



Northglenn, Colorado

Citizen Survey

Report of Results

Prepared by National Research Center, Inc.
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Executive Summary

Survey Background and Purpose

- The City of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community wide resident survey. The Northglenn Resident Survey provided residents the opportunity to rate the quality of life in the City, as well as service delivery and their satisfaction with local government. The survey also permitted residents to provide feedback to government on what was working well and what was not and share their priorities for community planning and resource allocation.
- This was the first survey of Northglenn residents completed by NRC.

Methods

- Three thousand randomly selected Northglenn households were mailed the 2006 Northglenn Citizen Survey. Of the 2,825 eligible households who received the survey, 820 responded to the mailed questionnaire, giving a response rate of 29%. The survey instrument itself appears in Appendix E.
- Survey results were weighted so that respondent age, gender, household tenure (own or rent) and race/ethnicity were represented in the proportions reflective of the entire City (for more information see Appendix D.) The margin of error is plus or minus 3 percentage points around any given percentage point, and plus or minus 2 points around average ratings on a 100-point scale.

Results

Quality of Life

- Most residents rated the quality of life in Northglenn as excellent or good. It was rated higher as a place to retire than as a place to raise children.
- Quality ratings did not vary by ward, except that Ward 3 rated Northglenn as a place to raise children lower than the other wards.

Characteristics of Northglenn

- Northglenn residents rated the characteristics “access to buildings and services for individuals with disabilities” and “walking-friendly” as highest in quality. The lowest ratings were given to “residential development” and “commercial development”.
- Drinking water was rated as the most important Northglenn characteristic and opportunities to attend cultural or art events were the least important.
- When quality and importance were compared, three characteristics received higher ratings of importance and lower ratings of quality. These characteristics were: the overall appearance of Northglenn, access to affordable quality housing and having a transit-friendly community.

City Infrastructure

- The highest ratings for the condition of Northglenn infrastructure was given to City-owned parks. Bike paths and walking trails, City signs and City-owned trees also received higher ratings.

- Streets were identified as the most important part of the City's infrastructure and medians and center islands on roadways were noted as the least important.
- Streets and sidewalks and public easements were rated relatively higher in importance, but relatively lower in quality.

Evaluation of City Services

- The City's trash collection was rated highest in quality and special pickups were next. These ratings did not vary by ward.
- Recycling was given the lowest quality rating for Northglenn services. Fewer than half the residents thought it was excellent or good. Ward 3 residents gave the highest ratings for recycling out of the four wards.
- At least 60% of respondents felt each service was essential or very important, but trash collection was rated highest in importance. Most importance ratings did not vary by ward.
- Several services were rated as higher (above the median rating) in importance and lower in quality. They were: snow and ice removal, street lighting, street repair and maintenance, enforcement of traffic laws, residential property maintenance and commercial property maintenance (conducted by Code Enforcement).
- When asked to rate the importance of maintaining services given budget constraints, policing and trash collection were the two services most commonly rated as essential.

Contact with City of Northglenn

- Most Northglenn residents (62%) had contact with a City employee in the 12 months prior to the survey.
- When asked to rate their most recent contact with a Northglenn employee, residents gave the highest marks for courtesy (39% excellent, 40% good, 14% fair, 6% poor) and the lowest marks for follow-up (30% excellent, 34% good, 15% fair, 22% poor).
- Seven percent of residents had applied for a building permit in the 12 months prior to the survey, with more in Ward 4 (11%) and fewer in Ward 3 (2%).
- Seven percent of residents had volunteered with the City in the 12 months prior to the survey, and those who did gave their experience an average rating of "good."
- When asked about how often they used various Northglenn recreational and cultural services and events, the most residents had used a park (89%) and the fewest residents had registered for a recreation class using RecXpress (6%) or attended an event at the D.L. Parsons Theater (15%).

Communication with Citizens

- The number of Comcast cable subscribers varied by ward, in Ward 3, 51% subscribed and in Ward 4, 68% subscribed. Overall, 60% of Northglenn residents reported Comcast cable subscriptions.
- Most (80%) Northglenn residents had access to a computer with Internet access, and 48% had visited the City of Northglenn's Web site.
- About half of Northglenn residents watched Channel 8 programming, but almost all (94%) had read the *Northglenn Connection*.

- *Northglenn Connection* was residents' preferred source for information about Northglenn. The most valued information in the newsletter was information about upcoming community events, updates on City issues and information about neighborhoods.
- The majority of residents felt they got about the right amount of information about most Northglenn government functions and activities. The functions and activities that they rated of higher importance, but did not feel they got enough information about were: economic development/redevelopment, planning for land development, construction projects and housing.

Public Trust

- Seventy percent of residents somewhat or strongly agreed that they received good value for their City taxes, and 68% somewhat or strongly agreed that they were pleased with the direction the City is taking.

Perceptions of Safety in Northglenn

- Residents felt most safe walking in their neighborhood or a Northglenn business district during the day and least safe at night (about 40% felt unsafe).
- In the three months prior to the survey 11% of Northglenn residents were victims of a crime and 68% of those victims reported it to the police.

Potential Problems in Northglenn

- Residents were asked if they felt a list of potential problems were actual problems. From this list, residents most often identified neglected yards, traffic and overgrow grass/weeds as problems. This varied by ward with Ward 3 being least likely to identify potential problems as actual problems.

Policy Questions

- Forty-four percent of Northglenn residents were willing to pay for curbside recycling, while 16% of residents did not know if they would support such a program.
- About two-thirds of residents were somewhat or very satisfied with the City's efforts to promote economic development. This varied by ward with Ward 4 residents being least satisfied.

Survey Background

Survey Purpose

The City of Northglenn contracted with National Research Center, Inc. (NRC) to conduct a community-wide citizen survey. The Northglenn Citizen Survey serves as a consumer report card for Northglenn by providing residents the opportunity to rate the quality of life in the City, as well as the community's amenities, service delivery and their satisfaction with local government. The survey also permits residents 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 Northglenn City government, helping to assure maximum service quality over time.

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

Methods

Approximately 3,000 households within the City limits of Northglenn were selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes. There are four wards in the City of Northglenn, and 750 households in each ward were mailed a survey.

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.)

Households received three mailings each beginning in mid September. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was sent the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2006 Citizen Survey, a questionnaire and self-mailing envelope.

Of the 2,825 eligible households, 820 completed the survey, providing a response rate of 29%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

The demographic characteristics of the survey sample were compared to those found in the 2000 U.S. Census estimates and other population norms for the City of Northglenn and were statistically adjusted to reflect the larger population when necessary.

Understanding the Results

“Don’t Know” Responses and Rounding

On many of the questions in the survey, respondents could answer, “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix B. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item. Percentage points in the tables may not always add to 100% due to rounding or the respondents having the option to select more than one answer.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (820 completed interviews). For each ward from the survey, the margin of error rises to as much as plus or minus eight percentage points for a sample size of 152 (in smallest) to plus or minus six percentage points for 239 completed surveys (in largest). Where estimates are given for sub groups, they are less precise.

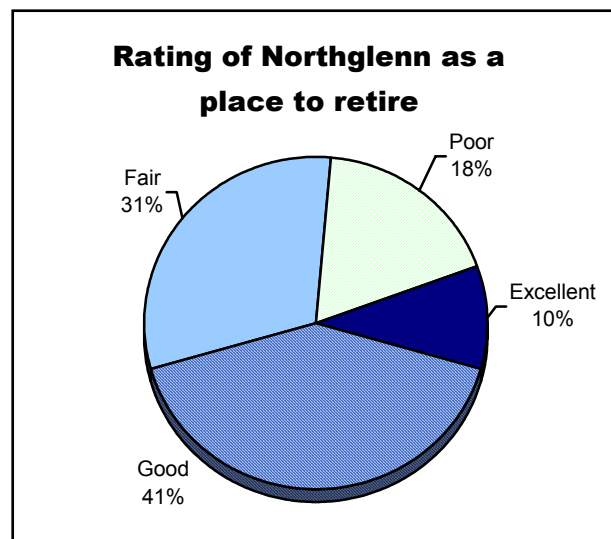
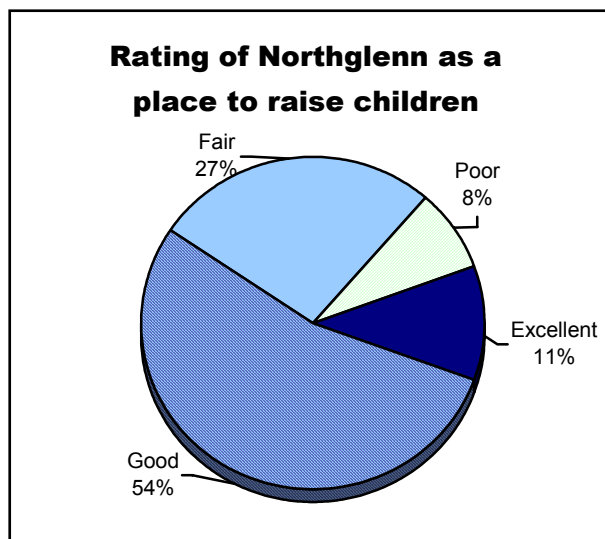
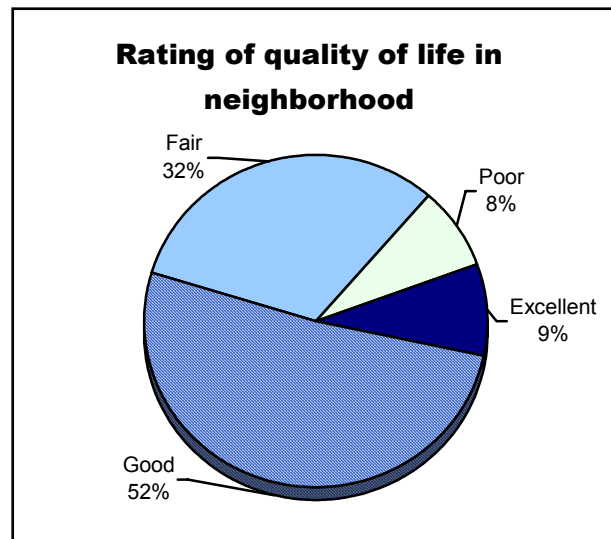
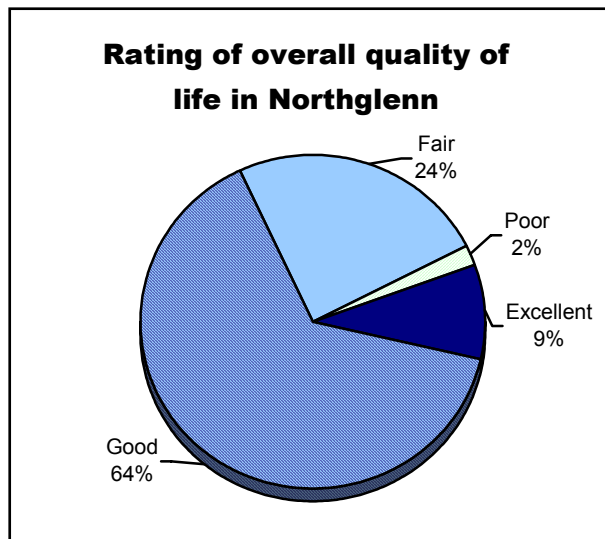
Putting Evaluations onto a 100-point Scale

Although responses to the evaluative or frequency questions were made on 4-point scale with 1 representing the best rating, the scales had different labels (e.g. “Very important,” “Excellent,” “Essential”). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “Excellent” or “Essential,” then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale (half way between “Good” and “Fair”), then the result would be 50. The new scale can be thought of like the thermometer used to represent total giving to the United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. The .95 confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus two points on the 100-point scale and up to five points for comparisons by ward.

Report of Results

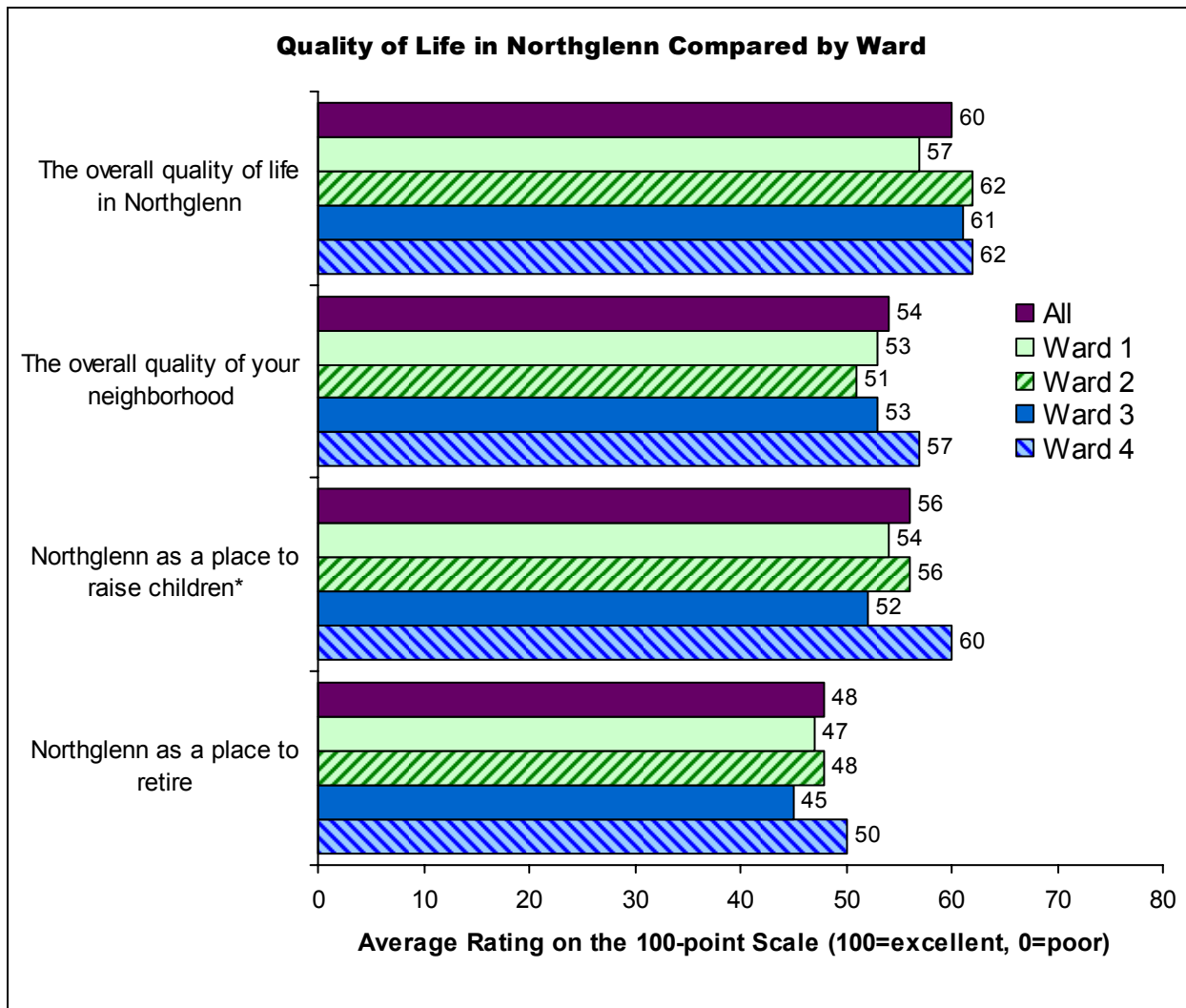
Quality of Life

Most Northglenn residents (73%) rated the overall quality of life in Northglenn as good or excellent, and very few (2%) felt it was poor. Ratings of quality of life in neighborhoods were a bit lower, with 61% indicating the quality of life in their neighborhood was good or excellent and 8% indicating it was poor. Most residents (65%) rated Northglenn as a good or excellent place to raise children, while only 8% thought it was poor. About half the residents felt Northglenn was a good or excellent place to retire, while about one-fifth thought it was poor.



To make comparisons by ward simpler, results were converted to a 100-point scale where a score of 0 is poor, 33 is fair, 66 is good and 100 is excellent. The average score on this 100-point scale was then calculated for the total population and each ward.

Average ratings of the quality of life in Northglenn did not vary significantly by ward, except for the ratings of Northglenn as a place to raise children. On a 100-point scale, Ward 3 residents gave the lowest ratings of Northglenn as a place to raise children, whereas Ward 4 residents gave the highest ratings.



*Statistically significantly different by ward

Characteristics of Northglenn

Residents were asked to rate both the quality and the importance of Northglenn characteristics to themselves and their households.

Quality of Northglenn Characteristics

The highest average ratings on a 100-point scale were given to access to buildings and services for individuals with disabilities (61), walking-friendly community (59), senior friendly community (57), openness and acceptance of the community towards people of diverse backgrounds (56), bicycle-friendly community and shopping opportunities (56). These ratings are closest to “good”.

The lowest ratings were given to residential (44) and commercial development (42). These ratings are closest to “fair.”

Quality of Northglenn Characteristics						
	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Access to buildings and services for individuals with disabilities*	15%	55%	25%	4%	100%	61
Walking-friendly community	16%	52%	26%	7%	100%	59
Senior friendly*	14%	50%	31%	6%	100%	57
Openness and acceptance of the community towards people of diverse backgrounds	12%	51%	31%	7%	100%	56
Bicycle-friendly community	14%	49%	28%	9%	100%	56
Shopping opportunities	17%	42%	30%	11%	100%	55
Drinking water	13%	43%	29%	15%	100%	52
Opportunity to attend cultural or art events	12%	43%	33%	13%	100%	51
Sense of community	6%	45%	38%	11%	100%	49
Feeling welcome in Northglenn	9%	40%	39%	11%	100%	49
Transit-friendly community	10%	43%	33%	14%	100%	49
Overall appearance of Northglenn	6%	43%	37%	14%	100%	47
Access to affordable quality housing	8%	40%	34%	18%	100%	46
Residential development	6%	38%	41%	16%	100%	44
Commercial development	6%	35%	37%	22%	100%	42

*More than 20% of respondents chose “Don’t know”

For some of the community characteristics the quality ratings varied by ward, with Ward 3 giving higher ratings in general. The characteristics that varied by ward are senior friendly community, openness and acceptance of the community towards people of diverse backgrounds, bicycle-friendly community, shopping opportunities, feeling welcome in Northglenn, transit-friendly community, the overall appearance of Northglenn, residential development and commercial development.

