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# City of Lakewood Citizen Survey

# Report of Results

July 2010

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# Executive Summary

## Survey Background

The Lakewood Citizen Survey serves as a consumer report card for the City of Lakewood, providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and local government itself. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and their priorities for community planning and resource allocation. The baseline Lakewood Citizen Survey was conducted in 2000. This was the sixth iteration of the survey.

The 2010 survey used stratified random sampling to select 600 households in each of five Wards to receive survey mailings. Of the 3,000 surveys mailed in May 2010, about 168 of the surveys were returned because they could not be delivered as addressed. Of the 2,832 households that received a survey, 897 completed the survey, providing a response rate of 32%. The margin of error is no greater than plus or minus three percentage points around any given percent based on community-wide estimates. Comparisons of the City of Lakewood survey results are made to national benchmark and Front Range benchmark ratings (obtained from similar citizen surveys across the nation and along Colorado's Front Range).

## Highlights of Survey Results

### Quality of Community Life

Lakewood residents appreciated the quality of life they enjoy. Nine in 10 respondents rated their quality of life as either "very good" or "good," and very few respondents felt their quality of life was low (only 1% reported it was "bad" and 0% reported it was "very bad"). Quality of life ratings have remained high in every survey implementation. The 2010 quality of life rating was above the national benchmark, and similar to the Front Range benchmark.

Residents also gave positive ratings to their neighborhood, with 80% rating the quality of their neighborhood as "very good" or "good." This rating was similar to the national benchmark.

When asked how they felt the quality of their neighborhood had changed over the last five years, about half of survey participants felt their neighborhood had stayed about the same, while a slightly larger proportion felt their neighborhood had improved (27%) than thought it had declined (22%). The proportion of respondents feeling their neighborhood had improved over the last five years has been increasing slightly each time the survey has been implemented over the past decade.

Respondents were asked to indicate how well or poorly they thought the needs of specific groups of people were being met in Lakewood. A majority of respondents felt that the needs of seniors were being met "well" or "very well," and only 12% thought the needs of seniors were being met "poorly" or "very poorly." Less than half of those surveyed considered the needs of people with special needs or low-income people to be well-met, but a greater proportion considered their needs well met than considered their needs poorly met. The needs of homeless people were seen as the biggest problem, with a greater proportion considering the needs of this group poorly met (36%) than considering the needs well met (23%).

These ratings have remained fairly stable over time, with slight positive increases observed in 2010 compared to 2008 for the senior population.

## Mobility in Lakewood

Residents were asked to rate six different aspects of transportation in Lakewood from the condition of highways to the ease of foot travel in the City. All aspects were rated positively by a majority of respondents. Condition of city streets and ease of car travel were given the most favorable ratings, with about two-thirds of respondents rating each as “good” or “very good.” Condition of state highways was rated as “good” or “very good” by just under two-thirds of respondents. Alternative modes of transportation were rated slightly lower than the automotive mode; ease of travel by foot and by bicycle were rated “good” or “very good” by 60% of respondents, 5% lower ratings than those given to car travel, and ease of public transit was rated as “good” or “very good” by 55% of respondents.

Of the five aspects of transportation that could be compared to the national benchmark, four were above the benchmark: condition of City streets, ease of car travel, ease of bicycle travel and ease of public transit. Ease of travel by foot was similar to the national benchmark.

Four comparisons were available for the Front Range benchmark. Condition of city streets received a higher rating than the Front Range benchmark, and ease of travel by car received a rating similar to the Front Range benchmark. However, ease of travel by foot and ease of travel by bicycle were below the Front Range benchmarks.

Ratings of most of the transportation items have remained stable over time. Condition of state highways has seen a steady decline since 2006, while ease of travel by car has been gradually trending upward over the survey period.

## Quality of City Government

About two-thirds of respondents said they thought the City of Lakewood’s government operates “well” or “very well,” while only 9% rated the government as operating “poorly” or “very poorly.” The rating for overall government operations for Lakewood was above the national benchmark. Ratings for government operations have increased since 2006, and in 2010 were higher than the baseline rating observed in 2000, but not quite at the high-level mark seen in 2004.

Respondents were asked to rate the quality of 18 specific services provided by the City of Lakewood. By and large, the majority of residents felt each service was “very good” or “good.” Maintenance of parks, recreation facilities, recreation programs, police services and cultural facilities received the most positive ratings with three-quarters or more feeling these services were “very good” or “good.” The City’s communication services (newsletter, government access channel and Web site), snow removal and street cleaning also received favorable ratings with at least two-thirds reporting they were “very good” or “good.”

City code enforcement (50%) and planning/land use (49%) received the lowest ratings with half or fewer indicating these services were “very good” or “good.” However, only 5% or fewer respondents rated any service as “very bad.”

Lakewood was above the national benchmark for 12 of the 15 services for which comparisons were available. These were:

- recreation facilities,
- recreation programs,
- programs for senior citizens,

- snow removal,
- street cleaning,
- street repair/condition,
- enforcing traffic laws,
- the City's Web site [www.Lakewood.org](http://www.Lakewood.org),
- government access cable television KLTV 8,
- building permits/inspections,
- city code enforcement, and
- planning/land use.

The two services that were similar to the national benchmark were police services and Municipal Court. The only service rated below the national benchmark was the City newsletter.

Traditionally services for communities in the Front Range receive higher marks than those in other parts of the country, resulting in a higher benchmark and a tougher comparison. Of the 12 services for which Front Range comparisons were available, 5 were above the benchmark and seven were similar. None were below the benchmark.

Compared to 2008, several services showed statistically significant increases in 2010. These were: snow removal, street repair/condition, enforcing traffic laws, police services, building permits/inspections, and planning/land use. No service showed a statistically significant decrease from 2008 to 2010.

In addition to rating the quality of 18 specific city services, respondents were asked to rate how important they felt 10 services were. All were rated as "very" or "somewhat important" by over 70% of respondents. Public safety and infrastructure were given the highest importance ratings, rated as "very" or "somewhat important" by over 90% of respondents, with 87% rating public safety as "very important." Business growth and retention and parks, open space and trails were rated as at least somewhat important by over 90% of respondents. Cultural programs was the service given the lowest importance ratings of the 10 services rated, regarded as "very" or "somewhat important" by 73% of respondents.

About half of the survey participants reported having had contact with a City employee in the previous 12 months. Among those who had had contact with a City employee, 76% reported being at least "satisfied" or "very satisfied" with the customer service they received. Dissatisfaction was expressed by 14% of respondents. While three quarters of respondents reported being "very satisfied" or "satisfied" with the customer service they received, this rating was below both the national and Front Range benchmarks. Although the difference between 2010 and 2008 ratings of customer satisfaction were not statistically significant, the trend over time has been one of primarily gradually increasing satisfaction.

### **Public Trust and Quality of Representation**

The survey contained a series of questions used to measure public trust, or confidence in City officials and employees. In nearly all jurisdictions, these ratings tend to be lower than more general service ratings. For all the public trust statements evaluated by survey participants, a greater percent gave a positive rating than gave a negative rating. About two-thirds of respondents agreed that quality work was being performed by City of Lakewood employees. Nearly 6 in 10 respondents agreed that they were pleased with the direction being taken by the

City, and that Lakewood City government welcomes citizen involvement. A bare majority agreed that the City is open and candid in sharing information and that City Council representatives act in the best interest of the community at large. Several items were endorsed by less than half of respondents. These included: confidence in the representation received from Council members, confidence with the representation received from the Mayor, confidence in how the City Manager manages City operations, and receiving good value and services for the amount of City sales and property taxes paid.

Of the six public trust items that could be compared to the national benchmark, four were above the benchmark. These included believing elected representatives generally act in the best interest of the community at large; being pleased with the overall direction the City is taking; being satisfied with the quality of work that City of Lakewood employees do; and feeling that the City is open, candid and shares information. Public trust items that received ratings similar to the national benchmark included receiving good value for the taxes paid and the job Lakewood does welcoming citizen involvement. No public trust item received ratings below the national benchmark.

Of the five public trust items that could be compared to Front Range benchmarks, three were similar, one was above (believing elected representatives generally act in the best interest of the community at large) and one was below (receiving good value for the taxes paid).

Most of the public trust ratings have remained stable or increased over time. From 2006 to 2010, statistically significant increases in ratings were observed for confidence in the City Manager, receiving good value for taxes paid, feeling the City is open, candid and shares information, Lakewood City government welcomes citizen involvement and City of Lakewood employees do quality work.

Those completing the questionnaire were asked if they knew who represented them on City Council and who the current Mayor was. Over the survey period, the proportion of survey participants who felt like they knew who represented them on City Council has declined. In 2010, about 3 in 10 respondents said they knew who represented them on City Council. The three most recognized Council members were Bob Murphy, Vicki Stack, Sue King and David Wiechman. Cindy Baroway was the least recognized member of City Council. The current mayor was elected in the fall of 2007. When asked which of three names presented was the name of the City of Lakewood mayor, over 40% of respondents answered that they did not know. A slightly larger proportion, 44%, correctly identified Bob Murphy. This represents an increase from 2008, when about 10% of those completing the survey correctly named Bob Murphy as the current mayor. About 10% of residents incorrectly identified the former Mayor, Steve Burkholder, as the current Mayor and 5% selected Denver's Mayor, John Hickenlooper.

Those completing the questionnaire were asked to evaluate the quality of representation they receive by elected officials at various levels of government. The highest ratings were given to their municipality; about half of the City of Lakewood Citizen Survey participants rated the representation they have by the Mayor and City Council as "good" or "very good." Sentiment dropped for the higher levels of government, for which positive ratings were given by between 37% (federal government) and 40% (County government) of respondents.

# Survey Background

## About the Survey

The Lakewood Citizen Survey serves as a consumer report card for Lakewood by providing residents the opportunity to rate their satisfaction with the quality of life in the City, the community's amenities and satisfaction with local government. The survey permits residents an opportunity to provide feedback to government on what is working well and what is not. It also allows residents to communicate their priorities for community planning.

The focus on the quality of service delivery and the importance of services helps Council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Lakewood City government, helping to assure maximum service quality over time.

This kind of survey gets at the key services that local government provides to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise.

## How the Survey Was Conducted

The Lakewood Citizen Survey was administered by mail to a representative sample of 600 residents in each of five Wards in Lakewood. (A map of these Wards can be found on page 83.) Each household received three mailings beginning in May 2010. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. Over the following two weeks, the surveys, which contained a letter from the Director of the Office of the Mayor and City Manager inviting the household to participate in the 2010 Lakewood Citizen Survey, a six-page questionnaire and self-mailing envelope, were sent to residents. The survey instrument appears in [Appendix F. Survey Instrument](#).

About 6% of the postcards were returned as undeliverable because they either had an invalid address or were received by vacant housing units. Of the 2,832 households that received the survey, 897 completed a survey, providing a response rate of 32%, which is especially strong for a six page questionnaire. Response rates in previous years were 26% in 2008, 33% (2006), 37% (2004), 28% (2002) and 37% (2000). Similar methods were used in 2008, 2006, 2004, 2002 and 2000.

Survey results were weighted so that the gender, age, housing unit type and housing tenure (rent versus own) of respondents were represented in the proportions reflective of the entire city. (For more information see the detailed survey methodology in [Appendix E. Survey Methodology](#).)

## How the Results Are Reported

For the most part, frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. In addition, the "percent positive" is reported for some questions in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "somewhat agree," "very safe" and "somewhat safe").

On most of the questions in the survey, respondents were given the opportunity to answer "don't know." The proportion of respondents giving this reply, and all other responses, is shown in the

full set of responses included in *Appendix B. Complete Set of Frequencies* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the practice of rounding percentages to the nearest whole number.

### **Precision of Estimates**

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (897 completed surveys). For each of the five areas of Lakewood (Wards 1, 2, 3, 4 and 5), the margin of error rises to approximately plus or minus four percent since sample sizes were approximately 554 for Ward 1, 557 for Ward 2, 567 for Ward 3, 574 for Ward 4 and 580 for Ward 5.

Selected results for all Lakewood residents were compared to results from residents in each of the five Council Wards as well as by select respondent characteristics and are presented in *Appendix D. Comparison of Survey Results by Respondent Subgroups*.

### **Comparing Survey Results Over Time**

Because this survey was the sixth in a series of citizen surveys, the 2010 results are presented along with past ratings when available. Differences among years can be considered “statistically significant” if they are greater than five percentage points. Trend data for Lakewood represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

### **Comparing Survey Results to Other Jurisdictions**

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, and to measure local government performance. It is not known what is small or large without comparing. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than fire protection. More illuminating is how residents’ ratings of fire service compare to opinions about fire service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the

residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments.

Benchmark data can help that police department – or any City department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. Citizen opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC’s work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in our proprietary databases.

Jurisdictions in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subsets of jurisdictions (within a given region or population category such as Front Range jurisdictions), as in this report. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in many households with teens, bring pride, and a sense of accomplishment.

### **Comparison of Lakewood to the Benchmarking Database**

Jurisdictions to which Lakewood was compared can be found in [Appendix E. Survey Methodology](#). National and Front Range benchmark comparisons have been provided when similar questions on the Lakewood survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range.

Where comparisons for quality ratings were available, the City of Lakewood’s results were generally noted as being “above” the benchmark, “below” the benchmark or “similar” to the benchmark. These labels come from a statistical comparison of Lakewood’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error; “above” or “below” if the difference between Lakewood’s rating and the benchmark is greater than the margin of error.

# Survey Results

## QUALITY OF LIFE AND NEIGHBORHOOD

The first question on the Lakewood Citizen Survey asked residents to rate their overall quality of life in Lakewood. Nine in 10 respondents rated their quality of life as either “very good” or “good” (see Figure 1 below). Few respondents felt their quality of life was low; only 1% reported it was “bad” and 0% reported it was “very bad.”

### Comparison to the Benchmark

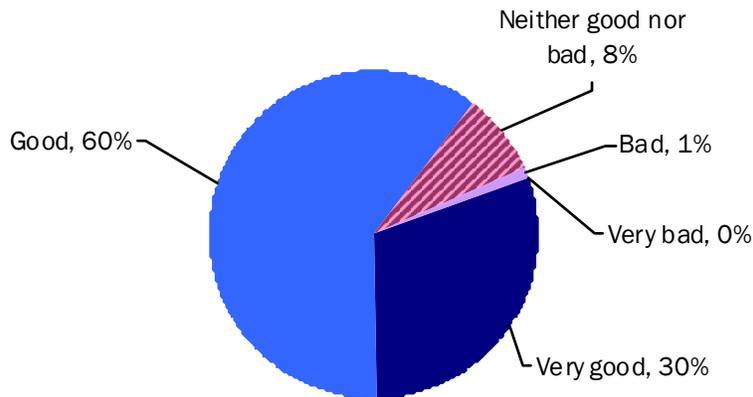
When comparing ratings given in Lakewood to those in other communities across the country, Lakewood received ratings above the average. When comparing to the Front Range, where we traditionally see high ratings, Lakewood was similar to the average received by other Front Range communities.

### Comparison Over Time

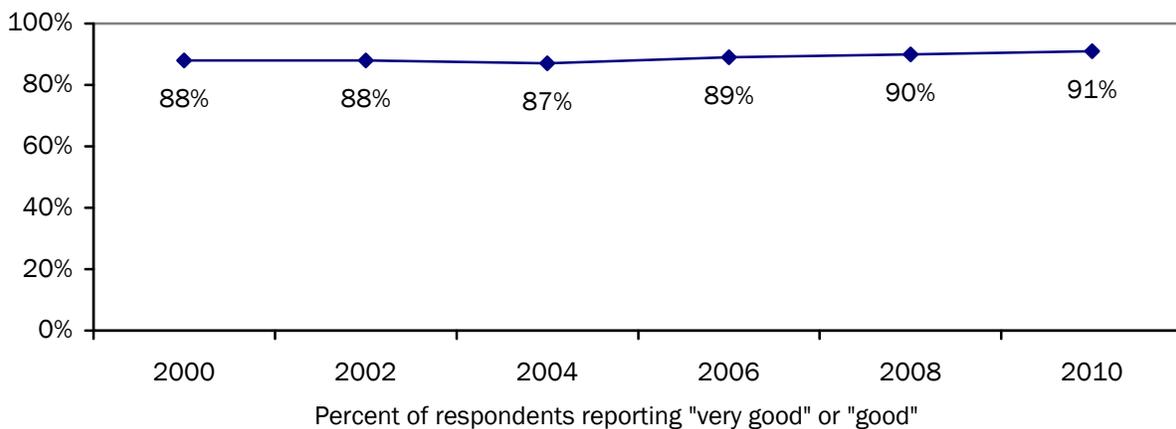
This rating of quality of life is similar to those seen in previous survey years (see Figure 2 below).

**Figure 1: Rating of Quality of Life**

Taking all things into consideration, how would you rate your overall quality of life in Lakewood?



**Figure 2: Rating of Quality of Life Compared Over Time**



Residents viewed the quality of their neighborhoods favorably, with 24% indicating the quality was “very good” and 56% saying “good” (see Figure 3). Only 4% felt it was either “bad” or “very bad.”

**Comparison to the Benchmark**

Lakewood’s quality of neighborhood rating was similar when compared to communities nationwide. No comparison was available for the Front Range.

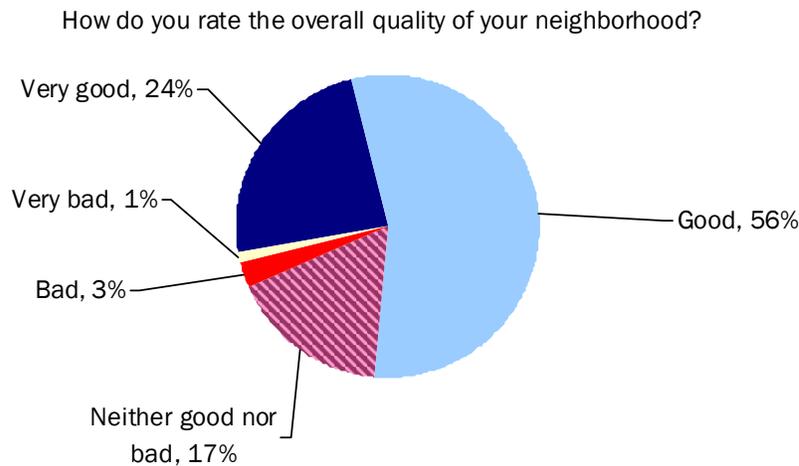
**Comparison Over Time**

Early in the decade, when the City of Lakewood began surveying its residents, about 80% gave positive ratings to the quality of their neighborhood. Ratings declined somewhat in the middle of the decade, but have now risen to the levels observed earlier (see Figure 4 on the next page).

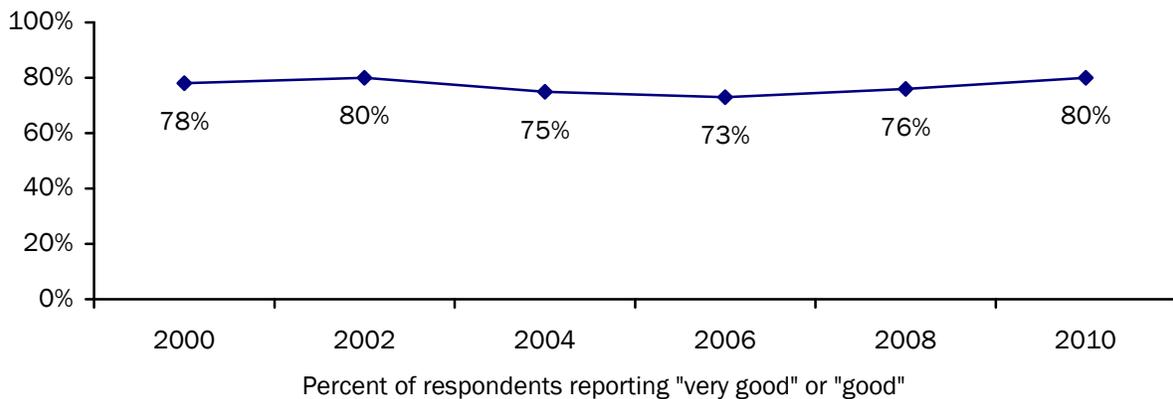
**Comparison by Respondent Subgroup**

Results to selected survey questions, including the overall quality of respondents’ neighborhood, were compared by respondent age, tenure (rent versus own), race and Council Ward. Respondents who owned their residences rated the quality of their neighborhood higher than respondents renting their residences. (See Table 55 in *Appendix D. Comparison of Survey Results by Respondent Subgroups.*) Those in Ward 2 gave lower ratings to quality of their neighborhood than did those in the other Wards (see Table 64).

**Figure 3: Rating of Quality of Neighborhood**



**Figure 4: Rating of Quality of Neighborhood Compared Over Time**

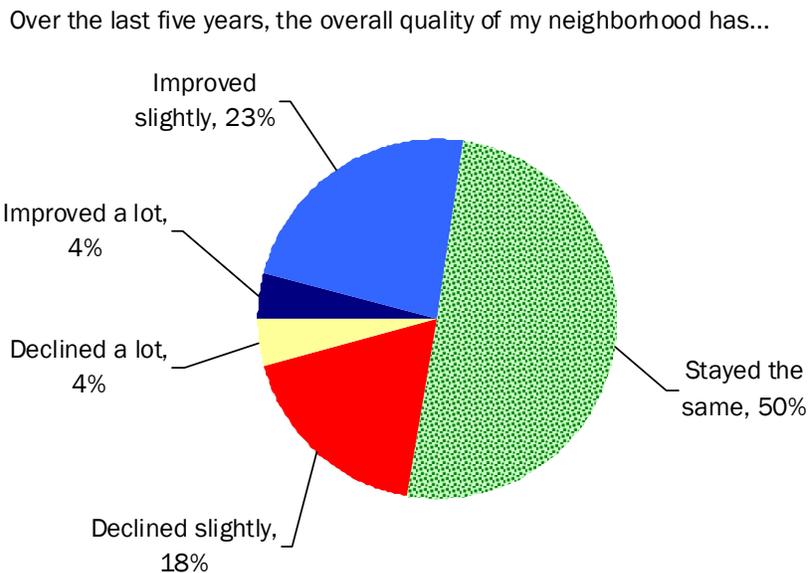


Survey participants were asked how they felt the quality of their neighborhood had changed over the last five years. About half thought their neighborhood had stayed about the same (see Figure 5). A slightly larger proportion felt their neighborhood had improved (27%) than thought it had declined (22%).

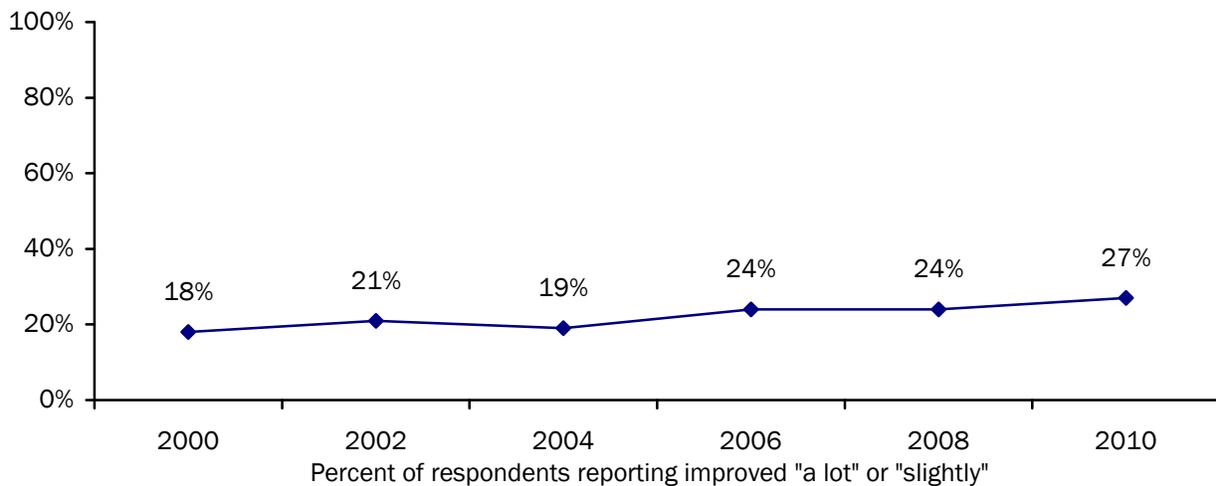
**Comparison Over Time**

The proportion of respondents feeling their neighborhood had improved over the last five years has been increasing slightly each time the survey has been implemented over the past decade, to a high of 27% in 2010 (see Figure 6).

**Figure 5: Rating of Improvement or Decline in Neighborhood**



**Figure 6: Rating of Improvement or Decline of Neighborhood Compared Over Time**



*In 2006 wording was changed from "During the past 12 months..." to "Over the last five years...".*

## EVALUATION OF CITY SERVICES

Lakewood residents were asked several questions about City operations and services provided by the City. Over two-thirds of respondents (67%, see Figure 7) said they thought the City of Lakewood’s government operates “well” or “very well,” while only 9% rated the government as operating “poorly” or “very poorly.”

### Comparison to the Benchmark

The rating for overall government operations for Lakewood was above the national benchmark. No comparison was available for the Front Range.

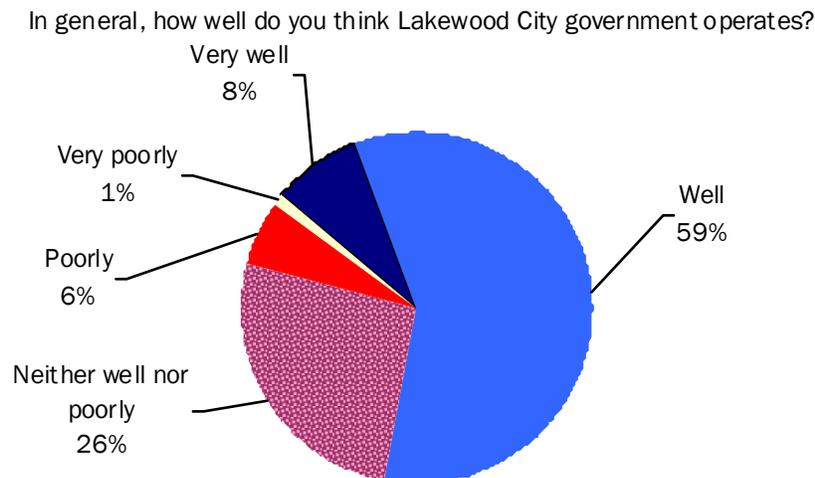
### Comparison Over Time

Ratings for government operations have increased since 2006, and are higher than the baseline rating observed in 2000, but not quite at the high-level mark seen in 2004 (see Figure 8).

