




CITY MANAGER'S OFFICE MEMORANDUM
#38-2021

DATE: Sept. 20, 2021

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager 

FROM: Rupa Venkatesh, Assistant to the City Manager 
Diana Wilson, Director of Communications 

SUBJECT: Draft 2021 Resident Survey

PURPOSE

To provide City Council with information on the draft 2021 Resident Survey. In 2019, staff recommended conducting a resident survey every two years and utilizing the results for policy and operational purposes.

BACKGROUND

Cities across the nation conduct resident surveys to serve as their “consumer report card.” The survey helps:

- Assess resident satisfaction with community characteristics and amenities
- Evaluate Northglenn’s local government and employees
- Gauge resident priorities regarding government services in Northglenn

National Research Center (NRC) at Polco, based in Boulder, was selected to administer the survey. NRC administered the 2011 and 2019 surveys, which allowed the City to make comparisons to national and Front Range communities based on benchmark data available through the NRC National Citizen Survey (NCS). The NCS was among the first 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).

Draft 2021 Resident Survey

Most of the survey questions from 2019 remain the same in 2021 to enable comparison data. Staff added questions to the 2021 draft survey to reflect new Council priorities. The Citizens’ Affairs Board (CAB) provided input as well. All changes from 2019 to 2021 are highlighted in Attachment 1 and outlined below.

- Question 4 – Please rate each of the following characteristics as they relate to Northglenn as a whole
 - The first three highlighted characteristics were added to gauge resident perception on the City’s commitment to diversity, equity, and inclusion. These questions are also in the NCS benchmark data so comparisons to other cities are possible.
 - The question regarding overall health of the community was suggested by the CAB to gauge the community’s sense of health. This may be especially informative and help measure perception during the pandemic.
- Question 5 – Participation in various activities in Northglenn
 - “Either virtually or in-person” was added to reflect the added option of virtual activities in 2020 due to the pandemic.
- Question 6 – Rate quality and importance of services provided

- Playgrounds were added to the first highlighted service to rate the maintenance of city parks and playgrounds. Benchmark data would be affected but in the long-term, comparisons to the City's resident surveys would be beneficial to understand resident perceptions of improvements to playground equipment.
- Youth was split into two age groups – between the ages of 2 and 12 and then 13 and 17. The City is working to improve teen programming since it was identified as a Council strategic priority in February 2021. Benchmark data is not available, but it would be a benefit to learn about resident perceptions of improvements the City will be making in this area.
- Question 9 – Length of time residing in Northglenn
 - The CAB suggested the highlighted option to help with future planning, especially with the aging population.
- Question 17 – Police Department priorities
 - Dashboard cameras were included as highlighted since they will be implemented next
- Question 21 – Sources of information
 - The City e-newsletter was added since it was re-implemented in 2019.
- Question D2 – In what city do you work?
 - The CAB suggested adding a “remote work from home” option to reflect workplace changes impacted by the pandemic.
- Question D5 – How many of the following live in your household?
 - The format was changed to make it easier to answer and the number of older adults was added.
- Question D8 – What is your race?
 - Changes made to mirror changes to the NCS.
- Question D9 – Are you of Hispanic, Latino/a/x, or Spanish origin?
 - Changes made to mirror changes to the NCS.

Survey Sample

In 2019, the survey sample was sent to 4,000 households with a response rate of 18% and a 4% margin of error. Households were mailed a postcard notifying residents that a survey was forthcoming. The mailed surveys were sent out twice. They also included an online option for completion.

Like 2019, staff is recommending a survey sample of 4,000 households. NRC is proposing a new hybrid approach of splitting the 4,000 households evenly into two different groups. Group A would receive one postcard notifying households that a survey will be forthcoming within a week. Those households would receive a paper survey with an online link and then receive a second survey a week later with the same online option. Group B would only receive two postcards with a QR code and an online link to complete the survey. Staff recommends this option to meet Council Strategic Goal 7 of sustainability. In addition, NRC has seen a trend in more people responding to the online survey, even when provided a paper option.

Mailings would be in both English and Spanish.

Open Participation Survey

An additional survey collection method is an open participation survey. NRC would provide the City with the online link and the City would be responsible for distributing the information. To complete the open participation survey, registration would be required in order to capture whether or not they are a resident of Northglenn. When reporting the results, NRC would provide data for both sets: the standard 4,000 households sample and the open participation survey with residents and non-residents separated.

BUDGET/TIME IMPLICATIONS

Staff has budgeted \$47,300 that includes the 2021 Resident Survey and the 2022 National Employee Survey. This also includes two in-person presentations of results, one for each survey. Because the City is conducting these two surveys in a 12-month period, a discount was received.

Mailings would be sent from Oct. 4 through 18. The open participation survey would be available starting on Nov. 3. Data collection would close on Nov. 19. A final report would be issued to staff on Jan. 14, 2022, followed by a presentation of results to Council at a later date.

