

CITY OF WESTMINSTER, CO

2018 RESIDENT SURVEY REPORT OF RESULTS

MARCH 2018

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EXECUTIVE SUMMARY

SURVEY BACKGROUND AND METHODS

The City of Westminster has conducted a regular, periodic survey of residents' opinions since 1992. The 2018 survey was the fourteenth administration to monitor the quality of Westminster services and quality of life in the community. 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.

A random sample of 3,000 households received surveys. About 4% of the surveys were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,890 households receiving a survey, 616 completed the survey, providing an overall response rate of 21%. The margin of error for all survey respondents is plus or minus four points around any given percent. Results also are reported by school district of residence (Adams 12, Westminster and Jefferson County) to permit a deeper examination of the data.

Because the City of Westminster has administered resident surveys in the past, comparisons were made between the 2018 responses and those from prior years, when available. The 2018 results also were compared to those of other jurisdictions around the nation and in Colorado's Front Range, made possible through NRC's benchmark database. This database contains resident perspectives gathered in citizen surveys from more than 600 jurisdictions across the U.S., including cities and counties.

KEY FINDINGS

The 2018 survey contained a series of questions that reflected either directly or indirectly on the City's progress within several themes. The survey results are organized around the City of Westminster 2017 Strategic Plan goals and the key findings presented below outline the main highlights from the 2018 survey data across all the Strategic Plan goals.

While evaluations of most aspects of quality of life remained stable, residents' views improved regarding the quality of their neighborhoods.

- Ratings of overall quality of life were positive and stable over time. Almost 9 in 10 respondents gave favorable evaluations which was similar to both the national and Front Range benchmarks.
- The 2018 questionnaire included new questions about the reputation of the City and diversity. Three-quarters of residents gave favorable assessments to the overall image or reputation of the City, a rating that was similar to both benchmark groups. About two-thirds gave positive reviews to the community's openness and acceptance of people of diverse backgrounds (similar to the benchmarks).
- A majority of residents positively rated the City as a place to live (90% very good or good) and retire (59%); these ratings were on par with prior survey years. However, assessments for both of these items were lower or much lower than the benchmarks.
- In 2018, 81% of respondents rated the overall quality of their neighborhoods as very good or good. This was an increase from 2016 (75%) and was a rating that was higher than the national average.
- The City as a place to raise children emerged as an area of opportunity related to quality of life and community. While about three-quarters of residents gave very good or good reviews to this aspect (similar to prior survey years), it was lower than both national and Front Range benchmarks. Additionally, the quality of public schools was evaluated lower than the national and Front Range averages, with about 6 in 10 respondents giving positive marks.

Growth-related challenges were among top concerns for residents.

- Residents evaluated 13 potential problems in the community. As in 2016, too much growth and the high cost of housing were the top two concerns for residents (58% and 68% of respondents rated these as major or moderate problems). The proportion of respondents in 2018 rating each of these as a major or moderate problem increased by 17% and 12%, respectively.

- However, when residents were given a list of 15 goals or services the City provides and rated the importance of each, ensuring the City provides ample affordable/workforce housing was rated among the bottom four. About two-thirds of respondents felt this was an essential or important service for the City to do.
- Growth in any community comes with growing pains, which commonly includes concerns about mobility. Snow removal and street repair received lower evaluations in 2018 compared to 2016. While both were rated similar to the Front Range benchmarks, snow removal was lower than the nation and street repair was rated similar. Additionally, these services were among those rated as lower in quality and higher in importance.
- Among 15 goals or services the City provides, ensuring streets are well-maintained and clear of snow was viewed as the third most important (94% gave essential or very important ratings).
- When evaluating whether they agreed that eight statements described their image of the City of Westminster, respondents were less likely to agree that “ease of mobility” described their image of the City.

Evaluations of government performance improved and most respondents felt the City is headed in the right direction.

- Residents evaluated three aspects of government performance. Sixty-eight percent of respondents agreed that the City government welcomes citizen involvement and 57% strongly or somewhat agreed that City Council cares what people like them think. These evaluations both increased from 2016 and where benchmark comparisons were available, ratings were similar.
- About two-thirds of residents agreed that they received good value for the City taxes they pay. This rating has remained stable since 2010 and was higher than both benchmark groups.
- Almost 9 in 10 respondents felt that the City is headed in the right direction. This rating was similar to previous years.
- The overall quality of services provided by the City has remained strong and stable over the last decade. Eight in 10 residents rated it as very good or good, a rating that was similar to the national and Front Range averages.
- Among the statements that could describe their image of Westminster, 88% of respondents agreed that “financially sustainable” fit their image of the City.

Life and safety services were of high importance and topped residents’ list of priorities for the City.

- From the list of 15 broad service categories or potential goals for the City, those related to life and safety topped the list. Nearly all residents felt that providing safe drinking water and sewer services and providing for a safe community were essential or very important for the City to do.
- About 8 in 10 respondents reported feeling very or somewhat safe from residential fires and violent crimes in Westminster and about 6 in 10 felt safe from property crimes. While these evaluations were similar to prior survey years, where comparisons were available to the benchmarks, ratings mostly were lower than the nation and Front Range.
- Life and safety-related City services scored among the highest in terms of importance. At least 89% of residents felt fire and police protection, EMS, drinking water quality, sewer services, and emergency preparedness were essential or very important services. Quality evaluations of these services ranged from 71% very good or good (for emergency preparedness) to 91% (for fire protection). Generally these quality ratings were stable over time and most were similar to the benchmarks. However, ratings of police protection, fire protection, and EMS were rated lower than both benchmarks.
- About 8 in 10 residents said that “safe and secure” described their image of Westminster. This phrase received the third highest levels of agreement out of eight.

The City should continue to leverage its online presence to engage the community.

- Overall, residents seek out information about the City from three primary sources: the Parks, Recreation and Libraries Activity Guide, the City’s Website, and City Edition.

- About one-quarter of residents rely on social media (Facebook, Twitter, Nextdoor, etc.) as a source most used for information about the City and the majority of residents (80%) had used Facebook in general in the last month. Additionally, one-third reported the City's Facebook and Nextdoor accounts were sources of information and less than one-quarter said the City's Twitter account or YouTube channel were information sources.
- While about one one-quarter of residents relied on the Activities Guide and website for their City information and about 8 in 10 considered each a major or minor source of information, the City's website was the preferred, most relied-upon source of the two. City Edition also was among the top, most relied-upon sources for City news.
- A significantly higher proportion of residents used Nextdoor in the month prior to the survey in 2018 than in 2016; use of Reddit and Snapchat also increased between survey years.

SURVEY BACKGROUND

SURVEY PURPOSES

The City of Westminster contracted with National Research Center, Inc. (NRC) to implement the 2018 survey with a representative sample of residents, in an effort to determine attitudes about City services and pending local policy. The first survey of residents was conducted in 1992, with subsequent implementations every two years since; the 2018 survey marks the fourteenth iteration of the survey providing over two decades of data.

The survey permitted residents an opportunity to provide feedback to government on the community's strengths, opportunities for improvement, and priorities for planning and resource allocation. The continued focus on quality of service delivery helps council, staff and the public set priorities for budget decisions, assuring maximum service quality over time as the City changes and grows.

SURVEY ADMINISTRATION

The Westminster Citizen Survey was administered by mail to a representative sample of 3,000 city residents. Each household received three mailings beginning in January 2018. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, households received a letter from the Mayor inviting the household to participate in the 2018 Westminster Resident Survey, a five-page questionnaire and pre-addressed, postage-paid envelope. Respondents also were given the option to complete the survey via the web through a link that was provided in the cover letters as well as to complete the survey in Spanish either online or via a requested paper copy (instructions were included in the letters). Completed surveys were collected through the mail and online over a five week period. The survey materials appear in *Appendix H: Survey Materials*.

About 4% of the mailings were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,890 households receiving a survey, 616 completed the survey, providing an overall response rate of 21%.

Survey results were weighted so that respondents' gender, age, housing unit type (attached versus detached), tenure (rent versus own), race, ethnicity and school district of residence were represented in the proportions reflective of the entire city. (For more information see the detailed survey methodology in *Appendix G: Survey Methodology*.)

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the City of Westminster website as well as the City's social media sites. This opt-in survey was identical to the scientific survey and open to all Westminster residents; 899 residents completed the opt-in survey. The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.

HOW THE RESULTS ARE REPORTED

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) and the "percent positive" are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., "very good" and "good," "strongly agree" and "somewhat agree," "very safe" and "somewhat safe," etc.).

On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is discussed in the body of this report if it is 30% 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 figures in this report display the responses from respondents who had an opinion about a specific item. The full set of frequencies, including "don't know" responses, can be found in *Appendix A: Complete Set of Survey Responses*.

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 more than one category. When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

PRECISION OF ESTIMATES

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus 4% around any given percent reported for all survey respondents (616).

COMPARING SURVEY RESULTS BY RESPONDENT SUBGROUPS

Select survey results were compared by demographic characteristics of survey respondents as well as the geographic location of respondent households. These comparisons are discussed throughout the body of the report, when applicable. The full set of results by demographic characteristics and geographic area can be found in *Appendix C: Comparisons of Select Questions by Respondent Characteristics* and *Appendix D: Comparisons of Select Questions by School District*. For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

COMPARING SURVEY RESULTS OVER TIME

Because this survey was the 14th in a series of resident surveys, the 2018 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are six percentage points or more around any given percent. Trend data for the City of Westminster represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs, or public information may have affected residents’ opinions.

For ease of comparison, the results from past surveys are reported using the percent positive (e.g., “very good” and “good”). Data from all past survey years, except 1994, could be converted to this metric. As such, comparison data from all past years, except 1994, are included in this report. If interested, readers may refer to the Westminster archives for the 1994 average results.

COMPARING SURVEY RESULTS TO OTHER COMMUNITIES

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from more than 600 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National and Front Range benchmark comparisons have been included in the report when available. Benchmark comparisons have been provided when similar questions on the 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 or in the Front Range. Data for a number of items on the survey were not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

Where comparisons for quality ratings were available, Westminster’s results were generally noted as being “higher” the benchmark, “lower” the benchmark, or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much” (for example, “much lower” or “much higher”). Additional information on NRC’s benchmarking database, including jurisdictions to which Westminster was compared nationally and in the Front Range can be found in *Appendix F: Benchmark Comparisons*.

SURVEY RESULTS

The 2018 Westminster survey contained a series of questions that reflected either directly or indirectly on the City’s progress around the City of Westminster’s 2017 Strategic Plan goals. This report is organized around these goals for ease of integration of the survey data into the City’s budgeting and planning processes.

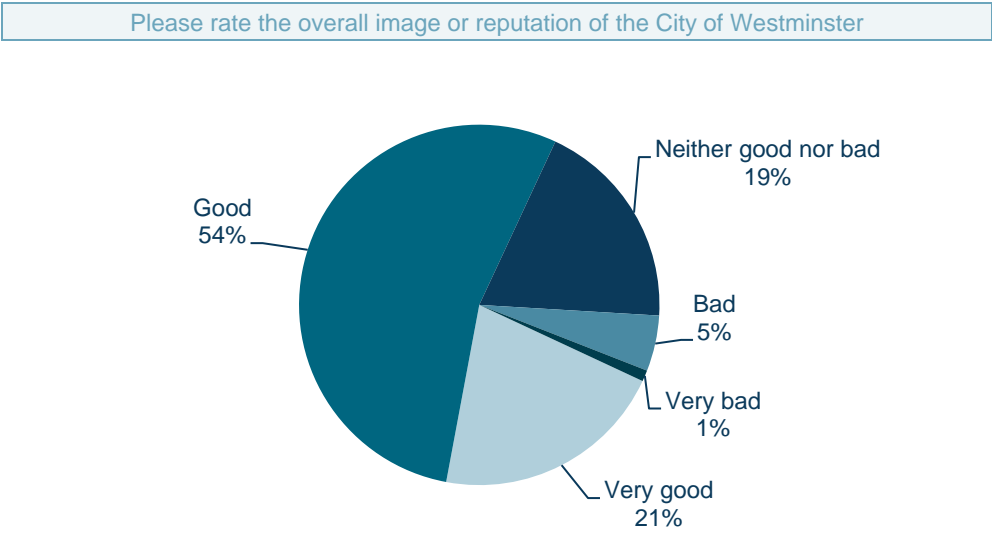
STRATEGIC GOAL: VISIONARY LEADERSHIP, EFFECTIVE GOVERNANCE, AND PROACTIVE REGIONAL COLLABORATION

The City of Westminster has articulated a clear vision for the future of the community. The vision is implemented through collaborative and transparent decision making. Westminster is proactively engaged with our partners to advance the common interests of the region.

QUALITY OF LIFE AND COMMUNITY

For the first time in 2018, Westminster residents evaluated the overall image and reputation of the City of Westminster. Three-quarters of respondents rated the City’s image or reputation as very good or good, 19% felt it was neither good nor bad and 6% said it was bad. These ratings were similar to those given by residents in other communities across the country and in Colorado’s Front Range (see *Appendix F: Benchmark Comparisons* for more information).

Figure 1: Overall Image or Reputation, 2018



Residents also indicated the extent to which they agreed or disagreed with various statements that described their image of the City of Westminster. Overall, at least three-quarters of respondents agreed with each of the eight statements. As in past years, most residents (95%) felt “beautiful parks/open spaces” described the City and more than 8 in 10 residents agreed that “financially sustainable” and “safe and secure” described their image of the City. “Dynamic, diverse economy” had relatively lower levels of agreement (76% agreed). These evaluations remained stable from 2016 to 2018; however, the City as “environmentally sensitive” declined since this question was first asked in 2012.

Figure 2: Image of the City Compared by Year

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent “strongly” or “somewhat” agree or ratings as top 1, 2 or 3 phrase)	2012	2014	2016	2018
Beautiful parks/open spaces	95%	93%	93%	95%
Financially sustainable	84%	92%	90%	88%
Safe and secure	82%	82%	82%	83%
Vibrant, inclusive and engaged community	NA	NA	78%	80%
Environmentally sensitive	88%	83%	81%	80%
Visionary and progressive	79%	77%	75%	79%
Ease of mobility	NA	NA	80%	77%
Dynamic, diverse economy	NA	NA	74%	76%

Since 2012, respondents were asked the extent to which they agreed or disagreed that each statement describes their image of the City.

GOVERNMENT PERFORMANCE

Almost 9 in 10 respondents felt that the City is headed in the right direction. This rating was similar to previous years.

Figure 3: Overall Direction the City is Heading Compared by Year



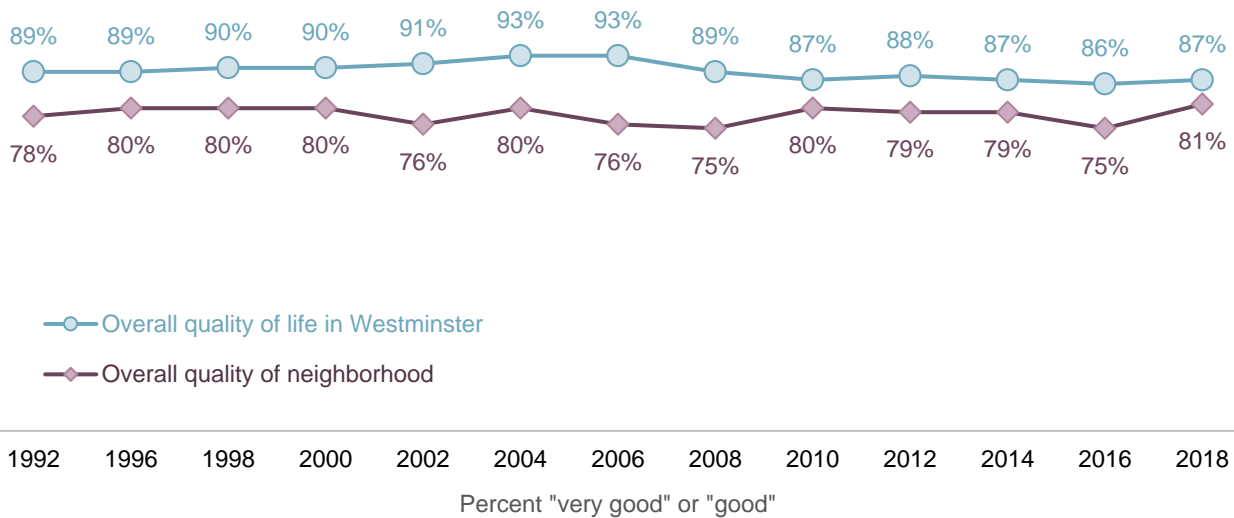
STRATEGIC GOAL: VIBRANT, INCLUSIVE, AND ENGAGED COMMUNITY

Westminster provides options for an inclusive, demographically diverse citizenry in unique settings with community identity, ownership and sense of place, with easy access to amenities, shopping, employment and diverse, integrated housing options. Members of the community are empowered to address community needs and important community issues through active involvement with City cultural, business and nonprofit groups..

QUALITY OF LIFE AND COMMUNITY

Westminster residents boast a high quality of life, with 87% stating it was very good or good. This evaluation was similar to prior years and was similar to the national benchmark but lower than the Front Range. About 8 in 10 respondents said that the overall quality of their neighborhood was very good or good, an increase from 2016 and similar to levels reported in 2014. This rating was higher than the national average (a comparison to the Front Range was not available).

Figure 4: Overall Quality of Life and Neighborhood Compared by Year



Nine in 10 respondents said the City was a very good or good a place to live and 6 in 10 said the City was a very good or good place to retire. These ratings were similar to prior survey years and were lower than the national and Front Range averages. About three-quarters of respondents felt positively about the openness and acceptance of City programs and services toward people of diverse backgrounds and about two-thirds of respondents felt positively about the community being open and accepting of people with diverse backgrounds. These two questions were new to the 2018 survey so comparisons over time were not available. Ratings for the openness and acceptance of the community toward people of diverse backgrounds were similar to both national and Front Range averages.

Figure 5: Aspects of Quality of Life Compared by Year

Please rate each of the following aspects of Westminster. (Percent "very good" or "good")	2010	2012	2014	2016	2018
Westminster as a place to live	93%	92%	93%	90%	90%
Openness and acceptance of City programs and services toward people of diverse backgrounds	NA	NA	NA	NA	74%
Openness and acceptance of the community toward people of diverse backgrounds	NA	NA	NA	NA	69%
Westminster as a place to retire	62%	63%	66%	62%	59%

CITY SERVICES

Residents viewed the library favorably, with at least 8 in 10 respondents saying it was very good or good and feeling that it was essential or very important. Evaluations remained stable from 2016 to 2018; however, the importance of the library was at an all-time high. Quality ratings for the library were lower when compared to the national and Front Range benchmarks.

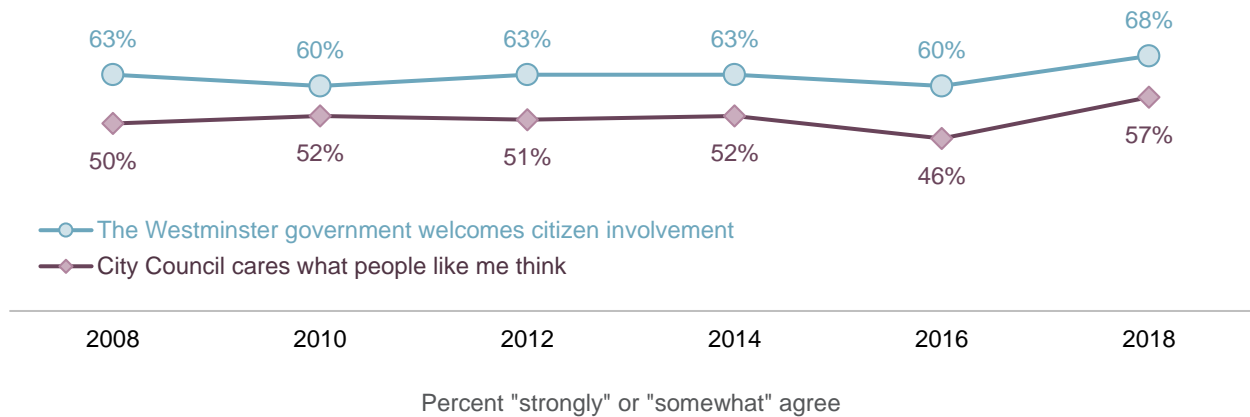
Figure 6: Quality and Importance of Library Services Compared by Year

	1992	1996	1998	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Quality (percent "very good" or "good")	67%	79%	86%	85%	87%	87%	87%	83%	84%	83%	84%	87%	87%
Importance (percent "essential" or "very important")	NA	NA	NA	NA	NA	NA	NA	77%	75%	71%	77%	80%	83%

GOVERNMENT PERFORMANCE

The survey included several questions about the local government performance. About 7 in 10 residents agreed that the City government welcomes citizen involvement and about 6 in 10 respondents agreed that the City Council cares what people like them think. These ratings improved from 2016 and were the highest levels of agreement since the questions were first asked in 2008. Westminster residents gave similar ratings for the government welcoming citizen involvement compared to those in other communities across the nation and in the Front Range. (A comparison to the benchmarks was not available for "Council caring what people like me think.")

Figure 7: Ratings of Government Compared by Year



POTENTIAL PROBLEMS

Survey respondents assessed a number of potential problems in the City. The high cost of housing was a major or moderate problem for 7 in 10 respondents and too much growth was a concern for about 6 in 10. Both of these potential problems were more of a concern for residents in 2018 than in 2016 and have been steadily increasing since 2014. Just over one-third of residents felt homelessness was a major or moderate problem in Westminster and only 10% of respondents were concerned with a lack of growth. Concerns with lack of growth have been significantly declining since 2014.

Figure 8: Potential Problems Compared by Year

To what degree, if at all, are the following problems in Westminster? (Percent "major" or "moderate" problem)	2002	2004	2006	2008	2010	2012	2014	2016	2018
High cost of housing	57%	48%	36%	45%	30%	33%	34%	57%	68%
Too much growth	NA	54%	48%	46%	31%	24%	28%	41%	58%
Homelessness	NA	NA	NA	NA	NA	NA	NA	NA	37%
Lack of growth	NA	7%	8%	16%	23%	25%	24%	17%	10%

COMMUNICATION WITH RESIDENTS

Respondents indicated up to two sources of information they relied on most to get news about the City of Westminster. They could mark their first and second most relied upon sources. Social media topped the list with 28% of respondents marking it as the source they relied upon first or second most often. A similar proportion of residents used the Parks, Recreation and Libraries Activity Guide (26%); the City's website (25%); City Edition (25%); and television news (25%). Less than 4% of respondents reported using The Weekly, Cable TV Channel 8, Your Hub, or Spanish media as a first or second source for City news.

