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CITY OF WHEAT RIDGE

Citizen Survey

REPORT OF RESULTS
June 2006

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EXECUTIVE SUMMARY

SURVEY BACKGROUND

- The City of Wheat Ridge contracted with National Research Center, Inc. (NRC) to conduct a community wide citizen survey. Three-thousand randomly selected Wheat Ridge households were mailed the 2006 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 2,825 eligible households who received the survey, 1,051 responded to the mailed questionnaire, giving a response rate of 37%. The margin of error is plus or minus three percentage points around any given percentage point, and plus or minus two points around average ratings on a 100-point scale. This is the second iteration of the Wheat Ridge Citizen Survey.

QUALITY OF LIFE AND COMMUNITY

- Four out of five respondents said Wheat Ridge was a “good” or “excellent” place to live. About three-quarters of residents reported that “Wheat Ridge as a place to raise children” (74%), their “neighborhood as a place to live” (73%) and the “overall quality of life” (75%) was at least “good.” “Wheat Ridge as a place to live” was rated by 68% of respondents as “good” or “excellent.” The physical attractiveness of Wheat Ridge was slightly lower (52% selecting at least “good”).
- When results were converted to the 100-point scale, each category received a rating similar to those given in 2004. When compared to ratings across the nation, two of the six community characteristics received ratings above the average. “Wheat Ridge as a place to retire” received a rating higher than other communities in the Front Range.
- In 2006, a higher proportion of Wheat Ridge residents believed that the quality of life was likely to “improve” over the next five years when compared to 2004 (46% in 2006 vs. 36% in 2004).

EVALUATION OF CITY SERVICES

- The most positively rated services provided by the City were recreation facilities (75), recreation programs (69) and police response time to emergency calls (67), above “good” (67) on the 100-point scale. All other City services received ratings above “fair” (33 points on the 100-point scale). The lowest average rating was given to code enforcement (40 points on the 100-point scale). When compared by year, most services received similar ratings.
- Ten of 15 services for which ratings were available were given ratings above the national norm. A rating similar to the average for other jurisdictions across the nation was given to maintenance of City parks. Wheat Ridge received ratings below national norms for building inspections, code enforcement, community/public art and general police services.
- Services receiving ratings above the average given in other jurisdictions in the Front Range include: snow removal, street repair and maintenance, traffic enforcement, recreation facilities and programs and services and programs for seniors. Five services were rated similar to the Front Range average by Wheat Ridge residents and two services were rated below the norms for the Front Range.

IMPORTANCE OF CITY SERVICES

- Residents were asked to rate the importance of each City service. Police response time to emergency calls, general police services, police response time to non-emergency calls, street repair and maintenance, services and programs for youth, snow removal, traffic enforcement, maintenance of City parks, municipal court and building inspections all received ratings of 67 points and above, or at least “very” important on the 100-point scale. For all questions asked in both years, most ratings in 2006 were similar to those given in 2004.
- Most of the remaining services received ratings just below “very” important (67 on the 100-point scale). Services that received the lowest ratings were street cleaning (54) and community/public art (45), but both were still rated above “somewhat” important.

BALANCING QUALITY AND IMPORTANCE

- Services which were categorized as higher in importance and higher in quality were: police response time to emergency calls, general police services, municipal court, snow removal, traffic enforcement and maintenance of City parks. Services rated higher in importance and lower in quality were: police response time to non-emergency calls, street repair and maintenance, services and programs for youth and building inspections. (Building inspections also was rated below the average in comparison to other communities across the nation and the Front Range.) Those services rated lower in importance and higher in quality were: recreation facilities, recreation programs, services and programs for seniors and maintenance of open space and trails. Services that rated lower in importance and lower in quality were: code enforcement, business expansion and recruitment programs, building permits, community/public art and street cleaning.

COMMUNITY ISSUES

- When asked to rate issues of transportation with the City of Wheat Ridge, residents reported most positively the conditions of City streets (68% said “good” or “excellent”). About 6 in 10 respondents said ease of car travel, bus travel and walking in the city were “good” or “excellent.” Mass transit planning was rated as “poor” or “fair” by just over half of respondents (52%). Wheat Ridge residents reported similar ratings in 2006 as in 2004.
- Residents rated conditions of City streets and ease of car and bus travel in the city as above the normative ratings for other communities across the nation. Ease of walking in the city was given a rating similar to the national average. Similar ratings were given in comparison to other Front Range communities.
- 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. About three-quarters of respondents felt that availability of parks, bike paths and recreation programs were “not” a problem (67%, 65% and 65%, respectively). Characteristics considered to be a “moderate” or “major” problem by 50% or more of residents were: run down buildings (51%), traffic congestion (53%), juvenile problems (57%), crime (62%), vandalism (62%), graffiti (62%) and drugs (65%). When ratings of potential problems were compared by year, lack of growth, maintenance and condition of homes, condition of properties, run down buildings, juvenile problems, crime, graffiti, vandalism and drugs were rated as more of a problem in 2006 than in 2004.

COMMUNITY PARTICIPATION

- Respondents were given a list of 12 activities in Wheat Ridge and asked how many times, if any, they had participated in the past 12 months. More than three-quarters of respondents had dined at a Wheat Ridge restaurant (90%), used a City park or trail (84%) and used a City bike or pedestrian path (75%) at least “once.” Less than 3 in 10 residents reported visiting the community senior center (29%), attending a meeting of local elected officials or other public meeting (21%), participating in a senior program (17%) and using the A-line service to DIA (8%).
- By year comparisons showed similar results between 2004 and 2006. A higher proportion of residents in 2006 had used a City bike or pedestrian path than in 2004. Fewer respondents reported riding an RTD bus in 2006.

COMMUNITY SAFETY

- Wheat Ridge residents were asked to rate how safe they feel in various public areas in Wheat Ridge. Most respondents said they felt at least “somewhat” safe in each area listed. Comparisons to previous survey years were available for all areas except retail/commercial areas. Each area received the same rating on the 100-point scale in 2006 as in 2004 except safety in “your neighborhood” which received a lower rating in 2006 (74 vs. 79 on the 100-point scale, respectively).
- Ratings given for safety in “parks and playgrounds” and in “your neighborhood” were higher than ratings in jurisdictions across the nation. No Front Range comparisons were available.

PUBLIC TRUST

- About 1 in 10 residents (7%) felt the overall performance of the City government was “excellent.” More than half of respondents (55%) said it was “good” and one-third of respondents said the overall performance was “fair” and 7% said it was “poor.” When these responses were converted to the 100-point scale to allow for comparison to the previous survey year, similar ratings were reported by Wheat Ridge residents.
- Ratings above the average were given by Wheat Ridge residents in comparison to residents from other jurisdictions across the country for overall performance of City government. When compared to other jurisdictions throughout the Front Range, Wheat Ridge City government was rated similarly.
- Wheat Ridge residents were asked to what extent they agreed or disagreed with six statements about the City of Wheat Ridge government. About two-thirds of respondents said they “somewhat” or “strongly” agreed with three of the six statements. About 6 in 10 residents at least “somewhat” agreed that they were pleased with the overall direction the City was taking (60%) and that they received good value and services for the amount of City taxes they pay (59%). Forty-six percent of respondents at least “somewhat” agreed that they were well informed on major issues within the city. Similar ratings were given in 2006 to most statements regarding the Wheat Ridge City government when compared to 2004.
- Comparisons to the national database were available for five of the six public trust statements above. All were rated above the norm given in other jurisdictions across the nation except for residents feeling informed on major issues within the city, which was given a rating below the national average.
- Those rated above the norm for the Front Range were “City government welcomes citizen involvement” and “overall direction the City is taking.” “Good value and services for taxes” received a rating similar to the average provided by other communities in the Front Range.

CONTACT WITH CITY EMPLOYEES

- The same percentage of Wheat Ridge residents reported that they had contact with a City employee in the previous year in both 2004 and 2006 (43%).
- Of those respondents who said they had contact with a Wheat Ridge City employee in the past 12 months, more than three-quarters reported the employees’ courteousness (82%), knowledge (77%) and responsiveness (76%) to be at least “good.” About 7 out of 10 residents said that their contact with a City employee made them feel valued (69%). Seventy-six percent of respondents rated their overall impression of the employee with which they had contact as “good” or “excellent.” Wheat Ridge residents gave similar ratings for City employees in both survey years.
- Wheat Ridge City employees’ courteousness was rated above the national average. “Knowledge,” “responsiveness” and “overall impression” were given ratings similar to ratings reported in other jurisdictions across the nation. Ratings of “courtesy,” “knowledge,” “responsiveness” and “overall impression” were all below the average in comparison to other communities in the Front Range.

ECONOMIC DEVELOPMENT

- A list of five statements about the economic development in the City of Wheat Ridge was provided to respondents and they were asked to rate the extent to which they agreed or disagreed with each statement. About half of residents (51%) “strongly” agreed with revitalizing business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue. About 8 in 10 respondents at least “somewhat” agreed with the remaining four statements: revitalizing the city’s business areas (83%), revitalizing the city’s housing areas (79%), attracting and recruiting new types of retail (78%) and strengthening community image and identity (78%). Residents reported higher agreement in 2006 than in 2004 for most of the statements regarding economic development in the City of Wheat Ridge.
- Residents of Wheat Ridge were asked about their familiarity with two City revitalization plans and to what extent they would support or oppose those plans. More than 6 in 10 survey respondents were “very” unfamiliar with both Neighborhood Revitalization Strategies (NRS) and Wheat Ridge 2020

(WR2020). Strong support was shown for NRS by 40% of respondents and 36% of respondents said they would “strongly” support WR2020. Five percent or less of respondents said they would “somewhat” or “strongly” oppose both NRS and WR2020.

- Residents were asked how frequently they do a variety of shopping in Wheat Ridge. More than 9 in 10 residents said they “somewhat” or “very” frequently do their grocery shopping in Wheat Ridge. About one-third of residents said they made purchases of “household items” (34%) and “health services” (32%) “very” frequently in the city. “Meals and entertainment” purchases were made at least “somewhat” frequently by 68% of respondents. Seventeen percent of residents said they “very” frequently made general retail purchases. Forty-five percent of respondents said they “never” made “computer and electronics” purchases in Wheat Ridge. Similar frequencies were reported for most categories of shopping in 2004 and 2006.
- When respondents were asked why they shop outside of Wheat Ridge, two-thirds (66%) reported it was because the desired item was not available. About 4 in 10 residents said they shop outside of Wheat Ridge because they liked the range of quality goods and services (40%) and convenience (39%). Twenty percent of survey respondents reported affordability, 3% said lack of malls and other major retailers and 5% reported “other” reasons for shopping outside of the city. When comparing 2006 results to 2004, affordability received a higher percentage of responses in 2006. “Desired item is not available in Wheat Ridge” was lower in 2006.

POLICY QUESTIONS

- Respondents to the survey were asked for the second year to rate their support for or opposition to an exemption from the Taxpayer’s Bill of Rights (TABOR). Forty-six percent of respondents reported they at least “somewhat” support allowing the City to retain any excess revenues to be used for general operating expenses. About 4 in 10 residents were opposed to a TABOR exemption. The support for an exemption from TABOR decreased from 2004 to 2006 (50% supporting in 2004 vs. 46% supporting in 2006).

INFORMATION SOURCES AND INTERNET USE

- About three-quarters of respondents to the survey said they get their information via “word of mouth,” “television news” and the “Denver Post or Rocky Mountain News” (76%, 71% and 71%, respectively). Sixty-eight percent of residents said they get their information from the “City ‘Connection’ Newsletter.” More than 4 in 10 reported they get information from the “Wheat Ridge Transcript” (49%), “radio news” (48%) and “cable TV Channel 8” (45%). About one-quarter of residents used the City’s Web site (27%) at least once to get information. When compared to 2004, residents reported using “television news,” the “Denver Post or Rocky Mountain News,” “radio news” and “cable TV Channel 8” less frequently in 2006. “City ‘Connection’ Newsletter” and the “City’s Web site” were used by a higher percentage of respondents in 2006.
- About the same percentage of respondents said they had a personal computer in their home with Internet access, had a computer at home without Internet access and had no computer at home in 2006 as in 2004.
- Twenty-six percent of respondents reported having used the City’s Web site in the past year, an increase from 2004 (22% of respondents).
- Respondents who reported having used the City’s Web site in the last 12 months (26% of respondents) were asked to rate certain qualities of the site. “Content” was reported as “good” or “excellent” by 66% of residents.” More than 6 in 10 said that the “graphics” and the “look and feel” of the Web site were at least “good” (64% and 61%, respectively). Ten percent of respondents said “ease of use” of the City’s Web was “excellent.” In comparison to 2004, similar ratings were provided in 2006.
- Six in 10 respondents said they would be at least “somewhat” likely to conduct business with the City over the Internet; 30% said they would be “somewhat” or “very” unlikely. The likelihood of conducting business with the City over the Internet was similar in past survey years.

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

The baseline Wheat Ridge Citizen Survey was conducted in 2004. This is the second iteration of the survey. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Wheat Ridge changes and grows.

SURVEY ADMINISTRATION

The Wheat Ridge Citizen Survey was administered by mail during early April of 2006 to 3,000 randomly selected households within the City of Wheat Ridge. Of the 2,825 eligible households receiving the survey, 1,051 residents responded to the mailed questionnaire, giving a response rate of 37%; slightly lower than the response rate in 2004 (41%). The survey instrument itself appears in Appendix V: Survey Instrument.

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: Survey Methodology.)

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 three percentage points around any given percent reported for the entire sample (1,051 completed surveys).

PUTTING EVALUATIONS ONTO A 100-POINT SCALE

Although responses to many of the evaluative or frequency questions were made on a four-point scale with one representing the best rating and four 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 "good," then the result would be 67. 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 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 is two 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 Range¹ 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.

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 more than two 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 two points or less, 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.

“DON’T KNOW” RESPONSE AND ROUNDING

On many of the questions in the survey, respondents gave an answer of “don’t know” or “unsure.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix IV: Complete Set of Frequencies. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

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

¹The Front Range jurisdictions included in the comparison analysis are as follows: Arvada, Boulder, Boulder County, Broomfield, Castle Rock, Denver (City and County), Douglas County, Englewood, Fort Collins, Golden, Greeley, Greenwood Village, Highlands Ranch, Jefferson County, Lafayette, Lakewood, Larimer County, Littleton, Longmont, Louisville, Loveland, North Jeffco Park and Recreation District, Northglenn, Parker, Thornton, West Metro Fire Protection District, Westminster and Wheat Ridge.

SURVEY RESULTS

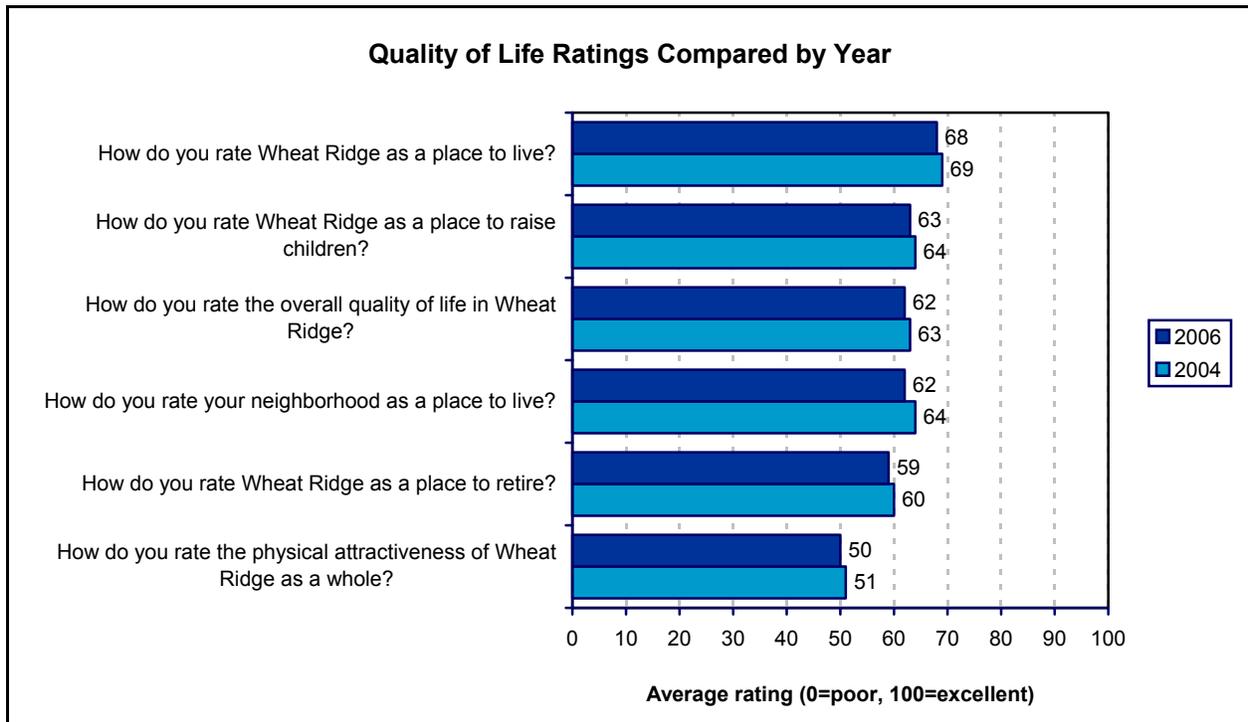
QUALITY OF LIFE AND COMMUNITY

Residents of Wheat Ridge were asked to rate their quality of life as well as other characteristics of the community. Four out of five respondents said Wheat Ridge was a “good” or “excellent” place to live. About three-quarters of residents reported that “Wheat Ridge as a place to raise children” (74%), their “neighborhood as a place to live” (73%) and the “overall quality of life” (75%) was at least “good.” “Wheat Ridge as a place to live” was rated by 68% of respondents as “good” or “excellent.” The physical attractiveness of Wheat Ridge was slightly lower (52% selecting at least “good”).

Circle the number that best represents your opinion:	Quality of Life					Average rating (0=poor, 100=excellent)
	Percent of respondents					
	Excellent	Good	Fair	Poor	Total	
How do you rate Wheat Ridge as a place to live?	23%	58%	17%	2%	100%	68
How do you rate Wheat Ridge as a place to raise children?	19%	55%	21%	5%	100%	63
How do you rate your neighborhood as a place to live?	19%	54%	21%	6%	100%	62
How do you rate the overall quality of life in Wheat Ridge?	12%	63%	23%	2%	100%	62
How do you rate Wheat Ridge as a place to retire?	18%	50%	25%	8%	100%	59
How do you rate the physical attractiveness of Wheat Ridge as a whole?	8%	44%	39%	9%	100%	50

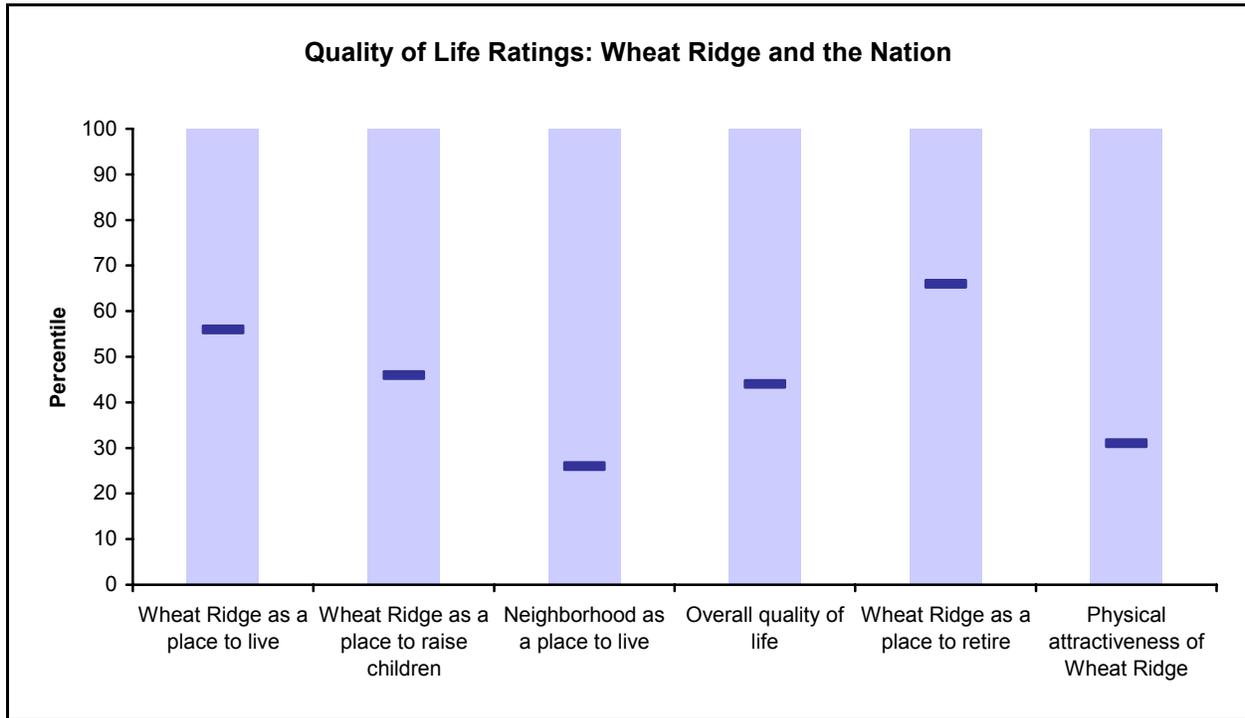
Frequencies of different community characteristics were converted to a 100-point scale where 0=poor and 100=excellent for comparison to previous survey years as well as other jurisdictions across the nation and in the Front Range (see tables and charts on the following pages).

