

MEMORANDUM

TO: Mayor and City Council

THRU: Nanette Neelan, Deputy City Manager
City Manager's Office

FROM: Angela Cline, Citizen Outreach Specialist
City Manager's Office

DATE: July 31, 2013

SUBJECT: 2013 Citizen Survey

The City Manager's Office hired the National Research Center (NRC) in February to conduct the 2013 citizen survey. The previous survey was conducted in 2010. The survey serves as an opportunity for residents to rate the quality of life in the city, as well as service delivery and the overall workings of their local government. The survey also gave residents a way to provide feedback on what is working well, what areas need attention and what are residents' interests and priorities. City staff plans to use the outcomes from the citizen survey as a framework to gauge community feelings and to ascertain our strengths and areas of focus.

Surveys were mailed to 3,000 households, and 921 (32 percent) were completed. Eight categories of community characteristics and local government services were the focus of the survey: community quality, environmental sustainability, community inclusiveness, community design, recreation and wellness, civic engagement, public safety and public trust.

This year's survey was unique because it contained several issue-specific questions on items such as curbside recycling and a community event for large item curbside pickup. With the guidance and assistance from NRC staff, the survey was also customized to be more evaluative than in years past. New questions were added, several questions were deleted and questions were reorganized and reworded to better align questions to those that typically appear on citizen surveys across the country. This updated survey will allow Lakewood to compare itself to Front Range and national benchmarks from more than 500 communities, and it also sets a new baseline for responses for Lakewood to compare itself to in the coming years.

The 2013 Report of Results is included in this packet.



City of Lakewood

Citizen Survey

Report of Results

July 2013



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Executive Summary

Survey Background and Methods

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. This was the seventh iteration of the survey, with the baseline citizen survey conducted in 2000. Some of the 2013 revisions were made in order to maximize the number of available comparisons to other communities across the country.

The 2013 survey used stratified random sampling to select 600 households in each of five Wards to receive survey mailings. Of the 3,000 surveys mailed beginning in April 2013, about 120 of the surveys were returned because they could not be delivered as addressed or the household was vacant. Of the 2,880 households that received a survey, 921 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 all responses. 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 that are included in National Research Center, Inc.'s benchmark database).

Key Findings

Lakewood residents experienced a high quality of life.

- ◆ Lakewood residents continued to rate their overall quality of life highly; Ninety-three percent of respondents rated their overall quality of life as "very good" or "good." This evaluation of the overall quality of life is similar to the 2010 ratings and above the national and Front Range benchmarks.
- ◆ At least 70% of respondents rated their neighborhood as a place to live, Lakewood as a place to raise children, as a place to work and as a place to retire as "very good" or "good."
- ◆ When asked what they liked most about living in Lakewood, the most common responses were: location, parks and recreation and the safety of the community.
- ◆ At least 3 in 10 residents regularly participated in a Lakewood cultural event or a Lakewood recreation program or used Lakewood's Heritage Center, William F. Hayden Park, a Lakewood recreation center, Bear Creek Lake Park or a Lakewood neighborhood park.

Residents generally evaluated aspects of transportation positively; however comparisons to the benchmark fluctuated.

- ◆ When rating the quality of six aspects of transportation within the City, at least half of respondents reported that each were "very good" or "good" with the ease of travel by foot rated just below at 49% "very good" or "good."
- ◆ When compared to 2010, ratings for the ease of bicycle travel and the ease of travel by foot in the City decreased while all other aspects received similar ratings.
- ◆ The ratings for condition of City streets, ease of public transit and ease of bicycle travel in the City were much above or above the national comparison, and when available, ratings for these aspects were much below the Front Range comparison. Ease of car travel was rated similarly to both benchmarks, while the ease of travel by foot was rated much below both benchmarks.

Residents considered crime prevention and the overall appearance and cleanliness as the most important factors in Lakewood over the next two years.

- ◆ When asked to think about the next two years and to identify the importance of a variety of factors in Lakewood, the factors with the highest proportion of respondents saying they were “essential” or “very important” were crime prevention (94% reporting it as “essential” or “very important”), the overall appearance and cleanliness (89%) and quality of overall natural environment (82%). These three aspects also were seen as the “most important” out of the list of 11 potential factors.

Respondents evaluated the Police Department positively and believed that Lakewood was a safe place to live, but safety after dark in commercial areas was a concern for some.

- ◆ At least 94% of respondents expressed feeling “very” or “somewhat” safe in their neighborhood during the day, in their home and in Lakewood’s commercial area during the day. The rating for Lakewood’s commercial area dropped to 69% “very” or “somewhat” safe when respondents were asked about this area after dark. This rating was lower than both national and Front Range benchmark comparisons.
- ◆ Residents felt confident in Lakewood’s Police Department. When rating how well the Police Department dealt with a number of issues, over half of respondents reported that they did a “very good” or “good” job dealing with each issue. For example, the Department’s response to calls for service was given the highest rating (82% “very good” or “good”) followed closely by crime prevention (79%).

Evaluations of City services revealed stability over time, while comparisons to the benchmark fluctuated.

- ◆ Evaluations for 18 of the 21 services listed on the survey could be compared to 2010 ratings; most remained stable, however, the maintenance of existing parks, open space and trails, *Looking At Lakewood*, the City’s Website, municipal court, building permits/inspections and City videos received lower ratings in 2013 compared to 2010 ratings.
- ◆ Lakewood was much above or above the national benchmark for six services out of the 18 for which comparisons were available (e.g., snow removal, street cleaning and planning/land use). Ratings similar to the benchmarks were given to five services (e.g., enforcing traffic laws, City code enforcement and recreation programs) and ratings were below or much below for seven services (e.g., police services, City videos and municipal court).
- ◆ Residents rated the overall quality of City service delivery for the first time in 2013; 65% reported services as “very good” or “good,” a rating below the national and Front Range benchmark comparisons.

Ratings showed that the City of Lakewood government performance and interactions with City employees were areas for improvement.

- ◆ Fifty-six percent of respondents reported the overall Lakewood City government performance as “very good” or “good,” which was a lower rating than 2010 and below the national benchmark comparison.
- ◆ Other aspects of government performance received “very good” or “good” ratings between 44% and 63%. Of the four aspects of government job performance that could be compared to benchmarks (the job City Council representatives do at generally acting in the best interest of the community at large, the value of services for the sales and property taxes paid, the overall direction the City is taking and the job Lakewood government does at welcoming citizen involvement), two were similar to the national benchmark, one much above and one below. In general, survey respondents tend to rate these types of government performance items lower than they rate specific services.
- ◆ One-third of residents reported having had contact with a City employee in the last 12 months, which is much less than the amount of contact in other communities across the nation and in the Front Range.
- ◆ Between 71% and 76% of respondents gave City employees “very good” or “good” ratings for their knowledge, courtesy, responsiveness and the overall impression. However, these ratings were below both national and Front Range benchmark comparisons.

Residents relied on television, newsletters and friends and neighbors for information about Lakewood and would likely use the Website to pay for recreational activities.

- ◆ Television news; the mailed newsletter, *Looking At Lakewood*; and friends or neighbors were the most frequently used sources of information about Lakewood by respondents, with at least 77% using each at least once a year.
- ◆ When asked to rate aspects of the City’s Website, about 7 in 10 survey respondents rated current information received and the appearance of the Website as “very good” or “good.”
- ◆ When asked what functions they would be most likely to use on the City’s Website, residents were most likely to purchase tickets for a cultural event (62% “very” or “somewhat” likely), register for a recreation class (61%) and purchase passes for recreation centers (59%).

Residents strongly supported the City investing in resources to sustain the local environment and showed support for increased recycling efforts.

- ◆ Nearly all respondents (96%) “strongly” or “somewhat” supported the City government investing in resources to help sustain the local environment and only 2% reported “strong” opposition. This level of support was similar to 2010.
- ◆ Eight in 10 respondents reported being “very” or “somewhat” likely to participate in an annual community event to drop off large items curbside.
- ◆ Only 34% reported currently subscribing to curbside recycling, however, 94% of respondents “strongly” or “somewhat” support the statements that curbside recycling should be a standard option in residential trash service and the City should investigate strategies for increased recycling.

Survey Background

Survey Purpose

The Lakewood Citizen Survey provides residents the opportunity to rate the quality of life in the city, as well as service delivery and their satisfaction with city government. The survey also provides feedback on what is working well and what is not, and shares resident priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps Council, staff and the public 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.

This was the seventh iteration of the survey, with the baseline study conducted in 2000. In addition to the typical updating of the survey for each administration, Lakewood sought more expansive revisions in 2013 in order to maximize comparisons to other communities across the country.

Survey Methods

The Lakewood Citizen Survey was administered by mail to a representative sample of 600 residents in each of five Wards in Lakewood (a total of 3,000 surveys mailed). Each household received three mailings beginning in April 2013. 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 survey packets, which contained a letter from the Deputy City Manager inviting the household to participate in the 2013 Lakewood Citizen Survey, a six-page questionnaire and pre-addressed, postage-paid envelope, were sent to residents. Selected households also were given the option of completing the survey on the Web via a link included in the cover letters. The survey instrument appears in *Appendix G: Survey Materials*.

About 4% (120) of the postcards were returned as undeliverable because they either could not be delivered as addressed or were received by vacant housing units. Of the 2,880 households that received the survey, 921 completed a survey, providing a response rate of 32%, which is especially strong for a six-page questionnaire and is similar to the response rates in previous years. The methods used in 2013 also were similar to those used for the previous survey administrations.

Survey results were weighted so that the gender and age, race and ethnicity, 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 F: Survey Methodology*.)

Responses to any open-ended questions and “other” responses appear verbatim in *Appendix C: Verbatim Responses to Open-ended Survey Questions*.

How the Results are Reported

For the most part, the “percent positive” is reported for in the report body tables and charts. The percent positive is the combination of the top two most positive response options (i.e., “very good” and “good,” “strongly agree” and “somewhat agree,” “very safe” and “somewhat safe”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions* 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 more than one response. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in more than one category. 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 (921). For comparisons among subgroups, the margin of error rises to approximately plus or minus 4% for sample sizes of 400 to plus or minus 10% for sample sizes of 100.

Comparing Survey Results Over Time

Because this survey was the seventh in a series of citizen surveys, the 2013 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 by Subgroups

Selected survey results were compared by certain demographic characteristics of survey respondents and by the five Wards in which respondents lived. Some comparisons are discussed throughout the body of the report and are presented in tabular form in *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography* (where differences between subgroups are statistically significant, the results in these tables are shaded grey).

Comparing Survey Results to Other Jurisdictions

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.

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. Additional information on NRC’s benchmarking database, as well as a list of jurisdictions to which Lakewood is compared, can be found in *Appendix D: Benchmark Comparisons*.

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. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much less” or “much above”). 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 (less than two points on a 100-point scale); “above” or “below” if the difference between Lakewood’s rating and the benchmark is greater than but less than twice the margin of error (greater than two points but less than four points); and “much above” or “much below” if the difference between Lakewood’s rating and the benchmark is more than twice the margin of error (four points or greater).

Survey Results

Quality of Life and Community

Various aspects of the quality of life in Lakewood were assessed on the survey. Respondents also provided feedback about what they most like about living in Lakewood and were asked to identify how important a list of factors were to them thinking about the next two years. The frequency with which they participated in a variety of activities and programs was measured along with several aspects about the ease of travel and condition of roads in Lakewood.

Overall Quality of Life

Overall, survey respondents gave very positive ratings to the overall quality of life in Lakewood, with 36% saying it was “very good” and 57% saying it was “good.” Only 1% felt the overall quality of life in the city was “bad” and no one thought it was “very bad.” The high evaluation of the overall quality of life in Lakewood has remained stable over time.

Ratings of the overall quality of life in Lakewood were compared to ratings given by residents in other communities across the country and in the Front Range (see *Appendix D: Benchmark Comparisons* for more detail on the benchmarks). Lakewood was much above the national comparison and above the Front Range comparison.

The 2013 survey results were compared by respondent demographic subgroups. Residents who had lived in Lakewood for 5 years or less tended to give higher ratings to the overall quality of life than did those living in Lakewood for more than 5 years (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 1: Overall Quality of Life in Lakewood

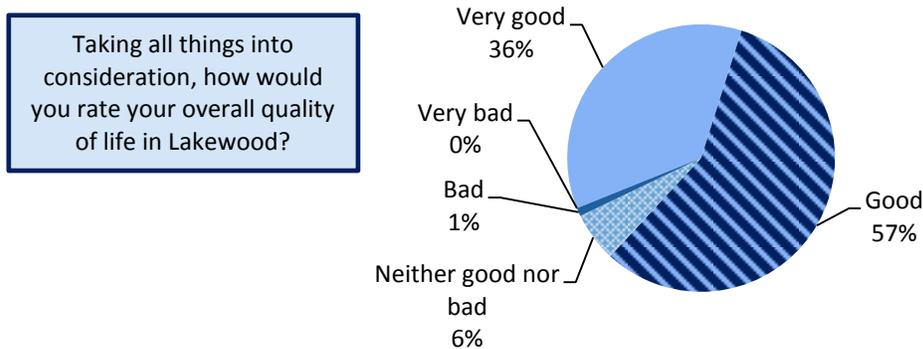
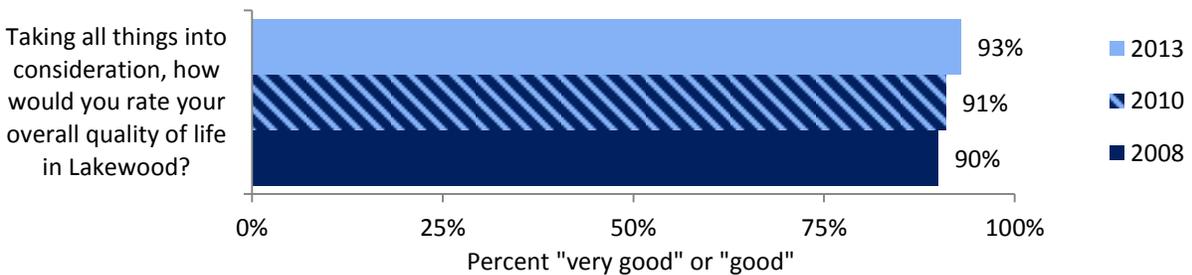


Figure 2: Overall Quality of Life Compared by Year



Eighty-five percent of residents reported that their neighborhood as a place to live was “very good” or “good,” only 3% reported it as “bad” and no one reported “very bad.” This assessment was similar when compared to ratings given in 2010, but has been trending upward since this question was first asked in 2008. When compared to ratings given by residents in other communities across the country and in the Front Range, Lakewood’s rating was similar to both benchmarks (see *Appendix D: Benchmark Comparisons*).

Residents who owned their home tended to give higher ratings for their neighborhood as a place to live than did those who rented their home (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 3: Neighborhood as a Place to Live

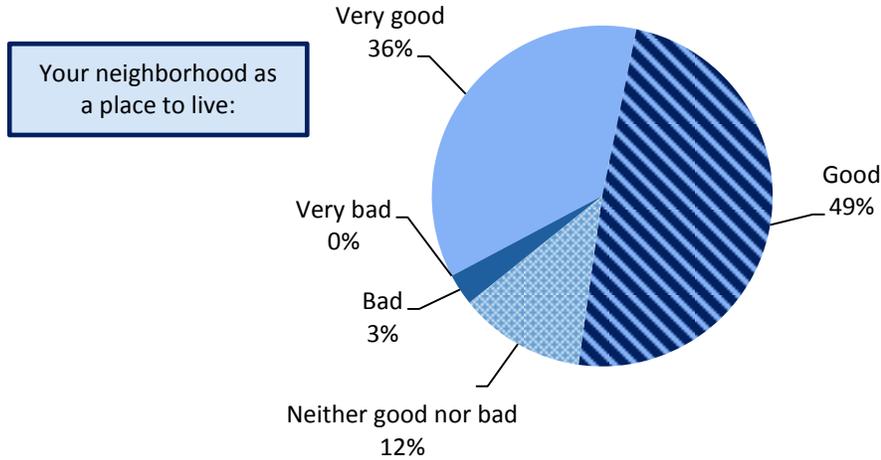
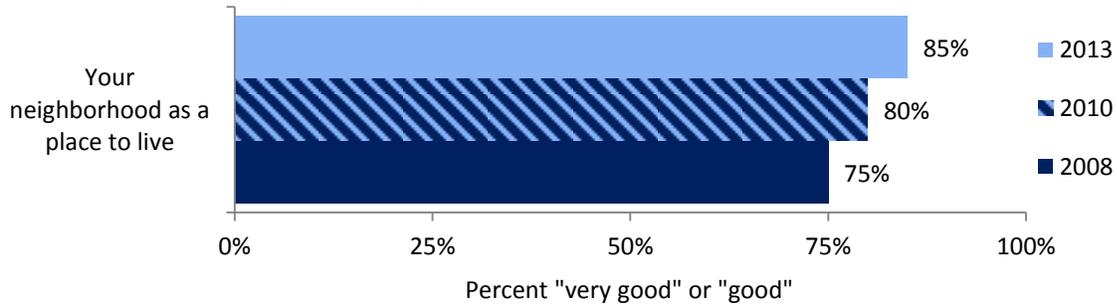


Figure 4: Neighborhood as a Place to Live Compared by Year



Aspects of Quality of Life

New to the 2013 survey were questions asking respondents to rate the city as a place to raise children, work and retire. Lakewood residents gave favorable ratings to these aspects of quality of life, with at least 70% saying that Lakewood as a place to raise children (85%), as a place to work (76%) and as a place to retire (70%) were “very good” or “good.”

It should be noted that more than 20% of respondents selected “don’t know” when rating Lakewood as a place to retire and work. The ratings presented in the body of the report are for those respondents who had an opinion. (A complete set of responses to each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions.*)

Ratings of the aspects of quality of life were compared to ratings given in other national and Front Range jurisdictions (see *Appendix D: Benchmark Comparisons*). Lakewood as a place to work was much above both benchmarks and as a place to retire was above both benchmarks. Lakewood as a place to raise children was similar to both benchmarks.

When compared by respondent demographic subgroups, residents who had lived in Lakewood for five years or less tended to give lower ratings for Lakewood as a place to retire while residents who were 55 years of age or older tended to give higher ratings (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 5: Aspects of Quality of Life

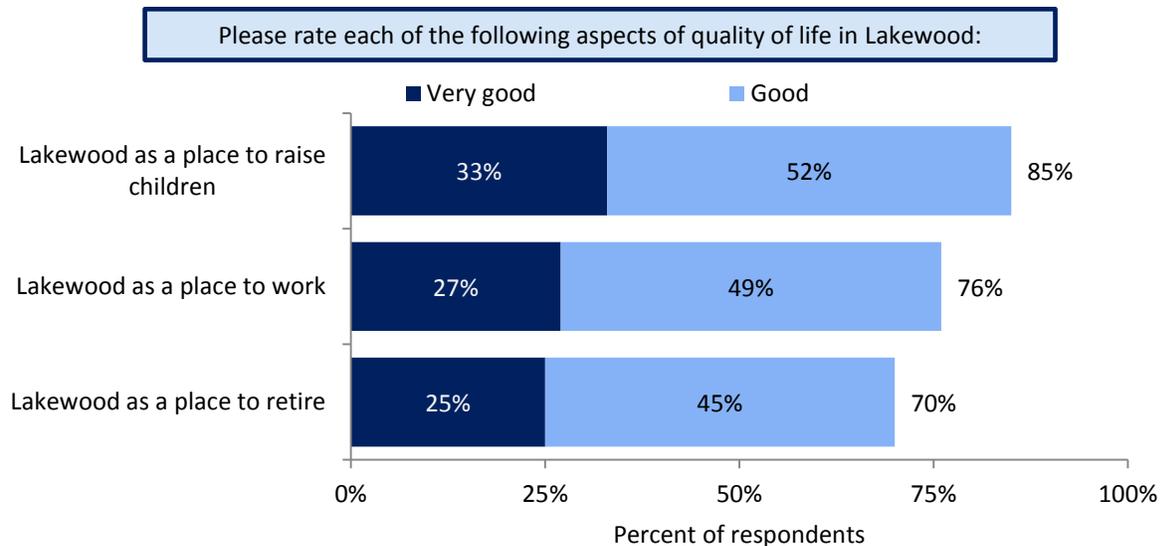


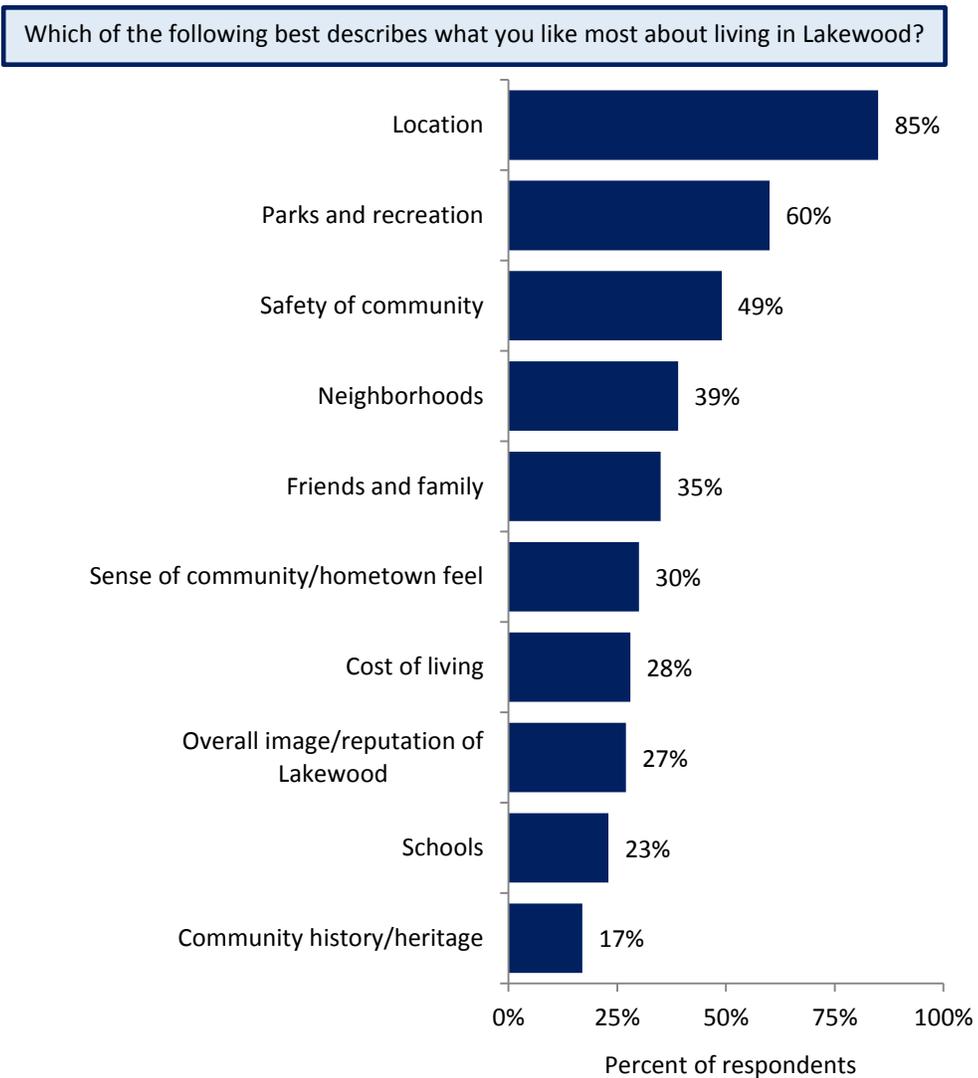
Figure 6: Quality of Life Benchmarks

	National comparison	Front Range comparison
Lakewood as a place to raise children	Similar	Similar
Lakewood as a place to work	Much above	Much above
Lakewood as a place to retire	Above	Above

Like Most About Living in Lakewood

For the first time on the citizen survey, respondents were asked to identify what they like most about living in Lakewood and were instructed to select as many items as they felt applied. The location of the city was, by far, the most frequently mentioned, with about 85% of respondents selecting this reason, followed by parks and recreation (60%) and the safety of the community (49%). Less popular reasons for living in Lakewood were the schools (23%) and community history/heritage (17%).

Figure 7: What Residents Like Most About Living in Lakewood



Percent may total more than 100% as respondents could select more than one response.

Important Factors in Lakewood

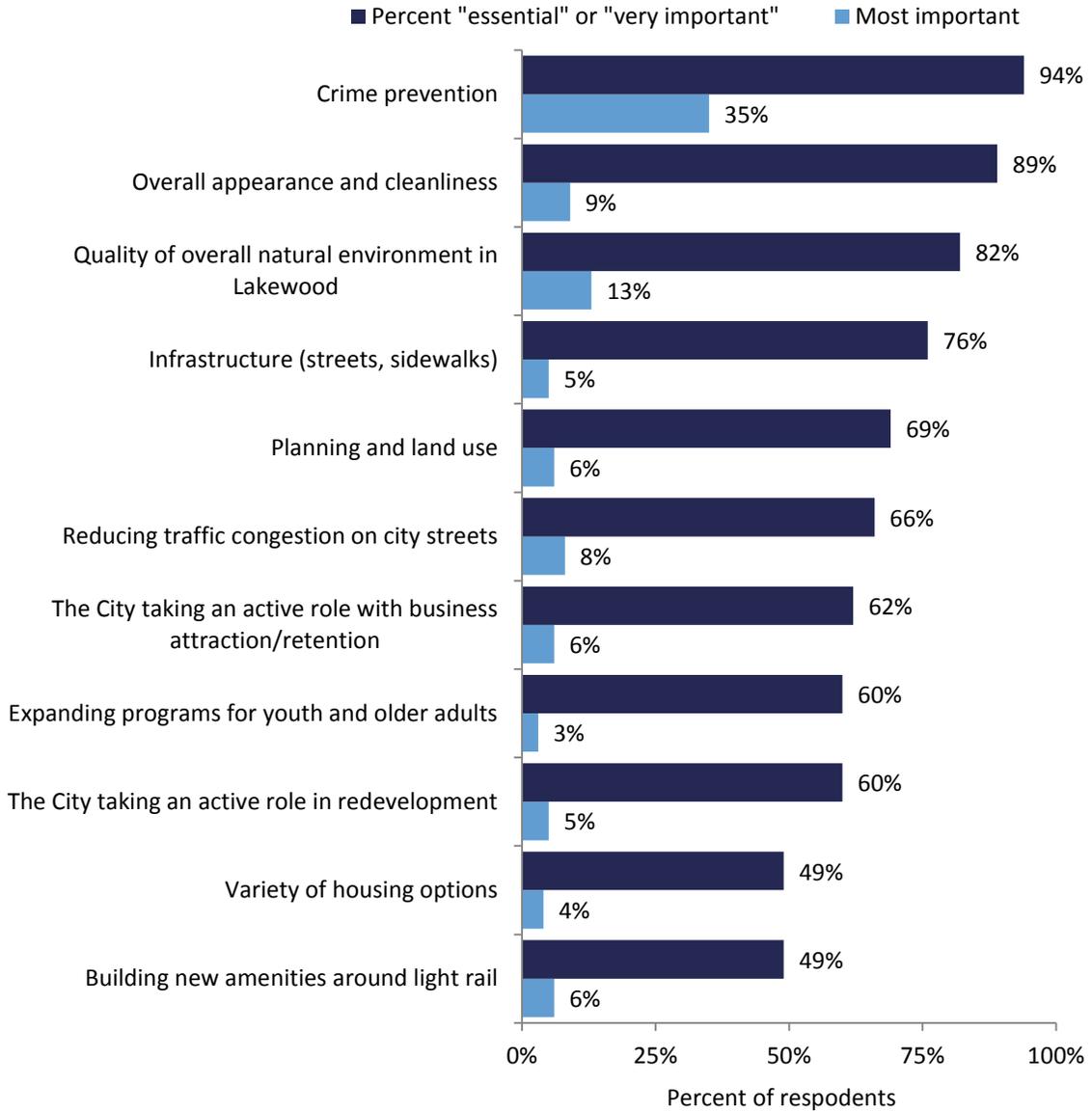
When asked to rate the importance of various factors as they related to Lakewood over the next two years, nearly all respondents (94%) rated crime prevention as “essential” or “very important;” no one reported crime prevention as “not at all important.” The overall appearance and cleanliness (89%), the quality of the overall natural environment (82%) and the City’s infrastructure (76%) were thought to be “essential” or “very important” by at least three-quarters of respondents. Factors seen as relatively less important, with 49% reporting each as “essential” or “very important,” were the variety of housing options and building new amenities around the light rail.

Respondents were then asked, from the same list to select the item that they believe is the most important. Those items receiving the highest ratings of “essential” and “very important” also received the highest “most important” rating. The three factors viewed as the “most important” were crime prevention (38%), overall appearance and cleanliness (13%) and the overall quality of the natural environment in Lakewood (15%). Less than 1 in 10 respondents selected any of the other factors as being the “most important” in Lakewood over the next two years.

