



2015 Citizen Survey

Report of Results FINAL

July 2015

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Executive Summary

Survey Background and Methods

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

The 2015 mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the City of Wheat Ridge. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, using an unbiased sampling procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the resultant data to reflect the demographics of Wheat Ridge.

The 2015 survey was mailed to a representative sample of 3,000 residential addresses within the City boundaries in May 2015. Of the 3,000 surveys mailed, 85 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,915 households that received a survey, 893 completed the mail survey providing a response rate of 31%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error is no greater than or plus or minus four percentage points around any given percent for the entire sample (893 surveys). For comparisons to the 2012 data, the margin of error rises to plus or minus five percentage points.

Key Findings

Residents view the quality of life in Wheat Ridge and various aspects of the community positively.

- In 2015, about 8 in 10 respondents rated the overall quality of life in Wheat Ridge as excellent or good, a rating that was similar to 2012 but lower than the comparisons to ratings from other communities across the country and in the Front Range.
- Residents were more positive in 2015 than in 2012 about expectations for the overall quality of life in the next five years, with about 6 in 10 in 2015 expecting it to improve compared to 5 in 10 voicing similar sentiment in 2012.
- When asked why they chose to live in Wheat Ridge, residents most often cited the location, their neighborhood and safety as reasons. Affordable housing and rental rates and the cost of living also were popular reasons for living in Wheat Ridge.
- At least 8 in 10 respondents reported they were very or somewhat likely to recommend living in Wheat Ridge to someone who asked and to remain in the city for the next five years. Wheat Ridge residents were more likely to recommend living in their city than were residents in other communities in the Front Range.
- Community characteristics receiving the most favorable ratings related to the built and natural environment, including the availability of paths and walking trails, the availability of bike trails, the quality of the overall natural environment, air quality and recreational opportunities, with at least two-thirds giving an excellent or good evaluation to each.

While residents appreciate the efforts that have been made for pedestrian improvements and support future changes, many still have concerns about transportation and travel in the city.

- Ratings for the ease of walking and bicycle travel in the city increased by 8% each from 2012 to 2015 (about three out of five respondents giving excellent or good evaluations). However, the 2015 ratings were similar to or lower than the national and Front Range averages.
- When asked the extent to which they supported or opposed the City funding bicycle and pedestrian improvements, a majority (69%) supported such improvements. Respondents were most supportive of improvements such as walking trails, sidewalk connections and biking trails, with at least 7 in 10 voicing support.
- Ease of car travel, the condition of city streets and traffic flow saw decreases in ratings from the previous survey administration, with about 11% fewer saying these were excellent or good. Ease of car travel and traffic flow were rated lower than the Front Range averages.
- Additionally, the quality of street repair and maintenance was rated lower in 2015 than in 2012 (14% fewer said they were excellent or good); this rating was similar to the national benchmark but lower than the Front Range. Nearly all respondents (95%) felt that street repair and maintenance was an essential or very important service, an increase from 2012 (89%).

Although survey respondents are unsure about which area of the city should be considered the City's Center, they are clear in their opposition to 38th Avenue projects.

- About half of respondents agreed that 38th Avenue between Upham and Marshall is the City Center, 20% neither agreed nor disagreed and 31% disagreed.
- When asked how important various features were for the 38th Avenue area between Upham and Marshall, between 29% and 55% of respondents felt each was essential or very important. The highest priorities were for developing retail and commercial areas and encouraging and incentivizing private sector investments. Between 1 in 10 and 4 in 10 respondents felt each feature was not important.
- Residents were asked the extent to which they supported or opposed aspects of the 38th Avenue project, which was a measure defeated by voters in 2014. Overall, about 45% to 60% of respondents opposed each aspect, with at least one-third of respondents indicating strong opposition. Respondents were most opposed to the cost of the project, followed by the reduction of vehicle lanes to expand sidewalks and pedestrian amenities and the preliminary design for reconstructing the street.

Residents feel less positive about City government and employee performance in 2015 than in previous years.

- The overall performance of the Wheat Ridge city government was rated as excellent or good by 51% of respondents. This was a decrease in ratings compared to 2012 and was rated much lower than the national average.
- When evaluating six aspects of the city government's performance, between one-third and two-thirds of residents gave excellent or good ratings to each aspect. Residents gave the most favorable ratings to the quality of work performed by City employees and the least positive assessments to the job the City does at informing residents on major community issues. Overall, aspects of government performance decreased by about 9% (excellent or good), from 2012 to 2015.
- While respondents rated the quality of work of City employees positively, they were more critical about their interactions with employees. Of the 42% of respondents who had contact with a City employee in the 12 months prior to the survey, between 60% and 75% gave excellent or good reviews of their interactions, including the employees' courteousness, responsiveness and their overall impression. These ratings decreased from 2012 to 2015 and were rated lower than the national and Front Range benchmarks.

Survey Background

Survey Purposes

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

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

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

Survey Administration

The 2015 Wheat Ridge Citizen Survey was mailed to residents in May. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the 2015 survey, a letter from the mayor explaining the study and a postage-paid pre-addressed envelope in which to return their completed survey. Completed surveys were collected over a six week period. The survey was sent to 3,000 randomly selected addresses within the City boundaries. Of these households, 85 surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed and 893 submitted a completed survey for a response rate of 31% (similar to 2012).

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

How the Results are Reported

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

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

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

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus four percentage points around any given percent reported for all survey respondents (893). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

Comparing Survey Results by Respondent Subgroups

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

Comparing Survey Results over Time

Because this survey was the fifth in a series of citizen surveys for the City of Wheat Ridge, the 2015 results are presented along with past ratings when available. Differences between the 2012 and 2015 results can be considered “statistically significant” if they are five percentage points or more around any given percent. Trend data for the City of 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.

Comparing Survey Results to Other Communities

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.

National and Front Range benchmark comparisons have been included in the report when available. Benchmark 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. Additional information on NRC’s benchmarking database, including jurisdictions to which Wheat Ridge was compared nationally and in the Front Range, can be found in *Appendix F: Benchmark Comparisons*.

Where comparisons for quality ratings were available, Wheat Ridge’s results were generally noted as being “higher” the benchmark, “lower” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much lower” or “much higher”). These labels come from a statistical comparison of Wheat Ridge’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (five points or less on the 100-point scale); “higher” or “lower” if the difference between Wheat Ridge’s rating and the benchmark is greater than the margin of error (between five and 10 points); and “much higher” or “much lower” if the difference between Wheat Ridge’s rating and the benchmark is more than twice the margin of error (10 points or more). Data for a number of items on the survey is not included in the benchmark database (e.g., some of the services or aspects of the community or quality of life) and as such, these items are excluded from the benchmark tables.

Survey Results

Quality of Life and Community

The 2015 Citizen Survey asked residents about aspects of the quality of life in the city, reasons for living in Wheat Ridge and perceptions about their future in the city. The quality of various characteristics that make up the community also were measured, including safety, transportation and participation in activities.

Living in Wheat Ridge

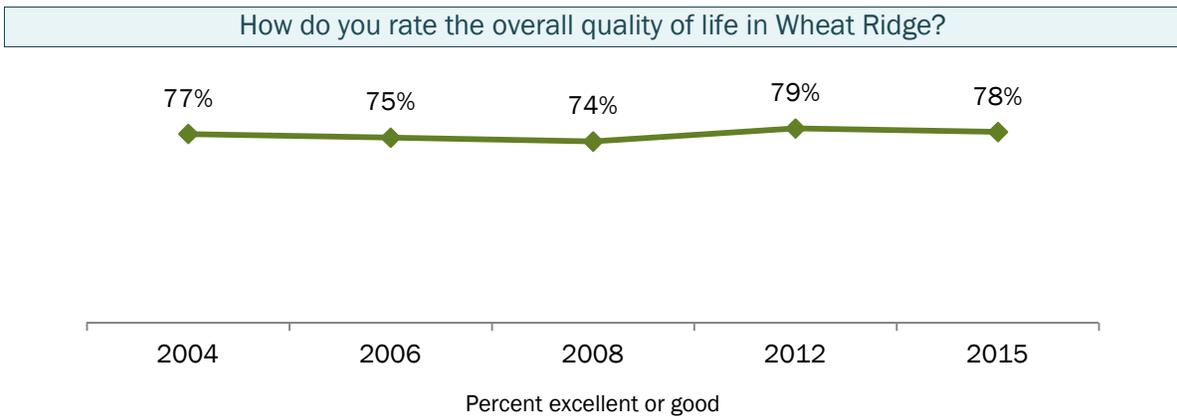
Wheat Ridge residents gave positive reviews to the overall quality of life in the city, with 14% saying it was excellent and 64% saying it was good. Twenty-one percent of respondents felt the overall quality of life in the city was fair and only 1% said it was poor. These ratings were similar to those given in 2012 and have remained stable since the question was first asked in 2004.

Evaluations of the overall quality of life in the city were compared to ratings given by residents in other communities across the country and in Colorado’s Front Range (see *Appendix F: Benchmark Comparisons* for more information on the comparisons). Wheat Ridge residents tended to give ratings that were lower than the national and Front Range averages.

Figure 1: Overall Quality of Life, 2015



Figure 2: Overall Quality of Life Compared by Year



Various aspects of quality of life also were assessed on the survey. At least three-quarters of respondents gave excellent or good ratings to the city and their neighborhood as a place to live and to the city as a place to raise children. Two-thirds felt that the city as a place to retire was excellent or good and half gave these ratings to the city as a place to work and the physical attractiveness of the city. Compared to 2012, ratings given in 2015 generally were similar, except for the city as a place to work which received lower ratings in 2015 compared to 2012 (51% excellent or good versus 58%, respectively).

It should be noted that between 22% and 44% of respondents selected “don’t know” when rating the city as a place to raise children, work and retire. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Comparisons could be made to the benchmark database for five of the six aspects of quality of life. Overall, Wheat Ridge residents gave ratings that were similar to or lower than those given by residents in other communities across the nation and in the Front Range (see *Appendix F: Benchmark Comparisons* for more information).

Aspects of quality of life were compared by respondent demographic characteristics as well as the Council District in which they lived (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

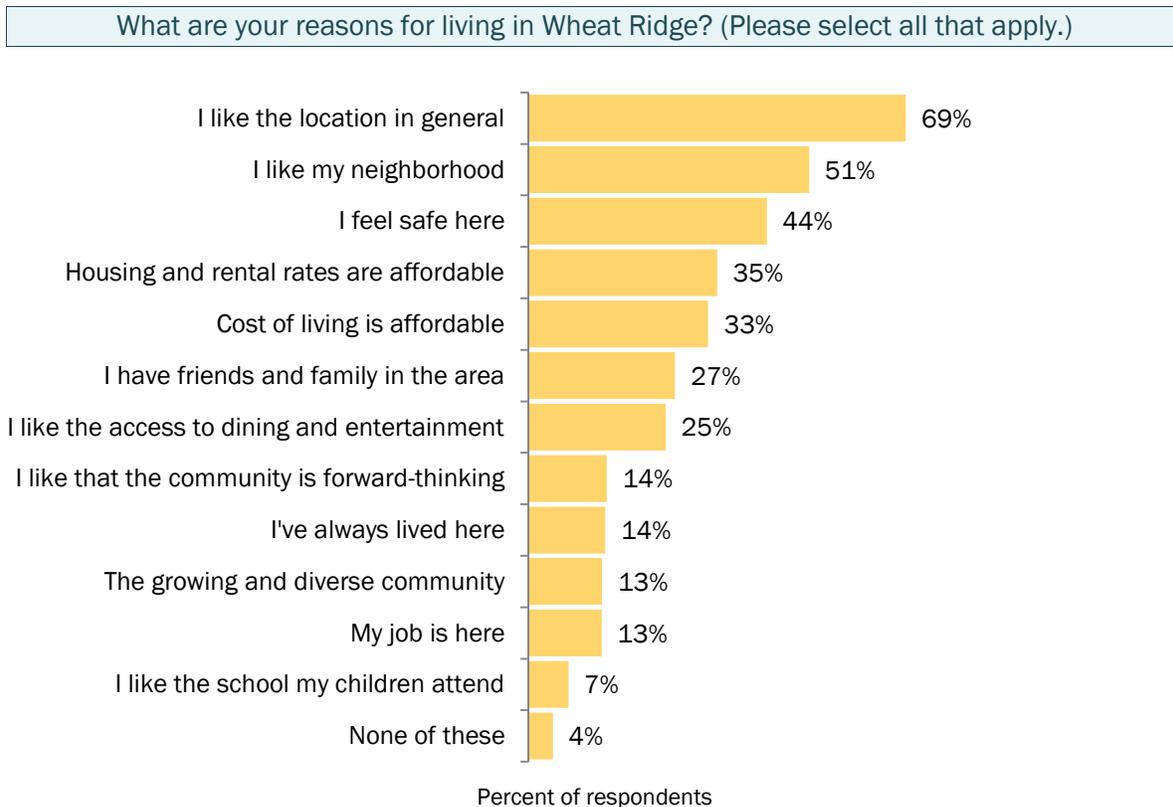
Respondents who were age 55 or older were more likely than younger residents to rate elements of quality of life more highly, including their neighborhood as a place to live, Wheat Ridge as a place to raise children, the city as a place to retire and the physical attractiveness of Wheat Ridge. Women gave more positive ratings to Wheat Ridge as a place to live, raise children and retire than did men. White residents were more likely to rate most aspects of quality of life in Wheat Ridge as excellent or good compared to non-white residents. Where differences were observed, residents in District 3 gave the highest ratings to most quality of life characteristics, while residents of District 4 gave the lowest ratings.

Figure 3: Aspects of Quality of Life Compared by Year

Circle the number that best represents your opinion: (Percent excellent or good)	2015	2012	2008	2006	2004
How do you rate Wheat Ridge as a place to live?	84%	87%	86%	82%	86%
How do you rate your neighborhood as a place to live?	78%	77%	77%	73%	75%
How do you rate Wheat Ridge as a place to raise children?	74%	76%	74%	74%	77%
How do you rate Wheat Ridge as a place to retire?	67%	71%	68%	68%	68%
How do you rate Wheat Ridge as a place to work?	51%	58%	55%	NA	NA
How would you rate the physical attractiveness of Wheat Ridge as a whole?	52%	53%	48%	52%	52%

A new question was added to the 2015 survey asking respondents to indicate their reasons for living in Wheat Ridge. Respondents could select more than one response. About 7 in 10 residents said that the reason they lived in Wheat Ridge was the location and about half indicated that they liked their neighborhood. Four in 10 noted safety as their reason for living in the city and about 3 in 10 said that affordable housing and rental rates and the cost of living were reasons for living in Wheat Ridge. Having friends and family in the area and access to dining and entertainment were reasons for living in the city for about one-quarter of respondents. Less than 15% of residents mentioned the other reasons.

Figure 4: Reasons for Living in Wheat Ridge, 2015



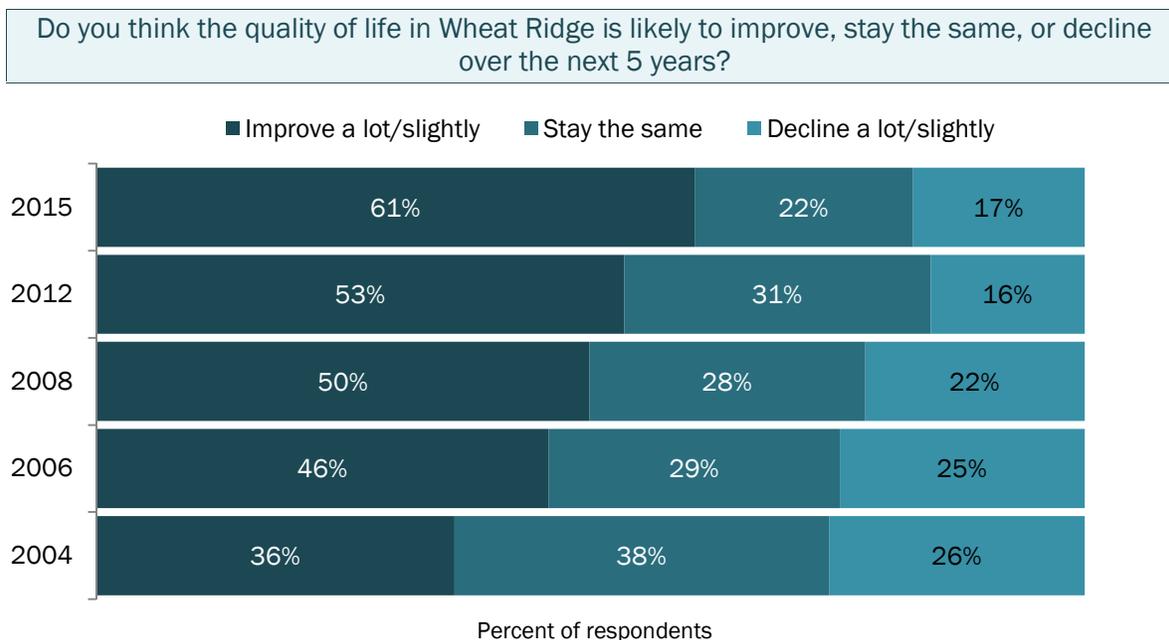
Total may exceed 100% as respondents could select more than one answer.

Future Outlook for Wheat Ridge

A majority of Wheat Ridge residents (61%) believed that the quality of life in the city would improve a lot or slightly over the next five years. Twenty-two percent felt the quality of life would stay the same and 17% felt it would decline a lot or slightly. Compared to 2012, more residents in 2015 felt that their quality of life would improve while fewer felt it would stay the same. Overall, since 2004, the proportion of residents saying the quality of life in the city would improve over the next five years has steadily increased while the proportions saying it would stay the same or decline has decreased.

Residents between the ages of 18 and 34 and women were more likely than older residents and men to believe that the quality of life in Wheat Ridge was likely to improve. Those who had resided in Wheat Ridge for more than 20 years were more likely to believe that the quality of life would decline than those who had lived in the community for less time (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). No differences were observed for this question when compared by Council District.

Figure 5: Quality of Life in Wheat Ridge Over Next Five Years Compared by Year



Most respondents were likely to recommend living in Wheat Ridge to someone who asked (46% very likely and 44% somewhat likely). When asked how likely they would be to remain in the city for the next five years, 63% said they would be very likely and 24% said somewhat likely. Only 13% said they were unlikely to remain in Wheat Ridge in the next five years. Compared to 2012, respondents in 2015 were just as likely to recommend living in and say they would remain in the city.

Wheat Ridge residents gave similar ratings to the likelihood of remaining in and recommending the City compared to the national benchmark (see *Appendix F: Benchmark Comparisons* for more information). When compared to other Front Range communities, respondents gave similar ratings to the likelihood of remaining in the city and higher ratings to the likelihood of recommending living in the city.

Women and those who had resided in Wheat Ridge for less than 10 years were more likely to recommend living in Wheat Ridge than were men or more long term residents. White residents and homeowners were more likely than non-white residents and renters to expect to remain in Wheat Ridge for the next five years. Residents of Council District 2 were most likely to anticipate staying in Wheat Ridge, while this was least true in Districts 3 and 4. Results for this question did not differ for residents of different ages (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 6: Likelihood of Remaining in and Recommending Wheat Ridge, 2015

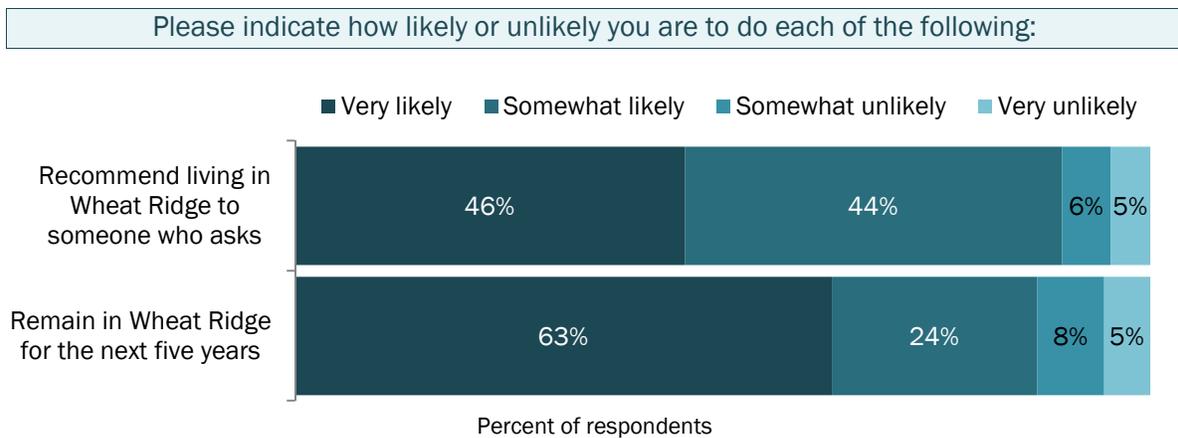
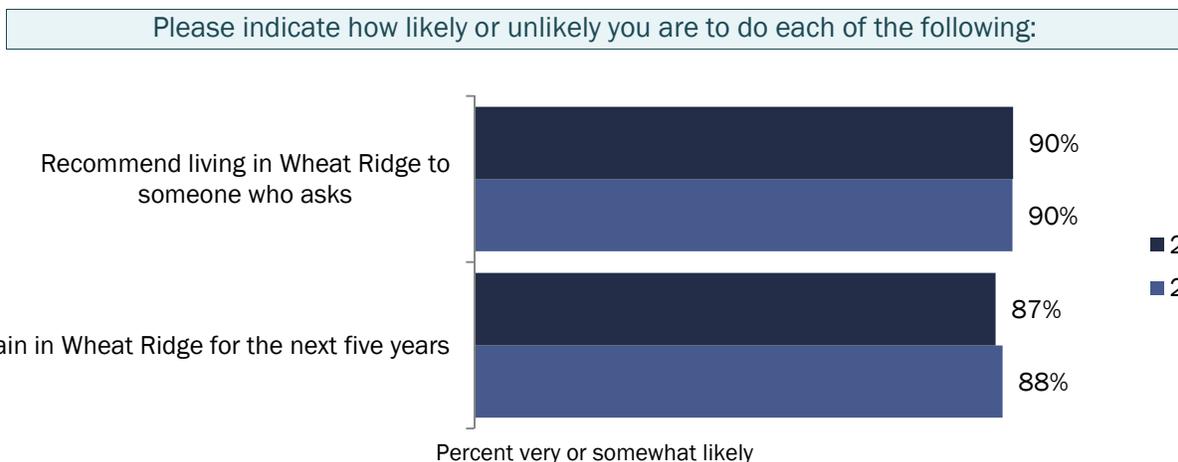


Figure 7: Likelihood of Remaining in and Recommending Wheat Ridge Compared by Year



Quality of Aspects of the Community

The survey included a list of 25 characteristics of the community and respondents were asked to evaluate the quality of each (see Figure 8 on page 11). The characteristics receiving the most positive reviews related to the built and natural environment, including the availability of paths and walking trails (74% excellent or good), the availability of bike trails (71%), the quality of the overall natural environment (68%), air quality (67%) and recreational opportunities (66%). One-third or less gave excellent or good ratings to each of the following community aspects: shopping opportunities, educational opportunities, availability of affordable quality child care, opportunities to attend cultural activities and employment opportunities. About one-quarter of respondents gave poor ratings to most of these lower rated services and more than 20% said “don’t know” when evaluating many of these aspects of the community. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Ratings for most community characteristics remained stable from 2012 to 2015. However, ratings for eight characteristics saw decreases ranging from 5% to 11% over that time frame, including sense of community, openness and acceptance towards people of diverse backgrounds, the cleanliness of the city, the variety of housing options, educational opportunities, opportunities to volunteer, the availability of affordable quality housing and the availability of affordable quality child care.

Twenty-three of the 25 characteristics could be compared to the benchmarks (see *Appendix F: Benchmark Comparisons* for more information). Most of the ratings for Wheat Ridge were similar to or lower than the national and Front Range averages. Some that were similar to both benchmarks include recreational opportunities and the availability of affordable quality housing, health care and food. The overall appearance of Wheat Ridge, shopping opportunities and opportunities to attend cultural activities were among those that were rated lower than the national and Front Range averages. The availability of paths and walking trails was rated higher than the nation and similar to the Front Range.

Figure 8: Community Characteristics Compared by Year

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole: (Percent excellent or good)	2015	2012
Availability of paths and walking trails	74%	70%
Availability of bike trails	71%	NA
Quality of overall natural environment in Wheat Ridge	68%	71%
Air quality	67%	66%
Recreational opportunities	66%	70%
Availability of affordable quality health care	61%	62%
Availability of affordable quality food	61%	57%
Availability of preventive health services	61%	63%
Cleanliness of Wheat Ridge	60%	66%
Opportunities to volunteer	60%	65%
Overall image or reputation of Wheat Ridge	60%	61%
Openness and acceptance of the community toward people of diverse backgrounds	56%	63%
Opportunities to participate in civic matters	56%	59%
Overall appearance of Wheat Ridge	54%	55%
Sense of community	53%	59%
Overall quality of new development in Wheat Ridge	52%	49%
Variety of housing options	50%	55%
Overall quality of business and service establishments in Wheat Ridge	48%	51%
Opportunities to participate in social events and activities	48%	46%
Availability of affordable quality housing	43%	51%
Shopping opportunities	36%	37%
Educational opportunities	36%	42%
Availability of affordable quality child care	33%	44%
Opportunities to attend cultural activities	31%	34%
Employment opportunities	25%	25%

Ratings for ease of travel around the city were somewhat favorable, with about 6 in 10 respondents giving excellent or good ratings to the ease of travel by bus, car, walking and bicycle. The condition of city streets was given excellent or good ratings by 54% of respondents and 49% gave excellent or good ratings to mass transit planning. About one-third of respondents gave positive reviews to traffic flow on major streets, with a similar proportion (29%) saying it was poor.

Compared to 2012, ratings in 2015 increased by about 8% each for ease of travel by walking and by bicycle. Decreases were seen for the condition of city streets (from 64% excellent or good in 2012 to 54% in 2015), ease of car travel (from 68% to 58%) and traffic flow (from 46% to 33%). Ratings for the other aspects of transportation were similar from 2012 to 2015.

Between 25% and 46% of respondents selected “don’t know” when rating the quality of mass transit planning, ease of bus travel and ease of bicycle travel. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Wheat Ridge’s transportation ratings were mixed when compared to the benchmarks. Ease of bus travel received ratings that were higher than the national and Front Range averages. Ease of car travel and bicycle travel were rated similar to the nation and lower than the Front Range. The condition of city streets was similar to the nation (a comparison to the Front Range was not available). Ease of walking and traffic flow on major streets were rated lower or much lower than both benchmarks (see *Appendix F: Benchmark Comparisons* for more information).

Figure 9: Aspects of Transportation Compared by Year

Please rate the following aspects of transportation within the City of Wheat Ridge: (Percent excellent or good)	2015	2012	2008	2006	2004
Ease of bus travel in Wheat Ridge	61%	58%	60%	61%	57%
Ease of car travel in Wheat Ridge	58%	68%	65%	65%	64%
Ease of walking in Wheat Ridge	58%	50%	56%	58%	NA
Ease of bicycle travel in Wheat Ridge	58%	50%	NA	NA	NA
Condition of city streets	54%	64%	61%	68%	70%
Mass transit planning	49%	49%	47%	47%	46%
Traffic flow on major streets	33%	46%	NA	NA	NA

Safety in Wheat Ridge

Several survey questions asked about feelings of safety in and around the city, if respondents or their household members had been a victim of a crime and if they had reported a crime. Resident priorities for the Police Department also were assessed through the survey.

Generally, residents felt safe in Wheat Ridge, with more than 9 in 10 respondents reporting that they felt very or somewhat safe in recreation centers and in their home. At least 8 in 10 felt safe in parks and playgrounds, retail and commercial areas and in their neighborhood. About three-quarters of respondents reported feeling very or somewhat safe on roadways and on the trail system. Overall, 10% or less reported feeling unsafe in any of these areas in Wheat Ridge (see *Appendix B: Complete Set of Survey Responses*). Safety ratings were stable from 2012 to 2015.

It should be noted that about one in five respondents selected “don’t know” when asked about safety in recreation centers. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Two of the seven safety items could be compared to the national benchmark; safety in parks and playgrounds was rated higher than the nation and safety in neighborhoods was similar to the nation (see *Appendix F: Benchmark Comparisons* for more information). Only one item could be compared to the Front Range; safety in parks and playgrounds was rated similar to the Front Range average.

