



Staff Report

TO: The Mayor and Members of the City Council

DATE: June 5, 2008

SUBJECT: Briefing and Post-City Council Briefing Agenda for June 9, 2008

PREPARED BY: J. Brent McFall, City Manager

Please Note: Study Sessions and Post City Council briefings are open to the public, and individuals are welcome to attend and observe. However, these briefings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.

Looking ahead to Monday night's Briefing and Post-City Council meeting briefing, the following schedule has been prepared:

Dinner 6:00 P.M.

Council Briefing (*The public is welcome to attend.*) 6:30 P.M.

CITY COUNCIL MEETING 7:00 P.M.

POST BRIEFING (*The public is welcome to attend.*)

PRESENTATIONS

1. Proposed Adjustments to Department Workloads

CITY COUNCIL REPORTS

1. Report from Mayor (5 minutes)
2. Reports from City Councillors (10 minutes)

EXECUTIVE SESSION

1. Obtain Direction from City Council regarding a proposed Economic Development Agreement with The Bedrin Organization, pursuant to W.M.C. 1-11-3 (C)(4) and W.M.C 1-11-3 (C)(7)

INFORMATION ONLY STAFF REPORTS – do not require City Council action

1. 2008 Westminster Citizen Survey Results (To be discussed at the June 16th Study Session)
2. Neighborhood Enhancement Grants
3. Annual COG and Volunteer Appreciation Barbeque
4. Westminster Direct in Dial Service

Items may come up between now and Monday night. City Council will be apprised of any changes to the post-briefing schedule.

Respectfully submitted,

J. Brent McFall
City Manager



WESTMINSTER

Staff Report

Post City Council Meeting

June 9, 2008



SUBJECT: Proposed Adjustments to Department Workloads

PREPARED BY: Barbara Opie, Budget & Special Projects Manager

Recommended City Council Action:

Provide Staff direction on the items identified below on whether to undertake additional analysis on the changes proposed.

Summary Statement

At the May 8, 2008, Department Head Budget Retreat in preparation for the upcoming 2009/2010 Budget development process, the Department Head group evaluated their operations and identified areas where they could better maximize the City's limited resources by reallocating staff time and funds. Staff continues to look to find ways to do more with limited resources and maintain focus on the City's mission of providing exceptional value and quality of life.

Staff reviewed operations to look for areas where we may streamline, identifying efforts (staff time and/or ongoing costs) that may not be as high of a priority to free up staff and funding for higher priority services.

Staff is seeking City Council direction on the items listed below on whether Staff should do further analysis on these items and bring them back for full consideration by City Council.

Expenditure Required: \$0

Source of Funds: N/A

Policy Issue

- Does City Council concur with any or all of the items listed below that Staff recommends pursuing?

Alternative

- Direct Staff to continue all items below and prepare the 2009/2010 Budget accordingly. Staff recommends that City Council consider the items identified below as funding continues to be constrained and Staff is looking for ways to do more with less. Pursuing even a few of these items will certainly help operations and allocation of resources.

Background Information

At the May 8, 2008, Department Head Budget Retreat in preparation for the upcoming 2009/2010 Budget development process, the Department Head group evaluated their operations and identified areas where they could maximize the City's limited resources by reallocating staff time and funds. Staff continues to look to find ways to do more with limited resources and maintain focus on the City's mission of providing exceptional value and quality of life. As part of this process, staff reviewed operations to look for areas where we may streamline, identifying efforts (staff time and/or ongoing costs) that may not be as high of a priority.

The group identified a list of items as part of this adjustment of workload review. A number of items are being pursued administratively, some have been determined to be not feasible at this time, and the remaining items are being shared with City Council as needing policy direction on whether staff should pursue these items for further consideration.

- 1) Convert to a Completely Electronic Packet for City Council Meetings and Study Sessions – Staff recommends moving to an electronic packet, which would not only save time but allow the City to be more “green” in many ways. Staff currently makes copies of every week's packet for a total of 28 people, including City Council, the *Westminster Window*, and City Staff. City Manager's Office (CMO) and the City Clerk's Office Staff spend on average two to four hours each week just copying the packet. Currently, the amount of paper utilized each week ranges from three reams of paper for an average-sized packet to six reams of paper for a large packet (one ream equals 500 sheets of paper). The reduction in office supplies needed, such as three-ring binders, ink cartridges for the copiers and printers, paper, and large envelopes in which the packets are delivered would result in additional office supply savings. Additional savings could be incurred when City Council members are traveling out of town and packets are overnight expressed to them wherever they may be.

In addition to paper and copying time savings, converting the paper packet would also eliminate the need for the messenger to make a weekly packet delivery trip to each City Council member's home, saving staff time and vehicle travel weekly. This would not only save staff time but more importantly help reduce gas usage when fuel prices continue to escalate and reduce the impact on the environment with vehicle emissions. If the weekly packet included an item, such as a development plan or map, which could not be converted electronically that Council needs to review prior to the meeting, Staff would deliver the appropriate items to ensure City Council has the necessary documents to make informed decisions at the following Council meeting or Study Session.

Staff currently converts both the City Council meeting and Study Session packets for posting on the website each week. The packet has been e-mailed to Council in a zip file for a number of

years; all that City Council members would need to do is save the file to their laptop. The majority of City Council members have been issued a laptop from the City with appropriate software (called IMarkup) that allows the user to make notations of questions, clarifications, comments, etc., electronically on each document that can be retrieved during the Council meeting or Study Session. Wireless abilities were also recently installed in both the Council boardroom and Council Chambers, where Council could also access the packet via the website. Currently only two Councilors receive the City Council meeting packet electronically. The entire council receives a paper Study Session packet currently.

Staff understands that this is a significant change and would like additional feedback on pursuing an electronic packet and a possible time frame for implementation.

- 2) Reduce Frequency of Rental Housing Program Inspections from Every Two Years to Every Three Years – The City’s Rental Property Maintenance Code establishes, by ordinance, the frequency of inspections of rental property. The frequency was established for rental structures with three or more units with the adoption of the Rental Property Maintenance Code in 1997. Over the years, the number of rental units included in this systematic inspection program has grown to over 10,000 units. This workload has overwhelmed the Staff of two rental housing inspectors. Staff recognizes the City’s current financial situation that adding additional staff to this program is not the highest priority nor financially viable. To effectively reduce the workload on Staff, it is proposed to reduce the frequency of rental inspections as well as modify the code to allow self-certification of “non-critical” re-inspections. The combined effect of modifying the frequency of inspections along with modifying the code to allow self-certification of “non-critical” re-inspections, Staff estimates that the City could potentially reduce the number of inspections by hundreds every month. The majority of Staff’s time is currently spent doing re-inspections. Re-inspections have accounted for 1,900 of the 3,500 inspections so far this year with at least one-half of these re-inspections due to items that could be considered “non-critical”. If there was the option to offer self-certification instead of making a second, or third, or forth trip back to the property, there could be significant time savings. Self-certification would not be considered on any type of life safety items or for owners or managers that would prove to be unreliable. These changes will take City Council action to modify the existing code but would help to address the workload issues currently facing the rental property inspection program.

- 3) Reconstitute the Growth Management Plan – As part of the City’s Growth Management Program, new residential projects are awarded service commitments on a competitive basis. These annual competitions are based on the City’s design guidelines and include optional “incentive” items that developers choose in advance to receive points in the competitions. As the City approaches build out, with a smaller amount of vacant residential land available for development, the City has seen a decline in the number of applications submitted for the competitions. This year for instance, applications were submitted in three of the five categories. Of these three categories, one application was received in two of those categories, and only the senior housing competition had two submittals. In 2007, projects were submitted in only two categories, with only one submittal in one category and two in the other. With the time and staff resources involved in the annual competition process, Staff would propose to eliminate this competition requirement. Residential projects would be reviewed according to the City’s established design guidelines, and during the development review process Staff would work with developers to achieve projects that exceed those guidelines where possible. Another option in lieu of the competition process would be to amend the minimum guidelines to require higher standards as a baseline.

- 4) Eliminate Free Water Leak Checks – Per the Westminster Municipal Code 8-7-8 paragraph (C): “The City will charge fifteen dollars (\$15) to reread a water meter at the customer's request. This fee will be waived if the first reading was incorrect. The City will charge fifteen dollars (\$15) to check the water meter for evidence of a leak. This fee will be waived if a leak is found.” The City has customers that call and request the City come out and check for a leak. Public Works & Utilities Department Staff goes out and checks the water meter; if they indicate there is a possible leak, the City waives the \$15 fee. The same customer then calls and wants the City to return to see if they got the leak taken care of. The question Staff has is that if the meter indicates that a leak remains, should the fee of \$15 be waived a second time? Clearly, the \$15 fee does not cover the cost of staff time nor equipment costs to investigate possible leaks. Staff recommends amending the Municipal Code to allow for a charge for a second visit, regardless of leak, and also to re-evaluate the \$15 fee being charged.

- 5) Eliminate Annual Home Occupation Licenses Renewals – The Westminster Municipal Code requires every person who operates a business from a residential address in the City to obtain a Home Occupation License. There is no fee for the license. There are currently 932 active home occupation licenses on file. Home Occupation licenses must be renewed annually every December 31st. The renewal process requires the City Clerk’s Office to mail a renewal form to all licensees, process the returned form, and in some cases contact the licensee if they fail to respond to the renewal request. The process involves both hard dollar and soft dollar costs.

Staff recommends that the Municipal Code be amended to eliminate the annual renewal requirement for Home Occupation licenses. Discussions were held with representatives from the Community Development Department’s Planning, Building and Economic Development Divisions, and the Police and Fire Departments, to insure that eliminating the annual renewal would not impact their operations. Staff indicated that they are not using the Home Occupation renewals to update any of their information, and therefore they would not object to eliminating the renewal requirement.

Even if the Municipal Code is amended, all Home Occupation licensees would continue to receive annual (or more frequent) City sales and use tax returns. The return affords these businesses an opportunity to communicate mailing address changes, or business discontinuation information to the City. Home Occupation licensees who move to a different address in the City will still be required to apply for a new license and undergo the standard approval process, as is the current practice. Staff anticipates that eliminating the annual renewal requirement will have little impact on our Home Businesses, but will save both hard and soft dollar costs for the City.

- 6) Amend Little League Association Agreements and Implement an Equitable Little League City Support Program – Four Little League associations operate within the City of Westminster and utilize various ballfields for their programs throughout the year. The City currently has varying levels of subsidies that are provided to each Little League association and is proposing to update all of the Little League agreements, making them more equitable across the associations.

The following are the current lease agreements with Little League organizations in the City:

- Westminster Little League – Approximately 15 years ago, the Westminster Little League appealed to City Council for relief from escalating irrigation costs at Tepper Fields and Council allocated funds in the City Budget through the General Fund Central Charges account administered in the City Manager’s Office. During a subsequent budget process, these funds were transferred to Parks, Recreation & Libraries Department’s Park Services to pay for and

manage the Tepper Field water bills. In 2007, water charges for Tepper Fields were approximately \$18,000. Hyland Hills maintains the fields at no cost to the Little League.

- Pearl Mack Little League – The City of Westminster maintains Skyline Vista Park for the exclusive use of the fields by the Pearl Mack Little League at no charge.
- American West Little League – The City of Westminster maintains the Countryside ballfields for exclusive use of the American West Little League for \$3,000 per year. Originally, the Little League was to do all the maintenance on the fields, but they did such a poor job with volunteers that the City took back the field maintenance in exchange for their operating/maintenance budget of \$3,000.
- Northern Lights Little League – The City of Westminster maintains the Mike Lansing T-ball complex for exclusive use by the Northern Lights Little League for \$750 per year.

All of the lease agreements are out of date and the Recreation Programs Division is currently in the process of developing a consistent policy for handling all little league agreements, including recommending a consistent field maintenance charge for all little leagues. Staff recommends creating a standard lease agreement for Little League Associations in efforts to be more equitable.

- 7) Revise the Street Sweeping Schedule – Present street sweeping rotation is ten times per year for residential streets and twelve times per year for arterials. Discussions with other cities show that Westminster’s sweeping rotation is above the norm for what would be considered Best Management Practices. Staff proposes that the sweeping schedule be revised to every other month, which would still be above the normal metro area practice; this would result in a 38% reduction in service but also result in an estimated annual cost savings of \$100,000. Arterial roadways would still be swept after every storm to continue meeting PM 10 Regulations. New service level would be monitored closely and evaluated to determine any reduction in cleanliness of pavements and any increase in customer dissatisfaction. If City Council concurs with this proposal, Staff recommends that the new schedule would begin in 2010 when a new contract will be bid out.
- 8) Eliminate the Large Item Cleanup Program – This program has been offered for many years in the spring with 25% of residential households participating annually prior to 2006. In 2006, the cost for the program significantly increased by 58%. At that time, Staff evaluated with City Council alternatives to help reduce the cost impact of the program. Westminster was in a minority of cities offering this free curb-side pick up service. Most other cities in the metro area do not offer a program like this. As an alternative, a number of low and no-cost programs are available to citizens to aid them in disposing of large trash items without the City of Westminster’s involvement.

With the adoption of the 2007/2008 Budget, City Council concurred to Staff’s recommendation to implement a \$10/fee registration program for participation in the Large Item Cleanup Program. This pre-registration has allowed Staff to bid out the actual number of households participating in the program to potential vendors, versus an estimate of potential participants thus driving the costs of the program up significantly.

In 2008, \$55,000 was expended on the program and only 3% (903 households) of Westminster residents received the service and only \$9,000 is recovered from the \$10 fee.

Staff has identified the following options for change:

- eliminate the program and refer residents to the local haulers, while promoting recycling of many items;
- work with local haulers and pay a portion of what they charge for the pickup one time per year for any resident until a maximum dollar amount is expended each year.

Elimination of the program would result in a cost savings of \$60,000 annually plus 260 man-hours that could be utilized elsewhere.

Most trash haulers will pick up large items such as furniture and some appliances but residents may have to pay \$25-\$45 to their respective trash haulers. If the City's program were eliminated, Staff could do the following to assist residents with their large items:

- identify businesses that will pickup old appliances
- educate the public that old furniture and other items may be donated to charitable organizations
- educate the public where existing recycling centers may be utilized
- promote the Adams County "Free Dump Days" that are offered throughout the year.

Obviously, this has been a popular program but its utilization continues to decline. When considering the full impact of the cost to contract out the pick-up service plus soft dollar costs associated with administering the program, Staff recommends the discontinuation of this program.

Consideration of Modifications to Boards & Commissions – Staff also discussed the potential of altering or eliminating Boards and Commissions where over time, the purpose/need of particular boards/commissions has diminished. This is an item that has been previously discussed with City Council, and staff is seeking direction on whether to pursue further analysis and discussion on this item.

Paragraph header corrected.

Staff is seeking City Council direction on these items on whether we should pursue further analysis on these for possible implementation. Some of these items have direct budget impacts, whereas others have indirect staff/soft dollar impacts. As such, Staff requests direction at this time to allow for appropriate modifications to be made as Staff works throughout the summer developing the Proposed 2009/2010 Budget, which will be reviewed with City Council at the September 27 City Council Budget Retreat.

Respectfully submitted,

J. Brent McFall
City Manager



WESTMINSTER

Staff Report

City Council Study Session Meeting
June 16, 2008



SUBJECT: 2008 Westminster Citizen Survey Results

PREPARED BY: Phil Jones, Management Intern II
Barbara Opie, Budget and Special Projects Manager

Summary Statement:

This report is for City Council information only and requires no action by Council. The results from the recently completed 2008 Westminster Citizen Survey, conducted by the National Research Center, are attached for City Council's review. This Staff Report is being delivered one week early to allow City Council additional time to read through the attached report. Please bring your copy of this report to the Monday, June 16 Study Session. Senior Analyst Shannon Hayden of the National Research Center will be in attendance Monday, June 16, to discuss the results of the survey and respond to City Council's questions.

Overall, the results of the Citizen Survey continue to be very positive. In 2008, the City of Westminster once again ranked above the national average in quality of community and quality of service. Eighty-nine percent of residents rated the quality of life in Westminster as "good" or "very good." Eight in ten residents also rated the overall quality of city services as "good" or "very good". Also notable is that 60% of residents "strongly agreed" or "somewhat agreed" that they receive good value for the taxes they pay. This is down from 66% in 2006, but it is important to note that this rating still places Westminster well above the national average.

Seventy-five percent of respondents thought that overall City government operations operated "well," up from 2006 ratings of 68%, and most respondents (90%) thought that the City was headed in the "right direction."

The policy question asked in this year's survey was, "To what extent do you support or oppose the City permitting residents in your neighborhood to install the following on their property: solar panels, wind energy device?" Ninety-two percent (92%) of residents strongly or somewhat support the permitting of the installation of solar panels, while 82% of residents strongly or somewhat support the permitting of wind energy devices. Additional information is available in the attached survey results document.

Background Information

Every two years, the City conducts a citizen survey to measure residents' satisfaction levels with City services and gather opinions on specific policy questions. The 2008 Citizen Survey also allows the City to collect information that can be used in the City's performance measurement program. This year's survey was the ninth biennial survey the City has conducted with the National Research Center, Inc. (NRC).

In April, 3,000 Westminster households were selected at random to participate in the survey using a stratified, systematic sampling method. One thousand households in each of the City's three school districts received surveys. Of the 2,782 eligible households (7% of mailings were undeliverable), 828 completed the survey, providing a response rate of 30%. This response rate was lower than 2006 (37%), but is still a good response rate for a mailed survey. The margin of error was + or - 3 points on a 100-point scale, for any given rating for the entire sample. The survey sample was statistically weighted to reflect Westminster's 2000 Census estimates.

In 2008, the City of Westminster continued to rank above the national average in quality of service and quality of community. The following is a summary of some of the survey report's key findings:

- Eighty-nine percent of residents rated the quality of life in Westminster as "good" or "very good." This is well above the national average.
- Seventy-five percent of residents characterized the quality of their neighborhood as "good" or "very good." This rating is within the range of the national average, and has not changed significantly since 1992. Over the past twelve months, 56% of residents said that the quality of their neighborhood has stayed the same. Fourteen percent reported that the quality of their neighborhood improved, while 29% indicated that the quality of their neighborhood declined.
- Regarding growth, well over half of residents thought the quality of new residential, and quality and variety of new business and retail development was either "good" or "very good."
- Seventy-seven percent of respondents rated the physical attractiveness of Westminster as either "good" or "very good." This rating increased by eight percent when compared to 2006.
- When residents were asked to choose a phrase or phrases that they felt described their image of Westminster, 81% chose "beautiful parks and open spaces," while 57% of residents characterized Westminster as "safe and secure." More than one-third of respondents described Westminster as "environmentally sensitive," "financially sound," and "innovative and progressive."
- In 2008 a new question was introduced asking residents, "How ethnically diverse, if at all, is your neighborhood?" Sixty-four percent of residents responded, "Somewhat diverse," while 25% said "very diverse."
- A majority of respondents reported feeling safe from fires, violent crimes, and property crimes. Eighty-four percent of residents felt safe from fires, while 80% reported feeling safe from violent crime. Sixty percent of residents felt at least "safe" from property crimes. These safety ratings are significantly above the national average.
- The City's emphasis on providing excellent customer service continues to make a positive impact on residents. Seventy-five percent of residents who interacted with Staff over the past twelve months reported their overall impression of staff as being either "good" or "very good."

Eighty-three percent of residents stated that the staff's courtesy and knowledge were "good" or "very good". The City of Westminster employees' customer service continues to rank higher than the national average.

- For the second time, the survey asked residents if they felt they received good value for the City taxes they pay. Sixty percent of residents "strongly agreed" or "somewhat agreed" that they receive good value for the taxes they pay. Only six percent "strongly" disagreed that they receive good value for their city tax dollars.
- For 10 of the 26 City services evaluated, the average rating given by Westminster residents was significantly higher than the average given by members of other communities. These highly-rated services were recreation facilities, appearance of parks and recreation facilities, recreation programs, trails, drinking water quality, preservation of natural areas such as open space (including farmlands and greenbelts), economic development, land use (planning and zoning), building permits/inspections, and street repair.
- Residents were asked to rate the extent to which "weeds, abandoned vehicles, graffiti, or dilapidated buildings" were a problem in their neighborhood. Forty-three percent of the respondents did not think that these issues were problems. Thirty-one percent of the respondents thought that these issues were minor problems, while 26% thought these issues were moderate or major problems.
- Ninety-two percent of residents thought vandalism was at least a minor problem, and 90% thought that both crime and graffiti were at least a minor problem.
- Ninety-two percent of residents "strongly" or "somewhat" support the City allowing residents to install solar panels in residential areas, and 82% said they would at least "somewhat" support Westminster allowing the installation of wind energy devices on private property within the city.

The survey results and analysis will be discussed at the June 16 Study Session. Staff is submitting this Staff Report and survey result one week early to allow City Council time to review the report. Staff requests that City Council bring their copy of the survey results to the June 16 Study Session. Senior Analyst Shannon Hayden of the National Research Center will be in attendance to discuss the results of the survey and respond to City Council's questions.

Respectfully submitted,

J. Brent McFall
City Manager

Attachment



WESTMINSTER

4800 WEST 92ND AVENUE
WESTMINSTER, CO 80031

City of Westminster 2008 Citizen Survey

Report of Results

May 2008



NATIONAL
RESEARCH
C E N T E R INC.

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Executive Summary

Background and Methods

The City of Westminster has conducted a regular, periodic survey of residents' opinions since 1992. Working with National Research Center, Inc. (NRC), Westminster has used the same systematic method for sampling residents and the same set of core questions for each survey administration. This was the ninth survey to monitor the quality of Westminster services and quality of life in the community.

A random sample of 3,000 households received surveys. About 7% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,782 households that received the survey, 828 completed a survey, providing a response rate of 30%. The margin of error was plus or minus three points around any given percentage point for the whole sample. Results also were separated into Adams 12, Adams 50 and Jefferson County school districts to permit a deeper examination of the data.

Because the City of Westminster has administered a resident survey before, comparisons could be made between 2008 responses and those from prior years, when available. Westminster also elected to have its results compared to those of other jurisdictions around the nation, comparisons made possible through NRC's national benchmark database. This database contains resident perspectives gathered in citizen surveys from approximately 500 jurisdictions, including cities and counties. Benchmark comparisons in this report are made to all jurisdictions in the NRC database, when available, as well as to all Front Range jurisdictions.

Findings

In general, responses to questions asked over time about the City's quality of life and government services either were stable compared to previous years or somewhat lower than in 2006. Westminster ratings compared to the benchmarks were often similar to or higher than the nation. Ratings for a number of services were higher than the Front Range benchmark, while other ratings frequently were similar to or lower than the Front Range norms.

Results for survey questions related to the goals outlined in Westminster's Strategic Plan for 2007-2012 suggest that Westminster is showing success in some focus areas, with room for improvement, especially to address issues for residents of the Adams 50 school district.

The highest levels of concern expressed in the survey results related to crime, vandalism and graffiti in neighborhoods. As in previous years, these concerns were expressed more emphatically in Adams 50 school district than in other districts. Perceptions of a lack of safety and deteriorating neighborhoods also emerged from the Adams 50 results.

Overall Quality of Community and Government

As in previous years, Westminster residents reported thinking highly of their overall quality of life, higher than most other jurisdictions in the nation, according to the NRC national benchmark database. Compared to other jurisdictions in the Front Range, Westminster's rating on overall quality of life was slightly below the average.

In 2008, residents who received the survey rated the overall quality of City services for the first time, with the majority reporting them as "good" or better. These ratings placed Westminster's overall service quality higher than that of other jurisdictions in the nation and similar to the Front Range. There were some important differences among districts, however, with the Adams 50 school district rating services such as police protection, City code enforcement, economic development, all parks- and open space-related questions lower than did the other two districts. Building permits/inspections was noticeably lower in Adams 12, as were ratings of recycling drop-off centers and large item clean-up.

More than half of respondents thought that overall City government operations operated "well," up from 2006 ratings. Among those who had an opinion, most respondents thought that the City was headed in the "right direction," as they have in previous years. Nearly one-third responded "don't know" regarding the City's direction.

Just under half of all respondents had contact with the City in the year prior to the survey. In 2008, residents had the opportunity to rate their interactions with City staff. Most felt that staff were courteous, knowledgeable and responsive and had at least a "good" overall impression. Generally, these ratings were similar to the national benchmark ratings, but many were below the average for the Front Range.

Public trust, on the other hand, was rated above the national norm and similar to the Front Range. Although one-quarter of respondents "didn't know" if Westminster government welcomes citizen involvement or if the City Council cares what they think, more than half of those who had an opinion on these questions agreed that their opinions were important to the City government.

Mayor and Council Goals and Objectives

The 2008 survey contained a series of questions that reflected either directly or indirectly on the City's progress toward the five goals set forth in the Strategic Plan 2007-2012:

- ◆ Safe and Secure Community
- ◆ Financially Sustainable City Government
- ◆ Vibrant Neighborhoods and Commercial Areas
- ◆ Balanced, Sustainable Local Economy
- ◆ Beautiful City

City Goal: Safe and Secure Community

Whereas in earlier years, residents were asked about how safe they felt in certain areas, in the last two survey administrations, they were asked how safe they felt from various threats. Most respondents reported feeling safe from violent crime and fires, above the national and Front Range benchmarks. More than half felt safe from property crime, an average similar to both benchmarks. A notably smaller proportion of residents in the Adams 50 school district reported feeling safe than did residents living in other school districts.