Average Rating of Quality of Northglenn Characteristics by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Access to buildings and services for individuals with disabilities**	61	59	59	65	59
Walking-friendly community	59	58	56	61	59
Senior friendly**	57	56	57	62	54
Openness and acceptance of the community towards people of diverse backgrounds	56	54	57	60	52
Bicycle-friendly community	56	54	54	62	54
Shopping opportunities	55	51	57	65	48
Drinking water	52	53	51	48	54
Opportunity to attend cultural or art events	51	48	52	55	48
Sense of community	49	45	50	51	50
Feeling welcome in Northglenn	49	47	47	55	48
Transit-friendly community	49	44	50	58	46
Overall appearance of Northglenn	47	44	45	54	44
Access to affordable quality housing	46	48	46	48	43
Residential development	44	46	42	50	40
Commercial development	42	38	45	46	40

*Where 0=poor, 100=excellent

**More than 20% of respondents chose "Don't know"

Cells shaded in grey indicate statistically significant differences

Importance of Northglenn Characteristics

Drinking water was rated as the most important characteristic in Northglenn; the majority of residents felt it was essential (63%) or very important (34%). The overall appearance of Northglenn was thought to be essential or very important by 84% of residents.

Residents gave most other characteristics an average rating of “very important,” (between 56 and 67 on the 100-point scale, where 66 equals “very important”). The lowest average rating (47) was given to the opportunity to attend cultural or art events (half way between “somewhat” and “very” important.)

Importance of Northglenn Characteristics						
	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Drinking water	63%	34%	3%	0%	100%	86
Overall appearance of Northglenn	30%	54%	15%	1%	100%	71
Access to buildings and services for individuals with disabilities	36%	37%	22%	6%	100%	67
Access to affordable quality housing	32%	41%	20%	7%	100%	66
Walking-friendly community	26%	49%	22%	3%	100%	66
Senior friendly	27%	42%	26%	5%	100%	64
Shopping opportunities	21%	46%	31%	2%	100%	62
Transit-friendly community	26%	41%	26%	7%	100%	62
Openness and acceptance of the community towards people of diverse backgrounds	26%	38%	27%	9%	100%	60
Sense of community	17%	47%	32%	4%	100%	59
Feeling welcome in Northglenn	16%	47%	34%	3%	100%	59
Commercial development	19%	43%	32%	6%	100%	58
Residential development	20%	38%	36%	7%	100%	57
Bicycle-friendly community	19%	40%	32%	9%	100%	56
Opportunity to attend cultural or art events	10%	34%	44%	12%	100%	47

The level of importance of most characteristics did not vary by ward. However, of the wards, Ward 3 residents were least concerned with the overall appearance, shopping opportunities and feeling welcome in Northglenn, and most interested in the opportunity to attend cultural or art events. Ward 1 residents were the least concerned with access to buildings and services for individuals with disabilities than the other wards and most concerned with shopping opportunities.

Average Rating of Importance of Northglenn Characteristics by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Drinking water	86	84	86	87	88
Overall appearance of Northglenn	71	73	73	67	70
Access to buildings and services for individuals with disabilities	67	61	67	70	72
Access to affordable quality housing	66	64	67	70	64
Walking-friendly community	66	66	68	67	64
Senior friendly	64	63	63	61	68
Shopping opportunities	62	66	62	57	63
Transit-friendly community	62	61	66	63	58
Openness and acceptance of the community towards people of diverse backgrounds	60	60	62	64	56
Sense of community	59	55	60	60	61
Feeling welcome in Northglenn	59	58	64	55	59
Commercial development	58	61	58	54	59
Residential development	57	59	58	54	54
Bicycle-friendly community	56	57	57	57	53
Opportunity to attend cultural or art events	47	48	44	54	44

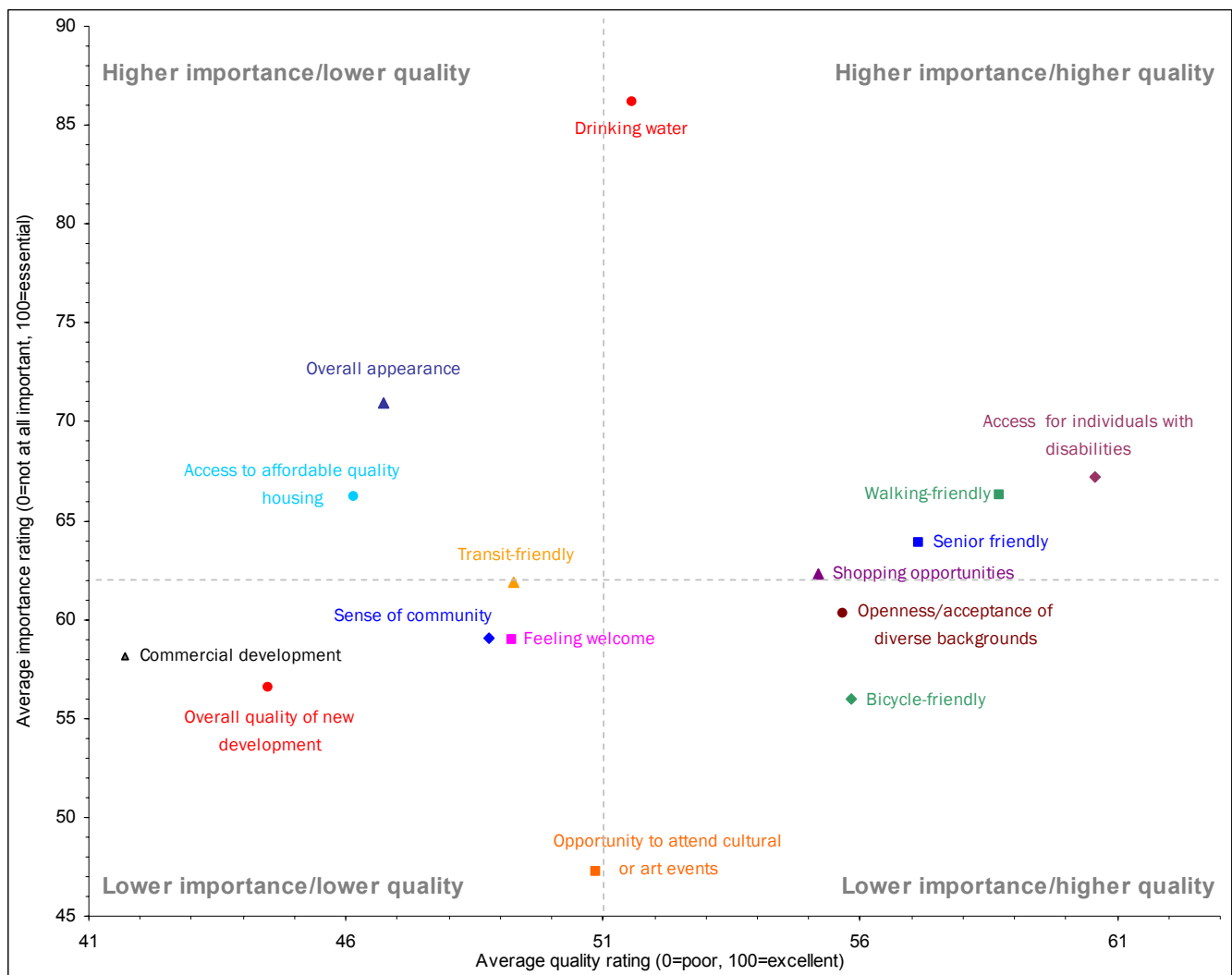
**Where 0=not at all important and 100=essential
Cells shaded in grey indicate statistically significant differences*

Balancing Quality and Importance of Northglenn Characteristics

Given the limited resources all governments have to deal with as they make choices about community improvements, it is important to balance the ratings of quality with those of importance. This allows better prioritization, so a low rating for an unimportant characteristic does not demand as much consideration as a low rating for an essential characteristic.

Ratings of importance were compared to ratings of quality (see the chart below). Characteristics were classified as “more important” if they were rated 62 points or higher on the 100-point scale. Characteristics were rated as “less important” if they received an average rating of less than 62. Characteristics receiving a quality rating of 51 points or higher were considered of “higher quality” and those with an average rating lower than 51 as “lower quality.”

The upper left quadrant shows characteristics which were given lower quality ratings and higher importance ratings. Characteristics in this quadrant were: overall appearance of Northglenn, access to affordable quality housing, and transit friendly. While not in this upper left quadrant, drinking water should also be noted as it was rated as the most important characteristic to Northglenn residents and is close to the median quality rating.



City Infrastructure

Residents were asked to rate the condition of some of Northglenn’s public infrastructure and then to indicate how important it was to them and members of their household.

Quality of City Infrastructure

When asked to rate the quality of some of Northglenn’s public infrastructure, residents gave the highest rating to City-owned parks. About 70% of residents thought bike paths and walking trails, City signs and City-owned trees were excellent or good, and about 60% of residents thought streets, sidewalks and public easements and medians and center islands on roadways were excellent or good. Medians and center islands on roadways received the most ratings of poor (12%).

Quality of Northglenn Infrastructure						
	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
City-owned parks	21%	61%	16%	2%	100%	67
Bike paths and walking trails	18%	55%	21%	6%	100%	62
City signs	12%	60%	23%	6%	100%	59
City-owned trees	11%	60%	20%	8%	100%	58
Streets	9%	53%	29%	9%	100%	54
Sidewalks and public easements	8%	52%	31%	9%	100%	53
Medians and center islands on roadways	11%	48%	29%	12%	100%	53

While ratings of City-owned parks and bike paths and walking trails did not vary by ward, residents of Wards 2 and 3 gave higher ratings than residents of Wards 1 and 4 for other types of infrastructure.

Average Rating of the Quality of Northglenn Infrastructure by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
City-owned parks	67	65	69	68	65
Bike paths and walking trails	62	61	65	64	59
City signs	59	57	61	63	56
City-owned trees	58	53	61	63	56
Streets	54	49	58	60	51
Sidewalks and public easements	53	50	55	58	50
Medians and center islands on roadways	53	48	56	60	49

*Where 0=poor and 100=excellent

Cells shaded in grey indicate statistically significant differences

Importance of City Infrastructure

Streets were the most important aspect of City infrastructure rated by Northglenn residents, 34% thought streets were essential and 57% thought they were very important. About 80% of residents felt that City-owned parks, bike paths and walking trails, and sidewalks and public easements were essential or very important. While more than half of residents felt that medians and center islands on roadways were essential or very important, this item received the lowest overall importance rating among Northglenn infrastructure.

Importance of Northglenn Infrastructure						
	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Streets	34%	57%	9%	0%	100%	75
City-owned parks	27%	54%	17%	2%	100%	69
Bike paths and walking trails	26%	52%	19%	3%	100%	68
Sidewalks and public easements	23%	57%	20%	0%	100%	67
City signs	21%	47%	30%	2%	100%	62
City-owned trees	17%	52%	30%	1%	100%	61
Medians and center islands on roadways	14%	44%	38%	4%	100%	56

Average ratings on the 100-point scale of the importance infrastructure did not vary significantly among the wards except for ratings of City-owned parks, bike paths and walking trails, where residents of Ward 4 rated the importance lower than residents of other wards.

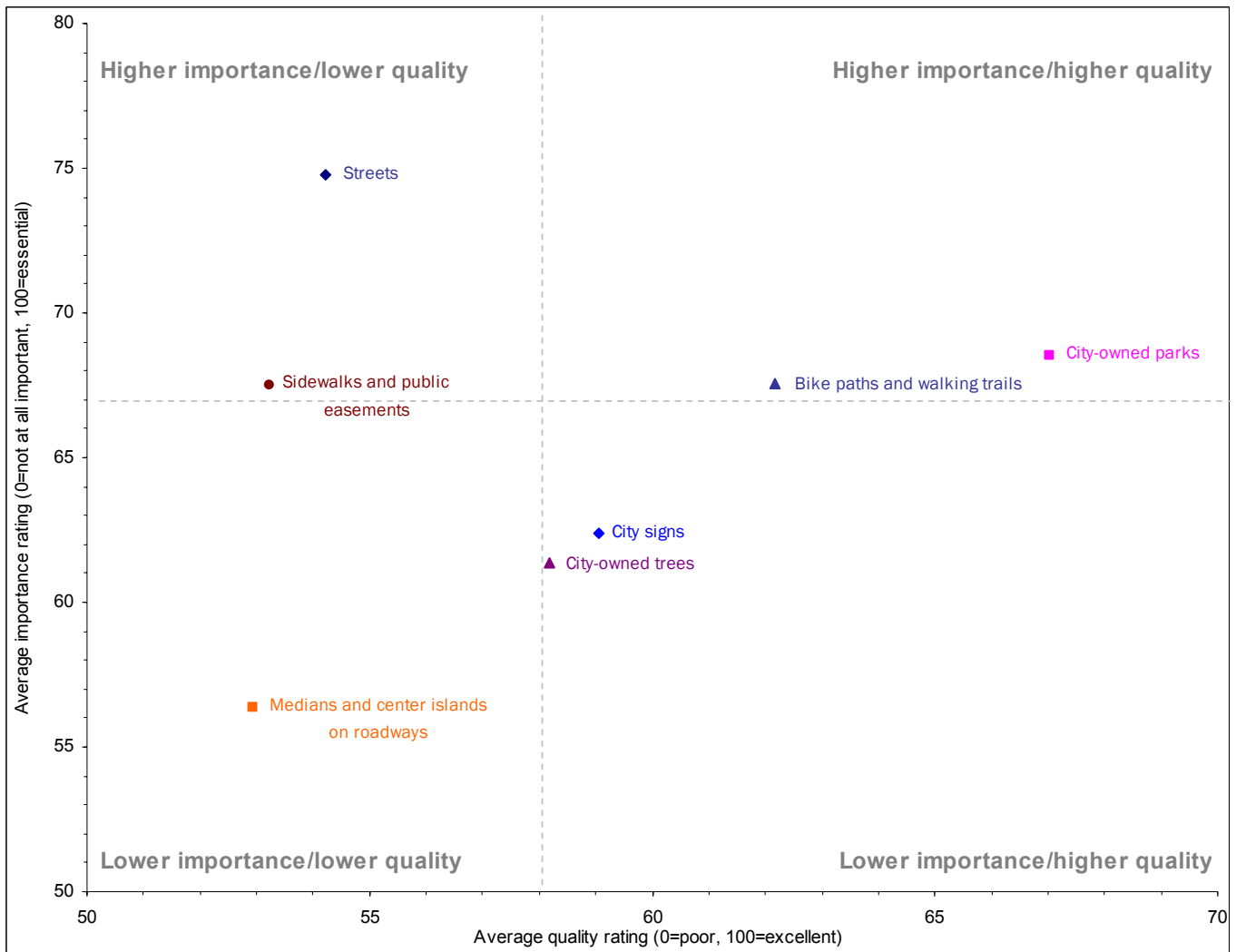
Average Rating of Importance of Northglenn Infrastructure by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Streets	75	73	75	78	74
City-owned parks	69	70	68	72	65
Bike paths and walking trails	68	69	69	70	62
Sidewalks and public easements	67	66	67	68	69
City signs	62	61	64	63	62
City-owned trees	61	63	63	60	60
Medians and center islands on roadways	56	57	57	54	57

*Where 0=not at all important and 100=essential
Cells shaded in grey indicate statistically significant differences

Balancing Quality and Importance of City Infrastructure

Ratings of importance were compared to ratings of quality (see the chart below). City infrastructures were classified as “more important” if they were rated 67 points or higher on the 100-point scale. City infrastructures were rated as “less important” if they received an average rating of less than 67. City infrastructures receiving a quality rating of 58 points or higher were considered of “higher quality” and those with an average rating lower than 58 as “lower quality”.

Northglenn residents rated streets as highest in importance and lower in quality. Sidewalks and public easements were also rated higher in importance and lower in quality. City-owned parks and bike paths and walking trails received high ratings for both importance and quality.



Evaluation of City Services

Northglenn residents were asked to rate the quality of several City of Northglenn government services, and then indicate how important each government service was to them and other members of their household.

Quality of City Services

As shown in the following table, more than half (55%) of Northglenn residents rated the City's trash collection as excellent and most others thought it was good (36%) or fair (7%), only 2% rated it as poor. Residents also rated special pick-ups highly with 83% indicating they were excellent or good. About three-quarters of residents rated City sponsored special events, the appearance of City buildings, park playgrounds and the accessibility of parks and recreation centers and facilities as excellent or good.

The lowest quality rating was given to recycling with 36% of residents indicating it was poor, and only 42% rating it as excellent or good. Commercial property maintenance (conducted by Code Enforcement), street repair and maintenance, snow and ice removal, street sweeping, residential property maintenance (conducted by Code Enforcement) were also rated low, with only about 50% indicating these services were excellent or good.

