



Legislation Text

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2017 Community Survey Results

Summary and Background Information : Commerce City has surveyed residents every three years since 2005 to obtain quantitative trend data of perceptions and opinions. Historically, these surveys measure progress on key initiatives and help guide future city council priorities and administrative actions. The 2017 community survey represents a shift to annual benchmarking and better alignment with the city's administrative work plan.

Conducted by the independent National Research Center, the National Citizen Survey™ captured residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The process included a scientific sample of 2,200 households, yielding a representative sample of 548 residents that either completed the mailed or opt-in survey that was also made available in Spanish. The margin of error around any reported percentage is 4 percent for all respondents. The National Citizen Survey™ (NCS) provided the opinions of a representative sample of 548 residents of the Commerce City, including geographic and demographic comparisons. Results were then compared to resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on the NCS, representing a wide geographic and population range. The results provide Commerce City a new baseline for future survey analysis and comparisons.

The NCS is the only citizen survey endorsed by the International City/County Management Association and the National League of Cities. Communities using the NCS have reported that the tool improved service delivery, strengthened communications with community stakeholders and helped leaders identify clear priorities for use in strategic planning and budget setting. Results of the survey will be made available to the public in the January issue of Connected and on the city's website.

Staff Responsible (Department Head): Director of External Affairs Halstead
Staff Member Presenting : National Research Center President Tom Miller

Financial Impact : \$24,340

Funding Source : General Fund

Staff Recommendation : For information and discussion purposes only.