
City of Littleton, CO

2012 Resident Survey

Report of Results
December 6, 2012



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Executive Summary

Survey Background and Methods

The Littleton Resident Survey is an important source of context for decision making by the City. It brings the voice of people from across the community to City staff and officials. This is the first survey of Littleton residents which provides a baseline of data on how the quality of City services is perceived and how residents view their community in general. It also provides a way to assess the community's level of support for or the importance of potential changes in programs or policies.

The mail survey was administered using scientifically sound, rigorous methods to ensure unbiased, statistically valid, representative results for the City of Littleton. The best survey research practices were used for the resources spent to reduce possible sources of error (e.g., sampling error and non-response error). These practices included selecting households at random to participate, using an unbiased sampling procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the data to reflect the demographics of Littleton.

A representative sample of 3,000 residential addresses within the City boundaries was mailed the survey in late August of 2012. Of the 3,000 surveys mailed, 139 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,861 households that received a survey, 921 completed the survey providing a response rate of 32%.

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 here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval is no greater than or plus or minus three percentage points around any given percent for the entire sample (921 surveys).

Survey Highlights

Overall, Littleton residents experienced a high quality of life in the City and a majority believed that Littleton was an "excellent" or "good" place to live and raise children. Respondents felt safe in and around Littleton and gave positive evaluations to most City services. The performance of the City government also received favorable reviews, with a majority of respondents saying they were pleased with the overall direction the City is taking.

Quality of Life and Community

The overall quality of life in Littleton received "excellent" or "good" evaluations from 9 in 10 respondents and was rated much above other jurisdictions across the country and in the Front Range of Colorado. Although Littleton as a place to work was given the lowest ratings of all aspects of quality of life, it was still rated much above both benchmarks.

Nearly all Littleton residents reported feeling "very" or "somewhat" safe Downtown, in their neighborhood and in Littleton overall during the day. Respondents felt the least safe in their neighborhood at night, but still 90% said they felt "very" or "somewhat" safe. Where comparisons to the benchmarks were available, safety ratings in Littleton tended to be much above the average. When asked to indicate the level of effort that the City should give to each of the seven City Council goals and

objectives, the goal of providing a safe community to live, work and play received the highest proportion of respondents indicating that the “same effort” should be applied.

The location in general and feeling safe in the City were the most frequently mentioned reasons for living in Littleton. A majority of residents also cited their neighborhood as a reason for living in Littleton. Considering the high safety ratings and that a sense of safety was one of the top reasons for living in Littleton, it was not surprising to see that the majority of residents agreed that “the city is a safe community” and “the city has a low crime rate” were the statements that best describes Littleton. Fewer respondents believed that “traffic flows well on city streets” was a statement that describes the city.

Overall, issues related to the economy topped the list of the most pressing issues facing Littleton over the next two years. Just as Littleton as a place to work was the lowest rated aspect of quality of life in the city, job growth was seen as the biggest concern for Littleton residents in the next two years. Business retention and attraction also were a concern for respondents. The City Council goal that received the highest proportion of residents stating that “more effort” should be applied was pursuing a balanced and sustainable local economy.

Given concerns about the local economy in Littleton, most residents felt it was “essential” or “very important” for the City to promote itself as a location for business, shopping, recreation and entertainment. A number of respondents also believed it was important to shop locally in Littleton. Additionally, when thinking about the importance of potential projects in Littleton over the next five to eight years, the City taking an active role in the redevelopment of aging shopping centers was seen as the most important.

City Services and Programs

Nine in 10 respondents rated the overall quality of services provided by Littleton as “excellent” or “good,” a rating that was much above the national and Front Range benchmarks. Nearly all services received “excellent” or “good” evaluations from at least half of respondents, with Littleton Fire Rescue, Buck Recreation Center, parks and trails, Hudson Gardens and South Platte Park being given the most positive ratings. Snow plowing, affordable child care, Downtown parking and job opportunities were thought to be of lower quality.

Twenty-two of the 39 City services were available for comparison to the national and all but two services received ratings that were above or much above the national benchmark. Snow plowing and availability of parking Downtown received evaluations that were much below the national average. Twenty services were available for comparison to the Front Range benchmark. Sixteen were rated much above other Front Range communities (e.g., recreation opportunities, shopping opportunities and economic development), two were rated similar to the Front Range benchmark (affordable child care and open space areas) and two were rated much below (snow plowing and availability of parking Downtown).

The potential projects in Littleton that were considered to be less important in the coming years related to additional open space, historic preservation and new trails. Services related to these projects (i.e., parks and trails, open space areas and historic preservation) received higher quality ratings and tended to be much above or similar to the benchmarks, which may be why these potential projects were viewed as being less important.

Various aspects of transportation, library services and museum services were assessed. Littleton's light rail stations and the ease of traveling by light rail received the highest quality ratings, with 9 in 10 respondents giving "excellent" or "good" ratings. Ease of travel by light rail was rated much above the national and Front Range benchmarks. The overall performance of the Bemis Public Library and the Littleton Museum also received high marks, with more than 90% of respondents giving favorable ratings. Where comparisons were available for the various aspects of transportation and library services, ratings were above or much above both benchmarks.

Respondents were provided a list of 10 practices or programs aimed at helping to improve the environment and asked to indicate their level of support for the City implementing each if it meant they might experience increased costs. At least three-quarters of respondents "strongly" or "somewhat" supported each, with the most support for creating incentives for increased water conservation, creating incentives for homeowners to increase energy efficiency and renewable energy in their own homes and increasing recycling options for residents. Residents were less likely to support actions related to reducing reliance on plastic shopping bags and encouraging mixed-use development.

City Government and Information

Residents were happy with the performance of the Littleton city government, with at least half of respondents giving "excellent" or "good" ratings to each of the 17 aspects of government performance. The direction the city is taking with respect to open space, trails and parks, the quality of work provided by city employees and holding public meetings about city plans were given the highest ratings. Residents felt less positive about the City's performance with attracting companies to locate in Littleton. Comparisons to the benchmarks were above or much above, when available.

Three out of five respondents felt the City did an "excellent" or "good" job of providing information about city plans and programs. Respondents reported most frequently using The Littleton Report as a way to get information about the city. The Denver Post and the City's website also were used by more than half of respondents in the 12 months prior to the survey to get City information.

Background and Methods

Survey Purpose

The City of Littleton contracted with National Research Center, Inc. (NRC) to conduct its first community-wide resident survey. The Littleton Resident Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the city. The survey also gives residents the opportunity to provide feedback to the City on what is working well and what is not, and to communicate their 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 to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Littleton City government, helping to assure maximum service quality over time.

This type of survey addresses the key services that local governments provide 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. Because a survey such as this generally measures resident perceptions of services and the community, it is a different window into performance than customary tracking of service delivery response times or other observable conditions. The 2012 survey results provide valuable baseline data for tracking resident opinions over time.

Survey Methods

The 2012 survey was mailed to 3,000 randomly selected Littleton households in August 2012. Residents first received a pre-notification postcard that introduced the survey and explained its importance. One week after the postcard mailed, residents were sent a survey packet. This packet included the 2012 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return the completed survey. The cover letter included a link to the Web survey for those who preferred to complete the survey on the online. The same packet was sent to selected households one week after the first packet. Completed surveys were collected over a six week period. Of the 3,000 households selected to receive a survey, 139 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 921 residents completed a survey for a response rate of 32%. Typical response rate for general resident surveys range from 25% to 40%.

The survey results were weighted by respondent gender, age, tenure (rent versus own), housing unit type (attached or detached) and ethnicity to ensure that the results were representative of the entire adult population in Littleton. For more information on the methodology see *Appendix A: Survey Methodology* and for a copy of the survey see *Appendix G: Survey Materials*.

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response

options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important,” etc.).

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 multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice rounding values 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% confidence interval for this survey is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (921 completed surveys).

Comparing Survey Results by Subgroups

Selected survey results were compared to certain demographic characteristics of survey respondents and are discussed throughout the body of the report. These crosstabulations are presented in tabular form in *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*, and 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.

Jurisdictions to which Littleton is compared can be found in *Appendix F: Jurisdictions Included in Benchmark Comparisons*. National and Front Range benchmark comparisons have been provided when similar questions on the Littleton 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 can be found in Appendix A: Survey Methodology.

Where comparisons for quality ratings were available, the City of Littleton’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 Littleton’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (less than two points on the 100-point scale); “above” or “below” if the difference between Littleton’s rating and the benchmark is greater than the

margin of error (greater than two points but less than four points); and “much above” or “much below” if the difference between Littleton’s rating and the benchmark is more than twice the margin of error (four points or greater). 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.

Resident Survey Results

Quality of Life

The 2012 Littleton Resident Survey gathered resident opinions about a number of aspects related to the quality of life in the community. Nearly all residents gave positive evaluations to the overall quality of life in Littleton, with 93% saying it was “excellent” or “good.” Other aspects of quality of life in Littleton also received favorable ratings. Littleton as a place to live (96% “excellent” or “good”) and raise children (92%) received the highest marks, while Littleton as a place to retire (82%) and work (75%) were given the lowest evaluations.

It should be noted that when rating the City as a place to retire and work, at least 20% of respondents selected “don’t know.” (The percentages that are displayed throughout the report body represent those who had an opinion.) The full set of frequencies for each question, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Littleton’s ratings of the various aspects of quality of life were compared to ratings given in other communities across the nation and in Colorado’s Front Range. Littleton residents gave ratings much above those given by residents in other jurisdictions in the U.S. and in the Front Range.