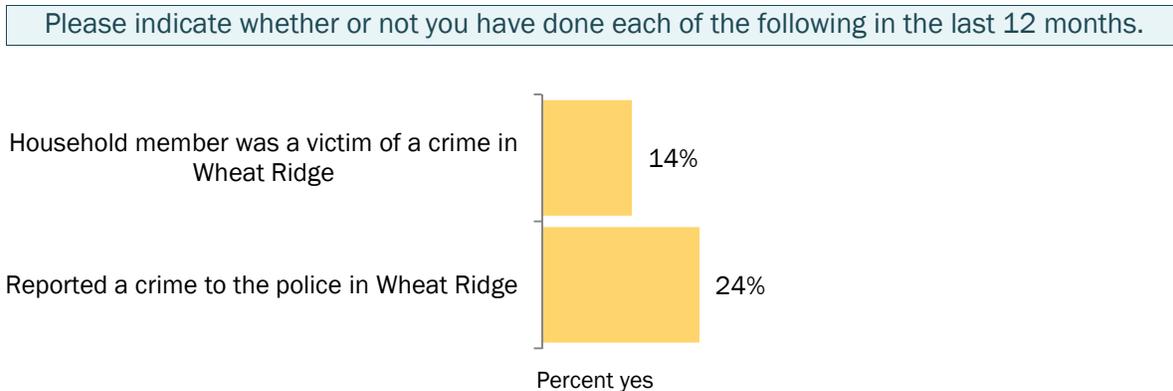
Residents who were white felt safer than non-white residents in their neighborhood, their home, on the trail system, on roadways and in retail/commercial areas. Residents who had resided in the community for less than 10 years and renters felt safer in recreation centers than longer-term residents and homeowners. Homeowners felt safer than renters in their neighborhood and at home. Residents aged 55 or older felt safer than residents age 18 to 34 in their neighborhood and residents age 35-54 felt safer than those of other ages on the trail system and on roadways. Residents reported the same level of safety in the listed areas regardless of their Council District, except for on the trail system, where residents of District 3 felt safest and residents of District 2 felt the least safe (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 10: Safety in Public Areas Compared by Year

Please rate how safe you feel in the following areas in Wheat Ridge: (Percent very or somewhat safe)	2015	2012	2008	2006	2004
Recreation centers	93%	92%	92%	92%	92%
In your home	93%	93%	88%	NA	NA
Parks and playgrounds	85%	88%	82%	86%	82%
Retail/commercial areas	84%	83%	83%	83%	NA
In your neighborhood	81%	85%	83%	78%	85%
On roadways	74%	NA	NA	NA	NA
On the trail system	72%	75%	70%	67%	67%

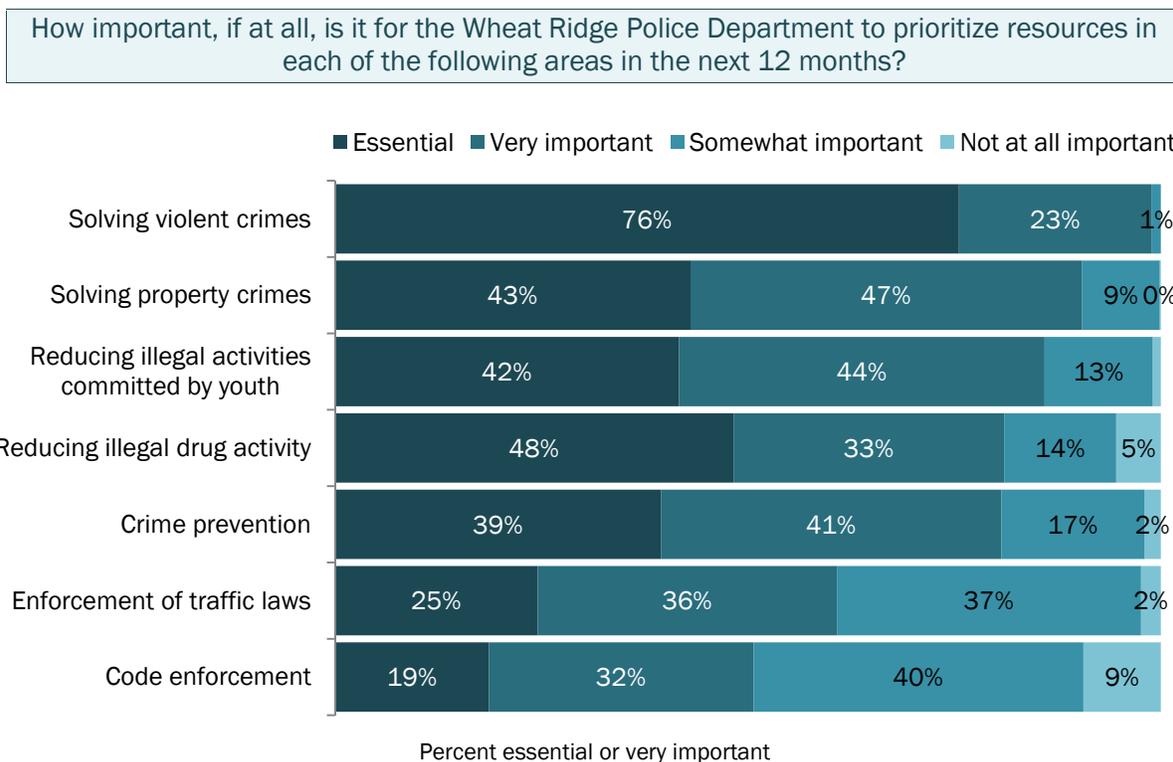
Only 14% of all respondents reported that they or another household member was a victim of a crime in Wheat Ridge. About one-quarter of residents said that they had reported a crime to the police in Wheat Ridge. These assessments were similar to those reported in other communities across the nation and in the Front Range (see *Appendix F: Benchmark Comparisons* for more information).

Figure 11: Crime Victimization and Reporting, 2015



When asked how important it was for the Wheat Ridge Police Department to prioritize resources to different areas over the next 12 month period, nearly all (99%) indicated that solving violent crimes was essential or very important, with 76% saying it was essential. Nine in 10 residents felt that solving property crimes was an essential or very important priority for the Police Department and about 8 in 10 believed reducing illegal activities committed by youth, reducing illegal drug activities and crime prevention were important priorities. The enforcement of traffic laws and code enforcement were deemed relatively less important, with 61% and 51%, respectively, saying each was essential or very important.

Figure 12: Importance of Police Department Resource Prioritization, 2015



Community Participation

Survey respondents were asked how often they or another household member had participated in a number of activities in Wheat Ridge in the 12 months prior to the survey. At least three-quarters of respondents reported dining at a Wheat Ridge restaurant, using a city park or trail or using a city bike or pedestrian path in the last 12 months. About 6 in 10 residents attended a city festival or special event or used a city recreation center and half of residents reported using the Wheat Ridge library. Less than 2 in 10 respondents had participated in a senior program or used the A-line service to DIA.

About half of the activities listed on the survey could be compared to the benchmarks. City festival and special event attendance in Wheat Ridge was much higher than in other communities across the nation and in the Front Range (see *Appendix F: Benchmark Comparisons* for more information). Levels of attendance at and the number who watched a meeting of local elected officials were similar in Wheat Ridge compared to the national and Front Range averages. Use of city recreation centers and parks or trails was similar to the nation and lower than the Front Range. Participation in a recreation program or activity and use of the Wheat Ridge library were lower or much lower than both benchmarks.

Figure 13: 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? (Percent at least once in the last year)	2015	2012	2008	2006	2004
Dined at a Wheat Ridge restaurant (other than fast food)	89%	89%	92%	90%	90%
Used a Wheat Ridge park or trail	85%	85%	85%	84%	82%
Used a Wheat Ridge bike/pedestrian path	76%	75%	76%	75%	71%
Attended a Wheat Ridge festival or special event	61%	NA	NA	NA	NA
Used Wheat Ridge recreation centers	58%	61%	64%	63%	63%
Used the Wheat Ridge library	52%	52%	54%	49%	50%
Participated in a recreation program or activity	39%	44%	44%	44%	42%
Ridden an RTD bus	38%	40%	44%	36%	40%
Attended a meeting of local elected officials or other local public meeting	26%	24%	27%	21%	23%
Watched a meeting of local elected officials on cable television	25%	32%	44%	41%	42%
Visited the Active Adult Center	22%	26%	33%	29%	30%
Participated in a senior program	16%	18%	20%	17%	15%
Used A-line service to DIA	13%	15%	11%	8%	10%

City Services and Government Performance

The survey assessed the quality and importance of City services as well as the performance of local government and city employees.

Evaluations of City Services

The overall quality of City services was rated positively by a majority of residents, with 7% giving an excellent rating and 65% giving a good rating. Twenty-six percent felt the overall quality of services was fair and only 2% said it was poor. This was similar to ratings given in 2012 and similar to the national and Front Range benchmark comparisons (see *Appendix F: Benchmark Comparisons* for more information).

Female and white residents gave higher ratings to the overall quality of services provided by the City of Wheat Ridge in contrast to men and non-white residents (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). No differences were observed by age, length of residency, housing tenure (rent or own) or Council District.

Figure 14: Overall Quality of City Services, 2015

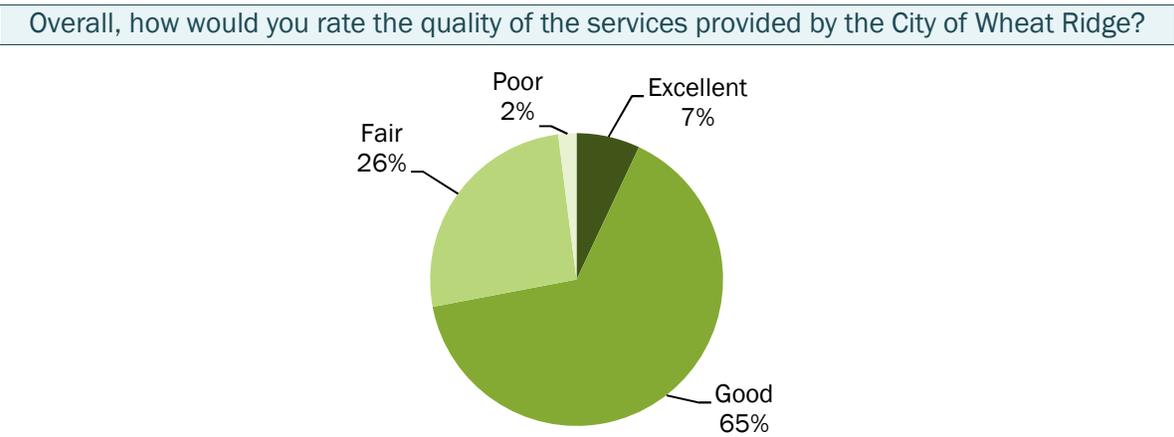
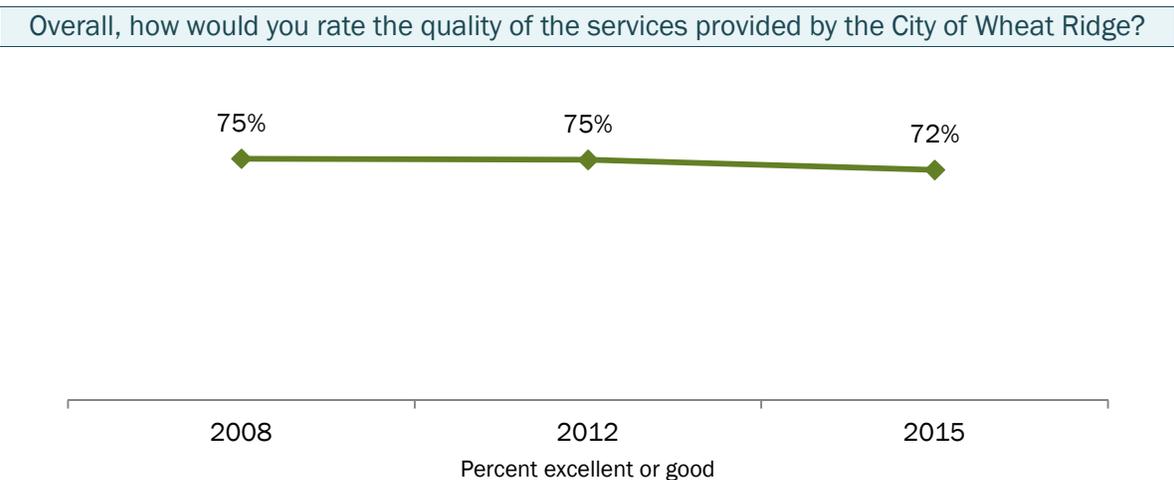


Figure 15: Overall Quality of City Services Compared by Year



A list of 23 individual services was provided to respondents who were asked to evaluate the quality and importance of each. Overall, at least half of respondents gave excellent or good ratings to 16 of the 23 services, with the highest evaluations going to services related to parks and recreation and police services (see Figure 16 on page 18). About 8 in 10 respondents gave excellent or good reviews to recreation facilities, recreation programs, police response time to emergency calls, maintenance of open space and trails and maintenance of existing city parks. Services that received relatively lower quality ratings included land use, planning and zoning, street repair and maintenance, community and public art and business expansion and recruitment programs.

Compared to 2012, most service ratings remained stable. However, a few decreases in ratings were observed, including ratings of street repair and maintenance (a decrease of 14% from 2012 to 2015), street cleaning (5%), building inspections (7%), municipal court (7%), policing services (7%), police response time to non-emergency calls (5%) and crime prevention (8%).

It should be noted that, for a number of services, between 22% and 71% selected “don’t know” when rating the quality of the service. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Twenty of the 23 services could be compared to the national benchmark. Overall, most services were rated similar when compared to the nation including snow removal, street repair and maintenance, recreation programs and municipal court, to name a few (see *Appendix F: Benchmark Comparisons* for more information). Recreation facilities were rated higher than the national average. Six services were rated lower or much lower than the national benchmarks: land use and planning, building inspections, community and public art, public information services, policing services and crime prevention.

Of the 19 services that could be compared to the Front Range benchmarks, the majority of Wheat Ridge’s ratings were similar including traffic enforcement, code enforcement, building permits and recreation programs. Snow removal was rated higher than the Front Range average. Street repair and maintenance, street cleaning, land use and planning, building inspections, public information services, policing services and crime prevention were all rated lower or much lower than the Front Range benchmarks.

Figure 16: 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. (Percent excellent or good)	2015	2012	2008	2006	2004
Recreation facilities	83%	85%	85%	87%	85%
Recreation programs	79%	82%	81%	81%	81%
Police response time to emergency police calls (not code enforcement)	79%	83%	79%	79%	79%
Maintenance of open space and trails	78%	77%	75%	80%	74%
Maintenance of existing city parks	77%	80%	77%	79%	76%
Services/programs for seniors	76%	77%	72%	74%	75%
Police response time to non-emergency police calls (not code enforcement)	72%	77%	69%	64%	71%
Policing services	69%	76%	73%	72%	76%
Animal control	68%	71%	NA	NA	NA
Snow removal	67%	67%	58%	69%	64%
Traffic enforcement	66%	69%	69%	69%	66%
Services/programs for youth	64%	64%	65%	54%	64%
Municipal court	60%	67%	66%	68%	66%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	59%	67%	NA	NA	NA
Street cleaning	57%	62%	58%	63%	62%
Building inspections	52%	59%	57%	52%	54%
Code enforcement (junk vehicles, weed control, trash, outside storage)	48%	49%	45%	42%	42%
Building permits	48%	51%	56%	54%	56%
Public information services	48%	NA	NA	NA	NA
Land use, planning and zoning	43%	46%	41%	NA	NA
Street repair and maintenance	42%	56%	51%	58%	55%
Community/public art	40%	41%	45%	43%	NA
Business expansion and recruitment programs	33%	36%	33%	39%	30%

Residents also were asked to assess the importance of these same 23 services. Police response time to emergency calls, street repair and maintenance, snow removal, policing services and police response time to non-emergency calls were at the top of the list, with about 9 in 10 saying these were essential or very important services. About 8 in 10 residents also felt that maintenance of existing city parks, crime prevention and maintenance of open space and trails were essential or very important services. Services rated relatively lower in importance included code enforcement (junk vehicles, weed control, trash, outside storage), animal control and community/public art.

When compared to 2012, ratings for the importance of snow removal (7% increase), street repair and maintenance (6%) and street cleaning (8%) increased. Importance ratings for six services decreased from 2012 to 2015 by about 6% on average, including code enforcement, building permits, recreation programs, community and public art, services and programs for seniors and business expansion and recruitment programs.

It should be noted that when rating the importance of building permits, building inspections and municipal court, about one-quarter of respondents said “don’t know.” A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Figure 17: 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. (Percent essential or very important)	2015	2012	2008	2006	2004
Police response time to emergency police calls (not code enforcement)	97%	97%	97%	97%	97%
Street repair and maintenance	95%	89%	86%	87%	86%
Snow removal	90%	83%	83%	77%	82%
Policing services	87%	91%	91%	94%	94%
Police response time to non-emergency police calls (not code enforcement)	87%	89%	88%	89%	87%
Maintenance of existing city parks	86%	85%	85%	83%	77%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	86%	94%	NA	NA	NA
Maintenance of open space and trails	84%	80%	82%	77%	74%
Land use, planning and zoning	77%	79%	76%	NA	NA
Traffic enforcement	76%	72%	77%	78%	82%
Services/programs for youth	76%	79%	81%	83%	81%
Municipal court	75%	76%	78%	79%	78%
Recreation facilities	73%	74%	76%	75%	74%
Building inspections	71%	72%	71%	77%	70%
Services/programs for seniors	70%	75%	77%	79%	76%
Business expansion and recruitment programs	70%	77%	73%	75%	66%
Public information services	68%	NA	NA	NA	NA
Recreation programs	66%	72%	72%	71%	69%
Building permits	63%	68%	64%	68%	65%
Street cleaning	61%	53%	55%	53%	55%
Code enforcement (junk vehicles, weed control, trash, outside storage)	59%	66%	69%	72%	67%
Animal control	59%	60%	NA	NA	NA
Community/public art	37%	44%	46%	38%	NA

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 and compared (see the figure on the next page). 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.

Services were classified as “more important” if they were rated as “essential” or “very important” by 75% or more of respondents. Services were rated as “less important” if they received a rating of less than 75%. Services receiving quality ratings of excellent or good by 64% or more of respondents were considered of “higher quality” and those with ratings lower than 64% positive or at least “good” were considered to be of “lower quality.” This classification divided the services in half.

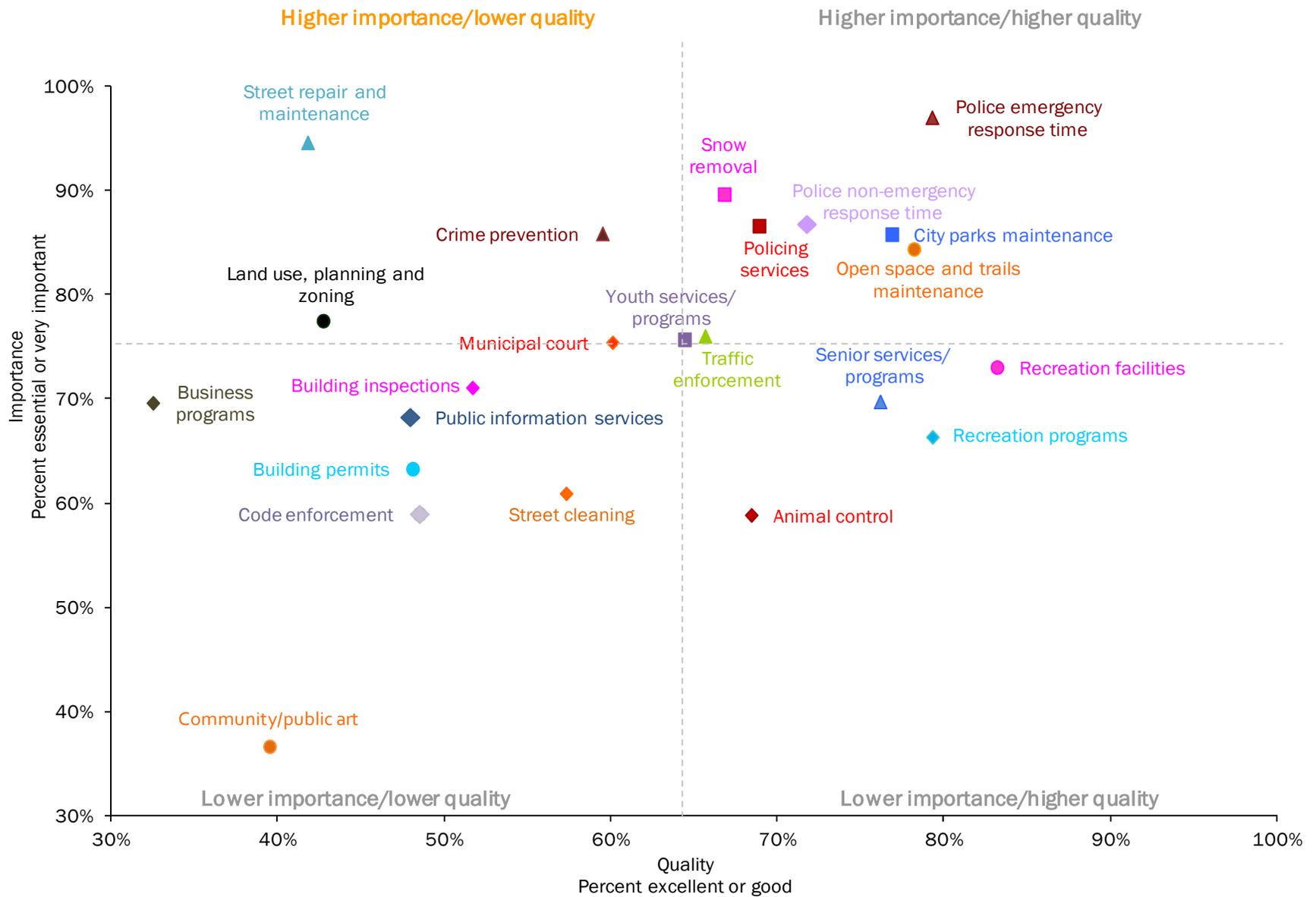
Services that were categorized as higher in importance and lower in quality were street repair and maintenance, crime prevention, municipal court and land use, planning and zoning. The quality of the municipal court was rated similar to both benchmark comparisons, street repair was rated similar to the national average and lower than the Front Range average and land use and planning and crime prevention were rated lower than the nation and Front Range. Additionally, three of the four services received lower ratings in 2015 than in 2012: street repair and maintenance, municipal court and crime prevention. Typically, services that are relatively higher in importance, lower in quality and with ratings that are lower than the benchmarks and/or have seen rating decreases over time represent potential areas of focus for the City.

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

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

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

Figure 18: Comparison of Performance and Importance Ratings



City Government and Employee Performance

The overall performance of the Wheat Ridge city government received excellent or good ratings from about half of respondents (50%). One-third felt the overall performance of the city government was fair and 14% said it was poor. These ratings were lower than ratings given in 2012 and much lower than ratings given by residents in other communities across the nation (a Front Range comparison was not available, see *Appendix F: Benchmark Comparisons* for more information).

It should be noted that about 20% of respondents selected “don’t know” when evaluating the city government’s performance. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Residents who were middle aged (35-54) gave lower ratings to the overall performance of the Wheat Ridge city government compared to those younger (18-34) or older (55 or older). Residents who were female or white gave higher ratings to the overall performance of the Wheat Ridge city government compared to male and non-white residents (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Ratings did not vary by length of residency, housing tenure or Council District.

Figure 19: Overall City Government Performance, 2015

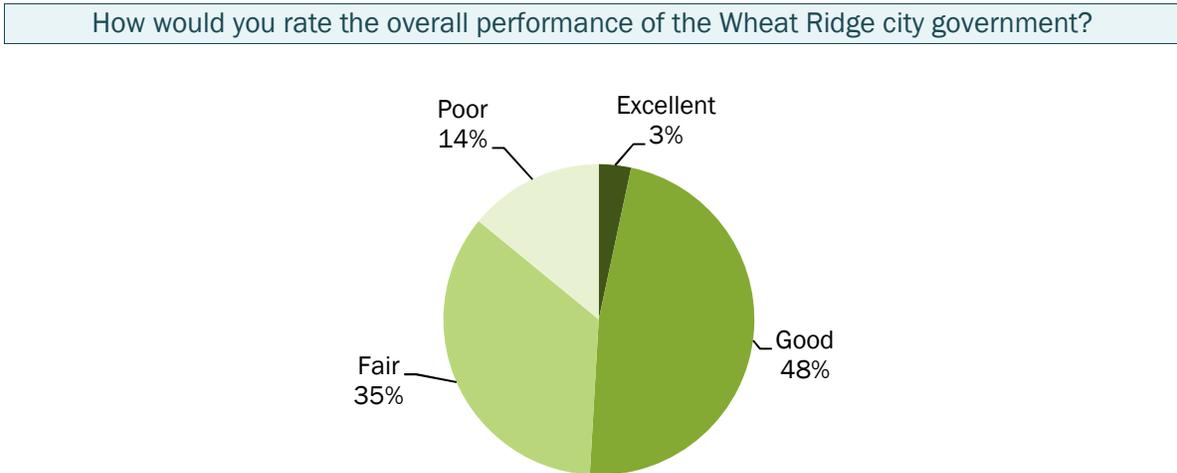
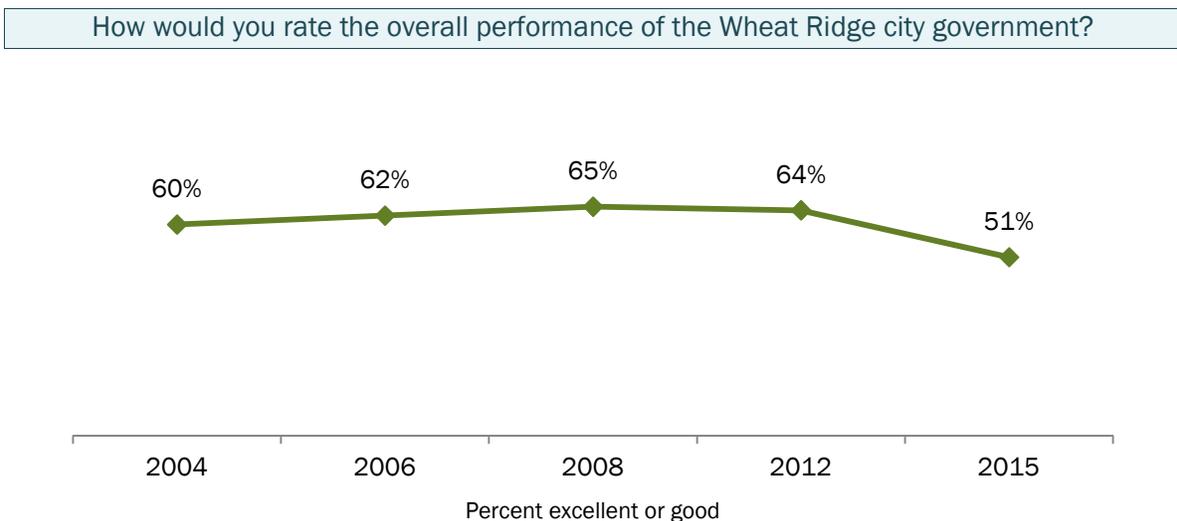


Figure 20: Overall City Government Performance Compared by Year



Survey respondents rated six aspects of the city government performance. Generally, between one-third and two-thirds of residents gave favorable ratings to each aspect. The quality of work performed by City employees received the highest marks, with 67% giving excellent or good evaluations. About half of respondents gave positive reviews to the overall direction that Wheat Ridge is taking and to the value of services for the taxes paid. Four in 10 gave excellent or good ratings to the government welcoming citizen involvement and elected officials acting in the best interest of the community at large and the job the city does at informing residents on major community issues. Overall, compared to 2012, government performance ratings in 2015 were lower.

It should be noted that about one-quarter to one-third of residents said “don’t know” when evaluating most of the aspects of government performance. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Where comparisons were available to the benchmarks, Wheat Ridge residents generally gave ratings than were lower or much lower than those in other communities across the nation and in the Front Range (see *Appendix F: Benchmark Comparisons* for more information). However, ratings of the value of services for the taxes paid to Wheat Ridge were similar when compared to the nation and Front Range averages.

Where differences were observed, aspects of Wheat Ridge city government performance received higher ratings from residents age 55 or older, white residents and women compared to younger, non-white or male residents. Those who rented their homes rated the City more highly than did homeowners for acting in the best interest of the community and the overall direction of the city. Residents of District 3 were more likely than residents of other Council Districts to give positive ratings to the extent to which Wheat Ridge elected officials act in the best interest of the community, the quality of work performed by City employees and the job that the City does at informing residents of major issues (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 21: Aspects of City Government Performance Compared by Year

Please rate the following statements by circling the number which best represents your opinion.(Percent excellent or good or percent strongly or somewhat agree)	2015	2012	2008	2006	2004
The quality of work performed by City of Wheat Ridge employees	67%	72%	69%	70%	70%
The overall direction that Wheat Ridge is taking	51%	56%	61%	60%	51%
The value of services for the taxes paid to Wheat Ridge	48%	53%	55%	58%	62%
The job Wheat Ridge government does at welcoming citizen involvement	43%	50%	61%	64%	59%
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	42%	59%	71%	69%	64%
The job Wheat Ridge does at informing residents on major issues within the community	36%	48%	40%	46%	46%

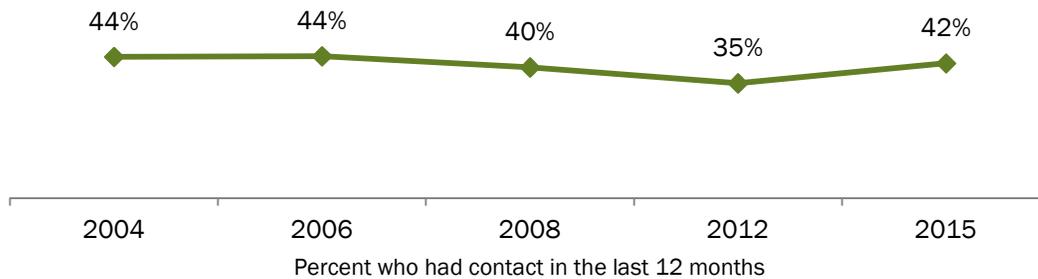
The question wording changed in 2012. Before 2012, respondents were asked how strongly they agreed or disagreed with positively-worded statements about public trust. (See the 2008 report for the exact wording for each item.)

