



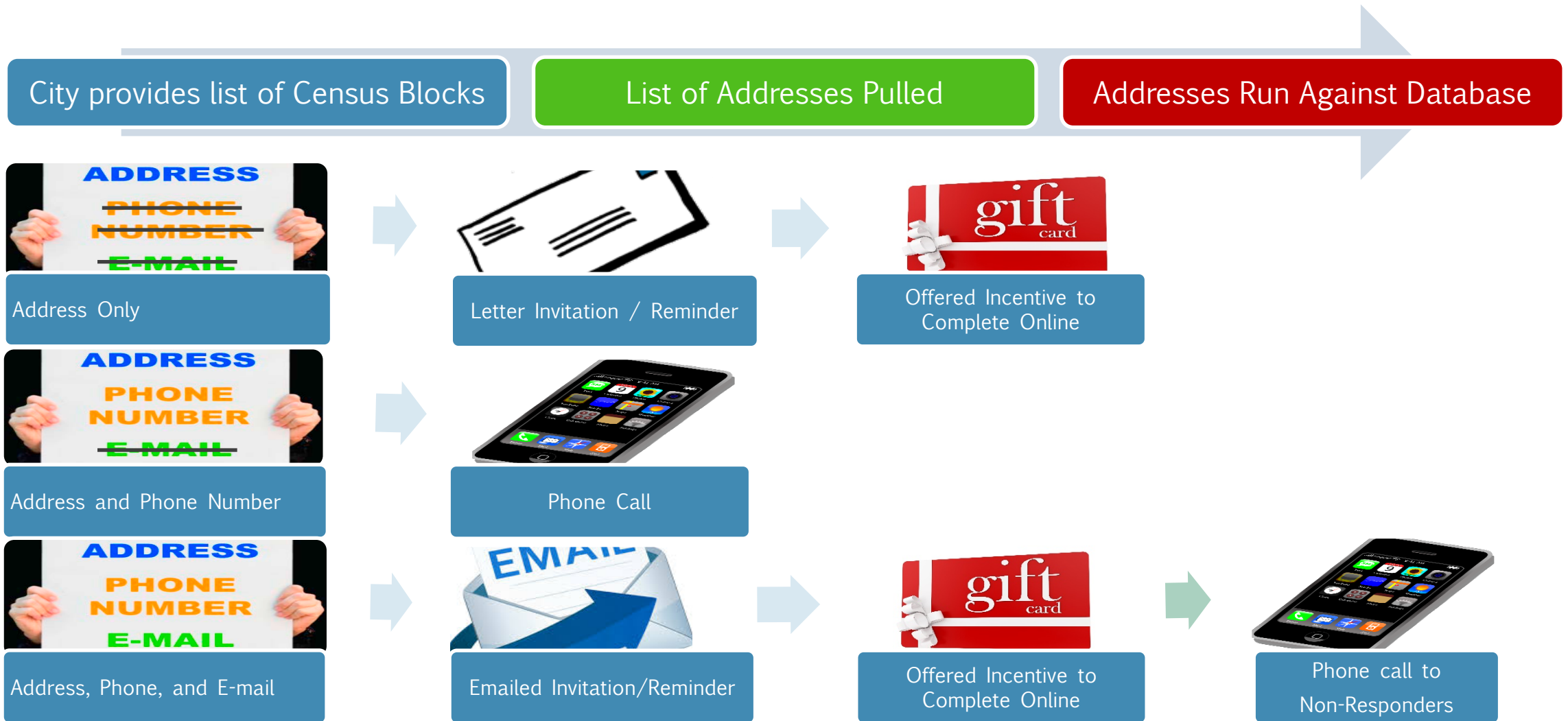
City of Arvada, CO 2017 Community Survey

January 8, 2018

Background and Objectives

- Arvada has conducted biannual community surveys since 1997.
- Findings help City staff and other stakeholders to:
 - Understand how residents perceive City services,
 - Make service delivery improvements accordingly, and
 - Gain insights on resident priorities

Methodology Overview



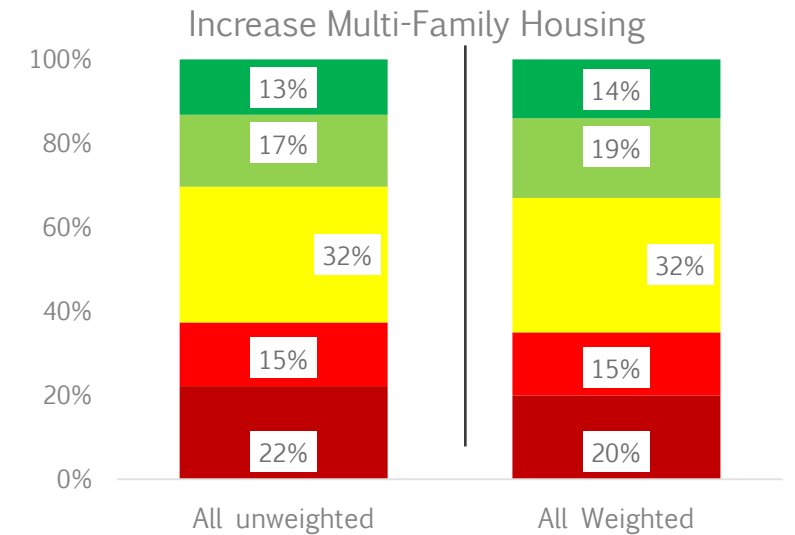
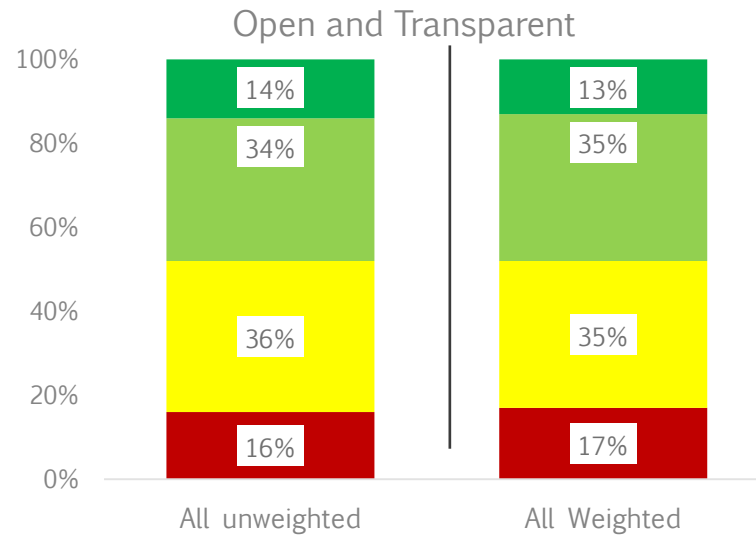
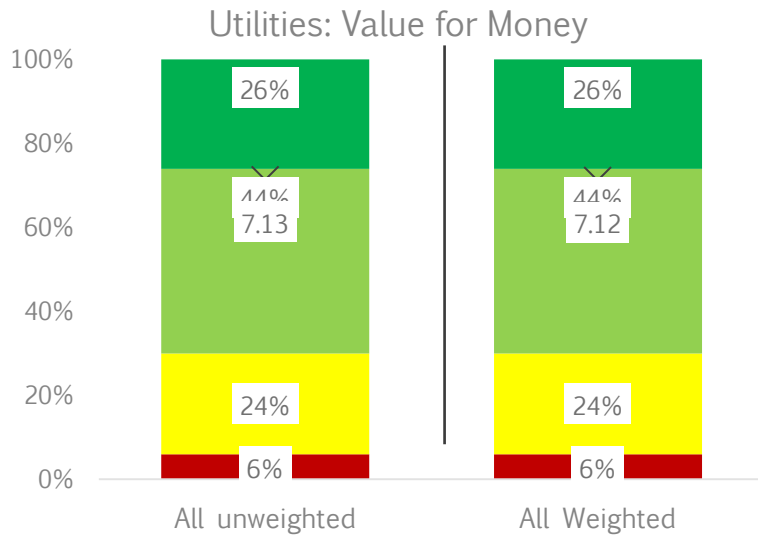
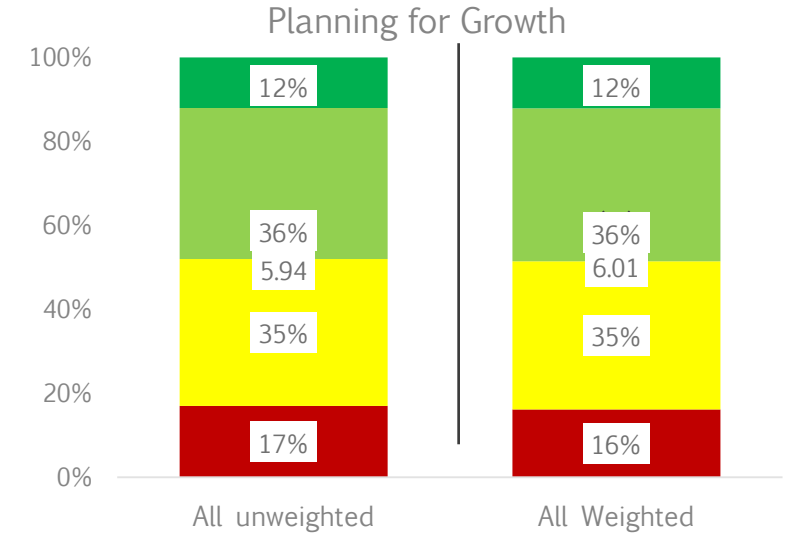
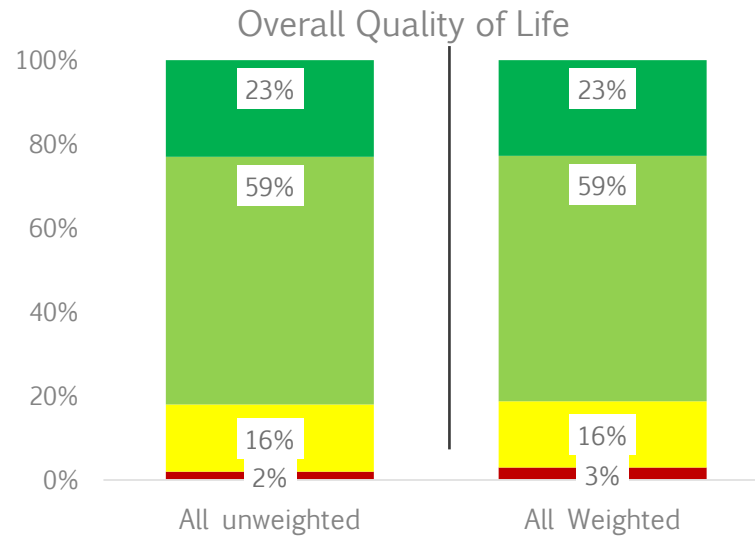
Methodology (Detailed)

