



Arvada, CO

2009 Citizen Survey

Report of Results

November 2009

Prepared by:



Contents

EXECUTIVE SUMMARY	1
SURVEY BACKGROUND.....	7
Survey Purpose	7
Survey Methods	7
SURVEY RESULTS	10
Quality of Life	10
Quality of Community.....	12
Community Characteristics.....	16
<i>Safety in Arvada</i>	19
Living and Working in Arvada	22
Community Participation.....	25
City Government.....	27
<i>Perceptions of City Government Services</i>	27
<i>Perceptions of Non-City Government Services</i>	35
Balancing Quality and Importance.....	40
Key Driver Analysis	43
<i>City Employees</i>	46
<i>Public Trust</i>	53
Issues Affecting Arvada.....	55
<i>Problem Ratings</i>	55
<i>The Economy</i>	57
<i>Growth Management and Development</i>	59
<i>Traffic</i>	68
<i>Parking</i>	73
Planning Arvada’s Future.....	74
<i>Sustainable Community</i>	74
<i>Potential Programs the City Might Pursue</i>	76
Technology and Sources of Information.....	80
<i>Television and Internet</i>	80
<i>Information Sources</i>	91
APPENDIX A: RESPONDENT CHARACTERISTICS.....	93
APPENDIX B: RESPONSES TO SURVEY QUESTIONS	97
APPENDIX C: RESPONSES TO SELECTED SURVEY QUESTIONS BY GEOGRAPHY	120
APPENDIX D: SURVEY METHODOLOGY	126
APPENDIX E. JURISDICTIONS INCLUDED IN BENCHMARK COMPARISONS.....	130
APPENDIX F: MAP OF COUNCIL DISTRICTS AND POLICE SECTORS.....	136
APPENDIX G: COPY OF SURVEY QUESTIONNAIRE	137

List of Figures

Figure 1: Overall Quality of Life	10
Figure 2: Overall Quality of Life Compared Over Time	10
Figure 3: Change in Quality of Life Over Next Five Years.....	11
Figure 4: Arvada as a Place to Live	12
Figure 5: Arvada as a Place to Live Compared Over Time	12
Figure 6: Overall Quality of Neighborhood	13
Figure 7: Overall Quality of Neighborhood Compared Over Time	13
Figure 8: Quality of Community Compared Over Time	15
Figure 9: Safety in Arvada Compared Over Time.....	20
Figure 10: Victim of Crime	21
Figure 11: Crime Reported	21
Figure 12: Importance of Living and Working in Arvada.....	22
Figure 13: Working Outside the Home Compared Over Time.....	23
Figure 14: Overall Satisfaction with Arvada Government Services	27
Figure 15: Overall Satisfaction with Arvada Government Services Compared Over Time	28
Figure 16: Balancing Quality and Importance.....	41
Figure 17: Contact with City Employees Compared Over Time	46
Figure 18: City Employee Ratings Compared Over Time	49
Figure 19: Contact with the Police or Municipal Courts.....	50
Figure 20: Reason for Contact with Police or Municipal Courts	50
Figure 21: Law Enforcement Ratings Compared Over Time	52
Figure 22: Public Trust Ratings Compared Over Time	54
Figure 23: Household Financial Status.....	57
Figure 24: Impact of Economic on Household Income	58
Figure 25: Economic Impact on Household Income Compared Over Time.....	58
Figure 26: Quality and Variety of Development in Arvada Compared Over Time.....	62
Figure 27: Arvada City Government's Ability to Plan for Growth Compared Over Time	64
Figure 28: Support for or Opposition to More Retail Development in Arvada	65
Figure 29: Support for More Retail Development in Arvada.....	65
Figure 30: Shopping Preferences	66
Figure 31: Those Who at Least Sometimes Made Purchase in Arvada	67
Figure 32: Arvada Traffic Ratings Compared Over Time	69
Figure 33: Traffic Issue Priorities Compared Over Time	71
Figure 34: Support for or Opposition to Roundabouts in Arvada.....	72
Figure 35: Support for or Opposition to City Actions for Future Sustainability Compared by Over Time	75
Figure 36: Support for or Opposition to the City of Arvada Pursuing New Programs Compared Over Time ..	77
Figure 37: New Programs: Top Priority.....	78
Figure 38: New Programs: First, Second and Third Priority	79
Figure 39: Cable or Satellite Television Subscription Compared Over Time.....	80
Figure 40: Television Service Type Compared Over Time	80
Figure 41: Respondents Who Have Ever Watched Channel 8 Programming Compared Over Time	81
Figure 42: Channel 8 Program Viewership Compared Over Time.....	82
Figure 43: Computer and Internet Use Compared Over Time	83
Figure 44: Accessed Information on City's Web Site Compared Over Time	84
Figure 45: Found Information on City's Web Site Compared Over Time.....	84
Figure 46: Aspects of the City's Web Site Compared Over Time.....	85
Figure 47: Respondent Use of City's Web Site Compared Over Time	87
Figure 48: Watched Programming on City's Web Site	88
Figure 49: Respondent Use of City's Other Web Sites Compared Over Time.....	89
Figure 50: Respondent Use of Social Networking and Blog Web Sites.....	90

List of Tables

Table 1: Quality of Community	14
Table 2: Community Characteristics	17
Table 3: Community Characteristics Compared Over Time	18
Table 4: Safety in Arvada	19
Table 5: Importance of Living and Working in Arvada Compared Over Time	22
Table 6: Work Commute Compared Over Time	23
Table 7: City of Employment Compared Over Time	24
Table 8: Commute Transportation	24
Table 9: Community Participation	25
Table 10: Community Participation Compared Over Time	26
Table 11: Satisfaction with Arvada City Services	31
Table 12: Satisfaction with Arvada City Services Compared Over Time	32
Table 13: Importance of Arvada City Services	33
Table 14: Importance of Arvada City Services Compared Over Time	34
Table 15: Satisfaction with Non-City Services	36
Table 16: Satisfaction with Non-City Services Compared Over Time	37
Table 17: Importance of Non-City Services	38
Table 18: Importance of Non-City Services Compared Over Time	39
Table 19: Comparison of Services with Higher Importance and Lower Quality Ratings Over Time	42
Table 20: Departments Contacted in the Last 12 Months Compared Over Time	47
Table 21: City Employee Ratings	48
Table 22: Law Enforcement Ratings	51
Table 23: Public Trust Ratings	53
Table 24: Perception of Potential Problems Impacting Arvada	55
Table 25: Perception of Potential Problems Impacting Arvada Compared Over Time	56
Table 26: Evaluation of Household Financial Status	57
Table 27: Opinions on the Current Rate of Growth in Arvada	59
Table 28: Opinions on the Current Rate of Growth in Arvada Compared Over Time	60
Table 29: Quality and Variety of Development in Arvada	61
Table 30: Arvada City Government's Ability to Plan for Growth	63
Table 31: Frequency of Purchases Made In Arvada	67
Table 32: Arvada Traffic Ratings	68
Table 33: Support for or Opposition to Traffic and Transportation Improvement Projects	70
Table 34: Parking Issues	73
Table 35: Support for or Opposition to City Actions for Future Sustainability	74
Table 36: Support for or Opposition to the City of Arvada Pursuing New Programs	76
Table 37: Channel 8 Program Viewership	81
Table 38: Aspects of the City's Web Site	85
Table 39: Respondent Use of City's Web Site	86
Table 40: Watched Programming on City's Web Site	88
Table 41: Respondent Use of City's Other Web Sites	89
Table 42: Respondent Use of Social Networking and Blog Web Sites	90
Table 43: Importance of News Sources for Information about City Projects and Programs	91
Table 44: Importance of News Sources for Information about City Projects and Programs Compared Over Time	92

Executive Summary

Survey Background and Methods

The 2009 Arvada Citizen Survey provided residents the opportunity to rate the quality of life in the City, as well as the service delivery and overall workings of local government. The survey also permitted 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. This is the 15th iteration of the Arvada Citizen Survey since its inception in 1979.

A randomly selected sample of 2,400 residential addresses within Arvada was mailed the 2009 Arvada Citizen Survey. Of these, 2,296 were assumed to be delivered to occupied households. A total of 851 completed surveys were received, for a response rate of 37%.

Survey results were weighted so that respondent age, gender, and tenure (rent versus own) 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 reported for the entire sample.

Benchmark 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. Where questions have been worded similarly between survey years, trends in results have been shown over time.

Survey Findings

Quality of Life and Community

Arvada residents viewed their quality of life in the City positively with more than 9 in 10 saying it was "very good" or "good," which was higher than ratings given in other jurisdictions across the country and similar to ratings in the Front Range. More than half of respondents believed their quality of life would remain the same over the next five years and one-quarter thought it would improve.

Arvada as a place to live also was given high marks with 93% saying it was "good" or better, and the overall quality of neighborhoods was considered to be "very good" or "good" by four out of five respondents. Arvada as a place to raise children received favorable evaluations with 85% of residents rating it as "good" or better, which was above the national benchmark but below the Front Range benchmark.

Of the 16 community characteristics asked about on the survey, the two that were given the highest marks were access to neighborhood parks and water quality with more than 80% stating these were "very good" or "good." Opportunities for employment received the lowest evaluations; only 26% felt it was at least "good." Of the 15 characteristics available for comparison to the national benchmark, 13 were rated above the benchmark, air quality was similar, and opportunities for continuing education was below. Eleven of the 16 characteristics could be compared to the Front Range: four were higher than the Front Range average, three were similar to and four were below. Where there were changes over time, ratings tended to increase from 2007 to 2009.

Safety in Arvada

A majority of survey respondents felt safe in Arvada. More than half said they felt “very” or “somewhat” safe from crimes and fires inside and outside their neighborhoods. Residents had a high sense of personal safety. Where comparisons were available, they were above or similar to ratings given across the nation and in the Front Range. Feelings of safety continued to trend upward over time.

A small proportion of respondents reported having been a victim of a crime (14%) and, of those who had been victims, most had reported the crime to police (71%).

City Services

Generally, residents were happy with the services provided by the City. Overall satisfaction with City services has continued to increase since this question was first asked in 1981, although when compared to the benchmark, Arvada scored lower than other jurisdictions across the country and in the Front Range.

City-Provided Services

Of the 24 City-provided services evaluated on the survey, three-quarters received “very satisfied” or “satisfied” ratings by half or more of respondents. The highest rated services included City parks (84% “very satisfied” or “satisfied”), police emergency services (83%), and drinking water quality (81%). Residents were less satisfied with programs to attract and keep businesses in Arvada (31% satisfied) and low income/subsidized housing (30%). Of the 18 City services available for comparison to the national benchmark, seven were above, seven were similar and four were below. Fifteen City services could be compared to the Front Range and none were higher than the Front Range average, six were similar and nine were below. Where there were differences between ratings given in 2009 compared to 2007, 2009 ratings were more positive than those given in 2007.

Residents felt that most of the 24 City-provided services were important and the relative order of importance of most services in 2009 was similar to that in 2007. As in previous years, the most important services were police emergency services (97% reporting “essential” or “very important”), drinking water quality (95%), water services (94%), and sewer services (92%).

Non-City Provided Services

When evaluating their satisfaction with non-City government services, residents tended to be less satisfied, overall, than with services provided by the City. Of the 12 non-City services listed on the survey, library services (86% “very satisfied” or “satisfied”) and fire services (81%) received the highest satisfaction ratings. Respondents gave lower assessments of satisfaction to assistance programs for the poor and homeless (28%) and mental health services (25%). Ten of the 12 non-City services were available for comparison to the national benchmark: two received higher ratings, four were rated similarly, and four were below the national average. Of the nine non-City services available for comparison to the Front Range, assistance programs for the poor and homeless received higher ratings than those given in other Front Range jurisdictions and cable television was given similar ratings. Seven services were below the Front Range benchmark. In 2009, most satisfaction ratings given to non-City services were similar to those given in 2007.

When assessing the importance of the 12 non-City services, fire services was seen as the most important (92% “essential” or “very important”), followed by trash collection (82%), and library

services (78%). Assistance programs for the poor and homeless (57%) and cable television services (55%) were thought of as less important. Resident priorities remained similar from 2007 to 2009 with fire services topping the list and cable television services at the bottom of the list of services, although cable television services were felt to be more important in 2009 than in 2007.

Analyses of Service Ratings

Two analyses were conducted with respondents' evaluations of City services: a satisfaction-importance analysis and a key driver analysis (KDA). Each of these analyses can be used to help guide City staff and officials with decisions on future resource allocation.

For the satisfaction-importance analysis, ratings of importance ("stated" importance) of City services were compared to ratings of satisfaction to determine which services among the most important are perceived to be delivered with the lowest quality. These are the services – more important services delivered with lower quality – to which attention needs to be paid first. All importance and satisfaction ratings were ranked from highest perceived rating to the lowest perceived rating from which the median, or middle, score was calculated for both importance and satisfaction to create four quadrants: low satisfaction/low importance, low satisfaction/high importance, high satisfaction/low importance, and high satisfaction/high importance.

Services which were categorized as higher in importance and lower in quality were:

- ◆ municipal court services,
- ◆ street patching and repairs,
- ◆ traffic safety (enforcement, education, and engineering),
- ◆ programs to deal with appearance and safety of neighborhoods,
- ◆ mass transit planning (rail, bus, etc.),
- ◆ programs to attract and keep businesses in Arvada,
- ◆ and youth programs.

The second analysis that was performed was a key driver analysis to help focus service improvement efforts on those services that most influence residents' perceptions (key drivers) about overall City service quality. For 2009, seven services were identified as key drivers of overall City service ratings:

- ◆ sewer services,
- ◆ police emergency services,
- ◆ traffic safety,
- ◆ new street construction and expansion,
- ◆ curbside or other recycling options,
- ◆ programs to attract and keep businesses in Arvada,
- ◆ and street patching and repairs.

Police emergency services and street patching and repairs were rated above the national benchmark; sewer services was similar to the benchmark; and traffic safety and curbside or other recycling options were rated lower than the national average. Traffic safety and street patching and repairs were the only key driver to change over time, receiving higher ratings in 2009 than in 2007.

Traffic safety and curbside or other recycling options were key drivers and below the national benchmark. Curbside recycling was below the Front Range benchmark, and although traffic safety saw an improvement in ratings from 2007 to 2009, it remained below the benchmark. Sewer

services also was a key driver and was similar to the national benchmark and below the Front Range average. These three services may offer important areas of focus for further study or intervention.

City Government and Employees

As in previous survey years, half of respondents reported contacting a City employee in the last 12 months. The majority of those having contacted a City employee said they contacted the Police Department (54%). City employees received favorable ratings, with three-quarters or more of respondents rating the employee's professional attitude, knowledge, willingness to help or understand, ability to make them feel valued as a citizen, and the overall impression of the employee as "very good" or "good." Most evaluations of employee characteristics were above the national and Front Range benchmarks, except making residents feel valued as a citizen or customer (similar to the national average) and willingness to help or understand (below the Front Range average). Most ratings of employee characteristics have remained similar over time.

One-third of survey respondents reported having contact with the police or municipal courts in the last 12 months, the majority of which contacted police or courts regarding a traffic ticket. Most residents who had contact with law enforcement officials felt that their conduct was fair; between 74% and 86% saying it was "very" or "somewhat" fair. Evaluations of the fairness of conduct of the police officers and judges on the case decreased from 2007 to 2009.

In general, most residents reported trust in the City government with half or more agreeing with six of the seven statements about the City government. Three-quarters of respondents agreed that City of Arvada employees really try to do quality work. Four in 10 at least "somewhat" agreed that most elected officials cared what people like them think, with one-third of residents disagreeing with this statement. Comparisons to the national and Front Range benchmarks were available for four of the seven public trust statements. All were above the national and Front Range benchmarks except for "Most elected officials care what people like me think," which received below average ratings when compared to other jurisdictions across the country and in the Front Range. When compared to 2007 ratings, in 2009 residents gave similar evaluations to all aspects of public trust.

Issues Affecting Arvada

Potential Problems

Overall, Arvada residents were not concerned with the list of potential problems, with less than one-quarter ratings each as a "major" or "extreme" problem. As in 2007, lack of mass transit service was considered to be the most problematic and employment opportunities was felt to be the second biggest potential problem in Arvada. While traffic congestion and growth remained in the top five potential problems, both of these were believed to be less of a concern in 2009 than in 2007. Crime and flooding continued to be thought of as the smallest problems facing the community.

The Economy

New to the 2009 survey were questions related to the economy. As would be expected given the recent recession, a majority of respondents said that their current financial status was either worse or about the same as it was a year ago. When thinking about their financial status a year from now, Arvada residents were optimistic with one-third feeling they would be better off financially a year from now and half stating their financial status would be about the same. Four in 10 respondents

believed the economy would not have an impact on their household income in the next six months and one-third felt there would be a “somewhat negative” impact.

Growth Management and Development

Generally, Arvada residents were most concerned with the rate of job growth (69% said it was “too slow”) residential growth (46% “too fast”). However, more residents in 2009 believe the rate of residential growth was “about right” than in 2007 and more residents in 2009 than in 2007 thought that job growth was “too slow.”

While residents felt the rate of residential growth was too fast, they rated the quality of residential development well, with three out of five (59%) saying it was “good” or better. Slightly fewer thought the variety of residential development was “very good” or “good” (42%). The quality and variety of business/retail development was thought of less positively with less than half of residents giving “very good” or “good” ratings to each (45% and 36%, respectively). The quality of residential development was rated similarly to the national benchmark and the quality of business/retail development was given lower ratings than the nation.

Arvada’s ability to plan for growth was thought of as good by most respondents. More than half of respondents felt that the City’s ability to plan for parks and recreation, and preserving and enhancing buildings and landmarks in the community was “very good” or “good.” The City’s ability to plan for economic development received the lowest evaluations, with one-third rating it as “bad” or “very bad.” Most assessments of the City’s ability to plan for growth were similar to those given in 2007.

Most survey respondents said it was important to them to shop in Arvada (88% at least “somewhat” important). All respondents said they at least “sometimes” purchased groceries and meals and entertainment in Arvada (100% and 99%, respectively), with 75% “always” buying groceries in the city. Half of respondents “never” purchased computers and electronics in Arvada.

Traffic

Residents concerns about traffic continued to decline in 2009 from previous survey years. Slightly more than half of respondents (56%) felt that the traffic volume on major streets in the city was a “moderate” or “major” problem, which was a decrease from 2007 (66%). The aspects of traffic thought of as less of a problem were traffic volume on residential streets (44% “not a problem”) and, new to the 2009 survey, the accessibility of commercial and retail centers (57% “not a problem”). Traffic flow improvements on existing City streets was the top priority for residents of the traffic issues mentioned on the survey. However, residents were not in favor of the City using roundabouts, or traffic circles, in the future (58% opposed versus 43% support).

Parking

A number of respondents believed that parking was an issue in Arvada. Two-thirds of residents (67%) agreed that the City should consider the development of additional parking in strategic locations such as Olde Town, and half felt that on-street parking was available in non-residential areas. Respondents were split as to whether or not revenues to provide future parking should be generated by on-street paid parking (40% agreed with this statement versus 36% disagreeing). More residents disagreed than agreed that the City should better enforce parking time restrictions (24% versus 18%, respectively).

Planning Arvada's Future

In 2009, residents were supportive of the City taking actions for future sustainability, as they were in 2007. About three-quarters or more of Arvada residents said they would support each of the 13 actions, with the largest amount of support for the City to create incentives for homeowners to increase energy efficiency and renewable energy in their own homes, to create incentives for increased water conservation, and to increase recycling options for residents (91% supported each of these actions). Fewer, but still a majority, were supportive of the City requiring that all new homes be built using environmentally friendly building methods (77%).

A majority of respondents also were supportive of a tax increase that would allow the City to pursue programs related to parks, open space, and transportation. Three-quarters or more of residents supported tax increases for half of the projects listed, with the most support shown for funding ongoing maintenance of roads (90% support). This also was the top priority for most residents (38% selecting it as their number one priority). Fewer respondents were supportive of the City building large community and regional parks (60% supported this program). Similar amounts of support were voiced in 2009 as in 2007 for the majority of the nine programs.

In Conclusion

Overall, Arvada residents are happy living in the City. They felt that they had an overall high quality of life and continued to give high ratings to different aspects of quality of life and characteristics of the community. Many residents felt safe in Arvada and gave higher or similar evaluations of safety than residents in other communities across the US and in the Front Range.

Residents also believed that the City provided quality services, with a majority being satisfied with the services they received. However, residents' evaluations of City services showed that there were several services on which the City could focus that could potentially impact ratings of overall quality of services and the quality of life for residents including traffic safety, police services, street patching and repairs, recycling, and sewer services, to name a few. Overall, City employees were assessed positively and most residents reported trust in the local government.

While traffic and street maintenance and construction continued to be a concern for residents, the survey results showed that respondents noticed changes and improvements the City has made related to these areas and evaluated them accordingly.

Employment opportunities were felt to be a problem in 2009 and the rate of job growth was believed to be too slow. Rates of residential growth were considered to be too fast but the quality and variety of residential growth received favorable ratings.

Most participants were supportive of the City taking actions for future sustainability. Support for a tax increase for programs related to parks, open space, and transportation also was apparent, with funding ongoing maintenance of roads being listed as the top priority for residents.

Survey Background

Survey Purpose

The City of Arvada contracted with National Research Center, Inc. (NRC) to conduct a community wide citizen survey. The 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.

This type of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

This is the 15th iteration of the Arvada Citizen Survey since its inception in 1979.

Survey Methods

A randomly selected sample of 2,400 residential addresses within Arvada was mailed the 2009 Arvada Citizen Survey. Of these, 2,296 were assumed to be delivered to occupied households. A total of 851 completed surveys were received, for a response rate of 37%.

Survey results were weighted so that respondent age, gender, and tenure (rent versus own) were represented in the proportions reflective of the entire city. More information about the survey methodology can be found in *Appendix D: Survey Methodology*.

How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" also is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "very good" and "good," "strongly agree" and "somewhat agree," "very satisfied" and "satisfied"). A complete set of frequencies for each survey question is presented in *Appendix B: Responses to Survey Questions*.

On many of the questions in the survey, respondents gave an answer of "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* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding percentages to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (851). For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Comparing Survey Results Over Time

Because this survey was the 15th in a series of citizen surveys, the 2009 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are greater than five percentage points. Trend data for Arvada represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Selected survey results were compared by geographic area, respondents’ Council District and Police Sector, and are presented in *Appendix C: Responses to Selected Survey Questions by Geography*. A map outlining the Council Districts and Police Sectors is included in *Appendix F: Map of Council Districts and Police Sectors*.

Comparing Survey Results to Other Jurisdictions

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked. For example, how residents’ ratings of fire service compare to opinions about fire service in other communities is the real question.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments.

Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in

conjunction with other sources of data about budget, personnel, and politics to help managers know how to respond to comparative results.

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on our work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC's normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride, and a sense of accomplishment.

Comparison of Arvada to the Benchmarking Database

National and Front Range benchmark comparisons have been included in the report when available. Jurisdictions to which Arvada was compared nationally and in the Front Range can be found in *Appendix E. Jurisdictions Included in Benchmark Comparisons*. Benchmark comparisons have been provided when similar questions on the Arvada survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Where comparisons are available, Arvada results are noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmarks. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Arvada's rating to the benchmark.

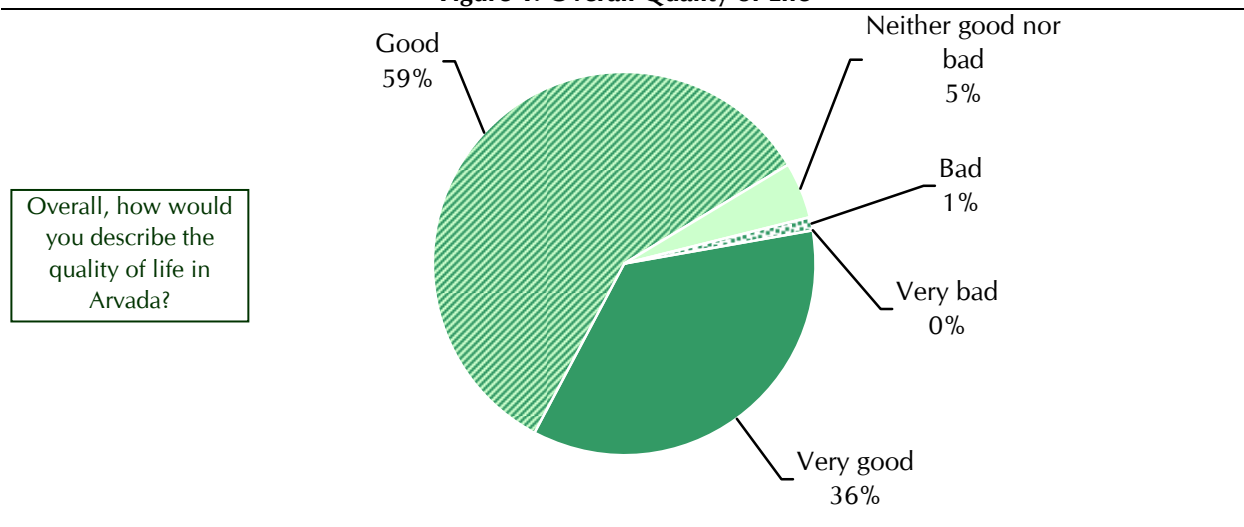
Survey Results

Quality of Life

The first set of questions on the survey asked respondents to evaluate different aspects of quality of life, including the overall quality of life in Arvada. The city received high marks with one-third (36%) describing the quality of life in Arvada as "very good" and 6 in 10 (59%) saying it was "good." Five percent felt the overall quality of life in the City was "neither good nor bad" and 1% said it was "bad." No one gave a "very bad" rating to the overall quality of life.

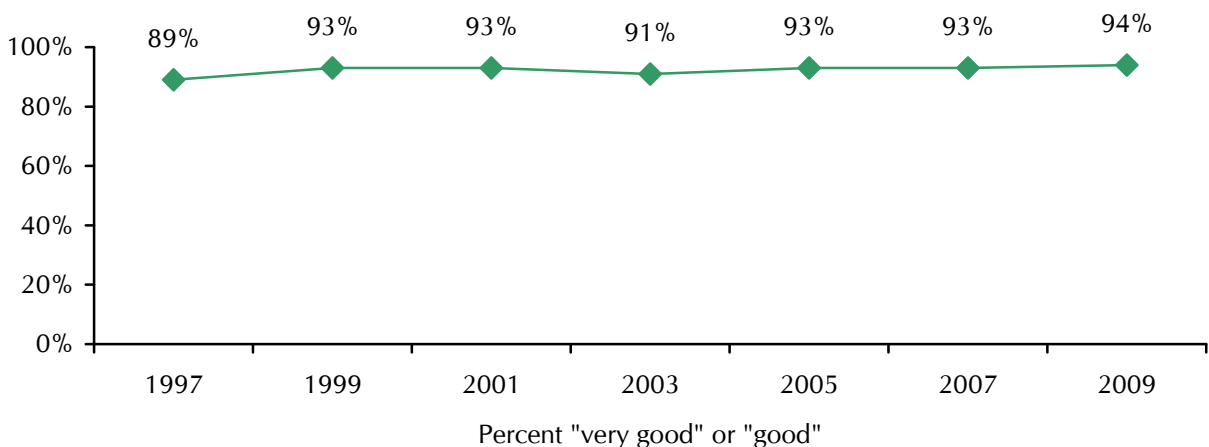
Comparisons were made other jurisdictions across the nation and in the Front Range. When compared to ratings given by residents in other communities, Arvada received evaluations above those given across the nation and similar to those given in the Front Range.

Figure 1: Overall Quality of Life



Comparisons were made to previous survey years and ratings of the overall quality of life in Arvada have remained stable over time.

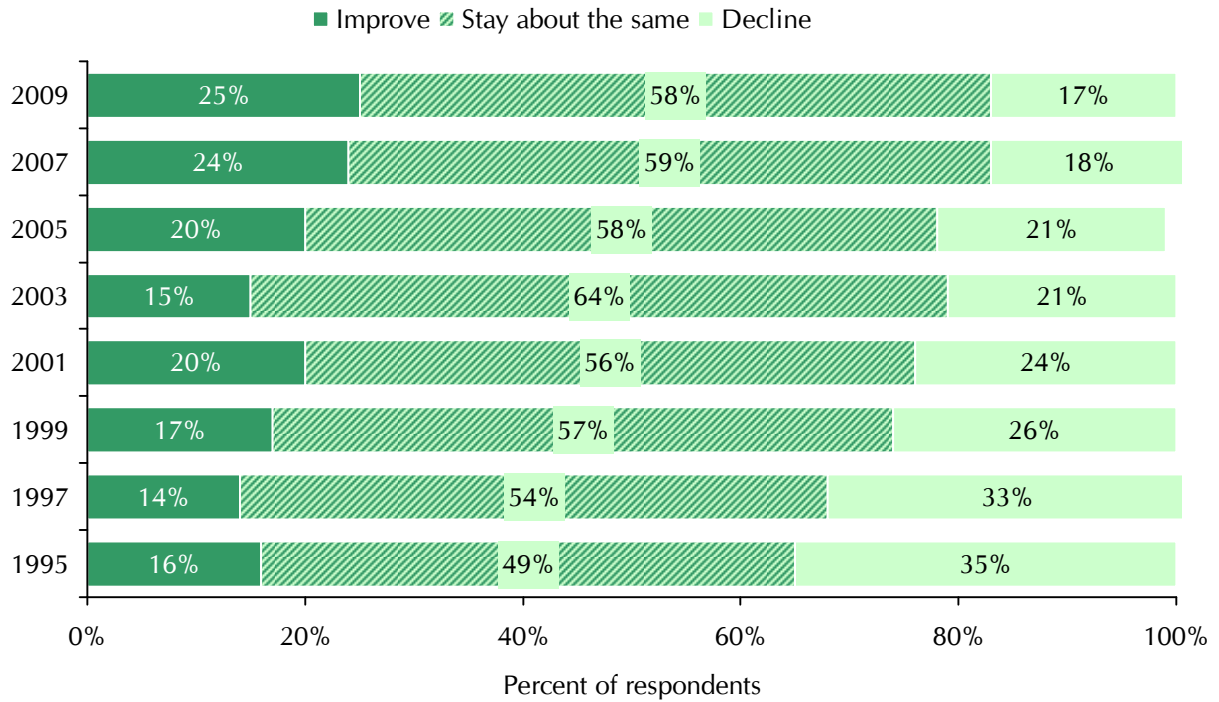
Figure 2: Overall Quality of Life Compared Over Time



Please note: In 1997, overall quality of life was asked on the scale excellent, good, just OK, poor, terrible

Respondents' outlook on their quality of life in the next five years was positive, with one-quarter saying it would "improve" and three out of five (58%) stating their quality of life "would stay about the same." One in 10 residents believed their quality of life would "decline" over the next five years. Responses to this question in 2009 were similar to those given in 2007.

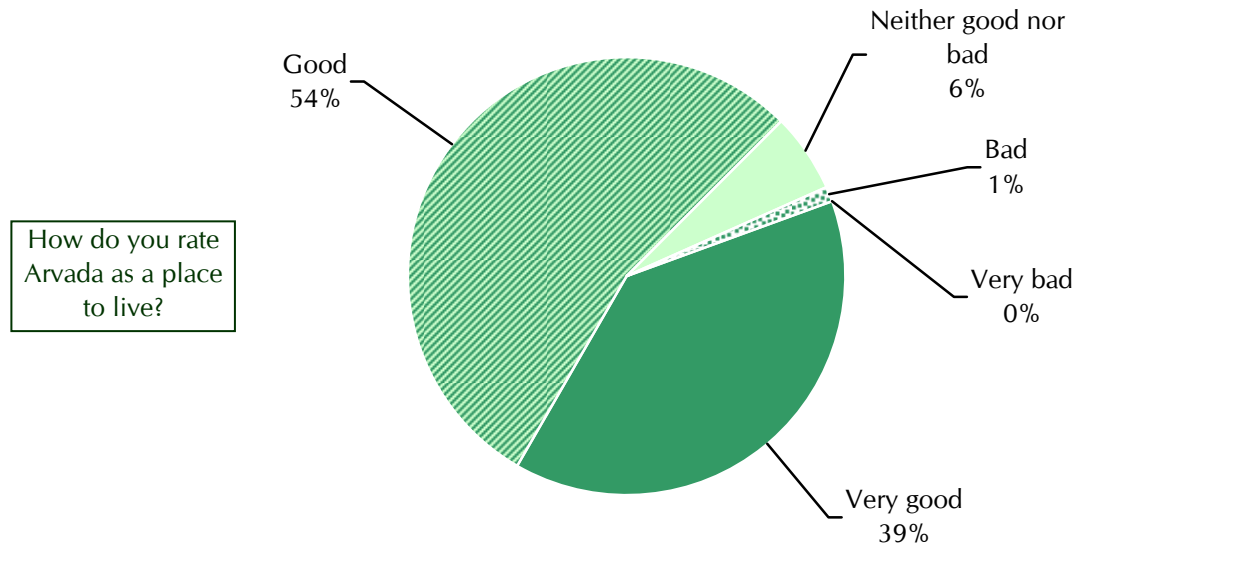
Figure 3: Change in Quality of Life Over Next Five Years



Quality of Community

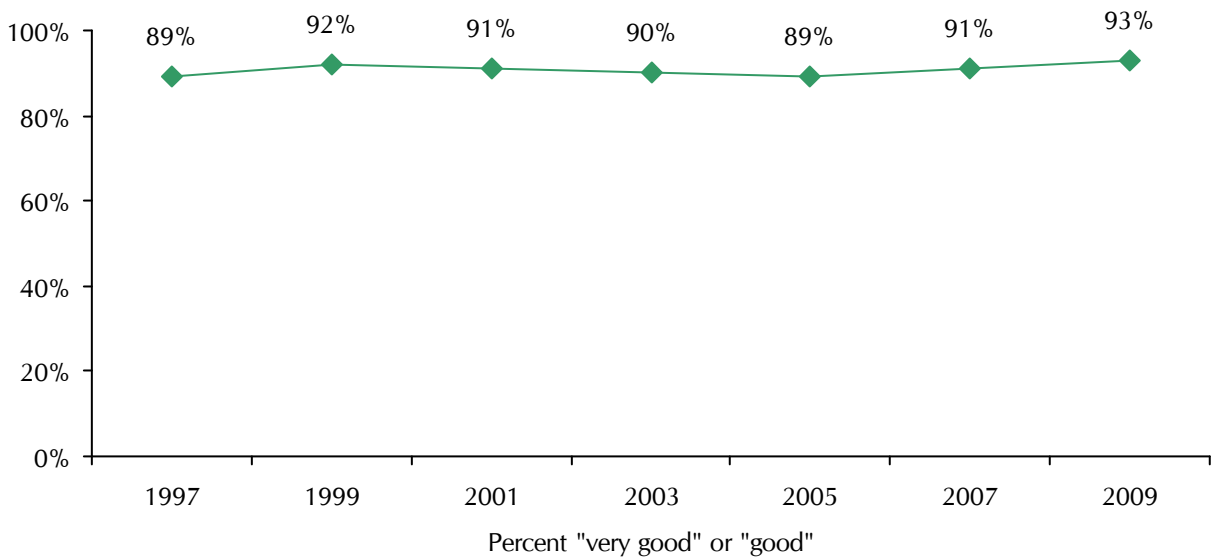
A majority of residents felt that Arvada was a “very good” or “good” place to live (93%). Six percent said it was “neither good nor bad,” 1% believed it was “bad” and no one said Arvada was a “very bad” place to live. When compared to ratings given by residents in other jurisdictions, Arvada as a place to live was similar to the national benchmark and below the Front Range benchmark.

Figure 4: Arvada as a Place to Live



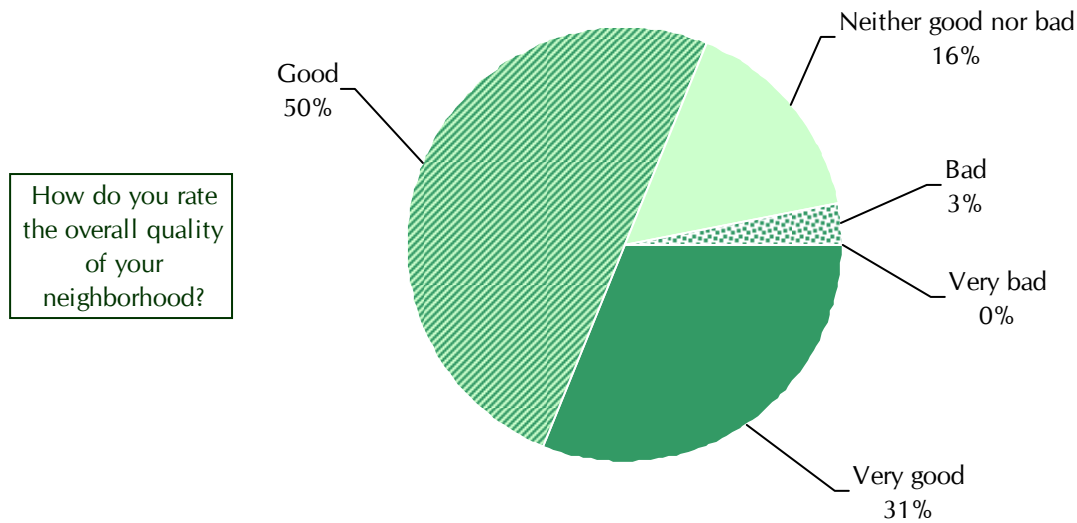
Similar ratings were given in 2009 as in 2007, with little fluctuation in evaluations since 1997.

Figure 5: Arvada as a Place to Live Compared Over Time



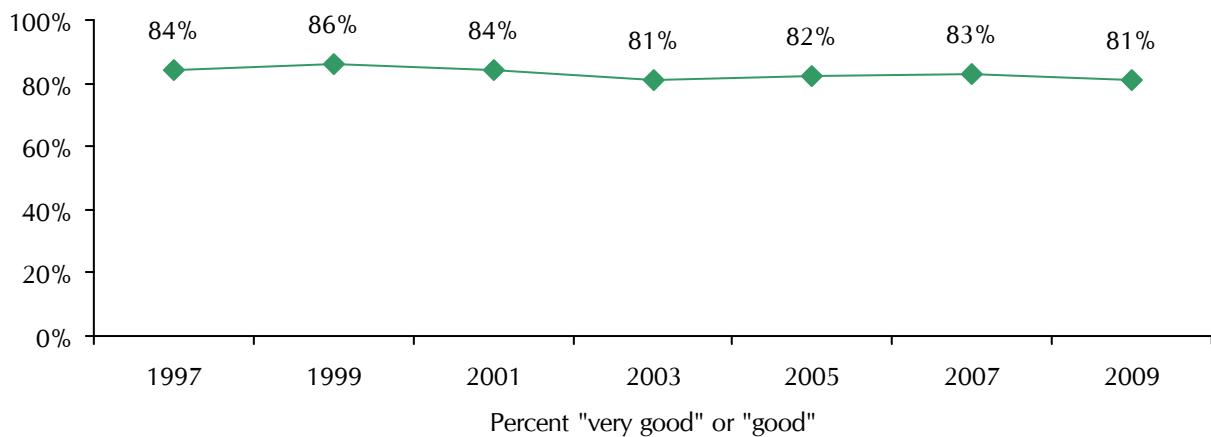
The overall quality of neighborhood also was assessed on the survey. Respondents rated their neighborhoods favorably with 8 in 10 (81%) saying the quality of their neighborhood was “good” or better. Sixteen percent felt their neighborhood quality was “neither good nor bad” and 3% rated it as “bad.” No one rated their neighborhood as “very bad.” Arvada scored similarly to ratings given across the nation. Comparisons were not available to the Front Range.

