

THE NCSTM
The National Citizen SurveyTM

Denver, CO

Presentation of 2016 Survey Results

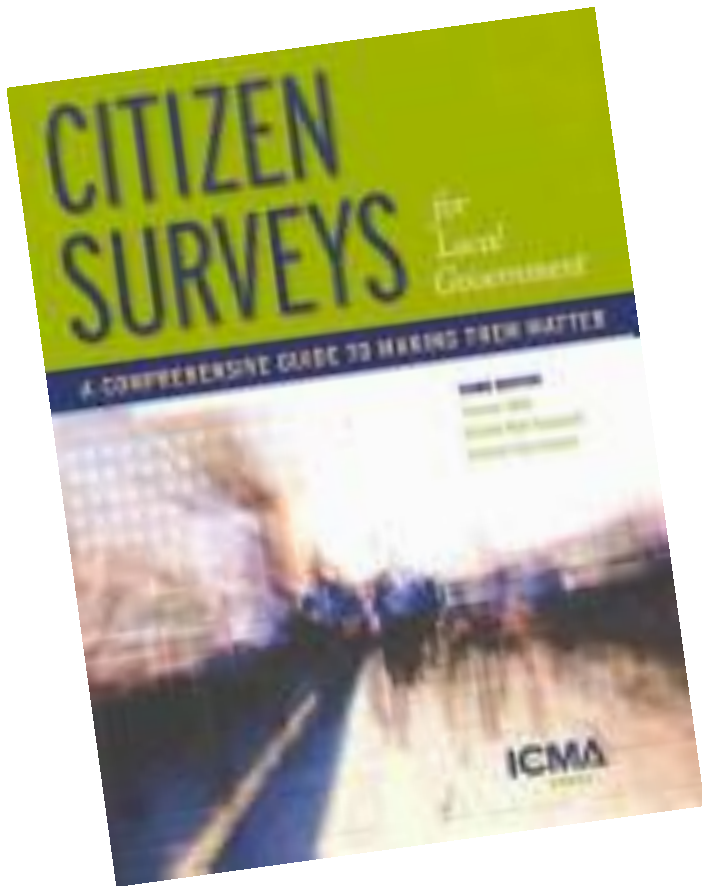
The NCS is presented by NRC in collaboration with ICMA



ICMA

Leaders at the Core of Better Communities

About National Research Center



- Over 20 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnership with ICMA Charter members of AAPOR Transparency Initiative

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Denver

- Participant in The NCS annually since 2002
- Random scientific sample of 6,050 households
 - 1,254 returned surveys; 22% response rate
 - $\pm 3\%$ margin of error

