



2018 Community Survey

May 14, 2018

Purpose

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



Why survey?

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



Community Survey History

- 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

- 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



Facets of Community Livability

Safety

Mobility

Quality of
Community
Overall

Economy

Recreation
and Wellness

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

- 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

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



Custom Questions Discussion

- 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

- 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
