



## WESTMINSTER

### Staff Report

TO: The Mayor and Members of the City Council

DATE: June 24, 2010

SUBJECT: Briefing and Post-City Council Briefing Agenda for June 28, 2010

PREPARED BY: J. Brent McFall, City Manager

*Please Note: Study Sessions and Post City Council briefings are open to the public, and individuals are welcome to attend and observe. However, these briefings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.*

Looking ahead to Monday night's Briefing and Post-City Council meeting briefing, the following schedule has been prepared:

Dinner	6:00 P.M.
Council Briefing ( <i>The public is welcome to attend.</i> )	6:30 P.M.
CITY COUNCIL MEETING	7:00 P.M.
POST BRIEFING ( <i>The public is welcome to attend.</i> )	

#### PRESENTATIONS

1. 2010 Westminster Citizen Survey Results - attachment
2. Swim and Fitness Center Renovation Phase I (*Verbal*)

#### CITY COUNCIL REPORTS

1. Report from Mayor (5 minutes)
2. Reports from City Councillors (10 minutes)

#### EXECUTIVE SESSION

None at this time

#### INFORMATION ONLY - *These items do not required City Council action.*

1. Monthly Residential Development Report - attachment

Items may come up between now and Monday night. City Council will be apprised of any changes to the post-briefing schedule.

Respectfully submitted,

J. Brent McFall  
City Manager



# WESTMINSTER

## Staff Report

City Council Meeting  
June 28, 2010



SUBJECT: 2010 Westminster Citizen Survey Results

PREPARED BY: Ben Goldstein, Management Analyst

**Recommended City Council Action:**

No Council action is required.

**Summary Statement:**

The results from the recently completed 2010 Westminster Citizen Survey, conducted by the National Research Center, are attached for City Council's review. **Please bring your copy of this report to the Monday, June 28 Study Session.** National Research Center President Tom Miller and Research Associate Laurie Urban of the National Research Center will be in attendance Monday, June 28, to provide further analysis and discuss the results of the survey and respond to City Council's questions.

Overall, the results of the Citizen Survey continue to be very positive. In 2010, ratings were similar or above ratings given in 2008. When compared to ratings given by residents in other jurisdictions across the country, Westminster's ratings were generally higher. Comparisons to other Front Range communities were mostly above or similar to the benchmark. Eighty-seven percent of residents rated the quality of life in Westminster as "good" or "very good." Additionally, twelve percent rated it neither good nor bad, leaving only one percent of residents rating the overall quality of life in Westminster as bad.

Ninety-three percent of residents rated Westminster as a "good" or "very good" place to live. Ninety-one percent of residents responded that the City was heading in the right direction; this is a continuation of an upward trend since the 2006 Citizen Survey.

Residents were given the opportunity to rank twelve different aspects that contribute to Westminster as a great place to live. This new question for the 2010 survey was added in an effort to identify what factors make Westminster stand out from other cities. Resident ranked a "Sense of safety in the City" as the highest factor. The second and third factors were "Quality/variety of neighborhoods" and "Physical appearance of developments in the City." Residents rated "Access to Transit" and "Convenience of employment" as the lowest factors in their choice to live in Westminster.

**Expenditure Required:** \$0

**Source of Funds:** NA

## Policy Issues

- None identified.

## Alternatives

- None identified.

## Background Information

Every two years, the City conducts a citizen survey to measure residents' satisfaction levels with City services and gather opinions on specific policy questions. The 2010 Citizen Survey also allowed the City to collect information that can be used in the City's performance measurement program. This year's survey was the tenth biennial survey the City has conducted with the National Research Center, Inc. (NRC).

In April, 3,000 Westminster households were selected at random to participate in the survey using a stratified, systematic sampling method. One thousand households in each of the City's three school districts received surveys. Of the 2,812 eligible households (six percent of mailings were undeliverable), 1,021 completed the survey, providing a response rate of 36%. This response rate was higher than 2008 (30%), and is a good response rate for a mailed survey. Differences between years can be considered "statistically significant" if they are greater than five percentage points. The survey sample was statistically weighted to reflect Westminster's 2000 Census estimates.

In 2010, the City of Westminster continued to rank above the national average in quality of service and quality of community. The following is a summary of some of the survey report's key findings:

- Eighty-seven percent of residents rated the quality of life in Westminster as "good" or "very good." This is much above the national average.
- Seventy-nine percent of residents characterized the quality of their neighborhood as "good" or "very good." This was an increase of five percent over 2008, but within the average over the last several years. Over the past twelve months, fifty-five percent of residents said that the quality of their neighborhood has stayed the same. Twenty-two percent reported that the quality of their neighborhood improved, while twenty-three percent indicated that the quality of their neighborhood declined; this is a reduction of six percent from 2008.
- While a slightly higher proportion of residents in all three school districts reported improvement in their neighborhoods, the greatest improvement from 2008 to 2010 was seen by those residing in Adams School District 50. Survey results have consistently shown lower ratings in this area in the past, making the increase all the more significant.
- The City has continued to see its front door shift toward its website, with 37% of respondents reporting contact with a City employee over the last twelve months. This represents an 8% decline for 2008 and nearly a 30% reduction from 1996. Staff believes this is a reflection of increased access by citizens to the City through the City's web page.
- With eighty-six percent of residents responding that their impression of Staff's responsiveness was either "good" or "very good," Westminster was "above" cities along the Front Range and nationally. When comparing residents ratings in relation to questions on public trust, Westminster compared to cities along the Front Range and nationally were "above" or "much above" specifically when asked if they received good value for the City of Westminster taxes they pay.

- In their response to the questions of “City Council cares what people like me think,” 52% of residents either “agree” or “strongly agree.” This puts Westminster “above” cities in the national comparison and “much above” cities along the Front Range. The City was also “above” national comparisons in its resident’s response to a question “the City welcomes resident involvement.”
- In a continued area for improvement, residents in the Adams School District 50 response group responded significantly lower than other residents to “feeling safe from property crime.” Slightly fewer than 50% of residents in this group felt safe from property crime. While on average 73% of residents in the Adams 12 and Jefferson County School Districts indicated “feeling safe from property crime.”
- Overall, fewer residents in 2010 than in 2008 believed that weed lots, abandoned vehicles, graffiti or dilapidated buildings were a problem in their neighborhood. Fifty-two percent (52%) of residents said that they had ‘not a problem’ in 2010 versus 43% in 2008.
- When asked to choose what phrase best-described Westminster, 52% of residents had “beautiful parks/open space” as their first choice. This was then followed with “safe and secure” as the next most selected phrase.
- When asked about their online spending habits, as in previous years, the highest proportion of residents 25% reported spending between \$101 and \$500 in online purchases in the prior 12 months. One in five residents spent more than \$1,000 in the last 12 months, 17% spent between \$501 and \$1,000, and 17% spent between \$1 and \$100. Twenty-one percent (21%) of respondents said they spent no money online.

The survey results and analysis will be discussed at the June 28 Post City Council Meeting. National Research Center President Tom Miller and Research Associate Laurie Urban of the National Research Center will attend Monday night, to provide further analysis, discuss the results of the survey, and respond to City Council’s questions.

Respectfully submitted,

J. Brent McFall  
City Manager

Attachment



WESTMINSTER

4800 WEST 92<sup>ND</sup> AVENUE  
WESTMINSTER, CO 80031

# City of Westminster 2010 Citizen Survey

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**Report of Results**

**June 2010**



NATIONAL  
RESEARCH  
C E N T E R INC.

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## Executive Summary

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### ***Background and Methods***

The City of Westminster has conducted a regular, periodic survey of residents' opinions since 1992. Working with National Research Center, Inc. (NRC), Westminster has used the same systematic method for sampling residents and the same set of core questions for each survey administration. This was the 10<sup>th</sup> survey to monitor the quality of Westminster services and quality of life in the community.

A random sample of 3,000 households received surveys. About 6% of the surveys were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,812 households that received the survey, 1,021 completed a survey, providing a response rate of 36%. The margin of error for the whole sample is plus or minus three points around any given percentage point. Results also were separated into Adams 12, Adams 50 and Jefferson County school districts to permit a deeper examination of the data.

Because the City of Westminster has administered resident surveys in the past, comparisons could be made between 2010 responses and those from prior years, when available. Westminster also elected to have its results compared to those of other jurisdictions around the nation, comparisons made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Benchmark comparisons in this report are made to all jurisdictions in the NRC database as well as to all Front Range jurisdictions.

### ***Findings***

Residents are happy with the quality of life and services provided in the City of Westminster. Overall, 2010 ratings were similar or above ratings given in 2008. When compared to ratings given by residents in other jurisdictions across the country, Westminster's ratings were generally higher. Comparisons to other Front Range communities were mostly above or similar to the benchmark.

The results to the 2010 survey were mapped to the goals outlined in Westminster's Strategic Plan for 2009-2014. From 2008 to 2010, Westminster's ratings showed improvements in some of these areas such as an increase in the quality of neighborhoods and reductions in potential problems in the City. However, results revealed there are still some areas on which the City can focus its efforts, such as new business/retail and residential development. While some ratings from residents living in the Adams 50 school district improved from 2008 to 2010, they tended to give lower ratings, overall, than those living in the Adams 12 or Jefferson County school districts.

## Overall Quality of Community and Government

While ratings for quality of life in Westminster have remained high over time, a downward trend has been observed since 2006. Westminster residents rated the quality of life in the City higher than other residents across the nation and lower than communities in the Front Range.

Westminster as a place to live and raise children received high marks from residents; Westminster as a place to live was much higher than the national average and similar to the Front Range but ratings for Westminster as a place to raise children was similar to the nation and below the Front Range benchmark. Slightly lower evaluations were given to Westminster as a place to work and retire, with ratings above or similar to the national and Front Range benchmarks.

The assessment of the overall quality of City services remained high and was similar to the 2008 rating. Westminster residents rated the overall quality of City services much higher than residents living in other parts of the country and higher than those in the Front Range. Respondents living in the Adams 50 school district tended to give less favorable ratings to the overall quality of services than did those living in other areas of the City.

In 2010, residents rated City government operations well, which was similar to ratings given in 2008. Evaluations of City government operations in Westminster was much higher than the national benchmark (a Front Range comparison was not available). A vast majority of respondents also believed that the City was headed in the “right” direction, similar to 2008.

While the number of residents having had contact with City employees has diminished over time, ratings of interactions with employees remained high. Employee knowledge, responsiveness and the overall impression of the interaction were generally higher or similar to both benchmark comparisons, and ratings of the overall impression were higher in 2010 than in 2008.

Respondents reported moderate amounts of trust in the City government, but these ratings were higher or much higher than national and Front Range benchmarks and remained stable from 2008 to 2010.

## Mayor and Council Goals and Objectives

The 2010 survey contained a series of questions that reflected either directly or indirectly on the City’s progress toward the five goals set forth in the Strategic Plan 2009-2014:

- ◆ Financially Sustainable City Government Providing Exceptional Services
- ◆ Safe and Secure Community
- ◆ Vibrant Neighborhoods and Commercial Areas
- ◆ Strong, Balanced Local Economy
- ◆ Beautiful and Environmentally Sensitive City

### **City Goal: Financially Sustainable City Government Providing Exceptional Services**

Respondents to the 2010 survey were asked to rate the quality and importance of 25 services provide by the City of Westminster. In general, more than half of respondents believed that each service was “very good” or “good.” Services felt to be of the highest quality included the appearance of parks and recreation facilities, fire protection, trails, emergency medical/ambulance service, libraries, parks maintenance, drinking water quality, recreation facilities, recreation programs and preservation of natural areas. Street repair and City code enforcement received the lowest quality ratings. While ratings for most services were similar from 2008 to 2010, eight services received higher evaluations in 2010 including: preservation of natural areas, police protection, police traffic enforcement, snow removal, emergency preparedness, municipal court, building permits/inspections and recycling drop off centers at City facilities.

Of the 24 services comparable to the national benchmark, 13 were rated much above, four were above, four were similar, one was below and two were rated much below the national average. Of the 19 services comparable to the Front Range benchmark, seven were rated much above, four were above, four were similar, two were below and two were much below the ratings given in other Front Range communities.

Nearly all 25 services were thought to be “essential” or “very important” by half or more of respondents. Those deemed most important were fire protection, drinking water quality, emergency medical/ambulance services and police protection, which also topped the list in 2008. Animal management and street cleaning were rated as less important services. All 2010 importance ratings were similar to 2008 ratings, except for recycling drop off centers at city facilities which was thought of as less important in 2010 than in 2008.

About half of respondents reported feeling “very well” or “well” informed about the City, similar to 2008 results. The two most relied upon sources of information for news about the City of Westminster were television news and *City Edition*, which also were the top two in 2008. More residents in 2010 reported using television news and the *Denver Post* as an information source than in 2008.

Channel 8 viewership rates have been steadily declining since 2002, with only one-quarter saying they’ve watched it in the last 12 months. However, residents’ use of the City’s Web site has significantly increased over the last two years, with half reporting having used it in the last 12 months. Evaluations of different aspects of the City’s Web site showed vast improvements from 2008 to 2010 in the areas of appearance, online services offered and ease of navigation. This is likely due to the fact that the City unveiled a redesigned Web site in the fall of 2008, just after the 2008 Citizen survey.

When asked about the importance of different attributes of the City as a place to live, nearly all respondents believed that a sense of safety in the City and the quality/variety of neighborhoods were the most important attributes.

**City Goal: Safe and Secure Community**

A majority of Westminster residents (6 out of 10 or more) reported feeling safe from violent and property crimes as well as from fires. Safety from fires received higher ratings in 2010 than in 2010 while safety from crimes remained the same. Overall, safety ratings were much higher than rating given in other communities across the country and in the Front Range. Those living in Adams 12 and Jefferson County school districts tended to feel safer from crime and fires than did those living in Adams 50.

**City Goal: Vibrant Neighborhoods and Commercial Areas**

Assessments of the overall quality of neighborhoods in 2010 were high and were similar to 2008, although below the national average. Neighborhood quality ratings from residents in Adams 50 were meaningfully lower than ratings in the other two districts.

When asked to rate the change in the overall quality of their neighborhood in the last 12 months, about half of respondents believed it had stayed the same and others were split as to whether it had declined or improved. While a slightly higher proportion of residents in all three school districts reported improvement in their neighborhoods, the greatest improvement from 2008 to 2010 was seen by those residing in Adams 50.

The code enforcement issues of weed lots, abandoned vehicles, graffiti or dilapidated buildings were thought to be less of a problem in 2010 than in 2008, with about half stating this was a problem in 2010. Out of the list of 16 potential problems in Westminster asked about on the survey, vandalism, crime, drugs and graffiti were felt to be the biggest problems in Westminster. Overall, most of the potential problems were thought of as less of a problem in 2010 than in 2008. Residents living in the Adams 50 school district tended to feel that most of the potential problems were more of a problem than did those living in other areas of the city.

**City Goal: Strong, Balanced Local Economy**

The quality and variety of new development in Westminster received somewhat positive ratings, with about half saying that the quality and variety of new business/retail and residential development were “very good” or “good.” Ratings of the quality of new business/retail development decreased from 2008 to 2010. Online spending habits have remained stable over time, with the highest proportion of residents reported having spent between \$101 and \$500 on online purchases in the last 12 months.

**City Goal: Beautiful and Environmentally Sensitive City**

When thinking about the image of Westminster, one half of respondents said that the phrase “beautiful parks and open spaces” best described their image of the City. “Safe and secure” and “financially sound” rounded out the top three phrases residents selected that depicted their image of Westminster.

Residents felt that Westminster was an attractive place, with more respondents in 2010 than in 2008 rating the physical attractiveness as “good” or better, and residents gave higher ratings than the national benchmark.

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## Survey Background and Methods

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### ***Survey Purposes***

The Westminster Citizen Survey serves as a consumer report card for Westminster by providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and satisfaction with local government. The survey also allows 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 survey's focus on the quality of service delivery and the importance of services helps Council, staff and the public set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Westminster City government, helping to assure maximum service quality over time.

This kind of survey gets at the key services that local governments control 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.

The baseline Westminster Citizen Survey was conducted in 1992. This is the 10<sup>th</sup> iteration of the survey in almost two decades. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Westminster changes and grows.

### ***Survey Methods***

The Westminster Citizen Survey was administered by mail to a representative sample of 3,000 residents of Westminster. Each household received three mailings beginning in March. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, the surveys, which contained a letter from the Mayor inviting the household to participate in the 2010 Westminster Citizen Survey, a five-page questionnaire and self-mailing envelope, were mailed to residents. The survey instrument itself appears in *Appendix G: Survey Instrument*.

About 6% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,812 households that received the survey, 1,021 completed a survey, providing a response rate of 36%.

Survey results were weighted so that the gender, age, housing unit type, tenure (rent versus own), race and ethnicity of respondents were represented in the proportions reflective of the entire city. (For more information see the detailed survey methodology 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” 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 safe” and “somewhat safe”).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply, and all other responses, is shown in the full set of responses included in *Appendix E: Complete Set of Survey Responses* 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 percentages rounding to the nearest whole number.

## **Precision of Estimates**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (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 (1,021). For each of the three areas of Westminster (Jefferson, Adams 50 or Adams 12), the margin of error rises to approximately plus or minus 6% since sample sizes were approximately 355 for Jefferson County, 228 for Adams 50 and 278 for Adams 12.

Selected results for all Westminster residents were compared to results from residents in each of the three school districts in Westminster and are presented as *Appendix B: Survey Responses Compared by Area of Residence*.

## **Comparing Survey Results Over Time**

Because this survey was the 10<sup>th</sup> in a series of citizen surveys, the 2010 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 Westminster represent important comparison data 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.

Because summary statistics were changed in the 2010 report from an average rating to percent “excellent” plus “good,” 1994 results are not presented in this report. Only average rating data were available for 1994. Raw data were needed for this conversion, which were unavailable. Readers may refer to the Westminster archives for the 1994 average results.

### **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. It is not known 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, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than fire protection. More illuminating is how residents’ ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments.

Benchmark data can help that police department – or any 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, population demographics, 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 NRC’s 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 benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions), as in this report. 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 Westminster to the Benchmarking Database**

Jurisdictions to which Westminster was compared can be found in *Appendix F: List of Jurisdictions in the Benchmark Comparisons*. National and Front Range benchmark comparisons have been provided when similar questions on the Westminster 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 for quality ratings were available, the City of Westminster's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, residents contacting the City in the last 12 months). In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Westminster's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than 1.8 points on the 100-point scale); "above," "below," "more" or "less" if the difference between Westminster's rating and the benchmark is greater the margin of error (greater than 1.8 points but less than 3.6 points); and "much above," "much below," "much more" or "much less" if the difference between your Westminster's rating and the benchmark is more than twice the margin of error (greater than 3.6 points).

## Survey Results

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The Westminster Citizen Survey is comprehensive, covering many topics related to life in the community. The first section of the report and its results is dedicated to the overall quality of community and government. The remainder of the report is organized around the five Mayor and Council goals and objectives, set in the strategic plan for 2009 to 2014. These are:

- ◆ Financially Sustainable City Government Providing Exceptional Services
- ◆ Safe and Secure Community
- ◆ Vibrant Neighborhoods and Commercial Areas
- ◆ Strong, Balanced Local Economy
- ◆ Beautiful and Environmentally Sensitive City

### ***Overall Quality of Community and Government***

Residents' opinions regarding aspects of quality of life, quality of services provided and trust in their local government are important for jurisdictions to assess. This information can be invaluable for local governments to determine budget priorities and the overall climate of the community.

### **Overall Quality of Life**

For more than a decade, Westminster residents have been asked to rate their overall quality of life in the city. In 2010, about one-quarter of residents (25%) said their overall quality of life was "very good" and three in five (62%) said it was "good." One in 10 (12%) respondents rated the overall quality of life in Westminster as "neither good nor bad;" 1% felt it was "bad," and no one reported their quality of life as "very bad."

Residents gave similar ratings to their quality of life in 2010 as they did in 2008 (87% in 2010 said "very good" or "good" versus 89% in 2008). However, while ratings for overall quality of life have remained high over time, ratings have been trending downward since 2006 and 2010 received the lowest ratings quality of life since this question was first asked in 1992.

Comparisons of Westminster ratings for the overall quality of life were made to jurisdictions across the country as well as those in the Front Range. Westminster residents rated their quality of life higher than residents in other jurisdictions across the nation but lower than those in the Front Range.

Figure 1: Overall Quality of Life in Westminster

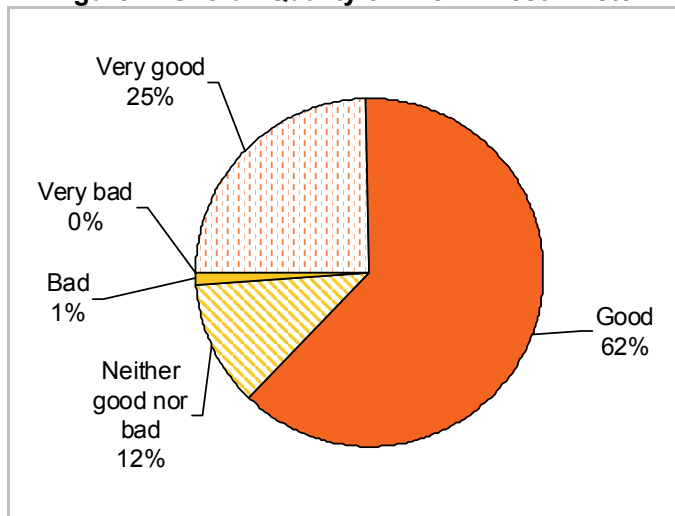
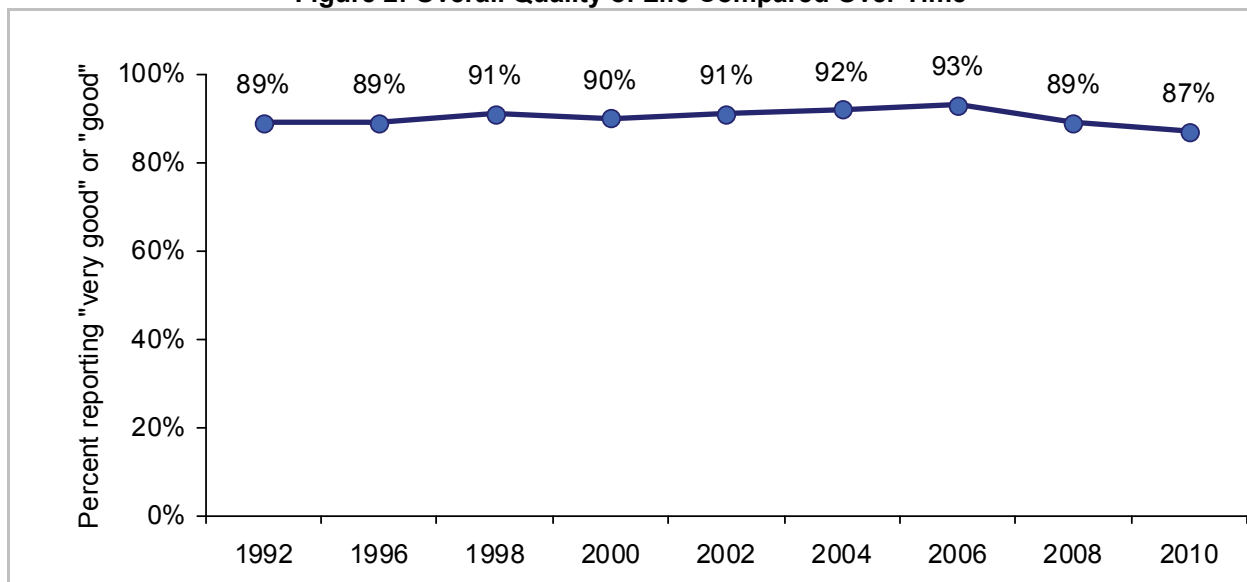


Figure 2: Overall Quality of Life Compared Over Time



Prior to 2010, this question was a stand-alone question and was worded: "Taking all things into consideration, how would you rate your overall quality of life in Westminster?" In 2010, this question was included in a set of questions about quality of life and was worded: "Please rate each of the following aspects of quality of life in Westminster: The overall quality of life in Westminster."

### Aspects of Quality of Life

For the first time, the 2010 Citizen Survey asked respondents to rate four different aspects of quality of life in Westminster. Nine in 10 respondents said that Westminster as a place to live was “very good” or “good,” with 38% saying it was “very good.” Eight out of 10 felt that Westminster was a “very good” or “good” place to raise children. Fewer believed that Westminster as a place to work and as a place to retire was “good” or better (64% and 62%, respectively). Please note that more than 20% of respondents selected “don’t know” when rating Westminster as a place to work and retire. (A complete set of responses to each question, including don’t know, can be found in *Appendix E: Complete Set of Survey Responses.*)

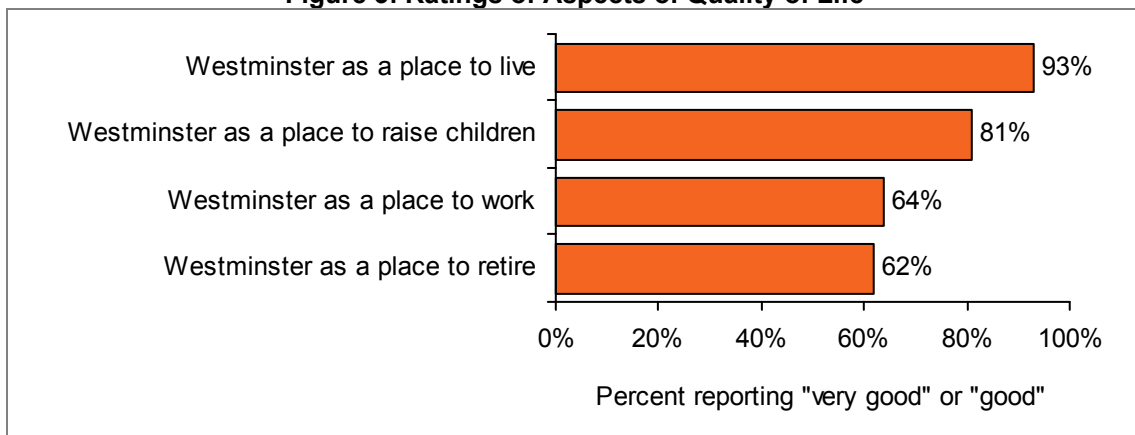
When compared to ratings given by other residents across the nation and in the Front Range rating, Westminster fared well. Most aspects of quality of life received ratings similar to, above or much above the nation and the Front Range; Westminster as a place to raise children was lower than the Front Range average.