The average rating for Wheat Ridge as a place to live was 68 points on the 100-point scale, or “good”. “Wheat Ridge as a place to raise children,” “overall quality of life” and “neighborhood as a place to live” received ratings of 63, 62 and 62, respectively, or just below “good.” A rating of 59 was given to “Wheat Ridge as a place to retire.” The lowest rating was given to “physical attractiveness of Wheat Ridge;” 50 points on the 100-point scale. Each rating was similar to those given in 2004.



When compared to ratings across the nation, two of the six community characteristics received ratings above the average: Wheat Ridge as a place to live and as a place to retire. Characteristics that were similar to the norm were “Wheat Ridge as a place to raise children” and “overall quality of life.” The remaining categories received ratings below the national norm.

“Wheat Ridge as a place to retire” received a rating higher than other communities in the Front Range. The remaining community characteristics received ratings below the average given in other Front Range jurisdictions. (See chart and tables on the following pages.)



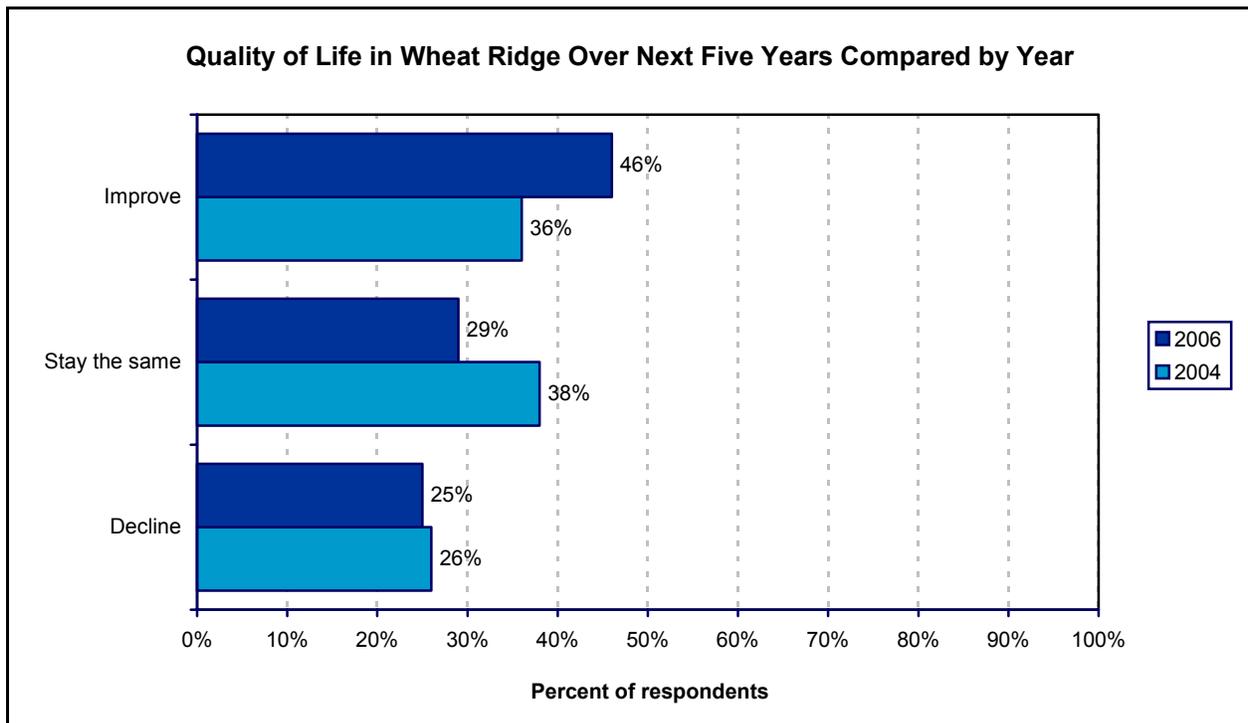
	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Wheat Ridge as a place to live	68	89	199	56%	Above the norm
Wheat Ridge as a place to raise children	63	76	139	46%	Similar to the norm
Neighborhood as a place to live	62	88	118	26%	Below the norm
Overall quality of life	62	101	178	44%	Similar to the norm
Wheat Ridge as a place to retire	59	42	120	66%	Above the norm
Physical attractiveness of Wheat Ridge	50	10	13	31%	Below the norm

Quality of Life Ratings: 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 Rating to Norm
Wheat Ridge as a place to live	68	10	14	36%	Below the norm
Wheat Ridge as a place to raise children	63	11	13	23%	Below the norm
Neighborhood as a place to live	62	8	8	13%	Below the norm
Overall quality of life	62	14	17	24%	Below the norm
Wheat Ridge as a place to retire	59	5	12	67%	Above the norm
Physical attractiveness of Wheat Ridge	50	5	5	20%	Below the norm

About 1 in 10 Wheat Ridge residents (11%) believed that the quality of life would improve “a lot” over the next five years. More than one-third (35%) of respondents said the quality of life would improve “slightly” in the next five years. Twenty-nine percent of those responding to the survey said they expected the quality of life to “stay the same” over the next five years and one-quarter of respondents believed it would at least decline “slightly.”

In 2006, a higher proportion of Wheat Ridge residents believed that the quality of life was likely to improve over the next five years when compared to 2004 (46% in 2006 vs. 36% in 2004). The percent of respondents who believed the quality of life in Wheat Ridge would decline was similar in 2006 as in 2004 (25% and 26%, respectively). A decrease from 2004 to 2006 was noted in the percent of residents that felt the quality of life in the City would stay the same over the next five years. This suggests that respondents who felt the quality of life would stay the same in 2004 gave a more positive response in 2006.

Quality of Life in Wheat Ridge Over Next Five Years	
Do you think the quality of life in Wheat Ridge is likely to improve, stay the same or decline over the next 5 years?	Percent of respondents
Improve a lot	11%
Improve slightly	35%
Stay the same	29%
Decline slightly	20%
Decline a lot	5%
Total	100%



EVALUATION OF CITY SERVICES

Residents were asked to rate the quality of 19 City-provided services. Respondents were also asked to rate the importance of each of those same services. The tables and charts on the following pages show responses given by Wheat Ridge residents. Comparisons by year and comparisons to the national and Front Range norms are available later in this section.

SATISFACTION WITH CITY SERVICES

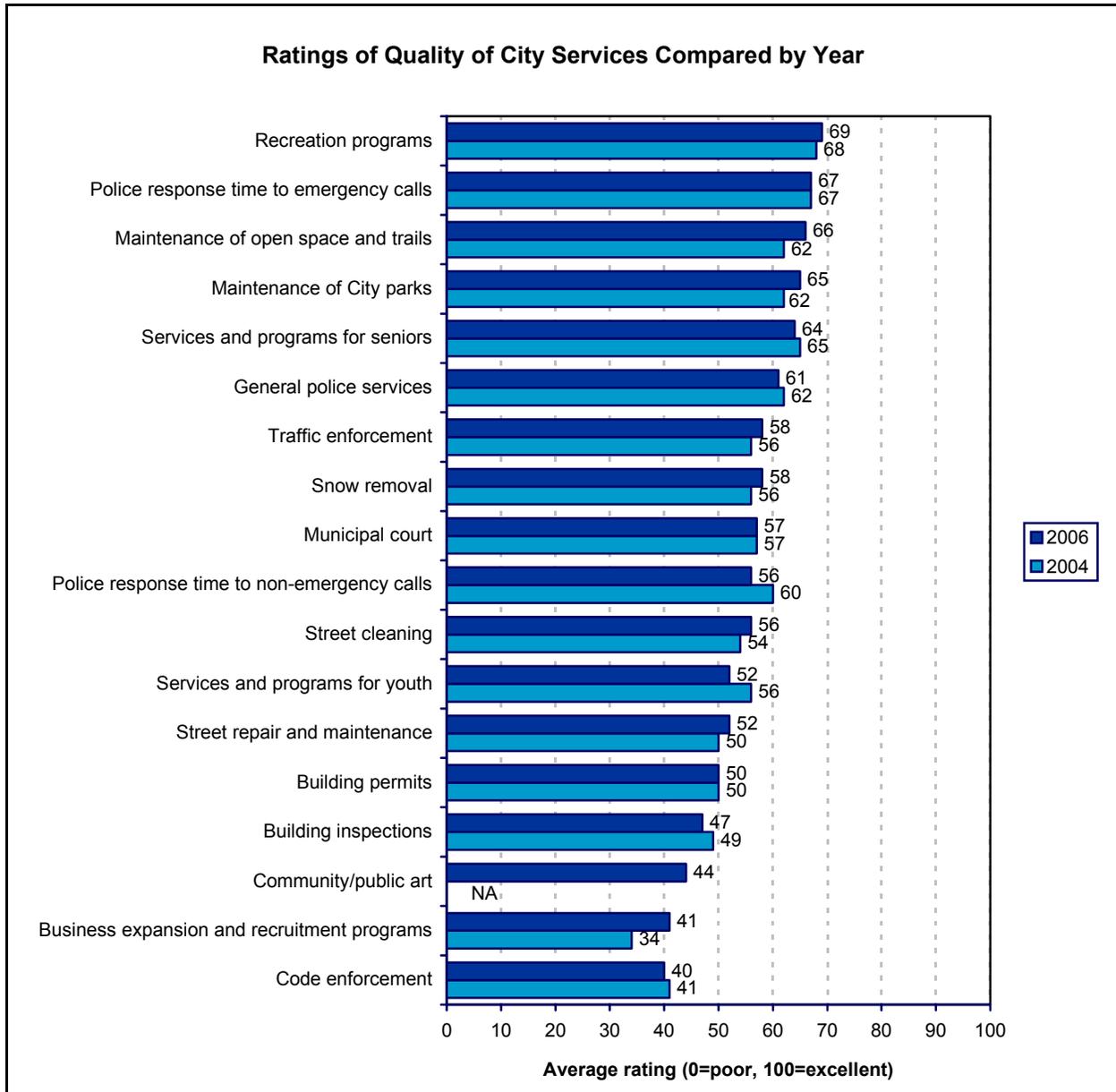
The most positively rated services provided by the City were recreation facilities (75), recreation programs (69) and police response time to emergency calls (67), above "good" (67) on the 100-point scale. All other City services received ratings above "fair" (33 points on the 100-point scale). The lowest average rating was given to code enforcement (40).

(Please note: A higher percentage of "don't know" responses tended to be given to those services that were less likely to be used by residents. In Wheat Ridge, these services received a "don't know" response from 33% to 62% of residents and are noted in the table below. See Appendix IV: Complete Set of Frequencies.)

Quality of Services						
For each service, please rate the quality of the service.	Percent of respondents					Average rating (0=poor, 100=excellent)
	Excellent	Good	Fair	Poor	Total	
Recreation facilities	40%	47%	12%	1%	100%	75
Recreation programs	29%	52%	16%	3%	100%	69
Police response time to emergency calls*	27%	51%	17%	5%	100%	67
Maintenance of open space and trails	21%	59%	19%	2%	100%	66
Maintenance of City parks	20%	59%	18%	3%	100%	65
Services and programs for seniors	21%	53%	23%	3%	100%	64
General police services	16%	56%	22%	6%	100%	61
Snow removal	13%	56%	22%	9%	100%	58
Traffic enforcement	12%	57%	23%	8%	100%	58
Municipal court*	11%	57%	24%	8%	100%	57
Street cleaning	10%	53%	31%	6%	100%	56
Police response time to non-emergency calls*	15%	49%	23%	13%	100%	56
Street repair and maintenance	7%	50%	33%	9%	100%	52
Services and programs for youth*	10%	43%	37%	9%	100%	52
Building permits*	7%	47%	35%	11%	100%	50
Building inspections*	6%	46%	31%	17%	100%	47
Community/public art*	6%	38%	41%	16%	100%	44
Business expansion and recruitment programs*	6%	34%	40%	21%	100%	41
Code enforcement	6%	36%	30%	28%	100%	40

*A high percentage of "don't know" responses were given to these services.

When compared by year, most services received similar ratings. Residents gave higher ratings to maintenance of open space and trails, maintenance of City parks and business expansion and recruitment programs in 2006 than in 2004. Police response time to non-emergency calls and services and programs for youth were all given lower ratings in 2006.



IMPORTANCE OF CITY SERVICES

Residents were also asked if the importance of each service was “essential,” “very” important, “somewhat” important or “not at all” important. The majority of services were reported as “very” important or “essential” by about three-quarters of respondents. Fewer residents reported that street cleaning (53%) and community/public art (38%) were at least “very” important.

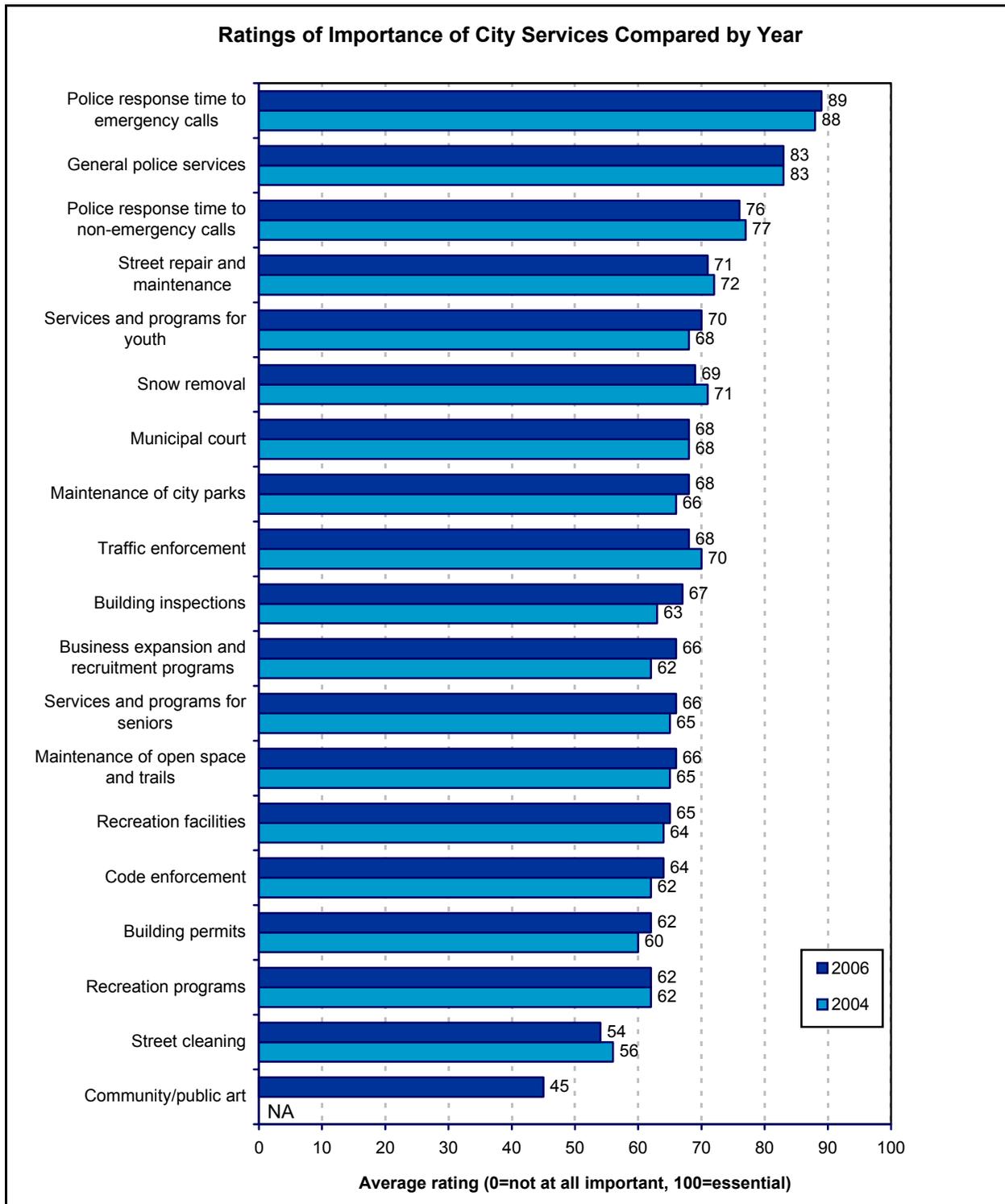
These results were converted to the 100-point scale for ease of comparison, where 0 = not at all important and 100 = essential. Police response time to emergency calls, general police services, police response time to non-emergency calls, street repair and maintenance, services and programs for youth, snow removal, traffic enforcement, maintenance of City parks, municipal court and building inspections all received ratings of 67 points and above, or at least “very” important on the 100-point scale.

Most of the remaining services received ratings just below “very” important (67 on the 100-point scale). Services that received the lowest ratings were street cleaning (54) and community/public art (45), but both were still rated above “somewhat” important.

(Please note: Between 26% and 29% of respondents said “don’t know” for building permits, building inspections and business expansion and recruitment programs.)

Importance of Services						
For each service, please rate the importance of the service.	Percent of respondents					Average rating (0=not at all important, 100=essential)
	Essential	Very important	Somewhat important	Not at all important	Total	
Police response time to emergency calls	71%	26%	2%	0%	100%	89
General police services	57%	37%	4%	1%	100%	83
Police response time to non-emergency calls	39%	50%	10%	1%	100%	76
Street repair and maintenance	28%	59%	12%	1%	100%	71
Services and programs for youth	29%	54%	15%	2%	100%	70
Snow removal	30%	47%	21%	1%	100%	69
Traffic enforcement	28%	50%	21%	1%	100%	68
Maintenance of City parks	21%	61%	17%	0%	100%	68
Municipal court	28%	51%	20%	2%	100%	68
Building inspections	25%	52%	22%	1%	100%	67
Maintenance of open space and trails	21%	56%	22%	1%	100%	66
Services and programs for seniors	22%	56%	20%	2%	100%	66
Business expansion and recruitment programs	27%	48%	22%	3%	100%	66
Recreation facilities	22%	53%	24%	1%	100%	65
Code enforcement	23%	49%	26%	3%	100%	64
Recreation programs	18%	53%	27%	2%	100%	62
Building permits	21%	47%	30%	2%	100%	62
Street cleaning	12%	41%	45%	2%	100%	54
Community/public art	8%	30%	50%	12%	100%	45

For all questions asked in both years, most ratings in 2006 were similar to those given in 2004. Building inspections and business expansion and recruitment programs received higher ratings in 2006.

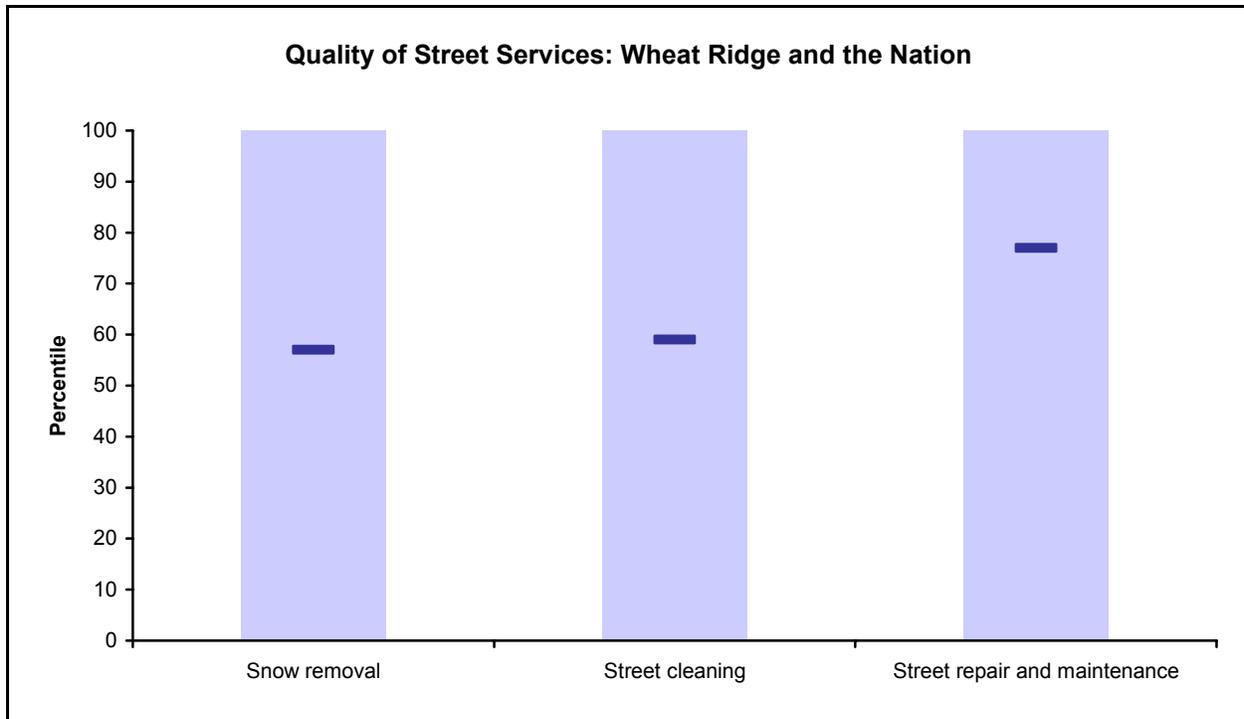


COMPARISON TO NATIONAL NORMS

Ten of 15 services for which ratings were available were given ratings above the national norm: snow removal, street cleaning, street repair and maintenance, traffic enforcement, municipal court, recreation facilities and programs, maintenance of open space and trails and services and programs for seniors and youth. A rating similar to the average for other jurisdictions across the nation was given to maintenance of City parks. Wheat Ridge received ratings below national norms for building inspections, code enforcement, community/public art and general police services. (See the charts and tables on the following five pages.)