Quality of Northglenn Government Services					
	Excellent	Good	Fair	Poor	Total
Trash collection	55%	36%	7%	2%	100%
Special pick-ups (appliances, furniture)*	43%	40%	11%	5%	100%
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	30%	46%	20%	4%	100%
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	25%	55%	18%	3%	100%
Park playgrounds	23%	53%	20%	5%	100%
Accessibility of parks and recreation centers and facilities	22%	51%	23%	4%	100%
Northglenn Senior Center programs and services	23%	48%	25%	4%	100%
Safety of parks and recreation centers and facilities	19%	54%	24%	3%	100%
Water and sewer services	21%	55%	17%	7%	100%
Athletic fields (such as baseball/softball and soccer)*	19%	50%	23%	7%	100%
Utility billing (water, sewer and trash collection)	17%	52%	23%	7%	100%
Variety of recreational programs offered (classes with staff instruction)*	18%	45%	29%	7%	100%
Enforcement of traffic laws	19%	48%	21%	12%	100%
Range of activities at parks/recreation centers and facilities	17%	47%	27%	9%	100%
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)	15%	48%	30%	7%	100%
Cost of trash collection	14%	48%	33%	6%	100%
Street lighting	14%	48%	28%	11%	100%
Commercial property maintenance*	11%	41%	36%	11%	100%
Street repair and maintenance	9%	39%	34%	18%	100%
Snow and ice removal	10%	40%	31%	18%	100%
Street sweeping	7%	43%	36%	14%	100%
Residential property maintenance	13%	35%	33%	20%	100%
Recycling services*	13%	29%	22%	36%	100%

*More than 20% of respondents chose "Don't know"

Where average ratings on the 100-point scale varied by ward, residents of Ward 3 gave the highest ratings. Residents of Ward 4 gave the lowest ratings for accessibility of parks and recreation centers and facilities, Northglenn Senior Center programs and services, and range of activities available in parks and recreation centers and facilities. Ward 1 gave the lowest ratings for snow and ice removal and recycling services.

Average Rating of Quality of Northglenn Government Services* by Ward					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Trash collection	82	80	81	83	83
Special pick-ups (appliances, furniture)**	74	73	75	70	76
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	67	64	66	72	65
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	67	64	68	74	63
Park playgrounds	65	65	65	69	61
Accessibility of parks and recreation centers and facilities	64	61	66	70	59
Northglenn Senior Center programs and services	64	61	67	70	57
Safety of parks and recreation centers and facilities	63	62	64	67	59
Water and sewer services	63	65	62	64	60
Athletic fields (such as baseball/softball and soccer)**	60	57	59	64	62
Utility billing (water, sewer and trash collection)	60	63	57	63	56
Variety of recreational programs offered (classes with staff instruction)**	58	54	61	63	55
Enforcement of traffic laws	58	57	56	66	54
Range of activities available in parks and recreation centers and facilities	57	57	58	63	51
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)	57	54	57	62	54
Cost of trash collection	56	57	57	56	55
Street lighting	54	52	52	62	52
Commercial property maintenance (conducted by Code Enforcement)**	51	45	50	59	49
Street repair and maintenance	47	43	49	54	43
Snow and ice removal	47	41	53	49	47
Street sweeping	47	42	51	53	45
Residential property maintenance (conducted by Code Enforcement)	47	44	42	56	46
Recycling services**	40	30	42	51	36

*Where 0=poor and 100=excellent

**More than 20% of respondents chose "Don't know"

Cells shaded in grey indicate statistically significant differences

Importance of City Services

The majority of Northglenn residents felt that all government services were very important. The lowest rated services (the variety of recreational programs offered, City sponsored special events and street sweeping) were rated as essential or very important by about 60% of residents.

As shown in the following table, at least 80% of Northglenn residents indicated that the following services were essential or very important: trash collection, water and sewer services, snow and ice removal, street lighting, safety of parks and recreation centers and facilities, enforcement of traffic laws, street repair and maintenance and utility billing (water, sewer and trash collection).

Importance of Northglenn Government Services					
	Essential	Very important	Somewhat important	Not at all important	Total
Trash collection	56%	36%	7%	0%	100%
Water and sewer services	51%	41%	8%	0%	100%
Snow and ice removal	46%	42%	12%	0%	100%
Street lighting	41%	47%	11%	1%	100%
Safety of parks and recreation centers and facilities	42%	43%	14%	1%	100%
Enforcement of traffic laws	40%	46%	12%	1%	100%
Street repair and maintenance	34%	51%	14%	1%	100%
Utility billing (water, sewer and trash collection)	30%	55%	15%	1%	100%
Special pick-ups (appliances, furniture)	31%	42%	24%	3%	100%
Cost of trash collection	25%	49%	25%	1%	100%
Residential property maintenance (conducted by Code Enforcement)	29%	45%	22%	4%	100%
Commercial property maintenance (conducted by Code Enforcement)	27%	47%	24%	2%	100%
Park playgrounds	27%	46%	24%	3%	100%
Recycling services	27%	44%	25%	4%	100%
Accessibility of parks and recreation centers and facilities	23%	49%	25%	3%	100%
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	20%	47%	31%	2%	100%
Athletic fields (such as baseball/softball and soccer)	20%	44%	31%	5%	100%
Range of activities available in parks and recreation centers and facilities	21%	43%	32%	4%	100%
Northglenn Senior Center programs and services*	22%	43%	28%	7%	100%
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)*	24%	41%	27%	8%	100%
Street sweeping	19%	43%	33%	5%	100%
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	19%	41%	36%	5%	100%
Variety of recreational programs offered (classes with staff instruction)	17%	42%	36%	6%	100%

*More than 20% of respondents chose "Don't know"

Compared to other wards; residents of Ward 1 gave the lowest rating on the 100-point scale for water and sewer services and the highest rating for recycling services, residents of Ward 3 gave the lowest rating for special pick-ups (appliances, furniture) and the highest rating for water and sewer services, and residents of Ward 4 gave the lowest ratings for recycling services and variety of recreational programs offered and the highest rating for special pick-ups (appliances, furniture).

Average Rating of Importance of Northglenn Government Services* by Ward					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Trash collection	83	83	82	85	83
Water and sewer services	81	77	81	85	82
Snow and ice removal	78	77	77	78	79
Street lighting	76	75	76	78	76
Safety of parks and recreation centers and facilities	75	73	76	78	73
Enforcement of traffic laws	75	73	76	77	76
Street repair and maintenance	73	73	72	71	75
Utility billing (water, sewer and trash collection)	71	68	74	74	70
Special pick-ups (appliances, furniture)	67	67	68	61	70
Cost of trash collection	66	67	68	63	64
Residential property maintenance (conducted by Code Enforcement)	66	64	66	71	64
Commercial property maintenance (conducted by Code Enforcement)	66	65	64	69	67
Park playgrounds	66	64	69	69	63
Recycling services	65	70	65	63	62
Accessibility of parks and recreation centers and facilities	64	63	64	67	63
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	62	62	63	62	60
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)**	60	58	62	62	59
Athletic fields (such as baseball/softball and soccer)	60	58	58	62	60
Range of activities available in parks and recreation centers and facilities	60	59	61	61	59
Northglenn Senior Center programs and services**	60	57	60	57	66
Street sweeping	58	58	59	58	58
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	58	56	60	60	56
Variety of recreational programs offered (classes with staff instruction)	56	60	58	56	52

*Where 0=not at all important and 100=essential

**More than 20% of respondents chose "Don't know"

Cells shaded in grey indicate statistically significant differences

Balancing Quality and Importance of City Services

Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

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

Ratings of importance were compared to ratings of quality (see the chart on the next page). Services were classified as “more important” if they were rated 66 points or higher on the 100-point scale. Services were rated as “less important” if they received an average rating of less than 66. Services receiving a quality rating of 58 points or higher were considered of “higher quality” and those with an average rating lower than 58 as “lower quality.”

Services that were categorized as higher in importance and higher in quality were: trash collection, special pick-ups (appliances, furniture), water and sewer services, safety of parks and recreation centers and facilities, utility billing (water, sewer and trash collection) and park playgrounds.

Services rated higher in importance and lower in quality were: snow and ice removal, street lighting, street repair and maintenance, enforcement of traffic laws, residential property maintenance (conducted by Code Enforcement) and commercial property maintenance (conducted by Code Enforcement).

Those services rated lower in importance and higher in quality were: accessibility of parks and recreation centers and facilities, appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.), Northglenn Senior Center programs and services, athletic fields (such as baseball/softball and soccer), City sponsored special events (such as outdoor concerts, 4th of July, etc.) and the variety of recreational programs offered (classes with staff instruction).

Services that rated lower in importance and lower in quality were: cost of trash collection, recycling services, services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs), range of activities available in parks and recreation centers and facilities and street sweeping.



Importance of Maintaining City Services

Respondents were asked to indicate how important it was to maintain several City services at least at current levels, given constraints in funding that may make it necessary to modify some services. Police protection was rated as the most essential service to maintain. This was followed by trash collection and street repair. The service rated as least essential in the list was housing programs to assist in improving current homes.

Importance of Maintaining City Services Given Constraints in Funding						
	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=poor, 100=excellent)
Police protection	78%	17%	4%	1%	100%	91
Trash collection services	45%	39%	13%	3%	100%	75
Street repair	36%	51%	13%	0%	100%	74
Parks, trails and open space maintenance	33%	41%	22%	5%	100%	67
Street maintenance and cleaning	25%	46%	27%	3%	100%	64
Sidewalk replacement	20%	42%	34%	3%	100%	60
Housing programs to assist me in improving my current home	17%	29%	33%	20%	100%	48

The importance of maintaining these City services did not vary by ward, except for trash collection where Ward 3 rated it of lower importance than the other wards.

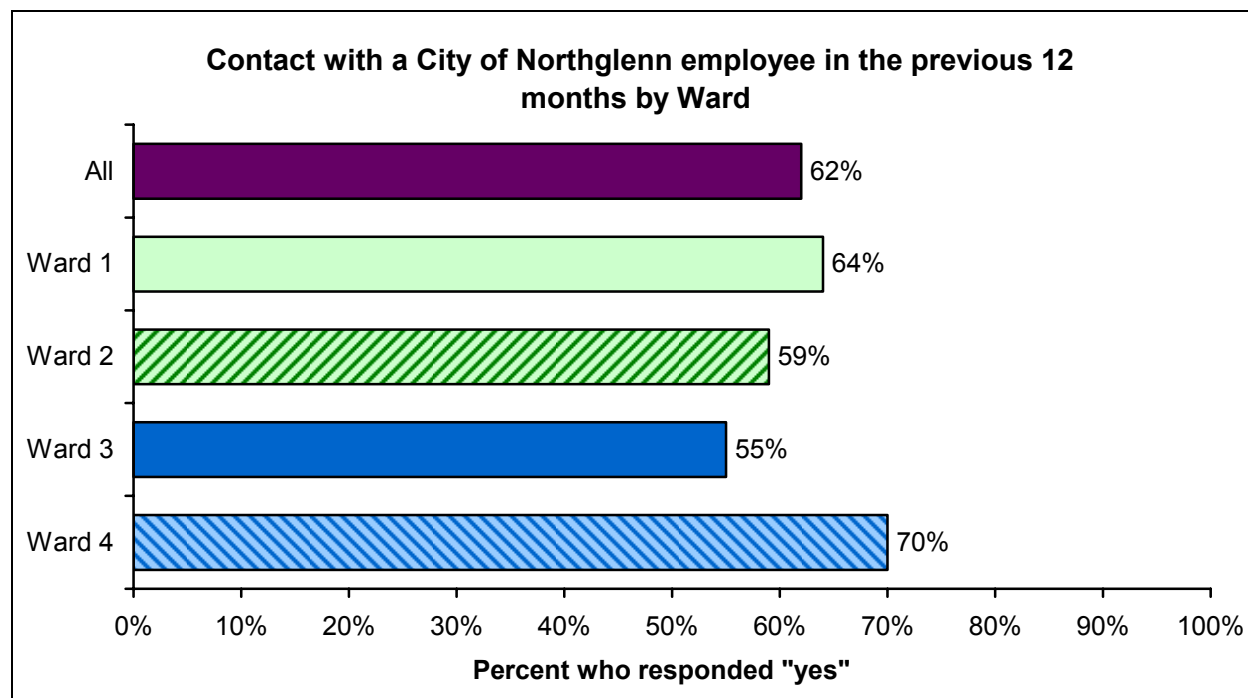
Average Rating of Importance of Maintaining City Services Given Constraints in Funding* by Ward					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Police protection	91	92	92	86	92
Trash collection services	75	78	78	66	80
Street repair	74	74	73	76	73
Parks, trails and open space maintenance	67	69	67	68	65
Street maintenance and cleaning	64	66	63	64	64
Sidewalk replacement	60	62	61	59	59
Housing programs to assist me in improving my current home	48	48	52	44	46

*Where 0=not at all important and 100=essential
Cells shaded in grey indicate statistically significant differences

Contact with City of Northglenn

Contact with City Employees

Most Northglenn residents (62%) had contact with a City employee in the 12 months prior to completing the survey. Those in Ward 1 were the most likely to have contact with a City employee and those in Ward 3 were the least likely.



The residents who had contact with a City employee were asked their impression from their most recent contact. Residents were most impressed with the courtesy and knowledge of the employees. Most also rated overall customer service, responsiveness and follow-up as excellent or good. However 22% felt that the follow-up was poor.

Impression of Most Recent Contact with City of Northglenn Employees						
	Excellent	Good	Fair	Poor	Total	Average rating (0=poor, 100=excellent)
Courtesy	39%	40%	14%	6%	100%	71
Knowledge	29%	48%	15%	8%	100%	66
Overall customer service	31%	41%	17%	11%	100%	64
Responsiveness	32%	39%	14%	15%	100%	63
Follow-up (took action if needed)	30%	34%	15%	22%	100%	57

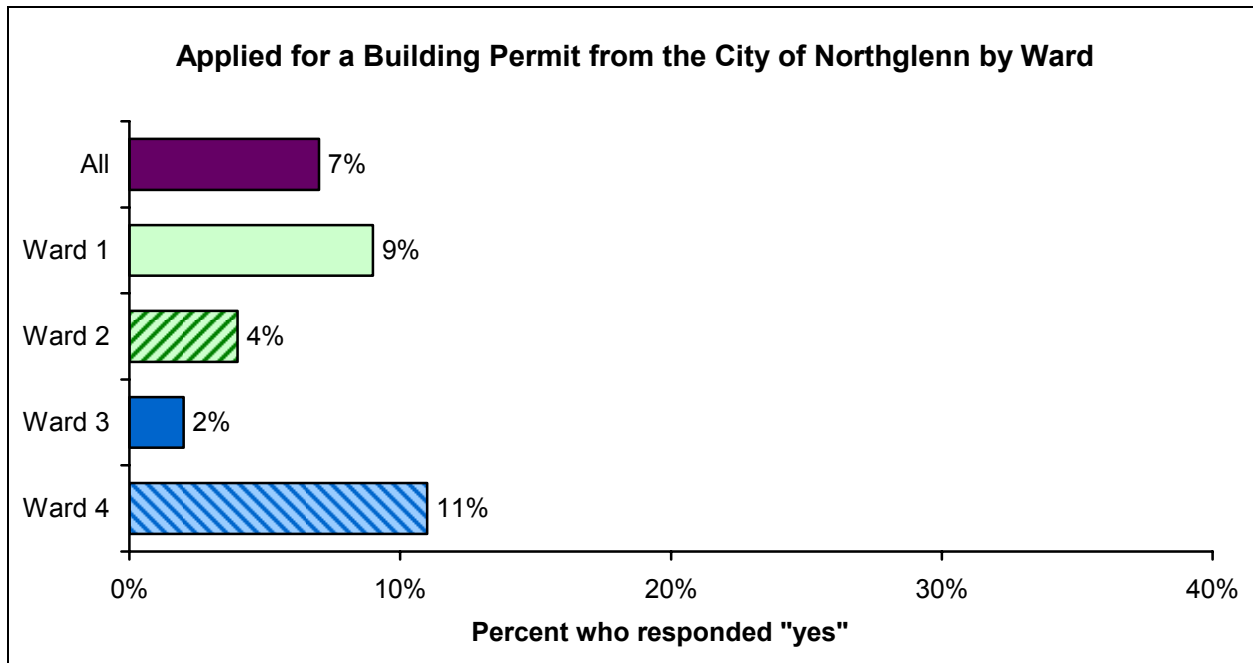
Average ratings on the 100-point scale of City employees varied by ward, with Ward 4 giving the lowest ratings for knowledge, overall customer service, responsiveness and follow-up, and Ward 3 giving equally low ratings for overall customer services and follow-up.

