# City of Littleton

# Resident Survey 2012

Prepared by:



## Using Survey Results



### Survey Methods



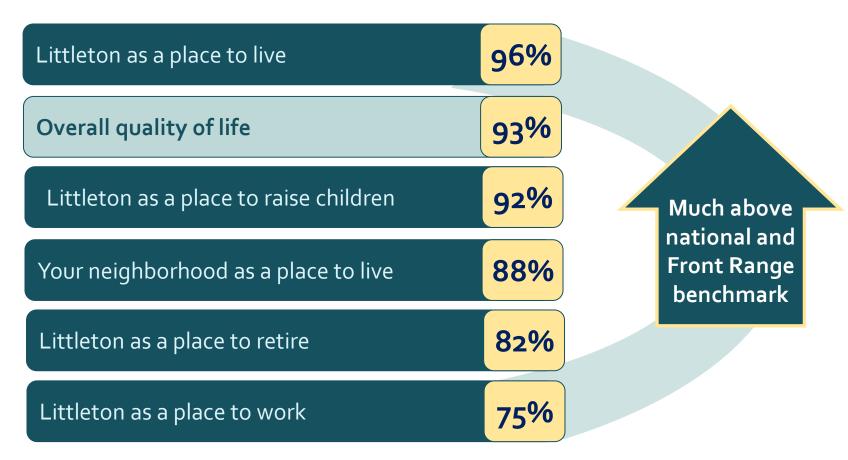
City of Littleton Arapahoe County, CO

- Mailed to 3,000 households
- 921 completes; response rate 32%
- Results weighted to match demographic profile of entire City
- Margin of error is +/- 3 percentage points
- National and Front Range benchmark comparisons

# Quality of Life & Community



## Aspects of Quality of Life



Percent "excellent" or "good"

# Reasons for Living in Littleton



## Community Characteristics

311		MARIE / MARIE
6	The city is a safe community	97%
3	The city has a low crime rate	94%
	The city supports local businesses	92%
	Littleton citizens are self-determined	89%
7	The city offers the best schools	88%
	Littleton has tight-knit neighborhoods	82%
6	Traffic flows well on city streets	74%
(3)	Percent "strongly" or "some	ewhat" agree

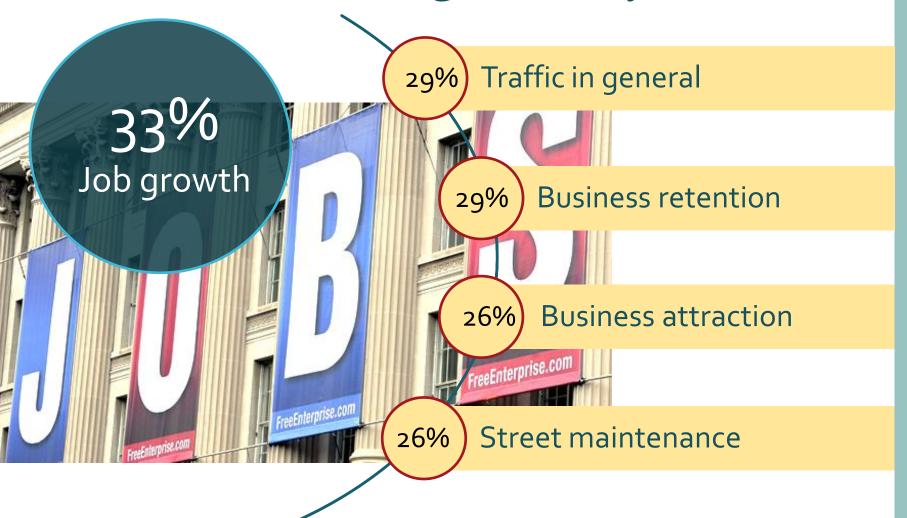
## Safety in Littleton

Downtown during the day	100%
Littleton overall during the day	99%
Your neighborhood during the day	98%
Littleton overall at night	92% Much above national and
Downtown at night	92% Front Range benchmark
Parks, trails, natural open space areas*	92%
Your neighborhood at night	90%