Select survey results were compared by respondent characteristics. In general, respondents who were white and owned their own home were more likely to give favorable ratings to the various aspects of quality of life in Littleton. Female respondents, as well as those who had lived in Littleton for more than 10 years, were more likely to rate Littleton as an excellent place to raise children (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 1: Overall Quality of Life

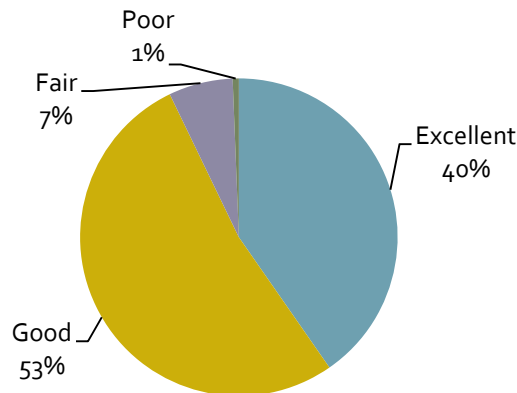
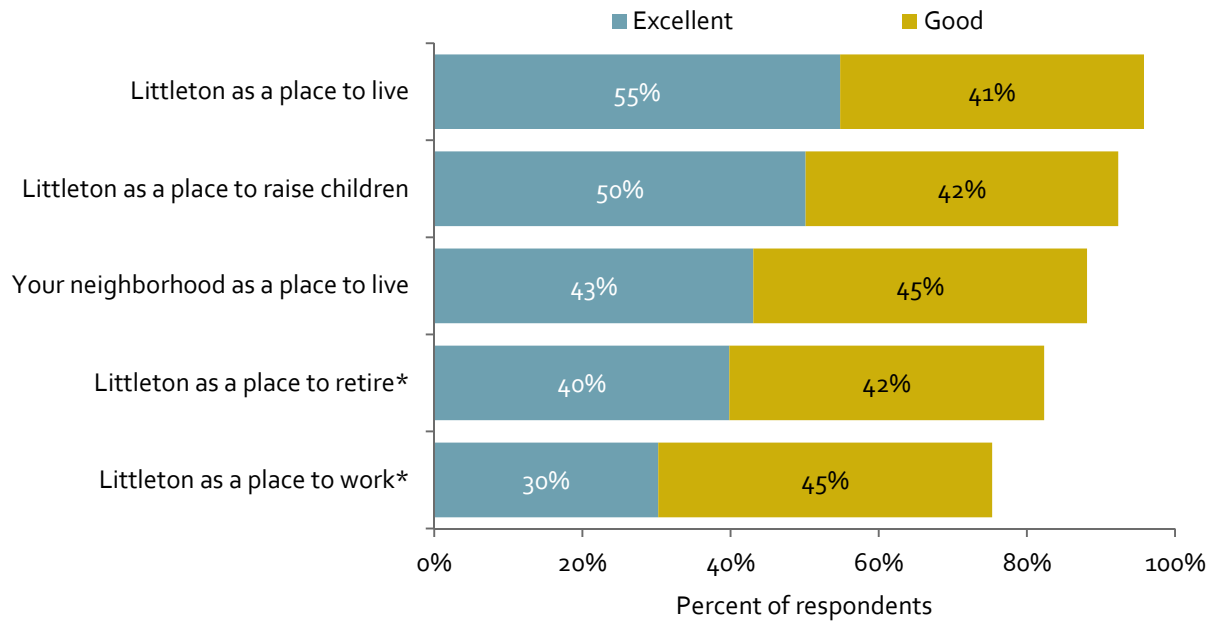


Figure 2: Aspects of Quality of Life



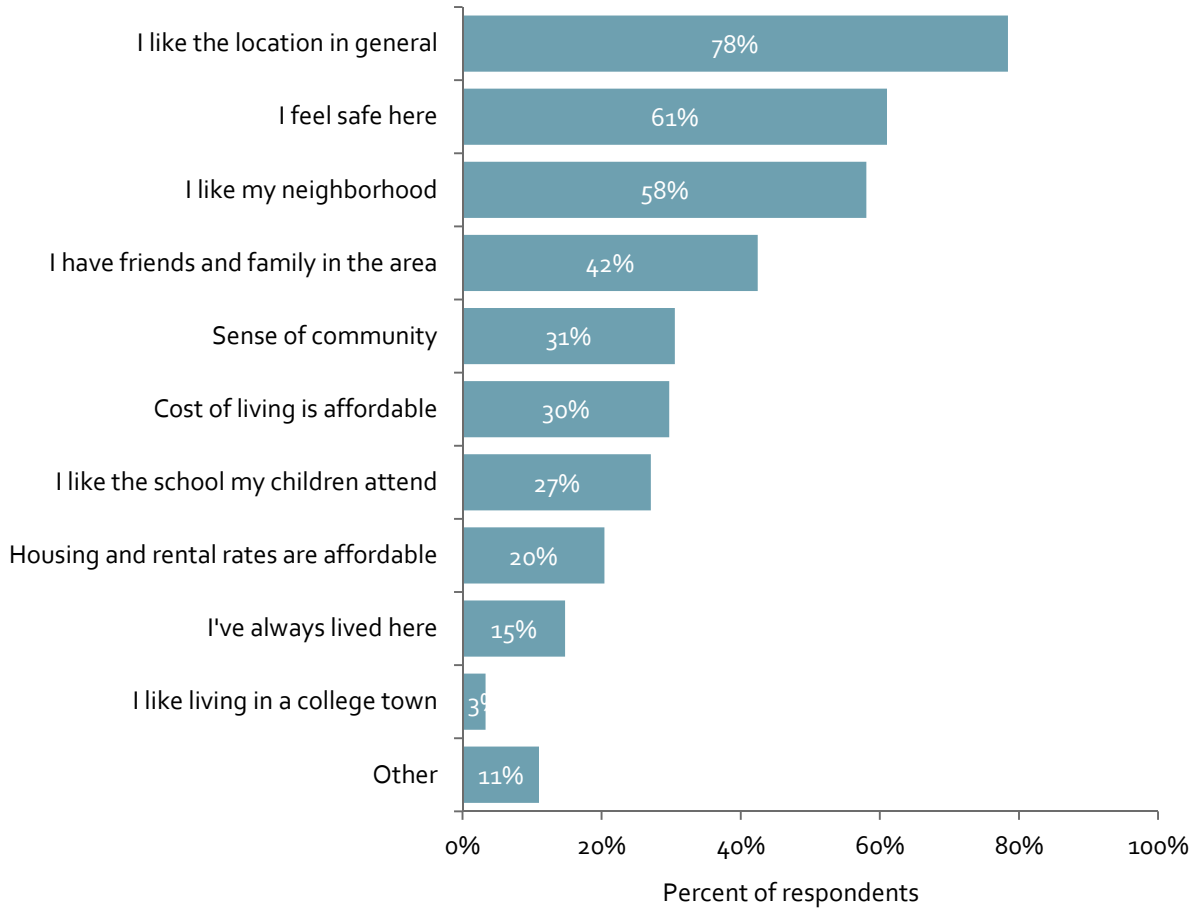
* At least 20% of respondents answered "don't know" to item

Figure 3: Quality of Life Benchmarks

Please rate each of the following aspects of quality of life in Littleton.	National comparison	Front Range comparison
Overall quality of life in Littleton	Much above	Much above
Littleton as a place to live	Much above	Much above
Littleton as a place to raise children	Much above	Much above
Your neighborhood as place to live	Much above	Much above
Littleton as a place to retire	Much above	Much above
Littleton as a place to work	Much above	Much above

The survey asked respondents to identify why they lived in Littleton. Three-quarters of residents said that they lived in Littleton because they generally liked the location. Six in 10 said it was because they felt safe in the city (61%) and they liked their neighborhood (58%). Less than 20% of respondents mentioned they lived in Littleton because they always had lived here (15%) and because they liked living in a college town (3%). Eleven percent of respondents wrote in some “other” reason for living in Littleton. These verbatim responses can be found in *Appendix D: Verbatim Responses to Open-ended Survey Questions*.