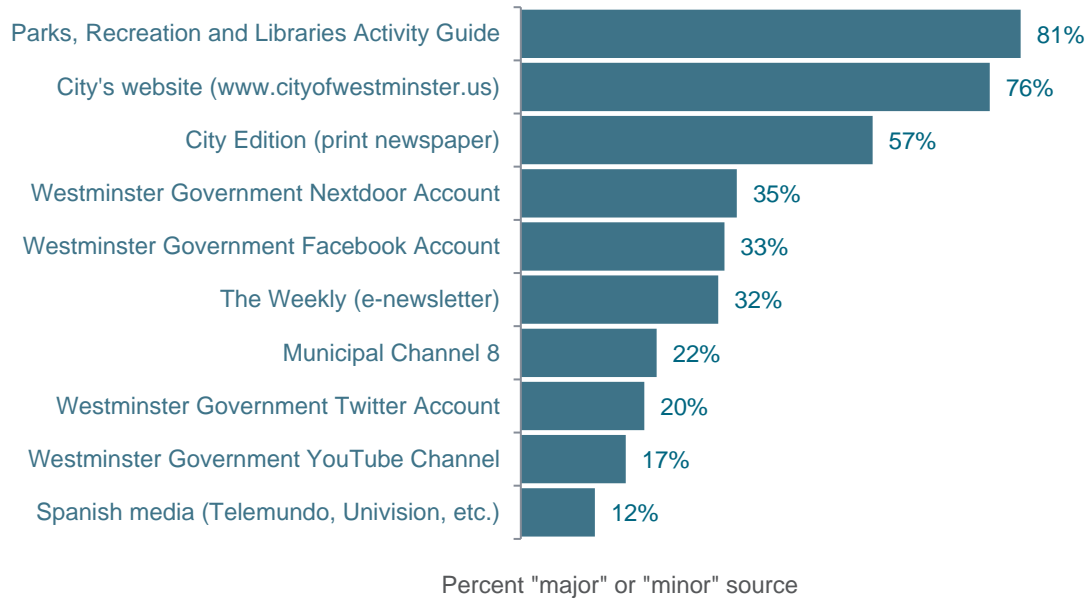
Figure 9: Preferred Information Sources, 2018

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.	Percent marking as a "1" or "2"	Percent marking as a "1"
Social media (Facebook, Twitter, Nextdoor, etc.)	28%	19%
Parks, Recreation and Libraries Activity Guide	26%	9%
City's website (www.cityofwestminster.us)	25%	12%
City Edition (print newsletter)	25%	15%
Television news	25%	15%
Other online news sources	18%	10%
Word of mouth	17%	3%
Denver Post (print version)	14%	9%
Westminster Window	11%	4%
The Weekly (e-newsletter)	3%	2%
Cable TV Channel 8	2%	1%
Your Hub	1%	0%
Spanish media (Telemundo, Univision, etc.)	0%	0%

For the first time in 2018, the survey included a question about City-specific information sources and how much residents used each to get information about City programs and services. Eight in 10 respondents used the Parks, Recreation and Libraries Activity Guide as a major or minor source for information about City programs and services. Three-quarters of respondents used the City's website as an information source and more than half used City Edition (57%). About one-third of respondents used the City's Nextdoor account, Facebook Account, and The Weekly as sources to get City information.

Figure 10: City Information Sources, 2018

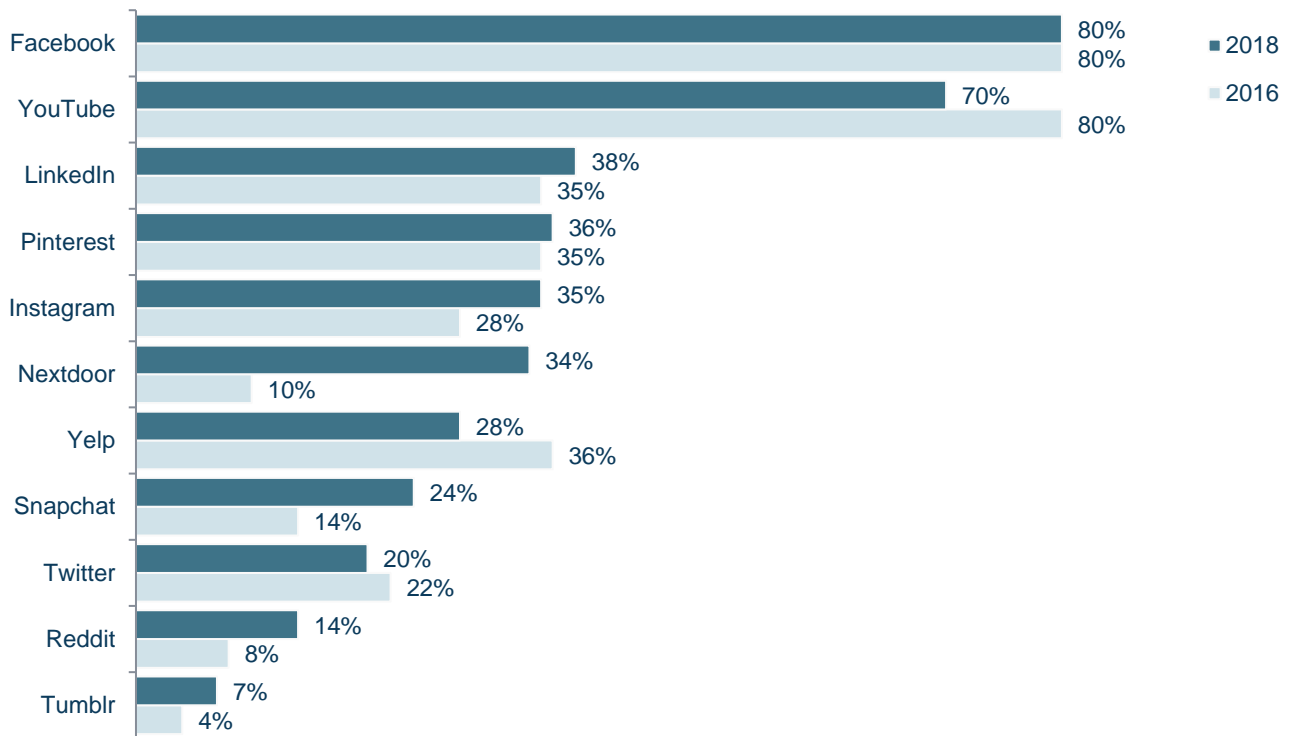
Below is a list of resources the City of Westminster uses to put out information about City programs and services. For each potential source, please indicate if it is a major source, minor source or not a source of information for you about City programs and services.



Exploring social media further, residents reported on their social media use in the last month. Facebook and YouTube topped the list of the social media sites used most by residents in the last month (80% and 70%, respectively). However, use of YouTube declined since 2016 while use of Facebook remained stable. About one-third of respondents had used LinkedIn, Pinterest, Instagram and Nextdoor in the month prior to the survey. A higher proportion of respondents said they had used Instagram and Nextdoor in 2018 compared to 2016. Less than 30% of respondents reported using the other social media sites in the month prior to the 2018 survey. Use of Snapchat and Reddit increased from 2016 to 2018 while use of Yelp decreased. Use of the other sites remained stable.

Figure 11: Use of Social Media Compared by Year

Among the social media sites listed below, please mark the sites you have used within the last month.

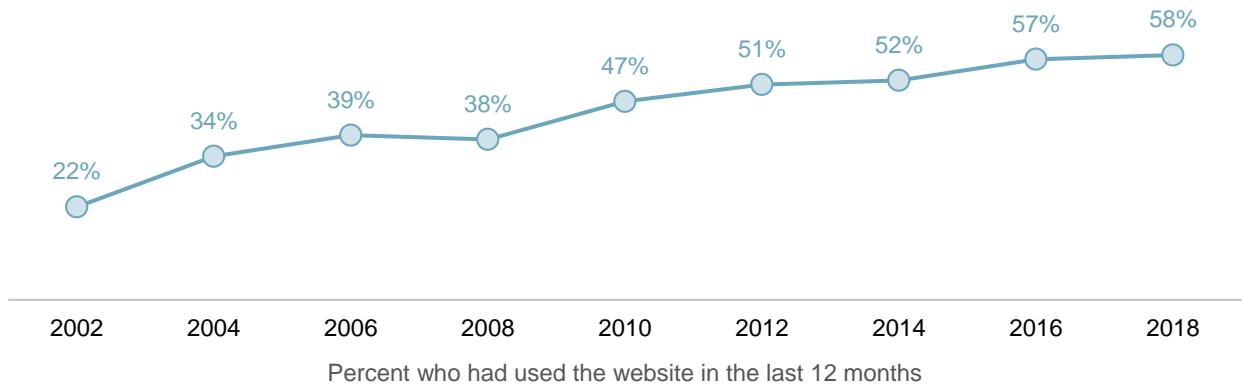


Total may exceed 100% as respondents could select more than one option.

Use of the City’s website has more than doubled over the past 16 years, from 22% in 2002 to 58% in 2018. Website use in 2018 was similar to that in 2016.

Figure 12: Use of City Website Compared by Year

Have you used the City’s website (www.cityofwestminster.us) in the last 12 months?



Those who had used the City’s website in the 12 months prior to the survey evaluated five aspects of the site. A majority of respondents felt that the current information and appearance was very good or good (86% and 84%, respectively). About three-quarters gave positive marks to the online services offered and two-thirds felt the ease of navigation was of high quality. The search function was favorably rated by 64% of respondents. Improvements were seen from 2016 to 2018 for the website’s appearance, online services offered, and the search function, which could be, in part, to updates made to the City’s website in the fall of 2017. Ratings for the other aspects of the City’s website were similar to 2016.

Figure 13: Ratings of Aspects of City's Website Compared by Year

If you used the City's website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion. (Percent "very good" or "good")						
	2008	2010	2012	2014	2016	2018
Current information	83%	84%	84%	79%	82%	86%
Appearance	76%	84%	81%	74%	72%	84%
Online services offered	63%	76%	75%	70%	70%	76%
Ease of navigation	63%	70%	71%	63%	64%	67%
Search function	61%	62%	62%	59%	58%	64%

Asked only of those who reported having used the City's Web site in the last 12 months

STRATEGIC GOAL: BEAUTIFUL, DESIRABLE, SAFE, AND ENVIRONMENTALLY RESPONSIBLE CITY

Westminster thoughtfully creates special places and settings. The City is an active steward, protecting and enhancing natural resources and environmental assets. The City promotes and fosters safe and healthy communities.

QUALITY OF LIFE AND COMMUNITY

Most Westminster residents viewed the City as a very good or good place to raise children, which has remained stable since 2010. However, respondents gave evaluations that were lower than the national and Front Range averages. About half of respondents felt the quality of local public schools in Westminster was very good or good. This evaluation was lower than 2016 and lower than the benchmarks.

Figure 14: Aspects of Quality of Life Compared by Year

Please rate each of the following aspects of Westminster. (Percent "very good" or "good")	2010	2012	2014	2016	2018
Westminster as a place to raise children	81%	84%	84%	78%	82%
Quality of local public schools in Westminster	NA	NA	NA	62%	55%

FEELINGS OF SAFETY

Residents provided their perceptions of safety from crimes and residential fires. About 8 in 10 respondents felt very or somewhat safe from residential fires and violent crimes in Westminster; 6 in 10 reported feeling safe from property crimes. These evaluations were similar to prior survey years. The rating for safety from violent crimes was similar to the nation but lower than the Front Range while safety from property crimes was lower than both comparisons. (Benchmarks for safety from residential fires were not available.)

Figure 15: Safety Ratings Compared by Year

Please rate how safe or unsafe you feel from the following: (Percent "very" or "somewhat" safe)	2006	2008	2010	2012	2014	2016	2018
Residential fires	84%	84%	84%	84%	83%	85%	84%
Violent crimes (e.g., rape, robbery, assault)	80%	80%	85%	81%	81%	80%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	58%	60%	66%	61%	64%	63%	60%

Prior to 2018 "residential fires" was worded as "fires".

CITY SERVICES

Residents assessed the quality and importance of 26 services provided by the City. Of these 26 services, 16 fall under the 2017 Strategic Plan goal of Beautiful, Desirable, Safe, and Environmentally Responsible City. Overall, at least half of respondents gave positive reviews to the quality of each of the 16 services. The highest rated services related to life and safety services and parks and recreation, including fire protection (91% very good or good), EMS (91%), and recreation programs (87%), among others. As in many communities, the services deemed of lower quality included building permits/inspections (57%) and City Code enforcement (52%).

Overall, the quality of these services remained stable from 2016 to 2018. However, the quality of the Municipal Court and animal management increased from 2016 to 2018. When reviewing longer trends (when the question was first asked), the quality of many services has increased by 10 percentage points or more including EMS, emergency preparedness, Municipal Court, recycling drop off centers at City facilities, building permits/inspections, and City Code enforcement.

All 16 services could be compared to the national benchmark; five services were rated higher (e.g., code enforcement and recreation programs and facilities); seven were similar (e.g., police traffic enforcement, trails, and drinking water); and four were lower (e.g., recycling drop off centers, EMS, police protection, and fire protection). The 15 services that could be compared to the Front Range average produced similarly mixed results with three services rated higher in quality (e.g., traffic enforcement and emergency preparedness); five rated similar (e.g., animal management and Municipal Court); and six rated lower (e.g., police protection, fire protection, trails, and park maintenance).

Figure 16: Quality of City Services Compared by Year

Please rate the quality of the services in Westminster. (Percent "very good" or "good")	1992	1996	1998	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Fire protection	89%	85%	86%	85%	89%	84%	86%	85%	87%	85%	86%	90%	91%
Emergency medical/ambulance service	81%	78%	81%	82%	85%	82%	82%	81%	84%	80%	85%	86%	91%
Recreation programs	85%	88%	86%	85%	88%	87%	87%	81%	81%	81%	84%	84%	87%
Parks maintenance	88%	87%	87%	85%	86%	85%	84%	83%	84%	84%	85%	81%	85%
Recreation facilities	82%	91%	88%	89%	90%	90%	90%	82%	83%	84%	87%	86%	84%
Trails	NA	NA	NA	NA	83%	80%	85%	82%	86%	83%	86%	81%	84%
Drinking water quality	74%	72%	71%	75%	76%	73%	79%	80%	83%	81%	83%	86%	82%
Preservation of natural areas (open space, greenbelts)	NA	70%	68%	NA	NA	NA	NA	74%	80%	83%	82%	78%	79%
Police protection	77%	76%	79%	76%	77%	76%	72%	73%	79%	72%	79%	78%	76%
Emergency preparedness	NA	NA	NA	NA	NA	NA	NA	53%	67%	57%	66%	66%	71%
Police traffic enforcement	66%	60%	57%	58%	56%	62%	65%	66%	72%	66%	70%	68%	70%
Municipal Court	NA	NA	NA	57%	62%	59%	57%	53%	61%	56%	65%	56%	69%
Animal management	61%	NA	NA	NA	NA	NA	NA	55%	56%	56%	60%	57%	67%
Recycling drop off centers at City facilities	NA	NA	NA	NA	NA	NA	NA	45%	53%	54%	65%	57%	60%
Building permits/inspections	NA	NA	45%	51%	54%	50%	45%	44%	54%	51%	58%	54%	57%
City Code enforcement	39%	38%	NA	51%	54%	52%	47%	42%	46%	48%	57%	48%	52%

Between 30% and 47% of respondents said "don't know" when rating the quality of recycling drop off centers, the Municipal Court, emergency preparedness, City Code enforcement, and building permits/inspections (see Appendix A: Complete Set of Survey Responses for all responses including "don't know").

Residents evaluated the importance of the same 16 services. Most were seen as essential or very important by a majority of respondents. Again, safety and life services topped the list with at least 9 in 10 residents saying these were essential or very important. Services that were relatively less important to residents included City code enforcement and animal management.

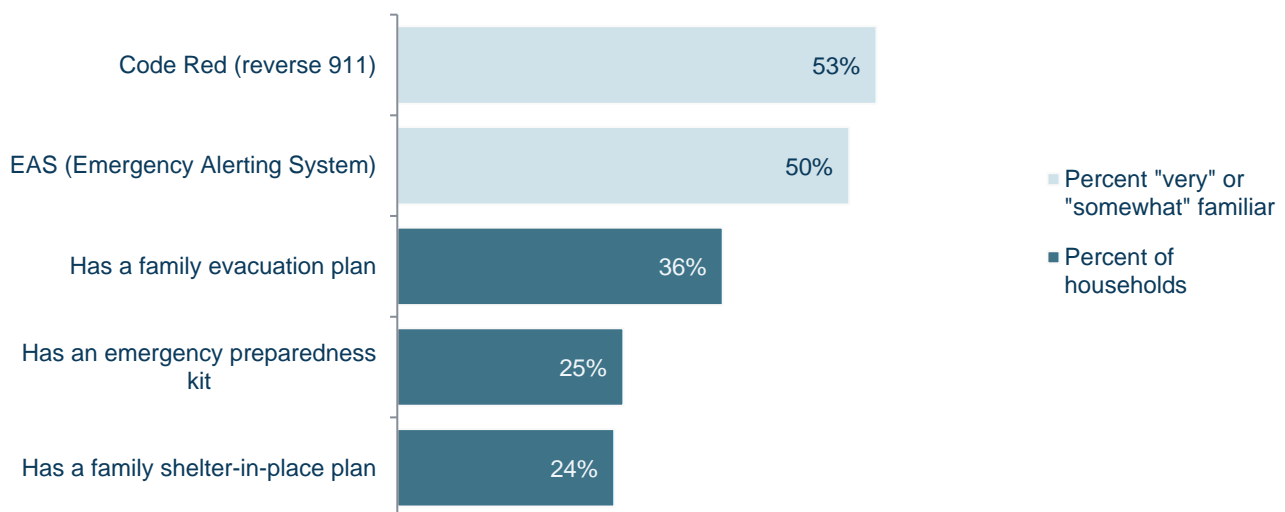
Compared to 2016, residents placed similar levels of importance to these services in 2018. However, the importance of recycling drop off centers and animal management increased between the two survey years, with the importance of recycling drop off centers at an all-time high (68% essential or very important). When looking at importance ratings over the last decade several have increased including police traffic enforcement, trails, and animal management.

Figure 17: Importance of City Services Compared by Year

Please rate the importance of each of the services in Westminster. (Percent "essential" or "very important")	2008	2010	2012	2014	2016	2018
Fire protection	95%	97%	95%	98%	98%	97%
Emergency medical/ambulance service	97%	95%	94%	98%	97%	97%
Drinking water quality	98%	96%	94%	98%	98%	97%
Police protection	94%	94%	95%	96%	94%	96%
Emergency preparedness	87%	86%	87%	89%	91%	89%
Preservation of natural areas (open space, greenbelts)	78%	73%	77%	81%	79%	84%
Police traffic enforcement	73%	78%	73%	77%	79%	82%
Parks maintenance	75%	75%	72%	82%	80%	80%
Municipal Court	70%	71%	68%	74%	76%	73%
Recreation facilities	69%	68%	67%	74%	71%	72%
Trails	63%	62%	65%	69%	70%	70%
Recycling drop off centers at City facilities	62%	54%	55%	60%	59%	68%
Recreation programs	65%	63%	62%	68%	68%	67%
Building permits/inspections	61%	60%	60%	63%	66%	66%
City Code enforcement	58%	55%	60%	67%	65%	62%
Animal management	53%	49%	52%	62%	55%	62%

For the first time in 2018, the survey included two questions about familiarity with City emergency communication systems and whether residents had plans in place for emergencies. About half of respondents were familiar with the Emergency Alerting System (EAS) and Code Red (reverse 911). Between one-quarter and one-third of residents said that they had an emergency preparedness kit, a family evacuation plan, and a shelter-in-place plan.

Figure 18: Emergency Communications and Preparedness, 2018



POTENTIAL PROBLEMS

Residents provided their perceptions on 13 potential problems in Westminster. Four of the 13 potential problems fall under the Strategic Plan goal of a Beautiful, Desirable, Safe, and Environmentally Responsible City. About half of respondents felt that crime was a major or moderate problem and about one-quarter said that the poor maintenance and condition of homes and the poor condition of properties were a problem. Only 9% of respondents felt that the lack of availability of recreation facilities was a concern. Where comparisons could be made to prior survey years, ratings were similar.

Figure 19: Potential Problems Related to Beautiful, Desirable, Safe, and Environmentally Responsible City Compared by Year

To what degree, if at all, are the following problems in Westminster? (Percent "major" or "moderate" problem)	2004	2006	2008	2010	2012	2014	2016	2018
Crime (vandalism, graffiti, drugs)	NA	NA	NA	NA	NA	NA	NA	52%
Poor maintenance and condition of homes	20%	20%	36%	26%	31%	31%	30%	28%
Poor condition of properties (weeds, trash, junk vehicles)	24%	23%	39%	28%	35%	33%	31%	27%
Lack of availability of recreation facilities	NA	NA	NA	NA	NA	NA	12%	9%

Prior to 2018, "crime" was three separate questions (vandalism, graffiti and drugs) so a comparison over time cannot be made.

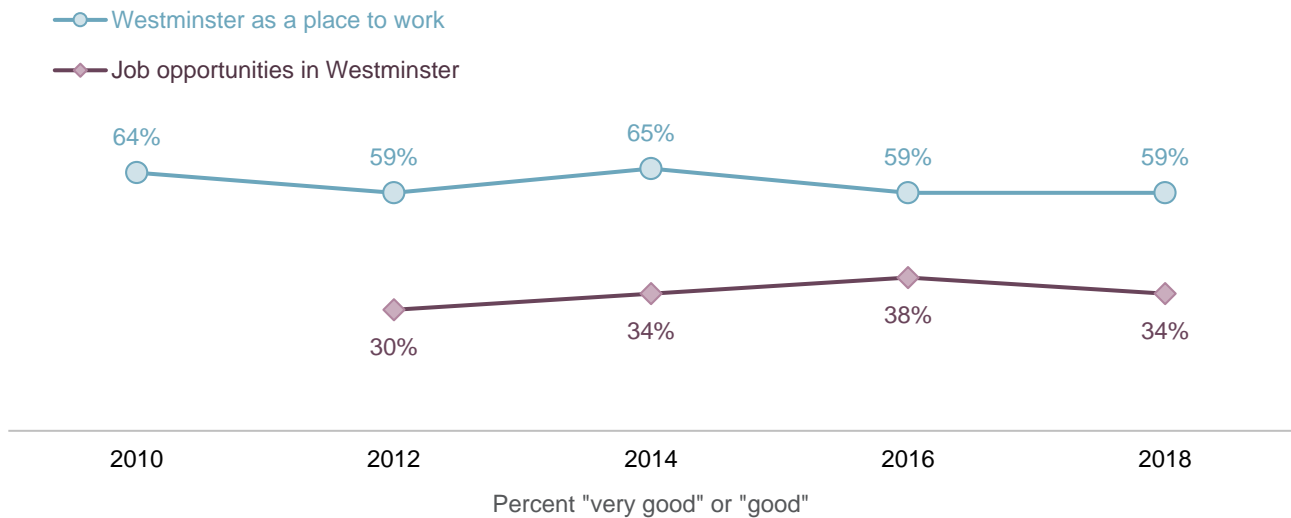
STRATEGIC GOAL: DYNAMIC, DIVERSE ECONOMY

Westminster is a local government that fosters social, economic and environmental vitality and cultivates and strengthens a wide array of economic opportunities.

QUALITY OF LIFE AND COMMUNITY

About three out of five residents felt that the City was a very good or good place to work and one-third felt there were very good or good job opportunities in Westminster. These ratings were similar to 2016. The City as a place to work received ratings that were similar to the national and Front Range averages, while job opportunities received ratings higher than the nation and similar to the Front Range.

Figure 20: Place to Work and Employment Opportunities Compared by Year



CITY SERVICES

Two of the 26 City services assessed on the survey related to the economy. Six in 10 residents felt economic development in Westminster was very good or good and about 5 in 10 said land use, planning and zoning was at least good. These ratings were similar to past survey years and were higher than both the national and Front Range comparisons. About 8 in 10 respondents felt each of these services was essential or very important. Importance evaluations for economic development was similar to past years, while the importance of land use, planning, and zoning increased and was at the highest levels reported since 2008.

Figure 21: Quality of City Services Compared by Year

Please rate the quality of the services in Westminster. (Percent "very good" or "good")	2008	2010	2012	2014	2016	2018
Economic development	57%	51%	52%	53%	56%	61%
Land use, planning, and zoning	51%	56%	57%	57%	54%	54%

Figure 22: Importance of City Services Compared by Year

Please rate the importance of each of the services in Westminster. (Percent "essential" or "very important")	2008	2010	2012	2014	2016	2018
Economic development	79%	79%	81%	79%	82%	83%
Land use, planning, and zoning	71%	68%	66%	76%	73%	79%

STRATEGIC GOAL: EASE OF MOBILITY

Westminster pursues multi-modal transportation options to ensure the community is convenient, accessible and connected by local and regional transportation options through planning, collaboration, advocacy and execution. Transportation objectives include walkability, bike friendly, drivability, and mass-transit options.

CITY SERVICES

Three of the 26 City services fall under the Ease of Mobility Strategic Plan goal. About 5 in 10 residents gave favorable evaluations to snow removal and street cleaning (59% and 55%, respectively) and 4 in 10 felt positively about street repair (44%). Ratings for street cleaning were similar to 2016. Snow removal evaluations have been trending down since 2014 (from 71% in 2014 to 59% in 2018) and ratings for street repair declined over the last two years to its lowest levels since this question was first asked in 1992. Quality ratings for street repair were similar compared to the national and Front Range benchmarks, while ratings of street cleaning were lower than both comparisons. Snow removal was rated lower than the national average but similar to the Front Range.

