




**CITY MANAGER'S OFFICE MEMORANDUM  
#15-2022**

**DATE:** April 11, 2022

**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:** Presentation of 2021 Resident Survey Results

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**PURPOSE**

To present the City's 2021 Resident Survey results, which will be done by Jade Arocha of National Research Center (NRC). NRC's Report of Results is included in Attachment 1. Pages 1 through 4 of the report consist of an executive summary with key highlights and findings.

**BACKGROUND**

NRC conducted the City's resident surveys in 2011 and 2019. Based on the 2019-2023 Strategic Plan, the City will be conducting a resident survey every two years. This allows the City to use the survey results as a baseline to inform current and future operational and policy decisions. The City can not only compare the results from the previous years, but can also 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).

**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
- To evaluate Northglenn's local government and employees
- To further understand the resident's priorities regarding government services in Northglenn

**Survey Sample/Response Rate**

Similar to 2019, the survey sample was initially 4,000 households. A new hybrid approach was used by NRC. Half of the households (Group A) received one postcard stating that the survey would be forthcoming within a week. Those households received a paper survey with an online link and then received a second survey a week later with the same online option. The second group (Group B) only received two postcards with a QR code and an online link to complete the survey.

In 2021, the NRC contract included Level 3 outreach to ensure that at least 600 completed surveys were received. In order to reach that level, NRC had to send out the survey to 7,000

households, split evenly between the two methods mentioned above. As a reminder, there are 14,439 households in Northglenn, so nearly half of all households were asked to take the survey. Overall, 654 completed surveys were received, including 380 online, for a response rate of 10%. In comparison, in 2019, 684 completed surveys were received, including 141 online, for a response rate of 18%. 3,786 households were surveyed in 2019 whereas 7,000 households in 2021 were surveyed. The 2021 results are still statistically significant and can be considered a valid representation of residents.

In 2019, five percent of the surveys were returned because the housing unit was vacated, the mailbox was full, or the postal service was unable to deliver the survey as addressed. Similarly, in 2021, six percent of surveys were returned.

Different from 2019, the 2021 survey was available in English and Spanish. Of the 654 completed surveys, four responses were completed in Spanish, all online.

Unlike 2019, significant communication methods were used in 2021 to encourage residents to participate as well as explain the survey's importance. These included articles in the Connection and City e-newsletter as well as Facebook paid ads and Twitter, Instagram, and Nextdoor posts.

The hybrid method was used to encourage more online response and to be more environmentally sustainable. NRC trends show that those who didn't receive the paper survey (Group B) had a lower response rate but the significant decrease was not expected. For the 2023 survey, the method needs to be re-evaluated to consider shifting back to more paper surveys being issued.

### **Communication of Results to Community**

It is important to continue to share the results and how the City will use the information with the community through multiple communication channels. These will include:

- Recap survey highlights in the May edition of the Connection newsletter
- Report and PowerPoint to be made available on the City website
- Create a two-page communication piece to use at ward meetings
- Share the results with the Citizens' Affairs Board and other advisory boards

### **STAFF RECOMMENDATIONS**

Staff recommends Council provide feedback on the information presented. Council can also use this information as they consider policy decisions related to budget priorities, strategic planning, and new initiatives.

### **BUDGET/TIME IMPLICATIONS**

Staff has budgeted \$47,300, which includes the 2021 Resident Survey and the 2022 National Employee Survey. Because the City is conducting these two surveys in a 12-month period, a discount was received.

In 2019, the cost of the survey, results, and presentation was \$40,620. The 2021 cost was \$39,300. The remainder of the budgeted \$47,300 will be used for the 2022 National Employee Survey, to be conducted later this year.

### **STAFF REFERENCE**

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

### **ATTACHMENTS**

1. 2021 Resident Survey Report
2. Presentation



# 2021 Resident Survey

## Report of Results

December 2021

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# Executive Summary

## Survey Background and Methods

The Northglenn Resident Survey is an important source of context for decision making by the City. It brings the voice of people from across the community to City staff and elected officials. The City first contracted with Polco/National Research Center, Inc. (NRC) in 2006 to administer the baseline survey, with follow-up surveys in 2011 and 2019. Now in its fourth iteration, the survey provides a trend line of data on how quality of City services is perceived and how residents view their community in general. It also provides a way to assess broad community support or opposition to potential changes in programs or policies.

The 2021 mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the City of Northglenn. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, using an unbiased sampling procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the resultant data to reflect the demographics of Northglenn.

The 2021 survey was mailed to a representative sample of 7,000 residential addresses within the City boundaries in October of 2021. Of the 7,000 surveys mailed, about 6% were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 6,574 households that received a survey, 654 completed it (380 online) providing a response rate of 10%. Four of the online survey responses were completed in Spanish, while the remaining 650 were completed in English.

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 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 is no greater than plus or minus four percentage points around any given percent all respondents (654 surveys).

## Key Findings

**Residents continue to enjoy the quality of life in Northglenn; however, ratings for various aspects of quality of life, community characteristics and optimism for the future show a mixed bag with areas for praise and areas for improvement.**

- About 7 in 10 respondents rated the overall quality of life in Northglenn as excellent or good. This rating was similar to previous years and similar to ratings from other communities across the country and in the Front Range when compared to NRC’s National Benchmark Database.
- About 4 in 10 residents believed the quality of life in the city would improve a lot or slightly over the next five years. When compared to 2019, fewer residents thought it was likely to improve while more thought it was likely to decline; a similar proportion thought the quality of life in the city would stay the same.
- About 8 in 10 respondents rated Northglenn as an excellent or good place to live and about 7 in 10 rated their neighborhood as an excellent or good place to live and Northglenn as an excellent or good place to raise children. Compared to 2019, respondents to the 2021 survey gave lower ratings for Northglenn as a place to live and their neighborhood as a place to live.

- Eight in 10 respondents were likely to recommend living in Northglenn to someone who asked or to remain in the city for the next five years. These ratings were similar to the national and Front Range benchmark comparisons. Compared to 2019, respondents in 2021 were equally as likely to recommend living in Northglenn but fewer were likely to remain in Northglenn for the next five years.
- Of the 28 community characteristics evaluated by those completing the survey, ratings for most remained stable from 2019 to 2021. However, five characteristics saw significant increases (recreational opportunities, opportunities to volunteer, opportunities to participate in civic matters, the availability of preventive health services and the availability of affordable quality child care) and ratings for four characteristics decreased (cleanliness of Northglenn, sense of community, overall image or reputation of Northglenn and air quality).
- Overall, most characteristics were rated similar to the national and Front Range peer groups. When compared to the national benchmarks, the cleanliness of Northglenn, availability of affordable quality child care, air quality, quality of overall natural environment in Northglenn and overall image or reputation of Northglenn were rated lower. The availability of affordable quality housing received ratings that were higher than the Front Range average and the cleanliness of Northglenn, air quality and quality of overall natural environment in Northglenn were lower.

**Survey respondents were generally pleased with City of Northglenn services, with various quality improvements noted compared to 2019 especially related to parks and recreation.**

- Three-quarters of respondents rated the overall quality of services as excellent or good. This was similar to the rating given in 2019 and similar to the national and Front Range benchmark comparisons.
- Of the 28 City services rated, 19 were given excellent or good ratings by 60% or more of respondents. While most ratings were stable from 2019 to 2021, evaluations of nine services increased over this time period (services/programs for seniors, services/programs for youth (ages 2-12), maintenance of open space and trails, recreation programs and recreation facilities among others). However, ratings for four services declined (crime prevention, building permits, animal control and policing services).
- The 28 City services evaluated by respondents were classified as “more important” if they were rated as essential or very important by more than 73% of respondents (the median importance rating across all services) and as “less important” if 73% or less of respondents considered them essential or important. Services receiving quality ratings of excellent or good by more than 69% of respondents (the median across all services) were considered of “higher quality” and those considered excellent or good by 69% or less were considered to be of “lower quality.”
- The upper left-hand quadrant of the matrix on the following page contains the services of higher importance but lower quality. The six services identified by residents as being of relatively higher importance and lower quality were street repair and maintenance, snow removal, crime prevention, traffic enforcement, policing services and utility billing.

### City Services by Quality and Importance, 2021

	Lower Quality	Higher Quality
Higher Importance	<ul style="list-style-type: none"> <li>● Street repair and maintenance                             <ul style="list-style-type: none"> <li>● Snow removal</li> </ul> </li> <li>● Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)                             <ul style="list-style-type: none"> <li>● Traffic enforcement</li> <li>● Policing services</li> <li>● Utility billing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Police response time to emergency police calls (not code enforcement)                             <ul style="list-style-type: none"> <li>● Garbage collection</li> </ul> </li> <li>● Maintenance of city parks and playgrounds                             <ul style="list-style-type: none"> <li>● Maintenance of open space and trails</li> </ul> </li> <li>● Police response time to non-emergency police calls (not code enforcement)                             <ul style="list-style-type: none"> <li>● Recycling</li> <li>● Municipal court</li> </ul> </li> <li>● Public information services</li> </ul>
Lower Importance	<ul style="list-style-type: none"> <li>● Services for homeless/transient populations                             <ul style="list-style-type: none"> <li>● Code enforcement</li> </ul> </li> <li>● Land use, planning and zoning                             <ul style="list-style-type: none"> <li>● Building inspections</li> <li>● Street cleaning</li> <li>● Building permits</li> <li>● Animal control</li> </ul> </li> <li>● Services/programs for youth (ages 13-17)</li> </ul>	<ul style="list-style-type: none"> <li>● Services/programs for youth (ages 2-12)                             <ul style="list-style-type: none"> <li>● Services/programs for seniors</li> <li>● Recreation facilities</li> <li>● Recreation programs</li> <li>● Yard waste drop-off</li> <li>● Community/public art</li> </ul> </li> </ul>

### Ratings of City of Northglenn government performance and City employees remained strong in 2021, with notable increases.

- The overall performance of the Northglenn city government received excellent or good ratings from about 7 in 10 respondents and was similar to ratings given in 2019.
- Survey respondents rated six aspects of the City government performance. Three-quarters of respondents felt that the quality of work performed by City of Northglenn employees was excellent or good while about 6 in 10 deemed the remaining five aspects of government performance as excellent or good. Two aspects of the City government performance increased in 2021 compared to 2019: the job City government does at welcoming citizen involvement and the value of services for the taxes paid.
- Where comparisons were available to the benchmarks, Northglenn residents generally gave similar ratings as those who lived in other communities across the nation and in the Front Range.
- About half of residents reported having contact with a City employee in the 12 months prior to the survey, a higher rate of contact than had been reported in all previous survey years. Those who had contact with a City employee were asked to evaluate their interaction with the employee in their most recent contact. About 8 in 10 residents rated their overall impression of the City employee in their most recent interaction as excellent or good. About three-quarters or more gave excellent or good reviews to the employee’s courtesy, responsiveness, knowledge and making the resident feel valued. These ratings of their interactions with City employees were on par with those given in 2019.

**Overall, residents felt a strong sense of safety in Northglenn; however, some ratings indicate that safety should continue to be an area of focus.**

- Survey respondents provided their perceptions about feelings of safety in and around the city. Generally, residents felt safe in Northglenn, with roughly 9 in 10 reporting that they felt very or somewhat safe in their home and in recreation centers. About three-quarters felt safe in parks and playgrounds, in retail and commercial areas, in their neighborhood and on the trail system. About two-thirds felt safe on roadways. When compared to 2019, fewer residents reported feeling very or somewhat safe in their neighborhoods in 2021. Where safety ratings could be compared to the benchmarks, for both sets of comparisons, safety in parks and playgrounds was similar, while safety in neighborhoods and safety in retail/commercial areas were lower.
- Various ratings highlight safety as an opportunity for improvement; when citing their reasons for living in Northglenn, fewer respondents in 2021 compared to 2019 indicated feeling safe in Northglenn as a reason. Further, when assessing the quality of city services, the excellent or good ratings for crime prevention and policing services declined in 2021 compared to 2019.
- Residents indicated what priority they would place on various activities or strategies for the police department in the next two years. The highest priorities were given to additional training for officers to more effectively deal with mental health issues, better connection with the community and increasing use of technology, such as body cameras and dashboard cameras; each of these were deemed a high or medium priority by at least 9 in 10 respondents. Priority ratings increased in 2021 compared to 2019 for increasing use of technology, such as body cameras and dashboard cameras and decreased for prioritizing increased visibility of police.
- When asked how important it was for the Northglenn Police Department to prioritize resources to different areas over the next 12 month period, nearly all (96%) indicated that solving violent crimes was essential or very important while slightly fewer gave these same importance ratings to solving property crimes. Compared to 2019, importance ratings for four areas decreased: solving property crimes, reducing illegal activities committed by youth, reducing drug activity and crime prevention.

**Residents support economic revitalization efforts and there is opportunity to encourage more shopping within the city amidst the challenges that COVID-19 poses for in-person shopping.**

- Residents were asked about their level of agreement with five statements related to City revitalization efforts. Overall, residents voiced strong levels of agreement with each statement, with at least 8 in 10 agreeing that the City should promote efforts to attract and recruit new types of retail businesses, to revitalize Northglenn's business and housing areas, to attract new jobs and to strengthen Northglenn's community image and identity. When compared to 2019, levels of agreement in 2021 remained stable.
- Northglenn residents also reported the frequency with which they make purchases in Northglenn for various types of items. At least three-quarters of respondents reported shopping for groceries, for meals and entertainment or for household items in Northglenn somewhat or very frequently. When compared to 2019, the frequency of shopping for household items increased in 2021.
- Residents were asked to indicate their reasons for shopping outside Northglenn; the most common reason for shopping outside of Northglenn, with 6 in 10 residents selecting this as a reason, was that the desired item was not available in the city. A slight majority of respondents said they did not shop in Northglenn because they shop online. When compared to ratings given in 2019, fewer residents in 2021 reported that they visited a mall or other major retailers and that the desired item was not available in the city while more reported that they shop online.



## Survey Background

### What the Survey Was About

The Northglenn Resident Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the City. Residents also had a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

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

This type of survey addresses the key services that local governments provide to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise. Because a survey such as this generally measures resident perceptions of services and the community, it is a different window into performance than customary tracking of service delivery response times or other observable conditions.

### How the Survey Was Conducted

The 2021 Northglenn Resident Survey was mailed to residents in October of 2021. For 3,500 households, the first mailing was a postcard announcing the upcoming survey with a link to complete the survey online. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. For an additional 3,500 households, the first mailing was a postcard with a link to complete the survey online, followed one week later by a reminder postcard with a link to the survey. Completed surveys were collected over a 12-week period. The survey was sent to 7,000 randomly selected addresses within the City boundaries (1,750 mailed to each of the four Council Wards). Of these households, about 6% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed and 654 submitted a completed survey (380 were online) for a response rate of 10%.

The survey results were weighted by respondent gender, age, housing unit type (attached vs. detached), tenure (rent vs. own), whether the respondent was Hispanic and Council Ward to ensure that the results are representative of the entire adult population in Northglenn. For more information on the methodology see *Appendix F: Survey Methodology* and for a copy of the survey, see *Appendix G: Survey Instrument*.

### How the Results are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Complete Set of Survey Responses*. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple

categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages rounding to the nearest whole number.

### **Precision of Estimates**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus four percentage points around any given percent reported for all survey respondents (654). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

### **Comparing Survey Results by Respondent Subgroups**

Selected survey results were compared to certain demographic characteristics of survey respondents as well as by Council Ward. These crosstabulations are presented in tabular form in *Appendix B: Comparisons of Survey Responses*. Where differences between subgroups are statistically significant, the results in the tables are identified with an upper-case letter denoting significance in the cell with the larger column proportion.

### **Comparing Survey Results over Time**

This survey was the fourth in a series of resident surveys for the City of Northglenn (the baseline was conducted in 2006 with follow up surveys in 2011 and 2019). Differences between the 2021 and 2019 results can be considered statistically significant if they are six or more percentage points. These differences are noted in the report. Trend data for the City of Northglenn represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

### **Comparing Survey Results to Other Communities**

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in resident surveys from over 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

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

Where comparisons for quality ratings were available, Northglenn’s results were generally noted as being “higher” the benchmark, “lower” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much lower” or “much higher”). These labels come from a statistical comparison of Northglenn’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (10 points or less on the 100-point scale); “higher” or “lower” if the difference between Northglenn’s rating and the benchmark is greater than the margin of error (between 10 and 20 points); and “much higher” or “much lower” if the difference between Northglenn’s rating and the benchmark is more than twice the margin of error (20 points or more).

## Quality of Life and Community

The 2021 Resident Survey measured residents' perspectives about aspects of the quality of life in the city, reasons for living in Northglenn and their likelihood of remaining in the city or recommending Northglenn to others. The quality of various characteristics that make up the community was also assessed, including the availability of amenities, development in Northglenn and participation in civic activities.

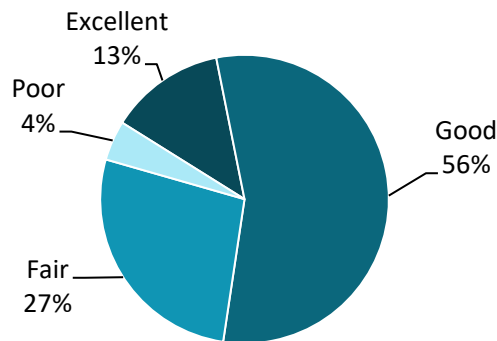
### Quality of Life in Northglenn

Northglenn residents gave positive reviews to the overall quality of life in the city, with 13% saying it was excellent and 56% saying it was good (see Figure 1). About one-quarter of respondents felt the overall quality of life in the city was fair and only 4% said it was poor. These ratings were similar to those given in 2019 (see Figure 2).

Evaluations of the overall quality of life in the city were compared to ratings given by residents in other communities across the country and in Colorado's Front Range (see *Appendix C: Benchmark Comparisons* for more information on the comparisons). The Northglenn rating for overall quality of life was similar to the national and Front Range average ratings.

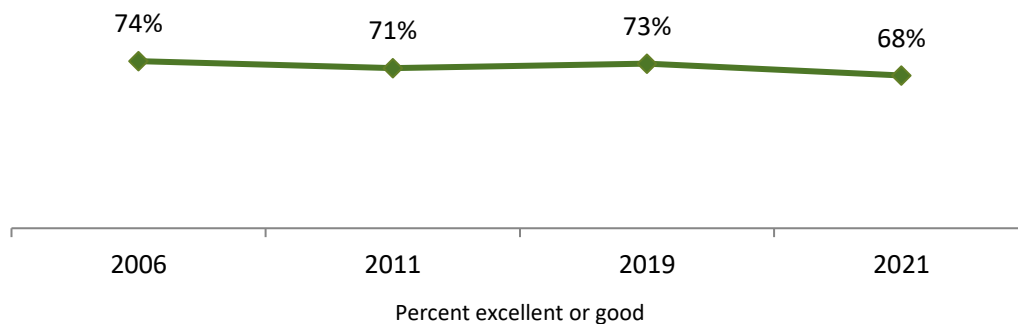
**Figure 1: Overall Quality of Life, 2021**

Please rate the overall quality of life in Northglenn:



**Figure 2: Overall Quality of Life by Year**

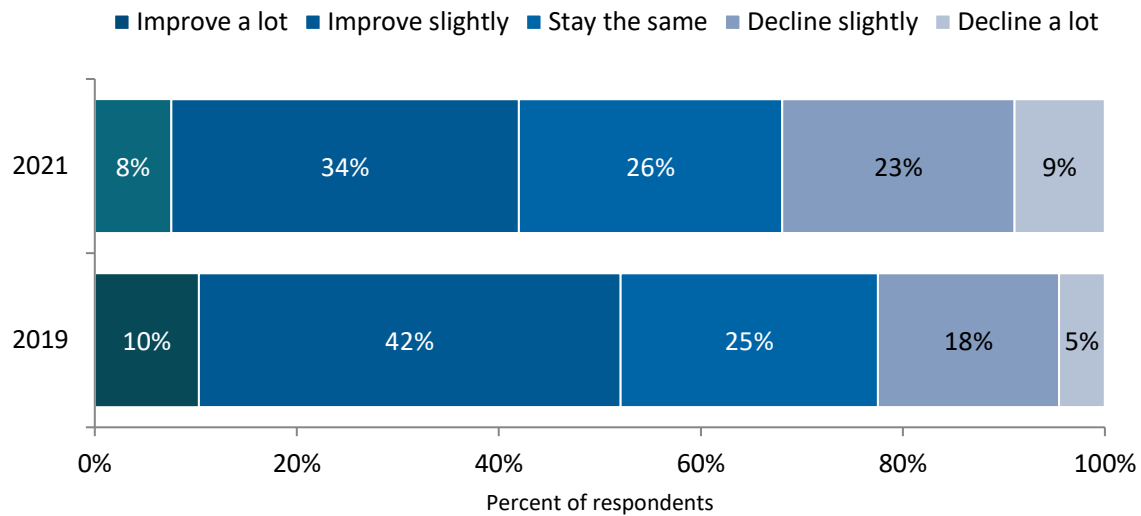
Please rate the overall quality of life in Northglenn:



As in 2019, residents were asked whether they thought the quality of life in Northglenn would change over the next five years. About 4 in 10 residents thought the quality of life in the city was likely to improve a lot or improve slightly, one-quarter thought it would stay the same, and 3 in 10 residents thought the quality of life was likely to decline. When compared to 2019, fewer residents thought it was likely to improve while more thought it was likely to decline; a similar proportion thought the quality of life in the city would stay the same.

**Figure 3: Quality of Life in Northglenn in Next Five Years by Year**

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

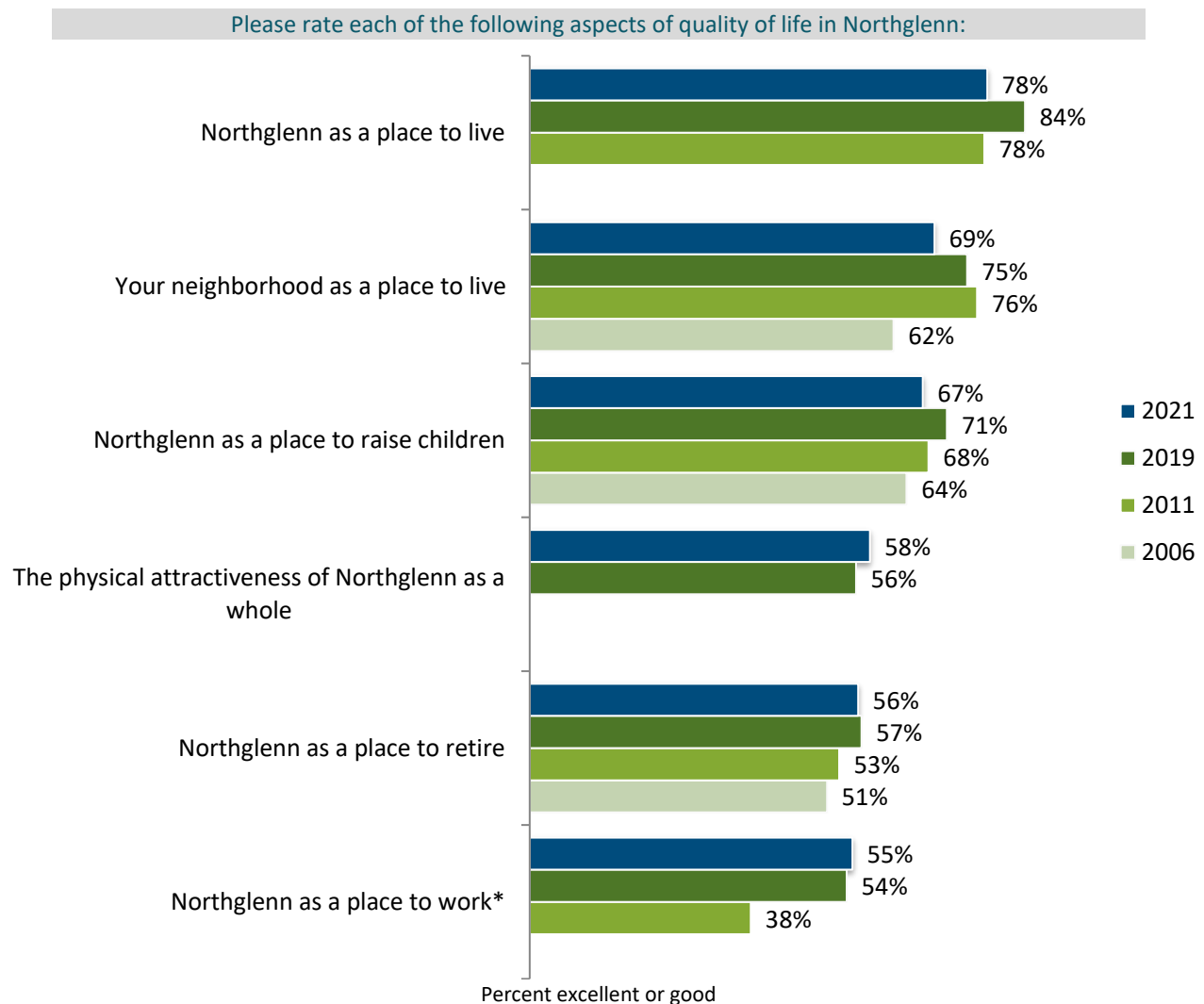


Various aspects of quality of life also were assessed on the survey. About 8 in 10 respondents rated Northglenn as an excellent or good place to live, and about 7 in 10 gave similar positive ratings to their neighborhood as a place to live and Northglenn as a place to raise children. Between 5 in 10 and 6 in 10 considered the city an excellent or good place to retire and to work and to the physical attractiveness of the city as a whole.

Compared to 2019, ratings given in 2021 generally were similar; however, residents gave lower ratings in 2021 for Northglenn as a place to live and their neighborhood as a place to live.

Comparisons could be made to the benchmark database for five of the six aspects of quality of life. Northglenn residents generally gave ratings that were similar to those given by residents in other communities across the nation and in the Front Range however ratings for their neighborhood as a place to live and Northglenn as a place to raise children were lower than both the national and Front Range comparisons (see *Appendix C: Benchmark Comparisons*).

**Figure 4: Aspects of Quality of Life by Year**



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."

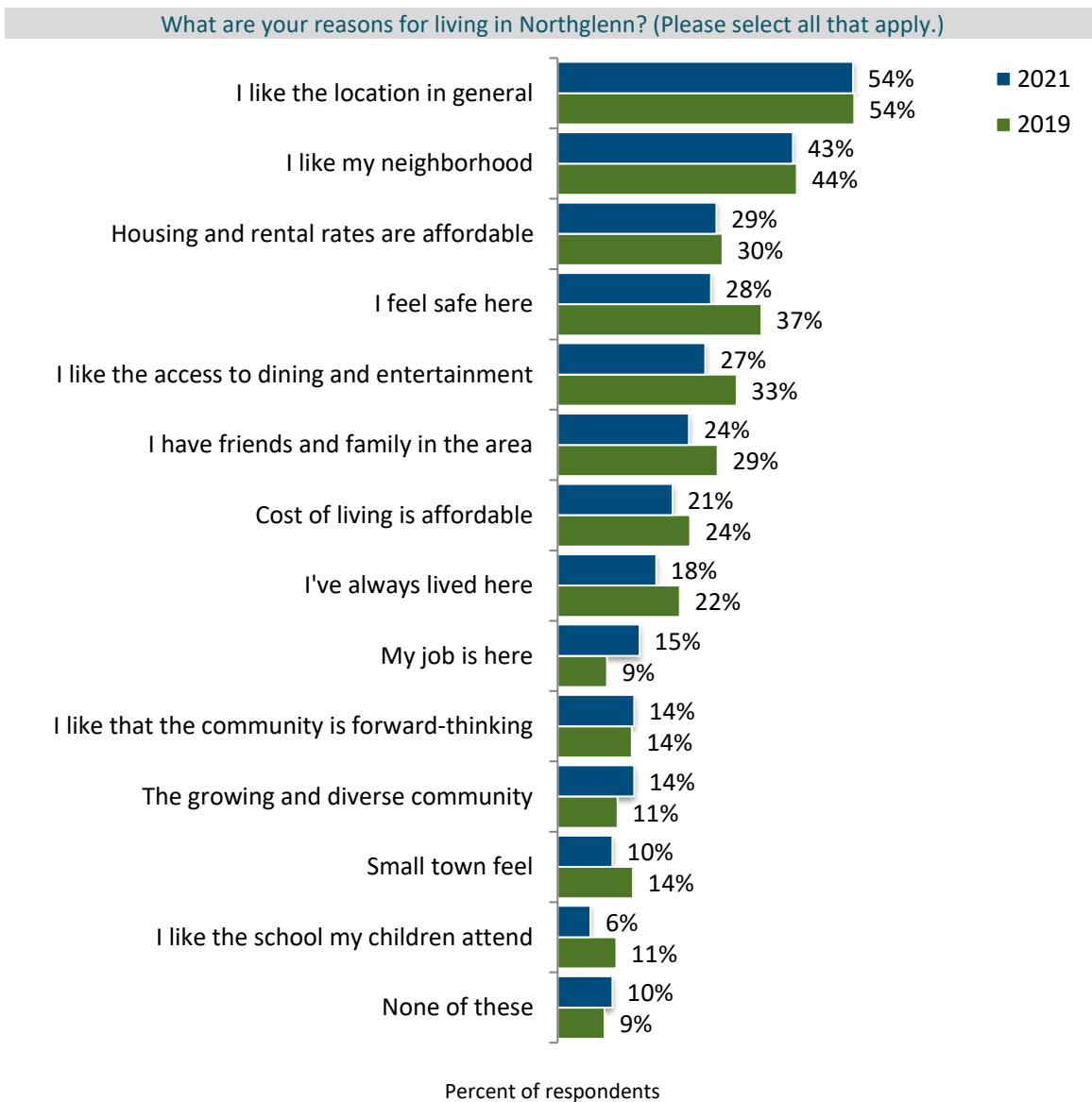
\*At least 30% of respondents answered "don't know" to these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

### Reasons for Living in Northglenn

Respondents cited their reasons for living in Northglenn and could select more than one response, if desired. The top reason, selected by about half of respondents, was liking the location in general (see Figure 5). About 4 in 10 indicated that they liked their neighborhood, and about one-third specified that affordable housing and rental rates, feeling safe in Northglenn and access to dining and entertainment were among their reasons for living in Northglenn. About 2 in 10 residents chose to live in Northglenn because they have friends and family in the area, cost of living is affordable or because they had always lived in Northglenn. About 15% or fewer residents selected the various other reasons listed on the survey for living in the city or indicated that none of the available options were reflective of their reasons for living in the city.

Compared to 2019, ratings given in 2021 generally were similar; however, fewer residents indicated feeling safe in Northglenn and access to dining and entertainment as reasons for living in Northglenn in 2021 while and more residents indicated living in Northglenn because their job is in Northglenn.

**Figure 5: Reasons for Living in Northglenn by Year**



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

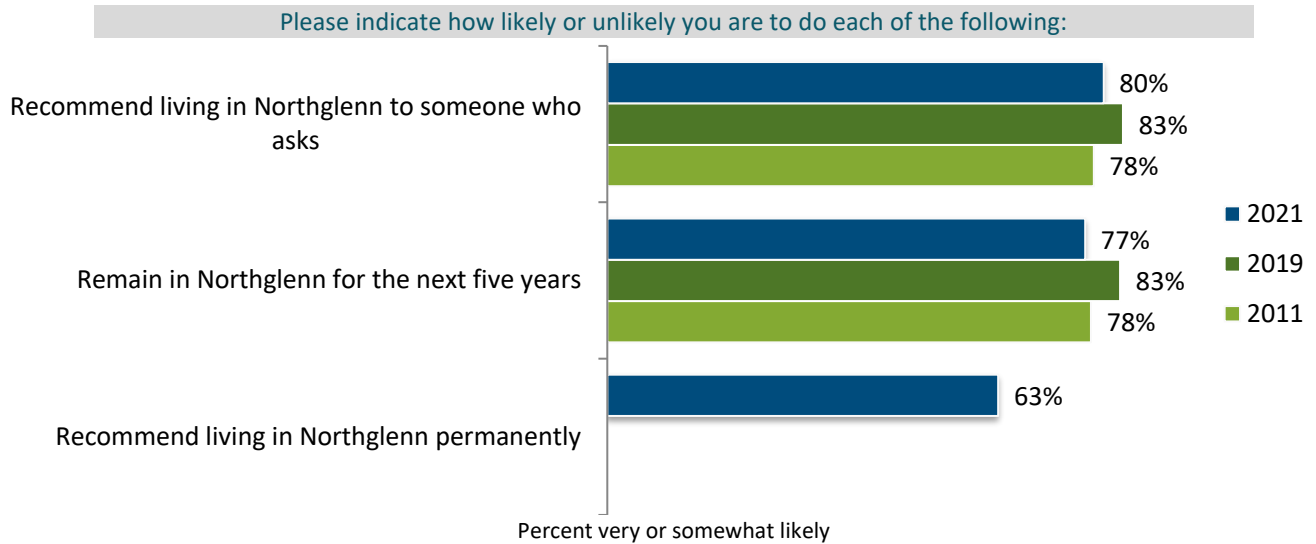
### Likelihood of Recommending and Remaining in Northglenn

About 8 in 10 respondents were likely to recommend living in Northglenn to someone who asked and to remain in the city for the next five years. For the first time in 2021, residents were also asked to assess their likelihood for recommending living in Northglenn permanently and about 6 in 10 respondents offered very likely or somewhat likely ratings.

Compared to 2019, respondents in 2021 were equally as likely to recommend living in Northglenn but fewer were likely to remain in Northglenn for the next five years.

Northglenn residents were just as likely as respondents from other communities across the nation and in the Front Range to recommend living in their community and to remain in their community for the next five years (see *Appendix C: Benchmark Comparisons*).

**Figure 6: Likelihood of Remaining in and Recommending Northglenn by Year**



## Quality of Aspects of the Community

The survey included a list of 28 characteristics of the community and respondents evaluated the quality of each (see Figure 7 on page 13). The characteristics receiving the most positive reviews included the availability of paths and walking trails (72% excellent or good), recreational opportunities (70%), opportunities to volunteer (70%), availability of bike paths (69%), opportunities to participate in civic matters (68%) and openness and acceptance of the community toward people of diverse backgrounds (68%).

Forty-five percent or fewer gave excellent or good ratings to employment opportunities, air quality, the availability of affordable quality housing and the availability of affordable quality child care.

Where comparisons were available to 2019, ratings for many community characteristics remained stable in 2021. However, ratings for four characteristics decreased: cleanliness of Northglenn, sense of community, overall image or reputation of Northglenn and air quality. Meanwhile, five characteristics saw significant increases: recreational opportunities, opportunities to volunteer, opportunities to participate in civic matters, the availability of preventive health services and the availability of affordable quality child care.

Twenty-five of the 28 community characteristics could be compared to the national benchmark and 22 could be compared to the Front Range benchmark (see *Appendix C: Benchmark Comparisons*). Overall, most characteristics were rated similar to both benchmark groups. When compared to the national benchmarks, the cleanliness of Northglenn, availability of affordable quality child care, air quality, quality of overall natural environment in Northglenn and overall image or reputation of Northglenn were rated lower. The availability of affordable quality housing received ratings that were higher than the Front Range average and the cleanliness of Northglenn, air quality and quality of overall natural environment in Northglenn were lower.



**Figure 7: Community Characteristics by Year**

<b>Please rate each of the following characteristics as they relate to Northglenn as a whole: (percent excellent or good)</b>	<b>2021</b>	<b>2019</b>	<b>2011</b>	<b>2006</b>
Availability of paths and walking trails	72%	75%	78%	NA
Recreational opportunities	70%	59%	51%	NA
Opportunities to volunteer*	70%	60%	NA	NA
Availability of bike trails	69%	68%	NA	NA
Opportunities to participate in civic matters	68%	60%	53%	NA
Openness and acceptance of the community toward people of diverse backgrounds	68%	71%	66%	62%
Valuing/respecting residents from diverse backgrounds	67%	NA	NA	NA
Opportunities to participate in social events and activities	67%	64%	63%	NA
Attracting people from diverse backgrounds	64%	NA	NA	NA
Availability of affordable quality food	60%	59%	NA	NA
Making all residents feel welcome	59%	NA	NA	NA
Opportunities to attend cultural activities	59%	56%	NA	NA
Quality of overall natural environment in Northglenn	59%	63%	NA	NA
Availability of preventive health services*	59%	47%	NA	NA
Overall quality of new development in Northglenn	58%	57%	NA	NA
Overall quality of business and service establishments in Northglenn	56%	58%	58%	NA
Shopping opportunities	56%	56%	45%	59%
Cleanliness of Northglenn	52%	63%	NA	NA
Overall health of the community	52%	NA	NA	NA
Availability of affordable quality health care*	51%	47%	50%	NA
Sense of community	51%	59%	55%	51%
Overall image or reputation of Northglenn	49%	58%	57%	NA
Variety of housing options	49%	46%	NA	NA
Educational opportunities*	46%	45%	NA	NA
Employment opportunities*	45%	41%	15%	NA
Air quality	44%	61%	NA	NA
Availability of affordable quality housing	40%	42%	49%	NA
Availability of affordable quality child care*	36%	30%	42%	NA

*In 2011, "Opportunities to participate in civic matters" was "Opportunities to offer feedback on community issues", "Availability of affordable quality housing" was "Access to affordable quality housing", "Availability of affordable quality child care" was "Access to quality child care" and "Availability of affordable quality health care" was "Access to preventative health care and services".*

*\*At least 30% of respondents answered "don't know" to these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).*

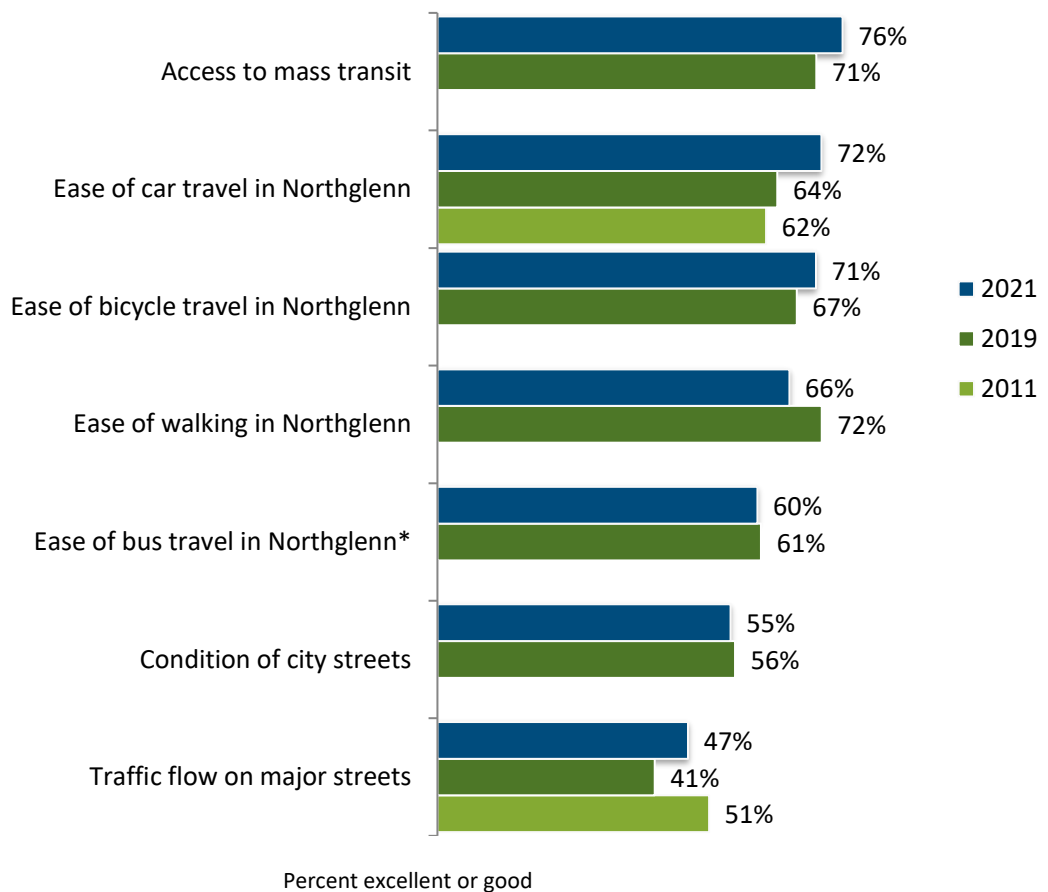
## Aspects of Transportation

Those participating in the Northglenn resident survey evaluated various aspects of transportation within the city. Most aspects were rated positively by at least 50% of respondents with access to mass transit, ease of car travel and ease of bicycle travel topping the list with at least 7 in 10 residents offering positive evaluations. While traffic flow was rated positively by only 47% of respondents it increased in 2021 compared to 2019 along with the rating for ease of car travel (see Figure 8 below). Ease of walking declined in 2021 compared to 2019.

While most ratings were similar to the benchmarks, ease of bus travel was higher than both the national and Front Range comparisons while ease of bicycle travel was higher than the national benchmark comparisons. A Front Range comparison was not available for the condition of city streets (see *Appendix C: Benchmark Comparisons*).

**Figure 8: Aspects of Transportation in Northglenn by Year**

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



This question set was not asked in 2006.

\*At least 30% of respondents answered “don’t know” to these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

## Community Participation

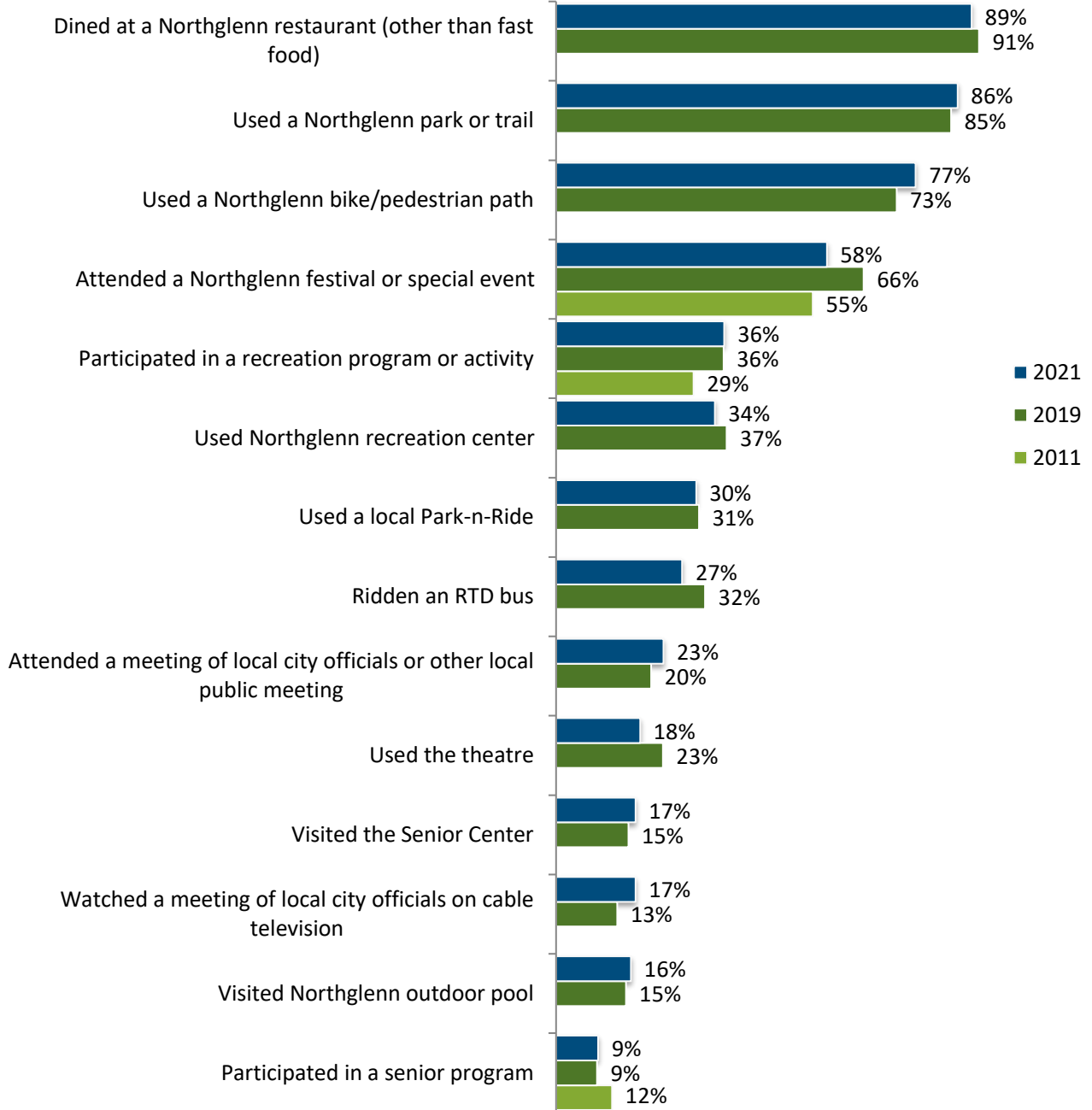
Survey respondents shared how often they or another household member had participated in a number of activities in Northglenn in the 12 months prior to the survey either virtually or in-person (Figure 9 on the following page). Respondents were active users of trails and paths; about 86% of respondents had used a Northglenn park or trail and 77% of respondents had used a Northglenn bike/pedestrian path. Roughly one-third of residents had used the Northglenn recreation center or participated in a recreation program or activity. About 3 in 10 Northglenn residents had ridden an RTD bus or used a local Park-n-Ride.