Figure 4: Reasons for Living in Littleton



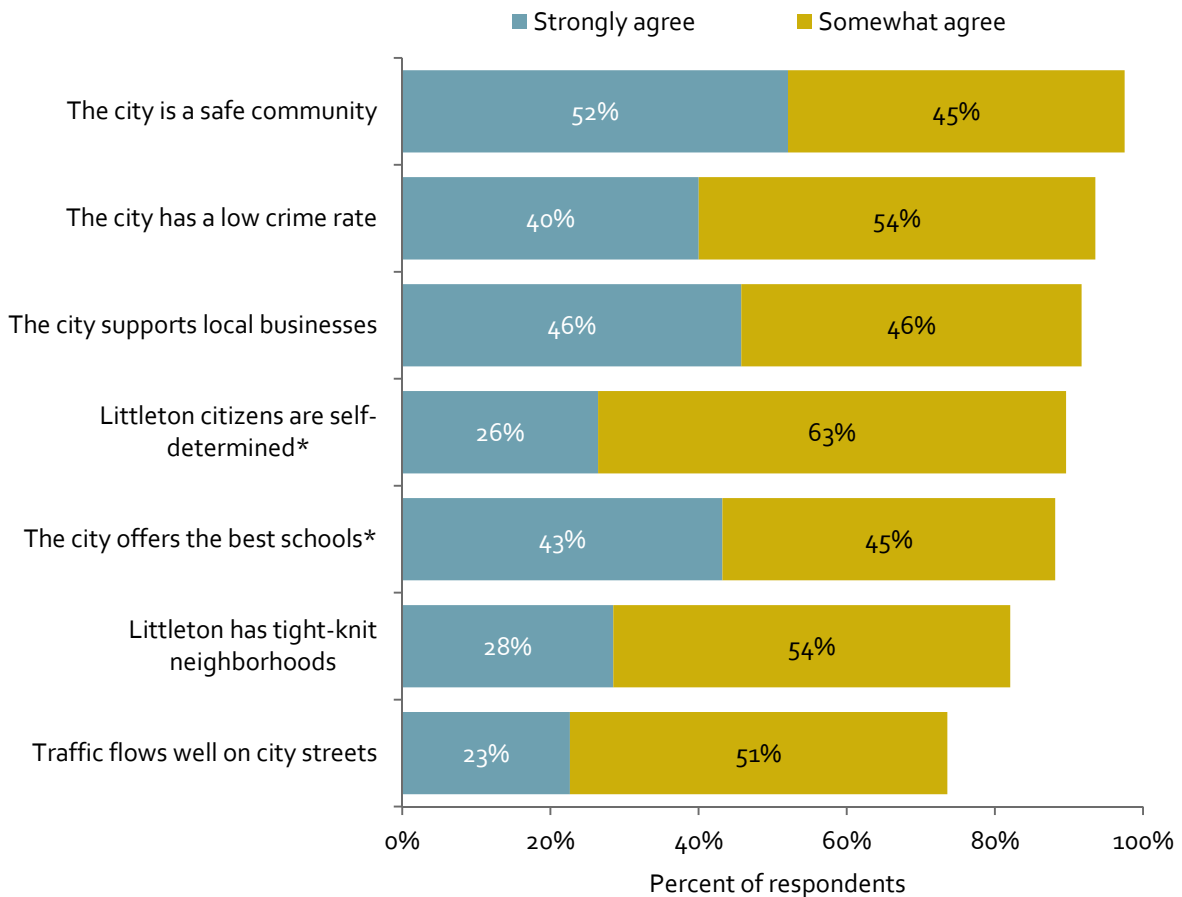
Percents may total to more than 100% as respondents could choose more than one answer.

Community Characteristics

Littleton residents were provided seven different statements that potentially described the community and asked the extent to which they agreed or disagreed with each. Overall, at least three-quarters of respondents “strongly” or “somewhat” agreed with each of the seven statements. Residents were most likely to agree that the city is a safe community (97% “strongly” or “somewhat” agreed) and that the city has a low crime rate (94%). “Traffic flows well on city streets” received the least amount of agreement (74% agreed). Less than 5% of respondents “strongly” disagreed with each statement.

More than 20% of respondents selected “don’t know” when assessing their level of agreement with the following statements: “the city offers the best schools” and “Littleton residents are self-determined.” A full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Figure 5: Community Characteristics



* At least 20% of respondents answered “don’t know” to item

Safety in Littleton

Littleton residents reported a high sense of personal safety in and around the City. All or nearly all respondents said they felt “very” or “somewhat” safe in Downtown Littleton during the day, in Littleton overall during the day and in their neighborhood during the day. Nine in 10 felt at least “somewhat” safe in Littleton overall at night; in Downtown Littleton at night; in parks, trails and natural open space areas; and in their neighborhood at night. Two percent or less reported feeling “very” unsafe in each of the seven areas in Littleton (see *Appendix B: Responses to Survey Questions* for a full set of responses).

Where comparisons were available to other communities across the country and in the Front Range, Littleton residents gave safety ratings that were much above the benchmarks.

Figure 6: Ratings of Safety in Littleton

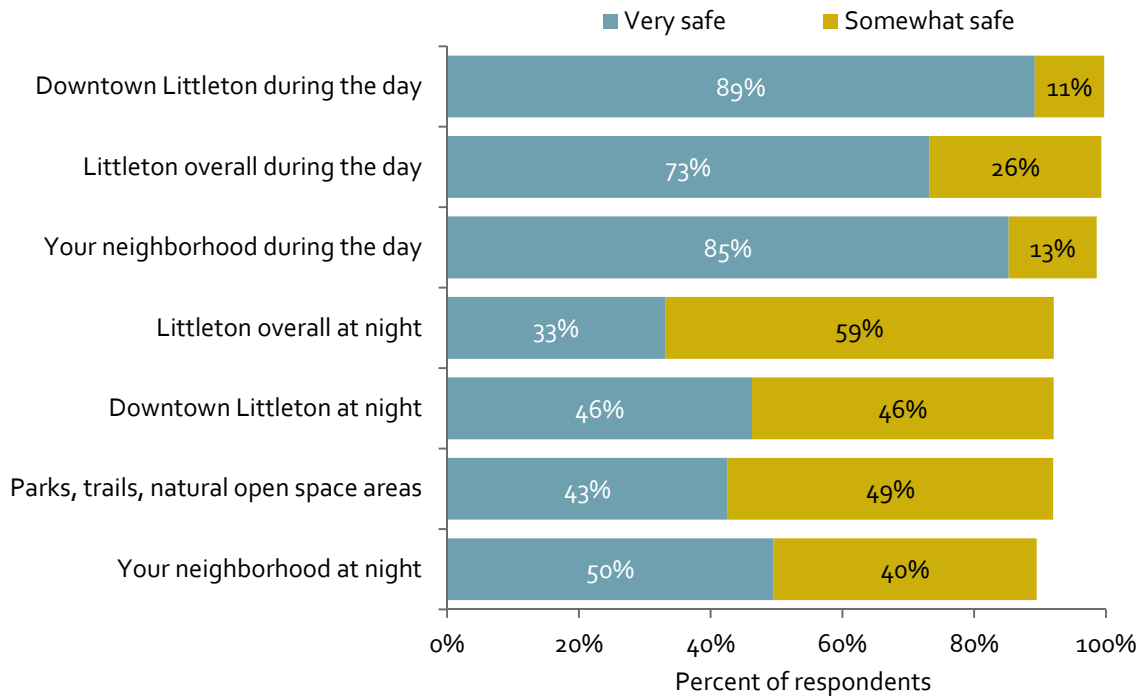


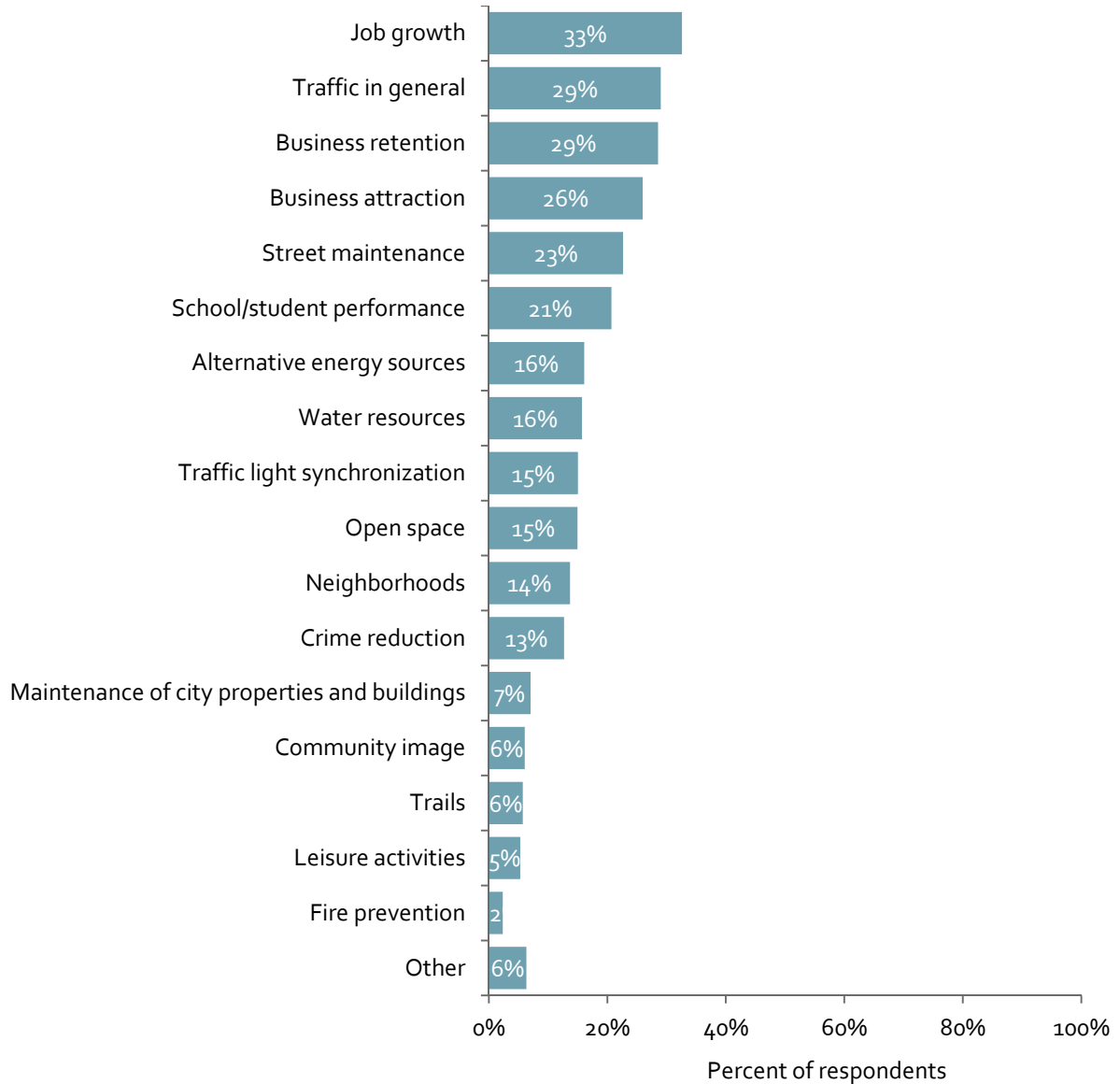
Figure 7: Safety Benchmarks

Please tell us how safe you feel in each of the following areas in Littleton.	National comparison	Front Range comparison
Downtown Littleton during the day	Much above	Much above
Your neighborhood during the day	Much above	Much above
Downtown Littleton at night	Much above	Much above
Parks, trails, natural open space areas	Much above	Not available
Your neighborhood at night	Much above	Much above