\*Front Range benchmark not available

Percent "very" or "somewhat" safe

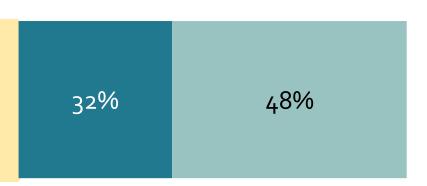
# Most Pressing Issues Facing the City



### Promoting Littleton

Essential Very important

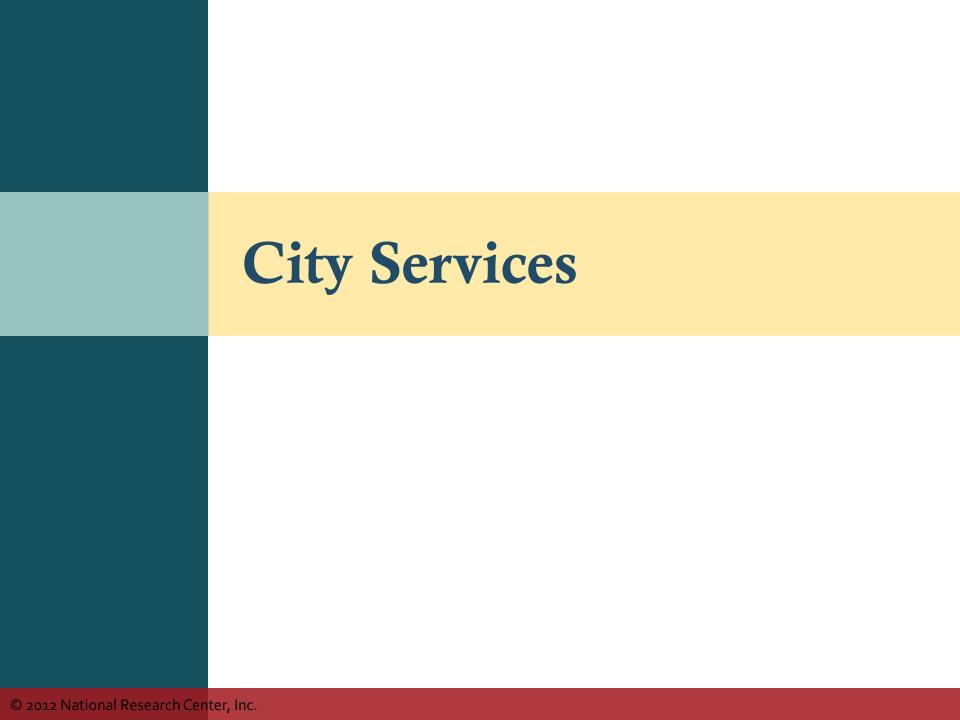
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?



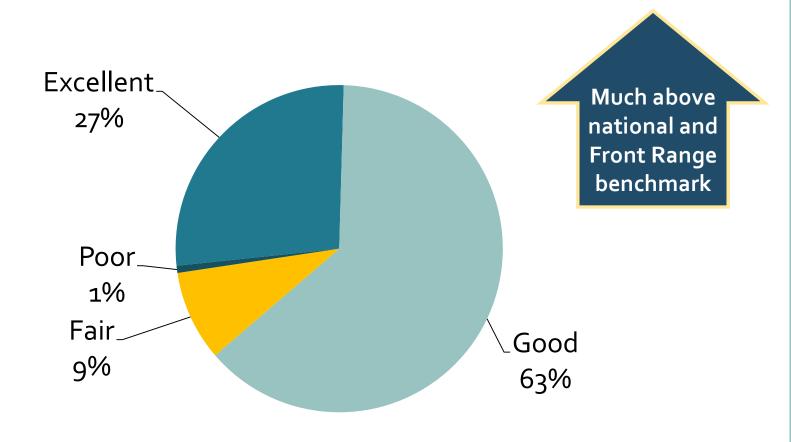
You have the option to shop locally in Littleton, in other cities, or online. How important do you think it is to shop locally in Littleton?



