



Commerce City, CO

Key Findings 2017

The NCS is presented by NRC in collaboration with ICMA



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs, *The Death and Life of Great American Cities*

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

- First time participant in The NCS
- Scientific sample of 2,200 households
 - 335 returns to the mailed survey, 213 responses to the opt-in survey; total of 548
 - $\pm 4\%$ margin of error

Expanded
sample

Online
options

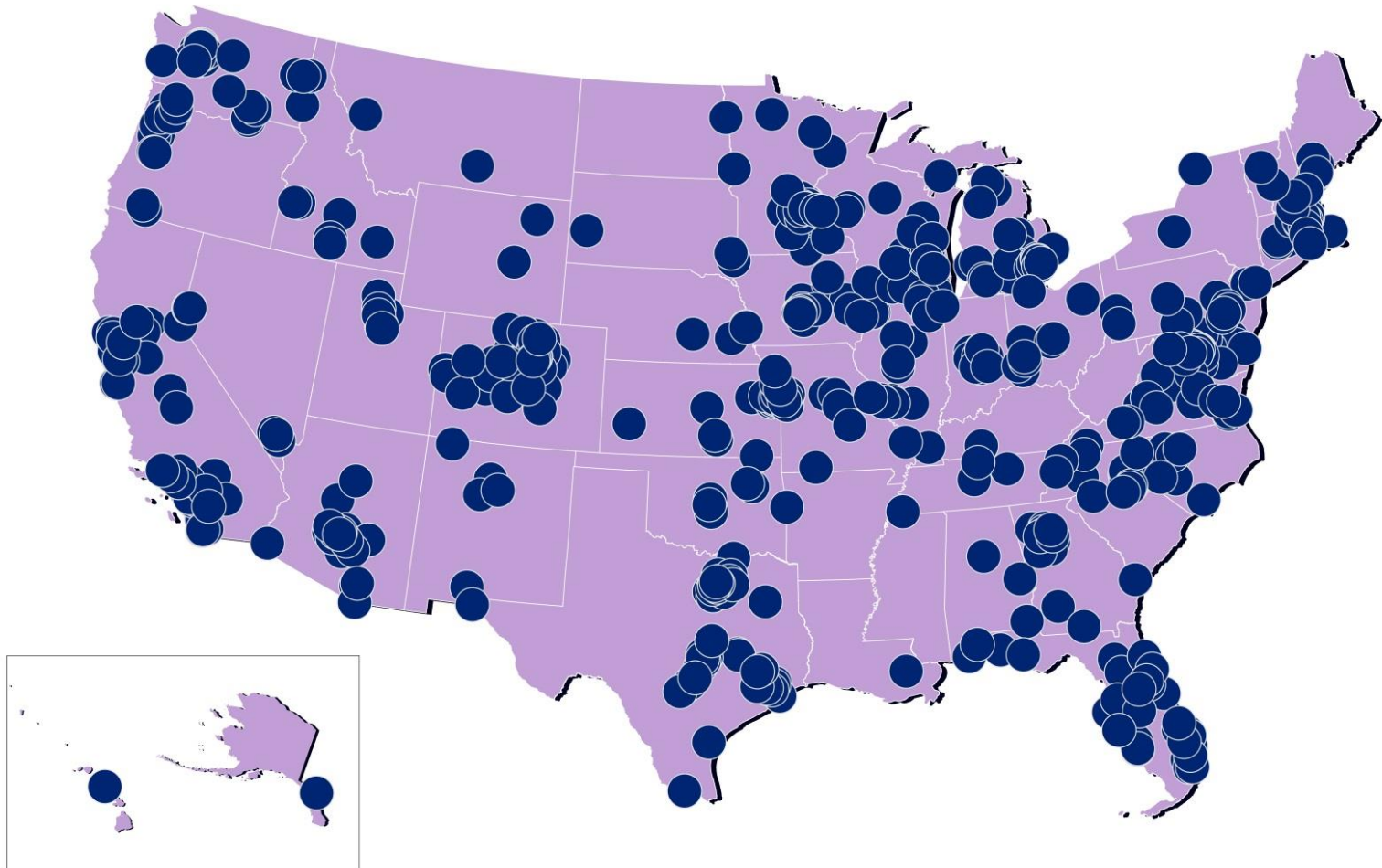
Spanish

Geographic
comparisons

Demographic
comparisons

Custom
benchmarks

National Benchmark Comparisons



Comparing to 2014 Data: Mail vs. Phone



Precise
geographic
location

Question
order

Higher
response
rates

More
thoughtful
and candid
responses

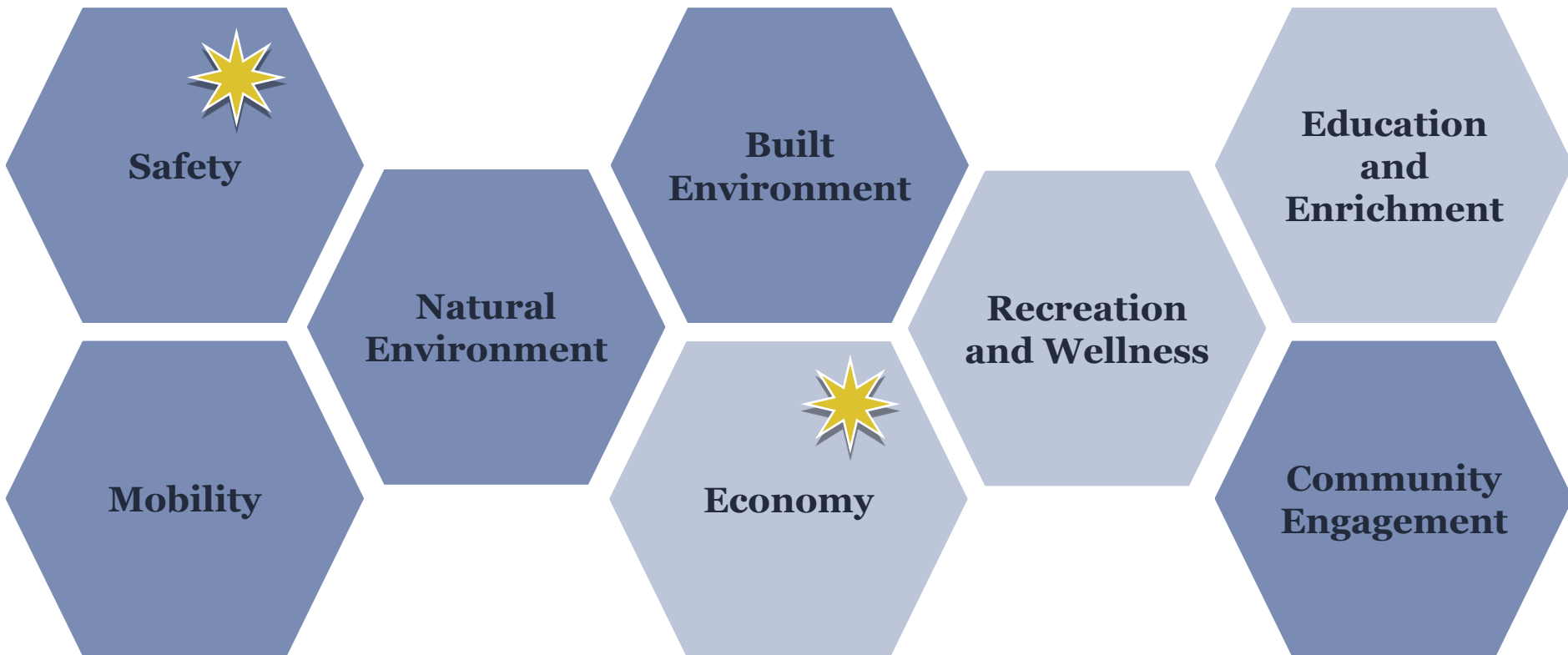
Most
comparable to
benchmarks

Key Focus Areas

Legend

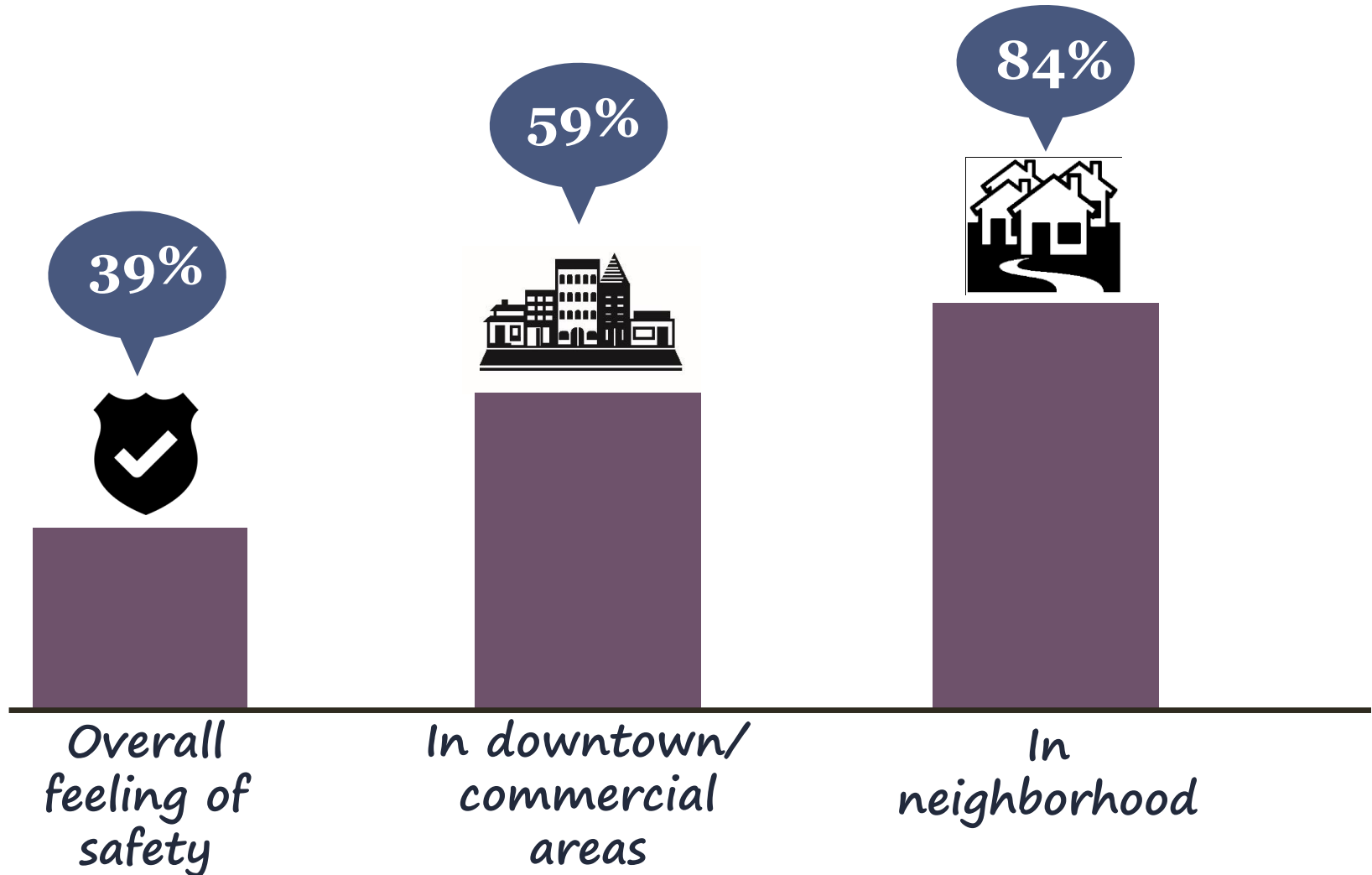
- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Safety is an
important focus