Ratings for aspects of quality of life were compared by area of residence (i.e., school district). In general, respondents living in Adams 12 were more likely to give higher ratings to aspects of quality of life than were those living in other areas of the city (see *Appendix B: Survey Responses Compared by Area of Residence.*)

**Table 1: Aspects of Quality of Life**

Please rate each of the following aspects of quality of life in Westminster	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Westminster as a place to live	38%	55%	7%	0%	0%	100%	Much above	Similar
Westminster as a place to raise children	28%	53%	17%	2%	1%	100%	Similar	Below
Westminster as a place to work	17%	47%	29%	5%	2%	100%	Much above	Above
Westminster as a place to retire	19%	43%	30%	6%	2%	100%	Above	Similar

**Figure 3: Ratings of Aspects of Quality of Life**



### Overall Quality of City Services

In 2010, 84% of residents rated the overall quality of City services as “very good” or “good.” Fourteen percent said that the overall quality of City services was “neither good nor bad,” 2% reported “bad” and no one felt they were “very bad.” This was similar to ratings given in 2008, much higher than ratings given by residents in other jurisdictions across the country and above to those given in Front Range communities.

Residents living in Adams 50 expressed noticeably more negative ratings for this item than did those in Adams 12 or Jefferson County (see *Appendix B: Survey Responses Compared by Area of Residence* for additional comparisons by district).

Figure 4: Overall Quality of City Services

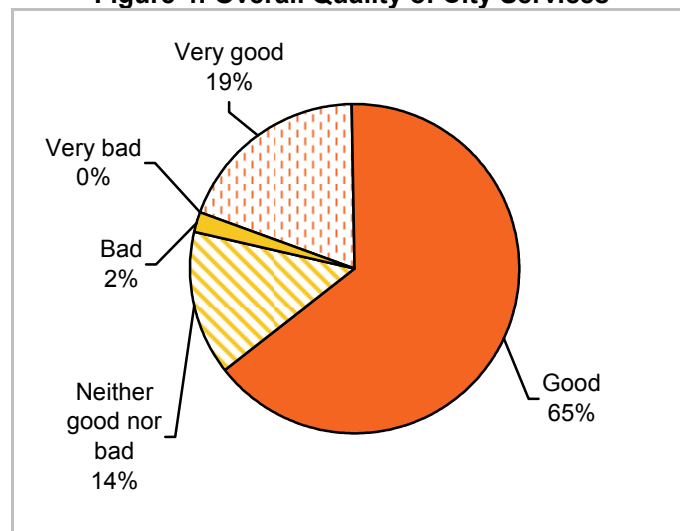
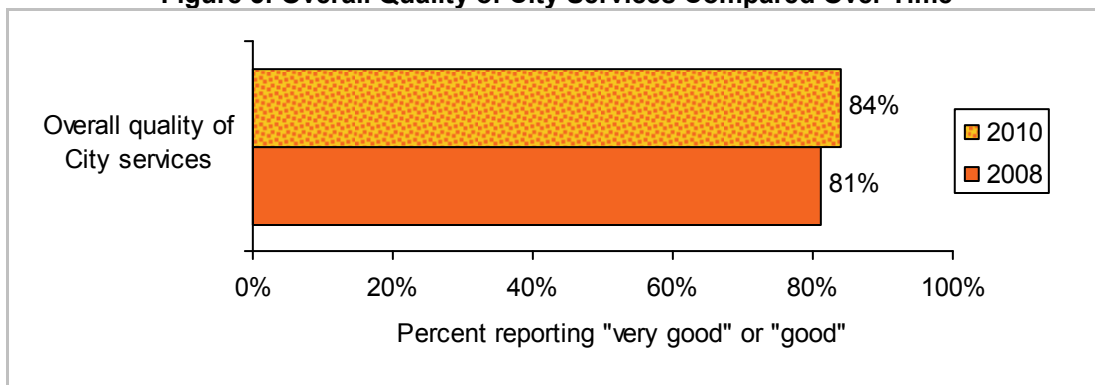


Figure 5: Overall Quality of City Services Compared Over Time



### City Government Operations

Residents evaluated the Westminster City government operations. Similar to 2008, 15% of survey respondents felt the City government operated “very well” and 60% felt the City government operated “well.” Twenty percent of respondents felt the government operated “neither well nor poorly,” 3% said “poorly” and 2% rated government operations “very poorly.”

Westminster was much above the national benchmark for the operation of the City government. Comparison to the Front Range was not available.

Figure 6: Operation of City Government

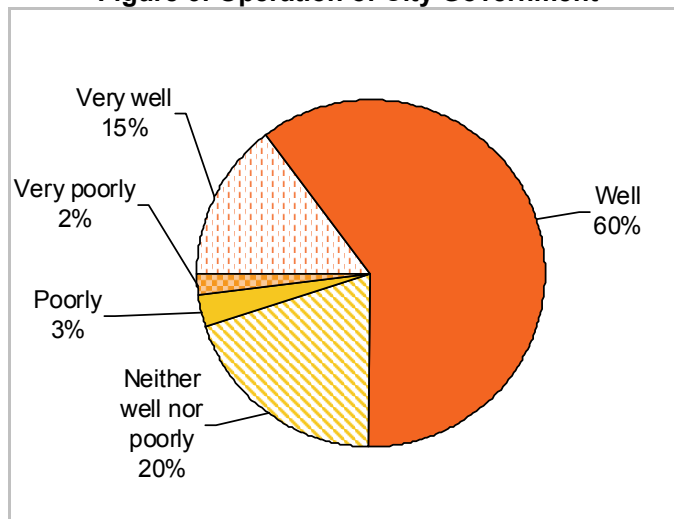
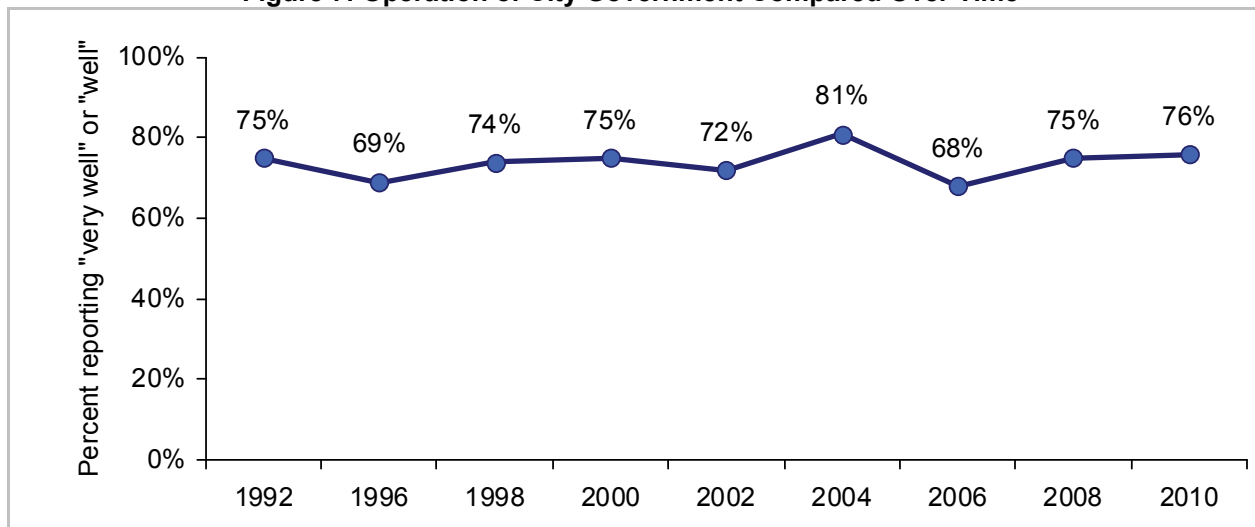


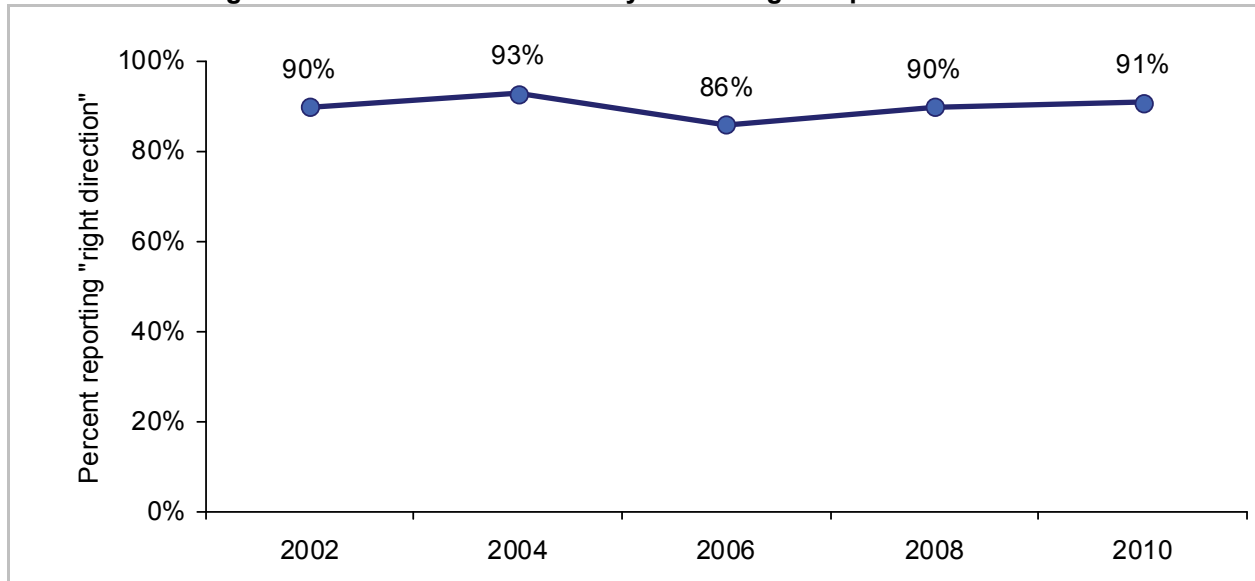
Figure 7: Operation of City Government Compared Over Time



### Direction of the City

Among those residents who had an opinion, 91% thought the City was headed in the “right” direction and 9% believed that the City was headed in the “wrong” direction. Thirty percent of respondents said they did not know in what direction the City was heading (see *Appendix E: Complete Set of Survey Responses* for the full set of response). Similar assessments about the direction of the City were made in previous survey administrations.

Figure 8: Overall Direction the City is Heading Compared Over Time

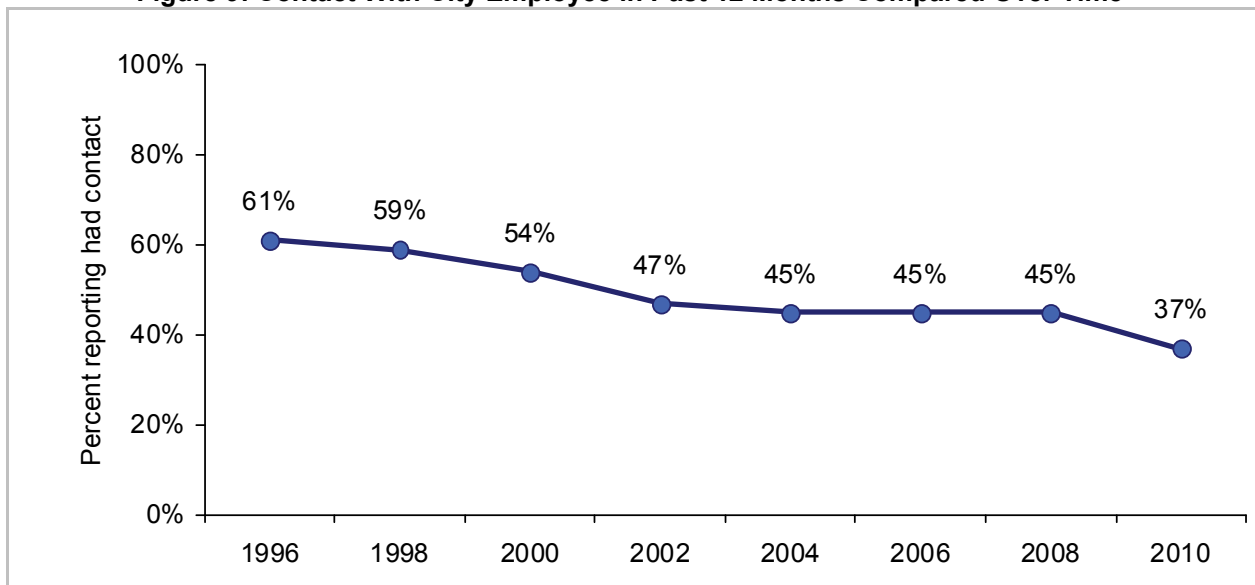


### City Employees

More than one-third of residents (37%) reported having contact with a City employee in the past 12 months. This was lower than the reported contact in 2008 and has been steadily declining from when this question was first asked in 1996. The decrease in contact with City employees may be partially explained by an increase in Internet usage and accessing the City’s Web site for information. In addition, changes over time may be at least partially attributable to changes in question wording (see *Figure 9* below).

Westminster residents reported much less contact with City employees than did residents in other jurisdictions across the country and in the Front Range.

**Figure 9: Contact With City Employee in Past 12 Months Compared Over Time**



*Prior to 2002, the question stem included the following parenthetical explanation: "including police, fire officials, parks and recreation staff, receptionists, planners, or any others."*



Overall, residents who had contact with a City employee rated the characteristics of their interaction favorably. More than one-third of respondents rated each characteristic as “very good.” Eight in 10 or more of respondents felt that the employee with whom they had contact was knowledgeable, courteous and responsive (86%, 83% and 82% said “very good” or “good,” respectively). Eighty-one percent rated their overall impression of the employee as “very good” or “good.”

Prior to 2008, respondents were asked about the quality of customer service, or the “overall impression,” they had of their contact with employees. When compared to 2008, a higher proportion of respondents in 2010 said that their overall impression of the City employee with whom they had contact was “good” or better (75% said “very good” or “good” in 2008 vs. 81% in 2010). Changes in question and scale wording may, in some part, explain any differences in ratings across survey years.

Benchmark comparisons were available for each of the four characteristics of employees. When compared to other communities across the U.S., City employee knowledge, responsiveness and the overall impression of the contact were rated above the benchmark, while employee courtesy was rated below the benchmark. Comparisons to the Front Range showed that Westminster employees’ responsiveness was rated higher than employees in other communities. Knowledge and overall impression was similar to other employees, but employee courtesy received much lower ratings than employees in other Front Range jurisdictions.

**Table 2: Ratings of Contact with City Employees**

What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Knowledge	36%	50%	11%	3%	1%	100%	Above	Similar
Courtesy	44%	39%	9%	5%	3%	100%	Below	Much below
Responsiveness	37%	44%	12%	5%	1%	100%	Above	Above
Overall impression	39%	41%	10%	5%	4%	100%	Above	Similar

Figure 10: Ratings of Contact with City Employees Compared Over Time

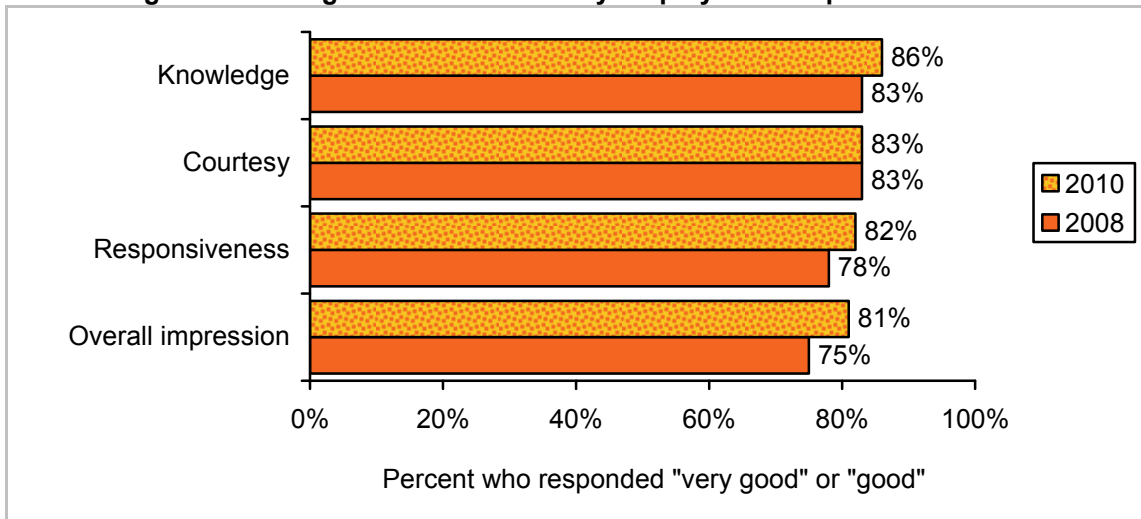
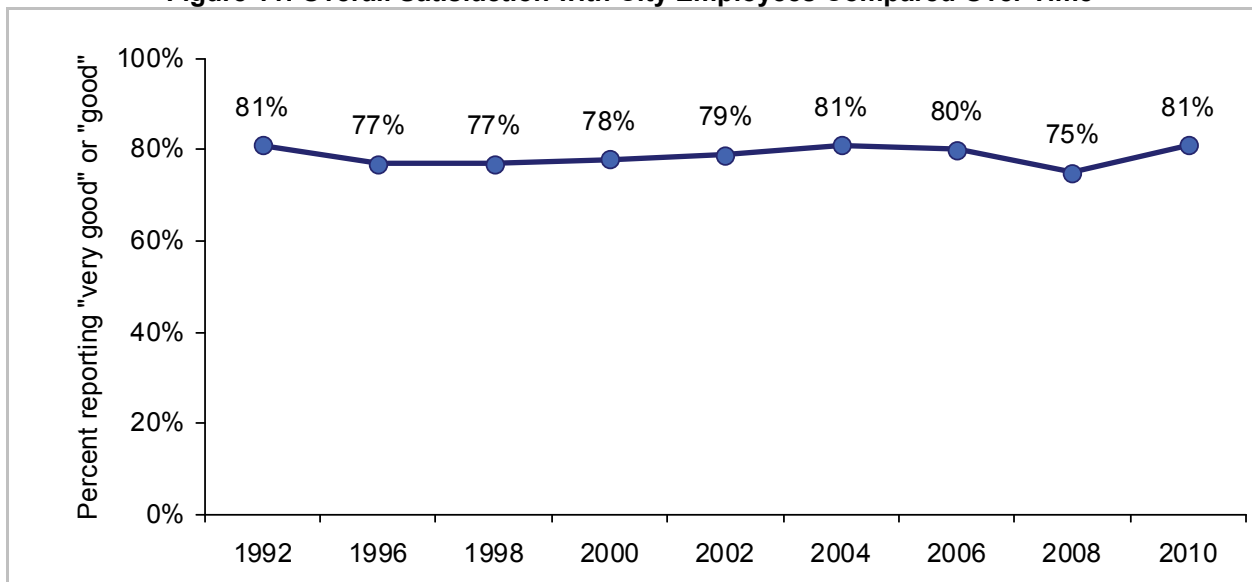


Figure 11: Overall Satisfaction with City Employees Compared Over Time



This question wording has differed through the years. From 1994 to 1998, the question was "If yes, were you satisfied with the customer service you received?" The scale ranged from "Very satisfied" to "Very unsatisfied." In 1992, the question was "If yes, what is your overall impression of City employees?" Prior to 2000, "Overall impression" was asked in a separate question. In 2000, the question was "If you have had contact with a Westminster City employee within the last 12 months, were you satisfied with the customer service you received?" In 2000, the response options ranged from "Very satisfied" to "Very unsatisfied." In 2000, this question was not preceded by a screening question asking if the respondent had contact with a City government employee. From 2002 to 2006, it was worded "If you have had contact with a Westminster City employee within the last 12 months, please rate the quality of customer service you received."

**Public Trust**

Three statements regarding public trust were presented to residents who were asked to what extent they agreed or disagreed with each. Of those with an opinion, three out of five respondents agreed that they received good value for the City taxes paid and that the Westminster government welcomed citizen involvement (64% and 60%, respectively, said “strongly” or “somewhat” agree). Half of survey respondents felt that the City Council cared what people like them thought. Less than 20% of respondents disagreed with each statement about the City government. Please note that 30% of respondents answered “don’t know” to the following statements: the Westminster government welcomes citizen involvement and City Council cares what people like me think.

Ratings given in 2008 were similar to those given in 2010 for each statement.

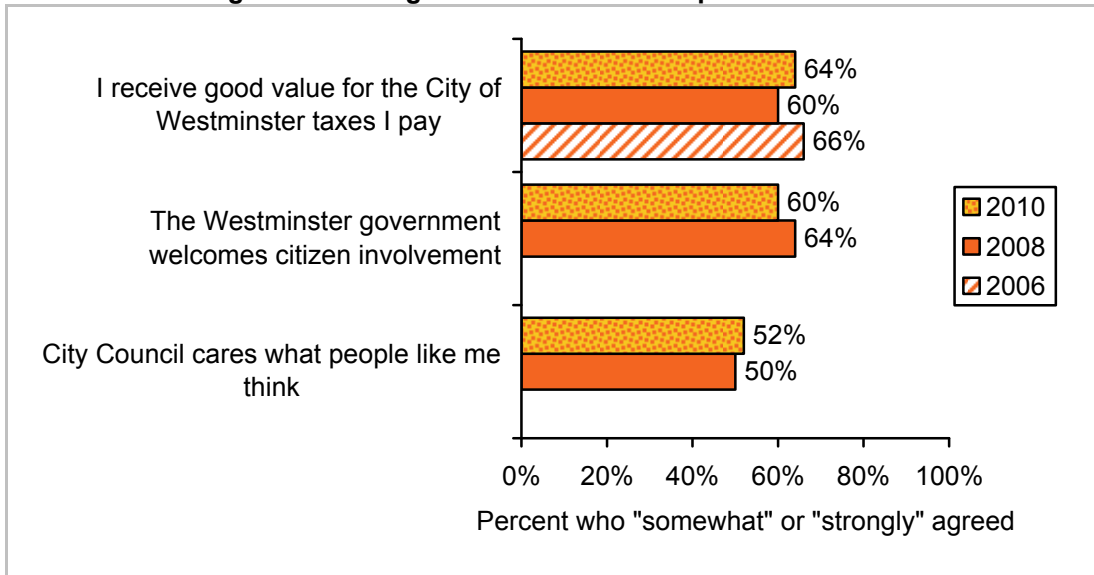
Westminster ratings were higher or much higher in the areas of public trust when compared to the national and Front Range benchmarks. Receiving good value for the City taxes paid was much above the national and Front Range comparison. Welcoming citizen involvement was much higher than the national benchmark and higher than the Front Range benchmark. More Westminster residents believed that the City Council cared what people like them thought than did residents in other communities across the nation; ratings for this aspect of public trust was much above ratings given by residents in other jurisdictions in the Front Range.

**Table 3: Ratings of Public Trust**

Please rate the following statements by circling the number that most clearly represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	National comparison	Front Range comparison
I receive good value for the City of Westminster taxes I pay	17%	46%	22%	10%	5%	100%	Much above	Much above
The Westminster government welcomes citizen involvement*	22%	38%	30%	7%	4%	100%	Much above	Above
City Council cares what people like me think*	14%	38%	29%	12%	7%	100%	Above	Much above

\*More than 20% of respondents answered “don’t know” to this question.

Figure 12: Ratings of Public Trust Compared Over Time



## ***City Goal: Financially Sustainable Government Providing Exceptional Services***

A local government that is fiscally strong has the capability to maintain and improve the services and infrastructure needed to provide an excellent quality of life for a growing community. A priority of the 2009-2014 Strategic Plan is to achieve a financially sustainable City government that provides exceptional services. Creating and maintaining sufficient reserves to support both core and community-choice services and service levels is an essential part of the strategic plan.

### **City Services**

Westminster residents were provided with a list of 25 City services and were first asked to rate the quality of each service and then to rate how important each service was in Westminster.

In general, more than half of respondents gave a rating of “very good” or “good” to any given City service. Eight in 10 or more respondents gave ratings of “good” or better to the appearance of parks and recreation facilities (87%), fire protection (87%), trails (86%), emergency medical/ambulance service (84%), libraries (84%), parks maintenance (84%), drinking water quality (83%), recreation facilities (83%), recreation programs (81%), preservation of natural areas (80%) and police protection (79%). The lowest quality ratings were given to street repair (49%) and City code enforcement (43%).

Please note that a higher proportion of respondents answered “don’t know” when rating the quality of the following services: recycling drop off centers at City facilities (32% said “don’t know”); sewer services (22%); emergency medical/ambulance services (33%); land use, planning and zoning (26%); City code enforcement (34%); animal management (25%); economic development (26%); municipal courts (53%); building permits/inspections (49%); utility billing/meter reading (23%); and emergency preparedness (51%). Results presented in the body of the report are for those who had an opinion (see *Appendix E: Complete Set of Survey Responses* for responses, including “don’t know”).

Ratings for 16 of the 25 services asked about in 2010 were similar to 2008. Economic development received a lower rating in 2010 compared to 2008 (51% “very good” or “good” vs. 57%, respectively). Eight services were given higher ratings in 2010 than in 2008: preservation of natural areas (80% vs. 74%), police protection (79% vs. 73%), police traffic enforcement (72% vs. 66%), snow removal (69% vs. 58%), emergency preparedness (67% vs. 53%), municipal court (61% vs. 53%), building permits/inspections (54% vs. 44%) and recycling drop off centers at City facilities (53% vs. 45%). See *Table 5: Quality of City Services Compared Over Time* on the following pages for more information.

Comparisons were made to the national benchmark for 24 of the 25 services. Services rated “much” higher than those in other jurisdictions across the country included: street repair; police traffic enforcement; land use, planning and zoning; City code

enforcement; economic development; drinking water quality; recreation programs; recreation facilities; trails; appearance of parks and recreation facilities; preservation of natural areas (open space, greenbelts); building permits/inspections; and emergency preparedness. Snow removal, police protection, parks maintenance and municipal court were rated above the national benchmark. Four services were similar to the national benchmark: street cleaning, sewer services, fire protection and animal management. Emergency medical/ambulance service was rated below the national average and libraries and utility billing/meter reading received ratings “much” lower than those given by residents in other communities across the country.

Nineteen of the 25 services had comparisons to the Front Range benchmark. Four were rated higher (street repair, recreation programs, recreation facilities and municipal court) and seven were “much” higher than the Front Range benchmark: police traffic enforcement; land use, planning and zoning; City code enforcement; economic development; preservation of natural areas (open space, greenbelts); emergency preparedness; and snow removal. Street cleaning, animal management, drinking water quality and parks maintenance were rated similarly to other communities in the Front Range. Two services received ratings below and two were “much” below the Front Range average were: sewer services; emergency medical/ambulance service; libraries and trails.

