



2012 Citizen Survey

Report of Results

September 2012



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Executive Summary

SURVEY BACKGROUND AND METHODS

The Wheat Ridge Citizen Survey is an important source of context for decision making by the City. It brings the voice of people from across the community to City staff and officials. In its fourth iteration, it provides a trend line of data on how quality of City services is perceived and how residents view their community in general. It also provides a way to assess broad community support or opposition to potential changes in programs or policies.

The mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the City of Wheat Ridge. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, using an unbiased sampling procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the data to reflect the demographics of Wheat Ridge.

A representative sample of 3,000 residential addresses within the City boundaries was mailed the 2012 survey in April 2012. Of the 3,000 surveys mailed, 73 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,927 households that received a survey, 954 completed the mail survey providing a response rate of 33%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval is no greater than or plus or minus three percentage points around any given percent for the entire sample (954 surveys).

SURVEY HIGHLIGHTS

QUALITY OF LIFE, COMMUNITY AND SERVICES

The quality of life in Wheat Ridge is good. Residents gave similar ratings as residents across the nation to the quality of life in the City and their neighborhood and to Wheat Ridge as a place to work. They gave higher marks than residents in other cities to Wheat Ridge as a place to retire but lower marks to Wheat Ridge as a place to raise children.

Residents had a positive attitude about the future of Wheat Ridge, most intended to remain in the City for the next five years and the proportion who said they would stay was above Front Range and much above national averages. Most also would recommend living in Wheat Ridge to others and about half thought life in Wheat Ridge would improve over the next five years, while one-third thought it would remain the same.

Residents felt safe in Wheat Ridge. Where areas of safety could be compared to national benchmarks, Wheat Ridge received higher ratings.

When asked about the characteristics of their community, residents gave the best ratings to the quality of the overall natural environment, recreational opportunities and paths and trails within the City.

Ratings of the natural environment were lower than ratings seen across the nation and in the Front Range. However, ratings for recreation opportunities and trails were better than those seen in communities across the country, but lower than the average in the Front Range. Characteristics of Wheat Ridge that received lower ratings were employment opportunities, cultural activities and shopping opportunities. These were all rated much below national and Front Range benchmarks.

That Wheat Ridge was rated as a community with great recreational opportunities was good news, because when asked about City services, those related to recreation were rated as high in importance. Recreation-related City services also were given positive evaluations; recreation facilities and programs were given ratings much above the national benchmarks and similar or much above Front Range benchmarks. Police-related services also were thought to be very important and general police services received favorable ratings (76% said they were excellent or good) which were below the national and Front Range benchmarks.

Residents take advantage of recreational opportunities. When asked what activities they had participated in the prior 12 months, the activities selected by the most people were using parks, trails and bike/pedestrian paths and dining out. Activities that were less common were using transit services and senior services. However, public bus service (RTD) usage was at a level above national and Front Range benchmarks.

Bus usage was higher than the average in the Front Range and ratings of the ease of bus travel in Wheat Ridge were above the Front Range benchmark. When asked to rate other aspects of transportation in Wheat Ridge, the ease of walking and bicycle travel received ratings much below Front Range benchmarks and were much below and similar to the nation, respectively. The ease of car travel in the City was rated above national benchmarks and similar to those in the Front Range.

The City's overall performance was thought to be excellent by 7% of residents, good by 57% and fair by 27%. This was much below local and national benchmarks. The job the City does at informing residents of major issues within Wheat Ridge also was of concern – 48% thought it was excellent or good and it was much below the benchmarks. While these ratings were low, trust in government was still good. A majority of residents thought the City was acting in their best interest (ratings above the national benchmarks) and the quality of work performed by City employees was believed to be excellent or good by 72% of respondents. Just over half of respondents believed the overall direction the City is taking was excellent or good, ratings similar to the national and Front Range benchmarks. Residents' interactions with City employees also received high marks and ratings generally were above both benchmarks.

Overall comparisons to benchmark data show mixed results. In this report, Wheat Ridge was compared to the national benchmarks for 84 items and came out above the average for 33%, similar to the average for 29% and below the average for 38%. Wheat Ridge was compared to the Front Range benchmarks for 75 items and came out above the average for 13%, similar to the average for 23% and below the average for 64%.

OPPORTUNITIES FOR ACTION

Two analyses were completed to help the City prioritize the results of this survey: a comparison of residents' ratings of service quality and service importance as well as a Key Driver Analysis (KDA). The quality-importance comparison highlighted the following areas that were of high importance to residents, but received lower quality ratings:

- street repair and maintenance (rated above the national and Front Range benchmarks)
- business expansion/recruitment programs (no benchmark comparisons available)
- land use, planning and zoning (similar to the national benchmark and below the Front Range)
- services/programs for youth (rated above the national benchmark and similar to the Front Range)

Services that are deemed relatively higher in importance and lower in quality and with ratings that are lower than the benchmarks are potential areas the City should review and consider focusing additional resources.

The KDA examines the relationships between quality ratings for each service and ratings of the City of Wheat Ridge's overall service quality. Six services were identified as key drivers for the City:

- recreation facilities (rated much above both benchmarks)
- traffic enforcement (rated similar to the benchmarks)
- land use, planning and zoning (similar to the national benchmark and below the Front Range)
- code enforcement (similar to the national benchmark and below the Front Range)
- street cleaning (similar to the national benchmark and below the Front Range)
- general police services (rated below both benchmarks)

A jurisdiction typically will want to further examine key driver services that are not at least similar to the benchmark.

RESIDENT PRIORITIES FOR KEY COMMUNITY ISSUES

The first part of the survey asked residents to describe life in Wheat Ridge by rating characteristics and services and sharing participation levels and service priorities to allow the government and community to form a picture of life in the City and track changes through the years. The second part of the survey focused on current issues in Wheat Ridge and asked residents to weigh in on the possibility of introducing, modifying or enhancing programs and policies.

The availability of employment opportunities was one of the characteristics of Wheat Ridge that received low ratings from respondents. Residents were very supportive of addressing this issue through efforts to attract and recruit new types of retail businesses, to revitalize the City's business areas and corridors and to strengthen the community's image and identity.

Most, but not all, residents agreed that 38th Avenue between Sheridan and Wadsworth is the City's "main street" and most visited businesses there regularly. While residents frequently shopped in Wheat Ridge for groceries, meals and entertainment, most left the City to find general retail (shoes, clothing, beauticians etc.) or computers and electronics. The most common reasons for not shopping in Wheat Ridge were that desired items were not available in the City or residents were visiting a mall or major retailer outside the City.

Residents mostly were not aware of the City's long range planning efforts; more new about sub-area plans than the comprehensive plan or the Parks and Recreation Master Plan, but generally they were only "somewhat familiar." Residents were divided in their opinions about relaxing restrictions for building heights and residential density but, generally, were quite supportive of establishing a City inspection program for multi-family rental housing and supported various transit-oriented development options.

Given budget shortfalls, residents were asked if they would support dedicated funding sources for street maintenance, storm water drainage and street improvements. At least half of respondents somewhat or strongly supported dedicated funding for each of these, but the strongest support was for street maintenance. When asked what type of source they preferred for this dedicated funding, the strongest support was for a sales tax increase and the greatest opposition was to a dedicated monthly fee. However, while a sales tax increase was the most preferred of three options, it was only supported by 43% of respondents.

Residents did not think it was time to invest in bicycle and pedestrian improvements throughout the community, at least not by raising new funds. They were, however, quite supportive of implementing curbside recycling and drop-off centers and most said they were likely to participate in an annual community dumpster event. They also supported encouraging community gardening and creating incentives for builders to use “green” constructions methods and for homeowners to increase their energy efficiency. There was less support for modifying the building code to require energy efficient appliances or creating rebates for solar panel installation.

About 4 in 10 residents strongly supported the creation of local laws to restrict smoking in public areas. An additional 15% somewhat supported it, 13% neither supported nor opposed it and only 29% opposed (21% strongly opposed). Support was highest for requiring tobacco products to be behind counters where retail clerks are required to access the products and requiring tobacco sellers to be 18 years of age or older. Residents also were in favor of prohibiting smoking in playgrounds and enlarging smoke free areas around buildings and patios from 15 feet to 25 feet. Support was weaker for making tobacco businesses and bars (including cigar bars) smoke-free.

Background and Methods

SURVEY PURPOSE

The Wheat Ridge Citizen Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the City. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

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

This type of survey addresses the key services that local governments provide to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise. Because a survey such as this generally measures resident perceptions of services and the community, it is a different window into performance than customary tracking of service delivery response times or other observable conditions.

SURVEY METHODS

The 2012 City of Wheat Ridge was mailed to residents in April 2012. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the 2012 survey, a letter from the mayor explaining the study and a postage-paid pre-addressed envelope in which to return their completed survey. Completed surveys were collected over a six week period. The survey was sent to 3,000 randomly selected addresses within the City boundaries. Of these households, 73 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed and 954 submitted a completed survey for a response rate of 33%.

The survey results were weighted by respondent gender, age, tenure (rent versus own) and housing unit (attached or detached) to ensure that the results are representative of the entire adult population in Wheat Ridge. For more information on the methodology see *Appendix A: Survey Methodology* and for a copy of the survey, see *Appendix F: Survey Materials*.

HOW THE RESULTS ARE REPORTED

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater.

However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of 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% confidence interval for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (954 completed surveys).

COMPARING SURVEY RESULTS TO PAST YEARS

The 2012 survey marks the fourth iteration of the Wheat Ridge Citizen Survey, past iterations occurred in 2004, 2006 and 2008. Many of the same questions were asked in each of the years and the results for repeated questions are compared in this report. Differences between 2012 and 2008 can be considered “statistically significant” if they are five percentage points or more.

COMPARING SURVEY RESULTS BY SUBGROUPS

Selected survey results were compared to certain demographic characteristics of survey respondents as well as by Council District. The comparisons of the survey results by geographic and demographic subgroups are discussed throughout the body of the report. These crosstabulations are presented in tabular form in *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*, and where differences between subgroups are statistically significant, the results in the tables are shaded grey.

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. 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 police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the 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. Resident 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 resident surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The City of Wheat Ridge chose to have comparisons made to the entire nation as well as to jurisdictions in Colorado's Front Range.

Where comparisons for quality ratings were available, the City of Wheat Ridge'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 Wheat Ridge's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than two points on the 100-point scale); "above," "below," "more" or "less" if the difference between Wheat Ridge's rating and the benchmark is greater than the margin of error (greater than two points but less than four points); and "much above," "much below," "much more" or "much less" if the difference between Wheat Ridge's rating and the benchmark is more than twice the margin of error (four point or greater).

Benchmark comparisons are discussed throughout the body of the report and displayed in detail in *Appendix C: Benchmark Comparisons*.

Citizen Survey Results

QUALITY OF LIFE AND COMMUNITY

Residents generally were satisfied with the quality of life in Wheat Ridge, 61% thought it was good and 18% thought it was excellent. This quality of life rating was similar to the national benchmark, but was much below the Front Range benchmark. This was an improvement from 2008, when 74% of residents said the quality of life was excellent or good.

Results for many survey questions were compared by respondent Council District and demographic characteristics and are discussed throughout the report. Residents living in Council District 4 gave lower ratings to the overall quality of life in Wheat Ridge than did those living in the other three Council Districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Ratings for the overall quality of life in Wheat Ridge were similar among the different demographic characteristics of respondents.

Figure 1: Overall Quality of Life

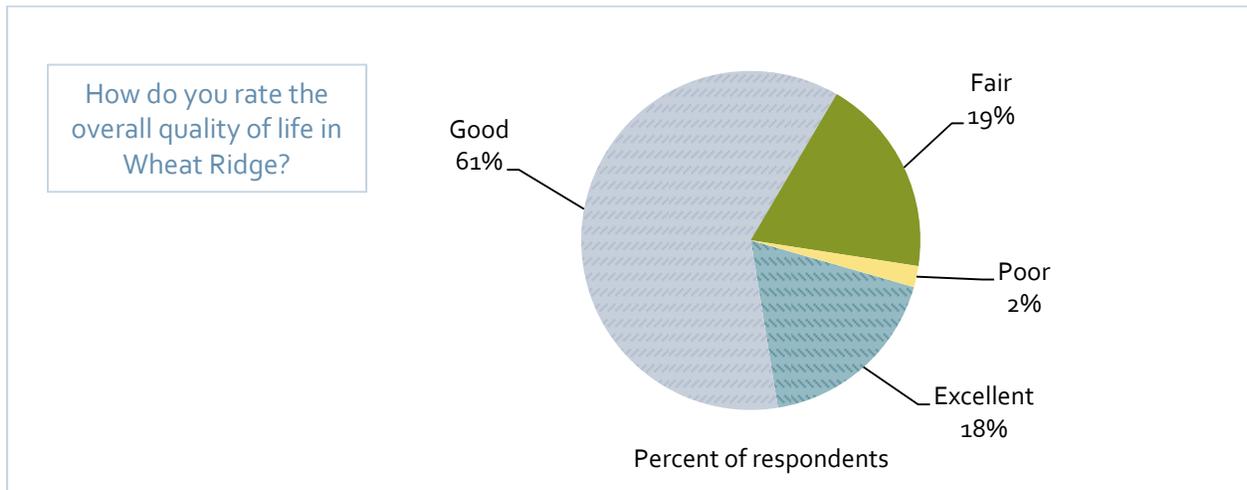
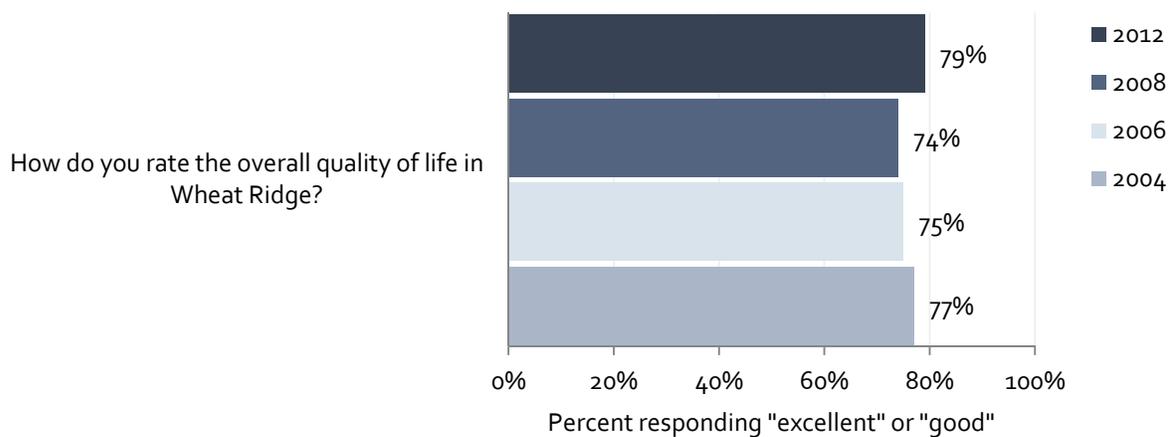


Figure 2: Overall Quality of Life Compared by Year



Residents also had good ratings for Wheat Ridge and their neighborhood as a place to live. A majority thought the City was a good place to live (57%) and 30% thought it was excellent. Forty-six percent thought their neighborhood was a good place to live and 30% said it was excellent. Wheat Ridge as a place to raise children, retire or work received relatively lower ratings, but a majority thought these were excellent or good (76%, 71% and 58%, respectively). The physical attractiveness of Wheat Ridge as a whole was rated as excellent or good by half of respondents (53%). Twenty percent or more of residents answered “don’t know” when rating the City as a place to raise children, work or retire. Table 1 shows the responses for those with an opinion (i.e., it excludes the “don’t knows”). A full set of frequencies, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

When compared to the national and Front Range benchmarks, Wheat Ridge generally received similar or lower ratings, with the exception of the City as a place to retire which was much above the national benchmark and above the Front Range benchmark. Overall, the 2012 ratings were similar to past years, except for ratings of the physical attractiveness of Wheat Ridge which increased from 2008 to 2012.

Generally, residents living Council District 4 were less likely to give excellent or good ratings to the different aspects of quality of life than were those living in the other three districts. Renters and those living in attached housing units gave higher ratings to Wheat Ridge as a place to work and the overall physical attractiveness of the City than homeowners and those living in detached housing units. Ratings of aspects of quality of life tended to increase with age and, overall, respondents who were White were more critical of the aspects of quality of life than did those who were not White (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Table 1: Quality of Life Ratings

Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
How do you rate Wheat Ridge as a place to live?	30%	57%	12%	1%	100%	Similar	Below
How do you rate your neighborhood as a place to live?	30%	46%	21%	3%	100%	Similar	Below
How do you rate Wheat Ridge as a place to raise children?	24%	51%	21%	4%	100%	Below	Much below
How do you rate Wheat Ridge as a place to retire?	24%	47%	21%	7%	100%	Much above	Above
How do you rate Wheat Ridge as a place to work?	16%	42%	26%	16%	100%	Similar	Below
How would you rate the physical attractiveness of Wheat Ridge as a whole?	11%	42%	37%	10%	100%	Much below	Not available

Table 2: Quality of Life Ratings Compared by Year

Circle the number that best represents your opinion:	2012	2008	2006	2004
How do you rate Wheat Ridge as a place to live?	87%	86%	82%	86%
How do you rate your neighborhood as a place to live?	77%	77%	73%	75%
How do you rate Wheat Ridge as a place to raise children?	76%	74%	74%	77%
How do you rate Wheat Ridge as a place to retire?	71%	68%	68%	68%
How do you rate Wheat Ridge as a place to work?	58%	55%	NA	NA
How would you rate the physical attractiveness of Wheat Ridge as a whole?	53%	48%	52%	52%

Percent responding "excellent" or "good"

Quality of Community Characteristics

Residents were asked to rate a variety of characteristics of their City (see Table 3 on the following page). Seven in 10 residents thought that the quality of the overall natural environment in Wheat Ridge, recreational opportunities, the availability of paths and walking trails and opportunities to participate in religious or spiritual events and activities were excellent or good. The lowest rated characteristics were: employment opportunities, opportunities to attend cultural activities, shopping opportunities, educational opportunities, availability of affordable quality child care, opportunities to participate in social events and activities and overall quality of new development in Wheat Ridge. These were rated as excellent or good by 48% or fewer of respondents. This question was introduced in the 2012 survey and these results will serve as the baseline for future comparisons.

For many of these items, 20% or more of residents answered “don’t know.” Table 3 shows the responses for those with an opinion. A full set of frequencies, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

The highest rated characteristic, the quality of the overall natural environment in Wheat Ridge, was rated below the national benchmark and much below the Front Range comparison. However, recreational opportunities and the availability of paths and walking trails (the second and third highest rated characteristics) were rated above and much above the national benchmark but below the Front Range benchmark. The availability of affordable quality health care was rated much above the nation and similar to the Front Range, and preventive health services and the availability of affordable quality child care was rated similar to both benchmarks. Most other characteristics were rated below the national and Front Range benchmarks.

Table 3: Rating of Wheat Ridge Characteristics

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Quality of overall natural environment in Wheat Ridge	13%	58%	25%	4%	100%	Below	Much below
Recreational opportunities	15%	55%	24%	6%	100%	Above	Below
Availability of paths and walking trails	20%	50%	21%	9%	100%	Much above	Below
Opportunities to participate in religious or spiritual events and activities	12%	55%	27%	6%	100%	Much below	Much below
Cleanliness of Wheat Ridge	9%	57%	29%	5%	100%	Much below	Much below
Air quality	8%	58%	31%	4%	100%	Below	Much below
Opportunities to volunteer	13%	52%	28%	7%	100%	Much below	Much below
Availability of affordable quality health care	14%	49%	24%	13%	100%	Much above	Similar
Availability of preventive health services	13%	50%	24%	13%	100%	Similar	Similar
Openness and acceptance of the community toward people of diverse backgrounds	9%	54%	30%	7%	100%	Similar	Below
Overall image or reputation of Wheat Ridge	11%	51%	29%	10%	100%	Much below	Much below
Sense of community	9%	50%	33%	9%	100%	Much below	Much below
Opportunities to participate in civic matters	9%	49%	32%	9%	100%	Much below	Much below
Availability of affordable quality food	10%	47%	33%	10%	100%	Much below	Much below
Variety of housing options	8%	48%	36%	9%	100%	Below	Below
Overall appearance of Wheat Ridge	7%	48%	37%	8%	100%	Much below	Much below
Availability of affordable quality housing	8%	43%	35%	14%	100%	Similar	Not available
Overall quality of business and service establishments in Wheat Ridge	5%	45%	36%	13%	100%	Much below	Much below
Overall quality of new development in Wheat Ridge	5%	43%	34%	17%	100%	Much below	Much below
Opportunities to participate in social events and activities	4%	41%	40%	14%	100%	Much below	Much below
Availability of affordable quality child care	8%	36%	37%	19%	100%	Similar	Similar
Educational opportunities	5%	37%	42%	16%	100%	Much below	Much below
Shopping opportunities	5%	32%	39%	24%	100%	Much below	Much below
Opportunities to attend cultural activities	5%	29%	37%	28%	100%	Much below	Much below
Employment opportunities	2%	23%	40%	35%	100%	Much below	Much below

Future Outlook for Wheat Ridge

Residents generally were positive about the future, just over half thought the quality of life in Wheat Ridge would improve in the next five years; most others thought the quality of life would stay the same. Only a few (15%) thought the quality of life in the City would decline. This level of optimism was similar in 2012 and 2008, and a significant improvement from earlier years.

Residents living in Council Districts 3 and 4 were less likely to feel that the quality of life in Wheat Ridge would improve over the next five years than were those living in Council Districts 1 and 2. Those living in Wheat Ridge for 10 years or less were more optimistic about the quality of life in the City improving in the next five years than were those who had lived in the City for a longer period of time. Homeowners, residents age 35 and older and those who were White were more likely to believe that the quality of life in the City would either stay the same or decline in the next five years than were renters, younger residents (age 18 to 34) and those who were not White (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 3: Quality of Life in Wheat Ridge Over Next Five Years

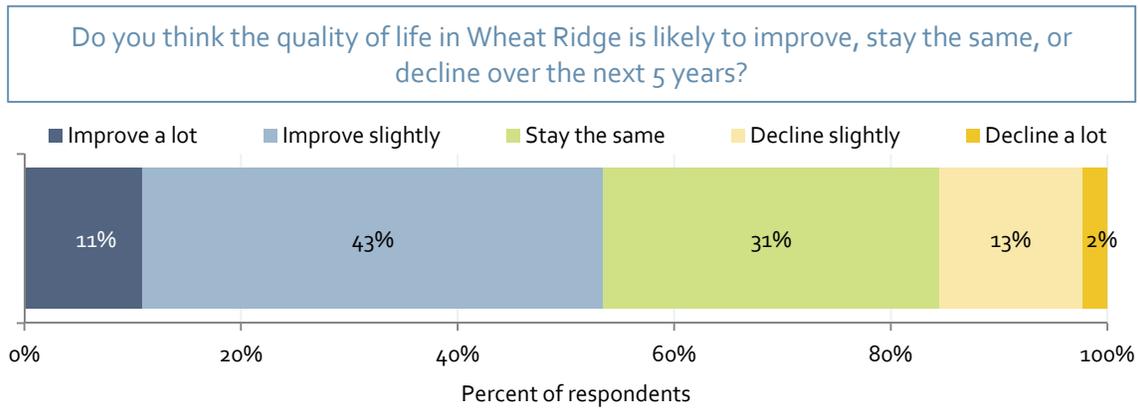
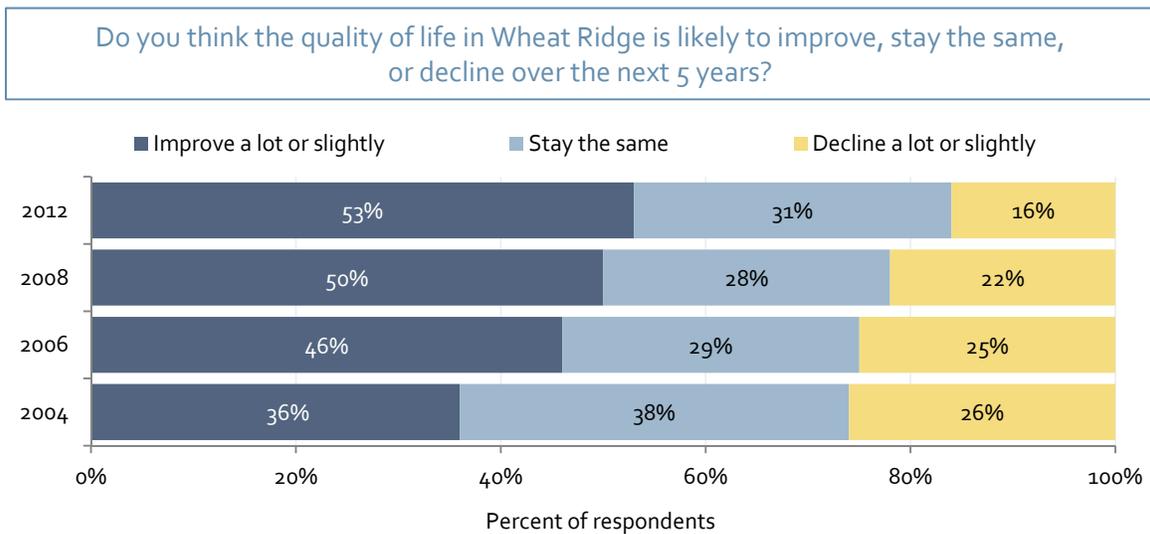


Figure 4: Quality of Life in Wheat Ridge Over the Next Five Years Compared by Year



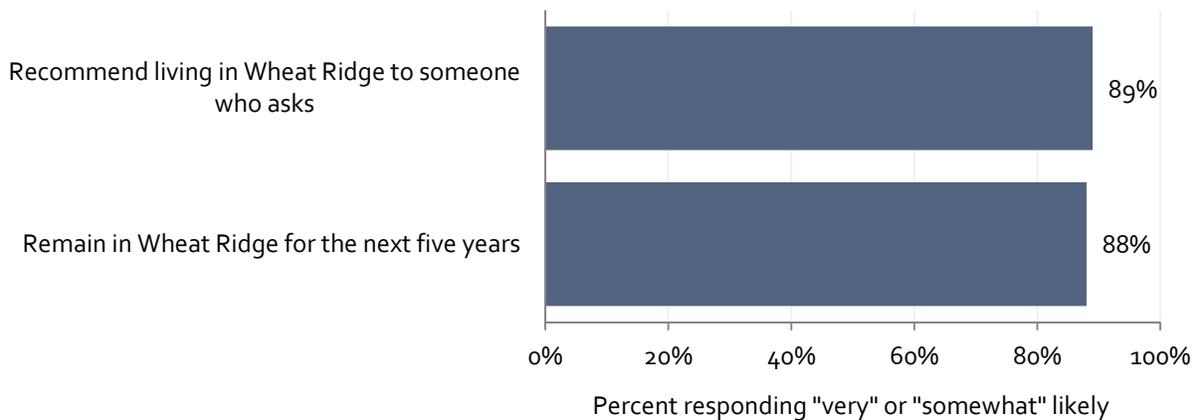
A new question was added to the 2012 survey to assess residents' likelihood of recommending living in Wheat Ridge to others and remaining in the City for the next five years. Most residents in Wheat Ridge were likely to recommend their community to other people; 47% were very likely and 42% were likely to remain. Many residents also planned to remain in the community for at least the next five years (88% likely). This level of loyalty (remaining in the community) was higher than benchmarks from other communities, both in the Front Range and across the nation. Residents' likelihood of recommending the City to others was higher than other communities across the nation and similar to those in the Front Range.

Respondents living in Council District 4 were much less likely to recommend living in Wheat Ridge to someone who asks than were those living in the other districts. Those in Council District 3 were more likely to remain living in Wheat Ridge for the next five years than were those in the other three districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Residents who had lived in the City for more than five years, homeowners, those living in detached housing units and older residents (age 35 or older) were more likely to remain in Wheat Ridge for the next five years than were their counterparts.

Table 4: Likelihood of Remaining in and Recommending Wheat Ridge

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total	National comparison	Front Range comparison
Recommend living in Wheat Ridge to someone who asks	47%	42%	7%	3%	100%	Above	Similar
Remain in Wheat Ridge for the next five years	60%	28%	6%	6%	100%	Much above	Above

Figure 5: Likelihood of Remaining in and Recommending Wheat Ridge



EVALUATION OF CITY SERVICES

The City provides a variety of services for the community. Services address and support safety, recreation, land use, transportation culture and other aspects of community life.

Overall Quality of City Services

Sixty-six percent thought the overall quality of services provided by the City were good and 9% thought they were excellent. This was similar to the national benchmark, but below the Front Range benchmark, and was similar to ratings given in 2008.

No differences were seen in ratings of the overall quality of City services among the four Council Districts and only a few differences were observed across demographic subgroups. While younger females (age 18 to 34) gave some of the lowest ratings to the overall quality of services provided by the City, younger males (18 to 34) gave some of the highest. For more information, see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*.

Figure 6: Overall Quality of City Services

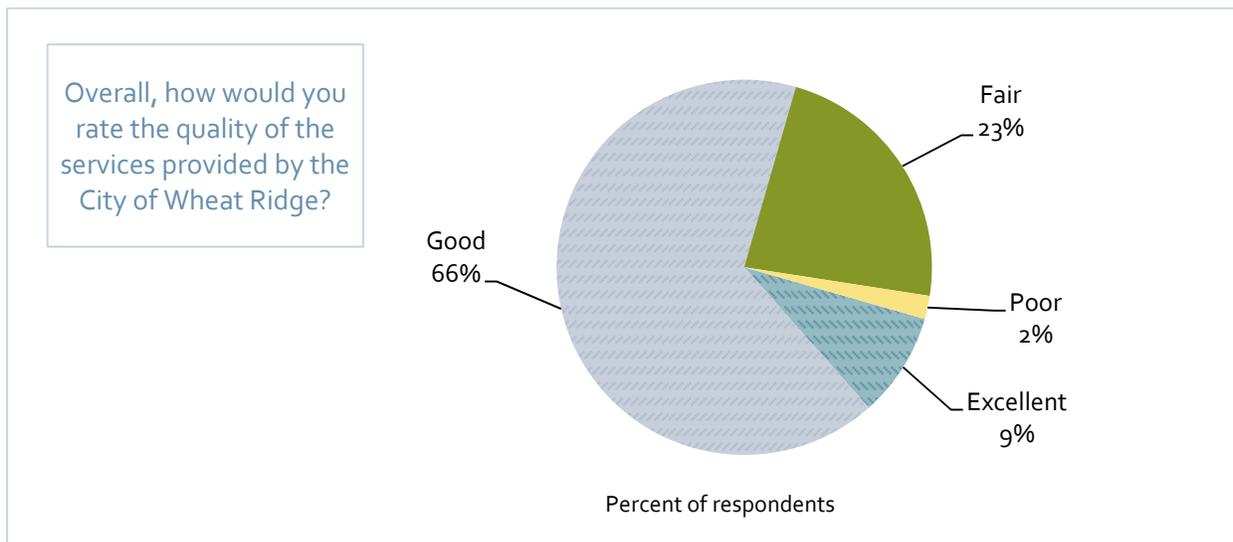
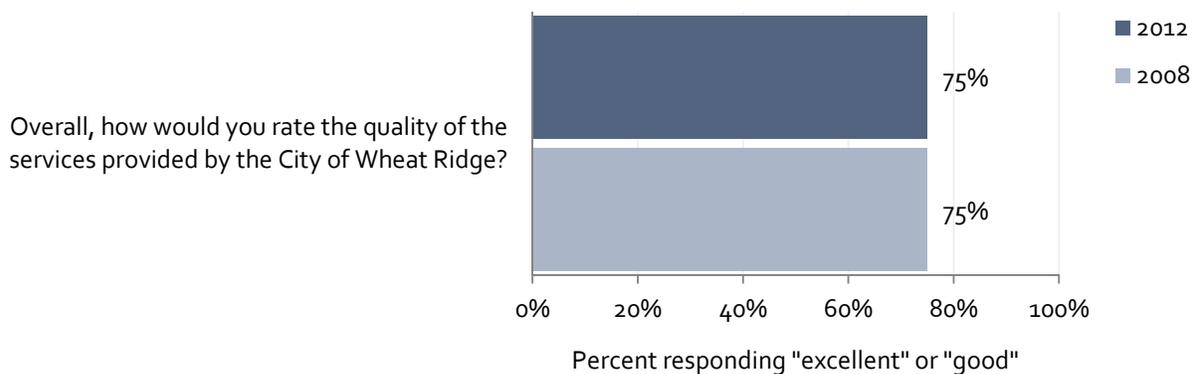


Figure 7: Overall Quality of City Services by Year



Quality of City Services

When asked to rate 22 specific City services, overall, services related to recreation and police topped the list (see Table 5). Wheat Ridge recreation facilities (85%), recreation programs (82%), maintenance of existing City parks (80%) and maintenance of open space and trails (77%) were thought to be excellent or good by at least three-quarters of respondents. Most respondents also gave positive ratings to police response time to emergency police calls (83% excellent or good), police response time to non-emergency calls (77%), general police services (76%) and traffic enforcement (69%). Lower rated services included business expansion and recruitment programs, community/public art, land use, planning and zoning and code enforcement (junk vehicles, weed control, trash, outside storage), with half or less giving excellent or good ratings to each of these services.

