rights of way	9%	71	34%	280	42%	351	12%	98	3%	29	100%	829
Land/development planning	13%	106	37%	301	33%	268	10%	79	8%	69	100%	822
Code enforcement (weeds, landscaping, litter, etc.)	19%	161	33%	272	35%	286	10%	81	3%	28	100%	828
Maintenance of city buildings and structures	14%	119	44%	358	34%	281	4%	34	4%	29	100%	821
Technology/internet E-services	10%	83	26%	216	42%	343	12%	102	10%	78	100%	822
Citizen communications	17%	138	38%	312	34%	275	6%	46	6%	48	100%	820
Special events such as the 4th of July	15%	120	35%	287	34%	280	13%	106	4%	30	100%	824
Crime prevention programs	35%	290	41%	345	18%	151	2%	18	3%	27	100%	831
Volunteer programs and services	18%	148	40%	324	30%	250	7%	54	5%	44	100%	821
Trash collection or recycling services	52%	429	35%	294	10%	87	1%	5	2%	18	100%	833
Animal control services	24%	199	40%	338	29%	243	4%	30	3%	25	100%	835

Question 17														
Please rate the speed of growth in the following categories in Northglenn over the past two years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Population growth	3%	25	5%	44	40%	336	13%	106	4%	35	35%	297	100%	843
Retail growth (stores, restaurants, etc.)	17%	147	31%	260	31%	261	1%	11	0%	3	19%	162	100%	844
Job/employment growth	26%	220	28%	238	6%	51	1%	5	0%	0	39%	328	100%	842

Question 18												
Please rate the following categories of Northglenn government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The value of services for the taxes paid to Northglenn	5%	41	33%	279	32%	272	12%	104	17%	143	100%	839
The value of water, sewer and trash services for the fees paid	13%	106	37%	315	30%	249	11%	96	9%	75	100%	840
The value of building and permitting services for the fees paid	4%	30	18%	148	22%	184	8%	71	49%	407	100%	839
The cost of conducting business in Northglenn (sales tax)	4%	30	21%	173	31%	258	16%	132	29%	247	100%	840
The overall direction that the city of Northglenn is taking	6%	54	30%	256	35%	294	11%	89	17%	147	100%	840
The overall performance of City Council	4%	38	23%	196	30%	250	10%	82	33%	276	100%	842

Question 19												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Recommend living in Northglenn to someone who asks	30%	257	46%	392	13%	111	8%	68	2%	18	100%	845
Remain in Northglenn for the next five years	45%	377	29%	247	11%	90	10%	87	5%	44	100%	845

Question 20		
What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)	Percent	Number
Hotel/motel	8%	64
Coffee shops	27%	212
Restaurants	51%	396
Theater/entertainment	56%	437
Sporting goods	17%	132
Health club/fitness	27%	206
Furniture	13%	100
Electronics/appliances	15%	120
Grocery chains	47%	365
Clothing/shoes	34%	264
Books/CD's	28%	219
Other	9%	69
Major department chains	37%	291
Health food stores	27%	210
Wholesale/retail (membership)	19%	148

Total exceeds 100% as respondents could select multiple options.

<b>Question 21</b>		
<b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b>	<b>Percent</b>	<b>Number</b>
Strongly support	27%	226
Somewhat support	27%	224
Somewhat oppose	10%	88
Strongly oppose	14%	118
Don't know	22%	185
Total	100%	841

<b>Question 22</b>		
<b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b>	<b>Percent</b>	<b>Number</b>
Yes, I am interested	47%	386
No, I am not interested	53%	441
Total	100%	827

<b>Question D1</b>		
<b>How many years have you lived in Northglenn?</b>	<b>Percent</b>	<b>Number</b>
Less than 2 years	21%	178
2-5 years	22%	188
6-10 years	15%	127
11-20 years	16%	137
More than 20 years	25%	216
Total	100%	847



<b>Question D2</b>		
<b>Which best describes your home?</b>	<b>Percent</b>	<b>Number</b>
Single family house	62%	525
Apartment	27%	226
Other	3%	24
Townhouse	8%	67
Condo	1%	8
Total	100%	849

<b>Question D3</b>		
<b>Do you rent or own your home?</b>	<b>Percent</b>	<b>Number</b>
Rent	38%	320
Own	62%	528
Total	100%	848

<b>Question D4</b>		
<b>Do you have high speed Internet service at home or at work?</b>	<b>Percent</b>	<b>Number</b>
Home	45%	336
Work	10%	74
Both	46%	343
Total	100%	753