Figure 6: Overall Quality of Neighborhood



When compared over time, similar evaluations were given to the overall quality of neighborhoods in 2009 as in previous survey years.

Figure 7: Overall Quality of Neighborhood Compared Over Time



In 2009, select survey questions were compared by two geographic areas: Council District and Police Sector. Residents in Council District 4 tended to rate the quality of their neighborhood more positively than residents in other Council Districts. See *Appendix C: Responses to Selected Survey Questions by Geography* and *Appendix F: Map of Council Districts and Police Sectors* for more information.

Survey respondent also were asked to rate Arvada as a place to raise children, retire, and work. Most residents gave positive ratings to the City as a place to raise children, with more than 8 in 10 saying it was “very good” or “good” (85%). Two-thirds of respondents (65%) felt that Arvada was a “good” or better place to retire and half (48%) said it was a “very good” or “good” place to work. Fewer than 10% of respondents gave “bad” or “very bad” ratings to each of these questions.

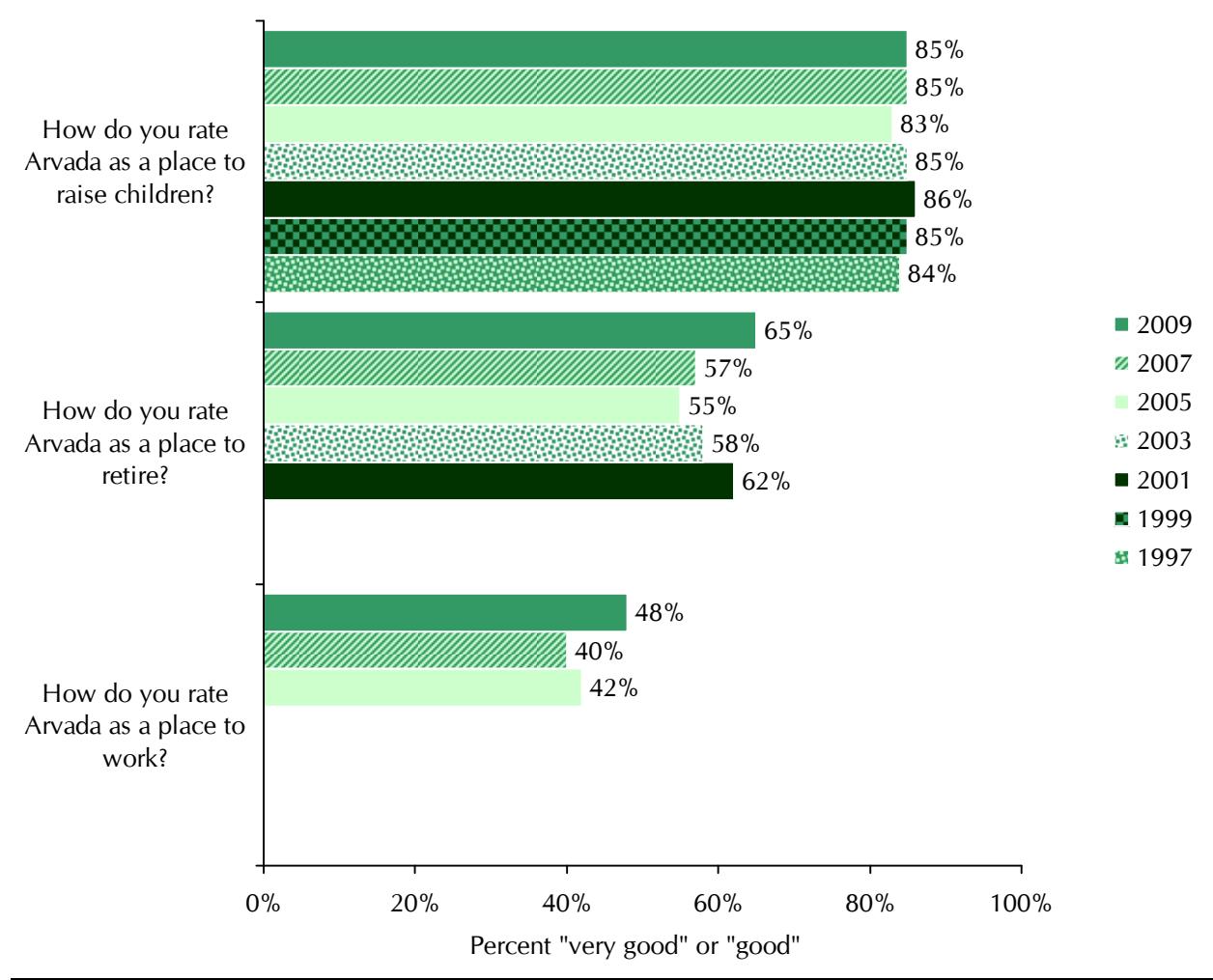
When compared to the national benchmark, Arvada received higher ratings than those given by residents in other jurisdictions for the City as a place to raise children and retire, and was rated similarly as a place to work. Arvada was below the Front Range benchmark for a place to raise children and as a place to work, and was above the benchmark as a place to retire.

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	National Comparison	Front Range Comparison
How do you rate Arvada as a place to raise children?	34%	51%	14%	1%	0%	100%	Above	Below
How do you rate Arvada as a place to retire?	26%	40%	31%	3%	0%	100%	Above	Above
How do you rate Arvada as a place to work?	14%	34%	42%	7%	2%	100%	Similar	Below

Arvada as a place to retire and as a place to work received higher ratings in 2009 than in 2007 (65% "very good" or "good" versus 57% and 48% versus 40%, respectively).

Figure 8: Quality of Community Compared Over Time



When compared by Police Sector, residents in Police Sector B tended to be less positive about the various aspects of quality of life in Arvada (see *Appendix C: Responses to Selected Survey Questions by Geography*).

Community Characteristics

A list of 16 characteristics of the community was provided to respondents and they were asked to evaluate the quality of each. A majority of respondents gave “very good” or “good” ratings to 11 of the 16 characteristics (see *Table 2* on the following page). Those receiving the highest evaluations were access to neighborhood parks (88% “very good” or “good”), water quality (84%), attractiveness/cleanliness (78%), and recreational opportunities (73%). The community characteristics that received the lowest ratings included opportunities for continuing education (48% “very good” or “good”), affordability of housing (48%), and opportunities for employment (26%). Three in 10 respondents felt that opportunities for employment were “bad” or “very bad.”

Comparisons to the national benchmark were available for 15 of the 16 community characteristics. Those rated above the national benchmark were: sense of community, racial relations, quality of K-12 schools in Arvada, opportunities to attend cultural activities, opportunities for employment, access to neighborhood parks, opportunities for dining out, shopping opportunities, recreational opportunities, attractiveness/ cleanliness, water quality, affordability of housing, and ease of walking in the City. Air quality received similar ratings to the national benchmark and opportunities for continuing education was below. A comparison for the quality of available housing was not available.

When compared to the Front Range, 11 of the 16 characteristics were able to be compared to the benchmark. Sense of community, opportunities to attend cultural activities, affordability of housing, and air quality were rated above the Front Range benchmark. Similar ratings were given to the quality of K-12 schools in Arvada, opportunities for employment, and water quality. Shopping opportunities, recreational opportunities, ease of walking in the City, and opportunities for continuing education received below average scores when compared to other Front Range jurisdictions. Comparisons were not available for the quality of available housing, racial relations, access to neighborhood parks, opportunities for dining out, and attractiveness/cleanliness.

Twenty percent of respondents selected “don’t know” when rating the quality of opportunities for employment. The ratings shown in the report are for those respondents who had an opinion.

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	National Comparison	Front Range Comparison
Access to neighborhood parks	38%	50%	10%	1%	0%	100%	Above	NA
Water quality	32%	52%	11%	3%	2%	100%	Above	Similar
Attractiveness/cleanliness	19%	60%	17%	4%	0%	100%	Above	NA
Recreational opportunities	21%	52%	22%	4%	0%	100%	Above	Below
Quality of available housing	13%	58%	24%	4%	1%	100%	NA	NA
Air quality	12%	59%	25%	4%	0%	100%	Similar	Above
Sense of community	15%	54%	27%	3%	0%	100%	Above	Above
Opportunities to attend cultural activities	19%	51%	25%	5%	0%	100%	Above	Above
Quality of K-12 schools in Arvada	17%	53%	23%	6%	2%	100%	Above	Similar
Opportunities for dining out	18%	47%	20%	12%	3%	100%	Above	NA
Ease of walking in the City	13%	47%	28%	9%	2%	100%	Above	Below
Racial relations	10%	42%	43%	4%	1%	100%	Above	NA
Shopping opportunities	12%	40%	32%	14%	3%	100%	Above	Below
Opportunities for continuing education	8%	40%	36%	15%	2%	100%	Below	Below
Affordability of housing	7%	41%	35%	14%	3%	100%	Above	Above
Opportunities for employment	2%	24%	46%	21%	7%	100%	Above	Similar

Four community characteristics received higher ratings in 2009 than in 2007:

- ◆ air quality (71% “very good” or “good” in 2009 versus 62% in 2007),
- ◆ affordability of housing (48% versus 40%),
- ◆ racial relations (52% versus 45%),
- ◆ and quality of available housing (71% versus 65%).

All other characteristics received similar ratings in 2009 as 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.	2009	2007	2005	2003	2001	1999	1997
Access to neighborhood parks	88%	91%	87%	90%	88%	85%	83%
Water quality	84%	84%	79%	79%	79%	NA	NA
Attractiveness/cleanliness	78%	75%	75%	72%	79%	NA	NA
Recreational opportunities	73%	72%	71%	73%	73%	68%	62%
Quality of available housing	71%	65%	NA	NA	NA	NA	NA
Air quality	71%	62%	63%	60%	59%	59%	44%
Sense of community	70%	68%	62%	58%	62%	59%	48%
Opportunities to attend cultural activities	70%	68%	69%	67%	71%	72%	69%
Quality of K-12 schools in Arvada	70%	71%	68%	65%	67%	63%	62%
Opportunities for dining out	65%	66%	66%	66%	62%	60%	57%
Ease of walking in the City*	61%	NA	NA	NA	NA	NA	NA
Racial relations	52%	45%	43%	48%	47%	47%	45%
Shopping opportunities	52%	52%	52%	57%	54%	54%	48%
Opportunities for continuing education	48%	45%	45%	46%	54%	58%	50%
Affordability of housing	48%	40%	NA	NA	NA	NA	NA
Opportunities for employment	26%	26%	27%	23%	37%	NA	NA

Percent "very good" or "good"

*New question in 2009.

Safety in Arvada

Several survey questions assessed residents' perceptions of safety in Arvada. Respondents rated their sense of personal safety, safety from violent crimes in their neighborhood, and from fires in their neighborhood positively, with more than 4 in 5 saying they felt "very" or "somewhat" safe (89%, 88%, and 86%, respectively). Safety from property crimes in their neighborhood and from fires outside their neighborhood received evaluations of "somewhat" safe or better by 7 in 10 respondents (72% and 70%, respectively). Residents felt slightly less safe from violent crimes and property crimes outside their neighborhoods (65% and 54% "very" or "somewhat" safe, respectively). Twenty percent or less said they felt "somewhat" or "very" unsafe from violent crimes outside their neighborhood and from property crimes inside and outside their neighborhood.

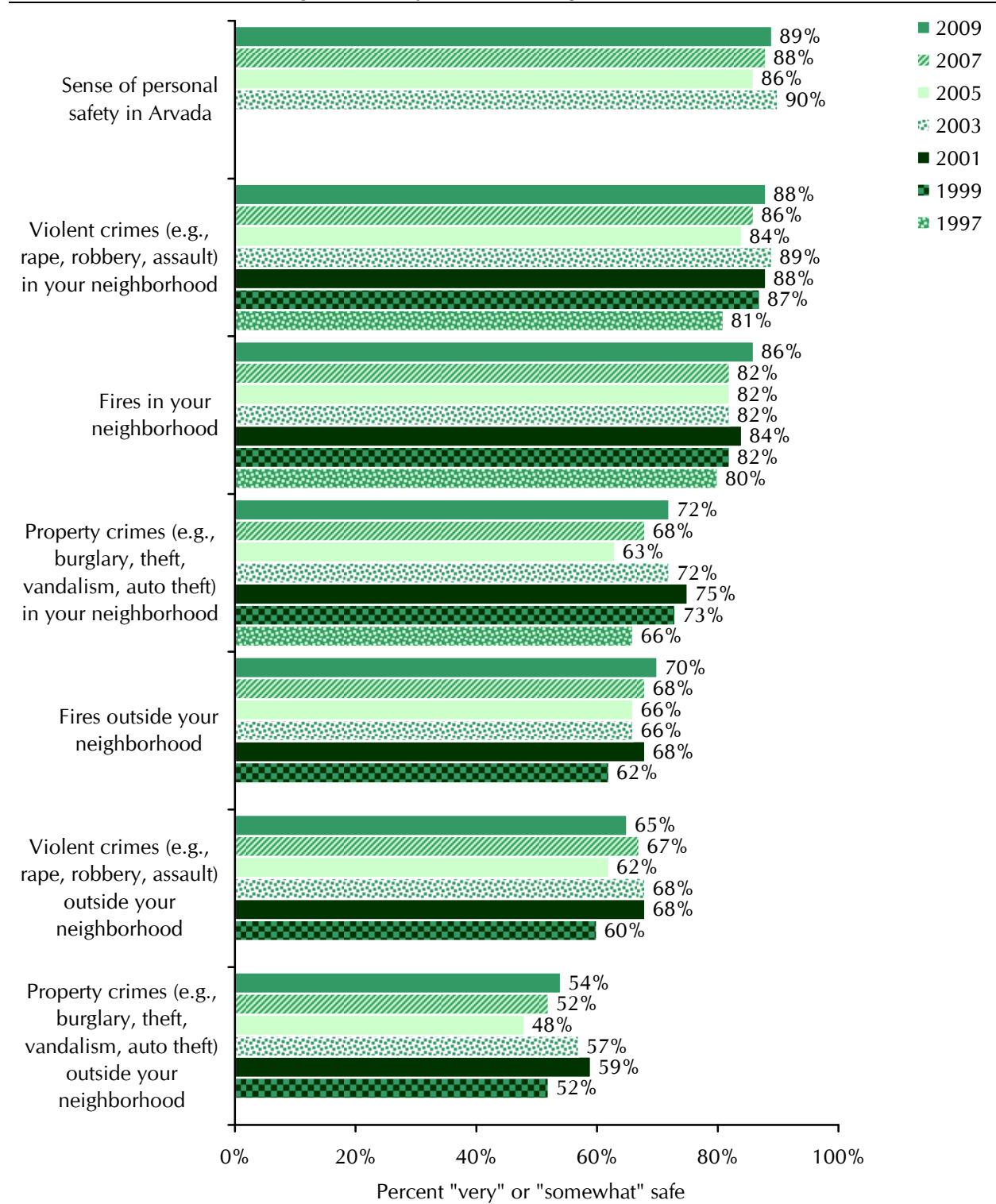
Comparisons to the benchmarks were available for sense of personal safety, and crimes and fires in neighborhoods. When compared to the nation, Arvada residents gave higher ratings to their sense of personal safety, violent crimes in their neighborhood, and property crimes in their neighborhood than residents in other jurisdictions across the country. Fires in neighborhoods received similar ratings to the national benchmark. Safety from violent crimes, fires, and property crimes in neighborhoods were given ratings above the Front Range average. A comparison to the Front Range was not available for sense of personal safety.

Table 4: Safety in Arvada

Please rate your sense of personal safety and how safe you feel from the following:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National Comparison	Front Range Comparison
Sense of personal safety in Arvada	37%	52%	6%	4%	0%	100%	Above	NA
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	49%	39%	9%	2%	1%	100%	Above	Above
Fires in your neighborhood	43%	43%	12%	2%	0%	100%	Similar	Above
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	23%	49%	14%	12%	2%	100%	Above	Above
Fires outside your neighborhood	24%	46%	24%	5%	1%	100%	NA	NA
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	18%	47%	22%	11%	1%	100%	NA	NA
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	7%	46%	26%	18%	2%	100%	NA	NA

Safety ratings in 2009 were similar to ratings given in 2007 and continued the upward trend from 2005.

Figure 9: Safety in Arvada Compared Over Time



Please note: In 1997, the survey only asked respondents one question: "Please rate how safe you feel from the following..." The question did not specify "in your neighborhood" or "outside your neighborhood".

New to the 2009 survey were questions asking respondents if they or anyone in their household had been a victim of a crime in the last 12 months and, if so, was the crime reported to police. Fourteen percent of residents reported being a victim of a crime in the last 12 months and nearly three-quarters (71%) of crime victims reported the crime to police.

Figure 10: Victim of Crime

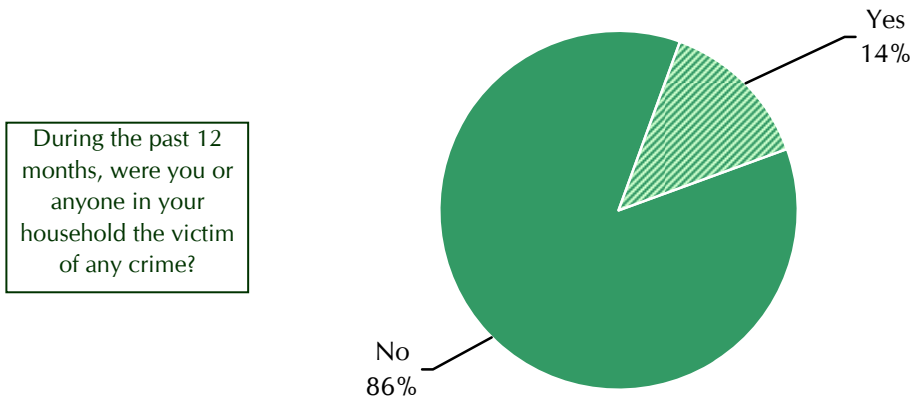
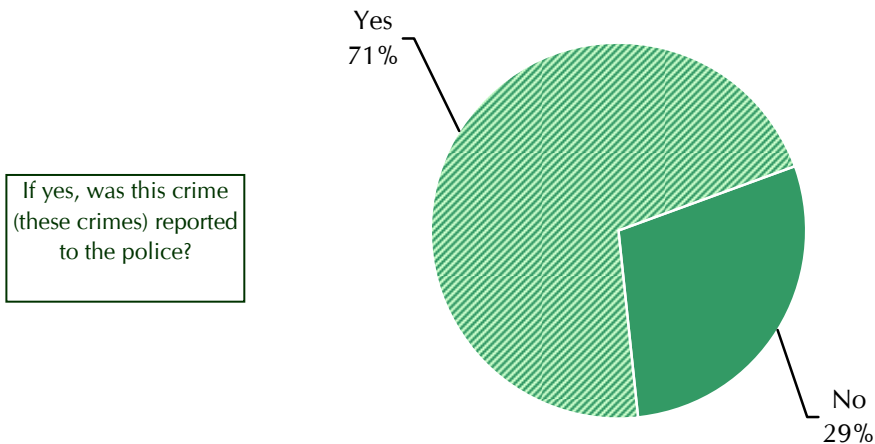


Figure 11: Crime Reported



Responses to questions regarding safety were compared by geography. Overall, most residents in Arvada felt “safe” from violent crimes and property crimes; however, differences in ratings of safety could be seen between the four Council Districts. For example, about 6 in 10 residents in Council District 2 felt “safe” from property crimes in their neighborhood compared to 7 in 10 feeling “safe” in Districts 1 and 3, and 8 in 10 in Council District 4 (see *Appendix C: Responses to Selected Survey Questions by Geography* for more information). Also, residents of Council District 2 tended to report being a victim of a crime at a higher rate than residents of other Council Districts, while residents in Police Sector C tended to be victims of crimes at lower rates than residents in the other Police Sectors. Additionally, residents in Police Sectors C and D tended to feel safer than residents in Police Sectors A and B.

Living and Working in Arvada

Several survey questions were devoted to assessing different aspects of living and working in Arvada. When asked to rate how important it was to have the opportunity to live and work in Arvada, 44% said it was “essential” or “very important” and one-third (31%) believed it was “somewhat important.” One-quarter felt it was “not at all important.” These evaluations were similar to those given in 2007.

Figure 12: Importance of Living and Working in Arvada

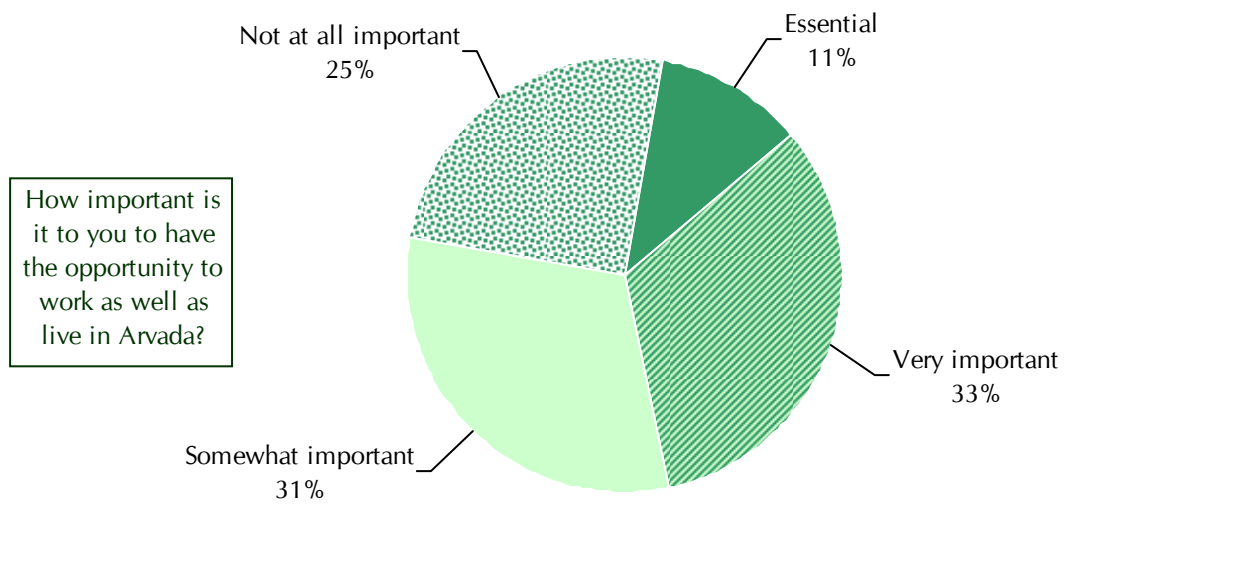


Table 5: Importance of Living and Working in Arvada Compared Over Time

How important is it to you to have the opportunity to work as well as live in Arvada?	Percent of respondents					
	2009	2007	2005	2003	2001	1999
Essential	11%	12%	33%	35%	34%	21%
Very important	33%	32%	31%	31%	36%	28%
Somewhat important	31%	29%	24%	23%	21%	30%
Not at all important	25%	26%	12%	12%	9%	21%
Total	100%	100%	100%	100%	100%	100%

Please note: Prior to 2007, the scale was very important, somewhat important, not very important, not at all important

Seven in 10 respondents reported working outside their homes in 2009, a decrease from 2007. Of those who work outside the home, on average, they reported driving 15.3 miles from their homes to their work place. This commute was similar to previous survey years.

Figure 13: Working Outside the Home Compared Over Time

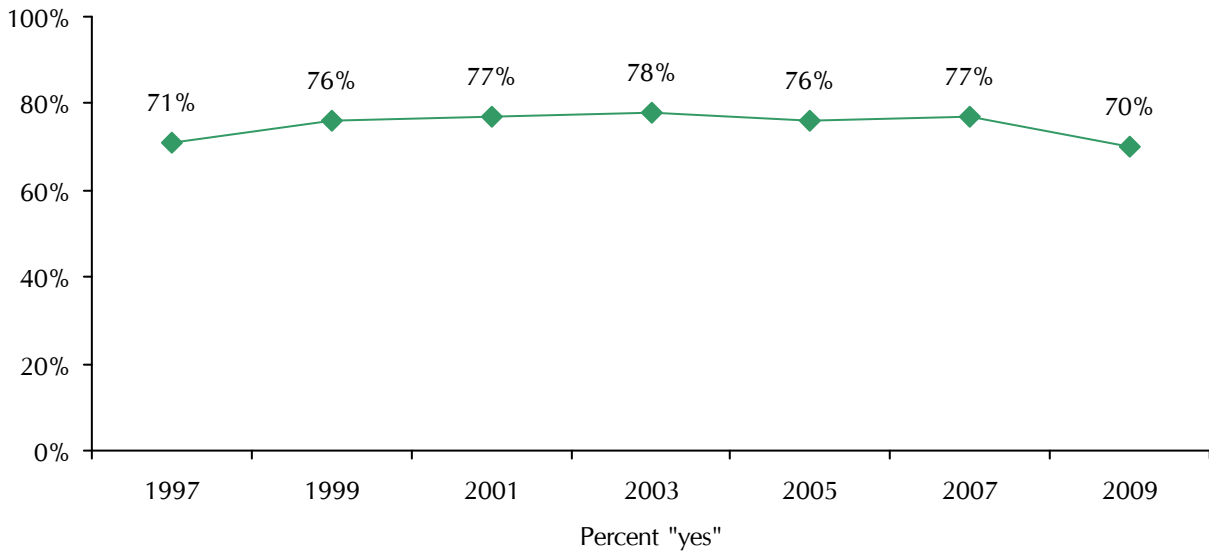


Table 6: Work Commute Compared Over Time

About how many miles is your work place from home?	2009	2007	2005	2003	2001	1999	1997
Less than 5 miles	12%	13%	13%	10%	16%	17%	17%
5 to 9 miles	20%	24%	23%	21%	21%	20%	22%
10 to 14 miles	27%	24%	25%	28%	24%	27%	26%
15 to 19 miles	17%	18%	17%	17%	17%	15%	15%
20 or more miles	25%	21%	22%	23%	23%	21%	20%
Total	100%	100%	100%	100%	100%	100%	100%
Average distance in miles	15.3	14.5	15.4	13.6	13.0	13.0	12.5

As in previous years, a majority of Arvada residents who commute to work said they work in or near Denver (31%). Arvada (18%) and Golden (11%) also were popular places of employment. Those who worked outside the home usually traveled to work by driving alone (89%), which was similar to previous survey years.

Table 7: City of Employment Compared Over Time

Which city do you work in or closest to?	2009	2007	2005	2003	2001	1999	1997
Denver	31%	30%	30%	30%	31%	28%	30%
Arvada	18%	16%	20%	15%	17%	19%	21%
Golden	11%	8%	8%	9%	8%	8%	9%
Lakewood	7%	8%	9%	7%	8%	8%	8%
Westminster	6%	6%	4%	NA	NA	NA	NA
Wheat Ridge	5%	7%	4%	7%	6%	6%	7%
Boulder	4%	4%	4%	5%	3%	6%	4%
Broomfield	3%	4%	4%	4%	5%	4%	2%
Lafayette	1%	0%	1%	0%	0%	0%	0%
Louisville	1%	2%	2%	1%	1%	1%	1%
Other	14%	13%	16%	21%	20%	20%	18%
Total	100%	100%	100%	100%	100%	100%	100%

Table 8: Commute Transportation

How do you usually travel to work?	2009	2007	2005	2003	2001	1999	1997
Drive alone	89%	91%	89%	93%	87%	86%	87%
The bus	4%	4%	3%	2%	4%	5%	4%
Car pool	3%	5%	4%	3%	6%	6%	7%
Bike	1%	0%	1%	1%	0%	0%	0%
Walk	0%	0%	2%	0%	1%	1%	1%
Scooter	0%	NA	NA	NA	NA	NA	NA
Other	2%	NA	1%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%

Community Participation

Survey respondents were provided a list of 18 different activities and asked the number of times, if ever, they had done or used each in the last 12 months. Nearly all residents reported having visited Olde Town Arvada (95% said at least once in the last 12 months) and having dined at an Arvada restaurant that was not fast food (95%). A large majority of participants said they had tried to restrict their water use for purposes of conservation (87%); used a City park or trail (87%); recycled used paper, cans, or bottles from their home (77%); and used the public libraries (75%). Twenty percent or less stated they had done each of the following: attended an educational class or program in Arvada (19%), rode a local RTD bus within the City (18%), used the A-Line to get to Denver International Airport (18%), attended a public meeting about City matters (10%), and attended a City Council meeting (6%), with a majority of respondents (80% or more) saying they had “never” done any of these.

Table 9: 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
Visited Olde Town Arvada	5%	23%	39%	21%	12%	100%
Dined at an Arvada restaurant (not fast food)	5%	13%	42%	25%	14%	100%
Tried to restrict your water use for purposes of conservation	13%	9%	29%	20%	28%	100%
Used a City park or trail	13%	12%	28%	19%	27%	100%
Recycled used paper, cans, or bottles from your home	23%	7%	16%	13%	41%	100%
Used the public libraries	25%	22%	29%	13%	11%	100%
Used the recreation centers	35%	22%	24%	11%	8%	100%
Accessed the City's Web site	45%	28%	19%	5%	2%	100%
Used a bicycle route in the City	51%	15%	18%	8%	8%	100%
Volunteered your time to some group/activity outside of Arvada	52%	19%	16%	5%	9%	100%
Participated in Apex Park and Recreation programs or activities	53%	18%	16%	6%	7%	100%
Attended a theater or art program at the Arvada Center	54%	30%	12%	2%	1%	100%
Volunteered your time to some group/activity in Arvada	56%	17%	14%	4%	9%	100%
Attended an educational class or program in Arvada	81%	14%	3%	2%	0%	100%
Rode a local RTD bus within the City	82%	9%	3%	2%	3%	100%
Used the A-Line to get to Denver International Airport	82%	10%	7%	1%	0%	100%
Attended a public meeting about City matters	90%	8%	2%	0%	0%	100%
Attended a City Council meeting	94%	5%	1%	0%	0%	100%

When compared over time, more residents in 2009 than in 2007 reported volunteering their time to some group/activity in Arvada (44% had done this at least once in the last 12 months in 2009 versus 34% in 2007). Participation rates in the other activities remained stable from 2007 to 2009.

Table 10: Community Participation Compared Over Time

In the last 12 months, about how many times, if ever, have you done the following things:	2009	2007	2005	2003	2001	1999	1997
Visited Olde Town Arvada	95%	92%	93%	88%	81%	80%	89%
Dined at an Arvada restaurant (not fast food)	95%	95%	95%	95%	93%	91%	NA
Tried to restrict your water use for purposes of conservation	87%	88%	90%	93%	67%	73%	NA
Used a City park or trail	87%	90%	87%	87%	84%	84%	NA
Recycled used paper, cans, or bottles from your home	77%	72%	75%	76%	71%	76%	85%
Used the public libraries	75%	73%	72%	71%	60%	66%	78%
Used the recreation centers	65%	62%	63%	63%	55%	46%	60%
Accessed the City's Web site	55%	55%	47%	46%	NA	NA	NA
Used a bicycle route in the City	49%	49%	42%	48%	NA	NA	NA
Volunteered your time to some group/activity outside of Arvada	48%	44%	46%	42%	33%	NA	NA
Participated in Apex Park and Recreation programs or activities	47%	45%	45%	42%	34%	35%	46%
Attended a theater or art program at the Arvada Center	46%	46%	48%	41%	36%	36%	53%
Volunteered your time to some group/activity in Arvada	44%	34%	37%	30%	27%	29%	38%
Attended an educational class or program in Arvada	19%	20%	23%	19%	13%	17%	NA
Rode a local RTD bus within the City	18%	17%	22%	18%	15%	11%	16%
Used the A-Line to get to Denver International Airport	18%	16%	17%	13%	NA	NA	NA
Attended a public meeting about City matters	10%	13%	15%	10%	8%	9%	16%
Attended a City Council meeting	6%	8%	10%	8%	5%	7%	13%

Percent of respondents who participated at least once in past 12 months.

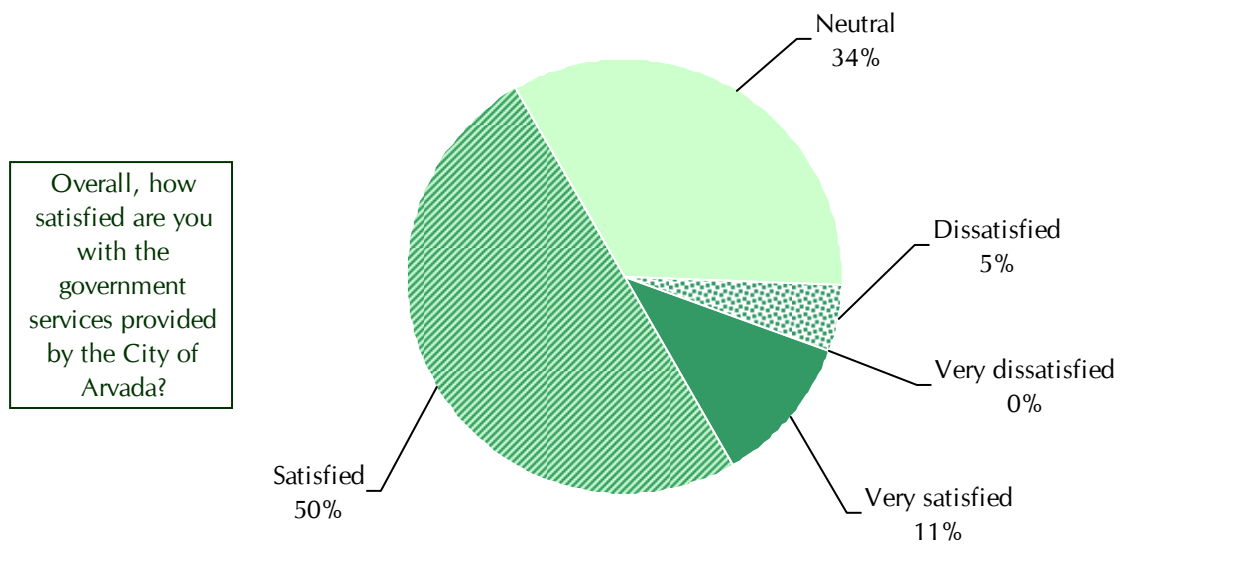
City Government

The City has conducted the Citizen Survey for three decades to assess residents' opinions about City services and government, providing the City with a long performance measurement trend line for City services. A significant portion of the survey is dedicated to assessing resident satisfaction ratings of services provided by the City of Arvada and local government performance.

Perceptions of City Government Services

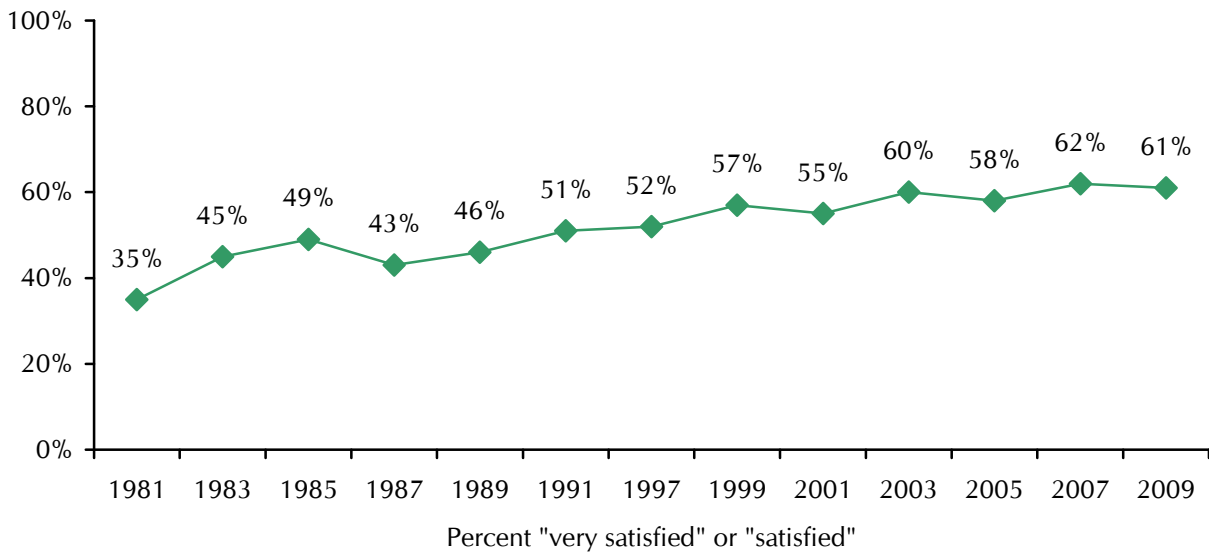
Overall, a majority of residents were satisfied with Arvada government services, with 61% reporting they were "very satisfied" or "satisfied." One-third (34%) felt "neutral" about their satisfaction with government services and 5% were "dissatisfied." No one reported being "very dissatisfied" with City government services. However, when compared to other jurisdictions ratings of government services overall, Arvada received ratings below both the national and Front Range benchmarks.

Figure 14: Overall Satisfaction with Arvada Government Services



Comparison of the overall satisfaction with Arvada government services over time show a steady incline in ratings from 1981 to 2009. The 2009 rating was similar to that seen in 2007.

Figure 15: Overall Satisfaction with Arvada Government Services Compared Over Time



Please note: From 1981 to 1991, the overall satisfaction with government services was rated on the scale excellent, good, adequate, poor, bad. In this figure, the percentages shown for 1981 to 1991 are the percent "excellent" or "good."

Overall satisfaction with government services provided by the City of Arvada varied between the four Council Districts. Ratings ranged from about half of residents in Council District 2 to about two-thirds in Council District 4 rating services as "very satisfied" or "satisfied" (see *Appendix C: Responses to Selected Survey Questions by Geography*). No differences in the level of satisfaction with government services were found between Police Sectors.

A list of 24 services provided by the City of Arvada were given to residents and they were asked to rate their satisfaction with each (see *Table 11* on page 31). Three-quarters of the 24 services received “very satisfied” or “satisfied” ratings by half or more of respondents. The services that received the highest evaluations included:

- ◆ City parks (84% “very satisfied” or “satisfied”),
- ◆ police emergency services (83%),
- ◆ drinking water quality (81%),
- ◆ maintenance of existing City parks, open space, and trails (75%),
- ◆ water services (74%),
- ◆ programs at the Arvada Center for the Arts and Humanities (73%),
- ◆ and sewer services (72%).

One-third of respondents said they were “very satisfied” with City parks, police emergency services, and drinking water quality.

Zoning enforcement (weeds, junk cars, trash, etc.; 37% “satisfied” or better), City building inspection (37%), programs to attract and keep businesses in Arvada (31%), and low income/subsidized housing (30%) received the lowest ratings with fewer than 4 in 10 residents stating they were “very satisfied” or “satisfied” with each. About one in five respondents said they were “dissatisfied” or “very dissatisfied” with snow removal or sanding on major streets, ease of car travel in the City, and street patching and repairs.

Service ratings were compared to ratings given by residents in other cities and counties across the country and in the Front Range. Eighteen of the 24 City services were available for comparison to the national benchmark. Seven were rated above the national benchmark:

- ◆ police emergency services,
- ◆ police non-emergency, prevention and education services,
- ◆ street patching and repairs,
- ◆ water services
- ◆ City outreach services (KATV-Channel 8, Web site, *The Arvada Report*, water bill inserts, etc.),
- ◆ sidewalk maintenance,
- ◆ and ease of bicycle travel in the City.

Those rated similar to the nation included:

- ◆ City parks,
- ◆ sewer services,
- ◆ municipal court services,
- ◆ drinking water quality,
- ◆ street sweeping,
- ◆ ease of car travel in the City,
- ◆ and City building inspection were rated similar to the nation.

Four services received ratings lower than the national benchmark: zoning enforcement (weeds, junk cars, trash, etc.); maintenance of existing City parks, open space, and trails; snow removal or sanding on major streets; and traffic safety (enforcement, education, and engineering).