For many of these services, 20% or more of residents answered “don’t know.” Table 5 shows the responses for those with an opinion. A full set of frequencies, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Of the services that could be compared to the national and Front Range benchmarks, most were rated much above, above or similar to the nation and Front Range. Most of the highest rated services such as recreation facilities, recreation programs, maintenance of open space and trails and services/programs for seniors were rated much above or above the national benchmark and much above or similar to the Front Range benchmark.

While the quality of general police services was rated highly, it was rated below the national and Front Range benchmarks. The lower rated services such as land use, planning and zoning, code enforcement and building permits generally were rated similar to the national benchmark and below the Front Range benchmarks.

Most service ratings were similar between 2008 and 2012, but several saw improvements (see Table 6). Ratings for services/programs for seniors, police response time to non-emergency police calls (not code enforcement), snow removal, street repair and maintenance and land use, planning and zoning improved from 2008 to 2012. Building permits was the only service that declined in quality from 2008 to 2012.

Table 5: Quality of City Services

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance.	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Recreation facilities	32%	53%	12%	3%	100%	Much above	Much above
Police response time to emergency police calls (not code enforcement)	29%	54%	13%	4%	100%	Not available	Not available
Recreation programs	26%	55%	16%	2%	100%	Much above	Similar
Maintenance of existing city parks	21%	60%	18%	2%	100%	Similar	Below
Maintenance of open space and trails	21%	56%	20%	3%	100%	Much above	Not available
Services/programs for seniors	22%	55%	19%	4%	100%	Much above	Much above
Police response time to non-emergency police calls (not code enforcement)	24%	53%	17%	6%	100%	Not available	Not available
General police services	19%	58%	18%	5%	100%	Below	Below
Animal control	14%	57%	21%	8%	100%	Much above	Much above
Traffic enforcement	11%	58%	26%	5%	100%	Similar	Similar
Snow removal	15%	52%	23%	10%	100%	Above	Much above
Municipal court	12%	55%	26%	7%	100%	Similar	Similar
Crime prevention	14%	53%	26%	7%	100%	Similar	Similar
Services/programs for youth	12%	52%	29%	7%	100%	Above	Similar
Street cleaning	9%	52%	29%	9%	100%	Similar	Below
Building inspections	12%	47%	30%	11%	100%	Above	Similar
Street repair and maintenance	6%	50%	34%	10%	100%	Much above	Above
Building permits	8%	44%	32%	16%	100%	Similar	Much below
Code enforcement (junk vehicles, weed control, trash, outside storage)	8%	42%	30%	20%	100%	Similar	Below
Land use, planning and zoning	7%	39%	34%	20%	100%	Similar	Below
Community/public art	5%	36%	42%	17%	100%	Much below	Not available
Business expansion and recruitment programs	4%	32%	32%	32%	100%	Not available	Not available

Table 6: Quality of City Services Compared by Year

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	2012	2008	2006	2004
Recreation facilities	85%	85%	87%	85%
Police response time to emergency police calls (not code enforcement)	83%	79%	79%	79%
Recreation programs	82%	81%	81%	81%
Maintenance of existing city parks	80%	77%	79%	76%
Maintenance of open space and trails	77%	75%	80%	74%
Services/programs for seniors	77%	72%	74%	75%
Police response time to non-emergency police calls (not code enforcement)	77%	69%	64%	71%
General police services	76%	73%	72%	76%
Animal control	71%	NA	NA	NA
Traffic enforcement	69%	69%	69%	66%
Snow removal	67%	58%	69%	64%
Municipal court	67%	66%	68%	66%
Crime prevention	67%	NA	NA	NA
Services/programs for youth	64%	65%	54%	64%
Street cleaning	62%	58%	63%	62%
Building inspections	59%	57%	52%	54%
Street repair and maintenance	56%	51%	58%	55%
Building permits	51%	56%	54%	56%
Code enforcement (junk vehicles, weed control, trash, outside storage)	49%	45%	42%	42%
Land use, planning and zoning	46%	41%	NA	NA
Community/public art	41%	45%	43%	NA
Business expansion and recruitment programs	36%	33%	39%	30%

Percent reporting "excellent" or "good"

Importance of City Services

Asked to rate the importance of these same services, most residents (between 53% and 97%, depending on the service) rated each of the services as very important or essential. Only community/public art was rated as very important or essential by fewer than half the residents (44%). As is found in most communities, residents rated police and crime prevention services as the most important. These were followed by services that are commonly deemed more important by residents in any jurisdiction: street repair and maintenance, snow removal and maintenance of existing City parks.

More residents were comfortable reporting their perception of the importance of these services than rating the quality. There were only two items (building permits and inspections) for which more than 20% of respondents answered “don’t know” (see *Appendix B: Responses to Survey Questions* for the complete set of frequencies).

Residents’ opinions on the importance of City services were similar between years, except for the importance of traffic enforcement, which saw a decrease in ratings from 2008 to 2012 (see Table 8 on the following page).

Table 7: Importance of City Services

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Essential	Very important	Somewhat important	Not at all important	Total
Police response time to emergency police calls (not code enforcement)	63%	34%	3%	0%	100%
Crime prevention	57%	37%	6%	0%	100%
General police services	46%	45%	9%	0%	100%
Street repair and maintenance	29%	59%	11%	0%	100%
Police response time to non-emergency police calls (not code enforcement)	35%	54%	11%	0%	100%
Maintenance of existing city parks	25%	60%	15%	0%	100%
Snow removal	32%	51%	16%	1%	100%
Maintenance of open space and trails	26%	54%	20%	0%	100%
Land use, planning and zoning	25%	54%	19%	2%	100%
Services/programs for youth	24%	56%	18%	3%	100%
Business expansion and recruitment programs	31%	46%	18%	5%	100%
Municipal court	28%	49%	20%	3%	100%
Services/programs for seniors	21%	54%	21%	4%	100%
Recreation facilities	21%	53%	24%	2%	100%
Traffic enforcement	23%	50%	25%	3%	100%
Building inspections	22%	50%	25%	3%	100%
Recreation programs	19%	52%	25%	3%	100%
Building permits	16%	52%	27%	5%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	45%	29%	5%	100%
Animal control	16%	43%	37%	3%	100%
Street cleaning	11%	42%	42%	5%	100%
Community/public art	9%	35%	41%	14%	100%

Table 8: Importance of City Services Compared by Year

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	2012	2008	2006	2004
Police response time to emergency police calls (not code enforcement)	97%	97%	97%	97%
Crime prevention	94%	NA	NA	NA
General police services	91%	91%	94%	94%
Street repair and maintenance	89%	86%	87%	86%
Police response time to non-emergency police calls (not code enforcement)	89%	88%	89%	87%
Maintenance of existing city parks	85%	85%	83%	77%
Snow removal	83%	83%	77%	82%
Maintenance of open space and trails	80%	82%	77%	74%
Land use, planning and zoning	79%	76%	NA	NA
Services/programs for youth	79%	81%	83%	81%
Business expansion and recruitment programs	77%	73%	75%	66%
Municipal court	76%	78%	79%	78%
Services/programs for seniors	75%	77%	79%	76%
Recreation facilities	74%	76%	75%	74%
Traffic enforcement	72%	77%	78%	82%
Building inspections	72%	71%	77%	70%
Recreation programs	72%	72%	71%	69%
Building permits	68%	64%	68%	65%
Code enforcement (junk vehicles, weed control, trash, outside storage)	66%	69%	72%	67%
Animal control	60%	NA	NA	NA
Street cleaning	53%	55%	53%	55%
Community/public art	44%	46%	38%	NA

Percent reporting "essential" or "very important"

Balancing Quality and Importance

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation. Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of quality (see the figure on the next page). Services were classified as "more important" if they were rated as "essential" or "very important" by 77% or more of respondents. Services were rated as "less important" if they received a rating of less than 77%. Services receiving quality ratings of "excellent" or "good" by 67% or more of respondents were considered of "higher quality" and those with ratings lower than 67% positive or at least "good" were considered to be of "lower quality." This classification divided the services in half.

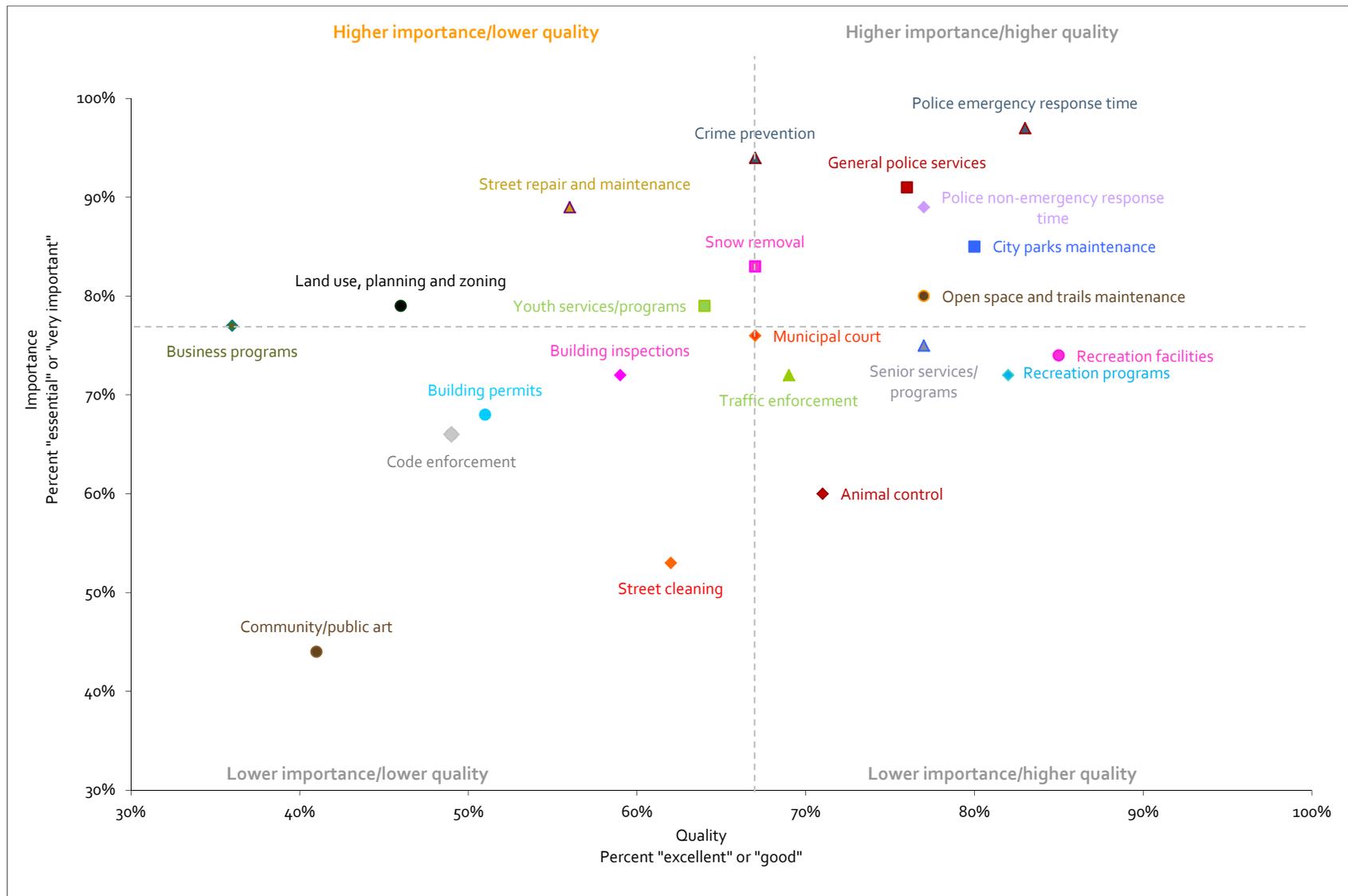
Services that were categorized as higher in importance and lower in quality were street repair and maintenance; services/programs for youth; business expansion/recruitment programs; and land use, planning and zoning. The quality of street repair was rated above the national and Front Range benchmarks, youth services were rated above the nation and similar to the Front Range and land use, planning and zoning was similar to the national benchmark and below the Front Range. Benchmark comparisons were not available for business expansion/recruitment programs. Typically, services that are relatively higher in importance, lower in quality and with ratings that are lower than the benchmarks represent potential areas of improvement for the City.

Higher importance and higher quality services include: police response time to emergency police calls (not code enforcement); police response time to non-emergency police calls (not code enforcement); general police services; crime prevention; maintenance of existing City parks; maintenance of open space and trails; and snow removal.

Lower importance and lower quality services include: building inspections; building permits; street cleaning; code enforcement (junk vehicles, weed control, trash, outside storage); and community/public art.

Lower importance and higher quality services include: recreation facilities; recreation programs; municipal courts; traffic enforcement; animal control; and services to seniors.

Figure 8: Comparison of Performance and Importance Ratings



KEY DRIVER ANALYSIS

In local government, core services – like police services or others directed at safety – invariably land at the top of the list created when residents are asked about the most important City services. While these are essential, and should remain the focus of continuous monitoring and improvement where necessary, they are unlikely to fully explain residents’ opinions of the City. The importance-quality comparison above is one way to help prioritize services. A second helpful tool is Key Driver Analysis (KDA).

KDA originated in market research and is used to identify the most important characteristics of a transaction or product. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions. By using Key Driver Analysis, NRC’s approach digs deeper to identify the less obvious, but more influential services that are most related to residents’ ratings of overall quality of local government services.

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

The 2012 City of Wheat Ridge Action Chart™ on the following page combines three dimensions of performance:

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

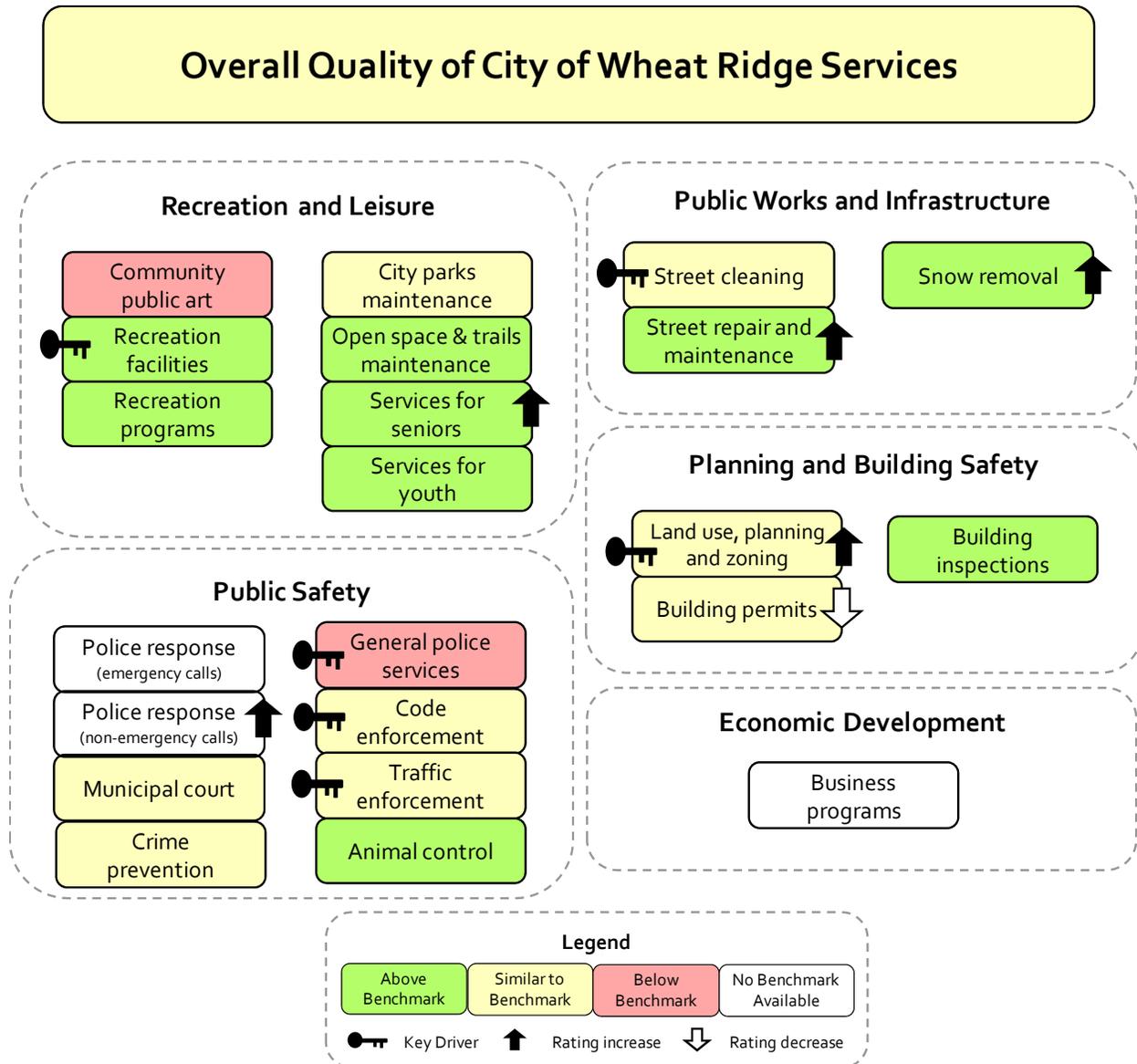
While 22 services are included in the Action Chart on the next page, only 12 services were considered in the final KDA for the City of Wheat Ridge. Services with a high percent of respondents answering “don’t know” (i.e., more than 30%) were excluded from the analysis as they were considered services that would be less influential. See *Appendix B: Responses to Survey Questions* for the percent of “don’t know” responses for each service.

Of the 12 services included in the KDA, six were identified as key drivers for the City: traffic enforcement, land use, planning and zoning, recreation facilities, general police services, code enforcement (junk vehicles, weed control, trash, outside storage) and street cleaning.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark or are trending down. In Wheat Ridge, none of the key services were trending downwards and all were similar

to or above the national benchmark, except for general police services which was below the national benchmark. This may be a service on which the City wants to focus its resource and could be an opportunity to improve the City’s overall service quality rating.

Figure 9: The City of Wheat Ridge Action Chart™



SAFETY IN WHEAT RIDGE

Residents generally felt safe in Wheat Ridge. Three-quarters or more said they felt somewhat or very safe in all the areas mentioned throughout the community. They felt most safe in their homes or at recreation centers but quite safe elsewhere, in their neighborhood and parks or trails. Most residents were able to assess their perceived level of safety in Wheat Ridge, although 21% of respondents replied “don’t know” when asked about safety at recreation centers (see *Appendix B: Responses to Survey Questions* for the complete set of frequencies).

Only two of these safety ratings were comparable to the national benchmark. Respondents feelings of safety in Wheat Ridge neighborhoods and parks and playgrounds were both much above the national benchmark. No Front Range comparisons were available.

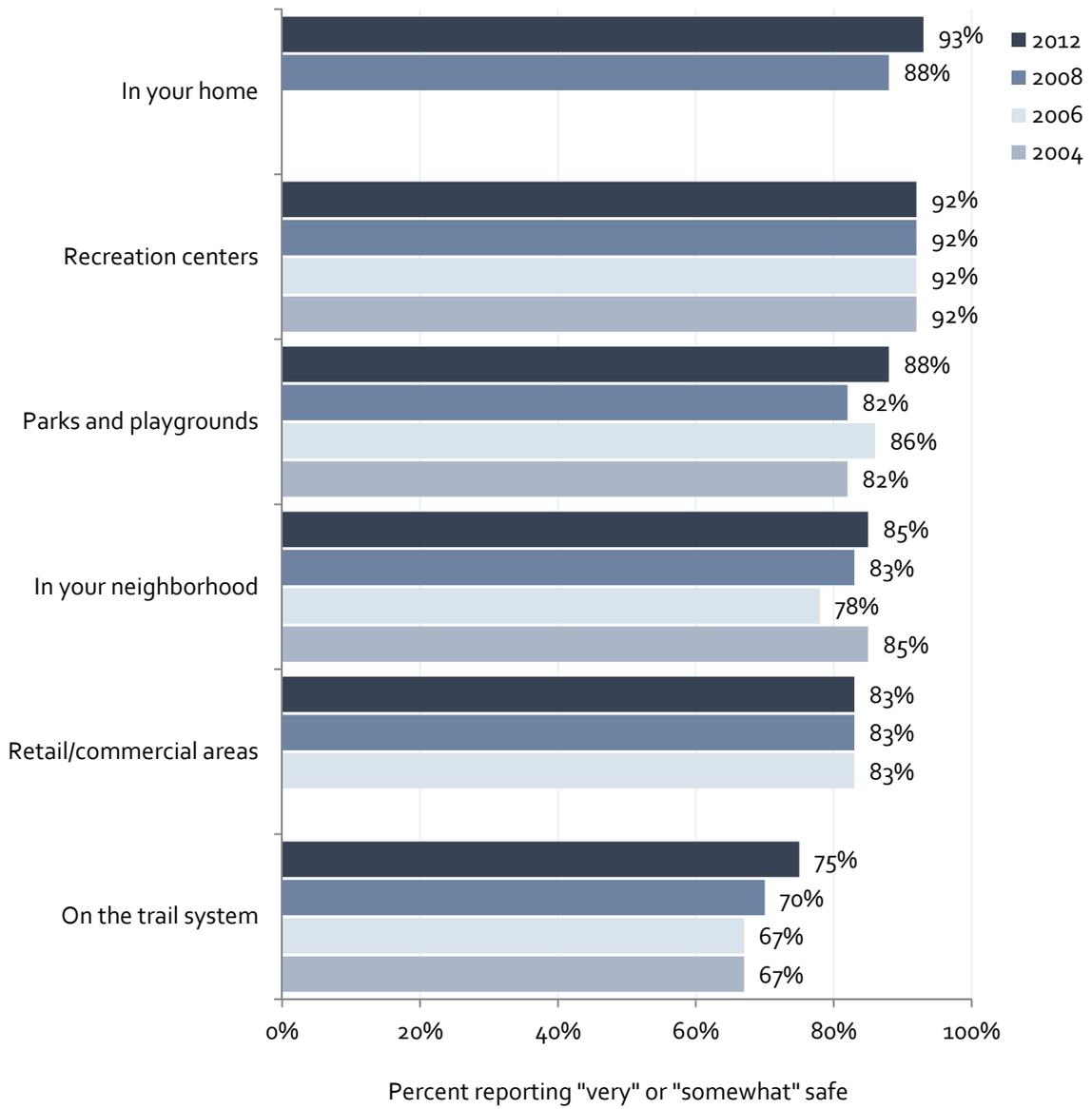
Perceptions of safety at recreation centers and in neighborhoods remained steady from 2008 to 2012, while increases were seen for feelings of safety at home, at parks and playgrounds and on the trail system.

Residents living in Council District 4 tended to feel less safe in their neighborhood and in retail or commercial areas than did those living in Council Districts 1, 2 or 3. Residents living in the City for more than five years reported feeling less safe in parks and playgrounds and on the trail system than did those who had lived in the City for five years or less. Younger females (18 to 34) felt less safe in their neighborhoods, in their homes and in retail or commercial areas than did those in the other gender and age groups (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Table 9: Safety in Public Areas

Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Front Range comparison
In your home	61%	32%	4%	2%	1%	100%	Not available	Not available
Recreation centers	64%	28%	7%	2%	0%	100%	Not available	Not available
Parks and playgrounds	43%	45%	8%	4%	0%	100%	Much above	Not available
In your neighborhood	43%	42%	7%	6%	1%	100%	Much above	Not available
Retail/commercial areas	36%	47%	11%	5%	1%	100%	Not available	Not available
On the trail system	28%	47%	13%	11%	1%	100%	Not available	Not available

Figure 10: Safety in Public Areas Compared by Year



COMMUNITY PARTICIPATION

When asked how frequently their household participated in specific activities in their community, the most popular activities were dining in restaurants and using parks, trails, paths or recreation centers. One-quarter or more of residents used a City park or trail or bike/pedestrian path on about a biweekly basis, while about one in six dined out or used a recreation center at least biweekly. Activities that were less popular included attending or watching meetings of local elected officials, using transit and participating in senior programs. As this survey included all adults age 18 or older, most would not qualify for using senior programs or the Active Adult Center.

The levels of activities tended to be mixed when compared to the nation but generally were lower when compared to the Front Range benchmarks.

Activity levels remained steady from 2008 to 2012, with the exception of two items which decreased from 2008 to 2012: watching a meeting of local elected officials on cable television and visiting the Active Adult Center (see Table 11 on the following page).

Table 10: Participation in Wheat Ridge Activities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total	National comparison	Front Range comparison
Dined at a Wheat Ridge restaurant (other than fast food)	11%	19%	36%	20%	14%	100%	Not available	Not available
Used a city park or trail	15%	15%	25%	15%	29%	100%	Similar	Much less
Used a city bike/pedestrian path	25%	14%	20%	15%	26%	100%	Not available	Not available
Used Wheat Ridge recreation centers	39%	20%	19%	8%	15%	100%	Much more	Much less
Used the Wheat Ridge library	48%	20%	17%	7%	8%	100%	Much less	Much less
Participated in a recreation program or activity	56%	20%	10%	6%	8%	100%	Less	Much less
Rode an RTD bus	60%	13%	11%	5%	10%	100%	Much more	More
Watched a meeting of local elected officials on cable television	68%	17%	10%	3%	1%	100%	Much less	Similar
Visited the Active Adult Center	74%	16%	5%	2%	3%	100%	Not available	Not available
Attended a meeting of local elected officials or other local public meeting	76%	16%	5%	1%	1%	100%	Less	Much less
Participated in a senior program	82%	9%	4%	2%	3%	100%	Not available	Not available
Used A-line service to DIA	85%	9%	4%	1%	1%	100%	Not available	Not available

Table 11: Participation in Activities Compared by Year

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	2012	2008	2006	2004
Dined at a Wheat Ridge restaurant (other than fast food)	89%	92%	90%	90%
Used a city park or trail	85%	85%	84%	82%
Used a city bike/pedestrian path	75%	76%	75%	71%
Used Wheat Ridge recreation centers	61%	64%	63%	63%
Used the Wheat Ridge library	52%	54%	49%	50%
Participated in a recreation program or activity	44%	44%	44%	42%
Rode an RTD bus	40%	44%	36%	40%
Watched a meeting of local elected officials on cable television	32%	44%	41%	42%
Visited the Active Adult Center	26%	33%	29%	30%
Attended a meeting of local elected officials or other local public meeting	24%	27%	21%	23%
Participated in a senior program	18%	20%	17%	15%
Used A-line service to DIA	15%	11%	8%	10%

Percent reporting at least once in the last year

COMMUNITY ISSUES

Transportation

When asked about several aspects of transportation in their community, the ease of car travel in the City and the condition of City streets were rated the highest, with two-thirds giving each an excellent or good rating. Six in 10 gave positive ratings to the ease of bus travel in the City and half felt that the ease of bike travel, ease of walking and mass transit planning were excellent or good. Wheat Ridge residents gave the lowest marks to traffic flow on major streets, one of two new items on the 2012 survey.

Twenty percent or more of residents answered “don’t know” when asked about mass transit planning, ease of bus travel and bicycling in the City (see *Appendix B: Responses to Survey Questions* for the complete set of frequencies).

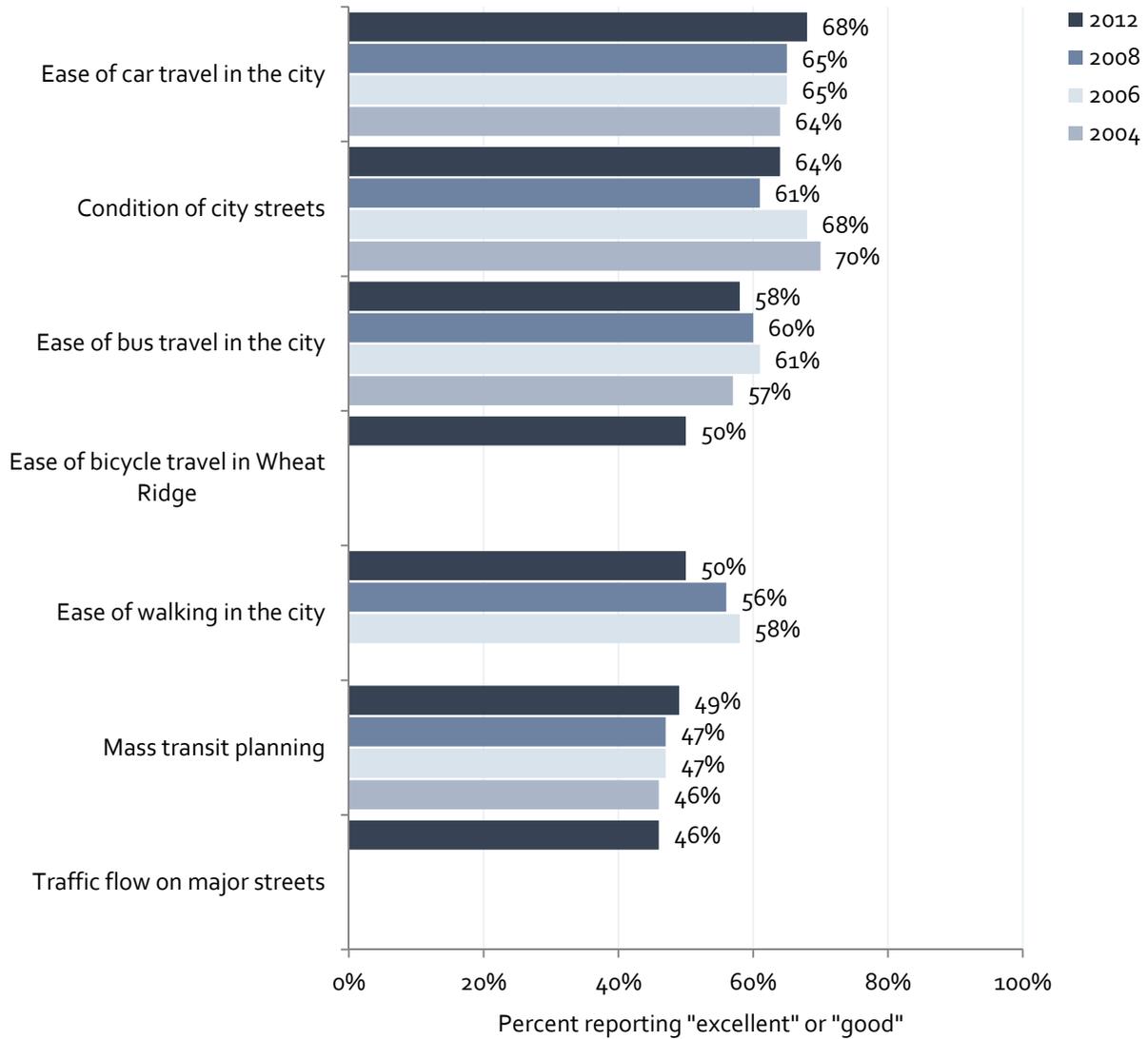
When compared to the national benchmark, Wheat Ridge residents generally gave the various aspects of transportation ratings that were above or similar to ratings given by residents in other communities across the nation. Only ease of walking in the city was rated much below the national benchmark. Five of the seven aspects of transportation could be compared to the Front Range benchmark. Three were below or much below the Front Range average but ease of bus travel in the City was rated above and ease of car travel was rated similar.