About 9 in 10 residents had dined at a Northglenn restaurant (other than fast food) at least once in the last year, and 6 in 10 had attended a Northglenn festival or special event, which represented a decrease since 2019. About one-quarter or fewer residents had participated in the other listed activities on the survey.

Comparisons to the benchmarks could be made for about half of the activities asked about on the survey. Fewer Northglenn residents reported using a Northglenn recreation center compared to their national and Front Range peers and fewer reported riding an RTD bus compared to their Front Range peers; the rate of RTD ridership was similar to the national comparison (see *Appendix C: Benchmark Comparisons*). Northglenn respondents reported using a Northglenn park or trail, attending and watching a meeting of local city officials or other local public meeting and attending a Northglenn festival or special event at rates that were on par with the national and Front Range averages. While a Front Range comparison was not available for rates of participation in a recreation program or activity, Northglenn's rating was similar to those in the communities across the nation.

**Figure 9: Resident Participation by Year**

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)?



Percent at least once

In 2021, "(either virtually or in-person, as applicable)" was added to the question stem. This question set was not asked in 2006. In 2011, "Participated in a recreation program or activity" was "Participated in a recreational program (other than Senior Center)", "Participated in a senior program" was "Participated in a Senior Center activity" and "Attended a Northglenn festival or special event" was "Attended a city-sponsored event (4th of July, Noel Northglenn, etc.)".

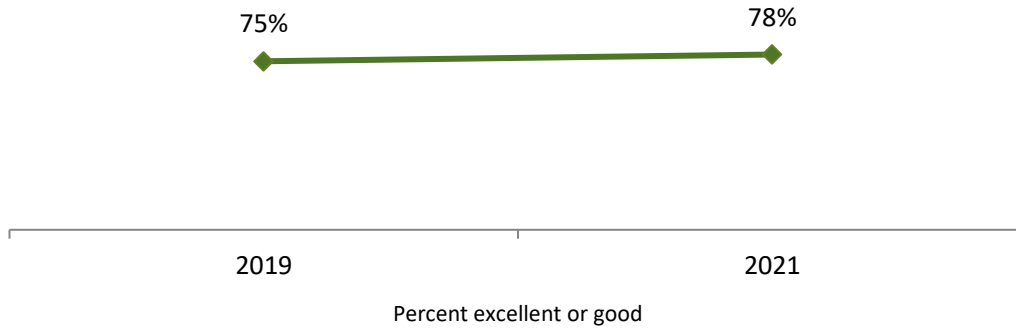
## Quality of City Services

The survey assessed resident perspectives on the overall quality of services provided by the City of Northglenn as well as the delivery of individual services and importance of these services.

The overall quality of City services was rated positively by about three-quarters of residents, a rating similar to the rating given in 2019 when this question was first asked (see Figure 10). This rating was similar to the national and Front Range benchmark comparisons (see *Appendix C: Benchmark Comparisons*).

**Figure 10: Overall Quality of City Services by Year**

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



In addition to rating the quality of overall city services, respondents evaluated the quality and importance of 28 specific city services.

Overall, 60% or more respondents gave excellent or good ratings to 19 of the 28 services, with the highest evaluations going to recycling and garbage collection, police response time to emergency police calls and recreation facilities with at least 8 in 10 residents offering positive evaluations (see Figure 11 on page 19). Four services were given a positive assessment by fewer than half of respondents: services for homeless/transient populations, code enforcement, traffic enforcement and street repair and maintenance.

Compared to 2019, most service ratings remained stable. However, nine services saw significant increases in 2021:

- Services/programs for seniors
- Services/programs for youth (ages 2-12)
- Maintenance of open space and trails
- Municipal court
- Recreation programs
- Yard waste drop-off
- Community/public art
- Police response time to emergency police calls (not code enforcement)
- Recreation facilities

Four services saw a significant decline in 2021 from 2019; these were crime prevention, building permits, animal control and policing services.

Of the 22 services that could be compared to national benchmarks, all but three were similar (traffic enforcement, policing services and crime prevention were lower) and of the 20 services that could be compared to the Front Range comparison, all but three were similar (crime prevention was lower and recycling and yard waste drop-off were higher). Please see *Appendix C: Benchmark Comparisons*.

Residents also assessed the importance of the same 28 services for which they had evaluated quality. Three services were considered essential or very important by nearly all respondents; these included street repair and maintenance, police response time to emergency police calls and garbage collection. When compared to 2019, importance ratings increased for six services (public information services, yard waste drop-off, municipal court, garbage collection, recycling and utility billing) and decreased for seven services (animal control, policing services, code enforcement, community/public art, services/programs for youth (ages 2-12), recreation programs and street cleaning).

**Figure 11: Quality and Importance of City Services by Year**

The following are services provided by the City of Northglenn. For each service, please first rate the <i>quality</i> of each service and next rate the <i>importance</i> of each service. (percent excellent or good and percent essential or very important)	Quality				Importance	
	2021	2019	2011	2006	2021	2019
Garbage collection	88%	85%	84%	92%	96%	88%
Recycling	82%	81%	72%	42%	86%	77%
Policing services	68%	77%	NA	NA	85%	95%
Police response time to emergency police calls (not code enforcement)*	82%	76%	NA	NA	95%	95%
Maintenance of city parks and playgrounds	79%	76%	NA	NA	89%	85%
Yard waste drop-off*	79%	72%	67%	NA	68%	62%
Utility billing	68%	70%	NA	NA	82%	64%
Maintenance of open space and trails	77%	69%	NA	NA	87%	84%
Public information services*	72%	68%	NA	NA	75%	69%
Police response time to non-emergency police calls (not code enforcement)*	73%	67%	NA	NA	87%	83%
Animal control	60%	67%	59%	NA	62%	74%
Community/public art	79%	65%	NA	NA	50%	57%
Recreation programs*	78%	65%	65%	NA	67%	74%
Building permits*	55%	64%	55%	NA	65%	65%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)*	52%	63%	53%	NA	82%	86%
Snow removal	67%	62%	NA	NA	92%	89%
Services/programs for youth (ages 13-17)*	64%	NA	NA	NA	71%	NA
Services/programs for seniors*	70%	62%	75%	72%	71%	71%
Building inspections*	58%	61%	57%	NA	71%	65%
Services/programs for youth (ages 2-12)*	70%	56%	NA	NA	72%	79%
Recreation facilities*	83%	56%	62%	NA	71%	75%
Street cleaning	57%	55%	56%	49%	59%	65%
Land use, planning and zoning*	55%	53%	46%	NA	69%	70%
Municipal court*	77%	52%	66%	NA	76%	68%
Traffic enforcement	46%	49%	NA	NA	78%	79%
Street repair and maintenance	46%	46%	50%	49%	94%	95%
Code enforcement (junk vehicles, weed control, trash, outside storage)	41%	38%	43%	NA	65%	74%
Services for homeless/transient populations*	27%	NA	NA	NA	72%	NA

Prior to 2021, "Maintenance of city parks and playgrounds" was "Maintenance of existing city parks" and "Services/programs for youth" was one survey item, not split into age groups 2-12 and 13-17; all prior years data has been compared to the 2021 "Services/programs for youth (ages 2-12)." In 2011, "Street cleaning" was "Street sweeping and cleaning", "Traffic enforcement" was "Speed and traffic enforcement on main arterials (streets)", "Garbage collection" was "Trash collection", "Recreation programs" was "Recreation programs and classes", "Recreation facilities" was "Recreation Center and facilities", "Services/programs for seniors" was "Services for seniors" and "Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)" was "Crime prevention programs".

\*At least 30% of respondents answered "don't know" to quality ratings for these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses). "Don't know" ratings for importance did not exceed 30%.

## Balancing Quality and Importance

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

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, the quality and importance ratings were plotted for each service.

Services were classified as “more important” if they were rated as essential or very important by more than 73% of respondents (the median importance rating across all services) and as “less important” if 73% or less of respondents considered them essential or important. Services receiving quality ratings of excellent or good by more than 69% of respondents (the median quality rating across all services) were considered of “higher quality” and those considered excellent or good by 69% or less were considered to be of “lower quality.”

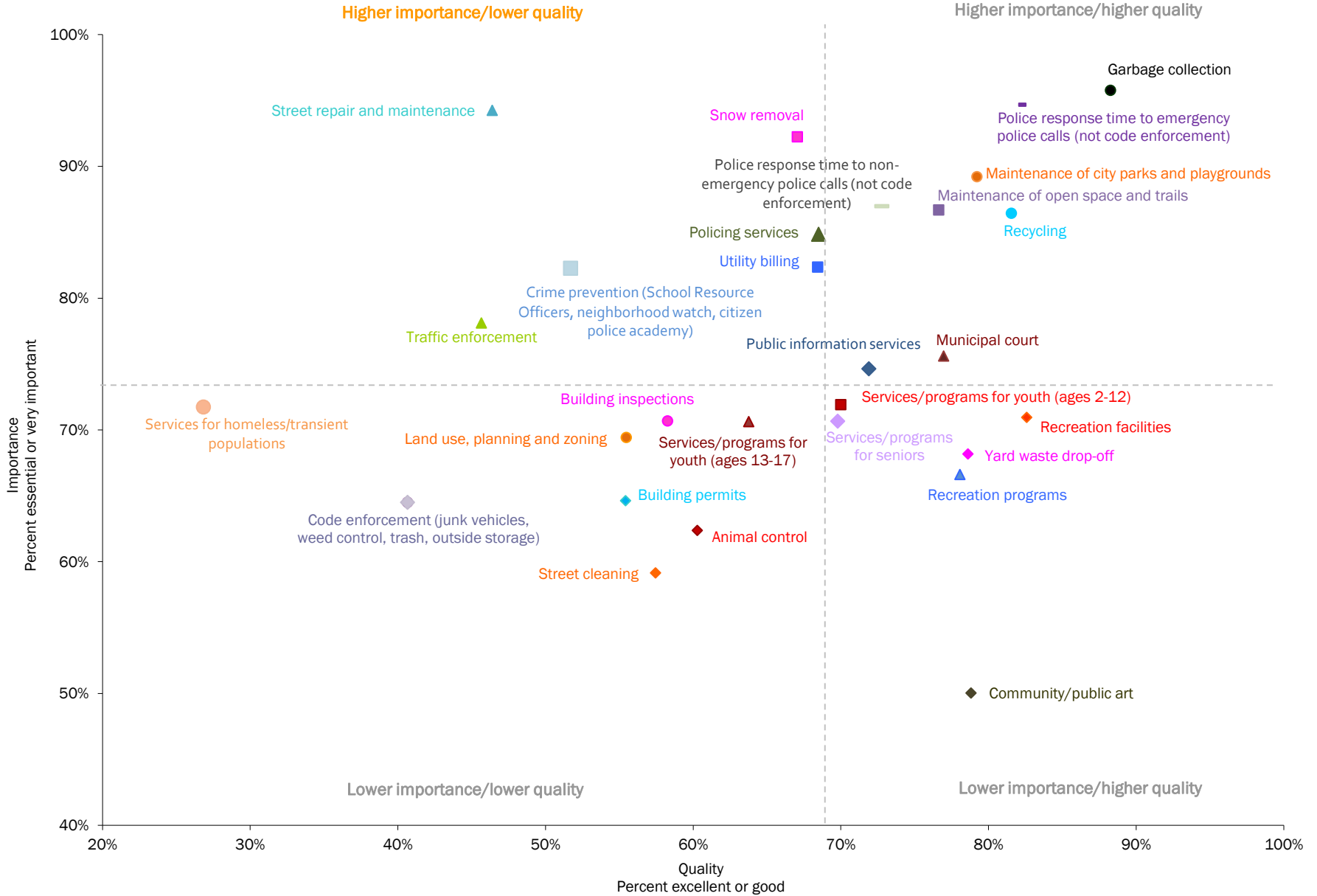
Figure 13 on the next page displays the plot of these services. They are displayed in a matrix in Figure 12 below. In both figures, the upper left-hand quadrant contains those services of higher importance but lower quality.

**Figure 12: City Services by Quality and Importance, 2021**

	Lower Quality	Higher Quality
Higher Importance	<ul style="list-style-type: none"> <li>● Street repair and maintenance</li> <li>● Snow removal</li> <li>● Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)</li> <li>● Traffic enforcement</li> <li>● Policing services</li> <li>● Utility billing</li> </ul>	<ul style="list-style-type: none"> <li>● Police response time to emergency police calls (not code enforcement)</li> <li>● Garbage collection</li> <li>● Maintenance of city parks and playgrounds</li> <li>● Maintenance of open space and trails</li> <li>● Police response time to non-emergency police calls (not code enforcement)</li> <li>● Recycling</li> <li>● Municipal court</li> <li>● Public information services</li> </ul>
Lower Importance	<ul style="list-style-type: none"> <li>● Services for homeless/transient populations</li> <li>● Code enforcement</li> <li>● Land use, planning and zoning</li> <li>● Building inspections</li> <li>● Street cleaning</li> <li>● Building permits</li> <li>● Animal control</li> <li>● Services/programs for youth (ages 13-17)</li> </ul>	<ul style="list-style-type: none"> <li>● Services/programs for youth (ages 2-12)</li> <li>● Services/programs for seniors</li> <li>● Recreation facilities</li> <li>● Recreation programs</li> <li>● Yard waste drop-off</li> <li>● Community/public art</li> </ul>



**Figure 13: Comparison of Quality and Importance Ratings, 2021**



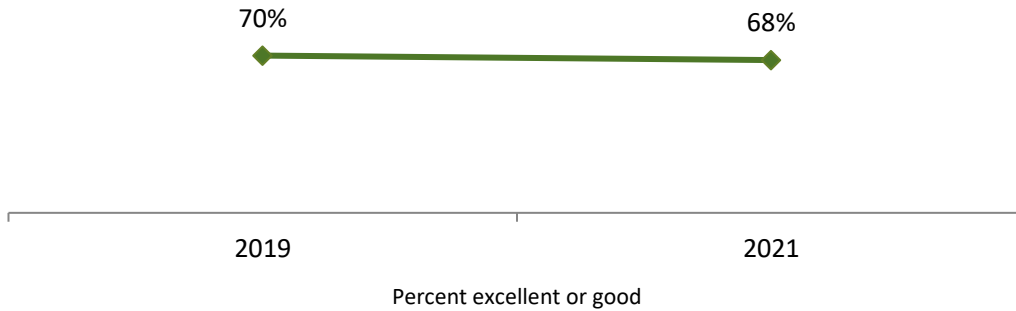
# City Government and Employees

## Performance of City Government

Northglenn residents assessed the performance of their local government. The overall performance of the Northglenn city government received excellent or good ratings from about 7 in 10 respondents, similar to ratings given in 2019.

**Figure 14: Overall Performance of Northglenn City Government by Year**

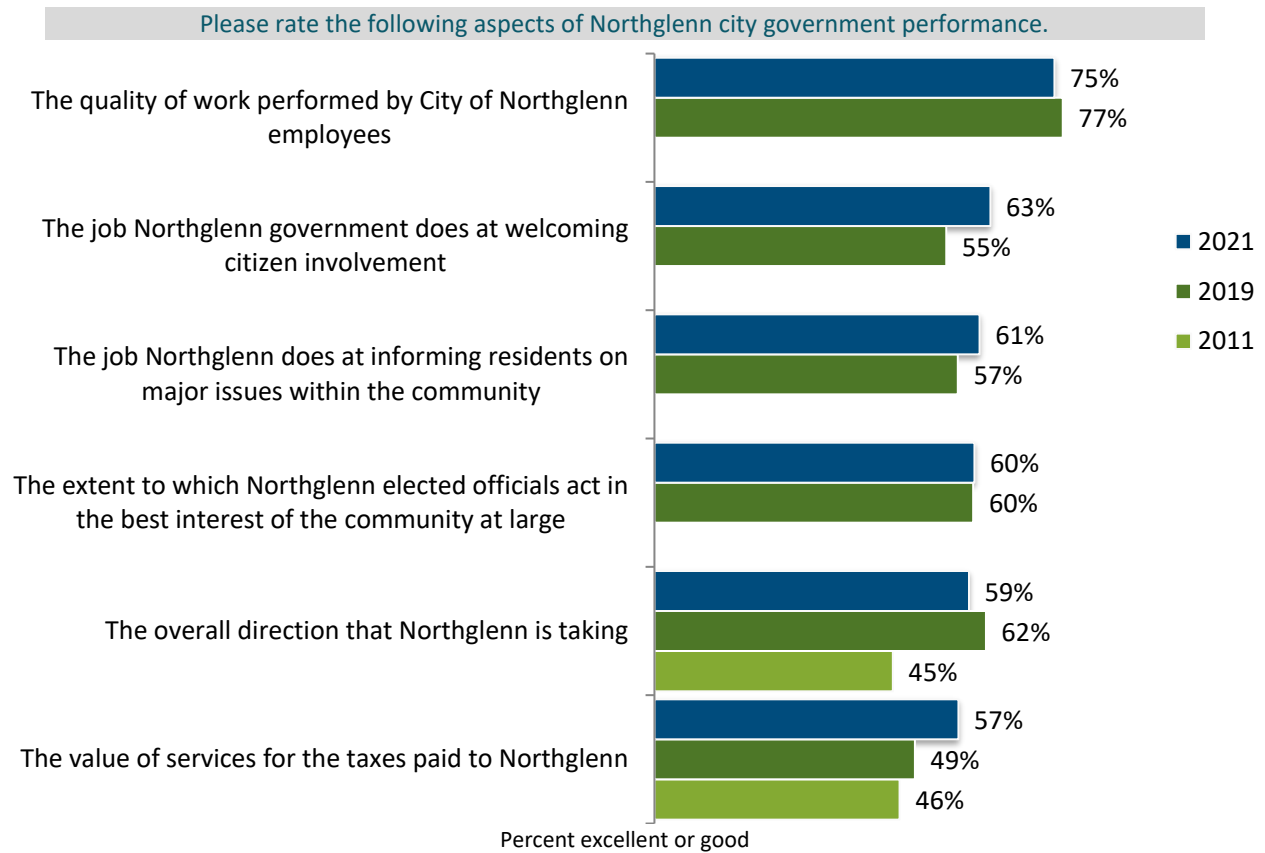
How would you rate the overall performance of the Northglenn city government?



Survey respondents rated six aspects of the City government performance. Three-quarters of respondents felt that the quality of work performed by City of Northglenn employees was excellent or good. About 6 in 10 deemed the remaining five aspects of government performance as excellent or good and two increased in 2021 compared to 2019: the job City government does at welcoming citizen involvement and the value of services for the taxes paid.

Where comparisons were available to the benchmarks, Northglenn residents generally gave similar ratings as those who lived in other communities across the nation and in the Front Range (see *Appendix C: Benchmark Comparisons*).

**Figure 15: Northglenn Government Performance by Year**



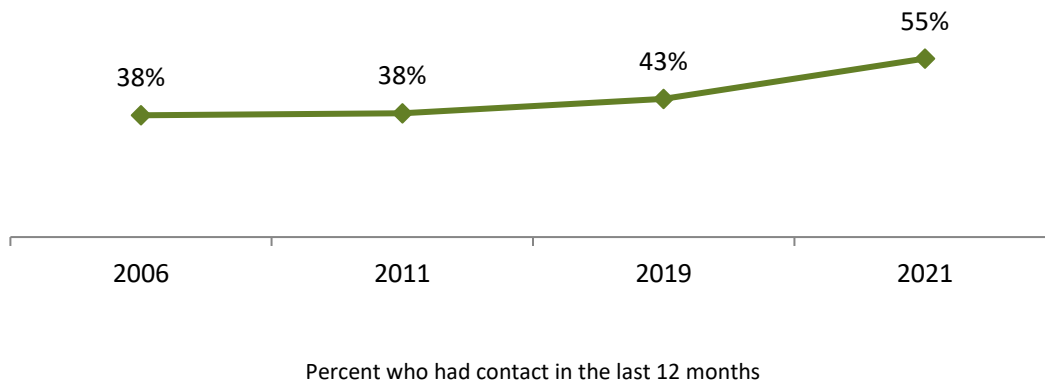
*This question set was not asked in 2006.*

### City Employees

About half of residents reported having had contact with a City employee in the 12 months prior to the survey. This was a higher reported rate of contact than had been observed in all previous years and higher than the rate observed in the Front Range but similar to rate observed nationally (see *Appendix C: Benchmark Comparisons*).

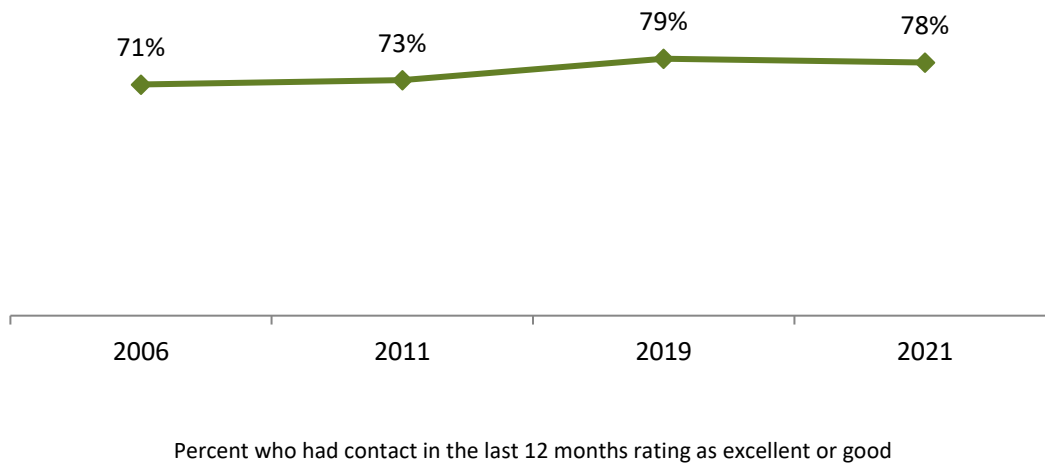
**Figure 16: Contact with City Employees by Year**

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



Those who had contact with a City employee were asked to evaluate their interaction with the employee in their most recent contact. About 8 in 10 residents rated their overall impression of the City employee in their most recent interaction as excellent or good. This evaluation was similar to the 2019 rating (see Figure 17).

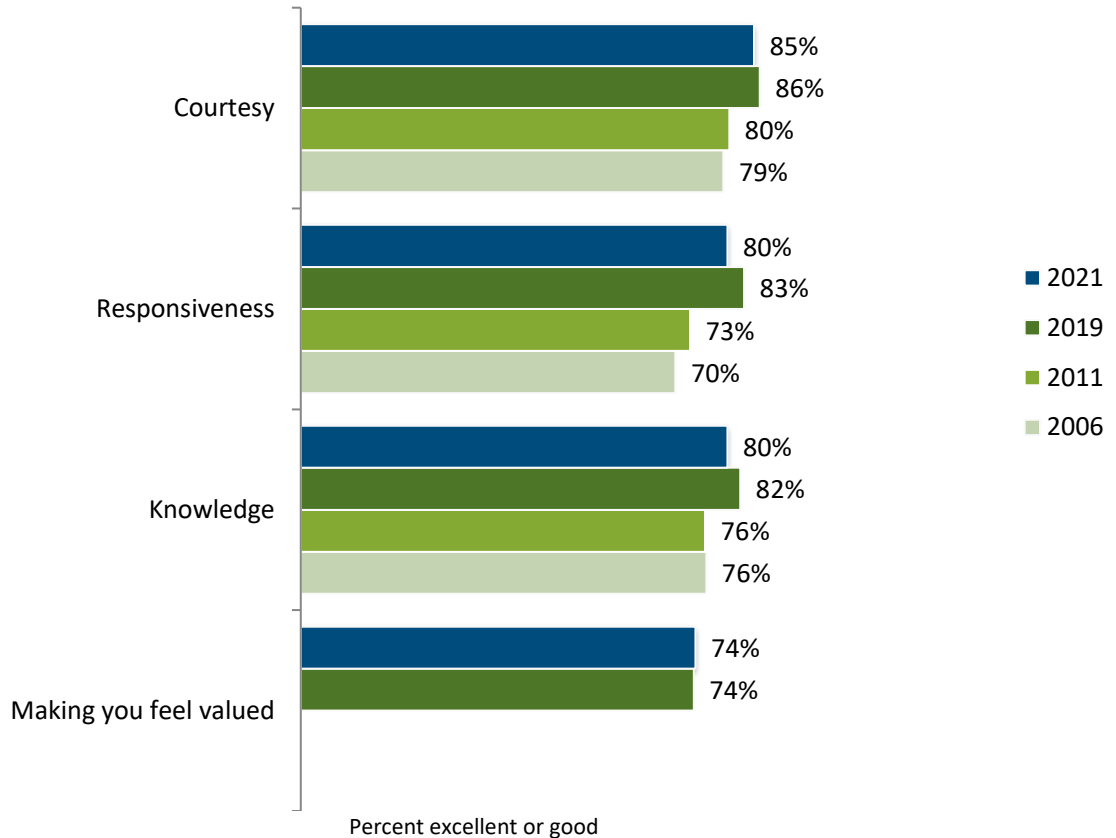
**Figure 17: Rating of Overall Impression of City Employees by Year**



Ratings of the impressions of city employees generally were positive, with about three-quarters or more giving excellent or good reviews to the employee’s courtesy, responsiveness, knowledge and making the resident feel valued. These evaluations were similar to those reported in 2019. Where comparisons could be made, ratings for these characteristics of City employee were similar to the national and Front Range benchmarks (see *Appendix C: Benchmark Comparisons*).

**Figure 18: Northglenn Employee Performance by Year**

What was your impression of the City of Northglenn employee(s) overall?



*Asked only of respondents who reported having contact with a City employee in the 12 months prior to the survey.*

## Safety in Northglenn

Survey respondents provided their perceptions about feelings of safety in and around the city, if they or their household members had been a victim of a crime and if they had reported a crime. Resident priorities for the Police Department also were assessed through the survey.

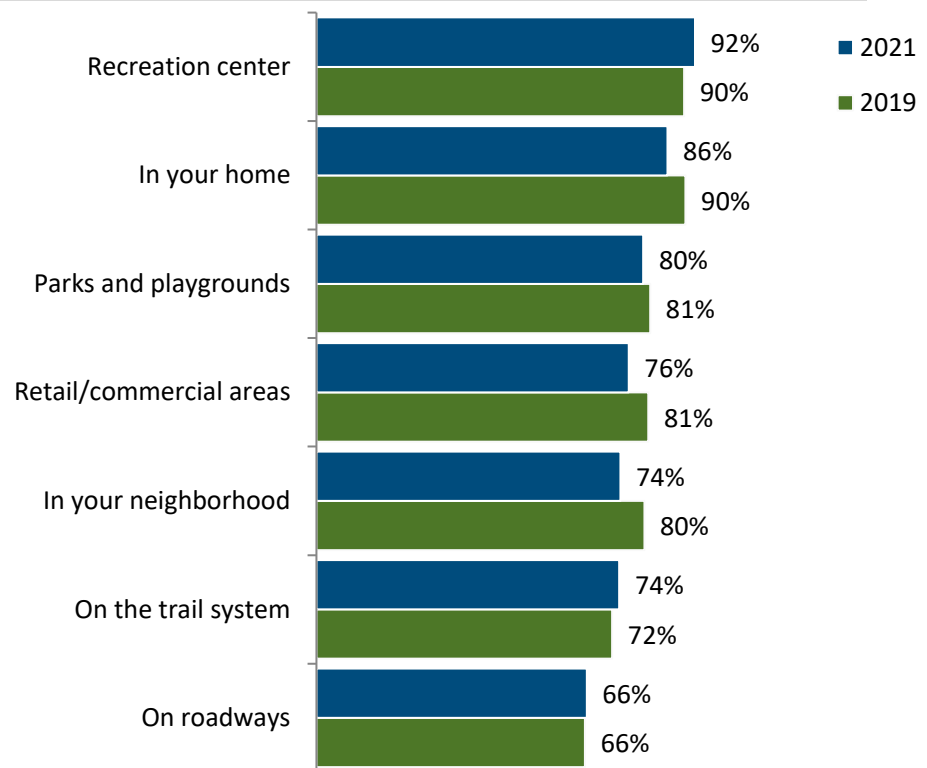
Generally, residents felt safe in Northglenn, with roughly 9 in 10 reporting that they felt very or somewhat safe in their home and in recreation centers. About three-quarters felt safe in parks and playgrounds, in retail and commercial areas, in their neighborhood and on the trail system while about two-thirds felt safe on roadways. Overall, 15% or less reported feeling unsafe in any of these areas in Northglenn (see *Appendix A: Complete Set of Survey Responses*).

When compared to 2019, fewer residents reported feeling very or somewhat safe in their neighborhoods in 2021.

Three of the seven safety items could be compared to the national and Front Range benchmarks; for both sets of comparisons, safety in parks and playgrounds was similar, while safety in neighborhoods and safety in retail/commercial areas were lower (see *Appendix C: Benchmark Comparisons*).

**Figure 19: Feelings of Safety in Northglenn by Year**

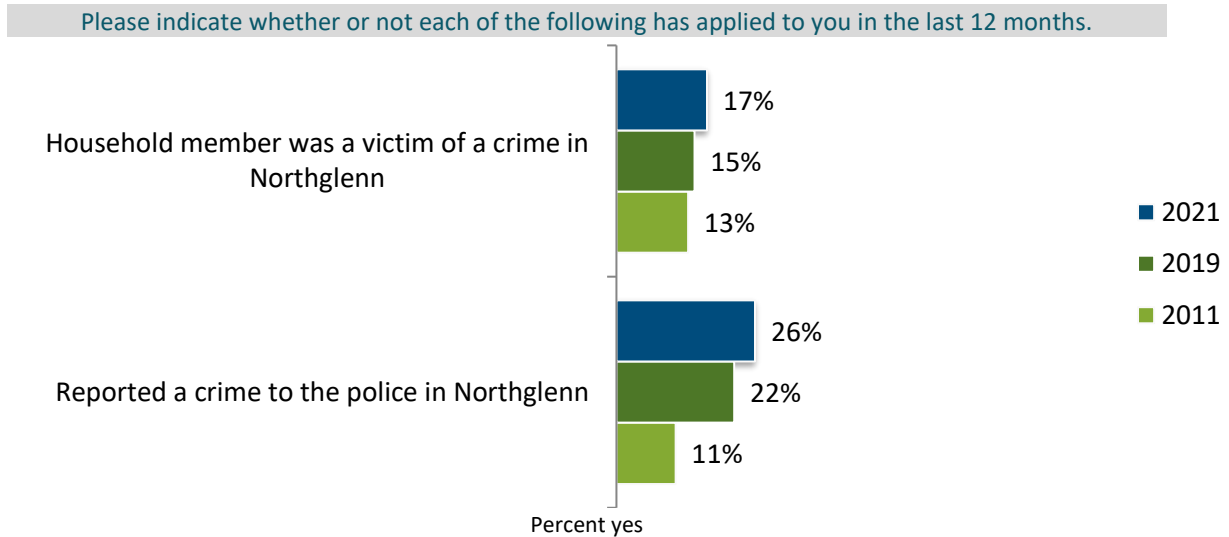
Please rate how safe you feel in the following areas in Northglenn:



Percent very or somewhat safe

Seventeen percent of all respondents reported that they or another household member was a victim of a crime in Northglenn, and about one-quarter of residents said that they had reported a crime to the police in Northglenn. These ratings were similar to those reported in 2019 and similar to those reported in other communities across the nation and in the Front Range (see *Appendix C: Benchmark Comparisons* for more information).

**Figure 20: Crime Victimization by Year**



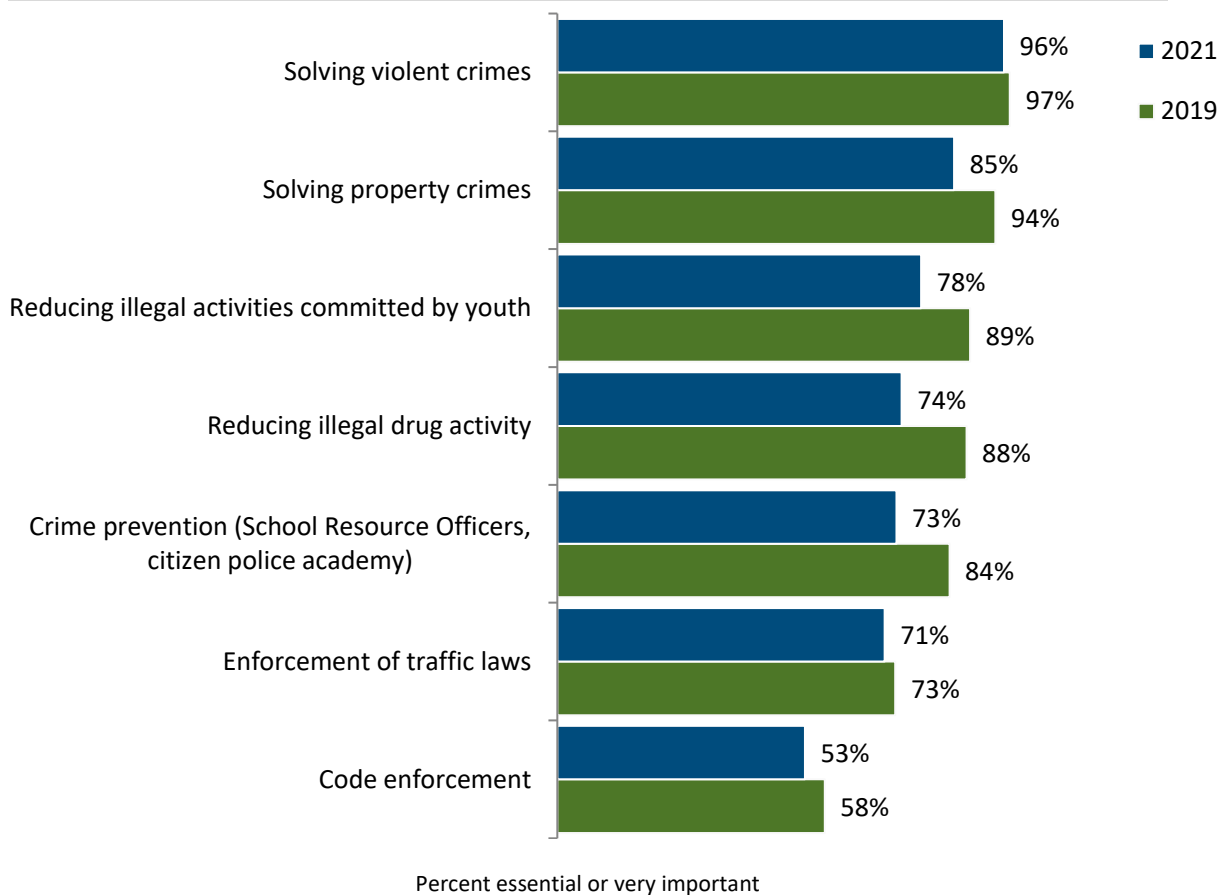
*In 2011, only residents who were a victim of a crime were asked if they had reported a crime. To be able to better compare results over time, the proportion of all respondents reporting a crime was calculated.*

When asked how important it was for the Northglenn Police Department to prioritize resources to different areas over the next 12 month period, nearly all (96%) indicated that solving violent crimes was essential or very important while slightly fewer gave these same importance ratings to solving property crimes. Between 7 in 10 and 8 in 10 residents offered essential or very important ratings to reducing illegal activities committed by youth, reducing drug activity, crime prevention and enforcement of traffic laws. Code enforcement was given the lowest importance ratings with just about half of residents offering essential or very important ratings.

Compared to 2019, importance ratings for four areas decreased: solving property crimes, reducing illegal activities committed by youth, reducing drug activity and crime prevention.

**Figure 21: Importance of Police Department Resource Prioritization by Year**

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?

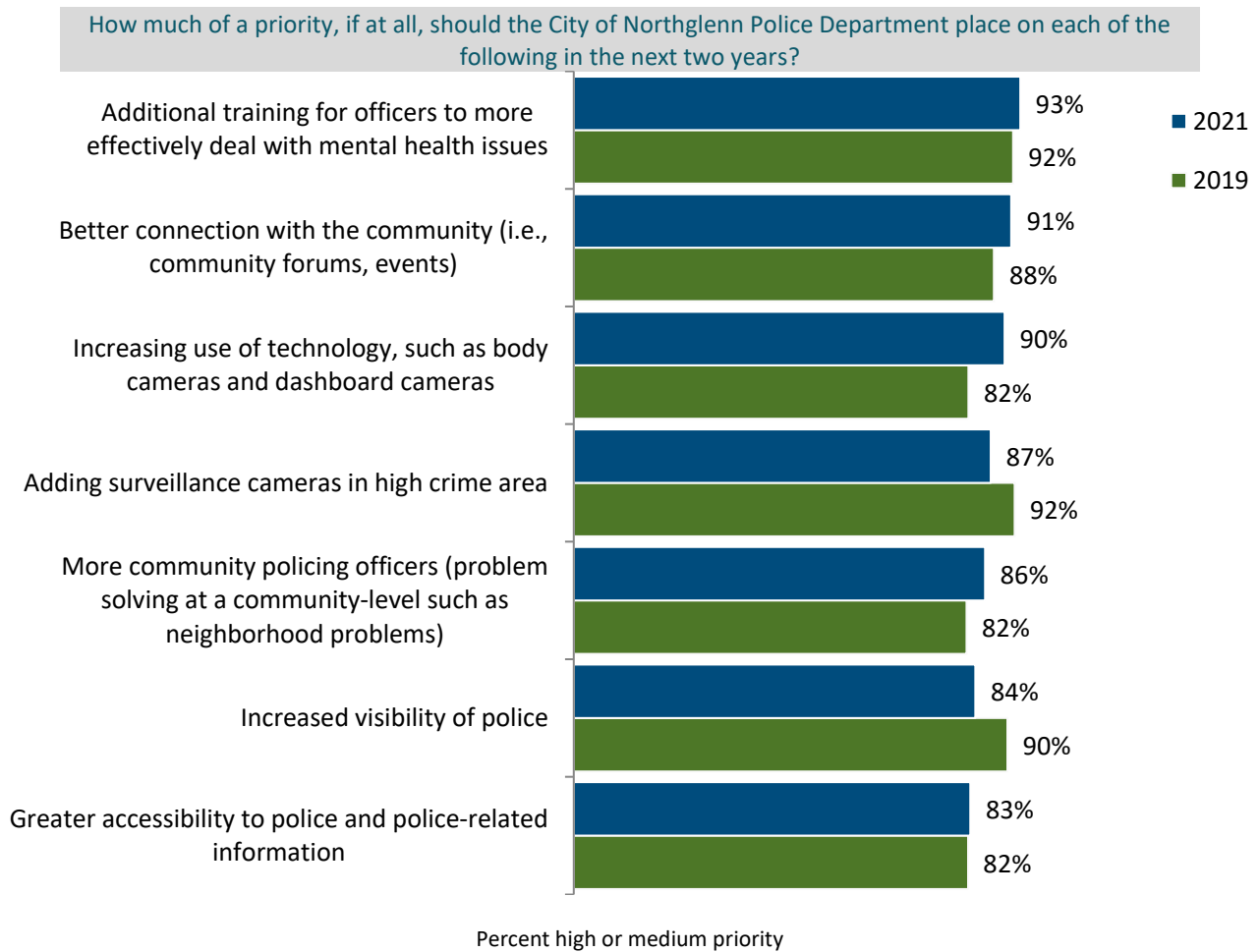




Residents indicated what priority they would place on various activities or strategies for the police department in the next two years. The highest priorities were given to additional training for officers to more effectively deal with mental health issues, better connection with the community and increasing use of technology, such as body cameras and dashboard cameras; each of these were deemed a high or medium priority by at least 9 in 10 respondents.

When compared to 2019, priority ratings increased in 2021 for increasing use of technology, such as body cameras and dashboard cameras and decreased for prioritizing increased visibility of police.

**Figure 22: Police Department Priorities by Year**



*Prior to 2021, "increasing use of technology, such as body cameras and dashboard cameras" did not include "and dashboard cameras."*

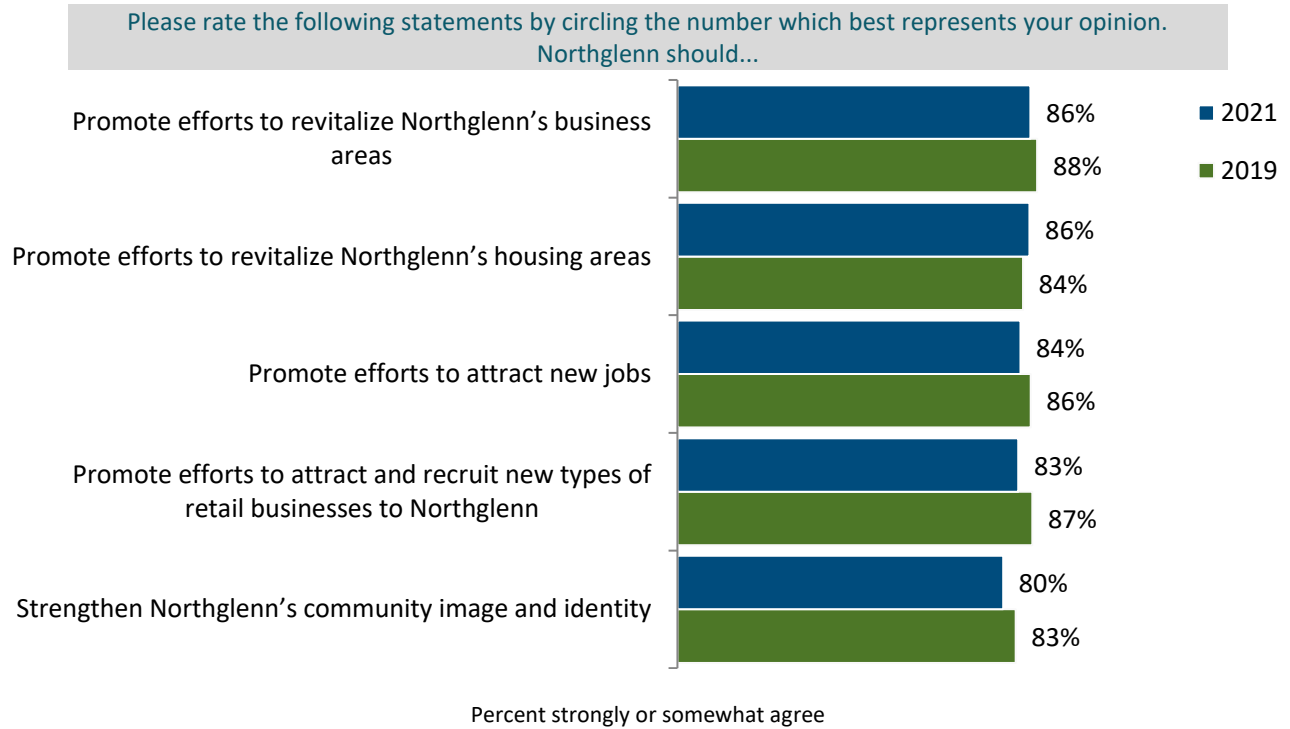
# Economic Development

## City Revitalization Efforts

Residents were asked about their level of agreement with a series of statements related to City revitalization efforts. Overall, residents voiced similarly strong levels of agreement with each of the five statements, with at least 8 in 10 agreeing that the City should promote efforts to attract and recruit new types of retail businesses, to revitalize Northglenn’s business and housing areas, to attract new jobs and to strengthen Northglenn’s community image and identity.

When compared to 2019, ratings in 2021 remained stable.