- The 2017 Community Survey used a completely new methodology than previous years.
 - Address-Based Sampling with contact append
 - Random selection of 15,000 addresses
 - Appended e-mail address, cell phone, and landline where possible
 - Respondents contacted in a variety of ways (email, letter, phone)
 - Small (\$5) incentives offered to online respondents
- 692 Completed Surveys (goal was 550)
 - 434 Online (114 from e-mail invitations, 320 from letters)
 - 258 Outbound phone calls (87 landline, 171 cell phone)
 - Margin of Error +/- 3.7%

	2017 Survey (unweighted)	2017 Survey (weighted)	Arvada Population*
Gender			
Male	47%	47%	48%
Female	53%	53%	52%
Age**			
18-34	14%	22%	22%
35-54	35%	38%	38%
55 Plus	51%	39%	40%
Children in Household			
None	72%	67%	70%
One or More	28%	33%	30%
Dwelling Type			
Single-Family	75%	77%	71%
Multi-Family	25%	23%	29%
Home Ownership			
Own	88%	87%	73%
Rent	12%	13%	27%
Income			
Less than \$35,000	10%	11%	22%
\$35,000-\$75,000	26%	27%	32%
\$75,000-\$150,000	46%	46%	33%
\$150,000 or Greater	17%	17%	13%
Race/Ethnicity			
White (not Hispanic)	89%	88%	81%
Other	5%	5%	8%
% Hispanic (multiple responses)	4%	4%	14%
Years Lived in Arvada			
<5	26%	24%	n.a.
5-10	17%	18%	
11 or More	57%	57%	
Mean	18.9 yrs	18.8 yrs	

Weighting

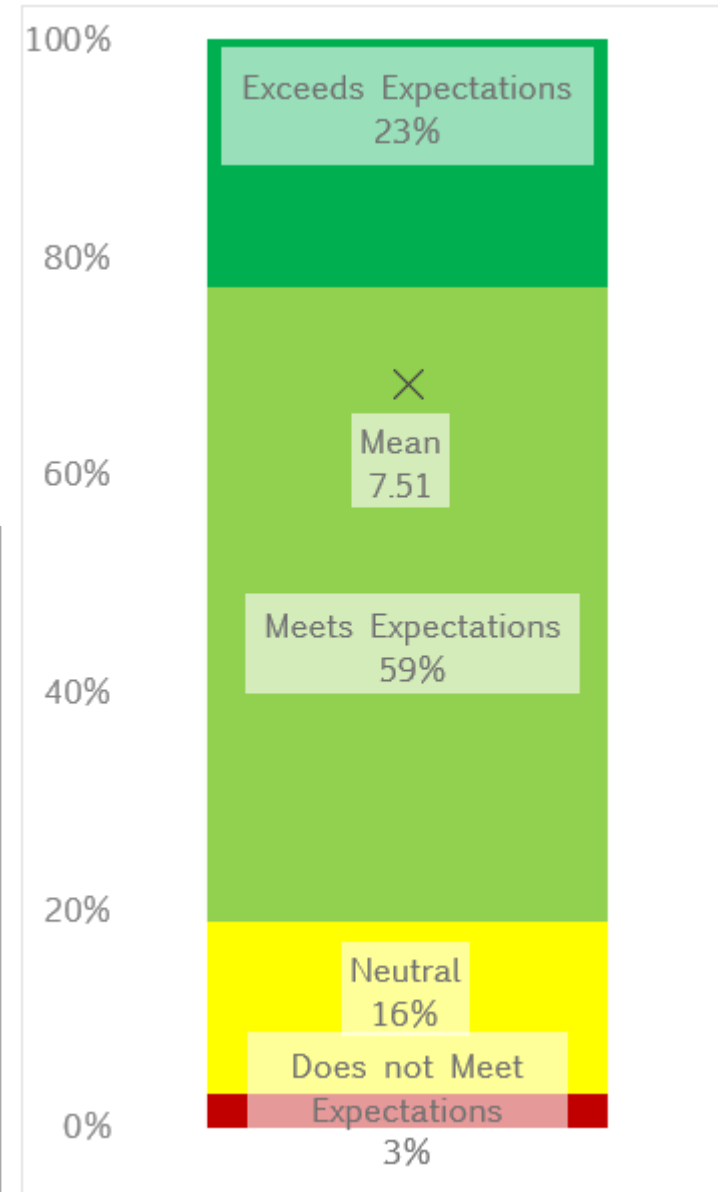
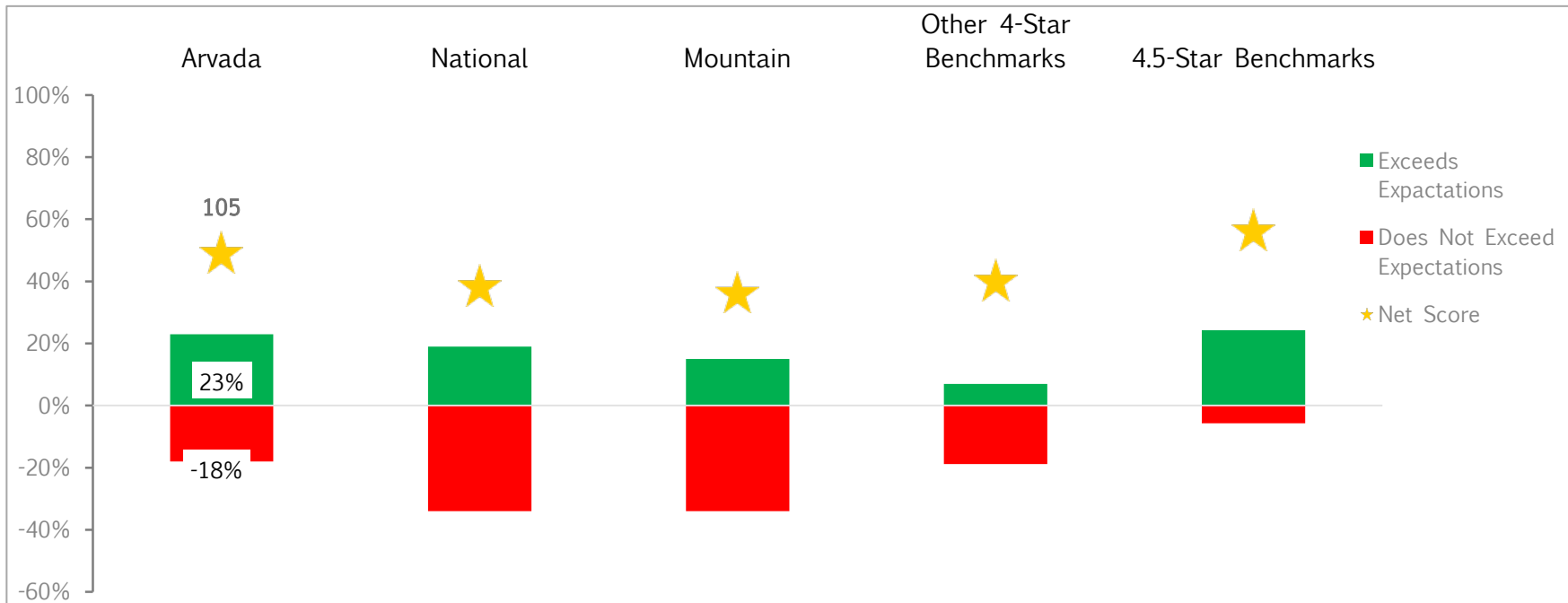
- Weighting is a common tool used in survey research
 - Accounts for imperfections in the sample
 - Usually does not create large changes in results



