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2008 Citizen Survey Results  
July 2008



## CONTENTS

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EXECUTIVE SUMMARY .....	1
SURVEY BACKGROUND .....	5
Survey Purpose .....	5
Survey Methods .....	5
Understanding the Results .....	6
QUALITY OF LIFE AND COMMUNITY.....	9
EVALUATION OF CITY SERVICES .....	13
Overall Quality of City Services.....	13
Quality of City Services.....	14
Importance of City Services.....	17
Balancing Quality and Importance.....	20
SAFETY IN WHEAT RIDGE.....	22
COMMUNITY PARTICIPATION .....	24
COMMUNITY ISSUES .....	26
Transportation.....	26
Potential Problems.....	28
PUBLIC TRUST.....	30
City Performance .....	30
City Employees .....	34
ECONOMIC DEVELOPMENT .....	36
Shopping in Wheat Ridge .....	38
Mixed-use Development.....	40
City Revitalization and Planning .....	41
POLICY TOPICS .....	45
INFORMATION SOURCES.....	47
APPENDIX A: RESPONDENT CHARACTERISTICS .....	49
APPENDIX B: SURVEY METHODOLOGY .....	53
APPENDIX C: COMPLETE SET OF SURVEY FREQUENCIES .....	56
APPENDIX D: CROSSTABULATIONS OF SELECTED RESULTS BY RESPONDENT CHARACTERISTICS.....	71
APPENDIX E: JURISDICTIONS INCLUDED IN BENCHMARK COMPARISONS .....	75
APPENDIX F: SURVEY INSTRUMENT.....	79

## FIGURES

Figure 1: Overall Quality of Life .....	9
Figure 2: Overall Quality of Life Compared by Year .....	9
Figure 3: Quality of Life Ratings .....	10
Figure 4: Quality of Life Ratings Compared by Year.....	11
Figure 5: Quality of Life in Wheat Ridge Over Next Five Years.....	12
Figure 6: Quality of Life in Wheat Ridge Over Next Five Years Compared by Year.....	12
Figure 7: Overall Quality of City Services .....	13
Figure 8: Quality of City Services .....	15
Figure 9: Quality of City Services Compared by Year.....	16
Figure 10: Importance of City Services .....	18
Figure 11: Importance of City Services Compared by Year.....	19
Figure 12: Balancing Quality and importance.....	21
Figure 13: Safety in Public Areas .....	22
Figure 14: Safety in Public Areas Compared by Year .....	23
Figure 15: Participation in Wheat Ridge Activities .....	24
Figure 16: Participation in Activities Compared by Year .....	25
Figure 17: Aspects of Transportation.....	26
Figure 18: Ratings of Aspects of Transportation Compared by Year.....	27
Figure 19: Potential Problems in Wheat Ridge.....	28
Figure 20: Potential Problems Compared by Year .....	29
Figure 21: Overall City Government Performance .....	30
Figure 22: Overall City Government Performance Compared by Year .....	30
Figure 23: Public Trust .....	32
Figure 24: Ratings of Public Trust Compared by Year .....	33
Figure 25: Contact with City Employee Compared by Year.....	34
Figure 26: City Employee Characteristics .....	34
Figure 27: City Employee Characteristics Compared by Year.....	35
Figure 28: Economic Development .....	36
Figure 29: Economic Development Compared by Year.....	37
Figure 30: Frequency of Shopping in Wheat Ridge .....	38
Figure 31: Frequency of Shopping in Wheat Ridge Compared by Year .....	38
Figure 32: Reasons for Shopping Outside of Wheat Ridge Compared by Year .....	39
Figure 33: Support for or Opposition to Mixed-use Development.....	40
Figure 34: Familiarity with City Revitalization Plans .....	41
Figure 35: Familiarity with City Revitalization Plans Compared by Year .....	41
Figure 36: Support for or Opposition to City Revitalization Plans .....	42
Figure 37: Support for or Opposition to City Revitalization Plans Compared by Year .....	42
Figure 38: Familiarity with City's Long-Range Planning Efforts.....	43
Figure 39: Support for or Opposition to Transit-oriented Development.....	44
Figure 40: Support for or Opposition to Transit-oriented Development.....	44
Figure 41: Support for or Opposition to Single Trash Hauler.....	45
Figure 42: Support for or Opposition to Traffic Enforcement Cameras.....	46
Figure 43: Support for or Opposition to Traffic Enforcement Cameras.....	46
Figure 44: Information Sources.....	47
Figure 45: Information Sources Compared by Year .....	48

## EXECUTIVE SUMMARY

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### Survey Background and Methods

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. This is the third iteration of the survey.

The Wheat Ridge Citizen Survey was administered by mail to a random sample of 3,000 residents of Wheat Ridge. About 6% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,814 households that received the survey, 1,065 respondents completed a survey, providing a response rate of 38%.

The margin of error for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (1,065). For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Comparisons are made between 2008 responses and those from prior years, when available. Wheat Ridge also elected to have its results compared to those of other jurisdictions around the nation and in the Front Range, comparisons made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties.

### Survey Findings

In general, residents gave positive ratings to the different aspects of quality of life and the overall quality of life in Wheat Ridge, which was similar to survey findings in 2006. Wheat Ridge as a place to live and as a place to retire were rated above the national benchmark while the overall quality of life was lower than ratings given across the nation. When compared to other jurisdictions across the Front Range, Wheat Ridge as a place to retire was higher than the benchmark while all other aspects of quality life were below the average in the Front Range.

Half of respondents expected the quality of life in the city to improve over the next five years while about one-quarter each felt that it would stay the same or decline. While this was similar to ratings given in 2006, the trend over time suggests that more residents each year may be expecting their quality of life to improve.

For the first time in 2008, residents were asked to rate the overall quality of City services. Three-quarters of respondent thought the overall quality of services was "excellent" or "good." This was similar to ratings given across the nation and in the Front Range. The quality of most services was viewed as "good" or better by at least half of respondents. Those services receiving top quality ratings were recreation facilities, recreation programs, police response time to emergency police

calls and maintenance of existing city parks, which also were among the top rated services in 2006. Among those who had an opinion, code enforcement; community/public art; land use, planning and zoning; and business expansion and recruitment programs received the lowest quality ratings, although high proportions of respondents answered “don’t know” about most of these services. Most service ratings were similar to those given in 2006.

Eighteen of the 21 services were available for comparison to the national benchmarks; nine services were higher than the national average. Of the 14 services compared to the Front Range, six were above the ratings given by residents of other Front Range jurisdictions.

After rating the quality of each service, residents were asked to rate its importance. Most services were seen as at least “somewhat” important by a majority of respondents. Those reported to be most important to residents were police response time to emergency police calls, general police services, police response time to non-emergency police calls and street repair and maintenance.

While most of the services listed were thought to be “essential” or “somewhat” important by a majority of respondents, some of the relatively more important services received lower quality ratings, including street repair and maintenance and snow removal. Street repair was rated higher than the national average although snow removal was rated lower than the national benchmark. Typically, this would denote an area on which the city should focus; however, it should be noted that all snow removal ratings in the Front Range were lower after the 2007 blizzards.

Overall, residents reported feeling safe in and around Wheat Ridge. Respondents felt the safest in recreation centers and in their home and least safe on the trail system. Ratings were similar to those provided by respondents in 2006. Safety at home, in their neighborhood and on parks and playgrounds was higher than that reported across the nation.

Moderate levels of participation in activities in Wheat Ridge were reported by respondents. Most Wheat Ridge residents had dined at a Wheat Ridge restaurant, used a city park or trail or used a city bike/pedestrian path. Fewer residents reported attending a meeting of local elected officials or other local public meeting, participating in a senior program or using A-line service to DIA. Levels of participation in nearly all activities have remained stable over time.

The quality of several aspects of transportation was captured on the survey. Between half and two-thirds of respondents felt each aspect was “good” or better. Results in 2008 were similar to those in 2006; however, fewer residents felt that the condition of city streets was “excellent” or “good” in 2008 than in 2006. Of the four aspects of transportation available for comparison to the benchmarks, three were higher than the national average and two were above the Front Range benchmark.

Of the list of 17 potential problems facing the City, one-third or more of respondents thought each was at least a “minor” problem. As in 2006, vandalism, crime and graffiti topped the list with nearly all respondents stating they were at least a “minor” problem. The availability of bike paths, parks and recreation programs were thought of as less of a problem. While most ratings of potential problems remained the same compared to 2006, lack of growth and availability of bike paths were viewed as more of a problem in 2008 than in 2006.

Overall, residents rated Wheat Ridge government favorably. The overall city government performance was said to be “good” or better by a slight majority of respondents, although a high proportion of respondents said “don’t know” to this question. Results for the overall government performance were similar to 2006 survey ratings and were above both the national and Front Range benchmarks.

Residents agreed with most statements regarding public trust, although a smaller proportion at least “somewhat” agreed that they felt well informed on major issues within the City. Ratings were similar when compared to previous survey years; however, fewer respondents in 2008 agreed that they felt informed on major issues with Wheat Ridge than in 2006. Where comparisons were available, most were above the national and Front Range benchmarks.

Of those respondents who had contact with a City employee, most rated each characteristic of the employee with whom they had contact favorably. Similar to 2006 ratings, Wheat Ridge employees’ courtesy and knowledge were regarded highly along with the employees’ responsiveness and residents’ overall impression. Slightly fewer respondents felt that the employee made them feel valued. Most comparisons to the national benchmark were higher than average while comparisons to the Front Range were similar.

In order to plan and budget for future development in Wheat Ridge, several survey questions were asked to gauge residents’ opinion on such topics. Eight in 10 or more respondents agreed with each statement regarding economic development in the City, including revitalization efforts, efforts to recruit and attract new types of retail, and strengthening the community’s image and identity. Residents voiced similar levels of agreement in 2006.

In general, survey respondents most frequently made purchases at Wheat Ridge grocery stores, stores geared toward meals and entertainment and stores carrying household items. Computer and electronic stores in Wheat Ridge were visited less frequently. The frequency of shopping at Wheat Ridge stores in 2008 was similar to 2006. The reasons mentioned most for shopping outside of the city were that the desired item was not available in Wheat Ridge or residents wanted to visit a mall or other major retailer. Mixed-use residential, commercial and retail development in Wheat Ridge was supported by a majority of residents.

While only about one-third of respondents stated that they were familiar with Wheat Ridge 2020 (WR2020) and Neighborhood Revitalization Strategies (NRS), more residents in 2008 said they were familiar with WR2020 than in 2006. Support for these initiatives was high, although about one-third of respondents answered “don’t know” when rating their level of support for or opposition to these City revitalization plans.

A small number of respondents were familiar with the City’s long-range planning efforts. Half reported they were “very” unfamiliar with the City’s comprehensive plan and sub-area planning. Most residents supported retail and office space development around transit areas, while just over half supported housing development in transit areas. About one-quarter of residents neither supported nor opposed each of the three types of transit-oriented development.

Respondents were split about whether or not they supported or opposed the City having a single trash hauler. A similar proportion of respondents “strongly” supported and “strongly” opposed this issue. Half of residents supported the City implementing photo red light (to minimize the running of red lights). Residents were split about photo radar to control speed with just under half supporting this idea.

As in 2006, word of mouth and television news were among the top sources of information used for news about Wheat Ridge. City “Connections” Newsletter and the *Denver Post / Rocky Mountain News* also were used at least once in the last 12 months by a majority of respondents for information about the City. The least commonly used source was the City’s Web site; however, more people reported using this source in 2008 than in 2006.

## SURVEY BACKGROUND

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### 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.

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

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

The baseline Wheat Ridge Citizen Survey was conducted in 2004. This is the third 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 Methods

The Wheat Ridge Citizen Survey was administered by mail to a representative sample of 3,000 residents of Wheat Ridge. Each household received three mailings beginning in April. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, the survey mailings were sent to residents, which contained a letter from the Mayor inviting the household to participate in the 2008 Wheat Ridge Citizen Survey, a five-page questionnaire and self-mailing envelope. The survey instrument itself appears in *Appendix F: Survey Instrument*.

About 6% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,814 households that received the survey, 1,065 respondents completed a survey, providing a response rate of 38%.

Survey results were weighted so that the gender, age and housing unit type of respondents were represented in the proportions reflective of the entire city. (For more information see *Appendix B: 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 (1,065). For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

### “Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix C: Complete Set of Survey Frequencies* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

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

### Comparing Survey Results

Because this survey was the third in a series of citizen surveys, the 2008 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are greater than five percentage points. Trend data for Wheat Ridge represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

National and Front Range normative comparisons also have been included in the report when available (jurisdictions to which Wheat Ridge was compared nationally and in the Front Range can be found in *Appendix E: Jurisdictions Included in Benchmark Comparisons*). Selected survey results were compared to certain demographic characteristics of survey respondents and are presented as *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics*.

## Comparing to Other Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, police protection tends to be better received than pothole repair by residents of most American cities. Where possible, the better comparison is not from one service to another in Wheat Ridge, but from Wheat Ridge services to services like them provided by other jurisdictions.

### *National Normative Database*

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

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

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

### *The Role of Comparisons*

Normative comparisons are used for benchmarking. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little

meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how residents’ ratings of fire service compare to opinions about fire service in other communities.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes and keeps the crime rate low – still has a problem to fix if the residents in the city it intends to protect believe services are not very good compared to ratings given by residents in other cities to their own objectively “worse” departments.

The normative data can help that police department – or any city department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. We recommend that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the normative database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions). Most commonly (including in this report), comparisons are made to all jurisdictions. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

### *Comparison of Wheat Ridge to the Normative Database*

Normative comparisons have been provided when similar questions on the Wheat Ridge survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Where comparisons are available, Wheat Ridge results are noted as being “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 Wheat Ridge’s rating to the benchmark.

## QUALITY OF LIFE AND COMMUNITY

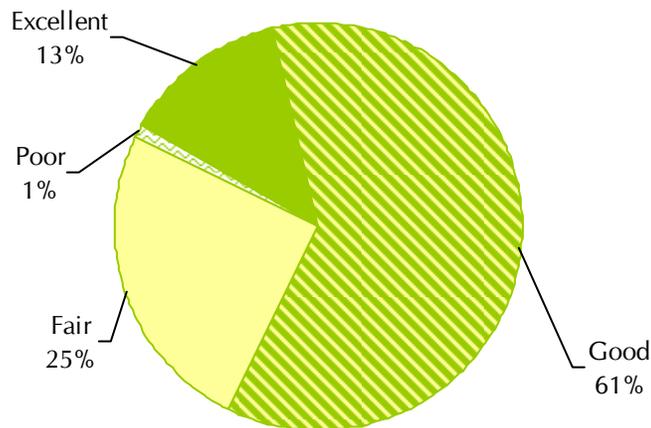
Wheat Ridge residents were asked to rate several different aspects of quality of life including their overall quality of life. One in 10 residents (13%) felt their overall quality of life was “excellent,” 61% said it was “good” and one-quarter said “fair.” Only 1% of survey respondents reported the overall quality of life in Wheat Ridge as “poor.”

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

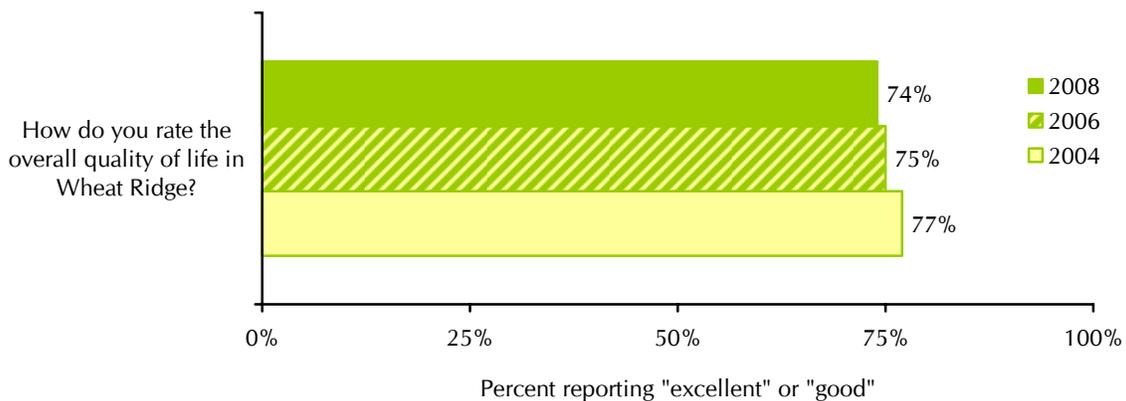
When compared to 2006, respondents provided similar ratings to the overall quality of life (74% said “excellent” or “good” in 2008 versus 75% in 2006).

Select survey questions were compared by respondent characteristics. Renters were more likely to give favorable ratings to the overall quality of life than homeowners. A higher proportion of older respondents gave positive ratings to overall quality of life than their younger counterparts. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 1: Overall Quality of Life**



**Figure 2: Overall Quality of Life Compared by Year**



Survey respondents were asked to rate the quality of six aspects of quality of life in Wheat Ridge. More than 8 in 10 residents (86%) said that Wheat Ridge was an “excellent” or “good” place to live. Three-quarters of respondents rated their neighborhood as a place to live and Wheat Ridge as a place to raise children as “excellent” or “good” (77% and 74%, respectively). Wheat Ridge as a place to retire was viewed as at least “good” by 68% of participants.

For the first time in 2008, survey respondents were asked to rate the quality of Wheat Ridge as a place to work; 55% said it was “excellent” or “good.” Sixteen percent rated Wheat Ridge as a place to work as “poor.” The lowest rating among the six aspects was given to the physical attractiveness of the city with about half of residents (48%) stating it was at least “good.” (Please note that a high proportion of respondents said “don’t know” to Wheat Ridge as a place to raise children (23%) and Wheat Ridge as a place to work (42%). Results presented in the body of the report are for those who had an opinion. See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

Each of the six aspects of quality of life was compared to the national and Front Range benchmarking data. Wheat Ridge as a place to live and as a place to retire were rated above the national norm. Two aspects were similar to the national benchmark: the City as a place to raise children and as a place to work. Neighborhood as a place to live and the physical attractiveness of Wheat Ridge received ratings lower than those in other jurisdictions across the country.

When compared to the Front Range, Wheat Ridge as a place to retire was rated higher than ratings given by residents in other Front Range jurisdictions. All other aspects of quality of life were rated below the Front Range benchmark.