Safety in Commerce City



Percent positive (excellent/very good or very/somewhat safe)

2 in 3

Police services excellent or good



1 in 2

excellent or good

*Crime prevention
Animal control
Emergency preparedness*



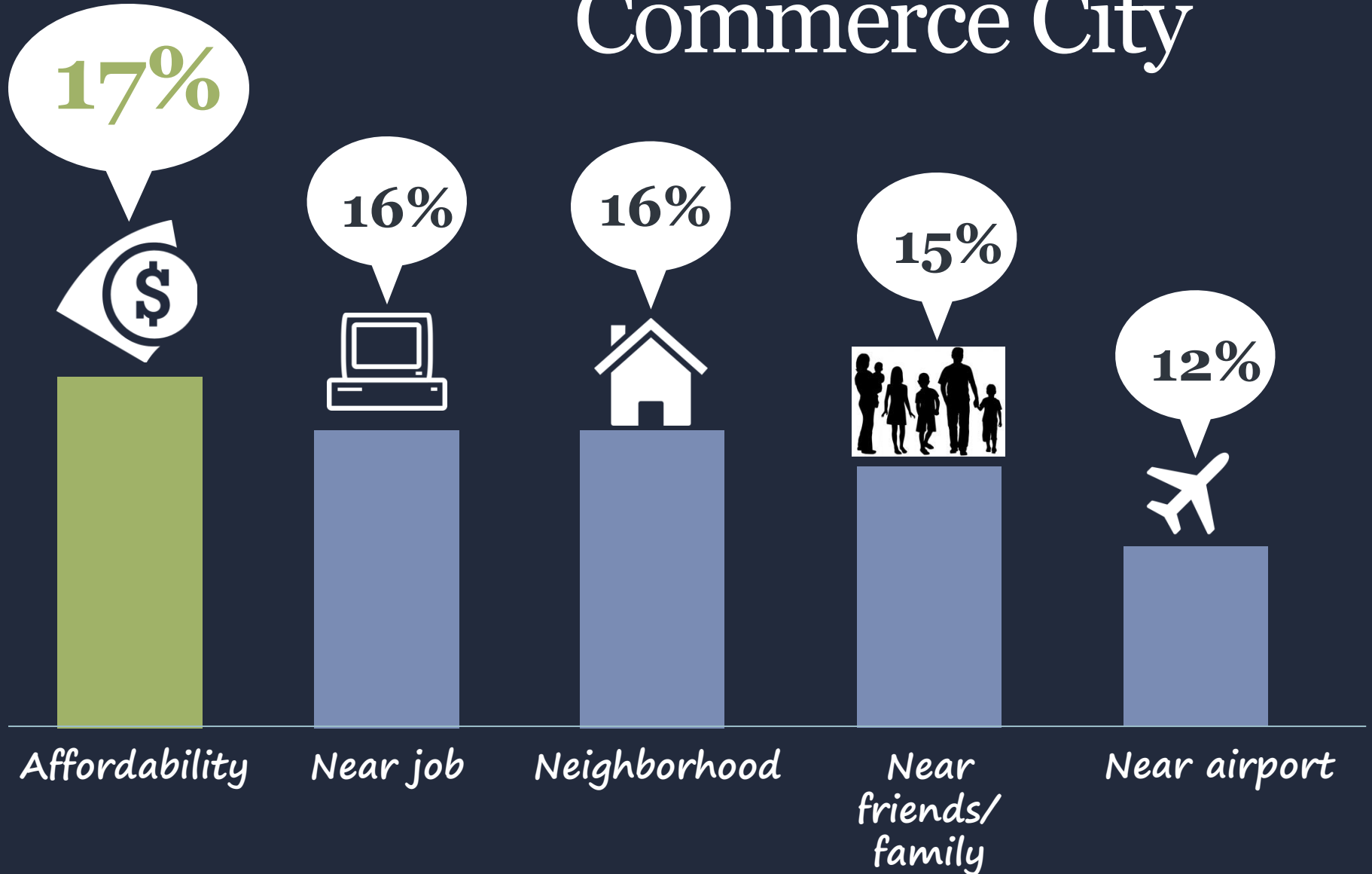
65%

of residents think
crime in Commerce City
is a major or moderate problem

Key
Finding
#2

Affordability **is key**
and residents
value a *healthy*
economy

Reasons for living in Commerce City



Desirable attributes



Cost of living
26%



Availability of affordable housing