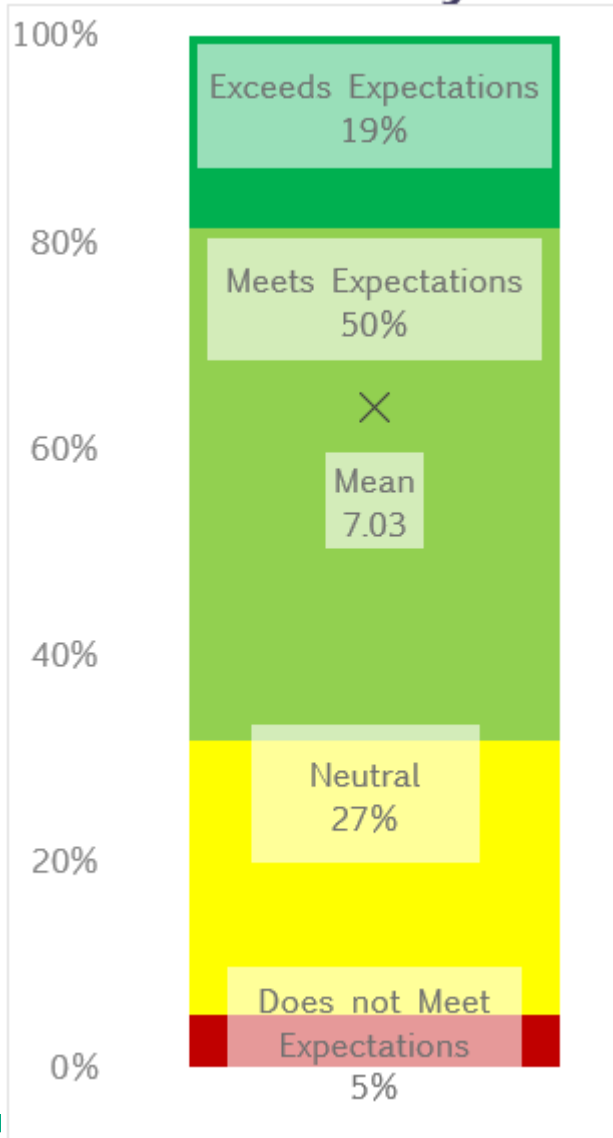
5 Star Rating Questions

Overall Quality of Life

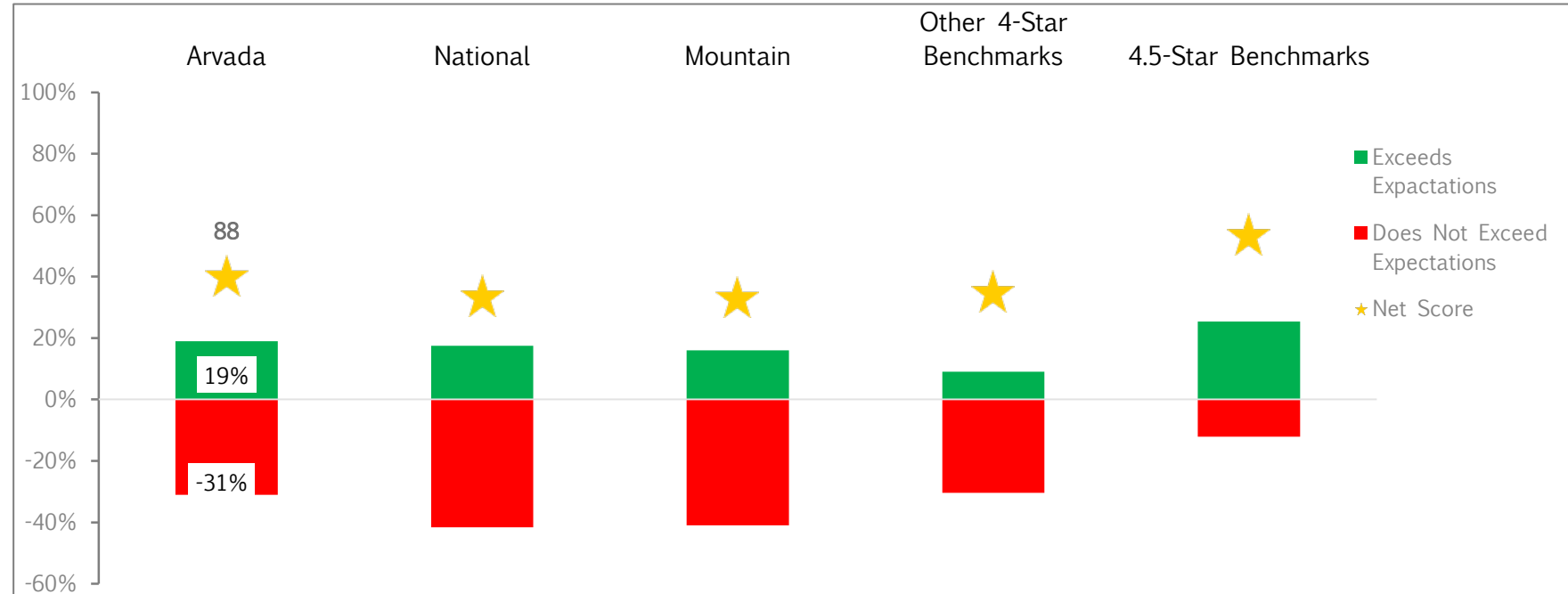
- Four out of five (82%) Arvada residents say that the quality of life meets or exceeds their expectations.
 - Results vary by income: <\$50k less satisfied than \$50k+
 - Residents in Sector B also have lower ratings than other residents
- Arvada performs above National, Mountain, and Other 4-Star benchmarks and slightly below 4.5 Star benchmark cities.



Overall City Services

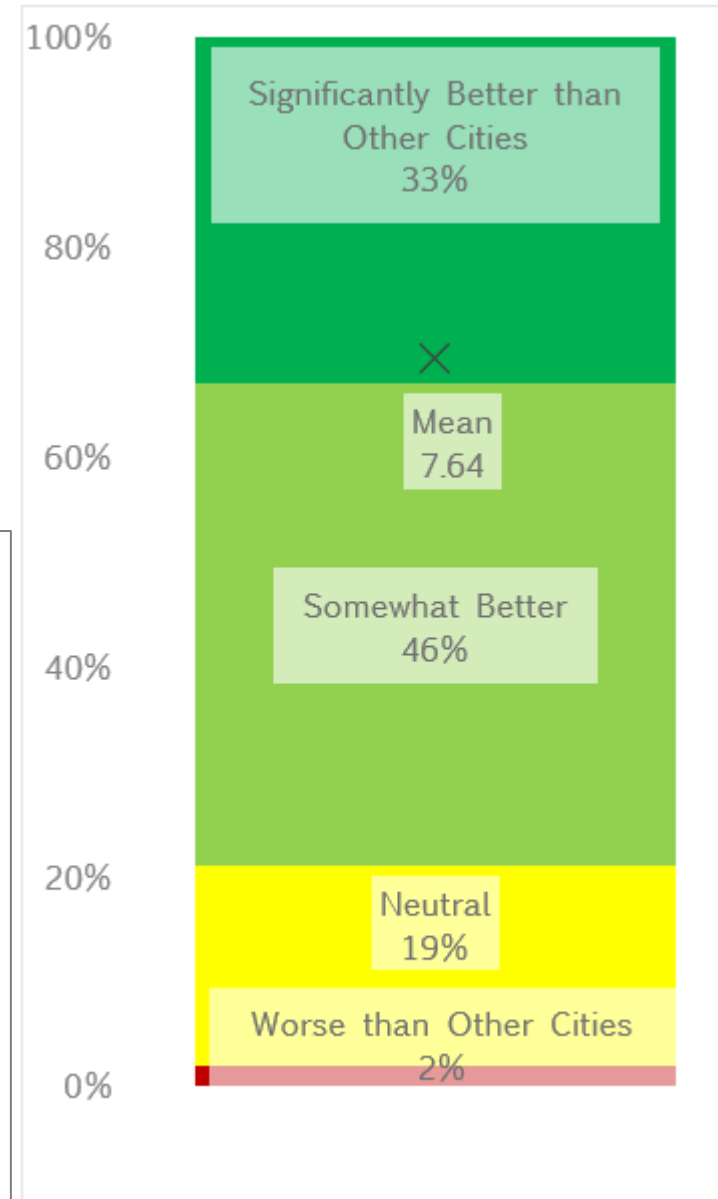
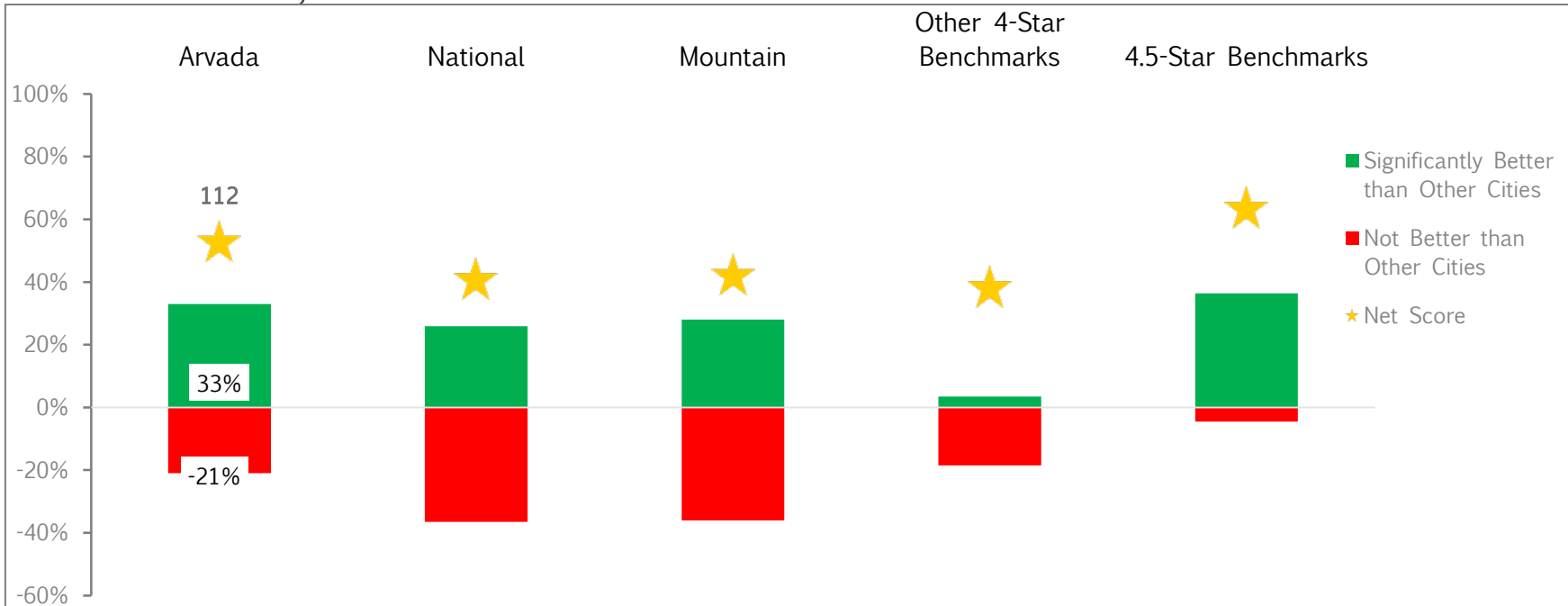


- Seven out of ten (69%) residents say that the quality of City services meets or exceeds their expectations.
 - Results are consistent across demographic and geographic profiles
- Arvada performs higher than National and Regional benchmarks, and comparable to other 4-Star benchmarks.