City Goal: Financially Sustainable City Government

Survey questions about the quality and importance of City services can help focus Westminster's attention on how services are perceived and prioritized by residents. The majority of residents surveyed rated most City services as "good" or better, including fire protection, maintenance and appearance of both parks and recreation facilities, libraries, emergency medical services, trails, drinking water quality and recreation programs. Among those who had an opinion, the lowest quality ratings were given to street repair, recycling drop off centers, building permits/inspections and City code enforcement, although high proportions of respondents answered "don't know" about these services. Many ratings decreased since 2006, including libraries, street cleaning and repair, snow removal, parks and recreation facilities and programs, and City code enforcement.

Of the 24 services that could be compared to the national benchmarks, 10 were higher than the national average. Of the 16 that had Front Range comparisons, 3 were higher than the Front Range average.

Of the 26 services listed on the survey, nearly all were considered at least "very important," if not "essential" for at least half of respondents. A handful of these services were rated as important yet perceived as relatively low in quality. These relatively more important services were snow removal, emergency preparedness, street repair and economic development. Snow removal and emergency preparedness both received ratings below the national benchmark. It should be noted, however, that snow removal ratings in the Front Range all were lower after the 2007 blizzards.

It is important for a jurisdiction to know how to communicate most easily with its constituents. Residents reported feeling moderately informed about Westminster, up from 2006. As in 2006, City Edition and television news were the most relied upon sources for information about the City, with the readership of City Edition up from 2006. More respondents also used the City's Web site, word of mouth and Your Hub in 2008 than in 2006. The City Web site's characteristics were perceived as at least "good" by a majority of Web site users. A smaller proportion of residents in 2008 reported watching Cable Channel 8 than in 2006.

City Goal: Vibrant Neighborhoods and Commercial Areas

Several questions on the survey addressed these areas of focus. A majority felt the quality of their neighborhood was “good” or better, largely similar to previous years and lower than the national average. About half thought their neighborhood had stayed the same in the past year, while one-third thought it had declined. The residents of Adams 50 school district reporting both a poorer perception of their neighborhood currently and a greater perception of decline across time than did residents in other school districts.

More than previous years, over half of respondents thought that code enforcement issues, such as weeds, junk vehicles, and dilapidated buildings, were at least a “minor problem” in their neighborhood. More Adams 50 residents felt this to be the case than did residents in other school districts.

Residents were supportive of the City permitting residents to install solar panels and wind energy devices as alternative energy sources in their neighborhood.

City Goal: Balanced, Sustainable Local Economy

As in 2006, a slim majority of residents admired the overall quality and variety of development occurring in Westminster, although both quality and variety were rated lower than in 2006. One-quarter of respondents did not report any online purchases. Among those who do shop online, spending has remained relatively stable since 2006, with 4 in 10 respondents reporting that they spent from \$1 to \$500 online in the last 12 months.

City Goal: Beautiful City

The goal, Beautiful City, was addressed in a variety of ways on the survey. Nearly half of respondents chose the phrase “beautiful parks and open spaces” as the number one way they would describe the city. Three-quarters of Westminster residents rated the physical attractiveness of the city favorably, placing it above the average for jurisdictions around the nation.

A minority of residents reported using curbside recycling in 2008. Among those who did not use this service, about one-third stated it was not available to them through their trash collector, another third said that cost was prohibitive and the rest reported either a lack of information or a preference for drop-off recycling.

Survey Background and Methods

Survey Purposes

The Westminster Citizen Survey serves as a consumer report card for Westminster by providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and satisfaction with local government. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

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

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

The baseline Westminster Citizen Survey was conducted in 1992. This is the ninth iteration of the survey in over a decade. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as Westminster changes and grows.

Methods

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

About 7% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,782 households that received the survey, 828 completed a survey, providing a response rate of 30%.

Survey results were weighted so that the gender, age and housing unit type of respondents were represented in the proportions reflective of the entire city. (For more information see the detailed survey methodology in *Appendix D: Survey Methodology*.)

“Don’t Know” Response and Rounding

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

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

Understanding the Results

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (828). For each of the three areas of Westminster (Jefferson, Adams 50 or Adams 12), the margin of error rises to approximately plus or minus 6% since sample sizes were approximately 358 for Jefferson County, 225 for Adams 50 and 247 for Adams 12.

Comparing Survey Results

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

Because summary statistics were changed in the 2008 report from an average rating to percent “excellent” plus “good,” 1994 results are not presented in this report. Only average rating data were available for 1994. Raw data were needed for this conversion, which were unavailable. Readers may refer to the Westminster archives for the 1994 average results.

National and Front Range normative comparisons also have been included in the report when available (jurisdictions to which Westminster was compared nationally and in the Front Range can be found in *Appendix F: List of Jurisdictions in the Benchmark Comparisons*). Finally, selected results for all Westminster residents were compared to

results from residents in each of the three school districts in Westminster and are presented as *Appendix B: Survey Responses Compared by Area of Residence*.

Comparing to Other Survey Results

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

National Normative Database

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

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. We have described our integration methods thoroughly in *Public Administration Review, Journal of Policy Analysis and Management* and in our first book on conducting and using citizen surveys. Scholars who specialize in the analysis of citizen surveys regularly have relied on our work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases. NRC's work on calculating national norms for resident opinions about service delivery and quality of life won the Samuel C. May award in 1992 for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Normative comparisons are used for benchmarking. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. We do not know what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, we need to know how others rate their services to understand if “good” is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. We need to ask more important and harder questions. We need to know how residents’ ratings of fire service compare to opinions about fire service in other communities.

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

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

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

Comparison of Westminster to the Normative Database

Normative comparisons have been provided when similar questions on the Westminster survey are included in NRC's database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country. Where comparisons are available, Westminster results are noted as being "above" the norm, "below" the norm or "similar to" the norm. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Westminster's rating to the benchmark.

Survey Results

The Westminster Citizen Survey is comprehensive, covering many topics related to life in the community. The first section of the report is dedicated to the overall quality of community and government. The remainder of the report of results is organized around the five Mayor and Council goals and objectives, set in the strategic plan for 2007 to 2012. These are:

- ◆ Safe and Secure Community
- ◆ Financially Sustainable City Government
- ◆ Vibrant Neighborhoods and Commercial Areas
- ◆ Balanced, Sustainable Local Economy
- ◆ Beautiful City

Overall Quality of Community and Government

Residents' opinions regarding their overall quality of life, quality of services provided and trust in their local government are important for jurisdictions to assess. This information can be invaluable for local governments to determine budget priorities and the overall climate of the community.

Overall Quality of Life

As in previous survey administrations, Westminster residents were asked to rate their overall quality of life in the city. About one-third of residents (29%) said their overall quality of life was "very good" and three in five (61%) said it was "good." Nine percent of respondents rated the overall quality of life in Westminster as "neither good nor bad;" 1% felt it was "bad," but no one reported their quality of life as "very bad."

When compared to 2006, residents gave slightly lower ratings to their quality of life in 2008 (89% in 2008 said "very good" or "good" versus 93% in 2006). However, the overall quality of life has remained high over time.

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

Figure 1: Overall Quality of Life in Westminster

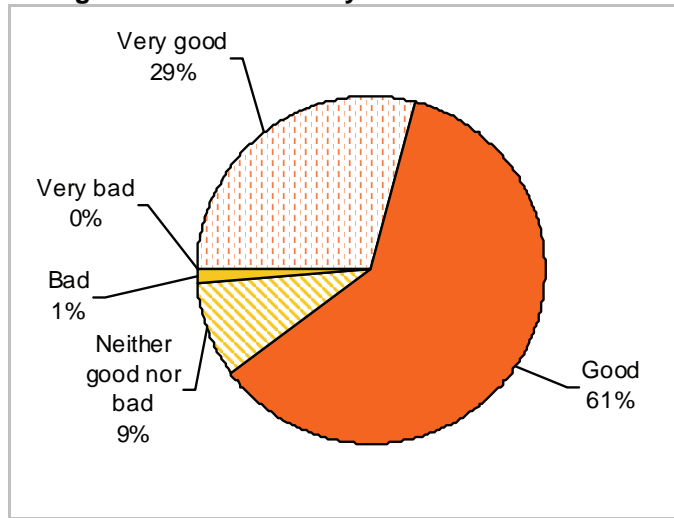
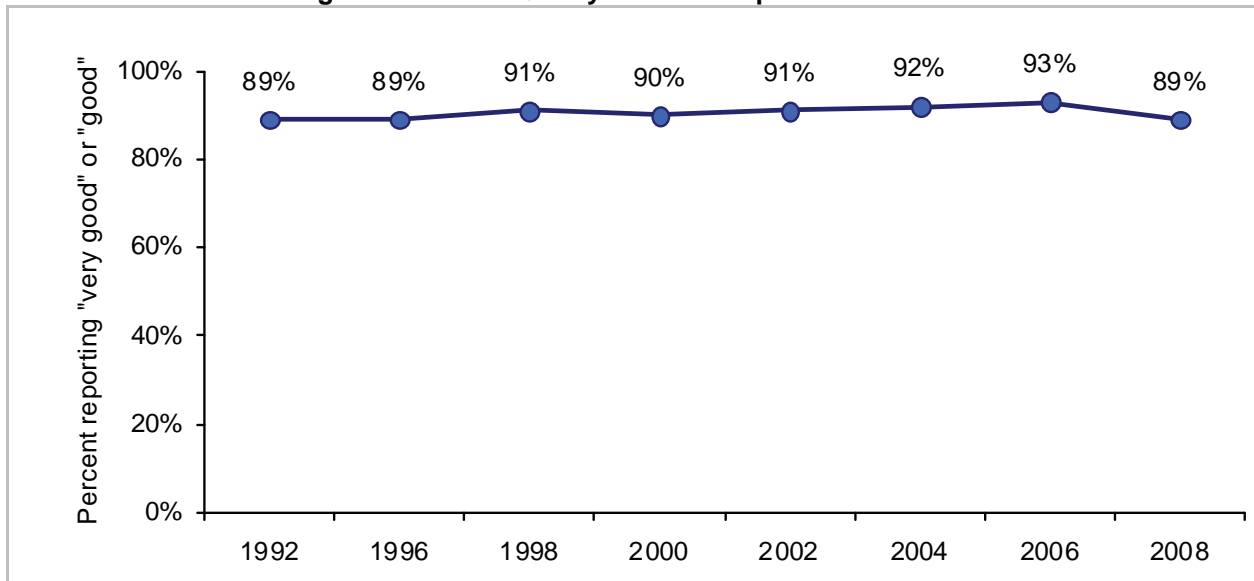


Figure 2: Overall Quality of Life Compared Over Time

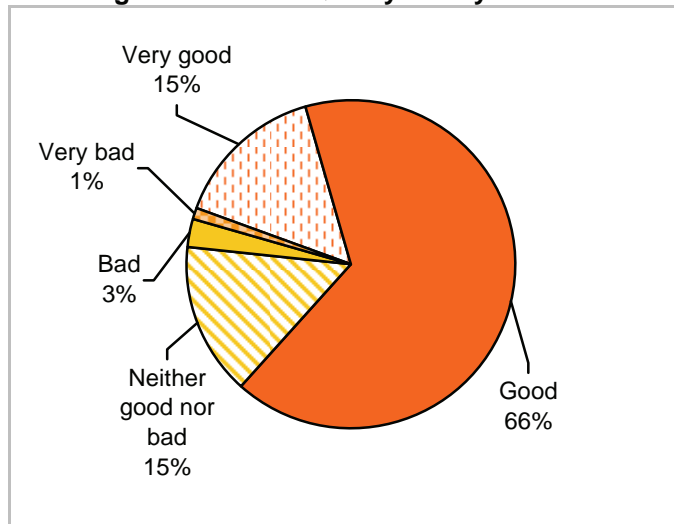


Overall Quality of City Services

New to the 2008 survey, respondents were asked to rate the overall quality of City services. Eight in 10 residents (81%) rated the overall quality of City services as “very good” or “good.” Fifteen percent said the overall quality of City services were “neither good nor bad,” 3% reported “bad” and 1% felt they were “very bad.”

The overall quality of City services provide in Westminster was higher than ratings given by residents in other jurisdictions across the country and similar to those given in Front Range communities.

Figure 3: Overall Quality of City Services



City Government Operations

As in previous years, Westminster residents evaluated City government operations. Sixteen percent of survey respondents felt the City government operated “very well” and 6 in 10 reported the operation of the City government was “well.” One in five respondents felt the government operated “neither well nor poorly,” 6% said “poorly” and only 1% rated government operations “very poorly.”

Ratings of City government operations in 2008 were more positive than in 2006 (75% said “very well” or “well” in 2008 vs. 68% in 2006) and was similar to previous survey years. Westminster was above the national benchmark for the operation of the City government. Comparison to the Front Range was not available.

Figure 4: Operation of City Government

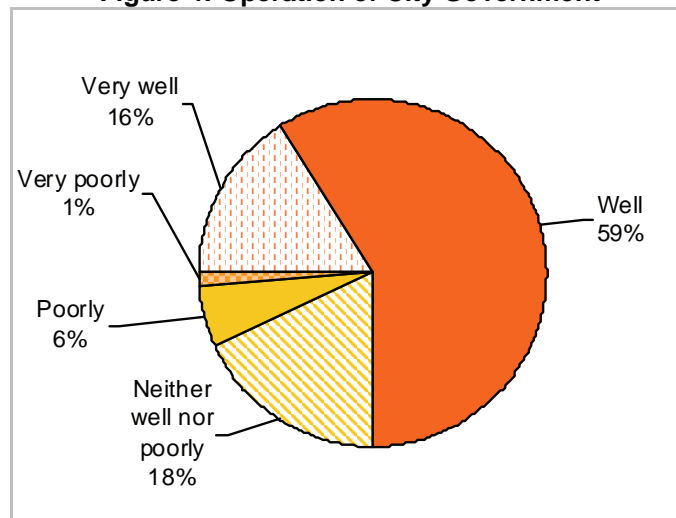
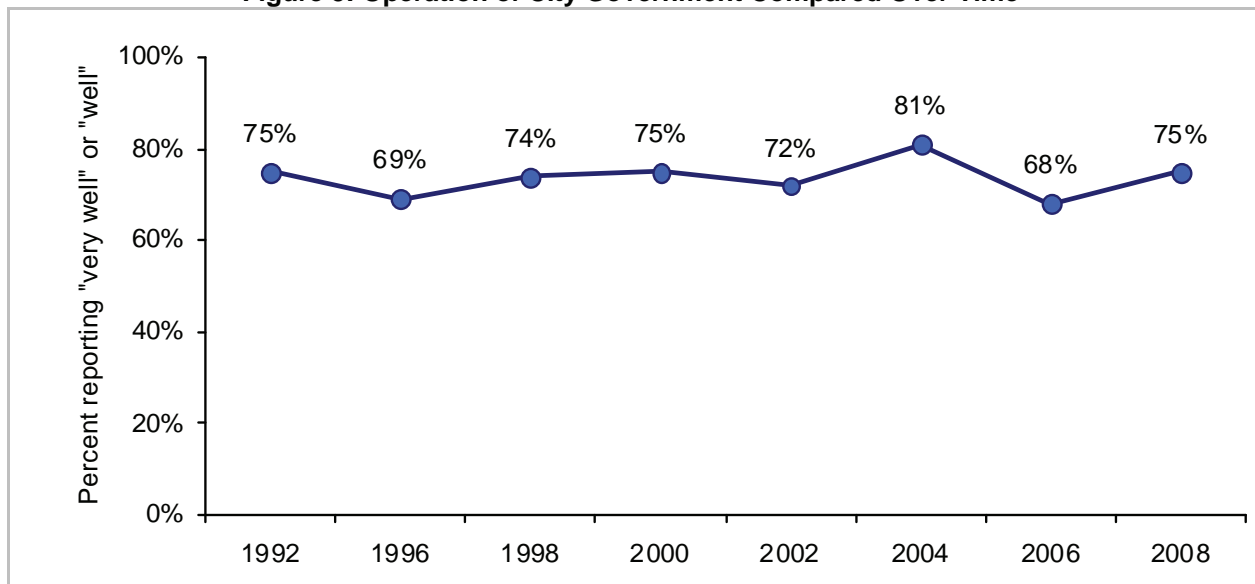


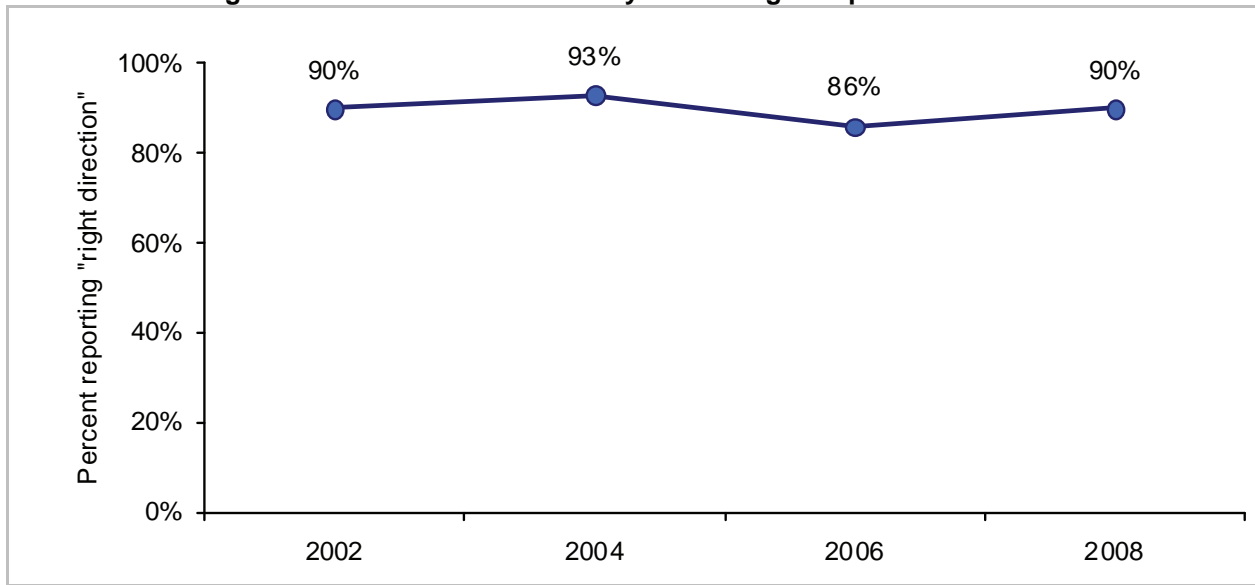
Figure 5: Operation of City Government Compared Over Time



Direction of the City

Among those residents who had an opinion, 90% thought the City was headed in the “right” direction and 1 in 10 felt the City was headed in the “wrong” direction. Thirty percent of respondents said they did not know in what direction the City was heading (see *Appendix E: Complete Set of Survey Responses* for the full set of response). Residents rated the direction of the City similar to past survey administrations.

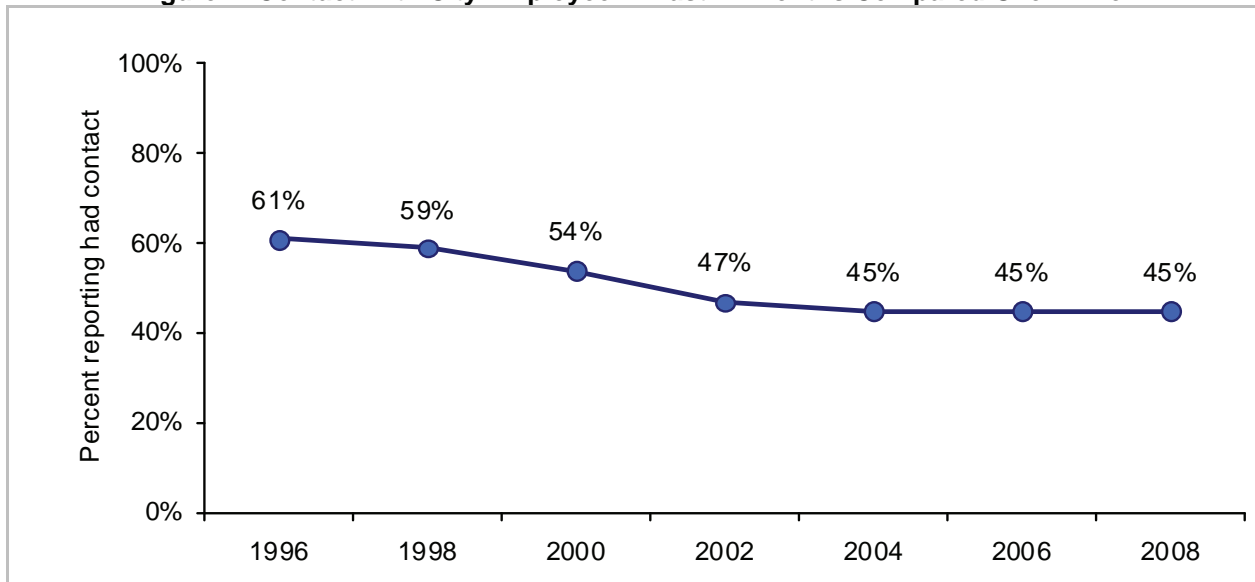
Figure 6: Overall Direction the City is Heading Compared Over Time



City Employees

About half of residents (45%) had reported having contact with a City employee in the past 12 months. This was similar to 2006 and a decline from when this question first appeared on the survey in 1996. This may be explained, in part, by more people using the Internet and the City Web site for information. In addition, changes over time may be at least partially attributable to changes in question wording.

Figure 7: Contact With City Employee in Past 12 Months Compared Over Time



Prior to 2002, the question stem included the following parenthetical explanation: "including police, fire officials, parks and recreation staff, receptionists, planners, or any others."

For the first time in 2008, residents who had contact with a City employee were asked to rate different characteristics of their interaction. Eight in 10 survey respondents felt that the employee with whom they had contact was courteous and knowledgeable (83% said “very good” or “good” to each of these characteristics). Three-quarters of residents thought that the employee was responsive (78% said at least “good”) and rated their overall impression of the employee as “very good” or “good” (75%).

On previous surveys, respondents were asked about the quality of customer service, or “overall impression,” they received during their contact with employees. Residents gave lower ratings, in 2008 to the overall impression of contact with City employees than in previous survey years (75% said “very good” or “good” in 2008 vs. 80% in 2006). Changes in question and scale wording may, in some part, explain differences in ratings across survey years.

National and Front Range comparisons were available for each of the four characteristics of employees. When compared to other communities across the U.S., City employee knowledge, responsiveness and the overall impression of the contact were rated similarly to the benchmark. Employee courtesy was rated lower than the national average. Comparisons to the Front Range showed that Westminster employees were rated similar to other employees in terms of knowledge, but lower than employees in other Front Range jurisdictions when it came to responsiveness, courtesy and the overall impression of the communication.

Table 1: Ratings of Contact with City Employees

What was your impression of the Westminster city employee in your most recent contact?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Courtesy	50%	33%	5%	6%	6%	100%	Below the norm	Below the norm
Knowledge	46%	37%	9%	5%	3%	100%	Similar to the norm	Similar to the norm
Responsiveness	44%	34%	10%	6%	7%	100%	Similar to the norm	Below the norm
Overall impression	44%	32%	11%	7%	6%	100%	Similar to the norm	Below the norm

Figure 8: Ratings of Contact with City Employees

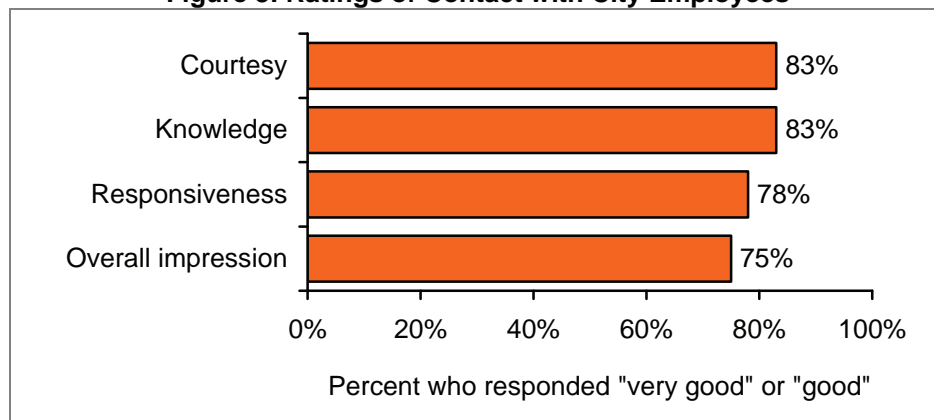
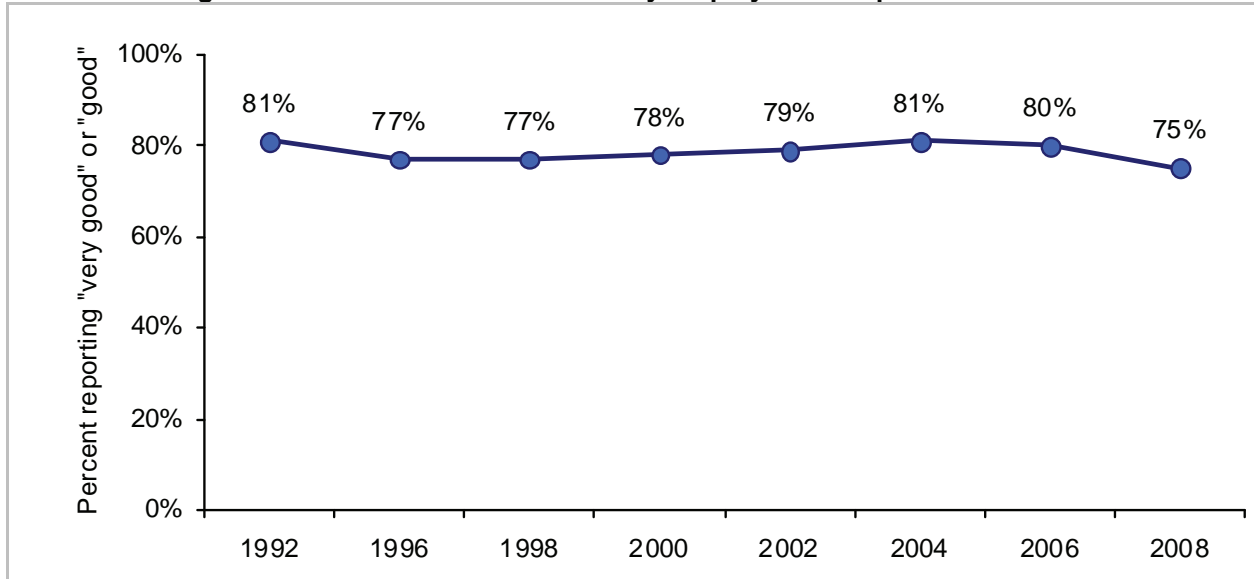


Figure 9: Overall Satisfaction with City Employees Compared Over Time



This question wording has differed through the years. In 2000, this question was not preceded by a screening question asking if the respondent had had contact with a City government employee. In preceding years, "Overall impression" was asked in a separate question. From 2002 to 2006, it was worded "If you have had contact with a Westminster City employee within the last 12 months, please rate the quality of customer service you received." In 2000, the question was "If you have had contact with a Westminster City employee within the last 12 months, were you satisfied with the customer service you received?" In 2000, the response options ranged from "Very satisfied" to "Very unsatisfied." From 1994 to 1998, the question was "If yes, were you satisfied with the customer service you received?" The scale ranged from "Very satisfied" to "Very unsatisfied." In 1992, the question was "If yes, what is your overall impression of City employees?"