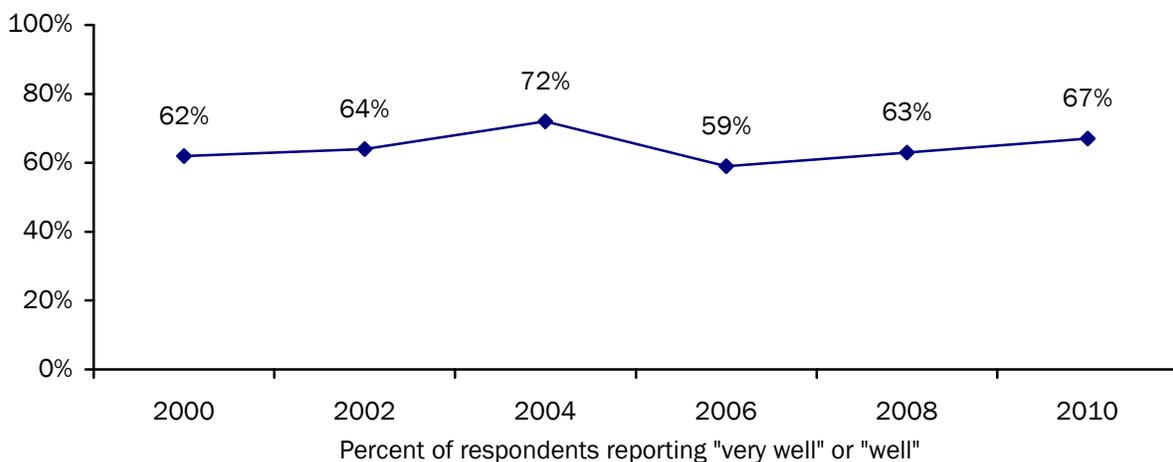
### Comparison by Respondent Subgroup

Younger residents gave higher quality ratings for government operations than older residents did (see Table 57 in *Appendix D. Comparison of Survey Results by Respondent Subgroups*).

**Figure 7: Rating of Lakewood Government Operations**



**Figure 8: Rating of Lakewood Government Operations Compared Over Time**



Respondents were asked to rate the quality of 18 specific services provided by the City of Lakewood. By and large, the majority of residents felt each service was “very good” or “good” (see Figure 9 on the next page). Maintenance of parks (88%), recreation facilities (81%), recreation programs (78%), police services (78%) and cultural facilities (75%) received the most positive ratings with three-quarters or more feeling these services were “very good” or “good.” The City’s communication services (newsletter, government access channel and Web site), snow removal and street cleaning also received favorable ratings with at least two-thirds reporting they were “very good” or “good.”

City code enforcement (50%) and planning/land use (49%) received the lowest ratings with half or fewer indicating these services were “very good” or “good.” However, only 5% or fewer respondents rated any service as “very bad.”

### **Comparison to the Benchmark**

Because certain kinds of local government services across the country tend to receive higher ratings than others – due to the nature of the service – comparison of code enforcement to recreation facilities tells us less about quality than comparison of code enforcement in Lakewood to code enforcement ratings elsewhere.

Lakewood was above the national benchmark for twelve of the 15 services for which comparisons were available (see Figure 10 on page 16). These were: recreation facilities, recreation programs, snow removal, the City’s Web site [www.Lakewood.org](http://www.Lakewood.org), street cleaning, government access cable television KLTV 8, enforcing traffic laws, programs for senior citizens, street repair/condition, building permits/inspections, city code enforcement, and planning/land use. The two services that were similar to the national benchmark were police services and Municipal Court. The only service rated below the national benchmark was the City newsletter.

Traditionally, services for communities in the Front Range receive higher marks than those in other parts of the country, resulting in a higher benchmark and a tougher comparison. Of the 12 services for which Front Range comparisons were available, five were above the benchmark and seven were similar. None were below the benchmark and no comparison was available for city newsletters in the Front Range.

### **Comparison Over Time**

Compared to 2008, several services showed statistically significant increases in 2010. These were: snow removal, street repair/condition, enforcing traffic laws, police services, building permits/inspections, and planning/land use (see Figure 11 on page 17). No service showed a statistically significant decrease from 2008 to 2010.

Four services showed increases in 2010 compared to the baseline ratings observed in 2000. These included: government access cable television KLTV 8, street repair/condition, Municipal Court, and building permits/inspections.

### **Comparison by Respondent Subgroup**

Several services were given lower ratings by younger respondents than by older respondents; these included: snow removal, police services, KLTV Channel 8, Municipal Court and cultural facilities. Renters gave higher ratings than did owners to enforcing traffic laws, city code enforcement and building permits/inspections. Owners gave higher ratings than renters to cultural facilities. (See Table 56 in *Appendix D. Comparison of Survey Results by Respondent*

*Subgroups.*) Those in Ward 2 gave lower ratings to street cleaning than did those who lived in other wards (see Table 65).

**Figure 9: Ratings of City Services**

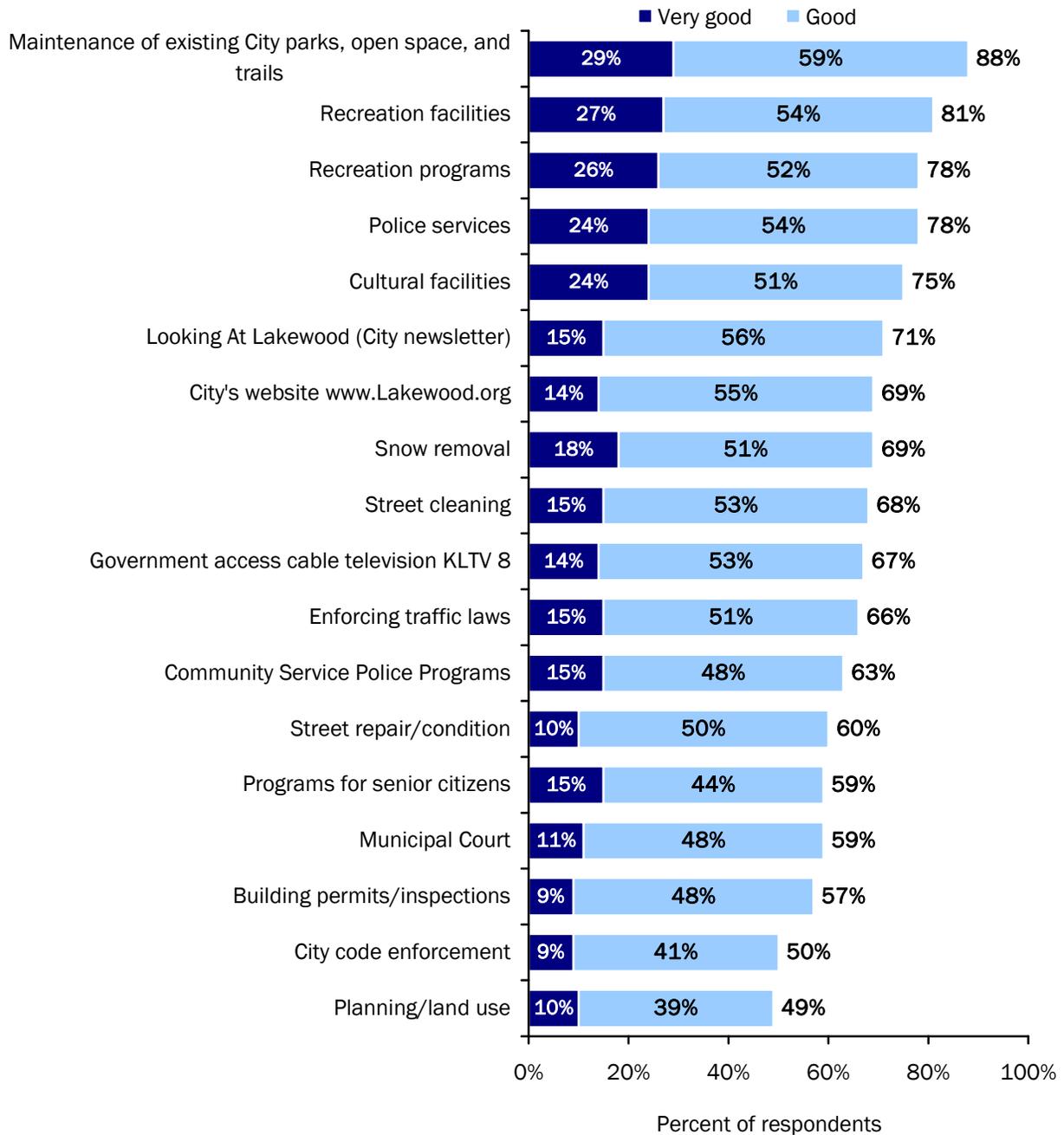


Figure 10: Ratings of City Services with Comparisons to Benchmarks

How do you rate the quality of each of the following Lakewood City services?	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Comparison to Benchmark	
							National	Front Range
Maintenance of existing City parks, open space, and trails	29%	59%	9%	2%	0%	100%	Not available	Not available
Recreation facilities (recreation centers, athletic fields, etc.)	27%	54%	17%	2%	0%	100%	Above	Similar
Recreation programs (swim lessons, fitness, youth sports, etc.)	26%	52%	20%	2%	1%	100%	Above	Similar
Police services	24%	54%	17%	3%	2%	100%	Similar	Similar
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc)	24%	51%	23%	2%	0%	100%	Not available	Not available
Looking At Lakewood (City newsletter)	15%	56%	26%	2%	0%	100%	Below	Not available
Snow removal	18%	51%	17%	10%	3%	100%	Above	Above
City's Web site www.Lakewood.org	14%	55%	30%	1%	1%	100%	Above	Similar
Street cleaning	15%	53%	28%	3%	1%	100%	Above	Above
Government access cable television KLTV 8	14%	53%	29%	3%	1%	100%	Above	Not available
Enforcing traffic laws	15%	51%	25%	6%	3%	100%	Above	Similar
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	15%	48%	33%	3%	1%	100%	Not available	Not available
Programs for senior citizens	15%	44%	36%	3%	1%	100%	Above	Similar
Street repair/condition	10%	50%	28%	11%	1%	100%	Above	Above
Municipal Court	11%	48%	36%	3%	2%	100%	Similar	Similar
Building permits/inspections	9%	48%	32%	8%	2%	100%	Above	Not available
City code enforcement (weeds, junk cars, trash, etc.)	9%	41%	33%	11%	5%	100%	Above	Above
Planning/land use	10%	39%	38%	9%	3%	100%	Above	Above

Figure 11: Ratings of City Services Compared Over Time

How do you rate the quality of each of the following Lakewood City services?	Percent of respondents reporting "very good" or "good"					
	2010	2008	2006	2004	2002	2000
Maintenance of existing City parks, open space and trails	88%	84%	81%	83%	86%	89%
Recreation facilities (recreation centers, athletic fields, etc.)	81%	78%	77%	78%	74%	76%
Recreation programs (swim lessons, fitness, youth sports, etc.)	78%	77%	76%	75%	74%	78%
Police services	78%	73%	73%	74%	75%	74%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	75%	79%	77%	NA	NA	NA
Looking At Lakewood (City newsletter)	71%	72%	69%	73%	NA	NA
Snow removal	70%	63%	66%	74%	64%	66%
City's Web site <a href="http://www.Lakewood.org">www.Lakewood.org</a>	68%	66%	60%	64%	55%	NA
Street cleaning	68%	63%	66%	67%	60%	61%
<b>Government access cable television KLTv8</b>	<b>67%</b>	<b>66%</b>	<b>61%</b>	<b>65%</b>	<b>66%</b>	<b>60%</b>
Enforcing traffic laws	66%	60%	59%	59%	54%	59%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	62%	60%	60%	58%	63%	65%
Programs for senior citizens	60%	59%	63%	64%	57%	58%
<b>Street repair/condition</b>	<b>60%</b>	<b>53%</b>	<b>61%</b>	<b>55%</b>	<b>46%</b>	<b>53%</b>
<b>Municipal Court</b>	<b>59%</b>	<b>56%</b>	<b>53%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>
<b>Building permits/inspections</b>	<b>57%</b>	<b>50%</b>	<b>47%</b>	<b>54%</b>	<b>49%</b>	<b>46%</b>
City code enforcement (weeds, junk cars, trash, etc.)	50%	47%	43%	51%	52%	48%
Planning and land use	49%	42%	NA	NA	NA	NA

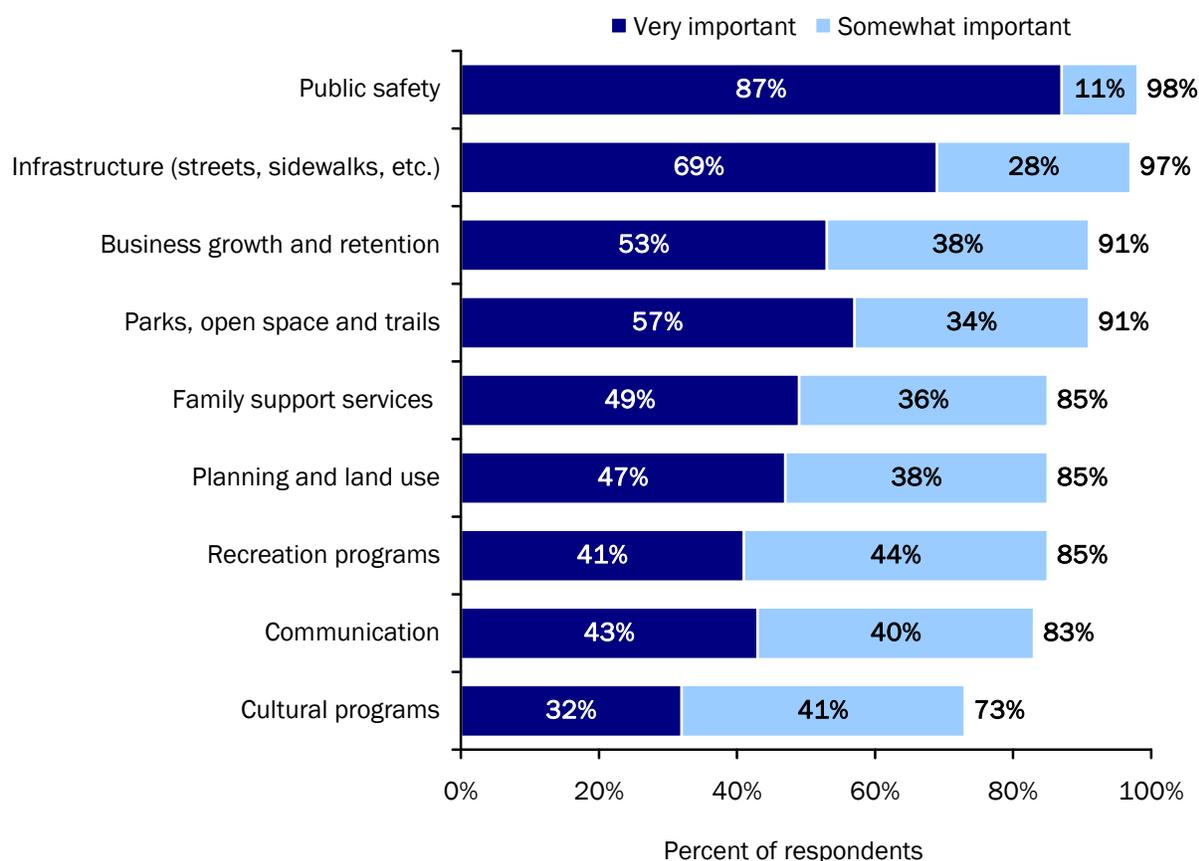
Note: Differences of 6 or more points between 2010 and the most recent previous implementation in 2008 are marked with grey shading. Differences of 5 or more points between 2010 and the baseline survey implementation in 2000 are marked in bold.

## IMPORTANCE OF CITY SERVICES

In addition to rating the quality of 18 specific city services, respondents were asked to rate how important they felt 10 services were. All were rated as “very” or “somewhat important” by over 70% of respondents (see Figure 12).

Public safety and infrastructure were given the highest importance ratings, rated as “very” or “somewhat important” by over 90% of respondents, with 87% rating public safety as “very important.” Business growth and retention and parks, open space and trails were rated as at least somewhat important by over 90% of respondents. Cultural programs was the service given the lowest importance ratings of the 10 services rated, regarded as “very” or “somewhat important” by 73% of respondents.

**Figure 12: Perceived Importance of City Services**



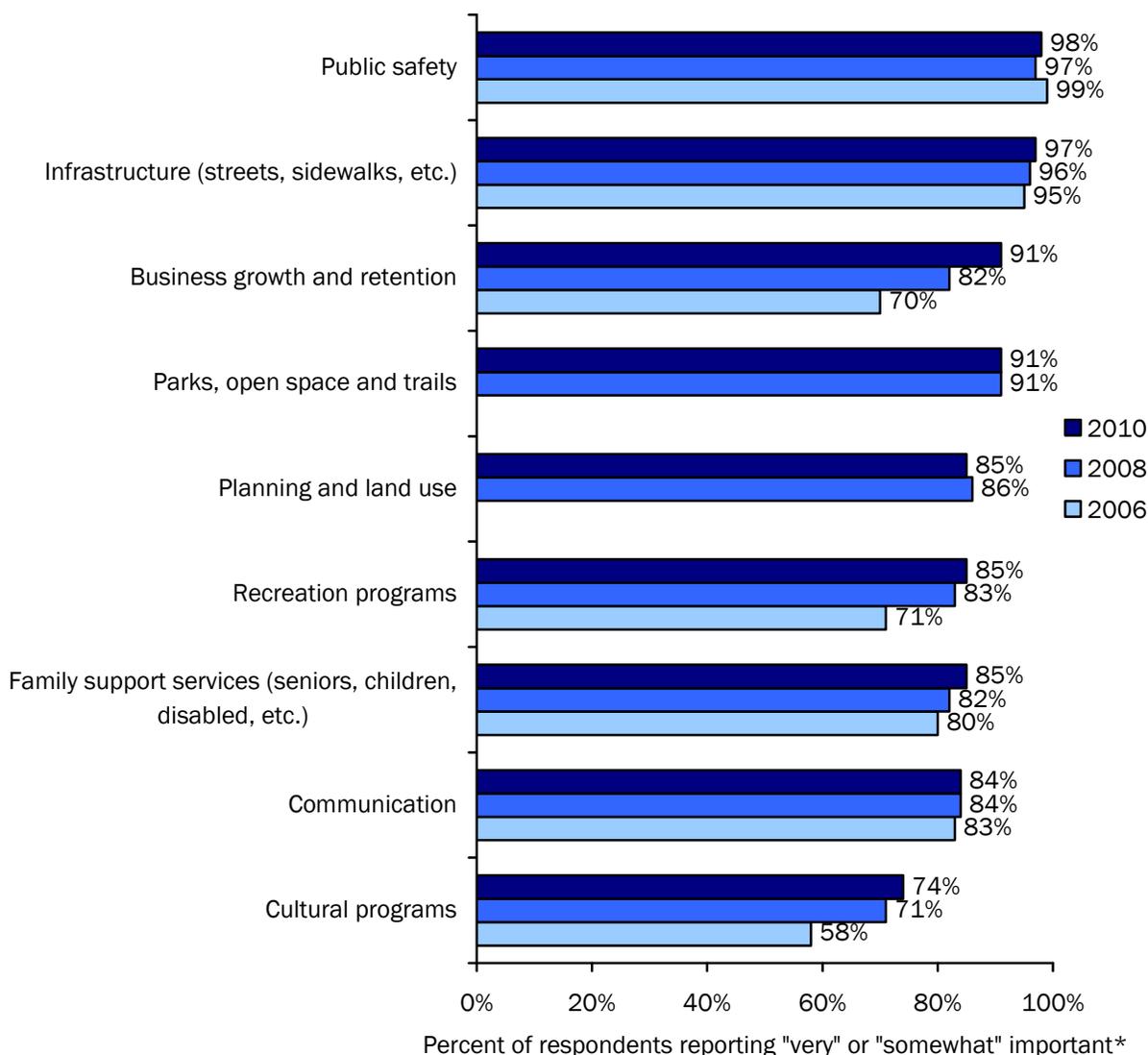
### Comparison Over Time

The figure on the next page below shows the importance ratings given to these services in 2010 compared to ratings given in 2008 and 2006. It should be noted that the response scale was different in 2006, and this may account for some of the differences. In 2006, the scale used was “essential,” “very important,” “somewhat important” and “not at all important.” This was changed in 2008 to “very important,” “somewhat important,” “neither important nor unimportant,” “somewhat unimportant” and “very unimportant.” The chart compares the percent of respondent who said “very” or “somewhat” important in 2008 and 2010 to the percent of

respondents who said “essential” or “very important” in 2006 – creating a comparison of the two highest importance ratings between years.

The perceived importance of business growth and retention has grown over time, matching the importance placed on parks, open space and trails, and nearly rivaling the importance placed on public safety and infrastructure. Otherwise, however, the rank order of importance placed on the items has remained stable over time.

**Figure 13: Perceived Importance of City Services Compared Over Time**



\* In 2006, the values represent the percent of respondents rating each item as “essential” or “very important.”

**Comparison by Respondent Subgroup**

In general, younger residents gave lower importance ratings to cultural programs than did older residents. However, older residents gave lower importance ratings to parks, open space and trails than did younger residents. A higher proportion of respondents who reported their race to be White indicated that business growth and retention and parks, open space and trails were important than did those who said they were not White. (See Table 60 in *Appendix D. Comparison of Survey Results by Respondent Subgroups.*)

## KEY DRIVER ANALYSIS

In market research, identifying the most important characteristics of a transaction or product is called *key driver analysis*. These key drivers do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the actual predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is a primary consideration in their choice of an airline, yet key driver analysis will reveal that the quality of food or on-flight entertainment predict their actual buying decisions.

In local government, core services – like fire protection – invariably land at the top of the list when residents are asked about the most important City services. By using key driver analysis, our approach digs deeper to identify the less salient, but more influential services that are most related to residents' ratings of overall quality of local government services. This analysis focuses service improvement efforts on those services (key drivers) that most influence residents' perceptions about overall city service quality. Those services may actually *drive* ratings of overall service quality, which residents connect closely to their overall quality of life in the community. By targeting improvements in key driver services, Lakewood has an opportunity to see a domino effect that improves resident perceptions in general.

The City of Lakewood Action Chart™ on the following page combines three dimensions of performance:

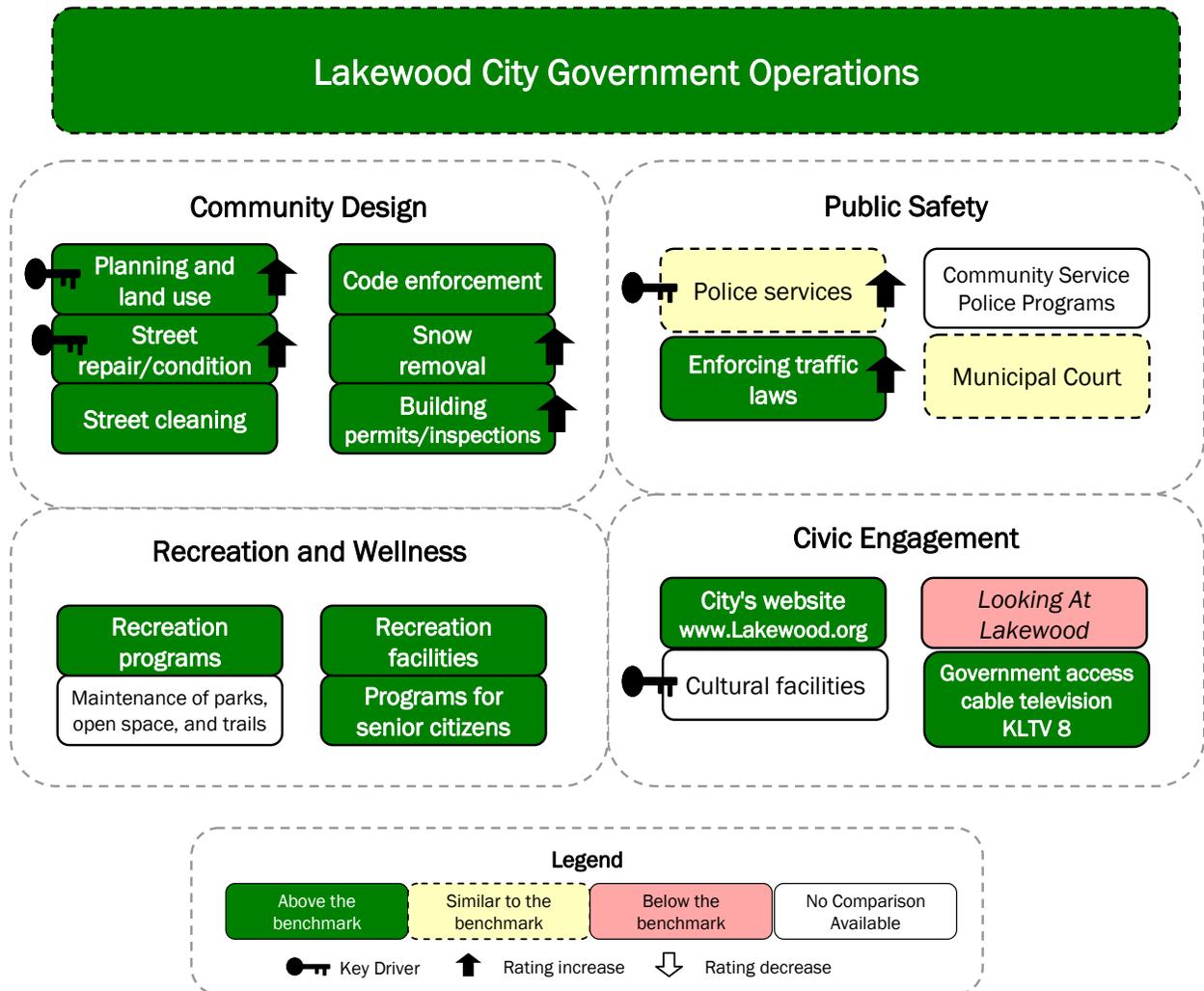
- Trendline data. The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

Four key drivers were identified for the City of Lakewood: planning and land use, police services, street repair/condition and cultural facilities. Of these, two were above to the benchmark (planning/land use and street repair/condition), while police services was similar to the benchmark. No comparison was available for cultural facilities.

In addition, an encouraging trendline was observed for three of the key driver services; planning/land use, street repair/condition and police services were given statistically significantly more positive ratings in 2010 compared to 2008. There was no significant change in the ratings given to cultural facilities.

Considering all performance data included in the chart, police services emerged as a service on which the City may wish to focus attention and resources, given the high importance placed by respondents on public safety, as well as the fact that police services was a key driver and was rated only similar to the benchmark, although ratings have shown improvement.