0% 100% 50% Percent of respondents



## Overall Quality of Services Provided by City



## Quality of City Services

			National <u>comparison</u>	Front Range <u>comparison</u>
Highest rated	Littleton Fire Rescue	92%	Above	Much above
	Buck Recreation Center	91%	Much above	Much above
	Parks and trails	91%	Much above	Much above
Lowest rated	Affordable child care	44%	Above	Similar
	Downtown parking	37%	Much below	Much below
	Job opportunities	33%	Much above	Much above
	Percent "excellent" or "good"	_		

### Importance of City Services

#### Most important city services



### Balancing Quality and Importance

Higher importance/lower quality

Job opportunities
Economic development
Public transit services
Traffic flow
Snow plowing
Summer Clean Up Program
Household Haz Mat Roundup
Environmental sustainability
Traffic enforcement
Municipal Court

Higher importance/higher quality

Appearance of city
Cleanliness of the city
Parks and trails
Recreation opportunities
Neighborhood and community services
Open space areas
Littleton Fire Rescue
Littleton Police Department
Bemis Library
South Platte Park

72%

Shopping opportunities
 Affordable child care
 Downtown parking
 Code enforcement
Online payments of fines and services
 Review process for development
 Passport services
 Harlow Pool
 Leaf and tire recycling

Historic preservation
Littleton Calendar
Littleton Museum
Hudson Gardens
4th of July Family Festival/Fireworks show
Carson Nature Center
Candlelight Walk
Police Citizens Academy
Town Hall Arts Center

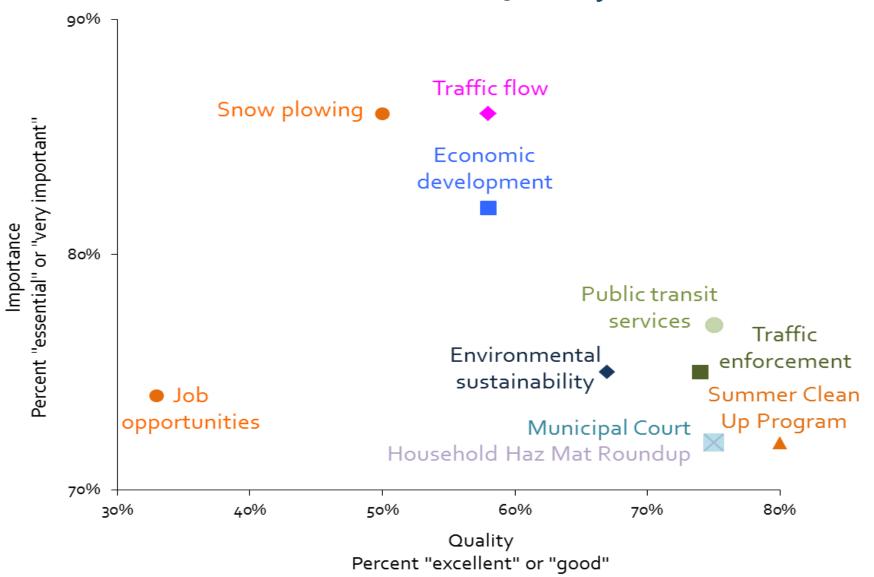
Lower importance/lower quality

81%

Lower importance/higher quality

Quality (Percent "excellent" or "good")

# Services Deemed Higher in Importance and Lower in Quality



### Littleton's Key Driver Analysis

National Benchmark Comparisons

"Key Drivers"



### **Key Driver Analysis (KDA)**

- Cornerstone of customer satisfaction research in the private sector
- •Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could "get the most bang for the buck"