Most Pressing Issues Facing the City

When asked to select up to three of the most pressing issues facing Littleton over the next two years, one-third of respondents said job growth (33%), traffic in general (29%) and business retention (29%). Less than 10% of residents identified the maintenance of city properties and buildings (7%), community image (6%), trails (6%), leisure activities (5%) and fire prevention (2%) as one of the three most pressing issues facing the City in the next two years. Six percent of respondents wrote in an “other” issue (see *Appendix D: Verbatim Responses to Open-ended Survey Questions*).

Figure 8: Most Pressing Issues in Littleton

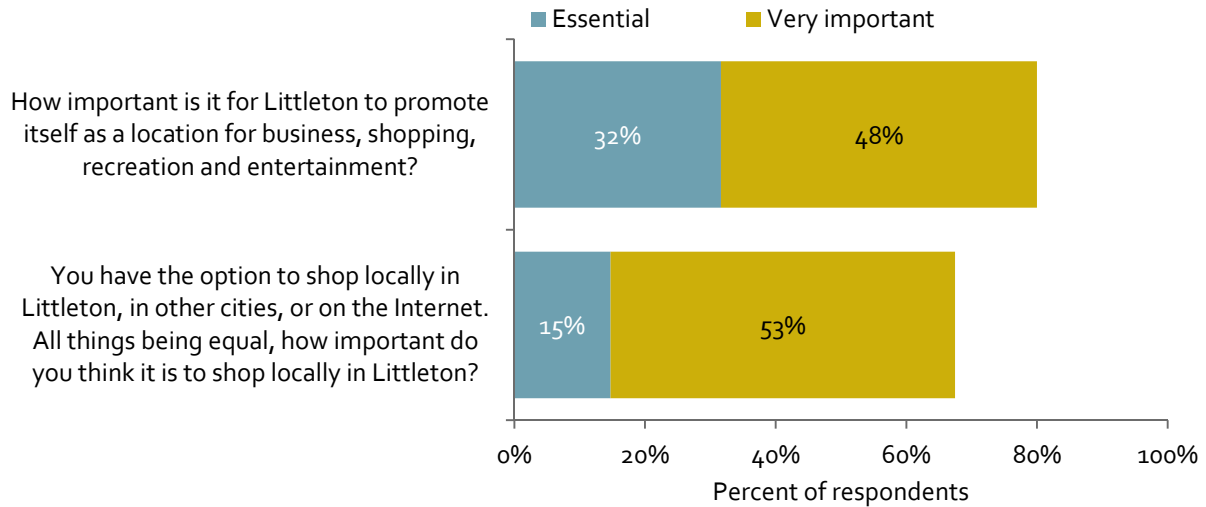


Percents may total to more than 100% as respondents could choose more than one answer.

Promoting the Community

Survey respondents were asked how important, if at all, it was for the City to promote itself as a location for business, shopping, recreation and entertainment. They also were asked to indicate how important it was to them to shop locally in Littleton. Overall, residents felt it was more important for the City to market itself as a place to do business, shop and entertain (80% “essential” or “very important”) than it was for them to shop locally (68%). Five percent or fewer felt that these two actions were “not at all important” (see *Appendix B: Responses to Survey Questions*).

Figure 9: Importance of Marketing and Shopping in Littleton



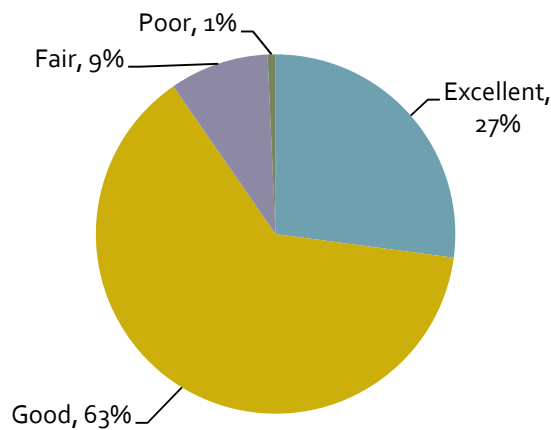
City Services

In addition to rating the overall quality of services provided by the City, Littleton residents were asked to evaluate the quality and importance of 39 individual services provided by the city. The quality of various aspects of transportation, the Bemis Public Library and the Littleton Museum also were assessed.

Three in 10 respondents rated the overall quality of City services as “excellent” and 6 in 10 felt it was “good.” Nine percent rated the overall quality of services provided by the City as “fair” and only 1% said it was “poor.” When compared to ratings given by residents in other jurisdictions across the nation and in the Front Range, Littleton residents gave evaluations to the overall quality of services that were much higher.

When compared by respondent characteristics, ratings of the overall quality of services provided in Littleton tended to be similar across subgroups (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 10: Overall Quality of Services Provided by Littleton



Nearly all 39 services received “excellent” or “good” evaluations from at least half of those who had an opinion. The City services that were rated the most positively were Littleton Fire Rescue (92% “excellent” or “good”), Buck Recreation Center (91%), parks and trails (91%), Hudson Gardens (90%) and South Platte Park (90%). The services that received lower quality ratings included snow plowing (50%), affordable child care (44%), Downtown parking (37%) and job opportunities (33%); between 14% and 25% of respondents rated each of these four services as “poor.”

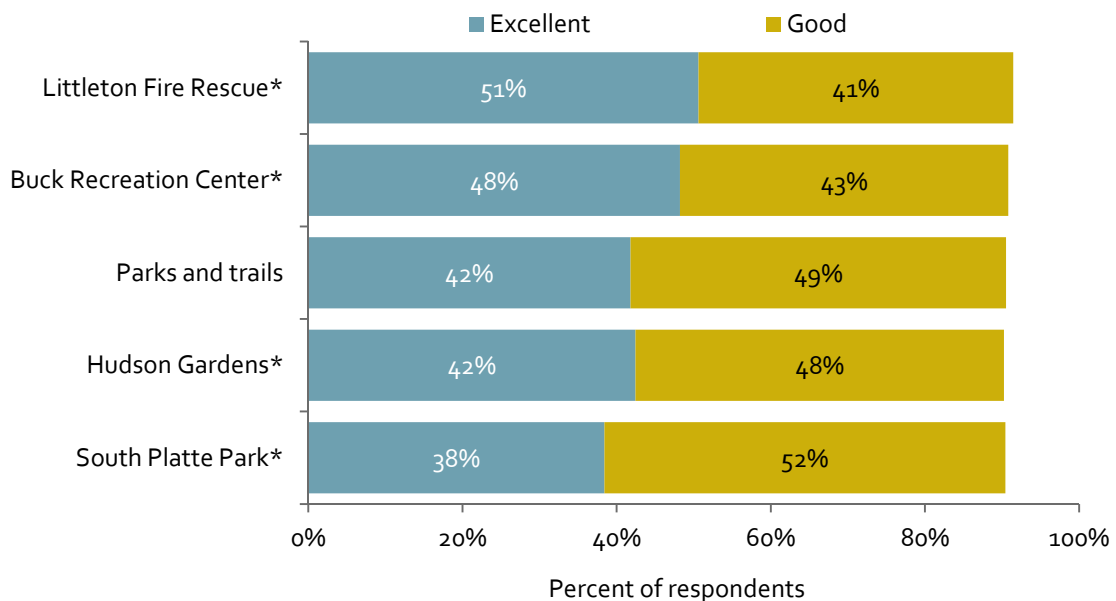
It should be noted that for 25 of the 39 services, between 20% and 76% of respondents selected “don’t know” when rating the quality of the services. (Percentages reported here represent those who had an opinion.) The full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Twenty-two of the 39 City services were available for comparison to the national benchmark (see Figure 13 on page 17). All but two services received ratings that were above or much above the national benchmark. Snow plowing and availability of parking Downtown received evaluations that were much below the national average.

Of the 39 services asked about on the survey, 20 could be compared to the Front Range benchmark. Sixteen services were rated much above other Front Range communities (e.g., recreation opportunities, shopping opportunities and economic development), two were rated similar to the Front Range benchmark (affordable child care and open space areas) and two were rated much below (snow plowing and availability of parking Downtown).