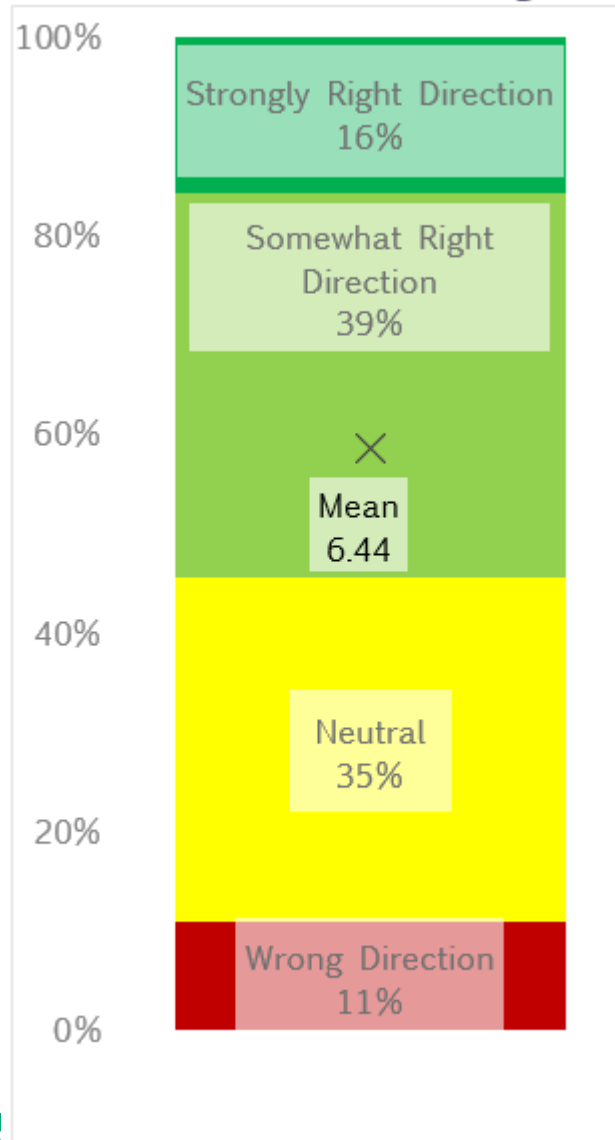


Comparison to Other Communities

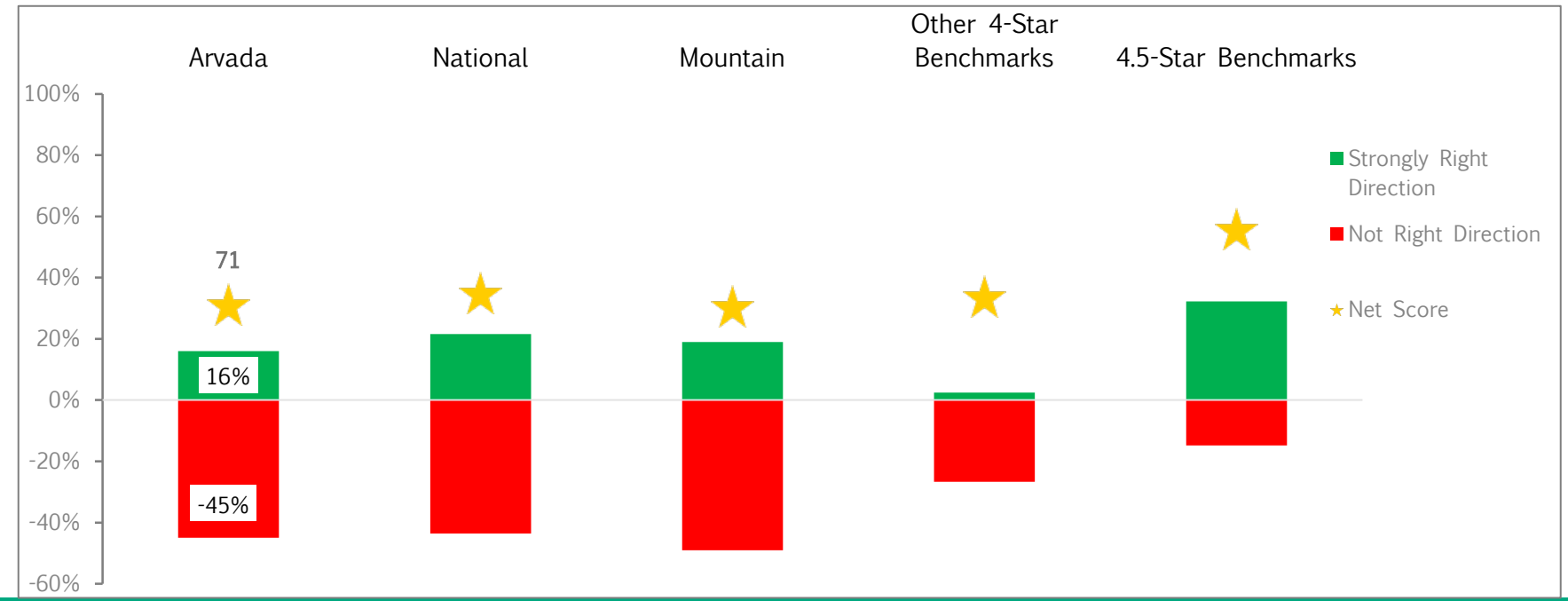
- Comparability to other communities receives the highest average rating among the 5-Star questions—79% positive.
 - Ratings are consistent across demographic profiles, but vary based on geography.
 - Residents in Sector A give the highest rating, while those in Sector B give the lowest
- Arvada’s performance is above National, Regional, and other 4-Star benchmarks, but remains below 4.5-Star benchmarks.



Direction City is Headed



- Just over half (55%) believe that Arvada is headed in the right direction, and one in six believe the city is strongly headed in the right direction.
- Arvada is rated below National and 4-Star benchmarks regarding the direction the City is headed. Arvada rates in-line with other Mountain communities.



