



# Arvada, CO 2007 Citizen Survey

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Final Report of Results

October 2007

Prepared by:



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## Executive Summary

### Survey Background and Purpose

- The City of Arvada contracted with National Research Center, Inc. to conduct a community wide Citizen Survey. The Arvada Citizen Survey provides residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The Survey also permits residents to provide feedback to government on what is working well and what is not and share their priorities for community planning and resource allocation.
- The Arvada Citizen Survey has been conducted 14 times since its inception in 1979. Where questions have been worded similarly, trends in results have been shown across time.

### Methods

- Approximately 2,700 randomly selected Arvada households were mailed the 2007 Arvada Citizen Survey. Approximately 124 of the surveys were returned as undeliverable due to vacancy or an invalid address. Of the 2,576 remaining households, 918 completed the Survey, providing a response rate of 36%.
- Survey results were weighted so that gender, age, tenure, and housing unit type were represented in the proportions reflective of the entire City. The margin of error is plus or minus three percentage points around any given percentage point, and plus or minus two points around average ratings on a 100-point scale.
- Normative comparisons to National Research Center's (NRC) database of over 500 jurisdictions have been made when comparisons were available to the Nation and the Front Range.

### Quality of Life and Community

- Arvada residents rated various aspects of quality of life positively.
  - ★ On average, the overall quality of life in Arvada was rated above "good" (80) on the 100-point scale. One-quarter of respondents believed their quality of life would improve and 59% said it would stay about the same over the next five years.
  - ★ One-third of residents felt that Arvada as a place to live was "very good." Similar ratings were seen over time. The overall quality of neighborhood received positive ratings, with 83% stating it was "very good" or "good."
  - ★ Average ratings for Arvada as a place to raise children (79), retire (65), and work (59) were similar to those given in previous survey years.
  - ★ Generally, most quality of life ratings were lower than other communities in the Front Range and similar to other communities across the nation.
- A continued connection to the community was expressed by respondents.
  - ★ Two-thirds of the list of 15 characteristics was rated at or above "good" on the 100-point scale.
  - ★ When compared to 2005, similar ratings for all community characteristics were given by residents in 2007. Most ratings have increased or remained similar over time. Decreases were seen for opportunities for employment, which was rated just above the mid-point (55) in 2001 and declined somewhat since (50 in 2005 and 2007).
  - ★ Of the community characteristics available for comparison, most were rated similar to or above the Front Range and national norms.

## Safety in Arvada

- Overall, residents reported feeling safe in Arvada.
  - \* A majority of residents rated their sense of personal safety positively (89% said “very” or “somewhat” safe). Residents reported feeling the safest from violent crimes in their neighborhood. Safety from property crimes outside of their neighborhood received the lowest ratings with only half saying they felt at least “somewhat safe.”
  - \* While the average ratings for safety from property crimes both in and outside of neighborhoods were the lowest (66 and 60 on the 100-point scale, respectively), residents felt safer from these crimes in 2007 than in 2005.
  - \* Arvada residents’ sense of personal safety was rated higher than ratings given by other jurisdictions across the nation. Safety from violent crimes, property crimes, and fires were above the norm when compared to other jurisdictions in the Front Range and across the U.S. Arvada ranked in the top 10 of comparable jurisdictions in the Front Range.

## Community Participation

- Use of and participation in community programs and activities were similar to previous years.
  - \* Arvada residents were asked to state the number of times they participated in or used 18 different activities and facilities in the last 12 months. One-third or more of residents reported they tried to restrict their water use for purposes of conservation (34%), and recycled used paper, cans or bottles from their home (37%) more than 26 times in the last 12 months.
  - \* Eighty percent or more of respondents stated that they never had used the A-Line to get to Denver International Airport, rode a local RTD bus within the City, or attended an educational class or program in Arvada.
  - \* When compared over time, more respondents in 2007 reported they had accessed the City’s Web site and used a bicycle route in the City than in 2005. In 2007, a smaller proportion of residents said they rode a local RTD bus within the City than in 2005.

## City Services and Government

- Generally, residents were satisfied with the overall quality of City services.
  - \* Sixty-two percent of respondents said they were “very satisfied” or “satisfied,” overall, with City Government services. Similar ratings of overall satisfaction with government services have been given by residents since 1999.
  - \* Arvada residents rated their satisfaction with government services similar to the ratings given by residents in other cities across the Front Range and the nation.

## City-provided Services

- Satisfaction with most City-provided services was similar in 2007 as in 2005.
  - \* Residents were provided a list of 23 City services and asked to rate their satisfaction with each service. Services that received the most positive ratings were City parks (77 on the 100-point scale), police emergency services (76), and drinking water quality (76). These services were at or above “satisfied,” or 75, on the 100-point scale.
  - \* Police emergency services and police non-emergency, prevention and education services received higher ratings in 2007 than in 2005. Maintenance of existing City parks, open space, and trails; street sweeping; new street construction and expansion; low income/subsidized housing; zoning enforcement (weeds, junk cars, trash, etc.); and street patching and repairs all received lower ratings in 2007 than in 2005.

- \* Of the 13 services that were available for comparison to the Front Range, the majority were below the norm given by other jurisdictions. Drinking water quality was above the Front Range norm.
- \* Of the 23 services provided by Arvada, 15 had comparisons available to other jurisdictions across the nation. The majority of services were rated similar to or below the norm in other jurisdictions in the U.S. Water services and ease of bicycle travel in the City were above the norm.
- Survey respondents felt all City-provided services were at least “somewhat” important.
  - \* Services thought to be the most important in 2007 were police emergency services (93 on the 100-point scale), drinking water quality (87), water services (85), sewer services (83), and snow removal or sanding on major streets (80). The least important services reported by residents were ease of bicycle travel in the City (51), programs at the Arvada Center for the Arts and Humanities (47), low income or subsidized housing (46), and City outreach services (Arvada-Channel 8, Web site, *The Arvada Report*, water bill inserts, etc.; 42 points).

### Non-City Services

- Generally, residents’ satisfaction with services provided by other agencies than the City was favorable.
  - \* Library services and fire services received ratings of 78 and 74, respectively, or “satisfied” on the 100-point scale. Trash collection was rated just below “satisfied” (70). Services that received the lowest ratings were mass transit planning (rail, bus, etc.; 50), assistance programs for the poor and homeless (49), and programs providing health services for the poor (48).
  - \* Most comparisons to previous years were similar; however, mass transit planning, cable television services and trash collection were rated slightly lower in 2007 than in 2005.
  - \* Normative comparisons to the nation and the Front Range were available for most non-City services. About half of the services were rated similar to the norms and about half were rated lower than ratings given across the Front Range and the nation.
- As with City-provided services, non-City services were seen as at least “somewhat” important by residents.
  - \* Fire services (89), trash collection (75), and library services (69) were rated above “very important,” or 67. Cable television received the lowest rating of importance of 47 points, which was between “somewhat” and “very” important.

### Balancing Quality and Importance

- Street patching and repairs and youth programs have been considered of higher importance and lower quality by residents since 1997.
  - \* Traffic safety (enforcement, education, and engineering) has been considered lower in quality and higher in importance in the past four survey administrations. As in 2005, programs to deal with the appearance and safety of older neighborhoods was a concern in 2007.

### City Employees

- Overall, residents’ perceptions of City employees were positive.
  - \* Half of residents reported having had contact with a City employee in the last 12 month period. All employee characteristics received ratings at or above “good.”
  - \* Having a professional attitude and making residents feel valued as a citizen/customer received slightly higher ratings in 2007 than in 2005 (80 vs. 77 and 74 vs. 71,



respectively). All other characteristics were similar to previous years. Arvada employee characteristics available for comparison to Front Range and national norms were similar.

- \* Of those respondents who had contact, 6 in 10 reported having contact with the Police department. One-quarter of respondents contacted the Arvada Center and Parks/Golf.
- When asked if they had contacted the police or municipal courts in the last 12 months, 6 in 10 respondents said “yes.” Ratings of the conduct of police officers, judges, and City prosecutors were slightly above or similar to ratings given in previous survey years.
  - \* Of those who had contact, 25% of respondents said the reason for their contact was to get help for solving a problem, 17% reported it was because they were a victim of crime, and 14% had contacted the police or municipal courts because of a traffic ticket.
  - \* The conduct of each official was above “somewhat fair,” or 67 on the 100-point scale. Survey respondents in 2007 gave somewhat higher ratings, on average, than in 2005.

## Public Trust

- On average, residents reported trust in the Arvada government.
  - \* Half or more of respondents agreed with each statement about the City government.
  - \* Most public trust ratings were similar to previous years. However, ratings were slightly higher in 2007 for receiving good value for the City taxes paid (66 points versus 63 on a 100-point scale) and for Government being run for the benefit of all the people (60 vs. 57). Most ratings of public trust were similar to or above Front Range and national norms.

## Issues Affecting Arvada

### Potential Problems in Arvada

- Overall, most respondents did not feel the items on the list of potential problems were of concern.
  - \* Of the list of 12 potential problems, lack of mass transit services was noted as the biggest problem in Arvada; 27% said it was an “extreme” or “major” problem. Crime (3%) and flooding (3%) were reported to be the least problematic.
  - \* When compared to 2005, more residents in 2007 felt that lack of mass transit services was an “extreme” or “major” problem. Fewer residents said that growth was at least a “major problem” in 2007 than in 2005.

### Growth Management and Development

- Residents remained moderately concerned about the rate of different types of growth in Arvada; however they supported more business development.
  - \* A majority of respondents felt that residential growth was “somewhat” or “much” too fast. Job growth was seen as being “somewhat” or “much” too slow by 58% of respondents and 34% felt recreational/entertainment growth was too slow.
  - \* The quality of residential development in Arvada was rated the highest with 6 in 10 respondents saying it was “good” or “very good.” Forty-five percent reported business/retail development was “good” or “very good” and 41% said the variety of residential development was at least “good.” One-third noted that the variety of business/retail development was “good” or “very good,” and half of respondents felt it was “neither good nor bad.”
  - \* In 2007, average ratings for the quality and variety of residential and business/retail development were between “good” and “neither good nor bad.” Most ratings have remained similar over time in Arvada and comparisons to other jurisdictions across the nation were below the norm.

- \* Residents rated the City's ability to plan for parks and recreation growth highest, with 65% of reporting it was "good" or "very good." Six in 10 respondents said that planning for preserving buildings and landmarks in the community was at least "good." One in four residents said that the City's ability to plan for diverse housing choices and economic development was "good" or "very good."
- \* One in four residents reported they would "strongly support" more business development in Arvada and half said they would "somewhat support" it. Eighteen percent noted they "somewhat" opposed more business development in the City and 8% "strongly" opposed it. Support for more business development has been stable in recent years.

## Policy Questions

### Traffic

- Comparisons over time showed that traffic problems in Arvada are declining steadily.
  - \* The biggest traffic problem noted by residents was the volume of traffic on major streets such as Wadsworth or Ralston Road, with 66% saying it was a "moderate" or "major" problem. Four in 10 respondents said that the speed of traffic on residential streets (39%) and traffic movement within the City (38%) was at least a "moderate" problem. In 2007, all traffic issues were rated similarly to ratings given in 2005.
  - \* Completion of the E-470 and C-470 Beltway (The Jefferson Parkway) was selected by 28% of respondents as the traffic issue the City should resolve first. Additional lanes on existing City streets was the second traffic issue residents felt the City should resolve.
  - \* Fewer residents felt the completion of the Beltway was a top priority for the City in 2007 than in 2005.

### Rail Transit and the Metropolitan Beltway

- Residents voiced strong support for high-density development at three proposed rail transit stops and the completion of the Metro Beltway.
  - \* Four in 10 Arvada residents stated that they would "strongly" support higher density residential and commercial development at each of the three proposed transit stations. Eighty-four percent showed support for additional high-density development at Sheridan at Ralston Road and 82% said they would "strongly" or "somewhat" support development at Ridge Road near Kipling. Three-quarters of residents said they would at least "somewhat" support higher density in Olde Town Arvada.
  - \* When compared to the responses given in 2005, residents showed similar amounts of support for stops at Sheridan at Ralston Road and Olde Town Arvada. Slightly more respondents in 2007 supported additional stops at Ridge Road near Kipling than did those in 2005.
  - \* Eight in 10 residents said they would "strongly" or "somewhat" support the completion of the Metropolitan Beltway (E-470 and C-470). Eight percent "somewhat" opposed the project and 13% "strongly" opposed it. Similar amounts of support were shown in 2007 as in 2005.

### Living and Working in Arvada

- Overall, survey respondents felt it was important to be able to work and live in the same city.
  - \* One in 10 respondents noted the opportunity to live and work in Arvada was "essential." One-third felt it was "very" important, 29% said "somewhat" important and 26% said living and working in the City was "not at all" important. Sixteen percent of employed respondents reported working in Arvada. More than four in five residents worked outside Arvada, with the largest percent working in Denver (30%).

- \* One-quarter of respondents reported that they work from home. Those who worked outside of their home had an average commute of 14.5 miles. Of the 77% of respondents who worked outside of their home, 91% typically drive alone to their place of employment, 5% car pooled, and 4% took the bus.

## **Planning Arvada's Future Sustainable Community**

- Strong support was shown from residents for the City taking actions to preserve and maintain Arvada.
  - \* Three-quarters or more of residents said they would "somewhat" or "strongly" support the City taking each of the actions. The most support was shown for the City using renewable energy sources to power City facilities (95% stated they would at least "somewhat" support) and for the City to create incentives for homeowners to increase energy efficiency and renewable energy in their own homes (94%). One in five respondents said they would "somewhat" or "strongly" oppose the City requiring all new homes be built using environmentally friendly ("green") building methods (22%).

## **Potential Programs the City of Arvada Might Pursue**

- Generally, residents supported a tax increase to allow the City to pursue most of the potential new programs.
  - \* Nearly all respondents were in favor of funding ongoing maintenance of roads (95% "somewhat" or "strongly" supported this). Nine in 10 residents said they would at least "somewhat" support improving existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment) and funding day-to-day maintenance of parks, trails, open space, and medians. One-third of survey respondents said they would oppose building large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center) and funding expansion of existing roads or build additional roads.
  - \* Residents were also asked to rate their top three priorities out of the eight programs. Of those respondents who rated the priorities, the top priority for most was funding ongoing maintenance of roads (43% picked it as their number one priority), followed by purchasing additional land for open space (19%).

## **Improving Olde Town Arvada**

- Over time, parking has increased as the improvement most needed to Olde Town Arvada, while the need for dining opportunities and a different mix of shopping opportunities have decreased.
  - \* The majority of residents noted parking as the single most important improvement needed in Olde Town Arvada. One in five felt that a different mix of shopping opportunities was needed, 13% said dining and 13% felt no improvement was needed. Dependable, standard business hours and housing were reported to be least needed improvements.

## **Cable Service**

- While subscriptions to satellite service slightly increased and subscriptions to Comcast Cable somewhat decreased over time, Arvada residents reported the quality of their cable services as between "good" and "neither good nor bad."
  - \* In 2007, 77% of respondents subscribed to cable or satellite television; this is similar to 2005. When asked which television service they subscribe to, 65% reported that they subscribe to Comcast, 32% had satellite, and 3% received their cable television from US Cable.

- \* If a respondent subscribed to Comcast or US Cable, they were asked a series of questions about the quality and use of their service. Each of the five aspects of cable television received ratings above 50 on the 100-point scale, or “neither good nor bad.”
- \* Similar ratings were given to the quality of each characteristic in previous survey years. The ratings given by Arvada residents were, on average, similar to ratings given by residents in other jurisdictions across the nation.
- In 2007, rates of viewership slightly declined from 2005 for most programs on KATV Channel 8.
  - \* The most watched program on Cable TV Channel 8 was a City Council meeting with 44% respondents reporting they watched it at least once in the past 12 months. “Community Messages” had been seen by 41% of residents and “Cop Talk” had been watched by a third. Fewer residents reported having watched “The A Files” on Channel 8.
  - \* The biggest decline from 2005 was seen for the “Cop Talk” program which fell 15% in 2007. Viewership rates were similar reported in 2007 for “Community Messages,” High School football, and “Arvada Insights” as in 2005.
  - \* Sixty-eight percent of those respondents who subscribe to cable television reported they had watched something on Channel 8 in the last 12 months. This was a smaller proportion of residents than in 2005.

## Computer and Internet Use

- One expected trend was increased access to and use of a computer and the Internet.
  - \* Nine in 10 Arvada residents identified that they had a home computer (89%), and nearly all respondents who said they had a home computer, had one with Internet access (94%). Similar responses were given in 2005. Residents who reported having a home computer has increased over time.
  - \* Of those residents who had a home computer with Internet access, one-third of respondents said they connect to the Internet via DSL through the phone company. One in four individuals said they connect via broadband through cable TV and high speed broadband connection.
  - \* When compared over time, more respondents reported connecting to the Internet via each mode except phone dial up modem and wireless. A significantly smaller proportion of residents said they connected to the Internet by phone dial up and a similar number of people had a wireless Internet connection.
- Most residents were satisfied with their Internet connection.
  - \* The average satisfaction rating on the 100-point scale was somewhat higher in 2007 (70) than in 2005 (65).
  - \* Cost and speed and bandwidth were viewed as the most important factors when choosing an Internet service provider (ISP). These factors received average ratings above “very important” on the 100-point scale (76 and 72, respectively). Ease of connection/cost due to bundling of multiple services (60) and familiarity of service provider (47) received ratings between “somewhat” and “very” important.

## Arvada Web Site

- Residents’ use of the Arvada Web site continued to grow.
  - \* Half of survey respondents stated that they had accessed the Web site. This was an increase from 2005 when 41% of respondents reported having accessed it.
  - \* Four in five respondents who had visited the City’s Web site felt the usefulness of information on the Web site was “good” or “very good.” Seven out of 10 residents thought the design and graphics and the ease of use were at least “good.”

- ★ Usefulness of information received the highest rating of 75, or “good,” on the 100-point scale. Design and graphics (71) and ease of use (70) were just below “good.” When compared over time, all three characteristics were similar to previous survey years.
- Few respondents reported using services on the City of Arvada’s Web site or other City Web sites.
  - ★ Of those who reported using the City’s Web site, 42% said they used maps/geographic information services once or twice; 17% used this service 3 to 12 times. One-third accessed the municipal code online at least once in the last 12 months. Nine in 10 respondents never had retrieved information from streaming video from KATV Channel 8 or from “Notify Me.”
  - ★ Twenty-two percent of respondents thought they would be “very likely” to check the City Web site in the event of an emergency, 28% said “somewhat likely,” 19% felt they would be “somewhat unlikely,” and a third said “very unlikely.”
  - ★ Three-quarters or more of survey respondents stated that they never had used any of the City’s six other Web sites. One-quarter said they used arvadajoblink.com at least once in the past 12 months.

### **Information Sources**

- As in previous years, the most important news sources in 2007 were *The Arvada Report*, local TV news, *The Arvada Press*, and friends and family.
  - ★ Half or more of respondents felt that *The Arvada Report* (55%), local TV news (50%), and *The Arvada Press* (49%) were “essential” or “very important” news sources for receiving information about City projects and programs. Fewer residents deemed City Water bill inserts, Your Hub (weekly insert in the *Denver Post* and *Rocky Mountain News*), and KATV Cable Channel 8 as at least “very important.”

## Survey Background

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### Survey Purpose

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

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

The Arvada Citizen Survey has been conducted 14 times since its inception in 1979. Where questions have been worded similarly, trends in results have been shown across time.

### Methods

Approximately 2,700 randomly selected households within the city limits of Arvada received three mailings in July 2007; a prenotification postcard and two copies of the 10-page survey. Approximately 124 of the surveys were returned as undeliverable due to vacancy or an invalid address. Of the 2,576 remaining households, 918 completed the survey, providing a response rate of 36%. This was similar to the response rate given in 2005 (37%).

Survey results were weighted so that gender, age, tenure, and housing unit type were represented in the proportions reflective of the entire City. (For more information see Appendix E: Survey Methodology.)

### Understanding the Results

#### “Don’t Know” Responses and Rounding

On many of the questions in the Survey, respondents could answer, “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix B: Responses to Survey Questions. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs 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 being rounded to the nearest whole number.

#### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (918 completed surveys). Where estimates are given for sub-groups, they are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to ten percentage points for samples as small as 100.

## Putting Evaluations onto a 100-point Scale

Although responses to many of the evaluative or frequency questions were made on four- or five - point scales with 1 representing the best rating, the scales had different labels (e.g., “very good,” “very satisfied,” “essential”). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “very good,” then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale (“neither good nor bad”), then the result would be 50. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The .95 confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus two points on the 100-point scale.

## Comparing Survey Results

An average rating of 75 for service quality is at the “good” mark on a 100-point scale that goes from “very bad” to “very good.” Few services actually receive ratings as high as 75 on the scale, in part, because certain kinds of services tend to be thought less well of by residents in many communities across the country. Police protection tends to be better received than pothole repair by residents of most American cities. Where possible, the better comparison is not from one service to another in Arvada, but from Arvada services to services like them provided by other jurisdictions. This way we can better understand if “good” is good enough for Arvada service evaluations. National and Front Range<sup>1</sup> norms have also been included when comparisons were available.

The results will be presented along with earlier evaluations where possible. Most survey data dates back to 1995; however the overall satisfaction with services provided by the City dates back to 1981. Survey results from past surveys and surveys conducted in other cities, in most cases, have been converted to a 100-point scale to allow for easier and fairer comparisons.

The aforementioned norms comparisons are provided when similar questions are included in NRC’s database and there are at least four other jurisdictions in which the question was asked. Where comparisons are available, Arvada results are noted as being “above” the norm, “below” the norm or “similar to” the norm. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Arvada’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of three or more points on the 100-point scale between Arvada’s ratings and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the norm. When differences between Arvada’s ratings and normative data are two points or less, they are marked as “similar to” the norm. (See Appendix C: Complete Set of Normative Comparisons for more details about normative comparisons.)

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<sup>1</sup> The Front Range jurisdictions included in the comparisons are: Arvada, Aurora, Boulder, Boulder County, Broomfield, Castle Rock, Colorado Springs, Denver (City and County), Denver Public Library, Douglas County, Englewood, Fort Collins, Golden, Greeley, Greenwood Village, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Longmont, Louisville, Loveland, North Jeffco Park and Recreation District, Northglenn, Parker, Thornton, West Metro Fire Protection District, Westminster and Wheat Ridge.

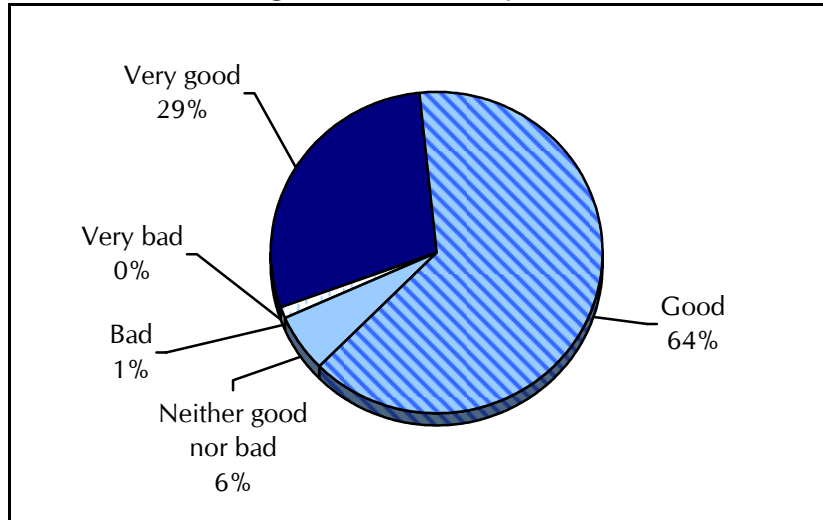


# Report of Results

## Quality of Life

Arvada residents completing the questionnaire were first asked to rate the overall quality of life in Arvada. Three in 10 respondents said it was “very good.” About two-thirds (64%) felt their overall quality of life was “good,” 6% said “neither good nor bad,” and 1% said “bad.” No one reported that the overall quality of life in Arvada was “very bad.”

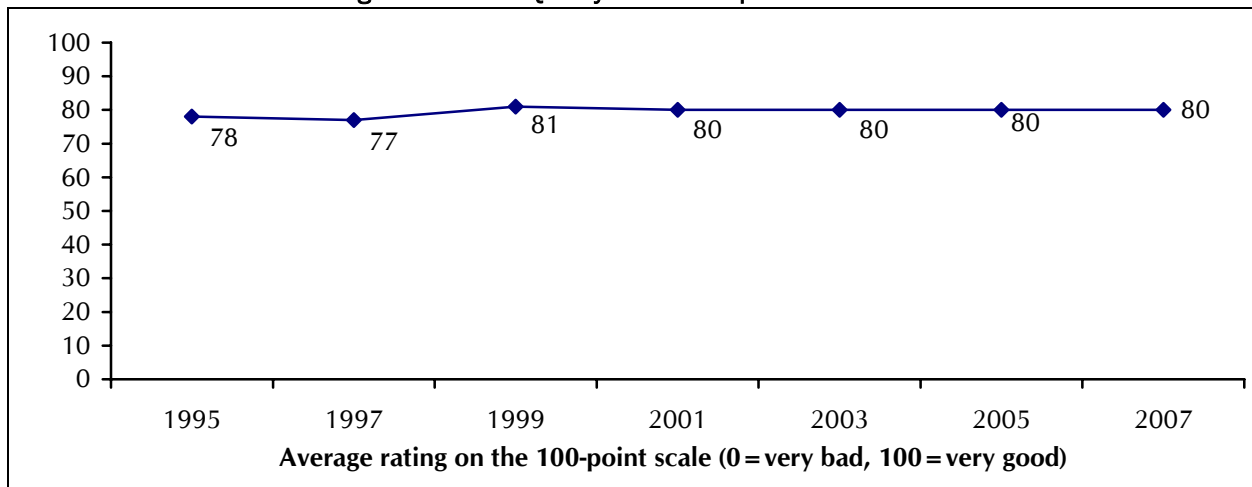
Figure 1: Overall Quality of Life



Frequencies were converted to a 100-point scale where zero equals very bad and 100 equals very good for comparison to previous survey years as well as other jurisdictions across the nation and in the Front Range (see Appendix C: Complete Set of Normative Comparisons for more information about normative comparisons).

The average rating for the overall quality of life in Arvada was above “good” (80) on the 100-point scale. When compared to previous survey years, ratings of overall quality of life have remained steady. Arvada residents rated their overall quality of life similar to other communities across the Front Range and higher than those across the nation.

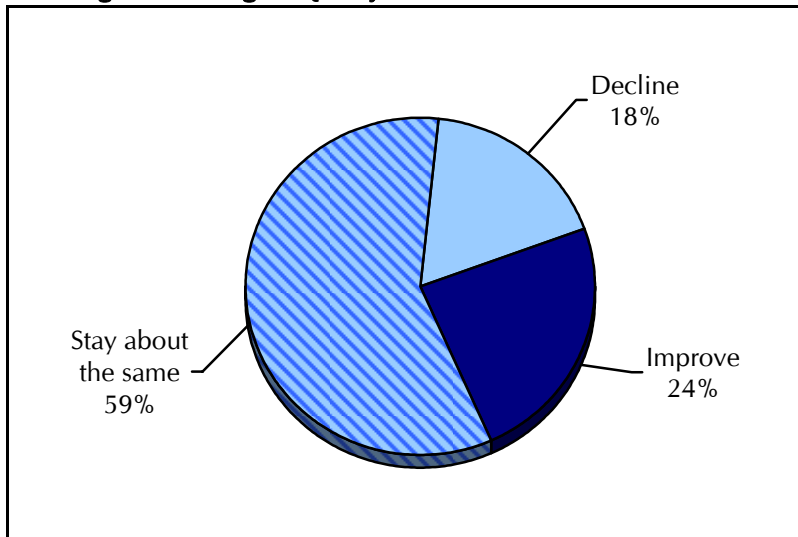
Figure 2: Overall Quality of Life Compared Over Time





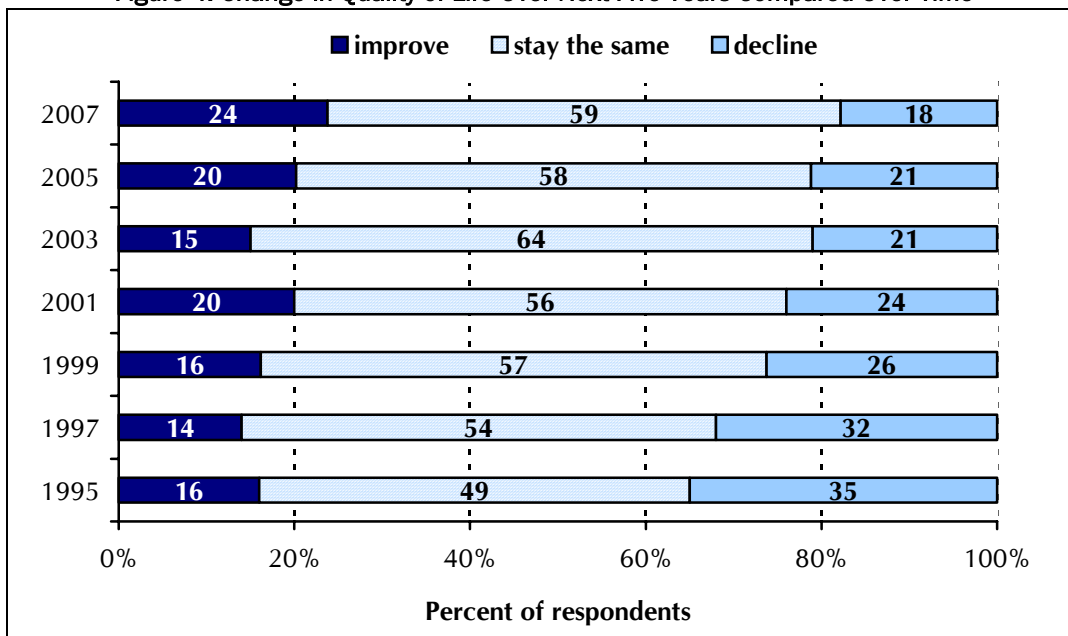
Respondents were asked if they felt their quality of life in Arvada was going to improve, stay about the same or decline over the next five years. In 2007, one-quarter of residents said the quality of life would improve, 59% said it would stay about the same, and 18% said it would decline.

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



In 2007, more residents believed that the quality of life would improve over the next five years than did those in 2005 (24% in 2007 versus 20% in 2005). Since 1995, fewer respondents have felt that their quality of life would decline in years to come.

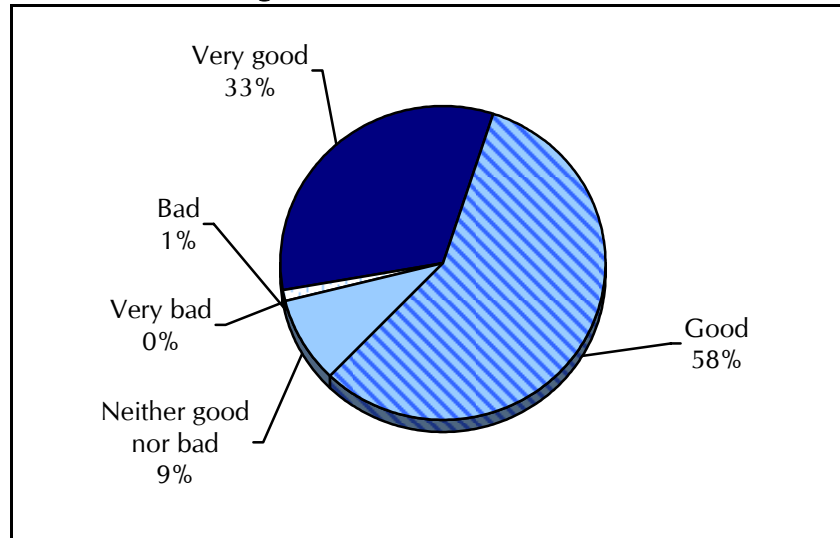
**Figure 4: Change in Quality of Life Over Next Five Years Compared Over Time**



### Quality of the Community

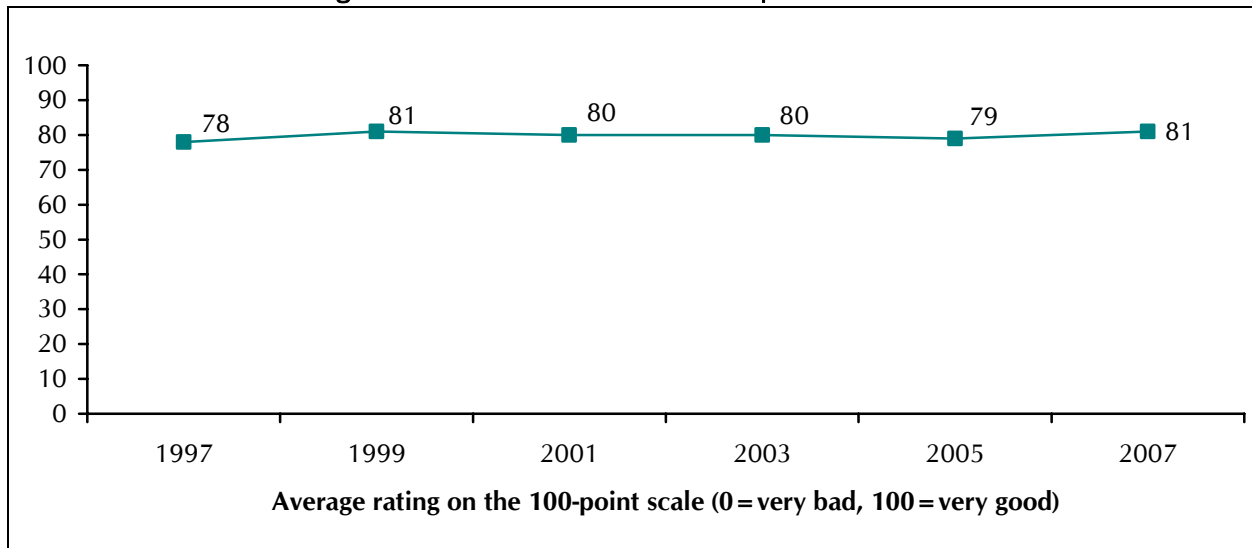
As in previous survey years, in 2007 respondents were asked about a variety of characteristics in Arvada including Arvada as a place to live, raise children, retire, work and the overall quality of their neighborhood. One-third of residents felt that Arvada as a place to live was “very good.” Six in 10 respondents said “good,” 9% said “neither good nor bad,” and only 1% said “bad.” No one reported that Arvada was a “very bad” place to live.