About 9 in 10 residents felt that street repair and snow removal were essential or very important, on par with 2016 ratings. The importance of street cleaning increased from 51% in 2016 to 63% in 2018.

Figure 23: Quality of Mobility Services Compared by Year

Please rate the quality of the services in Westminster. (Percent "very good" or "good")	1992	1996	1998	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Snow removal	74%	76%	73%	72%	72%	73%	76%	58%	69%	63%	71%	67%	59%
Street cleaning	61%	60%	59%	58%	60%	61%	66%	59%	54%	57%	57%	56%	55%
Street repair	50%	47%	46%	46%	46%	49%	55%	49%	49%	53%	54%	54%	44%

Figure 24: Importance of Mobility Services Compared by Year

Please rate the importance of each of the services in Westminster. (Percent "essential" or "very important")	2008	2010	2012	2014	2016	2018
Street repair	86%	86%	84%	92%	95%	92%
Snow removal	88%	83%	86%	92%	93%	88%
Street cleaning	45%	45%	41%	53%	51%	63%

POTENTIAL PROBLEMS

Three of the 13 potential problems related to Ease of Mobility. One-third of respondents felt that traffic safety on major streets was a major or moderate problem while about one-quarter felt traffic safety on neighborhood streets was a problem. The unavailability of trails or trail connections was less of a concern (9% major or moderate problem). These ratings were similar to 2016.

Figure 25: Potential Problems Related to Ease of Mobility Compared by Year

To what degree, if at all, are the following problems in Westminster? (Percent "major" or "moderate" problem)	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Traffic safety on major streets	NA	NA	NA	30%	34%	22%	24%	23%	32%	33%
Traffic safety on neighborhood streets	47%	NA	NA	24%	28%	20%	20%	19%	30%	28%
Unavailability of trails or trail connections	NA	NA	NA	NA	NA	NA	NA	12%	13%	9%

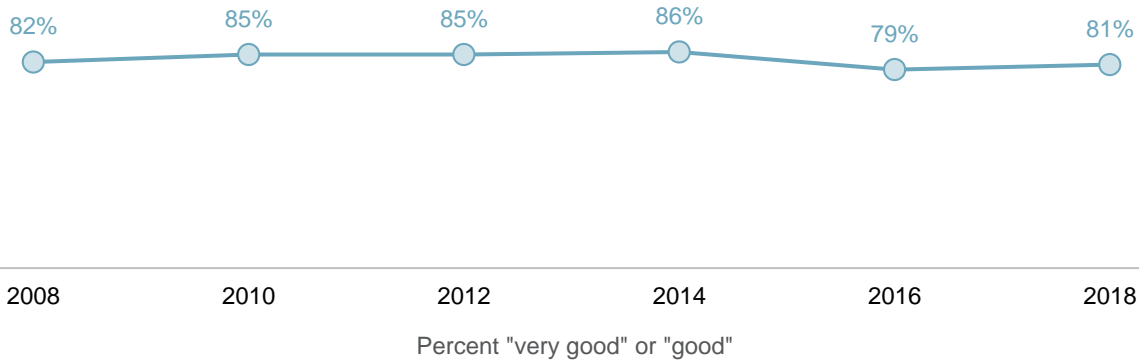
STRATEGIC GOAL: FINANCIALLY SUSTAINABLE GOVERNMENT PROVIDING EXCELLENCE IN CITY SERVICES

Westminster leads the region in a culture of innovation that exceeds expectations in providing value in all city services – the City shall be known for “the Westy Way.”

CITY SERVICES

Overall, residents gave high marks to the quality of City services, with 81% rating it as very good or good. This was similar to prior survey years and similar to both benchmarks.

Figure 26: Overall Quality of City Services Compared by Year



Services related to financial sustainability and excellent City services included sewer services, utility billing/meter reading and the overall customer service provided by City employees. About 8 in 10 residents gave very good or good reviews to sewer services and the overall customer service of City employees. Two-thirds of respondents favorably rated utility billing and meter reading. Evaluations of sewer services and utility billing increased from 2016 to 2018 while ratings of customer service stayed the same. Compared to the benchmarks, these quality evaluations generally were on par with peer communities with the exception of utility billing/meter reading, which was lower than the Front Range.

Ninety-one percent of residents rated sewer services as essential or very important and 81% felt that the overall customer service provided by Westminster employees was at least very important. Utility billing/meter reading was relatively less important (69% rated as essential or very important). Ratings were stable over time.

Figure 27: Quality of City Services Compared by Year

Please rate the quality of the services in Westminster. (Percent "very good" or "good")	1992	1996	1998	2000	2002	2004	2006	2008	2010	2012	2014	2016	2018
Sewer services	NA	NA	NA	NA	NA	NA	NA	70%	70%	71%	74%	72%	79%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	81%	77%	77%	78%	79%	81%	80%	75%	81%	78%	79%	81%	79%
Utility billing/meter reading	NA	NA	64%	63%	62%	60%	58%	57%	60%	58%	61%	57%	68%

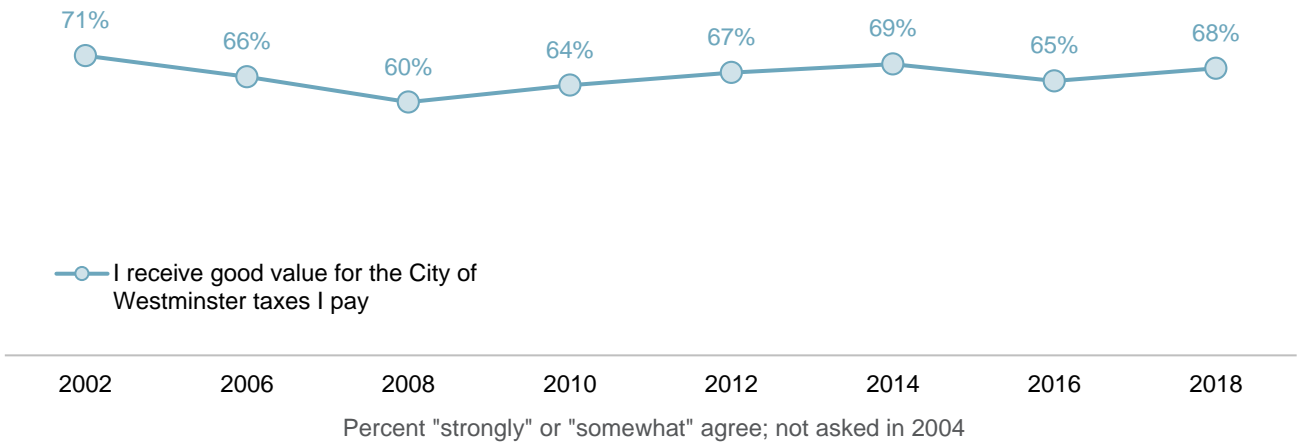
Figure 28: Importance of City Services Compared by Year

Please rate the importance of each of the services in Westminster. (Percent "essential" or "very important")	2008	2010	2012	2014	2016	2018
Sewer services	85%	86%	87%	92%	91%	91%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	NA	NA	NA	NA	NA	81%
Utility billing/meter reading	62%	59%	58%	66%	67%	69%

GOVERNMENT PERFORMANCE

Many survey respondents agreed (68%) that they received good value for the City of Westminster taxes they pay. This trend was similar to 2016 and has remained relatively stable over time. Evaluations given by Westminster residents were higher than the national and Front Range averages.

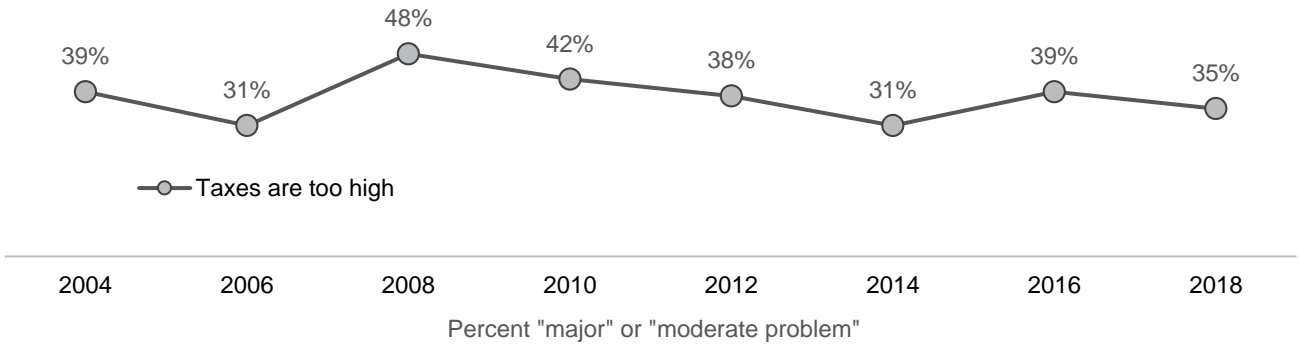
Figure 29: Ratings of Tax Value Compared by Year



POTENTIAL PROBLEMS

About one-third of respondents felt that taxes being too high was a major or moderate problem in Westminster. This rating this was similar to 2016.

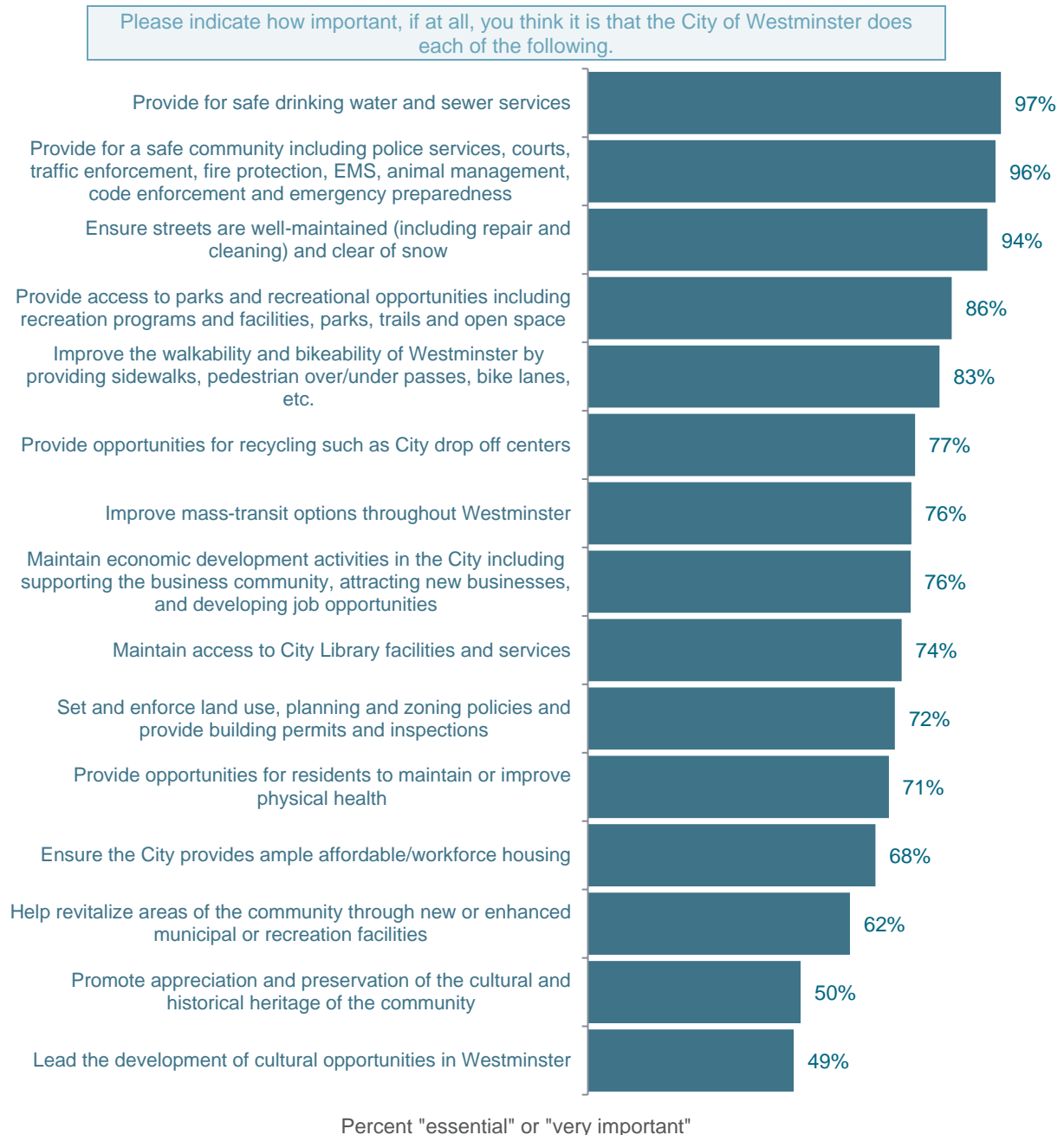
Figure 30: Taxes as a Potential Problem Compared by Year



RESIDENT PRIORITIES

Residents evaluated the importance of 15 different goals or services identified by the City of Westminster and, generally, a majority of respondents felt each was essential or very important for the City to do. Nearly all respondents felt that providing safe drinking water and sewer services and providing for a safe community were essential or very important (97% and 96% respectively). Another 9 in 10 respondents felt it was essential or very important for the City of Westminster to ensure streets are well-maintained and clear of snow. About 8 in 10 said that providing access to parks and recreational opportunities (86%) and improving the walkability and bikeability of Westminster (84%) was at least very important. Residents placed a lower priority on promoting appreciation and preservation of the cultural and historical heritage of the community (50%) and leading the development of cultural opportunities (49%).

Figure 31: Importance of Issues Related to Vibrant, Inclusive, and Engaged Community, 2018



BALANCING QUALITY AND IMPORTANCE

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

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of City services were compared to their ratings of the quality of these services (see the chart on the next page). To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services were classified as “more important” if they were rated as essential or very important by 71% or more of respondents. Services were rated as “less important” if they received a rating of less than 71%. Services receiving quality ratings of very good or good by 81% or more of respondents were considered of “higher quality” and those with ratings lower than 81% were considered to be of “lower quality.” This classification divided the services in half.

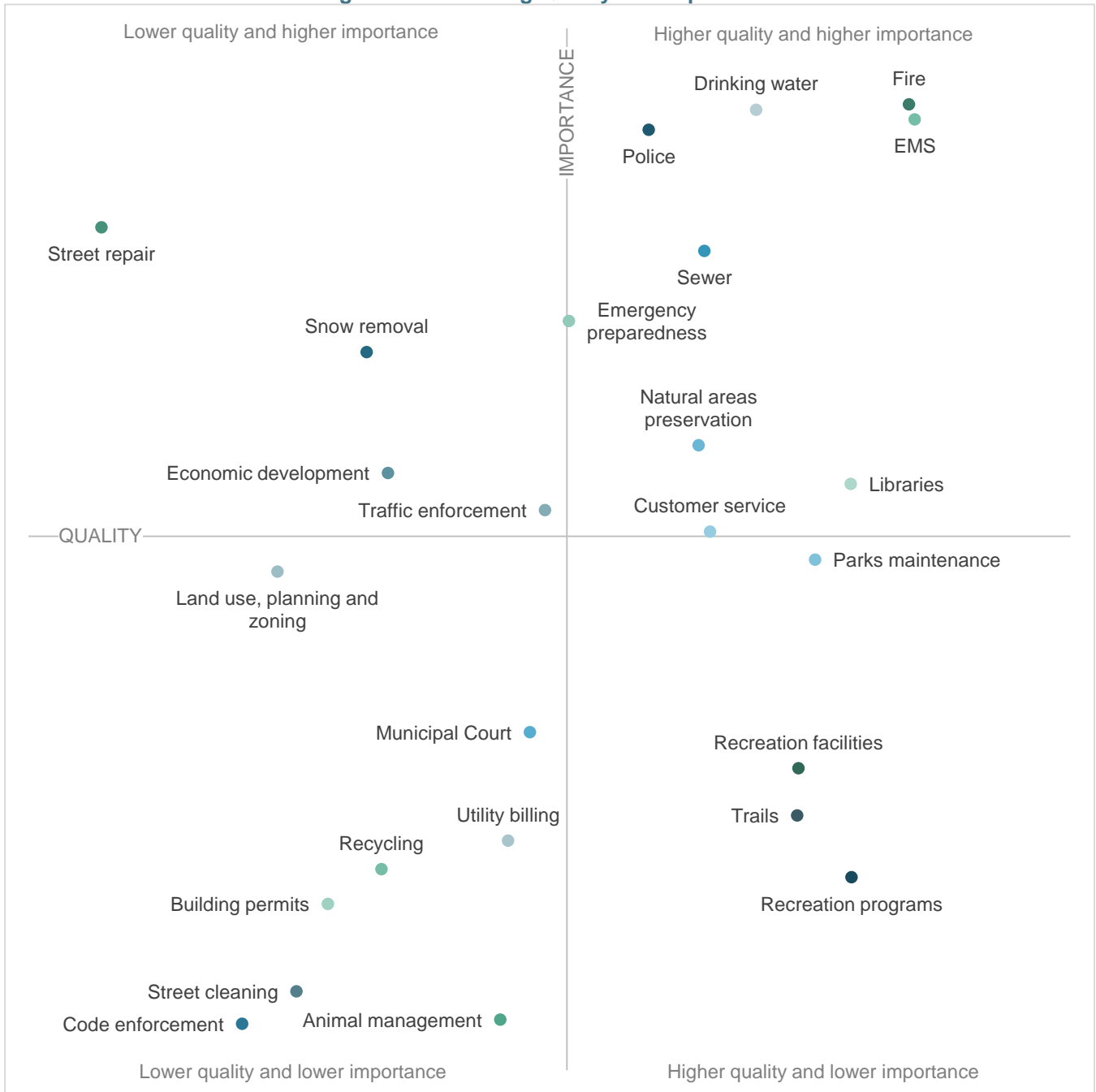
Services categorized as higher in importance and lower in quality included snow removal, street repair, economic development, and traffic enforcement. Snow removal and street repair both declined in quality from 2016 to 2018. Additionally, snow removal was lower than the national benchmark (but similar to the Front Range). These services may warrant further investigation to see if changes to their delivery are necessary.

City services that were rated higher in both importance and quality were drinking water, fire protection, EMS/ambulance, police protection, sewer services, preservation of natural areas, libraries, overall customer service provided by City employees, and emergency preparedness. Emergency preparedness shifted up from lower quality and higher importance from 2016 to 2018.

Services that were deemed lower in importance, but higher in quality included trails, recreation programs, recreation facilities, and park maintenance.

The lower importance/lower quality City services were land use, planning, and zoning; municipal court; utility billing; code enforcement; building permits/inspections; recycling drop off centers; animal management; and street cleaning.

Figure 32: Balancing Quality and Importance



APPENDIX A: COMPLETE SET OF SURVEY RESPONSES

The following pages contain a complete set of responses to each question on the survey. The percent of respondents giving a particular response is shown followed by the number of respondents. When a question includes a “don’t know” response option, the first table displays the results excluding the “don’t know” responses and the second table displays the results with the “don’t know.”

Table 1: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Westminster	Very good		Good		Neither good nor bad		Bad		Very bad		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Westminster as a place to live	33%	N=199	57%	N=349	9%	N=54	1%	N=5	0%	N=2	100%	N=609
The overall quality of your neighborhood	26%	N=160	55%	N=332	14%	N=87	4%	N=24	0%	N=2	100%	N=606
Westminster as a place to raise children	27%	N=133	55%	N=268	15%	N=72	3%	N=14	1%	N=4	100%	N=491
Quality of local public schools in Westminster	16%	N=59	39%	N=148	30%	N=114	10%	N=36	5%	N=19	100%	N=376
Westminster as a place to retire	16%	N=71	43%	N=185	31%	N=136	9%	N=38	1%	N=4	100%	N=434
Westminster as a place to work	15%	N=61	44%	N=174	37%	N=144	3%	N=13	1%	N=3	100%	N=395
Job opportunities in Westminster	6%	N=21	28%	N=94	53%	N=180	11%	N=37	2%	N=8	100%	N=340
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=91	51%	N=262	27%	N=137	3%	N=17	1%	N=5	100%	N=514
Openness and acceptance of City programs and services toward people of diverse backgrounds	21%	N=86	54%	N=225	23%	N=96	2%	N=9	1%	N=4	100%	N=421
Overall image or reputation of Westminster	21%	N=125	54%	N=320	19%	N=116	5%	N=31	1%	N=4	100%	N=596
The overall quality of life in Westminster	24%	N=143	63%	N=384	11%	N=68	2%	N=9	0%	N=2	100%	N=606

Table 2: Question 1 with "don't know" responses

Please rate each of the following aspects of quality of life in Westminster	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Westminster as a place to live	32%	N=199	57%	N=349	9%	N=54	1%	N=5	0%	N=2	1%	N=3	100%	N=613
The overall quality of your neighborhood	26%	N=160	55%	N=332	14%	N=87	4%	N=24	0%	N=2	1%	N=4	100%	N=609
Westminster as a place to raise children	22%	N=133	44%	N=268	12%	N=72	2%	N=14	1%	N=4	19%	N=116	100%	N=607
Quality of local public schools in Westminster	10%	N=59	25%	N=148	19%	N=114	6%	N=36	3%	N=19	37%	N=224	100%	N=599
Westminster as a place to retire	12%	N=71	31%	N=185	22%	N=136	6%	N=38	1%	N=4	28%	N=171	100%	N=605
Westminster as a place to work	10%	N=61	29%	N=174	24%	N=144	2%	N=13	1%	N=3	34%	N=208	100%	N=602
Job opportunities in Westminster	3%	N=21	16%	N=94	30%	N=180	6%	N=37	1%	N=8	44%	N=268	100%	N=609
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=91	43%	N=262	22%	N=137	3%	N=17	1%	N=5	16%	N=97	100%	N=611
Openness and acceptance of City programs and services toward people of diverse backgrounds	14%	N=86	37%	N=225	16%	N=96	2%	N=9	1%	N=4	31%	N=188	100%	N=609
Overall image or reputation of Westminster	20%	N=125	52%	N=320	19%	N=116	5%	N=31	1%	N=4	3%	N=15	100%	N=611
The overall quality of life in Westminster	23%	N=143	63%	N=384	11%	N=68	2%	N=9	0%	N=2	1%	N=7	100%	N=613

Table 3: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
	%	N	%	N	%	N	%	N	%	N
Financially sustainable	27%	N=159	61%	N=362	10%	N=61	1%	N=7	100%	N=589
Vibrant, inclusive and engaged community	23%	N=136	57%	N=341	19%	N=112	1%	N=8	100%	N=598
Beautiful parks/open spaces	52%	N=319	43%	N=262	5%	N=29	0%	N=0	100%	N=609
Visionary and progressive	26%	N=157	53%	N=317	19%	N=115	2%	N=12	100%	N=601
Dynamic, diverse economy	18%	N=107	58%	N=347	21%	N=128	2%	N=14	100%	N=596
Safe and secure	22%	N=134	61%	N=367	14%	N=85	2%	N=14	100%	N=600
Environmentally sensitive	24%	N=141	56%	N=338	17%	N=102	3%	N=20	100%	N=601
Ease of mobility	26%	N=160	50%	N=304	19%	N=113	5%	N=28	100%	N=605

Table 4: Question 3

Please rate how safe or unsafe you feel from the following:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Violent crimes (e.g., rape, robbery, assault)	35%	N=215	44%	N=270	13%	N=77	6%	N=37	2%	N=11	100%	N=611
Property crimes (e.g., burglary, theft, vandalism, auto theft)	15%	N=94	44%	N=272	16%	N=99	18%	N=113	6%	N=34	100%	N=612
Residential fires	46%	N=280	38%	N=234	13%	N=76	2%	N=12	1%	N=8	100%	N=610