City Employees

About 4 in 10 residents reported having contact with a City employee in the 12 months prior to the survey. This was a higher rate of contact than in 2012 and similar to the rates of contact reported across the nation and in the Front Range (see *Appendix F: Benchmark Comparisons* for more information).

Figure 22: Contact with City Employee Compared by Year

In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?



Those who had contact with a City employee were asked to evaluate their interaction with the employee in their most recent contact. At least 7 in 10 respondents said that the employee’s courtesy, knowledge and responsiveness were excellent or good. Six in 10 residents said the employee did an excellent or good job making them feel valued and that their overall impression was excellent or good. Ratings of employee interactions declined from 2012 to 2015 and, when compared to the national and Front Range averages, Wheat Ridge residents gave ratings that were lower or much lower (see *Appendix F: Benchmark Comparisons* for more information).

Figure 23: City Employee Characteristics Compared by Year

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)* (Percent excellent or good)	2015	2012	2008	2006	2004
Courtesy	75%	86%	85%	82%	81%
Knowledge	72%	86%	82%	78%	78%
Responsiveness	71%	81%	76%	76%	76%
Overall impression	65%	79%	72%	75%	73%
Making you feel valued	60%	76%	69%	69%	69%

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

Priorities and Planning

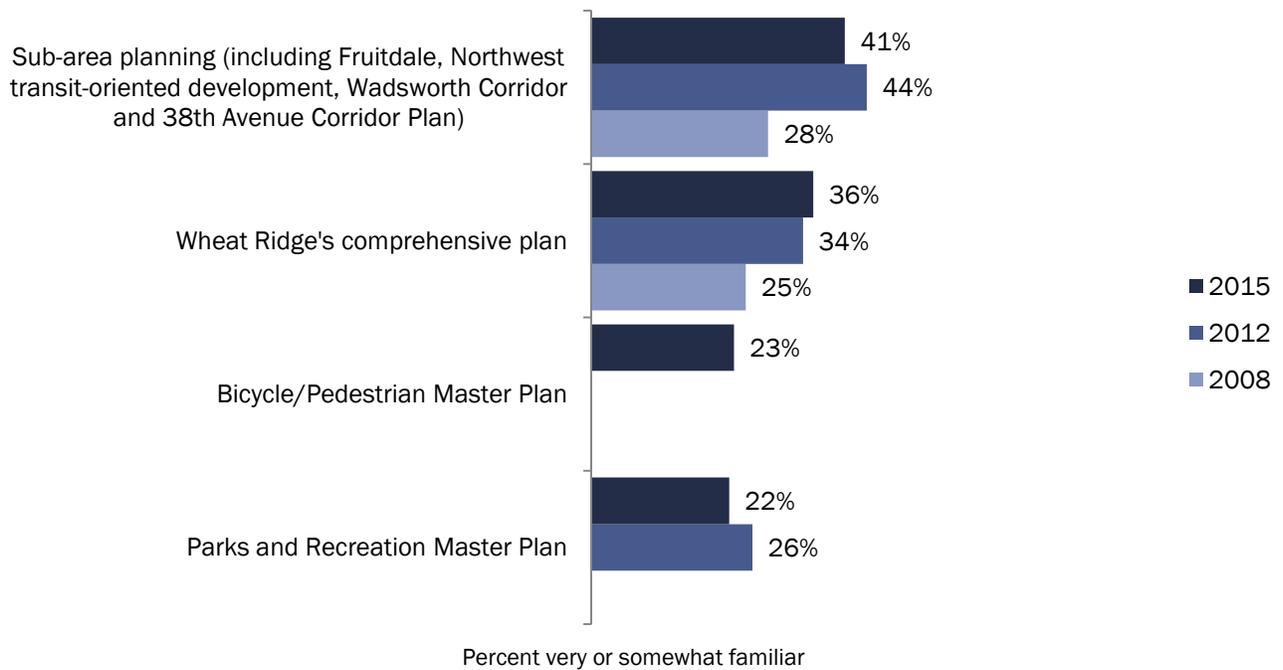
Long Range Planning

For the past three administrations of the City’s survey, residents have been asked about their familiarity with Wheat Ridge’s long-range planning efforts. Overall, results for 2015 were similar to those in 2012; sub-area planning was the most familiar (41% very or somewhat familiar) while the parks and recreation master plan was the least familiar (22%). Residents were asked about their familiarity with the bicycle/pedestrian master plan for the first time in 2015 and about one-quarter of survey respondents were at least somewhat familiar with this plan.

Younger residents (ages 18 to 34), non-white residents, newer residents (those who had resided in Wheat Ridge two years or less) and renters were less likely than their counterparts to be familiar with Wheat Ridge’s various long-range planning efforts. Men and women did not differ in their familiarity with Wheat Ridge’s long-range planning efforts. Residents of District 1 were most likely to be familiar with Wheat Ridge’s comprehensive plan and sub-area plans, while District 4 residents were least familiar with these plans (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 24: Familiarity with City's Long Range Planning Efforts Compared by Year

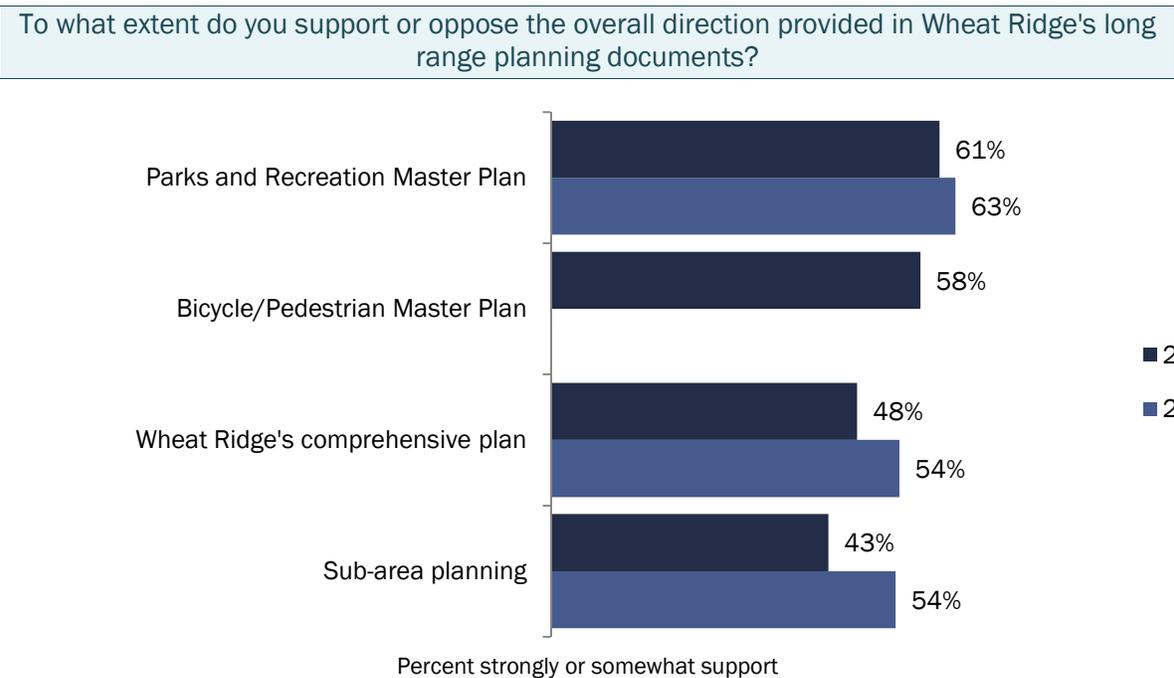
Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans).



While the parks and recreation and bicycle/pedestrian master plans were the least familiar to residents, a majority (about three in five residents) supported the overall direction provided by these plans. Support for the comprehensive plan and sub-area planning dropped from 2012 and 2015 to less than half of respondents being supportive of the direction in these plans. Although, it should be noted that at least half of respondents reported “don’t know” when asked their level of support for each plan. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

White residents and those who had resided in Wheat Ridge for two years or less were more likely to support the overall direction of Wheat Ridge’s comprehensive plan compared to non-white and longer-term residents. The overall direction of the sub-area plans had more support from women and newer residents (two years or less) compared to men and longer-term residents. The Parks and Recreation and Bicycle/Pedestrian Master Plans had the most support for their overall direction in District 2 and the lowest level of support in District 3 (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 25: Level of Support for City's Long Range Planning Documents Compared by Year



Shopping in Wheat Ridge

Since 2004, Wheat Ridge residents have provided feedback to the City regarding their purchasing habits. Over the years, residents have been consistent in the types of purchases they make in the city; mainly groceries, meals and entertainment and household items. However, residents were making fewer general retail purchases in the City in 2015 when compared to 2012.

The proportion of residents who do not shop outside of Wheat Ridge has declined steadily since 2008. When residents did shop outside the city, they tended to do so because they wanted to visit a mall or other major retailer. Affordability and convenience were less commonly cited reasons for shopping outside the city.

Figure 26: Frequency of Shopping in Wheat Ridge Compared by Year

For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge: (Percent very or somewhat frequently)	2015	2012	2008	2006	2004
Grocery shopping	87%	82%	87%	91%	88%
Meals and entertainment	63%	62%	68%	68%	68%
Household items	58%	59%	63%	65%	63%
Health services	44%	47%	52%	55%	54%
General retail (shoes, beauticians, clothing, etc.)	31%	41%	41%	43%	44%
Farmers Market/community gardens	29%	NA	NA	NA	NA
Computers and electronics	13%	16%	14%	12%	12%

Figure 27: Reasons for Shopping Outside of Wheat Ridge Compared by Year

When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)	2015	2012	2008	2006	2004
Don't shop outside of Wheat Ridge	25%	33%	42%	NA	NA
Visit a mall or other major retailers	29%	33%	37%	NA	NA
Desired item is not available in Wheat Ridge	18%	19%	20%	20%	24%
I like the range of quality goods and services	18%	20%	20%	20%	23%
It is convenient; on my way to or from work or near my home	17%	19%	20%	21%	23%
It is more affordable	17%	21%	21%	22%	20%
Other	23%	27%	32%	10%	8%

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

Economic Development

Since 2004, respondents to the survey have been asked to indicate the extent to which they agree with several statements regarding the City's economic development efforts. Sentiments in 2015 generally were similar to those in 2012, with about four in five respondents supporting each effort. However, the level of agreement with promoting efforts to attract and recruit new types of retail businesses and promoting efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street dropped significantly between 2012 and 2015.

Figure 28: Economic Development Compared by Year

Please rate the following statements by circling the number which best represents your opinion. (Percent strongly or somewhat agree)	2015	2012	2008	2006	2004
Promote efforts to revitalize Wheat Ridge's business areas	84%	85%	83%	83%	78%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	81%	87%	82%	78%	71%
Strengthen Wheat Ridge's community image and identity	80%	78%	81%	78%	72%
Promote efforts to revitalize Wheat Ridge's housing areas	78%	78%	79%	79%	77%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	77%	87%	85%	83%	79%

38th Avenue Planning

About half of respondents felt that 38th Avenue between Upham and Marshall was Wheat Ridge’s main street or city center, while about one-third of respondents disagreed and 20% neither agreed nor disagreed that this area was the city center. Few residents visited the 38th Avenue area every day, but about one-third visited once a week or several times a week during a typical month. Four in 10 residents visited the area one to three times a month and about one-quarter never went there.

The residents most likely to view 38th avenue between Upham and Marshall as Wheat Ridge’s main street were those aged 18 to 34, newer residents (two years or less) and residents of District 1, compared to those age 55 or older, longer-term residents (more than 20 years) and residents of District 4. No differences were observed by gender, race or housing tenure. Younger residents (age 18 to 34) and residents of District 1 were more likely to visit businesses on 38th Avenue between Sheridan and Wadsworth than residents age 55 or older and residents of District 4 (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 29: Agreement that 38th Avenue between Upham to Marshall is the Main Street or City Center, 2015

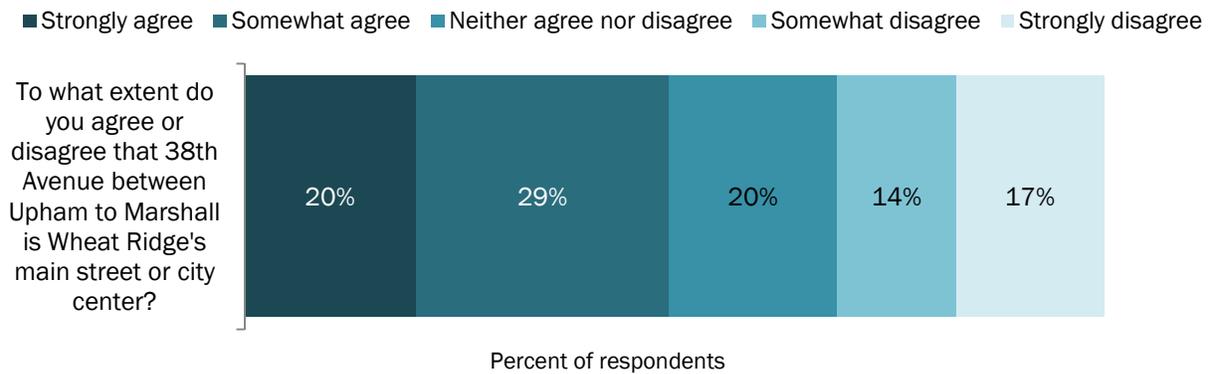
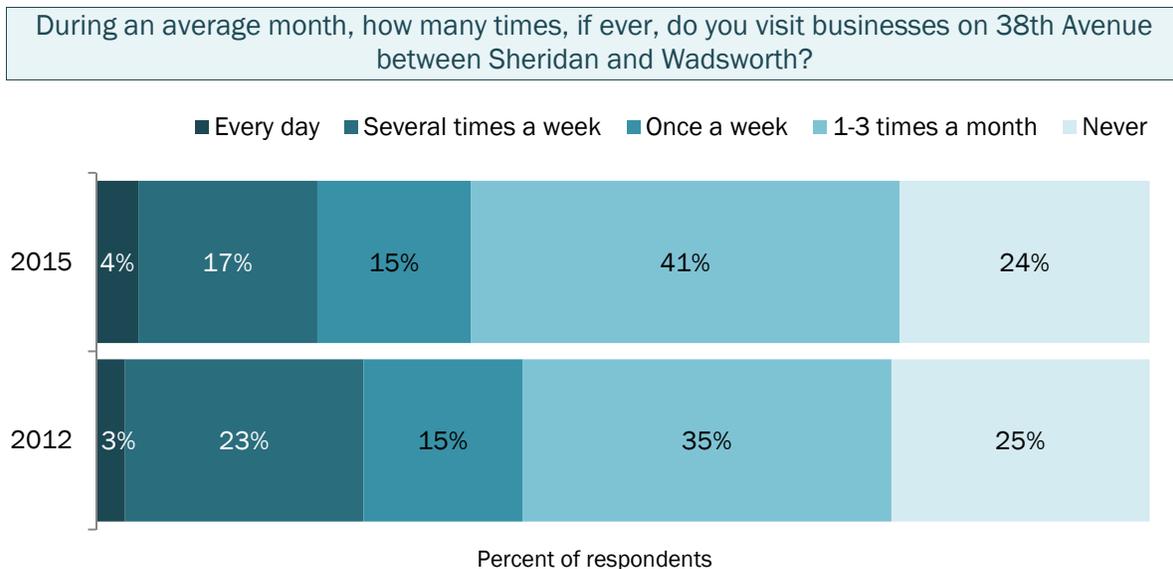


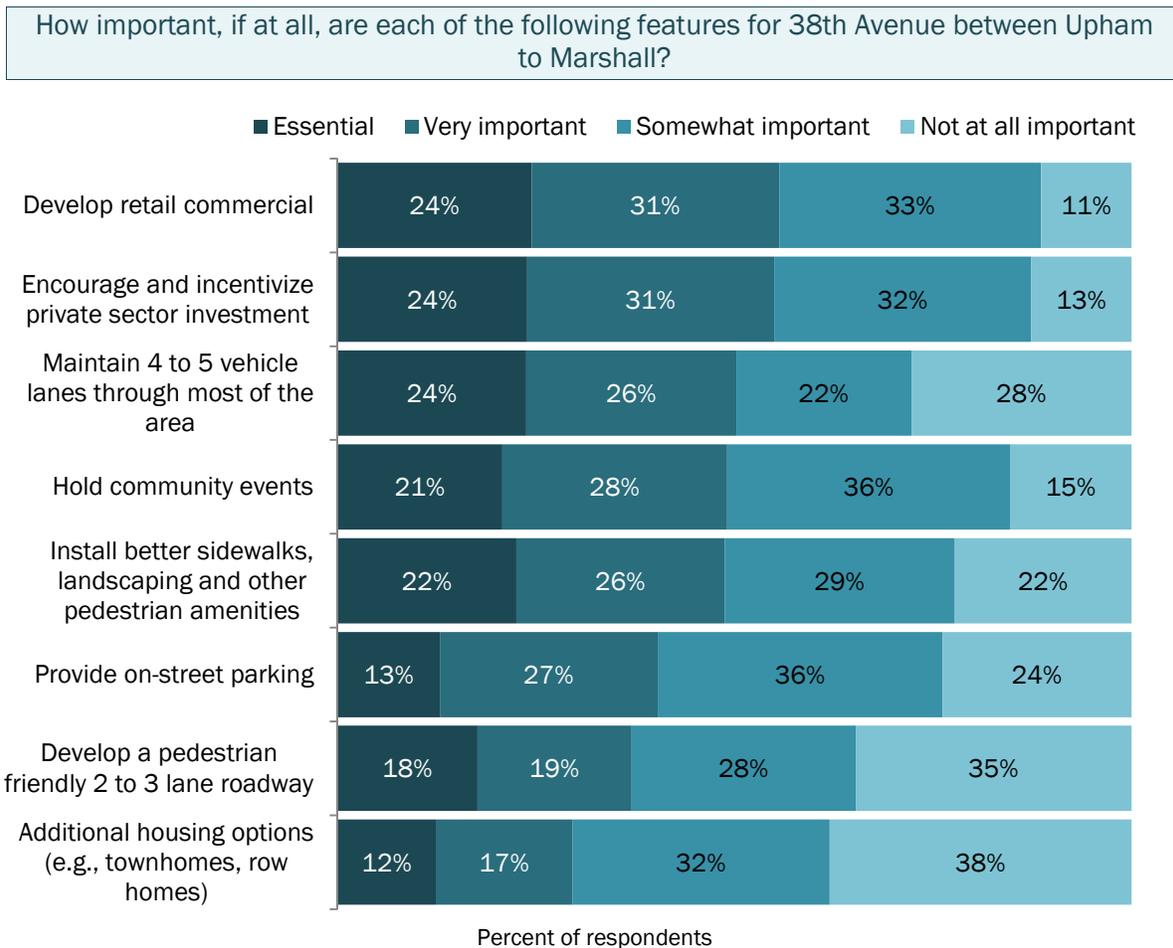
Figure 30: Frequency of Visiting Businesses on 38th Avenue between Sheridan and Wadsworth Compared by Year



Residents rated the importance of several features of the 38th Avenue area. Just over half of respondents felt that developing commercial retail and encouraging and incentivizing private sector investments were essential or very important. About half of respondents felt it was important to maintain four to five vehicle lanes through most of the area; to install better sidewalks, landscaping and other pedestrian amenities; and to hold community events in the area. Providing on-street parking was essential or very important for about 4 in 10 residents. Developing a pedestrian friendly two to three lane roadway and providing additional housing options were less of a priority for residents; over one-third of respondents deemed both these features to be not at all important. About one in five respondents selected “don’t know” when assessing the importance of encouraging and incentivizing private sector investments. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Residents of different ages, gender, race and housing tenure placed different levels of importance on many of the potential features of 38th Avenue that were listed in the survey, but patterns varied by the features. Newer residents of Wheat Ridge (9 years or less) tended to find the listed features for 38th Avenue to be more important than those who had resided in Wheat Ridge for more than 20 years, with the exception of maintaining four to five vehicle lanes, on which long-term residents placed more importance than did newer residents. District 2 residents were more likely to feel that maintaining 4 to 5 vehicle lanes, private sector investment, retail commercial development and community events were more important than residents of other districts. Compared to residents of Districts 2 and 3, residents of District 4 felt that installing better sidewalks and pedestrian amenities was important (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 31: Importance of 38th Avenue Features, 2015



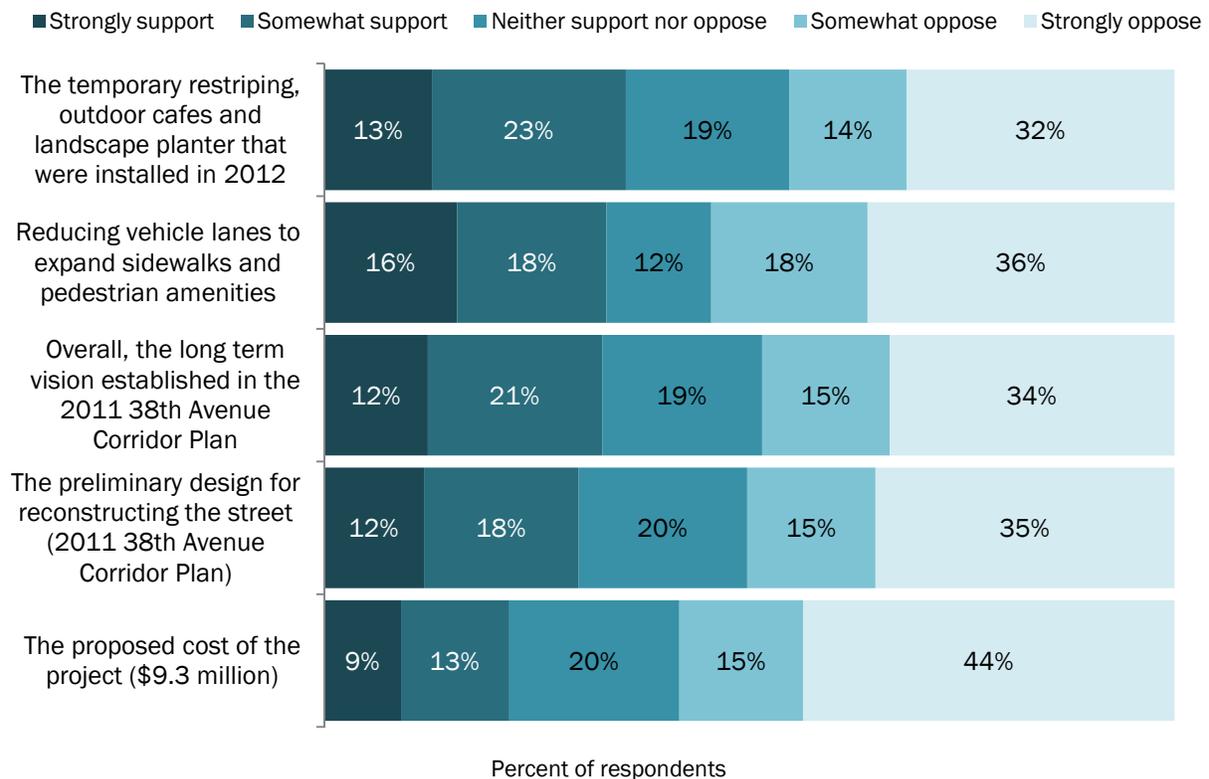
Residents indicated the extent to which they supported or opposed aspects of the 38th Avenue project (measure 2B) including the temporary restriping, outdoor cafes and landscape planters; the long term vision established in 2011; and the proposed cost of the project. Overall, less than two in five respondents supported each aspect of the project. Generally, about 45% to 60% of respondents opposed each aspect, with at least one-third of respondents indicating strong opposition. Respondents were most opposed to the cost of the project followed by the reducing vehicle lanes to expand sidewalks and pedestrian amenities and the preliminary design for reconstructing the street.

It should be noted that 28% of respondents selected “don’t know” when evaluating their level of support for the preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan) and the long term vision established in the 2011 38th Avenue Corridor Plan. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Each of the listed components of measure 2B had higher support from younger residents (age 18 to 34) and newer residents (9 years or less) compared to older and longer-term residents. Support for reducing vehicle lanes, the preliminary design and overall long term vision had the lowest level of support in District 3 relative to the other districts. By gender, race and housing tenure, patterns of support were mixed (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 32: Level of Support for Aspects of 38th Avenue Project, 2015

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project?



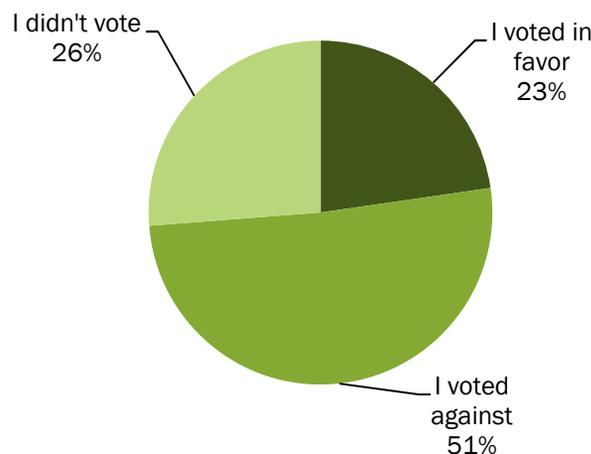
In 2014, voters defeated measure 2B (described on the previous page) that would have narrowed the street width and allowed the expansion of sidewalks and other landscaping and pedestrian amenities. (About one-third of respondents indicated support for this aspect of the project on the 2015 survey; see Figure 32.) When asked to recall how they voted on the measure in 2015, about half of respondents said they voted against it, while about one-quarter voted for it and about one-quarter did not vote.

Respondents' self-reported voting behavior on measure 2B was compared by their level of support for each of the aspects of the 38th Avenue project (see Table 159 on page 92). As may be expected, those who voted in favor of 2B generally were supportive of all the project's aspects and those who voted against it were opposed. Of the respondents who did not vote on measure 2B, their opinions regarding the 38th Avenue project tended toward support for each aspect, but not with a definitive majority. A significant proportion of non-voters neither supported nor opposed each aspect of the project.

Those who were most likely to have voted in favor of measure 2B were residents age 35 to 54, those who had resided in Wheat Ridge for 3 to 9 years, homeowners and District 2 residents, relative to those of other ages, lengths of residency, renters and residents of other districts. No differences were observed by race and women were less likely to have voted (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 33: Voted on Measure 2B, 2015

To the best of your knowledge, did you vote for or against the measure (2B) described above?



Resident Priorities

Over half of respondents felt it was essential or very important for the City to improve the attractiveness of Wheat Ridge’s corridors, while almost two in five felt this was somewhat important. Additionally, about 60% of respondents supported the City dedicating resources to code enforcement to improve the corridors’ attractiveness. About one in five did not support such dedication of resources and another one in five were indifferent.