<b>Question D5</b>		
<b>Are you a Comcast (or Xfinity) cable subscriber?</b>	<b>Percent</b>	<b>Number</b>
Yes	56%	469
No	44%	372
Total	100%	841

Question D6		
What is your age?	Percent	Number
18 to 24	4%	35
25 to 34	28%	240
35 to 44	16%	131
45 to 54	21%	174
55 to 64	12%	103
65-74	11%	91
75-84	7%	61
85 +	1%	8
Total	100%	843

Question D7		
What is your gender?	Percent	Number
Female	52%	422
Male	48%	389
Total	100%	811

Question D8		
About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	17%	131
\$25,000-\$49,999	34%	267
\$50,000-\$99,999	40%	312
\$100,000-\$149,999	8%	59
\$150,000-\$199,999	1%	11
\$200,000 or more	0%	2
Total	100%	783

Question D9		
Are you Spanish, Hispanic or Latino?	Percent	Number
Yes	19%	153
No	81%	671
Total	100%	825

Question D10		
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	19
Asian or Pacific Islander	9%	70
Black/African American	0%	3
White/Caucasian	82%	659
Other	11%	86

Total exceeds 100% as respondents could select multiple options.

Question D11		
Are you registered to vote in Northglenn?	Percent	Number
Yes	74%	625
No	17%	144
Not eligible to vote	1%	8
Don't know	8%	68
Total	100%	845

## Appendix C: Comparison of Results by Ward

Following are comparisons of survey questions by Ward of residence. ANOVA and chi-square tests of significance were applied to these comparisons. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Where the p-value was .05 or less for a given comparison, the difference was considered statistically significant and is marked in grey.

Quality of Life in Northglenn Compared by Ward					
Please rate the following aspects of life in Northglenn.	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Northglenn as a place to live	82%	73%	72%	82%	77%
Your neighborhood as a place to live	79%	67%	75%	82%	76%
Northglenn as a place to raise children	71%	61%	61%	77%	68%
Northglenn as a place to work	37%	28%	36%	47%	38%
Northglenn as a place to shop	41%	50%	38%	51%	45%
Northglenn as a place to retire	53%	44%	50%	62%	53%
Your overall quality of life in Northglenn	77%	65%	64%	77%	71%

Percent "excellent" or "good."

Characteristics of Northglenn Compared by Ward					
Please rate each of the following characteristics as they relate to Northglenn as a whole:	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Sense of community	59%	50%	55%	52%	55%
Openness and acceptance of the community toward people of diverse backgrounds	72%	66%	65%	61%	66%
Overall appearance of Northglenn's neighborhoods	51%	49%	52%	61%	53%
Overall appearance of Northglenn's shopping areas	60%	57%	60%	65%	60%
Overall appearance of Northglenn's parks, trails and rights of ways	78%	81%	84%	89%	83%
Overall quality of business and service establishments in Northglenn	55%	64%	55%	60%	58%
Shopping opportunities	45%	48%	41%	46%	45%
Recreational opportunities	51%	59%	51%	48%	52%
Employment opportunities	17%	15%	10%	17%	15%
Opportunities to participate in community events and activities	61%	68%	60%	64%	63%
Opportunities to offer feedback on community issues	51%	56%	52%	55%	53%
Ease of car travel in Northglenn	68%	49%	60%	66%	61%
Availability of paths and walking trails	78%	76%	72%	83%	78%
Traffic flow on major streets and arterials	54%	40%	46%	60%	51%
Access to affordable quality housing	51%	46%	39%	59%	49%
Access to quality child care	48%	39%	39%	40%	42%
Access to preventative health care and services	57%	41%	42%	56%	50%
Overall image/perception of Northglenn	61%	58%	49%	60%	57%
Accessibility of city facilities	73%	64%	63%	72%	68%

Percent "excellent" or "good."

<b>Potential Problems in Northglenn Compared by Ward</b>					
<b>To what degree do you feel each of the following is a problem in Northglenn?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Violent crime (e.g., sexual assault, robbery)	29%	40%	25%	28%	30%
Property crimes (e.g., burglary, theft)	46%	58%	49%	46%	49%
Drugs	48%	59%	50%	47%	51%
Graffiti	49%	45%	41%	34%	42%
Noise	40%	37%	38%	40%	39%
Vandalism	42%	41%	38%	41%	40%
Run down homes	47%	40%	47%	38%	43%
Junk vehicles	35%	28%	35%	29%	32%
Trash and litter	25%	24%	34%	22%	26%
Weeds and unmaintained landscaping	43%	35%	38%	33%	37%
Traffic and congestion	34%	50%	44%	37%	41%
Abandoned properties	34%	31%	39%	37%	36%
Vacant buildings	38%	34%	43%	44%	40%
Multiple families in single family dwellings	47%	49%	53%	38%	47%

Percent "major" or "moderate" problem.