### Littleton's 2012 Action Chart™

#### **Overall Quality of City of Littleton Services**

#### **Community Design**

Economic development

Parking downtown

Shopping opportunities

Traffic flow

Historic preservation

Public transit services

Snow plowing

#### **Recreation and Wellness**

Parks and trails

Bemis Library

Recreation opportunities

**Hudson Gardens** 

Littleton Museum

> South Platte Park

Open space areas

#### **Public Safety**

Littleton Fire Rescue

Traffic enforcement

Littleton Police
Department

#### Other

Neighborhood & community services

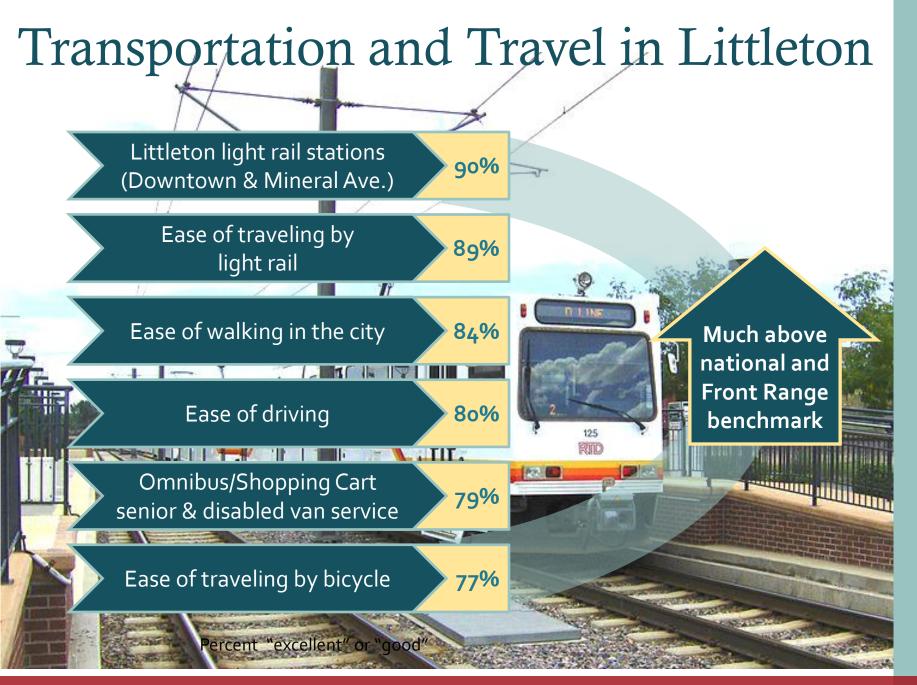
Environmental sustainability

#### Legend

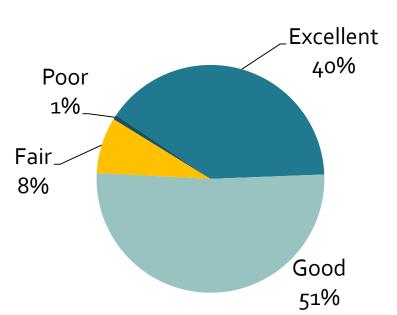
Above benchmark Similar to benchmark Below benchmark No benchmark available

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Key Driver



### Bemis Public Library



Overall performance of Bemis Library

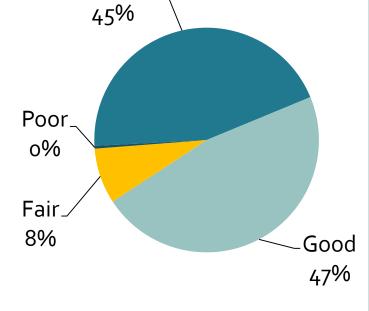
↑ Much above national benchmark





### Littleton Museum





Excellent.

Museum facility and grounds

94%

Museum programs (e.g., lectures, classes)

93%

Wednesday evening free summer concerts

93%

Overall performance of Littleton Museum

## City Government



### City Government

City of Littleton The direction the city is taking re: 85% open space, trails and parks The quality of work provided by 78% city employees Holding public meetings about 72% city plans Above or much above The overall direction the city is national and 69% taking **Front Range** benchmark The city manager's management 69% of city operations

Percent "excellent" or "good"

### Information Sources

65% Denver Post

70%

57%) The City's Web site (littletongov.org)

LITTLETON REPORT

46%) The Littleton Independent (weekly, privately -owned paper)

34%

Social networking sites (YouTube, Facebook, Twitter)

(bi-monthly city newsletter)