Figure 5: Arvada as a Place to Live



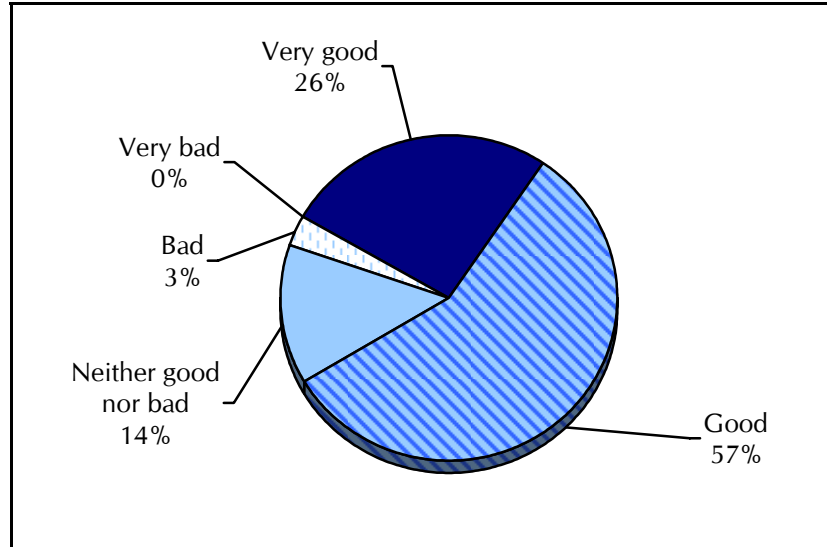
When converted to the 100-point scale where zero equals very bad and 100 equals very good, residents gave a rating of 81 to Arvada as a place to live, which was similar to ratings given in previous years. Arvada as a place to live was below the norm when compared to other Front Range communities and similar to the norm when compared to other jurisdictions across the U.S. (See Appendix C: Complete Set of Normative Comparisons for more information.)

Figure 6: Arvada as a Place to Live Compared Over Time



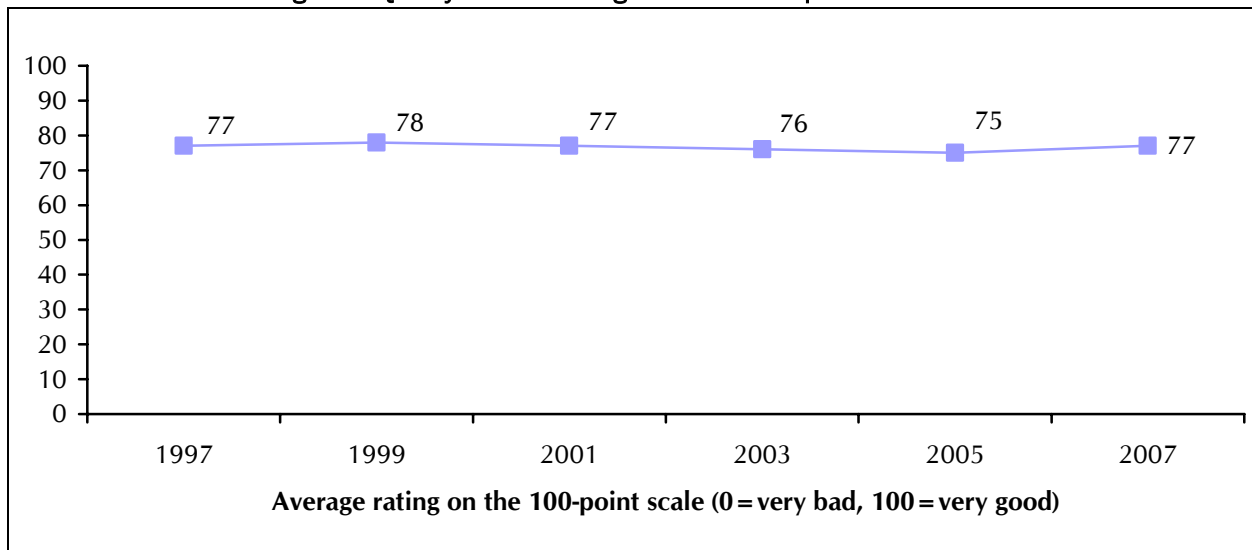
The overall quality of neighborhood received positive ratings. One-quarter reported the overall quality of their neighborhood was “very good,” more than half (57%) said “good,” and 14% said “neither good nor bad.” Only 3% felt the quality of their neighborhood was “bad” and no one reported it was “very bad.”

Figure 7: Overall Quality of Neighborhood



On the 100-point scale, residents gave an average rating of 77 to the overall quality of their neighborhood. This was similar to the ratings given in previous years. When compared to other jurisdictions across the nation, Arvada residents rated the overall quality of their neighborhood similar to the norm. Comparisons were not available to the Front Range. (See Appendix C: Complete Set of Normative Comparisons for more information.)

Figure 8: Quality of Arvada Neighborhoods Compared Over Time



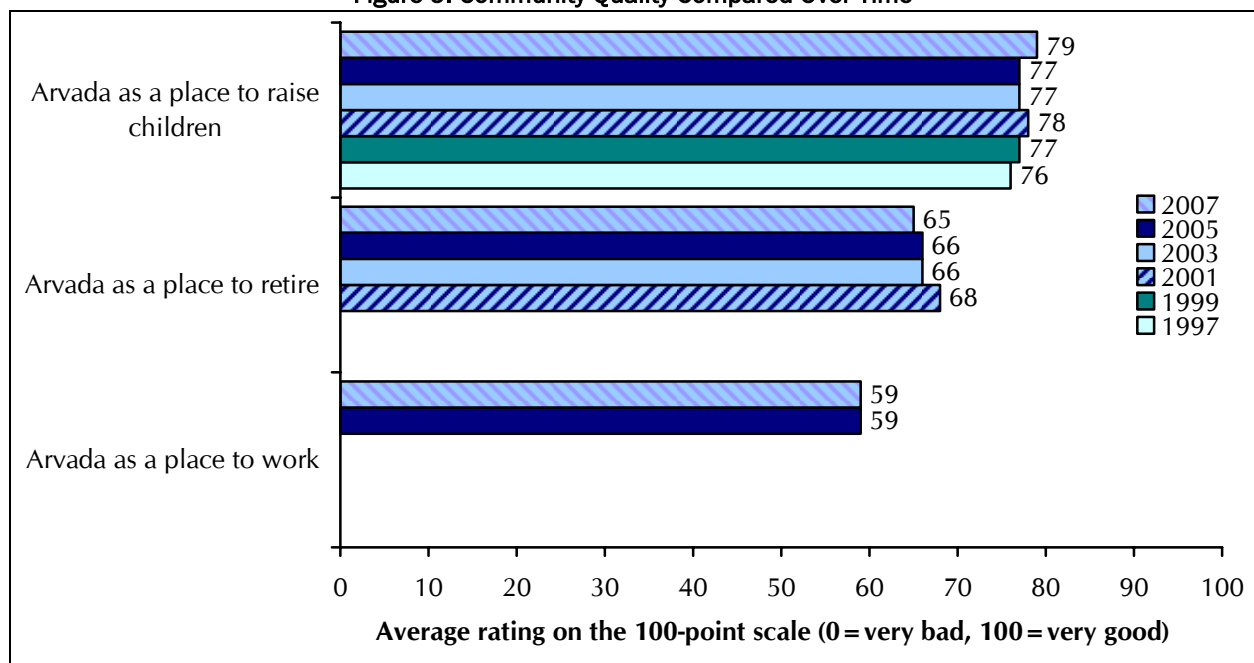
The quality of three other aspects of the community also was rated. Arvada as a place to raise children was said to be “good” or “very good” by 85% of residents. Three in five (58%) residents said that Arvada as a place to retire was at least “good” and Arvada as a place to work was said to be “good” or better by 40% of respondents.

Average ratings for Arvada as a place to raise children (79), retire (65), and work (59) were similar to those given in previous survey years. (See the chart below.) Lower ratings were given by Arvada residents to the city as a place to raise children than other communities in the Front Range and similar to other communities across the nation. Arvada as a place to retire was rated below the norm in the Front Range and similar to other communities across the nation. The average rating for Arvada as a place to work was lower than other communities in the Front Range and across the nation. (See Appendix C: Complete Set of Normative Comparisons for more information.)

**Table 1: Quality of Community**

Please circle the number that best describes your opinion for each of the following questions:	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
How do you rate Arvada as a place to raise children?	30%	55%	14%	1%	0%	100%	79	Below the norm	Similar to the norm
How do you rate Arvada as a place to retire?	15%	43%	34%	6%	2%	100%	65	Below to the norm	Similar the norm
How do you rate Arvada as a place to work?	8%	32%	49%	9%	2%	100%	59	Below the norm	Below the norm

**Figure 9: Community Quality Compared Over Time**



## Community Characteristics

Residents were given a list of 15 community characteristics and asked to rate the quality of each on a scale of very good to very bad. Two-thirds of the characteristics were rated at or above “good” on the 100-point scale. Access to neighborhood parks received the highest average rating (81 on the 100-point scale) which was above “good.” Water quality (77), recreational opportunities (71), and attractiveness/cleanliness (71) received the next most favorable ratings, also above “good.” The lowest ratings were given to opportunities for continuing education (58), affordability of housing (54), and opportunities for employment (50); however these ratings were at or above the mid-point of the scale.

When compared to 2005, similar ratings for all community characteristics were given by residents in 2007. (See the tables on the following pages.) Most ratings have increased or remained similar over time. Decreases were seen for opportunities for employment, which was rated just above the mid-point (55) in 2001 and declined somewhat since (50 in 2005 and 2007).

Opportunities to attend cultural activities and affordability of housing were rated above other communities in the Front Range. Quality of K-12 schools in Arvada, water quality, sense of community, air quality, and opportunities for employment were given ratings similar to the Front Range norm. Characteristics rated lower than other Front Range communities were: recreational opportunities, shopping opportunities, and opportunities for continuing education.

Among the characteristics rated above the national norm were: access to neighborhood parks, water quality, recreational opportunities, opportunities to attend cultural activities, and opportunities for employment. Similar ratings were given to the quality of K-12 schools in Arvada, attractiveness/cleanliness, racial relations, sense of community, shopping opportunities, and affordability of housing when compared to the nation. Arvada characteristics that received average ratings below other jurisdictions across the U.S. were air quality, opportunities for dining out, and opportunities for continuing education. (See Appendix C: Complete Set of Normative Comparisons for more information.)

Table 2: Community Characteristics

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Access to neighborhood parks	33%	58%	7%	2%	0%	100%	81	NA	Above the norm
Water quality	29%	55%	12%	3%	1%	100%	77	Similar to the norm	Above the norm
Recreational opportunities	18%	54%	22%	5%	1%	100%	71	Below the norm	Above the norm
Attractiveness/cleanliness	13%	63%	20%	3%	1%	100%	71	NA	Similar to the norm
Quality of K-12 schools in Arvada	14%	57%	23%	5%	1%	100%	69	Similar to the norm	Similar to the norm
Opportunities to attend cultural activities	16%	52%	26%	6%	0%	100%	69	Above the norm	Above the norm
Sense of community	11%	56%	28%	4%	1%	100%	68	Similar to the norm	Similar to the norm
Quality of available housing**	11%	54%	28%	5%	1%	100%	67	NA	NA
Air quality	6%	56%	32%	6%	0%	100%	66	Similar to the norm	Below the norm
Opportunities for dining out	17%	49%	20%	11%	4%	100%	66	NA	Below the norm
Racial relations	6%	39%	46%	7%	1%	100%	60	NA	Similar to the norm
Shopping opportunities	9%	43%	30%	15%	3%	100%	60	Below the norm	Similar to the norm
Opportunities for continuing education	6%	39%	38%	16%	1%	100%	58	Below the norm	Below the norm
Affordability of housing**	4%	36%	36%	17%	6%	100%	54	Above the norm	Similar to the norm
Opportunities for employment	1%	25%	49%	20%	5%	100%	50	Similar to the norm	Above the norm

\*\*New question in 2007

Table 3: Community Characteristics Compared Over Time

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	2007	2005	2003	2001	1999	1997
Access to neighborhood parks	81	79	80	79	77	76
Water quality	77	75	74	73	NA	NA
Recreational opportunities	71	69	72	71	69	65
Attractiveness/cleanliness	71	72	70	72	NA	NA
Quality of K-12 schools in Arvada	69	68	67	68	65	65
Opportunities to attend cultural activities	69	70	69	70	70	70
Sense of community	68	67	65	67	65	61
Quality of available housing*	67	NA	NA	NA	NA	NA
Air quality	66	66	64	63	64	57
Opportunities for dining out	66	67	66	64	65	63
Racial relations	60	60	62	61	62	61
Shopping opportunities	60	61	63	62	62	58
Opportunities for continuing education	58	59	58	61	65	61
Affordability of housing*	54	NA	NA	NA	NA	NA
Opportunities for employment	50	50	47	55	NA	NA

Average rating on 100-point scale (0=very bad, 100=very good)

\*New question in 2007

## Safety in Arvada

Safety is an important aspect of any community. Survey respondents were asked to rate their sense of personal safety and how safe they felt from crimes and fires in and outside their neighborhood. A majority of residents rated their sense of personal safety positively (89% said “very” or “somewhat” safe). Residents reported feeling the safest from violent crimes in their neighborhood, 86% said at least “somewhat safe.” Eight in 10 respondents felt “very” or “somewhat” safe from fires in their neighborhood. Safety from property crimes outside of their neighborhood received the lowest ratings with only half saying they felt at least “somewhat safe.”

When converted to the 100-point scale where zero equals very unsafe and 100 equals very safe, all safety ratings were above “neither safe nor unsafe,” or 50. Residents rated safety from violent crimes in their neighborhood (80), sense of personal safety (79), and safety from fires in their neighborhood (79) above “somewhat safe,” or 75 on the 100-point scale. While the average ratings for safety from property crimes both in and outside of neighborhoods were the lowest (66 and 60 points, respectively), residents felt safer from these crimes in 2007 than in 2005. All other 2007 safety ratings were similar to those given in previous survey years. (See the chart on page 17.)

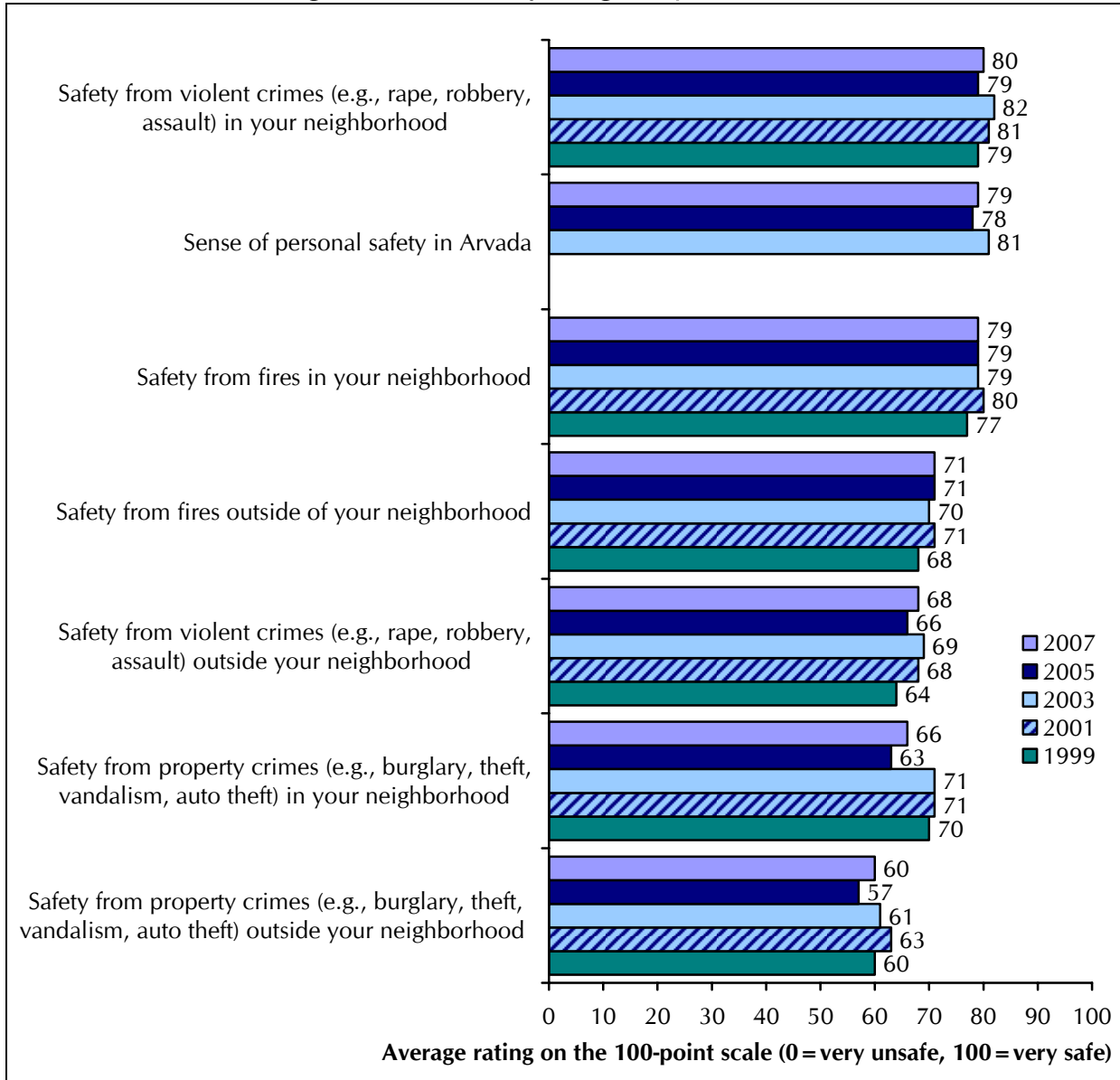
Normative comparisons were available for sense of personal safety in Arvada and safety from crimes in neighborhoods. Arvada residents’ sense of personal safety was rated higher than ratings given by other jurisdictions across the nation. No comparison was available to the Front Range. Safety from violent crimes, property crimes, and fires were above the norm when compared to other jurisdictions in the Front Range and across the U.S. (See Appendix C: Complete Set of Normative Comparisons for more information.)

**Table 4: Safety in Arvada**

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	Average rating (0=very unsafe, 100=very safe)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	40%	46%	9%	5%	0%	100%	80	Above the norm	Above the norm
Sense of personal safety in Arvada	31%	58%	7%	4%	0%	100%	79	NA	Above the norm
Safety from fires in your neighborhood	38%	44%	14%	3%	1%	100%	79	Above the norm	Above the norm
Safety from fires outside your neighborhood	23%	45%	27%	4%	1%	100%	71	NA	NA
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	15%	52%	22%	10%	1%	100%	68	NA	NA
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	17%	51%	15%	14%	3%	100%	66	Above the norm	Above the norm
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	7%	45%	30%	16%	1%	100%	60	NA	NA



Figure 10: Arvada Safety Ratings Compared Over Time



## Community Participation

Gauging participation in community activities and events helps a City determine what residents are doing in the community which can aid in future planning and budgeting. Arvada residents were asked to state the number of times they participated in or used 18 different activities and facilities in the last 12 months. One-third or more of residents reported they tried to restrict their water use for purposes of conservation (34%) and recycled used paper, cans or bottles from their home (37%) more than 26 times in the last 12 months. One-quarter of respondents said they used a City park or trail more than 26 times. Nine in 10 noted that they never had attended a City Council meeting (92%) or attended a public meeting about City matters (87%). Eighty percent or more of respondents stated that they never had used the A-Line to get to Denver International Airport (84%), rode a local RTD bus within the City (83%), or attended an educational class or program in Arvada (80%).

When compared over time, more respondents in 2007 reported they had accessed the City's Web site (55% versus 46%) and used a bicycle route in the City (49% versus 42%) than in 2005. In 2007, a smaller proportion of residents said they rode a local RTD bus within the City than in 2005 (17% versus 23%). (See Table 6 on the following page.)

**Table 5: Community Participation**

In the last 12 months, about how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Dined at an Arvada restaurant (not fast food)	5%	14%	44%	21%	16%	100%
Visited Olde Town Arvada	8%	21%	39%	19%	13%	100%
Used a City park or trail	10%	14%	29%	23%	25%	100%
Tried to restrict your water use for purposes of conservation	12%	9%	26%	19%	34%	100%
Used the public libraries	27%	27%	28%	9%	9%	100%
Recycled used paper, cans, or bottles from your home	28%	11%	15%	9%	37%	100%
Used the recreation centers	38%	21%	23%	7%	11%	100%
Accessed the City's Web site	45%	25%	23%	4%	3%	100%
Used a bicycle route in the City	51%	17%	16%	7%	9%	100%
Attended a production or program at the Arvada Center	54%	32%	12%	1%	1%	100%
Participated in North JeffCo recreation programs or activities	55%	21%	14%	5%	5%	100%
Volunteered your time to some group/activity outside of Arvada	56%	18%	14%	5%	7%	100%
Volunteered your time to some group/activity in Arvada	66%	12%	9%	6%	8%	100%
Attended an educational class or program in Arvada	80%	15%	4%	0%	1%	100%
Rode a local RTD bus within the City	83%	9%	3%	1%	4%	100%
Used the A-Line to get to Denver International Airport	84%	10%	5%	1%	0%	100%
Attended a public meeting about City matters	87%	10%	2%	0%	0%	100%
Attended a City Council meeting	92%	7%	1%	0%	0%	100%

**Table 6: Community Participation Compared Over Time**

<b>In the last 12 months, about how many times, if ever, have you done the following things:</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>
Dined at an Arvada restaurant (not fast food)	95%	95%	95%	93%	91%	NA
Visited Olde Town Arvada	92%	93%	89%	81%	80%	90%
Used a City park or trail	90%	87%	87%	83%	84%	NA
Tried to restrict your water use for purposes of conservation	88%	90%	94%	67%	73%	NA
Used the public libraries	73%	72%	70%	60%	66%	78%
Recycled used paper, cans, or bottles from your home	72%	74%	76%	71%	76%	84%
Used the recreation centers	62%	63%	64%	55%	46%	59%
Accessed the City's Web site	55%	46%	47%	25%	NA	NA
Used a bicycle route in the City	49%	42%	47%	NA	NA	NA
Attended a production or program at the Arvada Center	46%	48%	41%	36%	36%	54%
Participated in North JeffCo recreation programs or activities	45%	44%	43%	34%	35%	46%
Volunteered your time to some group/activity outside of Arvada	44%	47%	32%	33%	NA	NA
Volunteered your time to some group/activity in Arvada	34%	37%	30%	27%	29%	38%
Attended an educational class or program in Arvada	20%	23%	19%	13%	17%	NA
Rode a local RTD bus within the City	17%	23%	19%	15%	11%	14%
Used the A-Line to get to Denver International Airport	16%	17%	13%	NA	NA	NA
Attended a public meeting about City matters	13%	14%	9%	8%	9%	15%
Attended a City Council meeting	8%	10%	8%	5%	7%	13%

*Percent of respondents who participated at least once in the last 12 months*

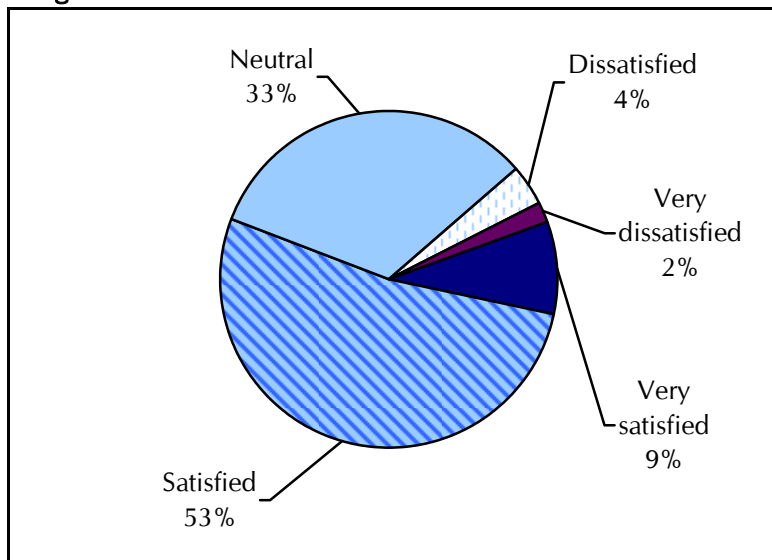
## City Government

The City has conducted the Citizen Survey for nearly three decades to assess resident’s opinions about City services and government. A significant portion of the Survey asked respondents to rate their satisfaction with services provided by the City of Arvada and satisfaction with local government performance.

### Perceptions of City Government Services

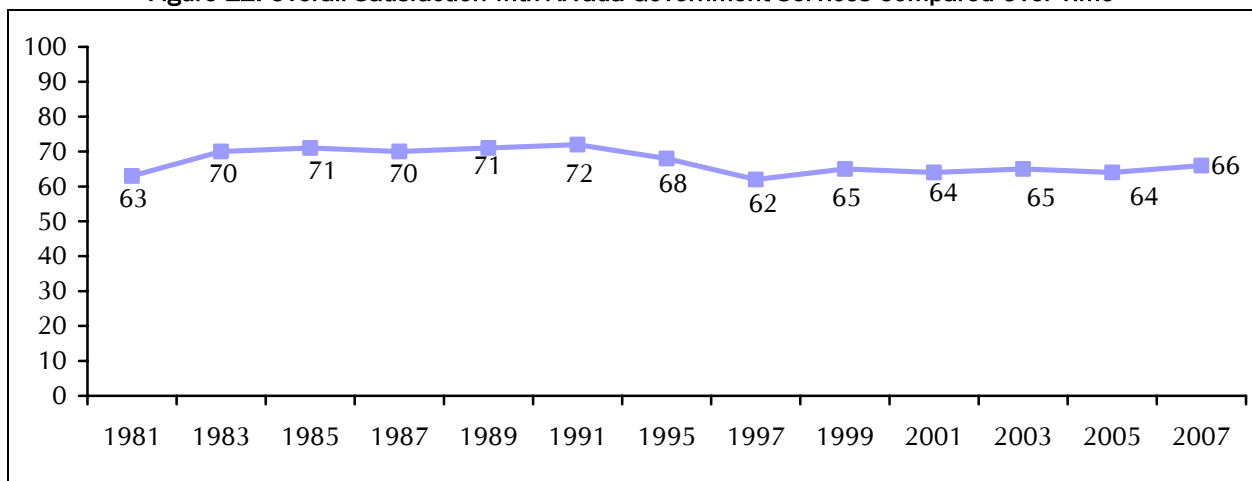
When asked to report their overall level of satisfaction with City government services, 62% of respondents said “very satisfied” or “satisfied.” Only 6% of residents were “very dissatisfied” or “dissatisfied” with government services and one-third of residents were “neutral” in their opinion.

**Figure 11: Overall Satisfaction with Arvada Government Services**



Similar ratings of overall satisfaction with government services have been given by residents since 1999. Arvada residents rated their satisfaction with government services similar to the ratings given by residents in other cities across the Front Range and the nation. (See Appendix C: Complete Set of Normative Comparisons for more information.)

**Figure 12: Overall Satisfaction with Arvada Government Services Compared Over Time**



Residents were provided a list of 23 City services and asked to rate their satisfaction with each service. Services that received the most positive ratings were City parks (77 on the 100-point scale), police emergency services (76), and drinking water quality (76). These services were at or above “satisfied,” or 75, on the 100-point scale. (See Table 7 on the following page.)

While none of the services received average ratings in the “dissatisfied” range, some received ratings that were “neutral,” on average, including programs to attract and keep businesses in Arvada (51), low income/subsidized housing (50), street patching and repairs (49), and zoning enforcement (weeds, junk cars, trash, etc.; 49).

Most City services were rated similarly in 2007 as in 2005 (see Table 8 on page 24). Police emergency services and police non-emergency, prevention and education services received higher ratings in 2007 than in 2005 (76 in 2007 versus 73 in 2005 and 69 versus 66). Maintenance of existing City parks, open space, and trails (70 vs. 73); street sweeping (61 vs. 66); new street construction and expansion (55 vs. 58); low income/subsidized housing (50 vs. 54); zoning enforcement (weeds, junk cars, trash, etc. (49 vs. 53); and street patching and repairs (49 vs. 58) all received lower ratings in 2007 than in 2005. In 2007, snow removal and sanding on major streets also received ratings lower than those given in 2005 (55 vs. 67). This noticeable trend is most likely the result of the unusually high levels of snowfall, including two blizzards in consecutive weeks.

Service ratings were compared to ratings given by residents in other cities in the Front Range and across the country. Thirteen out of the 23 services were available for comparison to the Front Range. Eight services received ratings lower than ratings provided by other jurisdictions in the Front Range: City parks; maintenance of existing City parks, open space, and trails; municipal court services; ease of bicycle travel in the City; City building inspection; ease of car travel in the City; street patching and repairs; and zoning enforcement (weeds, junk cars, trash, etc.). Water services received an average rating higher than Front Range norms. Police emergency services, sewer services, street sweeping, and snow removal or sanding on major streets were rated similar to the norm.

Of the 23 services provided by Arvada, 15 had comparisons available to other jurisdictions across the nation. The two services rated above the norm were water services and ease of bicycle travel in the City. City parks, police emergency services, sewer services, municipal court services, street sweeping, and ease of car travel in the City were similar to ratings given in other cities across the U.S. Services receiving ratings lower than the national norms were: maintenance of existing City parks, open space, and trails; police non-emergency, prevention and education services; traffic safety; City building inspection; snow removal or sanding on major streets; street patching and repairs; and zoning enforcement. (For more information, see Appendix C: Complete Set of Normative Comparisons.)

The percentage of “don’t know” responses for the following services was at least 20 for the following services: ease of bicycle travel in the City (21% of respondents selected “don’t know”), police non-emergency (23%), programs at the Arvada Center (26%), programs to attract and keep businesses in Arvada (31%), municipal court services (35%), low income/subsidized housing (35%), and City building inspection (45%). The ratings shown in the report are for those respondents who had an opinion.