Reasons for “Right” / “Wrong” Direction

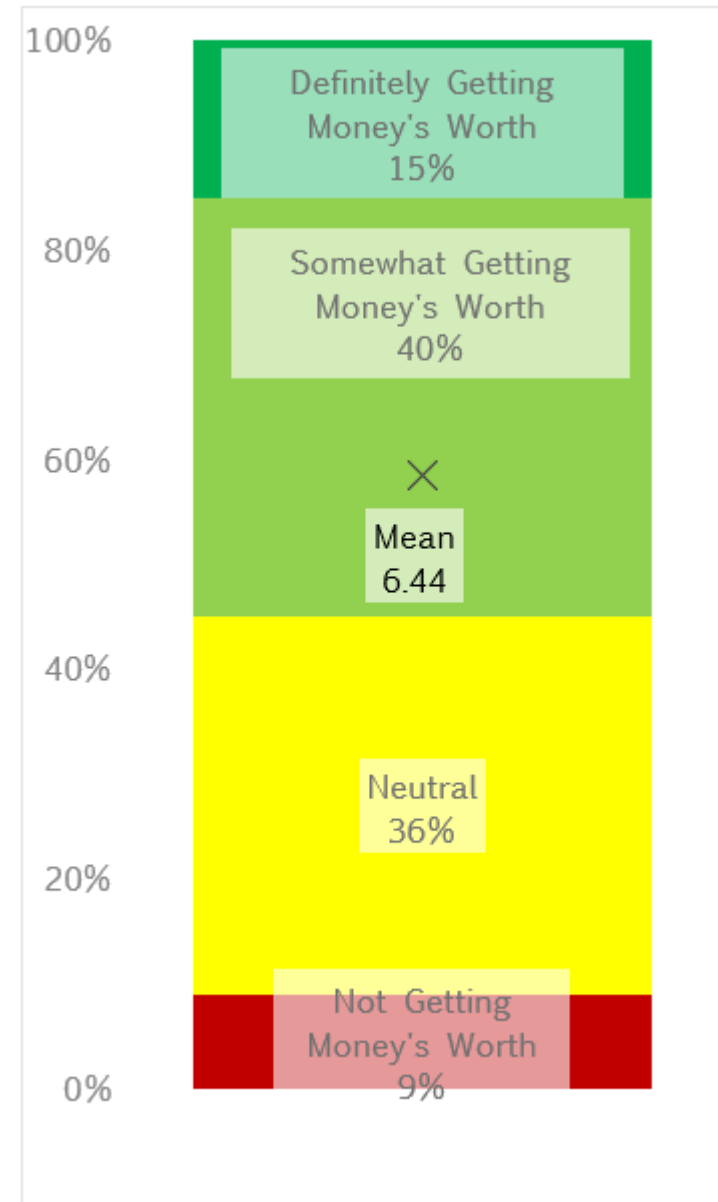
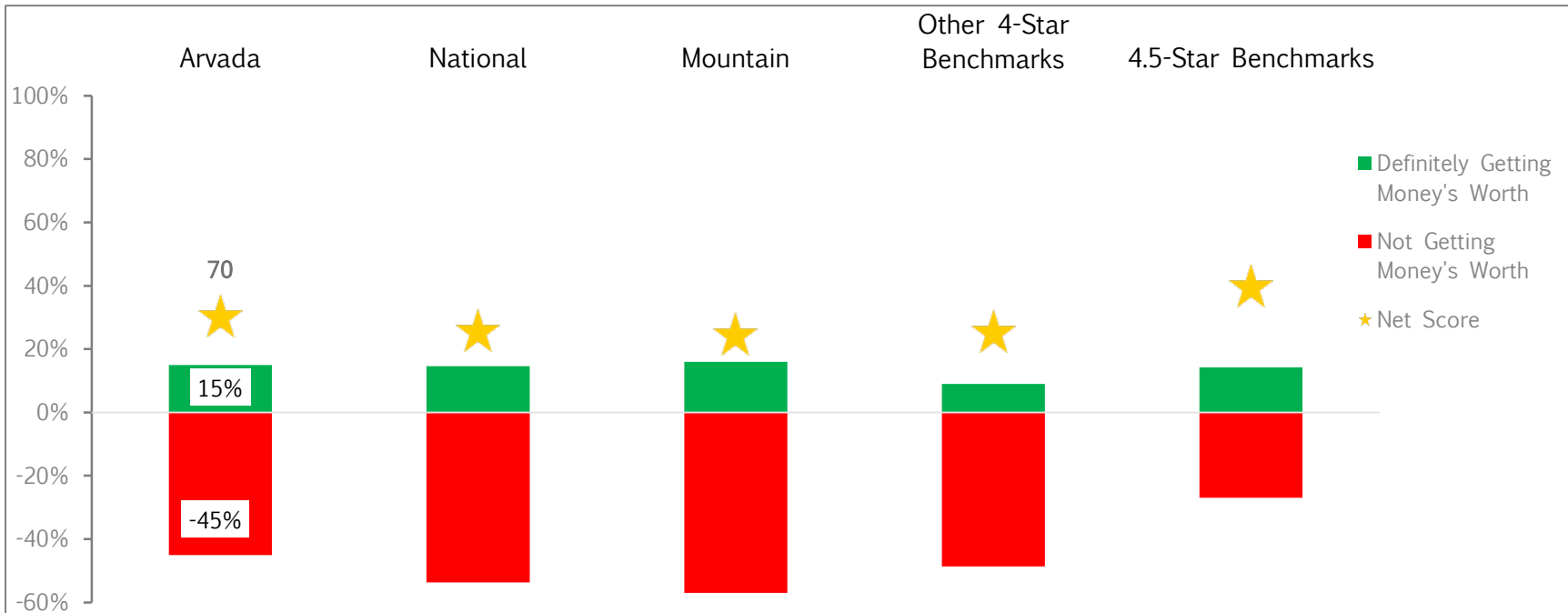
- Residents were asked, in an open-ended question, why they thought Avada was headed in the right/wrong direction.
- Top Mentions for Right Direction:
 - Positive growth
 - Friendly community
 - Parks and open spaces
- Top mentions for Wrong Direction:
 - Too much growth
 - Poor management
 - Infrastructure
 - City council / government

Reasons why Arvada is Headed in the Right Direction (n=367)			
	%*	Weighted N	Unweighted N
Growth/Development	30%	113	112
Friendly/Community	9%	33	26
Parks and Rec/Open space	8%	30	29
Improving infrastructure	7%	27	26
Well-managed/City Council or Govt	7%	26	31
Public transportation/Light rail	6%	24	22
New businesses	6%	23	24
Safe	6%	23	24
Access to services/Amenities	4%	17	18
Quality of life/Good place to live	4%	16	14
Forward thinking/Progressive	4%	15	15
Other	22%	85	86

Reasons why Arvada is Headed in the Wrong Direction (n=126)			
	%*	Weighted N	Unweighted N
Too much growth/Overdevelopment	38%	44	55
Poorly managed	13%	16	15
Infrastructure/Roads	12%	14	14
City council/Government	11%	12	11
Too crowded	9%	11	13
Not safe/Crime/Homeless	4%	4	4
Traffic	3%	3	3
Other	26%	31	32

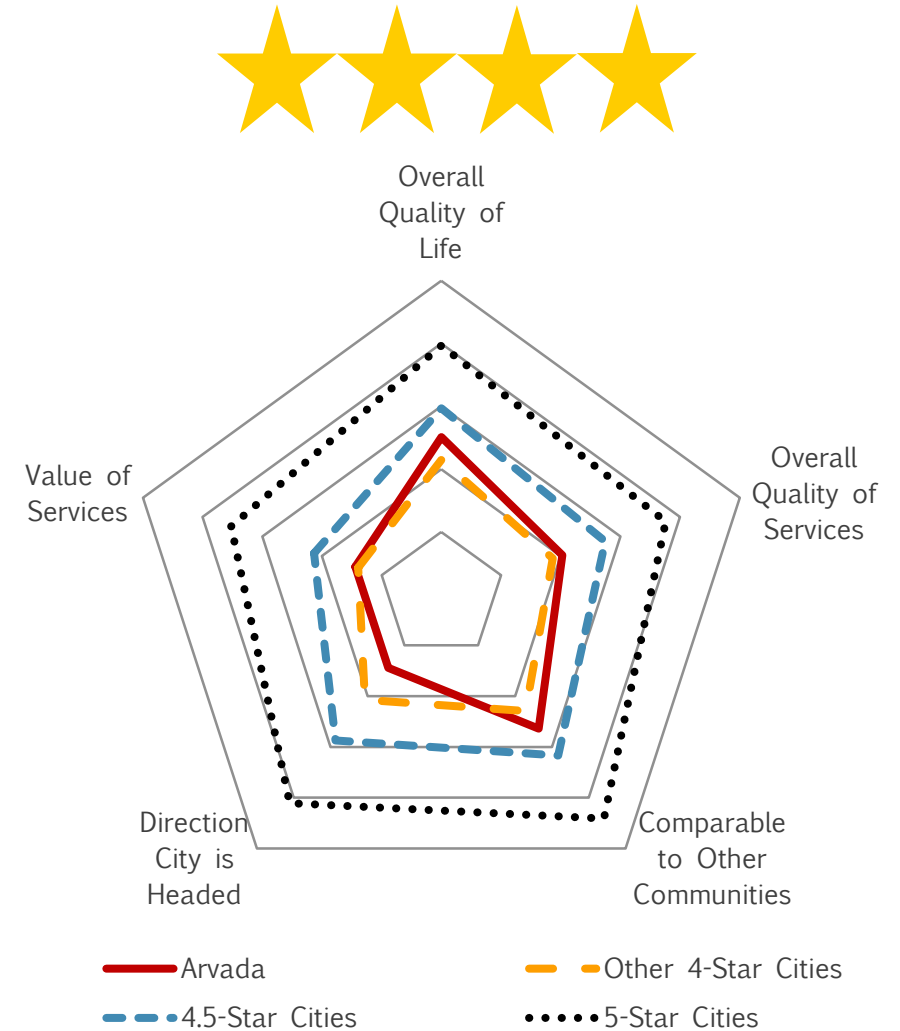
Value of Services

- While just over half of residents say that they are getting their money's worth for their tax dollar, over one-third are neutral and one in ten think they are not getting their money's worth.
 - Value for tax dollar consistently rates lowest out of the 5-Star questions across most communities.
- Arvada rates higher than National, Mountain and Other 4-Star benchmarks.



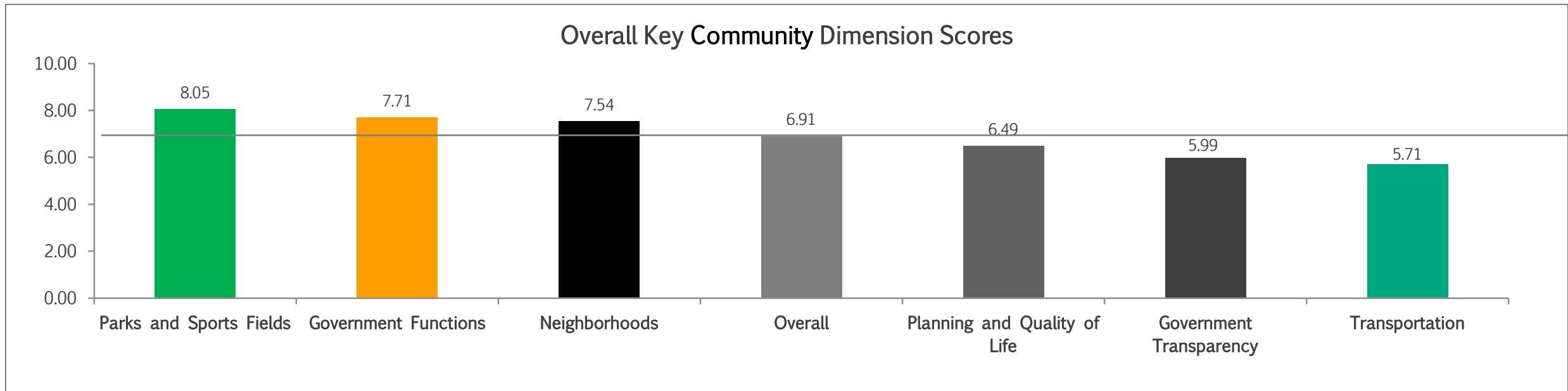
Arvada's 5-Star Rating

- Arvada receives a 4-Star Rating.
 - Ratings for Arvada are comparable to 4-Star benchmarks for two out of five measures:
 - Quality of Services
 - Value of Services
 - Arvada rates above 4-Star benchmarks on:
 - Overall Quality of Life
 - Comparability to Other Communities
 - Improvement can be made regarding:
 - Direction the City is Headed.



