





Survey background & methods

15th administration

- Mailed to 4,000 households
- Offered online and in Spanish
- 613 completed (16%)
- ±4% margin of error
- Weighted to reflect community
- Results compared by demographics and school district
- Benchmarks

		WESTMINSTER							
	Herb Atchison Mayor	Dear Westm	ninster	Resident:			Estima	ido Resider	nte de Westminster:
	Anita Seitz Mayor Pro Terr	You have be	en sel	ected at ra	ure of Westm andom to part nmunity Surve	icipate	Westm para pa	ninster! Ust	os a moldear el futuro de ad ha sido seleccionado al azar la Encuesta comunitaria 2020
	David DeMott Counctilor	survey. You important -	r partic especia	ipation in t ally since	fill out the en this survey is your househo f households	very Id is	encues	sta adjunta;	os minutos para completar la si usted preferiría completar la ñol, por favor siga las
III.	WESTMINSTER	20	20	COM	1MUN	ITY	SUR	VEY	ara acceder a la encuesta Su participación es muy mente porque su hogar es número pequeño de
									irán a nuestra ciudad.
1.	Please rate each of the following aspects		Very good	Good	Neither good	Bad	Very bad	Don't know	
1.	Westminster as a place to live		Very good	2	nor bad 3	4	bad 5	know 6	recordar:
1.	Westminster as a place to live The overall quality of your neighborhood		Very good 1 1	2	nor bad 3 3	4	<u>bad</u> 5 5	know 6 6	irán a nuestra ciudad. recordar:
1.	Westminster as a place to live The overall quality of your neighborhood Westminster as a place to raise children		Very good 1 1	2 2 2	nor båd 3 3 3	4 4 4	<u>bad</u> 5 5 5	<u>know</u> 6 6	irán a nuestra ciudad. recordar:
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2019 Strategic Plan Goals

- Visionary Leadership, Effective Governance, and Proactive Regional Collaboration
- Vibrant, Inclusive, and Engaged Community
- Beautiful, Desirable, Safe, and Environmentally Responsible City
- Dynamic, Diverse Economy
- Ease of Mobility
- Financially Sustainable Government Providing Excellence in City Services

KEY FINDING #1:

Westminster residents generally gave positive marks to the overall quality of life in the city and the quality of their neighborhoods.

Quality of life and neighborhood

82% Overall quality of life in Westminster

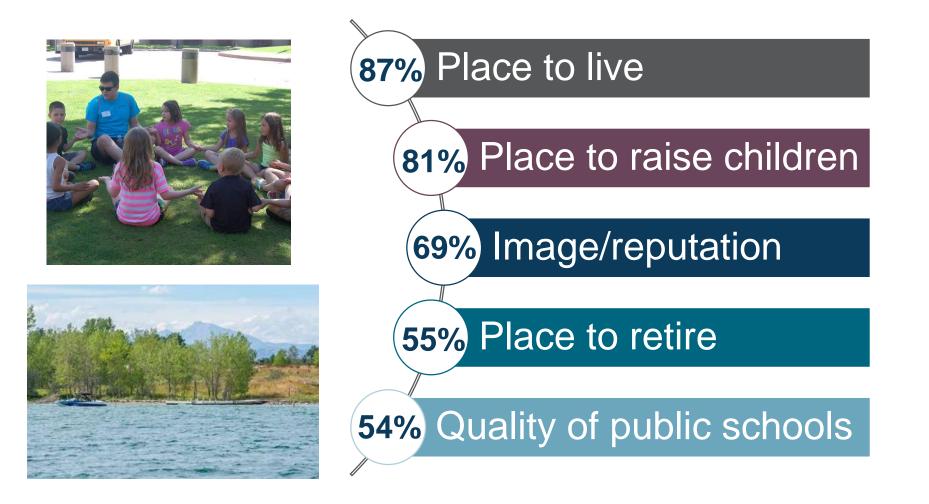


80% Overall quality of neighborhood

Vision Statement:

68% agreed to include 'A community with distinct neighborhoods'

