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CITY OF WHEAT RIDGE

Citizen Survey

REPORT OF RESULTS
June 2004

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EXECUTIVE SUMMARY

SURVEY BACKGROUND

- The City of Wheat Ridge contracted with National Research Center, Inc. to conduct a community wide citizen survey. Three thousand randomly selected Wheat Ridge households were mailed the 2004 Wheat Ridge Citizen Survey. The purpose of the survey is to monitor the quality of City of Wheat Ridge services and the quality of community life in Wheat Ridge. Of the 2,810 eligible households who received the survey, 1,164 responded to the mailed questionnaire, giving a response rate of 41%. The margin of error is plus or minus 3 percentage points around any given percentage point, and plus or minus 3 points around average ratings on a 100-point scale. This is the first survey of Wheat Ridge citizens.

QUALITY OF LIFE AND COMMUNITY

- Wheat Ridge residents rated the quality of life characteristics similar to or lower than other adults across the nation and in the Front Range. However, average ratings were still above “fair” on the 100-point scale.
- When asked whether they thought that the quality of life in Wheat Ridge was likely to improve, stay the same or decline over the next five years, about one-third of respondents (34%) said that the quality of life in Wheat Ridge would improve at least “slightly,” four in ten respondents (38%) thought it would stay the same and 26% thought it would decline at least “slightly.”

EVALUATION OF CITY SERVICES

- City services which were rated the most positively by Wheat Ridge residents were recreation facilities, recreation programs and police response time to emergency calls. All of these services received average ratings of at least 67 points – “good” or better on the 100-point scale.
- City services rated least positively were building inspections, code enforcement and business expansion and recruitment programs. All three services received ratings of less than 50 points on a 100-point scale, which is between “good” (67) and “fair” (33).
- For six of the 18 services for which national normative comparisons were available, Wheat Ridge residents gave ratings significantly higher than ratings given by residents of other communities, three received similar ratings and four were rated lower than national norms.
- Front Range comparisons are included for 11 services. Three services were rated similarly to the Front Range, four were rated higher than Front Range norms and four services were rated below other Front Range jurisdictions’ ratings.

IMPORTANCE OF CITY SERVICES

- Services considered the most important were police response time to emergency calls general police services, police response time to non-emergency calls, street repair and maintenance, snow removal, traffic enforcement, services and programs for youth, municipal court and maintenance of city parks, all with average ratings of 66 points or higher on the 100-point scale (“very important” or higher).
- The maintenance of open space and trails, services and programs for seniors, recreation facilities, building inspections, code enforcement, recreation programs, business expansion and recruitment programs, building permits and street cleaning were rated as the least important of the services listed, but were still considered close to “very important.”

BALANCING QUALITY AND IMPORTANCE

- Services were categorized as higher in importance and higher in quality were: police response time to emergency calls, general police services, police response time to non-emergency calls, municipal court and maintenance of city parks.
- Services rated higher in importance and lower in quality were: snow removal, street repair and maintenance, traffic enforcement, services and programs for youth.
- Those services rated lower in importance and higher in quality were: recreation facilities, recreation programs, services and programs for seniors, maintenance of open space and trails.
- Service rated lower in importance and lower in quality were: building inspections, code enforcement, business expansion and recruitment programs, building permits, street cleaning.

COMMUNITY ISSUES

- More than nine in ten respondents rated condition of city streets, ease of car travel in the city and ease of bus travel in the city as “fair” or higher. Mass transit planning was considered to be at least “fair” by about eight in ten residents. All four transportation issues were rated between “good” and “fair” on the 100-point scale.
- Services considered to be “moderate” or “major” problems by 50% or more of respondents were: juvenile problems, traffic congestion, availability of affordable housing, crime, vandalism and drugs.

PUBLIC TRUST

- Six in ten respondents (60%) said the overall performance of the Wheat Ridge city government was “good” or better, which was similar to the national norm.
- Residents were asked to respond to several statements about city government and city employees. The majority of residents agreed with each statement. These ratings were similar to or higher than national and Front Range averages where comparisons are available.

CONTACT WITH CITY EMPLOYEES

- About four in ten respondents (43%) said they had contact with a city employee in the last 12 months.
- When asked to rate five characteristics of city employees, the majority of residents felt that each characteristic was “good” or better. These ratings were similar to or higher than national and Front Range norms where comparisons were available.

COMMUNITY SAFETY

- When asked to rate how safe they feel in various public areas in Wheat Ridge, the majority of residents reported feeling at least “somewhat” safe in each area listed. The average safety rating for “in your neighborhood” was 79 points on the 100-point scale, which was above the national average.
- Survey respondents were informed that recent budget constraints have made it necessary for the Wheat Ridge Police Department to cut programs. When asked which programs, if any, they would like to see restored if revenues were to become available, about half of the respondents (53%) reported that they would like to see crime prevention programs and services, 51% chose educating youth on making right choices and just over four in ten respondents stated that they would like park enforcement and patrol coverage to return.

INFORMATION SOURCES AND INTERNET USE

- Respondents were asked to indicate how many times in the last 12 months they or someone in their household had used various information sources for new about Wheat Ridge. The most highly used source of information were: word of mouth, television news and The Denver Post or Rocky Mountain News newspapers. The least used source was the city's Web site.
- When asked whether or not they had used the City's Web site in the last 12 months, 22% stated that they had. Residents who had used the Web site rated each of the various characteristics of it to be between "good" and "fair" on the 100-point scale.
- All respondents were asked how likely they would be to conduct business with the city over the Internet. About one-third of respondents (34%) reported they were "very likely" to conduct business with the city and six in ten respondents (60%) were at least "somewhat" likely to do so.

COMMUNITY PARTICIPATION

- Wheat Ridge residents were asked several questions about their community participation. City parks or trails, city bike and pedestrian paths, dining at Wheat Ridge restaurants and using Wheat Ridge recreation centers were activities the majority of residents reported using in the last 12 months. Those activities with the least community participation were: using the A-line service to DIA, participation in a senior program, attending a meeting of local elected officials or other public meetings and visiting the Community Senior Center.
- When asked to describe their frequency of shopping in Wheat Ridge, the majority of residents reported purchasing groceries, household items, meals and entertainment in Wheat Ridge.
- Survey respondents were asked to specify why they shop outside of Wheat Ridge. A majority of respondents said that they shop outside because the item they are shopping for is not available in Wheat Ridge. Other respondents stated that they shop outside of Wheat Ridge because they prefer the range of quality of goods and services in other areas (42%) or because it is convenient (38%).

ECONOMIC DEVELOPMENT

- Respondents were asked to rate the extent to which they agreed or disagreed with five statements about the economic development in the City of Wheat Ridge. A majority of residents at least "somewhat" agreed with each statement to include revitalizing business corridors, revitalizing the city's business areas, revitalizing the city's housing areas, attracting and recruiting new types of retail and strengthening community image and identity.

POLICY QUESTIONS

- Residents were asked to what extent they would support or oppose a "modest" increase in the sales tax rate for various services and programs. Three-quarters of respondents reported "strongly" or "somewhat" supporting a sales tax increase for police services and seven in ten respondents at least "somewhat" supported a tax increase for street maintenance. Six in ten respondents "somewhat" or "strongly" supported tax increases for maintenance of open space and trails and maintenance of parks (58% and 63%, respectively).
- Wheat Ridge residents were asked to what extent they supported or opposed allowing the city to retain any excess revenues to be used for general operating expenses. Half of the respondents at least "somewhat" supported the idea and approximately two in ten respondents "strongly" opposed allowing the city to retain any excess revenue.

SURVEY BACKGROUND

SURVEY PURPOSE

The Wheat Ridge Citizen Survey serves as a consumer report card for Wheat Ridge by providing residents the opportunity to rate their satisfaction with the quality of life in the city, the community's amenities and satisfaction with local government. The survey also permits residents an opportunity 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 kind of survey gets at the key services that local government controls to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

SURVEY ADMINISTRATION

The Wheat Ridge Citizen Survey was administered by mail during February and March of 2004 to 3,000 randomly selected households within the City of Wheat Ridge. Of those households receiving the survey, 1,164 residents responded to the mailed questionnaire, giving a response rate of 41%. The margin of error was plus or minus 3 points around any given percentage point for the whole sample. The survey instrument itself appears in Appendix IV.

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

UNDERSTANDING THE RESULTS

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 3 percentage points around any given percent reported for the entire sample (1,164 completed surveys).

PUTTING EVALUATIONS ONTO A 100 POINT SCALE

Although responses to many of the evaluative or frequency questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, the scales had different labels (e.g. "Very Satisfied," "Excellent," "Most Important"). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "Excellent," then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale ("neither good nor bad"), then the result would be 50. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. These ratings were then adjusted to allow comparisons to the national norms. These adjustments take various characteristics of the question into account, such as the type of response scale used, and whether a "don't know" option was permitted. The 95% confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus 3 points on the 100 point scale.

COMPARING SURVEY RESULTS

Because certain kinds of services tend to be thought less well of than others, it is best to understand relative quality ratings by comparing services in one jurisdiction to the same services in other jurisdictions. For

example, police protection tends to be better received than street maintenance by residents of most American cities so it is better not to hold street maintenance services to the same standard as police services. Where possible, the better comparison is between City of Wheat Ridge services and similar services provided by other jurisdictions. This way we can better understand if “good” is good enough for City of Wheat Ridge service evaluations.

Comparisons to the Front Range and the nation are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table in addition to the mean rating. The first is the rank assigned to Wheat Ridge’s rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Wheat Ridge’s rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

The Front Range jurisdictions included in the comparison analysis are as follows: Arvada, Boulder County, Boulder, Broomfield, Castle Rock, Denver (City and County), Douglas County, Englewood, Golden, Greeley, Lafayette, Lakewood, Littleton, Longmont, Louisville, Loveland, Northglenn, Parker, Thornton, West Metro Fire Protection District and Westminster.

Alongside the rank and percentile appears a comparison: “above the norm,” “below the norm” or “similar to the norm.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of your jurisdiction’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 3 or more points on the 100-point scale between Wheat Ridge’s ratings and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the norm. When differences between Wheat Ridge’s ratings and the normative comparison are less than 3 points, they are marked as “similar to” the norm.

The national data are represented visually in a chart that accompanies each table. Wheat Ridge’s percentile for each compared item is marked with a black line on the chart.

Unless otherwise indicated, reported responses are for those who had an opinion – “don’t know” responses were removed from the analyses, but can be found in Appendix III.

Percentages in tables may not equal 100%, due to rounding. In addition, where questions allowed respondents to choose more than one answer, percents will add to more than 100%.

SURVEY RESULTS

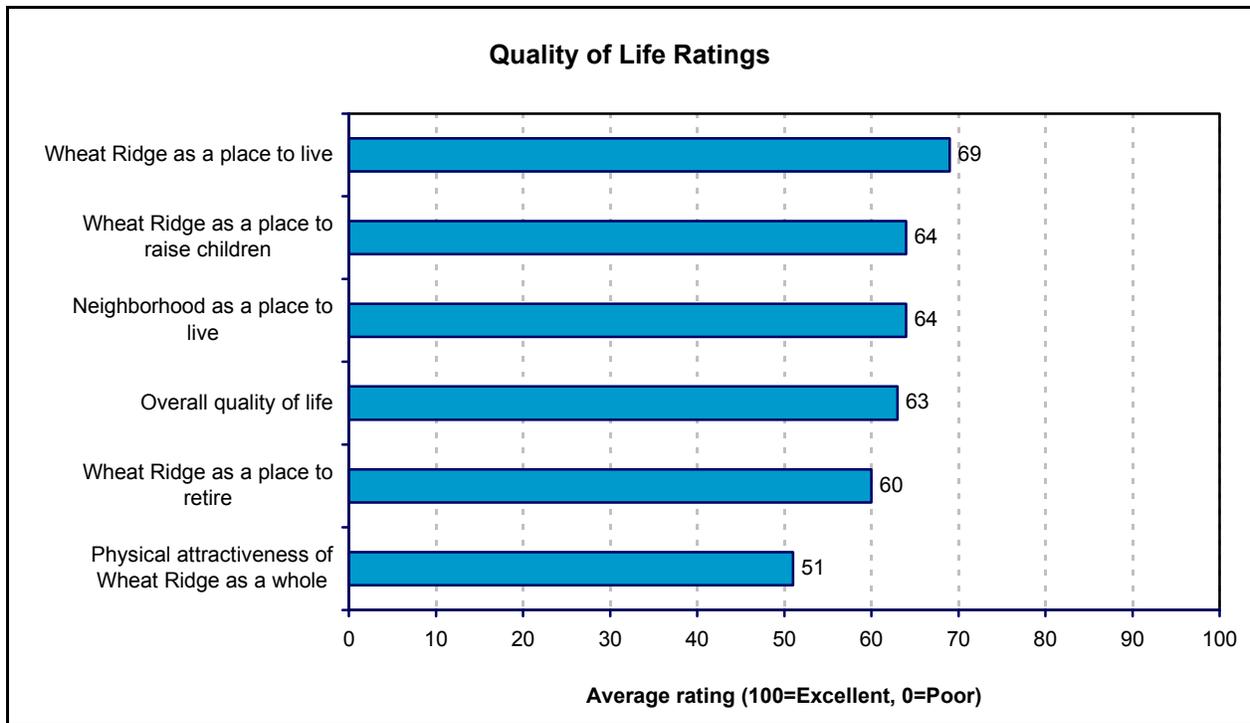
QUALITY OF LIFE AND COMMUNITY

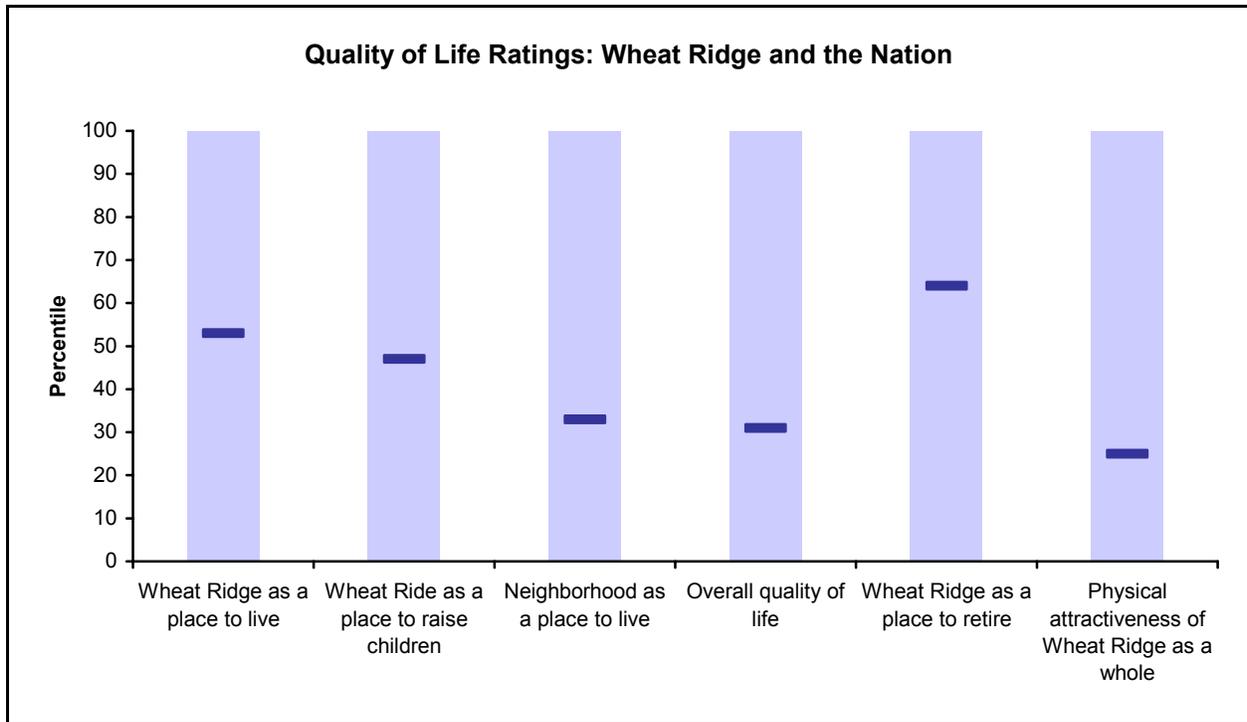
Wheat Ridge residents were asked to rate a variety of community characteristics. Almost nine in ten respondents (86%) said that Wheat Ridge was either an “excellent” or “good” place to live. About three-quarters of respondents (75%) thought that their neighborhood was at least a “good” place to live and 78% said Wheat Ridge was at least a “good” place to raise children. The overall quality of life in Wheat Ridge received similar ratings, with 77% of respondents giving an “excellent” or “good” rating. “Wheat Ridge as a place to retire” (68% of respondents rating at least “good”) and the “physical attractiveness of Wheat Ridge” (52% rating at least “good”) received slightly lower ratings.

| | Quality of Life Ratings | | | | | Average Rating (100 = Excellent, 0 = Poor) |
|---------------------------------------------------|-------------------------|------|------|------|-------|--------------------------------------------------|
| | Percent of Respondents | | | | | |
| | Excellent | Good | Fair | Poor | Total | |
| Wheat Ridge as a place to live | 24% | 62% | 13% | 1% | 100% | 69 |
| Neighborhood as a place to live | 22% | 53% | 22% | 3% | 100% | 64 |
| Wheat Ridge as a place to raise children | 20% | 58% | 18% | 4% | 100% | 64 |
| Overall quality of life in Wheat Ridge | 13% | 64% | 22% | 2% | 100% | 63 |
| Wheat Ridge as a place to retire | 20% | 48% | 25% | 8% | 100% | 60 |
| Physical attractiveness of Wheat Ridge as a whole | 9% | 43% | 39% | 8% | 100% | 51 |

These ratings have been converted to a 100-point scale where 100 = "Excellent" and 0 = "Poor" for comparison to other jurisdictions in the Front Range and throughout the nation (see charts below and on the following pages).

"Wheat Ridge as a place to live" received an average rating of 69 points on the 100-point scale, or about "good" and similar to national and Front Range norms. "Your neighborhood as a place to live" received an average rating of 64 points and was below national averages; a comparison to other jurisdictions' ratings throughout the Front Range was not available. "Wheat Ridge as a place to raise children" (64 points or about "good") had similar ratings to national and Front Range norms and the "overall quality of life in Wheat Ridge" received an average rating of 63 points on a 100-point scale; this rating was below national and Front Range average ratings. "Wheat Ridge as a place to retire" was similar to other jurisdictions in the national and Front Range data sets with an average of 60 points on the 100-point scale (between "good" and "fair") and the "physical attractiveness of Wheat Ridge" was rated slightly lower by survey respondents (52 points), but was still between "good" and "fair" on the 100-point scale. The "physical attractiveness of Wheat Ridge" rating was below the national norm; a comparison to the Front Range was unavailable.

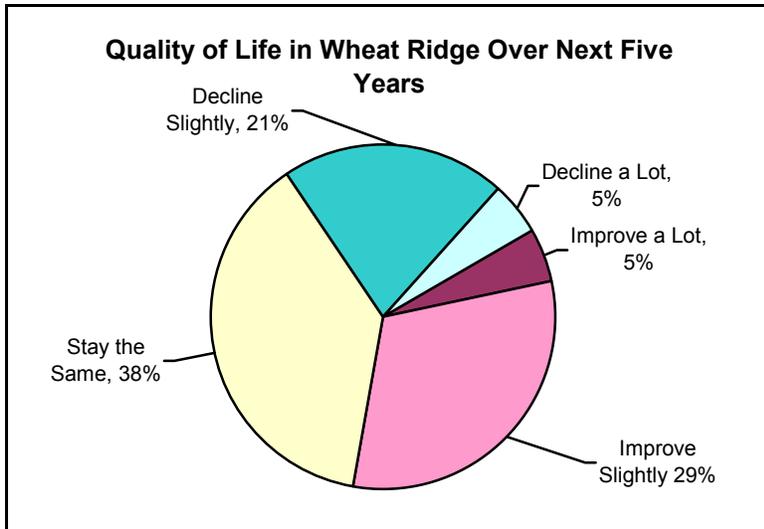




| Quality of Life Ratings: Wheat Ridge and the Nation | | | | | |
|-----------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Wheat Ridge as a place to live | 69 | 89 | 186 | 53%ile | Similar to the norm |
| Wheat Ridge as a place to raise children | 64 | 51 | 94 | 47%ile | Similar to the norm |
| Your neighborhood as a place to live | 64 | 52 | 76 | 33%ile | Below the norm |
| Overall quality of life in Wheat Ridge | 63 | 95 | 136 | 31%ile | Below the norm |
| Wheat Ridge as a place to retire | 60 | 28 | 74 | 64%ile | Similar to the norm |
| Physical attractiveness of Wheat Ridge as a whole | 51 | 10 | 12 | 25%ile | Below the norm |

| Quality of Life Ratings: Wheat Ridge and the Front Range | | | | | |
|-----------------------------------------------------------------|----------------------------|-------------|-----------------------------------------------|---------------------------------------|------------------------------------------|
| | City of Wheat Ridge | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Wheat Ridge as a place to live | 69 | 5 | 5 | 20%ile | Similar to the norm |
| Your neighborhood as a place to live | 64 | NA | NA | NA | NA |
| Wheat Ridge as a place to raise children | 64 | 4 | 5 | 40%ile | Similar to the norm |
| Overall quality of life in Wheat Ridge | 63 | 11 | 13 | 23%ile | Below the norm |
| Wheat Ridge as a place to retire | 60 | 1 | 5 | 100%ile | Similar to the norm |
| Physical attractiveness of Wheat Ridge as a whole | 51 | NA | NA | NA | NA |

Wheat Ridge residents were asked whether they thought that the quality of life in Wheat Ridge was likely to improve, stay the same or decline over the next five years. About one-third of respondents (34%) said the quality of life in Wheat Ridge would improve at least “slightly” in the next five years, about four in ten respondents (38%) thought it would stay the same and 26% thought it would decline at least “slightly.”



