Using Survey Results

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

- Mailed to 3,000 households
- 921 completes; response rate 32%
- Results weighted to match demographic profile of entire City
- Margin of error is +/- 3 percentage points
- National and Front Range benchmark comparisons
## Aspects of Quality of Life

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Littleton as a place to live</td>
<td>96%</td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>93%</td>
</tr>
<tr>
<td>Littleton as a place to raise children</td>
<td>92%</td>
</tr>
<tr>
<td>Your neighborhood as a place to live</td>
<td>88%</td>
</tr>
<tr>
<td>Littleton as a place to retire</td>
<td>82%</td>
</tr>
<tr>
<td>Littleton as a place to work</td>
<td>75%</td>
</tr>
</tbody>
</table>

Percent “excellent” or “good”

Much above national and Front Range benchmark
Reasons for Living in Littleton

- I like the location in general: 78%
- I feel safe here: 61%
- I like my neighborhood: 58%
- I have friends and family in the area: 42%
## Community Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The city is a safe community</td>
<td>97%</td>
</tr>
<tr>
<td>The city has a low crime rate</td>
<td>94%</td>
</tr>
<tr>
<td>The city supports local businesses</td>
<td>92%</td>
</tr>
<tr>
<td>Littleton citizens are self-determined</td>
<td>89%</td>
</tr>
<tr>
<td>The city offers the best schools</td>
<td>88%</td>
</tr>
<tr>
<td>Littleton has tight-knit neighborhoods</td>
<td>82%</td>
</tr>
<tr>
<td>Traffic flows well on city streets</td>
<td>74%</td>
</tr>
</tbody>
</table>

Percent “strongly” or “somewhat” agree
<table>
<thead>
<tr>
<th>Location</th>
<th>Percent Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown during the day</td>
<td>100%</td>
</tr>
<tr>
<td>Littleton overall during the day</td>
<td>99%</td>
</tr>
<tr>
<td>Your neighborhood during the day</td>
<td>98%</td>
</tr>
<tr>
<td>Littleton overall at night</td>
<td>92%</td>
</tr>
<tr>
<td>Downtown at night</td>
<td>92%</td>
</tr>
<tr>
<td>Parks, trails, natural open space areas*</td>
<td>92%</td>
</tr>
<tr>
<td>Your neighborhood at night</td>
<td>90%</td>
</tr>
</tbody>
</table>

*Front Range benchmark not available

Percent “very” or “somewhat” safe
Most Pressing Issues Facing the City

- Traffic in general: 29%
- Business retention: 29%
- Business attraction: 26%
- Street maintenance: 26%

Job growth: 33%
Promoting Littleton

How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?

- Essential: 32%
- Very important: 48%

You have the option to shop locally in Littleton, in other cities, or online. How important do you think it is to shop locally in Littleton?

- Essential: 15%
- Very important: 53%
Overall Quality of Services Provided by City

- Excellent: 27%
- Good: 63%
- Fair: 9%
- Poor: 1%

Much above national and Front Range benchmark.
## Quality of City Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Percent &quot;excellent&quot; or &quot;good&quot;</th>
<th>National comparison</th>
<th>Front Range comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Littleton Fire Rescue</td>
<td>92%</td>
<td>Above</td>
<td>Much above</td>
</tr>
<tr>
<td>Buck Recreation Center</td>
<td>91%</td>
<td>Much above</td>
<td>Much above</td>
</tr>
<tr>
<td>Parks and trails</td>
<td>91%</td>
<td>Much above</td>
<td>Much above</td>
</tr>
<tr>
<td>Affordable child care</td>
<td>44%</td>
<td>Above</td>
<td>Similar</td>
</tr>
<tr>
<td>Downtown parking</td>
<td>37%</td>
<td>Much below</td>
<td>Much below</td>
</tr>
<tr>
<td>Job opportunities</td>
<td>33%</td>
<td>Much above</td>
<td>Much above</td>
</tr>
</tbody>
</table>

Percent "excellent" or "good"
Importance of City Services

Most important city services

96% Littleton Fire Rescue
95% Littleton Police Department
93% Cleanliness of the city
89% Appearance of the city
86% Snow plowing
86% Traffic flow

Percent “very” or “somewhat” important
Balancing Quality and Importance

Quality (Percent “excellent” or “good”)

Higher importance/higher quality
- Appearance of city
- Cleanliness of the city
- Parks and trails
- Recreation opportunities
- Neighborhood and community services
- Open space areas
- Littleton Fire Rescue
- Littleton Police Department
- Bemis Library
- South Platte Park

Higher importance/lower quality
- Job opportunities
- Economic development
- Public transit services
- Traffic flow
- Snow plowing
- Summer Clean Up Program
- Household Haz Mat Roundup
- Environmental sustainability
- Traffic enforcement
- Municipal Court

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

Lower importance/lower quality
- Shopping opportunities
- Affordable child care
- Downtown parking
- Code enforcement
- Online payments of fines and services
- Review process for development
- Passport services
- Harlow Pool
- Leaf and tire recycling