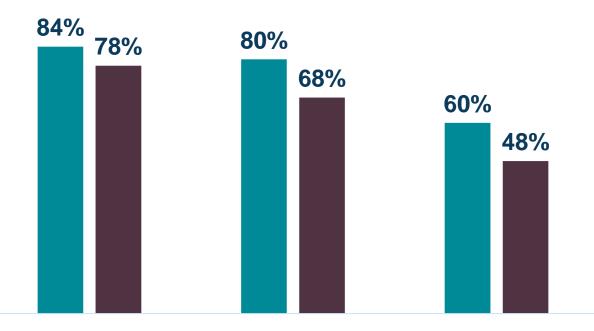
Aspects of community



KEY FINDING #2:

Perceptions of safety and the quality of safety services declined from 2018 to 2020.

Feelings of safety



76% agreed that 'Safe and secure' describes Westminster



Residential fires Violent crimes Property crimes

Prepared by National Research Center, Inc.

Percent very safe/somewhat safe or strongly agree/somewhat agree ⁸

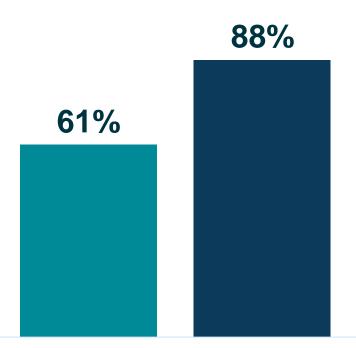
City safety services



Emergency preparedness







Emergency preparedness

■ Quality ■ Importance

Percent very good/good or essential/very important ¹⁰

Possible Reasons for Changing Perceptions Related to Public Safety

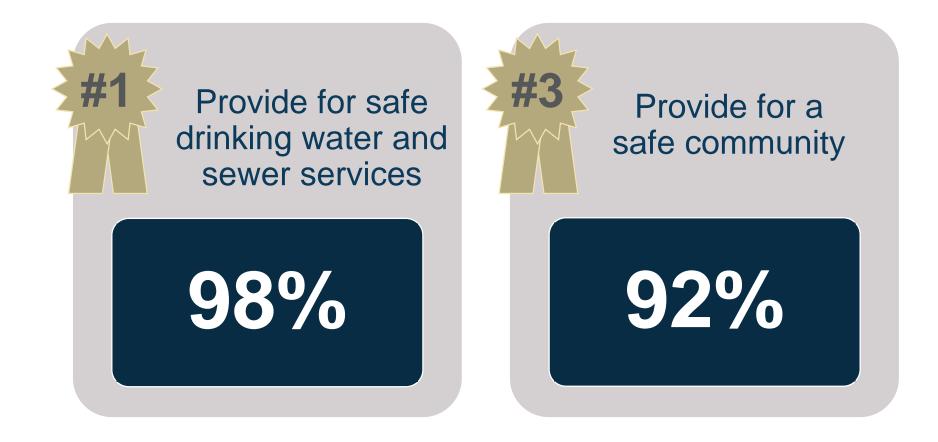
Public Safety Data	Compounding Issues
Violent crimes 2017-2019	National trends Officer involved shootings or misconduct Negative media attention Changing demographics
EMS calls steadily increasing EMS response times steady (NFPA)	
Fires decreased in 2019 (but increased in 2018)	Apartment fire in 2018 Colorado wildfires in 2018
Higher safety ratings:	
 Higher income house Detached units Jeffco, Adams 12 Younger residents and 	holds d newcomers for fire safety

Prepared by National Research Center, Inc.