EVALUATION OF CITY SERVICES

Respondents were asked to rate the quality of several services provided by the City of Wheat Ridge. The table on the following page displays residents' ratings of the quality of city services. This section also includes illustrations of national and Front Range normative comparisons.

SATISFACTION WITH CITY SERVICES

City services which were rated the most positively were recreation facilities, recreation programs and police response time to emergency calls. All of these services received average ratings of at least 67 points – “good” or better on the 100-point scale.

City services rated least positively were building inspections, code enforcement and business expansion and recruitment programs. All three services received ratings of less than 50 points on a 100-point scale, which is between “good” (67) and “fair” (33).

COMPARISON TO NATIONAL NORMS

Because certain kinds of local government services all across the country tend to receive higher ratings than others – due to the nature of the service as much as the way in which the service is delivered – comparison of street repair to libraries tells us less about quality than comparison of street repair in Wheat Ridge to street repair ratings elsewhere.

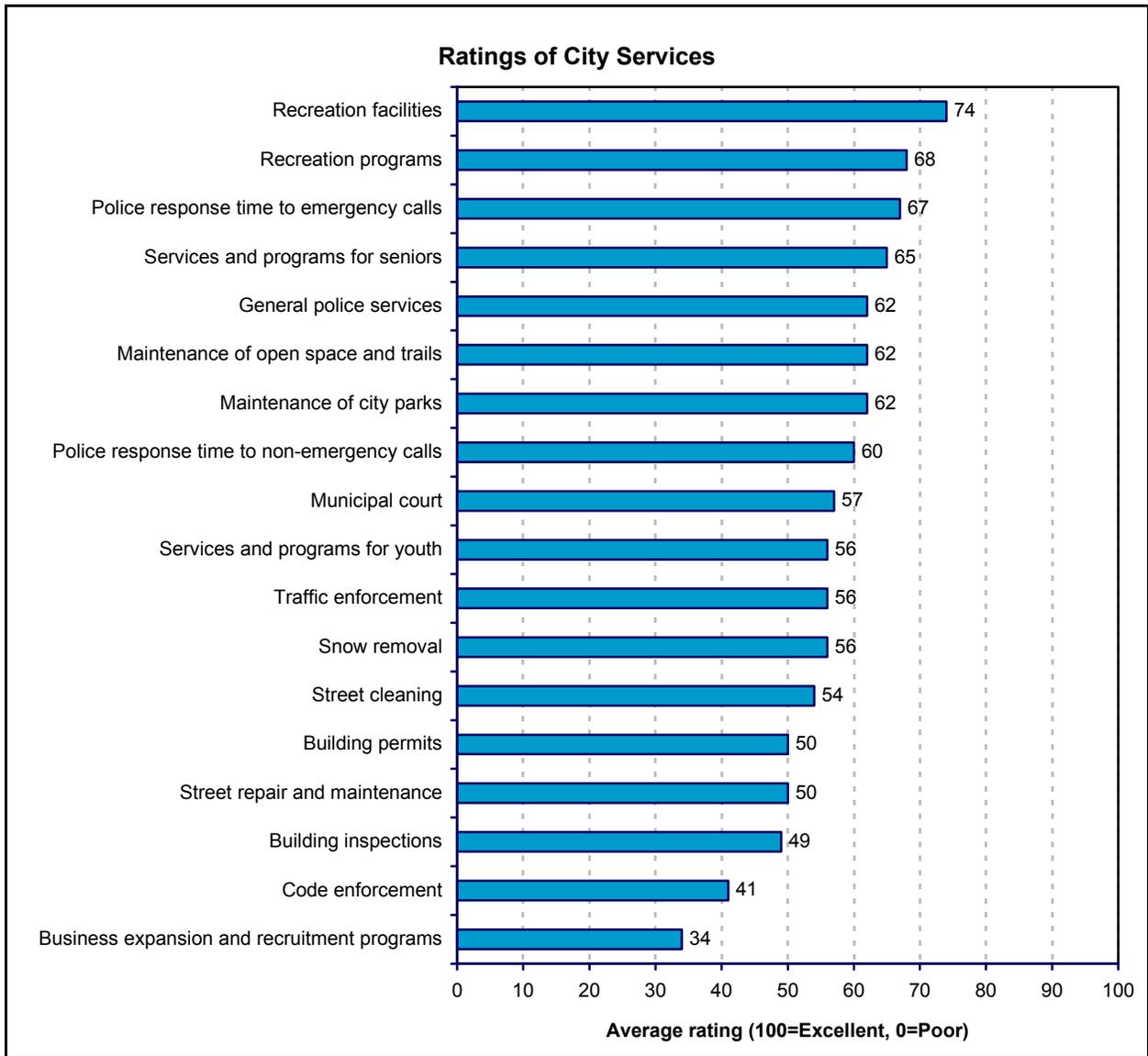
COMPARISON TO NATIONAL NORMS

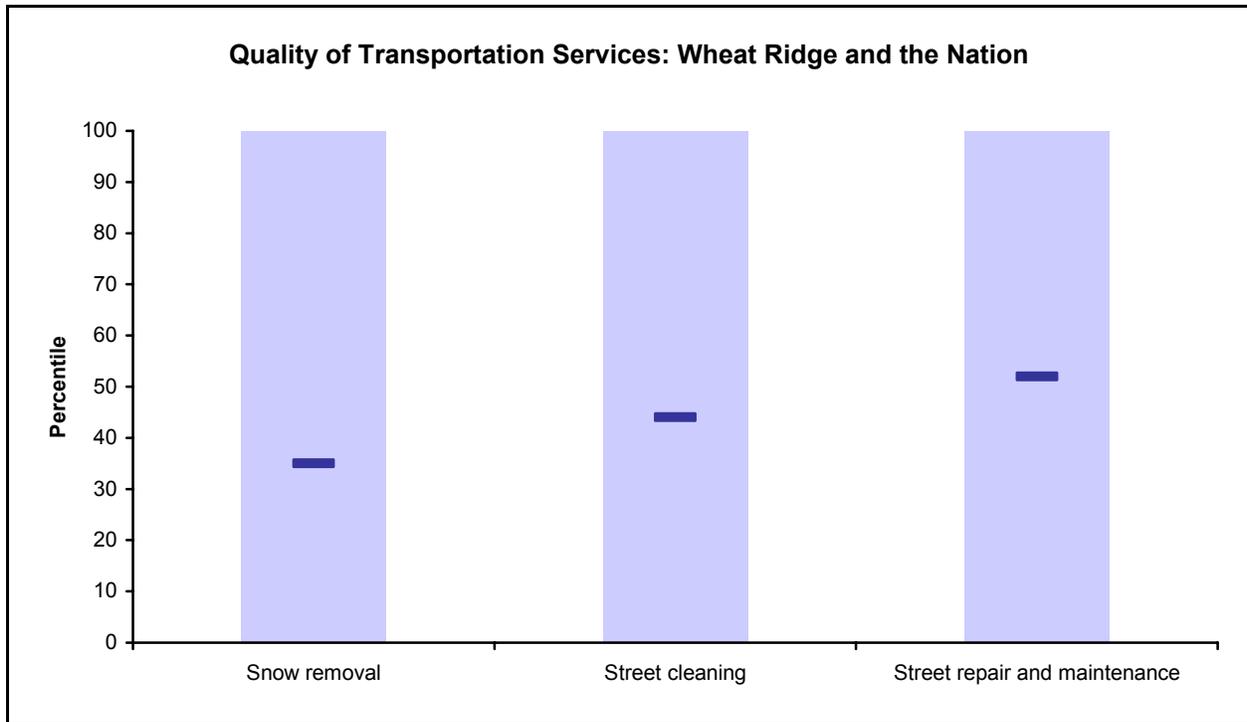
For six of the 18 services for which national normative comparisons were available (condition of city streets, ease of car travel in the city, ease of bus travel in the city, recreation programs, services and programs for seniors and services and programs for youth), Wheat Ridge residents gave ratings significantly higher than ratings given by residents of other communities. For street cleaning, street repair and maintenance and traffic enforcement, the average ratings given by Wheat Ridge residents were similar to the ratings given by members of other communities. Wheat Ridge received ratings below national norms for snow removal, maintenance of city parks, building inspections and code enforcement.

COMPARISON TO FRONT RANGE NORMS

Front Range comparisons are included for 11 services. Three services were rated similarly to the Front Range: street cleaning, street maintenance and repair and traffic enforcement. Condition of city streets, recreation programs, services and programs for seniors and services and programs for youth were rated higher than the Front Range norms and four services were rated below the Front Range norms: snow removal, maintenance of city parks, building inspections and code enforcement.

| Quality of Services | | | | | | |
|---------------------------------------------|------------------------|------|------|------|-------|--------------------------------------------------|
| | Percent of Respondents | | | | | Average Rating (100 = Excellent, 0 = Poor) |
| | Excellent | Good | Fair | Poor | Total | |
| Recreation facilities | 40% | 45% | 13% | 3% | 100% | 74 |
| Recreation programs | 26% | 55% | 16% | 3% | 100% | 68 |
| Police response time to emergency calls | 28% | 51% | 15% | 6% | 100% | 67 |
| Services and programs for seniors | 24% | 51% | 20% | 5% | 100% | 65 |
| Maintenance of city parks | 15% | 60% | 20% | 4% | 100% | 62 |
| Maintenance of open space and trails | 14% | 60% | 22% | 3% | 100% | 62 |
| General police services | 17% | 59% | 18% | 6% | 100% | 62 |
| Police response time to non-emergency calls | 20% | 52% | 18% | 10% | 100% | 60 |
| Municipal court | 9% | 57% | 30% | 4% | 100% | 57 |
| Snow removal | 13% | 51% | 27% | 8% | 100% | 56 |
| Traffic enforcement | 10% | 56% | 25% | 9% | 100% | 56 |
| Services and programs for youth | 14% | 50% | 28% | 9% | 100% | 56 |
| Street cleaning | 9% | 52% | 31% | 8% | 100% | 54 |
| Street repair and maintenance | 6% | 49% | 35% | 10% | 100% | 50 |
| Building permits | 7% | 49% | 32% | 12% | 100% | 50 |
| Building inspections | 8% | 46% | 33% | 13% | 100% | 49 |
| Code enforcement | 5% | 37% | 35% | 23% | 100% | 41 |
| Business expansion and recruitment programs | 3% | 26% | 41% | 29% | 100% | 34 |



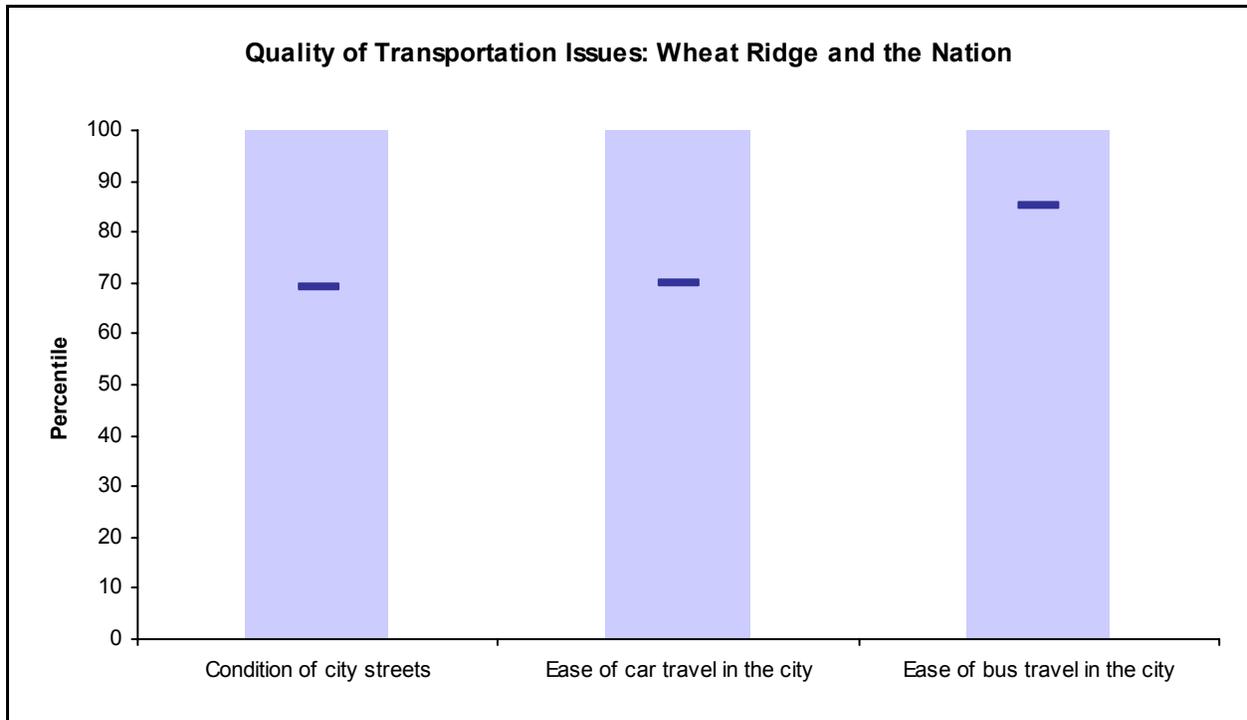


Quality of Transportation Services: Wheat Ridge and the Nation

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|-------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Snow removal | 56 | 72 | 109 | 35%ile | Below the norm |
| Street cleaning | 54 | 77 | 136 | 44%ile | Similar to the norm |
| Street repair and maintenance | 50 | 108 | 223 | 52%ile | Similar to the norm |

Quality of Transportation Services: Wheat Ridge and the Front Range

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|-------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Snow removal | 56 | 8 | 13 | 46%ile | Below the norm |
| Street cleaning | 54 | 7 | 10 | 40%ile | Similar to the norm |
| Street repair and maintenance | 50 | 4 | 13 | 77%ile | Similar to the norm |

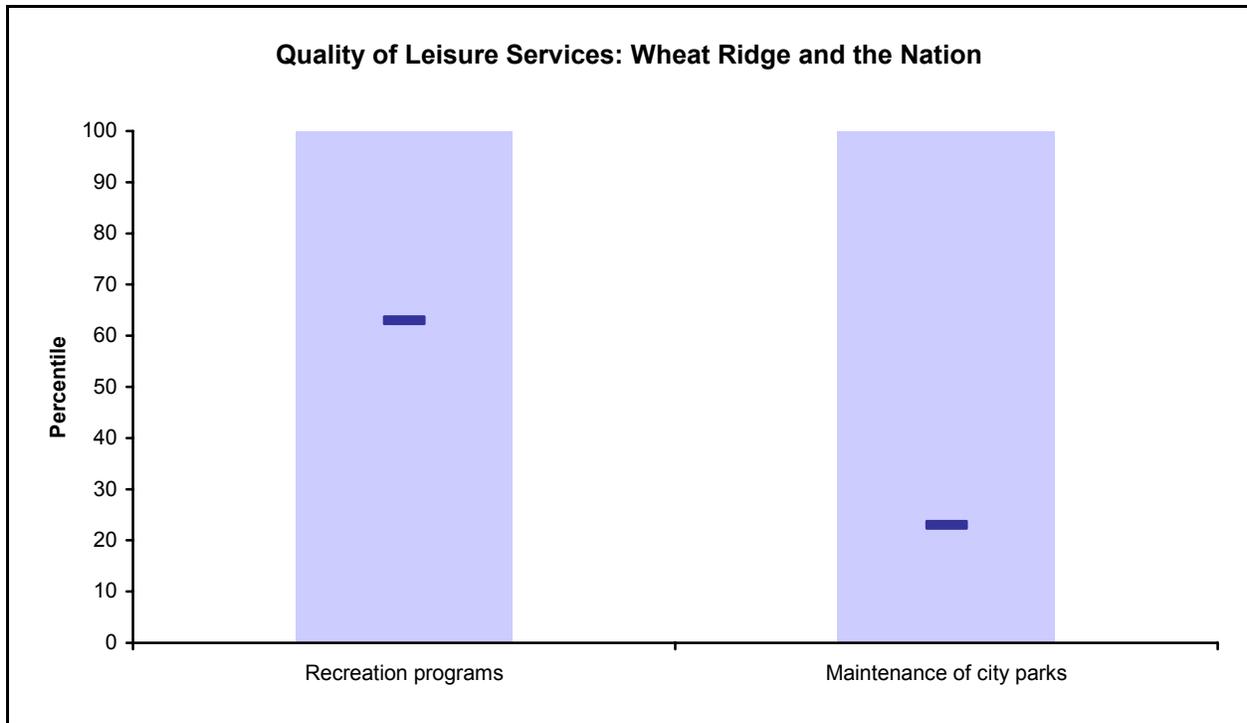


Quality of Transportation Issues: Wheat Ridge and the Nation

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|--------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Condition of city streets | 58 | 31 | 96 | 69%ile | Above the norm |
| Ease of car travel in the city | 55 | 22 | 69 | 70%ile | Above the norm |
| Ease of bus travel in the city | 53 | 5 | 27 | 85%ile | Above the norm |

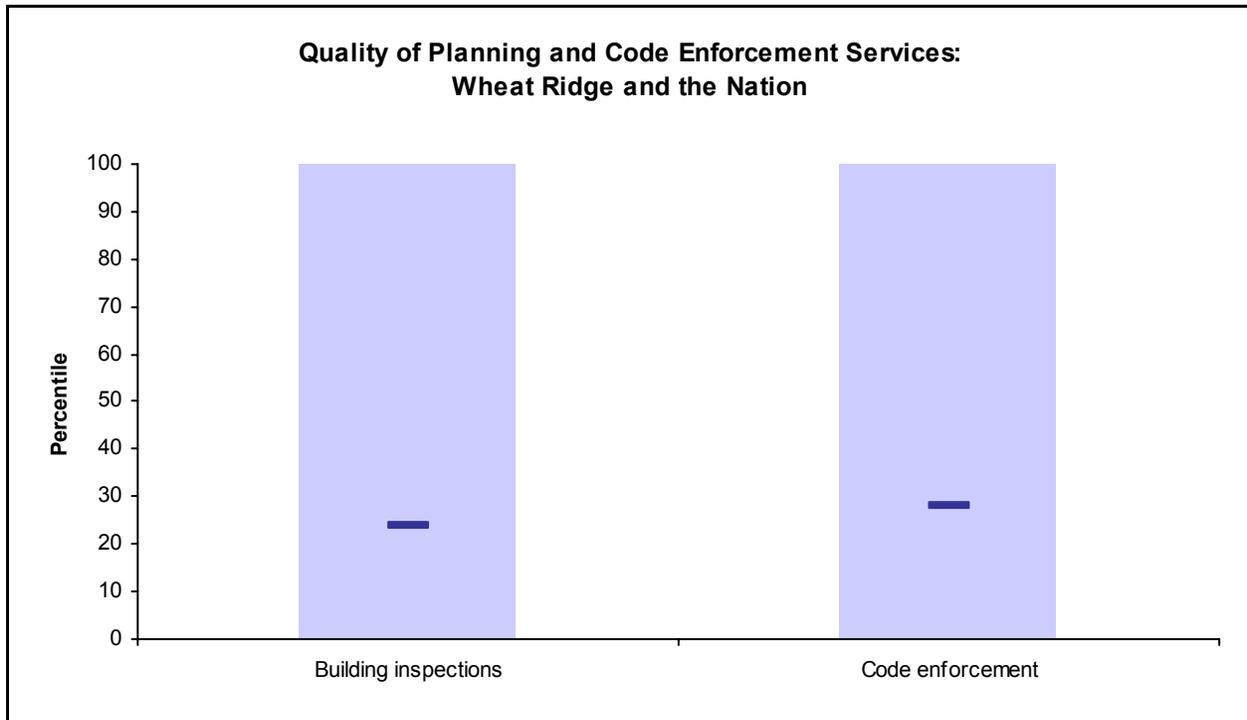
Quality of Transportation Issues: Wheat Ridge and the Front Range