While ratings for most aspects of transportation remained the same, fewer residents in 2012 than in 2008 gave favorable ratings to the ease of walking in the City, a trend that has been creeping downward since 2004 (see Figure 11 on the following page).

Table 12: Aspects of Transportation

Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Ease of car travel in the city	11%	58%	25%	6%	100%	Above	Similar
Condition of city streets	5%	59%	31%	5%	100%	Much above	Not available
Ease of bus travel in the city	10%	47%	33%	9%	100%	Much above	Above
Ease of bicycle travel in Wheat Ridge	11%	39%	33%	17%	100%	Similar	Much below
Ease of walking in the city	10%	40%	33%	17%	100%	Much below	Much below
Mass transit planning	6%	44%	33%	18%	100%	Not available	Not available
Traffic flow on major streets	6%	40%	39%	15%	100%	Similar	Below

Figure 11: Ratings of Aspects of Transportation Compared by Year



Note: "Ease of bicycle travel in Wheat Ridge" and "Traffic flow on major streets" were added to this survey question in 2012 and therefore cannot be compared to past years.

CITY GOVERNMENT AND EMPLOYEE PERFORMANCE

City Performance

Overall, most residents rated the performance of the Wheat Ridge City government as good (57%) or fair (27%). Fewer thought the City was doing an excellent (7%) or poor (9%) job. These ratings were much below both the national and Front Range benchmarks, but were similar to past years.

When asked this question, 21% of residents answered “don’t know.” The results below are for those with an opinion. A full set of frequencies, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Ratings of the overall performance of the City government were similar across all Council Districts. Renters, those living in attached housing units and respondents who were not White tended to give more favorable evaluations to the City government’s overall performance than did homeowners, those living in detached housing units and White residents (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 12: Overall City Government Performance

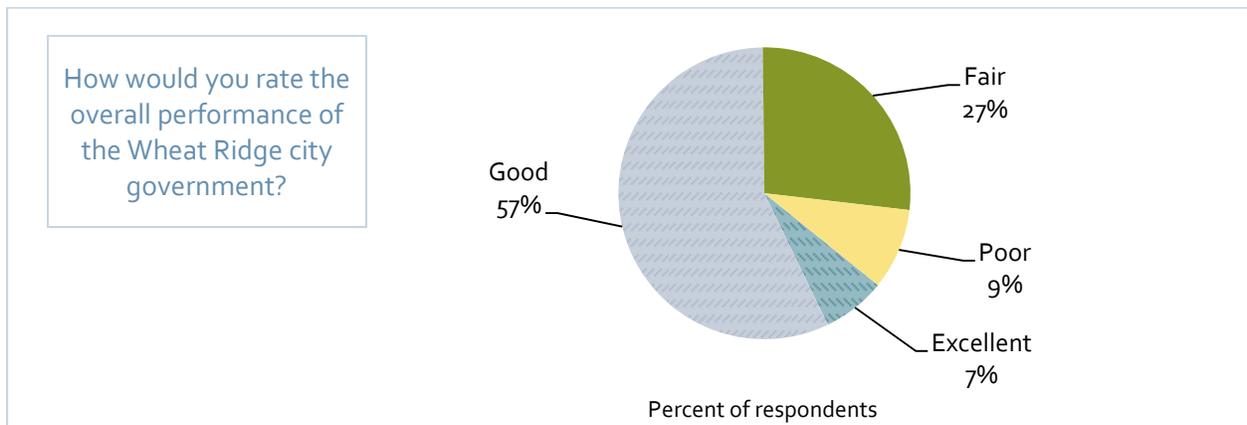
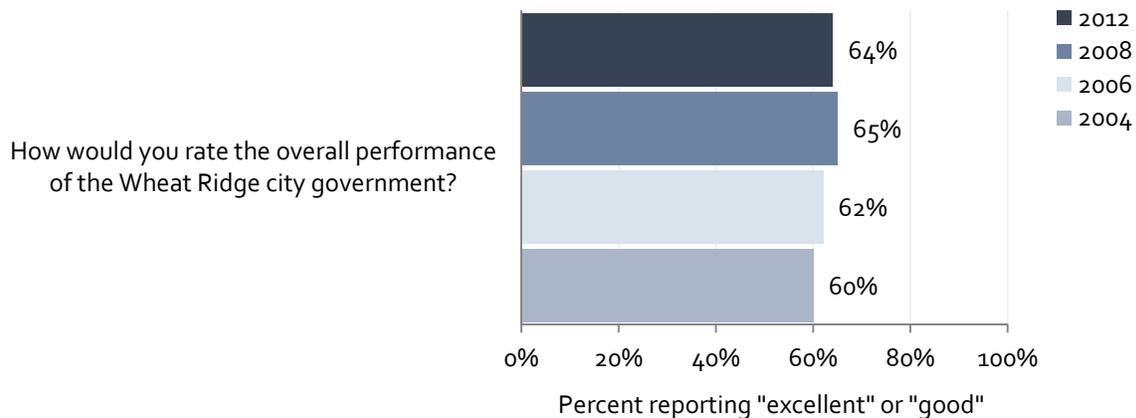


Figure 13: Overall City Government Performance Compared by Year



Public Trust

Residents gave the most positive ratings to the quality of work performed by City of Wheat Ridge employees; 72% thought it was excellent or good. Three out of five respondents thought the extent to which City elected officials act in the best interest of the community at large was excellent or good. The lowest ratings were given to the job the City does at informing residents on major issues within Wheat Ridge (48% excellent or good). When evaluating the level of trust in their City government, between 19% and 32% of residents said they didn't know enough to rate the City. Table 13 and Table 14 show the responses for those with an opinion. A full set of frequencies, including "don't know," can be found in *Appendix B: Responses to Survey Questions*.

When compared to the benchmarks, most ratings of public trust were similar. The extent to which City elected officials act in the best interest of the community at large was rated above the national benchmark. The overall direction the City is taking was rated much lower than both the national and Front Range benchmarks, and the job the City government does at welcoming citizen involvement was rated lower than the Front Range benchmark but similar to the nation.

In 2012, the wording of these questions and scale on which they were rated changed substantially. There was a drop in ratings, but much of this is likely related to the change in question and scale wording (see Table 14 on the following page).

When assessing various aspects of the Wheat Ridge government performance, residents in each of the four Council Districts generally gave similar ratings (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Those residing in the City for five years or less, renters and those living in attached housing units were more positive about the overall direction the City is taking than were those who had lived in the City for a longer period of time, owned their home or lived in detached housing units. Ratings for the job the City does at informing residents on major issues within Wheat Ridge increased with age.

Table 13: Public Trust

Please rate the following statements by circling the number which best represents your opinion.	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
The quality of work performed by City of Wheat Ridge employees	11%	61%	23%	5%	100%	Not available	Not available
The extent to which City elected officials act in the best interest of the community at large	9%	50%	30%	11%	100%	Above	Not available
The overall direction the City of Wheat Ridge is taking	10%	46%	31%	13%	100%	Similar	Similar
The value of services for the taxes paid to Wheat Ridge	9%	44%	35%	12%	100%	Similar	Similar
The job Wheat Ridge government does at welcoming citizen involvement	9%	41%	33%	17%	100%	Similar	Below
The job the City does at informing residents on major issues within Wheat Ridge	10%	38%	30%	22%	100%	Much below	Much below

Table 14: Ratings of Public Trust Compared by Year

Please rate the following statements by circling the number which best represents your opinion.*	2012	2008	2006	2004
The quality of work performed by City of Wheat Ridge employees	72%	81%	82%	82%
The extent to which City elected officials act in the best interest of the community at large	59%	80%	78%	72%
The overall direction the City of Wheat Ridge is taking	56%	73%	73%	64%
The value of services for the taxes paid to Wheat Ridge	53%	67%	71%	73%
The job Wheat Ridge government does at welcoming citizen involvement	50%	75%	77%	72%
The job the City does at informing residents on major issues within Wheat Ridge	48%	53%	59%	59%

Percent "excellent" or "good"

**Note: Before 2012, respondents were asked how strongly they agreed or disagreed with positively-worded statements about public trust. (See the 2008 report for the exact wording for each item.) The change in the wording of response options and question items may cause a decline in the percent of residents who offer a positive perspective on public trust. It is well to factor in the possible change due to question wording this way: if you show an increase, you may have found even more improvement with the same question wording; if you show no change, you may have shown a slight increase with the same question wording; if you show a decrease, community sentiment is probably about stable.*

City Employees

One-third of residents had in-person or telephone contact with employees of the City in the year prior to the 2012 survey. Compared to the national and Front Range benchmarks this amount of contact is low (much below both benchmarks) and was less contact than what was seen in 2008. This may mean that fewer residents have a need for contact, or that they used other means to resolve issues and gain information. For example, Table 17, on page 36, shows that use of the City’s Website has been increasing over the years.

The 35% of residents who had contact with a City employee gave the employees high marks. More than 8 in 10 thought the employees’ courtesy, knowledge and responsiveness was excellent or good. Three-quarters rated the employee’s ability to make them feel valued and their overall impression as excellent or good.

Compared to the national benchmark, Wheat Ridge employees generally were rated above or much above employees nationwide, except for making the customer feel valued where Wheat Ridge City employees were rated similarly. Compared to the Front Range benchmark they were rated similar for their overall impression and knowledge, above the benchmark for responsiveness, but below for courtesy.

Ratings for making residents feel valued, their overall impression and the employee’s responsiveness improved from 2008 to 2012, while ratings of other aspects of employee interactions remained steady.

Figure 14: Contact with City Employee Compared by Year

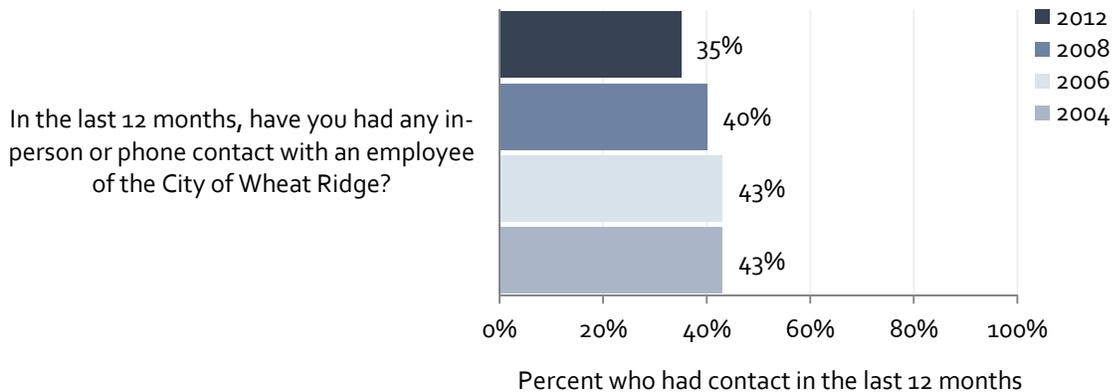
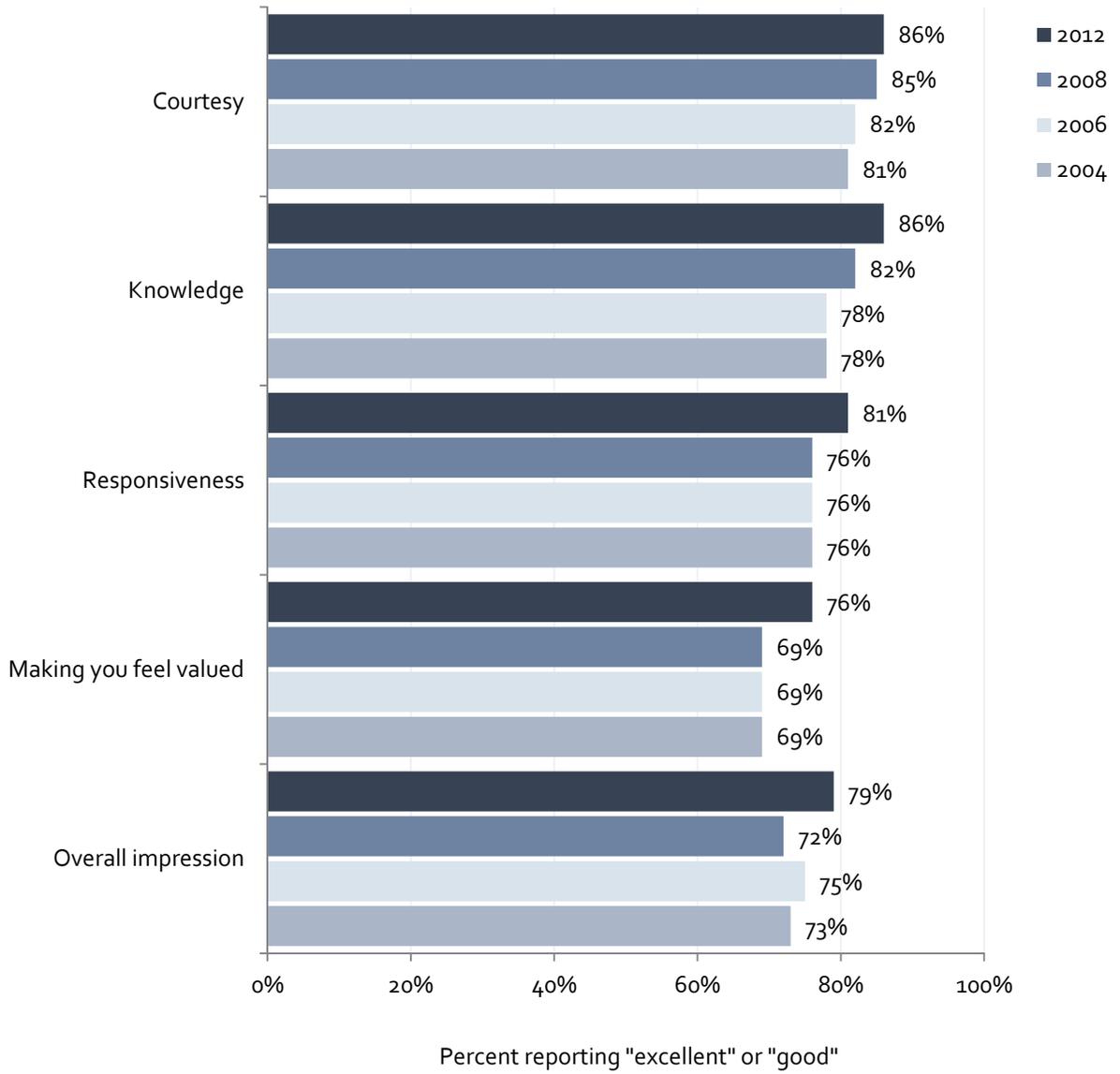


Table 15: City Employee Characteristics

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)*	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Courtesy	44%	41%	9%	5%	100%	Above	Much below
Knowledge	35%	50%	11%	3%	100%	Above	Similar
Responsiveness	42%	39%	13%	6%	100%	Much above	Above
Making you feel valued	36%	39%	13%	11%	100%	Similar	Not available
Overall impression	38%	41%	14%	8%	100%	Above	Similar

*Asked only of those who had contact with a City employee in the last 12 months.

Figure 15: City Employee Characteristics by Year



INFORMATION SOURCES

There are many places that residents can get information about their City and City government. Looking at the proportion of residents who used information sources at least once a year, the sources used by the most households were word of mouth (78% used this source at least once a year), the City Quarterly 'Connections' Newsletter (67%), the Neighborhood Gazette (60%), the Denver Post (60%), the Wheat Ridge Transcript (57%) and television news (57%). A minority of households used the City live/on-demand videostreaming (11%) or the Shop Wheat Ridge Online Business Directory (17%) at least once a year.

Considering frequency of use, 26% said they used the Denver Post at least once a month for information about Wheat Ridge, while 25% used word of mouth and 20% used television news at least once a month.

The use of only two of the 12 information sources could be compared to the benchmark: City Quarterly "Connections" Newsletter and the City's Web site. Fewer Wheat Ridge residents used both of these information sources when compared to the portion of residents who used similar sources in other communities across the nation and in the Front Range.

Several of these sources declined in usage from 2008 to 2012: the Denver Post, television news, WRTV8 (Government Access Channel) and radio news while two sources increased in usage: the Wheat Ridge Transcript and the City's Web site (www.ci.wheatridge.co.us).

Table 16: Information Sources

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total	National comparison	Front Range comparison
Word of mouth	22%	24%	29%	14%	11%	100%	Not available	Not available
City Quarterly "Connections" Newsletter	33%	22%	36%	4%	4%	100%	Much less	Much less
Denver Post	40%	17%	17%	8%	18%	100%	Not available	Not available
Neighborhood Gazette	40%	20%	30%	8%	3%	100%	Not available	Not available
Wheat Ridge Transcript	43%	20%	23%	7%	7%	100%	Not available	Not available
Television news	43%	23%	15%	7%	13%	100%	Not available	Not available
City's Web site: www.ci.wheatridge.co.us	60%	19%	17%	2%	2%	100%	Much less	Much less
Radio news	67%	18%	6%	3%	5%	100%	Not available	Not available
WRTV8 (Government Access Channel)	70%	14%	11%	3%	2%	100%	Not available	Not available
Local YourHub.com	72%	12%	7%	3%	6%	100%	Not available	Not available
Shop Wheat Ridge Online Business Directory	83%	9%	6%	1%	1%	100%	Not available	Not available
City live/on-demand videostreaming	89%	7%	2%	1%	1%	100%	Not available	Not available

Table 17: Information Sources Compared by Year

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	2012	2008	2006	2004
Word of mouth	78%	79%	76%	76%
City Quarterly 'Connections' Newsletter	67%	70%	68%	64%
Denver Post	60%	69%	71%	74%
Neighborhood Gazette	60%	NA	NA	NA
Wheat Ridge Transcript	57%	45%	49%	47%
Television news	57%	76%	71%	75%
City's Web site: www.ci.wheatridge.co.us	40%	34%	27%	23%
Radio news	33%	52%	48%	52%
WRTV8 (Government Access Channel)	30%	48%	45%	50%
Local YourHub.com	28%	NA	NA	NA
Shop Wheat Ridge Online Business Directory	17%	NA	NA	NA
City live/on-demand videostreaming	11%	NA	NA	NA

Percent reporting at least once in the last 12 months

ECONOMIC DEVELOPMENT

Residents were supportive of most potential City efforts to promote economic development. Half or more strongly agreed that the City should promote efforts to attract and recruit new types of retail business, to revitalize the City’s business areas and business corridors. Closer to 4 in 10 residents strongly agreed that the City should strengthen Wheat Ridge’s community image and identity and promote efforts to revitalize the City’s housing areas. Respondent support for these measures has remained generally stable over time with one exception: promoting efforts to attract and recruit new types of businesses has been steadily increasing since 2004 and saw a significant increase from 2008 to 2012.

Overall, residents in Council District 2 were more likely to agree with the statements regarding economic development than were those living in the other three districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Those living in the City for a shorter period of time (five years or less) were more likely to agree that the City should promote efforts to revitalize the City’s housing areas than those who lived in the City for a longer duration. Those who lived in the City for more than 20 years, renters and younger residents (under age 55) were more likely to agree that the City should promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue than were their counterparts. Overall, women were more likely to agree with each economic development activity than were men.

Table 18: Economic Development

Please rate the following statements by circling the number which best represents your opinion. The city should...	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	56%	31%	9%	3%	1%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	57%	30%	7%	3%	3%	100%
Promote efforts to revitalize the city’s business areas	51%	34%	12%	1%	1%	100%
Promote efforts to revitalize the city’s housing areas	38%	41%	17%	2%	3%	100%
Strengthen Wheat Ridge’s community image and identity	43%	35%	20%	1%	1%	100%

Table 19: Economic Development Compared by Year

Please rate the following statements by circling the number which best represents your opinion. The city should...	2012	2008	2006	2004
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	87%	82%	78%	71%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	87%	85%	83%	79%
Promote efforts to revitalize the city’s business areas	85%	83%	83%	78%
Promote efforts to revitalize the city’s housing areas	78%	79%	79%	77%
Strengthen Wheat Ridge’s community image and identity	78%	81%	78%	72%

Percent reporting "strongly" or "somewhat" agree

Most residents (59%) somewhat or strongly agreed that 38th Avenue between Sheridan and Wadsworth is the City’s main street or downtown area, 19% neither agreed nor disagreed and 21% somewhat or strongly disagreed. Agree or not, most respondents reported visiting businesses in this area at least once a month on average.

Residents in Council Districts 1 and 2 were more likely to agree that 38th Avenue between Sheridan and Wadsworth is the City’s main street or downtown area than were those in Council Districts 3 and 4. Agreement about 38th Avenue between Sheridan and Wadsworth being the City’s main street or downtown area was similar across demographic subgroups (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Those living in Council Districts 3 and 4 were less likely to visit businesses on 38th Avenue between Sheridan and Wadsworth in an average month than were those in Districts 1 and 2. Few differences were seen across geographic subgroups. However, older residents (age 35 and older) were more likely to report visiting businesses on 38th Avenue between Sheridan and Wadsworth in an average month than were those between the ages of 18 and 34.

Figure 16: Agreement that 38th Avenue between Sheridan and Wadsworth is the City’s Main Street or Downtown Area

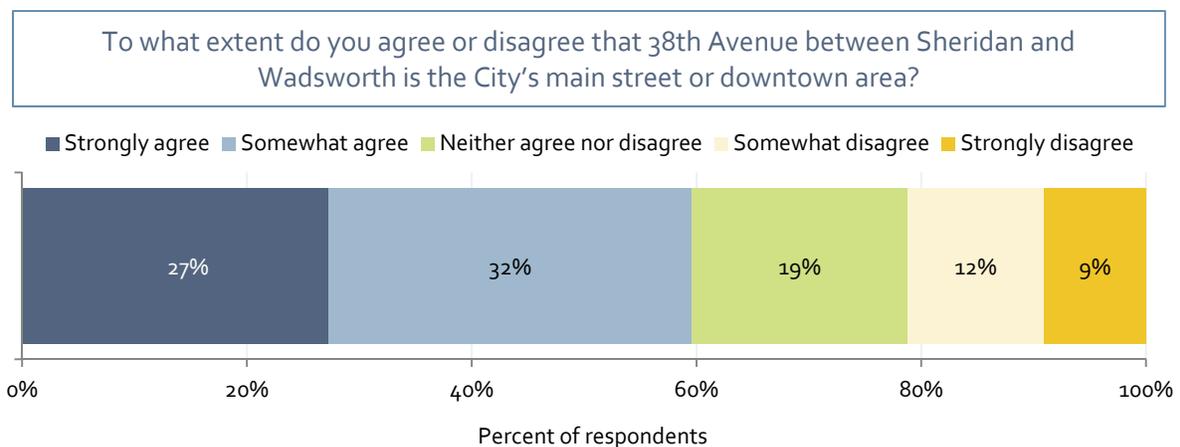
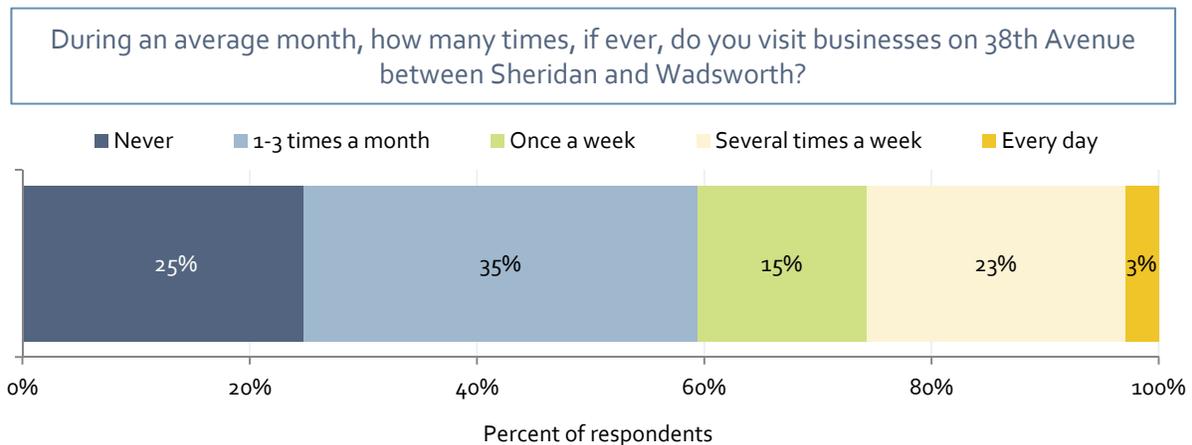


Figure 17: Frequency Visiting Businesses on 38th Avenue between Sheridan and Wadsworth



Shopping in Wheat Ridge

Half or more of Wheat Ridge residents very or somewhat frequently did their grocery shopping, go out for meals and entertainment or purchase household items in Wheat Ridge. Respondents more frequently left the City to purchase computers and electronics or shop at general retail stores (shoes, beauticians, clothing, etc.).

Table 20: Frequency of Shopping in Wheat Ridge

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Very frequently	Somewhat frequently	Somewhat infrequently	Very infrequently	Never	Total
Grocery shopping	68%	14%	6%	10%	2%	100%
Meals and entertainment	28%	33%	21%	13%	4%	100%
Household items	32%	27%	17%	18%	6%	100%
Health services	25%	22%	16%	17%	21%	100%
General retail (shoes, beauticians, clothing, etc.)	14%	27%	21%	23%	15%	100%
Computers and electronics	5%	10%	14%	27%	43%	100%

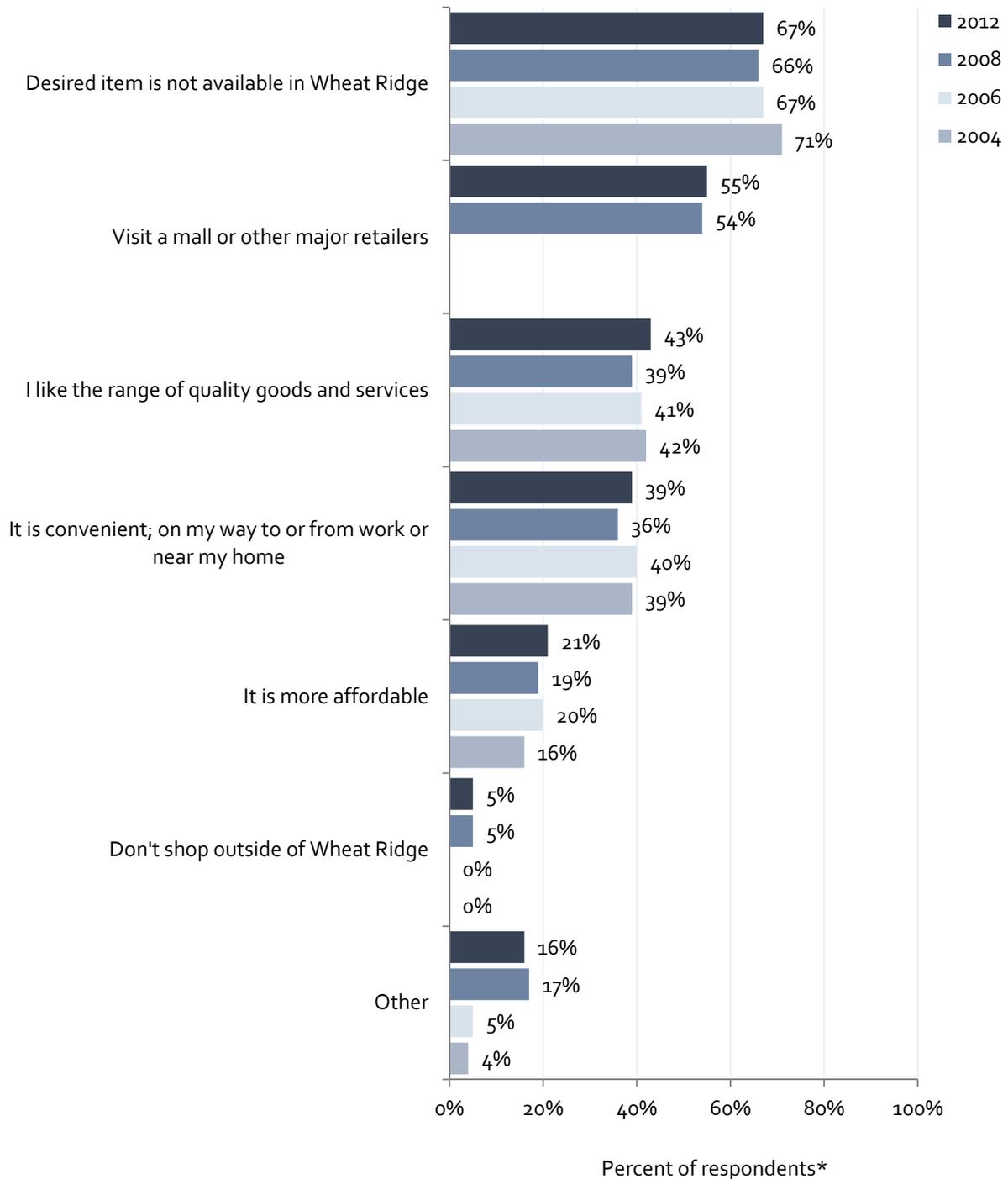
Table 21: Frequency of Shopping in Wheat Ridge Compared by Year

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	2012	2008	2006	2004
Grocery shopping	82%	87%	91%	88%
Meals and entertainment	62%	68%	68%	68%
Household items	59%	63%	65%	63%
Health services	47%	52%	55%	54%
General retail (shoes, beauticians, clothing, etc.)	41%	41%	43%	44%
Computers and electronics	16%	14%	12%	12%

Percent reporting "very" or "somewhat" frequently

Those who shopped outside of Wheat Ridge most often did so because they could not find their needed item within the City. Others are visiting a mall or major retail area. Some prefer the range of goods found elsewhere and others are simply shopping on their way to somewhere else, such as work.