26%



Variety of housing options
43%

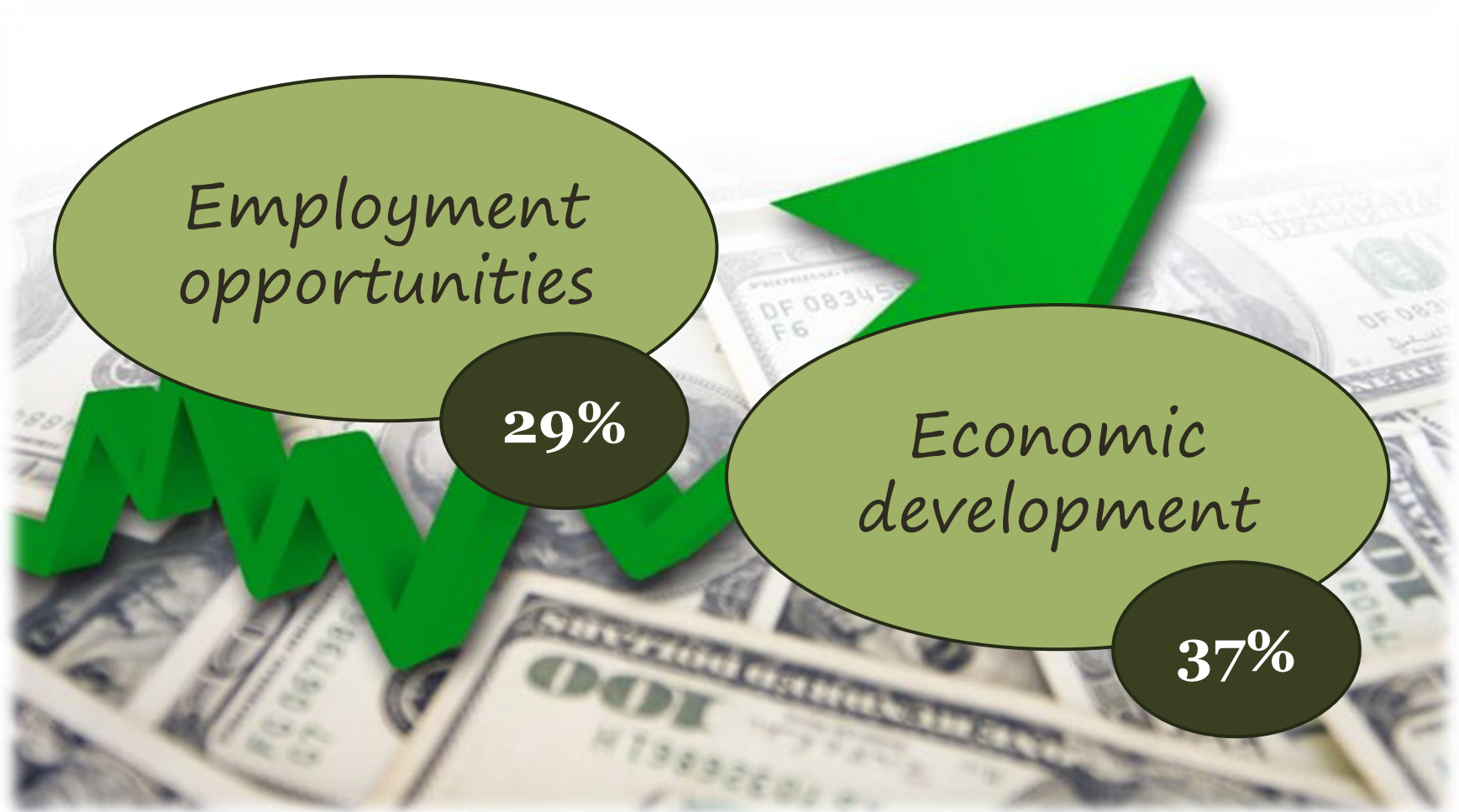


NOT under housing stress
60%

Similar to benchmarks

Percent excellent or good

Positive Economic Features

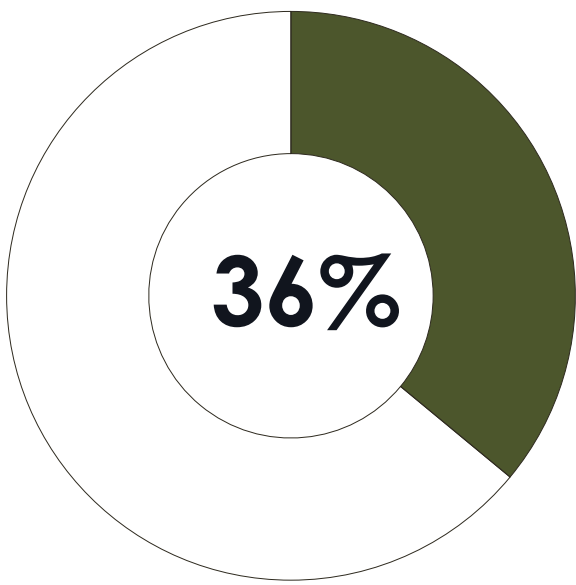


Similar to benchmarks

Percent excellent or good

Possible Areas of Focus

Overall economic health



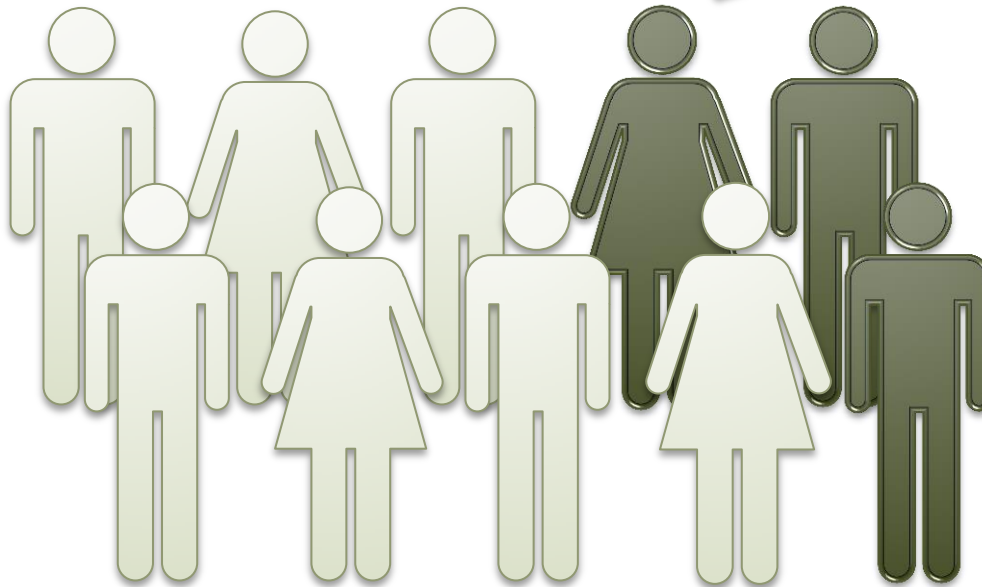
- 35% Place to work
- 22% Place to visit
- 21% Business and service establishments
- 17% Shopping opportunities
- 10% Vibrant downtown/ commercial area