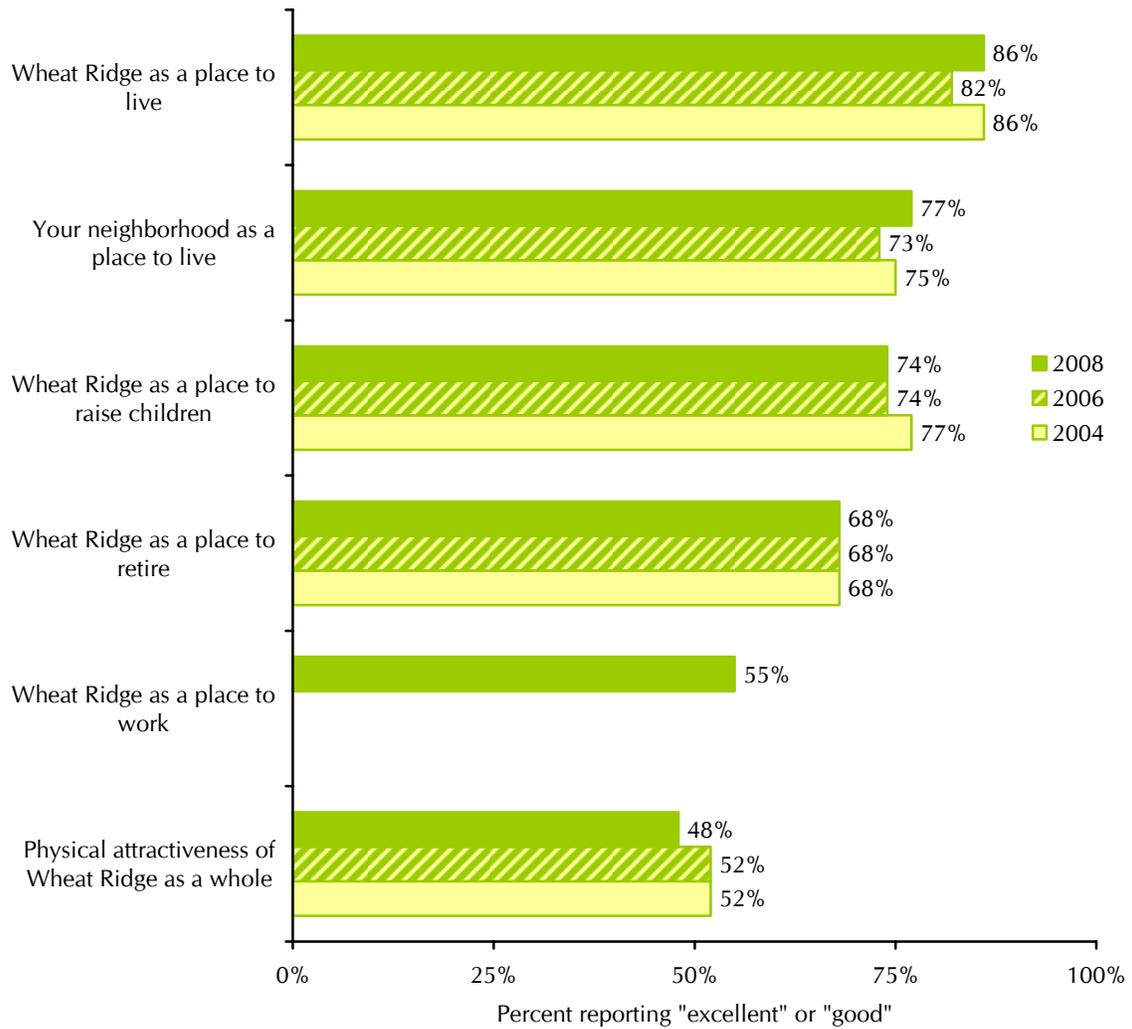
Ratings given to aspects of quality of life in 2008 were similar to those given in 2006.

When compared by respondent characteristics, homeowners gave less positive ratings to Wheat Ridge as a place to retire and the physical attractiveness of Wheat Ridge than renters. Generally, older residents gave more positive ratings to aspects of quality of life than younger residents. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 3: Quality of Life Ratings**

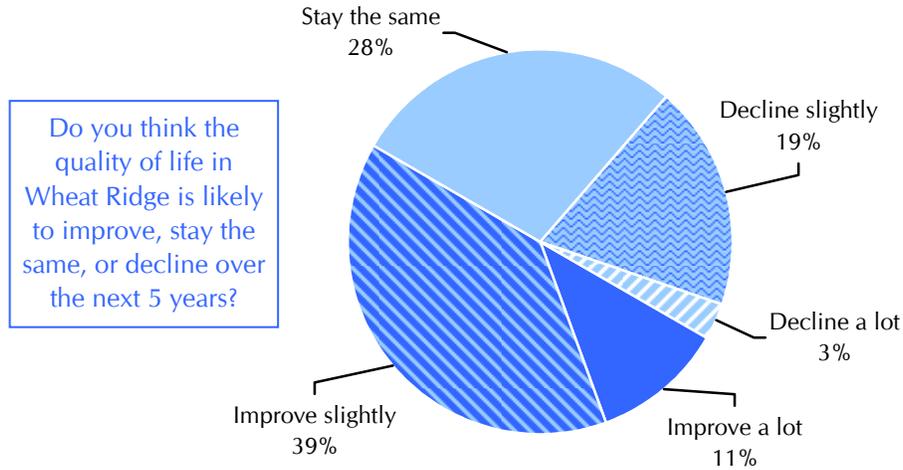
Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
How do you rate Wheat Ridge as a place to live?	25%	61%	13%	1%	100%	Above	Below
How do you rate your neighborhood as a place to live?	22%	55%	20%	3%	100%	Below	Below
How do you rate Wheat Ridge as a place to raise children?	19%	55%	23%	3%	100%	Similar	Below
How do you rate Wheat Ridge as a place to retire?	23%	45%	25%	7%	100%	Above	Above
How do you rate Wheat Ridge as a place to work?	14%	41%	29%	16%	100%	Similar	Below
How would you rate the physical attractiveness of Wheat Ridge as a whole?	11%	37%	42%	9%	100%	Below	Below

Figure 4: Quality of Life Ratings Compared by Year

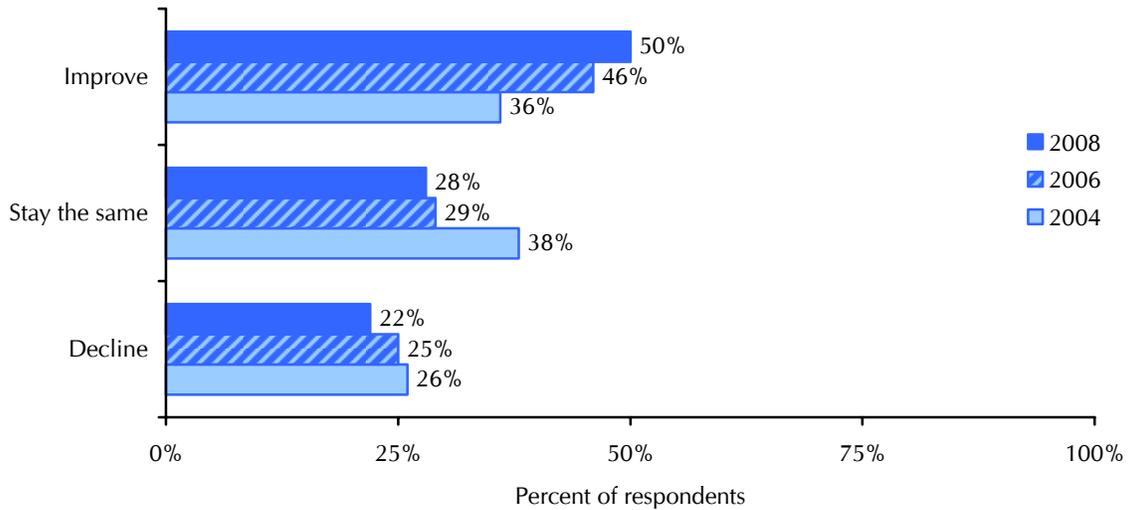


When asked if they thought the quality of life in Wheat Ridge would improve, stay the same or decline over the next five years, half of respondents felt that it would improve “a lot” or improve “slightly.” One-quarter of residents felt the overall quality of life would “stay the same” (28%) or decline (22%) over the next five years. This is similar to ratings given in 2006; however, the trend over time suggests that more residents each year may be expecting their quality of life to improve.

**Figure 5: Quality of Life in Wheat Ridge Over Next Five Years**



**Figure 6: Quality of Life in Wheat Ridge Over Next Five Years Compared by Year**



## EVALUATION OF CITY SERVICES

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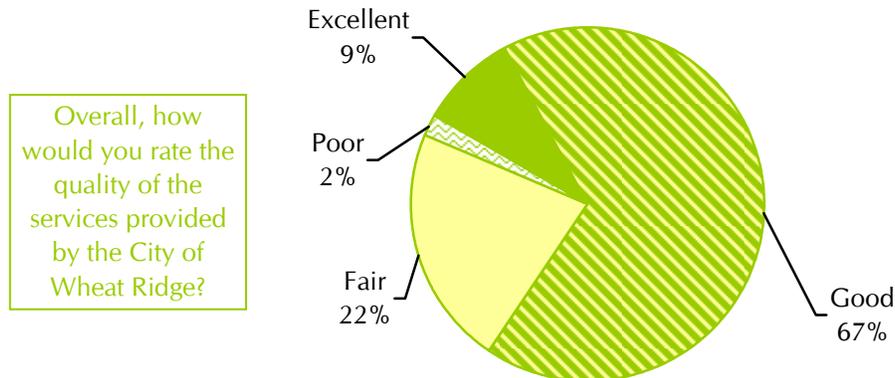
Survey respondents were given a list of 21 services provided to Wheat Ridge residents. Participants were asked to first rate the quality of each service and then asked to rate the importance of each service. Following the list of services, for the first time in 2008, residents were asked to rate the overall quality of City services.

### Overall Quality of City Services

Three-quarters of respondents felt the overall quality of City services was “excellent” or “good” (76%). One in five felt that it was “fair” and only 2% said the overall quality of services was “poor.” Wheat Ridge residents rated the overall quality of City services similar to the national and Front Range benchmarks.

Survey participants residing in attached units were more likely to give favorable ratings to the overall quality of services provided by the City than were those who lived in detached units. Respondents age 18-34 gave less positive ratings to the overall quality of City services than did those 35 years and older. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 7: Overall Quality of City Services**



## Quality of City Services

The services that received the highest quality ratings were recreation facilities (85%), recreation programs (81%), police response time to emergency police calls (not code enforcement) (79%), maintenance of existing city parks (77%), maintenance of open space and trails (75%), general police services (73%) and services/programs for seniors (72%), each with 7 in 10 or more respondents saying these were “excellent” or “good.”

Fewer residents felt that the quality of code enforcement (45% said “excellent” or “good”); community/public art (45%); land use, planning and zoning (41%); and business expansion and recruitment programs (33%) was at least “good.”

(Please note that between 21% and 63% of residents responded “don’t know” when rating the quality of the following services: land use, planning and zoning; building permits; building inspections; recreation programs; community/public art; opportunities to participate in social events and activities; services/programs for youth; services/programs for seniors; municipal court; business expansion and recruitment programs; police response time to emergency police calls; and police response time to non-emergency police calls. See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

Eighteen of the 21 services were available for comparison to the national benchmarks. Nine services were rated above the national average: recreation facilities; recreation programs; maintenance of open space and trails; services/programs for seniors; services/programs for youth; municipal court; building permits; street repair and maintenance; and land use, planning and zoning. Maintenance of existing city parks; traffic enforcement; and building inspections received ratings similar to those given by residents in other jurisdictions across the nation. Services that received ratings lower than the national benchmark were general police services; snow removal; opportunities to participate in social events and activities; street cleaning; code enforcement (junk vehicles, weed control, trash, outside storage); and community/public art.

Of the 14 services available for comparison to the Front Range benchmarks, six were higher than the average: recreation facilities; recreation programs; services/programs for seniors; services/programs for youth; street repair and maintenance; and snow removal. Municipal court; maintenance of existing city parks; traffic enforcement; and building inspections were rated similarly to the Front Range benchmarks. Those services that received ratings lower than other jurisdictions in the Front Range were land use, planning and zoning; general police services; street cleaning; and code enforcement (junk vehicles, weed control, trash, outside storage).

Residents gave higher ratings to services/programs for youth in 2008 than in 2006 (65% said “excellent” or “good” in 2008 versus 54% in 2006). Snow removal (58% reporting “excellent” or “good” in 2008 versus 69% in 2006), street repair and maintenance (51% versus 58%) and business expansion and recruitment programs (33% versus 39%) were rated lower in 2008 than in 2006. Differences in snow removal ratings may be due, in part, to the blizzards in the winter of 2007, and this may be the first opportunity residents have had to express frustration about the extreme snowfall. Other Front Range jurisdictions also experienced significant decreases in snow removal ratings after the 2007 winter.

**Figure 8: Quality of City Services**

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Recreation facilities	34%	51%	13%	2%	100%	Above	Above
Recreation programs	27%	54%	16%	3%	100%	Above	Above
Police response time to emergency police calls (not code enforcement)	30%	49%	16%	4%	100%	Not available	Not available
Maintenance of existing city parks	18%	58%	20%	3%	100%	Similar	Similar
Maintenance of open space and trails	20%	55%	22%	3%	100%	Above	Not available
General police services	17%	56%	20%	7%	100%	Below	Below
Services/programs for seniors	18%	54%	24%	4%	100%	Above	Above
Traffic enforcement	10%	60%	23%	8%	100%	Similar	Similar
Police response time to non-emergency police calls (not code enforcement)	20%	49%	23%	9%	100%	Not available	Not available
Municipal court	9%	57%	28%	6%	100%	Above	Similar
Services/programs for youth	13%	51%	27%	8%	100%	Above	Above
Opportunities to participate in social events and activities	10%	49%	32%	9%	100%	Below	Not available
Snow removal	14%	44%	29%	13%	100%	Below	Above
Street cleaning	9%	49%	31%	11%	100%	Below	Below
Building inspections	10%	47%	30%	13%	100%	Similar	Similar
Building permits	8%	48%	35%	8%	100%	Above	Not available
Street repair and maintenance	6%	44%	39%	10%	100%	Above	Above
Community/public art	7%	39%	35%	19%	100%	Below	Not available
Code enforcement (junk vehicles, weed control, trash, outside storage)	8%	37%	30%	25%	100%	Below	Below
Land use, planning and zoning	6%	35%	42%	17%	100%	Above	Below
Business expansion and recruitment programs	6%	28%	39%	28%	100%	Not available	Not available

**Figure 9: Quality of City Services Compared by Year**

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

\*Percent reporting "excellent" or "good"

## Importance of City Services

In addition to rating the quality of City services, residents also were asked to rate the importance of each service. As in previous years, the services viewed as most important by Wheat Ridge residents were police response time to emergency police calls (97% stated “essential” or “very important”), general police services (91%), police response time to non-emergency police calls (88%) and street repair and maintenance (86%). Maintenance of existing city parks, snow removal, maintenance of open space and trails and services/programs for youth also were thought to be “essential” or “very important” by 8 in 10 or more participants (85%, 83%, 82% and 81%, respectively). Those services that were of less importance to residents were street cleaning (55% said at least “very important”), opportunities to participate in social events and activities (49%) and community/public art (46%). One in 10 respondents felt that community/public art was “not at all” important. (See the figure on the following page.)

(Please note that a high percentage of respondents said they did not know how to rate the importance of building permits (30% said “don’t know”), building inspections (27%), municipal court (23%) and business expansion and recruitment programs (25%). See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

More residents in 2008 felt that snow removal and community/public art were at least “very important” than in 2006. A smaller proportion of respondents rated building inspections as “essential” or “very important” in 2008 than in 2006. (See the figure on page 19.)

**Figure 10: Importance of City Services**

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Essential	Very important	Somewhat important	Not at all important	Total
Police response time to emergency police calls (not code enforcement)	69%	28%	3%	0%	100%
General police services	53%	38%	9%	0%	100%
Police response time to non-emergency police calls (not code enforcement)	42%	46%	12%	0%	100%
Street repair and maintenance	31%	55%	14%	0%	100%
Maintenance of existing city parks	25%	60%	14%	1%	100%
Snow removal	38%	45%	17%	0%	100%
Maintenance of open space and trails	27%	55%	18%	1%	100%
Services/programs for youth	29%	51%	17%	3%	100%
Municipal court	29%	49%	20%	2%	100%
Services/programs for seniors	25%	52%	20%	3%	100%
Traffic enforcement	26%	50%	22%	1%	100%
Land use, planning and zoning	27%	49%	23%	1%	100%
Recreation facilities	23%	53%	23%	1%	100%
Business expansion and recruitment programs	28%	45%	25%	3%	100%
Recreation programs	22%	50%	25%	3%	100%
Building inspections	24%	47%	28%	1%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	48%	28%	3%	100%
Building permits	20%	44%	33%	2%	100%
Street cleaning	13%	42%	42%	2%	100%
Opportunities to participate in social events and activities	12%	37%	44%	7%	100%
Community/public art	12%	34%	44%	10%	100%

**Figure 11: Importance of City Services Compared by Year**

Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	2008*	2006*	2004*
Police response time to emergency police calls (not code enforcement)	97%	97%	97%
General police services	91%	94%	94%
Police response time to non-emergency police calls (not code enforcement)	88%	89%	87%
Street repair and maintenance	86%	87%	86%
Maintenance of existing city parks	85%	83%	77%
Snow removal	83%	77%	82%
Maintenance of open space and trails	82%	77%	74%
Services/programs for youth	81%	83%	81%
Municipal court	78%	79%	78%
Traffic enforcement	77%	78%	82%
Services/programs for seniors	77%	79%	76%
Land use, planning and zoning	76%	NA	NA
Recreation facilities	76%	75%	74%
Business expansion and recruitment programs	73%	75%	66%
Recreation programs	72%	71%	69%
Building inspections	71%	77%	70%
Code enforcement (junk vehicles, weed control, trash, outside storage)	69%	72%	67%
Building permits	64%	68%	65%
Street cleaning	55%	53%	55%
Opportunities to participate in social events and activities	49%	NA	NA
Community/public art	46%	38%	NA

\*Percent reporting "essential" or "very important"

## Balancing Quality and Importance

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

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

Ratings of importance were compared to ratings of quality (see the figure on the next page). Services were classified as “more important” if they were rated as “essential” or “very important” by 77% or more of respondents. Services were rated as “less important” if they received a rating of less than 77%. Services receiving quality ratings of “excellent” or “good” by 65% or more of respondents were considered of “higher quality” and those with ratings lower than 65% positive or at least “good” were considered to be of “lower quality.” This classification divided the services in half.