Figure 14: City of Lakewood Action Chart™



## TRANSPORTATION ISSUES

Residents were asked to rate six different aspects of transportation in Lakewood from the condition of highways to the ease of foot travel in the City. All aspects were rated positively by a majority of respondents (see Figure 16 on the next page).

Condition of city streets and ease of car travel were given the most favorable ratings, with about two-thirds of respondents rating each as “good” or “very good” (see Figure 15 on the next page). Condition of state highways was rated as “good” or “very good” by just under two-thirds of respondents.

Alternative modes of transportation were rated slightly lower than the automotive mode; ease of travel by foot and by bicycle were rated “good” or “very good” by 60% of respondents, 5% lower ratings than those given to car travel, and ease of public transit was rated as “good” or “very good” by 55% of respondents.

### Comparison to the Benchmark

Of the five aspects of transportation that could be compared to the national benchmark, four were above the benchmark: condition of City streets, ease of car travel, ease of bicycle travel and ease of public transit (see Figure 16). Ease of travel by foot was similar to the national benchmark.

Four comparisons were available for the Front Range benchmark. Condition of city streets received a higher rating than the Front Range benchmark, and ease of travel by car received a rating similar to the Front Range benchmark. However, ease of travel by foot and ease of travel by bicycle were below the Front Range benchmarks.

### Comparison Over Time

Ratings of most of the transportation items have remained stable over time. Condition of state highways has seen a steady decline since 2006, while ease of travel by car has been gradually trending upward over the survey period (see Figure 17).

Figure 15: Ratings of Transportation

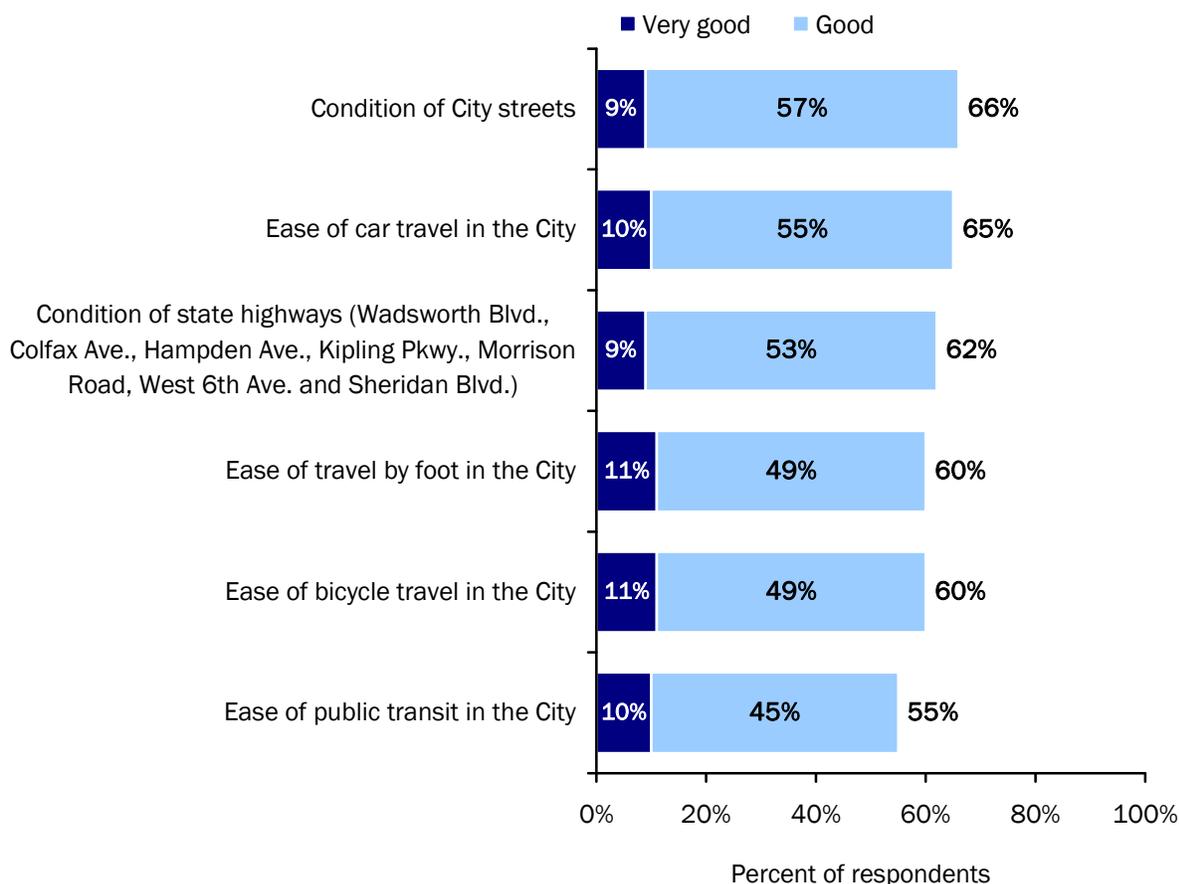
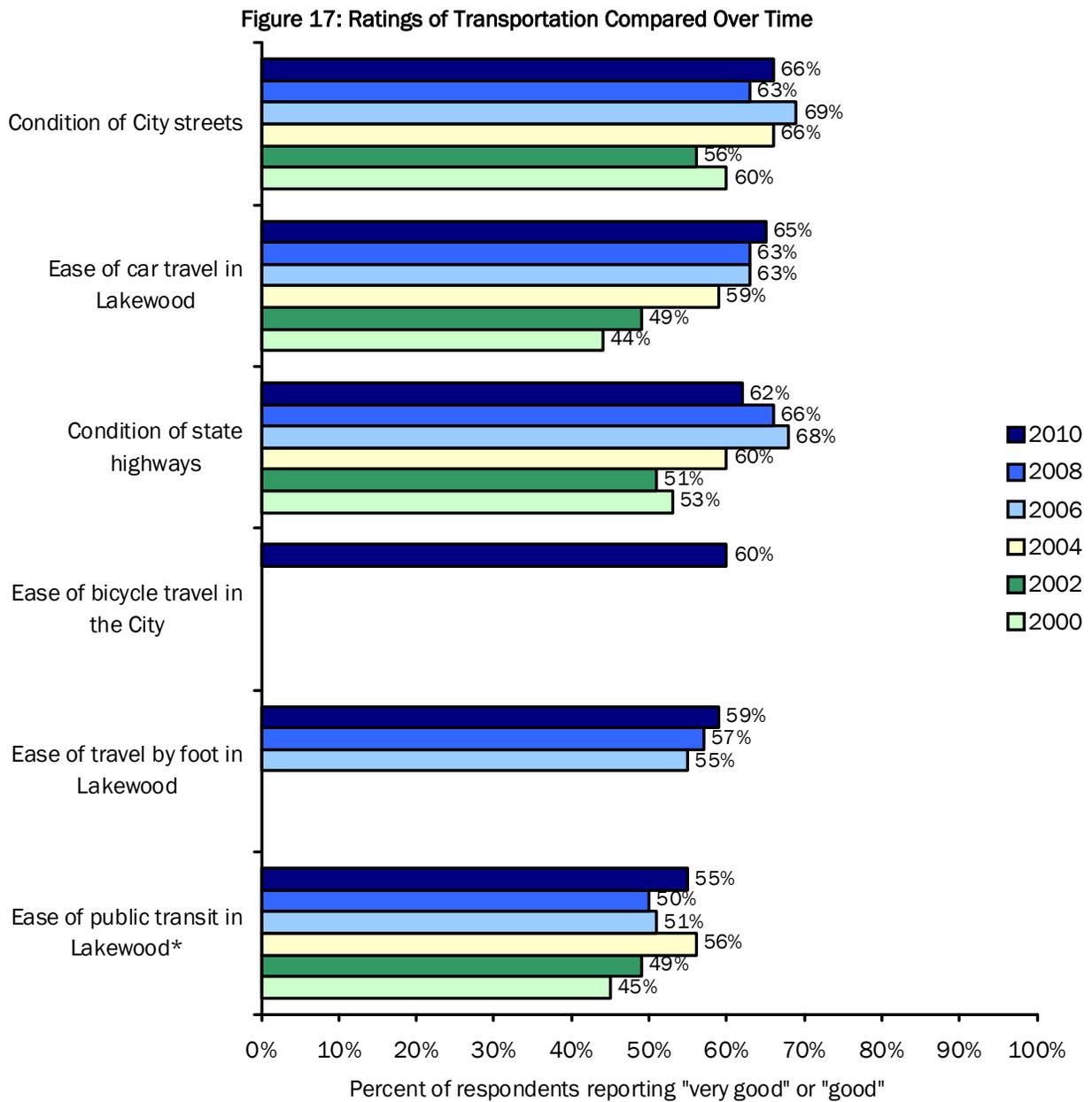


Figure 16: Ratings of Transportation with Comparisons to Benchmarks

Please rate the following aspects of transportation within Lakewood.	Very good	Good	Neither good nor bad	Bad	Very bad	Total	Comparison to Benchmark	
							National	Front Range
Condition of City streets	9%	57%	24%	9%	1%	100%	Above	Above
Ease of car travel in the City	10%	55%	26%	8%	2%	100%	Above	Similar
Condition of state highways (Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.)	9%	53%	25%	11%	2%	100%	Not available	Not available
Ease of bicycle travel in the City	11%	49%	25%	12%	3%	100%	Above	Below
Ease of travel by foot in the City	11%	49%	26%	12%	3%	100%	Similar	Below
Ease of public transit in the City	10%	45%	28%	13%	4%	100%	Above	Not available



\*In 2006, this replaced "Ease of bus travel in the city"

## CITY EMPLOYEES AND ELECTED OFFICIALS

A number of questions on the survey assessed residents' perceptions about City of Lakewood government employees and elected officials.

About half of respondents (49%, see *Appendix B. Complete Set of Frequencies*) reported contact with a City employee in the previous 12 months. Among those who had had contact with a City employee, 76% reported being at least "satisfied" or "very satisfied" with the customer service they received (see Figure 18). Dissatisfaction was expressed by 14% of respondents.

### Comparison to the Benchmark

While three quarters of respondents reported being "very satisfied" or "satisfied" with the customer service they received, this rating was below both the national and Front Range benchmarks.

### Comparison Over Time

While the difference between 2010 and 2008 ratings of customer satisfaction is not statistically significant, the trend over time has been one of primarily gradually increasing satisfaction (see Figure 19 on the next page).

**Figure 18: Satisfaction with City Employees' Customer Service**

How satisfied were you with the customer service you received?

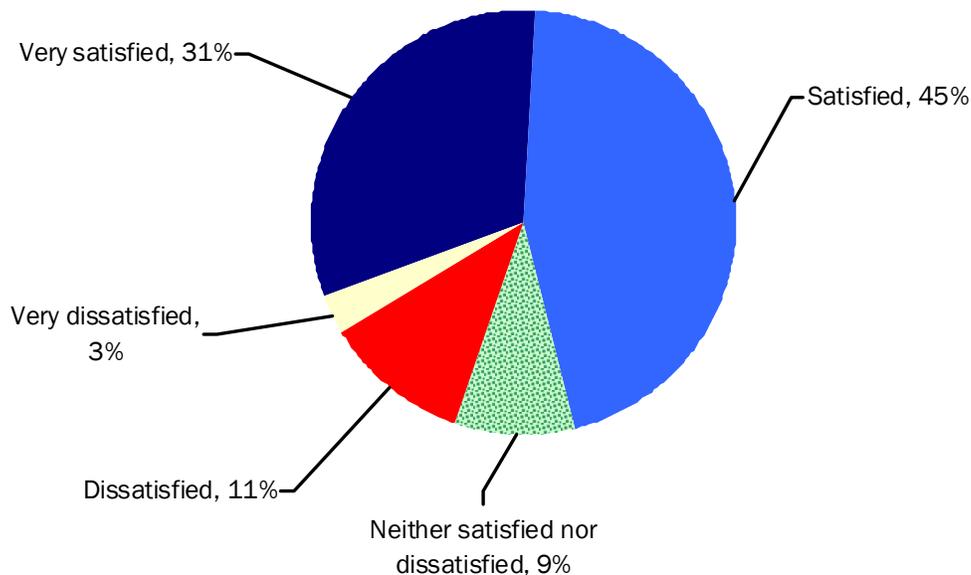
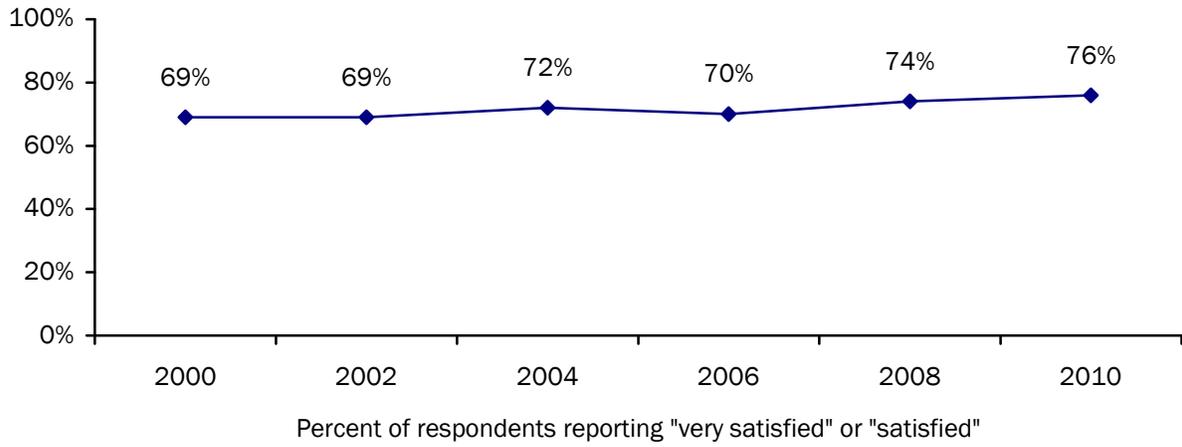


Figure 19: Satisfaction with City Employees' Customer Service Compared Over Time



## Public Trust

The survey contained a series of questions used to measure public trust, or confidence in City officials and employees. In nearly all jurisdictions, these ratings tend to be lower than more general service ratings.

For all the public trust statements evaluated by survey participants, a greater percent gave a positive rating than gave a negative rating (see Figure 20 on the next page).

About two-thirds of respondents agreed that quality work was being performed by City of Lakewood employees. Nearly six in 10 respondents agreed that they were pleased with the direction being taken by the City, and that Lakewood city government welcomes citizen involvement. A bare majority agreed that the City is open and candid in sharing information and that City Council representatives act in the best interest of the community at large.

Several items were endorsed by less than half of respondents. These included: confidence in the representation received from Council members, confidence with the representation received from the Mayor, confidence in how the City Manager manages City operations, and receiving good value and services for the amount of City sales and property taxes paid.

### Comparison to the Benchmark

Of the six public trust items that could be compared to the national benchmark, four were above. These included believing elected representatives generally act in the best interest of the community at large; being pleased with the overall direction the City is taking; being satisfied with the quality of work that City of Lakewood employees do; and feeling that the City is open, candid and shares information (see Figure 21 on page 29). Public trust items that received ratings similar to the national benchmark included receiving good value for the taxes paid and the job Lakewood does welcoming citizen involvement. No public trust item received ratings below the national benchmark.

Of the five public trust items that could be compared to Front Range benchmarks, three were similar, one was above (believing elected representatives generally act in the best interest of the community at large) and one was below (receiving good value for the taxes paid).

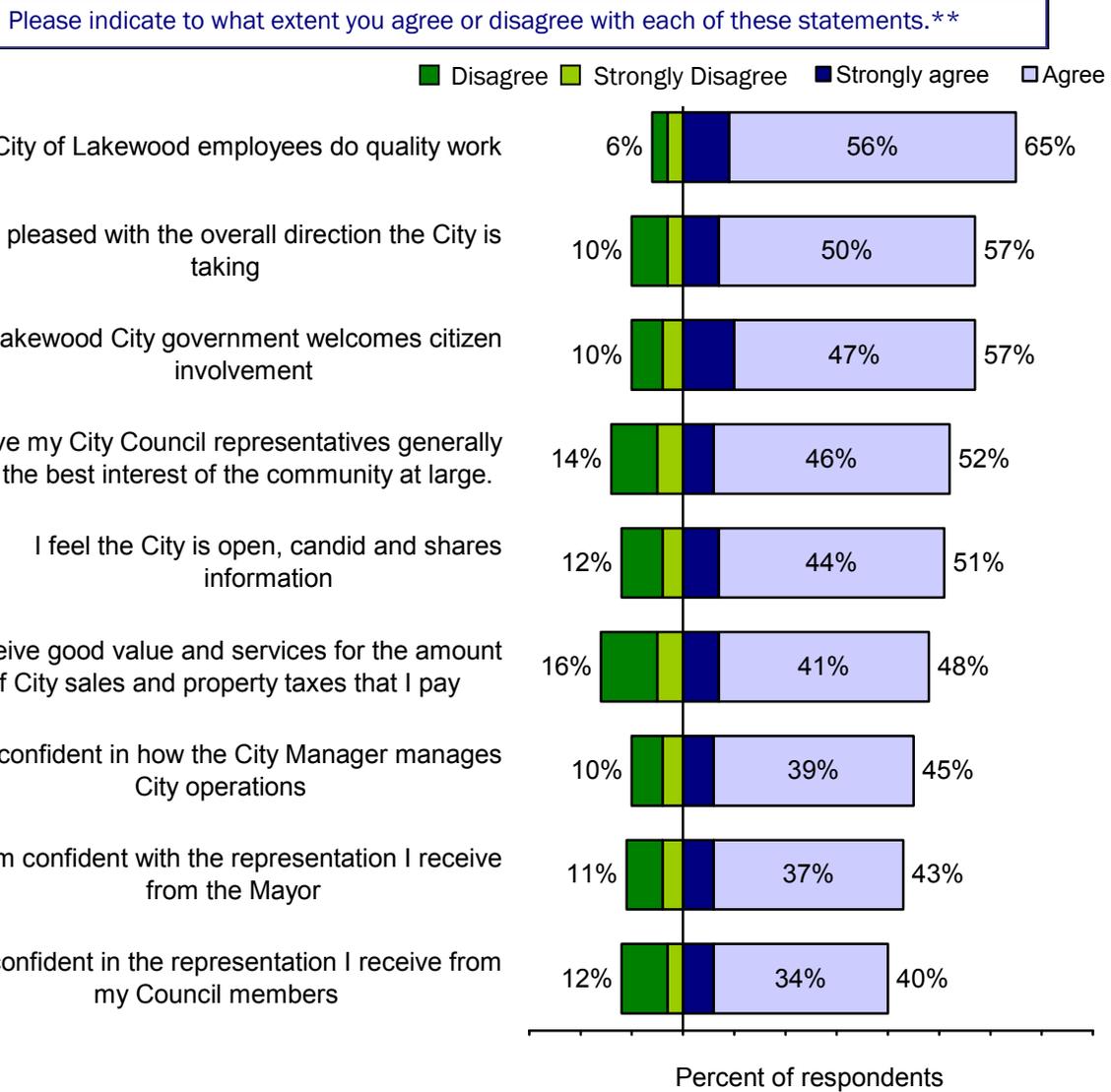
### Comparison Over Time

Most of the public trust ratings have remained stable or have increased over time. From 2006 to 2010, statistically significant increases in ratings were observed for confidence in the City Manager, receiving good value in for taxes paid, feeling the City is open, candid and shares information, Lakewood City government welcomes citizen involvement and City of Lakewood employees do quality work (see Figure 22 on page 30).

### Comparison by Respondent Subgroup

Younger survey participants were less likely to agree that they were confident in the representation they received from the Mayor than were older survey participants. They were also less likely to believe that City Council acts in the best interest of the community. However, younger respondents were more likely to agree that City employees do quality work than were older respondents. On many of the public trust items, owners gave lower ratings than did renters. (See Table 58 in *Appendix D. Comparison of Survey Results by Respondent Subgroups.*)

Figure 20: Ratings of Public Trust



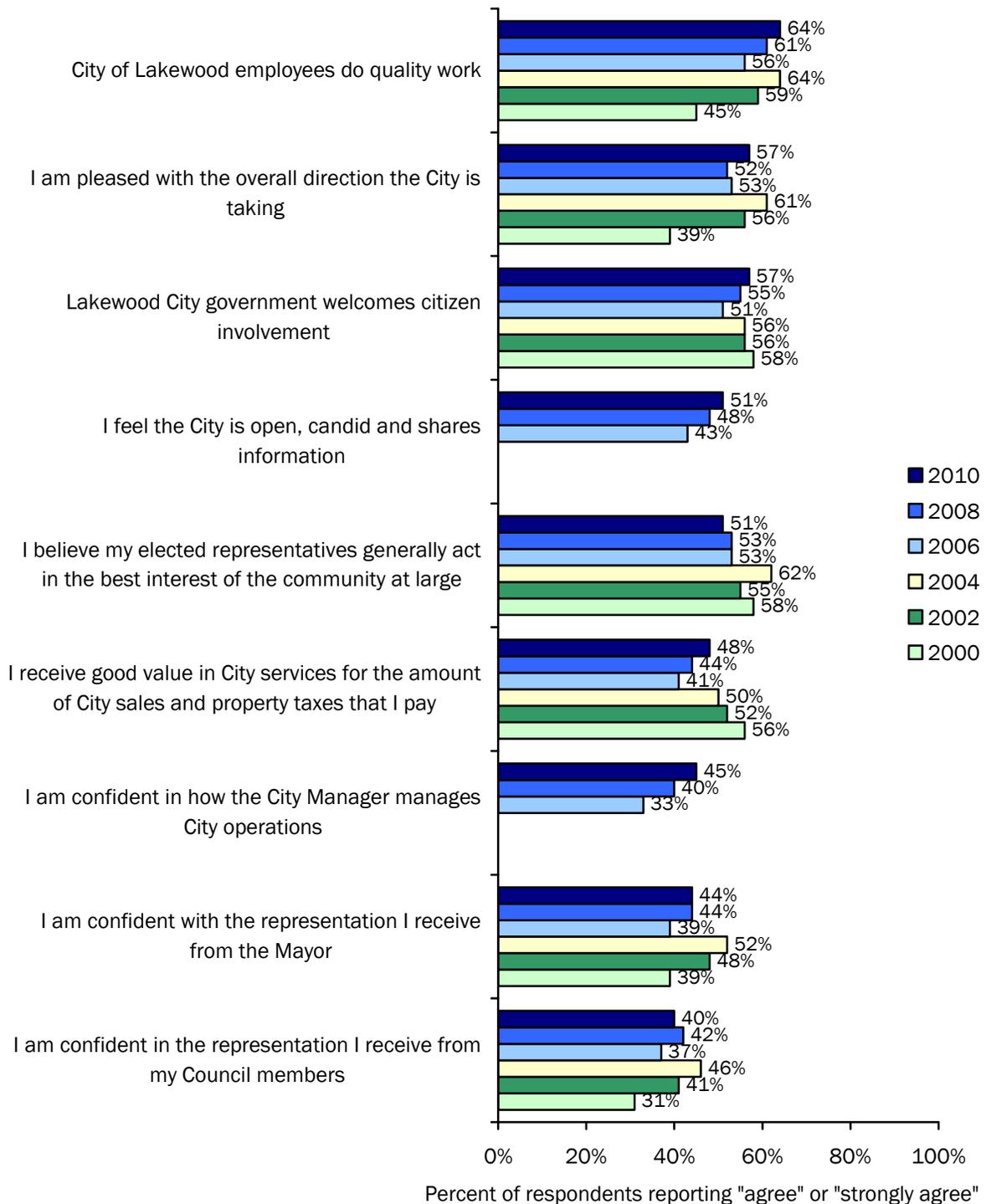
\* The percent who agreed or disagreed with each statement is displayed; the percent who said "neither agree nor disagree" are not shown, but they would make up the remaining proportion to add to 100%.

\*\* Where less than 15% of respondents gave a particular rating, no value label is shown, as the bar length was too small.

Figure 21: Ratings of Public Trust with Comparisons to Benchmarks

Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total	Comparison to Benchmark	
							National	Front Range
City of Lakewood employees do quality work	9%	56%	30%	3%	3%	100%	Above	Not available
Lakewood City government welcomes citizen involvement	10%	47%	33%	6%	4%	100%	Similar	Similar
I am pleased with the overall direction the City is taking	7%	50%	32%	7%	3%	100%	Above	Similar
I believe my City Council representatives generally act in the best interest of the community at large.	6%	46%	35%	9%	5%	100%	Above	Above
I feel the City is open, candid and shares information	7%	44%	37%	8%	4%	100%	Above	Similar
I receive good value and services for the amount of City sales and property taxes that I pay	7%	41%	36%	11%	5%	100%	Similar	Below
I am confident in how the City Manager manages City operations	6%	39%	45%	6%	4%	100%	Not available	Not available
I am confident with the representation I receive from the Mayor	6%	37%	46%	7%	4%	100%	Not available	Not available
I am confident in the representation I receive from my Council members	6%	34%	47%	9%	3%	100%	Not available	Not available

**Figure 22: Ratings of Public Trust Compared Over Time**



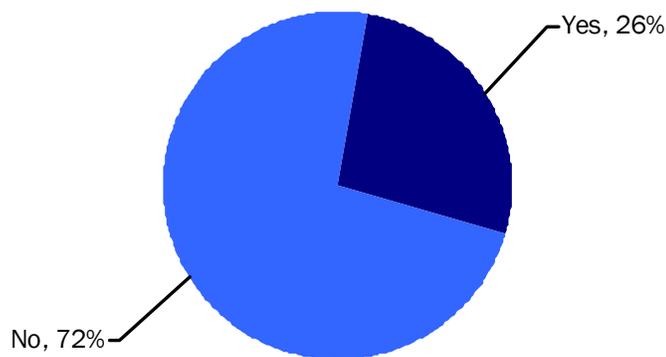
## Government Officials

In addition to being asked about their trust in local government, those completing the questionnaire were asked if they knew who represented them on City Council, who the current Mayor was and whether or not they knew which Council Ward they lived in. Residents also were asked to look at a list of names and indicate which names they recognized as a member of the current City Council.

