Using Survey Results

- Monitor trends in resident and business owner opinion
- Measure government performance
- Inform budget, land use, strategic planning decisions
- Benchmark service ratings
Survey Methods

**Resident Survey**
- Mailed 3,000 households
- 683 completes (24%)
- ±4% margin of error
- Results weighted
- Comparison to 2012
- National and Front Range benchmark comparisons

**Business Survey**
- Mailed invite to 1,000 business with online response
- 105 completes (11%)
- ±10% margin of error
- Comparison to 2012
Littleton offers high quality of life to residents and business owners.
## Aspects of Quality of Life

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Residents</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Littleton as a place to live</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Littleton as a place to raise children</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Your neighborhood as a place to live</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td>Littleton as a place to retire</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>Littleton as a place to work</td>
<td>78%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Percent excellent or good
Reasons for Living in Littleton

- Location in general: 78%
- Feel safe here: 65%
- My neighborhood: 62%
- Friends and family here: 38%
Reasons for Operating a Business in Littleton

- **Close to home**: 64%
- **Quality of life**: 51%
- **Small town atmosphere**: 50%
- **In the Metro area**: 44%
Business owners notice an improvement in the local economy.
Businesses report improvements in...

**Overall economic climate**
- 2012: 71%
- 2014: 83%

**Employment opportunities**
- 2012: 50%
- 2014: 69%

Percent excellent or good

And less of a challenge with...

**Inadequate sales**
- 2012: 32%
- 2014: 18%

Percent choosing as one of the 3 most pressing issues
Respondents support City initiatives designed to help businesses and foster redevelopment.
Top initiatives supported by businesses

- Marketing Downtown Littleton to residents and visitors: 94% (2014), 93% (2012)
- Promoting efforts to attract and recruit new types of retail business to Littleton: 94% (2014), 97% (2012)

Percent somewhat or strongly support
Potential projects deemed important by residents

Taking an active role in redevelopment of aging shopping centers
- 2014: 71%
- 2012: 74%

Taking an active role in redevelopment of older neighborhoods
- 2014: 62%
- 2012: 66%
Support for Urban Renewal

Residents

- Strongly support: 30%
- Somewhat support: 47%
- Somewhat oppose: 13%
- Strongly oppose: 10%

Businesses

- Strongly support: 30%
- Somewhat support: 43%
- Somewhat oppose: 15%
- Strongly oppose: 13%
Residents appreciate public transportation options, but are concerned about traffic congestion and street maintenance.
Quality of transit options positive

8 in 10

Percent excellent or good

Littleton light rail stations

Ease of traveling by light rail

Ease of walking in the city
Traffic and street maintenance a priority

Traffic flow in city
- 2012: 59%
- 2014: 51%

Ease of driving
- 2012: 80%
- 2014: 72%

Street maintenance
- 2012: 66%
- 2014: 56%

Percent excellent or good

Most pressing issues facing Littleton in next two years:

Traffic in general 40%
Street maintenance 28%
Majority support 1 cent sales tax increase for street improvements

- **1 cent on every $1**: 37% Strongly support, 32% Somewhat support, 10% Somewhat oppose, 21% Strongly oppose
- **2 cents on every $1**: 15% Strongly support, 27% Somewhat support, 20% Somewhat oppose, 38% Strongly oppose
- **3 cents on every $1**: 8% Strongly support, 14% Somewhat support, 23% Somewhat oppose, 55% Strongly oppose
- **4 cents on every $1**: 4% Strongly support, 8% Somewhat support, 18% Somewhat oppose, 71% Strongly oppose
- **No sales/use tax increase**: 44% Strongly support, 20% Somewhat support, 13% Somewhat oppose, 23% Strongly oppose
Business owners view the city government performance positively while residents are less satisfied.
## Ratings of government performance

<table>
<thead>
<tr>
<th>Category</th>
<th>Residents</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of work provided by city employees/overall impression of city employee</td>
<td>77%</td>
<td>83%</td>
</tr>
<tr>
<td>Overall direction city is taking</td>
<td>66%</td>
<td>82%</td>
</tr>
<tr>
<td>Job the city government does at welcoming resident/business involvement</td>
<td>61%</td>
<td>54%</td>
</tr>
<tr>
<td>Attracting companies to locate in Littleton</td>
<td>51%</td>
<td>65%</td>
</tr>
</tbody>
</table>

Percent excellent or good
Residents gave lower ratings in 2014 than in 2012 to many aspects

*Largest decreases seen in...*

- Opportunities to participate in city government decisions
- Littleton’s elected officials’ consideration of what people like me think
- Littleton’s government as an example of how best to provide services
- The city manager’s management of city operations
- A city government that is run efficiently
Residents generally happy with city service delivery and amenities.
Overall quality of city services rated favorably

Overall, how would you rate the quality of services provided by the City of Littleton?

- Excellent: 25%
- Good: 65%
- Fair: 9%
- Poor: 1%

Much above national and Front Range benchmark
Balancing Quality and Importance

Quality (Percent “excellent” or “good”)

Higher importance/lower quality

- City management
- Economic development
- Environmental sustainability
- Littleton Police Department
- Municipal Court
- Public transit services
- Shopping opportunities
- Snow plowing
- Traffic flow

Lower importance/lower quality

- Affordable child care
- Candlelight Walk
- Code enforcement
- Downtown parking
- Job opportunities
- Online payments of fines and services
- Passport services
- Traffic enforcement

Higher importance/higher quality

- Appearance of city
- Bemis Library
- Buck Recreation Center
- Littleton Fire Rescue
- Littleton Museum
- Open space areas
- Parks and trails
- Recreation opportunities
- South Platte Park

Lower importance/higher quality

- 4th of July Family Festival
- Fireworks show
- Carson Nature Center
- Historic preservation
- Household Haz Mat Roundup
- Hudson Gardens
- Leaf and tire recycling
- Summer Clean Up Program
- Town Hall Arts Center

Importance (Percent “essential” or “very important”)

72%

80%
Services rated higher importance/lower quality

- Economic development
- Environmental sustainability
- Littleton Police Department
- Municipal Court
- Public transit services
- Shopping opportunities
- Traffic flow
- Snow plowing
- City management
- Environmental sustainability

Higher importance/lower quality

<table>
<thead>
<tr>
<th>Importance</th>
<th>Quality</th>
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<tbody>
<tr>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td>80%</td>
<td>90%</td>
</tr>
<tr>
<td>90%</td>
<td>100%</td>
</tr>
<tr>
<td>100%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Percent "essential" or "very important"

Percent "excellent" or "good"
Museum and Library not well-known, but among those who visit, they are viewed positively.

Bemis Library
- 96% Programs
- 94% Services
- 93% Overall performance

Littleton Museum
- 96% Facility & grounds
- 94% Overall performance
- 94% Site interpreters

Percent excellent or good

29%-50% selected “don’t know”

37%-65% selected “don’t know”
Littleton viewed favorably by residents compared to residents from communities across the nation and along the Front Range

<table>
<thead>
<tr>
<th>Benchmark Comparison</th>
<th>Above</th>
<th>Similar</th>
<th>Below</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>37</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Front Range</td>
<td>25</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>
Questions?
Thank you!