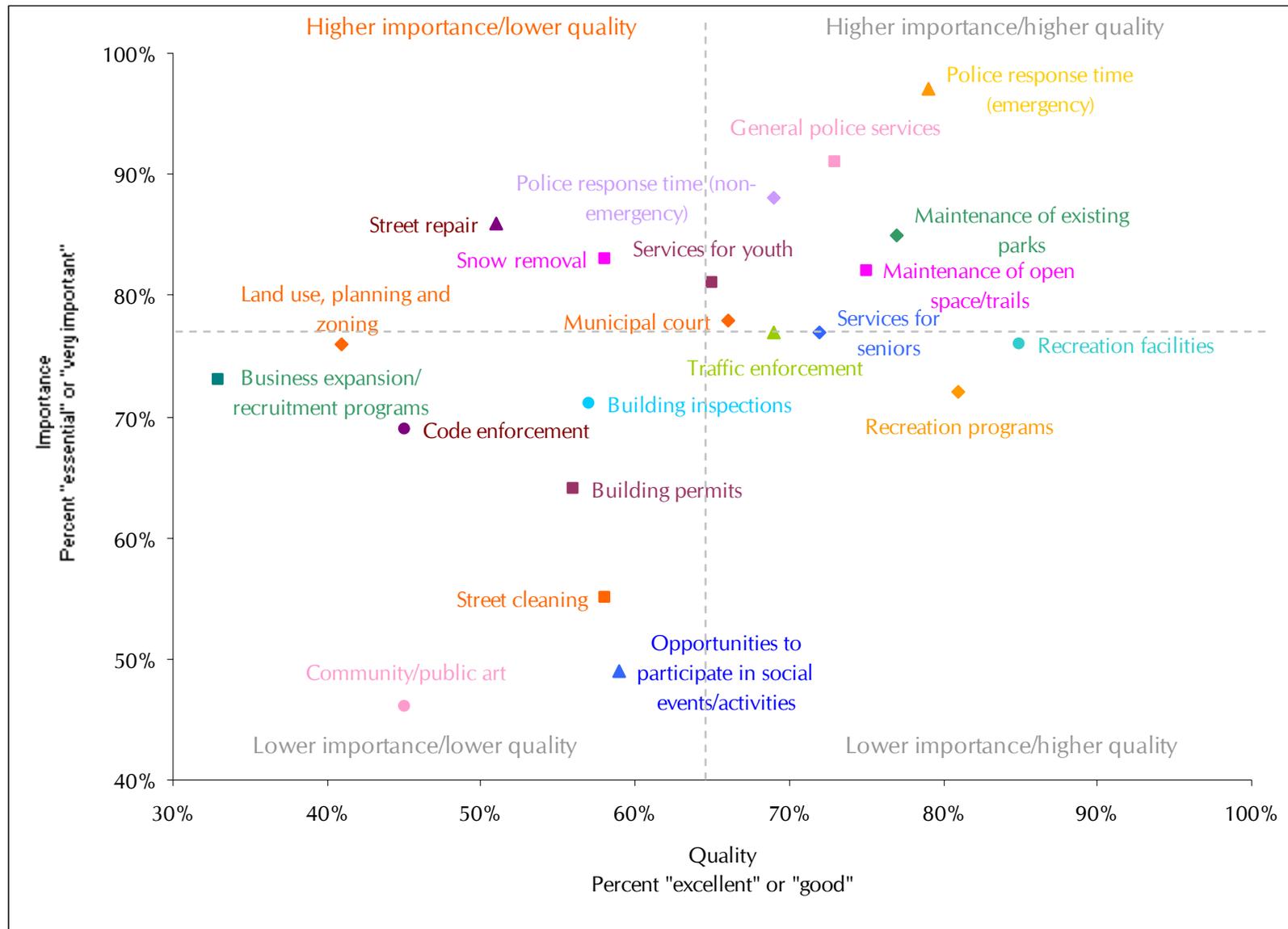
Services that were categorized as higher in importance and lower in quality were street repair and snow removal. Street repair was rated above the national average and snow removal received ratings below the national benchmark. Typically, services that are relatively higher in importance and lower in quality but with ratings that are lower than the benchmarks would be potential areas the City could improve upon. While snow removal in Wheat Ridge meets this criterion, due to the blizzards in 2007 and the trends seen in other Front Range jurisdictions, we have found lower than benchmark ratings in snow removal for all Front Range communities. Consequently, snow removal may be a service whose rating readjusts naturally as time passes.

Higher importance and higher quality: police response time to emergency police calls (not code enforcement); police response time to non-emergency police calls (not code enforcement); general police services; maintenance of existing city parks; maintenance of open space and trails; municipal courts; services for seniors; services for youth; and traffic enforcement.

Lower importance and lower quality: business expansion and recruitment programs; building inspections; building permits; street cleaning; community/public art; land use, planning and zoning; code enforcement (junk vehicles, weed control, trash, outside storage); opportunities to participate in social events and activities.

Lower importance and higher quality: recreation facilities and recreation programs.

Figure 12: Balancing Quality and importance



## SAFETY IN WHEAT RIDGE

Overall, Wheat Ridge residents reported feeling safe in the community. About 9 in 10 residents reported feeling “very” or “somewhat” safe at recreation centers (92%) and in their home (88%). Four in five respondents said they felt at least “somewhat” safe in retail/commercial areas (83%), in their neighborhood (83%) and in parks and playgrounds (82%). Fewer residents (70%) noted that they felt “very” or “somewhat” safe on the trail system.

Three of the six areas of safety were available for comparison to the national benchmarks. Safety at home, in their neighborhood and in parks and playgrounds were each rated higher than other jurisdictions across the country. Front Range comparisons were not available.

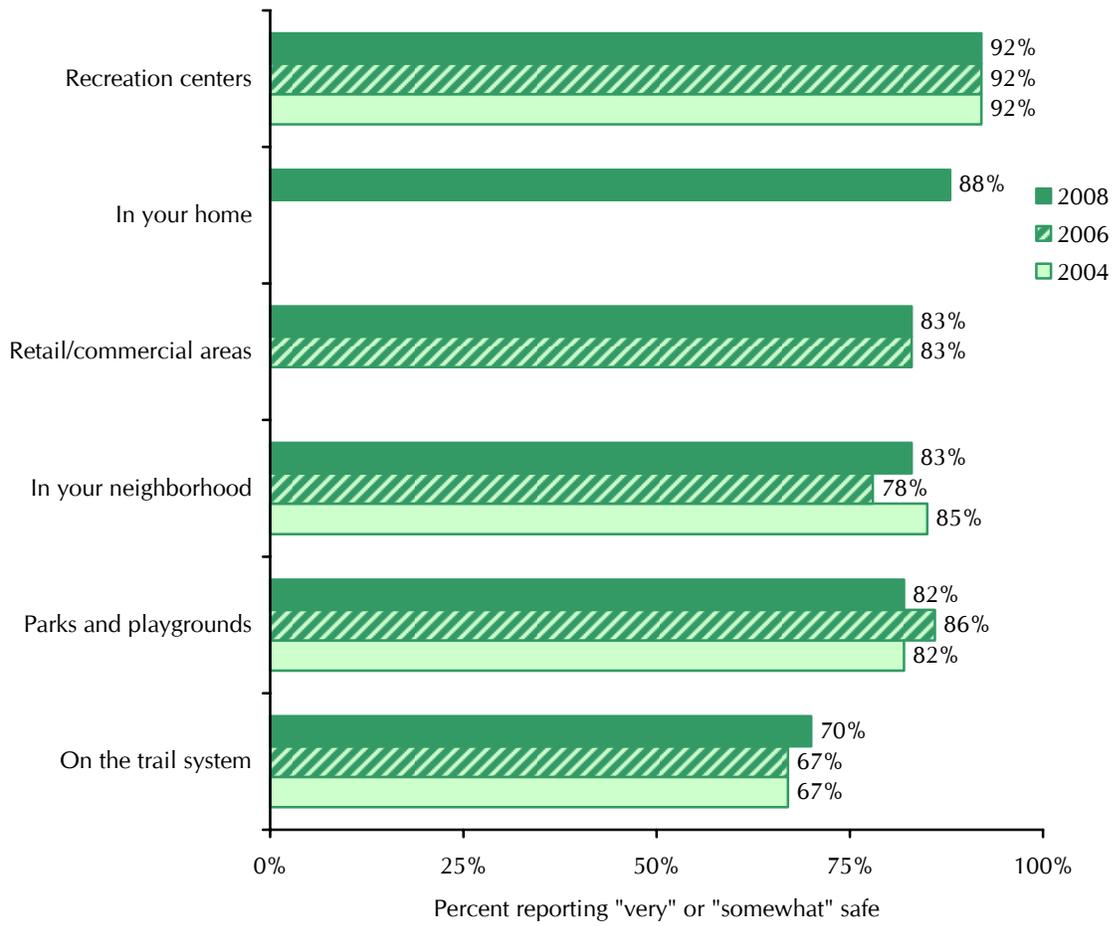
When compared to 2006 results, a higher proportion of residents reported feeling safe in their neighborhood in 2008 (78% said “very” or “somewhat” safe in 2006 versus 83% in 2008), which was similar to 2004 ratings. Other ratings of aspects of safety were similar to 2006.

Residents who lived in detached housing units felt safer in their home than did those living in attached units. Younger residents age 18-34 felt safer at recreation centers than older residents. Respondents who were White felt less safe on the trail system than those who were not White. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 13: Safety in Public Areas**

Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Front Range comparison
Recreation centers	65%	28%	6%	1%	0%	100%	Not available	Not available
In your home	54%	35%	5%	6%	1%	100%	Above	Not available
Retail/commercial areas	34%	49%	13%	3%	1%	100%	Not available	Not available
In your neighborhood	36%	46%	6%	10%	1%	100%	Above	Not available
Parks and playgrounds	39%	43%	11%	7%	0%	100%	Above	Not available
On the trail system	23%	46%	17%	10%	3%	100%	Not available	Not available

Figure 14: Safety in Public Areas Compared by Year



## COMMUNITY PARTICIPATION

Wheat Ridge residents reported moderate participation in activities in and around their community. A majority of respondents (92%) said they had dined at a Wheat Ridge restaurant other than fast food at least once in the past 12 months; one in five said they had done this more than 26 times in the past 12-month period. Eight in 10 noted they had used a city park or trail at least once in the last 12 months with one-quarter saying they had participated in this activity more than 26 times. Seventy-six percent of survey participants said they had used a city bike/pedestrian path in the last 12 months (22% reported doing this more than 26 times).

Activities in which fewer Wheat Ridge residents reported participating were using A-line service to DIA (89% said they had never done this in the last 12 months), participating in a senior program (80%), attending a meeting of local elected officials or other local public meeting (73%), and visiting the Community/Senior Center (67%).

When compared to the 2006 survey results, a higher proportion of residents reported riding an RTD bus (44% said at least once in the last 12 months in 2008 versus 36% in 2006) and attending a meeting of local elected officials or other local public meeting (27% in 2008 versus 22% in 2006). However, frequency of use of both of these services returned to 2004 levels. Use of other activities in 2008 remained the same as in 2006. See the figure on the following page for by year comparisons.

**Figure 15: 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 (other than fast food)	8%	16%	38%	21%	18%	100%
Used a city park or trail	15%	17%	28%	16%	24%	100%
Used a city bike/pedestrian path	24%	14%	24%	16%	22%	100%
Used Wheat Ridge recreation centers	36%	22%	21%	10%	11%	100%
Used the Wheat Ridge library	46%	21%	17%	8%	9%	100%
Participated in a recreation program or activity	56%	19%	15%	5%	5%	100%
Watched a meeting of local elected officials on cable television	56%	19%	17%	6%	2%	100%
Rode an RTD bus	56%	15%	11%	7%	11%	100%
Visited the Community/Senior Center	67%	18%	10%	3%	3%	100%
Attended a meeting of local elected officials or other local public meeting	73%	19%	7%	1%	0%	100%
Participated in a senior program	80%	9%	6%	3%	2%	100%
Used A-line service to DIA	89%	6%	4%	0%	0%	100%

**Figure 16: Participation in Activities Compared by Year**

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

*\*Percent reporting at least once in the last year*

## COMMUNITY ISSUES

### Transportation

As in previous survey years, participants were asked to rate the quality of different aspects of transportation in the City of Wheat Ridge. Six in 10 or more respondents felt that the ease of car travel in the city, the condition of city streets and the ease of bus travel in the city were “excellent” or “good” (65%, 61% and 60%, respectively). Just over half of residents (56%) reported the ease of walking in the city as at least “good”; 16% said it was “poor.” Forty-seven percent of respondents said that mass transit planning was “excellent” or “good” with more than 1 in 10 rating this aspect of transportation as “poor.”

(Please note that 35% of respondents said “don’t know” to the following aspects of transportation: mass transit planning and ease of bus travel in the city. See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

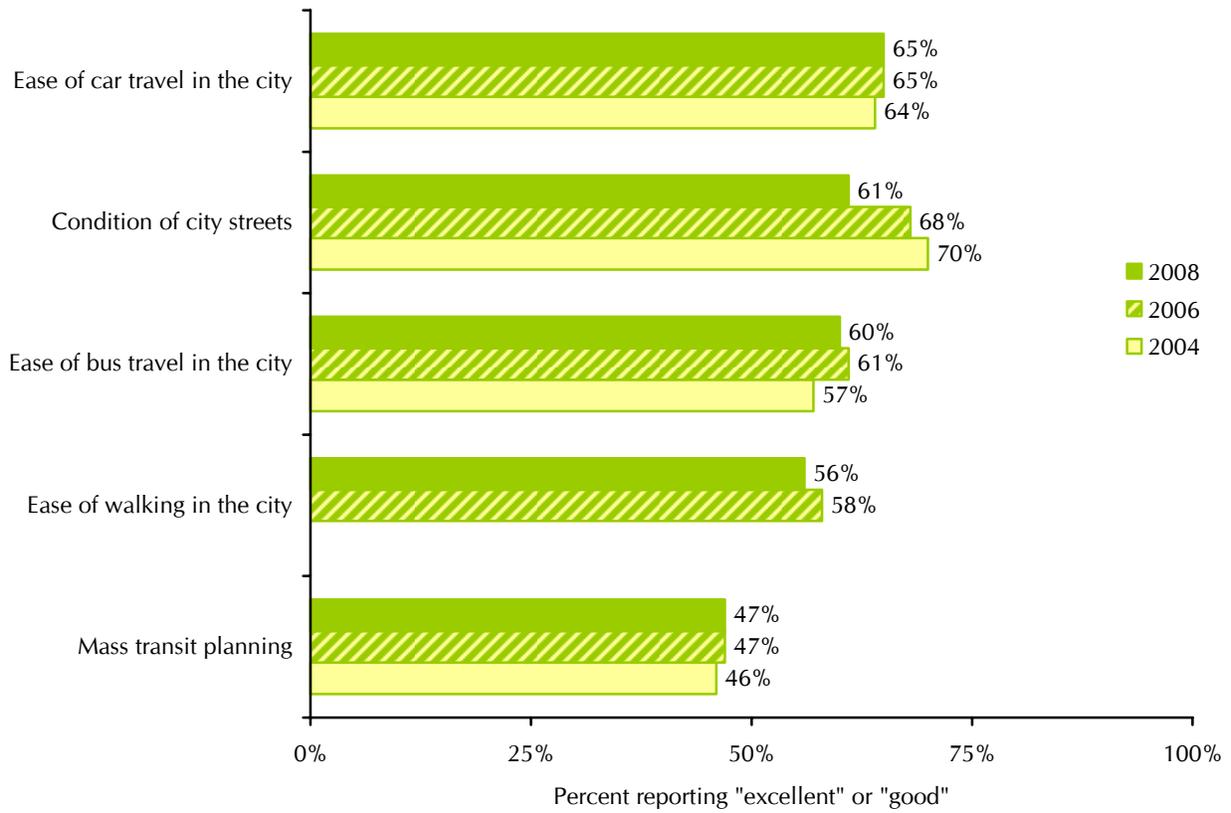
Comparisons to the national and Front Range benchmarks were available for four of the five aspects of transportation. Ease of car travel in the city, condition of city streets and ease of bus travel in the city received ratings higher than the national average. Ease of walking in the city was rated below the national benchmark. When compared to other jurisdictions in the Front Range, ease of car travel in the city and ease of bus travel in the city were rated above the benchmark. The condition of city streets and ease of walking in the city were lower than ratings given by residents in other jurisdictions in the Front Range.

In 2008, the condition of city streets was rated lower than in 2006 (61% said “excellent” or “good” in 2008 versus 68% in 2006). See the figure on the following page.

**Figure 17: Aspects of Transportation**

Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Ease of car travel in the city	13%	52%	29%	6%	100%	Above	Above
Condition of city streets	6%	55%	32%	7%	100%	Above	Below
Ease of bus travel in the city	14%	47%	30%	10%	100%	Above	Above
Ease of walking in the city	10%	47%	28%	16%	100%	Below	Below
Mass transit planning	7%	40%	36%	16%	100%	Not available	Not available

Figure 18: Ratings of Aspects of Transportation Compared by Year



## Potential Problems

Survey respondents were provided a list of 17 potential problems facing the City and asked to what degree, if at all, each was a problem in Wheat Ridge. As in previous survey years, vandalism, crime and graffiti topped the list of potential problems with 9 in 10 saying each of these was at least a “minor” problem (93%, 92% and 90%, respectively). Of these three potential problems, one in five residents felt vandalism (17%) and graffiti (21%) were “major” problems. Residents also voiced strong concerns about juvenile problems, drugs, run down buildings, traffic congestion, the condition of properties and the maintenance and condition of homes; between 81% and 88% of respondents felt these were at least a “minor” problem.

Respondents felt that the availability of bike paths, availability of parks and availability of recreation programs were less problematic, with more than half stating these were “not a problem.” (Please note that between 20% and 43% of respondents answered “don’t know” when rating the following potential problems: drugs, too much growth, lack of growth, juvenile problems and the availability of affordable housing. See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

Two areas were seen as more of a problem in 2008 than in 2006: lack of growth (70% said at least a “minor” problem in 2008 versus 61% in 2006) and the availability of bike paths (41% in 2008 versus 35% in 2006). See the figure on the following page.