Table 5: Question 4 (Quality) without "don't know" responses

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sewer services	29%	N=153	50%	N=264	16%	N=86	4%	N=21	1%	N=4	100%	N=528
Recycling drop off centers at City facilities	22%	N=89	39%	N=160	26%	N=109	9%	N=38	4%	N=17	100%	N=412
Police traffic enforcement	22%	N=124	48%	N=264	23%	N=127	6%	N=36	1%	N=5	100%	N=556
Police protection	28%	N=153	48%	N=262	19%	N=106	4%	N=21	1%	N=6	100%	N=548
Fire protection	40%	N=205	51%	N=265	9%	N=45	1%	N=4	0%	N=0	100%	N=518
Emergency medical/ambulance service	37%	N=172	54%	N=248	8%	N=35	1%	N=7	0%	N=0	100%	N=462
Municipal Court	18%	N=60	51%	N=166	28%	N=90	1%	N=5	2%	N=7	100%	N=328
Emergency preparedness	19%	N=62	52%	N=164	25%	N=79	2%	N=6	2%	N=7	100%	N=318
Land use, planning, and zoning	14%	N=62	41%	N=183	30%	N=134	11%	N=48	5%	N=24	100%	N=451
City Code enforcement	12%	N=51	40%	N=164	36%	N=147	11%	N=44	2%	N=6	100%	N=412
Animal management	17%	N=76	50%	N=217	22%	N=98	5%	N=23	5%	N=22	100%	N=437
Economic development	18%	N=84	43%	N=201	30%	N=139	7%	N=35	2%	N=11	100%	N=469
Parks maintenance	30%	N=168	56%	N=317	12%	N=70	2%	N=11	0%	N=3	100%	N=569
Libraries	35%	N=175	52%	N=263	10%	N=51	2%	N=9	1%	N=3	100%	N=501
Drinking water quality	37%	N=218	45%	N=266	13%	N=75	4%	N=24	1%	N=8	100%	N=591
Recreation programs	34%	N=178	54%	N=285	11%	N=58	2%	N=8	0%	N=1	100%	N=531
Recreation facilities	37%	N=202	47%	N=259	14%	N=77	1%	N=5	1%	N=3	100%	N=546
Trails	39%	N=208	45%	N=236	14%	N=76	1%	N=6	0%	N=1	100%	N=526
Preservation of natural areas (open space, greenbelts)	34%	N=187	45%	N=251	16%	N=91	5%	N=26	0%	N=2	100%	N=557
Building permits/inspections	21%	N=67	36%	N=113	33%	N=104	8%	N=25	2%	N=6	100%	N=316
Utility billing/meter reading	20%	N=92	48%	N=220	27%	N=126	4%	N=17	2%	N=7	100%	N=462
Snow removal	13%	N=79	46%	N=275	26%	N=157	10%	N=59	4%	N=25	100%	N=594
Street repair	9%	N=55	35%	N=204	28%	N=164	22%	N=129	6%	N=34	100%	N=585
Street cleaning	11%	N=62	44%	N=253	35%	N=197	6%	N=33	4%	N=23	100%	N=568
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	27%	N=129	52%	N=252	15%	N=74	5%	N=23	1%	N=3	100%	N=481
Overall quality of services provided by the City	21%	N=122	57%	N=326	19%	N=107	2%	N=13	1%	N=4	100%	N=572

Table 6: Question 4 (Quality) with "don't know" responses

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		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Sewer services	25%	N=153	44%	N=264	14%	N=86	3%	N=21	1%	N=4	12%	N=72	100%	N=600
Recycling drop off centers at City facilities	15%	N=89	27%	N=160	18%	N=109	6%	N=38	3%	N=17	30%	N=181	100%	N=593
Police traffic enforcement	21%	N=124	44%	N=264	21%	N=127	6%	N=36	1%	N=5	8%	N=45	100%	N=601
Police protection	25%	N=153	44%	N=262	18%	N=106	3%	N=21	1%	N=6	9%	N=53	100%	N=601
Fire protection	34%	N=205	44%	N=265	7%	N=45	1%	N=4	0%	N=0	14%	N=84	100%	N=602
Emergency medical/ambulance service	28%	N=172	41%	N=248	6%	N=35	1%	N=7	0%	N=0	24%	N=142	100%	N=604
Municipal Court	10%	N=60	28%	N=166	15%	N=90	1%	N=5	1%	N=7	45%	N=271	100%	N=599
Emergency preparedness	10%	N=62	28%	N=164	13%	N=79	1%	N=6	1%	N=7	47%	N=278	100%	N=596
Land use, planning, and zoning	10%	N=62	31%	N=183	23%	N=134	8%	N=48	4%	N=24	24%	N=144	100%	N=595
City Code enforcement	9%	N=51	28%	N=164	25%	N=147	7%	N=44	1%	N=6	31%	N=184	100%	N=596
Animal management	13%	N=76	36%	N=217	16%	N=98	4%	N=23	4%	N=22	27%	N=159	100%	N=596
Economic development	14%	N=84	34%	N=201	23%	N=139	6%	N=35	2%	N=11	21%	N=123	100%	N=592
Parks maintenance	28%	N=168	53%	N=317	12%	N=70	2%	N=11	0%	N=3	5%	N=32	100%	N=601
Libraries	29%	N=175	44%	N=263	8%	N=51	2%	N=9	1%	N=3	17%	N=101	100%	N=602
Drinking water quality	36%	N=218	44%	N=266	12%	N=75	4%	N=24	1%	N=8	2%	N=15	100%	N=605
Recreation programs	30%	N=178	47%	N=285	10%	N=58	1%	N=8	0%	N=1	12%	N=71	100%	N=602
Recreation facilities	33%	N=202	43%	N=259	13%	N=77	1%	N=5	0%	N=3	9%	N=57	100%	N=604
Trails	35%	N=208	39%	N=236	13%	N=76	1%	N=6	0%	N=1	12%	N=72	100%	N=598
Preservation of natural areas (open space, greenbelts)	31%	N=187	42%	N=251	15%	N=91	4%	N=26	0%	N=2	7%	N=43	100%	N=600
Building permits/inspections	11%	N=67	19%	N=113	17%	N=104	4%	N=25	1%	N=6	47%	N=279	100%	N=595
Utility billing/meter reading	16%	N=92	37%	N=220	21%	N=126	3%	N=17	1%	N=7	22%	N=132	100%	N=593
Snow removal	13%	N=79	45%	N=275	26%	N=157	10%	N=59	4%	N=25	2%	N=10	100%	N=604
Street repair	9%	N=55	34%	N=204	27%	N=164	21%	N=129	6%	N=34	3%	N=17	100%	N=602
Street cleaning	10%	N=62	42%	N=253	33%	N=197	5%	N=33	4%	N=23	6%	N=38	100%	N=606
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	21%	N=129	42%	N=252	12%	N=74	4%	N=23	0%	N=3	20%	N=121	100%	N=601
Overall quality of services provided by the City	20%	N=122	54%	N=326	18%	N=107	2%	N=13	1%	N=4	5%	N=28	100%	N=600

Table 7: Question 4 (Importance) without "don't know" responses

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.	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Sewer services	63%	N=298	28%	N=133	8%	N=38	0%	N=2	100%	N=472
Recycling drop off centers at City facilities	25%	N=115	43%	N=199	29%	N=133	4%	N=17	100%	N=463
Police traffic enforcement	40%	N=187	42%	N=196	16%	N=77	2%	N=10	100%	N=470
Police protection	68%	N=325	28%	N=132	3%	N=13	1%	N=5	100%	N=476
Fire protection	74%	N=353	23%	N=112	3%	N=14	0%	N=0	100%	N=479
Emergency medical/ambulance service	73%	N=345	23%	N=111	3%	N=16	0%	N=0	100%	N=472
Municipal Court	33%	N=143	40%	N=174	26%	N=111	2%	N=7	100%	N=434
Emergency preparedness	46%	N=207	43%	N=190	11%	N=49	0%	N=1	100%	N=448
Land use, planning, and zoning	26%	N=119	53%	N=240	21%	N=94	0%	N=1	100%	N=455
City Code enforcement	19%	N=84	43%	N=194	35%	N=159	3%	N=12	100%	N=449
Animal management	17%	N=79	45%	N=205	35%	N=160	3%	N=15	100%	N=458
Economic development	29%	N=137	54%	N=250	17%	N=77	0%	N=2	100%	N=467
Parks maintenance	29%	N=141	50%	N=240	19%	N=90	1%	N=7	100%	N=478
Libraries	34%	N=161	48%	N=225	16%	N=77	1%	N=5	100%	N=468
Drinking water quality	77%	N=371	20%	N=97	3%	N=15	0%	N=0	100%	N=483
Recreation programs	20%	N=93	48%	N=222	29%	N=136	3%	N=16	100%	N=467
Recreation facilities	21%	N=100	50%	N=238	26%	N=124	2%	N=10	100%	N=471
Trails	28%	N=126	42%	N=191	30%	N=137	0%	N=0	100%	N=454
Preservation of natural areas (open space, greenbelts)	44%	N=207	40%	N=186	15%	N=70	1%	N=5	100%	N=468
Building permits/inspections	22%	N=89	45%	N=185	32%	N=133	1%	N=6	100%	N=413
Utility billing/meter reading	22%	N=95	47%	N=208	29%	N=128	2%	N=10	100%	N=441
Snow removal	44%	N=213	43%	N=206	12%	N=56	1%	N=4	100%	N=478
Street repair	43%	N=206	49%	N=234	7%	N=36	0%	N=1	100%	N=477
Street cleaning	21%	N=101	42%	N=197	36%	N=168	1%	N=7	100%	N=473
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	37%	N=162	44%	N=196	19%	N=84	0%	N=2	100%	N=443

Table 8: Question 4 (Importance) with "don't know" responses

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.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Sewer services	61%	N=298	27%	N=133	8%	N=38	0%	N=2	3%	N=14	100%	N=486
Recycling drop off centers at City facilities	24%	N=115	41%	N=199	27%	N=133	3%	N=17	4%	N=21	100%	N=484
Police traffic enforcement	39%	N=187	41%	N=196	16%	N=77	2%	N=10	1%	N=3	100%	N=473
Police protection	68%	N=325	28%	N=132	3%	N=13	1%	N=5	0%	N=1	100%	N=477
Fire protection	73%	N=353	23%	N=112	3%	N=14	0%	N=0	1%	N=6	100%	N=484
Emergency medical/ambulance service	72%	N=345	23%	N=111	3%	N=16	0%	N=0	2%	N=8	100%	N=479
Municipal Court	30%	N=143	36%	N=174	23%	N=111	1%	N=7	10%	N=48	100%	N=482
Emergency preparedness	43%	N=207	40%	N=190	10%	N=49	0%	N=1	6%	N=29	100%	N=476
Land use, planning, and zoning	25%	N=119	50%	N=240	20%	N=94	0%	N=1	5%	N=25	100%	N=480
City Code enforcement	17%	N=84	40%	N=194	33%	N=159	3%	N=12	7%	N=33	100%	N=482
Animal management	16%	N=79	43%	N=205	33%	N=160	3%	N=15	5%	N=22	100%	N=480
Economic development	28%	N=137	52%	N=250	16%	N=77	0%	N=2	3%	N=15	100%	N=482
Parks maintenance	29%	N=141	49%	N=240	19%	N=90	1%	N=7	1%	N=6	100%	N=484
Libraries	33%	N=161	47%	N=225	16%	N=77	1%	N=5	3%	N=14	100%	N=482
Drinking water quality	77%	N=371	20%	N=97	3%	N=15	0%	N=0	0%	N=2	100%	N=485
Recreation programs	19%	N=93	46%	N=222	28%	N=136	3%	N=16	3%	N=15	100%	N=482
Recreation facilities	21%	N=100	49%	N=238	26%	N=124	2%	N=10	3%	N=13	100%	N=484
Trails	26%	N=126	40%	N=191	29%	N=137	0%	N=0	5%	N=25	100%	N=479
Preservation of natural areas (open space, greenbelts)	43%	N=207	38%	N=186	14%	N=70	1%	N=5	3%	N=15	100%	N=483
Building permits/inspections	19%	N=89	39%	N=185	28%	N=133	1%	N=6	13%	N=63	100%	N=476
Utility billing/meter reading	20%	N=95	44%	N=208	27%	N=128	2%	N=10	7%	N=35	100%	N=476
Snow removal	44%	N=213	43%	N=206	12%	N=56	1%	N=4	0%	N=2	100%	N=480
Street repair	43%	N=206	49%	N=234	7%	N=36	0%	N=1	0%	N=2	100%	N=479
Street cleaning	21%	N=101	41%	N=197	35%	N=168	1%	N=7	2%	N=8	100%	N=481
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	34%	N=162	41%	N=196	18%	N=84	0%	N=2	7%	N=33	100%	N=476

Table 9: Question 5 without "don't know" responses

Overall, would you say the City is headed in the right direction or the wrong direction?	Percent	Number
Right direction	88%	N=413
Wrong direction	12%	N=54
Total	100%	N=468

Table 10: Question 5 with "don't know" responses

Overall, would you say the City is headed in the right direction or the wrong direction?	Percent	Number
Right direction	68%	N=413
Wrong direction	9%	N=54
Don't know	23%	N=137
Total	100%	N=605

Table 11: Question 6 without "don't know" responses

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	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
I receive good value for the City of Westminster taxes I pay	24%	N=133	45%	N=251	21%	N=118	8%	N=43	3%	N=17	100%	N=561
The Westminster government welcomes citizen involvement	27%	N=130	40%	N=190	23%	N=107	7%	N=35	2%	N=11	100%	N=474
City Council cares what people like me think	21%	N=95	37%	N=168	23%	N=105	13%	N=58	7%	N=33	100%	N=459

Table 12: Question 6 with "don't know" responses

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		Total	
	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N	Percent	N
I receive good value for the City of Westminster taxes I pay	22%	N=133	41%	N=251	19%	N=118	7%	N=43	3%	N=17	8%	N=48	100%	N=610
The Westminster government welcomes citizen involvement	21%	N=130	31%	N=190	18%	N=107	6%	N=35	2%	N=11	22%	N=133	100%	N=607
City Council cares what people like me think	16%	N=95	28%	N=168	17%	N=105	10%	N=58	5%	N=33	24%	N=147	100%	N=607

Table 13: Question 7

How familiar, if at all, are you with each of the following emergency communications in Westminster?	Very familiar		Somewhat familiar		Not at all familiar		Total	
Code Red (reverse 911)	21%	N=130	31%	N=191	47%	N=288	100%	N=608
EAS (Emergency Alerting System)	20%	N=124	29%	N=178	50%	N=307	100%	N=609

Table 14: Question 8

Does your household currently have each of the following?	Yes		No		Total	
A family shelter-in-place plan	24%	N=130	76%	N=413	100%	N=543
A family evacuation plan	36%	N=202	64%	N=357	100%	N=559
An emergency preparedness kit	25%	N=142	75%	N=421	100%	N=563

Table 15: Question 9 without "don't know" responses

To what degree, if at all, are the following problems in Westminster?	Not a problem		Minor problem		Moderate problem		Major problem		Total	
Crime (vandalism, graffiti, drugs)	9%	N=48	39%	N=209	40%	N=217	12%	N=65	100%	N=539
Too much growth	20%	N=105	22%	N=120	35%	N=189	23%	N=126	100%	N=540
Lack of growth	76%	N=388	14%	N=72	7%	N=37	3%	N=13	100%	N=509
Homelessness	20%	N=98	42%	N=206	24%	N=117	13%	N=65	100%	N=486
Lack of availability of recreation facilities	68%	N=359	24%	N=125	6%	N=32	3%	N=15	100%	N=531
Taxes are too high	34%	N=182	31%	N=170	23%	N=126	11%	N=62	100%	N=540
Unavailability of convenient shopping	69%	N=402	17%	N=99	9%	N=50	5%	N=28	100%	N=578
High cost of housing	11%	N=65	20%	N=113	25%	N=143	43%	N=243	100%	N=565
Traffic safety on neighborhood streets	36%	N=204	36%	N=208	20%	N=113	8%	N=47	100%	N=572
Traffic safety on major streets	26%	N=154	40%	N=235	22%	N=125	12%	N=68	100%	N=582
Poor maintenance and condition of homes	26%	N=145	46%	N=253	22%	N=119	6%	N=33	100%	N=550
Poor condition of properties (weeds, trash, junk vehicles)	26%	N=145	47%	N=265	20%	N=111	8%	N=42	100%	N=564
Unavailability of trails or trail connections	68%	N=359	23%	N=121	7%	N=34	3%	N=13	100%	N=528

Table 16: Question 9 with "don't know" responses

To what degree, if at all, are the following problems in Westminster?	Not a problem		Minor problem		Moderate problem		Major problem		Don't know		Total	
Crime (vandalism, graffiti, drugs)	8%	N=48	35%	N=209	37%	N=217	11%	N=65	9%	N=50	100%	N=590
Too much growth	18%	N=105	21%	N=120	32%	N=189	22%	N=126	7%	N=43	100%	N=583
Lack of growth	67%	N=388	12%	N=72	6%	N=37	2%	N=13	12%	N=69	100%	N=579
Homelessness	17%	N=98	35%	N=206	20%	N=117	11%	N=65	18%	N=106	100%	N=591
Lack of availability of recreation facilities	61%	N=359	21%	N=125	5%	N=32	3%	N=15	9%	N=55	100%	N=586
Taxes are too high	31%	N=182	29%	N=170	21%	N=126	10%	N=62	9%	N=52	100%	N=593
Unavailability of convenient shopping	68%	N=402	17%	N=99	8%	N=50	5%	N=28	2%	N=9	100%	N=587
High cost of housing	11%	N=65	19%	N=113	24%	N=143	41%	N=243	5%	N=27	100%	N=592
Traffic safety on neighborhood streets	34%	N=204	35%	N=208	19%	N=113	8%	N=47	3%	N=19	100%	N=591
Traffic safety on major streets	26%	N=154	40%	N=235	21%	N=125	12%	N=68	2%	N=10	100%	N=592
Poor maintenance and condition of homes	25%	N=145	43%	N=253	20%	N=119	6%	N=33	7%	N=40	100%	N=590
Poor condition of properties (weeds, trash, junk vehicles)	25%	N=145	45%	N=265	19%	N=111	7%	N=42	5%	N=27	100%	N=591
Unavailability of trails or trail connections	61%	N=359	20%	N=121	6%	N=34	2%	N=13	11%	N=63	100%	N=591

Table 17: Question 10 First Most Relied on Source

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.	Percent	Number
Denver Post (print version)	9%	N=50
City's website (www.cityofwestminster.us)	12%	N=64
Other online news sources	10%	N=53
Social media (Facebook, Twitter, Nextdoor, etc.)	19%	N=102
Spanish media (Telemundo, Univision, etc.)	0%	N=2
Westminster Window	4%	N=23
City Edition (print newsletter)	15%	N=80
The Weekly (e-newsletter)	2%	N=12
Parks, Recreation and Libraries Activity Guide	9%	N=46
Cable TV Channel 8	1%	N=5
Television news	15%	N=83
Word of mouth	3%	N=17
Your Hub	0%	N=1
Total	100%	N=540

Table 18: Question 10 First or Second Most Relied on Sources

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.	Percent	Number
Denver Post (print version)	14%	N=77
City's website (www.cityofwestminster.us)	25%	N=136
Other online news sources	18%	N=96
Social media (Facebook, Twitter, Nextdoor, etc.)	28%	N=153
Spanish media (Telemundo, Univision, etc.)	0%	N=2
Westminster Window	11%	N=60
City Edition (print newsletter)	25%	N=134
The Weekly (e-newsletter)	3%	N=16
Parks, Recreation and Libraries Activity Guide	26%	N=143
Cable TV Channel 8	2%	N=9
Television news	25%	N=134
Word of mouth	17%	N=92
Your Hub	1%	N=8

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

Table 19: Question 11

Below is a list of resources the City of Westminster uses to put out information about City programs and services. For each potential source, please indicate if it is a major source, minor source or not a source of information for you about City programs and services.	Major source		Minor source		Not a source		Total	
City's website (www.cityofwestminster.us)	39%	N=219	37%	N=211	24%	N=138	100%	N=568
The Weekly (e-newsletter)	13%	N=71	19%	N=107	68%	N=384	100%	N=563
City Edition (print newspaper)	30%	N=172	26%	N=147	43%	N=245	100%	N=564
Municipal Channel 8	8%	N=42	14%	N=80	78%	N=439	100%	N=562
Parks, Recreation and Libraries Activity Guide	39%	N=221	42%	N=237	19%	N=106	100%	N=565
Westminster Government Facebook Account	13%	N=75	20%	N=112	67%	N=377	100%	N=564
Westminster Government Twitter Account	6%	N=37	13%	N=74	80%	N=452	100%	N=562
Westminster Government Nextdoor Account	13%	N=73	22%	N=126	65%	N=364	100%	N=563
Westminster Government YouTube Channel	3%	N=19	14%	N=78	83%	N=462	100%	N=559
Spanish media (Telemundo, Univision, etc.)	4%	N=21	8%	N=47	88%	N=493	100%	N=561

Table 20: Question 12

Among the social media sites listed below, please mark the sites you have used within the last month.	Percent	Number
Facebook	80%	N=416
Instagram	35%	N=179
Yelp	28%	N=146
Twitter	20%	N=102
Pinterest	36%	N=188
YouTube	70%	N=363
LinkedIn	38%	N=197
Nextdoor	34%	N=175
Snapchat	24%	N=122
Tumblr	7%	N=37
Reddit	14%	N=73

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

Table 21: Question 13

Have you used the City's website (www.cityofwestminster.us) in the last 12 months?	Percent	Number
Yes	58%	N=352
No	42%	N=253
Total	100%	N=605

Table 22: Question 14 without "don't know" responses

If you used the City's website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Very good		Good		Neither good nor bad		Bad		Very bad		Total	
Current information	28%	N=92	58%	N=195	13%	N=42	1%	N=3	0%	N=2	100%	N=334
Appearance	23%	N=80	60%	N=206	12%	N=40	5%	N=16	0%	N=0	100%	N=342
Online services offered	23%	N=74	54%	N=175	20%	N=64	4%	N=13	0%	N=2	100%	N=327
Ease of navigation	21%	N=73	46%	N=160	21%	N=72	8%	N=28	3%	N=12	100%	N=344
Search function	20%	N=63	44%	N=136	20%	N=62	14%	N=42	2%	N=7	100%	N=310

Asked only of those who reported having used the City's website in the last 12 months

Table 23: Question 14 with "don't know" responses

If you used the City's website in the last 12 months, please rate the following aspects. Circle the number that best represents your opinion.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Current information	26%	N=92	56%	N=195	12%	N=42	1%	N=3	0%	N=2	5%	N=17	100%	N=351
Appearance	23%	N=80	59%	N=206	11%	N=40	5%	N=16	0%	N=0	1%	N=5	100%	N=347
Online services offered	21%	N=74	50%	N=175	18%	N=64	4%	N=13	0%	N=2	6%	N=21	100%	N=348
Ease of navigation	21%	N=73	46%	N=160	21%	N=72	8%	N=28	3%	N=12	1%	N=5	100%	N=349
Search function	18%	N=63	39%	N=136	18%	N=62	12%	N=42	2%	N=7	11%	N=38	100%	N=349

Asked only of those who reported having used the City's website in the last 12 months

Table 24: Question 15 without "don't know" responses

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following.	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Provide opportunities for residents to maintain or improve physical health	26%	N=146	45%	N=256	25%	N=143	4%	N=21	100%	N=567
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	39%	N=236	46%	N=277	13%	N=80	1%	N=5	100%	N=598
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	40%	N=237	43%	N=256	14%	N=83	3%	N=19	100%	N=594
Improve mass-transit options throughout Westminster	34%	N=200	42%	N=244	19%	N=111	5%	N=27	100%	N=582
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	52%	N=313	42%	N=252	5%	N=29	1%	N=6	100%	N=600
Maintain access to City Library facilities and services	31%	N=183	43%	N=253	24%	N=139	2%	N=14	100%	N=589
Promote appreciation and preservation of the cultural and historical heritage of the community	17%	N=100	33%	N=190	40%	N=234	9%	N=54	100%	N=579
Lead the development of cultural opportunities in Westminster	16%	N=92	32%	N=184	39%	N=221	13%	N=73	100%	N=570
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	19%	N=110	42%	N=241	33%	N=186	6%	N=31	100%	N=569
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	32%	N=187	44%	N=257	21%	N=125	2%	N=14	100%	N=583
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	28%	N=158	45%	N=255	24%	N=139	3%	N=18	100%	N=570
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	72%	N=432	24%	N=144	4%	N=23	0%	N=0	100%	N=599
Provide for safe drinking water and sewer services	84%	N=504	13%	N=81	3%	N=16	0%	N=0	100%	N=601
Provide opportunities for recycling such as City drop off centers	36%	N=209	42%	N=245	19%	N=114	3%	N=20	100%	N=588
Ensure the City provides ample affordable/workforce housing	35%	N=199	33%	N=187	24%	N=135	8%	N=48	100%	N=568