<b>Safety in Northglenn Compared by Ward</b>					
<b>Please rate how safe or unsafe you feel [from the following in Northglenn]:</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Violent crime (e.g., sexual assault, robbery)	73%	71%	62%	73%	69%
Property crimes (e.g., burglary, theft)	58%	59%	52%	63%	58%
Environmental hazards, including toxic waste	80%	72%	78%	77%	77%
In your neighborhood during the day	91%	90%	92%	92%	91%
In your neighborhood after dark	77%	74%	67%	74%	73%
In the community during the day	87%	89%	89%	91%	89%
In the community after dark	64%	67%	59%	72%	65%

Percent "very" or "somewhat" safe.

<b>Contact with Police Department in Previous 12 Months Compared by Ward</b>					
<b>Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?	39%	44%	35%	43%	40%

Percent "yes"

**Impression of Police Department Contact Compared by Ward**

<b>What was your overall impression of your most recent contact with the city of Northglenn Police Department?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
What was your overall impression of your most recent contact with the city of Northglenn Police Department?	78%	83%	58%	77%	74%

Percent "excellent" or "good."

Asked only of residents who had in-person contact with the Northglenn Police Department in the 12 months prior to the survey.

**Crime Victimization and Reporting Compared by Ward**

<b>Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?	12%	16%	13%	12%	13%
If yes, was this crime (these crimes) reported to the police?	82%	79%	81%	91%	83%

Percent "yes"

Reporting asked only of residents who had been crime victims.

**Participation in Activities in Northglenn Compared by Ward**

<b>In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Participated in a Senior Center activity	8%	16%	9%	17%	12%
Participated in a recreational program (other than Senior Center)	35%	28%	24%	31%	30%
Used the trail and bicycle path system	78%	73%	79%	78%	77%
Visited a neighborhood or city park	87%	92%	91%	88%	89%
Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)	57%	51%	62%	49%	55%
Volunteered time with the city of Northglenn	11%	11%	9%	12%	11%

Percent at least one time in 12 months prior to the survey.

**Likelihood of Using Information Sources Compared by Ward**

<b>How likely are you to use the following sources to gain information about Northglenn?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Attend or participate in a public meeting about city issues	27%	41%	33%	43%	35%
Attend a Northglenn City Council meeting	17%	27%	21%	33%	24%
Attend a neighborhood Ward meeting	20%	31%	24%	38%	28%
Read the city's monthly newsletter, The Northglenn Connection	91%	82%	83%	88%	86%
Watch Cable TV Channel 8 (government access channel)	38%	33%	34%	38%	36%
Visit the city of Northglenn Web site (at www.northglenn.org)	60%	62%	58%	63%	61%
Subscribe to a city E-newsletter	31%	29%	29%	35%	31%
Read the city's recreation brochure	67%	78%	75%	67%	71%
Read the Northglenn-Thornton Sentinel	60%	58%	54%	60%	58%
Read YourHub/Denver Post (Web site or publication)	45%	46%	45%	52%	47%

Percent "very" or "somewhat" likely.

## Quality of Northglenn Services Compared by Ward

Please rate the quality of each of the following services that the city provides to its residents:	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Police patrol of neighborhoods	58%	61%	60%	69%	62%
Police patrol of main arterials (streets)	78%	73%	74%	84%	78%
Speed and traffic enforcement in neighborhoods	61%	63%	61%	65%	62%
Speed and traffic enforcement on main arterials (streets)	72%	70%	71%	82%	74%
Municipal courts	69%	63%	52%	76%	66%
Crime prevention programs	52%	43%	54%	60%	53%
Animal control	62%	53%	47%	68%	58%
Building permits	56%	47%	50%	64%	55%
Building inspections	64%	38%	54%	67%	58%
Code enforcement (weeds, landscaping, litter, etc.)	44%	41%	37%	48%	43%
Land use, planning and zoning	52%	37%	44%	45%	45%
Economic development and shopping options	36%	28%	35%	39%	35%
Timing of traffic signals and lights	49%	45%	47%	56%	49%
Street repair and maintenance	51%	42%	46%	58%	50%
Street sweeping and cleaning	58%	51%	53%	57%	55%
Street landscaping (in center islands and public rights of way)	58%	54%	67%	72%	63%
Sidewalk maintenance	54%	51%	56%	70%	58%
Snow removal from residential streets	41%	47%	37%	45%	42%
Trash collection	88%	82%	80%	85%	84%
Recycling drop off	72%	59%	75%	78%	72%
Yard waste drop off	75%	63%	67%	62%	67%
Storm drainage (water runoff, rain and irrigation)	68%	61%	67%	78%	69%
Sewer services (used water removal)	75%	69%	66%	79%	72%

Percent "excellent" or "good."