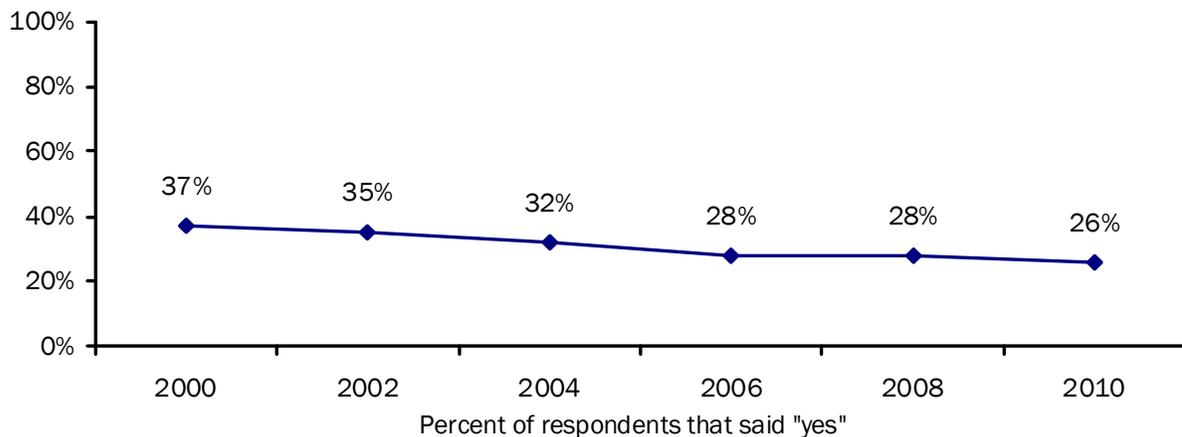
Over the survey period, the proportion of survey participants who felt like they knew who represented them on City Council has declined. In 2010, 26% of respondents said they knew who represented them on City Council.

**Figure 23: Knowledge of City Council Representative**

Do you know who represents you on City Council?



**Figure 24: Knowledge of City Council Representative Compared Over Time**



*\*Prior to 2006, respondents could choose "yes, I know all" or "yes, I know a few." These responses have been combined in order to make comparisons.*

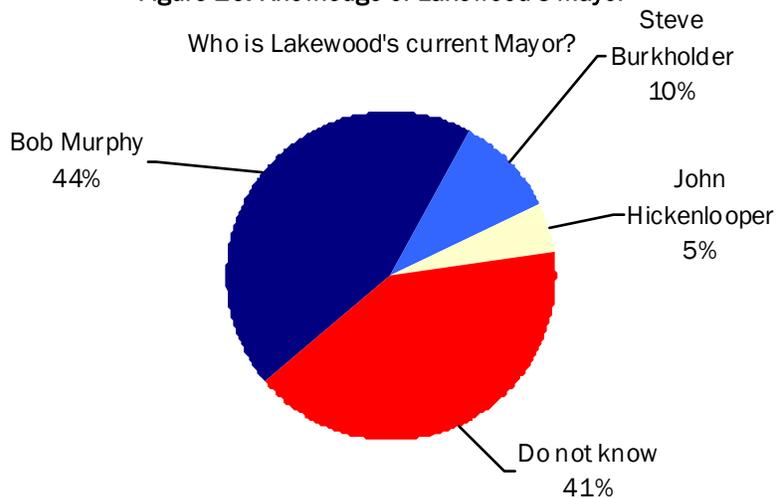
Those completing the survey were presented a list of the 11 names and asked which they recognized as members of the current City Council. The list included all eleven current members, and no other additions. The three most recognized members were Bob Murphy (55%, see Figure 25), Vicki Stack (45%), Sue King and David Wiechman. Cindy Baroway was the least recognized member of City Council.

**Figure 25: Recognition of City Council Members**

Which of the following names do you recognize as members of the current City Council?	Percent of respondents recognizing each name
Bob Murphy	55%
Vicki Stack	45%
Sue King	39%
David Wiechman	37%
Scott Koop	31%
Ed Peterson	31%
Karen Kellen	29%
Diana Allen	28%
Tom Quinn	26%
Adam Paul	26%
Cindy Baroway	20%

The current mayor was elected in the fall of 2007. When asked which of three names presented was the name of the City of Lakewood mayor, over 40% of respondents answered that they did not know (see Figure 26). A slightly larger proportion, 44%, correctly identified Bob Murphy. This represents an increase from 2008, when about 10% of those completing the survey correctly named Bob Murphy as the current mayor. About 10% of residents incorrectly identified the former Mayor, Steve Burkholder, as the current Mayor and 5% selected Denver’s Mayor, John Hickenlooper.

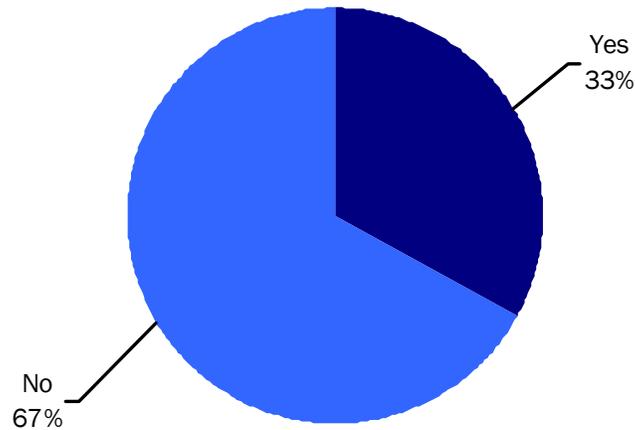
**Figure 26: Knowledge of Lakewood’s Mayor**



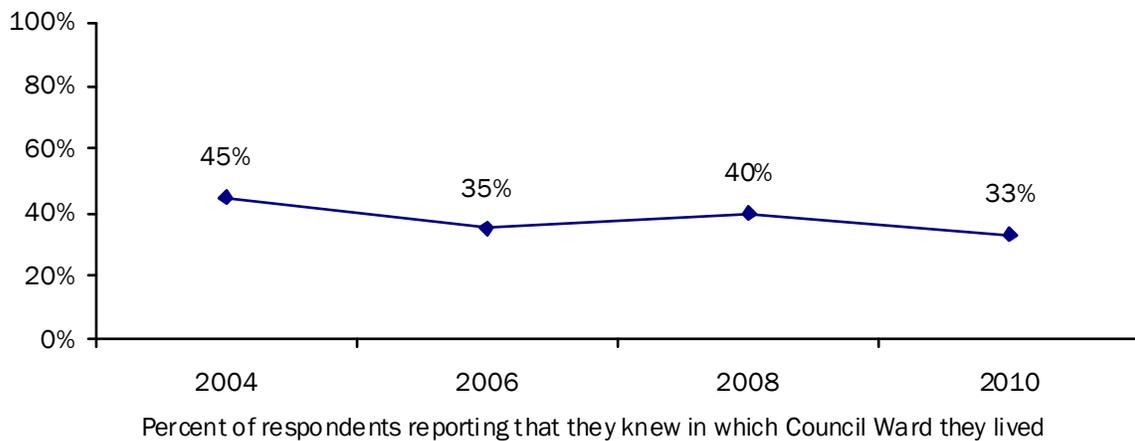
A third of those completing the questionnaire in 2010 reported that they knew in which Council Ward they lived. Overall, this represents a decline from when the question was first asked in 2004, although the proportion claiming to know in which Ward they lived has shifted up and down slightly over the years.

**Figure 27: Knowledge of Council Ward**

Do you know which Council Ward you live in?

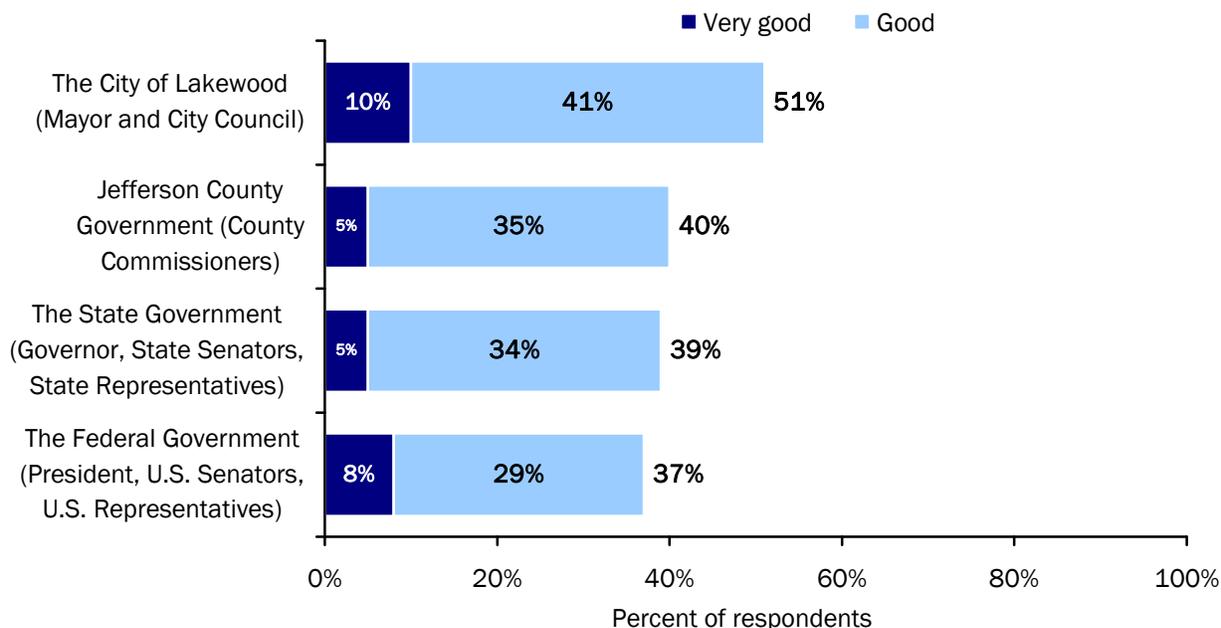


**Figure 28: Knowledge of Council Ward Compared Over Time**



Those completing the questionnaire were asked to evaluate the quality of representation they receive by elected officials at various levels of government. The highest ratings were given to their municipality; about half of the City of Lakewood Citizen Survey participants rated the representation they have by the Mayor and City Council as “good” or “very good” (see Figure 29 below). Sentiment dropped for the higher levels of government, for which positive ratings were given by between 37% (federal government) and 40% (County government) of respondents.

**Figure 29: Ratings of Representation by Elected Officials**



**Figure 30: Ratings of Representation by Elected Officials**

Overall, how would you rate the quality of representation you have at each of the following levels of government?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
The City of Lakewood (Mayor and City Council)	10%	41%	41%	6%	2%	100%
Jefferson County Government (County Commissioners)	5%	35%	49%	8%	2%	100%
The State Government (Governor, State Senators, State Representatives)	5%	34%	35%	17%	9%	100%
The Federal Government (President, U.S. Senators, U.S. Representatives)	8%	29%	27%	18%	18%	100%

## COMMUNICATION WITH CITIZENS

### Information Sources

When asked which information sources they relied on most to get news about Lakewood, survey respondents were most likely to indicate they watched television news, read the Denver newspaper (*Denver Post*), the local weekly newspaper *Lakewood Sentinel*, or the City of Lakewood's newsletter, *Looking at Lakewood* (see Figure 31 below). In 2010, 13% of respondents said the City of Lakewood's Web site was one of the two most commonly used sources for information about Lakewood, and 14% said KLTV Channel 8.

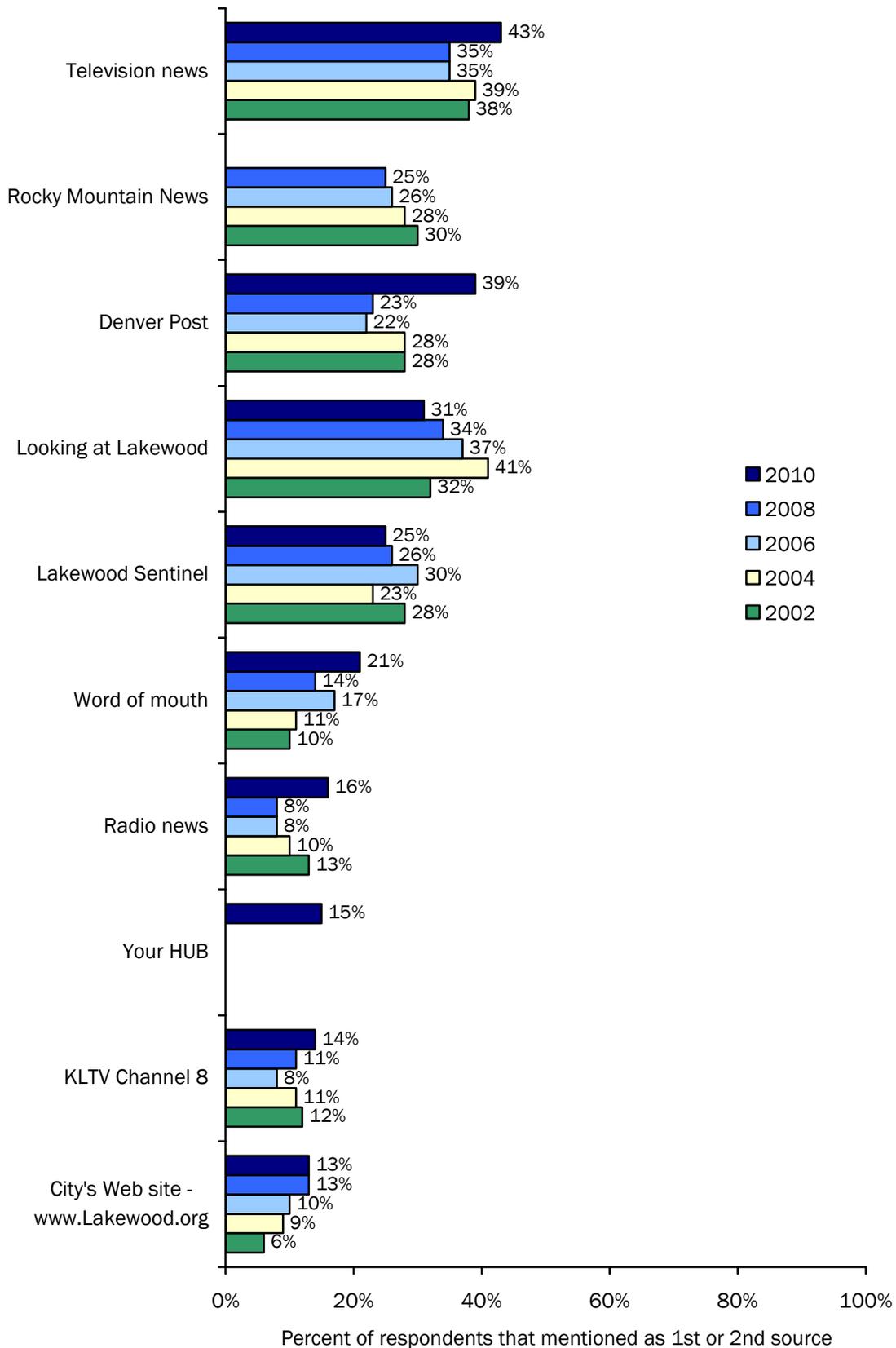
#### Comparison Over Time

The popularity of various information sources has stayed relatively stable over time (see Figure 32 on the next page). Use of the Denver Post jumped from 2008 to 2010, but in that period the other Denver newspaper, *Rocky Mountain News*, went out of production. Readership for the newsletter *Looking at Lakewood* has been slowly declining, but use of the City's Web site has been increasing, although remaining stable from 2008 to 2010.

Figure 31: Information Sources for News about Lakewood

Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Lakewood and mark a 2 next to the source you rely on second most often. (Please mark only two.)	Top Information Source	Second Top Information Source	Top 1 or 2 Information Sources
Television News	32%	10%	43%
<i>Denver Post</i>	28%	11%	39%
<i>Looking at Lakewood</i>	21%	10%	31%
<i>Lakewood Sentinel</i>	16%	8%	25%
Word of Mouth	13%	8%	21%
Radio News	9%	7%	16%
Your HUB	10%	5%	15%
KLTV Channel 8	9%	5%	14%
<a href="http://www.Lakewood.org">www.Lakewood.org</a>	8%	5%	13%
Other	2%	2%	4%
City Council Ward meetings	1%	1%	3%
The Gateway (Alameda Gateway Guide)	1%	1%	3%
Economic Development E-newsblast	0%	1%	2%

Figure 32: Most Common Information Sources for News about Lakewood Compared Over Time



Respondents were asked to indicate which methods of communication they preferred for asking questions and voicing concerns to their Council representatives. By far, the most popular mode of communication was e-mail, selected by nearly two-thirds of respondents (see Figure 33 below). Telephone was the next most popular method of communication, specified by 28% of respondents. Writing letters to Council members or contacting staff directly was chosen by 17% and 16% of respondents, respectively. Only about 5% of respondents said they preferred to attend Council or Ward meetings.

### Comparison Over Time

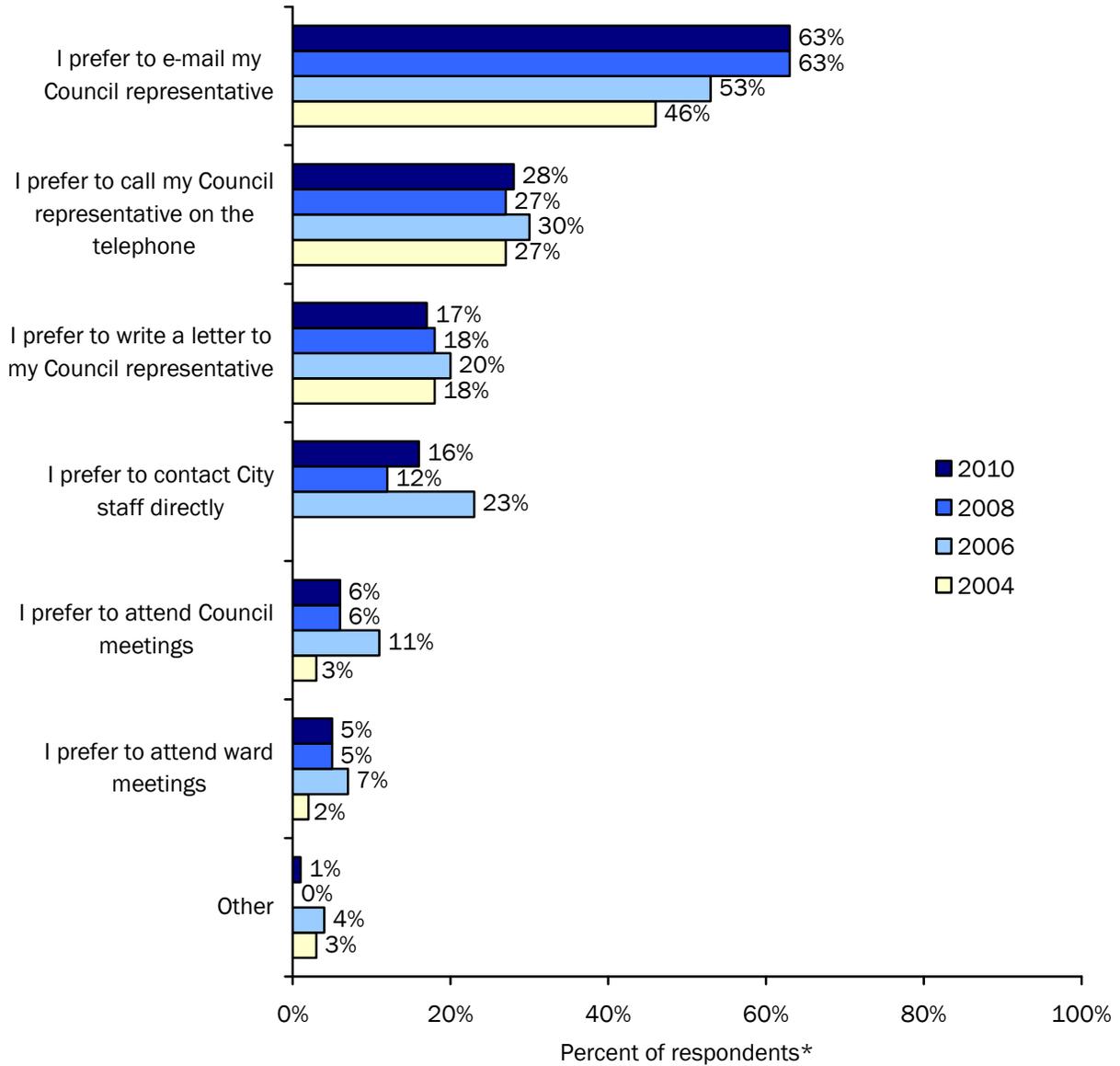
The proportion of respondents preferring various modes of communication was similar in 2010 compared to 2008 (see Figure 34 on the next page). Over time, the preference for email grew greatly, but was about the same in 2010 as in 2008.

**Figure 33: Preferences for Communications with Council**

<b>How do you prefer to communicate your questions and concerns to your Council representative?</b>	<b>Percent of respondents*</b>
I prefer to e-mail my Council representative	63%
I prefer to call my Council representative on the telephone	28%
I prefer to write a letter to my Council representative	17%
I prefer to contact City staff directly	16%
I prefer to attend Council meetings	6%
I prefer to attend Ward meetings	5%
Other	1%
Don't know	2%

\*Percents may add to more than 100% as respondents could select more than one option.

**Figure 34: Preferences for Communications with Council Compared Over Time**



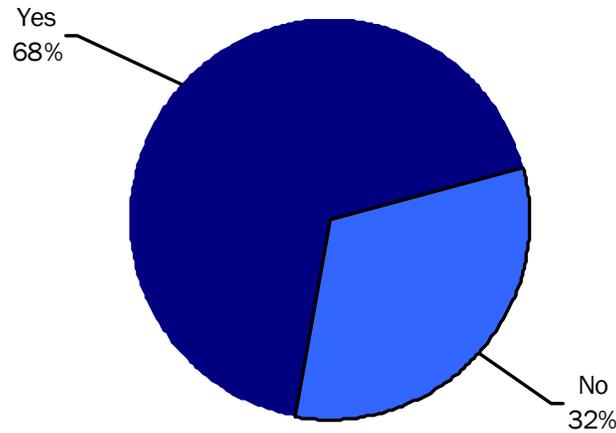
\*Percents may add to more than 100% as respondents could select more than one option.

## Cable Television

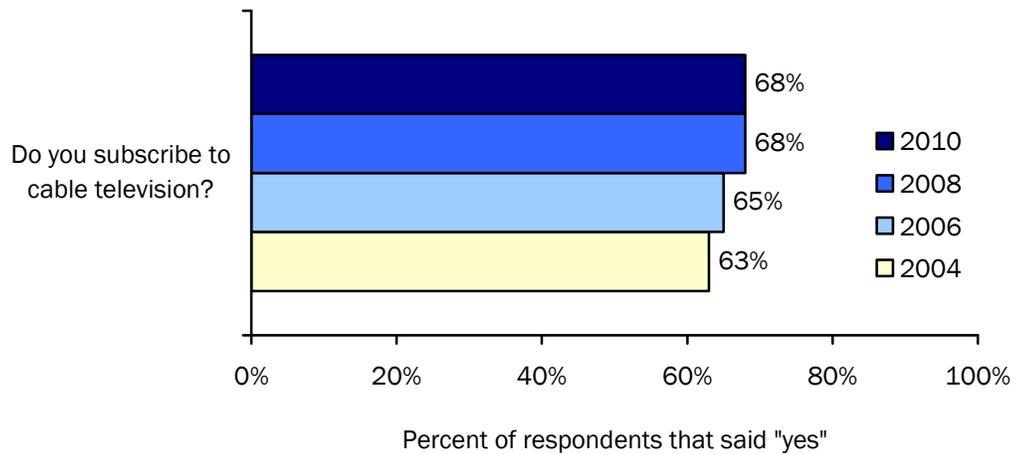
About two-thirds of the Lakewood respondents (68%) indicated they subscribed to cable television. This was similar to the percent reporting they subscribed to cable television in 2008 and 2006 and slightly higher than in 2004.

**Figure 35: Cable Television Subscription**

Do you subscribe to cable television?

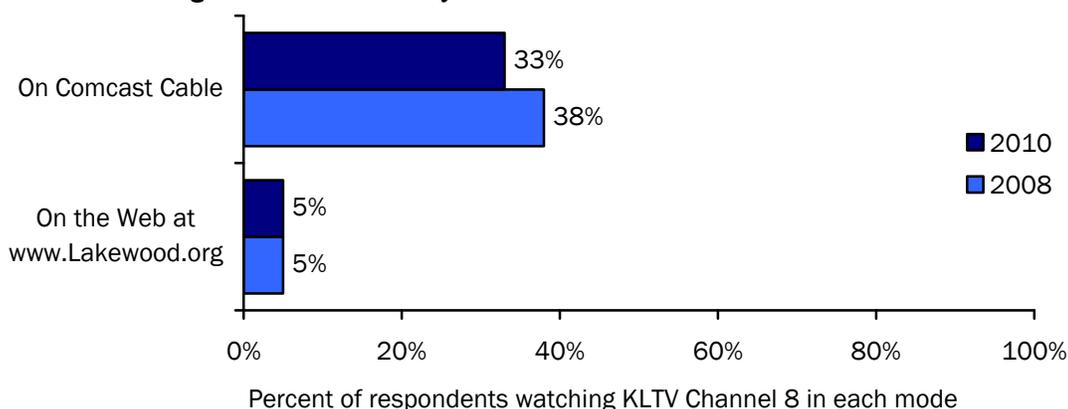


**Figure 36: Cable Television Subscription Compared Over Time**



Survey respondents were asked if they have watched the City’s government access KLTV Channel 8 in the last 12 months. They were asked whether they had ever done so on Comcast Cable television, or on the City’s Web site. About a third of respondents said they had watched the channel on cable television, similar to the proportion observed in 2008. In 2008 and in 2010, about 5% had watched the programming on the City’s Web site.

**Figure 37: Use of the City’s Government Access KLTV Channel 8**



Those who had watched programming on KLTV Channel 8 were asked how often they had done so. About 40% who viewed KLTV Channel 8 did so once a month or more, while 23% of those who watched via the Web did so once a month or more. None were daily viewers; most watched less than once a month (60% watched programming on cable television less than once a month, and 78% watched programming on the Web less than once a month).

