

Commerce City, CO

Key Findings 2019



The NCS is presented by Polco/NRC in collaboration with ICMA

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Commerce City

- 3rd time conducting The NCS
 - Previous done in 2017 and 2018
- Scientific sample of 2,400 households
 - 294 returns to the mailed survey
 - 289 responses to the opt-in survey
 - $\pm 6\%$ margin of error

Expanded
sample

Online
options

Spanish

Geographic
comparisons

Demographic
comparisons

Custom
benchmarks

Decrease in Participation

2018

2019

Mailed

372
respondents

294
respondents



2018

2019

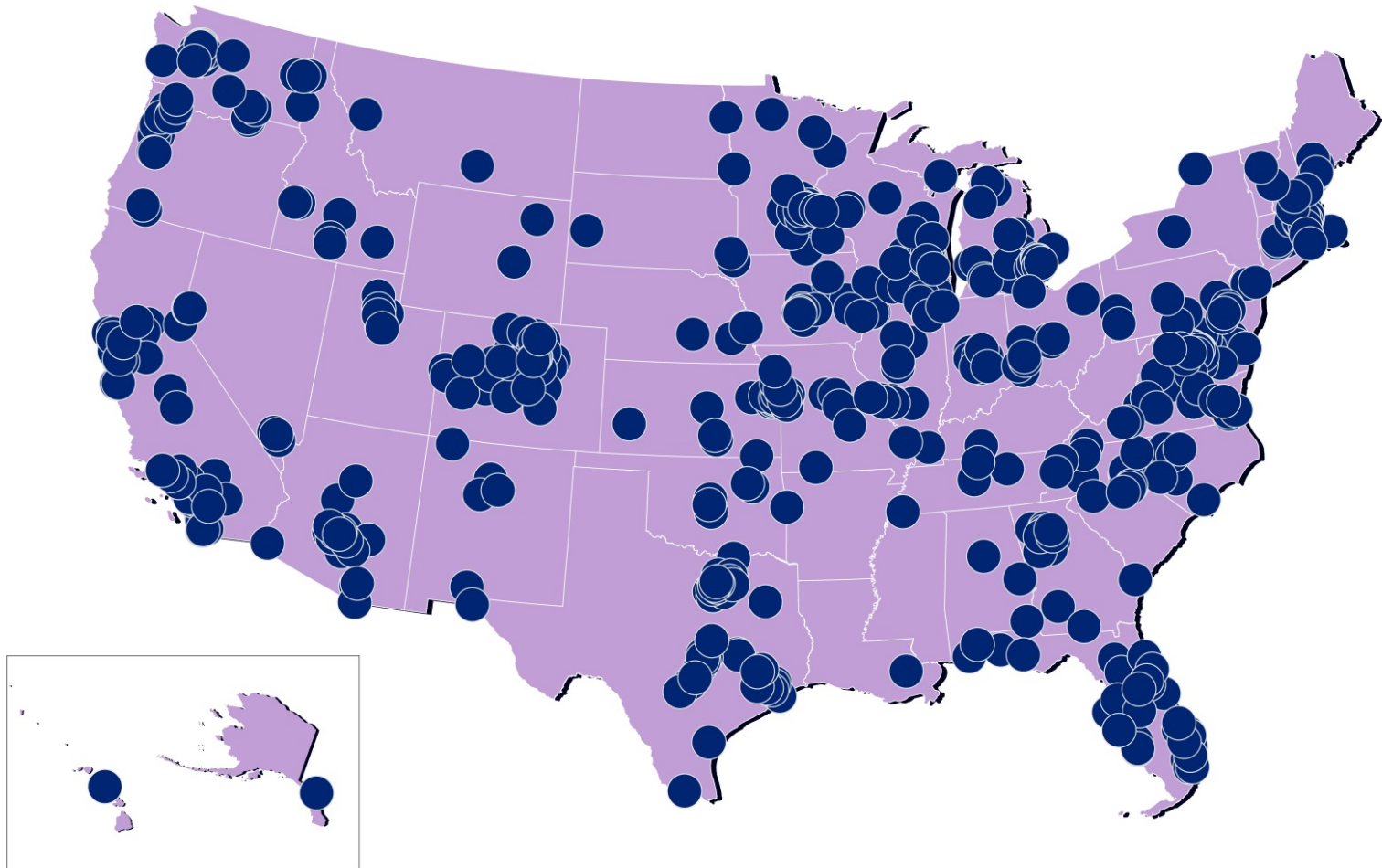
Opt-in

464
respondents

289
respondents



National Benchmark Comparisons