Table 25: Question 15 with "don't know" responses

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Provide opportunities for residents to maintain or improve physical health	24%	N=146	43%	N=256	24%	N=143	4%	N=21	6%	N=35	100%	N=602
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	39%	N=236	46%	N=277	13%	N=80	1%	N=5	1%	N=7	100%	N=605
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	39%	N=237	42%	N=256	14%	N=83	3%	N=19	2%	N=10	100%	N=605
Improve mass-transit options throughout Westminster	33%	N=200	41%	N=244	19%	N=111	5%	N=27	3%	N=15	100%	N=597
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	52%	N=313	42%	N=252	5%	N=29	1%	N=6	0%	N=3	100%	N=603
Maintain access to City Library facilities and services	31%	N=183	42%	N=253	23%	N=139	2%	N=14	2%	N=10	100%	N=599
Promote appreciation and preservation of the cultural and historical heritage of the community	17%	N=100	32%	N=190	39%	N=234	9%	N=54	4%	N=23	100%	N=603
Lead the development of cultural opportunities in Westminster	15%	N=92	31%	N=184	37%	N=221	12%	N=73	5%	N=28	100%	N=598
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	18%	N=110	40%	N=241	31%	N=186	5%	N=31	5%	N=31	100%	N=600
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	31%	N=187	43%	N=257	21%	N=125	2%	N=14	3%	N=19	100%	N=602
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	26%	N=158	42%	N=255	23%	N=139	3%	N=18	5%	N=33	100%	N=603
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	72%	N=432	24%	N=144	4%	N=23	0%	N=0	1%	N=5	100%	N=604
Provide for safe drinking water and sewer services	84%	N=504	13%	N=81	3%	N=16	0%	N=0	0%	N=2	100%	N=603
Provide opportunities for recycling such as City drop off centers	35%	N=209	41%	N=245	19%	N=114	3%	N=20	2%	N=13	100%	N=601
Ensure the City provides ample affordable/workforce housing	33%	N=199	31%	N=187	22%	N=135	8%	N=48	6%	N=34	100%	N=602

Table 26: Question D1

About how long have you lived in Westminster?	Percent	Number
0-4 years	37%	N=221
5-9 years	13%	N=79
10-14 years	11%	N=66
15-19 years	10%	N=62
20 or more years	29%	N=177
Total	100%	N=605

Table 27: Question D2

What is your home zip code?	Percent	Number
80003	6%	N=37
80005	2%	N=13
80020	7%	N=44
80021	25%	N=149
80023	3%	N=18
80030	12%	N=69
80031	28%	N=166
80234	17%	N=104
Total	100%	N=600

Table 28: Question D3

What city do you work in or nearest to?	Percent	Number
Arvada	9%	N=54
Aurora	2%	N=12
Boulder	8%	N=48
Brighton	1%	N=5
Broomfield	8%	N=48
Centennial	1%	N=3
Commerce City	1%	N=5
Denver	20%	N=119
Englewood	1%	N=6
Glendale	0%	N=2
Golden	3%	N=15
Greenwood Village	1%	N=7
Lafayette	2%	N=15
Lakewood	0%	N=3
Littleton	0%	N=2
Longmont	1%	N=5
Louisville	2%	N=13
Northglenn	1%	N=5
Superior	1%	N=3
Thornton	1%	N=4
Westminster	15%	N=89
Wheat Ridge	1%	N=8
All over Metro area	2%	N=13
Other	0%	N=2
I work from home	2%	N=12
I do not work (student, homemaker, retired, etc.)	17%	N=100
Total	100%	N=598

Table 29: Question D4

Please check the appropriate box indicating the type of housing unit in which you live.	Percent	Number
Detached single family home	63%	N=384
Condominium or townhouse	15%	N=94
Apartment	21%	N=129
Mobile home	0%	N=1
Total	100%	N=608

Table 30: Question D5

Do you rent or own your residence?	Percent	Number
Rent	34%	N=206
Own	66%	N=400
Total	100%	N=606

Table 31: Question D6

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than \$300 per month	5%	N=28
\$300 to \$599 per month	7%	N=44
\$600 to \$999 per month	9%	N=55
\$1,000 to \$1,499 per month	33%	N=193
\$1,500 to \$2,499 per month	38%	N=226
\$2,500 or more per month	8%	N=47
Total	100%	N=593

Table 32: Question D7

About how much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES for the previous year? Be sure to include income from all sources. Please check the appropriate box below.	Percent	Number
Less than \$15,000	3%	N=20
\$15,000 to \$24,999	5%	N=29
\$25,000 to \$34,999	6%	N=36
\$35,000 to \$49,999	13%	N=75
\$50,000 to \$74,999	14%	N=83
\$75,000 to \$99,999	15%	N=88
\$100,000 to \$124,999	14%	N=81
\$125,000 to \$149,999	5%	N=29
\$150,000 to \$174,999	6%	N=35
\$175,000 to \$199,999	4%	N=26
\$200,000 or more	5%	N=31
I prefer not to answer	10%	N=62
Total	100%	N=595

Table 33: Housing Cost Compared to Household Income Ratio

	Percent	Number
Housing costs LESS than 30% of income	64%	N=334
Housing costs 30% or MORE of income	36%	N=191
Total	100%	N=525

Table 34: Question D8

What is your race?	Percent	Number
White/European American/Caucasian	86%	N=509
Black or African American	1%	N=6
Asian or Pacific Islander	6%	N=38
American Indian, Eskimo, or Aleut	2%	N=14
Other	8%	N=46

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

Table 35: Question D9

Are you Hispanic/Spanish/Latino?	Percent	Number
Yes	16%	N=94
No	84%	N=496
Total	100%	N=589

Table 36: Question D10

Which category contains your age?	Percent	Number
18 to 24 years	4%	N=24
25 to 34 years	28%	N=171
35 to 44 years	17%	N=103
45 to 54 years	21%	N=126
55 to 64 years	11%	N=68
65 to 74 years	11%	N=65
75-84	5%	N=31
85 years or older	2%	N=14
Total	100%	N=601

Table 37: Question D11

What is your gender?	Percent	Number
Female	52%	N=309
Male	48%	N=287
Transgender	0%	N=0
Another gender	0%	N=1
Total	100%	N=597

Table 38: Question D12

Many people don't have time to vote in elections. Did you vote in the 2017 City Council election?	Percent	Number
No	39%	N=236
Yes	57%	N=347
Ineligible to vote	3%	N=15
Don't know	1%	N=6
Total	100%	N=604

APPENDIX B: VERBATIM RESPONSES TO OPEN-ENDED QUESTION

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped in alphabetical order.

Question 11: Other source (please specify)

- Any mailed item
- Atravez de los grupos comunitarios y organizaciones sin fines de lucro (Through community groups and non-profit organizations)
- Bank of food
- City, Adams County direct mailing, major source
- Denver Post
- Didn't know most was available
- Don't know of these
- Email from city dept.
- From HOA meetings
- Google
- Legacy Ridge Lifestyles
- Local new tv
- Local tv
- Mailed publications
- Mailings
- Mayor's weekly email
- Monthly paper
- Neighbors
- Neighbors
- Neighbors, acquaintances, coworkers
- Nerosmax magazine, tv. News
- Newspaper
- Ring
- Some news, friends, neighbors
- Television news didn't know there is a newspaper
- Unaware of these
- Water bill inserts
- We do not have a computer or toys
- Westminster newspaper
- Westminster radio and the Westminster TV screen at the city park fitness center
- Westminster Window
- Westminster Window
- Westminster Window 1
- Westminster Window 1
- Will try the Nextdoor
- Yourhub-provide on line

APPENDIX C: COMPARISONS OF SELECT QUESTIONS BY RESPONDENT CHARACTERISTICS

For most of the questions, only one number for each question in these subgroup comparison tables is shown for ease of comparison. These summarized responses show only the proportion of respondents giving a certain answer; for example, the percent of respondents who “strongly” or “somewhat” supported moving the library.

The subgroup comparison tables contain the cross tabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an upper case letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 39 on the following page, 71% of respondents age 55 and over (C) rated Westminster as a very good or good place to retire. This proportion of respondents (C) was statistically significantly higher than respondents age 18 to 34 (A) and age 35 to 54 (B). In another example. In Table 40, respondents age 18 to 34 (A) rated the ease of mobility significantly higher than respondents age 35 to 54 (B).

COMPARISONS BY RESPONDENT AGE

Notable trends in responses by age included the following:

- Older residents (age 55 and over) tended to provide more positive responses to many of the evaluative questions related to community amenities and government service provision.
- When given the list of community issues such as crime and homelessness, younger residents (age 18 to 34) reported the severity of these problems as lesser than their older counterparts.
- Satisfaction with the City’s website and its social media outlets was strongest for the younger residents (age 18 to 34), followed by those 35 to 54 years. Middle-aged residents gave higher ratings to Nextdoor, while older adults (age 55 and over) were more favorable towards City Edition.
- Younger residents (18-34 years) rated economic development and land use, planning, and zoning as less important than older Westminster residents.

Table 39: Question 1

Please rate each of the following aspects of quality of life in Westminster. (Percent “very good” or “good”)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Westminster as a place to live	90%	87%	93%	90%
The overall quality of your neighborhood	84%	79%	81%	81%
Westminster as a place to raise children	85%	79%	82%	82%
Quality of local public schools in Westminster	48%	55%	61%	55%
Westminster as a place to retire	53%	49%	71% A B	59%
Westminster as a place to work	67%	53%	60%	59%
Job opportunities in Westminster	26%	37%	39%	34%
Openness and acceptance of the community toward people of diverse backgrounds	74%	63%	70%	69%

Table 40: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent “strongly” or “somewhat” agree)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Financially sustainable	78%	93% A	95% A	88%
Vibrant, inclusive and engaged community	78%	76%	86% B	80%
Beautiful parks/open spaces	97%	94%	96% 86%	95%
Visionary and progressive	79%	73%	B	79%
Dynamic, diverse economy	78%	70%	81% B	76%
Safe and secure	82%	82%	85%	83%
Environmentally sensitive	77%	75%	89% A B	80%
Ease of mobility	81% B	70%	80%	77%

Table 41: Question 3

Please rate how safe or unsafe you feel from the following: (Percent “very” or “somewhat” safe)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Violent crimes (e.g., rape, robbery, assault)	87% B	72%	81%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	60%	54%	66%	60%
Residential fires	89% B	78%	86%	84%

Table 42: Question 4

For each of the following services provided by the City of Westminster, first please rate the quality of the service. (Percent “very good” or “good”)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Sewer services	77%	75%	87% B	79%
Recycling drop off centers at City facilities	53%	63%	64%	60%
Police traffic enforcement	71%	62%	77% B	70%
Police protection	65%	76%	86% A	76%
Fire protection	88%	89%	95%	91%
Emergency medical/ambulance service	89%	92%	92%	91%
Municipal Court	75%	67%	65%	69%
Emergency preparedness	69%	71%	74%	71%
Land use, planning, and zoning	55%	51%	59%	54%
City Code enforcement	65% B	40%	54%	52%
Animal management	71%	64%	67%	67%
Economic development	67%	54%	62%	61%
Parks maintenance	84%	85%	87%	85%
Libraries	83%	90%	88%	87%
Drinking water quality	77%	81%	88% A	82%
Recreation programs	90%	84%	88%	87%
Recreation facilities	79%	83%	90% A	84%
Trails	83%	86%	82%	84%
Preservation of natural areas (open space, greenbelts)	75%	80%	80%	79%
Building permits/inspections	61%	52%	60%	57%
Utility billing/meter reading	72%	64%	69%	68%
Snow removal	58%	58%	63%	59%
Street repair	41%	39%	54% A B	44%
Street cleaning	61% B	46%	60% B	55%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	72%	81%	84% A	79%
Overall quality of services provided by the City	77%	75%	83%	78%

Table 43: Question 5

	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Overall, would you say the City is headed in the right direction or the wrong direction? (Percent "right direction")	91%	84%	90%	88%

Table 44: Question 6

Please rate the following statements by circling the number that most clearly represents your opinion: (Percent "strongly" or "somewhat" agree)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
I receive good value for the City of Westminster taxes I pay	66%	65%	74%	68%
The Westminster government welcomes citizen involvement	63%	66%	74%	68%
City Council cares what people like me think	59%	50%	61%	57%

Table 45: Question 9

To what degree, if at all, are the following a problem in Westminster? (Percent "major" or "moderate" problem)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Crime (vandalism, graffiti, drugs)	40%	56% A	61% A	52%
Too much growth	55%	58%	62%	58%
Lack of growth	9%	8%	12%	10%
Homelessness	23%	44% A	47% A	37%
Lack of availability of recreation facilities	6%	9%	11%	9%
Taxes are too high	27%	33%	45% A	35%
Unavailability of convenient shopping	5%	16% A	20% A	13%
High cost of housing	70%	68%	67%	68%
Traffic safety on neighborhood streets	17%	34% A	32% A	28%
Traffic safety on major streets	27%	34%	39%	33%
Poor maintenance and condition of homes	20%	29%	35% A	28%
Poor condition of properties (weeds, trash, junk vehicles)	16%	31% A	35% A	27%
Unavailability of trails or trail connections	2%	15% A	9%	9%

Table 46: Question 11

If you used the City's website in the last 12 months, please rate the following aspects. (Percent "very good" or "good"; Asked only of those who reported using the City's website in the last 12 months.)	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
City's website (www.cityofwestminster.us)	86% C	80% C	59%	76%
The Weekly (e-newsletter)	34%	31%	30%	32%
City Edition (print newspaper)	51%	55%	64% A	57%
Municipal Channel 8	29% B	17%	19%	22%
Parks, Recreation and Libraries Activity Guide	78%	86%	78%	81%
Westminster Government Facebook Account	51% B C	35% C	10%	33%
Westminster Government Twitter Account	34% B C	18% C	5%	20%
Westminster Government Nextdoor Account	37% C	43% C	22%	35%
Westminster Government YouTube Channel	28% B C	15%	7%	17%
Spanish media (Telemundo, Univision, etc.)	22% B C	10%	2%	12%

Table 47: Question 15

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following. (Percent "essential" or "very important")	Age group			City overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Provide opportunities for residents to maintain or improve physical health	68%	72%	73%	71%
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	89%	87%	81%	86%
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	85%	84%	81%	83%
Improve mass-transit options throughout Westminster	82%	75%	73%	76%
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	97%	94%	92%	94%
Maintain access to City Library facilities and services	69%	74%	78%	74%
Promote appreciation and preservation of the cultural and historical heritage of the community	50%	46%	54%	50%
Lead the development of cultural opportunities in Westminster	53%	45%	47%	49%
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	58%	65%	62%	62%
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	67%	79% A	82% A	76%
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	60%	75% A	81% A	72%
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	97%	94%	98%	96%
Provide for safe drinking water and sewer services	98%	96%	98%	97%
Provide opportunities for recycling such as City drop off centers	78%	76%	77%	77%
Ensure the City provides ample affordable/workforce housing	72%	64%	67%	68%

COMPARISON BY TYPE OF HOUSING

Notable trends in responses by housing unit type included the following:

- Residents living in attached units were more positive about Westminster as a place to work and the openness and acceptance of the community toward people of diverse backgrounds.
- Detached unit dwellers felt a stronger connection between Westminster’s image of financial sustainability, while attached unit dwellers felt a stronger connection to the City as visionary and dynamic.
- Ratings of government service delivery varied by service type, but residents in attached units gave significantly higher ratings to code enforcement; land use, planning, and zoning; and street maintenance (repair, cleaning and snow removal).
- Attached unit dwellers were more likely to agree that the City is moving in the right direction and provided higher ratings to the City’s caring about what “people like me think.”
- Residents living in detached units gave higher importance ratings to City involvement in land use, planning, and zoning, while residents in attached units rated the importance of physical activities, cultural opportunities, and affordable housing higher.

Table 48: Question 1

Please rate each of the following aspects of quality of life in Westminster. (Percent “very good” or “good”)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Westminster as a place to live	88%	93%	90%
The overall quality of your neighborhood	83%	80%	81%
Westminster as a place to raise children	81%	83%	82%
Quality of local public schools in Westminster	57%	53%	55%
Westminster as a place to retire	59%	58%	59%
Westminster as a place to work	53%	72% A	59%
Job opportunities in Westminster	34%	35%	34%
Openness and acceptance of the community toward people of diverse backgrounds	64%	77% A	69%

Table 49: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent “strongly” or “somewhat” agree)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Financially sustainable	92% B	83%	88%
Vibrant, inclusive and engaged community	78%	82%	80%
Beautiful parks/open spaces	96%	94%	95%
Visionary and progressive	75%	84% A	79%
Dynamic, diverse economy	73%	81% A	76%
Safe and secure	83%	83%	83%
Environmentally sensitive	77%	84%	80%
Ease of mobility	73%	82% A	77%

Table 50: Question 3

Please rate how safe or unsafe you feel from the following: (Percent “very” or “somewhat” safe)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Violent crimes (e.g., rape, robbery, assault)	79%	79%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	58%	62%	60%
Residential fires	84%	84%	84%

Table 51: Question 4

For each of the following services provided by the City of Westminster, first please rate the quality of the service. (Percent “very good” or “good”)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Sewer services	78%	81%	79%
Recycling drop off centers at City facilities	62%	55%	60%
Police traffic enforcement	70%	68%	70%
Police protection	79% B	70%	76%
Fire protection	92%	89%	91%
Emergency medical/ambulance service	91%	90%	91%
Municipal Court	64%	79% A	69%
Emergency preparedness	68%	77%	71%
Land use, planning, and zoning	51%	63% A	54%
City Code enforcement	45%	72% A	52%
Animal management	62%	79% A	67%
Economic development	59%	63%	61%
Parks maintenance	84%	87%	85%
Libraries	89%	84%	87%
Drinking water quality	88% B	73%	82%
Recreation programs	86%	89%	87%
Recreation facilities	85%	82%	84%
Trails	83%	87%	84%
Preservation of natural areas (open space, greenbelts)	80%	77%	79%
Building permits/inspections	55%	64%	57%
Utility billing/meter reading	66%	72%	68%
Snow removal	55%	68% A	59%
Street repair	40%	51% A	44%
Street cleaning	51%	65% A	55%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	81%	75%	79%
Overall quality of services provided by the City	79%	78%	78%

Table 52: Question 5

Overall, would you say the City is headed in the right direction or the wrong direction? (Percent “right direction”)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
	85%	94% A	88%

Table 53: Question 6

Please rate the following statements by circling the number that most clearly represents your opinion: (Percent “strongly” or “somewhat” agree)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
I receive good value for the City of Westminster taxes I pay	68%	68%	68%
The Westminster government welcomes citizen involvement	66%	70%	68%
City Council cares what people like me think	54%	64% A	57%

Table 54: Question 9

To what degree, if at all, are the following a problem in Westminster? (Percent “major” or “moderate” problem)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Crime (vandalism, graffiti, drugs)	55% B	46%	52%
Too much growth	59%	57%	58%
Lack of growth	10%	10%	10%
Homelessness	38%	36%	37%
Lack of availability of recreation facilities	9%	8%	9%
Taxes are too high	36%	32%	35%
Unavailability of convenient shopping	16% B	9%	13%
High cost of housing	61%	80% A	68%
Traffic safety on neighborhood streets	28%	28%	28%
Traffic safety on major streets	34%	32%	33%
Poor maintenance and condition of homes	30%	22%	28%
Poor condition of properties (weeds, trash, junk vehicles)	31% B	20%	27%
Unavailability of trails or trail connections	10%	7%	9%

Table 55: Question 11

If you used the City’s website in the last 12 months, please rate the following aspects. (Percent “very good” or “good”; Asked only of those who reported using the City’s website in the last 12 months.)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
City’s website (www.cityofwestminster.us)	82% B	64%	76%
The Weekly (e-newsletter)	30%	35%	32%
City Edition (print newspaper)	56%	57%	57%
Municipal Channel 8	18%	29% A	22%
Parks, Recreation and Libraries Activity Guide	84% B	75%	81%
Westminster Government Facebook Account	31%	36%	33%
Westminster Government Twitter Account	15%	28% A	20%
Westminster Government Nextdoor Account	39% B	28%	35%
Westminster Government YouTube Channel	13%	25% A	17%
Spanish media (Telemundo, Univision, etc.)	8%	20% A	12%

Table 56: Question 15

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following. (Percent “essential” or “very important”)	Housing unit type		City overall
	Detached	Attached	
	(A)	(B)	
Provide opportunities for residents to maintain or improve physical health	67%	77% A	71%
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	87%	84%	86%
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	83%	83%	83%
Improve mass-transit options throughout Westminster	74%	80%	76%
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	94%	96%	94%
Maintain access to City Library facilities and services	77%	70%	74%
Promote appreciation and preservation of the cultural and historical heritage of the community	52%	47%	50%
Lead the development of cultural opportunities in Westminster	45%	55% A	49%
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	62%	61%	62%
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	78%	74%	76%
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	77% B	64%	72%
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	95%	97%	96%
Provide for safe drinking water and sewer services	98%	97%	97%
Provide opportunities for recycling such as City drop off centers	76%	79%	77%
Ensure the City provides ample affordable/workforce housing	62%	79% A	68%

COMPARISONS BY HOUSEHOLD INCOME

Notable trends in responses by income included the following:

- Higher income residents (\$100,000 or more) rated the openness and acceptance of the community toward people of diverse backgrounds less favorably than residents from lower incomes.
- Residents in moderate income households (\$25,000 to \$99,999) reported feeling less safe from violent crimes than higher income residents. Residents in higher income household rated the police more favorably than moderate income households.
- Residents in households making less the \$25,000 per year were more likely to agree with the statement that the City listens to “people like me.” However, they felt high taxes were more of a problem in the community than their moderate and higher income counterparts.
- Residents living higher income households gave higher importance ratings to City involvement in providing parks and recreation. Residents in moderate and lower income households gave higher importance to affordable workforce housing; as income levels decreased, the importance of affordable housing increased.