COMPARISON TO FRONT RANGE NORMS

Thirteen services were available for comparison to other communities in the Front Range. Other services receiving ratings above the average given in other jurisdictions in the Front Range include: snow removal, street repair and maintenance, traffic enforcement, recreation facilities and programs and services and programs for seniors. Street cleaning, municipal court, maintenance of City parks, services and programs for youth and general police services were rated similar to the Front Range average by Wheat Ridge residents. Two services were rated below the Front Range norms: building inspections and code enforcement. Wheat Ridge was ranked number one out of 11 other Front Range communities for recreation facilities.

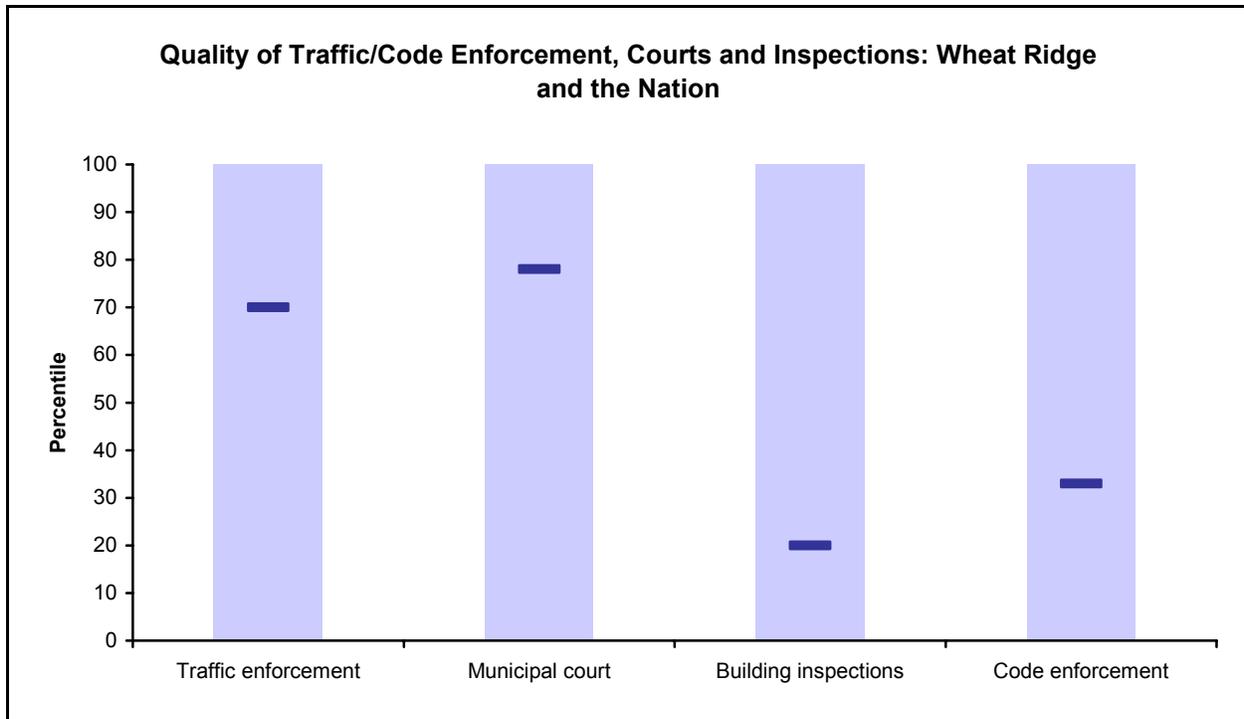


Quality of Street Services: Wheat Ridge and the Nation

	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Snow removal	58	58	133	57%	Above the norm
Street cleaning	56	62	149	59%	Above the norm
Street repair and maintenance	52	49	213	77%	Above the norm

Quality of Street 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 Rating to Norm
Snow removal	58	8	20	65%	Above the norm
Street cleaning	56	8	14	50%	Similar to the norm
Street repair and maintenance	52	3	18	89%	Above the norm

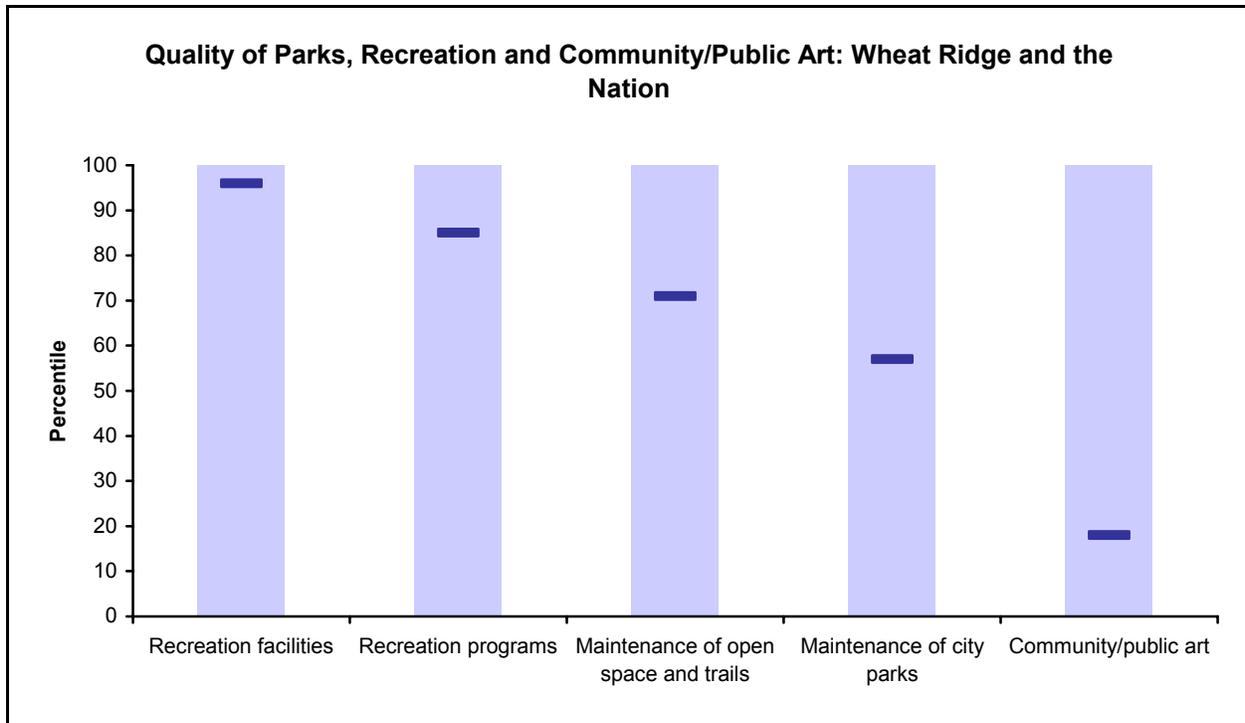


Quality of Traffic/Code Enforcement, Courts and Inspections: Wheat Ridge and the Nation

	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Traffic enforcement	58	46	148	70%	Above the norm
Municipal court	57	13	54	78%	Above the norm
Building inspections	47	21	25	20%	Below the norm
Code enforcement	40	109	162	33%	Below the norm

Quality of Traffic/Code Enforcement, Courts and Inspections: 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 Rating to Norm
Traffic enforcement	58	3	14	86%	Above the norm
Municipal court	57	3	7	71%	Similar to the norm
Building inspections	47	7	7	14%	Below the norm
Code enforcement	40	13	15	20%	Below the norm

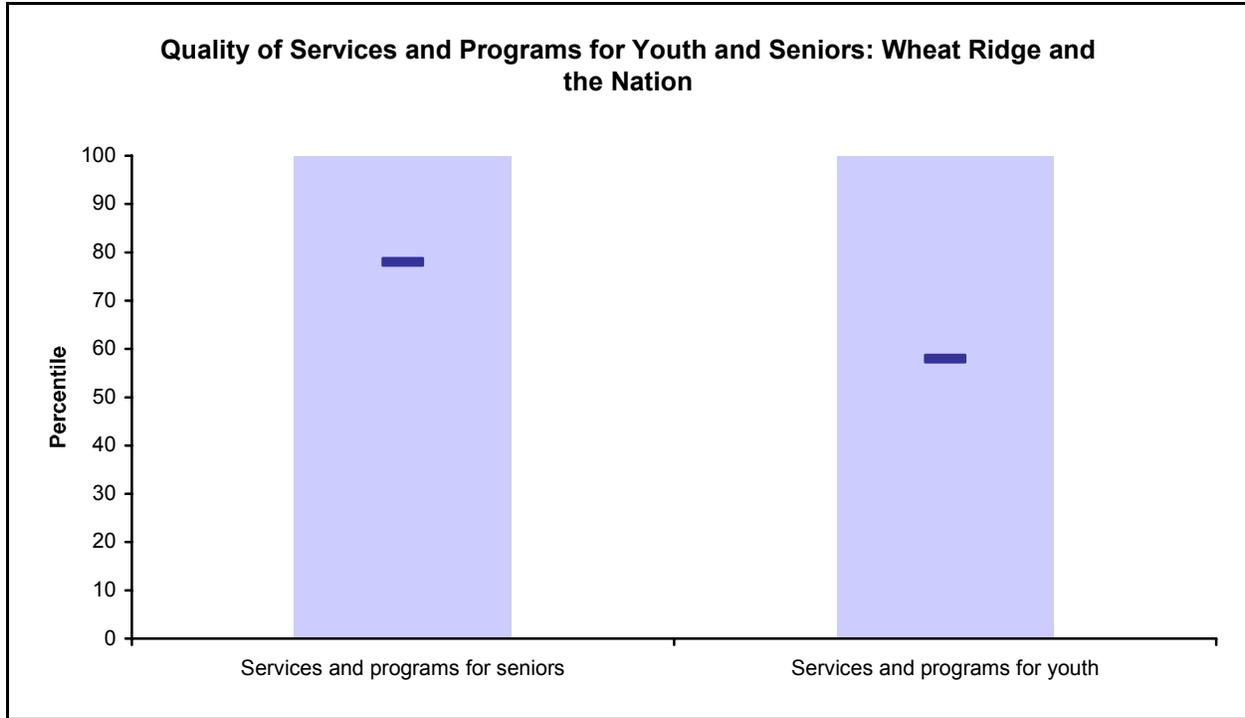


Quality of Parks, Recreation and Community/Public Art: Wheat Ridge and the Nation

	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Recreation facilities	75	6	118	96%	Above the norm
Recreation programs	69	27	168	85%	Above the norm
Maintenance of open space and trails	66	3	7	71%	Above the norm
Maintenance of City parks	65	69	157	57%	Similar to the norm
Community/public art	44	19	22	18%	Below the norm

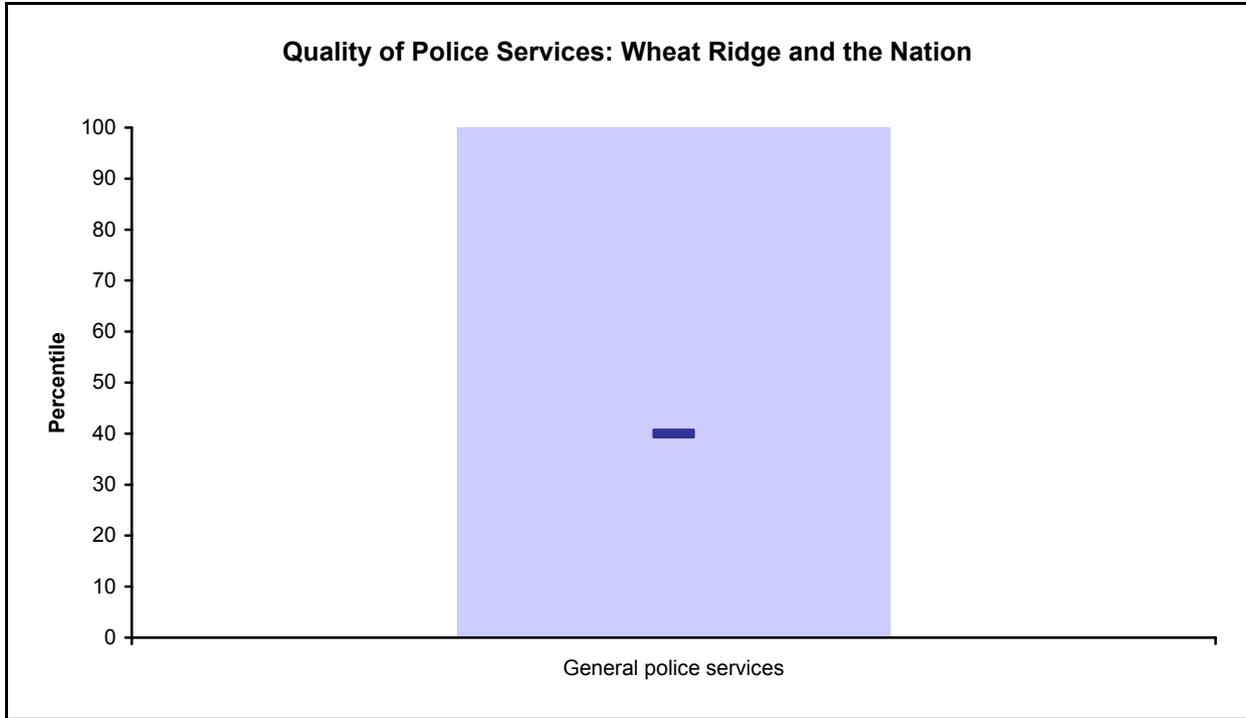
Quality of Parks, Recreation and Community/Public Art: Wheat Ridge and the Front Range

	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Recreation facilities	75	1	11	100%	Above the norm
Recreation programs	69	3	13	85%	Above the norm
Maintenance of City parks	65	7	13	54%	Similar to the norm



Quality of Services and Programs for Youth and Seniors: 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 Rating to Norm
Services and programs for seniors	64	29	125	78%	Above the norm
Services and programs for youth	52	47	109	58%	Above the norm

Quality of Services and Programs for Youth and Seniors: 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 Rating to Norm
Services and programs for seniors	64	3	12	83%	Above the norm
Services and programs for youth	52	4	9	67%	Similar to 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 Rating to Norm
General police services	61	167	277	40%	Below 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 Rating to Norm
General police services	61	8	14	50%	Similar to the norm

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.

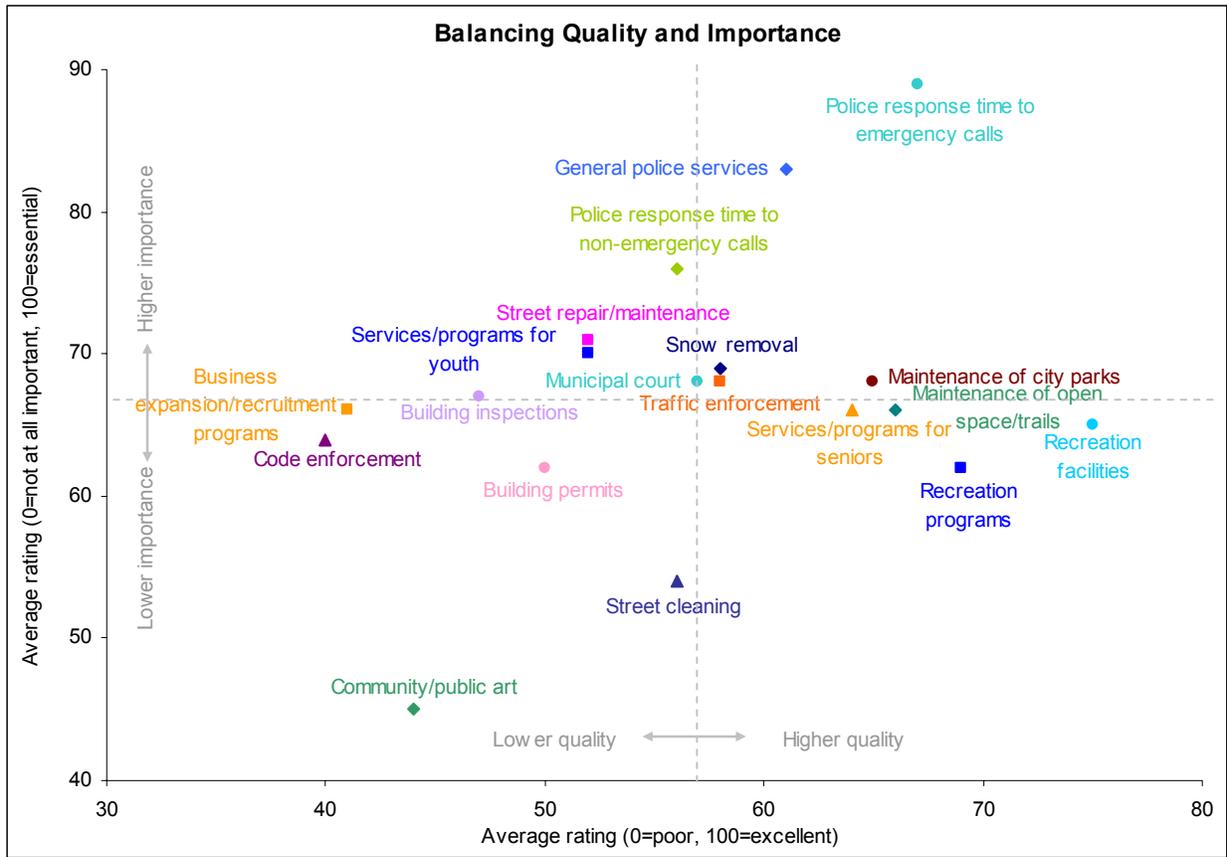
Ratings of importance were compared to ratings of satisfaction (see the chart on the next page). Services were classified as “more important” if they were rated 67 points or higher on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 67. Services receiving a quality 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, municipal court, snow removal, traffic enforcement and maintenance of City parks.

Services rated higher in importance and lower in quality were: police response time to non-emergency calls, street repair and maintenance, services and programs for youth and building inspections. (Of those services that were rated of higher importance and lower quality by residents in Wheat Ridge, building inspections was rated below the average in comparison to other communities across the nation and the Front Range).

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

Services that rated lower in importance and lower in quality were: code enforcement, business expansion and recruitment programs, building permits, community/public art and street cleaning.