**Figure 19: Potential Problems in Wheat Ridge**

To what degree, if at all, are the following problems in Wheat Ridge:	Not a problem	Minor problem	Moderate problem	Major problem	Total
Vandalism	7%	34%	42%	17%	100%
Crime	8%	35%	47%	9%	100%
Graffiti	10%	34%	35%	21%	100%
Juvenile problems	12%	40%	32%	16%	100%
Drugs	13%	29%	37%	21%	100%
Run down buildings	13%	34%	35%	18%	100%
Traffic congestion	16%	33%	33%	17%	100%
Condition of properties (weeds, trash, junk vehicles)	16%	38%	32%	14%	100%
Maintenance and condition of homes	19%	41%	31%	9%	100%
Taxes	26%	31%	32%	11%	100%
Availability of affordable housing	27%	27%	27%	19%	100%
Lack of growth	30%	29%	25%	16%	100%
Availability of sidewalks	38%	31%	19%	12%	100%
Too much growth	43%	31%	19%	7%	100%
Availability of bike paths	59%	28%	8%	5%	100%
Availability of parks	64%	24%	9%	3%	100%
Availability of recreation programs	64%	23%	10%	2%	100%

**Figure 20: Potential Problems Compared by Year**

To what degree, if at all, are the following problems in Wheat Ridge:	2008*	2006*	2004*
Vandalism	93%	94%	91%
Crime	92%	94%	90%
Graffiti	90%	90%	87%
Juvenile problems	88%	91%	90%
Drugs	87%	91%	86%
Run down buildings	87%	87%	85%
Traffic congestion	84%	85%	85%
Condition of properties (weeds, trash, junk vehicles)	84%	87%	81%
Maintenance and condition of homes	81%	80%	74%
Taxes	74%	69%	69%
Availability of affordable housing	73%	75%	76%
Lack of growth	70%	61%	58%
Availability of sidewalks	62%	59%	56%
Too much growth	57%	60%	61%
Availability of bike paths	41%	35%	38%
Availability of parks	36%	33%	35%
Availability of recreation programs	36%	35%	36%

\*Percent reporting at least a "minor" problem

## PUBLIC TRUST

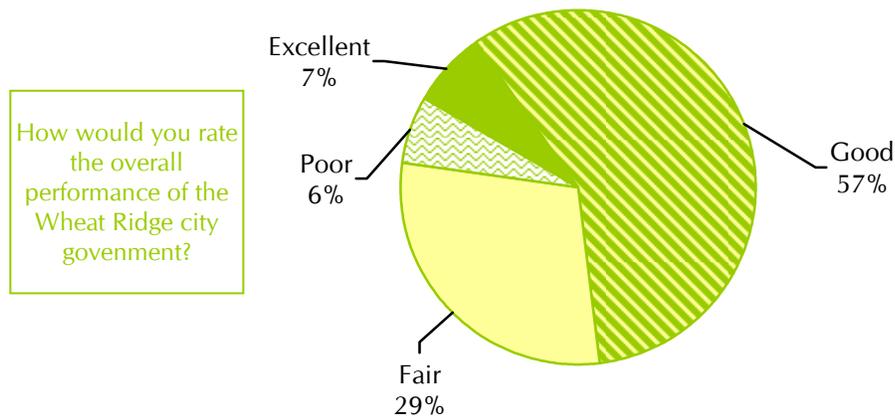
### City Performance

Overall, respondents rated the quality of the City government favorably. Seven percent felt the quality of the City government was “excellent” and three in five (57%) said it was “good.” About one-third (29%) reported the City government performance as “fair” and 6% said it was “poor.” (Please note that 20% of respondents answered “don’t know” when rating the overall quality of the City government. See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

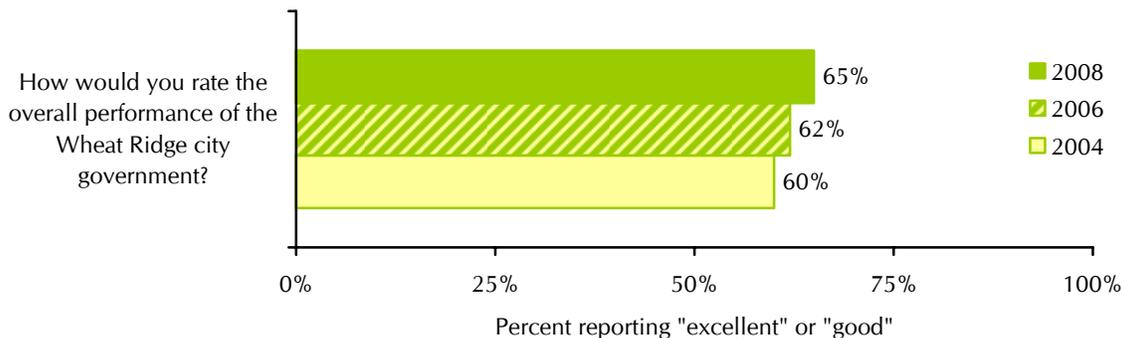
The quality of the Wheat Ridge government was rated above the national and Front Range benchmarks. Ratings given in 2008 were similar to those given in 2006.

Those residing in Wheat Ridge for five years or less gave more positive ratings to the overall performance of the City government than those who had lived in the city longer than five years. Residents living in detached housing units gave less favorable ratings to the overall city government performance than did those living in attached units. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 21: Overall City Government Performance**



**Figure 22: Overall City Government Performance Compared by Year**



When asked to rate their agreement or disagreement with several statements regarding trust in the Wheat Ridge government, a majority of residents agreed that elected officials act in the best interest of the community at large (71% “strongly” or “somewhat” agreed) and that City employees perform quality work (69%). Six in 10 respondents agreed that the City government welcomes citizen involvement and that they were pleased with the overall direction the city is taking (61% of respondents at least “somewhat” agreed with each of these statements). About half of participants (55%) agreed that they receive good value and services for the taxes they pay and 40% agreed that they were well informed on major issues within the City of Wheat Ridge. Two in 10 respondents voiced “strong” disagreement with the statement “I am well informed on major issues within the City of Wheat Ridge” (see the figure on the following page).

(Please note that 20% or more of respondents did not know how to answer the following questions: “I believe my elected officials generally act in the best interest of the community at large,” “City of Wheat Ridge employees perform quality work” and “Wheat Ridge city government welcomes citizen involvement.” See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

When compared to other jurisdictions across the nation, Wheat Ridge residents rated the following statements above the average: “I believe my elected officials generally act in the best interest of the community at large,” “Wheat Ridge city government welcomes citizen involvement,” “I am pleased with the overall direction the city is taking” and “I receive good value and services for the amount of city sales and property taxes that I pay.” Residents feeling informed on major issues within the City was rated lower than the national benchmark.

“Wheat Ridge city government welcomes citizen involvement” and “I am pleased with the overall direction the city is taking” were rated higher than the Front Range average, and ratings given to residents receiving good value and services for the amount of city taxes paid were similar to the Front Range benchmark.

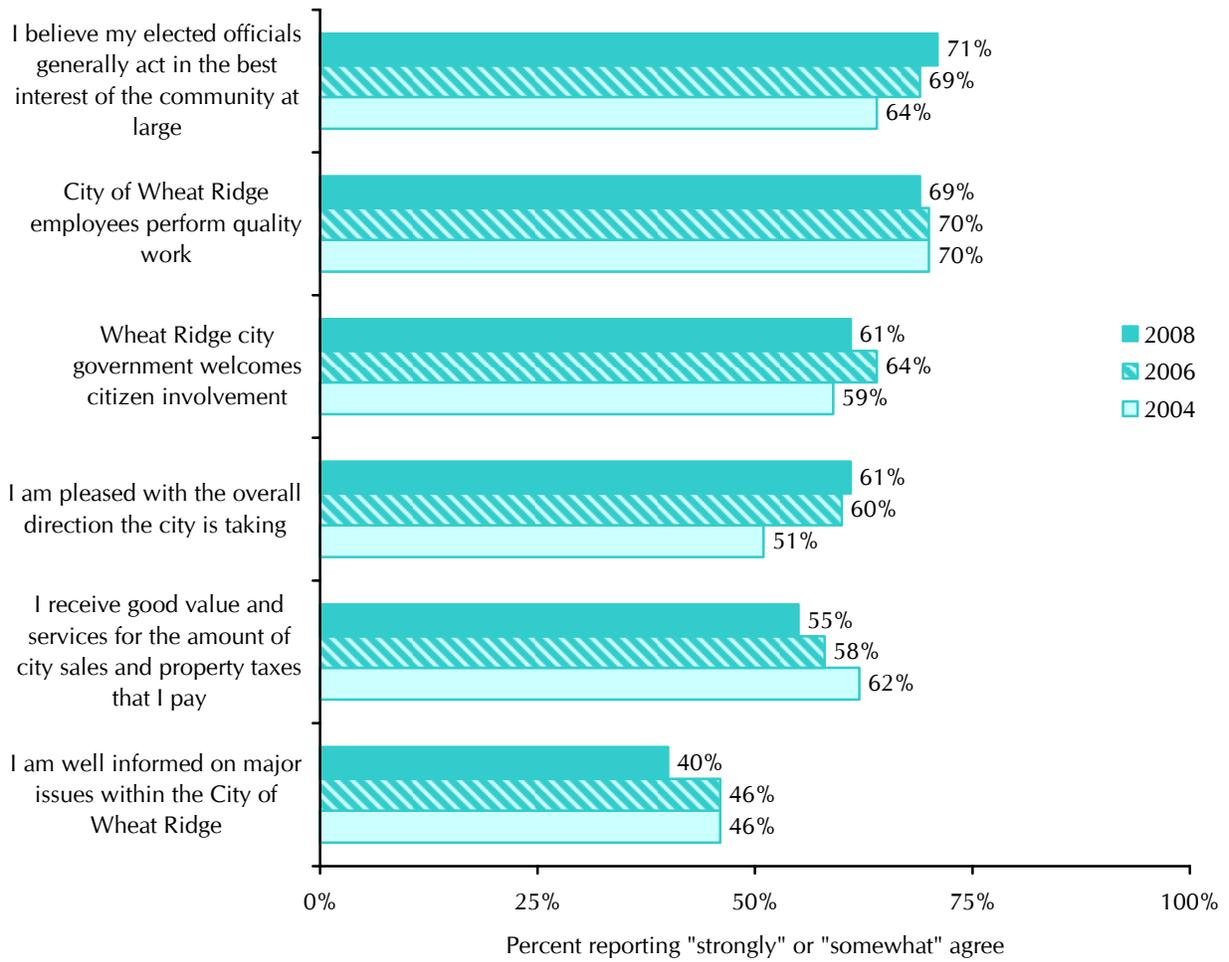
In 2008, fewer residents were in agreement with the statement “I am well informed on major issues within the City of Wheat Ridge” than in 2006 (40% “strongly” or “somewhat” agreed in 2008 versus 46% in 2006). See the figure on page 33.

A higher proportion of older respondents (age 55 and older) agreed with each statement regarding public trust than did those who were younger. (See *Appendix D: Crosstabulations of Selected Results by Respondent Characteristics* for more information.)

**Figure 23: Public Trust**

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	Total	National comparison	Front Range comparison
I believe my elected officials generally act in the best interest of the community at large	20%	51%	16%	8%	4%	100%	Above	Not available
City of Wheat Ridge employees perform quality work	20%	48%	24%	6%	1%	100%	Not available	Not available
Wheat Ridge city government welcomes citizen involvement	21%	40%	29%	7%	3%	100%	Above	Above
I am pleased with the overall direction the city is taking	18%	43%	24%	12%	3%	100%	Above	Above
I receive good value and services for the amount of city sales and property taxes that I pay	17%	39%	24%	15%	6%	100%	Above	Similar
I am well informed on major issues within the City of Wheat Ridge	8%	32%	26%	17%	17%	100%	Below	Not available

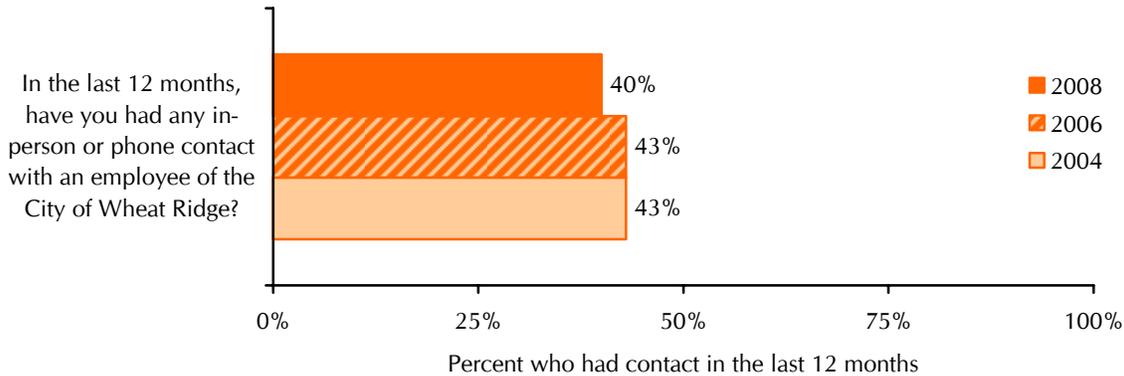
**Figure 24: Ratings of Public Trust Compared by Year**



## City Employees

Four in 10 survey respondents said they had in-person or phone contact with a City employee in the last 12 months. This was similar to the contact made in previous survey years.

**Figure 25: Contact with City Employee Compared by Year**



The 40% of residents who had contacted the City were asked to rate a variety of characteristics of the employee with whom they had contact. Wheat Ridge employees were rated positively. City employees’ courtesy and knowledge were viewed as “excellent” or “good” by 8 in 10 or more respondents (85% and 82%, respectively). Three-quarters of respondents felt the employees’ responsiveness was at least “good” and 69% of residents reported the employee made them feel valued. Overall, 72% of respondents said their impression was “excellent” or “good.”

Four of the five employee characteristics were compared to the benchmark database. Wheat Ridge employees’ courtesy, knowledge and responsiveness were rated higher than the national average. Residents’ overall impression of City employees was rated similar to the national benchmark. Employee responsiveness received ratings higher than those given by residents in other jurisdictions across the Front Range. Ratings given to employee courtesy, knowledge and overall impression were similar to the Front Range average.

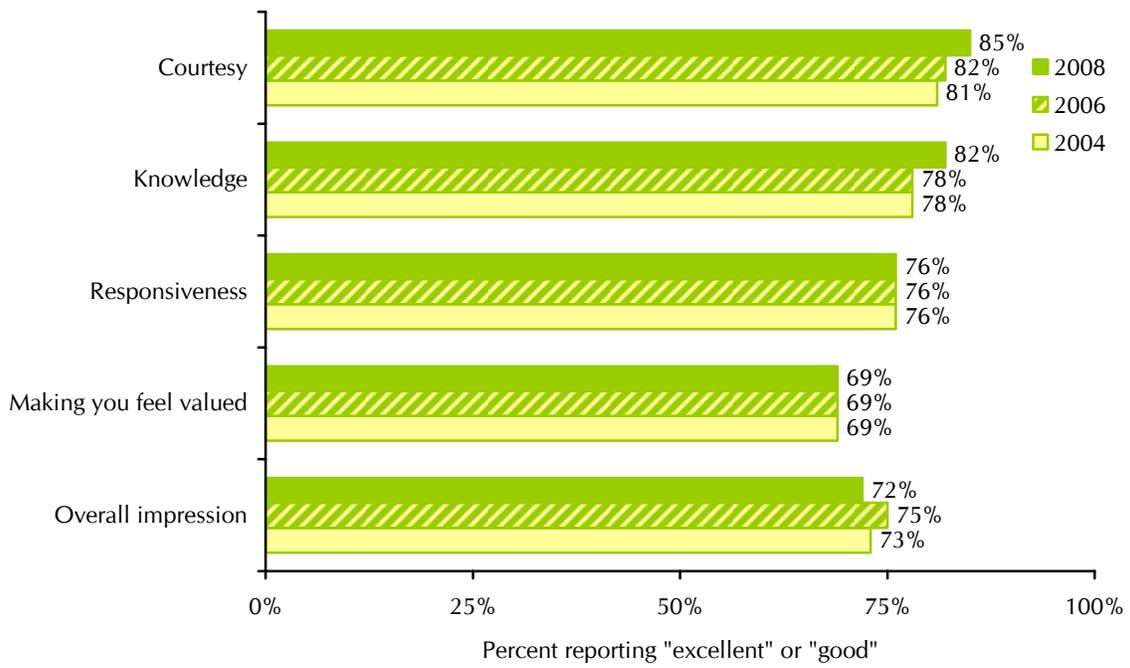
Similar ratings were given to employee characteristics in 2008 as in 2006 (see the figure on the following page).

**Figure 26: City Employee Characteristics**

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total	National comparison	Front Range comparison
Courtesy	45%	40%	11%	5%	100%	Above	Similar
Knowledge	34%	48%	13%	5%	100%	Above	Similar
Responsiveness	35%	41%	17%	8%	100%	Above	Above
Making you feel valued	34%	35%	19%	12%	100%	Not available	Not available
Overall impression	33%	38%	21%	7%	100%	Similar	Similar

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

Figure 27: City Employee Characteristics Compared by Year



## ECONOMIC DEVELOPMENT

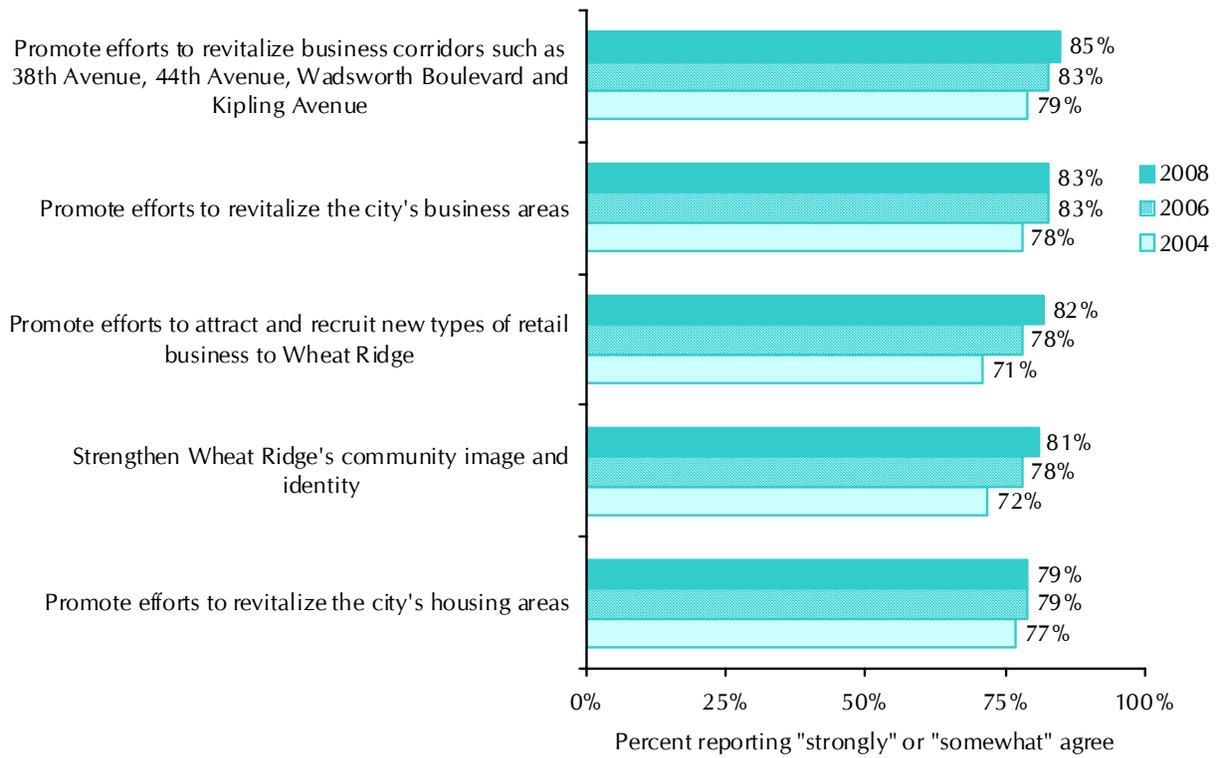
To help the City plan and budget for future development, residents were asked whether or not they agreed or disagreed with five statements regarding economic development in Wheat Ridge. A majority of respondents agreed with each statement, with 8 in 10 or more “strongly” or “somewhat” agreeing. The statement residents agreed most with was that the city should “promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue” (85% said “strongly” or “somewhat” agree). The least amount of agreement was with the city promoting efforts to revitalize the city’s housing areas, although 79% of survey participants agreed with this statement.