Table 57: Question 1

Please rate each of the following aspects of quality of life in Westminster. (Percent “very good” or “good”)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Westminster as a place to live	86%	88%	91%	90%
The overall quality of your neighborhood	79%	76%	87% B	81%
Westminster as a place to raise children	69%	80%	85%	82%
Quality of local public schools in Westminster	57%	53%	56%	55%
Westminster as a place to retire	87% B C	59%	50%	59%
Westminster as a place to work	71%	58%	57%	59%
Job opportunities in Westminster	33%	36%	34%	34%
Openness and acceptance of the community toward people of diverse backgrounds	81% C	75% C	61%	69%

Table 58: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent “strongly” or “somewhat” agree)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Financially sustainable	90%	83%	93% B	88%
Vibrant, inclusive and engaged community	89%	75%	80%	80%
Beautiful parks/open spaces	91%	95%	96%	95%
Visionary and progressive	78%	84% C	70%	79%
Dynamic, diverse economy	82%	73%	76%	76%
Safe and secure	90%	79%	88% B	83%
Environmentally sensitive	89%	76%	79%	80%
Ease of mobility	79%	80%	71%	77%

Table 59: Question 3

Please rate how safe or unsafe you feel from the following: (Percent "very" or "somewhat" safe)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Violent crimes (e.g., rape, robbery, assault)	74%	74%	86% B	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	59%	57%	63%	60%
Residential fires	93% B	77%	90% B	84%

Table 60: Question 4

For each of the following services provided by the City of Westminster, first please rate the quality of the service. (Percent "very good" or "good")	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Sewer services	78%	79%	75%	79%
Recycling drop off centers at City facilities	86% B C	59%	61%	60%
Police traffic enforcement	74%	68%	69%	70%
Police protection	66%	71%	82% B	76%
Fire protection	85%	90%	94%	91%
Emergency medical/ambulance service	91%	90%	92%	91%
Municipal Court	72%	68%	72%	69%
Emergency preparedness	85%	70%	69%	71%
Land use, planning, and zoning	71%	51%	54%	54%
City Code enforcement	71% C	59% C	40%	52%
Animal management	75%	71% C	59%	67%
Economic development	63%	62%	58%	61%
Parks maintenance	97%	85%	85%	85%
Libraries	99%	86%	88%	87%
Drinking water quality	88%	75%	92% B	82%
Recreation programs	94%	88%	87%	87%
Recreation facilities	85%	82%	86%	84%
Trails	89%	82%	85%	84%
Preservation of natural areas (open space, greenbelts)	86%	74%	82%	79%
Building permits/inspections	72%	58%	53%	57%
Utility billing/meter reading	73%	68%	66%	68%
Snow removal	80% B C	59%	58%	59%
Street repair	54%	42%	43%	44%
Street cleaning	67%	55%	52%	55%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	71%	75%	84%	79%
Overall quality of services provided by the City	84%	75%	78%	78%

Table 61: Question 5

	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Overall, would you say the City is headed in the right direction or the wrong direction? (Percent "right direction")	88%	87%	90%	88%

Table 62: Question 6

Please rate the following statements by circling the number that most clearly represents your opinion: (Percent "strongly" or "somewhat" agree)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
I receive good value for the City of Westminster taxes I pay	68%	68%	68%	68%
The Westminster government welcomes citizen involvement	72%	69%	68%	68%
City Council cares what people like me think	77% B	56%	59%	57%

Table 63: Question 9

To what degree, if at all, are the following a problem in Westminster? (Percent "major" or "moderate" problem)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Crime (vandalism, graffiti, drugs)	50%	51%	51%	52%
Too much growth	64%	62%	52%	58%
Lack of growth	18%	11%	7%	10%
Homelessness	38%	41%	34%	37%
Lack of availability of recreation facilities	17%	7%	9%	9%
Taxes are too high	62% B C	36%	29%	35%
Unavailability of convenient shopping	12%	13%	13%	13%
High cost of housing	76%	72%	62%	68%
Traffic safety on neighborhood streets	30%	32%	24%	28%
Traffic safety on major streets	37%	33%	35%	33%
Poor maintenance and condition of homes	41%	28%	24%	28%
Poor condition of properties (weeds, trash, junk vehicles)	35%	28%	25%	27%
Unavailability of trails or trail connections	13%	7%	12%	9%

Table 64: Question 11

If you used the City's website in the last 12 months, please rate the following aspects. (Percent "very good" or "good"; Asked only of those who reported using the City's website in the last 12 months.)	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
City's website (www.cityofwestminster.us)	61%	76%	82% A	76%
The Weekly (e-newsletter)	40%	36%	26%	32%
City Edition (print newspaper)	65% C	64% C	43%	57%
Municipal Channel 8	40% C	25% C	14%	22%
Parks, Recreation and Libraries Activity Guide	82%	86%	80%	81%
Westminster Government Facebook Account	42%	35%	33%	33%
Westminster Government Twitter Account	41% B C	23% C	13%	20%
Westminster Government Nextdoor Account	36%	33%	41%	35%
Westminster Government YouTube Channel	34% C	23% C	9%	17%
Spanish media (Telemundo, Univision, etc.)	31% B C	15%	8%	12%

Table 65: Question 15

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following. (Percent "essential" or "very important")	Household income			City overall
	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
	(A)	(B)	(C)	
Provide opportunities for residents to maintain or improve physical health	68%	68%	75%	71%
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	90%	80%	92% B	86%
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	78%	82%	86%	83%
Improve mass-transit options throughout Westminster	92%	77%	77%	76%
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	100%	93%	93%	94%
Maintain access to City Library facilities and services	83%	73%	74%	74%
Promote appreciation and preservation of the cultural and historical heritage of the community	66%	49%	48%	50%
Lead the development of cultural opportunities in Westminster	64%	49%	45%	49%
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	61%	59%	69%	62%
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	84%	72%	80%	76%
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	84%	74%	70%	72%
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	100%	96%	95%	96%
Provide for safe drinking water and sewer services	100%	97%	97%	97%
Provide opportunities for recycling such as City drop off centers	82%	77%	76%	77%
Ensure the City provides ample affordable/workforce housing	92% B C	71% C	60%	68%

COMPARISONS BY LENGTH OF RESIDENCY

Notable trends in responses by length of residency included the following:

- Although response patterns varied, residents living in the City for 20 or more years rated most of the community amenities higher than people living in the community for less time. Those living in the City for 5 to 9 years tended to be the least positive about community amenities, although most differences were not statistically significant.
- The overall quality of City services was rated the highest by residents living in the community 15 or more years.
- Residents living in Westminster less than four years were more likely to agree with the statement that the City is moving in the “right direction.”

Table 66: Question 1

Please rate each of the following aspects of quality of life in Westminster. (Percent "very good" or "good")	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Westminster as a place to live	92% B	79%	89%	89%	93% B	90%
The overall quality of your neighborhood	79%	77%	80%	90%	83%	81%
Westminster as a place to raise children	85%	71%	77%	82%	84%	82%
Quality of local public schools in Westminster	52%	48%	46%	51%	64%	55%
Westminster as a place to retire	50%	61%	52%	61%	65%	59%
Westminster as a place to work	61%	56%	59%	64%	57%	59%
Job opportunities in Westminster	38%	34%	18%	25%	36%	34%
Openness and acceptance of the community toward people of diverse backgrounds	72%	54%	69%	73%	69%	69%

Table 67: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent "strongly" or "somewhat" agree)	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Financially sustainable	85%	79%	98% A B	90%	93% B	88%
Vibrant, inclusive and engaged community	81%	75%	74%	84%	81%	80%
Beautiful parks/open spaces	98% B	90%	92%	98%	95%	95%
Visionary and progressive	87% B	55%	78% B	79% B	79% B	79%
Dynamic, diverse economy	82% B	54%	74%	80% B	78% B	76%
Safe and secure	81%	72%	83%	95% B	86%	83%
Environmentally sensitive	74%	74%	82%	84%	86% A	80%
Ease of mobility	75%	71%	75%	76%	81%	77%

Table 68: Question 3

Please rate how safe or unsafe you feel from the following: (Percent "very" or "somewhat" safe)	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Violent crimes (e.g., rape, robbery, assault)	82%	76%	68%	85%	79%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	58%	55%	55%	61%	65%	60%
Residential fires	88% B	70%	82%	86%	85% B	84%

Table 69: Question 4

For each of the following services provided by the City of Westminster, first please rate the quality of the service. (Percent "very good" or "good")	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Sewer services	77%	80%	77%	84%	79%	79%
Recycling drop off centers at City facilities	54%	73%	69%	71%	53%	60%
Police traffic enforcement	76% B	45%	62%	81% B	70% B	70%
Police protection	71%	68%	67%	76%	86% A B C	76%
Fire protection	90%	79%	83%	99% B C	95% B C	91%
Emergency medical/ambulance service	91%	81%	89%	97%	93%	91%
Municipal Court	70%	58%	76%	63%	70%	69%
Emergency preparedness	73%	57%	69%	69%	75%	71%
Land use, planning, and zoning	55%	39%	60%	52%	57%	54%
City Code enforcement	58%	46%	36%	62%	50%	52%
Animal management	69%	65%	68%	58%	68%	67%
Economic development	64%	51%	56%	55%	63%	61%
Parks maintenance	81%	86%	82%	90%	89%	85%
Libraries	81%	86%	93%	94%	90%	87%
Drinking water quality	73%	78%	85%	85%	92% A	82%
Recreation programs	88%	83%	89%	89%	87%	87%
Recreation facilities	77%	79%	94% A	86%	89% A	84%
Trails	79%	83%	87%	96% A	86%	84%
Preservation of natural areas (open space, greenbelts)	74%	79%	72%	88%	84%	79%
Building permits/inspections	52%	58%	50%	61%	61%	57%
Utility billing/meter reading	70%	63%	65%	65%	68%	68%
Snow removal	59%	52%	59%	70%	59%	59%
Street repair	44%	52%	34%	38%	46%	44%
Street cleaning	56%	67%	54%	47%	53%	55%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	82%	74%	79%	74%	80%	79%
Overall quality of services provided by the City	75%	66%	68%	91% B C	86% B C	78%

Table 70: Question 5

	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Overall, would you say the City is headed in the right direction or the wrong direction? Percent "right direction")	93% B	79%	89%	87%	86%	88%

Table 71: Question 6

Please rate the following statements by circling the number that most clearly represents your opinion: (Percent "strongly" or "somewhat" agree)	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
I receive good value for the City of Westminster taxes I pay	65%	70%	79%	65%	69%	68%
The Westminster government welcomes citizen involvement	64%	67%	79%	71%	65%	68%
City Council cares what people like me think	59%	60%	63%	53%	52%	57%

Table 72: Question 9

To what degree, if at all, are the following a problem in Westminster? (Percent "major" or "moderate" problem)	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Crime (vandalism, graffiti, drugs)	49%	53%	53%	45%	59%	52%
Too much growth	49%	66%	59%	60%	67% A	58%
Lack of growth	5%	21% A E	11%	15%	6%	10%
Homelessness	25%	35%	45%	39%	52% A	37%
Lack of availability of recreation facilities	6%	16%	14%	3%	9%	9%
Taxes are too high	28%	38%	39%	43%	39%	35%
Unavailability of convenient shopping	12%	16%	13%	14%	14%	13%
High cost of housing	69%	66%	58%	67%	74%	68%
Traffic safety on neighborhood streets	20%	32%	39% A	25%	34% A	28%
Traffic safety on major streets	26%	35%	47% A	26%	40%	33%
Poor maintenance and condition of homes	19%	45% A D	34%	14%	31%	28%
Poor condition of properties (weeds, trash, junk vehicles)	18%	35% A	35%	19%	32% A	27%
Unavailability of trails or trail connections	4%	17% A	13%	10%	10%	9%

Table 73: Question 11

If you used the City's website in the last 12 months, please rate the following aspects. (Percent "very good" or "good"; Asked only of those who reported using the City's website in the last 12 months.)	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
City's website (www.cityofwestminster.us)	74%	74%	83%	84%	73%	76%
The Weekly (e-newsletter)	30%	30%	36%	36%	30%	32%
City Edition (print newspaper)	47%	45%	46%	61%	75%	57%
Municipal Channel 8	25%	11%	25%	29%	A B C	22%
Parks, Recreation and Libraries Activity Guide	76%	84%	85%	84%	83%	81%
Westminster Government Facebook Account	41% B E	22%	42% E	47% B E	21%	33%
Westminster Government Twitter Account	25% E	11%	24% E	37% B E	8%	20%
Westminster Government Nextdoor Account	34%	37%	61% A B D E	30%	27%	35%
Westminster Government YouTube Channel	22% B E	7%	18%	32% B E	10%	17%
Spanish media (Telemundo, Univision, etc.)	15% E	9%	20% E	18% E	3%	12%

Table 74: Question 15

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following. (Percent "essential" or "very important")	Length of residency					City overall
	0-4 years	5-9 years	10-14 years	15-19 years	20 or more years	
	(A)	(B)	(C)	(D)	(E)	
Provide opportunities for residents to maintain or improve physical health	73%	69%	84%	68%	66%	71%
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	84%	85%	86%	92%	85%	86%
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	84%	80%	83%	80%	84%	83%
Improve mass-transit options throughout Westminster	76%	75%	78%	79%	76%	76%
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	93%	93%	95%	96%	95%	94%
Maintain access to City Library facilities and services	67%	76%	78%	91% A	76%	74%
Promote appreciation and preservation of the cultural and historical heritage of the community	46%	37%	41%	71% A B C	58% B	50%
Lead the development of cultural opportunities in Westminster	48%	39%	48%	62%	48%	49%
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	60%	58%	74%	65%	59%	62%
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	71%	67%	88% A B	85%	78%	76%
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	60%	70%	83% A	78%	82% A	72%
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	95%	97%	97%	100%	96%	96%
Provide for safe drinking water and sewer services	95%	99%	100%	100%	97%	97%
Provide opportunities for recycling such as City drop off centers	79%	73%	76%	82%	75%	77%
Ensure the City provides ample affordable/workforce housing	70%	55%	67%	72%	69%	68%

APPENDIX D: COMPARISONS OF SELECT QUESTIONS BY SCHOOL DISTRICT

Notable trends in responses by school district included the following:

- Residents in the Westminster School District gave less positive ratings to the City as a place to live, their neighborhood, the City as a place to raise kids, and their local schools.
- Jefferson County residents tended to give lower ratings to government services than residents in the other school districts, although the differences were only statistically significant for services related to public safety.
- When given the list of community issues such as traffic safety and code enforcement, Westminster School District residents reported the severity of many of these problems as greater than their counterparts.
- Satisfaction with the City’s website and its social media outlets was strongest for residents in the Westminster School District.
- Adams 12 residents rated economic development more important and cultural and historic preservation as less important than other Westminster residents.

Table 75: Question 1

Please rate each of the following aspects of quality of life in Westminster. (Percent "very good" or "good")	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Westminster as a place to live	93% C	92% C	84%	90%
The overall quality of your neighborhood	84% C	91% C	67%	81%
Westminster as a place to raise children	87% C	91% C	64%	82%
Quality of local public schools in Westminster	60% C	74% C	31%	55%
Westminster as a place to retire	58%	60%	60%	59%
Westminster as a place to work	60%	63%	55%	59%
Job opportunities in Westminster	37%	33%	31%	34%
Openness and acceptance of the community toward people of diverse backgrounds	65%	69%	73%	69%

Table 76: Question 2

To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster? (Percent "strongly" or "somewhat" agree)	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Financially sustainable	89%	92% C	84%	88%
Vibrant, inclusive and engaged community	82%	82%	74%	80%
Beautiful parks/open spaces	95%	98%	93%	95%
Visionary and progressive	78%	80%	79%	79%
Dynamic, diverse economy	77%	78%	73%	76%
Safe and secure	86%	83%	80%	83%
Environmentally sensitive	80%	82%	78%	80%
Ease of mobility	72%	80%	80%	77%

Table 77: Question 3

Please rate how safe or unsafe you feel from the following: (Percent "very" or "somewhat" safe)	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Violent crimes (e.g., rape, robbery, assault)	81%	84% C	73%	80%
Property crimes (e.g., burglary, theft, vandalism, auto theft)	66% C	57%	54%	60%
Residential fires	84%	87%	82%	84%

Table 78: Question 4

For each of the following services provided by the City of Westminster, first please rate the quality of the service. (Percent "very good" or "good")	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Sewer services	76%	82%	79%	79%
Recycling drop off centers at City facilities	56%	56%	70%	60%
Police traffic enforcement	66%	74%	70%	70%
Police protection	72%	83% A	73%	76%
Fire protection	84%	97% A	93% A	91%
Emergency medical/ambulance service	84%	96% A	96% A	91%
Municipal Court	62%	71%	75%	69%
Emergency preparedness	61%	81% A	76% A	71%
Land use, planning, and zoning	52%	64% C	48%	54%
City Code enforcement	44%	56%	59% A	52%
Animal management	58%	70%	77% A	67%
Economic development	57%	69%	57%	61%
Parks maintenance	85%	88%	83%	85%
Libraries	85%	89%	88%	87%
Drinking water quality	80%	85%	82%	82%
Recreation programs	84%	89%	90%	87%
Recreation facilities	85%	85%	83%	84%
Trails	84%	85%	84%	84%
Preservation of natural areas (open space, greenbelts)	74%	85% A	77%	79%
Building permits/inspections	57%	53%	62%	57%
Utility billing/meter reading	65%	71%	68%	68%
Snow removal	56%	60%	64%	59%
Street repair	41%	52%	40%	44%
Street cleaning	56%	53%	57%	55%
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	75%	84%	80%	79%
Overall quality of services provided by the City	77%	81%	77%	78%

Table 79: Question 5

	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Overall, would you say the City is headed in the right direction or the wrong direction? (Percent "right direction")	88%	91%	85%	88%

Table 80: Question 6

Please rate the following statements by circling the number that most clearly represents your opinion: (Percent "strongly" or "somewhat" agree)	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
I receive good value for the City of Westminster taxes I pay	66%	72%	68%	68%
The Westminster government welcomes citizen involvement	65%	60%	80%	68%
City Council cares what people like me think	54%	57%	A B 63%	57%

Table 81: Question 9

To what degree, if at all, are the following a problem in Westminster? (Percent "major" or "moderate" problem)	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Crime (vandalism, graffiti, drugs)	44%	58% A	57% A	52%
Too much growth	49%	67% A	61%	58%
Lack of growth	12% B	4%	13% B	10%
Homelessness	28%	39%	48% A	37%
Lack of availability of recreation facilities	7%	9%	12%	9%
Taxes are too high	36%	34%	34%	35%
Unavailability of convenient shopping	15%	10%	16%	13%
High cost of housing	66%	73%	68%	68%
Traffic safety on neighborhood streets	24%	24%	38% A B	28%
Traffic safety on major streets	32%	31%	37%	33%
Poor maintenance and condition of homes	23%	21%	42% A B	28%
Poor condition of properties (weeds, trash, junk vehicles)	23%	18%	43% A B	27%
Unavailability of trails or trail connections	11%	6%	11%	9%

Table 82: Question 11

If you used the City's website in the last 12 months, please rate the following aspects. (Percent "very good" or "good"; Asked only of those who reported using the City's website in the last 12 months.)	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
City's website (www.cityofwestminster.us)	73%	74%	82%	76%
The Weekly (e-newsletter)	29%	23%	45% A B	32%
City Edition (print newspaper)	54%	51%	67% A B	57%
Municipal Channel 8	19%	17%	31% A B	22%
Parks, Recreation and Libraries Activity Guide	78%	79%	88% A	81%
Westminster Government Facebook Account	36%	29%	34%	33%
Westminster Government Twitter Account	15%	12%	34% A B	20%
Westminster Government Nextdoor Account	36%	33%	37%	35%
Westminster Government YouTube Channel	11%	11%	33% A B	17%
Spanish media (Telemundo, Univision, etc.)	9%	4%	25% A B	12%

Table 83: Question 15

Please indicate how important, if at all, you think it is that the City of Westminster does each of the following. (Percent "essential" or "very important")	School District			City overall
	Jefferson County	Adams 12	Westminster	
	(A)	(B)	(C)	
Provide opportunities for residents to maintain or improve physical health	71%	71%	70%	71%
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails, and open space	89%	82%	86%	86%
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	83%	84%	82%	83%
Improve mass-transit options throughout Westminster	82% B	72%	73%	76%
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	96%	95%	91%	94%
Maintain access to City Library facilities and services	76%	70%	76%	74%
Promote appreciation and preservation of the cultural and historical heritage of the community	54% B	42%	54%	50%
Lead the development of cultural opportunities in Westminster	52%	45%	48%	49%
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	57%	65%	64%	62%
Maintain economic development activities in the City including supporting the business community, attracting new businesses, and developing job opportunities	70%	83% A	77%	76%
Set and enforce land use, planning, and zoning policies and provide building permits and inspections	67%	75%	77%	72%
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement, and emergency preparedness	98%	95%	95%	96%
Provide for safe drinking water and sewer services	99%	98%	95%	97%
Provide opportunities for recycling such as City drop off centers	80%	72%	79%	77%
Ensure the City provides ample affordable/workforce housing	71%	62%	71%	68%

APPENDIX E: COMPARISONS OF SELECT QUESTIONS BY SCHOOL DISTRICT OVER TIME

The tables on the following pages show responses to select questions compared by the school district of respondents.

Table 84: Overall Quality of Life Compared by School District Compared by Year

Please rate the following aspects of quality of life in Westminster: Overall quality of life in Westminster. (Percent "very good" or "good")	Jefferson County	Adams 12	Westminster	City as a Whole
	(A)	(B)	(C)	
2018	88% C	92% C	79%	87%
2016	90% C	86%	80%	86%
2014	90%	88%	84%	87%
2012	89% C	93% C	80%	88%
2010	88% C	90% C	82%	87%
2008	93% C	91% C	82%	89%
2006	95% C	97% C	85%	93%
2004	96% C	95% C	86%	93%
2002	92%	93%	89%	91%
2000	92%	92%	88%	90%
1998	94% C	92% C	85%	90%
1996	91% C	92% C	84%	89%
1992	93% C	91% C	84%	89%

Table 85: Overall Quality of Neighborhood Compared by School District Compared by Year

Please rate the following aspects of quality of life in Westminster: Overall quality of your neighborhood.(Percent "very good" or "good")	Jefferson County	Adams 12	Westminster	City as a Whole
	(A)	(B)	(C)	
2018	84% C	91% C	67%	81%
2016	79% C	83% C	61%	75%
2014	82% C	86% C	68%	79%
2012	79% C	94% A C	62%	79%
2010	84% C	90% C	62%	80%
2008	80% C	82% C	59%	75%
2006	81% C	89% A C	53%	76%
2004	83% C	88% C	68%	80%
2002	75%	86% A C	69%	76%
2000	83% C	91% A C	70%	80%
1998	87% C	91% C	64%	80%
1996	86% C	90% C	65%	80%
1992	82% C	89% C	65%	77%

Table 86: Overall Quality of City Services Compared by School District Compared by Year

Overall, how would you rate the quality of the services provided by the City of Westminster? (Percent "very good" or "good")	Jefferson County	Adams 12	Westminster	City as a Whole
	(A)	(B)	(C)	
2018	77%	81%	77%	78%
2016	76%	80%	75%	77%
2014	86%	83%	85%	85%
2012	83%	85%	81%	83%
2010	86% C	86% C	78%	84%
2008	85% C	81%	73%	81%

Table 87: City Headed in Right Direction Compared by School District Compared by Year

Overall, would you say the City is headed in the right direction or the wrong direction? (Percent "right direction")	Jefferson County	Adams 12	Westminster	City as a Whole
	(A)	(B)	(C)	
2018	88%	91%	85%	88%
2016	90%	93%	92%	92%
2014	94%	95%	89%	93%
2012	89%	92%	86%	89%
2010	92%	93%	88%	91%
2008	90%	95% C	83%	90%
2006	86%	88%	82%	86%
2004	92%	95%	93%	93%
2002	90%	89%	90%	90%

Table 88: Overall Impression of City Employee Compared by School District Compared by Year

What was your impression of the Westminster City employee in your most recent contact? (Percent "very good" or "good")	Jefferson County	Adams 12	Westminster	City as a Whole
	(A)	(B)	(C)	
2018	75%	84%	80%	79%
2016	78%	83%	81%	81%
2014	84%	79%	75%	79%
2012	79%	81%	75%	78%
2010	81%	85%	75%	81%
2008	80%	73%	70%	75%
2006	83%	82%	75%	80%
2004	81%	82%	79%	81%
2002	78%	83%	78%	79%
2000	79%	80%	74%	78%
1998	76%	82%	76%	77%
1996	77%	77%	78%	77%
1992	82%	81%	79%	81%

APPENDIX F: BENCHMARK COMPARISONS

UNDERSTANDING THE BENCHMARK COMPARISONS

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

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

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

COMPARISON DATA

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

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all communities in the database or to a subset. Despite the differences in characteristics across communities, all are in the business of providing services to residents. Though individual community circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective residents conclude the services are of the highest quality. High ratings in any community, like SAT scores in any teen household, bring pride and a sense of accomplishment.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from more than 600 communities whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The City of Westminster chose to have comparisons made to the entire database as well as to communities in the Front Range.

¹ Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.

² Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341.

PUTTING EVALUATIONS ONTO THE 100-POINT SCALE

Although responses to many of the evaluative questions were made on a five-point scale with 1 representing the best rating and 5 the worst, the benchmarks are calculated on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The margin of error around an average score on the 100-point scale is no greater than plus or minus three points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “very good”=100, “good”=75, “neither good nor bad”=50, “bad”=25, and “very bad”=0. If everyone reported “very good,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “very bad” rating, the result would be 0 on the 100-point scale. If half the respondents gave a score of “very good” and half gave a score of “very bad,” the average would be 50, in the middle of the scale (like the center post of a teeter totter) or “neither good nor bad.” An example of how to convert survey frequencies into an average rating appears below.