Expanded
sample

Open-ended
question

Online option

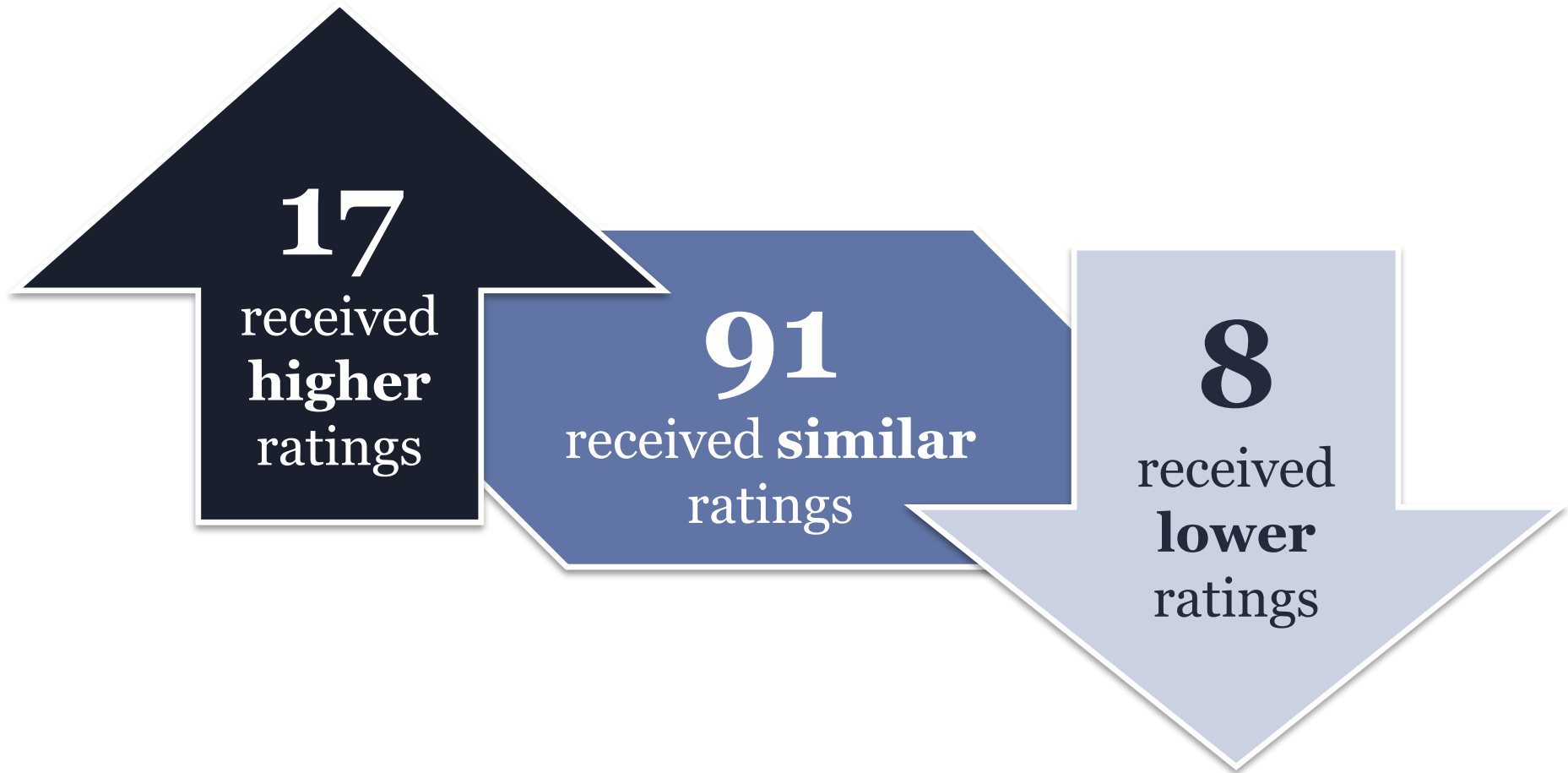
Spanish

Geographic
comparisons

Demographic
comparisons

Custom
benchmarks

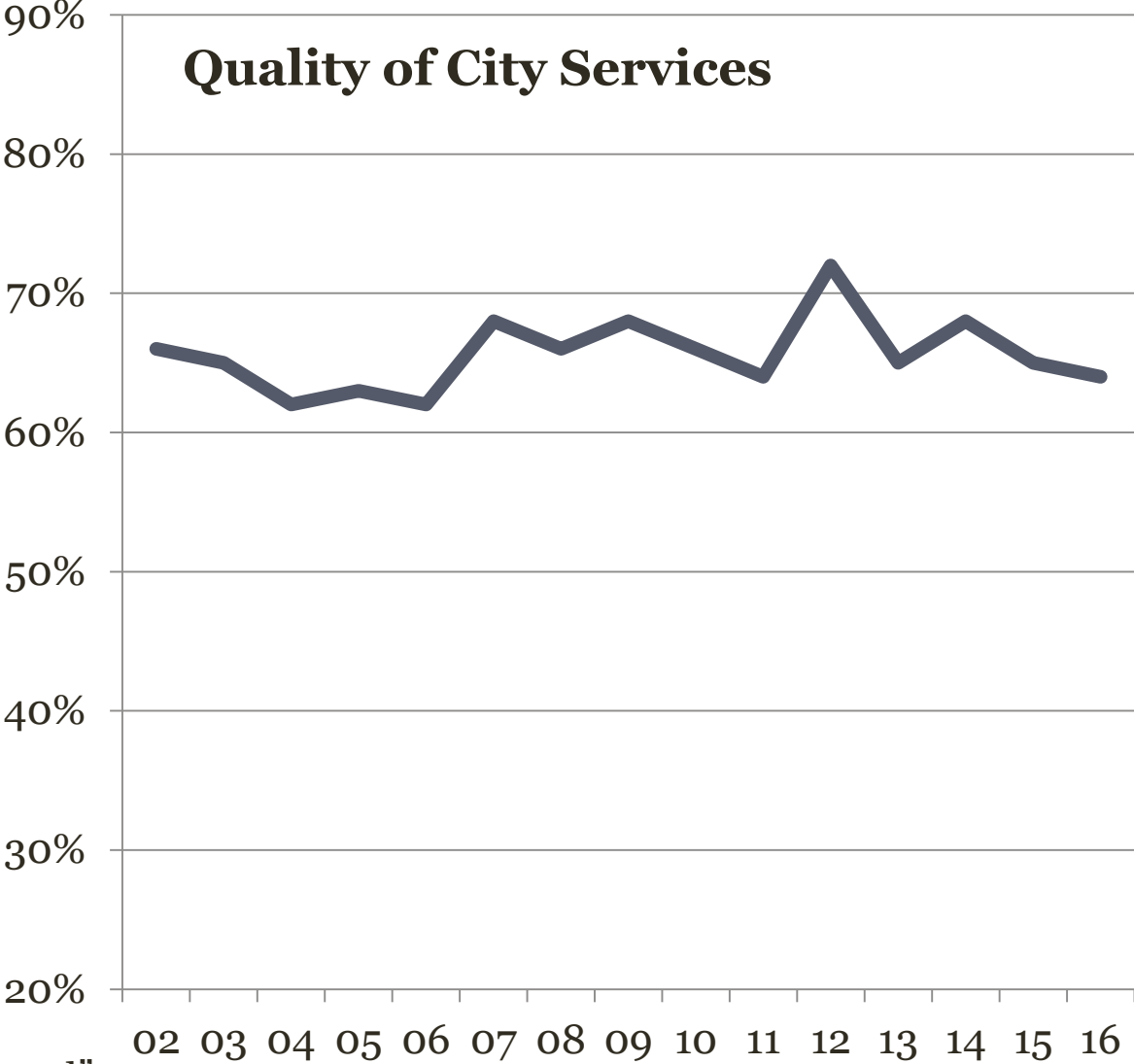
2016 Benchmark Comparisons



2016 Ratings Compared to 2015



Overall Quality of Services

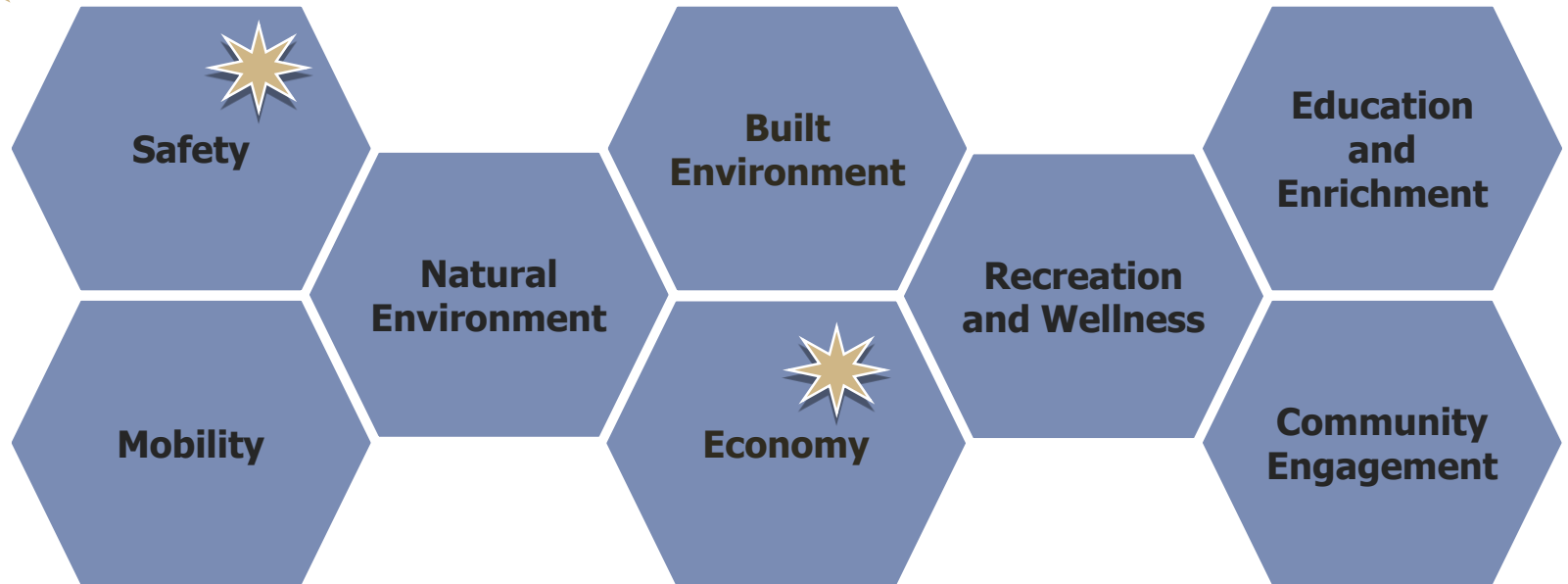


Percent "excellent" or "good"

