


**CITY MANAGER'S OFFICE MEMORANDUM**  
**#49-2019**

**DATE:** September 23, 2019  
**TO:** Honorable Mayor Antonio B. Esquibel and City Council Members  
**FROM:** Heather Geyer, City Manager   
**SUBJECT:** Presentation of 2019 Resident Survey Results

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**PURPOSE**

A presentation of the City's 2019 Resident Survey results will be made by Laurie Urban of National Research Center (NRC). NRC's draft Report of Results is included in Attachment 1. Pages 1-4 of the report consist of an Executive Summary with key highlights and findings.

**BACKGROUND**

The City conducted the last resident survey in 2011. As a reminder there was an eight year gap between surveys. NRC encourages the City to use the survey results as a baseline to inform current and future operational and policy decisions.

Why conduct a resident survey?

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

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

NRC, based in Boulder, was selected to administer the survey. NRC administered the 2011 survey.

Survey Sample/Response Rate

The Resident Survey consisted of a random sample of 4,000 households. Five percent of the surveys were returned because the housing unit was vacated or the postal service was unable to deliver the survey as addressed. Of the 3,784 households that received the survey, 684 completed it (141 online) providing a response rate of 18%. The City had hoped to receive approximately 1,000 responses for a response rate of 25% (if not higher). Unfortunately, the 2019 response rate was lower than the 2011 response rate of 29%. An average response rate for the City survey is 20-25%. While the drop in response rate is concerning, I believe establishing a consistent and regular schedule of conducting the survey biannually with help address the 2019 response rate.

NRC National Citizen Survey

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

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

#### Communication of Results to Community

Key to the effectiveness of the survey is to share the results with the community through multiple communication channels. Next steps include:

- Recap survey highlights in November edition of the Connection Newsletter
- Draft results and Powerpoint are available on a Resident Survey webpage on the City Website
- Create a 2 page communication piece to use at Ward meetings
- Engage Citizens' Affairs Board (CAB). I don't believe this has been done in the past, but I believe there is an opportunity to share the results with the CAB.

#### **STAFF RECOMMENDATIONS**

Staff recommends that there is additional discussion set aside moving forward to focus on the ratings of City services that were rated as High Importance/Lower Quality. By identifying specific areas for improvement, staff can develop recommendations on adjustments to increase level of service.

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

The City budgeted \$40,000 for the survey in the 2019 budget. The budget includes a 5 page survey to measure resident opinion, mailing costs, data compilation, and presentation of the report to City Council. The total cost is \$40,620. The additional amount came from adding an extra mailing to try to increase the response rate. Additionally, we kept the survey open longer than originally planned.

Staff will include funding in the 2021 budget for the next survey. A biannual approach provides adequate time to not only administer the survey, but more importantly, debrief on the survey and utilize the results for policy and operational purposes.

#### **STAFF REFERENCE**

For additional information, please contact Heather Geyer, City Manager at [hgeyer@northglenn.org](mailto:hgeyer@northglenn.org) or 303.450.8706.

#### **ATTACHMENTS**

1. Draft 2019 Resident Survey Report
2. Presentation



## 2019 Resident Survey

### Report of Results

August 2019

Prepared by:



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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 National Research Center, Inc. (NRC) in 2006 to administer the baseline survey, with a follow up in 2011. Now in its third 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 2019 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 2019 survey was mailed to a representative sample of 4,000 residential addresses within the City boundaries in April of 2019. Of the 4,000 surveys mailed, about 5% were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 3,784 households that received a survey, 684 completed it (141 online) providing a response rate of 18%.

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 (684 surveys).

### Key Findings

#### **Residents were happy with the quality of life in Northglenn and were optimistic that it would continue to improve.**

- About three-quarters of 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 half of residents believed the quality of life in the city would improve a lot or slightly over the next five years.
- About 8 in 10 respondents rated Northglenn as an excellent or good place to live and three-quarters rated their neighborhood as an excellent or good place to live. About 7 in 10 considered the city an excellent or good place to raise children. Compared to 2011, ratings given in 2019 for general aspects of quality of life tended to be similar; however, ratings in 2019 increased for Northglenn as a place to live and to work.
- 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 2011, respondents in 2019 were equally as likely to recommend living in and say they would remain in the city.

- Of the 24 community characteristics evaluated by those completing the survey, ratings for most remained stable from 2011 to 2019. However, four characteristics saw significant increases (opportunities to participate in civic matters, recreational opportunities, shopping opportunities and employment opportunities) and ratings for two characteristics decreased (availability of affordable quality housing and child care).
- Overall, most characteristics were rated similar to the national and Front Range peer groups. When compared to the national benchmarks, the availability of affordable quality child care, the availability of affordable quality health care, air quality and the overall natural environment in Northglenn were rated lower. The availability of affordable quality housing received ratings that were higher than the Front Range average, while none were below.

**Survey respondents were pleased with City of Northglenn services, though indicated opportunities for improvement.**

- Three-quarters of respondents rated the overall quality of services as excellent or good. This was similar to the national and Front Range benchmark comparisons.
- Of the 26 City services rated, 18 were given excellent or good ratings by 60% or more of respondents. While most ratings were stable from 2011 to 2019, evaluations of five services increased over this time period: recycling, animal control, building permits, crime prevention and land use, planning and zoning. However, ratings for three services declined: services/programs for seniors, recreation facilities and municipal court.
- The 26 City services evaluated by respondents were classified as “more important” if they were rated as essential or very important by more than 74% of respondents (the median importance rating across all services) and as “less important” if 74% or less of respondents considered them essential or important. Services receiving quality ratings of excellent or good by more than 65% of respondents (the median across all services) were considered of “higher quality” and those considered excellent or good by 65% 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, services/programs for youth, traffic enforcement and recreation facilities.

**City Services by Quality and Importance, 2019**

	<b>Lower Quality</b>	<b>Higher Quality</b>
<b>Higher Importance</b>	<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>• Services/programs for youth</li> <li>• Traffic enforcement</li> <li>• Recreation facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Policing services</li> <li>• Police response time to emergency police calls (not code enforcement)</li> <li>• Garbage collection</li> <li>• Maintenance of existing city parks</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> </ul>
<b>Lower Importance</b>	<ul style="list-style-type: none"> <li>• Code enforcement</li> <li>• Services/programs for seniors</li> <li>• Land use, planning and zoning</li> <li>• Municipal court</li> <li>• Building inspections</li> <li>• Street cleaning</li> <li>• Building permits</li> </ul>	<ul style="list-style-type: none"> <li>• Animal control</li> <li>• Recreation programs</li> <li>• Public information services</li> <li>• Utility billing</li> <li>• Yard waste drop-off</li> <li>• Community/public art</li> </ul>

**Ratings of City of Northglenn government performance remained strong in 2019, with some increases.**

- The overall performance of the Northglenn city government received excellent or good ratings from about 7 in 10 respondents.
- 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 overall direction that Northglenn is taking as excellent or good, an increase from 2011. Roughly half of residents gave positive ratings to the extent to which elected officials act in the best interest of the community, the job City government at welcoming citizen involvement, the job the City does at informing residents about major issues 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 4 in 10 residents reported having contact with a City employee in the 12 months prior to the survey. 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, which was higher than had been observed in previous years. Ratings of other interactions with city employees generally were positive, and most had increased in 2019 from prior years.

**Overall, a majority of residents felt safe in Northglenn and prioritized for the Northglenn Police Department adding surveillance cameras and additional training for officers.**

- Survey respondents provided their perceptions about feelings of safety in and around the city. Generally, residents felt safe in Northglenn, with about 9 in 10 reporting that they felt very or somewhat safe in their home and in recreation centers. About 8 in 10 felt safe in parks and

playgrounds, in their neighborhood and in retail and commercial areas. About 7 in 10 reported feeling very or somewhat safe on the trail system, while about two-thirds felt safe on roadways.

- Where safety ratings could be compared to the benchmarks, for both sets of comparisons, safety in parks and playgrounds and safety in retail/commercial areas were similar, while safety in neighborhoods was lower.
- 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 adding surveillance cameras in high crime areas and additional training for officers to more effectively deal with mental health issues; both of these were deemed a high priority by about 6 in 10 respondents.
- 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 (97%) indicated that solving violent crimes was essential or very important, with 73% saying it was essential. Reducing illegal drug activity also was of high importance, considered essential by 6 in 10 respondents.

**Residents support economic revitalization efforts in Northglenn and there is opportunity to encourage more residents to shop within the city.**

- Residents were asked about their level of agreement with a series of statements related to City revitalization efforts. About 8 in 10 residents or more strongly or somewhat agreed with all five statements: 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. About half of residents strongly agreed with each statement.
- Residents shared their reasons for shopping outside Northglenn and could select as many reasons as they felt applied to them. The most common reason for shopping outside of Northglenn, with two-thirds of residents selecting this as a reason, was that the desired item was not available in the city. About half of respondents said they did not shop in Northglenn because they visit a mall or other major retailers or because they shop online. Four in 10 reported shopping outside of Northglenn for convenience or because they liked the range of quality goods and services available.



## 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 2019 Northglenn Resident Survey was mailed to residents in April of 2019. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the five-page 2019 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return their completed survey. A final survey packet and a reminder postcard were mailed over the following two weeks. A URL with an access code also was provided in the final three mailings for those residents who preferred to complete the survey online. Completed surveys were collected over a 12-week period. The survey was sent to 4,000 randomly selected addresses within the City boundaries (1,000 mailed to each of the four Council Wards). Of these households, about 5% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed and 684 submitted a completed survey (141 were online) for a response rate of 18%.

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 (684). 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 cross tabulations 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 shaded grey.

### Comparing Survey Results over Time

This survey was the third in a series of resident surveys for the City of Northglenn (the baseline was conducted in 2006 and then a follow up in 2011). Differences between the 2019 and 2011 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 2019 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.

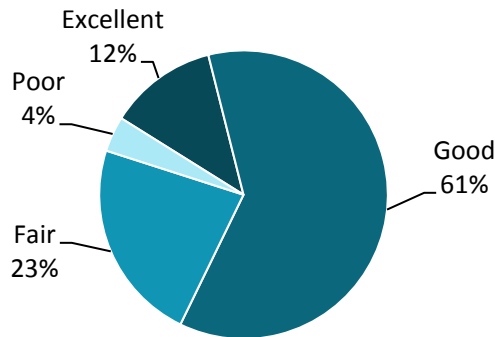
### Quality of Life in Northglenn

Northglenn residents gave positive reviews to the overall quality of life in the city, with 12% saying it was excellent and 61% 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 2011 and have remained stable since the question was first asked in 2006 (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.

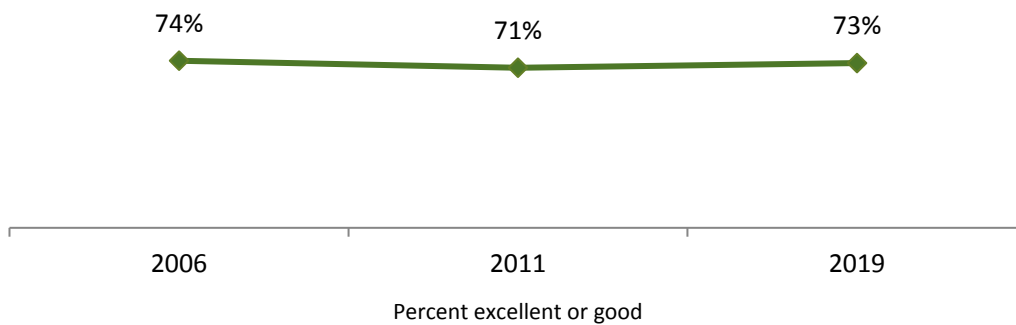
**Figure 1: Overall Quality of Life, 2019**

Please rate the overall quality of life in Northglenn:



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

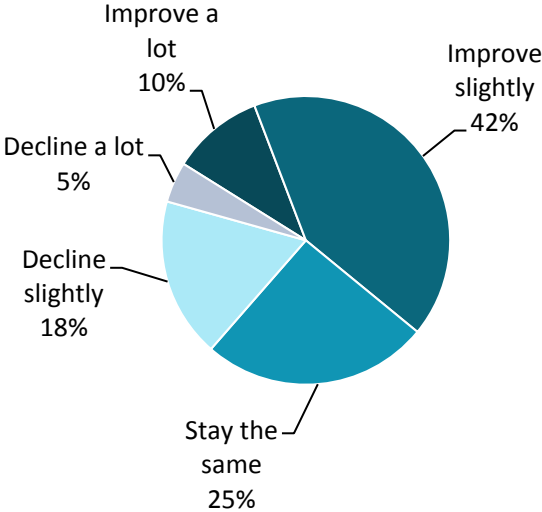
Please rate the overall quality of life in Northglenn:



In a new question on the 2019 survey, residents were asked whether they thought the quality of life in Northglenn would change over the next five years. About half of 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 another one-quarter thought the quality of life was likely to decline.

**Figure 3: Quality of Life in Northglenn in Next Five Years, 2019**

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

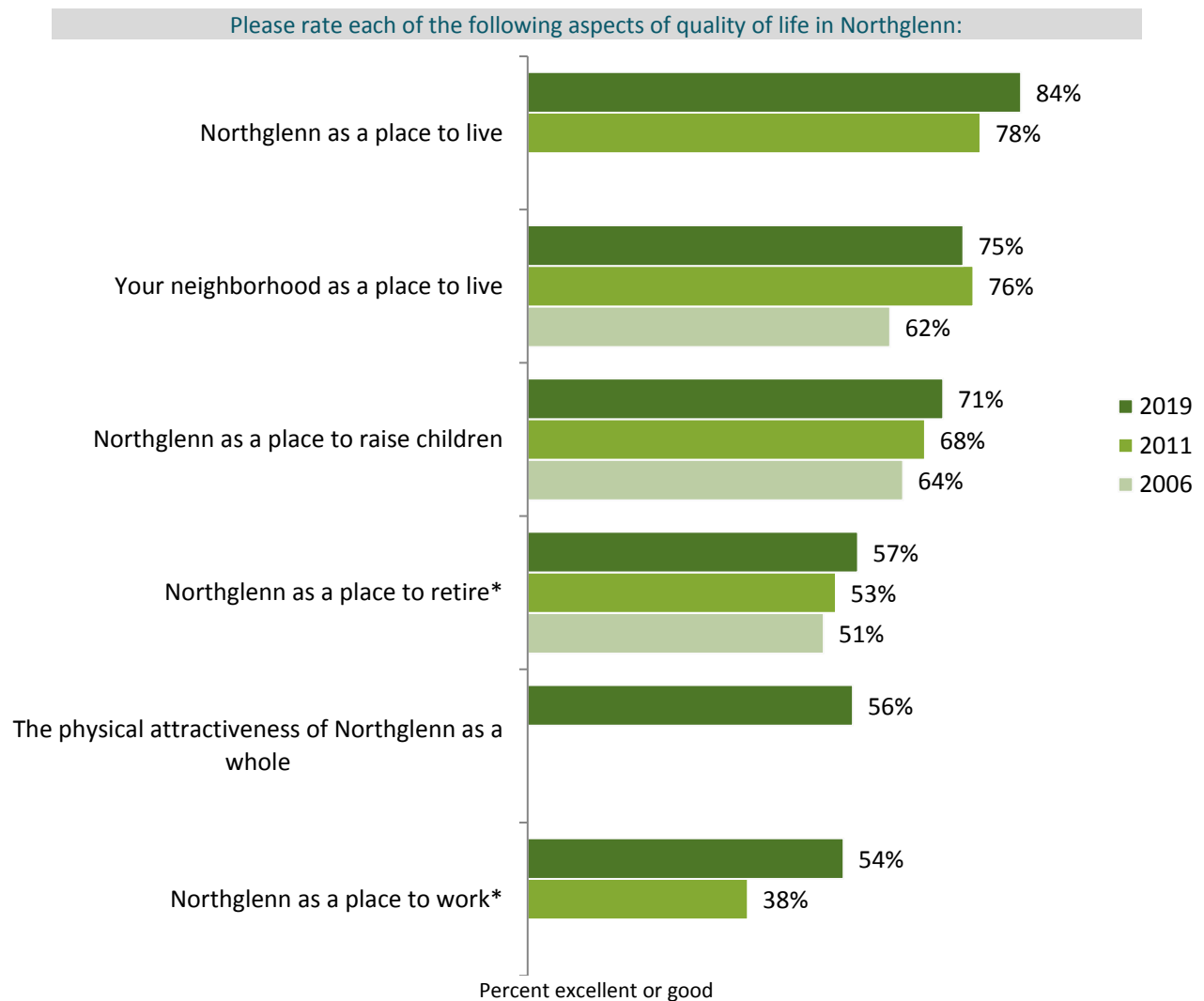


Various aspects of quality of life also were assessed on the survey. About 8 in 10 respondents rated Northglenn as an excellent or good place to live, and three-quarters gave similar positive ratings to their neighborhood as a place to live. About 7 in 10 considered the city an excellent or good place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

Compared to 2011, ratings given in 2019 generally were similar; however, ratings in 2019 increased for Northglenn as a place to live and to work.

Comparisons could be made to the benchmark database for five of the six aspects of quality of life. Northglenn residents gave ratings that were similar to those given by residents in other communities across the nation and in the Front Range for all of these aspects of quality of life (see *Appendix C: Benchmark Comparisons*).

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



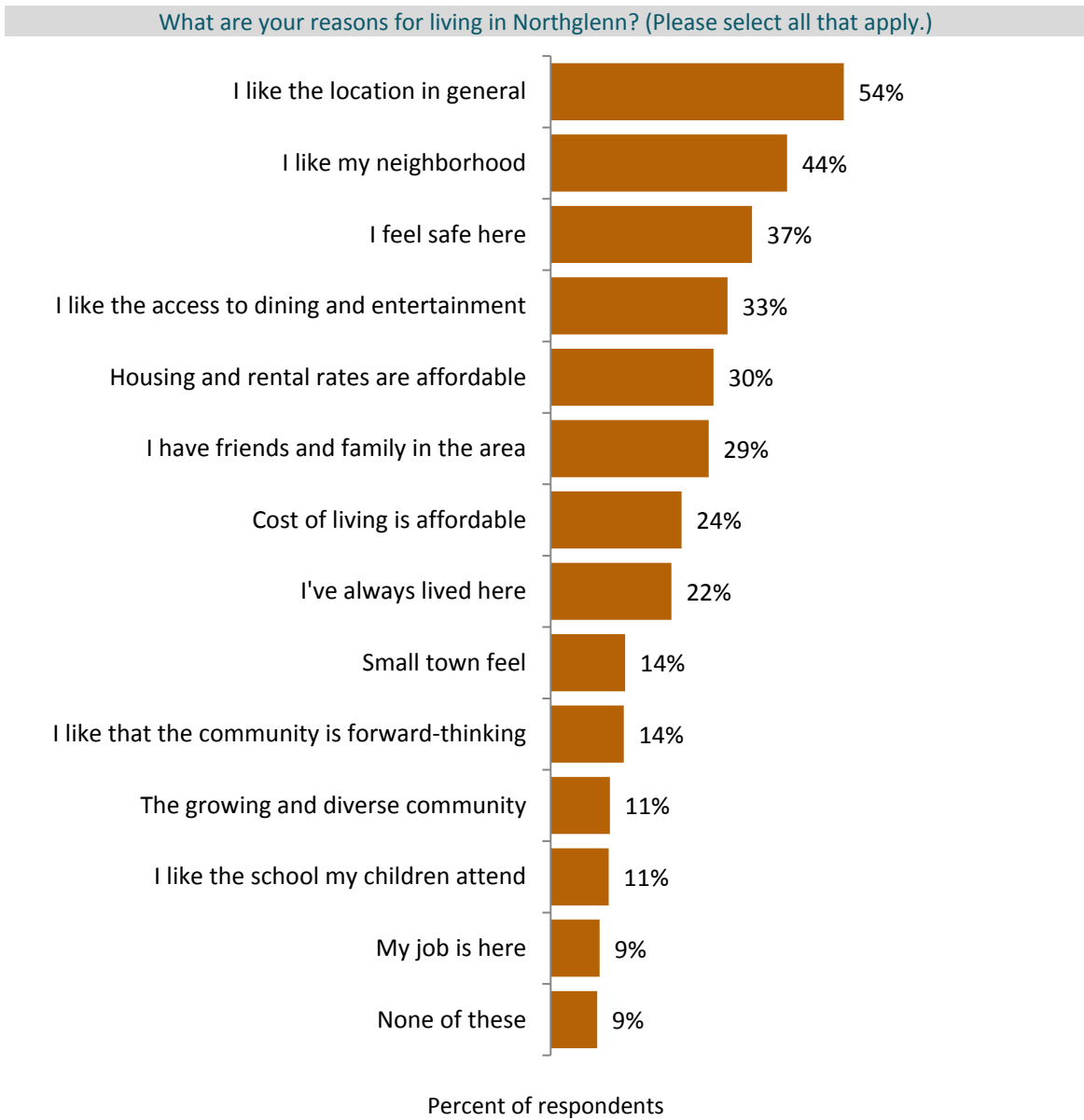
*In 2006, "Your neighborhood as a place to live" was "The overall quality of your neighborhood" and "Your overall quality of life in Northglenn" was "The overall quality of life in Northglenn."*

*\*At least 20% 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 they felt safe in Northglenn. Access to dining and entertainment, affordable housing and rental rates and having friends and family in the area were given as reasons for living in Northglenn by about 3 in 10 respondents. About 2 in 10 residents chose to live in Northglenn because the cost of living was affordable or because they had always lived in Northglenn. About 1 in 10 residents selected a different reason for living in the city or indicated that none of the available options were reflective of their reasons for living in the city.

**Figure 5: Reasons for Living in Northglenn, 2019**



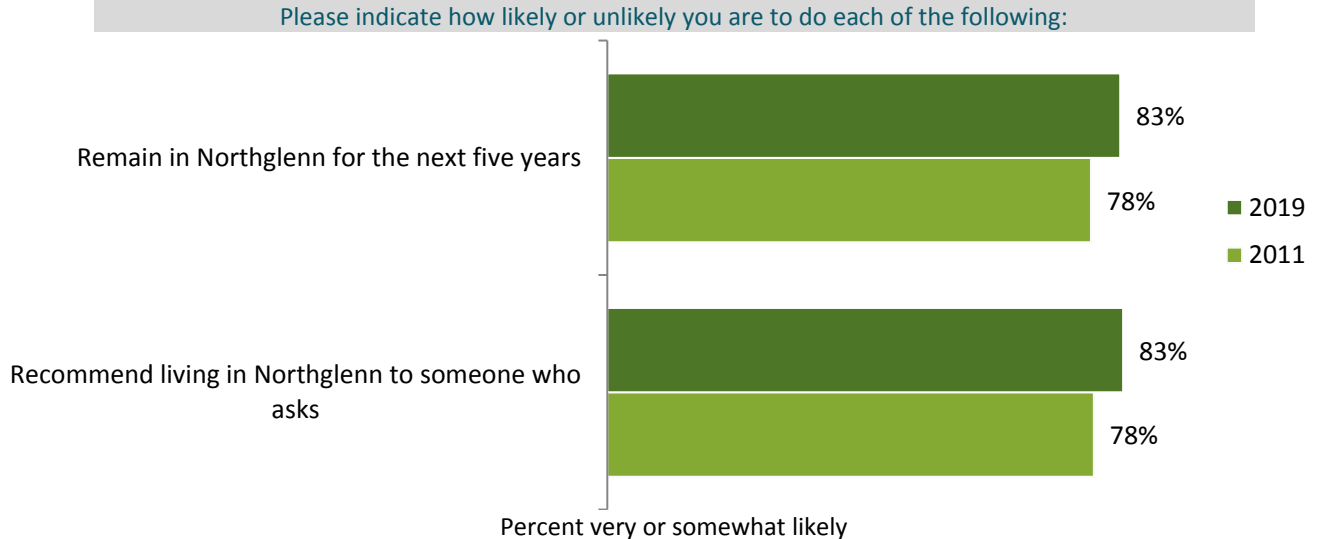
Total may exceed 100% as respondents could select more than one option.

**Likelihood of Recommending and Remaining in Northglenn**

Most respondents were likely to recommend living in Northglenn to someone who asked (36% very likely and 47% somewhat likely, see *Appendix A: Complete Set of Survey Responses*). When asked how likely they would be to remain in the city for the next five years, 48% said they would be very likely and 35% said somewhat likely. Compared to 2011, respondents in 2019 were equally as likely to recommend living in and say they would remain in the city.

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 24 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 (75% excellent or good), openness and acceptance of the community toward people of diverse backgrounds (71%), availability of bike trails (68%), opportunities to participate in social events and activities (64%), cleanliness (63%) and the quality of overall natural environment in Northglenn (63%).

Less than 45% gave excellent or good ratings to the availability of affordable quality housing, employment opportunities and the availability of affordable quality child care.

Where comparisons were available to 2011, ratings for many community characteristics remained stable in 2019. However, ratings for two characteristics decreased (availability of affordable quality housing and child care). Meanwhile, four characteristics saw significant increases: opportunities to participate in civic matters, recreational opportunities, shopping opportunities and employment opportunities.

Twenty-two of the 24 community characteristics could be compared to the benchmarks (see *Appendix C: Benchmark Comparisons*). Overall, most characteristics were rated similar to both benchmark groups. When compared to the national benchmarks, the availability of affordable quality child care, the availability of affordable quality health care, air quality and the overall natural environment in Northglenn were rated lower. The availability of affordable quality housing received ratings that were higher than the Front Range average and none were below.



**Figure 7: Community Characteristics, 2012-2019**

<b>Please rate each of the following characteristics as they relate to Northglenn as a whole: (percent excellent or good)</b>	<b>2019</b>	<b>2011</b>	<b>2006</b>
Availability of paths and walking trails	75%	78%	NA
Openness and acceptance of the community toward people of diverse backgrounds	71%	66%	62%
Availability of bike trails	68%	NA	NA
Opportunities to participate in social events and activities	64%	63%	NA
Cleanliness of Northglenn	63%	NA	NA
Quality of overall natural environment in Northglenn	63%	NA	NA
Air quality	61%	NA	NA
Opportunities to participate in civic matters*	60%	53%	NA
Opportunities to volunteer*	60%	NA	NA
Recreational opportunities	59%	51%	NA
Availability of affordable quality food	59%	NA	NA
Sense of community	59%	55%	51%
Overall image or reputation of Northglenn	58%	57%	NA
Overall quality of business and service establishments in Northglenn	58%	58%	NA
Overall quality of new development in Northglenn	57%	NA	NA
Shopping opportunities	56%	45%	59%
Opportunities to attend cultural activities	56%	NA	NA
Availability of affordable quality health care*	47%	50%	NA
Availability of preventive health services*	47%	NA	NA
Variety of housing options	46%	NA	NA
Educational opportunities*	45%	NA	NA
Availability of affordable quality housing	42%	49%	NA
Employment opportunities*	41%	15%	NA
Availability of affordable quality child care*	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 20% of respondents answered "don't know" to these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).*

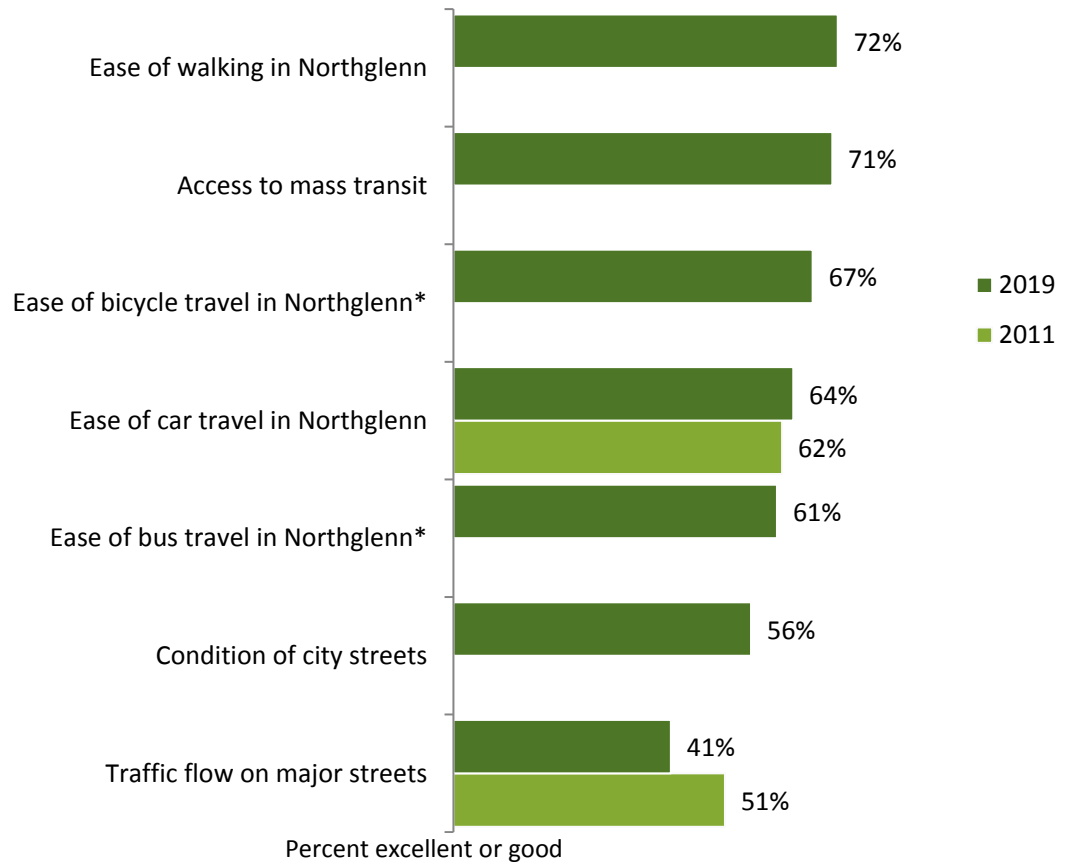
### Aspects of Transportation

Those participating in the Northglenn resident survey evaluated various aspects of transportation within the city. Most aspects were rated as excellent or good by about 6 in 10 respondents or more. However, traffic flow was rated positively by only 4 in 10 respondents and this rating decreased since 2011 (see Figure 8 below).

Ease of bus travel and ease of bicycle travel received ratings that were higher than the national benchmark comparisons; all other ratings were similar to both national and Front Range averages (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 20% 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 (Figure 9 on the following page).

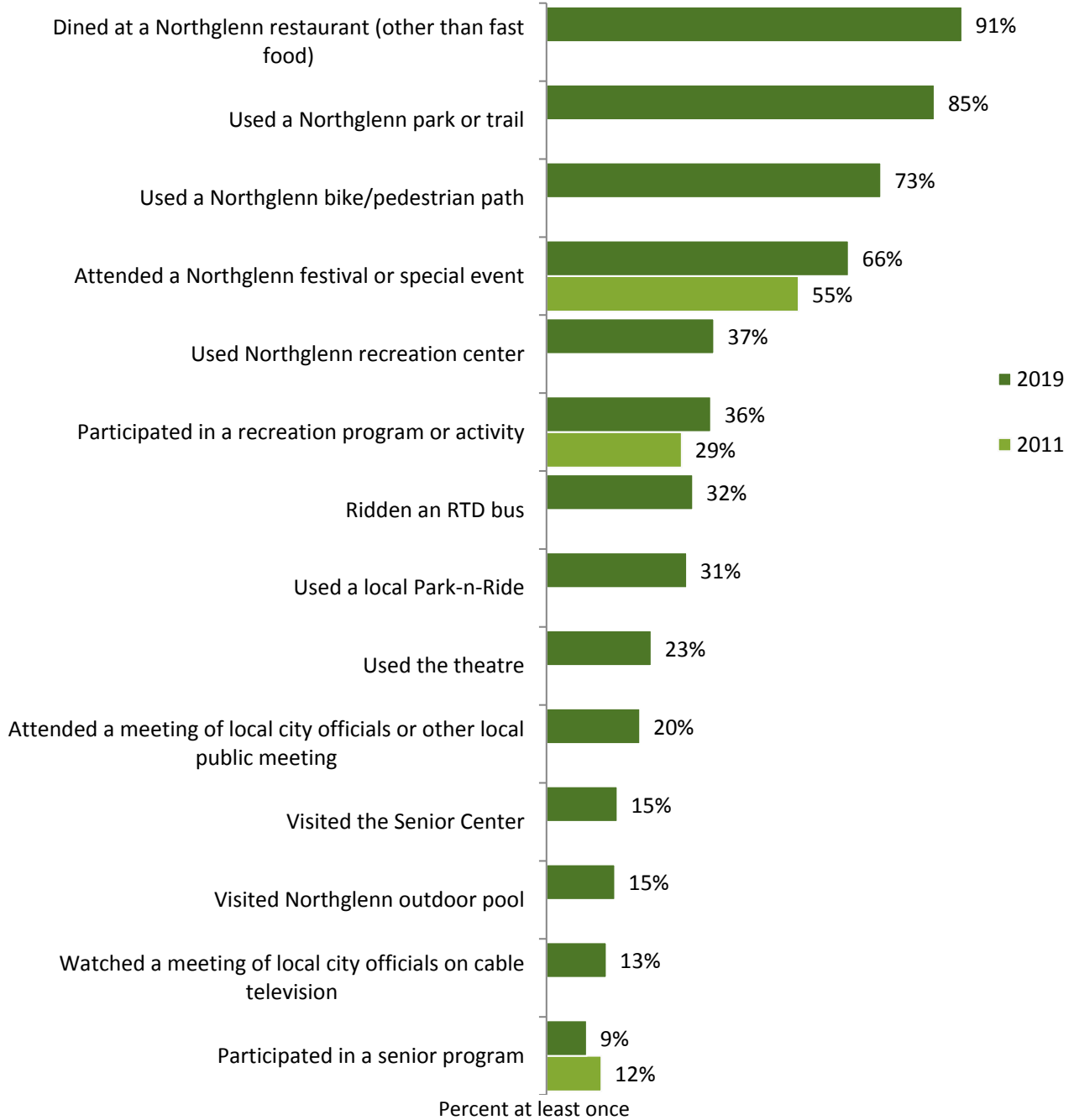
Respondents were active users of trails and paths; more than 8 in 10 had used a Northglenn park or trail and 7 in 10 had used a Northglenn bike/pedestrian path. Roughly one-third of residents had used the Northglenn recreation center or participated in a recreation program or activity (this latter level of use increased in 2019). 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 two-thirds had attended a Northglenn festival or special event, which represented an increase since 2011. About one in five reported using the theatre or attending a local public meeting.

Comparisons to the benchmarks could be made for about half of the activities asked about on the survey. More Northglenn residents reported attending a Northglenn festival or special event and had ridden an RTD bus compared to their national and Front Range peers (see *Appendix C: Benchmark Comparisons*). Northglenn respondents reported using a Northglenn park or trail and attending a meeting of local city officials or other local public meeting at rates that were on par with the national and Front Range averages. While respondents watched a meeting of local city officials on cable television at a rate that was similar to those in the Front Range, this rate was lower than the national benchmark. Use of a Northglenn recreation center and participation in a recreation program or activity was lower in Northglenn compared to other national and Front Range communities.

**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?



*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.)".*

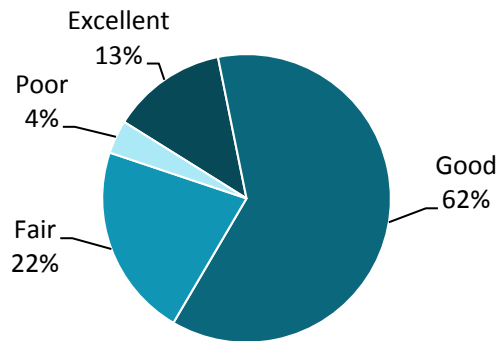
## Quality of City Services

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.

The overall quality of City services was rated positively by a majority of residents, with 13% giving an excellent rating and 62% giving a good rating (see Figure 10). About 2 in 10 residents felt the overall quality of services was fair and only 34% said it was poor. This rating was similar to the national and Front Range benchmark comparisons (see *Appendix C: Benchmark Comparisons*).