Table 89: Example of Converting Responses to the 100-point Scale

How do you rate the community as a place to live?						
Response option	Total with “don’t know”	Step1: Remove “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply % by scale value	Step 4: Sum to calculate average rating
Very good	15%	= $15 \div (100-2) =$	15.3%	100	= $15.3\% \times 100 =$	15.3
Good	53%	= $53 \div (100-2) =$	54.1%	75	= $54.1\% \times 75 =$	40.6
Neither good nor bad	26%	= $26 \div (100-2) =$	26.5%	50	= $26.5\% \times 50 =$	13.3
Bad	3%	= $3 \div (100-2) =$	3.1%	25	= $3.1\% \times 25 =$	0.8
Very bad	0%	= $0 \div (100-2) =$	0%	0	= $0\% \times 0 =$	0
Don’t know	2%		--			
Total	100%		100%			70

INTERPRETING THE RESULTS

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

Where comparisons for quality ratings were available, the City of Westminster’s results were noted as being “higher” the benchmark, “lower” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much lower” or “much higher”). These labels come from a statistical comparison of Westminster’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (three points or less on the 100-point scale); “higher” or “lower” if the difference between Westminster’s rating and the benchmark is greater than the margin of error (greater than three points but six points or less); and “much higher” or “much lower” if the difference between Westminster’s rating and the benchmark is more than twice the margin of error (greater than six points).

Comparisons are provided at the national level and to other communities in Colorado’s Front Range.

NATIONAL BENCHMARKS

Table 90: Visionary Leadership, Effective Governance and Proactive Regional Collaboration Benchmarks

	Westminster’s average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Overall image or reputation of Westminster	72	214	351	Similar

Table 91: Vibrant, Inclusive, and Engaged Community Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Westminster as a place to live	80	275	394	Lower
The overall quality of your neighborhood	76	2	5	Higher
Westminster as a place to retire	66	245	360	Lower
Openness and acceptance of the community toward people of diverse backgrounds	70	104	295	Similar
The overall quality of life in Westminster	77	289	458	Similar
Libraries	80	258	345	Lower
The Westminster government welcomes citizen involvement	71	158	319	Similar

Table 92: Beautiful, Desirable, Safe, and Environmentally Responsible City Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Westminster as a place to raise children	76	264	386	Lower
Quality of local public schools in Westminster	63	220	272	Much lower
Safety from violent crimes (e.g., rape, robbery, assault)	76	34	49	Similar
Safety from property crimes (e.g., burglary, theft, vandalism, auto theft)	61	39	49	Lower
Recycling drop off centers at City facilities	66	332	365	Much lower
Police traffic enforcement	71	145	376	Similar
Police protection	74	356	462	Lower
Fire protection	82	324	388	Much lower
Emergency medical/ambulance service	82	291	356	Much lower
Municipal Court	70	21	48	Similar
Emergency preparedness	71	121	279	Similar
City Code enforcement	63	153	391	Higher
Animal management	67	188	344	Similar
Parks maintenance	78	23	49	Similar
Drinking water quality	78	4	10	Similar
Recreation programs	80	94	328	Much higher
Recreation facilities	80	67	276	Much higher
Trails	81	8	15	Similar
Preservation of natural areas (open space, greenbelts)	77	40	257	Much higher
Building permits/inspections	67	2	13	Much higher

Table 93: Dynamic, Diverse Economy Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Westminster as a place to work	68	197	361	Similar
Job opportunities in Westminster	56	136	314	Higher
Land use, planning, and zoning	62	113	307	Higher
Economic development	67	107	287	Higher

Table 94: Ease of Mobility Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Snow removal	64	209	297	Lower
Street repair	55	248	399	Similar
Street cleaning	63	227	325	Lower

Table 95: Financially Sustainable Government Providing Excellence in City Services Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to national benchmark
Sewer services	76	188	329	Similar
Utility billing/meter reading	70	130	208	Similar
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	75	220	380	Similar
Overall quality of services provided by the City	74	239	436	Similar
I receive good value for the City of Westminster taxes I pay	70	123	404	Higher

COMMUNITIES INCLUDED IN THE NATIONAL COMPARISON

The communities included in the national comparisons are listed below, along with the 2010 Census population.

Adams County, CO 441,603	Bartonville town, TX.....1,469	Buffalo Grove village, IL 41,496
Airway Heights city, WA 6,114	Battle Creek city, MI.....52,347	Burien city, WA..... 33,313
Albany city, OR 50,158	Bay City city, MI34,932	Burleson city, TX 36,690
Albemarle County, VA 98,970	Bay Village city, OH15,651	Burlingame city, CA..... 28,806
Albert Lea city, MN 18,016	Baytown city, TX71,802	Cabarrus County, NC 178,011
Alexandria city, VA 139,966	Bedford city, TX46,979	Cambridge city, MA 105,162
Algonquin village, IL 30,046	Bedford town, MA13,320	Cannon Beach city, OR 1,690
Aliso Viejo city, CA 47,823	Bellevue city, WA.....122,363	Cañon City city, CO 16,400
Altoona city, IA 14,541	Bellingham city, WA.....80,885	Canton city, SD 3,057
American Canyon city, CA ... 19,454	Benbrook city, TX21,234	Cape Coral city, FL..... 154,305
Ames city, IA 58,965	Bend city, OR.....76,639	Cape Girardeau city, MO..... 37,941
Andover CDP, MA 8,762	Bethlehem township, PA.....23,730	Carlisle borough, PA 18,682
Ankeny city, IA 45,582	Bettendorf city, IA33,217	Carlsbad city, CA..... 105,328
Ann Arbor city, MI..... 113,934	Billings city, MT 104,170	Carroll city, IA 10,103
Annapolis city, MD..... 38,394	Blaine city, MN.....57,186	Cartersville city, GA..... 19,731
Apache Junction city, AZ..... 35,840	Bloomfield Hills city, MI3,869	Cary town, NC 135,234
Arapahoe County, CO 572,003	Bloomington city, IN.....80,405	Castine town, ME 1,366
Arkansas City city, AR..... 366	Bloomington city, MN82,893	Castle Pines North city, CO.. 10,360
Arlington city, TX 365,438	Blue Springs city, MO52,575	Castle Rock town, CO 48,231
Arvada city, CO 106,433	Boise City city, ID.....205,671	Cedar Hill city, TX..... 45,028
Asheville city, NC 83,393	Bonner Springs city, KS.....7,314	Cedar Rapids city, IA..... 126,326
Ashland city, OR 20,078	Boone County, KY118,811	Celina city, TX 6,028
Ashland town, MA 16,593	Boulder city, CO.....97,385	Centennial city, CO 100,377
Ashland town, VA 7,225	Bowling Green city, KY58,067	Chandler city, AZ..... 236,123
Aspen city, CO 6,658	Bozeman city, MT37,280	Chandler city, TX..... 2,734
Athens-Clarke County unified government (balance), 115,452	Brentwood city, MO8,055	Chanhassen city, MN 22,952
Auburn city, AL..... 53,380	Brentwood city, TN37,060	Chapel Hill town, NC 57,233
Augusta CCD, GA 134,777	Brighton city, CO.....33,352	Chardon city, OH..... 5,148
Aurora city, CO..... 325,078	Brighton city, MI 7,444	Charles County, MD 146,551
Austin city, TX 790,390	Bristol city, TN.....26,702	Charlotte city, NC 731,424
Avon town, CO 6,447	Broken Arrow city, OK.....98,850	Charlotte County, FL 159,978
Avon town, IN..... 12,446	Brookfield city, WI37,920	Charlottesville city, VA..... 43,475
Avondale city, AZ 76,238	Brookline CDP, MA.....58,732	Chattanooga city, TN..... 167,674
Azusa city, CA 46,361	Brooklyn Center city, MN30,104	Chautauqua town, NY 4,464
Bainbridge Island city, WA ... 23,025	Brooklyn city, OH11,169	Chesterfield County, VA 316,236
Baltimore city, MD 620,961	Broomfield city, CO.....55,889	Citrus Heights city, CA 83,301
	Brownsburg town, IN.....21,285	Clackamas County, OR 375,992

Clarendon Hills village, IL.....	8,427	Edgerton city, KS.....	1,671	Harrisburg city, SD.....	4,089
Clayton city, MO.....	15,939	Edgewater city, CO.....	5,170	Harrisonburg city, VA.....	48,914
Clearwater city, FL.....	107,685	Edina city, MN.....	47,941	Harrisonville city, MO.....	10,019
Cleveland Heights city, OH..	46,121	Edmond city, OK.....	81,405	Hastings city, MN.....	22,172
Clinton city, SC.....	8,490	Edmonds city, WA.....	39,709	Hayward city, CA.....	144,186
Clive city, IA.....	15,447	El Cerrito city, CA.....	23,549	Henderson city, NV.....	257,729
Clovis city, CA.....	95,631	El Dorado County, CA.....	181,058	Herndon town, VA.....	23,292
College Park city, MD.....	30,413	El Paso de Robles (Paso Robles) city, CA.....	29,793	High Point city, NC.....	104,371
College Station city, TX.....	93,857	Elk Grove city, CA.....	153,015	Highland Park city, IL.....	29,763
Columbia city, MO.....	108,500	Elko New Market city, MN.....	4,110	Highlands Ranch CDP, CO..	96,713
Columbia city, SC.....	129,272	Elmhurst city, IL.....	44,121	Holland city, MI.....	33,051
Columbia Falls city, MT.....	4,688	Encinitas city, CA.....	59,518	Homer Glen village, IL.....	24,220
Commerce City city, CO.....	45,913	Englewood city, CO.....	30,255	Honolulu County, HI.....	953,207
Concord city, CA.....	122,067	Erie town, CO.....	18,135	Hooksett town, NH.....	13,451
Concord town, MA.....	17,668	Escambia County, FL.....	297,619	Hopkins city, MN.....	17,591
Conshohocken borough, PA..	7,833	Estes Park town, CO.....	5,858	Hopkinton town, MA.....	14,925
Coon Rapids city, MN.....	61,476	Euclid city, OH.....	48,920	Hoquiam city, WA.....	8,726
Copperas Cove city, TX.....	32,032	Fairview town, TX.....	7,248	Horry County, SC.....	269,291
Coral Springs city, FL.....	121,096	Farmersville city, TX.....	3,301	Howard village, WI.....	17,399
Coronado city, CA.....	18,912	Farmington Hills city, MI.....	79,740	Hudson city, OH.....	22,262
Corvallis city, OR.....	54,462	Fayetteville city, NC.....	200,564	Hudson town, CO.....	2,356
Cottonwood Heights city, UT	33,433	Fernandina Beach city, FL....	11,487	Huntley village, IL.....	24,291
Creve Coeur city, MO.....	17,833	Fishers town, IN.....	76,794	Hurst city, TX.....	37,337
Cross Roads town, TX.....	1,563	Flagstaff city, AZ.....	65,870	Hutchinson city, MN.....	14,178
Dacono city, CO.....	4,152	Flower Mound town, TX.....	64,669	Hutto city, TX.....	14,698
Dade City city, FL.....	6,437	Forest Grove city, OR.....	21,083	Independence city, MO.....	116,830
Dakota County, MN.....	398,552	Fort Collins city, CO.....	143,986	Indianola city, IA.....	14,782
Dallas city, OR.....	14,583	Fort Lauderdale city, FL.....	165,521	Indio city, CA.....	76,036
Dallas city, TX.....	1,197,816	Fort Smith city, AR.....	86,209	Iowa City city, IA.....	67,862
Danville city, KY.....	16,218	Franklin city, TN.....	62,487	Irving city, TX.....	216,290
Dardenne Prairie city, MO....	11,494	Fremont city, CA.....	214,089	Issaquah city, WA.....	30,434
Darien city, IL.....	22,086	Friendswood city, TX.....	35,805	Jackson County, MI.....	160,248
Davenport city, FL.....	2,888	Fruita city, CO.....	12,646	James City County, VA.....	67,009
Davenport city, IA.....	99,685	Gahanna city, OH.....	33,248	Jefferson County, NY.....	116,229
Davidson town, NC.....	10,944	Gaithersburg city, MD.....	59,933	Jefferson Parish, LA.....	432,552
Dayton city, OH.....	141,527	Galveston city, TX.....	47,743	Johnson City city, TN.....	63,152
Dayton town, WY.....	757	Gardner city, KS.....	19,123	Johnston city, IA.....	17,278
Decatur city, GA.....	19,335	Georgetown city, TX.....	47,400	Jupiter town, FL.....	55,156
Del Mar city, CA.....	4,161	Georgetown city, TN.....	38,844	Kalamazoo city, MI.....	74,262
DeLand city, FL.....	27,031	Gilbert town, AZ.....	208,453	Kansas City city, KS.....	145,786
Delaware city, OH.....	34,753	Gillette city, WY.....	29,087	Kansas City city, MO.....	459,787
Delray Beach city, FL.....	60,522	Glen Ellyn village, IL.....	27,450	Keizer city, OR.....	36,478
Denison city, TX.....	22,682	Glendora city, CA.....	50,073	Kenmore city, WA.....	20,460
Denton city, TX.....	113,383	Glenview village, IL.....	44,692	Kennedale city, TX.....	6,763
Denver city, CO.....	600,158	Globe city, AZ.....	7,532	Kennett Square borough, PA..	6,072
Derby city, KS.....	22,158	Golden city, CO.....	18,867	Kent city, WA.....	92,411
Des Moines city, IA.....	203,433	Golden Valley city, MN.....	20,371	Kerrville city, TX.....	22,347
Des Peres city, MO.....	8,373	Goodyear city, AZ.....	65,275	Kettering city, OH.....	56,163
Destin city, FL.....	12,305	Grafton village, WI.....	11,459	Key West city, FL.....	24,649
Dothan city, AL.....	65,496	Grand Blanc city, MI.....	8,276	King City city, CA.....	12,874
Douglas County, CO.....	285,465	Grants Pass city, OR.....	34,533	King County, WA.....	1,931,249
Dover city, NH.....	29,987	Grass Valley city, CA.....	12,860	Kirkland city, WA.....	48,787
Dublin city, CA.....	46,036	Greeley city, CO.....	92,889	Kirkwood city, MO.....	27,540
Dublin city, OH.....	41,751	Greenville city, NC.....	84,554	Knoxville city, IA.....	7,313
Duluth city, MN.....	86,265	Greenwich town, CT.....	61,171	La Plata town, MD.....	8,753
Durham city, NC.....	228,330	Greenwood Village city, CO..	13,925	La Porte city, TX.....	33,800
Durham County, NC.....	267,587	Greer city, SC.....	25,515	La Vista city, NE.....	15,758
Dyer town, IN.....	16,390	Gunnison County, CO.....	15,324	Lafayette city, CO.....	24,453
Eagan city, MN.....	64,206	Hailey city, ID.....	7,960	Laguna Beach city, CA.....	22,723
Eagle Mountain city, UT.....	21,415	Haines Borough, AK.....	2,508	Laguna Niguel city, CA.....	62,979
Eagle town, CO.....	6,508	Haltom City city, TX.....	42,409	Lake Forest city, IL.....	19,375
East Grand Forks city, MN....	8,601	Hamilton city, OH.....	62,477	Lake in the Hills village, IL....	28,965
East Lansing city, MI.....	48,579	Hamilton town, MA.....	7,764	Lake Stevens city, WA.....	28,069
Eau Claire city, WI.....	65,883	Hanover County, VA.....	99,863	Lake Worth city, FL.....	34,910
Eden Prairie city, MN.....	60,797			Lake Zurich village, IL.....	19,631

Lakeville city, MN	55,954	Middleton city, WI	17,442	Ottawa County, MI.....	263,801
Lakewood city, CO	142,980	Midland city, MI.....	41,863	Paducah city, KY	25,024
Lakewood city, WA.....	58,163	Milford city, DE.....	9,559	Palm Beach Gardens city,	
Lane County, OR	351,715	Milton city, GA.....	32,661	FL	48,452
Lansing city, MI	114,297	Minneapolis city, MN.....	382,578	Palm Coast city, FL	75,180
Laramie city, WY	30,816	Missouri City city, TX	67,358	Palo Alto city, CA.....	64,403
Larimer County, CO	299,630	Modesto city, CA.....	201,165	Palos Verdes Estates city,	
Las Cruces city, NM	97,618	Monterey city, CA	27,810	CA.....	13,438
Las Vegas city, NM	13,753	Montgomery city, MN	2,956	Papillion city, NE	18,894
Las Vegas city, NV	583,756	Montgomery County, MD	971,777	Paradise Valley town, AZ	12,820
Lawrence city, KS.....	87,643	Monticello city, UT	1,972	Park City city, UT	7,558
Lawrenceville city, GA	28,546	Montrose city, CO	19,132	Parker town, CO	45,297
Lee's Summit city, MO	91,364	Monument town, CO	5,530	Parkland city, FL.....	23,962
Lehi city, UT	47,407	Mooreville town, NC	32,711	Pasco city, WA	59,781
Lenexa city, KS	48,190	Moraga town, CA	16,016	Pasco County, FL.....	464,697
Lewis County, NY.....	27,087	Morristown city, TN	29,137	Payette city, ID	7,433
Lewiston city, ID	31,894	Morrisville town, NC.....	18,576	Pearland city, TX	91,252
Lewisville city, TX.....	95,290	Morro Bay city, CA.....	10,234	Peoria city, AZ	154,065
Lewisville town, NC	12,639	Mountain Village town, CO	1,320	Peoria city, IL.....	115,007
Libertyville village, IL	20,315	Mountlake Terrace city, WA	19,909	Pflugerville city, TX.....	46,936
Lincoln city, NE	258,379	Murphy city, TX.....	17,708	Phoenix city, AZ	1,445,632
Lincolnwood village, IL	12,590	Naperville city, IL	141,853	Pinehurst village, NC.....	13,124
Lindsborg city, KS	3,458	Napoleon city, OH.....	8,749	Piqua city, OH	20,522
Little Chute village, WI.....	10,449	Needham CDP, MA	28,886	Pitkin County, CO.....	17,148
Littleton city, CO.....	41,737	Nevada City city, CA.....	3,068	Plano city, TX	259,841
Livermore city, CA	80,968	Nevada County, CA	98,764	Platte City city, MO.....	4,691
Lombard village, IL	43,165	New Braunfels city, TX.....	57,740	Pleasant Hill city, IA.....	8,785
Lone Tree city, CO	10,218	New Brighton city, MN	21,456	Pleasanton city, CA	70,285
Long Grove village, IL	8,043	New Hanover County, NC.....	202,667	Plymouth city, MN	70,576
Longmont city, CO.....	86,270	New Hope city, MN	20,339	Polk County, IA.....	430,640
Longview city, TX	80,455	New Orleans city, LA	343,829	Pompano Beach city, FL	99,845
Lonsdale city, MN.....	3,674	New Port Richey city, FL.....	14,911	Port Orange city, FL	56,048
Los Alamos County, NM.....	17,950	New Smyrna Beach city, FL.....	22,464	Port St. Lucie city, FL	164,603
Los Altos Hills town, CA	7,922	New Ulm city, MN	13,522	Portland city, OR	583,776
Louisville city, CO.....	18,376	Newberg city, OR.....	22,068	Post Falls city, ID.....	27,574
Lower Merion township, PA	57,825	Newport city, RI	24,672	Powell city, OH	11,500
Lynchburg city, VA	75,568	Newport News city, VA	180,719	Prince William County, VA.....	402,002
Lynnwood city, WA.....	35,836	Newton city, IA	15,254	Prior Lake city, MN	22,796
Macomb County, MI	840,978	Noblesville city, IN	51,969	Pueblo city, CO	106,595
Manassas city, VA.....	37,821	Nogales city, AZ	20,837	Purcellville town, VA.....	7,727
Manhattan Beach city, CA.....	35,135	Norcross city, GA.....	9,116	Queen Creek town, AZ	26,361
Manhattan city, KS	52,281	Norfolk city, VA	242,803	Raleigh city, NC.....	403,892
Mankato city, MN.....	39,309	North Mankato city, MN	13,394	Ramsey city, MN	23,668
Maple Grove city, MN.....	61,567	North Port city, FL.....	57,357	Raymond town, ME	4,436
Maplewood city, MN.....	38,018	North Richland Hills city, TX	63,343	Raymore city, MO.....	19,206
Maricopa County, AZ.....	3,817,117	North Yarmouth town, ME.....	3,565	Redmond city, OR	26,215
Marion city, IA	34,768	Novato city, CA	51,904	Redmond city, WA.....	54,144
Marshfield city, WI.....	19,118	Novi city, MI	55,224	Reno city, NV	225,221
Martinez city, CA	35,824	O'Fallon city, IL	28,281	Reston CDP, VA.....	58,404
Marysville city, WA	60,020	O'Fallon city, MO	79,329	Richland city, WA	48,058
Matthews town, NC	27,198	Oak Park village, IL.....	51,878	Richmond city, CA.....	103,701
McAllen city, TX	129,877	Oakland city, CA	390,724	Richmond Heights city, MO	8,603
McKinney city, TX	131,117	Oakley city, CA	35,432	Rio Rancho city, NM.....	87,521
McMinnville city, OR.....	32,187	Oklahoma City city, OK.....	579,999	River Falls city, WI.....	15,000
Menlo Park city, CA.....	32,026	Olathe city, KS	125,872	Riverside city, CA	303,871
Menomonee Falls village, WI.....	35,626	Old Town city, ME.....	7,840	Riverside city, MO	2,937
Mercer Island city, WA	22,699	Olmsted County, MN.....	144,248	Roanoke city, VA.....	97,032
Meridian charter township,		Olympia city, WA	46,478	Roanoke County, VA.....	92,376
MI.....	39,688	Orange village, OH	3,323	Rochester Hills city, MI	70,995
Meridian city, ID	75,092	Orland Park village, IL.....	56,767	Rock Hill city, SC	66,154
Merriam city, KS.....	11,003	Oshkosh city, WI.....	66,083	Rockville city, MD	61,209
Mesa city, AZ	439,041	Oshtemo charter township,		Roeland Park city, KS.....	6,731
Mesa County, CO.....	146,723	MI.....	21,705	Rogers city, MN.....	8,597
Miami Beach city, FL.....	87,779	Oswego village, IL	30,355	Rohnert Park city, CA	40,971
Miami city, FL.....	399,457	Otsego County, MI.....	24,164	Rolla city, MO	19,559