2016 Key Focus Areas

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

★ Most important

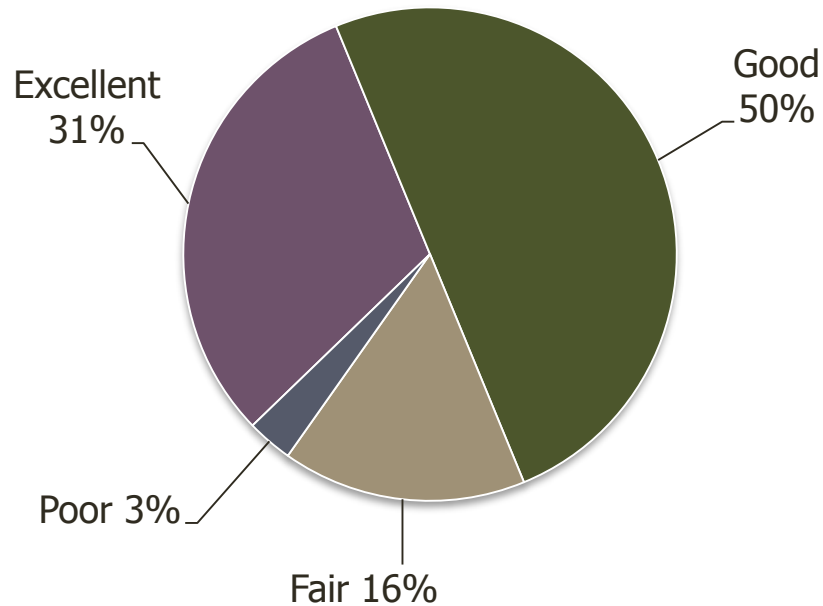


Key
Finding
#1

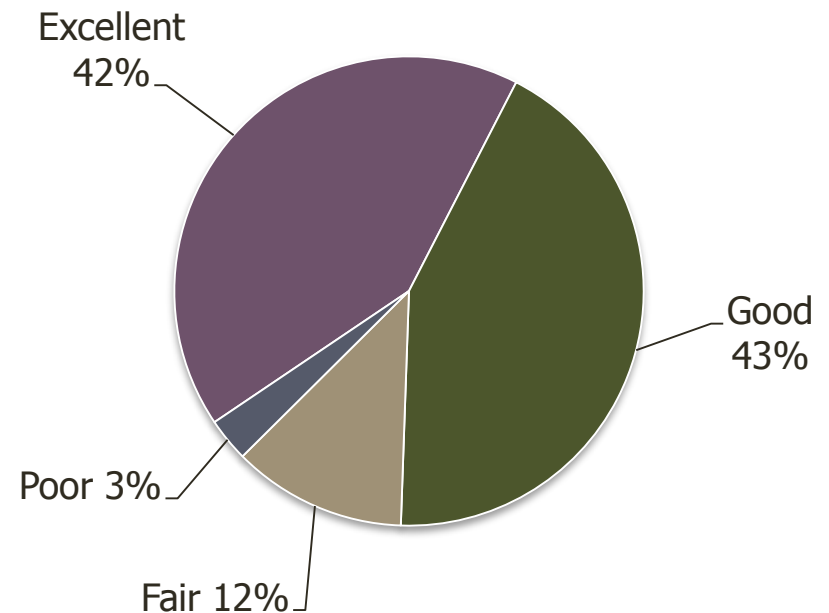
**Denver residents
continue to enjoy
high quality of life**

