The background of the slide features a scenic view of a mountain range under a clear sky. In the foreground, a dense line of trees is visible, with a prominent, dark, conical tower or spire rising above them. The overall color palette is dominated by blues, greens, and browns, creating a serene and natural atmosphere.

City of Westminster Community Survey Findings

PRESENTED BY ETC INSTITUTE

Since 2006,
ETC Institute
Has,
In More Than
1,000 Cities
&
49 States,
Surveyed
More Than
3,000,000
Persons.

ETC Institute is a National Leader
in Market Research for Local
Governmental Organizations

*For more than 35 years, **our mission** has
been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose

To objectively assess satisfaction with the delivery of City services

To compare the City's performance with residents regionally and nationally

To help determine priorities for the community using Importance-Satisfaction Analysis

Methodology

Survey Description

- 7-page survey
- First survey administered for City by ETC Institute

Method of Administration

- By mail and online to random sample of households in the City

Sample Size

- 1,006 completed surveys
- Minimum of 300 collected from each school district

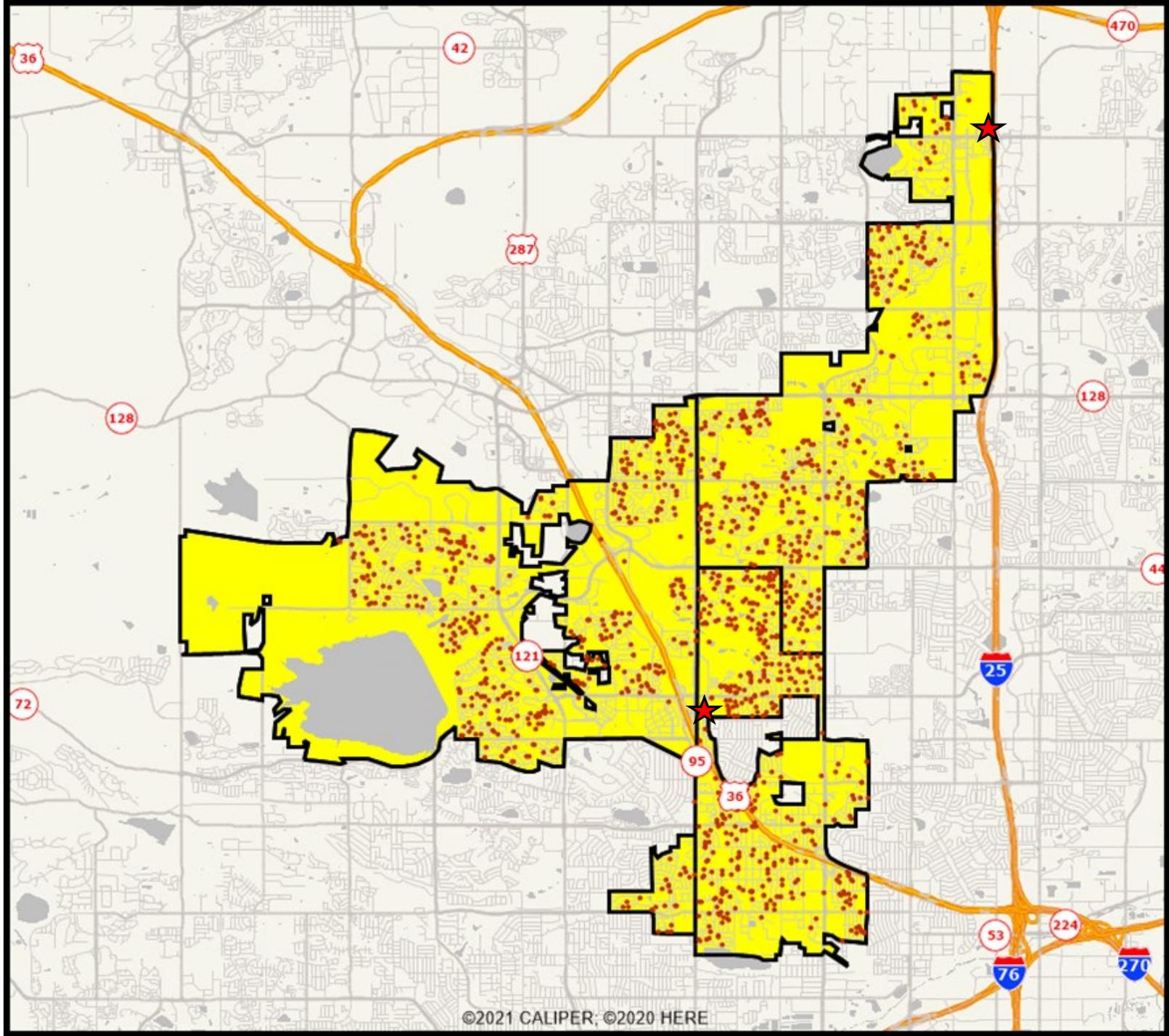
Margin of Error

- +/- 3.1% at the 95% level of confidence

Location of Survey Respondents

A minimum of 300 completed surveys were collected from each of the City's three school district boundaries

Home address of all respondents are geocoded to block level



Bottom Line Up Front

Residents Have a Positive Perception of the City

- 83% of respondents rated the City as an “excellent” or “good” place to live
- 70% of respondents rated the City as an “excellent” or “good” place to raise children
- 70% of respondents are satisfied with the overall quality of life in the City

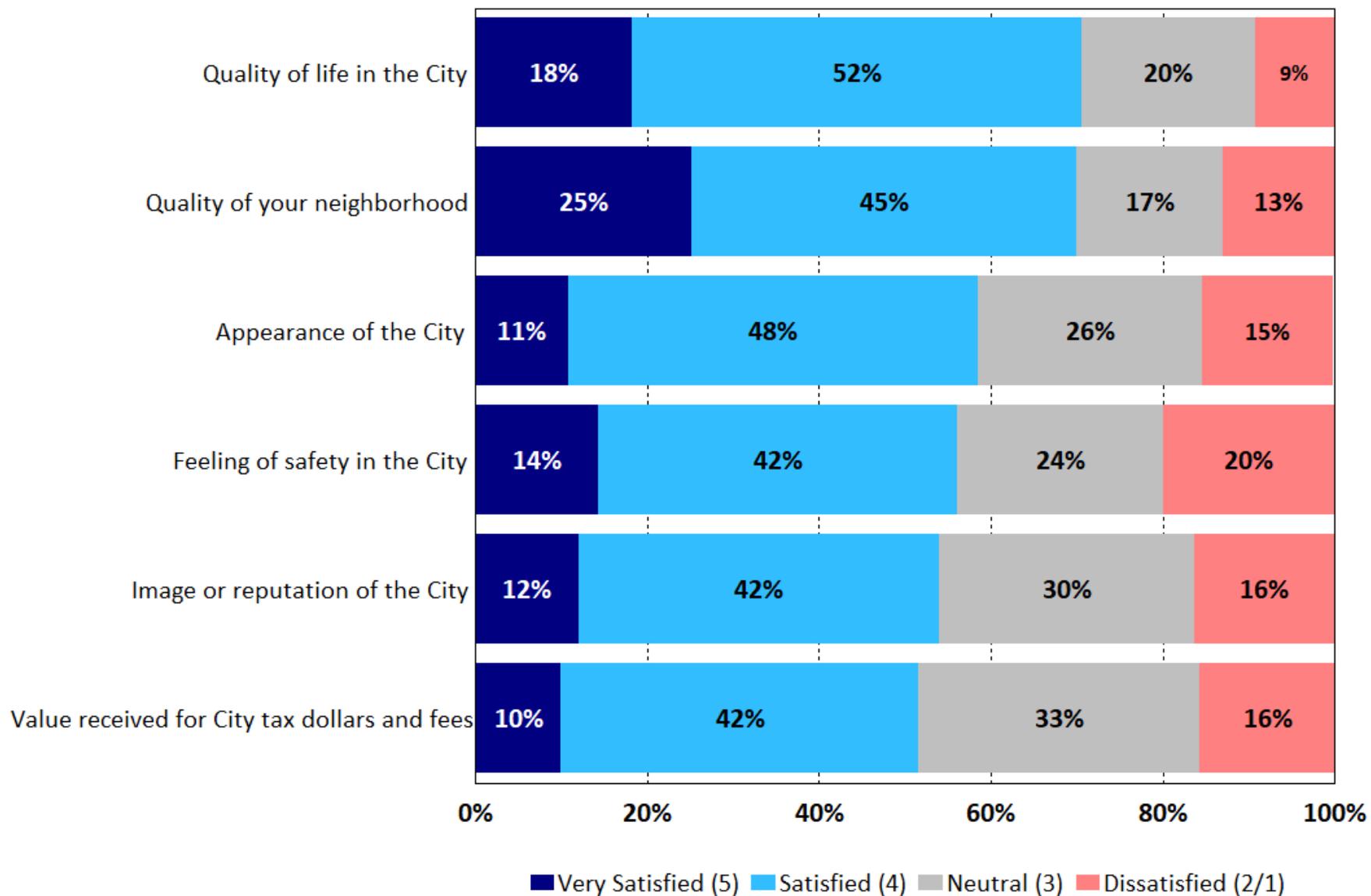
The City is Setting the Standard for Service Delivery

- The City rated 16 points above the regional front range average and 10 points above the U.S. average for the overall quality of services provided by the City
- The City rated 12 points above the regional front range average and 18 points above the U.S. average for the value received for City tax dollars and fees

Perceptions of the City

Q2. Satisfaction with Perceptions of the City

by percentage of respondents (excluding "don't know")



Overall Quality of Life in the City

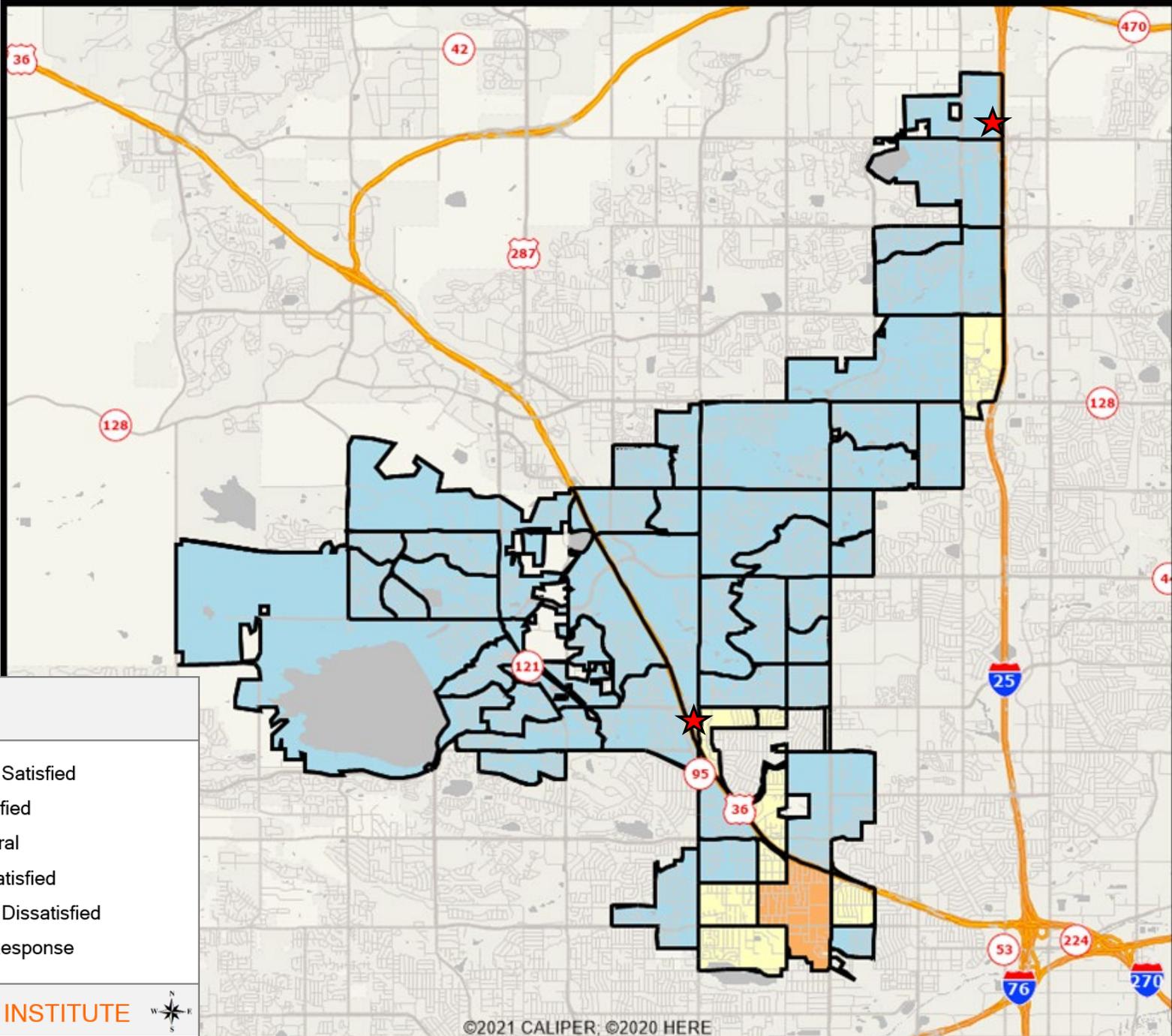
Areas in blue show high levels of positive ratings