Improving the attractiveness of Wheat Ridge’s corridors was most important to younger residents (age 18 to 34), men and newer residents (9 years or less) compared to older residents, women and those who had resided in Wheat Ridge for 10 years or more. There were no differences in opinion by race, housing tenure or Council District. Residents were more likely to support dedicating code enforcement resources to improve the attractiveness of corridors if they were young (age 18 to 34), white, had resided in the city for less than 10 years or were homeowners and less likely to support this measure if they were older, non-white, long term residents or renters. Opinions on this question did not vary by Council District (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 34: Importance of Improving the Attractiveness of the Wheat Ridge's Corridors, 2015

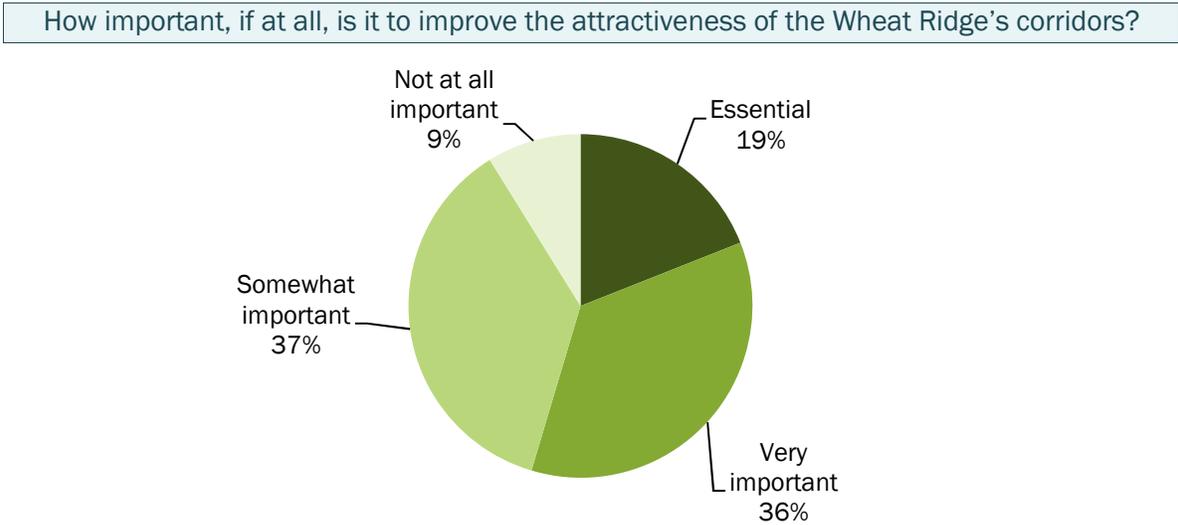
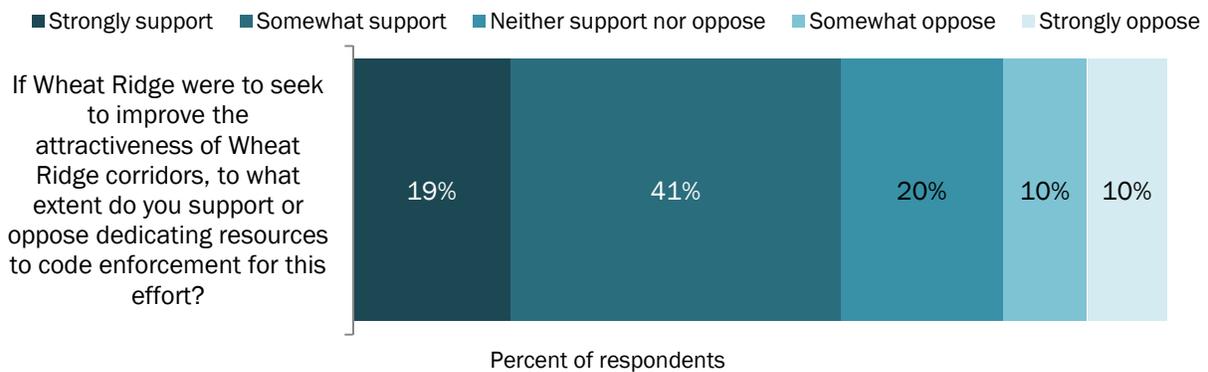


Figure 35: Level of Support for Dedicated Code Enforcement of Wheat Ridge Corridors, 2015



A strong majority of residents (about two-thirds) supported funding for bicycle and pedestrian improvements, in general, throughout the city. Delving deeper, the survey asked respondents to rate their level of support for a variety of specific bicycle and pedestrian improvements. Overall, a majority of respondents at least somewhat supported each potential improvement. Almost half of respondents (47%) strongly supported walking trails, with an additional 37% somewhat supporting this improvement. Sidewalk connections and biking trails also were favored improvements among survey respondents with over three-quarters in support of each. Respondent were less enthusiastic about bike lanes and racks.

Funding for bicycle and pedestrian improvements throughout the city had the highest level of support among residents age 35 to 54 and those who had resided in Wheat Ridge for less than 10 years and lower levels of support from those age 55 or older and those who had resided in the community the longest (more than 20 years). Support for all or nearly all of the listed types of bicycle and pedestrian improvements was lowest among residents older than 55 and those who had resided in Wheat Ridge for more than 20 years in comparison to their counterparts. Renters and District 4 residents were more likely than homeowners and District 1 residents to support walking trails. Men were more likely to support biking trails than women, and white residents supported bicycle and pedestrian signage more than non-white residents (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 36: Level of Support for Funding Bicycle and Pedestrian Improvements, 2015

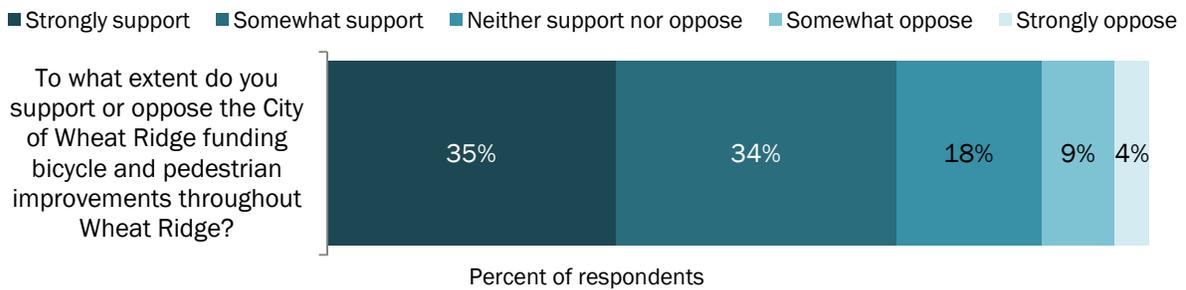
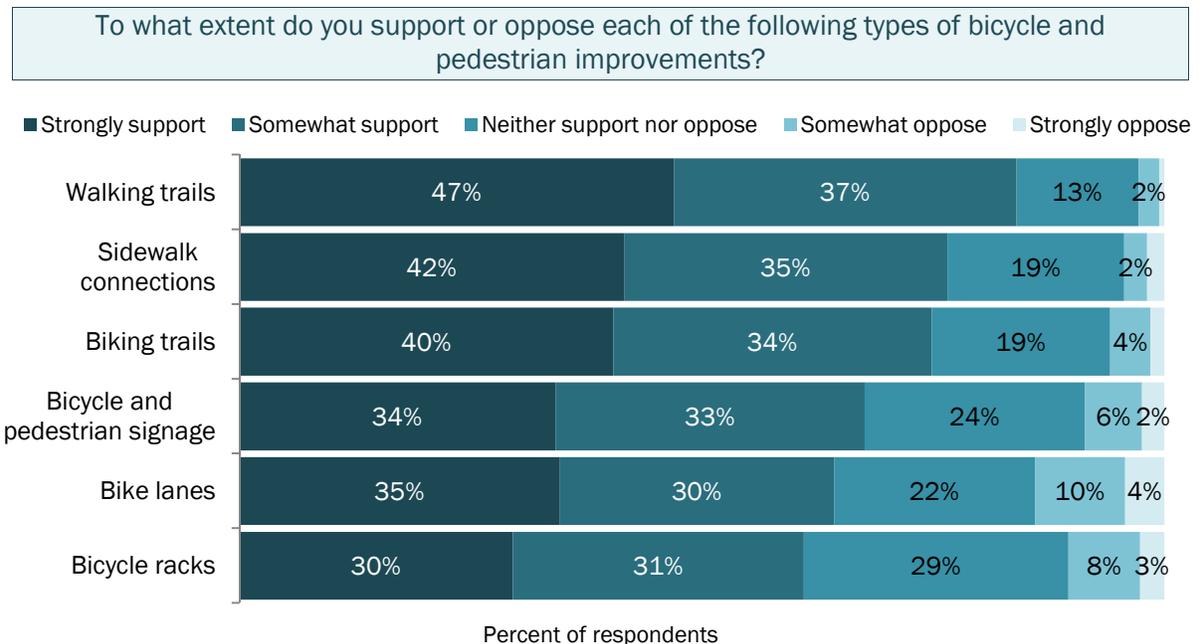


Figure 37: Level of Support for Types of Bicycle and Pedestrian Improvements, 2015



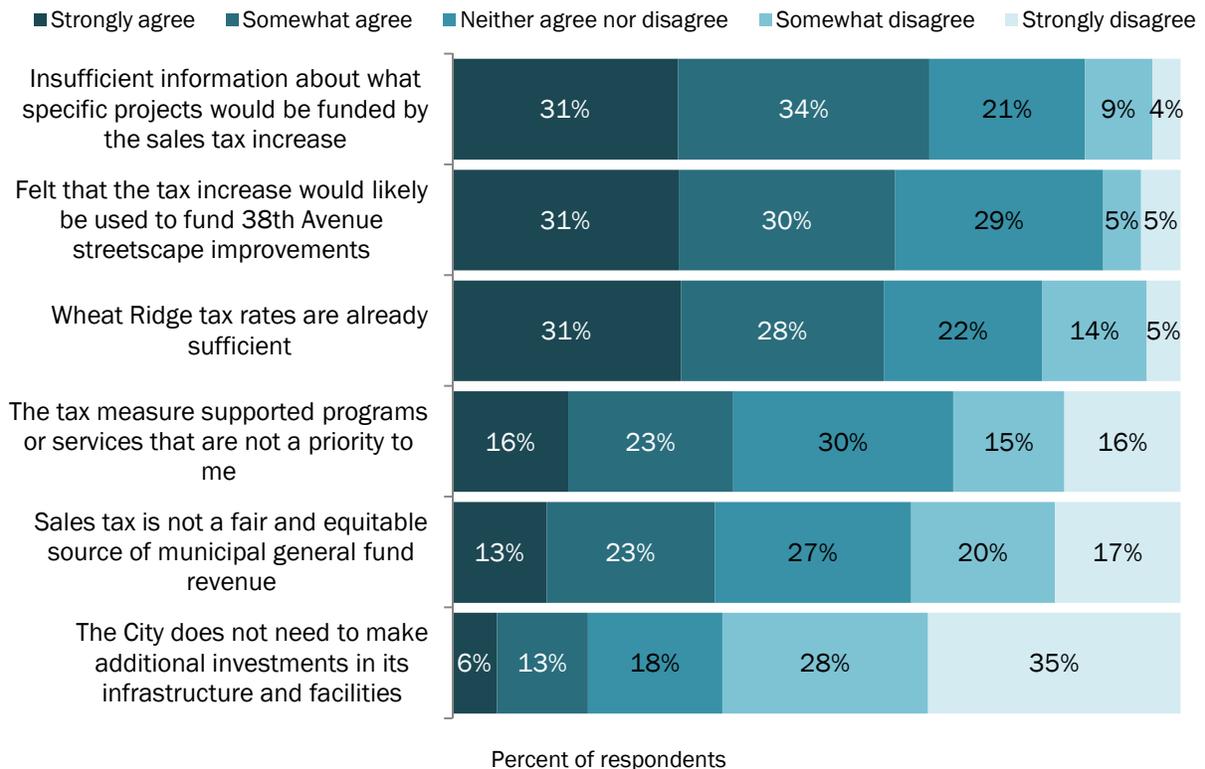
In 2014, voters defeated a measure that would have supported roads, infrastructure and parks and recreation improvements through a 1% sales tax increase. Survey respondents were asked to reflect on their views of the measure (2A) and asked to indicate their level of agreement with reasons why they may not have supported the measure. For a majority of respondents (65%), not having sufficient information about the specific projects that would be funded was a major reason for opposition to the measure. Respondents also felt that the monies from the increase would likely be used to fund 38th Avenue streetscape improvements and that the tax rates in Wheat Ridge were already sufficient. Most respondents did not cite “the City did not need to make additional investments in its infrastructure and facilities” as a reason for voting no and they were split on whether “the measure supporting programs that were not a priority for them” and “sales tax being an unfair source of general fund revenue” were reasons for their opposition.

One in five respondents selected “don’t know” when asked if “the tax increase being used to fund 38th Avenue streetscape improvements” was a reason for their opposition. A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Where differences were observed, those who had resided in Wheat Ridge for 10 years or more, who were age 55 or older or who lived in District 1 were more likely to agree with the listed reasons for not supporting the measure than newer residents, younger residents and those in other Council districts. Women and renters were more likely than men and homeowners to agree that sales tax not being a fair and equitable source of revenue was a reason for their opposition (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 38: Potential Reasons for Not Supporting Measure 2A, 2015

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure.

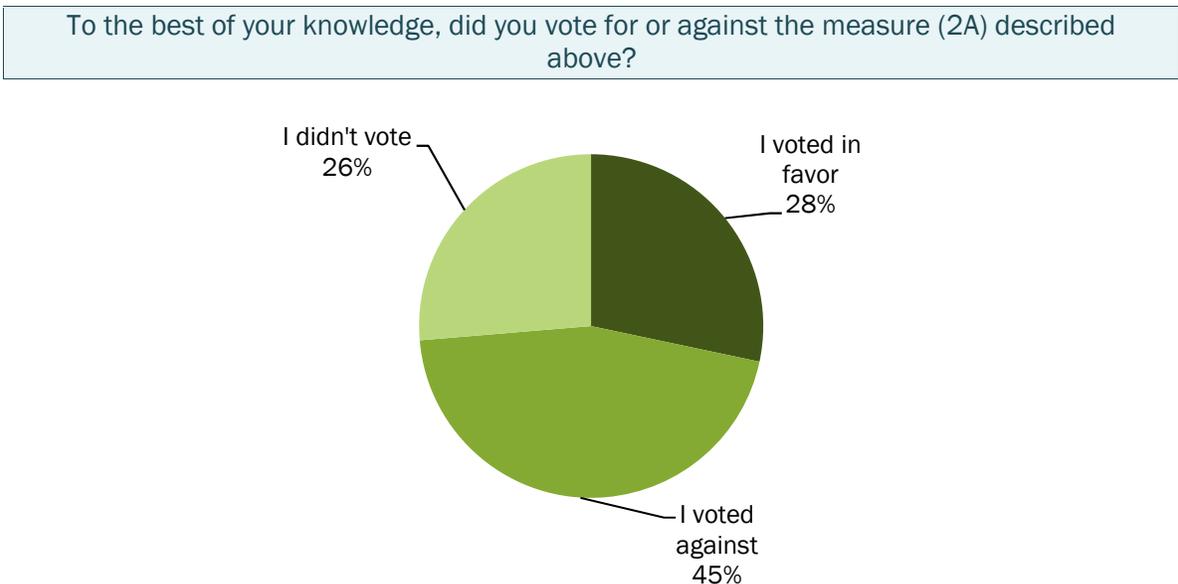


When asked to recall how they may have voted on measure 2A, 45% respondents said they voted against it while 28% voted for it; 26% did not vote in 2014.

Respondents' self-reported voting behavior on measure 2a was compared by their level of agreement with the various reasons for not supporting the measure (see Table 160 on page 93). Respondents who voted against 2A or did not vote were more likely to agree that the City's tax rates were sufficient when compared to those that did vote for the measure. Despite voting in favor of 2A, about half these respondents felt there was insufficient information regarding the specific projects to be funded by the tax increase.

Measure 2A was more likely to have received votes in favor from middle-aged residents (35 to 54), women, those who had resided in Wheat Ridge for between 3 and 9 years and residents of District 2 compared to residents of other ages, lengths of residency and Districts (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 39: Voted on Measure 2A, 2015

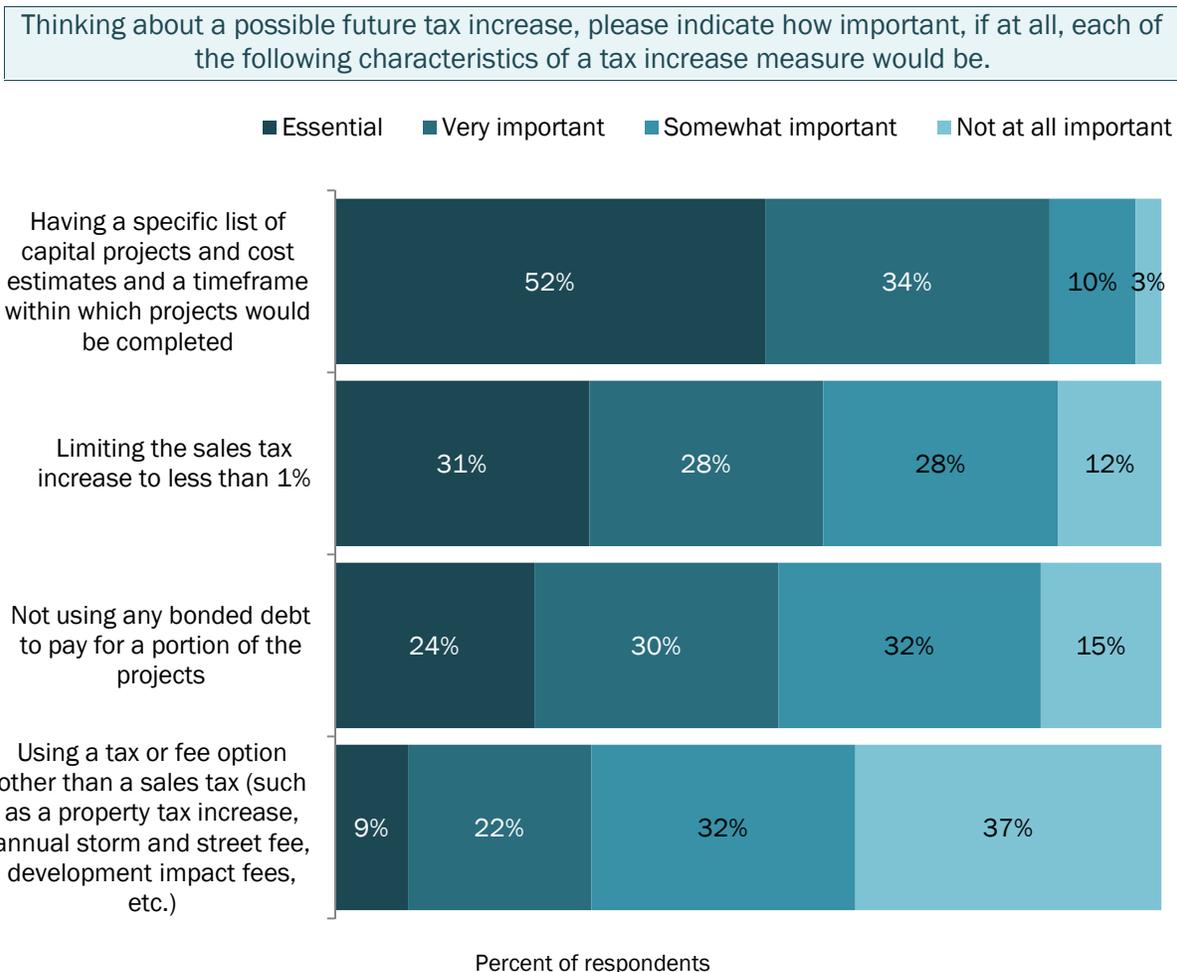


Respondents rated the importance of various characteristics of a possible future tax increase. Overwhelmingly, respondents wanted the specifics made clear including the list of projects with cost estimates and timeframes for completion; about half felt this aspect was essential and an additional one-third felt it was very important. About three in five respondents felt it was at least very important to limit the sales tax increase to less than 1% and slightly fewer felt this way about not using bonded debt to pay for a portion of the projects. Over one-third of respondents felt it was not at all important to use a tax other than a sales tax or fee option as tax increase measure, while an additional one-third felt it was only somewhat important.

For some characteristics of a potential tax increase, about 2 in 10 indicated “don’t know.” A full set of responses, including “don’t know,” can be found in *Appendix B: Complete Set of Survey Responses*.

Thinking about future tax increases, avoiding bonded debt was most important to younger residents (18-34), non-white residents and renters than to middle aged or older residents, white residents or homeowners. Using a tax or fee option other than sales tax was more important to those aged 35 and older, those who had resided in Wheat Ridge for between 3 and 9 years and renters than it was for each of their counterparts (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 40: Important Characteristics of Possible Future Tax Increase, 2015



Communication with Residents

As in previous years, survey respondents were asked to indicate whether they used various sources of information for news about Wheat Ridge. Word of mouth, the City Quarterly “Connections” Newsletter and the Neighborhood Gazette topped the list as the most used sources of information, with at least two-thirds of residents saying they used these sources at least once in the 12 months prior to the survey. Respondents were less likely to have used the City’s social media sources and videostreaming. Overall, use of each source in 2015 was similar to use in 2012. However, use of the Denver Post, Wheat Ridge Transcript and WRTV8 as sources for City information decreased from 2012 to 2015, while use of the City newsletter, the Neighborhood Gazette, radio and television news and the City’s website increased.

More traditional forms of information such as newsletters, newspapers, radio news, TV news and Wheat RidgeTV8 tended to be used more frequently by those age 55 or older, white residents, homeowners and longer-term residents of Wheat Ridge (more than 20 years), compared to younger, non-white, shorter-term residents and renters. Among other differences, the City’s website was used more frequently by residents aged 18-54 and white residents and less frequently by those who had lived in the community for more than 20 years compared to their counterparts (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

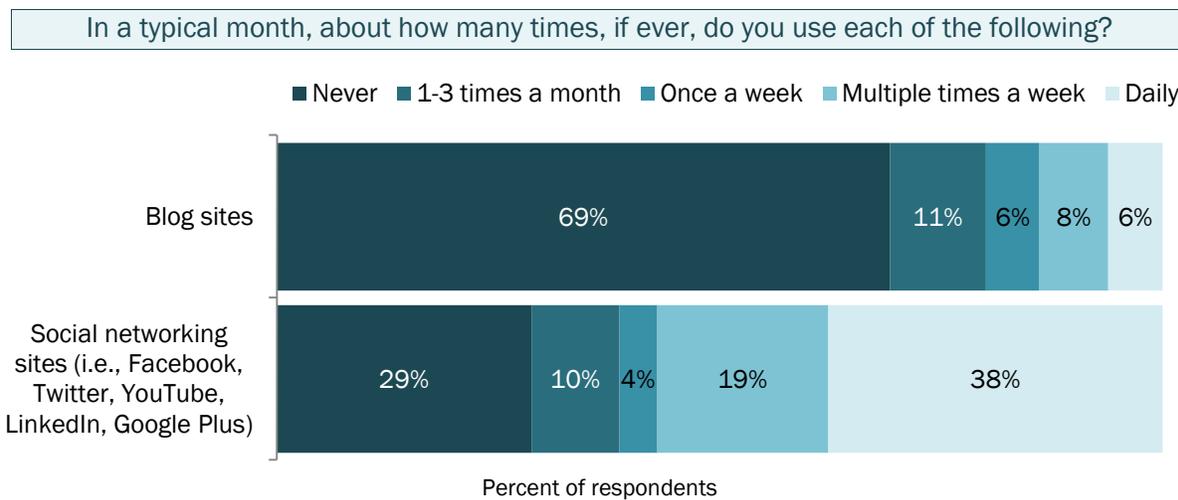
Figure 41: Information Sources Compared by Year

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent at least once in the last 12 months)	2015	2012	2008	2006	2004
Word of mouth	83%	78%	79%	76%	76%
City Quarterly “Connections” Newsletter	72%	67%	70%	68%	64%
Neighborhood Gazette	68%	60%	NA	NA	NA
Television news	62%	57%	76%	71%	75%
Wheat Ridge Transcript	52%	57%	45%	49%	47%
Denver Post	49%	60%	69%	71%	74%
City's website: www.ci.wheatridge.co.us	46%	40%	34%	27%	23%
Radio news	42%	33%	52%	48%	52%
Denver Post YourHub	32%	28%	NA	NA	NA
City website automatic notifications (e.g., community events, calendar listing)	23%	NA	NA	NA	NA
WRTV8 (Government Access Channel)	20%	30%	48%	45%	50%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	18%	NA	NA	NA	NA
Community-created Facebook groups about Wheat Ridge	17%	NA	NA	NA	NA
Wheat Ridge Police Department social media sites (Facebook or Twitter)	16%	NA	NA	NA	NA
Wheat Ridge Recreation Center's Facebook page	14%	NA	NA	NA	NA
Ridge at 38 website, Facebook page or smart phone app	13%	NA	NA	NA	NA
City live/on-demand videostreaming	11%	11%	NA	NA	NA
Active Adult Center's Facebook page	8%	NA	NA	NA	NA

A question was added to the 2015 survey to gauge respondent’s general use of blogs and social networking sites. A majority of respondents reported never using blog sites (69%), with 11% using blogs 1-3 times a month and 20% using them at least once a week. Wheat Ridge residents were more likely to use social networking sites, with about 4 in 10 saying they used these sites daily and 2 in 10 using them multiple times a week. About 3 in 10 reported never using social networking sites.

Blogs were more likely to be used as a source for information about Wheat Ridge at least once a month among those aged 35 to 54, those who had resided in Wheat Ridge for 3 to 9 years and homeowners compared to those of other ages, lengths of residency and renters. Residents age 18 to 34 and newer residents (those who had resided in Wheat Ridge for two years or less) were most likely to use social networking sites at least once a month. This also was true for residents of District 2, compared to other Council Districts (see *Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*).

Figure 42: Use of Blogs and Social Networking Sites, 2015



Appendix A: Respondent Characteristics

The following tables display the demographic characteristics of those responding to the 2015 Citizen Survey including frequency of responses and the number of respondents.

Table 1: Question D1

About how long have you lived in Wheat Ridge?	Percent of respondents
5 years or less	41%
6 to 10 years	16%
11 to 15 years	10%
16 to 20 years	9%
More than 20 years	24%
Total	100%
<i>Average length of residency</i>	<i>13.7</i>

Table 2: 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	1%
Boulder	1%
Broomfield	1%
Denver	24%
Englewood	0%
Golden	5%
Lakewood	7%
Littleton	1%
Louisville	0%
Northglenn	0%
Thornton	3%
Westminster	1%
Wheat Ridge	15%
Other	8%
Do not work (student, homemaker, retired, etc.)	27%
Total	100%

Table 3: Question D3

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	59%
Condominium or townhouse	14%
Apartment	27%
Mobile home	0%
Total	100%

Table 4: Question D4

Do you live in senior housing such as an assisted-living or senior living community?	Percent of respondents
Yes	5%
No	95%
Total	100%

Table 5: Question D5

Do you own or rent your residence?	Percent of respondents
Own	57%
Rent	43%
Total	100%

Table 6: Question D6

How many people (including yourself) live in your household?	Percent of respondents
1	34%
2	39%
3	14%
4	12%
5	1%
6	1%
8	0%
Total	100%
<i>Average number of household members</i>	<i>2.1</i>

Table 7: Question D7

How many of these household members are 17 or younger?	Percent of respondents
0	76%
1	14%
2	8%
3	1%
4	0%
5	0%
Total	100%
<i>Average number of household members under 18 for households with at least one child under 18</i>	<i>1.5</i>

Table 8: Question D8

Please indicate the number of dogs and cats in your household. (Please write 0 if none.)					Total
	None	1	2	3 or more	
Dogs	66%	20%	11%	2%	100%
Cats	75%	14%	9%	2%	100%
Dogs and cats	50%	24%	17%	9%	100%
<i>Average number of dogs and cats in households with dogs and cats</i>					<i>Average number</i>
Number of dogs					1.5
Number of cats					1.5
Dogs and cats					1.8

Table 9: Question D9

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$15,000	8%
\$15,000 to \$24,999	10%
\$25,000 to \$34,999	12%
\$35,000 to \$49,999	17%
\$50,000 to \$74,999	16%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	10%
\$125,000 or more	16%
Total	100%

Table 10: Question D10

What is your age?	Percent of respondents
18-24	4%
25-34	20%
35-44	15%
45-54	20%
55-64	15%
65-74	13%
75+	14%
Total	100%

Table 11: Question D11

What is your race? (Please check all that apply.)	Percent of respondents*
White	91%
Black or African American	1%
Asian or Pacific Islander	3%
American Indian, Eskimo, or Aleut	3%
Other	8%

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

Table 12: Question D12

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

Table 13: Question D13

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

Table 14: Question D14

Did you vote in the last election?	Percent of respondents
Yes	82%
No	18%
Total	100%

Appendix B: Complete Set of Survey Responses

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Table 15: Question 1

Circle the number that best represents your opinion:	Excellent	Good	Fair	Poor	Total
How do you rate Wheat Ridge as a place to live?	26%	58%	15%	1%	100%
How do you rate your neighborhood as a place to live?	23%	55%	18%	5%	100%
How do you rate Wheat Ridge as a place to raise children?	21%	53%	21%	5%	100%
How do you rate Wheat Ridge as a place to work?	13%	38%	35%	13%	100%
How do you rate Wheat Ridge as a place to retire?	20%	47%	24%	9%	100%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	10%	42%	40%	8%	100%
How do you rate the overall quality of life in Wheat Ridge?	14%	64%	21%	1%	100%

Table 16: 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	17%
Improve slightly	43%
Stay the same	22%
Decline slightly	14%
Decline a lot	4%
Total	100%

Table 17: Question 3

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Percent of respondents*
I feel safe here	44%
I like the school my children attend	7%
My job is here	13%
I like my neighborhood	51%
I like the location in general	69%
I like the access to dining and entertainment	25%
Housing and rental rates are affordable	35%
I've always lived here	14%
I have friends and family in the area	27%

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Percent of respondents*
Cost of living is affordable	33%
I like that the community is forward-thinking	14%
The growing and diverse community	13%
None of these	4%
Total	100%