Residents who were age 55 or older tended to give lower importance ratings for most factors than did those who were younger (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 8: Important Factors in Lakewood

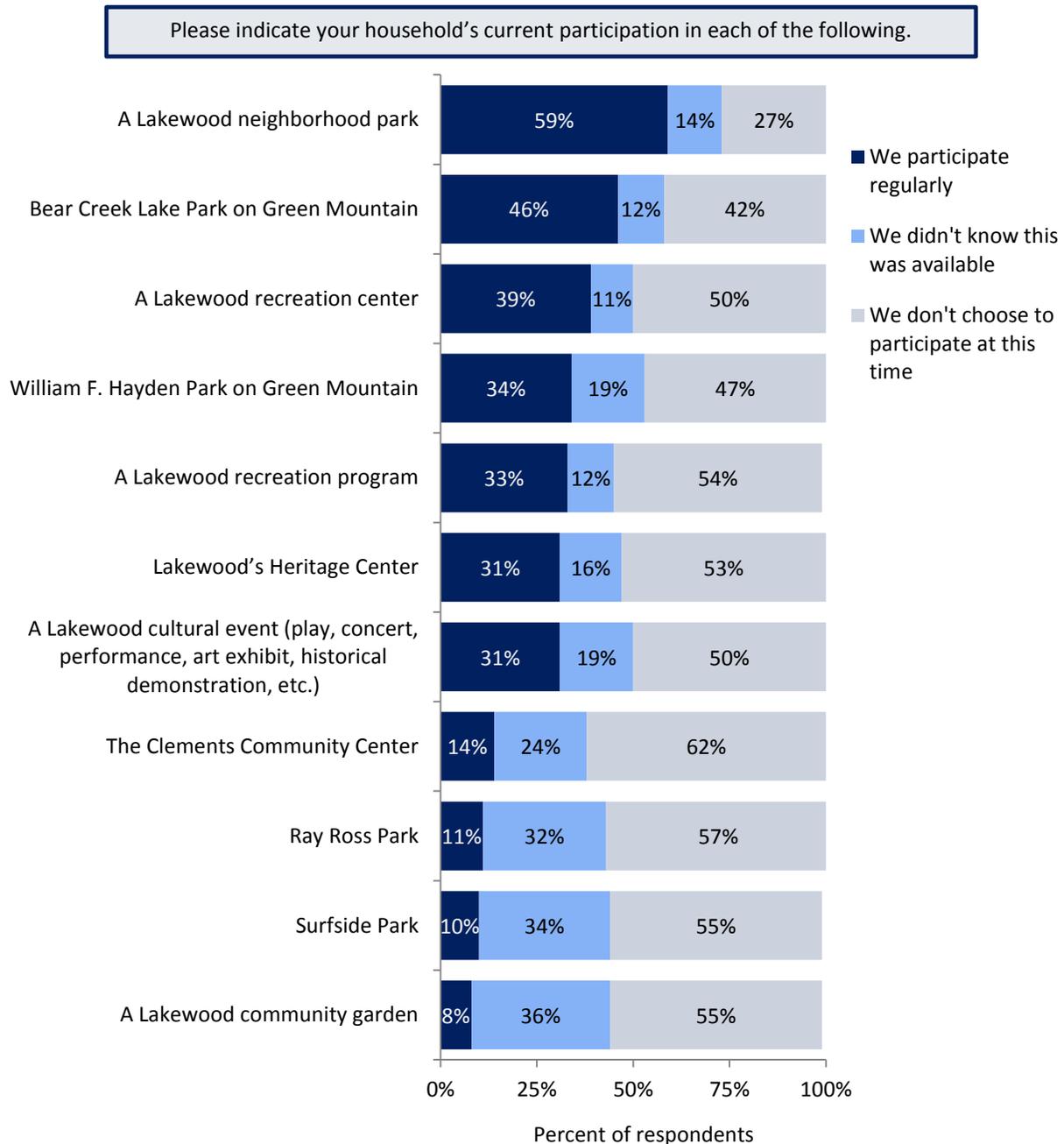
Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item. Then, check the box for the item you think is the most important.



Community Participation

Survey respondents were asked a new question in 2013 about their level of participation in various activities and programs in the City of Lakewood. Activities in which respondents reported the highest levels of participation included visiting a neighborhood park (59% participated regularly) and visiting Bear Creek Lake Park (46%). Respondents were given the option to select that they “didn’t know this was available;” about one-quarter to one-third of respondents indicated that they did not know visiting the Clements Community Center (24%), Ray Ross Park (32%), Surfside Park (34%) and participating in a Lakewood Community Garden (36%) were available to them. For most activities and programs listed at least half of respondents reported that they “don’t choose to participate at this time.”

Figure 9: Participation in Community Events and Programs



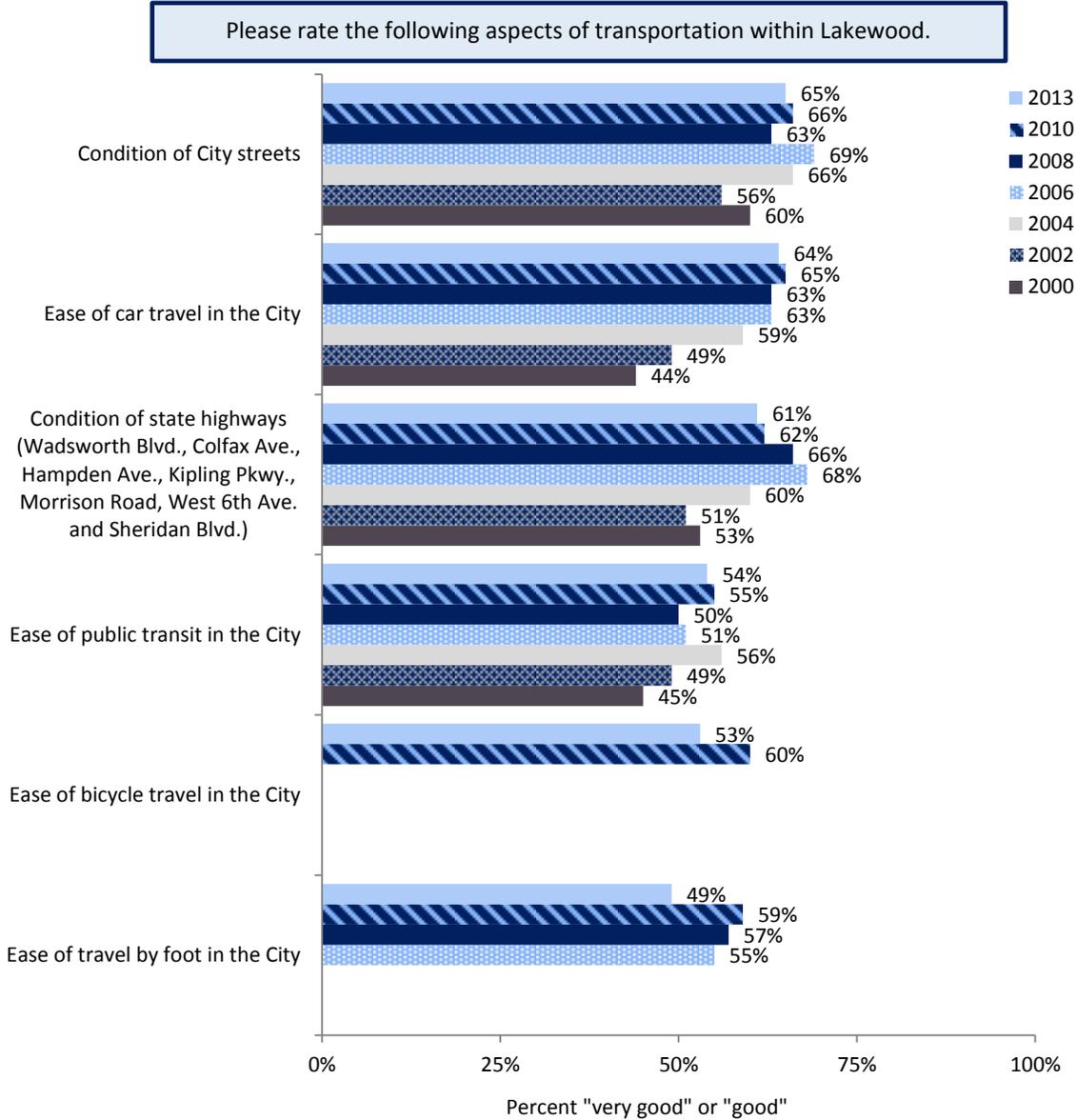
Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. Lakewood residents gave favorable ratings to the various aspects of transportation in the community. At least 60% of residents reported that the condition of City streets (65%), ease of car travel (64%) and condition of state highways (61%) were “very good” or “good.” When compared to 2010, ratings for most aspects of transportation in 2013 were similar. However, ratings for the ease of bicycle travel and the ease of travel by foot in the City decreased when compared to 2010 ratings.

It should be noted that more than 20% of respondents selected “don’t know” when rating the ease of public transit and ease of bicycle travel in the City. The ratings presented in the body of the report are for those respondents who had an opinion. (A complete set of responses to each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.)

Ratings of the aspects of transportation were compared to ratings given in other national and Front Range jurisdictions (see *Appendix D: Benchmark Comparisons*). The ratings for condition of City streets, ease of public transit and ease of bicycle travel in the City were much above or above the national comparison, and when available, ratings for these aspects were much below the Front Range comparison. Ease of car travel was rated similarly to both benchmarks, while the ease of travel by foot was rated much below both benchmarks.

Figure 10: Aspects of Transportation within Lakewood Compared by Year



In 2006, "Ease of public transit in Lakewood" replaced "Ease of bus travel in the city." Prior to 2013, "Condition of state highways" did not include the additional detail of "(Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.)."

Figure 11: Aspects of Transportation Benchmarks

	National comparison	Front Range comparison
Condition of City streets	Much above	Not available
Ease of car travel in the City	Similar	Similar
Ease of public transit in the City	Above	Much below
Ease of bicycle travel in the City	Above	Much below
Ease of travel by foot in the City	Much below	Much below

Safety in Lakewood

Residents were asked a set of new questions concerning feelings of safety in Lakewood and were asked to evaluate several services related to the Police Department. Residents reported a high sense of safety in their home, in their neighborhood during the day and in Lakewood’s commercial area during the day; at least 9 in 10 respondents reported feeling “very” or “somewhat” safe in each of these areas. Respondents tended to feel slightly less safe walking alone in their neighborhood after dark (72% “very” or “somewhat” safe) and in Lakewood’s commercial area after dark (69%).

Ratings of feelings of safety were compared to ratings given in other national and Front Range communities (see *Appendix D: Benchmark Comparisons*). The ratings for feelings of safety in their home were much above the national benchmark (a comparison to the Front Range was not available). Ratings of safety in neighborhoods during the day, in Lakewood’s commercial area during the day and walking alone in neighborhoods after dark were similar to the national benchmark. When compared to the Front Range, safety in neighborhoods during the day was below the benchmark, safety in Lakewood’s commercial area during the day was similar and a comparison was not available for safety walking alone in neighborhoods after dark. Ratings of safety in Lakewood’s commercial area after dark were below both benchmarks.

When compared by respondent demographic subgroups, residents who rented their home, those who identified as Hispanic and/or some other race and those who were age 18-34 or 55 years or older tended to give lower safety ratings to walking alone in their neighborhood after dark (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 12: Feelings of Safety in Lakewood

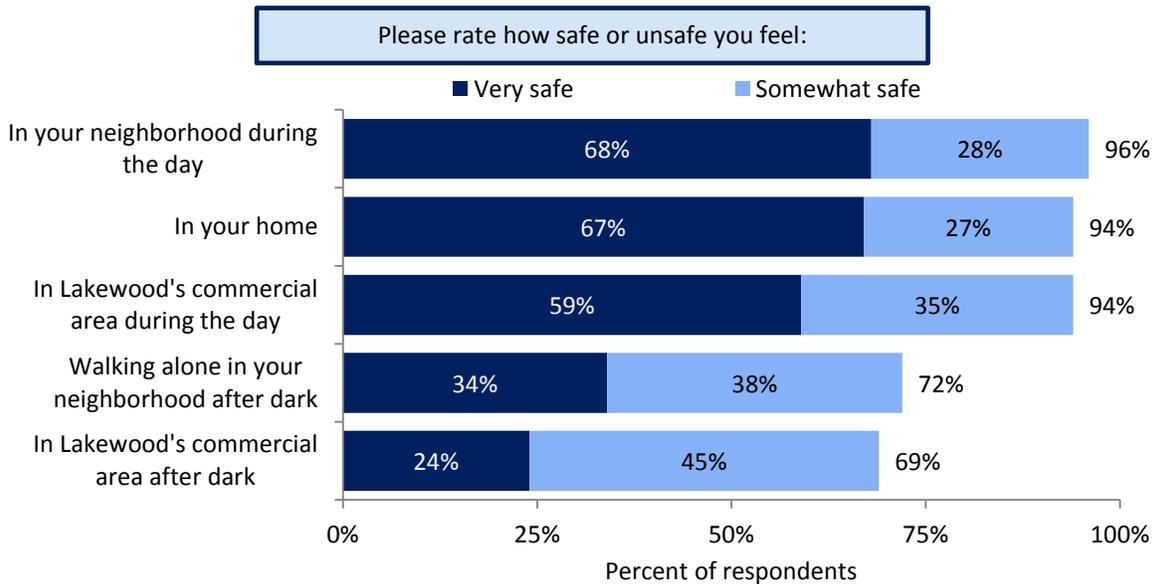


Figure 13: Feelings of Safety Benchmarks

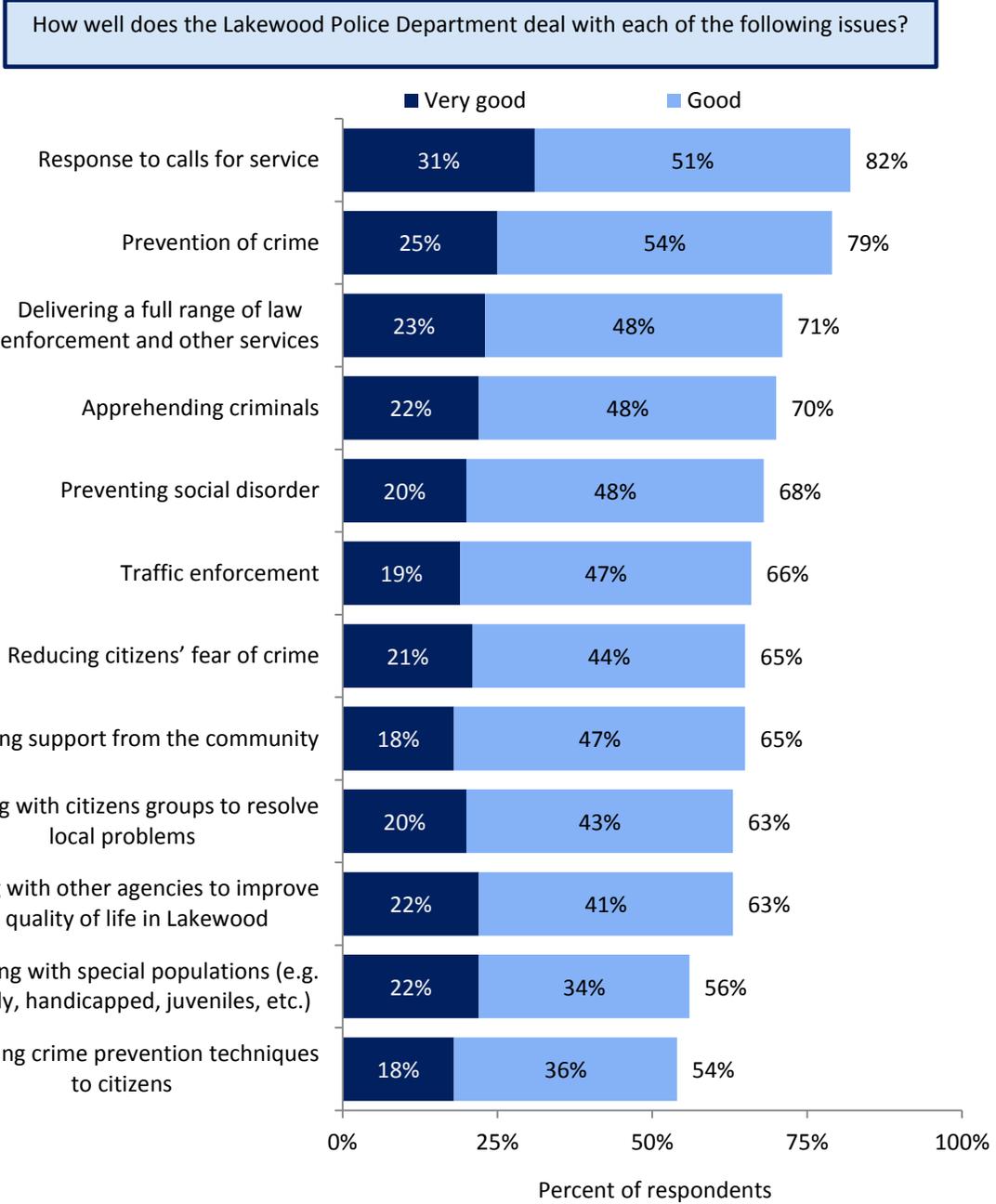
	National comparison	Front Range comparison
In your neighborhood during the day	Similar	Below
In your home	Much above	Not available
In Lakewood's commercial area during the day	Similar	Similar
Walking alone in your neighborhood after dark	Similar	Not available
In Lakewood's commercial area after dark	Below	Much below

When rating how well the Lakewood Police Department dealt with a variety of issues, residents responded with positive ratings to most issues. Every listed issue received at least 54% of residents reporting that the Department did a “very good” or “good” job dealing with each. At the top of the list, with 82% reporting “very good” or “good,” was response to calls for service followed by prevention of crime (79%). At the bottom of the list, with 56% reporting “very good” or “good,” was working with special populations followed by explaining crime prevention techniques to citizens (54%).

The rating for prevention of crime was the only item out of this list that could be compared to other communities across the county as well as those in the Front Range (see *Appendix D: Benchmark Comparisons*) and was rated much above both benchmarks.

It should be noted that more than 20% of respondents selected “don’t know” when rating each item listed in this question. The ratings presented in the body of the report are for those respondents who had an opinion. (A complete set of responses to each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.)

Figure 14: Ratings of Lakewood Police Department



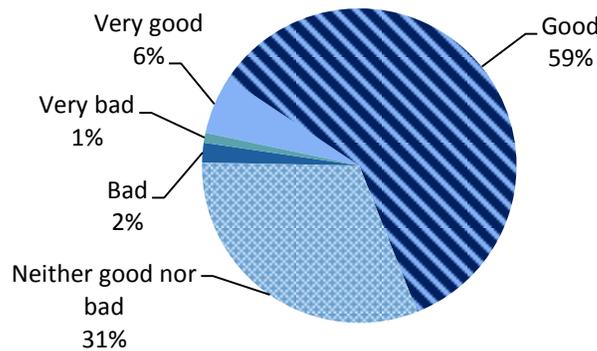
City Services

Respondents were asked to rate the quality of 21 City services as well as the overall quality of service delivery in Lakewood.

Overall Quality of City Services

For the first time on the 2013 survey, residents were given the opportunity to rate the overall quality of City service delivery. Sixty-five percent rated the overall quality of City services as “very good” or “good,” one-third said it was “neither good nor bad” and only 3% rated it as “bad” or “very bad.” This rating was much below both the national and Front Range benchmark comparisons (see *Appendix D: Benchmark Comparisons*).

Figure 15: Overall Quality of Service Delivery



Evaluations of Individual City Services

Of the 21 individual services evaluated by residents, topping the list, with 82% reporting it as “very good” or “good,” was the maintenance of existing City parks, open space and trails, followed by police services (79%), recreation programs (77%), cultural facilities (77%) and recreation facilities (76%). New to the 2013 survey were programs for low-income persons (46%) and for homeless people (40%), which were among the lower rated services.

At least one-quarter of respondents said “don’t know” when rating the following services: recreation programs (33% “don’t know”), recreation facilities (26%), City videos (63%), municipal court (56%) building permits/inspections (53%), Community Service Police Programs (53%), programs for older adults (58%), programs for low-income persons (67%), programs for people with special needs (68%) programs for homeless people (73%), City’s Website (43%), *Looking At Lakewood* (24%), cultural facilities (32%) and planning/land use (32%). (See *Appendix B: Responses to Survey Questions* for a full set of responses, including “don’t know.”)

Eighteen of the 21 services could be compared to 2010 and, generally, ratings were similar. However, maintenance of existing parks, open space and trails, *Looking At Lakewood*, the City’s Website, municipal court, building permits/inspections and City videos received lower ratings in 2013 compared to 2010 ratings.

Seventeen services were able to be compared to other communities across the country. Lakewood was much above or above the national benchmark for six services (including, snow removal, street repair/condition, street cleaning and planning/land use), similar for five services (such as enforcing traffic laws, City code enforcement, recreation programs and recreation facilities) and below or much below for six services (police services, City videos and municipal court).

Fourteen services were able to be compared to other communities in the Front Range. When compared to these communities, five Lakewood services received ratings that were above or much above the benchmark

(such as snow removal, programs for low-income persons and planning/land use), four that were similar (including enforcing traffic laws, City code enforcement and building permits/inspections) and six that were below or much below (including the City’s Website, recreation programs and recreation facilities; see Appendix D: Benchmark Comparisons).

Figure 16: City Services Compared by Year

How do you rate the quality of each of the following Lakewood City services?	Percent of respondents reporting “very good” or “good”						
	2013	2010	2008	2006	2004	2002	2000
Maintenance of existing City parks, open space and trails	82%	88%	84%	81%	83%	86%	89%
Police services	79%	78%	73%	73%	74%	75%	74%
Recreation programs (swim lessons, fitness, youth sports, etc.)	77%	78%	77%	76%	75%	74%	78%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	77%	75%	79%	77%	NA	NA	NA
Recreation facilities (recreation centers, athletic fields, etc.)	76%	81%	78%	77%	78%	74%	76%
Snow removal	75%	70%	63%	66%	74%	64%	66%
Street cleaning	68%	68%	63%	66%	67%	60%	61%
Looking At Lakewood (City newsletter)	65%	71%	72%	69%	73%	NA	NA
Enforcing traffic laws	63%	66%	60%	59%	59%	54%	59%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	63%	62%	60%	60%	58%	63%	65%
City’s Website www.Lakewood.org	60%	68%	66%	60%	64%	55%	NA
Programs for older adults	59%	60%	59%	63%	64%	57%	58%
Street repair/condition	55%	60%	53%	61%	55%	46%	53%
Municipal court	53%	59%	56%	53%	57%	57%	54%
Programs for people with special needs	51%	NA	NA	NA	NA	NA	NA
Building permits/inspections	49%	57%	50%	47%	54%	49%	46%
City code enforcement (weeds, junk cars, trash, etc.)	48%	50%	47%	43%	51%	52%	48%
City videos (YouTube, KLTV 8)	48%	67%	66%	61%	65%	66%	60%
Planning/land use	48%	49%	42%	NA	NA	NA	NA
Programs for low-income persons	46%	NA	NA	NA	NA	NA	NA
Programs for homeless people	40%	NA	NA	NA	NA	NA	NA

Prior to 2013, “Programs for older adults” was “Programs for senior citizens” and “City videos (YouTube, KLTV 8)” was “Government access cable television KLTV8.”

Figure 17: City Services Benchmarks

	National comparison	Front Range comparison
Police services	Below	Similar
Recreation programs (swim lessons, fitness, youth sports, etc.)	Similar	Below
Recreation facilities (recreation centers, athletic fields, etc.)	Similar	Much below
Snow removal	Much above	Much above
Street cleaning	Above	Above
Looking At Lakewood (City newsletter)	Much below	NA
Enforcing traffic laws	Similar	Similar
City's Website www.Lakewood.org	Similar	Below
Programs for older adults	Below	Below
Street repair/condition	Much above	Much above
Municipal court	Below	Below
Programs for people with special needs	Below	NA
Building permits/inspections	Above	Similar
City code enforcement (weeds, junk cars, trash, etc.)	Similar	Similar
City videos (YouTube, KLTV 8)	Below	NA
Planning/land use	Much above	Above
Programs for low-income persons	Above	Much above

Key Driver Analysis

In local government, core services – like police services or others directed at safety – invariably land at the top of the list created when residents are asked about the most important City services. While these are essential and should remain the focus of continuous monitoring and improvement where necessary, they are unlikely to fully explain residents’ opinions of the City. A helpful tool is Key Driver Analysis (KDA).

KDA originated in market research and is used to identify the most important characteristics of a transaction or product. The key drivers that are identified from that analysis 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 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 the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions. By using Key Driver Analysis, NRC’s approach digs deeper to identify the less obvious, but more influential services that are most related to residents’ ratings of overall quality of local government services.

A KDA was conducted for the City of Lakewood by examining the relationships between ratings of each service and ratings of the City of Lakewood’s overall services. Those key driver services that correlated most highly with residents’ perceptions about overall City service quality have been identified. By targeting improvements in key services, the City of Lakewood can focus on the services that have the greatest likelihood of influencing residents’ opinions about overall service quality.

The 2013 City of Lakewood Action Chart™ on the following page combines three dimensions of performance:

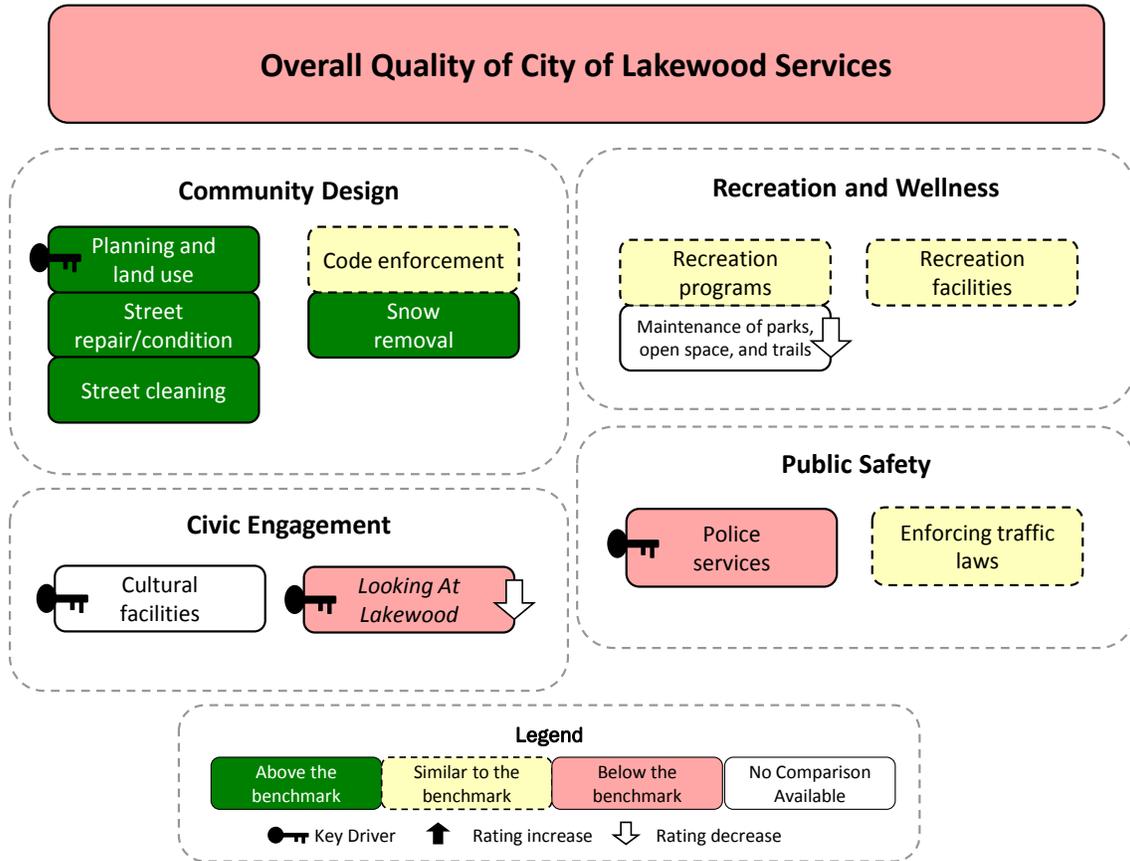
- *Trendline data.* The arrows next to service boxes point up (black arrow) or down (white arrow) to indicate differences from the previous survey.
- *Comparison to the national benchmark.* When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow), below the benchmark (red) or not available (white).
- *Identification of key drivers.* A black key icon next to a service box notes a key driver.

Twelve services were considered in the final KDA for the City of Lakewood and are included in the Action Chart™ on the next page. Services with a high percent of respondents answering “don’t know” (i.e., more than 40%) were excluded from the analysis as they were considered services that would be less influential. See *Appendix B: Responses to Survey Questions* for the percent of “don’t know” responses for each service.

Of the 12 services included in the KDA, four were identified as key drivers for the City: planning and land use, cultural facilities, *Looking At Lakewood* and police services.

Considering all performance data included in the Action Chart, a community typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. The key drivers Police services and *Looking at Lakewood* were both below the national benchmark comparison and *Looking at Lakewood* had a decline in ratings from 2010. Planning and land use services were rated above the national benchmark comparison and remained similar compared to 2010. Benchmark comparisons were not available for cultural facilities which received a rating similar to 2010.

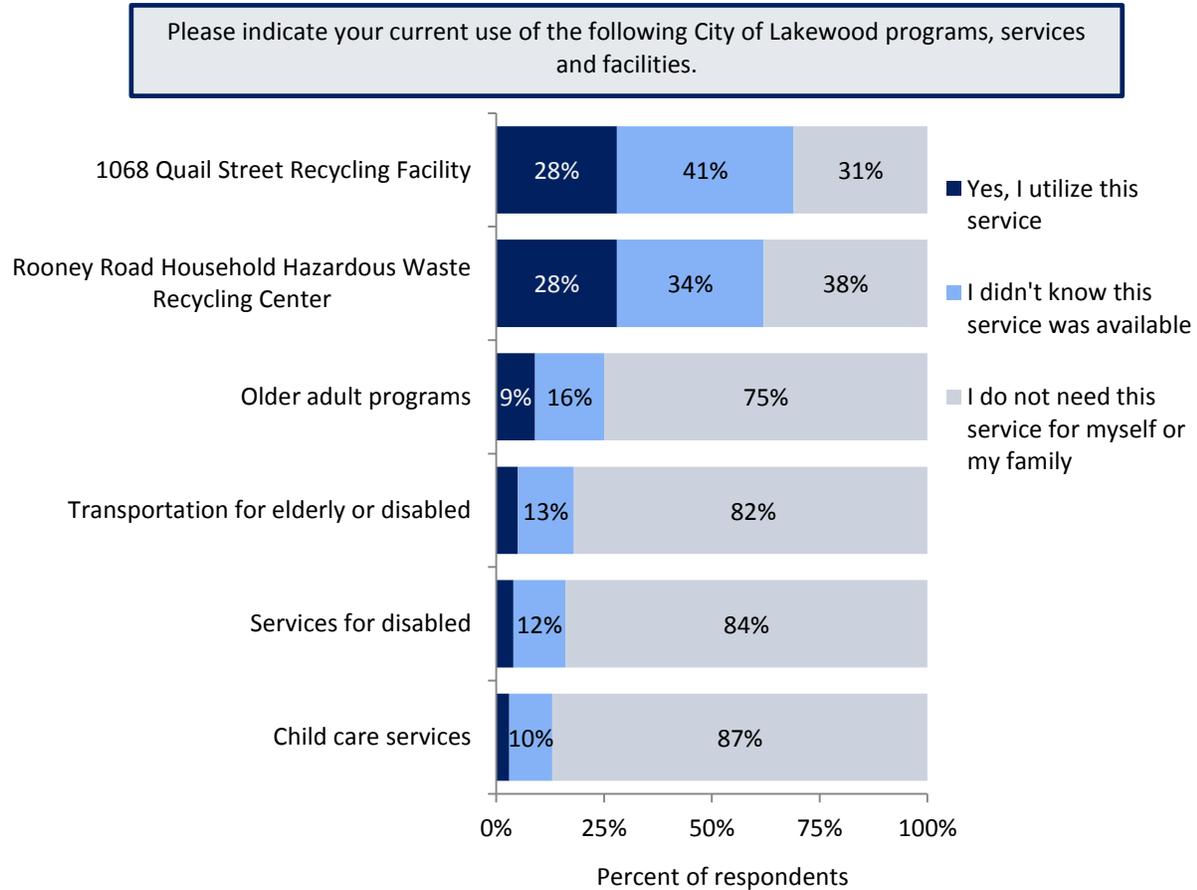
Figure 18: 2013 City of Lakewood Action Chart



Use of Services and Programs

In 2013 residents were asked about their current use of services, programs and facilities in the City of Lakewood. Facilities for which respondents reported the highest level of use included the 1068 Quail Street Recycling Facility (28% utilized this service) and the Rooney Road Household Hazardous Waste recycling Center (28%). These two facilities also were given the highest ratings of respondents reporting that they “didn’t know this service was available” (41% and 34% respectively). At least 75% of respondents reported that they “do not need this service for myself or my family” for older adult programs, transportation for elderly or disabled, services for disabled and child care services.