Quality ratings of City services were compared by respondent demographics. Older respondents (age 55 or older) and females tended to give higher ratings to many of Littleton’s services than did younger respondents and males (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 11: Top Rated City Services



* At least 20% of respondents answered “don’t know” to item

Figure 12: Ratings of Services Provided by Littleton

Please rate the quality of each of the following in Littleton:	Excellent	Good	Fair	Poor	Total
Littleton Fire Rescue*	51%	41%	6%	3%	100%
Buck Recreation Center*	48%	43%	8%	1%	100%
Parks and trails	42%	49%	8%	1%	100%
Hudson Gardens*	42%	48%	9%	1%	100%
South Platte Park*	38%	52%	9%	1%	100%
Littleton Museum*	48%	41%	10%	0%	100%
Appearance of city	30%	59%	10%	1%	100%
Bemis Library*	48%	41%	10%	2%	100%
Cleanliness of the city	32%	56%	11%	1%	100%
Carson Nature Center*	41%	45%	13%	1%	100%
Neighborhood and community services	27%	59%	12%	2%	100%
Candlelight Walk*	38%	47%	14%	1%	100%
Open space areas	30%	54%	12%	3%	100%
Littleton Police Department	40%	44%	11%	5%	100%
Historic preservation	27%	57%	16%	0%	100%
Town Hall Arts Center*	35%	48%	15%	2%	100%
4th of July Family Festival/Fireworks show*	35%	47%	15%	3%	100%
Littleton Calendar*	31%	51%	15%	3%	100%
Police Citizens Academy*	31%	51%	17%	2%	100%
Recreation opportunities	29%	52%	16%	3%	100%
Summer Clean Up Program*	32%	48%	18%	2%	100%
Leaf and tire recycling*	28%	49%	19%	4%	100%
Household Haz Mat Roundup*	28%	47%	20%	5%	100%
Municipal Court*	20%	55%	19%	6%	100%
Online payments of fines and services*	18%	56%	19%	6%	100%
Public transit services	29%	46%	20%	5%	100%
Harlow Pool*	25%	49%	23%	2%	100%
Traffic enforcement	20%	54%	20%	6%	100%
Passport services*	29%	43%	23%	4%	100%
Environmental sustainability*	13%	54%	29%	4%	100%
Code enforcement*	17%	48%	25%	10%	100%
Shopping opportunities	15%	50%	31%	5%	100%
Review process for development*	17%	42%	30%	11%	100%
Traffic flow	10%	48%	34%	8%	100%
Economic development*	8%	50%	35%	7%	100%
Snow plowing	12%	38%	33%	16%	100%
Affordable child care*	11%	33%	42%	14%	100%
Downtown parking	7%	30%	38%	25%	100%
Job opportunities*	5%	28%	52%	15%	100%

* At least 20% of respondents answered "don't know" to item

Figure 13: Littleton Services Benchmarks

Please rate the quality of each of the following in Littleton:	National comparison	Front Range comparison
Littleton Fire Rescue	Above	Much above
Buck Recreation Center	Much above	Much above
Parks and trails	Much above	Much above
Littleton Museum	Much above	Not available
Appearance of city	Much above	Much above
Bemis Library	Much above	Much above
Cleanliness of the city	Much above	Much above
Open space areas	Much above	Similar
Littleton Police Department	Much above	Much above
Historic preservation	Much above	Not available
Recreation opportunities	Much above	Much above
Municipal Court	Much above	Much above
Public transit services	Much above	Much above
Traffic enforcement	Much above	Much above
Code enforcement	Much above	Much above
Shopping opportunities	Much above	Much above
Traffic flow	Much above	Much above
Economic development	Much above	Much above
Snow plowing	Much below	Much below
Affordable child care	Above	Similar
Availability of parking Downtown	Much below	Much below
Job opportunities	Much above	Much above

In addition to rating the quality of the 39 individual City services, residents were asked to indicate how important, if at all, each was to them. Fire, police, the cleanliness and appearance of the city, snow plowing and traffic flow were viewed as the most important City services, with more than four in five respondents saying each was “essential” or “very important.” Less than half of respondents considered the Candlelight Walk, Police Citizens Academy, passport services and the Littleton Calendar to be “essential” or “very important.” Less than one in five respondents gave evaluations of “not at all important” to each service (see Figure 15 on the following page).

Figure 14: Most Important City Services

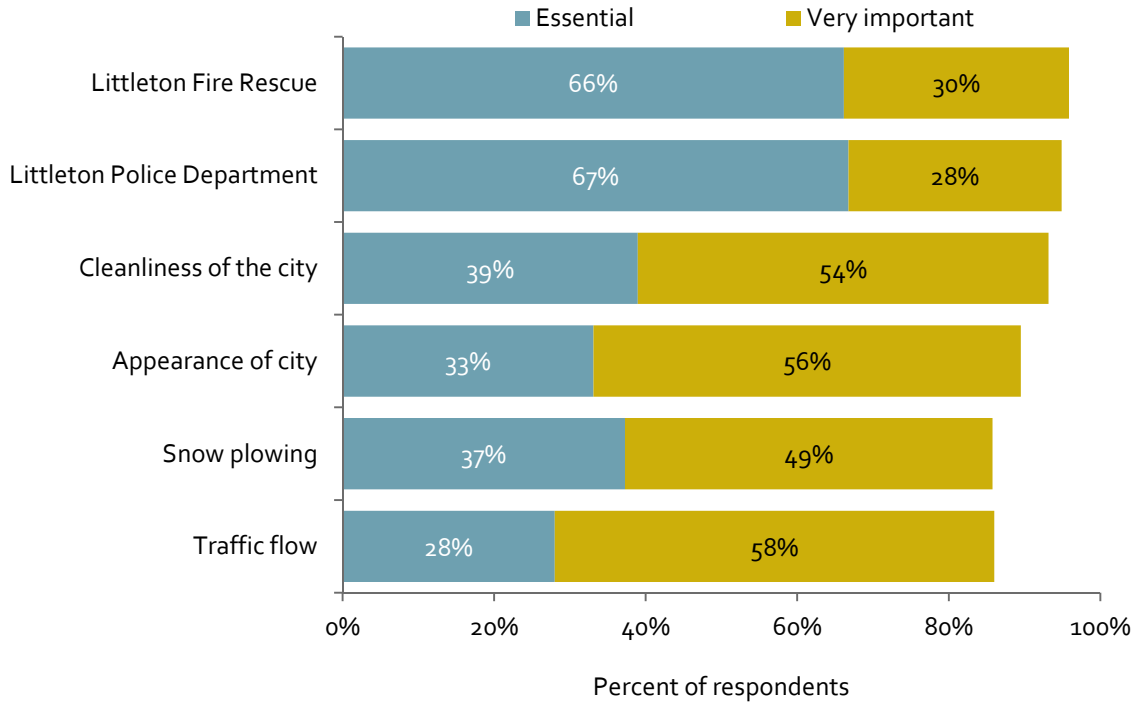


Figure 15: Importance of Services Provided by Littleton

Please rate how important, if at all, each is to you.	Essential	Very important	Somewhat important	Not at all important	Total
Littleton Fire Rescue	66%	30%	4%	0%	100%
Littleton Police Department	67%	28%	4%	1%	100%
Cleanliness of the city	39%	54%	7%	0%	100%
Appearance of city	33%	56%	10%	0%	100%
Snow plowing	37%	49%	14%	0%	100%
Traffic flow	28%	58%	14%	1%	100%
Neighborhood and community services	32%	52%	15%	1%	100%
Parks and trails	36%	46%	16%	2%	100%
Economic development	31%	51%	17%	1%	100%
Bemis Library	40%	42%	15%	3%	100%
Public transit services	35%	42%	20%	3%	100%
Open space areas	33%	43%	21%	3%	100%
Buck Recreation Center	31%	45%	20%	5%	100%
Recreation opportunities	28%	47%	22%	3%	100%
Environmental sustainability	33%	42%	21%	4%	100%
Traffic enforcement	32%	43%	21%	4%	100%
Job opportunities	32%	42%	21%	5%	100%
South Platte Park	27%	46%	23%	4%	100%
Household Haz Mat Roundup*	24%	48%	23%	5%	100%
Summer Clean Up Program*	23%	49%	24%	4%	100%
Municipal Court*	25%	47%	25%	3%	100%
Leaf and tire recycling*	23%	48%	25%	4%	100%
Code enforcement	25%	44%	27%	4%	100%
Shopping opportunities	19%	49%	29%	3%	100%
Littleton Museum	25%	42%	29%	4%	100%
Review process for development*	22%	42%	29%	7%	100%
Hudson Gardens	19%	44%	33%	4%	100%
Downtown parking	20%	43%	31%	6%	100%
Carson Nature Center*	20%	42%	33%	5%	100%
Historic preservation	19%	43%	33%	5%	100%
Affordable child care*	24%	34%	26%	16%	100%
4th of July Family Festival/Fireworks show	19%	38%	33%	10%	100%
Town Hall Arts Center*	17%	40%	34%	9%	100%
Harlow Pool*	18%	37%	31%	14%	100%
Online payments of fines and services*	15%	37%	38%	10%	100%
Candlelight Walk*	16%	30%	38%	15%	100%
Police Citizens Academy*	14%	30%	39%	17%	100%
Passport services*	15%	28%	41%	17%	100%
Littleton Calendar*	13%	28%	42%	16%	100%

* At least 20% of respondents answered "don't know" to item

Balancing Quality and Importance

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation. Most government services are considered to be important, but when competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what services are deemed most important to residents' quality of life, but which services among the most important are perceived to be delivered with the lowest quality. It is these services – more important services delivered with lower quality – to which attention needs to be paid first.