Figure 18: Reasons for Shopping Outside of Wheat Ridge Compared by Year



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

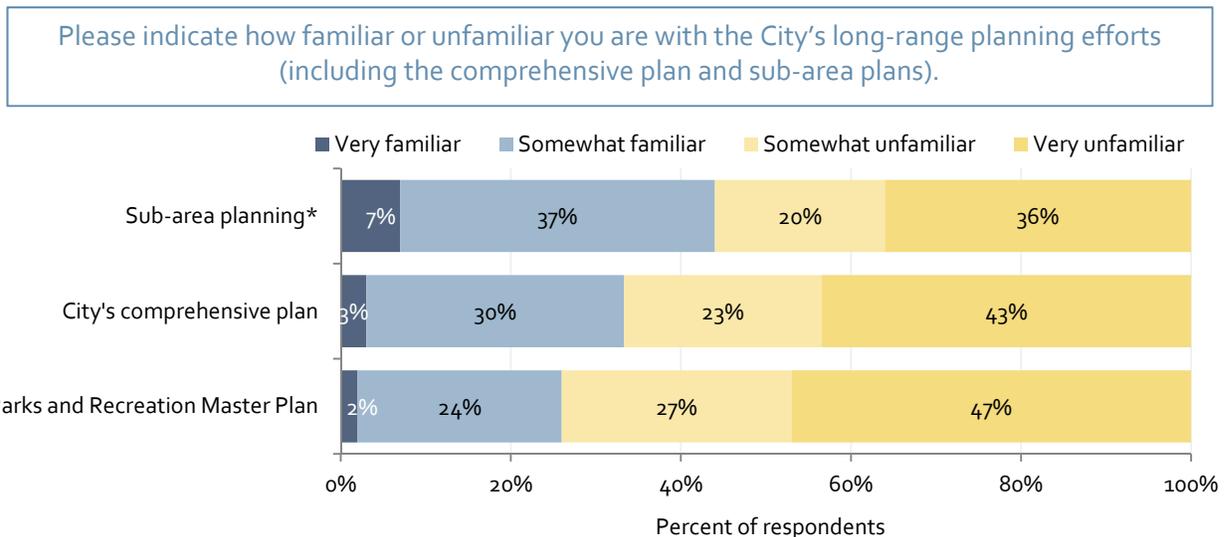
Planning

While the level of familiarity with the City’s long-range planning efforts remained low in 2012, there was an increase from 2008 to 2012 in the familiarity with sub-area planning and the City’s comprehensive plan (see Figure 20 on the following page). (The familiarity with the Parks and Recreation Master Plan was a new question on the 2012 survey.) About two in five respondents were at least somewhat familiar with sub-area planning, one-third were at least somewhat familiar with the City’s comprehensive plan and about one-quarter were at least somewhat familiar with the Parks and Recreation Master Plan. When asked how strongly they supported or opposed these plans (see Figure 21 on the following page), about half the respondents said they didn’t know. Of those with an opinion, about three in five respondents somewhat or strongly supported the Parks and Recreation Master Plan while slightly fewer (about half) supported the sub-area planning and comprehensive plans.

While there was little familiarity, in general, with the City’s long-range planning efforts in each Council District, residents in Council District 4 were much less familiar with the City’s comprehensive plan than were those in the other three districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups* for more information). Overall, residents who had a shorter tenure in the City (five years or less), renters, those living in attached housing units, younger residents (age 18 to 34) and those who were not White tended to be less familiar with the City’s long range planning efforts than did their counterparts.

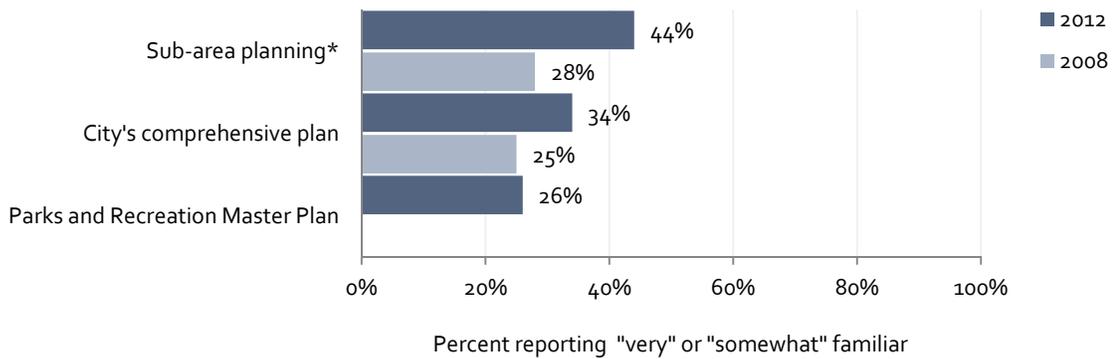
Similar amounts of support for the overall direction provided in the City’s long-range planning documents were seen across all Council Districts. Support for the overall direction of the sub-area planning documents decreased with respondents’ length of residency and age. Renters and those in attached housing units were more likely to support the overall direction of the sub-area planning documents than were homeowners and those living in detached housing units.

Figure 19: Familiarity with City’s Long Range Planning Efforts



*Full wording in survey was "Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan).

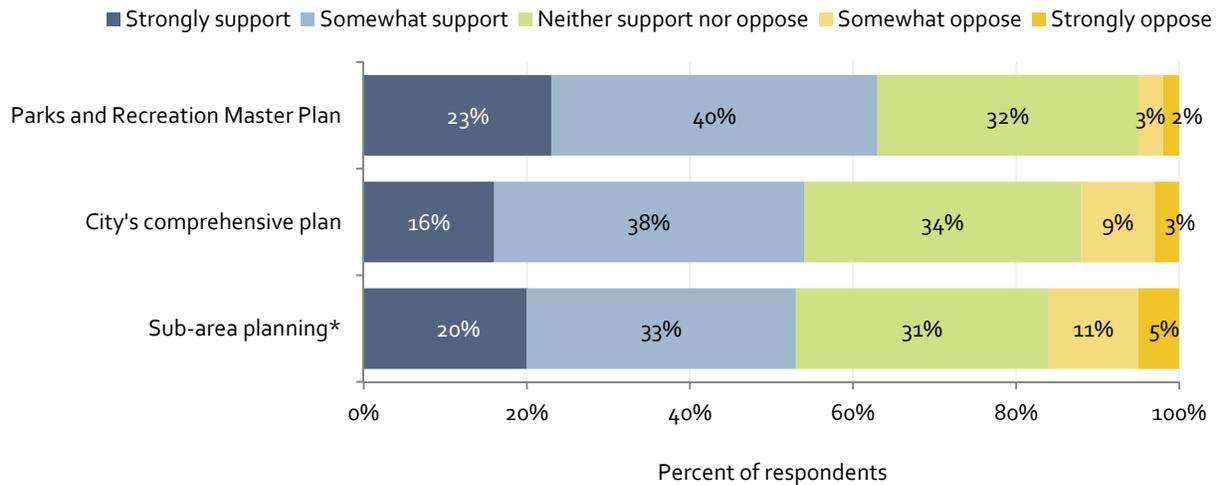
Figure 20: Familiarity with City's Long Range Planning Efforts Compared by Year



*Full wording in survey was "Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan).

Figure 21: Support for Overall Direction in the City's Long Range Planning Documents

To what extent do you support or oppose the overall direction provided in the City's long range planning documents?



*Full wording in survey was "Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan).

As transit options are developed, there will be an opportunity to try to direct development around new stations and structures. Wheat Ridge residents were asked which types of development they would support or oppose in these areas. Strongest support was for retail development (84% somewhat or strongly supported), followed by office space (66%) and housing development (64%).

Compared to 2008, more residents in 2012 supported housing and retail development options around transit areas. The level of support for office space around transit areas remained the same over time.

Residents in each of the four Council Districts voiced similar levels of support for each type of transit-oriented development. Support for retail and housing development around future transit areas decreased with respondents' length of residency and age. Renters, those living in attached housing units and residents who were not White were more supportive of developing housing around future transit areas. For more information, see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*.

Figure 22: Support for or Opposition to Transit-oriented Development Options

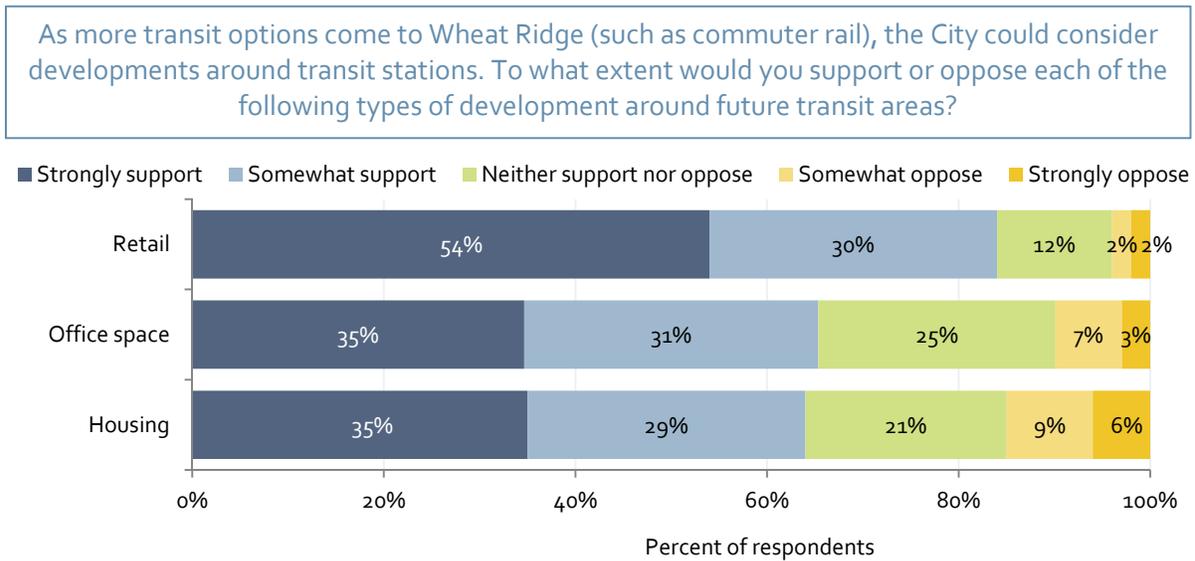
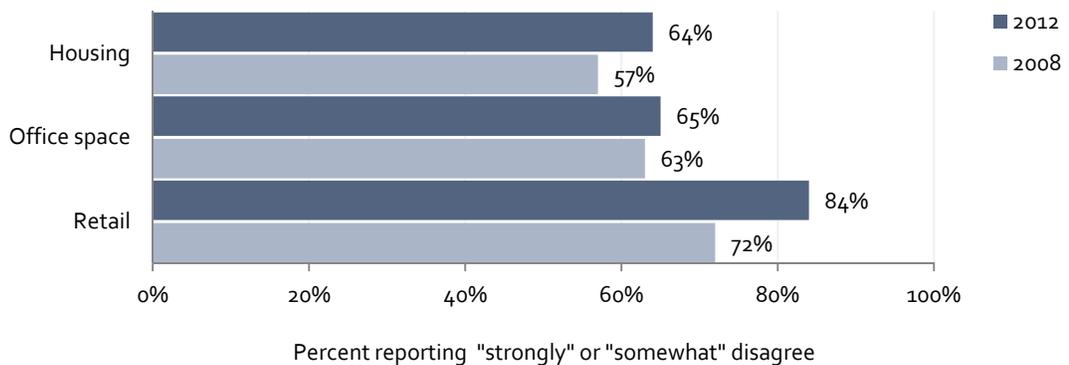


Figure 23: Support for Transit-oriented Development Options Compared by Year



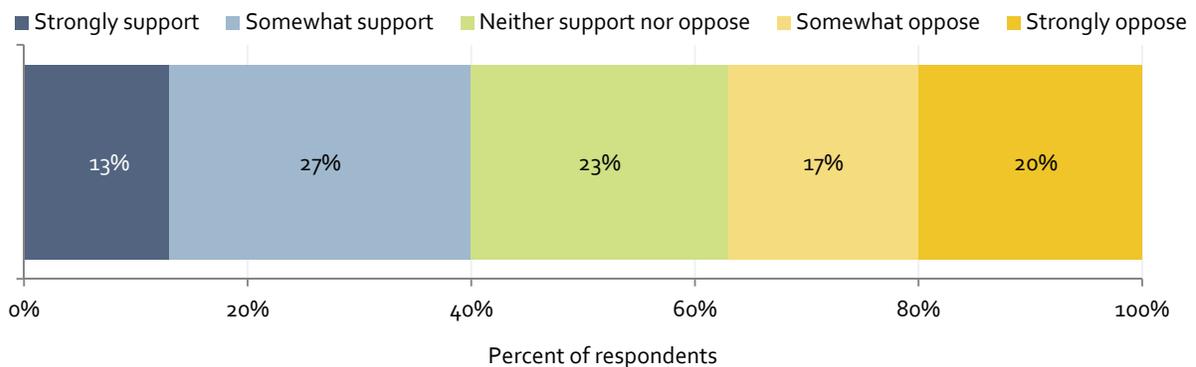
Land Use and Housing Codes

Residents were split on whether the City should manage building height and density restrictions from the City Charter (which requires voter approval to change) or through the City Land Use Code (which requires only City Council approval to change). When asked, 17% said they didn't know and of those with an opinion 23% said they neither supported or opposed using the City Land Use Code. While the overall level of support (40%) was similar to the overall level of opposition (37%), respondents were more strongly opposed (20%) than strongly supportive (13%) of the measure.

Support for removing all language regarding building height and density restrictions from the City Charter and managing these restrictions through the City Land Use Code was similar across the four Council Districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Residents who had lived in the City for five years or less and younger residents (age 18 to 34) were much more likely to support removing all language regarding building height and density restrictions from the City Charter than were those who lived in the City for more than five years and older residents (35 years or older).

Figure 24: Support for or Opposition to Removing Height and Density Restrictions from City Charter

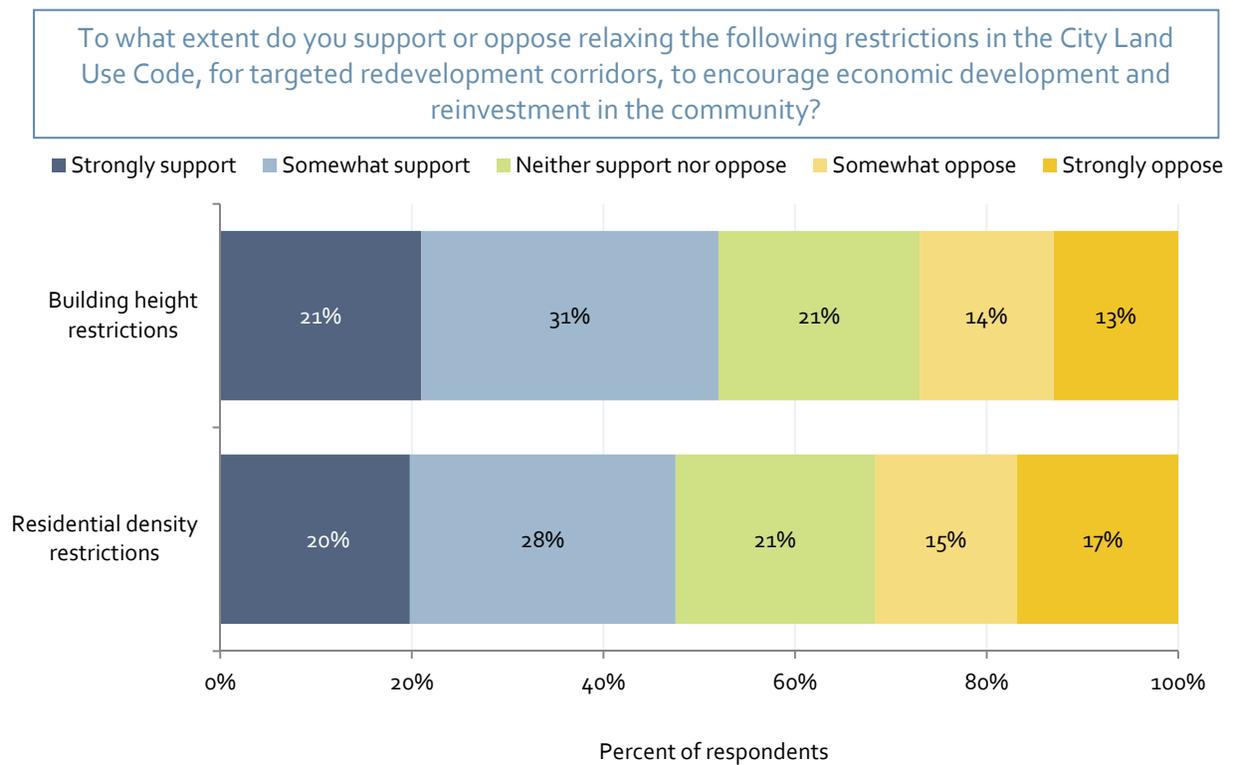
In 2009, Wheat Ridge voters approved eliminating height and density restrictions from the City Charter in four urban renewal areas within the City. This allowed the City to develop mixed use zoning in the City Land Use Code to encourage economic development. To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter (which requires voter approval to change) and managing these restrictions through the City Land Use Code (which requires only City Council approval to change)?



While support for removing all language regarding building height and density restrictions from the City Charter (which requires voter approval to change) and managing these restrictions through the City Land Use Code (which requires only City Council approval to change) was divided and leaning toward opposition, more residents were open to relaxing building height and residential density restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community. About half of respondents (52%) somewhat or strongly supported relaxing building height restrictions for targeted redevelopment corridors, while 27% somewhat or strongly opposed. Almost half of respondents (48%) somewhat or strongly supported relaxing residential density restrictions for targeted redevelopment corridors, while 32% somewhat or strongly opposed.

Those living in Council District 2 were much less likely to support relaxing the residential density restrictions in the City Land Use Code than were those living in Council Districts 1, 3 or 4. No differences in levels of support were seen across the different demographic subareas (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 25: Support for or Opposition to Relaxing City Land Use Code Restrictions



Support for inspections of rental property units was strong among residents, 64% thought it was essential or very important and 71% strongly or somewhat supported the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections.

No differences were seen across Council Districts in the importance of monitoring and level of support for the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections. Overall, renters and females were more likely to feel that this initiative was important and to support it than were homeowners and males. For more information, see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*.

Figure 26: Importance of City Inspections of Rental Properties

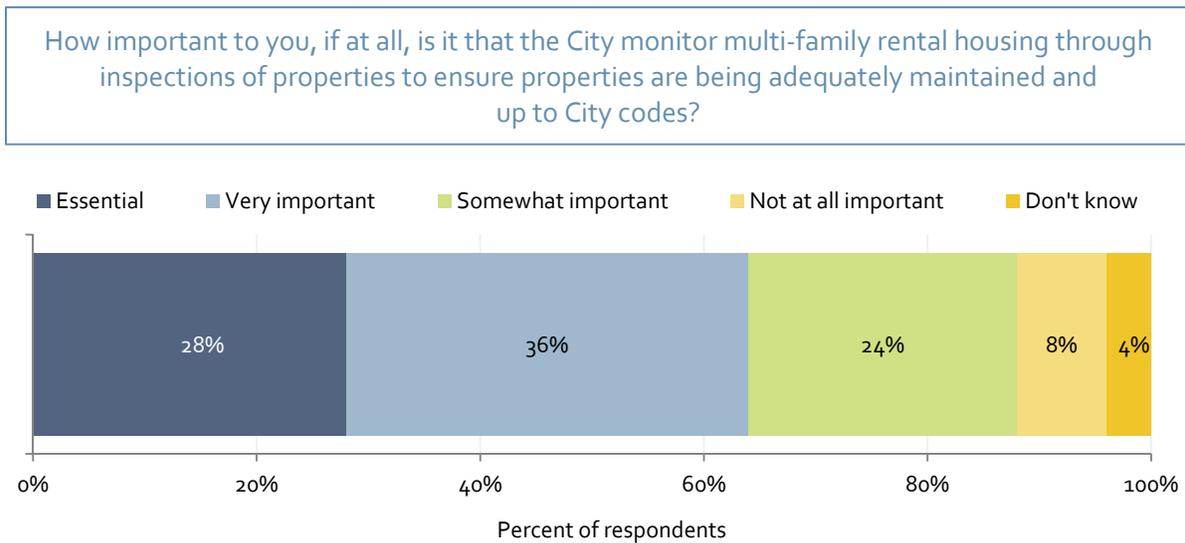
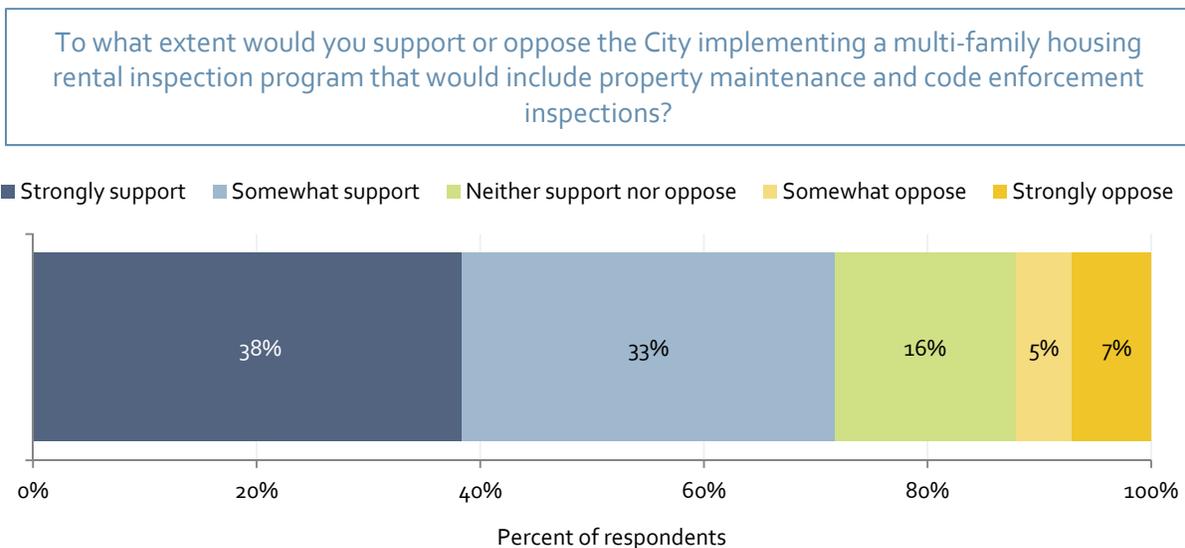


Figure 27: Support for or Opposition to a City Inspection Program for Rental Properties



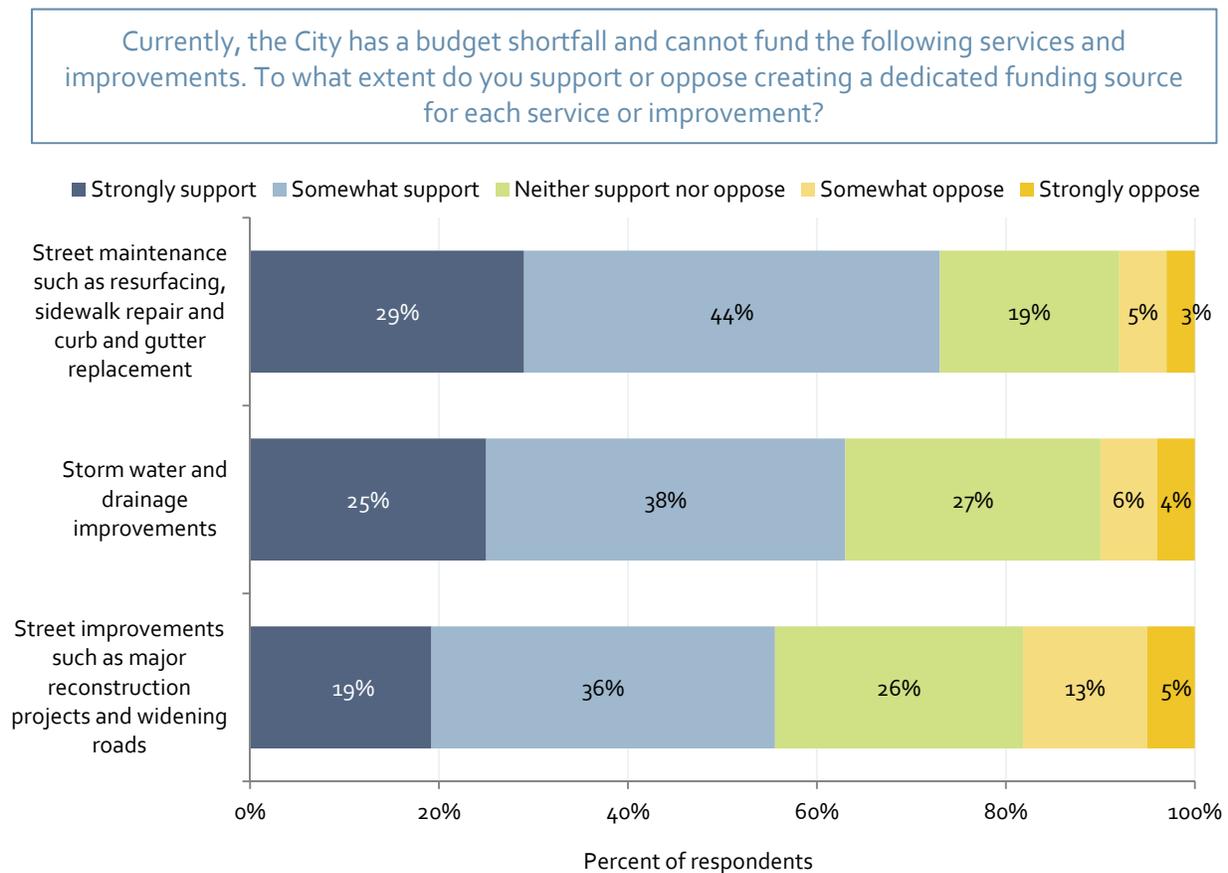
POLICY TOPICS

Funding Sources

Residents generally supported creating a dedicated funding source to ensure the continuance of street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement (73% somewhat or strongly supported) and storm water and drainage improvements (63% somewhat or strongly supported). Support was not as strong for a dedicated funding source for street improvements such as major reconstruction projects and widening roads, with only 55% somewhat or strongly in support.

Residents across all four Council Districts voiced similar levels of support for creating a dedicated funding source for each of the three services or improvements (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Those living in the City for five years or less were more likely to support having a dedicated funding source for street maintenance than were residents with a longer tenure. Renters and those living in attached housing units were more likely to support having dedicated funding sources for each service or improvement than were homeowners and those living in detached units. Younger residents (age 18 to 34) were more likely to support a dedicated funding source for street maintenance while older residents (age 35 or older) were more likely to support a dedicated funding source for storm water and drainage improvements.

Figure 28: Support for or Opposition to Dedicated Funding Sources

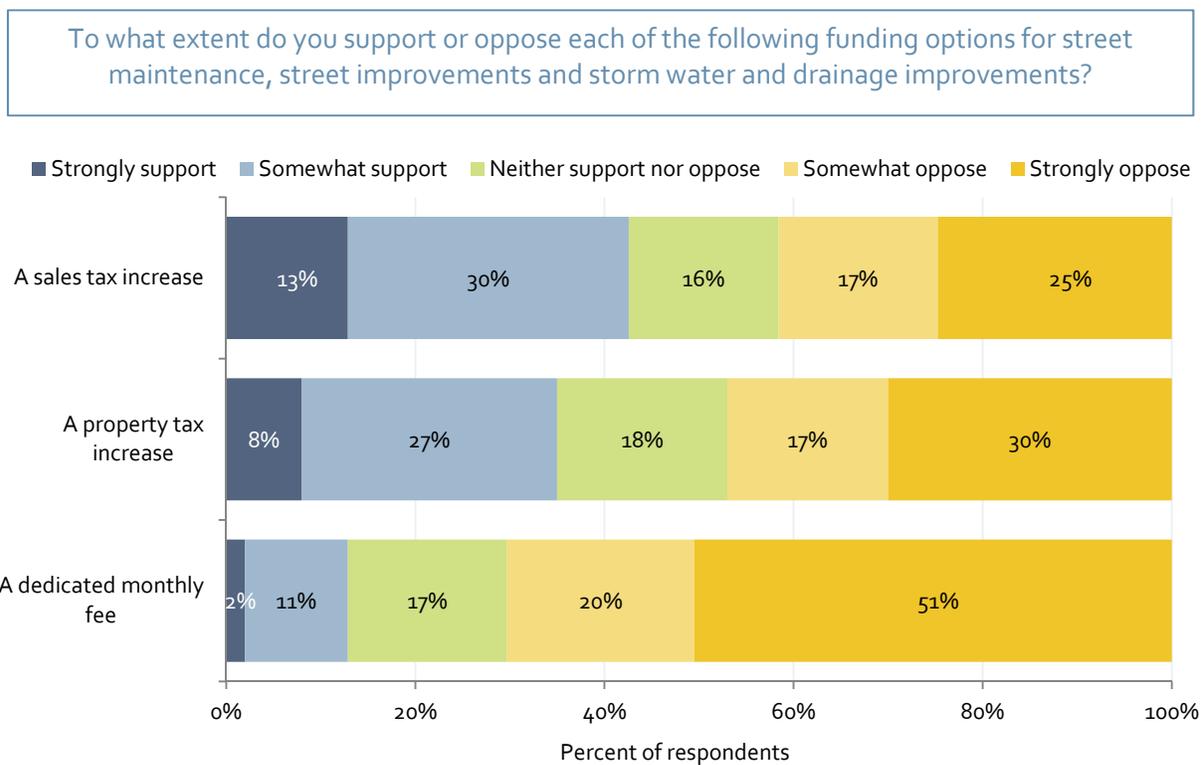


While 63% supported a dedicated funding source for street and storm water drainage improvements, no one type of funding source was overwhelmingly supported. Only 43% somewhat or strongly supported using a sales tax increase, 32% somewhat or strongly supported using a property tax increase and 13% supported a dedicated monthly fee.

While residents in all four Council Districts showed similar levels of support for a property tax increase or a dedicated monthly fee for street maintenance, street improvements and storm water and drainage improvements, residents in Council District 4 were much less supportive of a sales tax increase for these services or improvements than were those in the other districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Levels of support for a property tax increase or a dedicated monthly fee for street maintenance, street improvements and storm water and drainage improvements decreased with respondents' length of residency. Renters were more supportive of a property tax increase for these three services or improvements while homeowners were more supportive of a sales tax increase. As respondent age increased, the level of support for a property tax increase declined.