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

Table 18: Question 4

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	7%	46%	38%	9%	100%
Openness and acceptance of the community toward people of diverse backgrounds	7%	49%	36%	8%	100%
Overall appearance of Wheat Ridge	5%	49%	39%	7%	100%
Cleanliness of Wheat Ridge	9%	51%	32%	7%	100%
Overall quality of new development in Wheat Ridge	11%	41%	34%	14%	100%
Variety of housing options	7%	43%	36%	14%	100%
Overall quality of business and service establishments in Wheat Ridge	7%	41%	42%	9%	100%
Shopping opportunities	6%	30%	44%	20%	100%
Opportunities to attend cultural activities	5%	27%	45%	24%	100%
Recreational opportunities	16%	50%	29%	5%	100%
Employment opportunities	3%	22%	47%	28%	100%
Educational opportunities	5%	31%	48%	16%	100%
Opportunities to participate in social events and activities	7%	42%	41%	11%	100%
Opportunities to volunteer	11%	49%	32%	8%	100%
Opportunities to participate in civic matters	9%	47%	31%	13%	100%
Availability of paths and walking trails	29%	45%	19%	6%	100%
Availability of bike trails	24%	47%	19%	10%	100%
Availability of affordable quality housing	4%	39%	35%	22%	100%
Availability of affordable quality child care	4%	29%	42%	25%	100%
Availability of affordable quality health care	14%	47%	28%	11%	100%
Availability of affordable quality food	12%	49%	29%	10%	100%
Availability of preventive health services	14%	47%	32%	7%	100%
Air quality	11%	56%	29%	4%	100%
Quality of overall natural environment in Wheat Ridge	16%	52%	29%	3%	100%
Overall image or reputation of Wheat Ridge	10%	51%	28%	12%	100%

Table 19: Question 5

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	42%	17%	17%	12%	11%	100%
Participated in a recreation program or activity	61%	17%	10%	6%	6%	100%
Used a Wheat Ridge park or trail	15%	15%	28%	19%	23%	100%
Used a Wheat Ridge bike/pedestrian path	24%	14%	25%	16%	21%	100%
Attended a meeting of local elected officials or other local public meeting	74%	17%	7%	1%	1%	100%
Watched a meeting of local elected officials on cable television	75%	15%	7%	2%	2%	100%
Participated in a senior program	84%	7%	4%	3%	3%	100%
Visited the Active Adult Center	78%	12%	4%	3%	3%	100%
Dined at a Wheat Ridge restaurant (other than fast food)	11%	17%	37%	18%	16%	100%
Used the Wheat Ridge library	48%	19%	19%	7%	7%	100%
Attended a Wheat Ridge festival or special event	39%	37%	19%	3%	2%	100%
Used A-line service to DIA	87%	6%	4%	2%	1%	100%
Ridden an RTD bus	62%	12%	12%	3%	11%	100%

Table 20: Question 6 - 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	Total
Snow removal	17%	49%	25%	8%	100%
Street repair and maintenance	6%	36%	40%	19%	100%
Street cleaning	9%	49%	32%	11%	100%
Traffic enforcement	11%	54%	26%	8%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	7%	42%	29%	22%	100%
Animal control	13%	56%	23%	8%	100%
Land use, planning and zoning	6%	37%	31%	26%	100%
Building permits	7%	41%	33%	19%	100%
Building inspections	9%	43%	30%	18%	100%
Maintenance of existing city parks	22%	55%	22%	1%	100%
Maintenance of open space and trails	21%	57%	19%	3%	100%
Recreation programs	22%	57%	18%	2%	100%
Recreation facilities	30%	53%	15%	2%	100%
Community/public art	7%	32%	44%	17%	100%
Services/programs for youth	17%	47%	28%	8%	100%
Services/programs for seniors	22%	54%	20%	4%	100%
Municipal court	10%	50%	33%	7%	100%

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
Public information services	8%	39%	40%	12%	100%
Business expansion and recruitment programs	7%	25%	43%	25%	100%
Policing services	14%	55%	24%	7%	100%
Police response time to emergency police calls (not code enforcement)	25%	54%	16%	5%	100%
Police response time to non-emergency police calls (not code enforcement)	21%	51%	21%	7%	100%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	13%	46%	29%	12%	100%

Table 21: Question 6 - 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	Total
Snow removal	45%	45%	10%	0%	100%
Street repair and maintenance	48%	47%	5%	0%	100%
Street cleaning	17%	44%	36%	3%	100%
Traffic enforcement	26%	50%	22%	2%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	22%	37%	36%	5%	100%
Animal control	17%	42%	40%	2%	100%
Land use, planning and zoning	31%	46%	20%	2%	100%
Building permits	21%	43%	32%	4%	100%
Building inspections	26%	45%	26%	3%	100%
Maintenance of existing city parks	29%	57%	14%	0%	100%
Maintenance of open space and trails	28%	56%	15%	1%	100%
Recreation programs	18%	49%	31%	3%	100%
Recreation facilities	21%	52%	25%	2%	100%
Community/public art	9%	28%	49%	14%	100%
Services/programs for youth	27%	49%	20%	4%	100%
Services/programs for seniors	23%	46%	27%	4%	100%
Municipal court	30%	46%	22%	3%	100%
Public information services	21%	47%	29%	3%	100%
Business expansion and recruitment programs	25%	45%	26%	5%	100%
Policing services	47%	40%	13%	0%	100%
Police response time to emergency police calls (not code enforcement)	70%	27%	3%	0%	100%
Police response time to non-emergency police calls (not code enforcement)	42%	44%	13%	0%	100%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	49%	37%	13%	1%	100%

Table 22: Question 7

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent of respondents
Excellent	7%
Good	65%
Fair	26%
Poor	2%
Total	100%

Table 23: Question 8

Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Total
Condition of city streets	5%	49%	34%	12%	100%
Mass transit planning	5%	44%	35%	16%	100%
Ease of car travel in Wheat Ridge	11%	47%	31%	11%	100%
Ease of bus travel in Wheat Ridge	9%	52%	32%	7%	100%
Ease of walking in Wheat Ridge	12%	46%	28%	14%	100%
Ease of bicycle travel in Wheat Ridge	10%	47%	29%	14%	100%
Traffic flow on major streets	3%	30%	37%	29%	100%

Table 24: Question 9

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Wheat Ridge to someone who asks	46%	44%	6%	5%	100%
Remain in Wheat Ridge for the next five years	63%	24%	8%	5%	100%

Table 25: Question 10

Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans).	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
Wheat Ridge's comprehensive plan	5%	31%	18%	47%	100%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	7%	33%	18%	41%	100%
Parks and Recreation Master Plan	3%	19%	27%	51%	100%
Bicycle/Pedestrian Master Plan	4%	19%	24%	53%	100%

Table 26: Question 11

To what extent do you support or oppose the overall direction provided in Wheat Ridge's long range planning documents?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Wheat Ridge's comprehensive plan	19%	28%	32%	13%	7%	100%
Sub-area planning	16%	27%	34%	13%	10%	100%
Parks and Recreation Master Plan	26%	34%	32%	4%	3%	100%
Bicycle/Pedestrian Master Plan	28%	30%	32%	6%	4%	100%

Table 27: Question 12

How would you rate the overall performance of the Wheat Ridge city government?	Percent of respondents
Excellent	3%
Good	47%
Fair	35%
Poor	14%
Total	100%

Table 28: Question 13

Please rate the following aspects of Wheat Ridge city government performance.	Excellent	Good	Fair	Poor	Total
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	5%	37%	37%	22%	100%
The quality of work performed by City of Wheat Ridge employees	8%	59%	28%	5%	100%
The value of services for the taxes paid to Wheat Ridge	6%	42%	39%	13%	100%
The overall direction that Wheat Ridge is taking	7%	44%	33%	16%	100%
The job Wheat Ridge does at informing residents on major issues within the community	6%	30%	32%	31%	100%
The job Wheat Ridge government does at welcoming citizen involvement	6%	37%	31%	26%	100%

Table 29: Question 14

In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?	Percent of respondents
Yes	42%
No	58%
Total	100%

Table 30: Question 15

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total
Knowledge	30%	43%	16%	12%	100%
Responsiveness	31%	40%	19%	10%	100%
Courtesy	39%	36%	12%	13%	100%
Making you feel valued	27%	33%	19%	21%	100%
Overall impression	30%	35%	19%	17%	100%

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

Table 31: Question 16

Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Parks and playgrounds	40%	44%	11%	4%	1%	100%
Recreation centers	64%	28%	6%	1%	0%	100%
In your neighborhood	41%	40%	9%	9%	1%	100%
In your home	60%	32%	4%	3%	1%	100%
On the trail system	24%	48%	16%	10%	2%	100%
On roadways	22%	52%	17%	7%	2%	100%
Retail/commercial areas	35%	49%	12%	4%	0%	100%

Table 32: Question 17

Please indicate whether or not you have done each of the following in the last 12 months.	No	Yes	Total
Household member was a victim of a crime in Wheat Ridge	86%	14%	100%
Reported a crime to the police in Wheat Ridge	76%	24%	100%

Table 33: Question 18

How important, if at all, is it for the Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential	Very important	Somewhat important	Not at all important	Total
Solving violent crimes	76%	23%	1%	0%	100%
Solving property crimes	43%	47%	9%	0%	100%
Reducing illegal activities committed by youth	42%	44%	13%	1%	100%
Reducing illegal drug activity	48%	33%	14%	5%	100%
Enforcement of traffic laws	25%	36%	37%	2%	100%
Code enforcement	19%	32%	40%	9%	100%
Crime Prevention (School Resource Officers, neighborhood watch, citizen police academy)	39%	41%	17%	2%	100%

Table 34: 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	Total
Promote efforts to revitalize Wheat Ridge's housing areas	41%	37%	16%	3%	3%	100%
Promote efforts to revitalize Wheat Ridge's business areas	48%	35%	12%	3%	2%	100%
Strengthen Wheat Ridge's community image and identity	44%	35%	16%	3%	1%	100%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	48%	34%	13%	3%	2%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	47%	30%	9%	7%	7%	100%

Table 35: 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	Total
Grocery shopping	1%	7%	6%	12%	75%	100%
Health services	16%	23%	18%	21%	22%	100%
Meals and entertainment	2%	16%	19%	35%	28%	100%
Household items	7%	18%	17%	27%	31%	100%
Computers and electronics	42%	30%	15%	8%	5%	100%
General retail (shoes, beauticians, clothing, etc.)	21%	24%	23%	20%	11%	100%
Farmers Market/community gardens	28%	22%	21%	16%	13%	100%

Table 36: 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	4%
It is convenient; on my way to or from work or near my home	36%
I like the range of quality goods and services	42%
Desired item is not available in Wheat Ridge	70%
It is more affordable	18%
Visit a mall or other major retailers	51%
Other	15%
Total	100%

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

Table 37: Question 22

To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?	Percent of respondents
Strongly agree	20%
Somewhat agree	29%
Neither agree nor disagree	20%
Somewhat disagree	14%
Strongly disagree	17%
Total	100%

Table 38: Question 23

During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	Percent of respondents
Every day	4%
Several times a week	17%
Once a week	15%
1-3 times a month	41%
Never	24%
Total	100%

Table 39: Question 24

How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall?	Essential	Very important	Somewhat important	Not at all important	Total
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	22%	26%	29%	22%	100%
Maintain 4 to 5 vehicle lanes through most of the area	24%	26%	22%	28%	100%
Develop a pedestrian friendly 2 to 3 lane roadway	18%	19%	28%	35%	100%
Encourage and incentivize private sector investment	24%	31%	32%	13%	100%
Additional housing options (e.g., townhomes, row homes)	12%	17%	32%	38%	100%
Develop retail commercial	24%	31%	33%	11%	100%
Provide on-street parking	13%	27%	36%	24%	100%
Hold community events	21%	28%	36%	15%	100%

Table 40: Question 25

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	16%	18%	12%	18%	36%	100%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	13%	23%	19%	14%	32%	100%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	12%	18%	20%	15%	35%	100%
The proposed cost of the project (\$9.3 million)	9%	13%	20%	15%	44%	100%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	12%	21%	19%	15%	34%	100%

Table 41: Question 26

To the best of your knowledge, did you vote for or against the measure (2B) described above?	Percent of respondents
I voted in favor	23%
I voted against	51%
I didn't vote	26%
Total	100%

Table 42: Question 27

How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?	Percent of respondents
Essential	19%
Very important	36%
Somewhat important	37%
Not at all important	9%
Total	100%

Table 43: Question 28

If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?	Percent of respondents
Strongly support	19%
Somewhat support	41%
Neither support nor oppose	20%
Somewhat oppose	10%
Strongly oppose	10%
Total	100%

Table 44: Question 29

To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?	Percent of respondents
Strongly support	35%
Somewhat support	34%
Neither support nor oppose	18%
Somewhat oppose	9%
Strongly oppose	4%
Total	100%

Table 45: Question 30

To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Biking trails	40%	34%	19%	4%	1%	100%
Walking trails	47%	37%	13%	2%	1%	100%
Sidewalk connections	42%	35%	19%	2%	2%	100%
Bike lanes	35%	30%	22%	10%	4%	100%
Bicycle racks	30%	31%	29%	8%	3%	100%
Bicycle and pedestrian signage	34%	33%	24%	6%	2%	100%

Table 46: Question 31

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total
Wheat Ridge tax rates are already sufficient	31%	28%	22%	14%	5%	100%
Sales tax is not a fair and equitable source of municipal general fund revenue	13%	23%	27%	20%	17%	100%
The City does not need to make additional investments in its infrastructure and facilities	6%	13%	18%	28%	35%	100%
Insufficient information about what specific projects would be funded by the sales tax increase	31%	34%	21%	9%	4%	100%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	31%	30%	29%	5%	5%	100%
The tax measure supported programs or services that are not a priority to me	16%	23%	30%	15%	16%	100%

Table 47: Question 32

To the best of your knowledge, did you vote for or against the measure (2A) described above?	Percent of respondents
I voted in favor	28%
I voted against	45%
I didn't vote	26%
Total	100%

Table 48: Question 33

Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be.	Essential	Very important	Somewhat important	Not at all important	Total
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed	52%	34%	10%	3%	100%
Not using any bonded debt to pay for a portion of the projects	24%	30%	32%	15%	100%
Limiting the sales tax increase to less than 1%	31%	28%	28%	12%	100%
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.)	9%	22%	32%	37%	100%

Table 49: Question 34

In a typical month, about how many times, if ever, do you use each of the following?	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Total
Blog sites	69%	11%	6%	8%	6%	100%
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus)	29%	10%	4%	19%	38%	100%

Table 50: Question 35

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
City Quarterly "Connections" Newsletter	28%	27%	37%	5%	3%	100%
Denver Post	51%	12%	13%	8%	15%	100%
Denver Post YourHub	68%	7%	10%	5%	10%	100%
Wheat Ridge Transcript	48%	21%	22%	4%	4%	100%
Neighborhood Gazette	32%	20%	36%	7%	5%	100%
Radio news	58%	12%	12%	7%	11%	100%
Television news	38%	16%	15%	9%	21%	100%
WRTV8 (Government Access Channel)	80%	9%	7%	2%	2%	100%
City live/on-demand videostreaming	89%	7%	3%	1%	1%	100%
City's website: www.ci.wheatridge.co.us	54%	18%	20%	6%	2%	100%
City website automatic notifications (e.g., community events, calendar listing)	77%	12%	7%	2%	2%	100%
Wheat Ridge Police Department social media sites (Facebook or Twitter)	84%	7%	6%	1%	2%	100%
Active Adult Center's Facebook page	92%	4%	3%	1%	1%	100%
Wheat Ridge Recreation Center's Facebook page	86%	6%	6%	1%	1%	100%
Ridge at 38 website, Facebook page or smart phone app	87%	6%	5%	1%	1%	100%
Community-created Facebook groups about Wheat Ridge	83%	5%	4%	3%	6%	100%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	82%	7%	5%	2%	4%	100%
Word of mouth	17%	23%	34%	15%	11%	100%

Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses.

Table 51: 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?	26%	57%	15%	1%	0%	100%
How do you rate your neighborhood as a place to live?	23%	54%	18%	5%	1%	100%
How do you rate Wheat Ridge as a place to raise children?	16%	40%	16%	4%	24%	100%
How do you rate Wheat Ridge as a place to work?	7%	21%	20%	7%	44%	100%
How do you rate Wheat Ridge as a place to retire?	14%	34%	18%	6%	27%	100%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	10%	42%	40%	8%	0%	100%
How do you rate the overall quality of life in Wheat Ridge?	14%	63%	21%	1%	0%	100%

Table 52: 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	17%
Improve slightly	43%
Stay the same	22%
Decline slightly	14%
Decline a lot	4%
Total	100%

Table 53: Question 3

What are your reasons for living in Wheat Ridge? (Please select all that apply.)	Percent of respondents*
I feel safe here	44%
I like the school my children attend	7%
My job is here	13%
I like my neighborhood	51%
I like the location in general	69%
I like the access to dining and entertainment	25%
Housing and rental rates are affordable	35%
I've always lived here	14%
I have friends and family in the area	27%
Cost of living is affordable	33%
I like that the community is forward-thinking	14%
The growing and diverse community	13%
None of these	4%
Total	100%

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

Table 54: Question 4

Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	6%	41%	35%	8%	10%	100%
Openness and acceptance of the community toward people of diverse backgrounds	6%	40%	30%	7%	18%	100%
Overall appearance of Wheat Ridge	5%	49%	39%	7%	0%	100%
Cleanliness of Wheat Ridge	9%	51%	32%	7%	0%	100%
Overall quality of new development in Wheat Ridge	10%	38%	31%	13%	8%	100%
Variety of housing options	6%	38%	32%	13%	11%	100%
Overall quality of business and service establishments in Wheat Ridge	7%	40%	41%	9%	3%	100%
Shopping opportunities	6%	29%	44%	20%	1%	100%
Opportunities to attend cultural activities	4%	22%	37%	20%	17%	100%
Recreational opportunities	15%	47%	27%	4%	7%	100%
Employment opportunities	2%	12%	27%	16%	43%	100%
Educational opportunities	3%	19%	30%	10%	37%	100%
Opportunities to participate in social events and activities	6%	34%	33%	9%	18%	100%
Opportunities to volunteer	7%	31%	20%	5%	37%	100%
Opportunities to participate in civic matters	7%	33%	22%	9%	29%	100%
Availability of paths and walking trails	28%	43%	19%	6%	4%	100%
Availability of bike trails	21%	41%	16%	9%	12%	100%
Availability of affordable quality housing	4%	32%	29%	18%	17%	100%
Availability of affordable quality child care	1%	7%	11%	6%	75%	100%
Availability of affordable quality health care	10%	33%	20%	8%	30%	100%
Availability of affordable quality food	12%	47%	28%	9%	3%	100%
Availability of preventive health services	9%	30%	20%	5%	37%	100%
Air quality	10%	52%	27%	4%	8%	100%
Quality of overall natural environment in Wheat Ridge	15%	51%	28%	3%	3%	100%
Overall image or reputation of Wheat Ridge	9%	48%	27%	11%	4%	100%

Table 55: Question 5

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	42%	17%	17%	12%	11%	100%
Participated in a recreation program or activity	61%	17%	10%	6%	6%	100%
Used a Wheat Ridge park or trail	15%	15%	28%	19%	23%	100%
Used a Wheat Ridge bike/pedestrian path	24%	14%	25%	16%	21%	100%
Attended a meeting of local elected officials or other local public meeting	74%	17%	7%	1%	1%	100%
Watched a meeting of local elected officials on cable television	75%	15%	7%	2%	2%	100%
Participated in a senior program	84%	7%	4%	3%	3%	100%
Visited the Active Adult Center	78%	12%	4%	3%	3%	100%
Dined at a Wheat Ridge restaurant (other than fast food)	11%	17%	37%	18%	16%	100%
Used the Wheat Ridge library	48%	19%	19%	7%	7%	100%
Attended a Wheat Ridge festival or special event	39%	37%	19%	3%	2%	100%
Used A-line service to DIA	87%	6%	4%	2%	1%	100%
Ridden an RTD bus	62%	12%	12%	3%	11%	100%

Table 56: Question 6 - 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	17%	48%	24%	8%	3%	100%
Street repair and maintenance	6%	36%	39%	18%	1%	100%
Street cleaning	8%	46%	30%	10%	5%	100%
Traffic enforcement	10%	47%	23%	7%	13%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	6%	34%	24%	18%	17%	100%
Animal control	9%	41%	17%	6%	27%	100%
Land use, planning and zoning	4%	26%	22%	18%	30%	100%
Building permits	3%	15%	12%	7%	64%	100%
Building inspections	3%	14%	10%	6%	67%	100%
Maintenance of existing city parks	21%	52%	21%	1%	6%	100%
Maintenance of open space and trails	19%	51%	17%	3%	11%	100%
Recreation programs	15%	38%	12%	2%	33%	100%
Recreation facilities	23%	42%	12%	1%	22%	100%
Community/public art	4%	19%	26%	10%	40%	100%
Services/programs for youth	6%	17%	10%	3%	63%	100%
Services/programs for seniors	10%	24%	9%	2%	56%	100%
Municipal court	3%	15%	10%	2%	71%	100%

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
Public information services	5%	23%	23%	7%	43%	100%
Business expansion and recruitment programs	4%	12%	20%	12%	52%	100%
Policing services	11%	42%	18%	5%	24%	100%
Police response time to emergency police calls (not code enforcement)	14%	31%	9%	3%	44%	100%
Police response time to non-emergency police calls (not code enforcement)	12%	30%	12%	4%	42%	100%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	7%	24%	15%	6%	49%	100%

Table 57: Question 6 - 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	44%	45%	10%	0%	1%	100%
Street repair and maintenance	48%	47%	5%	0%	0%	100%
Street cleaning	16%	43%	36%	3%	2%	100%
Traffic enforcement	25%	49%	22%	2%	3%	100%
Code enforcement (junk vehicles, weed control, trash, outside storage)	21%	36%	35%	5%	4%	100%
Animal control	16%	40%	38%	1%	4%	100%
Land use, planning and zoning	28%	42%	18%	2%	10%	100%
Building permits	16%	32%	25%	3%	24%	100%
Building inspections	20%	34%	20%	2%	24%	100%
Maintenance of existing city parks	28%	55%	14%	0%	3%	100%
Maintenance of open space and trails	27%	54%	14%	1%	4%	100%
Recreation programs	16%	44%	28%	2%	10%	100%
Recreation facilities	19%	47%	23%	2%	9%	100%
Community/public art	7%	24%	42%	12%	14%	100%
Services/programs for youth	22%	40%	16%	3%	19%	100%
Services/programs for seniors	20%	39%	23%	3%	15%	100%
Municipal court	23%	35%	17%	2%	23%	100%
Public information services	18%	40%	24%	2%	16%	100%
Business expansion and recruitment programs	20%	36%	21%	4%	19%	100%
Policing services	43%	36%	12%	0%	10%	100%
Police response time to emergency police calls (not code enforcement)	65%	25%	3%	0%	8%	100%
Police response time to non-emergency police calls (not code enforcement)	39%	40%	12%	0%	9%	100%
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	44%	33%	12%	1%	10%	100%

Table 58: Question 7

Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	Percent of respondents
Excellent	7%
Good	63%
Fair	25%
Poor	2%
Don't know	3%
Total	100%

Table 59: Question 8

Please rate the following aspects of transportation within the City of Wheat Ridge:	Excellent	Good	Fair	Poor	Don't know	Total
Condition of city streets	5%	48%	34%	12%	1%	100%
Mass transit planning	3%	27%	22%	10%	38%	100%
Ease of car travel in Wheat Ridge	11%	46%	30%	11%	2%	100%
Ease of bus travel in Wheat Ridge	5%	28%	17%	4%	46%	100%
Ease of walking in Wheat Ridge	11%	43%	27%	13%	6%	100%
Ease of bicycle travel in Wheat Ridge	8%	36%	22%	10%	25%	100%
Traffic flow on major streets	3%	30%	37%	29%	1%	100%

Table 60: Question 9

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total
Recommend living in Wheat Ridge to someone who asks	45%	43%	6%	5%	2%	100%
Remain in Wheat Ridge for the next five years	60%	23%	7%	5%	4%	100%

Table 61: Question 10

Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans).	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Total
Wheat Ridge's comprehensive plan	5%	31%	18%	47%	100%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	7%	33%	18%	41%	100%
Parks and Recreation Master Plan	3%	19%	27%	51%	100%
Bicycle/Pedestrian Master Plan	4%	19%	24%	53%	100%

Table 62: Question 11

To what extent do you support or oppose the overall direction provided in Wheat Ridge's long range planning documents?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Wheat Ridge's comprehensive plan	9%	13%	15%	6%	3%	53%	100%
Sub-area planning	8%	13%	16%	6%	5%	53%	100%
Parks and Recreation Master Plan	12%	15%	15%	2%	1%	55%	100%
Bicycle/Pedestrian Master Plan	13%	13%	15%	3%	2%	54%	100%

Table 63: Question 12

How would you rate the overall performance of the Wheat Ridge city government?	Percent of respondents
Excellent	3%
Good	38%
Fair	28%
Poor	11%
Don't know	20%
Total	100%

Table 64: Question 13

Please rate the following aspects of Wheat Ridge city government performance.	Excellent	Good	Fair	Poor	Don't know	Total
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	3%	26%	26%	15%	29%	100%
The quality of work performed by City of Wheat Ridge employees	6%	42%	20%	3%	28%	100%
The value of services for the taxes paid to Wheat Ridge	4%	31%	29%	10%	26%	100%
The overall direction that Wheat Ridge is taking	6%	35%	26%	13%	21%	100%
The job Wheat Ridge does at informing residents on major issues within the community	5%	25%	27%	26%	17%	100%
The job Wheat Ridge government does at welcoming citizen involvement	4%	24%	20%	18%	33%	100%

Table 65: Question 14

In the last 12 months, have you had any in-person or phone contact with an employee of the City of Wheat Ridge?	Percent of respondents
Yes	42%
No	58%
Total	100%

Table 66: Question 15

What was your impression of the City of Wheat Ridge employee in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	28%	40%	15%	11%	5%	100%
Responsiveness	31%	39%	18%	10%	3%	100%
Courtesy	39%	36%	12%	13%	0%	100%
Making you feel valued	26%	32%	18%	20%	4%	100%
Overall impression	30%	35%	18%	17%	1%	100%

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

Table 67: Question 16

Please rate how safe you feel in the following areas in Wheat Ridge:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Parks and playgrounds	37%	41%	10%	4%	1%	8%	100%
Recreation centers	52%	23%	5%	1%	0%	20%	100%
In your neighborhood	41%	40%	9%	9%	1%	1%	100%
In your home	60%	32%	4%	3%	1%	1%	100%
On the trail system	20%	40%	14%	8%	2%	16%	100%
On roadways	21%	51%	16%	7%	2%	3%	100%
Retail/commercial areas	34%	47%	12%	4%	0%	3%	100%

Table 68: Question 17

Please indicate whether or not you have done each of the following in the last 12 months.	No	Yes	Total
Household member was a victim of a crime in Wheat Ridge	86%	14%	100%
Reported a crime to the police in Wheat Ridge	76%	24%	100%

Table 69: Question 18

How important, if at all, is it for the Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Solving violent crimes	72%	22%	1%	0%	4%	100%
Solving property crimes	41%	45%	9%	0%	4%	100%
Reducing illegal activities committed by youth	40%	42%	13%	1%	4%	100%
Reducing illegal drug activity	47%	32%	13%	5%	4%	100%
Enforcement of traffic laws	24%	35%	36%	2%	3%	100%
Code enforcement	18%	30%	38%	9%	6%	100%
Crime Prevention (School Resource Officers, neighborhood watch, citizen police academy)	37%	39%	16%	2%	6%	100%

Table 70: 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 Wheat Ridge's housing areas	39%	36%	15%	3%	3%	4%	100%
Promote efforts to revitalize Wheat Ridge's business areas	47%	34%	11%	3%	1%	4%	100%
Strengthen Wheat Ridge's community image and identity	43%	34%	16%	3%	1%	3%	100%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	47%	33%	13%	3%	2%	2%	100%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	45%	28%	9%	7%	6%	4%	100%

Table 71: 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	1%	7%	6%	12%	75%	0%	100%
Health services	15%	23%	17%	21%	22%	2%	100%
Meals and entertainment	2%	16%	19%	35%	28%	0%	100%
Household items	7%	18%	17%	27%	30%	1%	100%
Computers and electronics	40%	29%	14%	8%	5%	4%	100%
General retail (shoes, beauticians, clothing, etc.)	21%	24%	23%	20%	11%	1%	100%
Farmers Market/community gardens	27%	21%	20%	15%	12%	4%	100%

Table 72: 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	4%
It is convenient; on my way to or from work or near my home	36%
I like the range of quality goods and services	42%
Desired item is not available in Wheat Ridge	70%
It is more affordable	18%
Visit a mall or other major retailers	51%
Other	15%
Total	100%

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

Table 73: Question 22

To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?	Percent of respondents
Strongly agree	18%
Somewhat agree	27%
Neither agree nor disagree	18%
Somewhat disagree	13%
Strongly disagree	16%
Don't know	8%
Total	100%

Table 74: Question 23

During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	Percent of respondents
Every day	4%
Several times a week	17%
Once a week	15%
1-3 times a month	41%
Never	24%
Total	100%

Table 75: Question 24

How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall?	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	20%	23%	25%	19%	13%	100%
Maintain 4 to 5 vehicle lanes through most of the area	21%	23%	20%	25%	11%	100%
Develop a pedestrian friendly 2 to 3 lane roadway	15%	17%	25%	30%	12%	100%
Encourage and incentivize private sector investment	19%	24%	25%	10%	22%	100%
Additional housing options (e.g., townhomes, row homes)	11%	15%	28%	32%	15%	100%
Develop retail commercial	21%	27%	29%	10%	13%	100%
Provide on-street parking	12%	25%	32%	21%	10%	100%
Hold community events	19%	25%	32%	14%	11%	100%