To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance) and some services were in the bottom half of both lists.

Ratings of importance were compared to ratings of quality for all services (see Figure 16 on the next page). Services were classified as "more important" if they were rated as "essential" or "very important" by 72% or more of respondents. Services were rated as "less important" if they received a rating of less than 72%. Services receiving quality ratings of "excellent" or "good" by 81% or more of respondents were considered of "higher quality" and those with ratings lower than 81% positive (or at least "good") were considered to be of "lower quality." This classification created four quadrants based on the ratings of quality and importance for each service. The services falling into each quadrant are listed in Figure 16 on page 21. The four figures that follow Figure 16 display the services in each quadrant and show the relative placement of each.

Typically, services that are rated relatively higher in importance, lower in quality (Figure 17) and below the benchmarks represent potential areas of improvement for the City; snow plowing was the only City service to meet all three criteria. Additional areas of improvement could include quality of job opportunities, economic development, public transit services, traffic enforcement, traffic flow and Municipal Court, as these services were relatively higher in importance and lower in quality, but much above national and Front Range Benchmarks. Summer Clean Up Program and Household Haz Mat Roundup also were considered to be relatively more important and lower in quality; however, benchmark comparisons were not available for these services.

Higher importance and higher quality services (Figure 18) include: neighborhood and community services, appearance of city, cleanliness of the city, parks and trails, recreation opportunities, open space areas, Littleton Fire Rescue, Littleton Police Department, Bemis Library, South Platte Park and Buck Recreation Center.

Lower importance and higher quality services (Figure 19) include: historic preservation, Littleton Calendar, Littleton Museum, Hudson Gardens, Carson Nature Center, Candlelight Walk, 4th of July Family Festival/Fireworks show, Police Citizens Academy and Town Hall Arts Center.

Lower importance and lower quality services (Figure 20) include: shopping opportunities, affordable child care, downtown parking, code enforcement, online payments of fines and services, review process for development, Passport services, Harlow Pool and leaf and tire recycling.