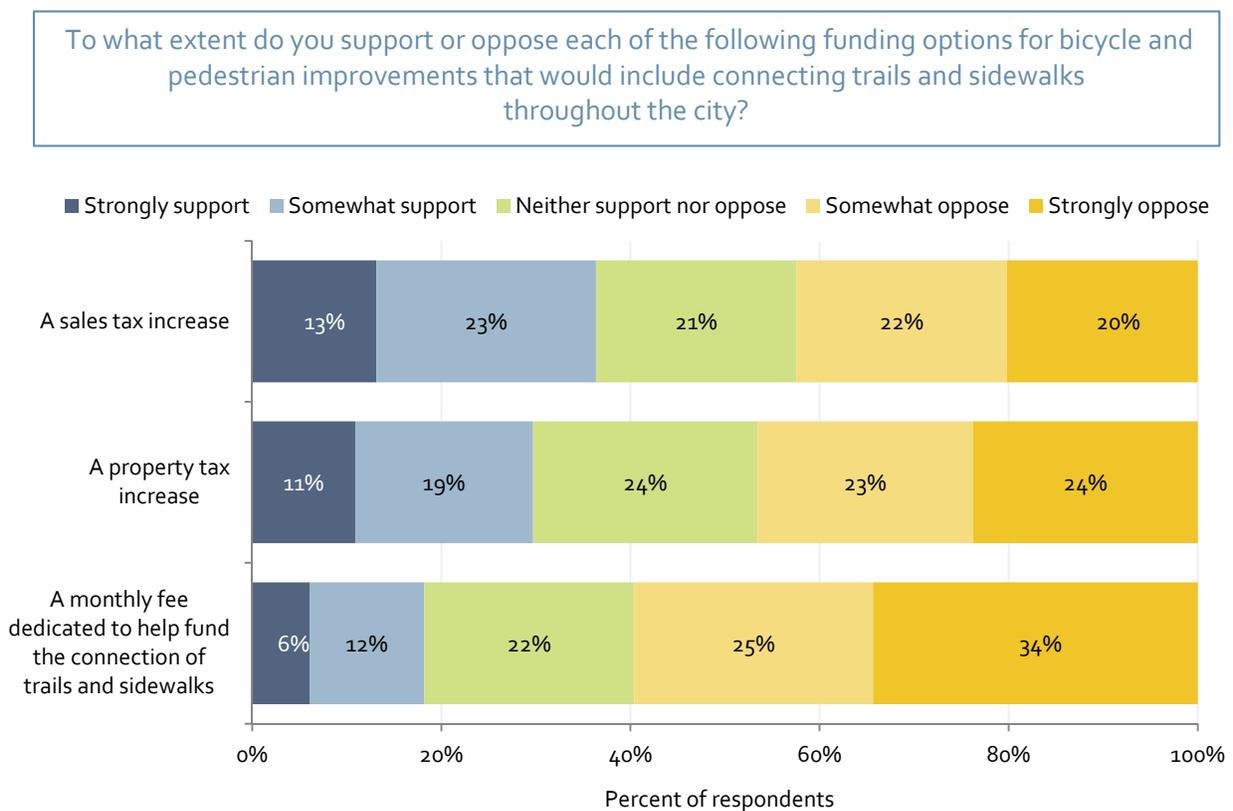
Figure 29: Support for or Opposition to Funding Options for Street and Storm Water Drainage Improvements



Residents did not think it was time to invest in bicycle and pedestrian improvements that would include connecting trails and sidewalks. About two in five respondents (42%) somewhat or strongly opposed using a sales tax increase, 47% somewhat or strongly opposed using a property tax increase and 59% somewhat or strongly opposed a dedicated monthly fee for bicycle and pedestrian improvements.

Support for each of the various funding options for bicycle and pedestrian improvements was similar across all four Council Districts. The longer a resident had lived in Wheat Ridge and the older a resident was, the less supportive they were for each of the three funding options for bicycle and pedestrian improvements. Renters and those living in attached housing units were more supportive of a property tax increase or a dedicated monthly fee for bicycle and pedestrian improvements (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 30: Support for or Opposition to Funding Options for Bicycle and Pedestrian Improvements



Environmental Initiatives

Residents were supportive of improving recycling in their community. About half strongly supported implementing recycling drop-off centers (55%) and curbside recycling (53%) and another 22% to 27% somewhat supported these efforts. Eighty-eight percent said they were very or somewhat likely to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items.

Support for residential curbside recycling and recycling drop-off centers was similar across all Council Districts. Those who had lived in the City for more than 20 years, homeowners, those living in detached housing units and older residents (age 55 or older) were less likely to support the City implementing the various recycling initiatives (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Respondents from Council District 4 were less likely to participate in an annual event that places dumpsters in neighborhoods to discard unwanted items than were those in the other three districts. Females were more likely to participate in the potential program than were males. For more information, see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*.

Figure 31: Support for or Opposition to Recycling Programs

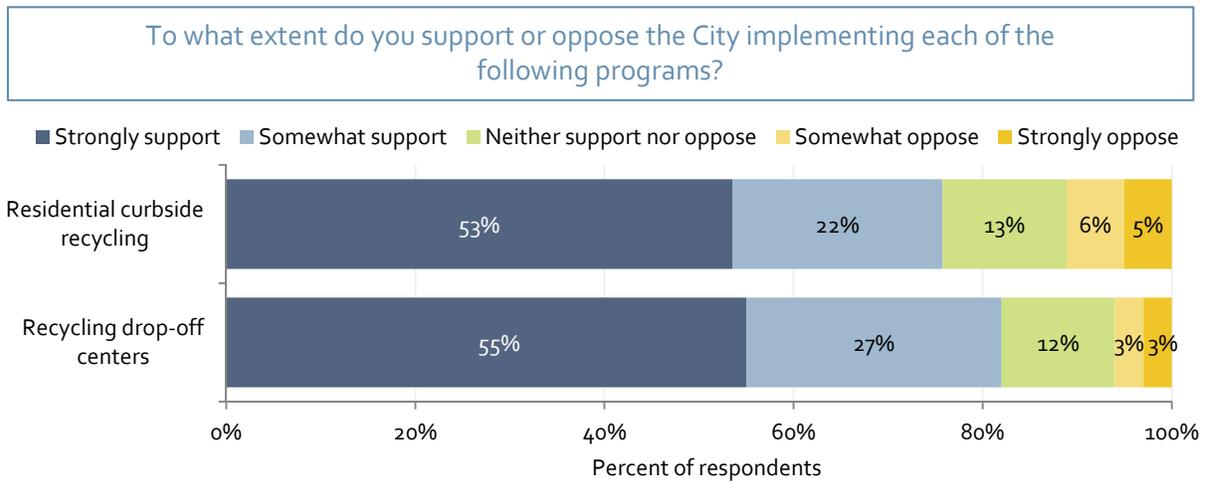
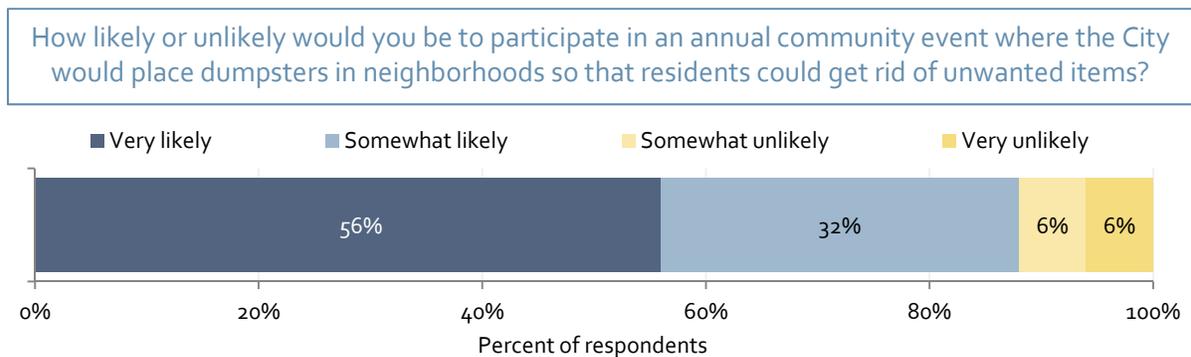


Figure 32: Likelihood of Participating in Annual Community Dumpster Event



Residents generally were supportive of a variety of potential City environmental initiatives. Recycling and encouraging community gardening were at the top of the list, with almost four in five respondents strongly or somewhat supporting the initiatives. Most programs had the support of at least 60% of respondents. The program with the strongest opposition (28%) was modifying the building code to require the use of energy efficient appliances (49% were in support).

Across all Council Districts, support for the various environmental initiatives was similar (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Generally, support for the different environmental initiatives tended to decrease with respondents' length of residency and age. Renters, those living in attached units and residents who were not White were more likely to support the City considering these environmental efforts.

Table 22: Support for or Opposition to Environmental Initiatives

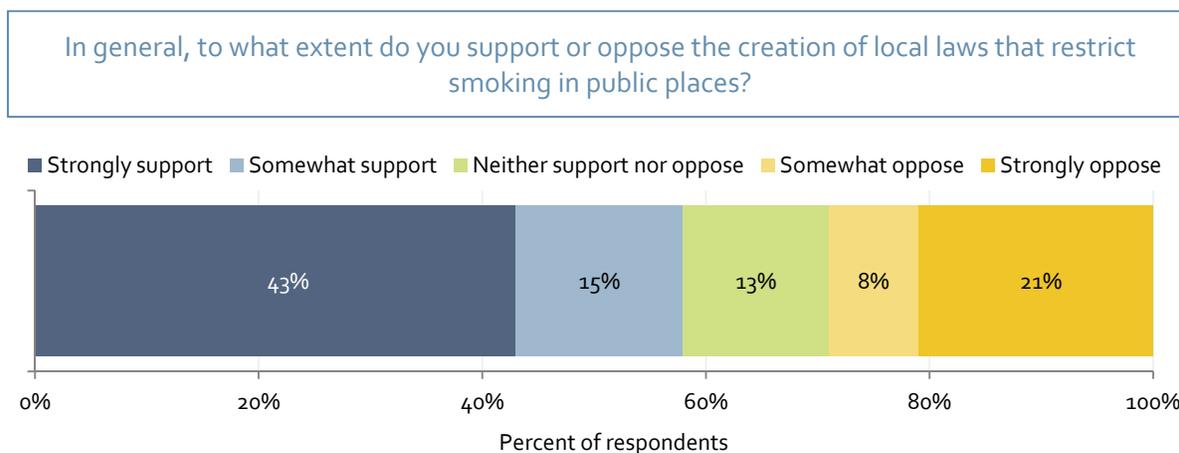
To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Increase recycling options for residents	49%	29%	11%	6%	5%	100%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	47%	30%	17%	3%	3%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	35%	36%	16%	6%	7%	100%
Create incentives for builders to build using environmentally friendly methods ("green") construction	34%	36%	17%	5%	7%	100%
Increase alternative transit options throughout the City	36%	33%	21%	5%	5%	100%
Increase environmental education and public awareness programs	34%	34%	23%	4%	6%	100%
Create incentives for increasing public transit ridership	33%	34%	22%	5%	6%	100%
Reduce the City government's carbon footprint	33%	32%	20%	8%	7%	100%
Reduce the community's carbon footprint	33%	32%	21%	8%	6%	100%
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods	28%	32%	20%	12%	8%	100%
Create a community-wide rebate program for residents who install solar panels	31%	29%	23%	7%	10%	100%
Modify the building code to require the use of energy efficient appliances	20%	29%	24%	14%	14%	100%

Smoking-related Laws

Forty-three percent of residents strongly supported the creation of local laws that restrict smoking in public places and 15% more would somewhat support it. Almost one-third of residents (29%) would oppose this.

No differences were observed by Council District in the level of support for the creation of local laws that restrict smoking in public places. Homeowners, those living in detached housing units and residents who were not White were more supportive of local laws that would restrict smoking in public (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 33: Support for or Opposition to Creation of Local Laws to Restrict Smoking in Public Places



Residents also were asked about how much they would support or oppose specific measures to address smoking related issues (see Table 23 on the following page). The strongest support was for requiring all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase (79% strongly or somewhat supported), requiring that a retail clerk who is selling tobacco must be 18 years of age or older (77%) and for prohibiting smoking in City playgrounds (62%). The least amount of support was for prohibiting smoking in City parks (48%), making all bars, including cigar bars, smoke-free (42%) and making tobacco businesses smoke-free (35%).

Residents in Council District 4 were more supportive of requiring that a retail clerk who is selling tobacco must be 18 years of age or older and less supportive of prohibiting smoking in City playgrounds and in City parks than were those in the other districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Those living in Council District 3 voiced more support for making outdoor public places, including playgrounds, parks or ball fields, smoke-free than those in Council Districts 1, 2 and 4.

Support for requiring retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol) and making all bars, including cigar bars, smoke-free decreased with respondents’ length of residency (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*). Generally, males age 18 to 34 and older females (age 55 or older) were more supportive of the changes to the smoking-related laws in Wheat Ridge than were older males (age 35 or older) and younger females (younger than 55). Residents who were not White voiced more support for the changes to the City’s smoking-related laws than did those who were White.

Table 23: Support for or Opposition to Changes in Wheat Ridge’s Smoking Related Local Law

To what extent do you support or oppose each of the following changes to Wheat Ridge’s smoking-related local law?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Require all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase	58%	21%	14%	2%	5%	100%
Require that a retail clerk who is selling tobacco must be 18 years of age or older	55%	22%	14%	3%	6%	100%
Prohibit smoking in city playgrounds	46%	16%	11%	8%	18%	100%
Require posted signs that describe the smoking-related local law	36%	19%	24%	8%	13%	100%
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	40%	15%	17%	13%	15%	100%
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds	37%	18%	16%	10%	20%	100%
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	35%	19%	21%	10%	16%	100%
Make outdoor seating/dining areas at restaurants and bars smoke-free.	42%	11%	14%	10%	23%	100%
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	37%	16%	14%	11%	22%	100%
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free	36%	16%	13%	11%	23%	100%
Make all small businesses, including those with 3 or fewer employees, smoke-free	36%	14%	17%	10%	24%	100%
Prohibit smoking in city parks	34%	14%	16%	11%	25%	100%
Make all bars, including cigar bars, smoke-free	30%	12%	16%	13%	29%	100%
Make tobacco businesses smoke-free	23%	12%	27%	14%	24%	100%

Appendix A: Survey Methodology

DEVELOPING THE QUESTIONNAIRE

General citizen surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and their assessment of City service delivery, the quality of life in the City and their use of City amenities. The survey instrument for the City of Wheat Ridge was developed through an iterative process between City and NRC staff. The process started with City of Wheat Ridge staff reviewing the 2008 iteration of the survey and creating lists of questions related to new issues in the City. New questions were created and all questions were prioritized and an optimal composition of topics and questions were selected. The survey draft was given to City Council for final approval. Through this iterative process a final seven-page questionnaire was created for 2012.

SELECTING MAIL SURVEY RECIPIENTS

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

A larger list than needed was sampled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the City’s boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within the City of Wheat Ridge and within the City’s Council Districts. All addresses determined to be outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a mailing list of 3,000 addresses and the Council District for each address was tracked to permit comparisons of the survey results. Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

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

MAIL SURVEY ADMINISTRATION AND RESPONSE

Each selected household was contacted three times. Households were first mailed a pre-notification announcement, informing the household members that they had been selected to participate in the Wheat Ridge survey. Approximately one week after mailing the pre-notification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. A postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC was provided. A second survey packet, scheduled to arrive one week after the first survey was the final contact. This second mailing packet asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey.

The mailings were sent in April 2012 and completed surveys were collected over the following six weeks. About 2% (73) of the 3,000 household surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,927 households, 954 completed the survey, providing a response rate of 33%. Average response rates for a mailed resident survey range from 25% to 40%. Because the Council District for each address was tracked, the table below provides the response rate by district.

	City overall	District 1	District 2	District 3	District 4
Number of surveys mailed	3,000	740	730	722	808
Undeliverable surveys	73	16	17	16	24
Households receiving a survey	2,927	724	713	706	784
Completed surveys	954	234	249	276	195
Response rate	33%	32%	35%	39%	25%

CONFIDENCE INTERVAL AND MARGIN OF ERROR

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval for the City of Wheat Ridge 2012 Citizen Survey is plus or minus three percentage points around any given percent reported for the entire sample (954 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as “excellent” or “good,” then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 67% and 77%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

SURVEY PROCESSING (DATA ENTRY)

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

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an

electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

WEIGHTING THE DATA

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. Several different weighting “schemes” are tested to ensure the best fit for the data.

The demographic characteristics of the survey sample were compared to those indicated in the 2010 Census and the 2005-2009 American Community Survey (ACS) estimates. Sample results were weighted using these population norms to reflect the appropriate representation of resident characteristics in the City overall. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own) and housing unit (attached or detached). 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 importance to the community of accurate demographic representation

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 (i.e., attached housing units) in all jurisdictions to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). What is not fully correct through oversampling is further corrected through weighting so that results reflect true community demographics as much as possible. The results of the weighting scheme are presented in the table on the following page.

Characteristic	2010 Census	Unweighted	Weighted
Own	55%	72%	56%
Rent	45%	28%	44%
Detached*	56%	69%	56%
Attached*	44%	31%	44%
White	88%	91%	88%
Not White	12%	9%	12%
Hispanic	17%	9%	11%
Not Hispanic	83%	91%	89%
Female	52%	63%	53%
Male	48%	37%	47%
Age 18-34	25%	9%	24%
Age 35-54	35%	26%	34%
Age 55 and over	40%	65%	41%
Female 18-34	12%	6%	12%
Female 35-54	17%	16%	17%
Female 55 and over	23%	41%	24%
Male 18-34	13%	4%	13%
Male 35-54	18%	10%	18%
Male 55 and over	17%	24%	17%
Ward 1†	25%	25%	23%
Ward 2†	24%	26%	25%
Ward 3†	24%	29%	25%
Ward 4†	27%	20%	26%

* American Community Survey 3-year estimates 2005-2009.

† Proportion of addresses in USPS sample

ANALYZING THE DATA

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and the percent positive (i.e., “excellent” or “good,” “strongly agree” or “somewhat agree,” “essential” or “very important”) are presented in the body of the report. On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Question 1						
Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Wheat Ridge as a place to live?	30%	57%	12%	1%	0%	100%
How do you rate your neighborhood as a place to live?	30%	46%	21%	2%	1%	100%
How do you rate Wheat Ridge as a place to raise children?	19%	41%	16%	3%	21%	100%
How do you rate Wheat Ridge as a place to work?	9%	25%	15%	10%	41%	100%
How do you rate Wheat Ridge as a place to retire?	19%	36%	17%	6%	23%	100%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	11%	41%	37%	10%	1%	100%
How do you rate the overall quality of life in Wheat Ridge?	18%	60%	19%	2%	0%	100%

Question 2	
Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Percent of respondents
Improve a lot	11%
Improve slightly	43%
Stay the same	31%
Decline slightly	13%
Decline a lot	2%
Total	100%

Question 3 - Quality						
Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Excellent	Good	Fair	Poor	Don't know	Total
Snow removal	15%	50%	22%	10%	3%	100%
Street repair and maintenance	6%	48%	33%	10%	3%	100%
Street cleaning	9%	49%	27%	8%	6%	100%
Traffic enforcement	10%	52%	23%	5%	10%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	7%	37%	27%	18%	11%	100%
Animal control	11%	46%	17%	6%	20%	100%
Land use, planning and zoning	5%	28%	25%	15%	27%	100%
Building permits	3%	20%	15%	8%	54%	100%
Building inspections	5%	20%	13%	5%	57%	100%
Maintenance of existing city parks	20%	57%	17%	2%	5%	100%
Maintenance of open space and trails	19%	50%	18%	2%	12%	100%
Recreation programs	21%	44%	13%	2%	21%	100%
Recreation facilities	28%	46%	10%	2%	14%	100%
Community/public art	3%	24%	28%	12%	33%	100%
Services/programs for youth	6%	26%	14%	4%	51%	100%
Services/programs for seniors	13%	31%	11%	2%	43%	100%
Municipal court	5%	23%	11%	3%	58%	100%
Business expansion and recruitment programs	2%	17%	17%	17%	48%	100%
General police services	16%	49%	16%	4%	15%	100%
Police response time to emergency police calls (not code enforcement)	17%	32%	7%	2%	41%	100%
Police response time to non-emergency police calls (not code enforcement)	15%	33%	10%	4%	38%	100%
Crime prevention	10%	39%	19%	5%	27%	100%

Question 3 - Importance						
Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Snow removal	32%	51%	16%	1%	0%	100%
Street repair and maintenance	29%	59%	11%	0%	1%	100%
Street cleaning	11%	41%	42%	5%	1%	100%
Traffic enforcement	22%	49%	24%	3%	2%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	44%	29%	5%	1%	100%
Animal control	15%	42%	36%	3%	4%	100%
Land use, planning and zoning	22%	48%	16%	2%	12%	100%
Building permits	13%	40%	21%	4%	24%	100%
Building inspections	17%	38%	20%	2%	23%	100%
Maintenance of existing city parks	24%	58%	14%	0%	3%	100%
Maintenance of open space and trails	25%	52%	19%	0%	5%	100%
Recreation programs	18%	49%	23%	3%	7%	100%
Recreation facilities	20%	50%	23%	2%	5%	100%
Community/public art	8%	31%	36%	13%	13%	100%
Services/programs for youth	20%	47%	15%	2%	15%	100%
Services/programs for seniors	18%	47%	18%	3%	13%	100%
Municipal court	23%	40%	17%	3%	18%	100%
Business expansion and recruitment programs	27%	39%	15%	4%	15%	100%
General police services	45%	44%	9%	0%	2%	100%
Police response time to emergency police calls (not code enforcement)	59%	31%	2%	0%	7%	100%
Police response time to non-emergency police calls (not code enforcement)	33%	50%	10%	0%	7%	100%
Crime prevention	55%	35%	6%	0%	4%	100%

Question 4	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent of respondents
Excellent	8%
Good	65%
Fair	22%
Poor	2%
Don't know	2%
Total	100%

Question 5						
Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Don't know	Total
Condition of city streets	5%	58%	31%	5%	1%	100%
Mass transit planning	4%	30%	22%	12%	32%	100%
Ease of car travel in the city	10%	56%	25%	6%	3%	100%
Ease of bus travel in the city	7%	30%	21%	6%	36%	100%
Ease of walking in the city	10%	37%	31%	16%	7%	100%
Ease of bicycle travel in Wheat Ridge	9%	30%	26%	14%	21%	100%
Traffic flow on major streets	6%	39%	39%	15%	2%	100%

Question 6						
Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	8%	46%	31%	8%	7%	100%
Openness and acceptance of the community toward people of diverse backgrounds	7%	42%	23%	5%	23%	100%
Overall appearance of Wheat Ridge	7%	48%	37%	8%	1%	100%
Cleanliness of Wheat Ridge	9%	56%	28%	5%	1%	100%
Overall quality of new development in Wheat Ridge	5%	36%	28%	14%	17%	100%
Variety of housing options	6%	41%	30%	8%	15%	100%
Overall quality of business and service establishments in Wheat Ridge	5%	43%	35%	12%	5%	100%
Shopping opportunities	5%	31%	39%	24%	1%	100%
Opportunities to attend cultural activities	4%	23%	30%	23%	19%	100%
Recreational opportunities	14%	50%	22%	5%	10%	100%
Employment opportunities	1%	14%	24%	21%	39%	100%
Educational opportunities	3%	25%	28%	11%	34%	100%
Opportunities to participate in social events and activities	3%	32%	31%	11%	23%	100%
Opportunities to participate in religious or spiritual events and activities	8%	38%	18%	4%	31%	100%
Opportunities to volunteer	8%	33%	18%	4%	36%	100%
Opportunities to participate in civic matters	6%	32%	21%	6%	36%	100%
Availability of paths and walking trails	19%	47%	20%	8%	6%	100%
Availability of affordable quality housing	6%	33%	27%	11%	23%	100%
Availability of affordable quality child care	3%	11%	11%	6%	70%	100%
Availability of affordable quality health care	9%	34%	17%	9%	31%	100%
Availability of affordable quality food	10%	45%	31%	10%	4%	100%
Availability of preventive health services	9%	34%	17%	9%	32%	100%
Air quality	8%	54%	29%	3%	6%	100%
Quality of overall natural environment in Wheat Ridge	13%	57%	25%	4%	3%	100%
Overall image or reputation of Wheat Ridge	10%	49%	28%	9%	3%	100%

Question 7						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wheat Ridge recreation centers	39%	20%	19%	8%	15%	100%
Participated in a recreation program or activity	56%	20%	10%	6%	8%	100%
Used a city park or trail	15%	15%	25%	15%	29%	100%
Used a city bike/pedestrian path	25%	14%	20%	15%	26%	100%
Attended a meeting of local elected officials or other local public meeting	76%	16%	5%	1%	1%	100%
Watched a meeting of local elected officials on cable television	68%	17%	10%	3%	1%	100%
Participated in a senior program	82%	9%	4%	2%	3%	100%
Visited the Active Adult Center	74%	16%	5%	2%	3%	100%
Dined at a Wheat Ridge restaurant (other than fast food)	11%	19%	36%	20%	14%	100%
Used the Wheat Ridge library	48%	20%	17%	7%	8%	100%
Used A-line service to DIA	85%	9%	4%	1%	1%	100%
Rode an RTD bus	60%	13%	11%	5%	10%	100%

Question 8						
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Recommend living in Wheat Ridge to someone who asks	46%	41%	7%	3%	2%	100%
Remain in Wheat Ridge for the next five years	59%	27%	6%	6%	2%	100%

Question 9					
Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
City's comprehensive plan	3%	30%	23%	43%	100%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	7%	37%	20%	36%	100%
Parks and Recreation Master Plan	2%	24%	27%	47%	100%

Question 10							
To what extent do you support or oppose the overall direction provided in the City's long range planning documents?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
City's comprehensive plan	8%	19%	17%	4%	1%	51%	100%
Sub-area planning	11%	17%	16%	6%	2%	48%	100%
Parks and Recreation Master Plan	11%	19%	15%	1%	1%	53%	100%

Question 11							
To what extent would you support or oppose each of the following types of development around future transit areas:	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Retail	50%	28%	11%	2%	2%	7%	100%
Office space	31%	28%	23%	7%	2%	9%	100%
Housing	33%	27%	19%	8%	6%	8%	100%

Question 12	
How would you rate the overall performance of the Wheat Ridge city government?	Percent of respondents
Excellent	5%
Good	45%
Fair	21%
Poor	7%
Don't know	21%
Total	100%

Question 13						
Please rate the following aspects of Wheat Ridge government performance.	Excellent	Good	Fair	Poor	Don't know	Total
The extent to which City elected officials act in the best interest of the community at large	6%	34%	20%	7%	32%	100%
The quality of work performed by City of Wheat Ridge employees	8%	45%	17%	4%	26%	100%
The value of services for the taxes paid to Wheat Ridge	7%	34%	27%	9%	23%	100%
The overall direction the City of Wheat Ridge is taking	8%	35%	24%	10%	24%	100%
The job the City does at informing residents on major issues within Wheat Ridge	8%	31%	24%	18%	19%	100%
The job Wheat Ridge government does at welcoming citizen involvement	6%	28%	23%	12%	31%	100%

Question 14	
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?	Percent of respondents
Yes	35%
No	65%
Total	100%

Question 15						
What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)*	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	35%	50%	11%	3%	0%	100%
Responsiveness	41%	39%	13%	6%	1%	100%
Courtesy	44%	41%	9%	5%	1%	100%
Making you feel valued	35%	38%	13%	11%	3%	100%
Overall impression	38%	40%	13%	8%	0%	100%

*Asked only of those who had contact with a City employee in the last 12 months.

Question 16							
Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Parks and playgrounds	40%	42%	7%	3%	0%	7%	100%
Recreation centers.	50%	22%	5%	1%	0%	21%	100%
In your neighborhood	43%	42%	7%	6%	1%	1%	100%
In your home	60%	32%	4%	2%	1%	1%	100%
On the trail system	24%	40%	11%	9%	1%	15%	100%
Retail/commercial areas	35%	46%	11%	5%	1%	3%	100%

Question 17							
Please rate the following statements by circling the number which best represents your opinion. The city should...	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
Promote efforts to revitalize the city's housing areas	35%	38%	16%	2%	3%	7%	100%
Promote efforts to revitalize the city's business areas	48%	33%	11%	1%	1%	5%	100%
Strengthen Wheat Ridge's community image and identity	40%	33%	19%	1%	1%	5%	100%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	54%	30%	8%	3%	1%	5%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	55%	29%	7%	3%	2%	4%	100%

Question 18							
For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know	Total
Grocery shopping	2%	10%	6%	14%	68%	0%	100%
Health services	20%	17%	16%	21%	24%	2%	100%
Meals and entertainment	4%	13%	20%	33%	28%	1%	100%
Household items	6%	18%	17%	26%	32%	1%	100%
Computers and electronics	42%	26%	13%	10%	5%	4%	100%
General retail (shoes, beauticians, clothing, etc.)	15%	22%	21%	27%	14%	1%	100%

Question 19	
When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	Percent of respondents*
Don't shop outside of Wheat Ridge	5%
It is convenient; on my way to or from work or near my home	39%
I like the range of quality goods and services	43%
Desired item is not available in Wheat Ridge	67%
It is more affordable	21%
Visit a mall or other major retailers	55%
Other	16%
Total	100%
*Total may exceed 100% as respondents could select more than one answer.	

