

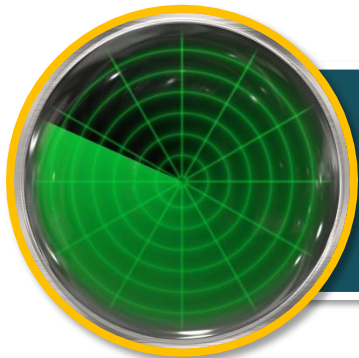
# *City of* **Littleton**

## **Resident Survey 2012**

Prepared by:



# Using Survey Results



Monitor trends in resident opinion



Measure government performance

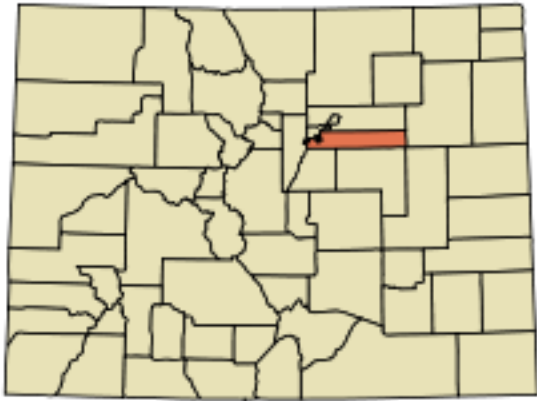


Inform budget, land use, strategic planning decisions



Benchmark service ratings

# Survey Methods



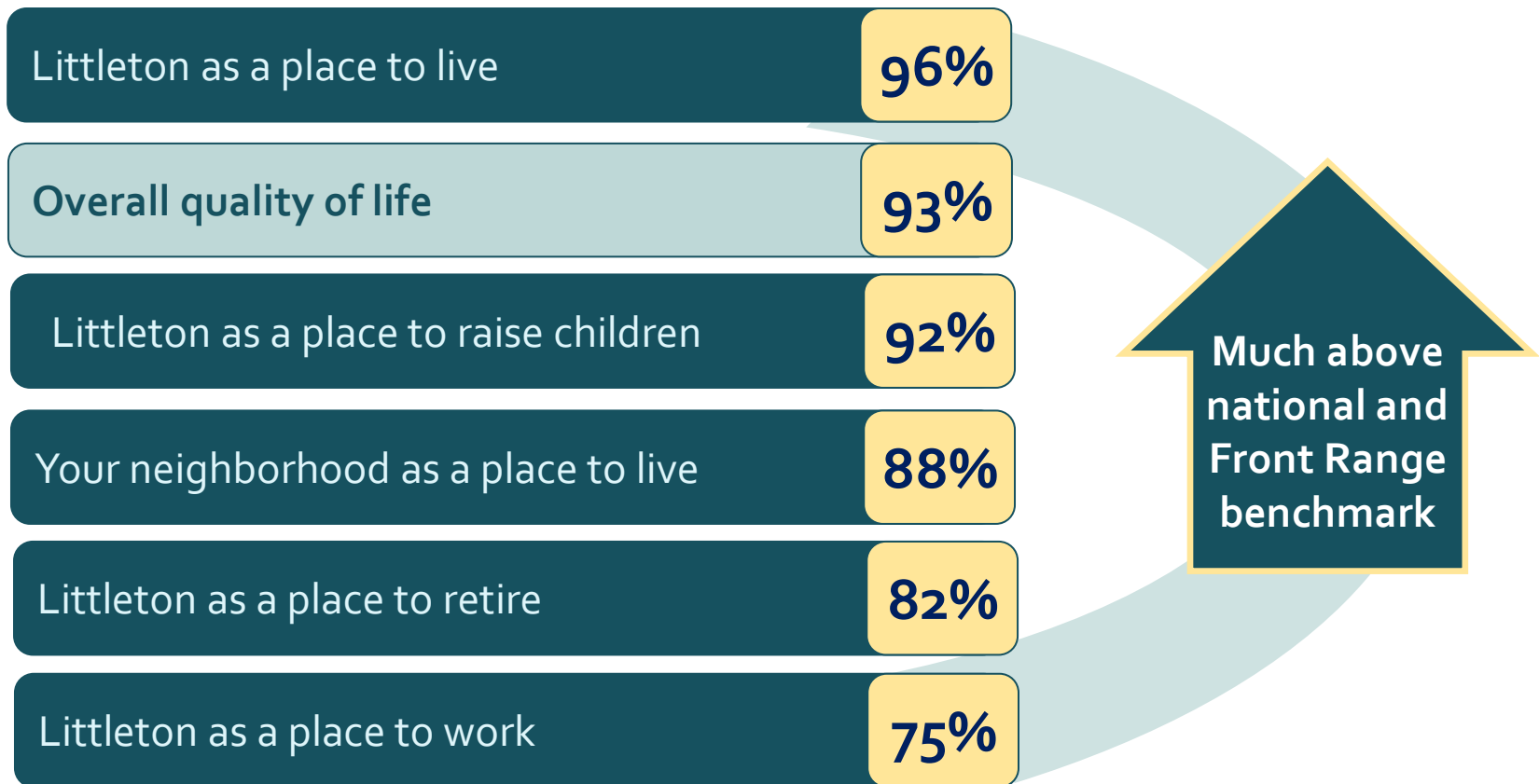
**City of Littleton**  
**Arapahoe County, CO**