Figure 16: Comparison of Quality and Importance Ratings

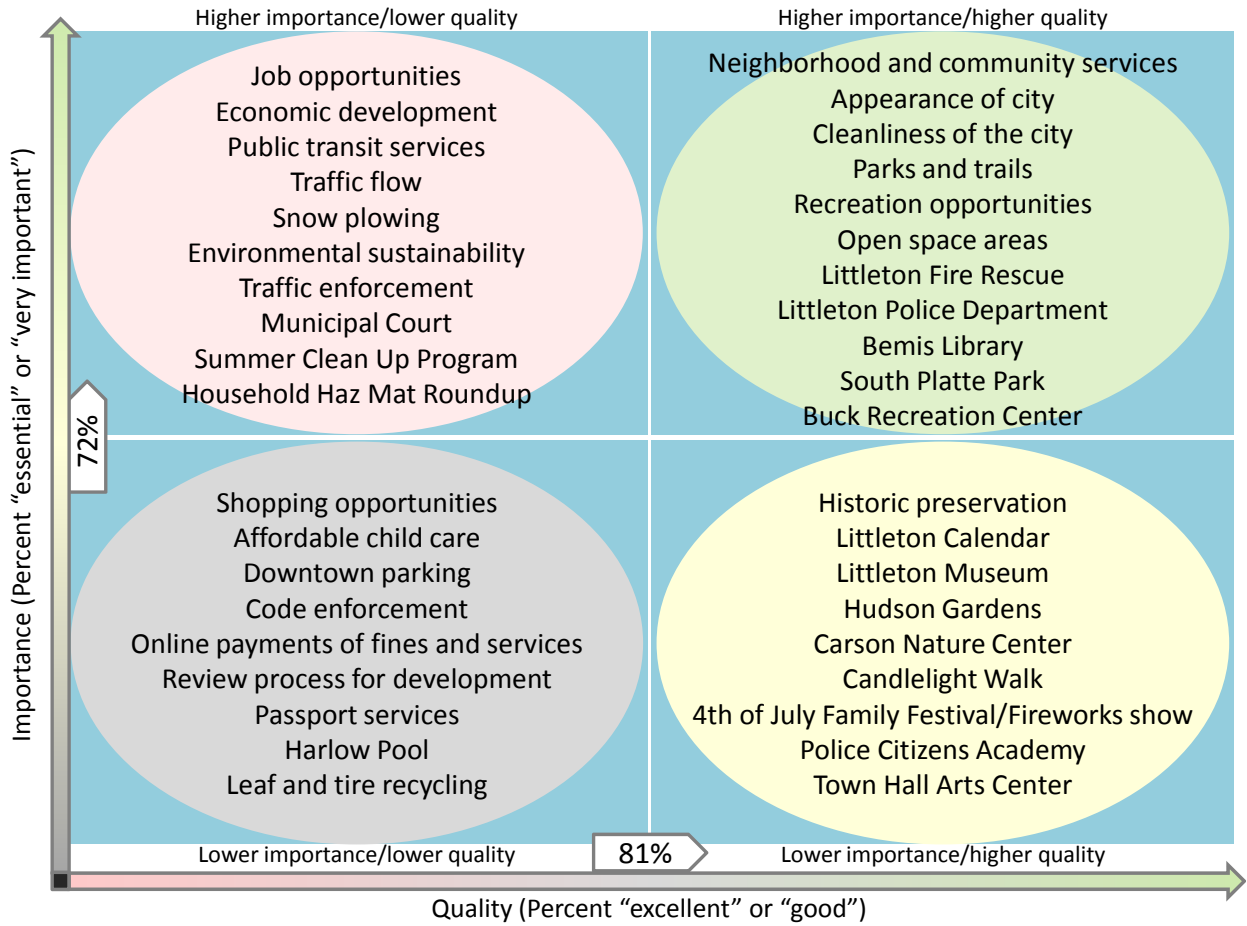


Figure 17: Services Rated Higher in Importance and Lower in Quality

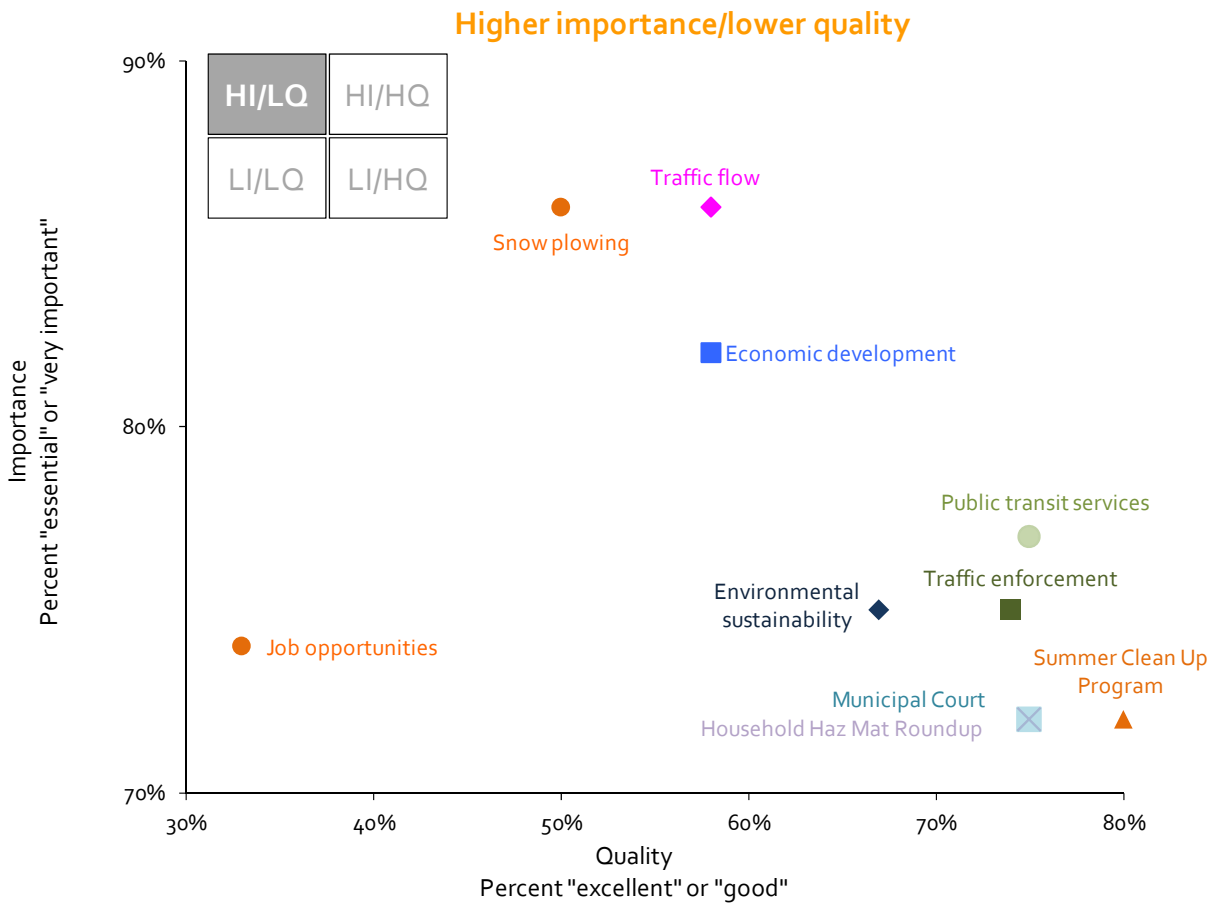


Figure 18: Services Rated Higher in Importance and Higher in Quality

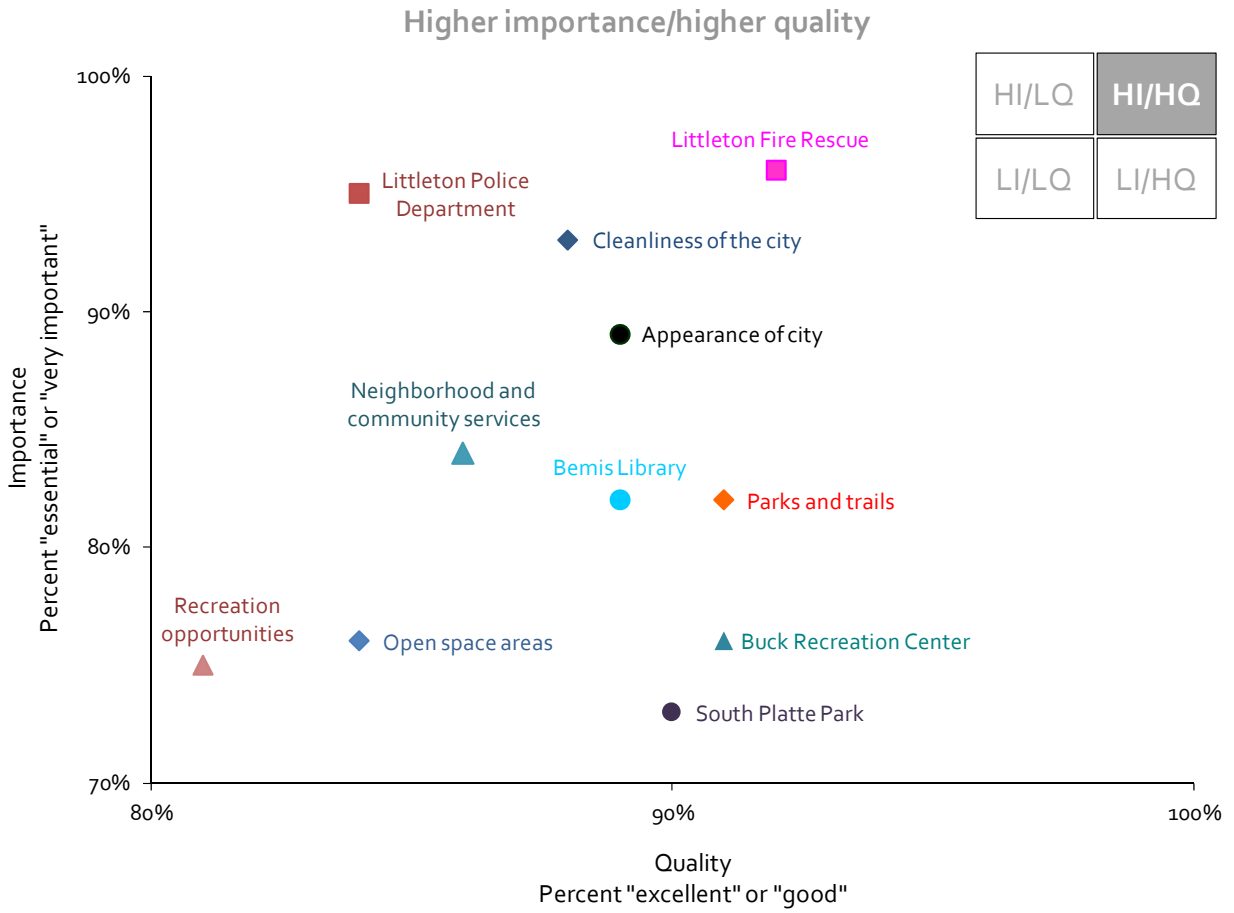
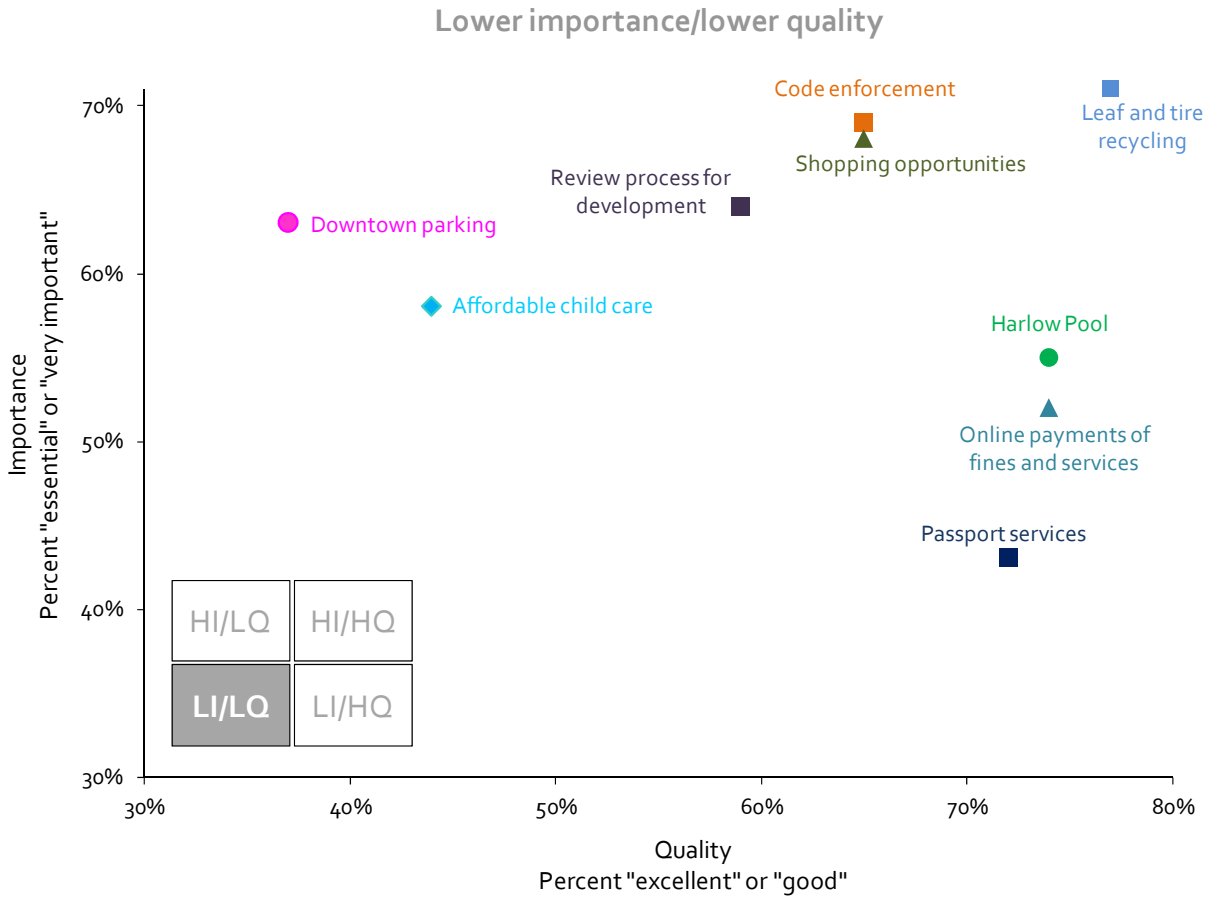


Figure 19: Services Rated Lower in Importance and Higher in Quality



Figure 20: Services Rated Lower in Importance and Lower in Quality



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. The importance-quality comparison (Figure 16) is one way to help prioritize services. A second 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 Littleton by examining the relationships between ratings of each service and ratings of the City of Littleton’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 Littleton can focus on the services that have the greatest likelihood of influencing residents’ opinions about overall service quality.

The 2012 City of Littleton Action Chart™ on the following page combines two dimensions of performance:

- Comparison to the national benchmark. When a comparison is available, the background color of each service box indicates whether the service is above the norm (green), similar to the norm (yellow) or below the norm (red).
- Identification of key drivers. A black key icon next to a service box notes a key driver.