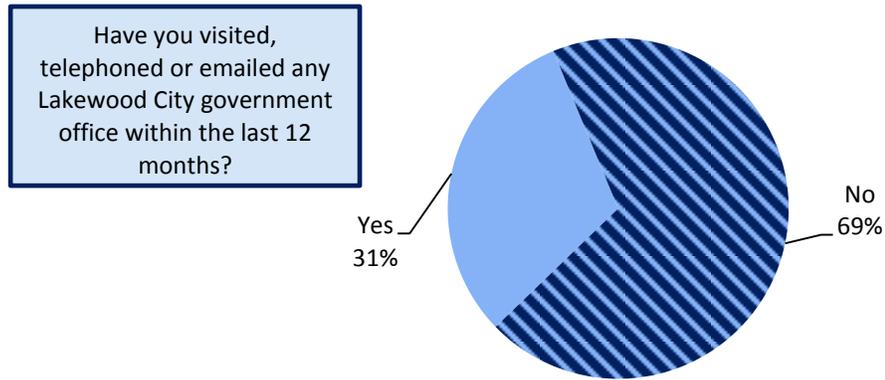
Figure 19: Current Use of City of Lakewood Programs, Services and Facilities



City Employees and Government

About one-third of respondents said that they had contact with a City of Lakewood employee in the 12 months prior to the survey, much less than the amount of contact reported in other communities across the nation and in the Front Range (see *Appendix D: Benchmark Comparisons*).

Figure 20: Contact with City of Lakewood Employees



Those who had contact with the City were asked to evaluate various characteristics of the employee during their interaction. Several new aspects of interactions with employees were evaluated on the 2013 survey. City employees were given “very good” or “good” ratings by between 71% and 76% of respondents for their knowledge, courtesy, responsiveness and the overall impression.

When compared to the nation and Front Range, Lakewood employees received evaluations that were much lower than their peers (see *Appendix D: Benchmark Comparisons*).

Figure 21: Perceptions of City of Lakewood Employees (Among Those Who Had Contact)

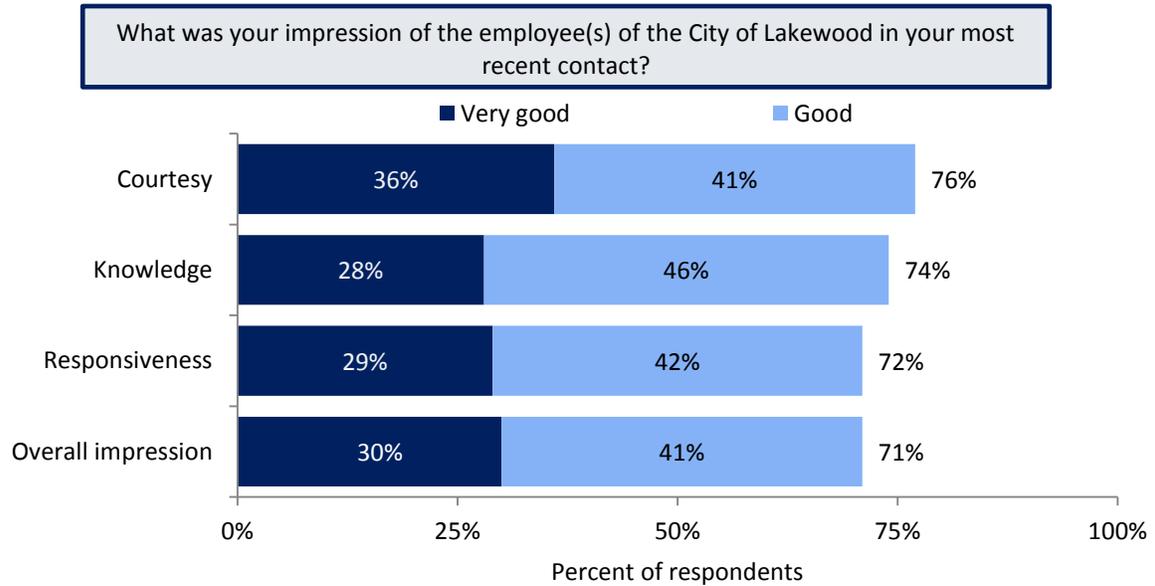


Figure 22: Perceptions of City Employees Benchmarks

	National comparison	Front Range comparison
Courtesy	Much below	Much below
Knowledge	Much below	Much below
Responsiveness	Much below	Much below
Overall impression	Much below	Much below

Government Performance

The 2013 Lakewood survey included a question regarding the quality of government performance for a number of categories ranging from overall confidence in the representation of elected officials to the job Lakewood government does at welcoming citizen involvement.

Overall Performance

Respondents were asked to rate the quality of the overall Lakewood City government performance. Fifty-six reported this as “very good” or “good,” while only 9% reported this as “very bad” or “bad.” One-third of residents felt it was “neither good nor bad.” When compared to 2010, the 2013 rating was lower and was below the national benchmark (a comparison to the Front Range was not available).

More than 20% of respondents selected “don’t know” when rating the overall Lakewood government performance. The full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Figure 23: Overall Lakewood City Government Performance

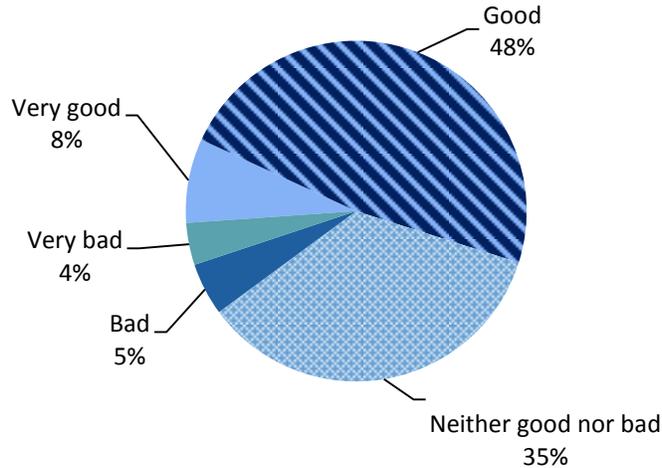
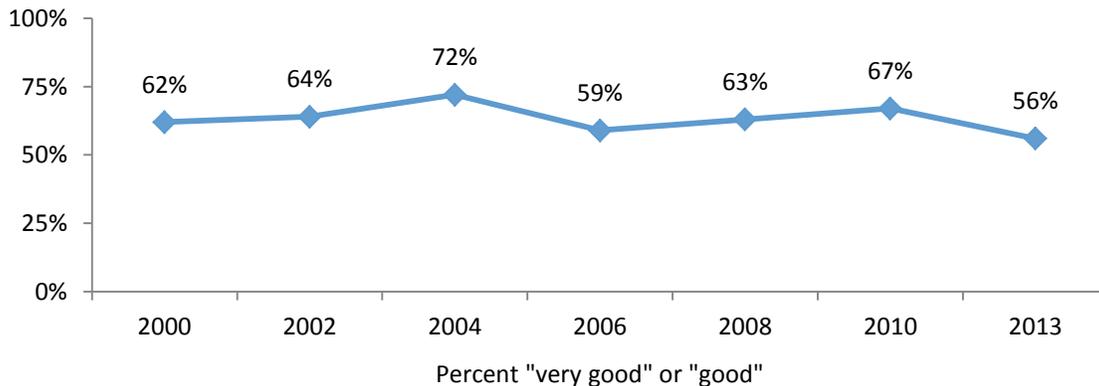


Figure 24: Overall Lakewood City Government Performance Compared by Year



Prior to 2013 this question was “In general, how well do you think Lakewood City government operates” on a scale of very well, well, neither well nor poorly, poorly and very poorly and was a single item. In 2013 this question was the last in a list of government performance related items as “Overall Lakewood City government performance” on a scale of very good, good, neither good nor bad, bad and very bad.

Survey respondents were provided with a number of categories regarding the City government performance and asked to rate the quality of each. Receiving the highest rating, with 63% of respondents reporting “very good” or “good,” was the government supporting the quality of life in Lakewood, followed by the overall direction the City is taking (62%). At the bottom of the list, with 44% of respondents reporting “very good” or “good,” was the overall confidence in the representation received from Council members, preceded by the value of services for the sales and property taxes paid (46%).

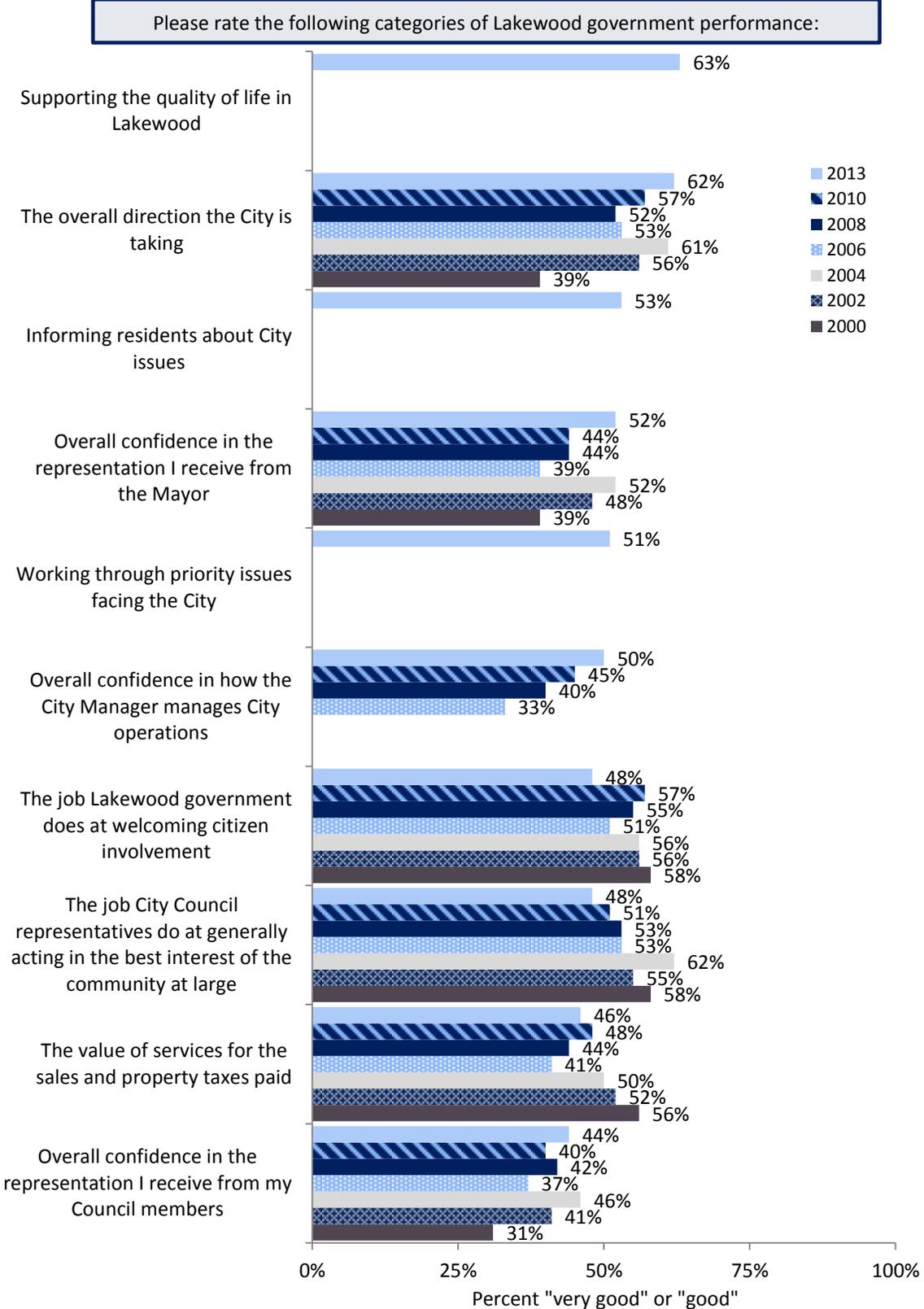
More than 20% of respondents selected “don’t know” when rating each of the categories of government performance in this question. The full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Seven of the 10 categories could be compared to 2010 ratings. Ratings for most of the categories of government performance remained stable from 2010 to 2013. The overall confidence in the representation received from the Mayor received a higher rating in 2013 than in 2010 and the job Lakewood government does at welcoming citizen involvement received a lower rating in 2013 than in 2010. Differences in ratings between 2010 and 2013 may be at least partially attributable to the changes in the scale and question wording.

Four of the 10 aspects of the City government performance could be compared to the national and Front Range benchmarks. The overall direction the City is taking was rated above both benchmarks. The value of services for the sales and property taxes paid and the job Lakewood government does at welcoming citizen involvement were rated similar to both benchmarks and the job City Council representatives do at generally acting in the best interest of the community at large was rated below both benchmarks (see *Appendix D: Benchmark Comparisons* for more information on the benchmark data).

Residents who had lived in Lakewood for more than 20 years and own their home tended to give lower ratings than did those living in Lakewood for five years or less and who rented their home. (See *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 25: Lakewood Government Performance Compared by Year



Prior to 2013 these items were asked on the scale strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

Figure 26: Lakewood Government Performance Benchmarks

	National comparison	Front Range comparison
The overall direction the City is taking	Much above	Above
The job Lakewood government does at welcoming citizen involvement	Similar	Similar
The job City Council representatives do at generally acting in the best interest of the community at large	Below	Below
The value of services for the sales and property taxes paid	Similar	Similar

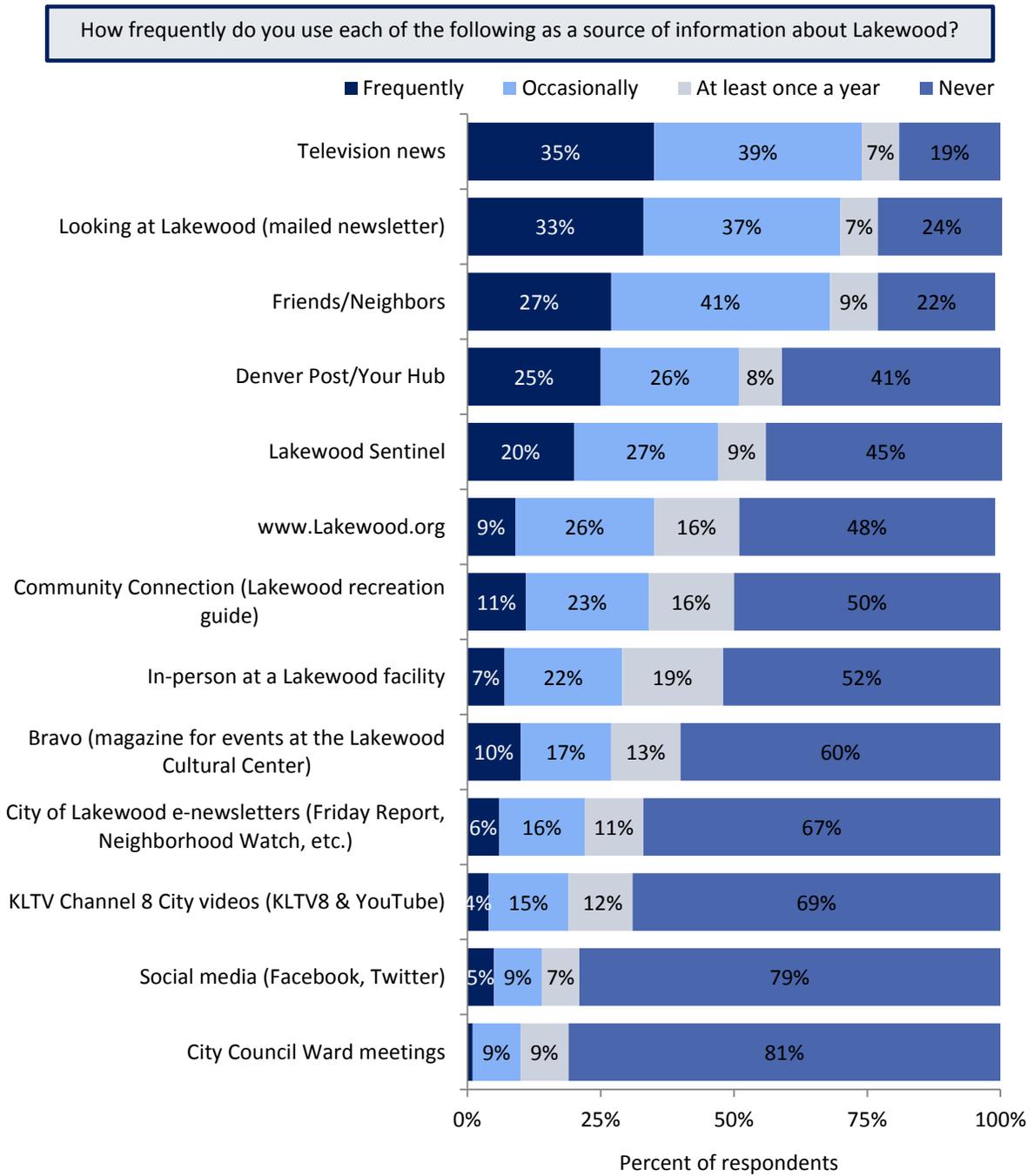
Communication with Citizens

Several questions on the 2013 survey were aimed at understanding better what sources of information residents used for getting information about the City, along with how residents felt about specific aspects of the City's Website and how likely they would be to use certain functions on the Website.

Sources of Information

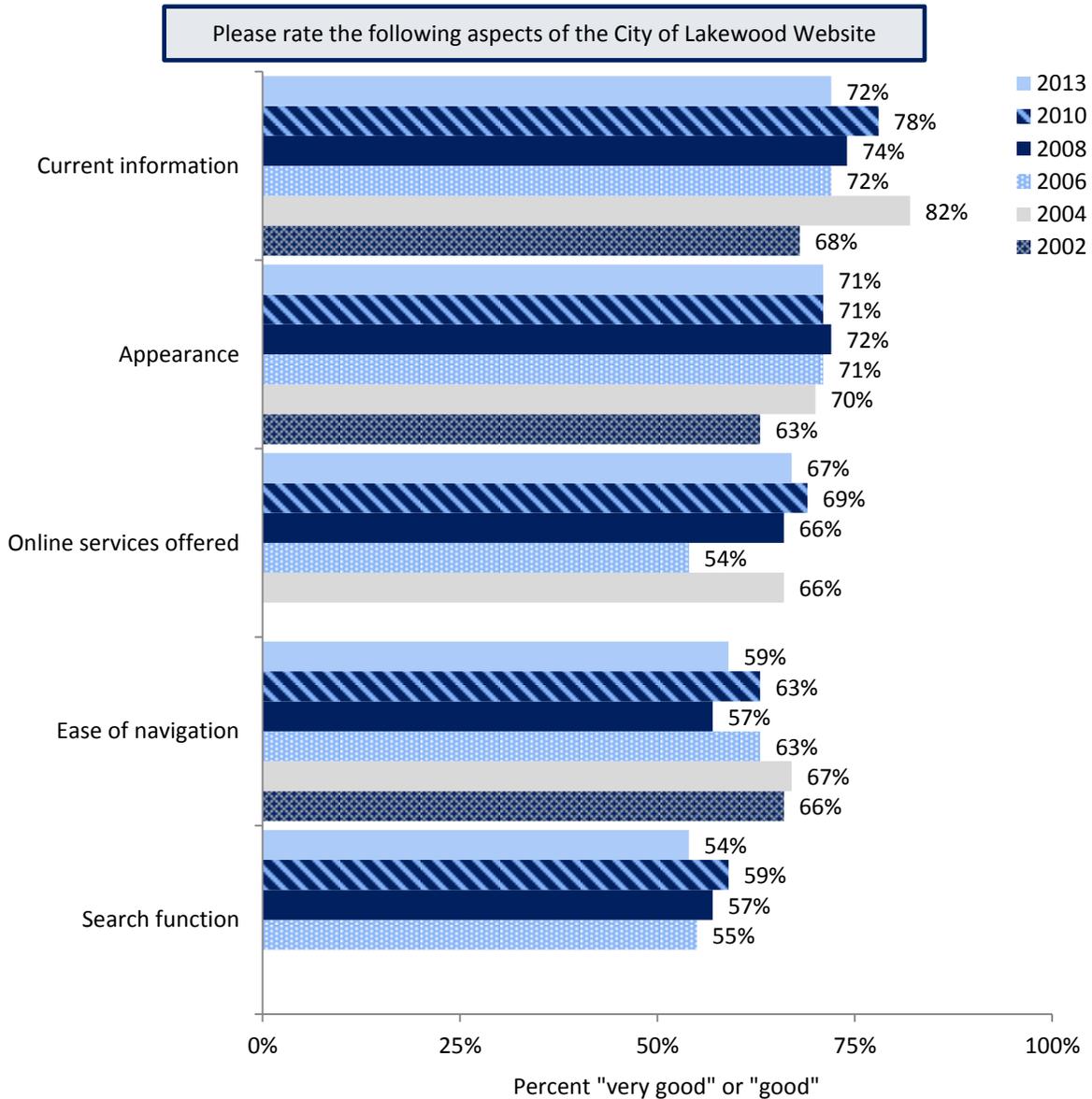
For the first time in 2013, when asked how frequently respondents used 13 different sources to get information about Lakewood, the most frequently used were television news (35% reported "frequently" using this source); the City's mailed newsletter, *Looking At Lakewood* (33%); and friends or neighbors (27%). Additionally, at least 75% of residents reported using each of these three sources at least once a year as a source of information about the City. At least half of respondents had used the Community Connection (Lakewood Recreation Guide), Lakewood's Website, the Lakewood Sentinel and Denver Post/Your Hub at least once in the last year. About one in five reported using social media and City Council Ward meetings as a sources of information about Lakewood at least once a year.

Figure 27: Sources of Information about the City of Lakewood



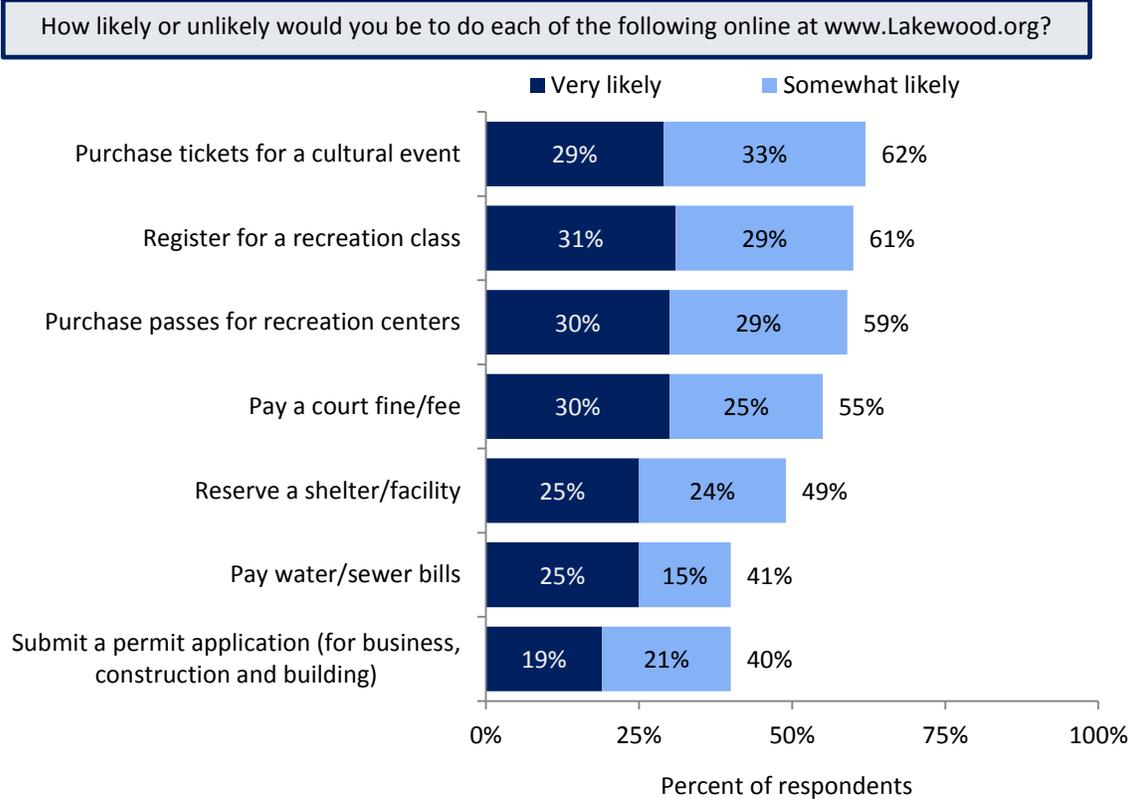
When assessing various aspects of the City’s Website, in general, it was given favorable evaluations; 54% or more rated each aspect as “good” or “very good.” The search function and ease of navigation received the lowest ratings of all aspects rated, while the appearance and current information received the highest ratings. However, the rating for current information decreased in 2013 compared to 2010. Ratings for the other aspects remained similar. Ease of navigation was similar to the national benchmark and was the only comparison available.

Figure 28: Aspects of the City of Lakewood's Website Compared by Year



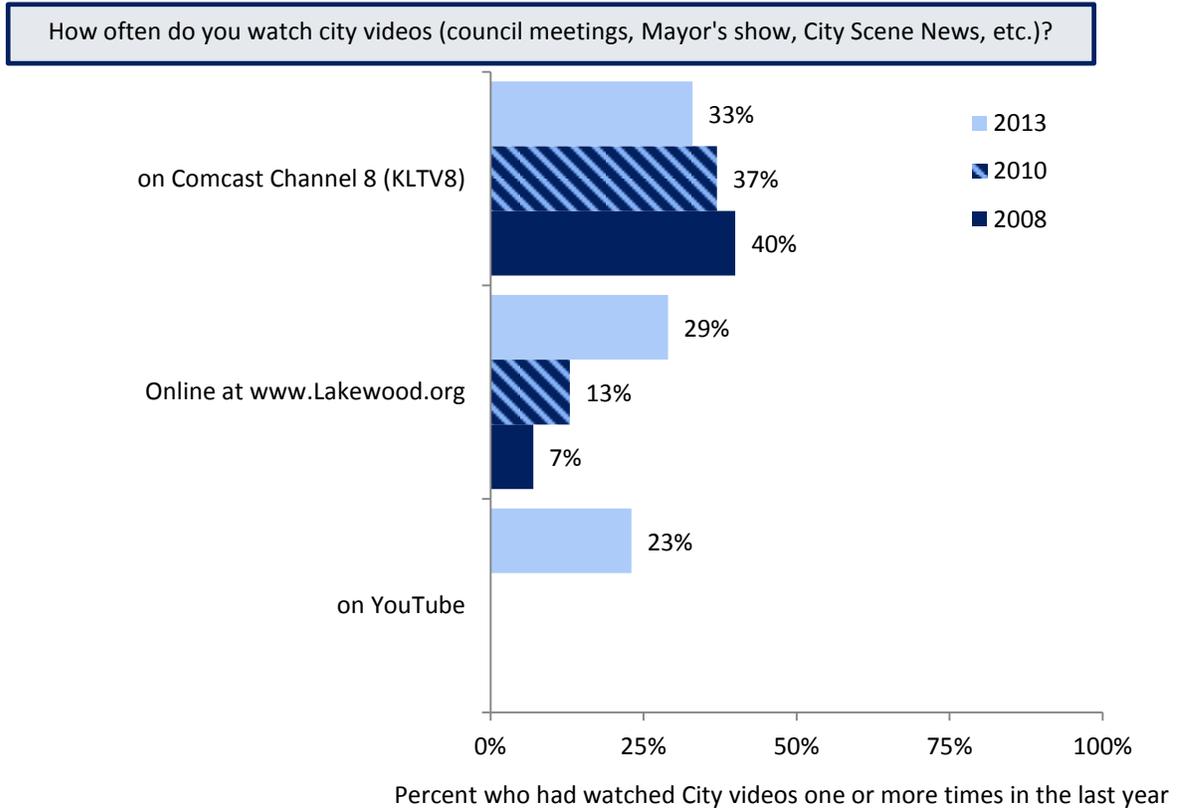
All residents completing the survey were asked how likely or unlikely they were to use certain functions on the City’s Website. Respondents were most likely to purchase tickets for a cultural event (62% “very” or “somewhat likely”), followed closely by registering for a recreation class (61%) and purchasing passes for recreation centers (59%). About half of residents were “very” or “somewhat likely” to pay a court fine/fee or reserve a shelter/facility. Residents were less likely to use the bill pay function for water or sewer bills (41%) or to submit a permit application (40%).

Figure 29: Likelihood of Using Functions on the City's Website



Survey respondents were asked how often they watched city videos on Comcast Channel 8, on Lakewood’s Website or on YouTube. About one-third of residents said they had watched city videos on Comcast Channel 8 one or more times in the last year, similar to 2010. Three in 10 reported watching city videos on Lakewood’s Website, which was a higher percentage than reported this in 2010. YouTube was a new option in 2013 and received about one-quarter of respondents having watched city videos on this medium.