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|--------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Condition of city streets | 58 | 1 | 5 | 100%ile | Above the norm |
| Ease of car travel in the city | 55 | NA | NA | NA | NA |
| Ease of bus travel in the city | 53 | NA | NA | NA | NA |



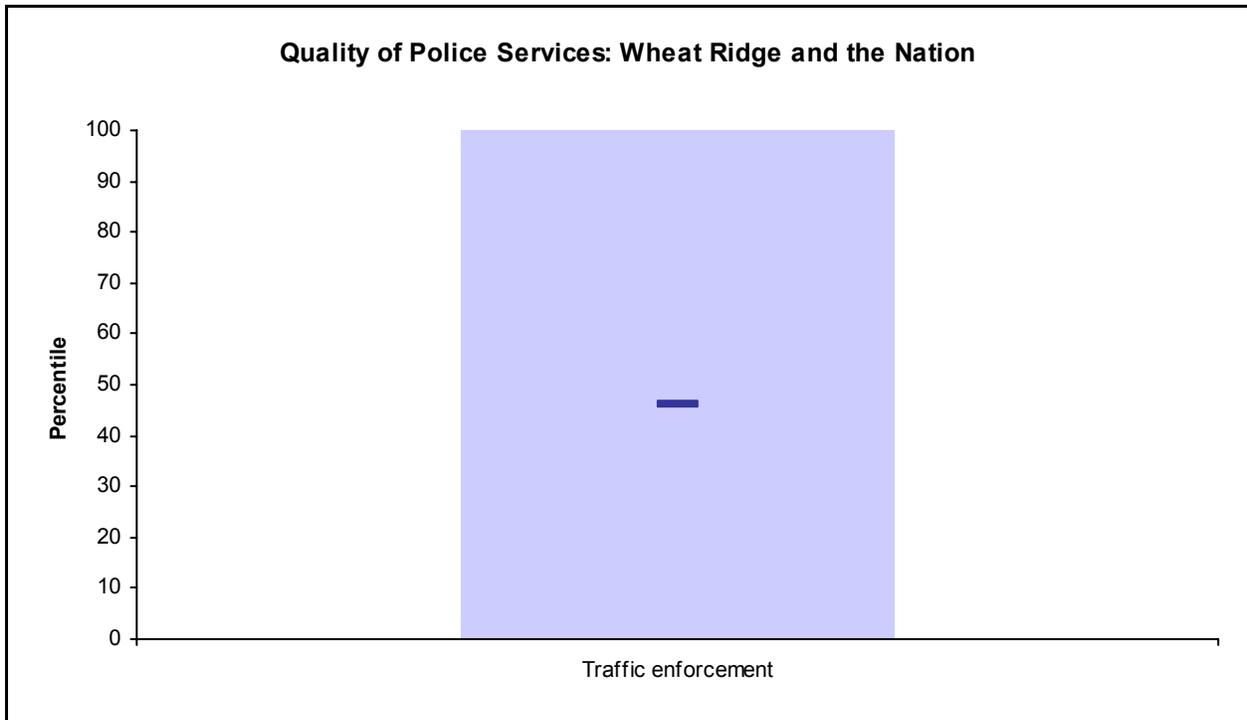
| Quality of Leisure Services: Wheat Ridge and the Nation | | | | | |
|---------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Recreation programs | 68 | 60 | 159 | 63%ile | Above the norm |
| Maintenance of city parks | 62 | 116 | 149 | 23%ile | Below the norm |
| Maintenance of open space and trails | 62 | NA | NA | NA | NA |

| Quality of Leisure Services: Wheat Ridge and the Front Range | | | | | |
|--------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Recreation programs | 68 | 3 | 10 | 80%ile | Above the norm |
| Maintenance of city parks | 62 | 10 | 11 | 18%ile | Below the norm |
| Maintenance of open space and trails | 62 | NA | NA | NA | NA |



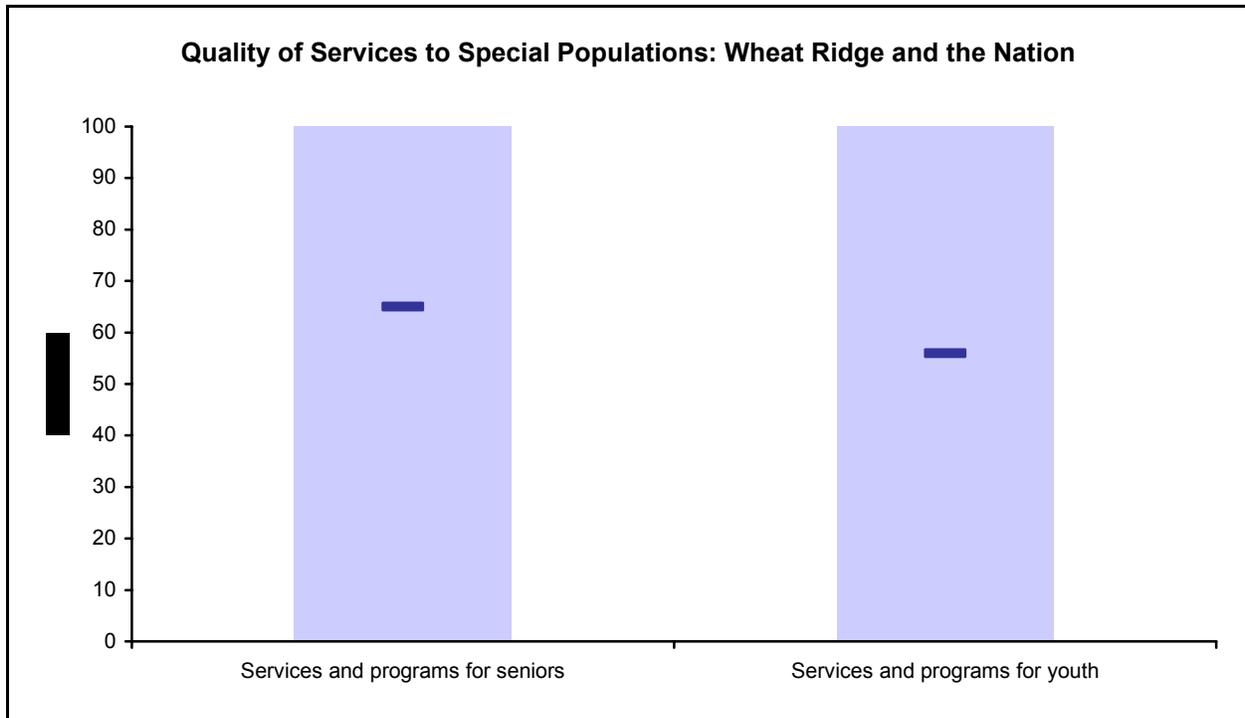
| Quality of Planning and Code Enforcement Services: Wheat Ridge and the Nation | | | | | |
|-------------------------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Building inspections | 49 | 30 | 38 | 24%ile | Below the norm |
| Code enforcement | 41 | 102 | 140 | 28%ile | Below the norm |

| Quality of Planning and Code Enforcement Services: Wheat Ridge and the Front Range | | | | | |
|------------------------------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Building inspections | 49 | 4 | 6 | 50%ile | Below the norm |
| Code enforcement | 41 | 12 | 13 | 15%ile | Below the norm |



| Quality of Police Services: Wheat Ridge and the Nation | | | | | |
|--------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Traffic enforcement | 56 | 67 | 122 | 46%ile | Similar to the norm |

| Quality of Police Services: Wheat Ridge and the Front Range | | | | | |
|-------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Traffic enforcement | 56 | 4 | 11 | 73%ile | Similar to the norm |



Quality of Services to Special Populations: Wheat Ridge and the Nation

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|-----------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Services and programs for seniors | 65 | 35 | 104 | 67%ile | Above the norm |
| Services and programs for youth | 56 | 32 | 90 | 66%ile | Above the norm |

Quality of Services to Special Populations: Wheat Ridge and the Front Range

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|-----------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Services and programs for seniors | 65 | 2 | 8 | 88%ile | Above the norm |
| Services and programs for youth | 56 | 1 | 6 | 100%ile | Above the norm |

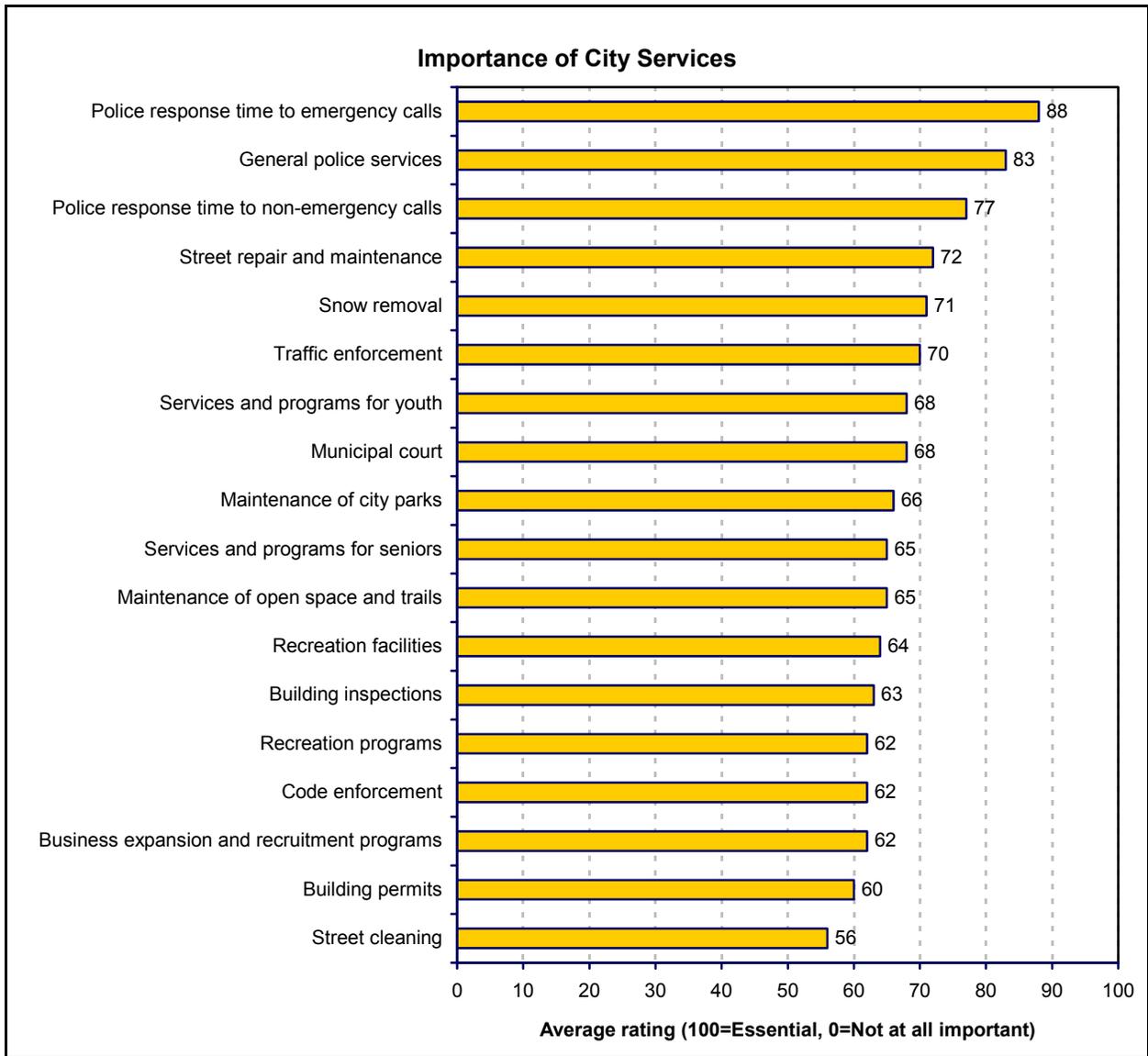
IMPORTANCE OF CITY SERVICES

Residents were also asked to rate the importance of each service on a scale where 1 = essential and 4 = not at all important. These ratings were converted to the 100-point scale for ease of comparison, where 100 = essential and 0 = not at all important (see table on the following page).

Services considered the most important were police response time to emergency calls general police services, police response time to non-emergency calls, street repair and maintenance, snow removal, traffic enforcement, services and programs for youth, municipal court and maintenance of city parks. All received average ratings of 66 points or higher on the 100-point scale.

Although the maintenance of open space and trails, services and programs for seniors, recreation facilities, building inspections, code enforcement, recreation programs, business expansion and recruitment programs, building permits and street cleaning were rated as the least important of the services listed, on average, they were all still considered close to "very important."

| Importance of Services | | | | | | |
|---------------------------------------------|------------------------|-------------------|-----------------------|-------------------------|-------|---------------------------------------------------------------------|
| | Percent of Respondents | | | | | Average Rating (100 = Essential, 0 = Not at all important) |
| | Essential | Very Important | Somewhat Important | Not At All Important | Total | |
| Police response time to emergency calls | 68% | 29% | 3% | 0% | 100% | 88 |
| General police services | 55% | 39% | 5% | 1% | 100% | 83 |
| Police response time to non-emergency calls | 43% | 44% | 12% | 1% | 100% | 77 |
| Street repair and maintenance | 30% | 57% | 14% | 0% | 100% | 72 |
| Snow removal | 32% | 50% | 16% | 1% | 100% | 71 |
| Traffic enforcement | 31% | 50% | 16% | 2% | 100% | 70 |
| Services and programs for youth | 27% | 54% | 17% | 3% | 100% | 68 |
| Municipal court | 29% | 49% | 21% | 1% | 100% | 68 |
| Maintenance of city parks | 23% | 54% | 22% | 1% | 100% | 66 |
| Maintenance of open space and trails | 22% | 51% | 25% | 1% | 100% | 65 |
| Services and programs for seniors | 23% | 53% | 21% | 3% | 100% | 65 |
| Recreation facilities | 21% | 53% | 24% | 2% | 100% | 64 |
| Building inspections | 21% | 49% | 28% | 2% | 100% | 63 |
| Code enforcement | 23% | 44% | 30% | 3% | 100% | 62 |
| Recreation programs | 20% | 49% | 28% | 3% | 100% | 62 |
| Business expansion and recruitment programs | 26% | 40% | 29% | 4% | 100% | 62 |
| Building permits | 18% | 47% | 33% | 3% | 100% | 60 |
| Street cleaning | 14% | 41% | 42% | 2% | 100% | 56 |



BALANCING QUALITY AND IMPORTANCE

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 satisfaction (see table below). Services were classified as “more important” if they were rated 66 points or higher on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 66.

Services receiving a satisfaction rating of 57 points or higher were considered of “higher quality” and those with an average rating lower than 57 as “lower quality.” Services which were categorized as higher in importance and higher in quality were: police response time to emergency calls, general police services, police response time to non-emergency calls, municipal court and maintenance of city parks.

Services rated higher in importance and lower in quality were: snow removal, street repair and maintenance, traffic enforcement, services and programs for youth.

Those services rated lower in importance and higher in quality were: recreation facilities, recreation programs, services and programs for seniors, maintenance of open space and trails.

Service that rated lower in importance and lower in quality were: building inspections, code enforcement, business expansion and recruitment programs, building permits, street cleaning.

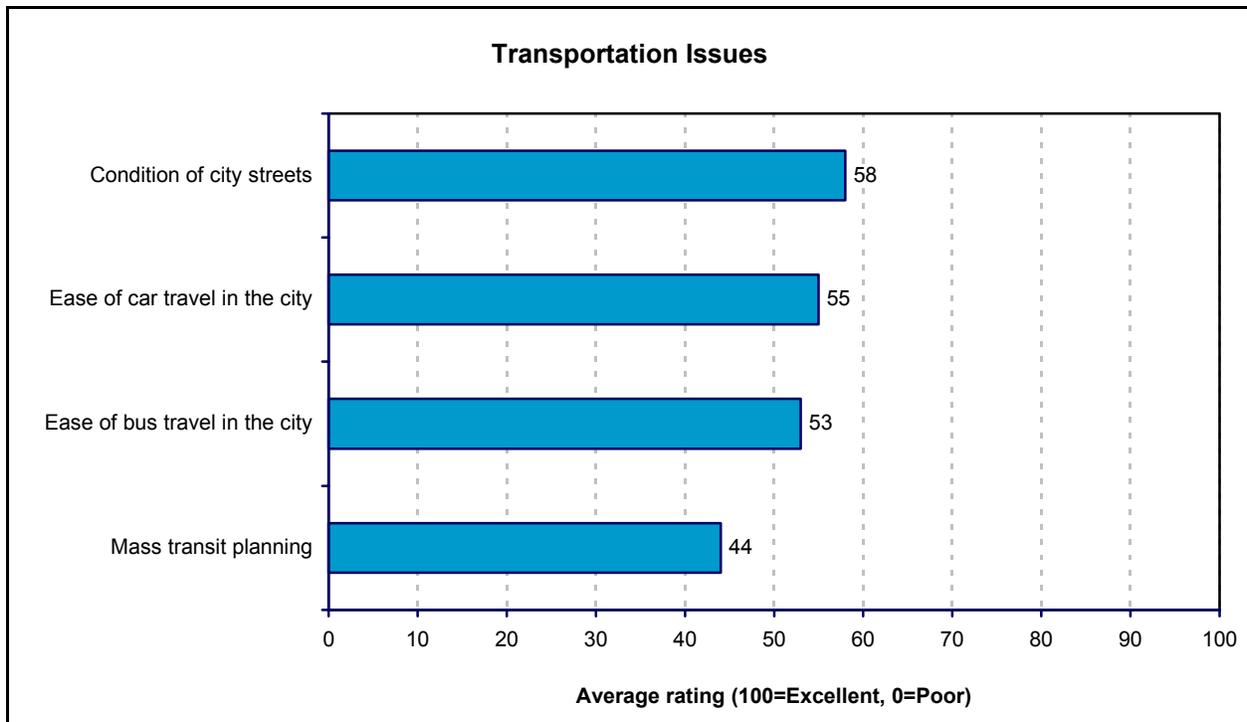
| Comparison of Quality and Importance | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Higher Importance/Higher Quality | Lower Importance/ Higher Quality |
| Police response time to emergency calls General police services Police response time to non-emergency calls Municipal court Maintenance of city parks | Recreation facilities Recreation programs Services and programs for seniors Maintenance of open space and trails |
| Higher Importance/Lower Quality | Lower Importance/Lower Quality |
| Snow removal Street repair and maintenance Traffic enforcement Services and programs for youth | Building inspections Code enforcement Business expansion and recruitment programs Building permits Street cleaning |

COMMUNITY ISSUES

Residents were asked to rate a set of questions about transportation within the city pertaining to condition of streets, ease of travel and mass transit. More than nine in ten respondents rated condition of city streets, ease of car travel in the city and ease of bus travel in the city as “fair” or higher. Mass transit planning was considered to be at least “fair” by about eight in ten residents.

All four transportation issues were rated between “good” and “fair” on the 100-point scale.