Average Rating of Most Recent Contact with City of Northglenn Employees by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Courtesy	71	74	70	74	66
Knowledge	66	67	67	71	59
Overall customer service	64	68	61	69	58
Responsiveness	63	68	61	67	56
Follow-up (took action if needed)	57	66	51	61	50

*Where 0=poor and 100=excellent

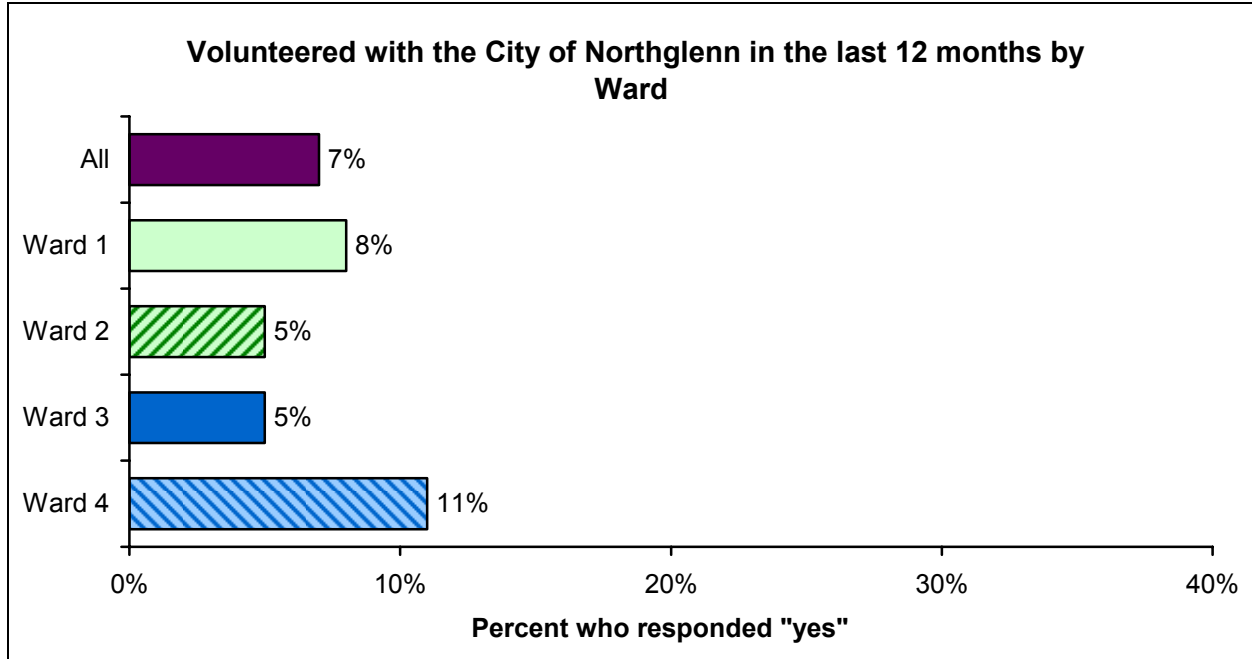
Cells shaded in grey indicate statistically significant differences

One type of contact a resident can have with the City is applying for a building permit. In Northglenn in the year prior to the survey, 7% of residents reported applying for a building permit. Residents of Ward 4 were most likely to have applied for a permit and those in Ward 3 were least likely.



Volunteering with the City

Overall, 7% of Northglenn residents had volunteered with the City in the 12 months prior to this survey. Ward 4 had the most volunteers and Wards 2 and 3 had the least.



When asked to rate this volunteer experience, 16% said it was excellent, 58% said it was good, 23% said it was fair and only 2% thought it was poor. The ratings by ward were not statistically different from each other.

Rating of Volunteer Experience with City of Northglenn by Ward					
If yes, please rate your volunteer experience.	All	Ward 1	Ward 2	Ward 3	Ward 4
Excellent	16%	20%	18%	4%	19%
Good	58%	31%	50%	88%	71%
Fair	23%	42%	32%	9%	10%
Poor	2%	7%	0%	0%	0%
Total	100%	100%	100%	100%	100%
13a. If yes, please rate your volunteer experience.*	63	55	62	65	70

**Not statistically significantly different by ward.*

Use of Northglenn Recreation/Cultural Services and Events

Of the recreation and cultural services and events provided by the City of Northglenn, residents were most likely to use the parks and least likely to register for a recreation class using RecXpress.

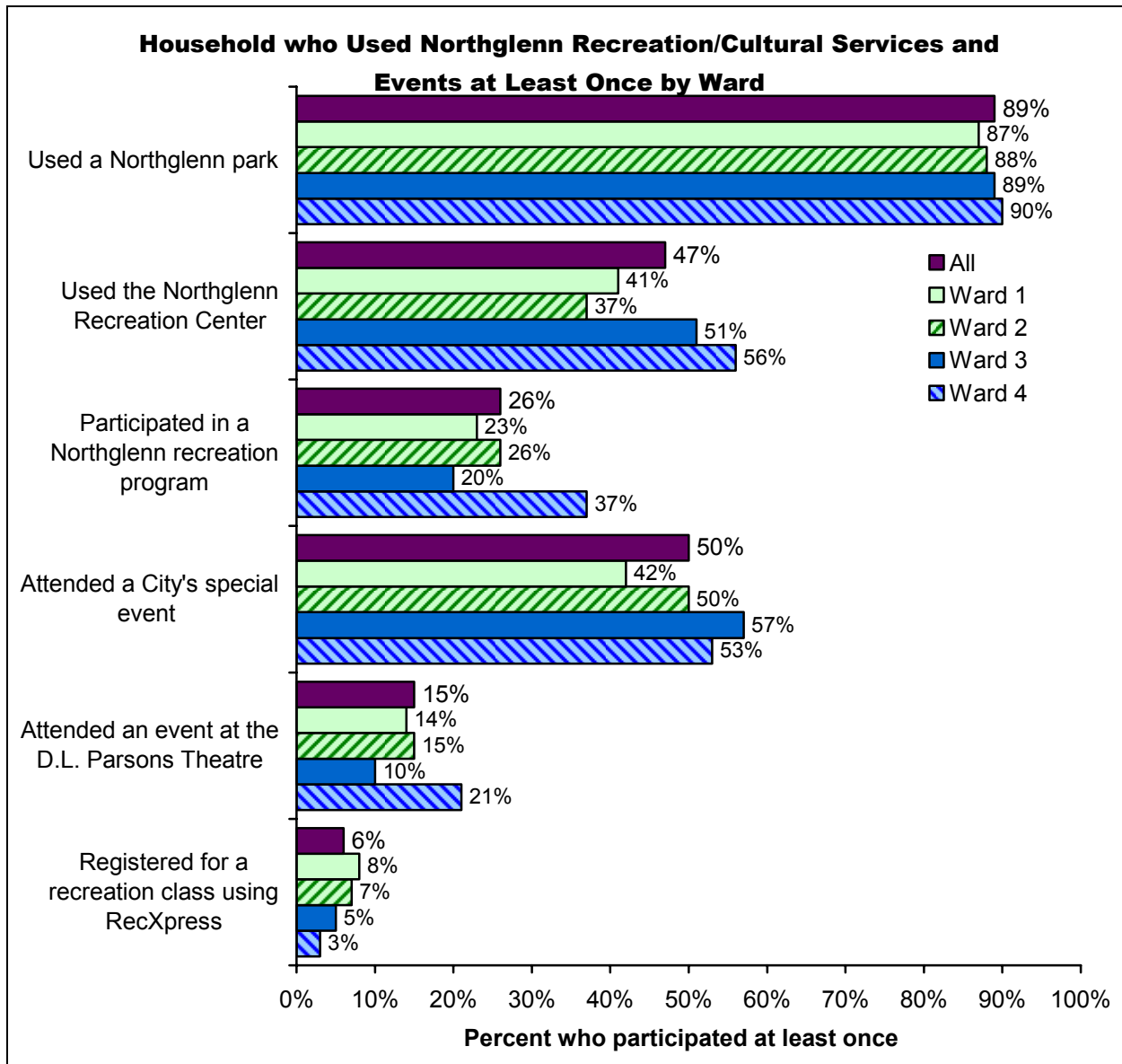
Household Use of Northglenn Recreation/Cultural Services and Events							
	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	Average number of times*
Used a Northglenn park	11%	20%	35%	15%	18%	100%	13
Used the Northglenn Recreation Center	53%	21%	17%	4%	4%	100%	4
Participated in a Northglenn recreation program	74%	13%	8%	2%	2%	100%	2
Attended a City's special event (4th of July, All About Art, Kids Fishing Derby, Daddy Daughters Ball, Mother Son Campout, etc.)	50%	37%	12%	0%	1%	100%	2
Attended an event at the D.L. Parsons Theatre	85%	12%	3%	0%	0%	100%	1
Registered for a recreation class using RecXpress (online registration)	94%	3%	2%	0%	1%	100%	0

*Average of midpoints where Never=0, Once or twice=1.5, 3 to 12 times=7.5, 13 to 26 times=19.5 and more than 26 times=39

This pattern was similar throughout the wards, but the level of use differed as shown in the chart on the following page. Use of parks did not vary by ward, but residents of Ward 4 were much more likely than those in Ward 2 to use the Northglenn Recreation Center.

Residents of Ward 4 most likely to participate in a Northglenn recreation program and residents of Ward 3 were least likely, while residents of Ward 3 most likely to attend a City special event and residents of Ward 4 were least likely.

Most residents had not attended an event at the D.L. Parsons Theatre, but residents of Ward 4 were most likely to, and residents of Ward 3 were least likely to.



Opportunities to be a Citizen Participant

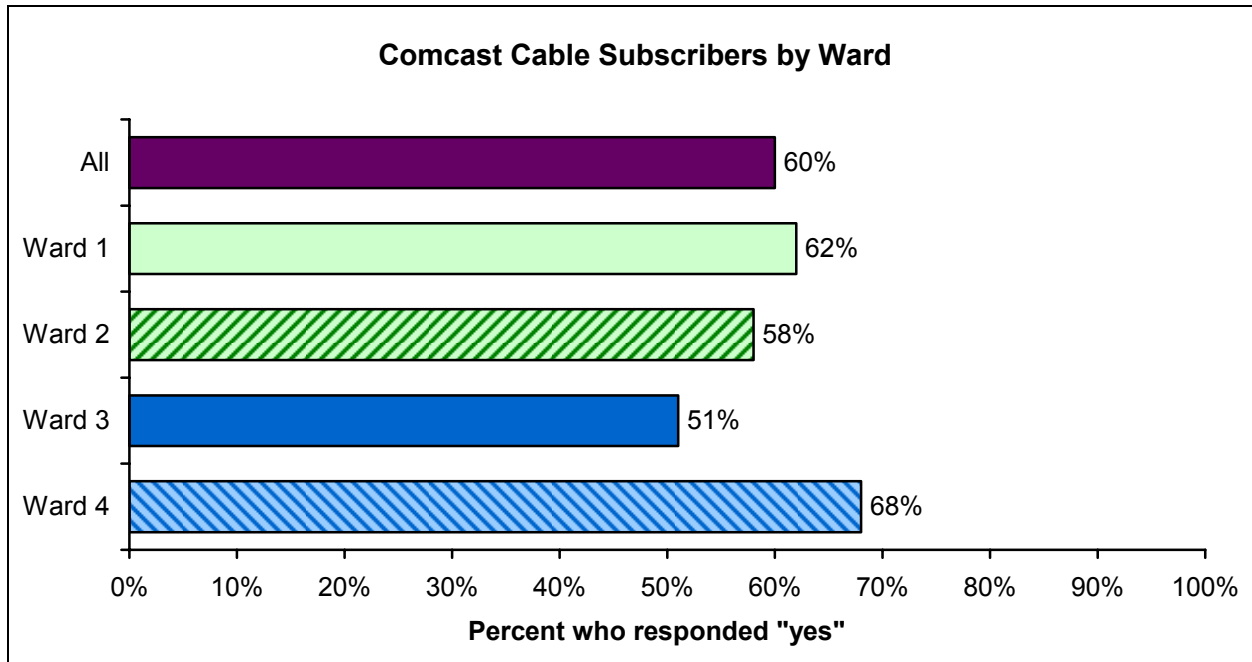
Northglenn residents were asked how many opportunities they had to be a citizen participant and offer ideas or suggestions on a City project or community issue in the 12 months prior to the survey. Most residents indicated that they had not had an opportunity to be a citizen participant and offer ideas or suggestions. Residents of Ward 3 were most likely to say they never had such an opportunity.

Number of Opportunities to be a Citizen Participant by Ward					
	None	1 or 2	3 to 5	6 to 9	10 or more
All	68%	20%	7%	2%	3%
Ward 1	70%	14%	11%	4%	2%
Ward 2	64%	28%	4%	2%	2%
Ward 3	75%	15%	5%	0%	5%
Ward 4	63%	22%	10%	2%	4%

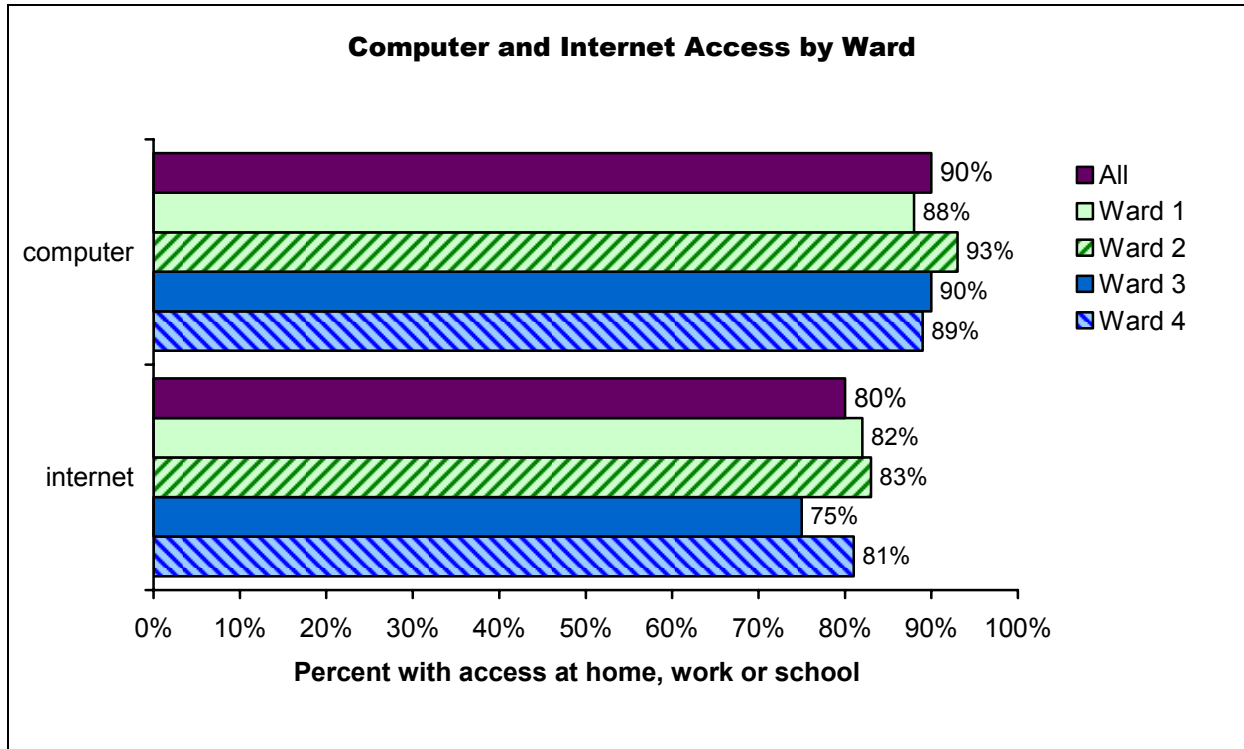
Communication with Citizens

Communication Options

Most (60%) residents in Northglenn subscribed to Comcast Cable. This varied by ward ranging from 51% in Ward 3 to 68% in Ward 4.



Most residents (90%) had access to a computer at home, school or work, and 80% had Internet access in at least one of these places. Residents in Ward 3 were least likely to have Internet access.



Respondent's Computer Access by Ward					
	All	Ward 1	Ward 2	Ward 3	Ward 4
A computer at home without Internet access	15%	13%	14%	22%	12%
A computer at work without Internet access	4%	4%	5%	3%	3%
A computer at school without Internet access	0%	0%	1%	0%	0%
A computer at home with Internet access	80%	86%	75%	72%	85%
A computer at work with Internet access	46%	54%	49%	37%	45%
A computer at school with Internet access	11%	14%	12%	8%	11%

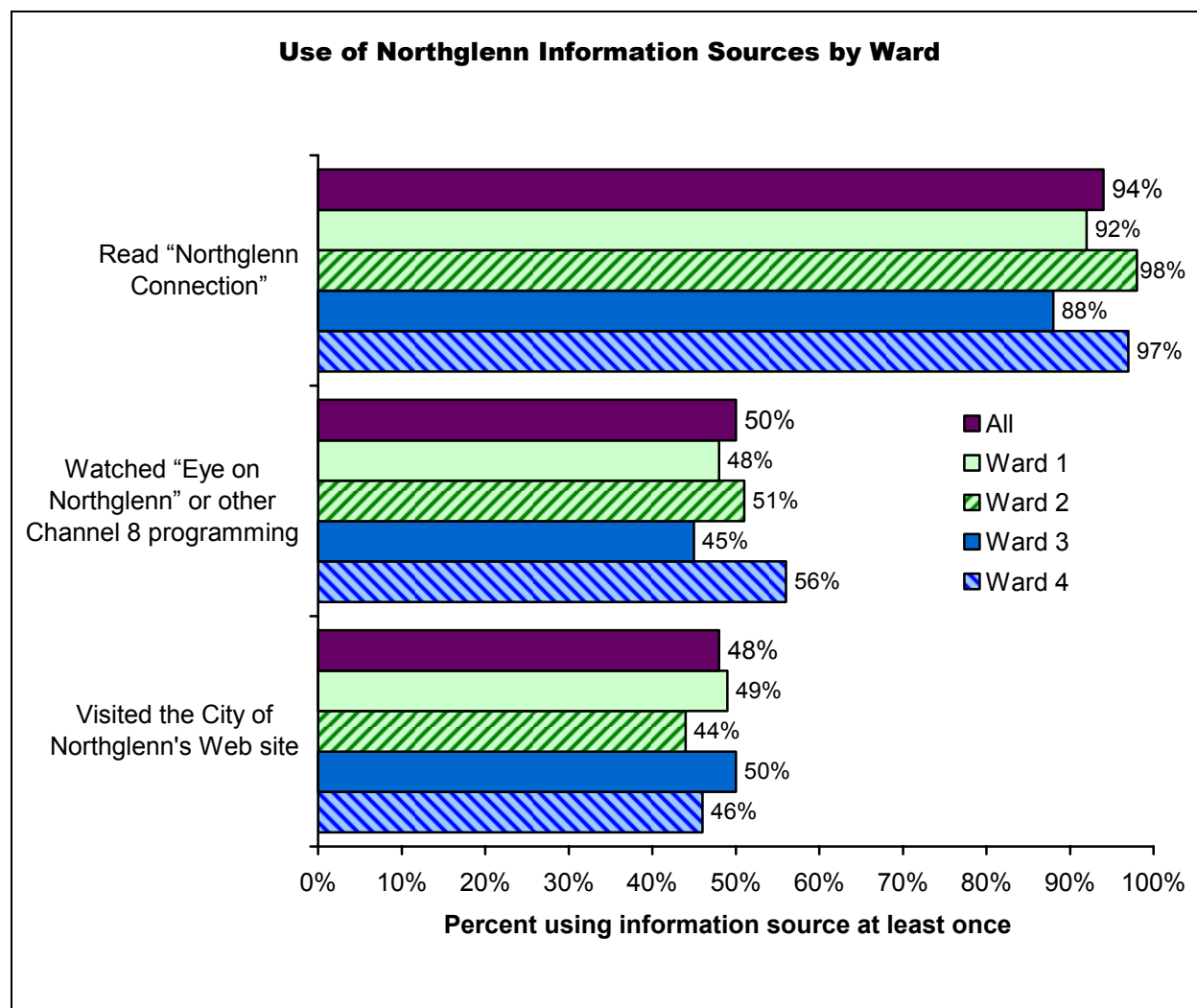
*May add to more than 100%, as respondent could choose more than one item.
 Statistical significance not tested.