Overall Quality of Life Ratings

Overall Quality of Life in Denver



Denver as a Place to Live



Community Characteristics

78%

Neighborhoods

75%

Overall image

71%

Overall appearance

69%

Place to raise
children



Percent excellent or good

Quality of Life

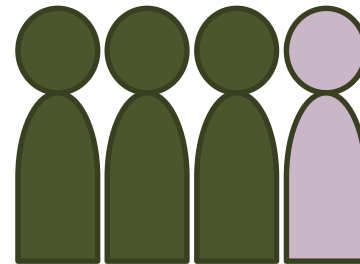
Recommend
Denver

Remain in Denver

at least

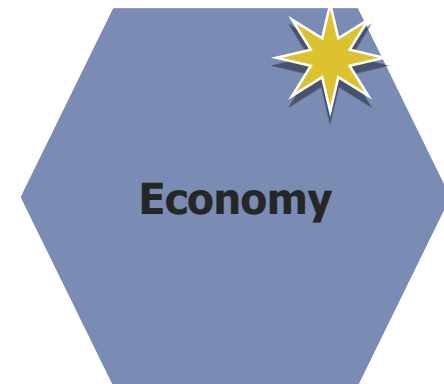
$3/4$

very or somewhat likely

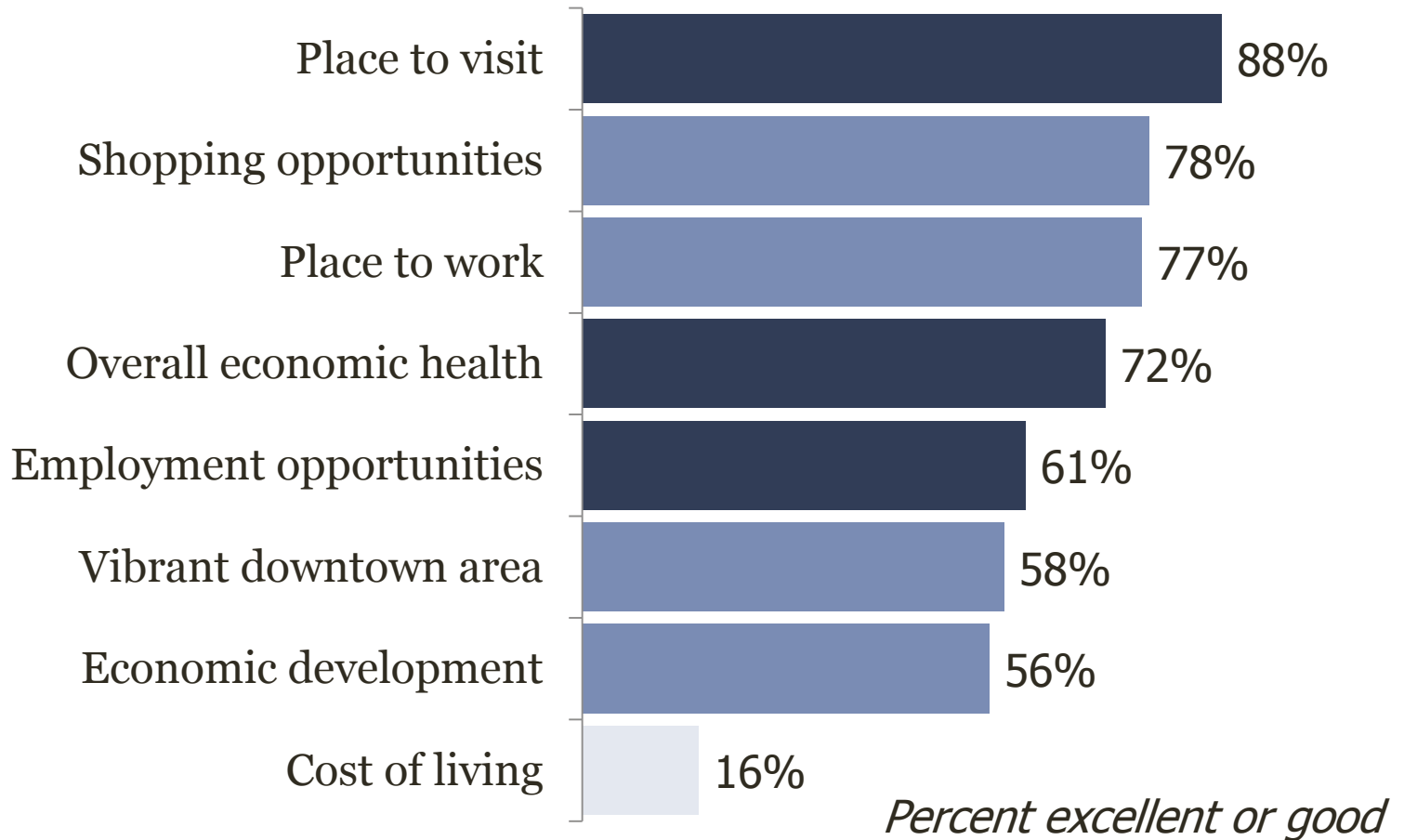


Key
Finding
#2

Economy continues to be a top priority



Aspects of Economy

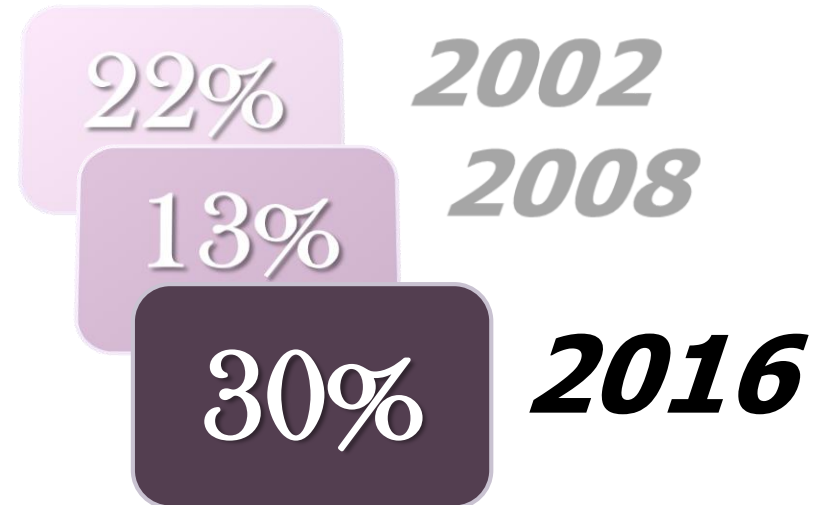


Comparison to benchmark:

Higher Similar Lower

Personal Economic Outlook

What impact, if any, do you think the economy will have on your family income in the next 6 months?