2019 National Benchmark Comparisons

0

received
higher
ratings

56

received **similar**
ratings

67

received
lower
ratings

2019 Custom Benchmark Comparisons

2

received
higher
ratings

62

received **similar**
ratings

59

received
lower
ratings

2019 Ratings Compared to 2018

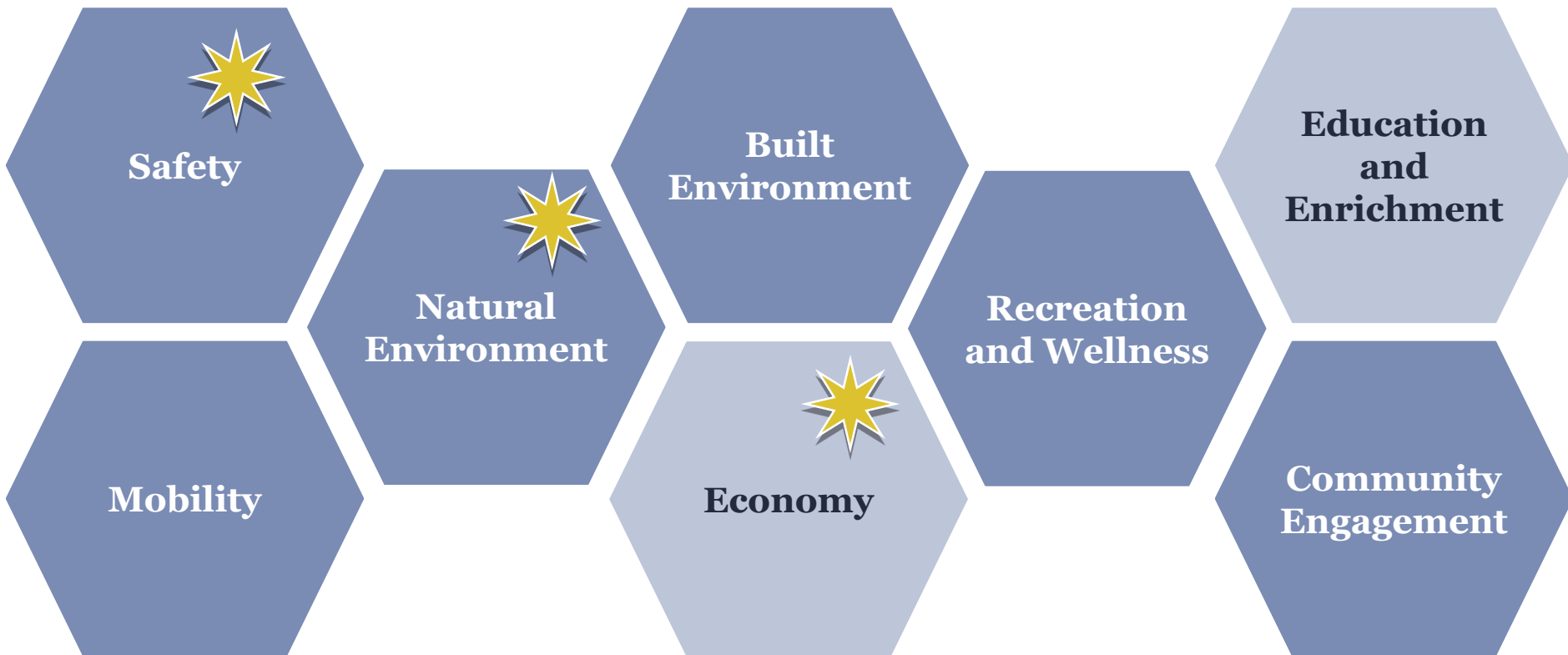


Key Focus Areas

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Key Findings

Safety
contributes to
the quality of
life and merits
continued focus

Getting
around town
is getting
easier.

Small gains seen
in the economy,
but still
opportunities for
improvement

Residents try to
stay healthy, but
would like more
Recreation and
Wellness
opportunities