Table 4: Quality of City Services

For each of the following services provided by the City of Westminster, please rate the quality of the service.	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Appearance of parks and recreation facilities	29%	57%	12%	1%	1%	100%	Much above	Not available
Fire protection	34%	54%	12%	0%	0%	100%	Similar	Not available
Trails	30%	56%	12%	2%	1%	100%	Much above	Much below
Emergency medical/ambulance service	34%	50%	15%	0%	0%	100%	Below	Below
Libraries	29%	55%	14%	1%	1%	100%	Much below	Much below
Parks maintenance	22%	62%	13%	3%	0%	100%	Above	Similar
Drinking water quality	34%	49%	14%	2%	1%	100%	Much above	Similar
Recreation facilities	32%	52%	15%	1%	0%	100%	Much above	Above
Recreation programs	28%	53%	17%	2%	0%	100%	Much above	Above
Preservation of natural areas (open space, greenbelts)	29%	51%	16%	2%	1%	100%	Much above	Much above
Police protection	21%	58%	18%	2%	1%	100%	Above	Not available
Police traffic enforcement	16%	56%	24%	3%	1%	100%	Much above	Much above
Sewer services	15%	55%	27%	3%	1%	100%	Similar	Below
Snow removal	17%	52%	19%	10%	3%	100%	Above	Much above
Emergency preparedness	14%	52%	31%	1%	1%	100%	Much above	Much above
Municipal court	13%	48%	35%	3%	1%	100%	Above	Above
Utility billing/meter reading	12%	48%	37%	2%	1%	100%	Much below	Not available
Animal management	10%	46%	34%	6%	3%	100%	Similar	Similar
Land use, planning and zoning	11%	44%	35%	7%	3%	100%	Much above	Much above
Building permits/inspections	11%	43%	38%	5%	4%	100%	Much above	Not available
Street cleaning	9%	45%	38%	6%	2%	100%	Similar	Similar
Recycling drop off centers at City facilities	15%	39%	33%	10%	4%	100%	Not available	Not available
Economic development	9%	42%	38%	8%	4%	100%	Much above	Much above
Street repair	5%	44%	29%	17%	5%	100%	Much above	Above
City code enforcement	9%	37%	42%	7%	5%	100%	Much above	Much above

\*More than 20% of respondents answered "don't know" to this question.

Table 5: Quality of City Services Compared Over Time

For each of the following services provided by the City of Westminster, first please rate the quality of the service:	Percent reporting "very good" or "good"								
	2010	2008	2006	2004	2002	2000	1998	1996	1992
Appearance of parks and recreation facilities	87%	85%	89%	86%	NA	NA	NA	NA	NA
Fire protection	87%	85%	86%	84%	90%	85%	87%	85%	89%
Trails	86%	82%	85%	80%	83%	NA	NA	NA	NA
Emergency medical/ambulance service	84%	81%	81%	83%	85%	82%	82%	78%	81%
Libraries	84%	83%	88%	86%	87%	85%	87%	79%	69%
Parks maintenance	84%	83%	84%	85%	85%	85%	87%	87%	88%
Drinking water quality	83%	80%	NA	NA	NA	NA	NA	NA	NA
Recreation facilities	83%	82%	90%	89%	90%	89%	89%	91%	82%
Recreation programs	81%	81%	87%	88%	88%	85%	86%	88%	85%
Preservation of natural areas (open space, greenbelts)	80%	74%	NA	NA	NA	NA	NA	NA	NA
Police protection	79%	73%	73%	77%	76%	76%	80%	76%	78%
Police traffic enforcement	72%	66%	65%	62%	55%	58%	57%	60%	65%
Sewer services	70%	70%	NA	NA	NA	NA	NA	NA	NA
Snow removal	69%	58%	76%	72%	72%	72%	73%	76%	74%
Emergency preparedness	67%	53%	NA	NA	NA	NA	NA	NA	NA
Municipal court	61%	53%	56%	60%	62%	57%	NA	NA	NA
Utility billing/meter reading	60%	57%	58%	60%	63%	63%	64%	NA	NA
Animal management	56%	55%	NA	NA	NA	NA	NA	NA	62%
Land use, planning and zoning	56%	51%	NA	NA	NA	NA	NA	NA	NA
Building permits/inspections	54%	44%	44%	51%	54%	51%	47%	NA	NA
Street cleaning	54%	59%	66%	61%	60%	58%	59%	60%	61%
Recycling drop off centers at City facilities	53%	45%	NA	NA	NA	NA	NA	NA	NA
Economic development	51%	57%	NA	NA	NA	NA	NA	NA	NA
Street repair	49%	49%	54%	48%	46%	46%	46%	47%	49%
City code enforcement	46%	42%	47%	51%	53%	51%	NA	NA	NA

Prior to 2004, "Police traffic enforcement" was worded "Traffic enforcement." From 1996 to 2004, "Emergency medical/ambulance service" was worded "Emergency Medical Service"; prior to 1996, it was worded "Ambulance service." In 1992, "Animal management" was "Animal control." From 1994 to 2002, "Libraries" was "Library services"; in 1992, it was worded "Variety of libraries." Prior to 1996, "Drinking water quality" was "Water quality."



After assessing the quality of the 26 specific services, respondents rated the importance of each. All but one service was thought to be “essential” or “very important” by about half or more of respondents. Fire protection (97%), drinking water quality (96%), emergency medical/ambulance service (95%) and police protection (94%) were believed to be the most important services, with at least 9 out of 10 respondents saying these were “essential” or “very important;” two-thirds or more rated each of these as “essential” services. Services deemed least important, but still “somewhat” important to most people, were animal management and street cleaning (49% and 45% said “essential” or “very important,” respectively). Please note that 20% of residents said “don’t know” when rating the importance of building permits/inspections.

Table 6: Importance of City Services

For each of the following services provided by the City of Westminster, please rate how important each of these services is in Westminster.	Essential	Very important	Somewhat important	Not at all important	Total	Percent rating as "essential" or "very important"
Fire protection	69%	28%	3%	0%	100%	97%
Drinking water quality	66%	31%	4%	0%	100%	96%
Emergency medical/ambulance service	69%	27%	5%	0%	100%	95%
Police protection	67%	27%	6%	0%	100%	94%
Street repair	32%	54%	14%	0%	100%	86%
Sewer services	41%	45%	14%	0%	100%	86%
Emergency preparedness	50%	36%	13%	0%	100%	86%
Snow removal	37%	46%	16%	0%	100%	83%
Economic development	26%	53%	20%	1%	100%	79%
Police traffic enforcement	33%	46%	19%	2%	100%	78%
Parks maintenance	17%	57%	25%	1%	100%	75%
Libraries	25%	50%	23%	2%	100%	75%
Preservation of natural areas (open space, greenbelts)	30%	43%	25%	2%	100%	73%
Municipal court	21%	50%	28%	1%	100%	71%
Appearance of parks and recreation facilities	15%	55%	28%	2%	100%	70%
Land use, planning and zoning	15%	53%	31%	2%	100%	68%
Recreation facilities	15%	53%	30%	3%	100%	68%
Recreation programs	13%	51%	33%	4%	100%	63%
Trails	15%	48%	33%	4%	100%	62%
Building permits/inspections	14%	46%	38%	2%	100%	60%
Utility billing/meter reading	14%	45%	40%	1%	100%	59%
City code enforcement	11%	44%	39%	6%	100%	55%
Recycling drop off centers at City facilities	17%	36%	40%	6%	100%	54%
Animal management	9%	41%	48%	3%	100%	49%
Street cleaning	11%	35%	50%	5%	100%	45%

\*More than 20% of respondents answered “don’t know” to this question.

Overall, ratings of the importance of City services remained stable from 2008 to 2010. However, recycling drop off centers at City facilities were believed to be less important in 2010 than in 2008 (54% “essential” or “very important” in 2010 vs. 62% in 2008).

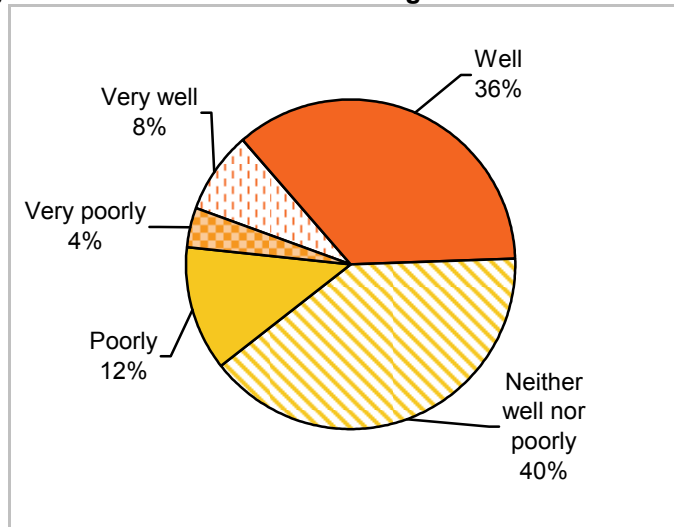
**Table 7: Ratings of Importance of City Services Compared Over Time**

For each of the following services provided by the City of Westminster, please rate how important each of these services is in Westminster.	Percent rating as "essential" or "very important"	
	2010	2008
Fire protection	97%	95%
Drinking water quality	96%	98%
Emergency medical/ambulance service	95%	97%
Police protection	94%	94%
Emergency preparedness	86%	87%
Sewer services	86%	85%
Street repair	86%	86%
Snow removal	83%	88%
Economic development	79%	79%
Police traffic enforcement	78%	73%
Libraries	75%	77%
Parks maintenance	75%	75%
Preservation of natural areas (open space, greenbelts)	73%	78%
Municipal court	71%	70%
Appearance of parks and recreation facilities	70%	69%
Land use, planning and zoning	68%	71%
Recreation facilities	68%	69%
Recreation programs	63%	65%
Trails	62%	63%
Building permits/inspections	60%	61%
Utility billing/meter reading	59%	62%
City code enforcement	55%	58%
Recycling drop off centers at City facilities	54%	62%
Animal management	49%	53%
Street cleaning	45%	45%

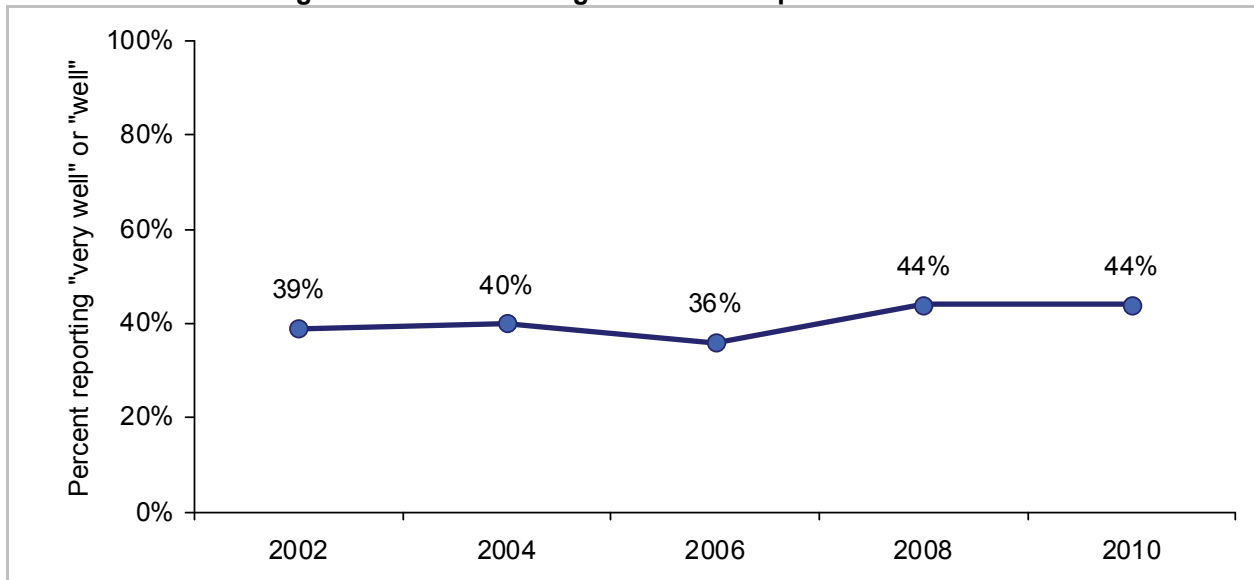
**Level of Information**

Residents reported feeling somewhat informed about Westminster. Two in five (44%) felt “very well” or “well” informed about the City and 38% stated they felt “neither well nor poorly” informed. One in five respondents thought they were “poorly” or “very poorly” informed about the City. Assessments of feeling informed about the City were similar in 2010 as in 2008.

**Figure 13: Residents' Level of Being Informed About the City**



**Figure 14: Level of Being Informed Compared Over Time**



## Sources of Information

One question on the survey asked residents to indicate which two sources of information about the City they most relied upon. Television news and *City Edition* were the most relied upon sources for information about the City with 22% and 20% rating them as the number one source used, respectively. Thirteen percent of respondents reported using the *Denver Post* as their number one source for information about Westminster and 11% used the City's Web site. All other sources of information were used as a number one source by less than 10% of respondents.

Television news was mentioned most as the number one or two source of information about the City in all years of the survey but 2008. Significantly more residents in 2010 reported using this as their source of information than did those in 2008 (38% mentioned television news in 2010 vs. 28% in 2008). More respondents also reported used the *Denver Post* for information about the City in 2010 than in 2008.

**Table 8: Sources Most Often Relied on for Information About the City of Westminster**

Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Westminster and mark a 2 next to the source you rely on second most often. (Please mark only two choices.)	Percent Rating as #1 Source	Percent Rating as #1 OR #2 Source
Television News	22%	38%
<i>City Edition</i>	20%	30%
<i>Denver Post</i> (print version)	13%	22%
City's Web site (www.cityofwestminster.us)	11%	26%
<i>Westminster Window</i>	9%	14%
Word of Mouth	9%	26%
<i>Westsider</i>	6%	10%
Other online news sources	4%	11%
Your Hub	4%	9%
Cable TV Channel 8	4%	8%

**Table 9: Sources Most Often Relied on for Information About the City of Westminster Compared Over Time**

Information Source	Percent Rating as #1 OR #2 Source						
	2010	2008	2006	2004	2002	2000	1998
Television	38%	28%	32%	35%	36%	29%	32%
<i>City Edition</i>	30%	32%	21%	29%	28%	22%	28%
<i>Denver Post</i>	22%	15%	22%	22%	27%	23%	29%
City's Web site (www.ci.westminster.co.us)	26%	24%	18%	11%	not asked		
<i>Westminster Window</i>	14%	19%	19%	18%	15%	21%	13%
Word of Mouth	26%	21%	17%	16%	10%	10%	15%
<i>Westsider</i>	10%	12%	11%	7%	7%	5%	not asked
Other online news sources	11%	6%	7%	not asked			
Your Hub	9%	11%	7%	not asked			
Cable TV Channel 8	8%	9%	7%	10%	12%	12%	not asked

For the second survey administration in a row, residents were asked about their use of *City Edition*. A majority of residents reported using *City Edition* in one form or another. One-third or more of respondents reported that they read it cover to cover (31%) or that they glanced over it (37%). One in 10 reported that they only read the headlines and 7% said they throw it away. Sixteen percent of residents stated they had never received *City Edition*. Assessments made about the use of *City Edition* in 2010 were similar to those expressed in 2008.

Figure 15: Residents' Use of *City Edition*

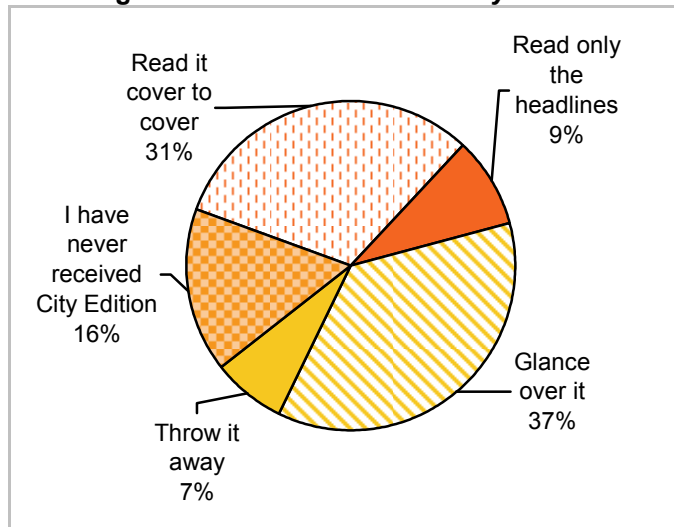
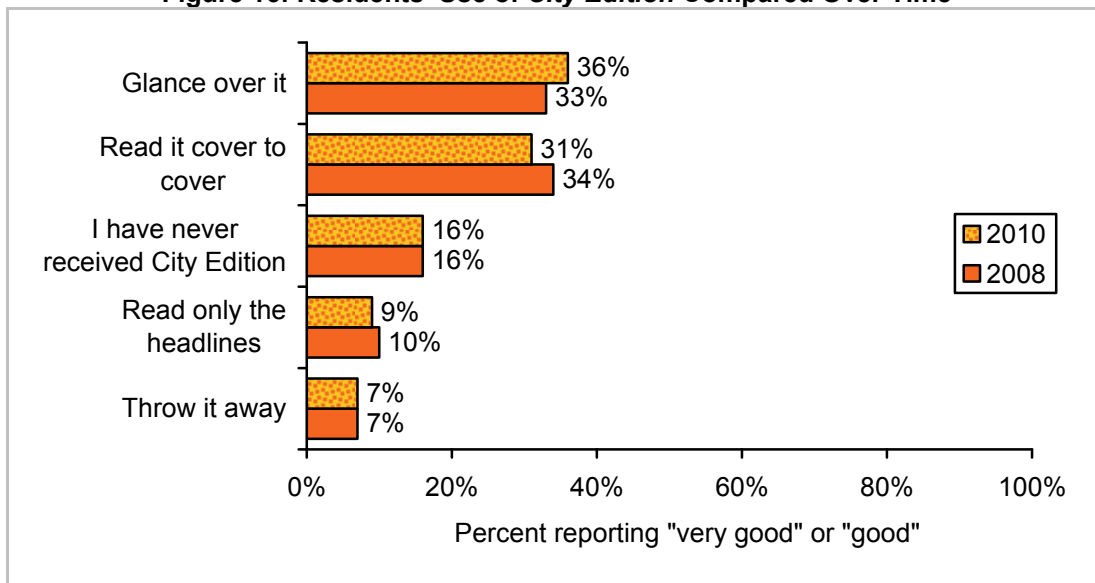


Figure 16: Residents' Use of *City Edition* Compared Over Time



About one-quarter of respondents (23%) noted that they had watched cable Channel 8 in the last 12 months which was similar to the reported viewership in 2008. Viewership rates have steadily declined since 2002.

Figure 17: Watched Channel 8 in Last 12 Months

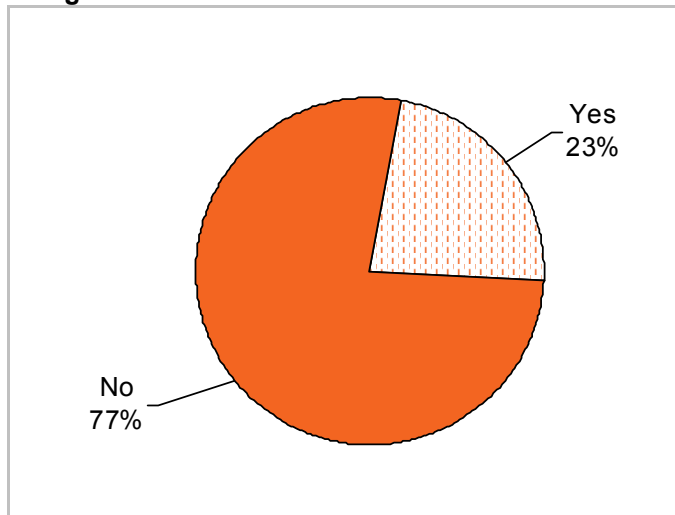
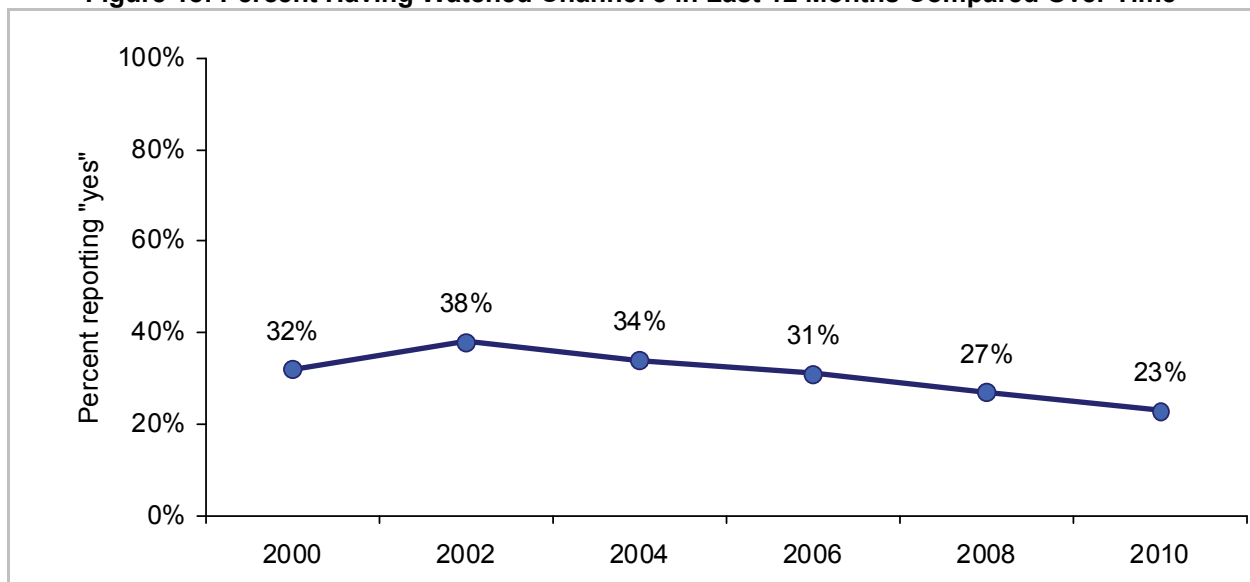


Figure 18: Percent Having Watched Channel 8 in Last 12 Months Compared Over Time



About a half of survey respondents (47%) said they had used the City’s Web site in the last 12 months, which was a significant increase from reported use in 2008 (38%). This increase might be at least partially attributable to the City’s debut of its new Web site in the fall of 2008. As would be expected, use of the City’s Web site has been trending upward since this question was first asked in 2000.

Figure 19: Use of City's Web Site in Last 12 Months

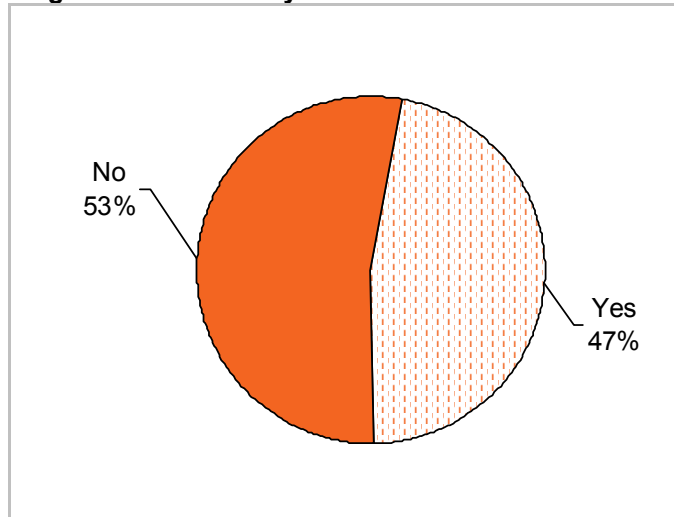
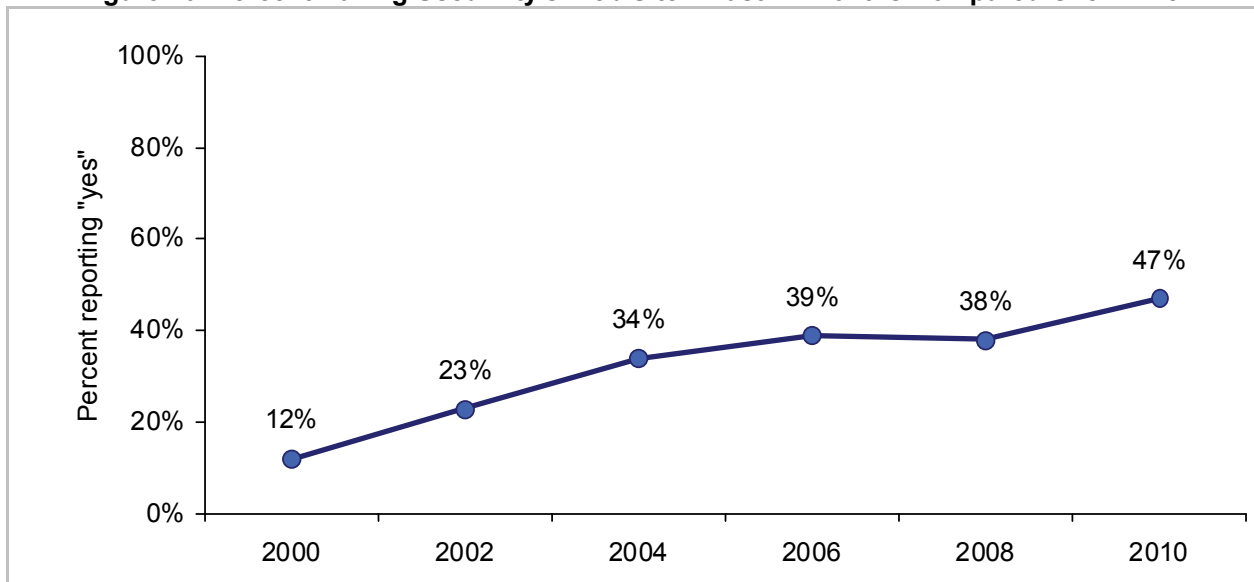


Figure 20: Percent Having Used City's Web Site in last 12 Months Compared Over Time



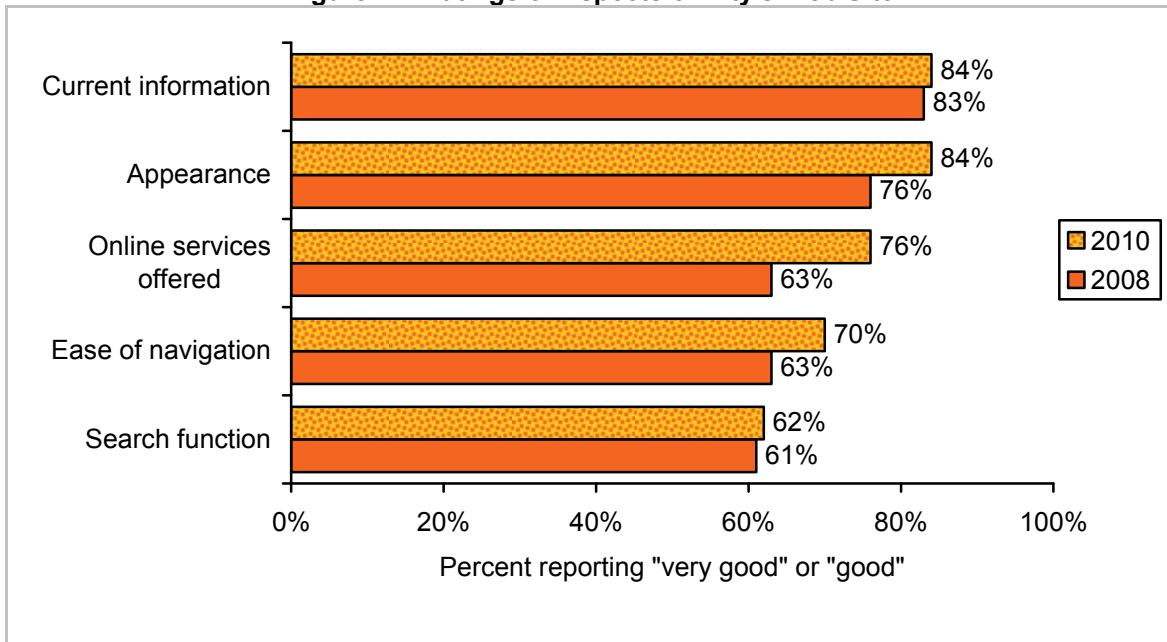
In preparation for the unveiling of the City’s new Web site, in 2008 residents who had used the City’s Web site were asked to rate different aspects. This question also was asked on the 2010 survey to measure a change, if any, in ratings for each aspect.