- 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

I like the location in general

78%

I feel safe here

61%

I like my neighborhood

58%

I have friends and family in the area

42%



# Community Characteristics

The city is a safe community

97%

The city has a low crime rate

94%

The city supports local businesses

92%

Littleton citizens are self-determined

89%

The city offers the best schools

88%

Littleton has tight-knit neighborhoods

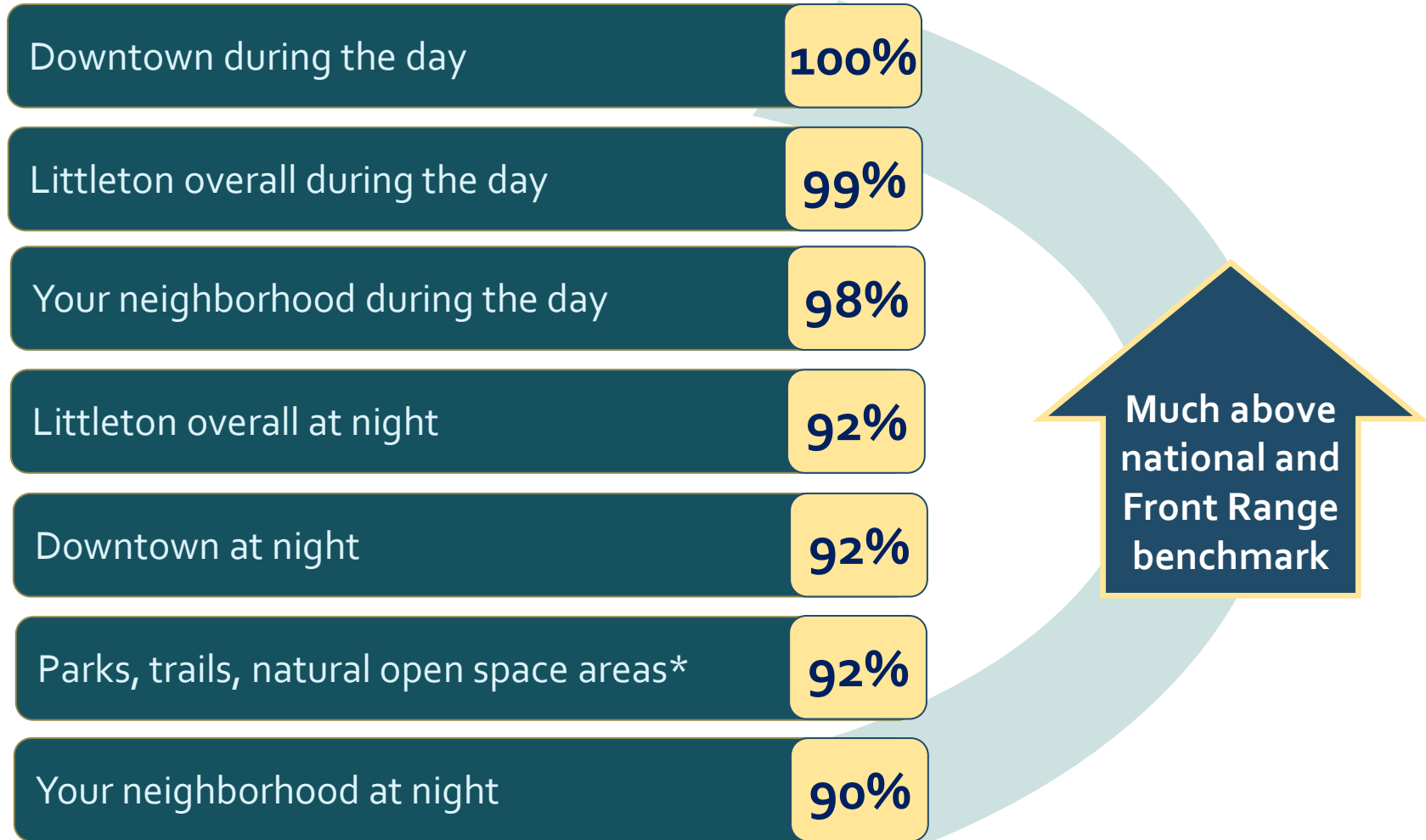
82%

Traffic flows well on city streets

74%

Percent "strongly" or "somewhat" agree

# Safety in Littleton



\*Front Range benchmark not available

Percent "very" or "somewhat" safe



# Most Pressing Issues Facing the City

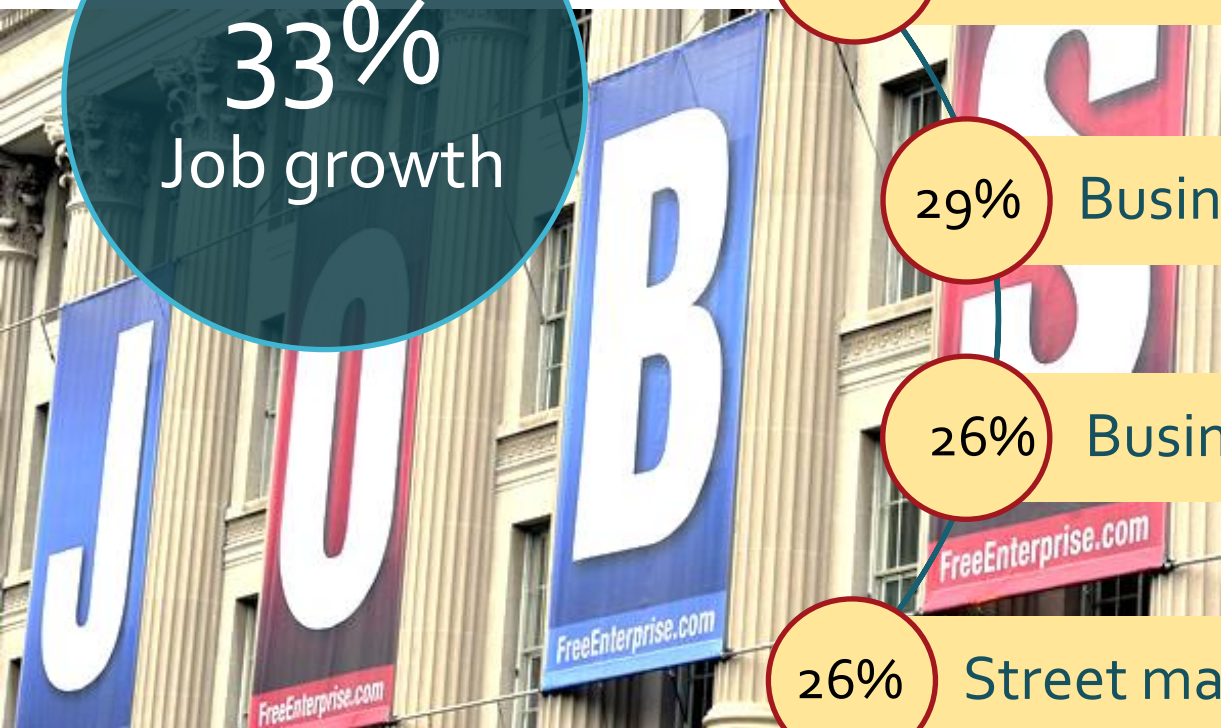
33%  
Job growth

29% Traffic in general

29% Business retention

26% Business attraction

26% Street maintenance



# Promoting Littleton

■ Essential    ■ Very important

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

32%

48%

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?