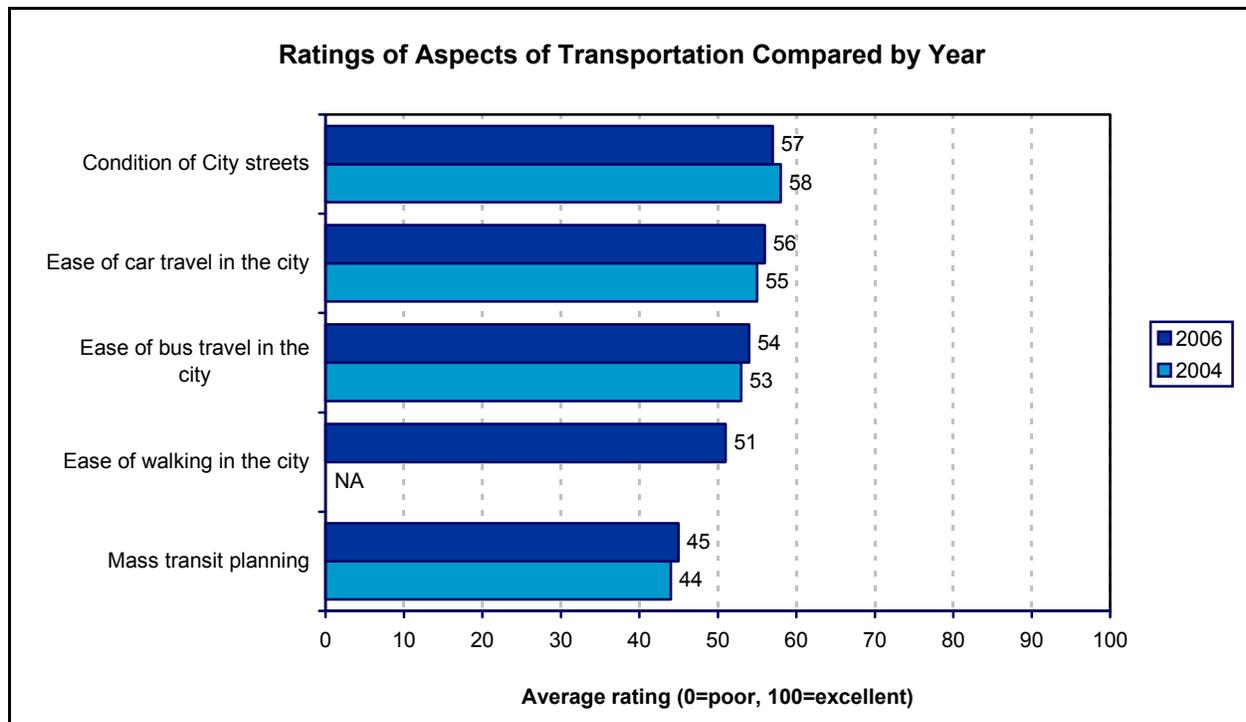
COMMUNITY ISSUES

TRANSPORTATION

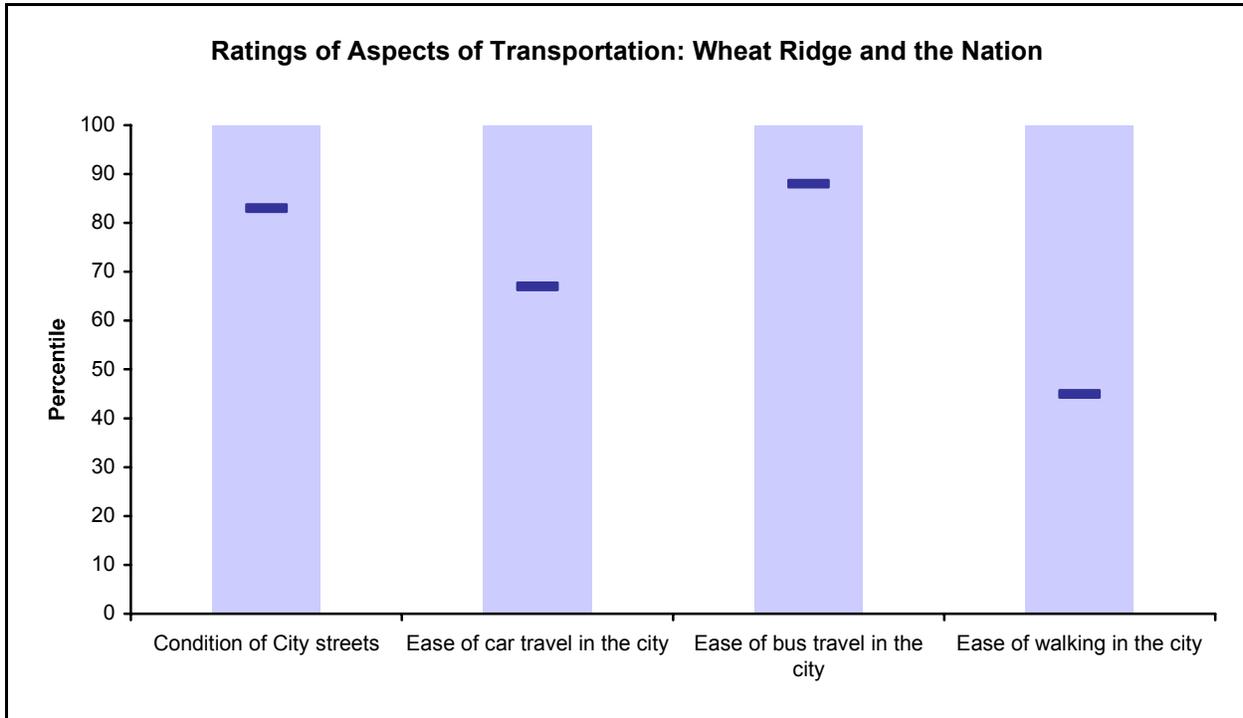
When asked to rate issues of transportation with the City of Wheat Ridge, residents reported most positively the conditions of City streets (68% said “good” or “excellent”). About 6 in 10 respondents said ease of car travel, bus travel and walking in the city were “good” or “excellent.” Mass transit planning was reported as “poor” or “fair” by just over half of respondents (52%). After conversion to the 100-point scale, Wheat Ridge residents reported similar ratings in 2006 as in 2004.

(Please note: A large portion of respondents reported “don’t know” for ease of bus travel in the city (39%) and mass transit planning (37%). For results including “don’t know” responses, please see Appendix IV: Complete Set of Frequencies.)

Aspects of Transportation						
Please rate the following aspects of transportation within the City of Wheat Ridge:	Percent of respondents					Average rating (0=poor, 100=excellent)
	Excellent	Good	Fair	Poor	Total	
Condition of City streets	7%	61%	28%	4%	100%	57
Ease of car travel in the city	10%	55%	28%	7%	100%	56
Ease of bus travel in the city	10%	52%	31%	8%	100%	54
Ease of walking in the city	11%	47%	28%	14%	100%	51
Mass transit planning	6%	41%	35%	17%	100%	45



Ratings from other communities across the nation were compared to ratings given by residents of Wheat Ridge. Residents rated conditions of City streets and ease of car and bus travel in the city as above the normative ratings. Ease of walking in the city was given a rating similar to the national average. Ratings were similar in comparison to other Front Range communities.



Ratings of Aspects of Transportation: 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 Rating to Norm
Condition of City streets	57	14	75	83%	Above the norm
Ease of car travel in the city	56	34	99	67%	Above the norm
Ease of bus travel in the city	54	7	52	88%	Above the norm
Ease of walking in the city	51	48	85	45%	Similar to the norm

Ratings of Aspects of Transportation: 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 Rating to Norm
Condition of City streets	57	2	5	80%	Above the norm
Ease of car travel in the city	56	2	8	88%	Above the norm
Ease of bus travel in the city	54	3	7	71%	Above the norm
Ease of walking in the city	51	5	5	20%	Below the norm

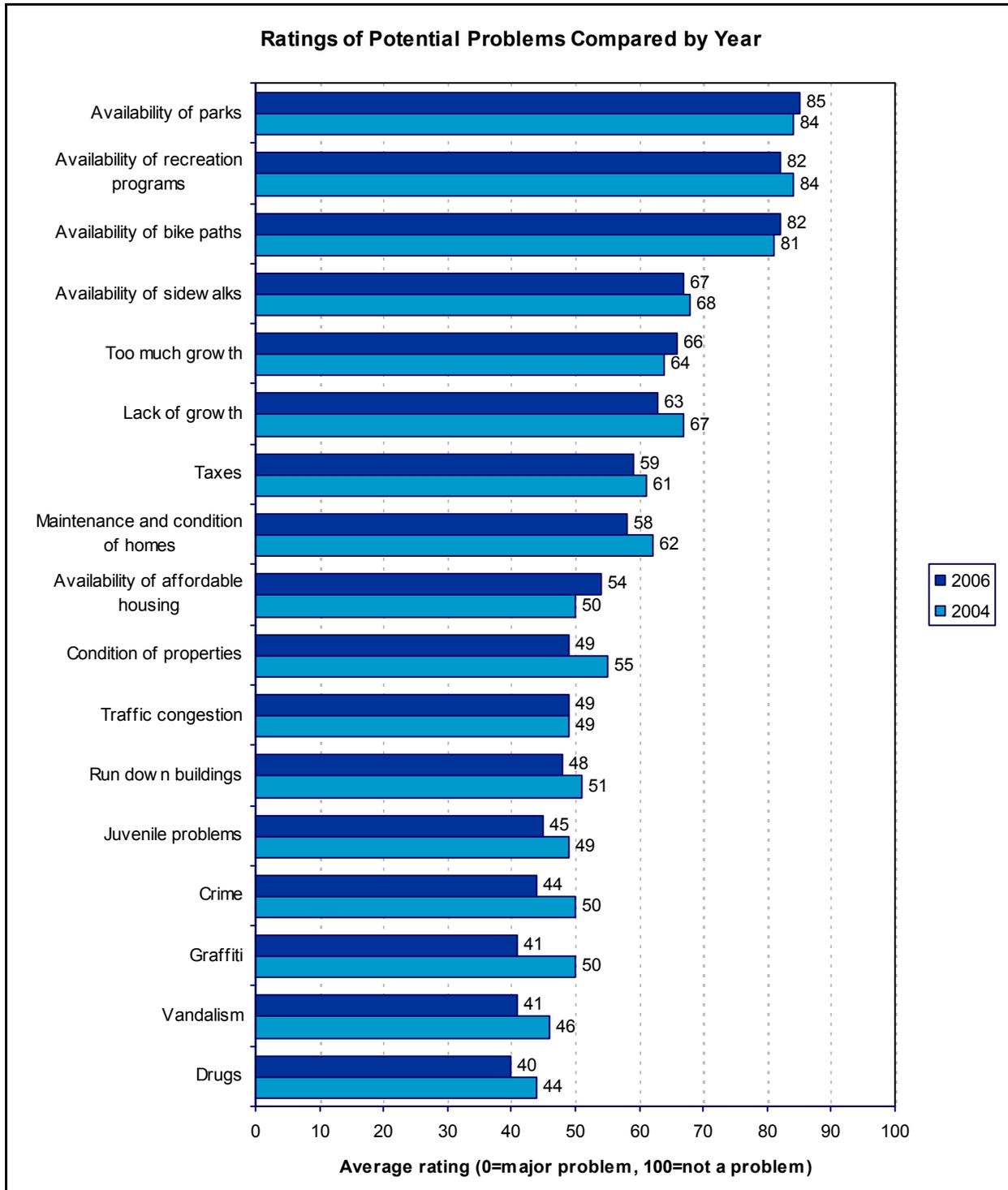
POTENTIAL PROBLEMS

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. About three-quarters of respondents felt that availability of parks, bike paths and recreation programs were “not” a problem (67%, 65% and 65%, respectively). Characteristics considered to be a “moderate” or “major” problem by 50% or more of residents were: run down buildings (51%), traffic congestion (53%), juvenile problems (57%), crime (62%), vandalism (62%), graffiti (62%) and drugs (65%).

(Please note: Drugs and juvenile problems received a large number of “don’t know” responses: 41% and 34% of respondents, respectively.)

Potential Problems in Wheat Ridge						
To what degree, if at all, are the following problems in Wheat Ridge:	Percent of respondents					Average rating (0=major problem, 100=not a problem)
	Not a problem	Minor problem	Moderate problem	Major problem	Total	
Availability of parks	67%	22%	9%	2%	100%	85
Availability of bike paths	65%	21%	10%	4%	100%	82
Availability of recreation programs	65%	20%	11%	3%	100%	82
Availability of sidewalks	41%	29%	20%	10%	100%	67
Too much growth	40%	28%	21%	11%	100%	66
Lack of growth	39%	23%	24%	13%	100%	63
Taxes	31%	29%	26%	13%	100%	59
Maintenance and condition of homes	20%	44%	27%	9%	100%	58
Availability of affordable housing	25%	28%	29%	17%	100%	54
Traffic congestion	15%	32%	37%	16%	100%	49
Condition of properties	13%	40%	29%	18%	100%	49
Run down buildings	13%	37%	34%	17%	100%	48
Juvenile problems	9%	34%	40%	17%	100%	45
Crime	6%	32%	49%	13%	100%	44
Vandalism	6%	33%	41%	21%	100%	41
Graffiti	10%	29%	37%	25%	100%	41
Drugs	9%	26%	39%	26%	100%	40

When ratings of potential problems were compared by year, lack of growth, maintenance and condition of homes, condition of properties, run down buildings, juvenile problems, crime, graffiti, vandalism and drugs were rated as more of a problem in 2006 than in 2004. The category perceived to be less of a problem in 2006 than in 2004 was availability of affordable housing. The remaining items were rated similarly in both years.



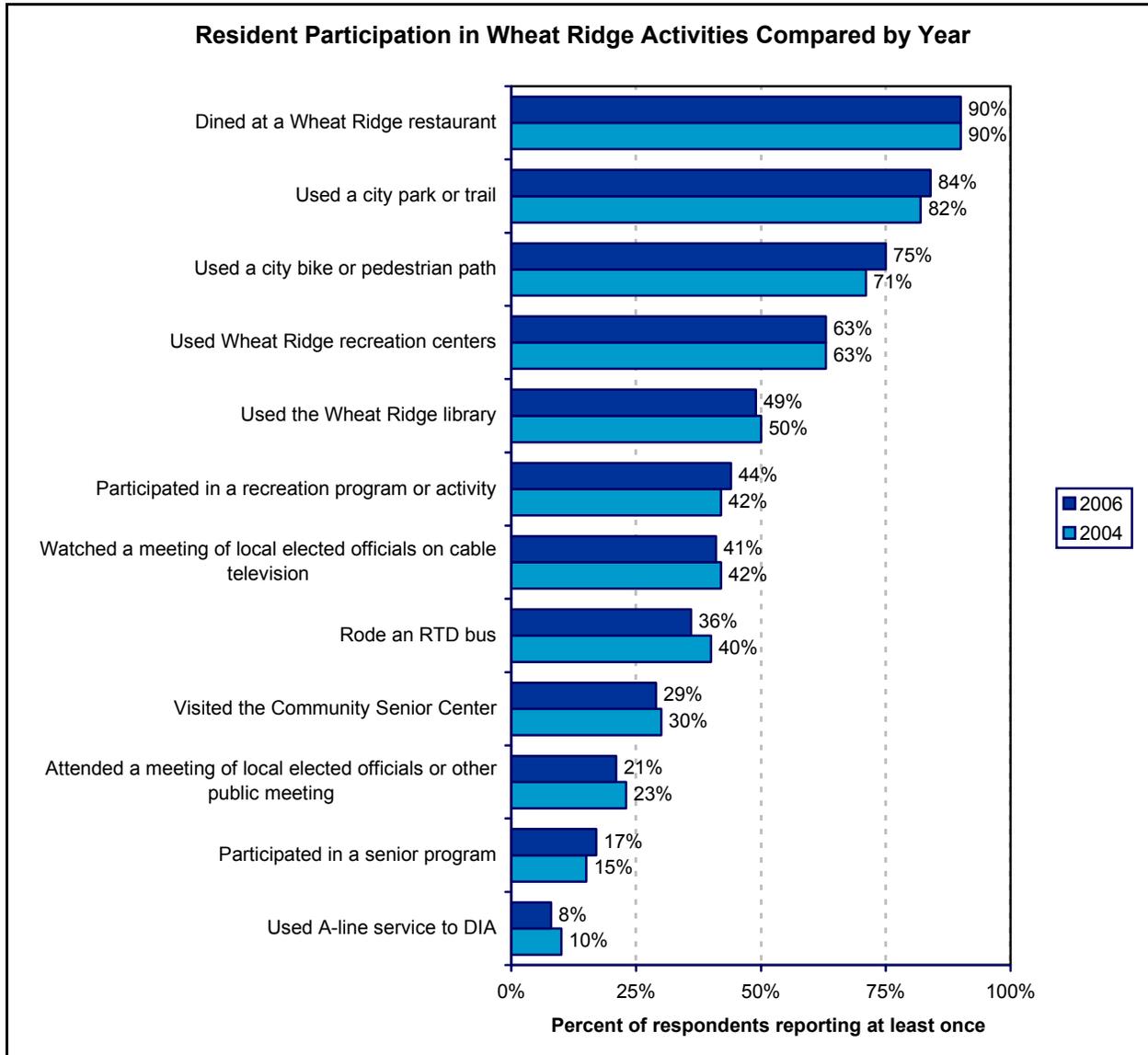
COMMUNITY PARTICIPATION

Respondents were given a list of 12 activities in Wheat Ridge and asked how many times, if any, they had participated in the past 12 months. More than three-quarters of respondents had dined at a Wheat Ridge restaurant (90%), used a City park or trail (84%) and used a City bike or pedestrian path (75%) at least once. Sixty-three percent of residents said they had used the recreation center at least "once." More than 4 in 10 used the library (49%), participated in a recreation program or activity (44%) and watched a meeting of local elected officials on cable television (41%) at least once. One-third of residents (36%) rode an RTD bus at least once in the previous 12 months and less than 3 in 10 residents reported visiting the community senior center (29%), attending a meeting of local elected officials or other public meeting (21%), participating in a senior program (17%) and using the A-line service to DIA (8%).

Resident Participation in Wheat Ridge Activities

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never	1 to 2 Times	3 to 12 Times	13 to 26 Times	More Than 26 Times	Total
Dined at a Wheat Ridge restaurant	10%	13%	38%	23%	15%	100%
Used a City park or trail	16%	15%	25%	21%	24%	100%
Used a City bike or pedestrian path	25%	13%	23%	17%	22%	100%
Used Wheat Ridge recreation centers	37%	17%	21%	11%	15%	100%
Used the Wheat Ridge library	51%	20%	15%	7%	6%	100%
Participated in a recreation program or activity	56%	19%	13%	6%	6%	100%
Watched a meeting of local elected officials on cable television	59%	18%	16%	4%	3%	100%
Rode an RTD bus	64%	12%	11%	3%	10%	100%
Visited the Community Senior Center	71%	17%	7%	3%	2%	100%
Attended a meeting of local elected officials or other public meeting	79%	14%	5%	2%	0%	100%
Participated in a senior program	83%	8%	5%	2%	2%	100%
Used A-line service to DIA	92%	5%	3%	0%	0%	100%

By year comparisons showed similar results between 2004 and 2006. A higher proportion of residents in 2006 had used a City bike or pedestrian path than in 2004. Fewer respondents reported riding an RTD bus in 2006.

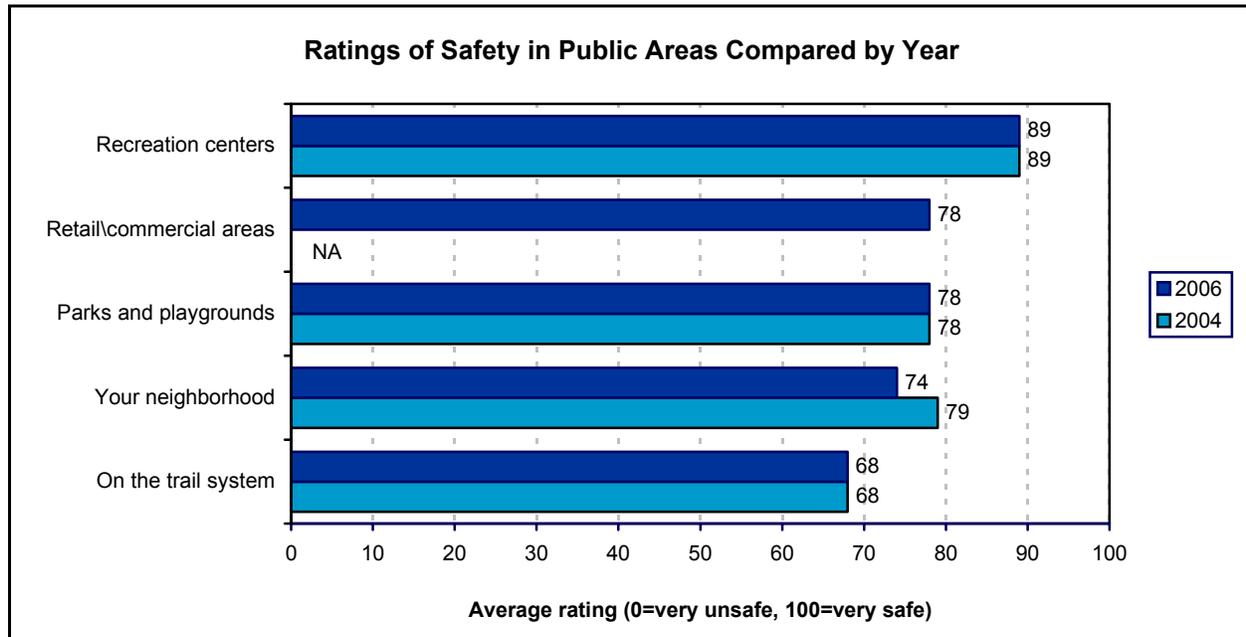


COMMUNITY SAFETY

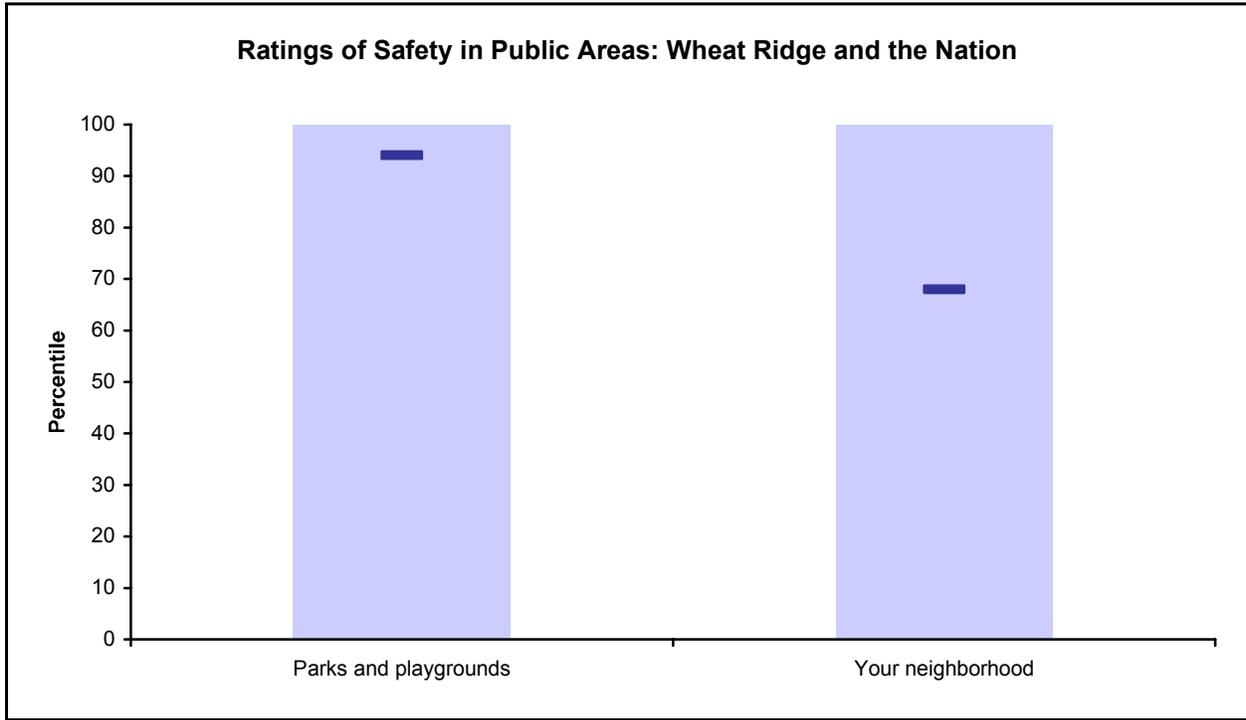
Wheat Ridge residents were asked to rate how safe they feel in various public areas in Wheat Ridge. Most respondents said they felt at least “somewhat” safe in each area listed. Two-thirds of respondents (66%) reported that they felt “very safe” in recreation centers. More than 8 in 10 of respondents said that they felt “somewhat” or “very” safe in retail/commercial areas and in parks and playgrounds (83% and 86%, respectively). Three-quarters of respondents (77%) said they felt at least “somewhat” safe in their neighborhood and 67% said they felt “somewhat” or “very” safe on the trail system.