Survey results showed that residents noticed the change in the City’s Web site and gave significantly higher ratings to three of the five aspects. The appearance (84% “very good” or “good” in 2010 vs. 76% in 2008), online services offered (76% vs. 63%) and ease of navigation (70% vs. 63%) received higher evaluations in 2010 than in 2008. As in 2008, respondents gave high marks to the current information on the Web site (84% in 2010 vs. 83% in 2008) and favorable but lower marks to the Web site’s search function (62% vs. 61%)

**Table 10: Aspects of City's Web Site**

If you used the City’s Web site in the last 12 months, please rate the following aspects:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Current information	29%	55%	14%	2%	0%	100%
Appearance	25%	59%	14%	1%	0%	100%
Online services offered	24%	51%	20%	3%	1%	100%
Ease of navigation	22%	48%	23%	5%	2%	100%
Search function	19%	43%	28%	8%	1%	100%

**Figure 21: Ratings of Aspects of City's Web Site**



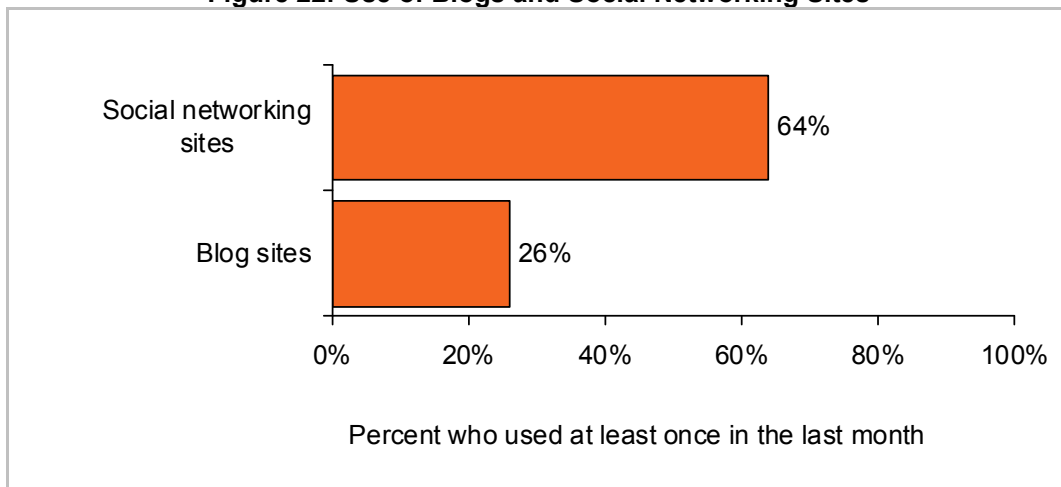


The 2010 survey gauged respondent’s use of blog and social networking sites. Respondents were much more likely to use social networking sites in a typical month than blog sites, with nearly two-thirds reporting using social networking sites at least once in a typical month; one-quarter saying they use these kinds of sites on a daily basis. One-quarter of respondents said they use a blog site at least once in a typical month, with 12% saying they used them 1-3 times a month.

**Table 11: Use of Blogs and Social Networking Sites**

In a typical month, about how many times, if ever have you used the following?	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Total
Social networking site (i.e., MySpace, Facebook, Twitter, YouTube, Linked In, Google Buzz)	36%	18%	8%	15%	23%	100%
Blog sites	74%	12%	4%	5%	5%	100%

**Figure 22: Use of Blogs and Social Networking Sites**

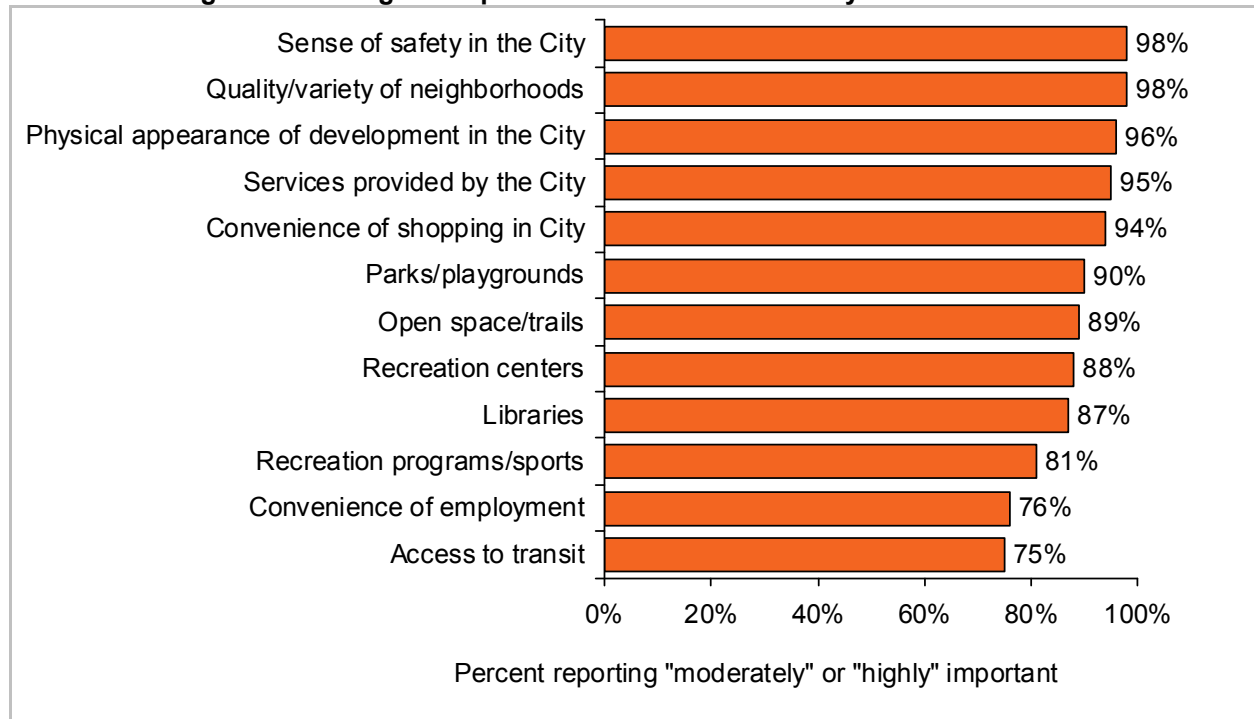


A new question on the 2010 survey asked about the importance of different attributes as they related to Westminster as a place to live. Three quarters or more of respondents rated each attribute as “highly” or “moderately” important, and one-third felt each was “highly” important. Nearly all respondents (98%) deemed a sense of safety in the City and the quality/variety of neighborhoods as the most important attributes, with 84% stating that a sense of safety and 69% saying that the quality/variety of neighborhoods was “highly” important. Those believed to be less important, although still important, were convenience of employment (76% at least “moderately” important) and access to transit (75%).

**Table 12: Importance of Attributes for City as a Place to Live**

When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.	Highly important	Moderately important	Not at all important	Total
Sense of safety in the City	84%	14%	2%	100%
Quality/variety of neighborhoods	69%	29%	2%	100%
Physical appearance of development in the City	59%	37%	4%	100%
Services provided by the City	54%	41%	5%	100%
Convenience of shopping in City	53%	41%	6%	100%
Parks/playgrounds	47%	43%	10%	100%
Open space/trails	49%	40%	11%	100%
Recreation centers	40%	48%	12%	100%
Libraries	44%	43%	13%	100%
Recreation programs/sports	34%	47%	19%	100%
Convenience of employment	40%	36%	24%	100%
Access to transit	37%	38%	25%	100%

**Figure 23: Ratings of Importance of Attributes for City as a Place to Live**



**City Goal: Safe and Secure Community**

To fully participate in the life of a city, residents need to feel safe going about their daily lives. In the 2009-2014 Strategic Plan, Westminster holds as one of its five multi-component goals that residents feel safe within the City, protected from disaster as much as possible, and secure that Public Safety departments will be dependable.

**Safety in Westminster**

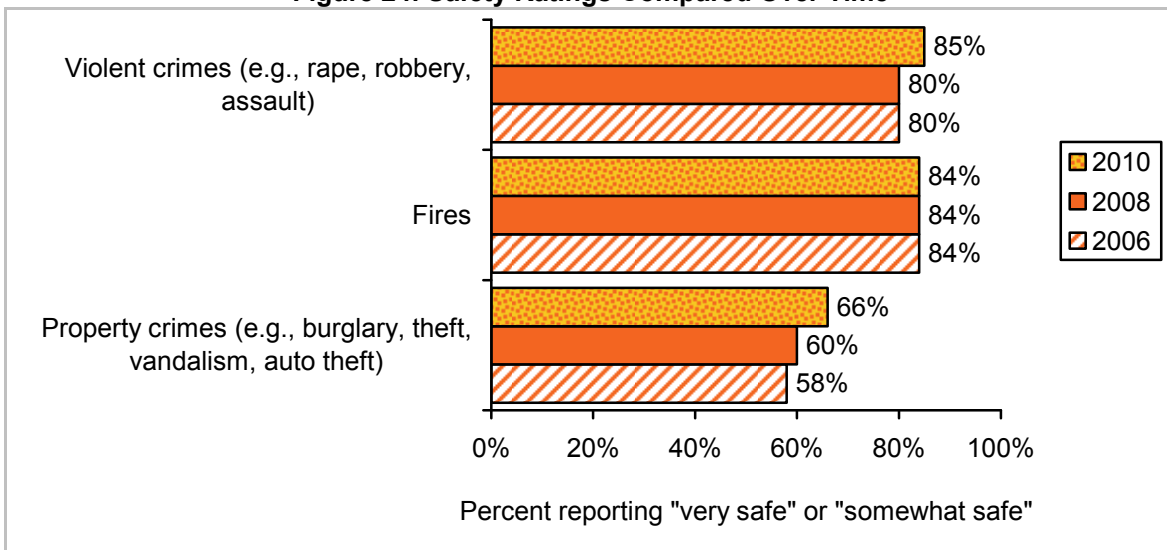
When asked how safe or unsafe they felt from different types of crime as well as from fires, more than 8 in 10 respondents said they felt “very” or “somewhat” safe from violent crimes and fires. Two-thirds of residents reported feeling “very” or “somewhat” safe from property crimes. All ratings in 2010 were similar to ratings given in 2008, except for feelings of safety from property crimes, which received higher ratings in 2010 than in 2008 (66% vs. 60% “very” or “somewhat” safe, respectively).

Westminster was rated much above the national and Front Range benchmarks for all aspects of safety, except for safety from property crimes which was similar to the Front Range average.

**Table 13: Safety Ratings**

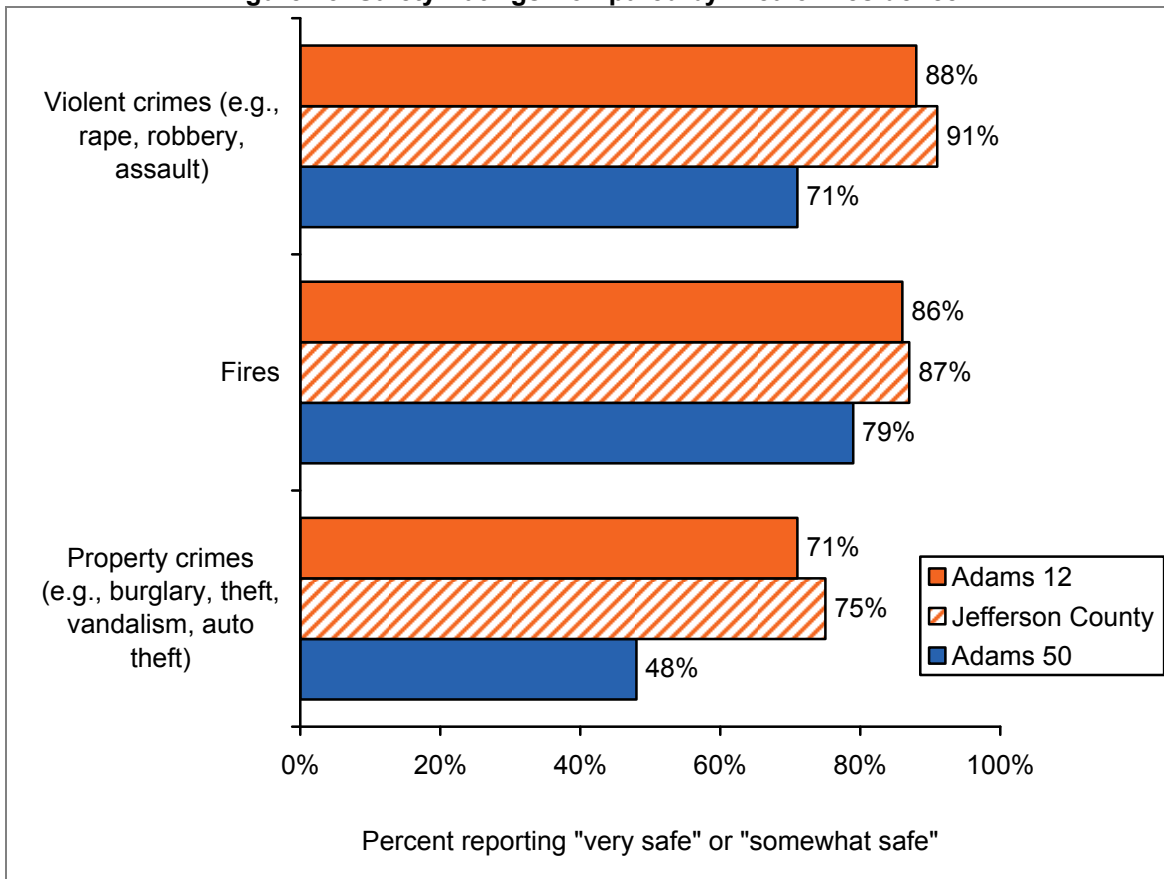
Please rate how safe or unsafe you feel from the following:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Front Range comparison
Violent crimes (e.g., rape, robbery, assault)	37%	48%	8%	6%	1%	100%	Much above	Much above
Fires	45%	39%	13%	2%	0%	100%	Much above	Much above
Property crimes (e.g., burglary, theft, vandalism, auto theft)	16%	51%	16%	14%	4%	100%	Much above	Similar

**Figure 24: Safety Ratings Compared Over Time**



Comparisons of safety ratings were made among the three school districts within Westminster. Residents in Adams 12 and Jefferson County school districts tended to feel safer from violent and property crimes and from fires than did residents in the Adams 50 school district.

Figure 25: Safety Ratings Compared by Area of Residence



### City Goal: Vibrant Neighborhoods and Commercial Areas

Westminster residents not only identify with the community as a whole, but they also care about their own neighborhoods and their local commercial areas. The 2009-2014 Strategic Plan places a priority on neighborhood infrastructure and housing, as well as on preservation of historic assets within the City. The City is also focused on refurbishing deteriorating commercial areas.

#### Quality of Neighborhoods

The overall quality of neighborhoods has been assessed on the survey since 1992. In 2010, one-quarter of respondents rated the overall quality of their neighborhood as “very good” and half (52%) felt it was “good.” Seventeen percent said it was “neither good nor bad,” 3% thought the quality of their neighborhood was “bad” and only 1% gave a rating of “very bad.”

The 2010 rating was similar to ratings given in previous survey years (see the figure on the following page). Westminster ratings for the overall quality of neighborhood were below the national average. Front Range comparisons were not available.

Neighborhood quality ratings from residents in Adams 50 were meaningfully lower than ratings in the other two districts (see *Appendix B: Survey Responses Compared by Area of Residence* for additional comparisons by district).

Figure 26: Overall Quality of Neighborhood

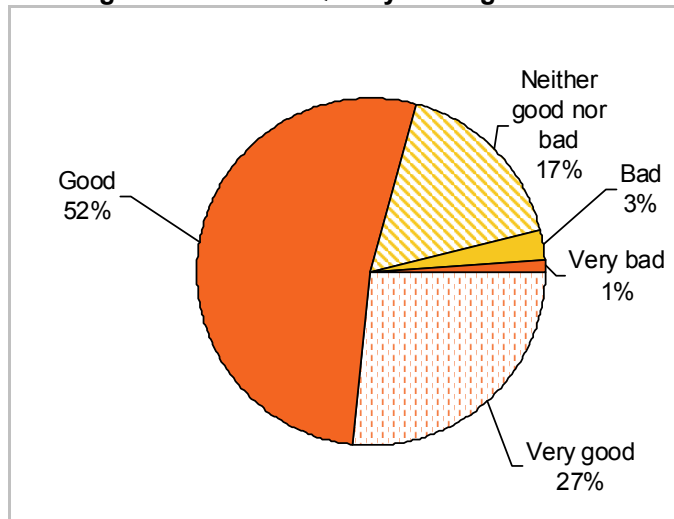
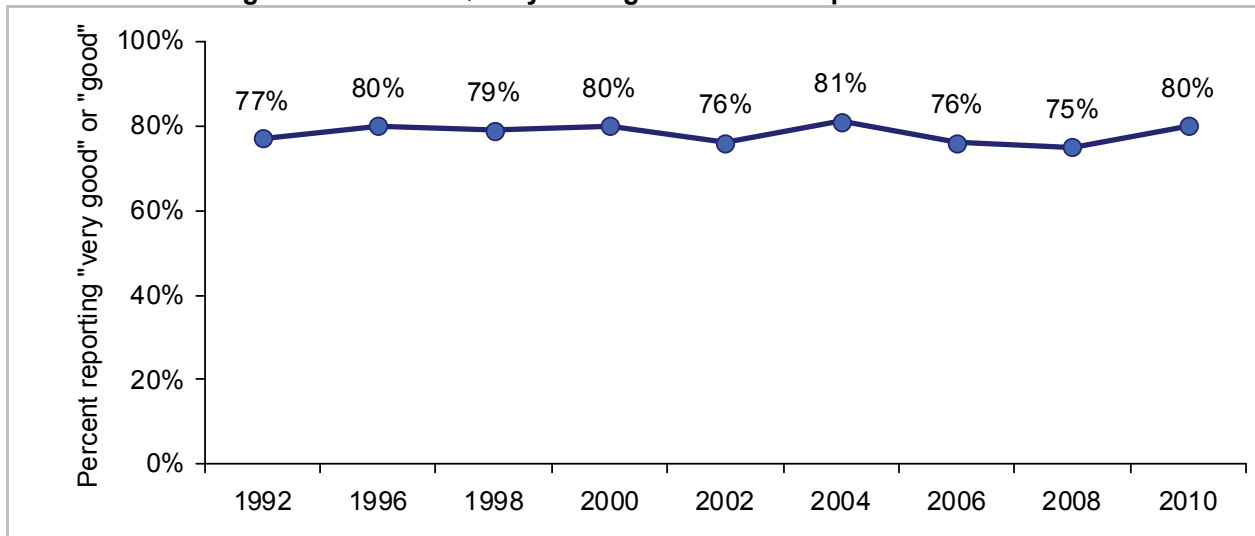


Figure 27: Overall Quality of Neighborhood Compared Over Time



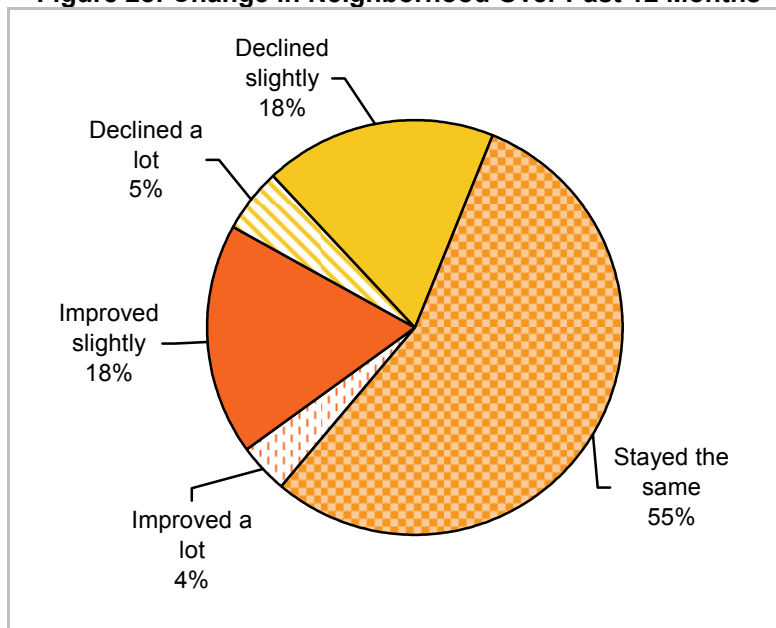
Prior to 2010, this question was a stand-alone question and was worded: "How do you rate the overall quality of your neighborhood" In 2010, this question was included in a set of questions about quality of life and was worded: "Please rate each of the following aspects of quality of life in Westminster: The overall quality of your neighborhood."

Change in the overall quality of neighborhoods over the prior 12 months has been evaluated on the survey since 2002. Twenty-two percent of respondents to the 2010 survey felt that their neighborhood had improved in the last 12 months, more than half reported no change (56% said “stayed the same”) and about one-quarter of respondents thought the quality of their neighborhood had declined.

More residents in 2010 believed that the quality of their neighborhood had improved than in 2008 (22% in 2010 vs. 15% in 2008). Correspondingly, fewer respondents reported a decline in their neighborhood in 2010 than in 2008 (23% in 2010 vs. 29% in 2008).

Change in the quality of neighborhoods was compared by area of residence (school district) over time. While a slightly higher proportion of residents in all three school districts reported improvement in their neighborhoods, the greatest improvement from 2008 to 2010 was seen by those residing in Adams 50. However, those residing in Adams 50 also were more likely to note a decline in neighborhood quality than were residents living in the other districts.

Figure 28: Change in Neighborhood Over Past 12 Months



**Table 14: Change in Neighborhood Compared by Area of Residence Over Time**

During the past 12 months, the overall quality of my neighborhood:		Improved	Stayed the same	Declined	Total
Adams 50	2010	25%	47%	28%	100%
	2008	12%	45%	43%	100%
	2006	18%	40%	42%	100%
	2004	22%	45%	34%	100%
	2002	16%	62%	22%	100%
Jefferson County	2010	21%	57%	22%	100%
	2008	17%	59%	24%	100%
	2006	11%	59%	30%	100%
	2004	17%	56%	27%	100%
	2002	15%	65%	20%	100%
Adams 12	2010	20%	59%	21%	100%
	2008	16%	60%	23%	100%
	2006	17%	60%	23%	100%
	2004	22%	56%	22%	100%
	2002	20%	68%	12%	100%
City as a Whole	2010	22%	55%	23%	100%
	2008	15%	56%	29%	100%
	2006	15%	54%	31%	100%
	2004	20%	52%	27%	100%
	2002	17%	64%	19%	100%



### Diversity in Neighborhoods

As in 2008, respondents to the 2010 survey were asked to gauge the ethnic diversity in their neighborhoods. Twenty percent of respondents felt that their neighborhood was “very diverse” and 66% said their neighborhood was “somewhat diverse” and 14% noted their neighborhood was “not at all diverse.” These assessments were similar to those made in 2008.