Of the 15 services available for comparison to the Front Range benchmark, none were higher than ratings given by residents in other jurisdictions across the Front Range. Six services were given similar ratings to the Front Range:

- ◆ police emergency services,
- ◆ street patching and repairs,
- ◆ water services,
- ◆ City outreach services (KATV-Channel 8, Web site, *The Arvada Report*, water bill inserts, etc.),
- ◆ street sweeping,
- ◆ and snow removal or sanding on major streets.

Nine City services were rated lower than the Front Range average:

- ◆ sidewalk maintenance,
- ◆ ease of bicycle travel in the City,
- ◆ City parks,
- ◆ sewer services,
- ◆ municipal court services,
- ◆ ease of car travel in the City,
- ◆ City building inspection,
- ◆ zoning enforcement (weeds, junk cars, trash, etc.),
- ◆ and maintenance of existing City parks, open space, and trails.

The percentage of “don’t know” responses for the following services was at least 20 for the following services: municipal courts (31%), programs at the Arvada Center for the Arts and Humanities (21%), programs to attract and keep businesses in Arvada (28%), low income/ subsidized housing (31%), and City building inspection (35%). The ratings shown in the report are for those respondents who had an opinion.

Table 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	Total	National Comparison	Front Range Comparison
City parks	30%	54%	12%	3%	1%	100%	Similar	Below
Police emergency services	30%	52%	14%	2%	1%	100%	Above	Similar
Drinking water quality	35%	46%	11%	5%	3%	100%	Similar	NA
Maintenance of existing City parks, open space, and trails	16%	59%	18%	5%	2%	100%	Below	Below
Water services	17%	57%	22%	2%	2%	100%	Above	Similar
Programs at the Arvada Center for the Arts and Humanities	21%	52%	26%	1%	0%	100%		
Sewer services	17%	55%	24%	2%	2%	100%	Similar	Below
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	21%	43%	30%	4%	2%	100%	Above	NA
City outreach services (KATV-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	13%	48%	34%	3%	2%	100%	Above	Similar
Development of new City parks, open space, and trails	14%	46%	29%	9%	2%	100%		
Snow removal or sanding on major streets	10%	48%	20%	15%	6%	100%	Below	Similar
Street sweeping	12%	47%	30%	9%	2%	100%	Similar	Similar
Ease of car travel in the City	7%	49%	24%	15%	4%	100%	Similar	Below
Traffic safety (enforcement, education, and engineering)	8%	44%	34%	9%	5%	100%	Below	NA
Street patching and repairs	6%	44%	26%	18%	5%	100%	Above	Similar
Ease of bicycle travel in the City	10%	41%	33%	13%	4%	100%	Above	Below
Sidewalk maintenance	9%	41%	34%	11%	5%	100%	Above	Below
Municipal court services	9%	40%	46%	3%	2%	100%	Similar	Below
Programs to deal with appearance and safety of neighborhoods	8%	41%	36%	11%	4%	100%	NA	NA
New street construction and expansion	6%	38%	41%	12%	4%	100%	NA	NA
Zoning enforcement (weeds, junk cars, trash, etc.)	6%	31%	32%	22%	9%	100%	Below	Below
City building inspection	7%	30%	55%	6%	3%	100%	Similar	Below
Programs to attract and keep businesses in Arvada	5%	26%	46%	15%	7%	100%	NA	NA
Low income/subsidized housing	5%	26%	53%	10%	7%	100%	NA	NA

Comparisons to the 2007 survey were available for all City services, excluding sidewalk maintenance as it was a new question in 2009. Even though ease of car travel in the City, snow removal or sanding on major streets, and traffic safety were below the national or Front Range benchmark, each of these saw an increase in satisfaction ratings from 2007 to 2009: ease of car travel in the City (57% "very satisfied" or "satisfied" in 2009 versus 47% in 2007); snow removal or sanding on major streets (59% versus 51%); and traffic safety (enforcement, education, and engineering; 52% versus 46%). An increase in satisfaction ratings also was seen for four other City services including: street patching and repairs (51% versus 37%); programs to deal with appearance and safety of neighborhoods (49% versus 42%); low income/subsidized housing (30% versus 23%); and programs at the Arvada Center for the Arts and Humanities (73% versus 67%). Ratings for all other services were similar in 2009 compared to 2007.

Table 12: 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:	2009	2007	2005	2003	2001	1999	1997
City parks	84%	85%	84%	83%	86%	83%	77%
Police emergency services	83%	81%	77%	78%	76%	82%	82%
Drinking water quality	81%	81%	79%	77%	78%	80%	NA
Maintenance of existing City parks, open space, and trails	75%	75%	78%	76%	78%	78%	77%
Water services	74%	76%	75%	72%	78%	81%	80%
Programs at the Arvada Center for the Arts and Humanities	73%	67%	65%	67%	72%	67%	64%
Sewer services	72%	74%	75%	74%	79%	81%	79%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	64%	67%	63%	65%	NA	NA	NA
City outreach services (KATV-Channel 8, Web site, The Arvada Report, water bill inserts, etc.)	61%	65%	67%	67%	62%	66%	62%
Development of new City parks, open space, and trails	60%	55%	59%	57%	65%	60%	59%
Snow removal or sanding on major streets	59%	51%	68%	68%	64%	69%	69%
Street sweeping	59%	56%	65%	61%	62%	65%	62%
Ease of car travel in the City	57%	47%	47%	45%	41%	38%	38%
Traffic safety (enforcement, education, and engineering)	52%	46%	47%	46%	52%	58%	56%
Street patching and repairs**	51%	37%	51%	48%	57%	54%	53%
Ease of bicycle travel in the City	51%	53%	49%	51%	28%	28%	27%
Sidewalk maintenance*	50%	NA	NA	NA	NA	NA	NA
Municipal court services	49%	46%	49%	48%	53%	55%	52%
Programs to deal with appearance and safety of neighborhoods	49%	42%	45%	44%	42%	44%	38%
New street construction and expansion	44%	41%	48%	43%	33%	33%	29%
Zoning enforcement (weeds, junk cars, trash, etc.)	37%	35%	42%	42%	44%	47%	45%
City building inspection	37%	34%	35%	38%	35%	39%	NA
Programs to attract and keep businesses in Arvada**	31%	31%	30%	23%	30%	34%	28%
Low income/subsidized housing	30%	23%	29%	29%	24%	27%	21%

Percent "very satisfied" or "satisfied"

*New question in 2009.

**Worded differently in previous years: "Business expansion and recruitment programs," "Street maintenance"

Survey respondents were provided the same list of 24 City services and were asked to rate the importance of each. Nearly all the City-provided services were felt to be “essential” or “very important” by half or more of respondents. Those considered to be the most important were police emergency services (97% reporting “essential” or “very important”), drinking water quality (95%), water services (94%), and sewer services (92%). Programs at the Arvada Center for the Arts and Humanities (44%), low income or subsidized housing (38%), and City outreach services (Arvada-Channel 8, Web site, *The Arvada Report*, water bill inserts, etc.; 35%) were felt to be the least important City services by residents.

Table 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	Total
Police emergency services	81%	16%	2%	1%	100%
Drinking water quality	65%	30%	5%	0%	100%
Water services	53%	40%	6%	0%	100%
Sewer services	52%	40%	8%	0%	100%
Snow removal or sanding on major streets	44%	44%	10%	2%	100%
Street patching and repairs**	36%	50%	14%	0%	100%
City parks	33%	45%	20%	1%	100%
Maintenance of existing City parks, open space, and trails	27%	51%	20%	2%	100%
Municipal court services	31%	45%	22%	3%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	36%	39%	22%	3%	100%
Programs to deal with appearance and safety of neighborhoods	25%	44%	27%	3%	100%
Programs to attract and keep businesses in Arvada**	26%	43%	27%	4%	100%
Traffic safety (enforcement, education, and engineering)	24%	44%	29%	3%	100%
Sidewalk maintenance*	20%	46%	32%	3%	100%
Ease of car travel in the City	20%	46%	29%	4%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	24%	38%	33%	5%	100%
Street sweeping	17%	43%	36%	5%	100%
City building inspection	20%	39%	37%	4%	100%
Ease of bicycle travel in the City	16%	39%	35%	10%	100%
New street construction and expansion	17%	34%	40%	10%	100%
Development of new City parks, open space, and trails	18%	33%	38%	11%	100%
Programs at the Arvada Center for the Arts and Humanities	10%	34%	41%	15%	100%
Low income or subsidized housing	12%	26%	44%	18%	100%
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	8%	27%	49%	17%	100%

*New question in 2009.

**Worded differently in previous years: "Business expansion and recruitment programs," "Street maintenance"

The relative order of importance of most City services in 2009 was similar to that in 2007. Two services were considered less important to respondents in 2009 than in 2007 including new street construction and expansion (51% "essential" or "very important" in 2009 versus 59% in 2007) and development of new City parks, open space, and trails (51% versus 60%). The importance of all other services remained stable.

Table 14: Importance of Arvada City Services Compared Over Time

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.	2009	2007	2005	2003	2001	1999	1997
Police emergency services	97%	97%	92%	93%	90%	93%	92%
Drinking water quality	95%	96%	86%	86%	88%	88%	NA
Water services	94%	93%	80%	80%	82%	82%	75%
Sewer services	92%	92%	77%	75%	79%	80%	74%
Snow removal or sanding on major streets	88%	92%	76%	77%	80%	82%	81%
Street patching and repairs	86%	91%	78%	74%	81%	86%	83%
City parks	78%	79%	67%	64%	72%	73%	66%
Maintenance of existing City parks, open space, and trails	78%	81%	70%	66%	74%	74%	65%
Municipal court services	76%	79%	57%	57%	60%	64%	55%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	75%	75%	64%	61%	NA	NA	NA
Programs to deal with appearance and safety of neighborhoods	69%	72%	67%	56%	58%	58%	56%
Programs to attract and keep businesses in Arvada	69%	67%	65%	47%	44%	39%	43%
Traffic safety (enforcement, education, and engineering)	68%	73%	61%	59%	67%	69%	71%
Ease of car travel in the City	67%	65%	62%	57%	63%	69%	63%
Sidewalk maintenance	66%	NA	NA	NA	NA	NA	NA
Zoning enforcement (weeds, junk cars, trash, etc.)	62%	62%	54%	53%	55%	58%	55%
Street sweeping	60%	58%	49%	47%	51%	55%	57%
City building inspection	59%	59%	45%	41%	44%	45%	NA
Ease of bicycle travel in the City	55%	52%	44%	37%	49%	50%	49%
New street construction and expansion	51%	59%	51%	50%	60%	61%	58%
Development of new City parks, open space, and trails	51%	60%	54%	54%	60%	60%	55%
Programs at the Arvada Center for the Arts and Humanities	44%	45%	43%	38%	38%	39%	34%
Low income or subsidized housing	38%	43%	38%	41%	44%	42%	41%
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	35%	35%	34%	27%	27%	30%	25%

Percent "essential" or "very important"

Please note: Prior to 2007, respondents rated these items on a 5-point scale ranging from "less important" to "more important"

Perceptions of Non-City Government Services

Respondents' satisfaction with 12 services provided by agencies other than the City of Arvada also was assessed on the survey. Library services (86% "very satisfied" or "satisfied"), fire services (81%), trash collection (74%), and recreation programs (71%) received the most favorable ratings by residents (see *Table 15* on the following page). Non-City services that were given the lowest satisfaction ratings were mass transit planning (rail, bus, etc.; 32% "very satisfied" or "satisfied"), assistance programs for the poor and homeless (28%), mental health services (25%), and programs providing health services for the poor (24%).

Ten of the 12 non-City services had comparisons available to the national benchmark. Two received ratings higher than the national average: cable television services and mental health services (which received the second lowest evaluation of the 12 services). Youth programs, assistance programs for the poor and homeless, library services, and recreation programs were rated similar to other jurisdictions across the nation. Four services received ratings below the national benchmark including:

- ◆ programs for senior citizens,
- ◆ fire services,
- ◆ trash collection,
- ◆ and curbside or other recycling options.

When compared to the Front Range, nine of the 12 non-City services were available for comparison. Assistance programs for the poor and homeless was rated above the Front Range benchmark, even though it received one of the lowest satisfaction ratings out of the 12 services, and cable television services was similar to the Front Range. Those that received ratings below the Front Range benchmark included:

- ◆ youth programs,
- ◆ library services,
- ◆ recreation programs,
- ◆ programs for senior citizens,
- ◆ fire services,
- ◆ trash collection,
- ◆ and curbside or other recycling options.

Only those respondents who had an opinion about services are included in the ratings. From one-third to about one-half of respondents selected "don't know" for these services: youth programs (32%), programs for senior citizens (34%), programs providing health services for the poor (41%), mental health services (46%), and assistance programs for the poor and homeless (41%).

Table 15: 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	National Comparison	Front Range Comparison
Library services	33%	53%	14%	1%	0%	100%	Similar	Below
Fire services	27%	54%	17%	1%	0%	100%	Below	Below
Trash collection	18%	56%	19%	5%	2%	100%	Below	Below
Recreation programs*	17%	54%	26%	3%	0%	100%	Similar	Below
Cable television services	11%	47%	23%	13%	6%	100%	Above	Similar
Curbside or other recycling options*	11%	35%	25%	20%	9%	100%	Below	Below
Youth programs	5%	40%	43%	9%	3%	100%	Similar	Below
Programs for senior citizens	6%	34%	50%	8%	2%	100%	Below	Below
Mass transit planning (rail, bus, etc.)	6%	26%	41%	19%	7%	100%	NA	NA
Assistance programs for the poor and homeless	4%	24%	56%	12%	5%	100%	Similar	Above
Mental health services*	4%	22%	59%	10%	6%	100%	Above	NA
Programs providing health services for the poor	2%	22%	53%	17%	6%	100%	NA	NA

*New question in 2009.

When compared to 2007, most satisfaction ratings given to non-City services were similar in 2009 and the relative order of satisfaction with services was the same. Assistance programs for the poor and homeless received a higher evaluation in 2009 than in 2007 (28% "very satisfied" or "satisfied" versus 22%, respectively).

Table 16: 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:	2009	2007	2005	2003	2001	1999	1997
Library services	86%	86%	81%	83%	NA	NA	NA
Fire services	81%	79%	79%	74%	NA	NA	NA
Trash collection	74%	74%	79%	NA	NA	NA	NA
Recreation programs*	71%	NA	NA	NA	NA	NA	NA
Cable television services	58%	54%	57%	51%	54%	35%	37%
Curbside or other recycling options*	47%	NA	NA	NA	NA	NA	NA
Youth programs	45%	44%	40%	44%	44%	45%	42%
Programs for senior citizens	40%	40%	41%	35%	43%	49%	47%
Mass transit planning (rail, bus, etc.)	32%	33%	37%	31%	28%	27%	22%
Assistance programs for the poor and homeless	28%	22%	23%	22%	23%	25%	25%
Mental health services*	25%	NA	NA	NA	NA	NA	NA
Programs providing health services for the poor	24%	20%	22%	23%	23%	30%	30%

Percent "very satisfied" or "satisfied"

*New question in 2009.

When assessing the importance of the same list of 12 non-City services, fire services stood out as the most important, with 92% of respondents rating this as “essential” or “very important” (70% said it was “essential”). Trash collection (82% “essential” or “very important”) and library services (78%) also were thought of as important by a majority of residents. Non-City services felt as less important were programs providing health services for the poor (59%), mental health services (59%), assistance programs for the poor and homeless (57%), and cable television services (55%).

Table 17: 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
Fire services	70%	22%	8%	1%	100%
Trash collection	44%	37%	15%	3%	100%
Library services	35%	43%	19%	3%	100%
Youth programs	20%	50%	27%	3%	100%
Mass transit planning (rail, bus, etc.)	30%	39%	26%	5%	100%
Recreation programs*	24%	44%	28%	5%	100%
Programs for senior citizens	20%	46%	31%	3%	100%
Curbside or other recycling options*	29%	35%	29%	7%	100%
Programs providing health services for the poor	21%	38%	34%	8%	100%
Mental health services*	18%	41%	36%	5%	100%
Assistance programs for the poor and homeless	19%	38%	36%	7%	100%
Cable television services	24%	32%	28%	17%	100%

*New question in 2009.

Resident priorities remained similar from 2007 to 2009 with fire services topping the list and cable television services at the bottom of the list of services. However, the importance of cable television services increased from 2007 to 2009 (55% "essential" or "very important" versus 46%, respectively).

Table 18: Importance of Non-City Services 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):	2009	2007	2005	2003	2001	1999	1997
Fire services	92%	96%	86%	86%	NA	NA	NA
Trash collection	82%	85%	66%	NA	NA	NA	58%
Library services	78%	78%	67%	65%	NA	NA	NA
Youth programs	70%	71%	64%	67%	69%	70%	65%
Mass transit planning (rail, bus, etc.)	69%	69%	66%	62%	62%	56%	54%
Recreation programs	67%	NA	NA	NA	NA	NA	NA
Programs for senior citizens	66%	65%	59%	61%	64%	60%	61%
Curbside or other recycling options	64%	NA	NA	NA	NA	NA	NA
Programs providing health services for the poor	59%	61%	56%	60%	57%	52%	53%
Mental health services	59%	NA	NA	NA	NA	NA	NA
Assistance programs for the poor and homeless	57%	60%	52%	57%	59%	49%	51%
Cable television services	55%	46%	49%	49%	41%	33%	30%

Percent "essential" or "very important"

Please note: Prior to 2007, respondents rated these items on a 5-point scale ranging from "less important" to "more important"

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 68% or higher. Services were rated as “less important” if they received ratings less than 68%. Services receiving a quality evaluation of 55% or higher were considered of “higher quality” and those with a rating lower than 55% as “lower quality.” This classification divided the services in half.

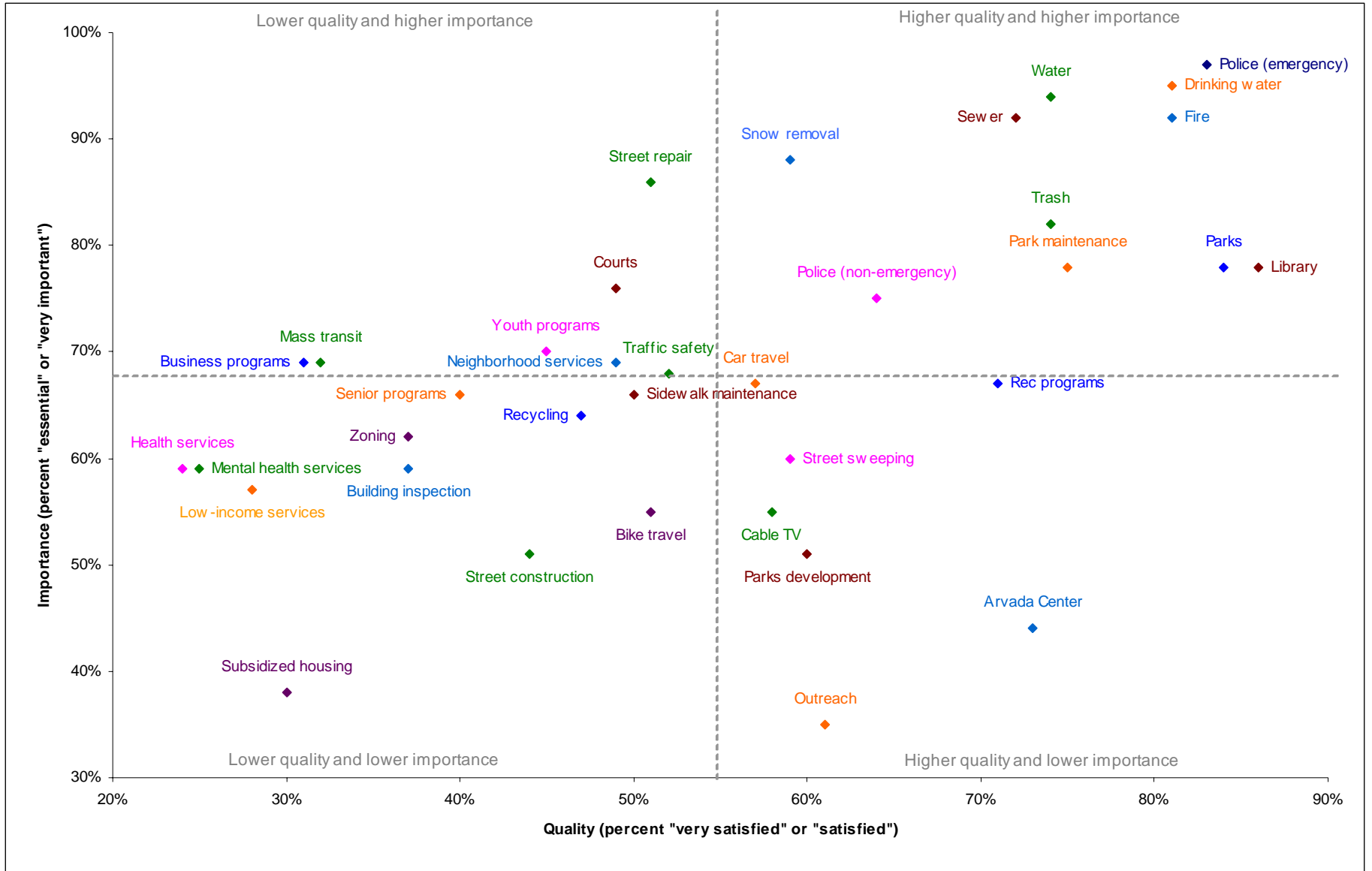
Services which were categorized as higher in importance and higher in quality were: police emergency services; fire services; drinking water quality; water services; sewer services; library services; trash collection; City parks; maintenance of existing City parks, open space, and trails; snow removal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

Higher in importance, lower in quality: municipal court services; street patching and repairs; traffic safety (enforcement, education, and engineering); programs to deal with appearance and safety of neighborhoods (“neighborhood services”); mass transit planning (rail, bus, etc.); programs to attract and keep businesses in Arvada (“business programs”); and youth programs. Municipal courts and youth programs were both below the Front Range benchmark, and, although traffic safety saw an increase in satisfaction ratings from 2007 to 2009, it was below the national benchmark.

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

Lower in importance, lower in quality: sidewalk maintenance; programs for senior citizens; ease of bicycle travel in the City; programs providing health services for the poor (“health services”); assistance programs for the poor and homeless (“low-income services”); zoning enforcement (weeds, junk cars, trash, etc.); new street construction and expansion; City building inspection; curbside or other recycling options; and low income or subsidized housing.

Figure 16: 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, and programs to deal with the appearance and safety of older neighborhoods has been a concern in the last three survey iterations. Back on the list in 2009 was municipal court services, which also was a priority in 2005. New to the list of higher importance and lower quality were programs to attract and keep businesses in Arvada and mass transit planning (rail, bus, etc.).

Table 19: Comparison of Services with Higher Importance and Lower Quality Ratings Over Time

Service	2009	2007	2005	2003	2001	1999	1997
Street patching and repairs*	X	X	X	X	X	X	X
Youth programs	X	X	X	X	X	X	X
Traffic safety (enforcement, education, and engineering)*	X	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	X	
Municipal court services	X		X				
Programs to attract and keep businesses in Arvada	X						
Mass transit planning (rail, bus, etc.)	X						
Snow removal or sanding on major streets		X					

*Worded differently before 2005

Key Driver Analysis

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important City services. And core services are important. But the Key Driver Analysis digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the City of Arvada by examining the relationships between ratings of each service and ratings of the City of Arvada's overall services. Those key driver services that correlated most highly with residents' perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Arvada can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

The 2009 City of Arvada Action Chart™ on the following page combines three dimensions of performance:

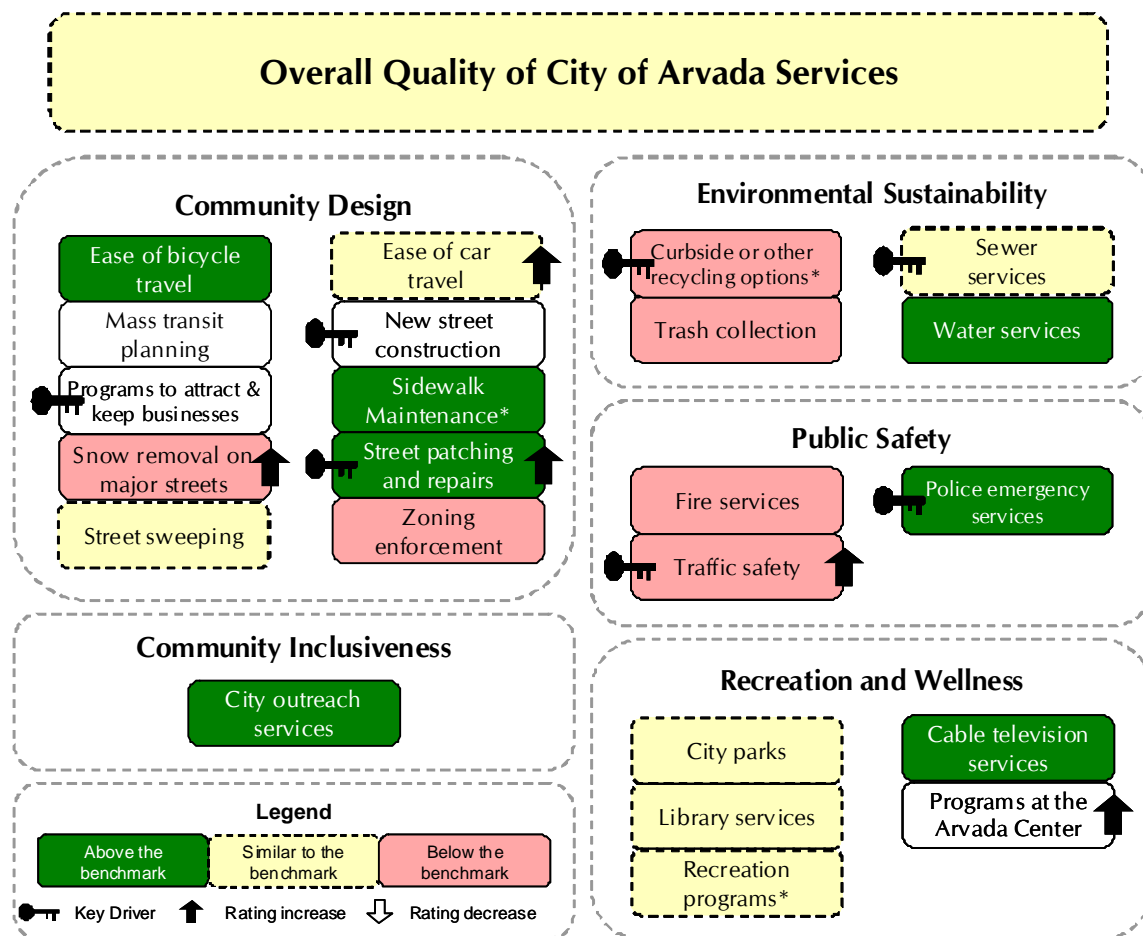
- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

Twenty-three services were included in the KDA for the City of Arvada. Seven of these services were identified as key drivers for the City: sewer services, police emergency services, traffic safety, new street construction and expansion, curbside or other recycling options, programs to attract and keep businesses in Arvada, and street patching and repairs. Police emergency services and street patching and repairs were rated above the national benchmark; sewer services was similar to the benchmark; and traffic safety and curbside or other recycling options were rated lower than the

national average. Traffic safety and street patching and repairs were the only key driver to change over time, receiving higher ratings in 2009 than in 2007.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to think about improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Arvada, traffic safety and curbside or other recycling options emerged as the services on which to focus attention and resources, as they were key drivers and below the national benchmark. Curbside recycling also was below the Front Range benchmark. Although traffic safety saw an improvement in ratings from 2007 to 2009, it remained below the benchmark. In addition, sewer services was similar to the national benchmark and below the Front Range average, so the City may consider focusing on this services as well since it is a key driver of overall City services.

Services with a high percent of respondents answering “don’t know” (i.e., more than 30%) were excluded from the analysis and were considered services that would be less influential. See *Appendix B: Responses to Survey Questions* for the percent “don’t know” for each service.



* New question wording in 2009

Evaluations of the seven services identified as key drivers (see above) were compared by Council District and Police sector. Residents of Council District 3 and Police Sector C tended to rate street repair and new street construction more positively than residents in other Council Districts and Police Sectors. Additionally, residents in Council District 4 and Police Sector C tended to give higher ratings to curbside recycling. See *Appendix C: Responses to Selected Survey Questions by Geography* for more information.

City Employees

Just over half of respondents (54%) reported having phone, online, or in-person contact with a City employee in the last 12 months. This was similar to residents' contact with City employees in previous survey years.

Of those who had contact, a majority of respondents contacted the Police Department (54%) followed by parks/golf (24%), the Arvada Center (2%), water/sewer (20%), building inspection (18%), and animal control (17%). Less than one in five respondents had contact with the other departments in the last 12 months (see *Table 20* on the following page).

Figure 17: Contact with City Employees Compared Over Time

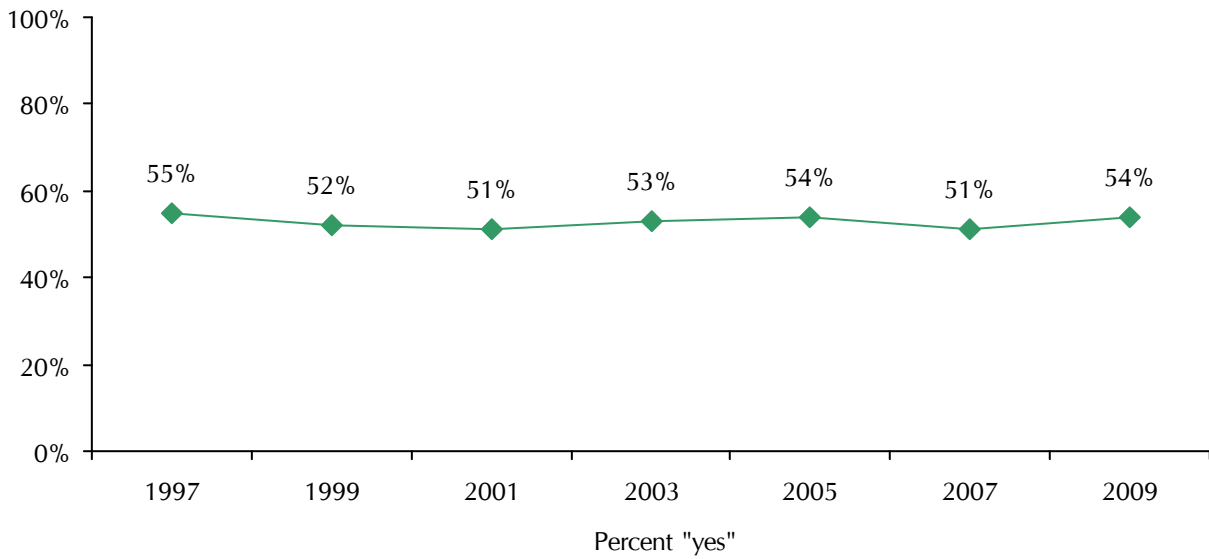


Table 20: Departments Contacted in the Last 12 Months Compared Over Time

With which of the following departments have you had contact in the last 12 months?	2009	2007	2005	2003	2001	1997
Police	54%	58%	54%	56%	59%	44%
Parks/Golf	24%	23%	16%	16%	26%	0%
Arvada Center	22%	24%	23%	20%	22%	0%
Water/Sewer	20%	16%	19%	28%	18%	13%
Building Inspection	18%	11%	12%	11%	11%	3%
Animal Control	17%	18%	22%	19%	21%	1%
Water Billing	15%	10%	11%	15%	10%	0%
Code Enforcement	13%	16%	15%	15%	12%	0%
City Clerk/Passport	11%	14%	12%	0%	0%	0%
Other	11%	11%	6%	6%	7%	10%
Municipal Court	10%	9%	8%	10%	11%	8%
Streets/Snow Removal	10%	12%	4%	7%	6%	0%
Housing	6%	3%	3%	5%	5%	0%
Community Development	5%	3%	5%	3%	4%	13%
Sales Tax	5%	4%	6%	6%	5%	0%
City Manager's Office	4%	3%	5%	6%	9%	7%
City Attorney/Prosecutor	3%	4%	5%	5%	0%	0%
Traffic engineering*	3%	0%	0%	0%	0%	0%
Human Resources	2%	5%	9%	6%	6%	0%
Economic Development	1%	2%	6%	2%	3%	0%

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

*New category in 2009.

Respondents who reported contacting a City employee were asked to rate five different characteristics of the employee with whom they had contact. Of those who had contact, a majority gave positive evaluations to the different employee characteristics, with 8 in 10 rating the employee’s professional attitude (83%), knowledge (82%), willingness to help or understand (79%), and their overall impression of the employee (78%) as “very good” or “good.” Three-quarters of residents (73%) who had contact with a City employee felt that the employee did a “very good” or “good” job of making them feel valued as a citizen or customer.

Arvada resident’s ratings of employee characteristics were compared to those given by residents in other jurisdictions across the country and in the Front Range. Four of the five characteristics were available for comparison to the national benchmark, three of which (knowledge, willingness to help or understand, and overall impression) were above the benchmark. Evaluations for making residents feel valued as a citizen or customer was similar to the national average. A comparison for the employees’ professional attitude was not available.

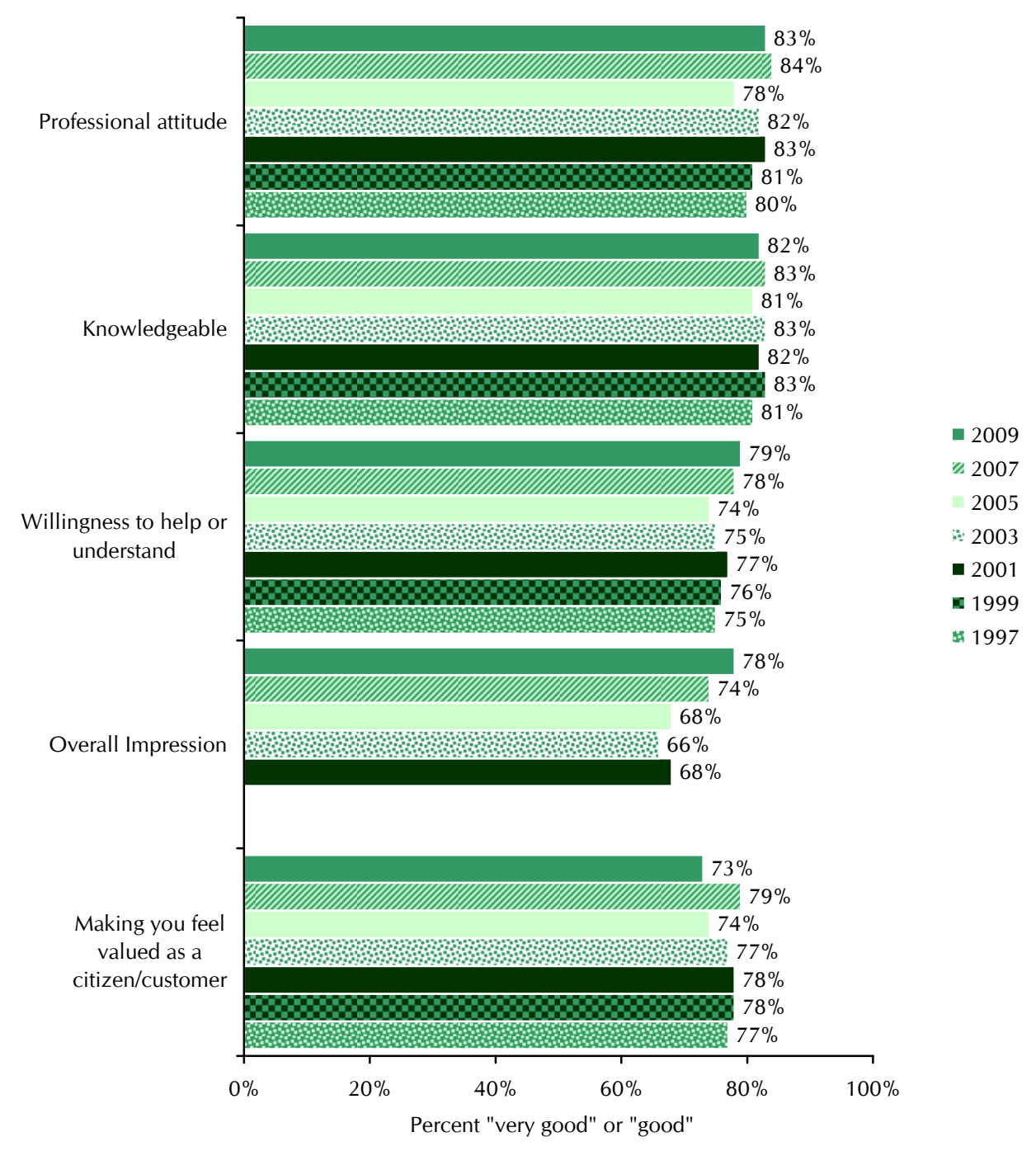
Three of the five characteristics were available for comparison to the Front Range. Employee knowledge and overall impression of the employee were rated higher than the Front Range benchmark and the employees’ willingness to help or understand received a lower rating. Comparisons to the Front Range were not available for the employees’ professional attitude and making residents feel valued as a citizen or customer.

Table 21: 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	National Comparison	Front Range Comparison
Professional attitude	47%	36%	9%	4%	3%	100%	NA	NA
Knowledgeable	43%	39%	14%	4%	0%	100%	Above	Above
Willingness to help or understand	45%	34%	9%	6%	5%	100%	Above	Below
Overall Impression	46%	32%	12%	5%	5%	100%	Above	Above
Making you feel valued as a citizen/customer	42%	31%	14%	7%	6%	100%	Similar	NA

Overall, most ratings of employee characteristics have remained similar over time. Ratings for making residents feel valued as a citizen or customer saw a slight decline in 2009 from 2007 (73% “very good” or “good” in 2009 versus 79% in 2007).

Figure 18: City Employee Ratings Compared Over Time



One-third of survey respondents reported having contact with the police or municipal courts in the last 12 months. When asked their reason for the contact, 23% of residents who contacted police or municipal courts said it was regarding a traffic ticket, 19% said they needed help for solving a problem, and 18% said it was because they were a victim of a crime. Of those who had contact, one-third reported it was for "other" reasons.