Use of Northglenn Information Sources

Almost all Northglenn residents had read *Northglenn Connection* at least once, but only about half had watched Channel 8 programming or visited the Northglenn City Web site.

Number of Times Used City of Northglenn Information Sources							
In the last 12 months, about how many times, if ever, have you done the following?:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total	Average number of times*
Read the monthly newsletter "Northglenn Connection"	6%	18%	58%	11%	7%	100%	10
Watched "Eye on Northglenn" or other Channel 8 programming	50%	24%	18%	5%	3%	100%	4
Visited the City of Northglenn's Web site (www.northglenn.org)	52%	20%	21%	5%	2%	100%	3

*Average of midpoints where Never=0, Once or twice=1.5, 3 to 12 times=7.5, 13 to 26 times=19.5 and more than 26 times=39



Most Northglenn residents (75%) preferred to get information about Northglenn through the *Northglenn Connection*. The next most popular sources were water bill inserts (46%), *The Recreation Guide* (45%) and special mailings from the City (43%).

Preferred Sources for Getting Information about the City of Northglenn by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
<i>Northglenn Connection</i> (City's monthly newsletter)	75%	80%	78%	68%	75%
Water bill inserts	46%	53%	42%	35%	54%
<i>The Recreation Guide</i> (sent by the Northglenn Recreation Center)	45%	45%	43%	47%	44%
Special mailings from the City	43%	48%	44%	39%	40%
Northglenn's Web site	32%	36%	26%	38%	30%
The Northglenn-Thornton Sentinel	28%	32%	29%	17%	34%
Neighborly News	27%	29%	30%	24%	27%
Northglenn Channel 8	26%	27%	18%	28%	29%
Word of mouth, neighbors	24%	25%	20%	21%	29%
The Rocky Mountain News	23%	18%	23%	28%	25%
Your Hub	21%	19%	21%	13%	29%
Postcards from the City	19%	21%	16%	18%	19%
The Denver Post	16%	10%	15%	22%	17%

*May add to more than 100%, as respondents could choose more than one item.
Statistical significance not tested.

Residents liked to get information about Northglenn through the *Northglenn Connection* newsletter, and the parts of the newsletter most found valuable were information about upcoming community events, updates on City issues and information about their neighborhood. Fewest residents felt the human interest stories were valuable.

What Is Most Valuable about the <i>Northglenn Connection</i> Newsletter*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Information about upcoming community events	66%	65%	67%	63%	70%
Updates on City issues	66%	61%	67%	62%	74%
Information about your neighborhood	65%	64%	66%	61%	69%
Details of City government projects	57%	57%	56%	54%	61%
Actions of the Mayor and Council	48%	45%	51%	45%	52%
Human interest stories	28%	28%	29%	26%	29%
None of it	7%	8%	6%	10%	3%
Other	5%	5%	3%	11%	3%

*May add to more than 100%, as respondents could choose more than one item.
Statistical significance not tested.

Level of Information about Government Functions and Activities

Residents were asked whether they thought they received enough, too much or too little information about a list of Northglenn government functions and activities. Very few thought they were getting too much information about any of the government functions and activities.

Seventy to eighty percent of respondents felt they had about the right amount of information in regards to the Northglenn Recreation Center, recreation and park activities, special events and cultural events.

Fifty to sixty percent thought they had they had about the right amount of information when it came to volunteer opportunities, Mayor and Council actions, activities in their neighborhood, Boards and Commissions, other topics named by the respondent and the City's budget information.

Fewer than half of respondents felt they had about the right amount of information regarding housing, planning for land development, construction projects, Transit Oriented Development, FasTracks, and economic development/redevelopment.

Appropriateness of Amount of Information about Northglenn Government Functions or Activities				
	Too much	About right	Too little	Total
Northglenn Recreation Center	2%	78%	20%	100%
Recreation and park activities	2%	77%	21%	100%
Special events	2%	69%	29%	100%
Cultural events	3%	67%	29%	100%
Volunteer opportunities	2%	60%	38%	100%
Mayor and Council actions	2%	59%	39%	100%
Activities in my neighborhood	1%	56%	43%	100%
Boards and Commissions	2%	56%	42%	100%
City's budget information	3%	50%	47%	100%
Housing	2%	46%	52%	100%
Planning for land development	3%	45%	53%	100%
Construction projects	1%	45%	54%	100%
Transit Oriented Development	2%	45%	53%	100%
FasTracks	2%	45%	52%	100%
Economic development/redevelopment	2%	44%	54%	100%
Other*	3%	56%	40%	100%

*Verbatim responses are in Appendix C

Overall, residents of Wards 1 and 2 were slightly more likely to feel they received about the right amount of information than those in Wards 3 and 4.

Percent who Received “About the Right” of Information about Northglenn Government Functions or Activities by Ward					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Northglenn Recreation Center	78%	76%	77%	80%	79%
Recreation and park activities	77%	77%	76%	81%	74%
Special events	69%	69%	76%	66%	66%
Cultural events	67%	69%	67%	62%	72%
Volunteer opportunities	60%	59%	67%	56%	61%
Mayor and Council actions	59%	64%	58%	51%	62%
Activities in my neighborhood	56%	57%	54%	58%	53%
Boards and Commissions	56%	57%	52%	52%	62%
City's budget information	50%	48%	53%	45%	53%
Housing	46%	46%	49%	42%	46%
Planning for land development	45%	49%	46%	47%	37%
Construction projects	45%	44%	52%	43%	41%
Transit Oriented Development	45%	48%	45%	45%	43%
FasTracks	45%	46%	40%	43%	50%
Economic development/redevelopment	44%	44%	50%	42%	39%
Other	56%	61%	60%	67%	38%

Importance of Government Functions and Activities

Residents were also asked how important each of these same Northglenn government functions and activities were to them and their household. For most items in the list about 50 to 60% of residents thought they were essential or very important. A few more felt economic development/redevelopment was essential or very important and a few less thought Boards and Commissions, volunteer opportunities and cultural events were essential or very important.

The only item that was significantly different between wards was the importance of the Northglenn Recreation Center, which was rated higher in importance by Ward 1 and lower in importance by Ward 3.

Importance of Northglenn Government Functions or Activities						
	Essential	Very important	Somewhat important	Not at all important	Total	Average rating (0=not at all important, 100=essential)
Economic development/redevelopment	17%	50%	30%	3%	100%	60
Mayor and Council actions	16%	46%	36%	3%	100%	59
Planning for land development	16%	46%	34%	4%	100%	58
Construction projects	14%	49%	33%	3%	100%	58
City's budget information	16%	46%	35%	3%	100%	58
Other	21%	39%	33%	7%	100%	58
Housing	16%	42%	37%	5%	100%	57
Recreation and park activities	12%	45%	40%	2%	100%	56
Activities in my neighborhood	13%	45%	40%	3%	100%	56
Special events	10%	47%	41%	2%	100%	55
Northglenn Recreation Center	12%	45%	39%	4%	100%	55
Transit Oriented Development	14%	43%	38%	5%	100%	55
FasTracks*	16%	43%	31%	9%	100%	55
Boards and Commissions	9%	38%	48%	5%	100%	50
Volunteer opportunities	7%	37%	46%	9%	100%	48
Cultural events	8%	36%	46%	10%	100%	47

*More than 20% of respondents chose "Don't know"

Average Rating of Importance of Northglenn Recreation Center by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Northglenn Recreation Center	55	58	56	50	54

*Where 0=not at all important and 100=essential

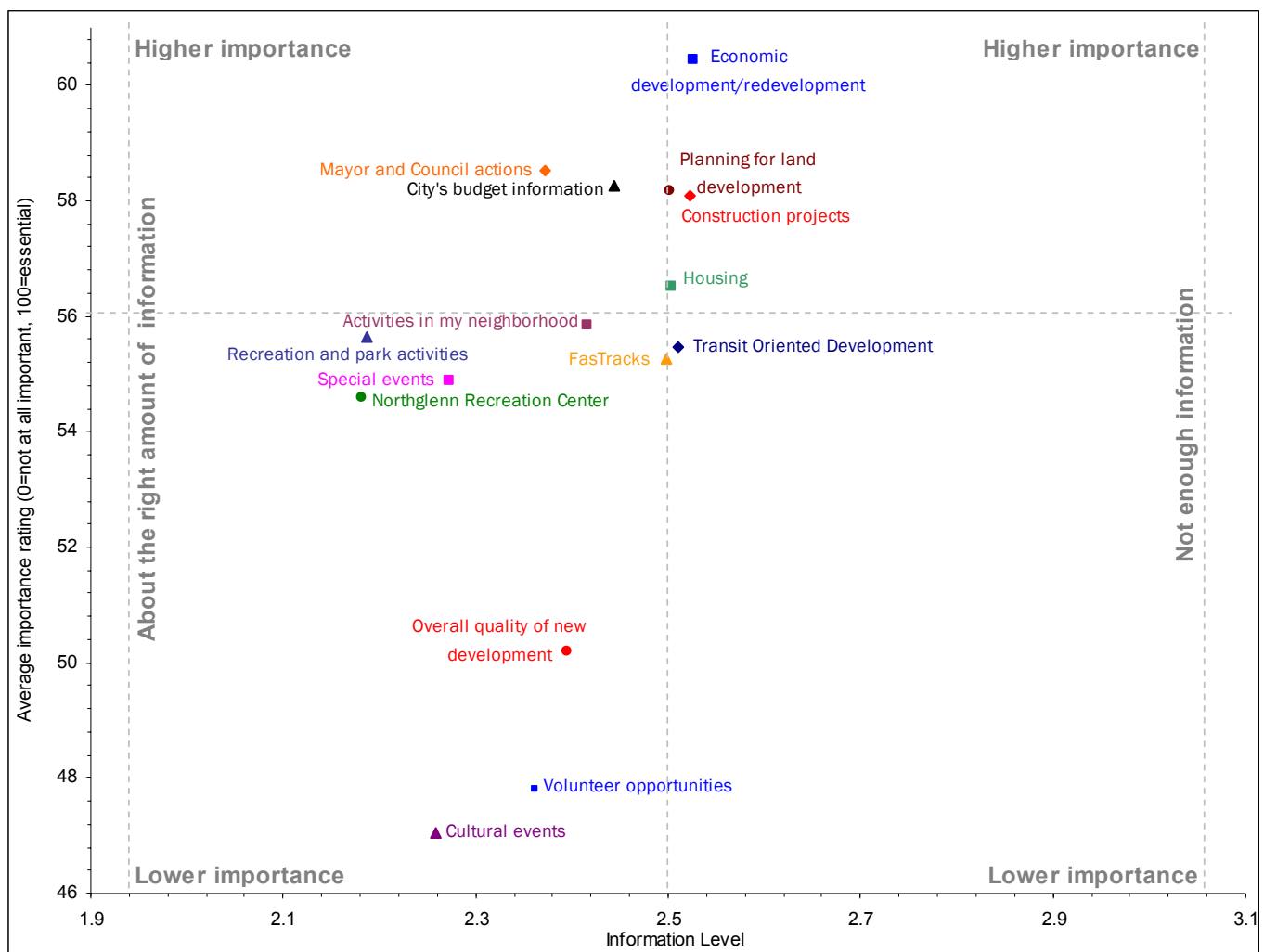
Cells shaded in grey indicate statistically significant differences

Balancing Information Level and Importance of Government Functions and Activities

The graph below is divided by three vertical lines and one horizontal line. The horizontal line represents the median importance level for government functions and activities. Above this line are the functions and activities of higher importance and below the line are those of lower importance.

The first vertical line represents an “about the right amount” of information rating (2), and the third vertical line represents a rating of “too little information” (3). The line in the middle shows the midpoint between “about the right amount” and “too little information.” Those items on the left of the middle line are rated closer to “about the right amount” than “too little information.” And those items on the right of the middle line are rated closer to “too little information” than “about the right amount information.” “Too much information” (1) is not shown in this graph, as too few people chose this rating and the average information level ratings were all above 2.

The functions/activities that were of higher importance and rated as closer to “too little information” than “about the right amount information” were economic development/redevelopment, planning for land development and construction projects and housing.



Public Trust

Most Northglenn residents felt that they received good value for their taxes and were pleased with the direction that the City was heading. These ratings were not statistically significantly different by ward.

Public Trust						
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total	Average rating (0= Strongly disagree, 100= Strongly agree)
I receive good value for the City taxes I pay	8%	62%	21%	8%	100%	57
I am pleased with the overall direction that the City of Northglenn is heading	17%	50%	20%	13%	100%	57

Perceptions of Safety in Northglenn

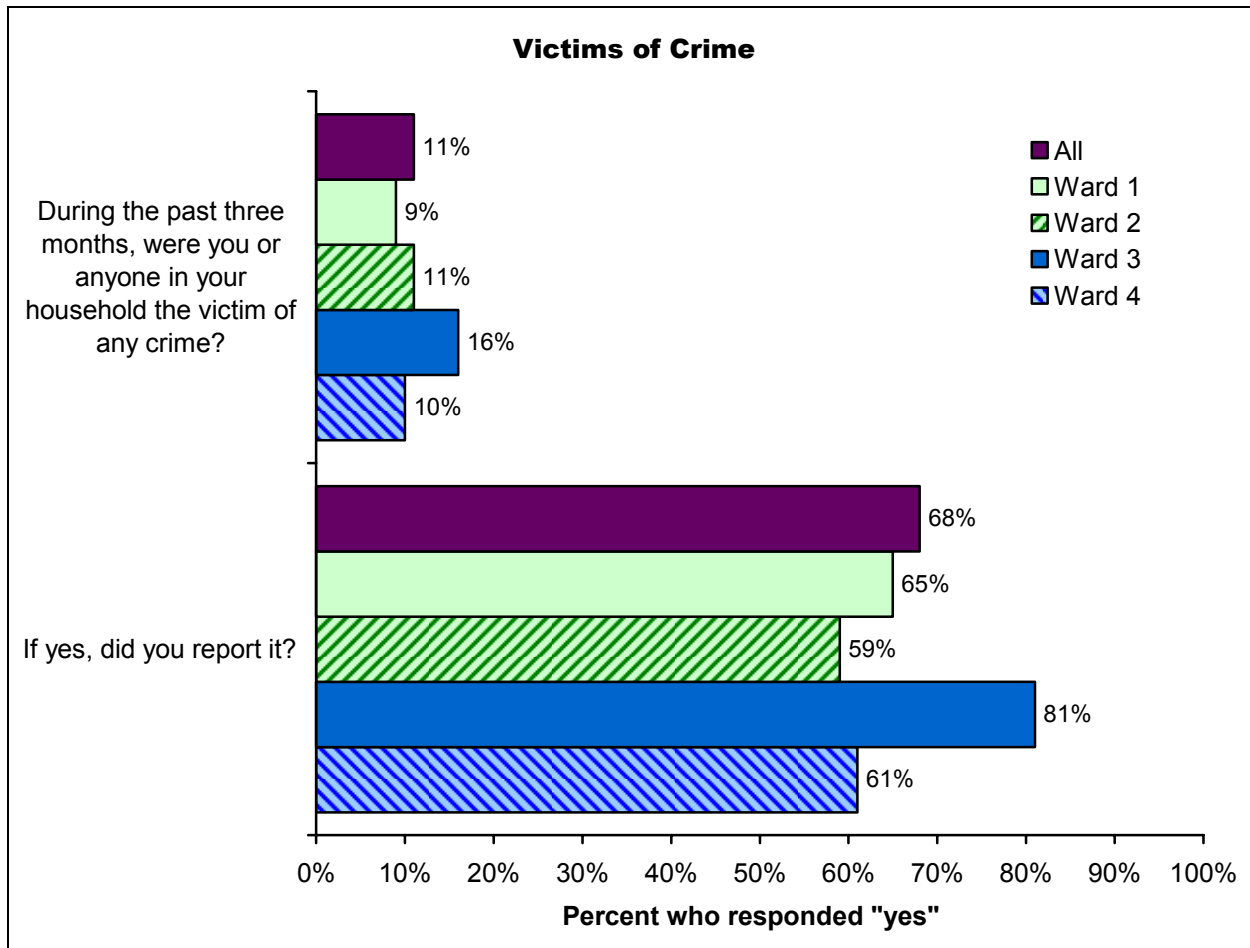
Northglenn residents were asked how safe they felt in their City and neighborhood, and whether they had been a victim of crime in the previous three months.