Percent excellent or good Lower than benchmarks

Work in Commerce City



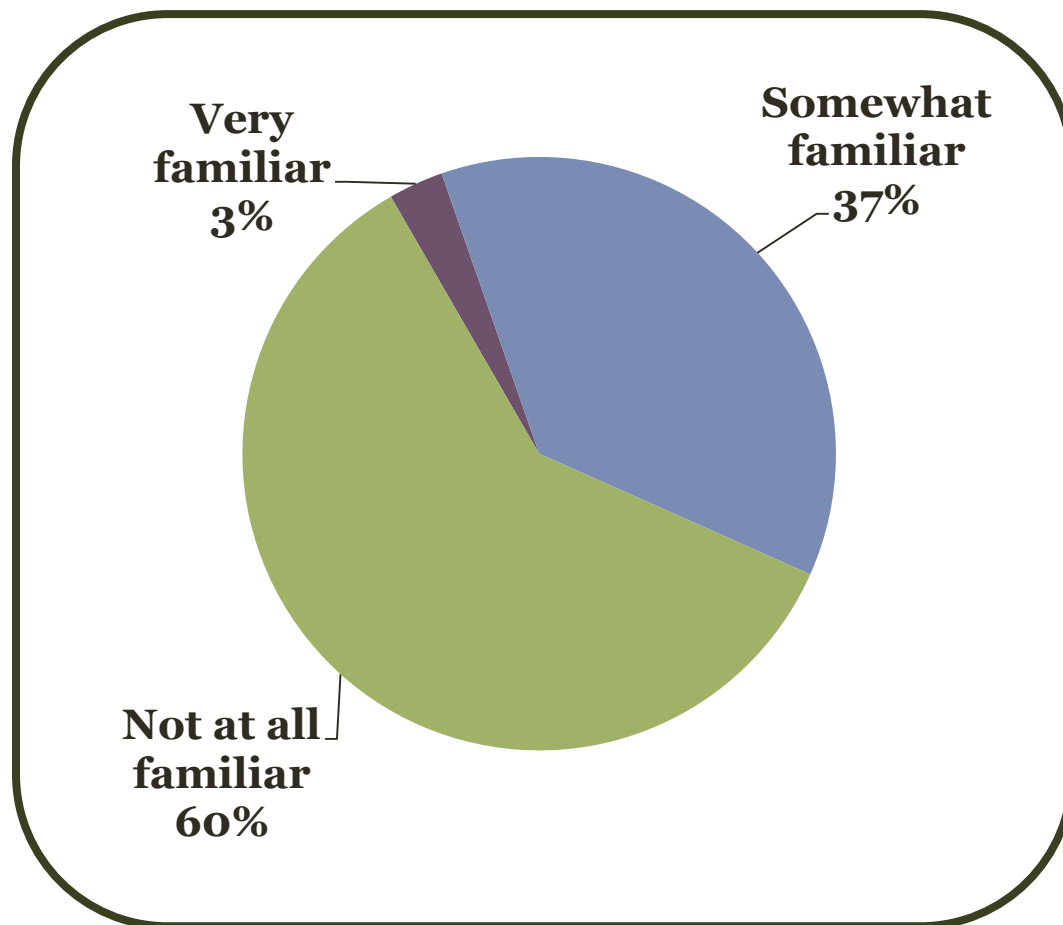
Yes



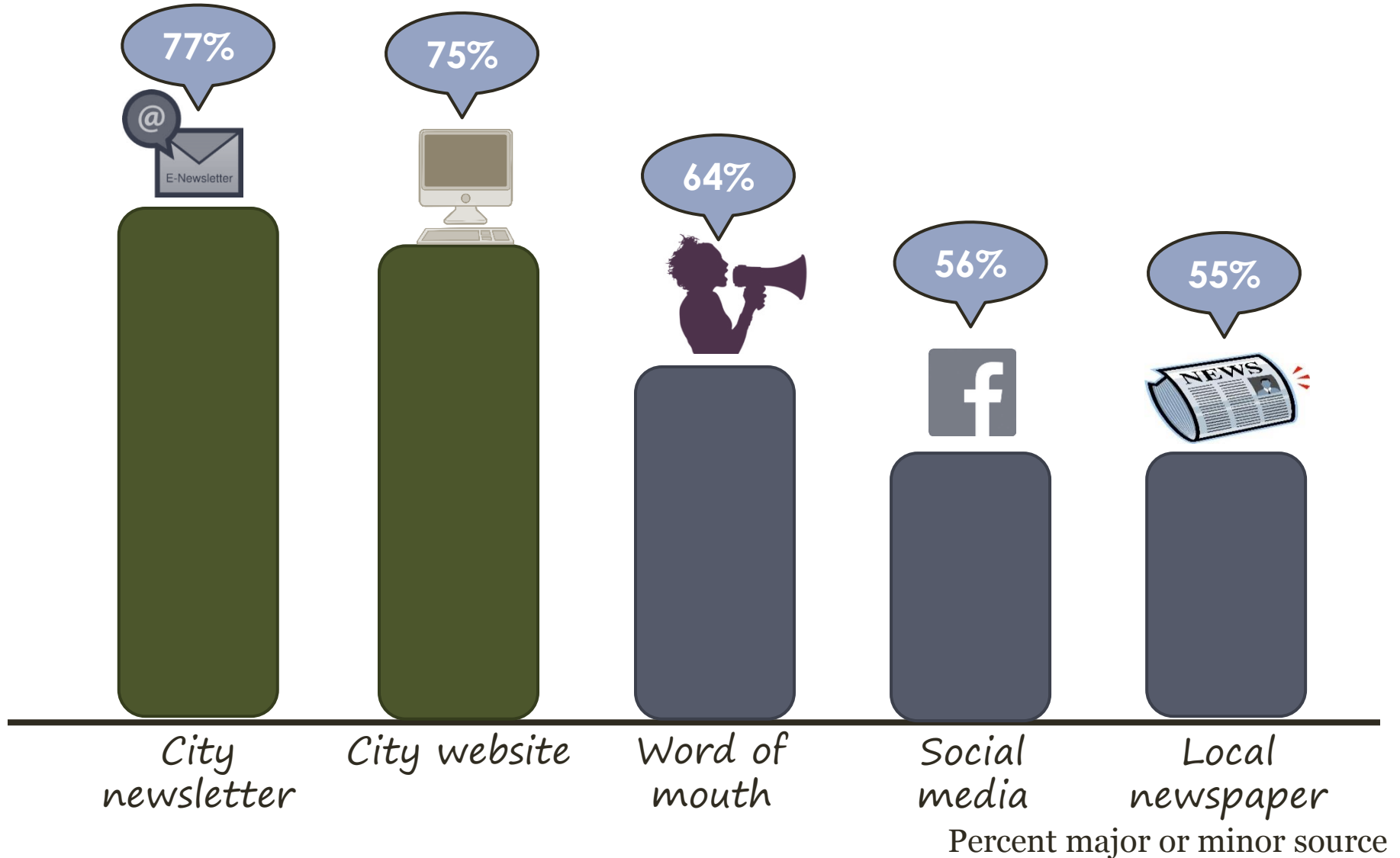
Lower than benchmarks

Economic Development

Familiarity with economic development services



Information Sources

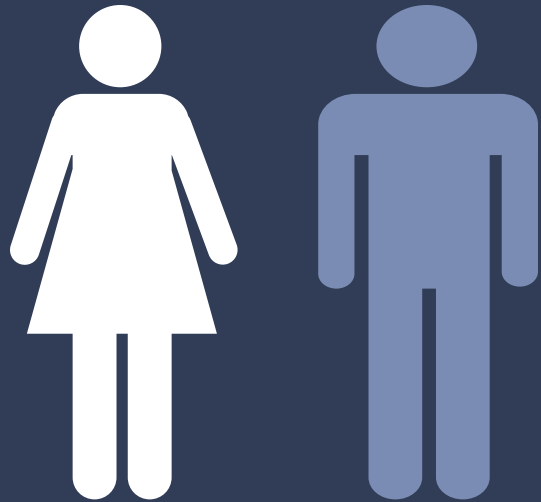


**Residents are *pleased*
with Recreation, may
want *more attention*
on Wellness**

2 in 3

City parks

excellent or good



1 in 2

excellent or good

Recreation programs

Recreation centers

In very good to excellent health

Healthy Behavior



8 in 10

-
- *Visited a City park*
 - *Ate 5 portions of fruits/veggies*
 - *Participated in physical activity*