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item

Legend

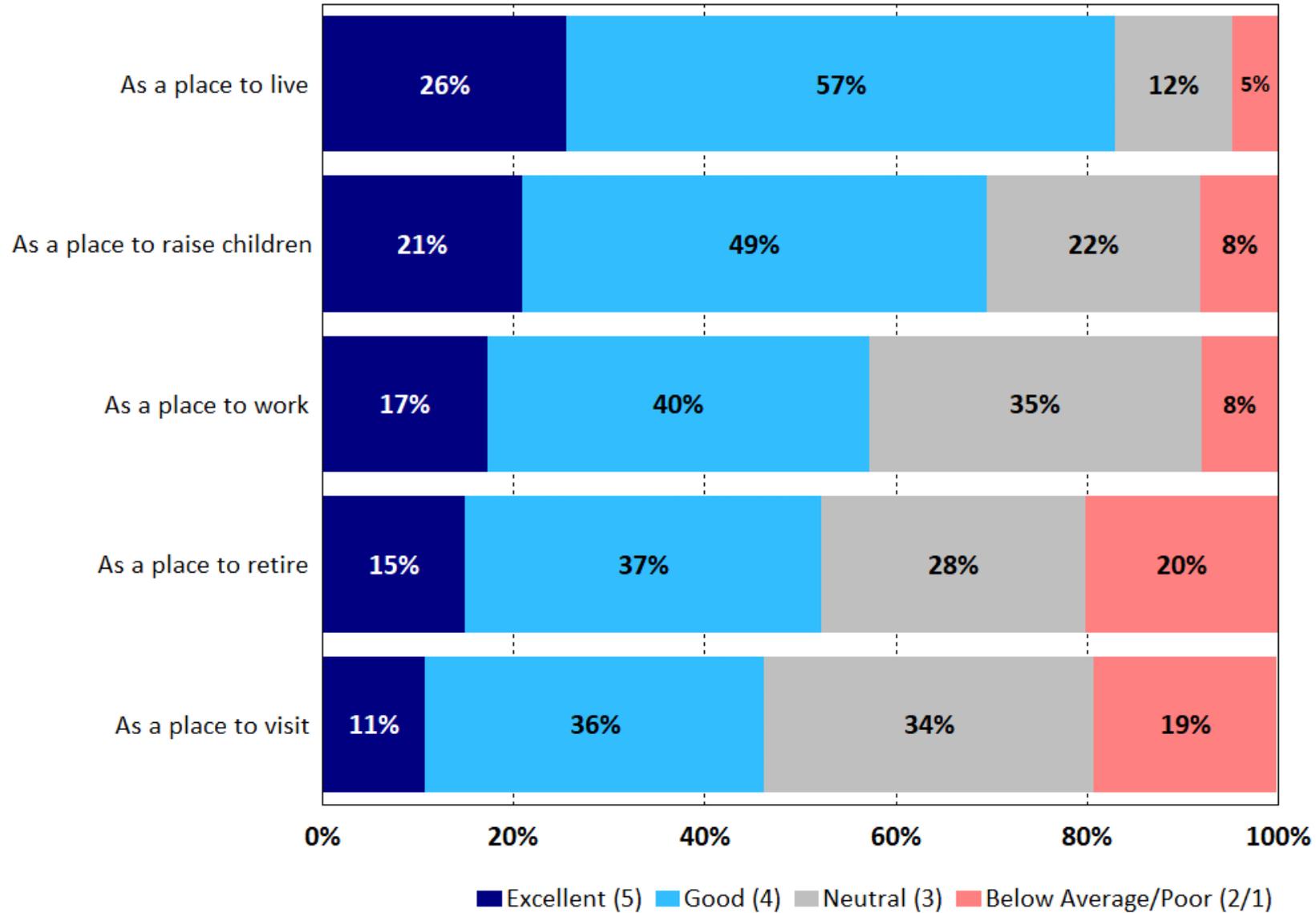
- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response



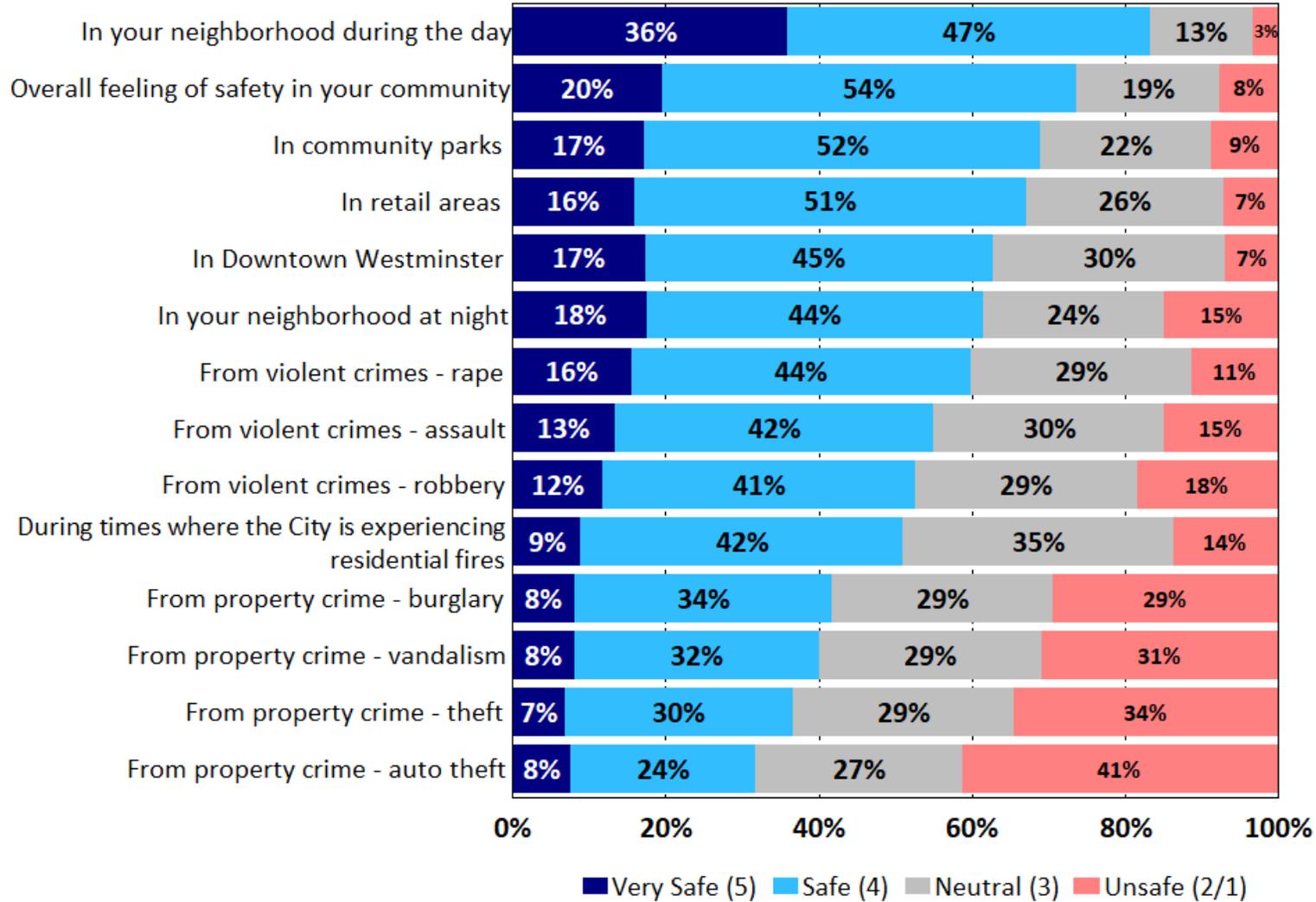
Q3. Ratings of Quality of Life in the City

by percentage of respondents (excluding "don't know")



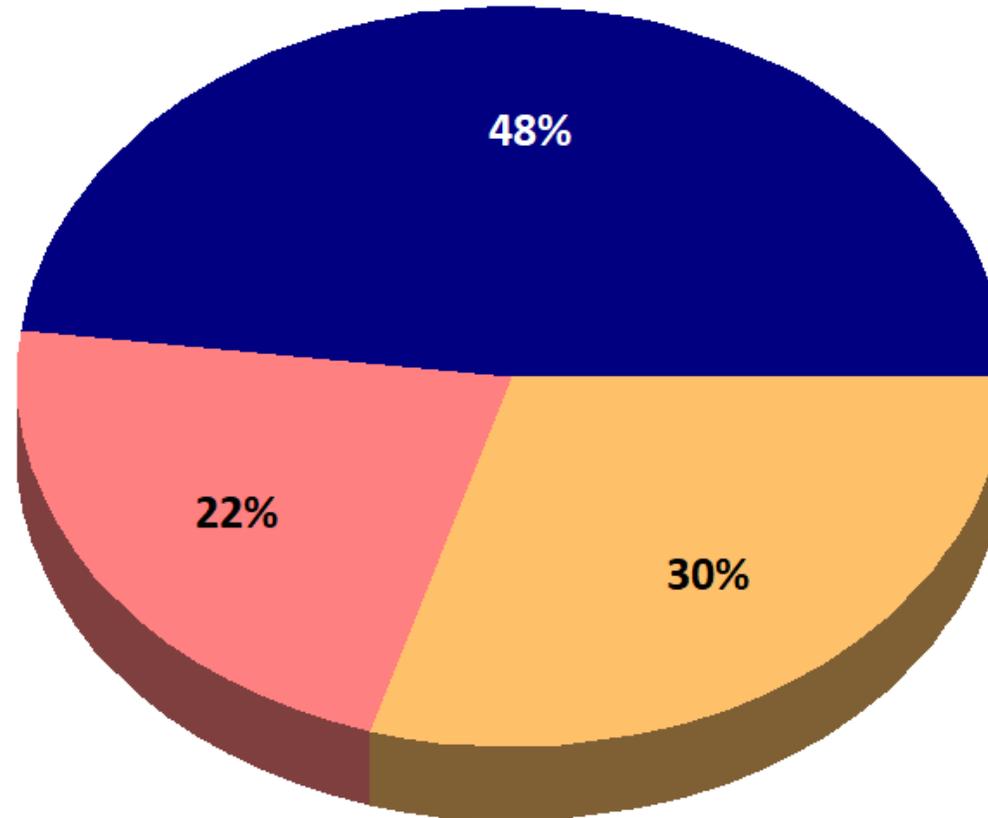
Q12. Perceptions of Safety and Security in the Following Situations

by percentage of respondents (excluding "don't know")



Q28. Overall, would you say the City is headed in the right direction or the wrong direction?