Table 76: Question 25

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Total
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	14%	16%	11%	17%	33%	7%	100%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	11%	20%	17%	12%	27%	13%	100%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	8%	13%	14%	11%	25%	28%	100%
The proposed cost of the project (\$9.3 million)	7%	11%	17%	12%	36%	17%	100%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	9%	15%	14%	11%	24%	28%	100%

Table 77: Question 26

To the best of your knowledge, did you vote for or against the measure (2B) described above?	Percent of respondents
I voted in favor	19%
I voted against	43%
I didn't vote	22%
Don't know	15%
Total	100%

Table 78: Question 27

How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?	Percent of respondents
Essential	19%
Very important	36%
Somewhat important	37%
Not at all important	9%
Total	100%

Table 79: Question 28

If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?	Percent of respondents
Strongly support	18%
Somewhat support	38%
Neither support nor oppose	19%
Somewhat oppose	10%
Strongly oppose	9%
Don't know	5%
Total	100%

Table 80: Question 29

To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?	Percent of respondents
Strongly support	34%
Somewhat support	33%
Neither support nor oppose	17%
Somewhat oppose	9%
Strongly oppose	4%
Don't know	2%
Total	100%

Table 81: Question 30

To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements?	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
Biking trails	40%	34%	19%	4%	1%	100%
Walking trails	47%	37%	13%	2%	1%	100%
Sidewalk connections	42%	35%	19%	2%	2%	100%
Bike lanes	35%	30%	22%	10%	4%	100%
Bicycle racks	30%	31%	29%	8%	3%	100%
Bicycle and pedestrian signage	34%	33%	24%	6%	2%	100%

Table 82: Question 31

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
Wheat Ridge tax rates are already sufficient	29%	25%	20%	13%	4%	9%	100%
Sales tax is not a fair and equitable source of municipal general fund revenue	11%	20%	24%	17%	15%	12%	100%
The City does not need to make additional investments in its infrastructure and facilities	6%	11%	17%	26%	32%	9%	100%
Insufficient information about what specific projects would be funded by the sales tax increase	26%	29%	18%	8%	3%	15%	100%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	25%	24%	23%	4%	4%	20%	100%
The tax measure supported programs or services that are not a priority to me	13%	19%	25%	13%	13%	17%	100%

Table 83: Question 32

To the best of your knowledge, did you vote for or against the measure (2A) described above?	Percent of respondents
I voted in favor	23%
I voted against	37%
I didn't vote	21%
Don't know	19%
Total	100%

Table 84: Question 33

Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed	47%	31%	9%	3%	9%	100%
Not using any bonded debt to pay for a portion of the projects	18%	22%	24%	11%	25%	100%
Limiting the sales tax increase to less than 1%	26%	24%	25%	11%	14%	100%
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.)	7%	18%	26%	30%	20%	100%

Table 85: Question 34

In a typical month, about how many times, if ever, do you use each of the following?	Never	1-3 times a month	Once a week	Multiple times a week	Daily	Total
Blog sites	69%	11%	6%	8%	6%	100%
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus)	29%	10%	4%	19%	38%	100%

Table 86: Question 35

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?	Never	1 to 2 times	3 to 12 times	13 to 26 times	More than 26 times	Total
City Quarterly "Connections" Newsletter	28%	27%	37%	5%	3%	100%
Denver Post	51%	12%	13%	8%	15%	100%
Denver Post YourHub	68%	7%	10%	5%	10%	100%
Wheat Ridge Transcript	48%	21%	22%	4%	4%	100%
Neighborhood Gazette	32%	20%	36%	7%	5%	100%
Radio news	58%	12%	12%	7%	11%	100%
Television news	38%	16%	15%	9%	21%	100%
WRTV8 (Government Access Channel)	80%	9%	7%	2%	2%	100%
City live/on-demand videostreaming	89%	7%	3%	1%	1%	100%
City's website: www.ci.wheatridge.co.us	54%	18%	20%	6%	2%	100%
City website automatic notifications (e.g., community events, calendar listing)	77%	12%	7%	2%	2%	100%
Wheat Ridge Police Department social media sites (Facebook or Twitter)	84%	7%	6%	1%	2%	100%
Active Adult Center's Facebook page	92%	4%	3%	1%	1%	100%
Wheat Ridge Recreation Center's Facebook page	86%	6%	6%	1%	1%	100%
Ridge at 38 website, Facebook page or smart phone app	87%	6%	5%	1%	1%	100%
Community-created Facebook groups about Wheat Ridge	83%	5%	4%	3%	6%	100%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	82%	7%	5%	2%	4%	100%
Word of mouth	17%	23%	34%	15%	11%	100%

Appendix C: Comparisons of Select Questions by Council District

The tables on the following pages show responses to select questions compared by the Council District in which the respondent lived. Shading indicates statistically significant differences in responses between respondents ($p < .05$).

Table 87: Question 1 Compared by Council District

Circle the number that best represents your opinion: (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
How do you rate Wheat Ridge as a place to live?	87%	82%	90%	76%	84%
How do you rate your neighborhood as a place to live?	82%	76%	84%	67%	78%
How do you rate Wheat Ridge as a place to raise children?	73%	72%	84%	67%	74%
How do you rate Wheat Ridge as a place to work?	48%	57%	54%	46%	51%
How do you rate Wheat Ridge as a place to retire?	61%	70%	79%	55%	67%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	57%	47%	57%	49%	52%
How do you rate the overall quality of life in Wheat Ridge?	80%	80%	84%	65%	78%

Table 88: Question 2 Compared by Council District

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years? (Percent of respondents)	Council District				Overall
	District 1	District 2	District 3	District 4	
Decline a lot or slightly	20%	13%	20%	16%	17%
Stay the same	18%	23%	21%	26%	22%
Improve a lot or slightly	61%	64%	58%	59%	61%
Total	100%	100%	100%	100%	100%

Table 89: Question 7 Compared by Council District

(Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	71%	67%	79%	71%	72%

Table 90: Question 9 Compared by Council District

Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Council District				Overall
	District 1	District 2	District 3	District 4	
Recommend living in Wheat Ridge to someone who asks	88%	91%	92%	88%	90%
Remain in Wheat Ridge for the next five years	84%	92%	88%	83%	87%

Table 91: Question 10 Compared by Council District

Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans). (Percent very or somewhat familiar)	Council District				Overall
	District 1	District 2	District 3	District 4	
Wheat Ridge's comprehensive plan	43%	35%	40%	23%	36%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	49%	39%	43%	30%	41%
Parks and Recreation Master Plan	17%	23%	27%	20%	22%
Bicycle/Pedestrian Master Plan	24%	26%	23%	17%	23%

Table 92: Question 11 Compared by Council District

To what extent do you support or oppose the overall direction provided in Wheat Ridge's long range planning documents? (Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
Wheat Ridge's comprehensive plan	49%	52%	48%	38%	48%
Sub-area planning	43%	46%	46%	36%	43%
Parks and Recreation Master Plan	63%	69%	48%	62%	61%
Bicycle/Pedestrian Master Plan	54%	68%	49%	57%	58%

Table 93: Question 12 Compared by Council District

(Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
How would you rate the overall performance of the Wheat Ridge city government?	45%	51%	51%	56%	51%

Table 94: Question 13 Compared by Council District

Please rate the following aspects of Wheat Ridge city government performance. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	41%	35%	51%	40%	42%
The quality of work performed by City of Wheat Ridge employees	73%	69%	73%	52%	67%
The value of services for the taxes paid to Wheat Ridge	49%	46%	54%	44%	48%
The overall direction that Wheat Ridge is taking	50%	52%	53%	49%	51%
The job Wheat Ridge does at informing residents on major issues within the community	30%	34%	46%	35%	36%
The job Wheat Ridge government does at welcoming citizen involvement	42%	41%	50%	36%	43%

Table 95: Question 16 Compared by Council District

Please rate how safe you feel in the following areas in Wheat Ridge: (Percent very or somewhat safe)	Council District				Overall
	District 1	District 2	District 3	District 4	
Parks and playgrounds	85%	85%	88%	81%	85%
Recreation centers	89%	93%	95%	93%	93%
In your neighborhood	77%	85%	84%	78%	81%
In your home	93%	94%	92%	91%	93%
On the trail system	70%	67%	80%	73%	72%
On roadways	78%	69%	75%	74%	74%
Retail/commercial areas	84%	84%	86%	78%	84%

Table 96: Question 19 Compared by Council District

Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should... (Percent strongly or somewhat agree)	Council District				Overall
	District 1	District 2	District 3	District 4	
Promote efforts to revitalize Wheat Ridge's housing areas	76%	83%	75%	78%	78%
Promote efforts to revitalize Wheat Ridge's business areas	86%	86%	81%	83%	84%
Strengthen Wheat Ridge's community image and identity	76%	81%	82%	79%	80%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	84%	83%	74%	84%	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	76%	80%	68%	85%	77%

Table 97: Question 22 Compared by Council District

(Percent strongly or somewhat agree)	Council District				Overall
	District 1	District 2	District 3	District 4	
To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?	61%	50%	44%	40%	49%

Table 98: Question 23 Compared by Council District

(Percent once a month or more)	Council District				Overall
	District 1	District 2	District 3	District 4	
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	89%	82%	75%	56%	76%

Table 99: Question 24 Compared by Council District

How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall? (Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	53%	43%	42%	59%	49%
Maintain 4 to 5 vehicle lanes through most of the area	53%	57%	51%	36%	50%
Develop a pedestrian friendly 2 to 3 lane roadway	40%	35%	33%	41%	37%
Encourage and incentivize private sector investment	62%	62%	46%	48%	55%
Additional housing options (e.g., townhomes, row homes)	27%	28%	32%	32%	30%
Develop retail commercial	60%	64%	52%	44%	56%
Provide on-street parking	42%	35%	41%	44%	40%
Hold community events	54%	55%	38%	49%	49%

Table 100: Question 25 Compared by Council District

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project? (Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	35%	36%	21%	42%	33%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	37%	35%	34%	36%	35%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	28%	37%	19%	37%	30%

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project? (Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
The proposed cost of the project (\$9.3 million)	24%	23%	19%	20%	22%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	33%	38%	23%	36%	33%

Table 101: Question 26 Compared by Council District

To the best of your knowledge, did you vote for or against the measure (2B) described above? (Percent of respondents)	Council District				Overall
	District 1	District 2	District 3	District 4	
Didn't vote	23%	22%	23%	41%	26%
Voted against	54%	53%	57%	37%	51%
Voted in favor	23%	25%	20%	23%	23%
Total	100%	100%	100%	100%	100%

Table 102: Question 27 Compared by Council District

(Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?	58%	54%	50%	57%	55%

Table 103: Question 28 Compared by Council District

(Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?	53%	63%	59%	65%	60%

Table 104: Question 29 Compared by Council District

(Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?	66%	71%	68%	72%	69%

Table 105: Question 30 Compared by Council District

To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements? (Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
Biking trails	71%	76%	74%	78%	75%
Walking trails	77%	86%	86%	87%	84%
Sidewalk connections	75%	77%	76%	78%	77%
Bike lanes	62%	64%	63%	69%	64%
Bicycle racks	61%	63%	57%	63%	61%
Bicycle and pedestrian signage	67%	69%	66%	68%	68%

Table 106: Question 31 Compared by Council District

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure. (Percent strongly or somewhat agree)	Council District				Overall
	District 1	District 2	District 3	District 4	
Wheat Ridge tax rates are already sufficient	65%	52%	59%	63%	59%
Sales tax is not a fair and equitable source of municipal general fund revenue	39%	35%	34%	36%	36%
The City does not need to make additional investments in its infrastructure and facilities	21%	16%	18%	20%	19%
Insufficient information about what specific projects would be funded by the sales tax increase	69%	64%	61%	69%	66%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	70%	63%	60%	49%	61%
The tax measure supported programs or services that are not a priority to me	46%	32%	34%	44%	39%

Table 107: Question 32 Compared by Council District

To the best of your knowledge, did you vote for or against the measure (2A) described above? (Percent of respondents)	Council District				Overall
	District 1	District 2	District 3	District 4	
Didn't vote	22%	24%	24%	37%	26%
Voted against	54%	43%	46%	37%	45%
Voted in favor	25%	32%	30%	26%	28%
Total	100%	100%	100%	100%	100%

Table 108: Question 33 Compared by Council District

Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be. (Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed	86%	85%	85%	89%	86%
Not using any bonded debt to pay for a portion of the projects	59%	52%	50%	54%	54%
Limiting the sales tax increase to less than 1%	56%	59%	64%	56%	59%
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.)	26%	29%	34%	35%	31%

Table 109: Question 34 Compared by Council District

In a typical month, about how many times, if ever, do you use each of the following? (Percent once a month or more)	Council District				Overall
	District 1	District 2	District 3	District 4	
Blog sites	33%	35%	29%	25%	31%
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus)	69%	79%	67%	69%	71%

Table 110: Question 35 Compared by Council District

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent once a month or more)	Council District				Overall
	District 1	District 2	District 3	District 4	
City Quarterly "Connections" Newsletter	63%	80%	78%	67%	72%
Denver Post	48%	49%	58%	40%	49%
Denver Post YourHub	25%	37%	40%	26%	32%
Wheat Ridge Transcript	45%	58%	51%	53%	52%
Neighborhood Gazette	69%	77%	67%	58%	68%
Radio news	39%	43%	49%	36%	42%
Television news	59%	63%	60%	64%	62%
WRTV8 (Government Access Channel)	15%	22%	25%	16%	20%
City live/on-demand videostreaming	8%	13%	12%	10%	11%
City's website: www.ci.wheatridge.co.us	47%	57%	43%	36%	46%
City website automatic notifications (e.g., community events, calendar listing)	18%	26%	23%	27%	23%
Wheat Ridge Police Department social media sites (Facebook or Twitter)	16%	17%	13%	18%	16%
Active Adult Center's Facebook page	6%	7%	10%	8%	8%
Wheat Ridge Recreation Center's Facebook page	14%	15%	13%	13%	14%
Ridge at 38 website, Facebook page or smart phone app	14%	20%	7%	10%	13%
Community-created Facebook groups about Wheat Ridge	16%	27%	13%	13%	17%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	20%	25%	12%	16%	18%
Word of mouth	83%	83%	86%	79%	83%

Appendix D: Comparisons of Select Questions by Respondent Characteristics

The tables on the following pages show responses to select questions compared by respondent demographic characteristics. Shading indicates statistically significant differences in responses between respondents ($p \leq .05$).

Table 111: Question 1 Compared by Respondent Characteristics

Circle the number that best represents your opinion: (Percent excellent or good)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
How do you rate Wheat Ridge as a place to live?	84%	81%	86%	87%	81%	85%	76%	84%
How do you rate your neighborhood as a place to live?	71%	78%	82%	79%	77%	80%	67%	78%
How do you rate Wheat Ridge as a place to raise children?	65%	73%	81%	79%	69%	75%	69%	74%
How do you rate Wheat Ridge as a place to work?	48%	50%	56%	56%	47%	56%	19%	51%
How do you rate Wheat Ridge as a place to retire?	62%	54%	76%	72%	60%	69%	47%	67%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	51%	45%	58%	54%	49%	53%	48%	52%
How do you rate the overall quality of life in Wheat Ridge?	81%	75%	78%	80%	75%	80%	64%	78%

Table 112: Question 1 Compared by Respondent Characteristics

Circle the number that best represents your opinion: (Percent excellent or good)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
How do you rate Wheat Ridge as a place to live?	83%	85%	81%	85%	86%	81%	84%
How do you rate your neighborhood as a place to live?	76%	75%	79%	82%	82%	72%	78%
How do you rate Wheat Ridge as a place to raise children?	77%	76%	65%	78%	75%	73%	74%
How do you rate Wheat Ridge as a place to work?	51%	57%	40%	54%	50%	54%	51%
How do you rate Wheat Ridge as a place to retire?	70%	62%	60%	74%	74%	56%	67%
How would you rate the physical attractiveness of Wheat Ridge as a whole?	45%	52%	50%	61%	50%	54%	52%
How do you rate the overall quality of life in Wheat Ridge?	80%	79%	72%	80%	80%	74%	78%

Table 113: Question 2 Compared by Respondent Characteristics

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years? (Percent of respondents)	Age			Gender		Race		overall
	18-34	35-54	55+	Female	Male	White	Not white	Overall
Decline a lot or slightly	13%	20%	17%	14%	20%	16%	22%	17%
Stay the same	16%	17%	29%	19%	25%	23%	11%	22%
Improve a lot or slightly	71%	63%	54%	67%	54%	60%	67%	61%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 114: Question 2 Compared by Respondent Characteristics

Do you think the quality of life in Wheat Ridge is likely to improve, stay the same, or decline over the next 5 years? (Percent of respondents)	Length of residency				Rent or own		overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	Overall
Decline a lot or slightly	14%	10%	21%	26%	16%	19%	17%
Stay the same	15%	14%	26%	35%	24%	20%	22%
Improve a lot or slightly	71%	76%	53%	39%	60%	61%	61%
Total	100%	100%	100%	100%	100%	100%	100%

Table 115: Question 7 Compared by Respondent Characteristics

(Percent excellent or good)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	70%	71%	74%	78%	66%	74%	61%	72%

Table 116: Question 7 Compared by Respondent Characteristics

(Percent excellent or good)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?	76%	72%	67%	75%	72%	72%	72%

Table 117: Question 9 Compared by Respondent Characteristics

Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Recommend living in Wheat Ridge to someone who asks	94%	88%	89%	92%	88%	91%	85%	90%
Remain in Wheat Ridge for the next five years	82%	88%	89%	87%	87%	89%	76%	87%

Table 118: Question 9 Compared by Respondent Characteristics

Please indicate how likely or unlikely you are to do each of the following: (Percent very or somewhat likely)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Recommend living in Wheat Ridge to someone who asks	94%	92%	86%	86%	88%	91%	90%
Remain in Wheat Ridge for the next five years	88%	83%	86%	91%	90%	83%	87%

Table 119: Question 10 Compared by Respondent Characteristics

Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans). (Percent very or somewhat familiar)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Wheat Ridge's comprehensive plan	17%	39%	44%	34%	36%	37%	21%	36%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	24%	44%	48%	38%	42%	42%	26%	41%
Parks and Recreation Master Plan	15%	21%	26%	21%	22%	23%	17%	22%
Bicycle/Pedestrian Master Plan	15%	27%	24%	21%	25%	23%	16%	23%

Table 120: Question 10 Compared by Respondent Characteristics

Please indicate how familiar or unfamiliar you are with Wheat Ridge's long-range planning efforts (including the comprehensive plan and sub-area plans). (Percent very or somewhat familiar)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Wheat Ridge's comprehensive plan	22%	30%	47%	45%	42%	27%	36%
Sub-area planning (including Fruitdale, Northwest transit-oriented development, Wadsworth Corridor and 38th Avenue Corridor Plan)	29%	35%	50%	51%	47%	33%	41%
Parks and Recreation Master Plan	14%	16%	32%	27%	25%	18%	22%
Bicycle/Pedestrian Master Plan	19%	18%	32%	23%	25%	20%	23%

Table 121: Question 11 Compared by Respondent Characteristics

To what extent do you support or oppose the overall direction provided in Wheat Ridge's long range planning documents? (Percent strongly or somewhat support)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Wheat Ridge's comprehensive plan	48%	52%	45%	47%	50%	50%	31%	48%
Sub-area planning	49%	44%	41%	50%	38%	44%	33%	43%
Parks and Recreation Master Plan	62%	64%	59%	63%	59%	62%	59%	61%
Bicycle/Pedestrian Master Plan	57%	65%	53%	57%	60%	59%	54%	58%

Table 122: Question 11 Compared by Respondent Characteristics

To what extent do you support or oppose the overall direction provided in Wheat Ridge's long range planning documents? (Percent strongly or somewhat support)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Wheat Ridge's comprehensive plan	63%	49%	48%	38%	50%	44%	48%
Sub-area planning	61%	39%	42%	38%	43%	42%	43%
Parks and Recreation Master Plan	69%	66%	53%	58%	57%	65%	61%
Bicycle/Pedestrian Master Plan	64%	64%	54%	51%	54%	62%	58%

Table 123: Question 12 Compared by Respondent Characteristics

(Percent excellent or good)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
How would you rate the overall performance of the Wheat Ridge city government?	54%	43%	56%	57%	45%	54%	31%	51%

Table 124: Question 12 Compared by Respondent Characteristics

(Percent excellent or good)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
How would you rate the overall performance of the Wheat Ridge city government?	51%	56%	46%	49%	49%	53%	51%

Table 125: Question 13 Compared by Respondent Characteristics

Please rate the following aspects of Wheat Ridge city government performance. (Percent excellent or good)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	39%	37%	47%	49%	37%	44%	25%	42%
The quality of work performed by City of Wheat Ridge employees	56%	67%	73%	67%	67%	71%	44%	67%
The value of services for the taxes paid to Wheat Ridge	37%	46%	58%	51%	47%	50%	37%	48%
The overall direction that Wheat Ridge is taking	69%	49%	44%	54%	50%	52%	46%	51%
The job Wheat Ridge does at informing residents on major issues within the community	25%	33%	46%	41%	32%	41%	10%	36%
The job Wheat Ridge government does at welcoming citizen involvement	26%	46%	49%	50%	36%	47%	15%	43%

Table 126: Question 13 Compared by Respondent Characteristics

Please rate the following aspects of Wheat Ridge city government performance. (Percent excellent or good)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	46%	48%	37%	38%	36%	50%	42%
The quality of work performed by City of Wheat Ridge employees	57%	68%	66%	74%	67%	66%	67%
The value of services for the taxes paid to Wheat Ridge	45%	50%	51%	45%	49%	47%	48%
The overall direction that Wheat Ridge is taking	66%	60%	43%	35%	47%	57%	51%
The job Wheat Ridge does at informing residents on major issues within the community	34%	38%	36%	37%	35%	38%	36%
The job Wheat Ridge government does at welcoming citizen involvement	35%	49%	42%	45%	42%	43%	43%

Table 127: Question 16 Compared by Respondent Characteristics

Please rate how safe you feel in the following areas in Wheat Ridge: (Percent very or somewhat safe)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Parks and playgrounds	80%	88%	86%	85%	85%	86%	79%	85%
Recreation centers	95%	94%	91%	92%	94%	94%	90%	93%
In your neighborhood	73%	82%	86%	83%	80%	84%	68%	81%
In your home	93%	92%	94%	92%	93%	95%	81%	93%
On the trail system	65%	78%	73%	71%	74%	74%	64%	72%
On roadways	70%	80%	71%	73%	75%	75%	66%	74%
Retail/commercial areas	81%	87%	83%	84%	84%	86%	73%	84%

Table 128: Question 16 Compared by Respondent Characteristics

Please rate how safe you feel in the following areas in Wheat Ridge: (Percent very or somewhat safe)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Parks and playgrounds	82%	89%	85%	83%	86%	83%	85%
Recreation centers	99%	96%	89%	87%	91%	95%	93%
In your neighborhood	81%	78%	80%	87%	86%	75%	81%
In your home	94%	92%	91%	94%	94%	91%	93%
On the trail system	71%	75%	74%	69%	74%	69%	72%
On roadways	77%	77%	71%	72%	74%	73%	74%
Retail/commercial areas	86%	85%	81%	83%	84%	84%	84%

Table 129: Question 19 Compared by Respondent Characteristics

Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should... (Percent strongly or somewhat agree)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Promote efforts to revitalize Wheat Ridge's housing areas	81%	82%	73%	77%	81%	78%	79%	78%
Promote efforts to revitalize Wheat Ridge's business areas	88%	90%	77%	81%	89%	85%	82%	84%
Strengthen Wheat Ridge's community image and identity	87%	83%	74%	81%	80%	81%	74%	80%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	86%	82%	79%	81%	83%	83%	78%	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	84%	80%	70%	77%	78%	78%	72%	77%

Table 130: Question 19 Compared by Respondent Characteristics

Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should... (Percent strongly or somewhat agree)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Promote efforts to revitalize Wheat Ridge's housing areas	86%	83%	70%	71%	80%	76%	78%
Promote efforts to revitalize Wheat Ridge's business areas	86%	90%	80%	78%	85%	81%	84%
Strengthen Wheat Ridge's community image and identity	85%	87%	71%	74%	80%	80%	80%
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	84%	87%	78%	76%	82%	80%	81%
Promote efforts to revitalize business corridors such as 38th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street	80%	88%	72%	65%	77%	76%	77%

Table 131: Question 22 Compared by Respondent Characteristics

(Percent strongly or somewhat agree)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?	69%	48%	40%	48%	52%	50%	49%	49%

Table 132: Question 22 Compared by Respondent Characteristics

(Percent strongly or somewhat agree)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?	69%	54%	44%	33%	51%	47%	49%

Table 133: Question 23 Compared by Respondent Characteristics

(Percent once a month or more)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	80%	79%	72%	75%	79%	77%	73%	76%

Table 134: Question 23 Compared by Respondent Characteristics

(Percent once a month or more)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
During an average month, how many times, if ever, do you visit businesses on 38th Avenue between Sheridan and Wadsworth?	75%	76%	82%	73%	78%	74%	76%

Table 135: Question 24 Compared by Respondent Characteristics

How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall? (Percent essential or very important)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	60%	56%	35%	50%	49%	48%	60%	49%
Maintain 4 to 5 vehicle lanes through most of the area	42%	44%	60%	49%	50%	52%	35%	50%
Develop a pedestrian friendly 2 to 3 lane roadway	41%	44%	29%	39%	36%	36%	45%	37%
Encourage and incentivize private sector investment	54%	61%	50%	54%	56%	58%	42%	55%
Additional housing options (e.g., townhomes, row homes)	27%	35%	26%	30%	30%	29%	42%	30%
Develop retail commercial	62%	57%	52%	49%	63%	57%	50%	56%
Provide on-street parking	43%	37%	42%	42%	39%	40%	41%	40%
Hold community events	68%	52%	34%	52%	47%	49%	50%	49%

Table 136: Question 24 Compared by Respondent Characteristics

How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall? (Percent essential or very important)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	71%	59%	41%	21%	45%	55%	49%
Maintain 4 to 5 vehicle lanes through most of the area	45%	38%	57%	62%	50%	51%	50%
Develop a pedestrian friendly 2 to 3 lane roadway	46%	46%	34%	21%	38%	36%	37%
Encourage and incentivize private sector investment	55%	66%	56%	43%	58%	49%	55%
Additional housing options (e.g., townhomes, row homes)	40%	36%	27%	16%	23%	40%	30%
Develop retail commercial	63%	63%	54%	42%	59%	51%	56%
Provide on-street parking	46%	44%	42%	28%	41%	39%	40%
Hold community events	61%	65%	41%	26%	45%	55%	49%

Table 137: Question 25 Compared by Respondent Characteristics

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project? (Percent strongly or somewhat support)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	43%	40%	21%	34%	34%	33%	38%	33%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	43%	42%	25%	33%	39%	34%	47%	35%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	45%	35%	19%	30%	32%	30%	29%	30%
The proposed cost of the project (\$9.3 million)	27%	27%	13%	22%	23%	23%	18%	22%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	49%	40%	19%	32%	35%	33%	35%	33%

Table 138: Question 25 Compared by Respondent Characteristics

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project? (Percent strongly or somewhat support)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	38%	45%	32%	17%	33%	33%	33%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	46%	47%	33%	18%	35%	36%	35%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	49%	41%	24%	12%	28%	33%	30%
The proposed cost of the project (\$9.3 million)	29%	28%	21%	10%	24%	19%	22%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	52%	42%	28%	14%	33%	33%	33%

Table 139: Question 26 Compared by Respondent Characteristics

To the best of your knowledge, did you vote for or against the measure (2B) described above? (Percent of respondents)	Age			Gender		Race		overall
	18-34	35-54	55+	Female	Male	White	Not white	Overall
Didn't vote	45%	23%	19%	31%	22%	25%	36%	26%
Voted against	31%	48%	63%	48%	53%	51%	48%	51%
Voted in favor	24%	29%	18%	21%	25%	24%	16%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 140: Question 26 Compared by Respondent Characteristics

To the best of your knowledge, did you vote for or against the measure (2B) described above? (Percent of respondents)	Length of residency				Rent or own		overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	Overall
Didn't vote	58%	21%	17%	8%	15%	42%	26%
Voted against	23%	45%	61%	77%	54%	46%	51%
Voted in favor	19%	34%	22%	15%	30%	12%	23%
Total	100%	100%	100%	100%	100%	100%	100%

Table 141: Question 27 Compared by Respondent Characteristics

(Percent essential or very important)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?	65%	59%	45%	51%	60%	55%	56%	55%

Table 142: Question 27 Compared by Respondent Characteristics

(Percent essential or very important)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?	62%	69%	49%	37%	56%	54%	55%

Table 143: Question 28 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?	66%	64%	54%	58%	63%	63%	48%	60%

Table 144: Question 28 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?	63%	72%	55%	48%	65%	53%	60%

Table 145: Question 29 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?	74%	80%	59%	68%	73%	71%	64%	69%

Table 146: Question 29 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?	81%	78%	62%	56%	71%	67%	69%