Public Trust

Survey respondents were provided with statements regarding public trust and asked whether or not they agreed or disagreed with each statement. The 2008 survey asked residents to assess two new aspects of their government. Six in 10 agreed that the Westminster government welcomes citizen involvement (63% said “strongly” or “somewhat” agree) and that they receive good value for the City taxes they pay (60%); one-quarter of residents “strongly” agreed that the City government welcomes citizen involvement. Half of survey respondents felt that the City Council cares what people like them think; 23% disagreed with this statement. Please note that 28% of respondents answered “don’t know” to the following statements: the Westminster government welcomes citizen involvement and City Council cares what people like me think.

Comparison to previous years was available for the statement, “I received good value for the City of Westminster taxes I pay.” Agreement with this statement was lower in 2008 (60% at least “somewhat” agreeing) than in 2006 (66%).

Receiving good value for the City taxes paid and welcoming citizen involvement were both rated higher than the national benchmark when compared to other jurisdictions across the country. Westminster residents felt similarly to other U.S. residents when rating if City Council cares what they think. Each of the three statements regarding public trust received ratings similar to ratings given to other communities in the Front Range.

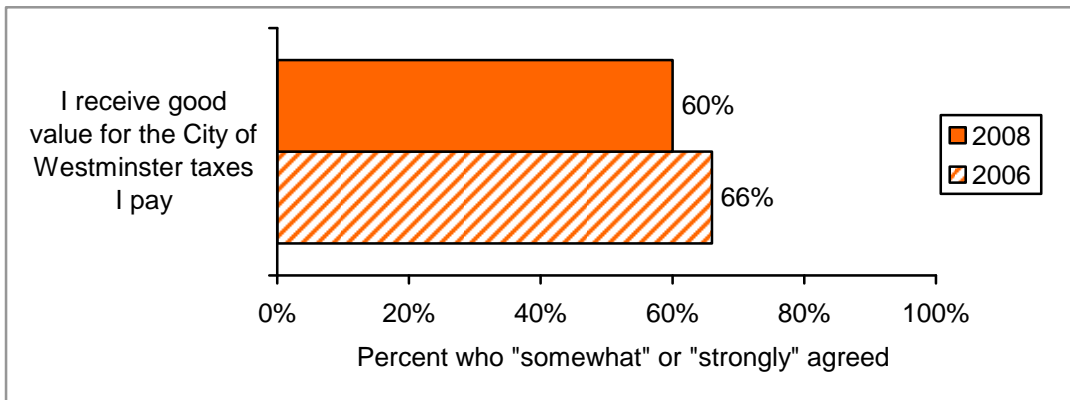
Residents living in Adams 50 expressed noticeably more negative ratings for this item than did those in Adams 12 or Jefferson County (see *Appendix B: Survey Responses Compared by Area of Residence* for additional comparisons by district).

Table 2: Ratings of Public Trust

Please rate the following statements by circling the number that most clearly represents your opinion:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	National comparison	Front Range comparison
The Westminster government welcomes citizen involvement*	23%	41%	26%	5%	5%	100%	Above the norm	Similar to the norm
I receive good value for the City of Westminster taxes I pay	17%	43%	23%	11%	6%	100%	Above the norm	Similar to the norm
City Council cares what people like me think*	15%	35%	27%	11%	12%	100%	Similar to the norm	Similar to the norm

*More than 20% of respondents answered “don’t know” to this question.

Figure 10: Ratings of Public Trust Compared Over Time



City Goal: Safe and Secure Community

To fully participate in the life of a city, residents need to feel safe going about their daily lives. In the 2007-2012 Strategic Plan, Westminster holds as one of its five multi-component goals that residents feel safe within the City, protected from disaster as much as possible, and secure that Public Safety departments will be dependable.

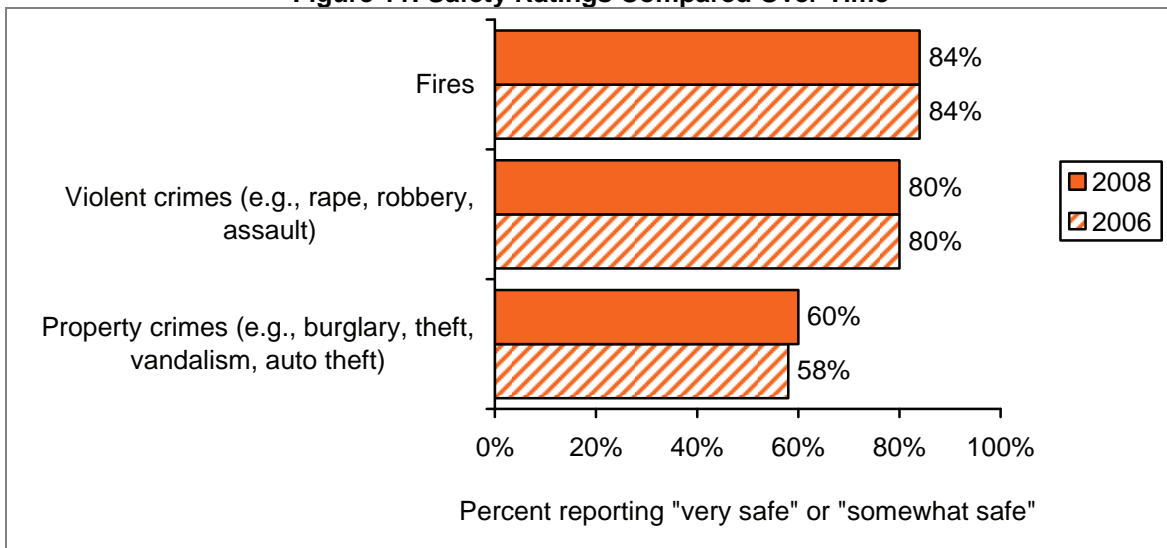
Safety in Westminster

In 2008, residents were asked how safe or unsafe they felt from different types of crime as well as from fires. More than four out of five respondents said they felt “very safe” or “somewhat safe” from fires. Eighty percent reported that they felt at least “somewhat safe” from violent crimes and 6 in 10 people felt “very safe” or “somewhat safe” from property crimes. Ratings in 2008 were similar to ratings given in 2006, when this question first appeared on the survey. Westminster was rated above the national and Front Range benchmark for safety from violent crimes and from fires, and similar to the average for safety from property crimes when compared to other communities across the nation and Front Range.

Table 3: Safety Ratings

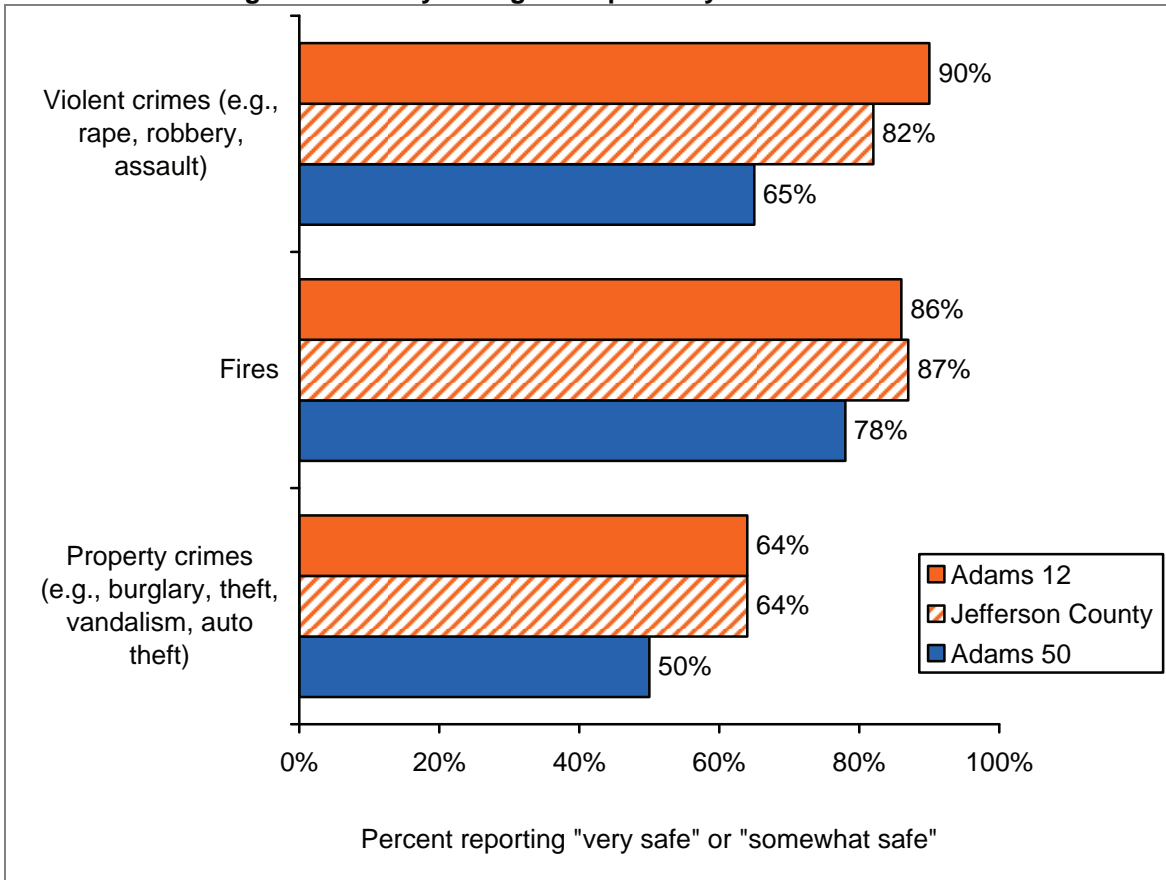
Please rate how safe or unsafe you feel from the following:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	National comparison	Front Range comparison
Fires	44%	40%	13%	2%	1%	100%	Above the norm	Above the norm
Violent crimes (e.g., rape, robbery, assault)	34%	46%	11%	6%	2%	100%	Above the norm	Above the norm
Property crimes (e.g., burglary, theft, vandalism, auto theft)	15%	45%	18%	16%	6%	100%	Similar to the norm	Similar to the norm

Figure 11: Safety Ratings Compared Over Time



Comparisons of safety ratings were made among the three school districts within Westminster. Fewer residents in the Adams 50 school district felt safe from violent and property crimes and from fires than did residents in the other districts.

Figure 12: Safety Ratings Compared by Area of Residence



City Goal: Financially Sustainable Government

A local government that is fiscally strong has the capability to maintain and improve the services and infrastructure needed to provide an excellent quality of life for a growing community. A priority of the 2007-2012 Strategic Plan is to achieve a financially sustainable City government. Creating and maintaining sufficient reserves to support both core and community-choice services and service levels is an essential part of the strategic plan.

City Services

Westminster residents were provided with a list of 26 City services and asked first to rate the quality of each service and, for the first time in 2008, asked to rate how important each service was in Westminster.

Eight in 10 or more respondents gave ratings of “very good” or “good” to services including fire protection (85%), appearance of parks and recreation facilities (85%), recreation facilities (83%), libraries (83%), parks maintenance (83%), emergency medical/ambulance service (81%), trails (81%), drinking water quality (80%) and recreation programs (80%). Services that received the lowest quality ratings were street repair (49%), recycling drop off centers at City facilities (45%), building permits/inspections (44%) and City code enforcement (43%).

Please note that a higher proportion of respondents answered “don’t know” when rating the quality of the following services: recycling drop off centers at City facilities (28% said “don’t know”); large item clean up (21%); emergency medical/ambulance services (31%); land use, planning and zoning (22%); City code enforcement (27%); animal management (20%); economic development (20%); municipal courts (49%); building permits/inspections (53%); utility billing/meter reading (23%); and emergency preparedness (51%). Results presented in the body of the report are for those who had an opinion.

Eight of the 16 services in 2008 were similar to 2006. Lower ratings were given to libraries (83% rating as “very good” or “good” in 2008 vs. 88% in 2006), recreation facilities (82% in 2008 vs. 90% in 2006), recreation programs (81% in 2008 vs. 87% in 2006), street cleaning (59% in 2008 vs. 66% in 2006), snow removal (58% in 2008 vs. 76% in 2006), street repair (49% in 2008 vs. 54% in 2006) and City code enforcement (42% in 2008 vs. 47% in 2006). Differences in snow removal ratings may be due, in part, to the blizzards in the winter of 2007, and this may be the first opportunity residents have had to express frustration about the extreme snowfall. Other Front Range jurisdictions also experienced significant decreases in snow removal ratings after the 2007 winter.

Comparisons were made to the national benchmark for 24 of the 26 services. Services rated higher than those in other jurisdictions across the country include: street repair; land use, planning and zoning; economic development; drinking water quality; recreation programs; recreation facilities; trails; appearance of parks and recreation

facilities; preservation of natural areas; and building permits/inspections. Six services were similar to the national benchmark: street cleaning; sewer services; police traffic enforcement; City code enforcement; park maintenance; and municipal courts. Snow removal; police protection; fire protection; EMS/ambulance; animal management; libraries; utility billing/meter reading; and emergency preparedness were all lower than the national average.

Sixteen of the 26 services had comparisons to the Front Range benchmark. Those higher than the average in the Front Range were: snow removal; land use, planning and zoning; and economic development. Street repair; street cleaning; police traffic enforcement; City code enforcement; park maintenance; drinking water quality; recreation programs; and recreation facilities were similar to other communities in the Front Range. Service that received ratings below the Front Range average were: sewer services; EMS/ambulance; animal management; trails; and municipal court.

Table 4: Quality of City Services

For each of the following services provided by the City of Westminster, please rate the quality of the service.	Very good	Good	Neither good nor bad	Bad	Very bad	Total	National comparison	Front Range comparison
Appearance of parks and recreation facilities	27%	58%	12%	2%	1%	100%	Above the norm	Not available
Fire protection	30%	55%	14%	0%	0%	100%	Below the norm	Not available
Libraries	31%	52%	15%	2%	1%	100%	Below the norm	Not available
Parks maintenance	21%	62%	13%	2%	2%	100%	Similar to the norm	Similar to the norm
Recreation facilities	32%	51%	15%	2%	1%	100%	Above the norm	Similar to the norm
Trails	27%	54%	15%	3%	0%	100%	Above the norm	Below the norm
Emergency medical/ ambulance service*	30%	51%	18%	1%	0%	100%	Below the norm	Below the norm
Recreation programs	27%	53%	17%	1%	1%	100%	Above the norm	Similar to the norm
Drinking water quality	30%	50%	13%	5%	2%	100%	Above the norm	Similar to the norm
Preservation of natural areas (open space, greenbelts)	25%	49%	19%	4%	3%	100%	Above the norm	Not available
Police protection	17%	55%	20%	5%	2%	100%	Below the norm	Not available
Sewer services	16%	54%	27%	2%	1%	100%	Similar to the norm	Below the norm
Police traffic enforcement	12%	54%	26%	5%	2%	100%	Similar to the norm	Similar to the norm
Street cleaning	11%	47%	33%	7%	2%	100%	Similar to the norm	Similar to the norm
Snow removal	13%	45%	19%	17%	6%	100%	Below the norm	Above the norm
Economic development*	7%	51%	34%	7%	1%	100%	Above the norm	Above the norm
Utility billing/meter reading*	10%	47%	37%	5%	1%	100%	Below the norm	Not available
Animal management*	8%	47%	32%	8%	4%	100%	Below the norm	Below the norm
Large item clean up*	11%	43%	32%	11%	3%	100%	Not available	Not available
Emergency preparedness*	14%	39%	42%	4%	2%	100%	Below the norm	Not available
Municipal court*	9%	43%	40%	4%	3%	100%	Similar to the norm	Below the norm
Land use, planning and zoning*	8%	43%	35%	9%	6%	100%	Above the norm	Above the norm
Street repair	7%	42%	33%	14%	4%	100%	Above the norm	Similar to the norm
Recycling drop off centers at City facilities*	10%	35%	36%	12%	7%	100%	Not available	Not available
Building permits/inspections*	8%	36%	46%	7%	3%	100%	Above the norm	Not available
City code enforcement*	8%	35%	41%	12%	5%	100%	Similar to the norm	Similar to the norm

*More than 20% of respondents answered "don't know" to this question.

Table 5: Quality of City Services Compared Over Time

For each of the following services provided by the City of Westminster, first please rate the quality of the service:	Percent reporting "very good" or "good"							
	2008	2006	2004	2002	2000	1998	1996	1992
Appearance of parks and recreation facilities	85%	89%	86%	NA	NA	NA	NA	NA
Fire protection	85%	86%	84%	90%	85%	87%	85%	89%
Libraries	83%	88%	86%	87%	85%	87%	79%	69%
Parks maintenance	83%	84%	85%	85%	85%	87%	87%	88%
Recreation facilities	82%	90%	89%	90%	89%	89%	91%	82%
Trails	82%	85%	80%	83%	NA	NA	NA	NA
Emergency medical/ambulance service	81%	81%	83%	85%	82%	82%	78%	81%
Recreation programs	81%	87%	88%	88%	85%	86%	88%	85%
Drinking water quality	80%	NA	NA	NA	NA	NA	NA	NA
Preservation of natural areas (open space, greenbelts)	74%	NA	NA	NA	NA	NA	NA	NA
Police protection	73%	73%	77%	76%	76%	80%	76%	78%
Sewer services	70%	NA	NA	NA	NA	NA	NA	NA
Police traffic enforcement	66%	65%	62%	55%	58%	57%	60%	65%
Street cleaning	59%	66%	61%	60%	58%	59%	60%	61%
Snow removal	58%	76%	72%	72%	72%	73%	76%	74%
Economic development	57%	NA	NA	NA	NA	NA	NA	NA
Utility billing/meter reading	57%	58%	60%	63%	63%	64%	NA	NA
Animal management	55%	NA	NA	NA	NA	NA	NA	62%
Large item clean up	54%	NA	NA	NA	NA	NA	NA	NA
Emergency preparedness	53%	NA	NA	NA	NA	NA	NA	NA
Municipal court	53%	56%	60%	62%	57%	NA	NA	NA
Land use, planning and zoning	51%	NA	NA	NA	NA	NA	NA	NA
Street repair	49%	54%	48%	46%	46%	46%	47%	49%
Recycling drop off centers at City facilities	45%	NA	NA	NA	NA	NA	NA	NA
Building permits/inspections	44%	44%	51%	54%	51%	47%	NA	NA
City code enforcement	42%	47%	51%	53%	51%	NA	NA	NA

Prior to 2004, "Police traffic enforcement" was worded "Traffic enforcement." From 1996 to 2004, "Emergency medical/ambulance service" was worded "Emergency Medical Service"; prior to 1996, it was worded "Ambulance service." In 1992, "Animal management" was "Animal control." From 1994 to 2002, "Libraries" was "Library services"; in 1992, it was worded "Variety of libraries." Prior to 1996, "Drinking water quality" was "Water quality."

For the first time in 2008, ratings of service importance were gathered in addition to quality evaluations. All but one service was thought to be “essential” or “very important” by half or more of respondents. Nine in 10 residents felt that drinking water quality (98%), emergency medical/ambulance service (97%), fire protection (95%) and police protection (94%) were at least “very important;” two-thirds or more rated each of these as “essential” services. Services felt to be of less importance, but still at least “somewhat” important, were animal management and street cleaning (53% and 45% said “essential” or “very important,” respectively). Please note that 21% of residents said “don’t know” when rating the importance of building permits/inspections.

Table 6: Importance of City Services

For each of the following services provided by the City of Westminster, please rate how important each of these services is in Westminster.	Essential	Very important	Somewhat important	Not at all important	Total	Percent rating as "essential" or "very important"
Drinking water quality	74%	23%	2%	0%	100%	98%
Emergency medical/ambulance service	71%	25%	3%	0%	100%	97%
Fire protection	73%	23%	4%	1%	100%	95%
Police protection	66%	29%	5%	1%	100%	94%
Snow removal	39%	49%	11%	1%	100%	88%
Emergency preparedness	51%	36%	11%	2%	100%	87%
Street repair	31%	55%	14%	0%	100%	86%
Sewer services	42%	43%	13%	2%	100%	85%
Economic development	28%	51%	20%	1%	100%	79%
Preservation of natural areas (open space, greenbelts)	30%	48%	21%	1%	100%	78%
Libraries	26%	51%	22%	1%	100%	77%
Parks maintenance	19%	56%	24%	1%	100%	75%
Police traffic enforcement	33%	40%	23%	4%	100%	73%
Land use, planning and zoning	21%	51%	27%	2%	100%	71%
Municipal court	24%	46%	29%	1%	100%	70%
Appearance of parks and recreation facilities	18%	50%	30%	1%	100%	69%
Recreation facilities	17%	53%	27%	3%	100%	69%
Recreation programs	15%	50%	32%	3%	100%	65%
Trails	17%	46%	34%	3%	100%	63%
Recycling drop off centers at City facilities	17%	45%	33%	5%	100%	62%
Utility billing/meter reading	15%	47%	34%	4%	100%	62%
Building permits/inspections*	15%	46%	35%	4%	100%	61%
City code enforcement	13%	45%	38%	3%	100%	58%
Large item clean up	15%	42%	38%	5%	100%	57%
Animal management	11%	42%	43%	4%	100%	53%
Street cleaning	11%	34%	52%	4%	100%	45%

*More than 20% of respondents answered “don’t know” to this question.

Level of Information

Residents reported feeling moderately informed about Westminster. Two in five (44%) felt “very well” or “well” informed about the City and 38% stated they felt “neither well nor poorly” informed. Two in 10 respondents thought they were “poorly” or “very poorly” informed about the City. A higher proportion of residents reported being informed in 2008 than in 2006 (44% said they were “very well” or “well” informed in 2008 vs. 36% in 2006).

Figure 13: Residents' Level of Being Informed About the City

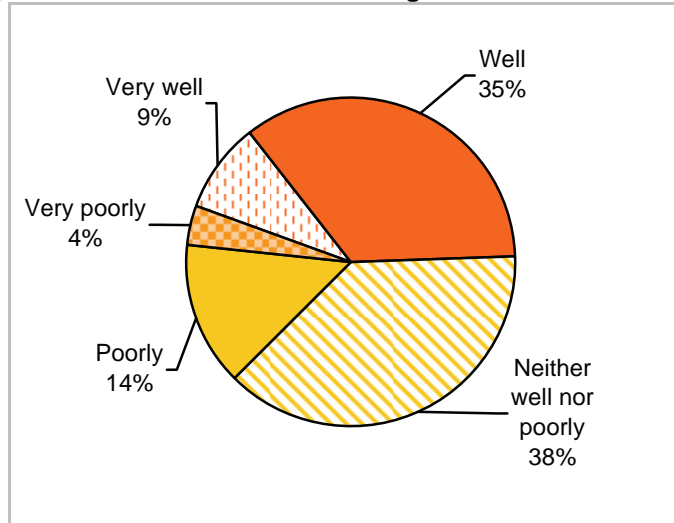
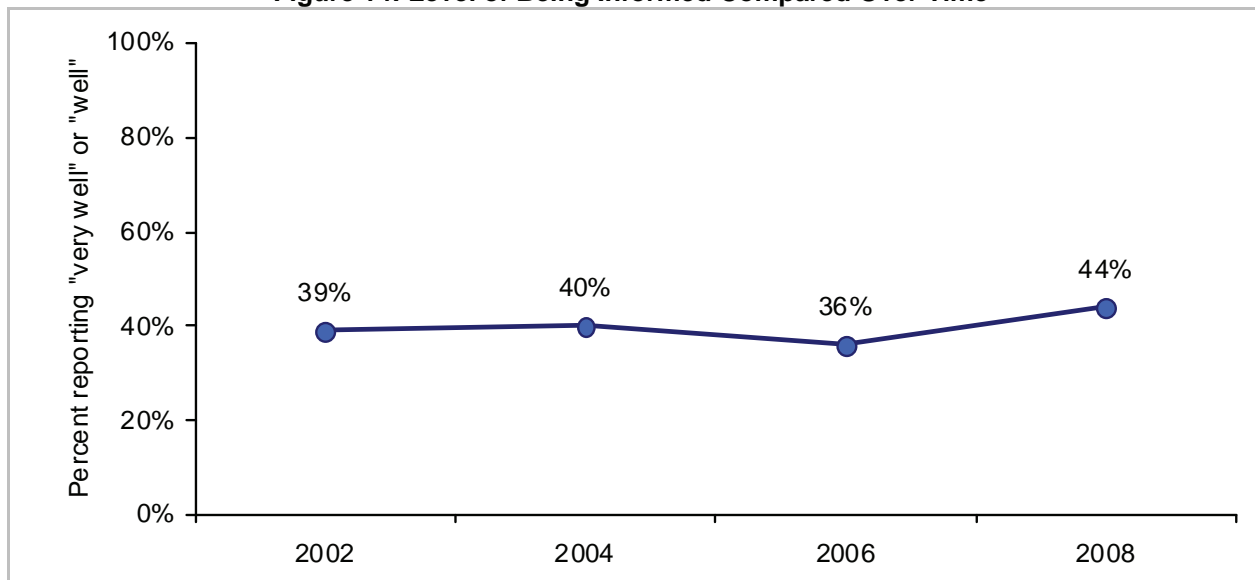


Figure 14: Level of Being Informed Compared Over Time



Sources of Information

As in previous years, the survey asked residents to indicate which two sources of information about the City they most relied upon. *City Edition* was the most relied upon source for information about the City with 19% rating it as the number one source. A similar proportion of residents (17%) used television news to get their information about the City. Thirteen percent of respondents reported using the *Westminster Window* as their number one source for information about Westminster and 12% used the City's Web site. All other sources of information were used as a number one source by less than 10% of respondents.