When compared to 2006 ratings, residents voiced similar levels of agreement with each of the five statements in 2008 (see the figure on the following page).

**Figure 28: 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	61%	24%	9%	4%	2%	100%
Promote efforts to revitalize the city's business areas	49%	34%	14%	2%	1%	100%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	49%	33%	11%	5%	2%	100%
Strengthen Wheat Ridge's community image and identity	46%	35%	16%	2%	1%	100%
Promote efforts to revitalize the city's housing areas	43%	36%	17%	2%	1%	100%

**Figure 29: Economic Development Compared by Year**



## Shopping in Wheat Ridge

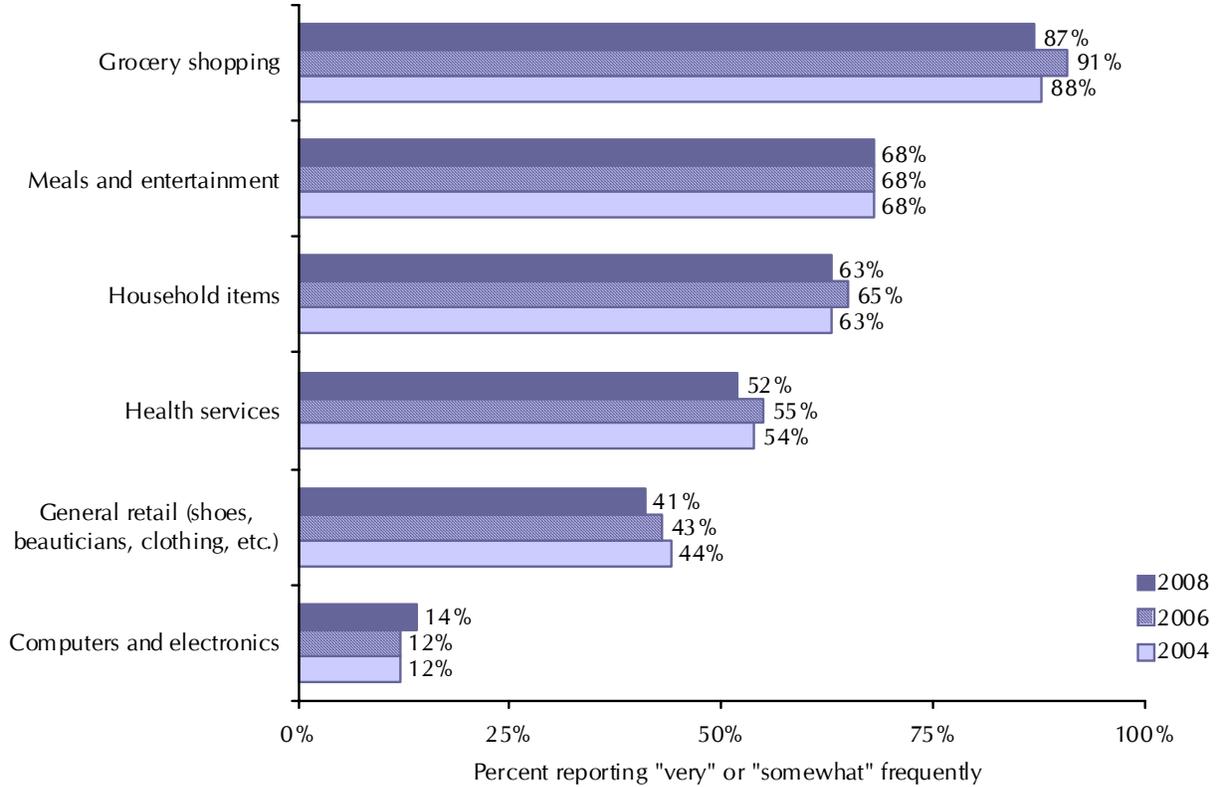
Survey participants were asked how frequently they shopped at a variety of places in Wheat Ridge. Most respondents reported that they “very” or “somewhat” frequently shopped for groceries in Wheat Ridge (87%). Two-thirds of residents (68%) said they purchased meals and entertainment in the city and 63% bought household items in Wheat Ridge. Few respondents noted that they purchase computers and electronics in Wheat Ridge (41% said “never”).

In 2008, residents’ frequency of shopping in Wheat Ridge was similar to that reported in 2006.

**Figure 30: Frequency of 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	2%	7%	5%	14%	73%	100%
Meals and entertainment	3%	12%	17%	40%	28%	100%
Household items	6%	14%	17%	27%	36%	100%
Health services	18%	18%	11%	21%	30%	100%
General retail (shoes, beauticians, clothing, etc.)	12%	25%	22%	24%	17%	100%
Computers and electronics	41%	30%	14%	7%	7%	100%

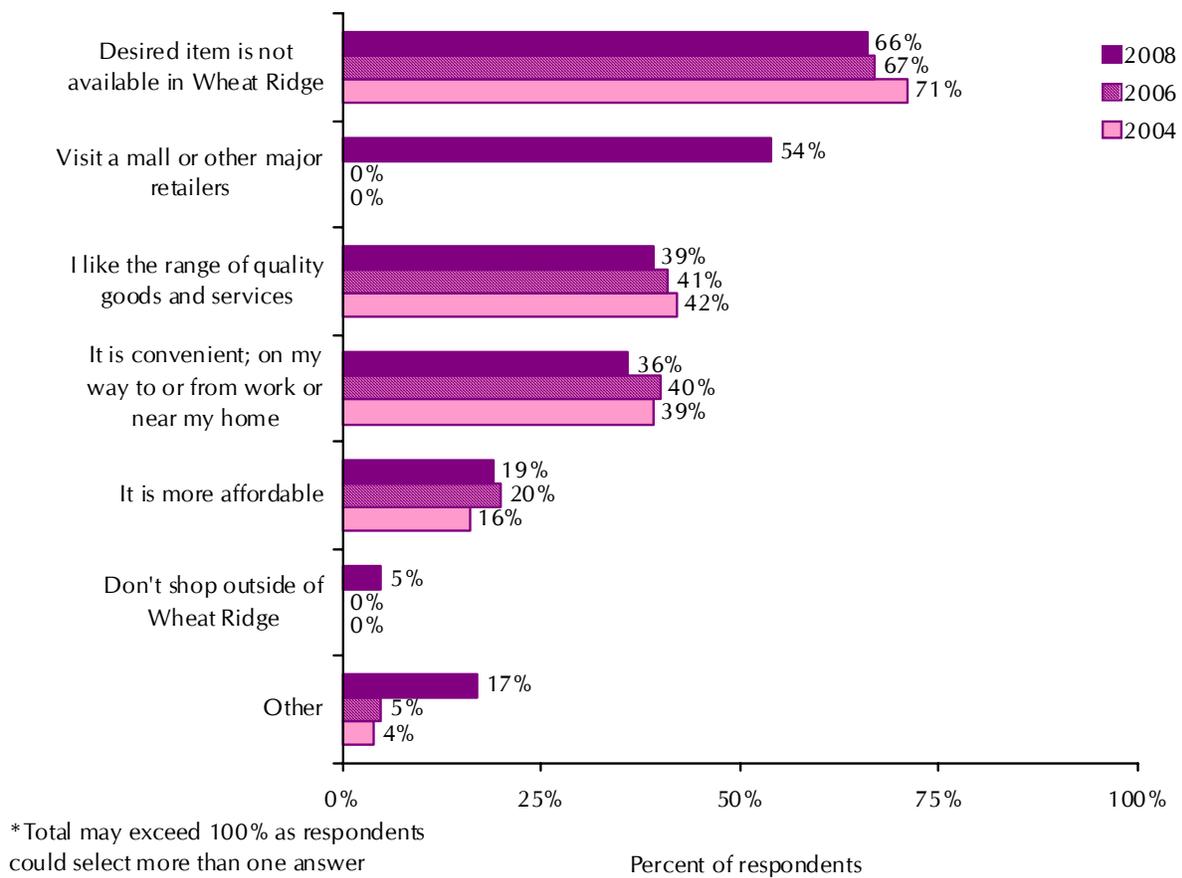
**Figure 31: Frequency of Shopping in Wheat Ridge Compared by Year**



All survey respondents were asked when they shop outside of Wheat Ridge, why they do so. Two-thirds stated that the desired item was not available in the city and half (54%) reported that they visited a mall or other major retailer. Four in 10 said they liked the range of quality goods and services outside of Wheat Ridge and one-third (36%) said it was more convenient for them to shop outside of the city. One out of five residents (19%) noted affordability as the reason they shop outside of Wheat Ridge and 17% said they had “other” reasons for shopping outside of the city. Five percent of respondents reported that they do not shop outside of Wheat Ridge.

More residents noted “other” reasons for shopping outside of Wheat Ridge in 2008 than in 2006 (17% versus 5%, respectively).

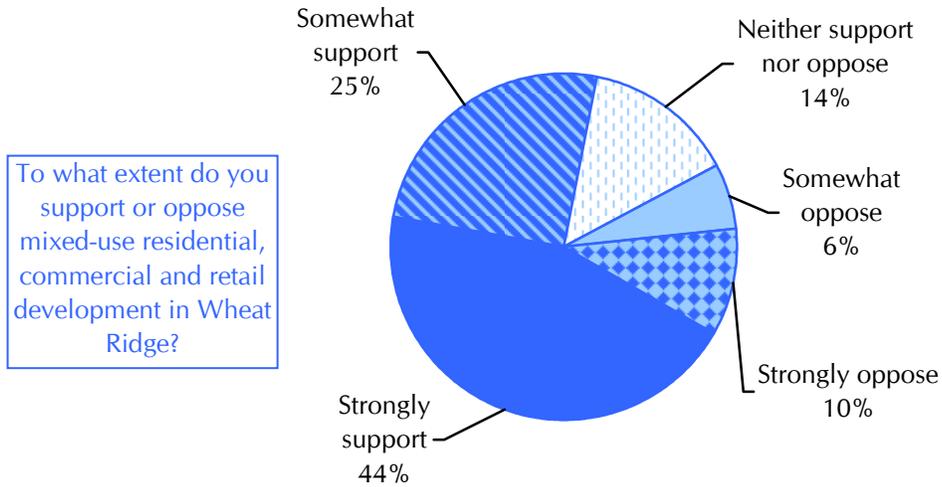
**Figure 32: Reasons for Shopping Outside of Wheat Ridge Compared by Year**



## Mixed-use Development

A new question was added to the 2008 survey asking residents whether or not they would support or oppose mixed-use residential, commercial or retail development in Wheat Ridge. Forty-four percent of respondents “strongly” supported this type of development and one-quarter “somewhat” supported it. Fourteen percent neither supported nor opposed mixed-use development, 6% “somewhat” opposed and 1 in10 “strongly” opposed.

**Figure 33: Support for or Opposition to Mixed-use Development**



## City Revitalization and Planning

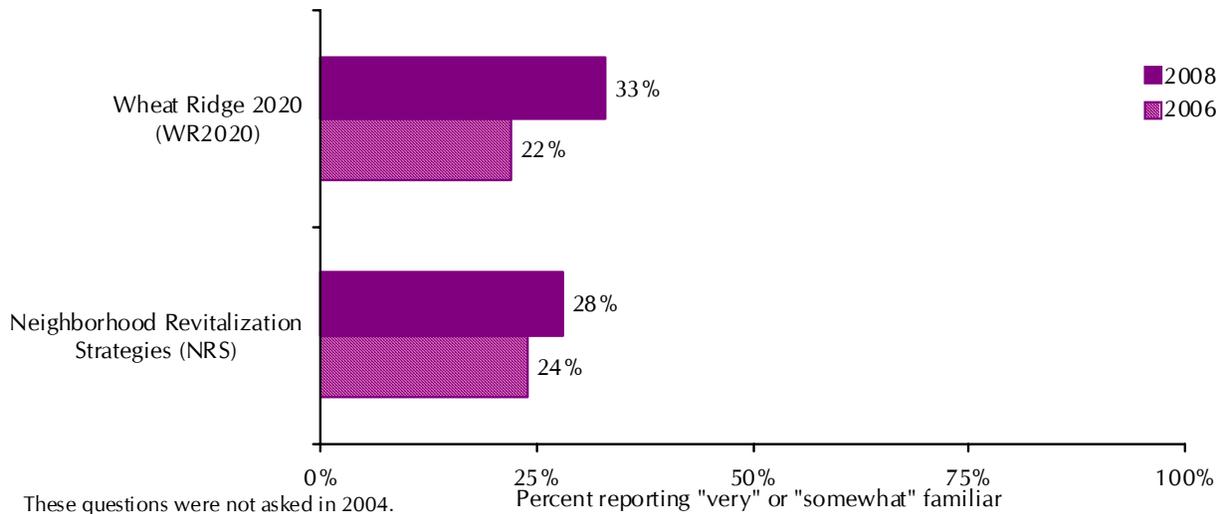
As in 2006, survey participants were asked their familiarity with the City’s revitalization plans. More residents reported being familiar with Wheat Ridge 2020 (33% said “very” or “somewhat” familiar) than with Neighborhood Revitalization Strategies (26%). Half of respondents said they were “very” unfamiliar with each of the two revitalization plans.

More residents in 2008 felt they were familiar with Wheat Ridge 2020 than in 2006 (33% said “very” or “somewhat” familiar in 2008 versus 22% in 2006).

**Figure 34: 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
Wheat Ridge 2020 (WR2020)	9%	24%	16%	51%	100%
Neighborhood Revitalization Strategies (NRS)	5%	22%	20%	53%	100%

**Figure 35: Familiarity with City Revitalization Plans Compared by Year**



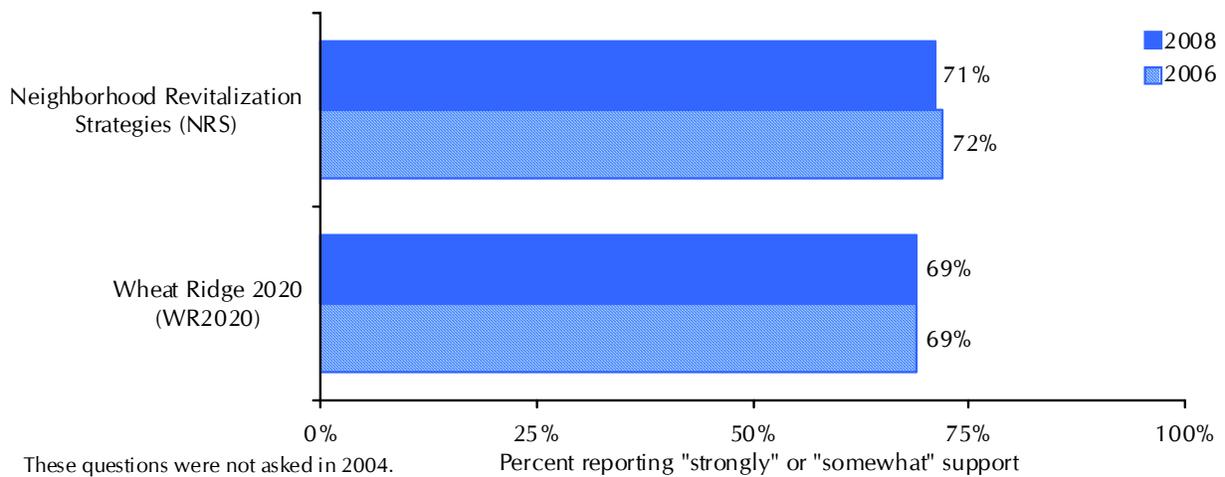
Seven in 10 respondents said they would “strongly” or “somewhat” support Neighborhood Revitalization Strategies (71%) and Wheat Ridge 2020 (69%). Less than 1 in 10 residents voiced opposition to these plans. (Please note that more than 20% of respondents answered “don’t know” when rating their level of support or opposition to Neighborhood Revitalization Strategies (32%) and Wheat Ridge 2020 (36%). See *Appendix C: Complete Set of Survey Frequencies* for a full set of responses including “don’t know.”)

In 2008, the level of support for city revitalization plans was similar to that in 2006.

**Figure 36: Support for 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)	37%	34%	22%	5%	2%	100%
Wheat Ridge 2020 (WR2020)	36%	34%	22%	6%	2%	100%

**Figure 37: Support for or Opposition to City Revitalization Plans Compared by Year**



For the first time in 2008, residents were asked their familiarity with the City’s long-range planning efforts. One-quarter of respondents said they were “very” or “somewhat” familiar with the City’s comprehensive plan. Twenty-two percent felt they were “somewhat” unfamiliar with it and half (53%) were “very” unfamiliar.

Residents noted similar levels of familiarity when asked about sub-area planning (including Fruitdale, Northwest transit-oriented development and the Wadsworth Corridor). Three in 10 respondents (28%) stated they were “very” or “somewhat” familiar with sub-area planning, 20% said they were “somewhat” unfamiliar and half (52%) said they were “very” unfamiliar.