15%

53%

0%

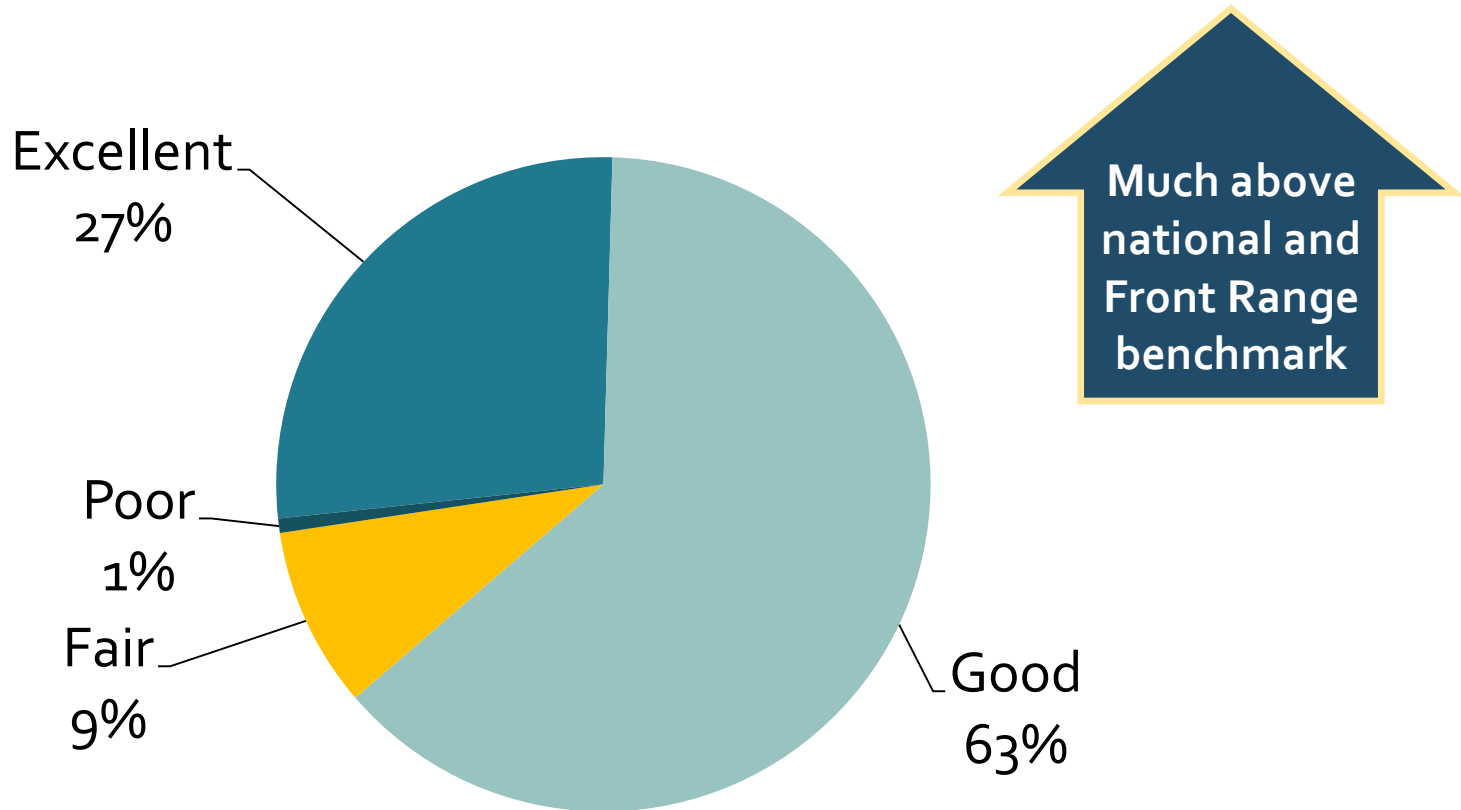
50%

100%

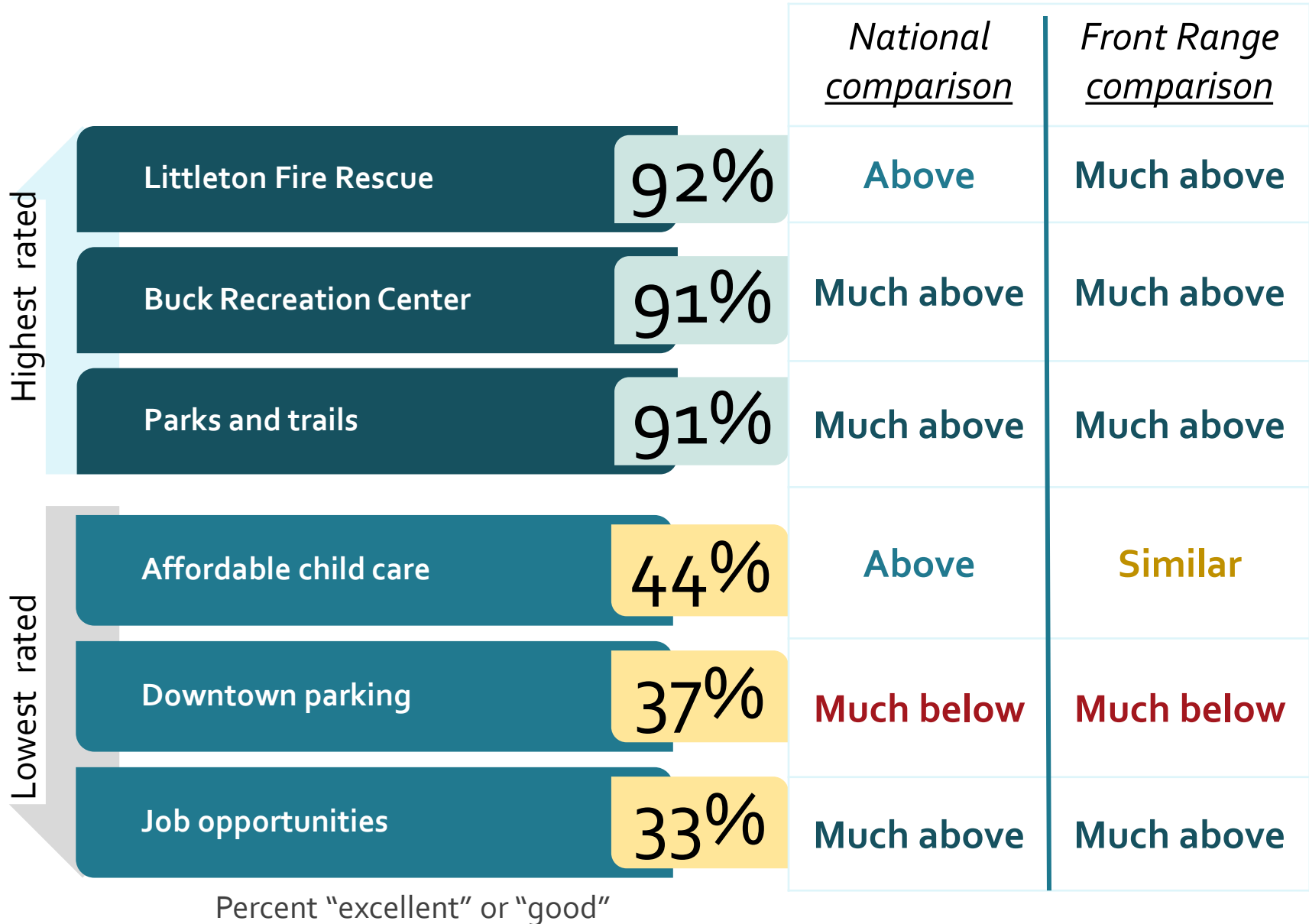
Percent of respondents

# City Services

# Overall Quality of Services Provided by City

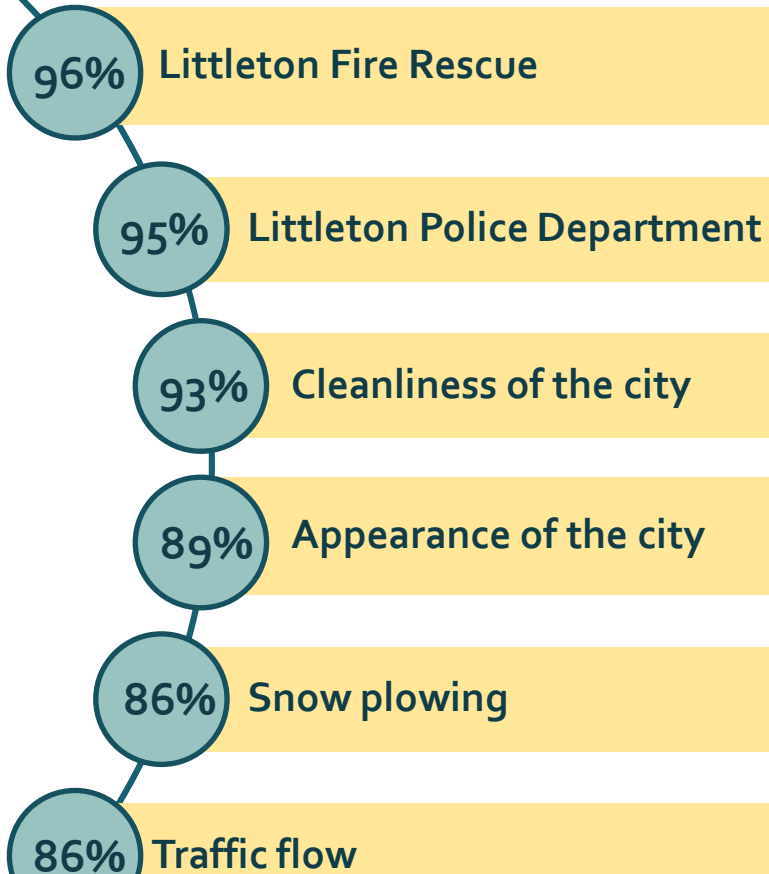


# Quality of City Services



# Importance of City Services

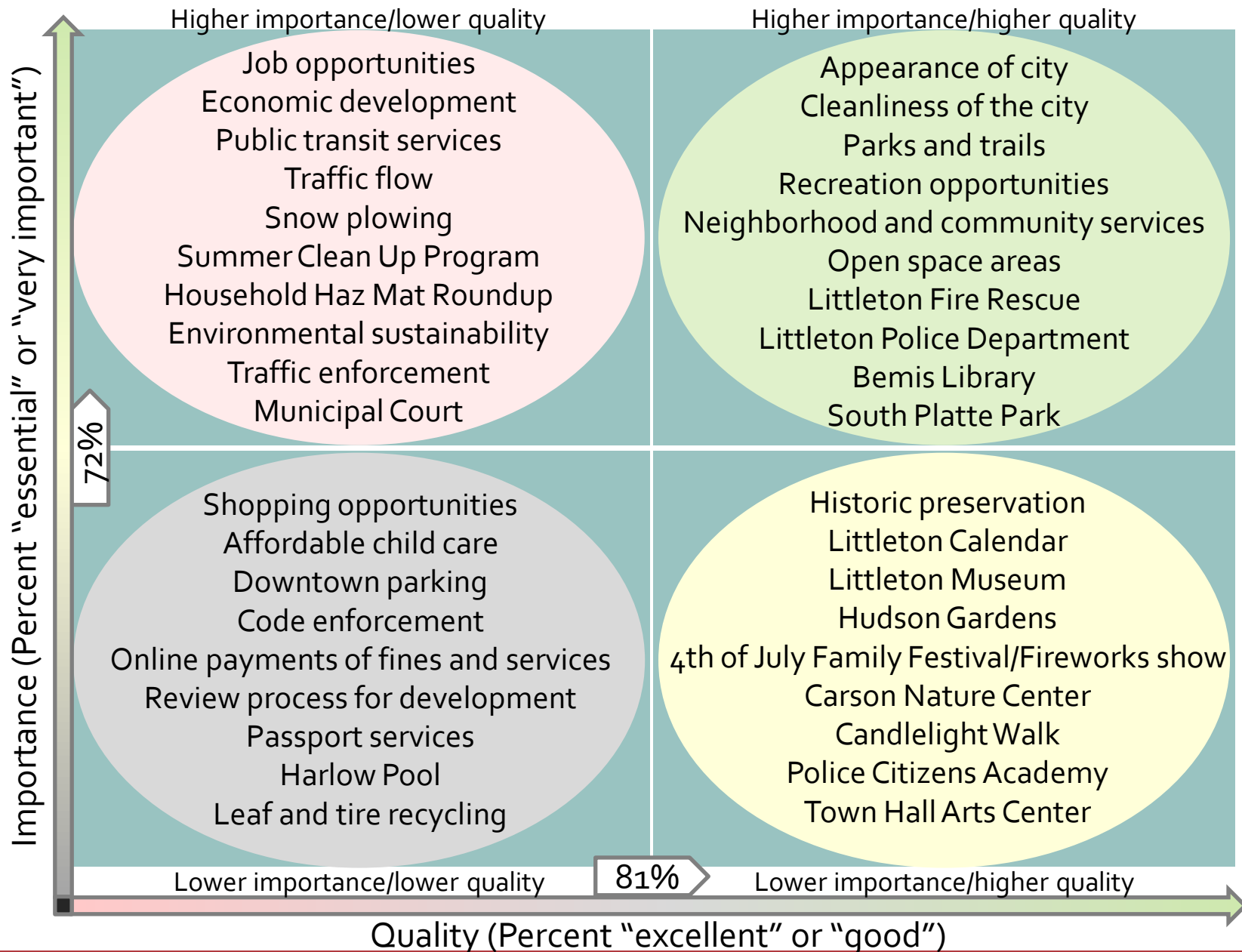
## Most important city services



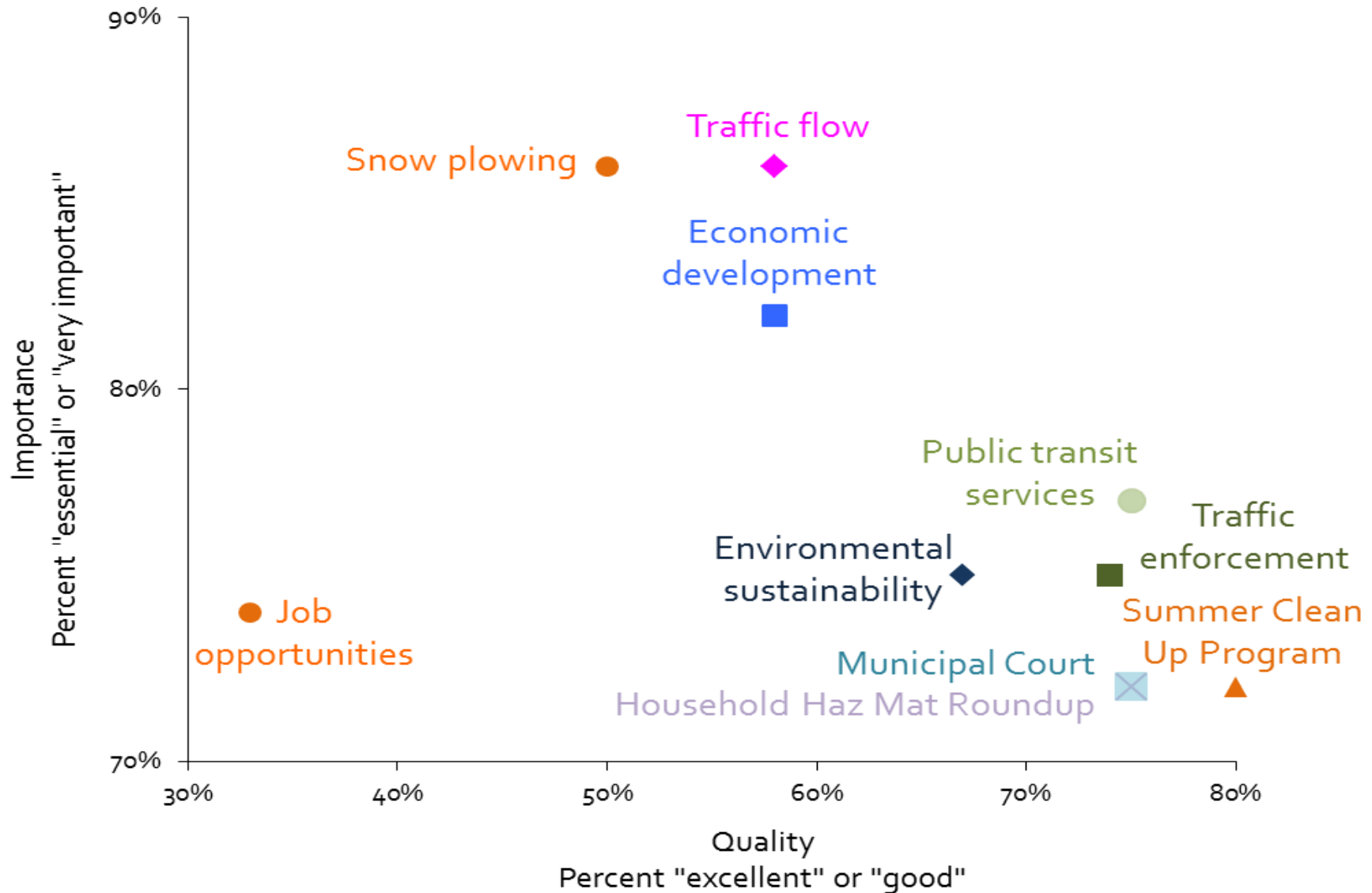
