



# Commerce City, CO

## Key Findings 2018

The NCS is presented by NRC in collaboration with ICMA



# About The NCS

- **Community Livability**
  - Community Characteristics
  - Governance
  - Participation



# Facets of Community Livability



# The NCS & Commerce City

- Second time conducting The NCS
- Scientific sample of 2,400 households
  - 372 returns to the mailed survey, 464 responses to the opt-in survey; total of 836
  - $\pm 3\%$  margin of error

Expanded  
sample

Online  
options

Spanish

Geographic  
comparisons

Demographic  
comparisons

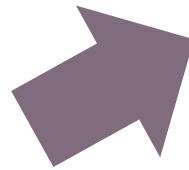
Custom  
benchmarks



# Increase in Participation

*2017*

548  
respondents

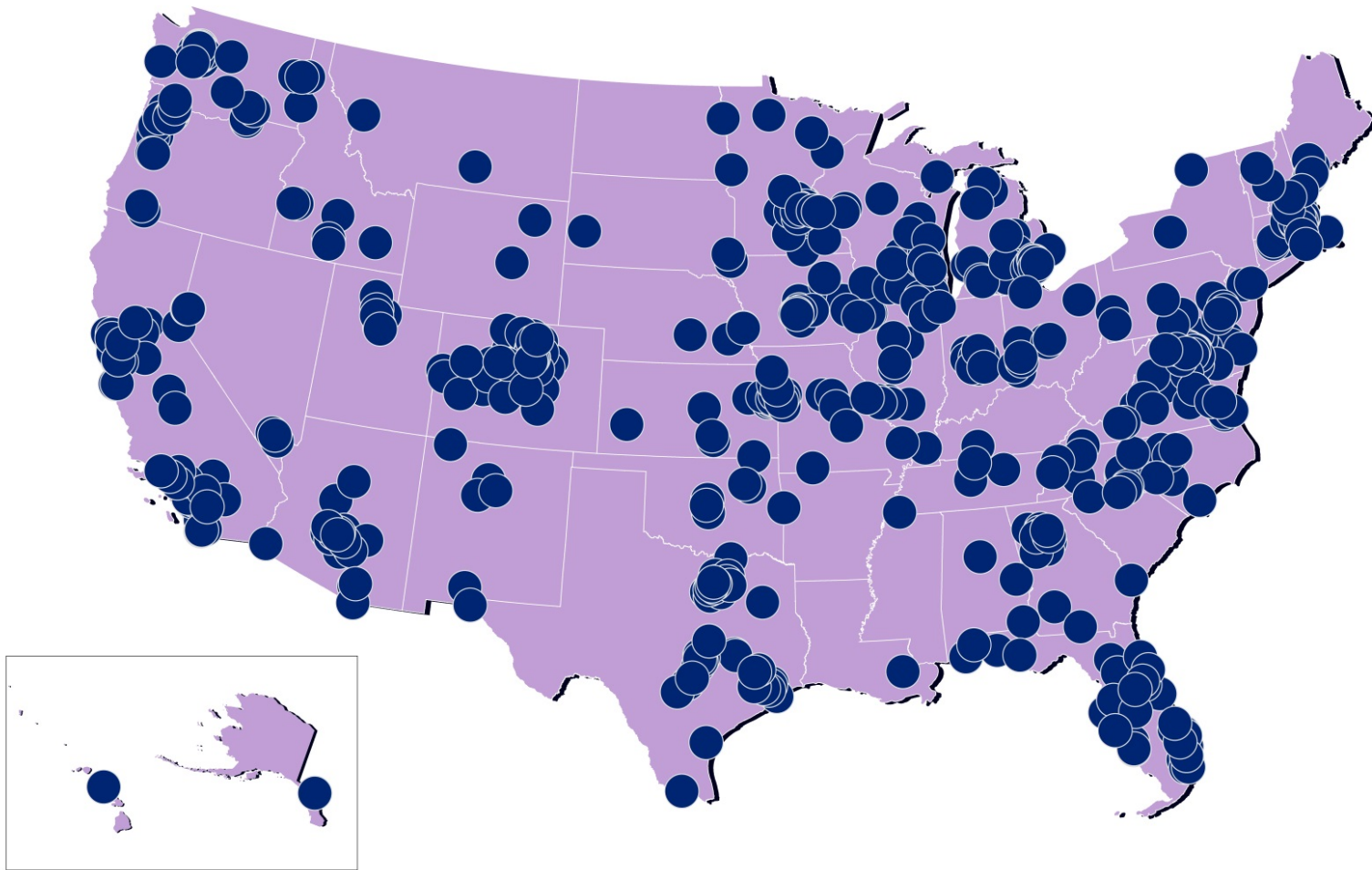


*2018*

836  
respondents



# National Benchmark Comparisons



# 2018 National Benchmark Comparisons



# 2018 Custom Benchmark Comparisons



# 2018 Ratings Compared to 2017

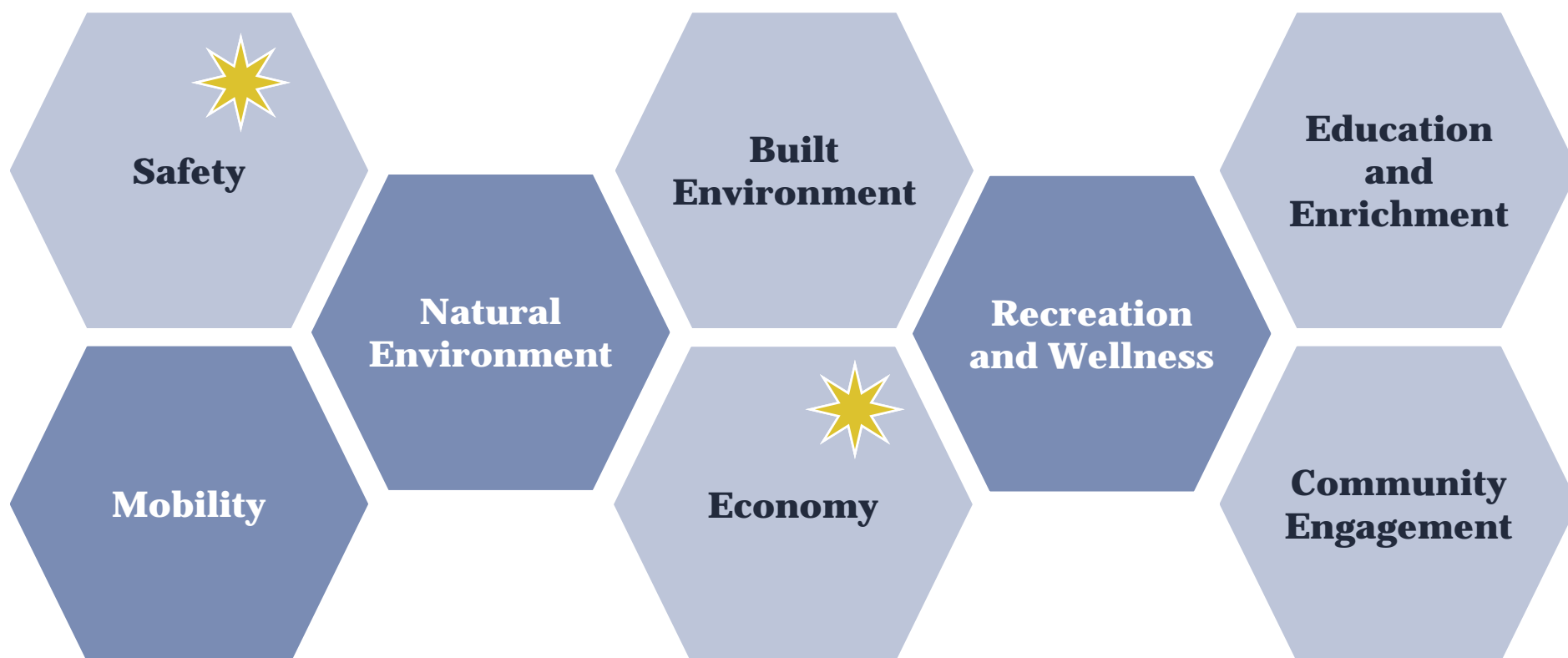