## Quality of Northglenn Services Compared by Ward

Please rate the quality of each of the following services that the city provides to its residents:	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Drinking water	58%	68%	63%	71%	65%
Recreation Center and facilities	58%	63%	66%	59%	62%
Recreation programs and classes	66%	69%	64%	63%	65%
City parks and facilities	81%	81%	80%	84%	82%
City bicycle/walking paths and trail systems	85%	83%	84%	86%	85%
Preservation of natural areas such as open spaces	80%	67%	80%	84%	79%
Services for seniors	72%	75%	77%	75%	75%
Services for tweens and teenagers (10–18 years of age)	54%	62%	53%	53%	55%
Services for youth (0-9 years of age)	59%	58%	52%	51%	55%

Percent "excellent" or "good."

**Contact with Non-Police Employee in Previous 12 Months Compared by Ward**

<b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?	35%	32%	31%	48%	36%

Percent "yes."

**Ratings of Northglenn Employees Compared by Ward**

<b>What was your impression of the employee(s) of the city of Northglenn in your most recent contact?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Ease or ability to reach a city employee	76%	83%	69%	78%	76%
Knowledge of issue or concern	73%	78%	70%	80%	76%
Responsiveness to your request	72%	74%	69%	76%	73%
Treated you with respect and courtesy	79%	88%	69%	85%	80%
Overall impression	75%	76%	63%	75%	72%

Percent "excellent" or "good."

Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.

**Contact with Non-Police Employee in Previous 12 Months Compared by Ward**

<b>Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Did you feel your question or issue was resolved?	84%	80%	79%	81%	81%

Percent "yes."

Asked only of residents who had contact with a Northglenn employee (non-police) in the 12 months prior to the survey.



Importance of Maintaining Current Service Level Compared by Ward					
If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?	Ward 1	Ward 2	Ward 3	Ward 4	Overall
Hours of operations for city buildings	11%	13%	12%	11%	12%
Recreation programs and class offerings	14%	9%	19%	8%	13%
Recreation facilities	21%	14%	22%	18%	19%
Arts and cultural programs	12%	9%	15%	5%	11%
Parks open space and trails	31%	33%	34%	30%	32%
Services for seniors	19%	21%	21%	26%	22%
Services for youth and teens	25%	20%	23%	20%	22%
Street improvements/maintenance	28%	26%	25%	31%	27%
Street sweeping and cleaning	16%	18%	16%	22%	18%
Snow removal	36%	37%	41%	49%	41%
Sidewalk maintenance	21%	17%	23%	23%	21%
Street landscaping in public rights of way	10%	7%	7%	12%	9%
Land/development planning	15%	12%	15%	14%	14%
Code enforcement (weeds, landscaping, litter, etc.)	20%	17%	19%	24%	20%
Maintenance of city buildings and structures	14%	16%	15%	17%	15%
Technology/internet E-services	11%	10%	13%	10%	11%
Citizen communications	18%	14%	21%	18%	18%
Special events such as the 4th of July	14%	17%	20%	11%	15%
Crime prevention programs	40%	38%	34%	31%	36%
Volunteer programs and services	19%	29%	14%	16%	19%
Trash collection or recycling services	58%	48%	50%	52%	52%
Animal control services	27%	29%	21%	21%	25%

Percent "essential."