Results in

July

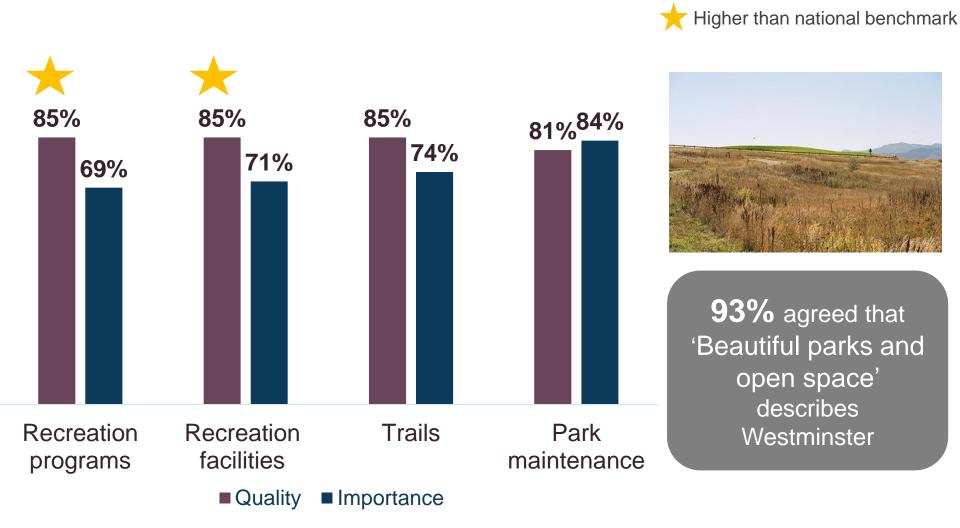
Importance of safety issues



KEY FINDING #3:

Survey respondents continued to value and place a high importance on parks and recreation services.

Quality and importance of parks and recreation



Prepared by National Research Center, Inc.

Percent very safe/somewhat safe or strongly agree/somewhat agree ¹⁴

Outdoors and quality of life

Open ended question: 10% said that actions related to open spaces, trails, and parks were important to improve quality of life



Vision Statement:

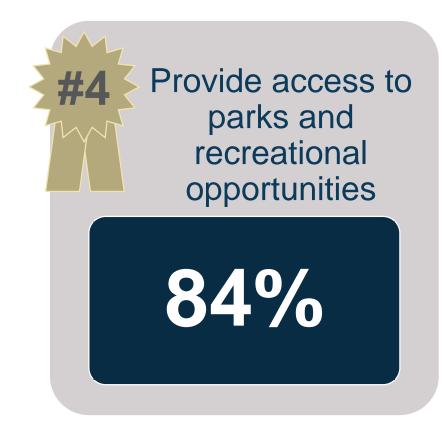
88% agreed to include 'A community that embraces the outdoors'

Trails in Westminster

Unavailability of trails or trail connections



Importance of parks and recreation issues





KEY FINDING #4:

Residents voiced concerns about affordable housing and density in Westminster.

Front Range Paradox



Unique identity

Affordable housing



Open ended question: Affordable housing was the #1 way the City could improve community quality of life (1 in 5 residents)