Figure 29: Ethnically Diverse Neighborhood

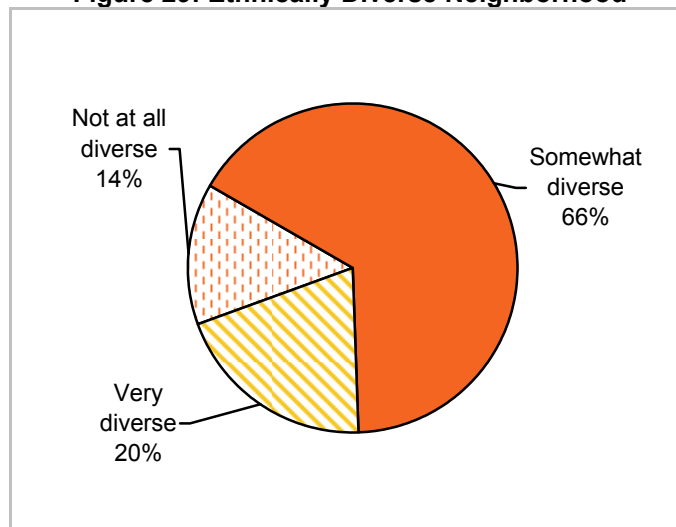
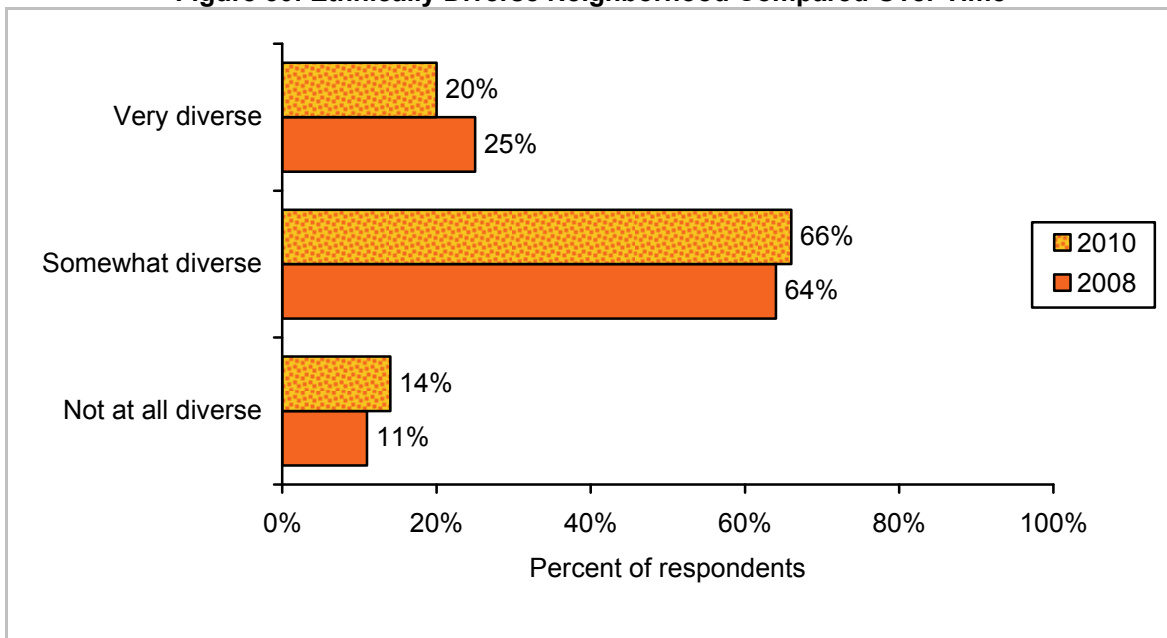


Figure 30: Ethnically Diverse Neighborhood Compared Over Time

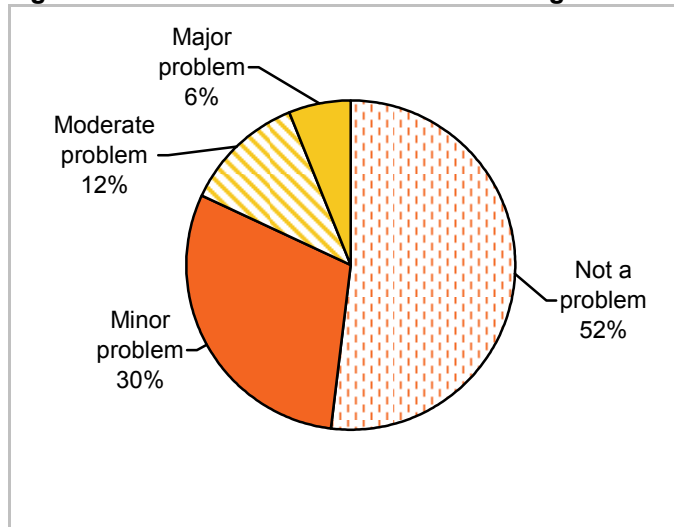


**Potential Problems**

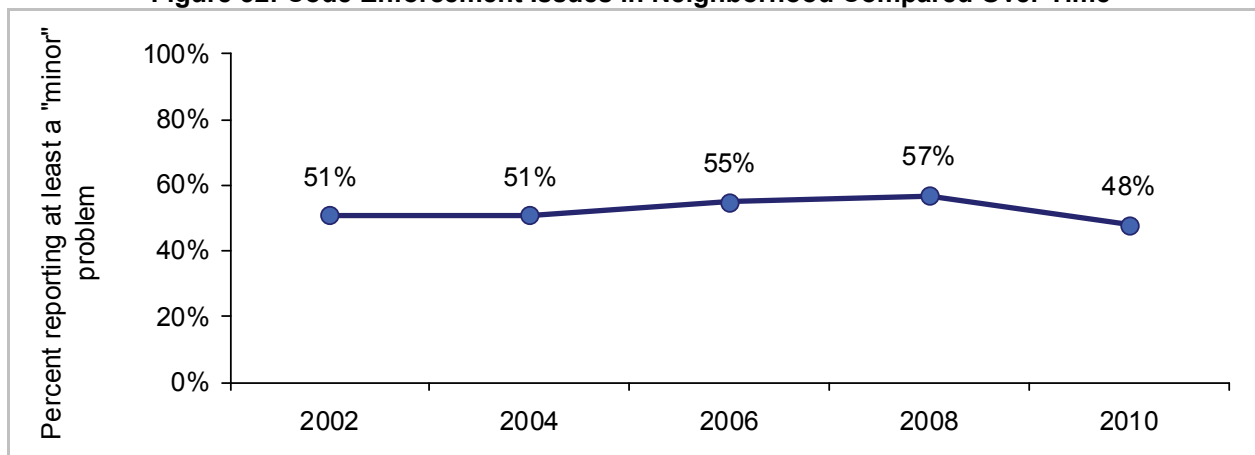
Fewer residents in 2010 than in 2008 believed that weed lots, abandoned vehicles, graffiti or dilapidated buildings were a problem in their neighborhood (48% said at least a “minor” problem in 2010 vs. 57% in 2008). In 2010, 18% believed this code enforcement issue was a “major” or “moderate” problem. Three in 10 felt that these were a “minor” problem in their neighborhood and half said they were not a problem.

Responses to this question were compared by area of residence over time. As in previous years, significantly more residents living in Adams 50 felt that weed lots, abandoned vehicles, graffiti or dilapidated buildings were a problem in Westminster than those living in other areas of the city.

**Figure 31: Code Enforcement Issues in Neighborhood**



**Figure 32: Code Enforcement Issues in Neighborhood Compared Over Time**



**Table 15: Code Enforcement Issues in Neighborhood by Area of Residence Compared Over Time**

To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?	Percent reporting at least a "minor" problem			
	Adams 50	Jefferson County	Adams 12	City as a Whole
2010	67%	50%	31%	48%
2008	72%	56%	45%	57%
2006	74%	56%	39%	55%
2004	66%	54%	36%	51%
2002	59%	56%	30%	51%

When a list of 16 potential problems in Westminster was given to respondents, half or more indicated that 14 were at least a “minor” problem. However, less than 20% of respondents thought each was a “major” problem.

Vandalism, crime, drugs and graffiti were felt to be the biggest problems in Westminster, with 85% or more of respondents stating each was at least a “minor” problem. These potential problems also topped the list in the previous four survey iterations. Fewer respondents in 2010 stated that availability of convenient shopping (29% said at least a “minor” problem) and availability of parks (23%) were a problem. Please note that between 25% and 32% of respondents answered “don’t know” to the following potential problems: drugs, juvenile problems and availability of affordable housing.

Overall, most of the potential problems were thought of as less of a problem in 2010 than in 2008. Those seen as significantly less of a problem included: maintenance and condition of homes (70% at least a “minor” problem in 2010 vs. 76% in 2008), availability of affordable housing (60% vs. 75%), too much growth (59% vs. 73%), traffic safety on major streets (59% vs. 72%) and traffic safety on neighborhood streets (55% vs. 61%). Lack of growth was believed to be more of a problem in 2010 than in 2008 (49% in 2010 vs. 40% in 2008).

Residents living in the Adams 50 school district tended to feel that most of the potential problems were more of a problem than did those living in other areas of the city (see *Appendix B: Survey Responses Compared by Area of Residence*).

**Table 16: Ratings of Potential Problems**

To what degree, if at all, are the following problems in Westminster:	Not a problem	Minor problem	Moderate problem	Major problem	Total
Vandalism	10%	44%	35%	11%	100%
Crime	13%	46%	35%	7%	100%
Drugs*	15%	34%	35%	16%	100%
Graffiti	15%	38%	32%	15%	100%
Juvenile problems*	20%	44%	26%	10%	100%
Condition of properties (weeds, trash, junk vehicles)	26%	46%	20%	8%	100%
Run down buildings	26%	43%	24%	7%	100%
Taxes	28%	31%	29%	13%	100%
Maintenance and condition of homes	30%	44%	20%	6%	100%
Availability of affordable housing*	40%	30%	21%	9%	100%
Too much growth	41%	27%	21%	11%	100%
Traffic safety on major streets	41%	37%	17%	5%	100%
Traffic safety on neighborhood streets	45%	35%	14%	6%	100%
Lack of growth	51%	26%	19%	4%	100%
Availability of convenient shopping	71%	15%	10%	4%	100%
Availability of parks	77%	16%	5%	1%	100%

\*More than 20% of respondents answered “don’t know” to this question.

Table 17: Ratings of Potential Problems Compared Over Time

To what degree, if at all, are the following problems in Westminster:	Percent reporting at least a "minor" problem			
	2010	2008	2006	2004
Vandalism	90%	92%	89%	87%
Crime	87%	90%	89%	90%
Drugs	85%	86%	82%	83%
Graffiti	85%	90%	85%	84%
Juvenile problems	80%	85%	78%	85%
Condition of properties (weeds, trash, junk vehicles)	74%	77%	68%	74%
Run down buildings	74%	79%	68%	64%
Taxes	72%	76%	65%	74%
Maintenance and condition of homes	70%	76%	65%	66%
Availability of affordable housing	60%	75%	65%	75%
Too much growth	59%	73%	74%	77%
Traffic safety on major streets	59%	72%	66%	NA
Traffic safety on neighborhood streets	55%	61%	57%	NA
Lack of growth	49%	40%	28%	21%
Availability of convenient shopping	29%	29%	21%	NA
Availability of parks	23%	28%	18%	22%

### **City Goal: Strong, Balanced Local Economy**

Having local retail, well-paying employers and solid transportation systems are essential to a thriving economy. In its 2009-2014 Strategic Plan, Westminster is prioritizing a strong, balanced local economy which includes expanding current businesses and attracting new businesses.

#### **New Development**

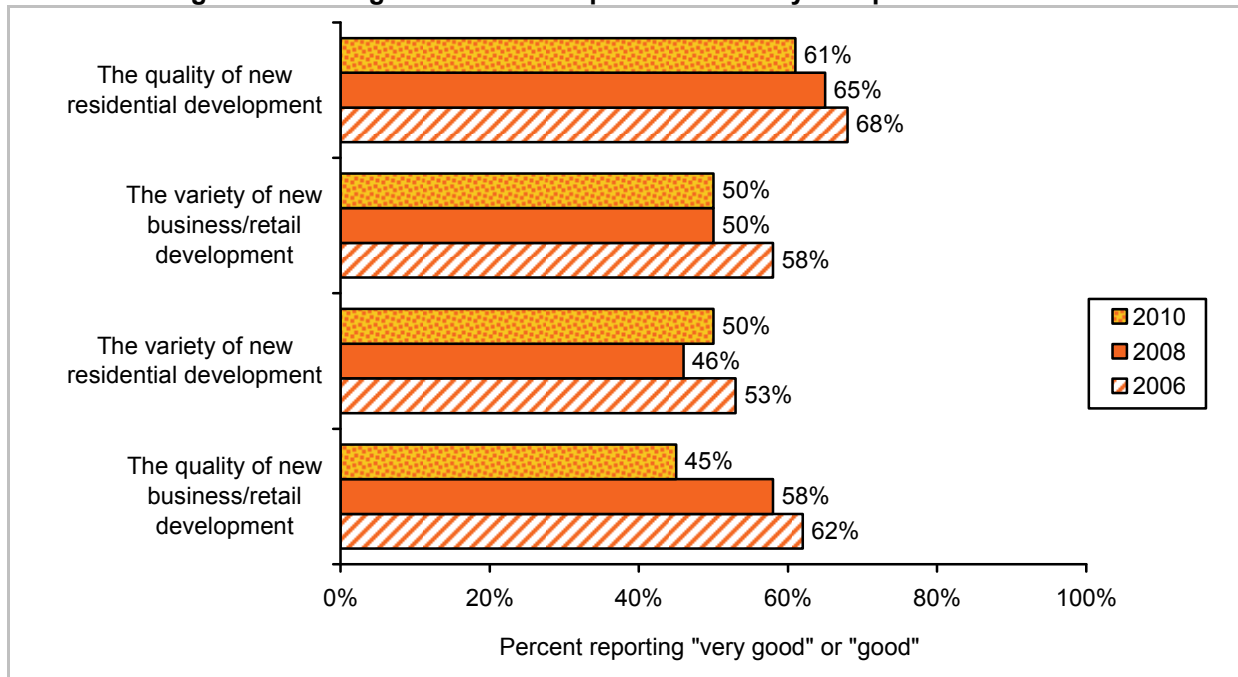
When rating the quality and variety of new development in the City, three out of five respondents (60%) stated that the quality of new residential development was “very good” or “good.” Half believed that the variety of new business/retail development and the variety of new residential development was at least “good.” Forty-five percent of respondents felt that the quality of new business/retail development was “very good” or “good.” One-third or more of respondents rated the quality and variety of new development as “neither good nor bad.” Please note that 25% of respondents said “don’t know” when rating the quality of new residential and new business/retail development (see *Appendix E: Complete Set of Survey Responses* for a full set of response, including “don’t know”).

The quality and variety of the different kinds of development remained stable from 2008 to 2010, except for the quality of new business/retail development which decreased (58% “very good” or “good” in 2008 to 45% in 2010). In general, ratings of the quality and variety of new development have declined since the question was first asked in 2006. Differences in ratings between survey years may be at least partially attributable to changes in scale wording.

**Table 18: Ratings of New Development in the City**

Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
The quality of new residential development	11%	50%	33%	5%	1%	100%
The variety of new residential development	7%	42%	43%	7%	1%	100%
The quality of new business/retail development	8%	42%	35%	12%	3%	100%
The variety of new business/retail development	8%	37%	39%	13%	3%	100%

Figure 33: Ratings of New Development in the City Compared Over Time

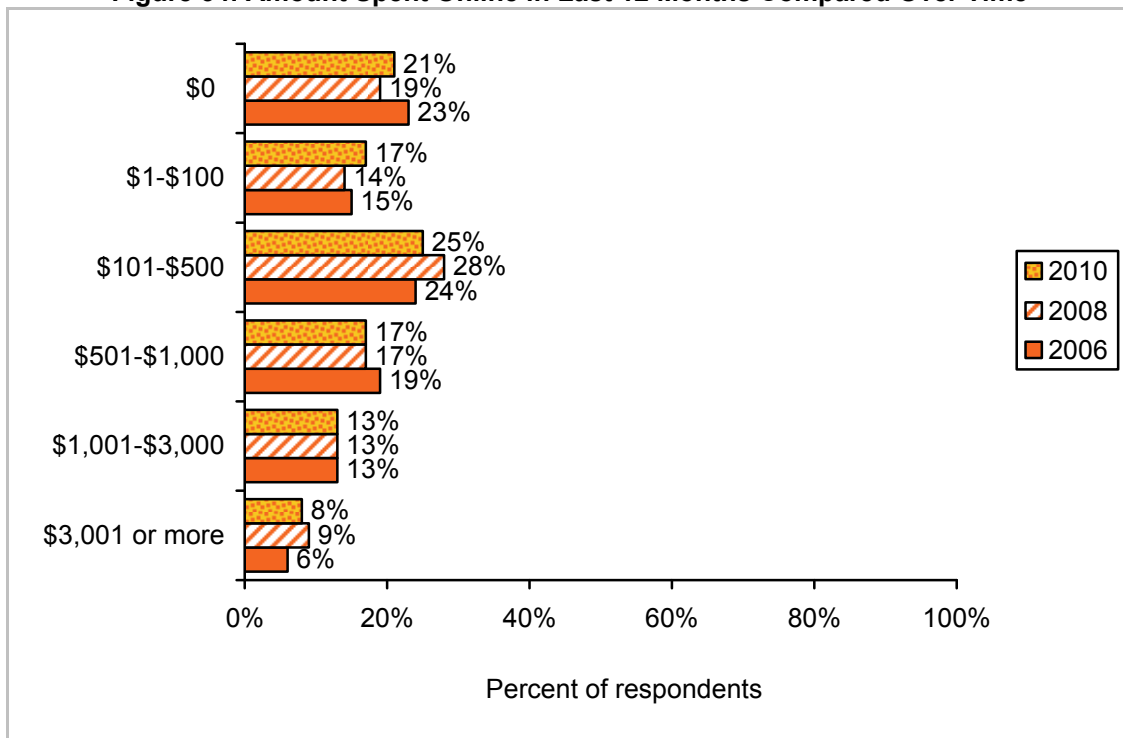


In 2006, "Unsure" was included as a response option instead of "Don't know."

### Online Spending Habits

As in previous survey years, the highest proportion of residents (25%) reported spending between \$101 and \$500 on online purchases in the prior 12 months. One in five residents spent more than \$1,000 in the last 12 months, 17% spent between \$501 and \$1,000, and 17% spent between \$1 and \$100. Twenty-one percent of respondents said they spent no money online. Results for this question remained similar from 2008 to 2010.

Figure 34: Amount Spent Online in Last 12 Months Compared Over Time





### ***City Goal: A Beautiful City***

A beautiful city consists of a variety of green spaces, cultural opportunities and well-designed buildings. Recognizing that these elements are important to residents and visitors alike, Westminster has emphasized the concept of a “Beautiful City” in its 2009-2014 Strategic Plan.

### **Image of Westminster**

The 2010 survey provided residents with a list of phrases that describe the City and they were asked to select the first, second and third phrase that best described their image of Westminster. In general, the relative order of those selecting a phrase as #1, #2 or #3 stayed the same from 2010 to 2008.

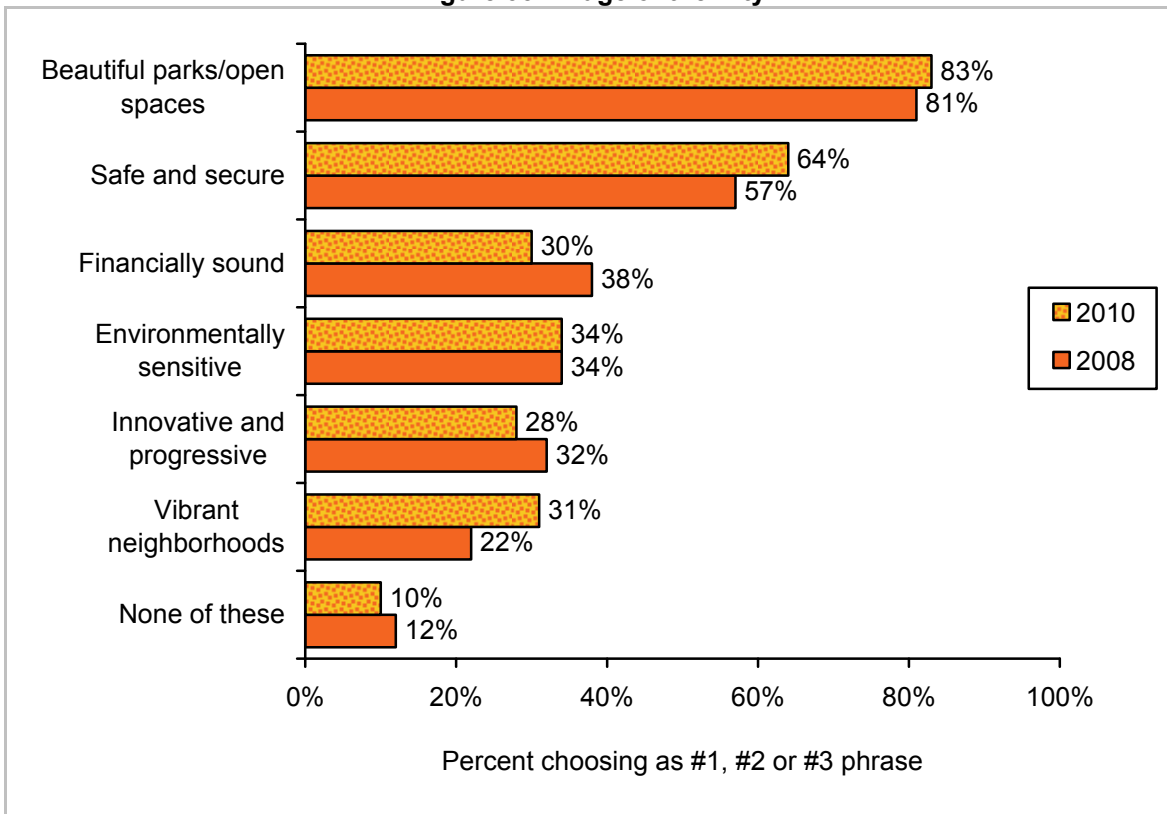
One half of respondents chose “beautiful parks and open spaces” as the number one phrase to depict their image of Westminster in 2010. “Safe and secure” and “financially sound” also were popular phrases used by residents to describe their image of the City (18% and 9% ratings as the number one phrase, respectively). Fewer respondents felt that “vibrant neighborhoods” best illustrated the City’s image (4%).

“Beautiful parks and open spaces” and “safe and secure” were the top two phrases selected in 2008 and 2010. More respondents in 2010 than in 2008 were likely to select “safe and secure” (64% in 2010 vs. 57% in 2008) and “vibrant neighborhoods” (31% vs. 22%) as their first, second or third phrase that best describes their image of the City. Fewer residents in 2010 selected “financially sound” (30% in 2010 vs. 38% in 2008) as their first, second or third way to describe their image of the City than in 2008.

**Table 19: Image of the City**

<b>When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.</b>	<b>Percent Rating as #1 Phrase</b>	<b>Percent Rating as #1, #2 OR #3 Phrase</b>
Beautiful parks/open spaces	52%	83%
Safe and secure	18%	64%
Financially sound	9%	30%
Environmentally sensitive	7%	34%
Innovative and progressive	5%	28%
Vibrant neighborhoods	4%	31%
None of these	4%	10%

Figure 35: Image of the City



### Physical Attractiveness of Westminster

Westminster residents rated the physical attractiveness of the City favorably with four out of five respondents noting it was “very good” or “good.” Fifteen percent felt the City’s physical attractiveness was “neither good nor bad,” 3% said it was “bad” and no one believed it was “very bad.” Residents gave higher ratings to the physical attractiveness of the City in 2010 than in 2008 (82% said “good” or better in 2010 vs. 76% in 2008). Ratings have been steadily increasing since 2006.

The physical attractiveness of Westminster received ratings above the national average. A comparison to the Front Range was not available.

Figure 36: Physical Attractiveness of Westminster

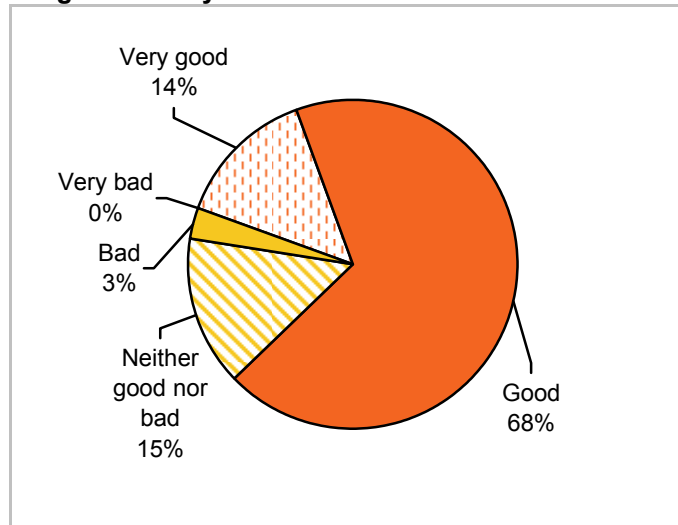
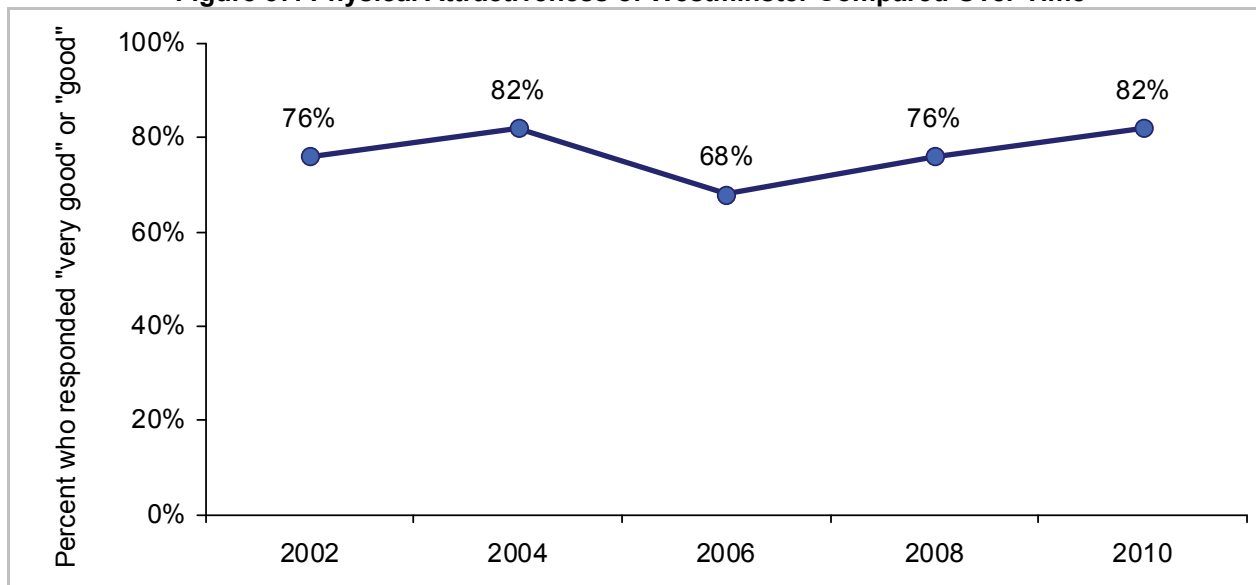


Figure 37: Physical Attractiveness of Westminster Compared Over Time



## Appendix A: Survey Respondent Demographics

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

Respondent Length of Residency							
Years	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
0-4	31%	33%	39%	38%	43%	43%	45%
5-9	22%	20%	22%	23%	18%	21%	20%
10-14	14%	12%	12%	13%	15%	12%	12%
15-19	9%	9%	7%	7%	7%	8%	6%
20 and over	24%	26%	19%	19%	17%	18%	17%
Total	100%	100%	100%	100%	100%	100%	100%

Respondent Housing Unit Type										
Housing Unit	Percent of respondents									
	2010	2008	2006	2004	2002	2000	1998	1996	1994	1992
Single family home	61%	61%	60%	60%	62%	55%	58%	59%	55%	61%
Apartment	18%	18%	19%	20%	18%	25%	25%	24%	23%	20%
Condo or Townhouse	20%	21%	22%	19%	19%	17%	17%	17%	21%	18%
Mobile home	0%	0%	0%	1%	1%	2%	0%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent Tenure										
Tenure	Percent of respondents									
	2010	2008	2006	2004	2002	2000	1998	1996	1994	1992
Own	70%	72%	70%	70%	71%	65%	65%	65%	65%	65%
Rent	30%	28%	30%	30%	29%	35%	35%	35%	35%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Number of Household Members							
Number	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
1	23%	26%	26%	22%	20%	25%	22%
2	35%	41%	37%	38%	37%	40%	35%
3	19%	16%	14%	17%	17%	16%	18%
4	16%	12%	15%	14%	17%	13%	16%
5	3%	4%	5%	7%	6%	5%	6%
6 or more	3%	1%	2%	3%	4%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%

Household Members Under 18							
Number	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
0	67%	68%	63%	61%	59%	63%	57%
1	15%	17%	15%	16%	17%	18%	18%
2	13%	10%	16%	15%	17%	15%	18%
3	4%	4%	4%	6%	5%	3%	6%
4 or more	2%	1%	2%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%

Total Household Income							
Income	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
Less than \$15,000	6%	3%	5%	5%	6%	7%	7%
\$15,000 - \$24,999	7%	8%	6%	8%	7%	9%	9%
\$25,000 - \$34,999	10%	10%	11%	11%	10%	12%	13%
\$35,000 - \$49,999	13%	15%	15%	18%	15%	19%	17%
\$50,000 - \$74,999	22%	22%	26%	23%	27%	26%	27%
\$75,000 - \$99,999	15%	16%	16%	18%	18%	14%	16%
\$100,000 to \$124,999	11%	10%	11%	8%	9%	6%	6%
\$125,000 to \$149,999	6%	7%					
\$150,000 to \$174,999	4%	2%					
\$175,000 to \$199,999	2%	2%					
\$200,000 or more	4%	4%	9%	9%	8%	6%	5%
Total	100%	100%	100%	100%	100%	100%	100%

Respondent Educational Status							
Education	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
0 - 11 years, no diploma	3%	2%	2%	2%	4%	4%	4%
High school graduate	13%	16%	16%	16%	18%	20%	18%
Some college, no degree	21%	23%	25%	27%	27%	27%	27%
Associate degree	10%	10%	8%	10%	10%	10%	7%
Bachelors degree	32%	30%	29%	29%	28%	24%	26%
Graduate or professional degree	21%	19%	19%	16%	13%	15%	18%
Total	100%	100%	100%	100%	100%	100%	100%

Respondent Race										
Race	Percent of respondents									
	2010	2008	2006	2004	2002	2000	1998	1996	1994	1992
White	85%	89%	90%	92%	89%	90%	91%	91%	92%	95%
American Indian, Eskimo or Aleut	2%	2%	2%	2%	1%	1%	1%	0%	1%	0%
Asian or Pacific Islander	5%	4%	4%	4%	4%	3%	4%	4%	2%	2%
Black or African American	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%
Other	8%	6%	6%	3%	7%	4%	3%	4%	4%	2%
Total	*	*	*	*	*	100%	100%	100%	100%	100%

\*Starting in 2002, the race question was asked as a multiple response question, so the total may exceed 100%. This change reflects changes in the Census and allows comparisons to census data to be made.