When compared to 2006, *City Edition* replaced television news as the number one or two source of information about the City. Significantly more residents in 2008 reported using this as a source of information than those in 2006 (32% mentioned *City Edition* in 2008 vs. 21% in 2006). More respondents used the City's Web site, word of mouth and Your Hub in 2008 than in 2006. A smaller proportion of respondents in 2008 mentioned television news, *Rocky Mountain News* and the *Denver Post* as the number one or two source of information about Westminster.

Table 7: Sources Most Often Relied on for Information About the City of Westminster

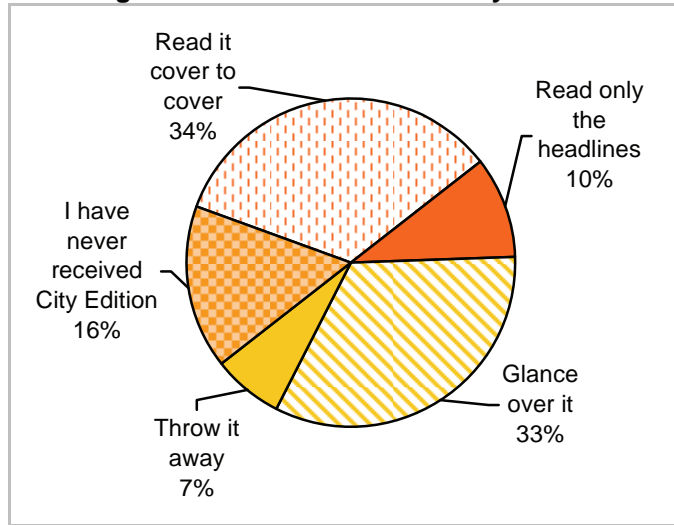
Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Westminster and mark a 2 next to the source you rely on second most often. (Please mark only two choices.)	Percent Rating as #1 Source	Percent Rating as #1 OR #2 Source
City Edition	19%	32%
Television News	17%	28%
Westminster Window	13%	19%
City's Web site (www.ci.westminster.co.us)	12%	24%
Denver Post (print version)	9%	15%
Rocky Mountain News (print version)	8%	15%
Westsider	7%	12%
Word of Mouth	6%	21%
Your Hub	4%	11%
Other online news sources	3%	6%
Cable TV Channel 8	3%	9%

Table 8: Sources Most Often Relied on for Information About the City of Westminster Compared Over Time

Information Source	Percent Rating as #1 OR #2 Source					
	2008	2006	2004	2002	2000	1998
City Edition	32%	21%	29%	28%	22%	28%
Television	28%	32%	35%	36%	29%	32%
City's Web site (www.ci.westminster.co.us)	24%	18%	11%			not asked
Word of Mouth	21%	17%	16%	10%	10%	15%
Westminster Window	19%	19%	18%	15%	21%	13%
Denver Post	15%	22%	22%	27%	23%	29%
Rocky Mountain News	15%	20%	24%	30%	35%	35%
Westsider	12%	11%	7%	7%	5%	not asked
Your Hub	11%	7%				not asked
Cable TV Channel 8	9%	7%	10%	12%	12%	not asked
Other online news sources	6%	7%				not asked

In order to learn more about residents' use of the city newsletter, *City Edition*, a new question was added to the 2008 survey. Most residents reported using *City Edition* in one way or another. One-third of respondents reported that they read it cover to cover (34%) or that they glanced over it (33%). Ten percent said they only read the headlines and 7% noted they throw it away. Sixteen percent of residents stated they had never received *City Edition*.

Figure 15: Residents' Use of *City Edition*



One-quarter of respondents (27%) noted that they had watched cable Channel 8 in the last 12 months. The viewership of Channel 8 was similar in 2008 than in 2006 and has experienced a downward trend since 2002 when viewership was at a high of 38%.

Figure 16: Watched Channel 8 in Last 12 Months

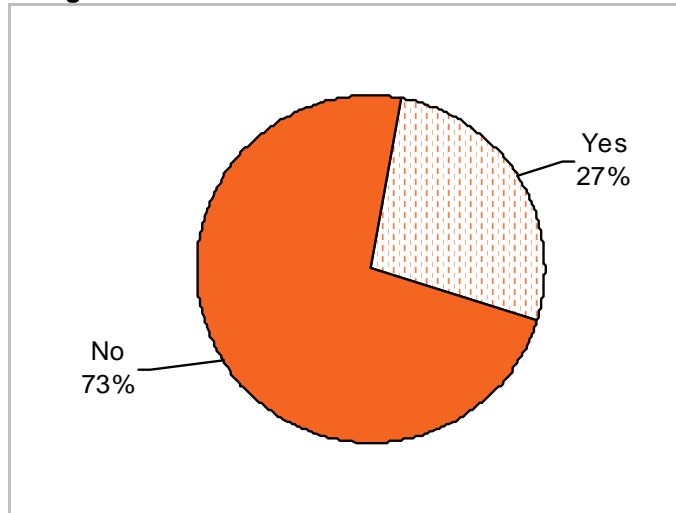
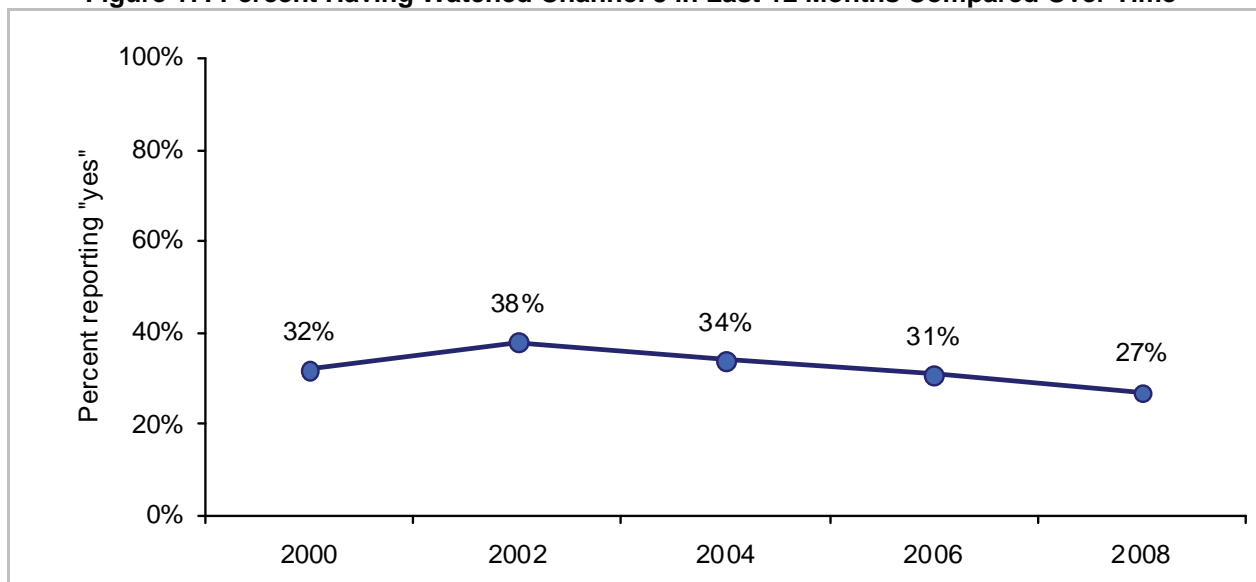


Figure 17: Percent Having Watched Channel 8 in Last 12 Months Compared Over Time



More than one-third of survey respondents (38%) said they had used the City's Web site in the last 12 months. This is similar to residents' reported use in 2006.

Figure 18: Use of City's Web Site in Last 12 Months

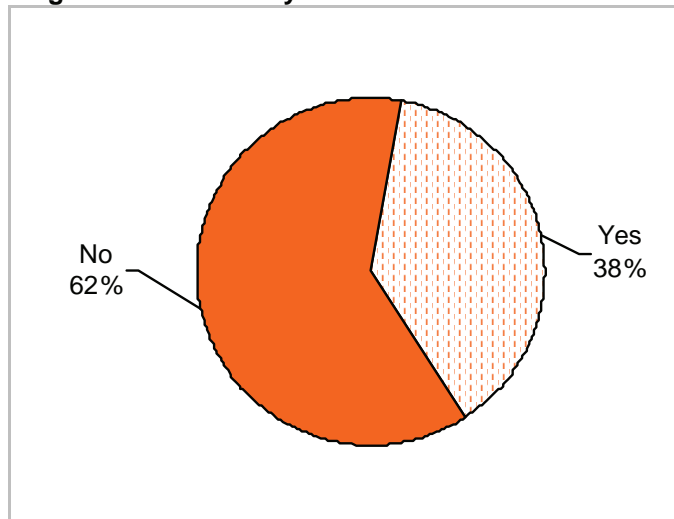
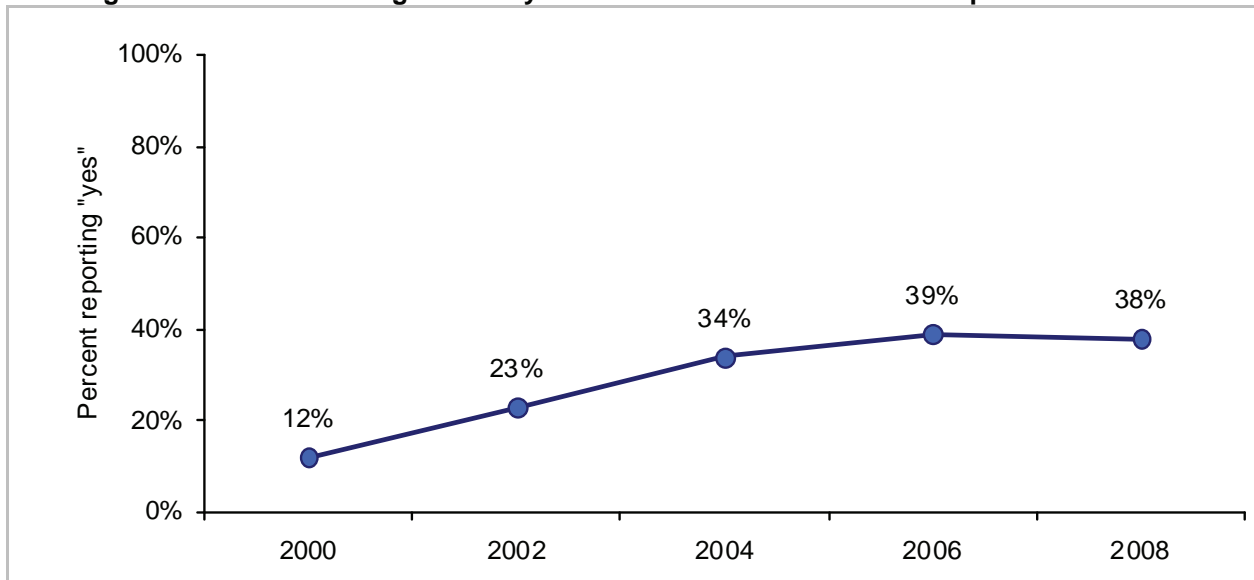


Figure 19: Percent Having Used City's Web Site in last 12 Months Compared Over Time

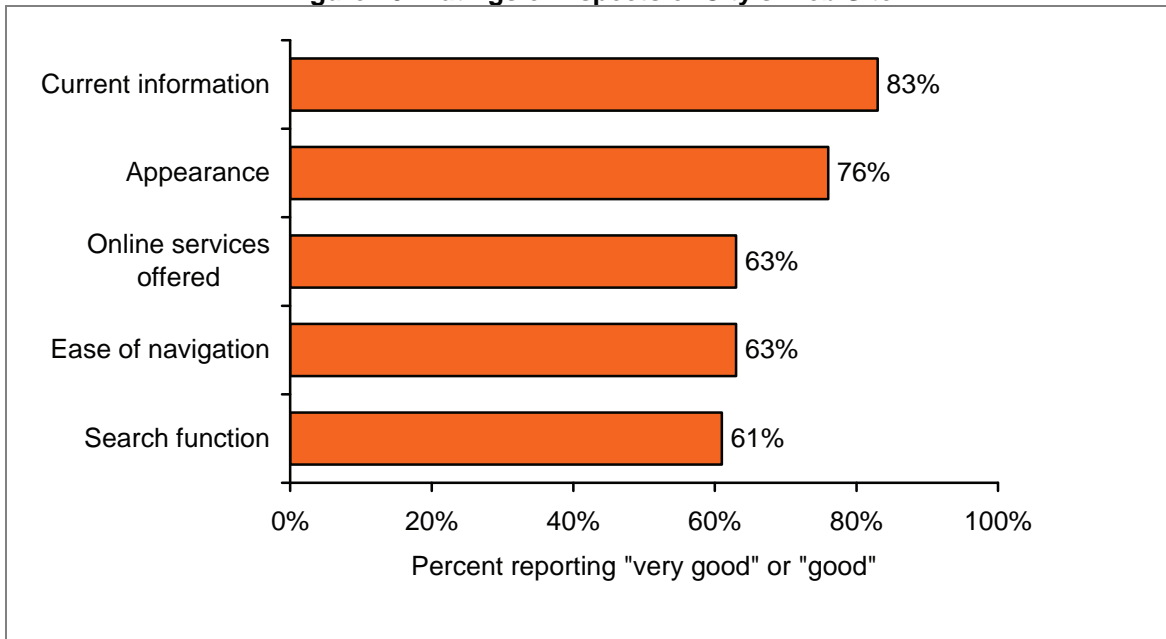


A new question was asked on the 2008 survey of residents who had used the City’s Web site regarding different aspects of the site. Four in five respondents (83%) felt that the current information provided on the City’s Web site was “very good” or “good” and three-quarters said that the appearance of the Web site was at least “good.” Six in 10 respondents rated the online services offered, ease of navigation and the search function of the Web site as “very good” or “good” (63%, 63% and 61%, respectively).

Table 9: Aspects of City's Web Site

If you used the City’s Web site in the last 12 months, please rate the following aspects:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Current information	23%	60%	15%	1%	1%	100%
Appearance	20%	56%	21%	2%	1%	100%
Online services offered	18%	45%	30%	6%	1%	100%
Ease of navigation	18%	45%	25%	10%	2%	100%
Search function	15%	46%	29%	8%	2%	100%

Figure 20: Ratings of Aspects of City's Web Site



City Goal: Vibrant Neighborhoods and Commercial Areas

Westminster residents not only identify with the community as a whole, but they also care about their own neighborhoods and their local commercial areas. The 2007-2012 Strategic Plan places a priority on neighborhood infrastructure and housing, as well as on preservation of historic assets within the City. The City is also focused on refurbishing deteriorating commercial areas.

Quality of Neighborhoods

Westminster residents have evaluated the overall quality of their neighborhood on the survey since 1992. In 2008, one in five residents said the overall quality of their neighborhood was “very good” and more than half (54%) felt it was “good.” Eighteen percent rated it as “neither good nor bad” and 7% thought the quality of their neighborhood was “bad.” No one gave a rating of “very bad.”

The 2008 rating was similar to ratings given since the baseline survey (see the figure on the following page). Westminster ratings for the overall quality of neighborhood were lower than those given by residents in other jurisdictions across the nation. Front Range comparisons were not available.

Neighborhood ratings from residents in Adams 50 were meaningfully lower than ratings in the other two districts (see *Appendix B: Survey Responses Compared by Area of Residence* for additional comparisons by district).

Figure 21: Overall Quality of Neighborhood

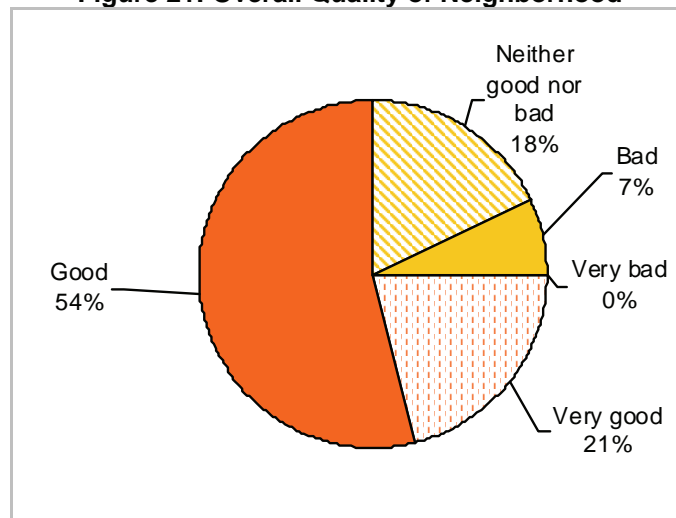
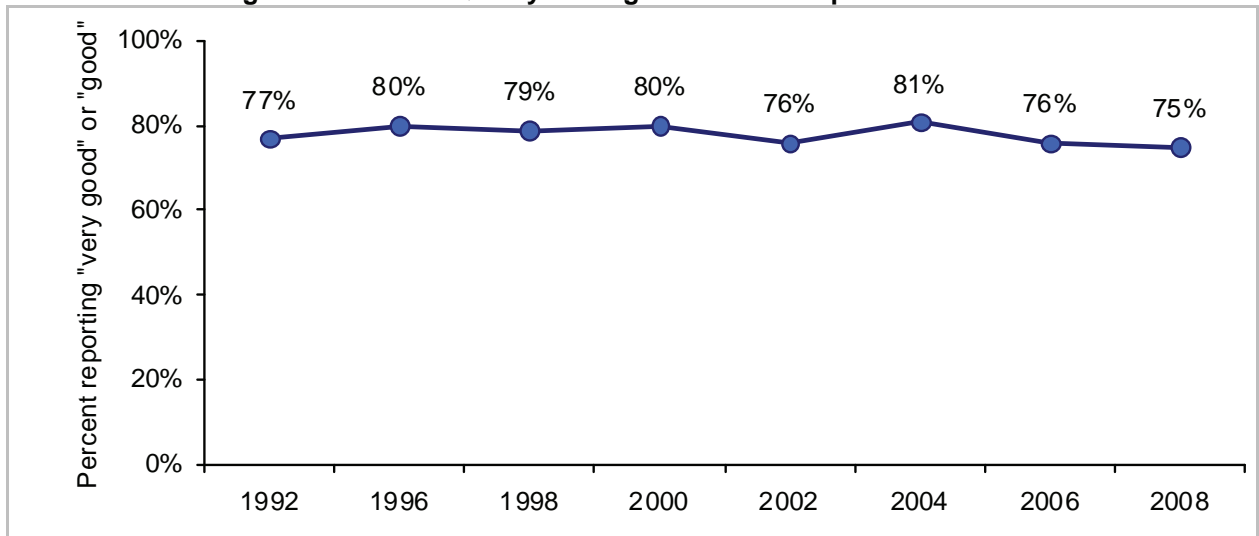


Figure 22: Overall Quality of Neighborhood Compared Over Time



Over time, respondents have been asked how much, if at all their neighborhood had changed over the prior 12 months. Fifteen percent felt that their neighborhood had improved in the last 12 months, more than half reported no change (56% said “stayed the same”) and about a third of respondents thought their neighborhood had declined.

Overall, residents gave similar ratings to changes in their neighborhood in 2008 as they did in 2006. Over time, fewer respondents felt that the quality of life has “stayed the same” in their neighborhood and a higher proportion said it has “declined” (see the table on the following page).

Change in the quality of neighborhood was compared by area of residence (school district) over time. A slightly higher proportion of residents in Adams 12 and Jefferson County reported improvement in their neighborhood than those in Adams 50. Those residing in Adams 50 were more likely to select “declined” than residents living in the other districts.

Figure 23: Change in Neighborhood Over Past 12 Months

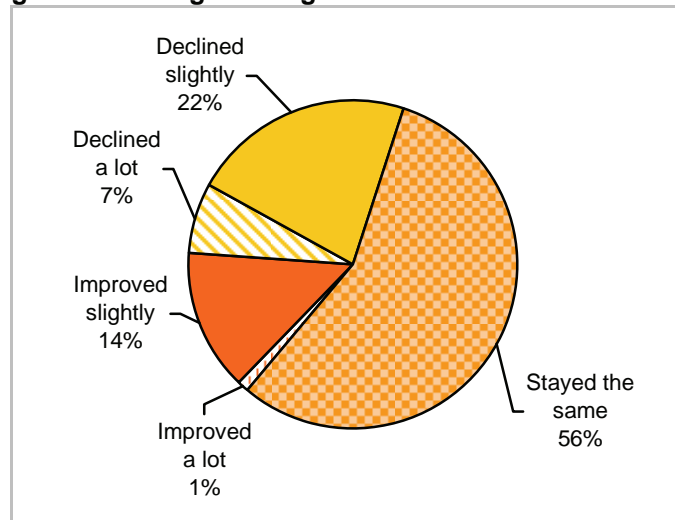


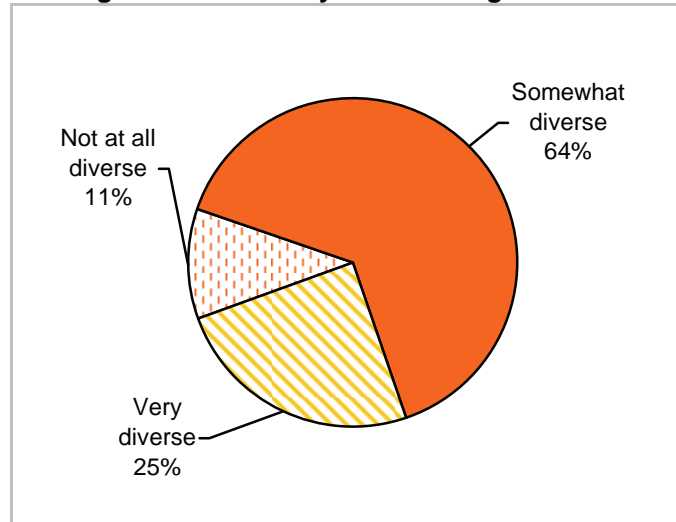
Table 10: Change in Neighborhood Compared by Area of Residence Over Time

During the past 12 months, the overall quality of my neighborhood:		Improved	Stayed the same	Declined	Total
Adams 50	2008	12%	45%	43%	100%
	2006	18%	40%	42%	100%
	2004	22%	45%	34%	100%
	2002	16%	62%	22%	100%
Jefferson County	2008	17%	59%	24%	100%
	2006	11%	59%	30%	100%
	2004	17%	56%	27%	100%
	2002	15%	65%	20%	100%
Adams 12	2008	16%	60%	23%	100%
	2006	17%	60%	23%	100%
	2004	22%	56%	22%	100%
	2002	20%	68%	12%	100%
City as a Whole	2008	15%	56%	29%	100%
	2006	15%	54%	31%	100%
	2004	20%	52%	27%	100%
	2002	17%	64%	19%	100%

Diversity in Neighborhoods

A new question regarding ethnic diversity in neighborhoods was added to the 2008 survey. One-quarter of respondents felt that their neighborhood was “very diverse.” Two-thirds said their neighborhood was “somewhat diverse” and 11% noted their neighborhood was “not at all diverse.”

Figure 24: Ethnically Diverse Neighborhood



Potential Problems

When asked how much of a problem, if at all, weed lots, abandoned vehicles, graffiti or dilapidated buildings were in their neighborhood, one-quarter of respondents reported they were a “major” or “moderate” problem. One-third felt that these were a “minor” problem in their neighborhood and 43% said they were not a problem. Ratings for this question were similar to 2006 (55% said at least a “minor” problem).

When results to this question were compared by area of residence, significantly more residents living in Adams 50 felt that weed lots, abandoned vehicles, graffiti or dilapidated buildings were a problem in Westminster than those living in other areas of the city. This pattern is similar to previous survey years.