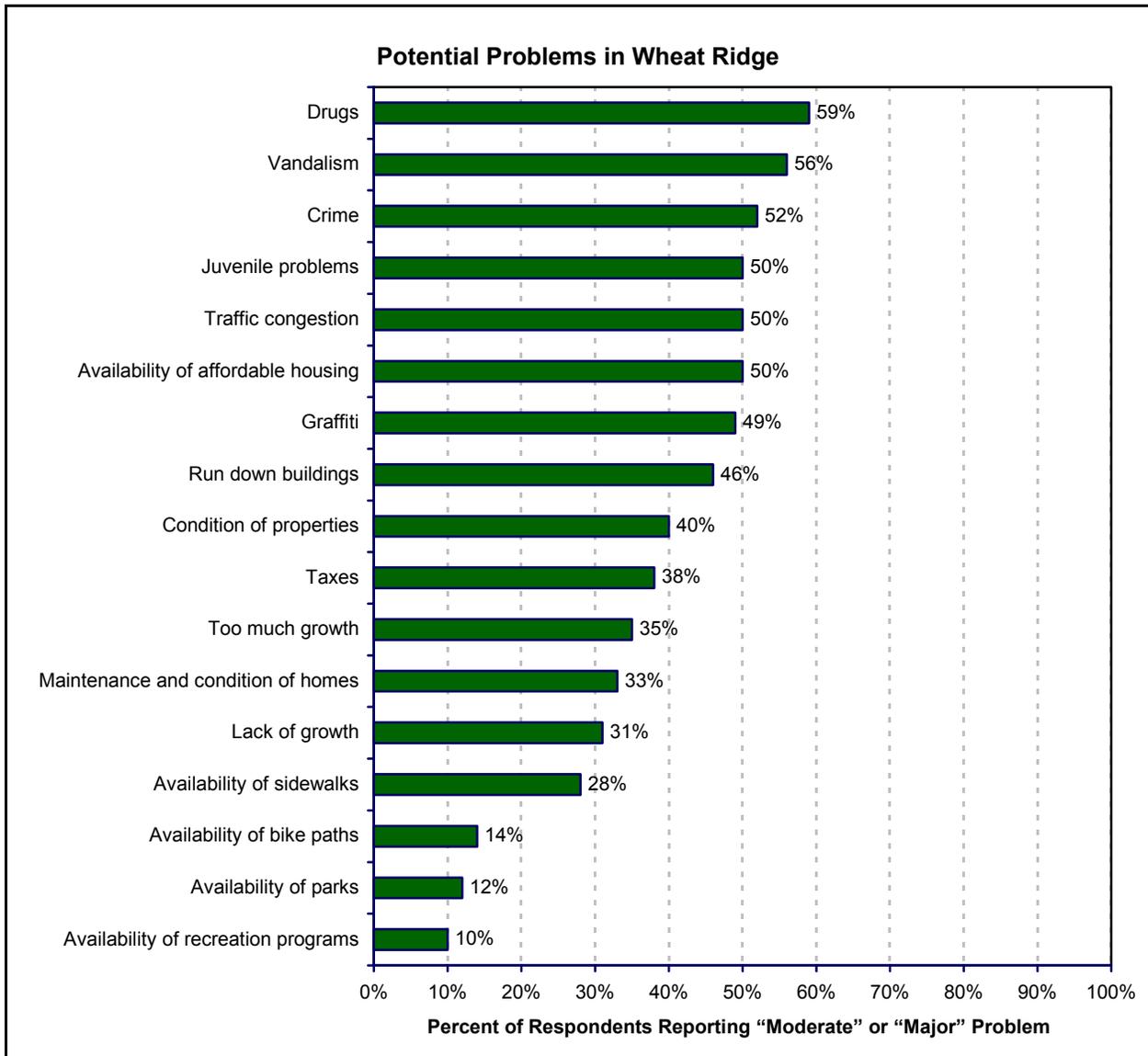
| | Transportation Issues | | | | | Average Rating (100 = Excellent, 0 = Poor) |
|--------------------------------|------------------------|------|------|------|-------|--------------------------------------------------|
| | Percent of Respondents | | | | | |
| | Excellent | Good | Fair | Poor | Total | |
| Condition of city streets | 8% | 62% | 25% | 5% | 100% | 58 |
| Ease of car travel in the city | 9% | 55% | 29% | 7% | 100% | 55 |
| Ease of bus travel in the city | 10% | 47% | 34% | 9% | 100% | 53 |
| Mass transit planning | 4% | 42% | 36% | 18% | 100% | 44 |



Survey respondents were also asked to rate how much of a problem, if at all, several community characteristics were for the City of Wheat Ridge. Potential problems considered to be “moderate” or “major” by 50% or more of respondents were: juvenile problems (50%), traffic congestion (50%), availability of affordable housing (50%), crime (52%), vandalism (56%) and drugs (59%). About five in ten respondents (49%) thought that graffiti was at least a “moderate” problem in Wheat Ridge, 46% felt that run down buildings were “moderate” to “major” problems and four in ten respondents (40%) said that the condition of properties were at least “moderate” problems. Issues thought to be less problematic by survey respondents were: taxes (38% of respondents reporting “moderate” or “major” problems), too much growth (35%), maintenance and condition of homes (33%), lack of growth (31%), availability of sidewalks (28%), availability of bike paths (14%), availability of parks (12%) and availability of recreation programs (10%).

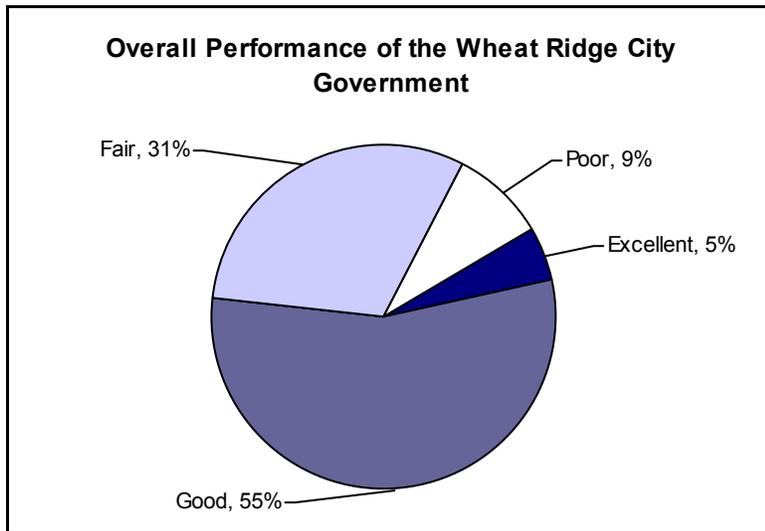
Potential Problems in Wheat Ridge

| | Percent of Respondents | | | | | Percent of Respondents Reporting “Moderate” or “Major” Problem |
|-------------------------------------|------------------------|---------------|------------------|---------------|-------|----------------------------------------------------------------|
| | Not A Problem | Minor Problem | Moderate Problem | Major Problem | Total | |
| Drugs | 14% | 27% | 37% | 22% | 100% | 59% |
| Vandalism | 9% | 35% | 41% | 15% | 100% | 56% |
| Crime | 10% | 38% | 45% | 7% | 100% | 52% |
| Availability of affordable housing | 24% | 26% | 27% | 23% | 100% | 50% |
| Traffic congestion | 15% | 36% | 33% | 17% | 100% | 50% |
| Juvenile problems | 10% | 39% | 38% | 12% | 100% | 50% |
| Graffiti | 13% | 37% | 35% | 14% | 100% | 49% |
| Run down buildings | 15% | 39% | 32% | 14% | 100% | 46% |
| Condition of properties | 19% | 41% | 27% | 13% | 100% | 40% |
| Taxes | 31% | 32% | 27% | 11% | 100% | 38% |
| Too much growth | 39% | 26% | 21% | 14% | 100% | 35% |
| Maintenance and condition of homes | 26% | 41% | 25% | 8% | 100% | 33% |
| Lack of growth | 42% | 27% | 21% | 10% | 100% | 31% |
| Availability of sidewalks | 44% | 27% | 17% | 11% | 100% | 28% |
| Availability of bike paths | 62% | 24% | 9% | 5% | 100% | 14% |
| Availability of parks | 65% | 23% | 9% | 3% | 100% | 12% |
| Availability of recreation programs | 64% | 26% | 7% | 3% | 100% | 10% |

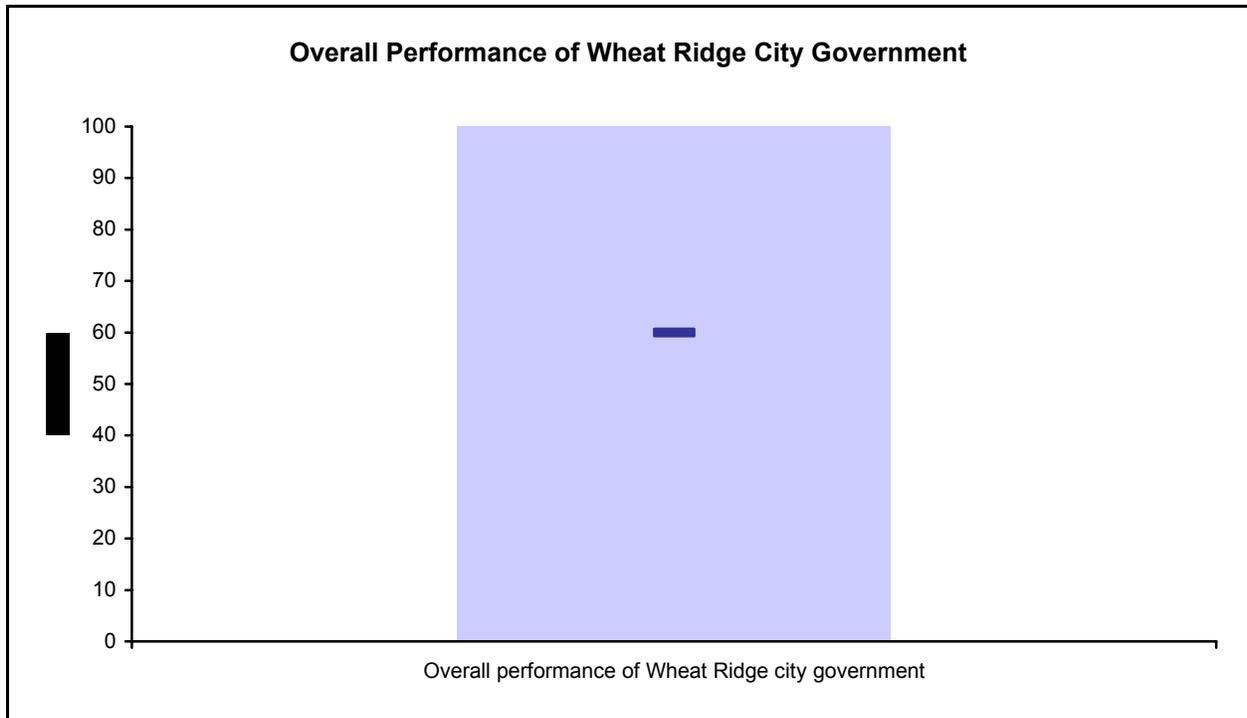


PUBLIC TRUST

Wheat Ridge citizens were asked several questions about city government and city employees. Six in ten respondents (60%) said the overall performance of the Wheat Ridge City Government was “good” or better, with 5% stating that it was “excellent.” The average rating for the overall performance of the Wheat Ridge City Government was 52 points on a 100-point scale, or between “good” and “fair.” When compared to other jurisdictions throughout the nation, Wheat Ridge City Government was rated similarly. (A comparison to Front Range jurisdictions was not available.)



| Overall Performance of the Wheat Ridge City Government | | | | | | |
|--------------------------------------------------------------------------------|------------------------|------|------|------|-------|--------------------------------------------------|
| | Percent of Respondents | | | | | Average Rating (100 = Excellent, 0 = Poor) |
| | Excellent | Good | Fair | Poor | Total | |
| How would you rate the overall performance of the Wheat Ridge city government? | 5% | 55% | 31% | 9% | 100% | 52 |



| Ratings of Overall Performance of Wheat Ridge City Government: Wheat Ridge and the Nation | | | | | |
|-------------------------------------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Overall performance of the Wheat Ridge city government | 52 | 35 | 86 | 60%ile | Similar to the norm |

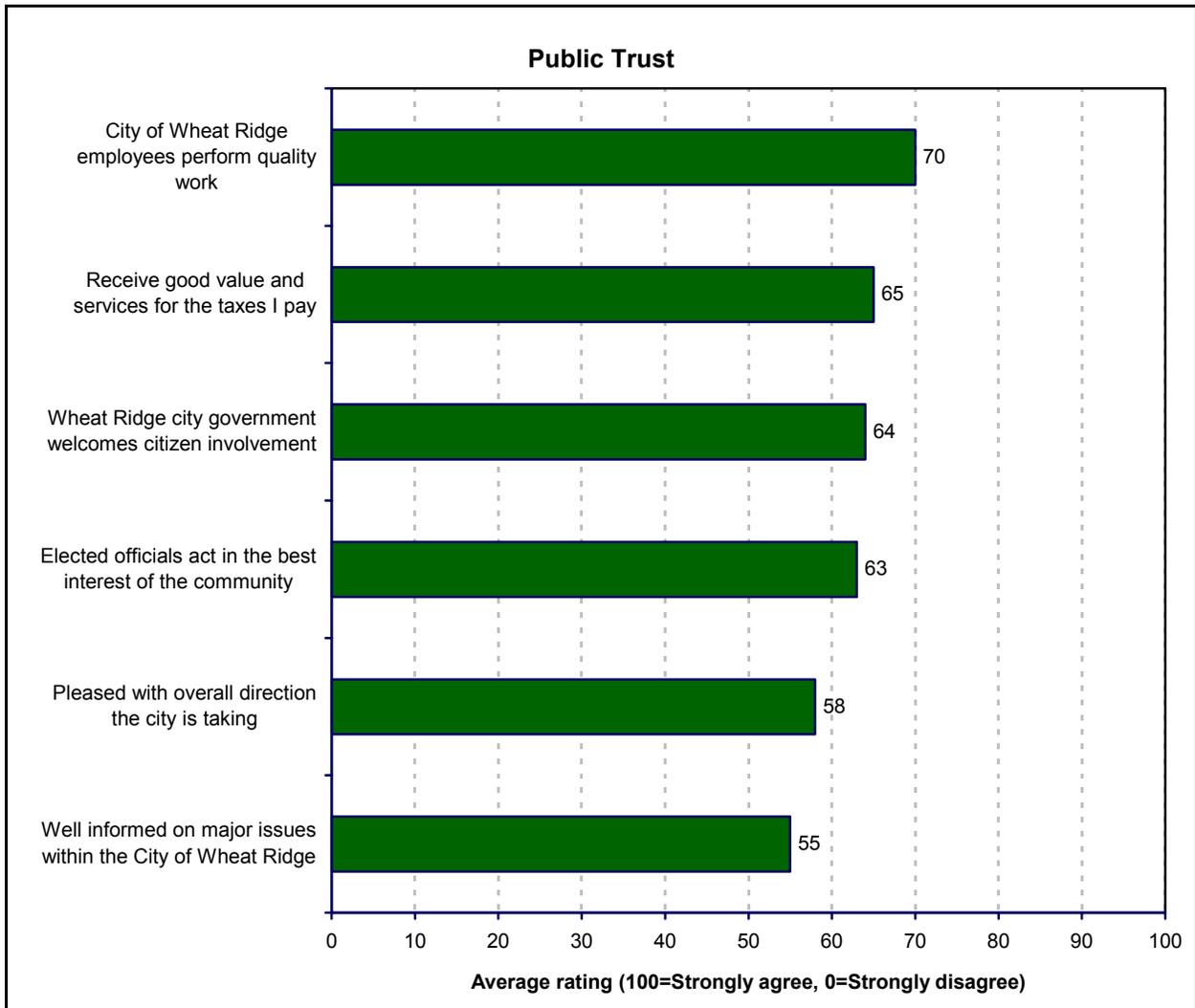
| Ratings of Overall Performance of Wheat Ridge City Government: Wheat Ridge and the Front Range | | | | | |
|------------------------------------------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Overall performance of the Wheat Ridge city government | 52 | NA | NA | NA | NA |

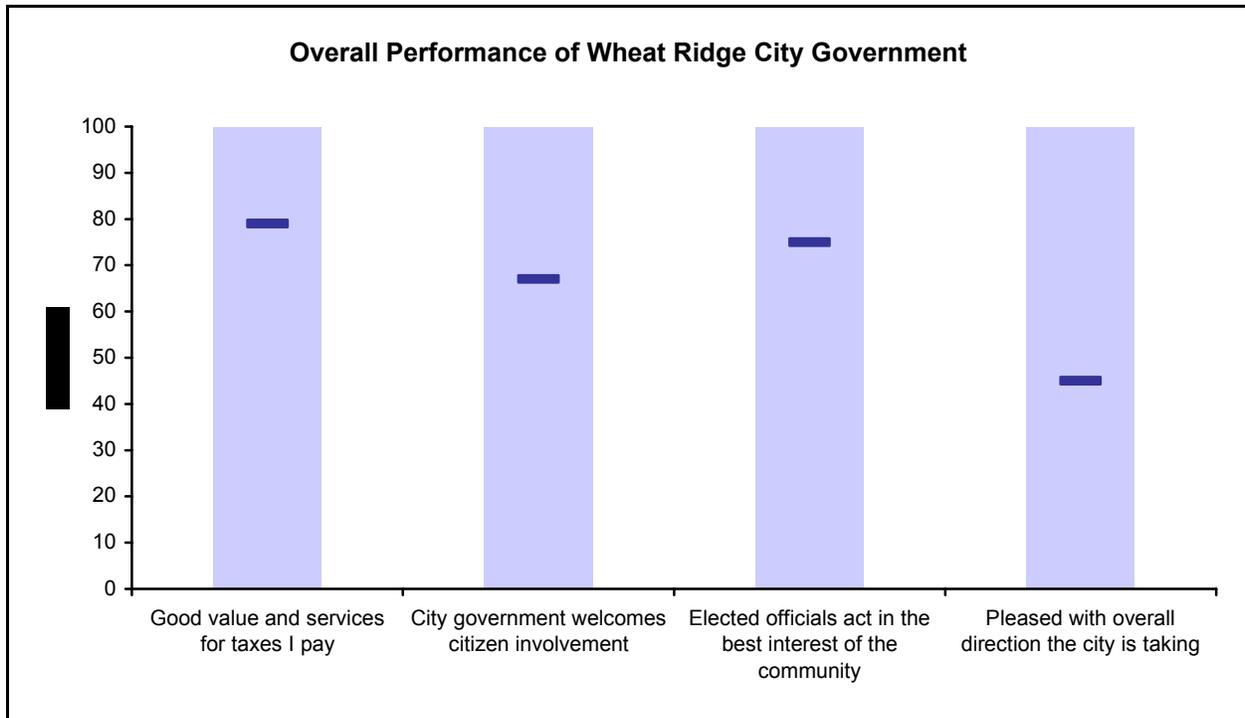
Residents were asked to respond to several statements about city government and city employees. Seven in ten respondents (70%) agreed that the City of Wheat Ridge employees perform quality work, and only 7% disagreed with this statement. Approximately six in ten respondents at least “somewhat” agreed that they receive good value and services for the amount of city sales and property taxes they pay (62%) and that their elected officials generally act in the best interest of the community at large (63%). Just over half of the respondents (52%) “somewhat” or “strongly” agreed that they are pleased with the overall direction the city is taking and 46% of respondents agreed that they are well informed on major issues within the City of Wheat Ridge.

These ratings were converted to a 100-point scale for comparison with national and Front Range norms. The statement that received the highest average rating was “The City of Wheat Ridge employees perform quality work” with 70 points, or close to “somewhat agree.” Three statements were rated similar to each other: “I receive good value and services for the amount of city sales and property taxes that I pay” received an average rating of 65 points on a 100-point scale, “Wheat Ridge city government welcomes citizen involvement” received an average rating of 64 points and “I believe my elected officials generally act in the best interest of the community at large” received 63 points on a 100-point scale.