Safety *contributes*
to quality of life
and merits
continued *focus*

Safety in Commerce City

89%

Feel safe in their neighborhood



64%

Feel safe in the commercial area

54%

Overall feeling of safety



Increased since 2018

Percent excellent/good or very safe/somewhat safe

Safety Services

65%



Police

52%



Crime
prevention

55%



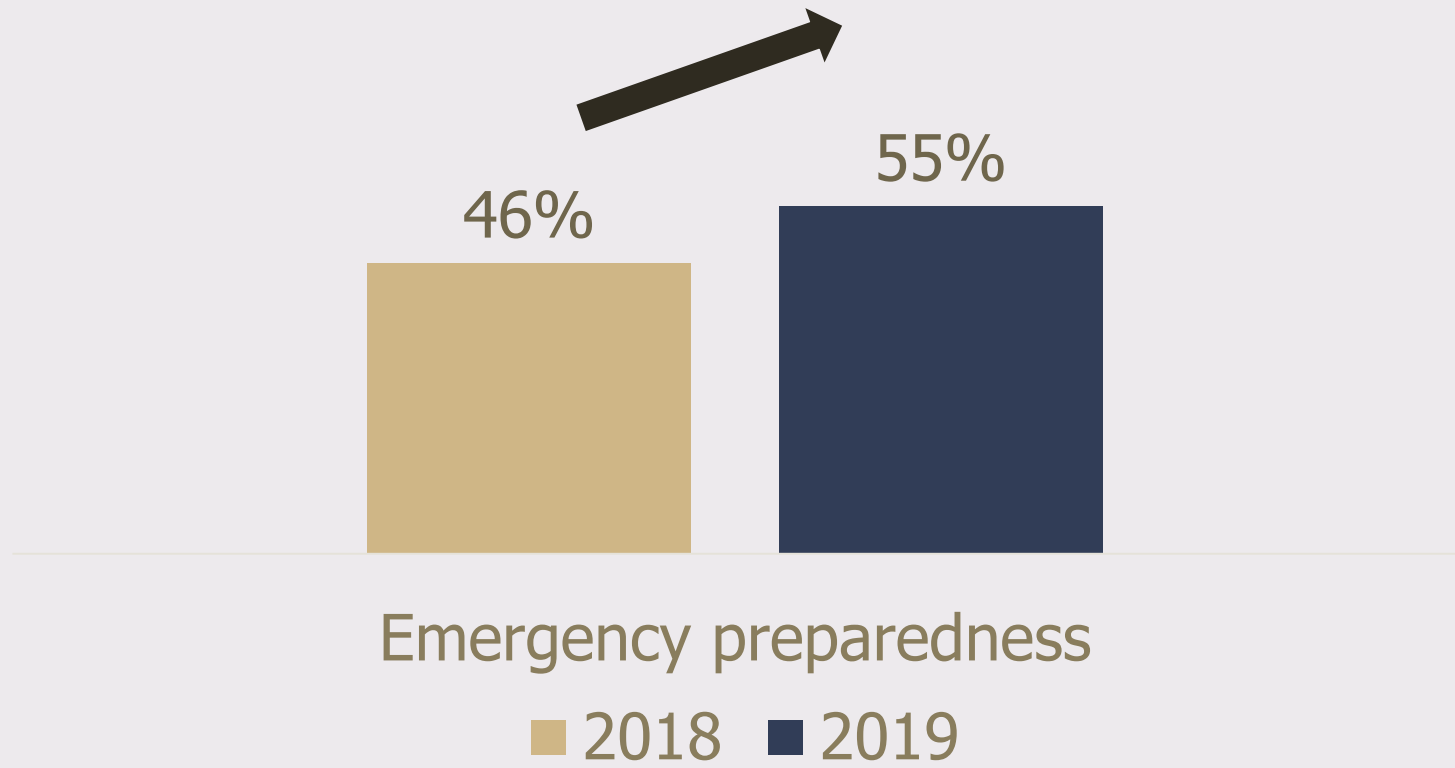
Emergency
preparedness

50%



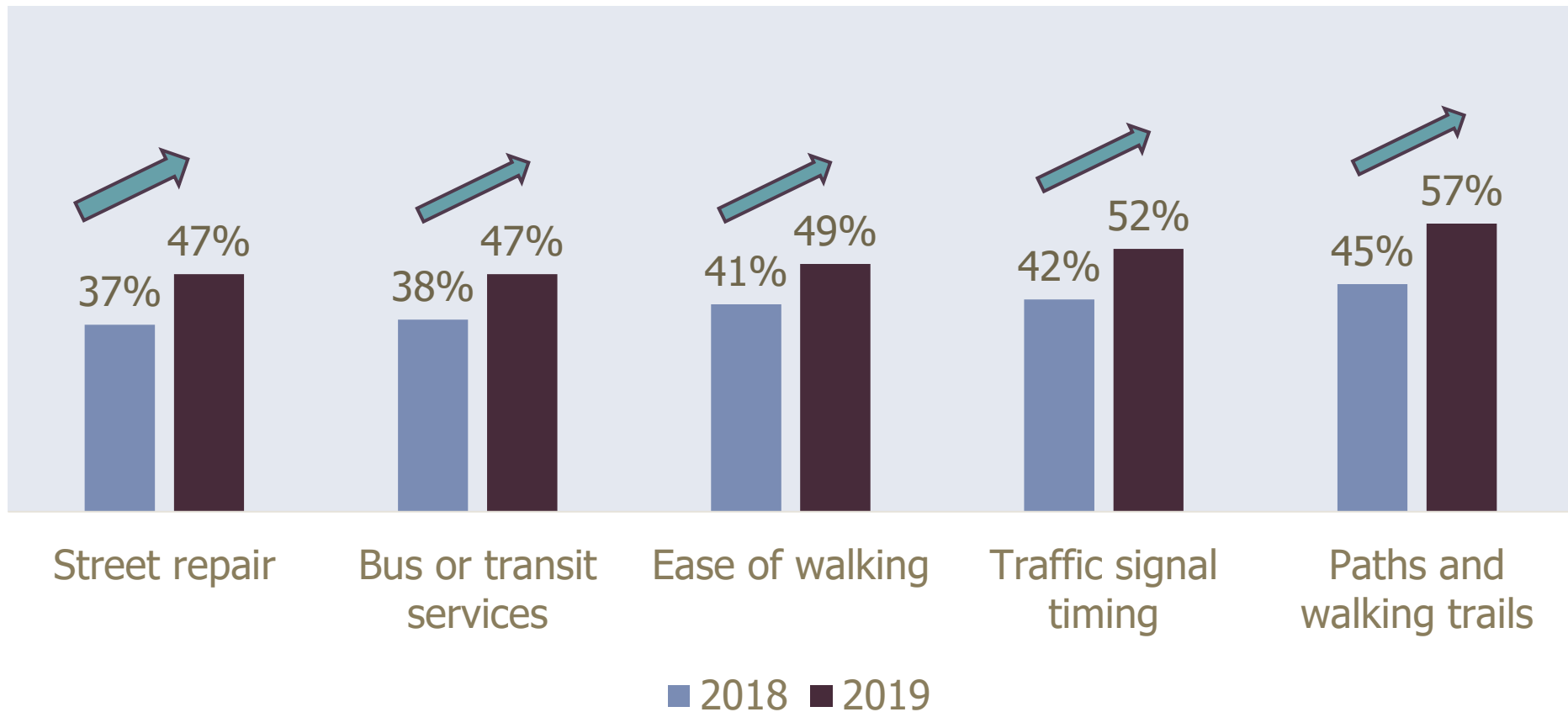
Animal
control

Increase in Emergency Preparedness



**Getting around
town is getting
*easier***

Improvements in Mobility



Percent excellent/good

Key
Finding
#3

**There have been
small gains in the
local economy and
it remains an *area
of opportunity***

Economy as a Focus Area

Percent essential or very important

8 in 10

residents think economic health is important for the City in the next two years