Respondent Ethnicity										
Ethnicity	Percent of respondents									
	2010	2008	2006	2004	2002	2000	1998	1996	1994	1992
Hispanic origin	14%	9%	8%	11%	13%	9%	10%	8%	10%	10%
Non-Hispanic origin	86%	91%	92%	89%	87%	92%	90%	92%	90%	90%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

<b>Respondent Age</b>										
<b>Age</b>	<b>Percent of respondents</b>									
	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>	<b>1998</b>	<b>1996</b>	<b>1994</b>	<b>1992</b>
18 – 24	7%	5%	5%	8%	13%	7%	7%	6%	8%	8%
25 - 34	25%	27%	32%	29%	19%	20%	23%	23%	28%	27%
35 - 44	18%	18%	18%	22%	29%	24%	29%	29%	27%	29%
45 – 54	23%	25%	26%	23%	17%	21%	21%	20%	16%	17%
55 - 64	14%	14%	8%	9%	12%	13%	8%	10%	10%	12%
65 - 74	7%	7%	5%	6%	5%	9%	8%			
75-84	4%	3%								
85+	2%	1%	6%	4%	5%	7%	4%	12%	12%	8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

<b>Respondent Gender</b>										
<b>Gender</b>	<b>Percent of respondents</b>									
	<b>2010</b>	<b>2008</b>	<b>2006</b>	<b>2004</b>	<b>2002</b>	<b>2000</b>	<b>1998</b>	<b>1996</b>	<b>1994</b>	<b>1992</b>
Female	50%	47%	50%	50%	50%	58%	56%	59%	56%	56%
Male	50%	53%	50%	50%	50%	42%	44%	41%	44%	45%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Respondent City of Employment							
City	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
All over Metro area	3%	2%	NA	NA	NA	NA	NA
Arvada	5%	7%	5%	5%	7%	5%	8%
Aurora	3%	2%	2%	2%	2%	3%	5%
Blackhawk	0%	0%	NA	NA	NA	NA	NA
Boulder	4%	8%	8%	8%	8%	7%	7%
Brighton	1%	1%	NA	NA	NA	NA	NA
Broomfield	8%	9%	12%	9%	9%	6%	5%
Commerce City	2%	2%	NA	NA	NA	NA	NA
Denver	20%	17%	21%	24%	20%	26%	19%
Englewood	2%	1%	NA	NA	NA	NA	NA
Glendale	0%	1%	NA	NA	NA	NA	NA
Golden	1%	3%	NA	NA	NA	NA	NA
Greenwood Village	1%	1%	NA	NA	NA	NA	NA
Lafayette	1%	1%	NA	NA	NA	NA	NA
Lakewood	4%	3%	3%	2%	3%	2%	2%
Littleton	1%	0%	NA	NA	NA	NA	NA
Longmont	2%	1%	NA	NA	NA	NA	NA
Louisville	1%	3%	2%	1%	3%	3%	2%
Northglenn	1%	1%	2%	2%	2%	2%	2%
Superior	1%	NA	NA	NA	NA	NA	NA
Thornton	4%	3%	2%	4%	3%	3%	4%
Westminster	15%	15%	18%	16%	16%	16%	16%
Wheat Ridge	1%	1%	NA	NA	NA	NA	NA
I work from home	3%	2%	NA	NA	NA	NA	NA
Other	2%	1%	14%	13%	14%	12%	10%
Do not work	16%	15%	13%	13%	13%	21%	21%
Total	100%	100%	100%	100%	100%	100%	100%

School District of Respondent							
School District	Percent of respondents						
	2010	2008	2006	2004	2002	2000	1998
Jefferson	38%	43%	38%	34%	40%	38%	39%
Adams 50	28%	27%	27%	30%	37%	37%	36%
Adams 12	35%	30%	35%	36%	24%	25%	25%
Total	100%	100%	100%	100%	100%	100%	100%



## Appendix B: Survey Responses Compared by Area of Residence

The following appendix compares the key survey responses by area of residence (school district). ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Cells shaded grey indicate statistically significant differences ( $p \leq .05$ ) between at least two of the subgroups.

Aspects of Quality of Life				
Please rate each of the following aspects of quality of life in Westminster.	Jefferson County	Adams 12	Adams 50	City as a Whole
Westminster as a place to live	92%	96%	90%	93%
The overall quality of your neighborhood	84%	90%	62%	80%
Westminster as a place to raise children	83%	87%	71%	81%
Westminster as a place to work	65%	74%	50%	64%
Westminster as a place to retire	62%	65%	60%	62%
The overall quality of life in Westminster	88%	90%	82%	87%

Percent rating as "very good" or "good"

Change in Neighborhood Over Past 12 Months				
During the past 12 months, the overall quality of my neighborhood:	Jefferson County	Adams 12	Adams 50	City as a Whole
Improved	21%	20%	25%	22%
Stayed the same	57%	59%	47%	55%
Declined	22%	21%	28%	23%
Total	100%	100%	100%	100%

New Development in the City				
Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	Jefferson County	Adams 12	Adams 50	City as a Whole
The quality of new residential development	63%	65%	53%	61%
The variety of new residential development	47%	53%	48%	50%
The quality of new business/retail development	47%	59%	42%	50%
The variety of new business/retail development	42%	53%	39%	45%

Percent rating as "very good" or "good"

Physical Attractiveness of City				
	Jefferson County	Adams 12	Adams 50	City as a Whole
How would you rate the physical attractiveness of Westminster as a whole?	81%	87%	78%	82%

Percent rating as "very good" or "good"

Diversity of Neighborhood				
How ethnically diverse, if at all, is your neighborhood?	Jefferson County	Adams 12	Adams 50	City as a Whole
Not at all diverse	16%	17%	8%	14%
Somewhat diverse	73%	70%	51%	66%
Very diverse	11%	13%	41%	20%
Total	100%	100%	100%	100%

Safety Ratings				
Please rate how safe or unsafe you feel from the following:	Jefferson County	Adams 12	Adams 50	City as a Whole
Violent crimes (e.g., rape, robbery, assault)	91%	88%	71%	85%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	75%	71%	48%	66%
Fires	87%	86%	79%	84%

Percent rating as "very" or "somewhat" safe

Quality of City Services				
For each of the following services provided by the City of Westminster, please rate the quality of the service.	Jefferson County	Adams 12	Adams 50	City as a Whole
Snow removal	70%	69%	66%	69%
Street repair	49%	52%	46%	49%
Street cleaning	54%	53%	55%	54%
Sewer services	71%	71%	66%	70%
Recycling drop off centers at City facilities	54%	47%	59%	53%
Police traffic enforcement	73%	68%	75%	72%
Police protection	80%	79%	78%	79%
Fire protection	89%	84%	89%	87%
Emergency medical/ambulance service	83%	81%	90%	84%
Land use, planning and zoning	56%	58%	52%	56%
City code enforcement	46%	47%	43%	46%
Animal management	62%	52%	55%	56%
Economic development	56%	51%	42%	51%
Parks maintenance	86%	87%	78%	84%
Libraries	82%	83%	89%	84%
Drinking water quality	85%	83%	80%	83%
Recreation programs	79%	83%	82%	81%
Recreation facilities	81%	86%	83%	83%
Trails	87%	89%	79%	86%
Appearance of parks and recreation facilities	86%	90%	83%	87%
Preservation of natural areas (open space, greenbelts)	81%	82%	76%	80%
Municipal court	63%	60%	60%	61%
Building permits/inspections	55%	54%	53%	54%
Utility billing/meter reading	60%	60%	59%	60%
Emergency preparedness	67%	67%	65%	67%

Percent rating as "very good" or "good"

<b>Overall Quality of City Services</b>				
<b>Overall, how would you rate the quality of the services provided by the City of Westminster?</b>	<b>Jefferson County</b>	<b>Adams 12</b>	<b>Adams 50</b>	<b>City as a Whole</b>
Overall, how would you rate the quality of the services provided by the City of Westminster?	86%	86%	78%	84%

*Percent rating as "very good" or "good"*

<b>Operations of City Government</b>				
	<b>Jefferson County</b>	<b>Adams 12</b>	<b>Adams 50</b>	<b>City as a Whole</b>
In general, how well do you think Westminster city government operates?	79%	76%	71%	76%

*Percent rating "very well" or "well"*

<b>Public Trust</b>				
<b>Please rate the following statements by circling the number that most clearly represents your opinion:</b>	<b>Jefferson County</b>	<b>Adams 12</b>	<b>Adams 50</b>	<b>City as a Whole</b>
I receive good value for the City of Westminster taxes I pay	65%	64%	61%	64%
The Westminster government welcomes citizen involvement	62%	60%	58%	60%
City Council cares what people like me think	55%	51%	48%	52%

*Percent who "strongly" or "somewhat" agreed*

<b>Impression of City Employees</b>				
<b>What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)</b>	<b>Jefferson County</b>	<b>Adams 12</b>	<b>Adams 50</b>	<b>City as a Whole</b>
Knowledge	83%	87%	87%	86%
Responsiveness	79%	85%	80%	82%
Courtesy	82%	88%	79%	83%
Overall impression	81%	85%	75%	81%

*Percent rating "very good" or "good"*

Potential Problems in Westminster				
To what degree, if at all, are the following problems in Westminster:	Jefferson County	Adams 12	Adams 50	City as a Whole
Crime	84%	86%	93%	87%
Vandalism	88%	87%	95%	90%
Graffiti	81%	83%	92%	85%
Drugs	84%	81%	91%	85%
Too much growth	58%	59%	60%	59%
Lack of growth	51%	43%	54%	49%
Run down buildings	73%	70%	79%	74%
Taxes	70%	71%	77%	72%
Availability of convenient shopping	30%	23%	38%	29%
Juvenile problems	78%	77%	86%	80%
Availability of affordable housing	60%	59%	61%	60%
Availability of parks	23%	17%	30%	23%
Traffic safety on neighborhood streets	51%	54%	60%	55%
Traffic safety on major streets	56%	61%	61%	59%
Maintenance and condition of homes	69%	66%	76%	70%
Condition of properties (weeds, trash, junk vehicles)	74%	69%	81%	74%

Percent rating as at least a "minor" problem

Weed Lots, Abandoned Vehicles, Graffiti or Dilapidated Buildings a Problem in Neighborhood				
	Jefferson County	Adams 12	Adams 50	City as a Whole
To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?	50%	31%	67%	48%

Percent rating as at least a "minor" problem

Level of Informedness				
In general, how well informed do you feel about the City of Westminster?	Jefferson County	Adams 12	Adams 50	City as a Whole
In general, how well informed do you feel about the City of Westminster?	48%	43%	40%	44%

Percent rating "very well" or "well"

Ratings of City's Web Site				
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Jefferson County	Adams 12	Adams 50	City as a Whole
Current information	89%	81%	80%	84%
Appearance	86%	85%	80%	84%
Online services offered	76%	76%	75%	76%
Ease of navigation	67%	74%	70%	70%
Search function	59%	64%	65%	62%

Percent rating "very good" or "good"

## Appendix C: Survey Results by Area of Residence Compared Over Time

The following appendix compares the key survey responses by area of residence (school district) compared over each of the survey years.

Overall Quality of Life by Area of Residence Compared Over Time				
Taking all things into consideration, how would you rate your overall quality of life in Westminster?	Adams 50	Jefferson County	Adams 12	City as a Whole
2010	82%	88%	90%	87%
2008	82%	93%	91%	89%
2006	85%	95%	97%	93%
2004	86%	96%	95%	93%
2002	89%	92%	93%	91%
2000	88%	92%	92%	90%
1998	85%	94%	92%	90%
1996	84%	91%	92%	89%
1992	84%	93%	91%	89%

Percent "very good" or "good"

Overall Quality of Neighborhood by Area of Residence Compared Over Time				
How do you rate the overall quality of your neighborhood?	Adams 50	Jefferson County	Adams 12	City as a Whole
2010	62%	84%	90%	80%
2008	59%	80%	82%	75%
2006	53%	81%	89%	76%
2004	68%	83%	88%	80%
2002	69%	75%	86%	76%
2000	70%	83%	91%	80%
1998	64%	87%	91%	80%
1996	65%	86%	90%	80%
1992	65%	82%	89%	77%

Percent "very good" or "good"

Westminster City Government Operation by Area of Residence Compared Over Time				
In general, how well do you think Westminster city government operates?	Adams 50	Jefferson County	Adams 12	City as a Whole
2010	71%	79%	76%	76%
2008	66%	78%	79%	75%
2006	60%	72%	70%	68%
2004	80%	79%	82%	80%
2002	72%	73%	75%	73%
2000	75%	76%	74%	75%
1998	68%	78%	75%	74%
1996	66%	72%	70%	69%
1992	73%	76%	77%	75%

Percent "very good" or "good"

Overall Impression of City Employee by Area of Residence Compared Over Time (of those who had contact)				
Overall impression of City employee	Adams 50	Jefferson County	Adams 12	City as a Whole
2010	75%	81%	85%	81%
2008	70%	80%	73%	75%
2006	75%	83%	82%	80%
2004	79%	81%	82%	81%
2002	78%	78%	83%	79%
2000	74%	79%	80%	78%
1998	76%	76%	82%	77%
1996	78%	77%	77%	77%
1992	79%	82%	81%	81%

*Percent "very good" or "good"*

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## **Appendix D: Survey Methodology**

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### ***Survey Instrument Development***

The Westminster Citizen Survey was first administered by National Research Center, Inc. (NRC) in 1992. General citizen surveys 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 2010 citizen survey instrument was developed with the 2008 survey as a base. A list of topics was generated for new questions, and topics and questions were modified to create the best fit for the 2010 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

### ***Sample Selection***

Approximately 3,000 Westminster households were selected to participate in the survey using a stratified, systematic sampling method, with 1,000 surveys being sent to each of the three school districts. Attached units within each district were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method (i.e., asking the adult in the household who most recently had a birthday to complete the questionnaire).

### ***Survey Administration***

Households received three mailings, one week apart beginning in April of 2010. Completed surveys were collected over the following five weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor inviting the household to participate, a questionnaire and postage-paid return envelope. About 6% of the surveys were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,812 eligible households, 1,021 completed the survey, providing a response rate of 36%.

### ***Data Analysis and Weighting***

#### **Data Analysis**

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by school district and other subgroups. 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 our sample represent "real" differences among those populations.

Where differences between subgroups are statistically significant, they are marked with grey shading in the appendices.

### **Weighting the Data**

The demographic characteristics of the survey sample were compared to those found in the 2006-2008 American Community Survey Census estimates and other population norms for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each school district's population.

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 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 their accurate 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 apartment dwellers.

Other discrepancies between the whole population and the sample also were corrected by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, housing unit type, tenure (rent versus own), race and ethnicity. 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 results of the weighting scheme are presented in the table on the following page.



Westminster 2010 Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	30%	26%	30%
Own home	70%	74%	70%
Detached unit	62%	54%	61%
Attached unit	38%	46%	39%
<b>Race and Ethnicity</b>			
White alone, not Hispanic	76%	83%	76%
Hispanic and/or other race	24%	17%	24%
<b>Sex and Age</b>			
18-34 years of age	33%	19%	32%
35-54 years of age	42%	36%	41%
55+ years of age	25%	45%	26%
Female	50%	56%	50%
Male	50%	44%	50%
Females 18-34	16%	11%	16%
Females 35-54	21%	20%	21%
Females 55+	13%	25%	14%
Males 18-34	17%	8%	17%
Males 35-54	21%	16%	21%
Males 55+	12%	20%	12%
<b>Household Income</b>			
Less than \$25,000	16%	14%	13%
\$25,000 to \$99,999	60%	61%	61%
\$100,000 or more	25%	25%	27%
<b>Education<sup>2</sup></b>			
High school or less	34%	17%	16%
More than high school	66%	83%	84%
<b>School District<sup>3</sup></b>			
Jefferson County	39%	35%	38%
Adams 12	30%	37%	35%
Adams 50	31%	28%	28%

<sup>1</sup> Source: 2000 Census

<sup>2</sup> Population 25 years and over

<sup>3</sup> City of Westminster, water meter data, February 2010

## Appendix E: Complete Set of Survey Responses

The following pages contain a complete set of responses to each question on the survey, including the number and percent of respondents answering each question.

Question 1						
Please rate each of the following aspects of quality of life in Westminster	Westminster as a place to live		The overall quality of your neighborhood		Westminster as a place to raise children	
	Number	Percent	Number	Percent	Number	Percent
Very good	385	38%	269	27%	227	23%
Good	551	55%	532	53%	438	44%
Neither good nor bad	67	7%	167	17%	142	14%
Bad	5	0%	27	3%	12	1%
Very bad	2	0%	7	1%	5	0%
Don't know	2	0%	2	0%	172	17%
Total	1011	100%	1003	100%	996	100%

Question 1						
Please rate each of the following aspects of quality of life in Westminster	Westminster as a place to work		Westminster as a place to retire		The overall quality of life in Westminster	
	Number	Percent	Number	Percent	Number	Percent
Very good	108	11%	139	14%	245	24%
Good	293	29%	307	31%	624	62%
Neither good nor bad	185	19%	214	21%	116	12%
Bad	30	3%	42	4%	9	1%
Very bad	13	1%	11	1%	3	0%
Don't know	367	37%	285	29%	7	1%
Total	995	100%	1000	100%	1003	100%

Question 3		
During the past 12 months, the overall quality of my neighborhood:	Number	Percent
Improved a lot	35	3%
Improved slightly	175	17%
Declined a lot	50	5%
Declined slightly	176	17%
Stayed the same	535	53%
Don't know	46	4%
Total	1017	100%

Question 3			
When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.	Number	Percent Rating as #1 Phrase	Percent Rating as #1, #2 OR #3 Phrase
Environmentally sensitive	1021	7%	34%
Financially sound	1021	9%	30%
Beautiful parks/open spaces	1021	52%	83%
None of these	1021	4%	10%
Innovative and progressive	1021	5%	28%
Vibrant neighborhoods	1021	4%	31%
Safe and secure	1021	18%	64%

Question 4								
Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	The quality of new residential development		The variety of new residential development		The quality of new business/retail development		The variety of new business/retail development	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very good	81	8%	56	6%	68	7%	65	6%
Good	378	38%	314	31%	363	36%	323	32%
Neither good nor bad	246	25%	321	32%	302	30%	338	34%
Bad	38	4%	52	5%	106	11%	111	11%
Very bad	10	1%	4	0%	24	2%	28	3%
Don't know	252	25%	253	25%	140	14%	137	14%
Total	1004	100%	1000	100%	1001	100%	1001	100%

Question 5		
How would you rate the physical attractiveness of Westminster as a whole?	Number	Percent
Very good	139	14%
Good	690	68%
Neither good nor bad	150	15%
Bad	25	3%
Very bad	2	0%
Don't know	5	1%
Total	1011	100%

Question 6		
How ethnically diverse, if at all, is your neighborhood?	Number	Percent
Not at all diverse	128	13%
Somewhat diverse	605	60%
Very diverse	180	18%
Don't know	97	10%
Total	1009	100%

Question 7						
Please rate how safe or unsafe you feel from the following:	Violent crimes (e.g., rape, robbery, assault)		Property crimes (e.g., burglary, theft, vandalism, auto theft)		Fires	
	Number	Percent	Number	Percent	Number	Percent
Very safe	373	37%	158	16%	455	45%
Somewhat safe	483	48%	512	51%	398	39%
Neither safe nor unsafe	85	8%	159	16%	134	13%
Somewhat unsafe	61	6%	139	14%	19	2%
Very unsafe	11	1%	44	4%	4	0%
Total	1013	100%	1012	100%	1010	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Snow removal		Street repair		Street cleaning	
	Number	Percent	Number	Percent	Number	Percent
Very good	167	17%	51	5%	82	8%
Good	519	52%	435	43%	428	43%
Neither good nor bad	186	18%	282	28%	360	36%
Bad	95	9%	168	17%	53	5%
Very bad	31	3%	53	5%	23	2%
Don't know	9	1%	14	1%	49	5%
Total	1006	100%	1004	100%	995	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Snow removal		Street repair		Street cleaning	
	Number	Percent	Number	Percent	Number	Percent
Essential	315	37%	273	32%	88	10%
Very important	392	46%	456	54%	288	34%
Somewhat important	139	16%	115	14%	418	50%
Not at all important	3	0%	0	0%	39	5%
Don't know	2	0%	4	0%	10	1%
Total	852	100%	848	100%	842	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Sewer services		Recycling drop off centers at City facilities		Police traffic enforcement	
	Number	Percent	Number	Percent	Number	Percent
Very good	113	11%	99	10%	148	15%
Good	432	43%	263	26%	515	51%
Neither good nor bad	210	21%	226	23%	218	22%
Bad	20	2%	69	7%	32	3%
Very bad	6	1%	25	3%	12	1%
Don't know	214	22%	320	32%	77	8%
Total	995	100%	1002	100%	1002	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Sewer services		Recycling drop off centers at City facilities		Police traffic enforcement	
	Number	Percent	Number	Percent	Number	Percent
Essential	316	38%	132	16%	272	32%
Very important	346	41%	274	33%	380	45%
Somewhat important	105	13%	306	37%	162	19%
Not at all important	1	0%	45	5%	18	2%
Don't know	69	8%	82	10%	14	2%
Total	836	100%	838	100%	846	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Police protection		Fire protection		Emergency medical/ambulance service	
	Number	Percent	Number	Percent	Number	Percent
Very good	194	19%	289	29%	236	23%
Good	524	53%	463	46%	346	34%
Neither good nor bad	162	16%	106	11%	105	10%
Bad	21	2%	2	0%	2	0%
Very bad	8	1%	0	0%	0	0%
Don't know	87	9%	146	14%	319	32%
Total	995	100%	1005	100%	1008	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Police protection		Fire protection		Emergency medical/ambulance service	
	Number	Percent	Number	Percent	Number	Percent
	Essential	555	66%	572	68%	560
Very important	222	26%	235	28%	218	26%
Somewhat important	51	6%	27	3%	38	4%
Not at all important	0	0%	0	0%	1	0%
Don't know	11	1%	11	1%	30	4%
Total	839	100%	845	100%	847	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Land use, planning and zoning		City code enforcement		Animal management	
	Number	Percent	Number	Percent	Number	Percent
	Very good	84	8%	57	6%	77
Good	331	33%	245	25%	348	35%
Neither good nor bad	258	26%	279	28%	254	25%
Bad	52	5%	48	5%	48	5%
Very bad	19	2%	35	3%	26	3%
Don't know	255	26%	335	34%	247	25%
Total	998	100%	999	100%	1001	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Land use, planning and zoning		City code enforcement		Animal management	
	Number	Percent	Number	Percent	Number	Percent
	Essential	114	14%	86	10%	71
Very important	394	47%	332	40%	319	38%
Somewhat important	229	27%	294	35%	376	45%
Not at all important	13	2%	42	5%	22	3%
Don't know	89	11%	85	10%	49	6%
Total	839	100%	839	100%	836	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Economic development		Parks maintenance		Libraries	
	Number	Percent	Number	Percent	Number	Percent
Very good	67	7%	214	21%	238	24%
Good	309	31%	591	59%	441	44%
Neither good nor bad	279	28%	121	12%	113	11%
Bad	56	6%	24	2%	11	1%
Very bad	30	3%	3	0%	6	1%
Don't know	255	26%	53	5%	194	19%
Total	997	100%	1006	100%	1003	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Economic development		Parks maintenance		Libraries	
	Number	Percent	Number	Percent	Number	Percent
Essential	197	24%	144	17%	199	24%
Very important	403	48%	476	56%	401	48%
Somewhat important	157	19%	205	24%	188	22%
Not at all important	8	1%	5	1%	13	2%
Don't know	68	8%	13	2%	35	4%
Total	832	100%	843	100%	836	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Drinking water quality		Recreation programs		Recreation facilities	
	Number	Percent	Number	Percent	Number	Percent
Very good	329	33%	236	24%	282	28%
Good	485	48%	443	44%	460	46%
Neither good nor bad	138	14%	142	14%	138	14%
Bad	18	2%	14	1%	12	1%
Very bad	12	1%	2	0%	1	0%
Don't know	26	3%	160	16%	106	11%
Total	1008	100%	996	100%	998	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Drinking water quality		Recreation programs		Recreation facilities	
	Number	Percent	Number	Percent	Number	Percent
Essential	555	66%	100	12%	122	15%
Very important	257	30%	398	48%	427	51%
Somewhat important	30	4%	255	31%	241	29%
Not at all important	0	0%	30	4%	22	3%
Don't know	4	0%	51	6%	28	3%
Total	846	100%	834	100%	840	100%