**Figure 23: Support for City Revitalization Efforts by Year**

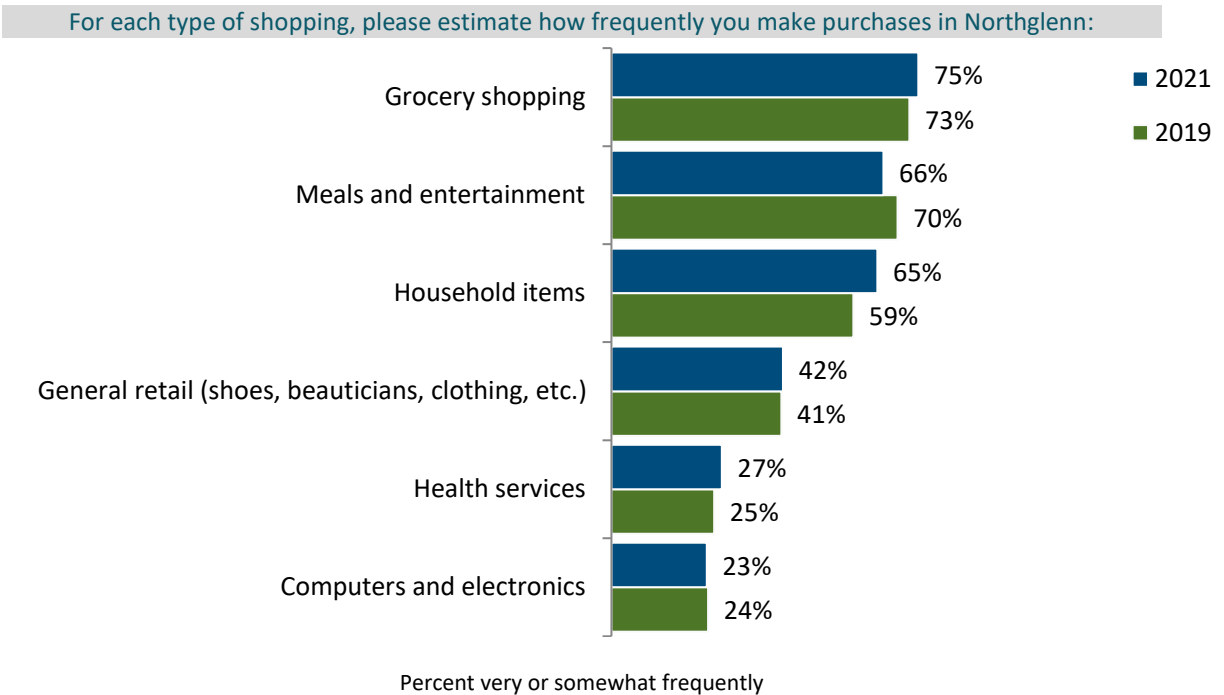


### Shopping in Northglenn

Northglenn residents also reported the frequency with which they make purchases in Northglenn for various types of items. At least three-quarters of respondents reported shopping for groceries, for meals and entertainment or for household items in Northglenn somewhat or very frequently. Four in 10 residents had shopped for general retail items somewhat or very frequently and one-quarter had shopped for health services or computers and electronics.

When compared to 2019, ratings in 2021 generally remained stable; however, the frequency rating of shopping for household items increased.

**Figure 24: Frequency of Types of Purchases by Year**

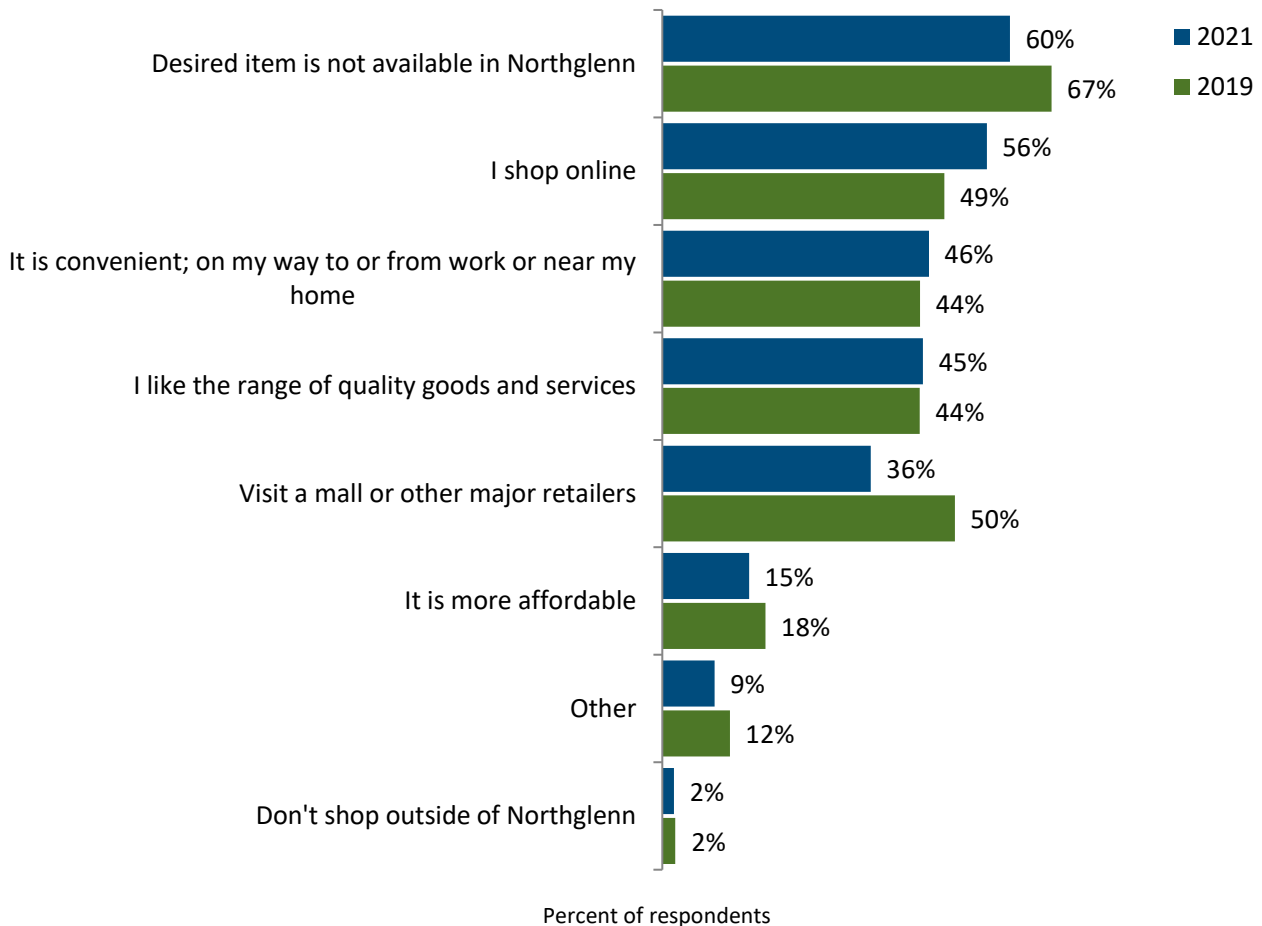


Residents were asked to indicate their reasons for shopping outside Northglenn and to select as many reasons as they felt applied to them. The most common reason for shopping outside of Northglenn, with 6 in 10 residents selecting this as a reason, was that the desired item was not available in the city. A slight majority of respondents said they did not shop in Northglenn because they shop online.

When compared to ratings given in 2019, fewer residents in 2021 reported that they visited a mall or other major retailers and that the desired item was not available in the city while more reported that they shop online.

**Figure 25: Reasons for Shopping Outside of Northglenn by Year**

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



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

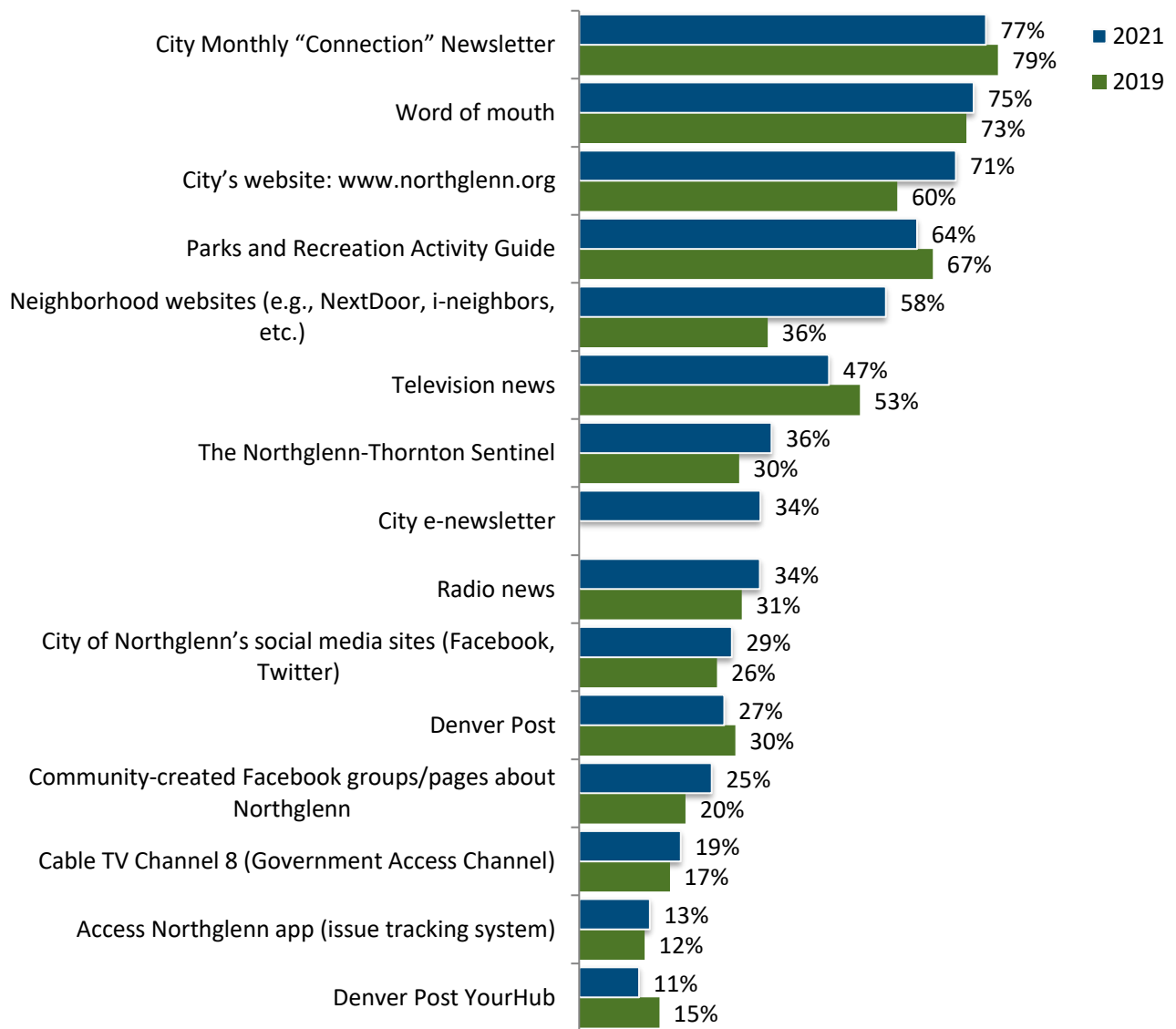
## Information Sources

Survey respondents evaluated a list of 14 information sources about the City of Northglenn and were asked how often, if ever, they utilized each in the past 12 months. Residents were most likely to have used the City monthly “Connection” newsletter (77% at least once), word of mouth (75%), the City website (71%), the Parks and Recreation Activity Guide (64%) or neighborhood websites (58%). About 2 in 10 residents or fewer reported using Cable TV Channel 8, the Access Northglenn app or Denver Post YourHub.

When compared to 2019, more residents in 2021 relied on the City website, neighborhood websites and the Northglenn-Thornton Sentinel while fewer relied on television news.

**Figure 26: Sources of City Information by Year**

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?



Percent at least once

## Appendix A: Complete Set of Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” or “not applicable” response option, two tables for that question are provided: the first that excludes the “don’t know” or “not applicable” responses, the second that includes those response options.

**Table 1: Question 1 - Excluding Don't Know Responses**

Please rate each of the following aspects of quality of life in Northglenn.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Northglenn as a place to live	22%	N=142	56%	N=361	18%	N=119	4%	N=25	100%	N=648
Your neighborhood as a place to live	20%	N=126	50%	N=322	25%	N=159	6%	N=38	100%	N=645
Northglenn as a place to raise children	17%	N=95	50%	N=276	25%	N=138	8%	N=42	100%	N=550
Northglenn as a place to work	12%	N=45	43%	N=162	29%	N=110	16%	N=60	100%	N=376
Northglenn as a place to retire	19%	N=91	37%	N=180	24%	N=118	20%	N=99	100%	N=488
The physical attractiveness of Northglenn as a whole	12%	N=78	46%	N=292	33%	N=214	9%	N=57	100%	N=642
The overall quality of life in Northglenn	13%	N=83	56%	N=354	27%	N=173	4%	N=28	100%	N=638

**Table 2: Question 1 - Including Don't Know Responses**

Please rate each of the following aspects of quality of life in Northglenn.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Northglenn as a place to live	22%	N=142	56%	N=361	18%	N=119	4%	N=25	0%	N=0	100%	N=648
Your neighborhood as a place to live	20%	N=126	50%	N=322	25%	N=159	6%	N=38	0%	N=0	100%	N=645
Northglenn as a place to raise children	15%	N=95	43%	N=276	22%	N=138	7%	N=42	14%	N=88	100%	N=638
Northglenn as a place to work	7%	N=45	25%	N=162	17%	N=110	9%	N=60	42%	N=272	100%	N=649
Northglenn as a place to retire	14%	N=91	28%	N=180	19%	N=118	16%	N=99	23%	N=147	100%	N=635
The physical attractiveness of Northglenn as a whole	12%	N=78	45%	N=292	33%	N=214	9%	N=57	0%	N=3	100%	N=645
The overall quality of life in Northglenn	13%	N=83	55%	N=354	27%	N=173	4%	N=28	0%	N=3	100%	N=641

**Table 3: Question 2**

<b>Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?</b>	<b>Percent of respondents</b>	<b>Number</b>
Improve a lot	8%	N=49
Improve slightly	34%	N=223
Stay the same	26%	N=169
Decline slightly	23%	N=149
Decline a lot	9%	N=58
Total	100%	N=649

**Table 4: Question 3**

<b>What are your reasons for living in Northglenn? (Please select all that apply.)</b>	<b>Percent of respondents</b>	<b>Number</b>
I feel safe here	28%	N=177
I like the school my children attend	6%	N=37
My job is here	15%	N=97
I like my neighborhood	43%	N=276
I like the location in general	54%	N=346
I like the access to dining and entertainment	27%	N=174
Housing and rental rates are affordable	29%	N=183
I've always lived here	18%	N=114
I have friends and family in the area	24%	N=153
Small town feel	10%	N=66
Cost of living is affordable	21%	N=133
I like that the community is forward-thinking	14%	N=86
The growing and diverse community	14%	N=87
None of these	10%	N=63

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

**Table 5: Question 4 - Excluding Don't Know Responses**

Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sense of community	7%	N=42	44%	N=265	38%	N=225	11%	N=64	100%	N=596
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=66	56%	N=308	25%	N=138	7%	N=37	100%	N=550
Making all residents feel welcome	10%	N=56	49%	N=280	32%	N=185	8%	N=48	100%	N=569
Attracting people from diverse backgrounds	13%	N=66	50%	N=248	29%	N=142	8%	N=38	100%	N=493
Valuing/respecting residents from diverse backgrounds	9%	N=45	58%	N=292	26%	N=131	7%	N=37	100%	N=505
Cleanliness of Northglenn	13%	N=83	40%	N=253	35%	N=222	13%	N=83	100%	N=640
Overall quality of new development in Northglenn	13%	N=74	45%	N=259	30%	N=175	12%	N=68	100%	N=576
Variety of housing options	12%	N=66	37%	N=206	34%	N=186	17%	N=94	100%	N=553
Overall quality of business and service establishments in Northglenn	10%	N=62	46%	N=287	35%	N=218	10%	N=60	100%	N=628
Shopping opportunities	12%	N=77	44%	N=280	32%	N=205	12%	N=79	100%	N=640
Opportunities to attend cultural activities	15%	N=78	44%	N=228	29%	N=150	12%	N=63	100%	N=520
Recreational opportunities	21%	N=127	49%	N=294	25%	N=153	4%	N=27	100%	N=601
Employment opportunities	5%	N=17	40%	N=146	42%	N=152	13%	N=48	100%	N=363
Educational opportunities	5%	N=22	40%	N=162	41%	N=164	13%	N=54	100%	N=402
Opportunities to participate in social events and activities	17%	N=91	50%	N=265	27%	N=143	6%	N=32	100%	N=531
Opportunities to volunteer	20%	N=81	51%	N=210	27%	N=111	3%	N=13	100%	N=415
Opportunities to participate in civic matters	18%	N=81	50%	N=227	27%	N=121	5%	N=23	100%	N=452
Availability of paths and walking trails	28%	N=174	44%	N=277	22%	N=135	6%	N=37	100%	N=624
Availability of bike trails	26%	N=146	42%	N=234	22%	N=123	9%	N=49	100%	N=552
Availability of affordable quality housing	10%	N=56	30%	N=158	35%	N=189	25%	N=133	100%	N=537
Availability of affordable quality child care	5%	N=12	31%	N=66	36%	N=77	28%	N=59	100%	N=213
Availability of affordable quality health care	7%	N=31	44%	N=193	31%	N=133	18%	N=79	100%	N=436
Availability of affordable quality food	10%	N=59	50%	N=307	29%	N=177	11%	N=69	100%	N=612
Availability of preventive health services	9%	N=38	50%	N=220	27%	N=119	14%	N=60	100%	N=437
Overall health of the community	6%	N=30	46%	N=251	39%	N=208	9%	N=51	100%	N=540
Air quality	4%	N=25	40%	N=249	41%	N=252	15%	N=92	100%	N=617
Quality of overall natural environment in Northglenn	10%	N=64	48%	N=304	33%	N=208	8%	N=51	100%	N=627
Overall image or reputation of Northglenn	9%	N=52	41%	N=248	36%	N=215	15%	N=90	100%	N=605



**Table 6: Question 4 - Including Don't Know Responses**

Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sense of community	6%	N=42	41%	N=265	35%	N=225	10%	N=64	8%	N=48	100%	N=644
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=66	48%	N=308	22%	N=138	6%	N=37	14%	N=92	100%	N=642
Making all residents feel welcome	9%	N=56	44%	N=280	29%	N=185	7%	N=48	11%	N=72	100%	N=641
Attracting people from diverse backgrounds	10%	N=66	39%	N=248	22%	N=142	6%	N=38	22%	N=140	100%	N=633
Valuing/respecting residents from diverse backgrounds	7%	N=45	46%	N=292	21%	N=131	6%	N=37	21%	N=133	100%	N=639
Cleanliness of Northglenn	13%	N=83	39%	N=253	34%	N=222	13%	N=83	1%	N=5	100%	N=646
Overall quality of new development in Northglenn	12%	N=74	41%	N=259	27%	N=175	11%	N=68	10%	N=62	100%	N=638
Variety of housing options	10%	N=66	32%	N=206	29%	N=186	15%	N=94	14%	N=89	100%	N=641
Overall quality of business and service establishments in Northglenn	10%	N=62	45%	N=287	34%	N=218	9%	N=60	2%	N=14	100%	N=642
Shopping opportunities	12%	N=77	43%	N=280	32%	N=205	12%	N=79	0%	N=3	100%	N=643
Opportunities to attend cultural activities	12%	N=78	36%	N=228	24%	N=150	10%	N=63	18%	N=118	100%	N=637
Recreational opportunities	20%	N=127	46%	N=294	24%	N=153	4%	N=27	7%	N=46	100%	N=647
Employment opportunities	3%	N=17	23%	N=146	24%	N=152	7%	N=48	43%	N=279	100%	N=642
Educational opportunities	3%	N=22	25%	N=162	25%	N=164	8%	N=54	38%	N=242	100%	N=645
Opportunities to participate in social events and activities	14%	N=91	41%	N=265	22%	N=143	5%	N=32	18%	N=117	100%	N=648
Opportunities to volunteer	13%	N=81	33%	N=210	17%	N=111	2%	N=13	35%	N=224	100%	N=639
Opportunities to participate in civic matters	13%	N=81	35%	N=227	19%	N=121	4%	N=23	29%	N=189	100%	N=641
Availability of paths and walking trails	27%	N=174	43%	N=277	21%	N=135	6%	N=37	3%	N=21	100%	N=645
Availability of bike trails	23%	N=146	36%	N=234	19%	N=123	8%	N=49	14%	N=93	100%	N=645
Availability of affordable quality housing	9%	N=56	25%	N=158	30%	N=189	21%	N=133	16%	N=101	100%	N=638
Availability of affordable quality child care	2%	N=12	10%	N=66	12%	N=77	9%	N=59	67%	N=425	100%	N=638
Availability of affordable quality health care	5%	N=31	30%	N=193	21%	N=133	12%	N=79	32%	N=202	100%	N=639
Availability of affordable quality food	9%	N=59	48%	N=307	27%	N=177	11%	N=69	5%	N=32	100%	N=644
Availability of preventive health services	6%	N=38	34%	N=220	18%	N=119	9%	N=60	32%	N=209	100%	N=646
Overall health of the community	5%	N=30	39%	N=251	32%	N=208	8%	N=51	16%	N=105	100%	N=645
Air quality	4%	N=25	38%	N=249	39%	N=252	14%	N=92	4%	N=29	100%	N=646
Quality of overall natural environment in Northglenn	10%	N=64	47%	N=304	32%	N=208	8%	N=51	3%	N=20	100%	N=647
Overall image or reputation of Northglenn	8%	N=52	39%	N=248	34%	N=215	14%	N=90	6%	N=37	100%	N=642

**Table 7: Question 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		Total	
Used Northglenn recreation center	66%	N=404	18%	N=109	9%	N=57	4%	N=24	3%	N=21	100%	N=614
Participated in a recreation program or activity	64%	N=405	22%	N=140	8%	N=52	2%	N=11	3%	N=21	100%	N=630
Used a Northglenn park or trail	14%	N=90	16%	N=101	30%	N=190	15%	N=94	25%	N=157	100%	N=634
Visited Northglenn outdoor pool	84%	N=534	7%	N=44	7%	N=42	1%	N=9	0%	N=3	100%	N=632
Used a Northglenn bike/pedestrian path	23%	N=147	17%	N=108	22%	N=142	14%	N=88	24%	N=156	100%	N=641
Used the theatre	82%	N=526	14%	N=91	3%	N=20	0%	N=1	0%	N=2	100%	N=639
Attended a meeting of local city officials or other local public meeting	77%	N=490	17%	N=111	5%	N=30	0%	N=1	1%	N=7	100%	N=638
Watched a meeting of local city officials on cable television	83%	N=530	11%	N=69	6%	N=36	1%	N=3	0%	N=1	100%	N=640
Participated in a senior program	91%	N=576	6%	N=38	2%	N=11	0%	N=2	1%	N=8	100%	N=635
Visited the Senior Center	83%	N=533	11%	N=73	4%	N=23	1%	N=5	1%	N=5	100%	N=639
Dined at a Northglenn restaurant (other than fast food)	11%	N=69	18%	N=118	42%	N=266	17%	N=107	12%	N=76	100%	N=636
Attended a Northglenn festival or special event	42%	N=267	37%	N=234	17%	N=106	3%	N=21	1%	N=6	100%	N=634
Ridden an RTD bus	73%	N=469	12%	N=78	8%	N=53	1%	N=10	5%	N=32	100%	N=641
Used a local Park-n-Ride	70%	N=452	14%	N=88	11%	N=71	2%	N=10	3%	N=22	100%	N=642

**Table 8: Question 6 (Quality) - Excluding Don't Know Responses**

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.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Snow removal	17%	N=99	50%	N=293	23%	N=135	10%	N=58	100%	N=584
Street repair and maintenance	9%	N=56	38%	N=237	36%	N=226	18%	N=112	100%	N=631
Street cleaning	7%	N=45	50%	N=307	33%	N=205	9%	N=56	100%	N=614
Traffic enforcement	6%	N=38	39%	N=233	34%	N=204	20%	N=119	100%	N=594
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=29	36%	N=210	29%	N=170	30%	N=179	100%	N=588
Animal control	13%	N=61	48%	N=228	30%	N=143	10%	N=47	100%	N=479
Garbage collection	50%	N=315	38%	N=237	10%	N=61	2%	N=12	100%	N=626
Recycling	48%	N=278	34%	N=195	11%	N=61	8%	N=46	100%	N=580
Yard waste drop-off	29%	N=121	50%	N=209	18%	N=74	4%	N=16	100%	N=420
Utility billing	22%	N=130	47%	N=280	24%	N=142	8%	N=47	100%	N=599
Land use, planning and zoning	8%	N=30	48%	N=180	29%	N=110	16%	N=59	100%	N=379
Building permits	12%	N=27	44%	N=101	30%	N=68	15%	N=34	100%	N=230
Building inspections	12%	N=27	46%	N=104	32%	N=71	10%	N=23	100%	N=224
Maintenance of city parks and playgrounds	25%	N=147	54%	N=322	18%	N=105	3%	N=18	100%	N=593
Maintenance of open space and trails	24%	N=137	53%	N=304	19%	N=107	5%	N=27	100%	N=575
Recreation programs	15%	N=56	63%	N=236	17%	N=64	5%	N=19	100%	N=374
Recreation facilities	33%	N=134	50%	N=204	15%	N=61	2%	N=10	100%	N=409
Community/public art	26%	N=120	52%	N=240	16%	N=72	5%	N=24	100%	N=457
Services/programs for youth (ages 2-12)	16%	N=27	54%	N=95	26%	N=45	4%	N=7	100%	N=174
Services/programs for youth (ages 13-17)	9%	N=15	55%	N=87	27%	N=42	10%	N=15	100%	N=159
Services/programs for seniors	18%	N=43	52%	N=124	25%	N=60	5%	N=12	100%	N=239
Municipal court	13%	N=25	64%	N=120	18%	N=33	5%	N=10	100%	N=188
Public information services	13%	N=48	59%	N=212	22%	N=80	6%	N=21	100%	N=362
Services for homeless/transient populations	5%	N=13	22%	N=54	20%	N=50	53%	N=132	100%	N=249
Policing services	15%	N=74	53%	N=257	21%	N=103	10%	N=49	100%	N=483
Police response time to emergency police calls (not code enforcement)	26%	N=88	56%	N=194	12%	N=40	6%	N=22	100%	N=344
Police response time to non-emergency police calls (not code enforcement)	25%	N=89	48%	N=169	18%	N=65	9%	N=32	100%	N=355
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	12%	N=40	40%	N=137	28%	N=96	20%	N=69	100%	N=343

**Table 9: Question 6 (Quality) - Including Don't Know Responses**

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.	Excellent		Good		Fair		Poor		Don't know		Total	
Snow removal	15%	N=99	46%	N=293	21%	N=135	9%	N=58	9%	N=57	100%	N=642
Street repair and maintenance	9%	N=56	37%	N=237	35%	N=226	17%	N=112	2%	N=10	100%	N=641
Street cleaning	7%	N=45	48%	N=307	32%	N=205	9%	N=56	3%	N=22	100%	N=636
Traffic enforcement	6%	N=38	36%	N=233	32%	N=204	19%	N=119	7%	N=46	100%	N=640
Code enforcement (junk vehicles, weed control, trash, outside storage)	4%	N=29	33%	N=210	26%	N=170	28%	N=179	9%	N=55	100%	N=642
Animal control	9%	N=61	35%	N=228	22%	N=143	7%	N=47	26%	N=164	100%	N=644
Garbage collection	49%	N=315	37%	N=237	10%	N=61	2%	N=12	3%	N=19	100%	N=644
Recycling	43%	N=278	30%	N=195	10%	N=61	7%	N=46	10%	N=62	100%	N=642
Yard waste drop-off	19%	N=121	33%	N=209	12%	N=74	2%	N=16	34%	N=221	100%	N=641
Utility billing	20%	N=130	44%	N=280	22%	N=142	7%	N=47	6%	N=40	100%	N=638
Land use, planning and zoning	5%	N=30	28%	N=180	17%	N=110	9%	N=59	41%	N=260	100%	N=640
Building permits	4%	N=27	16%	N=101	11%	N=68	5%	N=34	64%	N=409	100%	N=639
Building inspections	4%	N=27	16%	N=104	11%	N=71	4%	N=23	65%	N=413	100%	N=637
Maintenance of city parks and playgrounds	23%	N=147	51%	N=322	16%	N=105	3%	N=18	7%	N=45	100%	N=638
Maintenance of open space and trails	21%	N=137	47%	N=304	17%	N=107	4%	N=27	10%	N=66	100%	N=642
Recreation programs	9%	N=56	37%	N=236	10%	N=64	3%	N=19	42%	N=269	100%	N=643
Recreation facilities	21%	N=134	32%	N=204	10%	N=61	2%	N=10	36%	N=231	100%	N=640
Community/public art	19%	N=120	37%	N=240	11%	N=72	4%	N=24	29%	N=183	100%	N=640
Services/programs for youth (ages 2-12)	4%	N=27	15%	N=95	7%	N=45	1%	N=7	73%	N=464	100%	N=638
Services/programs for youth (ages 13-17)	2%	N=15	14%	N=87	7%	N=42	2%	N=15	75%	N=478	100%	N=637
Services/programs for seniors	7%	N=43	19%	N=124	9%	N=60	2%	N=12	63%	N=399	100%	N=638
Municipal court	4%	N=25	19%	N=120	5%	N=33	2%	N=10	70%	N=448	100%	N=636
Public information services	8%	N=48	34%	N=212	13%	N=80	3%	N=21	43%	N=268	100%	N=629
Services for homeless/transient populations	2%	N=13	8%	N=54	8%	N=50	21%	N=132	61%	N=389	100%	N=638
Policing services	12%	N=74	41%	N=257	16%	N=103	8%	N=49	24%	N=149	100%	N=632
Police response time to emergency police calls (not code enforcement)	14%	N=88	30%	N=194	6%	N=40	3%	N=22	46%	N=293	100%	N=637

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.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police response time to non-emergency police calls (not code enforcement)	14%	N=89	27%	N=169	10%	N=65	5%	N=32	44%	N=279	100%	N=633
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	6%	N=40	22%	N=137	15%	N=96	11%	N=69	46%	N=292	100%	N=635

**Table 10: Question 6 (Importance) - Excluding Don't Know Responses**

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.	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Snow removal	58%	N=350	34%	N=204	7%	N=42	1%	N=5	100%	N=601
Street repair and maintenance	53%	N=329	41%	N=258	6%	N=36	0%	N=0	100%	N=623
Street cleaning	18%	N=110	41%	N=257	39%	N=242	2%	N=11	100%	N=621
Traffic enforcement	34%	N=208	44%	N=274	19%	N=116	3%	N=19	100%	N=617
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	N=130	44%	N=269	32%	N=197	4%	N=23	100%	N=617
Animal control	15%	N=92	47%	N=284	35%	N=211	2%	N=15	100%	N=601
Garbage collection	67%	N=412	29%	N=178	4%	N=26	0%	N=0	100%	N=616
Recycling	56%	N=342	31%	N=189	11%	N=66	3%	N=17	100%	N=614
Yard waste drop-off	28%	N=156	40%	N=225	28%	N=157	4%	N=21	100%	N=559
Utility billing	39%	N=224	43%	N=245	17%	N=96	1%	N=4	100%	N=569
Land use, planning and zoning	23%	N=119	47%	N=246	29%	N=152	2%	N=9	100%	N=526
Building permits	22%	N=104	42%	N=197	31%	N=146	4%	N=19	100%	N=465
Building inspections	29%	N=139	42%	N=201	28%	N=134	1%	N=6	100%	N=480
Maintenance of city parks and playgrounds	39%	N=241	50%	N=304	11%	N=65	0%	N=1	100%	N=610
Maintenance of open space and trails	38%	N=230	49%	N=295	13%	N=77	1%	N=4	100%	N=606
Recreation programs	18%	N=105	48%	N=274	31%	N=178	2%	N=12	100%	N=569
Recreation facilities	20%	N=114	51%	N=293	28%	N=161	1%	N=5	100%	N=574
Community/public art	11%	N=63	39%	N=218	38%	N=212	12%	N=69	100%	N=561
Services/programs for youth (ages 2-12)	22%	N=101	50%	N=229	25%	N=116	3%	N=13	100%	N=459
Services/programs for youth (ages 13-17)	25%	N=116	45%	N=209	27%	N=123	3%	N=13	100%	N=460
Services/programs for seniors	23%	N=119	48%	N=247	28%	N=145	1%	N=7	100%	N=517

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.	Essential		Very important		Somewhat important		Not at all important		Total	
Municipal court	38%	N=197	38%	N=194	22%	N=113	3%	N=14	100%	N=517
Public information services	28%	N=147	47%	N=247	24%	N=127	1%	N=7	100%	N=528
Services for homeless/transient populations	36%	N=194	36%	N=195	21%	N=116	7%	N=37	100%	N=542
Policing services	55%	N=323	30%	N=174	13%	N=74	2%	N=14	100%	N=586
Police response time to emergency police calls (not code enforcement)	71%	N=424	23%	N=139	4%	N=25	1%	N=6	100%	N=595
Police response time to non-emergency police calls (not code enforcement)	47%	N=280	40%	N=238	11%	N=67	2%	N=10	100%	N=595
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	52%	N=298	31%	N=176	15%	N=86	3%	N=16	100%	N=577

**Table 11: Question 6 (Importance) - Including Don't Know Responses**

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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Snow removal	58%	N=350	34%	N=204	7%	N=42	1%	N=5	1%	N=5	100%	N=606
Street repair and maintenance	52%	N=329	41%	N=258	6%	N=36	0%	N=0	1%	N=5	100%	N=629
Street cleaning	18%	N=110	41%	N=257	39%	N=242	2%	N=11	1%	N=6	100%	N=627
Traffic enforcement	33%	N=208	44%	N=274	19%	N=116	3%	N=19	2%	N=10	100%	N=627
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	N=130	43%	N=269	31%	N=197	4%	N=23	2%	N=12	100%	N=630
Animal control	15%	N=92	45%	N=284	34%	N=211	2%	N=15	5%	N=29	100%	N=630
Garbage collection	66%	N=412	28%	N=178	4%	N=26	0%	N=0	2%	N=11	100%	N=627
Recycling	55%	N=342	30%	N=189	11%	N=66	3%	N=17	2%	N=12	100%	N=627
Yard waste drop-off	25%	N=156	36%	N=225	25%	N=157	3%	N=21	10%	N=65	100%	N=624
Utility billing	36%	N=224	39%	N=245	15%	N=96	1%	N=4	9%	N=57	100%	N=625
Land use, planning and zoning	19%	N=119	39%	N=246	24%	N=152	1%	N=9	16%	N=98	100%	N=624
Building permits	17%	N=104	32%	N=197	23%	N=146	3%	N=19	25%	N=156	100%	N=622
Building inspections	22%	N=139	33%	N=201	22%	N=134	1%	N=6	22%	N=138	100%	N=618
Maintenance of city parks and playgrounds	39%	N=241	49%	N=304	10%	N=65	0%	N=1	2%	N=10	100%	N=620
Maintenance of open space and trails	37%	N=230	47%	N=295	12%	N=77	1%	N=4	3%	N=16	100%	N=622
Recreation programs	17%	N=105	44%	N=274	28%	N=178	2%	N=12	9%	N=57	100%	N=626

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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Recreation facilities	18%	N=114	47%	N=293	26%	N=161	1%	N=5	8%	N=48	100%	N=622
Community/public art	10%	N=63	35%	N=218	34%	N=212	11%	N=69	10%	N=63	100%	N=624
Services/programs for youth (ages 2-12)	16%	N=101	37%	N=229	19%	N=116	2%	N=13	26%	N=158	100%	N=617
Services/programs for youth (ages 13-17)	19%	N=116	34%	N=209	20%	N=123	2%	N=13	25%	N=156	100%	N=616
Services/programs for seniors	19%	N=119	40%	N=247	24%	N=145	1%	N=7	16%	N=98	100%	N=615
Municipal court	32%	N=197	31%	N=194	18%	N=113	2%	N=14	16%	N=101	100%	N=617
Public information services	24%	N=147	41%	N=247	21%	N=127	1%	N=7	13%	N=80	100%	N=608
Services for homeless/transient populations	31%	N=194	32%	N=195	19%	N=116	6%	N=37	12%	N=75	100%	N=617
Policing services	52%	N=323	28%	N=174	12%	N=74	2%	N=14	6%	N=36	100%	N=621
Police response time to emergency police calls (not code enforcement)	68%	N=424	22%	N=139	4%	N=25	1%	N=6	4%	N=27	100%	N=622
Police response time to non-emergency police calls (not code enforcement)	45%	N=280	38%	N=238	11%	N=67	2%	N=10	4%	N=27	100%	N=622
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	48%	N=298	28%	N=176	14%	N=86	3%	N=16	7%	N=45	100%	N=622

**Table 12: Question 7 - Excluding Don't Know Responses**

Overall, how would you rate the quality of the services provided by the City of Northglenn?	Percent of respondents	Number
Excellent	12%	N=70
Good	66%	N=401
Fair	18%	N=110
Poor	4%	N=23
Total	100%	N=605

**Table 13: Question 7 - Including Don't Know Responses**

Overall, how would you rate the quality of the services provided by the City of Northglenn?	Percent of respondents	Number
Excellent	11%	N=70
Good	64%	N=401
Fair	18%	N=110
Poor	4%	N=23
Don't know	3%	N=20
Total	100%	N=625

**Table 14: Question 8 - Excluding Don't Know Responses**

Please rate the following aspects of transportation within the City of Northglenn:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Condition of city streets	10%	N=61	45%	N=285	33%	N=208	12%	N=79	100%	N=634
Access to mass transit	25%	N=131	52%	N=276	18%	N=94	6%	N=32	100%	N=534
Ease of car travel in Northglenn	18%	N=112	54%	N=341	20%	N=126	8%	N=49	100%	N=629
Ease of bus travel in Northglenn	13%	N=43	47%	N=152	32%	N=104	8%	N=25	100%	N=323
Ease of walking in Northglenn	15%	N=93	50%	N=302	27%	N=160	7%	N=44	100%	N=599
Ease of bicycle travel in Northglenn	17%	N=83	54%	N=268	24%	N=116	5%	N=25	100%	N=493
Traffic flow on major streets	6%	N=36	41%	N=261	35%	N=223	17%	N=110	100%	N=630

**Table 15: Question 8 - Including Don't Know Responses**

Please rate the following aspects of transportation within the City of Northglenn:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Condition of city streets	10%	N=61	45%	N=285	33%	N=208	12%	N=79	1%	N=4	100%	N=637
Access to mass transit	21%	N=131	43%	N=276	15%	N=94	5%	N=32	16%	N=103	100%	N=637
Ease of car travel in Northglenn	18%	N=112	53%	N=341	20%	N=126	8%	N=49	2%	N=10	100%	N=639
Ease of bus travel in Northglenn	7%	N=43	24%	N=152	16%	N=104	4%	N=25	49%	N=309	100%	N=633
Ease of walking in Northglenn	15%	N=93	48%	N=302	25%	N=160	7%	N=44	6%	N=36	100%	N=635
Ease of bicycle travel in Northglenn	13%	N=83	42%	N=268	18%	N=116	4%	N=25	23%	N=147	100%	N=640
Traffic flow on major streets	6%	N=36	41%	N=261	35%	N=223	17%	N=110	1%	N=7	100%	N=637



**Table 16: Question 9 - Excluding Don't Know Responses**

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Northglenn to someone who asks	33%	N=203	47%	N=292	11%	N=71	9%	N=56	100%	N=622
Remain in Northglenn for the next five years	48%	N=294	29%	N=174	13%	N=80	10%	N=63	100%	N=611
Recommend living in Northglenn permanently	27%	N=158	36%	N=215	18%	N=109	18%	N=109	100%	N=591

**Table 17: Question 9 - Including Don't Know Responses**

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	
Recommend living in Northglenn to someone who asks	32%	N=203	46%	N=292	11%	N=71	9%	N=56	3%	N=17	100%	N=638
Remain in Northglenn for the next five years	46%	N=294	27%	N=174	12%	N=80	10%	N=63	4%	N=26	100%	N=637
Recommend living in Northglenn permanently	25%	N=158	34%	N=215	17%	N=109	17%	N=109	7%	N=48	100%	N=639

**Table 18: Question 10 - Excluding Don't Know Responses**

How would you rate the overall performance of the Northglenn city government?	Percent of respondents	Number
Excellent	10%	N=49
Good	58%	N=280
Fair	26%	N=124
Poor	6%	N=29
Total	100%	N=482

**Table 19: Question 10 - Including Don't Know Responses**

How would you rate the overall performance of the Northglenn city government?	Percent of respondents	Number
Excellent	8%	N=49
Good	44%	N=280
Fair	19%	N=124
Poor	4%	N=29
Don't know	24%	N=156
Total	100%	N=637

**Table 20: Question 11 - Excluding Don't Know Responses**

Please rate the following categories of Scott County government performance.	Excellent		Good		Fair		Poor		Total	
The extent to which Northglenn elected officials act in the best interest of the community at large	10%	N=44	51%	N=229	27%	N=121	13%	N=58	100%	N=452
The quality of work performed by City of Northglenn employees	18%	N=90	57%	N=289	20%	N=101	5%	N=27	100%	N=507
The value of services for the taxes paid to Northglenn.	12%	N=60	45%	N=235	26%	N=135	17%	N=87	100%	N=517
The overall direction that Northglenn is taking	13%	N=70	46%	N=246	26%	N=138	15%	N=79	100%	N=533
The job Northglenn does at informing residents on major issues within the community	15%	N=81	47%	N=258	26%	N=142	13%	N=72	100%	N=554
The job Northglenn government does at welcoming citizen involvement	17%	N=82	46%	N=216	25%	N=118	11%	N=54	100%	N=470

**Table 21: Question 11 - Including Don't Know Responses**

Please rate the following categories of Scott County government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The extent to which Northglenn elected officials act in the best interest of the community at large	7%	N=44	36%	N=229	19%	N=121	9%	N=58	28%	N=176	100%	N=628
The quality of work performed by City of Northglenn employees	14%	N=90	46%	N=289	16%	N=101	4%	N=27	20%	N=124	100%	N=631
The value of services for the taxes paid to Northglenn.	10%	N=60	38%	N=235	22%	N=135	14%	N=87	17%	N=106	100%	N=623
The overall direction that Northglenn is taking	11%	N=70	39%	N=246	22%	N=138	13%	N=79	16%	N=98	100%	N=631
The job Northglenn does at informing residents on major issues within the community	13%	N=81	41%	N=258	22%	N=142	11%	N=72	12%	N=77	100%	N=631
The job Northglenn government does at welcoming citizen involvement	13%	N=82	34%	N=216	19%	N=118	9%	N=54	25%	N=159	100%	N=629

**Table 22: Question 12**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	Percent of respondents	Number
Yes	55%	N=353
No	45%	N=286
Total	100%	N=639

**Table 23: Question 13 - Excluding Don't Know Responses**

What was your impression of the City of Northglenn employee(s) overall? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Knowledge	47%	N=159	34%	N=114	11%	N=39	8%	N=28	100%	N=341
Responsiveness	46%	N=157	34%	N=115	14%	N=46	6%	N=20	100%	N=338
Courtesy	58%	N=198	27%	N=91	12%	N=40	4%	N=12	100%	N=341
Making you feel valued	44%	N=144	30%	N=97	18%	N=60	8%	N=27	100%	N=328
Overall impression	42%	N=145	36%	N=123	15%	N=50	8%	N=27	100%	N=345

*This question was only asked of respondents who indicated they had contact with a City employee.*

**Table 24: Question 13 - Including Don't Know Responses**

What was your impression of the City of Northglenn employee(s) overall? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge	33%	N=159	24%	N=114	8%	N=39	6%	N=28	30%	N=144	100%	N=484
Responsiveness	32%	N=157	24%	N=115	9%	N=46	4%	N=20	30%	N=148	100%	N=486
Courtesy	41%	N=198	19%	N=91	8%	N=40	3%	N=12	30%	N=143	100%	N=484
Making you feel valued	30%	N=144	20%	N=97	12%	N=60	6%	N=27	32%	N=155	100%	N=483
Overall impression	30%	N=145	26%	N=123	10%	N=50	6%	N=27	29%	N=138	100%	N=483

*This question was only asked of respondents who indicated they had contact with a City employee.*