Economy in Commerce City

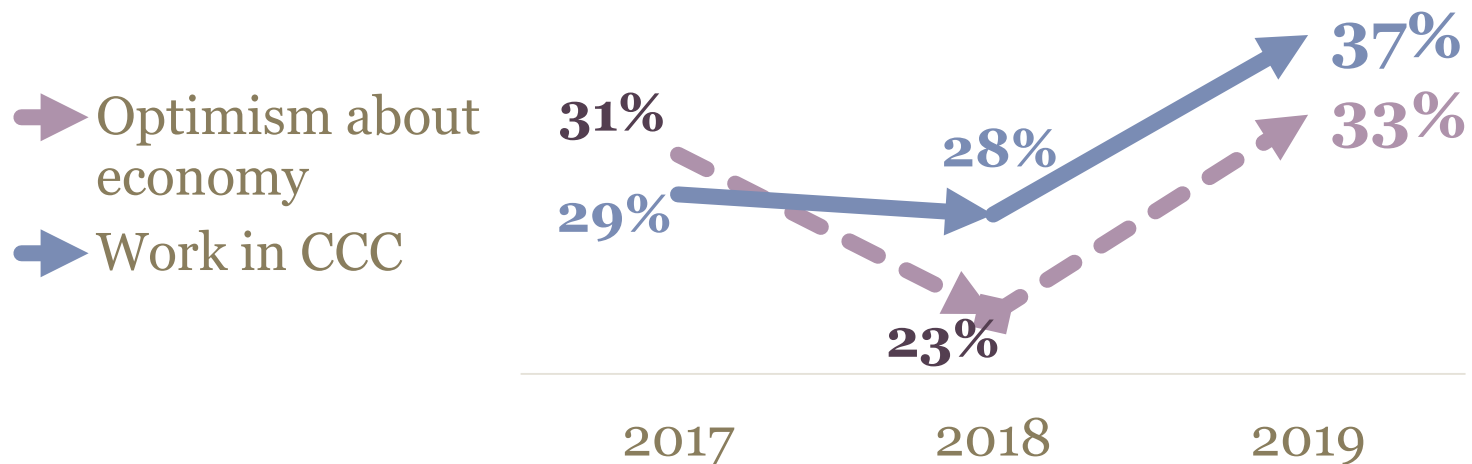
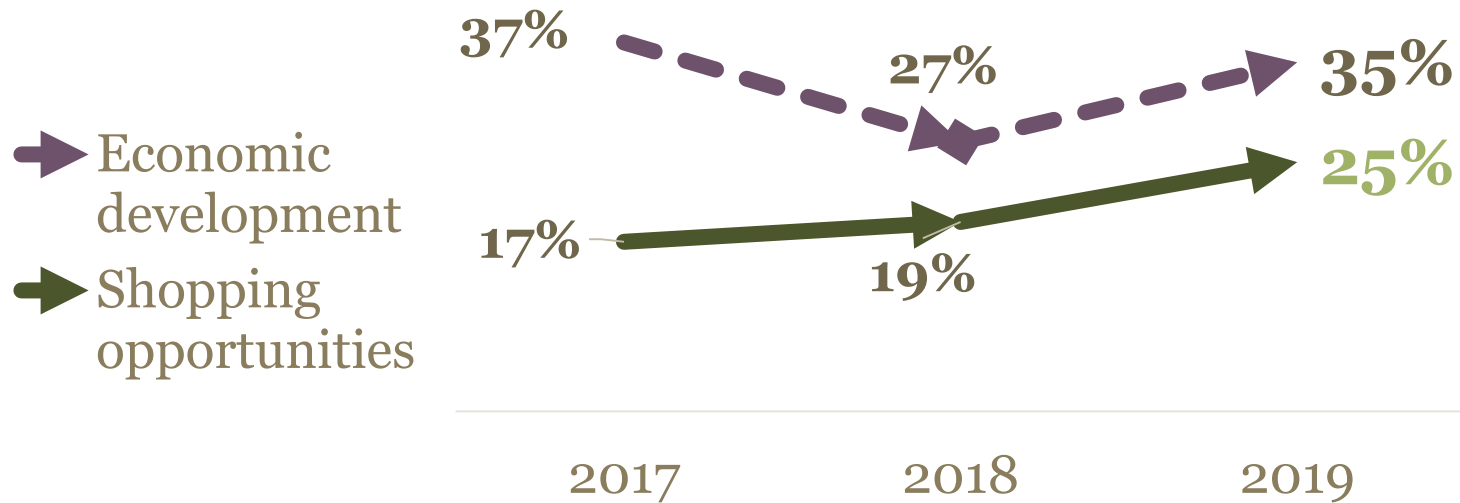
3 in 10
of residents positively
rated...

- Overall economic health
- Place to work
- Economic development

2 in 10
or fewer of residents
positively
rated...

- Vibrant downtown/
commercial area
- Business and service
establishments
- Shopping opportunities
- Employment
opportunities
- Place to visit
- Cost of living

Economic Trends



Percent positive (excellent/good, very positive/somewhat positive or yes)

**Residents take steps to
stay healthy, but
would like *more*
Recreation and
Wellness *opportunities***

1 in 2

In excellent or very good health



3 in 4

Sometimes, usually or always

Ate 5 portions of fruits and vegetables
Participated in moderate or vigorous physical activity