# Key Focus Areas

## Legend

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

★ Most important



# Key Findings

Residents are  
pleased with  
the *ease of*  
*driving*  
around the city

Economic  
health is a  
*top priority*

The sense of  
community  
could be  
*bolstered*

Key  
Finding  
#1

**Residents are  
pleased with the  
*ease of driving*  
around the city**



# Aspects of Car Travel

*Percent excellent/good*

**59%** Public parking

**55%** Ease of travel by car

**37%** Traffic flow

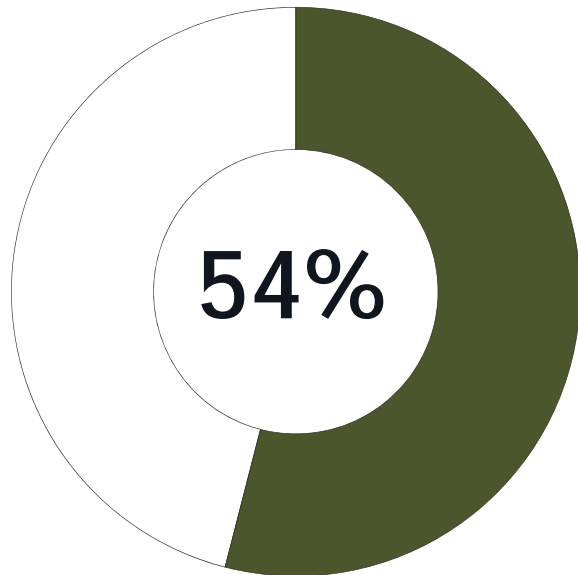
**29%** Travel by public transportation



# Mobility Services

*Percent excellent or good*

•Traffic enforcement•



50%

Street cleaning

50%

Sidewalk  
maintenance

47%

Street lighting

42%

Traffic signal  