**Table 25: Question 14 - Excluding Don't Know Responses**

Please rate how safe you feel in the following areas in Northglenn:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Parks and playgrounds	30%	N=172	50%	N=289	10%	N=61	8%	N=45	2%	N=11	100%	N=578
Recreation center	60%	N=229	33%	N=125	5%	N=19	1%	N=5	1%	N=5	100%	N=384
In your neighborhood	26%	N=162	48%	N=305	11%	N=72	11%	N=67	4%	N=23	100%	N=629
In your home	53%	N=336	33%	N=207	6%	N=41	6%	N=39	2%	N=11	100%	N=633
On the trail system	18%	N=97	56%	N=308	15%	N=82	8%	N=42	3%	N=19	100%	N=548
On roadways	15%	N=92	51%	N=318	20%	N=122	10%	N=64	4%	N=25	100%	N=621
Retail/commercial areas	23%	N=141	53%	N=328	17%	N=106	5%	N=33	1%	N=7	100%	N=615

**Table 26: Question 14 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Parks and playgrounds	28%	N=172	46%	N=289	10%	N=61	7%	N=45	2%	N=11	7%	N=46	100%	N=623
Recreation center	36%	N=229	20%	N=125	3%	N=19	1%	N=5	1%	N=5	39%	N=245	100%	N=629
In your neighborhood	25%	N=162	48%	N=305	11%	N=72	11%	N=67	4%	N=23	1%	N=7	100%	N=637
In your home	53%	N=336	33%	N=207	6%	N=41	6%	N=39	2%	N=11	0%	N=1	100%	N=634
On the trail system	15%	N=97	49%	N=308	13%	N=82	7%	N=42	3%	N=19	13%	N=83	100%	N=630
On roadways	15%	N=92	50%	N=318	19%	N=122	10%	N=64	4%	N=25	2%	N=16	100%	N=637
Retail/commercial areas	22%	N=141	52%	N=328	17%	N=106	5%	N=33	1%	N=7	3%	N=19	100%	N=633

**Table 27: Question 15**

Please indicate whether or not each of the following has applied to you in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Household member was a victim of a crime in Northglenn	83%	N=529	17%	N=109	100%	N=638
Reported a crime to the police in Northglenn	74%	N=467	26%	N=166	100%	N=634

**Table 28: Question 16 - Excluding Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N
Solving violent crimes	71%	N=429	25%	N=154	2%	N=14	1%	N=9	100%	N=605
Solving property crimes	35%	N=215	50%	N=310	13%	N=82	1%	N=7	100%	N=614
Reducing illegal activities committed by youth	37%	N=231	41%	N=255	16%	N=102	5%	N=33	100%	N=621
Reducing illegal drug activity	44%	N=278	30%	N=186	20%	N=126	6%	N=36	100%	N=626
Enforcement of traffic laws	28%	N=175	43%	N=266	23%	N=143	7%	N=42	100%	N=626
Code enforcement	17%	N=102	37%	N=226	40%	N=244	7%	N=43	100%	N=615
Crime prevention (School Resource Officers, citizen police academy)	36%	N=217	37%	N=219	22%	N=131	5%	N=30	100%	N=597

**Table 29: Question 16 - Including Don't Know Responses**

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		Total	
Solving violent crimes	67%	N=429	24%	N=154	2%	N=14	1%	N=9	5%	N=31	100%	N=636
Solving property crimes	34%	N=215	49%	N=310	13%	N=82	1%	N=7	3%	N=22	100%	N=636
Reducing illegal activities committed by youth	36%	N=231	40%	N=255	16%	N=102	5%	N=33	3%	N=18	100%	N=639
Reducing illegal drug activity	43%	N=278	29%	N=186	20%	N=126	6%	N=36	2%	N=15	100%	N=641
Enforcement of traffic laws	27%	N=175	42%	N=266	22%	N=143	7%	N=42	2%	N=15	100%	N=640
Code enforcement	16%	N=102	35%	N=226	38%	N=244	7%	N=43	4%	N=24	100%	N=639
Crime prevention (School Resource Officers, citizen police academy)	34%	N=217	34%	N=219	21%	N=131	5%	N=30	6%	N=39	100%	N=636

**Table 30: Question 17 - Excluding Don't Know Responses**

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		Total	
Better connection with the community (i.e., community forums, events)	44%	N=267	47%	N=281	8%	N=48	1%	N=5	100%	N=601
Increased visibility of police	51%	N=315	32%	N=198	11%	N=68	5%	N=32	100%	N=613
Additional training for officers to more effectively deal with mental health issues	71%	N=434	22%	N=134	6%	N=37	1%	N=6	100%	N=610
Greater accessibility to police and police-related information	39%	N=239	44%	N=273	15%	N=93	2%	N=15	100%	N=620
More community policing officers (problem solving at a community-level such as neighborhood problems)	41%	N=250	45%	N=276	10%	N=64	4%	N=24	100%	N=614
Increasing use of technology, such as body cameras and dashboard cameras	61%	N=376	29%	N=177	9%	N=55	1%	N=8	100%	N=617
Adding surveillance cameras in high crime area	59%	N=370	28%	N=173	10%	N=59	4%	N=22	100%	N=624

**Table 31: Question 17 - Including Don't Know Responses**

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		Total	
Better connection with the community (i.e., community forums, events)	42%	N=267	44%	N=281	8%	N=48	1%	N=5	5%	N=33	100%	N=633
Increased visibility of police	49%	N=315	31%	N=198	11%	N=68	5%	N=32	4%	N=24	100%	N=637
Additional training for officers to more effectively deal with mental health issues	68%	N=434	21%	N=134	6%	N=37	1%	N=6	5%	N=29	100%	N=639
Greater accessibility to police and police-related information	37%	N=239	43%	N=273	15%	N=93	2%	N=15	3%	N=18	100%	N=638
More community policing officers (problem solving at a community-level such as neighborhood problems)	39%	N=250	43%	N=276	10%	N=64	4%	N=24	4%	N=24	100%	N=637
Increasing use of technology, such as body cameras and dashboard cameras	59%	N=376	28%	N=177	9%	N=55	1%	N=8	3%	N=22	100%	N=639
Adding surveillance cameras in high crime area	58%	N=370	27%	N=173	9%	N=59	3%	N=22	2%	N=15	100%	N=639

**Table 32: Question 18 - Excluding Don't Know Responses**

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		Total	
Promote efforts to revitalize Northglenn's housing areas	47%	N=287	39%	N=242	10%	N=60	3%	N=18	1%	N=9	100%	N=615
Promote efforts to revitalize Northglenn's business areas	54%	N=334	33%	N=202	11%	N=69	1%	N=5	2%	N=12	100%	N=622
Strengthen Northglenn's community image and identity	44%	N=270	36%	N=222	19%	N=117	1%	N=6	1%	N=4	100%	N=619
Promote efforts to attract and recruit new types of retail businesses to Northglenn	53%	N=329	31%	N=192	13%	N=84	2%	N=13	1%	N=8	100%	N=626
Promote efforts to attract new jobs	53%	N=322	31%	N=186	15%	N=92	1%	N=4	0%	N=3	100%	N=607

**Table 33: Question 18 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Promote efforts to revitalize Northglenn's housing areas	45%	N=287	38%	N=242	9%	N=60	3%	N=18	1%	N=9	3%	N=18	100%	N=633
Promote efforts to revitalize Northglenn's business areas	53%	N=334	32%	N=202	11%	N=69	1%	N=5	2%	N=12	1%	N=9	100%	N=631
Strengthen Northglenn's community image and identity	43%	N=270	35%	N=222	18%	N=117	1%	N=6	1%	N=4	2%	N=11	100%	N=630
Promote efforts to attract and recruit new types of retail businesses to Northglenn	52%	N=329	30%	N=192	13%	N=84	2%	N=13	1%	N=8	1%	N=7	100%	N=633
Promote efforts to attract new jobs	52%	N=322	30%	N=186	15%	N=92	1%	N=4	0%	N=3	3%	N=18	100%	N=625

**Table 34: Question 19 - Excluding Don't Know Responses**

For each type of shopping, please estimate how frequently you make purchases in Northglenn:	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Grocery shopping	4%	N=25	12%	N=75	9%	N=59	19%	N=119	56%	N=356	100%	N=634
Health services	30%	N=185	25%	N=158	18%	N=112	21%	N=129	6%	N=39	100%	N=622
Meals and entertainment	3%	N=17	12%	N=76	19%	N=119	36%	N=229	30%	N=190	100%	N=631
Household items	5%	N=30	15%	N=91	16%	N=99	32%	N=201	33%	N=205	100%	N=626
Computers and electronics	27%	N=164	27%	N=164	23%	N=140	18%	N=112	5%	N=30	100%	N=610
General retail (shoes, beauticians, clothing, etc.)	8%	N=53	22%	N=141	27%	N=172	28%	N=177	14%	N=87	100%	N=631

**Table 35: Question 19 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Grocery shopping	4%	N=25	12%	N=75	9%	N=59	19%	N=119	56%	N=356	1%	N=4	100%	N=637
Health services	29%	N=185	25%	N=158	17%	N=112	20%	N=129	6%	N=39	2%	N=16	100%	N=638
Meals and entertainment	3%	N=17	12%	N=76	19%	N=119	36%	N=229	30%	N=190	1%	N=8	100%	N=639
Household items	5%	N=30	14%	N=91	16%	N=99	32%	N=201	32%	N=205	1%	N=9	100%	N=635
Computers and electronics	26%	N=164	26%	N=164	22%	N=140	18%	N=112	5%	N=30	4%	N=25	100%	N=635
General retail (shoes, beauticians, clothing, etc.)	8%	N=53	22%	N=141	27%	N=172	28%	N=177	14%	N=87	1%	N=7	100%	N=638

**Table 36: Question 20**

When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)	Percent of respondents	Number
Don't shop outside of Northglenn	2%	N=14
It is convenient; on my way to or from work or near my home	46%	N=293
I like the range of quality goods and services	45%	N=288
Desired item is not available in Northglenn	60%	N=385
It is more affordable	15%	N=95
Visit a mall or other major retailers	36%	N=233
I shop online	56%	N=358
Other	9%	N=60

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



**Table 37: Question 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		Total	
City Monthly "Connection" Newsletter	23%	N=145	20%	N=126	40%	N=252	9%	N=60	8%	N=48	100%	N=632
City e-newsletter	66%	N=410	18%	N=113	10%	N=62	3%	N=21	3%	N=18	100%	N=624
Parks and Recreation Activity Guide	36%	N=225	34%	N=210	22%	N=138	6%	N=37	2%	N=14	100%	N=624
Denver Post	73%	N=459	13%	N=79	7%	N=47	2%	N=13	5%	N=34	100%	N=632
Denver Post YourHub	89%	N=558	5%	N=31	3%	N=21	1%	N=4	3%	N=16	100%	N=630
The Northglenn-Thornton Sentinel	64%	N=404	19%	N=120	12%	N=76	3%	N=20	2%	N=15	100%	N=635
Radio news	66%	N=417	13%	N=83	10%	N=61	6%	N=38	6%	N=36	100%	N=634
Television news	53%	N=332	15%	N=97	11%	N=72	9%	N=55	12%	N=74	100%	N=629
Cable TV Channel 8 (Government Access Channel)	81%	N=502	9%	N=54	6%	N=39	3%	N=17	1%	N=9	100%	N=622
City's website: www.northglenn.org	29%	N=179	25%	N=157	34%	N=212	8%	N=52	4%	N=25	100%	N=625
Access Northglenn app (issue tracking system)	87%	N=542	8%	N=49	3%	N=19	1%	N=5	2%	N=11	100%	N=626
City of Northglenn's social media sites (Facebook, Twitter)	71%	N=447	12%	N=78	11%	N=66	3%	N=18	3%	N=20	100%	N=629
Community-created Facebook groups/pages about Northglenn	75%	N=467	10%	N=62	9%	N=55	4%	N=23	3%	N=17	100%	N=623
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	42%	N=263	14%	N=87	22%	N=139	12%	N=73	10%	N=65	100%	N=628
Word of mouth	25%	N=160	33%	N=208	26%	N=161	12%	N=76	4%	N=26	100%	N=631

**Table 38: Question D1**

About how long have you lived in Northglenn?	Percent of respondents	Number
Less than 2 years	18%	N=118
2-5 years	21%	N=135
6-10 years	16%	N=100
11-20 years	12%	N=80
More than 20 years	33%	N=211
Total	100%	N=644

**Table 39: Question D2**

<b>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.)</b>	<b>Percent of respondents</b>	<b>Number</b>
Arvada	3%	N=16
Aurora	3%	N=16
Boulder	4%	N=22
Broomfield	6%	N=37
Denver	14%	N=89
Englewood	1%	N=6
Golden	1%	N=8
Lakewood	1%	N=7
Littleton	0%	N=1
Louisville	2%	N=13
Northglenn	7%	N=43
Thornton	6%	N=39
Westminster	6%	N=41
Wheat Ridge	0%	N=2
Other	11%	N=73
Remote work from home	9%	N=60
Do not work (student, homemaker, retired, etc.)	26%	N=163
Total	100%	N=636

**Table 40: Question D3**

<b>Please check the appropriate box indicating the type of housing unit in which you live.</b>	<b>Percent of respondents</b>	<b>Number</b>
Detached single-family home	65%	N=418
Condominium or townhouse	7%	N=47
Duplex	3%	N=18
Apartment	25%	N=157
Mobile home	0%	N=0
Total	100%	N=640

**Table 41: Question D4**

<b>Do you own or rent your residence?</b>	<b>Percent of respondents</b>	<b>Number</b>
Own	63%	N=405
Rent	37%	N=236
Total	100%	N=640

**Table 42: Question D5**

<b>How many of the following live in your household?</b>	<b>None</b>		<b>1</b>		<b>2</b>		<b>3</b>		<b>4</b>		<b>5+</b>		<b>Total</b>	
Total people, including you	0%	N=0	39%	N=248	29%	N=186	15%	N=94	12%	N=74	6%	N=37	100%	N=640
Children under 18	74%	N=441	15%	N=87	8%	N=48	3%	N=18	0%	N=2	0%	N=0	100%	N=594
Adults 65 years or older	78%	N=464	17%	N=103	5%	N=30	0%	N=0	0%	N=0	0%	N=0	100%	N=598

**Table 43: Question D6**

<b>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.)</b>	<b>Percent of respondents</b>	<b>Number</b>
Less than \$15,000	2%	N=13
\$15,000 to \$24,999	6%	N=35
\$25,000 to \$34,999	8%	N=47
\$35,000 to \$49,999	16%	N=93
\$50,000 to \$74,999	20%	N=117
\$75,000 to \$99,999	19%	N=114
\$100,000 to \$124,999	11%	N=64
\$125,000 or more	18%	N=105
Total	100%	N=588

**Table 44: Question D7**

What is your age?	Percent of respondents	Number
18-24	2%	N=11
25-34	27%	N=169
35-44	18%	N=114
45-54	19%	N=123
55-64	10%	N=67
65-74	13%	N=86
75 +	10%	N=66
Total	100%	N=636

**Table 45: Question D8**

What is your race? (Please check all that apply.)	Percent of respondents	Number
American Indian or Alaskan Native	5%	N=31
Asian	3%	N=17
Black or African American	4%	N=25
Native Hawaiian or Other Pacific Islander	0%	N=3
White	85%	N=527
Other	9%	N=57

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

**Table 46: Question D9**

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent of respondents	Number
No, not of Hispanic, Latino/a/x, or Spanish origin	76%	N=459
Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	24%	N=142
Total	100%	N=601

**Table 47: Question D10**

<b>What is your gender/gender identity?</b>	<b>Percent of respondents</b>	<b>Number</b>
Female	52%	N=326
Male	47%	N=297
Prefer to identify another way	1%	N=8
Total	100%	N=630

**Table 48: Question D11**

<b>Did you vote in the last election?</b>	<b>Percent of respondents</b>	<b>Number</b>
Yes	92%	N=593
No	8%	N=51
Total	100%	N=644

## Appendix B: Comparisons of Survey Responses by Respondent Characteristics

### Understanding the Tables

For most of the questions in the tables that follow, one number appears for each question. Responses have been summarized to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as excellent or good.

The subgroup comparison tables contain the crosstabulations of survey questions by Council Ward as well as various demographic characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. As subgroups vary in size and each group (and each comparison to another group) has a unique margin of error, statistical testing is used to determine whether differences between subgroups are statistically significant.

Each column in the following tables is labeled with a letter for each subgroup being compared. The “Overall” column, which shows the ratings for all respondents, also has a column designation of “(A)”, but no statistical tests were done for the overall rating.

For each pair of subgroup ratings within a row (a single question item) that has a statistically significant difference, an upper case letter denoting significance is shown in the cell with the larger column proportion. The letter denotes the subgroup with the smaller column proportion from which it is statistically different. Subgroups that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 49, residents living in Ward 2 (B) gave statistically significantly lower ratings than those living in Ward 1 (A), Ward 3 (C) and Ward 4 (D) for Northglenn as a place to live. This is denoted by the “B” listed under the rating for Ward 1, Ward 3 and Ward 4.

### Comparisons by Ward

#### Highlights

- Residents living in Ward 4 tended to give higher evaluations to their neighborhood as a place to live and Northglenn as a place to work compared to those living in Ward 2 and Ward 3. Further, residents living in Ward 4 tended to give higher evaluations to other aspects of quality of life in Northglenn (Northglenn as a place to raise children and retire among others) compared to residents living in Ward 2.
- Respondents residing in Ward 1 were more likely to think the quality of life in Northglenn will improve over the next five years compared to those living in Ward 2. When assessing reasons for living in Northglenn, residents in Ward 1 were more likely to select that they like their neighborhood as a reason compared to those living in all other wards.
- When assessing the various community characteristics listed on the survey, those from Ward 3 and Ward 4 generally gave higher quality ratings compared to those from Ward 2 (openness and acceptance of the community toward people of diverse backgrounds, recreational opportunities, employment opportunities, overall health of the community and cleanliness of Northglenn among others).

- Residents living in Ward 1 were most likely to have visited the Northglenn outdoor pool compared to those living in all other wards; however, those living in Ward 3 were more likely to have used Northglenn recreation center or to have participated in a recreation program or activity compared to those living in Ward 2 and Ward 4. Usage of a Northglenn park or trail was given the lowest participation rating from residents in Ward 3 compared to those living in all other wards.
- Residents living in Ward 2 were least likely across all other wards to recommend living in Northglenn permanently and also offered the lowest quality rating to the overall performance of the Northglenn city government.
- Feelings of safety were generally stronger in those living in Ward 3 and Ward 4.

**Table 49: Question 1 by Ward**

Please rate each of the following aspects of quality of life in Northglenn: (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Northglenn as a place to live	79% B	69%	81% B	81% B	78%
Your neighborhood as a place to live	76% B	56%	66%	80% B C	69%
Northglenn as a place to raise children	71% B	55%	79% B D	66% B	67%
Northglenn as a place to work	59% B	42%	49%	68% B C	55%
Northglenn as a place to retire	53%	43%	68% A B	59% B	56%
The physical attractiveness of Northglenn as a whole	66% B	47%	60% B	59% B	58%
The overall quality of life in Northglenn	77% B	60%	69%	69%	68%

**Table 50: Question 2 by Ward**

Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years? (Percent "improve a lot" or "improve slightly").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?	50% B	34%	43%	43%	42%

**Table 51: Question 3 by Ward**

What are your reasons for living in Northglenn? (Please select all that apply.)	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
I feel safe here	37% B	20%	28%	28%	28%
I like the school my children attend	9% C	6%	3%	6%	6%
My job is here	13%	15%	21% D	12%	15%
I like my neighborhood	58% B C D	37%	34%	47% C	43%
I like the location in general	62% B	46%	52%	58% B	54%
I like the access to dining and entertainment	21%	27%	34% A	27%	27%
Housing and rental rates are affordable	30%	22%	35% B	30%	29%
I've always lived here	19%	23% C D	15%	15%	18%
I have friends and family in the area	32% C D	23%	19%	22%	24%
Small town feel	14%	10%	8%	10%	10%
Cost of living is affordable	24%	21%	23%	17%	21%
I like that the community is forward-thinking	17% B	9%	18% B	11%	14%
The growing and diverse community	14%	11%	15%	15%	14%
None of these	6%	14% A C	7%	12%	10%



**Table 52: Question 4 by Ward**

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Sense of community	55%	43%	53%	55% B	51%
Openness and acceptance of the community toward people of diverse backgrounds	59%	63%	75% A B	75% A B	68%
Making all residents feel welcome	62%	51%	59%	64% B	59%
Attracting people from diverse backgrounds	57%	63%	67%	65%	64%
Valuing/respecting residents from diverse backgrounds	64%	58%	75% B	69%	67%
Cleanliness of Northglenn	59% B	32%	52% B	66% B C	52%
Overall quality of new development in Northglenn	56%	52%	67% B D	55%	58%
Variety of housing options	50%	43%	50%	52%	49%
Overall quality of business and service establishments in Northglenn	59%	56%	60% D	49%	56%
Shopping opportunities	47%	55%	66% A D	53%	56%
Opportunities to attend cultural activities	59% B	44%	68% B	63% B	59%
Recreational opportunities	75% B	58%	77% B	70% B	70%
Employment opportunities	40%	30%	51% B	57% A B	45%
Educational opportunities	45%	36%	50% B	52% B	46%
Opportunities to participate in social events and activities	69% B	56%	77% B D	66%	67%
Opportunities to volunteer	76% B	57%	72% B	77% B	70%

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Opportunities to participate in civic matters	73% B	53%	72% B	73% B	68%
Availability of paths and walking trails	84% B D	56%	79% B	71% B	72%
Availability of bike trails	81% B C D	63%	65%	69%	69%
Availability of affordable quality housing	40% B	27%	50% B	41% B	40%
Availability of affordable quality child care	30%	30%	38%	45%	36%
Availability of affordable quality health care	48%	40%	52%	65% A B	51%
Availability of affordable quality food	65%	57%	65%	54%	60%
Availability of preventive health services	62%	48%	64% B	60%	59%
Overall health of the community	56% B	39%	56% B	57% B	52%
Air quality	45%	42%	46%	45%	44%
Quality of overall natural environment in Northglenn	64% B	47%	61% B	64% B	59%
Overall image or reputation of Northglenn	44%	35%	63% A B	54% B	49%

**Table 53: Question 5 by Ward**

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)? (Percent "at least once").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Used Northglenn recreation center	34%	33%	45% B D	27%	34%
Participated in a recreation program or activity	37%	28%	47% B D	32%	36%
Used a Northglenn park or trail	92% B	77%	92% B	85% B	86%
Visited Northglenn outdoor pool	29% B C D	10%	16%	9%	16%
Used a Northglenn bike/pedestrian path	84% B	73%	76%	78%	77%
Used the theatre	17%	16%	20%	18%	18%
Attended a meeting of local city officials or other local public meeting	20%	24%	25%	24%	23%
Watched a meeting of local city officials on cable television	17%	13%	20%	18%	17%
Participated in a senior program	8%	11%	9%	8%	9%
Visited the Senior Center	10%	16%	21% A	18%	17%
Dined at a Northglenn restaurant (other than fast food)	88%	89%	93%	89%	89%
Attended a Northglenn festival or special event	63% B	52%	64% B	54%	58%
Ridden an RTD bus	29%	23%	26%	30%	27%
Used a local Park-n-Ride	38% B D	26%	30%	26%	30%

**Table 54: Question 6 - Quality by Ward**

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Snow removal	72%	69%	62%	67%	67%
Street repair and maintenance	50%	45%	41%	50%	46%
Street cleaning	55%	59%	50%	64% C	57%
Traffic enforcement	34%	39%	58% A B	50% A B	46%
Code enforcement (junk vehicles, weed control, trash, outside storage)	39%	29%	41% B	54% A B C	41%
Animal control	61%	53%	58%	69% B	60%
Garbage collection	88%	90%	83%	92% C	88%
Recycling	79%	84%	78%	85%	82%
Yard waste drop-off	83% C	81% C	66%	85% C	79%
Utility billing	70%	72%	65%	66%	68%
Land use, planning and zoning	51%	49%	60%	61%	55%
Building permits	52%	47%	50%	67% B	55%
Building inspections	53%	57%	52%	64%	58%
Maintenance of city parks and playgrounds	81%	72%	80%	84% B	79%
Maintenance of open space and trails	78%	68%	78% B	81% B	77%
Recreation programs	78%	77%	82%	76%	78%
Recreation facilities	75%	87% A	84%	82%	83%
Community/public art	74%	85% D	90% A D	69%	79%

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Services/programs for youth (ages 2-12)	53%	68%	72%	77% A	70%
Services/programs for youth (ages 13-17)	67%	55%	62%	68%	64%
Services/programs for seniors	62%	77%	66%	71%	70%
Municipal court	72%	69%	82%	80%	77%
Public information services	78%	69%	76%	67%	72%
Services for homeless/transient populations	40% B	18%	27%	27%	27%
Policing services	62%	66%	71%	74%	68%
Police response time to emergency police calls (not code enforcement)	77%	92% A C	74%	85%	82%
Police response time to non-emergency police calls (not code enforcement)	74%	69%	73%	77%	73%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	53%	44%	59%	52%	52%

**Table 55: Question 6 - Importance by Ward**

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Snow removal	93%	88%	93%	94%	92%
Street repair and maintenance	92%	94%	95%	95%	94%
Street cleaning	55%	59%	70% A B D	51%	59%
Traffic enforcement	83% C D	83% C D	74%	74%	78%
Code enforcement (junk vehicles, weed control, trash, outside storage)	59%	69%	67%	62%	65%
Animal control	60%	59%	64%	66%	62%
Garbage collection	96% C	98% C	91%	98% C	96%
Recycling	83%	90%	82%	89%	86%
Yard waste drop-off	58%	70% A	70% A	74% A	68%

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Utility billing	84%	79%	78%	89% B C	82%
Land use, planning and zoning	68%	70%	70%	69%	69%
Building permits	63%	64%	63%	68%	65%
Building inspections	67%	69%	66%	78% C	71%
Maintenance of city parks and playgrounds	90%	85%	90%	92% B	89%
Maintenance of open space and trails	86% B	75%	91% B	94% A B	87%
Recreation programs	60%	69%	75% A D	61%	67%
Recreation facilities	68%	71%	74%	69%	71%
Community/public art	43%	58% A D	56% A D	44%	50%
Services/programs for youth (ages 2-12)	72%	70%	73%	72%	72%
Services/programs for youth (ages 13-17)	67%	68%	75%	71%	71%
Services/programs for seniors	63%	67%	76% A	74%	71%
Municipal court	76%	81%	71%	75%	76%
Public information services	72%	75%	72%	80%	75%
Services for homeless/transient populations	53%	74% A	83% A	74% A	72%
Policing services	84%	88%	83%	85%	85%
Police response time to emergency police calls (not code enforcement)	98% C	98% C	88%	95% C	95%
Police response time to non-emergency police calls (not code enforcement)	86%	94% A C D	83%	85%	87%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	82%	93% A C D	81%	73%	82%

**Table 56: Question 7 by Ward**

Overall, how would you rate the quality of the services provided by the City of Northglenn? (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Overall, how would you rate the quality of the services provided by the City of Northglenn?	80%	75%	79%	77%	78%

**Table 57: Question 8 by Ward**

Please rate the following aspects of transportation within the City of Northglenn: (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Condition of city streets	58%	50%	51%	60%	55%
Access to mass transit	77%	81%	74%	75%	76%
Ease of car travel in Northglenn	70%	68%	76%	74%	72%
Ease of bus travel in Northglenn	62%	73% C D	54%	55%	60%
Ease of walking in Northglenn	54%	75% A D	73% A D	60%	66%
Ease of bicycle travel in Northglenn	63%	71%	76% A	75%	71%
Traffic flow on major streets	39%	42%	50%	56% A B	47%

**Table 58: Question 9 by Ward**

Please indicate how likely or unlikely you are to do each of the following: (Percent "very likely" or "somewhat likely").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Recommend living in Northglenn to someone who asks	85% B	73%	80%	81%	80%
Remain in Northglenn for the next five years	81% B	71%	78%	77%	77%
Recommend living in Northglenn permanently	68% B	53%	67% B	65% B	63%

**Table 59: Question 10 by Ward**

How would you rate the overall performance of the Northglenn city government? (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
How would you rate the overall performance of the Northglenn city government?	69% B	56%	75% B	72% B	68%

**Table 60: Question 11 by Ward**

Please rate the following aspects of Northglenn city government performance. (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
The extent to which Northglenn elected officials act in the best interest of the community at large	56%	52%	67% B	64%	60%
The quality of work performed by City of Northglenn employees	78%	70%	75%	76%	75%
The value of services for the taxes paid to Northglenn.	53%	56%	57%	61%	57%
The overall direction that Northglenn is taking	58%	58%	63%	57%	59%
The job Northglenn does at informing residents on major issues within the community	59%	62%	58%	65%	61%
The job Northglenn government does at welcoming citizen involvement	65%	59%	63%	66%	63%

**Table 61: Question 12 by Ward**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (Percent "yes")	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	49%	51%	53%	66% A B C	55%



**Table 62: Question 13 by Ward**

What was your impression of the City of Northglenn employee(s) overall? (Percent "excellent" or "good").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Knowledge	80%	72%	80%	86% B	80%
Responsiveness	86% B	70%	79%	85% B	80%
Courtesy	92%	81%	85%	83%	85%
Making you feel valued	82% B	63%	74%	77% B	74%
Overall impression	86% B	65%	77%	83% B	78%

**Table 63: Question 14 by Ward**

Please rate how safe you feel in the following areas in Northglenn: (Percent "very safe" or "somewhat safe").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Parks and playgrounds	78%	77%	84%	80%	80%
Recreation center	97% D	90%	94%	89%	92%
In your neighborhood	74%	66%	75%	82% B	74%
In your home	87%	84%	84%	88%	86%
On the trail system	76% B	61%	79% B	78% B	74%
On roadways	52%	54%	78% A B	77% A B	66%
Retail/commercial areas	71%	66%	83% A B	84% A B	76%

**Table 64: Question 15 by Ward**

Please indicate whether or not each of the following has applied to you in the last 12 months. (Percent "yes").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Household member was a victim of a crime in Northglenn	8%	18% A	25% A D	17% A	17%
Reported a crime to the police in Northglenn	22%	25%	32%	26%	26%

**Table 65: Question 16 by Ward**

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? (Percent "essential" or "very important").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Solving violent crimes	97% D	99% D	99% D	90%	96%
Solving property crimes	90% D	86% D	89% D	77%	85%
Reducing illegal activities committed by youth	84% C D	85% C D	74%	71%	78%
Reducing illegal drug activity	69%	83% A C D	72%	71%	74%
Enforcement of traffic laws	80% C D	77% C D	67%	60%	71%
Code enforcement	51%	59%	51%	51%	53%
Crime prevention (School Resource Officers, citizen police academy)	79% D	70%	78% D	66%	73%

**Table 66: Question 17 by Ward**

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? (Percent "high priority" or "medium priority").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Better connection with the community (i.e., community forums, events)	94% B	87%	95% B	89%	91%
Increased visibility of police	93% C D	88% D	84% D	71%	84%
Additional training for officers to more effectively deal with mental health issues	95%	91%	98% B D	89%	93%
Greater accessibility to police and police-related information	85% D	80%	92% B D	74%	83%
More community policing officers (problem solving at a community-level such as neighborhood problems)	86%	85%	91% D	80%	86%
Increasing use of technology, such as body cameras and dashboard cameras	89%	87%	95% B	89%	90%
Adding surveillance cameras in high crime area	90% C	92% C	78%	87% C	87%

**Table 67: Question 18 by Ward**

Please rate the following statements by circling the number which best represents your opinion. Northglenn should... (Percent "strongly agree" or "somewhat agree").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Promote efforts to revitalize Northglenn's housing areas	85%	87%	90%	82%	86%
Promote efforts to revitalize Northglenn's business areas	92% C D	90% C	79%	84%	86%
Strengthen Northglenn's community image and identity	73%	87% A D	79%	78%	80%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	87% C	85%	78%	84%	83%
Promote efforts to attract new jobs	84%	87%	82%	82%	84%

**Table 68: Question 19 by Ward**

For each type of shopping, please estimate how frequently you make purchases in Northglenn: (Percent "very frequently" or "somewhat frequently").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Grocery shopping	80% D	81% D	77% D	63%	75%
Health services	29%	27%	26%	26%	27%
Meals and entertainment	64%	73% D	66%	62%	66%
Household items	68% D	65%	71% D	57%	65%
Computers and electronics	18%	19%	29% A B	26%	23%
General retail (shoes, beauticians, clothing, etc.)	44%	39%	43%	41%	42%

**Table 69: Question 20 by Ward**

When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Don't shop outside of Northglenn	2%	5% D	2%	0%	2%
It is convenient; on my way to or from work or near my home	50%	43%	46%	44%	46%
I like the range of quality goods and services	47%	44%	47%	41%	45%
Desired item is not available in Northglenn	59%	60%	62%	58%	60%
It is more affordable	14%	12%	22% B D	12%	15%
Visit a mall or other major retailers	39%	34%	33%	40%	36%
I shop online	55%	50%	59%	59%	56%
Other	10%	12% C	5%	11% C	9%

**Table 70: Question 21 by Ward**

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? (Percent "at least once").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
City Monthly "Connection" Newsletter	74%	77%	79%	78%	77%
City e-newsletter	39% B	27%	35%	37%	34%
Parks and Recreation Activity Guide	67%	58%	68% B	64%	64%
Denver Post	21%	34% A D	30%	24%	27%
Denver Post YourHub	6%	13%	13% A	13% A	11%
The Northglenn-Thornton Sentinel	41%	34%	38%	34%	36%
Radio news	24%	41% A	37% A	32%	34%
Television news	41%	61% A C D	46%	39%	47%
Cable TV Channel 8 (Government Access Channel)	18%	21%	21%	16%	19%
City's website: www.northglenn.org	75%	70%	71%	71%	71%
Access Northglenn app (issue tracking system)	11%	8%	18% B	17% B	13%
City of Northglenn's social media sites (Facebook, Twitter)	33%	23%	33% B	28%	29%
Community-created Facebook groups/pages about Northglenn	24%	15%	34% A B	29% B	25%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	57%	62% C	50%	64% C	58%
Word of mouth	74%	78%	71%	75%	75%

## Comparisons by Respondent Demographic Characteristics

### Highlights

- Survey respondents with an annual household income over \$50,000 and homeowners tended to give more favorable assessments to their neighborhood has a place to live compared to residents with an annual household income under \$50,000 and those who rent their home.
- Residents who had lived in the city for 20 years or less and those aged 18 to 34 tended to feel more positively about the overall quality of new development in Northglenn and variety of housing options compared to those with a longer tenure or aged 55 or older.
- Generally, residents with annual household incomes over \$100,000 tended to feel more positively about many characteristics of the community compared to those with lower annual incomes (sense of community, making all residents feel welcome and availability of affordable quality health care among others).
- Participation ratings were mixed across demographics: Longer term residents were more likely to have visited the outdoor pool, watched or attended a meeting of local city officials or other local public meeting and participated in a senior program compared to the newest residents (5 years or less) while the newest residents (5 years or less) were more likely to have dined at a Northglenn restaurant and to have used a Northglenn park or trail and bike/pedestrian path compared to those residing in the community for 20 years or more. Not surprisingly, older residents were also more likely than their younger counterparts to have participated in a senior program or to have visited the Senior Center while the younger residents were more likely to have used a Northglenn park or trail and bike/pedestrian path.
- Quality of city services varied by housing tenure: homeowners offered higher ratings to services like building inspections, garbage collection, recycling, yard waste drop-off and utility billing while those who rented their home offered higher quality ratings to maintenance of city parks and playgrounds, maintenance of open space and trails, services/programs for youth and recreation facilities. The importance of these services was generally viewed as more important by longer term residents compared to those newest to the community.
- Importance ratings of the City of Northglenn Police Department to prioritize resources to various areas (such as solving violent crimes and property crimes) generally increased in importance as survey respondent age increased. This trend continued when survey respondents were asked about police priorities (such as increased visibility of police and adding surveillance cameras in high crime areas); as respondents age increased, so did the priority rating.
- Renters and those aged 35 or older were more likely to agree that the City should promote efforts to attract new jobs compared to homeowners and residents aged 18 to 34. Further, residents aged 35 or older were more likely to agree that the City should also promote efforts to revitalize Northglenn's business areas and to attract and recruit new types of retail businesses to Northglenn compared to their younger counterparts.
- For most survey questions, ratings between respondents who were white alone, not Hispanic and those who were Hispanic and/or another race were similar. Where differences in ratings between these two groups were noted, those who identified as Hispanic and/or another race tended to give more positive ratings than their counterparts.

## Comparisons by Length of Residency and Annual Household Income

**Table 71: Question 1 by Length of Residency and Annual Household Income**

Please rate each of the following aspects of quality of life in Northglenn: (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Northglenn as a place to live	81%	75%	76%	77%	79%	80%	78%
Your neighborhood as a place to live	70%	70%	68%	55%	77% A	76% A	69%
Northglenn as a place to raise children	65%	68%	70%	64%	70%	69%	67%
Northglenn as a place to work	61% B	47%	54%	50%	64% A	54%	55%
Northglenn as a place to retire	54%	50%	61%	54% C	67% A C	42%	56%
The physical attractiveness of Northglenn as a whole	61%	55%	56%	53%	62%	55%	58%
The overall quality of life in Northglenn	71%	66%	69%	64%	70%	74%	68%

**Table 72: Question 2 by Length of Residency and Annual Household Income**

Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years? (Percent "improve a lot" or "improve slightly").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?	53% C	45% C	26%	37%	42%	55% A B	42%

**Table 73: Question 3 by Length of Residency and Annual Household Income**

What are your reasons for living in Northglenn? (Please select all that apply.)	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
I feel safe here	23%	32% A	31%	22%	30%	33% A	28%
I like the school my children attend	6%	7%	4%	5%	5%	7%	6%
My job is here	24% C	18% C	3%	14%	18%	17%	15%
I like my neighborhood	37%	51% A	46% A	37%	42%	52% A	43%
I like the location in general	52%	59%	54%	49%	60% A	54%	54%
I like the access to dining and entertainment	22%	42% A C	23%	24%	31%	27%	27%
Housing and rental rates are affordable	35% C	36% C	16%	25%	22%	44% A B	29%
I've always lived here	0%	10%	46% B	24% B C	14%	13%	18%
I have friends and family in the area	13%	26% A	35% A	25%	20%	26%	24%
Small town feel	4%	8%	21% A B	8%	11%	11%	10%
Cost of living is affordable	21%	28% C	15%	21%	18%	27% B	21%
I like that the community is forward-thinking	11%	17%	15%	13%	14%	16%	14%
The growing and diverse community	11%	16%	14%	9%	16%	14%	14%
None of these	7%	12%	11%	10%	7%	10%	10%



**Table 74: Question 4 by Length of Residency and Annual Household Income**

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Sense of community	47%	50%	58% A	45%	50%	61% A B	51%
Openness and acceptance of the community toward people of diverse backgrounds	71%	64%	67%	64%	70%	69%	68%
Making all residents feel welcome	57%	61%	60%	48%	58% A	69% A B	59%
Attracting people from diverse backgrounds	62%	66%	62%	63%	57%	68% B	64%
Valuing/respecting residents from diverse backgrounds	67%	66%	66%	62%	64%	73% A	67%
Cleanliness of Northglenn	50%	56%	52%	42%	55% A	57% A	52%
Overall quality of new development in Northglenn	63% C	60% C	49%	57%	60%	56%	58%
Variety of housing options	57% C	51% C	39%	46%	46%	56%	49%
Overall quality of business and service establishments in Northglenn	59%	55%	52%	57%	60% C	50%	56%
Shopping opportunities	58% C	62% C	46%	59%	55%	51%	56%
Opportunities to attend cultural activities	58%	64%	54%	56%	57%	63%	59%
Recreational opportunities	62%	77% A	73% A	66%	68%	78% A	70%
Employment opportunities	50%	42%	39%	39%	49%	47%	45%
Educational opportunities	46%	40%	51%	46%	47%	47%	46%
Opportunities to participate in social events and activities	72%	66%	64%	62%	68%	74% A	67%
Opportunities to volunteer	63%	69%	79% A	66%	69%	76%	70%
Opportunities to participate in civic matters	70%	63%	69%	65%	68%	76% A	68%

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Availability of paths and walking trails	61%	79% A	80% A	76%	69%	74%	72%
Availability of bike trails	65%	70%	72%	72%	66%	68%	69%
Availability of affordable quality housing	41%	40%	38%	38%	40%	42%	40%
Availability of affordable quality child care	42%	35%	27%	42%	32%	39%	36%
Availability of affordable quality health care	54%	53%	46%	46%	45%	67% A B	51%
Availability of affordable quality food	58%	60%	62%	65% B	51%	67% B	60%
Availability of preventive health services	65% C	58%	53%	55%	59%	67% A	59%
Overall health of the community	51%	49%	56%	42%	54% A	61% A	52%
Air quality	48%	42%	42%	39%	43%	52% A	44%
Quality of overall natural environment in Northglenn	57%	61%	59%	56%	60%	59%	59%
Overall image or reputation of Northglenn	58% B C	40%	48%	46%	55%	46%	49%

**Table 75: Question 5 by Length of Residency and Annual Household Income**

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)? (Percent "at least once").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Used Northglenn recreation center	31%	37%	36%	34%	33%	33%	34%
Participated in a recreation program or activity	35%	38%	36%	30%	39%	37%	36%
Used a Northglenn park or trail	92% C	87% C	78%	78%	88% A	93% A	86%
Visited Northglenn outdoor pool	9%	23% A	17% A	16%	12%	19% B	16%
Used a Northglenn bike/pedestrian path	84% C	81% C	66%	74%	76%	86% A B	77%
Used the theatre	18%	17%	18%	19%	18%	15%	18%
Attended a meeting of local city officials or other local public meeting	17%	28% A	27% A	22%	21%	29%	23%
Watched a meeting of local city officials on cable television	10%	18% A	24% A	18%	15%	19%	17%
Participated in a senior program	5%	9%	15% A B	15% B C	5%	7%	9%
Visited the Senior Center	11%	15%	25% A B	23% C	16% C	9%	17%
Dined at a Northglenn restaurant (other than fast food)	93% C	90%	84%	87%	91%	90%	89%
Attended a Northglenn festival or special event	56%	63%	56%	57%	57%	61%	58%
Ridden an RTD bus	28%	30%	23%	24%	25%	33% A	27%
Used a local Park-n-Ride	38% B C	29%	22%	29%	27%	37% B	30%

**Table 76: Question 6 - Quality by Length of Residency and Annual Household Income**

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service. (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Snow removal	78% B C	58%	63%	63%	70%	74% A	67%
Street repair and maintenance	48%	48%	44%	47%	44%	51%	46%
Street cleaning	57%	65% C	51%	57%	58%	59%	57%
Traffic enforcement	45%	49%	43%	46%	50%	41%	46%
Code enforcement (junk vehicles, weed control, trash, outside storage)	45% C	48% C	29%	41%	40%	42%	41%
Animal control	60%	63%	57%	54%	63%	67% A	60%
Garbage collection	82%	91% A	92% A	85%	84%	96% A B	88%
Recycling	72%	85% A	89% A	82%	82%	81%	82%
Yard waste drop-off	78%	79%	79%	77%	74%	83%	79%
Utility billing	60%	66%	80% A B	67%	63%	73% B	68%
Land use, planning and zoning	60%	55%	51%	53%	57%	56%	55%
Building permits	56%	51%	57%	59%	48%	53%	55%
Building inspections	58%	59%	56%	57%	44%	67% B	58%
Maintenance of city parks and playgrounds	82% B	73%	80%	75%	81%	79%	79%
Maintenance of open space and trails	79%	73%	77%	73%	79%	78%	77%
Recreation programs	79%	76%	78%	77%	83%	78%	78%
Recreation facilities	83%	85%	81%	84%	80%	87%	83%
Community/public art	72%	82% A	83% A	73%	83%	79%	79%
Services/programs for youth (ages 2-12)	67%	71%	72%	77%	67%	69%	70%

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service. (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Services/programs for youth (ages 13-17)	69%	59%	62%	73% C	73% C	49%	64%
Services/programs for seniors	59%	75%	73% A	74%	66%	71%	70%
Municipal court	87%	74%	74%	66%	87% A	77%	77%
Public information services	83% B C	70%	63%	67%	85% A C	71%	72%
Services for homeless/transient populations	21%	31%	31%	32%	24%	26%	27%
Policing services	70%	65%	69%	63%	67%	73%	68%
Police response time to emergency police calls (not code enforcement)	87%	78%	80%	75%	84%	89% A	82%
Police response time to non-emergency police calls (not code enforcement)	80% C	70%	68%	68%	72%	78%	73%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	48%	51%	55%	50%	56% C	42%	52%