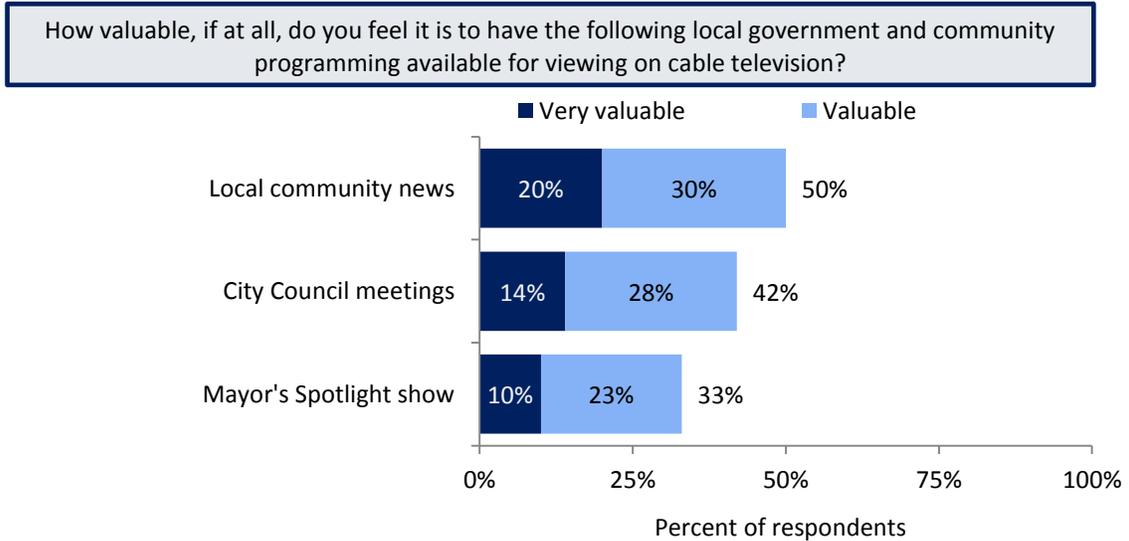
Figure 30: Frequency of Watching City Videos



In 2008 and 2010, the frequency of watching city videos on Comcast Channel 8 and online was a two-part question. First, respondents were asked “Have you watched the City’s government access KLTv Channel 8 in the last 12 months...” on Comcast Cable and online with response options of yes or no, followed by “Have you watched the City’s government access KLTv Channel 8...” on Comcast Cable and online on a scale of never, daily, 2-6 times per week, once a week, 1-3 times per month, less than once a month and at least once a year. In 2008 and 2010 “on Comcast Channel 8 (KLTv8)” was “on Comcast Cable” and “Online at www.Lakewood.org” was “on the Web at www.Lakewood.org.”

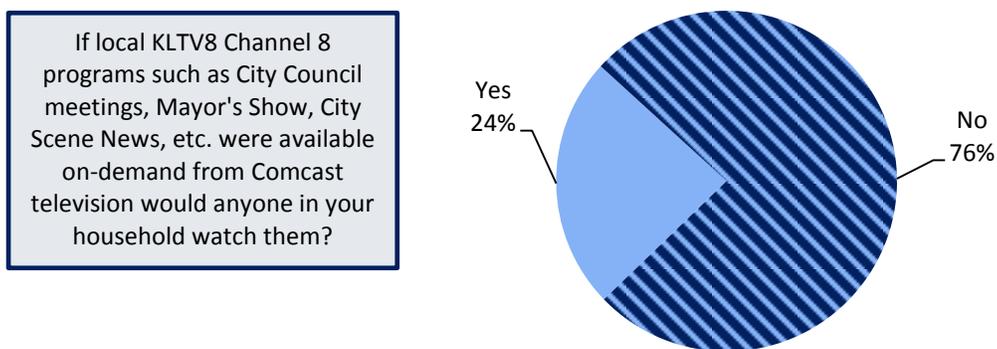
When asked how valuable it was to have local government and community programming available on cable television, about half reported local community news as “very valuable” or “valuable,” 42% felt City Council meetings were at least “valuable” and one-third said the *Mayor’s Spotlight* show as “very valuable” or “valuable.” The Mayor’s Spotlight show received the highest “not valuable” rating of 25% of respondents (see *Appendix B: Responses to Survey Questions* for full frequencies).

Figure 31: Value of Programming Available on Cable Television



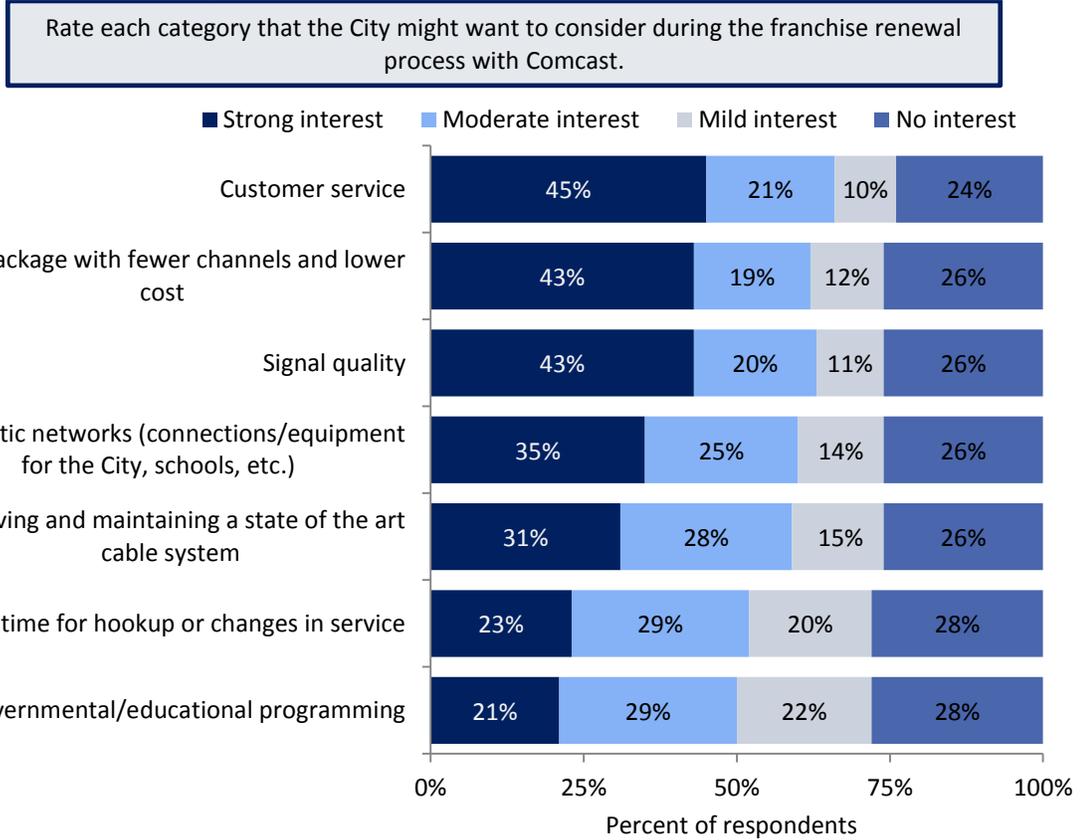
About one-quarter of residents reported that they or members of their household would watch programs such as City Council meetings, *Mayor’s Show* and *City Scene News* if they were available on-demand from Comcast television. Thirty-eight percent of respondents reported “don’t know” when responding to this question (see *Appendix B: Responses to Survey Questions* for full frequencies).

Figure 32: Local KLV8 Channel 8 Programs Available On-demand from Comcast



Respondents were given a list of items and asked how interested they were in the City considering each during the franchise renewal process with Comcast. Receiving the most interest was customer service, with 45% voicing “strong interest” and 21% expressing “moderate interest.” Respondents were equally interested in the City considering a basic package with fewer channels and lower cost (62% “strong” or “moderate” interest) and signal quality (63%) when negotiating with Comcast. Residents were somewhat less interested in the City considering wait times for hookup or changes in service (52%) and governmental/educational programming (50%) during the franchise renewal process. Each listed item received about a fourth of respondents reporting “no interest.”

Figure 33: Comcast Franchise Renewal Considerations



Sustaining Local Environment and Recycling

Respondents were asked to what extent they would support or oppose the City government investing resources to help sustain the local environment. Respondents were overwhelmingly in favor of this idea; 66% “strongly” supported such an effort and 29% “somewhat” supported it. Only 4% were opposed to the suggestion. When compared to 2010, the level of support remained stable.

Residents who had lived in Lakewood for five years or less and rented their homes tended to give higher levels of support than did those living in Lakewood for more than five years and who owned their homes (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Figure 34: Level of Support for City Investing Resources to Sustain Local Environment

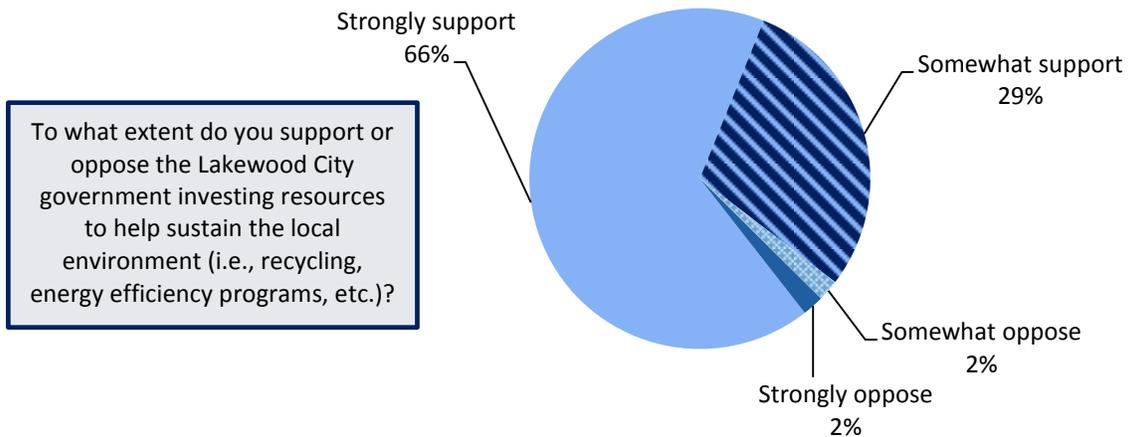
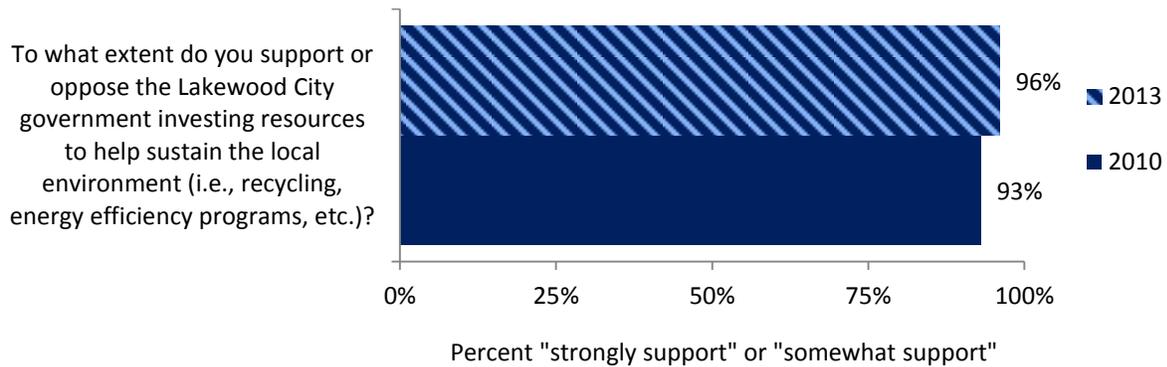
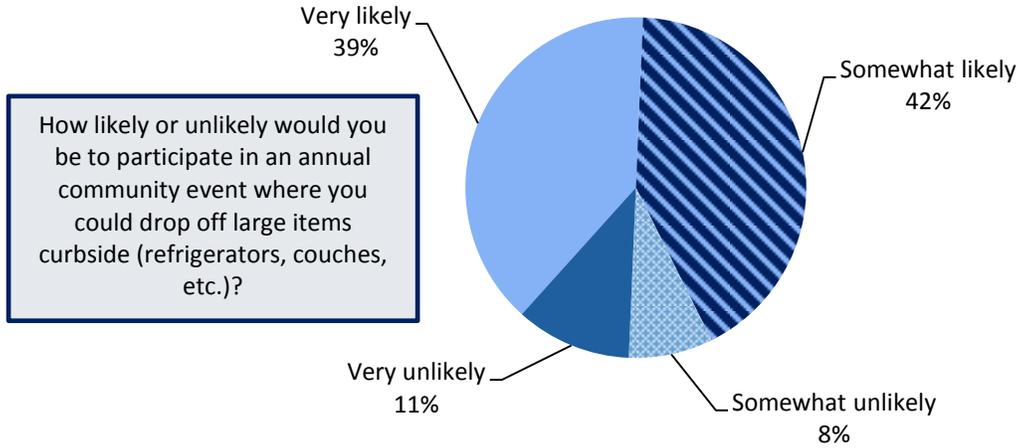


Figure 35: Level of Support for City Investing Resources to Sustain Local Environment Compared by Year



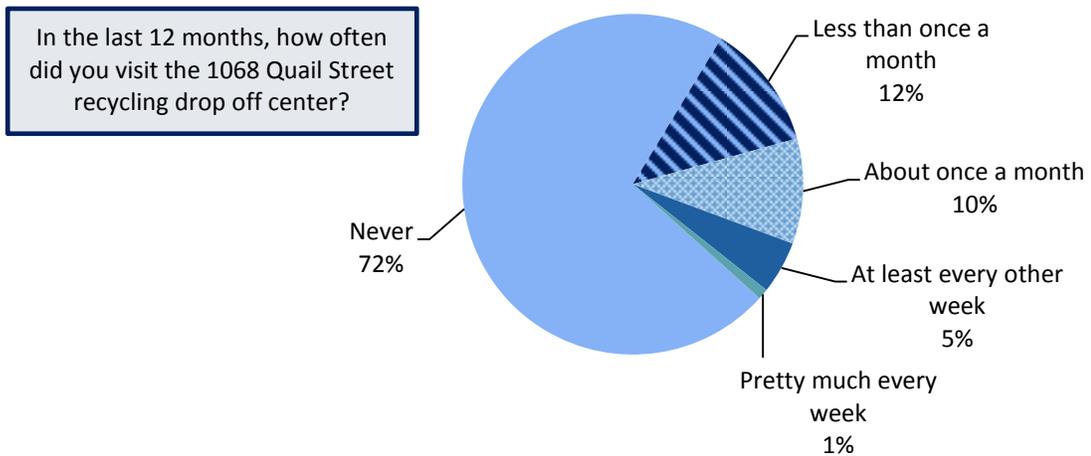
When asked how likely they would be to participate in an annual community event to drop off large items curbside, 8 in 10 respondents reported they would be “very” or “somewhat” likely to participate. Almost three times as many respondents reported they would be “very likely” than “very unlikely” to participate.

Figure 36: Likelihood of Participation in Annual Community Large-item Recycling Event



Residents also were asked to indicate how often they had visited the 1068 Quail Street recycling drop off center in the last 12 months; about three-quarters of residents reported having never visited the recycling center. Sixteen percent reported visiting it about once a month or more frequently and 12% reported visiting it less than once a month.

Figure 37: Frequency of Visiting the 1068 Quail Street Recycling Drop Off Center



When asked about curbside recycling, 34% of survey respondents reported that they currently subscribed to curbside recycling. Respondents also were asked to indicate their level of support for a number of statements regarding recycling characteristics in Lakewood. Each statement received at least 79% of respondents indicating that they “strongly” or “somewhat” support it. Receiving the highest levels of support were the statements indicating that the City should investigate strategies for increased recycling (94% “strongly” or “somewhat” support) and that curbside recycling should be a standard option in residential trash service (94%). Seven in 10 respondents “strongly” supported having curbside recycling as a standard option for residences.

Figure 38: Curbside Recycling

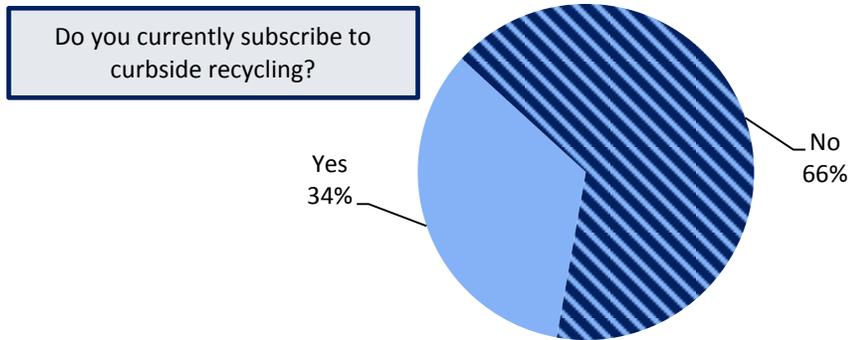
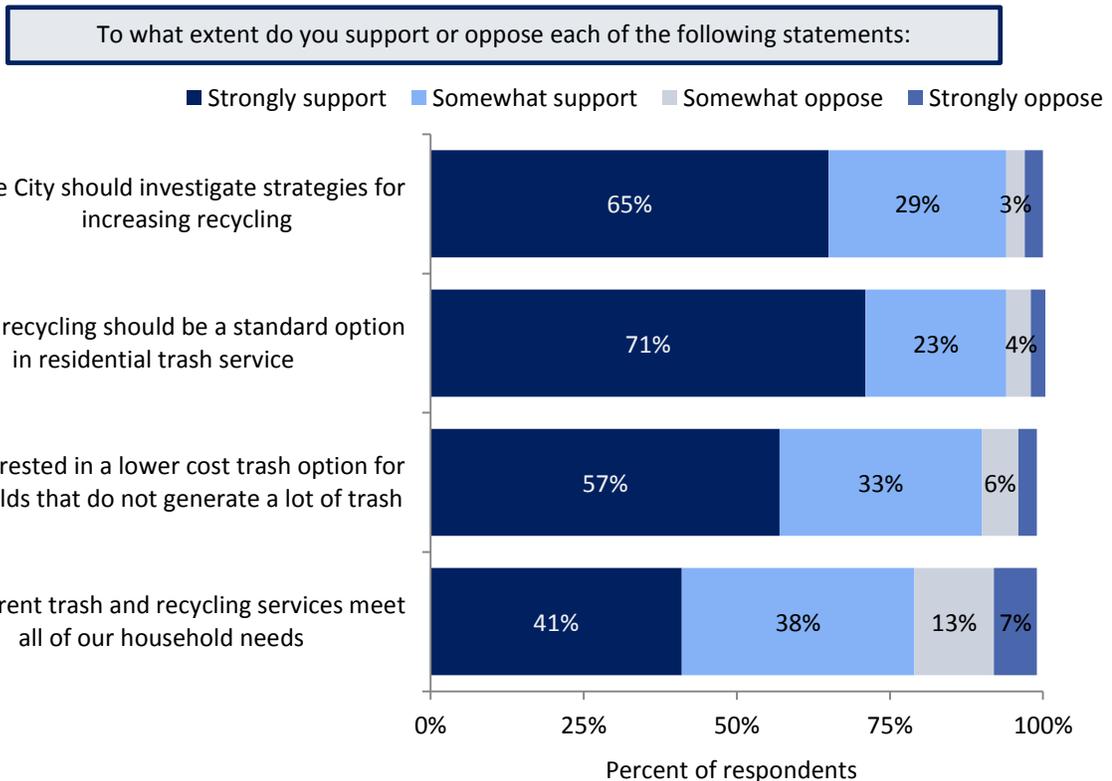
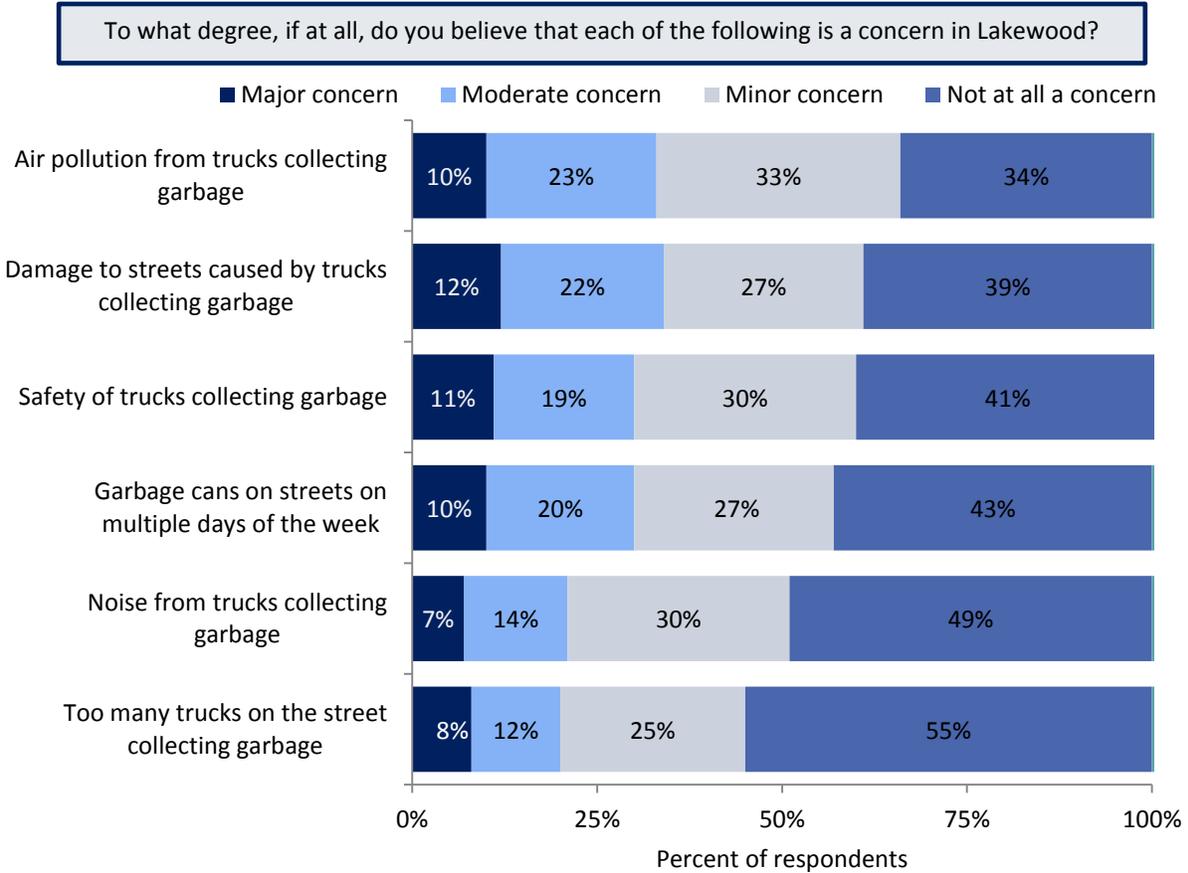


Figure 39: Level of Support for Characteristics of Recycling in Lakewood



The survey listed six potential concerns related to trash haul and asked respondents to evaluate the extent to which they believed each was a concern in Lakewood. Between one-third and half of respondents reported that each potential concern was “not at all a concern.” Air pollution from trucks collecting garbage was seen as at least a “minor” concern by 66% of respondents, followed by damage to streets caused by trucks collecting garbage (61%) and the safety of trucks collecting garbage (60%). Respondents also were given the option to rate an “other” concern and write-in a response. The few who chose to write-in an “other” response generally rated it as a high concern. These responses can be found in *Appendix C: Verbatim Responses to Open-ended Survey Questions*.

Figure 40: Potential Concerns Related to Trash Haul in Lakewood



Appendix A: Respondent Characteristics

Characteristics of the survey respondents are displayed in the tables on the following pages of this appendix.

Figure 41: Length of Residency in Lakewood

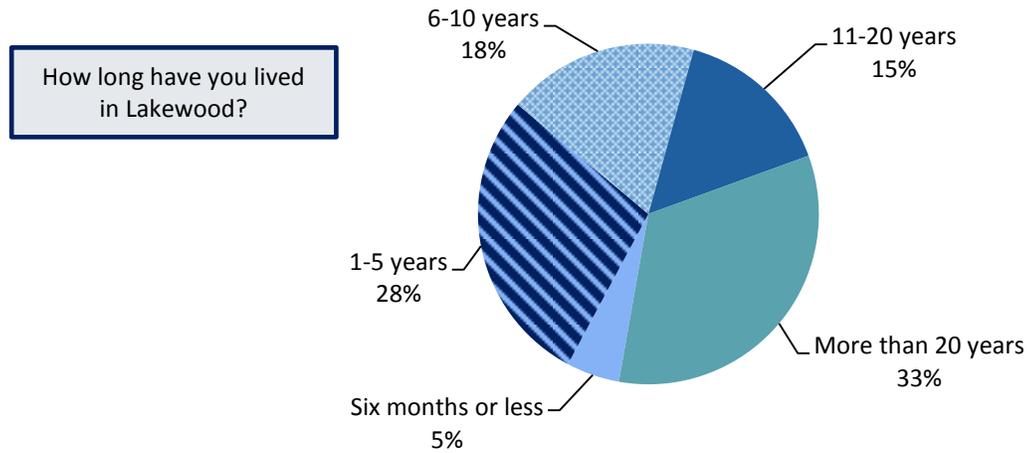


Figure 42: Work Outside the Home

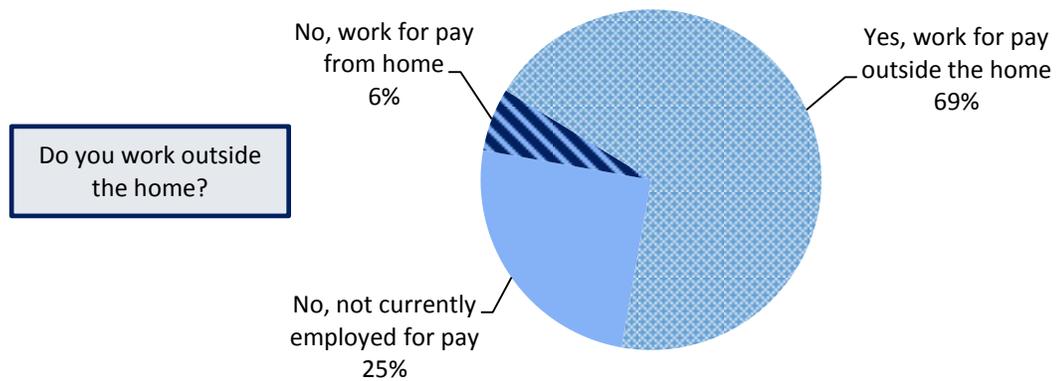
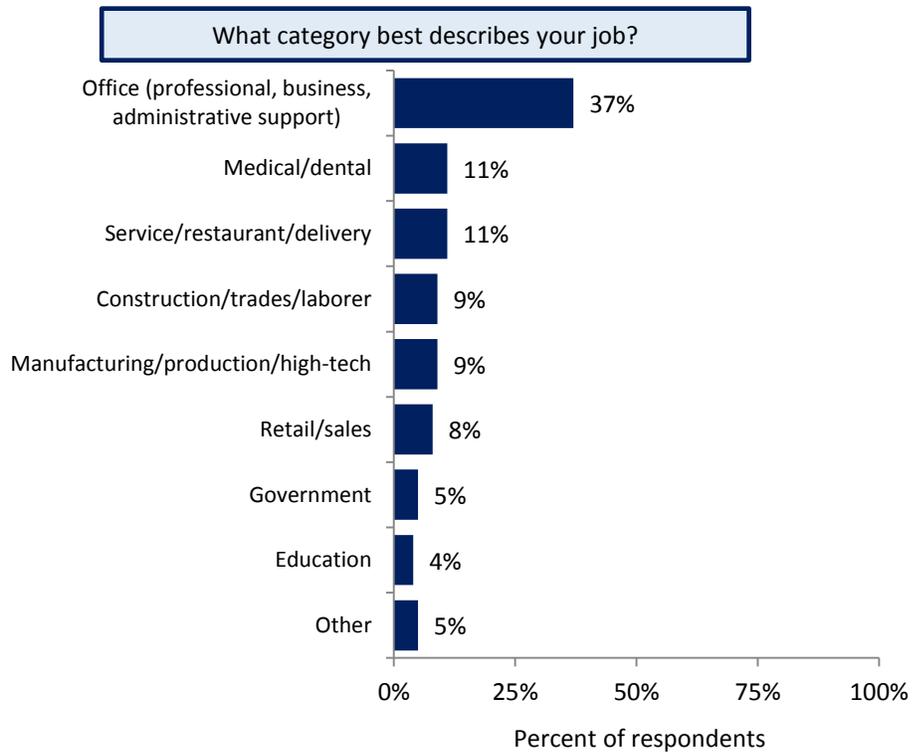


Figure 43: City of Employment

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.)	Percent of respondents
Arvada	4%
Aurora	4%
Boulder	1%
Broomfield	2%
Denver	38%
Englewood	3%
Golden	7%
Littleton	4%
Louisville	0%
Northglenn	0%
Thornton	0%
Westminster	0%
Wheat Ridge	5%
Lakewood	25%
Other	6%

Respondents were given the option to write-in an “other” response. These responses can be found in Appendix C: Verbatim Responses to Open-ended Survey Questions.

Figure 44: Job Industry



Respondents were given the option to write-in an “other” response. These responses can be found in Appendix C: Verbatim Responses to Open-ended Survey Questions.