Question 20	
To what extent do you agree or disagree that 38th Avenue between Sheridan and Wadsworth is the City's main street or downtown area?	Percent of respondents
Strongly agree	26%
Somewhat agree	30%
Neither agree nor disagree	18%
Somewhat disagree	12%
Strongly disagree	9%
Don't know	5%
Total	100%

Question 21	
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	Percent of respondents
Every day	3%
Several times a week	23%
Once a week	15%
1-3 times a month	35%
Never	24%
Total	100%

Question 22	
To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter and managing these restrictions through the City Land Use Code?	Percent of respondents
Strongly support	11%
Somewhat support	22%
Neither support nor oppose	19%
Somewhat oppose	14%
Strongly oppose	17%
Don't know	16%
Total	100%

Question 23							
To what extent do you support or oppose relaxing the following restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Building height restrictions	18%	27%	19%	13%	12%	11%	100%
Residential density restrictions	17%	25%	19%	13%	15%	12%	100%

Question 24							
To what extent do you support or oppose the City implementing each of the following programs?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Residential curbside recycling	53%	22%	13%	6%	5%	0%	100%
Recycling drop-off centers	55%	27%	12%	3%	3%	0%	100%

Question 25	
How likely or unlikely would you be to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items?	Percent of respondents
Very likely	54%
Somewhat likely	31%
Somewhat unlikely	6%
Very unlikely	6%
Don't know	3%
Total	100%

Question 26							
To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Increase recycling options for residents	48%	28%	11%	6%	4%	2%	100%
Reduce the City government's carbon footprint	28%	28%	18%	7%	6%	13%	100%
Reduce the community's carbon footprint	29%	28%	18%	7%	6%	13%	100%
Increase alternative transit options throughout the City	33%	30%	20%	5%	5%	7%	100%
Create incentives for increasing public transit ridership	31%	31%	21%	5%	6%	6%	100%
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods	27%	31%	19%	12%	8%	4%	100%
Create a community-wide rebate program for residents who install solar panels	30%	28%	22%	6%	9%	5%	100%
Modify the building code to require the use of energy efficient appliances	19%	27%	23%	13%	13%	4%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	34%	35%	16%	5%	7%	3%	100%
Create incentives for builders to build using environmentally friendly methods ("green") construction	33%	35%	16%	5%	7%	4%	100%
Increase environmental education and public awareness programs	33%	33%	22%	4%	5%	3%	100%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	46%	30%	17%	3%	3%	2%	100%

Question 27	
How important to you, if at all, is it that the City monitor multi-family rental housing through inspections of properties to ensure properties are being adequately maintained and up to City codes?	Percent of respondents
Essential	28%
Very important	36%
Somewhat important	24%
Not at all important	8%
Don't know	4%
Total	100%

Question 28	
To what extent would you support or oppose the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections?	Percent of respondents
Strongly support	37%
Somewhat support	32%
Neither support nor oppose	15%
Somewhat oppose	5%
Strongly oppose	7%
Don't know	3%
Total	100%

Question 29							
Currently, the City has a budget shortfall and cannot fund the following services and improvements. To what extent do you support or oppose creating a dedicated funding source for each service or improvement?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement	29%	44%	19%	5%	3%	0%	100%
Street improvements such as major reconstruction projects and widening roads	19%	36%	26%	13%	5%	0%	100%
Storm water and drainage improvements	25%	38%	27%	6%	4%	0%	100%

Question 30							
To what extent do you support or oppose each of the following funding options for street maintenance, street improvements and storm water and drainage improvements?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
A property tax increase	8%	26%	17%	17%	29%	4%	100%
A sales tax increase	12%	28%	15%	16%	24%	4%	100%
A dedicated monthly fee	2%	10%	16%	18%	47%	8%	100%

Question 31							
To what extent do you support or oppose each of the following funding options for bicycle and pedestrian improvements that would include connecting trails and sidewalks throughout the city?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
A property tax increase	11%	19%	24%	23%	24%	0%	100%
A sales tax increase	13%	23%	21%	22%	20%	0%	100%
A monthly fee dedicated to help fund the connection of trails and sidewalks	6%	12%	22%	25%	34%	0%	100%

Question 32	
In general, to what extent do you support or oppose the creation of local laws that restrict smoking in public places?	Percent of respondents
Strongly support	43%
Somewhat support	15%
Neither support nor oppose	12%
Somewhat oppose	8%
Strongly oppose	21%
Don't know	1%
Total	100%

Question 33							
To what extent do you support or oppose each of the following changes to Wheat Ridge’s smoking-related local law?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don’t know	Total
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	33%	18%	20%	9%	15%	4%	100%
Make tobacco businesses smoke-free	22%	11%	25%	14%	22%	6%	100%
Make all bars, including cigar bars, smoke-free	29%	11%	15%	13%	28%	4%	100%
Make all small businesses, including those with 3 or fewer employees, smoke-free	34%	14%	16%	10%	23%	3%	100%
Require posted signs that describe the smoking-related local law	35%	19%	24%	8%	13%	2%	100%
Require that a retail clerk who is selling tobacco must be 18 years of age or older	54%	21%	13%	3%	6%	2%	100%
Require all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase	57%	21%	14%	2%	5%	2%	100%
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	40%	15%	16%	13%	14%	2%	100%
Make outdoor seating/dining areas at restaurants and bars smoke-free.	41%	11%	13%	10%	23%	2%	100%
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free	36%	16%	13%	11%	22%	2%	100%
Prohibit smoking in city playgrounds	45%	16%	11%	8%	18%	2%	100%
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds	36%	17%	15%	10%	20%	2%	100%
Prohibit smoking in city parks	33%	14%	15%	11%	24%	2%	100%
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	36%	15%	14%	11%	22%	2%	100%

Question 34						
In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
City Quarterly 'Connections' Newsletter	33%	22%	36%	4%	4%	100%
Denver Post	40%	17%	17%	8%	18%	100%
Wheat Ridge Transcript	43%	20%	23%	7%	7%	100%
Neighborhood Gazette	40%	20%	30%	8%	3%	100%
Shop Wheat Ridge Online Business Directory	83%	9%	6%	1%	1%	100%
Radio news	67%	18%	6%	3%	5%	100%
Television news	43%	23%	15%	7%	13%	100%
WRTV8 (Government Access Channel)	70%	14%	11%	3%	2%	100%
City live/on-demand videostreaming	89%	7%	2%	1%	1%	100%
City's Web site: www.ci.wheatridge.co.us	60%	19%	17%	2%	2%	100%
Local YourHub.com	72%	12%	7%	3%	6%	100%
Word of mouth	22%	24%	29%	14%	11%	100%

Question D1	
About how long have you lived in Wheat Ridge?	Percent of respondents
Five years or less	40%
6 to 10 years	14%
11 to 15 years	12%
16 to 20 years	10%
More than 20 years	24%
Total	100%
<i>Average length of residency</i>	<i>14.3 years</i>

Question D2	
In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)	Percent of respondents
Arvada	7%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	23%
Englewood	1%
Golden	6%
Lakewood	9%
Littleton	1%
Louisville	0%
Northglenn	0%
Thornton	1%
Westminster	1%
Wheat Ridge	13%
Other	8%
Do not work (student, homemaker, retired, etc.)	28%
Total	100%

Question D3	
Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	56%
Condominium or townhouse	14%
Apartment	29%
Mobile home	0%
Total	100%

Question D4	
Do you live in senior housing such as an assisted-living or senior living community?	Percent of respondents
Yes	6%
No	94%
Total	100%

Question D5	
Do you own or rent your residence?	Percent of respondents
Own	56%
Rent	44%
Total	100%

Question D6	
How many people (including yourself) live in your household?	Percent of respondents
1	36%
2	36%
3	15%
4	9%
5	4%
6	1%
7	1%
8	0%
Total	100%
<i>Average number of household members</i>	2.1

Question D7	
How many of these household members are 17 or younger?	Percent of respondents
0	73%
1	14%
2	10%
3	2%
4	1%
5	0%
6	0%
Total	100%
<i>Average number of household members under 18 for households with at least one child under 18</i>	
	1.7

Question D8					
Please indicate the number of dogs and cats in your household. (Please write 0 if none.)	None	1	2	3 or more	Total
Dogs	66%	20%	12%	2%	100%
Cats	76%	14%	8%	2%	100%
Dogs and cats	50%	25%	18%	7%	100%
<i>Average number of dogs and cats per household out of all households</i>					<i>Average number</i>
Dogs					.5
Cats					.4
Dogs and cats					.9

Question D9	
What is the highest level of education you have completed?	Percent of respondents
0 to 11 Years	3%
High school graduate	16%
Some college, no degree	25%
Associate degree	8%
Bachelors degree	28%
Graduate or professional degree	19%
Total	100%

Question D10	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$15,000	11%
\$15,000 to \$24,999	14%
\$25,000 to \$34,999	12%
\$35,000 to \$49,999	13%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	11%
\$125,000 or more	8%
Total	100%

Question D11	
What is your age?	Percent of respondents
18-24	3%
25-34	21%
35-44	13%
45-54	22%
55-64	16%
65-74	12%
75+	13%
Total	100%

Question D12	
What is your race? (Please check all that apply.)	Percent of respondents*
White	91%
Black or African American	1%
Asian or Pacific Islander	2%
American Indian, Eskimo, or Aleut	3%
Other	7%
*Total may exceed 120% as respondents could select more than one answer.	

Question D13	
Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	11%
No	89%
Total	100%

Question D14	
What is your gender?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D15	
Did you vote in the last election?	Percent of respondents
Yes	81%
No	19%
Total	100%

Appendix C: Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA), we not only articulated the principles for quality survey methods, we pioneered both the idea of benchmark data for citizen opinion and the method for gathering benchmark data. We called it, "In Search of Standards," and argued for norms. "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

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. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

NRC's work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award in 1992 for research excellence from the Western Governmental Research Association.

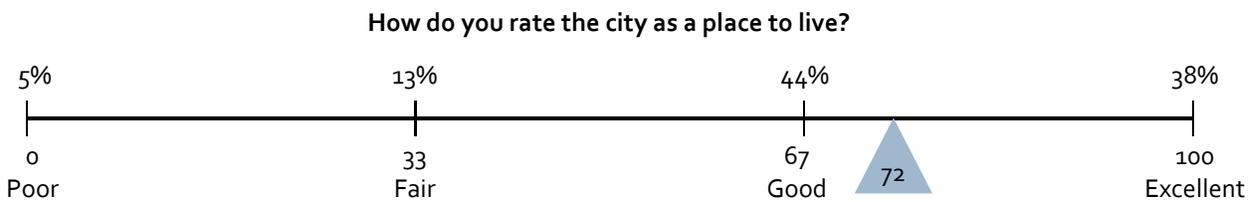
PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a four-point scale with 1 representing the best rating and 4 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. For Wheat Ridge's 2012 results, the 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus two points based on the entire survey sample.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, "excellent"=100, "good"=67, "fair"=33 and "poor"=0. If everyone reported "excellent," then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a "poor," the result would be 0 on the 100-point scale. If half the respondents gave a score of "excellent" and half gave a score of "poor," the average would be in the middle of the scale (like the center post of a teeter totter) between "fair" and "good." An example of how to convert survey frequencies into an average rating appears below.

Example of Converting Responses to the 100-point Scale

How do you rate the city as a place to live?						
Response option	Total with "don't know"	Step 1: Remove the percent of "don't know" responses	Total without "don't know"	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Excellent	36%	$=36 \div (100-5) =$	38%	100	$=38\% \times 100 =$	38
Good	42%	$=42 \div (100-5) =$	44%	67	$=44\% \times 67 =$	30
Fair	12%	$=12 \div (100-5) =$	13%	33	$=13\% \times 33 =$	4
Poor	5%	$=5 \div (100-5) =$	5%	0	$=5\% \times 0 =$	0
Don't know	5%		--			
Total	100%		100%			72



INTERPRETING THE RESULTS

Average ratings are compared when questions similar to those asked in the Wheat Ridge survey are included in NRC’s database, and there are at least five jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is Wheat Ridge’s rating on the 100-point scale. The second column is the rank assigned to Wheat Ridge’s rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the comparison of Wheat Ridge’s average rating (column one) to the benchmark.

Where comparisons for quality ratings were available, the City of Wheat Ridge’s results were 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, the percent residents reporting having had contact with a City employee.) 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 Wheat Ridge’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above,” “below,” “more” or “less” if the difference between Wheat Ridge’s rating and the benchmark is greater the margin of error; and “much above,” “much below,” “much more” or “much less” if the difference between Wheat Ridge’s rating and the benchmark is more than twice the margin of error.

Comparisons are provided at the national level and to other communities in Colorado’s Front Range.

National Benchmark Comparisons

Overall Community Quality Benchmarks				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
How do you rate Wheat Ridge as a place to live?	72	180	358	Similar
How do you rate your neighborhood as a place to live?	68	161	285	Similar
How do you rate Wheat Ridge as a place to raise children?	65	212	355	Below
How do you rate Wheat Ridge as a place to work?	53	174	317	Similar
How do you rate Wheat Ridge as a place to retire?	63	117	340	Much above
How would you rate the physical attractiveness of Wheat Ridge as a whole?	52	7	7	Much below
How do you rate the overall quality of life in Wheat Ridge?	65	251	425	Similar

Rating of Wheat Ridge Characteristics				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Sense of community	53	203	293	Much below
Openness and acceptance of the community toward people of diverse backgrounds	55	147	261	Similar
Overall appearance of Wheat Ridge	51	249	330	Much below
Cleanliness of Wheat Ridge	57	131	199	Much below
Overall quality of new development in Wheat Ridge	46	213	260	Much below
Variety of housing options	51	122	190	Below
Overall quality of business and service establishments in Wheat Ridge	48	152	185	Much below
Shopping opportunities	39	218	278	Much below
Opportunities to attend cultural activities	37	262	292	Much below
Recreational opportunities	60	128	288	Above
Employment opportunities	31	197	290	Much below
Educational opportunities	44	213	244	Much below
Opportunities to participate in social events and activities	45	166	188	Much below
Opportunities to participate in religious or spiritual events and activities	58	136	150	Much below
Opportunities to volunteer	57	159	190	Much below
Opportunities to participate in civic matters	53	130	191	Much below
Availability of paths and walking trails	60	75	196	Much above
Availability of affordable quality housing	49	3	8	Similar
Availability of affordable quality child care	44	111	229	Similar
Availability of affordable quality health care	54	69	234	Much above
Availability of affordable quality food	52	132	180	Much below
Availability of preventive health services	54	75	151	Similar
Air quality	57	146	228	Below
Quality of overall natural environment in Wheat Ridge	60	114	200	Below
Overall image or reputation of Wheat Ridge	54	208	307	Much below

Likelihood of Remaining in and Recommending Wheat Ridge				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Recommend living in Wheat Ridge to someone who asks	78	92	197	Above
Remain in Wheat Ridge for the next five years	81	67	196	Much above

Overall Quality of City Services				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	60	215	406	Similar

Quality of City Services				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Snow removal	57	119	263	Above
Street repair and maintenance	51	145	410	Much above
Street cleaning	54	174	288	Similar
Traffic enforcement	58	152	352	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	46	190	352	Similar
Animal control	59	104	314	Much above
Land use, planning and zoning	44	153	290	Similar
Building permits	48	14	24	Similar
Building inspections	53	7	31	Above
Maintenance of existing city parks	66	68	143	Similar
Maintenance of open space and trails	65	3	9	Much above
Recreation programs	69	90	318	Much above
Recreation facilities	72	38	259	Much above
Community/public art	43	16	18	Much below
Services/programs for youth	56	104	267	Above
Services/programs for seniors	65	68	289	Much above
Municipal court	58	75	183	Similar
General police services	63	279	405	Below
Crime prevention	58	181	334	Similar

Safety in Public Areas				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Parks and playgrounds	82	4	35	Much above
In your neighborhood	80	14	40	Much above
In your home	87	Not available	Not available	Not available

Participation in Wheat Ridge Activities				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Used Wheat Ridge recreation centers	61	55	199	Much more
Participated in a recreation program or activity	44	147	232	Less
Used a city park or trail	85	148	240	Similar
Attended a meeting of local elected officials or other local public meeting	24	141	242	Less
Watched a meeting of local elected officials on cable television	32	134	192	Much less
Used the Wheat Ridge library	52	207	211	Much less
Rode an RTD bus	40	31	173	Much more

Aspects of Transportation				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Condition of city streets	55	19	55	Much above
Ease of car travel in the city	58	119	281	Above
Ease of bus travel in the city	53	49	200	Much above
Ease of walking in the city	48	206	276	Much below
Ease of bicycle travel in Wheat Ridge	48	142	275	Similar
Traffic flow on major streets	45	142	264	Similar

Overall City Government Performance	
	Comparison to national benchmark
How would you rate the overall performance of the Wheat Ridge city government?	Much below

Public Trust				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
The extent to which City elected officials act in the best interest of the community at large	52	9	21	Above
The value of services for the taxes paid to Wheat Ridge	50	181	376	Similar
The overall direction the City of Wheat Ridge is taking	51	138	311	Similar
The job the City does at informing residents on major issues within Wheat Ridge	45	61	77	Much below
The job Wheat Ridge government does at welcoming citizen involvement	47	162	315	Similar

Contact with City Employee				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?	35	267	281	Much less

City Employee Characteristics				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Knowledge	73	124	319	Above
Responsiveness	72	98	314	Much above
Courtesy	75	31	79	Above
Making you feel valued	67	4	6	Similar
Overall impression	70	136	363	Above

Information Sources				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
City Quarterly 'Connections' Newsletter	67	138	175	Much less
City's Web site: www.ci.wheatridge.co.us	40	176	184	Much less

Voted last election				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to national benchmark
Did you vote in the last election?	81	59	244	Much more

Jurisdictions Included in National Benchmark Comparisons

Abilene, KS	6,844	Borough of Ebensburg, PA....	3,351	Clive, IA	NA
Airway Heights, WA	6,114	Botetourt County, VA	33,148	Cococino County, AZ	134,421
Alamogordo, NM	30,403	Boulder County, CO	294,567	Colleyville, TX	22,807
Albany, GA.....	77,434	Boulder, CO	97,385	Collier County, FL	321,520
Albany, OR	50,158	Bowling Green, KY.....	58,067	Collinsville, IL.....	25,579
Albemarle County, VA	98,970	Bozeman, MT	37,280	Colorado Springs, CO	416,427
Albert Lea, MN	18,016	Branson, MO.....	10,520	Columbus, WI	4,991
Alpharetta, GA.....	57,551	Brea, CA	39,282	Commerce City, CO	45,913
Ames, IA	58,965	Breckenridge, CO.....	4,540	Concord, CA	122,067
Andover, MA.....	8,762	Brevard County, FL	543,376	Concord, MA.....	NA
Ankeny, IA	45,582	Brisbane, CA	4,282	Concord, NC	79,066
Ann Arbor, MI	113,934	Broken Arrow, OK.....	98,850	Conyers, GA.....	15,195
Annapolis, MD	38,394	Brookline, NH	NA	Cookeville, TN	30,435
Apple Valley, CA	69,135	Brownsburg, IN.....	21,285	Cooper City, FL	28,547
Arapahoe County, CO	572,003	Bryan, TX.....	76,201	Coral Springs, FL.....	121,096
Archuleta County, CO	12,084	Burlingame, CA.....	28,806	Coronado, CA	18,912
Arkansas City, KS.....	12,415	Burlington, MA	24,498	Corpus Christi, TX.....	305,215
Arlington County, VA.....	207,627	Cabarrus County, NC	178,011	Corvallis, OR.....	54,462
Arvada, CO	106,433	Calgary, Canada.....	NA	Coventry, CT.....	2,990
Asheville, NC.....	83,393	Cambridge, MA.....	105,162	Craig, CO	9,464
Ashland, OR.....	20,078	Canandaigua, NY	10,545	Cranberry Township, PA	NA
Ashland, VA	7,225	Cape Coral, FL.....	154,305	Crested Butte, CO.....	1,487
Aspen, CO.....	6,658	Cape Girardeau, MO	NA	Crystal Lake, IL	40,743
Auburn, AL	53,380	Carlsbad, CA	105,328	Cumberland County, PA ...	235,406
Auburn, WA	70,180	Carson City, NV.....	55,274	Cupertino, CA	58,302
Aurora, CO.....	325,078	Cartersville, GA.....	19,731	Dakota County, MN	398,552
Austin, TX.....	790,390	Carver County, MN	91,042	Dallas, TX	1,197,816
Avondale, AZ.....	76,238	Cary, NC	135,234	Dania Beach, FL.....	NA
Baltimore County, MD	805,029	Casa Grande, AZ.....	48,571	Davenport, IA	99,685
Baltimore, MD	620,961	Casper, WY	55,316	Davidson, NC.....	10,944
Barnstable, MA	45,193	Castle Pines, CO	10,360	Daviess County, KY.....	96,656
Batavia, IL.....	26,045	Cedar Creek, NE.....	390	Davis, CA	65,622
Battle Creek, MI	52,347	Cedar Falls, IA.....	39,260	Daytona Beach, FL.....	61,005
Bedford, MA	NA	Cedar Rapids, IA	126,326	De Pere, WI.....	23,800
Beekman, NY.....	NA	Centennial, CO	100,377	Decatur, GA.....	19,335
Belleair Beach, FL	1,560	Centralia, IL	13,032	DeKalb, IL.....	43,862
Bellevue, WA	122,363	Chambersburg, PA.....	20,268	Del Mar, CA	4,161
Bellingham, WA	80,885	Chandler, AZ.....	236,123	Delaware, OH	34,753
Beltrami County, MN	44,442	Chanhassen, MN.....	22,952	Delray Beach, FL.....	60,522
Benbrook, TX.....	21,234	Charlotte County, FL.....	159,978	Denton, TX	113,383
Bend, OR	76,639	Charlotte, NC.....	731,424	Denver Public Library, CO	NA
Benicia, CA	26,997	Chesapeake, VA.....	222,209	Denver, CO	600,158
Bettendorf, IA.....	NA	Chesterfield County, VA....	316,236	Des Moines, IA.....	203,433
Billings, MT	104,170	Cheyenne, WY	59,466	Destin, FL	12,305
Blacksburg, VA	42,620	Chittenden County, VT	156,545	Dewey-Humboldt, AZ.....	3,894
Bloomfield, NM.....	8,112	Chula Vista, CA	243,916	District of Saanich,	
Bloomington, IL	76,610	Clark County, WA	425,363	Victoria, Canada.....	NA
Blue Ash, OH.....	12,114	Clay County, MO.....	221,939	Dorchester County, MD	32,618
Blue Earth, MN	3,353	Clayton, MO	15,939	Dover, DE	36,047
Blue Springs, MO	52,575	Clear Creek County, CO	9,088	Dover, NH.....	29,987
Boise, ID	205,671	Clearwater, FL	107,685	Dublin, CA	46,036

Dublin, OH	41,751	Grand Island, NE	48,520	Kirkland, WA	48,787
Duluth, MN	86,265	Grand Prairie, TX	175,396	Kissimmee, FL	59,682
Duncanville, TX	38,524	Greeley, CO	92,889	Kitsap County, WA	251,133
Durango, CO	16,887	Green Valley, AZ	21,391	Kutztown Borough, PA	5,012
East Providence, RI	47,037	Greenwood Village, CO	13,925	La Mesa, CA	57,065
Eau Claire, WI	65,883	Greer, SC	25,515	La Plata, MD	8,753
Edmond, OK	81,405	Guelph, Ontario, Canada	NA	La Porte, TX	33,800
Edmonton, Canada	NA	Gulf Shores, AL	9,741	La Vista, NE	15,758
El Cerrito, CA	23,549	Gunnison County, CO	15,324	Laguna Beach, CA	22,723
El Paso, TX	649,121	Gurnee, IL	31,295	Lakewood, CO	142,980
Elk Grove, CA	153,015	Hamilton, OH	62,477	Lane County, OR	351,715
Ellisville, MO	9,133	Hampton, VA	137,436	Laramie, WY	30,816
Elmhurst, IL	44,121	Hanover County, VA	99,863	Larimer County, CO	299,630
Englewood, CO	30,255	Harrisonville, MO	10,019	Lawrence, KS	87,643
Ephrata Borough, PA	13,394	Hartford, CT	124,775	League City, TX	83,560
Escambia County, FL	297,619	Henderson, NV	257,729	Lebanon, NH	13,151
Escanaba, MI	12,616	Hermiston, OR	16,745	Lebanon, OH	20,033
Estes Park, CO	5,858	Herndon, VA	23,292	Lee County, FL	618,754
Eugene, OR	156,185	High Point, NC	104,371	Lee's Summit, MO	91,364
Eustis, FL	18,558	Highland Park, IL	29,763	Lexington, VA	7,042
Evanston, IL	74,486	Highlands Ranch, CO	96,713	Liberty, MO	29,149
Fairway, KS	3,882	Hillsborough		Lincolnwood, IL	12,590
Farmington Hills, MI	79,740	County, FL	1,229,226	Little Rock, AR	193,524
Farmington, NM	45,877	Hillsborough, NC	6,087	Livermore, CA	80,968
Farmington, UT	18,275	Honolulu, HI	953,207	Lodi, CA	62,134
Fayetteville, AR	73,580	Hopewell, VA	22,591	Lone Tree, CO	10,218
Federal Way, WA	89,306	Hoquiam, WA	8,726	Long Beach, CA	462,257
Fishers, IN	76,794	Hot Sulphur Springs, CO	663	Longmont, CO	86,270
Flagstaff, AZ	65,870	Houston, TX	2,099,451	Los Alamos County, NM	17,950
Florence, AZ	NA	Howell, MI	9,489	Louisville, CO	18,376
Flower Mound, TX	64,669	Hudson, CO	2,356	Lower Providence	
Flushing, MI	8,389	Hudson, OH	22,262	Township, PA	NA
Forest Grove, OR	21,083	Hurst, TX	37,337	Lyme, NH	NA
Fort Collins, CO	143,986	Hutchinson, MN	14,178	Lynchburg, VA	75,568
Fort Worth, TX	741,206	Hutto, TX	14,698	Lynnwood, WA	35,836
Fredericksburg, VA	24,286	Indian Trail, NC	33,518	Lynwood, CA	69,772
Freeport, IL	25,638	Indianola, IA	14,782	Lyons, IL	10,729
Fridley, MN	27,208	Irving, TX	216,290	Madison, WI	233,209
Fruita, CO	12,646	Jackson County, MI	160,248	Maple Grove, MN	61,567
Gainesville, FL	124,354	Jackson County, OR	203,206	Maple Valley, WA	22,684
Gaithersburg, MD	59,933	James City County, VA	67,009	Marana, AZ	34,961
Galt, CA	23,647	Jefferson City, MO	43,079	Maricopa County, AZ	3,817,117
Garden City, KS	26,658	Jefferson County, CO	534,543	Marion, IA	33,309
Gardner, KS	19,123	Jerome, ID	10,890	Maryland Heights, MO	27,472
Geneva, NY	13,261	Johnson County, KS	544,179	Maryville, MO	11,972
Georgetown, CO	1,034	Joplin, MO	50,150	Mayer, MN	1,749
Georgetown, TX	47,400	Jupiter, FL	55,156	McAllen, TX	129,877
Gig Harbor, WA	7,126	Kalamazoo, MI	74,262	McDonough, GA	22,084
Gilbert, AZ	208,453	Kamloops, Canada	NA	McKinney, TX	131,117
Gillette, WY	29,087	Kannapolis, NC	42,625	McMinnville, OR	32,187
Gladstone, MI	4,973	Keizer, OR	36,478	Mecklenburg County, NC	919,628
Goodyear, AZ	65,275	Kelowna, Canada	NA	Medford, OR	74,907
Grand County, CO	14,843	Kettering, OH	56,163	Medina, MN	4,892

Menlo Park, CA	32,026	Ocala, FL	56,315	Provo, UT	112,488
Meridian Charter Township, MI	NA	Ocean City, MD	7,102	Pueblo, CO	106,595
Meridian, ID	75,092	Ogdensburg, NY	11,128	Purcellville, VA	7,727
Merriam, KS	11,003	Oklahoma City, OK	579,999	Queen Creek, AZ	26,361
Merrill, WI	9,661	Olathe, KS	125,872	Radford, VA	16,408
Mesa County, CO	146,723	Oldsmar, FL	13,591	Rancho Cordova, CA	64,776
Mesa, AZ	439,041	Olmsted County, MN	144,248	Rapid City, SD	67,956
Miami Beach, FL	87,779	Olympia, WA	46,478	Raymore, MO	19,206
Midland, MI	41,863	Orange Village, OH	3,323	Redmond, WA	54,144
Milton, GA	32,661	Orland Park, IL	56,767	Rehoboth Beach, DE	1,327
Minneapolis, MN	382,578	Oshkosh, WI	66,083	Reno, NV	225,221
Mission Viejo, CA	93,305	Ottawa County, MI	263,801	Renton, WA	90,927
Mission, KS	9,323	Overland Park, KS	173,372	Richmond Heights, MO	8,603
Missoula, MT	66,788	Oviedo, FL	33,342	Richmond, CA	103,701
Montgomery County, MD ..	971,777	Palatine, IL	68,557	Rio Rancho, NM	87,521
Montgomery County, VA ..	94,392	Palm Bay, FL	103,190	Riverdale, UT	8,426
Montpelier, VT	7,855	Palm Beach County, FL ..	1,320,134	Riverside, IL	8,875
Montrose, CO	19,132	Palm Beach Gardens, FL ..	48,452	Riverside, MO	2,937
Mooresville, NC	32,711	Palm Coast, FL	75,180	Roanoke, VA	97,032
Morgantown, WV	29,660	Palm Springs, CA	44,552	Rochester, MI	12,711
Morristown, TN	29,137	Palo Alto, CA	64,403	Rock Hill, SC	66,154
Moscow, ID	23,800	Panama City, FL	36,484	Rockford Park District, IL ..	NA
Mountain View, CA	74,066	Papillion, NE	18,894	Rockville, MD	61,209
Mountlake Terrace, WA ..	19,909	Park City, UT	7,558	Roeland Park, KS	6,731
Multnomah County, OR ..	735,334	Park Ridge, IL	37,480	Rolla, MO	19,559
Munster, IN	23,603	Parker, CO	45,297	Roswell, GA	88,346
Muscataine, IA	22,886	Pasadena, TX	149,043	Round Rock, TX	99,887
Naperville, IL	141,853	Pasco County, FL	464,697	Rowlett, TX	56,199
Nashville, TN	601,222	Pasco, WA	59,781	Saco, ME	18,482
Needham, MA	28,886	Peachtree City, GA	34,364	Salida, CO	5,236
New Orleans, LA	343,829	Peoria County, IL	186,494	Salina, KS	47,707
New York City, NY	8,175,133	Peoria, AZ	154,065	Salt Lake City, UT	186,440
Newport Beach, CA	85,186	Peters Township, PA	NA	San Diego, CA	1,307,402
Newport News, VA	180,719	Petoskey, MI	5,670	San Francisco, CA	805,235
Newport, RI	24,672	Philadelphia, PA	1,526,006	San Jose, CA	945,942
Noblesville, IN	51,969	Phoenix, AZ	1,445,632	San Juan County, NM	130,044
Normal, IL	52,497	Pinal County, AZ	375,770	San Luis Obispo County, CA ..	269,637
Norman, OK	110,925	Pinellas County, FL	916,542	San Marcos, TX	44,894
North Branch, MN	10,125	Pinellas Park, FL	49,079	San Rafael, CA	57,713
North Las Vegas, NV	216,961	Piqua, OH	20,522	Sandusky, OH	25,793
North Palm Beach, FL	12,015	Pitkin County, CO	17,148	Sandy Springs, GA	93,853
Northern Tier Coalition Community Survey, PA	NA	Plano, TX	259,841	Sandy, UT	87,461
Northglenn, CO	35,789	Platte City, MO	4,691	Sanford, FL	53,570
Novi, MI	55,224	Pocatello, ID	54,255	Santa Barbara County, CA ..	423,895
O'Fallon, IL	28,281	Port Huron, MI	30,184	Santa Monica, CA	89,736
O'Fallon, MO	79,329	Port Orange, FL	56,048	Sarasota, FL	51,917
Oak Park, IL	51,878	Port St. Lucie, FL	164,603	Sault Sainte Marie, MI	14,144
Oak Ridge, TN	29,330	Portland, OR	583,776	Savannah, GA	136,286
Oakland Park, FL	41,363	Post Falls, ID	27,574	Scarborough, ME	4,403
Oakland Township, MI	NA	Poway, CA	47,811	Scott County, MN	129,928
Oakville, Canada	NA	Prescott Valley, AZ	38,822	Scottsdale, AZ	217,385
		Prince William County, VA	402,002		