Figure 25: Code Enforcement Issues in Neighborhood

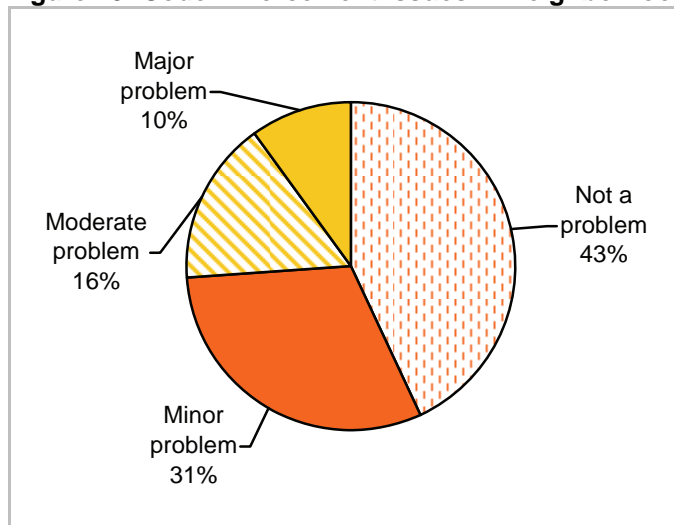


Figure 26: Code Enforcement Issues in Neighborhood Compared Over Time

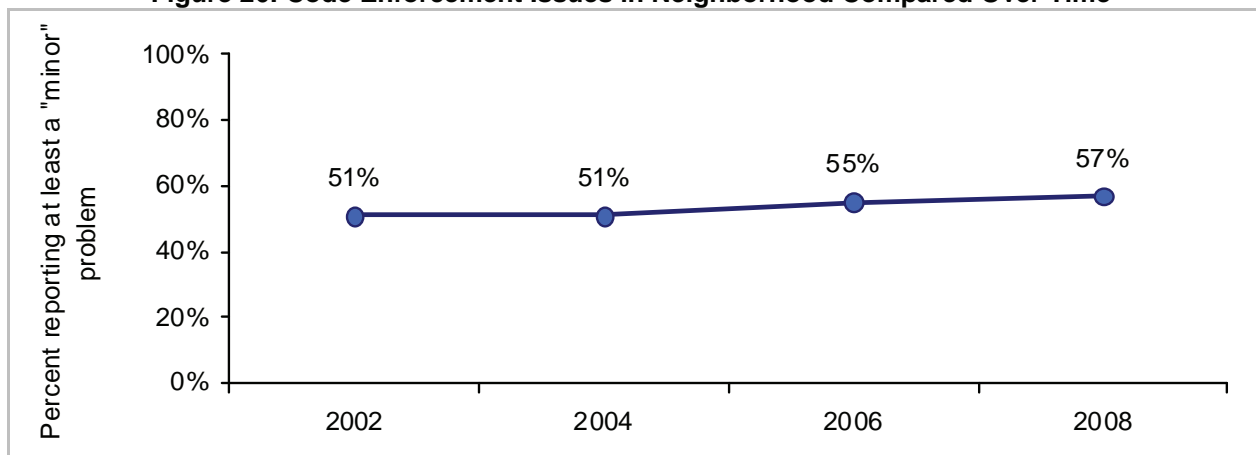


Table 11: Code Enforcement Issues in Neighborhood by Area of Residence Compared Over Time

To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?*	Percent reporting at least a "minor" problem			
	Adams 50	Jefferson County	Adams 12	City as a Whole
2008	72%	56%	45%	57%
2006	74%	56%	39%	55%
2004	66%	54%	36%	51%
2002	59%	56%	30%	51%

Respondents were provided a list of potential problems in Westminster and asked to what extent, if at all, each was a problem. Vandalism, crime and graffiti topped the list in 2008 with 9 in 10 respondents stating each was at least a “minor” problem; one-quarter felt that graffiti was a “major” problem. These potential problems also were in the top three in previous years. However, graffiti was seen as slightly more of a problem in 2008 than in 2006 (90% reported it to be at least a “minor” problem in 2008 vs. 85% in 2006.) Fewer respondents stated that lack of growth (40% said at least a “minor” problem), availability of convenient shopping (29%) and availability of parks (28%) were a problem. Please note that between 20% and 34% of respondents answered “don’t know” to the following potential problems: drugs, juvenile problems and availability of affordable housing.

When compared to 2006, 13 of the 16 potential problems were viewed as more of a problem in 2008 (8 percentage points higher, on average). The 2008 ratings for vandalism, crime and too much growth were similar to 2006.

Table 12: Ratings of Potential Problems

To what degree, if at all, are the following problems in Westminster:	Not a problem	Minor problem	Moderate problem	Major problem	Total
Vandalism	8%	33%	41%	18%	100%
Crime	10%	35%	47%	8%	100%
Graffiti	10%	27%	38%	25%	100%
Drugs*	14%	28%	41%	18%	100%
Juvenile problems*	15%	41%	32%	12%	100%
Run down buildings	21%	42%	27%	10%	100%
Condition of properties (weeds, trash, junk vehicles)	23%	39%	27%	12%	100%
Taxes	24%	28%	31%	17%	100%
Maintenance and condition of homes	24%	41%	28%	8%	100%
Availability of affordable housing*	25%	30%	26%	19%	100%
Too much growth	27%	27%	26%	20%	100%
Traffic safety on major streets	28%	38%	24%	10%	100%
Traffic safety on neighborhood streets	39%	33%	17%	11%	100%
Lack of growth	60%	24%	12%	4%	100%
Availability of convenient shopping	71%	17%	7%	4%	100%
Availability of parks	72%	19%	7%	2%	100%

*More than 20% of respondents answered “don’t know” to this question.

Table 13: Ratings of Potential Problems Compared Over Time

To what degree, if at all, are the following problems in Westminster:	Percent reporting at least a "minor" problem		
	2008	2006	2004
Vandalism	92%	89%	87%
Crime	90%	89%	90%
Graffiti	90%	85%	84%
Drugs	86%	82%	83%
Juvenile problems	85%	78%	85%
Run down buildings	79%	68%	64%
Condition of properties (weeds, trash, junk vehicles)	77%	68%	74%
Taxes	76%	65%	74%
Maintenance and condition of homes	76%	65%	66%
Availability of affordable housing	75%	65%	75%
Too much growth	73%	74%	77%
Traffic safety on major streets	72%	66%	NA
Traffic safety on neighborhood streets	61%	57%	NA
Lack of growth	40%	28%	21%
Availability of convenient shopping	29%	21%	NA
Availability of parks	28%	18%	22%

Policy Topics

A question on the survey was used to gauge resident support for or opposition to the City allowing the installation of alternative energy sources. Residents voiced strong support for both alternative energy sources with at least 50% identifying “strong” support. A majority of respondents supported the City permitting such action, with 91% “strongly” or “somewhat” supporting the installation of solar panels and 81% supporting the installation of wind energy devices by residents. Strong opposers were 1 in 10 or fewer respondents.

Figure 27: Support for the City Permitting Residents to Install Solar Panels

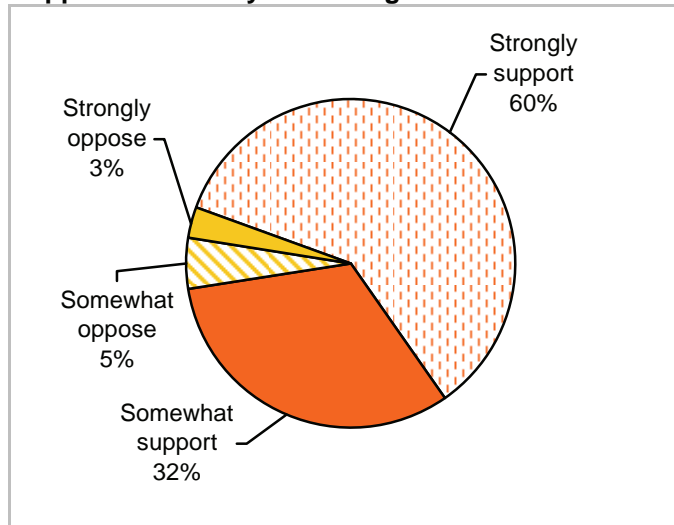
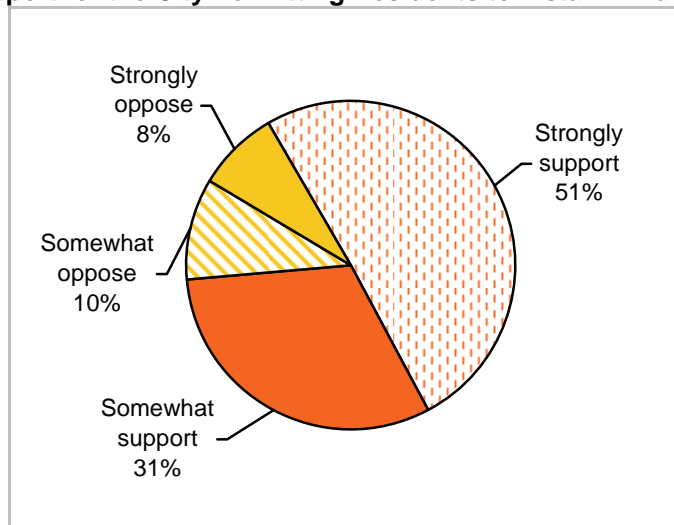


Figure 28: Support for the City Permitting Residents to Install Wind Energy Devices



City Goal: Balanced, Sustainable Local Economy

Having local retail, well-paying employers, and solid transportation systems are essential to a thriving economy. In its 2007-2012 Strategic Plan, Westminster is prioritizing a balanced local economy, which includes expanding current businesses and attracting new businesses.

New Development

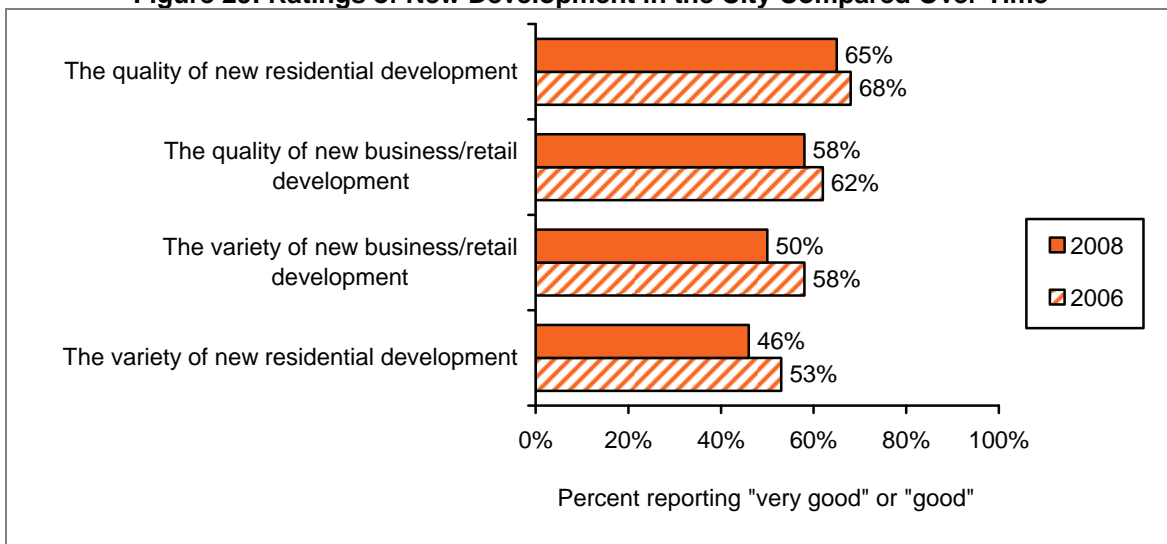
For the second time, residents were asked to rate the quality and variety of new development in the City in 2008. Two-thirds of respondents (65%) stated that the quality of new residential development was “very good” or “good” and three in five (58%) said that the quality of new business/retail development was at least “good.” Half or less of respondents felt that the variety of new business/retail development and residential development was “very good” or “good” (50% and 46%, respectively).

The quality of different kinds of development received similar marks to those reported in 2006. A smaller proportion of residents gave positive ratings to the variety of business and residential development in 2008 than in 2006. Differences in ratings between 2006 and 2008 may be at least partially attributable to changes in scale wording.

Table 14: Ratings of New Development in the City

Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
The quality of new residential development	12%	52%	30%	5%	1%	100%
The quality of new business/retail development	12%	45%	31%	9%	3%	100%
The variety of new business/retail development	12%	38%	38%	8%	4%	100%
The variety of new residential development	7%	39%	44%	8%	2%	100%

Figure 29: Ratings of New Development in the City Compared Over Time

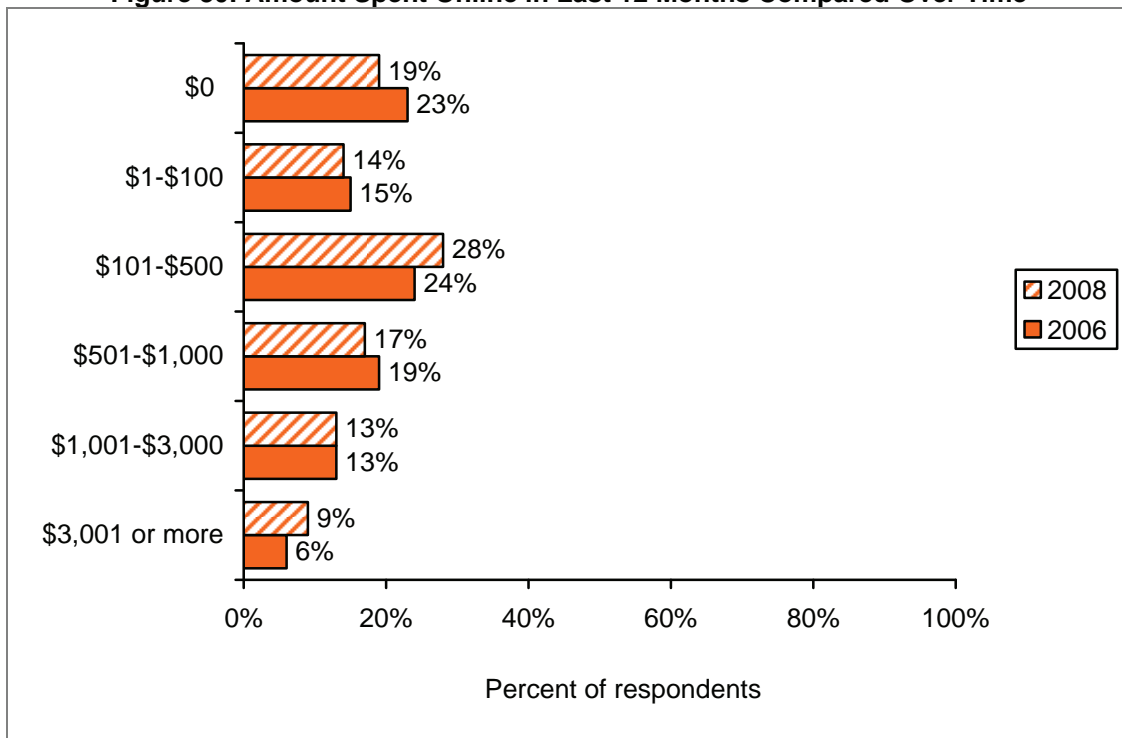


In 2006, “Unsure” was included as a response option instead of “Don't know.”

Online Spending Habits

When asked approximately how much money their household spent on online purchases in the last 12 months, most residents (28%) reported spending between \$101 and \$500 online in the prior 12 months, which was the amount most often spent in 2006. Slightly more residents reported spending \$101-\$500 in 2008. Two in 10 spent more than \$1,000 in the last 12 months and 17% spent between \$501 and \$1,000. Fourteen percent spent between \$1 and \$100 and one in five respondents said they spend no money online. In general, residents spent similar amounts of money online in 2008 as in 2006.

Figure 30: Amount Spent Online in Last 12 Months Compared Over Time



City Goal: A Beautiful City

A beautiful city consists of a variety of green spaces, cultural opportunities and well-designed buildings. Recognizing that these elements are important to residents and visitors alike, Westminster has emphasized the concept of “Beautiful City” in its 2007-2012 Strategic Plan.

Image of Westminster

In 2008, residents were provided a list of phrases that describe the City and asked to select the first, second and third phrase that best described their image of Westminster. The question changed slightly from 2006 where survey respondents were asked, in general, which phrase or phrases best described their image of the City. In 2006, this was a multiple response question and respondents were able to select multiple phrases. Due to the changes in the question, the 2006 data are not included in this report.

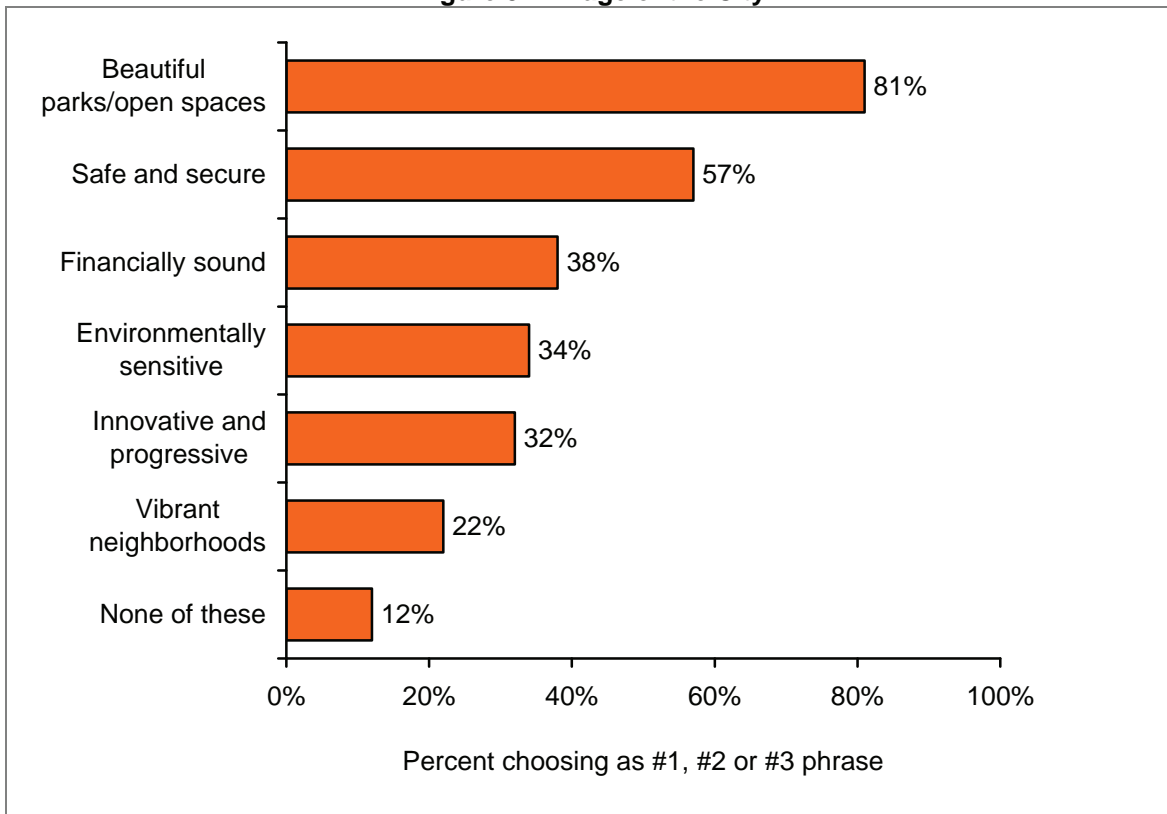
In 2008, 46% of respondents chose beautiful parks and open spaces as the number one phrase to depict their image of Westminster. Safe and secure and financially sound also were popular phrases used by residents to describe their image of the City (17% and 10% ratings as the number one phrase, respectively). Fewer respondents reported that vibrant neighborhoods best illustrated the City’s image (3%). The general order of phrases describing the image of the City was similar to 2006, with beautiful parks and open spaces topping the list in both survey years.

Table 15: Image of the City

When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.	Percent Rating as #1 Phrase	Percent Rating as #1, #2 OR #3 Phrase
Beautiful parks/open spaces	46%	81%
Safe and secure	17%	57%
Financially sound	10%	38%
Environmentally sensitive	8%	34%
Innovative and progressive	9%	32%
Vibrant neighborhoods	3%	22%
None of these	7%	12%

In 2006, the question was “When thinking about Westminster, which of the following phrases describe your image of the City? (Please check all that apply.)”

Figure 31: Image of the City



Physical Attractiveness of Westminster

Westminster residents rated the physical attractiveness of the City favorably with three-quarters of respondents stating it was “very good” or “good.” Seventeen percent felt the City’s physical attractiveness was “neither good nor bad,” 5% said it was “bad” and only 1% reported it was “very bad.” The 2008 rating of physical attractiveness (76% said at least “good”) was higher than the 2006 rating (68%). When compared to other jurisdictions across the nation, the physical attractiveness of Westminster received higher ratings. Comparison to the Front Range was not available.

Figure 32: Physical Attractiveness of Westminster

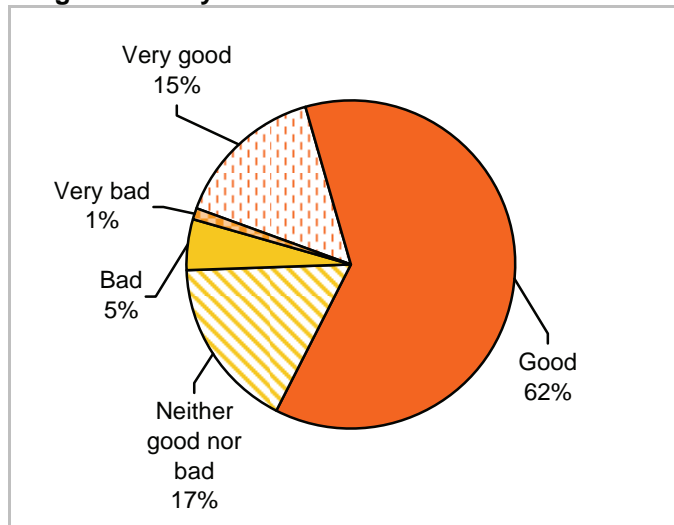
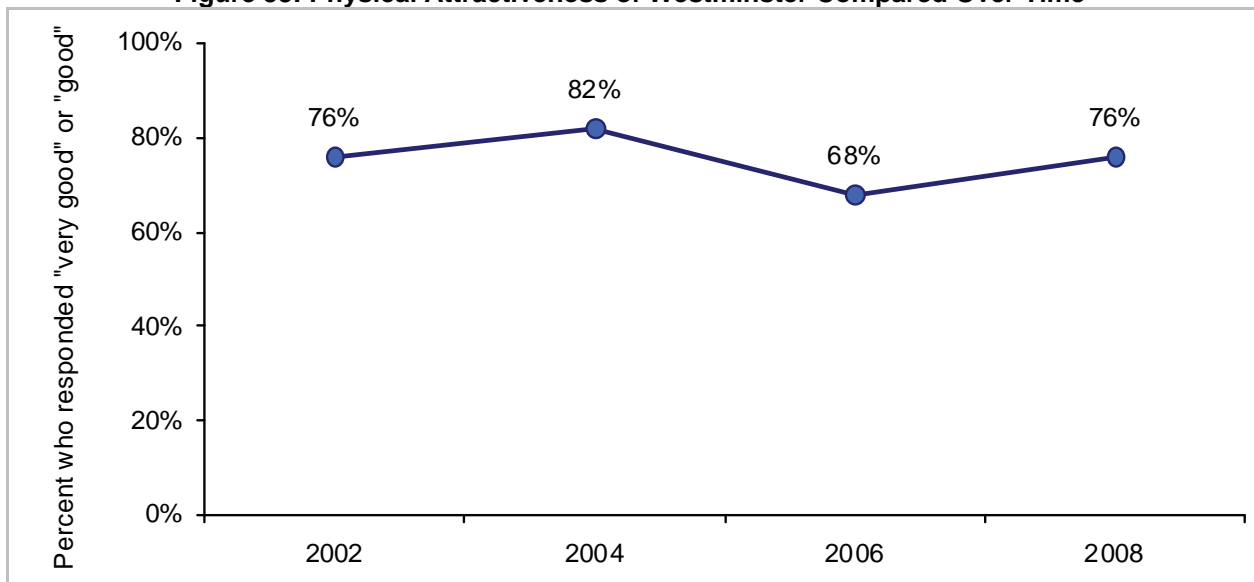


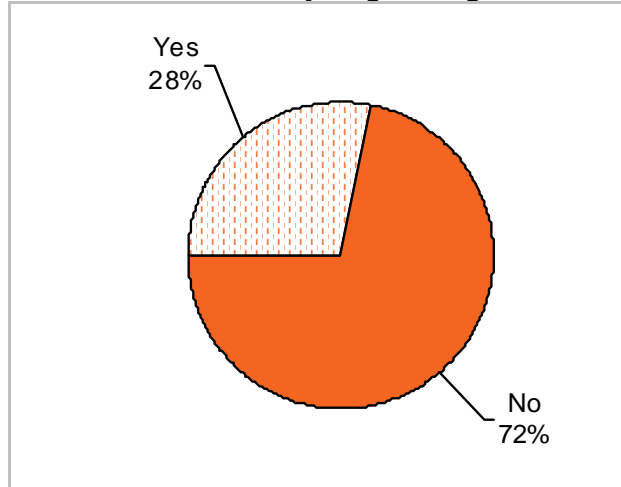
Figure 33: Physical Attractiveness of Westminster Compared Over Time



Use of Curbside Recycling

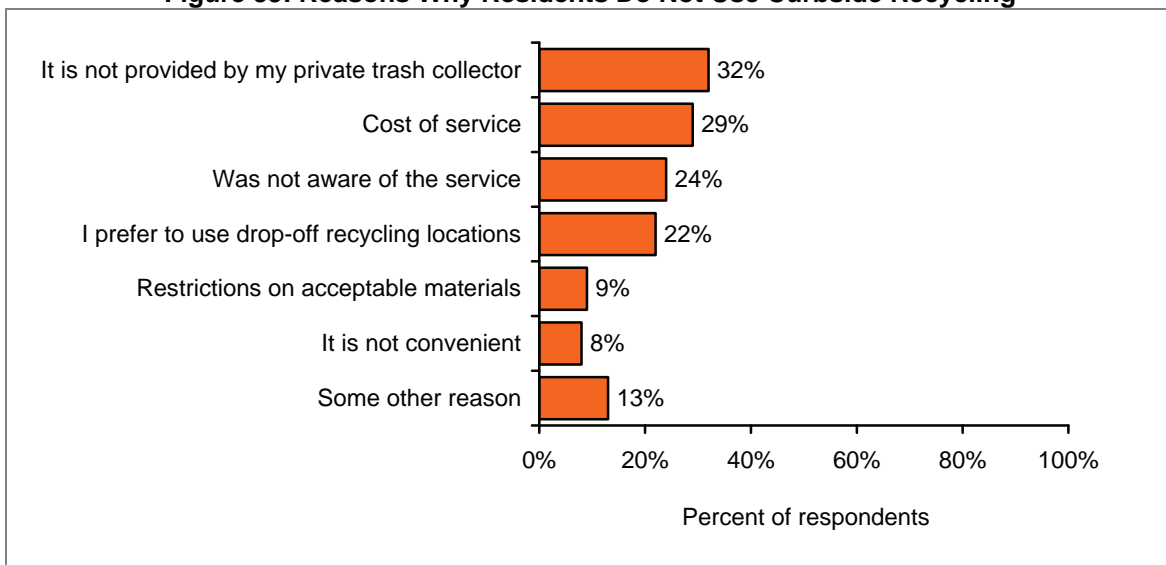
In an effort to determine residents' curbside recycling habits and barriers to curbside recycling, a series of new questions was asked on the 2008 survey. About one-quarter of residents reported using the curbside recycling service provided by their private trash collector.