**Figure 10: Overall Quality of City Services, 2019**

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



\*At least 20% of respondents answered “don’t know” to this item (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

In addition to rating the quality of overall city services, respondents evaluated the quality and importance of 26 specific city services.

Overall, 60% or more respondents gave excellent or good ratings to 18 of the 26 services, with the highest evaluations going to services related to natural environment and Police-related services, parks, and open space and trail maintenance (see Figure 11 on page 19). Two services were given a positive assessment by fewer than half of respondents: street repair and maintenance and code enforcement.

Compared to 2011, most service ratings remained stable. However, five services saw significant increases in 2019:

- recycling
- animal control
- building permits
- crime prevention
- land use, planning and zoning

Three services saw a significant decline in 2019 from 2011; these were services/programs for seniors, recreation facilities and municipal court. Some of the differences over time could be at least partially attributed to changes in question wording.

Of the 22 services that could be compared to national and Front Range benchmarks, all were similar to the national averages and all but one were similar to the Front Range benchmarks (recreation facilities was rated lower, see *Appendix C: Benchmark Comparisons*).

Residents also assessed the importance of the same 26 services for which they had evaluated quality. Five services were considered essential or very important by about 9 in 10 respondents; these included street repair and maintenance, policing services, police response time to emergency police calls (not code enforcement), snow removal and garbage collection.

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)	Quality			Importance
	2019	2011	2006	2019
Garbage collection	85%	84%	92%	88%
Recycling	81%	72%	42%	77%
Policing services	77%	NA	NA	95%
Police response time to emergency police calls (not code enforcement)*	76%	NA	NA	95%
Maintenance of existing city parks*	76%	NA	NA	85%
Yard waste drop-off*	72%	67%	NA	62%
Utility billing	70%	NA	NA	64%
Maintenance of open space and trails*	69%	NA	NA	84%
Public information services*	68%	NA	NA	69%
Police response time to non-emergency police calls (not code enforcement)*	67%	NA	NA	83%
Animal control*	67%	59%	NA	74%
Community/public art*	65%	NA	NA	57%
Recreation programs*	65%	65%	NA	74%
Building permits*†	64%	55%	NA	65%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)*	63%	53%	NA	86%
Snow removal	62%	NA	NA	89%
Services/programs for seniors*	62%	75%	72%	71%
Building inspections*†	61%	57%	NA	65%
Services/programs for youth*†	56%	NA	NA	79%
Recreation facilities*	56%	62%	NA	75%
Street cleaning	55%	56%	49%	65%
Land use, planning and zoning*†	53%	46%	NA	70%
Municipal court*†	52%	66%	NA	68%
Traffic enforcement*	49%	NA	NA	79%
Street repair and maintenance	46%	50%	49%	95%
Code enforcement (junk vehicles, weed control, trash, outside storage)*	38%	43%	NA	74%

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 20% 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).

†At least 20% of respondents answered "don't know" to importance ratings for these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

## 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 74% of respondents (the median importance rating across all services) and as “less important” if 74% or less of respondents considered them essential or important. Services receiving quality ratings of excellent or good by more than 65% of respondents (the median across all services) were considered of “higher quality” and those considered excellent or good by 65% or less were considered to be of “lower quality.”

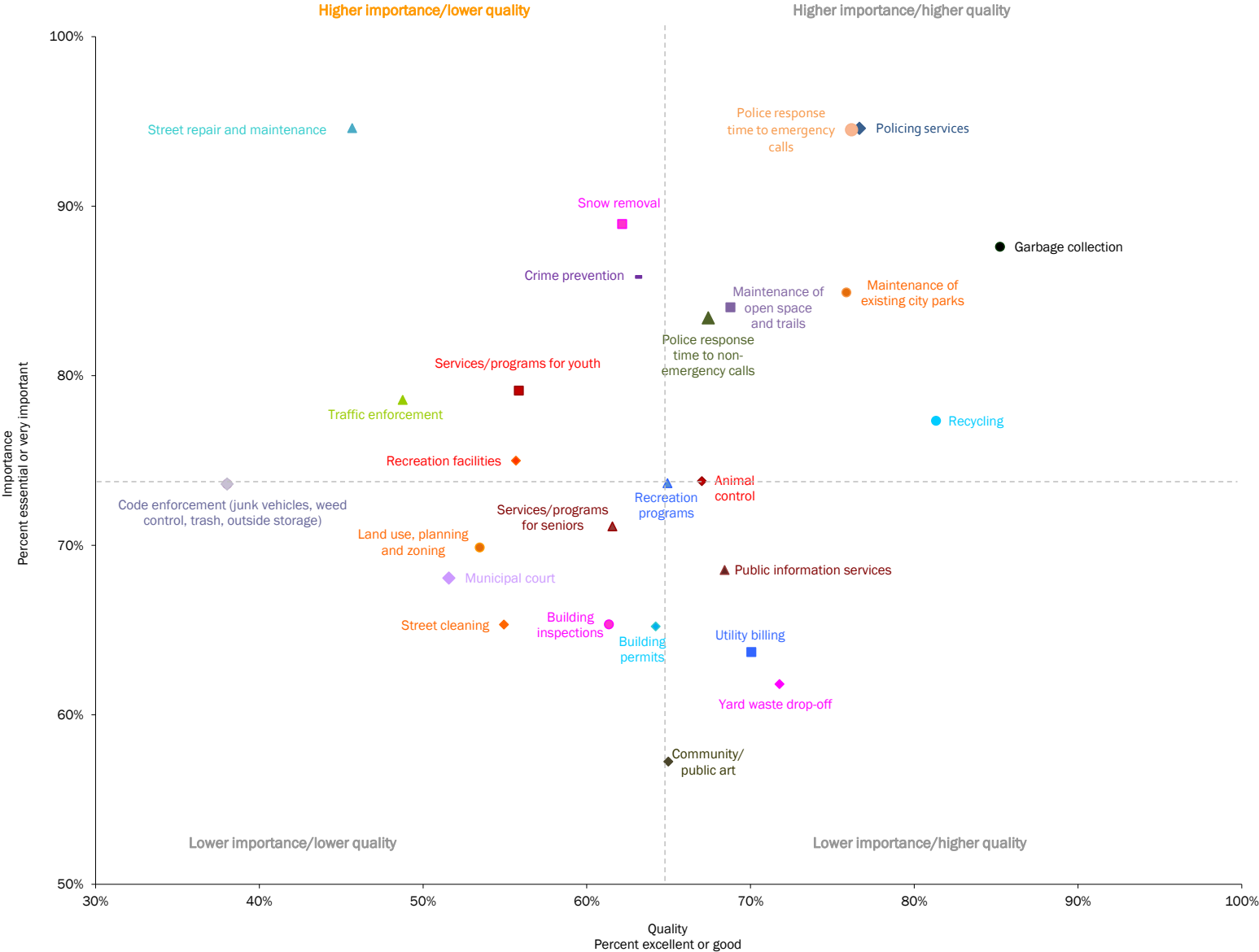
Figure 13 on the next page displays the plot of these services. They are displayed in a matrix in Figure 12 below. In both figures, the upper left-hand quadrant contains those services of higher importance but lower quality.

**Figure 12: City Services by Quality and Importance, 2019**

	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>● Services/programs for youth</li> <li>● Traffic enforcement</li> <li>● Recreation facilities</li> </ul>	<ul style="list-style-type: none"> <li>● Policing services</li> <li>● Police response time to emergency police calls (not code enforcement)</li> <li>● Garbage collection</li> <li>● Maintenance of existing city parks</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> </ul>
Lower Importance	<ul style="list-style-type: none"> <li>● Code enforcement</li> <li>● Services/programs for seniors</li> <li>● Land use, planning and zoning</li> <li>● Municipal court</li> <li>● Building inspections</li> <li>● Street cleaning</li> <li>● Building permits</li> </ul>	<ul style="list-style-type: none"> <li>● Animal control</li> <li>● Recreation programs</li> <li>● Public information services</li> <li>● Utility billing</li> <li>● Yard waste drop-off</li> <li>● Community/public art</li> </ul>



Figure 13: Comparison of Quality and Importance Ratings, 2019



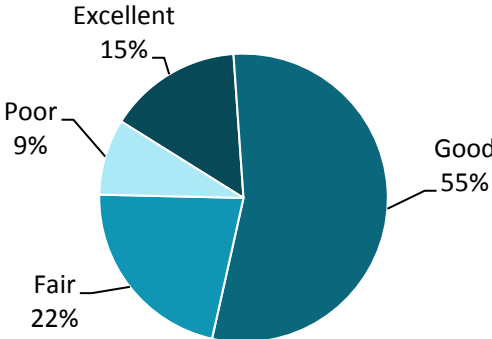
# City Government and Employees

## 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.

**Figure 14: Overall Performance of Northglenn City Government, 2019**

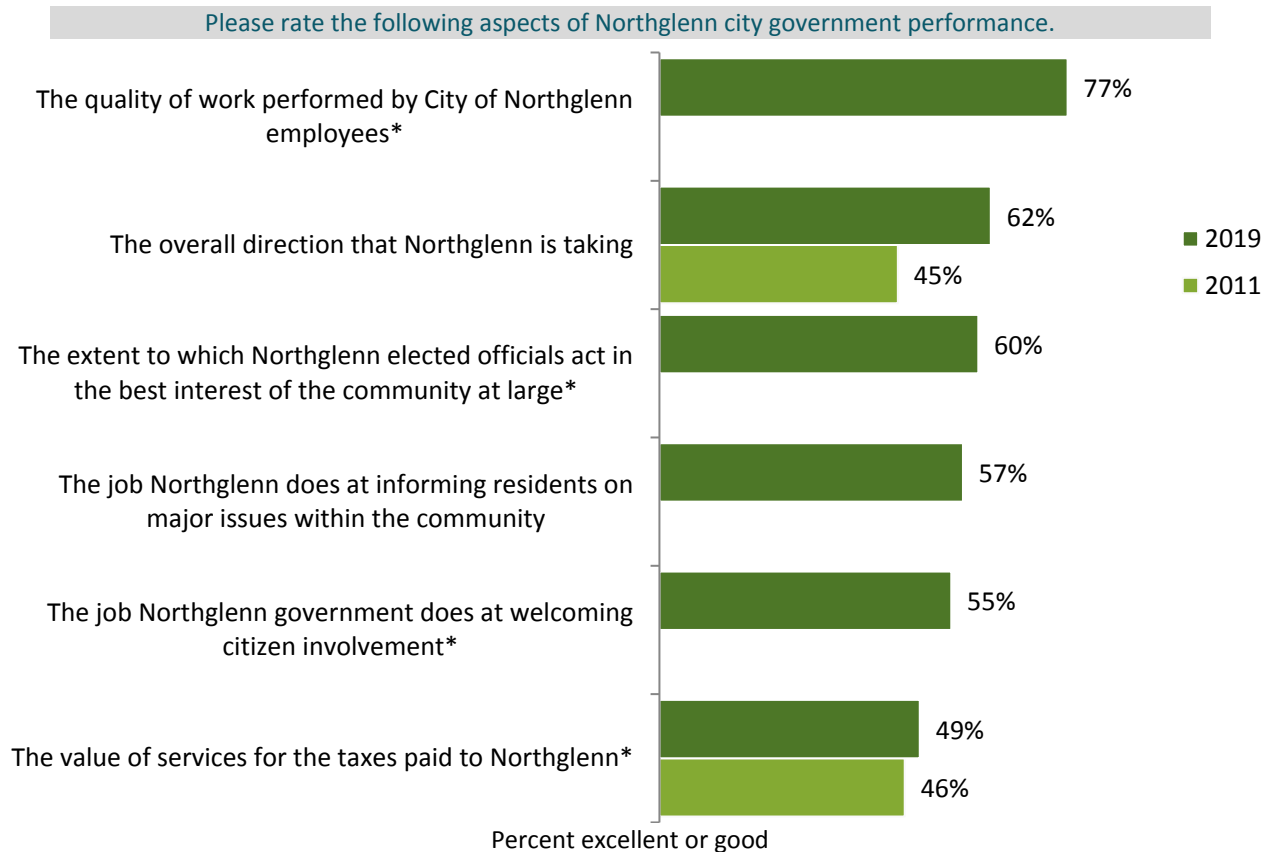
How would you rate the overall performance of the Northglenn city government?



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 overall direction that Northglenn is taking as excellent or good, an increase from 2011. Roughly half, or slightly more, of residents gave positive ratings to the extent to which elected officials act in the best interest of the community, the job City government at welcoming citizen involvement, the job the City does at informing residents about major issues 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.*

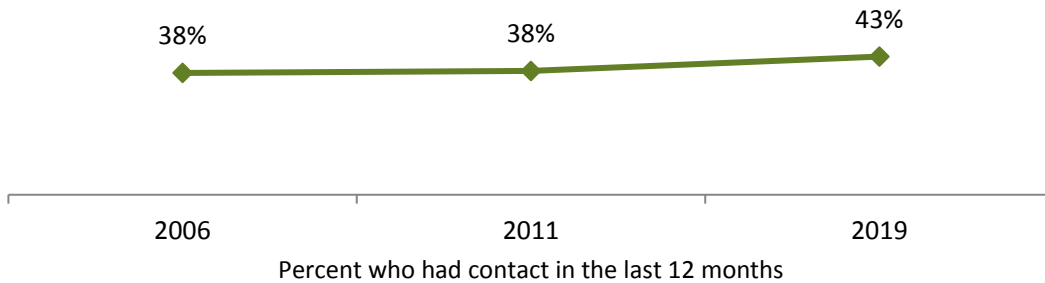
\*At least 20% of respondents answered “don’t know” to these items (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

### City Employees

About 4 in 10 residents reported having had contact with a City employee in the 12 months prior to the survey. This was a similar reported rate of contact as had been observed in previous years and similar to rates observed nationally and in the Front Range (see *Appendix C: Benchmark Comparisons*).

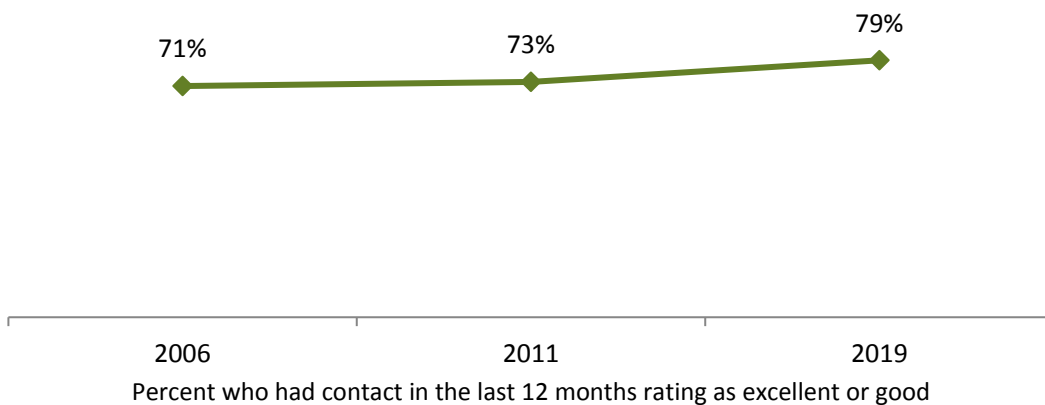
**Figure 16: Contact with City Employees by Year**

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



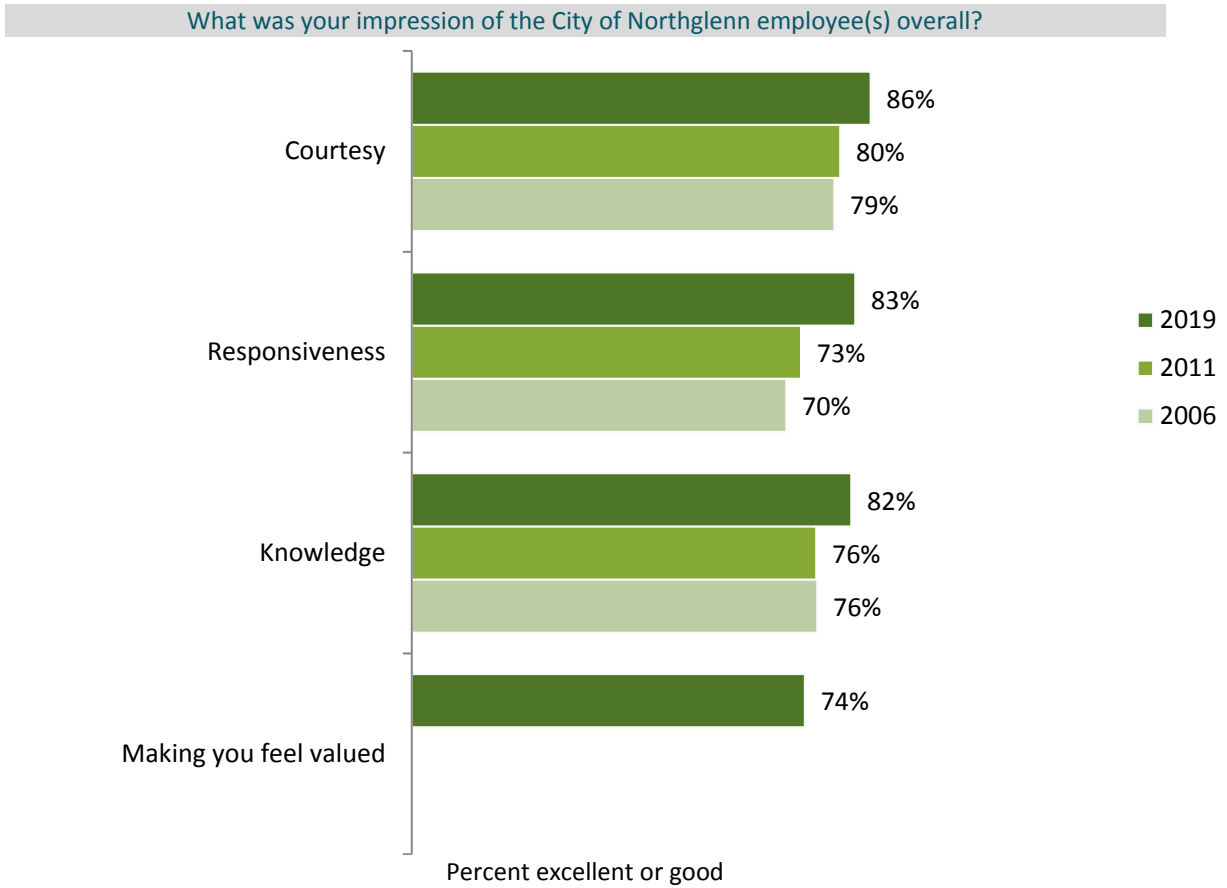
Those who had contact with a City employee were asked to evaluate their interaction with the employee in their most recent contact. About 8 in 10 residents rated their overall impression of the City employee in their most recent interaction as excellent or good. This was higher than had been observed in previous years (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 three-quarters or more giving excellent or good reviews to the employee’s courtesy, responsiveness, knowledge and making the resident feel valued. Most evaluations had increased in 2019 from prior years (see **Error! Not a valid bookmark self-reference.**), as had been observed for overall impression. 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**



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

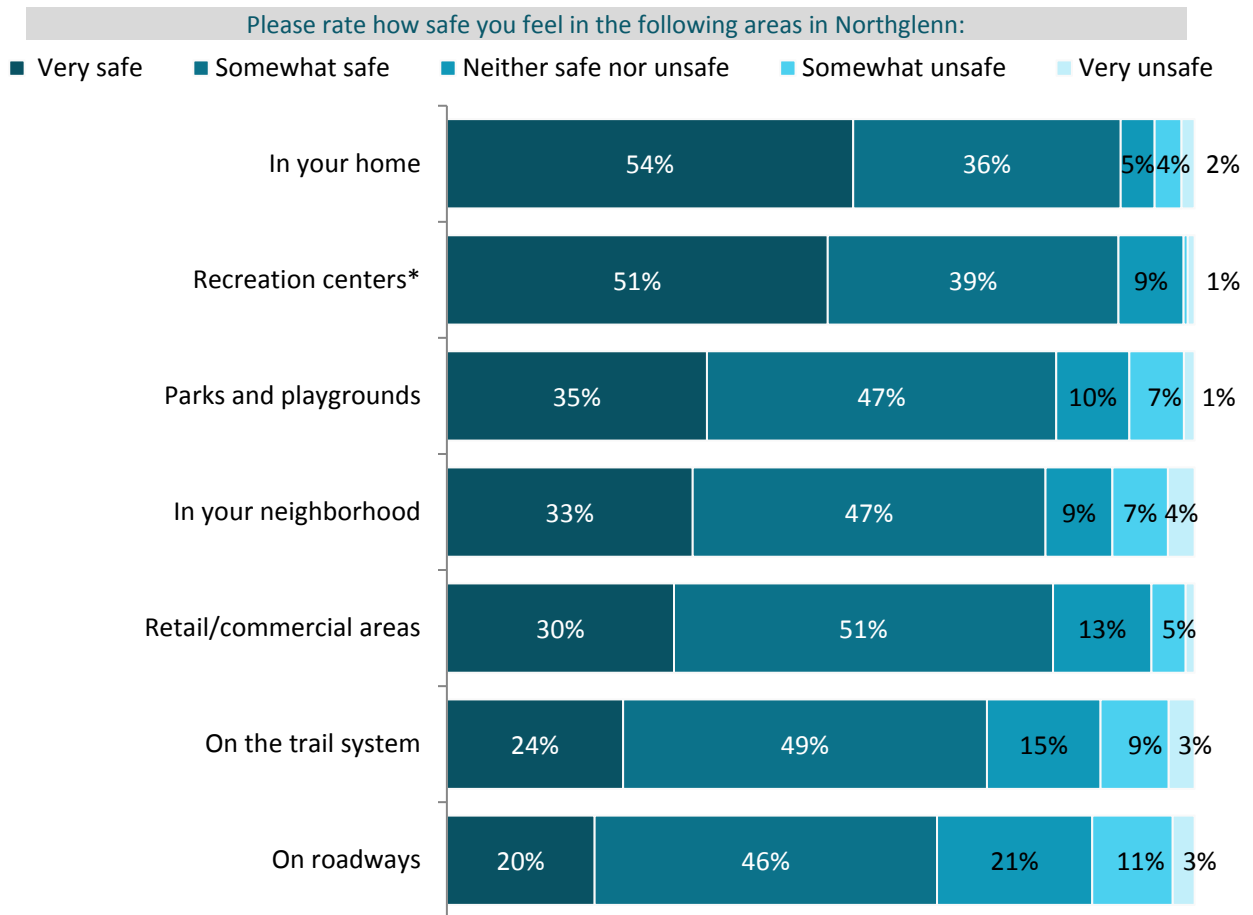
## Safety in Northglenn

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 about 9 in 10 reporting that they felt very or somewhat safe in their home and in recreation centers. About 8 in 10 felt safe in parks and playgrounds, in their neighborhood and in retail and commercial areas. About 7 in 10 reported feeling very or somewhat safe on the trail system, while about two-thirds felt safe on roadways. Overall, 14% or less reported feeling unsafe in any of these areas in Northglenn (see *Appendix A: Complete Set of Survey Responses*).

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 and safety in retail/commercial areas were similar, while safety in neighborhoods was lower (see *Appendix C: Benchmark Comparisons*).

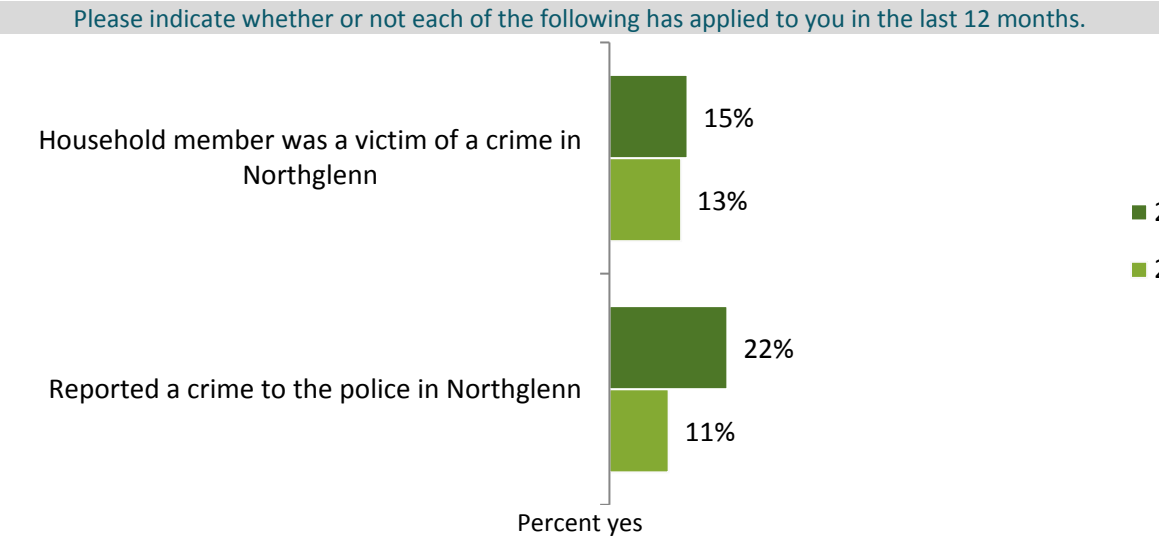
**Figure 19: Feelings of Safety in Northglenn, 2019**



\*At least 20% of respondents answered “don’t know” to this item (for full frequencies of survey responses see Appendix A: Complete Set of Survey Responses).

Fifteen percent of all respondents reported that they or another household member was a victim of a crime in Northglenn, and about 2 in 10 residents said that they had reported a crime to the police in Northglenn. These rates were 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**

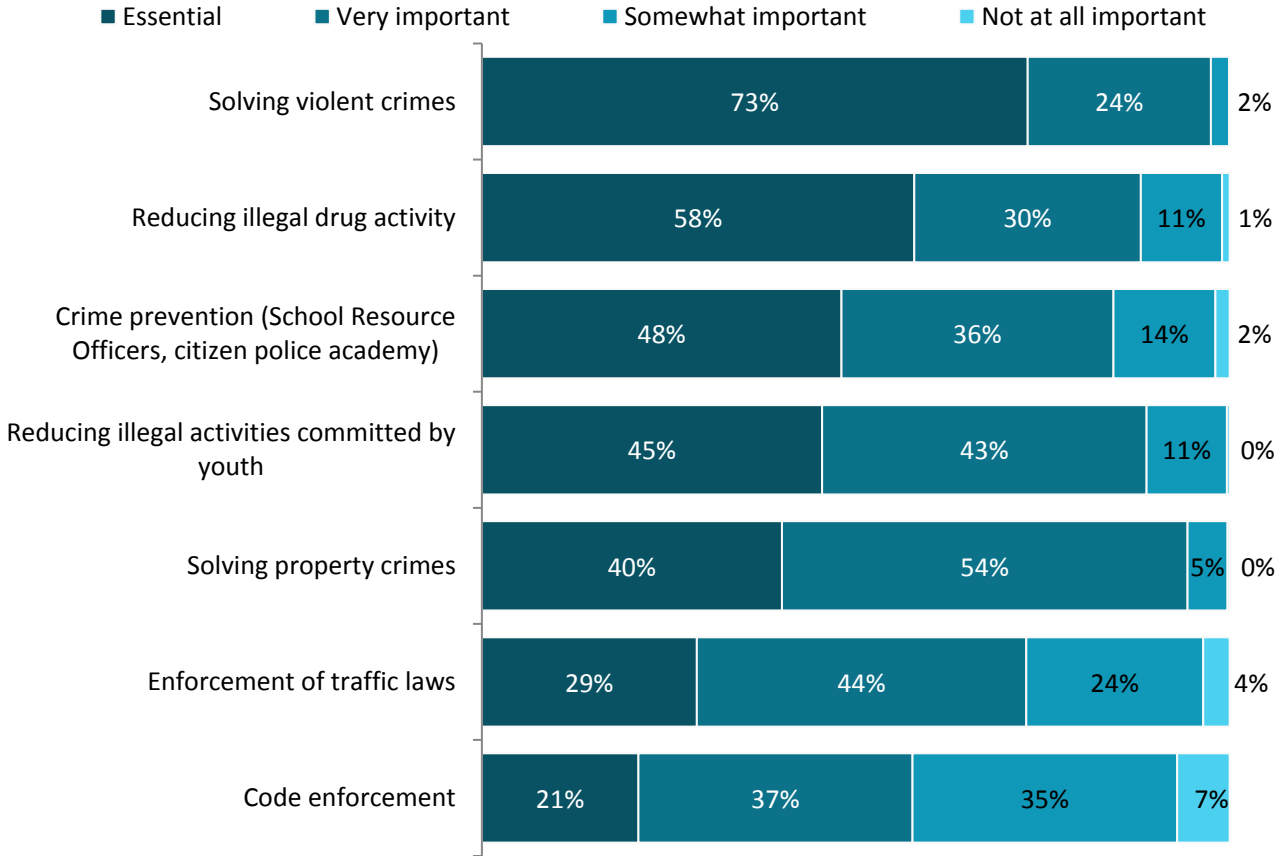


*In 2011, only residents who were a victim of a crime were asked if they had reported a crime. To be able to better compare results over time, the proportion of all respondents reporting a crime was calculated.*

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 (97%) indicated that solving violent crimes was essential or very important, with 73% saying it was essential. This item was clearly of importance to the greatest proportion of respondents, followed by reducing illegal drug activity, which was considered essential by 6 in 10 respondents. Crime prevention and reducing illegal activities committed by youth were considered essential by nearly half of respondents. Solving property crimes, enforcement of traffic laws and code enforcement were considered essential by 4 in 10 residents or fewer.

**Figure 21: Importance of Police Department Resource Prioritization, 2019**

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?



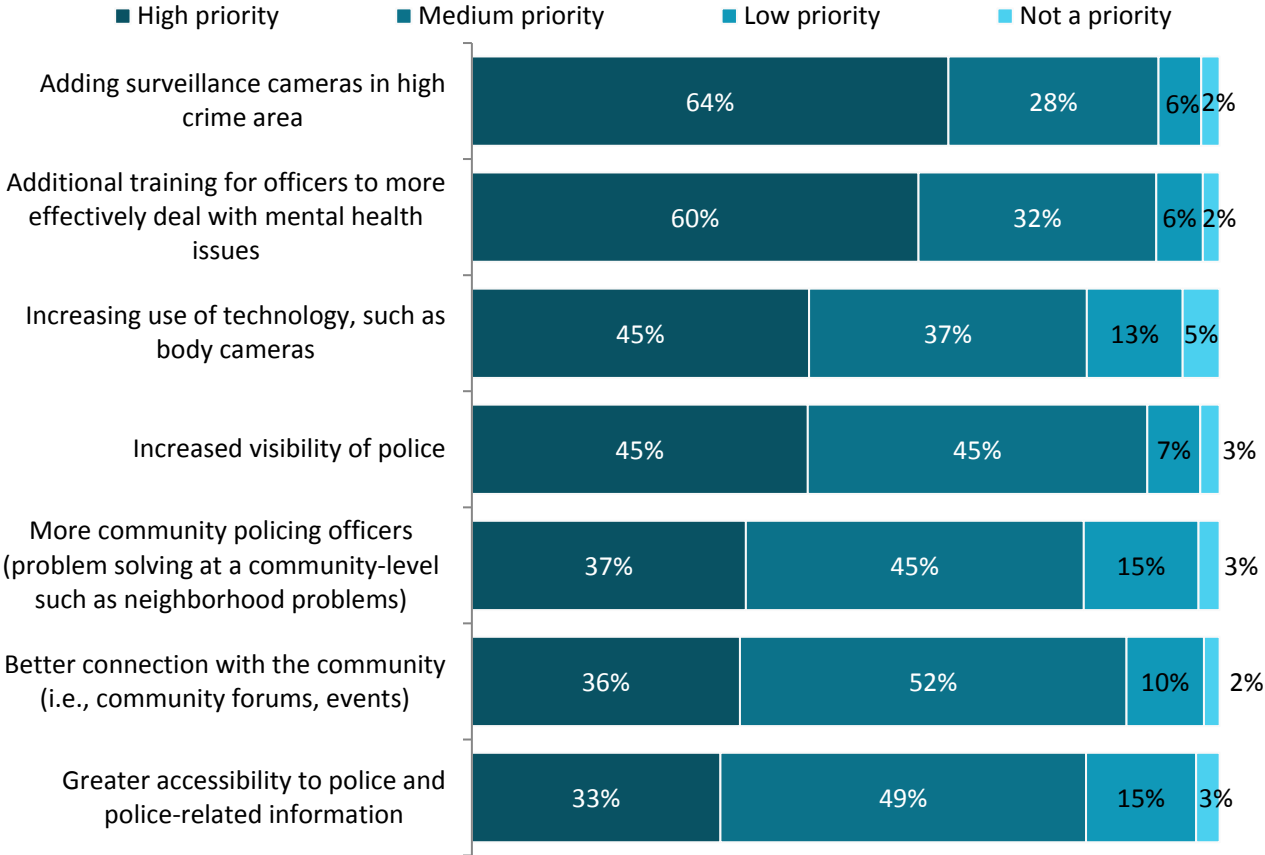


Residents indicated what priority they would place on various activities or strategies for the police department in the next two years. The highest priorities were given to adding surveillance cameras in high crime areas and additional training for officers to more effectively deal with mental health issues; both of these were deemed a high priority by about 6 in 10 respondents.

Five additional activities or strategies were considered a high priority by 30% to 45% of respondents, and included increased use of technology such as body cameras, increased visibility of police, additional community policing officers, better connection with the community and greater accessibility to police and police-related information.

**Figure 22: Police Department Priorities, 2019**

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?



# 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.

**Figure 23: Support for City Revitalization Efforts, 2019**

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

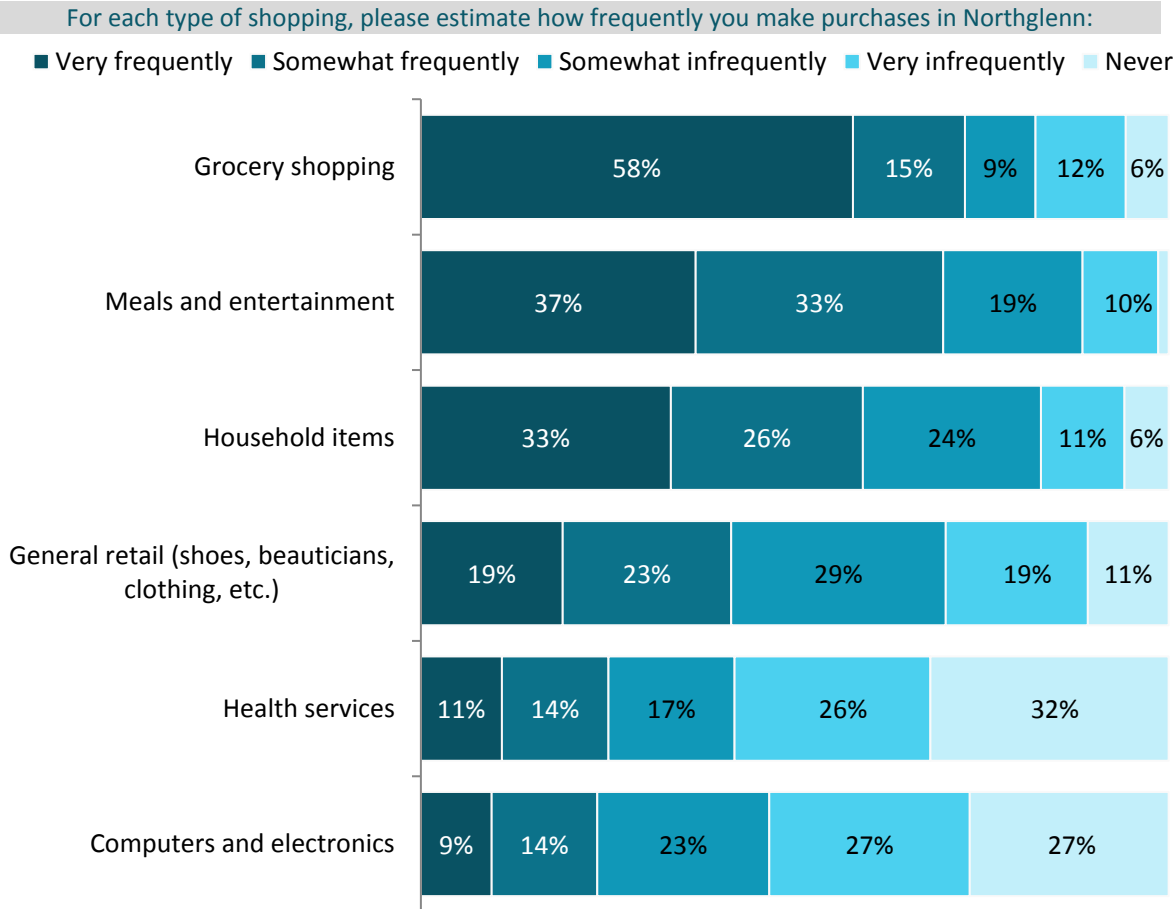
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



**Shopping in Northglenn**

Northglenn residents also reported the frequency with which they make purchases in Northglenn for various types of items. About 7 in 10 respondents have reported shopping for groceries or for meals and entertainment in Northglenn somewhat or very frequently, while 6 in 10 had shopped for household items. 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.