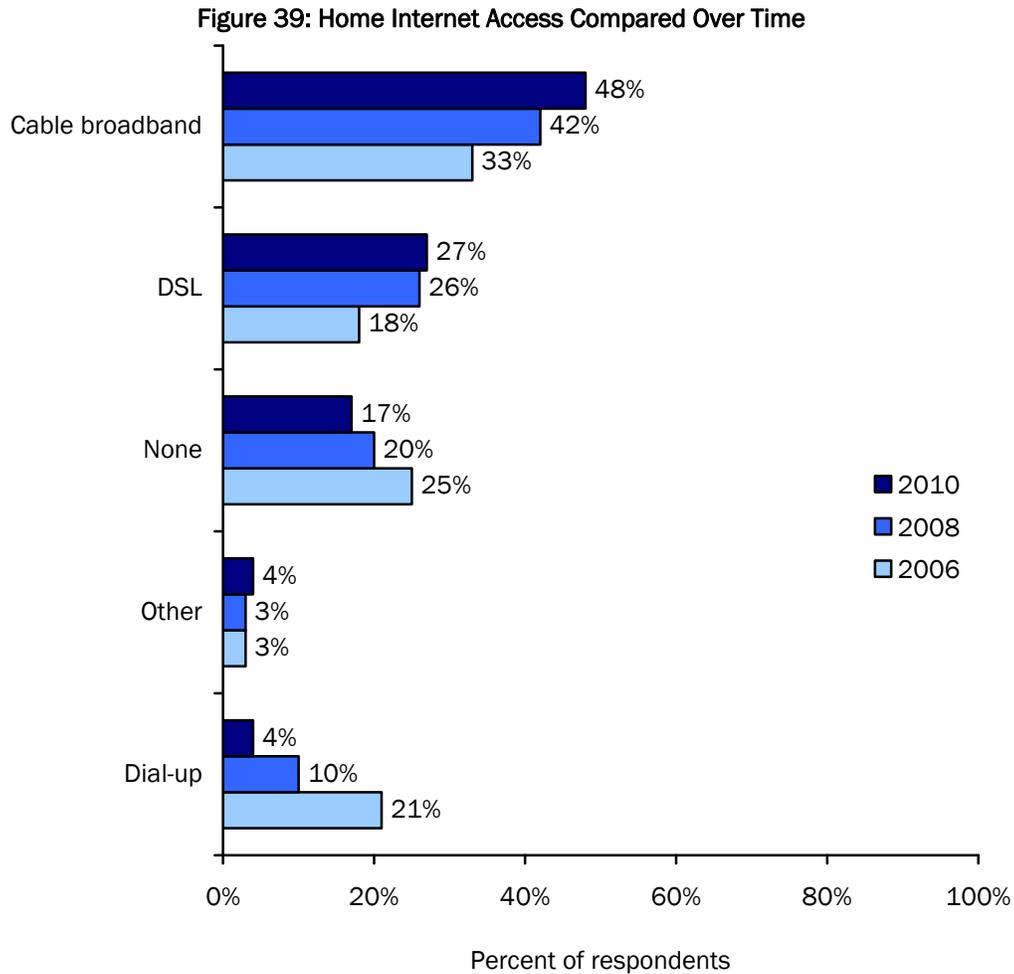
**Figure 38: Frequency of Viewing KLTV Channel 8 in Last 12 Months**

How often do you watch the City’s government access KLTV Channel 8 per week?	Daily	2-6 times per week	Once a week	1-3 times per month	Less than once a month	At least once a year	Total
on Comcast Cable	0%	8%	10%	21%	36%	24%	100%
on the Web at www.Lakewood.org	0%	2%	5%	16%	36%	42%	100%

*Responses are only from residents who reported watching the channel at least once in the last 12 months*

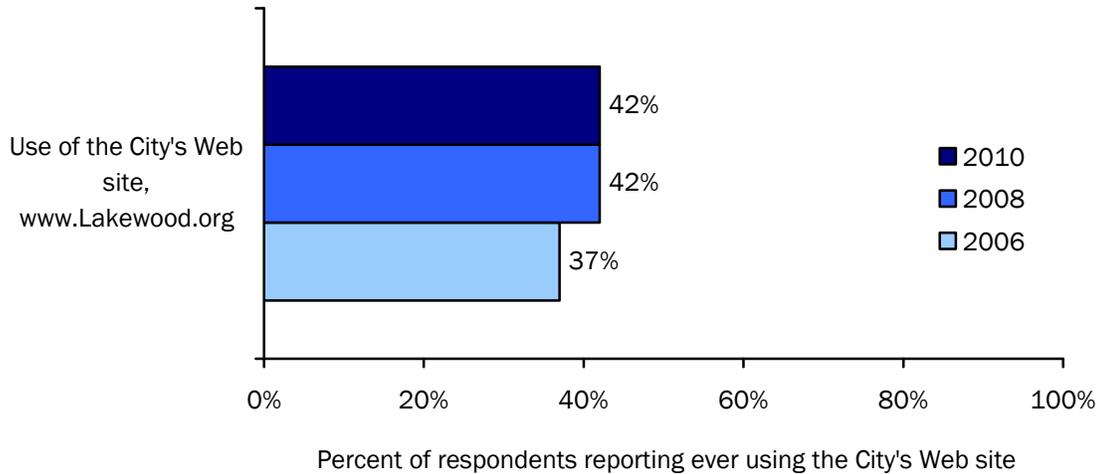
## Internet Use

The proportion of Lakewood residents with home Internet access has been increasing over time. In 2006, 25% of survey respondents had no home Internet access; this has decreased to 17% in 2010 (see Figure 39). High-speed access has been increasing; 75% of respondents reported they had DSL or cable broadband access in 2010 compared to 51% in 2006. Dial-up access has decreased from 21% of households in 2006 to only 4% in 2010.



Use of the City of Lakewood’s Web site was assessed through the survey. In 2010, 42% of respondents reported they had ever accessed the City’s Web site, a similar proportion to that observed in 2008 and a slight increase over 2006 (see Figure 40). Most who had used the Web site had done so infrequently, 74% did so less than once a month (see Figure 41).

**Figure 40: Use of the City’s Web Site Compared Over Time**

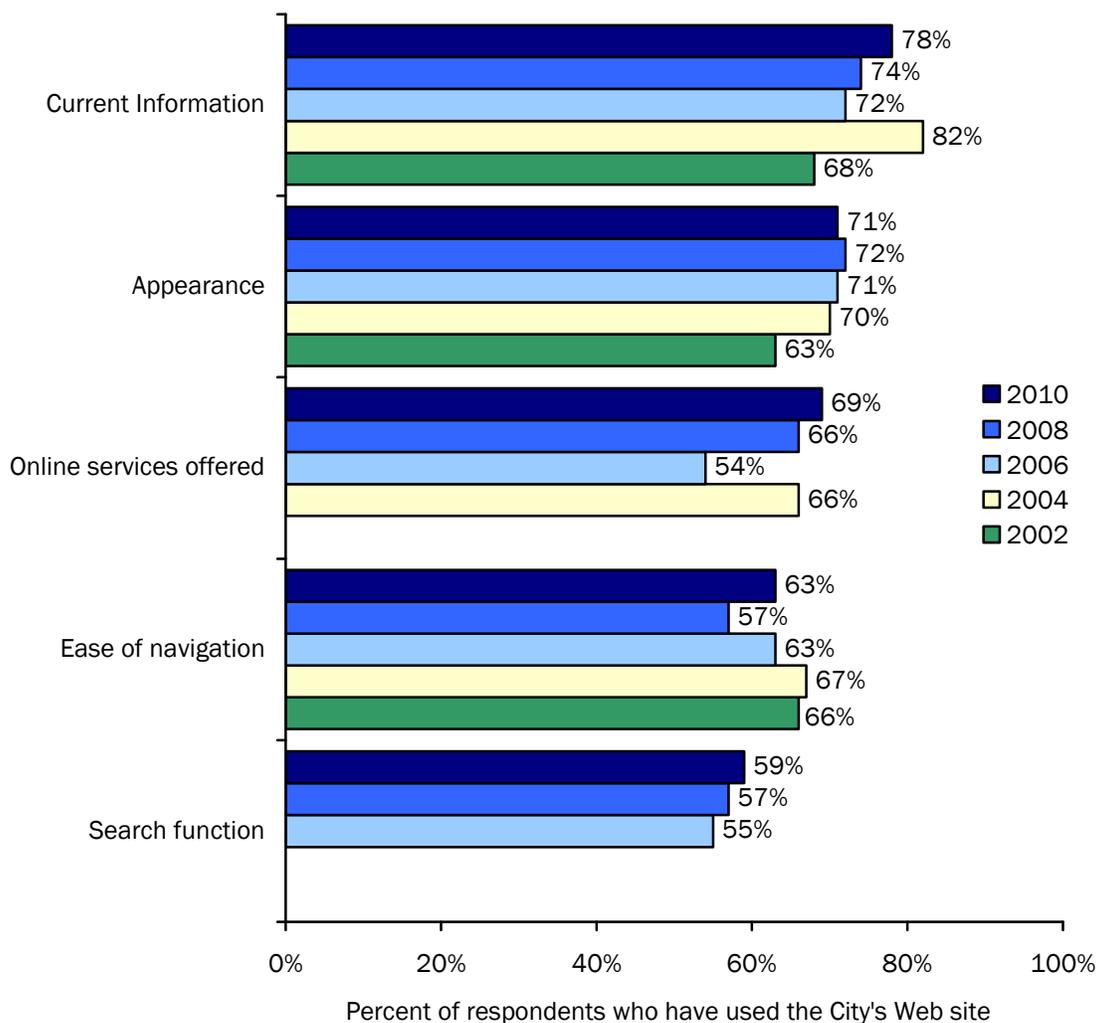


**Figure 41: Frequency of Use by Those that Use the City’s Web site**

How frequently, if ever, do you use the City’s Web site, www.Lakewood.org?	Percent of respondents who use the City’s Web site
Daily	0%
2-6 times per week	2%
Once a week	5%
1-3 times per month	19%
Less than once a month	37%
At least once a year	37%
Total	100%

Those who had used the City’s Web site were asked their opinions about certain aspects of it. In general, the Web site was given favorable evaluations; 59% or more rated each aspect as “good” or “very good.” The search function and ease of navigation received the lowest ratings of all aspects rated, but ease of navigation improved in 2010 compared to 2008. Other ratings remained similar in 2010 compared to 2008.

Figure 42: Ratings of Aspects of the City’s Web Site Compared Over Time



Wording changed slightly from 2004 to 2006: “Appearance” was previous “Graphics,” “Current information” was “Information,” “Ease of navigation” was “ease of use” and “online services offered” was “services offered.”

Figure 43: Ratings of Aspects of the City’s Web Site

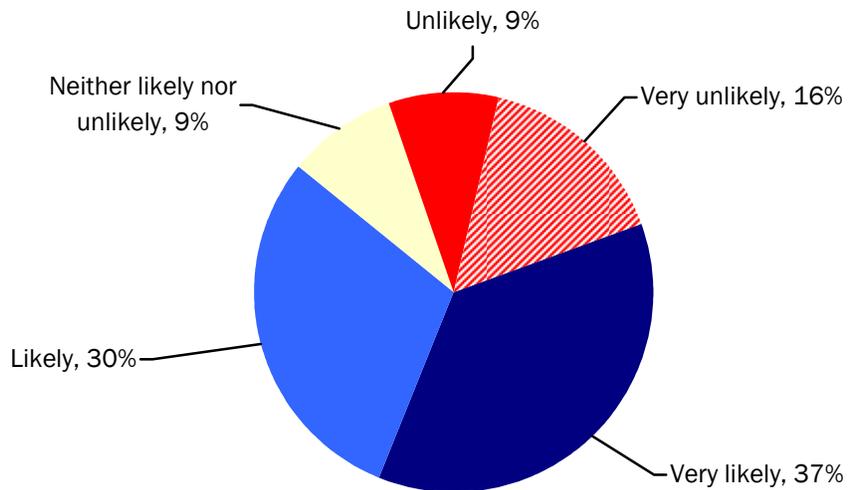
Please rate the following aspects of the City of Lakewood Web site.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Current Information	14%	64%	21%	1%	0%	100%
Appearance	13%	58%	25%	4%	0%	100%
Online services offered	12%	57%	27%	3%	1%	100%
Ease of navigation	13%	51%	28%	7%	2%	100%
Search function	11%	48%	33%	6%	2%	100%

Responses are only from those reporting ever using the City’s Web site.

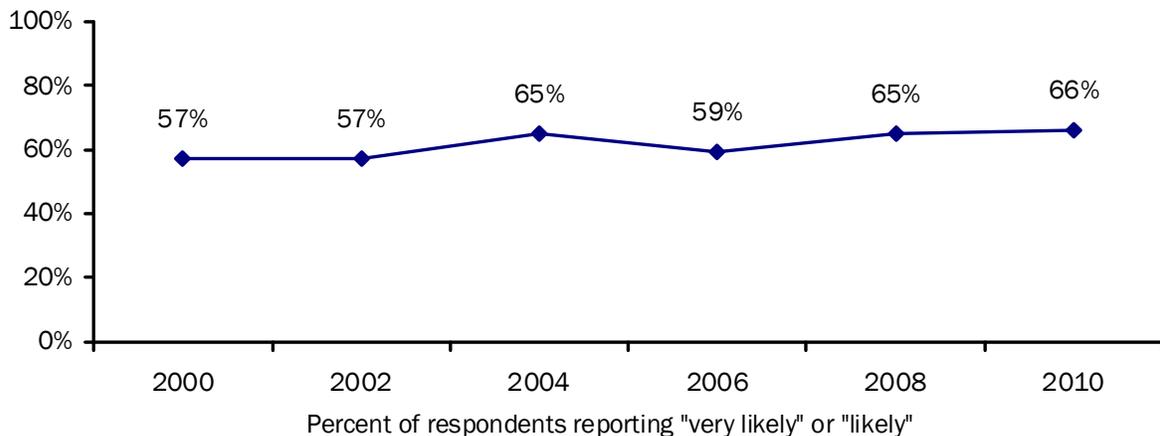
Residents completing the survey were asked how likely or unlikely they were to conduct business with the City via the Web. About two-thirds reported they were “very likely” or “likely” to do so; 25% felt they were unlikely to conduct business with the City via the Web (see Figure 44). The proportion of respondents likely to conduct business via the Web remained about the same in 2010 as in 2008 (see Figure 45).

**Figure 44: Likelihood of Conducting Business with the City via the Web**

How likely are you to conduct business with the City over the Internet?

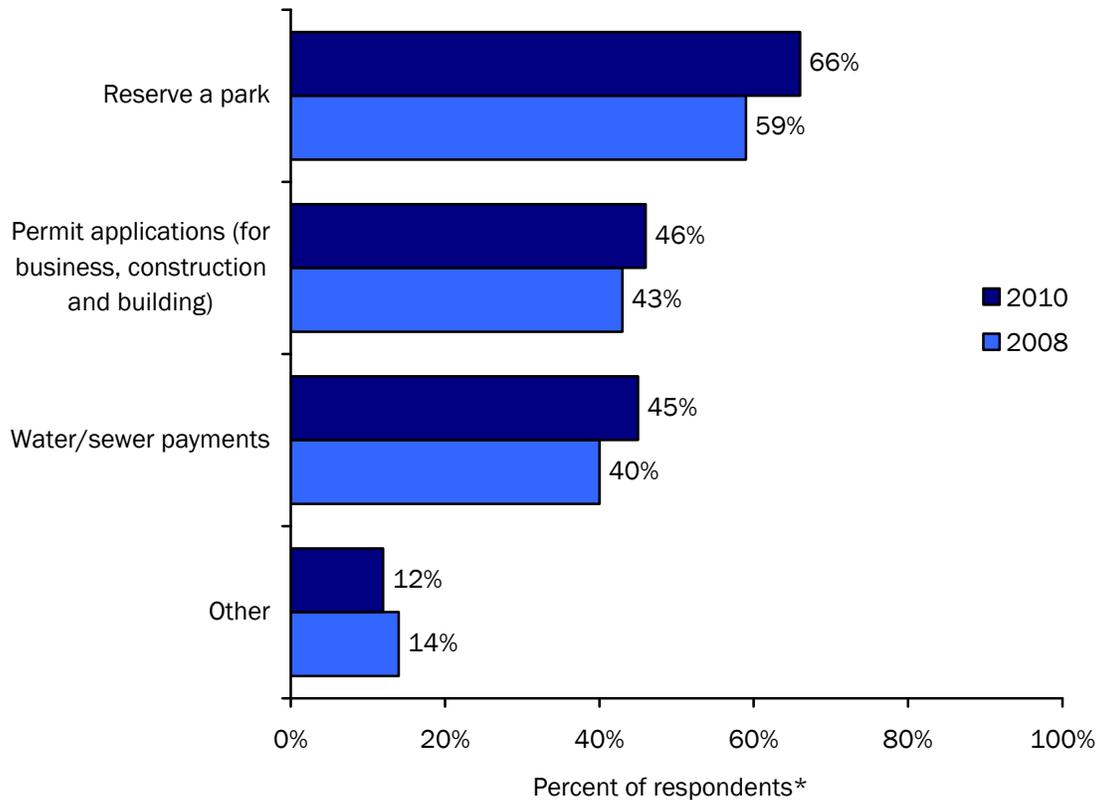


**Figure 45: Likelihood of Conducting Business with the City via the Web Compared Over Time**



To gauge what additional online services should be offered, residents were asked which services they would most like to see. Making a park reservation remains a popular option, with 66% in 2010 having said they would like to see this service in 2010. Over 40% of respondents said they would like to be able to apply for permits or make water/sewer payments online. “Other” responses, such as being able to file complaints or make suggestions were provided by 12% of respondents; these responses can be seen in *Appendix C. Responses to “Other, Specify” Categories*.

Figure 46: Additional Online Services Desired for [www.Lakewood.org](http://www.Lakewood.org)

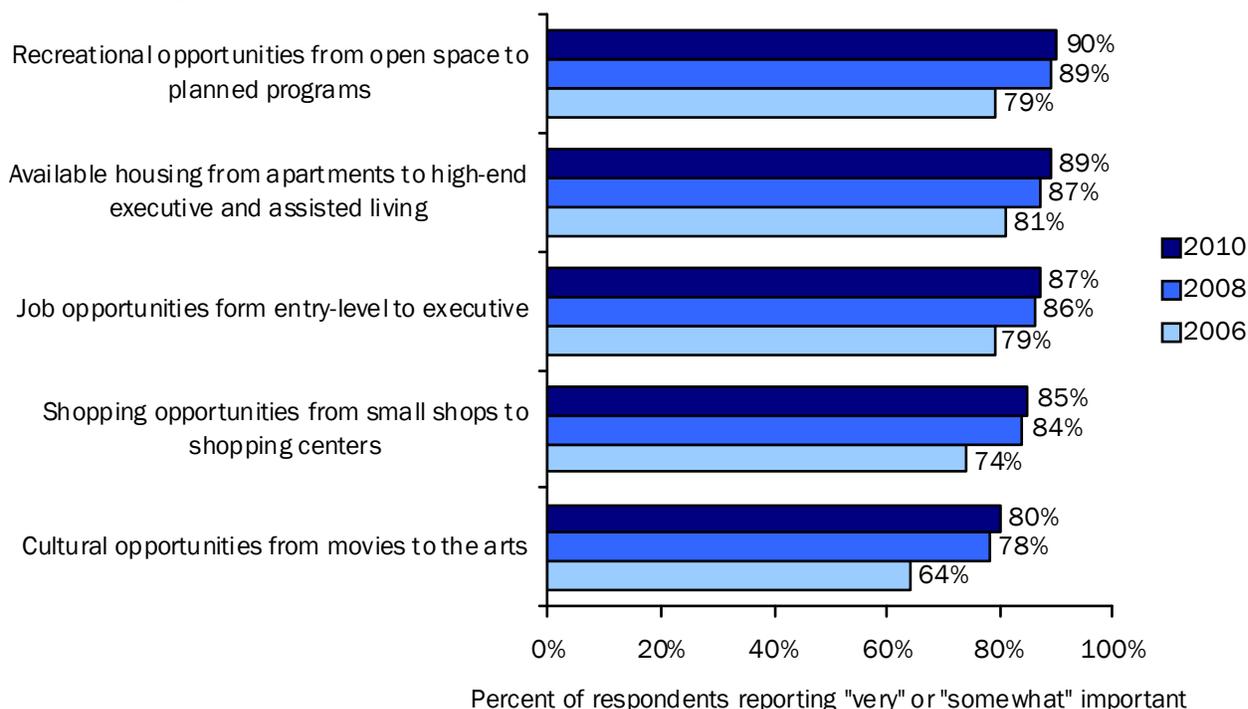


\*Percents may add to more than 100% as respondents could select more than one option.

## COMMUNITY OPPORTUNITIES

A list of community opportunities was presented to those completing the questionnaire. They were asked to rate how important they felt each was in influencing someone to live and work in Lakewood. At least three-quarters of residents felt each opportunity was “very” or “somewhat” important.” Recreational opportunities and available housing were considered most important by about 9 in 10 residents. Job opportunities and shopping opportunities were considered at least somewhat important by over 80% of respondents. Slightly fewer respondents thought that cultural opportunities were an important factor in attracting others to live and work in the City. These ratings were similar in 2010 compared to 2008.

**Figure 47: Perceived Importance of Community Opportunities Compared Over Time**



*In 2006 the scale was essential, very important, somewhat important, and not at all important. Percentages for 2006 represent respondents reporting “essential” or “very important.”*

**Figure 48: Perceived Importance of Community Opportunities**

Please rate the importance of each of the following factors that may influence someone to live and work in Lakewood:	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant	Total
Recreational opportunities from open space to planned programs	53%	37%	8%	2%	1%	100%
Available housing from rentals to high-end executive and assisted living	59%	30%	8%	2%	1%	100%
Job opportunities from entry-level to executive	60%	27%	9%	3%	2%	100%
Shopping opportunities from small shops to shopping centers	43%	42%	9%	4%	2%	100%
Cultural opportunities from movies to the arts	39%	41%	15%	5%	1%	100%

## PLANNING ISSUES

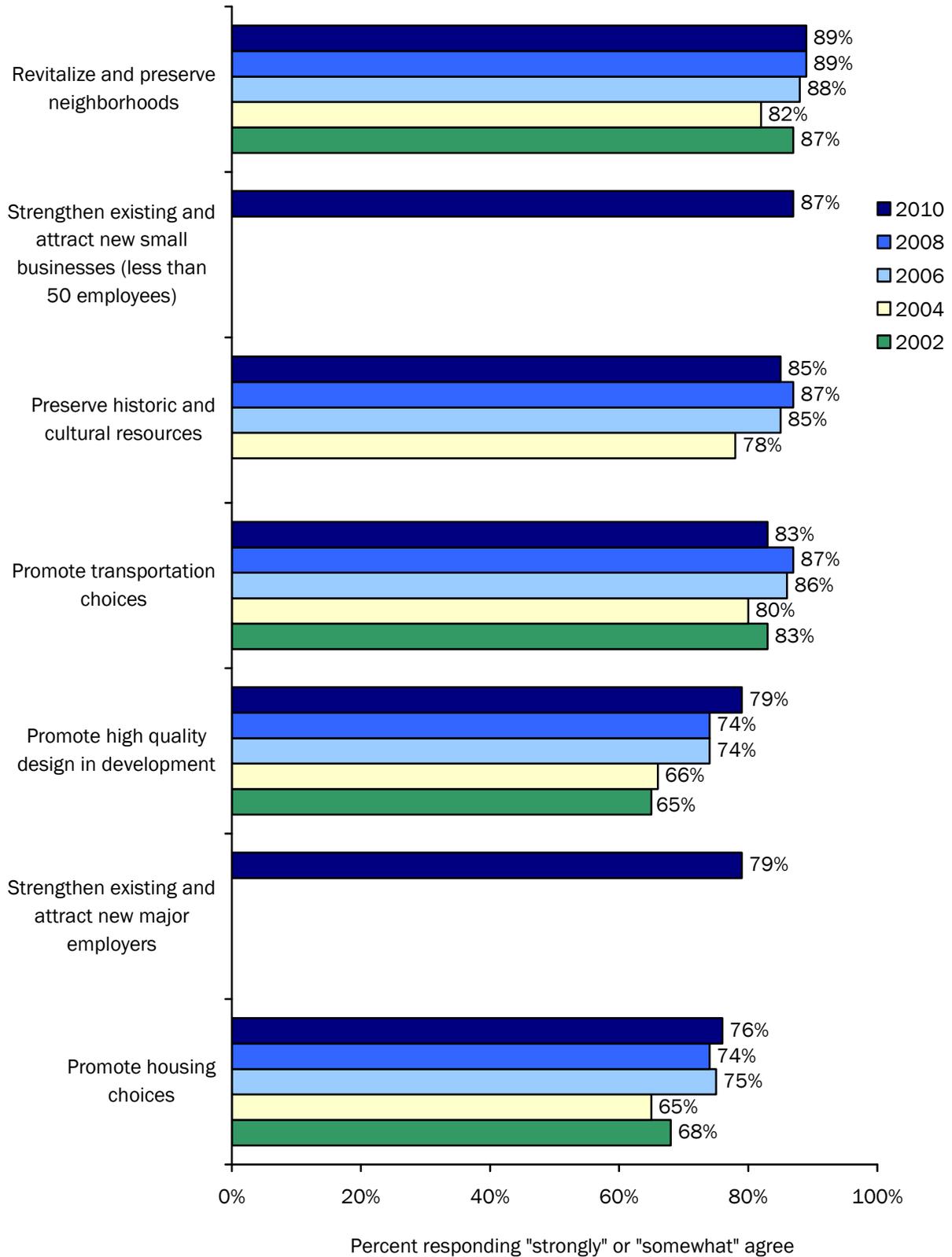
Those completing the questionnaire were asked to what extent they agreed or disagreed that the City of Lakewood should pursue a number of planning options for the community. Each option was supported by three-quarters or more of respondents (see Figure 49). Survey participants' greatest emphasis was on strengthening and attracting new small businesses, revitalizing and preserving neighborhoods, and preserving historic and cultural resources; over 40% of respondents "strongly" agreed the City should pursue these items, and 85% or more agreed.

The high priority placed on all these items is similar to that observed in 2008 (see Figure 50 on the next page). In 2010, there was a slight increase in the proportion of respondents desiring to see high quality design in development compared to 2008. In previous survey implementations, different questions were asked about strengthening existing and attracting new businesses, so direct comparisons could not be made.