Recreation Participation



83%

Visited a
City park

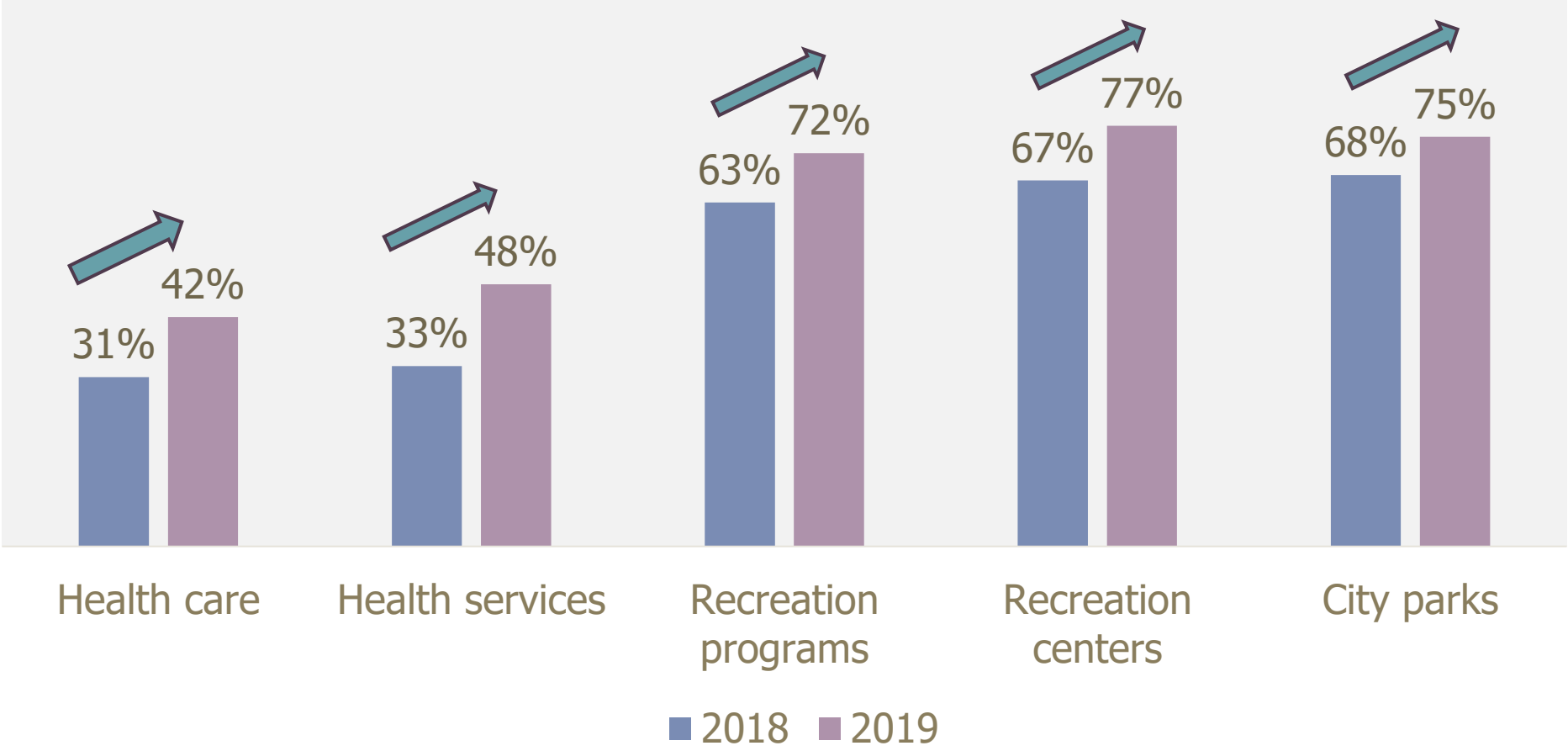
66%

Used
community
recreation
centers



Percent yes in the last 12 months

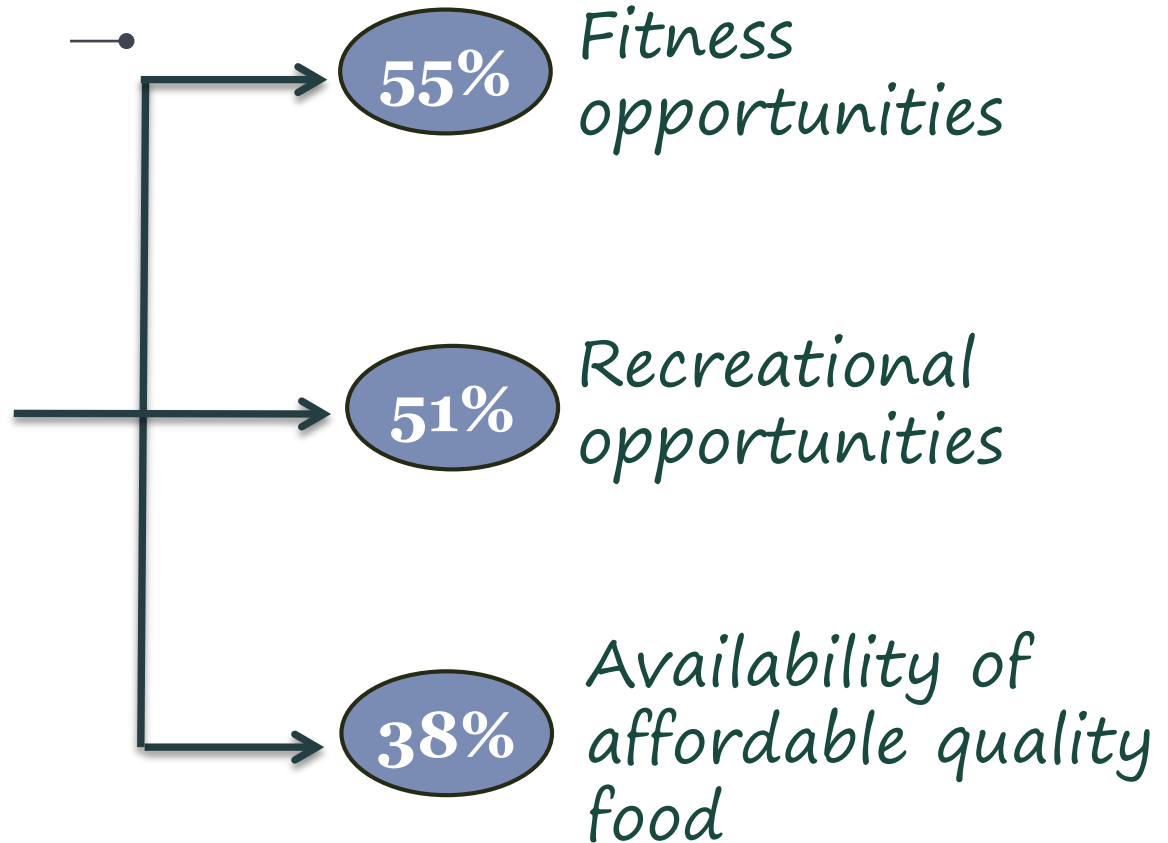
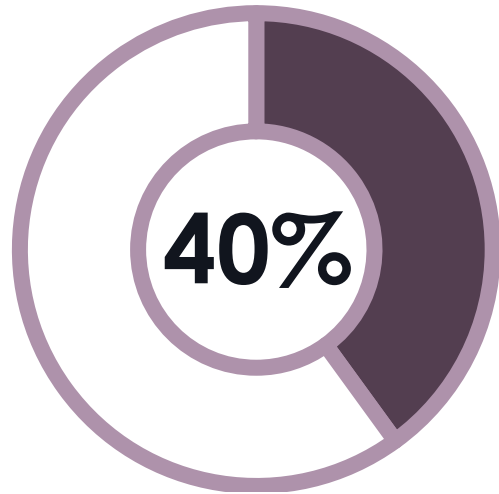
Improvements in Recreation and Wellness