by percentage of respondents

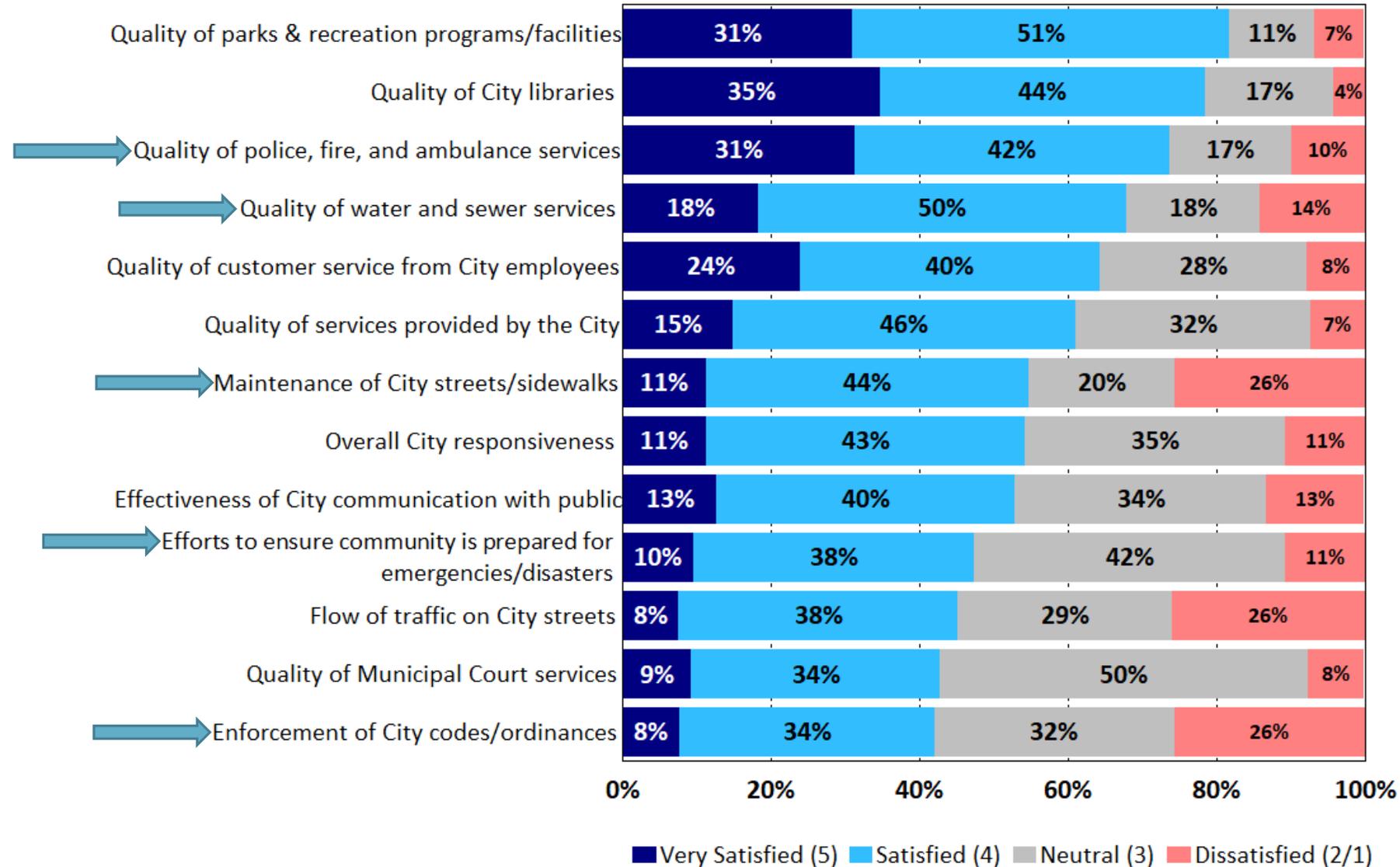


■ Right direction ■ Wrong direction ■ Don't know

Satisfaction with Major City Services

Q6. Overall Satisfaction With Major City Services

by percentage of respondents (excluding "don't know")

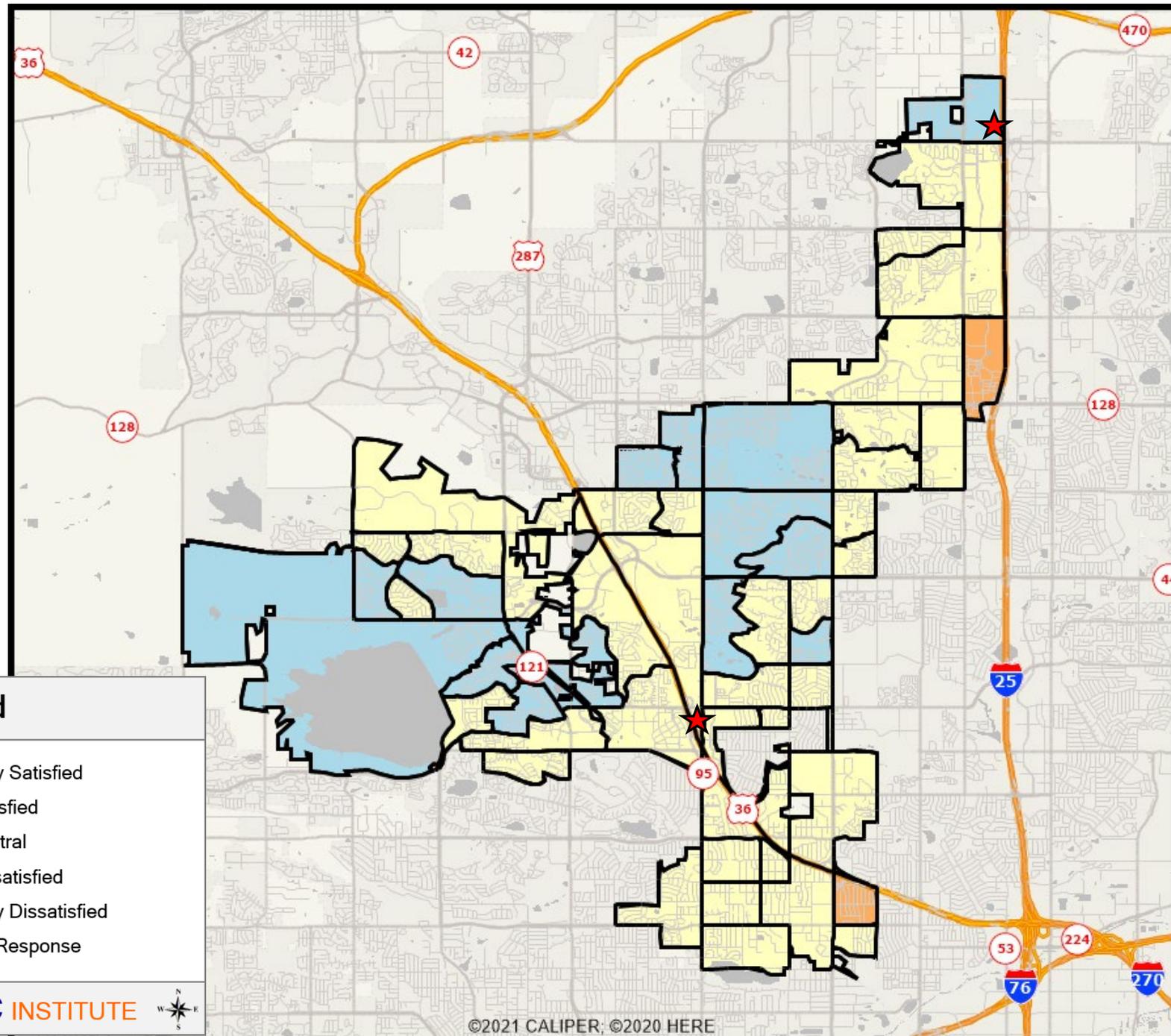


Maintenance of City Streets and Sidewalks

This item was determined to be the top priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show high levels of positive ratings

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item



Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

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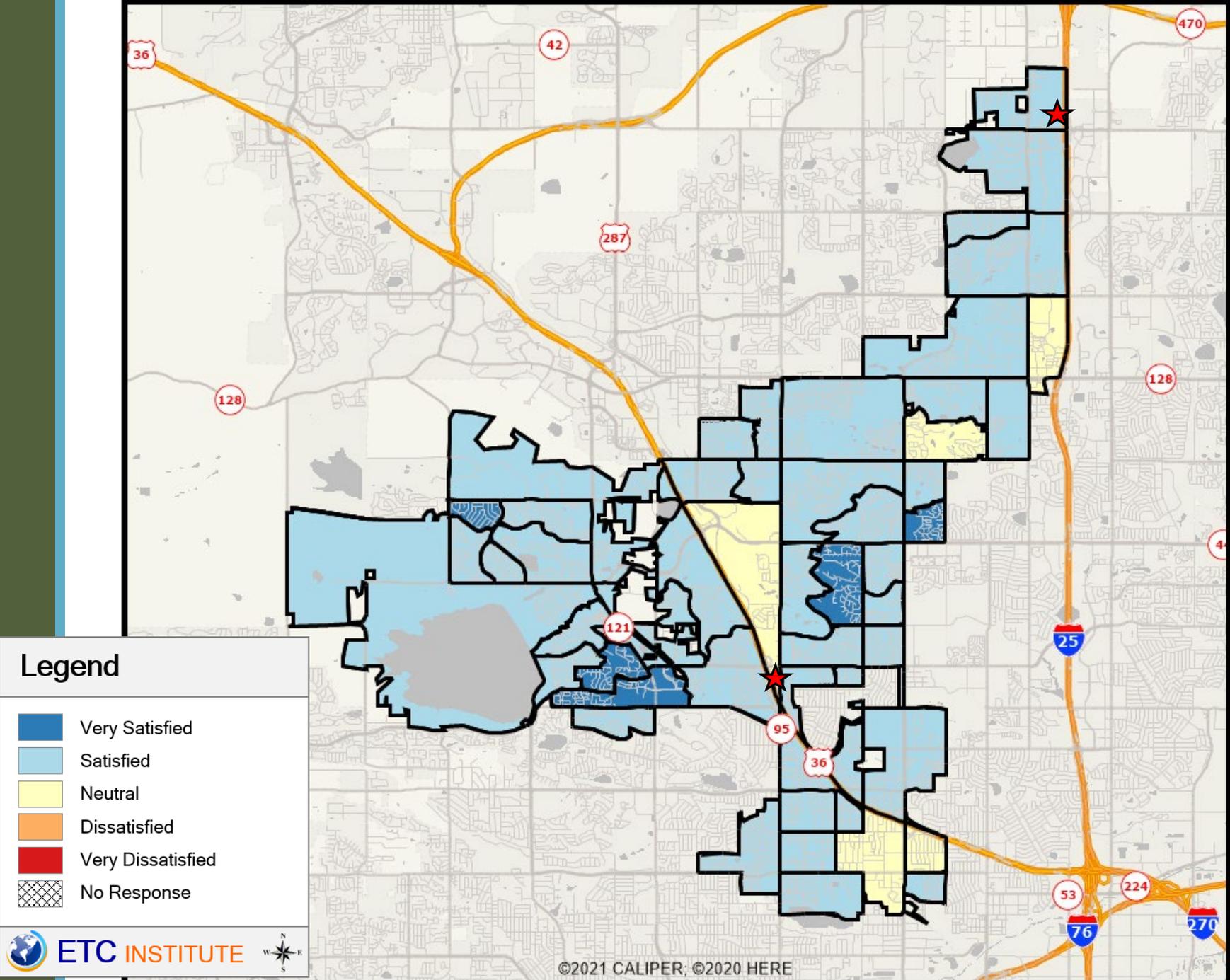
©2021 CALIPER; ©2020 HERE

Quality of Police, Fire, and Ambulance Services

This item was determined to be the second highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show high levels of positive ratings

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item



Quality of Water and Sewer Services

This item was determined to be the third highest priority for improvement based on the Importance-Satisfaction Analysis