Figure 49: Ratings of Planning Options

Please rate the following statements by circling the number which most closely represents your opinion. The City should . . . .	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Strengthen existing and attract new small businesses (less than 50 employees)	48%	39%	11%	2%	1%	100%
Revitalize and preserve neighborhoods	43%	45%	10%	2%	0%	100%
Preserve historic and cultural resources	42%	43%	13%	2%	0%	100%
Promote transportation choices	39%	44%	14%	3%	1%	100%
Strengthen existing and attract new major employers	39%	40%	16%	4%	1%	100%
Promote high quality design in development	30%	49%	17%	4%	0%	100%
Promote housing choices	29%	46%	19%	4%	1%	100%

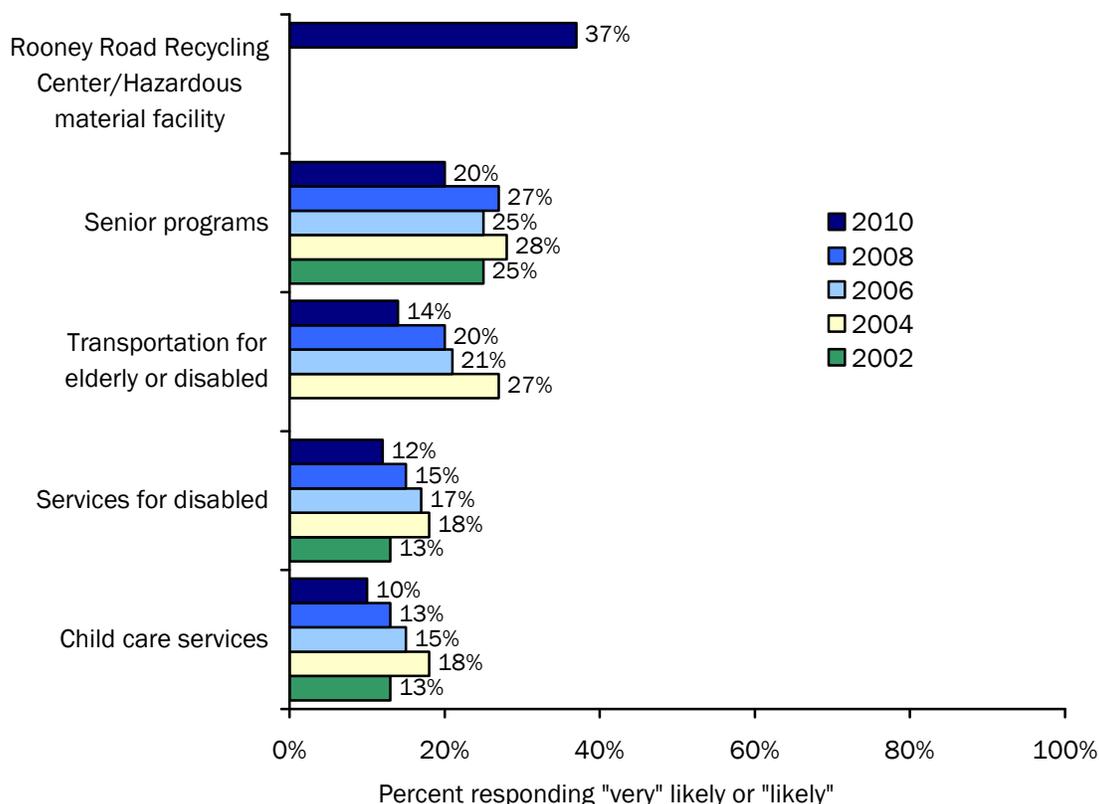
Figure 50: Ratings of Planning Options Compared Over Time



Respondents were asked how likely or unlikely they would be to use various public programs, services or facilities provided by the City of Lakewood. Over a third reported they would be “very” or “somewhat likely” to use the Rooney Road Recycling Center (see Figure 51 below).

About 20% said they would be at least somewhat likely to use senior programs, a small decrease from previous years. The likelihood of using transportation for the elderly or disabled has also decreased somewhat, from 20% in 2008 to 14% in 2010. About 12% of respondents thought they would use services for the disabled, and about 10% said they would use child care services.

**Figure 51: Likelihood of Using City Public Programs, Services or Facilities Compared Over Time**



**Figure 52: Likelihood of Using City Public Programs, Services or Facilities**

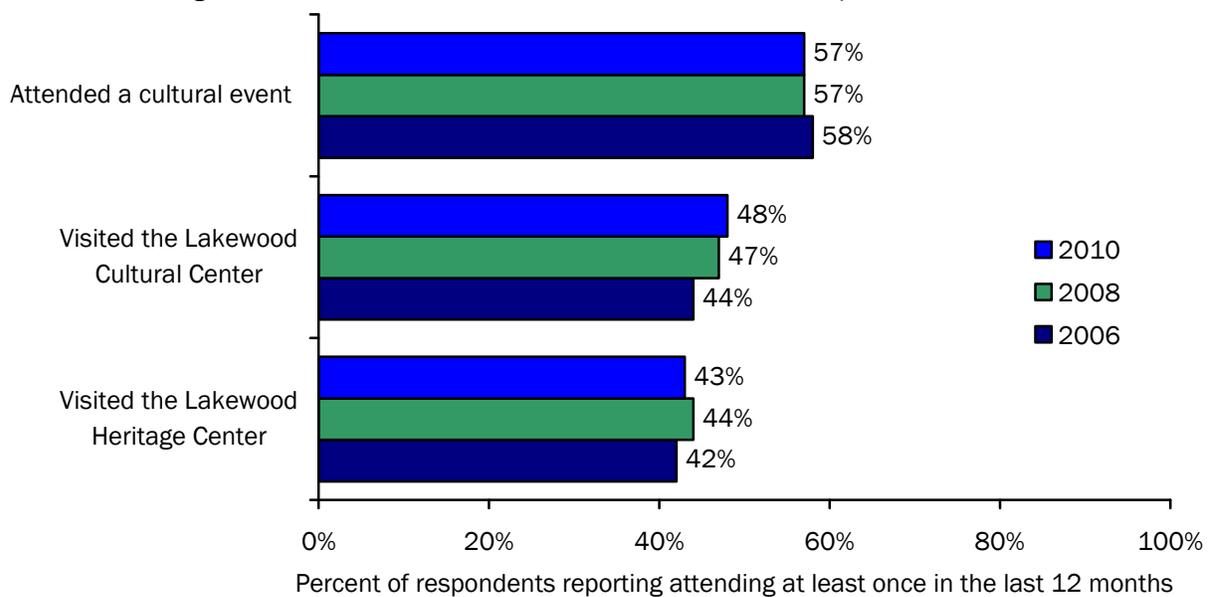
In the next 12 months, how likely are you to use the following City of Lakewood public programs, services or facilities?	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Total
Rooney Road Recycling Center/Hazardous material facility	13%	25%	15%	15%	33%	100%
Senior programs	7%	13%	9%	13%	59%	100%
Transportation for elderly or disabled	6%	8%	7%	16%	63%	100%
Services for disabled	6%	6%	7%	14%	67%	100%
Child care services	6%	4%	4%	14%	72%	100%

Attendance at cultural events and facilities in Lakewood was assessed through the survey. About 6 in 10 respondents said they had attended a cultural event in the previous 12 months, while 48% had visited the Lakewood Cultural Center and 43% had visited the Lakewood Heritage Center (see Figure 53). Similar attendance rates have been observed in all survey years (see Figure 54).

**Figure 53: Attendance at Cultural Events and Facilities**

Please indicate how often you or others in your household have done each of the following in the City of Lakewood in the last 12 months.	Never	Once or twice	3 to 6 times	7 to 12 times	More than 12 times	Total
Attended a cultural event (play, concert, performance, art exhibit, historical demonstration, etc.)	43%	42%	13%	2%	1%	100%
Visited the Lakewood Cultural Center	52%	39%	8%	0%	1%	100%
Visited the Lakewood Heritage Center	57%	34%	7%	1%	0%	100%

**Figure 54: Attendance at Cultural Events and Facilities Compared Over Time**



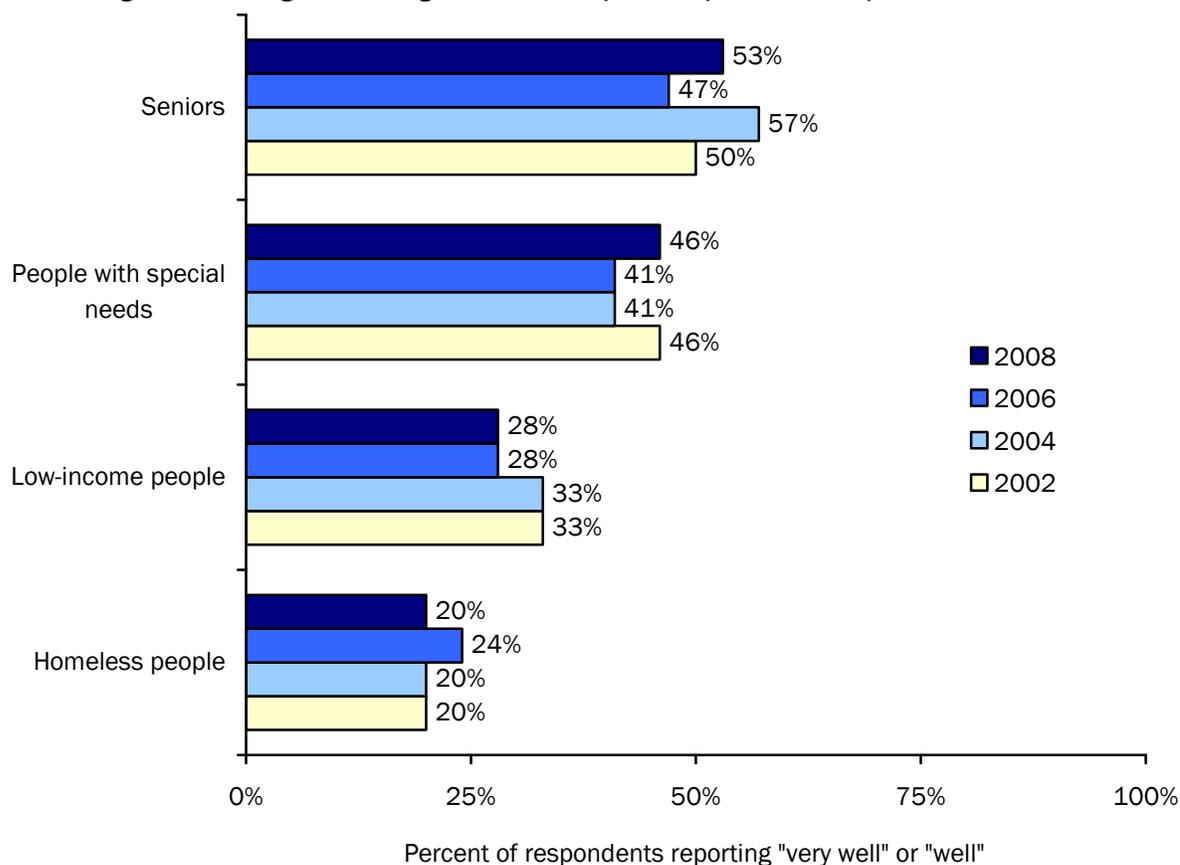
Respondents were asked to indicate how well or poorly they thought the needs of specific groups of people were being met in Lakewood. A majority of respondents felt that the needs of seniors were being met “well” or “very well,” and only 12% thought the needs of seniors were being met “poorly” or “very poorly” (see Figure 55). Less than half of those surveyed considered the needs of people with special needs or low-income people to be well-met, but a greater proportion considered their needs well met than considered their needs poorly met. The needs of homeless people were seen as the biggest problem, with a greater proportion considering the needs of this group poorly met (36%) than considering the needs well met (23%).

These ratings have remained fairly stable over time, with a slight positive increase observed in 2010 compared to 2008 for the senior population (see Figure 56).

**Figure 55: Ratings of Meeting the Needs of Special Populations**

How are the needs of the following being met in Lakewood?	Very well	Well	Neither well nor poorly	Poorly	Very poorly	Total
Seniors	9%	43%	36%	10%	2%	100%
People with special needs	11%	35%	42%	10%	2%	100%
Low-income persons	12%	29%	38%	16%	5%	100%
Homeless people	7%	16%	41%	19%	17%	100%

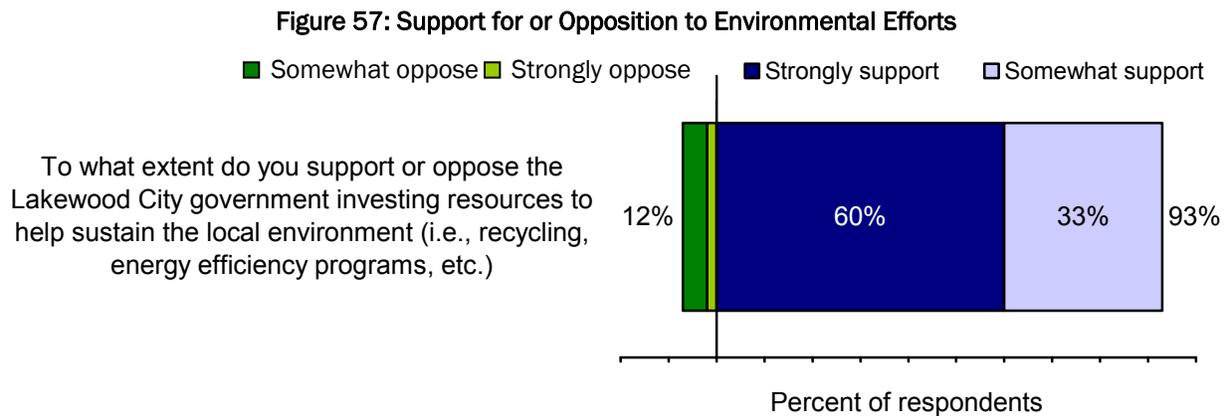
**Figure 56: Ratings of Meeting the Needs of Special Populations Compared Over Time**



On the 2010 questionnaire, participants in the City of Lakewood Citizen Survey were asked to what extent they would support or oppose the City government investing resources to help sustain the local environment. Overwhelmingly respondents were in favor of this idea; 60% strongly supported such an effort, and 93% somewhat or strongly supported it (see Figure 57). Only 12% were opposed to the suggestion.

**Comparison by Respondent Subgroup**

Younger respondents were more likely to strongly support investments to sustain the local environment than were older respondents. Renters were more likely to support these efforts than were owners. (See Table 63 in *Appendix D. Comparison of Survey Results by Respondent Subgroups.*)



## Appendix A. Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables and charts in this appendix.

**Table 1: Respondent's Length of Residency**

How long have you lived in Lakewood?	Percent of respondents
1 to 4 years	31%
5 to 9 years	15%
10 to 14 years	12%
15 to 19 years	8%
20+ years	34%
Total	100%
Average	15.9 years

**Table 2: Respondent's Primary Work Location**

If you travel to a specific workplace, in what city do you work?	Percent of respondents
Arvada	1%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	24%
Englewood	3%
Golden	7%
Lakewood	20%
Littleton	3%
Louisville	0%
Northglenn	0%
Thornton	0%
Westminster	1%
Wheat Ridge	3%
Other	15%
Do not work outside the home	18%
Total	100%

**Table 3: Respondent's Work Industry**

<b>What category best describes your job?</b>	<b>Percent of respondents</b>
Office (professional, business, administrative support)	43%
Manufacturing/production/high-tech	13%
Retail/sales	11%
Service/restaurant/delivery	10%
Construction/trades/laborer	10%
Medical/dental	9%
Other	5%
Total	100%

**Table 4: Respondent's Service Area**

<b>If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?</b>	<b>Percent of respondents*</b>
5-mile radius	13%
10-mile radius	12%
Denver metro area	20%
Front Range	5%
Statewide	11%
Other	39%
Total	100%

\*Responses are from 246 respondents as 651 did not respond to this question.

**Table 5: Respondent's Housing Unit Type**

<b>Please check the appropriate box indicating the type of housing unit in which you live.</b>	<b>Percent of respondents</b>
Detached single-family home	52%
Condominium or townhouse	19%
Duplex or other multi-unit home	4%
Apartment	25%
Mobile home	0%
Total	100%

**Table 6: Respondent's Tenure**

<b>Do you rent or own your residence?</b>	<b>Percent of respondents</b>
Own	61%
Rent	39%
Total	100%

**Table 7: Respondent's Household Size**

<b>How many people (including yourself) live in your household?</b>	<b>Percent of respondents</b>
1	32%
2	40%
3	13%
4	11%
5 or more	5%
Total	100%
Average number of household members	2.03

**Table 8: Household Members 17 or Younger in Respondent's Household**

<b>How many of these household members are 17 or younger?</b>	<b>Percent of respondents</b>
None	69%
1	16%
2	11%
3 or more	4%
Total	100%
Average number of household members under 18	1.39

**Table 9: Respondent's Household Income**

<b>About how much do you estimate your household's total income before taxes was in 2005?</b>	<b>Percent of respondents</b>
Less than \$15,000	10%
\$15,000 to \$24,999	11%
\$25,000 to \$34,999	11%
\$35,000 to \$49,999	16%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	8%
\$125,000 to \$249,999	10%
\$250,000 to \$499,999	2%
\$500,000 or more	0%
Total	100%

Table 10: Respondent's Education Level

What is the highest level of education you have completed?	Percent of respondents
0-11 years	4%
High school graduate	15%
Some college, no degree	24%
Associate degree	6%
Bachelors degree	29%
Graduate or professional degree	23%
Total	100%

Table 11: Respondent's Age

What is your age?	Percent of respondents
18-24	7%
25-34	22%
35-44	15%
45-54	23%
55-64	14%
65-74	10%
75 +	9%
Total	100%

Table 12: Respondent's Race/Ethnicity

What is your race/ethnicity?	Percent of respondents
White	85%
Black or African American	1%
Asian or Pacific Islander	4%
American Indian, Eskimo, or Aleut	2%
Hispanic/Spanish/Latino	11%
Other	2%

*\*Total may exceed 100% as respondents could select multiple responses.*

Table 13: Respondent's Gender

What is your gender?	Percent of respondents
Female	51%
Male	49%
Total	100%

## Appendix B. Complete Set of Frequencies

The following pages contain a complete set of responses to each question on the survey.

**Table 14: Question #1**

Circle the number that best represents your opinion.	Very good	Good	Neither good nor bad	Bad	Very bad	Do not know	Total
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	30%	60%	8%	1%	0%	0%	100%
How do you rate the overall quality of your neighborhood?	24%	56%	17%	3%	1%	0%	100%

**Table 15: Question #2**

Circle the number that best represents how you feel about the statement below. Over the last five years, the overall quality of my neighborhood has	Percent of respondents
Improved a lot	4%
Improved slightly	20%
Stayed the same	44%
Declined slightly	16%
Declined a lot	4%
Do not know	13%
Total	100%

Table 16: Question #3

How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion.	Very good	Good	Neither good nor bad	Bad	Very bad	Do not know	Total
Snow removal	18%	51%	17%	10%	2%	1%	100%
Street repair/condition	10%	50%	27%	11%	1%	1%	100%
Street cleaning	15%	53%	27%	3%	1%	1%	100%
Enforcing traffic laws	14%	48%	24%	5%	2%	7%	100%
City code enforcement (weeds, junk cars, trash, etc.)	9%	38%	31%	10%	4%	8%	100%
Maintenance of existing City parks, open space, and trails	27%	56%	9%	2%	0%	5%	100%
Recreation programs (swim lessons, fitness, youth sports, etc.)	17%	34%	13%	1%	0%	34%	100%
Recreation facilities (recreation centers, athletic fields, etc.)	20%	40%	12%	1%	0%	26%	100%
Police services	22%	48%	15%	3%	2%	10%	100%
Government access cable television KLTV 8	9%	31%	17%	2%	0%	41%	100%
Municipal Court	6%	25%	19%	1%	1%	48%	100%
Building permits/inspections	5%	26%	17%	4%	1%	47%	100%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	8%	26%	19%	2%	0%	45%	100%
Programs for senior citizens	6%	19%	15%	1%	0%	58%	100%
City's website www.Lakewood.org	7%	29%	16%	1%	0%	47%	100%
Looking At Lakewood (City newsletter)	12%	42%	20%	2%	0%	25%	100%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc)	15%	32%	15%	1%	0%	37%	100%
Planning/land use	7%	26%	26%	6%	2%	33%	100%

Table 17: Question #4

Please rate the following aspects of transportation within Lakewood. Circle the number that best represents your opinion.	Very good	Good	Neither good nor bad	Bad	Very bad	Do not know	Total
Condition of City streets	9%	56%	24%	9%	1%	1%	100%
Condition of state highways (Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.)	9%	53%	25%	11%	2%	1%	100%
Ease of car travel in the City	10%	54%	25%	7%	2%	2%	100%
Ease of public transit in the City	6%	30%	19%	9%	2%	33%	100%
Ease of travel by foot in the City	9%	42%	22%	10%	3%	13%	100%
Ease of bicycle travel in the City	8%	35%	18%	9%	2%	28%	100%

Table 18: Question #5

In general, how well do you think Lakewood City government operates?	Percent of respondents
Very well	7%
Well	49%
Neither well nor poorly	22%
Poorly	5%
Very poorly	1%
Do not know	17%
Total	100%

Table 19: Question #6

If you have had contact with a Lakewood City employee within the last 12 months, how satisfied were you with the customer service you received?	Percent of respondents
Very satisfied	15%
Satisfied	22%
Neither satisfied nor dissatisfied	4%
Dissatisfied	6%
Very dissatisfied	2%
Do not know	2%
No contact	49%
Total	100%

Table 20: Question #7

Please rate the following statements by circling the number that most closely represents your opinion:	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Do not know	Total
I am confident in the representation I receive from my Council members	4%	23%	32%	6%	2%	33%	100%
I am confident with the representation I receive from the Mayor	4%	25%	30%	4%	3%	33%	100%
I am confident in how the City Manager manages City operations	4%	25%	30%	4%	2%	35%	100%
I believe my City Council representatives generally act in the best interest of the community at large.	4%	34%	26%	7%	4%	26%	100%
City of Lakewood employees do quality work	7%	45%	24%	2%	2%	20%	100%
I receive good value and services for the amount of City sales and property taxes that I pay	6%	35%	31%	9%	4%	15%	100%
I am pleased with the overall direction the City is taking	6%	43%	28%	6%	3%	13%	100%
I feel the City is open, candid and shares information	6%	35%	29%	6%	3%	21%	100%
Lakewood City government welcomes citizen involvement	7%	33%	23%	4%	3%	29%	100%

Table 21: Question #8

Lakewood's current Mayor is:	Percent of respondents
John Hickenlooper	5%
Steve Burkholder	10%
Bob Murphy	44%
Do not know	41%
Total	100%

Table 22: Question #9

Do you know who represents you on City Council?	Percent of respondents
Yes	26%
No	74%
Total	100%

**Table 23: Question #10**

Do you know which Council Ward you live in?	Percent of respondents
Yes	33%
No	67%
Total	100%

**Table 24: Question #11**

Which of the following names do you recognize as members of the current City Council?	Percent of Respondents*
Bob Murphy	55%
Vicki Stack	45%
Sue King	39%
David Wiechman	37%
Scott Koop	31%
Ed Peterson	31%
Karen Kellen	29%
Diana Allen	28%
Tom Quinn	26%
Adam Paul	26%
Cindy Baroway	20%

\*Total may exceed 100% as respondents could select multiple responses.

**Table 25: Question #12**

Overall, how would you rate the quality of representation you have at each of the following levels of government?	Very good	Good	Neither good nor bad	Bad	Very bad	Do not know	Total
The City of Lakewood (Mayor and City Council).....	7%	28%	28%	4%	1%	33%	100%
Jefferson County Government (County Commissioners).....	3%	23%	32%	5%	1%	34%	100%
The State Government (Governor, State Senators, State Representatives).....	4%	27%	28%	14%	7%	20%	100%
The Federal Government (President, U.S. Senators, U.S. Representatives).....	6%	25%	23%	15%	15%	15%	100%

Table 26: Question #13

Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Lakewood and mark a 2 next to the source you rely on second most often. (Please mark only two.)	Top Information Source	Second Top Information Source	Top 1 or 2 Information Sources
Television News	32%	10%	43%
Denver Post	28%	11%	39%
Looking at Lakewood	21%	10%	31%
Lakewood Sentinel	16%	8%	25%
Word of Mouth	13%	8%	21%
Radio News	9%	7%	16%
Your HUB	10%	5%	15%
KLTV Channel 8	9%	5%	14%
<a href="http://www.Lakewood.org">www.Lakewood.org</a>	8%	5%	13%
Other	2%	2%	4%
City Council Ward meetings	1%	1%	3%
The Gateway (Alameda Gateway Guide)	1%	1%	3%
Economic Development E-newsblast	0%	1%	2%

Table 27: Question #14

How do you prefer to communicate your questions and concerns to your Council representative?	Percent of Respondents*
I prefer to call my Council representative on the telephone	17%
I prefer to write a letter to my Council representative	11%
I prefer to e-mail my Council representative	39%
I prefer to attend Ward meetings	3%
I prefer to attend Council meetings	4%
I prefer to contact City staff directly	10%
Other	1%
Do not know	39%
Not applicable/don't contact	1%

\*Percents may add to more than 100 as respondents could select more than one option.