Percent very or somewhat positive

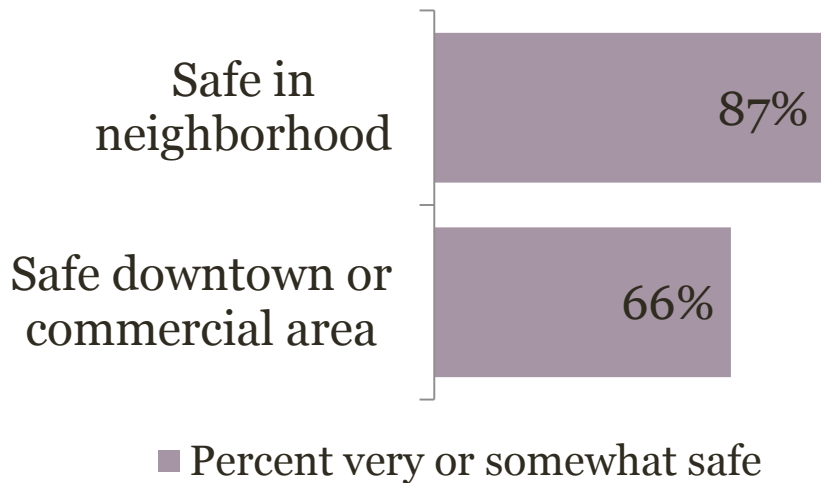


Key
Finding
#3

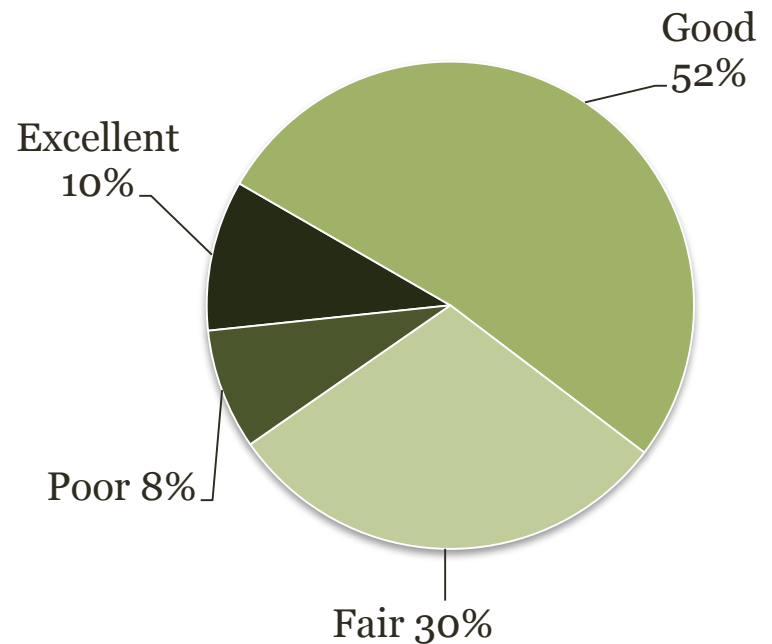
Safety is a top priority



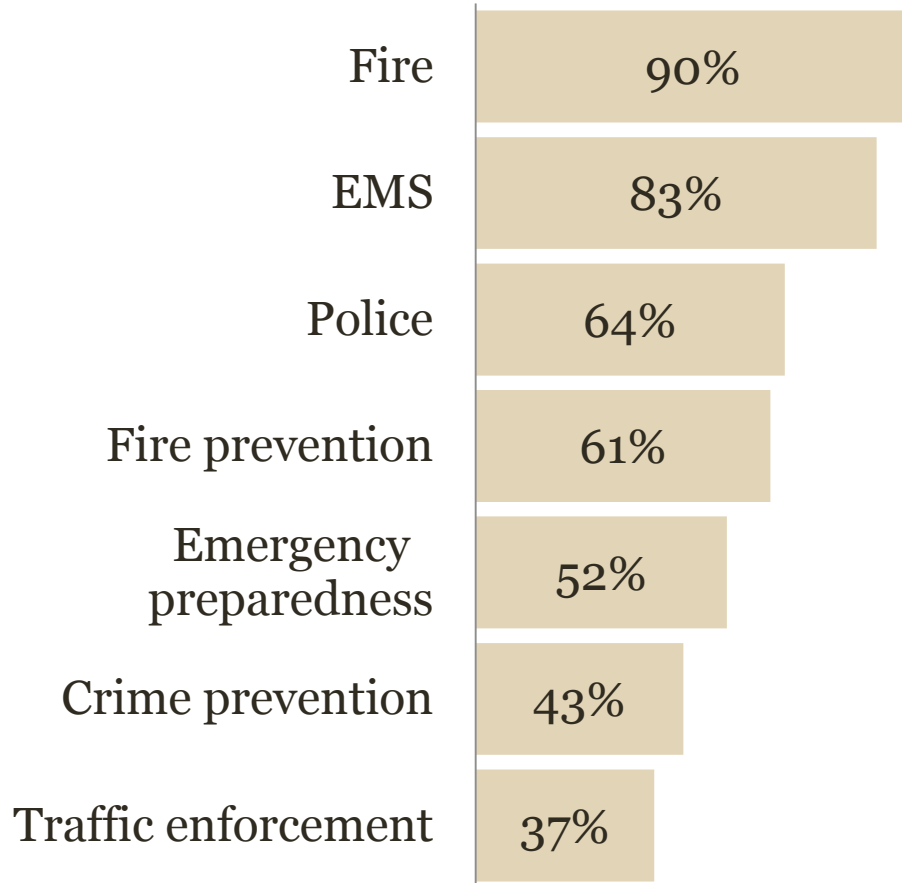
Perceptions of Safety



Overall Feeling of Safety



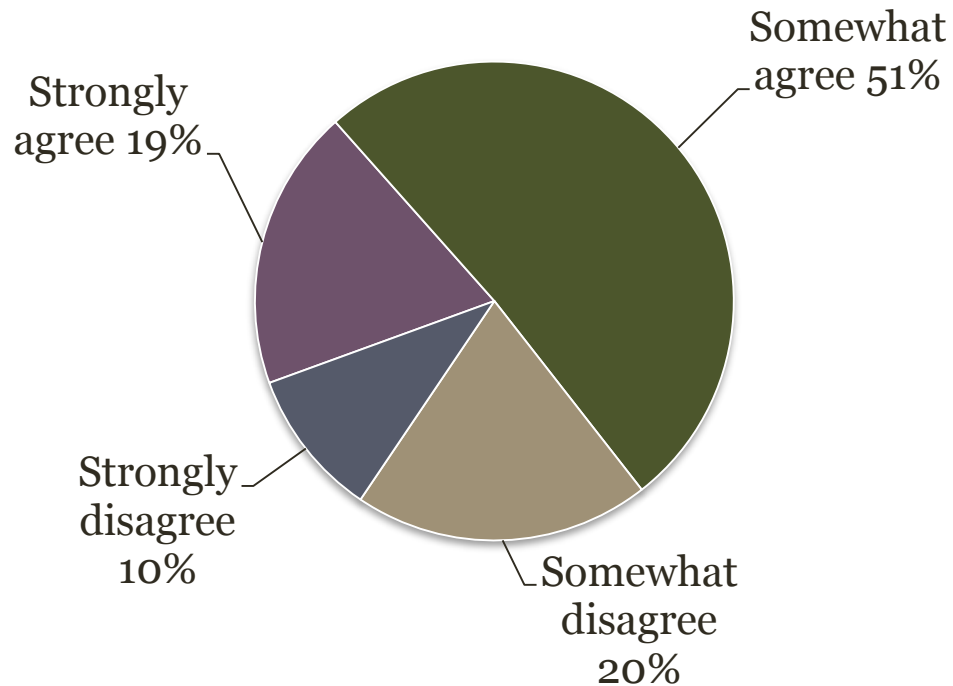
Safety Services



Percent excellent or good

Police Officer Conduct

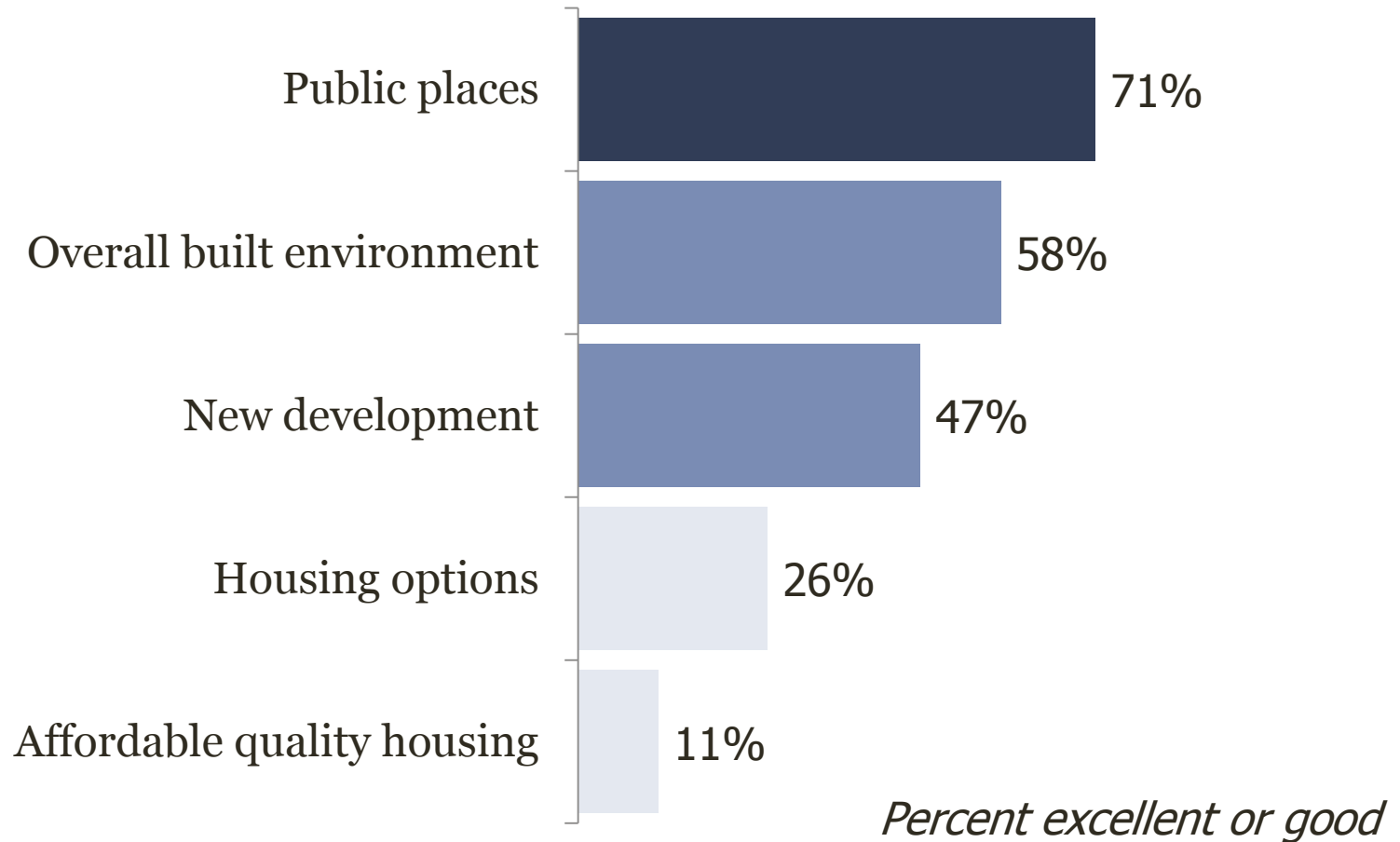
"The City of Denver does a good job of managing police officer conduct"



Key
Finding
#4

**Built Environment
is strong with
room for
