



# 2018 Community Survey

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May 14, 2018

# Purpose

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- Provide background on community survey process
- Seek council input on custom question set
- Timeline/next steps

# Why survey?

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- Understand community wants and needs
- Adjust program and service delivery
- Benchmarking against similar communities
- Evaluate progress on city council goals

# Community Survey History

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- Commerce City did first-ever citywide resident survey in 2008
- Future surveys were done in three-year increments (2011, 2014) and conducted by telephone
- Adopted a different approach to 2017 survey

# National Research Center Partner

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- Benchmarking, community survey with proven methodology to obtain resident perspectives about local government services, policies and management
  - Database of more than 500 communities, representing 30 million Americans
- Focus on Community Livability
  - Community Characteristics
  - Governance
  - Participation
- Two-year contract with annual renewal options; budgeted \$25,000 to execute



Commerce  
CITY

# Facets of Community Livability

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Safety

Mobility

Economy

Recreation  
and Wellness

Quality of  
Community  
Overall

Natural  
Environment

Built  
Environment

Education and  
Enrichment

Community  
Engagement



# 2017 Key Takeaways



Feel safe in neighborhood



Received positive customer service



Visited a city park



Travel by bicycle



Would recommend Commerce City to another person

2 most important areas the city should focus on: safety and the economy

## Other takeaways:



Affordability is important to residents



Connected is the most popular source of information



The city lacks a vibrant downtown

# 2018 Scope of Work

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- Standard and custom survey questions
- Sample size of 2,400 randomly selected Commerce City households
- English/Spanish survey option
- Opt-in survey
- Weighted data to population norms in alignment with U.S. Census data
- Reports on community livability, trends over time, dashboard report, demographic and geographic subgroup comparisons, etc.





# Survey Questions

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- Questions 1 – 13 are standard
- Question 14 – 18 are custom
- Questions D1 – 17 are demographic questions



# Custom Questions Discussion

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- Which custom questions should we retain?
  - Staff recommends retaining Q14 and Q17
- What other types of custom questions desired?
  - Align with 2019-2020 work plan priorities?
  - Policy questions desire public input?
  - Capital priorities?
  - Others

# Timeline & Next Steps

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- June 1: Draft custom questions for survey inclusion
- July 6: Survey instrument and finalize mailing materials
- July 27 – Aug 10: Survey materials are mailed
- Aug. 31: Opt-in survey link posted on website
- Aug. 3 – Sept. 14: Data collection
- Sept 14 – Oct 12: Survey analysis and report writing
- October: Report completed
- Nov. 19: Present results at city council meeting
- December: Report results to community



# Questions

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