Figure 19: Contact with the Police or Municipal Courts

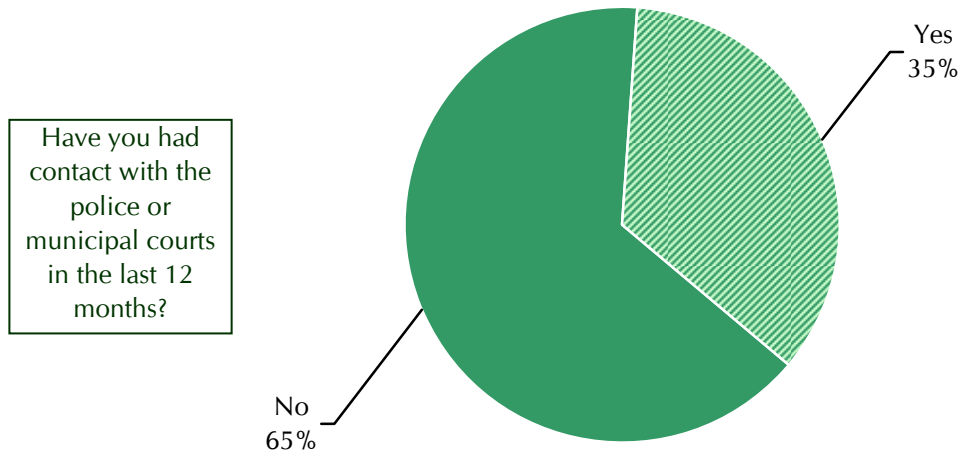
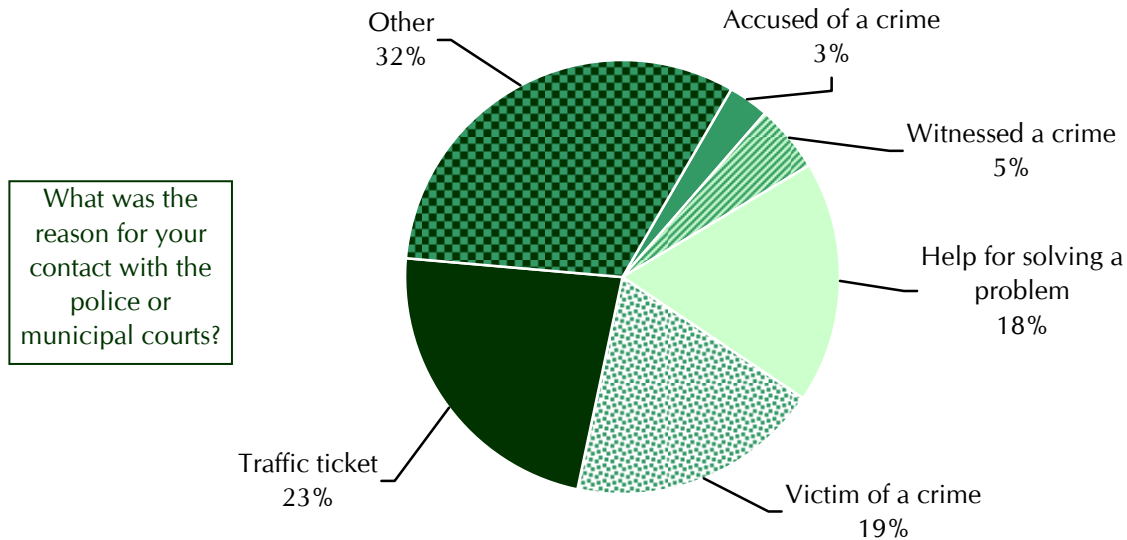


Figure 20: Reason for Contact with Police or Municipal Courts



Residents who had contact with police or municipal courts in the last 12 months were asked to rate the conduct of the City prosecutors, police officers, and the judge on the case. City prosecutors received the highest ratings with 86% of respondents rating their conduct as “very” or “somewhat” fair. Four out of five residents said that the conduct of the police officers on the case was “somewhat” fair or better (80%) and the conduct of the judge was thought of as “very” or “somewhat” fair by three-quarters of residents (74%). One in 10 or fewer felt that the conduct of law enforcement officials was “very” unfair.

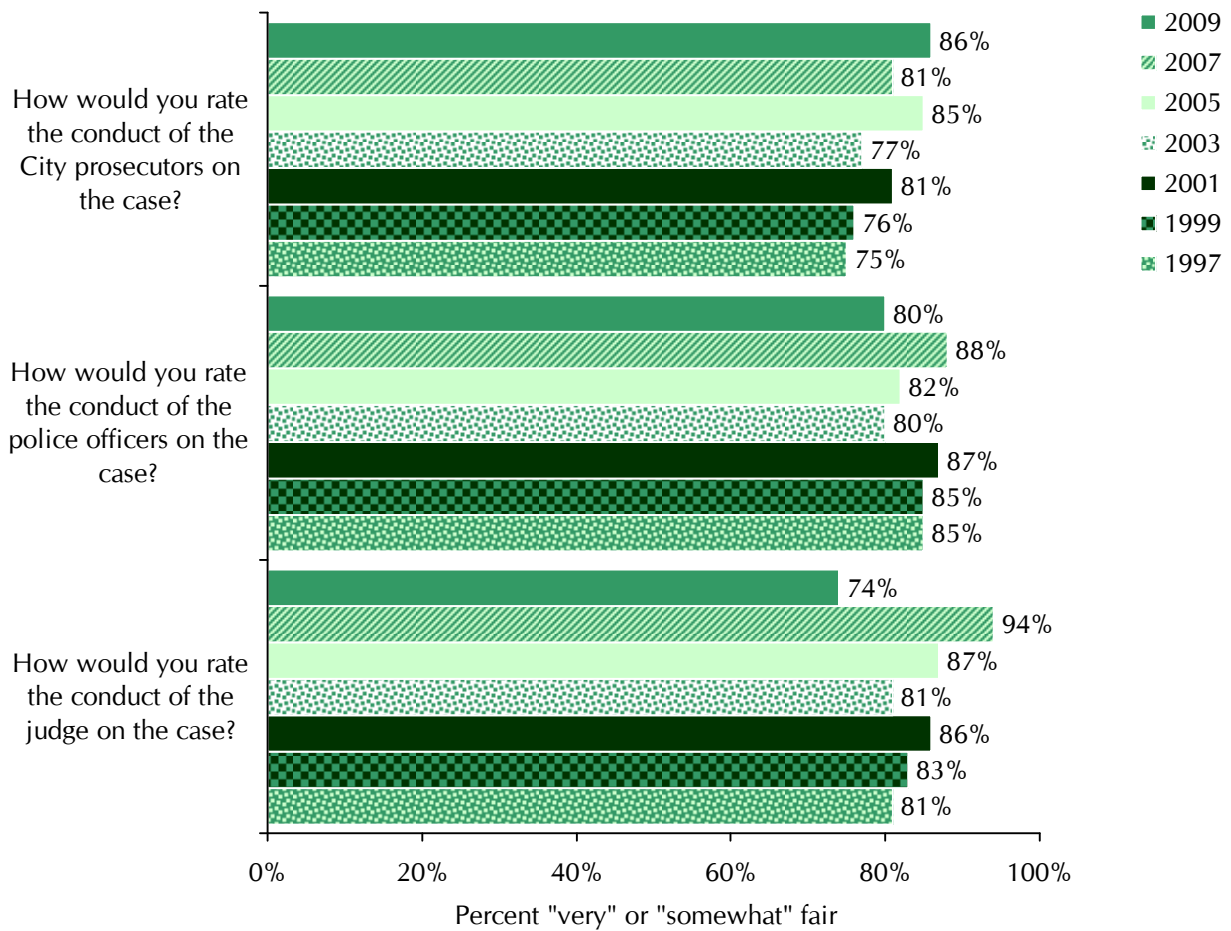
About three-quarters of respondents felt that they did not know how to rate the fairness of conduct for either the judge or the City prosecutors on the case. Only one-quarter of respondents had an opinion about these two questions.

Table 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	Total
How would you rate the conduct of the City prosecutors on the case?	45%	41%	7%	7%	100%
How would you rate the conduct of the police officers on the case?	67%	13%	11%	9%	100%
How would you rate the conduct of the judge on the case?	54%	20%	16%	10%	100%

When looking at law enforcement ratings over time, evaluations of the conduct of police officers (80% "very" or "somewhat" fair in 2009 versus 88% in 2007) and judges (74% versus 94%) on the case decreased from 2007 to 2009.

Figure 21: Law Enforcement Ratings Compared Over Time



Public Trust

Arvada residents were provided the opportunity to assess different aspects of the City government. They were provided seven statements and asked the extent to which they agreed or disagreed with each. Three-quarters of respondents (78%) “strongly” or “somewhat” agreed that City of Arvada employees really try to do quality work. Six in 10 residents at least “somewhat” agreed that they received good value for the City taxes they paid (62%) and that they were pleased with the overall direction that the City was taking (60%). Half or more of residents agreed with the following statements: “Arvada City government welcomes citizen involvement” (54%), “Government is really run for the benefit of all the people” (49%), and “I am well informed on major issues in the City of Arvada” (48%). Four in 10 respondents (43%) at least “somewhat” agreed that most elected officials cared what people like them think, with one-third of residents disagreeing with this statement.

Comparisons to the national and Front Range benchmarks were available for four of the seven public trust statements. Public trust statements that received evaluations above the ratings given in other cities across the nation and in the Front Range were: “I receive good value for the City taxes I pay,” “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.” Below average ratings were given to Arvada for “Most elected officials care what people like me think” when compared to other jurisdictions across the country and in the Front Range.

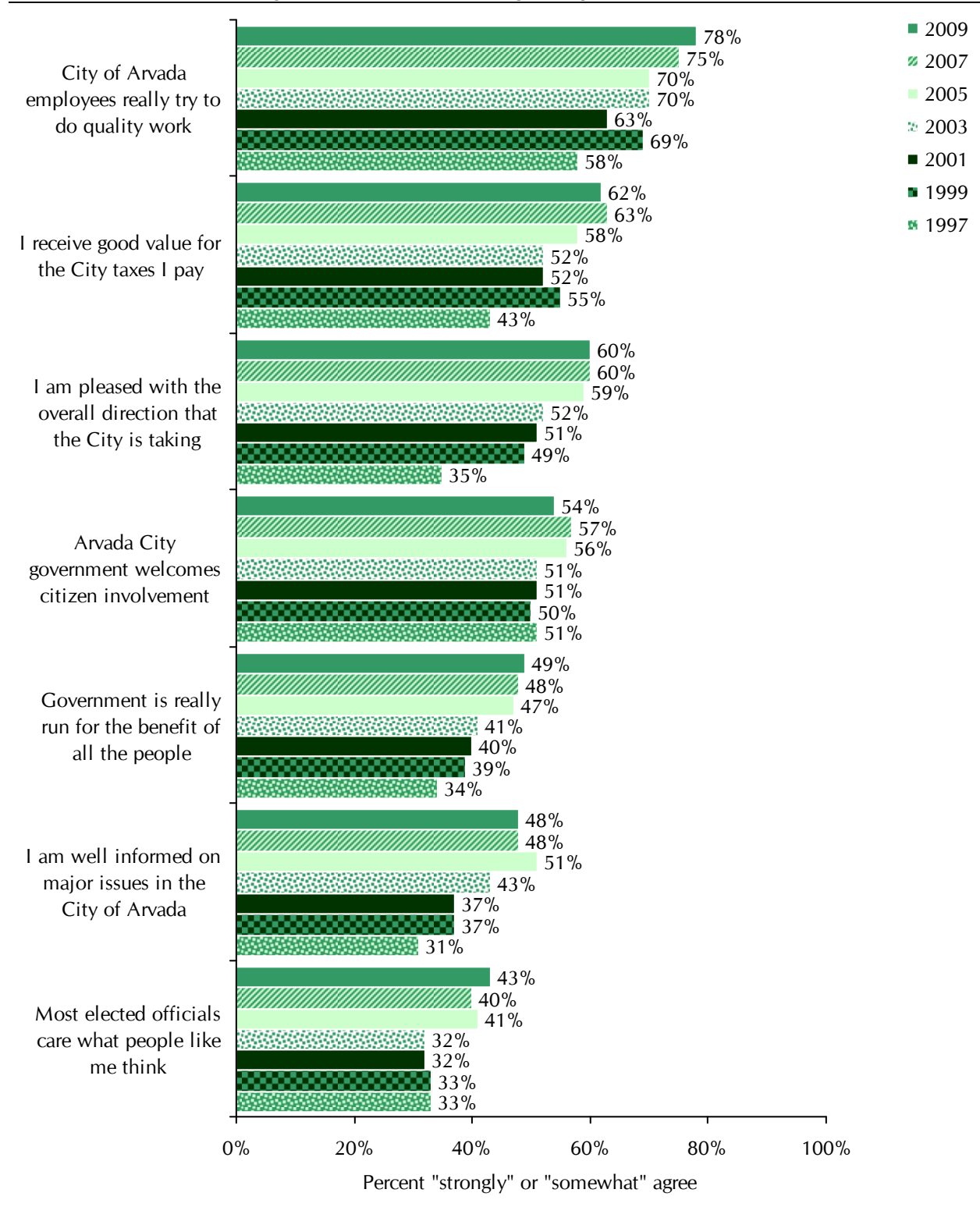
Twenty percent of respondents selected “don’t know” when asked if they agreed or disagreed that the Arvada City government welcomed citizen involvement. Responses shown in the report body are only for those who had an opinion.

Table 23: 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	National Comparison	Front Range Comparison
City of Arvada employees really try to do quality work	29%	49%	18%	3%	1%	100%	NA	NA
I receive good value for the City taxes I pay	14%	47%	25%	11%	3%	100%	Above	Above
I am pleased with the overall direction that the City is taking	15%	46%	26%	11%	3%	100%	Above	Above
Arvada City government welcomes citizen involvement	17%	37%	36%	7%	2%	100%	Above	Above
Government is really run for the benefit of all the people	17%	32%	29%	17%	5%	100%	Above	Above
I am well informed on major issues in the City of Arvada	11%	37%	38%	11%	3%	100%	NA	NA
Most elected officials care what people like me think	11%	32%	26%	18%	13%	100%	Below	Below

When compared to 2007 ratings, in 2009 residents gave similar evaluations to all aspects of public trust.

Figure 22: Public Trust Ratings Compared Over Time



Issues Affecting Arvada

Several questions on the survey were asked to assess potential problems in Arvada. Growth management and development and how the economy has impacted residents were other topics covered on the survey. These issues are important for city governments to uncover and address to increase the quality of life and well-being of residents.

Problem Ratings

A list of 13 different potential problems in Arvada was given to respondents who were asked to rate how much of a problem, if at all, each was. Those felt to be the biggest problems facing Arvada were lack of mass transit service (23% “major” or “extreme” problem), employment opportunities (20%), and home foreclosures (18%). Traffic congestion (16%) and growth (13%) also were mentioned among the top five problems in Arvada. Only 2% of respondents thought that crime and flooding were a “major” or “extreme” problem. One-quarter or more of residents believed that flooding (43%), lack of housing options for senior citizens (31%), lack of entry-level housing (28%), and growth (25%) were “not a problem.”

Table 24: Perception 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	19%	33%	26%	15%	8%	100%
Employment opportunities	13%	29%	38%	15%	5%	100%
Home foreclosures	10%	35%	37%	15%	4%	100%
Traffic congestion	11%	44%	29%	13%	3%	100%
Growth	25%	36%	27%	8%	5%	100%
Violation of traffic laws	19%	48%	22%	7%	3%	100%
Lack of entry-level housing	28%	41%	20%	8%	3%	100%
Identity theft	20%	41%	27%	8%	4%	100%
Residential property maintenance	20%	44%	27%	7%	3%	100%
Loitering youth	19%	52%	21%	5%	1%	100%
Lack of housing options for senior citizens	31%	40%	22%	6%	1%	100%
Crime	11%	57%	30%	2%	0%	100%
Flooding	43%	44%	11%	2%	0%	100%

In 2009, traffic congestion (16% “major” or “extreme” problem in 2009 versus 22% in 2007) and growth (13% versus 22%) were believed to be less of a problem than in 2007. Ratings for all other potential problems remained stable from 2007 to 2009.

Table 25: Perception of Potential Problems Impacting Arvada Compared Over Time

To what degree are the following a problem in Arvada:	2009	2007	2005	2003	2001	1999	1997
Lack of mass transit service	23%	27%	21%	17%	28%	24%	NA
Employment opportunities	20%	17%	18%	20%	13%	12%	15%
Home foreclosures*	18%	NA	NA	NA	NA	NA	NA
Traffic congestion	16%	22%	23%	25%	32%	40%	37%
Growth	13%	22%	28%	29%	38%	44%	45%
Violation of traffic laws	11%	14%	15%	18%	NA	NA	NA
Lack of entry-level housing	11%	16%	15%	18%	25%	20%	NA
Identity theft	11%	14%	14%	NA	NA	NA	NA
Residential property maintenance	10%	14%	NA	NA	NA	NA	NA
Loitering youth	7%	9%	10%	9%	10%	11%	13%
Lack of housing options for senior citizens	7%	12%	12%	13%	15%	12%	NA
Crime	2%	3%	5%	3%	2%	2%	4%
Flooding	2%	2%	2%	2%	3%	NA	NA

Percent “major” or “extreme” problem.

*New question in 2009.

Comparisons of a subset of potential problems were made by Council District and Police Sector. When rating potential problems in the City, crime, residential property maintenance and violation of traffic laws were some of the lowest rated problems for residents of Council District 4. Residents of Council Districts 1 and 2 tended to rate violation of traffic laws as more problematic than residents in other Council Districts. Residents of Police Sector A rated home foreclosures as a “moderate” or “extreme” problem at a higher rate than residents in other Police Sectors. In general, residents of Police Sectors B tended to rate the potential problems as “moderate” or “extreme” in higher proportions than residents in the other Police Sectors (see *Appendix C: Responses to Selected Survey Questions by Geography* for more information).

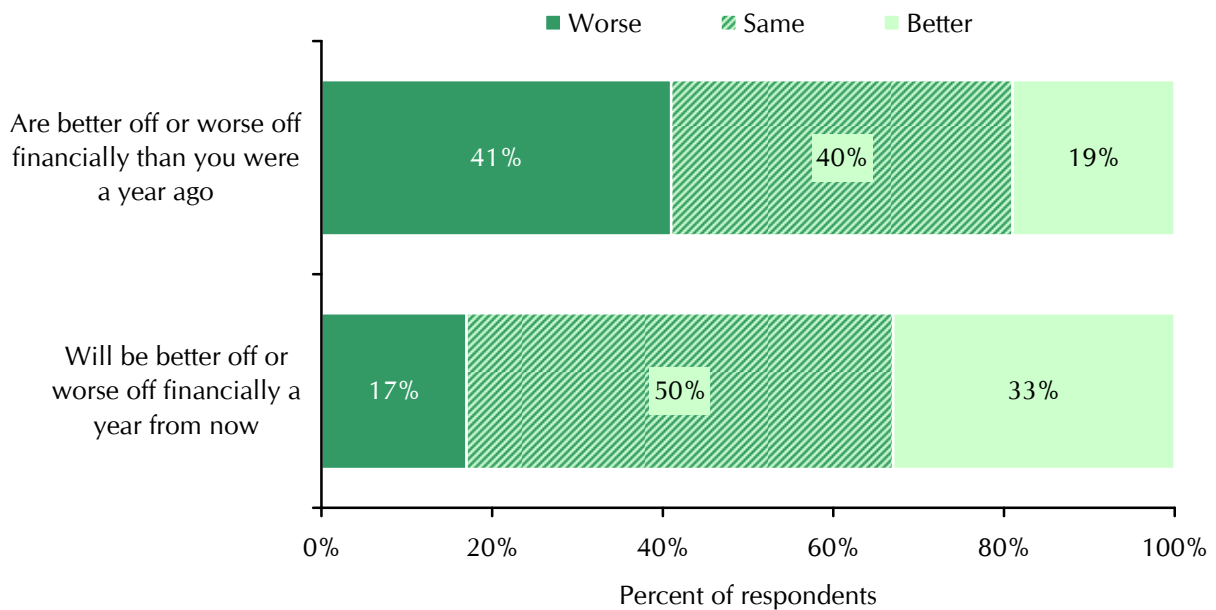
The Economy

Two new questions were added to the 2009 survey to evaluate the economic status of and impact of the economy on Arvada households. Respondents first were asked to evaluate their current financial status compared to one year ago and then were asked to evaluate where they thought they would be financially one year into the future. Residents were split as to their current financial status with 41% saying they were worse off than a year ago and 40% saying their financial status was about the same. One in five respondents reported being better off currently than they were one year ago. When looking into the future, Arvada residents were optimistic with one-third feeling they would be better off financially a year from now and half stating their financial status would be about the same. Seventeen percent felt they would be worse off financially one year from now.

Table 26: Evaluation of Household Financial Status

Please circle the number that best represents your answer. Would you say that you (and your household)...	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Total
Are better off or worse off financially than you were a year ago	5%	15%	40%	27%	14%	100%
Will be better off or worse off financially a year from now	6%	27%	50%	13%	4%	100%

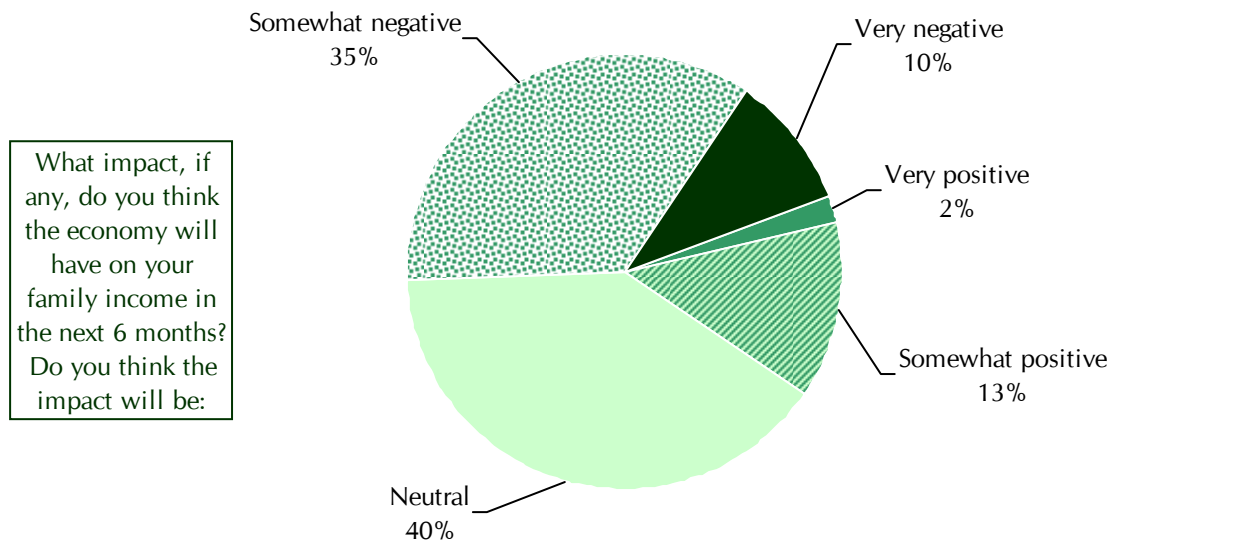
Figure 23: Household Financial Status



New question in 2009.

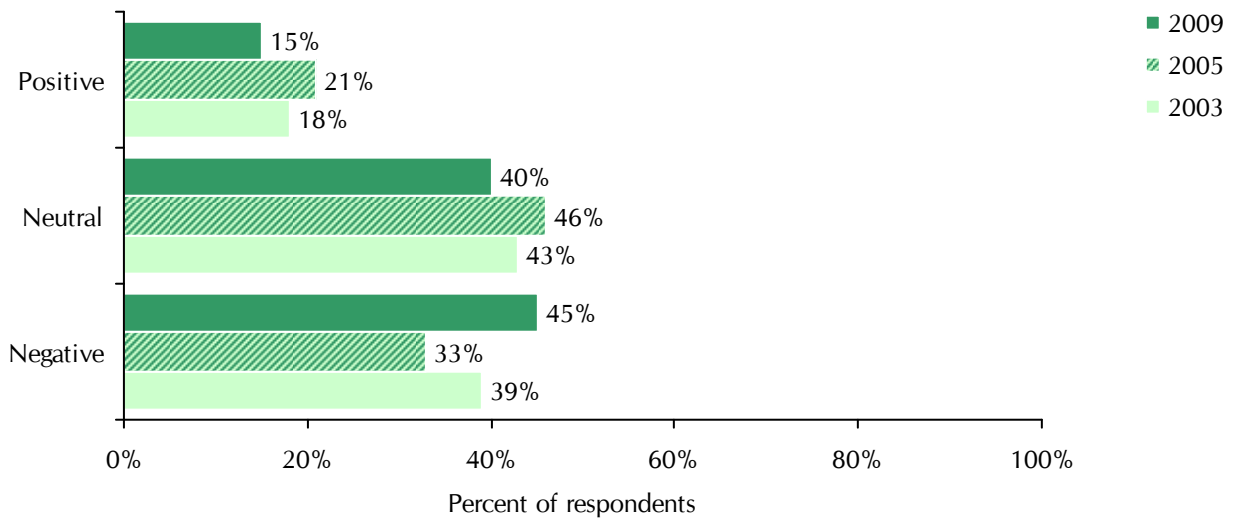
When asked what impact the economy would have on their family income over the next six months, two in five respondents felt there would be no impact (“neutral”) and one-third believed the economy would have a “somewhat” negative impact on their household income. One in 10 felt the economy would have a “very” negative impact on their household income. Fewer respondents (15%) said there would be “very” or “somewhat” positive impact on their household income over the next six months.

Figure 24: Impact of Economic on Household Income



Although economic impact was not assessed on the 2007 survey, this question was asked on the 2005 and 2003 surveys. When compared to previous survey years, as would be expected given the recent recession, residents had a more negative outlook on how the economy would impact their household income in 2009 than in previous survey years.

Figure 25: Economic Impact on Household Income Compared Over Time



Growth Management and Development

A series of questions about growth and development were asked of Arvada residents. Four in 10 or more of respondents felt that the current rate of residential growth was “much” or “somewhat” too fast (46%). Eighteen percent of residents said the speed of retail (shopping) growth was at least “somewhat too fast” and 15% felt that the growth of professional offices was “much” or “somewhat” too fast. Less than one in 10 respondents reported the rate of the other types of growth were “somewhat” or “much” too fast. Each type of growth, except for residential growth, was seen as being “somewhat” or “much” too slow by one-quarter or more of respondents, and 69% felt that job growth was too slow.

Table 27: 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	17%	29%	50%	3%	0%	100%
Retail (shopping) growth	6%	12%	43%	31%	8%	100%
Professional offices	4%	11%	57%	22%	6%	100%
Light industrial/manufacturing	1%	6%	51%	32%	10%	100%
Recreational/entertainment	1%	3%	63%	24%	9%	100%
Job growth	0%	1%	30%	48%	21%	100%

In 2009, a larger proportion of residents noted that the speed of residential growth was about right compared to 2007 (50% versus 37%) and fewer felt it was too fast (46% versus 61%). Fewer respondents in 2009 believed the rate of retail growth (18% versus 24%) was too fast than in 2007. Fewer survey respondents reported that the growth of professional offices (57% versus 63%) and light industrial/manufacturing growth (51% versus 63%) was about right in 2009 than in 2007. More residents in 2009 than in 2007 viewed job growth as too slow (69% versus 57%).

Table 28: Opinions on the Current Rate of Growth in Arvada Compared Over Time

What do you think about the current rate of the following types of growth in Arvada?		2009	2007	2005	2003	2001	1999	1997
Residential growth	Too fast	46%	61%	66%	61%	70%	75%	72%
	About right	50%	37%	33%	37%	28%	24%	27%
	Too slow	3%	1%	2%	2%	1%	1%	1%
	Total	100%	100%	100%	100%	100%	100%	100%
Retail (shopping) growth	Too fast	18%	24%	24%	22%	28%	31%	28%
	About right	43%	46%	46%	49%	40%	44%	43%
	Too slow	39%	30%	30%	29%	32%	25%	29%
	Total	100%	100%	100%	100%	100%	100%	100%
Professional offices	Too fast	14%	11%	14%	11%	12%	16%	NA
	About right	57%	63%	64%	65%	66%	61%	NA
	Too slow	29%	26%	22%	24%	22%	23%	NA
	Total	100%	100%	100%	100%	100%	100%	NA
Light industrial/manufacturing	Too fast	7%	8%	9%	8%	12%	13%	NA
	About right	51%	63%	60%	59%	63%	64%	NA
	Too slow	42%	29%	31%	33%	25%	23%	NA
	Total	100%	100%	100%	100%	100%	100%	NA
Recreational/entertainment	Too fast	4%	4%	6%	7%	5%	NA	NA
	About right	63%	62%	64%	63%	65%	NA	NA
	Too slow	33%	33%	30%	30%	30%	NA	NA
	Total	100%	100%	100%	100%	100%	NA	NA
Job growth	Too fast	1%	2%	2%	2%	4%	7%	7%
	About right	30%	40%	40%	31%	48%	56%	49%
	Too slow	69%	57%	58%	67%	49%	37%	44%
	Total	100%	100%	100%	100%	100%	100%	100%

The quality and variety of residential and business/retail development was evaluated on the 2009 survey, as in previous years. Three in five respondents felt that the quality of residential development was “very good” or “good.” Four in 10 reported that the quality of business/retail development (45%) and the variety of residential development (42%) was “good” or better. One third of residents believed that the variety of business/retail development was at least “good” (36%), with 15% noting it was “bad” or “very bad.”

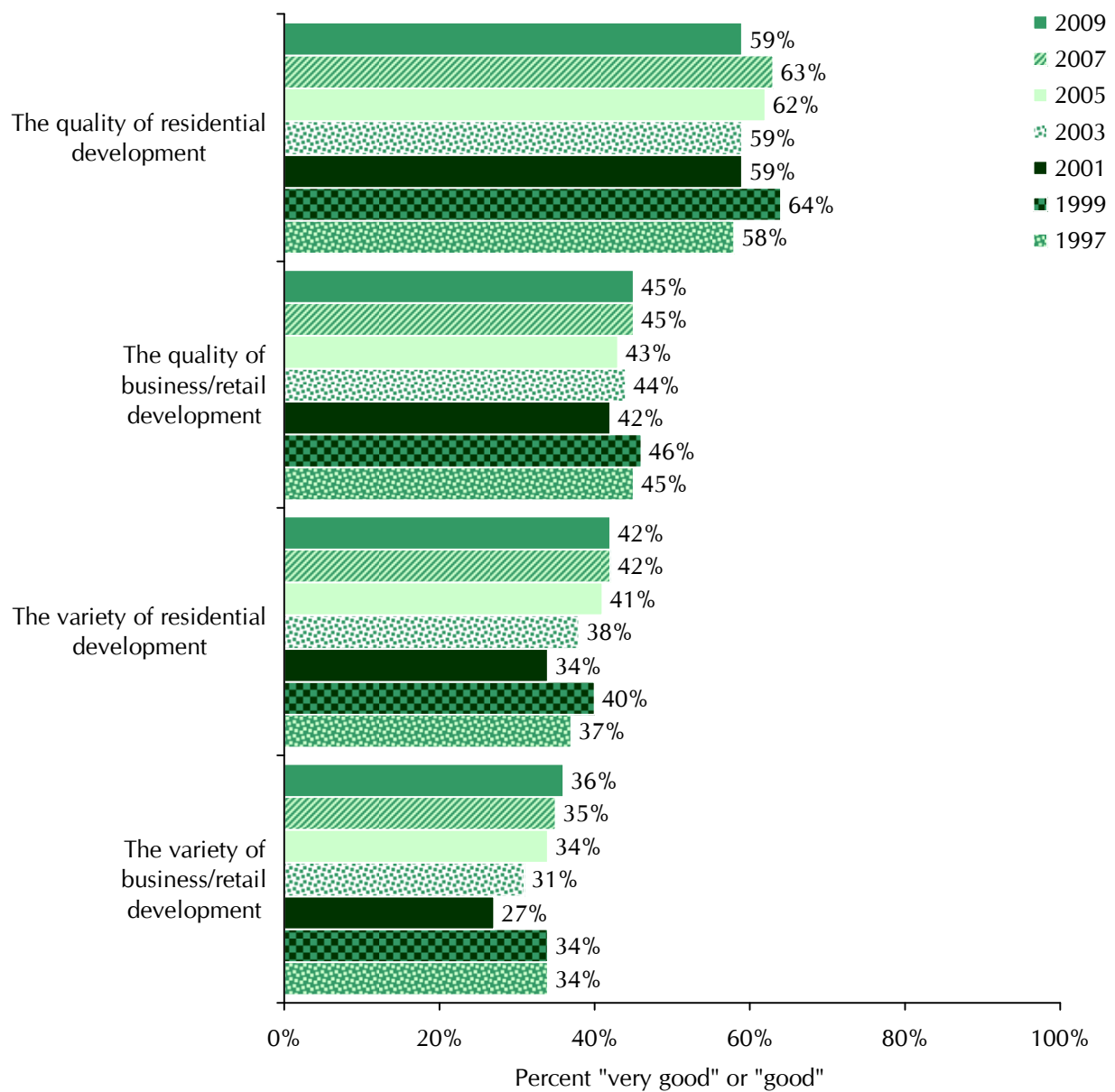
National benchmark comparisons were available for the quality of residential and business/retail development. Similar ratings were given to the quality of residential development when compared to the nation and the quality of business/retail development received ratings below the national average. Front Range comparisons were not available.

Table 29: 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	National Comparison	Front Range Comparison
The quality of residential development	10%	49%	33%	7%	1%	100%	Similar	NA
The quality of business/retail development	5%	40%	44%	8%	3%	100%	Below	NA
The variety of residential development	6%	36%	47%	9%	2%	100%	NA	NA
The variety of business/retail development	4%	32%	47%	14%	3%	100%	NA	NA

When compared to 2007, ratings given in 2009 to the quality and variety of development were similar. These ratings have remained relatively stable since 1997.

Figure 26: Quality and Variety of Development in Arvada Compared Over Time



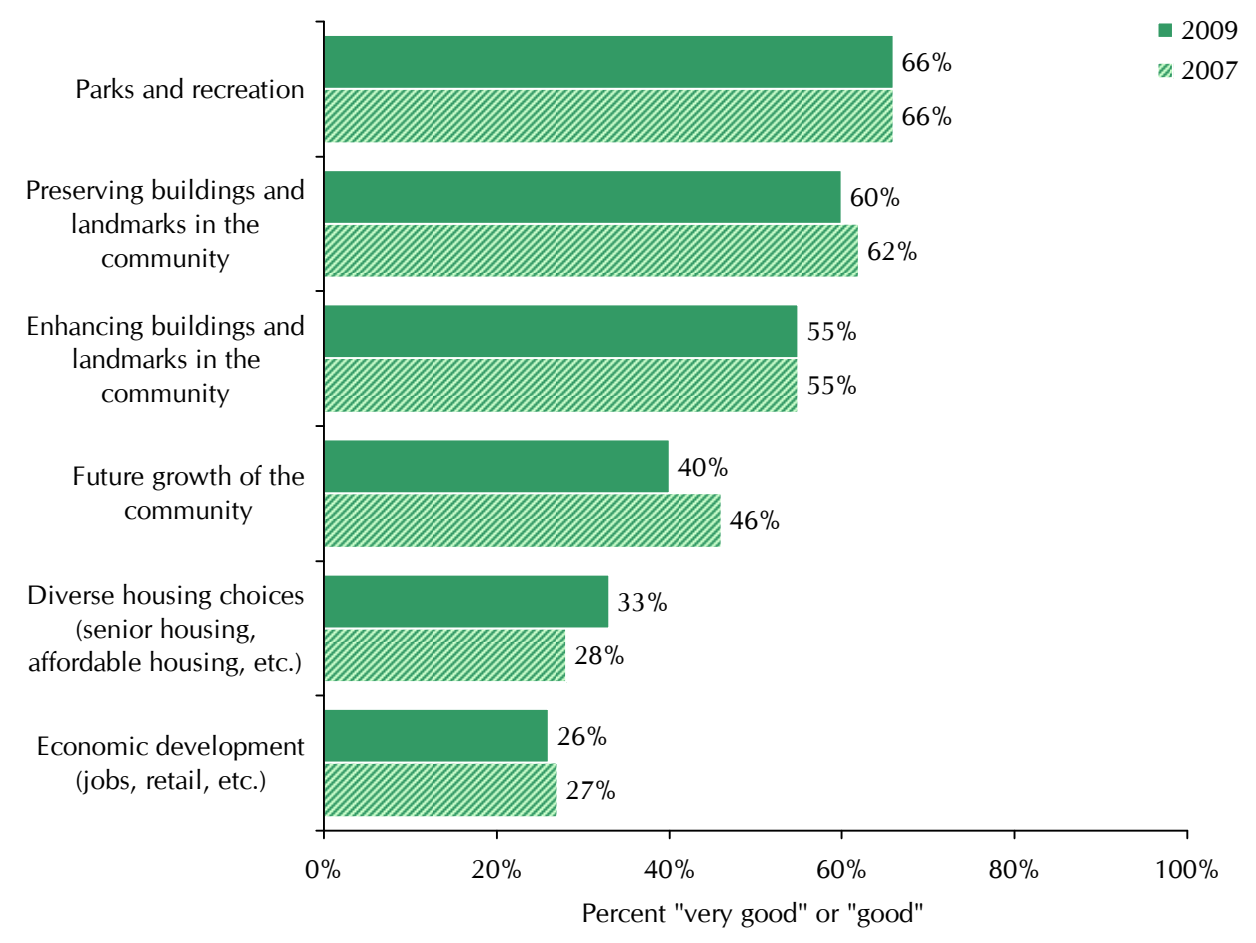
As in 2007, survey respondents were asked to rate the City’s ability to plan for growth in a variety of ways. The City’s ability to plan for parks and recreation was viewed as “very good” or “good” by two-thirds of respondents. Six in 10 felt the City was “good” or better at preserving buildings and landmarks in the community. More than half (55%) believed the City did a “very good” or “good” job enhancing buildings and landmarks in the community. Twenty-six percent of respondents felt that the City’s ability to plan for economic development was “good” or better, with one-third rating it as “bad” or “very bad.”

Table 30: 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
Parks and recreation	17%	49%	26%	5%	3%	100%
Preserving buildings and landmarks in the community	13%	48%	32%	6%	2%	100%
Enhancing buildings and landmarks in the community	9%	46%	37%	6%	3%	100%
Future growth of the community	5%	35%	43%	12%	6%	100%
Diverse housing choices (senior housing, affordable housing, etc.)	4%	30%	50%	13%	4%	100%
Economic development (jobs, retail, etc.)	3%	24%	42%	22%	10%	100%

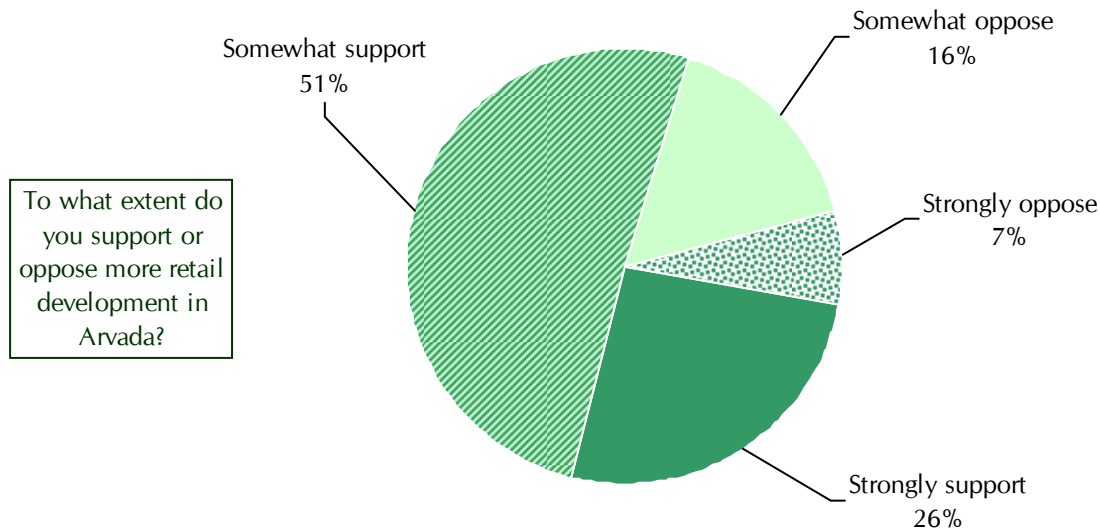
Ratings of Arvada’s ability to plan for growth in 2009 were similar to those given in 2007, except for planning for future growth of the community which received a slightly lower rating in 2009 than in 2007 (40% “very good” or “good” versus 46%, respectively).