Question 8 - Quality						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Trails		Appearance of parks and recreation facilities		Preservation of natural areas (open space, greenbelts)	
	Number	Percent	Number	Percent	Number	Percent
Very good	261	26%	281	28%	277	28%
Good	483	48%	554	55%	477	47%
Neither good nor bad	102	10%	117	12%	152	15%
Bad	14	1%	8	1%	22	2%
Very bad	7	1%	5	0%	12	1%
Don't know	134	13%	42	4%	65	6%
Total	1003	100%	1007	100%	1005	100%

Question 8 - Importance						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Trails		Emergency preparedness		Preservation of natural areas (open space, greenbelts)	
	Number	Percent	Number	Percent	Number	Percent
Essential	116	14%	376	45%	244	29%
Very important	383	46%	267	32%	356	42%
Somewhat important	265	32%	99	12%	208	25%
Not at all important	35	4%	4	0%	18	2%
Don't know	40	5%	92	11%	15	2%
Total	840	100%	838	100%	842	100%



Question 8 - Quality								
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Municipal court		Building permits/inspections		Utility billing/meter reading		Emergency preparedness	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very good	62	6%	56	6%	90	9%	71	7%
Good	225	23%	217	22%	371	37%	262	26%
Neither good nor bad	165	16%	191	19%	285	28%	155	16%
Bad	13	1%	25	2%	17	2%	7	1%
Very bad	7	1%	18	2%	8	1%	5	0%
Don't know	529	53%	492	49%	232	23%	500	50%
Total	1000	100%	999	100%	1003	100%	999	100%

Question 8 - Importance								
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Municipal court		Building permits/inspections		Utility billing/meter reading		Emergency preparedness	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Essential	140	17%	93	11%	103	12%	376	45%
Very important	337	40%	310	37%	336	40%	267	32%
Somewhat important	190	23%	254	30%	296	35%	99	12%
Not at all important	10	1%	15	2%	10	1%	4	0%
Don't know	157	19%	166	20%	94	11%	92	11%
Total	833	100%	839	100%	838	100%	838	100%

Question 9		
Overall, how would you rate the quality of the services provided by the City of Westminster?	Number	Percent
Very good	192	19%
Good	640	63%
Neither good nor bad	135	13%
Bad	22	2%
Very bad	4	0%
Don't know	19	2%
Total	1013	100%

Question 10		
In general, how well do you think Westminster city government operates?	Number	Percent
Very well	120	12%
Well	501	50%
Neither well nor poorly	161	16%
Poorly	27	3%
Very poorly	13	1%
Don't know	190	19%
Total	1012	100%

Question 11		
Overall, would you say the City is headed in the right direction or the wrong direction?	Number	Percent
Right direction	644	64%
Wrong direction	65	6%
Don't know	299	30%
Total	1008	100%

Question 12						
Please rate the following statements by circling the number that most clearly represents your opinion:	I receive good value for the City of Westminster taxes I pay		The Westminster government welcomes citizen involvement		City Council cares what people like me think	
	Number	Percent	Number	Percent	Number	Percent
Strongly agree	155	16%	150	15%	94	10%
Somewhat agree	414	42%	265	27%	262	27%
Neither agree nor disagree	192	20%	204	21%	198	20%
Somewhat disagree	87	9%	46	5%	85	9%
Strongly disagree	43	4%	26	3%	48	5%
Don't know	93	9%	292	30%	297	30%
Total	985	100%	982	100%	984	100%

Question 13		
Have you had contact with a Westminster city employee within the last 12 months?	Number	Percent
Yes	368	37%
No	618	63%
Total	986	100%

Question 14								
What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)*	Knowledge		Responsiveness		Courtesy		Overall impression	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very good	133	35%	140	37%	163	44%	146	39%
Good	187	50%	165	44%	148	39%	152	41%
Neither good nor bad	42	11%	43	12%	33	9%	38	10%
Bad	10	3%	20	5%	20	5%	19	5%
Very bad	2	1%	5	1%	10	3%	15	4%
Don't know	1	0%	0	0%	0	0%	0	0%
Total	374	100%	374	100%	374	100%	371	100%

\*Only asked of those who had had contact within the last 12 months.

Question 15							
To what degree, if at all, are the following problems in Westminster:	Crime		Vandalism		Graffiti		
	Number	Percent	Number	Percent	Number	Percent	
Not a problem	109	11%	88	9%	133	14%	
Minor problem	383	39%	373	38%	330	34%	
Moderate problem	289	30%	293	30%	278	28%	
Major problem	57	6%	90	9%	133	14%	
Don't know	135	14%	129	13%	108	11%	
Total	974	100%	973	100%	982	100%	

Question 15						
To what degree, if at all, are the following problems in Westminster:	Drugs		Too much growth		Lack of growth	
	Number	Percent	Number	Percent	Number	Percent
Not a problem	102	10%	336	35%	399	41%
Minor problem	225	23%	223	23%	206	21%
Moderate problem	230	24%	168	17%	150	16%
Major problem	107	11%	86	9%	29	3%
Don't know	314	32%	158	16%	182	19%
Total	977	100%	971	100%	965	100%

Question 15						
To what degree, if at all, are the following problems in Westminster:	Run down buildings		Taxes		Availability of convenient shopping	
	Number	Percent	Number	Percent	Number	Percent
Not a problem	227	23%	230	24%	668	68%
Minor problem	368	38%	255	26%	143	15%
Moderate problem	202	21%	238	24%	97	10%
Major problem	59	6%	107	11%	39	4%
Don't know	114	12%	147	15%	33	3%
Total	971	100%	976	100%	980	100%

Question 15						
To what degree, if at all, are the following problems in Westminster:	Juvenile problems		Availability of affordable housing		Availability of parks	
	Number	Percent	Number	Percent	Number	Percent
Not a problem	138	14%	296	30%	731	75%
Minor problem	305	31%	217	22%	149	15%
Moderate problem	178	18%	158	16%	51	5%
Major problem	72	7%	64	7%	13	1%
Don't know	280	29%	240	25%	37	4%
Total	973	100%	974	100%	980	100%

Question 15								
To what degree, if at all, are the following problems in Westminster:	Traffic safety on neighborhood streets		Traffic safety on major streets		Maintenance and condition of homes		Condition of properties (weeds, trash, junk vehicles)	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Not a problem	421	43%	383	39%	270	28%	237	24%
Minor problem	324	33%	347	36%	399	41%	423	43%
Moderate problem	129	13%	155	16%	177	18%	188	19%
Major problem	54	6%	48	5%	55	6%	70	7%
Don't know	47	5%	43	4%	76	8%	63	6%
Total	976	100%	977	100%	976	100%	982	100%

Question 16		
To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?	Number	Percent
Not a problem	510	51%
Minor problem	291	29%
Moderate problem	117	12%
Major problem	63	6%
Don't know	17	2%
Total	997	100%

Question 17		
In general, how well informed do you feel about the City of Westminster?	Number	Percent
Very well	78	8%
Well	344	34%
Neither well nor poorly	388	39%
Poorly	114	11%
Very poorly	39	4%
Don't know	36	4%
Total	999	100%

Question 18			
Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Westminster and mark a 2 next to the source you rely on second most often. (Please mark only two choices.)	Number of Respondents	Percent Rating as #1 Source	Percent Rating as #1 OR #2 Source
Denver Post (print version)	1021	13%	22%
City's Web site (www.cityofwestminster.us)	1021	11%	26%
Other online news sources	1021	4%	11%
Your Hub	1021	4%	9%
Westminster Window	1021	9%	14%
Westsider	1021	6%	10%
City Edition	1021	20%	30%
Television News	1021	22%	38%
Cable TV Channel 8	1021	4%	8%
Word of Mouth	1021	9%	26%

Question 19		
City Edition is a newspaper published by the City that is mailed to all Westminster residents and businesses six times a year. Which of the following best describes how you use your copy of City Edition?	Number	Percent
Read it cover to cover	318	31%
Read only the headlines	91	9%
Glance over it	362	36%
Throw it away	74	7%
I have never received City Edition	167	16%
Total	1011	100%

Question 20		
Have you watched the City's municipal TV Cable Channel 8 in the last 12 months?	Number	Percent
Yes	233	23%
No	786	77%
Total	1019	100%

Question 21		
Have you used the City's Web site in the last 12 months?	Number	Percent
Yes	477	47%
No	530	53%
Total	1007	100%

Question 22						
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Current information		Appearance		Online services offered	
	Number	Percent	Number	Percent	Number	Percent
Very good	131	27%	121	25%	112	23%
Good	254	53%	280	58%	235	49%
Neither good nor bad	65	14%	69	14%	94	20%
Bad	8	2%	6	1%	16	3%
Very bad	1	0%	1	0%	2	1%
Don't know	20	4%	2	0%	20	4%
Total	479	100%	479	100%	479	100%

Question 22				
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Ease of navigation		Search function	
	Number	Percent	Number	Percent
Very good	103	22%	78	16%
Good	231	48%	173	36%
Neither good nor bad	110	23%	113	24%
Bad	24	5%	34	7%
Very bad	9	2%	6	1%
Don't know	2	0%	74	16%
Total	479	100%	478	100%

Question 23		
Please estimate the total amount of money, if any, that your household spent on online purchases during the last 12 months.	Number	Percent
\$0	204	21%
\$1-\$100	165	17%
\$101-\$500	243	25%
\$501-\$1,000	173	17%
\$1,001-\$3,000	127	13%
\$3,001 or more	75	8%
Total	988	100%

Question 24				
In a typical month, about how many times, if ever, have you used the following?	Blog sites		Social networking site (i.e., MySpace, Facebook, Twitter, YouTube, Linked In, Google Buzz)	
	Number	Percent	Number	Percent
Never	718	74%	352	36%
1-3 times a month	118	12%	174	18%
Once a week	37	4%	84	8%
Multiple times a week	51	5%	148	15%
Daily	48	5%	230	23%
Total	972	100%	988	100%

Question 25						
When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.	Physical appearance of development in the City		Quality/variety of neighborhoods		Convenience of shopping in City	
	Number	Percent	Number	Percent	Number	Percent
Highly important	596	59%	691	69%	538	53%
Moderately important	374	37%	293	29%	412	41%
Not at all important	36	4%	22	2%	58	6%

Question 25						
When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.	Convenience of employment		Access to transit		Open space/trails	
	Number	Percent	Number	Percent	Number	Percent
Highly important	401	40%	375	37%	488	49%
Moderately important	353	36%	380	38%	401	40%
Not at all important	237	24%	246	25%	116	11%

Question 25						
When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.	Recreation centers		Recreation programs/sports		Parks/playgrounds	
	Number	Percent	Number	Percent	Number	Percent
Highly important	400	40%	341	34%	470	47%
Moderately important	483	48%	474	47%	434	43%
Not at all important	120	12%	190	19%	101	10%

Question 25						
When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.	Libraries		Sense of safety in the City		Services provided by the City	
	Number	Percent	Number	Percent	Number	Percent
Highly important	437	44%	843	84%	547	54%
Moderately important	433	43%	145	14%	412	41%
Not at all important	133	13%	20	2%	49	5%



<b>Question D1</b>		
<b>About how long have you lived in Westminster?</b>	<b>Length of Residency</b>	
	<b>Number</b>	<b>Percent</b>
0-4 years	320	31%
5-9 years	221	22%
10-14 years	144	14%
15-19 years	94	9%
20 or more years	241	24%
<b>Total</b>	<b>1018</b>	<b>100%</b>

<b>Question D2</b>		
<b>What is your home zip code?</b>	<b>What is your home zip code?</b>	
	<b>Number</b>	<b>Percent</b>
80003	40	4%
80005	24	2%
80020	72	7%
80021	252	25%
80030	110	11%
80031	330	33%
80234	183	18%
<b>Total</b>	<b>1009</b>	<b>100%</b>

Question D3		
What city do you work in or nearest to?	What city do you work in or nearest to?	
	Number	Percent
Arvada	49	5%
Aurora	33	3%
Blackhawk	2	0%
Boulder	35	4%
Brighton	9	1%
Broomfield	84	8%
Commerce City	20	2%
Denver	204	20%
Englewood	17	2%
Glendale	1	0%
Golden	14	1%
Greenwood Village	8	1%
Lafayette	10	1%
Lakewood	41	4%
Littleton	11	1%
Longmont	19	2%
Louisville	12	1%
Northglenn	7	1%
Superior	5	1%
Thornton	39	4%
Westminster	147	15%
Wheat Ridge	12	1%
All over Metro area	26	3%
Other	16	2%
I work from home	29	3%
I do not work (student, homemaker, retired, etc.)	161	16%
Total	1012	100%

Question D4		
Please check the appropriate box indicating the type of housing unit in which you live.	Please check the appropriate box indicating the type of housing unit in which you live.	
	Number	Percent
Detached single family home	622	61%
Condominium or townhouse	188	18%
Apartment	204	20%
Mobile home	0	0%
Total	1014	100%

Question D5		
Do you rent or own your residence?	Do you rent or own your residence?	
	Number	Percent
Rent	304	30%
Own	712	70%
Total	1016	100%

Question D6		
How many people (including yourself) live in your household?	How many people (including yourself) live in your household?	
	Number	Percent
1	236	23%
2	360	35%
3	198	19%
4	158	16%
5	32	3%
6	16	2%
7	14	1%
8	1	0%
Total	1015	100%

Question D7		
How many of these household members are 17 years or younger?	How many of these household members are 17 years or younger?	
	Number	Percent
1	150	45%
2	131	39%
3	36	11%
4	14	4%
5	4	1%
Total	335	100%

Question D8		
About how much was your household's total income before taxes in 2009? Be sure to include income from all sources.	About how much was your household's total income before taxes in 2009?	
	Number	Percent
Less than \$15,000	56	6%
\$15,000 to \$24,999	66	7%
\$25,000 to \$34,999	100	10%
\$35,000 to \$49,999	124	13%
\$50,000 to \$74,999	214	22%
\$75,000 to \$99,999	142	15%
\$100,000 to \$124,999	106	11%
\$125,000 to \$149,999	59	6%
\$150,000 to \$174,999	38	4%
\$175,000 to \$199,999	17	2%
\$200,000 or more	36	4%
Total	958	100%

Question D9		
How much education have you completed?	How much education have you completed?	
	Number	Percent
0-11 years	25	3%
High school graduate	133	13%
Some college, no degree	212	21%
Associate degree	98	10%
Bachelors degree	326	32%
Graduate or professional degree	210	21%
Total	1004	100%

Question D10		
What is your race?*	Number	Percent*
White/European American/Caucasian	842	85%
Black or African American	23	2%
Asian or Pacific Islander	48	5%
American Indian, Eskimo, or Aleut	11	1%
Other	80	8%
Total	1004	102%

\*Percents total more than 100% as respondents could choose more than one answer.

Question D11		
Are you Hispanic/Spanish/Latino?	Are you Hispanic/Spanish/Latino?	
	Number	Percent
Yes	135	14%
No	845	86%
Total	979	100%

Question D12		
Which category contains your age?	Which category contains your age?	
	Number	Percent
18-24	75	7%
25-34	251	25%
35-44	183	18%
45-54	232	23%
55-64	138	14%
65-74	67	7%
75-84	44	4%
85+	16	2%
Total	1007	100%

Question D13		
What is your gender?	What is your gender?	
	Number	Percent
Female	505	50%
Male	496	50%
Total	1001	100%

## Appendix F: List of Jurisdictions in the Benchmark Comparisons

When possible, comparisons of results were made to other jurisdictions in NRC's benchmark database both nationally and in the Front Range. The jurisdictions included in these comparisons are listed in the following tables along with the 2000 Census population.

### National Comparison Jurisdictions

Agoura Hills, CA.....	20,537	Bloomfield, NM.....	6,417
Alamogordo, NM.....	35,582	Blue Ash, OH.....	12,513
Albany, GA.....	76,939	Blue Earth, MN.....	3,621
Albany, OR.....	40,852	Blue Springs, MO.....	48,080
Albemarle County, VA.....	79,236	Boise, ID.....	185,787
Alpharetta, GA.....	34,854	Bonita Springs, FL.....	32,797
Ames, IA.....	50,731	Borough of Ebensburg, PA.....	3,091
Andover, MA.....	31,247	Botetourt County, VA.....	30,496
Ankeny, IA.....	27,117	Boulder County, CO.....	291,288
Ann Arbor, MI.....	114,024	Boulder, CO.....	94,673
Arapahoe County, CO.....	487,967	Bowling Green, KY.....	49,296
Archuleta County, CO.....	9,898	Bozeman, MT.....	27,509
Arkansas City, KS.....	11,963	Branson, MO.....	6,050
Arlington County, VA.....	189,453	Brea, CA.....	35,410
Arvada, CO.....	102,153	Breckenridge, CO.....	2,408
Asheville, NC.....	68,889	Brevard County, FL.....	476,230
Aspen, CO.....	5,914	Brisbane, CA.....	3,597
Auburn, AL.....	42,987	Broken Arrow, OK.....	74,839
Auburn, WA.....	40,314	Broomfield, CO.....	38,272
Aurora, CO.....	276,393	Bryan, TX.....	34,733
Austin, TX.....	656,562	Burlingame, CA.....	28,158
Avondale, AZ.....	35,883	Burlington, MA.....	22,876
Baltimore County, MD.....	754,292	Calgary, Canada.....	878,866
Barnstable, MA.....	47,821	Cambridge, MA.....	101,355
Batavia, IL.....	23,866	Canandaigua, NY.....	11,264
Battle Creek, MI.....	53,364	Cape Coral, FL.....	102,286
Bedford, MA.....	12,595	Carlsbad, CA.....	78,247
Beekman, NY.....	11,452	Carson City, NV.....	52,457
Belleair Beach, FL.....	1,751	Cartersville, GA.....	15,925
Bellevue, WA.....	109,569	Carver County, MN.....	70,205
Bellflower, CA.....	72,878	Cary, NC.....	94,536
Bellingham, WA.....	67,171	Casa Grande, AZ.....	46,770
Benbrook, TX.....	20,208	Castle Rock, CO.....	20,224
Bend, OR.....	52,029	Cedar Creek, NE.....	396
Benicia, CA.....	26,865	Cedar Falls, IA.....	36,145
Bettendorf, IA.....	31,275	Centralia, IL.....	14,136
Billings, MT.....	89,847	Chandler, AZ.....	176,581
Blacksburg, VA.....	39,357	Chanhassen, MN.....	20,321

Chanute, KS.....	9,411	Denton, TX.....	80,537
Charlotte County, FL.....	141,627	Denver (City and County), CO .....	554,636
Charlotte, NC .....	540,828	Denver Public Library, CO .....	NA
Chesapeake, VA .....	199,184	Des Moines, IA.....	198,682
Chesterfield County, VA.....	259,903	Destin, FL.....	11,119
Cheyenne, WY.....	53,011	Dewey-Humboldt, AZ.....	6,295
Chittenden County, VT.....	146,571	District of Saanich, Victoria, Canada.....	103,654
Chula Vista, CA.....	173,556	Douglas County, CO .....	175,766
Claremont, CA.....	33,998	Dover, DE .....	32,135
Clark County, WA.....	345,238	Dover, NH .....	26,884
Clay County, MO.....	184,006	Downers Grove, IL .....	48,724
Clearwater, FL.....	108,787	Dublin, CA .....	29,973
Cococino County, AZ .....	116,320	Dublin, OH .....	31,392
College Park, MD.....	24,657	Duluth, MN .....	86,918
Collier County, FL .....	251,377	Duncanville, TX.....	36,081
Collinsville, IL .....	24,707	Durango, CO .....	13,922
Colorado Springs, CO .....	360,890	Durham, NC .....	187,038
Columbus, WI.....	4,479	Duval County, FL .....	778,879
Concord, CA .....	121,780	Eagle County, CO .....	41,659
Concord, NC .....	55,977	East Providence, RI .....	48,688
Conyers, GA .....	10,689	Eau Claire, WI.....	61,704
Cooper City, FL.....	27,939	Edmond, OK .....	68,315
Coppell, TX .....	39,958	Edmonton, Canada .....	666,104
Coral Springs, FL .....	117,549	El Cerrito, CA .....	23,171
Corpus Christi, TX.....	277,454	El Paso, TX.....	563,662
Corvallis, OR.....	49,322	Elk Grove, CA .....	59,984
Coventry, CT.....	11,504	Ellisville, MO.....	9,104
Craig, CO .....	9,189	Elmhurst, IL.....	42,762
Cranberry Township, PA .....	23,625	Englewood, CO.....	31,727
Crested Butte, CO.....	1,529	Ephrata Borough, PA .....	13,213
Creve Coeur, MO.....	16,500	Escambia County, FL.....	294,410
Crystal Lake, IL .....	38,000	Escanaba, MI .....	13,140
Cumberland County, PA .....	213,674	Eugene, OR .....	137,893
Cupertino, CA.....	50,546	Eustis, FL .....	15,106
Dakota County, MN.....	355,904	Evanston, IL .....	74,239
Dallas, TX .....	1,188,580	Fairway, KS.....	3,952
Dania Beach, FL .....	20,061	Farmington, NM .....	37,844
Davenport, IA .....	98,359	Farmington, UT .....	12,081
Davidson, NC.....	7,139	Fayetteville, AR.....	58,047
Daviess County, KY .....	91,545	Federal Way, WA.....	83,259
Davis, CA .....	60,308	Fishers, IN.....	37,835
Daytona Beach, FL .....	64,112	Flagstaff, AZ.....	52,894
De Pere, WI .....	20,559	Florence, AZ .....	17,054
Decatur, GA .....	18,147	Flower Mound, TX.....	50,702
DeKalb, IL .....	39,018	Flushing, MI .....	8,348
Del Mar, CA .....	4,389	Fort Collins, CO.....	118,652
Delaware, OH.....	25,243	Fort Worth, TX.....	534,694
Delhi Township, MI.....	22,569	Freeport, IL .....	26,443
Delray Beach, FL .....	60,020	Fridley, MN.....	27,449

Fruita, CO .....	6,478	Jackson County, MI.....	158,422
Gainesville, FL .....	95,447	Jackson County, OR .....	181,269
Gaithersburg, MD.....	52,613	James City County, VA .....	48,102
Galt, CA .....	19,472	Jefferson County, CO.....	527,056
Gardner, KS .....	9,396	Jefferson Parish, LA.....	455,466
Georgetown, CO .....	1,088	Joplin, MO .....	45,504
Georgetown, TX.....	28,339	Jupiter, FL .....	39,328
Gig Harbor, WA.....	6,465	Kamloops, Canada.....	77,281
Gilbert, AZ.....	109,697	Kannapolis, NC .....	36,910
Gillette, WY .....	19,646	Kearney, NE.....	27,431
Gladstone, MI.....	5,032	Keizer, OR .....	32,203
Golden, CO .....	17,159	Kelowna, Canada.....	96,288
Goodyear, AZ.....	18,911	Kent, WA.....	79,524
Grand County, CO .....	12,442	Kettering, OH .....	57,502
Grand Junction, CO .....	41,986	King County, WA.....	1,737,034
Grand Prairie, TX .....	127,427	Kirkland, WA .....	45,054
Grandview, MO .....	24,881	Kissimmee, FL .....	47,814
Green Valley, AZ.....	20,546	Kitsap County, WA.....	231,969
Greenville, SC.....	10,468	Kutztown Borough, PA .....	5,067
Greenwood Village, CO .....	11,035	La Mesa, CA .....	54,749
Gresham, OR .....	90,205	La Plata, MD .....	6,551
Guelph, Ontario, Canada .....	114,943	La Vista, NE .....	11,699
Gulf Shores, AL.....	5,044	Laguna Beach, CA.....	23,727
Gunnison County, CO .....	13,956	Lakewood, CO .....	144,126
Gurnee, IL .....	28,834	Lane County, OR .....	322,959
Hampton, VA.....	146,437	Laramie, WY .....	27,204
Hanau, Germany.....	NA	Larimer County, CO .....	251,494
Hanover County, VA .....	86,320	Lawrence, KS.....	80,098
Hartford, CT .....	121,578	Lebanon, NH.....	12,568
Henderson, NV.....	175,381	Lebanon, OH.....	16,962
Hermiston, OR .....	13,154	Lee's Summit, MO.....	70,700
High Point, NC .....	85,839	Lee County, FL.....	454,918
Highland Park, IL.....	31,365	Lenexa, KS .....	40,238
Highlands Ranch, CO .....	70,931	Lexington, VA.....	6,867
Hillsborough County, FL.....	998,948	Liberty, MO .....	26,232
Honolulu, HI .....	876,156	Lincolnwood, IL .....	12,359
Hopewell, VA.....	22,354	Little Rock, AR .....	183,133
Hoquiam, WA.....	9,097	Livermore, CA .....	73,345
Hot Sulphur Springs, CO.....	521	Lodi, CA .....	56,999
Howell, MI .....	9,232	Lone Tree, CO .....	4,873
Hudson, NC .....	3,078	Long Beach, CA.....	461,522
Hudson, OH .....	22,439	Longmont, CO.....	71,093
Hurst, TX.....	36,273	Louisville, CO .....	18,937
Hutchinson, MN.....	13,080	Loveland, CO .....	50,608
Hutto, TX.....	1,250	Lower Providence Township, PA .....	22,390
Independence, MO.....	113,288	Lyme, NH .....	1,679
Indianola, IA .....	12,998	Lynchburg, VA.....	65,269
Irving, TX.....	191,615	Lynnwood, WA.....	33,847