Table 28: Question #15

What type of Internet access, if any, do you have in your home?	Percent of Respondents
None	17%
Dial-up	4%
DSL	27%
Cable broadband	48%
Other	4%
Total	100%

**Table 29: Question #16**

<b>How frequently, if ever, do you use the City's Web site, www.Lakewood.org?</b>	<b>Percent of Respondents</b>
Never	58%
Daily	0%
2-6 times per week	1%
Once a week	2%
1-3 times per month	8%
Less than once a month	16%
At least once a year	16%
Total	100%

**Table 30: Question #17**

<b>Please rate the following aspects of the City of Lakewood Web site. Circle the number that best represents your opinion.</b>	<b>Very good</b>	<b>Good</b>	<b>Neither good nor bad</b>	<b>Bad</b>	<b>Very bad</b>	<b>Do not know</b>	<b>Total</b>
Current Information	12%	57%	18%	1%	0%	11%	100%
Appearance	12%	53%	23%	4%	0%	8%	100%
Online services offered	11%	49%	23%	3%	1%	14%	100%
Ease of navigation	12%	46%	26%	6%	2%	9%	100%
Search function	9%	39%	27%	5%	2%	19%	100%

*Responses are only from those reporting ever using the City's Web site.*

**Question #18**

<b>How likely are you to conduct business with the City over the Internet if that opportunity were provided?</b>	<b>Percent of Respondents</b>
Very likely	32%
Likely	26%
Neither likely nor unlikely	8%
Unlikely	8%
Very unlikely	14%
Do not know	12%
Total	100%

**Table 31: Question #19**

<b>What additional online services would you most like to see at www.Lakewood.org?</b>	<b>Percent of Respondents*</b>
Water/sewer payments	45%
Permit applications (for business, construction and building)	46%
Reserve a park	66%
Other	12%

*\*Percents may add to more than 100 as respondents could select more than one option.*

**Table 32: Question #20**

<b>Do you subscribe to cable television?</b>	<b>Percent of Respondents</b>
No	32%
Yes	68%
Total	100%

**Table 33: Question #21**

<b>Have you watched the City's government access KLV Channel 8 in the last 12 months...</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
on Comcast Cable	33%	67%	100%
on the Web at www.Lakewood.org	5%	95%	100%

**Table 34: Question #22**

<b>How often do you watch the City's government access KLV Channel 8...</b>	<b>Never</b>	<b>Daily</b>	<b>2-6 times per week</b>	<b>Once a week</b>	<b>1-3 times per month</b>	<b>Less than once a month</b>	<b>At least once a year</b>	<b>Total</b>
on Comcast Cable	63%	0%	3%	4%	8%	13%	9%	100%
on the Web at www.Lakewood.org	87%	0%	0%	1%	2%	4%	5%	100%

**Table 35: Question 323**

<b>Please rate the importance of each of the following factors that may influence someone to live and work in Lakewood: A total community must provide a good mix of ...</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Neither important nor unimportant</b>	<b>Somewhat unimportant</b>	<b>Very unimportant</b>	<b>Do not know</b>	<b>Total</b>
Job opportunities from entry-level to executive	55%	25%	8%	3%	2%	8%	100%
Available housing from rentals to high-end executive and assisted living	56%	29%	8%	2%	1%	5%	100%
Recreational opportunities from open space to planned programs	51%	35%	7%	2%	1%	4%	100%
Cultural opportunities from movies to the arts	37%	39%	14%	4%	1%	5%	100%
Shopping opportunities from small shops to shopping centers	42%	41%	9%	4%	2%	3%	100%

**Table 36: Question #24**

<b>Please rate the importance of each of the following City services:</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Neither important nor unimportant</b>	<b>Somewhat unimportant</b>	<b>Very unimportant</b>	<b>Do not know</b>	<b>Total</b>
Public safety	86%	11%	2%	0%	0%	1%	100%
Infrastructure (streets, sidewalks, etc.)	68%	27%	3%	0%	0%	1%	100%
Business growth and retention	52%	37%	6%	1%	1%	2%	100%
Recreation programs	40%	44%	12%	2%	1%	2%	100%
Cultural programs	32%	40%	19%	5%	1%	2%	100%
Communication	42%	39%	13%	2%	1%	3%	100%
Family support services (seniors, children, disabled, etc.)	48%	35%	11%	2%	1%	2%	100%
Planning and land use	46%	37%	14%	1%	0%	2%	100%
Parks, open space and trails	57%	33%	8%	1%	0%	1%	100%

**Table 37: Question #25**

<b>Please rate the following statements by circling the number which most represents your opinion: The City should . . . .</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Do not know</b>	<b>Total</b>
Promote high quality design in development	29%	47%	16%	3%	0%	3%	100%
Preserve historic and cultural resources	42%	42%	13%	2%	0%	2%	100%
Revitalize and preserve neighborhoods	43%	45%	9%	1%	0%	2%	100%
Promote transportation choices	38%	43%	13%	3%	1%	2%	100%
Promote housing choices	28%	45%	18%	4%	1%	4%	100%
Strengthen existing and attract new small businesses (less than 50 employees)	47%	38%	10%	2%	0%	2%	100%
Strengthen existing and attract new major employers	38%	39%	15%	4%	1%	3%	100%

**Table 38: Question #26**

<b>In the next 12 months, how likely are you to use the following City of Lakewood programs, services and facilities?</b>	<b>Very likely</b>	<b>Likely</b>	<b>Neither likely nor unlikely</b>	<b>Unlikely</b>	<b>Very unlikely</b>	<b>Do not know</b>	<b>Total</b>
Child care services	6%	4%	4%	13%	69%	4%	100%
Senior programs	7%	12%	8%	12%	56%	5%	100%
Transportation for elderly or disabled	6%	8%	7%	15%	60%	5%	100%
Services for disabled	5%	6%	7%	13%	63%	6%	100%
Rooney Road Recycling Center/Hazardous material facility	12%	23%	14%	14%	31%	8%	100%

Table 39: Question #27

Please indicate how often you or others in your household have done each of the following in the City of Lakewood in the last 12 months.	Never	Once or twice	3 to 6 times	7 to 12 times	More than 12 times	Total
Attended a cultural event (play, concert, performance, art exhibit, historical demonstration, etc.)	43%	42%	13%	2%	1%	100%
Visited the Lakewood Cultural Center	52%	39%	8%	0%	1%	100%
Visited the Lakewood Heritage Center	57%	34%	7%	1%	0%	100%

Table 40: Question #28

How are the needs of the following being met in Lakewood?	Very well	Well	Neither well nor poorly	Poorly	Very poorly	Do not know	Total
Low-income persons	6%	14%	18%	7%	2%	54%	100%
Seniors	4%	19%	16%	4%	1%	56%	100%
People with special needs	4%	13%	16%	4%	1%	62%	100%
Homeless people	3%	6%	15%	7%	6%	63%	100%

Table 41: Question #29

To what extent do you support or oppose the Lakewood City government investing resources to help sustain the local environment (i.e., recycling, energy efficiency programs, etc.)?	Percent of Respondents
Strongly support	55%
Somewhat support	31%
Somewhat oppose	4%
Strongly oppose	2%
Do not know	7%
Total	100%

Table 42: Question #30

How long have you lived in Lakewood?	Percent of Respondents
1 to 4 years	31%
5 to 9 years	15%
10 to 14 years	12%
15 to 19 years	8%
20+ years	34%
Total	100%

Table 43: Question #31

<b>If you travel to a specific workplace, in what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)</b>	<b>Percent of Respondents</b>
Arvada	1%
Aurora	2%
Boulder	1%
Broomfield	1%
Denver	24%
Englewood	3%
Golden	7%
Lakewood	20%
Littleton	3%
Louisville	0%
Northglenn	0%
Thornton	0%
Westminster	1%
Wheat Ridge	3%
Other	15%
Do not work outside the home	18%
Total	100%

Table 44: Question #32

<b>What category best describes your job?</b>	<b>Percent of Respondents</b>
Retail/sales	11%
Service/restaurant/delivery	10%
Manufacturing/production/high-tech	13%
Office (professional, business, administrative support)	43%
Medical/dental	9%
Construction/trades/laborer	10%
Other	5%
Total	100%

Table 45: Question #33

<b>If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?</b>	<b>Percent of Respondents*</b>
5-mile radius	13%
10-mile radius	12%
Denver metro area	20%
Front Range	5%
Statewide	11%
Other	39%
Total	100%

\*Responses are from 250 respondents as 647 did not respond to this question.

Table 46: Question #34

<b>Please check the appropriate box indicating the type of housing unit in which you live.</b>	<b>Percent of Respondents</b>
Detached single-family home	52%
Condominium or townhouse	19%
Duplex or other multi-unit home	4%
Apartment	25%
Mobile home	0%
Total	100%

Table 47: Question #35

<b>Do you rent or own your residence?</b>	<b>Percent of Respondents</b>
Own	61%
Rent	39%
Total	100%

Table 48: Question #36

<b>How many people (including yourself) live in your household?</b>	<b>Percent of Respondents</b>
1	32%
2	40%
3	13%
4	11%
5 or more	5%
Total	100%

Table 49: Question #37

<b>How many of these household members are 17 or younger?</b>	<b>Percent of Respondents</b>
None	69%
1	16%
2	11%
3 or more	4%
Total	100%

Table 50: Question #38

About how much do you estimate your household's total income before taxes was in 2009?	Percent of Respondents
Less than \$15,000	10%
\$15,000 to \$24,999	11%
\$25,000 to \$34,999	11%
\$35,000 to \$49,999	16%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	12%
\$100,000 to \$124,999	8%
\$125,000 to \$249,999	10%
\$250,000 to \$499,999	2%
\$500,000 or more	0%
Total	100%

Table 51: Question #39

What is the highest level of education you have completed?	Percent of Respondents
0-11 years	4%
High school graduate	15%
Some college, no degree	24%
Associate degree	6%
Bachelors degree	29%
Graduate or professional degree	23%
Total	100%

Table 52: Question #40

What is your age?	Percent of Respondents
18-24	7%
25-34	22%
35-44	15%
45-54	23%
55-64	14%
65-74	10%
75 +	9%
Total	100%

Table 53: Question #41

What is your race/ethnicity? (Mark one or more categories to indicate what race you consider yourself to be.)	Percent of Respondents
White	85%
Black or African American	1%
Asian or Pacific Islander	4%
American Indian, Eskimo, or Aleut	2%
Hispanic/Spanish/Latino	11%
Other	2%

*\*Total may exceed 100% as respondents could select multiple responses.*

Table 54: Question #42

What is your gender?	Percent of Respondents
Female	51%
Male	49%
Total	100%

## Appendix C. Responses to “Other, Specify” Categories

Following are verbatim responses for questions which permitted respondents to list “other” categories than those printed on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

**Question 13 Among the sources of information listed below, mark a 1 next to the source you most often rely on for news about the City of Lakewood and mark a 2 next to the source you rely on second most often. (Other)**

- ◆ Fast Tracks letter.
- ◆ Home owners
- ◆ Jungle dreams
- ◆ Neighborhood & commission association / advisory meetings.
- ◆ Neighborhood Newsletter.
- ◆ Personal observation.
- ◆ Seeing it myself
- ◆ West word.
- ◆ Westword

**Question 14 How do you prefer to communicate your questions and concerns to your Council representative? (Not applicable/don't contact)**

- ◆ Don't have any
- ◆ Don't want to contact them.
- ◆ Have not recently.
- ◆ Haven't really contacted them, we deal directly w/the code dept, when the neighborhoods over grow again.
- ◆ I don't It's a waste of time.
- ◆ I haven't had need to communicate.
- ◆ Never done it
- ◆ Never had to!
- ◆ Never had to.
- ◆ No contact
- ◆ To be in visible.

**Question 14 How do you prefer to communicate your questions and concerns to your Council representative? (Other)**

- ◆ Council person makes no contact.
- ◆ Neighborhood Association.

- ◆ Notes based on housing at Lakewood.
- ◆ Reply card in Look at Lkwd.
- ◆ Talk to personally at work.

**Question 19 What additional online services would you most like to see at [www.Lakewood.org](http://www.Lakewood.org)? (Other)**

- ◆ All
- ◆ All meetings if there don't already do that. Never used it.
- ◆ Any extras ok.
- ◆ Ao online
- ◆ Assistance with Apartment Rentals listing.
- ◆ Automatic pet license bill pay.
- ◆ Bear Creek Park pass.
- ◆ Building Standards / Specifications.
- ◆ City projects and improvements.
- ◆ Code enforcement requests.
- ◆ Comments suggestions?
- ◆ Complain about barking dogs.
- ◆ Complaint dept.
- ◆ Connections to JWFCO svcs, like dog licenses & senior svcs.
- ◆ Contests
- ◆ Dog license driver's licenses tabs.
- ◆ Dog park info and events w/dogs.
- ◆ Don't do business over the internet due to sensitive info.
- ◆ Employment opportunities.
- ◆ Enrol in all rec center classes on line.
- ◆ Event and Social Gatherings.
- ◆ Everything
- ◆ File complaints! E.g. Litter / trash along 6th ave and Wadsworth exit are horrible!
- ◆ Fish supply in lakes.
- ◆ Fishing - camping.
- ◆ Food stamp application.
- ◆ Future plans for our city.
- ◆ Hikewood rides.
- ◆ Job opportunities
- ◆ Links to Jeffco info.
- ◆ Listening to residents concerns and following through with them!!
- ◆ Low income resources.
- ◆ Maintenance weather issues/problem.

- ◆ More job opportunities.
- ◆ More rec center info
- ◆ More senior activity centers.
- ◆ Nothing
- ◆ Ok now.
- ◆ Online surveys survey monkey.
- ◆ Pet licensing
- ◆ Recycle locations.
- ◆ Schedule tee times.
- ◆ See # 18
- ◆ Spanish (Information provide in Spanish for Spanish speakers).
- ◆ Sports for kids more searchable.
- ◆ St. Repair INFO.
- ◆ Virtual meetings
- ◆ Whatever.

**Question 31 If you travel to a specific workplace, in what city do you work? (Other)**

- ◆ All cities
- ◆ Black Hawk
- ◆ Black Hawk
- ◆ Black hawk
- ◆ Black Hawk.
- ◆ Black Hawk.
- ◆ Book keeper
- ◆ Brighton
- ◆ Castle rock
- ◆ Centennial
- ◆ Centennial
- ◆ Central city
- ◆ Central City.
- ◆ Central city.
- ◆ Commerce city, co.
- ◆ Cruise ship.
- ◆ Dillon
- ◆ Drive to many location.
- ◆ Edgewater
- ◆ Elpaso, TX
- ◆ Empire co.
- ◆ Evergreen

- ◆ Evergreen
- ◆ Ft. Lupton
- ◆ Glendale
- ◆ Glendale.
- ◆ Greenwood village
- ◆ Greenwood village
- ◆ Greenwood village
- ◆ Greenwood village
- ◆ Greenwood village.
- ◆ High lands
- ◆ Highlands ranch
- ◆ Home- based engineering consultations.
- ◆ Home in Lakewood.
- ◆ Home worker.
- ◆ I do home health care I go where the work is.
- ◆ Interior design consultant.
- ◆ Larkspur
- ◆ Leadville, Berthoud.
- ◆ Lone tree
- ◆ Longmont
- ◆ Longmout
- ◆ Loveland
- ◆ Lupton
- ◆ Morrison
- ◆ Morrison
- ◆ Morrison
- ◆ Mtns
- ◆ My clients cover the entire metro area.
- ◆ Office out of my home.
- ◆ Parker
- ◆ Sheridan
- ◆ South metro golden to castle rock.
- ◆ Superior
- ◆ Tech center / Inverness.
- ◆ Uni corp. Jefferson
- ◆ Work at home.
- ◆ Work in all.

**Question 32 What category best describes your job? (Other)**

- ◆ Denver 200
- ◆ Entertainment
- ◆ Entertainment
- ◆ Flight attendant
- ◆ Nunya
- ◆ Scumbag
- ◆ Self employed
- ◆ Self Employed Professional.
- ◆ Self employed.
- ◆ Student/self employed.
- ◆ Work w/ disability person.

## Appendix D. Comparison of Survey Results by Respondent Subgroups

The following appendix compares the key survey responses by respondent age, tenure, race and Council Ward. Cells shaded grey indicate statistically significant differences ( $p \leq .05$ ).

**Table 55: Quality of Community by Age, Tenure and Race**

Circle the number that best represents your opinion. Percent of respondents reporting "very good" or "good"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	92%	89%	93%	91%	90%	92%	87%	91%
How do you rate the overall quality of your neighborhood?	75%	81%	82%	83%	74%	80%	77%	80%

**Table 56: Quality of Services by Age, Tenure and Race**

How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion. Percent of respondents reporting "very good" or "good"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Snow removal	64%	70%	73%	70%	69%	69%	71%	70%
Street repair/condition	56%	60%	63%	60%	60%	60%	61%	60%
Street cleaning	69%	66%	70%	67%	71%	68%	69%	68%
Enforcing traffic laws	66%	64%	70%	64%	70%	67%	64%	66%
City code enforcement (weeds, junk cars, trash, etc.)	55%	50%	47%	45%	59%	49%	57%	50%
Maintenance of existing City parks, open space, and trails	89%	87%	89%	87%	91%	89%	84%	88%
Recreation programs (swim lessons, fitness, youth sports, etc.)	75%	77%	81%	78%	77%	79%	74%	78%
Recreation facilities (recreation centers, athletic fields, etc.)	79%	79%	85%	82%	80%	82%	78%	81%
Police services	72%	78%	84%	78%	79%	79%	73%	78%
Government access cable television KLTV 8	58%	66%	75%	66%	69%	66%	71%	67%
Municipal Court	49%	62%	64%	57%	62%	59%	60%	59%
Building permits/inspections	59%	56%	58%	54%	65%	56%	64%	57%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	59%	60%	68%	60%	67%	63%	62%	62%
Programs for senior citizens	50%	56%	68%	59%	62%	61%	57%	60%
City's website www.Lakewood.org	68%	70%	68%	66%	72%	66%	75%	68%
Looking At Lakewood (City newsletter)	66%	71%	76%	73%	69%	71%	75%	71%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc)	65%	72%	83%	79%	68%	75%	72%	75%
Planning/land use	50%	52%	46%	47%	54%	49%	54%	50%

**Table 57: Overall Government Operations by Age, Tenure and Race**

In general, how well do you think Lakewood City government operates? Percent of respondents reporting "very well" or "well"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
In general, how well do you think Lakewood City government operates?	71%	62%	72%	66%	70%	67%	69%	67%

**Table 58: Public Trust by Age, Tenure and Race**

Please rate the following statements by circling the number, which most represents your opinion: Percent of respondents reporting "strongly" or "agree"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
I am confident in the representation I receive from my Council members	36%	40%	43%	38%	45%	41%	40%	40%
I am confident with the representation I receive from the Mayor	37%	41%	50%	41%	50%	43%	50%	44%
I am confident in how the City Manager manages City operations	43%	43%	48%	40%	54%	44%	53%	45%
I believe my City Council representatives generally act in the best interest of the community at large.	44%	50%	58%	48%	58%	51%	55%	51%
City of Lakewood employees do quality work	73%	61%	62%	60%	73%	66%	59%	64%
I receive good value and services for the amount of City sales and property taxes that I pay	45%	46%	54%	46%	52%	49%	49%	48%
I am pleased with the overall direction the City is taking	61%	55%	57%	52%	68%	57%	61%	57%
I feel the City is open, candid and shares information	50%	50%	54%	50%	55%	51%	55%	51%
Lakewood City government welcomes citizen involvement	58%	52%	63%	56%	61%	59%	52%	57%

**Table 59: Importance of Factors That May Influence Someone to Live and Work in Lakewood by Age, Tenure and Race**

Please rate the importance of each of the following factors that may influence someone to live and work in Lakewood Percent of respondents reporting "very important" or "somewhat important"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Job opportunities from entry-level to executive	87%	86%	87%	85%	89%	88%	79%	87%
Available housing from rentals to high-end executive and assisted living	89%	89%	89%	88%	91%	90%	85%	89%
Recreational opportunities from open space to planned programs	87%	92%	89%	90%	90%	91%	85%	90%
Cultural opportunities from movies to the arts	78%	79%	82%	80%	80%	80%	80%	80%
Shopping opportunities from small shops to shopping centers	80%	86%	89%	88%	82%	86%	82%	85%

**Table 60: Importance of Services by Age, Tenure and Race**

Please rate the importance of each of the following City services Percent of respondents reporting "very important" or "somewhat important"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Public safety	99%	98%	98%	98%	98%	98%	97%	98%
Infrastructure (streets, sidewalks, etc.)	96%	97%	97%	97%	96%	97%	96%	97%
Business growth and retention	93%	90%	92%	92%	91%	93%	86%	92%
Recreation programs	83%	86%	86%	84%	87%	86%	85%	85%
Cultural programs	69%	73%	79%	73%	75%	73%	77%	74%
Communication	83%	82%	86%	84%	84%	84%	85%	84%
Family support services (seniors, children, disabled, etc.)	84%	83%	87%	85%	85%	85%	87%	85%
Planning and land use	85%	83%	86%	85%	84%	86%	81%	85%
Parks, open space and trails	96%	90%	89%	91%	91%	93%	87%	91%

**Table 61: City Priorities by Age, Tenure and Race**

Please rate the following statements by circling the number which best represents your opinion. Percent of respondents reporting "strongly agree" or "agree"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Promote high quality design in development	79%	78%	80%	80%	77%	79%	77%	79%
Preserve historic and cultural resources	86%	83%	87%	83%	89%	86%	83%	85%
Revitalize and preserve neighborhoods	92%	86%	88%	89%	88%	89%	88%	89%
Promote transportation choices	86%	80%	83%	82%	84%	83%	83%	83%
Promote housing choices	81%	71%	77%	70%	85%	75%	79%	76%
Strengthen existing and attract new small businesses (less than 50 employees)	88%	86%	89%	87%	88%	88%	82%	87%
Strengthen existing and attract new major employers	77%	78%	84%	79%	81%	79%	79%	79%

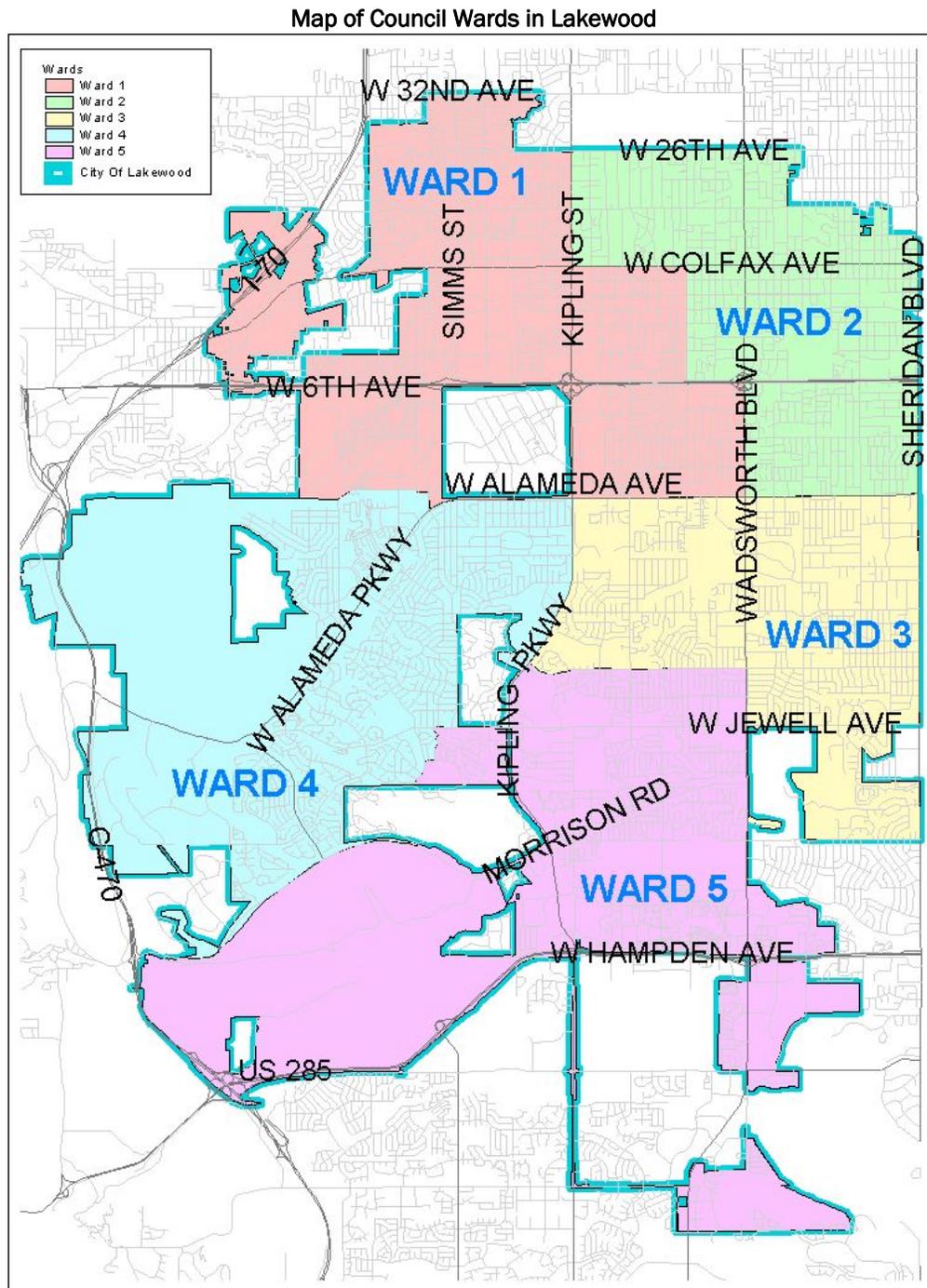
**Table 62: Ratings of Needs of Various Groups by Age, Tenure and Race**

How are the needs of the following being met in Lakewood? Percent of respondents reporting "very well" or "well"	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Low-income persons	43%	39%	44%	39%	44%	42%	38%	42%
Seniors	52%	48%	56%	53%	52%	55%	41%	52%
People with special needs	53%	41%	46%	42%	52%	46%	46%	46%
Homeless people	28%	17%	26%	21%	26%	20%	33%	23%

**Table 63: Opinion About Investing Resources to Help Sustain the Local Environment by Age, Tenure and Race**

To what extent to do you support or oppose the Lakewood City government investing resources to help sustain the local environment (i.e., recycling, energy efficiency programs, etc.)?	Respondent Age			Own or Rent		Race		Overall
	18-34	35-54	55+	Own	Rent	White	Non-white	
Strongly support	69%	57%	55%	58%	63%	59%	63%	60%
Somewhat support	26%	32%	41%	35%	31%	34%	30%	33%
Somewhat oppose	4%	6%	3%	5%	4%	4%	5%	5%
Strongly oppose	1%	4%	1%	3%	2%	2%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%

The map below shows the Council Wards within Lakewood. The tables on the following pages show selected survey results by Council Ward.