When compared to national and Front Range jurisdictions, Wheat Ridge residents rated each statement regarding city government and its employees similar to or higher than national and Front Range norms. The statement “I receive good value and services for the amount of taxes that I pay” was rated above national and Front Range norms. “I believe my elected officials act in the best interest of the community” also was rated higher than other jurisdictions in the national normative data set. “Wheat Ridge city government welcomes citizen involvement” was rated similar to other jurisdictions throughout the nation and “I am pleased with the overall direction the city is taking” were rated similar to national and Front Range norms. (Comparisons for “I believe my elected officials act in the best interest of the community” and “Wheat Ridge city government welcomes citizen involvement” were not available.)

| Public Trust | | | | | | | |
|----------------------------------------------------------------------------------------------|------------------------|-------------------|-------------------------------------|----------------------|----------------------|-------|--------------------------------------------------------------------------|
| | Percent of Respondents | | | | | | Average rating (100 = strongly agree, 0 = strongly disagree) |
| | Strongly Agree | Somewhat Agree | Neither Agree Nor Disagree | Somewhat Disagree | Strongly Disagree | Total | |
| City of Wheat Ridge employees perform quality work | 19% | 51% | 23% | 5% | 2% | 100% | 70 |
| I receive good value and services for the amount of city sales and property taxes that I pay | 17% | 45% | 21% | 14% | 3% | 100% | 65 |
| Wheat Ridge city government welcomes citizen involvement | 20% | 40% | 25% | 9% | 6% | 100% | 64 |
| I believe my elected officials generally act in the best interest of the community at large | 15% | 48% | 17% | 13% | 7% | 100% | 63 |
| I am pleased with the overall direction the city is taking | 13% | 39% | 25% | 15% | 9% | 100% | 58 |
| I am well informed on major issues within the City of Wheat Ridge | 12% | 34% | 26% | 16% | 11% | 100% | 55 |





| Ratings of Public Trust: Wheat Ridge and the Nation | | | | | |
|-------------------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Good value and services for the amount of taxes that I pay | 65 | 16 | 71 | 79%ile | Above the norm |
| Wheat Ridge city government welcomes citizen involvement | 64 | 22 | 64 | 67%ile | Similar to the norm |
| Elected officials act in the best interest of the community | 63 | 8 | 28 | 75%ile | Above the norm |
| Pleased with the overall direction the city is taking | 58 | 44 | 78 | 45%ile | Similar to the norm |

| Ratings of Public Trust: Wheat Ridge and the Front Range | | | | | |
|-----------------------------------------------------------------|-------------------------------------------|-------------|-------------------------------------------------------|-----------------------------------------------|--------------------------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Good value and services for the amount of taxes that I pay | 65 | 1 | 6 | 100%ile | Above the norm |
| Wheat Ridge city government welcomes citizen involvement | 64 | NA | NA | NA | NA |
| Elected officials act in the best interest of the community | 63 | NA | NA | NA | NA |
| Pleased with the overall direction the city is taking | 58 | 5 | 7 | 43%ile | Similar to the norm |

CONTACT WITH CITY EMPLOYEES

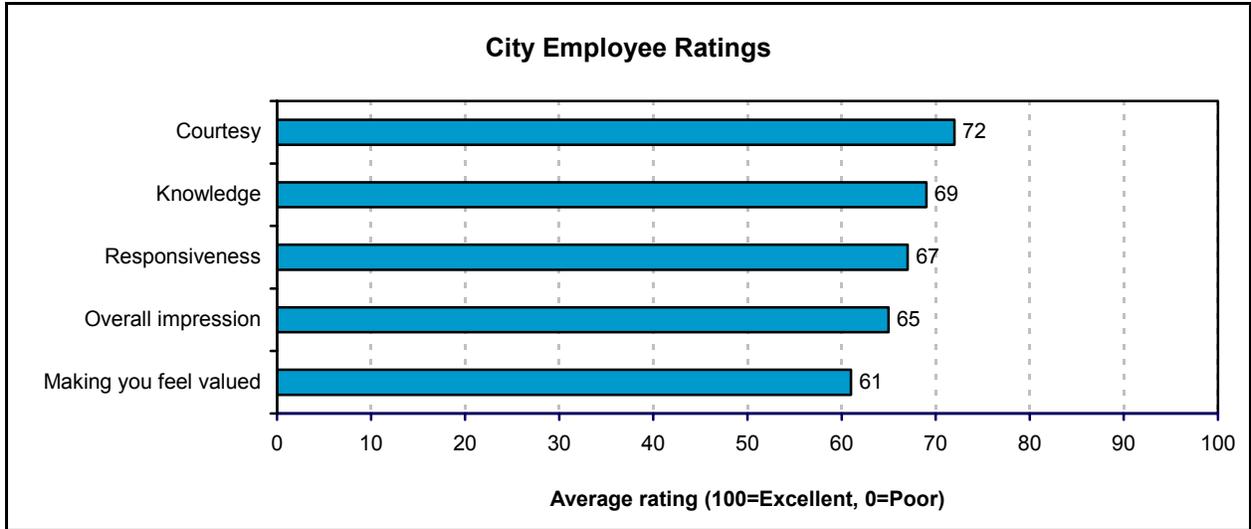
When asked if they had contact with a city employee in the last 12 months, about four in ten respondents (43%) reported “yes.”



Wheat Ridge respondents were asked to rate five characteristics of city employees. The majority of residents felt that each characteristic was “good” or better. Eight in ten respondents thought that employee “courtesy” was at least “good.” Approximately three-quarters of respondents thought that employee “knowledge” and “responsiveness” was “good” or better (78% of respondents and 76%, respectively). About seven in ten respondents felt that city employees were at least “good” at making them feel “valued” and the “overall impression” of city employees was considered “good” or “excellent” by 73% of the survey respondents.

Residents gave employee “courtesy” a rating of 72 points on a 100-point scale, or above “good,” which was similar to national norms. Employee “knowledge,” “responsiveness” and the “overall impression” average ratings were about “good” (69, 67 and 65 on the 100-point scale, respectively) and above national and Front Range ratings. “Making you feel valued” was close to “good” with an average rating of 61 points. (A comparison for “courtesy” and “making you feel valued” was not available for national or Front Range norms.)

| City Employee Ratings | | | | | | |
|------------------------|------------------------|------|------|------|-------|-----------------------------------------------|
| | Percent of Respondents | | | | | Average Rating (100 = Excellent, 0 = Poor) |
| | Excellent | Good | Fair | Poor | Total | |
| Courtesy | 44% | 37% | 11% | 8% | 100% | 72 |
| Knowledge | 35% | 43% | 16% | 7% | 100% | 69 |
| Responsiveness | 37% | 39% | 14% | 11% | 100% | 67 |
| Making you feel valued | 30% | 39% | 16% | 15% | 100% | 61 |
| Overall impression | 32% | 41% | 16% | 12% | 100% | 65 |





Ratings of Contact with the City Employees: Wheat Ridge and the Nation

| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|--------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Courtesy | 72 | 28 | 56 | 52%ile | Similar to the norm |
| Knowledge | 69 | 21 | 87 | 77%ile | Above the norm |
| Responsiveness | 67 | 16 | 97 | 85%ile | Above the norm |
| Overall impression | 65 | 38 | 116 | 68%ile | Above the norm |

Ratings of Contact with the City Employees: Wheat Ridge and the Front Range

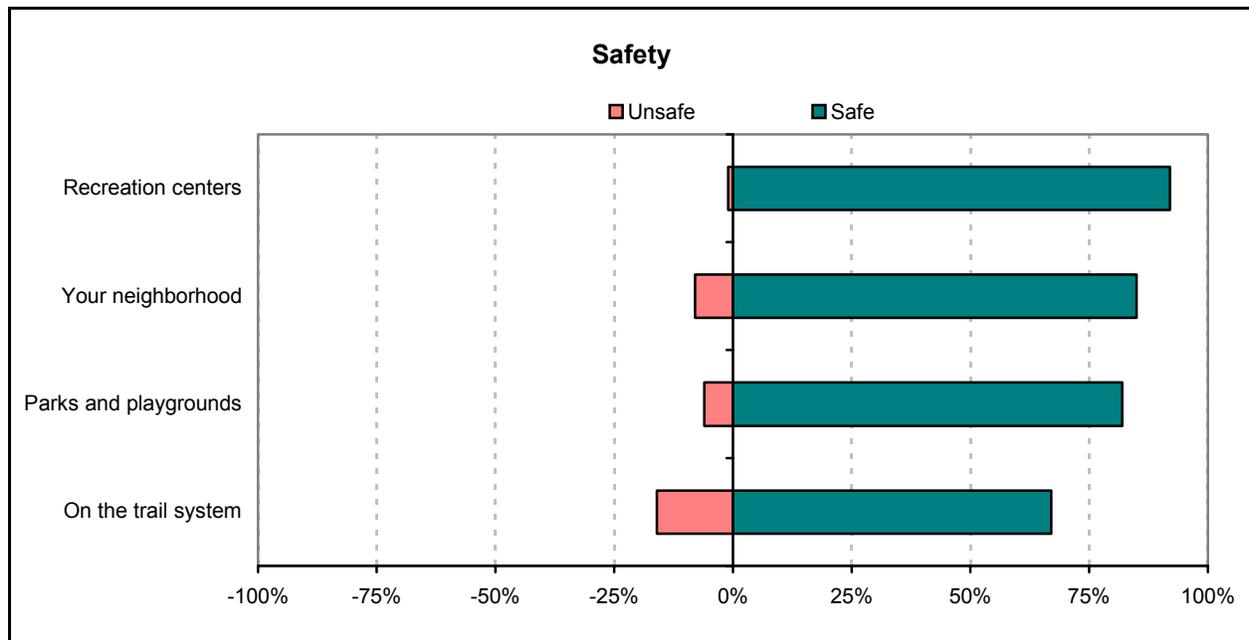
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
|--------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| Knowledge | 69 | 7 | 10 | 40%ile | Above the norm |
| Responsiveness | 67 | 4 | 9 | 67%ile | Above the norm |
| Courtesy | 72 | NA | NA | NA | NA |
| Overall impression | 65 | 6 | 11 | 55%ile | Above the norm |

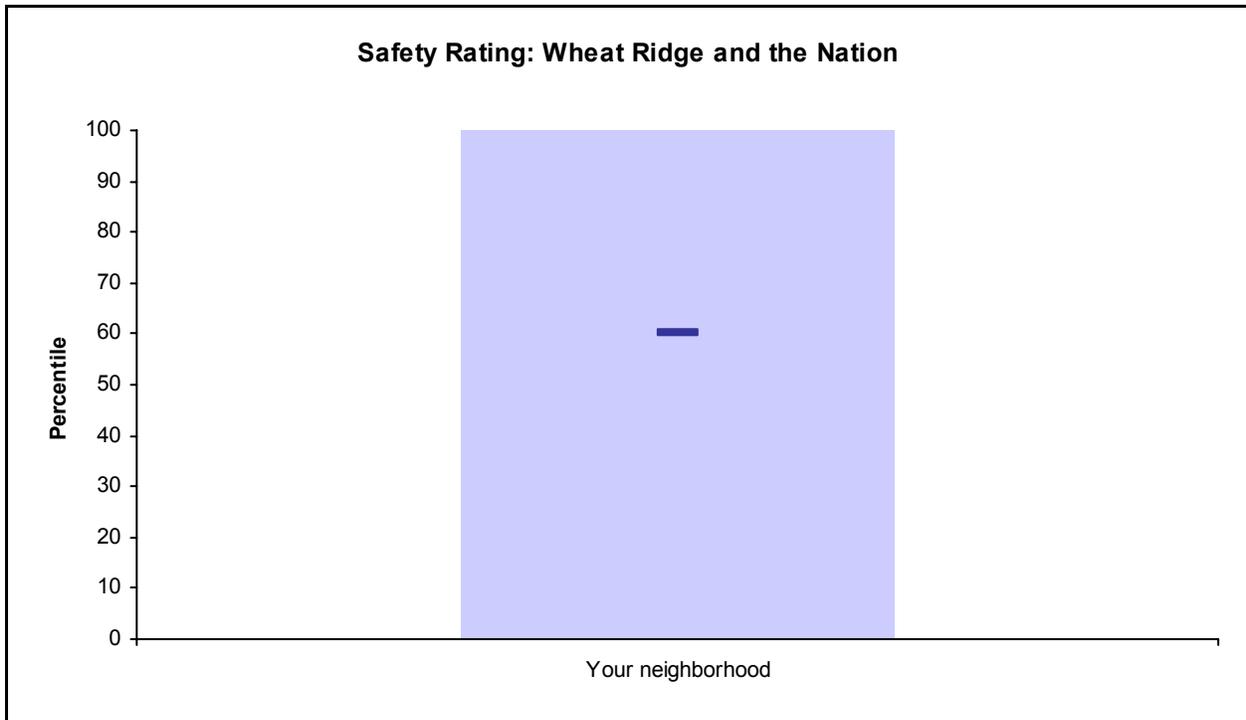
COMMUNITY SAFETY

When asked to rate how safe they feel in various public areas in Wheat Ridge, the majority of residents reported feeling at least “somewhat” safe in each area listed. Two-thirds of respondents (66%) reported that they felt “very safe” in recreation centers. More than nine in ten respondents (92%) reported feeling at least “somewhat” safe in recreation centers. Only one percent of survey respondents said that they felt unsafe in Wheat Ridge recreation centers. Eighty-five percent of respondents stated that they felt at least “somewhat” safe in their neighborhood and 82% reported feeling “somewhat” or “very” safe in parks and playgrounds. When asked how safe they felt on the trail systems in Wheat Ridge, about two-thirds of respondents (67%) reported feeling at least “somewhat” safe and 16% stated that they felt at least “somewhat” unsafe on the trail system.

The “in your neighborhood” rating was higher than ratings in jurisdictions across the nation. (A comparison for the Front Range was not available.)

| Safety Ratings | | | | | | |
|-----------------------|------------------------|---------------|-------------------------|-----------------|-------------|-------|
| | Percent of Respondents | | | | | Total |
| | Very Safe | Somewhat Safe | Neither Safe Nor Unsafe | Somewhat Unsafe | Very Unsafe | |
| Recreation centers | 66% | 26% | 7% | 1% | 0% | 100% |
| Your neighborhood | 39% | 46% | 8% | 6% | 2% | 100% |
| Parks and playgrounds | 38% | 44% | 11% | 6% | 0% | 100% |
| On the trail system | 25% | 42% | 17% | 13% | 3% | 100% |





| Safety Rating: Wheat Ridge and the Nation | | | | | |
|-------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| In your neighborhood | 79 | 26 | 62 | 60%ile | Above the norm |

| Safety Rating: Wheat Ridge and the Front Range | | | | | |
|------------------------------------------------|----------------------------|------|----------------------------------------|--------------------------------|-----------------------------------|
| | City of Wheat Ridge Rating | Rank | Number of Jurisdictions for Comparison | City of Wheat Ridge Percentile | Comparison of Wheat Ridge to Norm |
| Your neighborhood | 79 | NA | NA | NA | NA |

Survey respondents were informed that recent budget constraints have made it necessary for the Wheat Ridge Police Department to cut programs. They were then asked to report which programs, if any, they would like to see restored if revenues become available. About half of respondents (53%) reported that they would like to see crime prevention programs and services return if funding become available. Fifty-one percent chose educating youth on making right choices. Just over four in ten respondents stated that they would like park enforcement and patrol coverage to return, if possible and about one-third of respondents thought that school resource officers and senior citizen crime prevention and safety programs should return (35% and 34%, respectively). About three in ten respondents (31%) said that researching criminal activity and trends should come back if funding becomes available and about one-fourth of respondents (26%) said that police bicycle patrols should return. (Note: respondents could choose up to three programs.)

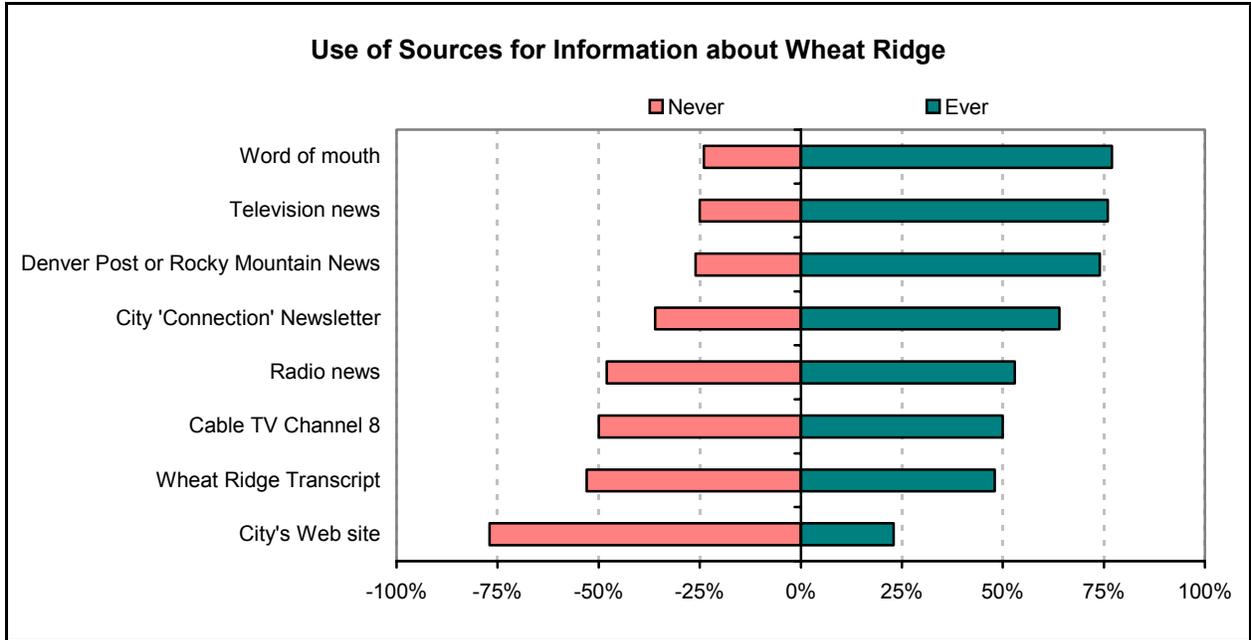
| Top Three Choices for Restored Programs | |
|-----------------------------------------------------|------------------------------|
| | Percent of Responses* |
| Crime Prevention Programs and Services | 53% |
| Educating youth on making right choices | 51% |
| Park Enforcement and Patrol Coverage | 44% |
| School Resource Officers | 35% |
| Senior Citizen Crime Prevention and Safety Programs | 34% |
| Researching criminal activity and trends | 31% |
| Police Bicycle Patrols | 26% |

* Percents may add up to more than 100% as respondent could mark three choices.

INFORMATION SOURCES AND INTERNET USE

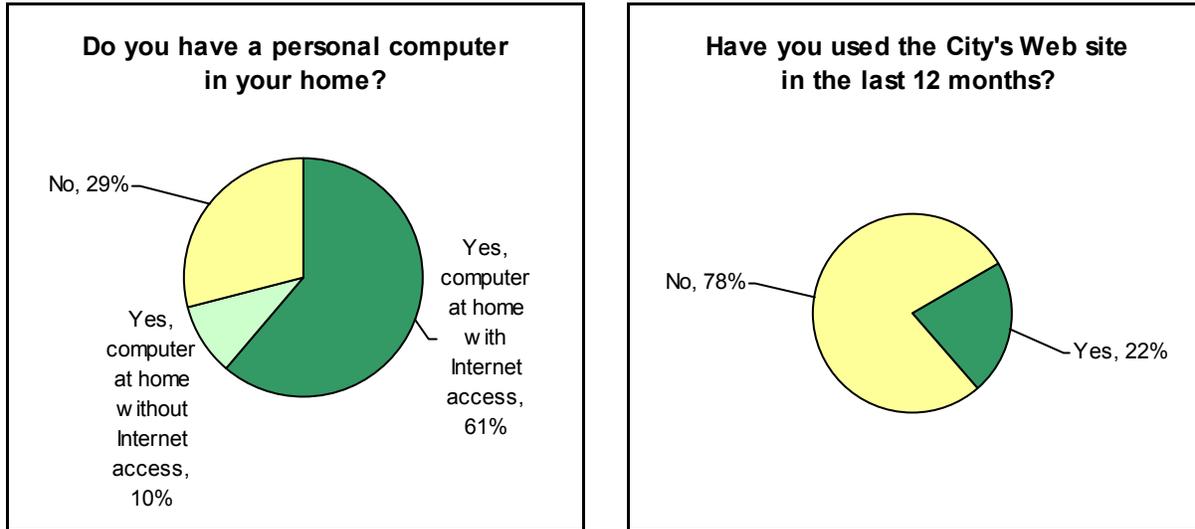
Respondents were asked to indicate how many times in the last 12 months, if ever, they or someone in their household had used several information sources for news about Wheat Ridge. "Word of mouth" was used at least once by about three-quarters of respondents (77%) in the last year. Seventy-six percent of respondents reported using television news at least once in the last year for information about Wheat Ridge, with 23% reporting that they used it more than 26 times in the last 12 month. About one-quarter of respondents said they had used the Denver Post or Rocky Mountain News for sources of information more than 26 times in the past year and 74% reported that they had used them at least once. Approximately six in ten respondents (64%) reported using the city 'Connection' newsletter as a source of information in the last year. About five in ten respondents (53%) reported using radio news at least once, 48% said that they used the Wheat Ridge Transcript at least once and half of the respondents reported using Cable TV Channel 8 one or more times in the last 12 months. About one-quarter of respondents (23%) reported using the City of Wheat Ridge Web site as a source of information at least once in the last year and 77% of respondents reported never using it.

| Use of Information Sources | | | | | | |
|------------------------------------|------------------------|--------------|---------------|----------------|--------------------|-------|
| | Percent of Respondents | | | | | Total |
| | Never | 1 to 2 Times | 3 to 12 Times | 13 to 26 Times | More Than 26 Times | |
| Word of mouth | 24% | 24% | 32% | 12% | 9% | 100% |
| Television news | 25% | 25% | 18% | 10% | 23% | 100% |
| Denver Post or Rocky Mountain News | 26% | 18% | 21% | 11% | 24% | 100% |
| City 'Connection' Newsletter | 36% | 29% | 30% | 3% | 2% | 100% |
| Radio news | 48% | 18% | 14% | 7% | 14% | 100% |
| Cable TV Channel 8 | 50% | 17% | 16% | 10% | 7% | 100% |
| Wheat Ridge Transcript | 53% | 18% | 17% | 7% | 6% | 100% |
| City's Web site | 77% | 10% | 9% | 2% | 2% | 100% |



When asked if they had a personal computer in their home, one in ten respondents (10%) said that they had a computer without Internet access, about six in ten respondents (61%) reported that they had a computer with Internet access and three in ten (29%) said that they did not have a computer.

When asked whether or not they had used the City’s Web site in the last 12 months, 22% stated that they had.



Of the 22% of respondents who have used the city’s Web site in the last 12 months, 68% said that the “content” was “good” or better. About six in ten (58%) reported that the “graphics” of the city’s Web site was at least “good” and 56% said that the “look and feel” of the Web site was “good” or better. Half of the respondents (50%) thought that the “ease of use” was “good” or better and 37% of respondents reported that it was “fair.”