Lower importance/higher quality
- Historic preservation
- Littleton Calendar
- Littleton Museum
- Hudson Gardens
- 4th of July Family Festival/Fireworks show
- Carson Nature Center
- Candlelight Walk
- Police Citizens Academy
- Town Hall Arts Center

72% 81%
Services Deemed Higher in Importance and Lower in Quality

- Snow plowing
- Traffic flow
- Economic development
- Public transit services
- Environmental sustainability
- Traffic enforcement
- Job opportunities
- Municipal Court
- Summer Clean Up Program
- Household Haz Mat Roundup

Percent "essential" or "very important" vs. Percent "excellent" or "good"
“Key Drivers”

Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”
Overall Quality of City of Littleton Services

**Community Design**
- Economic development
- Parking downtown
- Shopping opportunities
- Traffic flow
- Historic preservation
- Public transit services
- Snow plowing

**Recreation and Wellness**
- Parks and trails
  - Littleton Museum
  - South Platte Park
- Bemis Library
- Recreation opportunities
  - Hudson Gardens
- Open space areas

**Public Safety**
- Littleton Fire Rescue
- Littleton Police Department
- Traffic enforcement

**Other**
- Environmental sustainability
- Neighborhood & community services

**Legend**
- Above benchmark
- Similar to benchmark
- Below benchmark
- No benchmark available
- Key Driver

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## Transportation and Travel in Littleton

<table>
<thead>
<tr>
<th>Service</th>
<th>Ease (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Littleton light rail stations (Downtown &amp; Mineral Ave.)</td>
<td>90%</td>
</tr>
<tr>
<td>Ease of traveling by light rail</td>
<td>89%</td>
</tr>
<tr>
<td>Ease of walking in the city</td>
<td>84%</td>
</tr>
<tr>
<td>Ease of driving</td>
<td>80%</td>
</tr>
<tr>
<td>Omnibus/Shopping Cart senior &amp; disabled van service</td>
<td>79%</td>
</tr>
<tr>
<td>Ease of traveling by bicycle</td>
<td>77%</td>
</tr>
</tbody>
</table>

Percent “excellent” or “good”

Much above national and Front Range benchmark
Bemis Public Library

Overall performance of Bemis Library

- Excellent: 51%
- Good: 40%
- Fair: 8%
- Poor: 1%

- Bemis Public Library Programs (e.g., story time): 94%
- Services at Bemis Public Library (e.g., check out): 93%
- Bemis Public Library facility: 89%

Much above national benchmark
Above national benchmark
Littleton Museum

Museum facility and grounds: 94%
Museum programs (e.g., lectures, classes): 93%
Wednesday evening free summer concerts: 93%

Overall performance of Littleton Museum:
- Excellent: 45%
- Good: 47%
- Fair: 8%
- Poor: 0%
City Government

The direction the city is taking re: open space, trails and parks: 85%
The quality of work provided by city employees: 78%
Holding public meetings about city plans: 72%
The overall direction the city is taking: 69%
The city manager’s management of city operations: 69%

Percent “excellent” or “good”

Above or much above national and Front Range benchmark
Information Sources

- Denver Post: 65%
- The City’s Web site (littletongov.org): 57%
- The Littleton Independent (weekly, privately-owned paper): 46%
- Social networking sites (YouTube, Facebook, Twitter): 34%
- Comcast Cable Channel 8 (city government access channel): 26%
- The Villager (weekly, privately-owned newspaper): 23%
- Yourhub.com: 22%

Percent who used each source
City Council Goals

- Pursue a balanced and sustainable local economy: 48% More effort, 47% Same effort, 5% Less effort
- Assure a financially sound city government: 43% More effort, 55% Same effort, 2% Less effort
- Promote environmental sustainability: 39% More effort, 51% Same effort, 10% Less effort
- Develop and maintain the public infrastructure: 38% More effort, 57% Same effort, 4% Less effort
- Foster community involvement, communication and trust: 35% More effort, 57% Same effort, 8% Less effort
- Provide a safe community to live, work and play: 33% More effort, 65% Same effort, 2% Less effort
- Preserve and cultivate a quality community: 31% More effort, 58% Same effort, 11% Less effort
Potential City Projects & Initiatives
Potential Projects in Littleton

- Taking an active role in redevelopment of aging shopping centers: 75%
- Taking an active role in redevelopment of older neighborhoods: 66%
- Expanding programs for youth: 63%
- Taking an active role with the private sector on the development of large parcels: 61%
- Expanding programs for seniors: 59%
- Reducing traffic congestion on city streets: 53%

Percent “essential’ or “very important”
Level of Support for Environmentally-friendly Programs

Most supported

- Create incentives for increased water conservation: 89%
- Create incentives for homeowners to increase energy efficiency in their homes: 87%
- Increase recycling options for residents: 87%

Least supported

- Require all new commercial and residential structures to be built using “green” construction methods: 76%
- Reduce reliance on plastic shopping bags: 75%
- Encourage mixed-use development in the city: 73%

Percent “strongly” or “somewhat” support
Thank you!

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Laurie@n-r-c.com