**Table 7: Satisfaction with Arvada City Services**

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	Average rating (0=very dissatisfied, 100=very satisfied)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
City parks	26%	60%	12%	3%	0%	100%	77	Below the norm	Similar to the norm
Police emergency services	27%	54%	15%	2%	2%	100%	76	Similar to the norm	Similar to the norm
Drinking water quality	34%	47%	12%	5%	2%	100%	76	NA	NA
Water services	15%	61%	21%	3%	0%	100%	72	Above the norm	Above the norm
Sewer services	14%	60%	24%	2%	0%	100%	71	Similar to the norm	Similar to the norm
Programs at the Arvada Center for the Arts and Humanities	21%	47%	28%	4%	0%	100%	71	NA	NA
Maintenance of existing City parks, open space, and trails	15%	59%	18%	6%	2%	100%	70	Below the norm	Below the norm
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	17%	49%	28%	5%	1%	100%	69	NA	Below the norm
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	14%	51%	32%	2%	1%	100%	69	NA	NA
Development of new City parks, open space, and trails	11%	44%	33%	9%	3%	100%	63	NA	NA
Municipal court services	7%	39%	49%	4%	1%	100%	62	Below the norm	Similar to the norm
Ease of bicycle travel in the City	7%	45%	37%	8%	3%	100%	62	Below the norm	Above the norm
Street sweeping	7%	49%	28%	13%	3%	100%	61	Similar to the norm	Similar to the norm

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	Average rating (0=very dissatisfied, 100=very satisfied)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Programs to deal with appearance and safety of neighborhoods	6%	37%	41%	13%	4%	100%	57	NA	NA
Traffic safety (enforcement, education, and engineering)	4%	42%	36%	12%	5%	100%	57	NA	Below the norm
City building inspection	6%	28%	56%	6%	3%	100%	57	Below the norm	Below the norm
Ease of car travel in the City	7%	40%	31%	16%	6%	100%	56	Below the norm	Similar to the norm
New street construction and expansion	4%	36%	39%	14%	6%	100%	55	NA	NA
Snow removal or sanding on major streets	8%	43%	19%	20%	10%	100%	55	Similar to the norm	Below the norm
Programs to attract and keep businesses in Arvada	5%	26%	45%	16%	8%	100%	51	NA	NA
Low income/subsidized housing	5%	18%	56%	15%	6%	100%	50	NA	NA
Street patching and repairs	4%	32%	26%	27%	10%	100%	49	Below the norm	Below the norm
Zoning enforcement (weeds, junk cars, trash, etc.)	5%	30%	32%	23%	10%	100%	49	Below the norm	Below the norm

Table 8: Satisfaction with Arvada City Services Compared Over Time

Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	2007	2005	2003	2001	1999	1997	1995
City parks	77	78	76	79	76	74	77
Police emergency services	76	73	75	73	75	77	77
Drinking water quality	76	75	73	74	74	NA	NA
Water services	72	72	70	74	75	74	75
Programs at the Arvada Center for the Arts and Humanities	71	71	71	75	70	70	77
Sewer services	71	72	72	75	75	74	75
Maintenance of existing City parks, open space, and trails	70	73	70	73	72	72	76
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	69	70	70	68	69	68	68
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	69	66	68	70	67	72	76
Development of new City parks, open space, and trails	63	64	64	66	63	65	66
Municipal court services	62	63	63	65	65	64	65
Ease of bicycle travel in the City	62	NA	NA	NA	NA	NA	NA
Street sweeping	61	66	65	65	65	64	NA
Programs to deal with appearance and safety of neighborhoods	57	58	58	59	59	55	61
Traffic safety (enforcement, education, and engineering)	57	NA	NA	NA	NA	NA	NA
City building inspection	57	NA	NA	NA	NA	NA	NA
Ease of car travel in the City	56	56	54	51	48	49	NA
Snow removal or sanding on major streets	55	67	67	64	65	68	NA
New street construction and expansion	55	58	55	49	48	48	53
Programs to attract and keep businesses in Arvada**	51	52	50	52	55	51	53
Low income/subsidized housing	50	54	54	50	54	46	55
Zoning enforcement (weeds, junk cars, trash, etc.)	49	53	54	55	56	46	55
Street patching and repairs**	49	58	56	61	59	60	58

Average rating (0=very dissatisfied, 100=very satisfied)

\*\*Worded differently in 2003: "Business expansion and recruitment programs," "Street maintenance"



Survey respondents were also asked to rate the importance of each City service on a scale of essential to not at all important. Services thought to be the most important in 2007 were police emergency services (93 on the 100-point scale), drinking water quality (87), water services (85), sewer services (83), and snow removal or sanding on major streets (80). The least important services reported by residents were ease of bicycle travel in the City (51), programs at the Arvada Center for the Arts and Humanities (47), low income or subsidized housing (46), and City outreach services (Arvada-Channel 8, Web site, *The Arvada Report*, water bill inserts, etc.; 42 points).

Table 9: Importance of Arvada City Services

<b>Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, how important you think it is to have the City of Arvada provide these services.</b>	<b>Essential</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Not at all important</b>	<b>Total</b>	<b>Average rating (0=not at all important, 100=essential)</b>
Police emergency services	83%	14%	3%	0%	100%	93
Drinking water quality	67%	29%	3%	1%	100%	87
Water services	61%	32%	6%	1%	100%	85
Sewer services	60%	32%	7%	1%	100%	83
Snow removal or sanding on major streets	50%	42%	7%	1%	100%	80
Street patching and repairs	43%	49%	8%	1%	100%	78
City parks	36%	44%	19%	2%	100%	71
Municipal court services	34%	45%	19%	2%	100%	70
Maintenance of existing City parks, open space, and trails	32%	48%	17%	2%	100%	70
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	32%	44%	23%	2%	100%	68
Programs to deal with appearance and safety of neighborhoods	26%	46%	25%	3%	100%	65
Traffic safety (enforcement, education, and engineering)	26%	47%	23%	4%	100%	65
Programs to attract and keep businesses in Arvada	25%	42%	30%	3%	100%	63
Zoning enforcement (weeds, junk cars, trash, etc.)	25%	37%	32%	6%	100%	60
Ease of car travel in the City	21%	44%	31%	4%	100%	60
Development of new City parks, open space, and trails	22%	38%	34%	6%	100%	59
New street construction and expansion	19%	40%	33%	8%	100%	57
Street sweeping	19%	40%	37%	5%	100%	57
City building inspection	18%	41%	37%	5%	100%	57
Ease of bicycle travel in the City	13%	39%	35%	13%	100%	51
Programs at the Arvada Center for the Arts and Humanities	11%	33%	41%	15%	100%	47
Low income or subsidized housing	13%	29%	38%	19%	100%	46
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	9%	26%	47%	18%	100%	42

\*Scale wording different in 2007

As in 2005, police emergency services, drinking water quality, and water services were considered the most important services provided by Arvada. City outreach services were described as the least important, also matching 2005 results. A new set of response options were used for this question in 2007. In previous years, respondents were given a scale from 1 to 5 where 1 was “less important” and 5 was “more important.” New on the 2007 survey was “essential,” “very important,” “somewhat important,” “not at all important.”

**Table 10: Importance of Arvada City Services Compared Over Time**

<b>Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, how important you think it is to have the City of Arvada provide these services.</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>	<b>1995</b>
Police emergency services	93	91	91	88	91	90	78
Drinking water quality	87	84	84	73	86	NA	NA
Water services	85	79	79	80	82	76	76
Sewer services	83	77	77	78	80	76	72
Snow removal or sanding on major streets	80	77	77	79	79	80	NA
Street patching and repairs**	78	75	75	79	82	80	78
City parks	71	70	70	73	75	70	74
Maintenance of existing City parks, open space, and trails	70	71	70	74	74	70	76
Municipal court services	70	65	66	68	69	65	67
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	68	69	66	66	66	67	70
Programs to deal with appearance and safety of neighborhoods	65	70	64	66	66	65	63
Traffic safety (enforcement, education, and engineering)	65	66	NA	NA	NA	NA	NA
Programs to attract and keep businesses in Arvada**	63	68	57	57	52	54	55
Zoning enforcement (weeds, junk cars, trash, etc.)	60	62	63	63	65	64	68
Ease of car travel in the City	60	66	65	70	71	69	NA
Development of new City parks, open space, and trails	59	61	60	65	66	62	68
New street construction and expansion	57	58	57	65	62	63	63
Street sweeping	57	60	59	63	64	65	NA
City building inspection	57	57	56	59	60	NA	NA
Ease of bicycle travel in the City	51	53	49	54	53	52	55
Programs at the Arvada Center for the Arts and Humanities	47	52	51	53	53	47	57
Low income or subsidized housing	46	49	49	54	53	52	55
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	42	47	44	46	44	41	50

Average rating (0=not at all important, 100=essential)

\*Scale wording different in 2007

\*\*Worded differently in previous years: “Business expansion and recruitment,” “Street maintenance”

## Perception of Services Provided by Agencies Other Than the City

Satisfaction with non-City services was also evaluated. Library services and fire services received ratings of 78 and 74, respectively, or “satisfied” on the 100-point scale. Trash collection was rated just below “satisfied” (70). Services that received the lowest ratings were mass transit planning (rail, bus, etc.; 50), assistance programs for the poor and homeless (49), and programs providing health services for the poor (48). While these services were rated lower than the others, they were still at “neutral” on the 100-point scale.

Most comparisons to previous years were similar; however, mass transit planning, cable television services and trash collection were rated slightly lower in 2007 than in 2005. (See Table 11 on the following page.)

Normative comparisons to the nation and the Front Range were available for most non-City services. Services rated similar to other Front Range jurisdictions were library services, cable television services, and assistance programs for the poor and homeless. Fire services, trash collection, programs for senior citizens, and youth programs were below the Front Range norms.

When compared to the nation, most non-City services were similar to those in other cities including library services, cable television services, youth programs, and assistance programs for the poor and homeless. Fire services, trash collection, and programs for senior citizens received ratings lower than the ratings received, on average, by jurisdictions across North America.

Only those respondents who had an opinion about services are included in the ratings. From one-fifth to one-half of respondents selected “don’t know” for these services: cable television services (20%), youth programs (35%), programs for senior citizens (42%), programs providing health services for the poor (45%) and assistance programs for the poor and homeless (49%).

**Table 11: Satisfaction with Non-City Services**

Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total	Average rating (0=very dissatisfied, 100=very satisfied)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Library services	27%	59%	12%	1%	0%	100%	78	Similar to the norm	Similar to the norm
Fire services	18%	60%	20%	1%	0%	100%	74	Below the norm	Below the norm
Trash collection	17%	57%	18%	7%	2%	100%	70	Below the norm	Below the norm
Cable television services	8%	46%	23%	18%	6%	100%	58	Similar to the norm	Similar to the norm
Programs for senior citizens	4%	35%	51%	7%	3%	100%	58	Below the norm	Below the norm
Youth programs	6%	38%	41%	12%	4%	100%	57	Below the norm	Similar to the norm
Mass transit planning (rail, bus, etc.)	4%	28%	39%	21%	7%	100%	50	NA	NA
Assistance programs for the poor and homeless	3%	19%	55%	17%	6%	100%	49	Similar to the norm	Similar to the norm
Programs providing health services for the poor	3%	17%	56%	17%	7%	100%	48	NA	NA

**Table 12: Satisfaction with Non-City Services Compared Over Time**

Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	2007	2005	2003	2001	1999	1997	1995
Library services	78	77	77	NA	NA	NA	NA
Fire services	74	74	73	NA	NA	NA	NA
Trash collection	70	73	NA	NA	NA	NA	NA
Programs for senior citizens	58	59	58	59	62	62	69
Cable television services	58	62	58	58	48	52	NA
Youth programs	57	58	60	59	59	59	65
Mass transit planning (rail, bus, etc.)	50	53	50	48	48	44	49
Assistance programs for the poor and homeless	49	50	51	51	53	51	57
Programs providing health services for the poor	48	49	51	51	55	54	58

Average rating (0=very dissatisfied, 100=very satisfied)

The importance of each of the nine non-City services also was assessed. On a scale where zero equals not at all important and 100 equals essential, fire services (89), trash collection (75), and library services (69) were rated above “very important,” or 67. Cable television received the lowest rating of importance of 47 points, which was between “somewhat” and “very” important.

Table 13: Importance of Non-City Services

Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Fire services	71%	25%	3%	1%	100%	89
Trash collection	45%	40%	11%	4%	100%	75
Library services	32%	46%	19%	4%	100%	69
Youth programs	25%	47%	25%	4%	100%	64
Mass transit planning (rail, bus, etc.)	27%	42%	25%	6%	100%	63
Programs for senior citizens	21%	44%	31%	4%	100%	61
Programs providing health services for the poor	21%	39%	32%	8%	100%	58
Assistance programs for the poor and homeless	20%	39%	32%	8%	100%	58
Cable television services	17%	29%	33%	21%	100%	47

Importance ratings were converted to a 100-point scale. As with the importance of City services, the response options in 2007 were different than previous years. Despite the change to a new scale, resident priorities remained similar, with fire services, trash collection, and library services being described as the most important services provided in Arvada not by the City.

Table 14: Non-City Service Importance Ratings Compared Over Time

Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	2007	2005	2003	2001	1999	1997	1995
Fire services	89	74	73	NA	NA	NA	NA
Trash collection	75	73	NA	NA	NA	NA	NA
Library services	69	77	77	NA	NA	NA	NA
Youth programs	64	58	60	59	59	59	65
Mass transit planning (rail, bus, etc.)	63	53	50	48	48	44	49
Programs for senior citizens	61	59	58	59	62	62	69
Programs providing health services for the poor	58	49	51	51	55	54	58
Assistance programs for the poor and homeless	58	50	51	51	53	51	57
Cable television services	47	62	58	58	48	52	NA

\*Scale wording different in 2007

## Balancing Quality and Importance

As in past years, ratings of importance were compared to ratings of satisfaction to help guide City staff and officials with decisions on future resource allocation. Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention 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, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of quality (see the chart on the next page). Services were classified as “more important” if they were rated 64 points or higher on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 64. Services receiving a quality rating of 60 points or higher were considered of “higher quality” and those with an average rating lower than 60 as “lower quality.” Services were classified as “more important” if they were rated 65 points or higher on a 100-point scale. Services were rated as “less important” if they received an average rating of less than 65. This classification divided the services in half.

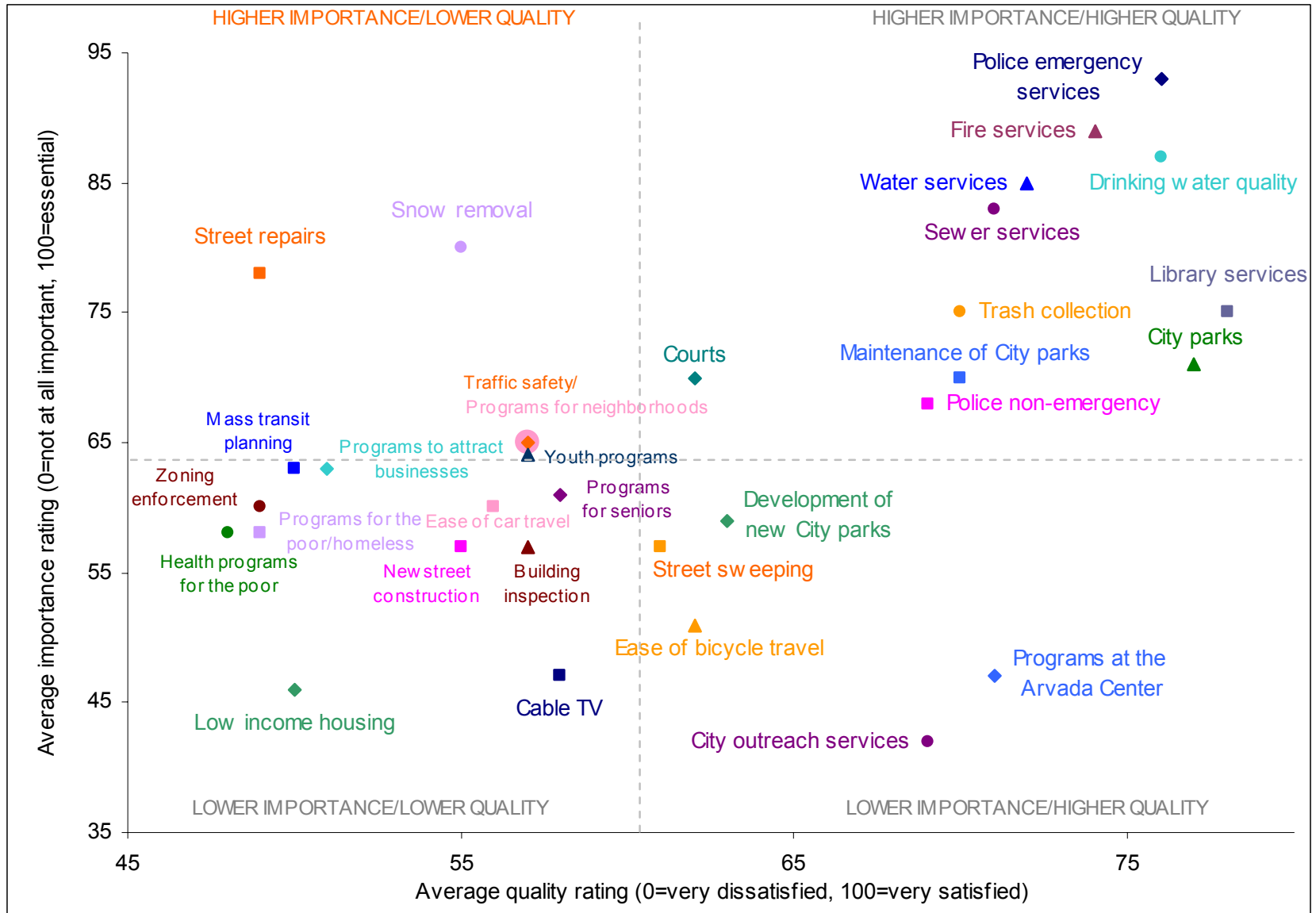
Services which were categorized as higher in importance and higher in quality were: police emergency services; fire services; drinking water quality; water services; sewer services; library services; trash collection; City parks; municipal court services; maintenance of existing City parks, open space, and trails; and police non-emergency, prevention, and education services (Senior Liaison, School and Community Resource Officers, and District Patrols).

Higher in importance, lower in quality: street patching and repairs; snow removal or sanding on major streets; traffic safety (enforcement, education, and engineering); programs to deal with appearance and safety of neighborhoods; and youth programs.

Lower in importance, higher in quality: development of new City parks, open space, and trails; street sweeping; ease of bicycle travel in the City; programs at the Arvada Center for the Arts and Humanities; and City outreach services (KATV-Channel 8, *The Arvada Report*, water bill inserts, etc.).

Lower in importance, lower in quality: mass transit planning (rail, bus, etc.); programs to attract and keep businesses in Arvada; programs for senior citizens; ease of car travel in the City; programs providing health services for the poor; assistance programs for the poor and homeless; zoning enforcement (weeds, junk cars, trash, etc.); new street construction and expansion; City building inspection; cable television services; and low income or subsidized housing.

Figure 13: Balancing Quality and Importance



Since 1997, street patching and repairs and youth programs have been considered of higher importance and lower quality by residents. Traffic safety (enforcement, education, and engineering) has been in this category in the past four survey administrations. As in 2005, programs to deal with the appearance and safety of older neighborhoods was a concern in 2007. New to the list of higher importance and lower quality was snow removal or sanding on major streets. This noticeable trend is most likely the result of the unusually high levels of snowfall, including two blizzards in consecutive weeks.

**Table 15: Comparison of Services with Higher Importance and Lower Quality: 2007- 1995**

Service	2007	2005	2003	2001	1999	1997
Street patching and repairs*	X	X	X	X	X	X
Youth programs	X	X	X	X	X	X
Traffic safety (enforcement, education, and engineering)*	X	X	X	X		X
Ease of car travel in the City		X	X	X	X	X
Programs for senior citizens		X	X	X	X	X
Programs to deal with appearance and safety of neighborhoods	X	X		X	X	
Municipal court services		X				
Snow removal or sanding on major streets	X					

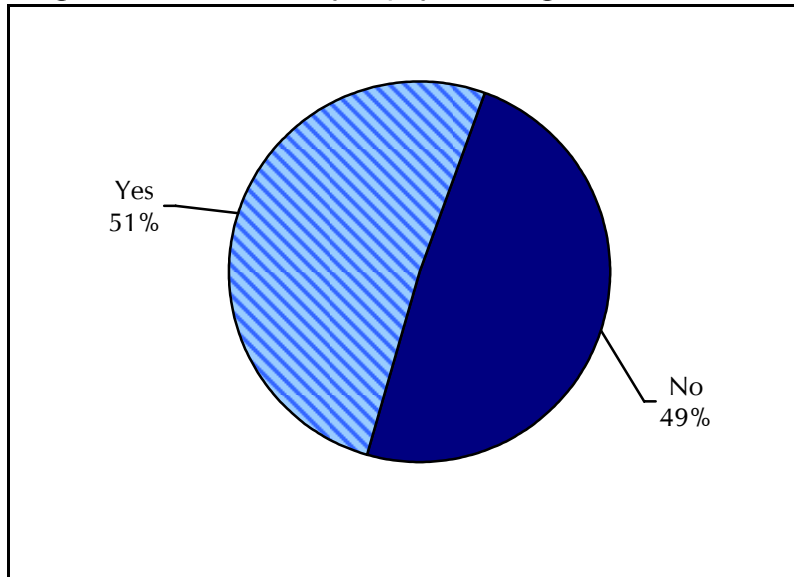
\*Worded differently before 2005



### City Employees

Several survey questions asked about residents' contact with Arvada employees. Half of residents reported having had contact with a City employee in the last 12 month period. Of those who had contact, 6 in 10 reported having contact with the Police department. One-quarter of respondents contacted the Arvada Center (24%) and Parks/Golf (23%). Fewer residents said they contacted Community Development (3%), Housing (3%), the City Manager's Office (3%), and Economic Development (2%).

**Figure 14: Contact with City Employees During the Last 12 Months**



**Table 16: Departments Contacted in the Last 12 Months**

With which of the following departments have you had contact in the last 12 months?	Percent of respondents*
Police	58%
Arvada Center	24%
Parks/Golf	23%
Animal Control	18%
Water/Sewer	16%
Code Enforcement	16%
City Clerk/Passport	14%
Streets/Snow Removal	12%
Building Inspection	11%
Water Billing	10%
Municipal Court	9%
Human Resources	5%
Sales Tax	4%
City Attorney/Prosecutor	4%
Community Development	3%
Housing	3%
City Manager's Office	3%
Economic Development	2%
Other	11%

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

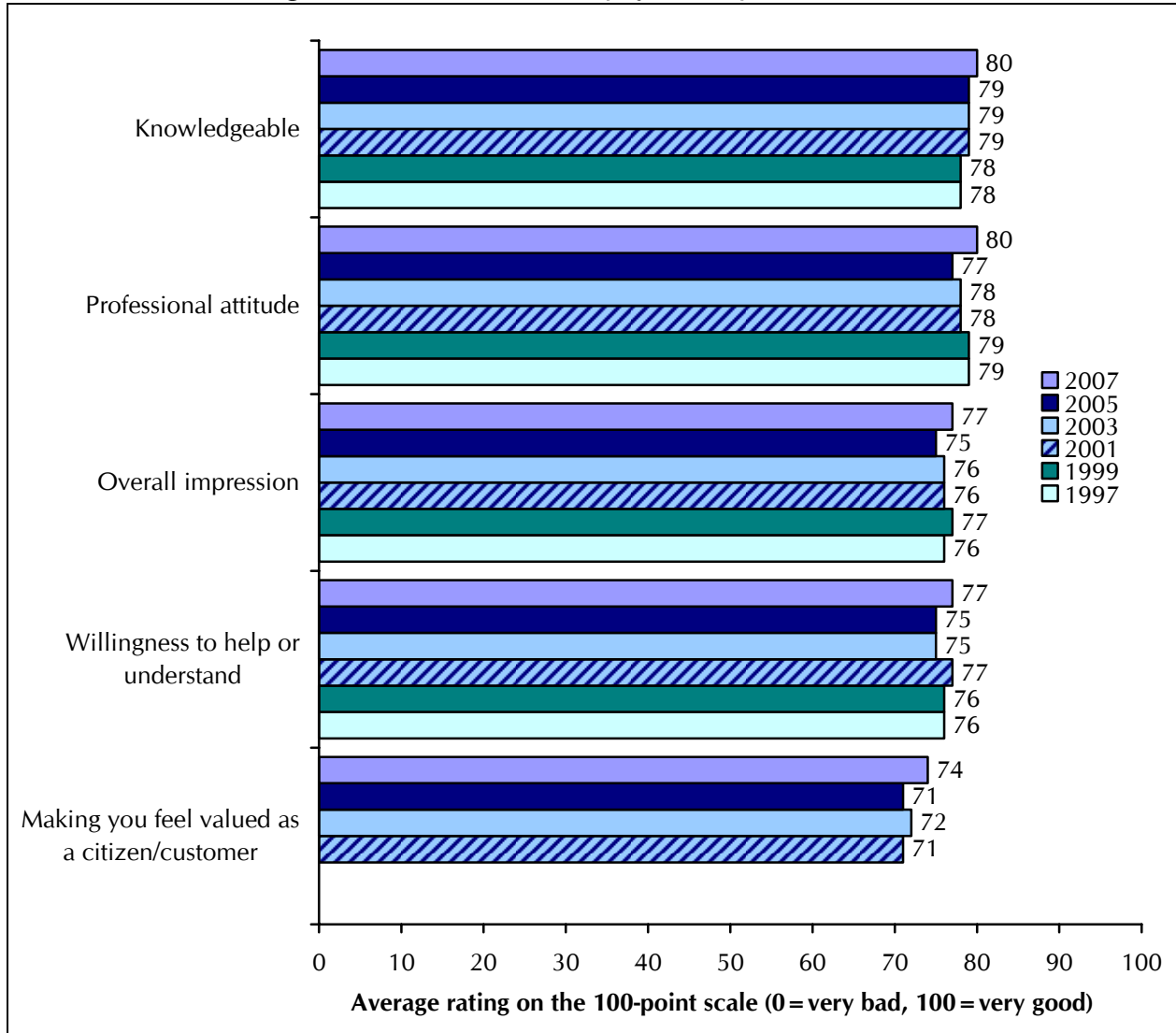
Residents who reported having contact with an employee were asked to rate their impression of their most recent contact. On a scale where zero equals very bad and 100 equals very good, all employee characteristics received ratings at or above “good,” or 75. Having a professional attitude and making residents feel valued as a citizen/customer received slightly higher ratings in 2007 than in 2005 (80 vs. 77 and 74 vs. 71, respectively). All other characteristics were similar to previous years. (See Figure 15 on the following page.)

Three of the five characteristics were available for comparison to Front Range and national norms. Residents rated employees’ knowledge and overall impression similar to ratings given in other cities in the Front Range. Front Range comparisons were not available for the employees’ willingness to help or understand. All three characteristics were similar to the national norm. (See Appendix C: Complete Set of Normative Comparisons for more information.)

**Table 17: City Employee Ratings**

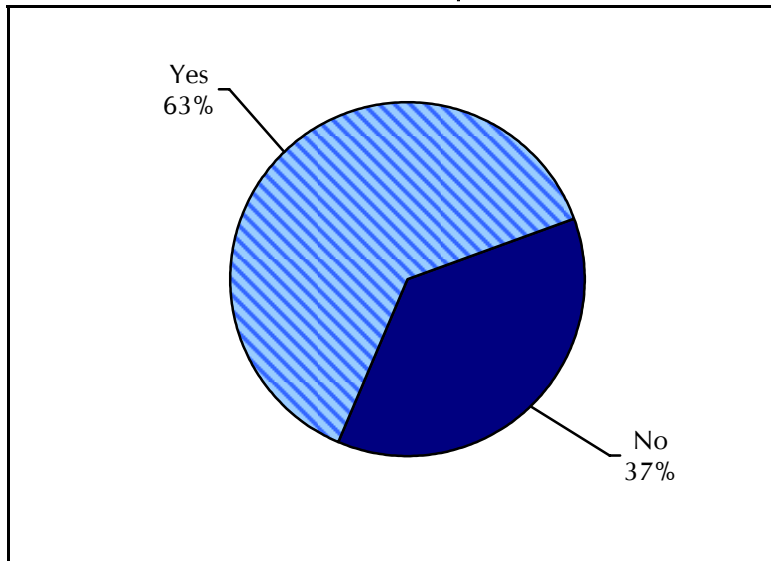
What was your impression of City employees in your most recent contact?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Knowledgeable	40%	43%	12%	3%	1%	100%	80	Similar to the norm	Similar to the norm
Professional attitude	43%	41%	10%	5%	1%	100%	80	NA	NA
Willingness to help or understand	43%	35%	11%	8%	3%	100%	77	NA	Similar to the norm
Overall impression	40%	39%	12%	7%	2%	100%	77	Similar to the norm	Similar to the norm
Making you feel valued as a citizen/customer	39%	35%	13%	9%	5%	100%	74	NA	NA

Figure 15: Characteristics of Employees Compared Over Time



When asked if they had contacted the police or municipal courts in the last 12 months, 6 in 10 respondents said “yes.” Of those who had contact, 25% of respondents said the reason for their contact was to get help for solving a problem, 17% reported it was because they were a victim of crime, and 14% had contacted the police or municipal courts because of a traffic ticket.

**Figure 16: Contact with the Police or Municipal Courts in the Past 12 Months**



**Table 18: Reason for Contact with Police or Municipal Courts**

What was the reason for your contact with the police or municipal courts?	Percent of respondents
Help for solving a problem	25%
Victim of crime	17%
Traffic ticket	14%
Witnessed a crime	7%
Accused of a crime	2%
Other	36%
Total	100%

Respondents who reported contacting the police or municipal courts were asked to evaluate the conduct of the police officers, judge, and City prosecutors on the case. About 6 in 10 said the conduct of the police officers was “very fair” and one-quarter said “somewhat fair.” Ninety-four percent of respondents felt the judge on the case was at least “somewhat fair.” Somewhat fewer residents reported the City prosecutors were “very” or “somewhat” fair (82%).

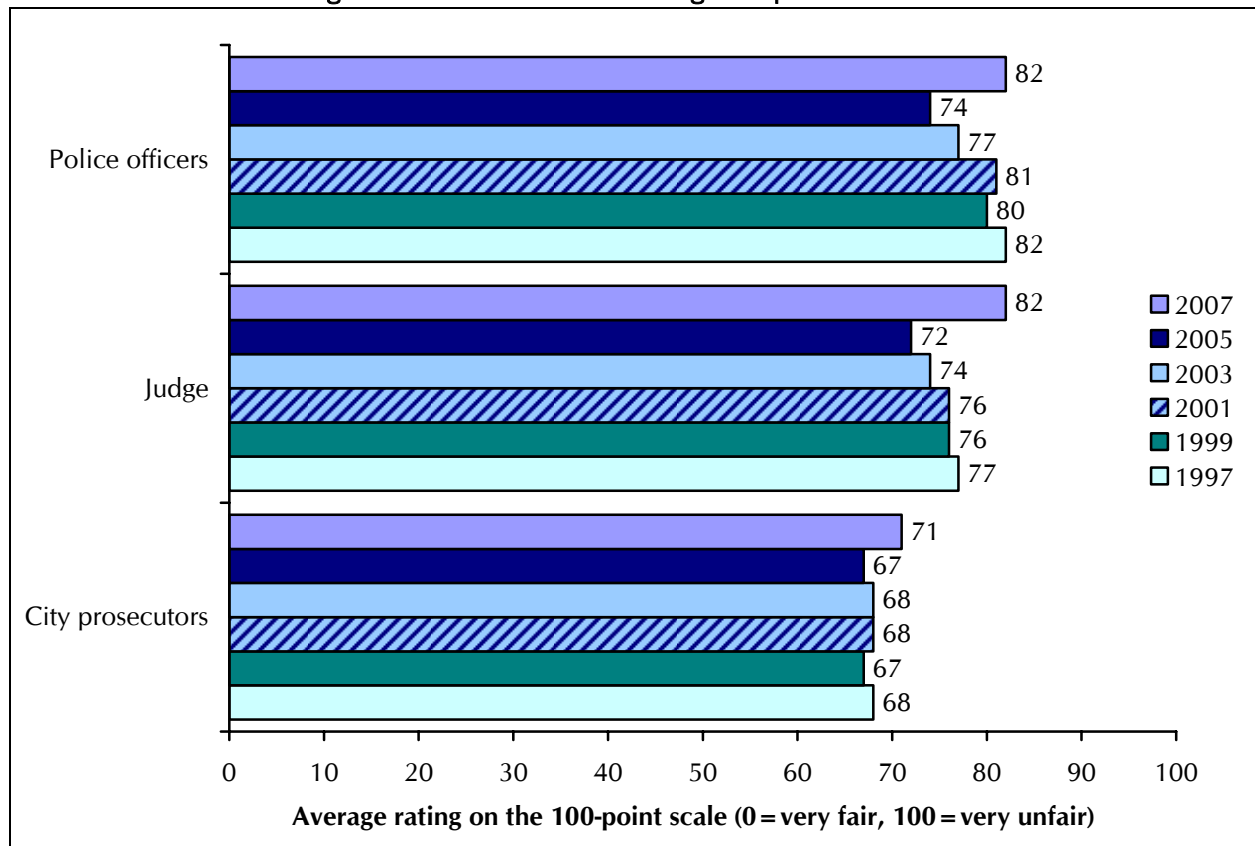
When converted to the 100-point scale where zero equals very unfair and 100 equals very fair, the conduct of each official was above “somewhat fair,” or 67. Most ratings were slightly above or similar to ratings given in previous years. Survey respondents in 2007 gave somewhat higher ratings, on average, than in 2005.

About three-quarters of respondents felt that they did not know how to rate the fairness of conduct for either the judge or the City prosecutors. Only one-quarter of respondents had an opinion about these two questions.

**Table 19: Law Enforcement Ratings**

Please circle the number that best describes your opinion for each of the following questions:	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Total	Average rating (0=very unfair, 100=very fair)
How would you rate the conduct of the police officers on the case?	64%	24%	7%	5%	100%	82
How would you rate the conduct of the judge on the case?	55%	39%	3%	3%	100%	82
How would you rate the conduct of the City prosecutors on the case?	42%	40%	9%	10%	100%	71

**Figure 17: Law Enforcement Ratings Compared Over Time**



## Public Trust

Arvada residents were asked to what extent they agreed or disagreed with several statements about the City Government. Three out of four respondents “strongly” or “somewhat” agreed that City of Arvada employees really try to do quality work. Six in 10 residents at least “somewhat” agreed with the following statements: “I receive good value for the City taxes I pay” (63%), “Arvada City government welcomes citizen involvement” (57%), and “I am pleased with the overall direction that the City is taking” (61%). Half of respondents agreed that the Government is really run for the benefit of all the people (48%) and that they were well informed on major issues in the City of Arvada (47%). One-third of residents “somewhat” or “strongly” disagreed that most elected officials care what people like them think. (See Table 20 on the following page.)

Most public trust ratings were similar to previous years. However, ratings were slightly higher in 2007 for receiving good value for the City taxes paid (66 points vs. 63 on a 100-point scale) and for Government being run for the benefit of all the people (60 vs. 57). (See the chart on page 9.)