Figure 27: Arvada City Government's Ability to Plan for Growth Compared Over Time



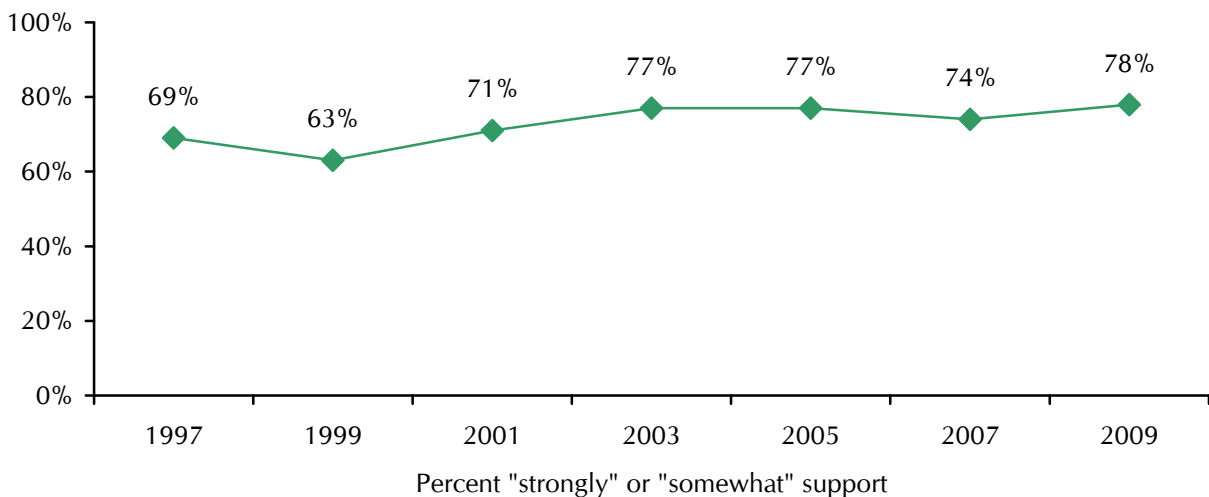
Resident support for or opposition to more retail development in Arvada was gauged on the survey. Three-quarters of residents supported more retail development in the City (77% “strongly” or “somewhat” support). Sixteen percent of respondents “somewhat” opposed and only 7% strongly opposed this initiative.

Figure 28: Support for or Opposition to More Retail Development in Arvada



When compared over time, support for more retail development has increased since 1997 but remained the same from 2007 to 2009.

Figure 29: Support for More Retail Development in Arvada

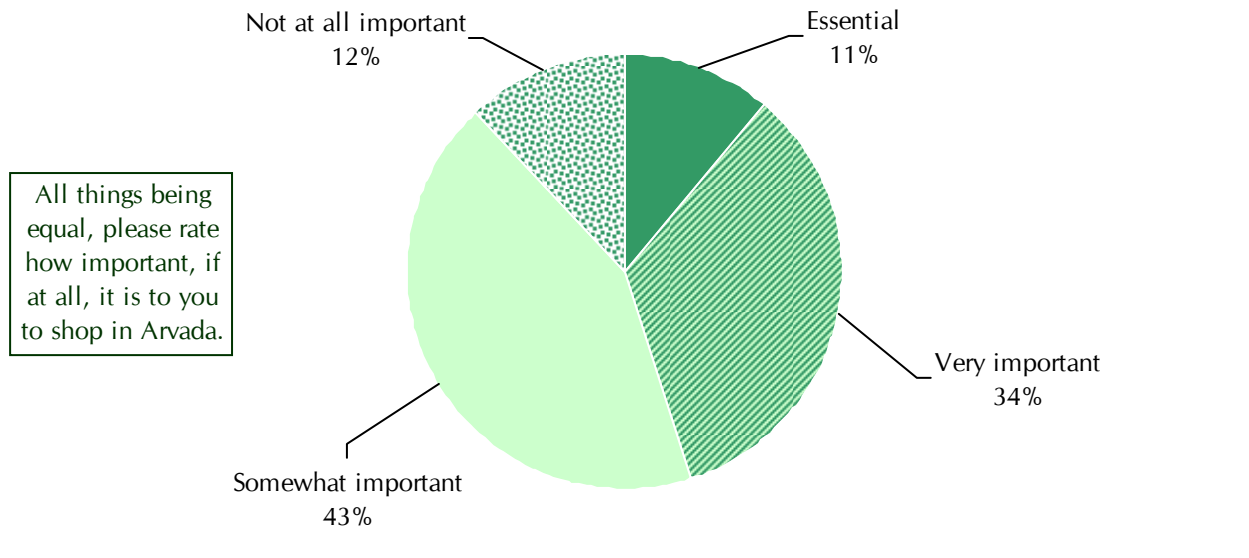


Please note: Prior to 2007, this question was worded as "business development"

The level of support for more retail development was similar among the Council Districts, but differences were found by Police Sector. Residents in Police Sector B tended to be less supportive of more retail development while residents in Police Sector C tended to be more supportive (see Appendix C: Responses to Selected Survey Questions by Geography).

In 2009, Arvada residents were asked about their shopping preferences and, if given the choice, if they would shop in Arvada as opposed to another city or on the Internet. All things being equal, 44% of respondents said it was “essential” or “very important” to them to shop in Arvada. The same proportion of respondents (43%) said it was “somewhat important” to them to shop in Arvada and only 12% felt it was “not at all important.”

Figure 30: Shopping Preferences

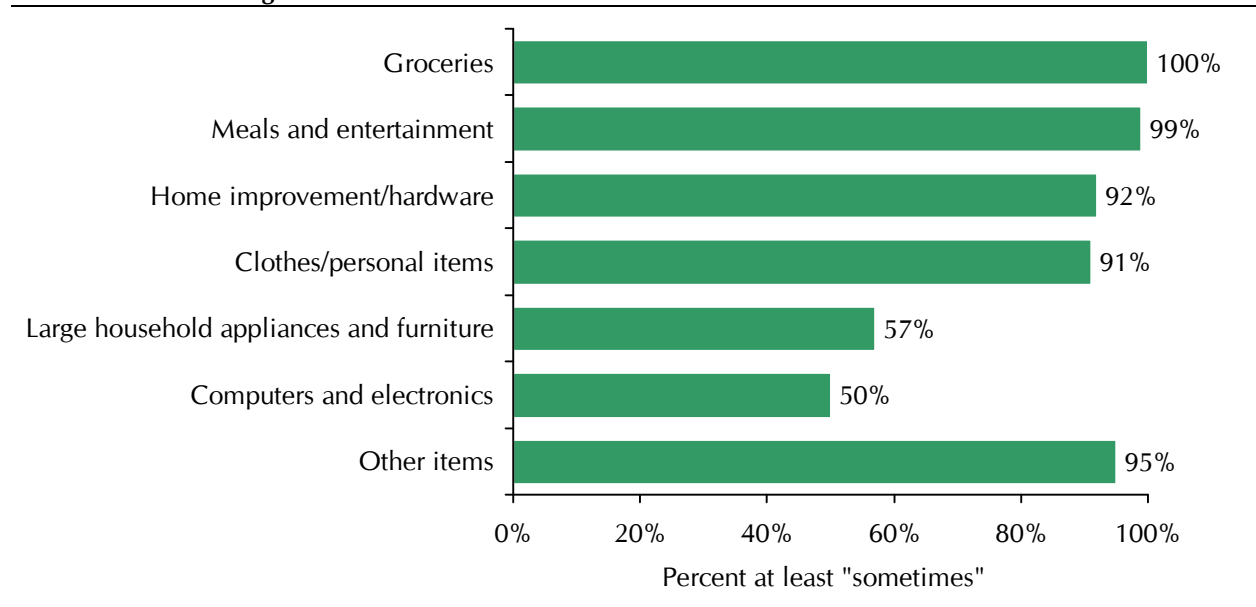


When asked how frequently they made different types of purchases in Arvada, all respondents said they at least “sometimes” purchased groceries and meals and entertainment in Arvada (100% and 99%, respectively), with 75% “always” buying groceries in the City. Nine in 10 residents reported purchasing home improvement/hardware items (92%) and clothes/personal items (91%) at least “sometimes” in Arvada. Large household appliances and furniture were purchased in Arvada at least some of the time by three in five respondents (58%) and half (50%) reported purchasing computers and electronics in the City.

Table 31: Frequency of Purchases Made In Arvada

In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?	Always	Frequently	Sometimes	Never	Total
Groceries	75%	21%	3%	0%	100%
Meals and entertainment	12%	58%	29%	1%	100%
Home improvement/hardware	26%	39%	26%	8%	100%
Clothes/personal items	12%	42%	37%	9%	100%
Large household appliances and furniture	6%	15%	37%	43%	100%
Computers and electronics	5%	10%	35%	50%	100%
Other items	9%	43%	43%	5%	100%

Figure 31: Those Who at Least Sometimes Made Purchase in Arvada



Traffic

Respondents were provided a list of five aspects of traffic and asked to rate how much of a problem each was. The volume of traffic on major streets such as Wadsworth or Ralston Road continued to be the biggest traffic problem noted by residents (56% saying it was a “moderate” or “major” problem); 22% of respondents reported this as a “major” problem. One-third of respondents said that the speed of traffic on residential streets (36%) and traffic movement within the City (33%) was at least a “moderate” problem. The traffic volume on residential streets was seen as a “moderate” or “major” problem by 18% of respondents and, new to the 2009 survey, the accessibility of commercial and retail centers was viewed as at least a “moderate” problem by 15% of respondents.

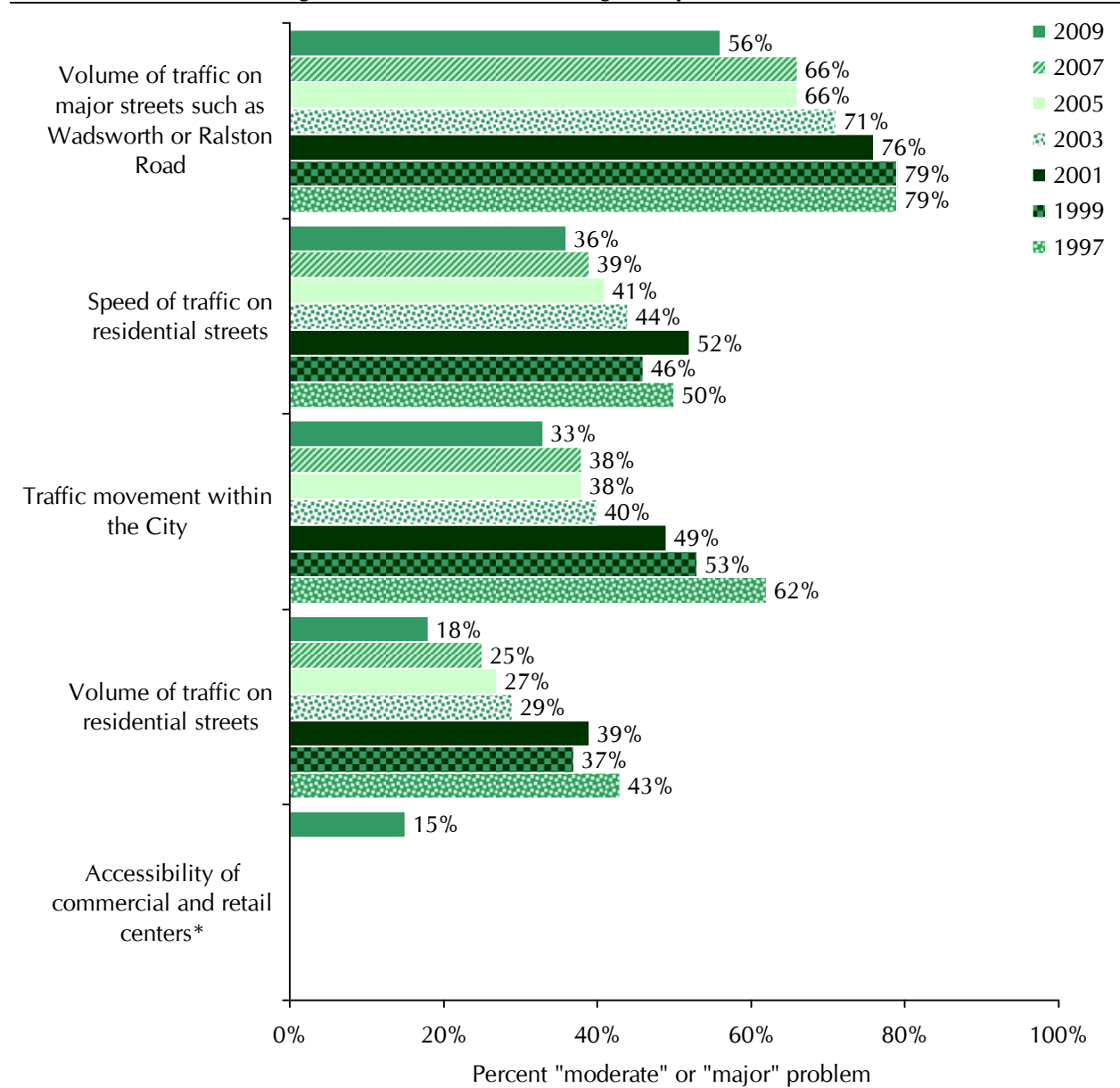
Table 32: Arvada Traffic Ratings

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	13%	31%	34%	22%	100%
Speed of traffic on residential streets	32%	31%	24%	12%	100%
Traffic movement within the City	25%	43%	25%	7%	100%
Volume of traffic on residential streets	45%	36%	14%	5%	100%
Accessibility of commercial and retail centers*	57%	27%	12%	4%	100%

*New question in 2009.

Traffic problems continued to decline over time and, in 2009, ratings of traffic volume on major streets (56% "moderate" or "major" problem in 2009 versus 66% in 2007), traffic movement within the City (33% versus 38%), and traffic volume on residential streets (18% versus 25%) were thought of as less of a problem.

Figure 32: Arvada Traffic Ratings Compared Over Time



*New question in 2009.

Also new in 2009 was a question that gauged resident support for or opposition to three different traffic and transportation improvement projects. A slim majority of residents supported the completion of the metropolitan beltway, with 21% “strongly” supporting and 35% “somewhat” supporting this project. Just over half (55%) supported the removal of non-critical street lighting to reduce energy consumption and costs, with fewer participants voicing “strong” support (22%) than “somewhat” support (34%). Less support was seen for a service fee that only would fund the maintenance of pavement on existing streets, with 44% of residents supporting this fee and 56% opposing it.

Table 33: Support for or Opposition to Traffic and Transportation Improvement Projects

To what extent do you support or oppose each of the following...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	Percent "strongly" or "somewhat" support
The completion of the metropolitan beltway, connecting the Northwest Parkway at Broomfield to C470 at I-70	21%	35%	19%	25%	100%	56%
The removal of non-critical street lighting to reduce energy consumption and costs	22%	34%	28%	16%	100%	55%
A service fee, similar to utility fees, that only would fund the maintenance of pavement on existing streets	6%	39%	30%	26%	100%	44%

New question in 2009.

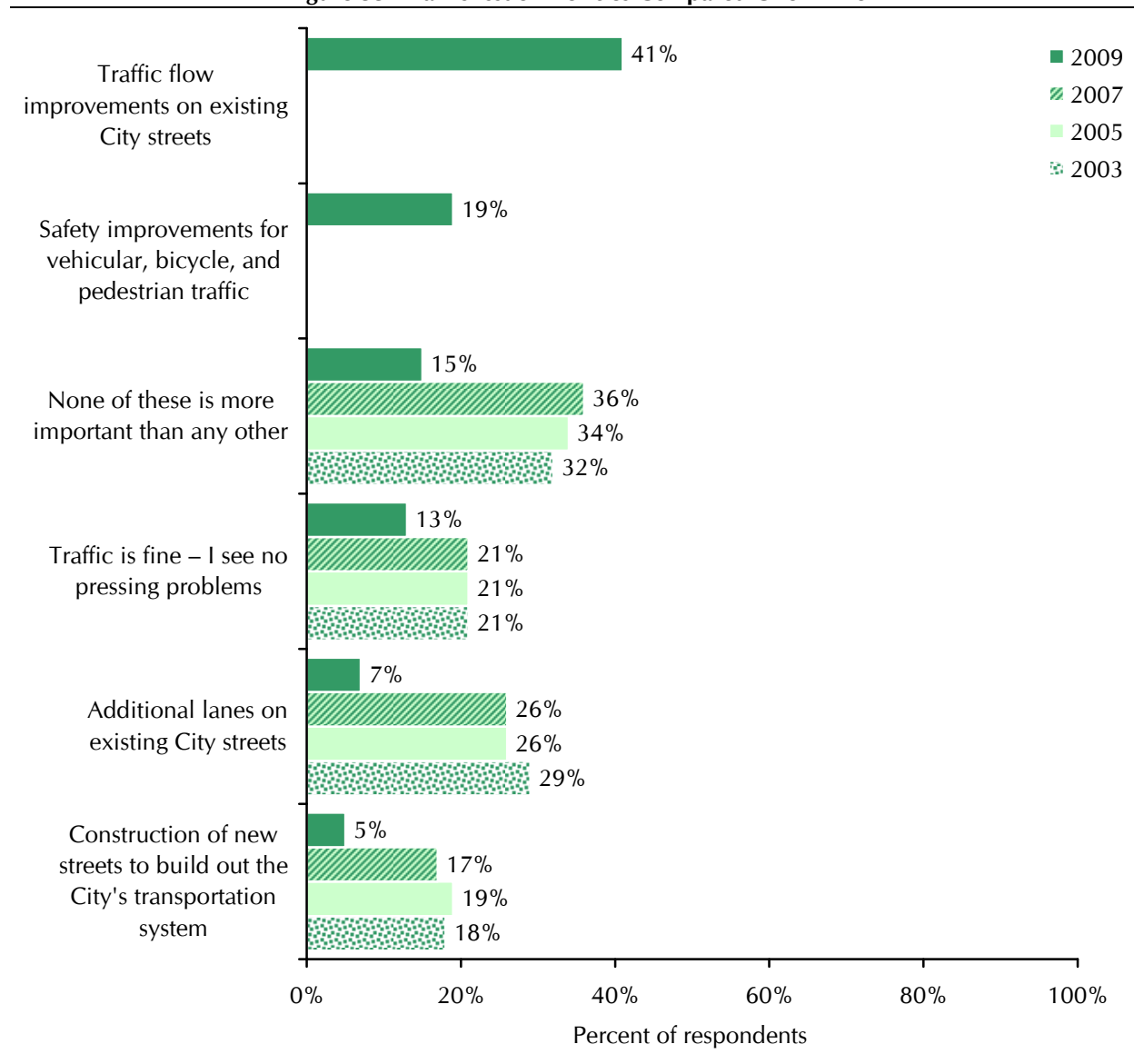
Overall, residents reported moderate levels of support for traffic and transportation improvement projects. However, residents in Council District 1 and Police Sector A showed higher levels of support for the completion of the metropolitan beltway than residents in other Council Districts and Police Sector (see *Appendix C: Responses to Selected Survey Questions by Geography*).

Resident priorities as it related to traffic issues was assessed on the survey. Residents were provided a list of six response options from which they could choose one, including four options related to traffic issues, one option stating traffic was fine, and one option stating that each traffic issue was equally important.

Two new traffic issues were presented to residents in 2009: traffic flow improvements on existing City streets and safety improvements for vehicular, bicycle, and pedestrian traffic. These two traffic issues were viewed as the highest priorities (41% and 19%, respectively). Fifteen percent of residents felt that none of the issues were more important than the others and 13% believed that traffic was fine.

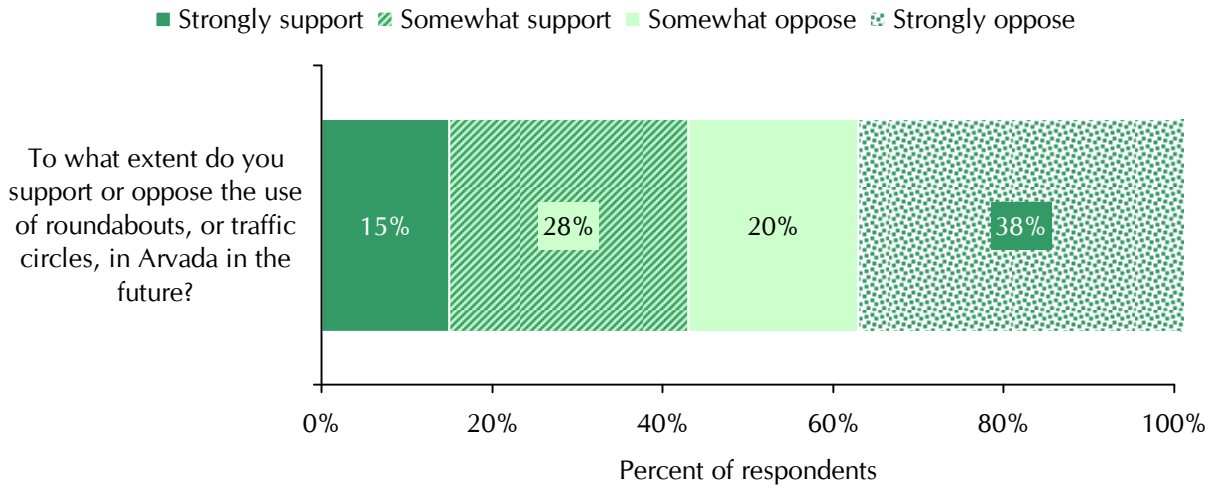
With the addition of the two new traffic issue options, all other categories saw a decrease from 2007 to 2009.

Figure 33: Traffic Issue Priorities Compared Over Time



In 2009, respondents were asked about their support for or opposition to the use of roundabouts, or traffic circles, in Arvada in the future. A slight majority of residents opposed this initiative with 20% “somewhat” opposing and 38% “strongly” opposing. Four in 10 respondents supported the use of roundabouts. More residents strongly opposed roundabouts than strongly supported them (38% versus 15%, respectively).

Figure 34: Support for or Opposition to Roundabouts in Arvada



Parking

A new question was included on the 2009 survey asking respondents the extent to which they agreed or disagreed with four statements regarding parking in Arvada. Two-thirds of residents (67%) “strongly” or “somewhat” agreed that the City should consider the development of additional parking in strategic locations such as Olde Town. Half (52%) of respondents at least “somewhat” agreed that on-street parking was available in non-residential areas and 40% agreed that the revenues to provide possible future parking should be generated by on-street paid parking (36% of respondents disagreed with the latter statement). A small percentage of residents (18%) agreed that the City should better enforce parking time restrictions, with 24% in disagreement with this statement.

Table 34: Parking Issues

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	Percent "strongly" or "somewhat" agree
The City should consider the development of additional parking in strategic locations such as Olde Town	22%	44%	22%	8%	3%	100%	67%
On-street parking is available in non-residential areas	12%	40%	31%	13%	3%	100%	52%
The revenues to provide possible future parking should be generated by on-street paid parking (i.e., meters)	12%	28%	24%	18%	18%	100%	40%
The City should better enforce parking time restrictions	5%	13%	58%	16%	8%	100%	18%

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

As in 2007, the 2009 survey included questions regarding community sustainability. Respondents were asked to what extent they supported or opposed a number of actions the City could take to preserve and maintain Arvada. About three-quarters or more of Arvada residents said they would support each of the 13 actions. The largest amount of support was for the City to create incentives for homeowners to increase energy efficiency and renewable energy in their own homes (91% "strongly" or "somewhat" support); to create incentives for increased water conservation (91%); and to increase recycling options for residents (91%). Fewer respondents were supportive of the City requiring that all new homes be built using environmentally friendly building methods (77%).

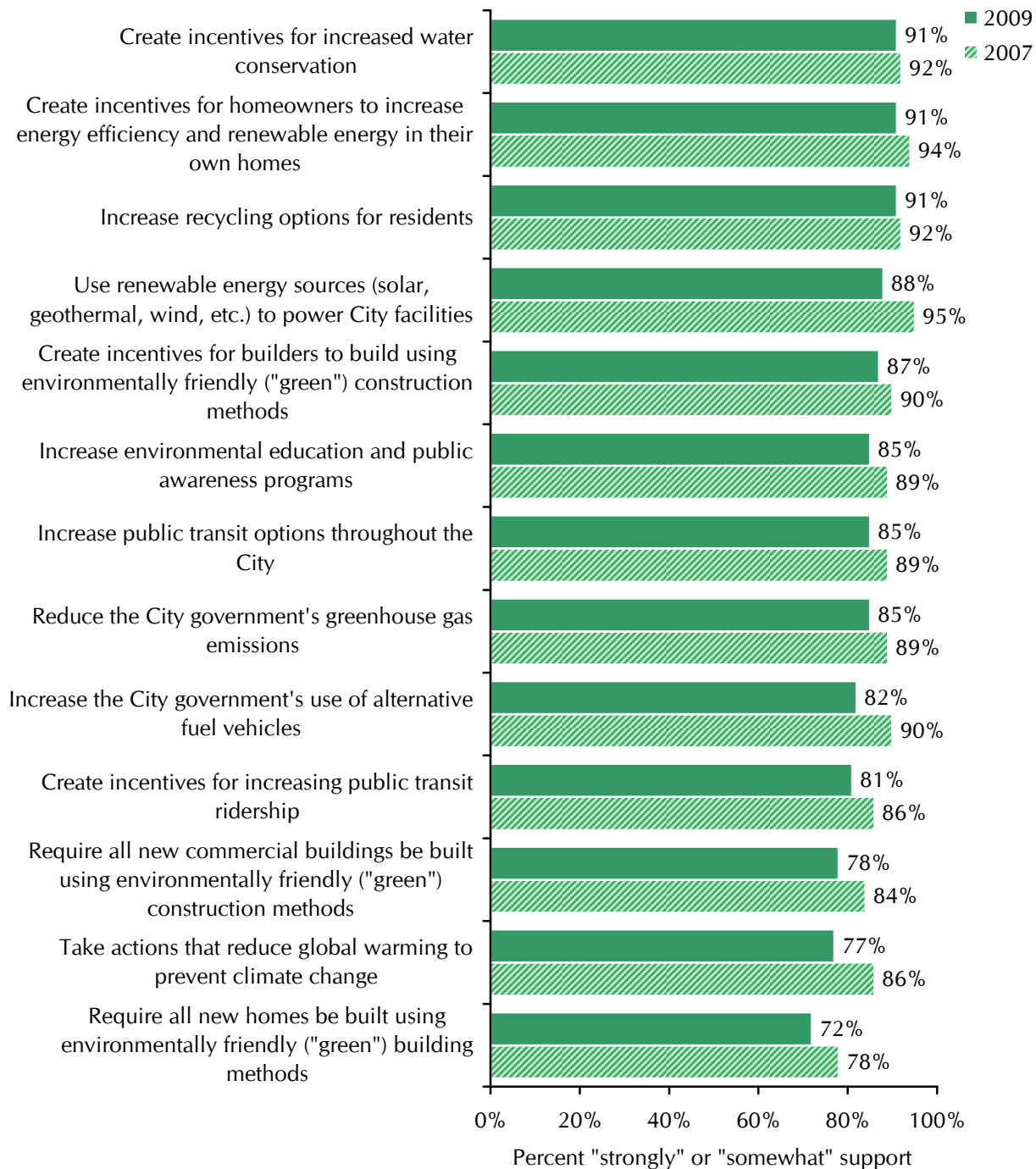
One-quarter or more respondents said they would "somewhat" or "strongly" oppose the City requiring all new commercial buildings be built using environmentally friendly construction methods (22%), taking actions that reduce global warming to prevent climate change (23%), and requiring all new homes be built using environmentally friendly building methods (29%).

Table 35: Support for or Opposition to 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
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	54%	37%	6%	3%	100%
Create incentives for increased water conservation	51%	40%	6%	4%	100%
Increase recycling options for residents	57%	34%	5%	4%	100%
Use renewable energy sources (solar, geothermal, wind, etc.) to power City facilities	48%	40%	8%	4%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	50%	37%	7%	6%	100%
Reduce the City government's greenhouse gas emissions	35%	50%	8%	7%	100%
Increase environmental education and public awareness programs	36%	49%	8%	6%	100%
Increase public transit options throughout the City	45%	39%	11%	4%	100%
Increase the City government's use of alternative fuel vehicles	36%	47%	13%	5%	100%
Create incentives for increasing public transit ridership	42%	39%	13%	6%	100%
Require all new commercial buildings be built using environmentally friendly ("green") construction methods	39%	39%	14%	8%	100%
Take actions that reduce global warming to prevent climate change	40%	37%	13%	10%	100%
Require all new homes be built using environmentally friendly ("green") building methods	33%	39%	17%	12%	100%

When compared to 2007 ratings, five of the 13 sustainability actions received less support in 2009: requiring all new commercial buildings be built using environmentally friendly construction methods (78% support in 2009 versus 84% in 2007); requiring all new homes be built using environmentally friendly building methods (72% versus 78%); using renewable energy sources (solar, geothermal, wind, etc.) to power City facilities (88% versus 95%); increasing the City government's use of alternative fuel vehicles (82% versus 90%); and taking actions that reduce global warming to prevent climate change (77% versus 86%).

Figure 35: Support for or Opposition to City Actions for Future Sustainability Compared by Over Time



Potential Programs the City Might Pursue

When asked to rate their support for or opposition to a tax increase to allow the City to pursue a variety of potential new programs, 9 in 10 respondents were in favor of funding ongoing maintenance of roads (90% “somewhat” or “strongly” support). About four out of five Arvada residents supported a tax increase to improve existing neighborhood parks (86%); fund day-to-day maintenance of parks, trails, open space, and medians (83%); and make walking and biking easier around Arvada by connecting bike lines and sidewalks (77%). One-third or more of survey respondents said they would oppose a tax increase for purchasing additional land for open space (30%), building new neighborhood parks (35%), constructing new trails (37%), and building large community and regional parks (40%).

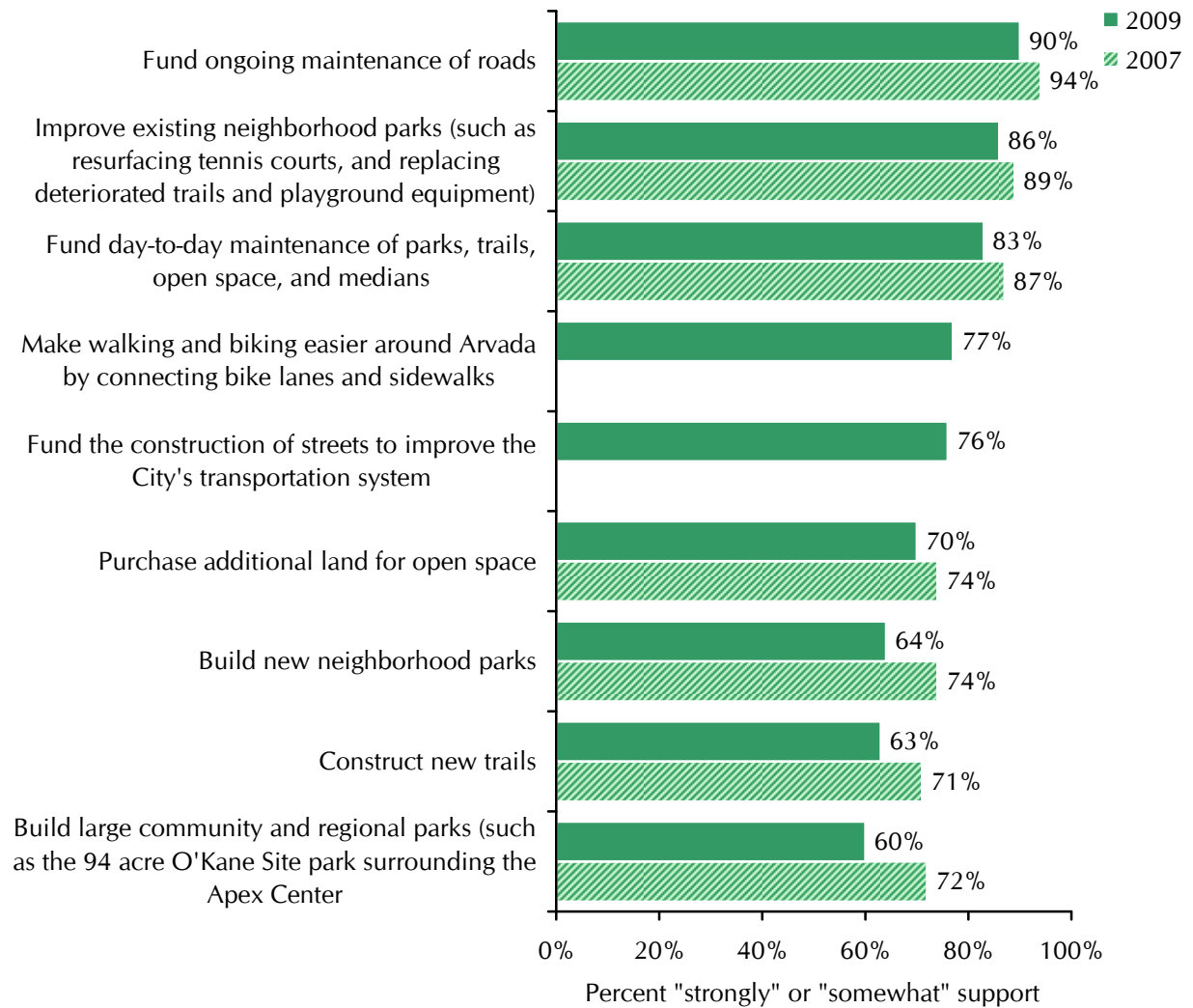
Table 36: Support for or Opposition to the City of Arvada Pursuing New Programs

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	Total
Fund ongoing maintenance of roads*	39%	51%	7%	3%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	30%	56%	9%	5%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	29%	54%	11%	6%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	32%	45%	16%	7%	100%
Fund the construction of streets to improve the City's transportation system	27%	49%	17%	7%	100%
Purchase additional land for open space	23%	47%	16%	14%	100%
Build new neighborhood parks	18%	47%	25%	10%	100%
Construct new trails	15%	47%	26%	11%	100%
Build large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center)	14%	45%	26%	14%	100%

*New question in 2009.

For the majority of the nine programs asked about, similar amounts of support were voiced in 2009 as in 2007. However, fewer respondents in 2009 than in 2007 were supportive of a tax increase to build new neighborhood parks (64% support in 2009 versus 74% in 2007), construct new trails (63% versus 71%), and build large community and regional parks (60% versus 72%).

Figure 36: Support for or Opposition to the City of Arvada Pursuing New Programs Compared Over Time

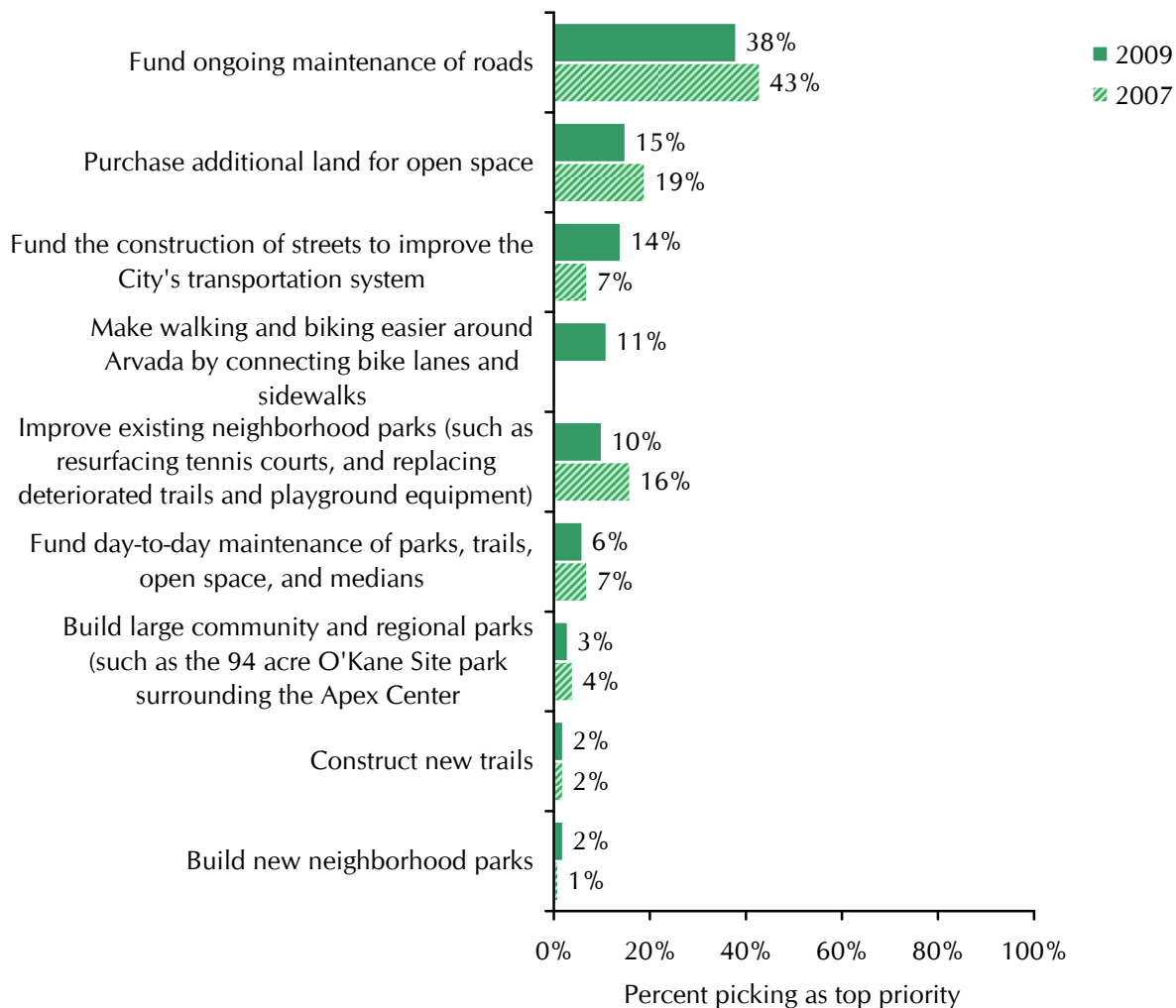


*New question in 2009.

Residents were also provided the opportunity to rate their top three priorities out of the nine programs listed on the survey. Of those respondents who rated the priorities, the top priority for most was funding ongoing maintenance of roads, with 38% selecting this as their number one priority. Fifteen percent of residents wanted to see purchasing additional land for open space as a top priority and 14% mentioned funding the construction of streets to improve the City's transportation system as their top priority. One in 10 noted making walking and biking easier around Arvada by connecting bike lanes and sidewalks (11%) and improving existing neighborhood parks (10%). Less than 10% of residents selected the other new programs as a top priority.

The programs that were the top priority for residents in 2009 were similar to 2007, except for funding the construction of streets to improve the City's transportation system (14% versus 7%, respectively), which saw an increase in ratings, and improving existing neighborhood parks (10% in 2009 versus 16% in 2007) which saw a decline in the number of respondents selecting this program. Differences in question wording may be at least partially attributable to changes over time.