Safety in Public Areas							
Please rate how safe you feel in the following areas in Wheat Ridge:	Percent of respondents						Average rating (0=very unsafe, 100=very safe)
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	
Recreation centers	66%	26%	6%	1%	1%	100%	89
Retail/commercial areas	37%	46%	10%	6%	1%	100%	78
Parks and playgrounds	35%	51%	7%	6%	1%	100%	78
Your neighborhood	34%	43%	9%	9%	4%	100%	74
On the trail system	23%	44%	15%	14%	3%	100%	68

Comparisons to previous survey years were available for all areas except retail/commercial areas. Each area received the same rating on the 100-point scale in 2006 as in 2004 except safety in “your neighborhood” which received a lower rating in 2006 (74 vs. 79, respectively).



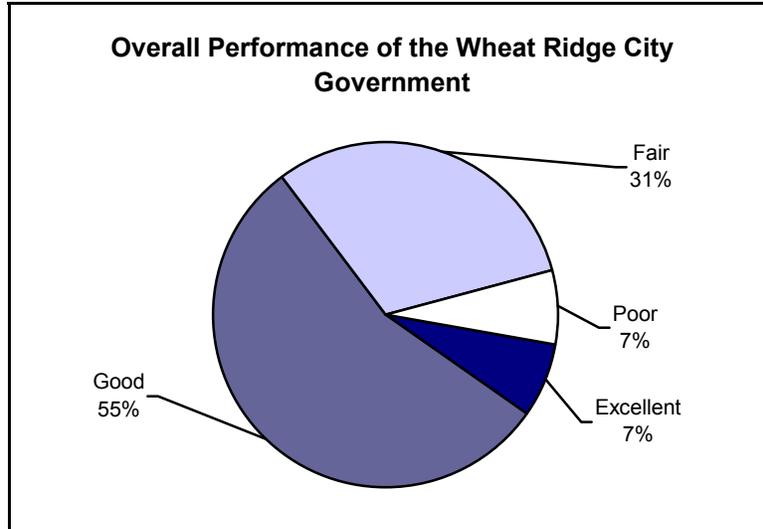
Ratings given for safety in “parks and playgrounds” and “your neighborhood” were higher than ratings in jurisdictions across the nation. No Front Range comparisons were available.



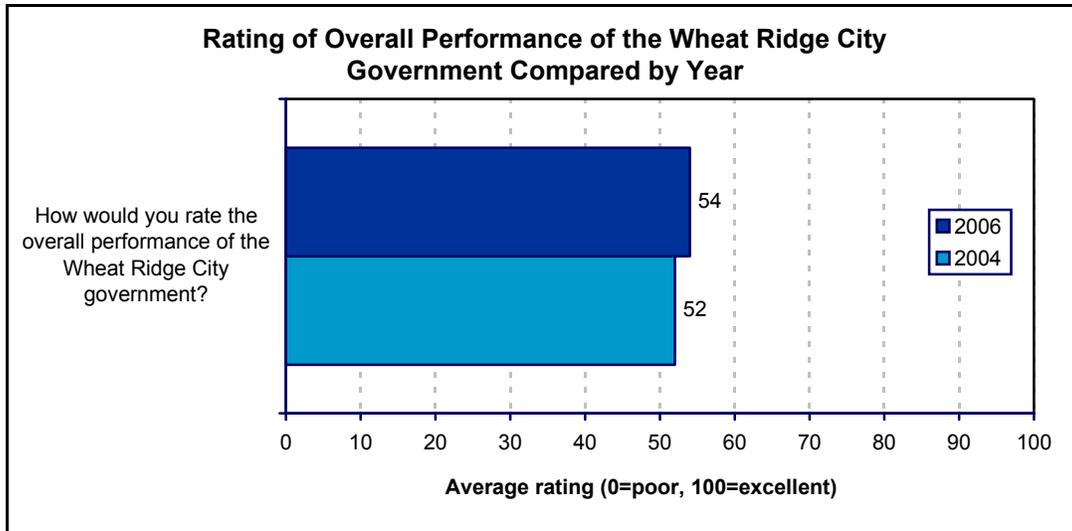
	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Parks and playgrounds	78	2	17	94%	Above the norm
Your neighborhood	74	16	47	68%	Above the norm

PUBLIC TRUST

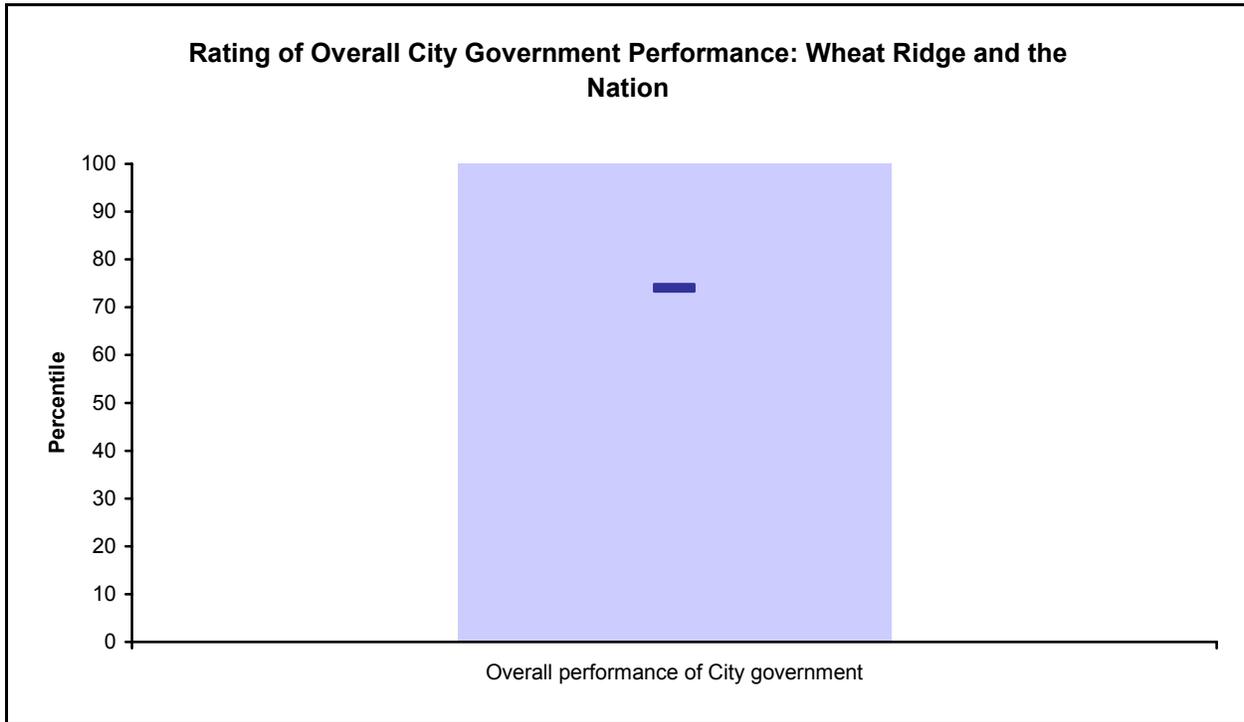
Respondents to the survey were asked to rate the overall performance of the Wheat Ridge City government. About 1 in 10 residents (7%) felt the overall performance of the City government was "excellent." More than half of respondents (55%) said it was "good" and one-third of respondents said the overall performance was "fair" and 7% said it was "poor."



When these responses were converted to the 100-point scale to allow for comparison to the previous survey year, similar ratings were reported by Wheat Ridge residents.



Ratings above the average were given by Wheat Ridge residents in comparison to residents from other jurisdictions across the country for overall performance of City government. When compared to other jurisdictions throughout the Front Range, Wheat Ridge City government was rated similarly.



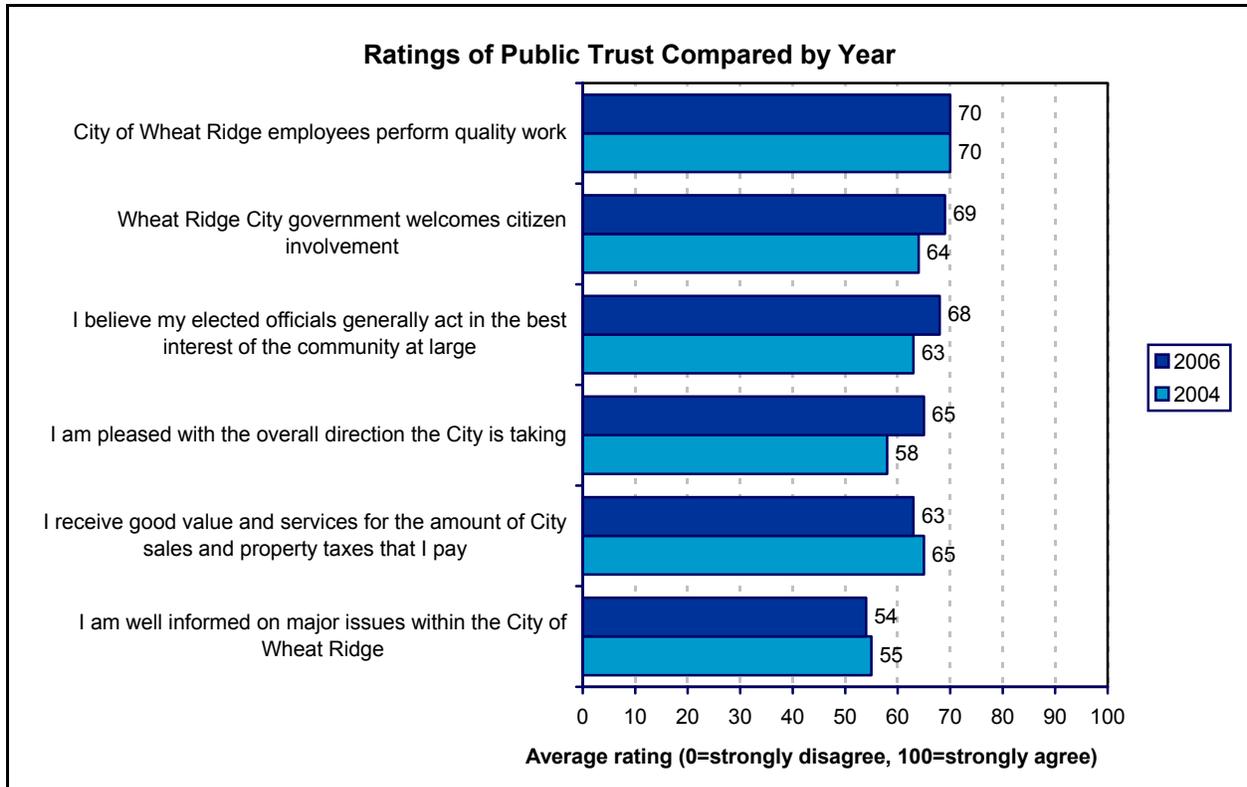
Rating of Overall City Government Performance: Wheat Ridge and the Nation					
	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Overall performance of City government	54	17	61	74%	Above the norm

Rating of Overall City Government Performance: 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 Rating to Norm
Overall performance of City government	54	5	7	43%	Similar to the norm

Wheat Ridge residents were asked to what extent they agreed or disagreed with six statements about the City of Wheat Ridge government. About two-thirds of respondents said they “somewhat” or “strongly” agreed with the following statements: “City of Wheat Ridge employees perform quality work” (70%), “Wheat Ridge City government welcomes citizen involvement” (64%) and “I believe my elected officials generally act in the best interest of the community at large” (69%). About 6 in 10 residents at least “somewhat” agreed that they were pleased with the overall direction the City was taking (60%) and that they received good value and services for the amount of City taxes they pay (59%). Forty-six percent of respondents at least “somewhat” agreed that they were well informed on major issues within the city.

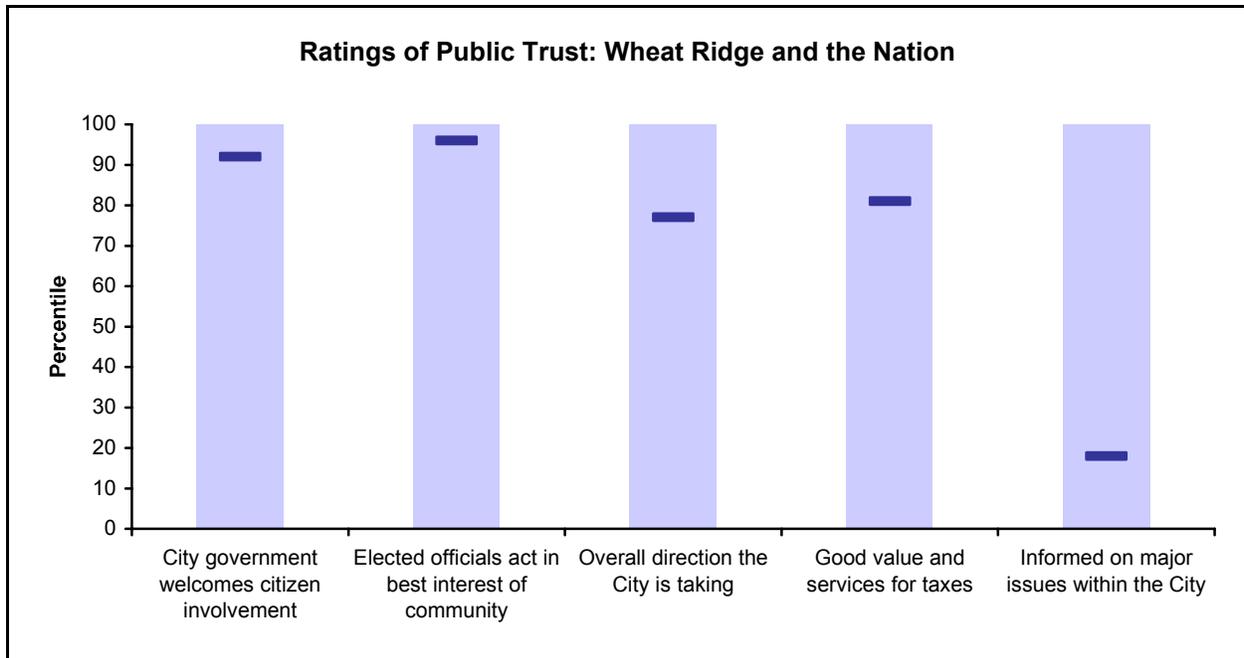
Public Trust							
Please rate the following statements by circling the number which best represents your opinion.	Percent of respondents						Average rating (0=strongly disagree, 100=strongly agree)
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	
City of Wheat Ridge employees perform quality work	18%	52%	22%	6%	1%	100%	70
Wheat Ridge City government welcomes citizen involvement	24%	40%	27%	6%	3%	100%	69
I believe my elected officials generally act in the best interest of the community at large	18%	51%	18%	9%	3%	100%	68
I am pleased with the overall direction the City is taking	18%	42%	25%	11%	4%	100%	65
I receive good value and services for the amount of City sales and property taxes that I pay	16%	43%	25%	11%	6%	100%	63
I am well informed on major issues within the City of Wheat Ridge	11%	35%	26%	16%	12%	100%	54

Similar ratings were given in 2006 to most statements regarding the Wheat Ridge City government when compared to 2004. Higher ratings were reported in 2006 for “Wheat Ridge City government welcomes citizen involvement,” “I believe my elected officials generally act in the best interest of the community at large” and “I am pleased with the overall direction the City is taking.”



Comparisons to the national database were available for five of the six public trust statements above. All were rated above the norm given in other jurisdictions across the nation except for residents feeling informed on major issues within the city, which was given a rating below the national average. Wheat Ridge was ranked second out of 27 other jurisdictions across the nation for the elected officials acting in the best interest of the community.

Front Range norms were available for three of the six statements. Those rated above the norm were “City government welcomes citizen involvement” and “overall direction the City is taking.” “Good value and services for taxes” received a rating similar to the average provided by other communities in the Front Range.