**Table 77: Question 6 - Importance by Length of Residency and Annual Household Income**

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Snow removal	91%	95%	92%	92%	93%	93%	92%
Street repair and maintenance	94%	95%	95%	92%	97% A	96%	94%
Street cleaning	57%	66%	56%	69% B C	58%	55%	59%
Traffic enforcement	66%	83% A	87% A	73%	76%	84% A	78%
Code enforcement (junk vehicles, weed control, trash, outside storage)	50%	69% A	77% A	67%	62%	70%	65%
Animal control	52%	65% A	72% A	72% B C	60%	57%	62%
Garbage collection	93%	98% A	97%	93%	95%	98% A	96%
Recycling	90% B	83%	85%	85%	91%	85%	86%
Yard waste drop-off	58%	73% A	75% A	72%	64%	69%	68%
Utility billing	82%	82%	84%	79%	87% A	82%	82%
Land use, planning and zoning	56%	78% A	79% A	62%	71%	77% A	69%
Building permits	55%	68% A	74% A	64%	60%	68%	65%
Building inspections	63%	73%	78% A	70%	66%	74%	71%
Maintenance of city parks and playgrounds	90%	89%	89%	86%	92%	91%	89%
Maintenance of open space and trails	89%	87%	83%	87%	87%	92%	87%
Recreation programs	63%	70%	68%	74%	67%	64%	67%
Recreation facilities	66%	78% A	70%	75%	70%	71%	71%

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Community/public art	55% C	54% C	41%	56% C	56% C	45%	50%
Services/programs for youth (ages 2-12)	65%	74%	81% A	76%	70%	74%	72%
Services/programs for youth (ages 13-17)	64%	69%	83% A B	79%	68%	70%	71%
Services/programs for seniors	62%	77% A	76% A	75%	68%	73%	71%
Municipal court	67%	81% A	82% A	78%	75%	75%	76%
Public information services	72%	79%	74%	82%	76%	72%	75%
Services for homeless/transient populations	75%	67%	72%	80% C	76% C	63%	72%
Policing services	82%	87%	86%	87% B	79%	86%	85%
Police response time to emergency police calls (not code enforcement)	91%	99% A	96% A	93%	92%	98% A B	95%
Police response time to non-emergency police calls (not code enforcement)	84%	91% A	87%	88% B	81%	89% B	87%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	75%	87% A	87% A	84%	77%	85%	82%

**Table 78: Question 7 by Length of Residency and Annual Household Income**

Overall, how would you rate the quality of the services provided by the City of Northglenn? (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Overall, how would you rate the quality of the services provided by the City of Northglenn?	82% C	76%	74%	73%	82% A	81%	78%

**Table 79: Question 8 by Length of Residency and Annual Household Income**

Please rate the following aspects of transportation within the City of Northglenn: (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Condition of city streets	59% C	60% C	45%	48%	56%	62% A	55%
Access to mass transit	78% C	82% C	68%	78%	76%	78%	76%
Ease of car travel in Northglenn	74%	76% C	66%	70%	69%	83% A B	72%
Ease of bus travel in Northglenn	49%	81% A C	53%	63%	56%	68%	60%
Ease of walking in Northglenn	58%	70% A	70% A	68%	69% C	59%	66%
Ease of bicycle travel in Northglenn	65%	78% A	72%	77%	70%	67%	71%
Traffic flow on major streets	49%	49%	42%	43%	48%	50%	47%

**Table 80: Question 9 by Length of Residency and Annual Household Income**

Please indicate how likely or unlikely you are to do each of the following: (Percent "very likely" or "somewhat likely").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Recommend living in Northglenn to someone who asks	83%	80%	76%	80%	81%	82%	80%
Remain in Northglenn for the next five years	70%	77%	83% A	76%	80%	72%	77%
Recommend living in Northglenn permanently	60%	61%	69%	66% C	69% C	54%	63%



**Table 81: Question 10 by Length of Residency and Annual Household Income**

How would you rate the overall performance of the Northglenn city government? (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
How would you rate the overall performance of the Northglenn city government?	79% B C	66%	62%	67%	73%	72%	68%

**Table 82: Question 11 by Length of Residency and Annual Household Income**

Please rate the following aspects of Northglenn city government performance. (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
The extent to which Northglenn elected officials act in the best interest of the community at large	70% B C	58%	54%	62%	58%	69%	60%
The quality of work performed by City of Northglenn employees	81% B	68%	74%	70%	75%	79%	75%
The value of services for the taxes paid to Northglenn.	61%	54%	55%	53%	55%	68% A B	57%
The overall direction that Northglenn is taking	68% B C	57%	51%	59%	61%	62%	59%
The job Northglenn does at informing residents on major issues within the community	63%	64%	56%	60%	61%	65%	61%
The job Northglenn government does at welcoming citizen involvement	63%	63%	63%	57%	64%	71% A	63%

**Table 83: Question 12 by Length of Residency and Annual Household Income**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (Percent "yes")	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	48%	55%	64% A	55%	46%	63% B	55%

**Table 84: Question 13 by Length of Residency and Annual Household Income**

What was your impression of the City of Northglenn employee(s) overall? (Percent "excellent" or "good").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Knowledge	77%	81%	83%	76%	86%	81%	80%
Responsiveness	81%	85%	77%	75%	85%	83%	80%
Courtesy	83%	83%	88%	84%	89%	83%	85%
Making you feel valued	75%	68%	76%	67%	77%	76%	74%
Overall impression	80%	74%	78%	69%	86% A	78%	78%

**Table 85: Question 14 by Length of Residency and Annual Household Income**

Please rate how safe you feel in the following areas in Northglenn: (Percent "very safe" or "somewhat safe").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Parks and playgrounds	88% B C	73%	76%	80%	81%	82%	80%
Recreation center	94%	94%	90%	91%	94%	97%	92%
In your neighborhood	74%	75%	74%	69%	79% A	76%	74%
In your home	82%	91% A	86%	81%	88% A	89% A	86%
On the trail system	80% B C	70%	69%	69%	75%	80% A	74%
On roadways	70% C	67%	60%	66%	72% C	62%	66%
Retail/commercial areas	77%	75%	76%	72%	79%	76%	76%

**Table 86: Question 15 by Length of Residency and Annual Household Income**

Please indicate whether or not each of the following has applied to you in the last 12 months. (Percent "yes").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Household member was a victim of a crime in Northglenn	19%	18%	14%	24% B	14%	19%	17%
Reported a crime to the police in Northglenn	29%	27%	23%	24%	26%	34% A	26%

**Table 87: Question 16 by Length of Residency and Annual Household Income**

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? (Percent "essential" or "very important").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Solving violent crimes	92%	99% A	98% A	92%	99% A	96%	96%
Solving property crimes	79%	86%	92% A	86%	87%	81%	85%
Reducing illegal activities committed by youth	66%	82% A	89% A	84% B C	75%	74%	78%
Reducing illegal drug activity	60%	79% A	86% A	84% B C	69%	64%	74%
Enforcement of traffic laws	63%	64%	84% A B	74%	70%	67%	71%
Code enforcement	45%	52%	64% A B	58%	50%	51%	53%
Crime prevention (School Resource Officers, citizen police academy)	66%	77% A	78% A	77%	72%	68%	73%

**Table 88: Question 17 by Length of Residency and Annual Household Income**

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? (Percent "high priority" or "medium priority").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Better connection with the community (i.e., community forums, events)	91%	88%	94% B	92%	94%	91%	91%
Increased visibility of police	74%	86% A	92% A	78%	84%	85%	84%
Additional training for officers to more effectively deal with mental health issues	95%	91%	93%	92%	98% A C	90%	93%
Greater accessibility to police and police-related information	83% B	74%	89% B	76%	91% A C	81%	83%
More community policing officers (problem solving at a community-level such as neighborhood problems)	82%	89% A	87%	90% B	82%	90% B	86%
Increasing use of technology, such as body cameras and dashboard cameras	91% B	85%	92% B	88%	93%	88%	90%
Adding surveillance cameras in high crime area	83%	86%	93% A B	81%	87%	93% A	87%

**Table 89: Question 18 by Length of Residency and Annual Household Income**

Please rate the following statements by circling the number which best represents your opinion. Northglenn should... (Percent "strongly agree" or "somewhat agree").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Promote efforts to revitalize Northglenn's housing areas	88%	84%	85%	86%	88%	89%	86%
Promote efforts to revitalize Northglenn's business areas	83%	87%	89% A	83%	87%	91% A	86%
Strengthen Northglenn's community image and identity	77%	80%	82%	81%	79%	82%	80%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	79%	81%	90% A B	78%	82%	90% A B	83%
Promote efforts to attract new jobs	79%	86%	87% A	81%	84%	87%	84%

**Table 90: Question 19 by Length of Residency and Annual Household Income**

For each type of shopping, please estimate how frequently you make purchases in Northglenn: (Percent "very frequently" or "somewhat frequently").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Grocery shopping	81% C	76% C	66%	74%	74%	77%	75%
Health services	22%	30%	30%	26%	26%	29%	27%
Meals and entertainment	71% C	64%	62%	53%	69% A	80% A B	66%
Household items	75% B C	62%	55%	59%	68%	68%	65%
Computers and electronics	17%	22%	32% A B	20%	26%	20%	23%
General retail (shoes, beauticians, clothing, etc.)	43%	39%	43%	37%	47% A	40%	42%

**Table 91: Question 20 by Length of Residency and Annual Household Income**

When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Don't shop outside of Northglenn	3%	2%	1%	6% B C	0%	0%	2%
It is convenient; on my way to or from work or near my home	56% B C	46% C	33%	46%	52% C	39%	46%
I like the range of quality goods and services	47%	39%	47%	42%	41%	51%	45%
Desired item is not available in Northglenn	53%	60%	69% A	51%	61% A	70% A	60%
It is more affordable	18%	14%	12%	13%	14%	12%	15%
Visit a mall or other major retailers	32%	39%	38%	23%	41% A	40% A	36%
I shop online	62% C	63% C	43%	45%	60% A	64% A	56%
Other	7%	12%	10%	18% B C	6%	4%	9%

**Table 92: Question 21 by Length of Residency and Annual Household Income**

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? (Percent "at least once").	5 years or less	6-20 years	More than 20 years	Less than \$50,000	\$50,000 to \$99,999	\$100,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
City Monthly "Connection" Newsletter	70%	76%	87% A B	71%	81% A	80% A	77%
City e-newsletter	31%	35%	38%	32%	38%	32%	34%
Parks and Recreation Activity Guide	55%	74% A	66% A	56%	62%	73% A B	64%
Denver Post	24%	30%	29%	27%	27%	32%	27%
Denver Post YourHub	6%	10%	20% A B	9%	15%	10%	11%
The Northglenn-Thornton Sentinel	26%	46% A	41% A	28%	36%	44% A	36%
Radio news	39%	31%	32%	36% C	42% C	25%	34%
Television news	44%	42%	55% A B	49%	50%	40%	47%
Cable TV Channel 8 (Government Access Channel)	11%	20% A	28% A	22%	21%	16%	19%
City's website: www.northglenn.org	76% C	75% C	62%	59%	76% A	85% A B	71%
Access Northglenn app (issue tracking system)	12%	13%	15%	15%	15%	12%	13%
City of Northglenn's social media sites (Facebook, Twitter)	29%	32%	27%	20%	34% A	35% A	29%
Community-created Facebook groups/pages about Northglenn	19%	33% A	26%	29%	27%	26%	25%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	62% C	63% C	49%	51%	62% A	66% A	58%
Word of mouth	73%	78%	74%	63%	76% A	83% A	75%

## Comparisons by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity

**Table 93: Question 1 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate each of the following aspects of quality of life in Northglenn: (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Northglenn as a place to live	78%	78%	84% B	74%	77%	74%	86% A	78%
Your neighborhood as a place to live	77% B	57%	72%	70%	66%	70%	70%	69%
Northglenn as a place to raise children	69%	66%	67%	65%	72%	61%	80% A	67%
Northglenn as a place to work	52%	59%	76% B C	43%	49%	52%	63% A	55%
Northglenn as a place to retire	56%	55%	57%	50%	59%	49%	65% A	56%
The physical attractiveness of Northglenn as a whole	54%	62% A	65% B	53%	56%	55%	65% A	58%
The overall quality of life in Northglenn	71% B	63%	75% B	64%	69%	66%	75% A	68%

**Table 94: Question 2 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years? (Percent "improve a lot" or "improve slightly").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?	37%	50% A	64% B C	37%	31%	42%	47%	42%

**Table 95: Question 3 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

What are your reasons for living in Northglenn? (Please select all that apply.)	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
I feel safe here	25%	33%	33%	25%	27%	23%	37% A	28%
I like the school my children attend	6%	6%	4%	9% A C	4%	4%	8% A	6%
My job is here	7%	30% A	27% B C	16% C	5%	11%	26% A	15%
I like my neighborhood	45%	41%	49%	40%	44%	39%	55% A	43%
I like the location in general	54%	55%	59% B	49%	57%	51%	62% A	54%
I like the access to dining and entertainment	26%	30%	29%	31% C	22%	24%	34% A	27%
Housing and rental rates are affordable	25%	35% A	39% C	33% C	16%	28%	33%	29%
I've always lived here	22% B	10%	5%	18% A	29% A B	19%	14%	18%
I have friends and family in the area	22%	26%	20%	19%	32% A B	25%	23%	24%
Small town feel	10%	12%	5%	10% A	16% A	13% B	7%	10%
Cost of living is affordable	24% B	16%	33% B C	19%	12%	20%	25%	21%
I like that the community is forward-thinking	12%	17%	19% B	10%	13%	12%	19% A	14%
The growing and diverse community	13%	15%	24% B C	6%	12% B	9%	22% A	14%
None of these	9%	11%	6%	8%	13% A	8%	11%	10%



**Table 96: Question 4 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Sense of community	50%	54%	53%	46%	57% B	51%	54%	51%
Openness and acceptance of the community toward people of diverse backgrounds	69%	66%	73%	67%	66%	68%	69%	68%
Making all residents feel welcome	62% B	53%	65% B	54%	61%	61%	57%	59%
Attracting people from diverse backgrounds	62%	64%	65%	66%	58%	65%	62%	64%
Valuing/respecting residents from diverse backgrounds	63%	71%	71%	69%	60%	68%	65%	67%
Cleanliness of Northglenn	52%	53%	55%	54%	48%	49%	60% A	52%
Overall quality of new development in Northglenn	52%	68% A	68% B C	56%	52%	57%	63%	58%
Variety of housing options	48%	52%	55% C	51%	42%	47%	56% A	49%
Overall quality of business and service establishments in Northglenn	54%	57%	56%	59%	53%	57%	56%	56%
Shopping opportunities	51%	63% A	58%	57%	51%	53%	63% A	56%
Opportunities to attend cultural activities	55%	66% A	65%	60%	53%	61%	59%	59%
Recreational opportunities	70%	70%	69%	69%	74%	69%	75%	70%
Employment opportunities	39%	52% A	62% B C	42%	32%	41%	53% A	45%
Educational opportunities	40%	56% A	55% C	48%	40%	44%	51%	46%
Opportunities to participate in social events and activities	65%	71%	77% C	68%	60%	69%	67%	67%
Opportunities to volunteer	68%	74%	68%	71%	71%	69%	73%	70%
Opportunities to participate in civic matters	64%	74% A	67%	71%	65%	69%	65%	68%
Availability of paths and walking trails	70%	76%	62%	75% A	79% A	72%	74%	72%

Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Availability of bike trails	68%	69%	53%	75% A	76% A	69%	70%	69%
Availability of affordable quality housing	43%	36%	45% C	40%	33%	33%	50% A	40%
Availability of affordable quality child care	28%	49% A	44% C	33%	27%	27%	49% A	36%
Availability of affordable quality health care	53%	48%	61% B	45%	50%	53%	53%	51%
Availability of affordable quality food	58%	64%	62%	55%	64%	62%	59%	60%
Availability of preventive health services	56%	64%	65%	57%	57%	59%	61%	59%
Overall health of the community	49%	56%	53%	52%	51%	53%	51%	52%
Air quality	44%	45%	42%	47%	42%	40%	51% A	44%
Quality of overall natural environment in Northglenn	57%	62%	56%	61%	57%	57%	64%	59%
Overall image or reputation of Northglenn	45%	58% A	56%	47%	47%	46%	60% A	49%

**Table 97: Question 5 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

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)? (Percent "at least once").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Used Northglenn recreation center	32%	38%	23%	41% A	35% A	28%	47% A	34%
Participated in a recreation program or activity	35%	38%	37%	43% C	28%	27%	54% A	36%
Used a Northglenn park or trail	86%	85%	94% C	90% C	74%	83%	93% A	86%
Visited Northglenn outdoor pool	15%	17%	10%	23% A C	12%	14%	20%	16%
Used a Northglenn bike/pedestrian path	78%	77%	88% C	83% C	62%	77%	81%	77%
Used the theatre	15%	22% A	15%	21%	16%	15%	23% A	18%
Attended a meeting of local city officials or other local public meeting	23%	23%	25%	23%	22%	22%	25%	23%
Watched a meeting of local city officials on cable television	20% B	13%	9%	18% A	23% A	16%	18%	17%
Participated in a senior program	10%	8%	3%	8%	16% A B	10%	7%	9%
Visited the Senior Center	17%	14%	5%	16% A	25% A B	14%	17%	17%
Dined at a Northglenn restaurant (other than fast food)	88%	92%	94% C	94% C	80%	88%	93% A	89%
Attended a Northglenn festival or special event	55%	63% A	49%	71% A C	51%	55%	65% A	58%
Ridden an RTD bus	20%	40% A	30% C	31% C	20%	27%	26%	27%
Used a local Park-n-Ride	24%	41% A	36% C	35% C	20%	30%	31%	30%

**Table 98: Question 6 - Quality by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Snow removal	63%	74% A	73% C	68%	63%	71%	63%	67%
Street repair and maintenance	45%	49%	51%	44%	47%	47%	48%	46%
Street cleaning	56%	61%	58%	57%	58%	57%	59%	57%
Traffic enforcement	45%	48%	42%	49%	44%	43%	50%	46%
Code enforcement (junk vehicles, weed control, trash, outside storage)	32%	56% A	39%	50% A C	32%	35%	51% A	41%
Animal control	54%	70% A	59%	65%	55%	60%	59%	60%
Garbage collection	95% B	75%	87%	88%	90%	89%	86%	88%
Recycling	89% B	66%	72%	86% A	85% A	86% B	75%	82%
Yard waste drop-off	83% B	69%	76%	80%	78%	80%	75%	79%
Utility billing	76% B	51%	57%	68% A	78% A B	72% B	62%	68%
Land use, planning and zoning	55%	57%	53%	56%	56%	53%	59%	55%
Building permits	56%	52%	56%	47%	62%	55%	53%	55%
Building inspections	63% B	48%	67% B	50%	58%	56%	60%	58%
Maintenance of city parks and playgrounds	75%	86% A	81%	79%	78%	79%	80%	79%
Maintenance of open space and trails	71%	86% A	81%	78%	73%	78%	76%	77%
Recreation programs	75%	82%	81%	78%	77%	77%	82%	78%
Recreation facilities	78%	90% A	77%	86%	82%	88% B	76%	83%
Community/public art	77%	81%	70%	83% A	80% A	78%	83%	79%

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Services/programs for youth (ages 2-12)	58%	87% A	61%	76%	69%	73%	70%	70%
Services/programs for youth (ages 13-17)	53%	80% A	60%	65%	64%	65%	65%	64%
Services/programs for seniors	70%	69%	40%	88% A C	67% A	74%	69%	70%
Municipal court	72%	86% A	91% C	79%	69%	74%	83%	77%
Public information services	66%	85% A	83% B C	71%	67%	69%	79% A	72%
Services for homeless/transient populations	23%	32%	25%	28%	27%	17%	44% A	27%
Policing services	67%	70%	74%	64%	68%	68%	67%	68%
Police response time to emergency police calls (not code enforcement)	80%	85%	95% B C	83% C	73%	86% B	77%	82%
Police response time to non-emergency police calls (not code enforcement)	70%	77%	88% B C	70%	65%	73%	73%	73%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	48%	57%	53%	48%	55%	48%	59%	52%

**Table 99: Question 6 - Importance by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Snow removal	93%	90%	91%	94%	93%	94%	90%	92%
Street repair and maintenance	96%	92%	95%	96% C	92%	96%	93%	94%
Street cleaning	54%	67% A	58%	59%	61%	52%	75% A	59%
Traffic enforcement	77%	78%	61%	82% A	88% A	77%	79%	78%
Code enforcement (junk vehicles, weed control, trash, outside storage)	67%	60%	51%	64% A	77% A B	63%	70%	65%
Animal control	61%	64%	58%	60%	70% A B	61%	67%	62%
Garbage collection	98% B	92%	97%	95%	95%	98% B	91%	96%
Recycling	88%	84%	92% C	88% C	81%	87%	87%	86%
Yard waste drop-off	70%	65%	68%	67%	69%	66%	71%	68%
Utility billing	82%	83%	85%	79%	87% B	84%	82%	82%
Land use, planning and zoning	73% B	63%	55%	74% A	79% A	70%	70%	69%
Building permits	66%	62%	60%	60%	75% A B	65%	65%	65%
Building inspections	72%	68%	67%	63%	82% A B	70%	71%	71%
Maintenance of city parks and playgrounds	87%	92%	88%	92%	86%	88%	92%	89%
Maintenance of open space and trails	83%	93% A	91% C	87%	83%	87%	88%	87%
Recreation programs	64%	70%	63%	69%	68%	64%	74% A	67%

The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Recreation facilities	69%	73%	68%	74%	71%	66%	82% A	71%
Community/public art	45%	58% A	53%	52%	46%	49%	56%	50%
Services/programs for youth (ages 2-12)	66%	81% A	64%	73%	78% A	67%	80% A	72%
Services/programs for youth (ages 13-17)	65%	79% A	64%	71%	77% A	66%	79% A	71%
Services/programs for seniors	68%	75%	64%	72%	76% A	67%	76% A	71%
Municipal court	74%	78%	68%	77%	82% A	77%	74%	76%
Public information services	73%	77%	73%	72%	79%	75%	76%	75%
Services for homeless/transient populations	65%	84% A	81% B C	69%	67%	70%	81% A	72%
Policing services	87% B	80%	76%	86% A	91% A	84%	85%	85%
Police response time to emergency police calls (not code enforcement)	95%	93%	89%	96% A	98% A	95%	93%	95%
Police response time to non-emergency police calls (not code enforcement)	87%	87%	78%	91% A	90% A	85%	89%	87%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	84% B	78%	64%	92% A	86% A	79%	88% A	82%

**Table 100: Question 7 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Overall, how would you rate the quality of the services provided by the City of Northglenn? (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Overall, how would you rate the quality of the services provided by the City of Northglenn?	79%	76%	78%	80%	76%	74%	86% A	78%

**Table 101: Question 8 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate the following aspects of transportation within the City of Northglenn: (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Condition of city streets	55%	55%	59%	57%	49%	51%	63% A	55%
Access to mass transit	75%	78%	68%	84% A C	75%	73%	84% A	76%
Ease of car travel in Northglenn	71%	74%	74%	75%	67%	71%	75%	72%
Ease of bus travel in Northglenn	59%	63%	44%	74% A	62% A	54%	70% A	60%
Ease of walking in Northglenn	66%	66%	50%	71% A	74% A	65%	69%	66%
Ease of bicycle travel in Northglenn	66%	79% A	61%	76% A	75% A	69%	76%	71%
Traffic flow on major streets	45%	50%	51%	47%	42%	43%	55% A	47%

**Table 102: Question 9 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please indicate how likely or unlikely you are to do each of the following: (Percent "very likely" or "somewhat likely").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Recommend living in Northglenn to someone who asks	83% B	75%	82%	80%	77%	77%	87% A	80%
Remain in Northglenn for the next five years	82% B	67%	71%	75%	83% A	75%	78%	77%
Recommend living in Northglenn permanently	65%	61%	55%	65% A	69% A	60%	70% A	63%

**Table 103: Question 10 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

How would you rate the overall performance of the Northglenn city government? (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
How would you rate the overall performance of the Northglenn city government?	65%	75% A	83% B C	67%	63%	68%	75%	68%



**Table 104: Question 11 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate the following aspects of Northglenn city government performance. (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
The extent to which Northglenn elected officials act in the best interest of the community at large	57%	66%	65%	62%	56%	59%	66%	60%
The quality of work performed by City of Northglenn employees	72%	78%	76%	73%	76%	76%	74%	75%
The value of services for the taxes paid to Northglenn.	56%	59%	60%	54%	57%	59%	57%	57%
The overall direction that Northglenn is taking	54%	70% A	68% B C	55%	57%	59%	65%	59%
The job Northglenn does at informing residents on major issues within the community	58%	66%	60%	65%	59%	63%	63%	61%
The job Northglenn government does at welcoming citizen involvement	61%	66%	65%	65%	60%	65%	64%	63%

**Table 105: Question 12 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (Percent "yes")	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	60% B	47%	55%	52%	59%	55%	53%	55%

**Table 106: Question 13 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

What was your impression of the City of Northglenn employee(s) overall? (Percent "excellent" or "good").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Knowledge	81%	79%	76%	85%	79%	79%	83%	80%
Responsiveness	79%	85%	79%	84%	76%	81%	79%	80%
Courtesy	87%	81%	75%	90% A	86% A	87%	80%	85%
Making you feel valued	75%	70%	69%	75%	74%	74%	70%	74%
Overall impression	79%	75%	73%	83%	75%	79%	73%	78%

**Table 107: Question 14 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate how safe you feel in the following areas in Northglenn: (Percent "very safe" or "somewhat safe").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Parks and playgrounds	78%	84%	84%	78%	77%	79%	84%	80%
Recreation center	91%	96%	100% B C	91%	90%	94%	93%	92%
In your neighborhood	75%	73%	71%	78%	73%	69%	84% A	74%
In your home	90% B	78%	87%	84%	87%	85%	89%	86%
On the trail system	67%	85% A	76%	76%	70%	72%	80% A	74%
On roadways	62%	72% A	66%	70% C	60%	61%	76% A	66%
Retail/commercial areas	70%	87% A	74%	78%	77%	73%	82% A	76%

**Table 108: Question 15 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please indicate whether or not each of the following has applied to you in the last 12 months. (Percent "yes").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Household member was a victim of a crime in Northglenn	16%	19%	24% C	19% C	9%	15%	22% A	17%
Reported a crime to the police in Northglenn	26%	29%	32% C	31% C	17%	27%	28%	26%

**Table 109: Question 16 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

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? (Percent "essential" or "very important").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Solving violent crimes	97%	95%	93%	96%	99% A	96%	95%	96%
Solving property crimes	87%	83%	66%	93% A	93% A	84%	86%	85%
Reducing illegal activities committed by youth	79%	77%	52%	88% A	89% A	74%	85% A	78%
Reducing illegal drug activity	77% B	68%	45%	80% A	90% A B	66%	86% A	74%
Enforcement of traffic laws	69%	72%	53%	70% A	86% A B	68%	74%	71%
Code enforcement	55%	51%	39%	51% A	69% A B	53%	55%	53%
Crime prevention (School Resource Officers, citizen police academy)	71%	76%	50%	82% A	83% A	69%	82% A	73%

**Table 110: Question 17 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

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? (Percent "high priority" or "medium priority").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Better connection with the community (i.e., community forums, events)	88%	97% A	89%	91%	95% A	91%	94%	91%
Increased visibility of police	83%	84%	66%	83% A	96% A B	82%	84%	84%
Additional training for officers to more effectively deal with mental health issues	92%	95%	91%	93%	95%	93%	94%	93%
Greater accessibility to police and police-related information	83%	81%	77%	82%	88% A	82%	83%	83%
More community policing officers (problem solving at a community-level such as neighborhood problems)	85%	87%	83%	85%	89%	86%	86%	86%
Increasing use of technology, such as body cameras and dashboard cameras	88%	92%	88%	89%	92%	89%	90%	90%
Adding surveillance cameras in high crime area	89% B	83%	82%	86%	92% A	88%	85%	87%

**Table 111: Question 18 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

Please rate the following statements by circling the number which best represents your opinion. Northglenn should... (Percent "strongly agree" or "somewhat agree").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Promote efforts to revitalize Northglenn's housing areas	84%	91% A	82%	91% A	85%	86%	88%	86%
Promote efforts to revitalize Northglenn's business areas	88% B	82%	75%	92% A	88% A	88%	83%	86%
Strengthen Northglenn's community image and identity	79%	80%	76%	80%	83%	78%	83%	80%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	83%	83%	73%	87% A	88% A	84%	81%	83%
Promote efforts to attract new jobs	81%	88% A	76%	88% A	86% A	83%	87%	84%

**Table 112: Question 19 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

For each type of shopping, please estimate how frequently you make purchases in Northglenn: (Percent "very frequently" or "somewhat frequently").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Grocery shopping	74%	78%	87% B C	75% C	66%	75%	80%	75%
Health services	25%	29%	19%	29% A	30% A	24%	33% A	27%
Meals and entertainment	66%	67%	69% C	75% C	55%	66%	72%	66%
Household items	60%	73% A	79% B C	67% C	52%	66%	69%	65%
Computers and electronics	22%	26%	18%	29% A	22%	21%	27%	23%
General retail (shoes, beauticians, clothing, etc.)	35%	55% A	43%	47% C	35%	41%	46%	42%

**Table 113: Question 20 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
Don't shop outside of Northglenn	1%	4% A	3%	0%	4%	1%	5% A	2%
It is convenient; on my way to or from work or near my home	42%	52% A	52% C	51% C	34%	49%	42%	46%
I like the range of quality goods and services	49% B	38%	51% B	41%	42%	46%	39%	45%
Desired item is not available in Northglenn	68% B	46%	63%	57%	61%	61%	57%	60%
It is more affordable	15%	16%	17%	13%	14%	14%	15%	15%
Visit a mall or other major retailers	36%	36%	31%	39%	37%	33%	41%	36%
I shop online	57%	55%	74% B C	53%	44%	57%	53%	56%
Other	10%	8%	10%	8%	10%	9%	9%	9%

**Table 114: Question 21 by Housing Tenure (Rent or Own), Respondent Age and Respondent Race/Ethnicity**

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? (Percent "at least once").	Own	Rent	18-34	35-54	55+	White alone, not Hispanic	Hispanic and/or other race	Overall
	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)
City Monthly "Connection" Newsletter	81% B	69%	66%	80% A	84% A	77%	79%	77%
City e-newsletter	33%	37%	31%	37%	35%	29%	46% A	34%
Parks and Recreation Activity Guide	70% B	53%	58%	71% A	63%	61%	71% A	64%
Denver Post	28%	26%	26%	28%	28%	27%	29%	27%
Denver Post YourHub	12%	9%	6%	8%	19% A B	10%	14%	11%
The Northglenn-Thornton Sentinel	38%	34%	36%	38%	35%	35%	39%	36%
Radio news	32%	38%	36%	35%	32%	34%	35%	34%
Television news	52% B	38%	36%	47% A	58% A B	45%	53%	47%
Cable TV Channel 8 (Government Access Channel)	19%	19%	12%	17%	28% A B	18%	22%	19%
City's website: www.northglenn.org	71%	72%	78% C	79% C	58%	70%	76%	71%
Access Northglenn app (issue tracking system)	13%	15%	14%	14%	13%	11%	17% A	13%
City of Northglenn's social media sites (Facebook, Twitter)	29%	29%	29% C	38% A C	19%	25%	37% A	29%
Community-created Facebook groups/pages about Northglenn	21%	32% A	26% C	33% C	17%	20%	36% A	25%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	60%	55%	68% C	66% C	42%	57%	63%	58%
Word of mouth	78% B	69%	75%	78%	71%	77%	70%	75%

## Appendix C: Benchmark Comparisons

### Understanding the Benchmark Comparisons

Communities use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government or organizational performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of peer community comparisons, a community is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the community rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any department – to understand how well citizens think it is doing.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel and politics to help administrators know how to respond to comparative results.

### Comparison Data

NRC has designed a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC’s work.<sup>1,2</sup> The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all communities in the database or to a subset. Despite the differences in characteristics across communities, all are in the business of providing services to residents. Though individual community circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any community, like SAT scores in any teen household, bring pride and a sense of accomplishment.

<sup>1</sup> Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.

<sup>2</sup> Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The City of Northglenn chose to have comparisons made to communities across the nation as well as to communities in Colorado's Front Range.

### **Interpreting the Results**

Average ratings are compared when questions similar to those asked in the Northglenn survey are included in NRC's database, and there are at least five jurisdictions in which the question was asked.

Where comparisons for quality ratings were available, the City of Northglenn's results were noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Northglenn's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher" or "lower" if the difference between Northglenn's rating and the benchmark is greater the margin of error; and "much higher" or "much lower" if the difference between Northglenn's rating and the benchmark is more than twice the margin of error.



## National Benchmark Comparisons

**Table 115: Question 1**

Please rate each of the following aspects of quality of life in Northglenn: (percent rating as "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Northglenn as a place to live	78%	303	380	Similar
Your neighborhood as a place to live	69%	292	314	Lower
Northglenn as a place to raise children	67%	306	382	Lower
Northglenn as a place to work	55%	275	366	Similar
Northglenn as a place to retire	56%	279	367	Similar
The overall quality of life in Northglenn	68%	345	422	Similar

**Table 116: Question 4**

Please rate each of the following characteristics as they relate to Northglenn as a whole: (percent rating as "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Sense of community	51%	260	315	Similar
Openness and acceptance of the community toward people of diverse backgrounds	68%	116	310	Similar
Making all residents feel welcome	59%	92	106	Similar
Attracting people from diverse backgrounds	64%	46	104	Similar
Valuing/respecting residents from diverse backgrounds	67%	66	104	Similar
Cleanliness of Northglenn	52%	262	319	Lower
Overall quality of new development in Northglenn	58%	141	310	Similar
Variety of housing options	49%	159	294	Similar
Overall quality of business and service establishments in Northglenn	56%	232	290	Similar
Shopping opportunities	56%	164	306	Similar
Opportunities to attend cultural activities	59%	156	302	Similar
Recreational opportunities	70%	147	305	Similar
Employment opportunities	45%	153	320	Similar
Opportunities to participate in social events and activities	67%	109	285	Similar
Opportunities to volunteer	70%	133	282	Similar
Opportunities to participate in civic matters	68%	95	286	Similar
Availability of paths and walking trails	72%	130	321	Similar
Availability of affordable quality housing	40%	146	319	Similar
Availability of affordable quality child care	36%	233	280	Lower
Availability of affordable quality health care	51%	231	283	Similar
Availability of affordable quality food	60%	217	269	Similar
Availability of preventive health services	59%	195	266	Similar
Air quality	44%	263	272	Much lower
Quality of overall natural environment in Northglenn	59%	271	293	Lower
Overall image or reputation of Northglenn	49%	305	359	Lower

**Table 117: Question 5**

<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 (either virtually or in-person, as applicable)? (percent "at least once").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in national comparison</b>	<b>Comparison to benchmark</b>
Used Northglenn recreation center	34%	216	220	Much lower
Participated in a recreation program or activity	36%	4	5	Similar
Used a Northglenn park or trail	86%	111	252	Similar
Attended a meeting of local city officials or other local public meeting	23%	88	279	Similar
Watched a meeting of local city officials on cable television	17%	197	255	Similar
Attended a Northglenn festival or special event	58%	90	245	Similar
Ridden an RTD bus	27%	66	247	Similar

**Table 118: Question 6**

<b>The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (percent "excellent" or "good").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in national comparison</b>	<b>Comparison to benchmark</b>
Snow removal	67%	151	268	Similar
Street repair and maintenance	46%	190	363	Similar
Street cleaning	57%	211	305	Similar
Traffic enforcement	46%	336	363	Lower
Code enforcement (junk vehicles, weed control, trash, outside storage)	41%	285	363	Similar
Animal control	60%	221	326	Similar
Garbage collection	88%	32	337	Similar
Recycling	82%	56	343	Similar
Yard waste drop-off	79%	129	286	Similar
Utility billing	68%	155	259	Similar
Land use, planning and zoning	55%	114	308	Similar
Building permits	55%	5	9	Similar
Building inspections	58%	6	7	Similar
Recreation programs	78%	157	315	Similar
Recreation facilities	83%	52	287	Similar
Services/programs for youth (ages 2-12)	70%	7	11	Similar
Services/programs for seniors	70%	9	21	Similar
Municipal court	77%	5	10	Similar
Public information services	72%	158	303	Similar
Policing services	68%	364	414	Lower
Police response time to emergency police calls (not code enforcement)	82%	4	7	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	52%	307	362	Lower

**Table 119: Question 7**

Overall, how would you rate the quality of the services provided by the City of Northglenn? (percent "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Overall, how would you rate the quality of the services provided by the City of Northglenn?	78%	223	381	Similar

**Table 120: Question 8**

Please rate the following aspects of transportation within the City of Northglenn: (percent "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Condition of city streets	55%	6	7	Similar
Ease of car travel in Northglenn	72%	163	316	Similar
Ease of bus travel in Northglenn	60%	36	265	Higher
Ease of walking in Northglenn	66%	175	318	Similar
Ease of bicycle travel in Northglenn	71%	66	318	Higher
Traffic flow on major streets	47%	196	336	Similar

**Table 121: Question 9**

Please indicate how likely or unlikely you are to do each of the following: (percent "very likely" or "somewhat likely").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Recommend living in Northglenn to someone who asks	80%	230	298	Similar
Remain in Northglenn for the next five years	77%	252	291	Similar

**Table 122: Question 11**

Please rate the following aspects of Northglenn city government performance (percent "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
The extent to which Northglenn elected officials act in the best interest of the community at large	60%	147	290	Similar
The value of services for the taxes paid to Northglenn.	57%	188	383	Similar
The overall direction that Northglenn is taking	59%	175	333	Similar
The job Northglenn does at informing residents on major issues within the community	61%	7	11	Similar
The job Northglenn government does at welcoming citizen involvement	63%	70	326	Similar

**Table 123: Question 12**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (percent "yes").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	55%	45	336	Similar

**Table 124: Question 13**

<b>What was your impression of the City of Northglenn employee(s) overall? (percent "excellent" or "good").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in national comparison</b>	<b>Comparison to benchmark</b>
Knowledge	80%	19	26	Similar
Responsiveness	80%	14	26	Similar
Courtesy	85%	7	17	Similar
Making you feel valued	74%	1	5	Similar
Overall impression	78%	115	377	Similar

**Table 125: Question 14**

<b>Please rate how safe you feel in the following areas in Northglenn: (percent "very safe" or "somewhat safe").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in national comparison</b>	<b>Comparison to benchmark</b>
Parks and playgrounds	80%	9	11	Similar
In your neighborhood	74%	344	347	Lower
Retail/commercial areas	76%	290	324	Lower

**Table 126: Question 15**

<b>Please indicate whether or not each of the following has applied to you in the last 12 months (percent "yes").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in national comparison</b>	<b>Comparison to benchmark</b>
Household member was a victim of a crime in Northglenn	83%	219	251	Similar
Reported a crime to the police in Northglenn	74%	197	244	Similar

## Communities Included in the National Benchmark Comparison

Listed below are the communities included in the national benchmark comparisons provided for the City of Northglenn followed by the 2017 American Community Survey population estimates for each according to the U.S. Census.