Figure 37: New Programs: Top Priority

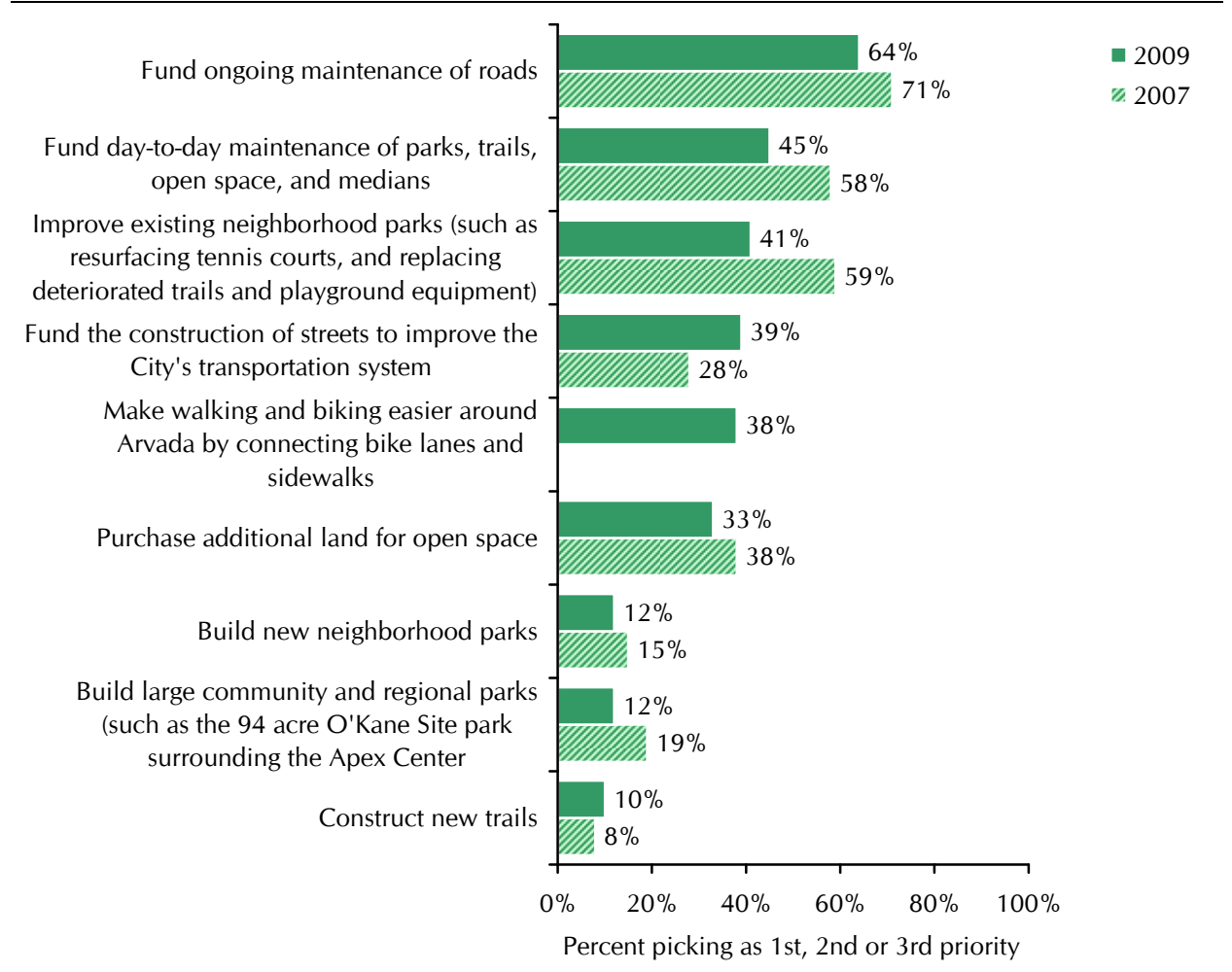


Please note: In 2007, "Fund the construction of streets to improve the City's transportation system" was worded as "Fund expansion of existing roads or build additional roads".

When gauging residents' top three priorities, the relative order of priority for the programs was similar in 2009 as in 2007. Funding ongoing maintenance of roads was selected as the first, second, or third priority for two-thirds of residents (64%), which was slightly less than ratings given in 2007 (71%). Four in 10 or more respondents mentioned the following as at least one of their top three priorities: funding day-to-day maintenance of parks, trails, open space, and medians (45%); improving existing neighborhoods parks (41%); funding the construction of streets to improve the transportation system (39%); and making walking and biking easier around Arvada by connecting bike lanes and sidewalks (38%).

A decrease in the number of respondents selecting a program as one of their top three priorities was seen for the following programs from 2007 to 2009: funding day-to-day maintenance of parks, trails, open space, and medians (58% in 2007 versus 45% in 2009); improving existing neighborhoods parks (59% versus 41%); and building large community and regional parks (59% versus 41%). Funding the construction of streets to improve the transportation system saw an increase in the proportion of respondents selecting it as a first, second or third priority from 2007 to 2009 (28% versus 39%, respectively). Differences in question wording may be at least partially attributable to changes over time.

Figure 38: New Programs: First, Second and Third Priority



Please note: In 2007, "Fund the construction of streets to improve the City's transportation system" was worded as "Fund expansion of existing roads or build additional roads".

Technology and Sources of Information

Television and Internet

Four out of five residents reported subscribing to cable or satellite television, which was an increase from the 2007 survey results. Of those subscribing to cable or satellite television, the majority of respondents said they subscribed to Comcast (60%), 37% had satellite service, and 3% subscribed to US Cable. Comcast subscriptions have steadily declined since 2001 and subscriptions to satellite services have been increasing over time.

Figure 39: Cable or Satellite Television Subscription Compared Over Time

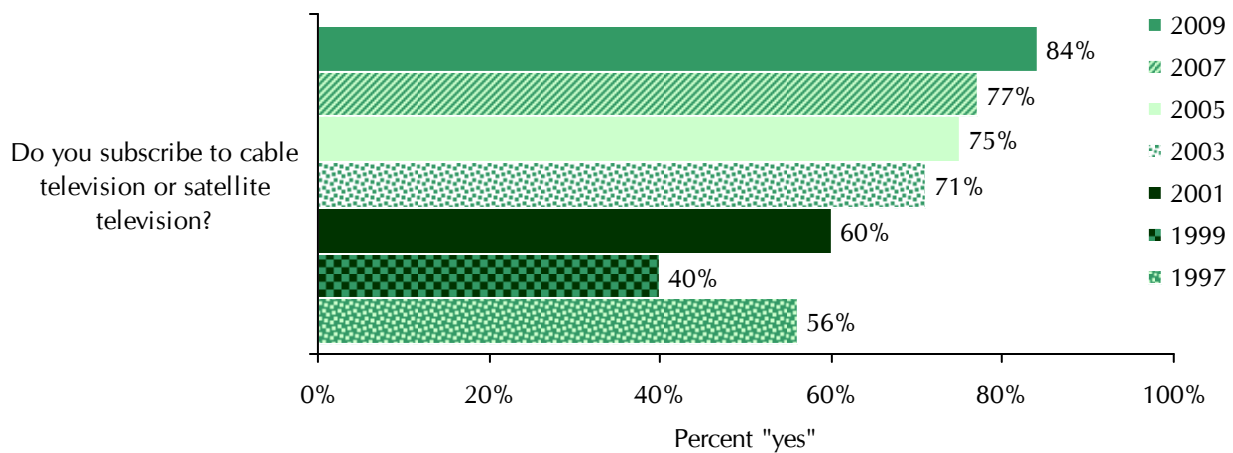
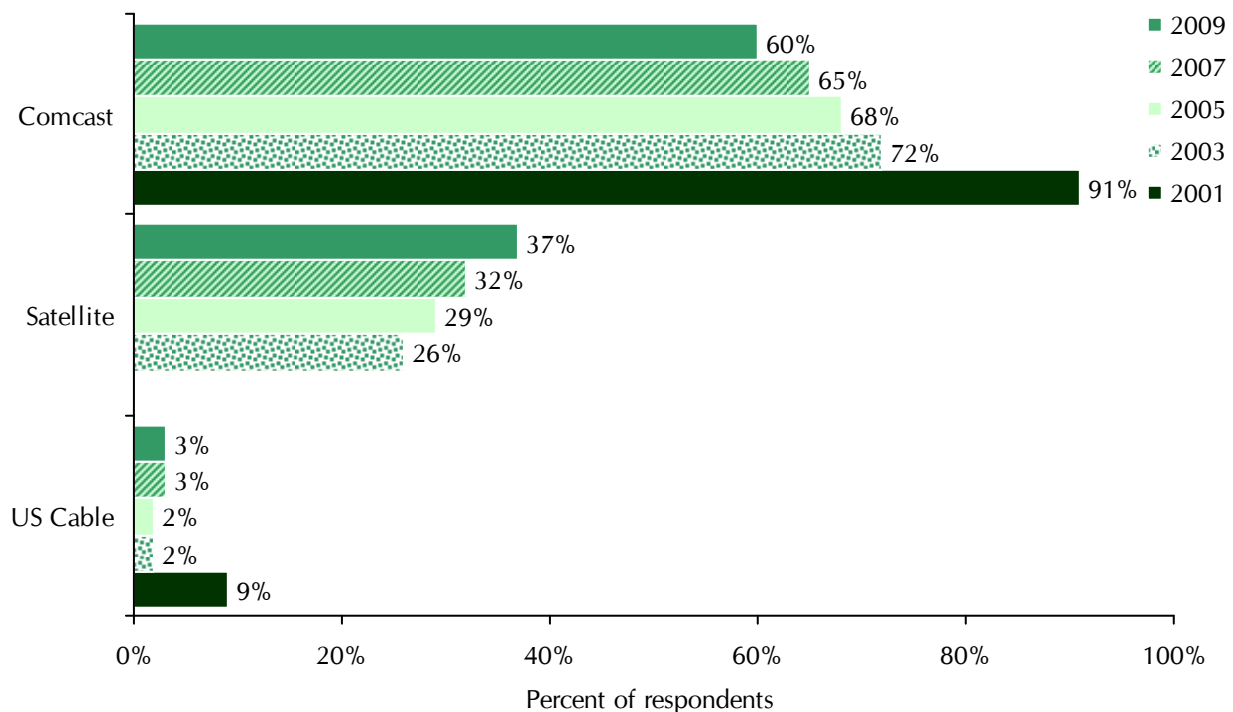


Figure 40: Television Service Type Compared Over Time

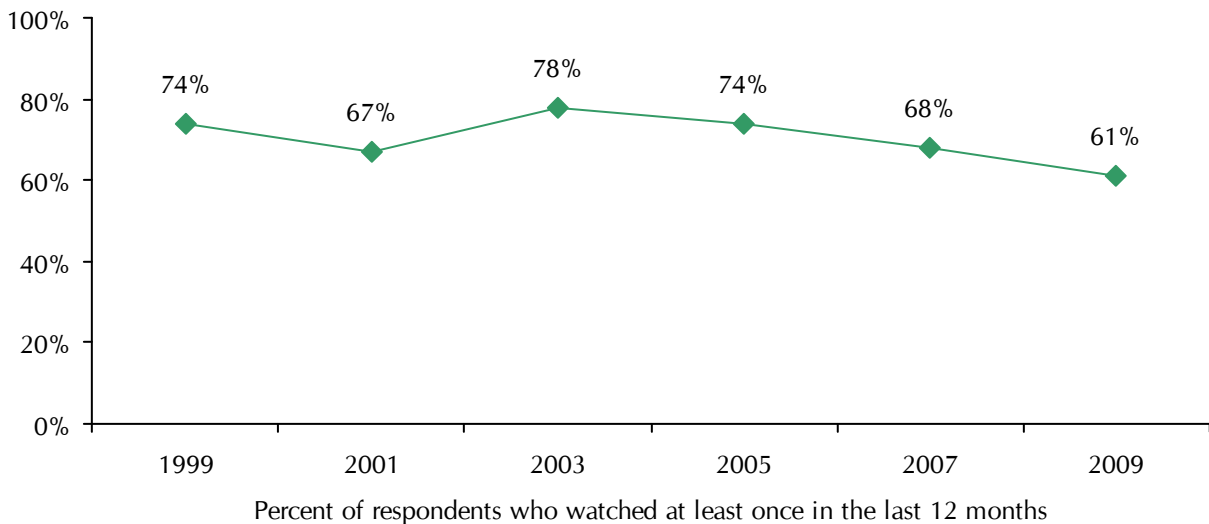


When asked how many times in the last 12 months they had watched programming on Channel 8, two out of five respondents reported never having watched Channel 8 programming, and viewership has steadily declined over time (see *Figure 41* below and *Figure 42* on the following page). This is a trend that has been seen in most communities. The most watched shows on Channel 8 were “Cop Talk” (35% watching at least once in the last 12 months), “Community Messages” (32%), City Council meetings (32%), and “Let’s Talk with Ed Sardella” (29%). One-quarter or less reported watching any of the other programs.

Table 37: Channel 8 Program Viewership

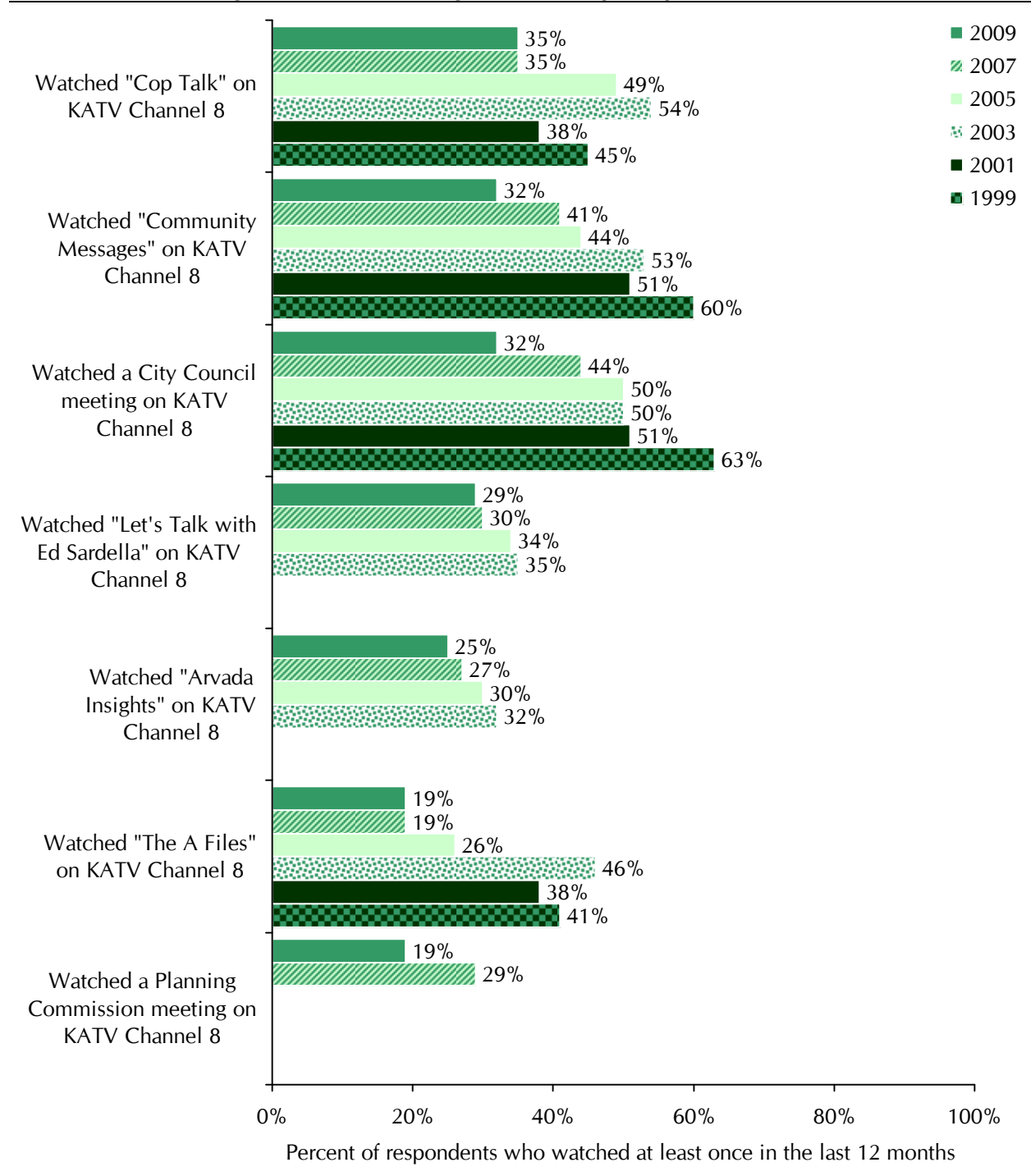
In the last 12 months, how many times, if ever, have you done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Watched anything on KATV Channel 8	39%	32%	21%	6%	3%	100%
Watched “Cop Talk” on KATV Channel 8	65%	23%	9%	3%	1%	100%
Watched “Community Messages” on KATV Channel 8	68%	21%	8%	2%	1%	100%
Watched a City Council meeting on KATV Channel 8	68%	22%	9%	2%	0%	100%
Watched “Let’s Talk with Ed Sardella” on KATV Channel 8	71%	19%	8%	2%	0%	100%
Watched “Arvada Insights” on KATV Channel 8	75%	17%	5%	2%	0%	100%
Watched “The A Files” on KATV Channel 8	81%	13%	4%	1%	0%	100%
Watched a Planning Commission meeting on KATV Channel 8	81%	13%	5%	1%	0%	100%

Figure 41: Respondents Who Have Ever Watched Channel 8 Programming Compared Over Time



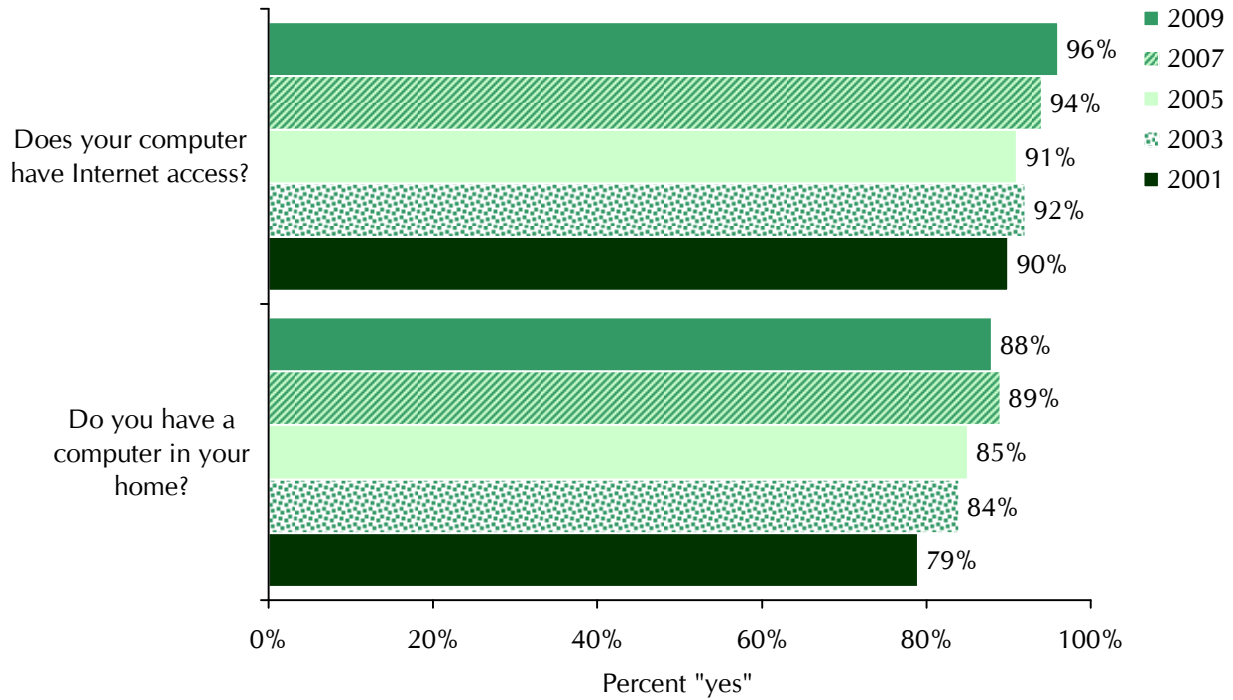
Three of the seven shows asked about on the survey saw a decline in viewership from 2007 to 2009: "Community Messages" (41% watched at least once in 2007 versus 32% in 2009), City Council meetings (44% versus 32%), and Planning Commission meetings (29% versus 19%).

Figure 42: Channel 8 Program Viewership Compared Over Time



Nine in 10 survey respondents (88%) reported having a computer in their home. Of those with a home computer, nearly all (96%) said they had access to the Internet. The proportion of people with a home computer and with a computer that had Internet access was similar in 2009 as in 2007.

Figure 43: Computer and Internet Use Compared Over Time



More than half of Arvada residents (56%) reported visiting the City's Web site, which was similar to the proportion in 2007. Similar to 2007, nearly all of those who had accessed the City's Web site in 2009 said they found what they were looking for (90%).

Figure 44: Accessed Information on City's Web Site Compared Over Time

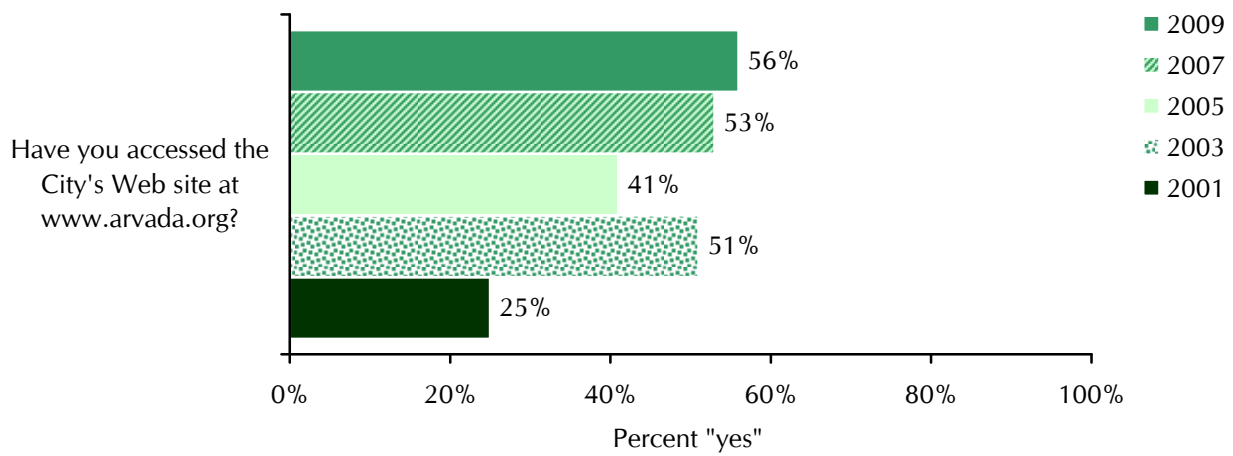
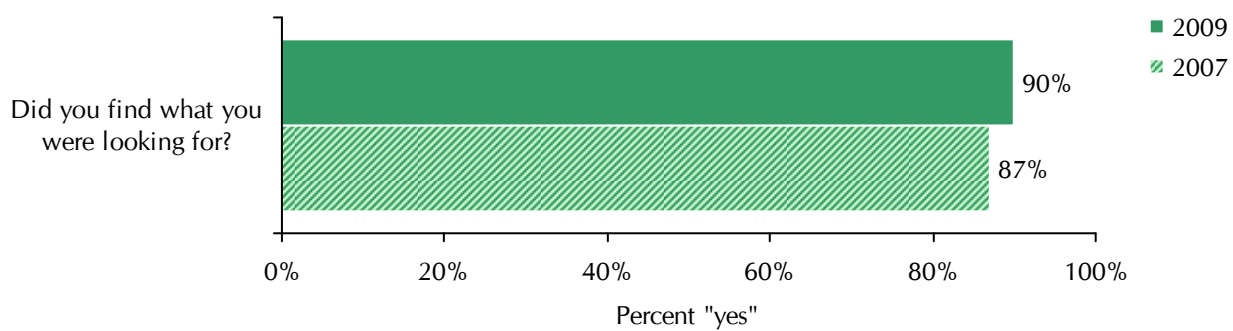


Figure 45: Found Information on City's Web Site Compared Over Time



Please note: This question was asked only of those who reported accessing the City's Web Site.

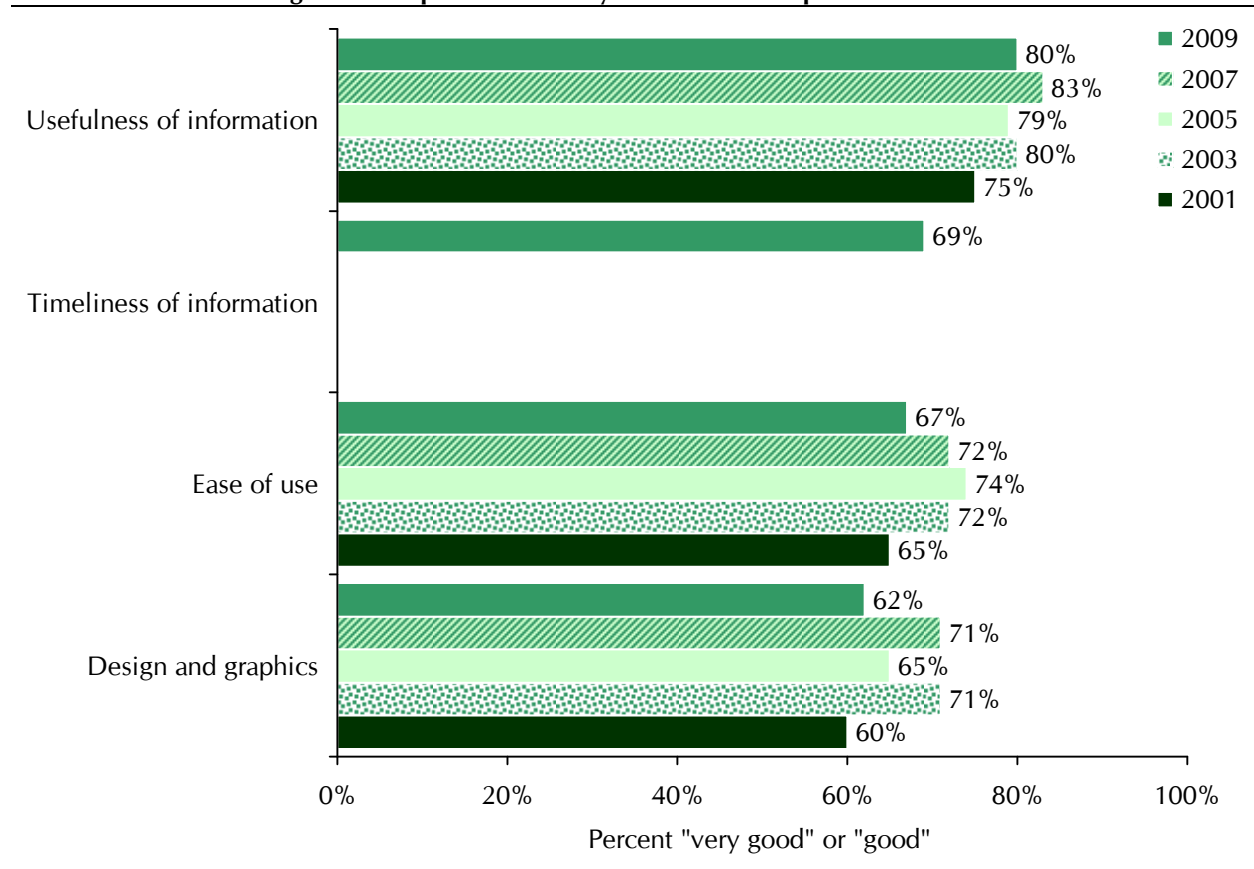
Respondents who reported accessing the Arvada Web site were asked several questions about different aspects of the site and their frequency of use of the site. Eighty percent of respondents found the information on the Web site useful (80% said “very good” or “good”), and two-thirds felt that the timeliness of information (69%) and the ease of use (67%) was “good” or better. Six in 10 residents (62%) believed that the design and graphics were at least “good.” Five percent or less of respondents gave “bad” or “very bad” ratings to the different aspects of the City’s Web site.

Table 38: Aspects of the City's Web Site

How would you rate the following aspects of the City's Web site at www.ci.arvada.co.us?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Usefulness of information	21%	58%	19%	1%	0%	100%
Timeliness of information	16%	53%	29%	2%	0%	100%
Ease of use	18%	49%	28%	4%	1%	100%
Design and graphics	15%	47%	36%	2%	0%	100%

Fewer participants in 2009 than in 2007 believe that the ease of use (67% “good” or better in 2009 versus 72% in 2007) and the design and graphics (62% versus 71%) were “very good” or “good.” Ratings of the other aspects remained the same.

Figure 46: Aspects of the City's Web Site Compared Over Time



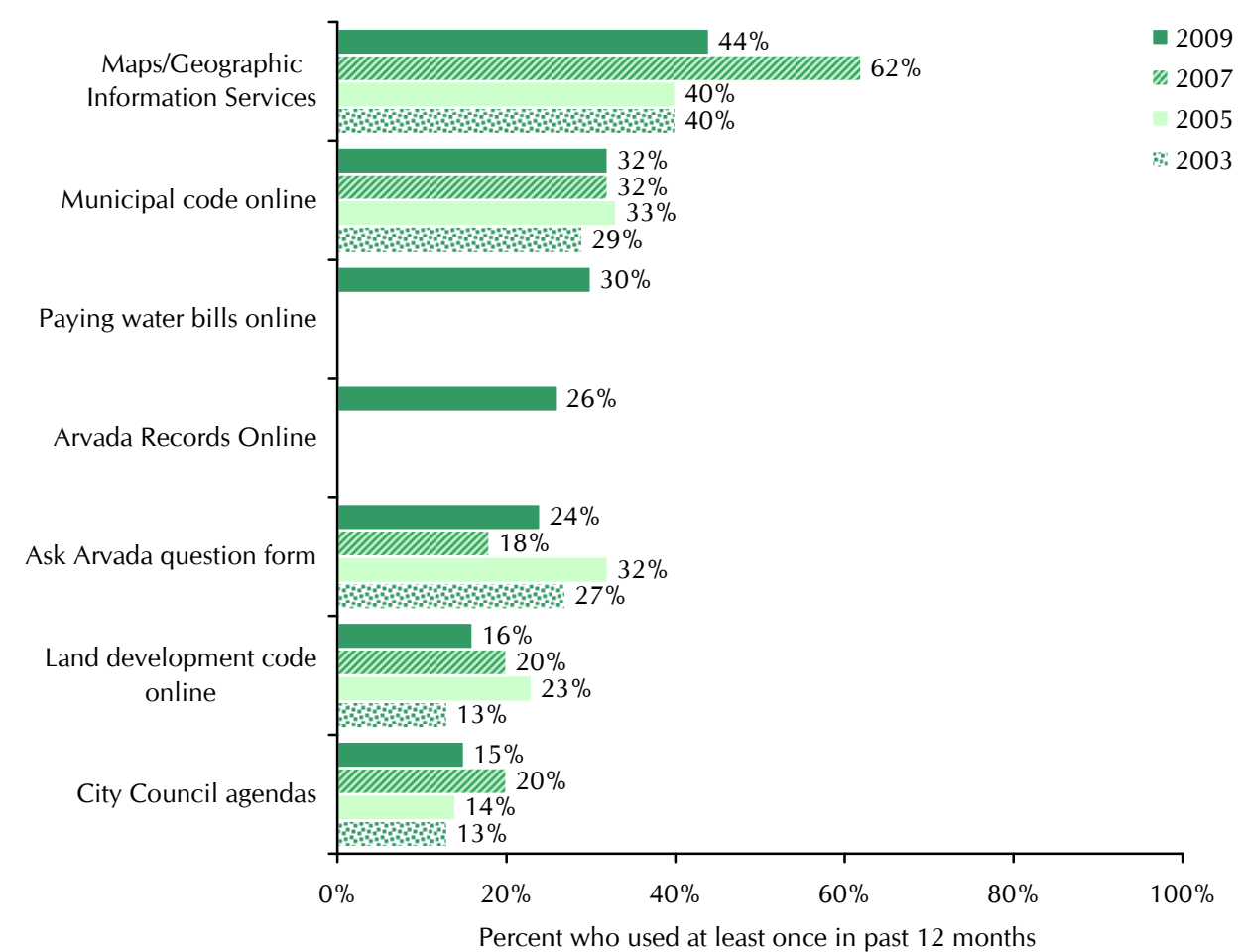
Of those who accessed the City's Web site, more than half reported never using the seven online services in the last 12 months. As in previous survey years, the most used online services were maps/geographic information services (44% said they had used this service at least once in the last 12 months), municipal code access (32%), and paying water bills (30%). A smaller proportion of residents reported using land development codes online (16%) and accessing City Council agendas in the last 12 months (15%).

Table 39: 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 www.ci.arvada.co.us?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Maps/Geographic Information Services	56%	31%	11%	2%	0%	100%
Municipal code online	68%	25%	6%	1%	0%	100%
Paying water bills online	70%	9%	16%	3%	1%	100%
Arvada Records Online	74%	20%	4%	1%	0%	100%
"Ask Arvada" question form	76%	20%	4%	0%	0%	100%
Land development code online	84%	11%	5%	0%	0%	100%
City Council agendas	85%	13%	3%	0%	0%	100%

Fewer respondents in 2009 than in 2007 said they used maps/geographic information services on the City's Web site at least once in the last 12 months (44% versus 62%, respectively), and slightly more residents reported using the Ask Arvada question form in 2009 than in 2007 (24% versus 18%).

Figure 47: Respondent Use of City's Web Site Compared Over Time



Please note: In 2005 and 2003, "Maps/Geographic Information Systems" was asked as "Arvada Info2Go Web-based information system"

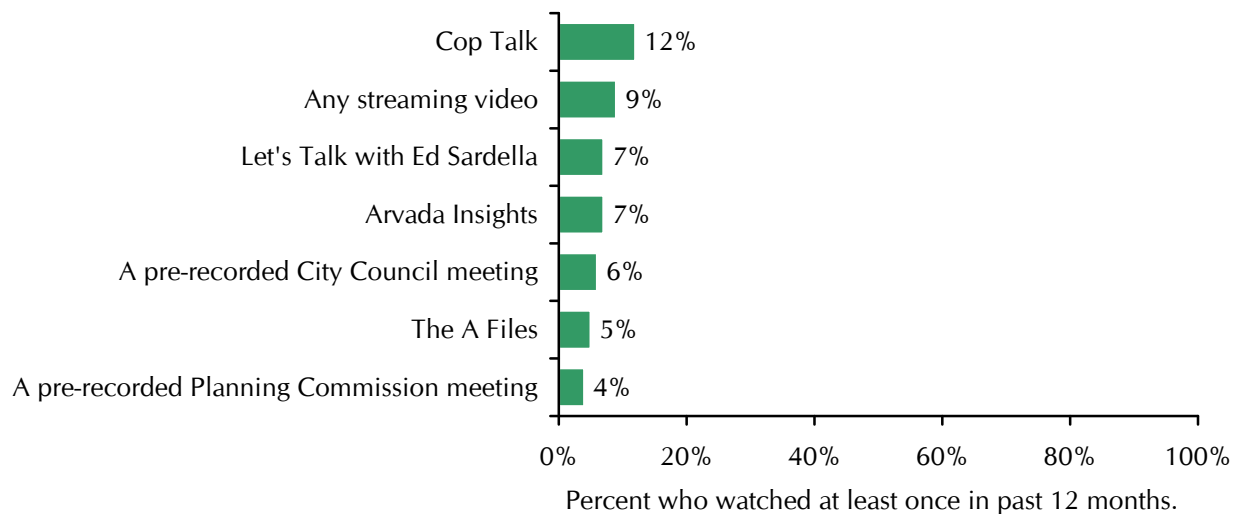
Those who accessed the City’s Web site in the last 12 months were asked how frequently, if at all, they watched Channel 8 programming or other videos online. Nearly all respondents reported never having watched any programs or videos on the Arvada Web site. The most watched program on the City’s Web site was “Cop Talk,” with 12% saying they watched at least once in the last 12 months. Ten percent or fewer residents watched any of the other six programs or videos in the last 12 months.

Table 40: Watched Programming on City's Web Site

In the last 12 months, how many times, if ever, have you watched the following on the City's Web site at www.ci.arvada.co.us?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
“Cop Talk”	88%	8%	3%	0%	0%	100%
Any streaming video	91%	6%	3%	0%	0%	100%
“Let's Talk with Ed Sardella”	93%	6%	1%	0%	0%	100%
“Arvada Insights”	93%	6%	1%	0%	0%	100%
A pre-recorded City Council meeting	94%	4%	2%	0%	0%	100%
“The A Files”	95%	3%	1%	0%	0%	100%
A pre-recorded Planning Commission meeting	96%	3%	1%	0%	0%	100%

New question in 2009.

Figure 48: Watched Programming on City's Web Site



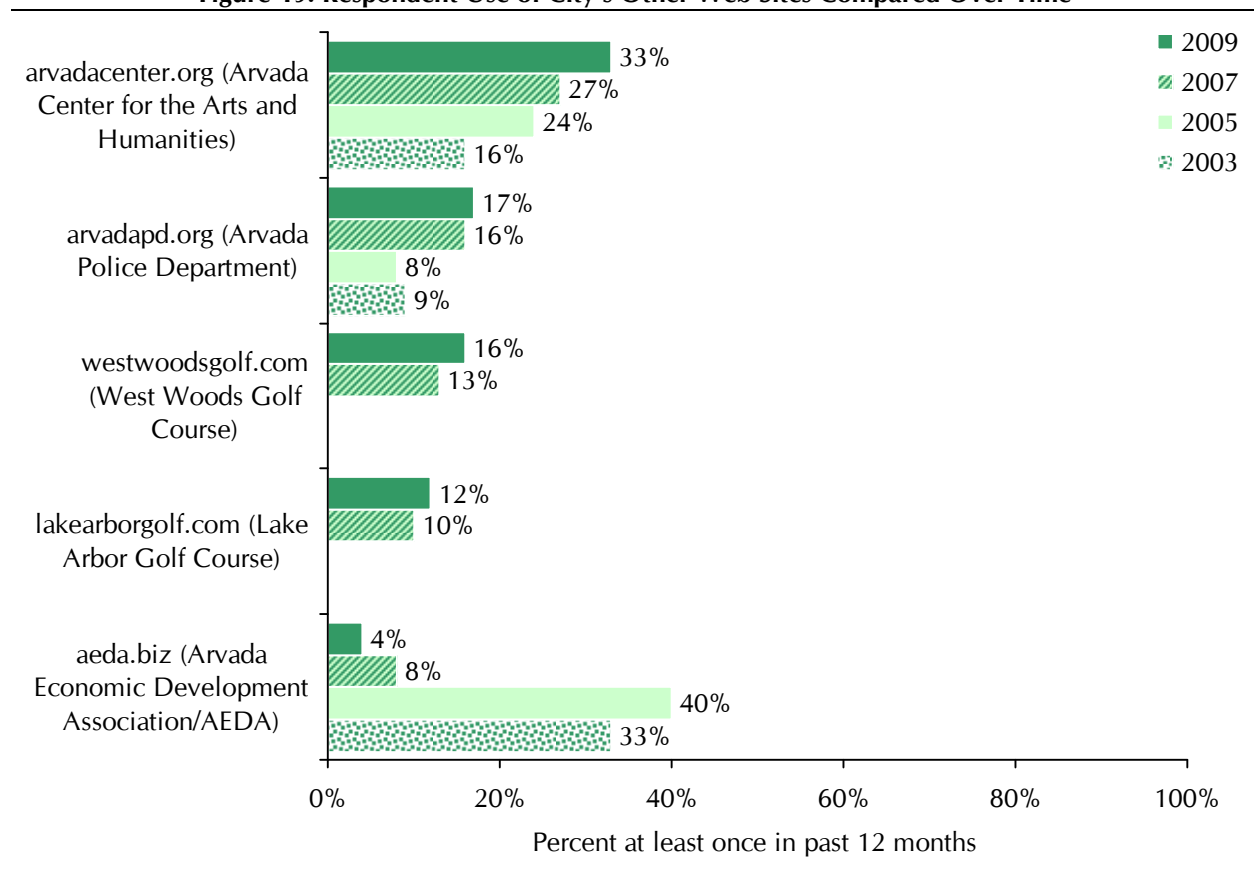
New question in 2009

All survey participants were asked if they used other City-related Web sites in the last 12 months. One-third of residents (33%) accessed the Arvada Center Web site at least once in the last 12 months, which was an increase in use from 2007 (27%). Less than one in five respondents used the other City-related Web sites at least once in the last 12 months. The frequency of use for the other sites remained the same from 2007 to 2009.