Housing cost and growth

High cost of housing

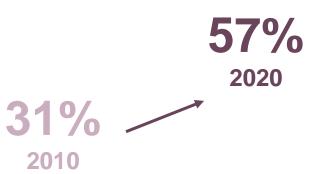


73%

2020

Too much growth

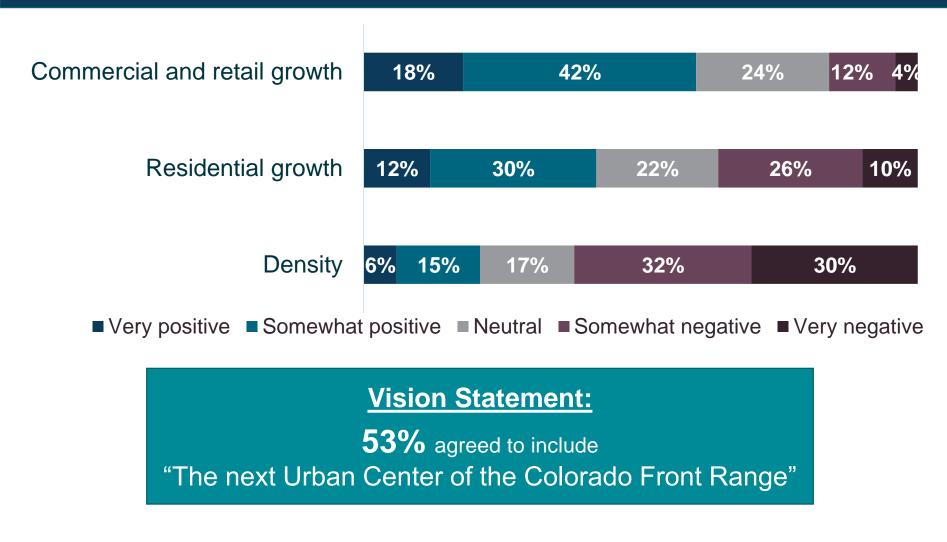




30%

2010

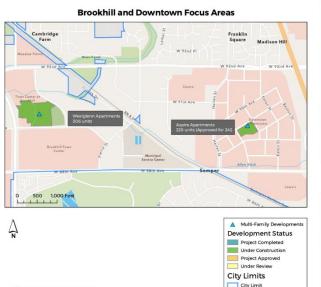
Growth and density



Residential Growth In Westminster

Multi-Family Developments in Westminster

April 2020





North I-25 Focus Area

St. Mark's Affordable Housing



Year	MFU	SFU	Total
2015	488	172	660
2016	530	197	727
2017	324	125	449
2018	216	169	385
2019	990	109	1099

Aspire (Downtown Focus Area):	226
Westglenn (Brookhill Focus Area):	306
Kairoi (North I-25 Focus Area):	242
St. Mark's Affordable Housing:	216

More favorable of increase growth/density:

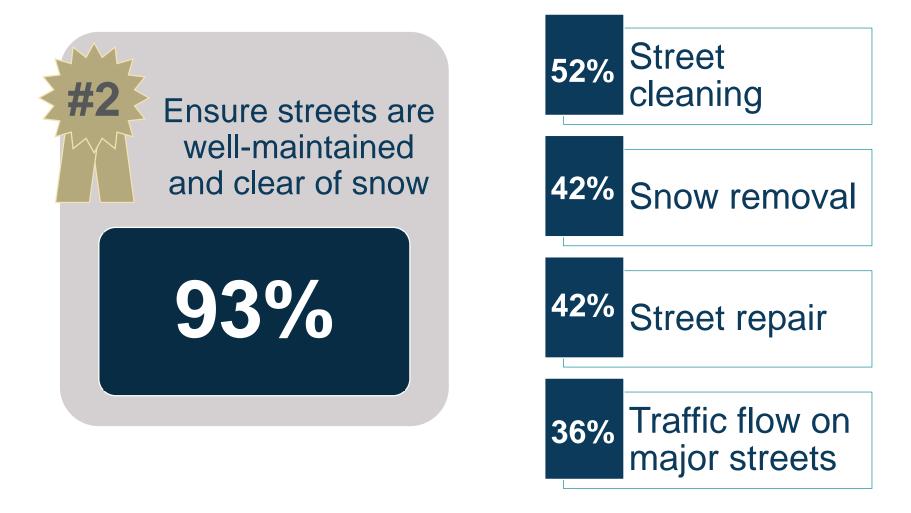
Enclave

Younger folks

WESTMINSTER

- · Attached unit dwellers
- Newcomers
- Jeffco and Adams 12 residents
- HH income higher for commercial growth
- Length of residency negatively associated with ratings of growth and density

Mobility in Westminster



City of Westminster Vision Statement

The following concepts are from the City of Westminster's current Vision statement. How much do you agree or disagree that each of the following should be included in the City's Vision statement?



Now what?

How are survey results used?

Monitor trends in resident opinion

Measure government performance

Inform budget, land use, strategic planning decisions

Benchmark service ratings

How can the City continue to take action?

- Share results with residents, partners and employees
- Incorporate survey data into strategic plan and budget
- Follow-up focus groups
- Online panel for shorter web-based surveys

Questions?





Thank you!