Key Community Indicators

- The 2017 Community Survey asked 25 questions regarding the quality, and residents' perceptions of, various aspects of the City of Arvada. Factor analysis was used to group these into six Dimensions.
- These Dimensions are used for several pieces of analysis.
 - Arvada performs best at things relating to Parks and Sports fields.
 - Lowest-rated are items regarding Government Transparency and Transportation



Key Community Indicators – Dimension Make-up

Dimension	Attributes	2017
Parks and Sports Fields	PARKS1 – Overall, how satisfied are you with parks and recreation in Arvada?	X
	PARKS2A – Satisfaction with the range and variety of recreation activities.	X
	PARKS2B – Satisfaction with the appearance of parks.	X
	PARKS2C – Satisfaction with the safety in parks.	X
Government Functions	PD4A – The ability of the Police Department to handle emergencies in an effective manner.	X
	PD4B – Arvada’s Police Department consistently enforcing the laws.	X
	UTIL1A – [Arvada’s utilities department] Provides water that is safe and healthy to drink.	X
	UTIL1B – [Arvada’s utilities department] Will repair things quickly and correctly in the event of a failure.	X
	UTIL2 – [Arvada’s utilities department] What value do you feel you receive for your money?	X
Neighborhoods	PS1A – Safety in your neighborhood in general.	X
	PS1B – Safety in your neighborhood after dark.	X
	HOOD1 – Your neighborhood as a place to live.	X
	HOOD2 – Your neighborhood’s sense of community.	X
Planning and Quality of Life	QOL1A – Planning for growth in ways that add value to your quality of life.	X
	QOL1B – Helping to create a competitive business environment that supports entrepreneurs and creates jobs.	X
	QOL1C – Fostering and supporting a diverse community where all residents have the opportunity to live well, work and play.	X
	QOL1D – Maintaining and enhancing a healthy natural environment for current and future generations.	X
Government Transparency	GOV1A – [Arvada’s government] Keeping residents informed regarding major issues in Arvada.	X
	GOV1B – [Arvada’s government] Seeking residents’ involvement and input.	X
	GOV1C – [Arvada’s government] Providing information in an open and transparent way.	X
Transportation	TRAN1A – The overall condition of the road surface.	X
	TRAN1B – Traffic signal timing.	X
	TRAN1C – Level of congestion on the streets.	X
	TRAN1D – Overall convenience and accessibility of the roads in Arvada.	X
	TRAN2 – Satisfaction with the plowing of the roads in Arvada	X

Key Driver's Analysis - Explanation

- Key Drivers Analysis uses a combination of factor and regression analysis to identify which areas have the greatest impact on residents' overall impressions of Arvada as measured by its 5-Star Rating.
 - Simply put, Key Drivers Analysis looks for a correlation between a respondent's 5-Star Rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is a “driver” of the 5-Star Rating.
- The table on the following page combines the derived importance (determined using regression analysis) with residents' ratings for each question/dimension. The resulting table provides a snapshot on how you are performing on what your residents state is important.
 - Invest: Areas of importance, but relatively low performance
 - Maintain: Areas of importance with high performance
 - Monitor: Areas of importance with average performance
- The easiest way to read this table: **FOCUS ON THE BLUE**

Key Drivers – Importance / Satisfaction Table

		Importance					
		Planning & Quality of Life	Neighborhoods	Transportation	Government Transparency	Parks & Sports Fields	Government Functions
S A T I S F A C T I O N	Maintaining / enhancing healthy natural environment		Safety in neighborhood in general	Plowing of the roads	Keeping residents informed regarding major issues in Arvada	Appearance of parks and sports fields	Police handle emergencies in an effective manner
	Supporting a diverse community		Neighborhood as a place to live	Convenience and accessibility of the roads	Providing information in an open and transparent way	Overall, ratings of parks and sports fields	Utilities: Provides water that is safe and healthy to drink
	Competitive business environment		Safety in neighborhood after dark	Overall condition of the road surface	Seeking residents' involvement and input	Safety in parks and sports fields	Police consistently enforcing the laws
	Planning for growth to add to quality of life		Sense of community	Traffic signal timing		Quality of the children's playgrounds and structures	Utilities: Repairs quickly and correctly
				Level of congestion on the streets			Utilities: Value received

👉 = Key Driver;

Dark Blue = Key driver, lower-than-average agreement; invest

Yellow = Key driver, near average agreement; monitor

Light Green = Key driver, above-average agreement; maintain

Light Blue = Not a driver, lower than-average agreement; monitor

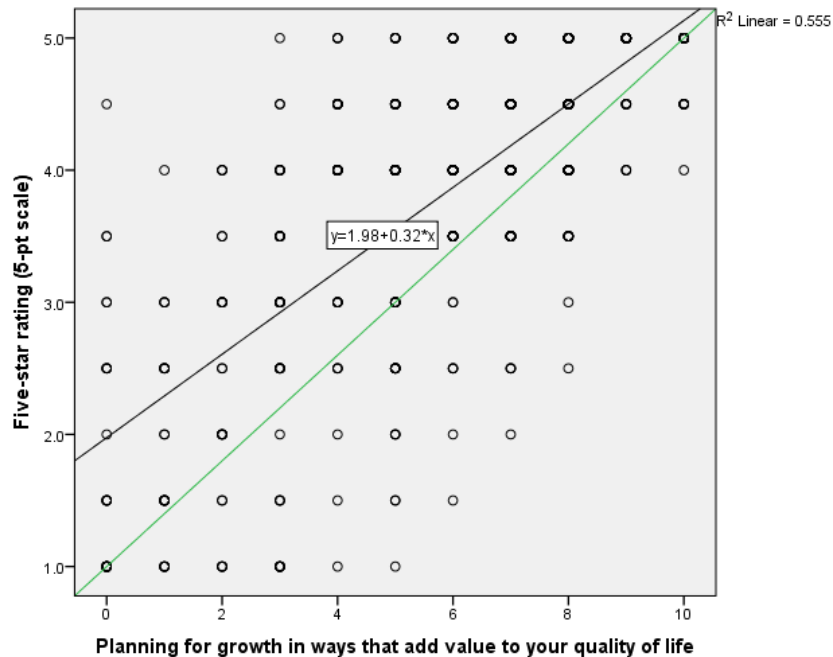
Light Yellow = Not a driver, near average agreement; maintain

Light Green = Not a driver, above-average agreement; maintain

What Makes a Driver a Driver?

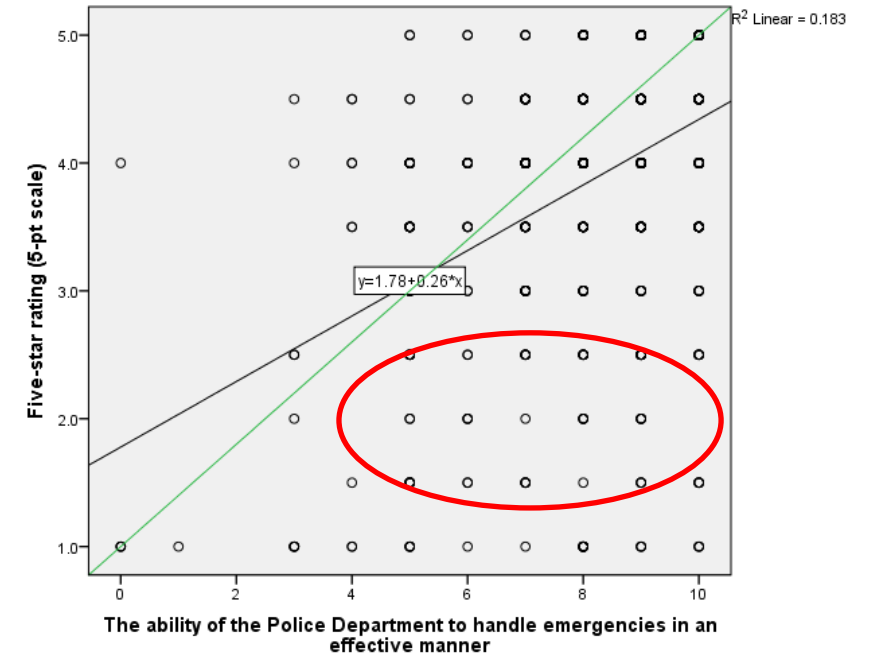
In it's simplest, form, an attribute is considered a Key Driver if residents' ratings closely align with their views of Arvada as a whole (5-Star Rating).

Planning for Growth: **Driver**



- Y-Axis: 5-Star Rating
- X-Axis: Attribute Tested
- Green Line: “Prefect” 1:1 correlation
- Black Line: Actual correlation
- Y=: Slope of regression (black) line.
- R²: Measure of distance from data to regression line

Police: **Not a Driver**



MaxDiff Analysis: Explanation

- MaxDiff Scaling is a survey technique used to derive importance or preferences. The City identified five key areas representing different functions of government:

- Safety
- Efficient and effective governance
- Transportation
- Recreation
- Business planning.