Figure 45: Service Area Outside of Lakewood

If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?	Percent of respondents
5-mile radius	14%
10-mile radius	16%
Denver metro area	26%
Front Range	5%
Statewide	9%
Other	30%

Figure 46: Housing Unit Type

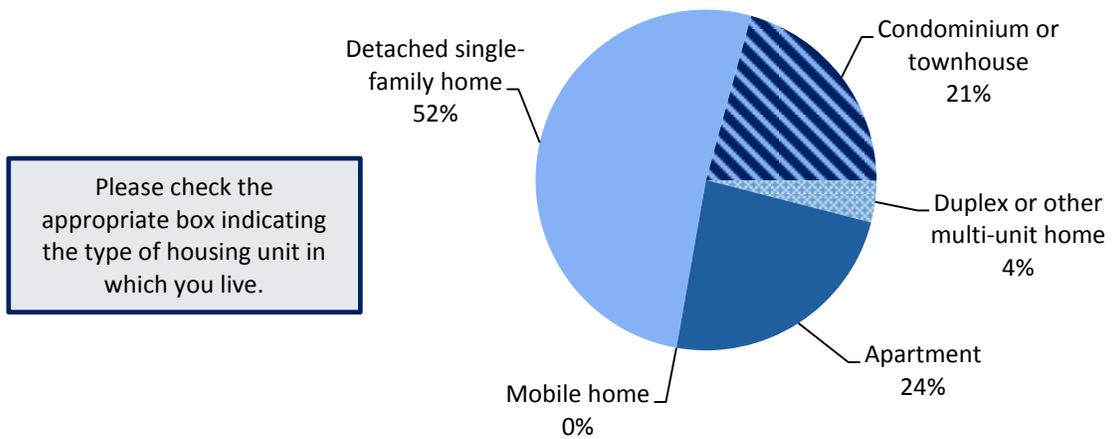


Figure 47: Housing Unit Tenure

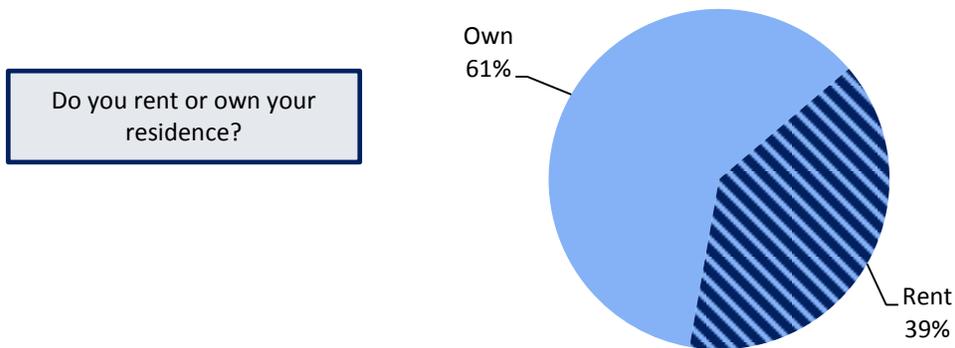


Figure 48: Respondent Gender

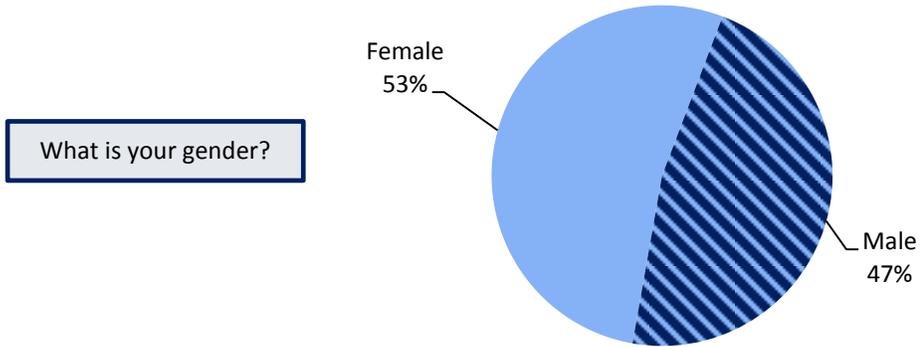


Figure 49: Number of People in Household

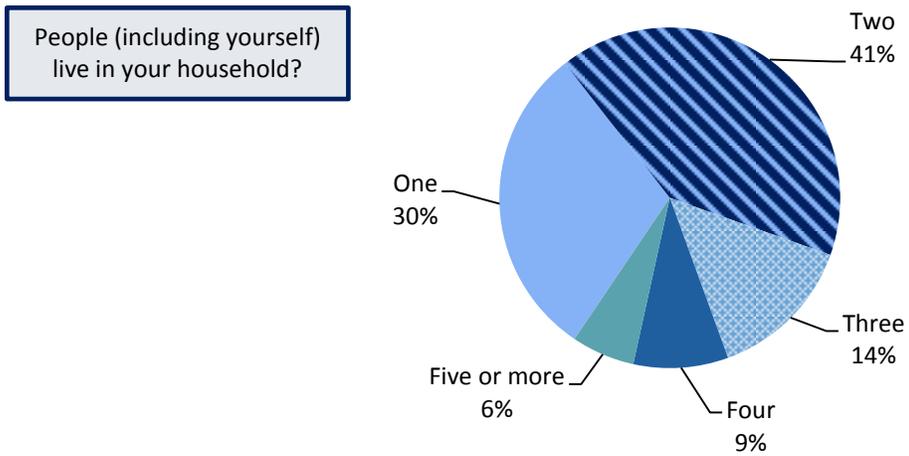


Figure 50: Presence of Children Age 17 Years and Under

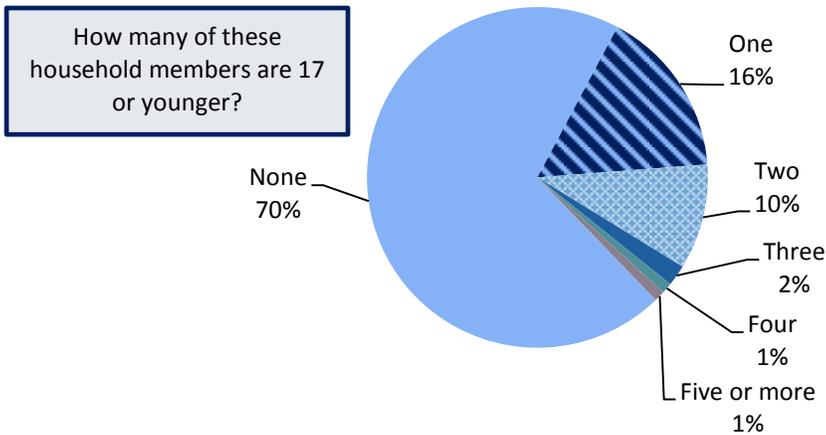


Figure 51: Household Income

About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2012?	Percent of respondents
Less than \$15,000	7%
\$15,000 to \$24,999	10%
\$25,000 to \$34,999	12%
\$35,000 to \$49,999	15%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	15%
\$100,000 to \$124,999	9%
\$125,000 to \$249,999	11%
\$250,000 to \$499,999	2%
\$500,000 or more	0%

Figure 52: Respondent Education

What is the highest level of education you have completed?

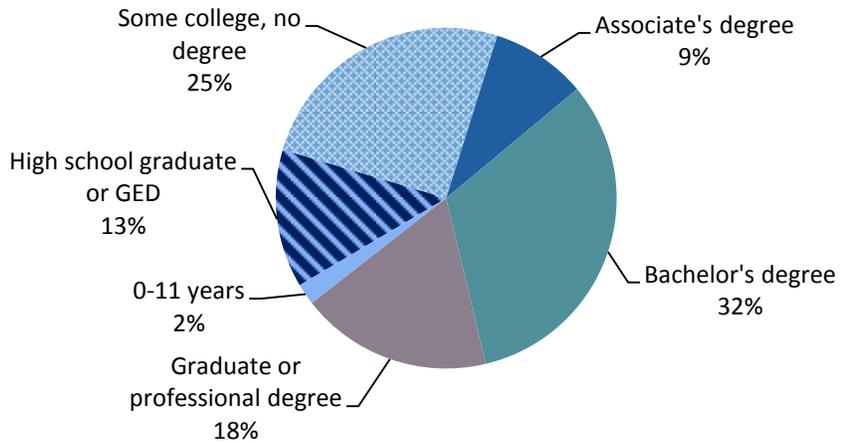


Figure 53: Respondent Age

What is your age?

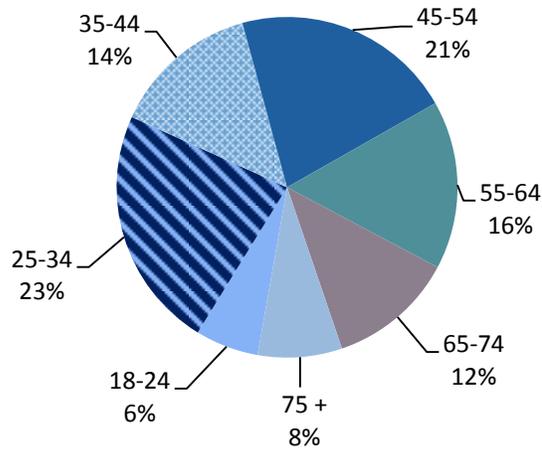


Figure 54: Respondent Ethnicity

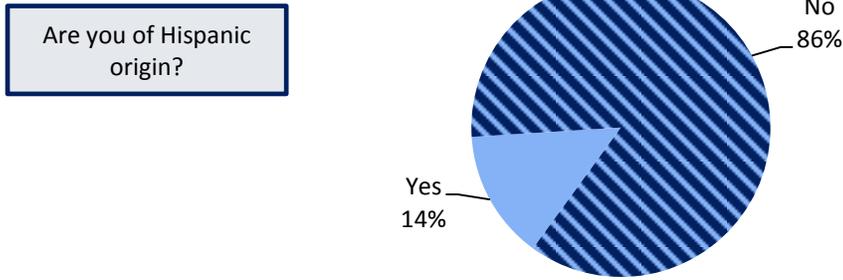


Figure 55: Respondent Race

What is your race/ethnicity? (Mark one or more categories to indicate what race you consider yourself to be.)	Percent of respondents
White/Caucasian	89%
Black or African American	3%
Asian or Pacific Islander	5%
American Indian, Eskimo or Aleut	2%
Other	7%

Total may exceed 100% as respondents could select more than one answer.

Figure 56: Ward of Respondent

Ward:	Percent of respondents
1	19%
2	17%
3	22%
4	24%
5	18%
Total	100%

Appendix B: Responses to Survey Questions

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Table 1: Question 1

Please rate each of the following aspects of quality of life in Lakewood:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	36%	57%	6%	1%	0%	100%
Your neighborhood as a place to live	36%	49%	12%	3%	0%	100%
Lakewood as a place to raise children	33%	52%	13%	2%	1%	100%
Lakewood as a place to work	27%	49%	20%	3%	1%	100%
Lakewood as a place to retire	25%	45%	24%	5%	2%	100%

Table 2: Question 2

Which of the following best describes what you like most about living in Lakewood?	Percent of respondents
Sense of community/hometown feel	30%
Location	85%
Neighborhoods	39%
Schools	23%
Overall image/reputation of Lakewood	27%
Parks and recreation	60%
Friends and family	35%
Cost of living	28%
Safety of community	49%
Community history/heritage	17%

Total may exceed 100% as respondents could select more than one answer.

Table 3: Question 3

Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item.	Essential	Very important	Somewhat important	Not at all important	Total
Overall appearance and cleanliness	31%	58%	11%	0%	100%
Building new amenities around light rail	14%	35%	37%	15%	100%
Variety of housing options	15%	35%	38%	13%	100%
The City taking an active role with business attraction/retention	20%	42%	32%	6%	100%
The City taking an active role in redevelopment	19%	41%	31%	9%	100%
Crime prevention	62%	31%	6%	0%	100%
Expanding programs for youth and older adults	21%	39%	33%	7%	100%
Quality of overall natural environment in Lakewood	34%	48%	16%	2%	100%
Reducing traffic congestion on city streets	25%	41%	30%	4%	100%
Planning and land use	23%	46%	28%	3%	100%
Infrastructure (streets, sidewalks)	28%	47%	22%	3%	100%

Table 4: Question 3 (Most important)

Most important	Percent of respondents
Overall appearance and cleanliness	9%
Building new amenities around light rail	6%
Variety of housing options	4%
The City taking an active role with business attraction/retention	6%
The City taking an active role in redevelopment	5%
Crime prevention	35%
Expanding programs for youth and older adults	3%
Quality of overall natural environment in Lakewood	13%
Reducing traffic congestion on city streets	8%
Planning and land use	6%
Infrastructure (streets, sidewalks)	5%
Total	100%

Table 5: 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	Total
Condition of City streets	10%	55%	26%	8%	1%	100%
Condition of state highways (Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.)	9%	53%	27%	9%	3%	100%
Ease of car travel in the City	10%	54%	26%	9%	1%	100%
Ease of public transit in the City	12%	41%	31%	10%	5%	100%
Ease of travel by foot in the City	7%	42%	36%	11%	3%	100%
Ease of bicycle travel in the City	11%	42%	33%	11%	4%	100%

Table 6: Question 5

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
Snow removal	20%	54%	16%	7%	2%	100%
Street repair/condition	6%	49%	31%	11%	2%	100%
Street cleaning	11%	57%	26%	4%	1%	100%
Enforcing traffic laws	9%	54%	29%	7%	2%	100%
City code enforcement (weeds, junk cars, trash, etc.)	5%	43%	33%	14%	5%	100%
Maintenance of existing City parks, open space and trails	21%	61%	15%	2%	1%	100%
Recreation programs (swim lessons, fitness, youth sports, etc.)	20%	56%	21%	2%	1%	100%
Recreation facilities (recreation centers, athletic fields, etc.)	21%	55%	21%	3%	1%	100%
Police services	21%	57%	17%	3%	2%	100%
City videos (YouTube, KLTV 8)	7%	41%	47%	3%	2%	100%
Municipal court	9%	44%	39%	7%	1%	100%
Building permits/inspections	7%	42%	40%	6%	6%	100%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	12%	50%	33%	3%	2%	100%
Programs for older adults	9%	50%	33%	7%	1%	100%
Programs for low-income persons	10%	36%	40%	11%	3%	100%
Programs for people with special needs	13%	38%	37%	9%	4%	100%
Programs for homeless people	10%	29%	39%	13%	8%	100%
City's Website www.Lakewood.org	12%	48%	34%	4%	2%	100%
Looking At Lakewood (City newsletter)	12%	53%	31%	3%	1%	100%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	20%	58%	21%	1%	0%	100%

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
Planning/land use	5%	43%	41%	7%	4%	100%
Overall quality of service delivery	6%	59%	31%	2%	1%	100%

Table 7: Question 6

Have you visited, telephoned or emailed any Lakewood City government office within the last 12 months?	Percent of respondents
Yes	31%
No	69%
Total	100%

Table 8: Question 7

What was your impression of the employee(s) of the City of Lakewood in your most recent contact? (Rate each characteristic below.):	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Knowledge	28%	46%	17%	6%	4%	100%
Responsiveness	29%	42%	16%	6%	7%	100%
Courtesy	36%	41%	15%	5%	4%	100%
Overall impression	30%	41%	16%	7%	6%	100%

Table 9: Question 8

Please rate the following categories of Lakewood government performance:	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Overall confidence in the representation I receive from my Council members	8%	36%	42%	9%	5%	100%
Overall confidence in the representation I receive from the Mayor	10%	41%	36%	6%	6%	100%
Overall confidence in how the City Manager manages City operations	8%	42%	39%	7%	5%	100%
The job City Council representatives do at generally acting in the best interest of the community at large	6%	42%	38%	7%	7%	100%
Supporting the quality of life in Lakewood	11%	52%	29%	4%	4%	100%
Working through priority issues facing the City	7%	44%	38%	6%	5%	100%
The value of services for the sales and property taxes paid	7%	39%	38%	11%	4%	100%
The overall direction the City is taking	10%	51%	29%	6%	3%	100%
Informing residents about City issues	10%	42%	32%	10%	5%	100%
The job Lakewood government does at welcoming citizen involvement	9%	39%	36%	9%	6%	100%
Overall Lakewood City government performance	8%	48%	35%	5%	4%	100%

Table 10: Question 9

How frequently do you use each of the following as a source of information about Lakewood?	Frequently	Occasionally	At least once a year	Never	Total
Denver Post/Your Hub	25%	26%	8%	41%	100%
Friends/Neighbors	27%	41%	9%	22%	100%
City Council Ward meetings	1%	9%	9%	81%	100%
KLTV Channel 8 City videos (KLTV8 & YouTube)	4%	15%	12%	69%	100%
Television news	35%	39%	7%	19%	100%
Looking at Lakewood (mailed newsletter)	33%	37%	7%	24%	100%
Lakewood Sentinel	20%	27%	9%	45%	100%
www.Lakewood.org	9%	26%	16%	48%	100%
City of Lakewood e-newsletters (Friday Report, Neighborhood Watch, etc.)	6%	16%	11%	67%	100%
Social media (Facebook, Twitter)	5%	9%	7%	79%	100%
Bravo (magazine for events at the Lakewood Cultural Center)	10%	17%	13%	60%	100%
Community Connection (Lakewood recreation guide)	11%	23%	16%	50%	100%
In-person at a Lakewood facility	7%	22%	19%	52%	100%

Table 11: Question 10

Please rate the following aspects of the City of Lakewood Website. Circle the number that best represents your opinion.	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Current information	17%	55%	24%	2%	2%	100%
Appearance	19%	51%	25%	3%	1%	100%
Online services offered	14%	53%	29%	3%	1%	100%
Ease of navigation	14%	45%	30%	9%	3%	100%
Search function	12%	42%	34%	8%	3%	100%

Table 12: Question 11

How likely or unlikely would you be to do each of the following online at www.Lakewood.org ?	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Pay water/sewer bills	25%	15%	9%	50%	100%
Submit a permit application (for business, construction and building)	19%	21%	12%	48%	100%
Pay a court fine/fee	30%	25%	10%	35%	100%
Reserve a shelter/facility	25%	24%	12%	40%	100%
Purchase passes for recreation centers	30%	29%	11%	30%	100%
Register for a recreation class	31%	29%	12%	27%	100%
Purchase tickets for a cultural event	29%	33%	12%	25%	100%

Table 13: Question 12

How often do you watch city videos (council meetings, Mayor’s show, City Scene News, etc.)?	Never	Daily	Weekly	Monthly	Less than once a month	At least once a year	Total
on Comcast Channel 8 (KLTv8)	67%	1%	4%	4%	10%	14%	100%
Online at www.Lakewood.org	71%	0%	2%	4%	9%	14%	100%
on YouTube	77%	1%	1%	4%	6%	12%	100%

Table 14: Question 13

How valuable, if at all, do you feel it is to have the following local government and community programming available for viewing on cable television?	Very valuable	Valuable	Somewhat valuable	Not valuable	Total
Local community news	20%	30%	32%	18%	100%
City Council meetings	14%	28%	36%	22%	100%
Mayor's Spotlight show	10%	23%	42%	25%	100%

Table 15: Question 14

If local KLTv8 Channel 8 programs such as City Council meetings, Mayor's Show, City Scene News, etc. were available on-demand from Comcast television would anyone in your household watch them?	Percent of respondents
Yes	24%
No	76%
Total	100%

Table 16: Question 15

Rate each category that the City might want to consider during the franchise renewal process with Comcast.	Strong interest	Moderate interest	Mild interest	No interest	Total
Customer service	45%	21%	10%	24%	100%

Rate each category that the City might want to consider during the franchise renewal process with Comcast.	Strong interest	Moderate interest	Mild interest	No interest	Total
Signal quality	43%	20%	11%	26%	100%
Basic package with fewer channels and lower cost	43%	19%	12%	26%	100%
Governmental/educational programming	21%	29%	22%	28%	100%
Wait time for hookup or changes in service	23%	29%	20%	28%	100%
Achieving and maintaining a state of the art cable system	31%	28%	15%	26%	100%
Fiber optic networks (connections/equipment for the City, schools, etc.)	35%	25%	14%	26%	100%

Table 17: Question 16

Please indicate your current use of the following City of Lakewood programs, services and facilities.	Yes, I utilize this service	I didn't know this service was available	I do not need this service for myself or my family	Total
Child care services	3%	10%	87%	100%
Older adult programs	9%	16%	75%	100%
Transportation for elderly or disabled	5%	13%	82%	100%
Services for disabled	4%	12%	84%	100%
Rooney Road Household Hazardous Waste Recycling Center	28%	34%	38%	100%
1068 Quail Street Recycling Facility	28%	41%	31%	100%

Table 18: Question 17

Please indicate your household's current participation in each of the following.	We participate regularly	We didn't know this was available	We don't choose to participate at this time	Total
A Lakewood cultural event (play, concert, performance, art exhibit, historical demonstration, etc.)	31%	19%	50%	100%
A Lakewood recreation program	33%	12%	54%	100%
A Lakewood recreation center	39%	11%	50%	100%
William F. Hayden Park on Green Mountain	34%	19%	47%	100%
Bear Creek Lake Park on Green Mountain	46%	12%	42%	100%
Lakewood's Heritage Center	31%	16%	53%	100%
The Clements Community Center	14%	24%	62%	100%
Ray Ross Park	11%	32%	57%	100%
Surfside Park	10%	34%	55%	100%
A Lakewood community garden	8%	36%	55%	100%
A Lakewood neighborhood park	59%	14%	27%	100%

Table 19: Question 18

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	66%
Somewhat support	29%
Somewhat oppose	2%
Strongly oppose	2%
Total	100%

Table 20: Question 19

How likely or unlikely would you be to participate in an annual community event where you could drop off large items curbside (refrigerators, couches, etc...)?	Percent of respondents
Very likely	39%
Somewhat likely	42%
Somewhat unlikely	8%
Very unlikely	11%
Total	100%

Table 21: Question 20

In the last 12 months, how often did you visit the 1068 Quail Street recycling drop off center?	Percent of respondents
Never	72%
Less than once a month	12%
About once a month	10%
At least every other week	5%
Pretty much every week	1%
Total	100%

Table 22: Question 21

Do you currently subscribe to curbside recycling?	Percent of respondents
Yes	34%
No	66%
Total	100%

Table 23: Question 22

To what extent do you support or oppose each of the following statements:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Curbside recycling should be a standard option in residential trash service	71%	23%	4%	3%	100%
The current trash and recycling services meet all of our household needs	41%	38%	13%	7%	100%
I am interested in a lower cost trash option for households that do not generate a lot of trash	57%	33%	6%	3%	100%
The City should investigate strategies for increasing recycling	65%	29%	3%	3%	100%

Table 24: Question 23

To what degree, if at all, do you believe that each of the following is a concern in Lakewood?	Not at all a concern	Minor concern	Moderate concern	Major concern	Total
Too many trucks on the street collecting garbage	55%	25%	12%	8%	100%
Noise from trucks collecting garbage	49%	30%	14%	7%	100%
Air pollution from trucks collecting garbage	34%	33%	23%	10%	100%
Safety of trucks collecting garbage	41%	30%	19%	11%	100%
Garbage cans on streets on multiple days of the week	43%	27%	20%	10%	100%
Damage to streets caused by trucks collecting garbage	39%	27%	22%	12%	100%
Other (please specify)	56%	11%	9%	25%	100%

Table 25: Question 24

How well does the Lakewood Police Department deal with each of the following issues?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
Prevention of crime	25%	54%	17%	3%	1%	100%
Response to calls for service	31%	51%	15%	3%	1%	100%
Reducing citizens' fear of crime	21%	44%	27%	5%	1%	100%
Obtaining support from the community	18%	47%	28%	5%	1%	100%
Delivering a full range of law enforcement and	23%	48%	25%	4%	0%	100%

How well does the Lakewood Police Department deal with each of the following issues?	Very good	Good	Neither good nor bad	Bad	Very bad	Total
other services						
Explaining crime prevention techniques to citizens	18%	36%	33%	10%	3%	100%
Working with other agencies to improve the quality of life in Lakewood	22%	41%	30%	5%	2%	100%
Working with citizens groups to resolve local problems	20%	43%	28%	6%	3%	100%
Preventing social disorder	20%	48%	25%	5%	2%	100%
Working with special populations (e.g. elderly, handicapped, juveniles, etc.)	22%	34%	36%	7%	1%	100%
Apprehending criminals	22%	48%	23%	4%	2%	100%
Traffic enforcement	19%	47%	26%	5%	3%	100%

Table 26: Question 25

Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total
In your home	67%	27%	5%	1%	100%
In your neighborhood during the day	68%	28%	3%	0%	100%
Walking alone in your neighborhood after dark	34%	38%	19%	9%	100%
In Lakewood's commercial area during the day	59%	35%	5%	1%	100%
In Lakewood's commercial area after dark	24%	45%	23%	8%	100%

Table 27: Question D1

How long have you lived in Lakewood?	Percent of respondents
Six months or less	5%
1-5 years	28%
6-10 years	18%
11-20 years	15%
More than 20 years	33%
Total	100%

Table 28: Question D2

Do you work outside the home?	Percent of respondents
No, not currently employed for pay	25%
No, work for pay from home	6%
Yes, work for pay outside the home	69%
Total	100%

Table 29: Question D3

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.)	Percent of respondents
Arvada	4%
Aurora	4%
Boulder	1%
Broomfield	2%
Denver	38%
Englewood	3%
Golden	7%
Other	6%
Littleton	4%
Louisville	0%
Northglenn	0%
Thornton	0%
Westminster	0%
Wheat Ridge	5%
Lakewood	25%
Total	100%

Table 30: Question D4

What category best describes your job?	Percent of respondents
Retail/sales	8%
Service/restaurant/delivery	11%
Manufacturing/production/high-tech	9%
Office (professional, business, administrative support)	37%
Medical/dental	11%
Construction/trades/laborer	9%
Education	4%
Government	5%
Other	5%
Total	100%

Table 31: Question D5

If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?	Percent of respondents
5-mile radius	14%
10-mile radius	16%
Denver metro area	26%
Front Range	5%
Statewide	9%
Other	30%
Total	100%

Table 32: Question D6

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents
Detached single-family home	52%
Condominium or townhouse	21%
Duplex or other multi-unit home	4%
Apartment	24%
Mobile home	0%
Total	100%

Table 33: Question D7

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

Table 34: Question D8

What is your gender?	Percent of respondents
Female	53%
Male	47%
Total	100%

Table 35: Question D9

People (including yourself) live in your household?	Percent of respondents
One	30%
Two	41%
Three	14%
Four	9%
Five or more	6%
Total	100%

Table 36: Question D10

Children age 17 years and under	Percent of respondents
None	70%
One	16%
Two	10%
Three	2%
Four	1%
Five or more	1%
Total	100%

Table 37: Question D11

About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2012?	Percent of respondents
Less than \$15,000	7%
\$15,000 to \$24,999	10%
\$25,000 to \$34,999	12%
\$35,000 to \$49,999	15%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	15%
\$100,000 to \$124,999	9%
\$125,000 to \$249,999	11%
\$250,000 to \$499,999	2%
\$500,000 or more	0%
Total	100%

Table 38: Question D12

What is the highest level of education you have completed?	Percent of respondents
0-11 years	2%
High school graduate or GED	13%
Some college, no degree	25%
Associate's degree	9%
Bachelor's degree	32%
Graduate or professional degree	18%
Total	100%

Table 39: Question D13

What is your age?	Percent of respondents
18-24	6%
25-34	23%
35-44	14%
45-54	21%
55-64	16%
65-74	12%
75 +	8%
Total	100%

Table 40: Question D14

Are you of Hispanic origin?	Percent of respondents
Yes	14%
No	86%
Total	100%

Table 41: Question D15

What is your race/ethnicity?	Percent of respondents
White/Caucasian	89%
Black or African American	3%
Asian or Pacific Islander	5%
American Indian, Eskimo or Aleut	2%
Other	7%

Total may exceed 100% as respondents could select more than one answer.

Table 42: Ward of Respondent

Ward:	Percent of respondents
1	19%
2	17%
3	22%
4	24%
5	18%
Total	100%

Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 43: Question 1

Please rate each of the following aspects of quality of life in Lakewood:	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	36%	N=327	56%	N=511	6%	N=54	1%	N=8	0%	N=4	0%	N=2	100%	N=906
Your neighborhood as a place to live	36%	N=325	49%	N=441	12%	N=111	3%	N=25	0%	N=3	0%	N=1	100%	N=905
Lakewood as a place to raise children	27%	N=247	42%	N=382	10%	N=94	1%	N=13	1%	N=5	18%	N=160	100%	N=901
Lakewood as a place to work	21%	N=187	38%	N=333	16%	N=139	2%	N=22	1%	N=7	22%	N=197	100%	N=883
Lakewood as a place to retire	19%	N=173	35%	N=317	19%	N=168	4%	N=33	1%	N=13	22%	N=200	100%	N=904

Table 44: Question 2

Which of the following best describes what you like most about living in Lakewood?	Percent of respondents	Number
Sense of community/hometown feel	30%	N=269
Location	85%	N=754
Neighborhoods	39%	N=345
Schools	23%	N=204
Overall image/reputation of Lakewood	27%	N=238
Parks and recreation	60%	N=539
Friends and family	35%	N=316
Cost of living	28%	N=251
Safety of community	49%	N=435
Community history/heritage	17%	N=155

Total may exceed 100% as respondents could select more than one answer.