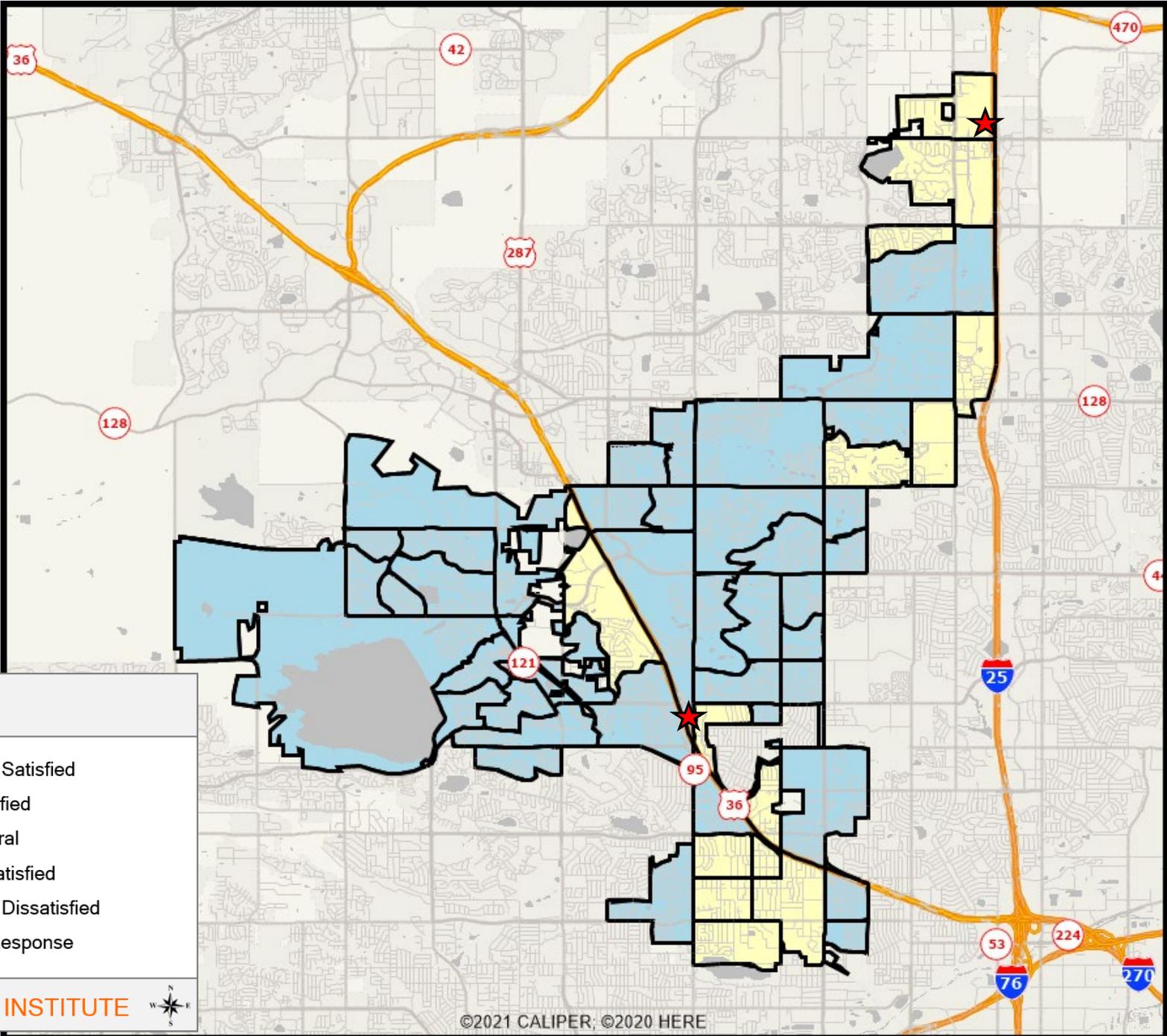
Areas in blue show high levels of positive ratings

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item

Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

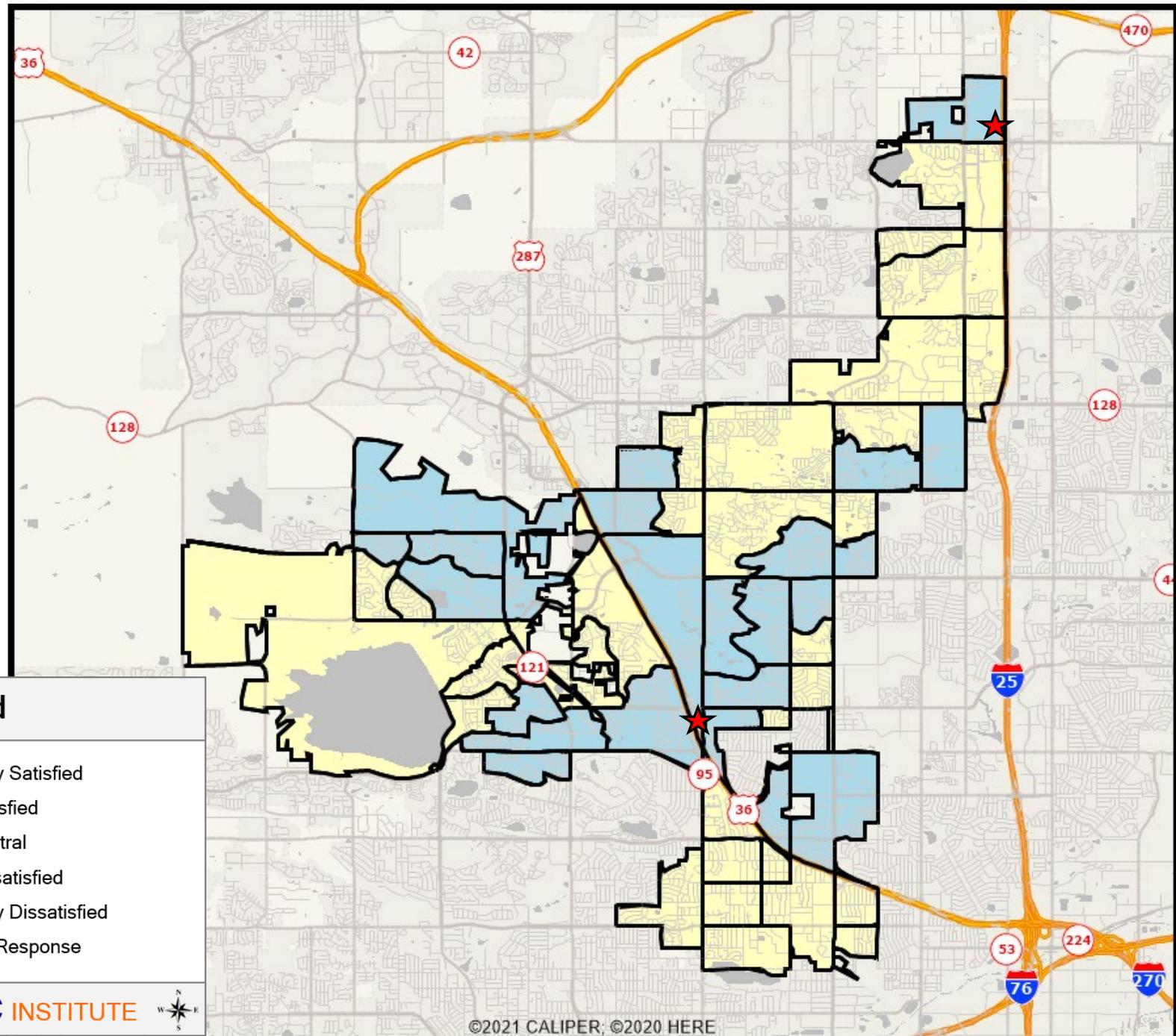


Efforts to Ensure the Community is Prepared for Emergencies or Disasters

This item was determined to be the fourth highest priority for improvement based on the Importance-Satisfaction Analysis

Areas in blue show high levels of positive ratings

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item



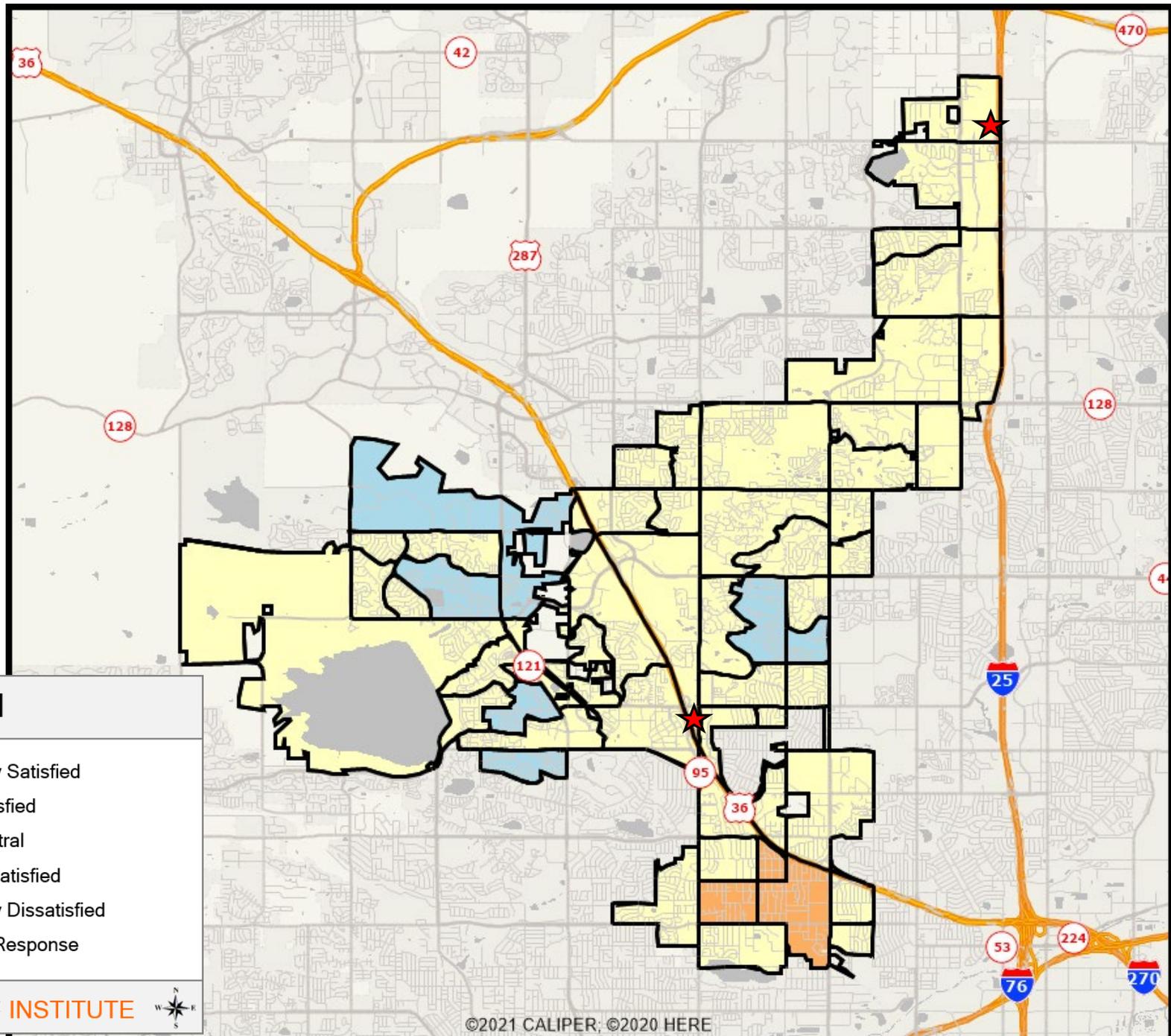
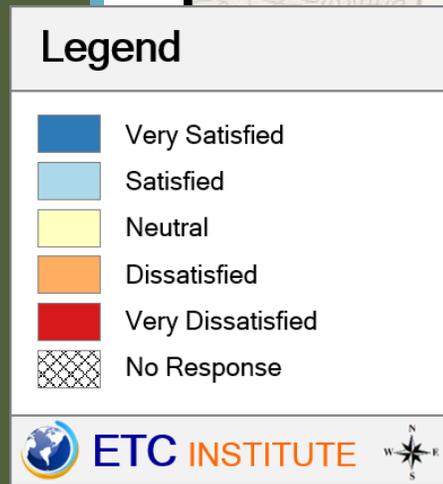
Legend

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- No Response

Enforcement of City Codes and Ordinances

This item was determined to be the fifth priority for improvement based on the Importance-Satisfaction Analysis

Areas shaded in yellow, orange, or red show where residents are less satisfied with this item. Areas of blue show general levels of satisfaction.