Safety

Northglenn residents felt safest walking alone during the day. About 40% of residents felt somewhat or very unsafe walking alone at night in their neighborhood or in business districts, and 26% felt somewhat or very unsafe crossing streets in Northglenn. These safety ratings were not statistically significantly different by ward.

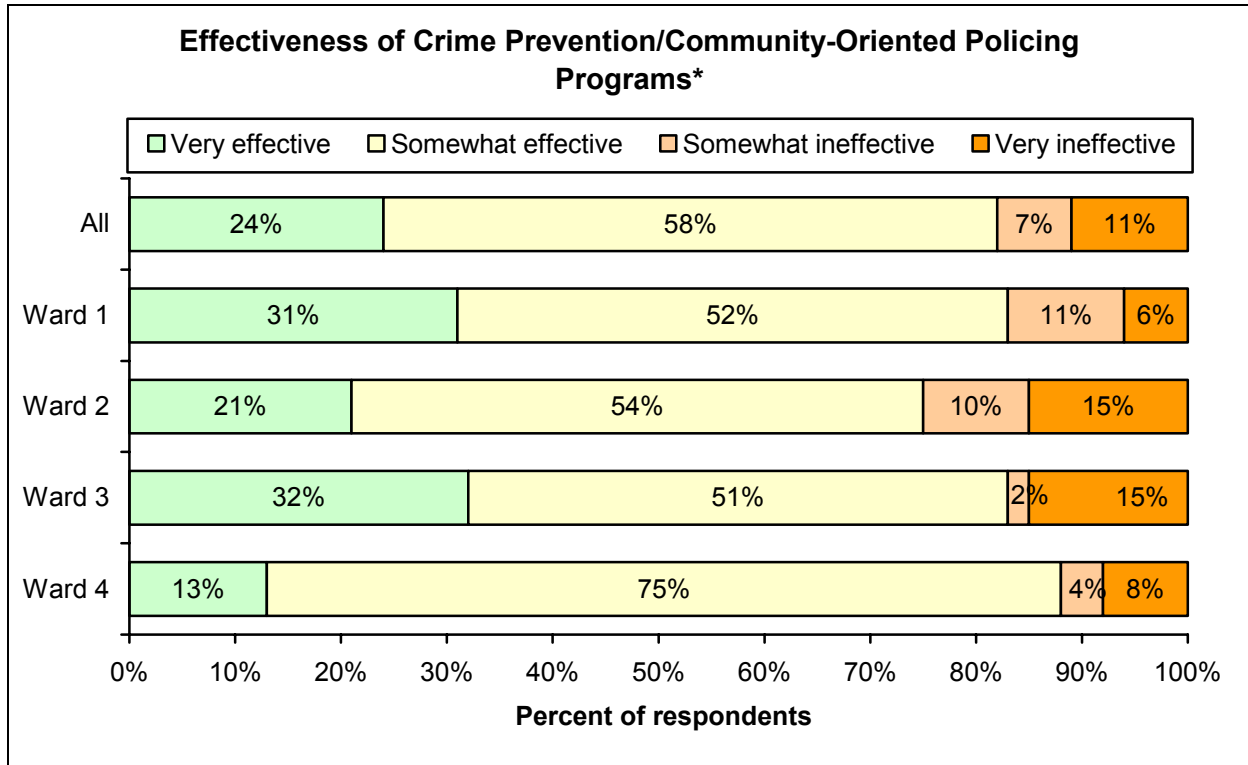
Safety in Northglenn						
	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total	Average rating (0= Strongly disagree, 100= Strongly agree)
Walking alone in your neighborhood during the day	57%	36%	5%	1%	100%	83
Walking alone in business areas during the day	55%	40%	4%	1%	100%	83
Crossing streets in Northglenn	22%	52%	20%	6%	100%	64
Walking alone in your neighborhood after dark	16%	44%	30%	11%	100%	55
Walking alone in business areas after dark	14%	47%	30%	9%	100%	55

Eleven percent of Northglenn residents reported that they or someone in their household was a victim of crime in the three months prior to the survey. Of these victims, only 68% reported the crime to the police. Residents of Ward 3 were most likely to be a victim of crime.



Policing

When asked how effective or ineffective the City of Northglenn’s crime prevention program and community-oriented policing programs were, most residents thought they were very or somewhat effective. Residents in Wards 3 were most likely to think these programs were very effective and were also most likely to think these programs were very ineffective.



Potential Problems in Northglenn

Neglected yards, traffic and overgrown grass/weeds were identified by residents as the biggest problems in Northglenn. About a fifth of residents felt these were major problems and only about a quarter did not think they were a problem at all.

Potential Problems in Neighborhood						
	Not a problem	Minor problem	Moderate problem	Major problem	Total	Average rating (0=major problem, 100=not a problem)
Trucks with over one ton loading capacity	62%	23%	9%	5%	100%	81
Oversized vehicles/trailers parked on street	51%	28%	14%	7%	100%	74
Illegal vehicles parked on private property	39%	27%	18%	15%	100%	64
Graffiti	34%	35%	20%	11%	100%	64
Trash and litter	31%	35%	22%	12%	100%	62
Crime	23%	42%	28%	7%	100%	61
Run down houses, apartments or buildings	35%	28%	21%	17%	100%	60
Overgrown grass/weeds	28%	28%	23%	21%	100%	55
Traffic	25%	32%	23%	20%	100%	54
Neglected yards	24%	29%	23%	24%	100%	51

Most of these average ratings on the 100-point scale varied by ward, with residents of Ward 3 generally having less of a problem with these issues and residents of Ward 2 having the biggest problem.

Average Rating of Potential Problems in Neighborhood by Ward*					
	All	Ward 1	Ward 2	Ward 3	Ward 4
Trucks with over one ton loading capacity	81	78	80	87	79
Oversized vehicles/trailers parked on street	74	71	73	78	75
Illegal vehicles parked on private property	64	64	53	71	65
Graffiti	64	67	59	66	64
Trash and litter	62	61	57	68	61
Crime	61	60	58	63	61
Run down houses, apartments or buildings	60	58	51	69	64
Overgrown grass/weeds	55	49	46	68	57
Traffic	54	52	51	62	53
Neglected yards	51	45	41	67	52

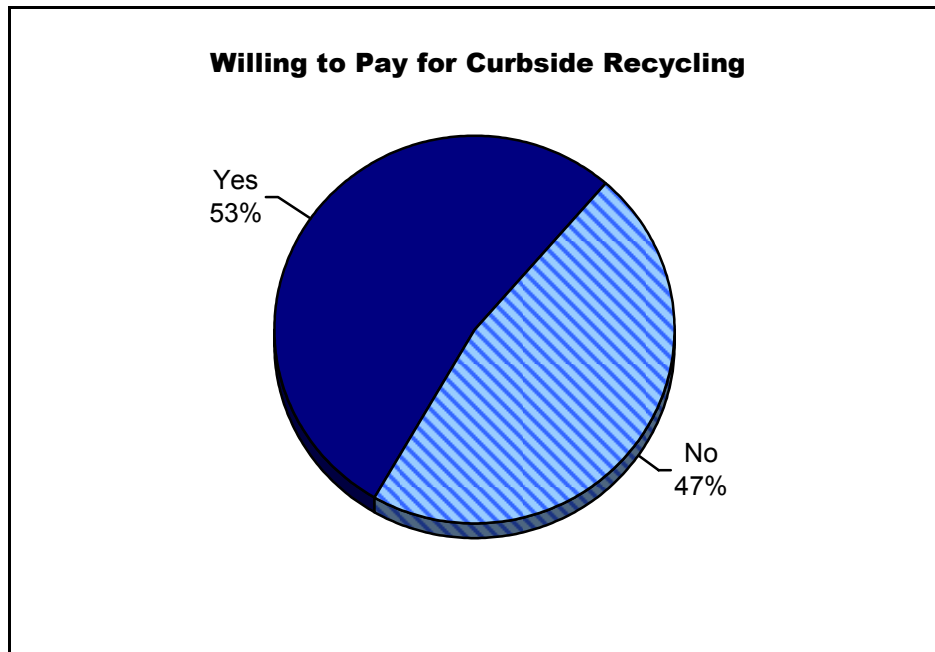
*Where 0=not a problem and 100=major problem
Cells shaded in grey indicate statistically significant differences

Policy Questions

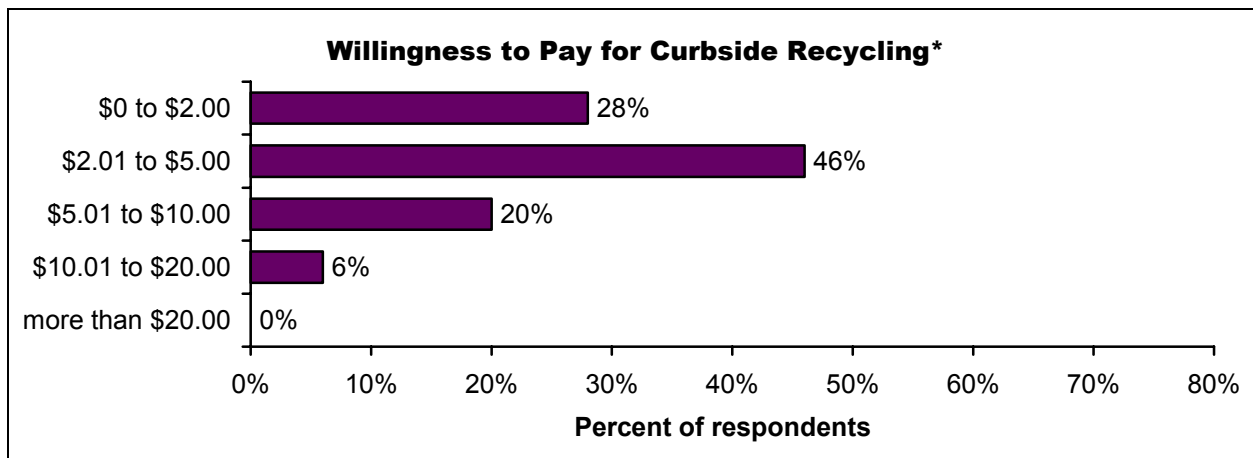
Residents of Northglenn were asked several policy questions to help guide future City discussions.

Recycling

Curbside recycling received support from 44% of Northglenn residents, 40% would not support it and 16% did not know if they would. Excluding those who “don’t know,” 53% of Northglenn residents are willing to pay for curbside recycling.



Of those who supported curbside recycling, most were willing to pay \$2.01 to \$5.00 per month for the service.



*of those who indicated they were willing to pay.

Promotion of Economic Development

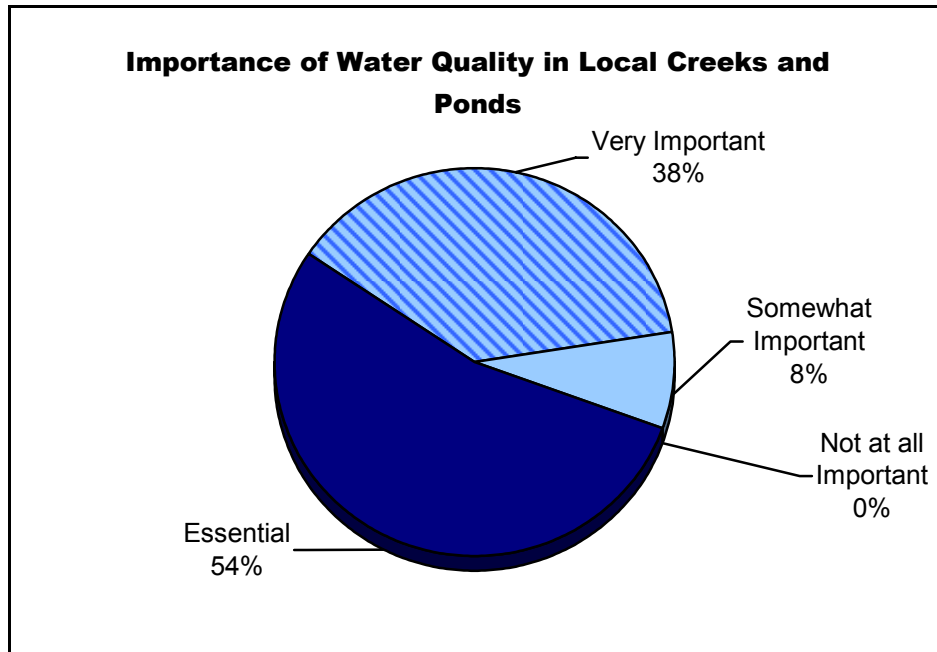
Overall, Northglenn residents were satisfied with the City's efforts to promote economic development. Those in Ward 2 were the most satisfied and those in Ward 4 were the least satisfied.

Satisfaction with Northglenn's Efforts to Promote Economic Development						
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Total	Average rating (0=very unsatisfied, 100=very satisfied)
All	13%	55%	24%	8%	100%	58
Ward 1	9%	58%	26%	7%	100%	56
Ward 2	21%	54%	18%	8%	100%	63
Ward 3	15%	59%	23%	4%	100%	61
Ward 4	7%	51%	29%	13%	100%	51

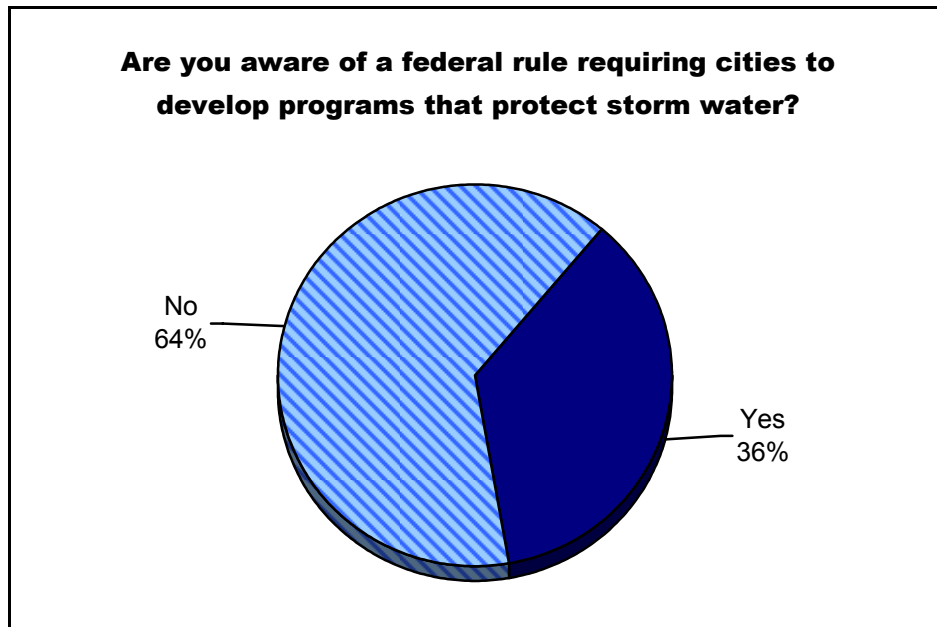
Cells shaded in grey indicate statistically significant differences

Water Issues

Water quality in local streams and ponds was very important to Northglenn residents, no one considered it unimportant, and the majority considered it essential.



Most residents were not aware of the federal rule requiring cities to develop programs that protect storm water.



Appendix A: Respondent Demographics

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

Respondent's Ward		
Ward number	Number	Percent of Respondents
1	225	27%
2	204	25%
3	152	19%
4	239	29%
All	820	100%

Respondent's Number of Years in Northglenn		
About how many years have you lived in Northglenn?	Number	Percent of Respondents
1 year or less	62	8%
2-3 years	70	9%
4-6 years	89	11%
7-9 years	62	8%
10-14 years	84	10%
15-19 years	53	7%
20-29 years	102	13%
30 or more years	283	35%
All	805	100%
Average number of years		20.2

Respondent's Tenure		
Do you rent or own your home?	Number	Percent of Respondents
Rent	127	16%
Own	689	84%
All	816	100%

Respondent's Income		
About how much was your household's total income before taxes for all of 2005? (Please include in your total income money from all sources for all persons living in your household.)	Number	Percent of Respondents
Less than \$15,000	53	7%
\$15,000 to \$34,999	157	21%
\$35,000 to \$49,999	139	19%
\$50,000 to \$74,999	232	31%
\$75,000 to \$99,999	90	12%
\$100,000 or more	79	11%
All	750	100%

Respondent's EthniCity		
Are you Spanish, Hispanic or Latino?	Number	Percent of Respondents
Yes	88	11%
No	703	89%
All	791	100%

Respondent's Race		
What is your race? (Check one or more races to indicate what race you consider yourself to be.)	Number	Percent of Respondents*
American Indian or Alaskan Native	18	2%
Asian or Pacific Islander	13	2%
Black, African American	9	1%
White/Caucasian	714	91%
Other	61	8%

**May add to more than 100%, as respondent may be of more than one race.*

Respondent's Education Level		
What is the highest degree or level of school you have completed? (Check one box.)	Number	Percent of Respondents
12th grade or less, no diploma	29	4%
High school diploma	188	23%
Some college, no degree	257	32%
Associate's degree (e.g., AA, AS)	90	11%
Bachelor's degree (e.g., BA, AB, BS)	165	20%
Graduate degree or professional degree	79	10%
All	808	100%

Respondent's Age		
In which category is your age? (Check one box.)	Number	Percent of Respondents
18-24 years	22	3%
25-34 years	100	12%
35-44 years	134	16%
45-54 years	183	23%
55-64 years	143	18%
65-74 years	149	18%
75-85 years	68	8%
85 years or older	14	2%
All	813	100%

Respondent's Household Size		
How many people are in your household?	Number	Percent of Respondents
1	171	22%
2	321	40%
3	143	18%
4	101	13%
5	38	5%
6	12	2%
7	3	0%
8	3	0%
All	792	100%
Average number of people in household		2.5

Number of People in Household: Under 18 Years Old		
How many people in your household are under 18 years old (including yourself)?	Number	Percent of Respondents
0	555	70%
1	111	14%
2	89	11%
3	26	3%
4	9	1%
5	1	0%
6	2	0%
All	793	100%
Average number of people under 18 years old		.5

Number of People in Household: 18 to 64 Years Old		
How many people in your household are 18 to 64 years old (including yourself)?	Number	Percent of Respondents
0	167	21%
1	184	23%
2	347	44%
3	75	9%
4	18	2%
5	2	0%
All	793	100%
Average number of people 18 to 64 years old		1.5

Number of People in Household: 65 Years or Older		
How many people in your household are 65 years or older (including yourself)?	Number	Percent of Respondents
0	551	69%
1	137	17%
2	104	13%
3	1	0%
All	793	100%
Average number of people 65 years or older		.4

Respondent's Gender		
What is your gender?	Number	Percent of Respondents
Female	498	61%
Male	314	39%
All	812	100%

Appendix B: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey.