**Figure 38: Familiarity with City's Long-Range Planning Efforts**

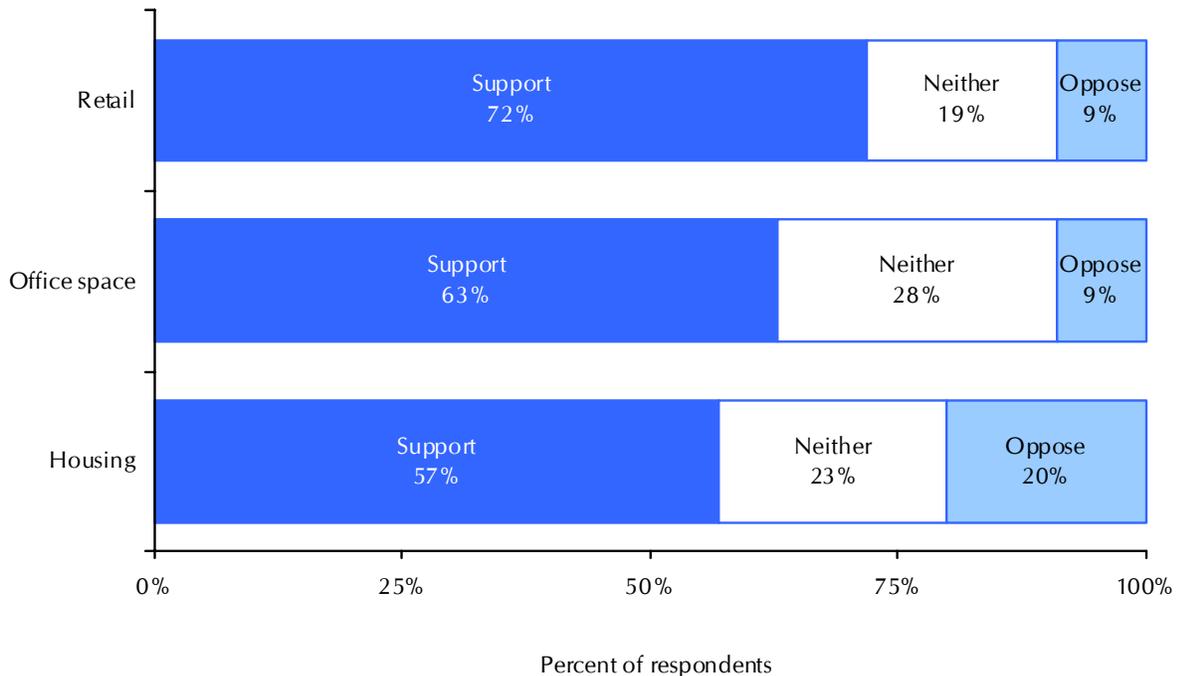
Please indicate how familiar or unfamiliar you are with the City’s long-range planning efforts (including the comprehensive plan and sub-area plans).	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
City's comprehensive plan	4%	21%	22%	53%	100%
Sub-area planning (including Fruitdale, Northwest transit-oriented development and the Wadsworth Corridor)	4%	24%	20%	52%	100%

New to the 2008 survey was a question regarding support for or opposition to development around future transit areas. A majority of residents (71%) said they would “strongly” or “somewhat” support retail development in transit areas. Less than 1 in 10 said they would oppose retail development. Sixty-three percent of respondents at least “somewhat” supported office space and 9% “strongly” or “somewhat” opposed it. Slightly fewer participants voiced support for housing around future transit areas, with just over half (57%) noting they would “strongly” or “somewhat” support this type of development. One in five residents opposed housing development in these areas. Between 19% and 28% of respondents stated that they neither supported nor opposed each type of transit-oriented development.

**Figure 39: Support for or Opposition to Transit-oriented Development**

To what extent would you support or oppose each of the following types of development around future transit areas:	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Retail	41%	30%	19%	5%	4%	100%
Office space	29%	34%	28%	5%	4%	100%
Housing	33%	25%	23%	10%	9%	100%

**Figure 40: Support for or Opposition to Transit-oriented Development**

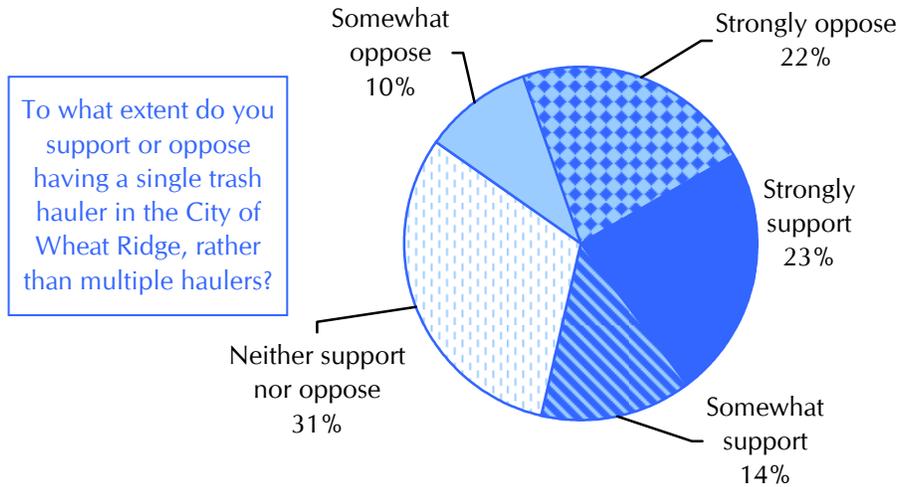


## POLICY TOPICS

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When asked to what extent they would support or oppose the City having a single trash hauler rather than multiple haulers, one-quarter of residents said they would “strongly” support (23%) or “strongly” oppose (22%) the City taking such action. Fourteen percent said they would “somewhat” support a single trash hauler and a third (31%) stated they would neither support nor oppose it. Ten percent “somewhat” opposed the city having a single trash hauler.

**Figure 41: Support for or Opposition to Single Trash Hauler**

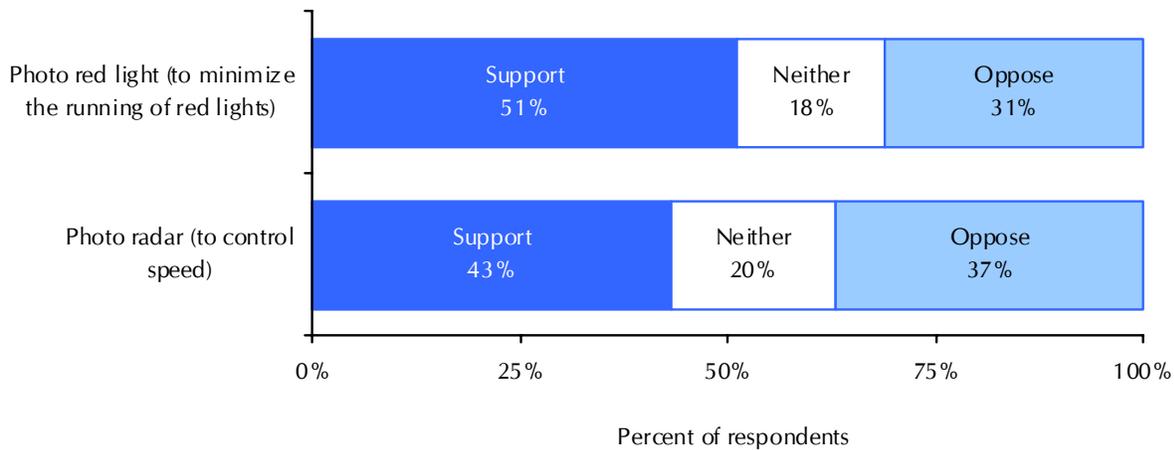


Residents were fairly supportive of the city implementing traffic enforcement cameras, with half of respondents (51%) saying they would “strongly” or “somewhat” support photo red light cameras to minimize the running of red lights. Eighteen percent said they would “neither support nor oppose” and one-third (31%) opposed such an action. Residents were split regarding using photo radar to control speed with 43% supporting and 37% opposing this action. One in five (20%) said they would “neither support nor oppose” photo radar.

**Figure 42: Support for or Opposition to Traffic Enforcement Cameras**

To what extent would you support or oppose the City of Wheat Ridge implementing the use of each of the following types of traffic enforcement cameras:	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Photo red light (to minimize the running of red lights)	29%	22%	18%	11%	20%	100%
Photo radar (to control speed)	23%	20%	20%	14%	24%	100%

**Figure 43: Support for or Opposition to Traffic Enforcement Cameras**



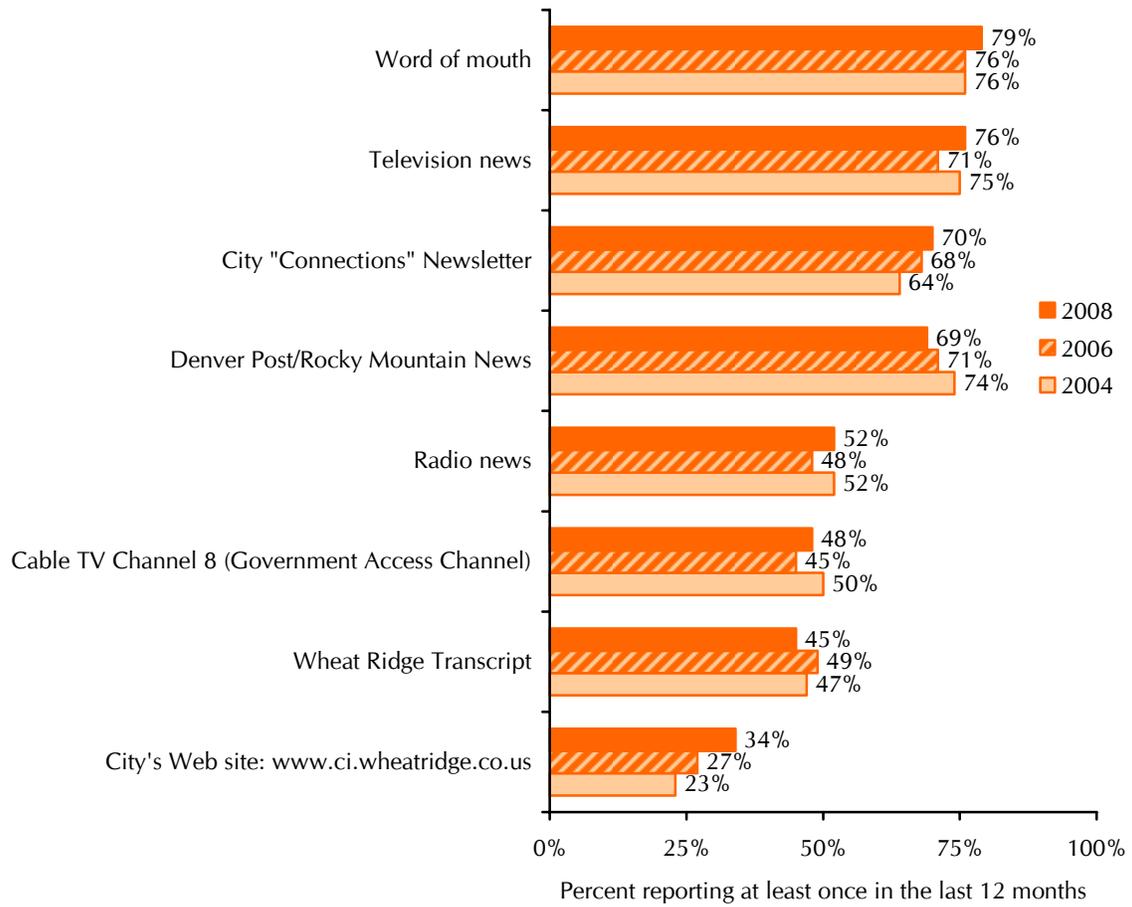
## INFORMATION SOURCES

As in previous survey years, word of mouth (79% used at least once in the last 12 months) and television news (76%) were the information sources most frequently used by residents to get information about Wheat Ridge. One-quarter of respondents reported using television news more than 26 times in the last 12 months to get information about the City. Seven in 10 survey participants used the City “Connections” Newsletter (70%) and the *Denver Post/Rocky Mountain News* (69%) at least once in the last 12 months. The least commonly used source of information was the City’s Web site (34% used it in the last 12 months); however, usage of the Web site in 2008 has increased from 2006 (34% used at least once in 2008 versus 27% in 2006). See the figure on the following page.

**Figure 44: 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	21%	21%	32%	14%	13%	100%
Television news	24%	19%	19%	13%	24%	100%
City "Connections" Newsletter	30%	25%	36%	7%	3%	100%
Denver Post/Rocky Mountain News	31%	16%	20%	9%	24%	100%
Radio news	48%	17%	13%	7%	14%	100%
Cable TV Channel 8 (Government Access Channel)	52%	17%	16%	7%	6%	100%
Wheat Ridge Transcript	55%	18%	17%	5%	5%	100%
City's Web site: <a href="http://www.ci.wheatridge.co.us">www.ci.wheatridge.co.us</a>	66%	15%	13%	4%	2%	100%

**Figure 45: Information Sources Compared by Year**



## APPENDIX A: RESPONDENT CHARACTERISTICS

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

Length of Residency	
About how long have you lived in Wheat Ridge?	Percent of respondents
Five years or less	41%
6 to 10 years	17%
11 to 15 years	11%
16 to 20 years	8%
More than 20 years	23%
Total	100%
<i>Average length of residency</i>	13.5

Respondent City of Employment	
In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)	Percent of respondents
Arvada	6%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	21%
Englewood	1%
Golden	6%
Lakewood	9%
Littleton	1%
Louisville	0%
Northglenn	0%
Thornton	1%
Westminster	1%
Wheat Ridge	15%
Other	6%
Do not work	26%
Total	100%

Respondent 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	53%
Condominium or townhouse	15%
Apartment	32%
Mobile home	0%
Total	100%

Respondent Tenure	
Do you own or rent your residence?	Percent of respondents
Own	55%
Rent	45%
Total	100%

Number of Household Members	
How many people (including yourself) live in your household?	Percent of respondents
1	39%
2	33%
3	13%
4	9%
5	3%
6 or more	1%
Total	100%
<i>Average number of household members</i>	<i>2.1</i>

Number of Household Members Under 18	
How many of these household members are 17 or younger?	Percent of respondents
None	70%
1	15%
2	10%
3	3%
4 or more	1%
Total	100%
<i>Average number of household members under 18 for households with at least one child under 18</i>	<i>1.7</i>

Respondent Level of Education	
What is the highest level of education you have completed?	Percent of respondents
0 to 11 years	5%
High school graduate	21%
Some college, no degree	28%
Associate degree	9%
Bachelors degree	20%
Graduate or professional degree	17%
Total	100%

Household Income	
About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2007?	Percent of respondents
Less than \$15,000	10%
\$15,000 to \$24,999	16%
\$25,000 to \$34,999	15%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	6%
\$125,000 or more	6%
Total	100%

Respondent Age	
What is your age?	Percent of respondents
18-24	3%
25-34	23%
35-44	14%
45-54	24%
55-64	12%
65-74	9%
75+	15%
Total	100%

Respondent Race	
What is your race? (Please check all that apply.)	Percent of respondents*
White	90%
Black or African American	1%
Asian or Pacific Islander	1%
American Indian, Eskimo, or Aleut	2%
Other	9%

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

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

Respondent Gender	
What is your gender?	Percent of respondents
Female	55%
Male	45%
Total	100%

Respondent Voting Behavior	
Did you vote in the last election?	Percent of respondents
Yes	77%
No	23%
Total	100%

## APPENDIX B: SURVEY METHODOLOGY

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### Survey Instrument Development

The Wheat Ridge Citizen Survey was first administered in 2004. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The citizen survey instrument for Wheat Ridge was developed by starting with the version from the previous implementation in 2006. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2008 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

### Sample Selection

Approximately 3,000 Wheat Ridge households were selected to participate in the survey using a stratified, systematic sampling method. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen.) To ensure households selected to participate in the survey were within the City of Wheat Ridge boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

### Survey Administration

Households received three mailings, one week apart beginning in April of 2008. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor inviting the household to participate, a questionnaire and self-mailing envelope. About 6% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,814 households that received the survey, 1,065 respondents completed the survey, providing a response rate of 38%.

## Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing unit type. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the figure on the following page.

Wheat Ridge Citizen Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<i>Housing</i>			
Own home	55%	62%	55%
Rent home	45%	38%	45%
Detached unit	53%	59%	53%
Attached unit	47%	41%	47%
<i>Race and Ethnicity</i>			
Hispanic	13%	10%	11%
Not Hispanic	87%	90%	89%
White	92%	90%	88%
Non-white	8%	10%	12%
<i>Sex and Age</i>			
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%	61%	55%
Male	46%	39%	45%
Females 18-34	13%	6%	13%
Females 35-54	19%	19%	19%
Females 55+	22%	36%	22%
Males 18-34	13%	3%	13%
Males 35-54	19%	13%	19%
Males 55+	14%	23%	14%

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

## Data Analysis

The surveys were analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions are presented in the body of the report. Chi-square and ANOVA tests of significance were applied to breakdowns of selected survey questions by respondent characteristics. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of our sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in the appendices.