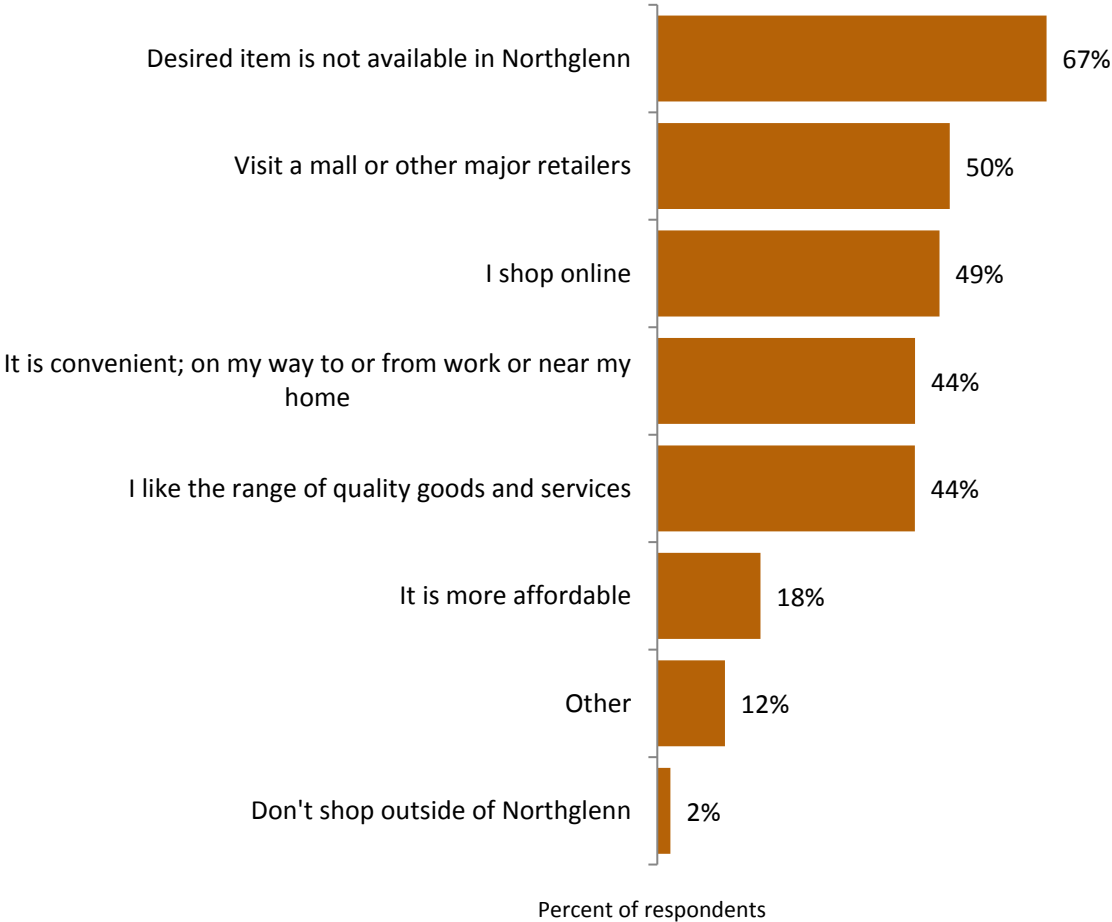
**Figure 24: Frequency of Types of Purchases, 2019**



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 two-thirds of residents selecting this as a reason, was that the desired item was not available in the city. About half of respondents said they did not shop in Northglenn because they visit a mall or other major retailers or because they shop online. Four in 10 reported shopping outside of Northglenn for convenience or because they liked the range of quality goods and services available.

**Figure 25: Reasons for Shopping Outside of Northglenn, 2019**

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



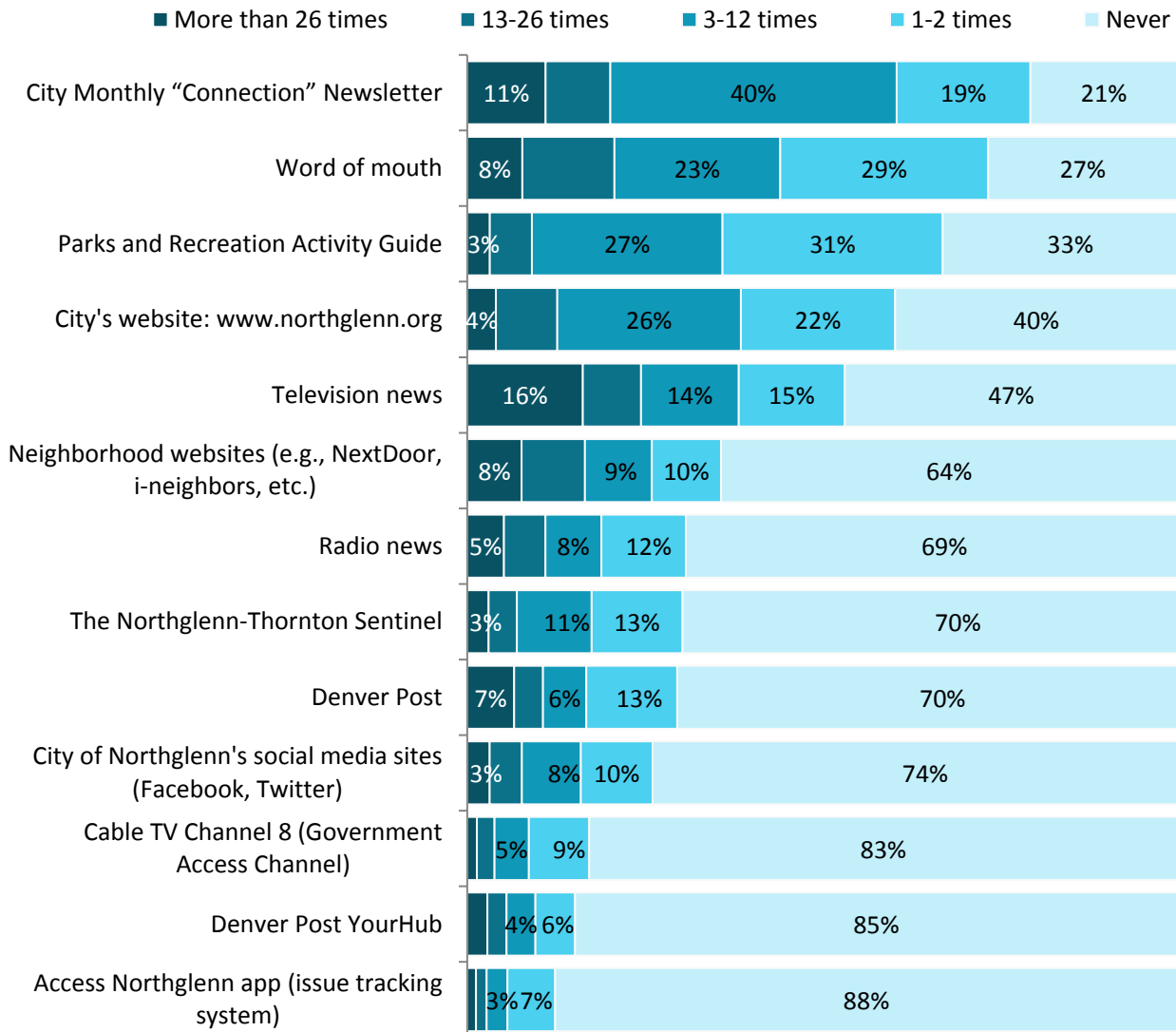
Total may exceed 100% as respondents could select more than one option.

## Information Sources

Survey respondents evaluated a list of 13 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 (79% at least once), word of mouth (73%), the Parks and Recreation Activity Guide (66%), the City website (60%) or television news (53%). About 2 in 10 residents or fewer reported using Cable TV Channel 8, Denver Post YourHub, or the Access Northglenn app.

**Figure 26: Sources of City Information, 2019**

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?



## 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	23%	N=154	62%	N=416	12%	N=84	3%	N=21	100%	N=676
Your neighborhood as a place to live	22%	N=150	52%	N=353	19%	N=126	7%	N=46	100%	N=675
Northglenn as a place to raise children	20%	N=107	52%	N=283	20%	N=111	9%	N=48	100%	N=549
Northglenn as a place to work	11%	N=46	43%	N=170	26%	N=105	20%	N=78	100%	N=399
Northglenn as a place to retire	17%	N=82	40%	N=197	30%	N=147	14%	N=68	100%	N=494
The physical attractiveness of Northglenn as a whole	12%	N=82	43%	N=291	37%	N=246	8%	N=51	100%	N=671
The overall quality of life in Northglenn	12%	N=82	61%	N=413	23%	N=153	4%	N=27	100%	N=675

**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	23%	N=154	62%	N=416	12%	N=84	3%	N=21	0%	N=0	100%	N=676
Your neighborhood as a place to live	22%	N=150	52%	N=353	19%	N=126	7%	N=46	0%	N=0	100%	N=676
Northglenn as a place to raise children	16%	N=107	42%	N=283	17%	N=111	7%	N=48	18%	N=119	100%	N=668
Northglenn as a place to work	7%	N=46	26%	N=170	16%	N=105	12%	N=78	40%	N=266	100%	N=665
Northglenn as a place to retire	12%	N=82	29%	N=197	22%	N=147	10%	N=68	26%	N=177	100%	N=671
The physical attractiveness of Northglenn as a whole	12%	N=82	43%	N=291	37%	N=246	8%	N=51	0%	N=2	100%	N=673
The overall quality of life in Northglenn	12%	N=82	61%	N=413	23%	N=153	4%	N=27	0%	N=0	100%	N=675

**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	10%	N=69
Improve slightly	42%	N=280
Stay the same	25%	N=171
Decline slightly	18%	N=120
Decline a lot	5%	N=30
Total	100%	N=670

**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	37%	N=254
I like the school my children attend	11%	N=73
My job is here	9%	N=62
I like my neighborhood	44%	N=298
I like the location in general	54%	N=370
I like the access to dining and entertainment	33%	N=223
Housing and rental rates are affordable	30%	N=205
I've always lived here	22%	N=152
I have friends and family in the area	29%	N=199
Small town feel	14%	N=94
Cost of living is affordable	24%	N=165
I like that the community is forward-thinking	14%	N=92
The growing and diverse community	11%	N=75
None of these	9%	N=59

*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	11%	N=64	48%	N=283	31%	N=183	10%	N=62	100%	N=591
Openness and acceptance of the community toward people of diverse backgrounds	12%	N=69	59%	N=334	25%	N=140	5%	N=28	100%	N=571
Cleanliness of Northglenn	11%	N=73	52%	N=339	27%	N=176	10%	N=62	100%	N=650
Overall quality of new development in Northglenn	12%	N=70	45%	N=264	32%	N=185	11%	N=67	100%	N=586
Variety of housing options	7%	N=42	39%	N=231	41%	N=246	13%	N=74	100%	N=593
Overall quality of business and service establishments in Northglenn	10%	N=67	47%	N=307	36%	N=234	6%	N=42	100%	N=650
Shopping opportunities	17%	N=110	39%	N=259	34%	N=224	10%	N=69	100%	N=662
Opportunities to attend cultural activities	12%	N=69	44%	N=248	33%	N=185	12%	N=67	100%	N=568
Recreational opportunities	14%	N=87	45%	N=278	32%	N=196	9%	N=54	100%	N=616
Employment opportunities	4%	N=16	37%	N=140	37%	N=140	22%	N=84	100%	N=380
Educational opportunities	5%	N=22	40%	N=171	44%	N=187	11%	N=47	100%	N=427
Opportunities to participate in social events and activities	17%	N=96	47%	N=261	32%	N=178	4%	N=22	100%	N=558
Opportunities to volunteer	16%	N=69	43%	N=181	35%	N=146	6%	N=24	100%	N=419
Opportunities to participate in civic matters	16%	N=73	44%	N=198	33%	N=147	7%	N=31	100%	N=448
Availability of paths and walking trails	23%	N=145	52%	N=332	20%	N=129	4%	N=26	100%	N=633
Availability of bike trails	22%	N=123	46%	N=253	23%	N=129	9%	N=48	100%	N=553
Availability of affordable quality housing	7%	N=37	35%	N=189	35%	N=187	23%	N=126	100%	N=539
Availability of affordable quality child care	4%	N=9	26%	N=60	41%	N=94	28%	N=64	100%	N=227
Availability of affordable quality health care	6%	N=23	42%	N=170	37%	N=150	16%	N=64	100%	N=407
Availability of affordable quality food	13%	N=86	45%	N=288	34%	N=214	8%	N=49	100%	N=638
Availability of preventive health services	7%	N=30	40%	N=163	45%	N=184	9%	N=36	100%	N=414
Air quality	10%	N=63	51%	N=327	30%	N=189	9%	N=60	100%	N=638
Quality of overall natural environment in Northglenn	11%	N=72	52%	N=334	31%	N=204	6%	N=38	100%	N=647
Overall image or reputation of Northglenn	12%	N=78	46%	N=295	32%	N=202	10%	N=65	100%	N=640



**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	10%	N=64	45%	N=283	29%	N=183	10%	N=62	6%	N=40	100%	N=631
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=69	51%	N=334	21%	N=140	4%	N=28	13%	N=85	100%	N=655
Cleanliness of Northglenn	11%	N=73	52%	N=339	27%	N=176	9%	N=62	0%	N=0	100%	N=651
Overall quality of new development in Northglenn	10%	N=70	40%	N=264	28%	N=185	10%	N=67	12%	N=78	100%	N=664
Variety of housing options	6%	N=42	35%	N=231	37%	N=246	11%	N=74	10%	N=68	100%	N=661
Overall quality of business and service establishments in Northglenn	10%	N=67	46%	N=307	35%	N=234	6%	N=42	3%	N=21	100%	N=670
Shopping opportunities	17%	N=110	39%	N=259	34%	N=224	10%	N=69	0%	N=1	100%	N=663
Opportunities to attend cultural activities	10%	N=69	37%	N=248	28%	N=185	10%	N=67	15%	N=98	100%	N=666
Recreational opportunities	13%	N=87	42%	N=278	30%	N=196	8%	N=54	7%	N=48	100%	N=664
Employment opportunities	2%	N=16	22%	N=140	22%	N=140	13%	N=84	41%	N=268	100%	N=648
Educational opportunities	3%	N=22	26%	N=171	28%	N=187	7%	N=47	35%	N=229	100%	N=655
Opportunities to participate in social events and activities	14%	N=96	39%	N=261	27%	N=178	3%	N=22	16%	N=106	100%	N=664
Opportunities to volunteer	10%	N=69	27%	N=181	22%	N=146	4%	N=24	37%	N=246	100%	N=665
Opportunities to participate in civic matters	11%	N=73	30%	N=198	22%	N=147	5%	N=31	31%	N=205	100%	N=653
Availability of paths and walking trails	22%	N=145	50%	N=332	19%	N=129	4%	N=26	5%	N=32	100%	N=665
Availability of bike trails	19%	N=123	38%	N=253	19%	N=129	7%	N=48	16%	N=108	100%	N=661
Availability of affordable quality housing	6%	N=37	29%	N=189	28%	N=187	19%	N=126	18%	N=119	100%	N=658
Availability of affordable quality child care	1%	N=9	9%	N=60	14%	N=94	10%	N=64	65%	N=426	100%	N=653
Availability of affordable quality health care	3%	N=23	26%	N=170	23%	N=150	10%	N=64	38%	N=246	100%	N=653
Availability of affordable quality food	13%	N=86	44%	N=288	32%	N=214	7%	N=49	4%	N=25	100%	N=662
Availability of preventive health services	5%	N=30	25%	N=163	28%	N=184	5%	N=36	37%	N=245	100%	N=659
Air quality	9%	N=63	49%	N=327	28%	N=189	9%	N=60	5%	N=31	100%	N=668
Quality of overall natural environment in Northglenn	11%	N=72	50%	N=334	31%	N=204	6%	N=38	2%	N=16	100%	N=664
Overall image or reputation of Northglenn	12%	N=78	44%	N=295	30%	N=202	10%	N=65	4%	N=27	100%	N=667

**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?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
Used Northglenn recreation center	63%	N=423	17%	N=113	10%	N=65	4%	N=24	6%	N=41	100%	N=667
Participated in a recreation program or activity	64%	N=424	20%	N=135	9%	N=56	3%	N=20	4%	N=25	100%	N=660
Used a Northglenn park or trail	15%	N=103	18%	N=121	24%	N=163	15%	N=99	27%	N=180	100%	N=667
Visited Northglenn outdoor pool	85%	N=565	9%	N=59	4%	N=26	1%	N=6	1%	N=9	100%	N=665
Used a Northglenn bike/pedestrian path	27%	N=180	17%	N=112	21%	N=137	13%	N=90	22%	N=147	100%	N=666
Used the theatre	77%	N=513	13%	N=86	8%	N=51	1%	N=7	1%	N=8	100%	N=666
Attended a meeting of local city officials or other local public meeting	80%	N=528	15%	N=103	4%	N=25	1%	N=6	0%	N=2	100%	N=663
Watched a meeting of local city officials on cable television	87%	N=577	10%	N=63	2%	N=15	1%	N=4	1%	N=4	100%	N=664
Participated in a senior program	91%	N=603	5%	N=34	2%	N=11	1%	N=5	1%	N=9	100%	N=661
Visited the Senior Center	85%	N=554	10%	N=66	3%	N=21	1%	N=3	2%	N=12	100%	N=656
Dined at a Northglenn restaurant (other than fast food)	9%	N=63	12%	N=78	41%	N=276	19%	N=128	19%	N=124	100%	N=669
Attended a Northglenn festival or special event	34%	N=227	40%	N=262	22%	N=144	2%	N=11	3%	N=19	100%	N=664
Ridden an RTD bus	68%	N=456	8%	N=56	11%	N=72	3%	N=21	10%	N=65	100%	N=670
Used a local Park-n-Ride	69%	N=465	10%	N=66	9%	N=58	4%	N=27	8%	N=54	100%	N=669

**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	16%	N=102	46%	N=295	24%	N=154	14%	N=88	100%	N=639
Street repair and maintenance	7%	N=47	38%	N=251	37%	N=242	17%	N=112	100%	N=652
Street cleaning	9%	N=47	46%	N=243	36%	N=191	9%	N=47	100%	N=528
Traffic enforcement	7%	N=33	42%	N=192	36%	N=166	15%	N=70	100%	N=462
Code enforcement (junk vehicles, weed control, trash, outside storage)	8%	N=37	30%	N=146	36%	N=171	26%	N=127	100%	N=482
Animal control	15%	N=79	52%	N=274	26%	N=138	7%	N=35	100%	N=527
Garbage collection	43%	N=267	42%	N=256	12%	N=75	3%	N=15	100%	N=613
Recycling	36%	N=196	45%	N=242	12%	N=67	6%	N=33	100%	N=538
Yard waste drop-off	24%	N=105	48%	N=214	21%	N=95	7%	N=31	100%	N=445
Utility billing	27%	N=151	43%	N=240	25%	N=139	5%	N=29	100%	N=559
Land use, planning and zoning	9%	N=29	45%	N=145	37%	N=119	10%	N=33	100%	N=326
Building permits	13%	N=28	51%	N=113	30%	N=66	6%	N=13	100%	N=219
Building inspections	13%	N=49	49%	N=187	33%	N=127	5%	N=21	100%	N=384
Maintenance of existing city parks	19%	N=88	57%	N=272	19%	N=88	6%	N=27	100%	N=475
Maintenance of open space and trails	18%	N=90	51%	N=257	23%	N=114	9%	N=43	100%	N=504
Recreation programs	16%	N=69	49%	N=209	31%	N=133	4%	N=17	100%	N=428
Recreation facilities	14%	N=51	41%	N=148	31%	N=112	13%	N=46	100%	N=358
Community/public art	22%	N=85	43%	N=164	28%	N=106	7%	N=28	100%	N=383
Services/programs for youth	12%	N=33	44%	N=124	33%	N=92	11%	N=32	100%	N=280
Services/programs for seniors	15%	N=57	47%	N=182	30%	N=118	8%	N=31	100%	N=387
Municipal court	10%	N=32	42%	N=135	38%	N=124	10%	N=32	100%	N=323
Public information services	13%	N=53	55%	N=221	24%	N=94	8%	N=32	100%	N=401
Policing services	28%	N=148	48%	N=254	18%	N=93	6%	N=29	100%	N=523
Police response time to emergency police calls (not code enforcement)	37%	N=157	39%	N=167	15%	N=62	9%	N=39	100%	N=425
Police response time to non-emergency police calls (not code enforcement)	23%	N=82	44%	N=155	21%	N=75	11%	N=40	100%	N=351
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	19%	N=82	44%	N=193	26%	N=113	11%	N=49	100%	N=437

**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	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal	15%	N=102	45%	N=295	23%	N=154	13%	N=88	4%	N=23	100%	N=662
Street repair and maintenance	7%	N=47	38%	N=251	37%	N=242	17%	N=112	1%	N=9	100%	N=661
Street cleaning	7%	N=47	37%	N=243	29%	N=191	7%	N=47	19%	N=124	100%	N=653
Traffic enforcement	5%	N=33	30%	N=192	26%	N=166	11%	N=70	29%	N=185	100%	N=647
Code enforcement (junk vehicles, weed control, trash, outside storage)	6%	N=37	22%	N=146	26%	N=171	19%	N=127	27%	N=176	100%	N=658
Animal control	12%	N=79	42%	N=274	21%	N=138	5%	N=35	20%	N=133	100%	N=660
Garbage collection	40%	N=267	39%	N=256	11%	N=75	2%	N=15	8%	N=50	100%	N=664
Recycling	29%	N=196	36%	N=242	10%	N=67	5%	N=33	19%	N=125	100%	N=663
Yard waste drop-off	16%	N=105	33%	N=214	15%	N=95	5%	N=31	32%	N=210	100%	N=655
Utility billing	23%	N=151	37%	N=240	21%	N=139	4%	N=29	15%	N=95	100%	N=654
Land use, planning and zoning	4%	N=29	22%	N=145	18%	N=119	5%	N=33	50%	N=325	100%	N=651
Building permits	4%	N=28	17%	N=113	10%	N=66	2%	N=13	66%	N=431	100%	N=650
Building inspections	7%	N=49	29%	N=187	19%	N=127	3%	N=21	41%	N=271	100%	N=655
Maintenance of existing city parks	14%	N=88	42%	N=272	13%	N=88	4%	N=27	27%	N=178	100%	N=653
Maintenance of open space and trails	14%	N=90	39%	N=257	17%	N=114	7%	N=43	23%	N=150	100%	N=654
Recreation programs	11%	N=69	32%	N=209	20%	N=133	3%	N=17	35%	N=230	100%	N=658
Recreation facilities	8%	N=51	23%	N=148	17%	N=112	7%	N=46	45%	N=292	100%	N=650
Community/public art	13%	N=85	25%	N=164	16%	N=106	4%	N=28	41%	N=264	100%	N=647
Services/programs for youth	5%	N=33	19%	N=124	14%	N=92	5%	N=32	57%	N=374	100%	N=654
Services/programs for seniors	9%	N=57	28%	N=182	18%	N=118	5%	N=31	41%	N=271	100%	N=658
Municipal court	5%	N=32	21%	N=135	19%	N=124	5%	N=32	50%	N=324	100%	N=647
Public information services	8%	N=53	34%	N=221	15%	N=94	5%	N=32	38%	N=247	100%	N=647
Policing services	23%	N=148	39%	N=254	14%	N=93	5%	N=29	19%	N=125	100%	N=648
Police response time to emergency police calls (not code enforcement)	24%	N=157	25%	N=167	9%	N=62	6%	N=39	36%	N=236	100%	N=662
Police response time to non-emergency police calls (not code enforcement)	12%	N=82	24%	N=155	11%	N=75	6%	N=40	47%	N=306	100%	N=658
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	13%	N=82	29%	N=193	17%	N=113	7%	N=49	33%	N=219	100%	N=656

**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	
Snow removal	47%	N=296	42%	N=260	10%	N=63	1%	N=6	100%	N=625
Street repair and maintenance	43%	N=271	51%	N=319	5%	N=32	0%	N=2	100%	N=624
Street cleaning	22%	N=125	43%	N=243	32%	N=182	2%	N=13	100%	N=563
Traffic enforcement	34%	N=179	45%	N=234	19%	N=101	2%	N=11	100%	N=526
Code enforcement (junk vehicles, weed control, trash, outside storage)	25%	N=139	48%	N=265	24%	N=133	2%	N=12	100%	N=549
Animal control	26%	N=154	48%	N=280	26%	N=152	0%	N=2	100%	N=587
Garbage collection	48%	N=290	40%	N=241	12%	N=72	1%	N=3	100%	N=605
Recycling	36%	N=208	41%	N=241	21%	N=124	1%	N=7	100%	N=581
Yard waste drop-off	16%	N=87	46%	N=247	37%	N=197	2%	N=9	100%	N=540
Utility billing	25%	N=137	39%	N=218	29%	N=161	7%	N=41	100%	N=556
Land use, planning and zoning	23%	N=109	47%	N=219	28%	N=130	2%	N=11	100%	N=469
Building permits	18%	N=74	47%	N=196	30%	N=123	5%	N=21	100%	N=413
Building inspections	21%	N=102	45%	N=218	31%	N=151	4%	N=18	100%	N=489
Maintenance of existing city parks	36%	N=203	49%	N=271	15%	N=83	0%	N=1	100%	N=558
Maintenance of open space and trails	33%	N=181	51%	N=285	16%	N=88	0%	N=1	100%	N=555
Recreation programs	34%	N=175	40%	N=210	26%	N=135	1%	N=3	100%	N=523
Recreation facilities	40%	N=207	35%	N=179	24%	N=126	1%	N=3	100%	N=516
Community/public art	24%	N=124	33%	N=171	33%	N=172	10%	N=49	100%	N=516
Services/programs for youth	36%	N=171	43%	N=209	20%	N=96	1%	N=5	100%	N=481
Services/programs for seniors	29%	N=150	42%	N=219	26%	N=135	3%	N=15	100%	N=520
Municipal court	26%	N=123	42%	N=202	29%	N=137	3%	N=15	100%	N=477
Public information services	22%	N=112	47%	N=243	28%	N=145	3%	N=17	100%	N=518
Policing services	60%	N=344	34%	N=197	5%	N=29	0%	N=1	100%	N=571
Police response time to emergency police calls (not code enforcement)	64%	N=368	31%	N=178	5%	N=30	0%	N=2	100%	N=578
Police response time to non-emergency police calls (not code enforcement)	46%	N=242	37%	N=195	15%	N=79	1%	N=7	100%	N=523
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	52%	N=284	34%	N=187	13%	N=71	1%	N=7	100%	N=549

**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	47%	N=296	42%	N=260	10%	N=63	1%	N=6	0%	N=0	100%	N=625
Street repair and maintenance	43%	N=271	51%	N=319	5%	N=32	0%	N=2	0%	N=0	100%	N=624
Street cleaning	21%	N=125	40%	N=243	30%	N=182	2%	N=13	7%	N=44	100%	N=607
Traffic enforcement	29%	N=179	38%	N=234	17%	N=101	2%	N=11	14%	N=86	100%	N=612
Code enforcement (junk vehicles, weed control, trash, outside storage)	22%	N=139	43%	N=265	21%	N=133	2%	N=12	12%	N=72	100%	N=621
Animal control	25%	N=154	45%	N=280	24%	N=152	0%	N=2	6%	N=36	100%	N=624
Garbage collection	46%	N=290	38%	N=241	11%	N=72	1%	N=3	3%	N=21	100%	N=626
Recycling	33%	N=208	39%	N=241	20%	N=124	1%	N=7	7%	N=45	100%	N=625
Yard waste drop-off	14%	N=87	40%	N=247	32%	N=197	1%	N=9	12%	N=76	100%	N=616
Utility billing	22%	N=137	35%	N=218	26%	N=161	7%	N=41	9%	N=58	100%	N=614
Land use, planning and zoning	18%	N=109	36%	N=219	21%	N=130	2%	N=11	24%	N=147	100%	N=616
Building permits	12%	N=74	32%	N=196	20%	N=123	3%	N=21	32%	N=193	100%	N=606
Building inspections	17%	N=102	36%	N=218	25%	N=151	3%	N=18	20%	N=120	100%	N=609
Maintenance of existing city parks	33%	N=203	44%	N=271	13%	N=83	0%	N=1	10%	N=64	100%	N=623
Maintenance of open space and trails	29%	N=181	46%	N=285	14%	N=88	0%	N=1	10%	N=63	100%	N=618
Recreation programs	29%	N=175	34%	N=210	22%	N=135	0%	N=3	15%	N=91	100%	N=614
Recreation facilities	34%	N=207	29%	N=179	21%	N=126	1%	N=3	16%	N=96	100%	N=612
Community/public art	20%	N=124	28%	N=171	28%	N=172	8%	N=49	16%	N=100	100%	N=616
Services/programs for youth	28%	N=171	34%	N=209	16%	N=96	1%	N=5	21%	N=131	100%	N=612
Services/programs for seniors	25%	N=150	36%	N=219	22%	N=135	2%	N=15	15%	N=91	100%	N=611
Municipal court	20%	N=123	33%	N=202	23%	N=137	3%	N=15	21%	N=129	100%	N=607
Public information services	18%	N=112	40%	N=243	24%	N=145	3%	N=17	16%	N=95	100%	N=613
Policing services	56%	N=344	32%	N=197	5%	N=29	0%	N=1	7%	N=43	100%	N=614
Police response time to emergency police calls (not code enforcement)	59%	N=368	28%	N=178	5%	N=30	0%	N=2	8%	N=50	100%	N=628
Police response time to non-emergency police calls (not code enforcement)	39%	N=242	32%	N=195	13%	N=79	1%	N=7	15%	N=91	100%	N=614
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	46%	N=284	30%	N=187	11%	N=71	1%	N=7	12%	N=74	100%	N=623

**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	13%	N=75
Good	62%	N=359
Fair	22%	N=126
Poor	4%	N=22
Total	100%	N=582

**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	13%	N=75
Good	60%	N=359
Fair	21%	N=126
Poor	4%	N=22
Don't know	3%	N=15
Total	100%	N=597

**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	9%	N=58	47%	N=308	33%	N=217	11%	N=73	100%	N=656
Access to mass transit	17%	N=93	54%	N=301	23%	N=127	6%	N=34	100%	N=555
Ease of car travel in Northglenn	14%	N=91	50%	N=326	23%	N=154	13%	N=84	100%	N=655
Ease of bus travel in Northglenn	14%	N=49	47%	N=165	30%	N=107	9%	N=32	100%	N=353
Ease of walking in Northglenn	19%	N=119	53%	N=329	22%	N=136	6%	N=38	100%	N=621
Ease of bicycle travel in Northglenn	20%	N=98	47%	N=223	26%	N=126	6%	N=30	100%	N=476
Traffic flow on major streets	5%	N=36	35%	N=232	38%	N=250	21%	N=139	100%	N=656

**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	9%	N=58	47%	N=308	33%	N=217	11%	N=73	0%	N=0	100%	N=656
Access to mass transit	14%	N=93	46%	N=301	19%	N=127	5%	N=34	15%	N=95	100%	N=650
Ease of car travel in Northglenn	14%	N=91	49%	N=326	23%	N=154	13%	N=84	1%	N=5	100%	N=660
Ease of bus travel in Northglenn	7%	N=49	25%	N=165	16%	N=107	5%	N=32	46%	N=300	100%	N=653
Ease of walking in Northglenn	18%	N=119	51%	N=329	21%	N=136	6%	N=38	4%	N=29	100%	N=650
Ease of bicycle travel in Northglenn	15%	N=98	34%	N=223	19%	N=126	5%	N=30	27%	N=175	100%	N=651
Traffic flow on major streets	5%	N=36	35%	N=232	38%	N=250	21%	N=139	0%	N=1	100%	N=657



**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	36%	N=232	47%	N=304	10%	N=62	7%	N=47	100%	N=646
Remain in Northglenn for the next five years	48%	N=302	35%	N=222	7%	N=46	10%	N=64	100%	N=635

**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	35%	N=232	46%	N=304	10%	N=62	7%	N=47	1%	N=9	100%	N=655
Remain in Northglenn for the next five years	46%	N=302	34%	N=222	7%	N=46	10%	N=64	4%	N=25	100%	N=660

**Table 18: Question 10 - 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	15%	N=73
Good	55%	N=267
Fair	22%	N=107
Poor	9%	N=42
Total	100%	N=489

**Table 19: Question 10 - 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=73
Good	42%	N=267
Fair	17%	N=107
Poor	6%	N=42
Don't know	24%	N=154
Total	100%	N=643

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

Please rate the following categories of Northglenn government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The extent to which Northglenn elected officials act in the best interest of the community at large	13%	N=56	47%	N=205	30%	N=132	10%	N=44	100%	N=438
The quality of work performed by City of Northglenn employees	16%	N=78	60%	N=286	19%	N=90	5%	N=22	100%	N=476
The value of services for the taxes paid to Northglenn	11%	N=55	38%	N=195	37%	N=191	14%	N=70	100%	N=511
The overall direction that Northglenn is taking	14%	N=73	48%	N=252	27%	N=140	11%	N=58	100%	N=523
The job Northglenn does at informing residents on major issues within the community	15%	N=85	42%	N=230	32%	N=176	11%	N=63	100%	N=553
The job Northglenn government does at welcoming citizen involvement	16%	N=72	38%	N=170	35%	N=155	10%	N=45	100%	N=442

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

Please rate the following categories of Northglenn government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The extent to which Northglenn elected officials act in the best interest of the community at large	9%	N=56	32%	N=205	21%	N=132	7%	N=44	32%	N=204	100%	N=642
The quality of work performed by City of Northglenn employees	12%	N=78	44%	N=286	14%	N=90	3%	N=22	26%	N=171	100%	N=647
The value of services for the taxes paid to Northglenn	8%	N=55	30%	N=195	30%	N=191	11%	N=70	21%	N=137	100%	N=648
The overall direction that Northglenn is taking	11%	N=73	39%	N=252	22%	N=140	9%	N=58	19%	N=122	100%	N=645
The job Northglenn does at informing residents on major issues within the community	13%	N=85	36%	N=230	27%	N=176	10%	N=63	14%	N=93	100%	N=646
The job Northglenn government does at welcoming citizen involvement	11%	N=72	26%	N=170	24%	N=155	7%	N=45	32%	N=206	100%	N=648

**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	43%	N=280
No	57%	N=378
Total	100%	N=657

**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	43%	N=116	39%	N=106	14%	N=37	4%	N=11	100%	N=269
Responsiveness	40%	N=109	43%	N=116	13%	N=34	4%	N=11	100%	N=270
Courtesy	48%	N=133	38%	N=106	12%	N=33	2%	N=6	100%	N=277
Making you feel valued	37%	N=98	37%	N=99	22%	N=59	4%	N=11	100%	N=267
Overall impression	38%	N=106	41%	N=113	17%	N=47	4%	N=11	100%	N=276