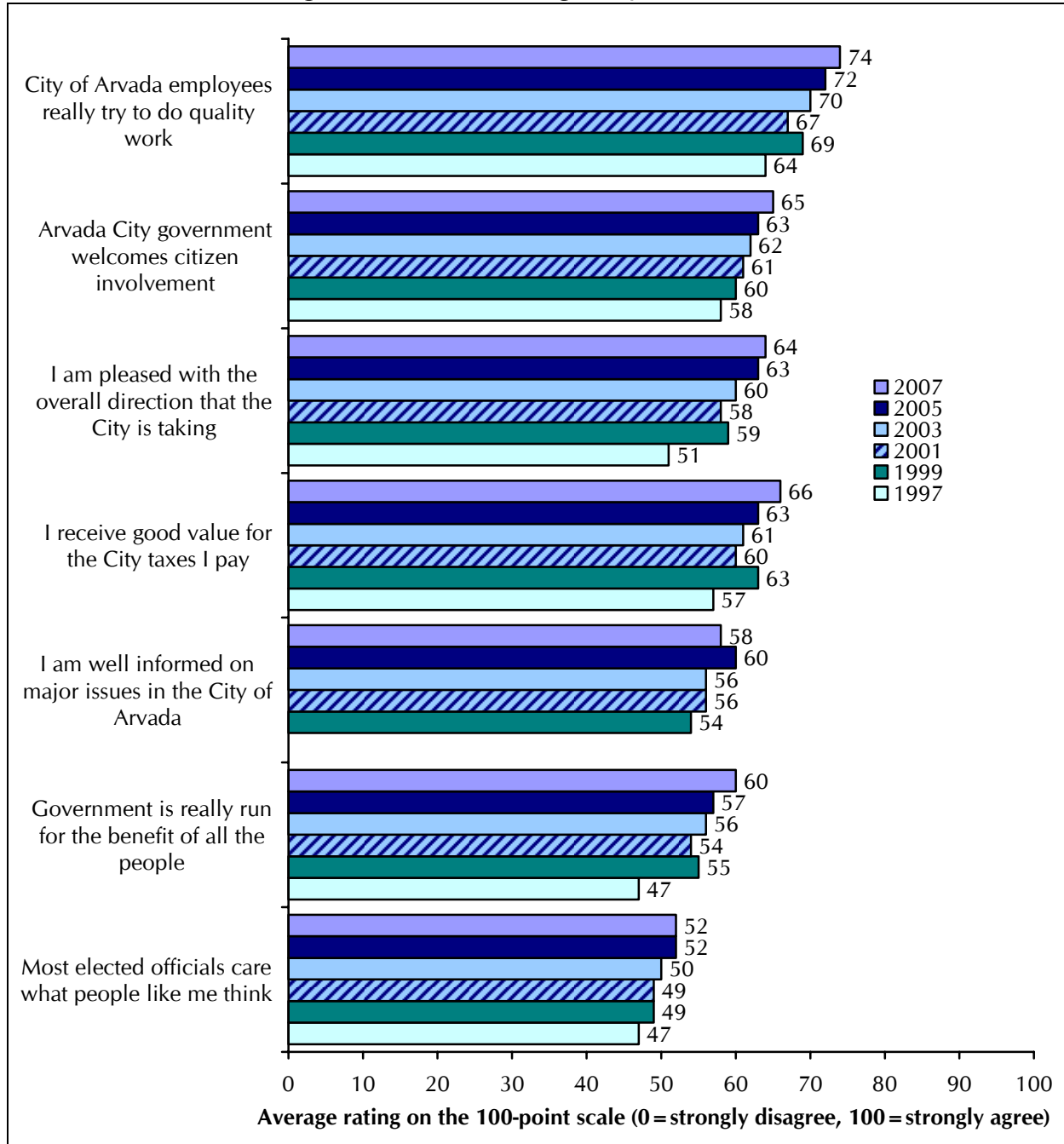
Normative comparisons were available for four of the seven statements in both the Front Range and across the U.S. Arvada residents gave similar ratings to each statement when compared to other Front Range jurisdictions.

Public trust statements that received evaluations above the ratings given by other cities across the nation were: “I receive good value for the City taxes I pay” and “I am pleased with the overall direction that the City is taking.” “Arvada City government welcomes citizen involvement” and “Government is really run for the benefit of all the people” received ratings similar to other U.S. jurisdictions. Fewer Arvada respondents felt that most elected officials care what people like me think when compared to other jurisdictions across the U.S. (For more information, see Appendix C: Complete Set of Normative Comparisons.)

Table 20: Public Trust Ratings

Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating (0=strongly disagree, 100=strongly agree)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
City of Arvada employees really try to do quality work	26%	49%	21%	3%	1%	100%	74	NA	NA
I receive good value for the City taxes I pay	15%	48%	24%	11%	2%	100%	66	Similar to the norm	Above the norm
Arvada City government welcomes citizen involvement	15%	42%	32%	9%	2%	100%	65	Similar to the norm	Similar to the norm
I am pleased with the overall direction that the City is taking	14%	47%	24%	12%	3%	100%	64	Similar to the norm	Above the norm
Government is really run for the benefit of all the people	13%	35%	34%	14%	4%	100%	60	Similar to the norm	Similar to the norm
I am well informed on major issues in the City of Arvada	12%	35%	32%	15%	5%	100%	58	NA	NA
Most elected officials care what people like me think	9%	31%	29%	22%	9%	100%	52	NA	Below the norm

Figure 18: Public Trust Ratings Compared Over Time





## Issues Affecting Arvada

Several questions on the survey were devoted to assessing potential problems in Arvada. Growth management and development also were topics covered on the survey. These issues are important for city governments to uncover and address to increase the quality of life for residents.

### Problem Ratings

Twelve potential problems which may impact Arvada were presented to residents. Respondents were asked to indicate to what degree, if at all, each issue was a problem in Arvada. Lack of mass transit services was noted as the biggest problem in Arvada on the list presented to respondents, 27% said it was an “extreme” or “major” problem. One in five residents said traffic congestion (23%), growth (22%), and employment opportunities (17%) were at least a “major” problem. Crime (3%) and flooding (3%) were reported to be the least problematic. (See the table below.)

When compared to 2005, more residents in 2007 felt that lack of mass transit services was an “extreme” or “major” problem (20% in 2005 versus 27% in 2007). Fewer residents said that growth was at least a “major problem” in 2007 (22%) than in 2005 (28%). (See Table 22 on the following page for more information about comparisons over time.)

**Table 21: Perceptions of Potential Problems Impacting Arvada**

To what degree are the following a problem in Arvada:	Not a problem	Minor problem	Important problem	Major problem	Extreme problem	Total
Lack of mass transit service	15%	28%	29%	20%	7%	100%
Traffic congestion	8%	37%	32%	19%	4%	100%
Growth	16%	29%	32%	14%	8%	100%
Employment opportunities	15%	39%	29%	13%	4%	100%
Lack of entry-level housing	25%	36%	24%	10%	6%	100%
Identity theft	18%	38%	30%	10%	4%	100%
Violation of traffic laws	14%	49%	22%	11%	3%	100%
Lack of housing options for senior citizens	27%	35%	26%	9%	3%	100%
Residential property maintenance	17%	41%	28%	10%	4%	100%
Loitering youth	18%	50%	23%	7%	2%	100%
Crime	8%	54%	35%	3%	0%	100%
Flooding	45%	44%	9%	2%	1%	100%

**Table 22: Perceptions of Potential Problems Impacting Arvada Compared Over Time**

To what degree are the following a problem in Arvada:	2007	2005	2003	2001	1999	1997
Lack of mass transit service	27%	20%	18%	28%	24%	NA
Traffic congestion	22%	22%	25%	32%	40%	37%
Growth	22%	28%	29%	38%	43%	45%
Employment opportunities	17%	18%	21%	13%	12%	15%
Lack of entry-level housing	16%	16%	18%	26%	20%	23%
Residential property maintenance*	14%	NA	NA	NA	NA	NA
Identity theft	14%	14%	NA	NA	NA	NA
Violation of traffic laws	14%	16%	17%	NA	NA	NA
Lack of housing options for senior citizens	12%	12%	13%	15%	12%	NA
Loitering youth	9%	9%	10%	10%	10%	13%
Crime	3%	5%	4%	2%	2%	4%
Flooding	2%	2%	2%	NA	NA	NA

Percent rating as “major” or “extreme” problem

\*New category in 2007

### Growth Management and Development

A series of questions about growth and development were asked of Arvada residents. When asked about the current rate of different types of growth in the City, 61% of respondents felt that residential growth was “somewhat” or “much” too fast. One in five residents said the speed of retail (shopping) growth was at least “somewhat too fast.” One in 10 respondents reported the rate of growth for light industrial/manufacturing (8%) and professional offices (11%) as “somewhat” or “much” too fast. Job growth was seen as being “somewhat” or “much” too slow by 58% of respondents and 34% felt recreational/entertainment growth was too slow.

In 2007, a smaller proportion of residents noted that the speed of residential growth was too fast than in 2005 (61% versus 65%) and more felt it was about right (37% versus 33%). Slightly fewer survey respondents reported that the growth of professional offices was too slow in 2005 than in 2007 (22% versus 26%). See Table 24 on the following page for more information.

**Table 23: Opinions on the Current Rate of Growth in Arvada**

What do you think about the current rate of the following types of growth in Arvada?	Much too fast	Somewhat too fast	About right	Somewhat too slow	Much too slow	Total
Residential growth	27%	34%	37%	1%	0%	100%
Retail (shopping) growth	8%	15%	46%	24%	7%	100%
Light industrial/manufacturing	3%	5%	63%	23%	6%	100%
Professional offices	3%	8%	63%	21%	4%	100%
Job growth	1%	2%	40%	46%	12%	100%
Recreational/entertainment	1%	3%	62%	30%	4%	100%

**Table 24: Opinions on the Current Rate of Growth in Arvada Compared Over Time**

Type of Growth	Percent of respondents																	
	Too fast						About right						Too slow					
	2007	2005	2003	2001	1999	1997	2007	2005	2003	2001	1999	1997	2007	2005	2003	2001	1999	1997
Residential growth	61%	65%	61%	71%	75%	72%	37%	33%	37%	28%	24%	27%	1%	1%	2%	1%	1%	1%
Retail (shopping) growth	24%	23%	22%	28%	31%	28%	46%	46%	49%	40%	44%	43%	30%	30%	29%	32%	25%	29%
Job growth	2%	2%	2%	4%	6%	7%	40%	40%	31%	48%	56%	50%	57%	58%	68%	48%	38%	44%
Light industrial/manufacturing	8%	9%	8%	12%	13%	NA	63%	60%	59%	63%	64%	NA	29%	30%	33%	25%	23%	NA
Professional offices	11%	14%	12%	12%	16%	NA	63%	64%	65%	66%	61%	NA	26%	22%	24%	22%	22%	NA
Recreational/entertainment	4%	5%	7%	6%	NA	NA	62%	64%	63%	65%	NA	NA	33%	31%	30%	30%	NA	NA

Residents also were asked to rate the quality and variety of residential and business/retail development. The quality of residential development in Arvada was rated the highest with 6 in 10 respondents (62%) saying it was “good” or “very good.” Forty-five percent reported business/retail development was “good” or “very good” and 41% said the variety of residential development was at least “good.” One-third noted that the variety of business/retail development was “good” or “very good,” and half of respondents felt it was “neither good nor bad.”

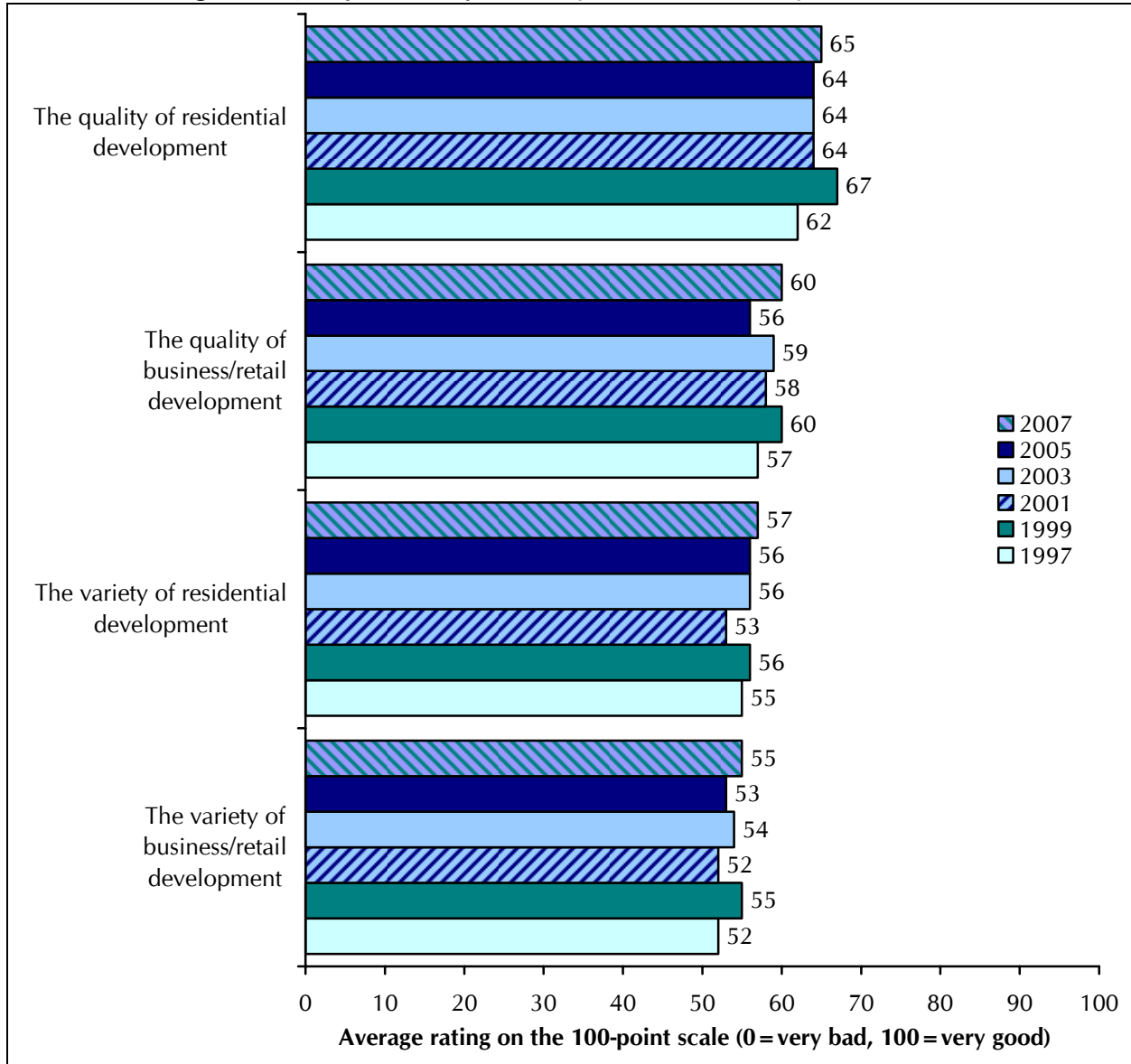
The majority of respondents felt that the variety of development was “good” or “neither good nor bad” for both residential development (80%) and business/retail development (77%). Only a small percent, 2% and 3%, respectively rated the variety of these developments as “very bad.”

In 2007, average ratings for the quality and variety of residential and business/retail development were between “good” and “neither good nor bad.” When compared over time, all ratings in 2007 were similar to ratings given in prior survey years, except for the quality of business/retail development which received higher ratings in 2007 than in 2005. Most ratings have remained similar over time. Comparisons to other jurisdictions across the nation were available for the quality of residential development and the quality of business/retail development. Both received ratings below the norm.

**Table 25: Quality and Variety of Development in Arvada**

Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
The quality of residential development	8%	54%	29%	7%	1%	100%	65	NA	Below the norm
The quality of business/retail development	6%	39%	43%	10%	2%	100%	60	NA	Below the norm
The variety of residential development	4%	37%	44%	12%	2%	100%	57	NA	NA
The variety of business/retail development	3%	32%	48%	15%	2%	100%	55	NA	NA

**Figure 19: Quality and Variety of Development in Arvada Compared Over Time**



In 2007, a new set of questions was added to the survey asking about the City’s ability to plan for growth in a variety of areas. Residents rated the City’s ability to plan for parks and recreation growth highest, with 65% of reporting it was “good” or “very good.” Six in 10 respondents said that planning for preserving buildings and landmarks in the community was at least “good.” Fifty-five percent of survey participants believed that the City’s ability to plan for enhancing buildings and landmarks in the community was “good” or better, and 47% felt planning for future growth of the community was at least “good.” One in four residents said that the City’s ability to plan for diverse housing choices (28%) and economic development (27%) was “good” or “very good.”

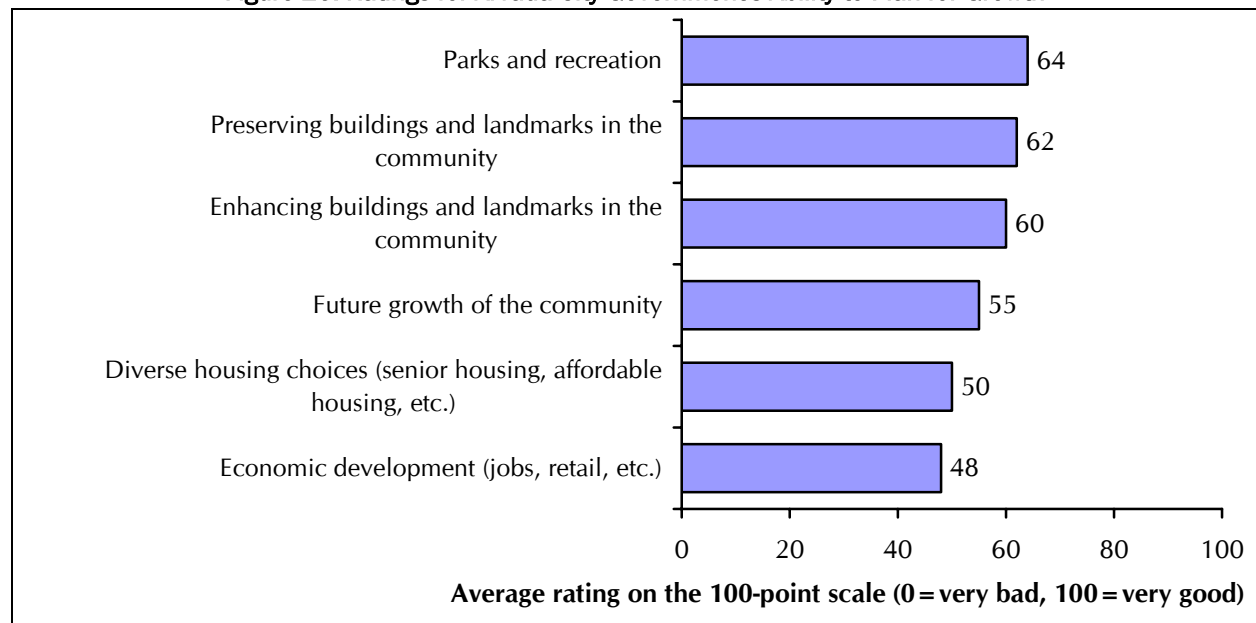
After conversion to the 100-point scale where zero equals very bad and 100 equals very good, the City’s ability to plan for growth in most areas received average ratings between “good” (75) and “neither good nor bad” (50). Diverse housing choices and economic development received ratings of “neither good nor bad” (50 and 48 points, respectively).

In assessing the quality of development related to enhancing buildings and landmarks and diverse housing choices, about one in five respondents picked “don’t know.” Ratings shown in the report are for those respondents who had an opinion.

**Table 26: Arvada City Government's Ability to Plan for Growth**

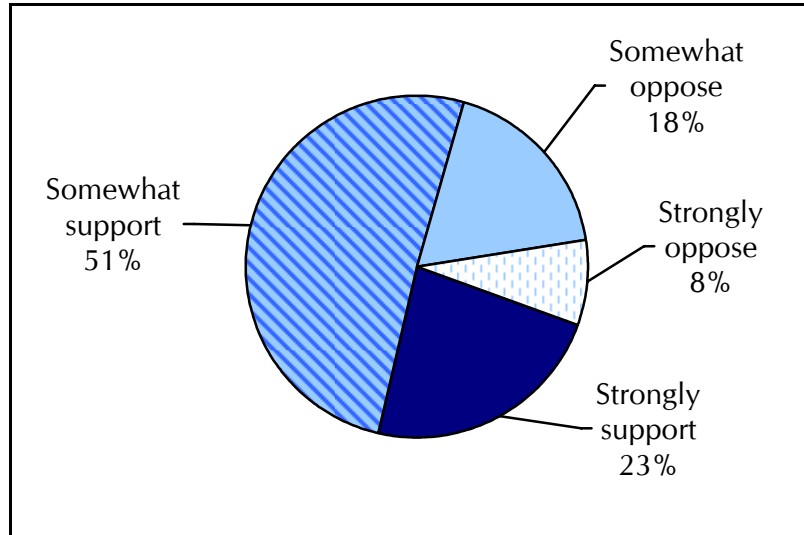
How do you rate the ability of the Arvada City Government to plan for the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)
Parks and recreation	9%	56%	28%	5%	1%	100%	64
Preserving buildings and landmarks in the community	9%	53%	31%	5%	2%	100%	62
Enhancing buildings and landmarks in the community	9%	46%	36%	7%	2%	100%	60
Future growth of the community	4%	43%	36%	12%	6%	100%	55
Diverse housing choices (senior housing, affordable housing, etc.)	2%	26%	49%	17%	5%	100%	50
Economic development (jobs, retail, etc.)	2%	25%	46%	21%	6%	100%	48

**Figure 20: Ratings for Arvada City Government's Ability to Plan for Growth**



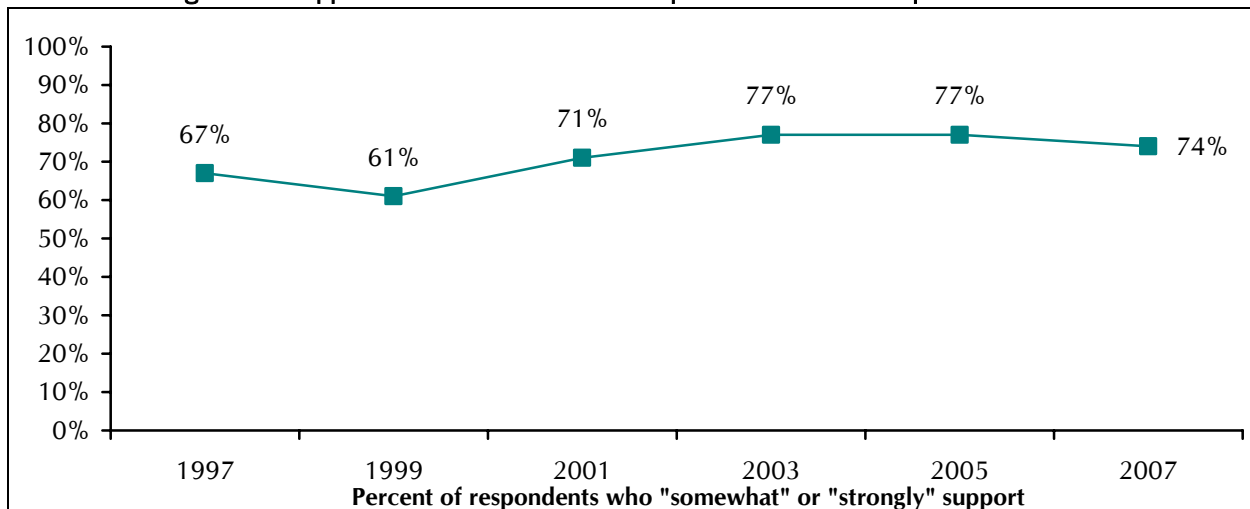
Survey respondents were asked to what extent they supported or opposed more retail development in Arvada. One in four residents reported they would “strongly support” more business development in Arvada and half said they would “somewhat support” it. Eighteen percent noted they “somewhat” opposed more business development in the City and 8% “strongly” opposed it.

**Figure 21: Support for More Business Development in Arvada**



Comparisons were made to previous survey years. Support for more business development has been stable in recent years.

**Figure 22: Support for More Business Development in Arvada Compared Over Time**



## Policy Questions

A page and a half of the survey was dedicated to questions that could potentially change or create new policies in Arvada. These questions were designed to elicit feedback regarding a number of issues communities continually face.

## Traffic

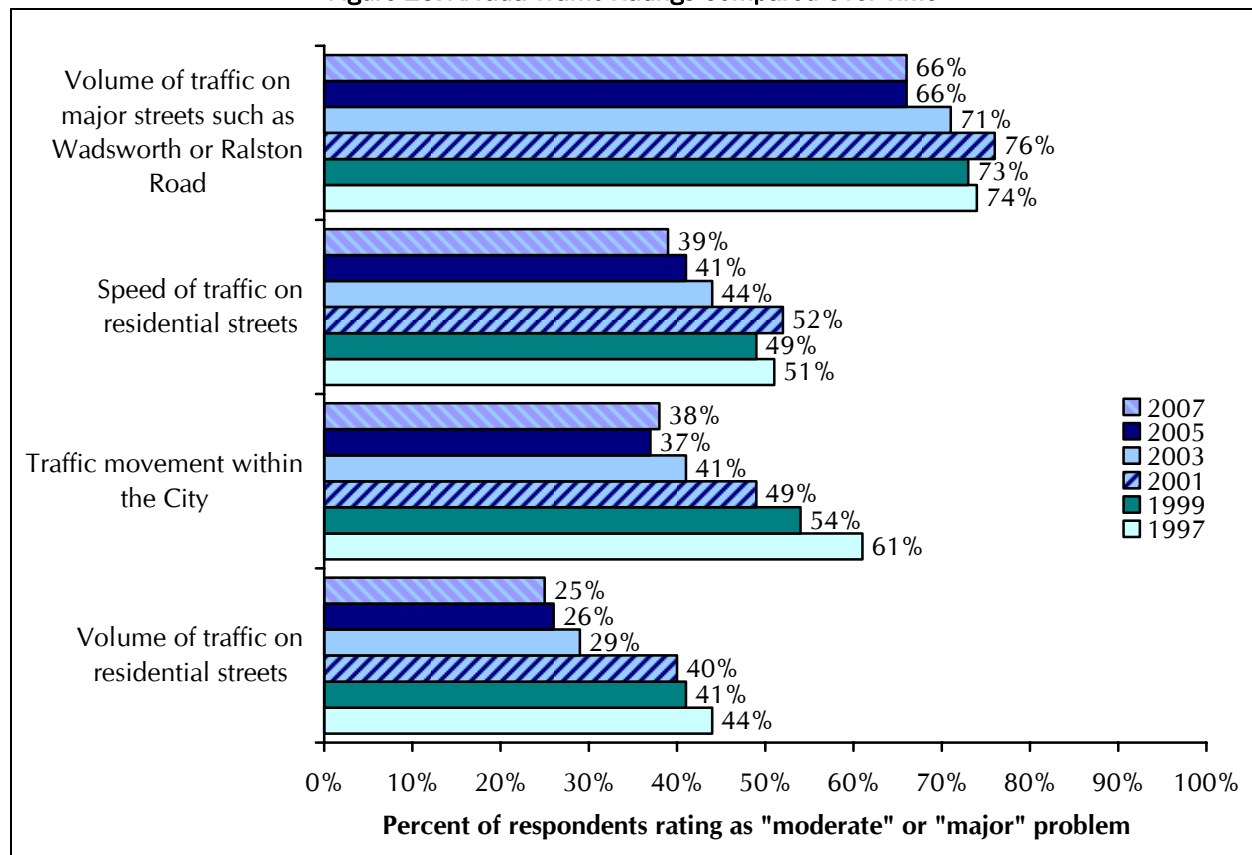
Respondents were presented with several aspects of traffic and asked to rate how much of a problem each was. The biggest traffic problem noted by residents was the volume of traffic on major streets such as Wadsworth or Ralston Road, with 66% saying it was a “moderate” or “major” problem. Four in 10 respondents said that the speed of traffic on residential streets (39%) and traffic movement within the City (38%) was at least a “moderate” problem.

Comparisons over time showed that traffic problems in Arvada are declining steadily. In 2007, all traffic issues were rated similarly to ratings given in 2005.

Table 27: Arvada Traffic Ratings

Please rate the following aspects of traffic in Arvada:	Not a problem	Slight problem	Moderate problem	Major problem	Total
Volume of traffic on major streets such as Wadsworth or Ralston Road	7%	27%	35%	31%	100%
Speed of traffic on residential streets	30%	31%	25%	14%	100%
Traffic movement within the City	17%	45%	28%	10%	100%
Volume of traffic on residential streets	39%	36%	19%	6%	100%

Figure 23: Arvada Traffic Ratings Compared Over Time





Residents were asked to choose which single traffic issue the City should resolve first. Completion of the E-470 and C-470 Beltway (The Jefferson Parkway) was selected by 28% of respondents as the issue to tackle first. Additional lanes on existing City streets was the second traffic issue residents felt the City should resolve. Fewer residents felt that the installation of more traffic signals was important for the City to undertake.

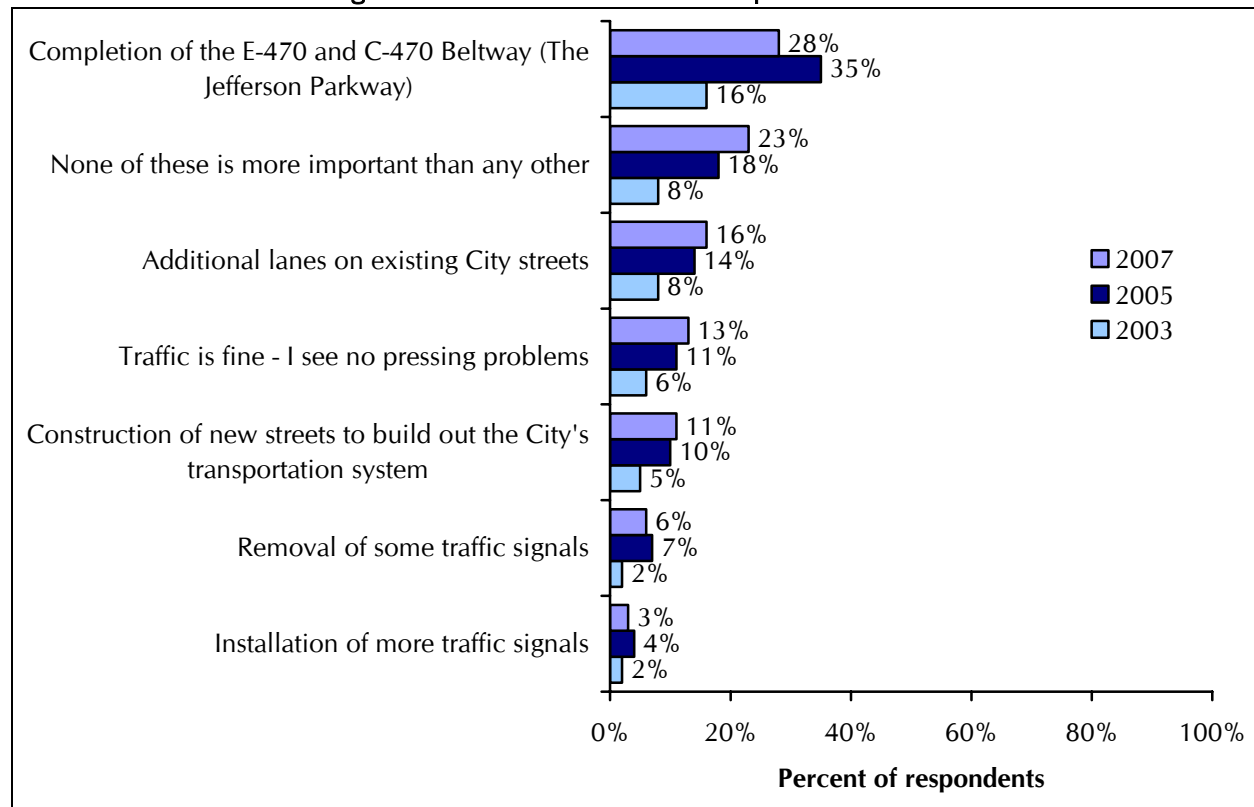
One-quarter of respondents felt that none of the issues were more important than any other and 13% felt that traffic was fine and that there were no pressing problems.

Fewer residents felt the completion of the Beltway was a top priority for the City in 2007 than in 2005 (28% versus 35%). A higher proportion of residents in 2007 felt that none of the issues were more important than any other than those responding to the survey in 2005.