Question 1

Please rate the quality of life in Northglenn. How would you rate:	Excellent	Good	Fair	Poor	Don't know	Total
The overall quality of life in Northglenn	10%	64%	23%	2%	0%	100%
The overall quality of your neighborhood	9%	54%	29%	8%	1%	100%
Northglenn as a place to raise children	11%	47%	22%	9%	11%	100%
Northglenn as a place to retire	8%	35%	25%	17%	15%	100%

Question 2: Quality

Please rate each of the following characteristics of Northglenn.	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	5%	43%	36%	10%	6%	100%
Feeling welcome in Northglenn	9%	40%	38%	11%	2%	100%
Overall appearance of Northglenn	6%	43%	37%	14%	1%	100%
Opportunity to attend cultural or art events	10%	37%	29%	11%	13%	100%
Shopping opportunities	17%	42%	30%	11%	0%	100%
Openness and acceptance of the community towards people of diverse backgrounds	10%	43%	26%	6%	16%	100%
Access to buildings and services for individuals with disabilities	9%	34%	15%	3%	40%	100%
Senior friendly	10%	34%	21%	4%	31%	100%
Access to affordable quality housing	7%	35%	30%	15%	13%	100%
Bicycle-friendly community	12%	44%	25%	8%	11%	100%
Walking-friendly community	15%	50%	25%	7%	3%	100%
Transit-friendly community	8%	36%	27%	12%	18%	100%
Residential development	5%	33%	35%	14%	13%	100%
Commercial development	5%	32%	33%	20%	10%	100%
Drinking water	13%	43%	29%	15%	1%	100%

Question 2: Importance

Please indicate how important each of the following characteristics of Northglenn is to you and other members of your household.						Total
	Essential	Very important	Somewhat important	Not at all important	Don't know	
Sense of community	17%	46%	32%	4%	3%	100%
Feeling welcome in Northglenn	16%	46%	33%	3%	1%	100%
Overall appearance of Northglenn	30%	54%	15%	1%	1%	100%
Opportunity to attend cultural or art events	9%	33%	42%	11%	5%	100%
Shopping opportunities	21%	46%	31%	2%	1%	100%
Openness and acceptance of the community towards people of diverse backgrounds	25%	36%	26%	9%	4%	100%
Access to buildings and services for individuals with disabilities	31%	32%	19%	5%	14%	100%
Senior friendly	24%	37%	23%	4%	11%	100%
Access to affordable quality housing	30%	39%	19%	6%	6%	100%
Bicycle-friendly community	18%	38%	31%	9%	4%	100%
Walking-friendly community	26%	49%	21%	3%	2%	100%
Transit-friendly community	24%	38%	23%	7%	8%	100%
Residential development	18%	35%	33%	7%	7%	100%
Commercial development	18%	40%	30%	6%	6%	100%
Drinking water	62%	33%	3%	0%	1%	100%

Question 3						
How safe or unsafe do you feel in each of these situations?	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know	Total
Crossing streets in Northglenn	22%	51%	19%	6%	3%	100%
Walking alone in your neighborhood during the day	56%	36%	5%	1%	2%	100%
Walking alone in your neighborhood after dark	15%	41%	28%	10%	6%	100%
Walking alone in business areas during the day	54%	39%	4%	1%	3%	100%
Walking alone in business areas after dark	13%	43%	27%	9%	8%	100%

Question 4						
Please rate how much of a problem, if at all, each of the following is in your neighborhood:	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Traffic	25%	31%	23%	19%	1%	100%
Crime	21%	38%	25%	6%	9%	100%
Neglected yards	23%	28%	22%	23%	4%	100%
Overgrown grass/weeds	28%	28%	22%	20%	2%	100%
Illegal vehicles parked on private property	35%	24%	16%	14%	12%	100%
Graffiti	33%	33%	19%	11%	5%	100%
Run down houses, apartments or buildings	33%	27%	20%	16%	4%	100%
Trash and litter	31%	35%	21%	12%	1%	100%
Oversized vehicles/trailers parked on street	49%	27%	13%	7%	4%	100%
Trucks with over one ton loading capacity	55%	20%	8%	4%	12%	100%

Question 5						
	Very effective	Somewhat effective	Very ineffective	Somewhat ineffective	Don't know	Total
How effective or ineffective do you think the City of Northglenn's crime prevention program and community-oriented policing programs are in deterring crime?	19%	45%	5%	8%	23%	100%

Question 6				
	Yes	No	Don't know	Total
During the past three months, were you or anyone in your household the victim of any crime?	11%	87%	2%	100%

Question 6a				
	Yes	No	Don't know	Total
If yes, did you report it?	68%	32%	1%	100%

Question 7: Quality

Please rate the quality of each of the following City of Northglenn government services.	Excellent	Good	Fair	Poor	Don't know	Total
Trash collection	54%	35%	7%	1%	3%	100%
Special pick-ups (appliances, furniture)	31%	29%	8%	4%	27%	100%
Recycling services	10%	21%	16%	27%	26%	100%
Cost of trash collection	11%	40%	27%	5%	16%	100%
Street repair and maintenance	9%	38%	33%	17%	3%	100%
Snow and ice removal	9%	37%	29%	17%	9%	100%
Street sweeping	6%	38%	32%	13%	11%	100%
Street lighting	13%	47%	27%	11%	2%	100%
Residential property maintenance (conducted by Code Enforcement)	11%	31%	29%	18%	11%	100%
Commercial property maintenance (conducted by Code Enforcement)	8%	32%	28%	9%	22%	100%
Variety of recreational programs offered (classes with staff instruction)	14%	34%	22%	6%	25%	100%
Athletic fields (such as baseball/softball and soccer)	14%	38%	18%	6%	24%	100%
Park playgrounds	20%	46%	17%	4%	12%	100%
Range of activities available in parks and recreation centers and facilities	14%	38%	22%	7%	19%	100%
Accessibility of parks and recreation centers and facilities	20%	45%	20%	3%	12%	100%
Safety of parks and recreation centers and facilities	15%	44%	20%	3%	18%	100%
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	25%	39%	17%	4%	15%	100%
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	23%	51%	17%	3%	7%	100%
Enforcement of traffic laws	18%	45%	20%	11%	7%	100%
Water and sewer services	19%	51%	16%	7%	7%	100%
Utility billing (water, sewer and trash collection)	16%	48%	21%	7%	8%	100%
Northglenn Senior Center programs and services	10%	20%	10%	2%	58%	100%
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)	8%	25%	16%	4%	48%	100%

Question 7: Importance

Please indicate how important each City of Northglenn government service is to you and other members of your household.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Trash collection	56%	36%	7%	0%	1%	100%
Special pick-ups (appliances, furniture)	27%	37%	22%	3%	11%	100%
Recycling services	25%	40%	23%	3%	9%	100%
Cost of trash collection	23%	46%	24%	1%	6%	100%
Street repair and maintenance	34%	50%	14%	1%	2%	100%
Snow and ice removal	44%	41%	12%	0%	3%	100%
Street sweeping	18%	41%	32%	5%	4%	100%
Street lighting	41%	46%	11%	1%	1%	100%
Residential property maintenance (conducted by Code Enforcement)	27%	43%	21%	4%	5%	100%
Commercial property maintenance (conducted by Code Enforcement)	24%	41%	21%	2%	12%	100%
Variety of recreational programs offered (classes with staff instruction)	15%	36%	31%	5%	13%	100%
Athletic fields (such as baseball/softball and soccer)	17%	39%	28%	4%	12%	100%
Park playgrounds	25%	43%	22%	2%	7%	100%
Range of activities available in parks and recreation centers and facilities	19%	39%	29%	4%	10%	100%
Accessibility of parks and recreation centers and facilities	22%	46%	23%	3%	6%	100%
Safety of parks and recreation centers and facilities	39%	40%	13%	1%	7%	100%
City sponsored special events (such as outdoor concerts, 4th of July, etc.)	17%	38%	34%	4%	7%	100%
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.)	19%	46%	30%	2%	3%	100%
Enforcement of traffic laws	39%	45%	12%	1%	3%	100%
Water and sewer services	49%	40%	7%	0%	4%	100%
Utility billing (water, sewer and trash collection)	29%	53%	14%	1%	3%	100%
Northglenn Senior Center programs and services	15%	29%	19%	5%	32%	100%
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)	18%	31%	21%	6%	25%	100%

Question 8

	Yes	No	Don't know	Total
If all recyclables could be placed in one container at the curb, would you be willing to pay for curbside recycling?	44%	40%	16%	100%

Question 8a

	\$0 to \$2.00	\$2.01 to \$5.00	\$5.01 to \$10.00	\$10.01 to \$20.00	More than \$20.00	Total
If yes, how much would you be willing to pay per month?	28%	46%	20%	6%	0%	100%

Question 9: Quality

Please rate the condition of each of the following within Northglenn.	Excellent	Good	Fair	Poor	Don't know	Total
Streets	9%	53%	29%	8%	1%	100%
City-owned parks	20%	58%	15%	2%	4%	100%
Bike paths and walking trails	17%	49%	19%	5%	10%	100%
Medians and center islands on roadways	11%	46%	28%	11%	4%	100%
City-owned trees	10%	53%	18%	7%	12%	100%
Sidewalks and public easements	8%	50%	30%	9%	4%	100%
City signs	11%	57%	22%	6%	4%	100%

Question 9: Importance

Please indicate how important the condition of each of the following it is to you and other members of your household.	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
Streets	33%	57%	9%	0%	0%	100%
City-owned parks	27%	53%	17%	2%	2%	100%
Bike paths and walking trails	25%	50%	18%	2%	5%	100%
Medians and center islands on roadways	14%	43%	37%	4%	3%	100%
City-owned trees	16%	50%	28%	1%	5%	100%
Sidewalks and public easements	22%	56%	19%	0%	2%	100%
City signs	21%	46%	29%	2%	2%	100%

Question 10						
To what extent you agree or disagree with each of the following statements.	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive a good value for the City taxes I pay	7%	56%	19%	8%	10%	100%
I am pleased with the overall direction that the City of Northglenn is heading	16%	46%	18%	12%	9%	100%

Question 11				
	Yes	No	Don't know	Total
Have you had phone or in-person contact with a City of Northglenn employee within the last 12 months (including customer service, receptionist, inspectors, police, planners, administrators or any others)?	61%	37%	2%	100%

Question 12						
What was your impression of City government employees in your most recent contact?	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	28%	47%	14%	8%	2%	100%
Courtesy	39%	40%	14%	6%	1%	100%
Responsiveness	32%	38%	14%	15%	2%	100%
Follow-up (took action if needed)	24%	28%	12%	18%	17%	100%
Overall customer service	30%	40%	17%	11%	2%	100%

Question 13				
	Yes	No	Don't know	Total
In the past 12 months have you or a family member volunteered with the City?	7%	91%	1%	100%

Question 13a						
	Excellent	Good	Fair	Poor	Don't know	Total
13a. If yes, please rate your volunteer experience.	16%	58%	23%	2%	1%	100%

Question 14				
	Yes	No	Don't know	Total
Have you applied for a building permit from the City of Northglenn in the last 12 months?	7%	93%	0%	100%

Question 15						
In the last 12 months how many times have you, a family member, or household member done the following things:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used a Northglenn park	11%	20%	35%	15%	18%	100%
Used the Northglenn Recreation Center	53%	21%	17%	4%	4%	100%
Participated in a Northglenn recreation program	74%	13%	8%	2%	2%	100%
Attended an event at the D.L. Parsons Theatre	85%	12%	3%	0%	0%	100%
Registered for a recreation class using RecXpress (online registration)	94%	3%	2%	0%	1%	100%
Attended a City's special event (4th of July, All About Art, Kids Fishing Derby, Daddy Daughters Ball, Mother Son Campout, etc.)	50%	37%	12%	0%	1%	100%

Question 16						
	None	1 or 2	3 to 5	6 to 9	10 or more	Total
Over the past 12 months, how many opportunities have you had to be a citizen participant and offer your ideas or suggestions on a City project or community issue?	68%	20%	7%	2%	3%	100%

Question 17

	Yes	No	Don't know	Total
Are you a Comcast cable subscriber?	60%	39%	1%	100%

Question 18

Do you have access to a computer? (Please check all that apply)	Percent of residents
A computer at home without Internet access	15%
A computer at work without Internet access	4%
A computer at school without Internet access	0%
A computer at home with Internet access	80%
A computer at work with Internet access	46%
A computer at school with Internet access	11%

**May add to more than 100%, as respondents could choose more than one item.*

Question 19

In the last 12 months, about how many times, if ever, have you done the following?:	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Read the monthly newsletter "Northglenn Connection"	6%	18%	58%	11%	7%	100%
Watched "Eye on Northglenn" or other Channel 8 programming	50%	24%	18%	5%	3%	100%
Visited the City of Northglenn's Web site (www.northglenn.org)	52%	20%	21%	5%	2%	100%

Question 20

What are your preferred sources for getting information about the City of Northglenn? (Check all that apply)	Percent of residents
Northglenn Connection (City's monthly newsletter)	75%
Northglenn Channel 8	26%
Northglenn's Web site	32%
Water bill inserts	46%
The Recreation Guide (sent by the Northglenn Recreation Center)	45%
Special mailings from the City	43%
Postcards from the City	19%
The Northglenn-Thornton Sentinel	28%
Your Hub	21%
Neighborly News	27%
Word of mouth, neighbors	24%
The Denver Post	16%
The Rocky Mountain News	23%

**May add to more than 100%, as respondents could choose more than one item.*

Question 21: Information Level

Please indicate whether you think you receive enough, too much, or too little information about each of the following Northglenn government functions or activities.	Too much	About right	Too little	Don't know	Total
Mayor and Council actions	2%	49%	33%	16%	100%
Special events	2%	64%	27%	7%	100%
Recreation and park activities	2%	71%	19%	7%	100%
Activities in my neighborhood	1%	50%	38%	11%	100%
Cultural events	3%	60%	26%	12%	100%
Planning for land development	2%	38%	45%	14%	100%
Construction projects	1%	39%	47%	13%	100%
Economic development/redevelopment	1%	38%	47%	14%	100%
Northglenn Recreation Center	2%	71%	18%	9%	100%
Transit Oriented Development	2%	36%	43%	19%	100%
Housing	1%	37%	42%	20%	100%
FasTracks	2%	32%	37%	30%	100%
Boards and Commissions	2%	43%	32%	23%	100%
Volunteer opportunities	1%	49%	31%	18%	100%
City's budget information	2%	40%	38%	19%	100%
Other	2%	30%	21%	47%	100%

Question 21: Importance

Please indicate how important each of the following Northglenn government functions or activities is to you and your household.						Total
	Essential	Very important	Somewhat important	Not at all important	Don't know	
Mayor and Council actions	15%	43%	33%	2%	6%	100%
Special events	9%	45%	39%	2%	4%	100%
Recreation and park activities	11%	43%	38%	2%	5%	100%
Activities in my neighborhood	12%	42%	38%	2%	5%	100%
Cultural events	7%	34%	43%	10%	6%	100%
Planning for land development	15%	44%	32%	4%	5%	100%
Construction projects	14%	46%	31%	3%	6%	100%
Economic development/redevelopment	16%	47%	28%	3%	6%	100%
Northglenn Recreation Center	11%	42%	37%	4%	5%	100%
Transit Oriented Development	13%	39%	34%	5%	9%	100%
Housing	15%	39%	33%	4%	9%	100%
FasTracks	13%	35%	25%	7%	20%	100%
Boards and Commissions	8%	33%	42%	5%	12%	100%
Volunteer opportunities	7%	33%	42%	8%	10%	100%
City's budget information	15%	42%	32%	3%	9%	100%
Other	15%	27%	23%	5%	29%	100%

Question 22

What do you find most valuable about the Northglenn Connection newsletter? (Check all that apply)	Percent
Actions of the Mayor and Council	48%
Information about upcoming community events	66%
Details of City government projects	57%
Information about your neighborhood	65%
Human interest stories	28%
Updates on City issues	66%
None of it	7%
Other	5%

**May add to more than 100%, as respondents could choose more than one item.*

Question 23

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	Total
In general how satisfied or dissatisfied are you with Northglenn's efforts to promote economic development within the City?	11%	49%	21%	7%	12%	100%

Question 24

	Essential	Very important	Somewhat important	Not at all important	Don't know	Total
How important is protection of the water quality of our local creeks and ponds?	53%	38%	8%	0%	1%	100%

Question 25

	Yes	No	Total
Are you aware of a federal rule requiring cities to develop programs that protect storm water?	36%	64%	100%

Question 26

Constraints in funding may make it necessary to modify some Northglenn services. Please indicate how important you think it is to maintain the following services at least at current levels.						Total
	Essential	Very important	Somewhat important	Not at all important	Don't know	
Police protection	78%	17%	4%	1%	0%	100%
Sidewalk replacement	20%	42%	34%	3%	0%	100%
Street repair	36%	51%	13%	0%	0%	100%
Street maintenance and cleaning	25%	45%	27%	3%	0%	100%
Housing programs to assist me in improving my current home	17%	28%	32%	19%	4%	100%
Trash collection services	44%	39%	13%	3%	1%	100%
Parks, trails and open space maintenance	32%	40%	21%	5%	2%	100%

Appendix C: Verbatim Responses to Open-ended Survey Questions

All responses in this appendix are transcribed as the respondent wrote them, no edits to spelling or grammar were made.