*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	39%	N=116	36%	N=106	12%	N=37	4%	N=11	9%	N=28	100%	N=297
Responsiveness	37%	N=109	40%	N=116	12%	N=34	4%	N=11	8%	N=23	100%	N=293
Courtesy	45%	N=133	36%	N=106	11%	N=33	2%	N=6	7%	N=20	100%	N=298
Making you feel valued	33%	N=98	34%	N=99	20%	N=59	4%	N=11	9%	N=27	100%	N=294
Overall impression	36%	N=106	38%	N=113	16%	N=47	4%	N=11	7%	N=20	100%	N=296

*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	35%	N=206	47%	N=277	10%	N=58	7%	N=43	1%	N=9	100%	N=593
Recreation centers	51%	N=214	39%	N=163	9%	N=37	1%	N=2	1%	N=4	100%	N=420
In your neighborhood	33%	N=215	47%	N=308	9%	N=58	7%	N=48	4%	N=23	100%	N=653
In your home	54%	N=354	36%	N=233	5%	N=30	4%	N=23	2%	N=12	100%	N=652
On the trail system	24%	N=123	49%	N=255	15%	N=79	9%	N=48	3%	N=18	100%	N=523
On roadways	20%	N=126	46%	N=293	21%	N=133	11%	N=69	3%	N=19	100%	N=640
Retail/commercial areas	30%	N=195	51%	N=326	13%	N=85	5%	N=29	1%	N=8	100%	N=642

**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	32%	N=206	42%	N=277	9%	N=58	7%	N=43	1%	N=9	9%	N=61	100%	N=654
Recreation centers	33%	N=214	25%	N=163	6%	N=37	0%	N=2	1%	N=4	35%	N=225	100%	N=645
In your neighborhood	33%	N=215	47%	N=308	9%	N=58	7%	N=48	4%	N=23	0%	N=2	100%	N=655
In your home	54%	N=354	36%	N=233	5%	N=30	4%	N=23	2%	N=12	0%	N=3	100%	N=655
On the trail system	19%	N=123	39%	N=255	12%	N=79	7%	N=48	3%	N=18	19%	N=126	100%	N=649
On roadways	19%	N=126	45%	N=293	20%	N=133	11%	N=69	3%	N=19	2%	N=10	100%	N=650
Retail/commercial areas	30%	N=195	50%	N=326	13%	N=85	4%	N=29	1%	N=8	2%	N=14	100%	N=657

**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	85%	N=564	15%	N=97	100%	N=660
Reported a crime to the police in Northglenn	78%	N=503	22%	N=143	100%	N=645

**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	73%	N=460	24%	N=154	2%	N=15	0%	N=1	100%	N=630
Solving property crimes	40%	N=249	54%	N=337	5%	N=33	0%	N=2	100%	N=621
Reducing illegal activities committed by youth	45%	N=287	43%	N=273	11%	N=68	0%	N=2	100%	N=630
Reducing illegal drug activity	58%	N=367	30%	N=192	11%	N=69	1%	N=6	100%	N=634
Enforcement of traffic laws	29%	N=185	44%	N=283	24%	N=152	4%	N=23	100%	N=643
Code enforcement	21%	N=131	37%	N=230	35%	N=222	7%	N=44	100%	N=626
Crime prevention (School Resource Officers, citizen police academy)	48%	N=299	36%	N=226	14%	N=85	2%	N=12	100%	N=621

**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	
	%	N	%	N	%	N	%	N	%	N	%	N
Solving violent crimes	69%	N=460	23%	N=154	2%	N=15	0%	N=1	5%	N=33	100%	N=663
Solving property crimes	38%	N=249	51%	N=337	5%	N=33	0%	N=2	6%	N=41	100%	N=662
Reducing illegal activities committed by youth	44%	N=287	42%	N=273	10%	N=68	0%	N=2	4%	N=29	100%	N=659
Reducing illegal drug activity	55%	N=367	29%	N=192	10%	N=69	1%	N=6	4%	N=28	100%	N=662
Enforcement of traffic laws	28%	N=185	43%	N=283	23%	N=152	3%	N=23	3%	N=19	100%	N=662
Code enforcement	20%	N=131	35%	N=230	33%	N=222	7%	N=44	6%	N=37	100%	N=663
Crime prevention (School Resource Officers, citizen police academy)	45%	N=299	34%	N=226	13%	N=85	2%	N=12	6%	N=42	100%	N=663

**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)	36%	N=222	52%	N=320	10%	N=64	2%	N=13	100%	N=620
Increased visibility of police	45%	N=290	45%	N=293	7%	N=46	3%	N=17	100%	N=646
Additional training for officers to more effectively deal with mental health issues	60%	N=367	32%	N=196	6%	N=38	2%	N=14	100%	N=615
Greater accessibility to police and police-related information	33%	N=206	49%	N=303	15%	N=91	3%	N=20	100%	N=621
More community policing officers (problem solving at a community-level such as neighborhood problems)	37%	N=231	45%	N=285	15%	N=97	3%	N=18	100%	N=630
Increasing use of technology, such as body cameras	45%	N=281	37%	N=231	13%	N=80	5%	N=31	100%	N=623
Adding surveillance cameras in high crime area	64%	N=408	28%	N=180	6%	N=37	2%	N=16	100%	N=640

**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)	34%	N=222	49%	N=320	10%	N=64	2%	N=13	5%	N=35	100%	N=655
Increased visibility of police	44%	N=290	45%	N=293	7%	N=46	3%	N=17	1%	N=9	100%	N=655
Additional training for officers to more effectively deal with mental health issues	56%	N=367	30%	N=196	6%	N=38	2%	N=14	6%	N=39	100%	N=654
Greater accessibility to police and police-related information	32%	N=206	47%	N=303	14%	N=91	3%	N=20	3%	N=20	100%	N=640
More community policing officers (problem solving at a community-level such as neighborhood problems)	36%	N=231	44%	N=285	15%	N=97	3%	N=18	3%	N=17	100%	N=647
Increasing use of technology, such as body cameras	43%	N=281	36%	N=231	12%	N=80	5%	N=31	4%	N=28	100%	N=651
Adding surveillance cameras in high crime area	62%	N=408	27%	N=180	6%	N=37	2%	N=16	3%	N=18	100%	N=658

**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	
	%	N	%	N	%	N	%	N	%	N	%	N
Promote efforts to revitalize Northglenn’s housing areas	51%	N=325	33%	N=208	15%	N=94	0%	N=1	0%	N=3	100%	N=631
Promote efforts to revitalize Northglenn’s business areas	52%	N=327	36%	N=225	10%	N=65	1%	N=6	1%	N=5	100%	N=629
Strengthen Northglenn’s community image and identity	46%	N=290	36%	N=229	15%	N=92	1%	N=9	1%	N=8	100%	N=629
Promote efforts to attract and recruit new types of retail businesses to Northglenn	53%	N=340	33%	N=211	8%	N=53	2%	N=14	3%	N=18	100%	N=636
Promote efforts to attract new jobs	51%	N=312	36%	N=221	12%	N=77	1%	N=4	1%	N=4	100%	N=618

**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	50%	N=325	32%	N=208	14%	N=94	0%	N=1	0%	N=3	3%	N=20	100%	N=651
Promote efforts to revitalize Northglenn’s business areas	50%	N=327	35%	N=225	10%	N=65	1%	N=6	1%	N=5	3%	N=20	100%	N=649
Strengthen Northglenn’s community image and identity	45%	N=290	35%	N=229	14%	N=92	1%	N=9	1%	N=8	3%	N=21	100%	N=649
Promote efforts to attract and recruit new types of retail businesses to Northglenn	52%	N=340	32%	N=211	8%	N=53	2%	N=14	3%	N=18	3%	N=17	100%	N=653
Promote efforts to attract new jobs	48%	N=312	34%	N=221	12%	N=77	1%	N=4	1%	N=4	4%	N=29	100%	N=647

**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	6%	N=38	12%	N=79	9%	N=62	15%	N=99	58%	N=380	100%	N=658
Health services	32%	N=202	26%	N=166	17%	N=107	14%	N=90	11%	N=69	100%	N=635
Meals and entertainment	1%	N=9	10%	N=66	19%	N=122	33%	N=216	37%	N=240	100%	N=653
Household items	6%	N=38	11%	N=72	24%	N=153	26%	N=165	33%	N=215	100%	N=643
Computers and electronics	27%	N=170	27%	N=171	23%	N=147	14%	N=90	9%	N=60	100%	N=639
General retail (shoes, beauticians, clothing, etc.)	11%	N=71	19%	N=124	29%	N=187	23%	N=147	19%	N=124	100%	N=654

**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	6%	N=38	12%	N=79	9%	N=62	15%	N=99	58%	N=380	0%	N=1	100%	N=659
Health services	31%	N=202	25%	N=166	16%	N=107	14%	N=90	10%	N=69	3%	N=21	100%	N=656
Meals and entertainment	1%	N=9	10%	N=66	19%	N=122	33%	N=216	37%	N=240	0%	N=2	100%	N=654
Household items	6%	N=38	11%	N=72	24%	N=153	26%	N=165	33%	N=215	0%	N=3	100%	N=646
Computers and electronics	26%	N=170	26%	N=171	23%	N=147	14%	N=90	9%	N=60	2%	N=13	100%	N=652
General retail (shoes, beauticians, clothing, etc.)	11%	N=71	19%	N=124	28%	N=187	22%	N=147	19%	N=124	1%	N=5	100%	N=659



**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=15
It is convenient; on my way to or from work or near my home	44%	N=294
I like the range of quality goods and services	44%	N=293
Desired item is not available in Northglenn	67%	N=443
It is more affordable	18%	N=118
Visit a mall or other major retailers	50%	N=333
I shop online	49%	N=321
Other	12%	N=77

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	
	%	N	%	N	%	N	%	N	%	N	%	N
City Monthly "Connection" Newsletter	21%	N=134	19%	N=122	40%	N=261	9%	N=59	11%	N=71	100%	N=647
Parks and Recreation Activity Guide	33%	N=212	31%	N=199	27%	N=172	6%	N=38	3%	N=20	100%	N=640
Denver Post	70%	N=449	13%	N=82	6%	N=39	4%	N=26	7%	N=42	100%	N=638
Denver Post YourHub	85%	N=538	6%	N=35	4%	N=26	3%	N=17	3%	N=18	100%	N=634
The Northglenn-Thornton Sentinel	70%	N=444	13%	N=81	11%	N=67	4%	N=25	3%	N=19	100%	N=637
Radio news	69%	N=443	12%	N=76	8%	N=50	6%	N=37	5%	N=33	100%	N=640
Television news	47%	N=299	15%	N=95	14%	N=88	8%	N=52	16%	N=104	100%	N=638
Cable TV Channel 8 (Government Access Channel)	83%	N=529	9%	N=54	5%	N=31	2%	N=16	1%	N=9	100%	N=639
City's website: www.northglenn.org	40%	N=256	22%	N=140	26%	N=166	9%	N=56	4%	N=26	100%	N=644
Access Northglenn app (issue tracking system)	88%	N=566	7%	N=43	3%	N=19	1%	N=10	1%	N=8	100%	N=646
City of Northglenn's social media sites (Facebook, Twitter)	74%	N=476	10%	N=65	8%	N=54	5%	N=29	3%	N=20	100%	N=644
Community-created Facebook groups/pages about Northglenn	80%	N=515	5%	N=32	8%	N=51	5%	N=30	3%	N=17	100%	N=645
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	64%	N=413	10%	N=63	9%	N=60	9%	N=57	8%	N=49	100%	N=643
Word of mouth	27%	N=172	29%	N=189	23%	N=150	13%	N=84	8%	N=50	100%	N=644

Table 38: Question D1

About how long have you lived in Northglenn?	Percent of respondents	Number
Less than 2 years	15%	N=102
2-5 years	23%	N=154
6-10 years	13%	N=84
11-20 years	19%	N=130
More than 20 years	30%	N=198
Total	100%	N=668

Table 39: Question 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.)	Percent of respondents	Number
Arvada	1%	N=8
Aurora	3%	N=16
Boulder	2%	N=14
Broomfield	4%	N=22
Denver	23%	N=137
Englewood	0%	N=3
Golden	2%	N=12
Lakewood	1%	N=4
Littleton	1%	N=4
Louisville	2%	N=10
Northglenn	7%	N=44
Thornton	8%	N=45
Westminster	10%	N=60
Wheat Ridge	1%	N=5
Other	9%	N=57
Do not work (student, homemaker, retired, etc.)	27%	N=163
Total	100%	N=603

**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=432
Condominium or townhouse	9%	N=57
Duplex	1%	N=6
Apartment	25%	N=170
Mobile home	0%	N=3
Total	100%	N=667

**Table 41: Question D4**

<b>Do you own or rent your residence?</b>	<b>Percent of respondents</b>	<b>Number</b>
Own	62%	N=412
Rent	38%	N=255
Total	100%	N=667

**Table 42: Question D5**

<b>How many people (including yourself) live in your household?</b>	<b>Percent of respondents</b>	<b>Number</b>
1	22%	N=149
2	38%	N=252
3	13%	N=88
4	16%	N=107
5	7%	N=49
6	2%	N=16
7	0%	N=2
8	1%	N=5
Total	100%	N=667

**Table 43: Question D6**

How many of these household members are 17 or younger?	Percent of respondents	Number
0	69%	N=441
1	13%	N=87
2	12%	N=79
3	3%	N=22
4	1%	N=9
5	1%	N=4
6	0%	N=1
Total	100%	N=643

**Table 44: Question D7**

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Number
Less than \$15,000	3%	N=20
\$15,000 to \$24,999	5%	N=31
\$25,000 to \$34,999	12%	N=77
\$35,000 to \$49,999	16%	N=100
\$50,000 to \$74,999	20%	N=127
\$75,000 to \$99,999	17%	N=106
\$100,000 to \$124,999	13%	N=79
\$125,000 or more	13%	N=80
Total	100%	N=620

**Table 45: Question D8**

What is your age?	Percent of respondents	Number
18-24	7%	N=43
25-34	24%	N=160
35-44	20%	N=129
45-54	17%	N=110
55-64	11%	N=76
65-74	11%	N=69
75 +	11%	N=71
Total	100%	N=658

**Table 46: Question D9**

What is your race? (Please check all that apply.)	Percent of respondents	Number
White	81%	N=527
Black or African American	2%	N=10
Asian or Pacific Islander	5%	N=32
American Indian, Eskimo, or Aleut	1%	N=9
Other	16%	N=102

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

**Table 47: Question D10**

Are you Hispanic/Spanish/Latino?	Percent of respondents	Number
Yes	24%	N=155
No	76%	N=478
Total	100%	N=633

**Table 48: Question D11**

<b>What is your gender/gender identity?</b>	<b>Percent of respondents</b>	<b>Number</b>
Female	53%	N=339
Male	47%	N=300
Prefer to identify another way	0%	N=2
Total	100%	N=641

**Table 49: Question D12**

<b>Did you vote in the last election?</b>	<b>Percent of respondents</b>	<b>Number</b>
Yes	83%	N=551
No	17%	N=113
Total	100%	N=665

## 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 50 on page 60, residents living in Ward 3 (C) gave statistically significantly higher ratings than those living in Ward 2 (B) for Northglenn as a place to live. This is denoted by the “B” listed under the rating for Ward 3. However, respondents living in Wards 1 and 4 gave statistically similar ratings to the city as a place to live since there is no upper case letter present in those cells. In another example, in Table 72 on page 75, residents who had lived in the city for 5 years or less (A) and 6-20 years (B) gave statistically higher reviews to the city as a place to live compared to those who had lived in the city for more than 20 years (C), as indicated by the “C” under the ratings for this item in columns (A) and (B).

### Comparisons by Ward

#### Highlights

- Residents living in Ward 2 tended to give lower evaluations to the city as a place to raise children and as a place to retire compared to those living in other three Wards.
- Respondents from Wards 1, 3 and 4 gave higher ratings to the openness and acceptance of the community toward people of diverse backgrounds, cleanliness of Northglenn, availability of paths and walking trails and availability of bike trails compared to those from Ward 2.
- However, Ward 2 residents were more likely to give positive ratings to overall quality of business and service establishments in Northglenn, shopping and employment opportunities, and opportunities to attend cultural activities compared to those living in Ward 4.

- City services tended to receive the most positive quality ratings from those living in Wards 1 and 4. However, Ward 3 residents gave higher evaluations to building permits compared to residents from other Wards.
- Residents in Ward 4 thought more highly of the Northglenn elected officials acting in the best interest of the community at large and the quality of work performed by City employees compared to their counterparts.
- Those living in Wards 1 and 4 were more likely to agree with various statements about economic development compared to those living in Wards 2 and 3, including that the City should promote efforts to revitalize Northglenn’s housing and business areas.

**Table 50: 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	86%	78%	89% B	85%	84%
Your neighborhood as a place to live	84% B C	65%	64%	84% B C	75%
Northglenn as a place to raise children	78% B	60%	71% B	75% B	71%
Northglenn as a place to work	64% B	49%	50%	55%	54%
Northglenn as a place to retire	63% B	41%	57% B	64% B	57%
The physical attractiveness of Northglenn as a whole	49%	57%	58%	58%	56%
The overall quality of life in Northglenn	79% B	68%	74%	72%	73%

**Table 51: 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?	60% B	43%	54% B	52%	52%



**Table 52: 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	33%	36%	40%	40%	37%
I like the school my children attend	9%	11%	10%	13%	11%
My job is here	9%	15% C D	5%	8%	9%
I like my neighborhood	43%	40%	38%	52% B C	44%
I like the location in general	55%	50%	60%	53%	54%
I like the access to dining and entertainment	29%	37% D	37%	28%	33%
Housing and rental rates are affordable	21%	30%	43% A B D	27%	30%
I've always lived here	29% B	19%	19%	22%	22%
I have friends and family in the area	30%	27%	26%	33%	29%
Small town feel	7%	12%	18% A	18% A	14%
Cost of living is affordable	21%	23%	27%	26%	24%
I like that the community is forward-thinking	10%	6%	24% A B D	15% B	14%
The growing and diverse community	8%	9%	14%	13%	11%
None of these	7%	12%	8%	8%	9%

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

**Table 53: 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	58%	51%	64% B	61%	59%
Openness and acceptance of the community toward people of diverse backgrounds	75% B	60%	77% B	72% B	71%
Cleanliness of Northglenn	66% B	53%	68% B	67% B	63%
Overall quality of new development in Northglenn	67% B	48%	56%	57%	57%
Variety of housing options	55% B C	43%	39%	47%	46%
Overall quality of business and service establishments in Northglenn	62% D	63% D	58%	49%	58%
Shopping opportunities	54%	59% D	65% A D	47%	56%
Opportunities to attend cultural activities	52%	64% A D	64% D	44%	56%
Recreational opportunities	53%	59%	66% A	60%	59%
Employment opportunities	35%	50% A D	46% D	31%	41%
Educational opportunities	38%	47%	59% A D	38%	45%
Opportunities to participate in social events and activities	56%	54%	82% A B D	64%	64%
Opportunities to volunteer	57%	46%	71% A B	65% B	60%
Opportunities to participate in civic matters	57%	50%	69% B	64% B	60%
Availability of paths and walking trails	74% B	61%	78% B	86% A B	75%
Availability of bike trails	74% B	51%	74% B	73% B	68%
Availability of affordable quality housing	45%	34%	38%	50% B C	42%
Availability of affordable quality child care	37% C	26%	20%	40% C	30%
Availability of affordable quality health care	51%	45%	47%	46%	47%
Availability of affordable quality food	58%	66% D	56%	54%	59%
Availability of preventive health services	55% C	44%	37%	52% C	47%
Air quality	64%	61%	59%	60%	61%
Quality of overall natural environment in Northglenn	65%	57%	61%	67% B	63%

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)
Overall image or reputation of Northglenn	61% B	48%	62% B	62% B	58%

**Table 54: 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? (Percent "at least once").	Ward 1	Ward 2	Ward 3	Ward 4	Overall
	(A)	(B)	(C)	(D)	(A)
Used Northglenn recreation center	34%	31%	52% A B D	31%	37%
Participated in a recreation program or activity	33%	36%	39%	35%	36%
Used a Northglenn park or trail	83%	81%	91% B	84%	85%
Visited Northglenn outdoor pool	13%	14%	15%	17%	15%
Used a Northglenn bike/pedestrian path	68%	73%	81% A D	70%	73%
Used the theatre	21%	20%	22%	27%	23%
Attended a meeting of local city officials or other local public meeting	19%	21%	16%	24%	20%
Watched a meeting of local city officials on cable television	13%	11%	11%	16%	13%
Participated in a senior program	9%	8%	7%	11%	9%
Visited the Senior Center	14%	13%	19%	17%	15%
Dined at a Northglenn restaurant (other than fast food)	91%	86%	91%	94% B	91%
Attended a Northglenn festival or special event	62% D	70% D	83% A B D	52%	66%
Ridden an RTD bus	19%	30% A	43% A B	35% A	32%
Used a local Park-n-Ride	17%	30% A	38% A	36% A	31%

Table 55: 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	59%	63% C	49%	73% A B C	62%
Street repair and maintenance	43%	46%	39%	52% C	46%
Street cleaning	60% B	45%	50%	62% B	55%
Traffic enforcement	52%	42%	43%	56% B C	49%
Code enforcement (junk vehicles, weed control, trash, outside storage)	45% C	38% C	21%	45% C	38%
Animal control	72% B	58%	69%	70% B	67%
Garbage collection	89% B C	77%	78%	95% B C	85%
Recycling	84%	80%	78%	83%	81%
Yard waste drop-off	77% C	73%	62%	73%	72%
Utility billing	81% B	58%	72% B	71% B	70%
Land use, planning and zoning	53%	47%	46%	66% B C	53%
Building permits	54%	49%	88% A B D	69% B	64%
Building inspections	64%	52%	67% B	63%	61%
Maintenance of existing city parks	77% B	62%	77% B	85% B	76%
Maintenance of open space and trails	68% B	55%	67% B	81% A B C	69%
Recreation programs	65%	54%	63%	78% B C	65%
Recreation facilities	56% B	39%	57% B	69% B	56%
Community/public art	63%	55%	70% B	70% B	65%
Services/programs for youth	57%	43%	58%	63% B	56%
Services/programs for seniors	64%	54%	57%	72% B C	62%
Municipal court	57% B	35%	54% B	61% B	52%
Public information services	66%	60%	69%	75% B	68%

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)
Policing services	78% B	63%	81% B	86% B	77%
Police response time to emergency police calls (not code enforcement)	74%	63%	87% A B	82% B	76%
Police response time to non-emergency police calls (not code enforcement)	68%	57%	71% B	73% B	67%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	67% B	54%	66%	68% B	63%

**Table 56: 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%	87%	87%	89%	89%
Street repair and maintenance	95%	94%	97%	93%	95%
Street cleaning	62%	61%	66%	71%	65%
Traffic enforcement	82%	76%	79%	78%	79%
Code enforcement (junk vehicles, weed control, trash, outside storage)	66%	71%	86% A B D	72%	74%
Animal control	71%	78%	73%	73%	74%
Garbage collection	89%	82%	84%	95% B C	88%
Recycling	79%	71%	77%	82% B	77%
Yard waste drop-off	71% B C	59%	52%	65% C	62%
Utility billing	66%	56%	65%	67% B	64%
Land use, planning and zoning	69%	73%	67%	71%	70%
Building permits	68%	65%	65%	64%	65%
Building inspections	61%	62%	65%	72%	65%
Maintenance of existing city parks	81%	78%	90% B	90% A B	85%
Maintenance of open space and trails	83%	78%	91% B	84%	84%
Recreation programs	77%	66%	82% B D	71%	74%
Recreation facilities	82%	72%	74%	72%	75%
Community/public art	60%	61%	58%	51%	57%
Services/programs for youth	88% B D	68%	88% B D	74%	79%
Services/programs for seniors	81% B D	67%	74%	65%	71%
Municipal court	71%	68%	66%	67%	68%
Public information services	70%	62%	68%	74% B	69%
Policing services	93%	97%	96%	92%	95%
Police response time to emergency police calls (not code enforcement)	87%	94% A	99% A	97% A	95%
Police response time to non-emergency police calls (not code enforcement)	84%	86%	84%	80%	83%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	87%	87%	84%	85%	86%

**Table 57: 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 services provided by the City of Northglenn?	79% B	66%	75%	78% B	75%

**Table 58: 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	55%	55%	51%	61%	56%
Access to mass transit	64%	76% A	71%	73%	71%
Ease of car travel in Northglenn	68%	57%	61%	69% B	64%
Ease of bus travel in Northglenn	59%	57%	61%	64%	61%
Ease of walking in Northglenn	77%	73%	68%	70%	72%
Ease of bicycle travel in Northglenn	73% B	52%	72% B	72% B	67%
Traffic flow on major streets	40%	41%	34%	47% C	41%

**Table 59: 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	83%	81%	83%	85%	83%
Remain in Northglenn for the next five years	87%	83%	79%	83%	83%

**Table 60: 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?	65%	62%	78% A B	74% B	70%



**Table 61: 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	57%	54%	55%	71% A B C	60%
The quality of work performed by City of Northglenn employees	74%	73%	70%	86% A B C	77%
The value of services for the taxes paid to Northglenn.	46%	43%	50%	55% B	49%
The overall direction that Northglenn is taking	66% B	54%	57%	70% B C	62%
The job Northglenn does at informing residents on major issues within the community	55%	56%	54%	61%	57%
The job Northglenn government does at welcoming citizen involvement	58%	46%	60% B	55%	55%

**Table 62: 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)?	42%	41%	33%	52% B C	43%

**Table 63: 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	90% C	77%	72%	86% C	82%
Responsiveness	88% B	73%	83%	87% B	83%
Courtesy	85%	87%	82%	88%	86%
Making you feel valued	77%	66%	64%	82% B C	74%
Overall impression	88% B C	73%	68%	83% C	79%

**Table 64: 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	86% B	71%	83% B	85% B	81%
Recreation centers	94%	85%	90%	91%	90%
In your neighborhood	85% C	77%	76%	82%	80%
In your home	94%	88%	88%	90%	90%
On the trail system	73%	64%	74%	77% B	72%
On roadways	70% B	53%	69% B	71% B	66%
Retail/commercial areas	87% B D	75%	86% B	78%	81%

**Table 65: 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	13%	21% A D	15%	10%	15%
Reported a crime to the police in Northglenn	20%	27% D	24%	18%	22%

**Table 66: 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	99% B	95%	99%	97%	97%
Solving property crimes	94%	92%	95%	96%	94%
Reducing illegal activities committed by youth	90%	87%	86%	92%	89%
Reducing illegal drug activity	92% C	91% C	77%	91% C	88%
Enforcement of traffic laws	76%	69%	78%	69%	73%
Code enforcement	49%	59%	61%	61% A	58%
Crime prevention (School Resource Officers, citizen police academy)	86%	87%	81%	85%	84%

**Table 67: Question 17 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 "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)	88%	92%	84%	86%	88%
Increased visibility of police	83%	92% A	92% A	93% A	90%
Additional training for officers to more effectively deal with mental health issues	89%	91%	94%	92%	92%
Greater accessibility to police and police-related information	84%	85%	81%	79%	82%
More community policing officers (problem solving at a community-level such as neighborhood problems)	81%	84%	81%	81%	82%
Increasing use of technology, such as body cameras	88% D	83%	84%	76%	82%
Adding surveillance cameras in high crime area	95% D	94% D	92%	87%	92%

**Table 68: 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	88% B	75%	81%	92% B C	84%
Promote efforts to revitalize Northglenn's business areas	93% B C	79%	81%	96% B C	88%
Strengthen Northglenn's community image and identity	85%	77%	85%	83%	83%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	88% B	80%	84%	93% B C	87%
Promote efforts to attract new jobs	85%	83%	91% B	86%	86%

**Table 69: 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	76% D	83% D	75% D	60%	73%
Health services	25%	26%	28%	22%	25%
Meals and entertainment	67%	77% A D	72%	65%	70%
Household items	69% C D	60%	55%	54%	59%
Computers and electronics	27% C	25%	17%	25%	24%
General retail (shoes, beauticians, clothing, etc.)	48% C	43%	36%	40%	41%

**Table 70: 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	3%	3%	1%	1%	2%
It is convenient; on my way to or from work or near my home	42%	45%	50%	42%	44%
I like the range of quality goods and services	37%	46%	45%	49% A	44%
Desired item is not available in Northglenn	70%	60%	70%	70%	67%
It is more affordable	18%	18%	20%	16%	18%
Visit a mall or other major retailers	56% C	55% C	44%	47%	50%
I shop online	53%	42%	44%	55% B C	49%
Other	7%	10%	19% A B	11%	12%

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

**Table 71: 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	80%	82%	78%	77%	79%
Parks and Recreation Activity Guide	62%	64%	76% A B	67%	67%
Denver Post	19%	36% A C	23%	38% A C	30%
Denver Post YourHub	12%	15%	18%	16%	15%
The Northglenn-Thornton Sentinel	30%	26%	25%	38% B C	30%
Radio news	31%	26%	31%	35%	31%
Television news	53% C	53% C	40%	64% A B C	53%
Cable TV Channel 8 (Government Access Channel)	14%	20%	14%	20%	17%
City's website: www.northglenn.org	64%	60%	60%	58%	60%
Access Northglenn app (issue tracking system)	14%	9%	20% B D	8%	12%
City of Northglenn's social media sites (Facebook, Twitter)	29%	28%	27%	22%	26%
Community-created Facebook groups/pages about Northglenn	22%	15%	21%	22%	20%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	42% B	27%	38% B	36%	36%
Word of mouth	74%	80% C	64%	74% C	73%

## Comparisons by Respondent Demographic Characteristics

### Highlights

- Survey respondents who had lived in the city for more than 5 years and those ages 35 and older tended to give more favorable assessments to the city as a place to raise children and as a place to retire compared to newer residents (lived in Northglenn 5 years or less) and the youngest residents (18-34).
- Residents who had lived in the city for 5 years or less and those making less than \$35,000 per year tended to feel more positively about many characteristics of the community compared to those with a longer tenure or higher annual incomes, but especially when compared to those who had lived in the city for more than 20 years and who made \$75,000 or more a year.
- Longer term residents and homeowners were more likely to have used or participated in a number of activities in Northglenn compared to the newest residents (5 years or less) and renters, including using the theatre, attending a meeting of local city officials or other local public meeting and participating in a senior program.
- Survey respondents who identified as Hispanic and/or another race were more likely to have used a Northglenn park or trail, visited a City pool, used the theater, watched a meeting of local city officials on cable television and used a local Park-n-Ride compared to those who were not Hispanic.
- Residents with annual household incomes of \$75,000 or more gave higher praise to street repair and maintenance, utility billing, building inspections, maintenance of existing city parks, open space and trails and policing services compared to those households making between \$35,000 and \$74,999. Overall, homeowners and those ages 55 or older felt more positively about many City services compared to their counterparts.
- In general, longer term residents (more than 20 years), those making less than \$35,000 and residents ages 55 or older placed a higher importance on many City services compared to their counterparts.
- Residents living in Northglenn for 20 years or less and those with incomes of \$75,000 or more felt it was less important for the Northglenn Police to prioritize resources in most areas in the next year, including enforcement of traffic laws, reducing illegal activities committed by youth and reducing illegal drug activity.
- Homeowners were more likely to agree that the City should promote efforts to revitalize Northglenn's housing and business areas and promote efforts to attract and recruit new types of retail businesses to Northglenn compared to renters.