improvement**

Aspects of Built Environment



Comparison to benchmark:

Higher Similar Lower

In Their Own Words

What do you think is the single most pressing issue facing Denver today?

Affordable housing/cost of living

“Affordable housing for natives”

“Cost of living is out of control.”

Traffic

“Bad traffic, commute times excessive”

“Traffic all over”

Growth and development

“Growth – too many people moving here”

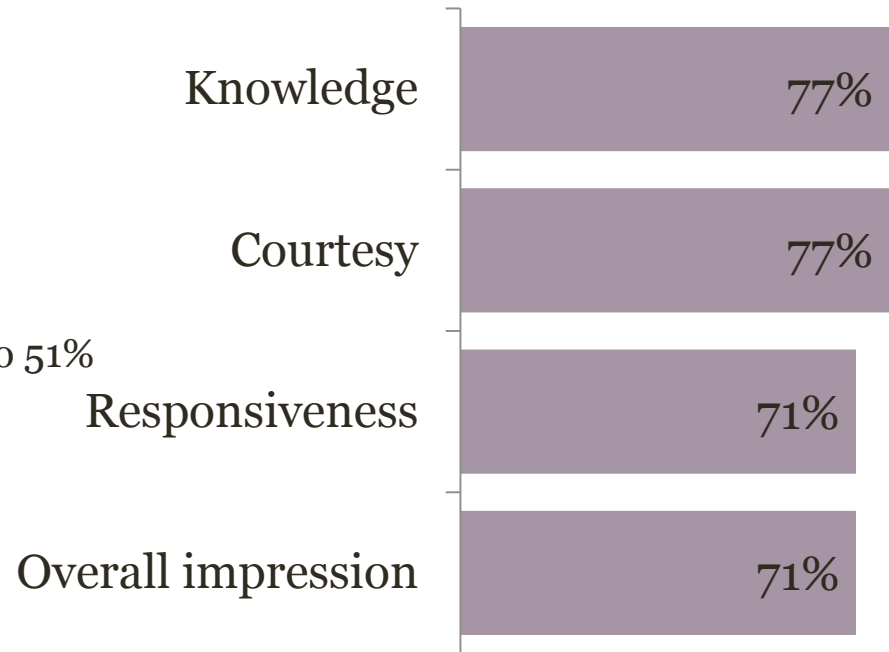
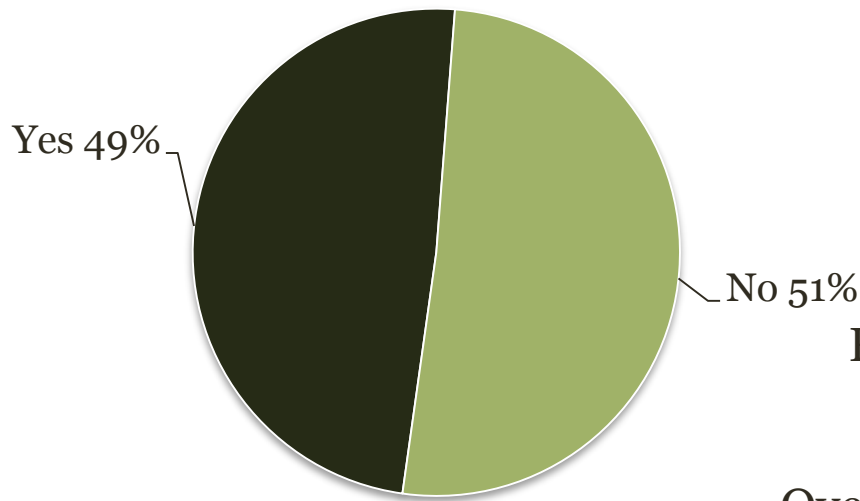
“How to deal with major influx of people”