Figure 34: Use Curbside Recycling Through Trash Collector



The three-quarters of respondents who reported not using curbside recycling were asked to select the reason or reasons they did not use this service. One-third of residents reported that curbside recycling was not a service provided by their private trash collector. Three in 10 noted the cost of service as the reason they did not participate in curbside recycling, one-quarter said they were not aware of the service provided by their private trash collector and 22% preferred to use drop-off recycling locations. Fewer respondents (8%) felt that convenience was a barrier to utilizing curbside recycling.

Figure 35: Reasons Why Residents Do Not Use Curbside Recycling



*Percents may add to more than 100% as respondents could give more than one answer

Appendix A: Survey Respondent Demographics

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

Respondent Length of Residency						
Years	Percent of respondents					
	2008	2006	2004	2002	2000	1998
0-4	33%	39%	38%	43%	43%	45%
5-9	20%	22%	23%	18%	21%	20%
10-14	12%	12%	13%	15%	12%	12%
15-19	9%	7%	7%	7%	8%	6%
20 and over	26%	19%	19%	17%	18%	17%
Total	100%	100%	100%	100%	100%	100%

Respondent Housing Unit Type									
Housing Unit	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
Single family home	61%	60%	60%	62%	55%	58%	59%	55%	61%
Apartment	18%	19%	20%	18%	25%	25%	24%	23%	20%
Condo or Townhouse	21%	22%	19%	19%	17%	17%	17%	21%	18%
Mobile home	0%	0%	1%	1%	2%	0%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent Tenure									
Tenure	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
Own	72%	70%	70%	71%	65%	65%	65%	65%	65%
Rent	28%	30%	30%	29%	35%	35%	35%	35%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Number of Household Members						
Number	Percent of respondents					
	2008	2006	2004	2002	2000	1998
1	26%	26%	22%	20%	25%	22%
2	41%	37%	38%	37%	40%	35%
3	16%	14%	17%	17%	16%	18%
4	12%	15%	14%	17%	13%	16%
5	4%	5%	7%	6%	5%	6%
6 or more	1%	2%	3%	4%	2%	3%
Total	100%	100%	100%	100%	100%	100%

Household Members Under 18						
Number	Percent of respondents					
	2008	2006	2004	2002	2000	1998
0	68%	63%	61%	59%	63%	57%
1	17%	15%	16%	17%	18%	18%
2	10%	16%	15%	17%	15%	18%
3	4%	4%	6%	5%	3%	6%
4 or more	1%	2%	1%	2%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Total Household Income						
Income	Percent of respondents					
	2008	2006	2004	2002	2000	1998
Less than \$15,000	3%	5%	5%	6%	7%	7%
\$15,000 - \$24,999	8%	6%	8%	7%	9%	9%
\$25,000 - \$34,999	10%	11%	11%	10%	12%	13%
\$35,000 - \$49,999	15%	15%	18%	15%	19%	17%
\$50,000 - \$74,999	22%	26%	23%	27%	26%	27%
\$75,000 - \$99,999	16%	16%	18%	18%	14%	16%
\$100,000 to \$124,999	10%	11%	8%	9%	6%	6%
\$125,000 to \$149,999	7%					
\$150,000 to \$174,999	2%					
\$175,000 to \$199,999	2%					
\$200,000 or more	4%	9%	9%	8%	6%	5%
Total	100%	100%	100%	100%	100%	100%

Respondent Educational Status						
Education	Percent of respondents					
	2008	2006	2004	2002	2000	1998
0 - 11 years, no diploma	2%	2%	2%	4%	4%	4%
High school graduate	16%	16%	16%	18%	20%	18%
Some college, no degree	23%	25%	27%	27%	27%	27%
Associate degree	10%	8%	10%	10%	10%	7%
Bachelors degree	30%	29%	29%	28%	24%	26%
Graduate or professional degree	19%	19%	16%	13%	15%	18%
Total	100%	100%	100%	100%	100%	100%

Respondent Race									
Race	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
White	89%	90%	92%	89%	90%	91%	91%	92%	95%
American Indian, Eskimo or Aleut	2%	2%	2%	1%	1%	1%	0%	1%	0%
Asian or Pacific Islander	4%	4%	4%	4%	3%	4%	4%	2%	2%
Black or African American	1%	2%	2%	1%	2%	1%	1%	1%	1%
Other	6%	6%	3%	7%	4%	3%	4%	4%	2%
Total	*	*	*	*	100%	100%	100%	100%	100%

*Starting in 2002, the race question was asked as a multiple response question, so the total may exceed 100%. This change reflects changes in the Census and allows comparisons to census data to be made.

Respondent Ethnicity									
Ethnicity	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
Hispanic origin	9%	8%	11%	13%	9%	10%	8%	10%	10%
Non-Hispanic origin	91%	92%	89%	87%	92%	90%	92%	90%	90%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent Age									
Age	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
18 - 24	5%	5%	8%	13%	7%	7%	6%	8%	8%
25 - 34	27%	32%	29%	19%	20%	23%	23%	28%	27%
35 - 44	18%	18%	22%	29%	24%	29%	29%	27%	29%
45 - 54	25%	26%	23%	17%	21%	21%	20%	16%	17%
55 - 64	14%	8%	9%	12%	13%	8%	10%	10%	12%
65 - 74	7%	5%	6%	5%	9%	8%			
75-84	3%								
85+	1%	6%	4%	5%	7%	4%	12%	12%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent Gender									
Gender	Percent of respondents								
	2008	2006	2004	2002	2000	1998	1996	1994	1992
Female	47%	50%	50%	50%	58%	56%	59%	56%	56%
Male	53%	50%	50%	50%	42%	44%	41%	44%	45%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent City of Employment							
City	Percent of respondents						
	2008	2006	2004	2002	2000	1998	
All over Metro area	2%	NA	NA	NA	NA	NA	NA
Arvada	7%	5%	5%	7%	5%	8%	
Aurora	2%	2%	2%	2%	3%	5%	
Blackhawk	0%	NA	NA	NA	NA	NA	
Boulder	8%	8%	8%	8%	7%	7%	
Brighton	1%	NA	NA	NA	NA	NA	
Broomfield	9%	12%	9%	9%	6%	5%	
Commerce City	2%	NA	NA	NA	NA	NA	
Denver	17%	21%	24%	20%	26%	19%	
Englewood	1%	NA	NA	NA	NA	NA	
Glendale	1%	NA	NA	NA	NA	NA	
Golden	3%	NA	NA	NA	NA	NA	
Greenwood Village	1%	NA	NA	NA	NA	NA	
Lafayette	1%	NA	NA	NA	NA	NA	
Lakewood	3%	3%	2%	3%	2%	2%	
Littleton	0%	NA	NA	NA	NA	NA	
Longmont	1%	NA	NA	NA	NA	NA	
Louisville	3%	2%	1%	3%	3%	2%	
Northglenn	1%	2%	2%	2%	2%	2%	
Thornton	3%	2%	4%	3%	3%	4%	
Westminster	15%	18%	16%	16%	16%	16%	
Wheat Ridge	1%	NA	NA	NA	NA	NA	
I work from home	2%	NA	NA	NA	NA	NA	
Other	1%	14%	13%	14%	12%	10%	
Do not work	15%	13%	13%	13%	21%	21%	
Total	100%	100%	100%	100%	100%	100%	

School District of Respondent							
School District	Percent of respondents						
	2008	2006	2004	2002	2000	1998	
Jefferson	43%	38%	34%	40%	38%	39%	
Adams 50	27%	27%	30%	37%	37%	36%	
Adams 12	30%	35%	36%	24%	25%	25%	
Total	100%	100%	100%	100%	100%	100%	

Appendix B: Survey Responses Compared by Area of Residence

The following appendix compares the key survey responses by area of residence (school district). Cells shaded grey indicate statistically significant differences ($p \leq .05$).

Overall Quality of Life				
	Adams 50	Jefferson County	Adams 12	City as a Whole
Taking all things into consideration, how would you rate your overall quality of life in Westminster?	82%	93%	91%	89%
<i>Percent rating as "very good" or "good"</i>				

Overall Quality of Neighborhood				
	Adams 50	Jefferson County	Adams 12	City as a Whole
How do you rate the overall quality of your neighborhood?	59%	80%	82%	75%
<i>Percent rating as "very good" or "good"</i>				

Change in Neighborhood Over Past 12 Months				
During the past 12 months, the overall quality of my neighborhood:	Adams 50	Jefferson County	Adams 12	City as a Whole
improved	12%	17%	16%	15%
stayed the same	45%	59%	60%	56%
declined	43%	24%	23%	29%
Total	100%	100%	100%	100%

New Development in the City				
Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	Adams 50	Jefferson County	Adams 12	City as a Whole
The quality of new residential development	60%	63%	71%	65%
The variety of new residential development	43%	43%	52%	46%
The quality of new business/retail development	48%	55%	70%	58%
The variety of new business/retail development	38%	47%	64%	50%
<i>Percent rating as "very good" or "good"</i>				

Physical Attractiveness of City				
	Adams 50	Jefferson County	Adams 12	City as a Whole
How would you rate the physical attractiveness of Westminster as a whole?	65%	78%	84%	76%
<i>Percent rating as "very good" or "good"</i>				

Diversity of Neighborhood				
How ethnically diverse, if at all, is your neighborhood?	Adams 50	Jefferson County	Adams 12	City as a Whole
Not at all diverse	5%	11%	15%	11%
Somewhat diverse	50%	71%	69%	65%
Very diverse	45%	18%	17%	25%
Total	100%	100%	100%	100%

Safety Ratings				
Please rate how safe or unsafe you feel from the following:	Adams 50	Jefferson County	Adams 12	City as a Whole
Violent crimes (e.g., rape, robbery, assault)	65%	82%	90%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	50%	64%	64%	60%
Fires	78%	87%	86%	84%

Percent rating as "very" or "somewhat" safe

Quality of City Services				
For each of the following services provided by the City of Westminster, please rate the quality of the service.	Adams 50	Jefferson County	Adams 12	City as a Whole
Snow removal	58%	60%	55%	58%
Street repair	48%	49%	50%	49%
Street cleaning	55%	59%	61%	59%
Sewer services	65%	74%	69%	70%
Recycling drop off centers at City facilities	51%	46%	40%	45%
Large item clean up	58%	54%	48%	54%
Police traffic enforcement	62%	68%	66%	66%
Police protection	66%	74%	77%	73%
Fire protection	82%	89%	83%	85%
Emergency medical/ambulance service	84%	82%	75%	81%
Land use, planning and zoning	49%	48%	55%	51%
City code enforcement	36%	44%	46%	42%
Animal management	52%	61%	48%	55%
Economic development	47%	56%	68%	57%
Parks maintenance	79%	82%	88%	83%
Libraries	83%	83%	82%	83%
Drinking water quality	75%	82%	82%	80%
Recreation programs	75%	84%	80%	81%
Recreation facilities	76%	86%	83%	82%
Trails	71%	83%	88%	82%
Appearance of parks and recreation facilities	79%	87%	88%	85%
Preservation of natural areas (open space, greenbelts)	66%	76%	79%	74%
Municipal court	50%	53%	55%	53%
Building permits/inspections	45%	48%	38%	44%
Utility billing/meter reading	58%	59%	52%	57%
Emergency preparedness	53%	52%	53%	53%

Percent rating as "very good" or "good"

Overall Quality of City Services				
Overall, how would you rate the quality of the services provided by the City of Westminster?	Adams 50	Jefferson County	Adams 12	City as a Whole
Overall, how would you rate the quality of the services provided by the City of Westminster?	73%	85%	81%	81%

Percent rating as "very good" or "good"

Potential Problems in Westminster				
To what degree, if at all, are the following problems in Westminster:	Adams 50	Jefferson County	Adams 12	City as a Whole
Crime	95%	86%	93%	90%
Vandalism	97%	87%	94%	92%
Graffiti	95%	88%	87%	90%
Drugs	89%	83%	89%	86%
Too much growth	80%	75%	66%	73%
Lack of growth	46%	40%	36%	40%
Run down buildings	86%	72%	82%	79%
Taxes	80%	68%	83%	76%
Availability of convenient shopping	40%	26%	24%	29%
Juvenile problems	92%	82%	81%	85%
Availability of affordable housing	77%	74%	74%	75%
Availability of parks	35%	27%	23%	28%
Traffic safety on neighborhood streets	69%	61%	55%	61%
Traffic safety on major streets	76%	72%	68%	72%
Maintenance and condition of homes	85%	69%	79%	76%
Condition of properties (weeds, trash, junk vehicles)	84%	73%	78%	77%

Percent rating as at least a "minor" problem

Weed Lots, Abandoned Vehicles, Graffiti or Dilapidated Buildings a Problem in Neighborhood				
	Adams 50	Jefferson County	Adams 12	City as a Whole
To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?	72%	56%	45%	57%

Percent rating as at least a "minor" problem

Operations of City Government				
	Adams 50	Jefferson County	Adams 12	City as a Whole
In general, how well do you think Westminster city government operates?	66%	78%	79%	75%

Percent rating "very well" or "well"

Impression of City Employees				
What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)	Adams 50	Jefferson County	Adams 12	City as a Whole
Knowledge	80%	86%	83%	83%
Responsiveness	69%	83%	79%	78%
Courtesy	80%	85%	82%	83%
Overall impression	70%	80%	73%	75%

Percent rating "very good" or "good"

Public Trust				
Please rate the following statements by circling the number that most clearly represents your opinion:	Adams 50	Jefferson County	Adams 12	City as a Whole
I receive good value for the City of Westminster taxes I pay	51%	65%	60%	60%
The Westminster government welcomes citizen involvement	62%	61%	69%	63%
City Council cares what people like me think	48%	52%	48%	50%

Percent who "strongly" or "somewhat" agreed

Level of Information				
In general, how well informed do you feel about the City of Westminster?	Adams 50	Jefferson County	Adams 12	City as a Whole
In general, how well informed do you feel about the City of Westminster?	43%	46%	43%	44%

Percent rating "very well" or "well"

Ratings of City's Web Site				
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Adams 50	Jefferson County	Adams 12	City as a Whole
Current information	81%	85%	82%	83%
Appearance	74%	82%	68%	76%
Online services offered	60%	66%	60%	63%
Ease of navigation	64%	66%	58%	63%
Search function	54%	67%	57%	61%

Percent rating "very good" or "good"

Support for or Opposition To Alternative Energy Sources				
To what extent do you support or oppose the City permitting residents in your neighborhood to install the following on their property?	Adams 50	Jefferson County	Adams 12	City as a Whole
Solar panels	94%	92%	87%	91%
Wind energy device	84%	84%	76%	82%

Percent who "strongly" or "somewhat" supported

Appendix C: Survey Results by Area of Residence Compared Over Time

The following appendix compares the key survey responses by area of residence (school district) compared over each of the survey years.

Overall Quality of Life by Area of Residence Compared Over Time				
Taking all things into consideration, how would you rate your overall quality of life in Westminster?	Adams 50	Jefferson County	Adams 12	City as a Whole
2008	82%	93%	91%	89%
2006	85%	95%	97%	93%
2004	86%	96%	95%	93%
2002	89%	92%	93%	91%
2000	88%	92%	92%	90%
1998	85%	94%	92%	90%
1996	84%	91%	92%	89%
1992	84%	93%	91%	89%

Percent "very good" or "good"

Overall Quality of Neighborhood by Area of Residence Compared Over Time				
How do you rate the overall quality of your neighborhood?	Adams 50	Jefferson County	Adams 12	City as a Whole
2008	59%	80%	82%	75%
2006	53%	81%	89%	76%
2004	68%	83%	88%	80%
2002	69%	75%	86%	76%
2000	70%	83%	91%	80%
1998	64%	87%	91%	80%
1996	65%	86%	90%	80%
1992	65%	82%	89%	77%

Percent "very good" or "good"

Westminster City Government Operation by Area of Residence Compared Over Time				
In general, how well do you think Westminster city government operates?	Adams 50	Jefferson County	Adams 12	City as a Whole
2008	66%	78%	79%	75%
2006	60%	72%	70%	68%
2004	80%	79%	82%	80%
2002	72%	73%	75%	73%
2000	75%	76%	74%	75%
1998	68%	78%	75%	74%
1996	66%	72%	70%	69%
1992	73%	76%	77%	75%

Percent "very good" or "good"

Overall Impression of City Employee by Area of Residence Compared Over Time (of those who had contact)				
Overall impression of City employee	Adams 50	Jefferson County	Adams 12	City as a Whole
2008	70%	80%	73%	75%
2006	75%	83%	82%	80%
2004	79%	81%	82%	81%
2002	78%	78%	83%	79%
2000	74%	79%	80%	78%
1998	76%	76%	82%	77%
1996	78%	77%	77%	77%
1992	79%	82%	81%	81%

Percent "very good" or "good"

Appendix D: Survey Methodology

Survey Instrument Development

The Westminster Citizen Survey was originally administered in 1992. General citizen surveys ask recipients their perspectives about the quality of life in the city, their use of city amenities, their opinion on policy issues facing the city and their assessment of city service delivery. The citizen survey instrument was developed by starting with the version from the previous implementation in 2006. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2008 questionnaire. In an iterative process between City staff and NRC staff, a final five-page questionnaire was created.

Sample Selection

Approximately 3,000 Westminster households were selected to participate in the survey using a stratified, systematic sampling method, with 1,000 surveys being sent to each of the three school districts. Attached units within each district were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method.

Survey Administration

Households received three mailings, one week apart beginning in March of 2008. Completed surveys were collected over the following five weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Mayor inviting the household to participate, a questionnaire and self-mailing envelope. About 7% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,782 eligible households, 828 completed the survey, providing a response rate of 30%.

Data Analysis and Weighting

Data Analysis

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

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey Census estimates and other population norms for adults in the City. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in each school district’s population. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

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

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

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

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

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

The results of the weighting scheme are presented in the table below.

Westminster 2008 Survey Weighting Table			
Characteristic	Percent in Population		
	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Own home	74%	70%	72%
Rent home	26%	30%	28%
Detached unit	62%	45%	61%
Attached unit	38%	55%	39%
Race and Ethnicity			
Hispanic	18%	9%	9%
Not Hispanic	82%	91%	91%
White	87%	89%	86%
Non-white	13%	11%	14%
Sex and Age			
18-34 years of age	32%	17%	32%
35-54 years of age	43%	37%	43%
55+ years of age	25%	46%	25%
Female	47%	58%	47%
Male	53%	42%	53%
Females 18-34	14%	10%	14%
Females 35-54	21%	21%	21%
Females 55+	12%	27%	12%
Males 18-34	18%	7%	18%
Males 35-54	22%	15%	22%
Males 55+	13%	20%	13%
Household Income			
Less than \$25,000	15%	16%	11%
\$25,000 to \$99,999	62%	62%	63%
\$100,000 or more	23%	22%	26%
Education²			
High school or less	33%	21%	18%
More than high school	67%	79%	82%
School District			
Adams 50	36%	27%	27%
Jefferson County	38%	39%	43%
Adams 12	26%	34%	30%

¹ Source: 2006 American Community Survey

² Population 25 years and over

Appendix E: Complete Set of Survey Responses

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

Question 1		
Taking all things into consideration, how would you rate your overall quality of life in Westminster?	Number of respondents	Percent of respondents
Very good	237	29%
Good	495	60%
Neither good nor bad	76	9%
Bad	10	1%
Very bad	1	0%
Don't know	6	1%
Total	825	100%

Question 2		
How do you rate the overall quality of your neighborhood?	Number of respondents	Percent of respondents
Very good	170	21%
Good	440	54%
Neither good nor bad	144	17%
Bad	57	7%
Very bad	4	0%
Don't know	7	1%
Total	822	100%

Question 3		
During the past 12 months, the overall quality of my neighborhood:	Number of respondents	Percent of respondents
Improved a lot	11	1%
Improved slightly	107	13%
Declined a lot	50	6%
Declined slightly	171	21%
Stayed the same	429	52%
Don't know	58	7%
Total	826	100%

Question 4			
When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.	Number of respondents	Percent Rating as #1 Phrase	Percent Rating as #1, #2 OR #3 Phrase
Environmentally sensitive	830	8%	34%
Financially sound	830	10%	38%
Beautiful parks/open spaces	830	46%	81%
None of these	830	7%	12%
Innovative and progressive	830	9%	32%
Vibrant neighborhoods	830	3%	22%
Safe and secure	830	17%	57%

Question 5								
Thinking about new development in the City of Westminster in the past few years, please rate each of the following:	The quality of new residential development		The variety of new residential development		The quality of new business/retail development		The variety of new business/retail development	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	82	10%	47	6%	90	11%	84	10%
Good	350	43%	257	32%	328	40%	275	34%
Neither good nor bad	200	25%	290	36%	221	27%	271	33%
Bad	33	4%	56	7%	62	8%	60	7%
Very bad	5	1%	13	2%	20	3%	29	4%
Don't know	141	17%	145	18%	89	11%	94	12%
Total	811	100%	808	100%	810	100%	814	100%

Question 6		
How would you rate the physical attractiveness of Westminster as a whole?	Number of respondents	Percent of respondents
Very good	121	15%
Good	505	61%
Neither good nor bad	142	17%
Bad	44	5%
Very bad	7	1%
Don't know	4	1%
Total	823	100%

Question 7		
How ethnically diverse, if at all, is your neighborhood?	Number of respondents	Percent of respondents
Not at all diverse	81	10%
Somewhat diverse	493	60%
Very diverse	189	23%
Don't know	62	7%
Total	826	100%