## Comparisons by Length of Residency and Annual Household Income

**Table 72: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Northglenn as a place to live	86% C	88% C	78%	84%	85%	86%	84%
Your neighborhood as a place to live	74%	78%	71%	67%	75%	80% A	75%
Northglenn as a place to raise children	64%	77% A	75% A	73%	76%	70%	71%
Northglenn as a place to work	53%	51%	60%	60%	54%	55%	54%
Northglenn as a place to retire	45%	64% A	61% A	63%	58%	53%	57%
The physical attractiveness of Northglenn as a whole	56%	57%	53%	67% C	59% C	50%	56%
The overall quality of life in Northglenn	71%	78%	72%	67%	75%	76%	73%

**Table 73: 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 \$35,000	\$35,000 to \$74,999	\$75,000 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?	65% B C	52% C	36%	48%	51%	59% A	52%

**Table 74: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
I feel safe here	36%	39%	36%	43% C	43% C	32%	37%
I like the school my children attend	9%	16% A C	7%	24% B C	6%	10%	11%
My job is here	11%	9%	7%	8%	9%	10%	9%
I like my neighborhood	41%	42%	50%	45%	46%	45%	44%
I like the location in general	53%	55%	54%	53%	57%	54%	54%
I like the access to dining and entertainment	37% C	33%	28%	42% C	35%	30%	33%
Housing and rental rates are affordable	44% B C	25%	18%	24%	27%	39% A B	30%
I've always lived here	2%	15% A	59% A B	29% C	23% C	16%	22%
I have friends and family in the area	20%	26%	46% A B	37% C	36% C	23%	29%
Small town feel	15%	12%	14%	13%	11%	17% B	14%
Cost of living is affordable	32% B C	18%	21%	16%	25% A	30% A	24%
I like that the community is forward-thinking	16%	12%	13%	15%	10%	16% B	14%
The growing and diverse community	9%	13%	12%	12%	7%	14% B	11%
None of these	8%	12% C	4%	9%	7%	7%	9%

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



**Table 75: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Sense of community	60%	57%	60%	58%	60%	61%	59%
Openness and acceptance of the community toward people of diverse backgrounds	79%	63%	69%	68%	76%	72%	71%
Cleanliness of Northglenn	70%	66%	53%	74%	64%	63%	63%
Overall quality of new development in Northglenn	63%	60%	46%	56%	56%	62%	57%
Variety of housing options	53%	41%	42%	47%	44%	50%	46%
Overall quality of business and service establishments in Northglenn	55%	63%	55%	71%	59%	54%	58%
Shopping opportunities	57%	58%	51%	66%	54%	55%	56%
Opportunities to attend cultural activities	61%	59%	46%	58%	56%	55%	56%
Recreational opportunities	64%	57%	55%	64%	59%	61%	59%
Employment opportunities	53%	36%	30%	51%	41%	37%	41%
Educational opportunities	50%	39%	47%	58%	47%	41%	45%
Opportunities to participate in social events and activities	69%	67%	55%	72%	61%	66%	64%
Opportunities to volunteer	65%	51%	61%	59%	58%	63%	60%
Opportunities to participate in civic matters	64%	58%	58%	55%	61%	64%	60%
Availability of paths and walking trails	79%	74%	74%	72%	73%	81%	75%
Availability of bike trails	68%	68%	69%	66%	67%	72%	68%
Availability of affordable quality housing	51%	31%	41%	28%	39%	52%	42%

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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Availability of affordable quality child care	39% C	26%	23%	42% B	25%	29%	30%
Availability of affordable quality health care	54%	42%	45%	51% B	36%	57% B	47%
Availability of affordable quality food	54%	62%	62%	59%	61%	58%	59%
Availability of preventive health services	46%	47%	46%	52%	39%	51% B	47%
Air quality	68% C	64% C	49%	70% C	63%	58%	61%
Quality of overall natural environment in Northglenn	66%	64%	58%	77% B C	58%	63%	63%
Overall image or reputation of Northglenn	65% C	58%	50%	69% C	63% C	54%	58%

**Table 76: 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? (Percent "at least once").	5 years or less	6-20 years	More than 20 years	Less than \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Used Northglenn recreation center	27%	42% A	43% A	36%	36%	37%	37%
Participated in a recreation program or activity	30%	42% A	38%	30%	38%	39%	36%
Used a Northglenn park or trail	88% C	88% C	76%	78%	85%	89% A	85%
Visited Northglenn outdoor pool	14%	18%	13%	15%	14%	16%	15%
Used a Northglenn bike/pedestrian path	75% C	77% C	66%	60%	73% A	82% A B	73%
Used the theatre	20%	21%	28% A	19%	26%	22%	23%
Attended a meeting of local city officials or other local public meeting	13%	22% A	27% A	16%	22%	20%	20%
Watched a meeting of local city officials on cable television	9%	11%	20% A B	19% B C	9%	11%	13%
Participated in a senior program	3%	6%	19% A B	13% C	9%	5%	9%
Visited the Senior Center	8%	13%	28% A B	27% B C	16% C	8%	15%
Dined at a Northglenn restaurant (other than fast food)	86%	95% A	92% A	82%	92% A	94% A	91%
Attended a Northglenn festival or special event	64%	73% A C	60%	68%	63%	70%	66%
Ridden an RTD bus	33%	32%	31%	33%	27%	36% B	32%
Used a local Park-n-Ride	31%	29%	32%	33%	30%	33%	31%

**Table 77: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Snow removal	67% B	53%	66% B	61%	61%	66%	62%
Street repair and maintenance	52% B C	41%	42%	41%	41%	53% A B	46%
Street cleaning	61%	51%	52%	60%	53%	56%	55%
Traffic enforcement	49%	44%	53%	50%	50%	49%	49%
Code enforcement (junk vehicles, weed control, trash, outside storage)	43%	33%	38%	43%	37%	36%	38%
Animal control	70%	66%	64%	69%	67%	68%	67%
Garbage collection	79%	87% A	91% A	87%	85%	84%	85%
Recycling	75%	83% A	87% A	83%	85% C	77%	81%
Yard waste drop-off	69%	71%	76%	76%	72%	69%	72%
Utility billing	63%	69%	79% A B	76% B	61%	75% B	70%
Land use, planning and zoning	54%	55%	52%	60%	46%	58%	53%
Building permits	66%	65%	62%	70%	60%	64%	64%
Building inspections	63%	60%	61%	58%	55%	68% B	61%
Maintenance of existing city parks	79%	73%	76%	77%	71%	81% B	76%
Maintenance of open space and trails	74% B	63%	70%	74% B	61%	76% B	69%
Recreation programs	65%	59%	72% B	62%	63%	68%	65%
Recreation facilities	54%	54%	59%	56%	57%	53%	56%
Community/public art	59%	64%	72% A	58%	67%	66%	65%

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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A) B	(B) C	(C) A	(A) B	(B) A	(C) A B	(A)
Services/programs for youth	63% B	47% C	59% A	55% B	56% A	53% C	56%
Services/programs for seniors	60% B	55% C	71% A	59% B	57% A	66% C	62%
Municipal court	41% B	57% A	59% A	56% B	48% A	52% C	52%
Public information services	80% B C	63% C	63% C	63% B	67% A	76% A	68%
Policing services	76% B	80% C	74% A	74% B	68% A	85% A B	77%
Police response time to emergency police calls (not code enforcement)	66% B	90% A C	74% A	74% B	71% A	82% B	76%
Police response time to non-emergency police calls (not code enforcement)	65% B	76% C	62% C	57% B	69% A	74% A	67%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	61% B	64% C	66% A	60% B	64% A	65% C	63%

**Table 78: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Snow removal	90% B	83%	94% B	96% C	93% C	82%	89%
Street repair and maintenance	97% C	94%	92%	95%	94%	95%	95%
Street cleaning	68%	64%	63%	78% B C	59%	64%	65%
Traffic enforcement	70%	77%	91% A B	89% C	80%	72%	79%
Code enforcement (junk vehicles, weed control, trash, outside storage)	72%	72%	78%	84% B C	71%	72%	74%
Animal control	67%	79% A	78% A	87% B C	71%	70%	74%
Garbage collection	83%	91% A	91% A	96% B	81%	89% B	88%
Recycling	74%	76%	84% A	78%	77%	78%	77%
Yard waste drop-off	63% B	53%	71% B	67%	59%	61%	62%
Utility billing	60%	61%	72% A B	80% B C	58%	58%	64%
Land use, planning and zoning	74%	65%	72%	68%	70%	73%	70%
Building permits	63%	62%	73%	67%	65%	66%	65%
Building inspections	65%	62%	71%	81% C	72% C	55%	65%
Maintenance of existing city parks	84%	85%	86%	89%	83%	86%	85%
Maintenance of open space and trails	86%	82%	84%	85%	84%	86%	84%
Recreation programs	82% B	64%	73%	81%	72%	75%	74%
Recreation facilities	78% B	69%	77%	84% C	74%	73%	75%

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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Community/public art	71% B C	51%	48%	76% B C	58%	52%	57%
Services/programs for youth	87% B	71%	79%	84%	77%	79%	79%
Services/programs for seniors	74% B	63%	77% B	83% B C	69%	67%	71%
Municipal court	60%	66%	82% A B	80% C	69%	64%	68%
Public information services	67%	65%	76% B	82% B C	65%	67%	69%
Policing services	91%	97% A	96% A	99%	95%	95%	95%
Police response time to emergency police calls (not code enforcement)	93%	96%	96%	97%	95%	95%	95%
Police response time to non-emergency police calls (not code enforcement)	89% B	75%	86% B	88%	86%	82%	83%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	85%	84%	89%	86%	89%	83%	86%

**Table 79: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Overall, how would you rate the quality of services provided by the City of Northglenn?	71%	79%	74%	72%	76%	76%	75%

**Table 80: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Condition of city streets	59% C	61% C	46%	51%	61%	55%	56%
Access to mass transit	69%	72%	72%	76%	71%	71%	71%
Ease of car travel in Northglenn	61%	64%	68%	61%	60%	68%	64%
Ease of bus travel in Northglenn	56%	67%	62%	61%	60%	63%	61%
Ease of walking in Northglenn	66%	73%	79% A	77%	71%	72%	72%
Ease of bicycle travel in Northglenn	65%	69%	70%	73%	65%	70%	67%
Traffic flow on major streets	39%	42%	42%	45%	40%	39%	41%

**Table 81: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Recommend living in Northglenn to someone who asks	84%	84%	81%	85%	84%	83%	83%
Remain in Northglenn for the next five years	77%	85% A	88% A	82%	85%	80%	83%

**Table 82: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
How would you rate the overall performance of the Northglenn city government?	71%	77% C	61%	62%	75% A	72%	70%



**Table 83: 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 \$35,000	\$35,000 to \$74,999	\$75,000 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	58%	62%	61%	58%	61%	63%	60%
The quality of work performed by City of Northglenn employees	80%	74%	77%	77%	74%	83% B	77%
The value of services for the taxes paid to Northglenn.	45%	53%	49%	54%	45%	53%	49%
The overall direction that Northglenn is taking	67% C	65% C	53%	55%	63%	68% A	62%
The job Northglenn does at informing residents on major issues within the community	58%	58%	55%	53%	61%	57%	57%
The job Northglenn government does at welcoming citizen involvement	54%	59%	51%	57%	56%	55%	55%

**Table 84: 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 \$35,000	\$35,000 to \$74,999	\$75,000 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)?	31%	41% A	60% A B	43%	41%	43%	43%

**Table 85: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Knowledge	85%	84%	79%	74%	88% A	84%	82%
Responsiveness	89%	85%	78%	79%	86%	86%	83%
Courtesy	83%	84%	90%	81%	91%	85%	86%
Making you feel valued	59%	80% A	79% A	66%	80%	72%	74%
Overall impression	79%	83%	77%	74%	85%	78%	79%

**Table 86: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Parks and playgrounds	83%	84%	77%	92% B C	76%	84% B	81%
Recreation centers	90%	91%	88%	98% B	88%	91%	90%
In your neighborhood	78%	85%	78%	83%	79%	82%	80%
In your home	93%	89%	88%	93%	88%	92%	90%
On the trail system	71%	75%	71%	71%	70%	77%	72%
On roadways	61%	72% A	64%	61%	62%	72% A B	66%
Retail/commercial areas	79%	87% A C	76%	81%	77%	86% B	81%

**Table 87: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Household member was a victim of a crime in Northglenn	13%	17%	14%	11%	15%	15%	15%
Reported a crime to the police in Northglenn	20%	22%	25%	20%	24%	23%	22%

**Table 88: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Solving violent crimes	97%	97%	98%	99%	98%	97%	97%
Solving property crimes	94%	94%	95%	98% C	95%	93%	94%
Reducing illegal activities committed by youth	85%	88%	96% A B	94% C	92% C	83%	89%
Reducing illegal drug activity	84%	87%	95% A B	89% C	94% C	81%	88%
Enforcement of traffic laws	72% B	61%	87% A B	87% B C	73% C	64%	73%
Code enforcement	59% B	44%	71% A B	72% C	61% C	45%	58%
Crime prevention (School Resource Officers, citizen police academy)	80%	87% A	89% A	90% C	88% C	80%	84%

**Table 89: Question 17 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 "high priority" or "medium priority").	5 years or less	6-20 years	More than 20 years	Less than \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Better connection with the community (i.e., community forums, events)	88%	86%	89%	90%	93% C	84%	88%
Increased visibility of police	90%	87%	95% B	89%	93%	88%	90%
Additional training for officers to more effectively deal with mental health issues	89%	92%	94%	90%	91%	93%	92%
Greater accessibility to police and police-related information	79%	81%	87% A	92% C	87% C	73%	82%
More community policing officers (problem solving at a community-level such as neighborhood problems)	78%	83%	84%	83% C	90% C	73%	82%
Increasing use of technology, such as body cameras	81%	79%	88% A B	85%	87% C	77%	82%
Adding surveillance cameras in high crime area	89%	93%	95% A	98% C	92%	90%	92%

**Table 90: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Promote efforts to revitalize Northglenn's housing areas	85%	86%	81%	92% C	84%	82%	84%
Promote efforts to revitalize Northglenn's business areas	87%	89%	88%	91%	86%	89%	88%
Strengthen Northglenn's community image and identity	85%	79%	84%	88%	81%	81%	83%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	90%	84%	87%	88%	88%	86%	87%
Promote efforts to attract new jobs	91% B C	83%	84%	97% B C	86%	85%	86%

**Table 91: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A) B	(B)	(C)	(A) C	(B) C	(C)	(A)
Grocery shopping	78% B	68%	72%	80% C	76% C	66%	73%
Health services	23%	27%	27%	34% C	28%	21%	25%
Meals and entertainment	71%	71%	67%	72% C	77% C	66%	70%
Household items	64% B	55%	57%	66%	61%	56%	59%
Computers and electronics	22%	23%	27%	33% C	27% C	18%	24%
General retail (shoes, beauticians, clothing, etc.)	41%	42%	41%	52% C	44% C	35%	41%

**Table 92: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
Don't shop outside of Northglenn	2%	2%	4%	7% C	3% C	0%	2%
It is convenient; on my way to or from work or near my home	56% B C	38%	36%	42%	50%	44%	44%
I like the range of quality goods and services	50% B	39%	43%	47%	47%	42%	44%
Desired item is not available in Northglenn	64%	68%	72%	55%	71% A	71% A	67%
It is more affordable	19%	16%	18%	21%	18%	17%	18%
Visit a mall or other major retailers	56% C	48%	46%	44%	61% A C	46%	50%
I shop online	55% C	50% C	39%	26%	44% A	65% A B	49%
Other	12%	12%	11%	13%	11%	11%	12%

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

**Table 93: 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 \$35,000	\$35,000 to \$74,999	\$75,000 or more	Overall
	(A)	(B)	(C)	(A)	(B)	(C)	(A)
City Monthly "Connection" Newsletter	64%	89% A	88% A	73%	87% A C	76%	79%
Parks and Recreation Activity Guide	65%	68%	68%	64%	68%	71%	67%
Denver Post	20%	33% A	38% A	38% C	33% C	24%	30%
Denver Post YourHub	6%	16% A	26% A B	20%	15%	13%	15%
The Northglenn-Thornton Sentinel	17%	35% A	43% A	29%	30%	32%	30%
Radio news	25%	31%	37% A	35%	28%	33%	31%
Television news	44%	54%	64% A B	60%	53%	51%	53%
Cable TV Channel 8 (Government Access Channel)	10%	17% A	26% A B	26% C	18% C	11%	17%
City's website: www.northglenn.org	56%	69% A C	57%	43%	55% A	73% A B	60%
Access Northglenn app (issue tracking system)	10%	11%	18% A B	11%	11%	15%	12%
City of Northglenn's social media sites (Facebook, Twitter)	30% C	27%	21%	11%	33% A	30% A	26%
Community-created Facebook groups/pages about Northglenn	17%	26% A C	17%	17%	21%	23%	20%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	36%	37%	34%	22%	38% A	44% A	36%
Word of mouth	66%	77% A	79% A	62%	78% A	77% A	73%

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

**Table 94: 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	86%	82%	82%	88%	83%	83%	86%	84%
Your neighborhood as a place to live	80% B	65%	71%	78%	75%	72%	79% A	75%
Northglenn as a place to raise children	74%	66%	60%	77% A	77% A	67%	79% A	71%
Northglenn as a place to work	54%	54%	47%	59%	60%	55%	53%	54%
Northglenn as a place to retire	59%	51%	42%	58% A	66% A	53%	61%	57%
The physical attractiveness of Northglenn as a whole	51%	62% A	47%	58% A	63% A	53%	62% A	56%
The overall quality of life in Northglenn	78% B	65%	65%	78% A	77% A	72%	76%	73%

**Table 95: 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?	51%	55%	64% B C	53% C	41%	53%	54%	52%



**Table 96: 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	37%	36%	39%	33%	40%	34%	42%	37%
I like the school my children attend	9%	13%	3%	22% A C	5%	8%	17% A	11%
My job is here	8%	10%	9%	12%	7%	11%	7%	9%
I like my neighborhood	49% B	36%	41%	41%	50% B	43%	45%	44%
I like the location in general	54%	54%	51%	52%	61% A	55%	55%	54%
I like the access to dining and entertainment	32%	35%	37%	32%	31%	34%	34%	33%
Housing and rental rates are affordable	30%	30%	42% B C	25%	24%	32%	29%	30%
I've always lived here	29% B	12%	9%	21% A	36% A B	24% B	16%	22%
I have friends and family in the area	30%	29%	27%	25%	37% A B	32%	25%	29%
Small town feel	16% B	10%	19% B	7%	17% B	14%	13%	14%
Cost of living is affordable	25%	23%	33% B C	20%	21%	28% B	17%	24%
I like that the community is forward-thinking	17% B	10%	16%	10%	16% B	13%	15%	14%
The growing and diverse community	14% B	7%	12%	8%	13%	10%	13%	11%
None of these	6%	12% A	6%	11% A	7%	7%	10%	9%

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

**Table 97: 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	64% B	51%	58%	59%	60%	59%	59%	59%
Openness and acceptance of the community toward people of diverse backgrounds	71%	70%	85% B C	61%	70%	74%	66%	71%
Cleanliness of Northglenn	61%	67%	59%	71% A	62%	62%	69%	63%
Overall quality of new development in Northglenn	58%	55%	60%	58%	53%	59%	55%	57%
Variety of housing options	50% B	39%	39%	53% A	47%	51% B	37%	46%
Overall quality of business and service establishments in Northglenn	53%	66% A	53%	59%	59%	60%	52%	58%
Shopping opportunities	52%	61% A	53%	57%	56%	56%	54%	56%
Opportunities to attend cultural activities	51%	64% A	57%	60% C	50%	61% B	45%	56%
Recreational opportunities	57%	64%	60%	57%	61%	61%	54%	59%
Employment opportunities	31%	53% A	46% C	45% C	30%	44%	38%	41%
Educational opportunities	41%	53% A	47%	42%	48%	45%	43%	45%
Opportunities to participate in social events and activities	61%	70%	74% B C	60%	60%	64%	63%	64%
Opportunities to volunteer	63%	55%	45%	64% A	69% A	63% B	52%	60%
Opportunities to participate in civic matters	62%	59%	50%	66% A	65% A	64% B	53%	60%
Availability of paths and walking trails	77%	73%	73%	79%	76%	75%	76%	75%
Availability of bike trails	69%	67%	62%	73% A	70%	69%	66%	68%

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 affordable quality housing	50% B	32%	51% B C	35%	40%	43%	40%	42%
Availability of affordable quality child care	29%	33%	31%	31%	30%	35%	25%	30%
Availability of affordable quality health care	49%	44%	44%	48%	51%	50%	41%	47%
Availability of affordable quality food	58%	59%	52%	63% A	61%	61%	55%	59%
Availability of preventive health services	50% B	39%	39%	47%	54% A	50% B	37%	47%
Air quality	60%	63%	66%	61%	58%	63%	59%	61%
Quality of overall natural environment in Northglenn	59%	69% A	62%	64%	62%	66% B	56%	63%
Overall image or reputation of Northglenn	53%	67% A	59%	60%	57%	54%	65% A	58%

**Table 98: 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? (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	42% B	28%	23%	43% A	42% A	35%	39%	37%
Participated in a recreation program or activity	40% B	30%	33%	40%	35%	38%	32%	36%
Used a Northglenn park or trail	87% B	81%	86% C	93% C	73%	82%	89% A	85%
Visited Northglenn outdoor pool	17%	12%	9%	23% A C	11%	12%	23% A	15%
Used a Northglenn bike/pedestrian path	76% B	69%	76% C	83% C	59%	71%	77%	73%
Used the theatre	27% B	16%	19%	20%	27%	19%	29% A	23%

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in 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)
Attended a meeting of local city officials or other local public meeting	24% B	14%	11%	19% A	30% A B	21%	18%	20%
Watched a meeting of local city officials on cable television	14%	11%	4%	12% A	23% A B	9%	18% A	13%
Participated in a senior program	13% B	3%	0%	5%	22% A B	8%	7%	9%
Visited the Senior Center	18%	12%	4%	9%	34% A B	15%	13%	15%
Dined at a Northglenn restaurant (other than fast food)	94% B	85%	91%	91%	90%	90%	91%	91%
Attended a Northglenn festival or special event	66%	66%	66%	73% C	58%	65%	69%	66%
Ridden an RTD bus	32%	32%	29%	35%	31%	30%	35%	32%
Used a local Park-n-Ride	29%	34%	28%	37% A C	26%	27%	36% A	31%

**Table 99: 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	67% B	55%	56%	60%	70% A B	66% B	53%	62%
Street repair and maintenance	47%	43%	44%	46%	46%	45%	46%	46%
Street cleaning	55%	54%	53%	52%	59%	57%	49%	55%
Traffic enforcement	50%	46%	44%	46%	55%	51%	45%	49%
Code enforcement (junk vehicles, weed control, trash, outside storage)	39%	36%	27%	41% A	44% A	40%	35%	38%
Animal control	67%	67%	65%	71%	65%	66%	70%	67%
Garbage collection	89% B	78%	75%	85% A	94% A B	83%	88%	85%
Recycling	84% B	75%	68%	82% A	91% A B	82%	78%	81%
Yard waste drop-off	70%	73%	63%	69%	80% A B	73%	69%	72%
Utility billing	74% B	62%	60%	66%	83% A B	73% B	61%	70%
Land use, planning and zoning	52%	55%	55%	48%	58%	55%	51%	53%
Building permits	63%	66%	61%	67%	64%	62%	65%	64%
Building inspections	63%	59%	56%	66%	63%	59%	65%	61%
Maintenance of existing city parks	80% B	68%	74%	74%	79%	73%	80%	76%
Maintenance of open space and trails	71%	65%	62%	71%	75% A	69%	69%	69%
Recreation programs	67%	62%	52%	69% A	74% A	65%	65%	65%
Recreation facilities	58%	50%	48%	53%	65% A	54%	57%	56%
Community/public art	67%	60%	49%	67% A	75% A	69% B	59%	65%

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	57%	54%	39%	55% A	70% A B	59%	49%	56%
Services/programs for seniors	65%	56%	46%	65% A	74% A	62%	57%	62%
Municipal court	59% B	38%	37%	52% A	66% A B	48%	55%	52%
Public information services	70%	65%	80% B	59%	69%	68%	70%	68%
Policing services	79%	73%	69%	81% A	78%	77%	77%	77%
Police response time to emergency police calls (not code enforcement)	84% B	65%	59%	85% A	80% A	73%	83% A	76%
Police response time to non-emergency police calls (not code enforcement)	76% B	50%	52%	74% A	74% A	66%	69%	67%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	68% B	55%	49%	67% A	75% A	58%	73% A	63%

**Table 100: 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	88%	90%	92% B	83%	93% B	88%	91%	89%
Street repair and maintenance	93%	97%	97% C	94%	92%	93%	97%	95%
Street cleaning	64%	67%	68%	59%	71% B	60%	74% A	65%
Traffic enforcement	80%	76%	72%	73%	90% A B	78%	78%	79%
Code enforcement (junk vehicles, weed control, trash, outside storage)	75%	72%	73%	68%	81% B	73%	74%	74%
Animal control	73%	74%	68%	74%	80% A	75%	72%	74%
Garbage collection	94% B	76%	80%	88% A	97% A B	86%	90%	88%
Recycling	81% B	71%	76%	72%	86% A B	75%	81%	77%
Yard waste drop-off	68% B	51%	61%	55%	72% A B	62%	61%	62%
Utility billing	70% B	51%	56%	61%	75% A B	62%	68%	64%
Land use, planning and zoning	75% B	62%	79% B	59%	75% B	74% B	62%	70%
Building permits	69%	60%	72% B	53%	73% B	69% B	57%	65%
Building inspections	69% B	59%	68% B	53%	77% B	64%	66%	65%
Maintenance of existing city parks	86%	82%	85%	79%	90% B	86%	81%	85%
Maintenance of open space and trails	84%	85%	88% B	80%	85%	84%	84%	84%

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 programs	73%	75%	79%	70%	75%	75%	71%	74%
Recreation facilities	75%	75%	78%	70%	78%	77%	70%	75%
Community/public art	51%	68% A	68% B C	53%	54%	57%	61%	57%
Services/programs for youth	79%	79%	79%	76%	84%	80%	76%	79%
Services/programs for seniors	73%	68%	72% B	61%	82% A B	71%	69%	71%
Municipal court	74% B	58%	60%	63%	84% A B	70%	64%	68%
Public information services	68%	70%	67%	63%	78% A B	69%	68%	69%
Policing services	94%	96%	95%	94%	95%	95%	94%	95%
Police response time to emergency police calls (not code enforcement)	95%	94%	96%	94%	94%	93%	98% A	95%
Police response time to non-emergency police calls (not code enforcement)	83%	84%	88% B	80%	83%	83%	85%	83%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	89% B	80%	88%	82%	88%	85%	88%	86%

**Table 101: 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 services provided by the City of Northglenn?	77%	71%	64%	78% A	81% A	75%	75%	75%



**Table 102: 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%	58%	57%	58%	52%	56%	55%	56%
Access to mass transit	65%	81% A	65%	78% A	70%	74%	69%	71%
Ease of car travel in Northglenn	70% B	54%	62%	61%	67%	63%	65%	64%
Ease of bus travel in Northglenn	62%	59%	57%	66%	58%	56%	71% A	61%
Ease of walking in Northglenn	69%	76% A	66%	77% A	73%	73%	71%	72%
Ease of bicycle travel in Northglenn	66%	69%	60%	75% A	67%	66%	73%	67%
Traffic flow on major streets	43%	37%	40%	40%	44%	39%	44%	41%

**Table 103: 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	86% B	78%	80%	85%	84%	82%	85%	83%
Remain in Northglenn for the next five years	90% B	69%	74%	84% A	89% A	81%	84%	83%

**Table 104: 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?	72%	65%	68%	72%	70%	69%	72%	70%

**Table 105: 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	63%	53%	48%	64% A	67% A	63% B	53%	60%
The quality of work performed by City of Northglenn employees	79%	72%	73%	78%	79%	81% B	69%	77%
The value of services for the taxes paid to Northglenn.	51%	44%	36%	51% A	60% A	52%	44%	49%
The overall direction that Northglenn is taking	68% B	52%	61%	64%	62%	63%	61%	62%
The job Northglenn does at informing residents on major issues within the community	60%	52%	48%	58%	64% A	57%	58%	57%
The job Northglenn government does at welcoming citizen involvement	58%	49%	41%	62% A	60% A	58%	51%	55%

**Table 106: 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)?	51% B	29%	30%	45% A	51% A	44%	36%	43%

**Table 107: 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	87% B	68%	80%	80%	86%	82%	83%	82%
Responsiveness	87% B	72%	85%	82%	84%	82%	86%	83%
Courtesy	88%	81%	88%	81%	89%	86%	85%	86%
Making you feel valued	77% B	63%	58%	72% A	84% A B	71%	78%	74%
Overall impression	82% B	69%	75%	77%	84%	79%	77%	79%

**Table 108: 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	84% B	76%	78%	82%	86%	79%	85%	81%
Recreation centers	89%	90%	91%	87%	91%	90%	90%	90%
In your neighborhood	83% B	75%	75%	81%	84% A	79%	81%	80%
In your home	92% B	87%	86%	93% A	91%	88%	93%	90%
On the trail system	73%	71%	76% B	67%	76%	71%	75%	72%
On roadways	72% B	55%	64%	61%	72% B	65%	67%	66%
Retail/commercial areas	84% B	75%	83%	79%	81%	79%	83%	81%

**Table 109: 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	9%	24% A	19% C	17% C	8%	16%	14%	15%
Reported a crime to the police in Northglenn	20%	25%	30% B C	19%	17%	24%	20%	22%

**Table 110: 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	98%	97%	97%	97%	99%	98% B	95%	97%
Solving property crimes	92%	98% A	95%	93%	96%	94%	95%	94%
Reducing illegal activities committed by youth	89%	88%	89% B	83%	95% B	89%	87%	89%
Reducing illegal drug activity	89%	86%	80%	89% A	95% A	88%	88%	88%
Enforcement of traffic laws	71%	74%	67%	69%	84% A B	74%	68%	73%
Code enforcement	56%	59%	52%	49%	72% A B	55%	61%	58%
Crime prevention (School Resource Officers, citizen police academy)	86%	81%	84%	84%	87%	82%	89% A	84%

**Table 111: Question 17 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 "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)	85%	92% A	90%	85%	89%	86%	93% A	88%
Increased visibility of police	90%	91%	89%	90%	92%	90%	91%	90%
Additional training for officers to more effectively deal with mental health issues	92%	91%	93%	89%	95% B	93%	90%	92%
Greater accessibility to police and police-related information	78%	88% A	79%	83%	85%	81%	86%	82%

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").	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)
More community policing officers (problem solving at a community-level such as neighborhood problems)	83%	79%	83%	76%	88% B	82%	81%	82%
Increasing use of technology, such as body cameras	83%	81%	82%	77%	88% B	84%	79%	82%
Adding surveillance cameras in high crime area	93%	90%	93%	90%	94%	93%	91%	92%

**Table 112: 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	88% B	79%	86%	84%	84%	83%	87%	84%
Promote efforts to revitalize Northglenn's business areas	91% B	82%	91%	85%	88%	90% B	83%	88%
Strengthen Northglenn's community image and identity	81%	86%	87%	80%	80%	82%	83%	83%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	89% B	83%	88%	83%	89%	90% B	80%	87%
Promote efforts to attract new jobs	84%	91% A	92% B	82%	86%	87%	86%	86%

**Table 113: 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	67%	82% A	80% B C	71%	67%	69%	79% A	73%
Health services	24%	27%	23%	23%	31%	22%	30% A	25%
Meals and entertainment	71%	69%	74%	66%	70%	68%	71%	70%
Household items	59%	60%	60%	58%	60%	58%	61%	59%
Computers and electronics	23%	25%	18%	23%	30% A	25%	22%	24%
General retail (shoes, beauticians, clothing, etc.)	42%	40%	39%	40%	46%	43%	39%	41%

**Table 114: 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	2%	3%	1%	2%	4%	2%	3%	2%
It is convenient; on my way to or from work or near my home	40%	53% A	53% B C	43%	38%	49% B	38%	44%
I like the range of quality goods and services	42%	49%	50% C	45%	38%	47% B	38%	44%
Desired item is not available in Northglenn	70% B	63%	69%	66%	66%	65%	70%	67%
It is more affordable	14%	24% A	16%	19%	19%	19%	15%	18%
Visit a mall or other major retailers	50%	51%	53%	55% C	44%	51%	50%	50%
I shop online	53% B	43%	59% C	53% C	34%	51%	44%	49%
Other	11%	13%	13%	9%	12%	10%	14%	12%

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



**Table 115: 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	(B) B	(A) B	(B) A	(C) A B	(A) B	(B) A	(A) B
City Monthly "Connection" Newsletter	86% B	68% B	66% B	82% A	90% A B	81% B	75% A	79% B
Parks and Recreation Activity Guide	74% B	55% B	61% B	68% A	72% A	66% B	68% A	67% B
Denver Post	30% B	29% B	22% B	27% B	40% A B	31% B	27% A	30% B
Denver Post YourHub	18% B	11% B	3% B	14% A	29% A B	16% B	13% A	15% B
The Northglenn-Thornton Sentinel	37% B	18% B	17% B	31% A	43% A B	29% B	32% A	30% B
Radio news	32% B	28% B	23% B	32% A	37% A	31% B	29% A	31% B
Television news	56% B	49% B	39% B	58% A	62% A	54% B	52% A	53% B
Cable TV Channel 8 (Government Access Channel)	17% B	16% B	11% B	13% B	28% A B	15% B	20% A	17% B
City's website: www.northglenn.org	69% B	46% B	60% C	70% A C	49% B	60% B	58% A	60% B
Access Northglenn app (issue tracking system)	15% B	9% B	13% B	13% B	11% B	9% B	18% A	12% B
City of Northglenn's social media sites (Facebook, Twitter)	26% B	26% B	39% B C	26% C	13% B	26% B	28% A	26% B
Community-created Facebook groups/pages about Northglenn	24% B	14% B	23% C	23% C	14% B	18% B	27% A	20% B
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	45% B	21% B	41% C	39% C	27% B	32% B	45% A	36% B
Word of mouth	77% B	68% B	68% B	75% B	76% B	74% B	69% B	73% B

## 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 116: 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	84%	262	371	Similar
Your neighborhood as a place to live	75%	259	302	Similar
Northglenn as a place to raise children	71%	274	362	Similar
Northglenn as a place to work	54%	250	346	Similar
Northglenn as a place to retire	57%	238	342	Similar
The overall quality of life in Northglenn	73%	321	426	Similar

**Table 117: 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	59%	202	296	Similar
Openness and acceptance of the community toward people of diverse backgrounds	71%	89	284	Similar
Cleanliness of Northglenn	63%	204	276	Similar
Overall quality of new development in Northglenn	57%	132	283	Similar
Variety of housing options	46%	167	271	Similar
Overall quality of business and service establishments in Northglenn	58%	169	266	Similar
Shopping opportunities	56%	140	284	Similar
Opportunities to attend cultural activities	56%	174	281	Similar
Recreational opportunities	59%	200	284	Similar
Employment opportunities	41%	174	301	Similar
Opportunities to participate in social events and activities	64%	103	257	Similar
Opportunities to volunteer	60%	194	258	Similar
Opportunities to participate in civic matters	60%	150	267	Similar
Availability of paths and walking trails	75%	98	303	Similar
Availability of affordable quality housing	42%	139	292	Similar
Availability of affordable quality child care	30%	230	251	Lower
Availability of affordable quality health care	47%	213	252	Lower
Availability of affordable quality food	59%	177	239	Similar
Availability of preventive health services	47%	185	233	Similar
Air quality	61%	214	239	Lower
Quality of overall natural environment in Northglenn	63%	234	269	Lower
Overall image or reputation of Northglenn	58%	247	334	Similar

**Table 118: 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? (percent "at least once").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Used Northglenn recreation center	37%	230	234	Much lower
Participated in a recreation program or activity	36%	6	7	Lower
Used a Northglenn park or trail	85%	134	260	Similar
Attended a meeting of local city officials or other local public meeting	20%	131	257	Similar
Watched a meeting of local city officials on cable television	13%	197	226	Lower
Attended a Northglenn festival or special event	75%	14	255	Much higher
Ridden an RTD bus	81%	6	210	Much higher

**Table 119: Question 6**

The following are services provided by the City of Northglenn. For each service, please rate the quality of each service (percent "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Snow removal	62%	158	261	Similar
Street repair and maintenance	46%	190	353	Similar
Street cleaning	55%	204	308	Similar
Traffic enforcement	49%	304	348	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	38%	281	367	Similar
Animal control	67%	137	313	Similar
Garbage collection	85%	82	329	Similar
Recycling	81%	127	336	Similar
Yard waste drop-off	72%	165	261	Similar
Utility billing	70%	79	228	Similar
Land use, planning and zoning	53%	89	289	Similar
Building permits	64%	3	11	Similar
Building inspections	61%	6	8	Similar
Recreation programs	65%	193	306	Similar
Recreation facilities	56%	218	269	Similar
Services/programs for youth	56%	12	13	Similar
Services/programs for seniors	62%	13	22	Similar
Municipal court	52%	13	16	Similar
Public information services	68%	169	278	Similar
Policing services	77%	274	421	Similar
Police response time to emergency police calls (not code enforcement)	76%	3	7	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	63%	229	344	Similar

**Table 120: 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 quality of City services	75%	238	396	Similar

**Table 121: 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	56%	8	10	Similar
Ease of car travel in Northglenn	64%	184	295	Similar
Ease of bus travel in Northglenn	61%	31	230	Higher
Ease of walking in Northglenn	72%	119	297	Similar
Ease of bicycle travel in Northglenn	67%	56	296	Higher
Traffic flow on major streets	41%	211	323	Similar

**Table 122: 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	83%	181	275	Similar
Remain in Northglenn for the next five years	83%	173	270	Similar

**Table 123: 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%	112	265	Similar
The value of services for the taxes paid to Northglenn.	49%	214	380	Similar
The overall direction that Northglenn is taking	62%	129	305	Similar
The job Northglenn does at informing residents on major issues within the community	57%	10	14	Similar
The job Northglenn government does at welcoming citizen involvement	55%	97	308	Similar

**Table 124: 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)?	43%	180	313	Similar

**Table 125: Question 13**

What was your impression of the City of Northglenn employee(s) overall? (percent "excellent" or "good").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Knowledge	82%	19	28	Similar
Responsiveness	83%	17	28	Similar
Courtesy	86%	12	18	Similar
Making you feel valued	74%	2	6	Similar
Overall impression	79%	73	362	Similar

**Table 126: Question 14**

Please rate how safe you feel in the following areas in Northglenn: (percent "very safe" or "somewhat safe").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Parks and playgrounds	81%	10	12	Similar
In your neighborhood	80%	330	340	Lower
Retail/commercial areas	81%	257	308	Similar