• Adams County, CO.....	487,850	• Cambridge city, MA.....	110,893
• Airway Heights city, WA.....	8,017	• Canandaigua city, NY.....	10,402
• Albany city, OR.....	52,007	• Cannon Beach city, OR.....	1,517
• Albemarle County, VA.....	105,105	• Cañon City city, CO.....	16,298
• Albert Lea city, MN.....	17,716	• Cape Coral city, FL.....	173,679
• Alexandria city, VA.....	154,710	• Carlsbad city, CA.....	113,147
• Allegan County, MI.....	114,145	• Carol Stream village, IL.....	40,231
• Ankeny city, IA.....	56,237	• Cartersville city, GA.....	20,235
• Ann Arbor city, MI.....	119,303	• Cary town, NC.....	159,715
• Apache Junction city, AZ.....	38,452	• Cedar Hill city, TX.....	48,149
• Arapahoe County, CO.....	626,612	• Cedar Park city, TX.....	70,010
• Arlington city, TX.....	388,225	• Cedar Rapids city, IA.....	130,330
• Asheville city, NC.....	89,318	• Celina city, TX.....	7,910
• Ashland city, OR.....	20,733	• Centennial city, CO.....	108,448
• Ashland town, MA.....	17,478	• Chandler city, TX.....	2,896
• Ashland town, VA.....	7,554	• Chanhassen city, MN.....	25,108
• Athens-Clarke County, GA.....	122,292	• Chapel Hill town, NC.....	59,234
• Auburn city, AL.....	61,462	• Chardon city, OH.....	5,166
• Aurora city, CO.....	357,323	• Charles County, MD.....	156,021
• Austin city, TX.....	916,906	• Charlotte County, FL.....	173,236
• Avon town, IN.....	16,479	• Charlottesville city, VA.....	46,487
• Avondale city, AZ.....	81,590	• Chatfield city, MN.....	3,067
• Azusa city, CA.....	49,029	• Chattanooga city, TN.....	176,291
• Bainbridge Island city, WA.....	23,689	• Chesterfield County, VA.....	335,594
• Baltimore County, MD.....	828,637	• Clackamas County, OR.....	399,962
• Basehor city, KS.....	5,401	• Clayton city, MO.....	16,214
• Batavia city, IL.....	26,499	• Clearwater city, FL.....	112,794
• Battle Creek city, MI.....	51,505	• Cleveland Heights city, OH.....	45,024
• Baytown city, TX.....	76,205	• Clive city, IA.....	17,134
• Beaumont city, CA.....	43,641	• Clovis city, CA.....	104,411
• Bellingham city, WA.....	85,388	• College Park city, MD.....	32,186
• Bethlehem township, PA.....	23,800	• College Station city, TX.....	107,445
• Bettendorf city, IA.....	35,293	• Colleyville city, TX.....	25,557
• Billings city, MT.....	109,082	• Collinsville city, IL.....	24,767
• Bloomington city, IN.....	83,636	• Columbia city, MO.....	118,620
• Bloomington city, MN.....	85,417	• Commerce City city, CO.....	52,905
• Boise City city, ID.....	220,859	• Conshohocken borough, PA.....	7,985
• Bonner Springs city, KS.....	7,644	• Coolidge city, AZ.....	12,221
• Boulder city, CO.....	106,271	• Coon Rapids city, MN.....	62,342
• Bowling Green city, KY.....	64,302	• Coronado city, CA.....	24,053
• Brighton city, CO.....	38,016	• Corvallis city, OR.....	56,224
• Brookline CDP, MA.....	59,246	• Cottonwood Heights city, UT.....	34,214
• Brooklyn Center city, MN.....	30,885	• Coventry Lake CDP, CT.....	2,932
• Brooklyn city, OH.....	10,891	• Coventry town, CT.....	12,458
• Broomfield city, CO.....	64,283	• Cupertino city, CA.....	60,687
• Brownsburg town, IN.....	24,625	• Dacono city, CO.....	4,929
• Buffalo Grove village, IL.....	41,551	• Dakota County, MN.....	414,655
• Burlingame city, CA.....	30,401	• Dallas city, OR.....	15,413
• Cabarrus County, NC.....	196,716	• Dallas city, TX.....	1,300,122

• Danvers town, MA.....	27,527	• Franklin city, TN.....	72,990
• Danville city, KY .....	16,657	• Frederick town, CO.....	11,397
• Darien city, IL.....	22,206	• Fremont city, CA.....	230,964
• Davenport city, IA.....	102,268	• Frisco town, CO .....	2,977
• Davidson town, NC.....	12,325	• Fruita city, CO.....	13,039
• Dayton city, OH .....	140,939	• Gahanna city, OH.....	34,691
• Dayton town, WY .....	815	• Gaithersburg city, MD .....	67,417
• Dearborn city, MI .....	95,295	• Galveston city, TX.....	49,706
• Decatur city, GA.....	22,022	• Gardner city, KS.....	21,059
• DeLand city, FL.....	30,315	• Georgetown city, TX.....	63,062
• Denison city, TX.....	23,342	• Gilbert town, AZ .....	232,176
• Denton city, TX.....	131,097	• Gillette city, WY.....	31,783
• Denver city, CO.....	678,467	• Glen Ellyn village, IL.....	27,983
• Des Moines city, IA .....	214,778	• Glencoe village, IL.....	8,923
• Des Peres city, MO .....	8,536	• Glendora city, CA.....	51,891
• DeSoto city, TX .....	52,596	• Golden city, CO.....	20,365
• Destin city, FL .....	13,421	• Golden Valley city, MN.....	21,208
• Dothan city, AL .....	67,784	• Goodyear city, AZ .....	74,953
• Dover city, NH .....	30,901	• Grand Rapids city, MI .....	195,355
• Dublin city, OH.....	44,442	• Grand Traverse County, MI .....	91,222
• Durham city, NC .....	257,232	• Greeley city, CO.....	100,760
• Durham County, NC.....	300,865	• Greenville city, NC.....	90,347
• Dyer town, IN .....	16,077	• Greer city, SC.....	28,587
• Eagan city, MN.....	66,102	• Gulf Breeze city, FL.....	6,251
• Eau Claire city, WI.....	67,945	• Gunnison County, CO .....	16,215
• Eden Prairie city, MN.....	63,660	• Haltom City city, TX .....	44,059
• Eden town, VT .....	1,254	• Hamilton city, OH .....	62,216
• Edina city, MN .....	50,603	• Hamilton town, MA.....	7,991
• Edmond city, OK.....	89,769	• Hampton city, VA .....	136,255
• Edmonds city, WA .....	41,309	• Hanover County, VA.....	103,218
• El Cerrito city, CA.....	24,982	• Hastings city, MN .....	22,620
• El Mirage city, AZ.....	34,400	• Henderson city, NV.....	284,817
• El Paso de Robles (Paso Robles) city, CA .....	31,409	• High Point city, NC.....	109,849
• Elbert County, CO .....	24,553	• Highland Park city, IL.....	29,796
• Elgin city, IL.....	112,628	• Highlands Ranch CDP, CO.....	105,264
• Elk Grove city, CA.....	166,228	• Homer Glen village, IL .....	24,403
• Elmhurst city, IL.....	46,139	• Honolulu County, HI .....	990,060
• Englewood city, CO.....	33,155	• Hopkinton town, MA.....	16,720
• Erie town, CO.....	22,019	• Horry County, SC .....	310,186
• Escambia County, FL.....	309,924	• Huntley village, IL .....	26,265
• Escondido city, CA .....	150,783	• Huntsville city, TX.....	40,727
• Estes Park town, CO .....	6,248	• Hutchinson city, MN.....	13,836
• Euclid city, OH.....	47,698	• Hutto city, TX.....	22,644
• Farmers Branch city, TX.....	33,808	• Independence city, IA.....	6,013
• Farmersville city, TX.....	3,440	• Independence city, MO .....	117,369
• Farmington Hills city, MI.....	81,235	• Iowa City city, IA.....	73,415
• Fate city, TX .....	10,339	• Issaquah city, WA .....	35,629
• Fayetteville city, GA.....	17,069	• Jackson city, MO.....	14,690
• Fayetteville city, NC.....	210,324	• Jackson County, MI.....	158,989
• Ferguson township, PA.....	18,837	• Jefferson Parish, LA .....	437,038
• Fernandina Beach city, FL.....	11,957	• Jerome city, ID.....	11,306
• Flagstaff city, AZ .....	69,903	• Johnson City city, TN .....	65,598
• Flower Mound town, TX.....	71,575	• Johnson County, KS .....	578,797
• Forest Grove city, OR.....	23,554	• Johnston city, IA .....	20,172
• Fort Collins city, CO .....	159,150	• Jupiter town, FL.....	62,373

• Kalamazoo city, MI .....	75,833	• Marshalltown city, IA .....	27,440
• Kansas City city, KS .....	151,042	• Marshfield city, WI .....	18,326
• Kansas City city, MO .....	476,974	• Maryland Heights city, MO.....	27,246
• Kent city, WA .....	126,561	• Marysville city, WA.....	66,178
• Kerrville city, TX.....	22,931	• Maui County, HI.....	164,094
• King City city, CA.....	13,721	• McKinney city, TX .....	164,760
• Kingman city, AZ.....	28,855	• McMinnville city, OR .....	33,211
• Kirkland city, WA .....	86,772	• Mecklenburg County, NC .....	1,034,290
• Kirkwood city, MO.....	27,659	• Menlo Park city, CA .....	33,661
• La Mesa city, CA.....	59,479	• Mercer Island city, WA .....	24,768
• La Plata town, MD .....	9,160	• Meridian charter township, MI .....	41,903
• La Vista city, NE .....	17,062	• Mesa city, AZ .....	479,317
• Lake Elsinore city, CA.....	62,229	• Mesquite city, TX.....	144,118
• Lake Forest city, CA .....	81,812	• Miami city, FL .....	443,007
• Lake Forest city, IL .....	18,931	• Middleton city, WI.....	18,951
• Lake Havasu City city, AZ.....	53,463	• Middletown town, RI.....	16,100
• Lake in the Hills village, IL.....	28,908	• Milford city, DE.....	10,645
• Lake Zurich village, IL.....	19,983	• Milton city, GA.....	37,556
• Lakeville city, MN .....	61,056	• Minneapolis city, MN .....	411,452
• Lakewood city, CO .....	151,411	• Minnetrista city, MN .....	7,187
• Lakewood city, WA .....	59,102	• Minturn town, CO .....	1,141
• Lancaster County, SC.....	86,544	• Missoula County, MT.....	114,231
• Las Cruces city, NM .....	101,014	• Missouri City city, TX .....	72,688
• Las Vegas city, NV.....	621,662	• Moline city, IL .....	42,644
• Lawrence city, KS.....	93,954	• Monroe city, MI.....	20,128
• Lawrenceville city, GA .....	29,287	• Montgomery city, MN .....	2,921
• Lehi city, UT .....	58,351	• Montgomery County, MD .....	1,039,198
• Lenexa city, KS .....	52,030	• Montrose city, CO .....	18,918
• Lewes city, DE.....	2,961	• Moorpark city, CA.....	36,060
• Lewisville city, TX.....	103,638	• Moraga town, CA .....	17,231
• Lincolnwood village, IL .....	12,637	• Morristown city, TN.....	29,446
• Lindsborg city, KS.....	3,313	• Morrisville town, NC.....	23,873
• Little Chute village, WI.....	11,006	• Morro Bay city, CA.....	10,568
• Little Elm city, TX .....	39,471	• Moscow city, ID .....	24,833
• Littleton city, CO.....	45,848	• Mount Prospect village, IL.....	54,493
• Livermore city, CA .....	88,232	• Mountlake Terrace city, WA.....	20,922
• Lombard village, IL.....	43,776	• Naperville city, IL .....	146,431
• Lone Tree city, CO .....	13,430	• Napoleon city, OH .....	8,646
• Longmont city, CO .....	91,730	• Needham CDP, MA.....	30,429
• Los Alamos County, NM .....	18,031	• Nevada City city, CA .....	3,112
• Los Altos Hills town, CA .....	8,490	• Nevada County, CA.....	98,838
• Loudoun County, VA.....	374,558	• New Braunfels city, TX.....	70,317
• Louisville city, CO.....	20,319	• New Brighton city, MN .....	22,440
• Lower Merion township, PA.....	58,500	• New Concord village, OH.....	2,561
• Lynchburg city, VA .....	79,237	• New Hope city, MN .....	20,909
• Lynnwood city, WA.....	37,242	• Newport News city, VA .....	180,775
• Manassas city, VA.....	41,379	• Newton city, IA .....	15,085
• Manhattan city, KS .....	55,427	• Niles village, IL.....	29,823
• Mankato city, MN.....	41,241	• Noblesville city, IN.....	59,807
• Maple Grove city, MN .....	68,362	• Norcross city, GA.....	16,474
• Maplewood city, MN.....	40,127	• Norfolk city, NE.....	24,352
• Maricopa County, AZ.....	4,155,501	• North Kansas City city, MO.....	4,371
• Marin County, CA .....	260,814	• North Mankato city, MN .....	13,583
• Marion city, IA .....	38,014	• North Port city, FL .....	62,542
• Mariposa County, CA.....	17,658	• North Yarmouth town, ME.....	3,714

• Northglenn city, CO .....	38,473	• Rio Rancho city, NM .....	93,317
• Novi city, MI .....	58,835	• River Falls city, WI .....	15,256
• O'Fallon city, IL .....	29,095	• Riverside city, CA .....	321,570
• Oak Park village, IL .....	52,229	• Roanoke County, VA .....	93,419
• Oakdale city, MN .....	27,972	• Rochester city, NY .....	209,463
• Oklahoma City city, OK .....	629,191	• Rock Hill city, SC .....	70,764
• Olmsted County, MN .....	151,685	• Rockville city, MD .....	66,420
• Oregon City city, OR .....	35,483	• Roeland Park city, KS .....	6,810
• Orland Park village, IL .....	59,161	• Rohnert Park city, CA .....	42,305
• Orleans Parish, LA .....	388,182	• Rosemount city, MN .....	23,474
• Oshkosh city, WI .....	66,649	• Rosenberg city, TX .....	35,867
• Oswego village, IL .....	33,759	• Roseville city, CA .....	130,705
• Overland Park city, KS .....	186,147	• Roseville city, MN .....	35,624
• Paducah city, KY .....	24,879	• Round Rock city, TX .....	116,369
• Palm Coast city, FL .....	82,356	• Royal Palm Beach village, FL .....	37,665
• Palm Springs city, CA .....	47,140	• Sacramento city, CA .....	489,650
• Palo Alto city, CA .....	67,082	• Salem city, OR .....	163,654
• Palos Verdes Estates city, CA .....	13,591	• Sammamish city, WA .....	62,877
• Panama City Beach city, FL .....	12,461	• San Carlos city, CA .....	29,954
• Papillion city, NE .....	19,478	• San Diego city, CA .....	1,390,966
• Paradise Valley town, AZ .....	13,961	• San Jose city, CA .....	1,023,031
• Park City city, UT .....	8,167	• Sangamon County, IL .....	198,134
• Parker town, CO .....	51,125	• Santa Fe city, NM .....	82,980
• Pasco city, WA .....	70,607	• Santa Fe County, NM .....	147,514
• Pasco County, FL .....	498,136	• Sausalito city, CA .....	7,147
• Payette city, ID .....	7,366	• Savage city, MN .....	30,011
• Pearland city, TX .....	113,693	• Schaumburg village, IL .....	74,427
• Peoria city, IL .....	115,424	• Schertz city, TX .....	38,199
• Perryville city, MO .....	8,366	• Scott County, MN .....	141,463
• Pflugerville city, TX .....	58,013	• Scottsdale city, AZ .....	239,283
• Philadelphia city, PA .....	1,569,657	• Sedona city, AZ .....	10,246
• Pinehurst village, NC .....	15,580	• Sevierville city, TN .....	16,387
• Pitkin County, CO .....	17,747	• Shakopee city, MN .....	40,024
• Plano city, TX .....	281,566	• Shawnee city, KS .....	64,840
• Pleasant Hill city, IA .....	9,608	• Shawnee city, OK .....	30,974
• Plymouth city, MN .....	76,258	• Shoreline city, WA .....	55,431
• Port Orange city, FL .....	60,315	• Shorewood village, IL .....	16,809
• Port St. Lucie city, FL .....	178,778	• Sierra Vista city, AZ .....	43,585
• Portage city, MI .....	48,072	• Silverton city, OR .....	9,757
• Powell city, OH .....	12,658	• Sioux Falls city, SD .....	170,401
• Powhatan County, VA .....	28,364	• Skokie village, IL .....	64,773
• Prairie Village city, KS .....	21,932	• Snoqualmie city, WA .....	12,944
• Pueblo city, CO .....	109,122	• Snowmass Village town, CO .....	2,827
• Puyallup city, WA .....	39,637	• Somerset town, MA .....	18,257
• Queen Creek town, AZ .....	33,298	• South Bend city, IN .....	101,928
• Raleigh city, NC .....	449,477	• South Jordan city, UT .....	65,523
• Ramsey city, MN .....	25,853	• South Portland city, ME .....	25,431
• Raymore city, MO .....	20,358	• Spearfish city, SD .....	11,300
• Redlands city, CA .....	70,765	• Spring Hill city, KS .....	6,064
• Redmond city, OR .....	28,492	• Springville city, UT .....	32,319
• Redmond city, WA .....	60,712	• St. Augustine city, FL .....	13,952
• Reno city, NV .....	239,732	• St. Charles city, IL .....	32,730
• Richfield city, MN .....	35,993	• St. Cloud city, MN .....	67,093
• Richmond city, CA .....	108,853	• St. Croix County, WI .....	87,142
• Richmond Heights city, MO .....	8,466	• St. Joseph city, MO .....	76,819



- St. Louis County, MN ..... 200,294
- St. Lucie County, FL..... 298,763
- State College borough, PA..... 42,224
- Steamboat Springs city, CO ..... 12,520
- Sugar Land city, TX..... 86,886
- Sunnyvale city, CA ..... 151,565
- Surprise city, AZ..... 129,534
- Suwanee city, GA..... 18,655
- Tacoma city, WA..... 207,280
- Takoma Park city, MD..... 17,643
- Tempe city, AZ..... 178,339
- Temple city, TX ..... 71,795
- Texarkana city, TX..... 37,222
- The Woodlands CDP, TX ..... 109,608
- Thousand Oaks city, CA ..... 128,909
- Tinley Park village, IL ..... 57,107
- Tracy city, CA ..... 87,613
- Trinidad CCD, CO ..... 10,819
- Tualatin city, OR ..... 27,135
- Tulsa city, OK ..... 401,352
- Tustin city, CA..... 80,007
- Twin Falls city, ID..... 47,340
- Unalaska city, AK ..... 4,809
- Urbandale city, IA ..... 42,222
- Vail town, CO..... 5,425
- Vallejo city, CA..... 120,599
- Vernon Hills village, IL ..... 26,084
- Victoria city, MN..... 8,679
- Vienna town, VA..... 16,474
- Walnut Creek city, CA..... 68,516
- Warrensburg city, MO..... 19,890
- Washington County, MN..... 250,979
- Washington County, RI..... 126,190
- Washoe County, NV ..... 445,551
- Washougal city, WA ..... 15,241
- Waunakee village, WI..... 13,284
- Wauwatosa city, WI ..... 47,687
- Wentzville city, MO ..... 35,768
- West Bend city, WI ..... 31,656
- West Chester township, OH ..... 62,804
- West Des Moines city, IA..... 62,999
- Westerville city, OH..... 38,604
- Westminster city, CO..... 111,895
- Westminster city, MD ..... 18,557
- Wheat Ridge city, CO..... 31,162
- White House city, TN..... 11,107
- Wichita city, KS..... 389,054
- Williamsburg city, VA ..... 14,817
- Wilmington city, NC..... 115,261
- Wilsonville city, OR..... 22,789
- Windsor town, CO ..... 23,386
- Winston-Salem city, NC..... 240,193
- Winter Garden city, FL..... 40,799
- Woodbury city, MN ..... 67,648
- Woodinville city, WA ..... 11,675
- Wyandotte County, KS ..... 163,227
- Wyoming city, MI ..... 75,124
- Yountville city, CA..... 2,978

## Front Range Benchmark Comparisons

**Table 127: Question 1**

Please rate each of the following aspects of quality of life in Northglenn: (percent rating as "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Northglenn as a place to live	78%	22	28	Similar
Your neighborhood as a place to live	69%	25	26	Lower
Northglenn as a place to raise children	67%	22	29	Lower
Northglenn as a place to work	55%	22	29	Similar
Northglenn as a place to retire	56%	22	29	Similar
The overall quality of life in Northglenn	68%	21	28	Similar

**Table 128: Question 4**

Please rate each of the following characteristics as they relate to Northglenn as a whole: (percent rating as "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Sense of community	51%	17	22	Similar
Openness and acceptance of the community toward people of diverse backgrounds	68%	6	23	Similar
Cleanliness of Northglenn	52%	14	18	Lower
Overall quality of new development in Northglenn	58%	7	19	Similar
Variety of housing options	49%	10	20	Similar
Overall quality of business and service establishments in Northglenn	56%	13	19	Similar
Shopping opportunities	56%	14	24	Similar
Opportunities to attend cultural activities	59%	10	21	Similar
Recreational opportunities	70%	15	22	Similar
Employment opportunities	45%	12	25	Similar
Opportunities to participate in social events and activities	67%	7	18	Similar
Opportunities to volunteer	70%	6	17	Similar
Opportunities to participate in civic matters	68%	6	20	Similar
Availability of paths and walking trails	72%	10	20	Similar
Availability of affordable quality housing	40%	4	19	Higher
Availability of affordable quality child care	36%	8	16	Similar
Availability of affordable quality health care	51%	13	18	Similar
Availability of affordable quality food	60%	9	15	Similar
Availability of preventive health services	59%	9	12	Similar
Air quality	44%	15	17	Lower
Quality of overall natural environment in Northglenn	59%	16	19	Lower
Overall image or reputation of Northglenn	49%	18	24	Similar

**Table 129: Question 5**

<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 (either virtually or in-person, as applicable)? (percent "at least once").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in Front Range comparison</b>	<b>Comparison to benchmark</b>
Used Northglenn recreation center	34%	12	12	Much lower
Used a Northglenn park or trail	86%	12	16	Similar
Attended a meeting of local city officials or other local public meeting	23%	8	17	Similar
Watched a meeting of local city officials on cable television	17%	9	14	Similar
Attended a Northglenn festival or special event	58%	9	16	Similar
Ridden an RTD bus	27%	7	11	Lower

**Table 130: Question 6**

<b>The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (percent "excellent" or "good").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in Front Range comparison</b>	<b>Comparison to benchmark</b>
Snow removal	67%	8	25	Similar
Street repair and maintenance	46%	12	25	Similar
Street cleaning	57%	13	21	Similar
Traffic enforcement	46%	22	25	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	41%	20	25	Similar
Animal control	60%	15	23	Similar
Garbage collection	88%	2	15	Similar
Recycling	82%	4	16	Higher
Yard waste drop-off	79%	2	8	Higher
Utility billing	68%	9	13	Similar
Land use, planning and zoning	55%	3	18	Similar
Building permits	55%	1	5	Similar
Recreation programs	78%	15	20	Similar
Recreation facilities	83%	9	20	Similar
Services/programs for seniors	70%	4	7	Similar
Municipal court	77%	4	9	Similar
Public information services	72%	7	16	Similar
Policing services	68%	22	27	Similar
Police response time to emergency police calls (not code enforcement)	82%	3	5	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	52%	18	22	Lower

**Table 131: Question 7**

Overall, how would you rate the quality of the services provided by the City of Northglenn? (percent "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Overall, how would you rate the quality of the services provided by the City of Northglenn?	78%	17	29	Similar

**Table 132: Question 8**

Please rate the following aspects of transportation within the City of Northglenn: (percent "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Ease of car travel in Northglenn	72%	9	25	Similar
Ease of bus travel in Northglenn	60%	5	16	Higher
Ease of walking in Northglenn	66%	16	24	Similar
Ease of bicycle travel in Northglenn	71%	10	24	Similar
Traffic flow on major streets	47%	9	23	Similar

**Table 133: Question 9**

Please indicate how likely or unlikely you are to do each of the following: (percent "very likely" or "somewhat likely").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Recommend living in Northglenn to someone who asks	80%	15	21	Similar
Remain in Northglenn for the next five years	77%	17	20	Similar

**Table 134: Question 11**

Please rate the following aspects of Northglenn city government performance (percent "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
The extent to which Northglenn elected officials act in the best interest of the community at large	60%	6	17	Similar
The value of services for the taxes paid to Northglenn.	57%	10	24	Similar
The overall direction that Northglenn is taking	59%	13	24	Similar
The job Northglenn government does at welcoming citizen involvement	63%	5	27	Similar

**Table 135: Question 12**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (percent "yes").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	55%	3	22	Higher

**Table 136: Question 13**

<b>What was your impression of the City of Northglenn employee(s) overall? (percent "excellent" or "good").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in Front Range comparison</b>	<b>Comparison to benchmark</b>
Knowledge	80%	5	9	Similar
Responsiveness	80%	4	8	Similar
Courtesy	85%	4	7	Similar
Overall impression	78%	7	25	Similar

**Table 137: Question 14**

<b>Please rate how safe you feel in the following areas in Northglenn: (percent "very safe" or "somewhat safe").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in Front Range comparison</b>	<b>Comparison to benchmark</b>
Parks and playgrounds	80%	4	5	Similar
In your neighborhood	74%	21	22	Lower
Retail/commercial areas	76%	17	19	Lower

**Table 138: Question 15**

<b>Please indicate whether or not each of the following has applied to you in the last 12 months (percent "yes").</b>	<b>Percent positive</b>	<b>Rank</b>	<b>Number of communities in Front Range comparison</b>	<b>Comparison to benchmark</b>
Household member was a victim of a crime in Northglenn	83%	9	12	Similar
Reported a crime to the police in Northglenn	74%	8	12	Similar

### Communities Included in the Front Range Benchmark Comparison

Listed below are the communities included in the Front Range benchmark comparisons provided for the City of Northglenn followed by the 2017 American Community Survey population estimates for each according to the U.S. Census.

• Adams County, CO.....	487,850	• Golden city, CO.....	20,365
• Arapahoe County, CO.....	626,612	• Greeley city, CO.....	100,760
• Aurora city, CO.....	357,323	• Highlands Ranch CDP, CO.....	105,264
• Boulder city, CO.....	106,271	• Lakewood city, CO.....	151,411
• Broomfield city, CO.....	64,283	• Littleton city, CO.....	45,848
• Cañon City city, CO.....	16,298	• Lone Tree city, CO.....	13,430
• Centennial city, CO.....	108,448	• Longmont city, CO.....	91,730
• Commerce City city, CO.....	52,905	• Louisville city, CO.....	20,319
• Dacono city, CO.....	4,929	• Northglenn city, CO.....	38,473
• Denver city, CO.....	678,467	• Parker town, CO.....	51,125
• Englewood city, CO.....	33,155	• Pueblo city, CO.....	109,122
• Erie town, CO.....	22,019	• Westminster city, CO.....	111,895
• Estes Park town, CO.....	6,248	• Wheat Ridge city, CO.....	31,162
• Fort Collins city, CO.....	159,150	• Windsor town, CO.....	23,386
• Frederick town, CO.....	11,397		

## Appendix D: Complete Set of Responses to Open Participation (Opt-in) Survey

The following pages contain a complete set of responses to each question open participation or opt-in survey, which anyone could complete online. About 134 responses were received. For questions that included a “don’t know” or “not applicable” response option, two tables for that question are provided: the first that excludes the “don’t know” or “not applicable” responses, the second that includes those response options.

**Table 139: Question 1 - Excluding Don't Know Responses**

Please rate each of the following aspects of quality of life in Northglenn.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Northglenn as a place to live	14%	N=18	65%	N=85	15%	N=20	6%	N=8	100%	N=131
Your neighborhood as a place to live	17%	N=23	58%	N=77	20%	N=27	5%	N=7	100%	N=134
Northglenn as a place to raise children	10%	N=11	45%	N=50	30%	N=33	16%	N=18	100%	N=112
Northglenn as a place to work	18%	N=13	34%	N=24	26%	N=18	21%	N=15	100%	N=70
Northglenn as a place to retire	4%	N=3	35%	N=30	27%	N=23	35%	N=30	100%	N=86
The physical attractiveness of Northglenn as a whole	14%	N=18	34%	N=45	41%	N=55	11%	N=15	100%	N=133
The overall quality of life in Northglenn	6%	N=9	52%	N=70	35%	N=47	6%	N=8	100%	N=134

**Table 140: Question 1 - Including Don't Know Responses**

Please rate each of the following aspects of quality of life in Northglenn.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Northglenn as a place to live	14%	N=18	65%	N=85	15%	N=20	6%	N=8	0%	N=0	100%	N=131
Your neighborhood as a place to live	17%	N=23	58%	N=77	20%	N=27	5%	N=7	0%	N=0	100%	N=134
Northglenn as a place to raise children	8%	N=11	38%	N=50	25%	N=33	14%	N=18	14%	N=19	100%	N=131
Northglenn as a place to work	10%	N=13	18%	N=24	14%	N=18	11%	N=15	48%	N=64	100%	N=134
Northglenn as a place to retire	3%	N=3	23%	N=30	18%	N=23	23%	N=30	34%	N=43	100%	N=129
The physical attractiveness of Northglenn as a whole	14%	N=18	34%	N=45	41%	N=55	11%	N=15	0%	N=0	100%	N=134
The overall quality of life in Northglenn	6%	N=9	52%	N=70	35%	N=47	6%	N=8	0%	N=0	100%	N=134

**Table 141: Question 2**

<b>Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?</b>	<b>Percent of respondents</b>	<b>Number</b>
Improve a lot	1%	N=1
Improve slightly	29%	N=39
Stay the same	28%	N=38
Decline slightly	30%	N=40
Decline a lot	12%	N=16
Total	100%	N=134

**Table 142: Question 3**

<b>What are your reasons for living in Northglenn? (Please select all that apply.)</b>	<b>Percent of respondents</b>	<b>Number</b>
I feel safe here	21%	N=28
I like the school my children attend	11%	N=15
My job is here	10%	N=14
I like my neighborhood	51%	N=69
I like the location in general	42%	N=56
I like the access to dining and entertainment	18%	N=25
Housing and rental rates are affordable	20%	N=27
I've always lived here	25%	N=33
I have friends and family in the area	17%	N=23
Small town feel	10%	N=13
Cost of living is affordable	7%	N=9
I like that the community is forward-thinking	16%	N=22
The growing and diverse community	21%	N=28
None of these	11%	N=14

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



**Table 143: Question 4 - Excluding Don't Know Responses**

Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Sense of community	6%	N=8	39%	N=50	47%	N=60	8%	N=11	100%	N=128
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=14	50%	N=60	30%	N=37	8%	N=10	100%	N=121
Making all residents feel welcome	18%	N=21	34%	N=41	38%	N=45	10%	N=12	100%	N=119
Attracting people from diverse backgrounds	8%	N=9	43%	N=47	39%	N=42	9%	N=10	100%	N=108
Valuing/respecting residents from diverse backgrounds	12%	N=13	47%	N=52	33%	N=36	9%	N=10	100%	N=111
Cleanliness of Northglenn	4%	N=5	29%	N=39	50%	N=67	16%	N=22	100%	N=133
Overall quality of new development in Northglenn	4%	N=5	42%	N=52	31%	N=39	24%	N=30	100%	N=126
Variety of housing options	1%	N=1	40%	N=48	36%	N=44	24%	N=29	100%	N=121
Overall quality of business and service establishments in Northglenn	5%	N=6	46%	N=60	42%	N=55	8%	N=10	100%	N=130
Shopping opportunities	7%	N=9	34%	N=45	37%	N=49	22%	N=29	100%	N=132
Opportunities to attend cultural activities	8%	N=10	43%	N=52	31%	N=37	18%	N=22	100%	N=122
Recreational opportunities	22%	N=27	50%	N=63	20%	N=25	8%	N=10	100%	N=125
Employment opportunities	1%	N=1	17%	N=14	52%	N=43	29%	N=24	100%	N=82
Educational opportunities	7%	N=7	27%	N=27	52%	N=53	15%	N=16	100%	N=103
Opportunities to participate in social events and activities	10%	N=12	55%	N=64	29%	N=34	5%	N=6	100%	N=115
Opportunities to volunteer	24%	N=21	32%	N=28	37%	N=33	7%	N=6	100%	N=88
Opportunities to participate in civic matters	17%	N=17	39%	N=39	36%	N=36	8%	N=8	100%	N=100
Availability of paths and walking trails	25%	N=31	51%	N=63	20%	N=25	5%	N=6	100%	N=125
Availability of bike trails	17%	N=19	44%	N=50	33%	N=37	7%	N=7	100%	N=113
Availability of affordable quality housing	4%	N=4	28%	N=29	30%	N=32	38%	N=39	100%	N=104
Availability of affordable quality child care	0%	N=0	9%	N=4	51%	N=22	40%	N=17	100%	N=43
Availability of affordable quality health care	8%	N=7	36%	N=30	42%	N=34	14%	N=11	100%	N=81
Availability of affordable quality food	7%	N=9	50%	N=65	31%	N=41	12%	N=16	100%	N=131
Availability of preventive health services	8%	N=7	41%	N=38	42%	N=39	9%	N=8	100%	N=93
Overall health of the community	3%	N=3	32%	N=34	53%	N=57	13%	N=13	100%	N=108
Air quality	4%	N=5	30%	N=39	50%	N=65	16%	N=20	100%	N=129
Quality of overall natural environment in Northglenn	9%	N=12	50%	N=65	28%	N=36	13%	N=17	100%	N=130
Overall image or reputation of Northglenn	3%	N=4	47%	N=62	28%	N=37	22%	N=29	100%	N=132

**Table 144: Question 4 - Including Don't Know Responses**

Please rate each of the following characteristics as they relate to Northglenn as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sense of community	6%	N=8	37%	N=50	45%	N=60	8%	N=11	4%	N=6	100%	N=134
Openness and acceptance of the community toward people of diverse backgrounds	11%	N=14	45%	N=60	28%	N=37	7%	N=10	9%	N=13	100%	N=134
Making all residents feel welcome	16%	N=21	30%	N=41	34%	N=45	9%	N=12	11%	N=15	100%	N=134
Attracting people from diverse backgrounds	7%	N=9	35%	N=47	32%	N=42	8%	N=10	18%	N=24	100%	N=132
Valuing/respecting residents from diverse backgrounds	10%	N=13	39%	N=52	27%	N=36	7%	N=10	16%	N=21	100%	N=133
Cleanliness of Northglenn	4%	N=5	29%	N=39	50%	N=67	16%	N=22	0%	N=0	100%	N=133
Overall quality of new development in Northglenn	4%	N=5	39%	N=52	29%	N=39	22%	N=30	6%	N=8	100%	N=134
Variety of housing options	1%	N=1	36%	N=48	33%	N=44	21%	N=29	9%	N=12	100%	N=134
Overall quality of business and service establishments in Northglenn	4%	N=6	45%	N=60	41%	N=55	7%	N=10	2%	N=3	100%	N=133
Shopping opportunities	7%	N=9	34%	N=45	37%	N=49	21%	N=29	1%	N=1	100%	N=133
Opportunities to attend cultural activities	8%	N=10	39%	N=52	28%	N=37	16%	N=22	9%	N=12	100%	N=134
Recreational opportunities	20%	N=27	47%	N=63	18%	N=25	8%	N=10	6%	N=8	100%	N=133
Employment opportunities	1%	N=1	11%	N=14	32%	N=43	18%	N=24	39%	N=52	100%	N=134
Educational opportunities	5%	N=7	20%	N=27	39%	N=53	12%	N=16	23%	N=31	100%	N=134
Opportunities to participate in social events and activities	9%	N=12	51%	N=64	27%	N=34	5%	N=6	9%	N=11	100%	N=126
Opportunities to volunteer	16%	N=21	21%	N=28	24%	N=33	5%	N=6	34%	N=45	100%	N=134
Opportunities to participate in civic matters	13%	N=17	30%	N=39	27%	N=36	6%	N=8	25%	N=33	100%	N=133
Availability of paths and walking trails	23%	N=31	48%	N=63	19%	N=25	4%	N=6	6%	N=8	100%	N=133
Availability of bike trails	14%	N=19	37%	N=50	28%	N=37	6%	N=7	16%	N=21	100%	N=133
Availability of affordable quality housing	3%	N=4	22%	N=29	24%	N=32	29%	N=39	23%	N=30	100%	N=134
Availability of affordable quality child care	0%	N=0	3%	N=4	17%	N=22	13%	N=17	68%	N=89	100%	N=132
Availability of affordable quality health care	5%	N=7	22%	N=30	25%	N=34	8%	N=11	39%	N=52	100%	N=133
Availability of affordable quality food	6%	N=9	50%	N=65	31%	N=41	12%	N=16	0%	N=1	100%	N=131
Availability of preventive health services	5%	N=7	29%	N=38	29%	N=39	6%	N=8	30%	N=40	100%	N=133
Overall health of the community	2%	N=3	26%	N=34	43%	N=57	10%	N=13	19%	N=25	100%	N=133
Air quality	4%	N=5	29%	N=39	48%	N=65	15%	N=20	3%	N=5	100%	N=134
Quality of overall natural environment in Northglenn	9%	N=12	49%	N=65	27%	N=36	13%	N=17	2%	N=2	100%	N=132
Overall image or reputation of Northglenn	3%	N=4	47%	N=62	28%	N=37	22%	N=29	1%	N=2	100%	N=134

**Table 145: Question 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		Total	
Used Northglenn recreation center	44%	N=58	30%	N=40	11%	N=15	8%	N=10	7%	N=9	100%	N=132
Participated in a recreation program or activity	50%	N=67	29%	N=38	13%	N=18	4%	N=6	4%	N=5	100%	N=134
Used a Northglenn park or trail	5%	N=6	21%	N=29	33%	N=44	15%	N=20	26%	N=34	100%	N=134
Visited Northglenn outdoor pool	82%	N=109	8%	N=11	6%	N=9	0%	N=0	4%	N=5	100%	N=133
Used a Northglenn bike/pedestrian path	17%	N=23	16%	N=21	25%	N=33	12%	N=16	30%	N=41	100%	N=134
Used the theatre	81%	N=108	15%	N=20	4%	N=5	0%	N=0	0%	N=0	100%	N=132
Attended a meeting of local city officials or other local public meeting	67%	N=89	17%	N=23	14%	N=19	1%	N=1	0%	N=0	100%	N=133
Watched a meeting of local city officials on cable television	72%	N=97	10%	N=13	18%	N=24	0%	N=0	0%	N=0	100%	N=134
Participated in a senior program	89%	N=119	8%	N=11	3%	N=3	0%	N=0	1%	N=1	100%	N=134
Visited the Senior Center	79%	N=105	17%	N=22	4%	N=5	0%	N=0	1%	N=1	100%	N=133
Dined at a Northglenn restaurant (other than fast food)	9%	N=12	12%	N=16	44%	N=58	17%	N=22	18%	N=23	100%	N=132
Attended a Northglenn festival or special event	19%	N=25	56%	N=75	24%	N=32	1%	N=1	0%	N=0	100%	N=133
Ridden an RTD bus	68%	N=92	15%	N=20	7%	N=9	1%	N=1	9%	N=13	100%	N=134
Used a local Park-n-Ride	67%	N=90	15%	N=20	9%	N=12	1%	N=2	8%	N=11	100%	N=134

**Table 146: Question 6 (Quality) - Excluding Don't Know Responses**

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.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Snow removal	11%	N=14	48%	N=63	24%	N=31	17%	N=22	100%	N=129
Street repair and maintenance	9%	N=12	26%	N=35	41%	N=55	23%	N=31	100%	N=132
Street cleaning	13%	N=17	48%	N=65	20%	N=27	18%	N=24	100%	N=134
Traffic enforcement	6%	N=7	37%	N=46	26%	N=32	32%	N=40	100%	N=126
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=6	26%	N=33	35%	N=44	34%	N=42	100%	N=125
Animal control	9%	N=9	54%	N=54	19%	N=19	18%	N=18	100%	N=99
Garbage collection	51%	N=67	46%	N=60	2%	N=3	0%	N=0	100%	N=130
Recycling	38%	N=50	46%	N=60	7%	N=9	9%	N=11	100%	N=131
Yard waste drop-off	34%	N=30	43%	N=39	14%	N=12	9%	N=8	100%	N=89
Utility billing	21%	N=25	53%	N=64	23%	N=28	3%	N=3	100%	N=121
Land use, planning and zoning	7%	N=6	22%	N=19	48%	N=40	22%	N=19	100%	N=84
Building permits	0%	N=0	36%	N=16	50%	N=22	14%	N=6	100%	N=44
Building inspections	0%	N=0	35%	N=14	56%	N=23	9%	N=4	100%	N=41
Maintenance of city parks and playgrounds	22%	N=29	55%	N=71	19%	N=24	4%	N=5	100%	N=128
Maintenance of open space and trails	15%	N=18	59%	N=73	23%	N=28	4%	N=5	100%	N=123
Recreation programs	16%	N=16	56%	N=58	24%	N=25	5%	N=5	100%	N=104
Recreation facilities	34%	N=37	44%	N=48	19%	N=21	2%	N=3	100%	N=108
Community/public art	17%	N=19	66%	N=75	10%	N=12	6%	N=7	100%	N=113
Services/programs for youth (ages 2-12)	15%	N=8	50%	N=25	30%	N=15	4%	N=2	100%	N=50
Services/programs for youth (ages 13-17)	0%	N=0	46%	N=18	36%	N=14	18%	N=7	100%	N=39
Services/programs for seniors	14%	N=5	45%	N=18	36%	N=14	4%	N=2	100%	N=39
Municipal court	5%	N=2	30%	N=10	61%	N=21	4%	N=1	100%	N=34
Public information services	12%	N=10	48%	N=41	32%	N=27	8%	N=7	100%	N=85
Services for homeless/transient populations	0%	N=0	15%	N=10	10%	N=6	75%	N=48	100%	N=63
Policing services	20%	N=21	27%	N=28	37%	N=38	16%	N=16	100%	N=103
Police response time to emergency police calls (not code enforcement)	19%	N=15	41%	N=33	26%	N=21	14%	N=11	100%	N=81
Police response time to non-emergency police calls (not code enforcement)	16%	N=13	44%	N=36	15%	N=12	25%	N=21	100%	N=83
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	7%	N=7	37%	N=34	29%	N=27	28%	N=25	100%	N=92

**Table 147: Question 6 (Quality) - Including Don't Know Responses**

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.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal	11%	N=14	47%	N=63	23%	N=31	16%	N=22	3%	N=5	100%	N=134
Street repair and maintenance	9%	N=12	26%	N=35	41%	N=55	23%	N=31	1%	N=1	100%	N=133
Street cleaning	13%	N=17	48%	N=65	20%	N=27	18%	N=24	0%	N=0	100%	N=134
Traffic enforcement	5%	N=7	35%	N=46	24%	N=32	30%	N=40	6%	N=8	100%	N=134
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=6	25%	N=33	33%	N=44	31%	N=42	7%	N=9	100%	N=134
Animal control	7%	N=9	41%	N=54	14%	N=19	13%	N=18	25%	N=33	100%	N=132
Garbage collection	50%	N=67	45%	N=60	2%	N=3	0%	N=0	3%	N=4	100%	N=134
Recycling	37%	N=50	45%	N=60	7%	N=9	8%	N=11	2%	N=3	100%	N=134
Yard waste drop-off	23%	N=30	29%	N=39	9%	N=12	6%	N=8	33%	N=44	100%	N=133
Utility billing	19%	N=25	49%	N=64	21%	N=28	3%	N=3	8%	N=11	100%	N=132
Land use, planning and zoning	4%	N=6	14%	N=19	30%	N=40	14%	N=19	38%	N=50	100%	N=134
Building permits	0%	N=0	12%	N=16	17%	N=22	4%	N=6	67%	N=90	100%	N=134
Building inspections	0%	N=0	11%	N=14	17%	N=23	3%	N=4	69%	N=92	100%	N=132
Maintenance of city parks and playgrounds	22%	N=29	54%	N=71	18%	N=24	3%	N=5	3%	N=4	100%	N=132
Maintenance of open space and trails	14%	N=18	54%	N=73	21%	N=28	3%	N=5	8%	N=10	100%	N=134
Recreation programs	12%	N=16	43%	N=58	19%	N=25	4%	N=5	22%	N=29	100%	N=134
Recreation facilities	28%	N=37	36%	N=48	16%	N=21	2%	N=3	18%	N=24	100%	N=132
Community/public art	15%	N=19	57%	N=75	9%	N=12	5%	N=7	15%	N=19	100%	N=133
Services/programs for youth (ages 2-12)	6%	N=8	19%	N=25	11%	N=15	1%	N=2	63%	N=84	100%	N=134
Services/programs for youth (ages 13-17)	0%	N=0	14%	N=18	11%	N=14	6%	N=7	70%	N=91	100%	N=130
Services/programs for seniors	4%	N=5	13%	N=18	11%	N=14	1%	N=2	71%	N=95	100%	N=134
Municipal court	1%	N=2	8%	N=10	15%	N=21	1%	N=1	75%	N=100	100%	N=134
Public information services	8%	N=10	32%	N=41	21%	N=27	5%	N=7	34%	N=43	100%	N=128
Services for homeless/transient populations	0%	N=0	7%	N=10	5%	N=6	36%	N=48	53%	N=70	100%	N=134
Policing services	16%	N=21	22%	N=28	30%	N=38	13%	N=16	19%	N=25	100%	N=128
Police response time to emergency police calls (not code enforcement)	11%	N=15	25%	N=33	16%	N=21	9%	N=11	39%	N=53	100%	N=134

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.	Excellent		Good		Fair		Poor		Don't know		Total	
	Police response time to non-emergency police calls (not code enforcement)	10%	N=13	27%	N=36	9%	N=12	16%	N=21	38%	N=51	100%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	5%	N=7	26%	N=34	20%	N=27	19%	N=25	30%	N=40	100%	N=132

**Table 148: Question 6 (Importance) - Excluding Don't Know Responses**

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.	Essential		Very important		Somewhat important		Not at all important		Total	
	Snow removal	59%	N=77	38%	N=50	3%	N=3	1%	N=1	100%
Street repair and maintenance	65%	N=87	33%	N=44	2%	N=2	0%	N=0	100%	N=133
Street cleaning	11%	N=14	42%	N=56	41%	N=55	6%	N=8	100%	N=134
Traffic enforcement	42%	N=56	31%	N=41	23%	N=31	4%	N=5	100%	N=133
Code enforcement (junk vehicles, weed control, trash, outside storage)	23%	N=31	33%	N=44	38%	N=51	6%	N=8	100%	N=134
Animal control	12%	N=16	49%	N=65	35%	N=46	3%	N=5	100%	N=131
Garbage collection	79%	N=104	17%	N=22	4%	N=5	0%	N=0	100%	N=131
Recycling	61%	N=76	24%	N=29	14%	N=17	1%	N=2	100%	N=124
Yard waste drop-off	27%	N=33	42%	N=50	31%	N=37	0%	N=0	100%	N=120
Utility billing	48%	N=59	40%	N=49	12%	N=15	0%	N=0	100%	N=123
Land use, planning and zoning	23%	N=28	62%	N=74	14%	N=17	1%	N=1	100%	N=120
Building permits	18%	N=20	58%	N=64	23%	N=26	1%	N=1	100%	N=111
Building inspections	34%	N=37	53%	N=58	13%	N=15	0%	N=0	100%	N=110
Maintenance of city parks and playgrounds	55%	N=72	37%	N=49	8%	N=11	0%	N=0	100%	N=132
Maintenance of open space and trails	53%	N=70	34%	N=45	13%	N=17	0%	N=0	100%	N=133
Recreation programs	25%	N=31	50%	N=62	24%	N=30	1%	N=1	100%	N=124
Recreation facilities	28%	N=35	44%	N=55	27%	N=33	0%	N=0	100%	N=123
Community/public art	9%	N=10	34%	N=38	38%	N=44	20%	N=23	100%	N=115
Services/programs for youth (ages 2-12)	23%	N=25	59%	N=64	16%	N=17	2%	N=2	100%	N=108
Services/programs for youth (ages 13-17)	27%	N=29	56%	N=62	15%	N=16	2%	N=2	100%	N=109
Services/programs for seniors	21%	N=24	64%	N=74	13%	N=15	2%	N=3	100%	N=115

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.	Essential		Very important		Somewhat important		Not at all important		Total	
Municipal court	45%	N=54	37%	N=44	17%	N=21	1%	N=1	100%	N=120
Public information services	25%	N=30	50%	N=61	25%	N=31	0%	N=0	100%	N=123
Services for homeless/transient populations	30%	N=38	34%	N=42	17%	N=22	19%	N=24	100%	N=125
Policing services	53%	N=68	33%	N=42	9%	N=11	5%	N=6	100%	N=128
Police response time to emergency police calls (not code enforcement)	67%	N=84	27%	N=34	7%	N=8	0%	N=0	100%	N=127
Police response time to non-emergency police calls (not code enforcement)	21%	N=27	66%	N=83	8%	N=11	4%	N=6	100%	N=126
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	45%	N=57	33%	N=41	22%	N=28	0%	N=0	100%	N=126