Perceptions of Growth in Northglenn Compared by Ward						
Please rate the speed of growth in the following categories in Northglenn over the past two years:	Ward 1	Ward 2	Ward 3	Ward 4	Overall	
Population growth	Too slow	12%	12%	12%	14%	13%
	Right amount	65%	53%	57%	69%	61%
	Too fast	24%	35%	31%	17%	26%
	Total	100%	100%	100%	100%	100%
Retail growth (stores, restaurants, etc.)	Too slow	60%	53%	52%	71%	60%
	Right amount	38%	44%	47%	26%	38%
	Too fast	2%	3%	1%	3%	2%
	Total	100%	100%	100%	100%	100%
Job/employment growth	Too slow	85%	87%	94%	91%	89%
	Right amount	13%	13%	5%	9%	10%
	Too fast	2%	0%	1%	0%	1%
	Total	100%	100%	100%	100%	100%

**Northglenn Government Performance Compared by Ward**

<b>Please rate the following categories of Northglenn government performance:</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
The value of services for the taxes paid to Northglenn	48%	38%	46%	51%	46%
The value of water, sewer and trash services for the fees paid	61%	37%	56%	60%	55%
The value of building and permitting services for the fees paid	40%	32%	45%	46%	41%
The cost of conducting business in Northglenn (sales tax)	36%	28%	33%	38%	34%
The overall direction that the city of Northglenn is taking	47%	38%	41%	50%	45%
The overall performance of City Council	43%	38%	42%	41%	41%

Percent "excellent" or "good."

**Likelihood of Recommending and Staying in Northglenn Compared by Ward**

<b>Please indicate how likely or unlikely you are to do each of the following:</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Recommend living in Northglenn to someone who asks	77%	77%	76%	84%	78%
Remain in Northglenn for the next five years	78%	78%	68%	87%	78%

Percent "very" or "somewhat" likely.

**Desired Retail Development in Northglenn Compared by Ward**

<b>What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Hotel/motel	6%	12%	7%	9%	8%
Coffee shops	32%	29%	19%	29%	27%
Restaurants	60%	46%	43%	52%	51%
Theater/entertainment	60%	59%	58%	48%	56%
Sporting goods	19%	18%	18%	14%	17%
Health club/fitness	27%	24%	28%	27%	27%
Furniture	10%	24%	8%	13%	13%
Electronics/appliances	12%	18%	14%	19%	15%
Grocery chains	41%	39%	48%	60%	47%
Clothing/shoes	40%	34%	31%	31%	34%
Books/CD's	27%	27%	27%	32%	28%
Other	11%	9%	10%	5%	9%
Major department chains	36%	36%	42%	37%	38%
Health food stores	33%	23%	23%	26%	27%
Wholesale/retail (membership)	21%	23%	16%	17%	19%

Total exceeds 100% as respondents could select multiple options.  
Statistical significance not tested due to multiple response question.

<b>Preference for Licensing and Inspection of Residential Rental Properties in Northglenn Compared by Ward</b>					
<b>Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?	72%	75%	69%	61%	69%

*Percent "strongly" or "somewhat" support.*

<b>Preference for Budget Billing for Water/Utility Services Compared by Ward</b>					
<b>As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Overall</b>
As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average the whole year's water/utility cost.)	51%	60%	49%	56%	53%

*Percent "yes/interested."*

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## Appendix D: Survey Methodology

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### ***Developing the Questionnaire***

NRC and the city of Northglenn staff determined which questions to carry over from the previous Citizen Satisfaction Survey conducted in 2006. Some were repeated intact, while others were revised. The remainder of the survey was made up of well-used and tested questions from NRC's surveying experience as well as key current topics impacting the city. The questionnaire was developed in concert between NRC and Northglenn using an iterative process until arriving at the final five-page survey.

### ***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 Northglenn 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 750 addresses in each of the four wards of the city.

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 instructions accompanying the questionnaire.

### ***Survey Administration and Response Rates***

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Downing enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire. 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 had already done so to refrain from turning in another survey. A unique code was ink-jetted on each survey to identify the ward in which the address was located.

The mailings were sent on August 16, August 23 and August 30, 2011. Completed surveys were collected through the end of September. About 3% surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. The response rate was 29%.

### **Confidence Intervals**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error around results for the entire sample is plus or minus three percentage points around any given percentage.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents give an “excellent” or “good” evaluation of animal control, then a 4% margin of error (for the 95% confidence interval) indicates that the range of likely positive evaluations for the entire community is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

The margin of error increases to plus or minus 7.5 percentage points for comparisons by Ward. Ward 1 had 235 completed surveys, 175 in Ward 2, 194 in Ward 3 and 245 in Ward 4 (7 responses came from an unknown area).

### **Survey Processing and Data Entry**

Mailed surveys were returned via postage-paid business reply envelopes. Completed surveys received were reviewed and “cleaned” as necessary. For example, for a question that asked a respondent to pick one response and the respondent checked two, the cleaning process involved randomly selecting one of the two selected responses to be recorded in the dataset.

Surveys were entered into an electronic dataset. This dataset was 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” (examination of the data for invalid values) as well as other forms of quality control also were performed.