Table 45: Question 3

Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Overall appearance and cleanliness	31%	N=277	57%	N=509	11%	N=93	0%	N=1	1%	N=5	100%	N=886
Building new amenities around light rail	13%	N=117	34%	N=297	35%	N=311	14%	N=123	4%	N=31	100%	N=879
Variety of housing options	14%	N=125	34%	N=293	37%	N=321	12%	N=106	3%	N=27	100%	N=871
The City taking an active role with business attraction/retention	19%	N=165	40%	N=350	30%	N=267	6%	N=52	6%	N=49	100%	N=882
The City taking an active role in redevelopment	18%	N=161	40%	N=348	30%	N=263	9%	N=79	3%	N=28	100%	N=878
Crime prevention	62%	N=537	31%	N=270	6%	N=51	0%	N=3	1%	N=7	100%	N=868
Expanding programs for youth and older adults	20%	N=176	38%	N=333	31%	N=277	7%	N=58	4%	N=40	100%	N=884
Quality of overall natural environment in Lakewood	33%	N=293	47%	N=415	16%	N=140	2%	N=16	2%	N=14	100%	N=878
Reducing traffic congestion on city streets	25%	N=219	41%	N=365	30%	N=264	4%	N=34	1%	N=7	100%	N=889
Planning and land use	22%	N=196	45%	N=396	27%	N=236	3%	N=27	3%	N=26	100%	N=881
Infrastructure (streets, sidewalks)	28%	N=248	47%	N=415	21%	N=190	3%	N=25	1%	N=6	100%	N=883

Table 46: Question 3 (Most important)

Most important	Percent of respondents	Number
Overall appearance and cleanliness	9%	N=64
Building new amenities around light rail	6%	N=38
Variety of housing options	4%	N=27
The City taking an active role with business attraction/retention	6%	N=42
The City taking an active role in redevelopment	5%	N=34
Crime prevention	35%	N=237
Expanding programs for youth and older adults	3%	N=23
Quality of overall natural environment in Lakewood	13%	N=86
Reducing traffic congestion on city streets	8%	N=52
Planning and land use	6%	N=39
Infrastructure (streets, sidewalks)	5%	N=37
Total	100%	N=680

Table 47: 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		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Condition of City streets	10%	N=89	54%	N=473	26%	N=225	7%	N=65	1%	N=12	1%	N=6	100%	N=870
Condition of state highways (Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.)	8%	N=76	52%	N=469	26%	N=236	9%	N=82	3%	N=27	1%	N=9	100%	N=899
Ease of car travel in the City	10%	N=92	53%	N=479	26%	N=230	8%	N=76	1%	N=9	2%	N=15	100%	N=901
Ease of public transit in the City	9%	N=78	30%	N=266	23%	N=202	7%	N=65	4%	N=32	28%	N=253	100%	N=897
Ease of travel by foot in the City	6%	N=54	37%	N=335	32%	N=284	10%	N=90	3%	N=26	12%	N=107	100%	N=897
Ease of bicycle travel in the City	8%	N=72	31%	N=278	24%	N=218	8%	N=70	3%	N=24	26%	N=238	100%	N=900

Table 48: Question 5

How do you rate the quality of each of the following Lakewood City services?	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal	20%	N=179	53%	N=480	16%	N=140	7%	N=62	2%	N=21	2%	N=16	100%	N=898
Street repair/condition	6%	N=57	48%	N=427	31%	N=273	11%	N=97	2%	N=21	2%	N=17	100%	N=893
Street cleaning	11%	N=98	55%	N=492	26%	N=230	4%	N=35	1%	N=13	3%	N=28	100%	N=897
Enforcing traffic laws	8%	N=68	46%	N=410	25%	N=221	6%	N=51	2%	N=15	14%	N=122	100%	N=888
City code enforcement (weeds, junk cars, trash, etc.)	4%	N=39	35%	N=314	27%	N=242	11%	N=100	4%	N=39	17%	N=150	100%	N=885
Maintenance of existing City parks, open space and trails	20%	N=176	57%	N=514	14%	N=126	2%	N=19	1%	N=7	6%	N=52	100%	N=893
Recreation programs (swim lessons, fitness, youth sports, etc.)	14%	N=123	38%	N=340	14%	N=124	1%	N=12	0%	N=4	33%	N=297	100%	N=900
Recreation facilities (recreation centers, athletic fields, etc.)	15%	N=138	41%	N=367	15%	N=137	2%	N=17	0%	N=4	26%	N=231	100%	N=894
Police services	18%	N=165	50%	N=446	14%	N=130	2%	N=22	2%	N=15	13%	N=121	100%	N=899
City videos (YouTube, KLTv 8)	3%	N=24	15%	N=135	17%	N=154	1%	N=9	1%	N=6	63%	N=562	100%	N=891
Municipal court	4%	N=35	19%	N=171	17%	N=153	3%	N=27	1%	N=4	56%	N=504	100%	N=894
Building permits/inspections	3%	N=29	20%	N=175	19%	N=166	3%	N=26	3%	N=24	53%	N=466	100%	N=885
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	6%	N=51	23%	N=210	15%	N=137	1%	N=11	1%	N=9	53%	N=478	100%	N=896
Programs for older adults	4%	N=35	21%	N=190	14%	N=123	3%	N=25	1%	N=5	58%	N=518	100%	N=896
Programs for low-income persons	3%	N=28	12%	N=106	13%	N=118	4%	N=32	1%	N=10	67%	N=599	100%	N=892
Programs for people with special needs	4%	N=37	12%	N=108	12%	N=105	3%	N=24	1%	N=10	68%	N=610	100%	N=894
Programs for homeless people	3%	N=25	8%	N=71	11%	N=95	4%	N=32	2%	N=20	73%	N=644	100%	N=886
City's Website www.Lakewood.org	7%	N=60	28%	N=246	20%	N=174	2%	N=19	1%	N=10	43%	N=376	100%	N=883
Looking At Lakewood (City newsletter)	9%	N=81	40%	N=351	23%	N=206	3%	N=22	1%	N=8	24%	N=213	100%	N=880
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	13%	N=119	39%	N=349	15%	N=129	1%	N=6	0%	N=1	32%	N=288	100%	N=893

How do you rate the quality of each of the following Lakewood City services?	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Planning/land use	3%	N=31	30%	N=263	28%	N=249	5%	N=41	3%	N=24	32%	N=282	100%	N=890
Overall quality of service delivery	5%	N=40	45%	N=402	24%	N=212	2%	N=15	1%	N=9	24%	N=211	100%	N=890

Table 49: Question 6

Have you visited, telephoned or emailed any Lakewood City government office within the last 12 months?	Percent of respondents	Number
Yes	31%	N=281
No	69%	N=615
Total	100%	N=896

Table 50: Question 7

What was your impression of the employee(s) of the City of Lakewood in your most recent contact? (Rate each characteristic below.):	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge	27%	N=77	44%	N=126	16%	N=46	6%	N=16	4%	N=12	4%	N=11	100%	N=287
Responsiveness	29%	N=82	41%	N=118	15%	N=44	6%	N=16	7%	N=20	2%	N=5	100%	N=286
Courtesy	35%	N=99	40%	N=114	14%	N=41	5%	N=13	4%	N=12	2%	N=6	100%	N=285
Overall impression	29%	N=83	40%	N=114	16%	N=46	7%	N=21	6%	N=16	2%	N=7	100%	N=286

Table 51: Question 8

Please rate the following categories of Lakewood government performance:	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Overall confidence in the representation I receive from my Council members	5%	N=43	23%	N=199	27%	N=233	6%	N=50	3%	N=30	37%	N=321	100%	N=876
Overall confidence in the representation I receive from the Mayor	7%	N=57	26%	N=226	23%	N=198	4%	N=34	4%	N=34	37%	N=319	100%	N=867
Overall confidence in how the City Manager manages City operations	5%	N=44	27%	N=238	26%	N=223	4%	N=38	3%	N=27	34%	N=300	100%	N=869
The job City Council representatives do at generally acting in the best interest of the community at large	4%	N=33	27%	N=237	25%	N=215	4%	N=37	4%	N=37	36%	N=310	100%	N=870
Supporting the quality of life in Lakewood	8%	N=71	39%	N=336	21%	N=186	3%	N=26	3%	N=25	26%	N=227	100%	N=869
Working through priority issues facing the City	4%	N=36	26%	N=226	23%	N=199	4%	N=32	3%	N=25	40%	N=339	100%	N=857
The value of services for the sales and property taxes paid	5%	N=43	28%	N=239	27%	N=235	8%	N=69	3%	N=27	30%	N=258	100%	N=870
The overall direction the City is taking	8%	N=68	39%	N=332	22%	N=188	5%	N=39	3%	N=22	24%	N=207	100%	N=856
Informing residents about City issues	8%	N=70	33%	N=285	25%	N=218	8%	N=71	4%	N=31	22%	N=193	100%	N=868
The job Lakewood government does at welcoming citizen involvement	6%	N=52	25%	N=218	24%	N=205	6%	N=51	4%	N=36	35%	N=303	100%	N=865
Overall Lakewood City government performance	6%	N=51	38%	N=323	28%	N=238	4%	N=32	3%	N=27	21%	N=184	100%	N=855

Table 52: Question 9

How frequently do you use each of the following as a source of information about Lakewood?	Frequently		Occasionally		At least once a year		Never		Total	
	%	N	%	N	%	N	%	N	%	N
Denver Post/Your Hub	25%	N=219	26%	N=226	8%	N=72	41%	N=365	100%	N=882
Friends/Neighbors	27%	N=238	41%	N=360	9%	N=80	22%	N=190	100%	N=869
City Council Ward meetings	1%	N=12	9%	N=78	9%	N=79	81%	N=706	100%	N=876
KLTV Channel 8 City videos (KLTv8 & YouTube)	4%	N=34	15%	N=132	12%	N=101	69%	N=599	100%	N=866
Television news	35%	N=307	39%	N=339	7%	N=62	19%	N=167	100%	N=874
Looking at Lakewood (mailed newsletter)	33%	N=289	37%	N=323	7%	N=59	24%	N=210	100%	N=880
Lakewood Sentinel	20%	N=173	27%	N=234	9%	N=81	45%	N=391	100%	N=879
www.Lakewood.org	9%	N=76	26%	N=223	16%	N=140	48%	N=413	100%	N=852
City of Lakewood e-newsletters (Friday Report, Neighborhood Watch, etc.)	6%	N=56	16%	N=136	11%	N=95	67%	N=585	100%	N=873
Social media (Facebook, Twitter)	5%	N=45	9%	N=76	7%	N=60	79%	N=692	100%	N=873
Bravo (magazine for events at the Lakewood Cultural Center)	10%	N=88	17%	N=146	13%	N=113	60%	N=526	100%	N=872
Community Connection (Lakewood recreation guide)	11%	N=99	23%	N=199	16%	N=141	50%	N=432	100%	N=871
In-person at a Lakewood facility	7%	N=60	22%	N=192	19%	N=165	52%	N=460	100%	N=877

Table 53: Question 10

Please rate the following aspects of the City of Lakewood Website. Circle the number that best represents your opinion.	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Current information	8%	N=74	26%	N=231	12%	N=104	1%	N=7	1%	N=7	52%	N=455	100%	N=878
Appearance	10%	N=83	25%	N=219	13%	N=109	1%	N=12	0%	N=4	51%	N=441	100%	N=868
Online services offered	6%	N=55	24%	N=212	13%	N=116	1%	N=13	0%	N=3	54%	N=471	100%	N=870
Ease of navigation	6%	N=56	21%	N=186	14%	N=124	4%	N=35	1%	N=12	52%	N=453	100%	N=868
Search function	5%	N=46	18%	N=159	15%	N=129	4%	N=31	1%	N=12	56%	N=486	100%	N=864

Table 54: Question 11

How likely or unlikely would you be to do each of the following online at www.Lakewood.org ?	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
	%	N	%	N	%	N	%	N	%	N
Pay water/sewer bills	25%	N=219	15%	N=134	9%	N=82	50%	N=435	100%	N=869
Submit a permit application (for business, construction and building)	19%	N=161	21%	N=185	12%	N=102	48%	N=421	100%	N=868
Pay a court fine/fee	30%	N=265	25%	N=217	10%	N=87	35%	N=308	100%	N=877
Reserve a shelter/facility	25%	N=213	24%	N=210	12%	N=101	40%	N=345	100%	N=869
Purchase passes for recreation centers	30%	N=261	29%	N=255	11%	N=101	30%	N=261	100%	N=878
Register for a recreation class	31%	N=275	29%	N=257	12%	N=104	27%	N=238	100%	N=875
Purchase tickets for a cultural event	29%	N=255	33%	N=289	12%	N=109	25%	N=220	100%	N=874

Table 55: Question 12

How often do you watch city videos (council meetings, Mayor’s show, City Scene News, etc.)?	Never		Daily		Weekly		Monthly		Less than once a month		At least once a year		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
on Comcast Channel 8 (KLTv8)	67%	N=592	1%	N=8	4%	N=33	4%	N=35	10%	N=91	14%	N=124	100%	N=882
Online at www.Lakewood.org	71%	N=618	0%	N=1	2%	N=14	4%	N=38	9%	N=78	14%	N=125	100%	N=874
on YouTube	77%	N=671	1%	N=6	1%	N=4	4%	N=32	6%	N=55	12%	N=109	100%	N=876

Table 56: Question 13

How valuable, if at all, do you feel it is to have the following local government and community programming available for viewing on cable television?	Very valuable		Valuable		Somewhat valuable		Not valuable		Total	
	%	N	%	N	%	N	%	N	%	N
Local community news	20%	N=174	30%	N=267	32%	N=279	18%	N=160	100%	N=880
City Council meetings	14%	N=126	28%	N=245	36%	N=312	22%	N=192	100%	N=875
Mayor's Spotlight show	10%	N=88	23%	N=199	42%	N=369	25%	N=218	100%	N=874

Table 57: Question 14

If local KLTv8 Channel 8 programs such as City Council meetings, Mayor's Show, City Scene News, etc. were available on-demand from Comcast television would anyone in your household watch them?	Percent of respondents	Number
Yes	15%	N=128
No	47%	N=417
Don't know	38%	N=335
Total	100%	N=880

Table 58: Question 15

Rate each category that the City might want to consider during the franchise renewal process with Comcast.	Strong interest		Moderate interest		Mild interest		No interest		Total	
Customer service	45%	N=372	21%	N=177	10%	N=82	24%	N=204	100%	N=835
Signal quality	43%	N=352	20%	N=168	11%	N=90	26%	N=211	100%	N=822
Basic package with fewer channels and lower cost	43%	N=363	19%	N=155	12%	N=99	26%	N=220	100%	N=837
Governmental/educational programming	21%	N=171	29%	N=238	22%	N=184	28%	N=231	100%	N=824
Wait time for hookup or changes in service	23%	N=188	29%	N=239	20%	N=163	28%	N=235	100%	N=826
Achieving and maintaining a state of the art cable system	31%	N=255	28%	N=230	15%	N=126	26%	N=215	100%	N=827
Fiber optic networks (connections/equipment for the City, schools, etc.)	35%	N=291	25%	N=204	14%	N=117	26%	N=211	100%	N=823

Table 59: Question 16

Please indicate your current use of the following City of Lakewood programs, services and facilities.	Yes, I utilize this service		I didn't know this service was available		I do not need this service for myself or my family		Total	
Child care services	3%	N=29	10%	N=87	87%	N=774	100%	N=890
Older adult programs	9%	N=82	16%	N=143	75%	N=658	100%	N=883
Transportation for elderly or disabled	5%	N=43	13%	N=118	82%	N=726	100%	N=887
Services for disabled	4%	N=32	12%	N=107	84%	N=733	100%	N=872
Rooney Road Household Hazardous Waste Recycling Center	28%	N=251	34%	N=297	38%	N=337	100%	N=885
1068 Quail Street Recycling Facility	28%	N=244	41%	N=363	31%	N=279	100%	N=886

Table 60: Question 17

Please indicate your household's current participation in each of the following.	We participate regularly		We didn't know this was available		We don't choose to participate at this time		Total	
	%	N	%	N	%	N	%	N
A Lakewood cultural event (play, concert, performance, art exhibit, historical demonstration, etc.)	31%	N=267	19%	N=166	50%	N=434	100%	N=867
A Lakewood recreation program	33%	N=283	12%	N=105	54%	N=465	100%	N=854
A Lakewood recreation center	39%	N=335	11%	N=98	50%	N=433	100%	N=865
William F. Hayden Park on Green Mountain	34%	N=293	19%	N=163	47%	N=403	100%	N=859
Bear Creek Lake Park on Green Mountain	46%	N=400	12%	N=108	42%	N=361	100%	N=870
Lakewood's Heritage Center	31%	N=266	16%	N=143	53%	N=457	100%	N=866
The Clements Community Center	14%	N=117	24%	N=209	62%	N=539	100%	N=866
Ray Ross Park	11%	N=96	32%	N=280	57%	N=490	100%	N=866
Surfside Park	10%	N=90	34%	N=295	55%	N=479	100%	N=863
A Lakewood community garden	8%	N=72	36%	N=317	55%	N=481	100%	N=870
A Lakewood neighborhood park	59%	N=520	14%	N=123	27%	N=237	100%	N=881

Table 61: Question 18

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	Number
Strongly support	64%	N=571
Somewhat support	28%	N=254
Somewhat oppose	2%	N=18
Strongly oppose	2%	N=20
Don't know	4%	N=32
Total	100%	N=896

Table 62: Question 19

How likely or unlikely would you be to participate in an annual community event where you could drop off large items curbside (refrigerators, couches, etc...)?	Percent of respondents	Number
Very likely	37%	N=331
Somewhat likely	40%	N=361
Somewhat unlikely	7%	N=67
Very unlikely	10%	N=90
Don't know	5%	N=48
Total	100%	N=897

Table 63: Question 20

In the last 12 months, how often did you visit the 1068 Quail Street recycling drop off center?	Percent of respondents	Number
Never	67%	N=603
Less than once a month	11%	N=103
About once a month	9%	N=83
At least every other week	4%	N=40
Pretty much every week	1%	N=12
Don't know	7%	N=61
Total	100%	N=902

Table 64: Question 21

Do you currently subscribe to curbside recycling?	Percent of respondents	Number
Yes	34%	N=304
No	66%	N=587
Total	100%	N=891

Table 65: Question 22

To what extent do you support or oppose each of the following statements:	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Curbside recycling should be a standard option in residential trash service	66%	N=588	21%	N=187	3%	N=30	3%	N=23	7%	N=58	100%	N=886
The current trash and recycling services meet all of our household needs	36%	N=309	33%	N=281	12%	N=100	6%	N=55	14%	N=119	100%	N=864
I am interested in a lower cost trash option for households that do not generate a lot of trash	48%	N=415	28%	N=243	5%	N=46	3%	N=24	16%	N=139	100%	N=868
The City should investigate strategies for increasing recycling	59%	N=513	26%	N=229	3%	N=26	3%	N=27	9%	N=77	100%	N=872

Table 66: Question 23

To what degree, if at all, do you believe that each of the following is a concern in Lakewood?	Not at all a concern		Minor concern		Moderate concern		Major concern		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Too many trucks on the street collecting garbage	50%	N=446	23%	N=206	11%	N=100	7%	N=62	9%	N=79	100%	N=893
Noise from trucks collecting garbage	46%	N=403	28%	N=250	13%	N=114	7%	N=60	6%	N=57	100%	N=885
Air pollution from trucks collecting garbage	31%	N=278	31%	N=272	21%	N=191	10%	N=86	7%	N=62	100%	N=889
Safety of trucks collecting garbage	38%	N=332	27%	N=243	18%	N=155	10%	N=88	7%	N=66	100%	N=884
Garbage cans on streets on multiple days of the week	40%	N=356	25%	N=224	19%	N=170	10%	N=85	6%	N=53	100%	N=888
Damage to streets caused by trucks collecting garbage	35%	N=312	24%	N=215	20%	N=176	11%	N=97	10%	N=86	100%	N=886
Other (please specify)	29%	N=88	6%	N=17	5%	N=14	13%	N=39	47%	N=139	100%	N=297

Table 67: Question 24

How well does the Lakewood Police Department deal with each of the following issues?	Very good		Good		Neither good nor bad		Bad		Very bad		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Prevention of crime	20%	N=177	43%	N=382	14%	N=121	3%	N=25	1%	N=8	20%	N=177	100%	N=890
Response to calls for service	21%	N=188	35%	N=309	10%	N=89	2%	N=21	0%	N=4	31%	N=280	100%	N=890
Reducing citizens' fear of crime	16%	N=142	33%	N=293	20%	N=180	4%	N=36	1%	N=10	26%	N=229	100%	N=889
Obtaining support from the community	12%	N=108	31%	N=277	18%	N=161	3%	N=30	1%	N=8	34%	N=297	100%	N=882
Delivering a full range of law enforcement and other services	16%	N=140	33%	N=291	17%	N=151	3%	N=26	0%	N=3	31%	N=277	100%	N=887
Explaining crime prevention techniques to citizens	11%	N=96	22%	N=190	20%	N=176	6%	N=51	2%	N=17	40%	N=349	100%	N=879
Working with other agencies to improve the quality of life in Lakewood	11%	N=101	21%	N=184	15%	N=135	3%	N=25	1%	N=8	49%	N=437	100%	N=889
Working with citizens groups to resolve local problems	10%	N=89	22%	N=193	14%	N=127	3%	N=29	1%	N=12	49%	N=436	100%	N=885
Preventing social disorder	12%	N=105	28%	N=251	15%	N=131	3%	N=24	1%	N=8	41%	N=365	100%	N=885
Working with special populations (e.g. elderly, handicapped, juveniles, etc.)	10%	N=85	15%	N=130	15%	N=136	3%	N=27	1%	N=5	57%	N=501	100%	N=883
Apprehending criminals	13%	N=117	29%	N=253	14%	N=120	3%	N=23	1%	N=10	41%	N=359	100%	N=881
Traffic enforcement	15%	N=129	37%	N=327	21%	N=183	4%	N=37	2%	N=19	21%	N=183	100%	N=879

Table 68: Question 25

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your home	67%	N=599	27%	N=242	5%	N=44	1%	N=9	0%	N=2	100%	N=896
In your neighborhood during the day	68%	N=607	28%	N=252	3%	N=28	0%	N=3	0%	N=2	100%	N=893
Walking alone in your neighborhood after dark	32%	N=287	37%	N=327	18%	N=162	9%	N=78	4%	N=36	100%	N=891
In Lakewood's commercial area during the day	57%	N=513	34%	N=305	5%	N=41	1%	N=8	3%	N=26	100%	N=893
In Lakewood's commercial area after dark	22%	N=194	41%	N=366	21%	N=188	7%	N=65	9%	N=80	100%	N=893

Table 69: Question D1

How long have you lived in Lakewood?	Percent of respondents	Number
Six months or less	5%	N=45
1-5 years	28%	N=254
6-10 years	18%	N=165
11-20 years	15%	N=137
More than 20 years	33%	N=300
Total	100%	N=901

Table 70: Question D2

Do you work outside the home?	Percent of respondents	Number
No, not currently employed for pay	25%	N=219
No, work for pay from home	6%	N=50
Yes, work for pay outside the home	69%	N=607
Total	100%	N=876

Table 71: Question D3

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.)	Percent of respondents	Number
Arvada	4%	N=26
Aurora	4%	N=23
Boulder	1%	N=4
Broomfield	2%	N=9
Denver	38%	N=229
Englewood	3%	N=19
Golden	7%	N=42
Littleton	4%	N=26
Louisville	0%	N=0
Northglenn	0%	N=1
Thornton	0%	N=3
Westminster	0%	N=2
Wheat Ridge	5%	N=32
Lakewood	25%	N=153
Other	6%	N=36
Total	100%	N=607

Table 72: Question D4

What category best describes your job?	Percent of respondents	Number
Retail/sales	8%	N=56
Service/restaurant/delivery	11%	N=75
Manufacturing/production/high-tech	9%	N=61
Office (professional, business, administrative support)	37%	N=242
Medical/dental	11%	N=75
Construction/trades/laborer	9%	N=59
Education	4%	N=24
Government	5%	N=33
Other	5%	N=34
Total	100%	N=659

Table 73: Question D5

If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?	Percent of respondents	Number
5-mile radius	14%	N=39
10-mile radius	16%	N=42
Denver metro area	26%	N=71
Front Range	5%	N=14
Statewide	9%	N=23
Other	30%	N=80
Total	100%	N=269

Table 74: Question D6

Please check the appropriate box indicating the type of housing unit in which you live.	Percent of respondents	Number
Detached single-family home	52%	N=464
Condominium or townhouse	21%	N=185
Duplex or other multi-unit home	4%	N=33
Apartment	24%	N=215
Mobile home	0%	N=2
Total	100%	N=900

Table 75: Question D7

Do you rent or own your residence?	Percent of respondents	Number
Own	61%	N=544
Rent	39%	N=355
Total	100%	N=899

Table 76: Question D8

What is your gender?	Percent of respondents	Number
Female	53%	N=479
Male	47%	N=420
Total	100%	N=900

Table 77: Question D9

People (including yourself) live in your household?	Percent of respondents	Number
One	30%	N=270
Two	41%	N=369
Three	14%	N=126
Four	9%	N=83
Five or more	6%	N=50
Total	100%	N=897

Table 78: Question D10

Children age 17 years and under	Percent of respondents	Number
None	70%	N=609
One	16%	N=137
Two	10%	N=84
Three	2%	N=19
Four	1%	N=9
Five or more	1%	N=7
Total	100%	N=865

Table 79: Question D11

About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2012?	Percent of respondents	Number
Less than \$15,000	7%	N=63
\$15,000 to \$24,999	10%	N=87
\$25,000 to \$34,999	12%	N=100
\$35,000 to \$49,999	15%	N=124
\$50,000 to \$74,999	20%	N=170
\$75,000 to \$99,999	15%	N=125
\$100,000 to \$124,999	9%	N=76
\$125,000 to \$249,999	11%	N=89
\$250,000 to \$499,999	2%	N=14
\$500,000 or more	0%	N=0
Total	100%	N=849

Table 80: Question D12

What is the highest level of education you have completed?	Percent of respondents	Number
0-11 years	2%	N=20
High school graduate or GED	13%	N=119
Some college, no degree	25%	N=224
Associate's degree	9%	N=80
Bachelor's degree	32%	N=291
Graduate or professional degree	18%	N=164
Total	100%	N=897

Table 81: Question D13

What is your age?	Percent of respondents	Number
18-24	6%	N=55
25-34	23%	N=204
35-44	14%	N=128
45-54	21%	N=186
55-64	16%	N=140
65-74	12%	N=104
75 +	8%	N=75
Total	100%	N=893

Table 82: Question D14

Are you of Hispanic origin?	Percent of respondents	Number
Yes	14%	N=118
No	86%	N=745
Total	100%	N=863

Table 83: Question D15

What is your race/ethnicity?	Percent of respondents	Number
White/Caucasian	89%	N=769
Black or African American	3%	N=27
Asian or Pacific Islander	5%	N=42
American Indian, Eskimo or Aleut	2%	N=21
Other	7%	N=58

Total may exceed 100% as respondents could select more than one answer.

Table 84: Ward of Respondent

Ward:	Percent of respondents	Number
1	19%	N=177
2	17%	N=153
3	22%	N=202
4	24%	N=217
5	18%	N=169
Total	100%	N=917

Appendix C: Verbatim Responses to Open-ended Survey Questions

Following are verbatim responses to the open-ended question on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammatical or other mistakes. Within each question the responses are in alphabetical order.

Question 23: To what degree, if at all, do you believe that each of the following is a concern in Lakewood?

Other

- A Lakewood sponsored trash pickup service
- Air pollution from automobiles
- Animals getting into garbage
- Barking dogs
- Barrels should take in by owner after collection
- Bigger recycle bins
- City collect instead of all private
- City Council, King Murphy & Queen Hodgson are just looking for one more thing to regulate for citizens!
- City PD service encourages cleanliness
- Congestion
- Convert trucks to clean burning fuel
- Cost
- Cost of service
- Cost of trash collection
- Dirty trucks
- Don't trash Lakewood
- Dwellings w/ too many people
- Ease of recycling
- East of Sheridan is covered in trash.
- Extra charge for recycle
- I don't think we can ever really achieve a consensus on day of the week etc. Really need greater curb side effort for recyclables.
- I live in co hoa. Part of hoa
- I think it's ridiculous to have multiple trash companies
- I trash co, Pd. For is Lakewood so there is no excuse not to pick up your trash!
- If general contract for city local company not waste mgmt. (mob, ties)
- It makes sense to have various neighborhoods all use a common services in order to address above issues
- Its studio & ruins the neighborhood 5 days a week
- Limited plastics
- Lines on the road need to be painted in many areas
- loss of EDS to WM
- Man whole covers to low
- Model program like Boulder, biodegradable, glass/plastic/alum/steel, paper and trash, plus lower cost for recycling (charge more for people who don't)
- Most people hardly put out any trash! need option for low trash use also need education programs for recycling & compost.
- Multiple families in singleton boxes
- Need a new system

- No less freq. Service then once a week
- Noise @ ray ross park @
- None
- Not enough publicity/info about recycling programs
- Not interested in city trash sys
- Properly registered & legal employees
- Racing backwards.
- Recycling weekly & trash every other week except spring due to yard work
- Rezoning open space
- Safety
- Screeching tires & breaks of trucks
- Sewer line
- Should have one service for each neighborhood
- Snow removal plowing & allowed to refreeze in front of driveways.
- Street light crossing longer
- Street sweepers-dust.
- The city should not regulate trash
- They do a good job!
- Time they arrive
- Too expensive for household with not a cat at breeding
- Too many days of the week by of different companies
- Too many trucks too many days of the week
- Too much god.
- Too much government
- Trash & junk, peeling paint
- Trash cans & garbage blows around neighborhood
- Trash left on streets
- Truck companies are responsible!
- Truck damage to street surfaces
- Waste mgmt. fee outrageous they are in Europe buying out all they can monopoly! Charge gas monopoly
- Waste of fuel resources
- We are commercial not resident
- We have 5 diff. Trash companies
- We have private services
- Wind blowing garbage
- Windblown recycling
- Would be nice if neighborhoods used one trash company

Question D3: If you travel to a specific workplace, in what city do you work?

Other

- Adams county
- Airport
- All
- All over
- All over
- All over
- All over
- Black hawk
- Black hawk
- Brighton
- Castle rock
- Castle rock
- Centennial
- Centennial
- Centennial
- Centennial
- Central city
- Central city
- Central city
- Central city
- Cherry hills
- Cnty
- Commerce city
- Conifer
- Edgewater
- Edgewater
- Evergreen
- Evergreen
- Ft. Collins
- Greenwood valley
- Greenwood VI
- Greenwood village
- Greenwood village
- Greenwood village
- Greenwood
village/highlands
ranch
- Highlands
- Highlands ranch
- Jefferson county wide
- Lakewood
- Lakewood
- Lakewood
- Lakewood
- Longmont
- N/A Retired
- Parker
- Parker
- Retired
- Retired
- Retired
- Retired
- Sheridan
- Unincorporated jeffco
- Unincorporated
Adams co

Question D4: What category best describes your job?

Other

- Airline
- Attorney
- Aviation
- Bakery and deli Inc.
- Business owner
- Business Owner
- Cashier
- Civil Service
- Commercial Real Estate Appraisal Review
- Conductor
- Consultant
- Consulting
- Consulting
- Consulting engineer
- County govt.
- CPR instructor / COO / CEO
- Cultural arts
- Denver public school para professional or teacher's aid
- Disability
- distribution
- Dog groomer
- Ebay
- Education
- Enforcement/regulation
- Engineer / telecommuter
- Engineering
- Entertainment
- Entertainment
- Executive
- Fed center
- Fed gov't
- Finance
- Financial
- Financial inst.
- Gov.
- Government
- Government (Federal)
- Government Research
- government, professional
- Gov't
- Gov't
- Gov't
- Gov't
- Green
- Grounds
- Health care
- Health services
- Health home provider
- Home health
- Homeless families case manager
- House cleaning
- Information Technology Project Planning
- IT
- IT
- IT
- Janitor
- Law enforcement
- Law enforcement
- Legal
- Legal
- Management
- Marketing agency
- Miner
- Music teacher
- Musician
- Nanny occasionally
- Nonprofit, education
- Non-profit
- Non-profit
- Non-profit
- Non-profit
- Outside sales
- Personal services
- Pet
- Postal delivery
- Professor
- project management
- Public servicer
- Rail road
- Real estate mgmt.
- Realtor
- Recreation
- Rental properties
- Research lab
- Restoration
- Retired
- Security
- Social service
- Social Services/Education
- Social work
- Social work
- Social work at hospice
- Software development
- Special district
- State govt.
- Student
- Sub-contractor
- Teacher
- Technical
- Transportation
- transportation
- Truck driver
- Utility worker
- Wholesale
- Work for city of Arvada
- Youth sports

Appendix D: Benchmark Comparisons

Understanding the Benchmark Comparisons

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. 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 “very good.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police 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.

While benchmarks help set the basis for evaluation, 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.

Comparison Data

NRC has designed 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.^{1,2} The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC’s 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 any teen household, bring pride and a sense of accomplishment.

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 and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

¹ 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.

² 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.