Question 21 (Other responses): Please indicate whether you think you receive enough, too much, or too little information about each of the following Northglenn government functions or activities, and how important each is to you and your household.

-
- | | |
|---|---|
| ▪ City improvements. | ▪ Just moved here. |
| ▪ City landscaping. | ▪ Light at Leroy drive elementary. |
| ▪ Code enforcement. | ▪ Live in Northglenn, shop in Northglenn. |
| ▪ Code enforcement. | ▪ Mayor's spending. |
| ▪ Code enforcement/police protection in neighborhood. | ▪ Not treating everyone the same. |
| ▪ Cost of living. | ▪ Plans to fight crime or graffiti. |
| ▪ Crime and safety, what to watch for. | ▪ Road work. |
| ▪ Crime info. | ▪ Start allowing speed bumps. |
| ▪ Culture, transportation. | ▪ Street paving. |
| ▪ Curfews for teens. Noise, dogs barking. | ▪ Too much housing destabilizes market and lowers property value. |
| ▪ Education. | ▪ Traffic lights. |
| ▪ Enforcement of restricted parking on street by Northglenn high school. | ▪ Voting on rec center ice arena. |
| ▪ Info not sent out in time, not enough time to plan for activity/function. | ▪ What City council is doing to improve housing values in Northglenn. |
-

Question 22 (Other responses): What do you find most valuable about the Northglenn Connection newsletter?

- Activities
 - All of above.
 - All.
 - All.
 - Anything.
 - Crime.
 - Development, business and City updates.
 - Development.
 - Don't get it.
 - Don't read it.
 - Dump and household
 - Events that can help the low income.
 - Everything.
 - Fast track.
 - Free day for trash or such.
 - Have not seen it.
 - Haven't used it.
 - Improvements.
 - Informing new arrivals of laws in neighborhood.
 - It is always after the fact.
 - Learning which violations will be enforced next.
 - Loved the Andrew Reidel feature article.
 - New business in the City.
 - New business.
 - New businesses.
 - News about Northglenn in general.
 - Really say much and has many errors.
 - Scheduled dates-landfill.
 - Services available when, where, how.
 - Should add more detail.
 - Special trash pickup dates.
 - Sports.
-

Appendix D: Survey Methodology

Sample Selection

Approximately 3,000 households within the City limits of Northglenn were selected to participate in the survey using a stratified, systematic sampling method on addresses within carrier routes. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. Carrier routes are mail carrier delivery zones defined by the USPS.) There are four wards in the City of Northglenn, and 750 households in each ward were mailed a survey. Attached housing units were over-sampled to compensate for detached housing unit residents' tendency to return surveys at a higher rate.

An individual within each household was 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.)

Survey Administration and Response Rate

Households received three mailings each beginning in mid September. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. A week after the prenotification postcard was mailed the first wave of the survey was sent. The second wave was sent one week after the first. The survey mailings contained a letter from the mayor inviting the household to participate in the 2006 Citizen Survey, a questionnaire and self-mailing envelope.

About 6% of the surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,825 eligible households, 820 completed the survey, providing a response rate of 29%. This is a good response rate; typical response rates for a mailed resident survey range from 25% to 40%.

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (820 completed interviews). For each ward from the survey, the margin of error rises to as much as plus or minus 8% for a sample size of 152 (in smallest) to plus or minus 6% for 239 completed surveys (in largest). Where estimates are given for sub groups, they are less precise. Generally the 95% confidence interval is plus or minus five percentage points for samples of about 400 to 10 percentage points for samples as small as 100.

Weighting the Data

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

Northglenn Resident Survey Weighting Table				
Characteristic	Percent in Population			
	Population Norm	Unweighted Data	Weighted Data	
Sex and Age				
18-34 years of age	36%	15%	36%	
35-54 years of age	39%	39%	39%	
55+ years of age	26%	46%	25%	
Female	50%	62%	50%	
Male	50%	38%	50%	
Females 18-34	17%	11%	18%	
Females 35-54	19%	24%	20%	
Females 55+	14%	27%	13%	
Males 18-34	18%	4%	19%	
Males 35-54	20%	15%	19%	
Males 55+	12%	19%	12%	
Race/Ethnicity				
Latino/Hispanic	20%	11%	20%	
Not Latino/Hispanic	80%	89%	80%	
White	86%	88%	81%	
People of Color	14%	12%	19%	
Tenure				
Own home	67%	84%	66%	
Rent home	33%	16%	34%	
Education				
High School or less	46%	27%	22%	
More than High School	54%	73%	78%	
Income				
Less than \$35,000	30%	28%	31%	
\$35,000 to \$99,999	62%	61%	58%	
\$100,000 or more	8%	10%	10%	
Ward				
	1	*	28%	27%
	2	*	25%	23%
	3	*	18%	25%
	4	*	29%	25%

**The proportion of the population in each ward is not known, but these political boundaries are meant to divide the City approximately equally.*

Data Analysis

Completed questionnaires were checked for accuracy by NRC staff. The data were then entered, and the results 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. Crosstabulations by ward are included in the body of the report. Statistically significant differences between the wards are noted in tables with grey shading and charts with asterisks.

Appendix E: Survey Instrument

The following pages contain the survey instrument.

2006 City of Northglenn Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The survey will take approximately 10-15 minutes to complete. The adult's year of birth does not matter. Please select the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate the quality of life in Northglenn. How would you rate:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The overall quality of life in Northglenn	1	2	3	4	5
The overall quality of your neighborhood	1	2	3	4	5
Northglenn as a place to raise children.....	1	2	3	4	5
Northglenn as a place to retire	1	2	3	4	5

2. Please rate each of the following characteristics of Northglenn and then indicate how important each is to you and other members of your household.

	<u>Quality</u>					<u>Importance</u>				
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5	1	2	3	4	5
Feeling welcome in Northglenn.....	1	2	3	4	5	1	2	3	4	5
Overall appearance of Northglenn.....	1	2	3	4	5	1	2	3	4	5
Opportunity to attend cultural or art events...1	2	3	4	5	5	1	2	3	4	5
Shopping opportunities	1	2	3	4	5	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds.....1	2	3	4	5	5	1	2	3	4	5
Access to buildings and services for individuals with disabilities.....1	2	3	4	5	5	1	2	3	4	5
Senior friendly	1	2	3	4	5	1	2	3	4	5
Access to affordable quality housing.....1	2	3	4	5	5	1	2	3	4	5
Bicycle-friendly community.....1	2	3	4	5	5	1	2	3	4	5
Walking-friendly community	1	2	3	4	5	1	2	3	4	5
Transit-friendly community	1	2	3	4	5	1	2	3	4	5
Residential development.....1	2	3	4	5	5	1	2	3	4	5
Commercial development	1	2	3	4	5	1	2	3	4	5
Drinking water	1	2	3	4	5	1	2	3	4	5

3. How safe or unsafe do you feel in each of these situations?

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Crossing streets in Northglenn.....1	2	3	4	5	5
Walking alone in your neighborhood during the day	1	2	3	4	5
Walking alone in your neighborhood after dark.....1	2	3	4	5	5
Walking alone in business areas during the day	1	2	3	4	5
Walking alone in business areas after dark.....1	2	3	4	5	5

4. Please rate how much of a problem, if at all, each of the following is in your neighborhood:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Traffic.....1	2	3	4	5	5
Crime	1	2	3	4	5
Neglected yards	1	2	3	4	5
Overgrown grass/weeds.....1	2	3	4	5	5
Illegal vehicles parked on private property.....1	2	3	4	5	5
Graffiti.....1	2	3	4	5	5
Run down houses, apartments or buildings.....1	2	3	4	5	5
Trash and litter	1	2	3	4	5
Oversized vehicles/trailers parked on street	1	2	3	4	5
Trucks with over one ton loading capacity	1	2	3	4	5

5. How effective or ineffective do you think the City of Northglenn’s crime prevention program and community-oriented policing programs are in deterring crime?

- Very effective Somewhat effective Very ineffective Somewhat ineffective Don't know

6. During the past three months, were you or anyone in your household the victim of any crime?

- Yes No Don't know

⇒ **6a. If yes, did you report it?**

- Yes No Don't know

7. Please rate the quality of each of the following City of Northglenn government services and then indicate how important each service is to you and other members of your household.

	<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
Trash collection	1	2	3	4	5	1	2	3	4	5
Special pick-ups (appliances, furniture)	1	2	3	4	5	1	2	3	4	5
Recycling services	1	2	3	4	5	1	2	3	4	5
Cost of trash collection	1	2	3	4	5	1	2	3	4	5
Street repair and maintenance	1	2	3	4	5	1	2	3	4	5
Snow and ice removal	1	2	3	4	5	1	2	3	4	5
Street sweeping	1	2	3	4	5	1	2	3	4	5
Street lighting	1	2	3	4	5	1	2	3	4	5
Residential property maintenance (conducted by Code Enforcement).....	1	2	3	4	5	1	2	3	4	5
Commercial property maintenance (conducted by Code Enforcement).....	1	2	3	4	5	1	2	3	4	5
Variety of recreational programs offered (classes with staff instruction) ...	1	2	3	4	5	1	2	3	4	5
Athletic fields (such as baseball/ softball and soccer)	1	2	3	4	5	1	2	3	4	5
Park playgrounds	1	2	3	4	5	1	2	3	4	5
Range of activities available in parks and recreation centers and facilities	1	2	3	4	5	1	2	3	4	5
Accessibility of parks and recreation centers and facilities	1	2	3	4	5	1	2	3	4	5
Safety of parks and recreation centers and facilities	1	2	3	4	5	1	2	3	4	5
City sponsored special events (such as outdoor concerts, 4 th of July, etc.).....	1	2	3	4	5	1	2	3	4	5
Appearance of City buildings (City Hall, Maintenance and Operations, Recreation Center, etc.).....	1	2	3	4	5	1	2	3	4	5
Enforcement of traffic laws	1	2	3	4	5	1	2	3	4	5
Water and sewer services	1	2	3	4	5	1	2	3	4	5
Utility billing (water, sewer and trash collection)	1	2	3	4	5	1	2	3	4	5
Northglenn Senior Center programs and services	1	2	3	4	5	1	2	3	4	5
Services for youth (summer camps, playgrounds, swim classes, teen activities, childcare, after-school programs)	1	2	3	4	5	1	2	3	4	5

8. If all recyclables could be placed in one container at the curb, would you be willing to pay for curbside recycling?

- Yes No Don't know

⇒ 8a. If yes, how much would you be willing to pay per month?

- \$0 to \$2.00 \$2.01 to \$5.00 \$5.01 to \$10.00 \$10.01 to \$20.00 more than \$20.00

9. Please rate the condition of each of the following within Northglenn, and then indicate how important it is to you and other members of your household.

	<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
Streets	1	2	3	4	5	1	2	3	4	5
City-owned parks.....	1	2	3	4	5	1	2	3	4	5
Bike paths and walking trails	1	2	3	4	5	1	2	3	4	5
Medians and center islands on roadways.	1	2	3	4	5	1	2	3	4	5
City-owned trees.....	1	2	3	4	5	1	2	3	4	5
Sidewalks and public easements	1	2	3	4	5	1	2	3	4	5
City signs	1	2	3	4	5	1	2	3	4	5

10. To what extent you agree or disagree with each of the following statements

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
I receive a good value for the City taxes I pay	1	2	3	4	5
I am pleased with the overall direction that the City of Northglenn is heading	1	2	3	4	5

11. Have you had phone or in-person contact with a City of Northglenn employee within the last 12 months (including customer service, receptionist, inspectors, police, planners, administrators or any others)?

- Yes No (go to question 13) Don't know (go to question 13)

12. What was your impression of City government employees in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know
Knowledge.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Responsiveness	1	2	3	4	5
Follow-up (took action if needed).....	1	2	3	4	5
Overall customer service	1	2	3	4	5

13. In the past 12 months have you or a family member volunteered with the City?

- Yes No Don't know

⇒ 13a. If yes, please rate your volunteer experience.

- Excellent Good Fair Poor Don't know

14. Have you applied for a building permit from the City of Northglenn in the last 12 months?

- Yes No Don't know

15. In the last 12 months how many times have you, a family member, or household member done the following things:

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Used a Northglenn park.....	1	2	3	4	5
Used the Northglenn Recreation Center.....	1	2	3	4	5
Participated in a Northglenn recreation program	1	2	3	4	5
Attended an event at the D.L. Parsons Theatre	1	2	3	4	5
Registered for a recreation class using RecXpress (online registration).....	1	2	3	4	5
Attended a City's special event (4 th of July, All About Art, Kids Fishing Derby, Daddy Daughters Ball, Mother Son Campout, etc.)	1	2	3	4	5

16. Over the past 12 months, how many opportunities have you had to be a citizen participant and offer your ideas or suggestions on a City project or community issue?

- None 1 or 2 3 to 5 6 to 9 10 or more

17. Are you a Comcast cable subscriber?

- Yes No Don't know

18. Do you have access to a computer? (Please check all that apply)

- A computer at home without Internet access A computer at home with Internet access
 A computer at work without Internet access A computer at work with Internet access
 A computer at school without Internet access A computer at school with Internet access

19. In the last 12 months, about how many times, if ever, have you done the following?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times
Read the monthly newsletter "Northglenn Connection".....	1	2	3	4	5
Watched "Eye on Northglenn" or other Channel 8 programming.....	1	2	3	4	5
Visited the City of Northglenn's Web site (www.northglenn.org).....	1	2	3	4	5

20. What are your preferred sources for getting information about the City of Northglenn? (Check all that apply)

- Northglenn Connection (City's monthly newsletter) The Recreation Guide (sent by the Northglenn Recreation Center) Your Hub
 Northglenn Channel 8 Special mailings from the City Neighborly News
 Northglenn's Web site Postcards from the City Word of mouth, neighbors
 Water bill inserts The Northglenn-Thornton Sentinel The Denver Post
 The Rocky Mountain News

21. Please indicate whether you think you receive enough, too much, or too little information about each of the following Northglenn government functions or activities, and how important each is to you and your household.

	<u>Information level</u>				<u>Importance</u>				
	Too much	About right	Too little	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Mayor and Council actions.....	1	2	3	4	1	2	3	4	5
Special events.....	1	2	3	4	1	2	3	4	5
Recreation and park activities.....	1	2	3	4	1	2	3	4	5
Activities in my neighborhood.....	1	2	3	4	1	2	3	4	5
Cultural events.....	1	2	3	4	1	2	3	4	5
Planning for land development.....	1	2	3	4	1	2	3	4	5
Construction projects.....	1	2	3	4	1	2	3	4	5
Economic development/redevelopment...	1	2	3	4	1	2	3	4	5
Northglenn Recreation Center.....	1	2	3	4	1	2	3	4	5
Transit Oriented Development.....	1	2	3	4	1	2	3	4	5
Housing.....	1	2	3	4	1	2	3	4	5
FasTracks.....	1	2	3	4	1	2	3	4	5
Boards and Commissions.....	1	2	3	4	1	2	3	4	5
Volunteer opportunities.....	1	2	3	4	1	2	3	4	5
City's budget information.....	1	2	3	4	1	2	3	4	5
Other.....	1	2	3	4	1	2	3	4	5

22. What do you find most valuable about the Northglenn Connection newsletter? (Check all that apply)

- Actions of the Mayor and Council Details of City government projects Updates on City issues
 Information about upcoming community events Information about your neighborhood None of it
 Human interest stories Other.....

23. In general how satisfied or dissatisfied are you with Northglenn's efforts to promote economic development within the City?

- Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied Don't know

24. How important is protection of the water quality of our local creeks and ponds?

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

25. Are you aware of a federal rule requiring cities to develop programs that protect storm water?

- Yes No

26. Constraints in funding may make it necessary to modify some Northglenn services. Please indicate how important you think it is to maintain the following services at least at current levels.

	Essential	Very important	Somewhat important	Not at all important	Don't know
Police protection	1	2	3	4	5
Sidewalk replacement	1	2	3	4	5
Street repair	1	2	3	4	5
Street maintenance and cleaning.....	1	2	3	4	5
Housing programs to assist me in improving my current home.....	1	2	3	4	5
Trash collection services	1	2	3	4	5
Parks, trails and open space maintenance.....	1	2	3	4	5

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.

27. About how many years have you lived in Northglenn? _____

28. Do you rent or own your home?

- Rent Own

29. About how much was your household's total income before taxes for all of 2005? (Please include in your total income money from all sources for all persons living in your household.)

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

30. Are you Spanish, Hispanic or Latino?

- Yes No

31. What is your race? (Check one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian or Pacific Islander
 Black, African American
 White/Caucasian
 Other

32. What is the highest degree or level of school you have completed? (Check one box.)

- 12th grade or less, no diploma
 High school diploma
 Some college, no degree
 Associate's degree (e.g., AA, AS)
 Bachelor's degree (e.g., BA, AB, BS)
 Graduate degree or professional degree

33. In which category is your age? (Check one box.)

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75-85 years
 45-54 years 85 years or older

34. How many people in your household are in each age category (including yourself)?

- Under 18 years old _____
 18 to 64 years old _____
 65 years or older _____

35. What is your gender?

- Female Male

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
 National Research Center, Inc., 3005 30th Street, Boulder, CO 80301**