**Table 149: Question 6 (Importance) - Including Don't Know Responses**

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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Snow removal	59%	N=77	38%	N=50	3%	N=3	1%	N=1	0%	N=0	100%	N=132
Street repair and maintenance	65%	N=87	33%	N=44	2%	N=2	0%	N=0	0%	N=0	100%	N=133
Street cleaning	11%	N=14	42%	N=56	41%	N=55	6%	N=8	0%	N=0	100%	N=134
Traffic enforcement	42%	N=56	30%	N=41	23%	N=31	4%	N=5	1%	N=1	100%	N=134
Code enforcement (junk vehicles, weed control, trash, outside storage)	23%	N=31	33%	N=44	38%	N=51	6%	N=8	0%	N=0	100%	N=134
Animal control	12%	N=16	49%	N=65	35%	N=46	3%	N=5	0%	N=0	100%	N=131
Garbage collection	78%	N=104	17%	N=22	4%	N=5	0%	N=0	1%	N=2	100%	N=133
Recycling	61%	N=76	23%	N=29	14%	N=17	1%	N=2	1%	N=1	100%	N=125
Yard waste drop-off	24%	N=33	38%	N=50	28%	N=37	0%	N=0	10%	N=14	100%	N=134
Utility billing	44%	N=59	37%	N=49	11%	N=15	0%	N=0	8%	N=10	100%	N=133
Land use, planning and zoning	21%	N=28	55%	N=74	13%	N=17	1%	N=1	10%	N=14	100%	N=134
Building permits	15%	N=20	48%	N=64	19%	N=26	1%	N=1	17%	N=23	100%	N=134
Building inspections	28%	N=37	43%	N=58	11%	N=15	0%	N=0	18%	N=24	100%	N=134
Maintenance of city parks and playgrounds	55%	N=72	37%	N=49	8%	N=11	0%	N=0	1%	N=1	100%	N=133
Maintenance of open space and trails	53%	N=70	33%	N=45	13%	N=17	0%	N=0	1%	N=1	100%	N=134
Recreation programs	23%	N=31	46%	N=62	22%	N=30	1%	N=1	7%	N=9	100%	N=133

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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Recreation facilities	26%	N=35	41%	N=55	25%	N=33	0%	N=0	7%	N=9	100%	N=132
Community/public art	7%	N=10	29%	N=38	33%	N=44	17%	N=23	14%	N=18	100%	N=133
Services/programs for youth (ages 2-12)	19%	N=25	48%	N=64	13%	N=17	1%	N=2	19%	N=26	100%	N=134
Services/programs for youth (ages 13-17)	22%	N=29	46%	N=62	12%	N=16	1%	N=2	18%	N=24	100%	N=133
Services/programs for seniors	18%	N=24	55%	N=74	11%	N=15	2%	N=3	14%	N=19	100%	N=134
Municipal court	40%	N=54	33%	N=44	16%	N=21	1%	N=1	10%	N=14	100%	N=134
Public information services	23%	N=30	46%	N=61	24%	N=31	0%	N=0	7%	N=9	100%	N=132
Services for homeless/transient populations	28%	N=38	31%	N=42	16%	N=22	18%	N=24	7%	N=9	100%	N=134
Policing services	51%	N=68	32%	N=42	9%	N=11	4%	N=6	4%	N=6	100%	N=133
Police response time to emergency police calls (not code enforcement)	66%	N=84	26%	N=34	6%	N=8	0%	N=0	1%	N=1	100%	N=128
Police response time to non-emergency police calls (not code enforcement)	21%	N=27	63%	N=83	8%	N=11	4%	N=6	4%	N=6	100%	N=132
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	43%	N=57	31%	N=41	21%	N=28	0%	N=0	5%	N=6	100%	N=133

**Table 150: Question 7 - Excluding Don't Know Responses**

Overall, how would you rate the quality of the services provided by the City of Northglenn?	Percent of respondents	Number
Excellent	23%	N=31
Good	44%	N=58
Fair	30%	N=40
Poor	3%	N=4
Total	100%	N=134



**Table 151: Question 7 - Including Don't Know Responses**

Overall, how would you rate the quality of the services provided by the City of Northglenn?	Percent of respondents	Number
Excellent	23%	N=31
Good	44%	N=58
Fair	30%	N=40
Poor	3%	N=4
Don't know	0%	N=0
Total	100%	N=134

**Table 152: Question 8 - Excluding Don't Know Responses**

Please rate the following aspects of transportation within the City of Northglenn:	Excellent		Good		Fair		Poor		Total	
Condition of city streets	2%	N=2	49%	N=66	37%	N=49	12%	N=17	100%	N=134
Access to mass transit	19%	N=23	48%	N=58	20%	N=24	13%	N=16	100%	N=120
Ease of car travel in Northglenn	13%	N=17	56%	N=75	20%	N=27	11%	N=14	100%	N=134
Ease of bus travel in Northglenn	1%	N=1	29%	N=18	43%	N=26	27%	N=16	100%	N=60
Ease of walking in Northglenn	15%	N=19	39%	N=48	30%	N=38	16%	N=20	100%	N=125
Ease of bicycle travel in Northglenn	20%	N=20	38%	N=36	23%	N=22	18%	N=17	100%	N=95
Traffic flow on major streets	4%	N=6	41%	N=54	33%	N=44	22%	N=29	100%	N=133

**Table 153: Question 8 - Including Don't Know Responses**

Please rate the following aspects of transportation within the City of Northglenn:	Excellent		Good		Fair		Poor		Don't know		Total	
Condition of city streets	2%	N=2	49%	N=66	37%	N=49	12%	N=17	0%	N=0	100%	N=134
Access to mass transit	17%	N=23	43%	N=58	18%	N=24	12%	N=16	10%	N=13	100%	N=133
Ease of car travel in Northglenn	13%	N=17	56%	N=75	20%	N=27	11%	N=14	0%	N=0	100%	N=134
Ease of bus travel in Northglenn	0%	N=1	13%	N=18	19%	N=26	12%	N=16	55%	N=73	100%	N=133
Ease of walking in Northglenn	14%	N=19	36%	N=48	28%	N=38	15%	N=20	7%	N=9	100%	N=134
Ease of bicycle travel in Northglenn	15%	N=20	27%	N=36	17%	N=22	13%	N=17	29%	N=39	100%	N=134
Traffic flow on major streets	4%	N=6	41%	N=54	33%	N=44	22%	N=29	0%	N=0	100%	N=133

**Table 154: Question 9 - Excluding Don't Know Responses**

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Northglenn to someone who asks	24%	N=31	48%	N=63	16%	N=21	11%	N=15	100%	N=131
Remain in Northglenn for the next five years	52%	N=67	33%	N=43	9%	N=12	6%	N=8	100%	N=130
Recommend living in Northglenn permanently	29%	N=36	45%	N=56	9%	N=11	18%	N=23	100%	N=126

**Table 155: Question 9 - Including Don't Know Responses**

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	
Recommend living in Northglenn to someone who asks	24%	N=31	48%	N=63	16%	N=21	11%	N=15	1%	N=2	100%	N=133
Remain in Northglenn for the next five years	50%	N=67	32%	N=43	9%	N=12	6%	N=8	3%	N=4	100%	N=134
Recommend living in Northglenn permanently	28%	N=36	43%	N=56	8%	N=11	17%	N=23	5%	N=6	100%	N=133

**Table 156: Question 10 - Excluding Don't Know Responses**

How would you rate the overall performance of the Northglenn city government?	Percent of respondents	Number
Excellent	15%	N=17
Good	46%	N=51
Fair	26%	N=29
Poor	12%	N=13
Total	100%	N=110

**Table 157: Question 10 - Including Don't Know Responses**

How would you rate the overall performance of the Northglenn city government?	Percent of respondents	Number
Excellent	12%	N=17
Good	38%	N=51
Fair	22%	N=29
Poor	10%	N=13
Don't know	18%	N=24
Total	100%	N=134

**Table 158: Question 11 - Excluding Don't Know Responses**

Please rate the following categories of Scott County government performance.	Excellent		Good		Fair		Poor		Total	
The extent to which Northglenn elected officials act in the best interest of the community at large	8%	N=9	44%	N=47	35%	N=37	13%	N=14	100%	N=107
The quality of work performed by City of Northglenn employees	24%	N=26	55%	N=58	15%	N=16	7%	N=7	100%	N=107
The value of services for the taxes paid to Northglenn.	18%	N=20	32%	N=35	33%	N=36	17%	N=18	100%	N=108
The overall direction that Northglenn is taking	10%	N=12	45%	N=52	22%	N=26	23%	N=27	100%	N=118
The job Northglenn does at informing residents on major issues within the community	14%	N=18	46%	N=57	26%	N=32	15%	N=18	100%	N=126
The job Northglenn government does at welcoming citizen involvement	12%	N=13	49%	N=52	29%	N=31	10%	N=11	100%	N=108

**Table 159: Question 11 - Including Don't Know Responses**

Please rate the following categories of Scott County government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The extent to which Northglenn elected officials act in the best interest of the community at large	7%	N=9	36%	N=47	29%	N=37	11%	N=14	17%	N=21	100%	N=128
The quality of work performed by City of Northglenn employees	21%	N=26	48%	N=58	13%	N=16	6%	N=7	12%	N=14	100%	N=122
The value of services for the taxes paid to Northglenn.	16%	N=20	27%	N=35	28%	N=36	14%	N=18	15%	N=19	100%	N=127
The overall direction that Northglenn is taking	9%	N=12	39%	N=52	20%	N=26	20%	N=27	12%	N=16	100%	N=133
The job Northglenn does at informing residents on major issues within the community	13%	N=18	43%	N=57	24%	N=32	14%	N=18	5%	N=7	100%	N=132
The job Northglenn government does at welcoming citizen involvement	10%	N=13	39%	N=52	23%	N=31	8%	N=11	19%	N=26	100%	N=134

**Table 160: Question 12**

In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	Percent of respondents	Number
Yes	77%	N=103
No	23%	N=31
Total	100%	N=134

**Table 161: Question 13 - Excluding Don't Know Responses**

What was your impression of the City of Northglenn employee(s) overall? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Total	
Knowledge	39%	N=39	36%	N=37	20%	N=20	5%	N=6	100%	N=102
Responsiveness	30%	N=30	39%	N=40	23%	N=23	8%	N=8	100%	N=101
Courtesy	46%	N=46	37%	N=37	14%	N=14	3%	N=3	100%	N=100
Making you feel valued	35%	N=31	38%	N=34	17%	N=15	9%	N=8	100%	N=88
Overall impression	25%	N=25	49%	N=50	18%	N=18	9%	N=9	100%	N=102

*This question was only asked of respondents who indicated they had contact with a City employee.*

**Table 162: Question 13 - Including Don't Know Responses**

What was your impression of the City of Northglenn employee(s) overall? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	32%	N=39	30%	N=37	17%	N=20	4%	N=6	18%	N=22	100%	N=124
Responsiveness	24%	N=30	32%	N=40	19%	N=23	6%	N=8	19%	N=23	100%	N=124
Courtesy	37%	N=46	30%	N=37	11%	N=14	3%	N=3	19%	N=24	100%	N=124
Making you feel valued	25%	N=31	28%	N=34	12%	N=15	7%	N=8	28%	N=35	100%	N=123
Overall impression	20%	N=25	40%	N=50	14%	N=18	7%	N=9	18%	N=22	100%	N=124

*This question was only asked of respondents who indicated they had contact with a City employee.*

**Table 163: Question 14 - Excluding Don't Know Responses**

Please rate how safe you feel in the following areas in Northglenn:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
Parks and playgrounds	34%	N=43	40%	N=52	10%	N=13	14%	N=18	2%	N=3	100%	N=129
Recreation center	62%	N=59	30%	N=28	7%	N=7	1%	N=1	0%	N=0	100%	N=94
In your neighborhood	29%	N=39	39%	N=52	19%	N=26	10%	N=13	3%	N=4	100%	N=134
In your home	63%	N=83	32%	N=42	4%	N=5	2%	N=2	0%	N=0	100%	N=133
On the trail system	15%	N=18	49%	N=58	12%	N=14	11%	N=13	12%	N=14	100%	N=118
On roadways	14%	N=18	43%	N=54	24%	N=30	15%	N=19	4%	N=5	100%	N=126
Retail/commercial areas	21%	N=27	54%	N=70	15%	N=20	6%	N=8	4%	N=6	100%	N=131

**Table 164: Question 14 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Parks and playgrounds	33%	N=43	40%	N=52	10%	N=13	14%	N=18	2%	N=3	2%	N=2	100%	N=131
Recreation center	44%	N=59	21%	N=28	5%	N=7	1%	N=1	0%	N=0	29%	N=38	100%	N=132
In your neighborhood	29%	N=39	39%	N=52	19%	N=26	10%	N=13	3%	N=4	0%	N=0	100%	N=134
In your home	63%	N=83	32%	N=42	4%	N=5	2%	N=2	0%	N=0	0%	N=0	100%	N=133
On the trail system	14%	N=18	43%	N=58	11%	N=14	10%	N=13	11%	N=14	12%	N=16	100%	N=134
On roadways	14%	N=18	41%	N=54	23%	N=30	14%	N=19	4%	N=5	4%	N=6	100%	N=132
Retail/commercial areas	21%	N=27	53%	N=70	15%	N=20	6%	N=8	4%	N=6	1%	N=1	100%	N=132

**Table 165: Question 15**

Please indicate whether or not each of the following has applied to you in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Household member was a victim of a crime in Northglenn	74%	N=94	26%	N=33	100%	N=127
Reported a crime to the police in Northglenn	69%	N=91	31%	N=41	100%	N=132

**Table 166: Question 16 - Excluding Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N
Solving violent crimes	73%	N=96	26%	N=34	1%	N=1	0%	N=0	100%	N=131
Solving property crimes	38%	N=50	35%	N=47	28%	N=37	0%	N=0	100%	N=133
Reducing illegal activities committed by youth	41%	N=55	27%	N=36	27%	N=36	4%	N=6	100%	N=133
Reducing illegal drug activity	45%	N=60	33%	N=44	16%	N=21	6%	N=7	100%	N=132
Enforcement of traffic laws	32%	N=42	22%	N=29	42%	N=54	4%	N=5	100%	N=131
Code enforcement	17%	N=22	24%	N=32	52%	N=69	7%	N=9	100%	N=132
Crime prevention (School Resource Officers, citizen police academy)	31%	N=40	36%	N=48	27%	N=36	6%	N=8	100%	N=132

**Table 167: Question 16 - Including Don't Know Responses**

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		Total	
Solving violent crimes	73%	N=96	26%	N=34	1%	N=1	0%	N=0	0%	N=1	100%	N=132
Solving property crimes	38%	N=50	35%	N=47	28%	N=37	0%	N=0	0%	N=0	100%	N=133
Reducing illegal activities committed by youth	41%	N=55	27%	N=36	27%	N=36	4%	N=6	0%	N=0	100%	N=133
Reducing illegal drug activity	45%	N=60	33%	N=44	16%	N=21	6%	N=7	0%	N=0	100%	N=132
Enforcement of traffic laws	32%	N=42	22%	N=29	41%	N=54	4%	N=5	1%	N=1	100%	N=132
Code enforcement	17%	N=22	24%	N=32	52%	N=69	7%	N=9	0%	N=0	100%	N=132
Crime prevention (School Resource Officers, citizen police academy)	30%	N=40	36%	N=48	27%	N=36	6%	N=8	1%	N=1	100%	N=133

**Table 168: Question 17 - Excluding Don't Know Responses**

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		Total	
Better connection with the community (i.e., community forums, events)	43%	N=54	50%	N=63	6%	N=8	1%	N=1	100%	N=127
Increased visibility of police	44%	N=56	41%	N=52	9%	N=12	7%	N=8	100%	N=128
Additional training for officers to more effectively deal with mental health issues	74%	N=93	20%	N=25	6%	N=7	0%	N=0	100%	N=126
Greater accessibility to police and police-related information	37%	N=46	49%	N=61	9%	N=11	5%	N=7	100%	N=125
More community policing officers (problem solving at a community-level such as neighborhood problems)	43%	N=50	40%	N=46	14%	N=17	3%	N=3	100%	N=115
Increasing use of technology, such as body cameras and dashboard cameras	59%	N=75	36%	N=45	3%	N=4	2%	N=2	100%	N=127
Adding surveillance cameras in high crime area	57%	N=72	34%	N=43	4%	N=5	5%	N=7	100%	N=127

**Table 169: Question 17 - Including Don't Know Responses**

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		Total	
Better connection with the community (i.e., community forums, events)	42%	N=54	49%	N=63	6%	N=8	1%	N=1	1%	N=2	100%	N=128
Increased visibility of police	44%	N=56	41%	N=52	9%	N=12	7%	N=8	0%	N=0	100%	N=128
Additional training for officers to more effectively deal with mental health issues	72%	N=93	20%	N=25	6%	N=7	0%	N=0	2%	N=3	100%	N=128
Greater accessibility to police and police-related information	36%	N=46	48%	N=61	9%	N=11	5%	N=7	2%	N=3	100%	N=127
More community policing officers (problem solving at a community-level such as neighborhood problems)	42%	N=50	38%	N=46	14%	N=17	3%	N=3	3%	N=4	100%	N=119
Increasing use of technology, such as body cameras and dashboard cameras	59%	N=75	35%	N=45	3%	N=4	2%	N=2	1%	N=1	100%	N=128
Adding surveillance cameras in high crime area	56%	N=72	33%	N=43	4%	N=5	5%	N=7	1%	N=2	100%	N=128

**Table 170: Question 18 - Excluding Don't Know Responses**

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		Total	
Promote efforts to revitalize Northglenn's housing areas	51%	N=65	35%	N=44	9%	N=11	4%	N=6	1%	N=1	100%	N=127
Promote efforts to revitalize Northglenn's business areas	61%	N=79	30%	N=39	6%	N=8	3%	N=4	0%	N=0	100%	N=130
Strengthen Northglenn's community image and identity	49%	N=62	34%	N=42	14%	N=18	1%	N=2	1%	N=2	100%	N=125
Promote efforts to attract and recruit new types of retail businesses to Northglenn	56%	N=71	32%	N=41	7%	N=9	4%	N=5	0%	N=0	100%	N=127
Promote efforts to attract new jobs	48%	N=62	39%	N=51	9%	N=12	4%	N=6	0%	N=0	100%	N=131

**Table 171: Question 18 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Promote efforts to revitalize Northglenn's housing areas	51%	N=65	35%	N=44	9%	N=11	4%	N=6	1%	N=1	1%	N=1	100%	N=128
Promote efforts to revitalize Northglenn's business areas	60%	N=79	29%	N=39	6%	N=8	3%	N=4	0%	N=0	1%	N=2	100%	N=131
Strengthen Northglenn's community image and identity	49%	N=62	34%	N=42	14%	N=18	1%	N=2	1%	N=2	0%	N=0	100%	N=126
Promote efforts to attract and recruit new types of retail businesses to Northglenn	54%	N=71	31%	N=41	7%	N=9	4%	N=5	0%	N=0	4%	N=6	100%	N=132
Promote efforts to attract new jobs	47%	N=62	38%	N=51	9%	N=12	4%	N=6	0%	N=0	1%	N=2	100%	N=132

**Table 172: Question 19 - Excluding Don't Know Responses**

For each type of shopping, please estimate how frequently you make purchases in Northglenn:	Never		Very infrequently		Somewhat infrequently		Somewhat frequently		Very frequently		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Grocery shopping	5%	N=6	12%	N=16	7%	N=10	11%	N=15	64%	N=85	100%	N=133
Health services	28%	N=37	20%	N=26	12%	N=16	23%	N=31	16%	N=21	100%	N=131
Meals and entertainment	1%	N=1	14%	N=18	13%	N=17	44%	N=58	28%	N=37	100%	N=133
Household items	9%	N=11	13%	N=17	13%	N=16	26%	N=34	40%	N=52	100%	N=130
Computers and electronics	23%	N=30	23%	N=29	26%	N=33	20%	N=26	7%	N=9	100%	N=127
General retail (shoes, beauticians, clothing, etc.)	12%	N=15	15%	N=19	38%	N=48	25%	N=32	10%	N=13	100%	N=127



**Table 173: Question 19 - Including Don't Know Responses**

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Grocery shopping	5%	N=6	12%	N=16	7%	N=10	11%	N=15	64%	N=85	0%	N=0	100%	N=133
Health services	28%	N=37	20%	N=26	12%	N=16	23%	N=31	16%	N=21	0%	N=0	100%	N=131
Meals and entertainment	1%	N=1	14%	N=18	13%	N=17	44%	N=58	28%	N=37	0%	N=0	100%	N=133
Household items	9%	N=11	13%	N=17	13%	N=16	26%	N=34	40%	N=52	0%	N=0	100%	N=130
Computers and electronics	23%	N=30	22%	N=29	25%	N=33	19%	N=26	7%	N=9	4%	N=5	100%	N=131
General retail (shoes, beauticians, clothing, etc.)	12%	N=15	14%	N=19	36%	N=48	24%	N=32	9%	N=13	4%	N=6	100%	N=133

**Table 174: Question 20**

When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)	Percent of respondents	Number
Don't shop outside of Northglenn	0%	N=0
It is convenient; on my way to or from work or near my home	50%	N=67
I like the range of quality goods and services	41%	N=55
Desired item is not available in Northglenn	68%	N=90
It is more affordable	17%	N=23
Visit a mall or other major retailers	44%	N=59
I shop online	63%	N=83
Other	6%	N=8

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

**Table 175: Question 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		Total	
City Monthly "Connection" Newsletter	10%	N=13	15%	N=19	54%	N=68	15%	N=19	6%	N=7	100%	N=125
City e-newsletter	55%	N=69	14%	N=18	26%	N=33	5%	N=6	0%	N=0	100%	N=126
Parks and Recreation Activity Guide	17%	N=21	40%	N=51	32%	N=40	9%	N=11	2%	N=3	100%	N=128
Denver Post	71%	N=90	16%	N=21	6%	N=8	1%	N=1	5%	N=6	100%	N=127
Denver Post YourHub	85%	N=108	5%	N=7	6%	N=8	0%	N=1	3%	N=4	100%	N=127
The Northglenn-Thornton Sentinel	60%	N=75	16%	N=21	16%	N=20	7%	N=9	1%	N=1	100%	N=126
Radio news	74%	N=93	12%	N=15	6%	N=8	4%	N=5	4%	N=4	100%	N=125
Television news	58%	N=73	10%	N=12	14%	N=17	2%	N=3	16%	N=20	100%	N=125
Cable TV Channel 8 (Government Access Channel)	82%	N=104	7%	N=9	5%	N=6	1%	N=1	5%	N=6	100%	N=126
City's website: www.northglenn.org	10%	N=12	25%	N=32	41%	N=52	18%	N=23	7%	N=8	100%	N=127
Access Northglenn app (issue tracking system)	71%	N=89	14%	N=18	7%	N=9	1%	N=2	6%	N=8	100%	N=126
City of Northglenn's social media sites (Facebook, Twitter)	31%	N=41	18%	N=24	24%	N=32	12%	N=16	16%	N=21	100%	N=133
Community-created Facebook groups/pages about Northglenn	53%	N=68	12%	N=15	15%	N=19	10%	N=13	10%	N=12	100%	N=127
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	47%	N=60	6%	N=8	14%	N=18	10%	N=13	22%	N=28	100%	N=127
Word of mouth	22%	N=28	19%	N=25	27%	N=35	12%	N=16	19%	N=24	100%	N=127

**Table 176: Question D1**

About how long have you lived in Northglenn?	Percent of respondents	Number
Less than 2 years	7%	N=9
2-5 years	27%	N=35
6-10 years	15%	N=19
11-20 years	15%	N=20
More than 20 years	37%	N=49
Total	100%	N=133

**Table 177: Question D2**

<b>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.)</b>	<b>Percent of respondents</b>	<b>Number</b>
Arvada	4%	N=6
Aurora	2%	N=3
Boulder	0%	N=1
Broomfield	0%	N=0
Denver	18%	N=24
Englewood	1%	N=2
Golden	5%	N=6
Lakewood	5%	N=6
Littleton	0%	N=0
Louisville	0%	N=0
Northglenn	12%	N=16
Thornton	3%	N=5
Westminster	8%	N=11
Wheat Ridge	0%	N=0
Other	10%	N=14
Remote work from home	12%	N=16
Do not work (student, homemaker, retired, etc.)	19%	N=26
Total	100%	N=134

**Table 178: Question D3**

<b>Please check the appropriate box indicating the type of housing unit in which you live.</b>	<b>Percent of respondents</b>	<b>Number</b>
Detached single-family home	71%	N=95
Condominium or townhouse	17%	N=23
Duplex	4%	N=6
Apartment	7%	N=9
Mobile home	0%	N=0
Total	100%	N=133

**Table 179: Question D4**

Do you own or rent your residence?	Percent of respondents	Number
Own	67%	N=90
Rent	33%	N=44
Total	100%	N=134

**Table 180: Question D5**

How many of the following live in your household?	None		1		2		3		4		5+		Total	
Total people, including you	0%	N=0	12%	N=16	35%	N=47	12%	N=17	19%	N=25	22%	N=29	100%	N=134
Children under 18	64%	N=81	8%	N=10	11%	N=14	10%	N=13	5%	N=6	2%	N=2	100%	N=126
Adults 65 years or older	70%	N=86	12%	N=15	17%	N=21	0%	N=0	0%	N=0	0%	N=0	100%	N=122

**Table 181: Question 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.)	Percent of respondents	Number
Less than \$15,000	5%	N=7
\$15,000 to \$24,999	3%	N=4
\$25,000 to \$34,999	4%	N=5
\$35,000 to \$49,999	12%	N=16
\$50,000 to \$74,999	30%	N=39
\$75,000 to \$99,999	13%	N=16
\$100,000 to \$124,999	13%	N=17
\$125,000 or more	20%	N=26
Total	100%	N=130

**Table 182: Question D7**

What is your age?	Percent of respondents	Number
18-24	0%	N=0
25-34	33%	N=43
35-44	22%	N=29
45-54	10%	N=14
55-64	18%	N=24
65-74	13%	N=17
75 +	3%	N=4
Total	100%	N=132

**Table 183: Question D8**

What is your race? (Please check all that apply.)	Percent of respondents	Number
American Indian or Alaskan Native	15%	N=19
Asian	1%	N=1
Black or African American	1%	N=2
Native Hawaiian or Other Pacific Islander	0%	N=0
White	80%	N=102
Other	11%	N=14

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

**Table 184: Question D9**

Are you of Hispanic, Latino/a/x, or Spanish origin?	Percent of respondents	Number
No, not of Hispanic, Latino/a/x, or Spanish origin	79%	N=97
Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	21%	N=25
Total	100%	N=123

**Table 185: Question D10**

<b>What is your gender/gender identity?</b>	<b>Percent of respondents</b>	<b>Number</b>
Female	49%	N=63
Male	50%	N=64
Prefer to identify another way	2%	N=2
Total	100%	N=129

**Table 186: Question D11**

<b>Did you vote in the last election?</b>	<b>Percent of respondents</b>	<b>Number</b>
Yes	86%	N=115
No	14%	N=19
Total	100%	N=134

## Appendix E: Comparisons of Mailed Scientific and Open Participation (Opt-in) Web Survey Responses

The tables on the following pages show responses to survey questions compared by the responses to the mailed scientific survey versus the community-wide, opt-in online survey. The data for both surveys presented below have been weighted to community demographics. Because the opt-in survey was open for anyone to complete and not of a random sample of residents, statistical testing was not performed. However, differences of more than nine percentage points between the responses for each survey type can be considered meaningful. Generally, where differences in ratings between the two survey types were noted, respondents to the open-participation survey tended to give lower quality ratings to general aspects of the community, but reported higher rates of being civically engaged, using community amenities, and accessing information about Northglenn, than residents who responded to the mailed scientific survey.

**Table 187: Question 1 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate each of the following aspects of quality of life in Northglenn: (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Northglenn as a place to live	78%	78%
Your neighborhood as a place to live	69%	75%
Northglenn as a place to raise children	67%	54%
Northglenn as a place to work	55%	53%
Northglenn as a place to retire	56%	39%
The physical attractiveness of Northglenn as a whole	58%	47%
The overall quality of life in Northglenn	68%	59%

**Table 188: Question 2 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years? (Percent "improve a lot" or "improve slightly").</b>	<b>Sci</b>	<b>Opt-in</b>
Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?	42%	30%

**Table 189: Question 3 by Mailed Scientific Survey Versus Opt-In Survey**

<b>What are your reasons for living in Northglenn? (Please select all that apply.)</b>	<b>Sci</b>	<b>Opt-in</b>
I feel safe here	28%	21%
I like the school my children attend	6%	11%
My job is here	15%	10%
I like my neighborhood	43%	51%
I like the location in general	54%	42%
I like the access to dining and entertainment	27%	18%
Housing and rental rates are affordable	29%	20%
I've always lived here	18%	25%
I have friends and family in the area	24%	17%
Small town feel	10%	10%
Cost of living is affordable	21%	7%
I like that the community is forward-thinking	14%	16%
The growing and diverse community	14%	21%
None of these	10%	11%

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

**Table 190: Question 4 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate each of the following characteristics as they relate to Northglenn as a whole: (Percent rating as "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Sense of community	51%	45%
Openness and acceptance of the community toward people of diverse backgrounds	68%	62%
Making all residents feel welcome	59%	52%
Attracting people from diverse backgrounds	64%	52%
Valuing/respecting residents from diverse backgrounds	67%	59%
Cleanliness of Northglenn	52%	33%
Overall quality of new development in Northglenn	58%	45%
Variety of housing options	49%	40%
Overall quality of business and service establishments in Northglenn	56%	51%
Shopping opportunities	56%	41%
Opportunities to attend cultural activities	59%	51%
Recreational opportunities	70%	72%
Employment opportunities	45%	19%
Educational opportunities	46%	33%
Opportunities to participate in social events and activities	67%	66%
Opportunities to volunteer	70%	56%
Opportunities to participate in civic matters	68%	56%
Availability of paths and walking trails	72%	75%
Availability of bike trails	69%	61%
Availability of affordable quality housing	40%	32%
Availability of affordable quality child care	36%	9%
Availability of affordable quality health care	51%	45%
Availability of affordable quality food	60%	56%
Availability of preventive health services	59%	49%
Overall health of the community	52%	35%
Air quality	44%	34%
Quality of overall natural environment in Northglenn	59%	59%
Overall image or reputation of Northglenn	49%	50%



**Table 191: Question 5 by Mailed Scientific Survey Versus Opt-In Survey**

<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 (either virtually or in-person, as applicable)? (Percent "at least once").</b>	<b>Sci</b>	<b>Opt-in</b>
Used Northglenn recreation center	34%	56%
Participated in a recreation program or activity	36%	50%
Used a Northglenn park or trail	86%	95%
Visited Northglenn outdoor pool	16%	18%
Used a Northglenn bike/pedestrian path	77%	83%
Used the theatre	18%	19%
Attended a meeting of local city officials or other local public meeting	23%	33%
Watched a meeting of local city officials on cable television	17%	28%
Participated in a senior program	9%	11%
Visited the Senior Center	17%	21%
Dined at a Northglenn restaurant (other than fast food)	89%	91%
Attended a Northglenn festival or special event	58%	81%
Ridden an RTD bus	27%	32%
Used a local Park-n-Ride	30%	33%

**Table 192: Question 6 - Quality by Mailed Scientific Survey Versus Opt-In Survey**

<b>The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Snow removal	67%	59%
Street repair and maintenance	46%	35%
Street cleaning	57%	61%
Traffic enforcement	46%	42%
Code enforcement (junk vehicles, weed control, trash, outside storage)	41%	31%
Animal control	60%	63%
Garbage collection	88%	98%
Recycling	82%	84%
Yard waste drop-off	79%	77%
Utility billing	68%	74%
Land use, planning and zoning	55%	29%
Building permits	55%	36%
Building inspections	58%	35%
Maintenance of city parks and playgrounds	79%	78%
Maintenance of open space and trails	77%	73%
Recreation programs	78%	71%
Recreation facilities	83%	78%
Community/public art	79%	83%
Services/programs for youth (ages 2-12)	70%	66%
Services/programs for youth (ages 13-17)	64%	46%
Services/programs for seniors	70%	59%
Municipal court	77%	35%
Public information services	72%	60%

<b>The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Services for homeless/transient populations	27%	15%
Policing services	68%	47%
Police response time to emergency police calls (not code enforcement)	82%	60%
Police response time to non-emergency police calls (not code enforcement)	73%	59%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	52%	44%

**Table 193: Question 6 - Importance by Mailed Scientific Survey Versus Opt-In Survey**

<b>The following are services provided by the City of Northglenn. For each service, please rate the importance of each service. (Percent "essential" or "very important").</b>	<b>Sci</b>	<b>Opt-in</b>
Snow removal	92%	97%
Street repair and maintenance	94%	98%
Street cleaning	59%	53%
Traffic enforcement	78%	73%
Code enforcement (junk vehicles, weed control, trash, outside storage)	65%	56%
Animal control	62%	61%
Garbage collection	96%	96%
Recycling	86%	85%
Yard waste drop-off	68%	69%
Utility billing	82%	88%
Land use, planning and zoning	69%	85%
Building permits	65%	76%
Building inspections	71%	87%
Maintenance of city parks and playgrounds	89%	92%
Maintenance of open space and trails	87%	87%
Recreation programs	67%	75%
Recreation facilities	71%	72%
Community/public art	50%	42%
Services/programs for youth (ages 2-12)	72%	83%
Services/programs for youth (ages 13-17)	71%	83%
Services/programs for seniors	71%	85%
Municipal court	76%	82%
Public information services	75%	74%
Services for homeless/transient populations	72%	64%
Policing services	85%	87%
Police response time to emergency police calls (not code enforcement)	95%	93%
Police response time to non-emergency police calls (not code enforcement)	87%	87%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	82%	78%

**Table 194: Question 7 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Overall, how would you rate the quality of the services provided by the City of Northglenn? (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Overall, how would you rate the quality of the services provided by the City of Northglenn?	78%	67%

**Table 195: Question 8 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate the following aspects of transportation within the City of Northglenn: (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Condition of city streets	55%	51%
Access to mass transit	76%	67%
Ease of car travel in Northglenn	72%	69%
Ease of bus travel in Northglenn	60%	30%
Ease of walking in Northglenn	66%	54%
Ease of bicycle travel in Northglenn	71%	58%
Traffic flow on major streets	47%	45%

**Table 196: Question 9 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please indicate how likely or unlikely you are to do each of the following: (Percent "very likely" or "somewhat likely").</b>	<b>Sci</b>	<b>Opt-in</b>
Recommend living in Northglenn to someone who asks	80%	72%
Remain in Northglenn for the next five years	77%	85%
Recommend living in Northglenn permanently	63%	74%

**Table 197: Question 10 by Mailed Scientific Survey Versus Opt-In Survey**

<b>How would you rate the overall performance of the Northglenn city government? (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
How would you rate the overall performance of the Northglenn city government?	68%	61%

**Table 198: Question 11 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate the following aspects of Northglenn city government performance. (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
The extent to which Northglenn elected officials act in the best interest of the community at large	60%	52%
The quality of work performed by City of Northglenn employees	75%	78%
The value of services for the taxes paid to Northglenn.	57%	50%
The overall direction that Northglenn is taking	59%	54%
The job Northglenn does at informing residents on major issues within the community	61%	60%
The job Northglenn government does at welcoming citizen involvement	63%	61%

**Table 199: Question 12 by Mailed Scientific Survey Versus Opt-In Survey**

<b>In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)? (Percent "yes")</b>	<b>Sci</b>	<b>Opt-in</b>
In the last 12 months, have you had any in-person, phone or email contact with a City of Northglenn employee(s)?	55%	77%

**Table 200: Question 13 by Mailed Scientific Survey Versus Opt-In Survey**

<b>What was your impression of the City of Northglenn employee(s) overall? (Percent "excellent" or "good").</b>	<b>Sci</b>	<b>Opt-in</b>
Knowledge	80%	74%
Responsiveness	80%	69%
Courtesy	85%	83%
Making you feel valued	74%	73%
Overall impression	78%	73%

**Table 201: Question 14 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate how safe you feel in the following areas in Northglenn: (Percent "very safe" or "somewhat safe").</b>	<b>Sci</b>	<b>Opt-in</b>
Parks and playgrounds	80%	74%
Recreation center	92%	92%
In your neighborhood	74%	68%
In your home	86%	95%
On the trail system	74%	64%
On roadways	66%	57%
Retail/commercial areas	76%	74%

**Table 202: Question 15 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please indicate whether or not each of the following has applied to you in the last 12 months. (Percent "yes").</b>	<b>Sci</b>	<b>Opt-in</b>
Household member was a victim of a crime in Northglenn	17%	26%
Reported a crime to the police in Northglenn	26%	31%

**Table 203: Question 16 by Mailed Scientific Survey Versus Opt-In Survey**

<b>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? (Percent "essential" or "very important").</b>	<b>Sci</b>	<b>Opt-in</b>
Solving violent crimes	96%	99%
Solving property crimes	85%	72%
Reducing illegal activities committed by youth	78%	69%
Reducing illegal drug activity	74%	78%
Enforcement of traffic laws	71%	54%
Code enforcement	53%	41%
Crime prevention (School Resource Officers, citizen police academy)	73%	67%

**Table 204: Question 17 by Mailed Scientific Survey Versus Opt-In Survey**

<b>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? (Percent "high priority" or "medium priority").</b>	<b>Sci</b>	<b>Opt-in</b>
Better connection with the community (i.e., community forums, events)	91%	93%
Increased visibility of police	84%	84%
Additional training for officers to more effectively deal with mental health issues	93%	94%
Greater accessibility to police and police-related information	83%	86%
More community policing officers (problem solving at a community-level such as neighborhood problems)	86%	83%
Increasing use of technology, such as body cameras and dashboard cameras	90%	95%
Adding surveillance cameras in high crime area	87%	90%

**Table 205: Question 18 by Mailed Scientific Survey Versus Opt-In Survey**

<b>Please rate the following statements by circling the number which best represents your opinion. Northglenn should... (Percent "strongly agree" or "somewhat agree").</b>	<b>Sci</b>	<b>Opt-in</b>
Promote efforts to revitalize Northglenn’s housing areas	86%	86%
Promote efforts to revitalize Northglenn’s business areas	86%	90%
Strengthen Northglenn’s community image and identity	80%	83%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	83%	88%
Promote efforts to attract new jobs	84%	86%

**Table 206: Question 19 by Mailed Scientific Survey Versus Opt-In Survey**

<b>For each type of shopping, please estimate how frequently you make purchases in Northglenn: (Percent "very frequently" or "somewhat frequently").</b>	<b>Sci</b>	<b>Opt-in</b>
Grocery shopping	75%	76%
Health services	27%	40%
Meals and entertainment	66%	72%
Household items	65%	66%
Computers and electronics	23%	27%
General retail (shoes, beauticians, clothing, etc.)	42%	35%

**Table 207: Question 20 by Mailed Scientific Survey Versus Opt-In Survey**

<b>When you shop outside of Northglenn, why do you shop outside of Northglenn? (Check all that apply.)</b>	<b>Sci</b>	<b>Opt-in</b>
Don’t shop outside of Northglenn	2%	0%
It is convenient; on my way to or from work or near my home	46%	50%
I like the range of quality goods and services	45%	41%
Desired item is not available in Northglenn	60%	68%
It is more affordable	15%	17%
Visit a mall or other major retailers	36%	44%
I shop online	56%	63%
Other	9%	6%

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

**Table 208: Question 21 by Mailed Scientific Survey Versus Opt-In Survey**

<b>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? (Percent "at least once").</b>	<b>Sci</b>	<b>Opt-in</b>
City Monthly "Connection" Newsletter	77%	90%
City e-newsletter	34%	45%
Parks and Recreation Activity Guide	64%	83%
Denver Post	27%	29%
Denver Post YourHub	11%	15%
The Northglenn-Thornton Sentinel	36%	40%
Radio news	34%	26%
Television news	47%	42%
Cable TV Channel 8 (Government Access Channel)	19%	18%
City's website: <a href="http://www.northglenn.org">www.northglenn.org</a>	71%	90%
Access Northglenn app (issue tracking system)	13%	29%
City of Northglenn's social media sites (Facebook, Twitter)	29%	69%
Community-created Facebook groups/pages about Northglenn	25%	47%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	58%	53%
Word of mouth	75%	78%

## Appendix F: Survey Methodology

The Northglenn Resident Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the City. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. The City of Northglenn funded this research. Please contact Rupa Venkatesh of the City of Northglenn at [rvenkatesh@northglenn.org](mailto:rvenkatesh@northglenn.org) if you have any questions about the survey.

### Developing the Questionnaire

General resident surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and assessments of City service delivery, the quality of life in the city and use of City amenities. The survey instrument for the City of Northglenn was developed through an iterative process between City and NRC staff. The process started with City of Northglenn staff reviewing the 2019 iteration of the survey and creating lists of questions related to new issues in the City. New questions were created and all questions were prioritized and an optimal composition of topics and questions were selected. The survey draft was presented to City Council for final approval. Through this iterative process a final five-page questionnaire was created for 2021.

### 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 boundaries 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), based on their delivery sequence file (DSF, the addresses used by the postal carriers to deliver the mail) updated every three months, usually provide the best representation of all households in a specific geographic location. The address list was obtained for NRC by GoDog Direct, and was based on the USPS DSF data to select the list of households.

A larger list than needed was obtained so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the City’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within the City of Northglenn and within the City’s Council Wards. All addresses determined to be outside the study boundaries were eliminated from the address list. A random selection of 1,750 households in each of the four Council Wards was made of the remaining addresses to create a mailing list of 7,000 total addresses. The Council Ward for each address was tracked to permit comparisons of the survey results. Attached units were oversampled to compensate for detached unit residents’ tendency to return surveys at a higher rate.

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

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the City of Northglenn website and social media pages. This opt-in survey was identical to the scientific survey and open to all Northglenn residents.

## Survey Administration and Response

Selected households received mailings beginning on October 11, 2021. For 3,500 households (Group A), the first mailing was a postcard announcing the upcoming survey with a link to complete the survey online. The next mailing contained a letter from the Mayor inviting the household to participate, a paper questionnaire, and a postage-paid return envelope. The final mailing contained a reminder letter, another survey, and a postage-paid return envelope. 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. For an additional 3,500 households (Group B), the first mailing was a postcard with a link to complete the survey online, followed one week later by a reminder postcard with a link to the survey. The second postcard also asked respondents not to complete the survey a second time.

The survey was available in English and Spanish. All mailings included a URL through which the residents could choose to respond online. The mailings also contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. Completed surveys were collected over seven weeks. The online “opt-in” survey became available to all residents on November 10, 2021 and remained open for two weeks.

About 6% of the 7,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 6,574 households, 654 completed the survey (including 380 completed online), providing a response rate of 10%. Four of the online survey responses were completed in Spanish, while the remaining 650 were completed in English. Additionally, responses were tracked by Council Ward and ranged from 7% to 15%. The response rates were calculated using AAPOR’s response rate #2<sup>3</sup> for mailed surveys of unnamed persons. Additionally, 134 residents completed the online opt-in survey; results of the opt-in survey were kept separate from the random selection mailed survey and can be found in *Appendix D: Complete Set of Responses to Open Participation (Opt-in) Survey*.

**Table 209: 2021 Resident Survey Response Rates**

	Number of surveys mailed	Undeliverable mailings	Number of eligible households	Completed surveys	Response rate
1	1,750	66	1,684	174	10%
2	1,750	153	1,597	119	7%
3	1,750	83	1,667	121	7%
4	1,750	124	1,626	237	15%
Overall	7,000	426	6,574	651*	10%

\*Three survey responses were returned without a Council Ward tracked bringing the total to 654.

## 95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within four percentage points of the result that would be found if everyone in the population of interest was surveyed. 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

<sup>3</sup> See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information



(referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus four percentage points around any given percent reported for all surveys. For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller.

### **Note on Change in Survey Methodology from 2019 to 2021**

In the past, NRC's standard approach to community survey "sampling" (e.g., creating the mailing list of randomly selected households) was to send paper copies of the survey to all selected households. Our traditional three-part mailing included a prenotification postcard to let the household know they had been selected for the survey, followed by two "waves" of the survey, one week apart. The five-page survey was accompanied by a cover letter with instructions and a postage-paid return envelope, and the cover letter contained a web link so that recipients could complete the survey online if they preferred.

Our current standard mailing approach for community surveys is what we refer to as a "hybrid" mailing in which some selected households receive the traditional three-part mailing as described above (Group A), while the remaining selected households receive two half-page-sized postcard invitations, one week apart, with a web link and instructions to go online to complete the survey (Group B). In Northglenn, half of the 7,000 selected households received the Group A mailing and the remaining half received the Group B mailing (more detailed information about the mailings is included in the preceding section). A similar number of survey responses were received in both years (654 in 2021 versus 684 in 2019). NRC's main focus is on the total *number* of responses versus the response *rate*, since the overall margin of error for the report is based solely on the number of responses and is unrelated to response rate.

There are two primary reasons for this shift in methodology. The first is that the hybrid mailing approach allows us to reach a significantly larger number of households for about the same cost; this is because printing and postage costs for postcards only are far lower than for printing and mailing the five-page survey (plus the cover letter and return envelope); there is also the additional cost of the postage for the respondent to mail the surveys back to NRC, as well as the cost of data-entering the responses from the paper surveys into an electronic dataset for analysis. (Whereas when a resident responds online to a survey they are essentially data-entering their responses themselves, thus eliminating the need for any additional data entry). Further, technological shifts in recent years have led to most residents having internet access, which makes the option of responding online feasible for almost everyone.