Ratings of Public Trust: Wheat Ridge and the Nation

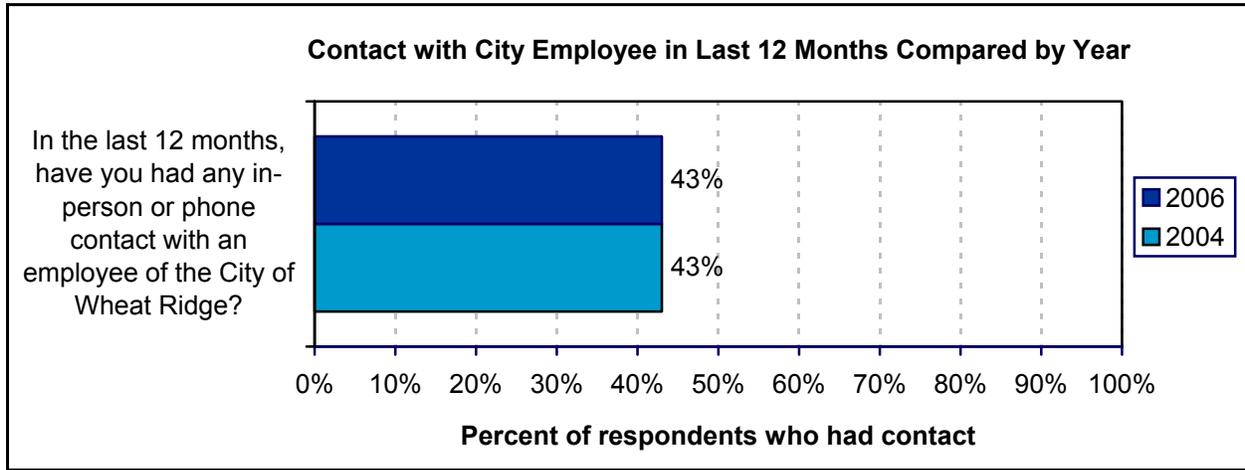
	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
City government welcomes citizen involvement	69	10	112	92%	Above the norm
Elected officials act in best interest of community	68	2	27	96%	Above the norm
Overall direction the City is taking	65	30	124	77%	Above the norm
Good value and services for taxes	63	25	128	81%	Above the norm
Informed on major issues within the city	54	10	11	18%	Below 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 Rating to Norm
City government welcomes citizen involvement	69	2	10	90%	Above the norm
Overall direction the City is taking	65	3	12	83%	Above the norm
Good value and services for taxes	63	3	9	78%	Similar to the norm

CONTACT WITH CITY EMPLOYEES

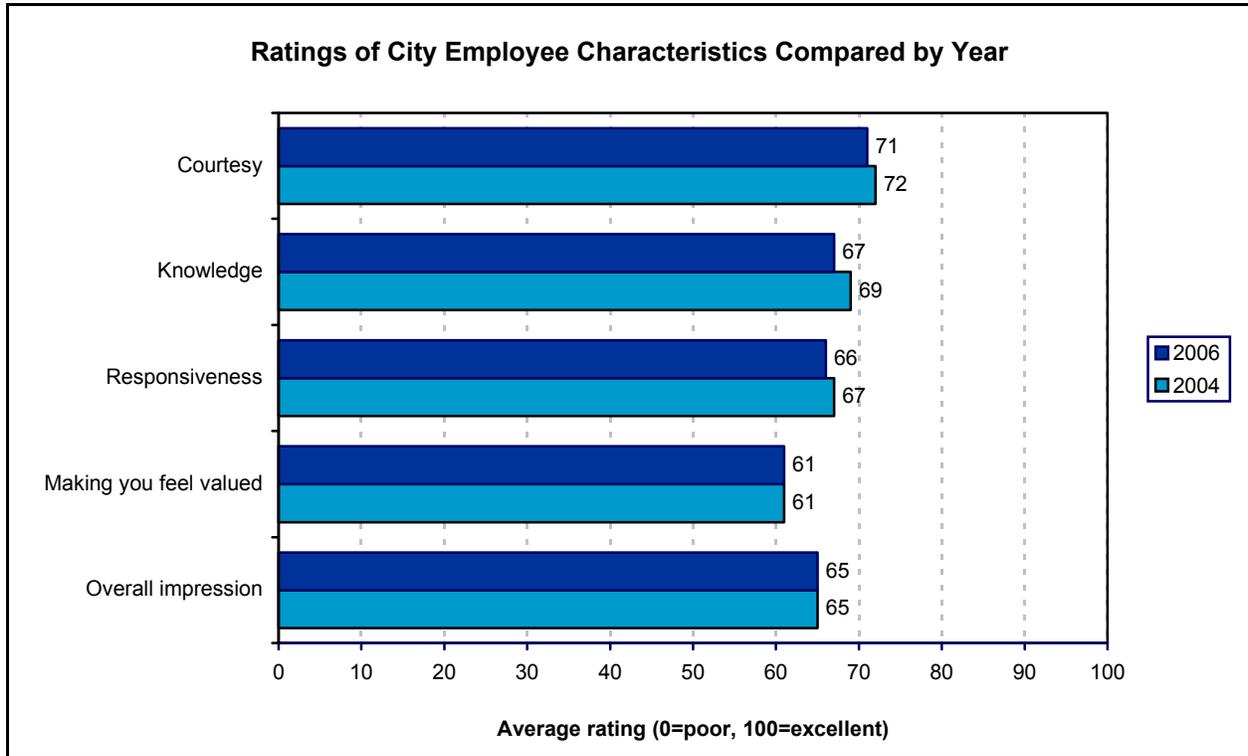
The same percentage of Wheat Ridge residents reported that they had contact with a City employee in the previous year in both 2004 and 2006 (43%).



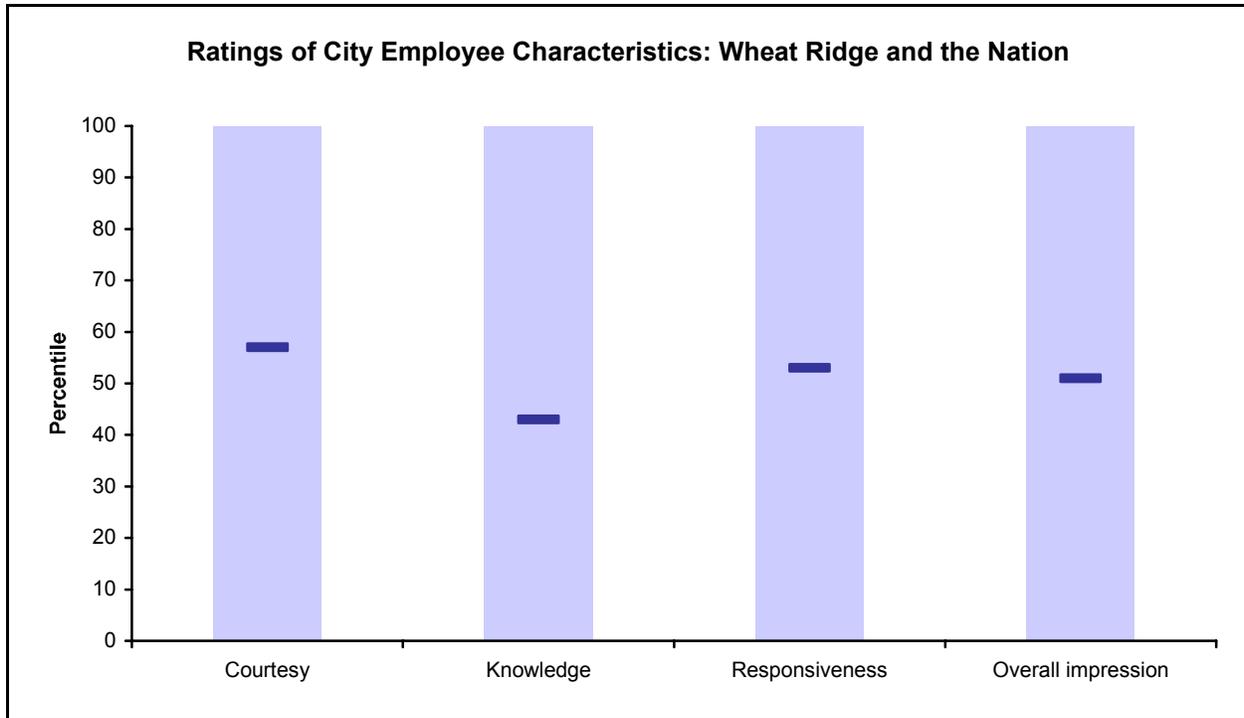
Of those respondents who said they had contact with a Wheat Ridge City employee in the past 12 months, more than three-quarters reported the employees' courteousness (82%), knowledge (77%) and responsiveness (76%) to be at least "good." About 7 out of 10 residents said that their contact with a City employee made them feel valued (69%). Seventy-six percent of respondents rated their overall impression of the employee with which they had contact as "good" or "excellent."

City Employee Characteristics						
What was your impression of the employee of the City of Wheat Ridge in your most recent contact?	Percent of respondents					Average rating (0=poor, 100=excellent)
	Excellent	Good	Fair	Poor	Total	
Courtesy	39%	43%	11%	7%	100%	71
Knowledge	30%	47%	16%	6%	100%	67
Responsiveness	34%	42%	13%	11%	100%	66
Making you feel valued	30%	39%	15%	16%	100%	61
Overall impression	32%	44%	13%	12%	100%	65

Results were converted to the 100-point scale for comparison to previous survey years and to other jurisdictions in the nation and Front Range where 0=poor and 100=excellent. (Comparisons to the nation and Front Range are illustrated on the following pages.) Wheat Ridge residents gave similar ratings for employee characteristics in both survey years.



Comparisons to the national normative database were available for four of the five employee characteristics. Wheat Ridge City employees' courteousness was rated above the national average. "Knowledge," "responsiveness" and "overall impression" were given ratings similar to ratings reported in other jurisdictions across the nation. Ratings of "courtesy," "knowledge," "responsiveness" and "overall impression" were all below the average in comparison to other communities in the Front Range.



Ratings of City Employee Characteristics: 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 Rating to Norm
Courtesy	70	25	56	57%	Above the norm
Knowledge	65	78	134	43%	Similar to the norm
Responsiveness	65	67	140	53%	Similar to the norm
Overall impression	64	78	156	51%	Similar to the norm

Ratings of City Employee Characteristics: Wheat Ridge and the Front Range

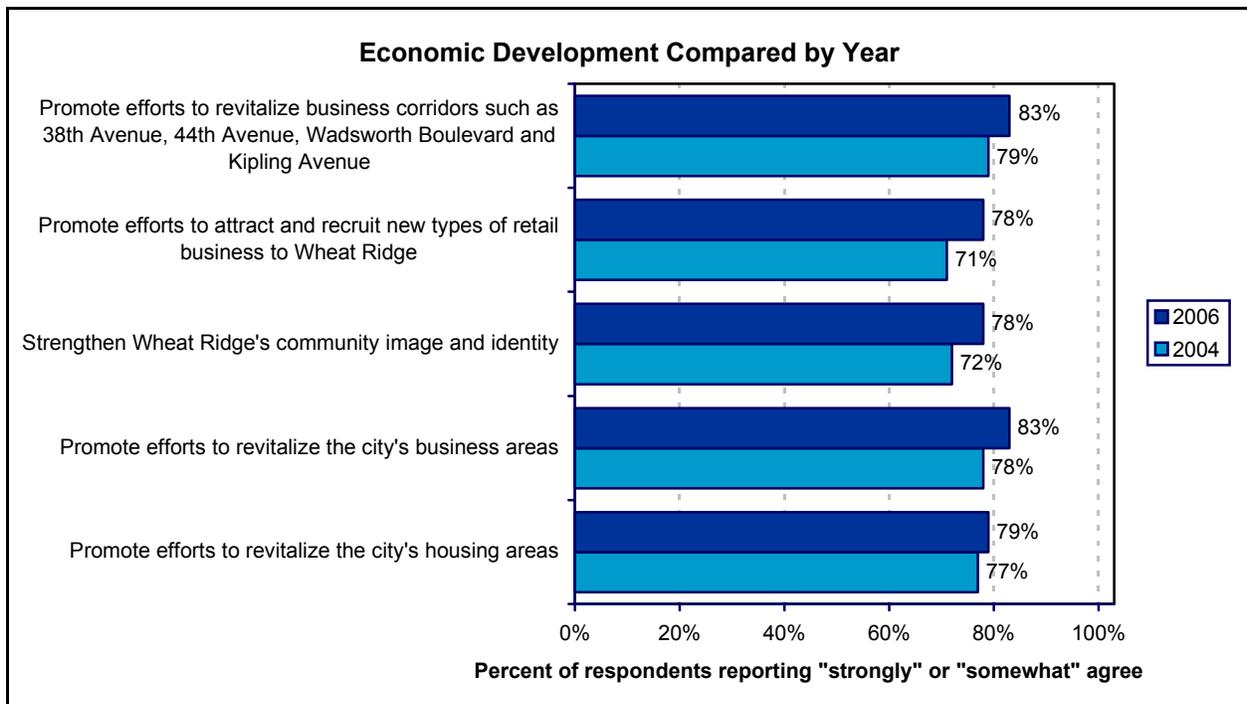
	City of Wheat Ridge Rating	Rank	Number of Jurisdictions for Comparison	City of Wheat Ridge Percentile	Comparison of Wheat Ridge Rating to Norm
Courtesy	70	6	7	29%	Below the norm
Knowledge	65	13	15	20%	Below the norm
Responsiveness	65	10	13	31%	Below the norm
Overall impression	64	11	15	33%	Below the norm

ECONOMIC DEVELOPMENT

A list of five statements about the economic development in the City of Wheat Ridge was provided to respondents and they were asked to rate the extent to which they agreed or disagreed with each statement. About half of residents (51%) “strongly” agreed with revitalizing business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue. About 8 in 10 respondents at least “somewhat” agreed with the remaining four statements: revitalizing the city’s business areas (83%), revitalizing the city’s housing areas (79%), attracting and recruiting new types of retail (78%) and strengthening community image and identity (78%).

Residents reported higher agreement in 2006 than in 2004 for most of the statements regarding economic development in the City of Wheat Ridge. Promoting efforts to revitalizing the city’s housing areas was similar in both survey years.

Economic Development						
Please rate the following statements by circling the number which best represents your opinion. The City should...	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	51%	32%	9%	5%	3%	100%
Promote efforts to revitalize the city's business areas	46%	37%	12%	3%	2%	100%
Promote efforts to revitalize the city's housing areas	43%	36%	17%	3%	1%	100%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	45%	33%	13%	6%	3%	100%
Strengthen Wheat Ridge's community image and identity	43%	35%	16%	5%	1%	100%



CITY REVITALIZATION

Residents of Wheat Ridge were asked about their familiarity with two City revitalization plans. They were then asked to what extent they would support or oppose those plans. More than 6 in 10 survey respondents were “very” unfamiliar with both Neighborhood Revitalization Strategies (NRS) and Wheat Ridge 2020 (WR2020). About one-quarter of respondents said they were at least “somewhat” familiar with each revitalization plan; 24% “somewhat” or “very” familiar with NRS and 22% at least “somewhat” familiar with WR2020.

Strong support was shown for NRS by 40% of respondents and 36% of respondents said they would “strongly” support WR2020. Five percent or less of respondents said they would “somewhat” or “strongly” oppose both NRS and WR2020.

(Please note: More than 4 in 10 answered “don’t know” when asked if they supported or opposed NRS (40%) and WR2020 (43%).)

Familiarity with City Revitalization Plans					
Please indicate how familiar or unfamiliar you are with the NRS and WR2020.	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
Neighborhood Revitalization Strategies (NRS)	4%	20%	15%	60%	100%
Wheat Ridge 2020 (WR2020)	4%	18%	16%	62%	100%

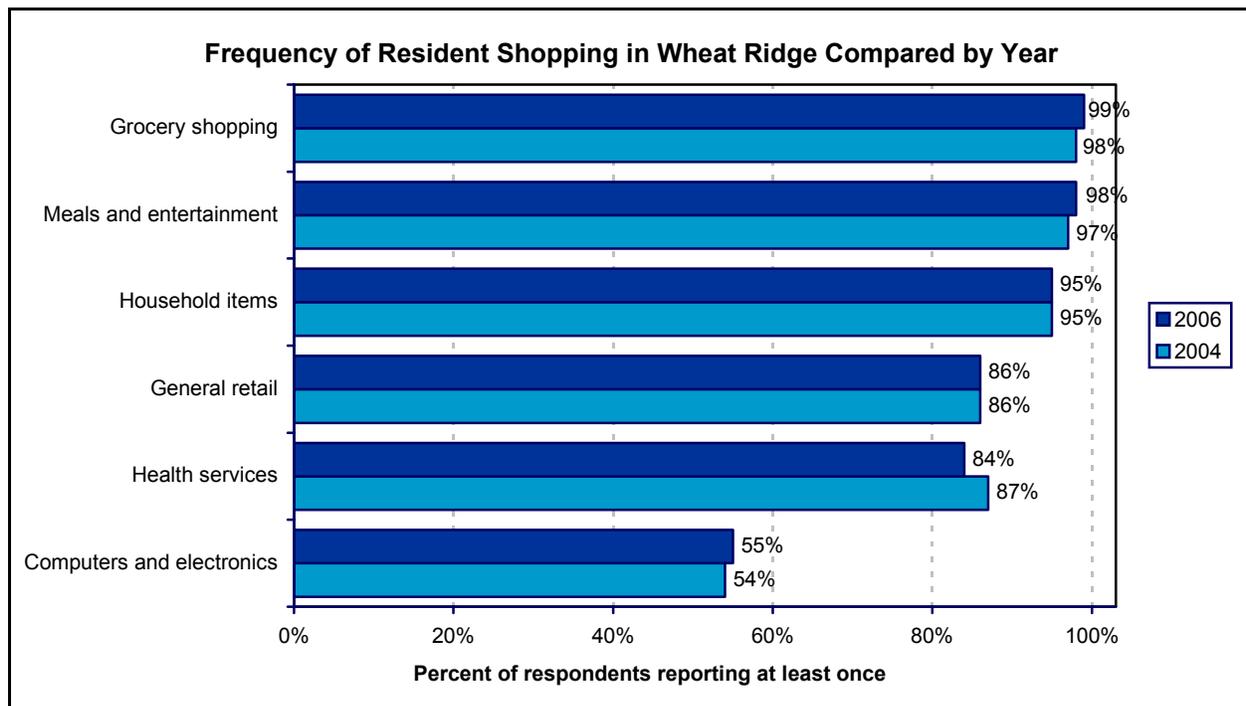
Support or Opposition to City Revitalization Plans						
Please indicate the extent to which you support or oppose each of the following.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Neighborhood Revitalization Strategies (NRS)	40%	32%	23%	2%	2%	100%
Wheat Ridge 2020 (WR2020)	36%	33%	26%	2%	3%	100%

SHOPPING IN WHEAT RIDGE

Residents were asked how frequently they do a variety of shopping in Wheat Ridge and why they shop outside of the city. More than 9 in 10 residents said they “somewhat” or “very” frequently do their grocery shopping in Wheat Ridge. About one-third of residents said they made purchases of “household items” (34%) and “health services” (32%) “very” frequently in the city. “Meals and entertainment” purchases were made at least “somewhat” frequently by 68% of respondents. Seventeen percent of residents said they “very” frequently made general retail purchases. Forty-five percent of respondents said they “never” made “computer and electronics” purchases in Wheat Ridge.

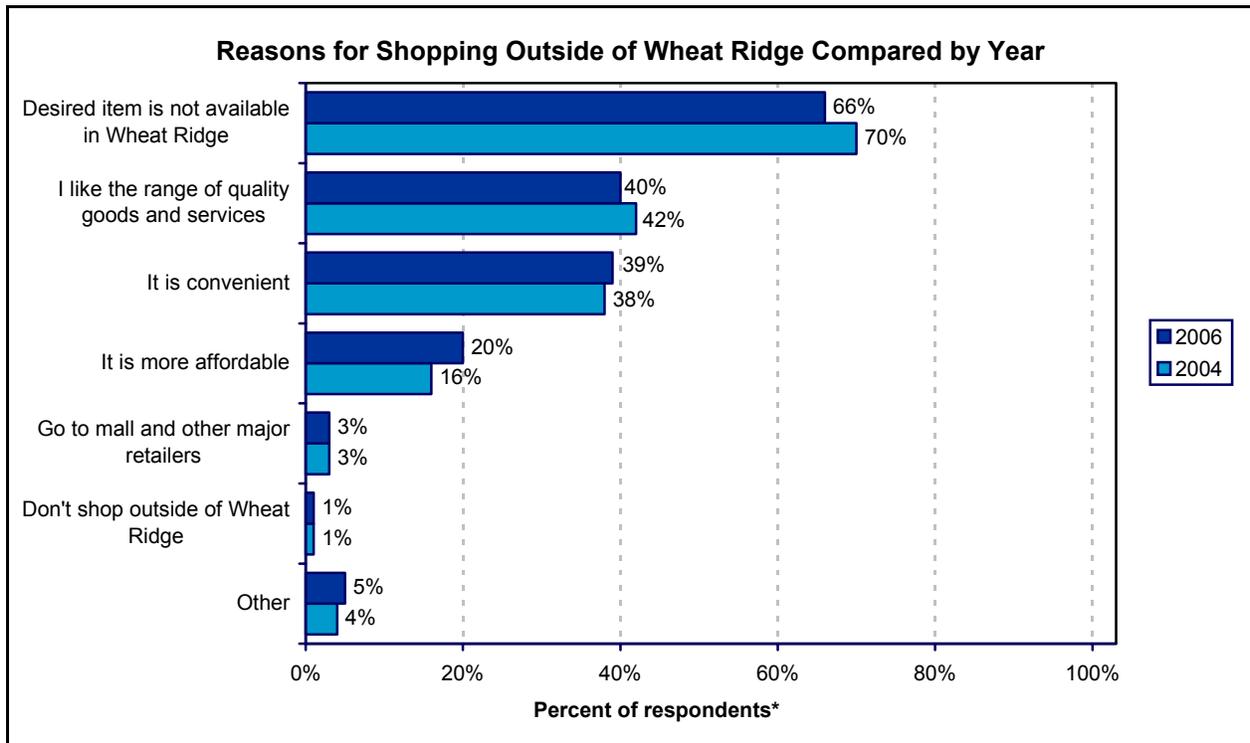
Frequency of Resident Shopping in Wheat Ridge						
For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Total
Grocery shopping	1%	5%	3%	15%	76%	100%
Meals and entertainment	2%	11%	18%	40%	28%	100%
Household items	5%	14%	16%	31%	34%	100%
General retail	14%	23%	21%	26%	17%	100%
Health services	16%	16%	13%	23%	32%	100%
Computers and electronics	45%	29%	14%	8%	4%	100%

Similar frequencies were reported for most categories of shopping in 2004 and 2006. Frequency of purchasing “health services” was lower in 2006.



When respondents were asked why they shop outside of Wheat Ridge, two-thirds (66%) reported it was because the desired item was not available. About 4 in 10 residents said they shop outside of Wheat Ridge because they liked the range of quality goods and services (40%) and convenience (39%). Twenty percent of survey respondents reported affordability, 3% said lack of malls and other major retailers and 5% reported “other” reasons for shopping outside of the city. Only 1% of respondents said they don’t shop outside of Wheat Ridge.