**Table 127: Question 15**

Please indicate whether or not each of the following has applied to you in the last 12 months (percent "yes").	Percent positive	Rank	Number of communities in national comparison	Comparison to benchmark
Household member was a victim of a crime in Northglenn	85%	207	265	Similar
Reported a crime to the police in Northglenn	78%	163	256	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	• Brentwood city, TN.....	41,524
• Airway Heights city, WA.....	8,017	• Brighton city, CO.....	38,016
• Albany city, OR.....	52,007	• Brookline CDP, MA.....	59,246
• Albemarle County, VA.....	105,105	• Brooklyn Center city, MN.....	30,885
• Albert Lea city, MN.....	17,716	• Brooklyn city, OH.....	10,891
• Alexandria city, VA.....	154,710	• Broomfield city, CO.....	64,283
• American Canyon city, CA.....	20,341	• Brownsburg town, IN.....	24,625
• Ames city, IA.....	65,005	• Buffalo Grove village, IL.....	41,551
• Ankeny city, IA.....	56,237	• Burlingame city, CA.....	30,401
• Ann Arbor city, MI.....	119,303	• Cabarrus County, NC.....	196,716
• Apache Junction city, AZ.....	38,452	• Cambridge city, MA.....	110,893
• Arapahoe County, CO.....	626,612	• Canandaigua city, NY.....	10,402
• Arlington city, TX.....	388,225	• Cannon Beach city, OR.....	1,517
• Arvada city, CO.....	115,320	• Cañon City city, CO.....	16,298
• Asheville city, NC.....	89,318	• Canton city, SD.....	3,352
• Ashland city, OR.....	20,733	• Cape Coral city, FL.....	173,679
• Ashland town, MA.....	17,478	• Carlsbad city, CA.....	113,147
• Ashland town, VA.....	7,554	• Carroll city, IA.....	9,937
• Aspen city, CO.....	7,097	• Cartersville city, GA.....	20,235
• Athens-Clarke County, GA.....	122,292	• Cary town, NC.....	159,715
• Auburn city, AL.....	61,462	• Castle Rock town, CO.....	57,274
• Augusta CCD, GA.....	136,103	• Cedar Hill city, TX.....	48,149
• Aurora city, CO.....	357,323	• Cedar Park city, TX.....	70,010
• Austin city, TX.....	916,906	• Cedar Rapids city, IA.....	130,330
• Avon town, CO.....	6,503	• Celina city, TX.....	7,910
• Avon town, IN.....	16,479	• Centennial city, CO.....	108,448
• Avondale city, AZ.....	81,590	• Chandler city, AZ.....	245,160
• Azusa city, CA.....	49,029	• Chandler city, TX.....	2,896
• Bainbridge Island city, WA.....	23,689	• Chanhassen city, MN.....	25,108
• Baltimore city, MD.....	619,796	• Chapel Hill town, NC.....	59,234
• Baltimore County, MD.....	828,637	• Chardon city, OH.....	5,166
• Battle Creek city, MI.....	51,505	• Charles County, MD.....	156,021
• Bay Village city, OH.....	15,426	• Charlotte County, FL.....	173,236
• Baytown city, TX.....	76,205	• Charlottesville city, VA.....	46,487
• Bedford city, TX.....	49,082	• Chattanooga city, TN.....	176,291
• Bedford town, MA.....	14,105	• Chautauqua town, NY.....	4,362
• Bellevue city, WA.....	139,014	• Chesterfield County, VA.....	335,594
• Bellingham city, WA.....	85,388	• Clackamas County, OR.....	399,962
• Bend city, OR.....	87,167	• Clayton city, MO.....	16,214
• Bethlehem township, PA.....	23,800	• Clearwater city, FL.....	112,794
• Bettendorf city, IA.....	35,293	• Cleveland Heights city, OH.....	45,024
• Billings city, MT.....	109,082	• Clinton city, SC.....	8,538
• Bloomington city, IN.....	83,636	• Clive city, IA.....	17,134
• Bloomington city, MN.....	85,417	• Clovis city, CA.....	104,411
• Boise City city, ID.....	220,859	• College Park city, MD.....	32,186
• Bonner Springs city, KS.....	7,644	• College Station city, TX.....	107,445
• Boulder city, CO.....	106,271	• Colleyville city, TX.....	25,557
• Bowling Green city, KY.....	64,302	• Collinsville city, IL.....	24,767
• Bozeman city, MT.....	43,132	• Columbia city, MO.....	118,620



• Columbia city, SC.....	132,236	• Elmhurst city, IL.....	46,139
• Columbia Falls city, MT.....	5,054	• Englewood city, CO.....	33,155
• Commerce City city, CO.....	52,905	• Erie town, CO.....	22,019
• Concord city, CA.....	128,160	• Estes Park town, CO.....	6,248
• Concord town, MA.....	19,357	• Euclid city, OH.....	47,698
• Conshohocken borough, PA.....	7,985	• Fairview town, TX.....	8,473
• Coolidge city, AZ.....	12,221	• Farmers Branch city, TX.....	33,808
• Coon Rapids city, MN.....	62,342	• Farmersville city, TX.....	3,440
• Coral Springs city, FL.....	130,110	• Farmington Hills city, MI.....	81,235
• Coronado city, CA.....	24,053	• Farmington town, CT.....	25,596
• Corvallis city, OR.....	56,224	• Fate city, TX.....	10,339
• Cottonwood Heights city, UT.....	34,214	• Fayetteville city, GA.....	17,069
• Coventry Lake CDP, CT.....	2,932	• Fayetteville city, NC.....	210,324
• Creve Coeur city, MO.....	18,259	• Ferguson township, PA.....	18,837
• Cupertino city, CA.....	60,687	• Fernandina Beach city, FL.....	11,957
• Dacono city, CO.....	4,929	• Flower Mound town, TX.....	71,575
• Dakota County, MN.....	414,655	• Forest Grove city, OR.....	23,554
• Dallas city, OR.....	15,413	• Fort Collins city, CO.....	159,150
• Dallas city, TX.....	1,300,122	• 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, FL.....	3,665	• Fruita city, CO.....	13,039
• Davidson town, NC.....	12,325	• Gahanna city, OH.....	34,691
• Dayton city, OH.....	140,939	• Gaithersburg city, MD.....	67,417
• Dayton town, WY.....	815	• Galveston city, TX.....	49,706
• Dearborn city, MI.....	95,295	• Gardner city, KS.....	21,059
• Decatur city, GA.....	22,022	• Germantown city, TN.....	39,230
• Del Mar city, CA.....	4,338	• Gilbert town, AZ.....	232,176
• DeLand city, FL.....	30,315	• Gillette city, WY.....	31,783
• Delaware city, OH.....	38,193	• Glen Ellyn village, IL.....	27,983
• Denison city, TX.....	23,342	• Glendora city, CA.....	51,891
• Denton city, TX.....	131,097	• Glenview village, IL.....	47,066
• Denver city, CO.....	678,467	• Golden city, CO.....	20,365
• Des Moines city, IA.....	214,778	• Golden Valley city, MN.....	21,208
• Des Peres city, MO.....	8,536	• Goodyear city, AZ.....	74,953
• Destin city, FL.....	13,421	• Grafton village, WI.....	11,576
• Dover city, NH.....	30,901	• Grand Blanc city, MI.....	7,964
• Dublin city, CA.....	57,022	• Grants Pass city, OR.....	36,687
• Dublin city, OH.....	44,442	• Grass Valley city, CA.....	12,893
• Duluth city, MN.....	86,066	• Greeley city, CO.....	100,760
• Durham city, NC.....	257,232	• Greenville city, NC.....	90,347
• Durham County, NC.....	300,865	• Greenwich town, CT.....	62,782
• Dyer town, IN.....	16,077	• Greenwood Village city, CO.....	15,397
• Eagan city, MN.....	66,102	• Greer city, SC.....	28,587
• Eagle Mountain city, UT.....	27,773	• Gunnison County, CO.....	16,215
• Eau Claire city, WI.....	67,945	• Haltom City city, TX.....	44,059
• Eden Prairie city, MN.....	63,660	• Hamilton city, OH.....	62,216
• Eden town, VT.....	1,254	• Hamilton town, MA.....	7,991
• Edgewater city, CO.....	5,299	• Hampton city, VA.....	136,255
• Edina city, MN.....	50,603	• Hanover County, VA.....	103,218
• Edmond city, OK.....	89,769	• Harrisburg city, SD.....	5,429
• Edmonds city, WA.....	41,309	• Harrisonburg city, VA.....	53,064
• El Cerrito city, CA.....	24,982	• Harrisonville city, MO.....	10,025
• El Paso de Robles (Paso Robles) city, CA.....	31,409	• Hastings city, MN.....	22,620
• Elk Grove city, CA.....	166,228	• Henderson city, NV.....	284,817

• Herndon town, VA.....	24,545	• Lawrenceville city, GA .....	29,287
• High Point city, NC.....	109,849	• Lehi city, UT.....	58,351
• Highland Park city, IL .....	29,796	• Lenexa city, KS.....	52,030
• Highlands Ranch CDP, CO .....	105,264	• Lewisville city, TX.....	103,638
• Homer Glen village, IL.....	24,403	• Lewisville town, NC .....	13,516
• Honolulu County, HI .....	990,060	• Libertyville village, IL .....	20,504
• Hoquiam city, WA.....	8,416	• Lincolnwood village, IL .....	12,637
• Horry County, SC .....	310,186	• Lindsborg city, KS .....	3,313
• Hudson town, CO .....	1,709	• Little Chute village, WI .....	11,006
• Huntley village, IL .....	26,265	• Littleton city, CO.....	45,848
• Huntsville city, TX .....	40,727	• Livermore city, CA .....	88,232
• Hutchinson city, MN.....	13,836	• Lombard village, IL .....	43,776
• Hutto city, TX.....	22,644	• Lone Tree city, CO .....	13,430
• Independence city, MO .....	117,369	• Long Grove village, IL .....	7,980
• Indio city, CA.....	86,867	• Longmont city, CO.....	91,730
• Iowa City city, IA .....	73,415	• Lonsdale city, MN.....	3,850
• Irving city, TX .....	235,648	• Los Alamos County, NM .....	18,031
• Issaquah city, WA .....	35,629	• Los Altos Hills town, CA .....	8,490
• Jackson city, MO.....	14,690	• Loudoun County, VA.....	374,558
• Jackson County, MI.....	158,989	• Louisville city, CO.....	20,319
• James City County, VA.....	73,028	• Lower Merion township, PA.....	58,500
• Jefferson County, NY .....	116,567	• Lynchburg city, VA.....	79,237
• Jefferson Parish, LA .....	437,038	• Lynnwood city, WA.....	37,242
• Jerome city, ID .....	11,306	• Manassas city, VA.....	41,379
• Johnson City city, TN .....	65,598	• Manhattan Beach city, CA.....	35,698
• Johnston city, IA .....	20,172	• Manhattan city, KS .....	55,427
• Jupiter town, FL.....	62,373	• Mankato city, MN.....	41,241
• Kalamazoo city, MI .....	75,833	• Maple Grove city, MN .....	68,362
• Kansas City city, KS .....	151,042	• Maplewood city, MN.....	40,127
• Kansas City city, MO .....	476,974	• Maricopa County, AZ.....	4,155,501
• Keizer city, OR.....	37,910	• Marin County, CA .....	260,814
• Kent city, WA.....	126,561	• Marion city, IA .....	38,014
• Kerrville city, TX.....	22,931	• Mariposa County, CA.....	17,658
• Key West city, FL.....	25,316	• Marshfield city, WI .....	18,326
• King City city, CA.....	13,721	• Martinez city, CA .....	37,902
• Kingman city, AZ.....	28,855	• Marysville city, WA.....	66,178
• Kirkland city, WA .....	86,772	• Maui County, HI.....	164,094
• Kirkwood city, MO.....	27,659	• McKinney city, TX .....	164,760
• Knoxville city, IA .....	7,202	• McMinnville city, OR .....	33,211
• La Plata town, MD .....	9,160	• Mecklenburg County, NC .....	1,034,290
• La Vista city, NE .....	17,062	• Menlo Park city, CA .....	33,661
• Laguna Niguel city, CA .....	65,429	• Menomonee Falls village, WI .....	36,411
• Lake Forest city, IL .....	18,931	• Mercer Island city, WA.....	24,768
• Lake in the Hills village, IL.....	28,908	• Meridian charter township, MI .....	41,903
• Lake Zurich village, IL.....	19,983	• Meridian city, ID .....	91,917
• Lakeville city, MN .....	61,056	• Merriam city, KS .....	11,259
• Lakewood city, CO .....	151,411	• Mesa city, AZ .....	479,317
• Lakewood city, WA.....	59,102	• Miami Beach city, FL.....	92,187
• Lancaster County, SC.....	86,544	• Miami city, FL .....	443,007
• Lansing city, MI.....	115,222	• Middleton city, WI.....	18,951
• Laramie city, WY.....	32,104	• Midland city, MI .....	41,958
• Larimer County, CO .....	330,976	• Milford city, DE.....	10,645
• Las Cruces city, NM .....	101,014	• Milton city, GA.....	37,556
• Las Vegas city, NM.....	13,445	• Minneapolis city, MN .....	411,452
• Lawrence city, KS.....	93,954	• Minnetrista city, MN .....	7,187

• Missouri City city, TX .....	72,688	• Palos Verdes Estates city, CA.....	13,591
• Moline city, IL .....	42,644	• Papillion city, NE.....	19,478
• Monroe city, MI.....	20,128	• Paradise Valley town, AZ.....	13,961
• Montgomery city, MN .....	2,921	• Park City city, UT .....	8,167
• Montgomery County, MD .....	1,039,198	• Parker town, CO .....	51,125
• Monticello city, UT .....	2,599	• Parkland city, FL .....	28,901
• Montrose city, CO.....	18,918	• Pasco city, WA .....	70,607
• Moraga town, CA.....	17,231	• Pasco County, FL.....	498,136
• Morristown city, TN.....	29,446	• Payette city, ID .....	7,366
• Morrisville town, NC.....	23,873	• Pearland city, TX.....	113,693
• Morro Bay city, CA.....	10,568	• Peoria city, IL .....	115,424
• Mountlake Terrace city, WA.....	20,922	• Pflugerville city, TX .....	58,013
• Murphy city, TX .....	20,361	• Pinehurst village, NC .....	15,580
• Naperville city, IL .....	146,431	• Piqua city, OH .....	20,793
• Napoleon city, OH .....	8,646	• Pitkin County, CO .....	17,747
• Nederland city, TX .....	17,284	• Plano city, TX .....	281,566
• Needham CDP, MA.....	30,429	• Platte City city, MO.....	4,867
• Nevada City city, CA.....	3,112	• Pleasant Hill city, IA.....	9,608
• Nevada County, CA.....	98,838	• Pleasanton city, CA.....	79,341
• New Braunfels city, TX.....	70,317	• Polk County, IA .....	467,235
• New Brighton city, MN .....	22,440	• Pompano Beach city, FL .....	107,542
• New Concord village, OH.....	2,561	• Port Orange city, FL .....	60,315
• New Hope city, MN .....	20,909	• Port St. Lucie city, FL .....	178,778
• New Orleans city, LA.....	388,182	• Portland city, OR .....	630,331
• New Ulm city, MN .....	13,249	• Powell city, OH .....	12,658
• Newport city, RI.....	24,745	• Powhatan County, VA .....	28,364
• Newport News city, VA.....	180,775	• Prince William County, VA.....	450,763
• Newton city, IA .....	15,085	• Prior Lake city, MN .....	25,452
• Noblesville city, IN .....	59,807	• Pueblo city, CO .....	109,122
• Norcross city, GA .....	16,474	• Purcellville town, VA .....	9,217
• Norfolk city, NE.....	24,352	• Queen Creek town, AZ .....	33,298
• Norfolk city, VA.....	245,752	• Raleigh city, NC.....	449,477
• North Mankato city, MN .....	13,583	• Ramsey city, MN.....	25,853
• North Port city, FL.....	62,542	• Raymond town, ME.....	4,497
• North Yarmouth town, ME .....	3,714	• Raymore city, MO.....	20,358
• Northglenn city, CO .....	38,473	• Redmond city, OR.....	28,492
• Novato city, CA .....	55,378	• Redmond city, WA.....	60,712
• Novi city, MI .....	58,835	• Redwood City city, CA .....	84,368
• O'Fallon city, IL .....	29,095	• Reno city, NV .....	239,732
• Oak Park village, IL.....	52,229	• Richland city, WA .....	53,991
• Oakley city, CA.....	39,950	• Richmond city, CA .....	108,853
• Oklahoma City city, OK.....	629,191	• Richmond Heights city, MO.....	8,466
• Olmsted County, MN.....	151,685	• Rio Rancho city, NM .....	93,317
• Olympia city, WA .....	49,928	• River Falls city, WI .....	15,256
• Orange village, OH.....	3,280	• Riverside city, CA .....	321,570
• Orland Park village, IL.....	59,161	• Roanoke city, VA .....	99,572
• Orleans Parish, LA.....	388,182	• Roanoke County, VA.....	93,419
• Oshkosh city, WI.....	66,649	• Rochester city, NY .....	209,463
• Oswego village, IL .....	33,759	• Rock Hill city, SC .....	70,764
• Ottawa County, MI .....	280,243	• Rockville city, MD .....	66,420
• Overland Park city, KS.....	186,147	• Roeland Park city, KS.....	6,810
• Paducah city, KY .....	24,879	• Rohnert Park city, CA.....	42,305
• Palm Beach Gardens city, FL.....	53,119	• Rolla city, MO .....	20,013
• Palm Coast city, FL.....	82,356	• Rosemount city, MN.....	23,474
• Palo Alto city, CA .....	67,082	• Rosenberg city, TX.....	35,867

• Roseville city, MN .....	35,624	• Temecula city, CA .....	110,722
• Round Rock city, TX .....	116,369	• Tempe city, AZ .....	178,339
• Royal Palm Beach village, FL .....	37,665	• Temple city, TX .....	71,795
• Sacramento city, CA .....	489,650	• Texarkana city, TX .....	37,222
• Sahuarita town, AZ .....	28,257	• The Woodlands CDP, TX .....	109,608
• Sammamish city, WA .....	62,877	• Tigard city, OR .....	51,355
• San Diego city, CA .....	1,390,966	• Tracy city, CA .....	87,613
• San Jose city, CA .....	1,023,031	• Trinidad CCD, CO .....	10,819
• San Marcos city, CA .....	93,493	• Tualatin city, OR .....	27,135
• San Marcos city, TX .....	59,935	• Tulsa city, OK .....	401,352
• Sangamon County, IL .....	198,134	• Tustin city, CA .....	80,007
• Santa Fe city, NM .....	82,980	• Twin Falls city, ID .....	47,340
• Santa Fe County, NM .....	147,514	• Unalaska city, AK .....	4,809
• Sarasota County, FL .....	404,839	• University Heights city, OH .....	13,201
• Savage city, MN .....	30,011	• University Park city, TX .....	24,692
• Schaumburg village, IL .....	74,427	• Urbandale city, IA .....	42,222
• Schertz city, TX .....	38,199	• Vail town, CO .....	5,425
• Northglenn, MN .....	141,463	• Ventura CCD, CA .....	115,218
• Scottsdale city, AZ .....	239,283	• Vernon Hills village, IL .....	26,084
• Sedona city, AZ .....	10,246	• Vestavia Hills city, AL .....	34,003
• Sevierville city, TN .....	16,387	• Victoria city, MN .....	8,679
• Shakopee city, MN .....	40,024	• Vienna town, VA .....	16,474
• Sharonville city, OH .....	13,974	• Virginia Beach city, VA .....	450,057
• Shawnee city, KS .....	64,840	• Walnut Creek city, CA .....	68,516
• Shawnee city, OK .....	30,974	• Warrensburg city, MO .....	19,890
• Sherborn town, MA .....	4,302	• Washington County, MN .....	250,979
• Shoreline city, WA .....	55,431	• Washoe County, NV .....	445,551
• Shoreview city, MN .....	26,432	• Washougal city, WA .....	15,241
• Shorewood village, IL .....	16,809	• Wauwatosa city, WI .....	47,687
• Sierra Vista city, AZ .....	43,585	• Wentzville city, MO .....	35,768
• Silverton city, OR .....	9,757	• West Carrollton city, OH .....	12,963
• Sioux Falls city, SD .....	170,401	• Western Springs village, IL .....	13,187
• Skokie village, IL .....	64,773	• Westerville city, OH .....	38,604
• Snoqualmie city, WA .....	12,944	• Westlake town, TX .....	1,006
• Snowmass Village town, CO .....	2,827	• Westminster city, CO .....	111,895
• Somerset town, MA .....	18,257	• Westminster city, MD .....	18,557
• South Jordan city, UT .....	65,523	• Wheat Ridge city, CO .....	31,162
• Southlake city, TX .....	30,090	• White House city, TN .....	11,107
• Spearfish city, SD .....	11,300	• Wichita city, KS .....	389,054
• Springfield city, MO .....	165,785	• Williamsburg city, VA .....	14,817
• Springville city, UT .....	32,319	• Willowbrook village, IL .....	8,598
• St. Augustine city, FL .....	13,952	• Wilmington city, NC .....	115,261
• St. Charles city, IL .....	32,730	• Wilsonville city, OR .....	22,789
• St. Joseph city, MO .....	76,819	• Windsor town, CO .....	23,386
• St. Louis County, MN .....	200,294	• Windsor town, CT .....	29,037
• State College borough, PA .....	42,224	• Winnetka village, IL .....	12,504
• Steamboat Springs city, CO .....	12,520	• Winter Garden city, FL .....	40,799
• Sugar Land city, TX .....	86,886	• Woodbury city, MN .....	67,648
• Suisun City city, CA .....	29,280	• Woodinville city, WA .....	11,675
• Summit County, UT .....	39,731	• Wyandotte County, KS .....	163,227
• Sunnyvale city, CA .....	151,565	• Yakima city, WA .....	93,182
• Surprise city, AZ .....	129,534	• York County, VA .....	67,196
• Suwanee city, GA .....	18,655	• Yorktown town, IN .....	11,200
• Tacoma city, WA .....	207,280	• Yorkville city, IL .....	18,691
• Takoma Park city, MD .....	17,643	• Yountville city, CA .....	2,978

## Front Range Benchmark Comparisons

**Table 128: 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	84%	19	28	Similar
Your neighborhood as a place to live	75%	23	26	Similar
Northglenn as a place to raise children	71%	22	29	Similar
Northglenn as a place to work	54%	23	29	Similar
Northglenn as a place to retire	57%	21	30	Similar
The overall quality of life in Northglenn	73%	25	32	Similar

**Table 129: 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	59%	16	23	Similar
Openness and acceptance of the community toward people of diverse backgrounds	71%	6	22	Similar
Cleanliness of Northglenn	63%	11	18	Similar
Overall quality of new development in Northglenn	57%	7	19	Similar
Variety of housing options	46%	10	19	Similar
Overall quality of business and service establishments in Northglenn	58%	11	18	Similar
Shopping opportunities	56%	14	24	Similar
Opportunities to attend cultural activities	56%	13	22	Similar
Recreational opportunities	59%	19	23	Similar
Employment opportunities	41%	17	25	Similar
Opportunities to participate in social events and activities	64%	7	16	Similar
Opportunities to volunteer	60%	8	16	Similar
Opportunities to participate in civic matters	60%	8	19	Similar
Availability of paths and walking trails	75%	9	19	Similar
Availability of affordable quality housing	42%	3	19	Higher
Availability of affordable quality child care	30%	11	14	Similar
Availability of affordable quality health care	47%	13	17	Similar
Availability of affordable quality food	59%	9	14	Similar
Availability of preventive health services	47%	9	11	Similar
Air quality	61%	15	17	Similar
Quality of overall natural environment in Northglenn	63%	16	18	Similar
Overall image or reputation of Northglenn	58%	16	24	Similar

**Table 130: 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? (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	37%	14	14	Much lower
Participated in a recreation program or activity	36%	NA	NA	NA
Used a Northglenn park or trail	85%	12	16	Similar
Attended a meeting of local city officials or other local public meeting	20%	12	16	Similar
Watched a meeting of local city officials on cable television	13%	9	13	Similar
Attended a Northglenn festival or special event	75%	3	16	Higher
Ridden an RTD bus	81%	1	11	Much higher

**Table 131: 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	62%	8	25	Similar
Street repair and maintenance	46%	17	25	Similar
Street cleaning	55%	16	21	Similar
Traffic enforcement	49%	23	25	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	38%	21	25	Similar
Animal control	67%	9	22	Similar
Garbage collection	85%	4	15	Similar
Recycling	81%	4	17	Similar
Yard waste drop-off	72%	2	7	Similar
Utility billing	70%	6	13	Similar
Land use, planning and zoning	53%	4	17	Similar
Building permits	64%	1	5	Similar
Building inspections	61%	3	5	Similar
Recreation programs	65%	17	21	Similar
Recreation facilities	56%	19	19	Lower
Services/programs for youth	56%	5	5	Similar
Services/programs for seniors	62%	4	8	Similar
Municipal court	52%	10	10	Similar
Public information services	68%	8	16	Similar
Policing services	77%	14	28	Similar
Police response time to emergency police calls (not code enforcement)	76%	2	5	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	63%	14	22	Similar



Table 132: 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 quality of City services	75%	19	30	Similar

Table 133: 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
Condition of city streets	56%	NA	NA	NA
Ease of car travel in Northglenn	64%	14	25	Similar
Ease of bus travel in Northglenn	61%	5	15	Similar
Ease of walking in Northglenn	72%	13	24	Similar
Ease of bicycle travel in Northglenn	67%	11	25	Similar
Traffic flow on major streets	41%	12	21	Similar

Table 134: 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	83%	12	20	Similar
Remain in Northglenn for the next five years	83%	13	20	Similar

Table 135: 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	16	Similar
The value of services for the taxes paid to Northglenn.	49%	14	24	Similar
The overall direction that Northglenn is taking	62%	9	26	Similar
The job Northglenn does at informing residents on major issues within the community	57%	5	6	Similar
The job Northglenn government does at welcoming citizen involvement	55%	7	27	Similar

**Table 136: 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)?	43%	12	22	Similar

**Table 137: Question 13**

What was your impression of the City of Northglenn employee(s) overall? (percent "excellent" or "good").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Knowledge	82%	6	11	Similar
Responsiveness	83%	6	9	Similar
Courtesy	86%	5	8	Similar
Making you feel valued	74%	NA	NA	NA
Overall impression	79%	7	27	Similar

**Table 138: Question 14**

Please rate how safe you feel in the following areas in Northglenn: (percent "very safe" or "somewhat safe").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Parks and playgrounds	81%	5	5	Similar
In your neighborhood	80%	21	21	Lower
Retail/commercial areas	81%	16	18	Similar

**Table 139: Question 15**

Please indicate whether or not each of the following has applied to you in the last 12 months (percent "yes").	Percent positive	Rank	Number of communities in Front Range comparison	Comparison to benchmark
Household member was a victim of a crime in Northglenn	85%	10	14	Similar
Reported a crime to the police in Northglenn	78%	7	13	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
- Arapahoe County, CO ..... 626,612
- Arvada city, CO ..... 115,320
- Aurora city, CO ..... 357,323
- Boulder city, CO ..... 106,271
- Brighton city, CO..... 38,016
- Broomfield city, CO ..... 64,283
- Castle Rock town, CO ..... 57,274
- Centennial city, CO ..... 108,448
- Commerce City city, CO ..... 52,905
- Dacono city, CO ..... 4,929
- Denver city, CO ..... 678,467
- Edgewater city, CO ..... 5,299
- Englewood city, CO..... 33,155
- Erie town, CO..... 22,019
- Fort Collins city, CO ..... 159,150
- Frederick town, CO..... 11,397
- Golden city, CO..... 20,365
- Greeley city, CO..... 100,760
- Greenwood Village city, CO..... 15,397
- Highlands Ranch CDP, CO..... 105,264
- Lakewood city, CO ..... 151,411
- Larimer County, CO ..... 330,976
- Littleton city, CO..... 45,848
- Lone Tree city, CO ..... 13,430
- Longmont city, CO ..... 91,730
- Louisville city, CO..... 20,319
- Northglenn city, CO ..... 38,473
- Parker town, CO ..... 51,125
- Pueblo city, CO ..... 109,122
- Westminster city, CO..... 111,895
- Wheat Ridge city, CO..... 31,162
- Windsor town, CO ..... 23,386

## 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 374 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 140: 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	21%	N=75	56%	N=200	21%	N=76	2%	N=7	100%	N=358
Your neighborhood as a place to live	22%	N=77	48%	N=174	28%	N=100	2%	N=9	100%	N=360
Northglenn as a place to raise children	19%	N=61	50%	N=159	27%	N=85	5%	N=15	100%	N=321
Northglenn as a place to work	12%	N=27	38%	N=83	28%	N=62	21%	N=46	100%	N=217
Northglenn as a place to retire	14%	N=38	39%	N=108	31%	N=86	15%	N=43	100%	N=275
The physical attractiveness of Northglenn as a whole	10%	N=35	46%	N=165	34%	N=123	10%	N=35	100%	N=358
The overall quality of life in Northglenn	12%	N=41	58%	N=207	29%	N=102	2%	N=7	100%	N=356

**Table 141: 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	21%	N=75	56%	N=200	21%	N=76	2%	N=7	0%	N=0	100%	N=358
Your neighborhood as a place to live	22%	N=77	48%	N=174	28%	N=100	2%	N=9	0%	N=0	100%	N=360
Northglenn as a place to raise children	17%	N=61	44%	N=159	24%	N=85	4%	N=15	11%	N=38	100%	N=359
Northglenn as a place to work	7%	N=27	23%	N=83	17%	N=62	13%	N=46	40%	N=143	100%	N=360
Northglenn as a place to retire	11%	N=38	30%	N=108	24%	N=86	12%	N=43	24%	N=85	100%	N=360
The physical attractiveness of Northglenn as a whole	10%	N=35	46%	N=165	34%	N=123	10%	N=35	1%	N=2	100%	N=360
The overall quality of life in Northglenn	12%	N=41	58%	N=207	29%	N=102	2%	N=7	0%	N=0	100%	N=356

Table 142: Question 2

Do you think the quality of life in Northglenn is likely to improve, stay the same or decline over the next 5 years?	Percent of respondents	Number
Improve a lot	10%	N=38
Improve slightly	37%	N=131
Stay the same	25%	N=88
Decline slightly	20%	N=72
Decline a lot	8%	N=30
Total	100%	N=359

Table 143: Question 3

What are your reasons for living in Northglenn? (Please select all that apply.)	Percent of respondents	Number
I feel safe here	25%	N=89
I like the school my children attend	9%	N=32
My job is here	9%	N=33
I like my neighborhood	39%	N=140
I like the location in general	55%	N=200
I like the access to dining and entertainment	24%	N=85
Housing and rental rates are affordable	21%	N=76
I've always lived here	26%	N=93
I have friends and family in the area	37%	N=135
Small town feel	10%	N=37
Cost of living is affordable	28%	N=101
I like that the community is forward-thinking	11%	N=40
The growing and diverse community	15%	N=53
None of these	10%	N=35

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

Table 144: 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	9%	N=27	42%	N=129	35%	N=107	15%	N=46	100%	N=309
Openness and acceptance of the community toward people of diverse backgrounds	14%	N=40	50%	N=144	28%	N=82	9%	N=25	100%	N=292
Cleanliness of Northglenn	7%	N=21	48%	N=153	32%	N=102	13%	N=42	100%	N=318
Overall quality of new development in Northglenn	9%	N=27	46%	N=137	31%	N=91	14%	N=41	100%	N=296
Variety of housing options	3%	N=9	36%	N=109	47%	N=141	14%	N=41	100%	N=300
Overall quality of business and service establishments in Northglenn	13%	N=39	47%	N=147	30%	N=95	10%	N=32	100%	N=314
Shopping opportunities	18%	N=56	33%	N=104	33%	N=105	17%	N=52	100%	N=318
Opportunities to attend cultural activities	15%	N=45	40%	N=117	35%	N=104	10%	N=29	100%	N=296
Recreational opportunities	18%	N=56	42%	N=128	28%	N=86	12%	N=36	100%	N=306
Employment opportunities	3%	N=7	27%	N=53	44%	N=89	26%	N=51	100%	N=200
Educational opportunities	7%	N=18	34%	N=82	31%	N=74	29%	N=70	100%	N=244
Opportunities to participate in social events and activities	14%	N=43	55%	N=164	25%	N=76	5%	N=16	100%	N=300
Opportunities to volunteer	15%	N=36	57%	N=135	22%	N=52	5%	N=12	100%	N=236
Opportunities to participate in civic matters	13%	N=34	43%	N=112	27%	N=70	17%	N=43	100%	N=260
Availability of paths and walking trails	21%	N=64	50%	N=151	23%	N=71	6%	N=18	100%	N=303
Availability of bike trails	20%	N=54	49%	N=134	22%	N=60	9%	N=25	100%	N=274
Availability of affordable quality housing	6%	N=17	28%	N=80	33%	N=95	34%	N=97	100%	N=289
Availability of affordable quality child care	7%	N=9	17%	N=21	37%	N=46	40%	N=50	100%	N=126
Availability of affordable quality health care	7%	N=15	32%	N=68	35%	N=75	26%	N=56	100%	N=215
Availability of affordable quality food	11%	N=36	51%	N=160	28%	N=87	10%	N=32	100%	N=315
Availability of preventive health services	7%	N=15	40%	N=88	31%	N=69	22%	N=50	100%	N=222
Air quality	9%	N=26	47%	N=142	35%	N=105	10%	N=30	100%	N=303
Quality of overall natural environment in Northglenn	8%	N=25	53%	N=166	32%	N=99	8%	N=25	100%	N=314
Overall image or reputation of Northglenn	8%	N=24	35%	N=109	38%	N=117	19%	N=59	100%	N=309

**Table 145: 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	9%	N=27	41%	N=129	34%	N=107	14%	N=46	2%	N=8	100%	N=316
Openness and acceptance of the community toward people of diverse backgrounds	13%	N=40	46%	N=144	26%	N=82	8%	N=25	8%	N=24	100%	N=316
Cleanliness of Northglenn	7%	N=21	48%	N=153	32%	N=102	13%	N=42	0%	N=1	100%	N=319
Overall quality of new development in Northglenn	8%	N=27	43%	N=137	29%	N=91	13%	N=41	7%	N=23	100%	N=319
Variety of housing options	3%	N=9	34%	N=109	44%	N=141	13%	N=41	6%	N=19	100%	N=319
Overall quality of business and service establishments in Northglenn	12%	N=39	46%	N=147	30%	N=95	10%	N=32	2%	N=5	100%	N=319
Shopping opportunities	18%	N=56	33%	N=104	33%	N=105	17%	N=52	0%	N=0	100%	N=318
Opportunities to attend cultural activities	14%	N=45	37%	N=117	33%	N=104	9%	N=29	7%	N=23	100%	N=318
Recreational opportunities	18%	N=56	40%	N=128	27%	N=86	11%	N=36	4%	N=12	100%	N=317
Employment opportunities	2%	N=7	17%	N=53	28%	N=89	16%	N=51	37%	N=118	100%	N=319
Educational opportunities	6%	N=18	26%	N=82	23%	N=74	22%	N=70	23%	N=75	100%	N=318
Opportunities to participate in social events and activities	14%	N=43	52%	N=164	24%	N=76	5%	N=16	6%	N=19	100%	N=318
Opportunities to volunteer	11%	N=36	43%	N=135	16%	N=52	4%	N=12	26%	N=83	100%	N=318
Opportunities to participate in civic matters	11%	N=34	35%	N=112	22%	N=70	14%	N=43	18%	N=59	100%	N=318
Availability of paths and walking trails	20%	N=64	47%	N=151	22%	N=71	6%	N=18	4%	N=14	100%	N=317
Availability of bike trails	17%	N=54	42%	N=134	19%	N=60	8%	N=25	14%	N=44	100%	N=318
Availability of affordable quality housing	5%	N=17	25%	N=80	30%	N=95	30%	N=97	9%	N=29	100%	N=318
Availability of affordable quality child care	3%	N=9	7%	N=21	15%	N=46	16%	N=50	60%	N=191	100%	N=317
Availability of affordable quality health care	5%	N=15	22%	N=68	24%	N=75	18%	N=56	32%	N=102	100%	N=316
Availability of affordable quality food	11%	N=36	50%	N=160	27%	N=87	10%	N=32	1%	N=3	100%	N=318
Availability of preventive health services	5%	N=15	28%	N=88	22%	N=69	16%	N=50	30%	N=97	100%	N=319
Air quality	8%	N=26	45%	N=142	33%	N=105	9%	N=30	5%	N=15	100%	N=318
Quality of overall natural environment in Northglenn	8%	N=25	52%	N=166	31%	N=99	8%	N=25	1%	N=4	100%	N=318
Overall image or reputation of Northglenn	8%	N=24	34%	N=109	37%	N=117	18%	N=59	3%	N=9	100%	N=318

**Table 146: 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?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Used Northglenn recreation center	53%	N=163	22%	N=68	14%	N=43	4%	N=14	6%	N=19	100%	N=307
Participated in a recreation program or activity	53%	N=163	27%	N=83	11%	N=32	4%	N=13	5%	N=14	100%	N=306
Used a Northglenn park or trail	8%	N=25	14%	N=42	32%	N=97	23%	N=69	24%	N=73	100%	N=307
Visited Northglenn outdoor pool	82%	N=251	12%	N=38	4%	N=12	1%	N=3	1%	N=3	100%	N=307
Used a Northglenn bike/pedestrian path	14%	N=44	23%	N=71	22%	N=68	15%	N=46	25%	N=76	100%	N=307
Used the theatre	74%	N=226	19%	N=57	5%	N=16	1%	N=4	1%	N=3	100%	N=306
Attended a meeting of local city officials or other local public meeting	65%	N=199	18%	N=54	13%	N=39	4%	N=11	1%	N=4	100%	N=306
Watched a meeting of local city officials on cable television	79%	N=243	12%	N=37	7%	N=22	1%	N=3	1%	N=2	100%	N=307
Participated in a senior program	94%	N=287	3%	N=9	3%	N=10	0%	N=0	0%	N=1	100%	N=307
Visited the Senior Center	87%	N=266	8%	N=25	4%	N=13	0%	N=1	0%	N=2	100%	N=307
Dined at a Northglenn restaurant (other than fast food)	5%	N=15	12%	N=37	46%	N=141	21%	N=65	16%	N=49	100%	N=307
Attended a Northglenn festival or special event	24%	N=73	39%	N=118	30%	N=91	3%	N=10	4%	N=13	100%	N=305
Ridden an RTD bus	59%	N=182	15%	N=46	10%	N=30	8%	N=23	8%	N=26	100%	N=307
Used a local Park-n-Ride	64%	N=195	14%	N=42	9%	N=28	7%	N=20	7%	N=22	100%	N=306