timing

37%

Street repair

# Improvements in Mobility: 2017 to 2018

*Percent excellent/good*

Snow removal

38%

48%

Street lighting

37%

47%



# Modes of Transportation

*Percent at least once a month*

**2 in 10**

Used public  
transportation instead of  
driving



**4 in 10**

Carpooled  
instead of  
driving alone







38%

Residents *walked or biked*  
instead of driving

# 78%

*high or medium priority*

*Widening City roads*



# 2 in 3

*high or medium priority*

*Pedestrian and bike path improvements*

Key  
Finding  
#2

**Economic health is**  
*a top priority*

# Economy is a Top Priority

*Percent essential or very important*

9 in 10

residents think economic  
health is important





# Economic Areas for Improvement

Overall economic health

33%



Place to work

31%



Economic development

27%

Business and services

24%



Employment opportunities

24%



Cost of living

21%



Shopping opportunities

19%



Place to visit

20%



excellent or good

# Economic Trends: 2017 to 2018

*Percent excellent/good or very positive/somewhat positive*

Economic  
development

37%

27%

Economy will have a  
positive impact on  
income

31%

23%

# Positive Economic Attributes

*Percent excellent/good or very positive/somewhat positive*



Housing options

**46%**



Affordable quality  
housing

**32%**



Economy will have  
positive impact on  
income

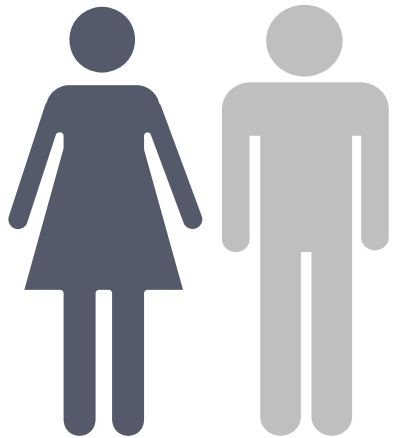
**23%**

Key  
Finding  
#3

**The sense of  
community could be  
*bolstered***

1 in 2

*excellent or good*



- ✓ Neighborliness of residents
- ✓ Open & accepting nature of community



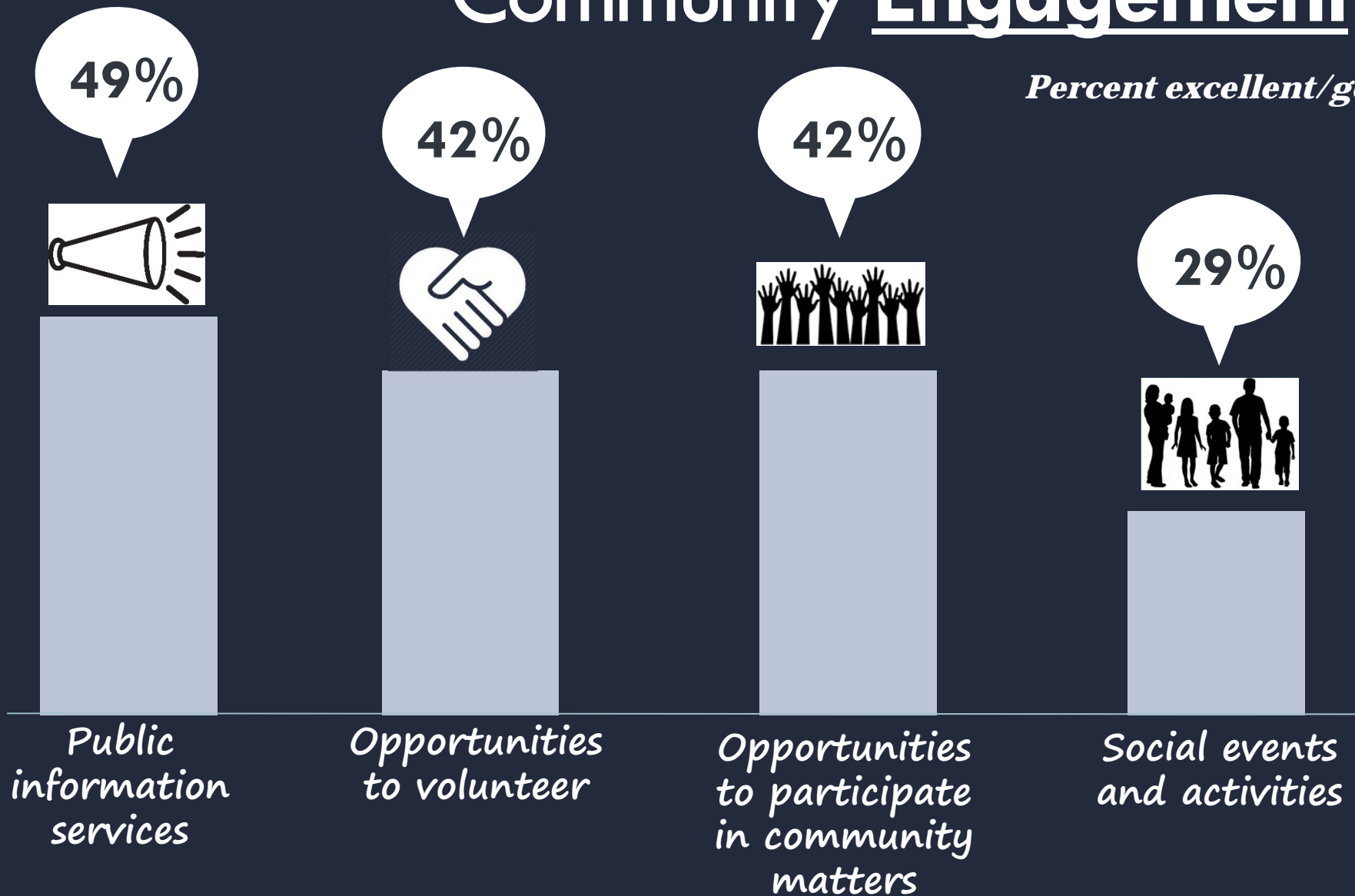
# Improvements in Community Engagement: 2017 to 2018