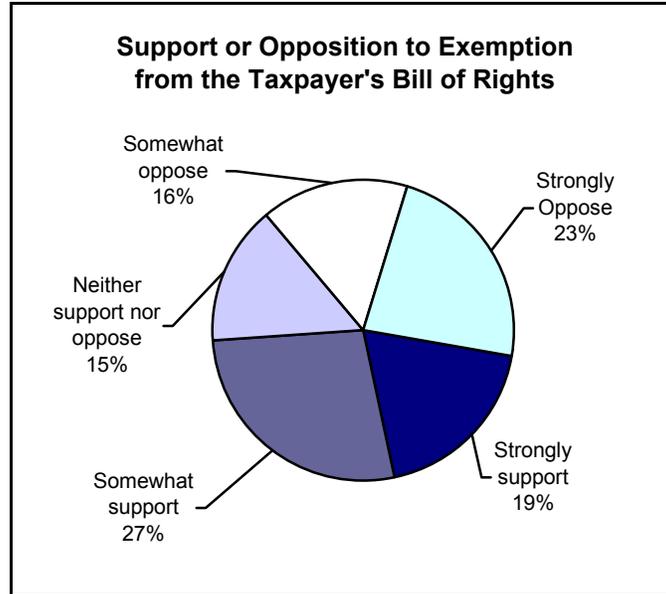
When comparing 2006 results to 2004, affordability received a higher percentage of responses in 2006. “Desired item is not available in Wheat Ridge” was lower in 2006.



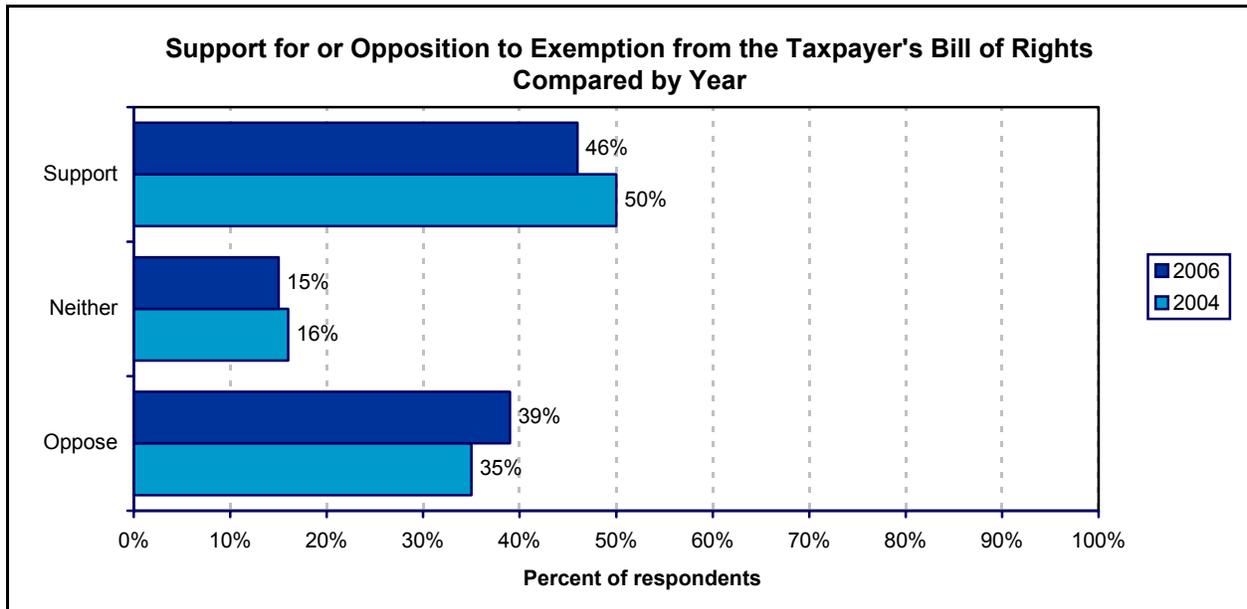
*Totals may exceed 100% as respondents were able to choose more than one answer.

POLICY QUESTIONS

Respondents to the survey were asked for the second year to rate their support for or opposition to an exemption from the Taxpayer’s Bill of Rights (TABOR). Forty-six percent of respondents reported they at least “somewhat” support allowing the City to retain any excess revenues to be used for general operating expenses. About 4 in 10 residents were opposed to a TABOR exemption.



The support for an exemption from TABOR decreased from 2004 to 2006 (50% supporting in 2004 vs. 46% supporting in 2006).



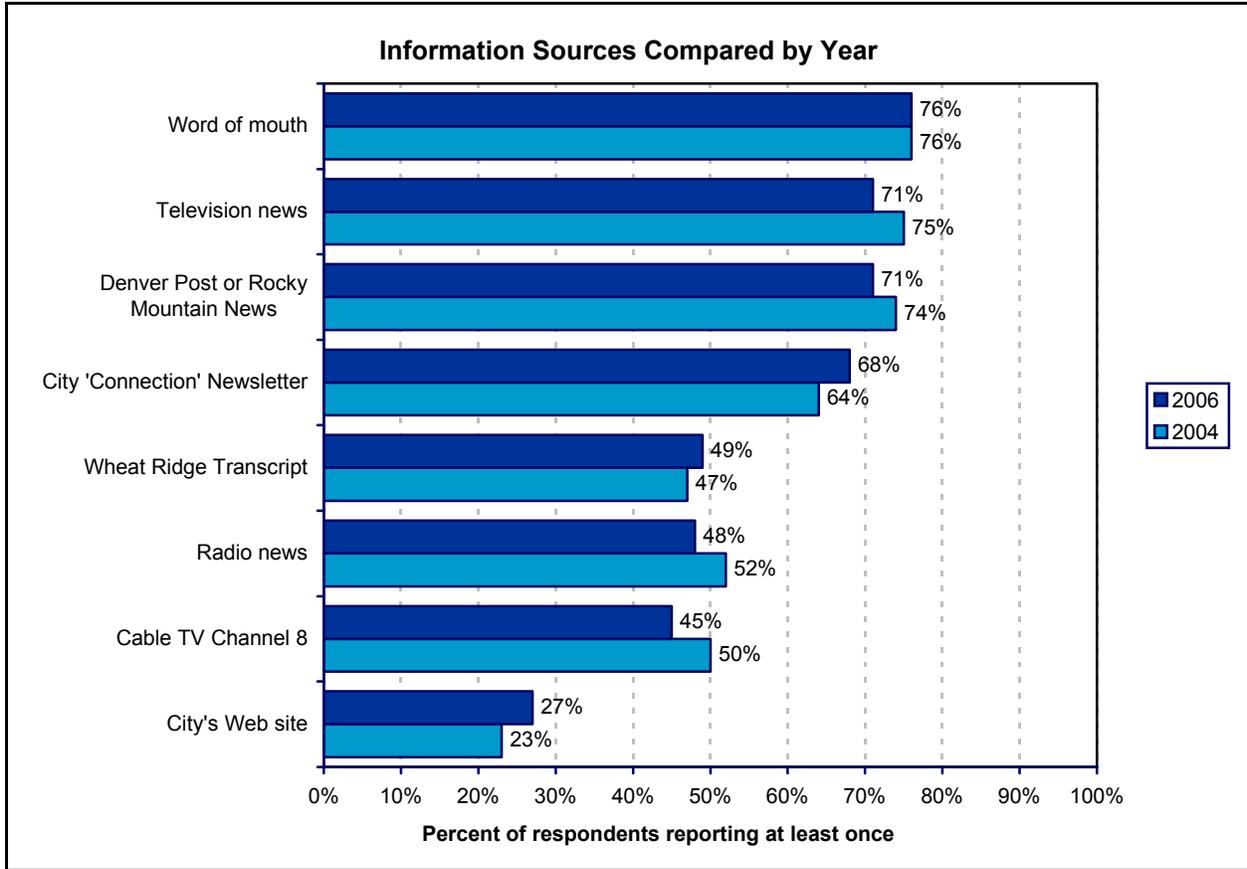
INFORMATION SOURCES AND INTERNET USE

To assess how residents of Wheat Ridge get their information, respondents were asked what sources they rely upon to get information about the City, whether or not they have a personal computer and Internet access at home and if they had used the City's Web site in the previous year.

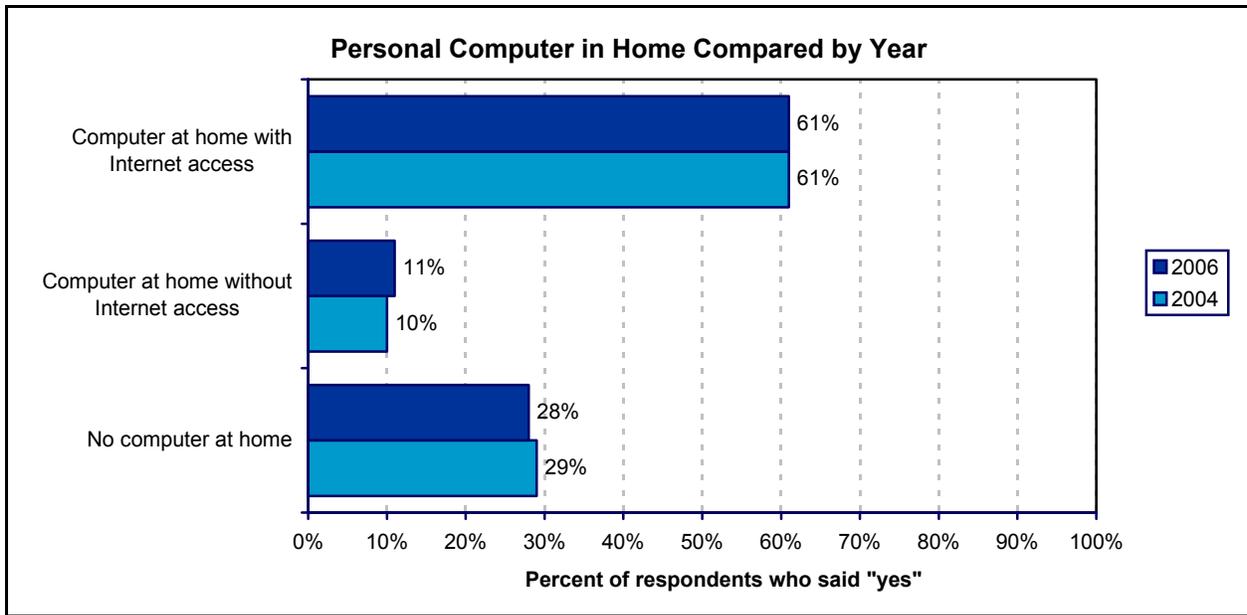
About three-quarters of respondents to the survey said they get their information via "word of mouth," "television news" and the "Denver Post or Rocky Mountain News" (76%, 71% and 71%, respectively). Sixty-eight percent of residents said they get their information from the "City 'Connection' Newsletter." More than 4 in 10 reported they get information from the "Wheat Ridge Transcript" (49%), "radio news" (48%) and "cable TV Channel 8" (45%). About one-quarter of residents used the City's Web site (27%) at least once to get information.

Information Sources						
In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
Word of mouth	24%	23%	28%	15%	10%	100%
Television news	29%	21%	19%	12%	19%	100%
Denver Post or Rocky Mountain News	29%	20%	17%	10%	23%	100%
City 'Connection' Newsletter	32%	25%	35%	5%	3%	100%
Wheat Ridge Transcript	51%	19%	18%	6%	5%	100%
Radio news	52%	19%	12%	6%	10%	100%
Cable TV Channel 8	55%	17%	16%	7%	5%	100%
City's Web site	73%	13%	12%	2%	1%	100%

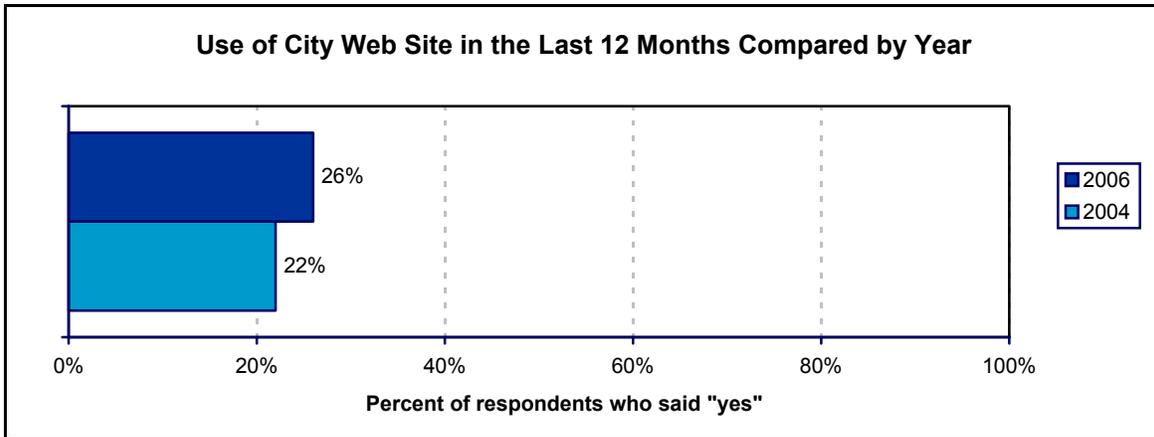
When compared to previous survey years, "word of mouth" was reportedly used by the same percentage of respondents in 2006 as in 2004. Residents reported using "television news," the "Denver Post or Rocky Mountain News," "radio news" and "cable TV Channel 8" less frequently in 2006. "City 'Connection' Newsletter" and the "City's Web site" were used by a higher percentage of respondents in 2006. (See the chart on following page.)



About the same percentage of respondents said they had a personal computer in their home with Internet access, had a computer at home without Internet access and had no computer at home in 2006 as in 2004.

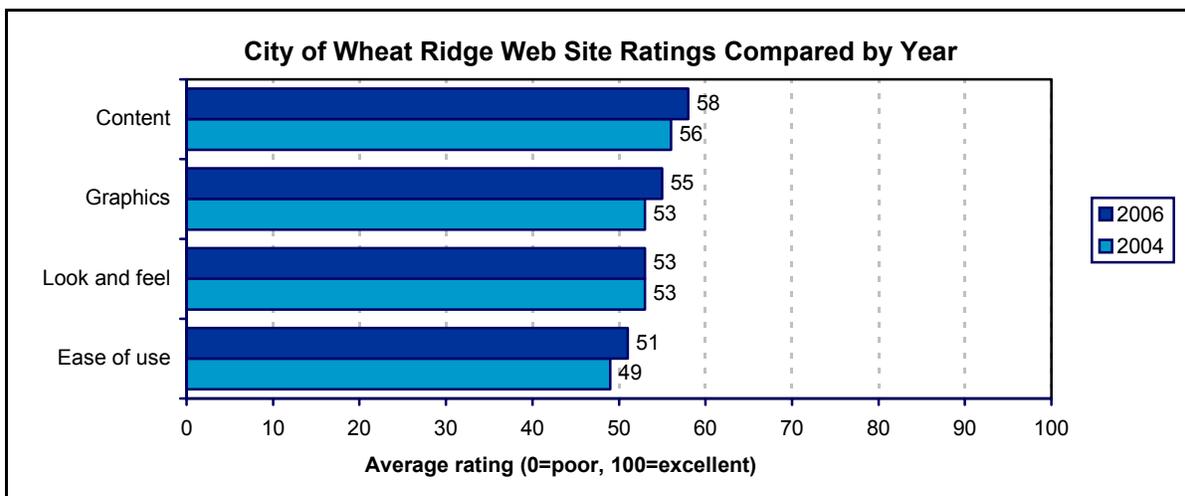


Residents of Wheat Ridge were asked if they had used the City’s Web site in the previous 12 months. Twenty-six percent of respondents reported having used the City’s Web site in the past year. This was an increase from 2004 (22% of respondents).

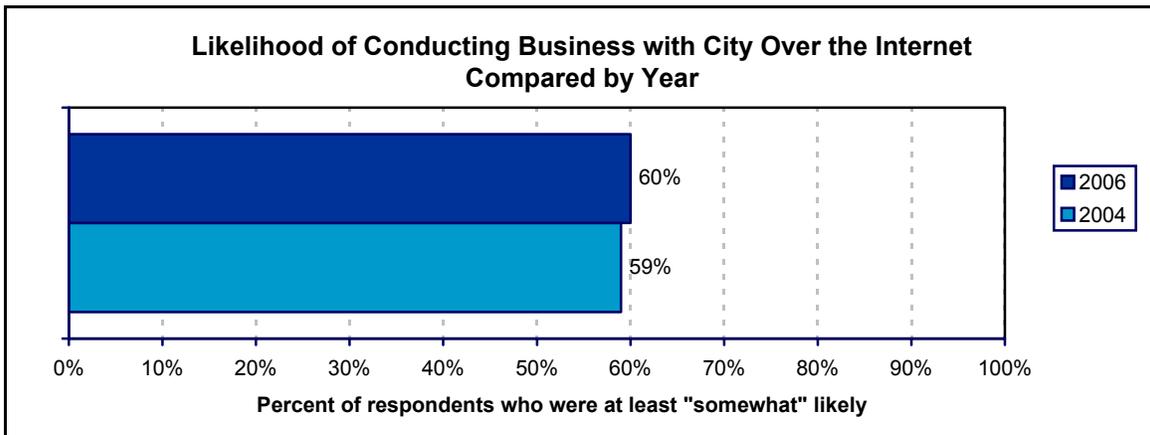
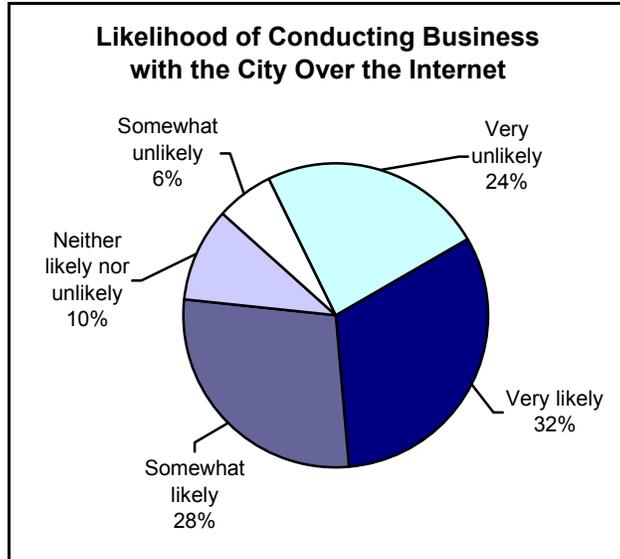


Respondents who reported having used the City’s Web site in the last 12 months (26% of respondents) were asked to rate certain qualities of the site. “Content” was reported as “good” or “excellent” by 66% of residents. More than 6 in 10 said that the “graphics” and the “look and feel” of the Web site were at least “good” (64% and 61%, respectively). Ten percent of respondents said “ease of use” of the City’s Web was “excellent.” In comparison to 2004, similar ratings were provided for all Web site characteristics in 2006.

City of Wheat Ridge Web Site						
Please rate the following aspects of the City of Wheat Ridge Web site.	Percent of respondents					Average rating (0=poor, 100=excellent)
	Excellent	Good	Fair	Poor	Total	
Content	13%	53%	29%	5%	100%	58
Graphics	9%	55%	27%	9%	100%	55
Look and feel	9%	52%	30%	9%	100%	53
Ease of use	10%	47%	30%	13%	100%	51



In addition to asking residents if they had Internet access at home and if they had used the City’s Web site in the past 12 months, they were also asked how likely they would be to conduct business with the City over the Internet. Six in 10 respondents said they would be at least “somewhat” likely to conduct business with the City over the Internet; 30% said they would be “somewhat” or “very” unlikely. The likelihood of conducting business with the City over the Internet was similar to 2004.