### **Survey Analysis**

Completed questionnaires were checked for accuracy by NRC staff. The data were then entered, and the results analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). Percentages of responses in select categories 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* and comparisons by ward are included in *Appendix C: Comparison of Results by Ward*. Statistically

significant differences between the wards are noted in tables with grey shading and charts with asterisks.

## Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the Census and 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 each geographic area. 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 age, gender, housing unit type (attached versus detached), tenure (rent versus own), race and ethnicity. This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups

	Population norm <sup>1</sup>	Unweighted	Weighted
Rent	41%	19%	38%
Own	59%	81%	62%
Attached*	41%	23%	38%
Detached*	59%	77%	62%
White	80%	87%	78%
not White	20%	13%	22%
Hispanic	26%	13%	19%
not Hispanic	74%	87%	81%
White alone, not Hispanic	66%	79%	68%
Hispanic and/or other race	34%	21%	32%
Female	51%	60%	52%
Male	49%	40%	48%
Age 18-34	37%	14%	33%
Age 35-54	36%	34%	36%
Age 55 and over	28%	52%	31%
Female 18-34	18%	9%	18%
Female 35-54	18%	21%	18%
Female 55 and over	15%	29%	16%
Male 18-34	19%	5%	16%
Male 35-54	18%	13%	19%
Male 55 and over	12%	22%	14%
Ward 1		28%	29%
Ward 2		20%	20%
Ward 3		23%	26%
Ward 4		29%	25%
Ward unknown		1%	1%

<sup>1</sup> Source: 2010 Census, except \*ACS 2005-2009

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# Appendix E: Survey Instrument

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The following pages contain the survey instrument.



# 2011 Citizen Satisfaction Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

**1. Please rate the following aspects of life in Northglenn.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Northglenn as a place to live .....	1	2	3	4	5
Your neighborhood as a place to live .....	1	2	3	4	5
Northglenn as a place to raise children .....	1	2	3	4	5
Northglenn as a place to work .....	1	2	3	4	5
Northglenn as a place to shop .....	1	2	3	4	5
Northglenn as a place to retire.....	1	2	3	4	5
Your overall quality of life in Northglenn .....	1	2	3	4	5

**2. Please rate each of the following characteristics as they relate to Northglenn as a whole:**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community .....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Overall appearance of Northglenn's neighborhoods .....	1	2	3	4	5
Overall appearance of Northglenn's shopping areas.....	1	2	3	4	5
Overall appearance of Northglenn's parks, trails and rights of ways .....	1	2	3	4	5
Overall quality of business and service establishments in Northglenn .....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Opportunities to participate in community events and activities.....	1	2	3	4	5
Opportunities to offer feedback on community issues .....	1	2	3	4	5
Ease of car travel in Northglenn.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Traffic flow on major streets and arterials.....	1	2	3	4	5
Access to affordable quality housing .....	1	2	3	4	5
Access to quality child care .....	1	2	3	4	5
Access to preventative health care and services .....	1	2	3	4	5
Overall image/perception of Northglenn .....	1	2	3	4	5
Accessibility of city facilities .....	1	2	3	4	5



**3. To what degree do you feel each of the following is a problem in Northglenn?**

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Violent crime (e.g., sexual assault, robbery) .....	1	2	3	4	5
Property crimes (e.g., burglary, theft) .....	1	2	3	4	5
Drugs .....	1	2	3	4	5
Graffiti .....	1	2	3	4	5
Noise .....	1	2	3	4	5
Vandalism.....	1	2	3	4	5
Run down homes.....	1	2	3	4	5
Run down buildings.....	1	2	3	4	5
Junk vehicles .....	1	2	3	4	5
Trash and litter .....	1	2	3	4	5
Weeds and unmaintained landscaping .....	1	2	3	4	5
Traffic and congestion.....	1	2	3	4	5
Abandoned properties .....	1	2	3	4	5
Vacant buildings .....	1	2	3	4	5
Multiple families in single family dwellings .....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel from the following in Northglenn:**

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Violent crime (e.g., sexual assault, robbery) .....	1	2	3	4	5	6
Property crimes (e.g., burglary, theft) .....	1	2	3	4	5	6
Environmental hazards, including toxic waste.....	1	2	3	4	5	6

**5. Please rate how safe or unsafe you feel:**

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day .....	1	2	3	4	5	6
In your neighborhood after dark.....	1	2	3	4	5	6
In the community during the day .....	1	2	3	4	5	6
In the community after dark .....	1	2	3	4	5	6