Seaside, CA.....	33,025	Sunnyvale, CA.....	140,081	Washoe County, NV.....	421,407
SeaTac, WA.....	26,909	Surprise, AZ.....	117,517	Watauga, TX.....	23,497
Sedona, AZ.....	10,031	Suwanee, GA.....	15,355	Wausau, WI.....	39,106
Seminole, FL.....	17,233	Tacoma Public Works, WA.....	NA	Wentzville, MO.....	29,070
Shenandoah, TX.....	2,134	Tacoma, WA.....	198,397	West Des Moines, IA.....	56,609
Sherman, IL.....	4,148	Takoma Park, MD.....	16,715	West Richland, WA.....	11,811
Shorewood, IL.....	15,615	Tallahassee, FL.....	181,376	Western Eagle County Metro Recreation	
Shorewood, MN.....	7,307	Temecula, CA.....	100,097	District, CO.....	NA
Shrewsbury, MA.....	NA	Tempe, AZ.....	161,719	Westlake, TX.....	992
Sioux Falls, SD.....	153,888	Temple, TX.....	66,102	Westminster, CO.....	106,114
Skokie, IL.....	64,784	Teton County, WY.....	21,294	White House, TN.....	10,255
Smyrna, GA.....	51,271	The Colony, TX.....	36,328	Whitehorse, Canada.....	NA
Snellville, GA.....	18,242	Thornton, CO.....	118,772	Whitewater Township, MI.....	NA
Snoqualmie, WA.....	10,670	Thousand Oaks, CA.....	126,683	Wichita, KS.....	382,368
South Daytona, FL.....	12,252	Thunder Bay, Canada.....	NA	Williamsburg, VA.....	14,068
South Haven, MI.....	4,403	Titusville, FL.....	43,761	Wilmington, IL.....	5,724
South Lake Tahoe, CA.....	21,403	Tomball, TX.....	10,753	Wilmington, NC.....	106,476
South Portland, ME.....	25,002	Tualatin, OR.....	26,054	Wilsonville, OR.....	NA
Southlake, TX.....	26,575	Tulsa, OK.....	391,906	Wind Point, WI.....	1,723
Sparks, NV.....	90,264	Tuskegee, AL.....	9,865	Windsor, CO.....	18,644
Spokane Valley, WA.....	89,755	Twin Falls, ID.....	44,125	Windsor, CT.....	NA
Spotsylvania County, VA... 122,397		Upper Arlington, OH.....	33,771	Winnipeg, Canada.....	NA
Springboro, OH.....	17,409	Upper Merion Township, PA.....	NA	Winston-Salem, NC.....	229,617
Springfield, OR.....	59,403	Urbandale, IA.....	39,463	Winter Garden, FL.....	34,568
Springville, UT.....	29,466	Valdez, AK.....	3,976	Winter Park, FL.....	27,852
St. Cloud, FL.....	35,183	Vancouver, WA.....	161,791	Woodbury, MN.....	61,961
St. Louis County, MN.....	200,226	Vestavia Hills, AL.....	34,033	Woodland, WA.....	5,509
Stafford County, VA.....	128,961	Victoria, Canada.....	NA	Woodridge, IL.....	32,971
Starkville, MS.....	23,888	Village of Howard City, MI....	1,808	Worcester, MA.....	181,045
State College, PA.....	42,034	Virginia Beach, VA.....	437,994	Yellowknife, Canada.....	NA
Steamboat Springs, CO.....	12,088	Visalia, CA.....	124,442	York County, VA.....	65,464
Sterling, CO.....	14,777	Volusia County, FL.....	494,593	Yuma County, AZ.....	195,751
Stillwater, OK.....	45,688	Wahpeton, ND.....	7,766	Yuma, AZ.....	93,064
Stockton, CA.....	291,707	Wake Forest, NC.....	30,117	Teton County, WY.....	21,294
Suamico, WI.....	NA	Walnut Creek, CA.....	64,173		
Sugar Grove, IL.....	8,997	Walton County, FL.....	55,043		
Sugar Land, TX.....	78,817	Washington City, UT.....	18,761		
Summit County, CO.....	27,994	Washington County, MN... 238,136			
Summit, NJ.....	21,457				

Front Range Benchmark Comparisons

Overall Community Quality Benchmarks				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
How do you rate Wheat Ridge as a place to live?	72	15	24	Below
How do you rate your neighborhood as a place to live?	68	13	22	Below
How do you rate Wheat Ridge as a place to raise children?	65	13	22	Much below
How do you rate Wheat Ridge as a place to work?	53	14	23	Below
How do you rate Wheat Ridge as a place to retire?	63	7	22	Above
How would you rate the physical attractiveness of Wheat Ridge as a whole?	52	Not available	Not available	Not available
How do you rate the overall quality of life in Wheat Ridge?	65	19	26	Much below

Rating of Wheat Ridge Characteristics				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Sense of community	53	14	18	Much below
Openness and acceptance of the community toward people of diverse backgrounds	55	11	16	Below
Overall appearance of Wheat Ridge	51	14	17	Much below
Cleanliness of Wheat Ridge	57	6	9	Much below
Overall quality of new development in Wheat Ridge	46	13	13	Much below
Variety of housing options	51	10	13	Below
Overall quality of business and service establishments in Wheat Ridge	48	11	11	Much below
Shopping opportunities	39	13	16	Much below
Opportunities to attend cultural activities	37	17	18	Much below
Recreational opportunities	60	11	18	Below
Employment opportunities	31	14	19	Much below
Educational opportunities	44	11	14	Much below
Opportunities to participate in social events and activities	45	10	11	Much below
Opportunities to participate in religious or spiritual events and activities	58	5	5	Much below
Opportunities to volunteer	57	10	14	Much below
Opportunities to participate in civic matters	53	8	12	Much below
Availability of paths and walking trails	60	9	13	Below
Availability of affordable quality housing	49	Not available	Not available	Not available
Availability of affordable quality child care	44	5	11	Similar
Availability of affordable quality health care	54	4	13	Similar
Availability of affordable quality food	52	6	7	Much below
Availability of preventive health services	54	4	8	Similar
Air quality	57	12	17	Much below
Quality of overall natural environment in Wheat Ridge	60	9	15	Much below
Overall image or reputation of Wheat Ridge	54	12	16	Much below

Likelihood of Remaining in and Recommending Wheat Ridge				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Recommend living in Wheat Ridge to someone who asks	78	6	13	Similar
Remain in Wheat Ridge for the next five years	81	5	13	Above

Overall Quality of City Services				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	60	17	23	Below

Quality of City Services				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Snow removal	57	7	24	Much above
Street repair and maintenance	51	7	24	Above
Street cleaning	54	13	18	Below
Traffic enforcement	58	10	23	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	46	14	24	Below
Animal control	59	6	18	Much above
Land use, planning and zoning	44	11	19	Below
Building permits	48	5	6	Much below
Building inspections	53	3	10	Similar
Maintenance of existing city parks	66	4	7	Below
Maintenance of open space and trails	65	Not available	Not available	Not available
Recreation programs	69	8	20	Similar
Recreation facilities	72	6	16	Much above
Community/public art	43	Not available	Not available	Not available
Services/programs for youth	56	6	13	Similar
Services/programs for seniors	65	4	16	Much above
Municipal court	58	7	19	Similar
General police services	63	16	22	Below
Crime prevention	58	9	18	Similar

Safety in Public Areas				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Parks and playgrounds	82	Not available	Not available	Not available
In your neighborhood	80	Not available	Not available	Not available
In your home	87	Not available	Not available	Not available

Participation in Wheat Ridge Activities				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Used Wheat Ridge recreation centers	61	5	8	Much less
Participated in a recreation program or activity	44	10	11	Much less
Used a city park or trail	85	10	10	Much less
Attended a meeting of local elected officials or other local public meeting	24	8	10	Much less
Watched a meeting of local elected officials on cable television	32	3	7	Similar
Used the Wheat Ridge library	52	8	8	Much less
Rode an RTD bus	40	4	8	More

Aspects of Transportation				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Condition of city streets	55	Not available	Not available	Not available
Ease of car travel in the city	58	8	20	Similar
Ease of bus travel in the city	53	6	16	Above
Ease of walking in the city	48	18	18	Much below
Ease of bicycle travel in Wheat Ridge	48	17	18	Much below
Traffic flow on major streets	45	9	13	Below

Overall City Government Performance	
	Comparison to Front Range benchmark
How would you rate the overall performance of the Wheat Ridge city government?	Much below

Public Trust				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
The extent to which City elected officials act in the best interest of the community at large	52	Not available	Not available	Not available
The value of services for the taxes paid to Wheat Ridge.	50	9	17	Similar
The overall direction the City of Wheat Ridge is taking	51	13	22	Similar
The job the City does at informing residents on major issues within Wheat Ridge	45	9	9	Much below
The job Wheat Ridge government does at welcoming citizen involvement	47	14	20	Below

Contact with City Employee				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?	35	14	16	Much less

City Employee Characteristics				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Knowledge	73	10	24	Similar
Responsiveness	72	6	20	Above
Courtesy	75	8	10	Much below
Making you feel valued	67	Not available	Not available	Not available
Overall impression	70	11	24	Similar

Information Sources				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
City Quarterly 'Connections' Newsletter	67	4	7	Much less
City's Web site: www.ci.wheatridge.co.us	40	10	10	Much less

Voted last election				
	Wheat Ridge average rating	Rank	Number of Jurisdictions for Comparison	Comparison to Front Range benchmark
Did you vote in the last election?	81	5	9	Similar

Jurisdictions Included in the Front Range Benchmark Comparisons

Arapahoe County, CO	572,003	Denver, CO	600,158	Longmont, CO	86,270
Arvada, CO	106,433	Englewood, CO	30,255	Louisville, CO	18,376
Aspen, CO	6,658	Estes Park, CO	5,858	Northglenn, CO	35,789
Aurora, CO	325,078	Fort Collins, CO	143,986	Parker, CO	45,297
Boulder County, CO	294,567	Greeley, CO	92,889	Thornton, CO	118,772
Boulder, CO	97,385	Highlands Ranch, CO	96,713	Westminster, CO	106,114
Castle Pines, CO	10,360	Jefferson County, CO	534,543	Wheat Ridge, CO	30,166
Centennial, CO	100,377	Lakewood, CO	142,980	Windsor, CO	18,644
Colorado Springs, CO	416,427	Larimer County, CO	299,630		
Denver Public Library, CO	NA	Lone Tree, CO	10,218		

Appendix D: Using the Key Driver Analysis

The key drivers derived for the City of Wheat Ridge provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the table below.

Table 24: 2012 City of Wheat Ridge Key Driver Analysis

	Key Driver	Comparison to national benchmark
Traffic enforcement	🔑	Similar
Land use, planning and zoning	🔑	Similar
Recreation facilities	🔑	Much above
General police services	🔑	Below
Code enforcement (junk vehicles, weed control, trash, outside storage)	🔑	Similar
Street cleaning	🔑	Similar
Snow removal		Above
Maintenance of existing city parks		Similar
Maintenance of open space and trails		Much above
Recreation programs		Much above
Animal control		Much above
Street repair and maintenance		Much above
Community/public art		Below
Services for seniors		Above
Services for youth		Above
Police response time to emergency calls		Not available
Police response time to non-emergency calls		Not available
Municipal court		Similar
Crime prevention		Similar
Building inspections		Above
Building permits		Similar
Business expansion and recruitment programs		Not available

Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Wheat Ridge, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services (define), there is stronger argument to make for attending to your key drivers that overlap with core services.

As the City reviews key drivers, not all drivers may resonate as likely links to residents’ perspectives about overall service quality. For example, in Wheat Ridge, general police services may be an obvious link to overall service delivery (and is a key driver from our national database and a core service), since it could be easy for staff to see how residents’ view of overall service delivery could be colored by how well they perceive police services to be delivered. But land use, planning and zoning could be a surprise. Before rejecting a key driver that does not pass the first test of conventional wisdom, consider whether residents’ opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of land use, planning and zoning, do Wheat Ridge residents have different expectations for the provision of these services than what the City currently provides? If, after deeper review, the “suspect” driver still does not square with your understanding of the services that could influence residents’ perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC’s national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

The following table lists Wheat Ridge’s key drivers, core services and the national key drivers, and we have indicated (in bold typeface and with the symbol “•”) the City of Wheat Ridge key drivers that overlap with core services or the nationally derived key services. Additionally, those services that neither are local nor national key drivers nor core services could be considered first for resource reductions.

Table 25: Key Drivers Compared

Service	Wheat Ridge Key Driver	National Key Driver	Core Service
Animal control			
Building inspections			
Building permits			
Business expansion and recruitment programs			
• Code enforcement	✓		✓
Community/public art			
Crime prevention			
• General police services	✓	✓	✓
• Land use, planning and zoning	✓	✓	
Maintenance of existing City parks			
Maintenance of open space and trails			
Municipal court			
Police response time to emergency calls			
Police response time to non-emergency calls			
Recreation facilities	✓		
Recreation programs			
Services for seniors			
Services for youth			
Snow removal			
Street cleaning	✓		
Street repair and maintenance			✓
Traffic enforcement	✓		

• Key driver overlaps with national and/or core service

Appendix E: Comparisons of Select Survey Results by Respondent Subgroups

The following appendix compares the key survey responses by geographic area of residence (Council District) and respondent demographic characteristics. 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.

GEOGRAPHIC SUBGROUP COMPARISONS

Table 26: Question 1 Compared by Council District

Circle the number that best represents your opinion:	Council District				
	1	2	3	4	Overall
How do you rate Wheat Ridge as a place to live?	86%	88%	89%	84%	87%
How do you rate your neighborhood as a place to live?	81%	78%	84%	65%	77%
How do you rate Wheat Ridge as a place to raise children?	75%	80%	80%	68%	76%
How do you rate Wheat Ridge as a place to work?	57%	54%	61%	61%	58%
How do you rate Wheat Ridge as a place to retire?	70%	80%	73%	64%	71%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	58%	49%	53%	53%	53%
How do you rate the overall quality of life in Wheat Ridge?	78%	82%	83%	73%	79%
Percent reporting "excellent" or "good"					

Table 27: Question 2 Compared by Council District

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Council District				
	1	2	3	4	Overall
Decline a lot or slightly	12%	14%	19%	17%	16%
Stay the same	29%	24%	37%	34%	31%
Improve a lot or slightly	60%	62%	44%	49%	53%
Percent of respondents					

Table 28: Question 4 Compared by Council District

	Council District				
	1	2	3	4	Overall
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	74%	74%	76%	76%	75%
Percent reporting "excellent" or "good"					

Table 29: Question 8 Compared by Council District

Please indicate how likely or unlikely you are to do each of the following:	Council District				
	1	2	3	4	Overall
Recommend living in Wheat Ridge to someone who asks	94%	91%	90%	84%	90%
Remain in Wheat Ridge for the next five years	86%	89%	93%	84%	88%
Percent reporting "very" or "somewhat" likely					

Table 30: Question 9 Compared by Council District

Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).	Council District				
	1	2	3	4	Overall
City's comprehensive plan	37%	38%	38%	23%	34%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	48%	51%	46%	32%	44%
Parks and Recreation Master Plan	22%	25%	29%	28%	26%
Percent reporting "very" or "somewhat" familiar					

Table 31: Question 10 Compared by Council District

To what extent do you support or oppose the overall direction provided in the City's long range planning documents?	Council District				
	1	2	3	4	Overall
City's comprehensive plan	64%	55%	52%	45%	54%
Sub-area planning	59%	56%	50%	50%	54%
Parks and Recreation Master Plan	67%	59%	65%	62%	63%
Percent reporting "strongly" or "somewhat" support					

Table 32: Question 11 Compared by Council District

As more transit options come to Wheat Ridge, the City could consider developments around transit stations. To what extent would you support or oppose each of the following types of development around future transit areas?	Council District				
	1	2	3	4	Overall
Retail	78%	87%	85%	85%	84%
Office space	65%	65%	71%	60%	65%
Housing	70%	64%	62%	62%	64%
Percent reporting "strongly" or "somewhat" support					

Table 33: Question 12 Compared by Council District

	Council District				
	1	2	3	4	Overall
How would you rate the overall performance of the Wheat Ridge city government?	64%	61%	68%	63%	64%
Percent reporting "excellent" or "good"					

Table 34: Question 13 Compared by Council District

Please rate the following aspects of Wheat Ridge government performance.	Council District				
	1	2	3	4	Overall
The extent to which City elected officials act in the best interest of the community at large	60%	54%	60%	64%	59%
The quality of work performed by City of Wheat Ridge employees	74%	75%	67%	71%	72%
The value of services for the taxes paid to Wheat Ridge	54%	55%	54%	51%	53%
The overall direction the City of Wheat Ridge is taking	59%	55%	50%	61%	56%
The job the City does at informing residents on major issues within Wheat Ridge	49%	49%	48%	47%	48%
The job Wheat Ridge government does at welcoming citizen involvement	50%	50%	44%	54%	50%
Percent reporting "excellent" or "good"					

Table 35: Question 16 Compared by Council District

Please rate how safe you feel in the following areas in Wheat Ridge:	Council District				
	1	2	3	4	Overall
Parks and playgrounds	90%	89%	90%	84%	88%
Recreation centers	94%	92%	93%	88%	92%
In your neighborhood	87%	90%	88%	76%	85%
In your home	92%	95%	94%	90%	93%
On the trail system	76%	76%	77%	72%	75%
Retail/commercial areas	86%	88%	83%	76%	83%
Percent reporting "very" or "somewhat" safe					

Table 36: Question 17 Compared by Council District

Please rate the following statements by circling the number which best represents your opinion. The city should...	Council District				
	1	2	3	4	Overall
Promote efforts to revitalize the city's housing areas	79%	80%	73%	81%	78%
Promote efforts to revitalize the city's business areas	85%	92%	84%	82%	85%
Strengthen Wheat Ridge's community image and identity	84%	83%	76%	70%	78%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	90%	94%	84%	82%	87%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	84%	91%	84%	89%	87%
Percent reporting "strongly" or "somewhat" agree					

Table 37: Question 20 Compared by Council District

	Council District				
	1	2	3	4	Overall
To what extent do you agree or disagree that 38th Avenue between Sheridan and Wadsworth is the City's main street or downtown area?	73%	64%	51%	47%	59%
Percent reporting "strongly" or "somewhat" agree					

Table 38: Question 21 Compared by Council District

	Council District				
	1	2	3	4	Overall
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	92%	86%	67%	58%	75%
Percent who ever visit					

Table 39: Question 22 Compared by Council District

	Council District				
	1	2	3	4	Overall
To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter and managing these restrictions through the City Land Use Code?	41%	39%	41%	38%	40%
Percent reporting "strongly" or "somewhat" support					

Table 40: Question 23 Compared by Council District

To what extent do you support or oppose relaxing the following restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community?	Council District				
	1	2	3	4	Overall
Building height restrictions	56%	49%	52%	48%	51%
Residential density restrictions	56%	39%	49%	48%	48%
Percent reporting "strongly" or "somewhat" support					

Table 41: Question 24 Compared by Council District

To what extent do you support or oppose the City implementing each of the following programs?	Council District				
	1	2	3	4	Overall
Residential curbside recycling	79%	73%	72%	78%	75%
Recycling drop-off centers	82%	79%	82%	87%	82%
Percent reporting "strongly" or "somewhat" support					

Table 42: Question 25 Compared by Council District

	Council District				
	1	2	3	4	Overall
How likely or unlikely would you be to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items?	89%	91%	89%	83%	88%
Percent reporting "very" or "somewhat" likely					

Table 43: Question 26 Compared by Council District

To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?	Council District				
	1	2	3	4	Overall
Increase recycling options for residents	77%	76%	76%	84%	78%
Reduce the City government's carbon footprint	63%	66%	65%	67%	65%
Reduce the community's carbon footprint	61%	67%	64%	66%	65%
Increase alternative transit options throughout the City	70%	71%	66%	66%	68%
Create incentives for increasing public transit ridership	70%	68%	62%	66%	66%
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods	65%	60%	59%	57%	60%
Create a community-wide rebate program for residents who install solar panels	64%	59%	55%	63%	60%
Modify the building code to require the use of energy efficient appliances	49%	51%	49%	47%	49%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	75%	72%	69%	70%	71%
Create incentives for builders to build using environmentally friendly methods ("green") construction	75%	73%	66%	70%	71%
Increase environmental education and public awareness programs	66%	68%	62%	73%	68%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	77%	79%	73%	79%	77%
Percent reporting "strongly" or "somewhat" support					

Table 44: Question 27 Compared by Council District

	Council District				
	1	2	3	4	Overall
How important to you, if at all, is it that the City monitor multi-family rental housing through inspections of properties to ensure properties are being adequately maintained and up to City codes?	65%	72%	68%	61%	67%
Percent reporting "essential" or "very important"					

Table 45: Question 28 Compared by Council District

	Council District				
	1	2	3	4	Overall
To what extent would you support or oppose the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections?	67%	78%	71%	69%	71%
Percent reporting "strongly" or "somewhat" support					

Table 46: Question 29 Compared by Council District

Currently, the City has a budget shortfall and cannot fund the following services and improvements. To what extent do you support or oppose creating a dedicated funding source for each service or improvement?	Council District				
	1	2	3	4	Overall
Street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement	77%	72%	75%	69%	73%
Street improvements such as major reconstruction projects and widening roads	58%	53%	56%	55%	55%
Storm water and drainage improvements	65%	58%	68%	59%	62%
Percent reporting "strongly" or "somewhat" support					

Table 47: Question 30 Compared by Council District

To what extent do you support or oppose each of the following funding options for street maintenance, street improvements and storm water and drainage improvements?	Council District				
	1	2	3	4	Overall
A property tax increase	38%	35%	34%	33%	35%
A sales tax increase	41%	48%	43%	36%	42%
A dedicated monthly fee	15%	12%	15%	9%	13%
Percent reporting "strongly" or "somewhat" support					

Table 48: Question 31 Compared by Council District

To what extent do you support or oppose each of the following funding options for bicycle and pedestrian improvements that would include connecting trails and sidewalks throughout the city?	Council District				
	1	2	3	4	Overall
A property tax increase	32%	32%	26%	30%	30%
A sales tax increase	37%	44%	31%	32%	36%
A monthly fee dedicated to help fund the connection of trails and sidewalks	18%	16%	20%	19%	19%
Percent reporting "strongly" or "somewhat" support					

Table 49: Question 32 Compared by Council District

	Council District				
	1	2	3	4	Overall
In general, to what extent do you support or oppose the creation of local laws that restrict smoking in public places?	54%	63%	63%	54%	59%
Percent reporting "strongly" or "somewhat" support					

Table 50: Question 33 Compared by Council District

To what extent do you support or oppose each of the following changes to Wheat Ridge’s smoking-related local law?	Council District				
	1	2	3	4	Overall
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	51%	54%	51%	57%	53%
Make tobacco businesses smoke-free	35%	33%	37%	34%	35%
Make all bars, including cigar bars, smoke-free	42%	40%	48%	39%	42%
Make all small businesses, including those with 3 or fewer employees, smoke-free	53%	49%	54%	44%	50%
Require posted signs that describe the smoking-related local law	59%	55%	51%	54%	55%
Require that a retail clerk who is selling tobacco must be 18 years of age or older	78%	71%	74%	84%	77%
Require all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase	79%	77%	79%	79%	78%
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	55%	56%	60%	50%	55%
Make outdoor seating/dining areas at restaurants and bars smoke-free.	55%	52%	59%	47%	53%
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free	53%	52%	60%	45%	52%
Prohibit smoking in city playgrounds	63%	65%	68%	54%	62%
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds	54%	56%	60%	48%	55%
Prohibit smoking in city parks	46%	50%	56%	41%	48%
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	52%	53%	59%	47%	53%
Percent reporting "strongly" or "somewhat" support					

DEMOGRAPHIC SUBGROUP COMPARISONS

Table 51: Question 1 Compared by Respondent Characteristics

Circle the number that best represents your opinion:	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
How do you rate Wheat Ridge as a place to live?	83%	88%	91%	88%	87%	86%	88%	86%
How do you rate your neighborhood as a place to live?	73%	77%	77%	82%	77%	80%	71%	76%
How do you rate Wheat Ridge as a place to raise children?	74%	72%	75%	81%	76%	74%	78%	76%
How do you rate Wheat Ridge as a place to work?	58%	62%	54%	61%	58%	52%	65%	58%
How do you rate Wheat Ridge as a place to retire?	66%	73%	73%	77%	71%	73%	70%	71%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	49%	56%	57%	55%	53%	48%	60%	53%
How do you rate the overall quality of life in Wheat Ridge?	78%	75%	84%	79%	79%	79%	79%	79%
Percent reporting "excellent" or "good"								

Table 52: Question 1 Compared by Respondent Characteristics

Circle the number that best represents your opinion:	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
How do you rate Wheat Ridge as a place to live?	87%	85%	86%	84%	87%	91%	80%	86%	87%	87%	85%	96%	87%
How do you rate your neighborhood as a place to live?	83%	67%	76%	57%	80%	84%	68%	79%	81%	77%	77%	74%	77%
How do you rate Wheat Ridge as a place to raise children?	79%	71%	76%	60%	74%	85%	72%	79%	80%	76%	76%	80%	76%
How do you rate Wheat Ridge as a place to work?	52%	65%	58%	41%	55%	67%	64%	51%	63%	58%	59%	60%	59%
How do you rate Wheat Ridge as a place to retire?	75%	65%	71%	46%	68%	83%	64%	75%	70%	72%	70%	83%	72%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	48%	60%	53%	41%	48%	58%	48%	57%	60%	53%	52%	65%	53%
How do you rate the overall quality of life in Wheat Ridge?	80%	77%	79%	70%	76%	82%	79%	83%	79%	79%	79%	80%	79%
Percent reporting "excellent" or "good"													

Table 53: Question 2 Compared by Respondent Characteristics

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Decline a lot or slightly	9%	15%	21%	22%	16%	19%	12%	16%
Stay the same	27%	25%	35%	36%	31%	34%	27%	31%
Improve a lot or slightly	64%	60%	43%	42%	54%	47%	62%	53%
Percent of respondents								

Table 54: Question 2 Compared by Respondent Characteristics

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Decline a lot or slightly	17%	14%	16%	18%	14%	13%	2%	19%	20%	15%	16%	5%	15%
Stay the same	32%	29%	31%	18%	29%	30%	31%	36%	37%	31%	32%	30%	31%
Improve a lot or slightly	51%	57%	53%	64%	57%	56%	67%	45%	42%	54%	52%	65%	54%
Percent of respondents													

Table 55: Question 4 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	78%	74%	70%	76%	75%	74%	77%	75%
Percent reporting "excellent" or "good"								

Table 56: Question 4 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	75%	75%	75%	69%	75%	82%	80%	66%	77%	75%	76%	70%	75%
Percent reporting "excellent" or "good"													

Table 57: Question 8 Compared by Respondent Characteristics

Please indicate how likely or unlikely you are to do each of the following:	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Recommend living in Wheat Ridge to someone who asks	89%	86%	91%	92%	90%	88%	92%	89%
Remain in Wheat Ridge for the next five years	78%	92%	95%	94%	88%	91%	83%	88%
Percent reporting "very" or "somewhat" likely								

Table 58: Question 8 Compared by Respondent Characteristics

Please indicate how likely or unlikely you are to do each of the following:	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Recommend living in Wheat Ridge to someone who asks	90%	89%	89%	87%	92%	93%	84%	87%	91%	90%	90%	86%	90%
Remain in Wheat Ridge for the next five years	91%	84%	88%	78%	91%	92%	77%	91%	91%	88%	87%	92%	88%
Percent reporting "very" or "somewhat" likely													

Table 59: Question 9 Compared by Respondent Characteristics

Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
City's comprehensive plan	19%	42%	38%	50%	34%	44%	20%	34%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	32%	52%	50%	55%	44%	52%	34%	44%
Parks and Recreation Master Plan	16%	28%	32%	35%	26%	29%	22%	26%
Percent reporting "very" or "somewhat" familiar								

Table 60: Question 9 Compared by Respondent Characteristics

Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
City's comprehensive plan	43%	21%	34%	14%	43%	40%	15%	33%	41%	33%	35%	22%	33%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	49%	36%	44%	30%	51%	50%	36%	42%	47%	44%	45%	31%	44%
Parks and Recreation Master Plan	27%	23%	25%	6%	36%	30%	14%	30%	28%	25%	26%	21%	25%
Percent reporting "very" or "somewhat" familiar													

Table 61: Question 10 Compared by Respondent Characteristics

To what extent do you support or oppose the overall direction provided in the City's long range planning documents?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
City's comprehensive plan	62%	53%	57%	47%	54%	53%	55%	54%
Sub-area planning	64%	60%	58%	39%	54%	49%	63%	54%
Parks and Recreation Master Plan	68%	64%	63%	59%	63%	61%	65%	63%
Percent reporting "strongly" or "somewhat" support								

Table 62: Question 10 Compared by Respondent Characteristics

To what extent do you support or oppose the overall direction provided in the City's long range planning documents?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
City's comprehensive plan	54%	57%	55%	75%	67%	52%	56%	48%	48%	54%	55%	51%	54%
Sub-area planning	49%	63%	54%	86%	65%	53%	56%	48%	40%	54%	54%	51%	54%
Parks and Recreation Master Plan	61%	67%	64%	69%	66%	64%	70%	64%	55%	63%	63%	63%	63%
Percent reporting "strongly" or "somewhat" support													

Table 63: Question 11 Compared by Respondent Characteristics

As more transit options come to Wheat Ridge, the City could consider developments around transit stations. To what extent would you support or oppose each of the following types of development around future transit areas?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Retail	89%	84%	85%	76%	84%	82%	86%	84%
Office space	66%	69%	69%	58%	65%	64%	66%	65%
Housing	72%	69%	65%	49%	64%	59%	71%	64%
Percent reporting "strongly" or "somewhat" support								

Table 64: Question 11 Compared by Respondent Characteristics

As more transit options come to Wheat Ridge, the City could consider developments around transit stations. To what extent would you support or oppose each of the following types of development around future transit areas?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Retail	83%	85%	84%	93%	87%	81%	95%	86%	73%	85%	85%	79%	85%
Office space	66%	63%	65%	71%	64%	67%	60%	73%	58%	66%	64%	70%	65%
Housing	60%	70%	64%	71%	68%	59%	79%	62%	58%	65%	63%	75%	64%
Percent reporting "strongly" or "somewhat" support													

Table 65: Question 12 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
How would you rate the overall performance of the Wheat Ridge city government?	69%	65%	62%	61%	65%	58%	73%	64%
Percent reporting "excellent" or "good"								

Table 66: Question 12 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
How would you rate the overall performance of the Wheat Ridge city government?	58%	71%	64%	52%	66%	68%	72%	56%	71%	65%	61%	84%	64%
Percent reporting "excellent" or "good"													

Table 67: Question 13 Compared by Respondent Characteristics

Please rate the following aspects of Wheat Ridge government performance.	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
The extent to which City elected officials act in the best interest of the community at large	67%	54%	57%	60%	60%	55%	67%	59%
The quality of work performed by City of Wheat Ridge employees	75%	64%	72%	74%	72%	70%	75%	72%
The value of services for the taxes paid to Wheat Ridge	55%	50%	52%	55%	53%	51%	56%	53%
The overall direction the City of Wheat Ridge is taking	68%	49%	51%	53%	57%	50%	66%	56%
The job the City does at informing residents on major issues within Wheat Ridge	45%	50%	49%	51%	48%	47%	49%	48%
The job Wheat Ridge government does at welcoming citizen involvement	47%	54%	50%	53%	50%	49%	52%	50%
Percent reporting "excellent" or "good"								

Table 68: Question 13 Compared by Respondent Characteristics

Please rate the following aspects of Wheat Ridge government performance.	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
The extent to which City elected officials act in the best interest of the community at large	54%	68%	60%	60%	57%	63%	76%	53%	61%	60%	59%	66%	60%
The quality of work performed by City of Wheat Ridge employees	70%	74%	72%	73%	64%	77%	87%	60%	80%	72%	71%	81%	72%
The value of services for the taxes paid to Wheat Ridge	51%	57%	53%	46%	53%	61%	56%	44%	59%	54%	53%	56%	54%
The overall direction the City of Wheat Ridge is taking	50%	65%	56%	60%	61%	59%	68%	45%	54%	57%	56%	66%	57%
The job the City does at informing residents on major issues within Wheat Ridge	49%	49%	49%	39%	50%	58%	38%	46%	50%	49%	47%	56%	48%
The job Wheat Ridge government does at welcoming citizen involvement	50%	52%	51%	34%	49%	55%	46%	51%	58%	51%	51%	47%	51%
Percent reporting "excellent" or "good"													

Table 69: Question 16 Compared by Respondent Characteristics

Please rate how safe you feel in the following areas in Wheat Ridge:	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Parks and playgrounds	92%	80%	88%	88%	88%	89%	87%	88%
Recreation centers	93%	89%	90%	94%	92%	93%	90%	92%
In your neighborhood	84%	83%	86%	89%	86%	85%	86%	85%
In your home	93%	92%	92%	95%	93%	93%	92%	93%
On the trail system	81%	68%	75%	70%	75%	74%	76%	75%
Retail/commercial areas	81%	78%	86%	87%	83%	83%	83%	83%
Percent reporting "very" or "somewhat" safe								