## APPENDIX C: COMPLETE SET OF SURVEY 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?	25%	61%	13%	1%	0%	100%
How do you rate your neighborhood as a place to live?	22%	54%	19%	3%	0%	100%
How do you rate Wheat Ridge as a place to raise children?	15%	43%	17%	2%	23%	100%
How do you rate Wheat Ridge as a place to work?	8%	24%	17%	9%	42%	100%
How do you rate Wheat Ridge as a place to retire?	19%	36%	21%	6%	19%	100%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	11%	37%	42%	9%	1%	100%
How do you rate the overall quality of life in Wheat Ridge?	13%	60%	25%	1%	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	39%
Stay the same	28%
Decline slightly	19%
Decline a lot	3%
Total	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 3 - Quality						
Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Excellent	Good	Fair	Poor	Don't know	Total
Snow removal	13%	43%	28%	13%	3%	100%
Street repair and maintenance	6%	43%	38%	10%	2%	100%
Street cleaning	8%	46%	29%	10%	7%	100%
Traffic enforcement	9%	55%	21%	7%	8%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	7%	34%	27%	23%	9%	100%
Land use, planning and zoning	4%	27%	32%	13%	25%	100%
Building permits	3%	19%	14%	3%	60%	100%
Building inspections	4%	18%	11%	5%	62%	100%
Maintenance of existing city parks	17%	54%	18%	3%	7%	100%
Maintenance of open space and trails	17%	48%	19%	2%	13%	100%
Recreation programs	21%	43%	12%	3%	21%	100%
Recreation facilities	29%	44%	11%	2%	14%	100%
Community/public art	4%	23%	21%	11%	41%	100%
Opportunities to participate in social events and activities	8%	38%	25%	7%	23%	100%
Services/programs for youth	7%	27%	14%	4%	48%	100%
Services/programs for seniors	11%	32%	14%	3%	41%	100%
Municipal court	3%	21%	10%	2%	63%	100%
Business expansion and recruitment programs	2%	12%	17%	12%	57%	100%
General police services	15%	48%	17%	6%	13%	100%
Police response time to emergency police calls (not code enforcement)	19%	31%	10%	3%	36%	100%
Police response time to non-emergency police calls (not code enforcement)	13%	33%	15%	6%	32%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 3 - Importance						
Following are services provided by the City of Wheat Ridge. For each service, please first rate the quality of each service and next rate the importance of each service.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Snow removal	37%	45%	17%	0%	0%	100%
Street repair and maintenance	31%	55%	14%	0%	0%	100%
Street cleaning	13%	41%	41%	2%	2%	100%
Traffic enforcement	26%	49%	22%	1%	2%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	47%	27%	3%	2%	100%
Land use, planning and zoning	24%	43%	20%	1%	13%	100%
Building permits	14%	31%	23%	2%	30%	100%
Building inspections	18%	34%	20%	1%	27%	100%
Maintenance of existing city parks	24%	59%	14%	1%	2%	100%
Maintenance of open space and trails	26%	52%	17%	1%	5%	100%
Recreation programs	20%	47%	23%	3%	7%	100%
Recreation facilities	22%	51%	22%	1%	4%	100%
Community/public art	9%	28%	36%	8%	18%	100%
Opportunities to participate in social events and activities	11%	34%	40%	7%	9%	100%
Services/programs for youth	24%	42%	14%	2%	18%	100%
Services/programs for seniors	21%	44%	17%	3%	15%	100%
Municipal court	22%	38%	15%	1%	23%	100%
Business expansion and recruitment programs	21%	33%	18%	2%	25%	100%
General police services	51%	36%	8%	0%	5%	100%
Police response time to emergency police calls (not code enforcement)	63%	26%	3%	0%	8%	100%
Police response time to non-emergency police calls (not code enforcement)	39%	42%	11%	0%	7%	100%

Question 4	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent of respondents
Excellent	8%
Good	65%
Fair	22%
Poor	2%
Don't know	3%
Total	100%

Question 5						
Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Don't know	Total
Condition of city streets	6%	54%	32%	7%	0%	100%
Mass transit planning	4%	26%	24%	11%	35%	100%
Ease of car travel in the city	13%	52%	29%	6%	1%	100%
Ease of bus travel in the city	9%	30%	19%	6%	35%	100%
Ease of walking in the city	9%	44%	26%	15%	6%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 6						
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	7%	29%	39%	8%	17%	100%
Vandalism	6%	29%	35%	14%	16%	100%
Graffiti	8%	29%	30%	18%	14%	100%
Drugs	7%	16%	21%	12%	43%	100%
Too much growth	35%	25%	15%	6%	20%	100%
Lack of growth	24%	23%	20%	13%	21%	100%
Run down buildings	11%	31%	32%	16%	10%	100%
Taxes	22%	26%	27%	9%	16%	100%
Traffic congestion	16%	32%	32%	16%	4%	100%
Juvenile problems	7%	25%	20%	10%	38%	100%
Availability of affordable housing	20%	21%	21%	15%	23%	100%
Availability of parks	61%	23%	9%	3%	5%	100%
Availability of bike paths	52%	24%	7%	4%	13%	100%
Availability of sidewalks	37%	30%	18%	11%	5%	100%
Availability of recreation programs	55%	20%	9%	2%	14%	100%
Maintenance and condition of homes	17%	37%	28%	8%	9%	100%
Condition of properties (weeds, trash, junk vehicles)	15%	36%	30%	13%	6%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 7						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Wheat Ridge recreation centers	36%	22%	21%	10%	11%	100%
Participated in a recreation program or activity	56%	19%	15%	5%	5%	100%
Used a city park or trail	15%	17%	28%	16%	24%	100%
Used a city bike/pedestrian path	24%	14%	24%	16%	22%	100%
Attended a meeting of local elected officials or other local public meeting	73%	19%	7%	1%	0%	100%
Watched a meeting of local elected officials on cable television	56%	19%	17%	6%	2%	100%
Participated in a senior program	80%	9%	6%	3%	2%	100%
Visited the Community/Senior Center	67%	18%	10%	3%	3%	100%
Dined at a Wheat Ridge restaurant (other than fast food)	8%	16%	38%	21%	18%	100%
Used the Wheat Ridge library	46%	21%	17%	8%	9%	100%
Used A-line service to DIA	89%	6%	4%	0%	0%	100%
Rode an RTD bus	56%	15%	11%	7%	11%	100%

Question 8	
To what extent do you support or oppose having a single trash hauler in the City of Wheat Ridge, rather than multiple haulers?	Percent of respondents
Strongly support	19%
Somewhat support	12%
Neither support nor oppose	26%
Somewhat oppose	8%
Strongly oppose	18%
Don't know	16%
Total	100%

Question 9					
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)	5%	22%	20%	53%	100%
Wheat Ridge 2020 (WR2020)	9%	24%	16%	51%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 10							
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)	25%	23%	15%	3%	1%	32%	100%
Wheat Ridge 2020 (WR2020)	23%	22%	14%	4%	2%	36%	100%

Question 11					
Please indicate how familiar or unfamiliar you are with the City's long-range planning efforts (including the comprehensive plan and sub-area plans).	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
City's comprehensive plan	4%	21%	22%	53%	100%
Sub-area planning (including Fruitdale, Northwest transit-oriented development and the Wadsworth Corridor)	4%	24%	20%	52%	100%

Question 12							
To what extent would you support or oppose the City of Wheat Ridge implementing the use of each of the following types of traffic enforcement cameras:	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Photo radar (to control speed)	22%	19%	20%	13%	23%	3%	100%
Photo red light (to minimize the running of red lights)	28%	21%	18%	11%	19%	3%	100%

Question 13							
To what extent would you support or oppose each of the following types of development around future transit areas:	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Retail	38%	28%	18%	4%	4%	7%	100%
Office space	27%	31%	26%	4%	4%	8%	100%
Housing	30%	23%	21%	10%	9%	8%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 14	
How would you rate the overall performance of the Wheat Ridge city government?	Percent of respondents
Excellent	6%
Good	46%
Fair	24%
Poor	5%
Don't know	20%
Total	100%

Question 15							
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	16%	41%	13%	7%	3%	20%	100%
City of Wheat Ridge employees perform quality work	16%	39%	19%	5%	1%	20%	100%
I receive good value and services for the amount of city sales and property taxes that I pay.	14%	32%	20%	12%	5%	17%	100%
I am pleased with the overall direction the city is taking	15%	37%	21%	11%	2%	13%	100%
I am well informed on major issues within the City of Wheat Ridge	7%	26%	21%	14%	14%	18%	100%
Wheat Ridge city government welcomes citizen involvement	16%	30%	22%	5%	2%	24%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 16	
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	40%
No	60%
Total	100%

Question 17						
What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	33%	46%	12%	5%	3%	100%
Responsiveness	34%	40%	16%	7%	2%	100%
Courtesy	45%	39%	10%	5%	1%	100%
Making you feel valued	33%	33%	18%	11%	4%	100%
Overall impression	33%	38%	21%	7%	1%	100%

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

Question 18							
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	36%	40%	10%	6%	0%	8%	100%
Recreation centers	53%	23%	5%	1%	0%	18%	100%
In your neighborhood	36%	46%	6%	10%	1%	1%	100%
In your home	53%	34%	5%	6%	1%	1%	100%
On the trail system	19%	37%	14%	8%	3%	19%	100%
Retail/commercial areas	33%	48%	12%	3%	1%	3%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 19							
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	39%	33%	16%	2%	1%	8%	100%
Promote efforts to revitalize the city's business areas	46%	32%	13%	2%	1%	6%	100%
Strengthen Wheat Ridge's community image and identity	43%	33%	15%	2%	1%	6%	100%
Promote efforts to attract and recruit new types of retail business to Wheat Ridge	46%	31%	10%	5%	2%	5%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Avenue	58%	23%	8%	4%	2%	4%	100%

Question 20							
For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know	Total
Grocery shopping	2%	6%	5%	14%	73%	0%	100%
Health services	18%	18%	11%	20%	29%	4%	100%
Meals and entertainment	3%	12%	17%	40%	28%	1%	100%
Household items	6%	14%	17%	26%	36%	1%	100%
Computers and electronics	39%	29%	14%	7%	7%	5%	100%
General retail (shoes, beauticians, clothing, etc.)	12%	25%	22%	24%	17%	1%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question 21	
When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	Percent of respondents*
Don't shop outside of Wheat Ridge	5%
It is convenient; on my way to or from work or near my home	36%
I like the range of quality goods and services	39%
Desired item is not available in Wheat Ridge	66%
It is more affordable	19%
Visit a mall or other major retailers	54%
Other	17%
Total	100%

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

Question 22	
To what extent do you support or oppose this type of development in Wheat Ridge?	Percent of respondents
Strongly support	42%
Somewhat support	24%
Neither support nor oppose	14%
Somewhat oppose	6%
Strongly oppose	10%
Don't know	5%
Total	100%

Question 23						
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 "Connections" Newsletter	30%	25%	36%	7%	3%	100%
Denver Post/Rocky Mountain News	31%	16%	20%	9%	24%	100%
Radio news	48%	17%	13%	7%	14%	100%
Television news	24%	19%	19%	13%	24%	100%
Word of mouth	21%	21%	32%	14%	13%	100%
Cable TV Channel 8 (Government Access Channel)	52%	17%	16%	7%	6%	100%
Wheat Ridge Transcript	55%	18%	17%	5%	5%	100%
City's Web site: <a href="http://www.ci.wheatridge.co.us">www.ci.wheatridge.co.us</a>	66%	15%	13%	4%	2%	100%

City of Wheat Ridge 2008 Citizen Survey Results

Question D1	
About how long have you lived in Wheat Ridge?	Percent of respondents
Five years or less	41%
6 to 10 years	17%
11 to 15 years	11%
16 to 20 years	8%
More than 20 years	23%
Total	100%
<i>Average length of residency</i>	13.5

Question D2	
In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)	Percent of respondents
Arvada	6%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	21%
Englewood	1%
Golden	6%
Lakewood	9%
Littleton	1%
Louisville	0%
Northglenn	0%
Thornton	1%
Westminster	1%
Wheat Ridge	15%
Other	6%
Do not work	26%
Total	100%

Question D3	
Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	53%
Condominium or townhouse	15%
Apartment	32%
Mobile home	0%
Total	100%

Question D4	
Do you own or rent your residence?	Percent of respondents
Own	55%
Rent	45%
Total	100%

Question D5	
How many people (including yourself) live in your household?	Percent of respondents
0	1%
1	38%
2	33%
3	13%
4	9%
5	3%
6	1%
7	0%
8	0%
10	0%
Total	100%
<i>Average number of household members</i>	<i>2.1</i>

Question D6	
How many of these household members are 17 or younger?	Percent of respondents
0	70%
1	15%
2	10%
3	3%
4	1%
5	0%
6	0%
Total	100%
<i>Average number of household members under 18 for households with at least one child under 18</i>	<i>1.7</i>

Question D7	
What is the highest level of education you have completed?	Percent of respondents
0 to 11 years	5%
High school graduate	21%
Some college, no degree	28%
Associate degree	9%
Bachelors degree	20%
Graduate or professional degree	17%
Total	100%

Question D8	
About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2007?	Percent of respondents
Less than \$15,000	10%
\$15,000 to \$24,999	16%
\$25,000 to \$34,999	15%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	6%
\$125,000 or more	6%
Total	100%

Question D9	
What is your age?	Percent of respondents
18-24	3%
25-34	23%
35-44	14%
45-54	24%
55-64	12%
65-74	9%
75+	15%
Total	100%

Question D10	
What is your race? (Please check all that apply.)	Percent of respondents*
White	90%
Black or African American	1%
Asian or Pacific Islander	1%
American Indian, Eskimo, or Aleut	2%
Other	9%

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

Question D11	
Are you Hispanic/Spanish/Latino?	Percent of respondents
Yes	11%
No	89%
Total	100%

Question D12	
What is your gender?	Percent of respondents
Female	55%
Male	45%
Total	100%

Question D13	
Did you vote in the last election?	Percent of respondents
Yes	77%
No	23%
Total	100%

## APPENDIX D: CROSSTABULATIONS OF SELECTED RESULTS BY RESPONDENT CHARACTERISTICS

The following appendix compares the key survey responses by specific respondent characteristics. Cells shaded grey indicate statistically significant differences ( $p \leq .05$ ).

Question 1 by Respondent Characteristics								
Circle the number that best represents your opinion:	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Wheat Ridge as a place to live?	84%	88%	87%	89%	86%	85%	88%	86%
Your neighborhood as a place to live?	76%	74%	81%	77%	77%	77%	77%	77%
Wheat Ridge as a place to raise children?	74%	64%	81%	76%	74%	74%	75%	74%
Wheat Ridge as a place to work?	49%	62%	63%	55%	55%	51%	59%	55%
Wheat Ridge as a place to retire?	62%	70%	70%	72%	68%	65%	71%	68%
Physical attractiveness of Wheat Ridge as a whole?	49%	44%	50%	48%	48%	40%	59%	48%
Overall quality of life in Wheat Ridge?	75%	66%	81%	71%	74%	70%	78%	74%

\*Percent reporting "excellent" or "good"

Question 1 by Respondent Characteristics													
Circle the number that best represents your opinion:	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not White	Overall
Wheat Ridge as a place to live?	85%	88%	86%	83%	88%	90%	81%	88%	88%	87%	87%	88%	87%
Your neighborhood as a place to live?	81%	73%	77%	73%	80%	82%	66%	79%	80%	78%	76%	85%	77%
Wheat Ridge as a place to raise children?	75%	74%	74%	67%	74%	83%	79%	69%	75%	75%	74%	80%	75%
Wheat Ridge as a place to work?	50%	60%	55%	44%	56%	70%	35%	58%	60%	55%	55%	55%	55%
Wheat Ridge as a place to retire?	63%	72%	67%	53%	67%	83%	49%	60%	76%	68%	67%	75%	68%
Physical attractiveness of Wheat Ridge as a whole?	41%	56%	48%	41%	45%	59%	37%	48%	57%	49%	48%	56%	49%
Overall quality of life in Wheat Ridge?	72%	76%	74%	73%	73%	80%	58%	75%	80%	74%	73%	82%	74%

\*Percent reporting "excellent" or "good"

City of Wheat Ridge 2008 Citizen Survey Results

Question 4 by Respondent Characteristics								
	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	76%	72%	80%	73%	75%	73%	78%	75%

\*Percent reporting "excellent" or "good"

Question 4 by Respondent Characteristics													
	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not White	Overall
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	72%	79%	75%	70%	79%	84%	63%	73%	80%	76%	76%	78%	76%

\*Percent reporting "excellent" or "good"

Question 14 by Respondent Characteristics								
	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
How would you rate the overall performance of the Wheat Ridge city government?	70%	63%	66%	58%	65%	63%	68%	65%

\*Percent reporting "excellent" or "good"

Question 14 by Respondent Characteristics													
	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not White	Overall
How would you rate the overall performance of the Wheat Ridge city government?	60%	71%	65%	65%	60%	79%	50%	64%	69%	66%	65%	69%	66%

\*Percent reporting "excellent" or "good"

City of Wheat Ridge 2008 Citizen Survey Results

Question 15 by Respondent Characteristics								
Please rate the following statements by circling the number which best represents your opinion.	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
I believe my elected officials generally act in the best interest of the community at large	72%	68%	74%	70%	71%	72%	71%	72%
City of Wheat Ridge employees perform quality work	67%	62%	74%	71%	69%	71%	66%	69%
I receive good value and services for the amount of city sales and property taxes that I pay.	52%	51%	62%	57%	55%	55%	55%	55%
I am pleased with the overall direction the city is taking	63%	58%	64%	56%	61%	61%	60%	61%
I am well informed on major issues within the City of Wheat Ridge	38%	42%	37%	42%	40%	39%	41%	40%
Wheat Ridge city government welcomes citizen involvement	58%	61%	64%	61%	60%	62%	58%	60%

\*Percent reporting "strongly" or "somewhat" agree

Question 15 by Respondent Characteristics													
Please rate the following statements by circling the number which best represents your opinion.	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not White	Overall
I believe my elected officials generally act in the best interest of the community at large	71%	72%	72%	59%	73%	79%	78%	65%	75%	72%	73%	69%	72%
City of Wheat Ridge employees perform quality work	68%	70%	69%	51%	68%	79%	73%	65%	77%	70%	70%	65%	69%
I receive good value and services for the amount of city sales and property taxes that I pay.	52%	60%	55%	44%	64%	67%	41%	52%	59%	56%	56%	57%	56%
I am pleased with the overall direction the city is taking	59%	64%	61%	61%	66%	68%	49%	59%	62%	62%	63%	56%	62%
I am well informed on major issues within the City of Wheat Ridge	40%	40%	40%	31%	43%	50%	25%	36%	50%	40%	41%	35%	40%
Wheat Ridge city government welcomes citizen involvement	60%	62%	61%	44%	63%	68%	54%	61%	67%	61%	61%	61%	61%

\*Percent reporting "strongly" or "somewhat" agree

City of Wheat Ridge 2008 Citizen Survey Results

Question 18 by Respondent Characteristics								
Please rate how safe you feel in the following areas in Wheat Ridge:	Length of residency					Rent or own		
	Five years or less	6 to 10 years	11 to 20 years	More than 20 years	Overall	Own	Rent	Overall
Parks and playgrounds	83%	82%	87%	79%	83%	83%	81%	82%
Recreation centers	94%	87%	96%	91%	92%	93%	91%	92%
In your neighborhood	80%	83%	87%	83%	82%	84%	80%	82%
In your home	86%	91%	92%	88%	88%	90%	87%	88%
On the trail system	73%	66%	72%	64%	69%	69%	71%	70%
Retail/commercial areas	86%	79%	83%	82%	83%	84%	83%	83%

\*Percent reporting "very" or "somewhat" safe

Question 18 by Respondent Characteristics													
Please rate how safe you feel in the following areas in Wheat Ridge:	Housing unit type			Gender by age							Race		
	Detached	Attached	Overall	F 18-34	F 35-54	F 55+	M 18-34	M 35-54	M 55+	Overall	White	Not White	Overall
Parks and playgrounds	81%	84%	82%	82%	87%	82%	78%	81%	87%	83%	83%	83%	83%
Recreation centers	93%	92%	92%	96%	94%	90%	100%	86%	95%	93%	94%	85%	93%
In your neighborhood	83%	82%	83%	74%	89%	85%	74%	80%	91%	83%	82%	85%	83%
In your home	90%	86%	88%	74%	92%	92%	87%	87%	96%	89%	88%	90%	88%
On the trail system	70%	69%	70%	65%	73%	65%	62%	72%	80%	70%	68%	79%	70%
Retail/commercial areas	83%	84%	83%	87%	86%	78%	87%	82%	87%	84%	84%	85%	84%

\*Percent reporting "very" or "somewhat" safe

## APPENDIX E: JURISDICTIONS INCLUDED IN BENCHMARK COMPARISONS

### Jurisdictions Included in National Comparisons

The jurisdictions included in the national benchmark comparisons are listed below along with their 2000 population according to the U.S. Census.