**6. Have you had any in-person contact with a city of Northglenn Police Department employee within the last 12 months?**

No → Skip to Question 8       Yes → Answer Question 7

**7. What was your overall impression of your most recent contact with the city of Northglenn Police Department?**

Excellent       Good       Fair       Poor       Don't know

**8. During the past 12 months, were you or anyone in your household the victim of any crime in Northglenn?**

No → Skip to Question 10       Yes → Answer Question 9

**9. If yes, was this crime (these crimes) reported to the police?**

No       Yes       Don't know

**10. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Northglenn?**

	<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>
Participated in a Senior Center activity .....	1	2	3	4	5
Participated in a recreational program (other than Senior Center) ....	1	2	3	4	5
Used the trail and bicycle path system .....	1	2	3	4	5
Visited a neighborhood or city park.....	1	2	3	4	5
Attended a city-sponsored event (4 <sup>th</sup> of July, Noel Northglenn, etc.)	1	2	3	4	5
Volunteered time with the city of Northglenn .....	1	2	3	4	5

**11. How likely are you to use the following sources to gain information about Northglenn?**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Attend or participate in a public meeting about city issues .....	1	2	3	4	5
Attend a Northglenn City Council meeting .....	1	2	3	4	5
Attend a neighborhood Ward meeting .....	1	2	3	4	5
Read the city's monthly newsletter, The Northglenn Connection ....	1	2	3	4	5
Watch Cable TV Channel 8 (government access channel) .....	1	2	3	4	5
Visit the city of Northglenn Web site (at www.northglenn.org).....	1	2	3	4	5
Subscribe to a city E-newsletter .....	1	2	3	4	5
Read the city's recreation brochure .....	1	2	3	4	5
Read the Northglenn-Thornton Sentinel .....	1	2	3	4	5
Read YourHub/Denver Post (Web site or publication).....	1	2	3	4	5

**12. Please rate the quality of each of the following services that the city provides to its residents:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police patrol of neighborhoods.....	1	2	3	4	5
Police patrol of main arterials (streets).....	1	2	3	4	5
Speed and traffic enforcement in neighborhoods .....	1	2	3	4	5
Speed and traffic enforcement on main arterials (streets).....	1	2	3	4	5
Municipal courts .....	1	2	3	4	5
Crime prevention programs .....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Building permits.....	1	2	3	4	5
Building inspections .....	1	2	3	4	5
Code enforcement (weeds, landscaping, litter, etc.) .....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Economic development and shopping options.....	1	2	3	4	5
Timing of traffic signals and lights .....	1	2	3	4	5
Street repair and maintenance .....	1	2	3	4	5
Street sweeping and cleaning .....	1	2	3	4	5
Street landscaping (in center islands and public rights of way) .....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Snow removal from residential streets.....	1	2	3	4	5
Trash collection .....	1	2	3	4	5
Recycling drop off .....	1	2	3	4	5
Yard waste drop off .....	1	2	3	4	5
Storm drainage (water runoff, rain and irrigation) .....	1	2	3	4	5
Sewer services (used water removal) .....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Recreation Center and facilities .....	1	2	3	4	5
Recreation programs and classes .....	1	2	3	4	5
City parks and facilities .....	1	2	3	4	5
City bicycle/walking paths and trail systems .....	1	2	3	4	5
Preservation of natural areas such as open spaces .....	1	2	3	4	5
Services for seniors.....	1	2	3	4	5
Services for tweens and teenagers (10–18 years of age).....	1	2	3	4	5
Services for youth (0-9 years of age) .....	1	2	3	4	5

13. Have you had any in-person, phone or e-mail contact with an employee of the city of Northglenn in the last 12 months (excluding police)?

No → Skip to Question 16

Yes → Answer Question 14 and 15

14. What was your impression of the employee(s) of the city of Northglenn in your most recent contact?

(Rate each characteristic below)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Ease or ability to reach a city employee .....	1	2	3	4	5
Knowledge of issue or concern.....	1	2	3	4	5
Responsiveness to your request .....	1	2	3	4	5
Treated you with respect and courtesy.....	1	2	3	4	5
Overall impression .....	1	2	3	4	5