**Table 28: Traffic Issue Priorities**

In your opinion, which one of the following traffic issues should Arvada resolve first?	Percent of respondents
Completion of the E-470 and C-470 Beltway	28%
None of these is more important than any other	23%
Additional lanes on existing City streets	16%
Traffic is fine - I see no pressing problems	13%
Construction of new streets to build out the City's transportation system	11%
Removal of some traffic signals	6%
Installation of more traffic signals	3%
Total	100%

**Figure 24: Traffic Issue Priorities Compared Over Time**



### Rail Transit Station Development

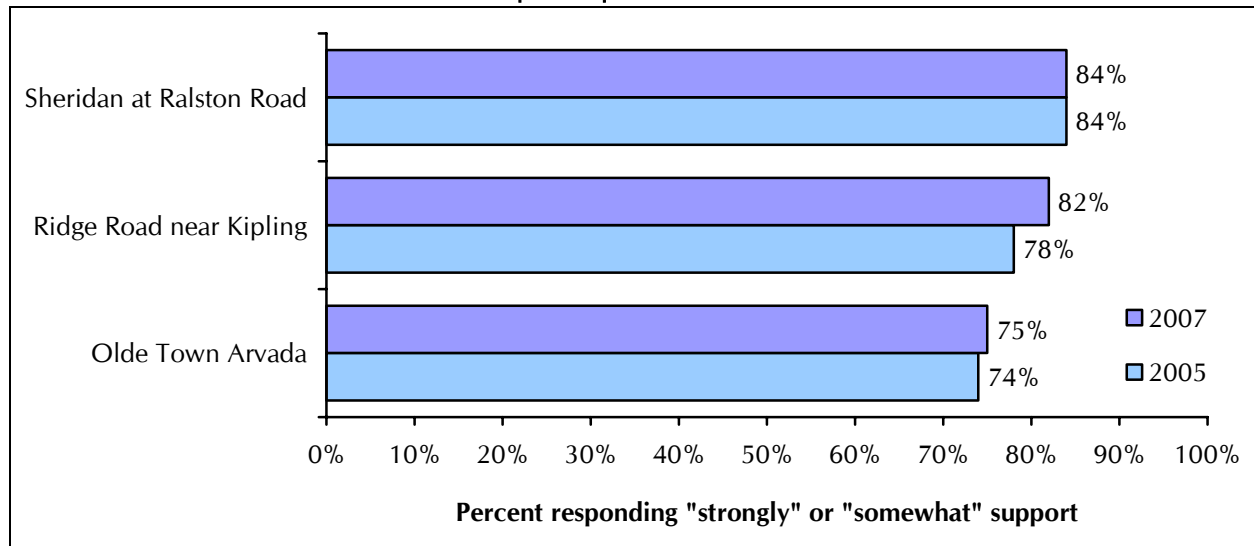
As in 2005, respondents were asked the extent to which they would support or oppose more high-density residential and commercial development three different proposed rail transit stations in Arvada. Four in 10 Arvada residents stated that they would “strongly” support higher density in each of the three areas. Eighty-four percent showed support for high-density at Sheridan at Ralston Road and 82% said they would “strongly” or “somewhat” support higher density at Ridge Road near Kipling. Three-quarters of residents said they would at least “somewhat” support higher density in Olde Town Arvada.

When compared to the responses given in 2005, residents showed similar amounts of support for stops at Sheridan at Ralston Road and Olde Town Arvada. Slightly more respondents in 2007 supported higher density development at Ridge Road near Kipling than did those in 2005.

**Table 29: Support for or Opposition to High-density Commercial and Residential Development at Rail Transit Stops**

To what extent do you support or oppose more high-density commercial and residential development at the proposed rail transit stops listed below?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Sheridan at Ralston Road	39%	45%	10%	5%	100%
Ridge Road near Kipling	37%	46%	10%	8%	100%
Olde Town Arvada	40%	35%	13%	11%	100%

**Figure 25: Support for or Opposition to High-density Commercial and Residential Development at Rail Transit Stops Compared Over Time**



### The Metropolitan Beltway

Support for the completion of the Beltway (E-470 and C-470) was high. Eight in 10 residents said they would “strongly” or “somewhat” support the completion of the Beltway. Eight percent “somewhat” opposed the project and 13% “strongly” opposed it. Similar amounts of support were shown in 2007 as in 2005 (80% and 81%, respectively).

Figure 26: Support for or Opposition to the Completion of the Metropolitan Beltway

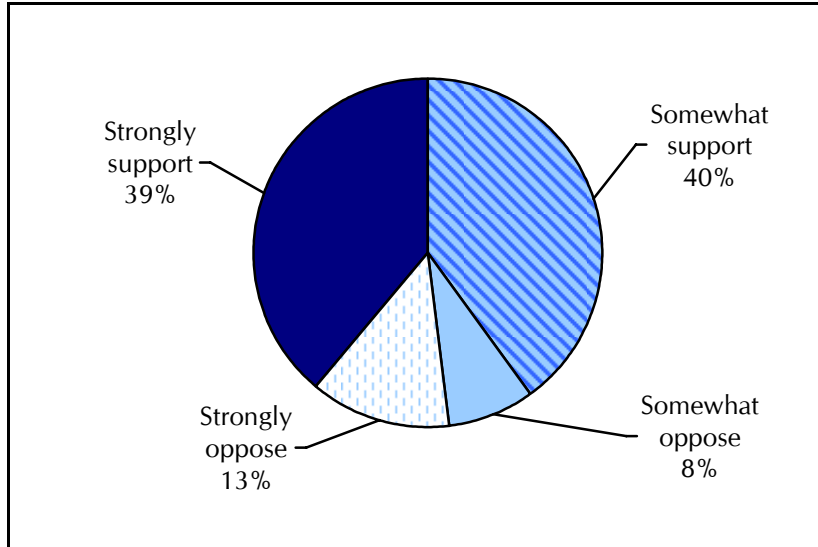
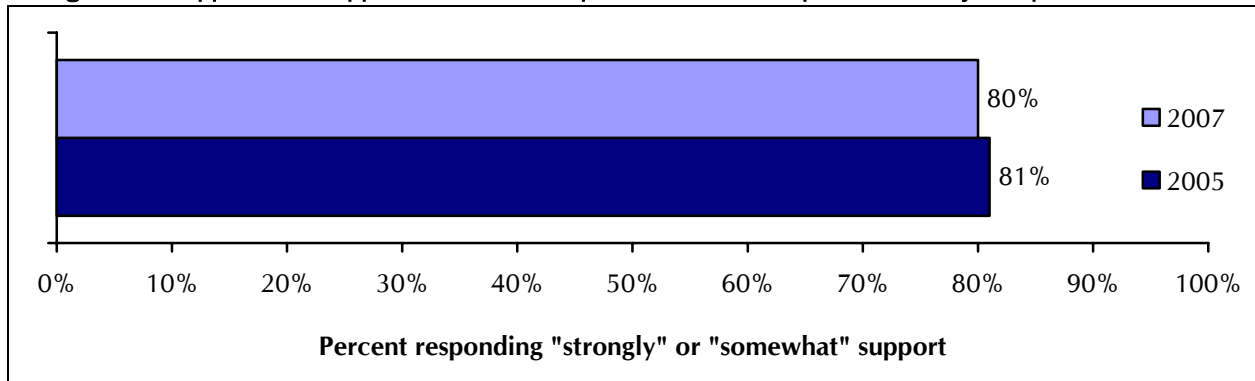


Figure 27: Support for or Opposition to the Completion of the Metropolitan Beltway Compared Over Time

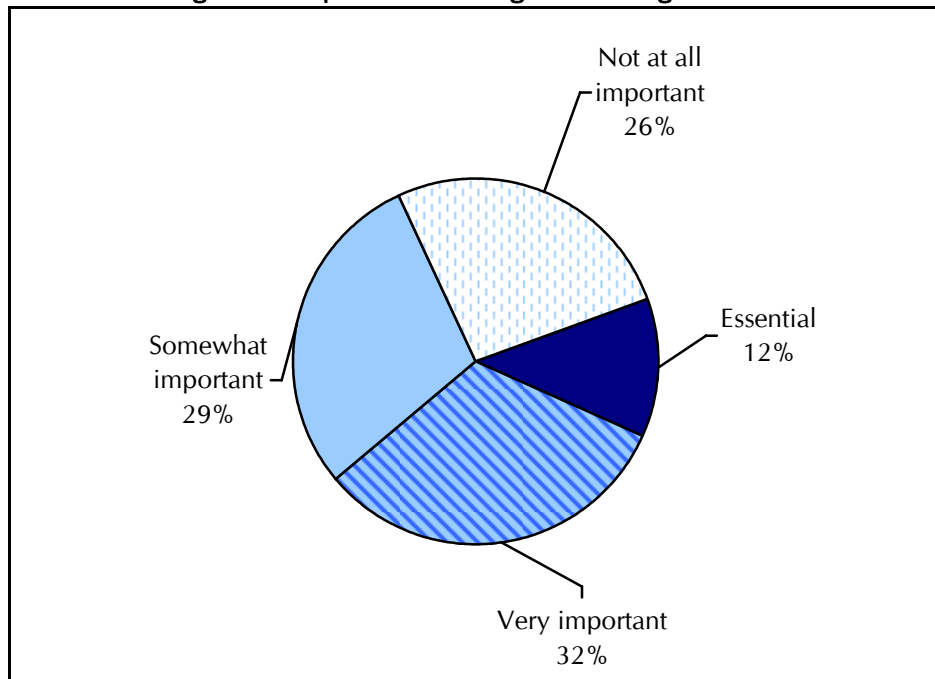


### Living and Working in Arvada

A question on the survey asked about the importance of living and working in Arvada. One in 10 respondents noted the opportunity to live and work in Arvada was “essential.” One-third felt it was “very” important, 29% said “somewhat” important and 26% said living and working in the City was “not at all” important. Sixteen percent of employed respondents reported working in Arvada. More than four in five residents worked outside Arvada, with the largest percent working in Denver (30%).

In previous years, the response scale was “very important,” “somewhat important,” “not very important,” “not at all important.” Seventy-three percent of respondents identified living and working in Arvada as at least “somewhat important” in 2007, compared to 64% in 2005. This variation is likely due, at least in part, to the change in scale wording.

**Figure 28: Importance of Living and Working in Arvada**



**Table 30: Importance of Living and Working in Arvada Compared Over Time**

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

\*Scale wording different in 2007

Table 31: City of Employment

Which city do you work in or closest to?	Percent of respondents
Denver	30%
Arvada	16%
Lakewood	8%
Golden	8%
Wheat Ridge	7%
Westminster	6%
Boulder	4%
Broomfield	4%
Louisville	2%
Lafayette	0%
Other	13%
Total	100%

Survey respondents were asked about a variety of work-related habits. One-quarter of respondents reported that they work from home. Those who worked outside of their home had an average commute of 14.5 miles. Of the 77% of respondents who worked outside of their home, 91% typically drive alone to their place of employment, 5% car pooled, and 4% took the bus.

Table 32: Working Outside the Home

Do you work outside of the home?	Percent of respondents
No	23%
Yes	77%
Total	100%
<i>Average Distance</i>	14.5

Table 33: Commute Transportation

How do you usually travel to work?	Percent of respondents
Drive alone	91%
Car pool	5%
The bus	4%
Bike	0%
Walk	0%
Total	100%

## Planning Arvada's Future

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

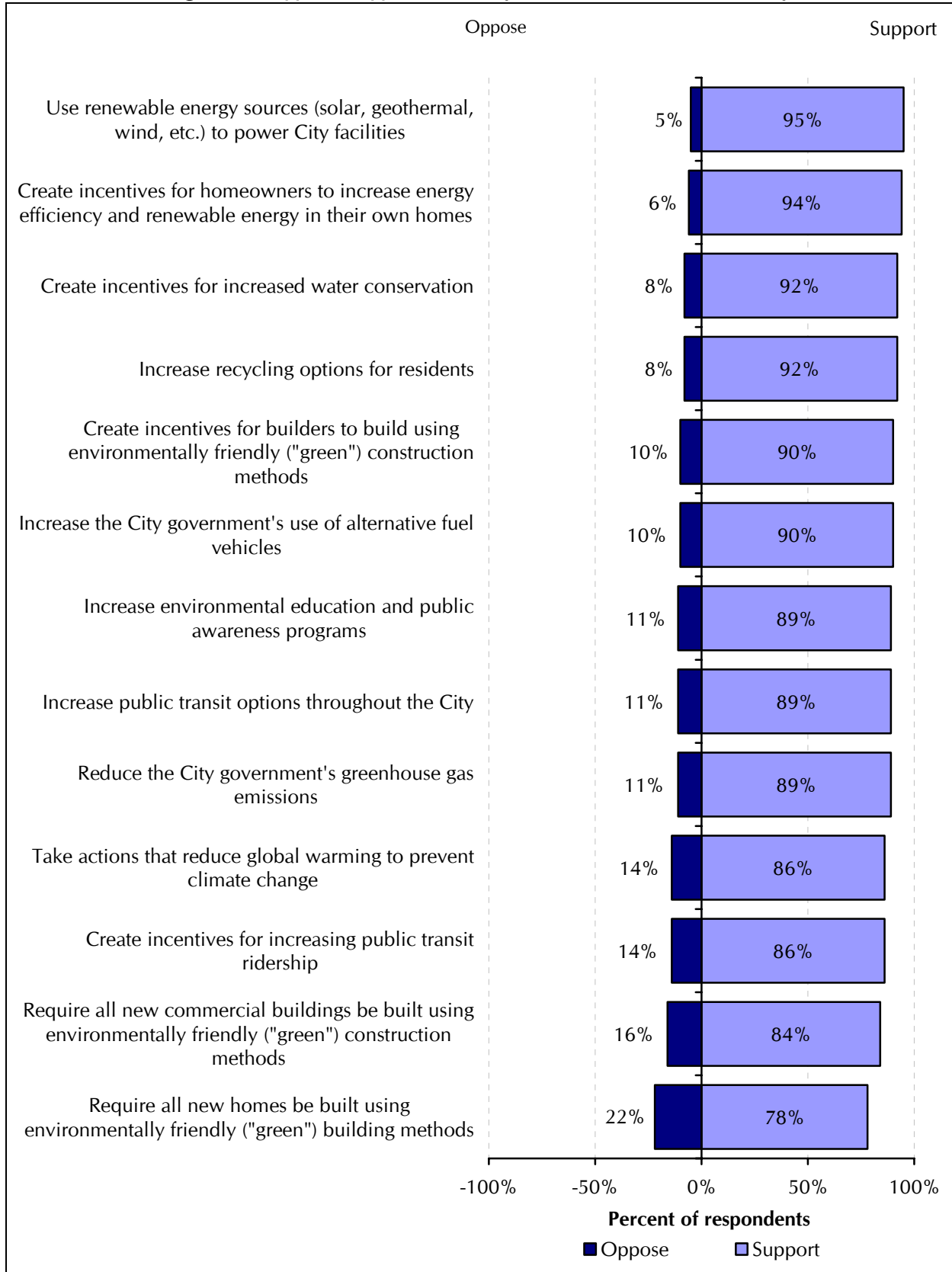
## Sustainable Community

A new set of questions regarding community sustainability was asked on the survey this year. Respondents were asked to what extent they supported or opposed a number of actions the City could take to preserve and maintain Arvada. Three-quarters or more of residents said they would "somewhat" or "strongly" support the City taking each of the actions. The most support was shown for the City using renewable energy sources to power City facilities (95% stated they would at least "somewhat" support) and for the City to create incentives for homeowners to increase energy efficiency and renewable energy in their own homes (94%). One in five respondents said they would "somewhat" or "strongly" oppose the City requiring all new homes be built using environmentally friendly ("green") building methods (22%).

**Table 34: Support or Opposition for City Actions for Future Sustainability**

To what extent do you support or oppose the City taking each of the following actions?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Use renewable energy sources (solar, geothermal, wind, etc.) to power City facilities	56%	39%	3%	2%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	60%	34%	4%	2%	100%
Create incentives for increased water conservation	51%	41%	6%	1%	100%
Increase recycling options for residents	60%	32%	4%	4%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	52%	38%	8%	3%	100%
Increase the City government's use of alternative fuel vehicles	45%	45%	7%	3%	100%
Increase environmental education and public awareness programs	43%	46%	7%	3%	100%
Increase public transit options throughout the City	46%	43%	8%	3%	100%
Reduce the City government's greenhouse gas emissions	43%	45%	7%	4%	100%
Take actions that reduce global warming to prevent climate change	50%	36%	6%	7%	100%
Create incentives for increasing public transit ridership	40%	47%	9%	4%	100%
Require all new commercial buildings be built using environmentally friendly ("green") construction methods	46%	39%	11%	5%	100%
Require all new homes be built using environmentally friendly ("green") building methods	40%	39%	15%	7%	100%

**Figure 29: Support or Opposition for City Actions for Future Sustainability**



### Potential Programs the City of Arvada Might Pursue

Support for or opposition to a tax increase to allow the City to pursue a variety of potential new programs was assessed. Nearly all respondents were in favor of funding ongoing maintenance of roads (95% “somewhat” or “strongly” supported this). Nine in 10 residents said they would at least “somewhat” support improving existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment) and funding day-to-day maintenance of parks, trails, open space, and medians. One-third of survey respondents said they would oppose building large community and regional parks (such as the 94 acre O’Kane Site park surrounding the Apex Center) and funding expansion of existing roads or build additional roads.

Residents were also asked to rate their top three priorities out of the eight programs. Of those respondents who rated the priorities, the top priority for most was funding ongoing maintenance of roads (43% picked it as their number one priority), followed by purchasing additional land for open space (19%).

Residents completing the survey in 2005 had also been asked about the purchase of additional land for open space. Similar levels of support were shown for this program in 2007 as in 2005 (74% versus 75%).

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

To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?	Percent of Respondents					Percent Rating Priority	
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	Percent picking as #1	Percent picking as #1, #2, or #3
Fund ongoing maintenance of roads	46%	49%	4%	2%	100%	43%	71%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	38%	51%	7%	4%	100%	16%	59%
Fund day-to-day maintenance of parks, trails, open space, and medians	35%	52%	9%	4%	100%	7%	58%
Purchase additional land for open space	31%	43%	16%	10%	100%	19%	38%
Build new neighborhood parks	17%	57%	17%	8%	100%	1%	15%
Build large community and regional parks (such as the 94 acre O’Kane Site park surrounding the Apex Center)	19%	53%	18%	11%	100%	4%	19%
Construct new trails	15%	56%	20%	9%	100%	2%	8%
Fund expansion of existing roads or build additional roads	18%	48%	25%	9%	100%	7%	28%



### Improving Olde Town Arvada

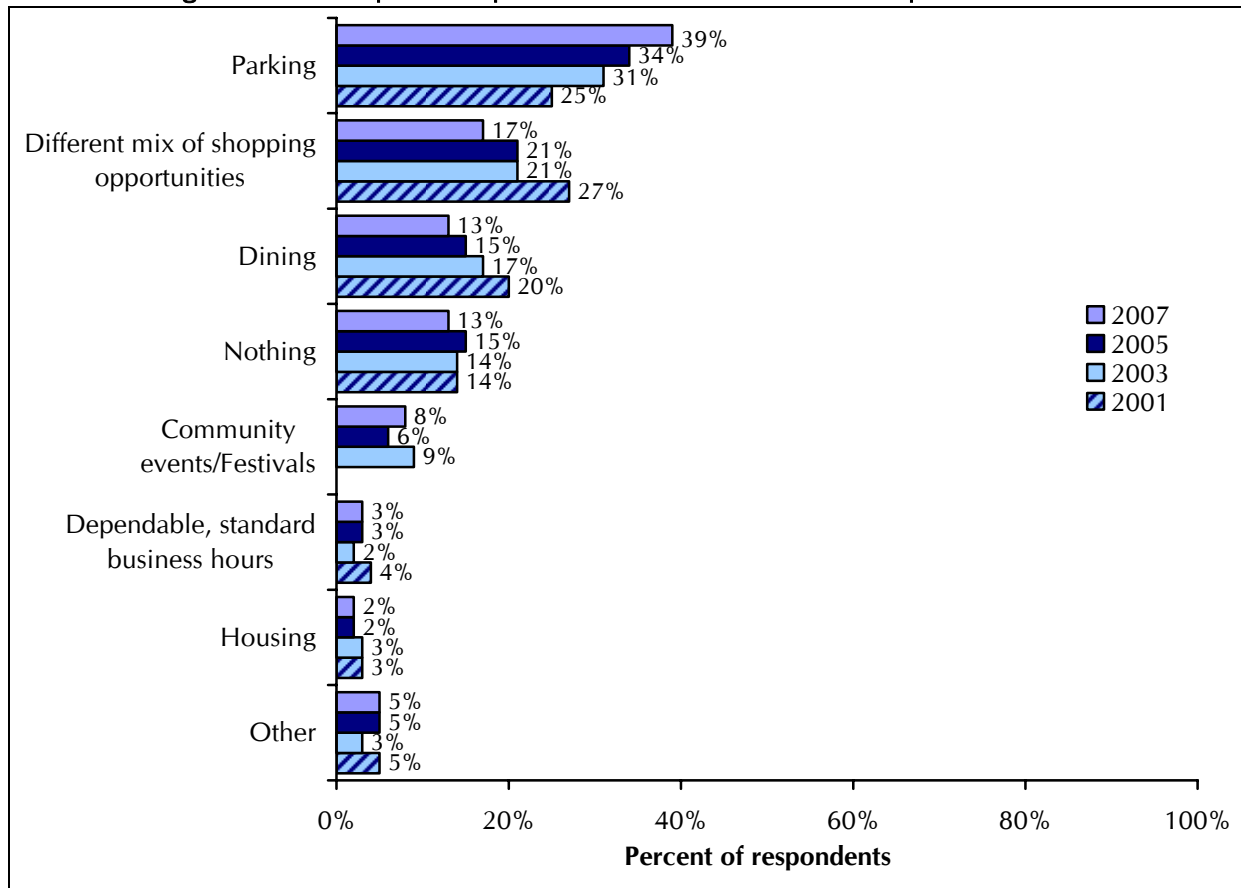
Since 2001, residents' perceptions about Olde Town Arvada have been gauged. When asked about the single most important improvement Olde Town Arvada needs, the majority of residents noted parking (39%). One in five felt that a different mix of shopping opportunities was needed, 13% said dining and 13% felt no improvement was needed. Dependable, standard business hours and housing were reported to be least needed improvements (3% and 2%, respectively).

Over time, parking has increased as the improvement most needed, while the need for dining opportunities and a different mix of shopping opportunities have decreased.

**Table 36: Most Important Improvement to Olde Towne Arvada**

Thinking about Olde Town Arvada, select the single most important improvement it needs.	Percent of respondents
Parking	39%
Different mix of shopping opportunities	17%
Nothing	13%
Dining	13%
Community Events/Festivals	8%
Dependable, standard business hours	3%
Housing	2%
Other	5%
Total	100%

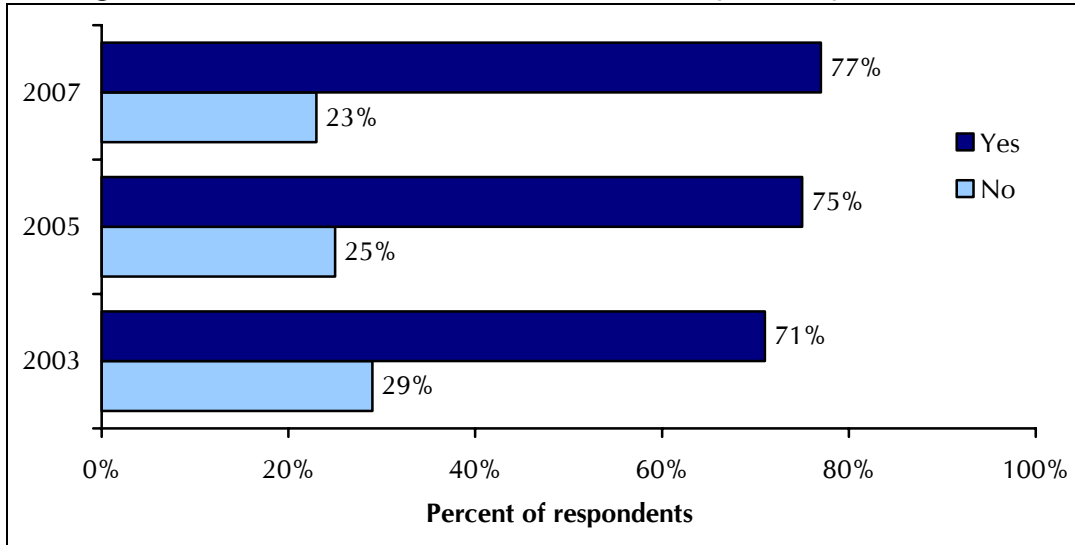
**Figure 30: Most Important Improvement to Olde Town Arvada Compared Over Time**



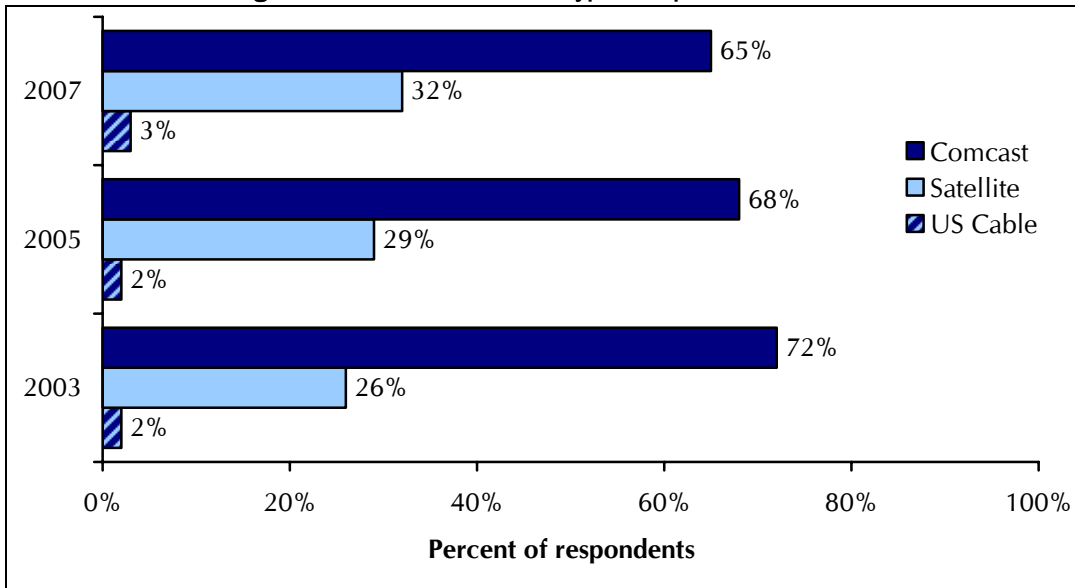
### Cable Service

As in previous survey years, residents were asked to rate a variety of characteristics about their cable service. In 2007, 77% of respondents subscribed to cable or satellite television; this is similar to 2005. When asked which television service they subscribe to, 65% reported that they subscribe to Comcast, 32% had satellite, and 3% received their cable television from US Cable. Satellite service slightly increased its market share and subscriptions to Comcast Cable somewhat decreased over time.

**Figure 31: Cable Television or Satellite Television Subscription Compared Over Time**



**Figure 32: Television Service Type Compared Over Time**



If a respondent subscribed to Comcast or US Cable, they were asked a series of questions about the quality and use of their service. Each of the five aspects of cable television received ratings above 50 on the 100-point scale, or “neither good nor bad.” The quality of the picture (77) and the sound quality (77) each were seen as “good,” on average, by those completing the survey. Respondents were slightly less satisfied with the quality of current programming (61 points, on average, on a 100-point scale).

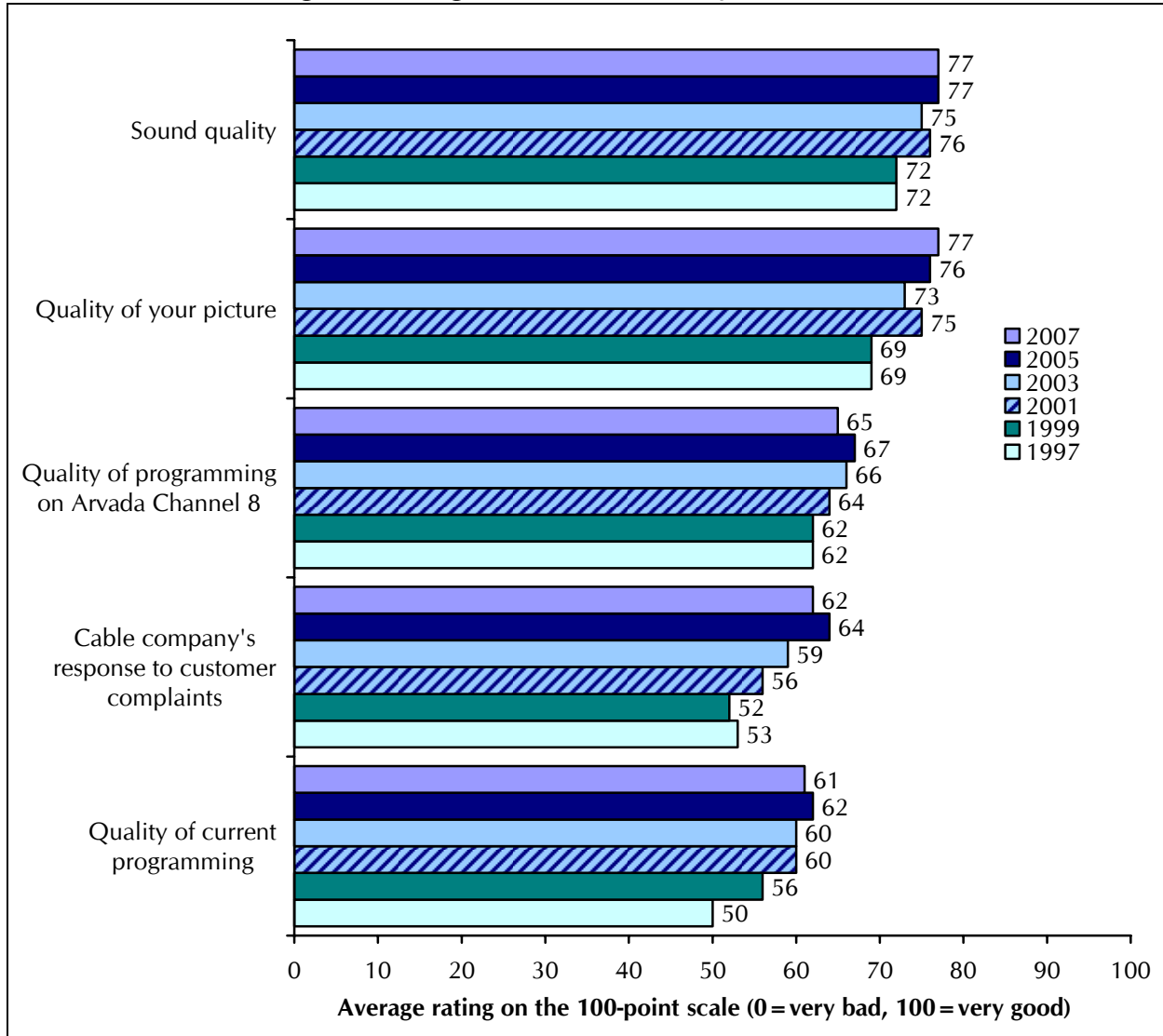
Similar ratings were given to the quality of each characteristic in previous survey years. (See the chart on the following page.) Comparison to the national norm was available for the quality of programming on KATV Channel 8. The ratings given by Arvada residents were, on average, similar to ratings given by residents in other jurisdictions.

Thirty-six percent of respondents said “don’t know” regarding the quality of programming on KATV Channel 8. The ratings for KATV programming are for respondents who had an opinion.

**Table 37: Cable Ratings**

How would you rate the following aspects of your cable television?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)	Comparison of Arvada Rating to FR Norm	Comparison of Arvada Rating to National Norm
Quality of your picture	30%	52%	13%	5%	1%	100%	77	NA	NA
Sound quality	28%	55%	13%	3%	0%	100%	77	NA	NA
Quality of programming on KATV Channel 8	12%	43%	39%	5%	2%	100%	65	NA	Similar to the norm
Cable company's response to customer complaints	18%	37%	25%	15%	6%	100%	62	NA	NA
Quality of current programming	12%	41%	31%	11%	5%	100%	61	NA	NA

Figure 33: Rating of Cable Television Compared Over Time



Local Channel 8 viewership also was gauged by those who subscribed to Comcast or US Cable. A new question was added to this set this year asking about the frequency with which residents watch a Planning Commission meeting.

The most watched program on Cable TV Channel 8 was a City Council meeting with 44% respondents reporting they watched it at least once in the past 12 months. "Community Messages" had been seen by 41% of residents and "Cop Talk" had been watched by a third (35%). Fewer residents reported having watched "The A Files" on Channel 8 (19%).