Table 147: Question 30 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements? (Percent strongly or somewhat support)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Biking trails	85%	83%	64%	72%	80%	76%	74%	75%
Walking trails	93%	90%	75%	84%	86%	85%	80%	84%
Sidewalk connections	81%	83%	69%	75%	79%	78%	75%	77%
Bike lanes	69%	72%	56%	64%	66%	65%	65%	64%
Bicycle racks	72%	67%	51%	62%	61%	63%	54%	61%
Bicycle and pedestrian signage	71%	75%	60%	67%	70%	71%	53%	68%

Table 148: Question 30 Compared by Respondent Characteristics

To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements? (Percent strongly or somewhat support)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Biking trails	85%	85%	65%	64%	74%	77%	75%
Walking trails	92%	86%	81%	77%	82%	87%	84%
Sidewalk connections	83%	84%	70%	71%	75%	79%	77%
Bike lanes	67%	75%	62%	53%	64%	65%	64%
Bicycle racks	72%	68%	55%	49%	60%	64%	61%
Bicycle and pedestrian signage	74%	76%	62%	58%	66%	70%	68%

Table 149: Question 31 Compared by Respondent Characteristics

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure. (Percent strongly or somewhat agree)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Wheat Ridge tax rates are already sufficient	57%	55%	64%	58%	59%	59%	59%	59%
Sales tax is not a fair and equitable source of municipal general fund revenue	32%	33%	40%	40%	31%	36%	33%	36%
The City does not need to make additional investments in its infrastructure and facilities	8%	14%	28%	19%	15%	19%	13%	19%
Insufficient information about what specific projects would be funded by the sales tax increase	65%	65%	65%	63%	67%	65%	69%	66%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	56%	59%	65%	62%	59%	62%	52%	61%
The tax measure supported programs or services that are not a priority to me	19%	36%	50%	40%	36%	37%	45%	39%

Table 150: Question 31 Compared by Respondent Characteristics

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure. (Percent strongly or somewhat agree)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Wheat Ridge tax rates are already sufficient	49%	56%	67%	63%	56%	63%	59%
Sales tax is not a fair and equitable source of municipal general fund revenue	33%	33%	44%	35%	32%	42%	36%
The City does not need to make additional investments in its infrastructure and facilities	8%	10%	29%	29%	17%	21%	19%
Insufficient information about what specific projects would be funded by the sales tax increase	61%	63%	68%	69%	67%	63%	66%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	54%	54%	58%	75%	63%	58%	61%
The tax measure supported programs or services that are not a priority to me	32%	27%	45%	50%	39%	38%	39%

Table 151: Question 32 Compared by Respondent Characteristics

To the best of your knowledge, did you vote for or against the measure (2A) described above? (Percent of respondents)	Age			Gender		Race		overall
	18-34	35-54	55+	Female	Male	White	Not white	Overall
Didn't vote	44%	25%	18%	31%	23%	26%	35%	26%
Voted against	27%	42%	57%	39%	50%	45%	43%	45%
Voted in favor	29%	33%	25%	30%	28%	30%	22%	28%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 152: Question 32 Compared by Respondent Characteristics

To the best of your knowledge, did you vote for or against the measure (2A) described above? (Percent of respondents)	Length of residency				Rent or own		overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	Overall
Didn't vote	56%	24%	16%	6%	16%	42%	26%
Voted against	21%	39%	57%	67%	50%	38%	45%
Voted in favor	23%	37%	27%	27%	34%	20%	28%
Total	100%	100%	100%	100%	100%	100%	100%

Table 153: Question 33 Compared by Respondent Characteristics

Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be. (Percent essential or very important)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed	93%	84%	85%	86%	87%	86%	93%	86%
Not using any bonded debt to pay for a portion of the projects	65%	44%	55%	51%	55%	51%	66%	54%
Limiting the sales tax increase to less than 1%	59%	52%	65%	62%	55%	60%	52%	59%
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.)	23%	34%	34%	33%	28%	31%	32%	31%

Table 154: Question 33 Compared by Respondent Characteristics

Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be. (Percent essential or very important)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed	89%	89%	84%	85%	86%	88%	86%
Not using any bonded debt to pay for a portion of the projects	54%	52%	49%	60%	47%	63%	54%
Limiting the sales tax increase to less than 1%	55%	58%	62%	62%	56%	63%	59%
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.)	23%	40%	36%	25%	23%	42%	31%

Table 155: Question 34 Compared by Respondent Characteristics

In a typical month, about how many times, if ever, do you use each of the following? (Percent once a month or more)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
Blog sites	32%	45%	17%	29%	34%	32%	25%	31%
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus)	93%	85%	49%	71%	75%	72%	76%	71%

Table 156: Question 34 Compared by Respondent Characteristics

In a typical month, about how many times, if ever, do you use each of the following? (Percent once a month or more)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
Blog sites	33%	36%	32%	23%	36%	25%	31%
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus)	88%	77%	63%	57%	71%	72%	71%

Table 157: Question 35 Compared by Respondent Characteristics

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent once a month or more)	Age			Gender		Race		Overall
	18-34	35-54	55+	Female	Male	White	Not white	
City Quarterly "Connections" Newsletter	67%	71%	77%	75%	68%	74%	60%	72%
Denver Post	47%	40%	57%	46%	52%	51%	36%	49%
Denver Post YourHub	20%	24%	48%	31%	33%	35%	14%	32%
Wheat Ridge Transcript	39%	53%	59%	50%	53%	55%	33%	52%
Neighborhood Gazette	60%	69%	72%	72%	63%	69%	62%	68%
Radio news	33%	47%	43%	39%	46%	45%	27%	42%
Television news	48%	59%	73%	60%	63%	65%	43%	62%
WRTV8 (Government Access Channel)	9%	20%	26%	18%	21%	21%	9%	20%
City live/on-demand videostreaming	7%	16%	8%	11%	11%	11%	7%	11%
City's website: www.ci.wheatridge.co.us	53%	57%	32%	45%	49%	48%	37%	46%
City website automatic notifications (e.g., community events, calendar listing)	25%	31%	16%	26%	22%	24%	21%	23%
Wheat Ridge Police Department social media sites (Facebook or Twitter)	27%	18%	8%	17%	16%	17%	10%	16%
Active Adult Center's Facebook page	5%	8%	9%	10%	5%	8%	4%	8%
Wheat Ridge Recreation Center's Facebook page	17%	17%	9%	14%	15%	14%	13%	14%
Ridge at 38 website, Facebook page or smart phone app	17%	19%	5%	13%	14%	14%	6%	13%
Community-created Facebook groups about Wheat Ridge	21%	27%	6%	16%	20%	20%	5%	17%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	22%	26%	10%	17%	21%	20%	14%	18%
Word of mouth	87%	83%	81%	81%	86%	85%	77%	83%

Table 158: Question 35 Compared by Respondent Characteristics

In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge? (Percent once a month or more)	Length of residency				Rent or own		Overall
	2 years or less	3 to 9 years	10 to 20 years	More than 20 years	Own	Rent	
City Quarterly "Connections" Newsletter	60%	70%	80%	79%	78%	64%	72%
Denver Post	44%	48%	46%	57%	53%	42%	49%
Denver Post YourHub	18%	29%	37%	49%	38%	25%	32%
Wheat Ridge Transcript	35%	44%	63%	68%	59%	42%	52%
Neighborhood Gazette	59%	69%	65%	80%	73%	62%	68%
Radio news	32%	39%	46%	52%	42%	41%	42%
Television news	51%	59%	64%	74%	62%	62%	62%
WRTV8 (Government Access Channel)	13%	15%	23%	30%	22%	18%	20%
City live/on-demand videostreaming	10%	9%	13%	11%	11%	10%	11%
City's website: www.ci.wheatridge.co.us	50%	48%	50%	36%	55%	34%	46%
City website automatic notifications (e.g., community events, calendar listing)	28%	24%	23%	19%	23%	24%	23%
Wheat Ridge Police Department social media sites (Facebook or Twitter)	26%	17%	12%	7%	14%	19%	16%
Active Adult Center's Facebook page	8%	5%	11%	6%	4%	12%	8%
Wheat Ridge Recreation Center's Facebook page	17%	16%	10%	12%	12%	16%	14%
Ridge at 38 website, Facebook page or smart phone app	21%	12%	14%	4%	15%	10%	13%
Community-created Facebook groups about Wheat Ridge	21%	21%	15%	12%	19%	16%	17%
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	23%	20%	15%	15%	18%	20%	18%
Word of mouth	78%	87%	83%	84%	82%	84%	83%

Appendix E: Comparisons of Select Questions by Self-reported Voting Behavior

The tables on the following pages show responses to select questions compared by the self-reported voting behavior for the two 2014 ballot measures asked about on the survey. Shading indicates statistically significant differences in responses between respondents ($p \leq .05$).

Table 159: Question 25 Compared by Question 26

In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project?	To the best of your knowledge, did you vote for or against the measure (2B) described above?											
	I voted in favor				I voted against				I didn't vote			
	Support	Neither	Oppose	Total	Support	Neither	Oppose	Total	Support	Neither	Oppose	Total
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	84%	11%	5%	100%	7%	5%	88%	100%	42%	20%	38%	100%
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	72%	18%	10%	100%	10%	14%	75%	100%	55%	25%	20%	100%
The preliminary design for reconstructing the street (2011 38th Avenue Corridor Plan)	77%	20%	3%	100%	4%	10%	85%	100%	47%	36%	16%	100%
The proposed cost of the project (\$9.3 million)	59%	34%	7%	100%	4%	8%	88%	100%	24%	33%	42%	100%
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	84%	14%	3%	100%	5%	11%	84%	100%	41%	44%	15%	100%

Table 160: Question 31 Compared by Question 32

In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure.	To the best of your knowledge, did you vote for or against the measure (2A) described above?											
	I voted in favor				I voted against				I didn't vote			
	Agree	Neither	Disagree	Total	Agree	Neither	Disagree	Total	Agree	Neither	Disagree	Total
Wheat Ridge tax rates are already sufficient	20%	27%	53%	100%	85%	11%	4%	100%	60%	30%	10%	100%
Sales tax is not a fair and equitable source of municipal general fund revenue	18%	23%	59%	100%	53%	24%	23%	100%	31%	31%	38%	100%
The City does not need to make additional investments in its infrastructure and facilities	5%	6%	89%	100%	28%	27%	45%	100%	19%	15%	66%	100%
Insufficient information about what specific projects would be funded by the sales tax increase	50%	26%	24%	100%	78%	12%	11%	100%	60%	31%	8%	100%
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements	51%	26%	23%	100%	76%	19%	5%	100%	50%	46%	5%	100%
The tax measure supported programs or services that are not a priority to me	16%	17%	67%	100%	61%	29%	9%	100%	25%	45%	30%	100%

Appendix F: Benchmark Comparisons

Understanding the Benchmark Comparisons

Communities use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government or organizational performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of peer community comparisons, a community is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the community rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any department – to understand how well citizens think it is doing.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel and politics to help administrators know how to respond to comparative results.

Comparison Data

NRC has designed a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC’s work.^{1,2} The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all communities in the database or to a subset. Despite the differences in characteristics across communities, all are in the business of providing services to residents. Though individual community 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 community, like SAT scores in any teen household, bring pride and a sense of accomplishment.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every

¹ 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.

² 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.

year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The City of Wheat Ridge chose to have comparisons made to communities across the nation as well as to communities in Colorado's Front Range.

Interpreting the Results

Average ratings are compared when questions similar to those asked in the Wheat Ridge survey are included in NRC's database, and there are at least five jurisdictions in which the question was asked.

Where comparisons for quality ratings were available, the City of Wheat Ridge's results were noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Wheat Ridge's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher" or "lower" if the difference between Wheat Ridge's rating and the benchmark is greater the margin of error; and "much higher" or "much lower" if the difference between Wheat Ridge's rating and the benchmark is more than twice the margin of error.

National Benchmarks

Table 161: Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Wheat Ridge as a place to live	84%	228	330	Similar
Neighborhood as a place to live	78%	196	255	Lower
Wheat Ridge as a place to raise children	74%	236	321	Lower
Wheat Ridge as a place to work	51%	215	296	Lower
Wheat Ridge as a place to retire	67%	168	305	Similar
Overall quality of life in Wheat Ridge	78%	276	385	Lower

Table 162: Likelihood of Remaining in and Recommending Wheat Ridge

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Likely to recommend living in Wheat Ridge to someone who asks	90%	107	228	Similar
Likely to remain in Wheat Ridge for the next five years	87%	85	223	Similar

Table 163: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	53%	197	255	Lower
Openness and acceptance of the community toward people of diverse backgrounds	56%	167	236	Similar
Overall appearance of Wheat Ridge	54%	250	301	Much lower
Cleanliness of Wheat Ridge	60%	169	219	Lower
Overall quality of new development in Wheat Ridge	52%	157	234	Similar
Variety of housing options	50%	168	224	Lower
Overall quality of business and service establishments in Wheat Ridge	48%	172	219	Lower
Shopping opportunities	36%	193	244	Much lower
Opportunities to attend cultural activities	31%	224	243	Much lower

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Recreational opportunities	66%	135	251	Similar
Employment opportunities	25%	182	259	Lower
Educational opportunities	36%	98	109	Much lower
Opportunities to volunteer	60%	181	214	Lower
Opportunities to participate in civic matters	56%	171	218	Lower
Availability of paths and walking trails	74%	72	252	Higher
Availability of affordable quality housing	43%	162	247	Similar
Availability of affordable quality child care	33%	191	207	Much lower
Availability of affordable quality health care	61%	109	209	Similar
Availability of affordable quality food	61%	126	180	Similar
Availability of preventive health services	61%	98	181	Similar
Air quality	67%	158	203	Lower
Quality of overall natural environment in Wheat Ridge	68%	158	226	Lower
Overall image or reputation of Wheat Ridge	60%	211	288	Lower

Table 164: Aspects of Transportation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Condition of city streets	54%	23	40	Similar
Ease of car travel in Wheat Ridge	58%	172	245	Similar
Ease of bus travel in Wheat Ridge	61%	20	92	Higher
Ease of walking in Wheat Ridge	58%	167	240	Lower
Ease of bicycle travel in Wheat Ridge	58%	115	244	Similar
Traffic flow on major streets	33%	254	288	Much lower

Table 165: Participation in Activities

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Wheat Ridge recreation centers	58%	89	190	Similar
Participated in a recreation program or activity	39%	93	112	Lower
Used a Wheat Ridge park or trail	85%	109	222	Similar
Attended a meeting of local elected officials or other local public meeting	26%	46	213	Similar
Watched a meeting of local elected officials on cable television	25%	109	177	Similar
Used the Wheat Ridge library	52%	177	195	Much lower
Attended a Wheat Ridge festival or special event	77%	5	114	Much higher

Table 166: City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the services provided by the City of Wheat Ridge	72%	259	371	Similar
Snow removal	67%	117	249	Similar
Street repair and maintenance	42%	243	358	Similar
Street cleaning	57%	185	260	Similar
Traffic enforcement	66%	188	317	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	48%	196	301	Similar
Animal control	68%	132	282	Similar
Land use, planning and zoning	43%	196	245	Lower
Building permits	48%	10	15	Similar
Building inspections	52%	22	25	Lower
Maintenance of existing city parks	77%	54	92	Similar
Recreation programs	79%	117	284	Similar
Recreation facilities	83%	55	229	Higher
Community/public art	40%	6	6	Much lower
Services/programs for youth	64%	55	117	Similar
Services/programs for seniors	76%	35	132	Similar
Municipal court	60%	147	230	Similar
Public information services	48%	215	234	Much lower
Policing services	69%	318	366	Lower
Police response time to emergency police calls (not code enforcement)	79%	24	41	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	59%	227	297	Lower

Table 167: Safety in Public Areas

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety in parks and playgrounds	85%	4	19	Higher
Safety in your neighborhood	81%	12	26	Similar

Table 168: Crime Victimization and Reporting

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Household member was NOT a victim of a crime in Wheat Ridge	86%	155	221	Similar
Did NOT report a crime to the police in Wheat Ridge	76%	72	116	Similar

Table 169: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Wheat Ridge city government	51%	9	10	Much lower
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	42%	16	17	Much lower
The value of services for the taxes paid to Wheat Ridge	48%	226	336	Similar
The overall direction that Wheat Ridge is taking	51%	202	270	Lower
The job Wheat Ridge does at informing residents on major issues within the community	36%	18	18	Much lower
The job Wheat Ridge government does at welcoming citizen involvement	43%	214	257	Lower

Table 170: City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Had in-person, phone or email contact with a City of Wheat Ridge employees	42%	176	260	Similar
Employee knowledge	72%	135	143	Lower
Employee responsiveness	71%	115	144	Lower
Employee courtesy	75%	29	35	Lower
Employee making you feel valued	60%	5	5	Much lower
Overall impression of employee	65%	246	307	Lower

Table 171: Voting Behavior

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Voted in the last election	82%	75	206	Similar

Communities Included in the National Benchmark Comparison

Listed below are the communities included in the national benchmark comparisons provided for the City of Wheat Ridge followed by the 2010 population for each according to the U.S. Census.

- Adams County, CO 441,603
- Airway Heights city, WA 6,114
- Albany city, OR..... 50,158
- Albemarle County, VA..... 98,970
- Albert Lea city, MN 18,016
- Algonquin village, IL 30,046
- Aliso Viejo city, CA 47,823
- Altoona city, IA..... 14,541
- American Canyon city, CA 19,454
- Ames city, IA 58,965
- Andover CDP, MA 8,762
- Ankeny city, IA 45,582
- Ann Arbor city, MI 113,934
- Annapolis city, MD 38,394
- Apple Valley town, CA..... 69,135
- Arapahoe County, CO..... 572,003
- Arkansas City city, AR 366
- Arlington city, TX..... 365,438
- Arlington County, VA..... 207,627
- Arvada city, CO 106,433
- Asheville city, NC..... 83,393
- Ashland city, OR 20,078
- Ashland town, VA 7,225
- Auburn city, AL 53,380
- Auburn city, WA 70,180
- Augusta CCD, GA..... 134,777
- Aurora city, CO..... 325,078
- Austin city, TX 790,390
- Bainbridge Island city, WA 23,025
- Baltimore city, MD..... 620,961

• Bartonville town, TX	1,469	• Chapel Hill town, NC	57,233
• Battle Creek city, MI	52,347	• Charlotte city, NC	731,424
• Bay City city, MI	34,932	• Charlotte County, FL	159,978
• Baytown city, TX	71,802	• Charlottesville city, VA	43,475
• Bedford city, TX	46,979	• Chattanooga city, TN.....	167,674
• Bedford town, MA.....	13,320	• Chesterfield County, VA	316,236
• Bellevue city, WA.....	122,363	• Chippewa Falls city, WI	13,661
• Bellingham city, WA	80,885	• Citrus Heights city, CA.....	83,301
• Beltrami County, MN.....	44,442	• Clackamas County, OR	375,992
• Benbrook city, TX	21,234	• Clarendon Hills village, IL	8,427
• Bend city, OR	76,639	• Clayton city, MO	15,939
• Benicia city, CA.....	26,997	• Clearwater city, FL.....	107,685
• Bettendorf city, IA.....	33,217	• Cleveland Heights city, OH	46,121
• Billings city, MT.....	104,170	• Clive city, IA	15,447
• Blaine city, MN	57,186	• Clovis city, CA	95,631
• Bloomfield Hills city, MI	3,869	• College Park city, MD.....	30,413
• Bloomington city, MN.....	82,893	• College Station city, TX	93,857
• Blue Springs city, MO.....	52,575	• Colleyville city, TX.....	22,807
• Boise City city, ID.....	205,671	• Collinsville city, IL.....	25,579
• Boone County, KY	118,811	• Columbia city, MO	108,500
• Boulder city, CO.....	97,385	• Columbia city, SC	129,272
• Bowling Green city, KY	58,067	• Columbus city, WI	4,991
• Brentwood city, MO	8,055	• Commerce City city, CO.....	45,913
• Brentwood city, TN	37,060	• Concord city, CA	122,067
• Brighton city, CO.....	33,352	• Concord town, MA.....	17,668
• Bristol city, TN	26,702	• Cookeville city, TN.....	30,435
• Broken Arrow city, OK	98,850	• Coon Rapids city, MN.....	61,476
• Brookfield city, WI	37,920	• Copperas Cove city, TX	32,032
• Brookline CDP, MA.....	58,732	• Coronado city, CA.....	18,912
• Broomfield city, CO.....	55,889	• Corvallis city, OR	54,462
• Brownsburg town, IN.....	21,285	• Creve Coeur city, MO	17,833
• Bryan city, TX	76,201	• Cross Roads town, TX.....	1,563
• Burien city, WA	33,313	• Crystal Lake city, IL	40,743
• Burleson city, TX.....	36,690	• Dade City city, FL.....	6,437
• Cabarrus County, NC.....	178,011	• Dakota County, MN.....	398,552
• Cambridge city, MA	105,162	• Dallas city, OR	14,583
• Canton city, SD.....	3,057	• Dallas city, TX.....	1,197,816
• Cape Coral city, FL	154,305	• Danville city, KY.....	16,218
• Cape Girardeau city, MO.....	37,941	• Dardenne Prairie city, MO	11,494
• Carlisle borough, PA.....	18,682	• Davenport city, IA.....	99,685
• Carlsbad city, CA	105,328	• Davidson town, NC.....	10,944
• Carroll city, IA.....	10,103	• Decatur city, GA.....	19,335
• Cartersville city, GA	19,731	• Del Mar city, CA.....	4,161
• Cary town, NC.....	135,234	• Delray Beach city, FL	60,522
• Casa Grande city, AZ.....	48,571	• Denison city, TX.....	22,682
• Casper city, WY.....	55,316	• Denton city, TX	113,383
• Castine town, ME	1,366	• Denver city, CO.....	600,158
• Castle Pines North city, CO	10,360	• Derby city, KS	22,158
• Castle Rock town, CO.....	48,231	• Des Peres city, MO	8,373
• Centennial city, CO.....	100,377	• Destin city, FL.....	12,305
• Centralia city, IL.....	13,032	• Dorchester County, MD	32,618
• Chambersburg borough, PA	20,268	• Dothan city, AL	65,496
• Chandler city, AZ	236,123	• Douglas County, CO	285,465
• Chanhassen city, MN	22,952	• Dover city, NH.....	29,987

• Dublin city, CA	46,036	• Grafton village, WI.....	11,459
• Duluth city, MN.....	86,265	• Grand Blanc city, MI.....	8,276
• Duncanville city, TX	38,524	• Grand Island city, NE	48,520
• Durham city, NC	228,330	• Grass Valley city, CA.....	12,860
• Eagle town, CO	6,508	• Greeley city, CO	92,889
• East Baton Rouge Parish, LA.....	440,171	• Green Valley CDP, AZ.....	21,391
• East Grand Forks city, MN	8,601	• Greenville city, NC.....	84,554
• East Lansing city, MI	48,579	• Greenwich town, CT	61,171
• Eau Claire city, WI	65,883	• Greenwood Village city, CO.....	13,925
• Eden Prairie city, MN	60,797	• Greer city, SC.....	25,515
• Edgerton city, KS.....	1,671	• Guilford County, NC	488,406
• Edgewater city, CO	5,170	• Gunnison County, CO.....	15,324
• Edina city, MN	47,941	• Hailey city, ID.....	7,960
• Edmond city, OK.....	81,405	• Haines Borough, AK.....	2,508
• Edmonds city, WA.....	39,709	• Hallandale Beach city, FL	37,113
• El Cerrito city, CA.....	23,549	• Hamilton city, OH	62,477
• El Dorado County, CA.....	181,058	• Hanover County, VA	99,863
• El Paso city, TX	649,121	• Harrisonburg city, VA	48,914
• Elk Grove city, CA	153,015	• Harrisonville city, MO	10,019
• Elk River city, MN	22,974	• Hayward city, CA.....	144,186
• Elko New Market city, MN	4,110	• Henderson city, NV	257,729
• Elmhurst city, IL.....	44,121	• Herndon town, VA	23,292
• Encinitas city, CA.....	59,518	• High Point city, NC	104,371
• Englewood city, CO.....	30,255	• Highland Park city, IL	29,763
• Erie town, CO	18,135	• Highlands Ranch CDP, CO.....	96,713
• Escambia County, FL	297,619	• Hillsborough town, NC	6,087
• Estes Park town, CO.....	5,858	• Holland city, MI	33,051
• Fairview town, TX	7,248	• Honolulu County, HI	953,207
• Farmington Hills city, MI	79,740	• Hooksett town, NH.....	13,451
• Fayetteville city, NC.....	200,564	• Hopkins city, MN	17,591
• Fishers town, IN	76,794	• Hopkinton town, MA	14,925
• Flower Mound town, TX	64,669	• Hoquiam city, WA.....	8,726
• Forest Grove city, OR	21,083	• Hudson city, OH.....	22,262
• Fort Collins city, CO	143,986	• Hudson town, CO	2,356
• Fort Smith city, AR.....	86,209	• Hudsonville city, MI.....	7,116
• Fort Worth city, TX.....	741,206	• Huntersville town, NC	46,773
• Fountain Hills town, AZ	22,489	• Hurst city, TX	37,337
• Franklin city, TN.....	62,487	• Hutchinson city, MN.....	14,178
• Fredericksburg city, VA	24,286	• Hutto city, TX	14,698
• Fremont city, CA	214,089	• Hyattsville city, MD.....	17,557
• Friendswood city, TX	35,805	• Independence city, MO.....	116,830
• Fruita city, CO	12,646	• Indian Trail town, NC.....	33,518
• Gahanna city, OH	33,248	• Indianola city, IA.....	14,782
• Gaithersburg city, MD	59,933	• Iowa City city, IA.....	67,862
• Galveston city, TX.....	47,743	• Issaquah city, WA.....	30,434
• Gardner city, KS	19,123	• Jackson County, MI	160,248
• Geneva city, NY	13,261	• James City County, VA.....	67,009
• Georgetown city, TX.....	47,400	• Jefferson City city, MO	43,079
• Gilbert town, AZ.....	208,453	• Jefferson County, CO	534,543
• Gillette city, WY	29,087	• Jefferson County, NY.....	116,229
• Glendora city, CA.....	50,073	• Jerome city, ID.....	10,890
• Globe city, AZ.....	7,532	• Johnson City city, TN	63,152
• Golden Valley city, MN	20,371	• Johnston city, IA	17,278
• Goodyear city, AZ	65,275	• Jupiter town, FL.....	55,156

• Kalamazoo city, MI.....	74,262	• Maple Grove city, MN	61,567
• Kansas City city, KS	145,786	• Maple Valley city, WA	22,684
• Kansas City city, MO	459,787	• Maricopa County, AZ.....	3,817,117
• Keizer city, OR	36,478	• Maryland Heights city, MO.....	27,472
• Kenmore city, WA.....	20,460	• Matthews town, NC.....	27,198
• Kennedale city, TX.....	6,763	• McAllen city, TX	129,877
• Kennett Square borough, PA.....	6,072	• McDonough city, GA.....	22,084
• Kettering city, OH	56,163	• McKinney city, TX.....	131,117
• Key West city, FL	24,649	• McMinnville city, OR	32,187
• King County, WA.....	1,931,249	• Medford city, OR	74,907
• Kirkland city, WA	48,787	• Menlo Park city, CA	32,026
• Kirkwood city, MO	27,540	• Mercer Island city, WA	22,699
• Knoxville city, IA.....	7,313	• Meridian charter township, MI	39,688
• La Mesa city, CA	57,065	• Meridian city, ID	75,092
• La Plata town, MD.....	8,753	• Merriam city, KS.....	11,003
• La Porte city, TX.....	33,800	• Mesa County, CO.....	146,723
• La Vista city, NE.....	15,758	• Miami Beach city, FL.....	87,779
• Lafayette city, CO	24,453	• Miami city, FL	399,457
• Laguna Beach city, CA	22,723	• Middleton city, WI	17,442
• Laguna Hills city, CA.....	30,344	• Midland city, MI.....	41,863
• Laguna Niguel city, CA	62,979	• Milford city, DE	9,559
• Lake Oswego city, OR.....	36,619	• Milton city, GA	32,661
• Lake Stevens city, WA.....	28,069	• Minneapolis city, MN	382,578
• Lake Worth city, FL.....	34,910	• Mission Viejo city, CA	93,305
• Lake Zurich village, IL	19,631	• Modesto city, CA	201,165
• Lakeville city, MN	55,954	• Monterey city, CA	27,810
• Lakewood city, CO.....	142,980	• Montgomery County, VA	94,392
• Lane County, OR.....	351,715	• Monument town, CO	5,530
• Larimer County, CO	299,630	• Mooresville town, NC	32,711
• Las Cruces city, NM	97,618	• Morristown city, TN	29,137
• Las Vegas city, NV.....	583,756	• Morrisville town, NC	18,576
• Lawrence city, KS.....	87,643	• Moscow city, ID	23,800
• League City city, TX	83,560	• Mountain Village town, CO	1,320
• Lee's Summit city, MO	91,364	• Mountlake Terrace city, WA.....	19,909
• Lehi city, UT	47,407	• Muscatine city, IA.....	22,886
• Lenexa city, KS.....	48,190	• Naperville city, IL.....	141,853
• Lewis County, NY.....	27,087	• Needham CDP, MA	28,886
• Lewisville city, TX.....	95,290	• New Braunfels city, TX	57,740
• Lincoln city, NE.....	258,379	• New Brighton city, MN	21,456
• Lindsborg city, KS	3,458	• New Hanover County, NC	202,667
• Littleton city, CO	41,737	• New Orleans city, LA	343,829
• Livermore city, CA.....	80,968	• New Smyrna Beach city, FL	22,464
• Lombard village, IL.....	43,165	• Newberg city, OR.....	22,068
• Lone Tree city, CO	10,218	• Newport Beach city, CA.....	85,186
• Longmont city, CO	86,270	• Newport News city, VA.....	180,719
• Longview city, TX	80,455	• Newton city, IA.....	15,254
• Los Alamos County, NM.....	17,950	• Noblesville city, IN.....	51,969
• Louisville city, CO	18,376	• Nogales city, AZ.....	20,837
• Lynchburg city, VA	75,568	• Norfolk city, VA	242,803
• Lynnwood city, WA	35,836	• Northglenn city, CO	35,789
• Macomb County, MI	840,978	• Novato city, CA	51,904
• Madison city, WI	233,209	• Novi city, MI	55,224
• Manhattan Beach city, CA	35,135	• O'Fallon city, IL	28,281
• Mankato city, MN	39,309	• O'Fallon city, MO	79,329