15. Did you feel your question or issue was resolved?

No

Yes

16. If faced with budget limitations how important do you feel it is to maintain the current level of service for each of the following service areas?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Hours of operations for city buildings .....	1	2	3	4	5
Recreation programs and class offerings.....	1	2	3	4	5
Recreation facilities.....	1	2	3	4	5
Arts and cultural programs.....	1	2	3	4	5
Parks open space and trails.....	1	2	3	4	5
Services for seniors.....	1	2	3	4	5
Services for youth and teens.....	1	2	3	4	5
Street improvements/maintenance .....	1	2	3	4	5
Street sweeping and cleaning.....	1	2	3	4	5
Snow removal .....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Street landscaping in public rights of way.....	1	2	3	4	5
Land/development planning.....	1	2	3	4	5
Code enforcement (weeds, landscaping, litter, etc.) ..	1	2	3	4	5
Maintenance of city buildings and structures .....	1	2	3	4	5
Technology/internet E-services .....	1	2	3	4	5
Citizen communications.....	1	2	3	4	5
Special events such as the 4th of July .....	1	2	3	4	5
Crime prevention programs .....	1	2	3	4	5
Volunteer programs and services .....	1	2	3	4	5
Trash collection or recycling services .....	1	2	3	4	5
Animal control services .....	1	2	3	4	5

17. Please rate the speed of growth in the following categories in Northglenn over the past two years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Job/employment growth.....	1	2	3	4	5	6

18. Please rate the following categories of Northglenn government performance:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Northglenn .....	1	2	3	4	5
The value of water, sewer and trash services for the fees paid.....	1	2	3	4	5
The value of building and permitting services for the fees paid .....	1	2	3	4	5
The cost of conducting business in Northglenn (sales tax) .....	1	2	3	4	5
The overall direction that the city of Northglenn is taking .....	1	2	3	4	5
The overall performance of City Council .....	1	2	3	4	5

**19. Please indicate how likely or unlikely you are to do each of the following:**

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Northglenn to someone who asks.....	1	2	3	4	5
Remain in Northglenn for the next five years.....	1	2	3	4	5

**20. What types of retail development would you like to be offered more of in Northglenn? (Choose all that apply)**

- Hotel/motel
- Sporting goods
- Grocery chains
- Major department chains
- Coffee shops
- Health club/fitness
- Clothing/shoes
- Health food stores
- Restaurants
- Furniture
- Books/CD's
- Wholesale/retail (membership)
- Theater/entertainment
- Electronics/appliances
- Other \_\_\_\_\_

**21. Would you support or oppose the licensing and inspection of residential rental properties in Northglenn?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

**22. As an option, would you like to have budget billing available for water/utility services? (Budget billing charges customers the same amount each month – the monthly average of the whole year's water/utility cost.)**

- Yes, I am interested
- No, I am not interested

**23. Do you have any additional comments or suggestions that you would like to make regarding the city of Northglenn and/or the city government's services?**

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**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.**

**D1. How many years have you lived in Northglenn?**

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 years

**D2. Which best describes your home?**

- Single family house
- Townhouse
- Apartment
- Condo
- Other

**D3. Do you rent or own your home?**

- Rent
- Own

**D4. Do you have high speed Internet service at home or at work?**

- Home
- Work
- Both

**D5. Are you a Comcast (or Xfinity) cable subscriber?**

- Yes
- No

**D6. What is your age?**

- 18-24 years
- 55-64 years
- 25-34 years
- 65-74 years
- 35-44 years
- 75-84 years
- 45-54 years
- 85 years or older

**D7. What is your gender?**

- Female
- Male

**D8. About how much was your household's gross income last year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

**Please respond to both question D9 and D10:**

**D9. Are you Spanish, Hispanic or Latino?**

- Yes
- No

**D10. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native
- Asian or Pacific Islander
- Black/African American
- White/Caucasian
- Other

**D11. Are you registered to vote in Northglenn?**

- Yes
- Not eligible to vote
- No
- Don't know

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:  
National Research Center, Inc.,  
PO Box 549, Belle Mead, NJ 08502**



## Timeline

Task	Date
Finalize mailing materials .....	by March 20
Present draft survey to City Council.....	March 25
Finalize mailing list.....	by April 1
Finalize survey instrument .....	April 8
Print and prepare survey materials (stuffing, labeling, etc.).....	through April 18
Mail postcard pre-notification .....	April 11
Mail first wave survey .....	April 18
Mail second wave of surveys.....	April 25
Data collection, cleaning and coding of surveys .....	through May 30
Electronic data entry.....	through June 3
Data analysis and report writing .....	through June 24
Draft report sent by email for review .....	June 24
Feedback from Northglenn on draft report due to NRC .....	July 1
Final report delivered by email to Northglenn staff.....	July 9
Presentation to City Council (Optional).....	TBD (after July 9)