Benchmarks

HOW WESTMINSTER COMPARES TO REGIONAL AND U.S. AVERAGES

Benchmarks

The City's 2022 survey contained 58 questions that were comparable to ETC Institute's benchmarking database

The U.S. Average is based on a national survey administered during the summer of 2021 to a random sample of more than 9,400 residents in the continental United States

The Front Range Average is based on a survey administered between April and May 2022 to 800 residents from 23 communities in the Front Range area

- Communities included in the average: Arvada, Aurora, Boulder, Brighton, Broomfield, Castle Rock, Centennial, Commerce City, Denver, Englewood, Erie, Fort Collins, Golden Greeley, Greenwood Village, Highlands Ranch, Lakewood, Littleton, Longmont, Louisville, Pueblo, Wheat Ridge, and Windsor

Benchmarks

Westminster rated at or above the U.S. Average in 45 of the 58 areas assessed (78%)

- The City rated significantly higher than the average in 32 of these areas (55%)

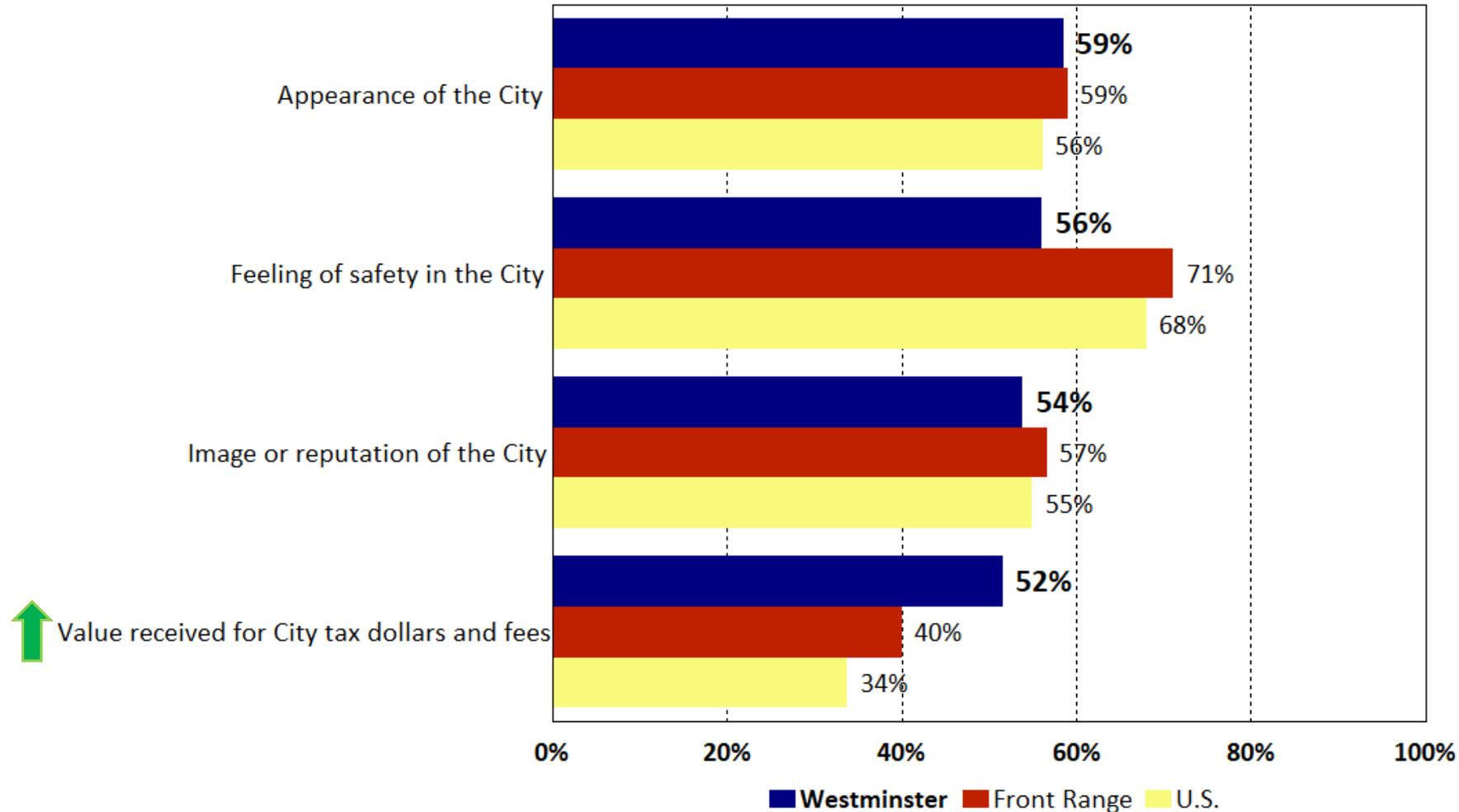
Westminster rated at or above the Front Range Average in 44 of the 58 areas assessed (76%)

- The City rated significantly higher than the average in 31 of these areas (53%)

Satisfaction with Items that Influence Perceptions of the City

Westminster vs. Front Range vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

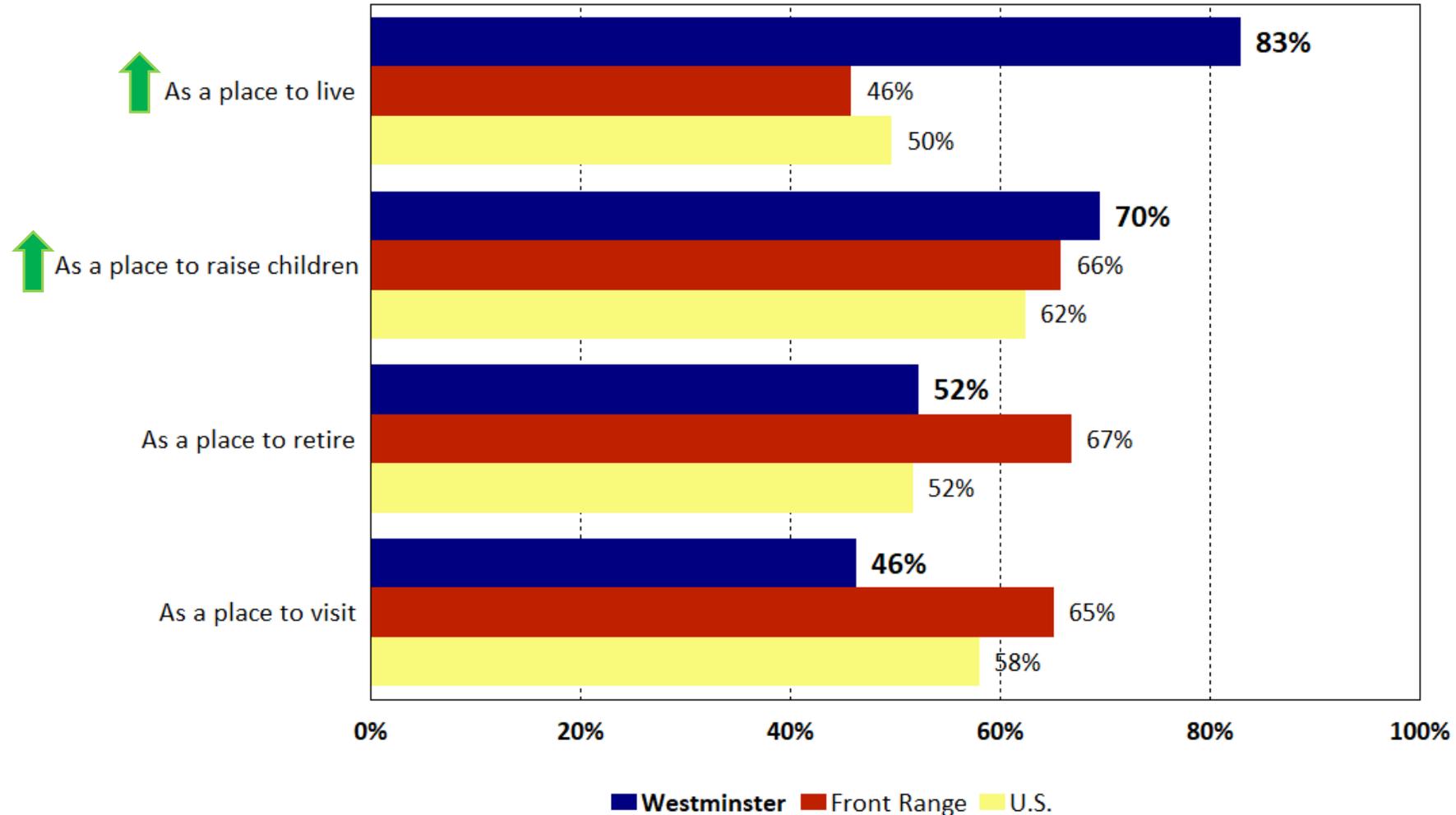


Significantly Higher Than U.S. Average: ↑

Ratings of Quality of Life in the City

Westminster vs. Front Range vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "excellent" and 1 was "poor" (excluding "don't know")

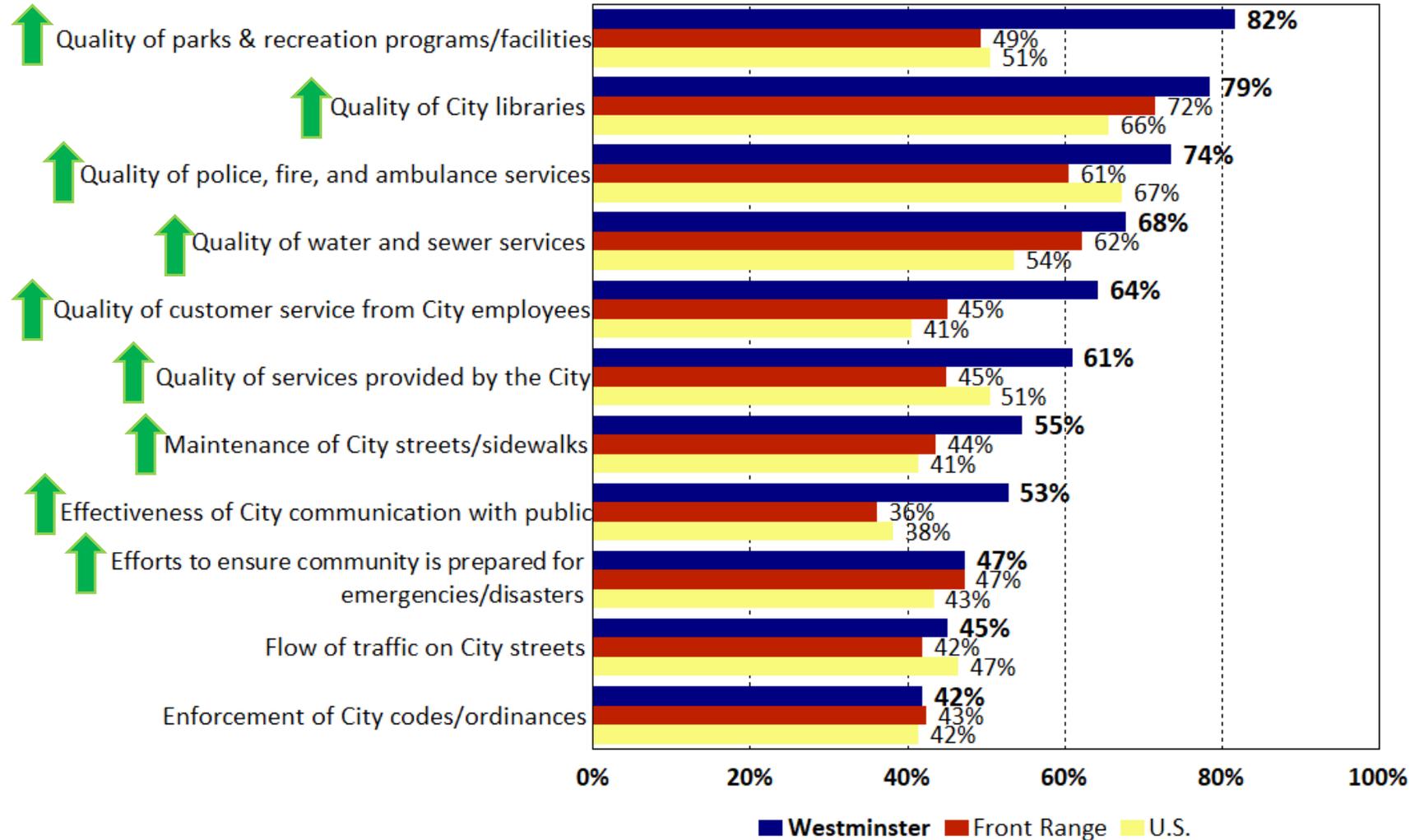


Significantly Higher Than U.S. Average: ↑

Satisfaction with Major City Services

Westminster vs. Front Range vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding "don't know")