Lynwood, CA.....	69,845	Newport, RI.....	26,475
Madison, WI.....	208,054	Normal, IL.....	45,386
Manchester, CT.....	54,740	North Branch, MN.....	8,023
Mankato, MN.....	32,427	North Las Vegas, NV.....	115,488
Maple Grove, MN.....	50,365	North Palm Beach, FL.....	12,064
Maplewood, MN.....	34,947	North Port, FL.....	22,797
Marana, AZ.....	13,556	North Vancouver, Canada.....	44,303
Marion, IA.....	7,144	Northampton County, VA.....	13,093
Maryland Heights, MO.....	25,756	Northern Tier Coalition Community Survey, PA.....	NA
Maryville, MO.....	10,581	Northglenn, CO.....	31,575
Maui, HI.....	128,094	Novi, MI.....	47,386
Mauldin, SC.....	15,224	O'Fallon, IL.....	21,910
Mayer, MN.....	554	O'Fallon, MO.....	46,169
McAllen, TX.....	106,414	Oak Park, IL.....	39,803
Mecklenburg County, NC.....	695,454	Oak Ridge, TN.....	27,387
Medina, MN.....	4,005	Oakland Park, FL.....	30,966
Melbourne, FL.....	71,382	Oakland Township, MI.....	13,071
Menlo Park, CA.....	30,785	Oakville, Canada.....	144,738
Meridian Charter Township, MI.....	38,987	Ocala, FL.....	45,943
Merriam, KS.....	11,008	Ocean City, MD.....	7,173
Merrill, WI.....	10,146	Ocean Shores, WA.....	3,836
Mesa County, CO.....	116,255	Oklahoma City, OK.....	506,132
Mesa, AZ.....	396,375	Olathe, KS.....	92,962
Miami Beach, FL.....	87,933	Oldsmar, FL.....	11,910
Milton, GA.....	30,180	Olmsted County, MN.....	124,277
Milton, WI.....	5,132	Olympia, WA.....	42,514
Minneapolis, MN.....	382,618	Orange Village, OH.....	3,236
Mission Viejo, CA.....	93,102	Orleans Parish, LA.....	484,674
Mission, KS.....	9,727	Ottawa County, MI.....	238,314
Missoula, MT.....	57,053	Overland Park, KS.....	149,080
Montgomery County, MD.....	873,341	Oviedo, FL.....	26,316
Montgomery County, MD.....	873,341	Ozaukee County, WI.....	82,317
Montpelier, VT.....	8,035	Palatine, IL.....	65,479
Montrose, CO.....	12,344	Palm Bay, FL.....	79,413
Mooresville, NC.....	18,823	Palm Beach County, FL.....	1,131,184
Morgan Hill, CA.....	33,556	Palm Beach Gardens, FL.....	35,058
Morgantown, WV.....	26,809	Palm Beach, FL.....	10,468
Moscow, ID.....	21,291	Palm Coast, FL.....	32,732
Mountain View, CA.....	70,708	Palm Springs, CA.....	42,807
Mountlake Terrace, WA.....	20,362	Palo Alto, CA.....	58,598
Multnomah County, OR.....	660,486	Panama City, FL.....	36,417
Munster, IN.....	21,511	Park Ridge, IL.....	37,775
Naperville, IL.....	128,358	Parker, CO.....	23,558
Nashville, TN.....	545,524	Pasadena, TX.....	141,674
Needham, MA.....	28,911	Pasco County, FL.....	344,765
New Orleans, LA.....	484,674	Pasco, WA.....	32,066
New York City, NY.....	8,008,278	Peoria County, IL.....	183,433
Newport Beach, CA.....	70,032	Peoria, AZ.....	108,364
Newport News, VA.....	180,150	Peters Township, PA.....	17,556

Philadelphia, PA.....	1,517,550	San Ramon, CA.....	44,722
Phoenix, AZ.....	1,321,045	Sandusky, OH.....	27,844
Pinal County, AZ.....	298,963	Sandy City, UT.....	88,418
Pinellas County, FL.....	921,482	Sanford, FL.....	38,291
Pinellas Park, FL.....	45,658	Santa Barbara County, CA.....	399,347
Pitkin County, CO.....	14,872	Santa Monica, CA.....	84,084
Plano, TX.....	222,030	Sarasota, FL.....	52,715
Platte City, MO.....	3,866	Sault Sainte Marie, MI.....	16,542
Port Orange, FL.....	45,823	Savannah, GA.....	131,510
Port St. Lucie, FL.....	88,769	Scott County, MN.....	89,498
Portland, OR.....	529,121	Scottsdale, AZ.....	202,705
Post Falls, ID.....	17,247	Sedona, AZ.....	10,192
Poway, CA.....	48,044	Seminole, FL.....	10,890
Prescott Valley, AZ.....	25,535	Sheldahl, IA.....	336
Prince Albert, Canada.....	34,291	Shenandoah, TX.....	1,503
Prince William County, VA.....	280,813	Sherman, IL.....	2,871
Prior Lake, MN.....	15,917	Shorewood, IL.....	7,686
Queen Creek, AZ.....	4,316	Shrewsbury, MA.....	31,640
Radford, VA.....	15,859	Silverthorne, CO.....	3,196
Rancho Cordova, CA.....	55,060	Sioux Falls, SD.....	123,975
Raymore, MO.....	11,146	Skokie, IL.....	63,348
Redding, CA.....	80,865	Slater, IA.....	1,306
Redmond, WA.....	45,256	Smyrna, GA.....	40,999
Reno, NV.....	180,480	Snoqualmie, WA.....	1,631
Renton, WA.....	50,052	South Daytona, FL.....	13,177
Richland, WA.....	38,708	South Haven, MI.....	5,021
Richmond Heights, MO.....	9,602	South Lake Tahoe, CA.....	23,609
Richmond, CA.....	99,216	Southlake, TX.....	21,519
Rio Rancho, NM.....	51,765	Sparks, NV.....	66,346
Riverdale, UT.....	7,656	Spokane Valley, WA.....	75,203
Riverside, IL.....	8,895	Spotsylvania County, VA.....	90,395
Roanoke, VA.....	94,911	Springboro, OH.....	12,380
Rochester, MI.....	10,467	Springville, UT.....	20,424
Rock Hill, SC.....	49,765	St. Cloud, FL.....	20,074
Rockville, MD.....	47,388	St. Cloud, MN.....	59,107
Roeland Park, KS.....	6,817	St. Louis County, MN.....	200,528
Roswell, GA.....	79,334	Stafford County, VA.....	92,446
Round Rock, TX.....	61,136	Starkville, MS.....	21,869
Rowlett, TX.....	44,503	State College, PA.....	38,420
Saco, ME.....	16,822	Staunton, VA.....	23,853
Safford, AZ.....	9,232	Steamboat Springs, CO.....	9,815
Salida, CO.....	5,504	Sterling, CO.....	11,360
Salina, KS.....	45,679	Stillwater, OK.....	39,065
San Francisco, CA.....	776,733	Stockton, CA.....	243,771
San Juan County, NM.....	113,801	Suamico, WI.....	8,686
San Luis Obispo County, CA.....	247,900	Sugar Grove, IL.....	3,909
San Marcos, TX.....	34,733	Sugar Land, TX.....	63,328
San Rafael, CA.....	56,063	Summit County, CO.....	23,548

Sunnyvale, CA .....	131,760	Walton County, FL .....	40,601
Surprise, AZ .....	112,020	Washington City, UT .....	8,186
Suwanee, GA .....	8,725	Washington County, MN .....	201,130
Tacoma Public Works, WA .....	193,556	Washoe County, NV.....	339,486
Tacoma, WA .....	193,556	Waukee, IA .....	5,126
Takoma Park, MD .....	17,299	Wausau, WI .....	38,426
Tallahassee, FL.....	150,624	West Des Moines, IA.....	46,403
Temecula, CA .....	57,716	Western Eagle County Metro Recreation District, CO .....	NA
Tempe, AZ .....	158,625	Westerville, OH .....	35,318
Teton County, WY.....	18,251	Westminster, CO.....	106,303
The Colony, TX .....	26,531	Wethersfield, CT .....	26,271
Thornton, CO .....	82,384	Wheat Ridge, CO .....	32,913
Thousand Oaks, CA.....	117,005	White House, TN.....	7,220
Thunder Bay, Canada .....	109,016	Whitehorse, Canada .....	19,058
Titusville, FL.....	40,670	Whitewater, WI.....	13,437
Tomball, TX.....	9,089	Wichita, KS .....	344,284
Troy, MI.....	80,959	Williamsburg, VA.....	11,998
Tualatin, OR.....	22,791	Willingboro Township, NJ.....	33,008
Tuskegee, AL.....	11,846	Wilmington, IL .....	5,134
Twin Falls, ID .....	34,469	Wilmington, NC .....	90,400
Upper Merion Township, PA .....	28,863	Windsor, CT .....	28,237
Urbandale, IA .....	29,072	Winnipeg, Canada.....	619,544
Vail, CO.....	4,531	Winston-Salem, NC.....	185,776
Valdez, AK .....	4,036	Winter Garden, FL.....	14,351
Vancouver, WA .....	143,560	Winter Park, FL .....	24,090
Victoria, Canada.....	78,057	Woodbury, MN .....	46,463
Village of Howard City, MI .....	1,585	Woodridge, IL.....	30,934
Virginia Beach, VA .....	425,257	Worcester, MA .....	172,648
Visalia, CA .....	91,565	Yellowknife, Canada .....	16,541
Volusia County, FL.....	443,343	Yuma County, AZ.....	160,026
Wahpeton, ND.....	8,586	Yuma, AZ .....	77,515
Walnut Creek, CA .....	64,296		

**Front Range Comparison Jurisdictions**

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.....	106,303
Wheat Ridge, CO .....	32,913

## **Appendix G: Survey Instrument**

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The survey instrument appears on the following pages.



Please have the adult household member (18 years or older) who most recently had a birthday complete this survey. Year of birth of the adult does not matter. Thank you.

Quality of Community

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

Table with 7 columns: Aspect, Very good, Good, Neither good nor bad, Bad, Very bad, Don't know. Rows include: Westminster as a place to live, The overall quality of your neighborhood, Westminster as a place to raise children, Westminster as a place to work, Westminster as a place to retire, The overall quality of life in Westminster.

2. During the past 12 months, the overall quality of my neighborhood:

- Improved a lot
Improved slightly
Declined a lot
Declined slightly
Stayed the same
Don't know

3. When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.

- Environmentally sensitive, Financially sound, Beautiful parks/open spaces, None of these, Innovative and progressive, Vibrant neighborhoods, Safe and secure

4. Thinking about new development in the City of Westminster in the past few years, please rate each of the following:

Table with 7 columns: Aspect, Very good, Good, Neither good nor bad, Bad, Very bad, Don't know. Rows include: The quality of new residential development, The variety of new residential development, The quality of new business/retail development, The variety of new business/retail development.

5. How would you rate the physical attractiveness of Westminster as a whole?

- Very good, Good, Neither good nor bad, Bad, Very bad, Don't know

6. How ethnically diverse, if at all, is your neighborhood?

- Not at all diverse, Somewhat diverse, Very diverse, Don't know

7. Please rate how safe or unsafe you feel from the following:

Table with 6 columns: Aspect, Very safe, Somewhat safe, Neither safe nor unsafe, Somewhat unsafe, Very unsafe. Rows include: Violent crimes (e.g., rape, robbery, assault), Property crimes (e.g., burglary, theft, vandalism, auto theft), Fires.

## Quality of Service

8. For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.

	Very good	Good	Neither good nor bad	Bad	Very Bad	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Snow removal.....	1	2	3	4	5	6	1	2	3	4	5
Street repair.....	1	2	3	4	5	6	1	2	3	4	5
Street cleaning.....	1	2	3	4	5	6	1	2	3	4	5
Sewer services.....	1	2	3	4	5	6	1	2	3	4	5
Recycling drop off centers at City facilities.....	1	2	3	4	5	6	1	2	3	4	5
Police traffic enforcement.....	1	2	3	4	5	6	1	2	3	4	5
Police protection.....	1	2	3	4	5	6	1	2	3	4	5
Fire protection.....	1	2	3	4	5	6	1	2	3	4	5
Emergency medical/ ambulance service.....	1	2	3	4	5	6	1	2	3	4	5
Land use, planning and zoning...	1	2	3	4	5	6	1	2	3	4	5
City Code enforcement.....	1	2	3	4	5	6	1	2	3	4	5
Animal management.....	1	2	3	4	5	6	1	2	3	4	5
Economic development.....	1	2	3	4	5	6	1	2	3	4	5
Parks maintenance.....	1	2	3	4	5	6	1	2	3	4	5
Libraries.....	1	2	3	4	5	6	1	2	3	4	5
Drinking water quality.....	1	2	3	4	5	6	1	2	3	4	5
Recreation programs.....	1	2	3	4	5	6	1	2	3	4	5
Recreation facilities.....	1	2	3	4	5	6	1	2	3	4	5
Trails.....	1	2	3	4	5	6	1	2	3	4	5
Appearance of parks and recreation facilities.....	1	2	3	4	5	6	1	2	3	4	5
Preservation of natural areas (open space, greenbelts).....	1	2	3	4	5	6	1	2	3	4	5
Municipal Court.....	1	2	3	4	5	6	1	2	3	4	5
Building permits/inspections.....	1	2	3	4	5	6	1	2	3	4	5
Utility billing/meter reading.....	1	2	3	4	5	6	1	2	3	4	5
Emergency preparedness.....	1	2	3	4	5	6	1	2	3	4	5

9. Overall, how would you rate the quality of the services provided by the City of Westminster?

- Very good     
  Good     
  Neither good nor bad     
  Bad     
  Very bad     
  Don't know

10. In general, how well do you think Westminster city government operates?

- Very well  
 Well  
 Neither well nor poorly  
 Poorly  
 Very poorly  
 Don't know

11. Overall, would you say the City is headed in the right direction or the wrong direction?

- Right direction  
 Wrong direction  
 Don't know

**12. Please rate the following statements by circling the number that most clearly represents your opinion:**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Westminster taxes I pay.....	1	2	3	4	5	6
The Westminster government welcomes citizen involvement.....	1	2	3	4	5	6
City Council cares what people like me think .....	1	2	3	4	5	6

**13. Have you had contact with a Westminster city employee within the last 12 months?**

- Yes → go to question 14       No → go to question 15

**14. What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)**

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Knowledge.....	1	2	3	4	5	6
Responsiveness .....	1	2	3	4	5	6
Courtesy .....	1	2	3	4	5	6
Overall impression .....	1	2	3	4	5	6

**15. To what degree, if at all, are the following problems in Westminster:**

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime .....	1	2	3	4	5
Vandalism .....	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth.....	1	2	3	4	5
Run down buildings .....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Availability of convenient shopping.....	1	2	3	4	5
Juvenile problems .....	1	2	3	4	5
Availability of affordable housing.....	1	2	3	4	5
Availability of parks.....	1	2	3	4	5
Traffic safety on neighborhood streets.....	1	2	3	4	5
Traffic safety on major streets.....	1	2	3	4	5
Maintenance and condition of homes.....	1	2	3	4	5
Condition of properties (weeds, trash, junk vehicles) .....	1	2	3	4	5

**16. To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?**

- Not a problem       Minor problem       Moderate problem       Major problem       Don't know

**Communication with Citizens**

**17. In general, how well informed do you feel about the City of Westminster?**

- Very well       Well       Neither well nor poorly       Poorly       Very poorly       Don't know

**18. Among the sources of information listed below, mark a "1" next to the source you most often rely on for news about the City of Westminster and mark a "2" next to the source you rely on second most often. (Please mark only two choices.)**

- |                                                                                                |                               |                        |
|------------------------------------------------------------------------------------------------|-------------------------------|------------------------|
| ___ <i>Denver Post</i> (print version)                                                         | ___ <i>Westminster Window</i> | ___ Television News    |
| ___ City's Web site ( <a href="http://www.cityofwestminster.us">www.cityofwestminster.us</a> ) | ___ <i>Westsider</i>          | ___ Cable TV Channel 8 |
| ___ Other online news sources                                                                  | ___ <i>City Edition</i>       | ___ Word of mouth      |
| ___ <i>Your Hub</i>                                                                            |                               |                        |



19. *City Edition* is a newspaper published by the City that is mailed to all Westminster residents and businesses six times a year. Which of the following best describes how you use your copy of *City Edition*?

- Read it cover to cover
- Read only the headlines
- Glance over it
- Throw it away
- I have never received *City Edition*

20. Have you watched the City's municipal TV Cable Channel 8 in the last 12 months?

- Yes
- No

21. Have you used the City's Web site ([www.cityofwestminster.us](http://www.cityofwestminster.us)) in the last 12 months?

- Yes → go to question 22
- No → go to question 23

22. If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.

	Very <u>good</u>	Good	Neither good <u>nor bad</u>	Bad	Very <u>bad</u>	Don't <u>know</u>
Current information.....	1	2	3	4	5	6
Appearance.....	1	2	3	4	5	6
Online services offered.....	1	2	3	4	5	6
Ease of navigation.....	1	2	3	4	5	6
Search function.....	1	2	3	4	5	6

23. Please estimate the total amount of money, if any, that your household spent on online purchases during the last 12 months.

- \$0
- \$1-\$100
- \$101-\$500
- \$501-\$1,000
- \$1,001-\$3,000
- \$3,001 or more

24. In a typical month, about how many times, if ever, have you used the following?

	Never	1-3 times <u>a month</u>	Once <u>a week</u>	Multiple times <u>a week</u>	<u>Daily</u>
Blog sites.....	1	2	3	4	5
Social networking site (i.e., MySpace, Facebook, Twitter, YouTube, Linked In, Google Buzz).....	1	2	3	4	5

## Fiscal Management and Planning

25. When thinking about why you choose to live in Westminster, please rate how important, if at all, each of the following attributes is to you as it relates to Westminster as a place to live.

	Highly <u>important</u>	Moderately <u>important</u>	Not at all <u>important</u>
Physical appearance of development in the City.....	1	2	3
Quality/variety of neighborhoods.....	1	2	3
Convenience of shopping in City.....	1	2	3
Convenience of employment.....	1	2	3
Access to transit.....	1	2	3
Open space/trails.....	1	2	3
Recreation centers.....	1	2	3
Recreation programs/sports.....	1	2	3
Parks/playgrounds.....	1	2	3
Libraries.....	1	2	3
Sense of safety in the City.....	1	2	3
Services provided by the City.....	1	2	3

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.

## Demographics

**D1. About how long have you lived in Westminster?  
(Record 0 if six months or less)**

\_\_\_\_\_ Years

**D2. What is your home zip code?**

- 80003     80030  
 80005     80031  
 80020     80234  
 80021

**D3. What city do you work in or nearest to? (Please check only one.)**

- |                                     |                                           |
|-------------------------------------|-------------------------------------------|
| <input type="radio"/> Arvada        | <input type="radio"/> Littleton           |
| <input type="radio"/> Aurora        | <input type="radio"/> Longmont            |
| <input type="radio"/> Blackhawk     | <input type="radio"/> Louisville          |
| <input type="radio"/> Boulder       | <input type="radio"/> Northglenn          |
| <input type="radio"/> Brighton      | <input type="radio"/> Superior            |
| <input type="radio"/> Broomfield    | <input type="radio"/> Thornton            |
| <input type="radio"/> Commerce City | <input type="radio"/> Westminster         |
| <input type="radio"/> Denver        | <input type="radio"/> Wheat Ridge         |
| <input type="radio"/> Englewood     | <input type="radio"/> All over Metro area |
| <input type="radio"/> Glendale      | <input type="radio"/> Other               |
| <input type="radio"/> Golden        | <input type="radio"/> I work from home    |
| <input type="radio"/> Greenwood     | <input type="radio"/> I do not work       |
| <input type="radio"/> Village       | (student, homemaker,                      |
| <input type="radio"/> Lafayette     | retired, etc.)                            |
| <input type="radio"/> Lakewood      |                                           |

**D4. Please check the appropriate box indicating the type of housing unit in which you live. (Please check only one.)**

- Detached single family home  
 Condominium or townhouse  
 Apartment  
 Mobile home

**D5. Do you rent or own your residence? (Please check only one.)**

- Rent  
 Own

**D6. How many people (including yourself) live in your household?**

\_\_\_\_\_ People

**D7. How many of these household members are 17 years or younger?**

\_\_\_\_\_ People

**D8. About how much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES in 2009? Be sure to include income from all sources. Please check the appropriate box below.**

- |                                            |                                              |
|--------------------------------------------|----------------------------------------------|
| <input type="radio"/> Less than \$15,000   | <input type="radio"/> \$100,000 to \$124,999 |
| <input type="radio"/> \$15,000 to \$24,999 | <input type="radio"/> \$125,000 to \$149,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$150,000 to \$174,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$175,000 to \$199,999 |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$200,000 or more      |
| <input type="radio"/> \$75,000 to \$99,999 |                                              |

**D9. How much education have you completed?**

- 0-11 years  
 High school graduate  
 Some college, no degree  
 Associate degree  
 Bachelors degree  
 Graduate or professional degree

**D10. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

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

**D11. Are you Hispanic/Spanish/Latino?**

- Yes  
 No

**D12. Which category contains your age?**

- |                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| <input type="radio"/> 18-24 | <input type="radio"/> 45-54 | <input type="radio"/> 75-84 |
| <input type="radio"/> 25-34 | <input type="radio"/> 55-64 | <input type="radio"/> 85+   |
| <input type="radio"/> 35-44 | <input type="radio"/> 65-74 |                             |

**D13. What is your gender?**

- Female  
 Male

Thank you very much for completing this survey! Please return the survey in the enclosed pre-addressed, postage-paid envelope to: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



Staff Report

Information Only Staff Report
June 28, 2010



SUBJECT: Monthly Residential Development Report

PREPARED BY: Walter G. Patrick, Planner I

Summary Statement:

This report is for City Council information only and requires no action by City Council.

- The following report updates 2010 residential development activity per subdivision (please see attachment) and compares 2010 year-to-date totals with 2009 year-to-date figures.
• The table below shows an overall increase (809.1%) in new residential construction for 2010 year-to-date when compared to 2009 year-to-date totals (100 units in 2010 vs. 11 units in 2009).
• Residential development activity in May 2010 reflects a 200% increase in single-family detached (3 units in 2010 versus 1 unit in 2009), and no change in single-family attached, multi-family or senior housing (0 units in both years).

NEW RESIDENTIAL UNITS (2009 AND 2010)

Table with columns for UNIT TYPE, MAY (2009, 2010), % CHG., YEAR-TO-DATE (2009, 2010), and % CHG. Rows include Single-Family Detached, Single-Family Attached, Multiple-Family, Senior Housing, and TOTAL.

**Background Information**

In May 2010 there were 3 new service commitments issued for new housing units.

The column labeled “# Rem.” on the attached table shows the number of approved units remaining to be built in each subdivision.

Total numbers in this column increase as new residential projects (awarded service commitments in the new residential competitions); Legacy Ridge projects, build-out developments, etc. receive Official Development Plan (ODP) approval and are added to the list.

Respectfully submitted,

J. Brent McFall  
City Manager

Attachment

**ACTIVE RESIDENTIAL DEVELOPMENT**

**Single-Family Detached Projects:**

Bradburn (120th & Tennyson)  
 CedarBridge (111th & Bryant)  
 Country Club Highlands (120th & Zuni)  
 Countryside Vista (105th & Simms)  
 Huntington Trails (144th & Huron)  
 Hyland Village (96th & Sheridan)  
 Legacy Ridge West (104th & Leg. Ridge Pky.)  
 Lexington (140th & Huron)  
 Meadow View (107th & Simms)  
 Park Place (95th & Westminster Blvd.)  
 Ranch Reserve (114th & Federal)  
 Savory Farm Estates (109th & Federal Blvd.)  
 South Westminster (Shoenberg Farms)  
 Various Infill  
 Winters Property (111th & Wads. Blvd.)  
 Winters Property South (110th & Wads. Blvd.)

***SUBTOTAL***

**Single-Family Attached Projects:**

Alpine Vista (88th & Lowell)  
 Bradburn (120th & Tennyson)  
 CedarBridge (111th & Bryant)  
 Cottonwood Village (88th & Federal)  
 East Bradburn (120th & Lowell)  
 Eliot Street Duplexes (104th & Eliot)  
 Highlands at Westbury (112th & Pecos)  
 Hollypark (96th & Federal)  
 Hyland Village (96th & Sheridan)  
 Legacy Village (113th & Sheridan)  
 South Westminster (East Bay)  
 South Westminster (Shoenberg Farms)  
 Summit Pointe (W. of Zuni at 82nd Pl.)  
 Sunstream (93rd & Lark Bunting)

***SUBTOTAL***

**Multiple-Family Projects:**

Bradburn (120th & Tennyson)  
 Hyland Village (96th & Sheridan)  
 Mountain Vista Village (87th & Yukon)  
 Prospector's Point (87th & Decatur)  
 South Westminster (East Bay)  
 South Westminster (Harris Park Sites I-IV)

***SUBTOTAL***

**Senior Housing Projects:**

Covenant Retirement Village  
 Crystal Lakes (San Marino)  
 Legacy Ridge (112th & Federal)

***SUBTOTAL***

**TOTAL (all housing types)**

<b>Apr-10</b>	<b>May-10</b>	<b>2009 YTD</b>	<b>2010 YTD</b>	<b># Rem.*</b>	<b>2009 Total</b>
1	0	7	4	47	11
0	0	0	1	3	0
0	0	0	0	99	0
0	0	0	0	9	0
1	3	2	6	121	4
0	0	0	0	107	0
0	0	0	0	4	1
0	0	1	0	3	1
0	0	0	1	0	1
0	0	0	0	40	0
0	0	0	0	0	0
0	0	0	0	24	0
0	0	0	0	47	0
0	0	1	1	2	4
0	0	0	0	8	0
0	0	0	0	10	0
<b>2</b>	<b>3</b>	<b>11</b>	<b>13</b>	<b>524</b>	<b>22</b>
0	0	0	0	84	0
0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	62	0
0	0	0	0	117	0
0	0	0	0	10	0
0	0	0	9	0	9
0	0	0	0	20	0
0	0	0	0	153	0
0	0	0	0	62	0
0	0	0	0	58	0
0	0	0	0	54	0
0	0	0	0	58	0
1	0	0	1	15	2
<b>1</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>693</b>	<b>11</b>
0	0	0	0	233	0
0	0	0	0	54	0
0	0	0	0	144	0
0	0	0	0	24	0
0	0	0	0	28	1
0	0	0	0	6	6
<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>489</b>	<b>7</b>
0	0	0	0	0	0
0	0	0	0	7	0
0	0	0	77	91	0
<b>0</b>	<b>0</b>	<b>0</b>	<b>77</b>	<b>98</b>	<b>0</b>
<b>3</b>	<b>3</b>	<b>11</b>	<b>100</b>	<b>1804</b>	<b>40</b>

\* This column refers to the number of approved units remaining to be built in each subdivision.