Special Topics

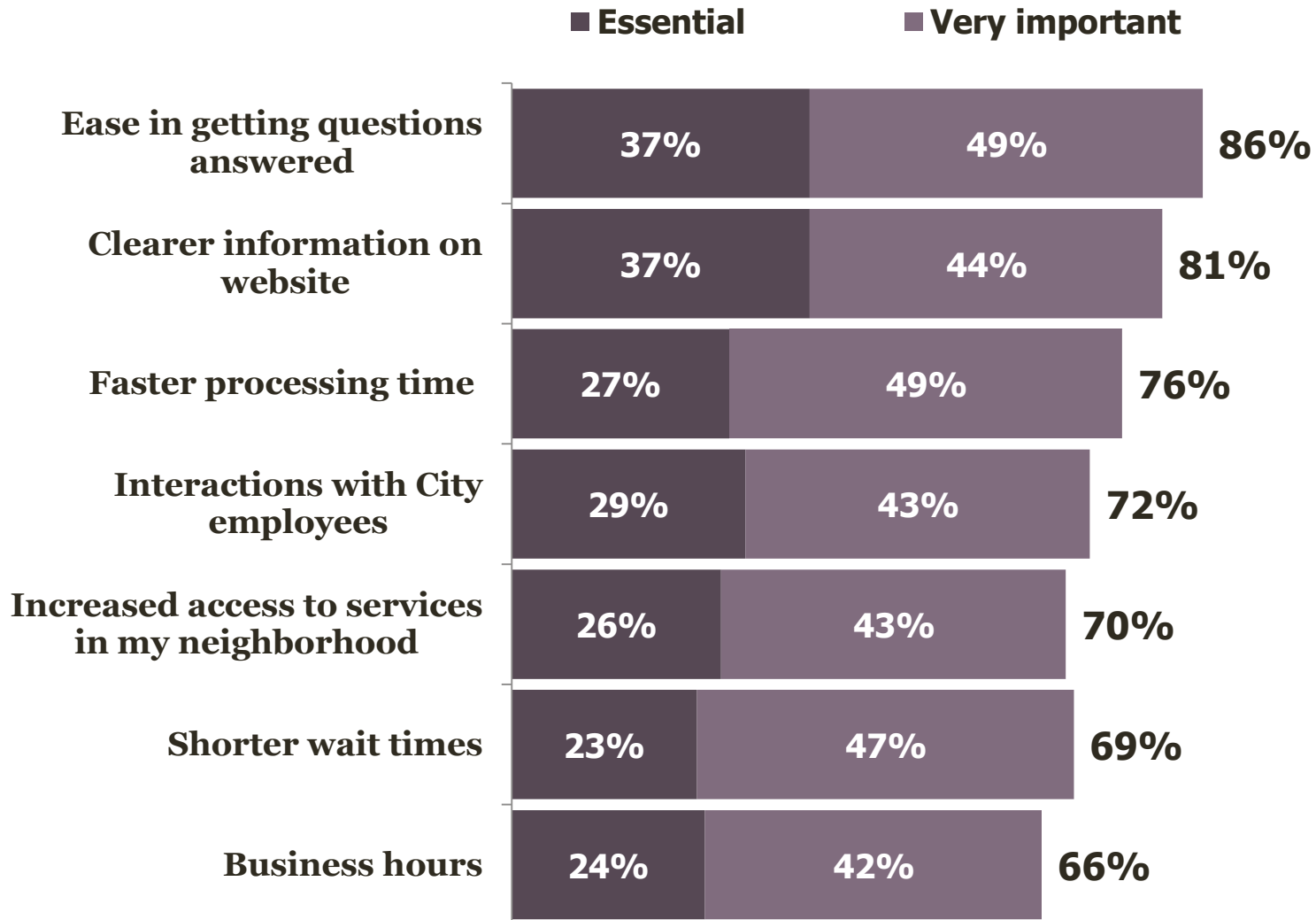
Contact with City Employees

Contact in last 12 months



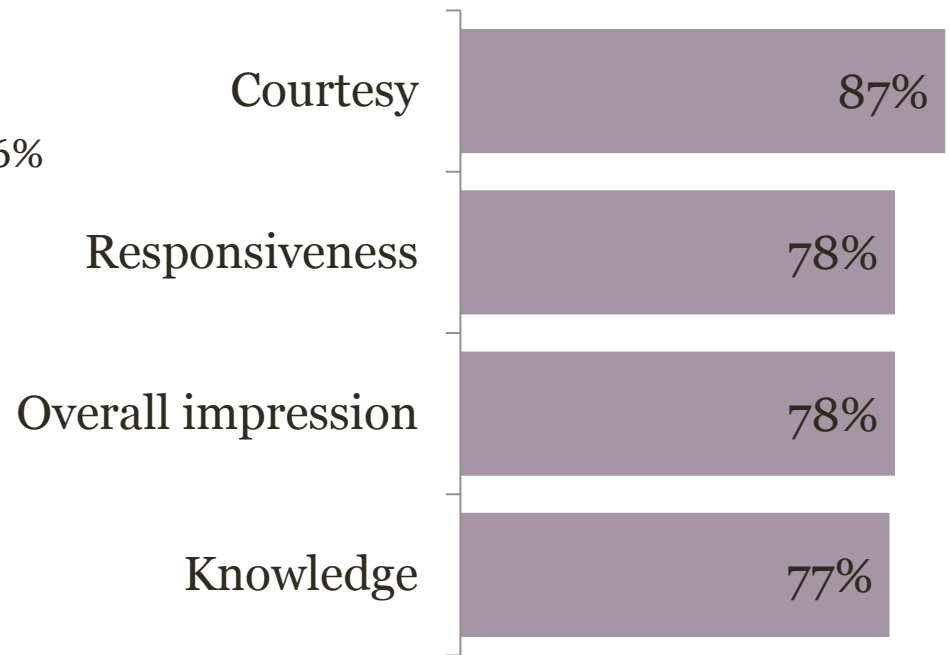
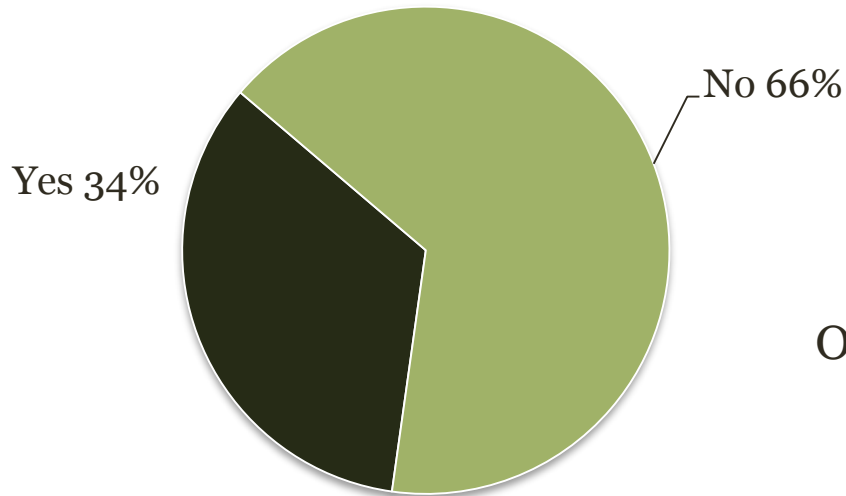
Percent excellent or good