• Oak Park village, IL	51,878	• Rehoboth Beach city, DE	1,327
• Oakland Park city, FL	41,363	• Reno city, NV	225,221
• Oakley city, CA	35,432	• Reston CDP, VA	58,404
• Ogdensburg city, NY	11,128	• Richmond city, CA	103,701
• Oklahoma City city, OK	579,999	• Richmond Heights city, MO	8,603
• Olathe city, KS	125,872	• Rifle city, CO	9,172
• Old Town city, ME	7,840	• River Falls city, WI	15,000
• Olmsted County, MN	144,248	• Riverdale city, UT	8,426
• Olympia city, WA	46,478	• Riverside city, CA	303,871
• Orland Park village, IL	56,767	• Riverside city, MO	2,937
• Oshkosh city, WI	66,083	• Rochester Hills city, MI	70,995
• Otsego County, MI	24,164	• Rock Hill city, SC	66,154
• Overland Park city, KS	173,372	• Rockford city, IL	152,871
• Oviedo city, FL	33,342	• Rockville city, MD	61,209
• Paducah city, KY	25,024	• Rogers city, MN	8,597
• Palm Coast city, FL	75,180	• Rolla city, MO	19,559
• Palo Alto city, CA	64,403	• Roselle village, IL	22,763
• Papillion city, NE	18,894	• Roswell city, GA	88,346
• Park City city, UT	7,558	• Round Rock city, TX	99,887
• Parker town, CO	45,297	• Royal Oak city, MI	57,236
• Parkland city, FL	23,962	• Saco city, ME	18,482
• Pasadena city, CA	137,122	• Sahuarita town, AZ	25,259
• Pasco city, WA	59,781	• Sammamish city, WA	45,780
• Pasco County, FL	464,697	• San Anselmo town, CA	12,336
• Pearland city, TX	91,252	• San Antonio city, TX	1,327,407
• Peoria city, AZ	154,065	• San Carlos city, CA	28,406
• Peoria city, IL	115,007	• San Diego city, CA	1,307,402
• Peoria County, IL	186,494	• San Francisco city, CA	805,235
• Petoskey city, MI	5,670	• San Jose city, CA	945,942
• Pflugerville city, TX	46,936	• San Juan County, NM	130,044
• Phoenix city, AZ	1,445,632	• San Marcos city, CA	83,781
• Pinal County, AZ	375,770	• San Marcos city, TX	44,894
• Pinehurst village, NC	13,124	• San Rafael city, CA	57,713
• Piqua city, OH	20,522	• Sandy Springs city, GA	93,853
• Pitkin County, CO	17,148	• Sanford city, FL	53,570
• Platte City city, MO	4,691	• Sangamon County, IL	197,465
• Plymouth city, MN	70,576	• Santa Clarita city, CA	176,320
• Pocatello city, ID	54,255	• Santa Fe County, NM	144,170
• Polk County, IA	430,640	• Santa Monica city, CA	89,736
• Port Huron city, MI	30,184	• Sarasota County, FL	379,448
• Port Orange city, FL	56,048	• Savage city, MN	26,911
• Portland city, OR	583,776	• Scarborough CDP, ME	4,403
• Post Falls city, ID	27,574	• Schaumburg village, IL	74,227
• Prince William County, VA	402,002	• Scott County, MN	129,928
• Prior Lake city, MN	22,796	• Scottsdale city, AZ	217,385
• Provo city, UT	112,488	• Seaside city, CA	33,025
• Pueblo city, CO	106,595	• SeaTac city, WA	26,909
• Purcellville town, VA	7,727	• Sevierville city, TN	14,807
• Queen Creek town, AZ	26,361	• Shawnee city, KS	62,209
• Radnor township, PA	31,531	• Sheboygan city, WI	49,288
• Ramsey city, MN	23,668	• Shoreview city, MN	25,043
• Rapid City city, SD	67,956	• Shorewood city, MN	7,307
• Raymore city, MO	19,206	• Shorewood village, IL	15,615
• Redmond city, WA	54,144	• Shorewood village, WI	13,162

• Sioux Center city, IA	7,048	• Tyler city, TX.....	96,900
• Sioux Falls city, SD.....	153,888	• Umatilla city, OR.....	6,906
• Skokie village, IL	64,784	• Upper Arlington city, OH.....	33,771
• Snellville city, GA	18,242	• Urbandale city, IA.....	39,463
• Snowmass Village town, CO	2,826	• Vail town, CO	5,305
• South Kingstown town, RI.....	30,639	• Vancouver city, WA.....	161,791
• South Lake Tahoe city, CA.....	21,403	• Vestavia Hills city, AL	34,033
• South Portland city, ME	25,002	• Victoria city, MN	7,345
• Southborough town, MA	9,767	• Virginia Beach city, VA	437,994
• Southlake city, TX.....	26,575	• Wake Forest town, NC	30,117
• Sparks city, NV	90,264	• Walnut Creek city, CA.....	64,173
• Spokane Valley city, WA.....	89,755	• Washington County, MN	238,136
• Spring Hill city, KS.....	5,437	• Washington town, NH	1,123
• Springboro city, OH	17,409	• Washoe County, NV	421,407
• Springfield city, MO	159,498	• Watauga city, TX.....	23,497
• Springfield city, OR.....	59,403	• Wauwatosa city, WI.....	46,396
• Springville city, UT.....	29,466	• Waverly city, IA	9,874
• St. Charles city, IL.....	32,974	• Weddington town, NC	9,459
• St. Cloud city, FL.....	35,183	• Wentzville city, MO.....	29,070
• St. Cloud city, MN.....	65,842	• West Carrollton city, OH.....	13,143
• St. Joseph city, MO.....	76,780	• West Chester borough, PA.....	18,461
• St. Louis County, MN.....	200,226	• West Des Moines city, IA	56,609
• St. Louis Park city, MN.....	45,250	• West Richland city, WA	11,811
• Stallings town, NC.....	13,831	• Western Springs village, IL	12,975
• State College borough, PA.....	42,034	• Westerville city, OH	36,120
• Steamboat Springs city, CO	12,088	• Westlake town, TX.....	992
• Sterling Heights city, MI	129,699	• Westminster city, CO.....	106,114
• Sugar Grove village, IL	8,997	• Weston town, MA	11,261
• Sugar Land city, TX.....	78,817	• Wheat Ridge city, CO	30,166
• Summit city, NJ.....	21,457	• White House city, TN.....	10,255
• Summit County, UT	36,324	• Wichita city, KS	382,368
• Sunnyvale city, CA.....	140,081	• Williamsburg city, VA.....	14,068
• Surprise city, AZ	117,517	• Wilmington city, NC.....	106,476
• Suwanee city, GA.....	15,355	• Wilsonville city, OR	19,509
• Tacoma city, WA	198,397	• Winchester city, VA	26,203
• Takoma Park city, MD.....	16,715	• Windsor town, CO.....	18,644
• Tamarac city, FL	60,427	• Windsor town, CT	29,044
• Temecula city, CA.....	100,097	• Winnetka village, IL.....	12,187
• Tempe city, AZ	161,719	• Winston-Salem city, NC	229,617
• Temple city, TX	66,102	• Winter Garden city, FL	34,568
• The Woodlands CDP, TX	93,847	• Woodbury city, MN	61,961
• Thornton city, CO.....	118,772	• Woodland city, CA	55,468
• Thousand Oaks city, CA	126,683	• Woodland city, WA	5,509
• Tigard city, OR	48,035	• Wrentham town, MA	10,955
• Tracy city, CA	82,922	• Yakima city, WA.....	91,067
• Tualatin city, OR	26,054	• York County, VA	65,464
• Tulsa city, OK.....	391,906	• Yorktown town, IN	9,405
• Twin Falls city, ID.....	44,125		

Front Range Benchmarks

Table 172: Quality of Life

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Wheat Ridge as a place to live	84%	21	28	Lower
Neighborhood as a place to live	78%	22	27	Lower
Wheat Ridge as a place to raise children	74%	22	29	Lower
Wheat Ridge as a place to work	51%	21	29	Lower
Wheat Ridge as a place to retire	67%	21	30	Similar
Overall quality of life in Wheat Ridge	78%	25	32	Lower

Table 173: Likelihood of Remaining in and Recommending Wheat Ridge

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Likely to recommend living in Wheat Ridge to someone who asks	90%	7	17	Higher
Likely to remain in Wheat Ridge for the next five years	87%	8	17	Similar

Table 174: Community Characteristics

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	53%	19	24	Lower
Openness and acceptance of the community toward people of diverse backgrounds	56%	19	20	Lower
Overall appearance of Wheat Ridge	54%	17	22	Much lower
Cleanliness of Wheat Ridge	60%	9	12	Lower
Overall quality of new development in Wheat Ridge	52%	12	16	Lower
Variety of housing options	50%	15	17	Lower
Overall quality of business and service establishments in Wheat Ridge	48%	13	16	Lower
Shopping opportunities	36%	18	22	Much lower
Opportunities to attend cultural activities	31%	17	18	Much lower
Recreational opportunities	66%	15	22	Similar
Employment opportunities	25%	21	26	Lower
Educational opportunities	36%	4	5	Lower
Opportunities to volunteer	60%	9	13	Similar
Opportunities to participate in civic matters	56%	11	13	Lower
Availability of paths and walking trails	74%	6	17	Similar
Availability of affordable quality housing	43%	13	17	Similar
Availability of affordable quality child care	33%	15	15	Lower
Availability of affordable quality health care	61%	8	16	Similar
Availability of affordable quality food	61%	9	11	Similar
Availability of preventive health services	61%	7	10	Similar
Air quality	67%	14	16	Lower
Quality of overall natural environment in Wheat Ridge	68%	14	17	Lower
Overall image or reputation of Wheat Ridge	60%	15	24	Lower

Table 175: Aspects of Transportation

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Condition of city streets	54%	NA	NA	NA
Ease of car travel in Wheat Ridge	58%	20	23	Lower
Ease of bus travel in Wheat Ridge	61%	4	12	Higher
Ease of walking in Wheat Ridge	58%	18	21	Much lower
Ease of bicycle travel in Wheat Ridge	58%	17	22	Lower
Traffic flow on major streets	33%	19	19	Much lower

Table 176: Participation in Activities

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Used Wheat Ridge recreation centers	58%	9	12	Lower
Participated in a recreation program or activity	39%	9	9	Much lower
Used a Wheat Ridge park or trail	85%	13	14	Lower
Attended a meeting of local elected officials or other local public meeting	26%	3	12	Similar
Watched a meeting of local elected officials on cable television	25%	3	9	Similar
Used the Wheat Ridge library	52%	14	14	Much lower
Attended a Wheat Ridge festival or special event	77%	1	8	Much higher

Table 177: City Services

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall quality of the services provided by the City of Wheat Ridge	72%	17	27	Similar
Snow removal	67%	12	28	Higher
Street repair and maintenance	42%	24	28	Lower
Street cleaning	57%	16	20	Lower
Traffic enforcement	66%	18	24	Similar
Code enforcement (junk vehicles, weed control, trash, outside storage)	48%	13	23	Similar
Animal control	68%	10	22	Similar
Land use, planning and zoning	43%	16	18	Lower
Building permits	48%	4	6	Similar
Building inspections	52%	7	8	Lower
Maintenance of existing city parks	77%	4	7	Similar
Recreation programs	79%	13	22	Similar
Recreation facilities	83%	9	17	Similar
Community/public art	40%	NA	NA	NA
Services/programs for youth	64%	6	10	Similar
Services/programs for seniors	76%	5	14	Similar
Municipal court	60%	9	17	Similar
Public information services	48%	11	12	Much lower
Policing services	69%	24	27	Lower

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Police response time to emergency police calls (not code enforcement)	79%	4	5	Similar
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)	59%	14	19	Lower

Table 178: Safety in Public Areas

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety in parks and playgrounds	85%	2	5	Similar
Safety in your neighborhood	81%	NA	NA	NA

Table 179: Crime Victimization and Reporting

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Household member was NOT a victim of a crime in Wheat Ridge	86%	7	12	Similar
Did NOT report a crime to the police in Wheat Ridge	76%	3	6	Similar

Table 180: City Government Performance

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall performance of the Wheat Ridge city government	51%	NA	NA	NA
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	42%	NA	NA	NA
The value of services for the taxes paid to Wheat Ridge	48%	15	21	Similar
The overall direction that Wheat Ridge is taking	51%	22	26	Lower
The job Wheat Ridge does at informing residents on major issues within the community	36%	7	7	Much lower
The job Wheat Ridge government does at welcoming citizen involvement	43%	21	23	Much lower

Table 181: City Employees

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Had in-person, phone or email contact with a City of Wheat Ridge employees	42%	15	22	Similar
Employee knowledge	72%	16	19	Lower
Employee responsiveness	71%	12	16	Lower
Employee courtesy	75%	7	8	Much lower
Employee making you feel valued	60%	NA	NA	NA
Overall impression of employee	65%	23	28	Lower

Table 182: Voting Behavior

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Voted in the last election	82%	6	8	Similar

Communities Included in the Front Range Benchmark Comparison

Listed below are the communities included in the Front Range benchmark comparisons provided for the City of Wheat Ridge followed by the 2010 population for each according to the U.S. Census.

- Adams County, CO 441,603
- Arapahoe County, CO 572,003
- Arvada city, CO 106,433
- Aurora city, CO 325,078
- Boulder city, CO 97,385
- Brighton city, CO 33,352
- Broomfield city, CO 55,889
- Castle Pines North city, CO 10,360
- Castle Rock town, CO 48,231
- Centennial city, CO 100,377
- Commerce City city, CO 45,913
- Denver city, CO 600,158
- Douglas County, CO 285,465
- Edgewater city, CO 5,170
- Englewood city, CO 30,255
- Erie town, CO 18,135
- Fort Collins city, CO 143,986
- Greeley city, CO 92,889
- Highlands Ranch CDP, CO 96,713
- Jefferson County, CO 534,543
- Lafayette city, CO 24,453
- Lakewood city, CO 142,980
- Larimer County, CO 299,630
- Littleton city, CO 41,737
- Lone Tree city, CO 10,218
- Longmont city, CO 86,270
- Louisville city, CO 18,376
- Monument town, CO 5,530
- Northglenn city, CO 35,789
- Parker town, CO 45,297
- Pueblo city, CO 106,595
- Thornton city, CO 118,772
- Westminster city, CO 106,114
- Windsor town, CO 18,644

Appendix G: Survey Methodology

Developing the Questionnaire

General citizen surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and assessments of City service delivery, the quality of life in the city and use of City amenities. The survey instrument for the City of Wheat Ridge was developed through an iterative process between City and NRC staff. The process started with City of Wheat Ridge staff reviewing the 2012 iteration of the survey and creating lists of questions related to new issues in the City. New questions were created and all questions were prioritized and an optimal composition of topics and questions were selected. The survey draft was given to City Council for final approval. Through this iterative process a final seven-page questionnaire was created for 2015.

Selecting Survey Recipients

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

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

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

Survey Administration and Response

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

The mailings were sent in May 2015 and completed surveys were collected over the following six weeks. About 3% (85) of the 3,000 household surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,915 households, 893 completed the survey, providing a response rate of 31%. Average response rates for a mailed resident survey range from 25% to 40%. Because the Council District for each address was tracked, the table below provides the response rate by district.

Table 183: 2015 Citizen Survey Response Rates

	City Overall	District 1	District 2	District 3	District 4
Number of surveys mailed	3,000	701	756	756	787
Undeliverable surveys	85	34	9	23	19
Households receiving a survey	2,915	667	747	733	768
Completed surveys	893	214	240	272	167
Response rate	31%	32%	32%	37%	22%

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample; results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

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

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 United States Census. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the town. 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 tenure (rent or own). 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.

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

The results of the 2015 weighting scheme are presented in the following table.

Table 184: 2015 City of Wheat Ridge Weighting Table

Respondent Characteristics	2010 Census	Unweighted	Weighted
Own	55%	77%	57%
Rent	45%	23%	43%
Detached*	57%	77%	59%
Attached*	43%	23%	41%
White	88%	91%	86%
not White	12%	9%	14%
Hispanic	17%	8%	11%
not Hispanic	83%	92%	89%
Female	52%	62%	54%
Male	48%	38%	46%
Age 18-34	26%	8%	24%
Age 35-54	35%	25%	35%
Age 55 and over	39%	67%	41%
Female 18-34	13%	5%	13%
Female 35-54	17%	16%	17%
Female 55 and over	22%	41%	23%
Male 18-34	13%	3%	11%
Male 35-54	18%	9%	18%
Male 55 and over	17%	26%	17%
District 1†	24%	24%	25%
District 2†	25%	27%	27%
District 3†	25%	31%	25%
District 4†	26%	19%	23%

* ACS 2011 5-year estimates

† Proportion of addresses in USPS sample

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix B. Complete Set of Survey Responses.

Also included are results by Council District of residence and respondent characteristics (*Appendix C: Comparisons of Select Questions by Council District* and *Appendix D: Comparisons of Select Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. 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 the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix H: Survey Instrument

The 2015 survey instrument appears on the following pages.

2015 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. What are your reasons for living in Wheat Ridge? (Please select all that apply.)

- | | | |
|---|--|--|
| <input type="checkbox"/> I feel safe here | <input type="checkbox"/> I like the access to dining and entertainment | <input type="checkbox"/> Cost of living is affordable |
| <input type="checkbox"/> I like the school my children attend | <input type="checkbox"/> Housing and rental rates are affordable | <input type="checkbox"/> I like that the community is forward-thinking |
| <input type="checkbox"/> My job is here | <input type="checkbox"/> I've always lived here | <input type="checkbox"/> The growing and diverse community |
| <input type="checkbox"/> I like my neighborhood | <input type="checkbox"/> I have friends and family in the area | <input type="checkbox"/> None of these |
| <input type="checkbox"/> I like the location in general | | |

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

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

5. 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 Wheat Ridge park or trail.....	1	2	3	4	5
Used a Wheat Ridge bike/pedestrian path.....	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Watched a meeting of local elected officials on cable television	1	2	3	4	5
Participated in a senior program	1	2	3	4	5
Visited the Active Adult Center.....	1	2	3	4	5
Dined at a Wheat Ridge restaurant (other than fast food)	1	2	3	4	5
Used the Wheat Ridge library.....	1	2	3	4	5
Attended a Wheat Ridge festival or special event.....	1	2	3	4	5
Used A-line service to DIA	1	2	3	4	5
Ridden an RTD bus	1	2	3	4	5

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

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

- Excellent Good Fair Poor Don't know

8. 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 Wheat Ridge.....	1	2	3	4	5
Ease of bus travel in Wheat Ridge.....	1	2	3	4	5
Ease of walking in Wheat Ridge	1	2	3	4	5
Ease of bicycle travel in Wheat Ridge.....	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5

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

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

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

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

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

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

City Government and Employees

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

- Excellent
 Good
 Fair
 Poor
 Don't know

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

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

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

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

15. What was your impression of the City of Wheat Ridge employee(s) overall? (Rate each characteristic below.)

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

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

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

17. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Household member was a victim of a crime in Wheat Ridge.....	1	2
Reported a crime to the police in Wheat Ridge.....	1	2

18. How important, if at all, is it for the Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Solving violent crimes.....	1	2	3	4	5
Solving property crimes.....	1	2	3	4	5
Reducing illegal activities committed by youth.....	1	2	3	4	5
Reducing illegal drug activity	1	2	3	4	5
Enforcement of traffic laws.....	1	2	3	4	5
Code enforcement.....	1	2	3	4	5
Crime Prevention (School Resource Officers, neighborhood watch, citizen police academy).1	1	2	3	4	5

Economic Development

19. Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should...

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Promote efforts to revitalize Wheat Ridge's housing areas	1	2	3	4	5	6
Promote efforts to revitalize Wheat Ridge'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 businesses to Wheat Ridge	1	2	3	4	5	6
Promote efforts to revitalize business corridors such as 38 th Avenue, 44th Avenue, Wadsworth Boulevard and Kipling Street.....	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
Farmers Market/community gardens	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 more affordable
- It is convenient; on my way to or from work or near my home
- Visit a mall or other major retailers
- I like the range of quality goods and services
- Other
- Desired item is not available in Wheat Ridge

38th Avenue

22. To what extent do you agree or disagree that 38th Avenue between Upham to Marshall is Wheat Ridge's main street or city center?

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

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

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

24. How important, if at all, are each of the following features for 38th Avenue between Upham to Marshall?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Install better sidewalks, landscaping and other pedestrian amenities such as seating, bike racks and lighting	1	2	3	4	5
Maintain 4 to 5 vehicle lanes through most of the area	1	2	3	4	5
Develop a pedestrian friendly 2 to 3 lane roadway	1	2	3	4	5
Encourage and incentivize private sector investment	1	2	3	4	5
Additional housing options (e.g., townhomes, row homes)	1	2	3	4	5
Develop retail commercial	1	2	3	4	5
Provide on-street parking	1	2	3	4	5
Hold community events	1	2	3	4	5

25. In 2014, Wheat Ridge voters defeated a measure that would have narrowed the official street width designation for a portion of 38th Avenue between Upham and Marshall Streets, allowing Wheat Ridge to reduce the number of vehicle lanes in order to expand sidewalks and other landscaping and pedestrian amenities. To what extent do you support or oppose each of the following aspects of the 38th Avenue project?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Reducing vehicle lanes to expand sidewalks and pedestrian amenities	1	2	3	4	5	6
The temporary restriping, outdoor cafes and landscape planter that were installed in 2012	1	2	3	4	5	6
The preliminary design for reconstructing the street (2011 38 th Avenue Corridor Plan)	1	2	3	4	5	6
The proposed cost of the project (\$9.3 million)	1	2	3	4	5	6
Overall, the long term vision established in the 2011 38th Avenue Corridor Plan	1	2	3	4	5	6

26. To the best of your knowledge, did you vote for or against the measure (2B) described above?

- I voted in favor
- I voted against
- I didn't vote
- Don't know

Policy Topics

27. How important, if at all, is it to improve the attractiveness of the Wheat Ridge's corridors?

- Essential
- Very important
- Somewhat important
- Not at all important

28. If Wheat Ridge were to seek to improve the attractiveness of Wheat Ridge corridors, to what extent do you support or oppose dedicating resources to code enforcement for this effort?

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

29. To what extent do you support or oppose the City of Wheat Ridge funding bicycle and pedestrian improvements throughout Wheat Ridge?

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

30. To what extent do you support or oppose each of the following types of bicycle and pedestrian improvements?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Biking trails.....	1	2	3	4	5
Walking trails.....	1	2	3	4	5
Sidewalk connections.....	1	2	3	4	5
Bike lanes.....	1	2	3	4	5
Bicycle racks.....	1	2	3	4	5
Bicycle and pedestrian signage.....	1	2	3	4	5

31. In 2014, Wheat Ridge voters defeated a measure that would have increased Wheat Ridge's sales tax from 3% to 4% that would have supported roads and other infrastructure as well as parks and recreation improvements. Thinking about your own view of that sales tax measure, please indicate the extent to which you agree or disagree with each of the following potential reasons for not supporting the measure.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Wheat Ridge tax rates are already sufficient.....	1	2	3	4	5	6
Sales tax is not a fair and equitable source of municipal general fund revenue.....	1	2	3	4	5	6
The City does not need to make additional investments in its infrastructure and facilities.....	1	2	3	4	5	6
Insufficient information about what specific projects would be funded by the sales tax increase.....	1	2	3	4	5	6
Felt that the tax increase would likely be used to fund 38th Avenue streetscape improvements.....	1	2	3	4	5	6
The tax measure supported programs or services that are not a priority to me.....	1	2	3	4	5	6

32. To the best of your knowledge, did you vote for or against the measure (2A) described above?

- I voted in favor
 I voted against
 I didn't vote
 Don't know

33. Thinking about a possible future tax increase, please indicate how important, if at all, each of the following characteristics of a tax increase measure would be.

	Essential	Very important	Somewhat important	Not at all important	Don't know
Having a specific list of capital projects and cost estimates and a timeframe within which projects would be completed.....	1	2	3	4	5
Not using any bonded debt to pay for a portion of the projects.....	1	2	3	4	5
Limiting the sales tax increase to less than 1%.....	1	2	3	4	5
Using a tax or fee option other than a sales tax (such as a property tax increase, annual storm and street fee, development impact fees, etc.).....	1	2	3	4	5

Information Sources

34. In a typical month, about how many times, if ever, do you use each of the following?

	Never	1-3 times a month	Once a week	Multiple times a week	Daily
Blog sites.....	1	2	3	4	5
Social networking sites (i.e., Facebook, Twitter, YouTube, LinkedIn, Google Plus).....	1	2	3	4	5

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

	Never	1-2 times	3-12 times	13-26 times	More than 26 times
City Quarterly "Connections" Newsletter.....	1	2	3	4	5
Denver Post	1	2	3	4	5
Denver Post YourHub.....	1	2	3	4	5
Wheat Ridge Transcript	1	2	3	4	5
Neighborhood Gazette	1	2	3	4	5
Radio news	1	2	3	4	5
Television news	1	2	3	4	5
WRTV8 (Government Access Channel).....	1	2	3	4	5
City live/on-demand videostreaming.....	1	2	3	4	5
City's website: www.ci.wheatridge.co.us	1	2	3	4	5
City website automatic notifications (e.g., community events, calendar listing).....	1	2	3	4	5
Wheat Ridge Police Department social media sites (Facebook or Twitter).....	1	2	3	4	5
Active Adult Center's Facebook page	1	2	3	4	5
Wheat Ridge Recreation Center's Facebook page.....	1	2	3	4	5
Ridge at 38 website, Facebook page or smart phone app.....	1	2	3	4	5
Community-created Facebook groups about Wheat Ridge.....	1	2	3	4	5
Neighborhood websites (e.g., nextdoor, i-neighbors, etc.)	1	2	3	4	5
Word of mouth.....	1	2	3	4	5

Demographics

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

- D1. About how long have you lived in Wheat Ridge?**
(Write 0 if six months or less) _____ years
- D2. In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)**
- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Arvada | <input type="checkbox"/> Louisville |
| <input type="checkbox"/> Aurora | <input type="checkbox"/> Northglenn |
| <input type="checkbox"/> Boulder | <input type="checkbox"/> Thornton |
| <input type="checkbox"/> Broomfield | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Denver | <input type="checkbox"/> Wheat Ridge |
| <input type="checkbox"/> Englewood | <input type="checkbox"/> Other |
| <input type="checkbox"/> Golden | <input type="checkbox"/> Do not work (student, homemaker, retired, etc.) |
| <input type="checkbox"/> Lakewood | |
| <input type="checkbox"/> Littleton | |
- D3. Please check the appropriate box indicating the type of housing unit in which you live.**
- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Detached single-family home | <input type="checkbox"/> Apartment |
| <input type="checkbox"/> Condominium or townhouse | <input type="checkbox"/> Mobile home |
- D4. Do you live in senior housing such as an assisted-living or senior living community?**
- Yes No
- D5. Do you own or rent your residence?**
- Own Rent
- D6. How many people (including yourself) live in your household?** _____ people
- D7. How many of these household members are 17 or younger?** _____ people
- D8. Please indicate the number of dogs and cats in your household. (Please write 0 if none.)**
- Number of dogs _____
- Number of cats _____

- D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**
- | | |
|---|---|
| <input type="checkbox"/> Less than \$15,000 | <input type="checkbox"/> \$50,000 to \$74,999 |
| <input type="checkbox"/> \$15,000 to \$24,999 | <input type="checkbox"/> \$75,000 to \$99,999 |
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$100,000 to \$124,999 |
| <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> \$125,000 or more |
- D10. What is your age?**
- | | | |
|--------------------------------|--------------------------------|-------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 45-54 | <input type="checkbox"/> 75 + |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55-64 | |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 65-74 | |
- D11. What is your race? (Please check all that apply.)**
- White
- Black or African American
- Asian or Pacific Islander
- American Indian, Eskimo, or Aleut
- Other
- D12. Are you Hispanic/Spanish/Latino?**
- Yes No
- D13. What is your gender?**
- Female Male
- D14. Did you vote in the last election?**
- Yes No

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