Table 41: 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
arvadacenter.org (Arvada Center for the Arts and Humanities)	67%	21%	11%	1%	0%	100%
arvadapd.org (Arvada Police Department)	83%	13%	3%	1%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	84%	9%	6%	1%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	88%	6%	5%	1%	0%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	96%	2%	1%	1%	0%	100%

Figure 49: Respondent Use of City's Other Web Sites Compared Over Time

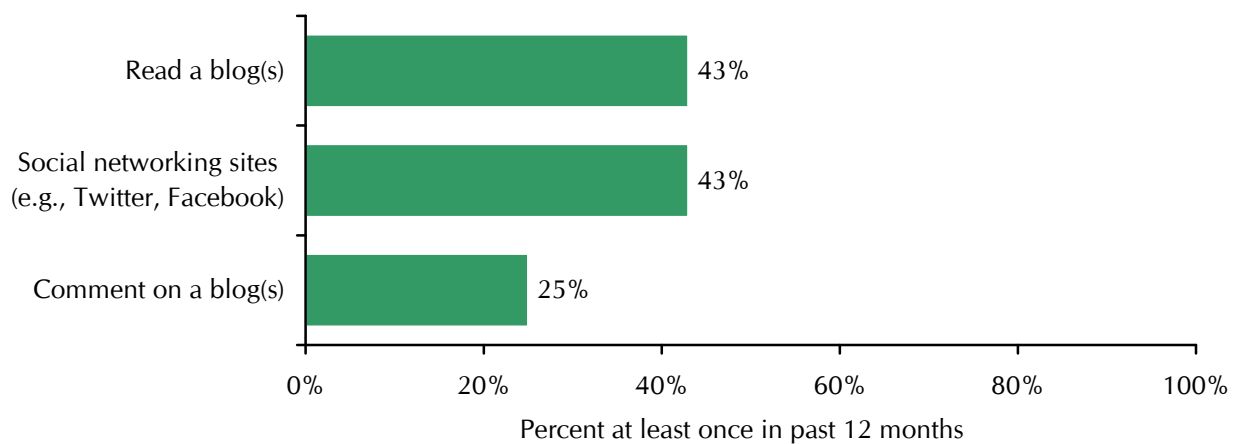


A new question on the 2009 survey asked respondents how often they used social networking or blog sites in the last 12 months. Forty-three percent of Arvada residents said they had read a blog and used a social networking site such as Twitter or Facebook at least once in the last 12 months. One in five respondents used a social networking site more than 26 times in the last 12 months. One-quarter had commented on a blog at least once in the last 12 months. Between half and three-quarters of respondents reported never having used these Web sites.

Table 42: Respondent Use of Social Networking and Blog Web Sites

In the last 12 months, how often have you done or used the following?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Read a blog(s)	57%	13%	12%	6%	13%	100%
Social networking sites (e.g., Twitter, Facebook)	57%	8%	9%	5%	21%	100%
Comment on a blog(s)	75%	9%	8%	3%	5%	100%

Figure 50: Respondent Use of Social Networking and Blog Web Sites



Information Sources

A list of 11 different information sources was provided to respondents and they were asked to rate how important each was to them for gathering information about City projects and programs. Half of respondents felt that local TV news (51%) and *The Arvada Report* (48%) were “essential” or “very important” sources of information about the happenings in the City government. Sources that were thought of as the least important were KATV Cable Channel 8 (14% “essential” or “very important”) and social networking sites and video Web sites (14%), with half or more saying each of these sources were “not at all important.”

Table 43: 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
Local TV news	12%	39%	36%	12%	100%
<i>The Arvada Report</i> (bi-monthly City newsletter)	15%	33%	37%	15%	100%
Friends and family (word of mouth)	11%	33%	45%	11%	100%
The Arvada Press (weekly community paper)	14%	29%	35%	22%	100%
The City Web site at www.arvada.org	13%	29%	40%	18%	100%
Local radio broadcasts	7%	28%	42%	24%	100%
Denver Post	11%	23%	33%	33%	100%
City Water bill inserts	5%	24%	42%	29%	100%
Your Hub (weekly insert in the Denver Post and Rocky Mountain News)	7%	16%	38%	39%	100%
KATV Cable Channel 8	3%	11%	34%	52%	100%
Social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)*	3%	11%	24%	62%	100%

*New question in 2009.

When compared over time, the relative order of importance of news sources has remained the same. The importance of *The Arvada Report* (48% “essential” or “very important” in 2009 versus 55% in 2007) and *The Arvada Press* (43% versus 49%) as news sources for information about the City has slightly decreased.

Table 44: Importance of News Sources for Information about City Projects and Programs Compared Over Time

How important to you are the following sources for information about City projects and programs?	2009	2007	2005	2003	2001	1999	1997
Local TV news	51%	50%	63%	63%	67%	68%	NA
<i>The Arvada Report</i> (bi-monthly City newsletter)	48%	55%	67%	72%	66%	63%	67%
Friends and family (word of mouth)	44%	45%	55%	51%	56%	58%	NA
The Arvada Press (weekly community paper)	43%	49%	68%	39%	46%	54%	60%
The City Web site at www.arvada.org	42%	40%	36%	42%	28%	24%	18%
Local radio broadcasts	35%	36%	47%	48%	54%	54%	NA
Denver Post	34%	32%	40%	49%	46%	52%	50%
City Water bill inserts	29%	28%	46%	58%	46%	54%	51%
Your Hub (weekly insert in the Denver Post and Rocky Mountain News)	23%	25%	NA	NA	NA	NA	NA
KATV Cable Channel 8	14%	19%	29%	30%	29%	31%	40%
Social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	14%	NA	NA	NA	NA	NA	NA

Percent "essential" or "very important"

Appendix A: Respondent Characteristics

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

Years in Arvada	
How many years have you lived in Arvada?	Percent of respondents
Less than 3 years	12%
3 to 5 years	13%
6 to 9 years	14%
10 thru 14 years	12%
15 to 19 years	12%
20 to 29 years	13%
30 or more years	23%
Total	100%
Average number of years	18

Housing Unit	
What kind of residence do you live in?	Percent of respondents
Single family home	71%
Condo	6%
Mobile home	0%
Apartment	9%
Townhouse	10%
Senior/Assisted living	3%
Other	0%
Total	100%

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

Household Size	
How many people (including yourself) live in your household?	Percent of respondents
1	21%
2	39%
3	14%
4	18%
5 or more	7%
Total	100%
Average number of household members	3

Age of Household Members

Please list the number of household members in each age category. (Please include yourself)	Percent of respondents
0 to 5 years	13%
6 to 12 years	17%
13 to 17 years	15%
18 to 24 years	18%
25 to 34 years	19%
35 to 44 years	19%
45 to 54 years	26%
55 to 64 years	18%
65 years or more	21%

Physical Handicaps or Disabilities

Does any member of your household have a physical handicap or disability?	Percent of respondents
No	85%
Yes	15%
Total	100%

Respondent Education

Which of the following categories best describes the amount of formal education you have completed?	Percent of respondents
11 years, no diploma	1%
High school graduate	20%
Associate degree, some college	28%
Bachelor's degree	33%
Graduate or professional degree	17%
Total	100%

Household Income

How much do you anticipate your household's income before taxes will be for 2005?	Percent of respondents
Less than \$14,999	5%
\$15,000 to \$24,999	7%
\$25,000 to \$34,999	11%
\$35,000 to \$49,999	15%
\$50,000 to \$74,999	24%
\$75,000 to \$99,999	14%
\$100,000 or more	24%
Total	100%

Respondent Ethnicity

What is your race?	Percent of respondents
American Indian, Eskimo or Aleut	2%
Asian or Pacific Islander	1%
Black or African American	2%
White/European American/Caucasian	94%
Other	5%

Hispanic

Are you of Hispanic origin?	Percent of respondents
No	93%
Yes	7%
Total	100%

Respondent Age

Which of the following best describes your age?	Percent of respondents
18-24 years	3%
25-34 years	22%
35-44 years	16%
45-54 years	26%
55-64 years	14%
65 years or older	19%
Total	100%

Respondent Gender

Your gender?	Percent of respondents
Female	51%
Male	49%
Total	100%

Where do you live?	
Census Tract	Percent of respondents
98.22	1%
98.15	3%
98.35	3%
98.34	2%
98.33	6%
98.32	2%
98.37	2%
98.36	3%
102.05	2%
102.06	4%
102.09	2%
98.38	5%
98.39	3%
98.40	5%
98.41	1%
103.03	5%
102.10	3%
102.11	2%
102.08	4%
98.43	0%
98.42	1%
98.05	3%
103.06	2%
103.07	6%
103.04	4%
103.05	4%
102.12	3%
102.13	4%
96.08	3%
103.08	4%
104.02	5%
104.05	2%
104.06	1%
Total	100%
Lives Outside Arvada	
	Percent of respondents
Check the box if you live outside these areas.	0%

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?	36%	59%	5%	1%	0%	100%
How do you rate the overall quality of your neighborhood?	31%	50%	16%	3%	0%	100%
How do you rate Arvada as a place to raise children?	34%	51%	14%	1%	0%	100%
How do you rate Arvada as a place to live?	39%	54%	6%	1%	0%	100%
How do you rate Arvada as a place to retire?	26%	40%	31%	3%	0%	100%
How do you rate Arvada as a place to work?	14%	34%	42%	7%	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	25%
Stay about the same	58%
Decline	17%
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	15%	53%	26%	3%	0%	2%	100%
Racial relations	9%	37%	37%	3%	1%	13%	100%
Air quality	11%	58%	25%	3%	0%	2%	100%
Quality of K-12 schools in Arvada	14%	44%	19%	5%	1%	17%	100%
Opportunities to attend cultural activities	18%	48%	23%	5%	0%	5%	100%
Opportunities for employment	2%	19%	37%	17%	5%	20%	100%
Opportunities for continuing education	7%	34%	31%	13%	2%	14%	100%
Access to neighborhood parks	37%	50%	10%	1%	0%	1%	100%
Opportunities for dining out	18%	46%	20%	12%	3%	1%	100%
Shopping opportunities	12%	39%	31%	14%	3%	1%	100%
Recreational opportunities	21%	51%	22%	4%	0%	2%	100%
Attractiveness/cleanliness	19%	59%	17%	4%	0%	1%	100%
Water quality	31%	51%	11%	3%	2%	1%	100%
Quality of available housing	12%	52%	22%	3%	1%	10%	100%
Affordability of housing	6%	37%	32%	12%	3%	10%	100%
Ease of walking in the City	13%	46%	27%	9%	2%	3%	100%

Question 4: Personal Safety in Arvada

Please rate your sense of personal safety in Arvada	Percent of respondents
Very safe	37%
Somewhat safe	52%
Neither safe nor unsafe	6%
Somewhat unsafe	4%
Very unsafe	0%
Total	100%

Question 5: Safety in Neighborhood

Please rate how safe you feel from the following in your neighborhood	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crimes (e.g., rape, robbery, assault)	49%	39%	9%	2%	1%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	23%	49%	14%	12%	2%	100%
Fires	43%	43%	12%	2%	0%	100%

Question 6: Safety Outside of Neighborhood

Please rate how safe you feel from the following in Arvada outside of your neighborhood	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crimes (e.g., rape, robbery, assault)	18%	47%	22%	11%	1%	100%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	7%	46%	26%	18%	2%	100%
Fires	24%	46%	24%	5%	1%	100%

Question 7: Victim of a Crime

During the past 12 months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	86%
Yes	14%
Don't know	0%
Total	100%

Question 8: Reported Crime to Police

If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	28%
Yes	69%
Don't know	3%
Total	100%

Question 9: 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
Crime	11%	57%	30%	2%	0%	100%
Loitering youth	19%	52%	21%	5%	1%	100%
Traffic congestion	11%	44%	29%	13%	3%	100%
Lack of mass transit service	19%	33%	26%	15%	8%	100%
Violation of traffic laws	19%	48%	22%	7%	3%	100%
Growth	25%	36%	27%	8%	5%	100%
Employment opportunities	13%	29%	38%	15%	5%	100%
Lack of entry-level housing	28%	41%	20%	8%	3%	100%
Lack of housing options for senior citizens	31%	40%	22%	6%	1%	100%
Flooding	43%	44%	11%	2%	0%	100%
Identity theft	20%	41%	27%	8%	4%	100%
Residential property maintenance	20%	44%	27%	7%	3%	100%
Home foreclosures	10%	35%	37%	15%	4%	100%

Question 10: Household Financial Status

Please circle the number that best represents your answer. Would you say that you (and your household)...							Total
	Much better	Somewhat better	About the same	Somewhat worse	Much worse	Don't know	
Are better off or worse off financially than you were a year ago	5%	15%	40%	27%	14%	0%	100%
Will be better off or worse off financially a year from now	6%	25%	46%	12%	3%	8%	100%

Question 11: Economic Impact in Next 6 Months

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	13%
Neutral	40%
Somewhat negative	35%
Very negative	10%
Total	100%

Question 12: 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	25%	22%	29%	13%	11%	100%
Used the recreation centers	35%	22%	24%	11%	8%	100%
Participated in Apex Park and Recreation programs or activities	53%	18%	16%	6%	7%	100%
Visited Olde Town Arvada	5%	23%	39%	21%	12%	100%
Rode a local RTD bus within the City	82%	9%	3%	2%	3%	100%
Attended a City Council meeting	94%	5%	1%	0%	0%	100%
Attended a public meeting about City matters	90%	8%	2%	0%	0%	100%
Tried to restrict your water use for purposes of conservation	13%	9%	29%	20%	28%	100%
Recycled used paper, cans, or bottles from your home	23%	7%	16%	13%	41%	100%
Volunteered your time to some group/activity in Arvada	56%	17%	14%	4%	9%	100%
Volunteered your time to some group/activity outside of Arvada	52%	19%	16%	5%	9%	100%
Attended a theater or art program at the Arvada Center	54%	30%	12%	2%	1%	100%
Dined at an Arvada restaurant (not fast food)	5%	13%	42%	25%	14%	100%
Used a City park or trail	13%	12%	28%	19%	27%	100%
Attended an educational class or program in Arvada	81%	14%	3%	2%	0%	100%
Accessed the City's Web site	45%	28%	19%	5%	2%	100%
Used a bicycle route in the City	51%	15%	18%	8%	8%	100%
Used the A-Line to get to Denver International Airport	82%	10%	7%	1%	0%	100%

Question 13: 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	55%	32%	5%	4%	4%	100%
Reduce the City government's greenhouse gas emissions	32%	46%	8%	7%	8%	100%
Increase the City government's use of alternative fuel vehicles	34%	44%	12%	5%	6%	100%
Increase public transit options throughout the City	43%	37%	10%	4%	6%	100%
Create incentives for increasing public transit ridership	39%	36%	13%	5%	7%	100%
Use renewable energy sources (solar, geothermal, wind, etc.) to power City facilities	46%	38%	7%	4%	4%	100%
Take actions that reduce global warming to prevent climate change	37%	35%	12%	9%	7%	100%
Require all new commercial buildings be built using environmentally friendly ("green") construction methods	38%	37%	14%	8%	4%	100%
Require all new homes be built using environmentally friendly ("green") building methods	32%	38%	16%	11%	4%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	53%	36%	6%	3%	2%	100%
Create incentives for builders to build using environmentally friendly ("green") construction methods	48%	36%	7%	6%	3%	100%
Create incentives for increased water conservation	50%	39%	6%	4%	2%	100%
Increase environmental education and public awareness programs	35%	47%	8%	6%	4%	100%

Question 14: Importance of Shopping in Arvada

You have the option to shop in Arvada, other cities or on the Internet. All things being equal, please rate how important, if at all, it is to you to shop in Arvada.	Percent of respondents
Essential	10%
Very important	34%
Somewhat important	43%
Not at all important	12%
Don't know	1%
Total	100%

Question 15: Frequency of Purchases in Arvada

In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?	Always	Frequently	Sometimes	Never	Total
Groceries	75%	21%	3%	0%	100%
Clothes/personal items	12%	42%	37%	9%	100%
Meals and entertainment	12%	58%	29%	1%	100%
Large household appliances and furniture	6%	15%	37%	43%	100%
Computers and electronics	5%	10%	35%	50%	100%
Home improvement/hardware	26%	39%	26%	8%	100%
Other items	9%	43%	43%	5%	100%

Question 16: 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	17%	29%	50%	3%	0%	100%
Retail (shopping) growth	6%	12%	43%	31%	8%	100%
Job growth	0%	1%	30%	48%	21%	100%
Light industrial/manufacturing	1%	6%	51%	32%	10%	100%
Professional offices	4%	11%	57%	22%	6%	100%
Recreational/entertainment	1%	3%	63%	24%	9%	100%

Question 17: 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	10%	49%	33%	7%	1%	100%
The quality of business/retail development	5%	40%	44%	8%	3%	100%
The variety of residential development	6%	36%	47%	9%	2%	100%
The variety of business/retail development	4%	32%	47%	14%	3%	100%

Question 18: 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	10%	39%	26%	5%	2%	17%	100%
Enhancing buildings and landmarks in the community	7%	38%	31%	5%	2%	17%	100%
Future growth of the community	4%	29%	36%	10%	5%	16%	100%
Diverse housing choices (senior housing, affordable housing, etc.)	3%	25%	42%	11%	3%	16%	100%
Economic development (jobs, retail, etc.)	2%	20%	36%	18%	8%	16%	100%
Parks and recreation	15%	44%	24%	4%	2%	10%	100%

Question 19: 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	25%
Somewhat support	50%
Somewhat oppose	15%
Strongly oppose	6%
Don't know	3%
Total	100%

Question 20: 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	11%
Satisfied	50%
Neutral	34%
Dissatisfied	5%
Very dissatisfied	0%
Total	100%

Question 21: 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	28%	48%	12%	2%	1%	8%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	17%	35%	24%	3%	1%	19%	100%
City parks	29%	53%	12%	3%	1%	2%	100%
Street patching and repairs	6%	44%	26%	18%	5%	1%	100%
Water services	17%	56%	21%	2%	2%	2%	100%
Sewer services	16%	53%	24%	2%	2%	3%	100%
Municipal court services	6%	28%	32%	2%	1%	31%	100%
New street construction and expansion	5%	35%	37%	11%	3%	9%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	5%	29%	30%	20%	8%	7%	100%
Development of new City parks, open space, and trails	13%	43%	27%	8%	2%	6%	100%
Maintenance of existing City parks, open space, and trails	16%	57%	18%	5%	2%	3%	100%
City outreach services (KATV-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	11%	40%	29%	3%	1%	15%	100%
Drinking water quality	35%	45%	11%	5%	3%	1%	100%
Programs to deal with appearance and safety of neighborhoods	7%	35%	31%	9%	3%	15%	100%
Snow removal or sanding on major streets	10%	48%	20%	15%	6%	1%	100%
Street sweeping	11%	46%	29%	9%	2%	2%	100%
Sidewalk maintenance	9%	39%	33%	11%	4%	3%	100%
Programs at the Arvada Center for the Arts and Humanities	17%	41%	20%	1%	0%	21%	100%
Programs to attract and keep businesses in Arvada	4%	19%	34%	11%	5%	28%	100%
Low income/subsidized housing	3%	18%	37%	7%	5%	31%	100%
Ease of car travel in the City	7%	49%	24%	15%	4%	1%	100%
Ease of bicycle travel in the City	8%	34%	27%	10%	3%	17%	100%
Traffic safety (enforcement, education, and engineering)	8%	41%	31%	8%	5%	7%	100%
City building inspection	5%	19%	36%	4%	2%	35%	100%

Question 22: 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	9%	40%	19%	11%	5%	16%	100%
Mass transit planning (rail, bus, etc.)	5%	22%	34%	16%	6%	18%	100%
Programs providing health services for the poor	1%	13%	31%	10%	4%	41%	100%
Youth programs	4%	27%	30%	6%	2%	32%	100%
Programs for senior citizens	4%	23%	33%	5%	1%	34%	100%
Assistance programs for the poor and homeless	2%	14%	33%	7%	3%	41%	100%
Mental health services	2%	12%	31%	5%	3%	46%	100%
Fire services	23%	46%	15%	1%	0%	15%	100%
Library services	30%	48%	12%	1%	0%	8%	100%
Trash collection	17%	52%	18%	5%	2%	7%	100%
Recreation programs	15%	48%	22%	3%	0%	12%	100%
Curbside or other recycling options	10%	31%	22%	18%	7%	13%	100%

Question 23: 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	81%	16%	2%	1%	1%	100%
Police non-emergency, prevention and education services (Senior Liaison, School and Community Resource Officers, and District Patrols)	35%	38%	21%	3%	2%	100%
City parks	32%	45%	20%	1%	1%	100%
Street patching and repairs	36%	49%	14%	0%	0%	100%
Water services	53%	40%	6%	0%	0%	100%
Sewer services	52%	39%	8%	0%	1%	100%
Municipal court services	29%	43%	20%	2%	5%	100%
New street construction and expansion	16%	32%	38%	9%	4%	100%
Zoning enforcement (weeds, junk cars, trash, etc.)	23%	37%	33%	5%	1%	100%
Development of new City parks, open space, and trails	18%	32%	37%	11%	3%	100%
Maintenance of existing City parks, open space, and trails	26%	51%	20%	2%	1%	100%
City outreach services (Arvada-Channel 8, Web site, <i>The Arvada Report</i> , water bill inserts, etc.)	7%	25%	45%	15%	8%	100%
Drinking water quality	65%	30%	5%	0%	0%	100%
Programs to deal with appearance and safety of neighborhoods	25%	43%	27%	3%	2%	100%
Snow removal or sanding on major streets	44%	44%	10%	2%	0%	100%
Street sweeping	17%	43%	36%	5%	1%	100%
Sidewalk maintenance	19%	46%	31%	3%	1%	100%
Programs at the Arvada Center for the Arts and Humanities	10%	32%	39%	14%	5%	100%
Programs to attract and keep businesses in Arvada	25%	42%	26%	4%	2%	100%
Low income or subsidized housing	11%	24%	40%	16%	8%	100%
Ease of car travel in the City	20%	46%	29%	4%	2%	100%
Ease of bicycle travel in the City	15%	37%	33%	9%	6%	100%
Traffic safety (enforcement, education, and engineering)	24%	44%	29%	3%	1%	100%
City building inspection	18%	36%	35%	4%	7%	100%

Question 24: 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):						Total
	Essential	Very important	Somewhat important	Not at all important	Don't know	
Cable television services	23%	31%	27%	17%	2%	100%
Mass transit planning (rail, bus, etc.)	29%	38%	26%	5%	2%	100%
Programs providing health services for the poor	20%	36%	32%	7%	5%	100%
Youth programs	20%	49%	26%	3%	3%	100%
Programs for senior citizens	19%	45%	30%	3%	2%	100%
Assistance programs for the poor and homeless	18%	37%	35%	7%	3%	100%
Mental health services	17%	39%	35%	4%	4%	100%
Fire services	70%	22%	8%	1%	0%	100%
Library services	34%	43%	19%	3%	1%	100%
Trash collection	44%	37%	15%	3%	0%	100%
Recreation programs	23%	43%	28%	5%	1%	100%
Curbside or other recycling options	28%	35%	28%	6%	2%	100%

Question 25: 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	22%	45%	16%	13%	4%	100%
Build large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center)	14%	43%	25%	13%	5%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	29%	55%	9%	5%	2%	100%
Build new neighborhood parks	17%	44%	24%	10%	5%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	28%	53%	11%	6%	3%	100%
Construct new trails	15%	44%	25%	11%	6%	100%
Fund the construction of streets to improve the City's transportation system	25%	47%	16%	7%	5%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	31%	43%	15%	7%	4%	100%
Fund ongoing maintenance of roads	38%	50%	7%	3%	1%	100%

Question 25a: Priority 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?	1	2	3	Total
Purchase additional land for open space	45%	20%	35%	100%
Build large community and regional parks (such as the 94 acre O'Kane Site park surrounding the Apex Center)	23%	34%	43%	100%
Improve existing neighborhood parks (such as resurfacing tennis courts, and replacing deteriorated trails and playground equipment)	23%	33%	43%	100%
Build new neighborhood parks	18%	39%	43%	100%
Fund day-to-day maintenance of parks, trails, open space, and medians	13%	41%	46%	100%
Construct new trails	15%	45%	40%	100%
Fund the construction of streets to improve the City's transportation system	36%	41%	23%	100%
Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	28%	40%	33%	100%
Fund ongoing maintenance of roads	60%	24%	16%	100%

Question 26: Contact with City Employees During the Last 12 Months

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)?	Percent of respondents
No	46%
Yes	54%
Total	100%

Question 27: 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	20%
Police	54%
Economic Development	1%
Parks/Golf	24%
Human Resources	2%
Code Enforcement	13%
City Clerk/Passport	11%
Community Development	5%
Municipal Court	10%
Housing	6%
Arvada Center	22%
Sales Tax	5%
Animal Control	17%
City Manager's Office	4%
Building Inspection	18%
Streets/Snow Removal	10%
Water Billing	15%
City Attorney/Prosecutor	3%
Traffic engineering	3%
Other	11%

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

Question 28: 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	43%	39%	13%	4%	0%	1%	100%
Professional attitude	47%	36%	9%	4%	3%	1%	100%
Willingness to help or understand	45%	34%	9%	6%	5%	1%	100%
Overall impression	42%	30%	14%	7%	6%	1%	100%
Making you feel valued as a citizen/customer	46%	32%	12%	5%	5%	1%	100%

Question 29: 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	65%
Yes	35%
Total	100%

Question 30: 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	23%
Accused of a crime	3%
Witnessed a crime	5%
Help for solving a problem	18%
Victim of a crime	19%
Other	32%
Total	100%

Question 31: 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?	61%	12%	10%	9%	8%	100%
How would you rate the conduct of the judge on the case?	14%	5%	4%	3%	74%	100%
How would you rate the conduct of the City prosecutors on the case?	11%	10%	2%	2%	75%	100%

Question 32: 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	24%	42%	15%	3%	1%	16%	100%
I receive good value for the City taxes I pay	13%	44%	23%	10%	2%	7%	100%
I am pleased with the overall direction that the City is taking	14%	43%	24%	10%	3%	6%	100%
I am well informed on major issues in the City of Arvada	10%	34%	35%	11%	3%	8%	100%
Arvada City government welcomes citizen involvement	14%	29%	29%	6%	2%	20%	100%
Government is really run for the benefit of all the people	15%	29%	26%	15%	5%	10%	100%
Most elected officials care what people like me think	9%	28%	23%	16%	12%	12%	100%

Question 33: Arvada Traffic Ratings

Please rate the following aspects of traffic in Arvada:	Not a problem	Slight problem	Moderate problem	Major problem	Total
Traffic movement within the City	25%	43%	25%	7%	100%
Volume of traffic on residential streets	45%	36%	14%	5%	100%
Volume of traffic on major streets such as Wadsworth or Ralston Road	13%	31%	34%	22%	100%
Speed of traffic on residential streets	32%	31%	24%	12%	100%
Accessibility of commercial and retail centers	57%	27%	12%	4%	100%

Question 34: Support for or Opposition to Traffic and Transportation Improvement Projects

To what extent do you support or oppose each of the following...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
A service fee, similar to utility fees, that only would fund the maintenance of pavement on existing streets	5%	36%	28%	24%	7%	100%
The completion of the metropolitan beltway, connecting the Northwest Parkway at Broomfield to C470 at I-70	19%	31%	17%	22%	10%	100%
The removal of non-critical street lighting to reduce energy consumption and costs	20%	32%	26%	15%	6%	100%

Question 35: Which traffic issue should Arvada resolve first?

In your opinion, which one of the following traffic issues should Arvada resolve first?	Percent of respondents
Additional lanes on existing City streets	7%
Construction of new streets to build out the City's transportation system	5%
Traffic flow improvements on existing City streets	38%
Safety improvements for vehicular, bicycle, and pedestrian traffic	18%
None of these is more important than any other	14%
Traffic is fine – I see no pressing problems	12%
Don't know	7%
Total	100%

Question 36: Parking Issues

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
On-street parking is available in non-residential areas	11%	36%	29%	12%	3%	9%	100%
The City should better enforce parking time restrictions	4%	11%	48%	13%	7%	17%	100%
The City should consider the development of additional parking in strategic locations such as Olde Town	21%	42%	21%	8%	2%	5%	100%
The revenues to provide possible future parking should be generated by on-street paid parking (i.e., meters)	11%	26%	23%	17%	17%	6%	100%

Question 37: Support for or Opposition to Roundabouts

To what extent do you support or oppose the use of roundabouts, or traffic circles, in Arvada in the future?	Percent of respondents
Strongly support	14%
Somewhat support	26%
Somewhat oppose	18%
Strongly oppose	36%
Don't know	6%
Total	100%

Question 38: Importance of Living and Working in Arvada

How important is it to you to have the opportunity to work as well as live in Arvada?	Percent of respondents
Essential	11%
Very important	32%
Somewhat important	30%
Not at all important	24%
Don't know	3%
Total	100%

Question 39: Working Outside the Home

Do you work outside of the home?	Percent of respondents
No	30%
Yes	70%
Total	100%

Question 40: Work Commute

About how many miles is your work place from home?	Average Number of Miles
About how many miles is your work place from home?	15

Question 41: City of Employment

Which city do you work in or closest to?	Percent of Respondents
Arvada	18%
Wheat Ridge	5%
Boulder	4%
Louisville	1%
Lakewood	7%
Lafayette	1%
Golden	11%
Denver	31%
Broomfield	3%
Westminster	6%
Other	14%
Total	100%

Question 42: Commute Transportation

How do you usually travel to work?	Percent of Respondents
Drive alone	89%
The bus	4%
Bike	1%
Car pool	3%
Walk	0%
Scooter	0%
Other	2%
Total	100%

Question 43: 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
The Arvada Press (weekly community paper)	13%	27%	33%	21%	6%	100%
<i>The Arvada Report</i> (bi-monthly City newsletter)	15%	32%	36%	14%	3%	100%
Denver Post	11%	21%	31%	31%	5%	100%
City Water bill inserts	5%	21%	38%	26%	10%	100%
KATV Cable Channel 8	2%	9%	28%	43%	18%	100%
The City Web site at www.arvada.org	11%	26%	36%	16%	10%	100%
Friends and family (word of mouth)	10%	30%	42%	10%	8%	100%
Local TV news	12%	38%	35%	12%	3%	100%
Local radio broadcasts	6%	26%	39%	22%	6%	100%
Your Hub (weekly insert in the Denver Post and Rocky Mountain News)	6%	14%	33%	34%	12%	100%
Social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	3%	9%	20%	52%	16%	100%

Question 44: Cable Television or Satellite Subscription

Do you subscribe to cable television or satellite television?	Percent of Respondents
No	16%
Yes	84%
Total	100%

Question 45: Television Service

Which television service do you subscribe to?	Percent of Respondents
Comcast	60%
US Cable	3%
Satellite	37%
Total	100%

Question 46: 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	39%	32%	21%	6%	3%	100%
Watched a City Council meeting on KATV Channel 8	68%	22%	9%	2%	0%	100%
Watched a Planning Commission meeting on KATV Channel 8	81%	13%	5%	1%	0%	100%
Watched "Cop Talk" on KATV Channel 8	65%	23%	9%	3%	1%	100%
Watched "The A Files" on KATV Channel 8	81%	13%	4%	1%	0%	100%
Watched "Community Messages" on KATV Channel 8	68%	21%	8%	2%	1%	100%
Watched "Arvada Insights" on KATV Channel 8	75%	17%	5%	2%	0%	100%
Watched "Let's Talk with Ed Sardella" on KATV Channel 8	71%	19%	8%	2%	0%	100%

Question 47: Access to Computers

Do you have a computer in your home?	Percent of respondents
No	12%
Yes	88%
Total	100%

Question 48: Access to the Internet

Does your computer have Internet access?	Percent of respondents
No	4%
Yes	96%
Total	100%

Question 49: City Web site Use

Have you accessed the City's Web site at www.ci.arvada.co.us?	Percent of respondents
No	44%
Yes	56%
Total	100%

Question 49a: Found What They Were Looking For

Did you find what you were looking for?	Percent of respondents
No	10%
Yes	90%
Total	100%

Question 50: Rating of the City's Web Site

How would you rate the following aspects of the City's Web site at www.ci.arvada.co.us?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Usefulness of information	21%	58%	19%	1%	0%	100%
Ease of use	18%	49%	28%	4%	1%	100%
Design and graphics	15%	47%	36%	2%	0%	100%
Timeliness of information	16%	53%	29%	2%	0%	100%

Question 51: 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 www.ci.arvada.co.us?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
"Ask Arvada" question form	76%	20%	4%	0%	0%	100%
City Council agendas	85%	13%	3%	0%	0%	100%
Municipal code online	68%	25%	6%	1%	0%	100%
Land development code online	84%	11%	5%	0%	0%	100%
Maps/Geographic Information Services	56%	31%	11%	2%	0%	100%
Arvada Records Online	74%	20%	4%	1%	0%	100%
Paying water bills online	70%	9%	16%	3%	1%	100%

Question 52: Respondent Watched Shows on City's Web Site

In the last 12 months, how many times, if ever, have you watched the following on the City's Web site at www.arvada.org?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Any streaming video	91%	6%	3%	0%	0%	100%
A pre-recorded City Council meeting	94%	4%	2%	0%	0%	100%
A pre-recorded Planning Commission meeting	96%	3%	1%	0%	0%	100%
"Cop Talk"	88%	8%	3%	0%	0%	100%
"The A Files"	95%	3%	1%	0%	0%	100%
"Arvada Insights"	93%	6%	1%	0%	0%	100%
"Let's Talk with Ed Sardella"	93%	6%	1%	0%	0%	100%

Question 53: Respondent Use of Other City's Web Sites

In the last 12 months, how often have you used these other City related Web sites?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
arvadapd.org (Arvada Police Department)	83%	13%	3%	1%	0%	100%
arvadacenter.org (Arvada Center for the Arts and Humanities)	67%	21%	11%	1%	0%	100%
aeda.biz (Arvada Economic Development Association/AEDA)	96%	2%	1%	1%	0%	100%
westwoodsgolf.com (West Woods Golf Course)	84%	9%	6%	1%	0%	100%
lakearborgolf.com (Lake Arbor Golf Course)	88%	6%	5%	1%	0%	100%

Question 54: Respondent Use of Social Networking and Blog Sites

In the last 12 months, how often have you used or done the following...	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Social networking sites (e.g., Twitter, Facebook)	57%	8%	9%	5%	21%	100%
Read a blog(s)	57%	13%	12%	6%	13%	100%
Comment on a blog(s)	75%	9%	8%	3%	5%	100%

Appendix C: Responses to Selected Survey Questions by Geography

Responses to select survey questions are compared by City Council District and Police Sector in this appendix. Cells shaded grey indicate statistically significant differences ($p \leq .05$).