Improvements to Customer Service



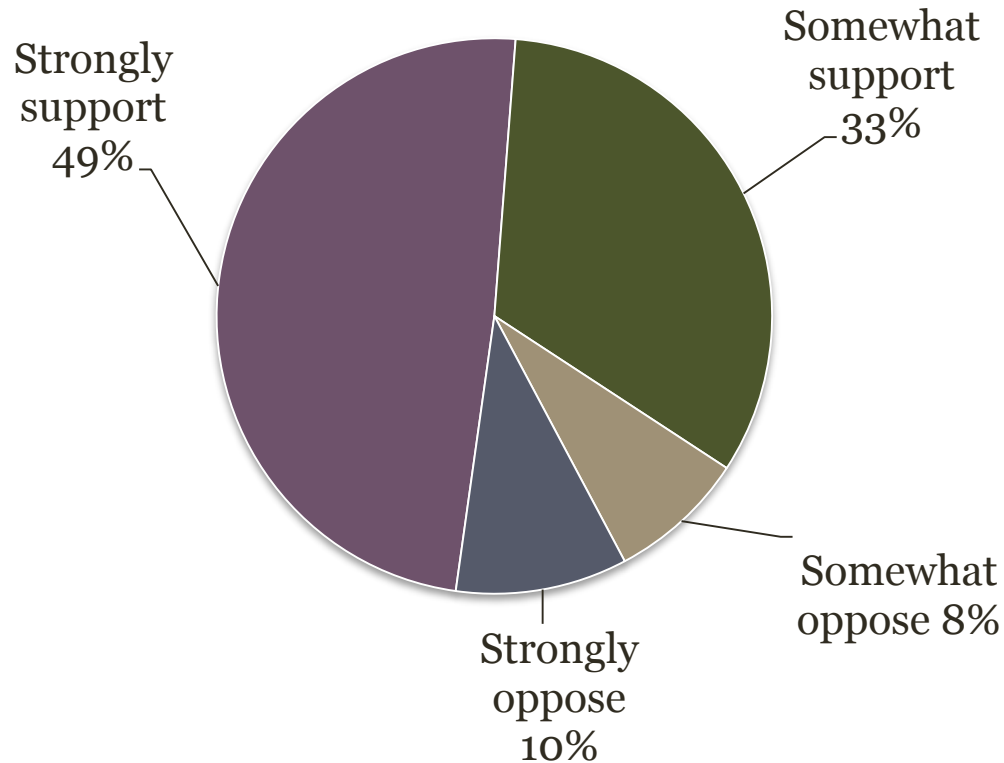
Contact with 311

Contact in last 12 months



Percent excellent or good

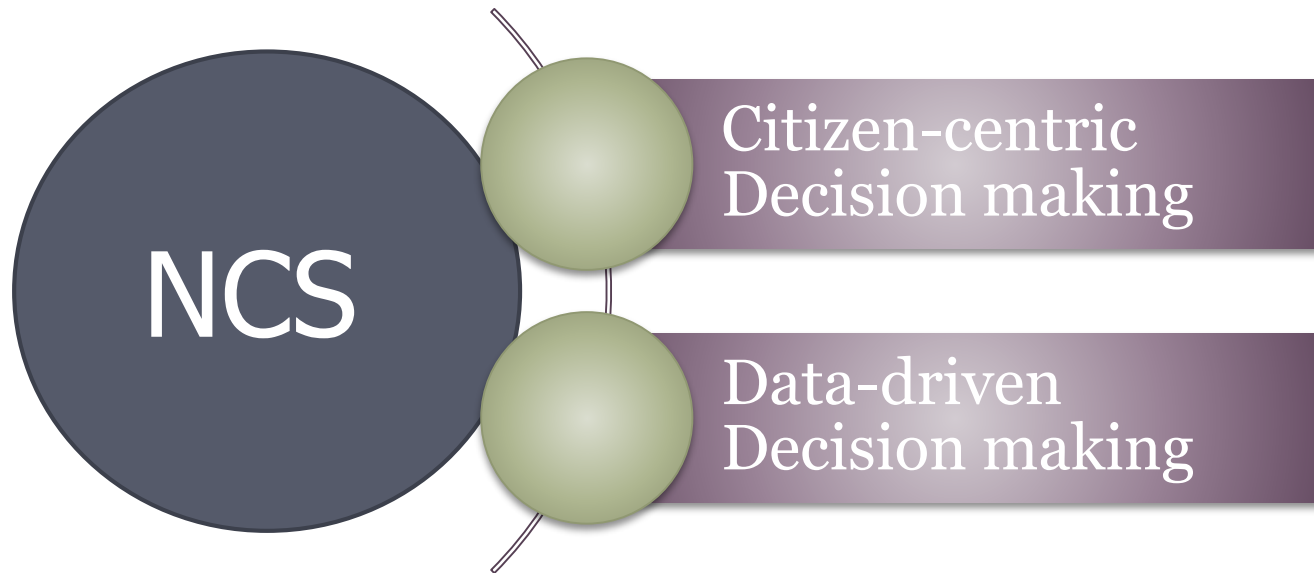
Reducing Landfill Waste



NRC Conclusions

- Denver continues to be a great place to live
- Safety and Economy continue to be top resident priorities
- Affordable housing also a top concern

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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