Question 8						
Please rate how safe or unsafe you feel from the following:	Violent crimes (e.g., rape, robbery, assault)		Property crimes (e.g., burglary, theft, vandalism, auto theft)		Fires	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very safe	276	34%	119	15%	360	44%
Somewhat safe	381	46%	366	45%	326	40%
Neither safe nor unsafe	93	11%	148	18%	103	13%
Somewhat unsafe	50	6%	127	16%	18	2%
Very unsafe	20	2%	46	6%	7	1%
Total	820	100%	805	100%	814	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Snow removal		Street repair		Street cleaning	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	106	13%	58	7%	87	11%
Good	359	44%	333	41%	360	45%
Neither good nor bad	150	18%	261	32%	248	31%
Bad	135	17%	110	14%	52	7%
Very bad	51	6%	33	4%	13	2%
Don't know	13	2%	19	2%	38	5%
Total	814	100%	813	100%	799	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Snow removal		Street repair		Street cleaning	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	277	39%	215	31%	74	11%
Very important	342	48%	387	55%	226	33%
Somewhat important	80	11%	97	14%	347	51%
Not at all important	6	1%	2	0%	24	3%
Don't know	1	0%	2	0%	10	1%
Total	705	100%	704	100%	681	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Sewer services		Recycling drop off centers at City facilities		Large item clean up	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	107	13%	59	7%	67	8%
Good	353	44%	202	25%	274	34%
Neither good nor bad	175	22%	209	26%	204	25%
Bad	14	2%	68	8%	71	9%
Very bad	7	1%	38	5%	20	2%
Don't know	152	19%	229	28%	174	21%
Total	807	100%	805	100%	811	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Sewer services		Recycling drop off centers at City facilities		Large item clean up	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	263	38%	109	16%	93	13%
Very important	265	39%	278	41%	271	39%
Somewhat important	81	12%	207	30%	245	36%
Not at all important	12	2%	30	4%	31	5%
Don't know	63	9%	58	9%	49	7%
Total	684	100%	683	100%	689	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Police traffic enforcement		Police protection		Fire protection	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	94	12%	131	16%	212	26%
Good	408	51%	418	51%	382	47%
Neither good nor bad	199	25%	151	18%	99	12%
Bad	40	5%	38	5%	3	0%
Very bad	19	2%	18	2%	1	0%
Don't know	48	6%	60	7%	111	14%
Total	808	100%	816	100%	809	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Police traffic enforcement		Police protection		Fire protection	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	222	32%	454	65%	496	72%
Very important	276	40%	199	29%	154	22%
Somewhat important	159	23%	35	5%	27	4%
Not at all important	26	4%	5	1%	5	1%
Don't know	2	0%	4	1%	7	1%
Total	685	100%	696	100%	689	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Emergency medical/ambulance service		Land use, planning and zoning		City code enforcement	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	167	21%	51	6%	45	6%
Good	289	35%	268	33%	206	25%
Neither good nor bad	103	13%	220	27%	241	30%
Bad	5	1%	54	7%	71	9%
Very bad	2	0%	35	4%	32	4%
Don't know	249	31%	175	22%	215	27%
Total	816	100%	803	100%	810	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Emergency medical/ambulance service		Land use, planning and zoning		City code enforcement	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	474	69%	131	19%	85	12%
Very important	168	24%	322	47%	283	41%
Somewhat important	18	3%	173	25%	243	35%
Not at all important	3	0%	11	2%	22	3%
Don't know	26	4%	49	7%	54	8%
Total	689	100%	687	100%	686	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Animal management		Economic development		Parks maintenance	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	54	7%	43	5%	158	20%
Good	303	37%	327	41%	471	58%
Neither good nor bad	211	26%	221	28%	98	12%
Bad	55	7%	43	5%	18	2%
Very bad	29	4%	9	1%	12	1%
Don't know	160	20%	161	20%	53	7%
Total	811	100%	804	100%	811	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Animal management		Economic development		Parks maintenance	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	75	11%	182	27%	129	19%
Very important	274	40%	327	48%	381	55%
Somewhat important	280	41%	129	19%	165	24%
Not at all important	28	4%	4	1%	7	1%
Don't know	28	4%	41	6%	8	1%
Total	685	100%	684	100%	690	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Libraries		Drinking water quality		Recreation programs	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
	Very good	212	26%	235	29%	191
Good	356	44%	400	49%	372	46%
Neither good nor bad	100	12%	107	13%	120	15%
Bad	10	1%	40	5%	10	1%
Very bad	8	1%	13	2%	6	1%
Don't know	123	15%	21	3%	116	14%
Total	810	100%	816	100%	815	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Libraries		Drinking water quality		Recreation programs	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
	Essential	166	24%	513	74%	100
Very important	332	49%	163	23%	331	48%
Somewhat important	145	21%	17	2%	210	30%
Not at all important	7	1%	0	0%	21	3%
Don't know	32	5%	1	0%	26	4%
Total	681	100%	694	100%	688	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Recreation facilities		Trails		Appearance of parks and recreation facilities	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	233	29%	194	24%	208	26%
Good	374	46%	386	48%	451	56%
Neither good nor bad	109	13%	107	13%	96	12%
Bad	16	2%	21	3%	13	2%
Very bad	5	1%	3	0%	7	1%
Don't know	77	9%	99	12%	37	5%
Total	813	100%	810	100%	812	100%

Question 9						
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Recreation facilities		Utility billing/meter reading		Appearance of parks and recreation facilities	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	112	16%	89	13%	126	18%
Very important	358	52%	284	41%	344	50%
Somewhat important	186	27%	204	30%	204	29%
Not at all important	21	3%	23	3%	9	1%
Don't know	13	2%	85	12%	10	2%
Total	689	100%	685	100%	694	100%

Question 9								
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Municipal court		Building permits/inspections		Utility billing/meter reading		Emergency preparedness	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	38	5%	33	4%	60	7%	54	7%
Good	176	22%	136	17%	292	36%	155	19%
Neither good nor bad	162	21%	175	22%	228	28%	166	21%
Bad	18	2%	28	3%	34	4%	15	2%
Very bad	12	1%	11	1%	7	1%	7	1%
Don't know	385	49%	424	53%	187	23%	414	51%
Total	791	100%	808	100%	808	100%	810	100%

Question 9								
For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.	Municipal court		Building permits/inspections		Utility billing/meter reading		Emergency preparedness	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Essential	135	20%	78	11%	89	13%	308	45%
Very important	254	38%	249	37%	284	41%	218	32%
Somewhat important	160	24%	189	28%	204	30%	67	10%
Not at all important	7	1%	22	3%	23	3%	9	1%
Don't know	113	17%	144	21%	85	12%	82	12%
Total	670	100%	681	100%	685	100%	684	100%

Question 10		
Overall, how would you rate the quality of the services provided by the City of Westminster?	Number of respondents	Percent of respondents
Very good	116	14%
Good	530	65%
Neither good nor bad	124	15%
Bad	27	3%
Very bad	4	0%
Don't know	19	2%
Total	820	100%

Question 11		
Do you use curbside recycling provided by your private trash collector?	Number of respondents	Percent of respondents
Yes	231	28%
No	582	72%
Total	812	100%

Question 12		
Which of the following reasons, if any, describe why you do not use curbside recycling provided by your private trash collector? (Please check all that apply.)*	Number of respondents	Percent of respondents*
Cost of service	153	27%
Was not aware of the service	124	22%
It is not convenient	40	7%
Restrictions on acceptable materials	49	9%
It is not provided by my private trash collector	168	30%
I prefer to use drop-off recycling locations	114	20%
Some other reason	69	12%
Don't know	55	10%

*Percents may add to more than 100% as respondents could give more than one answer.

Question 13						
To what degree, if at all, are the following problems in Westminster:	Crime		Vandalism		Graffiti	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Not a problem	66	8%	57	7%	74	9%
Minor problem	244	30%	230	29%	202	25%
Moderate problem	324	40%	290	36%	278	35%
Major problem	57	7%	123	15%	184	23%
Don't know	110	14%	103	13%	60	8%
Total	800	100%	802	100%	797	100%

Question 13						
To what degree, if at all, are the following problems in Westminster:	Drugs		Too much growth		Lack of growth	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Not a problem	70	9%	181	23%	397	51%
Minor problem	143	18%	184	24%	162	21%
Moderate problem	213	27%	177	23%	80	10%
Major problem	95	12%	137	18%	25	3%
Don't know	269	34%	99	13%	120	15%
Total	791	100%	778	100%	784	100%

Question 13						
To what degree, if at all, are the following problems in Westminster:	Crime		Vandalism		Graffiti	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Not a problem	66	8%	57	7%	74	9%
Minor problem	244	30%	230	29%	202	25%
Moderate problem	324	40%	290	36%	278	35%
Major problem	57	7%	123	15%	184	23%
Don't know	110	14%	103	13%	60	8%
Total	800	100%	802	100%	797	100%

Question 13						
To what degree, if at all, are the following problems in Westminster:	Juvenile problems		Availability of affordable housing		Availability of parks	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Not a problem	90	11%	160	20%	547	69%
Minor problem	247	31%	188	24%	141	18%
Moderate problem	189	24%	164	21%	54	7%
Major problem	72	9%	122	15%	18	2%
Don't know	196	25%	159	20%	35	4%
Total	795	100%	794	100%	795	100%

Question 13								
To what degree, if at all, are the following problems in Westminster:	Traffic safety on neighborhood streets		Traffic safety on major streets		Maintenance and condition of homes		Condition of properties (weeds, trash, junk vehicles)	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Not a problem	298	37%	216	27%	177	22%	173	22%
Minor problem	257	32%	295	37%	302	38%	296	37%
Moderate problem	131	16%	183	23%	206	26%	204	25%
Major problem	83	10%	78	10%	57	7%	92	11%
Don't know	31	4%	27	3%	60	7%	35	4%
Total	800	100%	799	100%	802	100%	800	100%

Question 14		
To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?	Number of respondents	Percent of respondents
Not a problem	341	42%
Minor problem	244	30%
Moderate problem	126	16%
Major problem	82	10%
Don't know	21	3%
Total	814	100%

Question 15		
In general, how well do you think Westminster city government operates?	Number of respondents	Percent of respondents
Very well	111	14%
Well	398	49%
Neither well nor poorly	123	15%
Poorly	42	5%
Very poorly	5	1%
Don't know	133	16%
Total	811	100%

Question 16		
Overall, would you say the City is headed in the right direction or the wrong direction?	Number of respondents	Percent of respondents
Right direction	499	63%
Wrong direction	55	7%
Don't know	240	30%
Total	794	100%

Question 17		
Have you had contact with a Westminster city employee within the last 12 months?	Number of respondents	Percent of respondents
Yes	362	45%
No	445	55%
Total	807	100%

Question 18								
What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)*	Knowledge		Responsiveness		Courtesy		Overall impression	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	167	45%	160	43%	181	49%	160	44%
Good	135	37%	124	34%	122	33%	116	32%
Neither good nor bad	31	8%	35	10%	19	5%	42	11%
Bad	18	5%	21	6%	21	6%	26	7%
Very bad	11	3%	24	7%	23	6%	23	6%
Don't know	7	2%	4	1%	1	0%	1	0%
Total	369	100%	368	100%	367	100%	367	100%

*Only asked of those who had had contact within the last 12 months.

Question 19						
Please rate the following statements by circling the number that most clearly represents your opinion:	I receive good value for the City of Westminster taxes I pay		The Westminster government welcomes citizen involvement		City Council cares what people like me think	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Strongly agree	126	16%	132	16%	87	11%
Somewhat agree	314	39%	234	29%	205	25%
Neither agree nor disagree	170	21%	152	19%	158	20%
Somewhat disagree	77	10%	29	4%	62	8%
Strongly disagree	47	6%	30	4%	72	9%
Don't know	77	10%	225	28%	224	28%
Total	812	100%	803	100%	808	100%

Question 20		
In general, how well informed do you feel about the City of Westminster?	Number of respondents	Percent of respondents
Very well	71	9%
Well	282	34%
Neither well nor poorly	308	38%
Poorly	112	14%
Very poorly	29	3%
Don't know	19	2%
Total	821	100%

Question 21			
Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Westminster and mark a 2 next to the source you rely on second most often. (Please mark only two choices.)	Number of respondents	Percent Rating as #1 Source	Percent Rating as #1 OR #2 Source
Denver Post (print version)	830	9%	15%
Rocky Mountain News (print version)	830	8%	15%
City's Web site (www.ci.westminster.co.us)	830	12%	24%
Other online news sources	830	3%	6%
Westminster Window	830	13%	19%
Westsider	830	7%	12%
City Edition	830	19%	32%
Your Hub	830	4%	11%
Television News	830	17%	28%
Cable TV Channel 8	830	3%	9%
Word of Mouth	830	6%	21%

Question 22		
City Edition is a newspaper published by the City that is mailed to all Westminster residents and businesses six times a year. Which of the following best describes how you use your copy of City Edition?	Number of respondents	Percent of respondents
Read it cover to cover	282	34%
Read only the headlines	80	10%
Glance over it	271	33%
Throw it away	59	7%
I have never received City Edition	131	16%
Total	823	100%

Question 23		
Have you watched the City's municipal TV Cable Channel 8 in the last 12 months?	Number of respondents	Percent of respondents
Yes	223	27%
No	600	73%
Total	823	100%

Question 24		
Have you used the City's Web site in the last 12 months?	Number of respondents	Percent of respondents
Yes	308	38%
No	512	62%
Total	820	100%

Question 25						
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Current information		Appearance		Online services offered	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	69	23%	61	20%	52	17%
Good	177	58%	170	56%	132	43%
Neither good nor bad	44	15%	65	21%	89	29%
Bad	2	1%	6	2%	16	5%
Very bad	3	1%	2	1%	4	1%
Don't know	10	3%	1	0%	13	4%
Total	306	100%	306	100%	305	100%

Question 25				
If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Ease of navigation		Search function	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Very good	56	18%	38	13%
Good	135	44%	121	39%
Neither good nor bad	75	25%	77	25%
Bad	30	10%	21	7%
Very bad	7	2%	5	2%
Don't know	2	1%	45	15%
Total	305	100%	306	100%

Question 26		
Please estimate the total amount of money, if any, that your household spent on online purchases during the last 12 months.	Number of respondents	Percent of respondents
\$0	154	19%
\$1-\$100	115	14%
\$101-\$500	229	28%
\$501-\$1,000	140	17%
\$1,001-\$3,000	104	13%
\$3,001 or more	73	9%
Total	815	100%

Question 27				
To what extent do you support or oppose the City permitting residents in your neighborhood to install the following on their property?	Solar panels		Wind energy device	
	Number of respondents	Percent of respondents	Number of respondents	Percent of respondents
Strongly support	458	56%	377	46%
Somewhat support	252	31%	236	29%
Somewhat oppose	42	5%	75	9%
Strongly oppose	25	3%	63	8%
Don't know	44	5%	71	9%
Total	821	100%	821	100%

Question D1		
About how long have you lived in Westminster?	Length of Residency	
	Number of respondents	Percent of respondents
0-4 years	274	33%
5-9 years	166	20%
10-14 years	98	12%
15-19 years	72	9%
20 or more years	214	26%
Total	825	100%

Question D2		
What is your home zip code?	What is your home zip code?	
	Number of respondents	Percent of respondents
80003	22	3%
80005	12	1%
80020	67	8%
80021	226	27%
80030	117	14%
80031	235	29%
80234	145	18%
Total	824	100%

Question D3		
What city do you work in or nearest to?	What city do you work in or nearest to?	
	Number of respondents	Percent of respondents
Arvada	56	7%
Aurora	16	2%
Blackhawk	3	0%
Boulder	60	7%
Brighton	6	1%
Broomfield	73	9%
Commerce City	16	2%
Denver	139	17%
Englewood	11	1%
Glendale	9	1%
Golden	24	3%
Greenwood Village	4	1%
Lafayette	9	1%
Lakewood	27	3%
Littleton	3	0%
Longmont	12	1%
Louisville	21	3%
Northglenn	7	1%
Thornton	28	3%
Westminster	127	15%
Wheat Ridge	10	1%
All over Metro area	20	2%
Other	10	1%
I work from home	15	2%
I do not work (student, homemaker, retired, etc.)	121	15%
Total	826	100%

Question D4		
Please check the appropriate box indicating the type of housing unit in which you live.	Please check the appropriate box indicating the type of housing unit in which you live.	
	Number of respondents	Percent of respondents
Detached single family home	505	61%
Condominium or townhouse	149	18%
Apartment	169	21%
Mobile home	0	0%
Total	823	100%

Question D5		
Do you rent or own your residence?	Do you rent or own your residence?	
	Number of respondents	Percent of respondents
Rent	229	28%
Own	593	72%
Total	822	100%

Question D6		
How many people (including yourself) live in your household?	How many people (including yourself) live in your household?	
	Number of respondents	Percent of respondents
0	3	0%
1	208	25%
2	335	41%
3	133	16%
4	96	12%
5	36	4%
6	7	1%
7	2	0%
8	2	0%
54	1	0%
Total	822	100%

Question D7		
How many of these household members are 17 years or younger?	How many of these household members are 17 years or younger?	
	Number of respondents	Percent of respondents
0	546	68%
1	137	17%
2	81	10%
3	35	4%
4	5	1%
5	2	0%
Total	806	100%

Question D8		
About how much was your household's total income before taxes in 2007? Be sure to include income from all sources.	About how much was your household's total income before taxes in 2007?	
	Number of respondents	Percent of respondents
Less than \$15,000	25	3%
\$15,000 to \$24,999	61	8%
\$25,000 to \$34,999	80	10%
\$35,000 to \$49,999	119	15%
\$50,000 to \$74,999	169	22%
\$75,000 to \$99,999	126	16%
\$100,000 to \$124,999	81	10%
\$125,000 to \$149,999	56	7%
\$150,000 to \$174,999	19	2%
\$175,000 to \$199,999	16	2%
\$200,000 or more	34	4%
Total	786	100%

Question D9		
How much education have you completed?	How much education have you completed?	
	Number of respondents	Percent of respondents
0-11 years	16	2%
High school graduate	131	16%
Some college, no degree	192	23%
Associate degree	85	10%
Bachelors degree	243	30%
Graduate or professional degree	153	19%
Total	820	100%

Question D10		
What is your race?*	Number of respondents	Percent of respondents*
White/European American/Caucasian	719	89%
Black or African American	16	2%
Asian or Pacific Islander	31	4%
American Indian, Eskimo, or Aleut	10	1%
Other	52	6%
Total	828	102%

*Percents total more than 100% as respondents could choose more than one answer.

Question D11		
Are you Hispanic/Spanish/Latino?	Are you Hispanic/Spanish/Latino?	
	Number of respondents	Percent of respondents
Yes	70	9%
No	733	91%
Total	802	100%

Question D12		
Which category contains your age?	Which category contains your age?	
	Number of respondents	Percent of respondents
18-24	42	5%
25-34	218	27%
35-44	145	18%
45-54	206	25%
55-64	118	14%
65-74	55	7%
75-84	27	3%
85+	9	1%
Total	820	100%

Question D13		
What is your gender?	What is your gender?	
	Number of respondents	Percent of respondents
Female	384	47%
Male	431	53%
Total	816	100%

Appendix F: List of Jurisdictions in the Benchmark Comparisons

When possible, comparisons of results were made to other jurisdictions in NRC's benchmark database both nationally and in the Front Range. The jurisdictions included in these comparisons are listed in the following tables.

National Comparison Jurisdictions

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Alabaster, AL	22,169
Auburn, AL	42,987
Avondale, AZ	35,883
Chandler, AZ	176,581
Cococino County, AZ	116,320
Flagstaff, AZ	52,894
Florence, AZ	17,054
Peoria, AZ	108,364
Phoenix, AZ	1,321,045
Prescott Valley, AZ	25,535
Safford, AZ	9,232
Scottsdale, AZ	202,705
Sedona, AZ	10,192
Tucson, AZ	486,699
Fayetteville, AR	58,047
Fort Smith, AR	80,268
Hot Springs, AR	35,613
Agoura Hills, CA	20,537
Bellflower, CA	72,878
Benicia, CA	26,865
Brisbane, CA	3,597
Burlingame, CA	28,158
Capitola, CA	10,033
Carlsbad, CA	78,247
Chula Vista, CA	173,556
Claremont, CA	33,998
Concord, CA	121,780
Cupertino, CA	50,546
Del Mar, CA	4,389
Dublin, CA	29,973
El Cerrito, CA	23,171
Galt, CA	19,472
La Mesa, CA	54,749
Laguna Beach, CA	23,727
Livermore, CA	73,345
Lodi, CA	56,999
Long Beach, CA	461,522
Lynwood, CA	69,845
Mission Viejo, CA	93,102

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Morgan Hill, CA	33,556
Mountain View, CA	70,708
Palm Springs, CA	42,807
Palo Alto, CA	58,598
Poway, CA	48,044
Rancho Cordova, CA	55,060
Redding, CA	80,865
Richmond, CA	99,216
Riverside, CA	255,166
San Bernardino County, CA	1,709,434
San Francisco, CA	776,733
San Jose, CA	894,943
San Ramon, CA	44,722
Santa Barbara County, CA	399,347
Santa Monica, CA	84,084
Stockton, CA	243,771
Sunnyvale, CA	131,760
Walnut Creek, CA	64,296
Calgary, Canada	878,866
District of Saanich, Victoria, Canada	103,654
North Vancouver, Canada	44,303
Prince Albert, Canada	34,291
Thunder Bay, Canada	109,016
Archuleta County, CO	9,898
Arvada, CO	102,153
Aspen, CO	5,914
Boulder, CO	94,673
Boulder County, CO	291,288
Breckenridge, CO	2,408
Broomfield, CO	38,272
Castle Rock, CO	20,224
Colorado Springs, CO	360,890
Craig, CO	9,189
Denver (City and County), CO	554,636
Douglas County, CO	175,766
Durango, CO	13,922
Eagle County, CO	41,659
Englewood, CO	31,727
Fort Collins, CO	118,652
Fruita, CO	6,478
Golden, CO	17,159
Grand County, CO	12,442
Grand Junction, CO	41,986
Greenwood Village, CO	11,035
Highlands Ranch, CO	70,931
Hot Sulphur Springs, CO	521
Jefferson County, CO	527,056
Lakewood, CO	144,126
Larimer County, CO	251,494
Lone Tree, CO	4,873

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Longmont, CO	71,093
Louisville, CO	18,937
Loveland, CO	50,608
Mesa County, CO	116,255
Northglenn, CO	31,575
Parker, CO	23,558
Pitkin County, CO	14,872
Silverthorne, CO	3,196
Steamboat Springs, CO	9,815
Summit County, CO	23,548
Thornton, CO	82,384
Westminster, CO	100,940
Wheat Ridge, CO	32,913
Coventry, CT	11,504
Manchester, CT	54,740
Wethersfield, CT	26,271
Windsor, CT	28,237
Dover, DE	32,135
Belleair Beach, FL	1,751
Bonita Springs, FL	32,797
Brevard County, FL	476,230
Cape Coral, FL	102,286
Charlotte County, FL	141,627
Clearwater, FL	108,787
Collier County, FL	251,377
Cooper City, FL	27,939
Coral Springs, FL	117,549
Dania Beach, FL	20,061
Daytona Beach, FL	64,112
Delray Beach, FL	60,020
Delray Beach, FL	60,020
Duval County, FL	778,879
Eustis, FL	15,106
Gainesville, FL	95,447
Hillsborough County, FL	998,948
Kissimmee, FL	47,814
Melbourne, FL	71,382
Miami Beach, FL	87,933
North Port, FL	22,797
Oakland Park, FL	30,966
Ocoee, FL	24,391
Oldsmar, FL	11,910
Oviedo, FL	26,316
Palm Bay, FL	79,413
Palm Beach, FL	10,468
Palm Beach Gardens, FL	35,058
Palm Coast, FL	32,732
Pinellas County, FL	921,482
Port Orange, FL	45,823
Sanford, FL	38,291

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Sarasota, FL	52,715
Seminole, FL	10,890
South Daytona, FL	13,177
Tallahassee, FL	150,624
Titusville, FL	40,670
Volusia County, FL	443,343
Walton County, FL	40,601
Winter Park, FL	24,090
Alpharetta, GA	34,854
Cartersville, GA	15,925
Decatur, GA	18,147
Decatur, GA	18,147
Smyrna, GA	40,999
Honolulu, HI	876,156
Maui, HI	128,094
Boise, ID	185,787
Moscow, ID	21,291
Batavia, IL	23,866
Collinsville, IL	24,707
DeKalb, IL	39,018
Elmhurst, IL	42,762
Evanston, IL	74,239
Gurnee, IL	28,834
Highland Park, IL	31,365
Homewood, IL	19,543
Lincolnwood, IL	12,359
Naperville, IL	128,358
Normal, IL	45,386
O'Fallon, IL	21,910
Palatine, IL	65,479
Park Ridge, IL	37,775
Peoria County, IL	183,433
Shorewood, IL	7,686
Skokie, IL	63,348
Sugar Grove, IL	3,909
Village of Oak Park, IL	52,524
Woodridge, IL	30,934
Fishers, IN	37,835
Munster, IN	21,511
Ames, IA	50,731
Ankeny, IA	27,117
Bettendorf, IA	31,275
Cedar Falls, IA	36,145
Davenport, IA	98,359
Des Moines, IA	198,682
Indianola, IA	12,998
Iowa County, IA	15,671
Marion, IA	7,144
Polk County, IA	374,601
Sheldahl, IA	336

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Slater, IA	1,306
Urbandale, IA	29,072
Waukee, IA	5,126
West Des Moines, IA	46,403
Arkansas City, KS	11,963
Fairway, KS	3,952
Lenexa, KS	40,238
Merriam, KS	11,008
Olathe, KS	92,962
Overland Park, KS	149,080
Salina, KS	45,679
Wichita, KS	344,284
Bowling Green, KY	49,296
Daviess County, KY	91,545
Jefferson Parish, LA	455,466
New Orleans, LA	484,674
Orleans Parish, LA	484,674
Saco, ME	16,822
College Park, MD	242,657
Gaithersburg, MD	52,613
La Plata, MD	6,551
Montgomery County, MD	873,341
Ocean City, MD	7,173
Rockville, MD	47,388
Takoma Park, MD	17,299
Andover, MA	31,247
Barnstable, MA	47,821
Burlington, MA	22,876
Cambridge, MA	101,355
Shrewsbury, MA	31,640
Worcester, MA	172,648
Ann Arbor, MI	114,024
Battle Creek, MI	53,364
Delhi Township, MI	22,569
Meridian Charter Township, MI	38,987
Novi, MI	47,386
Ottawa County, MI	238,314
Sault Sainte Marie, MI	16,542
South Haven, MI	5,021
Troy, MI	80,959
Village of Howard City, MI	1,585
Blue Earth, MN	3,621
Carver County, MN	70,205
Carver County, MN	70,205
Chanhassen, MN	20,321
Dakota County, MN	355,904
Dakota County, MN	355,904
Fridley, MN	27,449
Hutchinson, MN	13,080
Mankato, MN	32,427