Wellness Ratings for Focus

- Affordable health services

4 in 10

- Health care
- Affordable food

3 in 10

- Overall health and wellness

2 in 10

Percent excellent or good

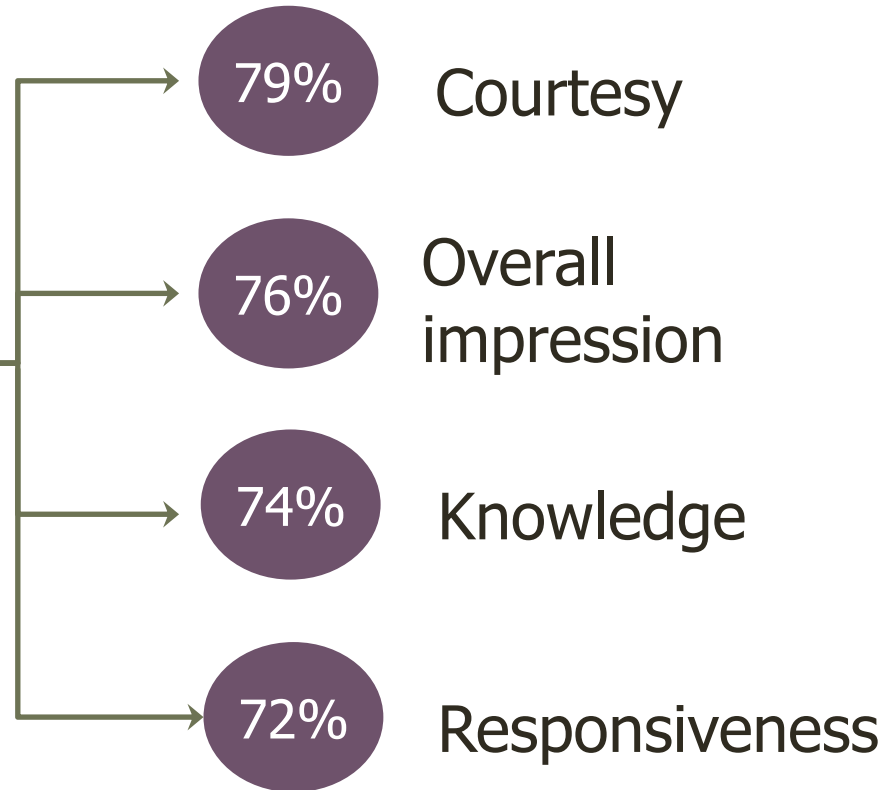
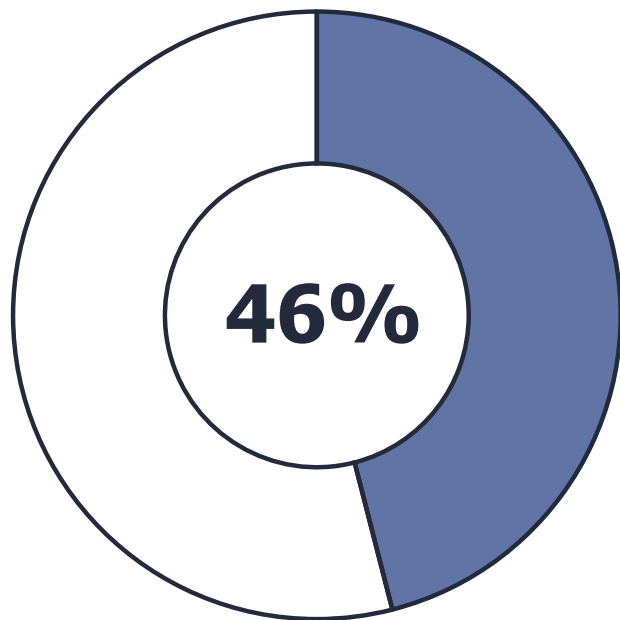
Lower than benchmarks