Percent excellent/good

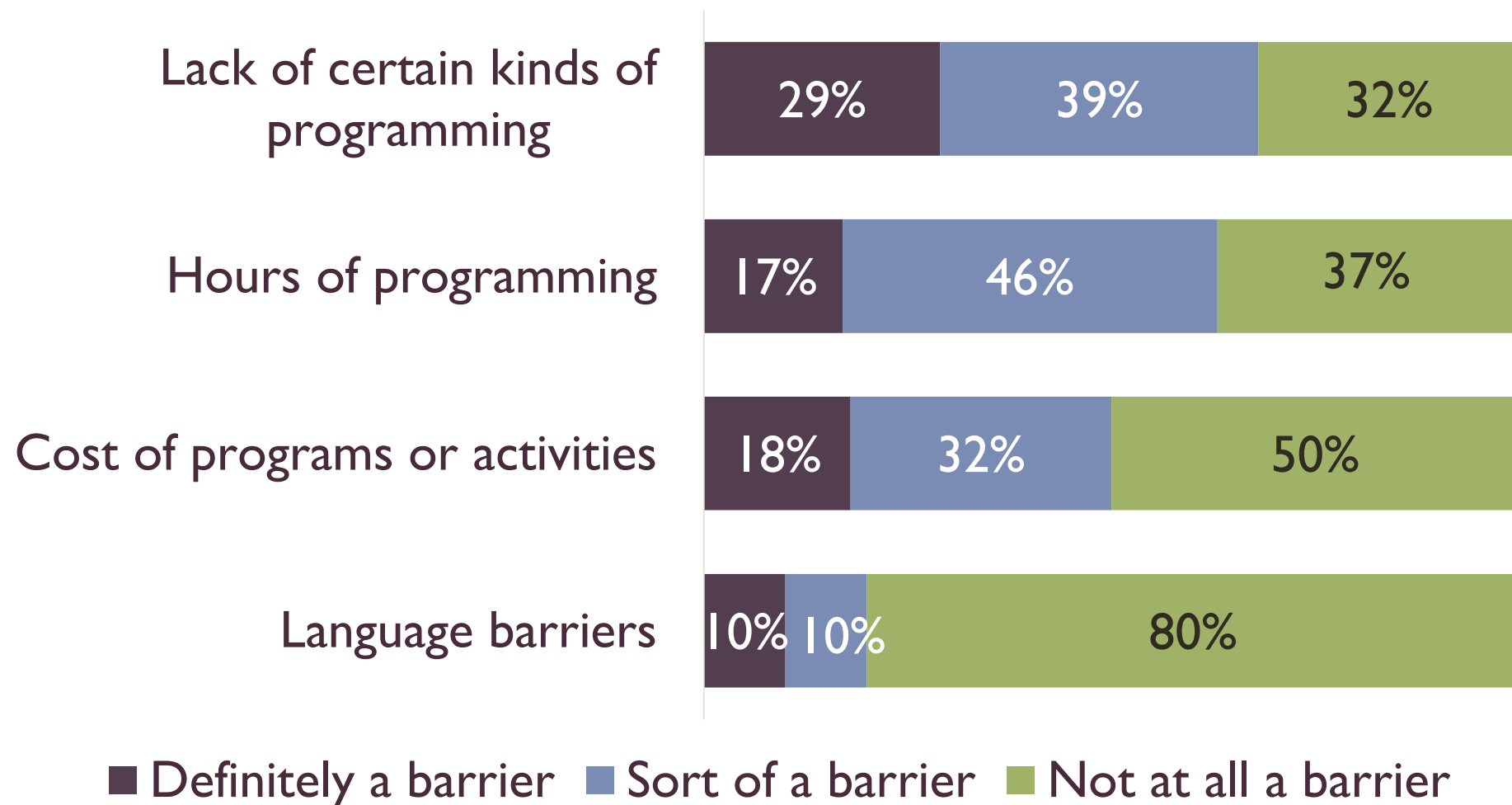
Health and wellness

Overall health and wellness opportunities



Barriers to Parks and Recreation Programs

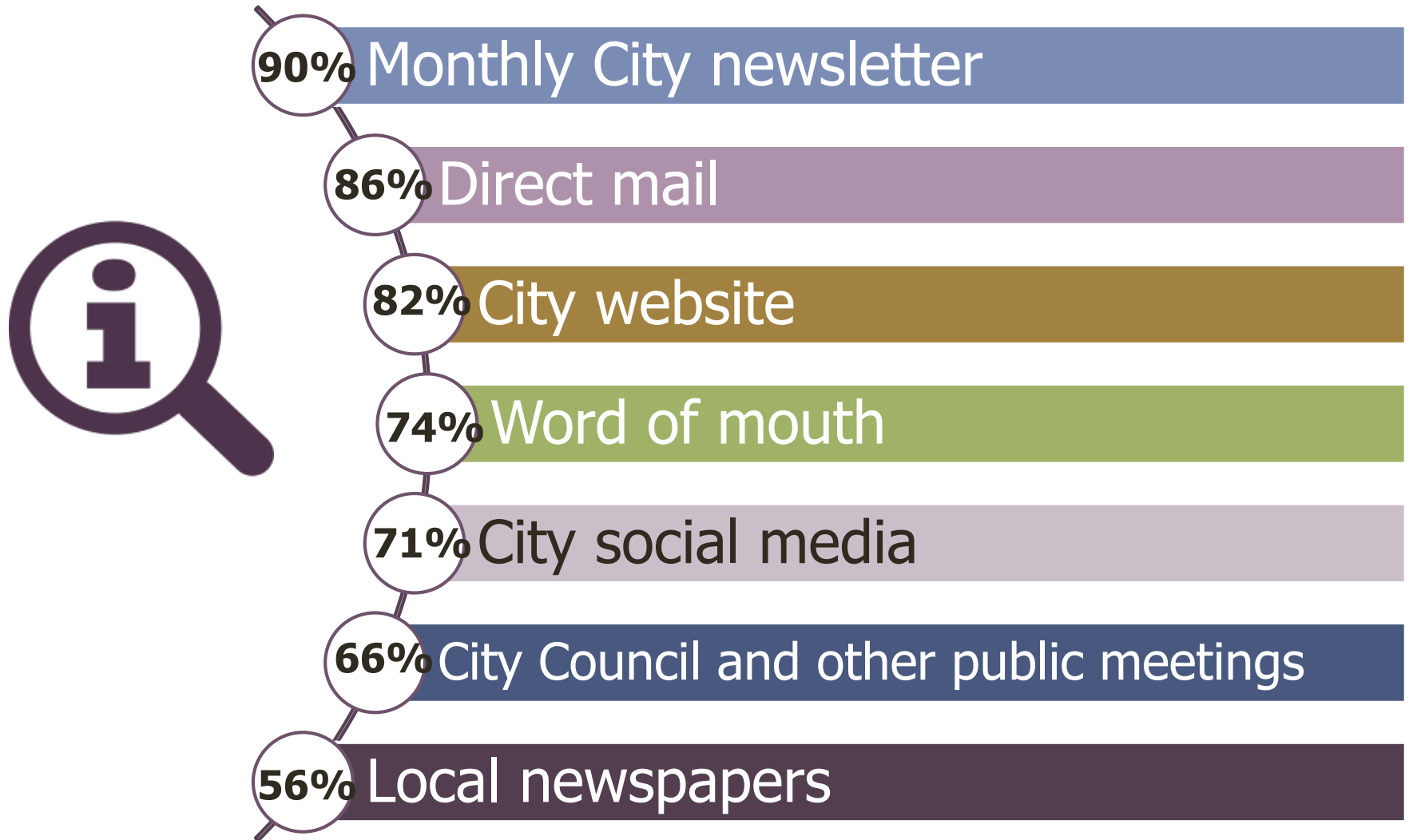
To what degree, if at all, do the following barriers exist to prevent you and your family from participating in programs and services offered by Commerce City Parks, Recreation and Golf?