**Table 64: Quality of Community by Ward**

<b>Circle the number that best represents your opinion. Percent of respondents reporting "very good" or "good"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	92%	87%	93%	88%	94%	91%
How do you rate the overall quality of your neighborhood?	82%	59%	82%	83%	86%	80%

**Table 65: Quality of Services by Age, Tenure and Race**

<b>How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion. Percent of respondents reporting "very good" or "good"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Snow removal	75%	59%	70%	70%	71%	70%
Street repair/condition	57%	51%	66%	63%	60%	60%
Street cleaning	70%	56%	72%	70%	70%	68%
Enforcing traffic laws	65%	65%	72%	65%	65%	66%
City code enforcement (weeds, junk cars, trash, etc.)	50%	44%	54%	50%	54%	50%
Maintenance of existing City parks, open space, and trails	87%	90%	90%	85%	89%	88%
Recreation programs (swim lessons, fitness, youth sports, etc.)	72%	82%	80%	76%	80%	78%
Recreation facilities (recreation centers, athletic fields, etc.)	79%	80%	81%	82%	83%	81%
Police services	78%	78%	82%	75%	78%	78%
Government access cable television KLTv 8	69%	64%	63%	66%	75%	67%
Municipal Court	59%	62%	63%	50%	63%	59%
Building permits/inspections	68%	57%	56%	54%	51%	57%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	64%	61%	63%	58%	69%	62%
Programs for senior citizens	58%	52%	61%	60%	69%	60%
City's website www.Lakewood.org	75%	67%	62%	70%	68%	68%
Looking At Lakewood (City newsletter)	71%	69%	71%	70%	77%	71%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc)	75%	76%	72%	73%	81%	75%
Planning/land use	46%	45%	53%	44%	61%	50%

**Table 66: Overall Government Operations by Age, Tenure and Race**

<b>In general, how well do you think Lakewood City government operates? Percent of respondents reporting "very well" or "well"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
In general, how well do you think Lakewood City government operates?	69%	58%	72%	65%	72%	67%

**Table 67: Public Trust by Ward**

<b>Please rate the following statements by circling the number, which most represents your opinion: Percent of respondents reporting "strongly" or "agree"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
I am confident in the representation I receive from my Council members	41%	36%	40%	37%	47%	40%
I am confident with the representation I receive from the Mayor	41%	42%	47%	40%	48%	44%
I am confident in how the City Manager manages City operations	45%	35%	50%	48%	42%	45%
I believe my City Council representatives generally act in the best interest of the community at large.	55%	51%	58%	44%	52%	51%
City of Lakewood employees do quality work	69%	67%	66%	63%	57%	64%
I receive good value and services for the amount of City sales and property taxes that I pay	44%	49%	51%	47%	50%	48%
I am pleased with the overall direction the City is taking	63%	55%	57%	51%	61%	57%
I feel the City is open, candid and shares information	55%	50%	51%	47%	55%	51%
Lakewood City government welcomes citizen involvement	58%	62%	58%	51%	61%	57%

**Table 68: Importance of Factors That May Influence Someone to Live and Work in Lakewood by Age, Tenure and Race**

<b>Please rate the importance of each of the following factors that may influence someone to live and work in Lakewood Percent of respondents reporting "very important" or "somewhat important"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Job opportunities from entry-level to executive	86%	86%	87%	85%	89%	87%
Available housing from rentals to high-end executive and assisted living	87%	92%	89%	89%	89%	89%
Recreational opportunities from open space to planned programs	88%	89%	88%	92%	90%	90%
Cultural opportunities from movies to the arts	79%	80%	87%	74%	80%	80%
Shopping opportunities from small shops to shopping centers	85%	81%	89%	85%	85%	85%

**Table 69: Importance of Services by Age, Tenure and Race**

<b>Please rate the importance of each of the following City services Percent of respondents reporting "very important" or "somewhat important"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Public safety	96%	98%	98%	99%	99%	98%
Infrastructure (streets, sidewalks, etc.)	95%	97%	96%	96%	100%	97%
Business growth and retention	93%	93%	92%	90%	90%	92%
Recreation programs	87%	89%	81%	82%	88%	85%
Cultural programs	72%	78%	74%	72%	73%	74%
Communication	83%	92%	85%	80%	82%	84%
Family support services (seniors, children, disabled, etc.)	88%	89%	92%	78%	81%	85%
Planning and land use	86%	86%	84%	82%	87%	85%
Parks, open space and trails	90%	90%	95%	89%	91%	91%

**Table 70: City Priorities by Age, Tenure and Race**

<b>Please rate the following statements by circling the number which best represents your opinion. Percent of respondents reporting "strongly agree" or "agree"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Promote high quality design in development	71%	78%	86%	80%	80%	79%
Preserve historic and cultural resources	82%	87%	87%	82%	89%	85%
Revitalize and preserve neighborhoods	85%	92%	90%	86%	92%	89%
Promote transportation choices	87%	86%	86%	75%	83%	83%
Promote housing choices	75%	83%	80%	68%	76%	76%
Strengthen existing and attract new small businesses (less than 50 employees)	86%	90%	90%	85%	86%	87%
Strengthen existing and attract new major employers	78%	83%	82%	72%	83%	79%

**Table 71: Ratings of Needs of Various Groups by Age, Tenure and Race**

<b>How are the needs of the following being met in Lakewood? Percent of respondents reporting "very well" or "well"</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Low-income persons	52%	42%	38%	41%	29%	42%
Seniors	55%	48%	50%	53%	54%	52%
People with special needs	48%	46%	41%	50%	44%	46%
Homeless people	33%	25%	17%	28%	8%	23%

**Table 72: Opinion About Investing Resources to Help Sustain the Local Environment by Ward**

<b>To what extent to do you support or oppose the Lakewood City government investing resources to help sustain the local environment (i.e., recycling, energy efficiency programs, etc.)?</b>	<b>Ward 1</b>	<b>Ward 2</b>	<b>Ward 3</b>	<b>Ward 4</b>	<b>Ward 5</b>	<b>Overall</b>
Strongly support	62%	75%	57%	54%	55%	60%
Somewhat support	30%	21%	37%	38%	37%	33%
Somewhat oppose	5%	4%	4%	4%	7%	5%
Strongly oppose	3%	0%	3%	4%	1%	2%
Total	100%	100%	100%	100%	100%	100%

## Appendix E. Survey Methodology

### SURVEY INSTRUMENT DEVELOPMENT

The Lakewood Citizen Survey was administered by mail in 2010 for the sixth time. The baseline Lakewood Citizen Survey was conducted in 2000. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the city, their use of City amenities, their opinion on policy issues facing the City and their assessment of City service delivery. The citizen survey instrument for Lakewood was developed by starting with the version from the previous implementation in 2008. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2010 questionnaire. In an iterative process between City staff and NRC staff, a final six-page questionnaire was created.

### SAMPLE SELECTION

The 2010 survey used a stratified systematic sampling to select 600 residents in each of five Wards to receive survey mailings. (Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen.) To ensure households selected to participate in the survey were within the City of Lakewood boundaries, the latitude and longitude of each address was plotted to determine its location within the city. Addresses that fell outside of the city boundaries were removed from the sample. Attached units within the city were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was selected using the birthday method. (The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys.)

### SURVEY ADMINISTRATION

Households received three mailings, one week apart beginning in May of 2010. Completed surveys were collected over the following six weeks. The first mailing was a prenotification postcard announcing the upcoming survey. The other two mailings contained a letter from the Director of the Office of the Mayor and City Manager inviting the household to participate, a questionnaire and a postage paid envelope. About 6% of the postcards were returned as undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,832 households that received the survey, 897 respondents completed the survey, providing a response rate of 32%.

### WEIGHTING THE DATA

The demographic characteristics of the survey sample were compared to those found in the 2006 American Community Survey for adults in the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in Lakewood's population. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were gender, age, housing unit type and housing tenure (rent versus own). This decision was based on:

- ◆ The disparity between the survey respondent characteristics and the population norms for these variables
- ◆ The saliency of these variables in detecting differences of opinion among subgroups
- ◆ The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting “schemes” are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the following table.

Table 73: Lakewood Citizen Survey Weighting Table

Characteristic	Percent in Population		
	Population Norm <sup>1</sup>	Unweighted Data	Weighted Data
<b>Housing</b>			
Own home	60%	73%	61%
Rent home	40%	27%	39%
Detached unit	51%	55%	52%
Attached unit	49%	45%	48%
<b>Sex and Age</b>			
18-34 years of age	30%	16%	29%
35-54 years of age	38%	31%	37%
55+ years of age	32%	54%	34%
Female	51%	57%	51%
Male	49%	43%	49%
Females 18-34	14%	10%	14%
Females 35-54	19%	18%	18%
Females 55+	18%	29%	18%
Males 18-34	16%	6%	16%
Males 35-54	19%	13%	19%
Males 55+	15%	24%	15%

<sup>1</sup> The 2006 American Community Survey estimates, U.S. Census Bureau..

## DATA ANALYSIS

Completed questionnaires were checked for accuracy by National Research Center, Inc. (NRC) staff. The forms were then keypunched, and the results analyzed by NRC staff using the SPSS statistical package. For the most part, frequency distributions and mean ratings are presented in the body of the report.

Included are results by demographic characteristics (*Appendix D. Comparison of Survey Results by Respondent Subgroups*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of our sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they are marked with grey shading in the appendix.

Also conducted was a key driver analysis. Key driver analysis is a regression analysis to explore strength of relationships between individual services and overall government operations. Services with significantly high percentage of “don’t know” responses (20% or higher) were excluded.

## BENCHMARK COMPARISONS

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC's first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC's work. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases.

Benchmark comparisons have been provided in the body of the report when similar questions on the City of Lakewood Citizen Survey were included in the database and where there were at least five jurisdictions in which the question was asked, though most questions are compared to more than five other jurisdictions. Where comparisons were available, survey results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of Lakewood residents' rating to the benchmark.

When possible, comparisons of results were made to other jurisdictions in NRC's benchmark database both nationally and in the Front Range. The jurisdictions included in these comparisons are listed in the following tables.

### Jurisdictions Included in the National Benchmark Comparisons

Agoura Hills, CA .....	20,537	Auburn, AL.....	42,987	Blacksburg, VA .....	39,357
Alamogordo, NM .....	35,582	Auburn, WA .....	40,314	Bloomfield, NM .....	6,417
Albany, GA.....	76,939	Aurora, CO.....	276,393	Blue Ash, OH .....	12,513
Albany, OR.....	40,852	Austin, TX .....	656,562	Blue Earth, MN .....	3,621
Albemarle County,		Avondale, AZ .....	35,883	Blue Springs, MO .....	48,080
VA .....	79,236	Baltimore County,		Boise, ID.....	185,787
Alpharetta, GA.....	34,854	MD.....	754,292	Bonita Springs, FL .....	32,797
Ames, IA .....	50,731	Barnstable, MA.....	47,821	Borough of	
Andover, MA .....	31,247	Batavia, IL .....	23,866	Ebensburg, PA.....	3,091
Ankeny, IA.....	27,117	Battle Creek, MI.....	53,364	Botetourt County, VA.	30,496
Ann Arbor, MI.....	114,024	Bedford, MA .....	12,595	Boulder County, CO .	291,288
Arapahoe County,		Beekman, NY .....	11,452	Boulder, CO.....	94,673
CO .....	487,967	Belleair Beach, FL .....	1,751	Bowling Green, KY.....	49,296
Archuleta County,		Bellevue, WA .....	109,569	Bozeman, MT .....	27,509
CO .....	9,898	Bellflower, CA .....	72,878	Branson, MO .....	6,050
Arkansas City, KS.....	11,963	Bellingham, WA .....	67,171	Brea, CA.....	35,410
Arlington County,		Benbrook, TX .....	20,208	Breckenridge, CO .....	2,408
VA .....	189,453	Bend, OR .....	52,029	Brevard County, FL...	476,230
Arvada, CO.....	102,153	Benicia, CA.....	26,865	Brisbane, CA.....	3,597
Asheville, NC .....	68,889	Bettendorf, IA .....	31,275	Broken Arrow, OK .....	74,839
Aspen, CO.....	5,914	Billings, MT.....	89,847	Broomfield, CO.....	38,272

Bryan, TX .....	34,733	Creve Coeur, MO .....	16,500	Englewood, CO.....	31,727
Burlingame, CA .....	28,158	Crystal Lake, IL .....	38,000	Ephrata Borough, PA..	13,213
Burlington, MA .....	22,876	Cumberland County,		Escambia County, FL	294,410
Calgary, Canada.....	878,866	PA .....	213,674	Escanaba, MI .....	13,140
Cambridge, MA .....	101,355	Dakota County, MN ..	355,904	Eugene, OR.....	137,893
Canandaigua, NY .....	11,264	Dallas, TX .....	1,188,580	Eustis, FL .....	15,106
Cape Coral, FL.....	102,286	Dallas, TX .....	1,188,580	Evanston, IL .....	74,239
Carlsbad, CA .....	78,247	Dania Beach, FL.....	20,061	Fairway, KS .....	3,952
Carson City, NV .....	52,457	Davenport, IA .....	98,359	Farmington, NM.....	37,844
Cartersville, GA .....	15,925	Davidson, NC .....	7,139	Farmington, UT .....	12,081
Carver County, MN.....	70,205	Daviess County, KY....	91,545	Fayetteville, AR .....	58,047
Cary, NC .....	94,536	Davis, CA .....	60,308	Federal Way, WA .....	83,259
Casa Grande, AZ.....	25,224	Daytona Beach, FL .....	64,112	Fishers, IN .....	37,835
Castle Rock, CO .....	20,224	De Pere, WI .....	20,559	Flagstaff, AZ.....	52,894
Cedar Creek, NE .....	396	Decatur, GA .....	18,147	Florence, AZ.....	17,054
Centennial, CO.....	NA	DeKalb, IL .....	39,018	Flower Mound, TX .....	50,702
Centralia, IL .....	14,136	Del Mar, CA .....	4,389	Flushing, MI .....	8,348
Chandler, AZ.....	176,581	Delaware, OH.....	25,243	Fort Collins, CO .....	118,652
Chanhassen, MN.....	20,321	Delhi Township, MI....	22,569	Fort Worth, TX .....	534,694
Chanute, KS .....	9,411	Delray Beach, FL .....	60,020	Freeport, IL.....	26,443
Charlotte County, FL.	141,627	Denton, TX .....	80,537	Fridley, MN .....	27,449
Charlotte, NC .....	540,828	Denver (City and		Fruita, CO .....	6,478
Chesapeake, VA .....	199,184	County), CO .....	554,636	Gainesville, FL .....	95,447
Chesterfield County,		Denver Public		Gaithersburg, MD.....	52,613
VA .....	259,903	Library, CO.....	554,636	Gaithersburg, MD.....	52,613
Cheyenne, WY.....	53,011	Des Moines, IA .....	198,682	Galt, CA .....	19,472
Chittenden County,		Destin, FL .....	11,119	Gardner, KS.....	9,396
VT .....	146,571	Dewey-Humboldt,		Georgetown, CO.....	1,088
Chula Vista, CA .....	173,556	AZ.....	6,295	Georgetown, TX.....	28,339
Clark County, WA .....	345,238	District of		Gig Harbor, WA .....	6,465
Clay County, MO.....	184,006	Saanich,Victoria,		Gilbert, AZ.....	109,697
Clear Creek County,		Canada .....	103,654	Gillette, WY .....	19,646
CO .....	9,322	Douglas County, CO..	175,766	Gladstone, MI.....	5,032
Clearwater, FL.....	108,787	Dover, DE.....	32,135	Grand County, CO .....	12,442
Cococino County, AZ	116,320	Dover, NH.....	26,884	Grand Junction, CO....	41,986
College Park, MD.....	24,657	Downers Grove, IL....	48,724	Grand Prairie, TX.....	127,427
Collier County, FL .....	251,377	Dublin, CA .....	29,973	Grandview, MO.....	24,881
Collinsville, IL .....	24,707	Dublin, OH.....	31,392	Green Valley, AZ.....	17,283
Colorado Springs, CO	360,890	Duluth, MN.....	86,918	Greenville, SC .....	10,468
Columbus, WI .....	4,479	Duncanville, TX.....	36,081	Greenwood Village,	
Concord, CA.....	121,780	Durango, CO.....	13,922	CO .....	11,035
Concord, NC.....	55,977	Durham, NC .....	187,038	Guelph, Ontario,	
Conyers, GA .....	10,689	Duval County, FL.....	778,879	Canada.....	114,943
Cooper City, FL.....	27,939	Eagle County, CO .....	41,659	Gulf Shores, AL.....	5,044
Coppell, TX.....	39,958	East Providence, RI .....	48,688	Gunnison County,	
Coral Springs, FL .....	117,549	Eau Claire, WI.....	61,704	CO .....	13,956
Corpus Christi, TX....	277,454	Edmond, OK .....	68,315	Gurnee, IL.....	28,834
Corvallis, OR .....	49,322	Edmonton, Canada .....	666,104	Hampton, VA.....	146,437
Coventry, CT .....	11,504	El Cerrito, CA .....	23,171	Hanau, Germany (US	
Craig, CO .....	9,189	El Paso, TX .....	563,662	military base).....	NA
Cranberry Township,		Elk Grove, CA.....	59,984	Hanover County, VA..	86,320
PA.....	23,625	Ellisville, MO .....	9,104	Hartford, CT.....	121,578
Crested Butte, CO .....	1,529	Elmhurst, IL .....	42,762	Henderson, NV .....	175,381

Hermiston, OR .....	13,154	Little Rock, AR.....	183,133	Multnomah County,
High Point, NC.....	85,839	Livermore, CA .....	73,345	OR .....
Highland Park, IL .....	31,365	Lodi, CA .....	56,999	660,486
Highlands Ranch, CO..	70,931	Lone Tree, CO.....	4,873	Munster, IN .....
Hillsborough County,		Long Beach, CA.....	461,522	21,511
FL.....	998,948	Longmont, CO .....	71,093	Naperville, IL .....
Honolulu, HI .....	876,156	Louisville, CO.....	18,937	128,358
Hopewell, VA.....	22,354	Loveland, CO.....	50,608	Nashville, TN .....
Hoquiam, WA .....	9,097	Lower Providence		545,524
Hot Sulphur Springs,		Township, PA .....	22,390	Needham, MA .....
CO .....	521	Lyme, NH.....	1,679	28,911
Howell, MI.....	9,232	Lynchburg, VA.....	65,269	New Orleans, LA.....
Hudson, OH .....	22,439	Lynnwood, WA.....	33,847	484,674
Hurst, TX.....	36,273	Lynwood, CA .....	69,845	New York City, NY
Hutchinson, MN .....	13,080	Maple Grove, MN .....	50,365	8,008,278
Hutto, TX .....	1,250	Marana, AZ.....	13,556	Newport Beach, CA ...
Indianola, IA.....	12,998	Marion, IA.....	7,144	70,032
Irving, TX.....	191,615	Maryland Heights,		Newport News, VA... 180,150
Jackson County, MI ...	158,422	MO.....	25,756	Newport, RI.....
Jackson County, OR... 181,269		Maryville, MO .....	10,581	26,475
James City County,		Mauldin, SC .....	15,224	Normal, IL .....
VA .....	48,102	Mayer, MN.....	554	45,386
Jefferson County, CO	527,056	McAllen, TX .....	106,414	North Branch, MN.....
Joplin, MO.....	45,504	Mecklenburg County,		8,023
Jupiter, FL .....	39,328	NC.....	695,454	North Las Vegas, NV
Kamloops, Canada.....	77,281	Medina, MN.....	4,005	115,488
Kannapolis, NC.....	36,910	Melbourne, FL .....	71,382	North Palm Beach, FL .
Keizer, OR.....	32,203	Menlo Park, CA.....	30,785	12,064
Kelowna, Canada.....	96,288	Meridian Charter		North Port, FL.....
Kettering, OH .....	57,502	Township, MI.....	38,987	22,797
Kirkland, WA .....	45,054	Merriam, KS.....	11,008	Northampton
Kissimmee, FL.....	47,814	Merrill, WI.....	10,146	County, VA.....
Kitsap County, WA ...	231,969	Mesa County, CO .....	116,255	13,093
Kutztown Borough,		Mesa, AZ .....	396,375	Northern Tier
PA.....	5,067	Miami Beach, FL.....	87,933	Coalition
La Mesa, CA .....	54,749	Milton, GA .....	30,180	Community
La Plata, MD .....	6,551	Minneapolis, MN .....	382,618	Survey, PA .....
La Plata, MD .....	6,551	Mission Viejo, CA .....	93,102	NA
La Vista, NE.....	11,699	Mission, KS .....	9,727	Northglenn, CO .....
Laguna Beach, CA .....	23,727	Missoula, MT .....	57,053	31,575
Lakewood, CO .....	144,126	Montgomery County,		Novi, MI.....
Lane County, OR .....	322,959	MD.....	873,341	47,386
Laramie, WY.....	27,204	Montgomery County,		Oak Park, IL .....
Larimer County, CO..	251,494	MD.....	873,341	39,803
Lawrence, KS.....	80,098	Montpelier, VT .....	8,035	Oak Ridge, TN .....
Lebanon, NH .....	12,568	Montrose, CO.....	12,344	27,387
Lebanon, OH .....	16,962	Mooresville, NC .....	18,823	Oakland Park, FL.....
Lee County, FL.....	454,918	Morgan Hill, CA.....	33,556	30,966
Lee's Summit, MO .....	70,700	Morgantown, WV .....	26,809	Oakland Township,
Lenexa, KS .....	40,238	Moscow, ID .....	21,291	MI.....
Lexington, VA .....	6,867	Mountain View, CA.....	70,708	13,071
Liberty, MO .....	26,232	Mountlake Terrace,		Oakville, Canada .....
Lincolnwood, IL.....	12,359	WA.....	20,362	144,738

Palm Springs, CA.....	42,807	Salina, KS.....	45,679	Suamico, WI .....	8,686
Palo Alto, CA.....	58,598	San Francisco, CA .....	776,733	Sugar Grove, IL.....	3,909
Panama City, FL.....	36,417	San Juan County, NM.....	113,801	Sugar Land, TX .....	63,328
Park Ridge, IL.....	37,775	San Luis Obispo		Summit County, CO....	23,548
Parker, CO .....	23,558	County, CA.....	247,900	Sunnyvale, CA .....	131,760
Pasadena, TX .....	141,674	San Marcos, TX.....	34,733	Surprise, AZ .....	30,848
Pasco County, FL .....	344,765	San Rafael, CA .....	56,063	Suwanee, GA.....	8,725
Pasco, WA.....	32,066	Sandusky, OH.....	27,844	Tacoma, WA.....	193,556
Peoria County, IL.....	183,433	Sandy City, UT .....	88,418	Takoma Park, MD .....	17,299
Peoria County, IL.....	183,433	Sanford, FL.....	38,291	Tallahassee, FL.....	150,624
Peoria, AZ.....	108,364	Santa Barbara		Temecula, CA.....	57,716
Peters Township, PA...	17,556	County, CA.....	399,347	Tempe, AZ.....	158,625
Philadelphia, PA .....	1,517,550	Santa Monica, CA.....	84,084	Teton County, WY.....	18,251
Phoenix, AZ.....	1,321,045	Sarasota, FL.....	52,715	The Colony, TX .....	26,531
Pinal County, AZ .....	179,727	Sault Sainte Marie, MI ..	16,542	Thornton, CO .....	82,384
Pinellas County, FL ...	921,482	Savannah, GA .....	131,510	Thunder Bay, Canada	109,016
Pinellas Park, FL .....	45,658	Scott County, MN .....	89,498	Titusville, FL .....	40,670
Pitkin County, CO .....	14,872	Scottsdale, AZ.....	202,705	Tomball, TX.....	9,089
Plano, TX.....	222,030	Sedona, AZ.....	10,192	Troy, MI .....	80,959
Platte City, MO.....	3,866	Seminole, FL .....	10,890	Tualatin, OR .....	22,791
Port Orange, FL.....	45,823	Shenandoah, TX .....	1,503	Tuskegee, AL .....	11,846
Port St. Lucie, FL.....	88,769	Sherman, IL.....	2,871	Twin Falls, ID.....	34,469
Portland, OR.....	529,121	Shorewood, IL .....	7,686	Upper Arlington, OH..	33,686
Post Falls, ID.....	17,247	Shrewsbury, MA .....	31,640	Upper Merion	
Poway, CA .....	48,044	Silverthorne, CO.....	3,196	Township, PA.....	28,863
Prescott Valley, AZ.....	25,535	Sioux Falls, SD .....	123,975	Urbandale, IA.....	29,072
Prince William		Skokie, IL.....	63,348	Vail, CO.....	4,531
County, VA .....	280,813	Smyrna, GA.....	40,999	Valdez, AK .....	4,036
Prior Lake, MN.....	15,917	Snellville, GA.....	15,351	Vancouver, WA .....	143,560
Queen Creek, AZ .....	4,316	Snoqualmie, WA .....	1,631	Victoria, Canada .....	78,057
Radford, VA .....	15,859	South Daytona, FL .....	13,177	Village of Howard	
Rancho Cordova, CA...	55,060	South Haven, MI .....	5,021	City, MI .....	1,585
Raymore, MO .....	11,146	South Lake Tahoe,		Virginia Beach, VA....	425,257
Redding, CA .....	80,865	CA.....	23,609	Visalia, CA.....	91,565
Redmond, WA.....	45,256	Southlake, TX.....	21,519	Volusia County, FL ...	443,343
Reno, NV .....	180,480	Sparks, NV .....	66,346	Wahpeton, ND .....	8,586
Renton, WA .....	50,052	Spokane Valley, WA....	75,203	Walnut Creek, CA .....	64,296
Richmond Heights,		Spotsylvania County,		Walton County, FL.....	40,601
MO .....	9,602	VA.....	90,395	Washington City, UT ...	8,186
Richmond, CA.....	99,216	Springboro, OH.....	12,380	Washington County,	
Rio Rancho, NM.....	51,765	Springville, UT .....	20,424	MN.....	201,130
Riverdale, UT .....	7,656	St. Cloud, FL .....	20,074	Washoe County, NV .	339,486
Riverside, IL.....	8,895	St. Cloud, MN.....	59,107	Waukee, IA.....	5,126
Roanoke, VA.....	94,911	St. Louis County, MN	200,528	Wausau, WI.....	38,426
Rochester, MI.....	10,467	Stafford County, VA ....	92,446	Western Eagle	
Rock Hill, SC.....	49,765	Starkville, MS.....	21,869	County Metro	
Rockville, MD.....	47,388	State College, PA .....	38,420	Recreation District,	
Roeland Park, KS .....	6,817	Staunton, VA.....	23,853	CO .....	NA
Roswell, GA.....	79,334	Steamboat Springs,		Westerville, OH .....	35,318
Round Rock, TX .....	61,136	CO.....	9,815	Westminster, CO .....	100,940
Rowlett, TX.....	44,503	Sterling, CO.....	11,360	Wethersfield, CT .....	26,271
Saco, ME.....	16,822	Stillwater, OK .....	39,065	Wheat Ridge, CO.....	32,913
Salida, CO .....	5,504	Stockton, CA.....	243,771	White House, TN.....	7,220

Whitehorse, Canada .... 19,058	Winnipeg, Canada ..... 619,544	Worcester, MA ..... 172,648
Whitewater, WI ..... 13,437	Winston-Salem, NC ... 185,776	Yellowknife, Canada... 16,541
Wichita, KS ..... 344,284	Winter Garden, FL ..... 14,351	Yuma County, AZ ..... 160,026
Williamsburg, VA ..... 11,998	Winter Park, FL ..... 24,090	Yuma, AZ ..... 77,515
Wilmington, IL ..... 5,134	Woodbury, MN ..... 46,463	
Windsor, CT ..... 28,237	Woodridge, IL ..... 30,934	

**Jurisdictions Included in the Front Range Benchmark Comparisons**

Arapahoe County, CO .....	487,967
Arvada, CO.....	102,153
Aspen, CO.....	5,914
Aurora, CO .....	276,393
Boulder County, CO .....	291,288
Boulder, CO .....	94,673
Broomfield, CO .....	38,272
Castle Rock, CO .....	20,224
Centennial, CO.....	NA
Colorado Springs, CO .....	360,890
Denver (City and County), CO .....	554,636
Denver Public Library, CO .....	554,636
Douglas County, CO .....	175,766
Englewood, CO.....	31,727
Fort Collins, CO .....	118,652
Greenwood Village, CO.....	11,035
Highlands Ranch, CO.....	70,931
Jefferson County, CO .....	527,056
Lakewood, CO .....	144,126
Larimer County, CO.....	251,494
Lone Tree, CO .....	4,873
Longmont, CO.....	71,093
Louisville, CO.....	18,937
Loveland, CO .....	50,608
Northglenn, CO.....	31,575
Parker, CO .....	23,558
Thornton, CO .....	82,384
Westminster, CO.....	100,940
Wheat Ridge, CO .....	32,913

## Appendix F. Survey Instrument

The survey instrument appears on the following pages.