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Maplewood, MN	34,947
Medina, MN	4,005
Minneapolis, MN	382,618
North Branch, MN	8,023
Prior Lake, MN	15,917
Scott County, MN	89,498
St. Cloud, MN	59,107
St. Louis County, MN	200,528
Washington County, MN	201,130
Washington County, MN	201,130
Starkville, MS	21,869
Blue Springs, MO	48,080
Columbia, MO	84,531
Grandview, MO	24,881
Independence, MO	113,288
Joplin, MO	45,504
Kansas City, MO	441,545
Lee's Summit, MO	70,700
Maryland Heights, MO	25,756
Maryville, MO	10,581
O'Fallon, MO	46,169
Platte City, MO	3,866
Raymore, MO	11,146
Springfield, MO	151,580
Bozeman, MT	27,509
Cedar Creek, NE	396
Kearney, NE	27,431
La Vista, NE	11,699
Carson City, NV	52,457
Henderson, NV	175,381
North Las Vegas, NV	115,488
Reno, NV	180,480
Sparks, NV	66,346
Washoe County, NV	339,486
Dover, NH	26,884
Lyme, NH	1,679
Willingboro Township, NJ	33,008
Alamogordo, NM	35,582
Albuquerque, NM	448,607
Bloomfield, NM	6,417
Farmington, NM	37,844
Beekman, NY	11,452
Canandaigua, NY	11,264
Cary, NC	94,536
Charlotte, NC	540,828
Concord, NC	55,977
Davidson, NC	7,139
Durham, NC	187,038
High Point, NC	85,839
Hudson, NC	3,078

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Knightdale, NC	5,958
Wilmington, NC	90,400
Wahpeton, ND	8,586
Delaware, OH	25,243
Dublin, OH	31,392
Hudson, OH	22,439
Lebanon, OH	16,962
Orange Village, OH	3,236
Sandusky, OH	27,844
Westerville, OH	35,318
Broken Arrow, OK	74,839
Edmond, OK	68,315
Oklahoma City, OK	506,132
Stillwater, OK	39,065
Ashland, OR	19,522
Bend, OR	52,029
Corvallis, OR	49,322
Eugene, OR	137,893
Gresham, OR	90,205
Jackson County, OR	181,269
Keizer, OR	32,203
Lake Oswego, OR	35,278
Portland, OR	529,121
Borough of Ebensburg, PA	3,091
Cranberry Township, PA	23,625
Cumberland County, PA	213,674
Ephrata Borough, PA	13,213
Philadelphia, PA	1,517,550
State College, PA	38,420
Upper Merion Township, PA	28,863
East Providence, RI	48,688
Newport, RI	26,475
Greenville, SC	10,468
Mauldin, SC	15,224
Pickens County, SC	110,757
Rock Hill, SC	49,765
Sioux Falls, SD	123,975
Cookeville, TN	23,923
Oak Ridge, TN	27,387
Austin, TX	656,562
Benbrook, TX	20,208
Bryan, TX	34,733
Corpus Christi, TX	277,454
Dallas, TX	1,188,580
Duncanville, TX	36,081
El Paso, TX	563,662
Fort Worth, TX	534,694
Grand Prairie, TX	127,427
Irving, TX	191,615
McAllen, TX	106,414

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Pasadena, TX	141,674
Plano, TX	222,030
Round Rock, TX	61,136
San Marcos, TX	34,733
Shenandoah, TX	1,503
Sugar Land, TX	63,328
The Colony, TX	26,531
Farmington, UT	12,081
Riverdale, UT	7,656
Washington City, UT	8,186
Chittenden County, VT	146,571
Albemarle County, VA	79,236
Arlington County, VA	189,453
Blacksburg, VA	39,357
Botetourt County, VA	30,496
Chesterfield County, VA	259,903
Hanover County, VA	86,320
Hopewell, VA	22,354
James City County, VA	48,102
Lynchburg, VA	65,269
Newport News, VA	180,150
Northampton County, VA	13,093
Prince William County, VA	280,813
Stafford County, VA	92,446
Staunton, VA	23,853
Virginia Beach, VA	425,257
Williamsburg, VA	11,998
Bellevue, WA	109,569
Bellingham, WA	67,171
Clark County, WA	345,238
Hoquiam, WA	9,097
Kent, WA	79,524
King County, WA	1,737,034
Kirkland, WA	45,054
Kitsap County, WA	231,969
Lynnwood, WA	33,847
Mountlake Terrace, WA	20,362
Ocean Shores, WA	3,836
Olympia, WA	42,514
Pasco, WA	32,066
Richland, WA	38,708
Snoqualmie, WA	1,631
Tacoma, WA	193,556
Vancouver, WA	143,560
Morgantown, WV	26,809
Ashland County, WI	16,866
Eau Claire, WI	61,704
Milton, WI	5,132
Ozaukee County, WI	82,317
Suamico, WI	8,686

Jurisdictions Included in National Comparison	
Jurisdiction	2000 Population
Village of Brown Deer, WI	12,170
Wausau, WI	38,426
Wauwatosa, WI	47,271
Whitewater, WI	13,437
Cheyenne, WY	53,011
Gillette, WY	19,646
Teton County, WY	18,251

Front Range Comparison Jurisdictions

Jurisdictions Included in Front Range Comparison	
Jurisdiction	2000 Population
Arvada, CO	102,153
Aspen, CO	5,914
Boulder, CO	94,673
Boulder County, CO	291,288
Broomfield, CO	38,272
Castle Rock, CO	20,224
Colorado Springs, CO	360,890
Denver (City and County), CO	554,636
Douglas County, CO	175,766
Englewood, CO	31,727
Fort Collins, CO	118,652
Golden, CO	17,159
Greenwood Village, CO	11,035
Highlands Ranch, CO	70,931
Jefferson County, CO	527,056
Lakewood, CO	144,126
Larimer County, CO	251,494
Lone Tree, CO	4,873
Longmont, CO	71,093
Louisville, CO	18,937
Loveland, CO	50,608
Northglenn, CO	31,575
Parker, CO	23,558
Thornton, CO	82,384
Westminster, CO	100,940
Wheat Ridge, CO	32,913

Appendix G: Survey Instrument

The survey instrument appears on the following pages.

2008 Westminster Citizen Survey

Please have the adult household member (18 years or older) who most recently had a birthday complete this survey. Year of birth of the adult does not matter. Thank you.

Quality of Community

1. Taking all things into consideration, how would you rate your overall quality of life in Westminster?

- Very good Good Neither good nor bad Bad Very bad Don't know

2. How do you rate the overall quality of your neighborhood?

- Very good Good Neither good nor bad Bad Very bad Don't know

3. During the past 12 months, the overall quality of my neighborhood:

- Improved a lot
 Improved slightly
 Declined a lot
 Declined slightly
 Stayed the same
 Don't know

4. When thinking about Westminster, please identify the three phrases that best describe your image of the City, where "1" best describes your image of the City, "2" is the next best and "3" is the third best description.

- ___ Environmentally sensitive ___ Innovative and progressive
 ___ Financially sound ___ Vibrant neighborhoods
 ___ Beautiful parks/open spaces ___ Safe and secure
 ___ None of these

5. Thinking about new development in the City of Westminster in the past few years, please rate each of the following:

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
The quality of new <i>residential</i> development.....	1	2	3	4	5	6
The variety of new <i>residential</i> development.....	1	2	3	4	5	6
The quality of new <i>business/retail</i> development.....	1	2	3	4	5	6
The variety of new <i>business/retail</i> development.....	1	2	3	4	5	6

6. How would you rate the physical attractiveness of Westminster as a whole?

- Very good Good Neither good nor bad Bad Very bad Don't know

7. How ethnically diverse, if at all, is your neighborhood?

- Not at all diverse
 Somewhat diverse
 Very diverse
 Don't know

8. Please rate how safe or unsafe you feel from the following:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
Violent crimes (e.g., rape, robbery, assault) ..	1	2	3	4	5
Property crimes (e.g., burglary, theft, vandalism, auto theft).....	1	2	3	4	5
Fires	1	2	3	4	5

Quality of Service

9. For each of the following services provided by the City of Westminster, first please rate the quality of the service and then how important each of these services is in Westminster.

	Very good	Good	Neither good nor bad	Bad	Very Bad	Don't know	Essential	Very important	Somewhat important	Not at all important	Don't know
Snow removal.....	1	2	3	4	5	6	1	2	3	4	5
Street repair.....	1	2	3	4	5	6	1	2	3	4	5
Street cleaning	1	2	3	4	5	6	1	2	3	4	5
Sewer services.....	1	2	3	4	5	6	1	2	3	4	5
Recycling drop off centers at City facilities.....	1	2	3	4	5	6	1	2	3	4	5
Large item clean up	1	2	3	4	5	6	1	2	3	4	5
Police traffic enforcement	1	2	3	4	5	6	1	2	3	4	5
Police protection.....	1	2	3	4	5	6	1	2	3	4	5
Fire protection	1	2	3	4	5	6	1	2	3	4	5
Emergency medical/ ambulance service	1	2	3	4	5	6	1	2	3	4	5
Land use, planning and zoning ..	1	2	3	4	5	6	1	2	3	4	5
City code enforcement.....	1	2	3	4	5	6	1	2	3	4	5
Animal management	1	2	3	4	5	6	1	2	3	4	5
Economic development.....	1	2	3	4	5	6	1	2	3	4	5
Parks maintenance.....	1	2	3	4	5	6	1	2	3	4	5
Libraries.....	1	2	3	4	5	6	1	2	3	4	5
Drinking water quality.....	1	2	3	4	5	6	1	2	3	4	5
Recreation programs	1	2	3	4	5	6	1	2	3	4	5
Recreation facilities.....	1	2	3	4	5	6	1	2	3	4	5
Trails	1	2	3	4	5	6	1	2	3	4	5
Appearance of parks and recreation facilities	1	2	3	4	5	6	1	2	3	4	5
Preservation of natural areas (open space, greenbelts) ...	1	2	3	4	5	6	1	2	3	4	5
Municipal court.....	1	2	3	4	5	6	1	2	3	4	5
Building permits/inspections...	1	2	3	4	5	6	1	2	3	4	5
Utility billing/meter reading....	1	2	3	4	5	6	1	2	3	4	5
Emergency preparedness.....	1	2	3	4	5	6	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by the City of Westminster?

- Very good Good Neither good nor bad Bad Very bad Don't know

11. Do you use curbside recycling provided by your private trash collector?

- Yes → go to question 13 No → go to question 12

12. Which of the following reasons, if any, describe why you do not use curbside recycling provided by your private trash collector? (Please check all that apply.)

- Cost of service It is not provided by my private trash collector
 Was not aware of the service I prefer to use drop-off recycling locations
 It is not convenient Some other reason
 Restrictions on acceptable materials Don't know

13. To what degree, if at all, are the following problems in Westminster:

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime.....	1	2	3	4	5
Vandalism.....	1	2	3	4	5
Graffiti.....	1	2	3	4	5
Drugs.....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth.....	1	2	3	4	5
Run down buildings.....	1	2	3	4	5
Taxes.....	1	2	3	4	5
Availability of convenient shopping.....	1	2	3	4	5
Juvenile problems.....	1	2	3	4	5
Availability of affordable housing.....	1	2	3	4	5
Availability of parks.....	1	2	3	4	5
Traffic safety on <u>neighborhood</u> streets.....	1	2	3	4	5
Traffic safety on <u>major</u> streets.....	1	2	3	4	5
Maintenance and condition of homes.....	1	2	3	4	5
Condition of properties (weeds, trash, junk vehicles).....	1	2	3	4	5

14. To what extent are weed lots, abandoned vehicles, graffiti or dilapidated buildings currently a problem in your neighborhood?

- Not a problem
 Minor problem
 Moderate problem
 Major problem
 Don't know

15. In general, how well do you think Westminster city government operates?

- Very well
 Well
 Neither well nor poorly
 Poorly
 Very poorly
 Don't know

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

- Right direction
 Wrong direction
 Don't know

17. Have you had contact with a Westminster city employee within the last 12 months?

- Yes → go to question 18
 No → go to question 19

18. What was your impression of the Westminster city employee in your most recent contact? (Rate each characteristic below.)

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Knowledge.....	1	2	3	4	5	6
Responsiveness.....	1	2	3	4	5	6
Courtesy.....	1	2	3	4	5	6
Overall impression.....	1	2	3	4	5	6

19. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
I receive good value for the City of Westminster taxes I pay.....	1	2	3	4	5	6
The Westminster government welcomes citizen involvement.....	1	2	3	4	5	6
City Council cares what people like me think ...	1	2	3	4	5	6

Communication with Citizens

20. In general, how well informed do you feel about the City of Westminster?

- Very well
- Well
- Neither well nor poorly
- Poorly
- Very poorly
- Don't know

21. Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Westminster and mark a 2 next to the source you rely on second most often. (Please mark only two choices.)

- Denver Post* (print version)
- Rocky Mountain News* (print version)
- City's Web site (www.ci.westminster.co.us)
- Other online news sources
- Westminster Window*
- Westsider*
- City Edition*
- Your Hub
- Television News
- Cable TV Channel 8
- Word of Mouth

22. *City Edition* is a newspaper published by the City that is mailed to all Westminster residents and businesses six times a year. Which of the following best describes how you use your copy of *City Edition*?

- Read it cover to cover
- Read only the headlines
- Glance over it
- Throw it away
- I have never received *City Edition*

23. Have you watched the City's municipal TV Cable Channel 8 in the last 12 months?

- Yes
- No

24. Have you used the City's Web site in the last 12 months?

- Yes → go to question 25
- No → go to question 26

25. If you used the City's Web site in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Current information.....	1	2	3	4	5	6
Appearance.....	1	2	3	4	5	6
Online services offered.....	1	2	3	4	5	6
Ease of navigation.....	1	2	3	4	5	6
Search function.....	1	2	3	4	5	6

26. Please estimate the total amount of money, if any, that your household spent on online purchases during the last 12 months.

- \$0
- \$1-\$100
- \$101-\$500
- \$501-\$1,000
- \$1,001-\$3,000
- \$3,001 or more

Policy Topics

27. To what extent do you support or oppose the City permitting residents in your neighborhood to install the following on their property?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
Solar panels.....	1	2	3	4	5
Wind energy device.....	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.

Demographics

D1. About how long have you lived in Westminster? (Record 0 if six months or less)

_____ Years

D2. What is your home zip code?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 80003 | <input type="checkbox"/> 80030 |
| <input type="checkbox"/> 80005 | <input type="checkbox"/> 80031 |
| <input type="checkbox"/> 80020 | <input type="checkbox"/> 80234 |
| <input type="checkbox"/> 80021 | |

D3. What city do you work in or nearest to? (Please check only one.)

- | | |
|--|--|
| <input type="checkbox"/> Arvada | <input type="checkbox"/> Lakewood |
| <input type="checkbox"/> Aurora | <input type="checkbox"/> Littleton |
| <input type="checkbox"/> Blackhawk | <input type="checkbox"/> Longmont |
| <input type="checkbox"/> Boulder | <input type="checkbox"/> Louisville |
| <input type="checkbox"/> Brighton | <input type="checkbox"/> Northglenn |
| <input type="checkbox"/> Broomfield | <input type="checkbox"/> Thornton |
| <input type="checkbox"/> Commerce City | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Denver | <input type="checkbox"/> Wheat Ridge |
| <input type="checkbox"/> Englewood | <input type="checkbox"/> All over Metro area |
| <input type="checkbox"/> Glendale | <input type="checkbox"/> Other |
| <input type="checkbox"/> Golden | <input type="checkbox"/> I work from home |
| <input type="checkbox"/> Greenwood Village | <input type="checkbox"/> I do not work
(student, homemaker,
retired, etc.) |
| <input type="checkbox"/> Lafayette | |

D4. Please check the appropriate box indicating the type of housing unit in which you live. (Please check only one.)

- | |
|--|
| <input type="checkbox"/> Detached single family home |
| <input type="checkbox"/> Condominium or townhouse |
| <input type="checkbox"/> Apartment |
| <input type="checkbox"/> Mobile home |

D5. Do you rent or own your residence? (Please check only one.)

- | | |
|-------------------------------|------------------------------|
| <input type="checkbox"/> Rent | <input type="checkbox"/> Own |
|-------------------------------|------------------------------|

D6. How many people (including yourself) live in your household?

_____ People

D7. How many of these household members are 17 years or younger?

_____ People

D8. About how much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES in 2007? Be sure to include income from all sources. Please check the appropriate box below.

- | |
|---|
| <input type="checkbox"/> Less than \$15,000 |
| <input type="checkbox"/> \$15,000 to \$24,999 |
| <input type="checkbox"/> \$25,000 to \$34,999 |
| <input type="checkbox"/> \$35,000 to \$49,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 |
| <input type="checkbox"/> \$100,000 to \$124,999 |
| <input type="checkbox"/> \$125,000 to \$149,999 |
| <input type="checkbox"/> \$150,000 to \$174,999 |
| <input type="checkbox"/> \$175,000 to \$199,999 |
| <input type="checkbox"/> \$200,000 or more |

D9. How much education have you completed?

- | |
|--|
| <input type="checkbox"/> 0-11 years |
| <input type="checkbox"/> High school graduate |
| <input type="checkbox"/> Some college, no degree |
| <input type="checkbox"/> Associate degree |
| <input type="checkbox"/> Bachelors degree |
| <input type="checkbox"/> Graduate or professional degree |

D10. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- | |
|--|
| <input type="checkbox"/> White/European American/Caucasian |
| <input type="checkbox"/> Black or African American |
| <input type="checkbox"/> Asian or Pacific Islander |
| <input type="checkbox"/> American Indian, Eskimo, or Aleut |
| <input type="checkbox"/> Other |

D11. Are you Hispanic/Spanish/Latino?

- | |
|------------------------------|
| <input type="checkbox"/> Yes |
| <input type="checkbox"/> No |

D12. Which category contains your age?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 65-74 |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 75-84 |
| <input type="checkbox"/> 45-54 | <input type="checkbox"/> 85+ |

D13. What is your gender?

- | |
|---------------------------------|
| <input type="checkbox"/> Female |
| <input type="checkbox"/> Male |

Thank you very much for completing this survey!
Please return the survey in the enclosed pre-addressed, postage-paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301



WESTMINSTER

Staff Report

Information Only Staff Report
June 9, 2008



SUBJECT: Neighborhood Enhancement Grants

PREPARED BY: Kathy Piper, Landscape Architect II

Summary Statement:

This report is for City Council information only and requires no action by City Council.

Currently, the Parks, Recreation and Libraries Advisory Board is authorized to distribute \$50,000 every year from the Community Enhancement Funds to provide a funding source for Westminster neighborhoods wishing to enhance their neighborhood streetscapes.

- On May 22, 2008, the Parks, Recreation and Library Advisory Board met to review and award this year's neighborhood grants.
- Of the \$50,000 available for grant awards, the Board received 11 applications requesting \$45,473 in total grants.
- The Board selected nine grant applications to receive funding. They are as follows:

Walnut Grove	\$1,392
North Park HOA	\$2,182
The Gallery HOA	\$1,250
The Reflections at Stratford	\$3,432
Vista Village	\$4,000
Townhomes at the Ranch	\$2,000
Westfield Village	\$5,105
Silo	\$5,105
Horizon Pointe (Tabled until the next PRL Advisory Board Meeting) Amount: \$8,830	
Total Grants	\$23,361

- Total amount funded in 2008 Neighborhood grants will be \$23,361.00. Horizon Pointe will be discussed at the next meeting and if approved in full would bring the total amount funded to \$32,191.
- Those who did not receive funding, either had a project that did not meet the criteria, such as being on private property, no matching funds or did not provide volunteer efforts.
- Each applicant will receive acknowledgement for applying and will be informed of who received a Neighborhood Enhancement Grant.
- Those receiving grants will be required to meet all City of Westminster standards and regulations. All projects must be completed before December 31, 2008.

Background Information:

The Neighborhood Enhancement program is a component of the Community Enhancement Program and is designed to provide a funding source for neighborhood communities who wish to enhance the appearance of their neighborhood and community. The Parks, Recreation and Libraries Advisory Board specifically targeted Homeowners Associations and the Community Oriented Governance (COG) in the past. Several communities that received grants in the past are reapplying and/or are requesting grants for several projects within their community. Applications are received once a year in the spring with work to be completed no later than December 31 of the same year. For 2008, the Parks, Recreation and Library Board may consider utilizing the funds for a community project.

Homeowner Associations are notified of the Neighborhood Enhancement Grant in January with a formal letter and an application. The grant information is posted at all the libraries and recreation centers throughout the City. In addition, the grant information is given out at neighborhood COG meetings.

The Community Enhancement Program meets City Council's Strategic Plan Goals of "Financially Sustainable City Government Providing Exception Services," "Vibrant Neighborhoods and Commercial Areas," and "Beautiful and Environmentally Sensitive City."

Respectfully submitted,

J. Brent McFall
City Manager



W E S T M I N S T E R

Staff Report

Information Only Staff Report
June 9, 2008



SUBJECT: Annual COG and Volunteer Appreciation Barbeque

PREPARED BY: Pamela Mayhew, Volunteer Coordinator

James Mabry, Neighborhood Outreach Coordinator

Summary Statement:

This report is for City Council information only and requires no action.

The 16th annual Volunteer Appreciation Barbeque has been scheduled for Thursday, July 17, 2008 from 5:30 pm to 8:00 pm. In 2008, the barbeque will return to Westminster City Hall. Clean up of City Hall and the plaza will be accomplished by City Staff and volunteers. The use of City Hall provides convenient facilities and shelter for other than optimum weather conditions.

The event is scheduled on a weekday evening with food catered by Bennett's BBQ. Entertainment will include music played by a disc jockey. Local non-profits will showcase their volunteer programs and services. A gift of a sun hat will be given to each attending volunteer.

Background Information:

Since 1992, the City has held an annual volunteer appreciation barbecue sponsored by the City's Volunteer Program. To reduce duplication of services, in 2003 COG merged its annual picnic with the volunteer appreciation barbecue. The appreciation barbecue gives City Council and City Staff the opportunity to thank citizens actively involved in volunteering in City programs and participating in COG. Invitations will be sent to City Council, all board and commission members, volunteers and their families, volunteer supervisors and COG participants. It is anticipated that over 700 of the 1,100 invited citizens will attend.

Attendance for the picnic has doubled since 2001. 370 volunteers attended the picnic in 2001 and over 650 volunteers attended the picnic in 2006. In 2007, the volunteer appreciation barbecue was moved to the Church Ranch Events Center in order to accommodate the increase in participation. The 2007 picnic had an estimated 750 volunteers in attendance. With this success and for logistic reasons, it was decided to return the volunteer appreciation barbecue to Westminster City Hall in 2008 for the following reasons:

- The Church Ranch Events Center is not large enough for the number of people (725 – 750) we anticipate.
- With tables and chairs in place, the Church Ranch Events Center is not large enough to move everyone to shelter in the event of bad weather.
- The Church Ranch Events Center and surrounding area does not have adequate parking and safe crosswalks for attendees.
- The Church Ranch Events Center does not have air conditioned cover for those attendees that may require relief from outdoor summer temperatures.
- Staff anticipates that the Church Ranch Event Center will not have us back due to the size of the Volunteer Appreciation Barbeque and the amount of trash generated. In 2007, the Church Ranch Events Center charged us \$150 facility clean up fee. No facility rental charge was incurred for the picnic. We anticipate that a rental fee for the facility would be charged in 2008.

The volunteer program provides a place for Westminster citizens to be actively involved with their government and community. The impact of volunteers on services provided in Westminster is considerable. In 2007, the value of time dedicated by volunteers was estimated at \$1.16 million — a significant support to City of Westminster programs.

Respectfully submitted,

J. Brent McFall
City Manager



WESTMINSTER

Staff Report

Information Only Staff Report
June 9, 2008



SUBJECT: Westminster Direct in Dial Service

PREPARED BY: David Puntteney, Information Technology Director

Summary Statement:

Staff has investigated the benefits of providing citizens, businesses and other callers with the ability to contact City employees or departments without requiring them to provide an extension number to the automated attendant or switchboard operator. This service, referred to as direct in dial (DID) has been implemented in a number of other governments and businesses. Staff determined that direct in dial is a service that would provide added customer service at a low cost, and will begin advertising and implementing the service.

Council is advised that this new service will continue the ability for callers to use the existing 303-430-2400 number to conduct business with the City. However, communications and advertising over the next 12 months should help the City and callers to convert to using either the DID numbers to directly reach employees and promote the new 303-658-2400 main number. It was necessary to change the 430 pre-fix number to 658 in order to implement direct in dial and maintain the City's current list of over 1200 extensions.

Background Information:

In past years, the City of Westminster has used an automated attendant or switchboard operator to process all inbound City calls. Callers to the City have been required to dial 303-430-2400, and then enter an extension number or talk with the switchboard operator to provide an extension number to reach a City employee or department. In order to better serve callers, many government and businesses have moved to a direct in dial (DID) system where callers may directly reach a City extension by dialing a direct number. Staff has determined that offering DID service would make it more convenient for citizens, businesses and others contacting the City of Westminster. The Information Technology Department was successful in securing and activating a block of DID telephone numbers that will enable Westminster to provide this service.

The DID service will provide the ability for callers to reach an extension directly by dialing 303-658-xxxx where xxxx represents a current City extension number. Additionally, callers who desire to reach the City of Westminster's main switchboard can dial 303-430-2400 or 303-658-2400. The added DID service does not eliminate or change the ability for callers to reach the City or an employee using the existing process or 303-430-2400 number.

The City will be phasing out the use of the 303-430-2400 number by advertising and promoting use of the new 303-658-2400 number. This will be accomplished through a brief message advising callers to the 303-430-2400 number that the number is changing; business cards with DID numbers instead of the

Staff Report – Westminster Direct in Dial Service

June 9, 2008

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main number; gradual change out of forms and correspondence to reflect the new main number or DID number; and through reflecting the new number in electronic communications and the City's web site.

Through June 1st, 2009 calls to the 303-430-2400 number will continue to be handled just as they are today, except that the City will include a brief message advising callers that the number has been changed to 303-658-2400. On June 1st, 2009, the message will be modified to advise callers that the number has changed, and that they will need to hang up and dial the new number.

Respectfully submitted,

J. Brent McFall
City Manager