APPENDIX I: RESPONDENT CHARACTERISTICS

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

Length of Residency	
About how long have you lived in Wheat Ridge?	Percent of respondents
Five years or less	39%
6 to 10 years	19%
11 to 15 years	14%
16 to 20 years	7%
More than 20 years	21%
Total	100%
<i>Average length of residency</i>	<i>13.31 years</i>

District of Residence	
In which district do you reside?	Percent of respondents
District I	23%
District II	28%
District III	26%
District IV	22%
Total	100%

In what city do you work?	
	Percent of respondents
Arvada	4%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	21%
Englewood	1%
Golden	5%
Lakewood	11%
Littleton	3%
Louisville	1%
Northglenn	0%
Thornton	2%
Westminster	1%
Wheat Ridge	12%
Other	4%
Do not work	30%

Housing Unit Type	
Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	54%
Condominium or townhouse	18%
Apartment	28%
Total	100%

Tenure	
Do you rent or own your residence?	Percent of respondents
Own	60%
Rent	40%
Total	100%

Number of Household Members	
How many people (including yourself) live in your household?	Percent of respondents
0	0%
1	35%
2	36%
3	14%
4	10%
5	4%
6	1%
7	0%
Total	100%
<i>Average number of household members</i>	2.13

Number of Household Members 17 or Younger	
How many of these household members are 17 or younger?	Percent of respondents
0	69%
1	13%
2	13%
3	4%
4	0%
5	0%
Total	100%

Household Income	
About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2005?	Percent of respondents
Less than \$15,000	11%
\$15,000 to \$24,999	14%
\$25,000 to \$34,999	16%
\$35,000 to \$49,999	16%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	8%
\$125,000 or more	6%
Total	100%

Level of Education	
What is the highest level of education you have completed?	Percent of respondents
0 to 11 Years	4%
High school graduate	23%
Some college, no degree	26%
Associate degree	10%
Bachelors degree	23%
Graduate or professional degree	14%
Total	100%

Respondent Age	
What is your age?	Percent of respondents
18-24	4%
25-34	21%
35-44	14%
45-54	24%
55-64	10%
65-74	10%
75+	16%
Total	100%

Respondent Race	
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%

*Total may exceed 100% as respondents were able to select more than one response.

Respondent Ethnicity	
Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	8%
No	92%
Total	100%

Respondent Gender	
What is your gender?	Percent of respondents
Female	54%
Male	46%
Total	100%

Respondent Voting Behavior	
Did you vote in the last election?	Percent of respondents
Yes	81%
No	19%
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 routes². 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 method³.

SURVEY ADMINISTRATION

Households received three mailings each beginning in early April of 2006. Completed surveys were collected over the following six 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 one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2006 Citizen Survey, a 5-page questionnaire and self-mailing envelope. About 6% of the surveys were returned as undeliverable due to vacancy or invalid address. Of the 2,825 eligible households, 1,051 completed the survey, providing a response rate of 37%.

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.

²Systematic 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.

³The 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.

Wheat Ridge Citizen Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm⁴	Unweighted Data	Weighted Data
Housing			
Own home	55%	72%	60%
Rent home	45%	28%	40%
Detached unit	53%	69%	54%
Attached unit	47%	31%	47%
Race and Ethnicity			
Hispanic	13%	7%	8%
Not Hispanic	87%	93%	93%
White	92%	92%	90%
Non-white	8%	8%	10%
Sex and Age			
18-34 years of age	26%	9%	25%
35-54 years of age	38%	33%	38%
55+ years of age	35%	58%	37%
Female	54%	60%	54%
Male	46%	40%	46%
Females 18-34	13%	6%	13%
Females 35-54	19%	19%	19%
Females 55+	22%	34%	22%
Males 18-34	13%	3%	13%
Males 35-54	19%	14%	19%
Males 55+	14%	24%	14%
Household Income⁵			
Less than \$25,000	27%	24%	25%
\$25,000 to \$99,999	64%	63%	62%
\$100,000 or more	8%	13%	14%
Education⁶			
High school or less	44%	30%	27%
More than high school	56%	70%	73%

*Note: 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: VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

Question 16: When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply).

Responses to "Other."

- Costco-maybe once a month.
- Home Depot, Lowes, Southwest plaza.
- Tourism.
- I like a small grocery store.
- Ward's was so convenient at lakeside for Wheat Ridge residents. It would be nice if Wheat Ridge had a department store.
- We have no department stores!
- Internet shopping.
- I like to shop in Wheat Ridge. They have alot to choose from.
- I always shop in Wheat Ridge.
- No department stores.
- I do not shop. Only food store.
- No department store except cheap one's.
- I shop on-line.
- Easy! You don't have a mall.
- You got rid of good will. I like them better than thrift stores.
- Retired army-commisary.
- Theatres & large shopping center in Lakewood.
- Retired military.
- Only if unavailable.
- I don't shop outside of Wheat Ridge.
- It is in Arvada.
- Spur of the moment, or need something ASAP.
- Ace check cashing. Good & fast service, healthy organic food & cheap.
- Need shopping mall with department stores.
- I don't usually shop outside of Wheat Ridge.
- Sam's & Arvada army & navy are in Arvada.
- I shop online alot.
- Just Wheat Ridge.
- Catalog sales.
- Special occasions such as an auctions.
- Not as dumpy/trashy.
- Cleanliness of Wheat Ridge retail is poor.
- I just prefer some stores outside of Wheat Ridge.
- A great experience is offered.
- I shop in Lakewood!
- When I am with my daughter (Westminster).
- I don't shop outside of Wheat Ridge.
- Only if I ride with someone else.
- There are no shopping malls.
- No shopping mall or convenient, quality stores in the area.
- More familiar.
- Type of retail (Home Depot).
- We used to have department stores. Now I have to go miles away & the gas is out of reach!
- I shop in Wheat Ridge all of the time.
- Wheat Ridge doesn't have access to a department store like Foley's, Penney's, etc. I don't wear Wal-Mart clothes.
- Habit from shopping in Arvada.
- I/we don't shop outside of Wheat Ridge.
- I shop by catalog.
- Arvada's Target is close.

- No major stores in Wheat Ridge....zero.
- I don't shop.
- No large store(s), etc.
- Just out shopping with friends.
- Mall shopping.
- I shop at my own store online.
- King's at 32nd & Youngfield has grown too big. Too far to walk & get necessary items.
- Large selection of goods in one place. I.e.: Target, Wal-Mart.
- I can't remember the last time I shopped outside of Wheat Ridge.
- No shopping malls in Wheat Ridge.
- No department stores.
- To be amongst a higher class of English-speaking citizens.
- I don't have businesses.
- I am 82 years old & have been here only 4 months. I know very little about anything.
- No major stores in Wheat Ridge.
- I shop as much as possible in Wheat Ridge.
- Too much congestion. I go to Wal-Mart in Evergreen.
- No major department stores.
- Visiting malls outside of town.
- Restaurants at Belman or in Lakewood shopping.
- Random shopping pattern accounts for shopping outside of Wheat Ridge.
- Where I happen to be.
- I have a charge card there.
- Better thrift stores.
- Habit.
- Internet shopping.
- King Soopers in Arvada is better.
- Colorado Mills mall or American Furniture.
- Really no outlet malls here.
- It's close enough to Wheat Ridge anyway.

APPENDIX IV: COMPLETE SET OF FREQUENCIES

Question 1						
Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Wheat Ridge as a place to live?	23%	58%	16%	2%	1%	100%
How do you rate your neighborhood as a place to live?	19%	53%	20%	6%	1%	100%
How do you rate Wheat Ridge as a place to raise children?	16%	44%	17%	4%	20%	100%
How do you rate Wheat Ridge as a place to retire?	16%	43%	21%	7%	12%	100%
How do you rate the physical attractiveness of Wheat Ridge as a whole?	8%	43%	39%	9%	1%	100%
How do you rate the overall quality of life in Wheat Ridge?	12%	62%	22%	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 5 years?	Percent of respondents
Improve a lot	11%
Improve slightly	35%
Stay the same	29%
Decline slightly	20%
Decline a lot	5%
Total	100%

Question 3 - Quality						
For each service, please rate the quality of the service.	Excellent	Good	Fair	Poor	Don't know	Total
Snow removal	13%	54%	21%	8%	4%	100%
Street repair and maintenance	7%	49%	32%	9%	2%	100%
Street cleaning	9%	50%	29%	5%	6%	100%
Traffic enforcement	11%	54%	22%	7%	6%	100%
Code enforcement	6%	32%	27%	26%	9%	100%
Maintenance of City parks	18%	56%	17%	3%	6%	100%
Maintenance of open space and trails	18%	52%	16%	2%	12%	100%
Recreation programs	23%	43%	13%	3%	19%	100%
Recreation facilities	35%	41%	11%	1%	12%	100%
Community/public art	3%	24%	26%	10%	37%	100%
Services and programs for youth	6%	23%	20%	5%	46%	100%
Services and programs for seniors	13%	32%	14%	2%	39%	100%
Municipal court	5%	26%	11%	4%	54%	100%
Building permits	3%	18%	13%	4%	61%	100%
Building inspections	2%	17%	12%	7%	62%	100%
Business expansion and recruitment programs	2%	15%	18%	9%	56%	100%
General police services	14%	49%	20%	5%	12%	100%
Police response time to emergency calls	17%	31%	10%	3%	39%	100%
Police response time to non-emergency calls	10%	33%	15%	9%	33%	100%

Question 3 - Importance

For each service, please rate the importance of each service.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Snow removal	30%	46%	21%	1%	2%	100%
Street repair and maintenance	27%	58%	12%	1%	1%	100%
Street cleaning	11%	40%	44%	2%	3%	100%
Traffic enforcement	27%	49%	20%	1%	3%	100%
Code enforcement	22%	47%	25%	3%	3%	100%
Maintenance of City parks	21%	60%	17%	0%	3%	100%
Maintenance of open space and trails	20%	53%	21%	1%	5%	100%
Recreation programs	16%	47%	25%	2%	10%	100%
Recreation facilities	20%	49%	23%	1%	7%	100%
Community/public art	7%	25%	42%	10%	15%	100%
Services and programs for youth	24%	44%	12%	2%	17%	100%
Services and programs for seniors	19%	48%	17%	2%	16%	100%
Municipal court	22%	40%	16%	1%	21%	100%
Building permits	15%	34%	21%	1%	29%	100%
Building inspections	18%	38%	16%	1%	27%	100%
Business expansion and recruitment programs	20%	36%	16%	3%	26%	100%
General police services	54%	35%	4%	1%	5%	100%
Police response time to emergency calls	64%	23%	2%	0%	10%	100%
Police response time to non-emergency calls	35%	45%	9%	1%	10%	100%

Question 4

Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Don't know	Total
Condition of City streets	7%	60%	28%	4%	2%	100%
Mass transit planning	4%	26%	22%	11%	37%	100%
Ease of car travel in the city	10%	54%	28%	7%	2%	100%
Ease of bus travel in the city	6%	31%	19%	5%	39%	100%
Ease of walking in the city	10%	44%	26%	13%	7%	100%

Question 5

To what degree, if at all, are the following problems in Wheat Ridge:	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	5%	27%	41%	11%	17%	100%
Vandalism	5%	28%	35%	17%	16%	100%
Graffiti	8%	24%	32%	21%	15%	100%
Drugs	6%	15%	23%	15%	41%	100%
Too much growth	33%	23%	17%	9%	18%	100%
Lack of growth	32%	19%	20%	11%	18%	100%
Run down buildings	11%	33%	30%	15%	10%	100%
Taxes	27%	25%	23%	12%	14%	100%
Traffic congestion	14%	31%	35%	15%	4%	100%
Juvenile problems	6%	22%	26%	11%	34%	100%
Availability of affordable housing	19%	22%	22%	13%	24%	100%
Availability of parks	63%	20%	8%	2%	6%	100%
Availability of bike paths	56%	18%	9%	3%	14%	100%
Availability of sidewalks	39%	27%	19%	9%	6%	100%
Availability of recreation programs	52%	16%	9%	3%	20%	100%
Maintenance and condition of homes	18%	41%	25%	8%	7%	100%
Condition of properties	12%	38%	28%	17%	5%	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?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wheat Ridge recreation centers	37%	17%	21%	11%	15%	100%
Participated in a recreation program or activity	56%	19%	13%	6%	6%	100%
Used a City park or trail	16%	15%	25%	21%	24%	100%
Used a City bike or pedestrian path	25%	13%	23%	17%	22%	100%
Attended a meeting of local elected officials or other public meeting	79%	14%	5%	2%	0%	100%
Watched a meeting of local elected officials on cable television	59%	18%	16%	4%	3%	100%
Participated in a senior program	83%	8%	5%	2%	2%	100%
Visited the Community Senior Center	71%	17%	7%	3%	2%	100%
Dined at a Wheat Ridge restaurant	10%	13%	38%	23%	15%	100%
Used the Wheat Ridge library	51%	20%	15%	7%	6%	100%
Used A-line service to DIA	92%	5%	3%	0%	0%	100%
Rode an RTD bus	64%	12%	11%	3%	10%	100%

Question 7					
Please indicate how familiar or unfamiliar you are with the NRS and WR2020.	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
Neighborhood Revitalization Strategies (NRS)	4%	20%	15%	60%	100%
Wheat Ridge 2020 (WR2020)	4%	18%	16%	62%	100%

Question 8							
Please indicate the extent to which you support or oppose each of the following.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Neighborhood Revitalization Strategies (NRS)	24%	20%	14%	1%	1%	40%	100%
Wheat Ridge 2020 (WR2020)	21%	19%	14%	1%	2%	43%	100%

Question 9	
How would you rate the overall performance of the Wheat Ridge City government?	Percent of respondents
Excellent	6%
Good	45%
Fair	25%
Poor	6%
Don't know	18%
Total	100%

Question 10							
Please rate the following statements by circling the number which best represents your opinion.	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	15%	43%	15%	8%	3%	16%
City of Wheat Ridge employees perform quality work	15%	43%	19%	5%	1%	17%	100%
I receive good value and services for the amount of City sales and property taxes that I pay	13%	36%	21%	9%	5%	15%	100%
I am pleased with the overall direction the City is taking	16%	37%	22%	9%	4%	12%	100%
I am well informed on major issues within the City of Wheat Ridge	9%	30%	22%	14%	10%	15%	100%

Question 11

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 12

What was your impression of the employee of the City of Wheat Ridge in your most recent contact?	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	29%	46%	16%	6%	3%	100%
Responsiveness	33%	41%	13%	11%	2%	100%
Courtesy	39%	42%	11%	7%	1%	100%
Making you feel valued	28%	37%	14%	16%	5%	100%
Overall impression	31%	43%	13%	11%	2%	100%

Question 13

Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Parks and playgrounds	32%	47%	7%	5%	1%	9%	100%
Recreation centers	53%	21%	5%	1%	0%	20%	100%
Your neighborhood	34%	42%	9%	9%	4%	2%	100%
On the trail system	19%	36%	12%	11%	3%	19%	100%
Retail/commercial areas	36%	44%	10%	6%	1%	4%	100%

Question 14

Please rate the following statements by circling the number which best represents your opinion. The City should...	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
Promote efforts to revitalize the city's housing areas	40%	34%	15%	2%	1%	7%	100%
Promote efforts to revitalize the city's business areas	43%	35%	12%	3%	2%	6%	100%
Strengthen Wheat Ridge's community image and identity	40%	34%	15%	5%	1%	5%	100%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	42%	32%	12%	5%	2%	6%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	49%	31%	9%	4%	3%	4%	100%

Question 15

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know	Total
	Grocery shopping	1%	5%	3%	15%	76%	0%
Health services	15%	16%	12%	23%	31%	2%	100%
Meals and entertainment	2%	11%	18%	40%	28%	1%	100%
Household items	5%	13%	16%	31%	34%	1%	100%
Computers and electronics	42%	28%	14%	7%	4%	6%	100%
General retail	14%	23%	21%	25%	17%	1%	100%

Question 16

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge?	Percent of respondents
It is convenient	39%
I like the range of quality goods and services	40%
Desired item is not available in Wheat Ridge	66%
It is more affordable	20%
Go to mall and other major retailers	3%
Don't shop outside of Wheat Ridge	1%
Other	5%

Question 17

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	17%
Somewhat support	24%
Neither support nor oppose	14%
Somewhat oppose	15%
Strongly oppose	20%
Don't know	10%
Total	100%

Question 18

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
City 'Connection' Newsletter	32%	25%	35%	5%	3%	100%
Denver Post or Rocky Mountain News	29%	20%	17%	10%	23%	100%
Radio news	52%	19%	12%	6%	10%	100%
Television news	29%	21%	19%	12%	19%	100%
Word of mouth	24%	23%	28%	15%	10%	100%
Cable TV Channel 8	55%	17%	16%	7%	5%	100%
Wheat Ridge Transcript	51%	19%	18%	6%	5%	100%
City's Web site	73%	13%	12%	2%	1%	100%

Question 19

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	11%
No	28%
Total	100%

Question 20

Have you used the City's Web site in the last 12 months?	Percent of respondents
Yes	26%
No	74%
Total	100%

Question 21

If yes, please rate the following aspects of the City of Wheat Ridge Web site.	Excellent	Good	Fair	Poor	Don't know	Total
Content	13%	52%	29%	5%	1%	100%
Graphics	9%	54%	26%	8%	3%	100%
Look and feel	9%	51%	30%	9%	1%	100%
Ease of use	10%	46%	29%	13%	1%	100%

Question 22

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?	Percent of respondents
Very Likely	29%
Somewhat likely	25%
Neither likely nor unlikely	8%
Somewhat unlikely	6%
Very unlikely	21%
Don't know	12%
Total	100%

Question 23

About how long have you lived in Wheat Ridge?	Percent of respondents
Five years or less	39%
6 to 10 years	19%
11 to 15 years	14%
16 to 20 years	7%
More than 20 years	21%
Total	100%

Question 24

In which district do you reside?	Percent of respondents
District I	23%
District II	28%
District III	26%
District IV	22%
Total	100%

Question 25

	Percent of respondents
Arvada	4%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	21%
Englewood	1%
Golden	5%
Lakewood	11%
Littleton	3%
Louisville	1%
Northglenn	0%
Thornton	2%
Westminster	1%
Wheat Ridge	12%
Other	4%
Do not work	30%

Question 26

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	54%
Condominium or townhouse	18%
Apartment	28%
Total	100%

Question 27

Do you rent or own your residence?	Percent of respondents
Own	60%
Rent	40%
Total	100%

Question 28

How many people (including yourself) live in your household?	Percent of respondents
0	0%
1	35%
2	36%
3	14%
4	10%
5	4%
6	1%
7	0%
Total	100%

Question 29

How many of these household members are 17 or younger?	Percent of respondents
0	69%
1	13%
2	13%
3	4%
4	0%
5	0%
Total	100%

Question 30

About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2005?	Percent of respondents
Less than \$15,000	11%
\$15,000 to \$24,999	14%
\$25,000 to \$34,999	16%
\$35,000 to \$49,999	16%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	8%
\$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	4%
High school graduate	23%
Some college, no degree	26%
Associate degree	10%
Bachelors degree	23%
Graduate or professional degree	14%
Total	100%

Question 32

What is your age?	Percent of respondents
18-24	4%
25-34	21%
35-44	14%
45-54	24%
55-64	10%
65-74	10%
75+	16%
Total	100%

Question 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%

*Total may exceed 100% as respondents were able to select more than one response.

Question 34

Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	8%
No	92%
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	81%
No	19%
Total	100%

APPENDIX V: SURVEY INSTRUMENT

The survey instrument appears on the following pages.

2006 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:

	Excellent	Good	Fair	Poor	Don't know
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>				
	Excellent	Good	Fair	Poor	Don't Know	Essential	Very Important	Somewhat Important	Not at all Important	Don't Know
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
Community/public art	1	2	3	4	5	1	2	3	4	5
Services/programs for youth.....	1	2	3	4	5	1	2	3	4	5
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5
Municipal court	1	2	3	4	5	1	2	3	4	5
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:

	Excellent	Good	Fair	Poor	Don't know
Condition of city streets.....	1	2	3	4	5
Mass transit planning.....	1	2	3	4	5
Ease of car travel in the city	1	2	3	4	5
Ease of bus travel in the city.....	1	2	3	4	5
Ease of walking in the city	1	2	3	4	5

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

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime.....	1	2	3	4	5
Vandalism	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Run down buildings.....	1	2	3	4	5
Taxes	1	2	3	4	5
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?

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
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

7. Wheat Ridge is pursuing city revitalization with the goal of making this a community of choice for families and businesses looking for a new home. As a part of this plan, the City has created Wheat Ridge Neighborhood Revitalization Strategies (NRS) and Wheat Ridge 2020 (WR2020), a not-for-profit organization created to help implement the NRS. Please indicate how familiar or unfamiliar you are with the NRS and WR2020.

	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar
Neighborhood Revitalization Strategies (NRS)	1	2	3	4
Wheat Ridge 2020 (WR2020).....	1	2	3	4

8. Please indicate the extent to which you support or oppose each of the following.

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Neighborhood Revitalization Strategies (NRS)	1	2	3	4	5	6
Wheat Ridge 2020 (WR2020).....	1	2	3	4	5	6

City Government and Employees

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

- Excellent Good Fair Poor Don't know

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

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Neither agree <u>nor disagree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	Don't <u>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

11. 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 12) No (go to question 13)

12. 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

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

	Very <u>safe</u>	Somewhat <u>safe</u>	Neither safe <u>nor unsafe</u>	Somewhat <u>unsafe</u>	Very <u>unsafe</u>	Don't <u>know</u>
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
Retail/commercial areas.	1	2	3	4	5	6

Economic Development

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

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Neither agree <u>nor disagree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
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

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

	Never	Very <u>infrequently</u>	Somewhat <u>infrequently</u>	Somewhat <u>frequently</u>	Very <u>frequently</u>	Don't <u>know</u>
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

16. 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: _____

17. 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

Information Sources

18. 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

19. 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

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

- Yes
- No (go to question 22)

21. 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

22. 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

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 2005? 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.