Percent "very" or "somewhat" important



# Balancing Quality and Importance



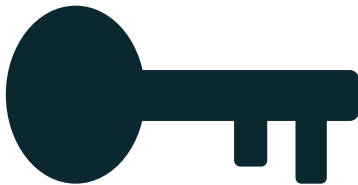
# Services Deemed Higher in Importance and Lower in Quality



# 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

Key Driver Parks and trails

Key Driver Bemis Library

Recreation opportunities

Hudson Gardens

Key Driver Littleton Museum

South Platte Park

Open space areas

### Public Safety

Littleton Fire Rescue

Traffic enforcement

Key Driver Littleton Police Department

### Other

Key Driver Neighborhood & community services

Environmental sustainability

### Legend

Above benchmark

Similar to benchmark

Below benchmark

No benchmark available

Key Driver

# Transportation and Travel in Littleton

Littleton light rail stations  
(Downtown & Mineral Ave.) 90%

Ease of traveling by  
light rail 89%

Ease of walking in the city 84%

Ease of driving 80%

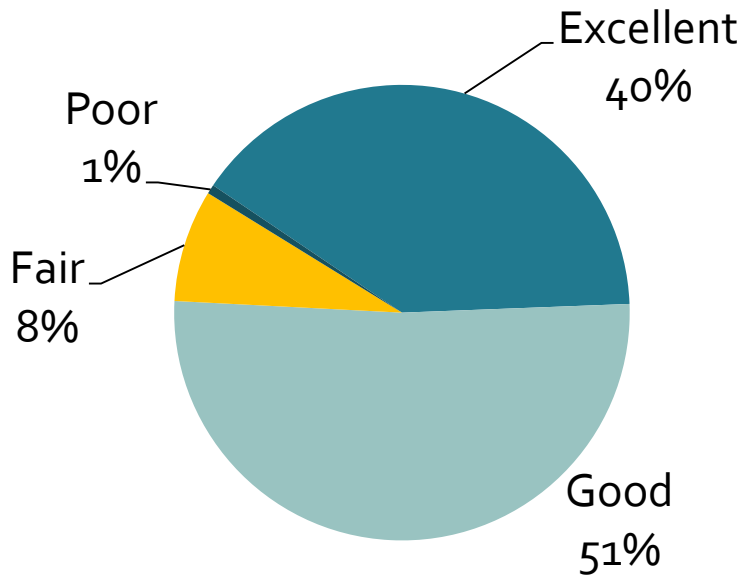
Omnibus/Shopping Cart  
senior & disabled van service 79%

Ease of traveling by bicycle 77%

Much above  
national and  
Front Range  
benchmark

Percent "excellent" or "good"