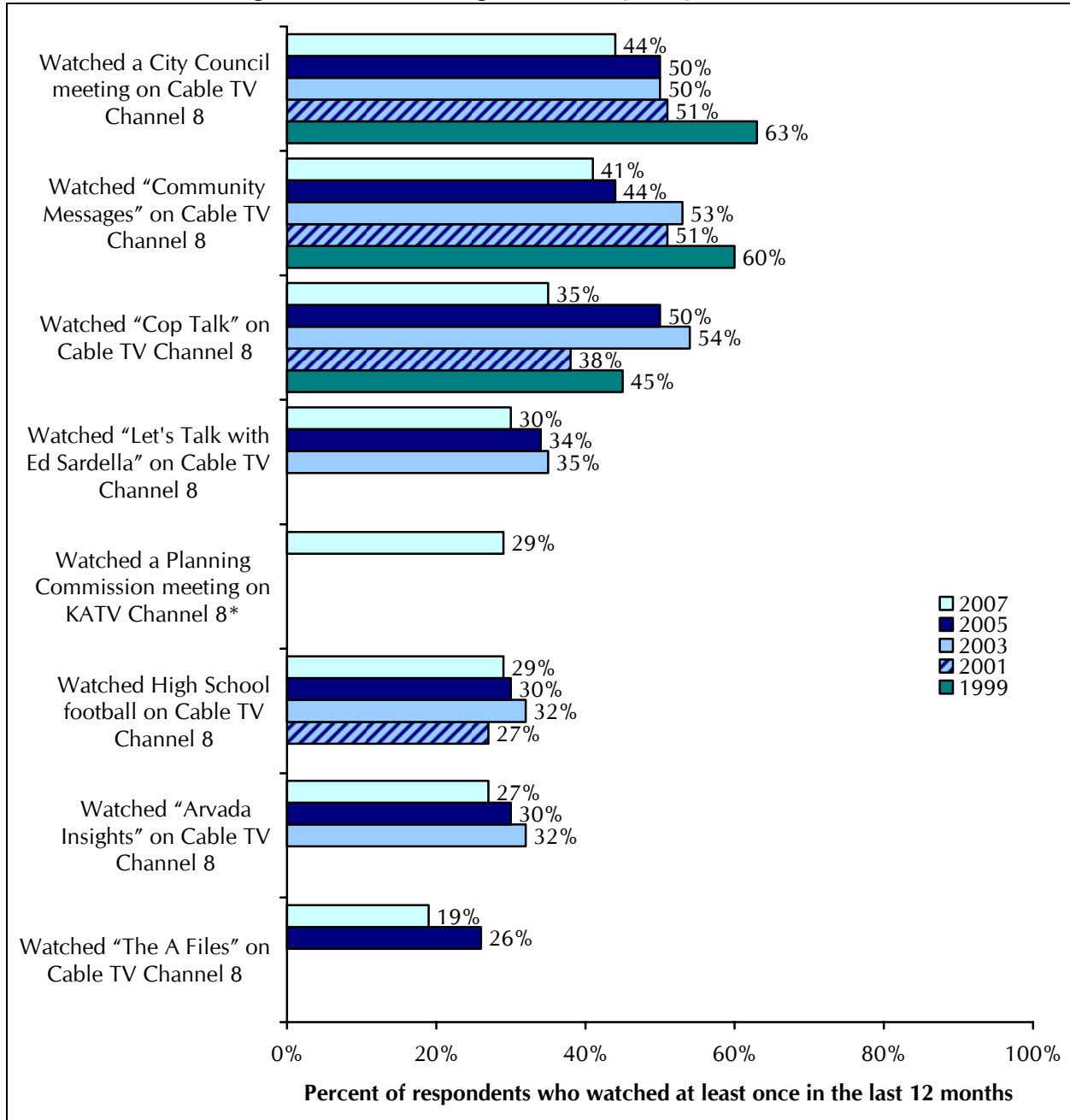
In 2007, rates of viewership slightly declined from 2005 for most programs on Channel 8. The biggest decline was seen for the "Cop Talk" program which fell 15% in 2007. Viewership rates were similar reported in 2007 for "Community Messages," High School football, and "Arvada Insights" as in 2005.

**Table 38: Channel 8 Program Viewership**

In the last 12 months, how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched anything on KATV Channel 8	32%	31%	24%	10%	4%	100%
Watched a City Council meeting on KATV Channel 8	56%	28%	12%	2%	1%	100%
Watched "Community Messages" on KATV Channel 8	59%	27%	11%	3%	1%	100%
Watched "Cop Talk" on KATV Channel 8	65%	21%	11%	3%	1%	100%
Watched "Let's Talk with Ed Sardella" on KATV Channel 8	70%	20%	8%	1%	1%	100%
Watched a Planning Commission meeting on KATV Channel 8*	71%	19%	7%	1%	1%	100%
Watched High School football on KATV Channel 8	71%	20%	7%	2%	0%	100%
Watched "Arvada Insights" on KATV Channel 8	73%	19%	6%	2%	0%	100%
Watched "The A Files" on KATV Channel 8	81%	13%	4%	1%	0%	100%

\*New question in 2007

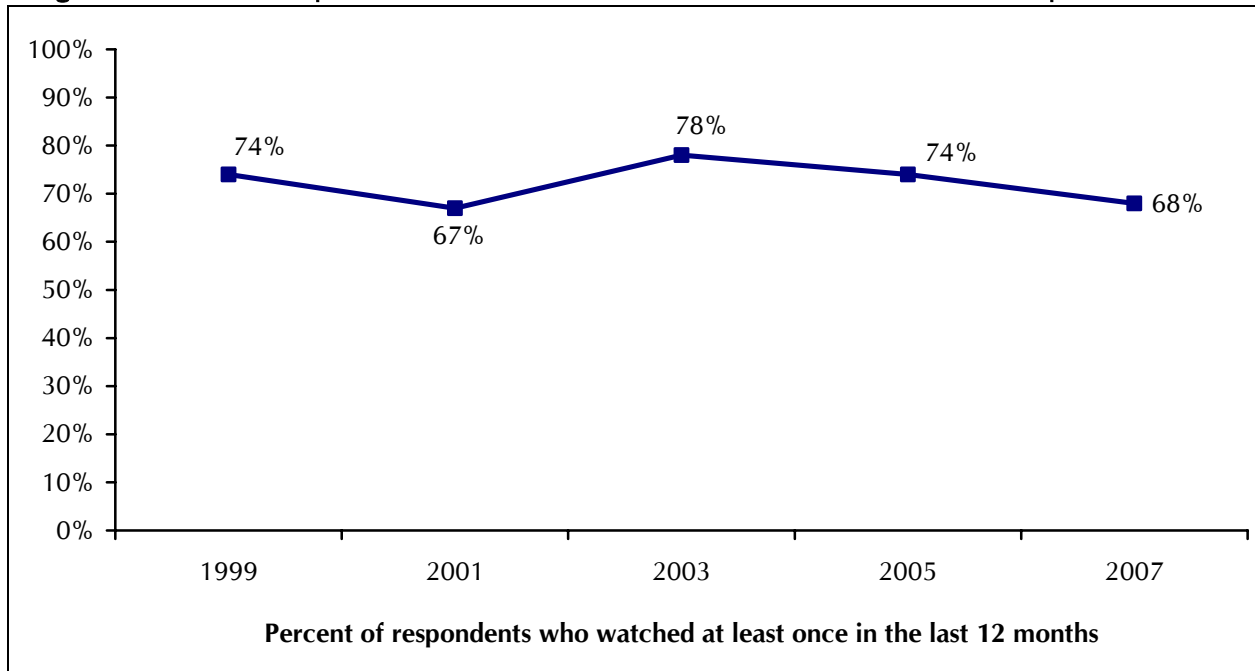
Figure 34: Channel 8 Program Viewership Compared Over Time



\*New question in 2007

Sixty-eight percent of those respondents who subscribe to cable television reported they had watched something on Channel 8 in the last 12 months. This was a smaller proportion of residents than in 2005 (68% in 2007 versus 74% in 2005).

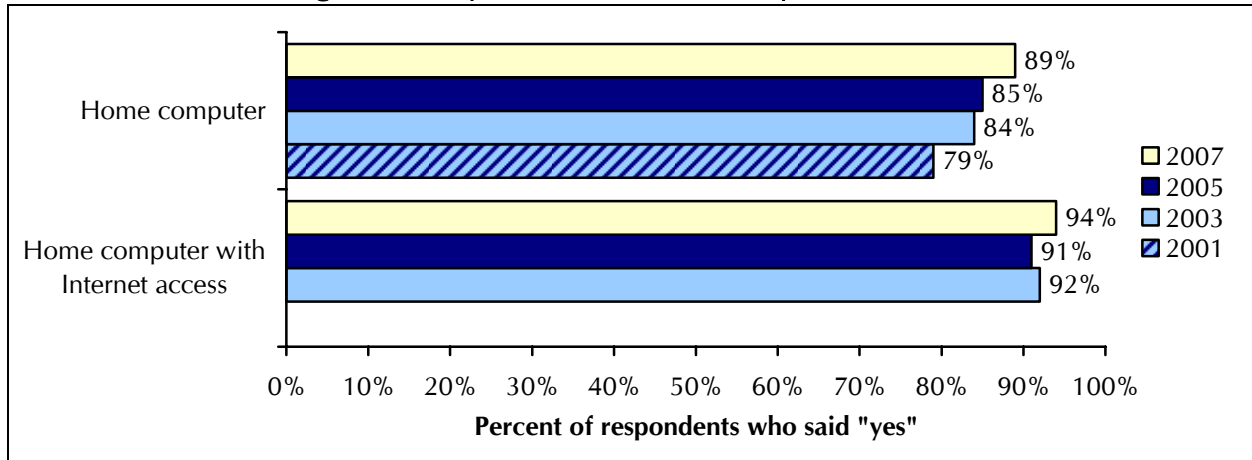
**Figure 35: Percent of Respondents Who Have Watched Channel 8 in the Last 12 Months Compared Over Time**



### Computer and Internet Use

A set of questions on the survey were asked to identify resident’s access to computers and the Internet. Nine in 10 Arvada residents identified that they had a home computer (89%), and nearly all respondents who said they had a home computer, had one with Internet access (94%). Similar responses were given in 2005. Residents who reported having a home computer has increased over time.

**Figure 36: Computer and Internet Use Compared Over Time**



Residents who had a home computer with Internet access were asked how they connect to the Internet. One-third of respondents said they connect to the Internet via DSL through the phone company. One in four individuals said they connect via broadband through cable TV (25%) and high speed broadband connection (23%). Fewer people used a phone dial up modem (15%) and only 4% reported having a wireless Internet connection.

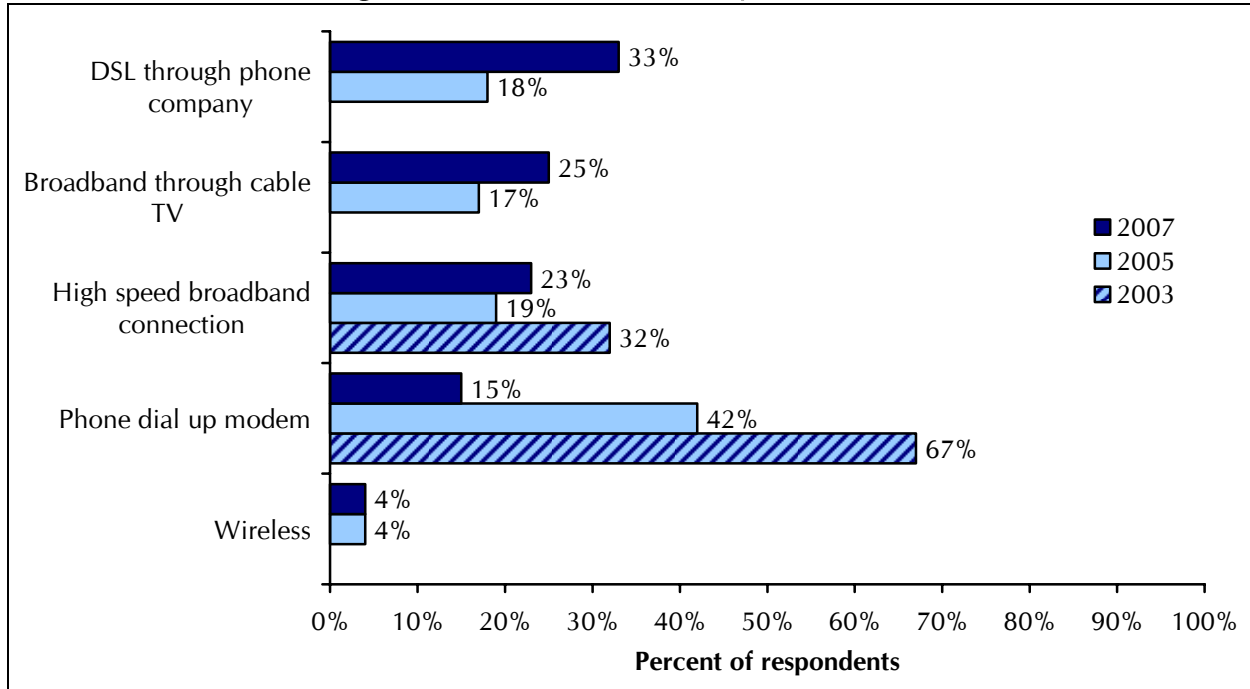
When compared over time, more respondents reported connect to the Internet via each mode except phone dial up modem and wireless. A significantly smaller proportion of residents said they connected to the Internet by phone dial up and a similar number of people had a wireless Internet connection. (See Figure 37 on the following page.)

**Table 39: Internet Connection**

How do you connect to the Internet?	Percent of respondents
DSL through phone company	33%
Broadband through cable TV	25%
High speed broadband connection	23%
Phone dial up modem	15%
Wireless	4%
Total	100%



**Figure 37: Internet Connection Compared Over Time**



As in 2005, resident satisfaction with their Internet connection was evaluated. Three out of four respondents said they were “very satisfied” or “satisfied” with their Internet connection. Ten percent reported they were “dissatisfied,” 2% were “very dissatisfied,” and 16% felt “neutral” about their connection. The average satisfaction rating on the 100-point scale was somewhat higher in 2007 (70) than in 2005 (65). (See the chart on the following page.)

**Figure 38: Satisfaction with Internet Connection**

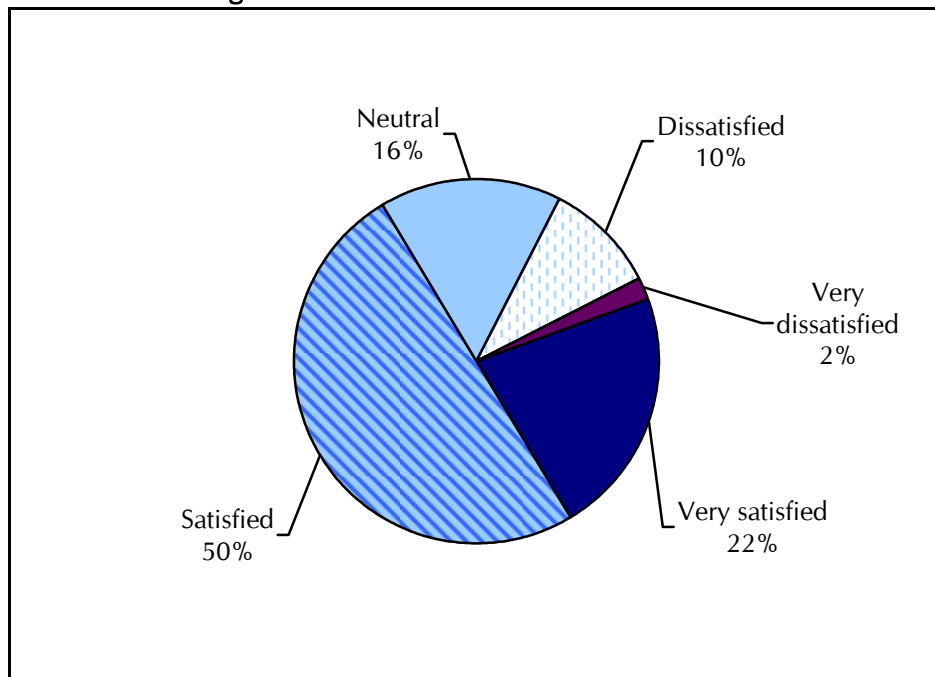
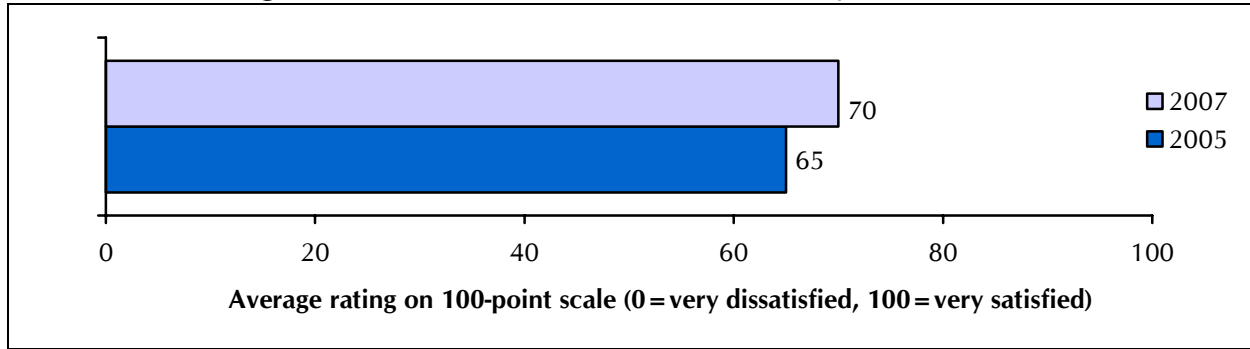


Figure 39: Satisfaction with Internet Connection Compared Over Time

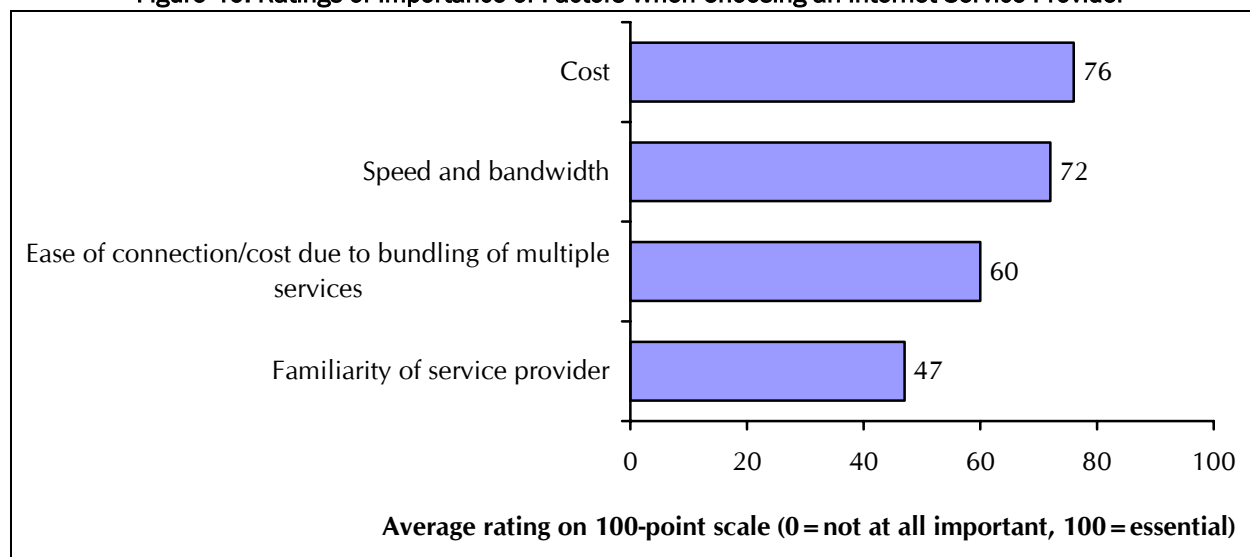


A new question was added in 2007 asking about the importance of four different factors when choosing an Internet service provider (ISP). Cost and speed and bandwidth were viewed as the most important factors. These factors received average ratings above “very important” on the 100-point scale (76 and 72, respectively). Ease of connection/cost due to bundling of multiple services (60) and familiarity of service provider (47) received ratings between “somewhat” and “very” important.

Table 40: Important Factors When Choosing an Internet Service Provider

How important, if at all, are each of the following factors to you when choosing your Internet service provider?	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Cost	43%	41%	15%	1%	100%	76
Speed and bandwidth	37%	44%	16%	2%	100%	72
Ease of connection/cost due to bundling of multiple services	22%	45%	25%	9%	100%	60
Familiarity of service provider	11%	36%	36%	17%	100%	47

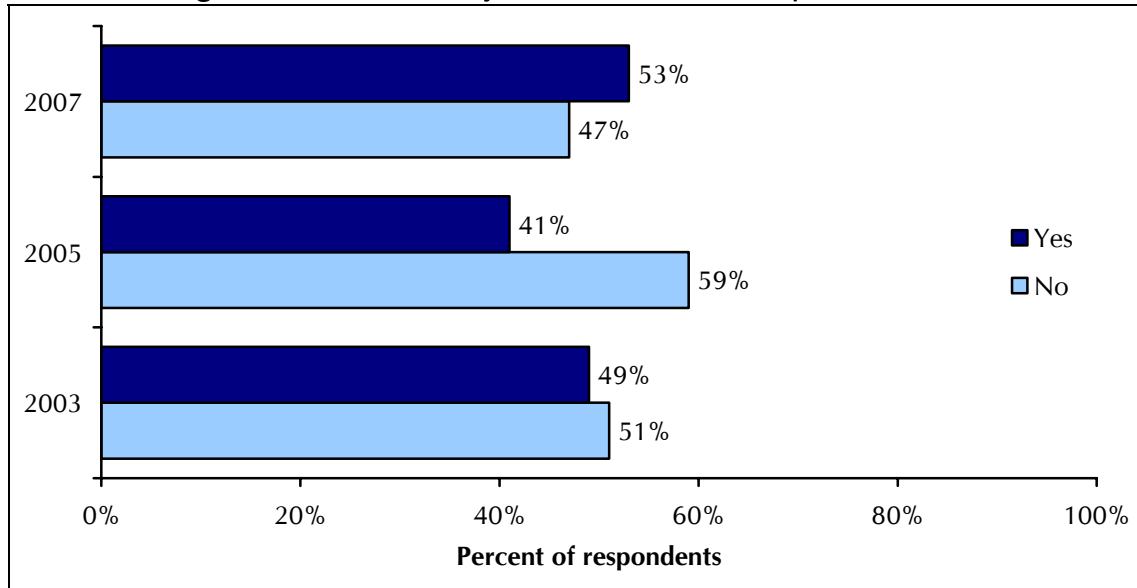
Figure 40: Ratings of Importance of Factors When Choosing an Internet Service Provider



## Arvada Web Site

The use and quality of the City’s Web Site also was assessed. Half of survey respondents stated that they had accessed the Web site. This was an increase from 2005 when 41% of respondents reported having accessed it.

**Figure 41: Accessed the City of Arvada’s Web Site Compared Over Time**



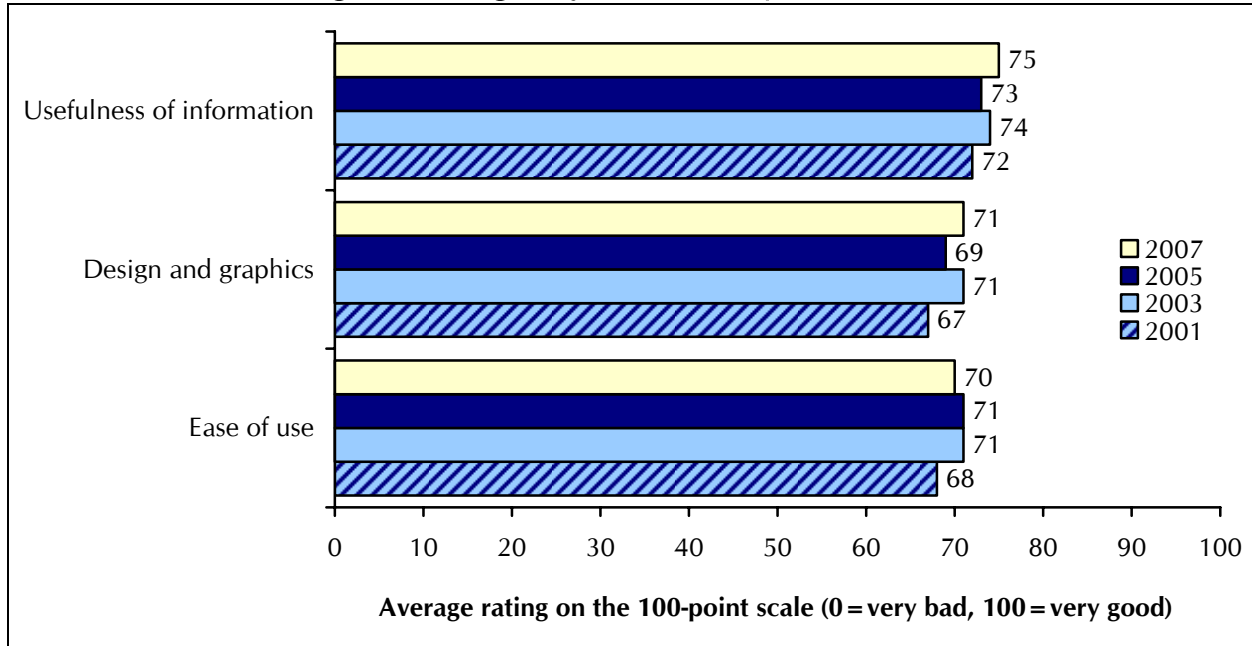
Residents who had visited the City’s Web site were asked to rate the quality of three aspects of the site. Four in five respondents felt the usefulness of information on the Web site was “good” or “very good.” Seven out of 10 residents thought the design and graphics (71%) and the ease of use (72%) were at least “good.”

After conversion to the 100-point scale where zero equals very bad and 100 equals very good, usefulness of information received the highest rating of 75, or “good.” Design and graphics (71) and ease of use (70) were just below “good” on the 100-point scale. When compared over time, all three characteristics were similar to previous survey years. (See Figure 42 on the following page.)

**Table 41: Rating of the City’s Web Site**

How would you rate the following aspects of the City’s Web site at <a href="http://www.ci.arvada.co.us">www.ci.arvada.co.us</a> ?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Average rating (0=very bad, 100=very good)
Usefulness of information	21%	62%	16%	2%	0%	100%	75
Design and graphics	15%	56%	26%	2%	0%	100%	71
Ease of use	16%	56%	21%	7%	1%	100%	70

Figure 42: Rating of City's Web Site Compared Over Time

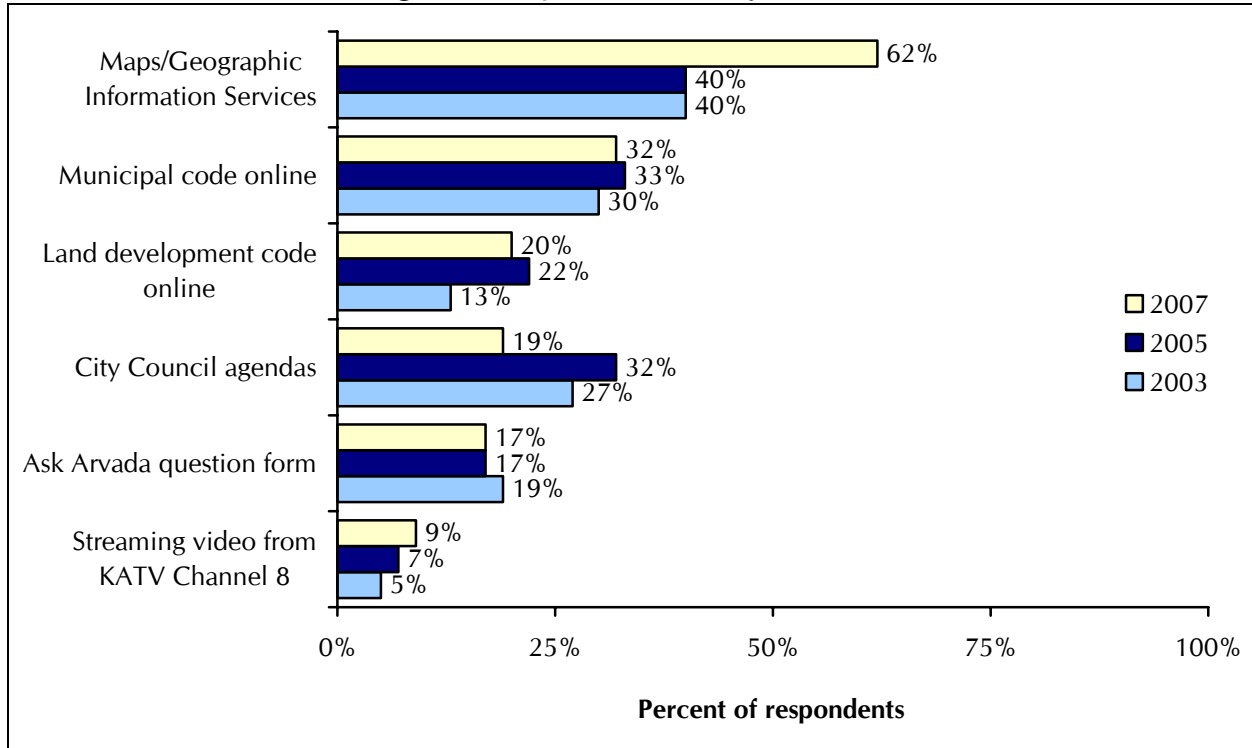


Of those who reported using the City's Web site, 42% said they used maps/geographic information services once or twice; 17% used this service 3 to 12 times. One-third accessed the municipal code online at least once in the last 12 months. One in five reported using the City Council agendas (19%), land development code online (20%), and the "Ask Arvada" question form (17%) at least once. Nine in 10 respondents never had retrieved information from streaming video from KATV Channel 8 (91%) and "Notify Me" (93%).

Table 42: Respondent Use of City's Web Site

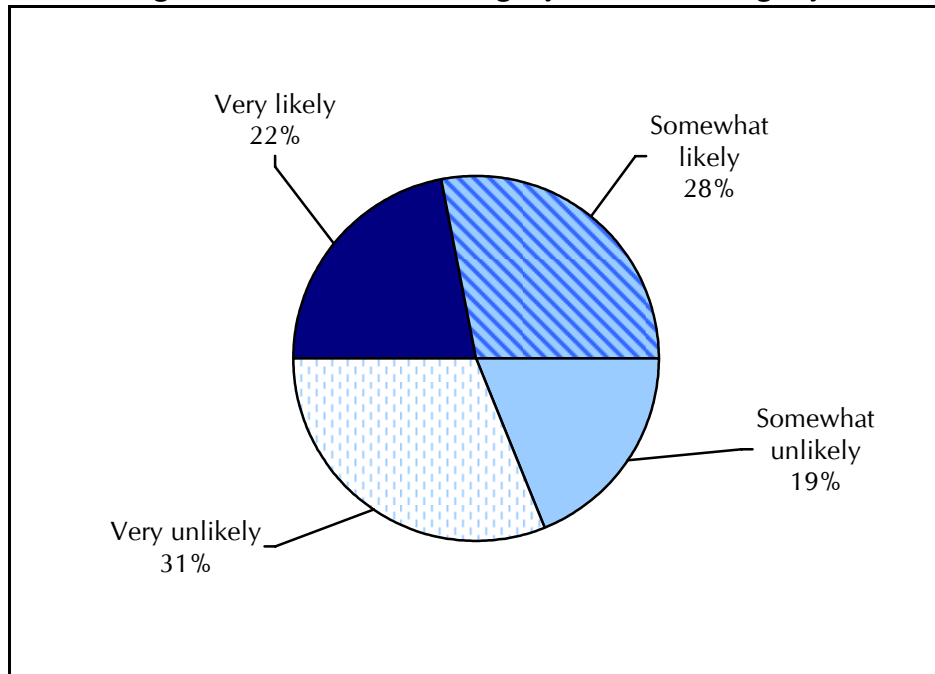
In the last 12 months, how often have you used these services on the City's Web site at <a href="http://www.ci.arvada.co.us">www.ci.arvada.co.us</a> ?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Maps/Geographic Information Services	38%	42%	17%	3%	0%	100%
Municipal code online	68%	23%	8%	1%	0%	100%
City Council agendas	80%	14%	5%	0%	0%	100%
Land development code online	80%	13%	6%	1%	0%	100%
"Ask Arvada" question form	82%	14%	3%	0%	0%	100%
Streaming video from KATV Channel 8	91%	7%	2%	0%	0%	100%
"Notify Me"	93%	6%	1%	0%	0%	100%

Figure 43: Respondent Use of City's Web Site



A new question was added in 2007 asking residents how likely or unlikely they would be to check the City Web site in the event of an emergency. Twenty-two percent of respondents thought they would be “very likely,” 28% said “somewhat likely,” 19% felt they would be “somewhat unlikely,” and a third said “very unlikely.”