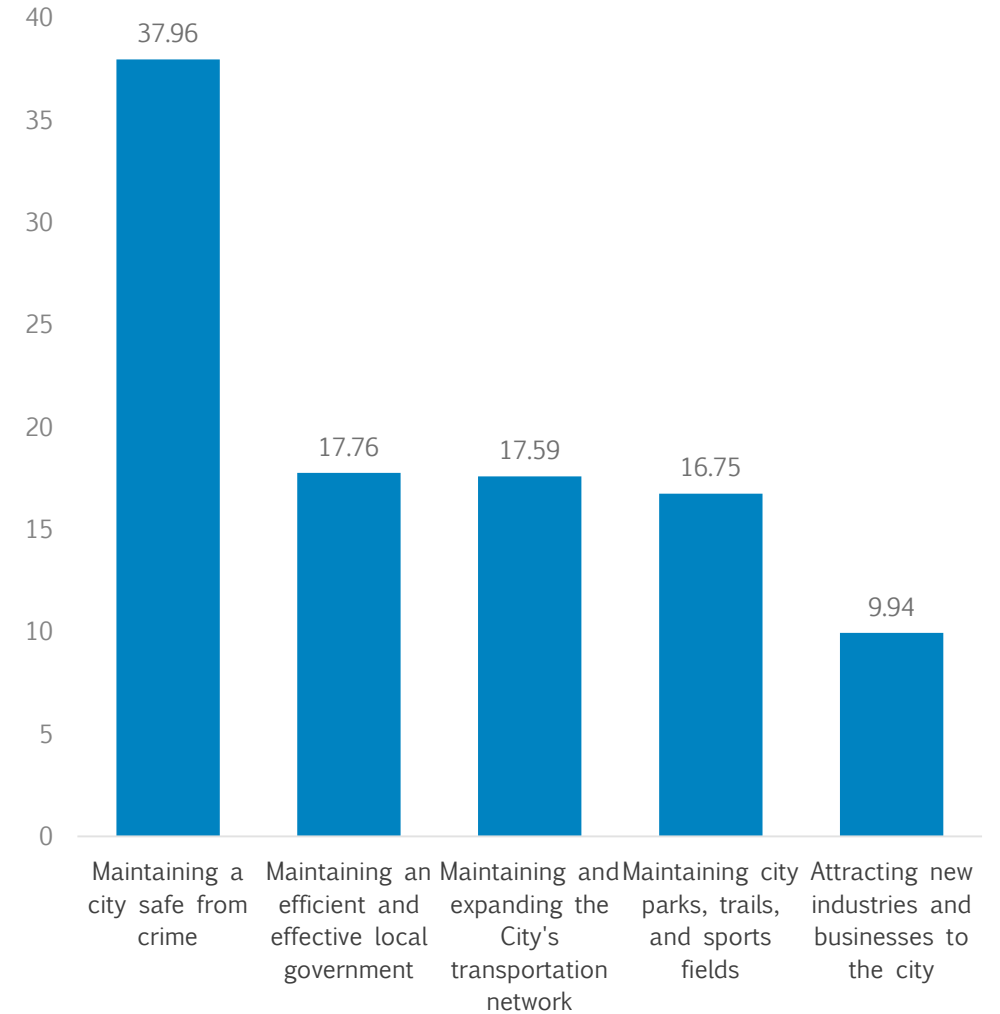
Thinking about where the City of Arvada should prioritize its resources, and considering only the three attributes shown here, which is the Most Important and which is the Least Important?

Most Important		Least Important
<input type="radio"/>	Maintaining and expanding the city's transportation network	<input type="radio"/>
<input type="radio"/>	Attracting new industries and businesses to the city	<input type="radio"/>
<input type="radio"/>	Maintaining city parks, trails, and sports fields	<input type="radio"/>

- Respondents were shown a total of five screens. Each screen contained three government functions. Residents were asked to identify which of the three is most important, and which is least important.
- The analysis is akin to asking a person, “If you were on a limited budget and could only afford two of these three items, which one must be kept and which one would you cut?” This puts respondents in a position where they must make real trade-offs. They must pick something as a top priority and they must pick something as a low priority.

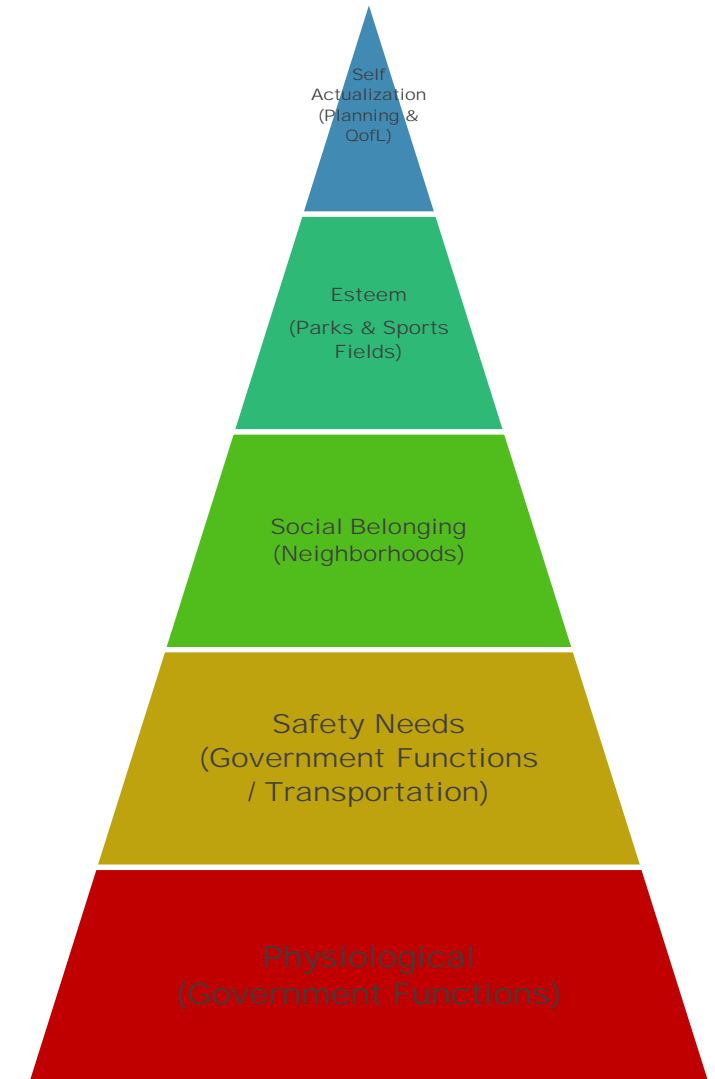
MaxDiff Analysis: Results

- The resulting chart is simple, yet powerful.
- Not only does it provide a rank-order of importance, it also provides an actual measure of how much more important one item is versus another. For example:
 - The most important function is “Maintaining a city safe from crime” and is assigned a rating of 37.96
 - Second most important is “Maintaining an efficient and effective local government” with a rating of 17.76.
 - This means that not only is safety more important than efficient and effective governance, but residents believe it is at least twice as important.
- We also see three functions in close proximity:
 - Maintaining an efficient and effective local government
 - Maintaining and expanding the City’s transportation network
 - Maintaining city parks, trails, and sports fields
- These three all have very similar scores. This means that the three functions are of near-equal importance.



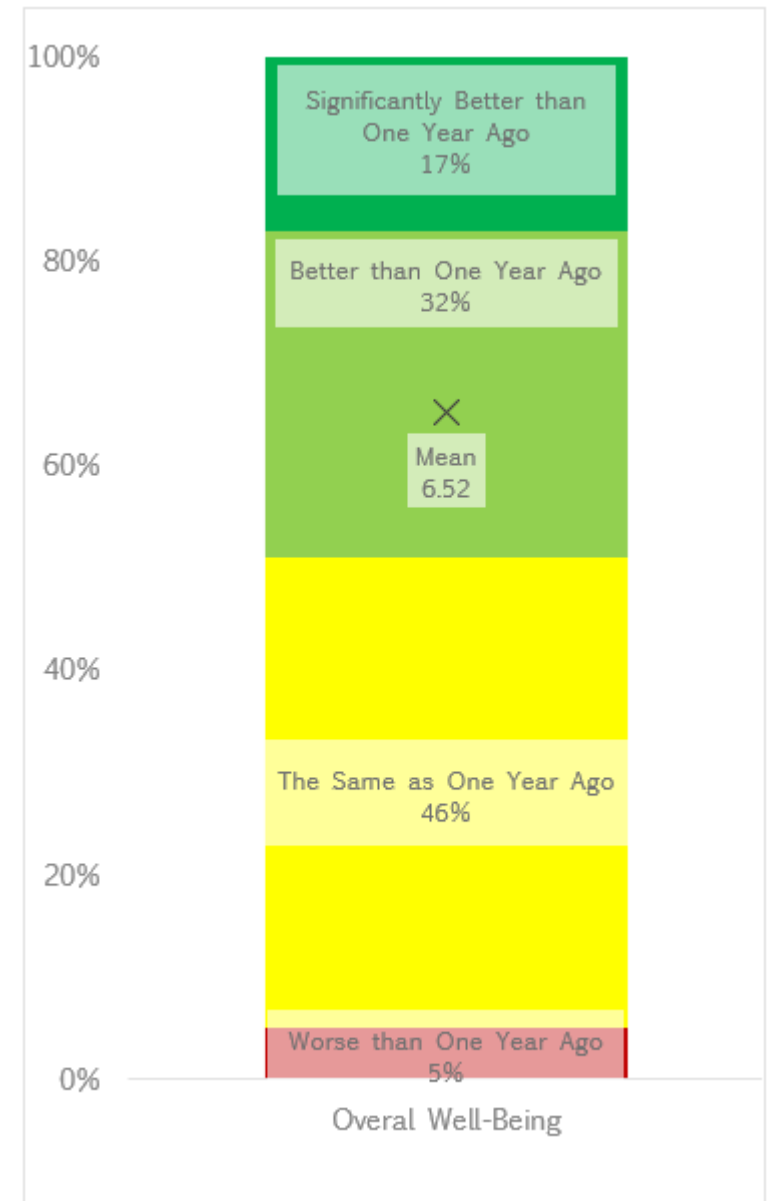
Making Sense of Key Drivers and MaxDiff

- The Key Drivers and MaxDiff analysis appear to indicate different areas of focus:
 - Key Drivers: focus on planning/quality of life and neighborhoods
 - MaxDiff: safety and security
- This is not a contradiction. The two analysis are designed to accomplish different goals:
 - Key Drivers: determine what will increase residents' overall perception of Arvada (5-Star Rating)
 - MaxDiff: determine most important base functions of government
- Maslow's Hierarchy of Needs is a good descriptor:
 - Base needs: Physiological and Safety are identified as most important in MaxDiff. Arvada is already doing well in these areas
 - Higher needs: Social needs (transportation), esteem (neighborhoods), and self-actualization needs (quality of life). It is through meeting these higher level needs that Arvada can further improve the quality of life for its residents.