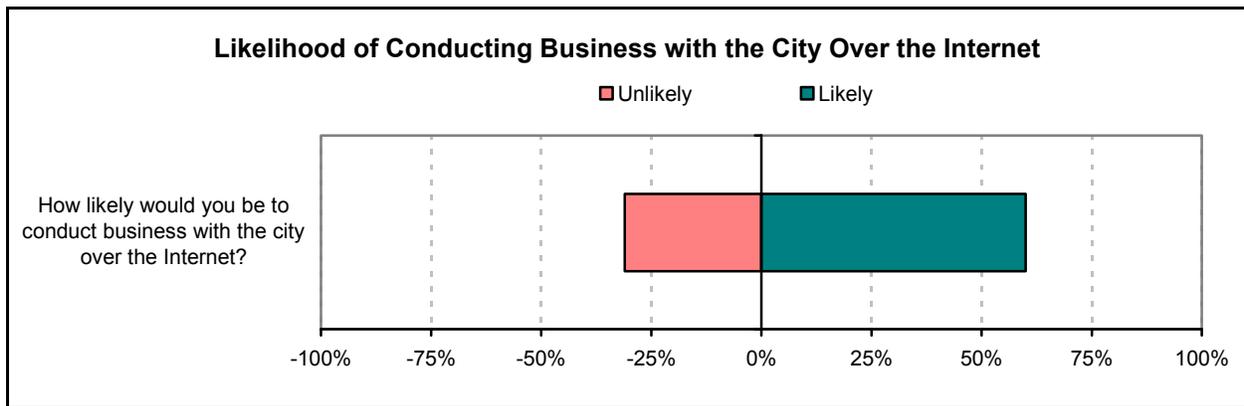
The “content” of the Web site was given an average rating of 56 points on a 100-point scale, or between “good” and “fair”. Similar ratings were given for the “graphics” and “look and feel” of the Web site (both with 53 points on the 100-point scale). The “ease of use” received 49 out of 100 points.

| City of Wheat Ridge Web Site Ratings | | | | | | |
|--------------------------------------|------------------------|------|------|------|-------|-----------------------------------------------|
| | Percent of Respondents | | | | | Average Rating (100 = Excellent, 0 = Poor) |
| | Excellent | Good | Fair | Poor | Total | |
| Content | 8% | 60% | 25% | 8% | 100% | 56 |
| Graphics | 9% | 49% | 35% | 7% | 100% | 53 |
| Look and feel | 8% | 48% | 38% | 6% | 100% | 53 |
| Ease of use | 9% | 41% | 37% | 13% | 100% | 49 |

All respondents were asked how likely they would be to conduct business with the city over the Internet. About one-third of respondents (34%) reported they were “very likely” to conduct business with the city over the Internet and six in ten respondents (60%) were at least “somewhat” likely to do so. About three in ten respondents (31%) reported that they were “somewhat” or “very unlikely” to conduct business with the city over the Internet.

How likely would you be to conduct business with the city over the Internet?

| | Percent of Respondents | | | | | Total |
|------------------------------------------------------------------------------|------------------------|-----------------|-----------------------------|-------------------|---------------|-------|
| | Very Likely | Somewhat Likely | Neither Likely Nor Unlikely | Somewhat Unlikely | Very Unlikely | |
| How likely would you be to conduct business with the city over the Internet? | 34% | 26% | 9% | 5% | 26% | 100% |

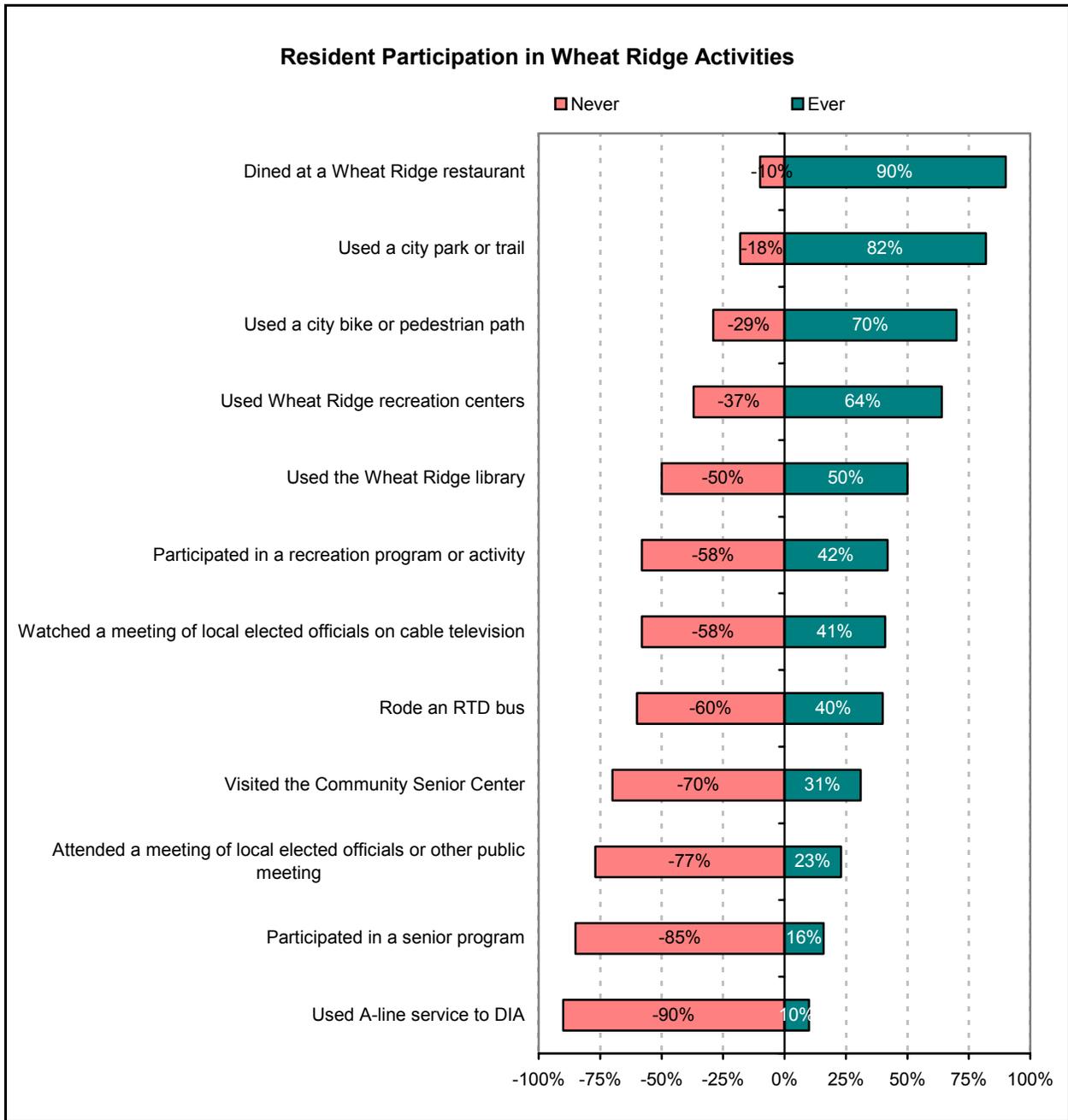


COMMUNITY PARTICIPATION

Wheat Ridge residents were asked several questions about their community participation. Nine in ten respondents (90%) reported dining at a Wheat Ridge restaurant at least once in the past year. Approximately eight in ten respondents (82%) said that they used a city park or trail at least once in the last 12 months and two in ten respondents (21%) reported using a city park or trail more than 26 times. Seven in ten residents (70%) reported using a city bike or pedestrian path at least once in the last year and 64% said that they used Wheat Ridge recreation centers at least once in the last 12 months. Half of respondents (50%) reported using the Wheat Ridge library one or more times in the past year, about four in ten respondents said that they participated in a recreation program or activity and watched a meeting of local elected officials on cable television (42% of respondents and 41%, respectively) at least once in the last 12 months. Three in ten respondents (31%) visited the Community Senior Center on one or more occasion in the last year, one quarter of respondents (23%) attended a meeting of local elected officials or other public meeting at least once 16% participated in a senior program one or more times and 10% of respondents used the A-line service to DIA at least once in the last year.

Resident Participation in Wheat Ridge Activities

| | Percent of Respondents | | | | | Total |
|-----------------------------------------------------------------------|------------------------|--------------|---------------|----------------|--------------------|-------|
| | Never | 1 to 2 Times | 3 to 12 Times | 13 to 26 Times | More Than 26 Times | |
| Dined at a Wheat Ridge restaurant | 10% | 11% | 38% | 22% | 19% | 100% |
| Used a city park or trail | 18% | 15% | 27% | 19% | 21% | 100% |
| Used a city bike or pedestrian path | 29% | 14% | 22% | 15% | 19% | 100% |
| Used Wheat Ridge recreation centers | 37% | 17% | 22% | 13% | 12% | 100% |
| Used the Wheat Ridge library | 50% | 19% | 17% | 7% | 7% | 100% |
| Participated in a recreation program or activity | 58% | 17% | 15% | 5% | 5% | 100% |
| Watched a meeting of local elected officials on cable television | 58% | 16% | 15% | 8% | 2% | 100% |
| Rode an RTD bus | 60% | 15% | 13% | 3% | 9% | 100% |
| Visited the Community Senior Center | 70% | 16% | 9% | 3% | 3% | 100% |
| Attended a meeting of local elected officials or other public meeting | 77% | 15% | 7% | 1% | 0% | 100% |
| Participated in a senior program | 85% | 7% | 5% | 2% | 2% | 100% |
| Used A-line service to DIA | 90% | 7% | 2% | 0% | 1% | 100% |



When asked to describe their frequency of shopping in Wheat Ridge, about eight in ten respondents (79%) reported that they grocery shop in Wheat Ridge “very frequently” and about nine in ten (88%) reported grocery shopping in Wheat Ridge at least “somewhat frequently.” Six in ten respondents (62%) said that they shop for household items at least “somewhat” frequently in Wheat Ridge and about two-thirds of respondents (67%) purchased meals and entertainment in Wheat Ridge at least “somewhat” frequently. Forty-six percent of respondents reported never purchasing computers and electronics in Wheat Ridge.

| Frequency of Resident Shopping in Wheat Ridge | | | | | | |
|-----------------------------------------------|------------------------|-------------------|-----------------------|---------------------|-----------------|-------|
| | Percent of Respondents | | | | | Total |
| | Never | Very Infrequently | Somewhat Infrequently | Somewhat Frequently | Very Frequently | |
| Grocery shopping | 2% | 6% | 4% | 9% | 79% | 100% |
| Household items | 5% | 15% | 17% | 24% | 38% | 100% |
| Health services | 13% | 18% | 15% | 21% | 34% | 100% |
| Meals and entertainment | 3% | 12% | 17% | 34% | 33% | 100% |
| General retail | 14% | 21% | 21% | 26% | 18% | 100% |
| Computers and electronics | 46% | 29% | 13% | 7% | 5% | 100% |

Survey respondents also were asked to specify why they shop outside of Wheat Ridge. Seven in ten respondents (70%) reported that they shop outside because the desired item they are shopping for is not available in Wheat Ridge. Other respondents stated that they shop outside of Wheat Ridge because they prefer the range of quality of goods and services in other areas (42%) or because it is convenient (38%). A smaller number of respondents (16%) reported that they shop in places other than Wheat Ridge because it is more affordable and 4% gave “other” answers, while a similar proportion of respondents (3%) stated that they go to the mall and other major retailers instead of shopping in Wheat Ridge, one percent reported that they don’t shop outside of Wheat Ridge and 1% said that they shop outside of Wheat Ridge for more or better variety.

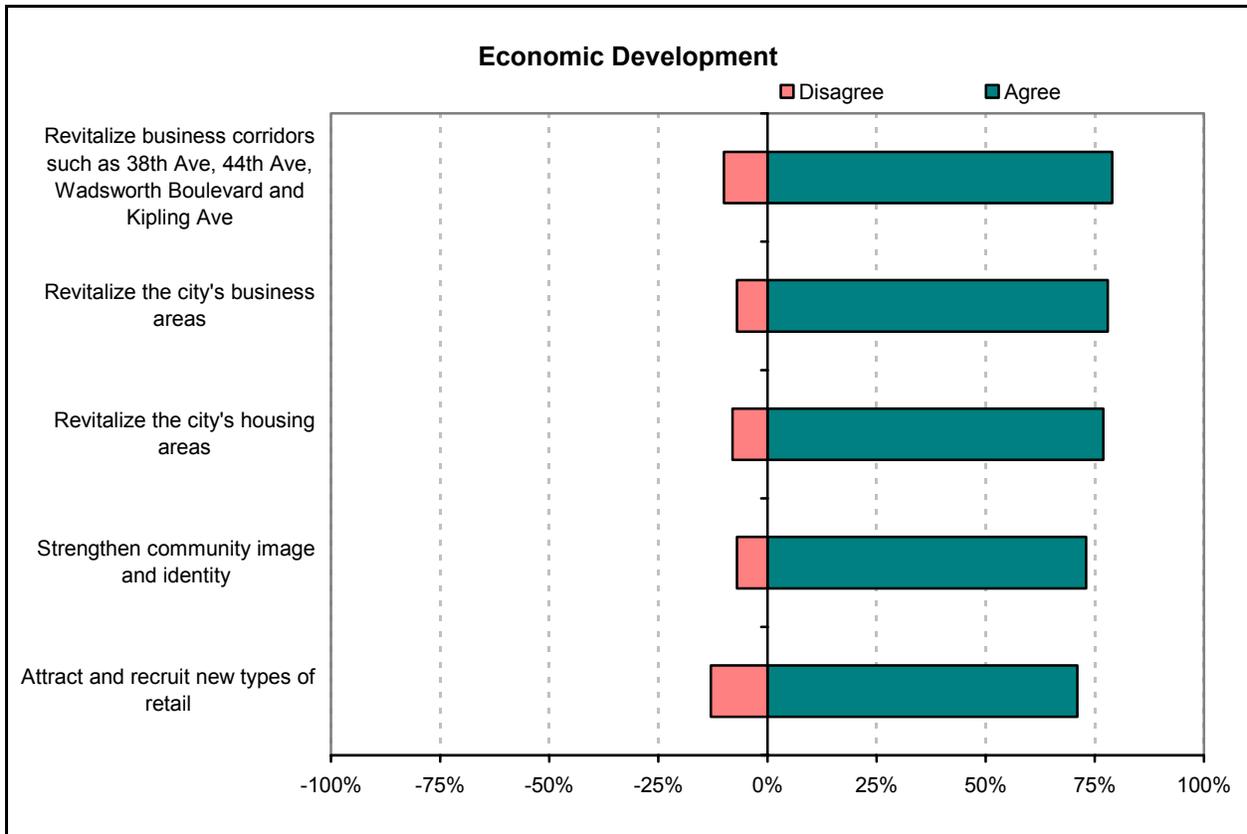
| Reasons for Shopping Outside of Wheat Ridge | |
|------------------------------------------------|-----------------------|
| | Percent of Responses* |
| Desired item is not available in Wheat Ridge | 70% |
| I like the range of quality goods and services | 42% |
| It is convenient | 38% |
| It is more affordable | 16% |
| Other | 4% |
| Go to mall and other major retailers | 3% |
| Don’t shop outside of Wheat Ridge | 1% |
| More/better variety | 1% |

* Percents may add up to more than 100% as respondent could mark multiple choices.

ECONOMIC DEVELOPMENT

Respondents were asked to rate the extent to which they agreed or disagreed with five statements about the economic development in the City of Wheat Ridge. Almost half of the respondents (46%) reported that they “strongly” agreed with revitalizing business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue and eight in ten respondents (79%) at least “somewhat” agreed with this statement. Another eight in ten respondents (78%) “somewhat” or “strongly” agreed with revitalizing the city’s business areas and 77% at least “somewhat” agreed with revitalizing the city’s housing areas. More than seven in ten respondents “somewhat” or “strongly” agreed with attracting and recruiting new types of retail (71% of respondents) and strengthening community image and identity (73%).

| Economic Development | | | | | | |
|-----------------------------------------------------------------------------------------------|------------------------|----------------|----------------------------|-------------------|-------------------|-------|
| | Percent of Respondents | | | | | Total |
| | Strongly Agree | Somewhat Agree | Neither Agree Nor Disagree | Somewhat Disagree | Strongly Disagree | |
| Revitalize business corridors such as 38th Ave, 44th Ave, Wadsworth Boulevard and Kipling Ave | 46% | 33% | 11% | 4% | 6% | 100% |
| Revitalize the city's business areas | 40% | 38% | 15% | 4% | 3% | 100% |
| Revitalize the city's housing areas | 38% | 39% | 15% | 5% | 3% | 100% |
| Attract and recruit new types of retail | 38% | 33% | 16% | 7% | 6% | 100% |
| Strengthen community image and identity | 36% | 37% | 20% | 5% | 2% | 100% |

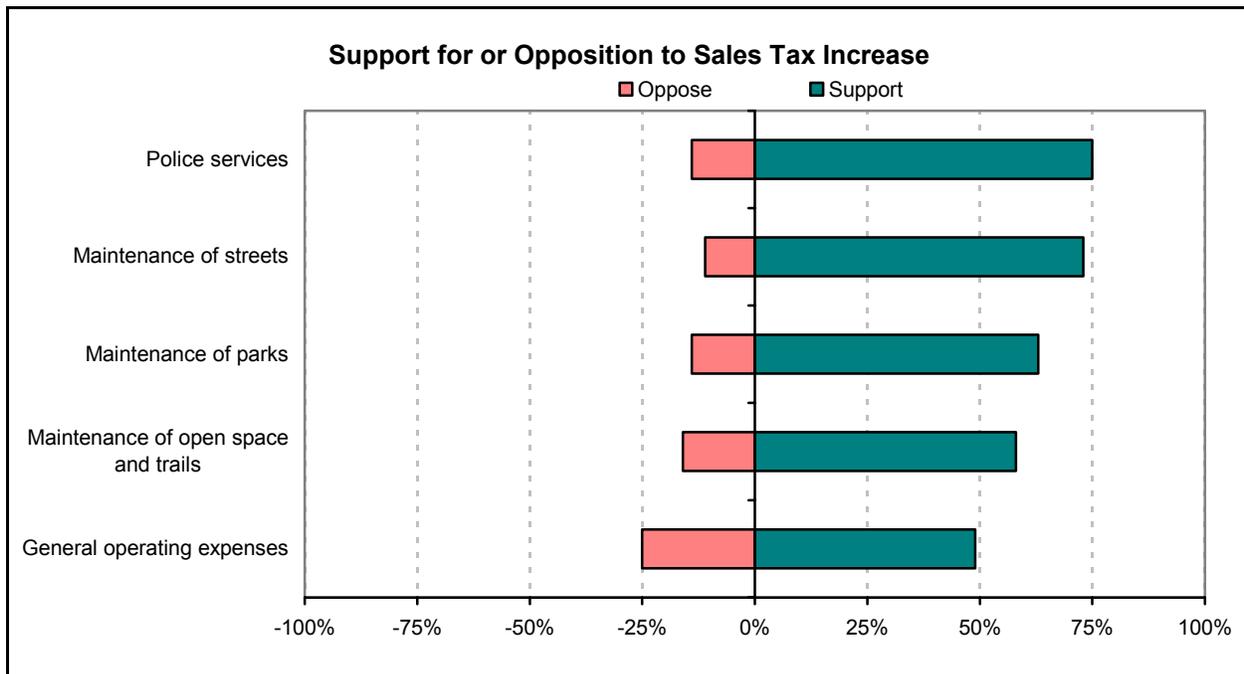


POLICY QUESTIONS

The city operates on a 2% sales tax, the lowest in the metro area. Keeping up with increased expenses and providing quality services is becoming more and more difficult. Residents were asked to what extent they would support or oppose a “modest” increase in the sales tax rate for various services and programs. Three-quarters of respondents (75%) reported “strongly” or “somewhat” supporting a sales tax increase for police services, with 37% “strongly” supporting it. Similarly, 73% of respondents at least “somewhat” supported a tax increase for street maintenance. About six in ten respondents “somewhat” or “strongly” supported tax increases for maintenance of open space and trails and maintenance of parks (58% and 63%, respectively) and about half of respondents at least “somewhat” supported increases for senior programs and general operating expenses. One-quarter of respondents (25%) “somewhat” or “strongly” opposed a tax increase for general operating expenses and two in ten respondents (20%) at least “somewhat” opposed a modest sales tax increase for senior programs.