**Figure 44: Likelihood of Checking City Web Site in Emergency**

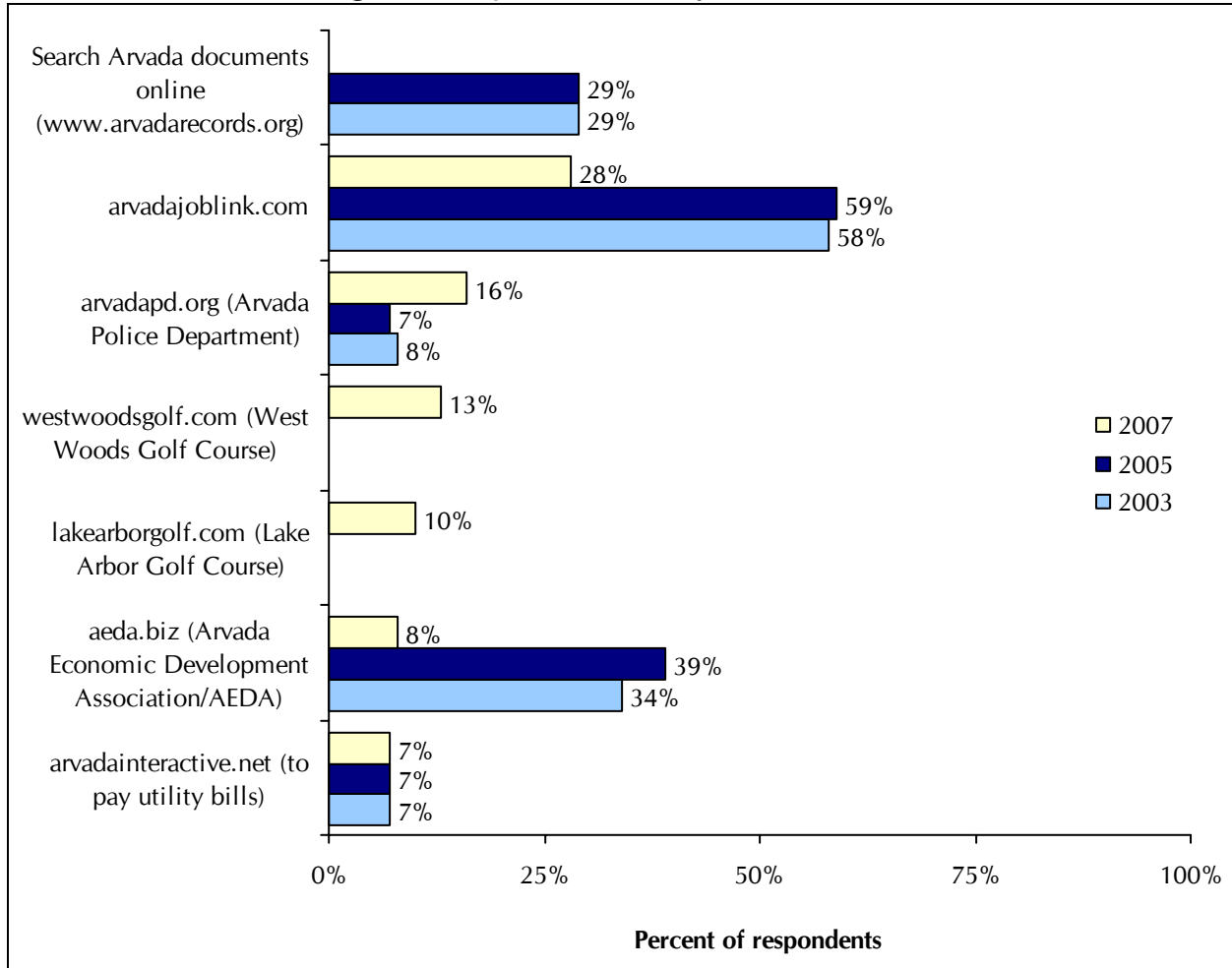


Arvada residents were asked about their use of the City’s other Web sites. Three-quarters or more of survey respondents stated that they had never used any of the City’s six other Web sites. One-quarter said they used arvadajoblink.com at least once in the past 12 months.

**Table 43: Respondent Use of City's Other Web Sites**

In the last 12 months, how often have you used these services on the City's other Web sites?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
arvadajoblink.com	73%	17%	8%	2%	1%	100%
arvadapd.org (Arvada Police Department)	84%	13%	3%	0%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	87%	8%	3%	2%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	90%	6%	3%	1%	0%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	92%	6%	2%	0%	0%	100%
arvadainteractive.net (to pay utility bills)	93%	3%	4%	0%	0%	100%

Figure 45: Respondent Use of City's Other Web Sites



## Information Sources

Residents' opinions were solicited regarding a variety of potential news sources from which they could receive information about City projects and programs. Half or more of respondents felt that *The Arvada Report* (55%), local TV news (50%), and *The Arvada Press* (49%) were "essential" or "very important" news sources. Fewer residents deemed City Water bill inserts, Your Hub (weekly insert in the *Denver Post* and *Rocky Mountain News*), and KATV Cable Channel 8 as at least "very important" (28%, 26%, and 19%, respectively).

**Table 44: Importance of News Sources for Information about City Projects and Programs**

How important to you are the following sources for information about City projects and programs?	Essential	Very important	Somewhat important	Not at all important	Total
<i>The Arvada Report</i> (City newsletter)	16%	39%	36%	9%	100%
Local TV news	14%	36%	36%	14%	100%
<i>The Arvada Press</i> (weekly community paper)	12%	37%	35%	16%	100%
Friends and family (word of mouth)	10%	35%	42%	13%	100%
<i>Rocky Mountain News</i>	11%	27%	31%	30%	100%
Local radio broadcasts	10%	26%	36%	27%	100%
The City Web site at <a href="http://www.arvada.org">www.arvada.org</a>	13%	26%	40%	20%	100%
<i>Denver Post</i>	9%	23%	33%	35%	100%
City Water bill inserts	4%	24%	45%	27%	100%
Your Hub (weekly insert in the <i>Denver Post</i> and <i>Rocky Mountain News</i> )**	7%	19%	38%	37%	100%
KATV Cable Channel 8	5%	14%	34%	47%	100%

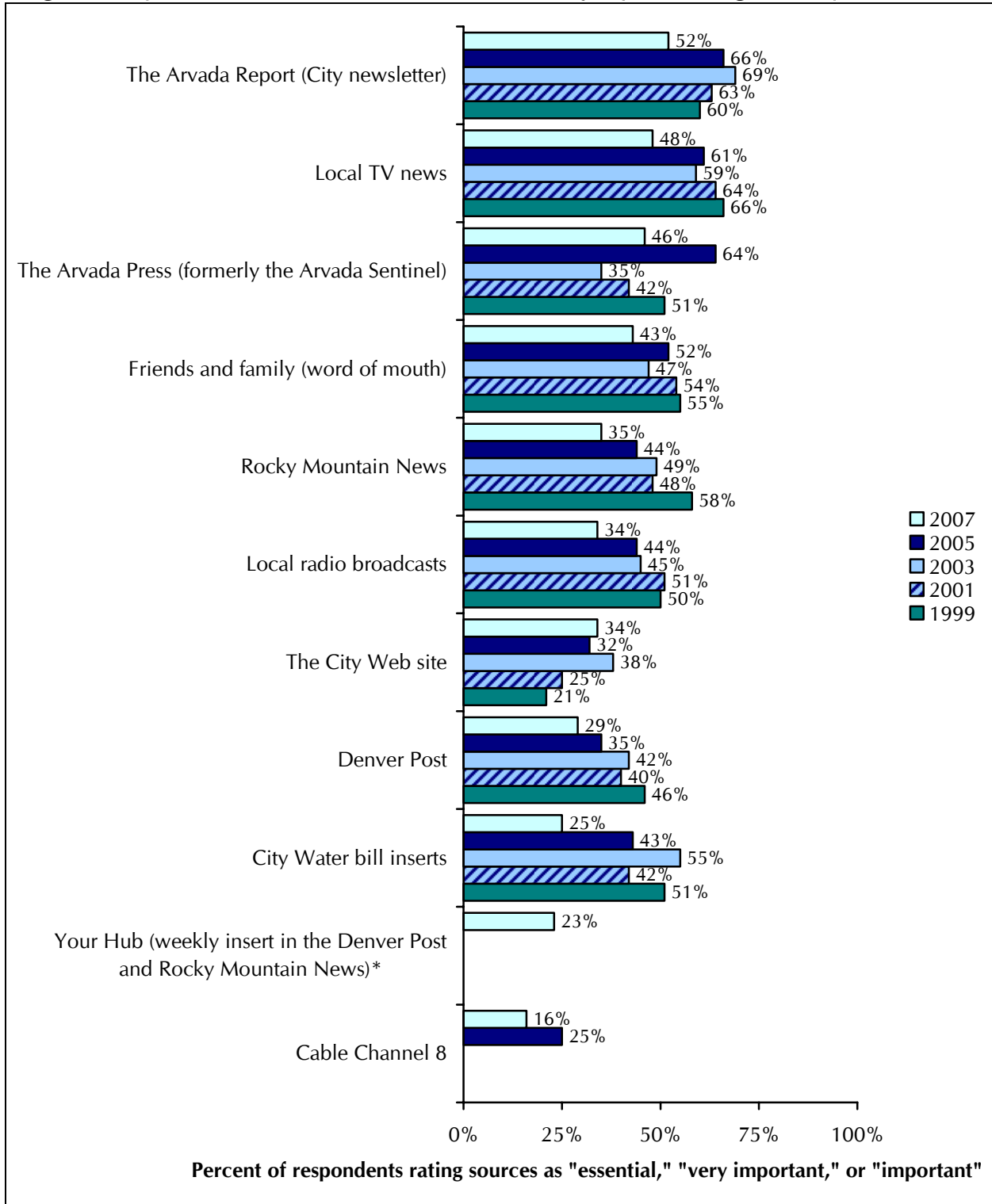
\*Scale wording changed in 2007

\*\*New question in 2007

As in previous years, the most important news sources in 2007 were *The Arvada Report*, local TV news, *The Arvada Press*, and friends and family. (See the chart on the following page.)



**Figure 46: Importance of News Sources for Information about City Projects and Programs Compared Over Time**



\*Scale wording changed from "very important/important/neutral/unimportant/very unimportant" in previous years to "essential/very important/somewhat important/not at all important" in 2007.

\*\*This figure displays ratings of "essential" and "very important" for 2007 data, and ratings of "very important" and "important" for previous years.

## Appendix A: Respondent Demographics

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

Question 52: Years in Arvada	
How many years have you lived in Arvada?	Percent of respondents
Under 5 years	26%
5 to 9 years	15%
10 to 19 years	21%
20 years or more	39%
Total	100%
<i>How many years have you lived in Arvada?</i>	<i>17 years</i>

Question 52: Housing Unit	
What kind of residence do you live in?	Percent of respondents
Single family home	70%
Condo	7%
Mobile home	0%
Apartment	15%
Townhouse	8%
Total	100%

Question 54: Tenure	
Do you rent or own your residence?	Percent of respondents
Rent	21%
Own	79%
Total	100%

Question 55: Household Size	
How many people (including yourself) live in your household?	Percent of respondents
1	22%
2	39%
3	19%
4	14%
5 or more	7%
Total	100%
<i>How many people (including yourself) live in your household?</i>	<i>2 people</i>

**Question 56: Age of Household Members**

<b>Please list the number of household members in each age category. (Please include yourself)</b>	<b>Percent of respondents</b>
0 to 5 years	17%
6 to 12 years	14%
13 to 17 years	16%
18 to 24 years	14%
25 to 34 years	22%
35 to 44 years	22%
45 to 54 years	25%
55 to 64 years	18%
65 years or more	14%

**Question 57: Physical Handicaps or Disabilities**

<b>Does any member of your household have a physical handicap or disability?</b>	<b>Percent of respondents</b>
No	88%
Yes	12%
Total	100%

**Question 58: Respondent Education**

<b>Which of the following categories best describes the amount of formal education you have completed?</b>	<b>Percent of respondents</b>
11 years, no diploma	2%
High school graduate	22%
Associate degree, some college	28%
Bachelor's degree	33%
Graduate or professional degree	16%
Total	100%

**Question 59: Household Income**

<b>How much do you anticipate your household's income before taxes will be for 2005?</b>	<b>Percent of respondents</b>
less than \$14,999	6%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	10%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	24%
\$75,000 to \$99,999	19%
\$100,000 or more	23%
Total	100%

<b>Question 60: Respondent Ethnicity</b>	
<b>What is your race?</b>	<b>Percent of respondents*</b>
American Indian, Eskimo or Aleut	1%
Asian or Pacific Islander	2%
Black or African American	1%
White/European American/Caucasian	94%
Other	4%

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

<b>Question 61: Hispanic</b>	
<b>Are you of Hispanic origin?</b>	<b>Percent of respondents</b>
No	94%
Yes	6%
Total	100%

<b>Question 62: Respondent Age</b>	
<b>Which of the following best describes your age?</b>	<b>Percent of respondents</b>
18-24 years	6%
25-34 years	23%
35-44 years	19%
45-54 years	25%
55-64 years	13%
65 years or older	14%
Total	100%

<b>Question 63: Respondent Gender</b>	
<b>Your gender?</b>	<b>Percent of respondents</b>
Female	52%
Male	48%
Total	100%

## Appendix B: Responses to Survey Questions

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

### Question 1: Quality of Life

Please circle the number that best describes your opinion for each of the following questions:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Overall, how would you describe the quality of life in Arvada?	29%	64%	6%	1%	0%	100%
How do you rate the overall quality of your neighborhood?	26%	57%	14%	3%	0%	100%
How do you rate Arvada as a place to raise children?	30%	55%	14%	1%	0%	100%
How do you rate Arvada as a place to live?	33%	58%	9%	1%	0%	100%
How do you rate Arvada as a place to retire?	15%	43%	34%	6%	2%	100%
How do you rate Arvada as a place to work?	8%	32%	49%	9%	2%	100%

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

Do you think the quality of life in Arvada is likely to improve, stay about the same, or decline over the next five years?	Percent of respondents
Improve	24%
Stay about the same	59%
Decline	18%
Total	100%

### Question 3: Community Characteristics

Please rate each of the following characteristics as they relate to the Arvada community as a whole.	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Sense of community	11%	56%	27%	4%	1%	1%	100%
Racial relations	5%	35%	41%	6%	1%	12%	100%
Air quality	6%	54%	30%	5%	0%	4%	100%
Quality of K-12 schools in Arvada	11%	46%	19%	4%	1%	19%	100%
Opportunities to attend cultural activities	15%	49%	25%	6%	0%	6%	100%
Opportunities for employment	1%	20%	40%	16%	4%	18%	100%
Opportunities for continuing education	5%	33%	32%	13%	1%	16%	100%
Access to neighborhood parks	33%	58%	7%	2%	0%	1%	100%
Opportunities for dining out	17%	49%	19%	11%	4%	0%	100%
Shopping opportunities	9%	43%	30%	15%	3%	0%	100%
Recreational opportunities	18%	54%	22%	5%	1%	1%	100%
Attractiveness/cleanliness	13%	63%	20%	3%	1%	0%	100%
Water quality	29%	54%	12%	3%	1%	1%	100%
Quality of available housing	10%	50%	26%	5%	1%	8%	100%
Affordability of housing	4%	33%	34%	16%	6%	7%	100%

<b>Question 4: Personal Safety in Arvada</b>	
<b>Please rate your sense of personal safety in Arvada</b>	<b>Percent of respondents</b>
Very safe	31%
Somewhat safe	58%
Neither safe nor unsafe	7%
Somewhat unsafe	4%
Very unsafe	0%
Total	100%

<b>Question 5: Safety in Neighborhood</b>						
<b>Please rate how safe you feel from the following in your neighborhood</b>	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Total</b>
Violent crimes (e.g., rape, robbery, assault)	40%	46%	9%	5%	0%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	17%	51%	15%	14%	3%	100%
Fires	38%	44%	14%	3%	1%	100%

<b>Question 6: Safety Outside of Neighborhood</b>						
<b>Please rate how safe you feel from the following in Arvada outside of your neighborhood</b>	<b>Very safe</b>	<b>Somewhat safe</b>	<b>Neither safe nor unsafe</b>	<b>Somewhat unsafe</b>	<b>Very unsafe</b>	<b>Total</b>
Violent crimes (e.g., rape, robbery, assault)	15%	52%	22%	10%	1%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	7%	45%	30%	16%	1%	100%
Fires	23%	45%	27%	4%	1%	100%

<b>Question 7: Problems Impacting Arvada</b>						
<b>To what degree are the following a problem in Arvada:</b>	<b>Not a problem</b>	<b>Minor problem</b>	<b>Important problem</b>	<b>Major problem</b>	<b>Extreme problem</b>	<b>Total</b>
Crime	8%	54%	35%	3%	0%	100%
Loitering youth	18%	50%	23%	7%	2%	100%
Traffic congestion	8%	37%	32%	19%	4%	100%
Lack of mass transit service	15%	28%	29%	20%	7%	100%
Violation of traffic laws	14%	49%	22%	11%	3%	100%
Growth	16%	29%	32%	14%	8%	100%
Employment opportunities	15%	39%	29%	13%	4%	100%
Lack of entry-level housing	25%	36%	24%	10%	6%	100%
Lack of housing options for senior citizens	27%	35%	26%	9%	3%	100%
Flooding	45%	44%	9%	2%	1%	100%
Identity theft	18%	38%	30%	10%	4%	100%
Residential property maintenance	17%	41%	28%	10%	4%	100%

Question 8: Community Participation						
In the last 12 months, about how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used the public libraries	27%	27%	28%	9%	9%	100%
Used the recreation centers	38%	21%	23%	7%	11%	100%
Participated in North JeffCo recreation programs or activities	55%	21%	14%	5%	5%	100%
Visited Olde Town Arvada	8%	21%	39%	19%	13%	100%
Rode a local RTD bus within the City	83%	9%	3%	1%	4%	100%
Attended a City Council meeting	92%	7%	1%	0%	0%	100%
Attended a public meeting about City matters	87%	10%	2%	0%	0%	100%
Tried to restrict your water use for purposes of conservation	12%	9%	26%	19%	34%	100%
Recycled used paper, cans, or bottles from your home	28%	11%	15%	9%	37%	100%
Volunteered your time to some group/activity in Arvada	66%	12%	9%	6%	8%	100%
Volunteered your time to some group/activity outside of Arvada	56%	18%	14%	5%	7%	100%
Attended a production or program at the Arvada Center	54%	32%	12%	1%	1%	100%
Dined at an Arvada restaurant (not fast food)	5%	14%	44%	21%	16%	100%
Used a City park or trail	10%	14%	29%	23%	25%	100%
Attended an educational class or program in Arvada	80%	15%	4%	0%	1%	100%
Accessed the City's Web site	45%	25%	23%	4%	3%	100%
Used a bicycle route in the City	51%	17%	16%	7%	9%	100%
Used the A-Line to get to Denver International Airport	84%	10%	5%	1%	0%	100%

## Question 9: Sustainable Community

The City of Arvada is working to improve practices that help the environment, some of which may increase costs to taxpayers. To what extent do you support or oppose the City taking each of the following actions?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Increase recycling options for residents	58%	31%	4%	4%	3%	100%
Reduce the City government's greenhouse gas emissions	40%	42%	7%	4%	7%	100%
Increase the City government's use of alternative fuel vehicles	42%	42%	6%	3%	6%	100%
Increase public transit options throughout the City	43%	41%	8%	3%	5%	100%
Create incentives for increasing public transit ridership	37%	44%	9%	4%	6%	100%
Use renewable energy sources (solar, geothermal, wind, etc.) to power City facilities	54%	38%	3%	2%	3%	100%
Take actions that reduce global warming to prevent climate change	47%	34%	6%	7%	6%	100%
Require all new commercial buildings be built using environmentally friendly ("green") construction methods	43%	37%	10%	5%	5%	100%
Require all new homes be built using environmentally friendly ("green") building methods	38%	37%	14%	6%	5%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	59%	33%	4%	2%	2%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	50%	36%	7%	2%	4%	100%
Create incentives for increased water conservation	50%	40%	6%	1%	3%	100%
Increase environmental education and public awareness programs	42%	44%	7%	3%	4%	100%

## Question 10: Overall Satisfaction with Arvada Government Services

Overall, how satisfied are you with the government services provided by the City of Arvada?	Percent of respondents
Very satisfied	9%
Satisfied	53%
Neutral	33%
Dissatisfied	4%
Very dissatisfied	2%
Total	100%



Question 11: Satisfaction with Arvada City Services							
Please rate your satisfaction with the quality of the following services provided by the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	Total
Police emergency services	23%	47%	13%	1%	2%	14%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	13%	38%	21%	3%	1%	23%	100%
City parks	25%	59%	11%	3%	0%	2%	100%
Street patching and repairs	4%	32%	26%	27%	10%	1%	100%
Water services	15%	59%	21%	3%	0%	2%	100%
Sewer services	14%	58%	23%	2%	0%	4%	100%
Municipal court services	4%	26%	32%	2%	1%	35%	100%
New street construction and expansion	4%	33%	35%	13%	5%	10%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	4%	28%	30%	21%	9%	7%	100%
Development of new City parks, open space, and trails	11%	41%	30%	9%	2%	7%	100%
Maintenance of existing City parks, open space, and trails	15%	58%	18%	5%	1%	3%	100%
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	12%	44%	28%	2%	1%	13%	100%
Drinking water quality	33%	47%	12%	4%	2%	2%	100%
Programs to deal with appearance and safety of neighborhoods	5%	31%	34%	10%	3%	17%	100%
Snow removal or sanding on major streets	8%	43%	19%	20%	10%	1%	100%
Street sweeping	7%	47%	27%	13%	3%	3%	100%
Programs at the Arvada Center for the Arts and Humanities	15%	35%	21%	3%	0%	26%	100%
Programs to attract and keep businesses in Arvada	3%	18%	31%	11%	6%	31%	100%
Low income/subsidized housing	3%	12%	37%	10%	4%	35%	100%
Ease of car travel in the City	7%	39%	30%	16%	6%	2%	100%
Ease of bicycle travel in the City	6%	36%	29%	6%	2%	21%	100%
Traffic safety (enforcement, education, and engineering)	4%	38%	33%	11%	5%	9%	100%
City building inspection	3%	16%	31%	3%	2%	45%	100%

Question 12: Satisfaction with Non-City Services							
Please rate your satisfaction with the quality of the following services provided by agencies other than the City of Arvada:	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know	Total
Cable television services	6%	37%	19%	14%	4%	20%	100%
Mass transit planning (rail, bus, etc.)	4%	24%	32%	17%	6%	17%	100%
Programs providing health services for the poor	1%	9%	31%	9%	4%	45%	100%
Youth programs	4%	24%	26%	8%	3%	35%	100%
Programs for senior citizens	2%	20%	29%	4%	2%	42%	100%
Assistance programs for the poor and homeless	2%	10%	28%	9%	3%	49%	100%
Fire services	16%	51%	17%	1%	0%	15%	100%
Library services	25%	53%	11%	1%	0%	10%	100%
Trash collection	16%	55%	17%	6%	2%	4%	100%

Question 13: Importance of Arvada City Services						
Modifications in federal, state, and local funding may make it necessary to change some City services: Thinking of the services just listed previously, please rate on a five point scale, how important you think it is to have the City of Arvada provide these services.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
	Police emergency services	83%	14%	3%	0%	0%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	31%	43%	22%	2%	2%	100%
City parks	36%	43%	19%	2%	0%	100%
Street patching and repairs	42%	48%	8%	1%	0%	100%
Water services	61%	32%	6%	1%	1%	100%
Sewer services	59%	32%	7%	1%	1%	100%
Municipal court services	33%	43%	18%	2%	4%	100%
New street construction and expansion	18%	39%	32%	8%	2%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	25%	37%	32%	6%	1%	100%
Development of new City parks, open space, and trails	22%	37%	34%	6%	1%	100%
Maintenance of existing City parks, open space, and trails	32%	48%	17%	2%	0%	100%
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	8%	24%	44%	17%	7%	100%
Drinking water quality	67%	29%	3%	1%	0%	100%
Programs to deal with appearance and safety of neighborhoods	26%	45%	25%	3%	0%	100%
Snow removal or sanding on major streets	49%	42%	7%	1%	0%	100%
Street sweeping	19%	39%	37%	5%	0%	100%
Programs at the Arvada Center for the Arts and Humanities	11%	32%	39%	14%	5%	100%
Programs to attract and keep businesses in Arvada	24%	40%	29%	3%	4%	100%
Low income or subsidized housing	12%	27%	35%	18%	8%	100%
Ease of car travel in the City	20%	44%	30%	4%	1%	100%
Ease of bicycle travel in the City	12%	36%	33%	12%	6%	100%
Traffic safety (enforcement, education, and engineering)	25%	47%	23%	4%	1%	100%
City building inspection	17%	37%	34%	4%	8%	100%

Question 14: Importance of Non-City Services						
Please rate how important you think it is to have these services provided in Arvada (these are services provided by agencies other than the City of Arvada):	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Cable television services	16%	27%	32%	20%	4%	100%
Mass transit planning (rail, bus, etc.)	26%	42%	25%	6%	1%	100%
Programs providing health services for the poor	21%	38%	31%	7%	4%	100%
Youth programs	24%	46%	24%	4%	2%	100%
Programs for senior citizens	20%	42%	30%	4%	4%	100%
Assistance programs for the poor and homeless	19%	37%	31%	7%	5%	100%
Fire services	70%	25%	3%	1%	1%	100%
Library services	32%	45%	18%	4%	1%	100%
Trash collection	44%	39%	11%	4%	1%	100%

Question 15: Support for or Opposition to the City of Arvada Pursuing New Programs						
To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
Purchase additional land for open space	29%	40%	15%	10%	6%	100%
Build large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center	17%	49%	17%	10%	7%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	37%	49%	7%	4%	3%	100%
Build new neighborhood parks	16%	53%	16%	8%	6%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	34%	50%	9%	4%	3%	100%
Construct new trails	14%	52%	19%	9%	6%	100%
Fund expansion of existing roads or build additional roads	17%	46%	24%	9%	5%	100%
Fund ongoing maintenance of roads	45%	48%	3%	2%	2%	100%

<b>Question 15a: Priority to the City of Arvada Pursuing New Programs</b>				
<b>To what extent do you support or oppose a tax increase to allow the City of Arvada to pursue the following programs?</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Total</b>
Purchase additional land for open space	50%	25%	25%	100%
Build large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center)	22%	40%	38%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	27%	31%	41%	100%
Build new neighborhood parks	7%	39%	54%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	13%	42%	45%	100%
Construct new trails	26%	32%	42%	100%
Fund expansion of existing roads or build additional roads	26%	47%	27%	100%
Fund ongoing maintenance of roads	60%	25%	16%	100%

<b>Question 16: Improving Olde Town Arvada</b>	
<b>Thinking about Olde Town Arvada, select the single most important improvement it needs.</b>	<b>Percent of respondents</b>
Nothing	13%
Parking	39%
Dining	13%
Housing	2%
Different mix of shopping opportunities	17%
Dependable, standard business hours	3%
Community Events/Festivals	8%
Other	5%
Total	100%

<b>Question 17: Contact with City Employees During the Last 12 Months</b>	
<b>Have you had phone or in-person contact with an Arvada City employee within the last 12 months (including police, municipal judges, receptionists, planners or any others)?</b>	<b>Percent of respondents</b>
No	49%
Yes	51%
Total	100%

**Question 18: Departments Contacted in the Last 12 Months**

With which of the following departments have you had contact in the last 12 months?	Percent of respondents*
Water/Sewer	16%
Police	58%
Economic Development	2%
Parks/Golf	23%
Human Resources	5%
Code Enforcement	16%
City Clerk/Passport	14%
Community Development	3%
Municipal Court	9%
Housing	3%
Arvada Center	24%
Sales Tax	4%
Animal Control	18%
City Manager's Office	3%
Building Inspection	11%
Streets/Snow Removal	12%
Water Billing	10%
City Attorney/Prosecutor	4%
Other	11%

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

**Question 19: City Employee Ratings**

What was your impression of City employees in your most recent contact?	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Knowledgeable	40%	42%	12%	3%	1%	2%	100%
Professional attitude	42%	40%	9%	5%	1%	1%	100%
Willingness to help or understand	42%	35%	11%	7%	3%	1%	100%
Overall impression	39%	39%	12%	7%	2%	1%	100%
Making you feel valued as a citizen/customer	38%	34%	13%	9%	4%	2%	100%

**Question 20: Contact with the Police or Municipal Courts in the Past 12 Months**

Have you had contact with the police or municipal courts in the last 12 months?	Percent of respondents
No	37%
Yes	63%
Total	100%

Question 21: Reason for Contact with Police or Municipal Courts	
What was the reason for your contact with the police or municipal courts?	Percent of Respondents
Traffic ticket	14%
Accused of a crime	2%
Witnessed a crime	7%
Help for solving a problem	25%
Victim of crime	17%
Other	36%
Total	100%

Question 22: Law Enforcement Ratings						
Please circle the number that best describes your opinion for each of the following questions:	Very fair	Somewhat fair	Somewhat unfair	Very unfair	Don't know	Total
How would you rate the conduct of the police officers on the case?	59%	22%	6%	5%	8%	100%
How would you rate the conduct of the judge on the case?	14%	10%	1%	1%	74%	100%
How would you rate the conduct of the City prosecutors on the case?	10%	10%	2%	2%	76%	100%

Question 23: Public Trust							
Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
City of Arvada employees really try to do quality work	21%	41%	17%	2%	1%	17%	100%
I receive good value for the City taxes I pay	14%	44%	22%	10%	2%	8%	100%
I am pleased with the overall direction that the City is taking	13%	44%	23%	11%	3%	5%	100%
I am well informed on major issues in the City of Arvada	11%	33%	30%	14%	5%	6%	100%
Arvada City government welcomes citizen involvement	12%	35%	26%	7%	2%	17%	100%
Government is really run for the benefit of all the people	12%	32%	31%	13%	4%	9%	100%
Most elected officials care what people like me think	8%	28%	25%	19%	8%	13%	100%

Question 24: Opinions on the Current Rate of Growth in Arvada						
What do you think about the current rate of the following types of growth in Arvada?	Much too fast	Somewhat too fast	About right	Somewhat too slow	Much too slow	Total
Residential growth	27%	34%	37%	1%	0%	100%
Retail (shopping) growth	8%	15%	46%	24%	7%	100%
Job growth	1%	2%	40%	46%	12%	100%
Light industrial/manufacturing	3%	5%	63%	23%	6%	100%
Professional offices	3%	8%	63%	21%	4%	100%
Recreational/entertainment	1%	3%	62%	30%	4%	100%

Question 25: Quality and Variety of Development in Arvada						
Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
The quality of residential development	8%	54%	29%	7%	1%	100%
The quality of business/retail development	6%	39%	43%	10%	2%	100%
The variety of residential development	4%	37%	44%	12%	2%	100%
The variety of business/retail development	3%	32%	48%	15%	2%	100%

Question 26: Quality and Variety of Development in Arvada							
Thinking about the development in Arvada over the past years, please rate the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Preserving buildings and landmarks in the community	7%	44%	25%	4%	1%	18%	100%
Enhancing buildings and landmarks in the community	7%	37%	29%	6%	1%	20%	100%
Future growth of the community	3%	36%	31%	10%	5%	15%	100%
Diverse housing choices (senior housing, affordable housing, etc.)	1%	21%	38%	13%	4%	22%	100%
Economic development (jobs, retail, etc.)	1%	21%	38%	17%	5%	17%	100%
Parks and recreation	8%	51%	26%	5%	1%	10%	100%

Question 27: Support for More Business Development in Arvada	
To what extent do you support or oppose more business development in Arvada?	Percent of respondents
Strongly support	23%
Somewhat support	50%
Somewhat oppose	18%
Strongly oppose	7%
Don't know	2%
Total	100%



**Question 28: Arvada Traffic Ratings**

<b>Please rate the following aspects of traffic in Arvada:</b>	<b>Not a problem</b>	<b>Slight problem</b>	<b>Moderate problem</b>	<b>Major problem</b>	<b>Total</b>
Traffic movement within the City	17%	45%	28%	10%	100%
Volume of traffic on residential streets	39%	36%	19%	6%	100%
Volume of traffic on major streets such as Wadsworth or Ralston Road	7%	27%	35%	31%	100%
Speed of traffic on residential streets	30%	31%	25%	14%	100%

**Question 29: Support for or Opposition to High-density Commercial and Residential Development at Rail Transit Stops**

<b>To what extent do you support or oppose more high-density commercial and residential development at the proposed rail transit stops listed below?</b>	<b>Strongly support</b>	<b>Somewhat support</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>	<b>Total</b>
Olde Town Arvada	38%	33%	13%	11%	5%	100%
Sheridan at Ralston Road	35%	40%	9%	5%	11%	100%
Ridge Road near Kipling	32%	40%	9%	7%	12%	100%

**Question 30: Support for or Opposition to the Completion of the Metropolitan Beltway**

<b>To what extent do you support or oppose the completion of the beltway between Broomfield (where E-470 ends) and C-470 (where the beltway resumes at I-70)?</b>	<b>Percent of respondents</b>
Strongly support	34%
Somewhat support	35%
Somewhat oppose	7%
Strongly oppose	11%
Don't know	14%
Total	100%

**Question 31: Which traffic issue should Arvada resolve first?**

<b>In your opinion, which one of the following traffic issues should Arvada resolve first?</b>	<b>Percent of respondents</b>
Completion of the E-470 and C-470 Beltway	24%
Additional lanes on existing City streets	14%
Construction of new streets to build out the City's transportation system	10%
Installation of more traffic signals	3%
Removal of some traffic signals	5%
None of these is more important than any other	20%
Traffic is fine - I see no pressing problems	12%
Don't know	13%
Total	100%

<b>Question 32: Importance of Living and Working in Arvada</b>	
<b>How important is it to you to have the opportunity to work as well as live in Arvada?</b>	<b>Percent of respondents</b>
Essential	12%
Very important	31%
Somewhat important	29%
Not at all important	26%
Don't know	3%
Total	100%

<b>Question 33: Working Outside the Home</b>	
<b>Do you work outside of the home?</b>	<b>Percent of respondents</b>
No	23%
Yes	77%
Total	100%

<b>Question 34: Work Commute</b>	
<b>About how many miles is your work place from home?</b>	<b>Average Number of Miles</b>
About how many miles is your work place from home?	14