STAFF RECOMMENDATION

Staff is seeking approval of the proposed survey and timeline.

STAFF REFERENCE

If Council members have any questions, please contact Rupa Venkatesh, Assistant to the City Manager, at rvenkatesh@northglenn.org or 720.376.8069.

ATTACHMENTS

1. Presentation
2. Draft 2021 Resident Survey

DRAFT 2021 RESIDENT SURVEY

Study Session

Sept. 20, 2021

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**CITY OF
Northglenn**

PURPOSE

- **Serves as the City’s “consumer report card” and utilized for policy and operational purposes**
- **Benchmark data available through the National Citizen Survey (NCS) to make comparisons to national and Front Range communities**

PURPOSE

CONT'D

- **Assess resident satisfaction with community characteristics and amenities**
- **Evaluate Northglenn's local government and employees**
- **Gauge resident priorities regarding government services in Northglenn**

2019 SURVEY METHODOLOGY

- **National Research Center (NRC)-administered 5-page survey**
- **Survey sample of 4,000 households with a response rate of 18% and a 4% margin of error**
- **Postcard – survey – survey method**
- **Also included an online option**

2021 SURVEY METHODOLOGY

- **Household sample of 4,000**
- **New hybrid approach split evenly between two groups:**
 - Group A: Postcard – survey – survey with an online link
 - Group B: Postcard – postcard with an online link
- **Postcards will also have a QR code.**
- **NRC has seen a trend in more people responding to the online survey, even when provided a paper option.**
- **Meets City’s sustainability goals**
- **Mailings will be in both English and Spanish.**

2021 SURVEY METHODOLOGY

CONT'D

Open Participation Survey

- NRC will provide an online link for the City to distribute.
- Registration would be required in order to capture whether they are a resident or not.
- NRC will report results for both data sets.

NEW QUESTIONS

- **Staff added questions to gain input on new Council priorities.**
- **New options added to reflect changes resulting from pandemic.**
- **Feedback also received and incorporated from the Citizens' Affairs Board (CAB).**

NEW QUESTIONS

CONT'D

- **Question 4 – Characteristics of Northglenn**
 - DEI questions added. Benchmark data will be available through NCS.
- **Question 5 – Participation in various activities**
 - “Either virtually or in-person” was added to reflect the added option of virtual activities in 2020 due to the pandemic.
- **Question 6 – Rate quality and importance of services provided**
 - Playgrounds added. Benchmark data would be affected.
 - Youth was split into two age groups: 2-12 and 13-17.

NEW QUESTIONS

CONT'D

- **Question 9 – Length of time residing in Northglenn**
 - “Recommend living in Northglenn permanently” added.
 - CAB suggestion to help with future planning, especially with aging population
- **Question 17 – Police Department priorities**
 - Dashboard cameras included.
- **Question 21 – Sources of information**
 - City e-newsletter added.

NEW QUESTIONS

CONT'D

- **Question D2 – In what city do you work?**
 - “Remote work from home option” added.
 - CAB suggestion to reflect workplace changes impacted by the pandemic
- **Question D5 – How many of the following live in your household?**
 - Format changed and number of older adults added.
- **Question D8 – What is your race?**
 - Changes made to mirror changes to NCS
- **Question D9 – Are you of Hispanic, Latino/a/x, or Spanish origin?**
 - Changes made to mirror changes to NCS

TIMELINE

- **Oct. 4-Oct. 18 – Mailings**
- **Nov. 3 – Open participation survey available**
- **Nov. 19 – Data collection closes**
- **Jan. 14 – Final report issued to staff**
- **TBD – NRC presents results to Council**

QUESTIONS?



CITY OF
Northglenn

2021 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.

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
Making all residents feel welcome.....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from 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
Overall health of the community	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 (either virtually or in-person, as applicable)?

	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 Kiwanis 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
Used a local Park-n-Ride	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 city parks and playgrounds.....	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 (ages 2-12)	1	2	3	4	5	1	2	3	4	5
Services/programs for youth (ages 13-17)	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
Recommend living in Northglenn permanently	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 center	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 and dashboard cameras	1	2	3	4	5
Adding surveillance cameras in high crime areas	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

Information Sources

21. 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
City e-newsletter	1	2	3	4	5
Parks and 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 Remote work from home
- Lakewood Do not work (student, homemaker, retired, etc.)
- 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 of the following live in your household?

	None	1	2	3	4	5+
Total people, including you.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children under 18	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults 65 years or older	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D6. 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

D7. What is your age?

- 18-24 45-54 75 +
- 25-34 55-64
- 35-44 65-74

D8. What is your race? (Please check all that apply.)

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

D9. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No, not of Hispanic, Latino/a/x, or Spanish origin
- Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin

D10. What is your gender/gender identity?

- Female Male Prefer to identify another way

D11. 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, P.O. Box 549,
Belle Mead, NJ 08502-9922**