Agoura Hills, CA .....	20,537	Brevard County, FL .....	476,230	Corvallis, OR .....	49,322
Alabaster, AL .....	22,169	Brisbane, CA .....	3,597	Coventry, CT .....	11,504
Alamogordo, NM .....	35,582	Broken Arrow, OK .....	74,839	Craig, CO .....	9,189
Albemarle County, VA .....	79,236	Broomfield, CO.....	38,272	Cranberry Township, PA..	23,625
Alpharetta, GA .....	34,854	Bryan, TX .....	34,733	Cumberland County,	
Ames, IA .....	50,731	Burlingame, CA.....	28,158	PA .....	213,674
Andover, MA.....	31,247	Burlington, MA .....	22,876	Cupertino, CA.....	50,546
Ankeny, IA .....	27,117	Calgary, Canada.....	878,866	Dakota County, MN.....	355,904
Ann Arbor, MI .....	114,024	Cambridge, MA.....	101,355	Dallas, TX .....	1,188,580
Archuleta County, CO.....	9,898	Canandaigua, NY .....	11,264	Dania Beach, FL.....	20,061
Arkansas City, KS.....	11,963	Cape Coral, FL .....	102,286	Davenport, IA .....	98,359
Arlington County, VA.....	189,453	Capitola, CA .....	10,033	Davidson, NC.....	7,139
Arvada, CO .....	102,153	Carlsbad, CA.....	78,247	Daviess County, KY .....	91,545
Ashland County, WI.....	16,866	Carson City, NV .....	52,457	Daytona Beach, FL.....	64,112
Ashland, OR.....	19,522	Cartersville, GA.....	15,925	Decatur, GA .....	18,147
Aspen, CO .....	5,914	Carver County, MN.....	70,205	DeKalb, IL.....	39,018
Auburn, AL.....	42,987	Cary, NC.....	94,536	Del Mar, CA .....	4,389
Austin, TX .....	656,562	Castle Rock, CO.....	20,224	Delaware, OH .....	25,243
Avondale, AZ .....	35,883	Cedar Creek, NE .....	396	Delhi Township, MI.....	22,569
Barnstable, MA.....	47,821	Cedar Falls, IA.....	36,145	Delray Beach, FL .....	60,020
Batavia, IL .....	23,866	Chandler, AZ .....	176,581	Denver (City and County),	
Battle Creek, MI .....	53,364	Chanhassen, MN.....	20,321	CO .....	554,636
Beekman, NY .....	11,452	Charlotte County, FL .....	141,627	Denver Public Library, CO.....	NA
Belleair Beach, FL.....	1,751	Charlotte, NC.....	540,828	Des Moines, IA .....	198,682
Bellevue, WA.....	109,569	Chesterfield County,		Dillon, CO.....	802
Bellflower, CA.....	72,878	VA.....	259,903	District of Saanich,Victoria,	
Bellingham, WA.....	67,171	Cheyenne, WY.....	53,011	Canada.....	103,654
Benbrook, TX .....	20,208	Chittenden County, VT ..	146,571	Douglas County, CO.....	175,766
Bend, OR .....	52,029	Chula Vista, CA.....	173,556	Dover, DE.....	32,135
Benicia, CA .....	26,865	Claremont, CA .....	33,998	Dover, NH.....	26,884
Bettendorf, IA .....	31,275	Clark County, WA.....	345,238	Dublin, CA .....	29,973
Blacksburg, VA.....	39,357	Clearwater, FL.....	108,787	Dublin, OH .....	31,392
Bloomfield, NM .....	6,417	Cococino County, AZ ....	116,320	Duncanville, TX.....	36,081
Blue Earth, MN.....	3,621	College Park, MD.....	242,657	Durango, CO .....	13,922
Blue Springs, MO .....	48,080	Collier County, FL.....	251,377	Durham, NC.....	187,038
Boise, ID .....	185,787	Collinsville, IL.....	24,707	Duval County, FL.....	778,879
Bonita Springs, FL.....	32,797	Colorado Springs, CO ....	360,890	Eagle County, CO .....	41,659
Borough of Ebensburg, PA..	3,091	Columbia, MO.....	84,531	East Providence, RI .....	48,688
Botetourt County, VA .....	30,496	Concord, CA .....	121,780	Eau Claire, WI.....	61,704
Boulder County, CO.....	291,288	Concord, NC.....	55,977	Edmond, OK.....	68,315
Boulder, CO.....	94,673	Cookeville, TN.....	23,923	El Cerrito, CA.....	23,171
Bowling Green, KY.....	49,296	Cooper City, FL.....	27,939	El Paso, TX.....	563,662
Bozeman, MT.....	27,509	Coral Springs, FL.....	117,549	Elmhurst, IL.....	42,762
Breckenridge, CO.....	2,408	Corpus Christi, TX.....	277,454	Englewood, CO .....	31,727

City of Wheat Ridge 2008 Citizen Survey Results

Ephrata Borough, PA .....	13,213	Jefferson Parish, LA .....	455,466	Minneapolis, MN.....	382,618
Eugene, OR .....	137,893	Joplin, MO .....	45,504	Mission Viejo, CA.....	93,102
Eustis, FL .....	15,106	Kansas City, MO .....	441,545	Montgomery County,	
Evanston, IL .....	74,239	Kearney, NE .....	27,431	MD .....	873,341
Fairway, KS .....	3,952	Keizer, OR .....	32,203	Morgan Hill, CA .....	33,556
Farmington, NM.....	37,844	Kelowna, Canada .....	96,288	Morgantown, WV .....	26,809
Farmington, UT .....	12,081	Kent, WA .....	79,524	Moscow, ID.....	21,291
Fayetteville, AR .....	58,047	King County, WA.....	1,737,034	Mountain View, CA.....	70,708
Fishers, IN .....	37,835	Kirkland, WA .....	45,054	Mountlake Terrace, WA...	20,362
Flagstaff, AZ .....	52,894	Kissimmee, FL.....	47,814	Munster, IN .....	21,511
Florence, AZ .....	17,054	Kitsap County, WA.....	231,969	Naperville, IL.....	128,358
Fort Collins, CO .....	118,652	Knightdale, NC .....	5,958	New Orleans, LA.....	484,674
Fort Smith, AR.....	80,268	Kutztown Borough, PA.....	5,067	Newport News, VA.....	180,150
Fort Worth, TX .....	534,694	La Mesa, CA.....	54,749	Newport, RI .....	26,475
Fridley, MN.....	27,449	La Plata, MD .....	6,551	Normal, IL .....	45,386
Fruita, CO .....	6,478	La Vista, NE .....	11,699	North Branch, MN.....	8,023
Gainesville, FL .....	95,447	Laguna Beach, CA.....	23,727	North Jeffco Park and	
Gaithersburg, MD .....	52,613	Lake Oswego, OR.....	35,278	Recreation District, CO ...	NA
Galt, CA .....	19,472	Lakewood, CO.....	144,126	North Las Vegas, NV.....	115,488
Gillette, WY .....	19,646	Larimer County, CO.....	251,494	North Port, FL .....	22,797
Golden, CO .....	17,159	Lebanon, OH .....	16,962	North Vancouver,	
Grand County, CO .....	12,442	Lee's Summit, MO .....	70,700	Canada.....	44,303
Grand Junction, CO.....	41,986	Lenexa, KS .....	40,238	Northampton County,	
Grand Prairie, TX .....	127,427	Lincolnwood, IL.....	12,359	VA.....	13,093
Grandview, MO .....	24,881	Livermore, CA.....	73,345	Northern Tier Coalition	
Greenville, SC.....	10,468	Lodi, CA.....	56,999	Community Survey, PA ...	NA
Greenwood Village, CO...	11,035	Lone Tree, CO .....	4,873	Northglenn, CO .....	31,575
Gresham, OR .....	90,205	Long Beach, CA .....	461,522	Novi, MI .....	47,386
Gurnee, IL .....	28,834	Longmont, CO .....	71,093	O'Fallon, IL.....	21,910
Hanau, Germany.....	NA	Louisville, CO.....	18,937	O'Fallon, MO .....	46,169
Hanover County, VA.....	86,320	Loveland, CO.....	50,608	Oak Ridge, TN.....	27,387
Henderson, NV .....	175,381	Lyme, NH .....	1,679	Oakland Park, FL .....	30,966
High Point, NC.....	85,839	Lynchburg, VA.....	65,269	Oakville, Canada .....	144,738
Highland Park, IL.....	31,365	Lynnwood, WA.....	33,847	Ocean City, MD .....	7,173
Highlands Ranch, CO.....	70,931	Lynwood, CA .....	69,845	Ocean Shores, WA .....	3,836
Hillsborough County,		Manchester, CT.....	54,740	Oceanside, CA.....	161,029
FL .....	998,948	Mankato, MN.....	32,427	Ocoee, FL.....	24,391
Homewood, IL .....	19,543	Maple Grove, MN.....	50,365	Oklahoma City, OK.....	506,132
Honolulu, HI.....	876,156	Maplewood, MN.....	34,947	Olathe, KS .....	92,962
Hopewell, VA .....	22,354	Marion, IA.....	7,144	Oldsmar, FL.....	11,910
Hoquiam, WA.....	9,097	Maryland Heights, MO ....	25,756	Olmsted County, MN ....	137,521
Hot Springs, AR.....	35,613	Maryville, MO .....	10,581	Olympia, WA .....	42,514
Hot Sulphur Springs, CO.....	521	Maui, HI .....	128,094	Orange Village, OH.....	3,236
Hudson, NC.....	3,078	Mauldin, SC .....	15,224	Orleans Parish, LA .....	484,674
Hudson, OH .....	22,439	McAllen, TX.....	106,414	Ottawa County, MI .....	238,314
Hutchinson, MN .....	13,080	Medina, MN .....	4,005	Overland Park, KS.....	149,080
Independence, MO .....	113,288	Melbourne, FL.....	71,382	Oviedo, FL.....	26,316
Indianola, IA.....	12,998	Meridian Charter Township,		Ozaukee County, WI .....	82,317
Iowa County, IA .....	15,671	MI .....	38,987	Palatine, IL.....	65,479
Irving, TX .....	191,615	Merriam, KS .....	11,008	Palm Bay, FL.....	79,413
Jackson County, OR .....	181,269	Mesa County, CO .....	116,255	Palm Beach Gardens, FL..	35,058
James City County, VA ....	48,102	Miami Beach, FL .....	87,933	Palm Beach, FL .....	10,468
Jefferson County, CO.....	527,056	Milton, WI .....	5,132	Palm Coast, FL.....	32,732

## City of Wheat Ridge 2008 Citizen Survey Results

Palm Springs, CA.....	42,807	Sanford, FL.....	38,291	Titusville, FL.....	40,670
Palo Alto, CA.....	58,598	Santa Barbara County, CA.....	399,347	Troy, MI.....	80,959
Park Ridge, IL.....	37,775	Santa Monica, CA.....	84,084	Tucson, AZ.....	486,699
Parker, CO.....	23,558	Sarasota, FL.....	52,715	Upper Merion Township, PA.....	28,863
Pasadena, TX.....	141,674	Sault Sainte Marie, MI.....	16,542	Urbandale, IA.....	29,072
Pasco, WA.....	32,066	Scott County, MN.....	89,498	Vail, CO.....	NA
Peoria County, IL.....	183,433	Scottsdale, AZ.....	202,705	Vancouver, WA.....	143,560
Peoria, AZ.....	108,364	Sedona, AZ.....	10,192	Village of Brown Deer, WI.....	12,170
Philadelphia, PA.....	1,517,550	Seminole, FL.....	10,890	Village of Howard City, MI.....	1,585
Phoenix, AZ.....	1,321,045	Sheldahl, IA.....	336	Village of Oak Park, IL.....	52,524
Pickens County, SC.....	110,757	Shenandoah, TX.....	1,503	Virginia Beach, VA.....	425,257
Pinellas County, FL.....	921,482	Shorewood, IL.....	7,686	Volusia County, FL.....	443,343
Pitkin County, CO.....	14,872	Shrewsbury, MA.....	31,640	Wahpeton, ND.....	8,586
Plano, TX.....	222,030	Silverthorne, CO.....	3,196	Walnut Creek, CA.....	64,296
Platte City, MO.....	3,866	Sioux Falls, SD.....	123,975	Walton County, FL.....	40,601
Polk County, IA.....	374,601	Skokie, IL.....	63,348	Washington City, UT.....	8,186
Port Orange, FL.....	45,823	Slater, IA.....	1,306	Washington County, MN.....	201,130
Portland, OR.....	529,121	Smyrna, GA.....	40,999	Washoe County, NV.....	339,486
Poway, CA.....	48,044	Snoqualmie, WA.....	1,631	Waukee, IA.....	5,126
Prescott Valley, AZ.....	25,535	South Daytona, FL.....	13,177	Wausau, WI.....	38,426
Prince Albert, Canada.....	34,291	South Haven, MI.....	5,021	Wauwatosa, WI.....	47,271
Prince William County, VA.....	280,813	Sparks, NV.....	66,346	West Des Moines, IA.....	46,403
Prior Lake, MN.....	15,917	Springfield, MO.....	151,580	Western Eagle County Metro Recreation District, CO... NA	
Rancho Cordova, CA.....	55,060	St. Cloud, MN.....	59,107	Westerville, OH.....	35,318
Raymore, MO.....	11,146	St. Louis County, MN.....	200,528	Westminster, CO.....	100,940
Redding, CA.....	80,865	Stafford County, VA.....	92,446	Wethersfield, CT.....	26,271
Reno, NV.....	180,480	Starkville, MS.....	21,869	Wheat Ridge, CO.....	32,913
Renton, WA.....	50,052	State College, PA.....	38,420	Whitehorse, Canada.....	19,058
Richland, WA.....	38,708	Staunton, VA.....	23,853	Whitewater, WI.....	13,437
Richmond, CA.....	99,216	Steamboat Springs, CO.....	9,815	Wichita, KS.....	344,284
Riverdale, UT.....	7,656	Stillwater, OK.....	39,065	Williamsburg, VA.....	11,998
Riverside, CA.....	255,166	Stockton, CA.....	243,771	Willingboro Township, NJ	33,008
Rock Hill, SC.....	49,765	Suamico, WI.....	8,686	Wilmington, NC.....	90,400
Rockville, MD.....	47,388	Sugar Grove, IL.....	3,909	Windsor, CT.....	28,237
Round Rock, TX.....	61,136	Sugar Land, TX.....	63,328	Winter Park, FL.....	24,090
Saco, ME.....	16,822	Summit County, CO.....	23,548	Woodridge, IL.....	30,934
Safford, AZ.....	9,232	Sunnyvale, CA.....	131,760	Worcester, MA.....	172,648
Salina, KS.....	45,679	Tacoma, WA.....	193,556	Yellowknife, Canada.....	16,541
San Bernardino County, CA.....	1,709,434	Takoma Park, MD.....	17,299		
San Francisco, CA.....	776,733	Tallahassee, FL.....	150,624		
San Jose, CA.....	894,943	Taos, NM.....	4,700		
San Marcos, TX.....	34,733	Teton County, WY.....	18,251		
San Ramon, CA.....	44,722	The Colony, TX.....	26,531		
Sandusky, OH.....	27,844	Thornton, CO.....	82,384		
		Thunder Bay, Canada.....	109,016		

## Jurisdictions Included in Front Range Comparisons

The jurisdictions included in the Front Range benchmark comparisons are listed below along with their 2000 population according to the U.S. Census.

Arvada, CO .....	102,153	Englewood, CO.....	31,727	Loveland, CO .....	50,608
Aspen, CO .....	5,914	Fort Collins, CO .....	118,652	North Jeffco Park and	
Boulder County, CO.....	291,288	Golden, CO .....	17,159	Recreation District, CO ...	NA
Boulder, CO.....	94,673	Greenwood Village, CO..	11,035	Northglenn, CO .....	31,575
Broomfield, CO.....	38,272	Highlands Ranch, CO .....	70,931	Parker, CO.....	23,558
Castle Rock, CO.....	20,224	Jefferson County, CO .....	527,056	Thornton, CO .....	82,384
Colorado Springs, CO .....	360,890	Lakewood, CO.....	144,126	Westminster, CO .....	100,940
Denver (City and County),		Larimer County, CO.....	251,494	Wheat Ridge, CO.....	32,913
CO .....	554,636	Lone Tree, CO .....	4,873		
Denver Public Library, CO .....	NA	Longmont, CO .....	71,093		
Douglas County, CO .....	175,766	Louisville, CO .....	18,937		

## APPENDIX F: SURVEY INSTRUMENT

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The survey instrument appears on the following pages.

# 2008 Wheat Ridge Citizen Survey

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

## Community and Services

1. Circle the number that best represents your opinion:

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

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

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

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

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

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

- Excellent    
  Good    
  Fair    
  Poor    
  Don't know

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

	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

6. 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

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

	Never	1-2 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

8. To what extent do you support or oppose having a single trash hauler in the City of Wheat Ridge, rather than multiple haulers?

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

9. 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

**10. 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

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

	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar
City's comprehensive plan .....	1	2	3	4
Sub-area planning (including Fruitdale, Northwest transit-oriented development and the Wadsworth Corridor) ...	1	2	3	4

**12. To what extent would you support or oppose the City of Wheat Ridge implementing the use of each of the following types of traffic enforcement cameras:**

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Photo radar (to control speed) .....	1	2	3	4	5	6
Photo red light (to minimize the running of red lights) .....	1	2	3	4	5	6

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

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

**City Government and Employees**

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

- Excellent       Good       Fair       Poor       Don't know

**15. 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
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

**16. 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 17)       No (go to question 18)

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

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

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

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

**Economic Development**

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

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

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

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

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

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

**22. The City of Wheat Ridge could consider developing a Civic Center area, similar to BelMar or the Pearl Street Mall. This type of development would include mixed-use residential, commercial and retail. To what extent do you support or oppose this type of development in Wheat Ridge?**

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

## Information Sources

23. 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 "Connections" 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

## Demographics

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. About how long have you lived in Wheat Ridge?

(Write 0 if six months or less)

\_\_\_\_\_ years

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

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

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

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

D4. Do you own or rent your residence?

- Own     Rent

D5. How many people (including yourself) live in your household?

\_\_\_\_\_ people

D6. How many of these household members are 17 or younger?

\_\_\_\_\_ people

D7. 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

D8. About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2007? 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

D9. What is your age?

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

D10. What is your race? (Please check all that apply.)

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

D11. Are you Hispanic/Spanish/Latino?

- Yes     No

D12. What is your gender?

- Female     Male

D13. Did you vote in the last election?

- Yes     No

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