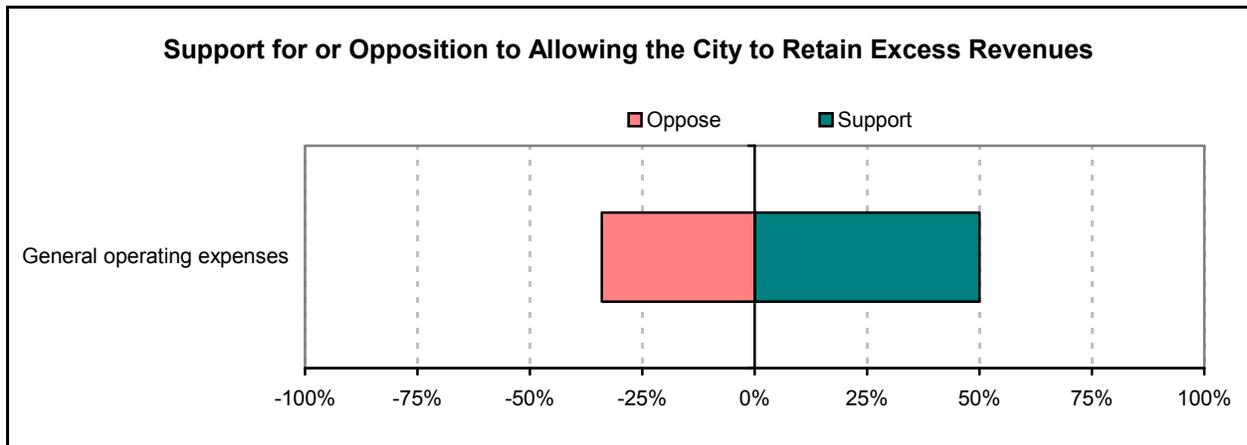
Support for or Opposition to Sales Tax Increase

| | Percent of Respondents | | | | | Total |
|--------------------------------------|------------------------|------------------|----------------------------|-----------------|-----------------|-------|
| | Strongly Support | Somewhat Support | Neither Support Nor Oppose | Somewhat Oppose | Strongly Oppose | |
| Police services | 37% | 38% | 12% | 5% | 9% | 100% |
| Maintenance of streets | 30% | 43% | 16% | 5% | 6% | 100% |
| Maintenance of open space and trails | 23% | 35% | 26% | 7% | 9% | 100% |
| Maintenance of parks | 22% | 41% | 23% | 6% | 8% | 100% |
| Senior programs | 20% | 32% | 28% | 9% | 11% | 100% |
| General operating expenses | 15% | 34% | 27% | 11% | 14% | 100% |



The Taxpayer’s Bill of Rights (TABOR) requires that the city return to the citizens any revenue collected annually over the state imposed limits. Wheat Ridge residents were asked to what extent they supported or opposed allowing the city to retain any excess revenues to be used for general operating expenses. About one-quarter of respondents (26%) “strongly” supported allowing the city to retain any excess revenues for general operating expenses and half of the respondents at least “somewhat” supported the idea. Approximately two in ten respondents (21%) “strongly” opposed allowing the city to retain any excess revenue.

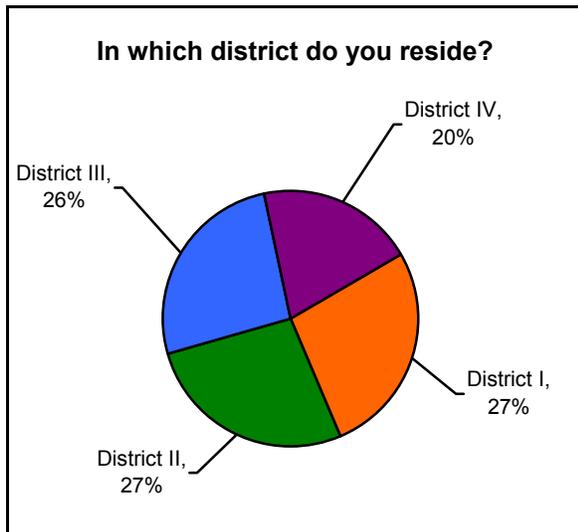
| Support for or Opposition to Allowing the City to Retain Excess Revenues | | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------|----------------------------|-----------------|-----------------|-------|
| | Percent of Respondents | | | | | Total |
| | Strongly Support | Somewhat Support | Neither Support Nor Oppose | Somewhat Oppose | Strongly Oppose | |
| To what extent do you support or oppose allowing the city to retain any excess revenues to be used for general operating expenses? | 26% | 24% | 16% | 13% | 21% | 100% |



APPENDIX I. RESPONDENT CHARACTERISTICS

Characteristics of the survey respondents are displayed in the tables and charts in this Appendix.

| Length of Residency | |
|--------------------------|------------------------|
| Length of Residency | Percent of Respondents |
| Five years or less | 41% |
| 6 to 10 years | 18% |
| 11 to 15 years | 11% |
| 16 to 20 years | 7% |
| More than 20 years | 23% |
| Total | 100% |
| Mean length of residency | 14 years |



| Work Location | |
|---------------------------|------------------------|
| In what city do you work? | Percent of Respondents |
| Arvada | 6% |
| Aurora | 1% |
| Boulder | 2% |
| Broomfield | 1% |
| Denver | 23% |
| Englewood | 2% |
| Golden | 6% |
| Lakewood | 8% |
| Littleton | 1% |
| Louisville | 0% |
| Northglenn | 0% |
| Thornton | 1% |
| Westminster | 2% |
| Wheat Ridge | 14% |
| Other | 6% |
| Do not work | 27% |
| Total | 100% |

| Housing Unit Type | |
|-----------------------------|------------------------|
| Housing unit type | Percent of Respondents |
| Detached Single-Family Home | 53% |
| Condominium Or Townhouse | 18% |
| Apartment | 29% |
| Total | 100% |

| Tenure | |
|-------------|------------------------|
| Rent or own | Percent of Respondents |
| Own | 61% |
| Rent | 39% |
| Total | 100% |

| Number of Household Members | |
|-----------------------------------------|------------------------|
| How many people live in your household? | Percent of Respondents |
| 0 | 1% |
| 1 | 35% |
| 2 | 35% |
| 3 | 14% |
| 4 | 11% |
| 5 | 3% |
| 6 | 1% |
| 7 | 0% |
| 8 | 0% |
| 15 | 0% |
| Total | 100% |
| Mean household size | 2 |

| Number of Household Members 17 or Younger | |
|-------------------------------------------|------------------------|
| How many are 17 or younger? | Percent of Respondents |
| 0 | 66% |
| 1 | 18% |
| 2 | 12% |
| 3 | 3% |
| 4 | 1% |
| 5 | 0% |
| 6 | 0% |
| Total | 100% |

| Household Income | |
|------------------------|------------------------|
| Household income | Percent of Respondents |
| Less than \$15,000 | 12% |
| \$15,000 to \$24,999 | 14% |
| \$25,000 to \$34,999 | 16% |
| \$35,000 to \$49,999 | 20% |
| \$50,000 to \$74,999 | 17% |
| \$75,000 to \$99,999 | 10% |
| \$100,000 to \$124,999 | 6% |
| \$125,000 or more | 6% |
| Total | 100% |

| Educational Attainment | |
|---------------------------------|------------------------|
| Educational attainment | Percent of Respondents |
| 0 to 11 Years | 5% |
| High School Graduate | 21% |
| Some College, No Degree | 28% |
| Associate Degree | 7% |
| Bachelors Degree | 22% |
| Graduate Or Professional Degree | 17% |
| Total | 100% |

| Respondent Age | |
|----------------|------------------------|
| Age | Percent of Respondents |
| 18-24 | 5% |
| 25-34 | 22% |
| 35-44 | 16% |
| 45-54 | 22% |
| 55-64 | 13% |
| 65-74 | 10% |
| 75+ | 14% |
| Total | 100% |

| Respondent Race | |
|-----------------------------------|-------------------------------|
| | Percent of Respondents |
| White | 93% |
| Black or African American | 0% |
| Asian or Pacific Islander | 1% |
| American Indian, Eskimo, or Aleut | 2% |
| Other | 7% |

| Respondent Ethnicity | |
|-------------------------------------|-------------------------------|
| Hispanic, Spanish, or Latino | Percent of Respondents |
| Yes | 11% |
| No | 89% |
| Total | 100% |

| Respondent Gender | |
|--------------------------|-------------------------------|
| Gender | Percent of Respondents |
| Female | 54% |
| Male | 46% |
| Total | 100% |

| Respondent Voting Behavior | |
|-------------------------------------------|-------------------------------|
| Did you vote in the last election? | Percent of Respondents |
| Yes | 73% |
| No | 27% |
| Total | 100% |

APPENDIX II. SURVEY METHODOLOGY

SAMPLE SELECTION

Approximately 3,000 households within the city limits of Wheat Ridge were selected to participate in the survey using a stratified, systematic sampling method on carrier routes¹. Attached housing units were over-sampled to compensate for detached housing unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method².

SURVEY ADMINISTRATION

Households received three mailings each beginning in late February and March, 2004. Completed surveys were collected over the following 4 weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent 1 week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2004 Citizen Survey, a questionnaire and self-mailing envelope. About 6% of the surveys were returned because they either had incorrect addresses or were received by households outside of Wheat Ridge city limits³. Of the 2,810 eligible households, 1,164 completed the survey, providing a response rate of 41%.

WEIGHTING THE DATA

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates and other population norms for the City of Wheat Ridge and were statistically adjusted to reflect the larger population when necessary. The results of the weighting scheme are presented in the table on the next page. The shaded variables were the ones by which survey results were weighted.

DATA ANALYSIS

Completed questionnaires were checked for accuracy by National Research Center, Inc. staff. The data were then entered, and the results analyzed by National Research Center, Inc. staff using the SPSS statistical package. For the most part, frequency distributions and mean ratings are presented in the body of the report.

¹ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. Carrier routes are mail carrier delivery zones defined by the USPS.

² 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.

³ In fact, research shows that many more than the number of surveys returned by mail were left undelivered. Consequently the estimate of 3% undelivered surveys makes for an estimated response rate (at 37%) that is likely to be somewhat lower than actual.

| Wheat Ridge Citizen Survey Weighting Table | | | |
|---------------------------------------------------|------------------------------------|------------------------|----------------------|
| Characteristic | Percent in Population | | |
| | Population Norm⁴ | Unweighted Data | Weighted Data |
| Housing | | | |
| Own home | 55% | 71% | 60% |
| Rent home | 45% | 30% | 40% |
| Detached unit | 53% | 66% | 53% |
| Attached unit | 47% | 34% | 47% |
| Race and Ethnicity | | | |
| Hispanic | 13% | 9% | 10% |
| Not Hispanic | 87% | 91% | 90% |
| White | 92% | 92% | 90% |
| Non-white | 8% | 8% | 10% |
| Sex and Age | | | |
| 18-34 years of age | 26% | 12% | 26% |
| 35-54 years of age | 38% | 38% | 38% |
| 55+ years of age | 35% | 50% | 36% |
| Female | 54% | 58% | 54% |
| Male | 46% | 42% | 46% |
| Females 18-34 | 13% | 8% | 13% |
| Females 35-54 | 19% | 21% | 19% |
| Females 55+ | 22% | 29% | 22% |
| Males 18-34 | 13% | 4% | 14% |
| Males 35-54 | 19% | 17% | 19% |
| Males 55+ | 14% | 21% | 14% |
| Household Income⁵ | | | |
| Less than \$25,000 | 27% | 25% | 26% |
| \$25,000 to \$99,999 | 64% | 63% | 62% |
| \$100,000 or more | 8% | 12% | 12% |
| Education⁶ | | | |
| High school or less | 44% | 28% | 26% |
| More than high school | 56% | 72% | 74% |

Shaded cells show the variables that the data were weighted by.

⁴ Source: 2000 Census

⁵ Household income in 1999

⁶ Population 25 years and over

APPENDIX III. COMPLETE SET OF FREQUENCIES

| Question 1 | | | | | | |
|------------------------------------------------------------------------|------------------------|------|------|------|------------|-------|
| | Percent of Respondents | | | | | |
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| How do you rate Wheat Ridge as a place to live? | 24% | 62% | 13% | 1% | 0% | 100% |
| How do you rate your neighborhood as a place to live? | 21% | 53% | 22% | 3% | 0% | 100% |
| How do you rate Wheat Ridge as a place to raise children? | 17% | 49% | 16% | 4% | 16% | 100% |
| How do you rate Wheat Ridge as a place to retire? | 17% | 41% | 21% | 7% | 14% | 100% |
| How do you rate the physical attractiveness of Wheat Ridge as a whole? | 9% | 43% | 39% | 8% | 0% | 100% |
| How do you rate the overall quality of life in Wheat Ridge? | 13% | 63% | 21% | 2% | 1% | 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 five years? | Percent of Respondents |
| Improve a Lot | 5% |
| Improve Slightly | 31% |
| Stay the Same | 38% |
| Decline Slightly | 21% |
| Decline a Lot | 5% |
| Total | 100% |

| Question 3 - Quality | | | | | | |
|------------------------------------------------------------------------------|------------------------|------|------|------|------------|-------|
| Please rate the quality of the services provided by the City of Wheat Ridge. | Percent of Respondents | | | | | |
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| Snow removal | 13% | 50% | 27% | 8% | 2% | 100% |
| Street repair and maintenance | 6% | 47% | 34% | 10% | 3% | 100% |
| Street cleaning | 9% | 50% | 29% | 7% | 6% | 100% |
| Traffic enforcement | 9% | 52% | 24% | 8% | 7% | 100% |
| Code enforcement | 4% | 34% | 32% | 21% | 9% | 100% |
| Maintenance of city parks | 14% | 56% | 19% | 4% | 7% | 100% |
| Maintenance of open space and trails | 12% | 52% | 19% | 3% | 13% | 100% |
| Recreation programs | 21% | 44% | 13% | 2% | 20% | 100% |
| Recreation facilities | 34% | 38% | 11% | 2% | 15% | 100% |
| Services and programs for youth | 7% | 25% | 14% | 4% | 49% | 100% |
| Services and programs for seniors | 14% | 28% | 11% | 3% | 44% | 100% |
| Municipal court | 4% | 24% | 12% | 2% | 58% | 100% |

Question 3 - Quality

| Please rate the quality of the services provided by the City of Wheat Ridge. | Percent of Respondents | | | | | |
|------------------------------------------------------------------------------|------------------------|------|------|------|------------|-------|
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| Building permits | 3% | 19% | 12% | 5% | 62% | 100% |
| Building inspections | 3% | 18% | 12% | 5% | 62% | 100% |
| Business expansion and recruitment programs | 1% | 12% | 18% | 13% | 55% | 100% |
| General police services | 14% | 51% | 16% | 5% | 14% | 100% |
| Police response time to emergency calls | 18% | 32% | 9% | 4% | 37% | 100% |
| Police response time to non-emergency calls | 13% | 34% | 12% | 7% | 35% | 100% |

Question 3 - Importance

| Please rate the importance of the services provided by the City of Wheat Ridge. | Percent of Respondents | | | | | |
|---------------------------------------------------------------------------------|------------------------|----------------|--------------------|----------------------|------------|-------|
| | Essential | Very Important | Somewhat Important | Not At All Important | Don't Know | Total |
| Snow removal | 32% | 50% | 16% | 1% | 1% | 100% |
| Street repair and maintenance | 29% | 56% | 13% | 0% | 1% | 100% |
| Street cleaning | 14% | 41% | 42% | 2% | 1% | 100% |
| Traffic enforcement | 31% | 49% | 16% | 2% | 2% | 100% |
| Code enforcement | 22% | 43% | 29% | 3% | 2% | 100% |
| Maintenance of city parks | 22% | 53% | 21% | 1% | 2% | 100% |
| Maintenance of open space and trails | 21% | 49% | 24% | 1% | 5% | 100% |
| Recreation programs | 19% | 46% | 26% | 2% | 7% | 100% |
| Recreation facilities | 19% | 50% | 23% | 2% | 6% | 100% |
| Services and programs for youth | 22% | 45% | 14% | 2% | 17% | 100% |
| Services and programs for seniors | 19% | 45% | 18% | 3% | 15% | 100% |
| Municipal court | 23% | 39% | 17% | 1% | 21% | 100% |
| Building permits | 13% | 35% | 24% | 2% | 26% | 100% |
| Building inspections | 16% | 37% | 21% | 1% | 24% | 100% |
| Business expansion and recruitment programs | 20% | 31% | 22% | 3% | 24% | 100% |
| General police services | 52% | 38% | 5% | 1% | 4% | 100% |
| Police response time to emergency calls | 63% | 27% | 2% | 0% | 7% | 100% |
| Police response time to non-emergency calls | 40% | 41% | 11% | 0% | 8% | 100% |

Question 4

| Please rate the following aspects of transportation within the City of Wheat Ridge | Percent of Respondents | | | | | |
|------------------------------------------------------------------------------------|------------------------|------|------|------|------------|-------|
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| Condition of city streets | 8% | 62% | 24% | 5% | 1% | 100% |
| Mass transit planning | 2% | 26% | 22% | 11% | 39% | 100% |
| Ease of car travel in the city | 9% | 54% | 28% | 7% | 2% | 100% |
| Ease of bus travel in the city | 6% | 29% | 21% | 6% | 38% | 100% |

Question 5

| To what degree, if at all, are the following problems in Wheat Ridge? | Percent of Respondents | | | | | |
|-----------------------------------------------------------------------|------------------------|---------------|------------------|---------------|------------|-------|
| | Not A Problem | Minor Problem | Moderate Problem | Major Problem | Don't Know | Total |
| Crime | 8% | 32% | 38% | 6% | 17% | 100% |
| Vandalism | 8% | 29% | 35% | 12% | 16% | 100% |
| Graffiti | 11% | 32% | 30% | 12% | 15% | 100% |
| Drugs | 8% | 16% | 21% | 13% | 42% | 100% |
| Too much growth | 34% | 23% | 18% | 12% | 14% | 100% |
| Lack of growth | 35% | 23% | 18% | 9% | 16% | 100% |
| Run down buildings | 14% | 35% | 30% | 13% | 8% | 100% |
| Taxes | 26% | 27% | 23% | 9% | 14% | 100% |
| Traffic congestion | 14% | 34% | 31% | 16% | 5% | 100% |
| Juvenile problems | 7% | 25% | 25% | 8% | 35% | 100% |
| Availability of affordable housing | 19% | 20% | 22% | 18% | 21% | 100% |
| Availability of parks | 62% | 22% | 8% | 3% | 5% | 100% |
| Availability of bike paths | 55% | 21% | 8% | 4% | 11% | 100% |
| Availability of sidewalks | 42% | 26% | 16% | 11% | 5% | 100% |
| Availability of recreation programs | 53% | 21% | 6% | 2% | 17% | 100% |
| Maintenance and condition of homes | 24% | 38% | 23% | 7% | 8% | 100% |
| Condition of properties | 18% | 39% | 26% | 13% | 4% | 100% |

| Question 6 | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|---------------|----------------|--------------------|-------|
| 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? | Percent of Respondents | | | | | Total |
| | Never | 1 to 2 Times | 3 to 12 Times | 13 to 26 Times | More Than 26 Times | |
| Used Wheat Ridge recreation centers | 37% | 17% | 22% | 13% | 12% | 100% |
| Participated in a recreation program or activity | 58% | 17% | 15% | 5% | 5% | 100% |
| Used a city park or trail | 18% | 15% | 27% | 19% | 21% | 100% |
| Used a city bike or pedestrian path | 29% | 14% | 22% | 15% | 19% | 100% |
| Attended a meeting of local elected officials or other public meeting | 77% | 15% | 7% | 1% | 0% | 100% |
| Watched a meeting of local elected officials on cable television | 58% | 16% | 15% | 8% | 2% | 100% |
| Participated in a senior program | 85% | 7% | 5% | 2% | 2% | 100% |
| Visited the Community Senior Center | 70% | 16% | 9% | 3% | 3% | 100% |
| Dined at a Wheat Ridge restaurant | 10% | 11% | 38% | 22% | 19% | 100% |
| Used the Wheat Ridge library | 50% | 19% | 17% | 7% | 7% | 100% |
| Used A-line service to DIA | 90% | 7% | 2% | 0% | 1% | 100% |
| Rode an RTD bus | 60% | 15% | 13% | 3% | 9% | 100% |

| Question 7 | |
|--------------------------------------------------------------------------------|------------------------|
| How would you rate the overall performance of the Wheat Ridge city government? | Percent of Respondents |
| Excellent | 4% |
| Good | 42% |
| Fair | 24% |
| Poor | 7% |
| Don't Know | 24% |
| Total | 100% |

| Question 8 | | | | | | | |
|-------------------------------------------------------------------------------------------------|------------------------|----------------|----------------------------|-------------------|-------------------|------------|-------|
| Please rate the following statements by circling the number which best represents your opinion. | Percent of Respondents | | | | | | |
| | Strongly Agree | Somewhat Agree | Neither Agree Nor Disagree | Somewhat Disagree | Strongly Disagree | Don't Know | Total |
| I believe my elected officials generally act in the best interest of the community at large | 12% | 39% | 13% | 10% | 5% | 20% | 100% |
| City of Wheat Ridge employees perform quality work | 16% | 42% | 19% | 4% | 1% | 18% | 100% |
| I receive good value and services for the amount of city sales and property taxes that I pay | 14% | 38% | 18% | 11% | 3% | 15% | 100% |
| I am pleased with the overall direction the city is taking | 11% | 34% | 22% | 13% | 8% | 12% | 100% |
| I am well informed on major issues within the City of Wheat Ridge | 10% | 30% | 23% | 14% | 10% | 13% | 100% |

| Question 9 | |
|-----------------------------------------------------------------------------------------------------------------|------------------------|
| 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 | 43% |
| No | 57% |
| Total | 100% |

| Question 10 | | | | | | |
|--------------------------------------------------------------------------------------------------|------------------------|------|------|------|------------|-------|
| What was your impression of the employee of the City of Wheat Ridge in your most recent contact? | Percent of Respondents | | | | | |
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| Knowledge | 34% | 43% | 15% | 7% | 1% | 100% |
| Responsiveness | 37% | 38% | 13% | 11% | 1% | 100% |
| Courtesy | 44% | 37% | 11% | 8% | 0% | 100% |
| Making you feel valued | 29% | 38% | 15% | 15% | 2% | 100% |
| Overall impression | 32% | 40% | 16% | 12% | 0% | 100% |

Question 11

| Please rate how safe you feel in the following public areas in Wheat Ridge. | Percent of Respondents | | | | | | Total |
|-----------------------------------------------------------------------------|------------------------|---------------|-------------------------|-----------------|-------------|------------|-------|
| | Very Safe | Somewhat Safe | Neither Safe Nor Unsafe | Somewhat Unsafe | Very Unsafe | Don't Know | |
| Parks and playgrounds | 34% | 39% | 10% | 6% | 0% | 10% | 100% |
| Recreation centers | 53% | 20% | 5% | 1% | 0% | 20% | 100% |
| Your neighborhood | 38% | 45% | 7% | 6% | 2% | 1% | 100% |
| On the trail system | 20% | 35% | 14% | 11% | 2% | 19% | 100% |

Question 12

| If revenues become available, which programs, if any, would you like to see come back? | Percent of Responses |
|----------------------------------------------------------------------------------------|----------------------|
| School Resource Officers | 34% |
| Educating youth on making right choices | 50% |
| Crime Prevention Programs and Services | 53% |
| Park Enforcement and Patrol Coverage | 44% |
| Police Bicycle Patrols | 26% |
| Senior programs | 19% |
| Researching criminal activity and trends | 31% |

*Percents may add up to more than 100% as respondents could choose more than one option.