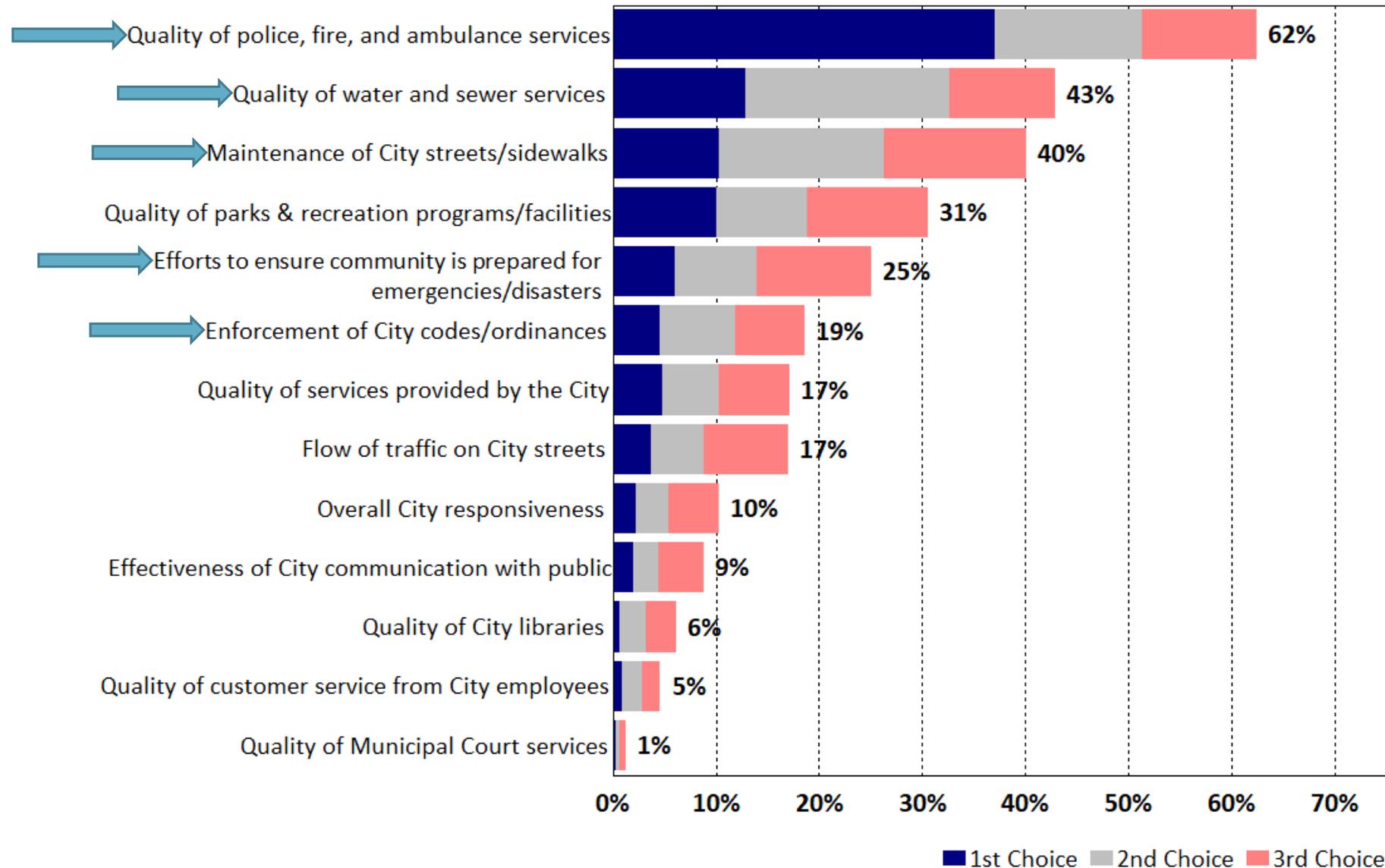


Significantly Higher Than U.S. Average: ↑

Priorities for Investment

Q7. City Services That Are Most Important to Provide

by percentage of respondents who selected the item as one of their top three choices



The Importance-Satisfaction Analysis relies on both satisfaction and importance ratings to determine priorities

Importance-Satisfaction Rating

City of Westminster, CO

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Maintenance of City streets/sidewalks	40%	3	55%	7	0.1817	1
Quality of police, fire, and ambulance services	62%	1	74%	3	0.1647	2
Quality of water and sewer services	43%	2	68%	4	0.1377	3
Efforts to ensure community is prepared for emergencies/disasters	25%	5	47%	10	0.1320	4
Enforcement of City codes/ordinances	19%	6	42%	13	0.1079	5
Flow of traffic on City streets	17%	8	45%	11	0.0932	6
Quality of services provided by the City	17%	7	61%	6	0.0667	7
Quality of parks & recreation programs/facilities	31%	4	82%	1	0.0557	8
Overall City responsiveness	10%	9	54%	8	0.0472	9
Effectiveness of City communication with public	9%	10	53%	9	0.0414	10
Quality of customer service from City employees	5%	12	64%	5	0.0164	11
Quality of City libraries	6%	11	79%	2	0.0131	12
Quality of Municipal Court services	1%	13	43%	12	0.0074	13

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Westminster, CO

Public Safety

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Efforts by police to prevent crime	54%	1	52%	7	0.2557	1
Visibility of police in neighborhoods	29%	5	37%	10	0.1843	2
How quickly police respond	34%	3	70%	5	0.1025	3
Quality of police services	26%	6	64%	6	0.0933	4
Enforcement of local traffic laws	18%	8	47%	8	0.0928	5
How quickly ambulance/emergency medical services personnel respond	41%	2	79%	3	0.0863	6
Visibility of police in commercial & retail areas	13%	10	45%	9	0.0715	7
How quickly fire services personnel respond	33%	4	81%	1	0.0631	8
Quality of emergency medical/ambulance services	21%	7	78%	4	0.0462	9
Quality of fire services	15%	9	80%	2	0.0291	10

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Westminster, CO

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Quality of walking & biking trails & paths	54%	2	80%	4	0.1063	1
Maintenance of City parks	58%	1	82%	2	0.1056	2
Quality of recreation programs for youth	18%	5	69%	13	0.0567	3
Appearance of parks/facilities	27%	3	82%	1	0.0490	4
Number of parks and recreation amenities	15%	6	70%	10	0.0444	5
Maintenance & appearance of recreation centers	20%	4	80%	5	0.0392	6
Quality of recreation programs for seniors	12%	8	70%	11	0.0370	7
Quality of aquatic/pool facilities	9%	10	70%	12	0.0278	8
City sponsored special events	7%	14	61%	14	0.0271	9
Number of City parks	13%	7	80%	7	0.0264	10
Availability of info about recreation programs	12%	9	80%	6	0.0251	11
Quality of recreation programs for adults	8%	13	72%	9	0.0212	12
Outdoor athletic facilities/fields	9%	12	76%	8	0.0208	13
Location of City parks	9%	11	81%	3	0.0168	14

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Westminster, CO

Code Enforcement

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Clean-up of trash & debris on private property	70%	1	41%	3	0.4148	1
Mowing & cutting of weeds on private property	42%	4	37%	6	0.2659	2
Exterior maintenance of commercial/business property	49%	2	46%	2	0.2615	3
Exterior maintenance of residential property	39%	5	40%	5	0.2352	4
Animal management	43%	3	56%	1	0.1909	5
Sign regulations	19%	6	41%	4	0.1113	6

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Westminster, CO

Maintenance and Appearance

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Condition of major City streets	47%	1	54%	12	0.2171	1
Snow removal on neighborhood streets	22%	6	43%	15	0.1244	2
Traffic flow on major City streets	23%	5	51%	13	0.1137	3
Accessibility of streets/sidewalks/buildings for people with disabilities	24%	4	56%	11	0.1029	4
Condition of streets in neighborhoods	24%	3	61%	9	0.0925	5
Snow removal on major City streets	31%	2	72%	3	0.0867	6
Adequacy of City street lighting	20%	7	63%	8	0.0742	7
Appearance/condition of City medians/rights-of-ways/public areas	14%	8	60%	10	0.0558	8
Overall cleanliness of streets	13%	10	64%	7	0.0454	9
Quality of on-street bicycle infrastructure	9%	12	50%	14	0.0451	10
Condition of sidewalks in neighborhoods	13%	9	69%	4	0.0411	11
Visibility of pavement markings/street signs	9%	11	65%	5	0.0326	12
Mowing/tree trimming along streets/public areas	9%	13	65%	6	0.0302	13
Condition of street signs and traffic signals	8%	14	76%	1	0.0203	14
Maintenance of public buildings and facilities	7%	15	74%	2	0.0184	15

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Importance-Satisfaction Rating

City of Westminster, CO

Utilities and Recycling

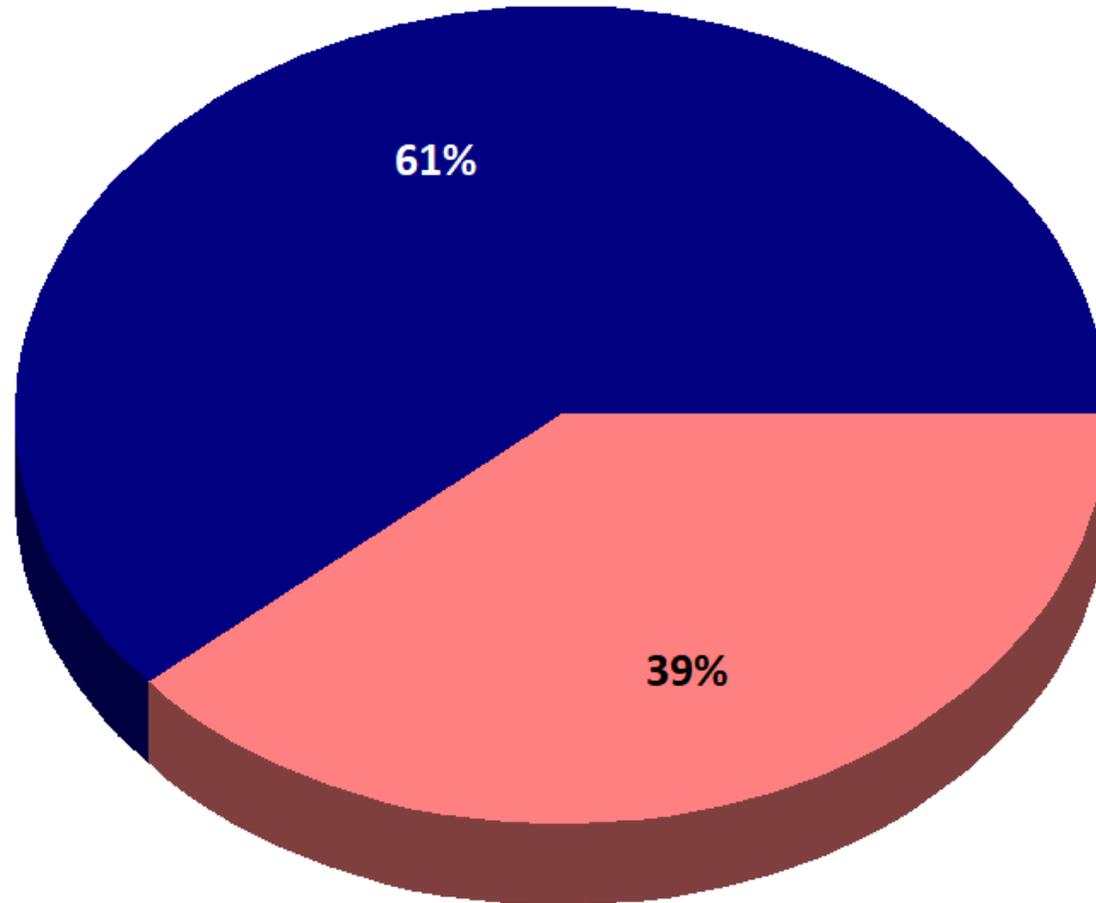
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Number of recycling drop-off centers at City facilities	33%	4	37%	7	0.2073	1
Overall quality of drinking water	83%	1	79%	3	0.1760	2
Taste of tap water	54%	2	78%	4	0.1180	3
Quality of recycling drop-off centers at City facilities	23%	6	50%	6	0.1130	4
Quality of utility billing/meter reading	27%	5	59%	5	0.1092	5
Quality of water pressure in the home	33%	3	80%	1	0.0656	6
Smell of tap water	21%	7	80%	2	0.0435	7

I-S Ratings .1000 or Greater Are Considered a High Priority for Investment Over the Next Two Years

Communication and Customer Service

Q4. Have you used the City's website in the past 12 months?