# Bemis Public Library



**Overall performance  
of Bemis Library**

- ↑ Much above national benchmark
- ↑ Above national benchmark





# Littleton Museum



Museum facility and grounds

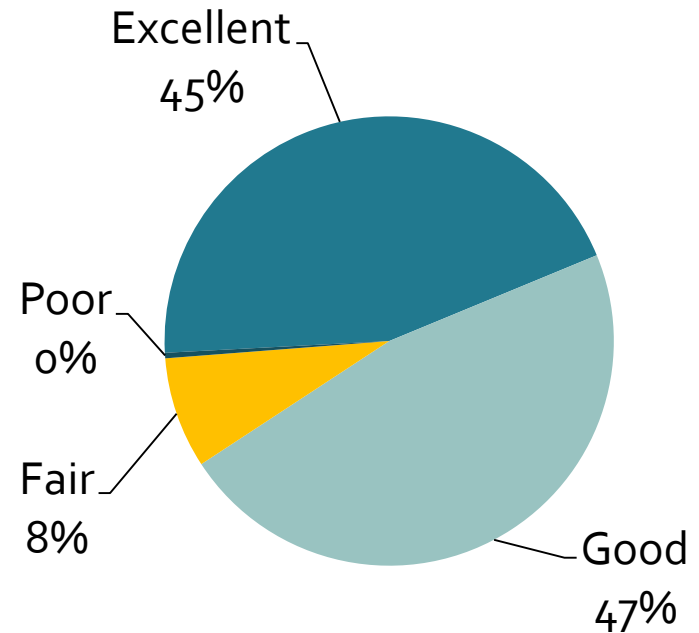
94%

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

93%

Wednesday evening free summer concerts

93%



Overall performance of Littleton Museum

# City Government



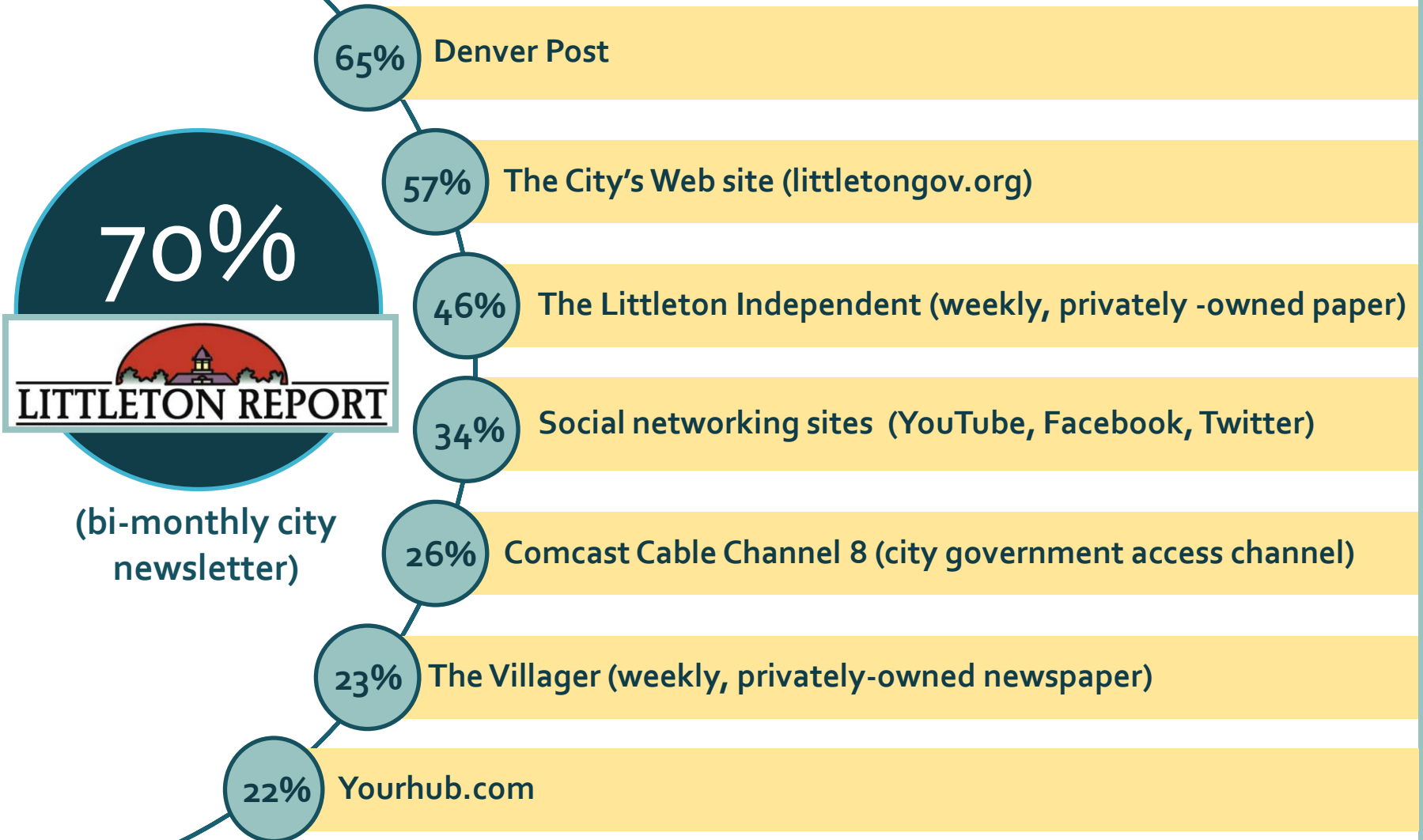
# City Government



**Above or much above national and Front Range benchmark**

Percent "excellent" or "good"