The second reason for this methodological shift is that by encouraging more residents to take the survey online, they are directed to the City's profile on the Polco platform, and then asked if they would like to join the City's digital engagement panel. This panel of subscribers then gets notifications when the City posts new surveys or short polls on the platform, thus further increasing response and engagement. While the City's resident engagement panel will continue to grow over time as more outreach is done to spread community awareness about the City's Polco profile, the 2021 Northglenn Resident Survey has been a great way to initially build that panel due to the fact that so many residents are directed to Polco in order to take the survey. (There were 380 online responses to the survey in 2021, versus 141 online responses in 2019). Finally, respondents to the community-wide, open-participation survey are also directed to the City's profile and asked to register as subscribers. As a result of these methodological shifts, Northglenn currently has nearly 1,000 subscribers on the Polco platform.

### Survey Processing (Data Entry)

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

Once cleaned and numbered, all 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 as well as other forms of quality control were also performed.

NRC uses Polco, an online public engagement tool designed primarily for local governments, to collect online survey data. The Polco platform includes many features of online survey tools, but also includes elements tailored to the civic environment. For example, like NRC’s mailed surveys, surveys on Polco are presented with the City name, logo (or other image) and a description, so residents understand who is asking for input and why. Optionally, Polco can also verify respondents with local public data to ensure respondents are residents or voters. More generally, an advantage of online programming and data gathering is that it allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed to the web data in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

### Weighting the Data

The demographic characteristics of the survey respondents to both the random selection mail survey and the opt-in web survey were compared to those found in the 2017 American Community Survey or 2010 Census. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The variables used for weighting both respondent groups (mail and opt-in) were respondent gender, age, housing unit type (attached or detached), housing tenure (rent or own), whether the respondent was Hispanic and Council Ward. No adjustments were made for design effects. The results of the weighting schemes for the mail and opt-in surveys are presented in the tables on the following pages.

Results for the opt-in survey have been provided in *Appendix D: Complete Set of Responses to Open Participation (Opt-in) Survey* and comparisons of the mailed random selection survey to the opt-in web survey are included in *Appendix E: Comparisons of Mailed Scientific and Open Participation (Opt-in) Web Survey Responses*.

**Table 210: 2021 Mailed, Random Selection Survey Weighting Table**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Own home	55%	86%	63%
Rent home	45%	14%	37%
Detached unit <sup>2</sup>	60%	79%	65%
Attached unit <sup>2</sup>	40%	21%	35%
<b>Race and Ethnicity</b>			
White	80%	86%	79%
Not white	20%	14%	21%
Hispanic	26%	15%	24%
Not Hispanic	74%	85%	76%
<b>Sex and Age</b>			
Female	51%	60%	52%
Male	49%	40%	48%
18-34 years of age	37%	8%	28%
35-54 years of age	36%	28%	37%
55+ years of age	27%	63%	34%
Females 18-34	18%	5%	16%
Females 35-54	18%	18%	21%
Females 55+	15%	36%	15%
Males 18-34	19%	3%	12%
Males 35-54	18%	10%	17%
Males 55+	12%	27%	19%
<b>Council Ward<sup>3</sup></b>			
Ward 1	24%	27%	22%
Ward 2	26%	18%	26%
Ward 3	27%	19%	25%
Ward 4	24%	36%	27%

<sup>1</sup> 2010 Census

<sup>2</sup> American Community Survey 2017 5-year estimates

<sup>3</sup> Proportion of addresses in USPS list

**Table 211: 2021 Opt-in Web Survey Weighting Table**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Own home	55%	90%	67%
Rent home	45%	10%	33%
Detached unit <sup>2</sup>	60%	90%	71%
Attached unit <sup>2</sup>	40%	10%	29%
<b>Race and Ethnicity</b>			
White	80%	81%	74%
Not white	20%	19%	26%
Hispanic	26%	13%	21%
Not Hispanic	74%	87%	79%
<b>Sex and Age</b>			
Female	51%	63%	50%
Male	49%	37%	50%
18-34 years of age	37%	15%	33%
35-54 years of age	36%	36%	33%
55+ years of age	27%	48%	35%
Females 18-34	18%	9%	16%
Females 35-54	18%	28%	20%
Females 55+	15%	26%	13%
Males 18-34	19%	5%	16%
Males 35-54	18%	9%	13%
Males 55+	12%	23%	22%
<b>Council Ward<sup>3</sup></b>			
Ward 1	24%	22%	25%
Ward 2	26%	40%	23%
Ward 3	27%	16%	28%
Ward 4	24%	22%	23%

<sup>1</sup> 2010 Census

<sup>2</sup> American Community Survey 2017 5-year estimates

<sup>3</sup> Proportion of addresses in USPS list

### Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix A: Complete Set of Survey Responses*.

Crosstabulations of survey results by Council Ward of residence and other respondent characteristics are provided in *Appendix A: Complete Set of Survey Responses*. Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked.

## **Appendix G: Survey Instrument**

The 2021 survey instrument appears on the following pages.

Dear Northglenn Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in Northglenn's 2021 Resident Survey. You can go online and complete the **confidential survey** at:

<https://polco.us/xxplaceholder>

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now. You can also wait a few days for the survey to arrive in the mail.

If you have any questions about the survey, please call 303-450-8716.

Thank you for helping create a better city!

Sincerely,

Meredith Leighty  
Mayor/Alcalde

Estimado Residente de Northglenn,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en Encuesta de los Residentes del 2021 de Northglenn. Puede completar la **encuesta confidencial** en línea en español en:

<https://polco.us/xxplaceholder>

**Por favor no comparta el enlace de su encuesta.**

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas. También puede esperar unos días hasta que la encuesta llegue por correo.

Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716. ¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Dear Northglenn Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in Northglenn's 2021 Resident Survey. You can go online and complete the **confidential survey** at:

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Atentamente,



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Permit NO.94



October 2021

Dear City of Northglenn Resident:

Please help us shape the future of Northglenn! You have been selected at random to participate in the 2021 Northglenn Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number of households being surveyed. Your feedback will help Northglenn make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

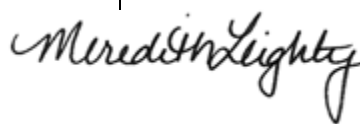
**<https://polco.us/xxplaceholder>**

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 303-450-8716.

Thank you for your time and participation!

Sincerely,



Meredith Leighty  
Mayor/Alcalde

Estimado Residente de la Ciudad de Northglenn:

¡Por favor ayúdenos a moldear el futuro de Northglenn! Usted ha sido seleccionado al azar para participar en la Encuesta de los Residentes de Northglenn del 2021. **Si ya completó la encuesta en línea, gracias. Por favor no responda dos veces.**

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Northglenn tomar decisiones que afectarán a nuestra Ciudad.

**Algunas cosas para recordar:**

- **Sus respuestas son confidenciales y no se compartirá ninguna información de identificación.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta en inglés por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

**<https://polco.us/xxplaceholder>**

**Por favor no comparta el enlace de su encuesta.**

Esta encuesta es solamente para hogares seleccionados al azar. La Ciudad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716.

¡Gracias por su tiempo y participación!

Atentamente,

October 2021

Dear City of Northglenn Resident:

Here's another chance if you haven't already responded to the 2021 Northglenn Resident Survey! **If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.**

Please help us shape the future of Northglenn! You have been selected at random to participate in the 2021 Northglenn Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your household is one of only a small number of households being surveyed. Your feedback will help Northglenn make decisions that affect our City.

**A few things to remember:**

- **Your responses are confidential and no identifying information will be shared.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

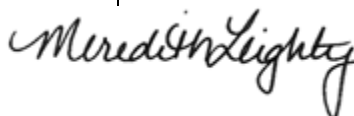
<https://polco.us/xxplaceholder>

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 303-450-8716.

Thank you for your time and participation!

Sincerely,



Meredith Leighty  
Mayor/Alcalde

Estimado Residente de la Ciudad de Northglenn:

¡Aquí tiene otra oportunidad si usted aún no ha respondido a la Encuesta de los Residentes de Northglenn del 2021! **Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.**

¡Por favor ayúdenos a moldear el futuro de Northglenn! Usted ha sido seleccionado al azar para participar en la Encuesta de los Residentes de Northglenn del 2021.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Northglenn tomar decisiones que afectarán a nuestra Ciudad.

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Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716.

¡Gracias por su tiempo y participación!

Atentamente,

Dear Northglenn Resident,

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Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716. ¡Gracias por ayudar a crear una ciudad mejor!

Atentamente,

Dear Northglenn Resident,

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Dear Northglenn Resident,

Just a reminder—if you have not yet completed Northglenn’s 2021 Resident Survey, please do so. **If you have completed it, thank you. Please do not respond twice.**

Your participation in this **confidential survey** is very important—your answers will help Northglenn make decisions that affect our community. Please complete the survey online at:

<https://polco.us/xxplaceholder>

**Please do not share your survey link.** This survey is for randomly selected households only. The City will conduct a separate survey that is open to all residents just a few weeks from now.

If you have any questions about the survey, please call 303-450-8716. Thank you very much!

Sincerely,

Meredith Leighty  
Mayor/Alcalde

Estimado Residente de Northglenn,

Solamente un recordatorio—si usted aún no ha completado la Encuesta de los Residentes del 2021 de Northglenn, por favor hágalo. **Si ya lo ha completado, gracias. Por favor no responda dos veces.**

Su participación en esta **encuesta confidencial** es muy importante—sus respuestas le ayudarán al Northglenn para tomar decisiones que afectan nuestra comunidad. Puede completar la encuesta en línea en español en:

<https://polco.us/xxplaceholder>

**Por favor no comparta el enlace de su encuesta.** Esta encuesta es solamente para hogares seleccionados al azar. La Cuidad conducirá una encuesta separada que está abierta a todos los residentes dentro de unas semanas.

Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716. ¡Muchas gracias!

Atentamente,

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Just a reminder—if you have not yet completed Northglenn’s 2021 Resident Survey, please do so. **If you have completed it, thank you. Please do not respond twice.**

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Si tiene alguna pregunta sobre la encuesta, por favor llame al 303-450-8716. ¡Muchas gracias!

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# 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 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
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
Services for homeless/transient populations ..	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 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

**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**



CITY OF  
**Northglenn**<sup>SM</sup>

2021 Resident Survey  
Presentation of Results





## Civic Communication & Analytics Platform

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



## Advanced Survey Science & Performance Analytics

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

Questions about our product?

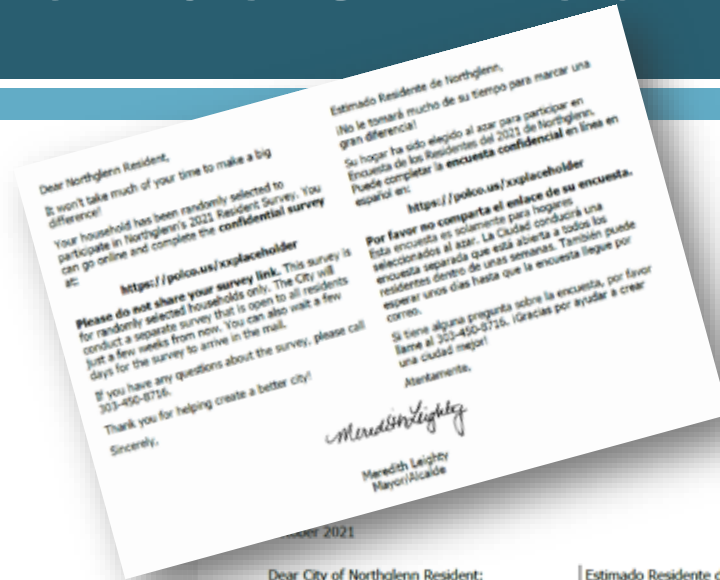
Visit [www.polco.us](http://www.polco.us) to learn more

Exclusive partners of:



# Survey Backgrounds & Methods

- ü Mailed 7,000 households
  - ü Two different mailing groups
  - ü All had online response option
- ü 654 completes
  - ü 380 online, 274 paper
  - ü 10% response rate
- ü ±4% margin of error
- ü Results weighted
- ü Spanish translation
- ü Benchmark comparisons
  - ü National and Front Range
- ü Subgroup comparisons



Dear City of Northglenn Resident:  
Please help us shape the future of Northglenn! You have been selected at random to participate in the 2021 Northglenn Community Survey. **If you've already completed the survey online, thank you. Please do not respond twice.**

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important—especially since your response is one of only a small number of responses that affect our

Estimado Residente de la Ciudad de Northglenn:  
¡Por favor ayúdenos a moldear el futuro de Northglenn! Usted ha sido seleccionado al azar para participar en la Encuesta de los Residentes de Northglenn del 2021. **Si ya completó la encuesta en línea, gracias. Por favor no responda dos veces.**

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante—especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Northglenn tomar decisiones que afectarán a nuestra Ciudad.



# Survey Outreach from City

## Keep Eyes Out for Resident Survey

Why ask why? To help us serve you better!

Northglenn kicks off its semi-annual resident survey this month. This is your chance to help shape

Cities across the nation conduct resident surveys to serve as their "consumer report card." The

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

About 4,000 residents (random selection) will receive a printed survey in the mail between Oct. 10 to 24, collected via mail and online. Next, an open participation survey will be available from Nov. 3 to 24, collected online.

Why should you participate? The 2019 survey helped shape the Northglenn City Council Strategic Plan work priorities (snow removal, street repair, public safety). Your voice matters. Take the survey to help us think about services and what our city needs most.

Staff and City Council will receive and review the survey responses and report in early 2022.

The screenshot shows the Northglenn City website's navigation menu with categories: RESIDENTS, GOVERNMENT, PUBLIC SAFETY, REC & EVENTS, BUSINESS, and HOW DO IT. The main content area is titled "Resident Survey" and includes the following text:

**Resident Survey**

Northglenn residents are surveyed every other year, asking them about the overall quality of life, city services, customer service and public engagement.

**2021 Survey**

Northglenn is in the midst of its biennial resident survey. This is your chance to help shape city priorities!

There are two survey groups. Group 1 consists of 4,000 residents who were randomly selected, though dispersed geographically, to gather balanced data. Group 2 consists of 4,000 residents who will participate in an open participation survey from Nov. 10 to 24.

**If you received a survey notice in the mail, you are in Group 1.**  
Please fill out the survey by following the directions on the letter or postcard. Responses are confidential, but the 4,000 invited to participate are a statistical represent of the city. If you received a printed survey, do NOT fill out the open participation survey; use the information you received in the mail.

**If you did not receive a printed survey in the mail, you are in Group 2.**  
You will be able to fill out the open participation survey from Nov. 10 to 24.

[CLICK HERE TO TAKE THE OPEN PARTICIPATION SURVEY IN ENGLISH](#)

[AREA CLIC AQUÍ PARA REALIZAR LA ENCUESTA DE PARTICIPACIÓN ABIERTA EN ESPAÑOL](#)

Why should you participate? 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

The 2019 survey helped shape City Council's 2019-2022 Strategic Plan and influenced city work priorities (snow removal, street repair, public safety and more). Your voice matters. Take the survey to help us think about services and what our city needs most.

Staff and City Council will receive and review the survey responses and report in early 2022.

**Previous Surveys**

- 2019
- 2017

# Survey Outreach from City

## ...T AND SERVE SMOOTHIES



led away on the smoothie bike during the regional Bike to Smooters throughout the metro area were invited to trade in morning, and stations were set up throughout the metro area

## Watch for Resident Survey

Why ask why? To help us serve you better!

Northglenn kicks off its semi-annual resident survey this month. This is your chance to help shape city priorities!

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

About 4,000 residents (random selection) will receive a printed survey in the mail

between Oct. 4 and 18. Responses will be collected via mail and online. Next, an open participation survey will be available from Nov. 3 to 19. This will be available only online. Look for the link in next month's Connection, on [www.northglenn.org](http://www.northglenn.org), and on city social media channels (Facebook, Twitter, Instagram and Nextdoor).

Why should you participate? The 2019 survey helped shape the Northglenn City Council Strategic Plan and influenced city work priorities (snow removal, street repair, public safety). Your voice matters. Take the survey to let your city know what you think about services and what our city needs most.

Staff and City Council will receive and review the survey responses and report in early 2022.



## Northglenn Connection

## Help City By Filling Out Survey

Northglenn is in the midst of its biennial resident survey. This is your chance to help shape city priorities!

There are two survey groups. Group 1 consists of 4,000 residents who were randomly selected, though dispersed geographically, to gather balanced data. Group 2 consists of self-initiated survey participants.

### If you received a survey notice in the mail you are in Group 1.

Please fill out the survey by following the directions on the letter or postcard. Responses are confidential, but the 4,000 invited to participate are a statistical representation of our entire city. Note: If you received a printed survey, do NOT fill out the open participation survey, use the information you received in the mail.

### If you did not receive a printed survey in the mail, you are in Group 2.

Scan this QR code or go to [www.northglenn.org/survey2021](http://www.northglenn.org/survey2021) and fill out the open participation survey, which will be open from Nov. 10 to 24.



### IN THIS EDITION

**HOUSE HELP:** Residents can access the Minor Home Repair Program through Adams County. **Page 6**

**SIGHTS ON A NEW CITY HALL:** We're looking for resident input on what they would like to see at a new City Hall. **Page 9**

**SHOWTIME:** The Parsons Theatre is hosting a number of plays and concerts through December. **Pages 11, 12**

**NOEL NORTHGLENN:** The yearly event is now in the new recreation center. **Page 12**

Why should you participate? 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
- The 2019 survey helped shape

City Council's 2019-2023 Strategic Plan and influenced city work priorities (snow removal, street repair, public safety and more). Your voice matters. Take the survey to let your city know what you think

about services and what our city needs most.

Staff and City Council will receive and review the survey responses and report in early 2022.





# Using Survey Results



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



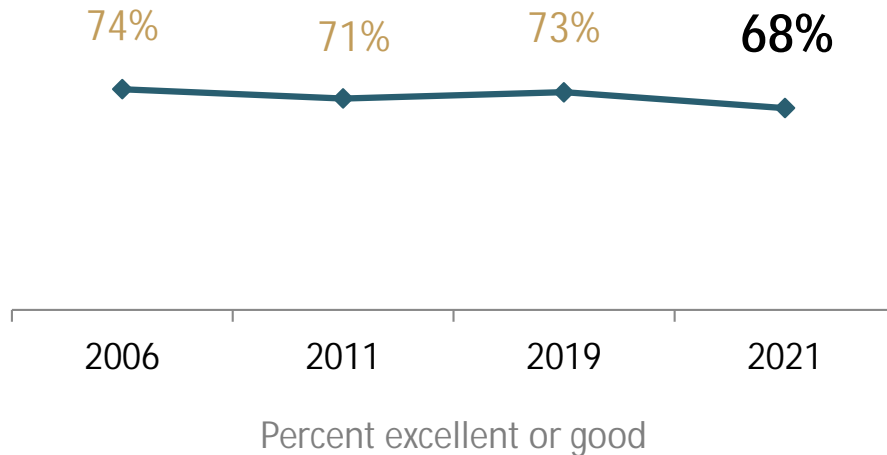
Benchmark service ratings

## Ø Key Finding:

Residents continue to enjoy the quality of life in Northglenn; however, ratings for various aspects of quality of life, community characteristics and optimism for the future show a mixed bag with areas for praise and areas for improvement.

# Quality of Life

*How do you rate the overall quality of life in Northglenn?*



**42%**  
quality of life  
likely to improve  
in next 5 years

↓ Down from 52% in 2019

# Living in Northglenn

8 in 10

∅ Northglenn as a place to live



7 in 10

∅ Place to raise children

∅ Neighborhood as a place to live



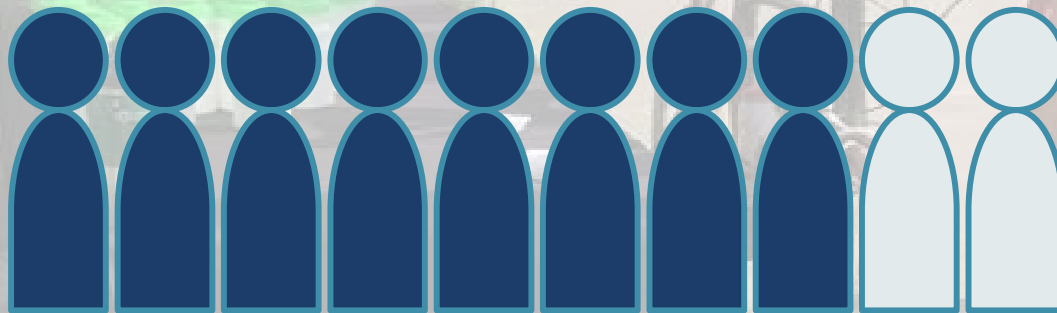
∅ Overall quality of life

Percent excellent or good

# Loyalty to Northglenn

8 in 10

recommend living and  
plan to remain in Northglenn



Very or somewhat likely

# Most community characteristics were stable

## Ratings *increased* for:

- ü Recreational opportunities
- ü Opportunities to volunteer
- ü Opportunities to participate in civic matters
- ü Preventive health services
- ü Affordable quality child care

## Ratings were *similar* for:

- ü Paths and walking trails
- ü Bike trails
- ü Overall natural environment
- ü Openness/acceptance of diverse residents
- ü Opportunities to participate in social events
- ü Opportunities to attend cultural activities
- ü Affordable quality food
- ü New development
- ü Business and service establishments
- ü Shopping opportunities
- ü Employment opportunities
- ü Educational opportunities
- ü Affordable quality health care
- ü Variety of housing options
- ü Affordable quality housing

## Ratings *decreased* for:

- ü Cleanliness of Northglenn
- ü Sense of community
- ü Overall image or reputation of Northglenn
- ü Air quality

# 2021 Community Characteristics Ratings Compared to National Benchmarks



# 2021 Community Characteristics Ratings Compared to Front Range Benchmarks





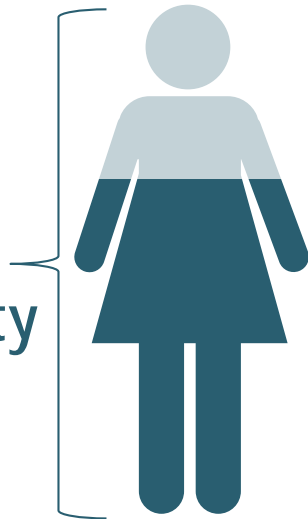
## Ø Key Finding:

Survey respondents were generally pleased with City of Northglenn services, with various quality improvements noted compared to 2019 especially related to parks and recreation.

# Quality of City Services

78%

rated overall quality  
of services as  
excellent or good



# 2021 City Services Ratings Compared to National Benchmarks



# 2021 City Services Ratings Compared to Front Range Benchmarks

2

received  
**higher**  
ratings

17

received **similar**  
ratings

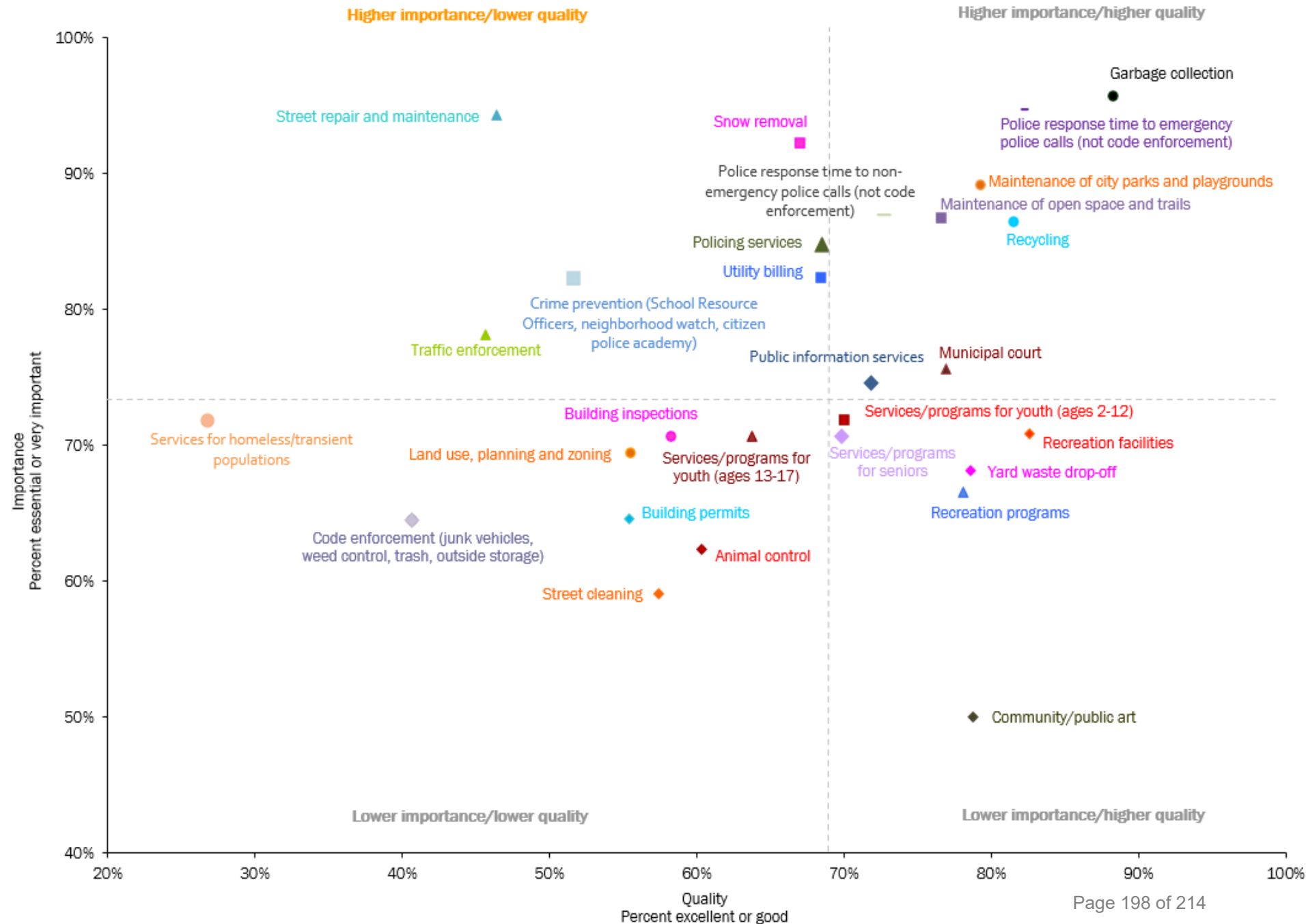
1

received  
**lower**  
ratings

# Services of Higher Importance/ Lower Quality

	Lower Quality	Higher Quality
Higher Importance	<ul style="list-style-type: none"> <li>• Street repair and maintenance</li> <li>• Snow removal</li> <li>• Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)</li> <li>• Traffic enforcement</li> <li>• Policing services</li> <li>• Utility billing</li> </ul>	<ul style="list-style-type: none"> <li>• Police response time to emergency police calls (not code enforcement)</li> <li>• Garbage collection</li> <li>• Maintenance of city parks and playgrounds</li> <li>• Maintenance of open space and trails</li> <li>• Police response time to non-emergency police calls (not code enforcement)</li> <li>• Recycling</li> <li>• Municipal court</li> <li>• Public information services</li> </ul>
Lower Importance	<ul style="list-style-type: none"> <li>• Services for homeless/transient populations</li> <li>• Code enforcement</li> <li>• Land use, planning and zoning</li> <li>• Building inspections</li> <li>• Street cleaning</li> <li>• Building permits</li> <li>• Animal control</li> <li>• Services/programs for youth (ages 13-17)</li> </ul>	<ul style="list-style-type: none"> <li>• Services/programs for youth (ages 2-12)</li> <li>• Services/programs for seniors</li> <li>• Recreation facilities</li> <li>• Recreation programs</li> <li>• Yard waste drop-off</li> <li>• Community/public art</li> </ul>

**Figure 13: Comparison of Quality and Importance Ratings, 2021**



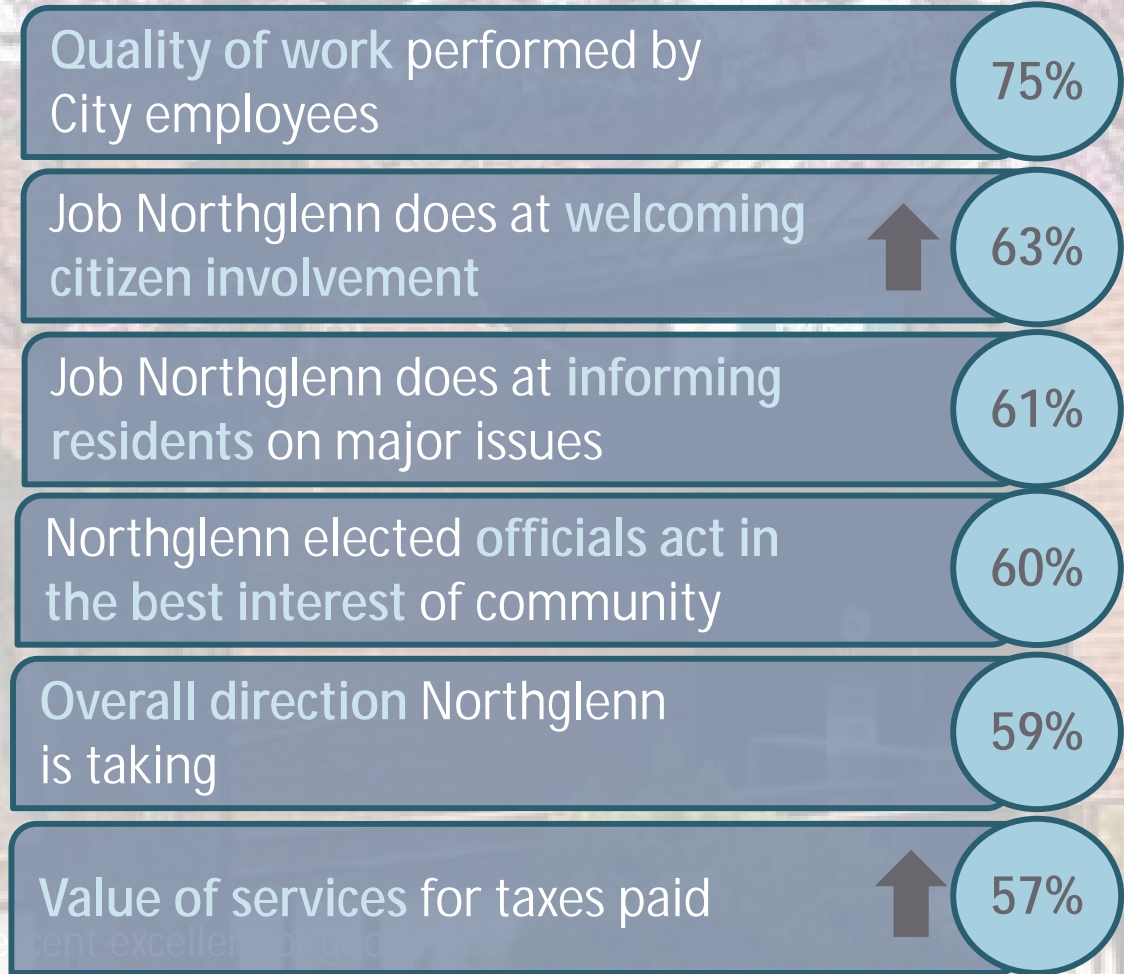
Ø Key Finding:

Ratings of City of Northglenn government performance and City employees remained strong in 2021, with notable increases.

# Aspects of City Government Performance

7 in 10

Rated overall City government performance as excellent or good



Percent excellent or good



# Northglenn City Employees

55%   
had contact in  
last 12 months

About three-quarters or more  
positively rated the employee's....



## Ø Key Finding:

Overall, residents felt a strong sense of safety in Northglenn; however, some ratings indicate that safety should continue to be an area of focus.

# Residents Feel Safe

very or somewhat safe

9 in 10



Recreation centers

In their home

8 in 10



Parks and playgrounds

Retail/commercial areas

7 in 10



In their neighborhood

On the trail system



6 in 10



On roadways

# Police Department Priorities

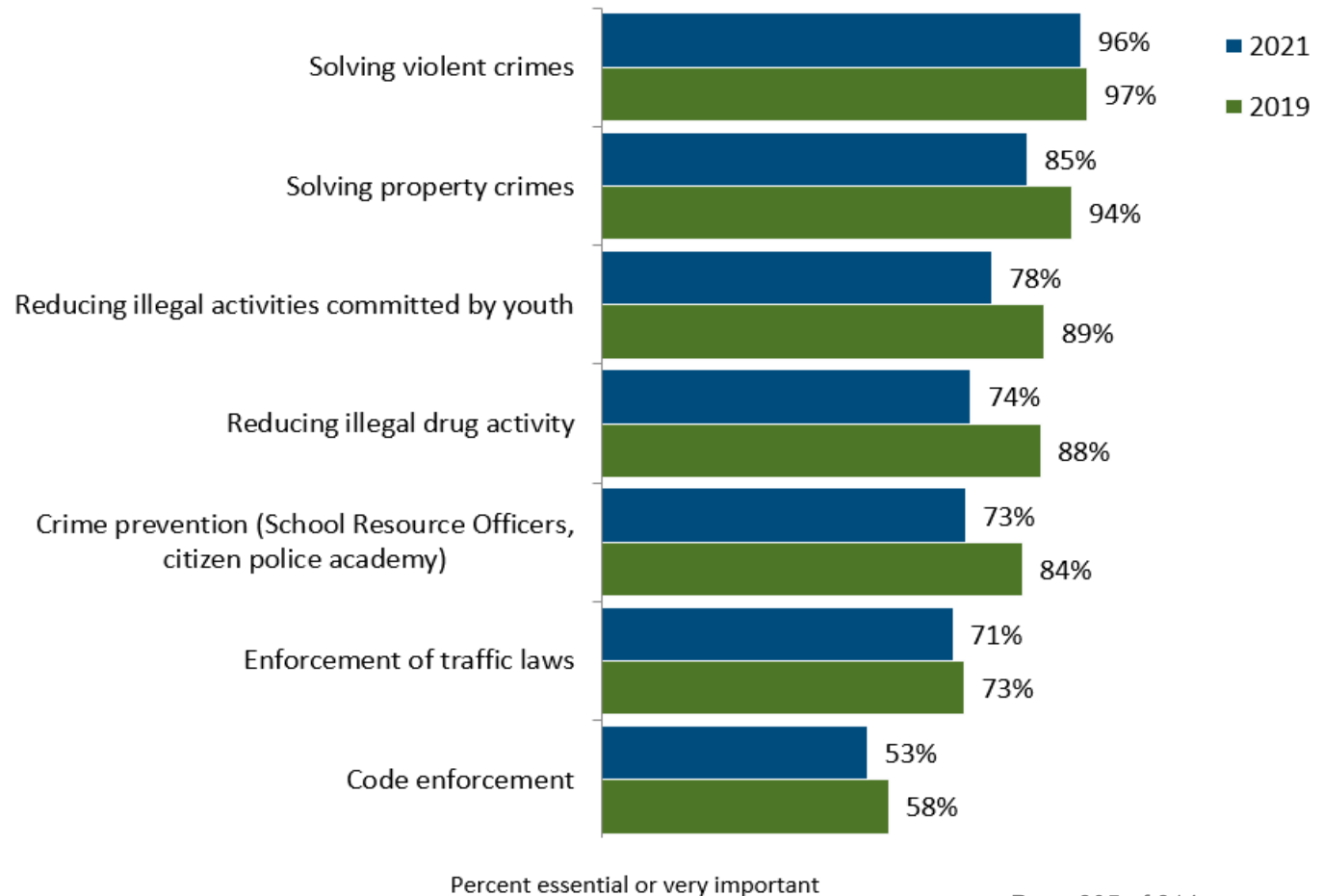
*High or medium priorities* for the Northglenn PD in the next 2 years are . . .



# Police Department Resources

**Figure 21: Importance of Police Department Resource Prioritization by Year**

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?



Ø Key Finding:

Residents support economic revitalization efforts and there is opportunity to encourage more shopping within the city amidst the challenges that COVID-19 poses for in-person shopping.

# Economic Development

## *Northglenn should...*

Promote efforts to revitalize  
Northglenn's business areas

86%

Promote efforts to revitalize  
Northglenn's housing areas

86%

Promote efforts to attract new jobs

84%

Promote efforts to attract and recruit new  
types of retail businesses

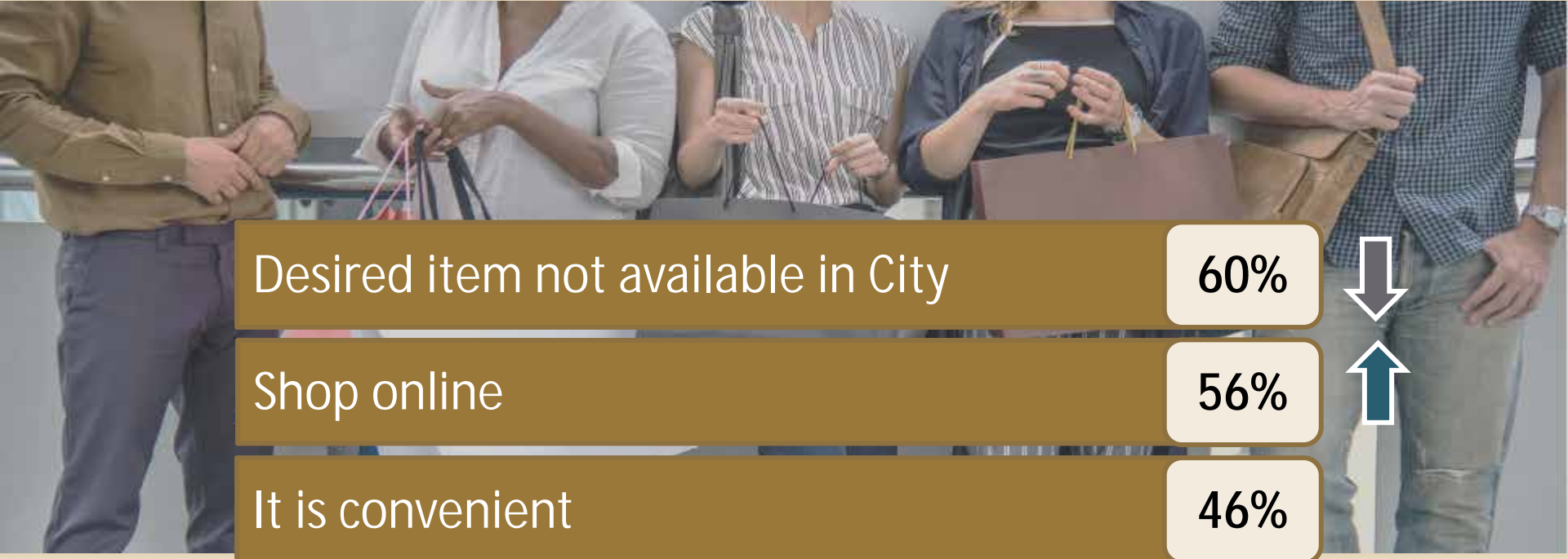
83%

Strengthen City's community  
image and identity

80%



# Why Do Residents Shop Outside Northglenn?



Desired item not available in City

60%



Shop online

56%



It is convenient

46%

I like the range of goods and services

45%

Visit a mall or other major retailers

36%





## *Recap of Key Findings:*

- Residents continue to enjoy the quality of life in Northglenn
- Survey respondents were generally pleased with City of Northglenn services, with various quality improvements noted
- Ratings of Northglenn government performance and City employees remained strong in 2021, with notable increases
- Overall, residents felt a strong sense of safety in Northglenn
- Residents support economic revitalization efforts

## *Digging Deeper:*

# Possible impacts on 2021 ratings changes



### **Ratings increased for *opportunities to volunteer* and to *participate in civic matters***

- Council approved two 2 new advisory boards:
  - the Diversity, Inclusivity, and Social Equity board
  - the Community Co-Production Policing (CCPP) advisory board
- Further, the Sustainability Committee was re-formed

### **Ratings increased for *recreational opportunities***

- new Recreation, Senior Center and Theatre was built

### **Ratings remained stable for *snow removal***

- Increased service levels for snow removal resulted in similar ratings from 2019 to 2021, despite heavy and late snowfall in early 2021 that would typically negatively impact ratings

### **Residents less likely to indicate “*desired item not available in City*” as a reason for shopping outside Northglenn**

- Possible results of the work underway to revitalize the Marketplace

## *Digging Deeper:*

# Alignment with current City Council priorities



### **Below-average rating for *air quality***

- § Aligns with Strategic Priority Area #7: Sustainability
  - § Current City efforts: EV readiness plan, Fleet Electronification Advisory program

### **Below-average rating for *traffic enforcement***

- § Aligns with Strategic Priority Area #3: Public Safety
  - § Current City efforts: have increased number of traffic enforcement officers from two to four

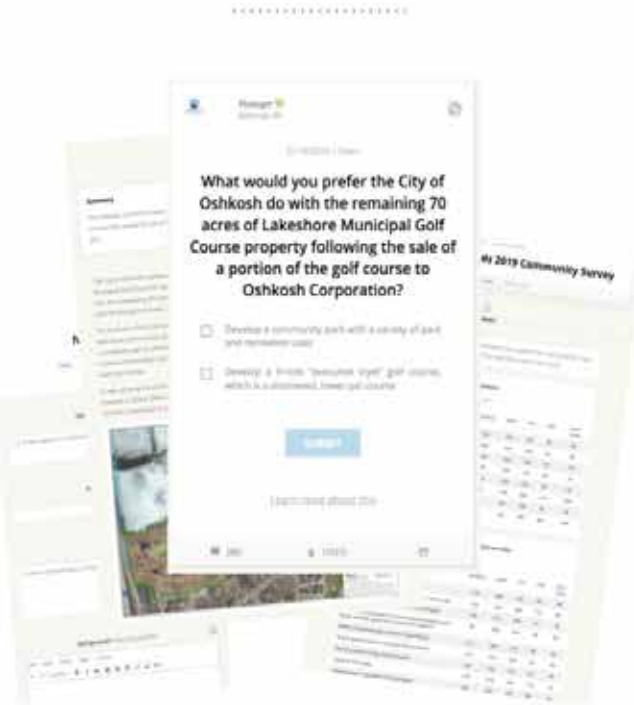
### **Ratings for *Police Department Priorities and Resources***

- § Aligns with Strategic Priority Area #3: Public Safety
- § Current City efforts:
  - § *“Additional training for officers to more effectively deal with mental health issues”* - Council approved implementation of the Crisis Response Unit
  - § *“Better connection with the community”* – Council created CCPP Advisory Board
  - § *“Increase use of technology”* - body and dash cameras have been implemented

# It's Easy To Continue To Engage Your Panel



## Post



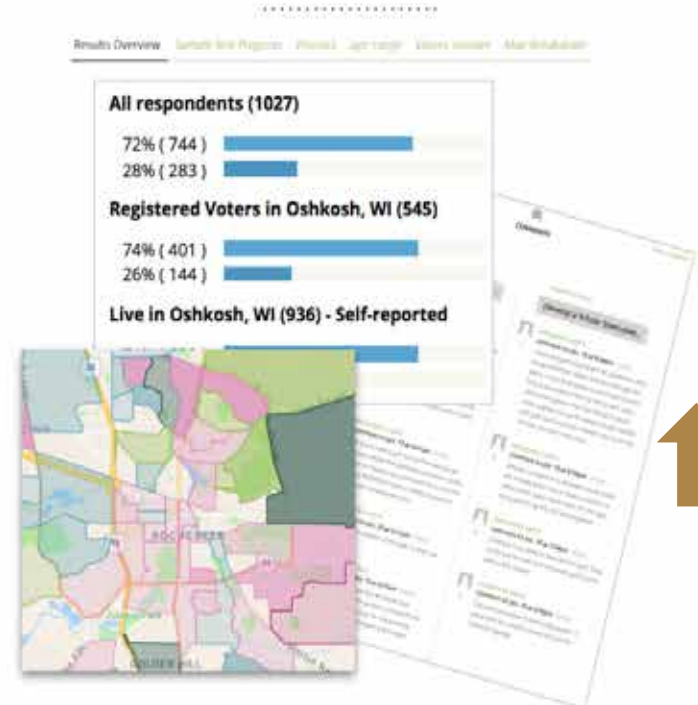
- Library of professional civic content
- Easily post custom surveys & polls

## Share



- Representative samples of households
- Accumulating residents on digital panels

## Analyze



- Maps, trendlines and dashboards
- Advanced benchmarking analyses

# Questions?

# Thank you!

Jade Arocha  
Director of Survey Research  
[jade@polco.us](mailto:jade@polco.us)