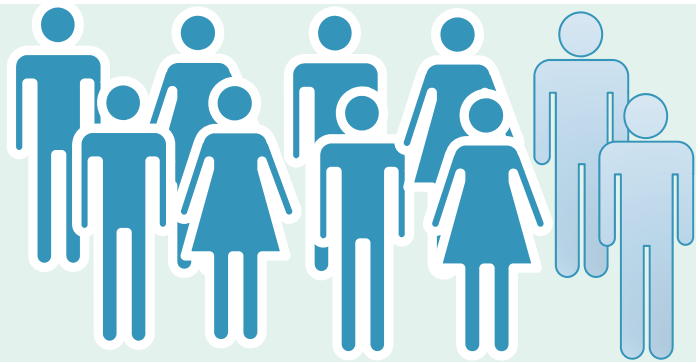




# Community Engagement

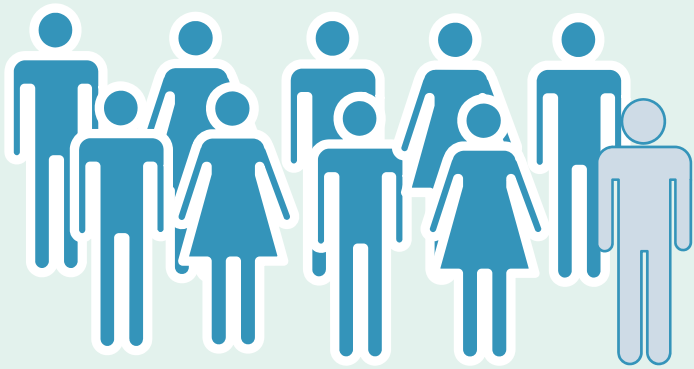
*Percent excellent/good*





**2 in 10**

*Volunteered*



**1 in 10**

*Participated in a club*

*Government  
performance  
decreases*



- *Welcoming citizen involvement*
- *Confidence in City government*
- *Commerce City acting in the best interest of the community*





# Custom Questions

- 1. Indicate how much of a priority, if at all, each of the following improvement projects would be for City leadership to focus on in the next three years:** *Widening City roads, Park improvements, Recreation facilities improvements, More public art, Pedestrian and bike paths improvements, More cultural amenities*
- 2. How informed you are, if at all, about oil and gas operations occurring in Commerce City?**
- 3. If Commerce City could attract new restaurants, which new offerings would you prefer?** *Fast-casual, fine dining, family-friendly, pub/tavern, or other*
- 4. Do you support or oppose the City keeping the pit bull ban?**