Custom Questions

Sources of Information

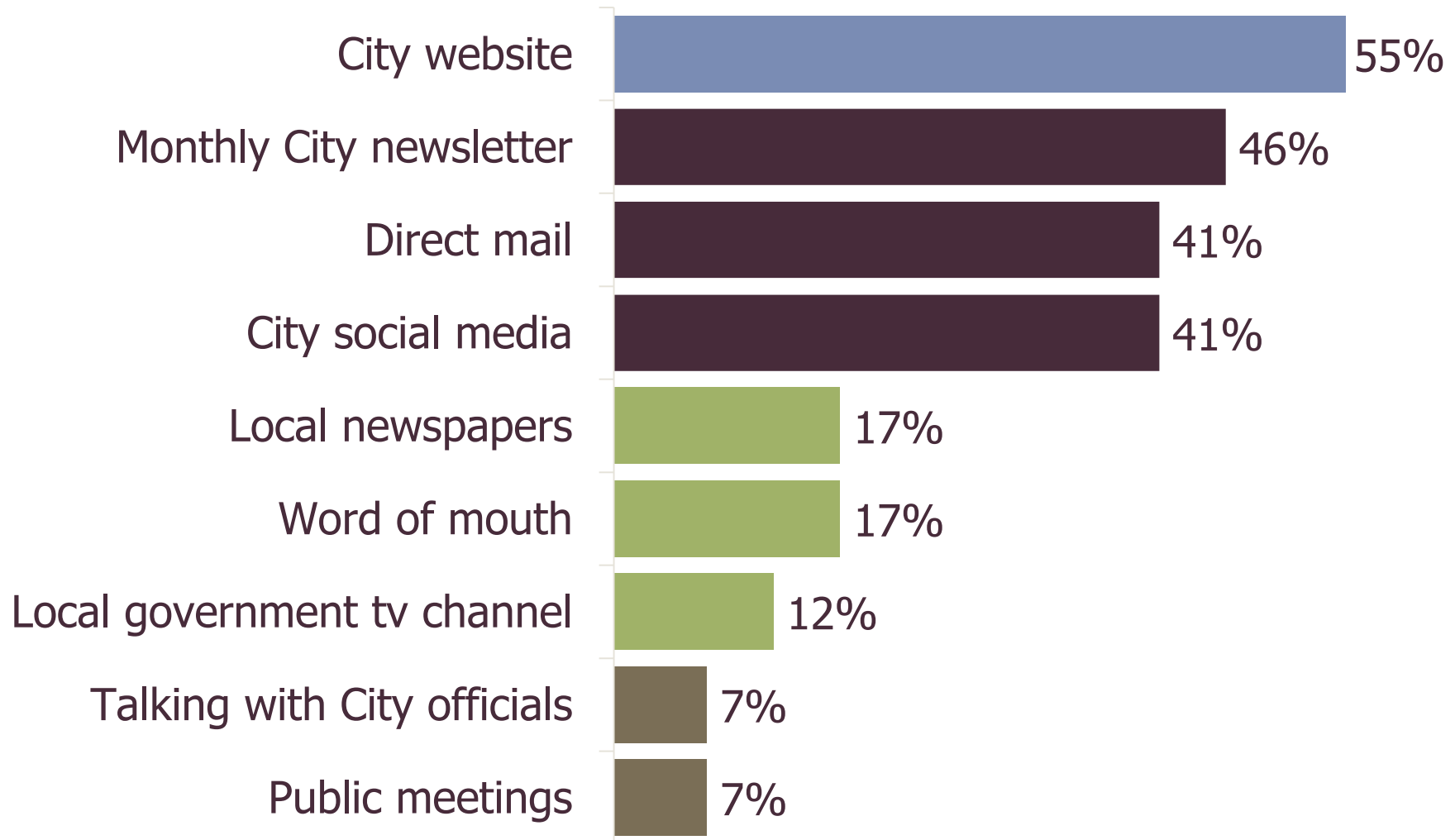
Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.