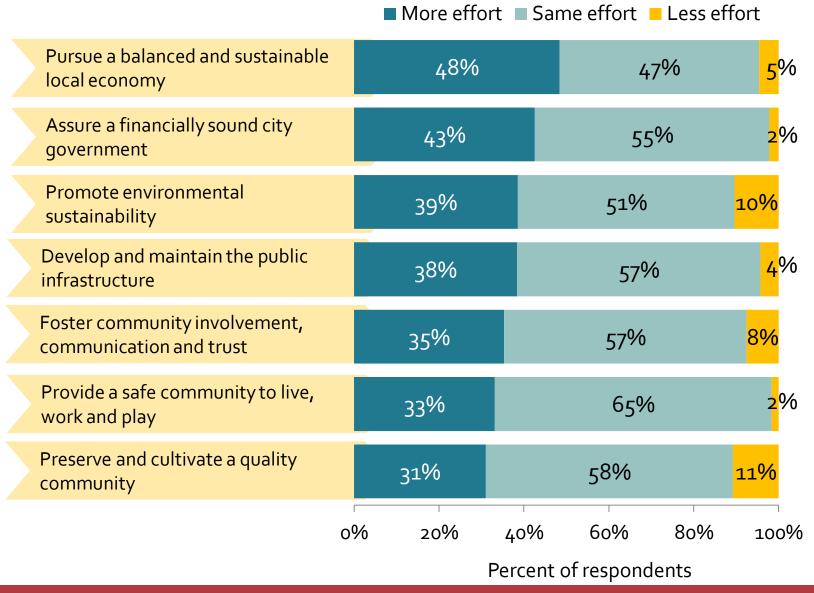
26%) Comcast Cable Channel 8 (city government access channel)

23% The Villager (weekly, privately-owned newspaper)

22%) Yourhub.com

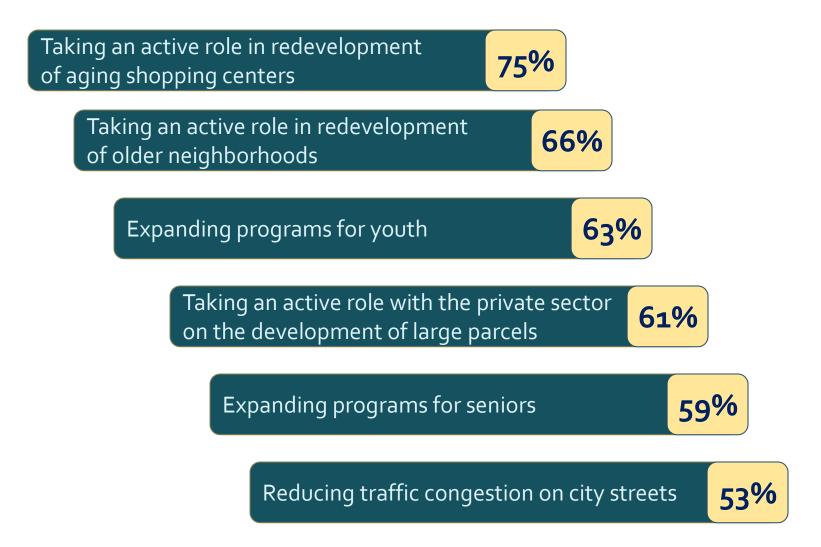
Percent who used each source

### City Council Goals



# Potential City Projects & Initiatives

### Potential Projects in Littleton



Percent "essential' or "very important"

### Level of Support for Environmentally-friendly Programs

Create incentives for increased water conservation

89%

Create incentives for homeowners to increase energy efficiency in their homes

87%

Increase recycling options for residents

87%





east supported

Require all new commercial and residential structures to be built using "green" construction methods

76%

Reduce reliance on plastic shopping bags

75%

Encourage mixed-use development in the city

73%

Percent "strongly" or "somewhat" support

Most supported

### Conclusions

### Highlights

Quality of Life and Community

Safety of the Community

City Services

### Opportunities

Economic
Development/
Job
Opportunities

**Snow Plowing** 

Parking Downtown

### Thank you!



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