Special Topics

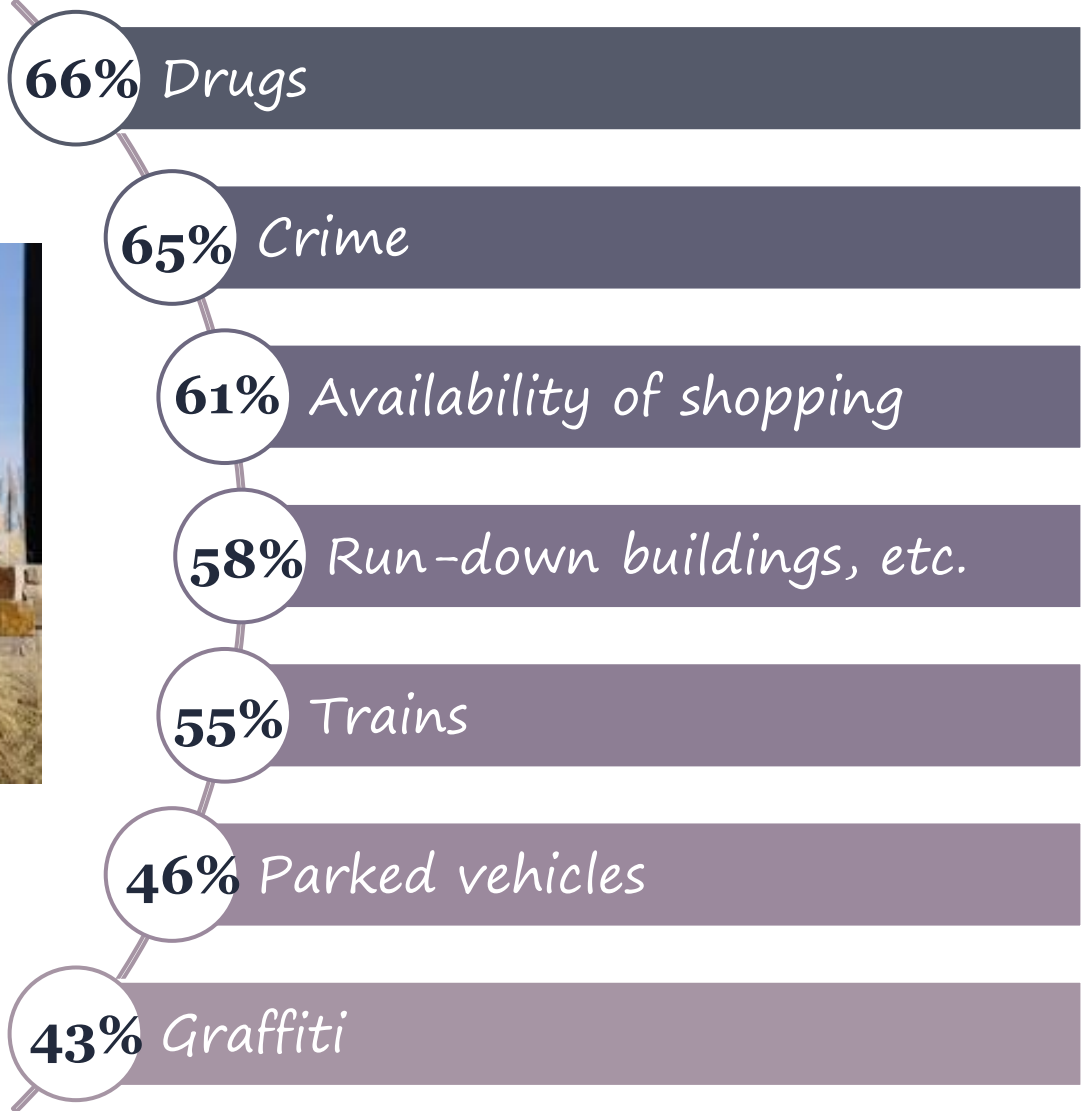
Impressions of City Employees

Contact with City employees

• — Performance — •



Degree of Problems

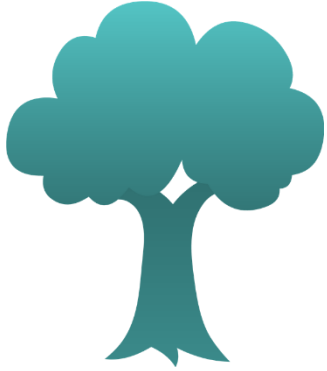


Percent major or moderate problem

Familiarity with City Services

Parks and rec

77%



Rules/regulations

69%



Police

67%



Planning/zoning

44%



Public works

43%



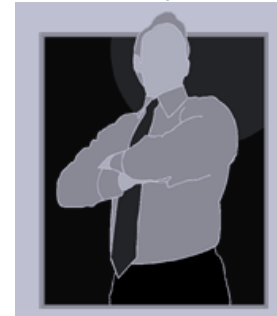
Economic development

40%



Info about management

34%



Percent very or somewhat familiar

Conclusions

*Safety is an
important
focus area*



Geographic Comparisons

North of 96th Ave

- More +
 - **Neighborhoods**
 - **Natural Environment**
 - **Recycling, neighborliness** participation
 - **Prioritized** Safety as focus area
 - **Viewed** crime, trains, availability of shopping as problems

South of 96th Ave

- More +
 - **Mobility, Economy and Education and Enrichment**
 - **Government** service ratings
 - **Prioritized** Natural and Built Environments, Education and Enrichment, sense of community

Demographic Comparisons

Race

- Hispanic/other race +