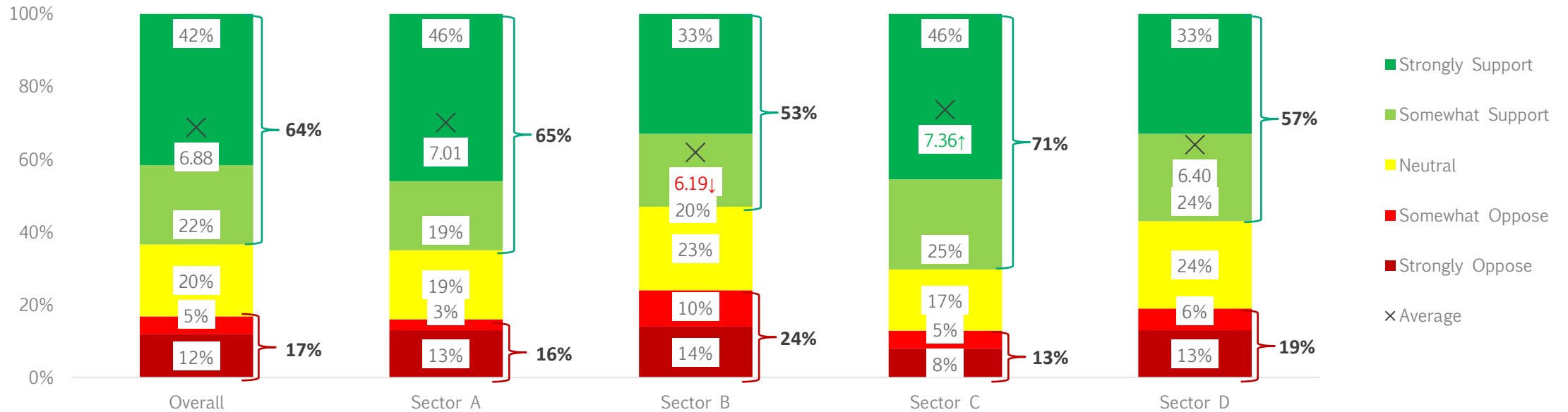
Well-Being

- Half (49%) of Arvada residents state that their overall well-being is “Better than” or “Significantly better than” it was one-year ago.
- Nearly the same amount (46%) say that their overall well-being is the same as it was one year ago and only 5% say that it is worse.
- There are no significant differences across demographic groups or police sectors.



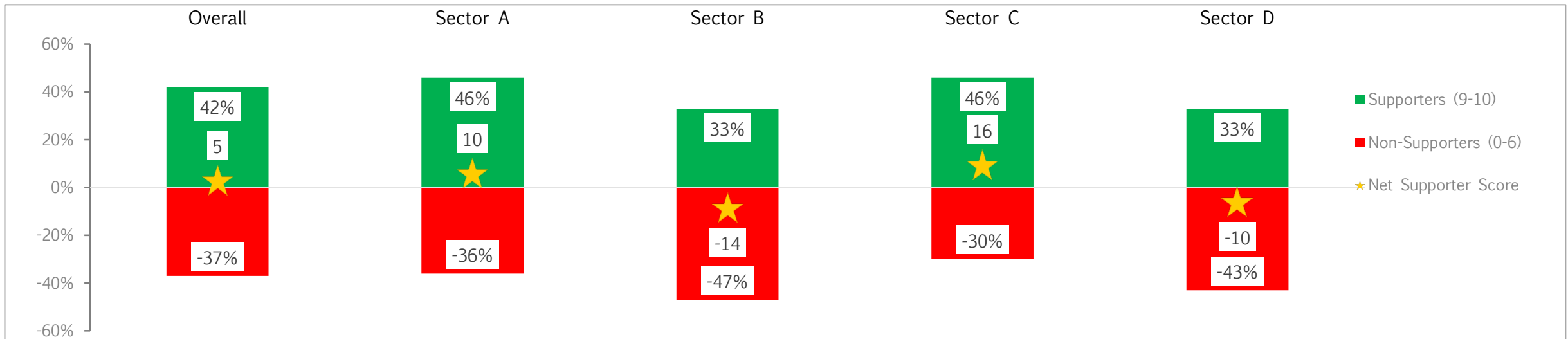
Single-Hauler Trash and Recycling (1)

- Two-thirds of residents either “Somewhat” or “Strongly” support the idea but 17% “Somewhat” or “Strongly” oppose it.
- There are notable differences based on where residents live.
 - Only small majorities of residents living in Sectors B and D support the idea



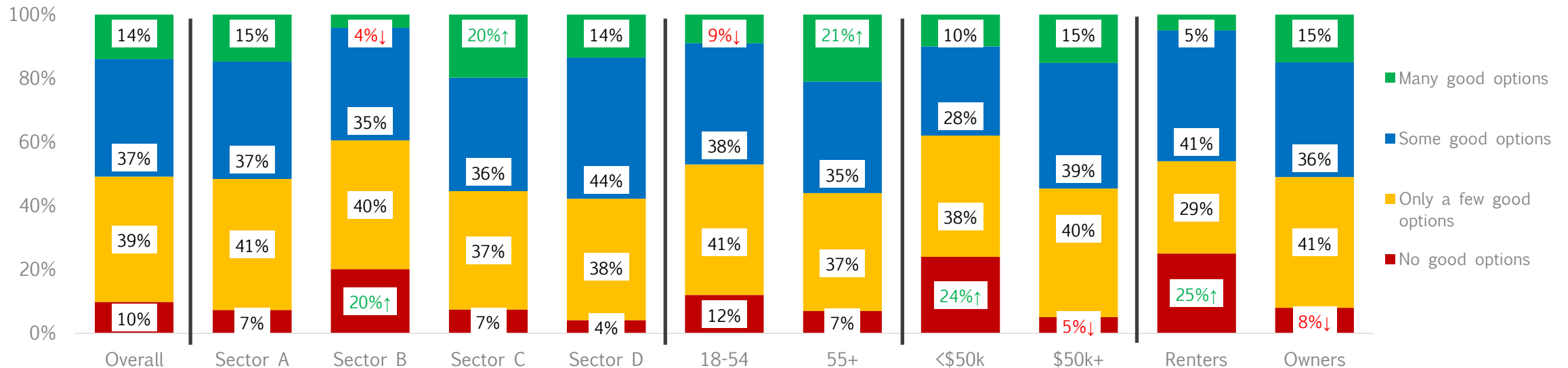
Single-Hauler Trash and Recycling (2)

- Another way of examining the same data is to use Net Promoter type analysis. This presents a “tougher” test.
 - Idea is only “strong” supporters (9-10) are considered advocates and will “vote” for an initiative.
 - “Moderate” supporters (7-8) are not opposed, but don’t care enough to “vote.” These are not shown here.
 - “Non-supporters” (0-6) range from people who don’t really care to those who actively dislike the idea and will either would not “vote” or would “vote” against the idea
- Purpose of this analysis is to look at this idea through a more critical lens. While not really a vote measurement tool, it works well to determine the true support of a measure.
- While there is strong support for Single-Hauler, there is also vocal opposition. If this issue is to be pursued, we recommend targeted, follow-up research.



Housing Affordability

- When asked about affordable options, half (51%) of residents believe there would be “Some” or “Many” good options. However, there are several differences of opinion.
- Those who indicate fewer options are:
 - Sector B: 4% believe there are “Many” good options,
 - Under 55: 9% believe there are “Many” good options,
 - Incomes <\$50k: 10% say there are “Many” good options and 62% believe that there are “Few” to “No” good options, and
 - Renters: 5% believe there are “Many” good options and one quarter say there are “No” good options.



Multi-Family Housing

- Multi-family housing is the most divisive housing related issue in the 2017 survey.
 - One-third (33%) agree that the City should increase multi-family housing to reduce the cost of living,
 - One-third (32%) have no strong opinions, and
 - One-third (35%) disagree with this idea
- Large differences based on demographics. Those most in favor are:
 - Renters: 57% agree with increasing multi-family housing (vs. 29% of owners)
 - Minority residents: 50% agree with increasing multi-family housing (vs. 30% with incomes \$50k+)
 - Incomes <\$50k: 48% agree with increasing multi-family housing (vs. 32% white alone non-Hispanic)