Question 13

| 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? | Percent of Respondents | | | | | Total |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|---------------|----------------|--------------------|-------|
| | Never | 1 to 2 Times | 3 to 12 Times | 13 to 26 Times | More Than 26 Times | |
| City 'Connection' Newsletter | 36% | 29% | 30% | 3% | 2% | 100% |
| Denver Post or Rocky Mountain News | 26% | 18% | 21% | 11% | 24% | 100% |
| Radio news | 48% | 18% | 14% | 7% | 14% | 100% |
| Television news | 25% | 25% | 18% | 10% | 23% | 100% |
| Word of mouth | 24% | 24% | 32% | 12% | 9% | 100% |
| Cable TV Channel 8 | 50% | 17% | 16% | 10% | 7% | 100% |
| Wheat Ridge Transcript | 53% | 18% | 17% | 7% | 6% | 100% |
| City's Web site | 77% | 10% | 9% | 2% | 2% | 100% |

Question 14

| Do you have a personal computer in your home? | Percent of Respondents |
|-----------------------------------------------|------------------------|
| Yes, computer at home with Internet access | 61% |
| Yes, computer at home without Internet access | 10% |
| No | 29% |
| Total | 100% |

Question 15

| Have you used the city's Web site in the last 12 months? | Percent of Respondents |
|-----------------------------------------------------------------|-------------------------------|
| Yes | 22% |
| No | 78% |
| Total | 100% |

Question 16

| Please rate the following aspects of the City of Wheat Ridge's Web site. | Percent of Respondents | | | | | |
|---------------------------------------------------------------------------------|-------------------------------|-------------|-------------|-------------|-------------------|--------------|
| | Excellent | Good | Fair | Poor | Don't Know | Total |
| Content | 8% | 58% | 24% | 7% | 3% | 100% |
| Graphics | 8% | 47% | 34% | 6% | 4% | 100% |
| Look and feel | 8% | 46% | 36% | 6% | 4% | 100% |
| Ease of use | 9% | 39% | 36% | 13% | 3% | 100% |

Question 17

| How likely would you be to conduct business with the city over the Internet? | Percent of Respondents |
|-------------------------------------------------------------------------------------|-------------------------------|
| Very Likely | 29% |
| Somewhat Likely | 22% |
| Neither Likely Nor Unlikely | 8% |
| Somewhat Unlikely | 5% |
| Very Unlikely | 23% |
| Don't Know | 13% |
| Total | 100% |

Question 18

| Please rate the following statements by circling the number which best represents your opinion. The city should... | Percent of Respondents | | | | | | |
|--------------------------------------------------------------------------------------------------------------------|------------------------|----------------|----------------------------|-------------------|-------------------|------------|-------|
| | Strongly Agree | Somewhat Agree | Neither Agree Nor Disagree | Somewhat Disagree | Strongly Disagree | Don't Know | Total |
| Revitalize the city's housing areas | 36% | 36% | 14% | 5% | 3% | 7% | 100% |
| Revitalize the city's business areas | 37% | 36% | 14% | 4% | 3% | 6% | 100% |
| Strengthen community image and identity | 34% | 35% | 20% | 4% | 2% | 4% | 100% |
| Attract and recruit new types of retail | 36% | 32% | 15% | 7% | 6% | 4% | 100% |
| Revitalize business corridors such as 38th Ave, 44th Ave, Wadsworth Boulevard and Kipling Ave | 44% | 32% | 11% | 4% | 5% | 3% | 100% |

Question 19

| For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge. | Percent of Respondents | | | | | | Total |
|----------------------------------------------------------------------------------------------|------------------------|-------------------|-----------------------|---------------------|-----------------|------------|-------|
| | Never | Very Infrequently | Somewhat Infrequently | Somewhat Frequently | Very Frequently | Don't Know | |
| Grocery shopping | 2% | 6% | 4% | 9% | 79% | 0% | 100% |
| Health services | 13% | 17% | 14% | 20% | 33% | 3% | 100% |
| Meals and entertainment | 3% | 12% | 17% | 34% | 33% | 1% | 100% |
| Household items | 5% | 15% | 17% | 24% | 38% | 1% | 100% |
| Computers and electronics | 44% | 28% | 13% | 7% | 5% | 4% | 100% |
| General retail | 14% | 21% | 21% | 26% | 18% | 1% | 100% |

Question 20

| When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? | Percent of Responses |
|-------------------------------------------------------------------------------|----------------------|
| It is convenient | 39% |
| I like the range of quality goods and services | 42% |
| Desired item is not available in Wheat Ridge | 70% |
| It is more affordable | 16% |
| Other | 4% |
| Go to mall and other major retailers | 3% |
| Don't shop outside of Wheat Ridge | 1% |
| More/better variety | 1% |

Question 21

| To what extent do you support or oppose a modest increase in the sales tax rate for each of the following purposes. | Percent of Respondents | | | | | | Total |
|---------------------------------------------------------------------------------------------------------------------|------------------------|------------------|----------------------------|-----------------|-----------------|------------|-------|
| | Strongly Support | Somewhat Support | Neither Support Nor Oppose | Somewhat Oppose | Strongly Oppose | Don't Know | |
| General operating expenses | 14% | 31% | 25% | 10% | 13% | 7% | 100% |
| Police services | 36% | 36% | 12% | 5% | 8% | 4% | 100% |
| Maintenance of parks | 20% | 39% | 22% | 6% | 8% | 5% | 100% |
| Maintenance of open space and trails | 22% | 34% | 24% | 7% | 9% | 5% | 100% |
| Maintenance of streets | 29% | 41% | 15% | 5% | 6% | 4% | 100% |
| Senior programs | 18% | 30% | 26% | 8% | 10% | 7% | 100% |

Question 22

| To what extent do you support or oppose allowing the city to retain any excess revenues to be used for general operating expenses? | Percent of Respondents |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| Strongly Support | 23% |
| Somewhat Support | 22% |
| Neither Support Nor Oppose | 14% |
| Somewhat Oppose | 12% |
| Strongly Oppose | 19% |
| Don't Know | 9% |
| Total | 100% |

Question 23

| About how long have you lived in Wheat Ridge? | Percent of Respondents |
|------------------------------------------------------|-------------------------------|
| Five years or less | 41% |
| 6 to 10 years | 18% |
| 11 to 15 years | 11% |
| 16 to 20 years | 7% |
| More than 20 years | 23% |
| Total | 100% |
| Average length of residency | 14 years |

Question 24

| | Percent of Respondents | | | | |
|----------------------------------|-------------------------------|--------------------|---------------------|--------------------|--------------|
| | District I | District II | District III | District IV | Total |
| In which district do you reside? | 27% | 27% | 26% | 20% | 100% |

Question 25

| In what city do you work? | Percent of Respondents |
|----------------------------------|-------------------------------|
| Arvada | 6% |
| Aurora | 1% |
| Boulder | 2% |
| Broomfield | 1% |
| Denver | 23% |
| Englewood | 2% |
| Golden | 6% |
| Lakewood | 8% |
| Littleton | 1% |
| Louisville | 0% |
| Northglenn | 0% |
| Thornton | 1% |
| Westminster | 2% |
| Wheat Ridge | 14% |
| Other | 6% |
| Do not work | 27% |
| Total | 100% |

Question 26

| Please check the appropriate box indicating the type of housing unit you live in. | Percent of Respondents |
|------------------------------------------------------------------------------------------|-------------------------------|
| Detached Single-Family Home | 53% |
| Condominium Or Townhouse | 18% |
| Apartment | 29% |
| Mobile home | 0% |
| Total | 100% |

Question 27

| Do you rent or own your residence? | Percent of Respondents |
|-------------------------------------------|-------------------------------|
| Own | 61% |
| Rent | 39% |
| Total | 100% |

Question 28

| How many people (including yourself) live in your household? | Percent of Respondents |
|---------------------------------------------------------------------|-------------------------------|
| 0 | 1% |
| 1 | 35% |
| 2 | 35% |
| 3 | 14% |
| 4 | 11% |
| 5 | 3% |
| 6 | 1% |
| 7 | 0% |
| 8 | 0% |
| 15 | 0% |
| Total | 100% |
| Average household members | 2 |

Question 29

| How many of these household members are 17 or younger? | Percent of Respondents |
|---------------------------------------------------------------|-------------------------------|
| 0 | 66% |
| 1 | 18% |
| 2 | 12% |
| 3 | 3% |
| 4 | 1% |
| 5 | 0% |
| 6 | 0% |
| Total | 100% |

Question 30

| About how much do you estimate your household's total income before taxes was in 2003? | Percent of Respondents |
|-----------------------------------------------------------------------------------------------|-------------------------------|
| Less than \$15,000 | 12% |
| \$15,000 to \$24,999 | 14% |
| \$25,000 to \$34,999 | 16% |
| \$35,000 to \$49,999 | 20% |
| \$50,000 to \$74,999 | 17% |
| \$75,000 to \$99,999 | 10% |
| \$100,000 to \$124,999 | 6% |
| \$125,000 or more | 6% |
| Total | 100% |

Question 31

| What is the highest level of education you have completed? | Percent of Respondents |
|-------------------------------------------------------------------|-------------------------------|
| 0 to 11 Years | 5% |
| High School Graduate | 21% |
| Some College, No Degree | 28% |
| Associate Degree | 7% |
| Bachelors Degree | 22% |
| Graduate Or Professional Degree | 17% |
| Total | 100% |

Question 32

| What is your age? | Percent of Respondents |
|--------------------------|-------------------------------|
| 18-24 | 5% |
| 25-34 | 22% |
| 35-44 | 16% |
| 45-54 | 22% |
| 55-64 | 13% |
| 65-74 | 10% |
| 75+ | 14% |
| Total | 100% |

Questions 33

| What is your race? | Percent of Respondents |
|-----------------------------------|-------------------------------|
| White | 93% |
| Black or African American | 0% |
| Asian or Pacific Islander | 1% |
| American Indian, Eskimo, or Aleut | 2% |
| Other | 7% |

Question 34

| Are you Hispanic, Spanish or Latino? | Percent of Respondents |
|---------------------------------------------|-------------------------------|
| Yes | 11% |
| No | 89% |
| Total | 100% |

Question 35

| What is your gender? | Percent of Respondents |
|-----------------------------|-------------------------------|
| Female | 54% |
| Male | 46% |
| Total | 100% |

Question 36

| Did you vote in the last election? | Percent of Respondents |
|-------------------------------------------|-------------------------------|
| Yes | 73% |
| No | 27% |
| Total | 100% |

APPENDIX IV. SURVEY INSTRUMENT

The survey instrument appears on the following pages.

2004 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 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 the 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 |
| 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 |
| 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 |
| Building permits | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| Building inspections | 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 |

4. 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 |

5. To what degree, if at all, are the following problems in Wheat Ridge:

| | <u>Not a problem</u> | <u>Minor problem</u> | <u>Moderate problem</u> | <u>Major problem</u> | <u>Don't know</u> |
|------------------------------------------------------------|----------------------|----------------------|-------------------------|----------------------|-------------------|
| Crime..... | 1 | 2 | 3 | 4 | 5 |
| Vandalism..... | 1 | 2 | 3 | 4 | 5 |
| Graffiti..... | 1 | 2 | 3 | 4 | 5 |
| Drugs..... | 1 | 2 | 3 | 4 | 5 |
| Too much growth..... | 1 | 2 | 3 | 4 | 5 |
| Lack of growth..... | 1 | 2 | 3 | 4 | 5 |
| Run down buildings..... | 1 | 2 | 3 | 4 | 5 |
| Taxes..... | 1 | 2 | 3 | 4 | 5 |
| Traffic congestion..... | 1 | 2 | 3 | 4 | 5 |
| Juvenile problems..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable housing..... | 1 | 2 | 3 | 4 | 5 |
| Availability of parks..... | 1 | 2 | 3 | 4 | 5 |
| Availability of bike paths..... | 1 | 2 | 3 | 4 | 5 |
| Availability of sidewalks..... | 1 | 2 | 3 | 4 | 5 |
| Availability of recreation programs..... | 1 | 2 | 3 | 4 | 5 |
| Maintenance and condition of homes..... | 1 | 2 | 3 | 4 | 5 |
| Condition of properties (weeds, trash, junk vehicles)..... | 1 | 2 | 3 | 4 | 5 |

6. 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 Community/Senior 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 |

City Government and Employees

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

- Excellent Good Fair Poor Don't know

8. Please rate the following statements by circling the number which best represents your opinion.

| | <u>Strongly agree</u> | <u>Somewhat agree</u> | <u>Neither agree nor disagree</u> | <u>Somewhat disagree</u> | <u>Strongly disagree</u> | <u>Don't know</u> |
|---------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------------------|--------------------------|--------------------------|-------------------|
| I believe my elected officials generally act in the best interest of the community at large..... | 1 | 2 | 3 | 4 | 5 | 6 |
| City of Wheat Ridge employees perform quality work. | 1 | 2 | 3 | 4 | 5 | 6 |
| I receive good value and services for the amount of city sales and property taxes that I pay..... | 1 | 2 | 3 | 4 | 5 | 6 |
| I am pleased with the overall direction the city is taking. . | 1 | 2 | 3 | 4 | 5 | 6 |
| I am well informed on major issues within the City of Wheat Ridge. | 1 | 2 | 3 | 4 | 5 | 6 |
| Wheat Ridge city government welcomes citizen involvement. | 1 | 2 | 3 | 4 | 5 | 6 |

9. 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 10)
 No (go to question 11)

10. What was your impression of the employee of the City of Wheat Ridge 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 |

11. Please rate how safe you feel in the following public 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 |
| On the trail system..... | 1 | 2 | 3 | 4 | 5 | 6 |

12. Recent budget constraints have made it necessary for the Wheat Ridge Police Department to cut programs. If revenues become available, which programs, if any, would you like to see come back? (Please check your top 3 choices.)

- | | |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <input type="checkbox"/> School Resource Officers | <input type="checkbox"/> Police Bicycle Patrols |
| <input type="checkbox"/> Educating youth on making right choices | <input type="checkbox"/> Senior Citizen Crime Prevention and Safety Programs |
| <input type="checkbox"/> Crime Prevention Programs and Services (residential and business) | <input type="checkbox"/> Researching criminal activity and trends |
| <input type="checkbox"/> Park Enforcement and Patrol Coverage | |

13. 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 "Connection" Newsletter..... | 1 | 2 | 3 | 4 | 5 |
| Denver Post/Rocky Mountain News..... | 1 | 2 | 3 | 4 | 5 |
| Radio news..... | 1 | 2 | 3 | 4 | 5 |
| Television news..... | 1 | 2 | 3 | 4 | 5 |
| Word of mouth..... | 1 | 2 | 3 | 4 | 5 |
| Cable TV Channel 8 (Government Access Channel) | 1 | 2 | 3 | 4 | 5 |
| Wheat Ridge Transcript..... | 1 | 2 | 3 | 4 | 5 |
| City's Web site: www.ci.wheatridge.co.us..... | 1 | 2 | 3 | 4 | 5 |

14. Do you have a personal computer in your home?

- Yes, have a computer at home with Internet access
- Yes, have a computer at home without Internet access
- No

15. Have you used the city's Web site in the last 12 months?

- Yes
- No (go to question 17)

16. If yes, please rate the following aspects of the City of Wheat Ridge Web site.

| | Excellent | Good | Fair | Poor | Don't know |
|---------------------|-----------|------|------|------|------------|
| Content..... | 1 | 2 | 3 | 4 | 5 |
| Graphics | 1 | 2 | 3 | 4 | 5 |
| Look and feel | 1 | 2 | 3 | 4 | 5 |
| Ease of use..... | 1 | 2 | 3 | 4 | 5 |

17. How likely would you be to conduct business (such as business licenses, sales taxes, request for information, job applications, recreation program registration, etc.) with the city over the Internet if that opportunity were provided?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- Don't know

Economic Development

18. 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 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue..... | 1 | 2 | 3 | 4 | 5 | 6 |

19. 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 |

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

- 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
- Other: _____

21. The city operates on a 2% sales tax, the lowest in the metro area. Keeping up with increased expenses and providing quality services is becoming more and more difficult. To what extent would you support or oppose a modest increase in the sales tax rate for each of the following purposes?

| | Strongly support | Somewhat support | Neither support nor oppose | Somewhat oppose | Strongly oppose | Don't know |
|--------------------------------------------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| General Operating Expenses..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Police Services | 1 | 2 | 3 | 4 | 5 | 6 |
| Maintenance of parks..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Maintenance of open space and trails | 1 | 2 | 3 | 4 | 5 | 6 |
| Maintenance of streets..... | 1 | 2 | 3 | 4 | 5 | 6 |
| Senior programs..... | 1 | 2 | 3 | 4 | 5 | 6 |

22. The Taxpayer's Bill of Rights (TABOR) requires that the city return to the citizens any revenue collected annually over the state imposed limits. To what extent do you support or oppose allowing the city to retain any excess revenues to be used for general operating expenses?

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

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.

23. About how long have you lived in Wheat Ridge?

(Write 0 if six months or less)

_____ years

24. In which district do you reside? *(Please see map on the letter at the front of this packet.)*

- District I (south of W 38th Ave., and east of Wadsworth)
- District II (north of W 38th Ave. and east of Carr St. and Clear Creek)
- District III (south of Clear Creek and W 38th Ave., and west of Wadsworth)
- District IV (north of Clear Creek and W 38th Ave., west of Carr St. and Clear Creek).

25. 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.)

- Arvada
- Aurora
- Boulder
- Broomfield
- Denver
- Englewood
- Golden
- Lakewood
- Littleton
- Louisville
- Northglenn
- Thornton
- Westminster
- Wheat Ridge
- Other
- Do Not Work (student, homemaker, retired, etc.)

26. 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

27. Do you rent or own your residence?

- Own
- Rent

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

_____ people

29. How many of these household members are 17 or younger?

_____ people

30. About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2003? Please check the appropriate box below.

- Less than \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 or more

31. 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

32. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 +

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

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

34. Are you Hispanic/Spanish/Latino?

- Yes
- No

35. What is your gender?

- Female
- Male

36. Did you vote in the last election?

- Yes
- No

Thank you very much! Please return the completed questionnaire to National Research Center, Inc., 3005 30th St., Boulder, CO 80301 in the postage-paid envelope provided.