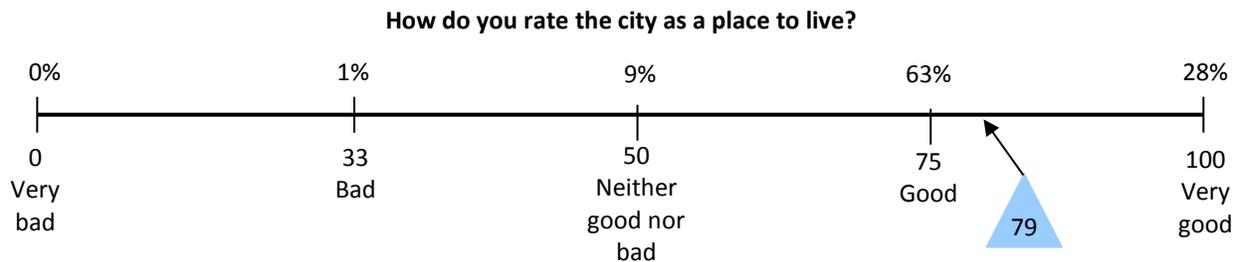
Putting Evaluations onto the 100-point Scale

Although responses to many of the evaluative questions were made on a five-point scale with 1 representing the best rating and 5 the worst, the benchmarks are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus two points based on all respondents.

The 100-point scale is not a percent. It is a conversion of responses to an average rating. Each response option is assigned a value that is used in calculating the average score. For example, “very good”=100, “good”=75, “neither good nor bad”=50, “bad”=25 and “very bad”=0. If everyone reported “very good,” then the average rating would be 100 on the 100-point scale. Likewise, if all respondents gave a “very bad,” the result would be 0 on the 100-point scale. If half the respondents gave a score of “very good” and half gave a score of “very bad,” the average would be in the middle of the scale (like the center post of a teeter totter) or equivalent to “neither good nor bad.” An example of how to convert survey frequencies into an average rating appears on the next page.

Example of Converting Responses to the 100-point Scale

Taking all things into consideration, how would you rate your overall quality of life in Lakewood?						
Response option	Total with “don’t know”	Step1: Remove the percent of “don’t know” responses	Total without “don’t know”	Step 2: Assign scale values	Step 3: Multiply the percent by the scale value	Step 4: Sum to calculate the average rating
Very good	28%	=28/(100-0)=	28%	100	=28% x 100 =	28
Good	62%	=62/(100-0)=	62%	75	=62% x 75 =	46
Neither good nor bad	9%	=9/(100-0)=	9%	50	=9% x 50 =	5
Bad	1%	=1/(100-0)=	1%	25	=1% x 25 =	0
Very bad	0%	=0/(100-0)=	0%	0	=0% x 0 =	0
Don’t know	0%		--			
Total	100%		100%			79



Interpreting the Results

Average ratings are compared when questions similar to those asked in the Lakewood survey are included in NRC’s database, and there are at least five communities in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is Lakewood’s rating on the 100-point scale. The second column is the rank assigned to Lakewood’s rating among jurisdictions where a similar question was asked. The third column is the number of jurisdictions that asked a similar question. The fourth column shows the comparison of Lakewood’s average rating (column one) to the benchmark.

Where comparisons for quality ratings were available, the City of Lakewood's results were noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent residents reporting having had contact with a City employee.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). 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," "below," "more" or "less" if the difference between Lakewood's rating and the benchmark is greater than but less than twice the margin of error; and "much above," "much below," "much more" or "much less" if the difference between Lakewood's rating and the benchmark is more than twice the margin of error. Data for a number of items on the survey is not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

National Benchmarks

Table 85: Overall Quality of Life Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	82	127	375	Much above
Your neighborhood as a place to live	79	124	254	Similar
Lakewood as a place to raise children	79	164	312	Similar
Lakewood as a place to work	74	67	286	Much above
Lakewood as a place to retire	71	114	300	Above

Table 86: Aspects of Transportation

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Condition of City streets	66	19	52	Much above
Ease of car travel in the City	66	124	251	Similar
Ease of public transit in the City	61	24	48	Above
Ease of travel by foot in the City	60	163	245	Much below
Ease of bicycle travel in the City	61	108	252	Above

Table 87: Feelings of Safety Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
In your home	87	4	6	Much above
In your neighborhood during the day	88	167	289	Similar
Walking alone in your neighborhood after dark	65	17	28	Similar
In Lakewood's commercial area during the day	84	150	248	Similar
In Lakewood's commercial area after dark	62	154	251	Below

Table 88: Services Provided by the City Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Snow removal	71	72	249	Much above
Street repair/condition	61	121	360	Much above
Street cleaning	68	103	243	Above
Enforcing traffic laws	65	183	313	Similar
City code enforcement (weeds, junk cars, trash, etc.)	57	144	305	Similar
Recreation programs (swim lessons, fitness, youth sports, etc.)	73	140	272	Similar
Recreation facilities (recreation centers, athletic fields, etc.)	73	106	235	Similar
Police services	73	252	355	Below
City videos (YouTube, KLTV 8)	62	16	25	Below
Municipal court	63	117	171	Below
Building permits/inspections	59	5	13	Above
Programs for older adults	65	165	254	Below
Programs for low-income persons	59	66	213	Above
Programs for people with special needs	62	5	9	Below
Programs for homeless people	55	Not available	Not available	Not available
City's Website www.Lakewood.org	66	40	64	Similar
Looking At Lakewood (City newsletter)	68	25	29	Much below
Planning/land use	60	82	245	Much above
Overall quality of service delivery	67	251	351	Much below

Table 89: Lakewood Government Performance Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The job City Council representatives do at generally acting in the best interest of the community at large	59	8	12	Below
The value of services for the sales and property taxes paid	58	195	334	Similar
The overall direction the City is taking	65	105	278	Much above
The job Lakewood government does at welcoming citizen involvement	59	132	262	Similar
Overall Lakewood City government performance	63	9	15	Below

Table 90: Contact with City Employee(s) Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Have you visited, telephoned or emailed any Lakewood City government office within the last 12 months?	31	241	248	Much less

Table 91: Perceptions of City Employees (Among Those Who Had Contact) Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Knowledge	72	251	273	Much below
Responsiveness	70	238	273	Much below
Courtesy	75	188	231	Much below
Overall impression	70	255	310	Much below

Table 92: Aspects of City Website Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Current information	71	Not available	Not available	Not available
Appearance	71	Not available	Not available	Not available
Online services offered	69	Not available	Not available	Not available
Ease of navigation	64	2	5	Similar
Search function	63	Not available	Not available	Not available

Table 93: Ratings of Lakewood Police Department Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Prevention of crime	74	80	293	Much above

Front Range Benchmarks

Table 94: Overall Quality of Life Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	82	13	32	Above
Your neighborhood as a place to live	79	15	26	Similar
Lakewood as a place to raise children	79	14	27	Similar
Lakewood as a place to work	74	6	28	Much above
Lakewood as a place to retire	71	9	28	Above

Table 95: Aspects of Transportation

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Condition of City streets	66	Not available	Not available	Not available
Ease of car travel in the City	66	13	24	Similar
Ease of public transit in the City	61	4	7	Much below
Ease of travel by foot in the City	60	19	22	Much below
Ease of bicycle travel in the City	61	15	23	Much below

Table 96: Feelings of Safety Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
In your home	87	Not available	Not available	Not available
In your neighborhood during the day	88	12	19	Below
Walking alone in your neighborhood after dark	65	Not available	Not available	Not available
In Lakewood's commercial area during the day	84	9	16	Similar
In Lakewood's commercial area after dark	62	11	16	Much below

Table 97: Services Provided by the City Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Snow removal	71	4	29	Much above
Street repair/condition	61	8	28	Much above
Street cleaning	68	8	20	Above
Enforcing traffic laws	65	16	26	Similar
City code enforcement (weeds, junk cars, trash, etc.)	57	9	26	Similar
Recreation programs (swim lessons, fitness, youth sports, etc.)	73	15	22	Below
Recreation facilities (recreation centers, athletic fields, etc.)	73	13	18	Much below
Police services	73	17	26	Similar
City videos (YouTube, KLTV 8)	62	Not available	Not available	Not available
Municipal court	63	14	22	Below
Building permits/inspections	59	2	5	Similar
Programs for older adults	65	10	17	Below
Programs for low-income persons	59	4	15	Much above
Programs for people with special needs	62	Not available	Not available	Not available
Programs for homeless people	55	Not available	Not available	Not available
City's Website www.Lakewood.org	66	6	8	Below
Looking At Lakewood (City newsletter)	68	Not available	Not available	Not available
Planning/land use	60	5	20	Above
Overall quality of service delivery	67	21	27	Much below

Table 98: Lakewood Government Performance Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
The job City Council representatives do at generally acting in the best interest of the community at large	59	4	6	Below
The value of services for the sales and property taxes paid	58	15	22	Similar
The overall direction the City is taking	65	9	25	Above
The job Lakewood government does at welcoming citizen involvement	59	13	22	Similar
Overall Lakewood City government performance	63	Not available	Not available	Not available

Table 99: Contact with City Employee(s) Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Have you visited, telephoned or emailed any Lakewood City government office within the last 12 months?	31	17	18	Much less

Table 100: Perceptions of City Employees (Among Those Who Had Contact) Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Knowledge	72	24	27	Much below
Responsiveness	70	20	23	Much below
Courtesy	75	13	16	Much below
Overall impression	70	23	28	Much below

Table 101: Ratings of Lakewood Police Department Benchmarks

	City of Lakewood average rating	Rank	Number of jurisdictions for comparison	Comparison to benchmark
Prevention of crime	74	5	20	Much above

Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National benchmark comparisons provided for the City of Lakewood followed by the 2010 population according to the U.S. Census. At the end of this section are listed the jurisdictions included in the Front Range benchmark comparisons.

National Benchmark Comparison

Valdez, AK.....	3,976	El Cerrito, CA.....	23,549
Auburn, AL.....	53,380	Elk Grove, CA.....	153,015
Dothan, AL.....	65,496	Fremont, CA.....	214,089
Gulf Shores, AL.....	9,741	Galt, CA.....	23,647
Tuskegee, AL.....	9,865	Laguna Beach, CA.....	22,723
Vestavia Hills, AL.....	34,033	Laguna Hills, CA.....	30,344
Fayetteville, AR.....	73,580	Livermore, CA.....	80,968
Fort Smith, AR.....	86,209	Lodi, CA.....	62,134
Little Rock, AR.....	193,524	Long Beach, CA.....	462,257
Casa Grande, AZ.....	48,571	Marin County, CA.....	252,409
Chandler, AZ.....	236,123	Menlo Park, CA.....	32,026
Cococino County, AZ.....	134,421	Mission Viejo, CA.....	93,305
Dewey-Humboldt, AZ.....	3,894	Monterey, CA.....	27,810
Flagstaff, AZ.....	65,870	Newport Beach, CA.....	85,186
Florence, AZ.....	25,536	Novato, CA.....	51,904
Fountain Hills, AZ.....	22,489	Palm Springs, CA.....	44,552
Goodyear, AZ.....	65,275	Palo Alto, CA.....	64,403
Green Valley, AZ.....	21,391	Pasadena, CA.....	137,122
Kingman, AZ.....	28,068	Richmond, CA.....	103,701
Marana, AZ.....	34,961	San Carlos, CA.....	28,406
Maricopa, AZ.....	43,482	San Diego, CA.....	1,307,402
Maricopa County, AZ.....	3,817,117	San Francisco, CA.....	805,235
Mesa, AZ.....	439,041	San Jose, CA.....	945,942
Nogales, AZ.....	20,837	San Luis Obispo County, CA.....	269,637
Peoria, AZ.....	154,065	San Mateo, CA.....	97,207
Phoenix, AZ.....	1,445,632	San Rafael, CA.....	57,713
Pinal County, AZ.....	375,770	Santa Clarita, CA.....	176,320
Prescott Valley, AZ.....	38,822	Santa Monica, CA.....	89,736
Queen Creek, AZ.....	26,361	Seaside, CA.....	33,025
Sahuarita, AZ.....	25,259	South Lake Tahoe, CA.....	21,403
Scottsdale, AZ.....	217,385	Stockton, CA.....	291,707
Sedona, AZ.....	10,031	Sunnyvale, CA.....	140,081
Surprise, AZ.....	117,517	Temecula, CA.....	100,097
Tempe, AZ.....	161,719	Thousand Oaks, CA.....	126,683
Yuma, AZ.....	93,064	Visalia, CA.....	124,442
Yuma County, AZ.....	195,751	Walnut Creek, CA.....	64,173
Apple Valley, CA.....	69,135	Adams County, CO.....	441,603
Benicia, CA.....	26,997	Arapahoe County, CO.....	572,003
Brea, CA.....	39,282	Archuleta County, CO.....	12,084
Brisbane, CA.....	4,282	Arvada, CO.....	106,433
Burlingame, CA.....	28,806	Aspen, CO.....	6,658
Citrus Heights, CA.....	83,301	Aurora, CO.....	325,078
Concord, CA.....	122,067	Boulder, CO.....	97,385
Coronado, CA.....	18,912	Boulder County, CO.....	294,567
Cupertino, CA.....	58,302	Broomfield, CO.....	55,889
Davis, CA.....	65,622	Castle Rock, CO.....	48,231
Dublin, CA.....	46,036	Centennial, CO.....	100,377

Clear Creek County, CO	9,088	Cape Coral, FL	154,305
Colorado Springs, CO	416,427	Charlotte County, FL	159,978
Commerce City, CO	45,913	Clearwater, FL	107,685
Craig, CO	9,464	Collier County, FL	321,520
Crested Butte, CO	1,487	Cooper City, FL	28,547
Denver, CO	600,158	Dade City, FL	6,437
Douglas County, CO	285,465	Dania Beach, FL	30,183
Eagle County, CO	52,197	Daytona Beach, FL	61,005
Edgewater, CO	5,170	Delray Beach, FL	60,522
El Paso County, CO	622,263	Destin, FL	12,305
Englewood, CO	30,255	Escambia County, FL	297,619
Erie, CO	18,135	Gainesville, FL	124,354
Estes Park, CO	5,858	Hillsborough County, FL	1,229,226
Fort Collins, CO	143,986	Jupiter, FL	55,156
Frisco, CO	2,683	Lee County, FL	618,754
Fruita, CO	12,646	Martin County, FL	146,318
Georgetown, CO	1,034	Miami Beach, FL	87,779
Gilpin County, CO	5,441	North Palm Beach, FL	12,015
Golden, CO	18,867	Oakland Park, FL	41,363
Grand County, CO	14,843	Ocala, FL	56,315
Greeley, CO	92,889	Oviedo, FL	33,342
Gunnison County, CO	15,324	Palm Bay, FL	103,190
Highlands Ranch, CO	96,713	Palm Beach County, FL	1,320,134
Hudson, CO	2,356	Palm Coast, FL	75,180
Jackson County, CO	1,394	Panama City, FL	36,484
Jefferson County, CO	534,543	Pasco County, FL	464,697
Lafayette, CO	24,453	Pinellas County, FL	916,542
Larimer County, CO	299,630	Port Orange, FL	56,048
Littleton, CO	41,737	Port St. Lucie, FL	164,603
Lone Tree, CO	10,218	Sanford, FL	53,570
Longmont, CO	86,270	Sarasota, FL	51,917
Louisville, CO	18,376	St. Cloud, FL	35,183
Loveland, CO	66,859	Titusville, FL	43,761
Mesa County, CO	146,723	Winter Garden, FL	34,568
Montrose, CO	19,132	Albany, GA	77,434
Northglenn, CO	35,789	Alpharetta, GA	57,551
Park County, CO	16,206	Cartersville, GA	19,731
Parker, CO	45,297	Conyers, GA	15,195
Pitkin County, CO	17,148	Decatur, GA	19,335
Pueblo, CO	106,595	McDonough, GA	22,084
Rifle, CO	9,172	Peachtree City, GA	34,364
Salida, CO	5,236	Roswell, GA	88,346
Summit County, CO	27,994	Sandy Springs, GA	93,853
Teller County, CO	23,350	Savannah, GA	136,286
Thornton, CO	118,772	Smyrna, GA	51,271
Vail, CO	5,305	Snellville, GA	18,242
Westminster, CO	106,114	Suwanee, GA	15,355
Wheat Ridge, CO	30,166	Valdosta, GA	54,518
Windsor, CO	18,644	Honolulu, HI	953,207
Coventry, CT	2,990	Altoona, IA	14,541
Hartford, CT	124,775	Ames, IA	58,965
Dover, DE	36,047	Ankeny, IA	45,582
Milford, DE	9,559	Bettendorf, IA	33,217
Rehoboth Beach, DE	1,327	Cedar Falls, IA	39,260
Brevard County, FL	543,376	Cedar Rapids, IA	126,326

Clive, IA	15,447	Roeland Park, KS	6,731
Des Moines, IA	203,433	Shawnee, KS	62,209
Dubuque, IA	57,637	Wichita, KS	382,368
Indianola, IA	14,782	Bowling Green, KY	58,067
Muscatine, IA	22,886	Paducah, KY	25,024
Urbandale, IA	39,463	New Orleans, LA	343,829
West Des Moines, IA	56,609	Andover, MA	8,762
Boise, ID	205,671	Barnstable, MA	45,193
Hailey, ID	7,960	Burlington, MA	24,498
Jerome, ID	10,890	Cambridge, MA	105,162
Meridian, ID	75,092	Needham, MA	28,886
Moscow, ID	23,800	Annapolis, MD	38,394
Pocatello, ID	54,255	Baltimore, MD	620,961
Post Falls, ID	27,574	Baltimore County, MD	805,029
Twin Falls, ID	44,125	Dorchester County, MD	32,618
Batavia, IL	26,045	Gaithersburg, MD	59,933
Bloomington, IL	76,610	La Plata, MD	8,753
Centralia, IL	13,032	Montgomery County, MD	971,777
Collinsville, IL	25,579	Prince George's County, MD	863,420
Crystal Lake, IL	40,743	Rockville, MD	61,209
DeKalb, IL	43,862	Takoma Park, MD	16,715
Elmhurst, IL	44,121	Freeport, ME	1,485
Evanston, IL	74,486	Lewiston, ME	36,592
Freeport, IL	25,638	Saco, ME	18,482
Highland Park, IL	29,763	Scarborough, ME	4,403
Lincolnwood, IL	12,590	South Portland, ME	25,002
Lyons, IL	10,729	Ann Arbor, MI	113,934
Naperville, IL	141,853	Battle Creek, MI	52,347
Normal, IL	52,497	Bloomfield Hills, MI	3,869
Oak Park, IL	51,878	Escanaba, MI	12,616
O'Fallon, IL	28,281	Farmington Hills, MI	79,740
Orland Park, IL	56,767	Flushing, MI	8,389
Palatine, IL	68,557	Gladstone, MI	4,973
Park Ridge, IL	37,480	Holland, MI	33,051
Peoria County, IL	186,494	Howell, MI	9,489
Riverside, IL	8,875	Hudsonville, MI	7,116
Sherman, IL	4,148	Jackson County, MI	160,248
Shorewood, IL	15,615	Kalamazoo, MI	74,262
Skokie, IL	64,784	Kalamazoo County, MI	250,331
Sugar Grove, IL	8,997	Midland, MI	41,863
Wilmington, IL	5,724	Novi, MI	55,224
Brownsburg, IN	21,285	Otsego County, MI	24,164
Fishers, IN	76,794	Petoskey, MI	5,670
Munster, IN	23,603	Port Huron, MI	30,184
Noblesville, IN	51,969	Rochester, MI	12,711
Abilene, KS	6,844	Royal Oak, MI	57,236
Arkansas City, KS	12,415	South Haven, MI	4,403
Fairway, KS	3,882	Albert Lea, MN	18,016
Garden City, KS	26,658	Beltrami County, MN	44,442
Gardner, KS	19,123	Blaine, MN	57,186
Johnson County, KS	544,179	Bloomington, MN	82,893
Lawrence, KS	87,643	Carver County, MN	91,042
Merriam, KS	11,003	Chanhassen, MN	22,952
Mission, KS	9,323	Coon Rapids, MN	61,476
Olathe, KS	125,872	Dakota County, MN	398,552

Duluth, MN	86,265	Wake Forest, NC	30,117
East Grand Forks, MN	8,601	Wilmington, NC.....	106,476
Edina, MN.....	47,941	Winston-Salem, NC.....	229,617
Elk River, MN.....	22,974	Wahpeton, ND	7,766
Fridley, MN.....	27,208	Grand Island, NE.....	48,520
Hutchinson, MN.....	14,178	La Vista, NE.....	15,758
Inver Grove Heights, MN	33,880	Lincoln, NE	258,379
Lakeville, MN.....	55,954	Papillion, NE.....	18,894
Mankato, MN	39,309	Dover, NH	29,987
Maple Grove, MN	61,567	Lebanon, NH.....	13,151
Mayer, MN.....	1,749	Summit, NJ	21,457
Minneapolis, MN	382,578	Albuquerque, NM.....	545,852
New Brighton, MN.....	21,456	Farmington, NM.....	45,877
Olmsted County, MN	144,248	Las Cruces, NM.....	97,618
Savage, MN	26,911	Los Alamos County, NM	17,950
Scott County, MN	129,928	Rio Rancho, NM.....	87,521
Shorewood, MN	7,307	San Juan County, NM	130,044
St. Cloud, MN.....	65,842	Carson City, NV	55,274
St. Louis County, MN	200,226	Henderson, NV	257,729
St. Louis Park, MN	45,250	North Las Vegas, NV	216,961
Washington County, MN.....	238,136	Sparks, NV	90,264
Woodbury, MN	61,961	Washoe County, NV.....	421,407
Blue Springs, MO.....	52,575	Geneva, NY	13,261
Branson, MO	10,520	New York City, NY.....	8,175,133
Cape Girardeau, MO.....	37,941	Ogdensburg, NY	11,128
Clay County, MO.....	221,939	Blue Ash, OH.....	12,114
Clayton, MO.....	15,939	Delaware, OH	34,753
Columbia, MO.....	108,500	Dublin, OH.....	41,751
Ellisville, MO	9,133	Hamilton, OH.....	62,477
Harrisonville, MO	10,019	Hudson, OH.....	22,262
Jefferson City, MO.....	43,079	Kettering, OH	56,163
Lee's Summit, MO.....	91,364	Orange Village, OH.....	3,323
Maryland Heights, MO.....	27,472	Piqua, OH	20,522
Platte City, MO	4,691	Springboro, OH	17,409
Raymore, MO.....	19,206	Sylvania Township, OH	18,965
Richmond Heights, MO	8,603	Upper Arlington, OH.....	33,771
Riverside, MO	2,937	West Carrollton, OH.....	12,692
Rolla, MO	19,559	Westerville, OH	36,120
Wentzville, MO.....	29,070	Broken Arrow, OK	98,850
Billings, MT.....	104,170	Edmond, OK.....	81,405
Bozeman, MT.....	37,280	Norman, OK.....	110,925
Missoula, MT.....	66,788	Oklahoma City, OK.....	579,999
Asheville, NC.....	83,393	Stillwater, OK.....	45,688
Cabarrus County, NC.....	178,011	Tulsa, OK.....	391,906
Cary, NC	135,234	Albany, OR.....	50,158
Chapel Hill, NC	57,233	Ashland, OR	20,078
Charlotte, NC.....	731,424	Bend, OR.....	76,639
Davidson, NC	10,944	Corvallis, OR.....	54,462
High Point, NC.....	104,371	Forest Grove, OR	21,083
Hillsborough, NC.....	6,087	Hermiston, OR.....	16,745
Huntersville, NC	46,773	Jackson County, OR	203,206
Indian Trail, NC	33,518	Keizer, OR.....	36,478
Mecklenburg County, NC.....	919,628	Lake Oswego, OR.....	36,619
Mooresville, NC	32,711	Lane County, OR	351,715
Stallings, NC	13,831	McMinnville, OR	32,187

Medford, OR.....	74,907	Southlake, TX.....	26,575
Portland, OR.....	583,776	Sugar Land, TX.....	78,817
Springfield, OR.....	59,403	Temple, TX.....	66,102
Tualatin, OR.....	26,054	The Woodlands, TX.....	93,847
Umatilla, OR.....	6,906	Tomball, TX.....	10,753
Wilsonville, OR.....	19,509	Watauga, TX.....	23,497
Chambersburg, PA.....	20,268	Westlake, TX.....	992
Cumberland County, PA.....	235,406	Park City, UT.....	7,558
Kennett Square, PA.....	6,072	Provo, UT.....	112,488
Kutztown Borough, PA.....	5,012	Riverdale, UT.....	8,426
Radnor Township, PA.....	30,878	Salt Lake City, UT.....	186,440
State College, PA.....	42,034	Sandy, UT.....	87,461
West Chester, PA.....	18,461	Saratoga Springs, UT.....	17,781
East Providence, RI.....	47,037	Springville, UT.....	29,466
Newport, RI.....	24,672	Washington City, UT.....	18,761
Greer, SC.....	25,515	Albemarle County, VA.....	98,970
Rock Hill, SC.....	66,154	Arlington County, VA.....	207,627
Rapid City, SD.....	67,956	Ashland, VA.....	7,225
Sioux Falls, SD.....	153,888	Botetourt County, VA.....	33,148
Bristol, TN.....	26,702	Charlottesville, VA.....	43,475
Cookeville, TN.....	30,435	Chesapeake, VA.....	222,209
Germantown, TN.....	38,844	Chesterfield County, VA.....	316,236
Johnson City, TN.....	63,152	Fredericksburg, VA.....	24,286
Morristown, TN.....	29,137	Hampton, VA.....	137,436
Nashville, TN.....	601,222	Hanover County, VA.....	99,863
Sevierville, TN.....	14,807	Herndon, VA.....	23,292
White House, TN.....	10,255	James City County, VA.....	67,009
Arlington, TX.....	365,438	Lexington, VA.....	7,042
Austin, TX.....	790,390	Lynchburg, VA.....	75,568
Benbrook, TX.....	21,234	Montgomery County, VA.....	94,392
Bryan, TX.....	76,201	Newport News, VA.....	180,719
Burleson, TX.....	36,690	Norfolk, VA.....	242,803
College Station, TX.....	93,857	Purcellville, VA.....	7,727
Colleyville, TX.....	22,807	Radford, VA.....	16,408
Corpus Christi, TX.....	305,215	Roanoke, VA.....	97,032
Dallas, TX.....	1,197,816	Spotsylvania County, VA.....	122,397
Denton, TX.....	113,383	Virginia Beach, VA.....	437,994
Duncanville, TX.....	38,524	Williamsburg, VA.....	14,068
El Paso, TX.....	649,121	York County, VA.....	65,464
Flower Mound, TX.....	64,669	Montpelier, VT.....	7,855
Fort Worth, TX.....	741,206	Airway Heights, WA.....	6,114
Georgetown, TX.....	47,400	Auburn, WA.....	70,180
Houston, TX.....	2,099,451	Bellevue, WA.....	122,363
Hurst, TX.....	37,337	Clark County, WA.....	425,363
Hutto, TX.....	14,698	Edmonds, WA.....	39,709
La Porte, TX.....	33,800	Federal Way, WA.....	89,306
League City, TX.....	83,560	Gig Harbor, WA.....	7,126
McAllen, TX.....	129,877	Hoquiam, WA.....	8,726
McKinney, TX.....	131,117	Kenmore, WA.....	20,460
New Braunfels, TX.....	57,740	Kirkland, WA.....	48,787
Plano, TX.....	259,841	Lynnwood, WA.....	35,836
Round Rock, TX.....	99,887	Maple Valley, WA.....	22,684
Rowlett, TX.....	56,199	Mountlake Terrace, WA.....	19,909
San Antonio, TX.....	1,327,407	Pasco, WA.....	59,781
San Marcos, TX.....	44,894	Redmond, WA.....	54,144

Renton, WA	90,927
Sammamish, WA.....	45,780
SeaTac, WA.....	26,909
Shoreline, WA.....	53,007
Snoqualmie, WA.....	10,670
Spokane Valley, WA.....	89,755
Tacoma, WA.....	198,397
Vancouver, WA.....	161,791
West Richland, WA	11,811
Woodland, WA.....	5,509
Yakima, WA.....	91,067
Chippewa Falls, WI	13,661
Columbus, WI.....	4,991

De Pere, WI	23,800
Eau Claire, WI	65,883
Madison, WI.....	233,209
Merrill, WI.....	9,661
Oshkosh, WI.....	66,083
Racine, WI	78,860
Wauwatosa, WI	46,396
Wind Point, WI.....	1,723
Casper, WY.....	55,316
Cheyenne, WY.....	59,466
Gillette, WY	29,087

Front Range Benchmark Comparison

Adams County, CO.....	441,603
Arapahoe County, CO.....	572,003
Arvada, CO	106,433
Aurora, CO	325,078
Boulder County, CO	294,567
Boulder, CO	97,385
Broomfield, CO.....	55,889
Castle Pines, CO	10,360
Castle Rock, CO	48,231
Centennial, CO.....	100,377
Commerce City, CO	45,913
Denver, CO	600,158
Douglas County, CO	285,465
Englewood, CO.....	30,255
Erie, CO.....	18,135
Estes Park, CO	5,858
Fort Collins, CO.....	143,986

Greeley, CO.....	92,889
Highlands Ranch, CO	96,713
Jefferson County, CO.....	534,543
Lafayette, CO	24,453
Larimer County, CO.....	299,630
Littleton, CO.....	41,737
Lone Tree, CO.....	10,218
Longmont, CO	86,270
Louisville, CO	18,376
Northglenn, CO.....	35,789
Parker, CO	45,297
Pueblo, CO	106,595
Thornton, CO.....	118,772
Westminster, CO.....	106,114
Wheat Ridge, CO	30,166

Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography

The following appendix compares the key survey responses by the geographic location of households (Ward 1, 2, 3, 4 or 5) as well as respondent demographic characteristics. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

Geographic Crosstabulations

Table 102: Question 1: Quality of Life by Respondent Ward

Please rate each of the following aspects of quality of life in Lakewood: (Percent "very good" or "good")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	95%	85%	92%	97%	93%	93%
Your neighborhood as a place to live	88%	71%	84%	90%	88%	85%
Lakewood as a place to raise children	89%	73%	86%	87%	87%	85%
Lakewood as a place to work	82%	65%	78%	78%	74%	76%
Lakewood as a place to retire	73%	69%	64%	73%	70%	70%

Table 103: Question 3: Important Factors by Respondent Ward

Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item. (Percent "essential" or "very important")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
Overall appearance and cleanliness	88%	91%	90%	85%	93%	89%
Building new amenities around light rail	55%	50%	46%	48%	46%	49%
Variety of housing options	49%	55%	53%	46%	44%	49%
The City taking an active role with business attraction/retention	62%	53%	66%	67%	58%	62%
The City taking an active role in redevelopment	66%	62%	56%	58%	57%	60%
Crime prevention	93%	97%	93%	92%	95%	94%
Expanding programs for youth and older adults	57%	65%	59%	65%	55%	60%
Quality of overall natural environment in Lakewood	80%	84%	80%	81%	88%	82%
Reducing traffic congestion on city streets	58%	63%	68%	68%	74%	66%
Planning and land use	71%	63%	60%	76%	75%	69%
Infrastructure (streets, sidewalks)	75%	72%	74%	78%	78%	76%