Percent major/minor source

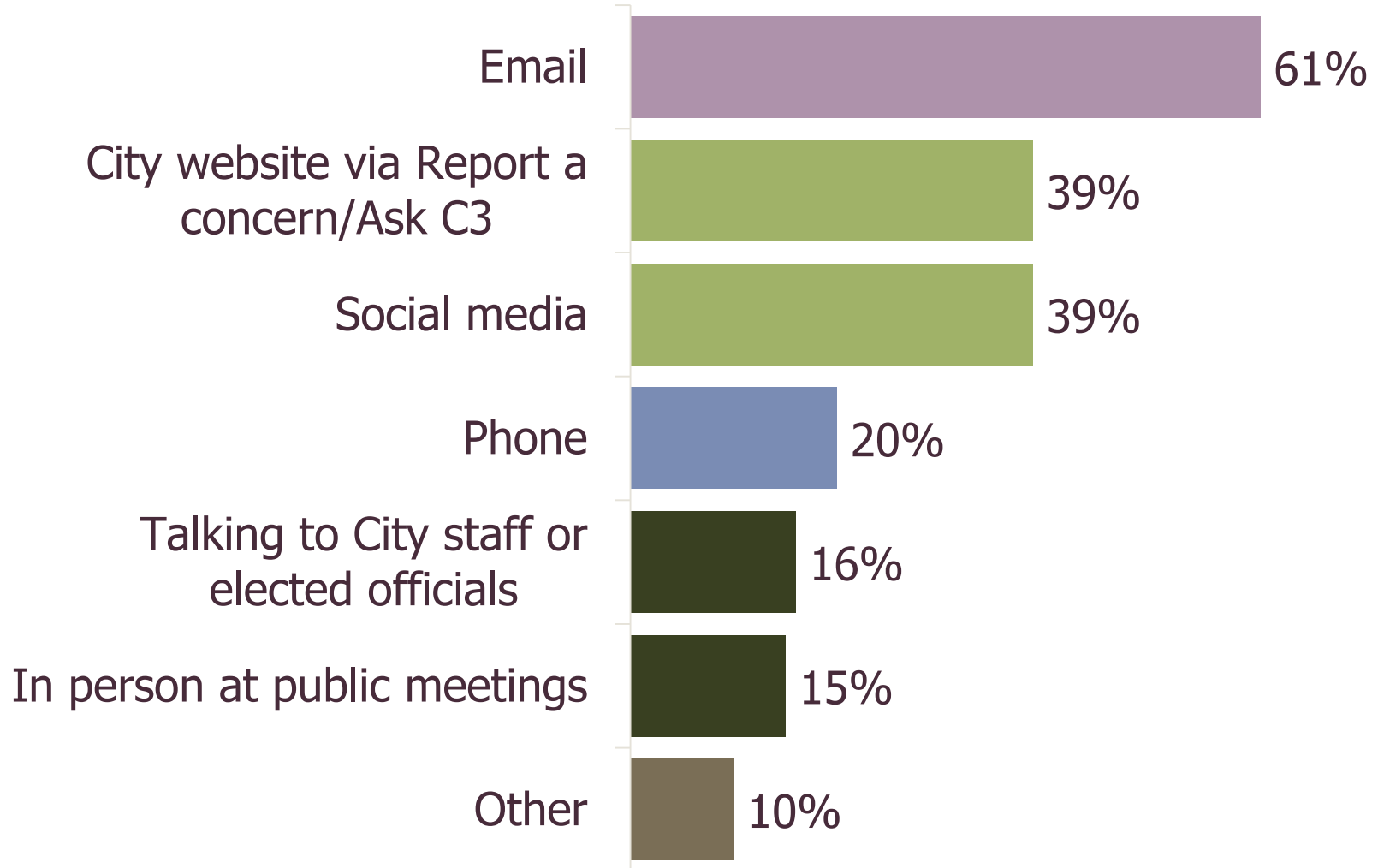
Most Preferred Source of City Information

Please indicate which of these methods you would prefer as a way to receive information about the City.



Preferred Method of Providing Feedback

How would you prefer to provide feedback to the City regarding decisions, City activities, events and services?



Likelihood of Attending Town Hall Meetings

Generally speaking, how likely are you to attend a town hall with elected officials or other community meeting that is of interest to you during these days and times?

4 in 10

of residents were likely
to attend...

- Weekday 5-7 pm
- Weekday 7-9 pm
- Saturday morning
10-noon
- Saturday afternoon
1-5 pm

3 in 10

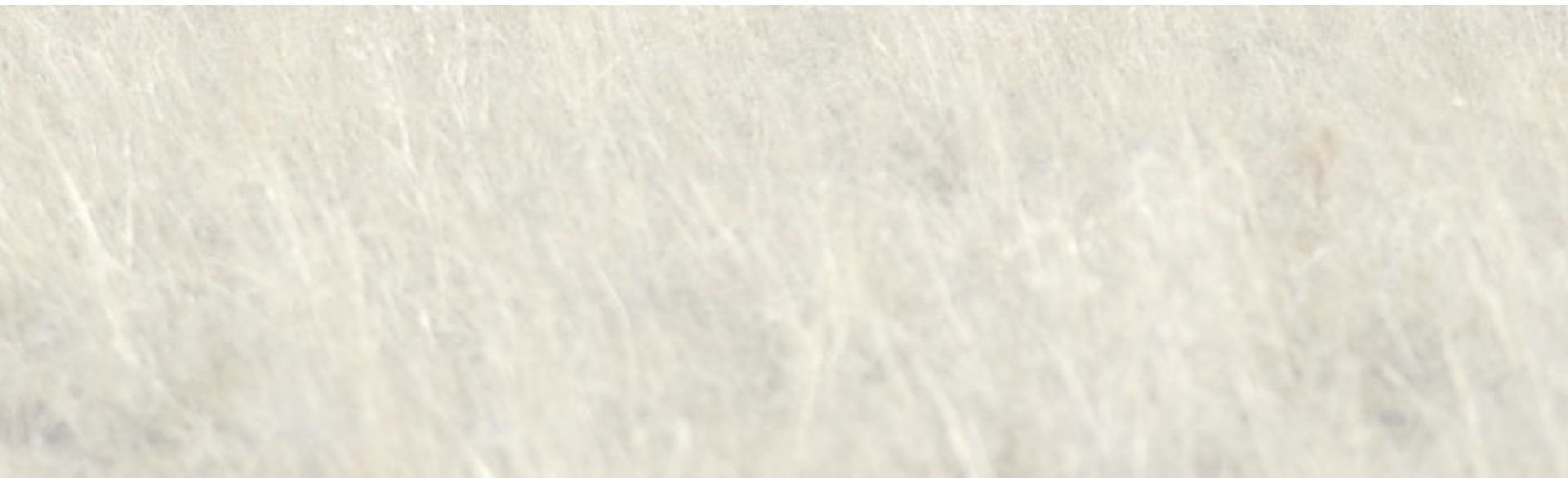
of residents were likely
to attend...

- Sunday afternoon
1-5 pm

Percent very or somewhat likely



Questions?



2020 Survey Proposal

Timeline

- Survey conducted October – November
- Survey analysis (NRC) – December
- Report and Results – January

Sampling

- Increase the number of completed surveys by mailing to 4,500 households (double the number of households in 2019)

2020 Survey Proposal

Content

- Measure benchmarks from previous years
- Add custom questions regarding COVID-19 response and impact

Implementation

- Residents can complete survey via direct mail, website, social media

Considerations

- Decreased levels of participation from 2018 to 2019
- Opt-in survey is not a good source of data
- COVID-19 has altered city services and may impact data

Direction

- Does the City Council wish to conduct the survey in 2020?

OR

- Does the City Council wish to delay the survey in 2020 resulting in a budget savings of \$25,000?