Table 147: 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	18%	N=42	37%	N=89	27%	N=63	18%	N=43	100%	N=238
Street repair and maintenance	4%	N=11	39%	N=94	29%	N=70	27%	N=65	100%	N=240
Street cleaning	9%	N=15	43%	N=73	29%	N=49	19%	N=33	100%	N=169
Traffic enforcement	17%	N=19	42%	N=48	35%	N=40	7%	N=8	100%	N=115
Code enforcement (junk vehicles, weed control, trash, outside storage)	10%	N=11	43%	N=46	37%	N=41	9%	N=10	100%	N=108
Animal control	26%	N=61	45%	N=103	26%	N=60	3%	N=7	100%	N=230
Garbage collection	22%	N=48	53%	N=114	18%	N=39	7%	N=14	100%	N=215
Recycling	12%	N=21	49%	N=86	28%	N=49	10%	N=18	100%	N=174
Yard waste drop-off	11%	N=21	37%	N=72	34%	N=66	18%	N=35	100%	N=194
Utility billing	35%	N=70	36%	N=72	26%	N=53	4%	N=7	100%	N=202
Land use, planning and zoning	7%	N=9	46%	N=62	33%	N=45	13%	N=18	100%	N=134
Building permits	15%	N=17	46%	N=51	33%	N=37	6%	N=6	100%	N=111
Building inspections	12%	N=29	49%	N=115	26%	N=61	13%	N=30	100%	N=235
Maintenance of existing city parks	19%	N=21	45%	N=50	25%	N=28	10%	N=12	100%	N=111
Maintenance of open space and trails	11%	N=21	43%	N=81	31%	N=57	14%	N=27	100%	N=186
Recreation programs	18%	N=39	42%	N=91	26%	N=55	15%	N=31	100%	N=216
Recreation facilities	42%	N=60	32%	N=45	16%	N=22	10%	N=15	100%	N=142
Community/public art	21%	N=35	40%	N=65	20%	N=33	18%	N=29	100%	N=161
Services/programs for youth	17%	N=27	35%	N=55	25%	N=39	24%	N=38	100%	N=159
Services/programs for seniors	12%	N=28	33%	N=74	27%	N=60	28%	N=63	100%	N=226
Municipal court	6%	N=13	28%	N=63	35%	N=78	32%	N=72	100%	N=226
Public information services	11%	N=20	46%	N=84	28%	N=51	16%	N=29	100%	N=183
Policing services	57%	N=135	32%	N=75	9%	N=21	3%	N=7	100%	N=239
Police response time to emergency police calls (not code enforcement)	49%	N=114	31%	N=70	17%	N=39	3%	N=7	100%	N=230
Police response time to non-emergency police calls (not code enforcement)	34%	N=60	39%	N=68	20%	N=35	6%	N=10	100%	N=174
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	24%	N=49	49%	N=102	23%	N=48	4%	N=8	100%	N=208

**Table 148: 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	18%	N=42	37%	N=89	26%	N=63	18%	N=43	1%	N=4	100%	N=242
Street repair and maintenance	4%	N=11	39%	N=94	29%	N=70	27%	N=65	1%	N=2	100%	N=242
Street cleaning	6%	N=15	30%	N=73	20%	N=49	14%	N=33	29%	N=69	100%	N=239
Traffic enforcement	8%	N=19	20%	N=48	17%	N=40	3%	N=8	52%	N=123	100%	N=238
Code enforcement (junk vehicles, weed control, trash, outside storage)	5%	N=11	20%	N=46	17%	N=41	4%	N=10	54%	N=127	100%	N=236
Animal control	26%	N=61	43%	N=103	25%	N=60	3%	N=7	3%	N=8	100%	N=238
Garbage collection	20%	N=48	48%	N=114	16%	N=39	6%	N=14	9%	N=22	100%	N=238
Recycling	9%	N=21	36%	N=86	21%	N=49	8%	N=18	27%	N=63	100%	N=237
Yard waste drop-off	9%	N=21	30%	N=72	28%	N=66	15%	N=35	19%	N=45	100%	N=239
Utility billing	29%	N=70	30%	N=72	22%	N=53	3%	N=7	15%	N=37	100%	N=239
Land use, planning and zoning	4%	N=9	26%	N=62	19%	N=45	8%	N=18	44%	N=105	100%	N=239
Building permits	7%	N=17	21%	N=51	16%	N=37	3%	N=6	53%	N=127	100%	N=238
Building inspections	12%	N=29	48%	N=115	25%	N=61	13%	N=30	3%	N=7	100%	N=242
Maintenance of existing city parks	9%	N=21	21%	N=50	12%	N=28	5%	N=12	54%	N=128	100%	N=238
Maintenance of open space and trails	9%	N=21	34%	N=81	24%	N=57	11%	N=27	22%	N=52	100%	N=239
Recreation programs	16%	N=39	38%	N=91	23%	N=55	13%	N=31	9%	N=20	100%	N=236
Recreation facilities	25%	N=60	19%	N=45	9%	N=22	6%	N=15	40%	N=94	100%	N=236
Community/public art	15%	N=35	27%	N=65	14%	N=33	12%	N=29	32%	N=76	100%	N=237
Services/programs for youth	12%	N=27	23%	N=55	16%	N=39	16%	N=38	33%	N=77	100%	N=236
Services/programs for seniors	12%	N=28	31%	N=74	25%	N=60	26%	N=63	6%	N=14	100%	N=240
Municipal court	5%	N=13	26%	N=63	33%	N=78	30%	N=72	6%	N=14	100%	N=240
Public information services	8%	N=20	36%	N=84	22%	N=51	12%	N=29	22%	N=52	100%	N=235
Policing services	56%	N=135	31%	N=75	9%	N=21	3%	N=7	1%	N=2	100%	N=241
Police response time to emergency police calls (not code enforcement)	47%	N=114	29%	N=70	16%	N=39	3%	N=7	4%	N=10	100%	N=240
Police response time to non-emergency police calls (not code enforcement)	25%	N=60	29%	N=68	15%	N=35	4%	N=10	26%	N=61	100%	N=235
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	21%	N=49	44%	N=102	21%	N=48	4%	N=8	11%	N=26	100%	N=233



**Table 149: 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	51%	N=104	39%	N=80	10%	N=19	0%	N=0	100%	N=204
Street repair and maintenance	42%	N=85	54%	N=110	4%	N=8	0%	N=1	100%	N=203
Street cleaning	31%	N=54	51%	N=89	16%	N=28	1%	N=1	100%	N=173
Traffic enforcement	29%	N=44	42%	N=64	26%	N=39	3%	N=4	100%	N=152
Code enforcement (junk vehicles, weed control, trash, outside storage)	40%	N=63	39%	N=62	21%	N=32	0%	N=0	100%	N=157
Animal control	30%	N=61	54%	N=112	16%	N=33	0%	N=1	100%	N=206
Garbage collection	23%	N=47	54%	N=110	21%	N=43	1%	N=2	100%	N=202
Recycling	10%	N=20	54%	N=100	32%	N=59	4%	N=8	100%	N=187
Yard waste drop-off	11%	N=22	48%	N=94	40%	N=79	1%	N=2	100%	N=197
Utility billing	8%	N=16	22%	N=44	56%	N=110	14%	N=27	100%	N=196
Land use, planning and zoning	27%	N=46	44%	N=76	29%	N=50	0%	N=0	100%	N=172
Building permits	24%	N=38	51%	N=82	25%	N=40	1%	N=1	100%	N=162
Building inspections	12%	N=24	39%	N=79	48%	N=98	2%	N=4	100%	N=205
Maintenance of existing city parks	47%	N=80	36%	N=61	16%	N=27	1%	N=1	100%	N=171
Maintenance of open space and trails	29%	N=53	52%	N=96	18%	N=34	0%	N=1	100%	N=183
Recreation programs	72%	N=148	19%	N=39	8%	N=16	1%	N=2	100%	N=205
Recreation facilities	79%	N=156	19%	N=37	2%	N=3	0%	N=0	100%	N=197
Community/public art	54%	N=108	39%	N=79	6%	N=12	1%	N=1	100%	N=199
Services/programs for youth	56%	N=109	30%	N=58	13%	N=25	1%	N=1	100%	N=194
Services/programs for seniors	37%	N=75	44%	N=90	18%	N=36	1%	N=2	100%	N=203
Municipal court	15%	N=32	44%	N=92	34%	N=71	6%	N=13	100%	N=208
Public information services	16%	N=33	50%	N=103	32%	N=65	2%	N=4	100%	N=205
Policing services	66%	N=138	28%	N=59	6%	N=13	0%	N=0	100%	N=210
Police response time to emergency police calls (not code enforcement)	51%	N=106	34%	N=70	14%	N=28	1%	N=3	100%	N=206
Police response time to non-emergency police calls (not code enforcement)	18%	N=33	49%	N=91	30%	N=56	4%	N=8	100%	N=188
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	26%	N=51	56%	N=110	15%	N=30	2%	N=3	100%	N=195

**Table 150: 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	51%	N=104	39%	N=80	9%	N=19	0%	N=0	1%	N=1	100%	N=205
Street repair and maintenance	42%	N=85	54%	N=110	4%	N=8	0%	N=1	0%	N=0	100%	N=203
Street cleaning	26%	N=54	43%	N=89	14%	N=28	1%	N=1	17%	N=35	100%	N=208
Traffic enforcement	21%	N=44	31%	N=64	19%	N=39	2%	N=4	27%	N=56	100%	N=208
Code enforcement (junk vehicles, weed control, trash, outside storage)	31%	N=63	30%	N=62	16%	N=32	0%	N=0	24%	N=49	100%	N=205
Animal control	29%	N=61	53%	N=112	16%	N=33	0%	N=1	2%	N=4	100%	N=210
Garbage collection	23%	N=47	53%	N=110	21%	N=43	1%	N=2	3%	N=6	100%	N=208
Recycling	9%	N=20	48%	N=100	28%	N=59	4%	N=8	11%	N=22	100%	N=209
Yard waste drop-off	10%	N=22	45%	N=94	38%	N=79	1%	N=2	7%	N=14	100%	N=211
Utility billing	7%	N=16	21%	N=44	52%	N=110	13%	N=27	7%	N=14	100%	N=210
Land use, planning and zoning	22%	N=46	37%	N=76	24%	N=50	0%	N=0	17%	N=35	100%	N=207
Building permits	19%	N=38	40%	N=82	20%	N=40	1%	N=1	21%	N=44	100%	N=206
Building inspections	12%	N=24	39%	N=79	48%	N=98	2%	N=4	0%	N=0	100%	N=205
Maintenance of existing city parks	39%	N=80	30%	N=61	13%	N=27	1%	N=1	17%	N=36	100%	N=206
Maintenance of open space and trails	25%	N=53	46%	N=96	16%	N=34	0%	N=1	13%	N=26	100%	N=210
Recreation programs	71%	N=148	19%	N=39	8%	N=16	1%	N=2	2%	N=4	100%	N=209
Recreation facilities	75%	N=156	18%	N=37	2%	N=3	0%	N=0	5%	N=11	100%	N=207
Community/public art	52%	N=108	38%	N=79	6%	N=12	0%	N=1	4%	N=8	100%	N=207
Services/programs for youth	53%	N=109	28%	N=58	12%	N=25	1%	N=1	6%	N=12	100%	N=206
Services/programs for seniors	37%	N=75	44%	N=90	17%	N=36	1%	N=2	1%	N=2	100%	N=206
Municipal court	15%	N=32	44%	N=92	34%	N=71	6%	N=13	0%	N=0	100%	N=208
Public information services	15%	N=33	49%	N=103	31%	N=65	2%	N=4	3%	N=7	100%	N=212
Policing services	66%	N=138	28%	N=59	6%	N=13	0%	N=0	0%	N=1	100%	N=211
Police response time to emergency police calls (not code enforcement)	50%	N=106	33%	N=70	13%	N=28	1%	N=3	2%	N=4	100%	N=211
Police response time to non-emergency police calls (not code enforcement)	16%	N=33	44%	N=91	27%	N=56	4%	N=8	10%	N=21	100%	N=209
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	25%	N=51	53%	N=110	14%	N=30	2%	N=3	7%	N=14	100%	N=209

**Table 151: 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	11%	N=23
Good	54%	N=113
Fair	31%	N=65
Poor	4%	N=8
Total	100%	N=209

**Table 152: 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=23
Good	54%	N=113
Fair	31%	N=65
Poor	4%	N=8
Don't know	1%	N=1
Total	100%	N=210

**Table 153: 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	8%	N=19	42%	N=99	34%	N=80	16%	N=37	100%	N=235
Access to mass transit	19%	N=40	54%	N=113	20%	N=42	7%	N=16	100%	N=210
Ease of car travel in Northglenn	20%	N=46	43%	N=100	26%	N=61	12%	N=27	100%	N=235
Ease of bus travel in Northglenn	14%	N=21	47%	N=70	32%	N=46	7%	N=10	100%	N=147
Ease of walking in Northglenn	23%	N=52	52%	N=118	21%	N=49	3%	N=8	100%	N=227
Ease of bicycle travel in Northglenn	23%	N=46	52%	N=103	19%	N=37	5%	N=10	100%	N=197
Traffic flow on major streets	8%	N=20	33%	N=79	33%	N=79	25%	N=59	100%	N=236

**Table 154: 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	8%	N=19	42%	N=99	34%	N=80	16%	N=37	1%	N=2	100%	N=236
Access to mass transit	17%	N=40	48%	N=113	18%	N=42	7%	N=16	11%	N=25	100%	N=235
Ease of car travel in Northglenn	20%	N=46	43%	N=100	26%	N=61	12%	N=27	0%	N=0	100%	N=235
Ease of bus travel in Northglenn	9%	N=21	29%	N=70	20%	N=46	4%	N=10	38%	N=90	100%	N=236
Ease of walking in Northglenn	22%	N=52	50%	N=118	21%	N=49	3%	N=8	4%	N=10	100%	N=236
Ease of bicycle travel in Northglenn	19%	N=46	44%	N=103	16%	N=37	4%	N=10	17%	N=39	100%	N=236
Traffic flow on major streets	8%	N=20	33%	N=79	33%	N=79	25%	N=59	0%	N=0	100%	N=236

**Table 155: 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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Northglenn to someone who asks	35%	N=82	40%	N=93	17%	N=39	8%	N=20	100%	N=234
Remain in Northglenn for the next five years	50%	N=114	34%	N=77	8%	N=19	8%	N=17	100%	N=228

**Table 156: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recommend living in Northglenn to someone who asks	35%	N=82	39%	N=93	16%	N=39	8%	N=20	1%	N=3	100%	N=237
Remain in Northglenn for the next five years	49%	N=114	33%	N=77	8%	N=19	7%	N=17	3%	N=8	100%	N=235

**Table 157: Question 10 - 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	9%	N=16
Good	33%	N=59
Fair	39%	N=69
Poor	19%	N=34
Total	100%	N=177

**Table 158: Question 10 - 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	7%	N=16
Good	27%	N=59
Fair	31%	N=69
Poor	15%	N=34
Don't know	19%	N=41
Total	100%	N=218

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

Please rate the following categories of Northglenn government performance.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The extent to which Northglenn elected officials act in the best interest of the community at large	7%	N=14	33%	N=60	32%	N=58	27%	N=50	100%	N=181
The quality of work performed by City of Northglenn employees	13%	N=25	64%	N=123	19%	N=37	4%	N=7	100%	N=192
The value of services for the taxes paid to Northglenn.	7%	N=13	44%	N=86	34%	N=67	15%	N=30	100%	N=196
The overall direction that Northglenn is taking	13%	N=26	37%	N=76	29%	N=60	21%	N=43	100%	N=204
The job Northglenn does at informing residents on major issues within the community	9%	N=19	32%	N=70	27%	N=59	32%	N=68	100%	N=215
The job Northglenn government does at welcoming citizen involvement	14%	N=27	35%	N=65	25%	N=47	26%	N=49	100%	N=187

**Table 160: Question 11 - Including Don't Know Responses**

Please rate the following categories of Northglenn government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The extent to which Northglenn elected officials act in the best interest of the community at large	6%	N=14	27%	N=60	26%	N=58	22%	N=50	19%	N=42	100%	N=223
The quality of work performed by City of Northglenn employees	11%	N=25	55%	N=123	17%	N=37	3%	N=7	14%	N=31	100%	N=223
The value of services for the taxes paid to Northglenn.	6%	N=13	39%	N=86	31%	N=67	14%	N=30	10%	N=22	100%	N=218
The overall direction that Northglenn is taking	11%	N=26	34%	N=76	27%	N=60	19%	N=43	8%	N=19	100%	N=223
The job Northglenn does at informing residents on major issues within the community	8%	N=19	31%	N=70	26%	N=59	30%	N=68	4%	N=8	100%	N=223
The job Northglenn government does at welcoming citizen involvement	12%	N=27	29%	N=65	21%	N=47	22%	N=49	16%	N=36	100%	N=223

**Table 161: 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	64%	N=142
No	36%	N=81
Total	100%	N=223

**Table 162: 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	39%	N=54	43%	N=60	12%	N=17	5%	N=7	100%	N=139
Responsiveness	37%	N=51	39%	N=54	18%	N=25	7%	N=9	100%	N=139
Courtesy	44%	N=61	40%	N=55	13%	N=18	4%	N=6	100%	N=139
Making you feel valued	38%	N=51	30%	N=41	16%	N=22	16%	N=22	100%	N=136
Overall impression	36%	N=50	43%	N=59	16%	N=22	6%	N=8	100%	N=139

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

**Table 163: 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	39%	N=54	43%	N=60	12%	N=17	5%	N=7	1%	N=1	100%	N=140
Responsiveness	36%	N=51	39%	N=54	18%	N=25	7%	N=9	1%	N=1	100%	N=140
Courtesy	44%	N=61	39%	N=55	13%	N=18	4%	N=6	1%	N=1	100%	N=140
Making you feel valued	37%	N=51	29%	N=41	15%	N=22	16%	N=22	3%	N=4	100%	N=140
Overall impression	35%	N=50	42%	N=59	16%	N=22	6%	N=8	1%	N=1	100%	N=140

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

**Table 164: 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=64	41%	N=87	15%	N=31	12%	N=26	1%	N=2	100%	N=210
Recreation centers	46%	N=74	36%	N=57	11%	N=18	6%	N=9	1%	N=1	100%	N=159
In your neighborhood	27%	N=61	45%	N=100	9%	N=21	13%	N=29	5%	N=11	100%	N=222
In your home	59%	N=132	26%	N=59	5%	N=11	8%	N=18	1%	N=2	100%	N=222
On the trail system	16%	N=33	41%	N=81	19%	N=38	21%	N=42	3%	N=5	100%	N=199
On roadways	20%	N=45	38%	N=84	20%	N=43	19%	N=41	4%	N=8	100%	N=222
Retail/commercial areas	24%	N=53	49%	N=108	19%	N=41	7%	N=15	0%	N=1	100%	N=218

**Table 165: 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	29%	N=64	39%	N=87	14%	N=31	12%	N=26	1%	N=2	5%	N=10	100%	N=220
Recreation centers	34%	N=74	26%	N=57	8%	N=18	4%	N=9	0%	N=1	28%	N=61	100%	N=220
In your neighborhood	27%	N=61	45%	N=100	9%	N=21	13%	N=29	5%	N=11	0%	N=0	100%	N=222
In your home	59%	N=132	26%	N=59	5%	N=11	8%	N=18	1%	N=2	0%	N=0	100%	N=222
On the trail system	15%	N=33	37%	N=81	17%	N=38	19%	N=42	2%	N=5	10%	N=23	100%	N=222
On roadways	20%	N=45	38%	N=84	20%	N=43	19%	N=41	4%	N=8	0%	N=0	100%	N=222
Retail/commercial areas	24%	N=53	49%	N=108	19%	N=41	7%	N=15	0%	N=1	0%	N=1	100%	N=219

**Table 166: Question 15**

Please indicate whether or not each of the following has applied to you in the last 12 months.	No		Yes		Total	
	Percentage	N	Percentage	N	Percentage	N
Household member was a victim of a crime in Northglenn	79%	N=171	21%	N=44	100%	N=216
Reported a crime to the police in Northglenn	65%	N=141	35%	N=75	100%	N=216

**Table 167: 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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Solving violent crimes	82%	N=175	17%	N=37	1%	N=2	0%	N=0	100%	N=214
Solving property crimes	51%	N=110	41%	N=88	7%	N=15	1%	N=2	100%	N=215
Reducing illegal activities committed by youth	49%	N=107	35%	N=75	15%	N=33	1%	N=2	100%	N=216
Reducing illegal drug activity	54%	N=116	33%	N=70	8%	N=17	6%	N=12	100%	N=216
Enforcement of traffic laws	34%	N=74	42%	N=91	21%	N=45	4%	N=8	100%	N=217
Code enforcement	22%	N=48	29%	N=63	37%	N=80	11%	N=23	100%	N=215
Crime prevention (School Resource Officers, citizen police academy)	46%	N=100	32%	N=70	20%	N=44	1%	N=3	100%	N=216

**Table 168: 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	
	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N	Percentage	N
Solving violent crimes	81%	N=175	17%	N=37	1%	N=2	0%	N=0	1%	N=3	100%	N=217
Solving property crimes	51%	N=110	41%	N=88	7%	N=15	1%	N=2	1%	N=2	100%	N=217
Reducing illegal activities committed by youth	49%	N=107	34%	N=75	15%	N=33	1%	N=2	0%	N=1	100%	N=217
Reducing illegal drug activity	54%	N=116	32%	N=70	8%	N=17	6%	N=12	0%	N=1	100%	N=217
Enforcement of traffic laws	34%	N=74	42%	N=91	21%	N=45	4%	N=8	0%	N=0	100%	N=217
Code enforcement	22%	N=48	29%	N=63	37%	N=80	11%	N=23	1%	N=2	100%	N=217
Crime prevention (School Resource Officers, citizen police academy)	46%	N=100	32%	N=70	20%	N=44	1%	N=3	0%	N=1	100%	N=217



**Table 169: 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)	51%	N=107	40%	N=85	9%	N=19	0%	N=0	100%	N=212
Increased visibility of police	57%	N=120	30%	N=64	8%	N=16	5%	N=10	100%	N=211
Additional training for officers to more effectively deal with mental health issues	77%	N=164	17%	N=36	6%	N=12	0%	N=1	100%	N=213
Greater accessibility to police and police-related information	50%	N=105	38%	N=80	12%	N=24	1%	N=1	100%	N=210
More community policing officers (problem solving at a community-level such as neighborhood problems)	49%	N=103	35%	N=73	14%	N=30	2%	N=3	100%	N=210
Increasing use of technology, such as body cameras	59%	N=126	30%	N=64	6%	N=13	4%	N=9	100%	N=211
Adding surveillance cameras in high crime area	60%	N=129	29%	N=63	9%	N=20	1%	N=3	100%	N=215

**Table 170: 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)	49%	N=107	39%	N=85	9%	N=19	0%	N=0	2%	N=5	100%	N=217
Increased visibility of police	57%	N=120	30%	N=64	8%	N=16	5%	N=10	0%	N=1	100%	N=211
Additional training for officers to more effectively deal with mental health issues	76%	N=164	17%	N=36	6%	N=12	0%	N=1	1%	N=3	100%	N=216
Greater accessibility to police and police-related information	48%	N=105	37%	N=80	11%	N=24	1%	N=1	3%	N=7	100%	N=217
More community policing officers (problem solving at a community-level such as neighborhood problems)	48%	N=103	34%	N=73	14%	N=30	2%	N=3	3%	N=7	100%	N=217
Increasing use of technology, such as body cameras	58%	N=126	30%	N=64	6%	N=13	4%	N=9	3%	N=6	100%	N=217
Adding surveillance cameras in high crime area	60%	N=129	29%	N=63	9%	N=20	1%	N=3	1%	N=1	100%	N=217

**Table 171: 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	56%	N=117	29%	N=61	13%	N=26	1%	N=2	1%	N=1	100%	N=208
Promote efforts to revitalize Northglenn’s business areas	67%	N=139	25%	N=51	8%	N=16	1%	N=1	0%	N=1	100%	N=208
Strengthen Northglenn’s community image and identity	60%	N=124	25%	N=52	12%	N=26	3%	N=6	0%	N=1	100%	N=208
Promote efforts to attract and recruit new types of retail businesses to Northglenn	65%	N=136	26%	N=55	4%	N=7	5%	N=10	0%	N=1	100%	N=208
Promote efforts to attract new jobs	61%	N=126	31%	N=63	8%	N=16	0%	N=1	0%	N=1	100%	N=207

**Table 172: 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	
Promote efforts to revitalize Northglenn’s housing areas	56%	N=117	29%	N=61	13%	N=26	1%	N=2	1%	N=1	1%	N=1	100%	N=209
Promote efforts to revitalize Northglenn’s business areas	66%	N=139	25%	N=51	8%	N=16	1%	N=1	0%	N=1	0%	N=1	100%	N=209
Strengthen Northglenn’s community image and identity	59%	N=124	25%	N=52	12%	N=26	3%	N=6	0%	N=1	1%	N=2	100%	N=209
Promote efforts to attract and recruit new types of retail businesses to Northglenn	65%	N=136	26%	N=55	4%	N=7	5%	N=10	0%	N=1	0%	N=1	100%	N=209
Promote efforts to attract new jobs	61%	N=126	30%	N=63	8%	N=16	0%	N=1	0%	N=1	1%	N=2	100%	N=208

**Table 173: 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	11%	N=23	15%	N=31	5%	N=11	18%	N=37	52%	N=108	100%	N=210
Health services	33%	N=68	27%	N=56	14%	N=29	11%	N=23	15%	N=31	100%	N=207
Meals and entertainment	1%	N=2	12%	N=25	15%	N=31	44%	N=92	29%	N=60	100%	N=210
Household items	5%	N=11	18%	N=38	17%	N=34	36%	N=74	25%	N=51	100%	N=208
Computers and electronics	34%	N=71	26%	N=54	18%	N=38	17%	N=35	5%	N=10	100%	N=209
General retail (shoes, beauticians, clothing, etc.)	13%	N=26	22%	N=46	25%	N=52	28%	N=58	13%	N=27	100%	N=210

**Table 174: 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	11%	N=23	15%	N=31	5%	N=11	18%	N=37	52%	N=108	0%	N=0	100%	N=210
Health services	33%	N=68	27%	N=56	14%	N=29	11%	N=23	15%	N=31	1%	N=1	100%	N=208
Meals and entertainment	1%	N=2	12%	N=25	15%	N=31	44%	N=92	29%	N=60	0%	N=0	100%	N=210
Household items	5%	N=11	18%	N=38	16%	N=34	35%	N=74	24%	N=51	1%	N=1	100%	N=209
Computers and electronics	34%	N=71	26%	N=54	18%	N=38	17%	N=35	5%	N=10	0%	N=0	100%	N=209
General retail (shoes, beauticians, clothing, etc.)	13%	N=26	22%	N=46	25%	N=52	28%	N=58	13%	N=27	0%	N=0	100%	N=210

**Table 175: 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	34%	N=71
I like the range of quality goods and services	46%	N=97
Desired item is not available in Northglenn	73%	N=153
It is more affordable	19%	N=40
Visit a mall or other major retailers	42%	N=88
I shop online	60%	N=126
Other	8%	N=17

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

**Table 176: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
City Monthly "Connection" Newsletter	11%	N=24	18%	N=38	49%	N=102	13%	N=28	9%	N=18	100%	N=210
Parks and Recreation Activity Guide	28%	N=59	26%	N=55	37%	N=77	7%	N=14	2%	N=5	100%	N=209
Denver Post	70%	N=146	19%	N=39	6%	N=12	3%	N=6	3%	N=5	100%	N=208
Denver Post YourHub	85%	N=176	11%	N=22	2%	N=4	1%	N=2	2%	N=4	100%	N=208
The Northglenn-Thornton Sentinel	51%	N=107	26%	N=55	16%	N=33	1%	N=3	5%	N=11	100%	N=209
Radio news	70%	N=146	14%	N=30	8%	N=17	1%	N=3	7%	N=14	100%	N=209
Television news	47%	N=98	21%	N=43	13%	N=28	3%	N=6	16%	N=33	100%	N=209
Cable TV Channel 8 (Government Access Channel)	81%	N=169	9%	N=19	6%	N=12	4%	N=8	0%	N=0	100%	N=208
City's website: www.northglenn.org	12%	N=24	18%	N=38	45%	N=94	17%	N=36	8%	N=16	100%	N=209
Access Northglenn app (issue tracking system)	75%	N=157	16%	N=33	8%	N=17	1%	N=2	0%	N=0	100%	N=209
City of Northglenn's social media sites (Facebook, Twitter)	26%	N=54	22%	N=44	26%	N=55	15%	N=30	12%	N=24	100%	N=207
Community-created Facebook groups/pages about Northglenn	43%	N=86	10%	N=21	14%	N=29	20%	N=40	12%	N=25	100%	N=200
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	30%	N=62	10%	N=21	25%	N=51	19%	N=40	17%	N=35	100%	N=208
Word of mouth	18%	N=36	21%	N=44	43%	N=89	12%	N=25	7%	N=14	100%	N=207

**Table 177: Question D1**

About how long have you lived in Northglenn?	Percent of respondents	Number
Less than 2 years	8%	N=16
2-5 years	22%	N=47
6-10 years	16%	N=34
11-20 years	24%	N=50
More than 20 years	30%	N=62
Total	100%	N=209

**Table 178: Question 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.)	Percent of respondents	Number
Arvada	3%	N=5
Aurora	3%	N=6
Boulder	3%	N=7
Broomfield	10%	N=20
Denver	19%	N=38
Englewood	1%	N=2
Golden	1%	N=1
Lakewood	1%	N=2
Littleton	1%	N=2
Louisville	1%	N=3
Northglenn	14%	N=28
Thornton	12%	N=24
Westminster	10%	N=19
Wheat Ridge	1%	N=1
Other	11%	N=22
Do not work (student, homemaker, retired, etc.)	11%	N=22
Total	100%	N=203

**Table 179: Question D3**

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents	Number
Detached single-family home	76%	N=285
Condominium or townhouse	10%	N=36
Duplex	1%	N=6
Apartment	12%	N=46
Mobile home	0%	N=0
Total	100%	N=373

**Table 180: Question D4**

Do you own or rent your residence?	Percent of respondents	Number
Own	74%	N=275
Rent	26%	N=99
Total	100%	N=374

**Table 181: Question D5**

How many people (including yourself) live in your household?	Percent of respondents	Number
1	5%	N=10
2	48%	N=98
3	20%	N=41
4	17%	N=35
5	8%	N=17
6	1%	N=2
7	1%	N=2
Total	100%	N=205

**Table 182: Question D6**

How many of these household members are 17 or younger?	Percent of respondents	Number
0	67%	N=138
1	18%	N=37
2	12%	N=24
3	3%	N=5
4	1%	N=2
Total	100%	N=207

**Table 183: Question D7**

<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	0%	N=0
\$15,000 to \$24,999	5%	N=10
\$25,000 to \$34,999	5%	N=11
\$35,000 to \$49,999	15%	N=31
\$50,000 to \$74,999	23%	N=46
\$75,000 to \$99,999	26%	N=52
\$100,000 to \$124,999	14%	N=29
\$125,000 or more	11%	N=22
Total	100%	N=202

**Table 184: Question D8**

<b>What is your age?</b>	<b>Percent of respondents</b>	<b>Number</b>
18-24	6%	N=21
25-34	20%	N=75
35-44	26%	N=99
45-54	18%	N=67
55-64	17%	N=63
65-74	10%	N=39
75 +	3%	N=11
Total	100%	N=374

**Table 185: Question D9**

What is your race? (Please check all that apply.)	Percent of respondents	Number
White	92%	N=185
Black or African American	1%	N=2
Asian or Pacific Islander	3%	N=5
American Indian, Eskimo, or Aleut	2%	N=3
Other	8%	N=17

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

**Table 186: Question D10**

Are you Hispanic/Spanish/Latino?	Percent of respondents	Number
Yes	17%	N=34
No	83%	N=169
Total	100%	N=203

**Table 187: Question D11**

What is your gender/gender identity?	Percent of respondents	Number
Female	60%	N=226
Male	37%	N=140
Prefer to identify another way	2%	N=8
Total	100%	N=373

**Table 188: Question D12**

Did you vote in the last election?	Percent of respondents	Number
Yes	89%	N=183
No	11%	N=23
Total	100%	N=206



## 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.

**Table 189: 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	84%	77%
Your neighborhood as a place to live	75%	70%
Northglenn as a place to raise children	71%	69%
Northglenn as a place to work	54%	50%
Northglenn as a place to retire	57%	53%
The physical attractiveness of Northglenn as a whole	56%	56%
The overall quality of life in Northglenn	73%	70%

**Table 190: 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?	52%	47%

**Table 191: 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	37%	25%
I like the school my children attend	11%	9%
My job is here	9%	9%
I like my neighborhood	44%	39%
I like the location in general	54%	55%
I like the access to dining and entertainment	33%	24%
Housing and rental rates are affordable	30%	21%
I've always lived here	22%	26%
I have friends and family in the area	29%	37%
Small town feel	14%	10%
Cost of living is affordable	24%	28%
I like that the community is forward-thinking	14%	11%
The growing and diverse community	11%	15%
None of these	9%	10%

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

**Table 192: 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	59%	51%
Openness and acceptance of the community toward people of diverse backgrounds	71%	63%
Cleanliness of Northglenn	63%	55%
Overall quality of new development in Northglenn	57%	55%
Variety of housing options	46%	39%
Overall quality of business and service establishments in Northglenn	58%	59%
Shopping opportunities	56%	50%
Opportunities to attend cultural activities	56%	55%
Recreational opportunities	59%	60%
Employment opportunities	41%	30%
Educational opportunities	45%	41%
Opportunities to participate in social events and activities	64%	69%
Opportunities to volunteer	60%	73%
Opportunities to participate in civic matters	60%	56%
Availability of paths and walking trails	75%	71%
Availability of bike trails	68%	69%
Availability of affordable quality housing	42%	33%
Availability of affordable quality child care	30%	24%
Availability of affordable quality health care	47%	39%
Availability of affordable quality food	59%	62%
Availability of preventive health services	47%	47%
Air quality	61%	55%
Quality of overall natural environment in Northglenn	63%	61%
Overall image or reputation of Northglenn	58%	43%

**Table 193: 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? (Percent "at least once").</b>	<b>Sci</b>	<b>Opt-in</b>
Used Northglenn recreation center	37%	47%
Participated in a recreation program or activity	36%	47%
Used a Northglenn park or trail	85%	92%
Visited Northglenn outdoor pool	15%	18%
Used a Northglenn bike/pedestrian path	73%	86%
Used the theatre	23%	26%
Attended a meeting of local city officials or other local public meeting	20%	35%
Watched a meeting of local city officials on cable television	13%	21%
Participated in a senior program	9%	6%
Visited the Senior Center	15%	13%
Dined at a Northglenn restaurant (other than fast food)	91%	95%
Attended a Northglenn festival or special event	66%	76%
Ridden an RTD bus	32%	41%
Used a local Park-n-Ride	31%	36%

**Table 194: 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	62%	55%
Street repair and maintenance	46%	44%
Street cleaning	55%	52%
Traffic enforcement	49%	58%
Code enforcement (junk vehicles, weed control, trash, outside storage)	38%	53%
Animal control	67%	71%
Garbage collection	85%	75%
Recycling	81%	61%
Yard waste drop-off	72%	48%
Utility billing	70%	70%
Land use, planning and zoning	53%	53%
Building permits	64%	61%
Building inspections	61%	61%
Maintenance of existing city parks	76%	65%
Maintenance of open space and trails	69%	55%
Recreation programs	65%	60%
Recreation facilities	56%	74%
Community/public art	65%	62%
Services/programs for youth	56%	52%
Services/programs for seniors	62%	45%
Municipal court	52%	34%
Public information services	68%	56%
Policing services	77%	88%
Police response time to emergency police calls (not code enforcement)	76%	80%
Police response time to non-emergency police calls (not code enforcement)	67%	74%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	63%	73%

**Table 195: 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	89%	90%
Street repair and maintenance	95%	96%
Street cleaning	65%	83%
Traffic enforcement	79%	71%
Code enforcement (junk vehicles, weed control, trash, outside storage)	74%	79%
Animal control	74%	84%
Garbage collection	88%	77%
Recycling	77%	64%
Yard waste drop-off	62%	59%
Utility billing	64%	30%
Land use, planning and zoning	70%	71%
Building permits	65%	74%
Building inspections	65%	50%
Maintenance of existing city parks	85%	83%
Maintenance of open space and trails	84%	81%
Recreation programs	74%	91%
Recreation facilities	75%	98%
Community/public art	57%	93%
Services/programs for youth	79%	86%
Services/programs for seniors	71%	81%
Municipal court	68%	60%
Public information services	69%	66%
Policing services	95%	94%
Police response time to emergency police calls (not code enforcement)	95%	85%
Police response time to non-emergency police calls (not code enforcement)	83%	66%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	86%	83%

**Table 196: 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 services provided by the City of Northglenn?	75%	65%

**Table 197: 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	56%	50%
Access to mass transit	71%	73%
Ease of car travel in Northglenn	64%	62%
Ease of bus travel in Northglenn	61%	62%
Ease of walking in Northglenn	72%	75%
Ease of bicycle travel in Northglenn	67%	76%
Traffic flow on major streets	41%	42%

**Table 198: 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	83%	75%
Remain in Northglenn for the next five years	83%	84%

**Table 199: 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?	70%	42%

**Table 200: 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%	41%
The quality of work performed by City of Northglenn employees	77%	77%
The value of services for the taxes paid to Northglenn.	49%	50%
The overall direction that Northglenn is taking	62%	50%
The job Northglenn does at informing residents on major issues within the community	57%	41%
The job Northglenn government does at welcoming citizen involvement	55%	49%

**Table 201: 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)?	43%	64%

**Table 202: 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	82%	82%
Responsiveness	83%	76%
Courtesy	86%	83%
Making you feel valued	74%	68%
Overall impression	79%	78%

**Table 203: 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	81%	72%
Recreation centers	90%	82%
In your neighborhood	80%	72%
In your home	90%	86%
On the trail system	72%	57%
On roadways	66%	58%
Retail/commercial areas	81%	74%

**Table 204: 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	15%	21%
Reported a crime to the police in Northglenn	22%	35%

**Table 205: 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	97%	99%
Solving property crimes	94%	92%
Reducing illegal activities committed by youth	89%	84%
Reducing illegal drug activity	88%	86%
Enforcement of traffic laws	73%	76%
Code enforcement	58%	52%
Crime prevention (School Resource Officers, citizen police academy)	84%	78%

**Table 206: 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)	88%	91%
Increased visibility of police	90%	88%
Additional training for officers to more effectively deal with mental health issues	92%	94%
Greater accessibility to police and police-related information	82%	88%
More community policing officers (problem solving at a community-level such as neighborhood problems)	82%	84%
Increasing use of technology, such as body cameras	82%	90%
Adding surveillance cameras in high crime area	92%	89%

**Table 207: 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	84%	86%
Promote efforts to revitalize Northglenn's business areas	88%	91%
Strengthen Northglenn's community image and identity	83%	85%
Promote efforts to attract and recruit new types of retail businesses to Northglenn	87%	91%
Promote efforts to attract new jobs	86%	92%



**Table 208: 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	73%	69%
Health services	25%	26%
Meals and entertainment	70%	73%
Household items	59%	60%
Computers and electronics	24%	22%
General retail (shoes, beauticians, clothing, etc.)	41%	41%

**Table 209: 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	44%	34%
I like the range of quality goods and services	44%	46%
Desired item is not available in Northglenn	67%	73%
It is more affordable	18%	19%
Visit a mall or other major retailers	50%	42%
I shop online	49%	60%
Other	12%	8%

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

**Table 210: 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	79%	89%
Parks and Recreation Activity Guide	67%	72%
Denver Post	30%	30%
Denver Post YourHub	15%	15%
The Northglenn-Thornton Sentinel	30%	49%
Radio news	31%	30%
Television news	53%	53%
Cable TV Channel 8 (Government Access Channel)	17%	19%
City's website: www.northglenn.org	60%	88%
Access Northglenn app (issue tracking system)	12%	25%
City of Northglenn's social media sites (Facebook, Twitter)	26%	74%
Community-created Facebook groups/pages about Northglenn	20%	57%
Neighborhood websites (e.g., NextDoor, i-neighbors, etc.)	36%	70%
Word of mouth	73%	82%

## 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 Heather Geyer of the City of Northglenn at [hgeyer@northglenn.org](mailto:hgeyer@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 2011 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 2019.