Table 70: Question 16 Compared by Respondent Characteristics

Please rate how safe you feel in the following areas in Wheat Ridge:	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Parks and playgrounds	90%	87%	88%	86%	90%	89%	95%	87%	86%	89%	88%	90%	88%
Recreation centers	92%	91%	92%	88%	91%	95%	93%	94%	90%	92%	92%	91%	92%
In your neighborhood	89%	81%	85%	70%	90%	93%	85%	84%	88%	86%	85%	91%	86%
In your home	93%	92%	93%	84%	94%	95%	93%	94%	96%	93%	93%	92%	93%
On the trail system	74%	76%	75%	70%	71%	70%	85%	80%	78%	75%	75%	75%	75%
Retail/commercial areas	83%	82%	83%	71%	87%	85%	84%	86%	84%	84%	83%	90%	84%
Percent reporting "very" or "somewhat" safe													

Table 71: Question 17 Compared by Respondent Characteristics

Please rate the following statements by circling the number which best represents your opinion. The city should...	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Promote efforts to revitalize the city's housing areas	83%	75%	79%	72%	78%	78%	79%	78%
Promote efforts to revitalize the city's business areas	82%	87%	92%	85%	85%	89%	81%	85%
Strengthen Wheat Ridge's community image and identity	76%	77%	79%	80%	78%	80%	75%	78%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	85%	86%	92%	87%	87%	90%	84%	87%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	93%	90%	89%	76%	87%	85%	90%	87%
Percent reporting "strongly" or "somewhat" agree								

Table 72: Question 17 Compared by Respondent Characteristics

Please rate the following statements by circling the number which best represents your opinion. The city should...	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Promote efforts to revitalize the city's housing areas	78%	79%	79%	85%	81%	80%	81%	78%	71%	79%	78%	86%	79%
Promote efforts to revitalize the city's business areas	87%	84%	86%	85%	91%	88%	79%	86%	86%	86%	86%	83%	86%
Strengthen Wheat Ridge's community image and identity	80%	76%	78%	82%	83%	86%	60%	73%	77%	78%	78%	82%	79%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	89%	86%	88%	94%	88%	89%	75%	91%	89%	88%	87%	92%	88%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	86%	89%	87%	98%	90%	85%	89%	91%	79%	88%	87%	92%	88%
Percent reporting "strongly" or "somewhat" agree													

Table 73: Question 20 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
To what extent do you agree or disagree that 38th Avenue between Sheridan and Wadsworth is the City's main street or downtown area?	64%	59%	57%	52%	59%	58%	60%	59%
Percent reporting "strongly" or "somewhat" agree								

Table 74: Question 20 Compared by Respondent Characteristics

	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
To what extent do you agree or disagree that 38th Avenue between Sheridan and Wadsworth is the City's main street or downtown area?	57%	61%	59%	58%	60%	60%	64%	54%	62%	60%	59%	61%	59%
Percent reporting "strongly" or "somewhat" agree													

Table 75: Question 21 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	75%	68%	77%	78%	75%	77%	74%	76%
Percent who ever visit								

Table 76: Question 21 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	77%	73%	75%	67%	81%	81%	66%	77%	79%	76%	75%	81%	76%
Percent who ever visit													

Table 77: Question 22 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter and managing these restrictions through the City Land Use Code?	50%	37%	34%	31%	40%	38%	42%	40%
Percent reporting "strongly" or "somewhat" support								

Table 78: Question 22 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter and managing these restrictions through the City Land Use Code?	37%	44%	40%	41%	35%	30%	63%	45%	38%	41%	39%	46%	40%
Percent reporting "strongly" or "somewhat" support													

Table 79: Question 23 Compared by Respondent Characteristics

To what extent do you support or oppose relaxing the following restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Building height restrictions	56%	53%	47%	47%	51%	52%	50%	51%
Residential density restrictions	52%	51%	44%	42%	48%	47%	49%	47%
Percent reporting "strongly" or "somewhat" support								

Table 80: Question 23 Compared by Respondent Characteristics

To what extent do you support or oppose relaxing the following restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Building height restrictions	51%	52%	51%	53%	50%	46%	56%	57%	52%	52%	52%	44%	51%
Residential density restrictions	45%	50%	48%	47%	48%	44%	49%	54%	47%	48%	48%	44%	47%
Percent reporting "strongly" or "somewhat" support													

Table 81: Question 24 Compared by Respondent Characteristics

To what extent do you support or oppose the City implementing each of the following programs?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Residential curbside recycling	86%	78%	76%	56%	76%	68%	85%	76%
Recycling drop-off centers	85%	88%	80%	77%	82%	78%	89%	83%
Percent reporting "strongly" or "somewhat" support								

Table 82: Question 24 Compared by Respondent Characteristics

To what extent do you support or oppose the City implementing each of the following programs?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Residential curbside recycling	72%	82%	76%	95%	83%	68%	86%	78%	60%	77%	76%	78%	76%
Recycling drop-off centers	78%	89%	83%	86%	88%	79%	88%	83%	78%	83%	83%	82%	83%
Percent reporting "strongly" or "somewhat" support													

Table 83: Question 25 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
How likely or unlikely would you be to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items?	90%	86%	90%	85%	88%	88%	89%	88%
Percent reporting "very" or "somewhat" likely								

Table 84: Question 25 Compared by Respondent Characteristics

	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
How likely or unlikely would you be to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items?	90%	87%	88%	95%	94%	88%	88%	84%	83%	88%	88%	91%	88%
Percent reporting "very" or "somewhat" likely													

Table 85: Question 26 Compared by Respondent Characteristics

To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Increase recycling options for residents	87%	82%	74%	64%	78%	71%	88%	78%
Reduce the City government's carbon footprint	77%	65%	57%	52%	65%	57%	76%	65%
Reduce the community's carbon footprint	79%	64%	56%	48%	65%	56%	77%	65%
Increase alternative transit options throughout the City	77%	74%	65%	51%	68%	62%	77%	68%
Create incentives for increasing public transit ridership	74%	72%	64%	51%	66%	58%	77%	66%
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods	67%	66%	55%	50%	60%	51%	72%	60%
Create a community-wide rebate program for residents who install solar panels	74%	64%	50%	45%	61%	49%	76%	60%
Modify the building code to require the use of energy efficient appliances	58%	55%	44%	35%	49%	42%	59%	49%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	85%	74%	61%	55%	71%	64%	82%	71%
Create incentives for builders to build using environmentally friendly methods ("green") construction	81%	76%	62%	58%	71%	63%	81%	71%
Increase environmental education and public awareness programs	78%	71%	61%	55%	68%	57%	81%	68%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	87%	72%	71%	69%	77%	70%	87%	77%
Percent reporting "strongly" or "somewhat" support								

Table 86: Question 26 Compared by Respondent Characteristics

To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Increase recycling options for residents	73%	86%	79%	95%	87%	73%	87%	75%	67%	79%	78%	81%	79%
Reduce the City government's carbon footprint	59%	75%	66%	74%	68%	62%	87%	56%	57%	66%	63%	80%	65%
Reduce the community's carbon footprint	59%	73%	65%	77%	68%	61%	90%	54%	53%	66%	63%	77%	65%
Increase alternative transit options throughout the City	64%	75%	69%	73%	78%	65%	79%	68%	56%	69%	68%	76%	69%
Create incentives for increasing public transit ridership	60%	76%	67%	70%	68%	66%	86%	65%	54%	67%	66%	75%	67%
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods	55%	68%	60%	72%	62%	61%	68%	59%	46%	61%	58%	76%	60%
Create a community-wide rebate program for residents who install solar panels	54%	71%	61%	79%	71%	53%	71%	60%	43%	61%	59%	76%	61%
Modify the building code to require the use of energy efficient appliances	43%	58%	49%	64%	59%	45%	54%	47%	34%	49%	47%	61%	49%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	69%	77%	72%	92%	82%	63%	91%	67%	51%	72%	71%	76%	72%
Create incentives for builders to build using environmentally friendly methods ("green") construction	67%	77%	72%	91%	78%	67%	84%	64%	55%	72%	70%	80%	71%
Increase environmental education and public awareness programs	60%	79%	68%	85%	70%	67%	72%	66%	57%	68%	67%	77%	68%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	72%	84%	77%	95%	81%	75%	85%	72%	68%	78%	77%	82%	78%
Percent reporting "strongly" or "somewhat" support													

Table 87: Question 27 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
How important to you, if at all, is it that the City monitor multi-family rental housing through inspections of properties to ensure properties are being adequately maintained and up to City codes?	67%	73%	67%	63%	67%	62%	73%	67%
Percent reporting "very" or "somewhat" likely								

Table 88: Question 27 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
How important to you, if at all, is it that the City monitor multi-family rental housing through inspections of properties to ensure properties are being adequately maintained and up to City codes?	65%	70%	67%	75%	78%	74%	56%	60%	59%	67%	66%	72%	67%
Percent reporting "essential" or "very important"													

Table 8g: Question 28 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
To what extent would you support or oppose the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections?	71%	75%	71%	72%	72%	68%	77%	72%
Percent reporting "strongly" or "somewhat" support								

Table 9g: Question 28 Compared by Respondent Characteristics

	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
To what extent would you support or oppose the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections?	70%	76%	72%	71%	82%	79%	65%	71%	62%	72%	71%	79%	72%
Percent reporting "strongly" or "somewhat" support													

Table 91: Question 29 Compared by Respondent Characteristics

Currently, the City has a budget shortfall and cannot fund the following services and improvements. To what extent do you support or oppose creating a dedicated funding source for each service or improvement?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement	80%	69%	71%	68%	73%	70%	79%	74%
Street improvements such as major reconstruction projects and widening roads	59%	54%	58%	48%	55%	52%	60%	55%
Storm water and drainage improvements	61%	69%	63%	60%	62%	59%	66%	62%
Percent reporting "strongly" or "somewhat" support								

Table 92: Question 29 Compared by Respondent Characteristics

Currently, the City has a budget shortfall and cannot fund the following services and improvements. To what extent do you support or oppose creating a dedicated funding source for each service or improvement?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement	71%	77%	74%	88%	81%	71%	77%	68%	65%	74%	75%	71%	74%
Street improvements such as major reconstruction projects and widening roads	52%	61%	56%	60%	54%	57%	59%	57%	52%	56%	55%	60%	56%
Storm water and drainage improvements	60%	66%	63%	66%	73%	70%	43%	65%	52%	63%	62%	63%	62%
Percent reporting "strongly" or "somewhat" support													

Table 93: Question 30 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following funding options for street maintenance, street improvements and storm water and drainage improvements?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
A property tax increase	43%	36%	32%	23%	35%	26%	46%	35%
A sales tax increase	40%	45%	46%	39%	42%	46%	37%	42%
A dedicated monthly fee	14%	18%	11%	7%	12%	11%	14%	12%
Percent reporting "strongly" or "somewhat" support								

Table 94: Question 30 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following funding options for street maintenance, street improvements and storm water and drainage improvements?	Housing unit type			Gender by age						Race			
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
A property tax increase	32%	40%	35%	52%	40%	29%	43%	32%	27%	36%	35%	29%	35%
A sales tax increase	45%	38%	42%	39%	51%	42%	45%	42%	37%	43%	44%	29%	42%
A dedicated monthly fee	11%	15%	13%	16%	15%	11%	12%	13%	11%	13%	13%	6%	12%
Percent reporting "strongly" or "somewhat" support													

Table 95: Question 31 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following funding options for bicycle and pedestrian improvements that would include connecting trails and sidewalks throughout the city?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
A property tax increase	40%	32%	26%	17%	30%	25%	37%	30%
A sales tax increase	42%	39%	33%	28%	36%	36%	37%	36%
A monthly fee dedicated to help fund the connection of trails and sidewalks	22%	21%	19%	9%	18%	14%	24%	19%
Percent reporting "strongly" or "somewhat" support								

Table 96: Question 31 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following funding options for bicycle and pedestrian improvements that would include connecting trails and sidewalks throughout the city?	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
A property tax increase	27%	35%	30%	49%	37%	20%	43%	28%	20%	31%	30%	31%	30%
A sales tax increase	35%	38%	36%	40%	45%	29%	53%	34%	26%	37%	37%	32%	36%
A monthly fee dedicated to help fund the connection of trails and sidewalks	15%	24%	19%	29%	22%	14%	24%	18%	13%	19%	18%	18%	18%
Percent reporting "strongly" or "somewhat" support													

Table 97: Question 32 Compared by Respondent Characteristics

	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
In general, to what extent do you support or oppose the creation of local laws that restrict smoking in public places?	58%	64%	53%	62%	59%	62%	54%	59%
Percent reporting "strongly" or "somewhat" support								

Table 98: Question 32 Compared by Respondent Characteristics

	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
In general, to what extent do you support or oppose the creation of local laws that restrict smoking in public places?	62%	55%	59%	60%	56%	68%	60%	53%	54%	59%	58%	70%	59%
Percent reporting "strongly" or "somewhat" support													

Table 99: Question 33 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following changes to Wheat Ridge’s smoking-related local law?	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	56%	63%	49%	47%	53%	52%	55%	53%
Make tobacco businesses smoke-free	33%	41%	29%	37%	34%	33%	36%	34%
Make all bars, including cigar bars, smoke-free	45%	47%	35%	38%	41%	42%	41%	42%
Make all small businesses, including those with 3 or fewer employees, smoke-free	51%	54%	42%	52%	50%	52%	47%	50%
Require posted signs that describe the smoking-related local law	54%	57%	52%	57%	54%	52%	59%	55%
Require that a retail clerk who is selling tobacco must be 18 years of age or older	78%	79%	72%	78%	77%	73%	81%	77%
Require all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase	83%	78%	71%	77%	78%	76%	81%	78%
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	55%	59%	52%	55%	55%	54%	56%	55%
Make outdoor seating/dining areas at restaurants and bars smoke-free.	55%	56%	50%	51%	53%	56%	48%	53%
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free	53%	57%	48%	51%	52%	54%	50%	52%
Prohibit smoking in city playgrounds	66%	60%	59%	59%	62%	63%	60%	62%
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds	54%	58%	49%	58%	54%	54%	55%	54%
Prohibit smoking in city parks	50%	53%	41%	47%	48%	48%	48%	48%
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	54%	55%	48%	52%	52%	55%	49%	53%
Percent reporting "strongly" or "somewhat" support								

Table 100: Question 33 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following changes to Wheat Ridge’s smoking-related local law?	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not white	Overall
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	50%	58%	54%	58%	55%	59%	68%	45%	43%	54%	52%	65%	53%
Make tobacco businesses smoke-free	30%	41%	35%	34%	36%	49%	24%	29%	31%	35%	33%	47%	35%
Make all bars, including cigar bars, smoke-free	40%	45%	42%	46%	47%	50%	41%	34%	34%	42%	40%	54%	42%
Make all small businesses, including those with 3 or fewer employees, smoke-free	49%	50%	50%	46%	59%	64%	42%	38%	44%	50%	49%	56%	50%
Require posted signs that describe the smoking-related local law	49%	63%	55%	47%	61%	65%	49%	45%	57%	55%	54%	66%	55%
Require that a retail clerk who is selling tobacco must be 18 years of age or older	72%	83%	77%	78%	82%	84%	78%	72%	68%	77%	75%	91%	77%
Require all tobacco products to be placed behind retail counters and therefore requiring clerk’s assistance for purchase	77%	81%	79%	87%	79%	80%	93%	65%	73%	79%	78%	86%	79%
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	55%	56%	56%	52%	59%	65%	47%	50%	51%	55%	53%	73%	55%
Make outdoor seating/dining areas at restaurants and bars smoke-free.	56%	50%	53%	46%	58%	60%	52%	48%	48%	53%	51%	66%	53%
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free	52%	53%	53%	49%	55%	62%	54%	47%	45%	53%	51%	66%	53%
Prohibit smoking in city playgrounds	62%	63%	62%	62%	61%	69%	72%	57%	54%	63%	61%	71%	62%
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds	53%	57%	55%	49%	58%	66%	59%	45%	48%	55%	53%	65%	54%
Prohibit smoking in city parks	47%	51%	49%	46%	50%	57%	53%	43%	39%	48%	46%	64%	48%
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	54%	52%	53%	47%	56%	63%	51%	51%	45%	53%	51%	67%	53%
Percent reporting "strongly" or "somewhat" support													

Appendix F: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2012 Citizen Survey.

Dear Wheat Ridge Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Wheat Ridge. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study!

Sincerely,



Jerry DiTullio, Mayor
City of Wheat Ridge

Dear Wheat Ridge Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Wheat Ridge. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Thank you in advance for helping us with this important study!

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Jerry DiTullio, Mayor
City of Wheat Ridge



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City of Wheat Ridge Municipal Building 7500 W. 29th Ave. Wheat Ridge, CO 80033-8001 P: 303.234.5900 F: 303.234.5924

Dear Wheat Ridge Resident:

The City of Wheat Ridge wants to know what you think about your community and local government. That is why you have been randomly selected to participate in The City of Wheat Ridge 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a scientifically reliable sample of Wheat Ridge residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in the survey. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only 3,000 households being surveyed. If you have any questions about this survey, please contact Heather Geyer, Administrative Services Director/PIO, at (303) 235-2826 or hgeyer@ci.wheatridge.co.us.

Please help us make Wheat Ridge a great place to live! Thank you for your help and participation.

Sincerely,

Jerry DiTullio
Mayor



City of Wheat Ridge Municipal Building 7500 W. 29th Ave. Wheat Ridge, CO 80033-8001 P: 303.234.5900 F: 303.234.5924

Dear Wheat Ridge Resident:

About one week ago we sent you this survey that asks for your opinion about the City of Wheat Ridge. If you have already completed the survey and returned it, we thank you and ask you to disregard this letter. **Do not complete the survey a second time.** If you haven't had a chance to get to the survey, please complete it now. We are very interested in obtaining your input.

The City of Wheat Ridge wants to know what you think about your community and local government. That is why you have been randomly selected to participate in The City of Wheat Ridge 2012 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City government make decisions that affect your community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a scientifically reliable sample of Wheat Ridge residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in the survey. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only 3,000 households being surveyed. If you have any questions about this survey, please contact Heather Geyer, Administrative Services Director/PIO, at (303) 235-2826 or hgeyer@ci.wheatridge.co.us.

Please help us make Wheat Ridge a great place to live! Thank you for your help and participation.

Sincerely,

Jerry DiTullio
Mayor

2012 Wheat Ridge Citizen Survey

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

Community and Services

1. Circle the number that best represents your opinion:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Wheat Ridge as a place to live?	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Wheat Ridge as a place to raise children?	1	2	3	4	5
How do you rate Wheat Ridge as a place to work?	1	2	3	4	5
How do you rate Wheat Ridge as a place to retire?	1	2	3	4	5
How would you rate the physical attractiveness of Wheat Ridge as a whole?	1	2	3	4	5
How do you rate the overall quality of life in Wheat Ridge?	1	2	3	4	5

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

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

3. Following are services provided by the City of Wheat Ridge. For each service, please first rate the *quality* of each service and next rate the *importance* of each service.

	<u>Quality</u>						<u>Importance</u>				
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>		<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Snow removal.....	1	2	3	4	5	1	2	3	4	5	
Street repair and maintenance	1	2	3	4	5	1	2	3	4	5	
Street cleaning.....	1	2	3	4	5	1	2	3	4	5	
Traffic enforcement	1	2	3	4	5	1	2	3	4	5	
Code enforcement (junk vehicles, weed control, trash, outside storage)	1	2	3	4	5	1	2	3	4	5	
Animal control	1	2	3	4	5	1	2	3	4	5	
Land use, planning and zoning	1	2	3	4	5	1	2	3	4	5	
Building permits	1	2	3	4	5	1	2	3	4	5	
Building inspections	1	2	3	4	5	1	2	3	4	5	
Maintenance of existing city parks	1	2	3	4	5	1	2	3	4	5	
Maintenance of open space and trails ..	1	2	3	4	5	1	2	3	4	5	
Recreation programs	1	2	3	4	5	1	2	3	4	5	
Recreation facilities.....	1	2	3	4	5	1	2	3	4	5	
Community/public art.....	1	2	3	4	5	1	2	3	4	5	
Services/programs for youth.....	1	2	3	4	5	1	2	3	4	5	
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5	
Municipal court	1	2	3	4	5	1	2	3	4	5	
Business expansion and recruitment programs.....	1	2	3	4	5	1	2	3	4	5	
General police services.....	1	2	3	4	5	1	2	3	4	5	
Police response time to emergency police calls (not code enforcement)...	1	2	3	4	5	1	2	3	4	5	
Police response time to non-emergency police calls (not code enforcement)...	1	2	3	4	5	1	2	3	4	5	
Crime prevention.....	1	2	3	4	5	1	2	3	4	5	

4. Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?

- Excellent
 Good
 Fair
 Poor
 Don't know

5. Please rate the following aspects of transportation within the City of Wheat Ridge:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Condition of city streets.....	1	2	3	4	5
Mass transit planning.....	1	2	3	4	5
Ease of car travel in the city.....	1	2	3	4	5
Ease of bus travel in the city.....	1	2	3	4	5
Ease of walking in the city.....	1	2	3	4	5
Ease of bicycle travel in Wheat Ridge.....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:

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

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

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
Used Wheat Ridge recreation centers.....	1	2	3	4	5
Participated in a recreation program or activity.....	1	2	3	4	5
Used a city park or trail.....	1	2	3	4	5
Used a city bike/pedestrian path.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting... 1	2	3	4	5	
Watched a meeting of local elected officials on cable television.....	1	2	3	4	5
Participated in a senior program.....	1	2	3	4	5
Visited the Active Adult Center.....	1	2	3	4	5
Dined at a Wheat Ridge restaurant (other than fast food).....	1	2	3	4	5
Used the Wheat Ridge library.....	1	2	3	4	5
Used A-line service to DIA.....	1	2	3	4	5
Rode an RTD bus.....	1	2	3	4	5

8. Please indicate how likely or unlikely you are to do each of the following:

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

9. Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).

	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar
City's comprehensive plan	1	2	3	4
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38 th Avenue Corridor Plan.....)	1	2	3	4
Parks and Recreation Master Plan	1	2	3	4

10. To what extent do you support or oppose the overall direction provided in the City's long range planning documents?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
City's comprehensive plan	1	2	3	4	5	6
Sub-area planning	1	2	3	4	5	6
Parks and Recreation Master Plan	1	2	3	4	5	6

11. As more transit options come to Wheat Ridge (such as commuter rail), the City could consider developments around transit stations. To what extent would you support or oppose each of the following types of development around future transit areas?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Retail.....	1	2	3	4	5	6
Office space	1	2	3	4	5	6
Housing.....	1	2	3	4	5	6

City Government and Employees

12. How would you rate the overall performance of the Wheat Ridge city government?

- Excellent Good Fair Poor Don't know

13. Please rate the following aspects of Wheat Ridge government performance.

	Excellent	Good	Fair	Poor	Don't know
The extent to which City elected officials act in the best interest of the community at large	1	2	3	4	5
The quality of work performed by City of Wheat Ridge employees	1	2	3	4	5
The value of services for the taxes paid to Wheat Ridge.....	1	2	3	4	5
The overall direction the City of Wheat Ridge is taking.....	1	2	3	4	5
The job the City does at informing residents on major issues within Wheat Ridge	1	2	3	4	5
The job Wheat Ridge government does at welcoming citizen involvement ..	1	2	3	4	5

14. In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?

- Yes (go to question 15) No (go to question 16)

15. What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Making you feel valued.....	1	2	3	4	5
Overall impression.....	1	2	3	4	5

16. Please rate how safe you feel in the following areas in Wheat Ridge:

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

Economic Development

17. Please rate the following statements by circling the number which best represents your opinion. The city should...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Promote efforts to revitalize the city's housing areas	1	2	3	4	5	6
Promote efforts to revitalize the city's business areas.....	1	2	3	4	5	6
Strengthen Wheat Ridge's community image and identity...	1	2	3	4	5	6
Promote efforts to attract and recruit new types of retail business to Wheat Ridge.....	1	2	3	4	5	6
Promote efforts to revitalize business corridors such as 38 th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	1	2	3	4	5	6

18. For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:

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

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

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

20. To what extent do you agree or disagree that 38th Avenue between Sheridan and Wadsworth is the City's main street or downtown area?

- Strongly Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

21. During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?

- Every day
- Several times a week
- Once a week
- 1-3 times a month
- Never

22. In 2009, Wheat Ridge voters approved eliminating height and density restrictions from the City Charter in four urban renewal areas within the City. This allowed the City to develop mixed use zoning in the City Land Use Code to encourage economic development. To what extent do you support or oppose removing all language regarding building height and density restrictions from the City Charter (which requires voter approval to change) and managing these restrictions through the City Land Use Code (which requires only City Council approval to change)?

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose
- Don't know

23. To what extent do you support or oppose relaxing the following restrictions in the City Land Use Code, for targeted redevelopment corridors, to encourage economic development and reinvestment in the community?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Building height restrictions.....	1	2	3	4	5	6
Residential density restrictions	1	2	3	4	5	6

Policy Topics

24. To what extent do you support or oppose the City implementing each of the following programs?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Residential curbside recycling	1	2	3	4	5
Recycling drop-off centers.....	1	2	3	4	5

25. How likely or unlikely would you be to participate in an annual community event where the City would place dumpsters in neighborhoods so that residents could get rid of unwanted items?

- Very likely
 Somewhat likely
 Somewhat unlikely
 Very unlikely
 Don't know

26. To what extent do you support or oppose the City of Wheat Ridge considering each of the following efforts to support the environment, given that you may experience increased costs?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Increase recycling options for residents	1	2	3	4	5	6
Reduce the City government's carbon footprint	1	2	3	4	5	6
Reduce the community's carbon footprint	1	2	3	4	5	6
Increase alternative transit options throughout the City....	1	2	3	4	5	6
Create incentives for increasing public transit ridership...	1	2	3	4	5	6
Require all new commercial and residential structures be built using environmentally-friendly ("green") construction methods.....	1	2	3	4	5	6
Create a community-wide rebate program for residents who install solar panels	1	2	3	4	5	6
Modify the building code to require the use of energy efficient appliances.....	1	2	3	4	5	6
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes.....	1	2	3	4	5	6
Create incentives for builders to build using environmentally friendly ("green") construction methods	1	2	3	4	5	6
Increase environmental education and public awareness programs	1	2	3	4	5	6
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.).....	1	2	3	4	5	6

27. How important to you, if at all, is it that the City monitor multi-family rental housing through inspections of properties to ensure properties are being adequately maintained and up to City codes?

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

28. To what extent would you support or oppose the City implementing a multi-family housing rental inspection program that would include property maintenance and code enforcement inspections?

- Strongly support
 Somewhat support
 Neither support nor oppose
 Somewhat oppose
 Strongly oppose
 Don't know

29. Currently, the City has a budget shortfall and cannot fund the following services and improvements. To what extent do you support or oppose creating a dedicated funding source for each service or improvement?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Street maintenance such as resurfacing, sidewalk repair and curb and gutter replacement	1	2	3	4	5
Street improvements such as major reconstruction projects and widening roads.....	1	2	3	4	5
Storm water and drainage improvements	1	2	3	4	5

30. To what extent do you support or oppose each of the following funding options for street maintenance, street improvements and storm water and drainage improvements?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
A property tax increase	1	2	3	4	5	6
A sales tax increase	1	2	3	4	5	6
A dedicated monthly fee	1	2	3	4	5	6

31. To what extent do you support or oppose each of the following funding options for bicycle and pedestrian improvements that would include connecting trails and sidewalks throughout the city?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
A property tax increase	1	2	3	4	5
A sales tax increase	1	2	3	4	5
A monthly fee dedicated to help fund the connection of trails and sidewalks	1	2	3	4	5

32. In general, to what extent do you support or oppose the creation of local laws that restrict smoking in public places?

- Strongly support
 Somewhat support
 Neither support nor oppose
 Somewhat oppose
 Strongly oppose
 Don't know

33. To what extent do you support or oppose each of the following changes to Wheat Ridge's smoking-related local law?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Require retailers to have a license to sell tobacco products (similar to a liquor license required to sell alcohol)	1	2	3	4	5	6
Make tobacco businesses smoke-free.....	1	2	3	4	5	6
Make all bars, including cigar bars, smoke-free.	1	2	3	4	5	6
Make all small businesses, including those with 3 or fewer employees, smoke-free	1	2	3	4	5	6
Require posted signs that describe the smoking-related local law	1	2	3	4	5	6
Require that a retail clerk who is selling tobacco must be 18 years of age or older	1	2	3	4	5	6
Require all tobacco products to be placed behind retail counters and therefore requiring clerk's assistance for purchase.....	1	2	3	4	5	6
Enlarge the smoke-free area around the entrances to buildings and bar/restaurant patio areas to 25 feet (from 15 feet)	1	2	3	4	5	6
Make outdoor seating/dining areas at restaurants and bars smoke-free.	1	2	3	4	5	6
Make outdoor public places, including playgrounds, parks or ball fields, smoke-free.....	1	2	3	4	5	6
Prohibit smoking in city playgrounds.....	1	2	3	4	5	6
Prohibit other forms of tobacco (i.e., chewing tobacco, dip, snus) in city playgrounds.....	1	2	3	4	5	6
Prohibit smoking in city parks.....	1	2	3	4	5	6
Prohibit smoking in city-owned/operated outdoor recreational areas (ball parks, sports fields)	1	2	3	4	5	6

Information Sources

34. In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
City Quarterly "Connections" Newsletter	1	2	3	4	5
Denver Post.....	1	2	3	4	5
Wheat Ridge Transcript.....	1	2	3	4	5
Neighborhood Gazette.....	1	2	3	4	5
Shop Wheat Ridge Online Business Directory	1	2	3	4	5
Radio news.....	1	2	3	4	5
Television news	1	2	3	4	5
WRTV8 (Government Access Channel)	1	2	3	4	5
City live/on-demand videostreaming.....	1	2	3	4	5
City's Web site: www.ci.wheatridge.co.us.....	1	2	3	4	5
Local YourHub.com	1	2	3	4	5
Word of mouth.....	1	2	3	4	5

Demographics

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.

D1. About how long have you lived in Wheat Ridge?
(Write 0 if six months or less) _____ years

D2. In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Arvada | <input type="checkbox"/> Louisville |
| <input type="checkbox"/> Aurora | <input type="checkbox"/> Northglenn |
| <input type="checkbox"/> Boulder | <input type="checkbox"/> Thornton |
| <input type="checkbox"/> Broomfield | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Denver | <input type="checkbox"/> Wheat Ridge |
| <input type="checkbox"/> Englewood | <input type="checkbox"/> Other |
| <input type="checkbox"/> Golden | <input type="checkbox"/> Do not work (student, homemaker, retired, etc.) |
| <input type="checkbox"/> Lakewood | |
| <input type="checkbox"/> Littleton | |

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

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

D4. Do you live in senior housing such as an assisted-living or senior living community?

- Yes No

D5. Do you own or rent your residence?

- Own Rent

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

D7. How many of these household members are 17 or younger? _____ people

D8. Please indicate the number of dogs and cats in your household. (Please write 0 if none.)

Number of dogs _____

Number of cats _____

D9. What is the highest level of education you have completed?

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

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

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

D11. What is your age?

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

D12. What is your race? (Please check all that apply.)

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

D13. Are you Hispanic/Spanish/Latino?

- Yes No

D14. What is your gender?

- Female Male

D15. Did you vote in the last election?

- Yes No

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