Roselle village, IL	22,763	Somerset town, MA.....	18,165	Urbandale city, IA	39,463
Rosemount city, MN	21,874	South Jordan city, UT	50,418	Vail town, CO	5,305
Rosenberg city, TX.....	30,618	South Lake Tahoe city, CA ...	21,403	Vancouver city, WA	161,791
Roseville city, MN.....	33,660	Southlake city, TX.....	26,575	Ventura CCD, CA	111,889
Round Rock city, TX.....	99,887	Spearsfish city, SD	10,494	Vernon Hills village, IL.....	25,113
Royal Oak city, MI	57,236	Spring Hill city, KS	5,437	Vestavia Hills city, AL	34,033
Saco city, ME	18,482	Springboro city, OH.....	17,409	Victoria city, MN	7,345
Sahuarita town, AZ.....	25,259	Springfield city, MO.....	159,498	Vienna town, VA.....	15,687
Salida city, CO	5,236	Springville city, UT	29,466	Virginia Beach city, VA	437,994
Sammamish city, WA	45,780	St. Augustine city, FL.....	12,975	Walnut Creek city, CA	64,173
San Anselmo town, CA	12,336	St. Charles city, IL.....	32,974	Washington County, MN.....	238,136
San Diego city, CA	1,307,402	St. Cloud city, FL	35,183	Washington town, NH.....	1,123
San Francisco city, CA	805,235	St. Cloud city, MN	65,842	Washoe County, NV	421,407
San Jose city, CA	945,942	St. Joseph city, MO.....	76,780	Washougal city, WA	14,095
San Juan County, NM	130,044	St. Joseph town, WI.....	3,842	Wauwatosa city, WI.....	46,396
San Marcos city, CA.....	83,781	St. Louis County, MN	200,226	Waverly city, IA.....	9,874
San Marcos city, TX	44,894	State College borough, PA ...	42,034	Weddington town, NC	9,459
San Rafael city, CA	57,713	Steamboat Springs city, CO..	12,088	Wentzville city, MO.....	29,070
Sanford city, FL	53,570	Sterling Heights city, MI	129,699	West Carrollton city, OH	13,143
Sangamon County, IL.....	197,465	Sugar Grove village, IL	8,997	West Chester borough, PA...	18,461
Santa Clarita city, CA	176,320	Sugar Land city, TX	78,817	West Des Moines city, IA.....	56,609
Santa Fe city, NM.....	67,947	Suisun City city, CA	28,111	Western Springs village, IL...	12,975
Santa Fe County, NM.....	144,170	Summit city, NJ.....	21,457	Westerville city, OH	36,120
Santa Monica city, CA	89,736	Summit County, UT.....	36,324	Westlake town, TX	992
Sarasota County, FL	379,448	Summit village, IL	11,054	Westminster city, CO.....	106,114
Savage city, MN	26,911	Sunnyvale city, CA.....	140,081	Weston town, MA	11,261
Schaumburg village, IL.....	74,227	Surprise city, AZ	117,517	White House city, TN.....	10,255
Schertz city, TX	31,465	Suwanee city, GA	15,355	Wichita city, KS	382,368
Scott County, MN	129,928	Tacoma city, WA.....	198,397	Williamsburg city, VA.....	14,068
Scottsdale city, AZ.....	217,385	Takoma Park city, MD.....	16,715	Willowbrook village, IL.....	8,540
Seaside city, CA	33,025	Tamarac city, FL	60,427	Wilmington city, NC	106,476
Sedona city, AZ.....	10,031	Temecula city, CA.....	100,097	Wilsonville city, OR.....	19,509
Sevierville city, TN.....	14,807	Tempe city, AZ.....	161,719	Windsor town, CO	18,644
Shakopee city, MN	37,076	Temple city, TX	66,102	Windsor town, CT	29,044
Sharonville city, OH.....	13,560	Texarkana city, TX.....	36,411	Winnetka village, IL	12,187
Shawnee city, KS	62,209	The Woodlands CDP, TX.....	93,847	Winter Garden city, FL.....	34,568
Shawnee city, OK.....	29,857	Thousand Oaks city, CA	126,683	Woodbury city, MN	61,961
Sherborn town, MA.....	4,119	Tigard city, OR.....	48,035	Woodinville city, WA.....	10,938
Shoreview city, MN.....	25,043	Tracy city, CA	82,922	Woodland city, CA.....	55,468
Shorewood village, IL	15,615	Trinidad CCD, CO.....	12,017	Wrentham town, MA.....	10,955
Shorewood village, WI.....	13,162	Tualatin city, OR	26,054	Wyandotte County, KS	157,505
Sierra Vista city, AZ.....	43,888	Tulsa city, OK	391,906	Yakima city, WA	91,067
Silverton city, OR	9,222	Twin Falls city, ID.....	44,125	York County, VA.....	65,464
Sioux Center city, IA.....	7,048	Tyler city, TX.....	96,900	Yorktown town, IN	9,405
Sioux Falls city, SD	153,888	Unalaska city, AK.....	4,376	Yorkville city, IL	16,921
Skokie village, IL	64,784	University Heights city, OH...	13,539	Yountville city, CA	2,933
Snellville city, GA	18,242	University Park city, TX.....	23,068		
Snoqualmie city, WA	10,670	Upper Arlington city, OH	33,771		

FRONT RANGE BENCHMARKS

Table 96: Visionary Leadership, Effective Governance and Proactive Regional Collaboration Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Overall image or reputation of Westminster	72	13	24	Similar

Table 97: Vibrant, Inclusive, and Engaged Community Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Westminster as a place to live	80	19	28	Much lower
The overall quality of your neighborhood	76	NA	NA	NA
Westminster as a place to retire	66	19	30	Lower
Openness and acceptance of the community toward people of diverse backgrounds	70	8	21	Similar
The overall quality of life in Westminster	77	23	32	Lower
Libraries	80	17	22	Lower
The Westminster government welcomes citizen involvement	71	13	26	Similar

Table 98: Beautiful, Desirable, Safe, and Environmentally Responsible City Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Westminster as a place to raise children	76	19	29	Much lower
Quality of local public schools in Westminster	63	11	18	Much lower
Safety from violent crimes (e.g., rape, robbery, assault)	76	6	7	Much lower
Safety from property crimes (e.g., burglary, theft, vandalism, auto theft)	61	6	7	Much lower
Recycling drop off centers at City facilities	66	13	17	Much lower
Police traffic enforcement	71	7	25	Higher
Police protection	74	21	29	Lower
Fire protection	82	18	20	Lower
Emergency medical/ambulance service	82	16	16	Much lower
Municipal Court	70	6	13	Similar
Emergency preparedness	71	5	19	Higher
City Code enforcement	63	11	24	Higher
Animal management	67	13	23	Similar
Parks maintenance	78	3	5	Lower
Drinking water quality	78	3	5	Similar
Recreation programs	80	10	21	Similar
Recreation facilities	80	8	18	Similar
Trails	81	5	5	Much lower
Preservation of natural areas (open space, greenbelts)	77	3	13	Much higher
Building permits/inspections	67	NA	NA	NA

Table 99: Dynamic, Diverse Economy Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Westminster as a place to work	68	15	29	Similar
Job opportunities in Westminster	56	11	24	Similar
Land use, planning, and zoning	62	6	17	Higher
Economic development	67	5	16	Much higher

Table 100: Ease of Mobility Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Snow removal	64	14	27	Similar
Street repair	55	19	27	Similar
Street cleaning	63	16	20	Lower

Table 101: Financially Sustainable Government Providing Excellence in City Services Benchmarks

	Westminster's average rating	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Sewer services	76	12	18	Similar
Utility billing/meter reading	70	8	11	Lower
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	75	15	28	Similar
Overall quality of services provided by the City	74	17	30	Similar
I receive good value for the City of Westminster taxes I pay	70	7	23	Higher

COMMUNITIES INCLUDED IN THE FRONT RANGE COMPARISON

The communities included in the Front Range comparisons are listed below, along with the 2010 Census population.

Adams County, CO	441,603	Golden city, CO.....	18,867
Arapahoe County, CO	572,003	Greeley city, CO.....	92,889
Arvada city, CO	106,433	Greenwood Village city, CO	13,925
Aurora city, CO.....	325,078	Highlands Ranch CDP, CO.....	96,713
Boulder city, CO	97,385	Lafayette city, CO.....	24,453
Brighton city, CO	33,352	Lakewood city, CO.....	142,980
Broomfield city, CO	55,889	Larimer County, CO	299,630
Castle Pines North city, CO.....	10,360	Littleton city, CO.....	41,737
Castle Rock town, CO	48,231	Lone Tree city, CO	10,218
Centennial city, CO	100,377	Longmont city, CO	86,270
Commerce City city, CO.....	45,913	Louisville city, CO.....	18,376
Dacono city, CO	4,152	Monument town, CO	5,530
Denver city, CO.....	600,158	Parker town, CO.....	45,297
Douglas County, CO	285,465	Pueblo city, CO	106,595
Edgewater city, CO	5,170	Summit city, NJ	21,457
Englewood city, CO.....	30,255	Westminster city, CO	106,114
Erie town, CO	18,135	Windsor town, CO	18,644
Fort Collins city, CO	143,986		

APPENDIX G: SURVEY METHODOLOGY

DEVELOPING THE QUESTIONNAIRE

General citizen surveys, such as this one, ask recipients for 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 2018 Westminster Resident Survey is the fourteenth iteration of the survey since it was first administered by National Research Center, Inc. (NRC) in 1992. To preserve trends over time, the 2016 survey served as the foundation for the 2018 resident survey instrument. Questions that asked about topics found to be less salient in 2018 were eliminated and a list of topics for new questions was generated. All questions were prioritized and an optimal composition of topics and questions were selected to be included on the final survey. Through this iterative process between City staff and NRC staff, a final five-page questionnaire was created. The City of Westminster funded this research. Please contact Theresa Booco of the City of Westminster at tbooco@CityofWestminster.us if you have any questions about the survey.

SELECTING SURVEY RECIPIENTS

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. A list of all households within the zip codes serving Westminster was purchased from Go-Dog Direct based on updated listings from the USPS.

A larger list than needed was pulled so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the study boundaries were eliminated from the potential mailing list.

A stratified, systematic sampling method was used with the remaining addresses to create a mailing list of 3,000 Westminster households, so that the number of surveys sent to each of the three school districts was roughly equal to the proportion of all households in each district (Jefferson County 39%, Adams 12 32% and Westminster 29%). 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 (asking the adult in the household who most recently had a birthday to complete the questionnaire). The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, a link to an online “opt-in” survey was publicized and posted to the City of Westminster website as well as the City’s social media sites. This opt-in survey was identical to the scientific survey and open to all Westminster residents. The data presented in this report exclude the opt-in survey data. The opt-in data can be found in the *Supplemental Online Survey Results* provided under separate cover.

SURVEY ADMINISTRATION AND RESPONSE

Each selected household was contacted three times beginning January 29, 2018. First, a prenotification announcement informing the household members that they had been selected to participate in the survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC. A reminder letter and survey, scheduled to arrive one week after the first survey was the final contact. The cover letters included a web link where respondents could complete the survey online if they preferred. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English (hard copy and online) and Spanish (online only). Both cover letters

contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online. Completed surveys were collected over the following five weeks. The online “opt-in” survey became available to all residents on February 23 and remained open for two weeks.

About 4% of the 3,000 surveys were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,890 households receiving a survey, 616 completed the survey, providing an overall response rate of 21%. Of the 616 completed surveys, 44 were completed online (four of which were completed in Spanish). Responses also were tracked by the three School Districts that serve the city; response rates by Council District ranged from 19% to 23%. The response rates were calculated using AAPOR’s response rate #2³ for mailed surveys of unnamed persons. Additionally, 899 residents completed the online opt-in survey and all were completed in English; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 40: Survey Response Rates by School District

	Jefferson County	Adams 12	Westminster	Overall
Total sample used	1,170	960	870	3,000
I=Complete Interviews	265	190	152	607
P=Partial Interviews	2	4	3	9
R=Refusal and break off	3	2	2	7
NC=Non Contact	0	0	0	0
O=Other	0	0	0	0
UH=Unknown household	0	0	0	0
UO=Unknown other	870	725	671	2,266
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	23%	21%	19%	21%

95% CONFIDENCE INTERVALS

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.⁴

The margin of error for the City of Westminster survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (616 completed surveys).

For each of the three school districts in Westminster (Jefferson County, Adams 12 or Westminster), the margin of error rises to approximately plus or minus 10% since the number of respondents were approximately 267 for Jefferson County, 194 for Adams 12 and 155 for Westminster. Comparisons by respondent demographics have margins of error ranging from plus or minus 5% for 450 respondents to as much as plus or minus 14% for approximately 50 respondents.

SURVEY PROCESSING (DATA ENTRY)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

³ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

⁴ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used SurveyGizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

WEIGHTING THE DATA

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and the 2014 American Community Survey (ACS) 5-year estimates for adults in the city. Survey results were weighted using the population norms and normative data for the school districts (provided by the City) to reflect the appropriate percent of those residents and geographic areas in the city. Other discrepancies between the whole population and the survey respondents were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit type (attached versus detached), ethnicity, race and school district. 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

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

The weighting process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the community 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 multi-family housing dwellers.

The results of the weighting scheme are presented in the table on the following page. No adjustments were made for design effects.

Table 102: 2018 Westminster Resident Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	35%	16%	34%
Own home	65%	84%	66%
Detached unit ²	63%	72%	63%
Attached unit ²	37%	28%	37%
Race and Ethnicity			
White	84%	87%	82%
Not White	16%	13%	18%
Hispanic	18%	12%	16%
Not Hispanic	82%	88%	84%
White alone, not Hispanic	74%	80%	74%
Hispanic and/or other race	26%	20%	26%
Sex and Age			
18-34 years of age	34%	13%	32%
35-54 years of age	39%	25%	38%
55+ years of age	27%	62%	30%
Female	51%	54%	52%
Male	49%	46%	48%
Females 18-34	17%	8%	17%
Females 35-54	20%	14%	19%
Females 55+	15%	31%	16%
Males 18-34	17%	5%	17%
Males 35-54	19%	11%	18%
Males 55+	12%	31%	13%
School District³			
Jefferson County	39%	43%	39%
Adams 12	32%	31%	32%
Westminster	29%	25%	29%

¹ Source: 2010 Census

² ACS 2014 5-year estimates

³ City of Westminster, December 2017

ANALYZING THE DATA

The electronic dataset was analyzed by NRC staff using IBM's Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and the "percent positive" (i.e., "very good" or "good," "strongly agree" or "somewhat agree," "very well" or "well," etc.) are presented in the body of the report. A complete set of frequencies for each survey question is presented in Appendix A: Complete Set of Survey Frequencies.

Also included are results by respondent characteristics and School District (*Appendix C: Comparisons of Select Questions by Respondent Characteristics* and *Appendix D: Comparisons of Select Questions by School District*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

APPENDIX H: SURVEY MATERIALS

The 2018 survey materials appears on the following pages.

Dear Westminster Resident,

Estimado Residente de Westminster,

It won't take much of your time to make a big difference!

¡No le tomará mucho tiempo para marcar una gran diferencia!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better city!

¡Gracias por ayudar a crear una ciudad mejor!

Sincerely,

Atentamente,



Herb Atchison

Mayor, on behalf of the City Council/Alcalde, en nombre del Consejo Municipal

Dear Westminster Resident,

Estimado Residente de Westminster,

It won't take much of your time to make a big difference!

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Atentamente,



Herb Atchison

Mayor, on behalf of the City Council/Alcalde, en nombre del Consejo Municipal



WESTMINSTER

**4800 West 92nd Avenue
Westminster, CO 80031**

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



WESTMINSTER

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Westminster, CO 80031**

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First Class Mail
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WESTMINSTER

Herb Atchison
Mayor

Maria De Cambra
Mayor Pro Tem

Shannon Bird
Councillor

David DeMott
Councillor

Emma Pinter
Councillor

Anita Seitz
Councillor

Kathryn Skulley
Councillor

Dear Westminster Resident:

Please help us shape the future of Westminster! You have been selected at random to participate in the 2018 Westminster Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Westminster make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.bit.ly/westminsterresident2018

If you have any questions about the survey please call 303-658-2166.

Thank you for your time and participation!

Sincerely,

Herb Atchison
Mayor, on behalf of the City Council

Estimado Residente de Westminster:

¡Por favor ayúdenos a moldear el futuro de Westminster! Usted ha sido seleccionado al azar para participar en la Encuesta de Residentes de Westminster del 2018.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta por medio de la red. Su participación es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Westminster tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.bit.ly/westminsterresident2018

Para la versión en español haga clic en "Haga clic aquí para español" en la parte superior de página.

Si tiene alguna pregunta sobre la encuesta por favor llame al 303-658-2137.

¡Gracias por su tiempo y participación!

Atentamente,

Herb Atchison
Alcalde, en nombre del Consejo Municipal



WESTMINSTER

Herb Atchison
Mayor

Maria De Cambra
Mayor Pro Tem

Shannon Bird
Councillor

David DeMott
Councillor

Emma Pinter
Councillor

Anita Seitz
Councillor

Kathryn Skulley
Councillor

Dear Westminster Resident:

Here's a second chance if you haven't already responded to the 2018 Westminster Resident Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Westminster! You have been selected at random to participate in the 2018 Westminster Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Westminster make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.bit.ly/westminsterresident2018

If you have any questions about the survey please call 303-658-2166.

Thank you for your time and participation!

Sincerely,

Herb Atchison
Mayor, on behalf of the City Council

Estimado Residente de Westminster:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Residentes de Westminster del 2018! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡Por favor ayúdenos a moldear el futuro de Westminster! Usted ha sido seleccionado al azar para participar en la Encuesta de Residentes de Westminster del 2018.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta por medio de la red. Su participación es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Westminster tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en español en:**

www.bit.ly/westminsterresident2018

Para la versión en español haga clic en "Haga clic aquí para español" en la parte superior de página.

Si tiene alguna pregunta sobre la encuesta por favor llame al 303-658-2137.

¡Gracias por su tiempo y participación!

Atentamente,

Herb Atchison
Alcalde, en nombre del Consejo Municipal



4800 West 92nd Avenue Westminster, CO 80031

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.

1. Please rate each of the following aspects of Westminster.

	<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>
Westminster as a place to live	1	2	3	4	5	6
The overall quality of your neighborhood	1	2	3	4	5	6
Westminster as a place to raise children.....	1	2	3	4	5	6
Quality of local public schools in Westminster	1	2	3	4	5	6
Westminster as a place to retire	1	2	3	4	5	6
Westminster as a place to work.....	1	2	3	4	5	6
Job opportunities in Westminster	1	2	3	4	5	6
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5	6
Openness and acceptance of City programs and services toward people of diverse backgrounds	1	2	3	4	5	6
Overall image or reputation of Westminster	1	2	3	4	5	6
The overall quality of life in Westminster.....	1	2	3	4	5	6

2. To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminster?

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>
Financially sustainable	1	2	3	4
Vibrant, inclusive and engaged community	1	2	3	4
Beautiful parks/open spaces	1	2	3	4
Visionary and progressive	1	2	3	4
Dynamic, diverse economy	1	2	3	4
Safe and secure.....	1	2	3	4
Environmentally sensitive	1	2	3	4
Ease of mobility	1	2	3	4

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

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>
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
Residential fires	1	2	3	4	5

4. 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
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
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
Municipal Court	1	2	3	4	5	6	1	2	3	4	5
Emergency preparedness	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
Preservation of natural areas (open space, greenbelts)	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
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
Overall customer service by Westminster employees (police, receptionists, planners, etc.)	1	2	3	4	5	6	1	2	3	4	5
Overall quality of services provided by the City	1	2	3	4	5	6	--	--	--	--	--

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

- Right direction
- Wrong direction
- Don't know

6. 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

7. How familiar, if at all, are you with each of the following emergency communications in Westminster?

	Very familiar	Somewhat familiar	Not at all familiar
Code Red (reverse 911)	1	2	3
EAS (Emergency Alerting System).....	1	2	3

8. Does your household currently have each of the following?

	Yes	No	Don't know
A family shelter-in-place plan	1	2	3
A family evacuation plan.....	1	2	3
An emergency preparedness kit.....	1	2	3

9. To what degree, if at all, are the following a problem in Westminster?

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know
Crime (vandalism, graffiti, drugs).....	1	2	3	4	5
Too much growth.....	1	2	3	4	5
Lack of growth	1	2	3	4	5
Homelessness	1	2	3	4	5
Lack of availability of recreation facilities.....	1	2	3	4	5
Taxes are too high.....	1	2	3	4	5
Unavailability of convenient shopping	1	2	3	4	5
High cost of housing	1	2	3	4	5
Traffic safety on neighborhood streets	1	2	3	4	5
Traffic safety on major streets	1	2	3	4	5
Poor maintenance and condition of homes	1	2	3	4	5
Poor condition of properties (weeds, trash, junk vehicles).....	1	2	3	4	5
Unavailability of trails or trail connections	1	2	3	4	5

10. 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.)

- | | | |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Denver Post (print version) | <input type="checkbox"/> Westminster Window | <input type="checkbox"/> Cable TV Channel 8 |
| <input type="checkbox"/> City’s website (www.cityofwestminster.us) | <input type="checkbox"/> City Edition (print newsletter) | <input type="checkbox"/> Television news |
| <input type="checkbox"/> Other online news sources | <input type="checkbox"/> The Weekly (e-newsletter) | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Social media (Facebook, Twitter, Nextdoor, etc.) | <input type="checkbox"/> Parks, Recreation and Libraries Activity Guide | <input type="checkbox"/> Your Hub |
| <input type="checkbox"/> Spanish media (Telemundo, Univision, etc.) | | |

11. Below is a list of resources the City of Westminster uses to put out information about City programs and services. For each potential source, please indicate if it is a major source, minor source or not a source of information for you about City programs and services.

	Major source	Minor source	Not a source
City’s website (www.cityofwestminster.us).....	1	2	3
The Weekly (e-newsletter)	1	2	3
City Edition (print newspaper)	1	2	3
Municipal Channel 8	1	2	3
Parks, Recreation and Libraries Activity Guide	1	2	3
Westminster Government Facebook Account.....	1	2	3
Westminster Government Twitter Account.....	1	2	3
Westminster Government Nextdoor Account.....	1	2	3
Westminster Government YouTube Channel.....	1	2	3
Spanish media (Telemundo, Univision, etc.)	1	2	3
<i>Other source (please specify) _____</i>			

12. Among the social media sites listed below, please mark the sites you have used within the last month.

- | | | | |
|------------------------------------|------------------------------------|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Nextdoor | <input type="checkbox"/> Reddit |
| <input type="checkbox"/> Yelp | <input type="checkbox"/> YouTube | <input type="checkbox"/> Snapchat | |

13. Have you used the City’s website (www.cityofwestminster.us) in the last 12 months?

- Yes → go to question 14
- No → go to question 15

14. If you used the City’s website 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

15. Please indicate how important, if at all, you think it is that the City of Westminster does each of the following.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Provide opportunities for residents to maintain or improve physical health.....	1	2	3	4	5
Provide access to parks and recreational opportunities including recreation programs and facilities, parks, trails and open space	1	2	3	4	5
Improve the walkability and bikeability of Westminster by providing sidewalks, pedestrian over/under passes, bike lanes, etc.	1	2	3	4	5
Improve mass-transit options throughout Westminster	1	2	3	4	5
Ensure streets are well-maintained (including repair and cleaning) and clear of snow	1	2	3	4	5
Maintain access to City Library facilities and services	1	2	3	4	5
Promote appreciation and preservation of the cultural and historical heritage of the community.....	1	2	3	4	5
Lead the development of cultural opportunities in Westminster.....	1	2	3	4	5
Help revitalize areas of the community through new or enhanced municipal or recreation facilities	1	2	3	4	5
Maintain economic development activities in the city including supporting the business community, attracting new businesses, and developing job opportunities	1	2	3	4	5
Set and enforce land use, planning and zoning policies and provide building permits and inspections	1	2	3	4	5
Provide for a safe community including police services, courts, traffic enforcement, fire protection, emergency medical/ambulance service, animal management, code enforcement and emergency preparedness	1	2	3	4	5
Provide for safe drinking water and sewer services	1	2	3	4	5
Provide opportunities for recycling such as City drop off centers	1	2	3	4	5
Ensure the City provides ample affordable/workforce housing	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.

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

_____ Years

D2. What is your home zip code?

- 80003 80021 80031 80035
 80005 80023 80234 80036
 80020 80030 80260

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

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

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

- Detached single family home
 Condominium or townhouse
 Apartment
 Mobile home

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

- Rent
 Own

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D7. About how much was your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES for the previous year? Be sure to include income from all sources. Please check the appropriate box below.

- | | |
|--------------------------------------------|----------------------------------------------|
| <input type="radio"/> Less than \$15,000 | <input type="radio"/> \$100,000 to \$124,999 |
| <input type="radio"/> \$15,000 to \$24,999 | <input type="radio"/> \$125,000 to \$149,999 |
| <input type="radio"/> \$25,000 to \$34,999 | <input type="radio"/> \$150,000 to \$174,999 |
| <input type="radio"/> \$35,000 to \$49,999 | <input type="radio"/> \$175,000 to \$199,999 |
| <input type="radio"/> \$50,000 to \$74,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$75,000 to \$99,999 | <input type="radio"/> I prefer not to answer |

D8. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

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

D9. Are you Hispanic/Spanish/Latino?

- Yes
 No

D10. Which category contains your age?

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

D11. What is your gender/gender identity?

- Female
 Male
 Transgender
 Another gender – please specify if you wish _____

D12. Many people don't have time to vote in elections. Did you vote in the 2017 City Council election?

- No
 Yes
 Ineligible to vote
 Don't know

**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., 2955 Valmont Rd., Suite 300, Boulder, CO 80301**