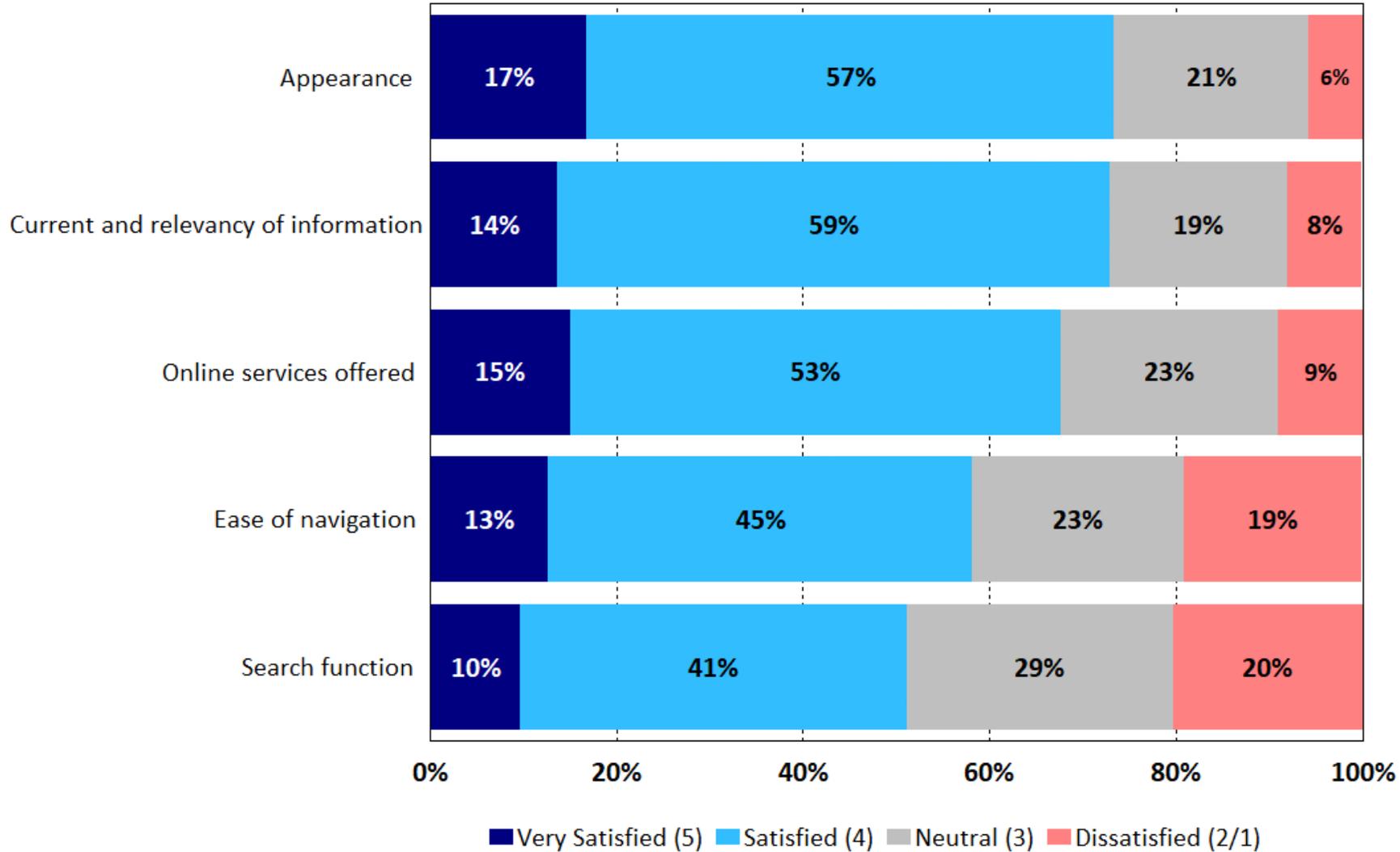
by percentage of respondents



■ Yes ■ No

Q5. Satisfaction with the Following Aspects of the City's Website

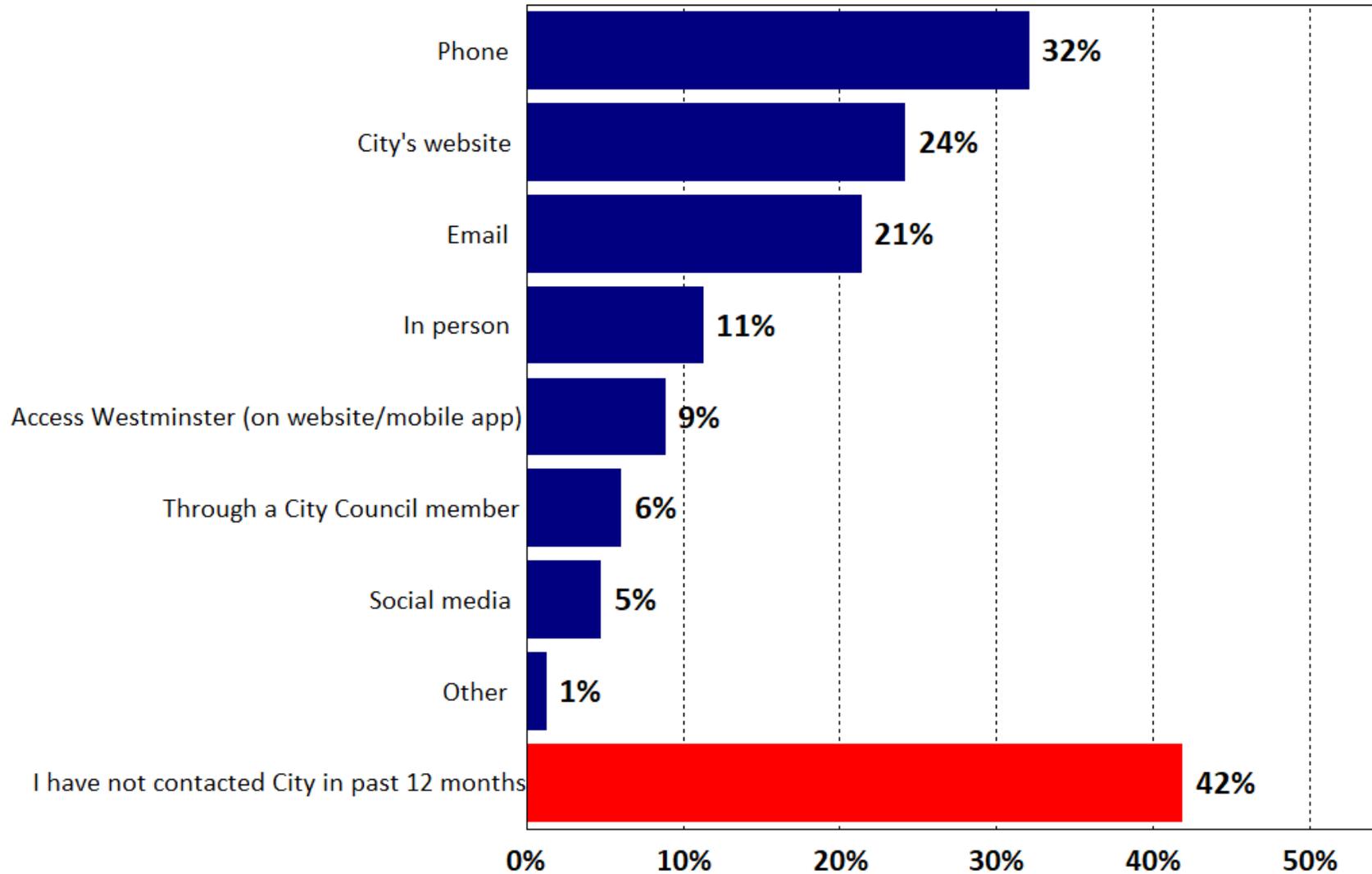
by percentage of respondents who have used the City's website in the past 12 months (excluding "don't know")



Results above are based only on the 61% of respondents who have visited the City's website in the past 12 months

Q8. How Residents Have Contacted the City in the Past 12 Months

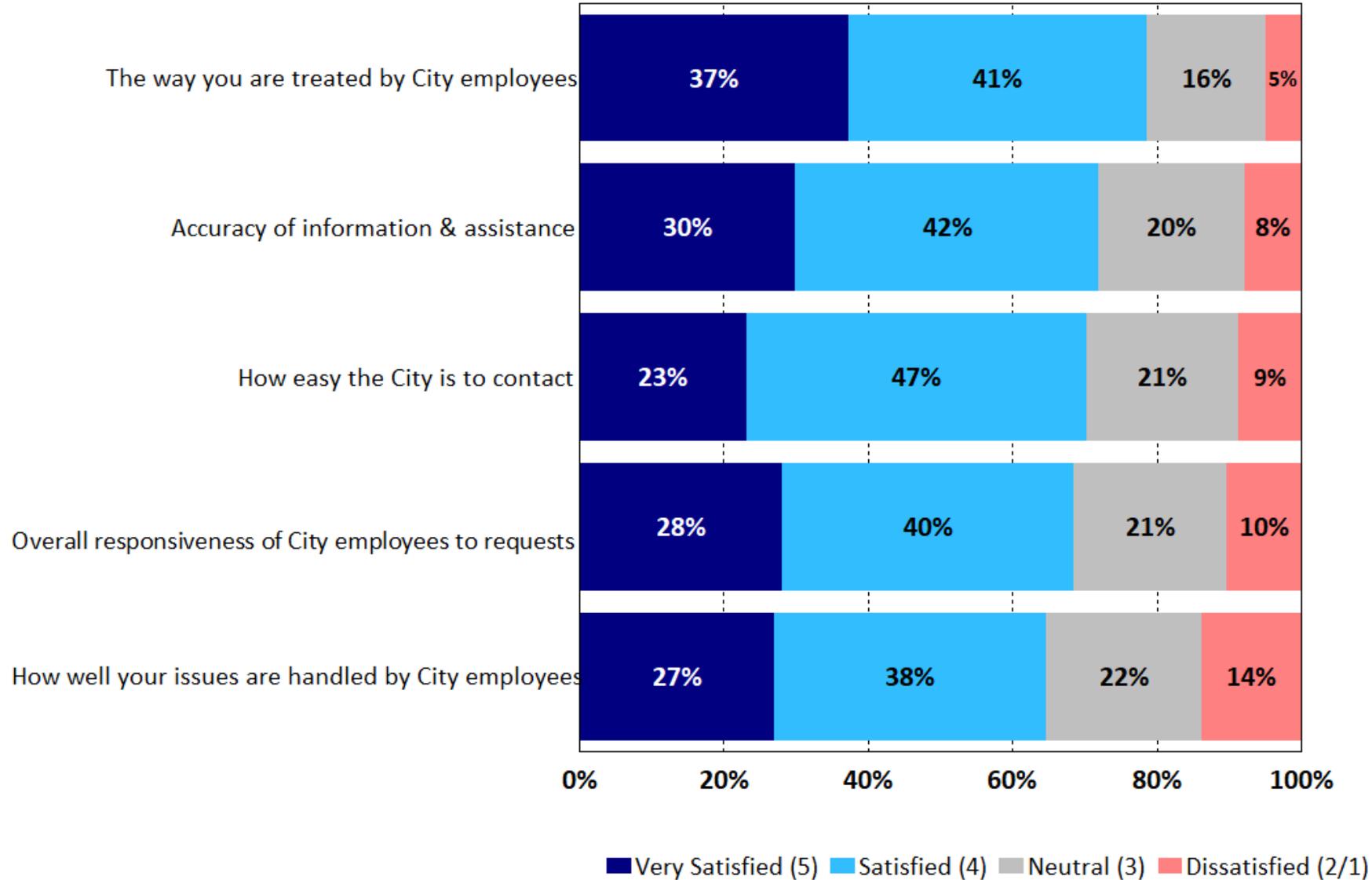
by percentage of respondents (multiple selections could be made)



The percentage of respondents who have not contacted the City is similar to those who have not visited the website