Comparisons by City Council District

Question 1: Quality of Life by Council District					
Percent rating as "very good" or "good"	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Overall, how would you describe the quality of life in Arvada?	95%	92%	94%	96%	94%
How do you rate the overall quality of your neighborhood?	81%	74%	79%	90%	81%
How do you rate Arvada as a place to raise children?	86%	81%	82%	90%	85%
How do you rate Arvada as a place to live?	95%	93%	92%	92%	93%
How do you rate Arvada as a place to retire?	67%	69%	61%	65%	65%
How do you rate Arvada as a place to work?	53%	43%	51%	45%	48%

Questions 4, 5 and 6: Safety in Arvada by Council District					
Percent rating as "very" or "somewhat" safe	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Sense of personal safety in Arvada	88%	86%	89%	92%	89%
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	90%	85%	84%	94%	88%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	71%	60%	72%	83%	72%
Fires in your neighborhood	85%	82%	88%	88%	86%
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	62%	65%	60%	72%	65%
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	52%	50%	51%	60%	54%
Fires outside your neighborhood	66%	68%	69%	75%	70%

Questions 7 and 8: Crime Victimization and Reporting by Council District

Percent responding "yes"	Council District 1	Council District 2	Council District 3	Council District 4	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	14%	25%	9%	9%	14%
If yes, was this crime (these crimes) reported to the police?	65%	77%	66%	73%	71%

Question 9: Problems Impacting Arvada by Council District

Percent rating as a "moderate" or "extreme" problem	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Crime	1%	5%	2%	1%	2%
Loitering youth	6%	9%	8%	5%	7%
Traffic congestion	17%	15%	17%	16%	16%
Lack of mass transit service	23%	21%	21%	27%	23%
Violation of traffic laws	14%	13%	10%	6%	11%
Growth	9%	17%	11%	16%	13%
Employment opportunities	15%	18%	19%	26%	20%
Lack of entry-level housing	6%	13%	14%	9%	11%
Lack of housing options for senior citizens	8%	7%	5%	7%	7%
Flooding	2%	1%	2%	3%	2%
Identity theft	8%	13%	12%	11%	11%
Residential property maintenance	11%	13%	11%	5%	10%
Home foreclosures	23%	18%	20%	13%	18%

Question 19: Support for More Business Development in Arvada by Council District

Percent "strongly" or "somewhat" support	Council District 1	Council District 2	Council District 3	Council District 4	Overall
To what extent do you support or oppose more retail development in Arvada?	80%	71%	80%	79%	78%

Question 20: Overall Satisfaction with Arvada Government Services by Council District

Percent rating "very satisfied" or "satisfied"	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Overall, how satisfied are you with the government services provided by the City of Arvada?	65%	49%	60%	68%	61%

Question 21: Satisfaction with Arvada City Services (Key Drivers) by Council District

Percent rating "very satisfied" or "satisfied"	Council District 1	Council District 2	Council District 3	Council District 4	Overall
Police emergency services	85%	83%	80%	84%	83%
Street patching and repairs	45%	46%	57%	52%	51%
Sewer services	71%	66%	71%	77%	72%
New street construction and expansion	41%	39%	53%	40%	44%
Programs to attract and keep businesses in Arvada	34%	27%	34%	32%	31%
Traffic safety (enforcement, education, and engineering)	49%	45%	56%	56%	52%
Curbside or other recycling options	49%	37%	45%	54%	47%

Question 32: Public Trust by Council District

Percent "strongly" or "somewhat" agree	Council District 1	Council District 2	Council District 3	Council District 4	Overall
City of Arvada employees really try to do quality work	83%	71%	82%	77%	78%
I receive good value for the City taxes I pay	66%	54%	62%	64%	62%
I am pleased with the overall direction that the City is taking	67%	56%	61%	59%	60%
I am well informed on major issues in the City of Arvada	53%	40%	48%	50%	48%
Arvada City government welcomes citizen involvement	60%	50%	54%	54%	54%
Government is really run for the benefit of all the people	56%	45%	50%	45%	49%
Most elected officials care what people like me think	49%	39%	40%	44%	43%

Question 34: Support for or Opposition to Traffic and Transportation Improvement Projects by Council District

Percent "strongly" or "somewhat" support	Council District 1	Council District 2	Council District 3	Council District 4	Overall
A service fee, similar to utility fees, that only would fund the maintenance of pavement on existing streets	45%	44%	44%	44%	44%
The completion of the metropolitan beltway, connecting the Northwest Parkway at Broomfield to C470 at I-70	64%	50%	51%	60%	56%
The removal of non-critical street lighting to reduce energy consumption and costs	52%	50%	59%	59%	55%

Comparisons by Police Sector

Question 1: Quality of Life by Police Sector

Percent rating as "very good" or "good"	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Overall, how would you describe the quality of life in Arvada?	95%	89%	99%	96%	94%
How do you rate the overall quality of your neighborhood?	79%	69%	89%	93%	81%
How do you rate Arvada as a place to raise children?	86%	75%	91%	92%	85%
How do you rate Arvada as a place to live?	95%	90%	96%	91%	93%
How do you rate Arvada as a place to retire?	64%	63%	64%	71%	65%
How do you rate Arvada as a place to work?	51%	46%	50%	44%	48%

Questions 4, 5 and 6: Safety in Arvada by Police Sector

Percent rating as "very" or "somewhat" safe	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Sense of personal safety in Arvada	87%	84%	92%	94%	89%
Violent crimes (e.g., rape, robbery, assault) in your neighborhood	87%	81%	93%	93%	88%
Property crimes (e.g., burglary, theft, vandalism, auto theft) in your neighborhood	70%	59%	82%	83%	72%
Fires in your neighborhood	84%	83%	90%	87%	86%
Violent crimes (e.g., rape, robbery, assault) outside your neighborhood	62%	60%	70%	71%	65%
Property crimes (e.g., burglary, theft, vandalism, auto theft) outside your neighborhood	52%	45%	61%	59%	54%
Fires outside your neighborhood	67%	65%	78%	71%	70%

Questions 7 and 8: Crime Victimization and Reporting by Police Sector

Percent responding "yes"	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	16%	19%	7%	10%	14%
If yes, was this crime (these crimes) reported to the police?	64%	75%	65%	81%	71%

Question 9: Problems Impacting Arvada by Police Sector

Percent rating as a "moderate" or "extreme" problem	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Crime	1%	6%	1%	1%	2%
Loitering youth	4%	11%	5%	7%	7%
Traffic congestion	18%	21%	9%	16%	16%
Lack of mass transit service	25%	18%	22%	29%	23%
Violation of traffic laws	15%	13%	7%	7%	11%
Growth	13%	13%	9%	18%	13%
Employment opportunities	17%	22%	20%	21%	20%
Lack of entry-level housing	7%	14%	14%	6%	11%
Lack of housing options for senior citizens	8%	7%	6%	6%	7%
Flooding	3%	2%	1%	3%	2%
Identity theft	9%	13%	12%	11%	11%
Residential property maintenance	12%	16%	5%	4%	10%
Home foreclosures	25%	19%	17%	10%	18%

Question 19: Support for More Business Development in Arvada by Police Sector

Percent "strongly" or "somewhat" support	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
To what extent do you support or oppose more retail development in Arvada?	79%	72%	82%	80%	78%

Question 20: Overall Satisfaction with Arvada Government Services by Police Sector

Percent rating "very satisfied" or "satisfied"	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Overall, how satisfied are you with the government services provided by the City of Arvada?	61%	54%	65%	64%	61%

Question 21: Satisfaction with Arvada City Services (Key Drivers) by Police Sector

Percent rating "very satisfied" or "satisfied"	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
Police emergency services	83%	80%	83%	87%	83%
Street patching and repairs	45%	50%	59%	49%	51%
Sewer services	72%	66%	75%	74%	72%
New street construction and expansion	37%	45%	52%	40%	44%
Programs to attract and keep businesses in Arvada	29%	28%	39%	30%	31%
Traffic safety (enforcement, education, and engineering)	47%	46%	60%	58%	52%
Curbside or other recycling options	44%	38%	56%	50%	47%

Question 32: Public Trust by Police Sector

Percent "strongly" or "somewhat" agree	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
City of Arvada employees really try to do quality work	81%	77%	77%	79%	78%
I receive good value for the City taxes I pay	63%	54%	64%	68%	62%
I am pleased with the overall direction that the City is taking	65%	54%	63%	61%	60%
I am well informed on major issues in the City of Arvada	52%	42%	49%	52%	48%
Arvada City government welcomes citizen involvement	56%	46%	58%	58%	54%
Government is really run for the benefit of all the people	54%	43%	48%	53%	49%
Most elected officials care what people like me think	47%	36%	43%	47%	43%

Question 34: Support for or Opposition to Traffic and Transportation Improvement Projects by Police Sector

Percent "strongly" or "somewhat" support	Police Sector A	Police Sector B	Police Sector C	Police Sector D	Overall
A service fee, similar to utility fees, that only would fund the maintenance of pavement on existing streets	42%	42%	47%	47%	44%
The completion of the metropolitan beltway, connecting the Northwest Parkway at Broomfield to C470 at I-70	62%	48%	59%	58%	56%
The removal of non-critical street lighting to reduce energy consumption and costs	53%	52%	62%	55%	55%

Appendix D: Survey Methodology

Developing the Questionnaire

The Arvada Citizen Survey was first administered in 1979. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city, and their assessment of city service delivery. The citizen survey instrument for Arvada was developed by starting with the version from the previous implementation in 2007. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2009 questionnaire. In an iterative process between City staff and NRC staff, a final 10-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the City of Arvada were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled, so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside these boundaries. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a final list of 2,400 addresses. The Council District and Police Sector for each address in the sample also were identified so that geographic comparisons could be made.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

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

In order to randomly select an adult within the household to participate in the survey, the “birthday method” was employed. With this method, the interviewer asked to speak to the person age 18 years or older who most recently had a birthday, regardless of the year of birth. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the 2009 Arvada Citizen Survey was sent. Approximately one week after mailing the prenotification, each household

was mailed a survey containing a cover letter signed by the mayor enlisting participation. The packet also contained a postage paid return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey.

The mailings were sent in late August 2009. Completed surveys were collected over the following 6 weeks. About 4% of the 2,400 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,296 households presumed to have received a survey, 851 completed the survey, providing a response rate of 37%, similar what was seen in 2007 (36%).

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than three percentage points in either direction from what would have been obtained had responses been collected from all City of Arvada adults. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite our best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While 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, results for subgroups will have wider confidence intervals. For each subgroup from the survey, the margin of error rises to as much as plus or minus 7% for a sample size of 176 (in smallest) to plus or minus 7% for 245 completed surveys (in largest).

Survey Processing (Data Entry)

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

Once all surveys have been assigned a unique identification number, they are entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Analysis

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey (ACS) estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, and tenure (rent versus own). This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting "schemes" are tested to ensure the best fit for the data.

The weighting process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of multi-family housing dwellers.

The results of the weighting scheme are presented in the figure on the following page.

2009 Arvada Citizen Survey Weighting Table

Characteristic	Percent in Population		
	Population Norm*	Unweighted Data	Weighted Data
Sex and Age			
18-34 years of age	24%	9%	24%
35-54 years of age	43%	37%	42%
55+ years of age	33%	54%	33%
Female	51%	58%	51%
Male	49%	42%	49%
Females 18-34	11%	6%	12%
Females 35-54	21%	20%	21%
Females 55+	18%	32%	18%
Males 18-34	13%	3%	13%
Males 35-54	21%	16%	21%
Males 55+	15%	23%	15%
Race and Ethnicity			
Hispanic	10%	6%	7%
Not Hispanic	90%	94%	93%
White	91%	97%	91%
Non-white	9%	7%	9%
White alone, not Hispanic	85%	90%	88%
Hispanic and/or other race	15%	10%	12%
Housing			
Own home	79%	86%	79%
Rent home	21%	14%	21%
Detached unit	75%	79%	74%
Attached unit	25%	21%	26%

*Source: U.S. Census Bureau, 2006 American Community Survey

Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix B: Responses to Survey Questions.

Also included are results by geographic area (Appendix C: Responses to Selected Survey Questions by Geography). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix E. Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National comparisons provided for the City of Arvada followed by the 2000 population according to the U.S. Census. At the end of this section, are listed the jurisdictions included in the Front Range comparison.

Jurisdictions Included in National Comparisons

Agoura Hills, CA	20,537	Boulder, CO	94,673
Alamogordo, NM	35,582	Bowling Green, KY	49,296
Albany, GA	76,939	Bozeman, MT	27,509
Albemarle County, VA	79,236	Branson, MO	6,050
Alpharetta, GA	34,854	Brea, CA	35,410
Ames, IA	50,731	Breckenridge, CO	2,408
Andover, MA.....	31,247	Brevard County, FL	476,230
Ankeny, IA	27,117	Brisbane, CA.....	3,597
Ann Arbor, MI.....	114,024	Broken Arrow, OK	74,839
Arapahoe County, CO.....	487,967	Broomfield, CO	38,272
Archuleta County, CO.....	9,898	Bryan, TX.....	34,733
Arkansas City, KS.....	11,963	Burlingame, CA.....	28,158
Arlington County, VA.....	189,453	Burlington, MA	22,876
Arvada, CO	102,153	Calgary, Canada.....	878,866
Asheville, NC.....	68,889	Cambridge, MA.....	101,355
Aspen, CO	5,914	Canandaigua, NY	11,264
Auburn, AL.....	42,987	Cape Coral, FL	102,286
Auburn, WA.....	40,314	Carlsbad, CA.....	78,247
Aurora, CO	276,393	Carson City, NV	52,457
Austin, TX	656,562	Cartersville, GA.....	15,925
Avondale, AZ	35,883	Carver County, MN.....	70,205
Barnstable, MA.....	47,821	Cary, NC.....	94,536
Batavia, IL	23,866	Castle Rock, CO.....	20,224
Battle Creek, MI	53,364	Cedar Creek, NE	396
Bedford, MA.....	12,595	Cedar Falls, IA.....	36,145
Beekman, NY	11,452	Centralia, IL	14,136
Belleair Beach, FL.....	1,751	Chandler, AZ	176,581
Bellevue, WA.....	109,569	Chanhassen, MN.....	20,321
Bellflower, CA.....	72,878	Chanute, KS	9,411
Bellingham, WA.....	67,171	Charlotte County, FL	141,627
Benbrook, TX	20,208	Charlotte, NC.....	540,828
Bend, OR	52,029	Chesapeake, VA.....	199,184
Benicia, CA	26,865	Chesterfield County, VA.....	259,903
Bettendorf, IA.....	31,275	Cheyenne, WY.....	53,011
Billings, MT.....	89,847	Chittenden County, VT	146,571
Blacksburg, VA.....	39,357	Chula Vista, CA.....	173,556
Bloomfield, NM	6,417	Claremont, CA	33,998
Blue Ash, OH.....	12,513	Clark County, WA.....	345,238
Blue Earth, MN.....	3,621	Clay County, MO.....	184,006
Blue Springs, MO	48,080	Clearwater, FL.....	108,787
Boise, ID	185,787	Cococino County, AZ	116,320
Bonita Springs, FL.....	32,797	College Park, MD.....	24,657
Borough of Ebensburg, PA.....	3,091	Collier County, FL.....	251,377
Botetourt County, VA	30,496	Collinsville, IL.....	24,707
Boulder County, CO.....	291,288	Colorado Springs, CO	360,890

Concord, CA	121,780	Elmhurst, IL	42,762
Concord, NC	55,977	Englewood, CO	31,727
Cooper City, FL	27,939	Ephrata Borough, PA	13,213
Coral Springs, FL	117,549	Escambia County, FL	294,410
Corpus Christi, TX	277,454	Escanaba, MI	13,140
Corvallis, OR	49,322	Eugene, OR	137,893
Coventry, CT	11,504	Eustis, FL	15,106
Craig, CO	9,189	Evanston, IL	74,239
Cranberry Township, PA	23,625	Fairway, KS	3,952
Crested Butte, CO	1,529	Farmington, NM	37,844
Creve Coeur, MO	16,500	Farmington, UT	12,081
Cumberland County, PA	213,674	Fayetteville, AR	58,047
Cupertino, CA	50,546	Federal Way, WA	83,259
Dakota County, MN	355,904	Fishers, IN	37,835
Dallas, TX	1,188,580	Flagstaff, AZ	52,894
Dania Beach, FL	20,061	Florence, AZ	17,054
Davenport, IA	98,359	Fort Collins, CO	118,652
Davidson, NC	7,139	Fort Worth, TX	534,694
Daviess County, KY	91,545	Freeport, IL	26,443
Davis, CA	60,308	Fridley, MN	27,449
Daytona Beach, FL	64,112	Fruita, CO	6,478
De Pere, WI	20,559	Gainesville, FL	95,447
Decatur, GA	18,147	Gaithersburg, MD	52,613
DeKalb, IL	39,018	Galt, CA	19,472
Del Mar, CA	4,389	Georgetown, CO	1,088
Delaware, OH	25,243	Georgetown, TX	28,339
Delhi Township, MI	22,569	Gig Harbor, WA	6,465
Delray Beach, FL	60,020	Gilbert, AZ	109,697
Denver (City and County), CO	554,636	Gillette, WY	19,646
Denver Public Library, CO	NA	Gladstone, MI	5,032
Des Moines, IA	198,682	Golden, CO	17,159
Destin, FL	11,119	Goodyear, AZ	18,911
Dewey-Humboldt, AZ	6,295	Grand County, CO	12,442
District of Saanich, Victoria, Canada	103,654	Grand Junction, CO	41,986
Douglas County, CO	175,766	Grand Prairie, TX	127,427
Dover, DE	32,135	Grandview, MO	24,881
Dover, NH	26,884	Greenville, SC	10,468
Downers Grove, IL	48,724	Greenwood Village, CO	11,035
Dublin, CA	29,973	Gresham, OR	90,205
Dublin, OH	31,392	Guelph, Ontario, Canada	114,943
Duluth, MN	86,918	Gulf Shores, AL	5,044
Duncanville, TX	36,081	Gunnison County, CO	13,956
Durango, CO	13,922	Gurnee, IL	28,834
Durham, NC	187,038	Hanau, Germany	NA
Duval County, FL	778,879	Hanover County, VA	86,320
Eagle County, CO	41,659	Hartford, CT	121,578
East Providence, RI	48,688	Henderson, NV	175,381
Eau Claire, WI	61,704	Hermiston, OR	13,154
Edmond, OK	68,315	High Point, NC	85,839
Edmonton, Canada	666,104	Highland Park, IL	31,365
El Cerrito, CA	23,171	Highlands Ranch, CO	70,931
El Paso, TX	563,662	Hillsborough County, FL	998,948
Elk Grove, CA	59,984	Honolulu, HI	876,156
Ellisville, MO	9,104	Hopewell, VA	22,354

Hoquiam, WA.....	9,097	Lynnwood, WA.....	33,847
Hot Sulphur Springs, CO.....	521	Lynwood, CA.....	69,845
Howell, MI.....	9,232	Madison, WI.....	208,054
Hudson, NC.....	3,078	Manchester, CT.....	54,740
Hudson, OH.....	22,439	Mankato, MN.....	32,427
Hurst, TX.....	36,273	Maple Grove, MN.....	50,365
Hutchinson, MN.....	13,080	Maplewood, MN.....	34,947
Hutto, TX.....	1,250	Marana, AZ.....	13,556
Independence, MO.....	113,288	Marion, IA.....	7,144
Indianola, IA.....	12,998	Maryland Heights, MO.....	25,756
Irving, TX.....	191,615	Maryville, MO.....	10,581
Jackson County, OR.....	181,269	Maui, HI.....	128,094
James City County, VA.....	48,102	Mauldin, SC.....	15,224
Jefferson County, CO.....	527,056	Mayer, MN.....	554
Jefferson Parish, LA.....	455,466	McAllen, TX.....	106,414
Joplin, MO.....	45,504	Medina, MN.....	4,005
Kamloops, Canada.....	77,281	Melbourne, FL.....	71,382
Kannapolis, NC.....	36,910	Menlo Park, CA.....	30,785
Kearney, NE.....	27,431	Meridian Charter Township, MI.....	38,987
Keizer, OR.....	32,203	Merriam, KS.....	11,008
Kelowna, Canada.....	96,288	Merrill, WI.....	10,146
Kent, WA.....	79,524	Mesa County, CO.....	116,255
Kettering, OH.....	57,502	Miami Beach, FL.....	87,933
King County, WA.....	1,737,034	Milton, GA.....	NA
Kirkland, WA.....	45,054	Milton, WI.....	5,132
Kissimmee, FL.....	47,814	Minneapolis, MN.....	382,618
Kitsap County, WA.....	231,969	Mission Viejo, CA.....	93,102
Kutztown Borough, PA.....	5,067	Mission, KS.....	9,727
La Mesa, CA.....	54,749	Missoula, MT.....	57,053
La Plata, MD.....	6,551	Montgomery County, MD.....	873,341
La Vista, NE.....	11,699	Montpelier, VT.....	8,035
Laguna Beach, CA.....	23,727	Montrose, CO.....	12,344
Lakewood, CO.....	144,126	Mooresville, NC.....	18,823
Lane County, OR.....	322,959	Morgan Hill, CA.....	33,556
Laramie, WY.....	27,204	Morgantown, WV.....	26,809
Larimer County, CO.....	251,494	Moscow, ID.....	21,291
Lawrence, KS.....	80,098	Mountain View, CA.....	70,708
Lebanon, NH.....	12,568	Mountlake Terrace, WA.....	20,362
Lebanon, OH.....	16,962	Multnomah County, OR.....	660,486
Lee's Summit, MO.....	70,700	Munster, IN.....	21,511
Lenexa, KS.....	40,238	Naperville, IL.....	128,358
Lexington, VA.....	6,867	Nashville, TN.....	545,524
Lincolnwood, IL.....	12,359	Needham, MA.....	28,911
Little Rock, AR.....	183,133	New Orleans, LA.....	484,674
Livermore, CA.....	73,345	New York City, NY.....	8,008,278
Lodi, CA.....	56,999	Newport Beach, CA.....	70,032
Lone Tree, CO.....	4,873	Newport News, VA.....	180,150
Long Beach, CA.....	461,522	Newport, RI.....	26,475
Longmont, CO.....	71,093	Normal, IL.....	45,386
Louisville, CO.....	18,937	North Branch, MN.....	8,023
Loveland, CO.....	50,608	North Las Vegas, NV.....	115,488
Lower Providence Township, PA.....	22,390	North Palm Beach, FL.....	12,064
Lyme, NH.....	1,679	North Port, FL.....	22,797
Lynchburg, VA.....	65,269	North Vancouver, Canada.....	44,303

Northampton County, VA.....	13,093	Prior Lake, MN.....	15,917
Northern Tier Coalition Community Survey, PA.....	NA	Queen Creek, AZ.....	4,316
Northglenn, CO	31,575	Radford, VA	NA
Novi, MI.....	47,386	Rancho Cordova, CA	55,060
O'Fallon, IL	21,910	Raymore, MO	11,146
O'Fallon, MO.....	46,169	Redding, CA	80,865
Oak Park, IL	39,803	Reno, NV.....	180,480
Oak Ridge, TN	27,387	Renton, WA	50,052
Oakland Park, FL.....	30,966	Richland, WA	38,708
Oakland Township, MI.....	13,071	Richmond Heights, MO	9,602
Oakville, Canada.....	144,738	Richmond, CA	99,216
Ocean City, MD.....	7,173	Rio Rancho, NM	51,765
Ocean Shores, WA.....	3,836	Riverdale, UT.....	7,656
Oklahoma City, OK.....	506,132	Riverside, IL	8,895
Olathe, KS.....	92,962	Roanoke, VA.....	94,911
Oldsmar, FL	11,910	Rock Hill, SC	49,765
Olmsted County, MN.....	124,277	Rockville, MD.....	47,388
Olympia, WA.....	42,514	Roswell, GA.....	79,334
Orange Village, OH	3,236	Round Rock, TX.....	61,136
Orleans Parish, LA.....	484,674	Rowlett, TX	44,503
Ottawa County, MI.....	238,314	Saco, ME.....	16,822
Overland Park, KS	149,080	Safford, AZ.....	9,232
Oviedo, FL	26,316	Salina, KS.....	45,679
Ozaukee County, WI.....	82,317	San Francisco, CA	776,733
Palatine, IL	65,479	San Juan County, NM.....	113,801
Palm Bay, FL	79,413	San Luis Obispo County, CA.....	247,900
Palm Beach County, FL	1,131,184	San Marcos, TX	34,733
Palm Beach Gardens, FL.....	35,058	San Rafael, CA	56,063
Palm Beach, FL.....	10,468	San Ramon, CA.....	44,722
Palm Coast, FL.....	32,732	Sandusky, OH.....	27,844
Palm Springs, CA.....	42,807	Sanford, FL.....	38,291
Palo Alto, CA	58,598	Santa Barbara County, CA.....	399,347
Park Ridge, IL	37,775	Santa Monica, CA	84,084
Parker, CO	23,558	Sarasota, FL.....	52,715
Pasadena, TX.....	141,674	Sault Sainte Marie, MI	16,542
Pasco County, FL.....	344,765	Savannah, GA	131,510
Pasco, WA.....	32,066	Scott County, MN	89,498
Peoria County, IL.....	183,433	Scottsdale, AZ	202,705
Peoria, AZ	108,364	Sedona, AZ	10,192
Peters Township, PA.....	17,556	Seminole, FL	10,890
Philadelphia, PA.....	1,517,550	Sheldahl, IA	336
Phoenix, AZ	1,321,045	Shenandoah, TX.....	1,503
Pinellas County, FL.....	921,482	Sherman, IL.....	2,871
Pinellas Park, FL	45,658	Shorewood, IL.....	7,686
Pitkin County, CO	14,872	Shrewsbury, MA	31,640
Plano, TX	222,030	Silverthorne, CO	3,196
Port Orange, FL	45,823	Sioux Falls, SD	123,975
Port St. Lucie, FL	88,769	Skokie, IL	63,348
Portland, OR	529,121	Slater, IA	1,306
Poway, CA	48,044	Smyrna, GA	40,999
Prescott Valley, AZ.....	25,535	Snoqualmie, WA.....	1,631
Prince Albert, Canada.....	34,291	South Daytona, FL.....	13,177
Prince William County, VA	280,813	South Haven, MI.....	5,021
		South Lake Tahoe, CA.....	23,609

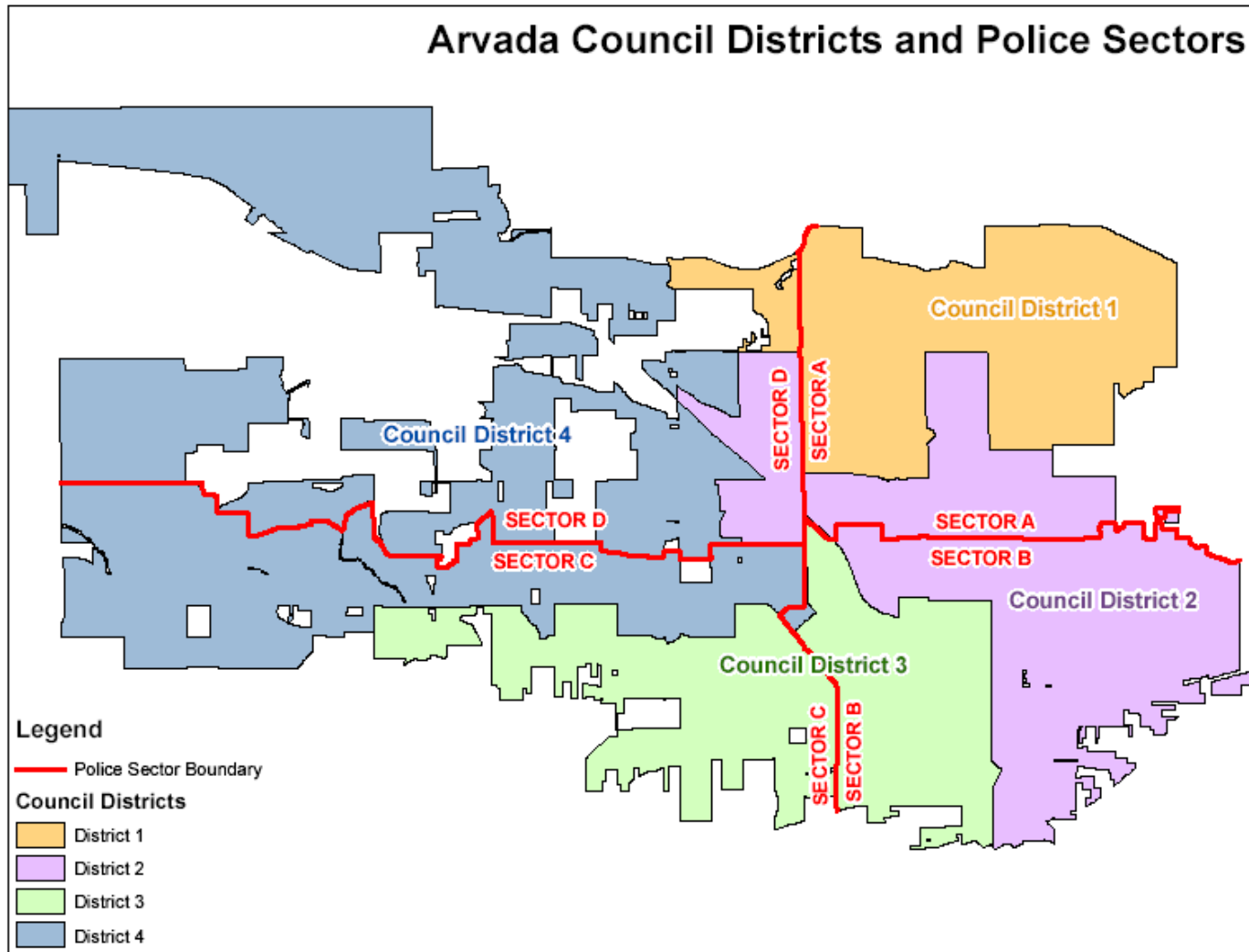
Southlake, TX.....	21,519	Vancouver, WA	143,560
Sparks, NV	66,346	Victoria, Canada	78,057
Spokane Valley, WA	NA	Village of Howard City, MI	1,585
Spotsylvania County, VA	90,395	Virginia Beach, VA.....	425,257
Springboro, OH.....	12,380	Visalia, CA.....	91,565
Springville, UT	20,424	Volusia County, FL.....	443,343
St. Cloud, FL.....	20,074	Wahpeton, ND	8,586
St. Cloud, MN	59,107	Walnut Creek, CA	64,296
St. Louis County, MN	200,528	Walton County, FL.....	40,601
Stafford County, VA.....	92,446	Washington City, UT.....	8,186
Starkville, MS	21,869	Washington County, MN	201,130
State College, PA.....	38,420	Washoe County, NV	339,486
Staunton, VA	23,853	Waukee, IA.....	5,126
Steamboat Springs, CO.....	9,815	Wausau, WI.....	38,426
Sterling, CO	11,360	West Des Moines, IA	46,403
Stillwater, OK.....	39,065	Western Eagle County Metro Recreation District, CO.....	NA
Stockton, CA	243,771	Westerville, OH.....	35,318
Suamico, WI.....	8,686	Westminster, CO	100,940
Sugar Grove, IL	3,909	Wethersfield, CT	26,271
Sugar Land, TX	63,328	Wheat Ridge, CO.....	32,913
Summit County, CO.....	23,548	White House, TN.....	7,220
Sunnyvale, CA.....	131,760	Whitehorse, Canada.....	19,058
Suwanee, GA	8,725	Whitewater, WI.....	13,437
Tacoma Public Works, WA	NA	Wichita, KS.....	344,284
Tacoma, WA	193,556	Williamsburg, VA.....	11,998
Takoma Park, MD	17,299	Willingboro Township, NJ	33,008
Tallahassee, FL	150,624	Wilmington, IL.....	5,134
Temecula, CA.....	57,716	Wilmington, NC	90,400
Tempe, AZ	158,625	Windsor, CT	28,237
Teton County, WY.....	18,251	Winnipeg, Canada	619,544
The Colony, TX	26,531	Winston-Salem, NC.....	185,776
Thornton, CO.....	82,384	Winter Garden, FL	14,351
Thousand Oaks, CA	117,005	Winter Park, FL	24,090
Thunder Bay, Canada	109,016	Woodbury, MN	46,463
Titusville, FL.....	40,670	Woodridge, IL.....	30,934
Tomball, TX	9,089	Worcester, MA.....	172,648
Troy, MI	80,959	Yellowknife, Canada	16,541
Tuskegee, AL.....	11,846	Yuma County, AZ	160,026
Upper Merion Township, PA.....	28,863	Yuma, AZ.....	77,515
Urbandale, IA.....	29,072		
Vail, CO.....	4,531		
Valdez, AK.....	4,036		

Jurisdictions Included in Front Range Comparisons

Arapahoe County, CO.....	487,967
Arvada, CO.....	102,153
Aspen, CO.....	5,914
Aurora, CO.....	276,393
Boulder County, CO.....	291,288
Boulder, CO.....	94,673
Broomfield, CO.....	38,272
Castle Rock, CO.....	20,224
Colorado Springs, CO.....	360,890
Denver (City and County), CO.....	554,636
Denver Public Library, CO.....	NA
Douglas County, CO.....	175,766
Englewood, CO.....	31,727
Fort Collins, CO.....	118,652
Golden, CO.....	17,159
Greenwood Village, CO.....	11,035
Highlands Ranch, CO.....	70,931
Jefferson County, CO.....	527,056
Lakewood, CO.....	144,126
Larimer County, CO.....	251,494
Lone Tree, CO.....	4,873
Longmont, CO.....	71,093
Louisville, CO.....	18,937
Loveland, CO.....	50,608
Northglenn, CO.....	31,575
Parker, CO.....	23,558
Thornton, CO.....	82,384
Westminster, CO.....	100,940
Wheat Ridge, CO.....	32,913

Appendix F: Map of Council Districts and Police Sectors

Below is a map of the Arvada Council Districts and Police Sectors by which comparisons were made to select survey questions.



Appendix G: Copy of Survey Questionnaire

The following pages contain a copy of the questionnaire that survey participants were asked to complete.

2009 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:

	very good	good	neither good nor bad	bad	very bad
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

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?

	improve	stay about the same	decline
.....	1	2	3

3. 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
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
p. Ease of walking in the City	1	2	3	4	5	6

4. Please rate your sense of personal safety in Arvada

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
.....	1	2	3	4	5

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

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
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:

	very safe	somewhat safe	neither safe nor unsafe	somewhat unsafe	very unsafe
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. During the past 12 months, were you or anyone in your household the victim of any crime?
 No → go to question #9 Yes → go to question #8 Don't know → go to question #9

8. If yes, was this crime (these crimes) reported to the police?
 No Yes Don't know

9. 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
m. Home foreclosures.....	1	2	3	4	5

10. Please circle the number that best represents your answer. Would you say that you (and your household)...

	<u>much better</u>	<u>somewhat better</u>	<u>about the same</u>	<u>somewhat worse</u>	<u>much worse</u>	<u>don't know</u>
a. Are better off or worse off financially than you were a year ago	1	2	3	4	5	6
b. Will be better off or worse off financially a year from now	1	2	3	4	5	6

11. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
 Very positive Somewhat positive Neutral Somewhat negative Very negative

COMMUNITY PARTICIPATION

12. 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 Apex Park and 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 theater or art 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

13. 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

14. You have the option to shop in Arvada, other cities or on the Internet. All things being equal, please rate how important, if at all, it is to you to shop in Arvada.

- Essential Very important Somewhat important Not at all important Don't know

15. In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Arvada?

	<u>always</u>	<u>frequently</u>	<u>sometimes</u>	<u>never</u>
a. Groceries	1	2	3	4
b. Clothes/personal items.....	1	2	3	4
c. Meals and entertainment	1	2	3	4
d. Large household appliances and furniture	1	2	3	4
e. Computers and electronics	1	2	3	4
f. Home improvement/hardware	1	2	3	4
g. Other items	1	2	3	4

COMMUNITY DEVELOPMENT

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

	<u>much too fast</u>	<u>somewhat too fast</u>	<u>about right</u>	<u>somewhat too slow</u>	<u>much too slow</u>
a. Residential growth.....	1	2	3	4	5
b. Retail (shopping) growth.....	1	2	3	4	5
c. Job growth.....	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

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

	<u>very good</u>	<u>good</u>	<u>neither good nor bad</u>	<u>bad</u>	<u>very 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

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

	<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. 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	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

19. 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.

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

SERVICES PROVIDED IN ARVADA

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

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

	<u>very satisfied</u>	<u>satisfied</u>	<u>neutral</u>	<u>dissatisfied</u>	<u>very dissatisfied</u>	<u>don't 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. Sidewalk maintenance	1	2	3	4	5	6
r. Programs at the Arvada Center for the Arts and Humanities	1	2	3	4	5	6
s. Programs to attract and keep businesses in Arvada	1	2	3	4	5	6
t. Low income/subsidized housing	1	2	3	4	5	6
u. Ease of car travel in the City	1	2	3	4	5	6
v. Ease of bicycle travel in the City	1	2	3	4	5	6
w. Traffic safety (enforcement, education, and engineering)	1	2	3	4	5	6
x. City building inspection	1	2	3	4	5	6

22. 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. Mental health services	1	2	3	4	5	6
h. Fire services	1	2	3	4	5	6
i. Library services	1	2	3	4	5	6
j. Trash collection	1	2	3	4	5	6
k. Recreation programs	1	2	3	4	5	6
l. Curbside or other recycling options	1	2	3	4	5	6

23. 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 how important you think it is to have the City of Arvada provide these services.

	<u>essential</u>	<u>very</u> <u>important</u>	<u>somewhat</u> <u>important</u>	<u>not at all</u> <u>important</u>	<u>don't</u> <u>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. Sidewalk maintenance.....	1	2	3	4	5
r. Programs at the Arvada Center for the Arts and Humanities	1	2	3	4	5
s. Programs to attract and keep businesses in Arvada	1	2	3	4	5
t. Low income/subsidized housing	1	2	3	4	5
u. Ease of car travel in the City	1	2	3	4	5
v. Ease of bicycle travel in the City	1	2	3	4	5
w. Traffic safety (enforcement, education, and engineering).....	1	2	3	4	5
x. City building inspection.....	1	2	3	4	5

24. 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. Mental health services	1	2	3	4	5
h. Fire services	1	2	3	4	5
i. Library services	1	2	3	4	5
j. Trash collection	1	2	3	4	5
k. Recreation programs	1	2	3	4	5
l. Curbside or other recycling options	1	2	3	4	5

25. 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):

	<u>strongly support</u>	<u>somewhat support</u>	<u>somewhat oppose</u>	<u>strongly oppose</u>	<u>don't know</u>	<u>top 3 priorities</u>
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 the construction of streets to improve the City's transportation system.....	1	2	3	4	5	_____
h. Make walking and biking easier around Arvada by connecting bike lanes and sidewalks	1	2	3	4	5	_____
i. Fund ongoing maintenance of roads	1	2	3	4	5	_____

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

- No → go to question #29 Yes → go to question #27

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

- | | | |
|---|--|---|
| <input type="checkbox"/> Water/Sewer | <input type="checkbox"/> Community Development | <input type="checkbox"/> Building Inspection |
| <input type="checkbox"/> Police | <input type="checkbox"/> Municipal Court | <input type="checkbox"/> Streets/Snow Removal |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Housing | <input type="checkbox"/> Water Billing |
| <input type="checkbox"/> Parks/Golf | <input type="checkbox"/> Arvada Center | <input type="checkbox"/> City Attorney/Prosecutor |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Sales Tax | <input type="checkbox"/> Traffic Engineering |
| <input type="checkbox"/> Code Enforcement | <input type="checkbox"/> Animal Control | <input type="checkbox"/> Other |
| <input type="checkbox"/> City Clerk/Passport | <input type="checkbox"/> City Manager's Office | |

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

	<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. 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. Making you feel valued as a citizen/customer	1	2	3	4	5	6
e. Overall impression	1	2	3	4	5	6

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

- No → go to question #32 Yes → go to question #30

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

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

31. 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	2	3	4	5
b. How would you rate the conduct of the judge on the case?.....	1	2	3	4	5
c. How would you rate the conduct of the City prosecutors on the case?.....	1	2	3	4	5

PUBLIC TRUST

32. 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	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	2	3	4	5	6	
e. Arvada City government welcomes citizen involvement	1	2	3	4	5	6	
f. Government is really run for the benefit of all the people ...	1	2	3	4	5	6	
g. Most elected officials care what people like me think	1	2	3	4	5	6	

TRAFFIC AND TRANSPORTATION

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

	no <u>problem</u>	slight <u>problem</u>	moderate <u>problem</u>	major <u>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
e. Accessibility of commercial and retail centers	1	2	3	4

34. To what extent do you support or oppose each of the following...

	strongly <u>support</u>	somewhat <u>support</u>	somewhat <u>oppose</u>	strongly <u>oppose</u>	don't <u>know</u>
a. A service fee, similar to utility fees, that only would fund the maintenance of pavement on existing streets	1	2	3	4	5
b. The completion of the metropolitan beltway, connecting the Northwest Parkway at Broomfield to C470 at I-70.....	1	2	3	4	5
c. The removal of non-critical street lighting to reduce energy consumption and costs.....	1	2	3	4	5

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

- Additional lanes on existing City streets
- Construction of new streets to build out the City's transportation system
- Traffic flow improvements on existing City streets
- Safety improvements for vehicular, bicycle, and pedestrian traffic
- None of these is more important than any other
- Traffic is fine - I see no pressing problems
- Don't know

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

	<u>strongly agree</u>	<u>somewhat agree</u>	<u>neither agree nor disagree</u>	<u>somewhat disagree</u>	<u>strongly disagree</u>	<u>don't know</u>
a. On-street parking is available in non-residential areas	1	2	3	4	5	6
b. The City should better enforce parking time restrictions.....	1	2	3	4	5	6
c. The City should consider the development of additional parking in strategic locations such as Olde Town.....	1	2	3	4	5	6
d. The revenues to provide possible future parking should be generated by on-street paid parking (i.e., meters).....	1	2	3	4	5	6

37. To what extent do you support or oppose the use of roundabouts, or traffic circles, in Arvada in the future?

- Strongly support
 Somewhat support
 Somewhat oppose
 Strongly oppose
 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>
38. How important is it to you to have the opportunity to work as well as live in Arvada?	1	2	3	4	5

39. Do you work outside of the home?

- No → go to question #43
 Yes → go to question #40

40. About how many miles is your work place from home? _____ Miles

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

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

42. How do you usually travel to work?

- Drive alone Bike Walk Other
 The bus Car pool Scooter

SOURCES OF INFORMATION

43. 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 (bi-monthly City newsletter)	1	2	3	4	5
c. Denver Post.....	1	2	3	4	5
d. City Water bill inserts.....	1	2	3	4	5
e. KATV Cable Channel 8.....	1	2	3	4	5
f. The City Web site at www.arvada.org.....	1	2	3	4	5
g. Friends and family (word of mouth).....	1	2	3	4	5
h. Local TV news	1	2	3	4	5
i. Local radio broadcasts.....	1	2	3	4	5
j. Your Hub (weekly insert in the Denver Post).....	1	2	3	4	5
k. Social networking sites and video Web sites (e.g., Twitter, Facebook, YouTube)	1	2	3	4	5

CABLE SERVICE

44. Do you subscribe to cable or satellite television?

- No → go to question #47
 Yes → go to question #45

45. Which television service do you subscribe to?

- Comcast
 US Cable
 Satellite → go to question #47

54. In the last 12 months, how often have you used or done the following...

	never	once or twice	3 to 12 times	13 to 26 times	more than 26 times
a. Social networking sites (e.g., Twitter, Facebook).....	1	2	3	4	5
b. Read a blog(s)	1	2	3	4	5
c. Comment on a blog(s)	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.

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

_____ years

56. What kind of residence do you live in?

- Single family home Apartment
- Condo Townhouse
- Mobile home Senior/Assisted living

57. Do you rent or own your residence?

- Rent
- Own

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

59. 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

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

- No
- Yes

61. 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

62. How much do you anticipate your household's total income before taxes will be for 2009? (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

63. 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

64. Are you of Hispanic origin?

- No Yes

65. 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

66. 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., PO Box 549, Belle Mead, NJ 08502-9922