<b>Question 35: City of Employment</b>	
<b>Which city do you work in or closest to?</b>	<b>Percent of Respondents</b>
Arvada	16%
Wheat Ridge	7%
Other	13%
Boulder	4%
Louisville	2%
Lakewood	8%
Lafayette	0%
Golden	8%
Denver	30%
Broomfield	4%
Westminster	6%
Total	100%

<b>Question 36: Commute Transportation</b>	
<b>How do you usually travel to work?</b>	<b>Percent of Respondents</b>
Drive alone	91%
The bus	4%
Bike	0%
Car pool	5%
Walk	0%
Total	100%

Question 37: Information Sources						
How important to you are the following sources for information about City projects and programs?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
<i>The Arvada Press</i> (weekly community paper)	12%	34%	32%	15%	7%	100%
<i>The Arvada Report</i> (City newsletter)	16%	37%	34%	9%	5%	100%
<i>Denver Post</i>	8%	21%	31%	33%	7%	100%
<i>Rocky Mountain News</i>	10%	25%	29%	28%	7%	100%
City Water bill inserts	4%	21%	40%	25%	10%	100%
KATV Cable Channel 8	4%	12%	29%	39%	16%	100%
The City Web site at <a href="http://www.arvada.org">www.arvada.org</a>	12%	22%	34%	17%	14%	100%
Friends and family (word of mouth)	10%	33%	40%	12%	5%	100%
Local TV news	14%	34%	35%	14%	4%	100%
Local radio broadcasts	9%	24%	34%	25%	7%	100%
Your Hub (weekly insert in the <i>Denver Post</i> and <i>Rocky Mountain News</i> )	6%	17%	34%	33%	10%	100%

Question 38: Cable Television or Satellite Subscription	
Do you subscribe to cable television or satellite television?	Percent of Respondents
No	23%
Yes	77%
Total	100%

Question 39: Television Service	
Which television service do you subscribe to?	Percent of Respondents
Comcast	65%
US Cable	3%
Satellite	32%
Total	100%

Question 40: Channel 8 Program Viewership						
In the last 12 months, how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched anything on KATV Channel 8	32%	31%	24%	10%	4%	100%
Watched a City Council meeting on KATV Channel 8	56%	28%	12%	2%	1%	100%
Watched a Planning Commission meeting on KATV Channel 8	71%	19%	7%	1%	1%	100%
Watched "Cop Talk" on KATV Channel 8	65%	21%	11%	3%	1%	100%
Watched "The A Files" on KATV Channel 8	81%	13%	4%	1%	0%	100%
Watched "Community Messages" on KATV Channel 8	59%	27%	11%	3%	1%	100%
Watched High School football on KATV Channel 8	71%	20%	7%	2%	0%	100%
Watched "Arvada Insights" on KATV Channel 8	73%	19%	6%	2%	0%	100%
Watched "Let's Talk with Ed Sardella" on KATV Channel 8	70%	20%	8%	1%	1%	100%

Question 41: Cable Ratings							
How would you rate the following aspects of your cable television?	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know	Total
Quality of your picture	30%	52%	13%	5%	1%	1%	100%
Sound quality	28%	55%	13%	3%	0%	1%	100%
Cable company's response to customer complaints	17%	33%	23%	13%	5%	9%	100%
Quality of current programming	12%	41%	31%	11%	5%	1%	100%
Quality of programming on KATV Channel 8	7%	27%	25%	3%	1%	36%	100%

Question 42: Access to Computers	
Do you have a computer in your home?	Percent of respondents
No	11%
Yes	89%
Total	100%

Question 43: Access to the Internet	
Does your computer have Internet access?	Percent of respondents
No	6%
Yes	94%
Total	100%

**Question 44: Internet Connection**

How do you connect to the Internet?	Percent of Respondents
Phone dial up modem	15%
High speed broadband connection	23%
DSL through phone company	33%
Broadband through cable TV	25%
Wireless	4%
Don't know	1%
Total	100%

**Question 45: Satisfaction with Internet Connection**

Please indicate the extent to which you are satisfied or dissatisfied with your Internet connection.	Percent of Respondents
Very satisfied	22%
Satisfied	50%
Neutral	16%
Dissatisfied	10%
Very dissatisfied	2%
Total	100%

**Question 46: Choosing an Internet Service Provider**

How important, if at all, are each of the following factors to you when choosing your Internet service provider?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Cost	43%	41%	15%	1%	0%	100%
Speed and bandwidth	37%	43%	16%	2%	1%	100%
Familiarity of service provider	11%	35%	35%	17%	2%	100%
Ease of connection/cost due to bundling of multiple services	21%	43%	24%	8%	5%	100%

**Question 47: City Web site Use**

Have you accessed the City's Web site at <a href="http://www.ci.arvada.co.us">www.ci.arvada.co.us</a> ?	Percent of respondents
No	47%
Yes	53%
Total	100%

**Question 48: Rating of the City's Web Site**

How would you rate the following aspects of the City's Web site at <a href="http://www.ci.arvada.co.us">www.ci.arvada.co.us</a> ?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Usefulness of information	21%	62%	16%	2%	0%	100%
Ease of use	16%	56%	21%	7%	1%	100%
Design and graphics	15%	56%	26%	2%	0%	100%

**Question 49: Respondent Use of City's Web Site**

In the last 12 months, how often have you used these services on the City's Web site at <a href="http://www.ci.arvada.co.us">www.ci.arvada.co.us</a> ?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
"Ask Arvada" question form	82%	14%	3%	0%	0%	100%
City Council agendas	80%	14%	5%	0%	0%	100%
Municipal code online	68%	23%	8%	1%	0%	100%
Land development code online	80%	13%	6%	1%	0%	100%
Streaming video from KATV Channel 8	91%	7%	2%	0%	0%	100%
Maps/Geographic Information Services	38%	42%	17%	3%	0%	100%
"Notify Me"	93%	6%	1%	0%	0%	100%

**Question 50: Likelihood of Checking City Website in Emergency**

In the event of an emergency (such as a natural or man-made disaster) in Arvada, how likely or unlikely would you be to check the City Web site for information?	Percent of Respondents
Very likely	20%
Somewhat likely	27%
Somewhat unlikely	18%
Very unlikely	29%
Don't know	6%
Total	100%

**Question 51: Respondent Use of City's Other Web Sites**

In the last 12 months, how often have you used these services on the City's other Web sites?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
arvadapd.org (Arvada Police Department)	84%	13%	3%	0%	0%	100%
arvadajoblink.com	73%	17%	8%	2%	1%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	92%	6%	2%	0%	0%	100%
arvadainteractive.net (to pay utility bills)	93%	3%	4%	0%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	87%	8%	3%	2%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	90%	6%	3%	1%	0%	100%

**Question 52: Years in Arvada**

How many years have you lived in Arvada?	Percent of respondents
Under 5 years	26%
5 to 9 years	15%
10 to 19 years	21%
20 years or more	39%
Total	100%
<i>How many years have you lived in Arvada?</i>	<i>17 years</i>

**Question 52: Housing Unit**

<b>What kind of residence do you live in?</b>	<b>Percent of respondents</b>
Single family home	70%
Condo	7%
Mobile home	0%
Apartment	15%
Townhouse	8%
Total	100%

**Question 54: Tenure**

<b>Do you rent or own your residence?</b>	<b>Percent of respondents</b>
Rent	21%
Own	79%
Total	100%

**Question 55: Household Size**

<b>How many people (including yourself) live in your household?</b>	<b>Percent of respondents</b>
1	22%
2	39%
3	19%
4	14%
5 or more	7%
Total	100%
<i>How many people (including yourself) live in your household?</i>	<i>2 people</i>

**Question 56: Age of Household Members**

<b>Please list the number of household members in each age category. (Please include yourself)</b>	<b>Percent of respondents</b>
0 to 5 years	17%
6 to 12 years	14%
13 to 17 years	16%
18 to 24 years	14%
25 to 34 years	22%
35 to 44 years	22%
45 to 54 years	25%
55 to 64 years	18%
65 years or more	14%

**Question 57: Physical Handicaps or Disabilities**

<b>Does any member of your household have a physical handicap or disability?</b>	<b>Percent of respondents</b>
No	88%
Yes	12%
Total	100%

**Question 58: Respondent Education**

<b>Which of the following categories best describes the amount of formal education you have completed?</b>	<b>Percent of respondents</b>
11 years, no diploma	2%
High school graduate	22%
Associate degree, some college	28%
Bachelor's degree	33%
Graduate or professional degree	16%
Total	100%

**Question 59: Household Income**

<b>How much do you anticipate your household's income before taxes will be for 2005?</b>	<b>Percent of respondents</b>
less than \$14,999	6%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	10%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	24%
\$75,000 to \$99,999	19%
\$100,000 or more	23%
Total	100%

**Question 60: Respondent Ethnicity**

<b>What is your race?</b>	<b>Percent of respondents*</b>
American Indian, Eskimo or Aleut	1%
Asian or Pacific Islander	2%
Black or African American	1%
White/European American/Caucasian	94%
Other	4%

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

**Question 61: Hispanic**

<b>Are you of Hispanic origin?</b>	<b>Percent of respondents</b>
No	94%
Yes	6%
Total	100%



<b>Question 62: Respondent Age</b>	
<b>Which of the following best describes your age?</b>	<b>Percent of respondents</b>
18-24 years	6%
25-34 years	23%
35-44 years	19%
45-54 years	25%
55-64 years	13%
65 years or older	14%
Total	100%

<b>Question 63: Respondent Gender</b>	
<b>Your gender?</b>	<b>Percent of respondents</b>
Female	52%
Male	48%
Total	100%

## Appendix C: Complete Set of Normative Comparisons

The following tables show normative comparisons to the Front Range and the nation when available. In addition to the average rating, three numbers are provided in the table. The first is the rank assigned to Arvada's rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions' results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Arvada's rating is equal to or better than 80% of the ratings from other jurisdictions. Conversely, 20% of the jurisdictions where a similar question was asked had higher ratings.

Repeated from the report body is the column listing whether each was "above," "below" or "similar to" the norm.

### Front Range Norms

Front Range Norms: Quality of Life Ratings					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Place to live	81	11	18	41%	Below the norm
Overall quality of life in Arvada	80	11	20	47%	Similar to the norm
Place to raise children	79	12	17	31%	Below the norm
Overall quality of your neighborhood	77	NA	NA	NA	NA
Place to retire	65	10	15	36%	Below the norm
Place to work	59	6	7	17%	Below the norm

Front Range Norms: Characteristics of the Community					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Access to neighborhood parks	81	NA	NA	NA	NA
Water quality	77	3	5	50%	Similar to the norm
Recreational opportunities	71	8	9	13%	Below the norm
Attractiveness/cleanliness	71	NA	NA	NA	NA
Quality of K-12 schools in Arvada	69	4	6	40%	Similar to the norm
Opportunities to attend cultural activities	69	4	12	73%	Above the norm
Sense of community	68	6	12	55%	Similar to the norm
Air quality	66	6	8	29%	Similar to the norm
Opportunities for dining out	66	NA	NA	NA	NA
Racial relations	60	NA	NA	NA	NA
Shopping opportunities	60	7	8	14%	Below the norm
Opportunities for continuing education	58	3	5	50%	Below the norm
Affordability of housing	54	4	9	63%	Above the norm
Opportunities for employment	50	6	11	50%	Similar to the norm

Front Range Norms: Personal Safety					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Sense of personal safety in Arvada	79	NA	NA	NA	NA

Front Range Norms: Safety in Arvada					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Violent crimes in neighborhood	80	1	9	100%	Above the norm
Fires in neighborhood	79	2	9	88%	Above the norm
Property crimes in neighborhood	66	2	9	88%	Above the norm

Front Range Norms: Overall Satisfaction with City Services					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Overall satisfaction with City services	66	8	11	30%	Similar to the norm

Front Range Norms: Satisfaction with City Services					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
City parks	77	8	10	22%	Below the norm
Police emergency services	76	6	15	64%	Similar to the norm
Drinking water quality	76	NA	NA	NA	NA
Water services	72	2	5	75%	Above the norm
Sewer services	71	3	5	50%	Similar to the norm
Maintenance of existing City parks, open space, and trails	70	8	8	0%	Below the norm
Police non-emergency, prevention and education services	69	NA	NA	NA	NA
Municipal court services	62	6	7	17%	Below the norm
Ease of bicycle travel in the City	62	10	10	0%	Below the norm
Street sweeping	61	8	16	53%	Similar to the norm
Traffic safety (enforcement, education, and engineering)	57	NA	NA	NA	NA
City building inspection	57	4	5	25%	Below the norm
Ease of car travel in the City	56	7	11	40%	Below the norm
Snow removal or sanding on major streets	55	10	16	40%	Similar to the norm
Street patching and repairs	49	12	16	27%	Below the norm
Zoning enforcement (weeds, junk cars, trash, etc.)	49	11	14	23%	Below the norm

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**Front Range Norms: Satisfaction with Non-City Services**


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	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Library services	78	4	8	57%	Similar to the norm
Fire services	74	8	9	13%	Below the norm
Trash collection	70	5	5	0%	Below the norm
Cable television services	58	4	5	25%	Similar to the norm
Programs for senior citizens	58	10	12	18%	Below the norm
Youth programs	57	8	10	22%	Below the norm
Assistance programs for the poor and homeless	49	4	8	57%	Similar to the norm

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**Front Range Norms: City Employees**


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	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Knowledgeable	80	10	16	40%	Similar to the norm
Willingness to help or understand	77	NA	NA	NA	NA
Overall impression	77	9	16	47%	Similar to the norm
Making you feel valued as a citizen/customer	74	NA	NA	NA	NA

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**Front Range Norms: Public Trust**


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	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Good value for the City taxes I pay	66	4	13	75%	Similar to the norm
Welcomes citizen involvement	65	7	13	50%	Similar to the norm
Overall direction that the City is taking	64	5	14	69%	Similar to the norm
City is run for the benefit of all the people	60	2	5	75%	Similar to the norm
Most elected officials care what people like me think	52	NA	NA	NA	NA

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Front Range Norms: Quality of Development					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Quality of residential development	65	NA	NA	NA	NA
Quality of business/retail development	60	NA	NA	NA	NA

Front Range Norms: KATV Channel 8					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Quality of programming on KATV Channel 8	65	NA	NA	NA	NA

## National Norms

National Norms: Quality of Life Ratings					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Place to live	81	96	228	58%	Similar to the norm
Overall quality of life in Arvada	80	84	232	64%	Above the norm
Place to raise children	79	91	195	54%	Similar to the norm
Overall quality of your neighborhood	77	10	23	59%	Similar to the norm
Place to retire	65	105	178	41%	Similar to the norm
Place to work	59	83	118	30%	Below the norm

National Norms: Characteristics of the Community					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Access to neighborhood parks	81	44	128	66%	Above the norm
Water quality	77	11	34	70%	Above the norm
Recreational opportunities	71	57	152	63%	Above the norm
Attractiveness/cleanliness	71	7	13	50%	Similar to the norm
Quality of K-12 schools in Arvada	69	56	124	55%	Similar to the norm
Opportunities to attend cultural activities	69	44	136	68%	Above the norm
Sense of community	68	57	153	63%	Similar to the norm
Air quality	66	58	83	30%	Below the norm
Opportunities for dining out	66	4	6	40%	Below the norm
Racial relations	60	10	14	31%	Similar to the norm
Shopping opportunities	60	79	138	43%	Similar to the norm
Opportunities for continuing education	58	58	73	21%	Below the norm
Affordability of housing	54	88	190	54%	Similar to the norm
Opportunities for employment	50	67	161	59%	Above the norm

<b>National Norms: Personal Safety</b>					
	<b>City of Arvada Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Arvada Percentile</b>	<b>Comparison of Arvada Rating to Norm</b>
Sense of personal safety in Arvada	79	4	43	93%	Above the norm

<b>National Norms: Safety in Arvada</b>					
	<b>City of Arvada Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Arvada Percentile</b>	<b>Comparison of Arvada Rating to Norm</b>
Violent crimes in neighborhood	80	29	145	81%	Above the norm
Fires in neighborhood	79	37	144	75%	Above the norm
Property crimes in neighborhood	66	47	143	68%	Above the norm

<b>National Norms: Overall Satisfaction with City Services</b>					
	<b>City of Arvada Rating</b>	<b>Rank</b>	<b>Number of Jurisdictions for Comparison</b>	<b>City of Arvada Percentile</b>	<b>Comparison of Arvada Rating to Norm</b>
Overall satisfaction with City services	66	127	214	41%	Similar to the norm



National Norms: Satisfaction with City Services					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
City parks	77	65	172	63%	Similar to the norm
Police emergency services	76	97	261	63%	Similar to the norm
Drinking water quality	76	NA	NA	NA	NA
Water services	72	42	144	71%	Above the norm
Sewer services	71	50	149	67%	Similar to the norm
Maintenance of existing City parks, open space, and trails	70	125	176	29%	Below the norm
Police non-emergency, prevention and education services	69	5	6	20%	Below the norm
Municipal court services	62	43	74	42%	Similar to the norm
Ease of bicycle travel in the City	62	45	135	67%	Above the norm
Street sweeping	61	101	172	42%	Similar to the norm
Traffic safety (enforcement, education, and engineering)	57	3	5	50%	Below the norm
City building inspection	57	22	26	16%	Below the norm
Ease of car travel in the City	56	85	135	37%	Similar to the norm
Snow removal or sanding on major streets	55	132	159	17%	Below the norm
Street patching and repairs	49	160	240	33%	Below the norm
Zoning enforcement (weeds, junk cars, trash, etc.)	49	130	192	32%	Below the norm

National Norms: Satisfaction with Non-City Services					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Library services	78	93	194	52%	Similar to the norm
Fire services	74	195	218	11%	Below the norm
Trash collection	70	174	202	14%	Below the norm
Cable television services	58	50	98	49%	Similar to the norm
Programs for senior citizens	58	118	150	21%	Below the norm
Youth programs	57	74	130	43%	Similar to the norm
Assistance programs for the poor and homeless	49	59	108	46%	Similar to the norm

National Norms: City Employees					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Knowledgeable	80	83	180	54%	Similar to the norm
Willingness to help or understand	77	10	22	57%	Similar to the norm
Overall impression	77	90	202	56%	Similar to the norm
Making you feel valued as a citizen/customer	74	NA	NA	NA	NA

National Norms: Public Trust					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Good value for the City taxes I pay	66	37	194	81%	Above the norm
Welcomes citizen involvement	65	70	173	60%	Similar to the norm
Overall direction that the City is taking	64	48	159	70%	Above the norm
City is run for the benefit of all the people	60	4	12	73%	Similar to the norm
Most elected officials care what people like me think	52	7	9	25%	Below the norm

National Norms: Quality of Development					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Quality of residential development	65	5	7	33%	Below the norm
Quality of business/retail development	60	6	6	0%	Below the norm

National Norms: KATV Channel 8					
	City of Arvada Rating	Rank	Number of Jurisdictions for Comparison	City of Arvada Percentile	Comparison of Arvada Rating to Norm
Quality of programming on KATV Channel 8	65	15	23	36%	Similar to the norm

## Appendix D: Characteristics and Opinions of the Work Commute

The table below shows characteristics and opinions of Arvada residents work commute compared over time.

Characteristics and Opinions of the Work Commute						
	Percent of respondents					
<b>Works outside home</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>
Yes	77%	76%	78%	77%	76%	70%
No	23%	24%	22%	23%	24%	30%
<b>Number of miles of work commute</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>
1 mile or less	NA	5%	1%	5%	4%	4%
2 to 5 miles	NA	17%	18%	19%	19%	21%
6 to 10 miles	NA	30%	28%	24%	28%	27%
11 to 19 miles	NA	26%	30%	30%	28%	35%
20 miles or more	NA	22%	23%	23%	21%	13%
Median commute distance	14 miles	10 miles	11 miles	13 miles	10 miles	10 miles
<b>City of Workplace</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>
Denver	30%	30%	30%	31%	28%	30%
Arvada	16%	20%	15%	17%	19%	21%
Lakewood	8%	9%	7%	8%	8%	8%
Golden	8%	8%	9%	8%	8%	9%
Wheat Ridge	7%	4%	7%	6%	6%	7%
Boulder	4%	4%	5%	3%	6%	4%
Broomfield	4%	4%	4%	5%	NA	NA
Other	13%	21%	23%	21%	20%	18%
<b>Usual travel mode to work</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>1997</b>
Auto alone	91%	89%	93%	87%	86%	87%
Carpool	5%	4%	3%	6%	6%	7%
Bus	4%	3%	2%	5%	5%	4%
Walk	0%	2%	<1%	1%	1%	1%
Bike	0%	1%	1%	~0%	0%	0%
Other	NA	1%	<1%	1%	1%	1%
<b>Importance of working and living in Arvada</b>	<b>2007</b>	<b>2005</b>	<b>2003</b>	<b>2001</b>	<b>1999</b>	<b>Not asked</b>
Essential	12%	-	-	-	-	-
Very important	32%	33%	35%	34%	21%	-
Somewhat important	29%	31%	31%	36%	28%	-
Not very important	NA	24%	23%	21%	30%	-
Not at all important	26%	12%	12%	9%	21%	-

## Appendix E: Survey Methodology

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### Sample Selection

Approximately 2,700 households within the city limits of Arvada were selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes.<sup>2</sup> Attached housing units were over-sampled to compensate for detached housing 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.<sup>3</sup>

### Survey Administration and Response Rate

Households received three mailings each beginning in July 2007. Completed surveys were collected over the following five weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2007 Citizen Survey, a questionnaire and self-mailing envelope.

About 5% of the surveys were returned as undeliverable due to vacancy or an invalid address. Of the 2,576 remaining households, 918 completed the survey, providing a response rate of 36%.

### Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (918 completed surveys). Where estimates are given for sub-groups, they are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to ten percentage points for samples as small as 100.

### Weighting the Data

The surveys were analyzed using the SPSS statistical package. The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates and other population norms for the City of Arvada and were statistically adjusted to reflect the larger population when necessary. The four socioeconomic characteristics that were most discrepant among survey respondents compared to the known population norms were tenure (rent or own), housing unit type (detached or attached), age, and gender. The data were statistically weighted to ensure a more accurate representation of all community members. The results of the weighting scheme are presented in the table on the following page. The shaded variables were the ones by which survey results were weighted.

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<sup>2</sup> Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. Carrier routes are mail carrier delivery zones defined by the USPS.

<sup>3</sup> 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.

2007 Arvada Citizen Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm <sup>4</sup>	Unweighted Data	Weighted Data
<b>Sex and Age</b>			
18-34 years of age	27%	10%	29%
35-54 years of age	45%	37%	44%
55+ years of age	27%	53%	27%
Female	52%	57%	52%
Male	48%	43%	48%
Females 18-34	14%	5%	15%
Females 35-54	23%	23%	23%
Females 55+	15%	29%	15%
Males 18-34	14%	4%	14%
Males 35-54	22%	14%	22%
Males 55+	12%	25%	12%
<b>Race and Ethnicity</b>			
Hispanic	10%	5%	6%
Not Hispanic	90%	95%	94%
White	91%	94%	92%
Non-white	9%	6%	7%
<b>Housing</b>			
Own home	76%	85%	21%
Rent home	24%	15%	79%
Detached unit	72%	74%	70%
Attached unit	28%	26%	30%
<b>Household Income<sup>5</sup></b>			
Less than \$25,000	16%	14%	12%
\$25,000 to \$99,999	68%	64%	65%
\$100,000 or more	16%	22%	23%
<b>Education<sup>6</sup></b>			
High school or less	35%	26%	23%
More than high school	65%	74%	77%

<sup>4</sup> Source: 2000 Census

<sup>5</sup> Household income in 1999

<sup>6</sup> Population 25 years and over

## Data Analysis

Completed questionnaires were checked for accuracy by National Research Center, Inc. staff. The data were then entered, and the results analyzed by National Research Center, Inc. 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 B.

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## Appendix F: Survey Instrument

The following pages contain the survey instrument.



# 2007 Arvada Citizen Survey

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

## QUALITY OF COMMUNITY

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

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

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

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

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

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

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

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

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

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

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

**COMMUNITY PARTICIPATION**

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

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

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

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>
a. Increase recycling options for residents.....	1	2	3	4	5
b. Reduce the City government's greenhouse gas emissions.....	1	2	3	4	5
c. Increase the City government's use of alternative fuel vehicles.....	1	2	3	4	5
d. Increase public transit options throughout the City .....	1	2	3	4	5
e. Create incentives for increasing public transit ridership.....	1	2	3	4	5
f. Use renewable energy sources (solar, geothermal, wind, etc.) to power City facilities .....	1	2	3	4	5
g. Take actions that reduce global warming to prevent climate change ...	1	2	3	4	5
h. Require all new commercial buildings be built using environmentally friendly ("green") construction methods.....	1	2	3	4	5
i. Require all new homes be built using environmentally friendly ("green") building methods .....	1	2	3	4	5
j. Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes.....	1	2	3	4	5
k. Create incentives for builders to build using environmentally friendly ("green") construction methods.....	1	2	3	4	5
l. Create incentives for increased water conservation.....	1	2	3	4	5
m. Increase environmental education and public awareness programs.....	1	2	3	4	5

**SERVICES PROVIDED IN ARVADA**

	<u>very</u> <u>satisfied</u>	<u>satisfied</u>	<u>neutral</u>	<u>dissatisfied</u>	<u>very</u> <u>dissatisfied</u>
10. Overall, how satisfied are you with the government services provided by the City of Arvada?.....	1	2	3	4	5

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

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

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

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

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

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

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

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

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

	strongly support	somewhat support	somewhat oppose	strongly oppose	don't know	top 3 priorities
a. Purchase additional land for open space.....	1	2	3	4	5	_____
b. Build large community and regional parks (such as the 94 acre O'Kane Site Park surrounding the Apex Center).....	1	2	3	4	5	_____
c. Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment).....	1	2	3	4	5	_____
d. Build new neighborhood parks .....	1	2	3	4	5	_____
e. Fund day-to-day maintenance of parks, trails, open space, and medians .....	1	2	3	4	5	_____
f. Construct new trails.....	1	2	3	4	5	_____
g. Fund expansion of existing roads or build additional roads..	1	2	3	4	5	_____
h. Fund ongoing maintenance of roads.....	1	2	3	4	5	_____

16. Thinking about Olde Town Arvada, select the single most important improvement it needs. (Please choose only one.)

- Nothing
- Dining
- Different mix of shopping opportunities
- Community Events/Festivals
- Parking
- Housing
- Dependable, standard business hours
- Other

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

- No -----> go to question #23
- Yes

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

- Water/Sewer
- Police
- Economic Development
- Parks/Golf
- Human Resources
- Code Enforcement
- City Clerk/Passport
- Community Development
- Municipal Court
- Housing
- Arvada Center
- Sales Tax
- Animal Control
- City Manager's Office
- Building Inspection
- Streets/Snow Removal
- Water Billing
- City Attorney/Prosecutor
- Other

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

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

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

- No -----> go to question #23
- Yes

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

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

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

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

**PUBLIC TRUST**

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

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

**COMMUNITY DEVELOPMENT**

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

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

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

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

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

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

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

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

**TRAFFIC AND TRANSPORTATION**

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

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

29. With the successful passage of FasTracks, RTD's program to expand transit in the metro area, Arvada has the opportunity to enhance development around our proposed rail transit stops to encourage transit ridership. To what extent do you support or oppose more high-density commercial and residential development at the proposed rail transit stops listed below?

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>
a. Olde Town Arvada .....	1	2	3	4	5
b. Sheridan at Ralston Road.....	1	2	3	4	5
c. Ridge Road near Kipling.....	1	2	3	4	5

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>
30. To what extent do you support or oppose the completion of the beltway between Broomfield (where E-470 ends) and C-470 (where the beltway resumes at I-70)? .....	1	2	3	4	5

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

- Completion of the E-470 and C-470 Beltway
- Additional lanes on existing City streets
- Construction of new streets to build out the City's transportation system
- Installation of more traffic signals
- Removal of some traffic signals
- None of these is more important than any other
- Traffic is fine - I see no pressing problems
- Don't know

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

33. Do you work outside of the home?

- No -----> go to question #37
- Yes

34. About how many miles is your work place from home? \_\_\_\_\_ Miles

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

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

36. How do you usually travel to work?

- Drive alone
- Bike
- Walk
- The bus
- Car pool

## SOURCES OF INFORMATION

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

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

## CABLE SERVICE

38. Do you subscribe to cable or satellite television?

- No----> go to question #42
- Yes----> go to question #39

39. Which television service do you subscribe to?

- Comcast
- US Cable
- Satellite----> go to question #42

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

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. Watched anything on KATV Channel 8 .....	1	2	3	4	5
b. Watched a City Council meeting on KATV Channel 8.....	1	2	3	4	5
c. Watched a Planning Commission meeting on KATV Channel 8.....	1	2	3	4	5
d. Watched "Cop Talk" on KATV Channel 8.....	1	2	3	4	5
e. Watched "The A Files" on KATV Channel 8 .....	1	2	3	4	5
f. Watched "Community Messages" on KATV Channel 8.....	1	2	3	4	5
g. Watched High School football on KATV Channel 8.....	1	2	3	4	5
h. Watched "Arvada Insights" on KATV Channel 8.....	1	2	3	4	5
i. Watched "Let's Talk with Ed Sardella" on KATV Channel 8.....	1	2	3	4	5

41. How would you rate the following aspects of your cable television?

	<u>very good</u>	<u>good</u>	<u>neither good nor bad</u>	<u>bad</u>	<u>very bad</u>	<u>don't know</u>
a. Quality of your picture.....	1	2	3	4	5	6
b. Sound quality .....	1	2	3	4	5	6
c. Cable company's response to customer complaints .....	1	2	3	4	5	6
d. Quality of current programming .....	1	2	3	4	5	6
e. Quality of programming on KATV Channel 8 .....	1	2	3	4	5	6

## COMPUTER AND INTERNET USE

42. Do you have a computer in your home?

- No----> go to question #47
- Yes

43. Does your computer have Internet access?

- No----> go to question #47
- Yes

44. How do you connect to the Internet?

- Phone dial up modem
- High speed broadband connection
- DSL through phone company
- Broadband through cable TV
- Wireless
- Don't know



45. Please indicate the extent to which you are satisfied or dissatisfied with your Internet connection. ....1 2 3 4 5

very satisfied   satisfied   neutral   dissatisfied   very dissatisfied

46. How important, if at all, are each of the following factors to you when choosing your Internet service provider?

	<u>essential</u>	<u>very important</u>	<u>somewhat important</u>	<u>not at all important</u>	<u>don't know</u>
a. Cost .....	1	2	3	4	5
b. Speed and bandwidth .....	1	2	3	4	5
c. Familiarity of service provider.....	1	2	3	4	5
d. Ease of connection/cost due to bundling of multiple services .....	1	2	3	4	5

47. Have you accessed the City's Web site at [www.arvada.org](http://www.arvada.org)?

- No ----> go to question #50
- Yes ----> go to question #47a

47a. Did you find what you were looking for?     No     Yes

48. How would you rate the following aspects of the City's Web site at [www.arvada.org](http://www.arvada.org)?

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

49. In the last 12 months, how often have you used these services on the City's Web site at [www.arvada.org](http://www.arvada.org)?

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. "Ask Arvada" question form .....	1	2	3	4	5
b. City Council agendas .....	1	2	3	4	5
c. Municipal code online.....	1	2	3	4	5
d. Land development code online .....	1	2	3	4	5
e. Streaming video from KATV Channel 8 .....	1	2	3	4	5
f. Maps/Geographic Information Services.....	1	2	3	4	5
g. "Notify Me" .....	1	2	3	4	5

50. In the event of an emergency (such as a natural or man-made disaster) in Arvada, how likely or unlikely would you be to check the City website for information?.....1 2 3 4 5

very likely   somewhat likely   somewhat unlikely   very unlikely   don't know

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

	<u>never</u>	<u>once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>more than 26 times</u>
a. <a href="http://arvadapd.org">arvadapd.org</a> (Arvada Police Department).....	1	2	3	4	5
b. <a href="http://arvadajoblink.com">arvadajoblink.com</a> .....	1	2	3	4	5
c. <a href="http://aeda.biz">aeda.biz</a> (Arvada Economic Development Association/ AEDA) .....	1	2	3	4	5
d. <a href="http://arvadainteractive.net">arvadainteractive.net</a> (to pay utility bills) .....	1	2	3	4	5
e. <a href="http://westwoodsgolf.com">westwoodsgolf.com</a> (West Woods Golf Course).....	1	2	3	4	5
f. <a href="http://lakearborgolf.com">lakearborgolf.com</a> (Lake Arbor Golf Course) .....	1	2	3	4	5

## DEMOGRAPHIC QUESTIONS

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

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

\_\_\_\_\_ years

53. What kind of residence do you live in?

- Single family home     Apartment  
 Condo                       Townhouse  
 Mobile home

54. Do you rent or own your residence?

- Rent  
 Own

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

\_\_\_\_\_

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

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

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

- No  
 Yes

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

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

59. How much do you anticipate your household's total income before taxes will be for 2007? (Please include in your total income money from all sources for all persons living in your household.)

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

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

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

61. Are you of Hispanic origin?

- No  
 Yes

62. Which of the following best describes your age?

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

63. Your gender?

- Female  
 Male

Thank you for completing this survey. Now please turn over to the last page and mark which area of the city you live in. Please return the survey in the enclosed business reply envelope to:  
 National Research Center, Inc., 3005 30th Street, Boulder, CO 80301

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