Q9. Satisfaction with Customer Service

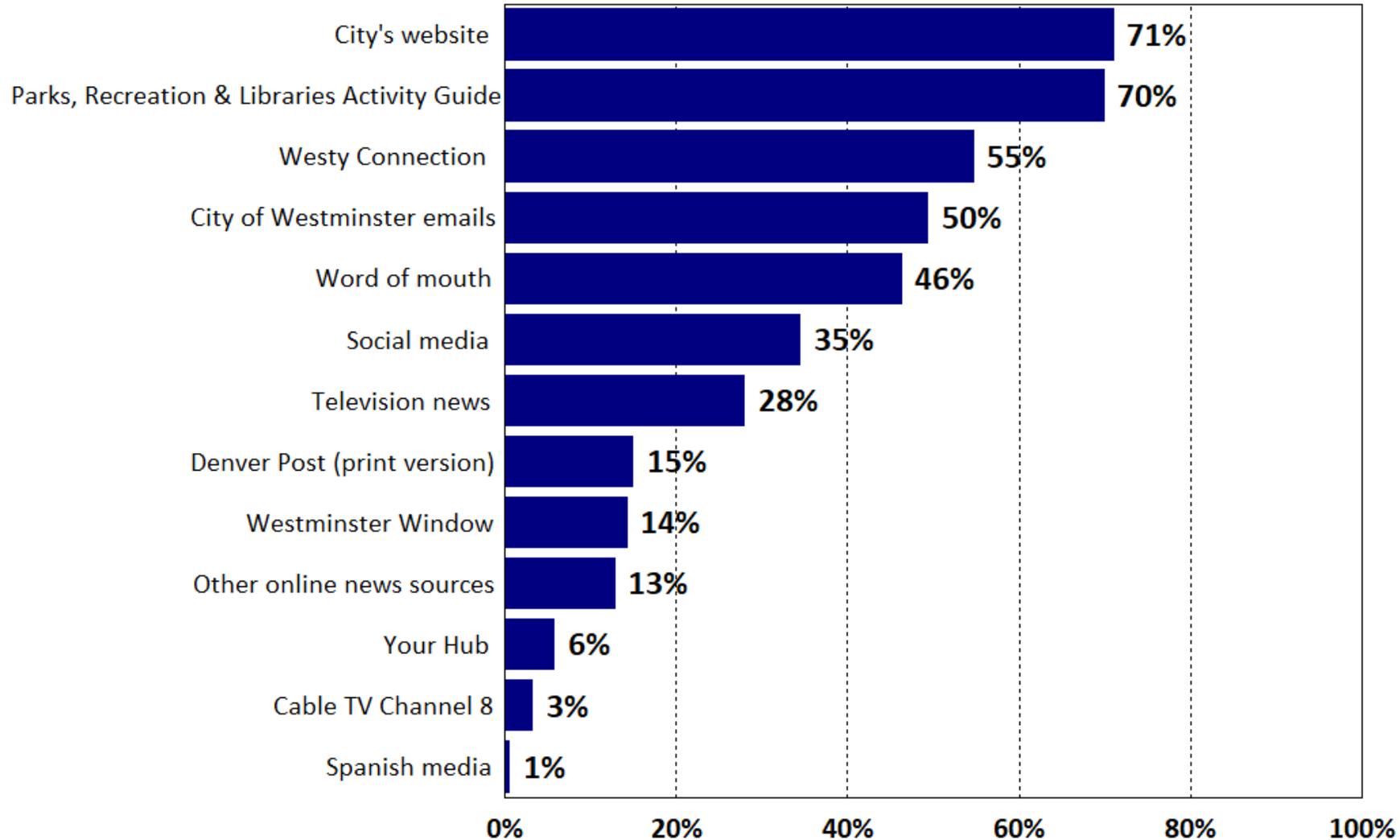
by percentage of respondents who have contacted the City in the past 12 months (excluding "don't know")



Results above are based only on the 58% of respondents who have visited the City's website in the past 12 months

Q25. Sources That Residents Currently Use to Obtain/Receive Information About the City of Westminster

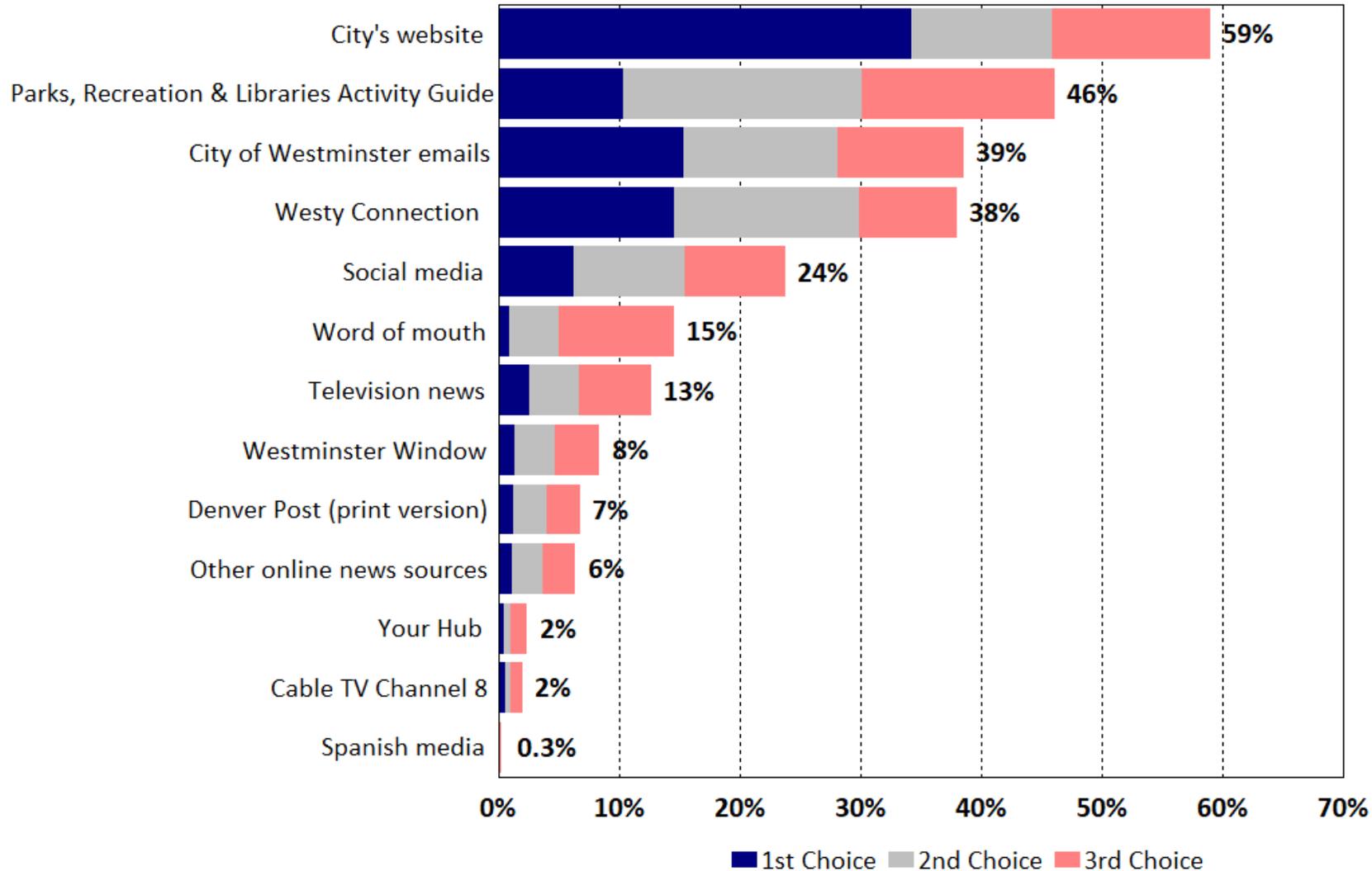
by percentage of respondents (multiple selections could be made)



Respondents overstate their usage of the City's website

Q26. Sources That Residents MOST PREFER to Use to Obtain/Receive Information about the City

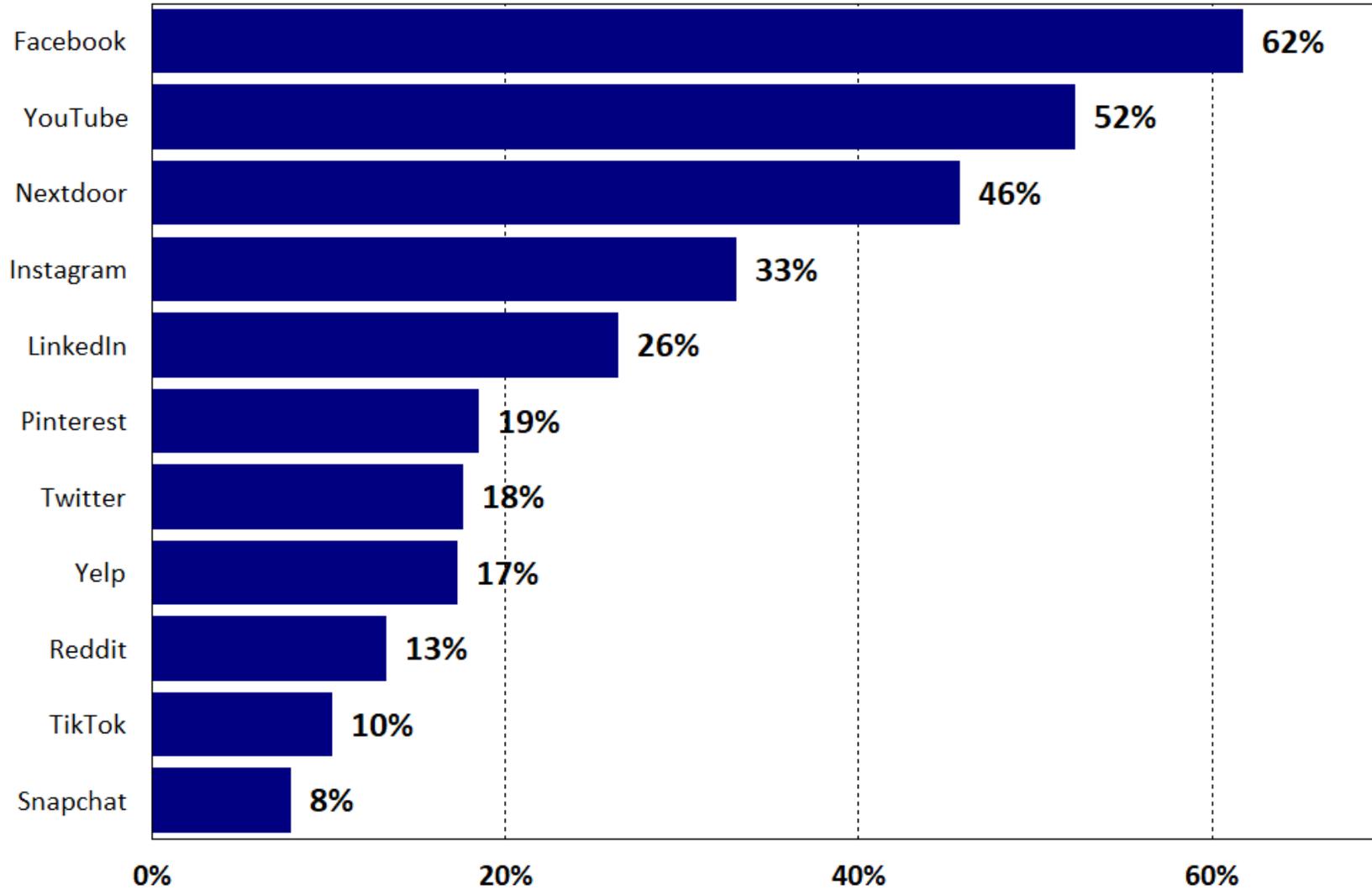
by percentage of respondents who selected the item as one of their top three choices



46% of respondents indicated they get information via Word of Mouth versus 15% who prefer that method

Q27. Social Media Sites Residents Have Used Within the Last Month

by percentage of respondents (multiple selections could be made)



Summary

While the City's trends suggest some areas for improvement – the City rated significantly higher than U.S. and Front Range comparisons in many key service areas

The City of Westminster is truly setting the standard for the delivery of key services

The City should focus on areas identified by the Importance-Satisfaction analysis and should plan to conduct another survey in two years to gauge progress and changes in satisfaction

Questions?

THANK YOU