### 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 1,000 households in each of the four Council Wards was made of the remaining addresses to create a mailing list of 4,000 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**

Each selected household was contacted four times beginning April 11, 2019. Households were first mailed a pre-notification announcement, informing the household members that they had been selected to participate in the Northglenn survey. Approximately one week after mailing the pre-notification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. The letters also contained a link for respondents to complete the survey online. An access code was provided for respondents to be able to complete the survey online and to prevent duplicate response. A postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC was provided. A second survey packet, with similar contents to the first packet, scheduled to arrive one week after the first survey was the final contact. This second mailing packet asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. A final reminder postcard was sent at the end of May to encourage additional participation. Completed surveys were collected over the following six weeks. The online “opt-in” survey became available to all residents on May 28, 2019 and remained open for about six weeks.

About 5% (216) of the 4,000 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 3,784 households, 684 completed the survey (including 141 completed online), providing a response rate of 18%. Additionally, responses were tracked by Council Ward and ranged from 12% to 23%. The response rates were calculated using AAPOR’s response rate #2<sup>3</sup> for mailed surveys of unnamed persons. Additionally, 374 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 211: 2019 Resident Survey Response Rates**

Ward	Number of surveys mailed	Undeliverable mailings	Number of eligible households	Completed surveys	Response rate
1	1,000	43	957	202	21%
2	1,000	46	954	158	17%
3	1,000	55	945	111	12%
4	1,000	72	928	213	23%
Overall	4,000	216	3,784	684	18%

**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 (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).

<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

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.

### 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 used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also 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).

As mentioned above, the surveys included an access code for respondents to enter to complete the survey online and the code also was included in the data entry of any surveys submitted via mail. The access code was used to look for and remove any duplicate survey submissions. After reviewing the access codes in the final dataset, 26 households had duplicate surveys; however, 4 of these were households where one survey was complete and all the others were attempted online surveys that had no data other than the access code. These were people who had looked at the survey online, but only submitted one set of responses.

For those 22 households where two surveys were received through the mail, online or a combination, the survey data were examined and the survey with the most completed questions was selected for inclusion in the final dataset. If both surveys were complete, then the first wave paper copy survey or the first online survey submitted was selected for inclusion in the final dataset.

### Weighting the Data

Upon completion of data collection for both the random selection mail (probability) and open participation online opt-in (non-probability) surveys, NRC compared the data to determine whether it was appropriate to combine, or blend, both datasets together. In the case of Northglenn, characteristics of respondents to the non-probability survey were dissimilar enough in both respondent trait and opinion to indicate the datasets should not be blended. 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*.

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.

**Table 212: 2019 Mailed, Random Selection Survey Weighting Table**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Own home	55%	86%	62%
Rent home	45%	14%	38%
Detached unit <sup>2</sup>	60%	82%	65%
Attached unit <sup>2</sup>	40%	18%	35%
<b>Race and Ethnicity</b>			
White	80%	86%	77%
Not white	20%	14%	23%
Hispanic	26%	15%	24%
Not Hispanic	74%	85%	76%
<b>Sex and Age</b>			
Female	51%	60%	53%
Male	49%	40%	47%
18-34 years of age	37%	10%	31%
35-54 years of age	36%	23%	36%
55+ years of age	27%	67%	33%
Females 18-34	18%	6%	18%
Females 35-54	18%	14%	19%
Females 55+	15%	39%	16%
Males 18-34	19%	3%	13%
Males 35-54	18%	10%	18%
Males 55+	12%	27%	15%
<b>Council Ward<sup>3</sup></b>			
Ward 1	21%	30%	24%
Ward 2	25%	23%	25%
Ward 3	25%	16%	22%
Ward 4	29%	31%	29%

<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 213: 2019 Opt-in Web Survey Weighting Table**

Characteristic	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Own home	55%	89%	74%
Rent home	45%	11%	26%
Detached unit <sup>2</sup>	60%	86%	76%
Attached unit <sup>2</sup>	40%	14%	24%
<b>Race and Ethnicity</b>			
White	80%	86%	87%
Not white	20%	14%	13%
Hispanic	26%	10%	17%
Not Hispanic	74%	90%	83%
<b>Sex and Age</b>			
Female	51%	69%	62%
Male	49%	31%	38%
18-34 years of age	37%	20%	26%
35-54 years of age	36%	44%	44%
55+ years of age	27%	36%	30%
Females 18-34	18%	12%	12%
Females 35-54	18%	33%	31%
Females 55+	15%	24%	19%
Males 18-34	19%	7%	13%
Males 35-54	18%	12%	14%
Males 55+	12%	12%	11%
<b>Council Ward<sup>3</sup></b>			
Ward 1	21%	26%	23%
Ward 2	25%	23%	27%
Ward 3	25%	21%	22%
Ward 4	29%	29%	28%

<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 2019 survey instrument appears on the following pages.

# 2019 Northglenn Resident Survey

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

## Community and Services

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

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

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

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

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

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

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

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



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

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
Used Northglenn recreation center.....	1	2	3	4	5
Participated in a recreation program or activity .....	1	2	3	4	5
Used a Northglenn park or trail .....	1	2	3	4	5
Visited Northglenn outdoor pool.....	1	2	3	4	5
Used a Northglenn bike/pedestrian path.....	1	2	3	4	5
Used the theatre.....	1	2	3	4	5
Attended a meeting of local city officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local city officials on cable television.....	1	2	3	4	5
Participated in a senior program .....	1	2	3	4	5
Visited the Senior Center.....	1	2	3	4	5
Dined at a Northglenn restaurant (other than fast food).....	1	2	3	4	5
Attended a Northglenn festival or special event.....	1	2	3	4	5
Ridden an RTD bus.....	1	2	3	4	5
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 existing city parks.....	1	2	3	4	5	1	2	3	4	5
Maintenance of open space and trails .....	1	2	3	4	5	1	2	3	4	5
Recreation programs .....	1	2	3	4	5	1	2	3	4	5
Recreation facilities .....	1	2	3	4	5	1	2	3	4	5
Community/public art .....	1	2	3	4	5	1	2	3	4	5
Services/programs for youth.....	1	2	3	4	5	1	2	3	4	5
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5
Municipal court .....	1	2	3	4	5	1	2	3	4	5
Public information services .....	1	2	3	4	5	1	2	3	4	5
Policing services.....	1	2	3	4	5	1	2	3	4	5
Police response time to emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Police response time to non-emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) .	1	2	3	4	5	1	2	3	4	5

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

- Excellent       Good       Fair       Poor       Don't know

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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:**

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

**City Government and Employees**

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

- Excellent       Good       Fair       Poor       Don't know

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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.)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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:**

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

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

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

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

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

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

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

**Economic Development**

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

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

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

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

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

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

**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
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                     Do not work (student, homemaker, retired, etc.)
- Lakewood
- Littleton

**D3. Please check the appropriate box indicating the type of housing unit in which you live.**

- Detached single-family home     Apartment
- Condominium or townhouse     Mobile home
- Duplex

**D4. Do you own or rent your residence?**

- Own     Rent

**D5. How many people (including yourself) live in your household?** \_\_\_\_\_ people

**D6. How many of these household members are 17 or younger?** \_\_\_\_\_ people

**D7. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$15,000             \$50,000 to \$74,999
- \$15,000 to \$24,999         \$75,000 to \$99,999
- \$25,000 to \$34,999         \$100,000 to \$124,999
- \$35,000 to \$49,999         \$125,000 or more

**D8. What is your age?**

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

**D9. What is your race? (Please check all that apply.)**

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

**D10. Are you Hispanic/Spanish/Latino?**

- Yes     No

**D11. What is your gender/gender identity?**

- Female     Male     Prefer to identify another way

**D12. Did you vote in the last election?**

- Yes     No

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



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

**50 YEARS • 1969-2019**

# 2019 Resident Survey Presentation of Results

# Using Survey Results



Monitor trends in resident opinion



Measure government performance



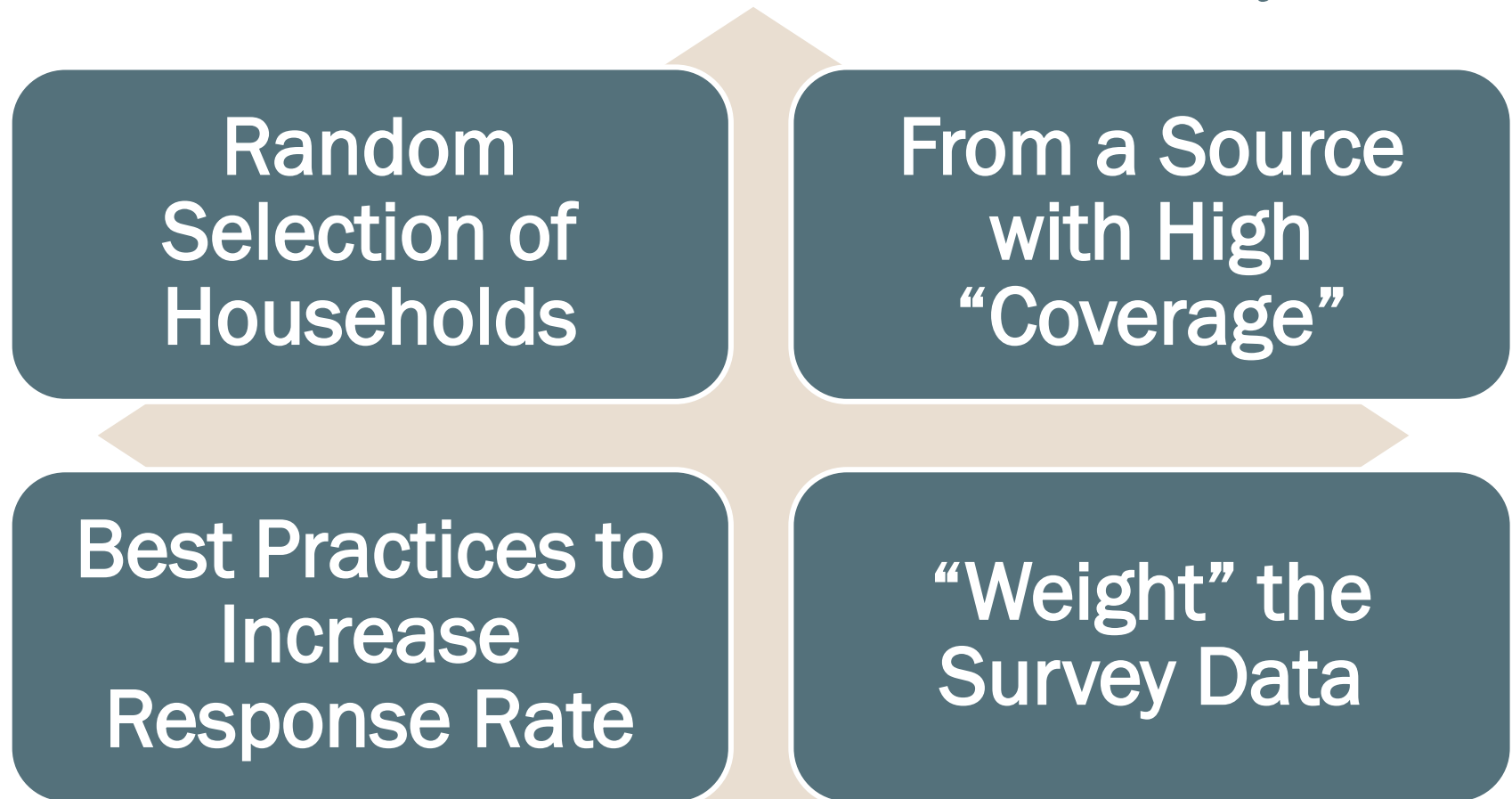
Inform budget, land use, strategic planning decisions



Benchmark service ratings

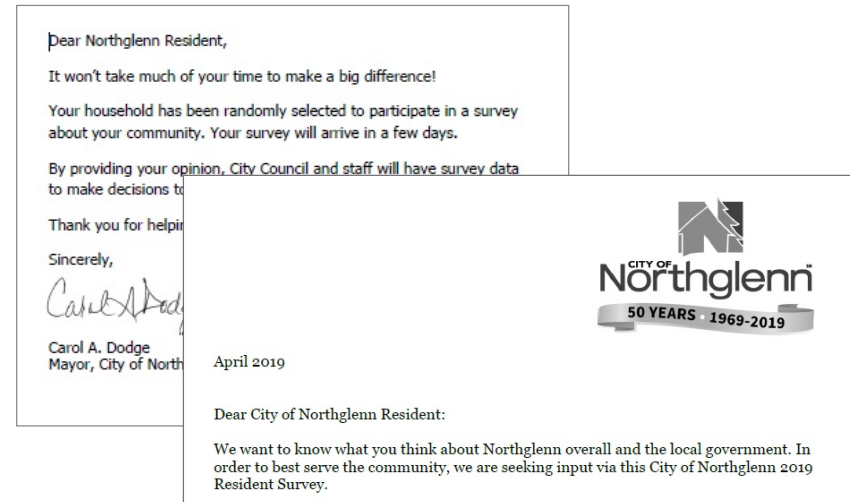
# Survey Backgrounds & Methods

## Hallmarks of a “Scientific” Survey



# Survey Backgrounds & Methods

- ✓ Mailed 4,000 households
- ✓ 684 completes (18% response rate)
- ✓ ±4% margin of error
- ✓ Online response option
- ✓ Results weighted
- ✓ Benchmark comparisons
  - ✓ National and Front Range
- ✓ Subgroup comparisons



**2019 Northglenn Resident Survey**

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

**Community and Services**

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

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

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

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

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

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

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

	Excellent	Good	Fair	Poor	Don't know
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Cleanliness of Northglenn	1	2	3	4	5
Overall quality of new development in Northglenn	1	2	3	4	5
Overall quality of business and service establishments in Northglenn	1	2	3	4	5
Shopping opportunities	1	2	3	4	5



➤ Key Finding:

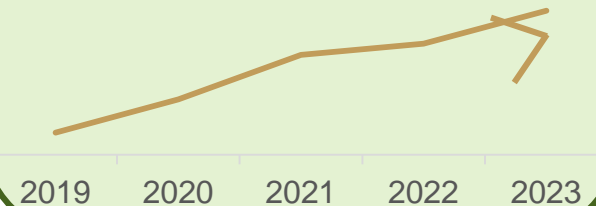
Residents are happy with  
quality of life and  
optimistic about its  
continued improvement

# Quality of Life

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



**52%**  
quality of life  
likely to improve in  
next 5 years



# Living in Northglenn

8 in 10

- Northglenn as a place to live

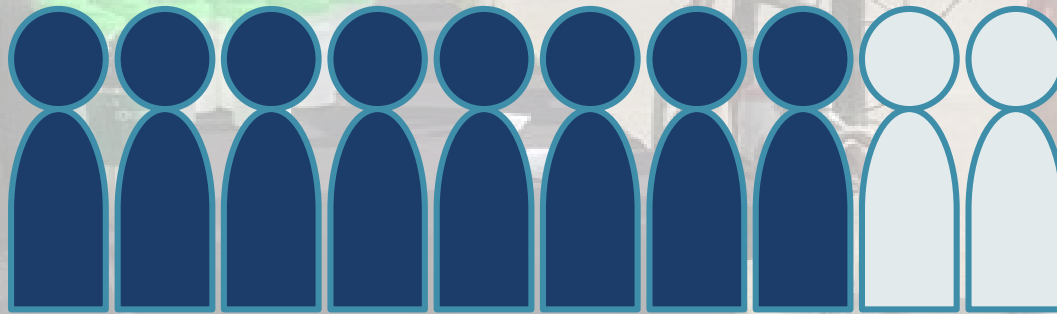
7 in 10

- Place to raise kids
- 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:

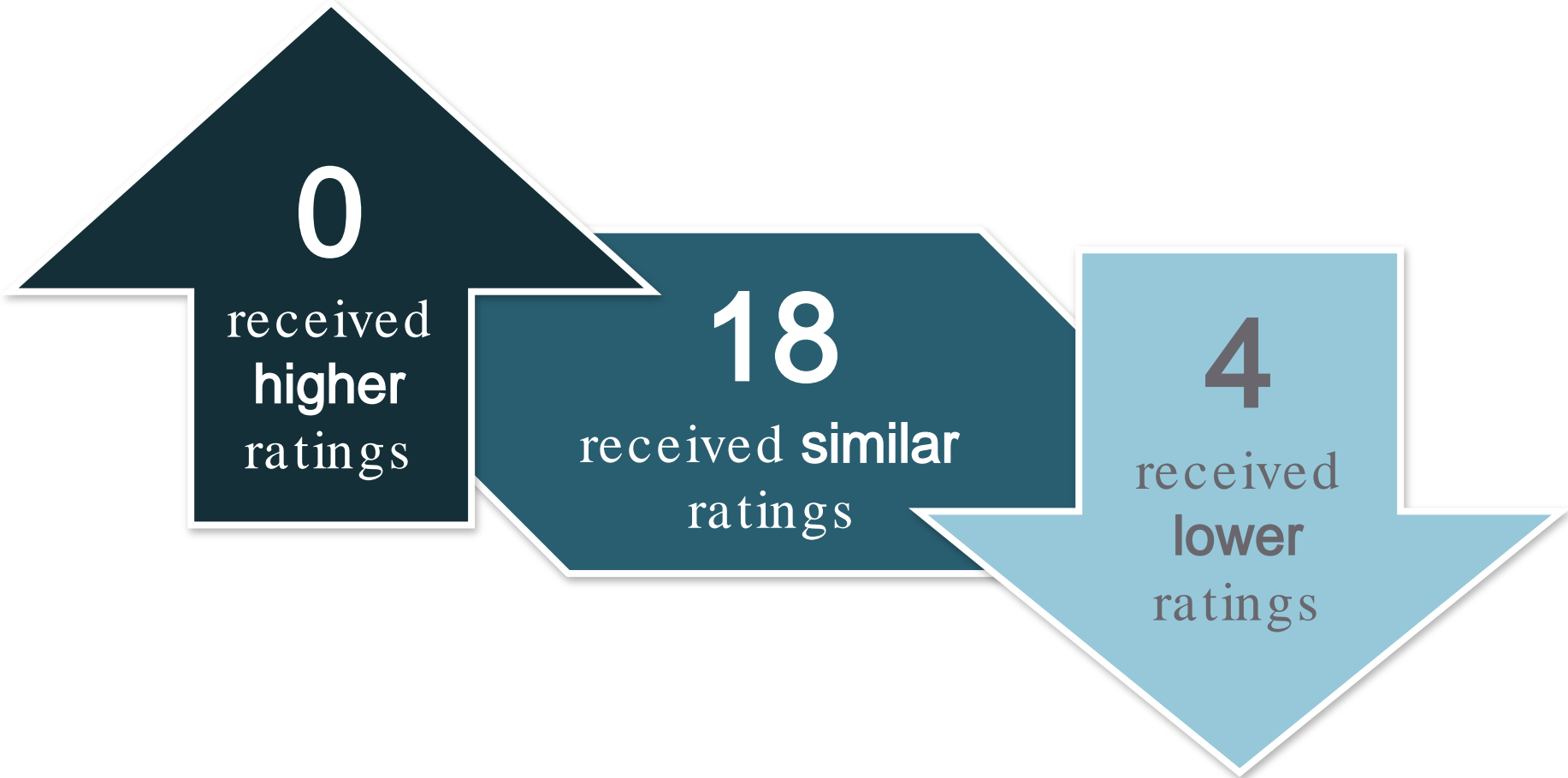
- ✓ Opportunities to participate in civic matters
- ✓ Recreational opportunities
- ✓ Shopping opportunities
- ✓ Employment opportunities

## Ratings *decreased* for:

- ✓ Availability of affordable quality housing
- ✓ Availability of affordable quality child care

Percent excellent or good

# 2019 Community Characteristics Ratings Compared to National Benchmarks



# 2019 Community Characteristics Ratings Compared to Front Range Benchmarks

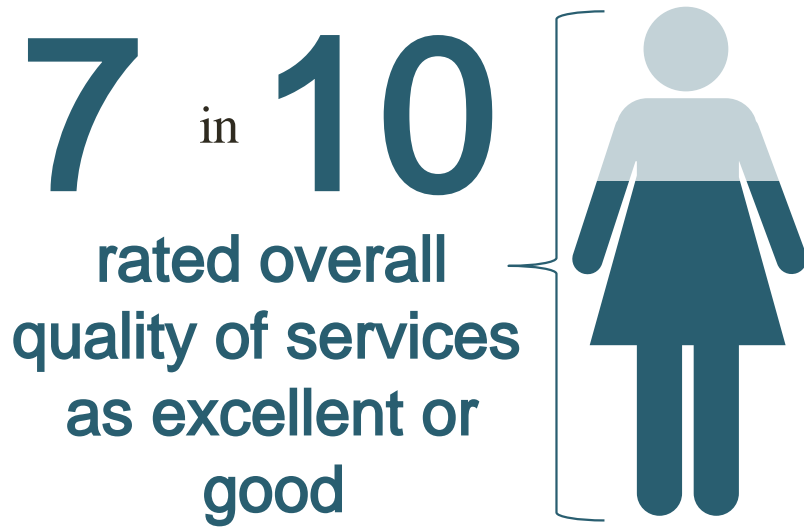


➤ Key Finding:

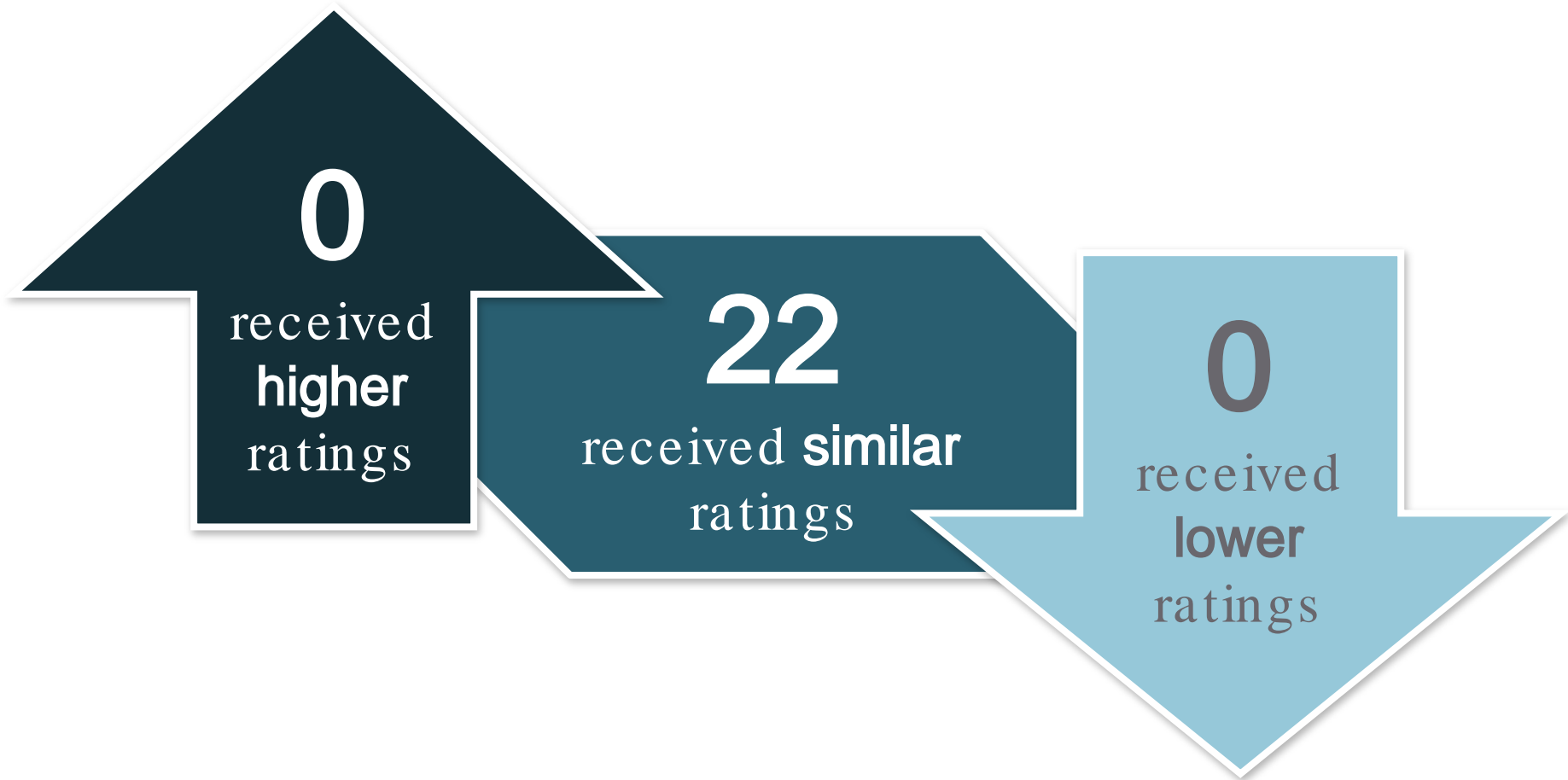
Respondents were pleased with City services, though indicated opportunities for improvement



# Quality of City Services



# 2019 City Services Ratings Compared to National Benchmarks



# 2019 City Services Ratings Compared to Front Range Benchmarks



# 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>• Services/programs for youth</li> <li>• Traffic enforcement</li> <li>• <b>Recreation facilities</b></li> </ul>	<ul style="list-style-type: none"> <li>• Policing services</li> <li>• Police response time to emergency calls (not code enforcement)</li> <li>• Garbage collection</li> <li>• Maintenance of existing city parks</li> <li>• Maintenance of open space and trails</li> <li>• Police response time to non-emergency calls (not code enforcement)</li> <li>• Recycling</li> </ul>
Lower Importance	<ul style="list-style-type: none"> <li>• Code enforcement</li> <li>• Services/programs for seniors</li> <li>• Land use, planning and zoning</li> <li>• Municipal court</li> <li>• Building inspections</li> <li>• Street cleaning</li> <li>• Building permits</li> </ul>	<ul style="list-style-type: none"> <li>• Animal control</li> <li>• Recreation programs</li> <li>• Public information services</li> <li>• Utility billing</li> <li>• Yard waste drop-off</li> <li>• Community/public art</li> </ul>

➤ Key Finding:

City government performance ratings remained strong, with some increases

# Aspects of City Government Performance

7 in 10

Rated overall City government performance as excellent or good

Quality of work performed by City employees

77%

Overall direction Northglenn is taking



62%

Northglenn elected officials act in the best interest of community

60%

Job Northglenn does at informing residents on major issues

57%

Job Northglenn does at welcoming citizen involvement

55%

Value of services for taxes paid

59%

# Northglenn City Employees

43%  
had contact  
in last 12  
months

Ratings increased for  
the employee's ...

- ✓ Overall impression
- ✓ Courtesy
- ✓ Responsiveness
- ✓ Knowledge



➤ Key Finding:

Residents feel safe and  
prioritize surveillance  
cameras and additional  
training for officers



# Residents Feel Safe

very or somewhat safe

9 in 10

Recreation centers

In your home

8 in 10

Parks and playgrounds

In your neighborhood

Retail/commercial areas

7 in 10

On the trail system

# Police Department Priorities

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



**#1**  
priority

Adding surveillance cameras in high crime areas

92%



**#2**  
priority

Additional training for officers to more effectively deal with mental health issues

92%

# Police Department Resources

*Essential or very important* for the Northglenn PD to prioritize resources for . . .



Solving violent crimes

97%



Reducing illegal drug activity

88%

➤ Key Finding:

Residents support economic revitalization and there is opportunity to encourage more residents to shop in Northglenn

# Economic Development

## *Northglenn should...*

Promote efforts to revitalize  
Northglenn's business areas

88%

Promote efforts to attract new jobs

87%

Promote efforts to attract and recruit  
new types of retail businesses

86%

Promote efforts to revitalize  
Northglenn's housing areas

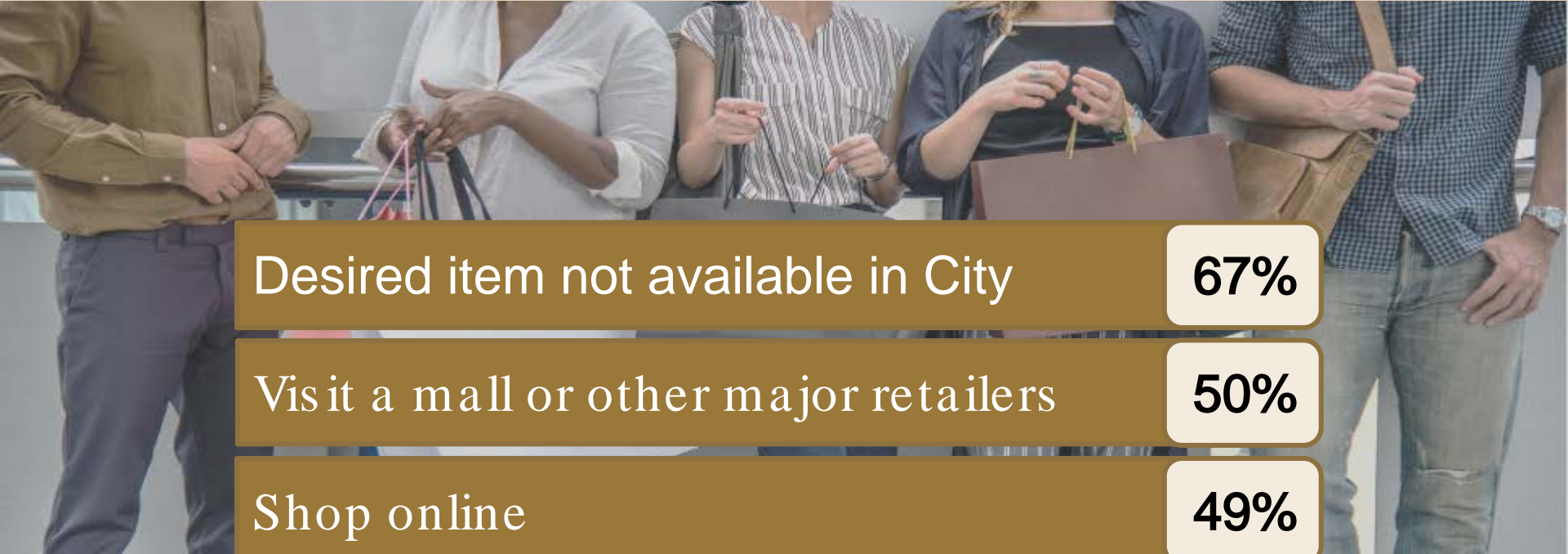
84%

Strengthen City's community  
image and identity

82%



# Why Do Residents Shop Outside Northglenn?



Desired item not available in City

**67%**

Visit a mall or other major retailers

**50%**

Shop online

**49%**

It is convenient

**44%**

I like the range of goods and services

**44%**

# Questions ?

# Thank you!

**Laurie Urban, Project Manager**  
Laurie@n-r-c.com