Table 104: Question 5: Quality of Services provided by the City of Lakewood by Respondent Ward

How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion. (Percent "very good" or "good")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
Snow removal	81%	71%	68%	80%	72%	75%
Street repair/condition	51%	46%	53%	65%	58%	55%
Street cleaning	75%	61%	64%	70%	68%	68%
Enforcing traffic laws	69%	52%	59%	64%	68%	63%
City code enforcement (weeds, junk cars, trash, etc.)	49%	38%	49%	49%	54%	48%
Maintenance of existing City parks, open space and trails	87%	79%	79%	82%	84%	82%
Recreation programs (swim lessons, fitness, youth sports, etc.)	71%	72%	69%	84%	86%	77%
Recreation facilities (recreation centers, athletic fields, etc.)	73%	74%	68%	80%	85%	76%
Police services	81%	70%	78%	79%	85%	79%
City videos (YouTube, KLTU 8)	51%	34%	44%	56%	52%	48%
Municipal court	62%	47%	52%	50%	51%	53%
Building permits/inspections	49%	48%	47%	51%	47%	49%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	59%	64%	55%	71%	63%	63%
Programs for older adults	59%	65%	52%	64%	58%	59%
Programs for low-income persons	62%	46%	37%	47%	34%	46%
Programs for people with special needs	56%	49%	51%	57%	35%	51%
Programs for homeless people	51%	25%	38%	46%	32%	40%
City's Website www.Lakewood.org	64%	63%	55%	62%	58%	60%
Looking At Lakewood (City newsletter)	68%	66%	61%	68%	60%	65%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	72%	77%	77%	87%	70%	77%
Planning/land use	55%	34%	51%	50%	47%	48%
Overall quality of service delivery	64%	53%	67%	76%	60%	65%

Table 105: Question 8: Government Performance and Public Trust by Respondent Ward

Please rate the following categories of Lakewood government performance: (Percent "very good" or "good")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
Overall confidence in the representation I receive from my Council members	47%	37%	50%	45%	37%	44%
Overall confidence in the representation I receive from the Mayor	57%	48%	55%	54%	41%	52%
Overall confidence in how the City Manager manages City operations	56%	38%	47%	58%	44%	50%
The job City Council representatives do at generally acting in the best interest of the community at large	60%	39%	52%	46%	43%	48%
Supporting the quality of life in Lakewood	73%	55%	65%	64%	56%	63%
Working through priority issues facing the City	57%	49%	50%	53%	43%	51%
The value of services for the sales and property taxes paid	51%	38%	40%	53%	45%	46%
The overall direction the City is taking	64%	55%	65%	66%	54%	62%
Informing residents about City issues	59%	61%	52%	48%	48%	53%
The job Lakewood government does at welcoming citizen involvement	51%	55%	47%	48%	41%	48%
Overall Lakewood City government performance	58%	58%	55%	56%	52%	56%

Table 106: Question 18: Opinion about Investing Resources to Help Sustain the Local Government by Respondent Ward

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 "strongly support" or "somewhat support")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
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.)?	98%	98%	90%	98%	96%	96%

Table 107: Question 25: Perceptions of Safety in Lakewood by Respondent Ward

Please rate how safe or unsafe you feel: (Percent "very safe" or "somewhat safe")	Ward					Overall
	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	
In your home	92%	91%	92%	98%	95%	94%
In your neighborhood during the day	96%	92%	96%	99%	98%	96%
Walking alone in your neighborhood after dark	72%	47%	68%	85%	82%	72%
In Lakewood's commercial area during the day	95%	89%	96%	95%	95%	94%
In Lakewood's commercial area after dark	65%	50%	72%	78%	75%	69%

Demographic Crosstabulations

Table 108: Question 1: Quality of Life by Respondent Demographics

Please rate each of the following aspects of quality of life in Lakewood: (Percent "very good" or "good")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	97%	90%	91%	92%	94%	94%	91%	93%	94%	91%	93%
Your neighborhood as a place to live	84%	84%	86%	87%	80%	86%	81%	82%	85%	86%	85%
Lakewood as a place to raise children	84%	85%	86%	86%	84%	86%	85%	84%	88%	84%	85%
Lakewood as a place to work	79%	74%	76%	74%	79%	76%	78%	76%	75%	76%	76%
Lakewood as a place to retire	63%	72%	74%	70%	69%	72%	67%	65%	64%	78%	70%

Table 109: Question 3: Important Factors by Respondent Demographics

Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item. (Percent "essential" or "very important")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall appearance and cleanliness	90%	91%	87%	90%	89%	89%	93%	88%	93%	88%	89%
Building new amenities around light rail	54%	47%	44%	43%	57%	49%	51%	56%	48%	44%	49%
Variety of housing options	56%	50%	42%	41%	64%	48%	59%	56%	48%	46%	49%
The City taking an active role with business attraction/retention	58%	67%	62%	61%	63%	64%	61%	60%	68%	56%	62%
The City taking an active role in redevelopment	64%	60%	55%	59%	62%	62%	58%	59%	66%	55%	60%
Crime prevention	93%	94%	95%	94%	94%	93%	97%	92%	95%	95%	94%
Expanding programs for youth and older adults	60%	59%	61%	59%	62%	58%	68%	57%	60%	64%	60%
Quality of overall natural environment in	88%	79%	80%	79%	87%	82%	86%	92%	81%	76%	82%

Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item. (Percent "essential" or "very important")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Lakewood											
Reducing traffic congestion on city streets	62%	62%	75%	68%	63%	65%	67%	61%	65%	72%	66%
Planning and land use	63%	72%	73%	72%	65%	70%	69%	64%	72%	71%	69%
Infrastructure (streets, sidewalks)	74%	75%	79%	76%	76%	75%	79%	79%	74%	75%	76%

Table 110: Question 5: Quality of Services provided by the City of Lakewood by Respondent Demographics

How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion. (Percent "very good" or "good")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Snow removal	76%	70%	78%	77%	71%	77%	71%	69%	75%	80%	75%
Street repair/condition	52%	53%	60%	61%	46%	58%	45%	42%	60%	61%	55%
Street cleaning	73%	66%	65%	67%	70%	67%	74%	67%	70%	66%	68%
Enforcing traffic laws	59%	71%	57%	61%	64%	62%	66%	61%	65%	61%	63%
City code enforcement (weeds, junk cars, trash, etc.)	54%	50%	42%	43%	57%	48%	52%	52%	50%	44%	48%
Maintenance of existing City parks, open space and trails	87%	77%	82%	81%	84%	84%	80%	80%	82%	84%	82%
Recreation programs (swim lessons, fitness, youth sports, etc.)	69%	80%	78%	78%	73%	81%	68%	71%	79%	78%	77%
Recreation facilities (recreation centers, athletic fields, etc.)	71%	76%	79%	77%	73%	81%	64%	71%	77%	79%	76%
Police services	79%	78%	79%	79%	78%	83%	71%	77%	79%	80%	79%
City videos (YouTube, KLTV 8)	49%	49%	47%	44%	56%	51%	47%	57%	49%	43%	48%
Municipal court	52%	52%	54%	51%	56%	54%	56%	60%	47%	55%	53%

How do you rate the quality of each of the following Lakewood City services? Circle the number that best represents your opinion. (Percent "very good" or "good")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Building permits/inspections	51%	51%	44%	46%	53%	49%	49%	52%	46%	48%	49%
Community Service Police Programs (School Resource Officers, Neighborhood Watch, Citizen Police Academy)	67%	62%	60%	60%	68%	64%	65%	70%	61%	60%	63%
Programs for older adults	60%	60%	59%	61%	57%	59%	61%	63%	57%	60%	59%
Programs for low-income persons	56%	42%	43%	45%	47%	49%	42%	54%	48%	37%	46%
Programs for people with special needs	49%	54%	49%	51%	51%	51%	54%	66%	50%	42%	51%
Programs for homeless people	41%	46%	32%	36%	45%	37%	44%	56%	39%	28%	40%
City's Website www.Lakewood.org	59%	61%	60%	58%	62%	60%	64%	64%	59%	56%	60%
Looking At Lakewood (City newsletter)	60%	68%	65%	66%	63%	65%	68%	64%	67%	63%	65%
Cultural facilities (Cultural Center, Heritage Center, Washington Heights, etc.)	74%	83%	74%	79%	74%	79%	75%	79%	77%	76%	77%
Planning/land use	58%	49%	40%	45%	55%	52%	44%	58%	46%	43%	48%
Overall quality of service delivery	67%	66%	63%	65%	66%	70%	59%	69%	68%	60%	65%

Table 111: Question 8: Government Performance and Public Trust by Respondent Demographics

Please rate the following categories of Lakewood government performance: (Percent "very good" or "good")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
Overall confidence in the representation I receive from my Council members	51%	41%	42%	41%	51%	46%	42%	50%	40%	44%	44%
Overall confidence in the representation I receive from the Mayor	60%	50%	48%	47%	61%	53%	54%	56%	50%	52%	52%
Overall confidence in how the City Manager manages City operations	53%	47%	49%	49%	52%	55%	38%	54%	45%	52%	50%
The job City Council representatives do at generally acting in the best interest of the community at large	54%	46%	48%	45%	55%	53%	36%	53%	46%	49%	48%
Supporting the quality of life in Lakewood	72%	62%	59%	60%	70%	67%	60%	72%	61%	61%	63%
Working through priority issues facing the City	62%	48%	46%	46%	60%	53%	51%	58%	47%	50%	51%
The value of services for the sales and property taxes paid	54%	44%	44%	45%	49%	50%	38%	49%	44%	47%	46%
The overall direction the City is taking	70%	61%	56%	58%	69%	65%	56%	72%	56%	60%	62%
Informing residents about City issues	65%	48%	48%	49%	61%	54%	53%	59%	47%	55%	53%
The job Lakewood government does at welcoming citizen involvement	62%	43%	42%	43%	57%	49%	50%	60%	41%	47%	48%
Overall Lakewood City government performance	64%	55%	51%	52%	65%	59%	52%	63%	52%	56%	56%

Table 112: Question 18: Opinion about Investing Resources to Help Sustain the Local Government by Respondent Demographics

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 "strongly support" or "somewhat support")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
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.)?	98%	95%	94%	94%	98%	96%	95%	97%	97%	94%	96%

Table 113: Question 25: Perceptions of Safety in Lakewood by Respondent Demographics

Please rate how safe or unsafe you feel: (Percent "very safe" or "somewhat safe")	Length of residency			Rent or own		Race/ethnicity		Age			Overall
	5 years or less	6-20 years	More than 20 years	Own	Rent	White alone, not Hispanic	Hispanic and/or other race	18-34	35-54	55+	
In your home	95%	91%	96%	94%	94%	96%	88%	94%	94%	94%	94%
In your neighborhood during the day	98%	95%	97%	96%	98%	98%	93%	98%	97%	95%	96%
Walking alone in your neighborhood after dark	72%	67%	77%	76%	66%	75%	65%	66%	81%	69%	72%
In Lakewood's commercial area during the day	96%	94%	93%	93%	96%	95%	92%	97%	95%	91%	94%
In Lakewood's commercial area after dark	71%	69%	67%	71%	66%	70%	66%	74%	72%	61%	69%

Appendix F: Survey Methodology

Survey Instrument Development

The Lakewood Citizen Survey was administered by mail in 2013 for the seventh 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 and City service delivery, use of City amenities and opinions on policy issues facing the City. The citizen survey instrument for Lakewood was developed by starting with the version from the previous implementation in 2010. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2013 questionnaire. In an iterative process between City staff and NRC staff, a final six-page questionnaire was created. In addition to the typical updating of the survey for each administration, Lakewood sought more expansive revisions in 2013 in order to maximize comparisons to other communities across the country. (Some of the changes inhibit exact comparisons to questions used in previous Lakewood citizen surveys, so notes throughout the report provide guidance to the reader about interpreting changes over time.)

Sample selection

The 2013 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 April of 2013. 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 Deputy City Manager inviting the household to participate, a questionnaire and a postage paid envelope. Respondents also were given the opportunity to complete the questionnaire online by following a link provided in the letter.

About 4% 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 2,880 households that received the survey, 921 respondents completed the survey, providing a response rate of 32%.

Confidence Interval and Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval quantifies the imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Lakewood 2013 Citizen Survey is no greater than plus or minus three percentage points around any given percent reported for the entire sample (921 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as "very good" or "good," then the 3% margin of

error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 69% and 75%. There are a number of sources of error that may affect any survey, including the non-response of residents with opinions different from survey responders.

For subgroups of responses (e.g., gender, age or location of residence), the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, NRC staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the Web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

Weighting the data

The demographic characteristics of the survey sample were compared to those of the 2010 Census and the American Community Survey 2005-2009. 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 (attached versus detached) and housing tenure (rent versus own) and race and ethnicity. 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

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

Table 114: Lakewood Citizen Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	41%	25%	40%
Own home	59%	75%	60%
Detached unit	51%	59%	52%
Attached unit	49%	41%	48%
Race and Ethnicity			
White	86%	91%	84%
Not white	14%	9%	16%
Not Hispanic	82%	91%	86%
Hispanic	18%	9%	14%
White alone, not Hispanic	75%	85%	75%
Hispanic and/or other race	25%	15%	25%
Sex and Age			
Female	52%	58%	53%
Male	48%	42%	47%
18-34 years of age	30%	13%	29%
35-54 years of age	35%	20%	35%
55+ years of age	34%	57%	36%
Female 18-34	15%	8%	15%
Female 35-54	18%	19%	18%
Female 55+	19%	32%	20%
Male 18-34	15%	5%	14%
Male 35-54	17%	11%	17%
Male 55+	15%	26%	16%

¹ Source: 2010 Census/2005-2009 ACS

Data Analysis

The results were analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions the percent positive (i.e., “very good” or “good,” “strongly agree” or “somewhat agree,” “essential” or “very important”) are presented in the body of the report. On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Responses to Survey Questions*.

Survey results were compared by the Ward in which the respondents lived and demographic characteristics of the respondents (*Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*). 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 (see *Appendix E: Responses to Selected Survey Questions by Respondent Demographics and Geography*).

Appendix G: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2013 Citizen Survey.

Dear City of Lakewood Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Lakewood. You will receive a copy of the survey next week in the mail with instructions for completing and returning it.

Thank you in advance for helping us with this important study!

Sincerely,



Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager

Dear City of Lakewood Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Lakewood. You will receive a copy of the survey next week in the mail with instructions for completing and returning it.

Thank you in advance for helping us with this important study!

Sincerely,



Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager

Dear City of Lakewood Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Lakewood. You will receive a copy of the survey next week in the mail with instructions for completing and returning it.

Thank you in advance for helping us with this important study!

Sincerely,



Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager

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Thank you in advance for helping us with this important study!

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Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager



City of Lakewood
Office of the Mayor and City Manager
480 South Allison Parkway
Lakewood, CO 80226-3127

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City of Lakewood

Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager

480 S. Allison Pkwy
Lakewood, CO 80226-3127
303-987-7050 Voice
303-987-7057 TDD
303-987-7063 FAX

April 2013

Dear Lakewood Resident:

The City of Lakewood wants to know what you think about our community and city government. Your participation in this survey is very important – especially since your household is one of only 3,000 households being surveyed.

Please take a few minutes to fill out the enclosed 2013 Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

In order to get a scientifically reliable sample of Lakewood residents, please have the adult household member (18 years or older) who most recently had a birthday complete this survey. This will ensure that we get a good mix of responses from both males and females in a wide range of age groups.

Please spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:
www.n-r-c.com/survey/2013lakewoodsurvey.htm

If you have any questions about this survey please contact the City Manager's Office at 303-987-7050.

Please help us make Lakewood a great place to live! Thank you for your help and participation.

Sincerely,

Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager





City of Lakewood

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April 2013

Dear Lakewood Resident:

About two weeks ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Lakewood wants to know what you think about our community and city government.

Your participation in this survey is very important – especially since your household is one of only 3,000 households being surveyed. Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

In order to get a scientifically reliable sample of Lakewood residents, please have the adult household member (18 years or older) who most recently had a birthday complete this survey. This will ensure that we get a good mix of responses from both males and females in a wide range of age groups.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the form in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

You may complete the survey online if you would prefer, at:
www.n-r-c.com/survey/2013lakewoodsurvey.htm

If you have any questions about this survey please contact the City Manager's Office at 303-987-7050.

Please help us make Lakewood a great place to live! Thank you for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Nanette Neelan".

Nanette Neelan
Deputy City Manager
Office of the Mayor and City Manager



2013 Lakewood Citizen Survey

Please have the adult household member (18 years or older) who most recently had a birthday complete this survey. This will ensure that we get a good mix of response from both males and females in a wide range of age groups. Thank you.

I. Please rate each of the following aspects of quality of life in Lakewood:

	Very <u>good</u>	Good	Neither good nor bad	Bad	Very bad	Don't know
Taking all things into consideration, how would you rate your overall quality of life in Lakewood?	1	2	3	4	5	6
Your neighborhood as a place to live	1	2	3	4	5	6
Lakewood as a place to raise children.....	1	2	3	4	5	6
Lakewood as a place to work.....	1	2	3	4	5	6
Lakewood as a place to retire.....	1	2	3	4	5	6

2. Which of the following best describes what you like most about living in Lakewood? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> Sense of community/hometown feel | <input type="checkbox"/> Overall image/reputation of Lakewood | <input type="checkbox"/> Cost of living |
| <input type="checkbox"/> Location | <input type="checkbox"/> Parks and recreation | <input type="checkbox"/> Safety of community |
| <input type="checkbox"/> Neighborhoods | <input type="checkbox"/> Friends and family | <input type="checkbox"/> Community history/heritage |
| <input type="checkbox"/> Schools | | |

3. Thinking about the next two years, how important, if at all, are each of the following in Lakewood? Please first circle the number which best fits your opinion for each item. Then, check the ONE box for the item you think is the most important.

	Essential	Very important	Somewhat important	Not at all important	Don't know	Most important
Overall appearance and cleanliness.....	1	2	3	4	5	<input type="checkbox"/>
Building new amenities around light rail.....	1	2	3	4	5	<input type="checkbox"/>
Variety of housing options.....	1	2	3	4	5	<input type="checkbox"/>
The City taking an active role with business attraction/retention...	1	2	3	4	5	<input type="checkbox"/>
The City taking an active role in redevelopment	1	2	3	4	5	<input type="checkbox"/>
Crime prevention.....	1	2	3	4	5	<input type="checkbox"/>
Expanding programs for youth and older adults	1	2	3	4	5	<input type="checkbox"/>
Quality of overall natural environment in Lakewood.....	1	2	3	4	5	<input type="checkbox"/>
Reducing traffic congestion on city streets.....	1	2	3	4	5	<input type="checkbox"/>
Planning and land use.....	1	2	3	4	5	<input type="checkbox"/>
Infrastructure (streets, sidewalks)	1	2	3	4	5	<input type="checkbox"/>

4. Please rate the following aspects of transportation within Lakewood. Circle the number that best represents your opinion.

	Very <u>good</u>	Good	Neither good nor bad	Bad	Very bad	Don't know
Condition of City streets	1	2	3	4	5	6
Condition of state highways (Wadsworth Blvd., Colfax Ave., Hampden Ave., Kipling Pkwy., Morrison Road, West 6th Ave. and Sheridan Blvd.).....	1	2	3	4	5	6
Ease of car travel in the City	1	2	3	4	5	6
Ease of public transit in the City	1	2	3	4	5	6
Ease of travel by foot in the City.....	1	2	3	4	5	6
Ease of bicycle travel in the City.....	1	2	3	4	5	6

8. Please rate the following categories of Lakewood government performance:

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Overall confidence in the representation I receive from my Council members.....	1	2	3	4	5	6
Overall confidence in the representation I receive from the Mayor .	1	2	3	4	5	6
Overall confidence in how the City Manager manages City operations.....	1	2	3	4	5	6
The job City Council representatives do at generally acting in the best interest of the community at large	1	2	3	4	5	6
Supporting the quality of life in Lakewood.....	1	2	3	4	5	6
Working through priority issues facing the City.....	1	2	3	4	5	6
The value of services for the sales and property taxes paid	1	2	3	4	5	6
The overall direction the City is taking.....	1	2	3	4	5	6
Informing residents about City issues.....	1	2	3	4	5	6
The job Lakewood government does at welcoming citizen involvement.....	1	2	3	4	5	6
Overall Lakewood City government performance.....	1	2	3	4	5	6

9. How frequently do you use each of the following as a source of information about Lakewood?

	<u>Frequently</u>	<u>Occasionally</u>	<u>At least once a year</u>	<u>Never</u>
<i>Denver Post/Your Hub</i>	1	2	3	4
Friends/Neighbors.....	1	2	3	4
City Council Ward meetings	1	2	3	4
KLTV Channel 8 City videos (KLTV8 & YouTube).....	1	2	3	4
Television news.....	1	2	3	4
<i>Looking at Lakewood</i> (mailed newsletter).....	1	2	3	4
<i>Lakewood Sentinel</i>	1	2	3	4
www.Lakewood.org.....	1	2	3	4
City of Lakewood e-newsletters (Friday Report, Neighborhood Watch, etc.).....	1	2	3	4
Social media (Facebook, Twitter).....	1	2	3	4
<i>Bravo</i> (magazine for events at the Lakewood Cultural Center).....	1	2	3	4
<i>Community Connection</i> (Lakewood recreation guide).....	1	2	3	4
In-person at a Lakewood facility	1	2	3	4

10. Please rate the following aspects of the City of Lakewood Web site. Circle the number that best represents your opinion.

	<u>Very good</u>	<u>Good</u>	<u>Neither good nor bad</u>	<u>Bad</u>	<u>Very bad</u>	<u>Don't know</u>
Current information.....	1	2	3	4	5	6
Appearance.....	1	2	3	4	5	6
Online services offered	1	2	3	4	5	6
Ease of navigation.....	1	2	3	4	5	6
Search function.....	1	2	3	4	5	6

11. How likely or unlikely would you be to do each of the following online at www.Lakewood.org?

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>
Pay water/sewer bills.....	1	2	3	4
Submit a permit application (for business, construction and building).....	1	2	3	4
Pay a court fine/fee.....	1	2	3	4
Reserve a shelter/facility.....	1	2	3	4
Purchase passes for recreation centers.....	1	2	3	4
Register for a recreation class	1	2	3	4
Purchase tickets for a cultural event.....	1	2	3	4

12. How often do you watch city videos (council meetings, Mayor's show, City Scene News, etc.)?

	<u>Never</u>	<u>Daily</u>	<u>Weekly</u>	<u>Monthly</u>	<u>Less than once a month</u>	<u>At least once a year</u>
on Comcast Channel 8 (KLTV8).....	1	2	3	4	5	6
Online at www.Lakewood.org.....	1	2	3	4	5	6
on YouTube	1	2	3	4	5	6

13. How valuable, if at all, do you feel it is to have the following local government and community programming available for viewing on cable television?

	<u>Very valuable</u>	<u>Valuable</u>	<u>Somewhat valuable</u>	<u>Not valuable</u>
Local community news.....	1	2	3	4
City Council meetings.....	1	2	3	4
Mayor's Spotlight show.....	1	2	3	4

14. If local KLTv8 Channel 8 programs such as City Council meetings, Mayor's Show, City Scene News, etc. were available on-demand from Comcast television would anyone in your household watch them?

- Yes No Don't know

15. Rate each category that the City might want to consider during the franchise renewal process with Comcast.

	<u>Strong interest</u>	<u>Moderate interest</u>	<u>Mild interest</u>	<u>No interest</u>
Customer service.....	1	2	3	4
Signal quality.....	1	2	3	4
Basic package with fewer channels and lower cost.....	1	2	3	4
Governmental/educational programming.....	1	2	3	4
Wait time for hookup or changes in service.....	1	2	3	4
Achieving and maintaining a state of the art cable system.....	1	2	3	4
Fiber optic networks (connections/equipment for the City, schools, etc.).....	1	2	3	4

16. Please indicate your current use of the following City of Lakewood programs, services and facilities.

	<u>Yes, I utilize this service</u>	<u>I didn't know this service was available</u>	<u>I do not need this service for myself or my family</u>
Child care services.....	1	2	3
Older adult programs.....	1	2	3
Transportation for elderly or disabled.....	1	2	3
Services for disabled.....	1	2	3
Rooney Road Household Hazardous Waste Recycling Center.....	1	2	3
I068 Quail Street Recycling Facility.....	1	2	3

17. Please indicate your household's current participation in each of the following.

	<u>We participate regularly</u>	<u>We didn't know this was available</u>	<u>We don't choose to participate at this time</u>
A Lakewood cultural event (play, concert, performance, art exhibit, historical demonstration, etc.).....	1	2	3
A Lakewood recreation program.....	1	2	3
A Lakewood recreation center.....	1	2	3
William F. Hayden Park on Green Mountain.....	1	2	3
Bear Creek Lake Park on Green Mountain.....	1	2	3
Lakewood's Heritage Center.....	1	2	3
The Clements Community Center.....	1	2	3
Ray Ross Park.....	1	2	3
Surfside Park.....	1	2	3
A Lakewood community garden.....	1	2	3
A Lakewood neighborhood park.....	1	2	3

18. 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.)?

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

19. How likely or unlikely would you be to participate in an annual community event where you could drop off large items curbside (refrigerators, couches, etc...)?

- Very likely Somewhat likely Somewhat unlikely Very unlikely Don't know

20. In the last 12 months, how often did you visit the I068 Quail Street recycling drop off center?

- Never At least every other week
 Less than once a month Pretty much every week
 About once a month Don't know

21. Do you currently subscribe to curbside recycling?

- Yes No

22. To what extent do you support or oppose each of the following statements:

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Curbside recycling should be a standard option in residential trash service.....	I	2	3	4	5
The current trash and recycling services meet all of our household needs	I	2	3	4	5
I am interested in a lower cost trash option for households that do not generate a lot of trash.....	I	2	3	4	5
The City should investigate strategies for increasing recycling.....	I	2	3	4	5

23. To what degree, if at all, do you believe that each of the following is a concern in Lakewood?

	Not at all a concern	Minor concern	Moderate concern	Major concern	Don't know
Too many trucks on the street collecting garbage	I	2	3	4	5
Noise from trucks collecting garbage	I	2	3	4	5
Air pollution from trucks collecting garbage	I	2	3	4	5
Safety of trucks collecting garbage	I	2	3	4	5
Garbage cans on streets on multiple days of the week.....	I	2	3	4	5
Damage to streets caused by trucks collecting garbage.....	I	2	3	4	5
Other (please specify)	I	2	3	4	5

24. How well does the Lakewood Police Department deal with each of the following issues?

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Prevention of crime	I	2	3	4	5	6
Response to calls for service	I	2	3	4	5	6
Reducing citizens' fear of crime	I	2	3	4	5	6
Obtaining support from the community	I	2	3	4	5	6
Delivering a full range of law enforcement and other services.....	I	2	3	4	5	6
Explaining crime prevention techniques to citizens	I	2	3	4	5	6
Working with other agencies to improve the quality of life in Lakewood.....	I	2	3	4	5	6
Working with citizens groups to resolve local problems.....	I	2	3	4	5	6
Preventing social disorder.....	I	2	3	4	5	6
Working with special populations (e.g. elderly, handicapped, juveniles, etc.)	I	2	3	4	5	6
Apprehending criminals	I	2	3	4	5	6
Traffic enforcement	I	2	3	4	5	6

25. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
In your home	I	2	3	4	5
In your neighborhood during the day.....	I	2	3	4	5
Walking alone in your neighborhood after dark	I	2	3	4	5
In Lakewood's commercial area during the day	I	2	3	4	5
In Lakewood's commercial area after dark	I	2	3	4	5

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How long have you lived in Lakewood?
(Write "0" if six months or less) _____ years

D2. Do you work outside the home?
 No, not currently employed for pay (skip to question D6)
 No, work for pay from home (skip to question D4)
 Yes, work for pay outside the home (go to question D3)

D3. 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.)

<input type="checkbox"/> Arvada	<input type="checkbox"/> Littleton
<input type="checkbox"/> Aurora	<input type="checkbox"/> Louisville
<input type="checkbox"/> Boulder	<input type="checkbox"/> Northglenn
<input type="checkbox"/> Broomfield	<input type="checkbox"/> Thornton
<input type="checkbox"/> Denver	<input type="checkbox"/> Westminster
<input type="checkbox"/> Englewood	<input type="checkbox"/> Wheat Ridge
<input type="checkbox"/> Golden	<input type="checkbox"/> Lakewood
<input type="checkbox"/> Other _____	

D4. What category best describes your job?
 Retail/sales
 Service/restaurant/delivery
 Manufacturing/production/high-tech
 Office (professional, business, administrative support)
 Medical/dental
 Construction/trades/laborer
 Other: _____

D5. If you work in a service industry based in Lakewood, how far outside of Lakewood does your service area extend?
 5-mile radius
 10-mile radius
 Denver metro area
 Front Range
 Statewide
 Other

D6. Please check the appropriate box indicating the type of housing unit in which you live.
 Detached single-family home
 Condominium or townhouse
 Duplex or other multi-unit home
 Apartment
 Mobile home

D7. Do you rent or own your residence?
 Own Rent

D8. What is your gender?
 Female Male

D9. How many people (including yourself) live in your household?
 _____ people

D10. How many of these household members are 17 or younger?
 _____ people

D11. About how much do you estimate your HOUSEHOLD'S TOTAL INCOME BEFORE TAXES was in 2012? Please check the appropriate box below.

<input type="checkbox"/> Less than \$15,000
<input type="checkbox"/> \$15,000 to \$24,999
<input type="checkbox"/> \$25,000 to \$34,999
<input type="checkbox"/> \$35,000 to \$49,999
<input type="checkbox"/> \$50,000 to \$74,999
<input type="checkbox"/> \$75,000 to \$99,999
<input type="checkbox"/> \$100,000 to \$124,999
<input type="checkbox"/> \$125,000 to \$249,999
<input type="checkbox"/> \$250,000 to \$499,999
<input type="checkbox"/> \$500,000 or more

D12. What is the highest level of education you have completed?
 0-11 years
 High school graduate or GED
 Some college, no degree
 Associate's degree
 Bachelor's degree
 Graduate or professional degree

D13. What is your age?
 18-24
 25-34
 35-44
 45-54
 55-64
 65-74
 75 +

D14. Are you of Hispanic origin?
 Yes
 No

D15. What is your race/ethnicity? (Mark one or more categories to indicate what race you consider yourself to be.)

<input type="checkbox"/> White/Caucasian
<input type="checkbox"/> Black or African American
<input type="checkbox"/> Asian or Pacific Islander
<input type="checkbox"/> American Indian, Eskimo or Aleut
<input type="checkbox"/> Other

Thank you very much! Please return the completed survey in the postage-paid envelope to:
 National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502