 - **Community aspects**
 - **Government**
- White only +
 - **Less housing stress**
 - **Physical activity, campaigning, volunteerism**

Age

- Older +
 - **Recreation/Health**
- Younger +
 - **Government performance**
 - **Viewed availability of shopping as problem**

2017 National Benchmark Comparisons



2017 Custom Benchmark Comparisons



Conclusions

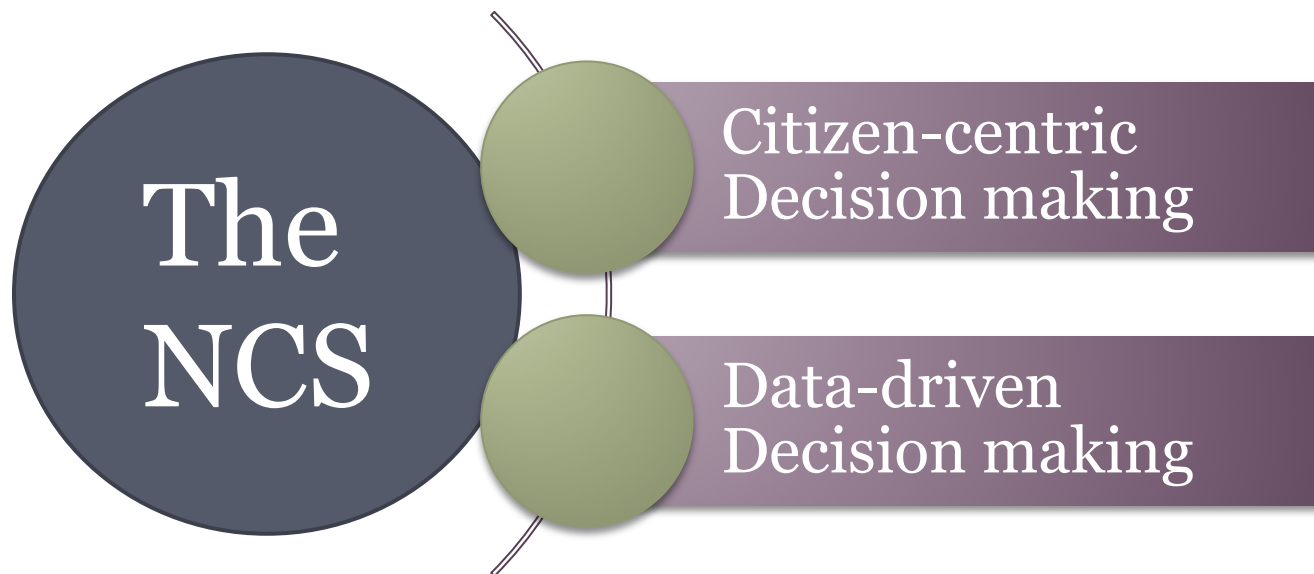
The background of the slide is a photograph of a brick building with a central clock tower. The clock tower has a white clock face and the words "CITY HALL" are visible on the brickwork below it. The building has large windows and a modern architectural style.

Safety is an important focus area

Affordability is key and residents value a healthy economy

Residents are pleased with Recreation services, may want attention on Wellness

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate



Questions?

National Research Center, Inc.

2955 Valmont Road Suite 300

Boulder, CO 80301

303-444-7863 • nrc@n-r-c.com

www.n-r-c.com



NRC
National Research Center Inc