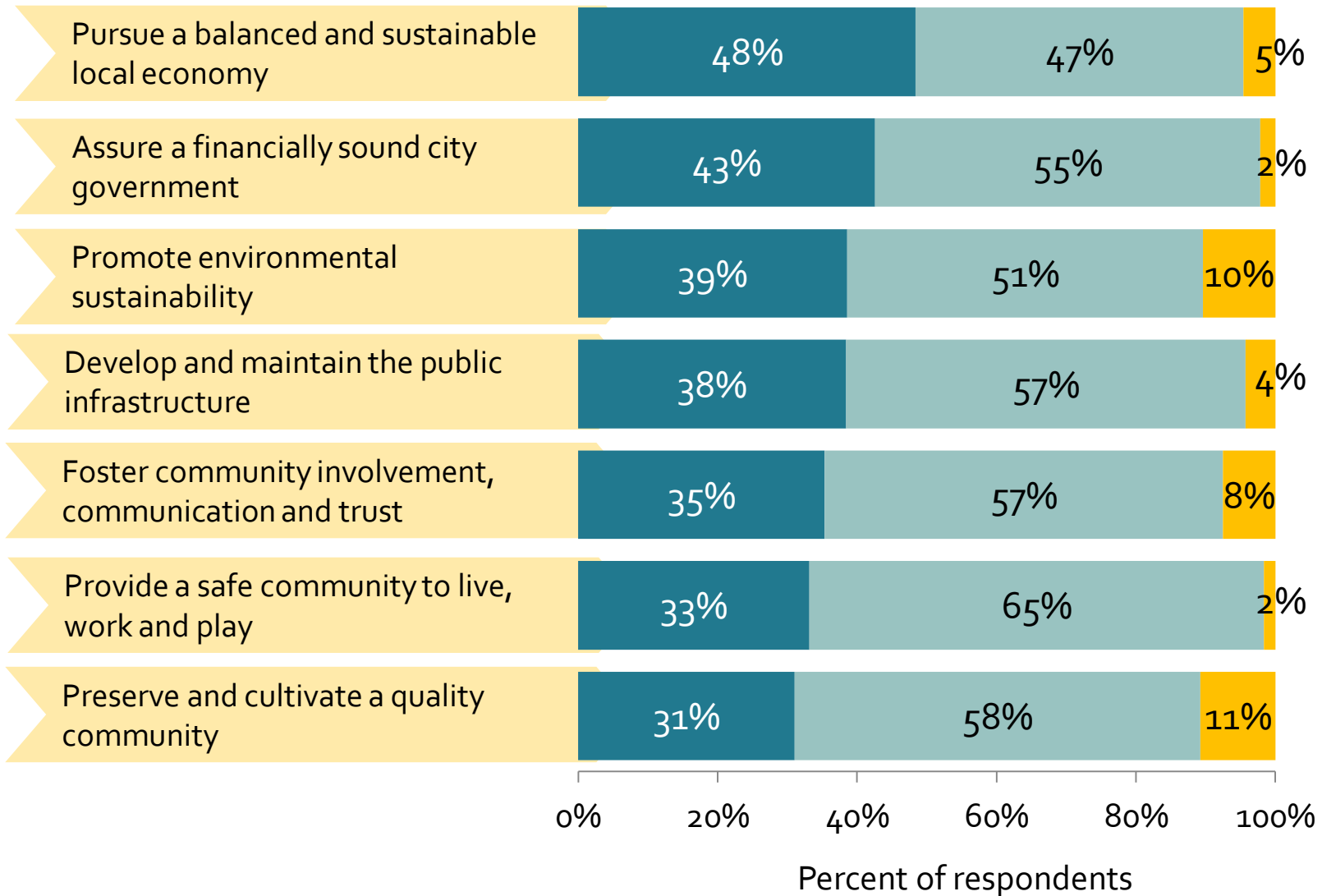
# Information Sources



Percent who used each source

# City Council Goals

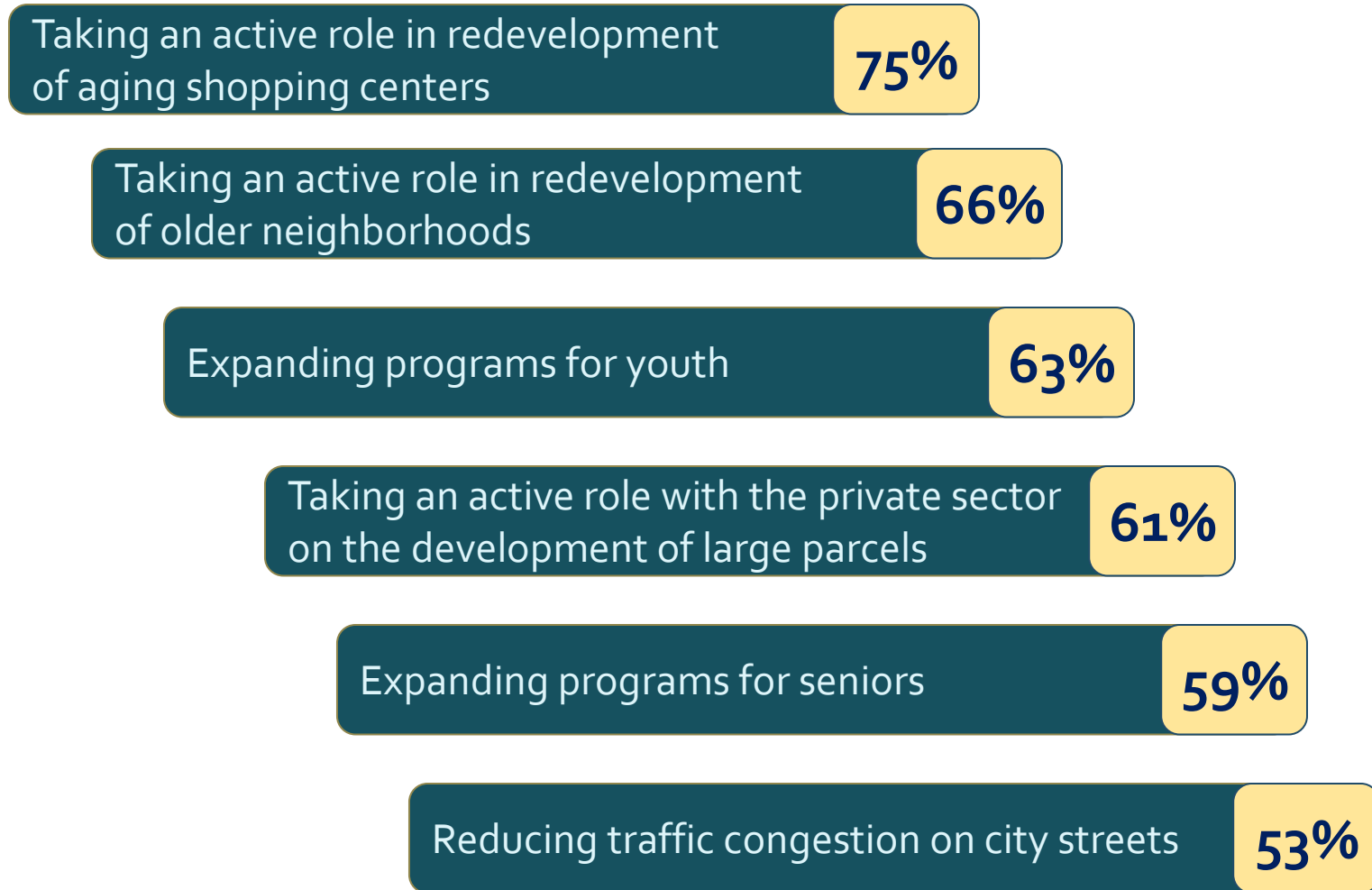
■ More effort ■ Same effort ■ Less effort



# Potential City Projects & Initiatives



# Potential Projects in Littleton



Percent "essential" or "very important"

# Level of Support for Environmentally-friendly Programs

Most supported

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%



Least 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

# 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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