# City Priorities

## Top Priorities for Next 3 Years

Park  
improvements

**67%**

Recreation  
facilities  
improvements

**67%**

More cultural  
amenities

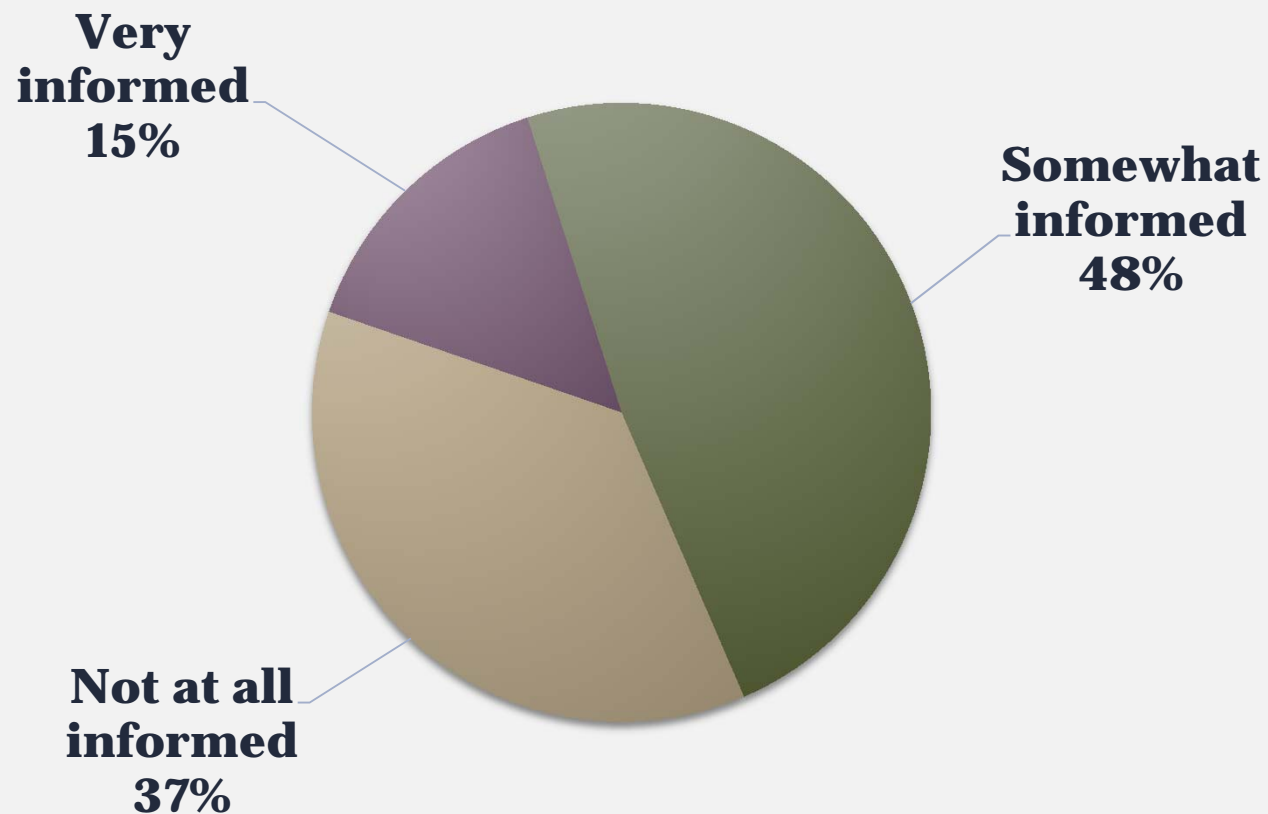
**54%**

More public art

**35%**

*Percent high /medium priority*

# Resident Knowledge Regarding Oil and Gas Operations



# Desire for New Restaurants

## *Preference for New Restaurants*

85%

Family-friendly dining

73%

Fine dining

60%

Pub/tavern dining

41%

Fast-casual dining

*Percent strongly prefer/prefer*



# Support for Pit Bull Ban



# Conclusions

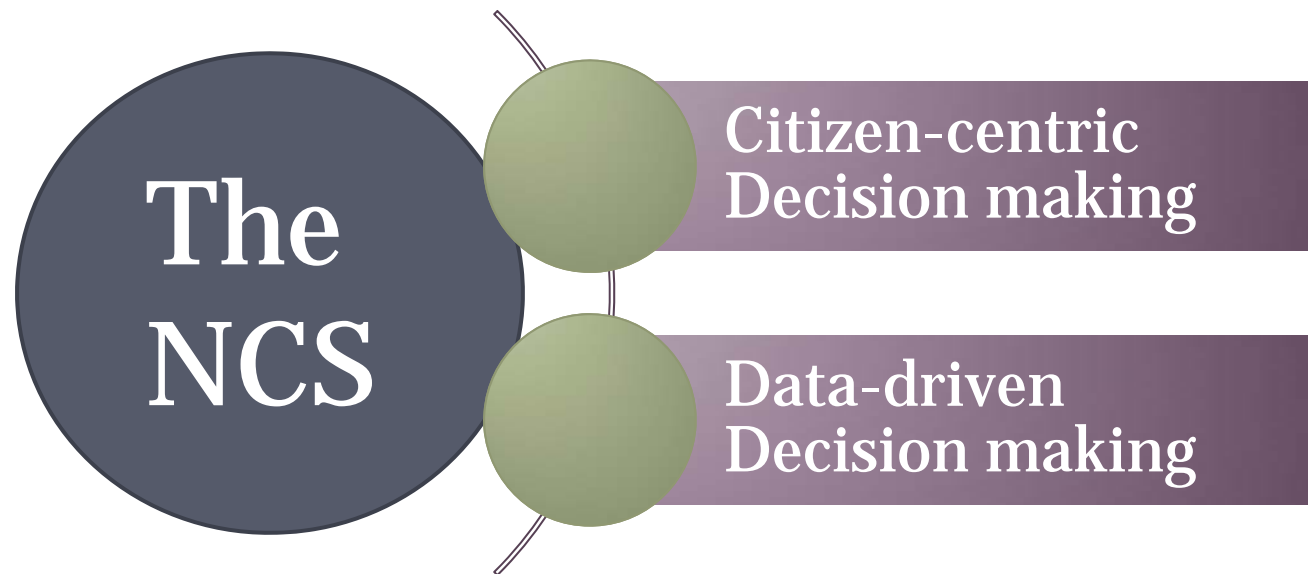


Ease of  
driving is a  
strength

The  
economy is  
a top  
priority

The sense of  
community  
could be  
bolstered

# Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate



# Questions?

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