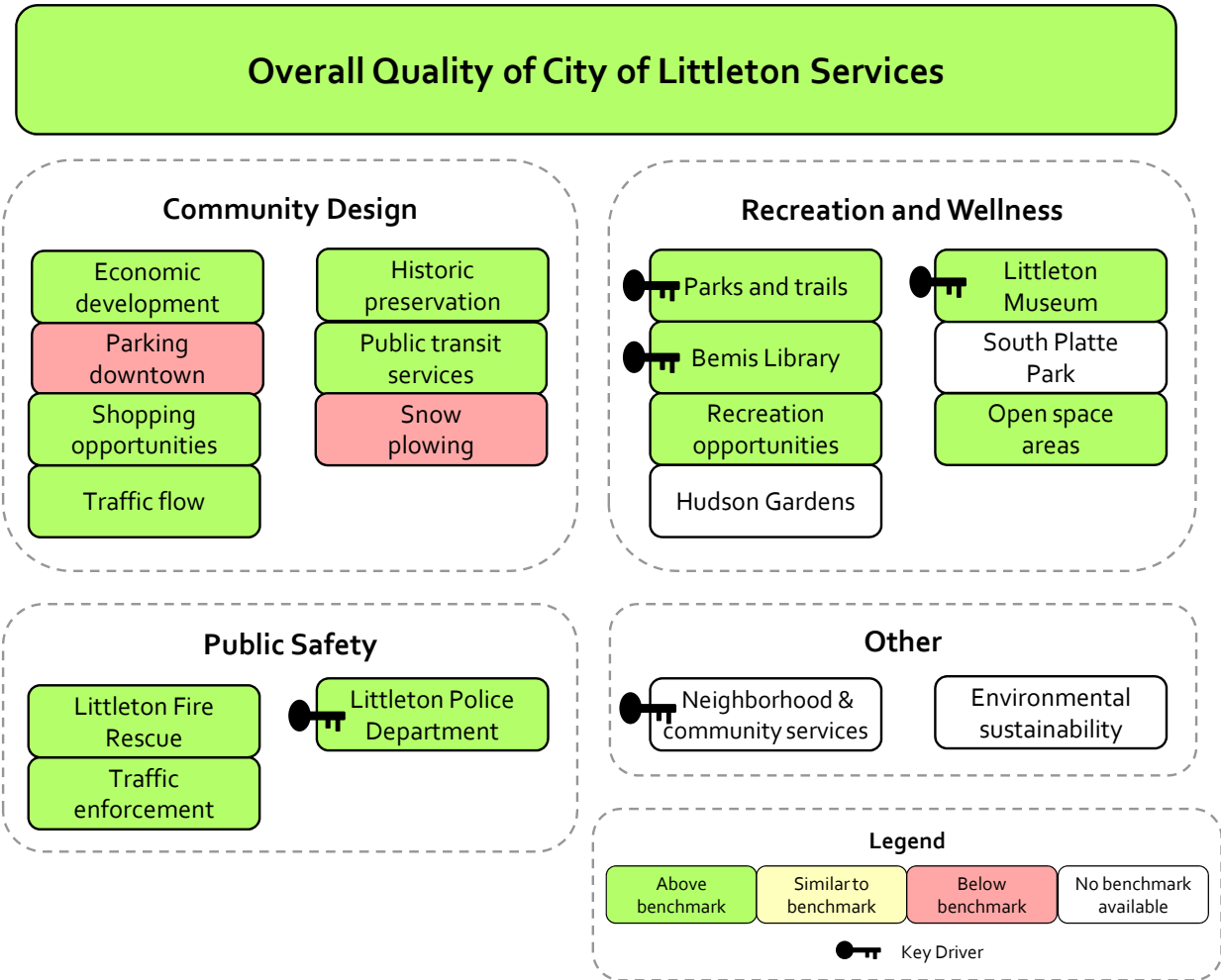
Future resident survey administrations in Littleton will permit trend data for each service which will be included in the Action Chart™. This will show where service ratings have increased or decreased over time.

Nineteen services were considered in the final KDA for the City of Littleton 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 30%) 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 19 services included in the KDA, five were identified as key drivers for the City: Littleton Police Department, neighborhood and community services, Littleton Museum, parks and trails and the Bemis Library.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are not at least similar to the benchmark. In Littleton, where comparisons were available, all of the key services were rated above the national benchmark. These are services on which the City may want to keep a watchful eye to maintain the favorable ratings of the overall quality of City services.

Figure 21: The City of Littleton Action Chart™



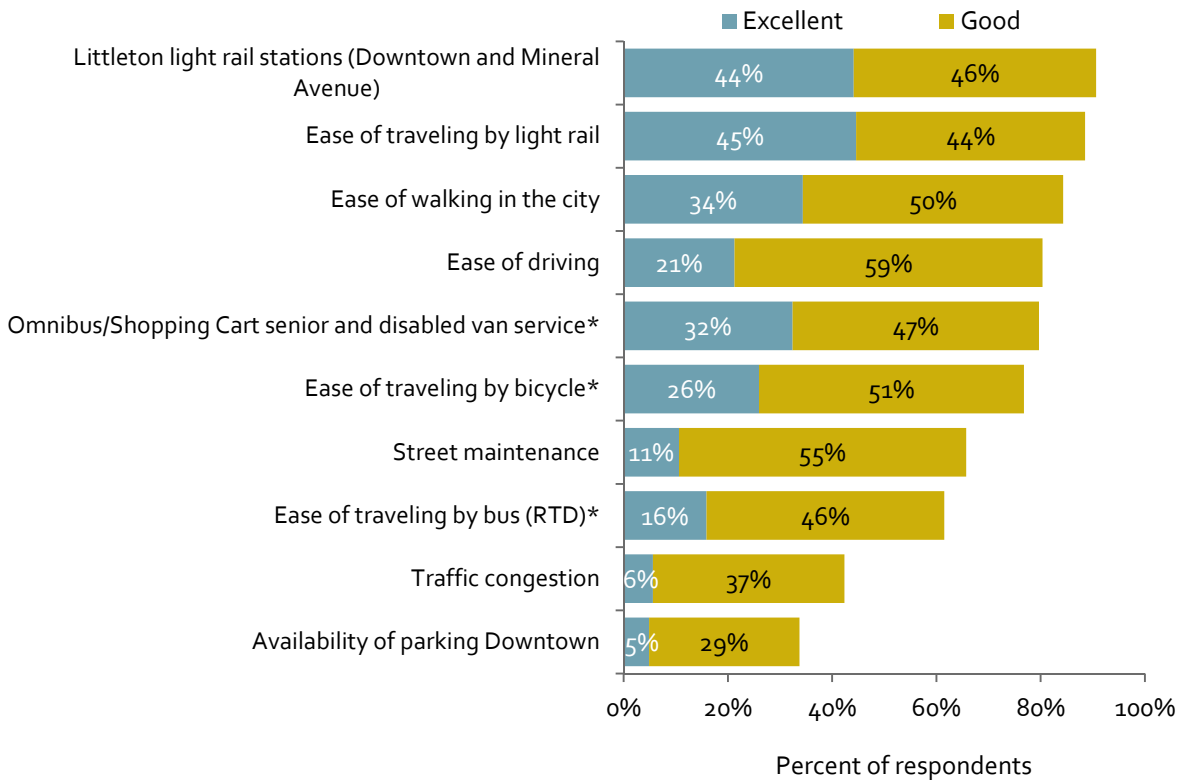
Transportation

The quality of 10 aspects of transportation and travel also was measured through the survey. Littleton’s light rail stations and the ease of traveling by light rail received the highest quality ratings, with 9 in 10 respondents giving “excellent” or “good” ratings. Traffic congestion (43% “excellent” or “good”) and the availability of parking Downtown (34%) were the lowest rated aspects of transportation in Littleton.

More than 20% of respondents answered “don’t know” when evaluating the quality of the following aspects of transportation in Littleton: ease of traveling by bus, ease of traveling by bicycle and the Omnibus/Shopping Cart senior and disabled van service. The full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Of the six transportation services that could be compared to the national and Front Range benchmarks, all were rated much above in Littleton.

Figure 22: Transportation Ratings



* At least 20% of respondents answered “don’t know” to item

Figure 23: Transportation Benchmarks

Please rate the following areas of transportation in Littleton.	National comparison	Front Range comparison
Ease of traveling by light rail	Much above	Much above
Ease of walking in the city	Much above	Much above
Ease of driving	Much above	Much above
Ease of traveling by bicycle	Much above	Much above
Street maintenance	Much above	Much above
Ease of traveling by bus (RTD)	Much above	Much above

Bemis Public Library

Of the respondents who had an opinion, at least 90% gave an “excellent” or “good” rating to the overall performance of the Bemis Library. Eight percent of respondents felt the overall performance of the library was “fair” and only 1% said it was “poor.” Respondents also were positive about the various library services. More than 8 in 10 respondents gave “excellent” or “good” assessments to the six aspects of library services, with library programs (94%) and services at the library (93%) receiving the highest ratings (see Figure 25 on the following page). The library materials and collections received the lowest evaluations (81% “excellent” or “good”).

Between 29% and 49% of respondents selected “don’t know” when rating each aspect of the Bemis Public Library (see *Appendix B: Responses to Survey Questions* for a full set of responses including “don’t know”).

Five of the seven aspects of the library and its services could be compared to the national benchmarks and all were rated above or much above ratings given in other communities. Only one item (services at the Bemis Public Library) could be compared to the Front Range benchmark and it was rated above the average.

Figure 24: Overall Performance Bemis Library

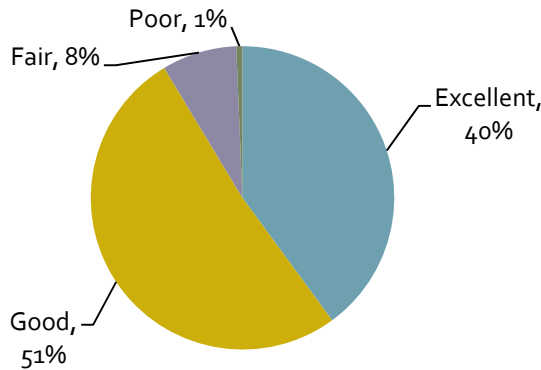
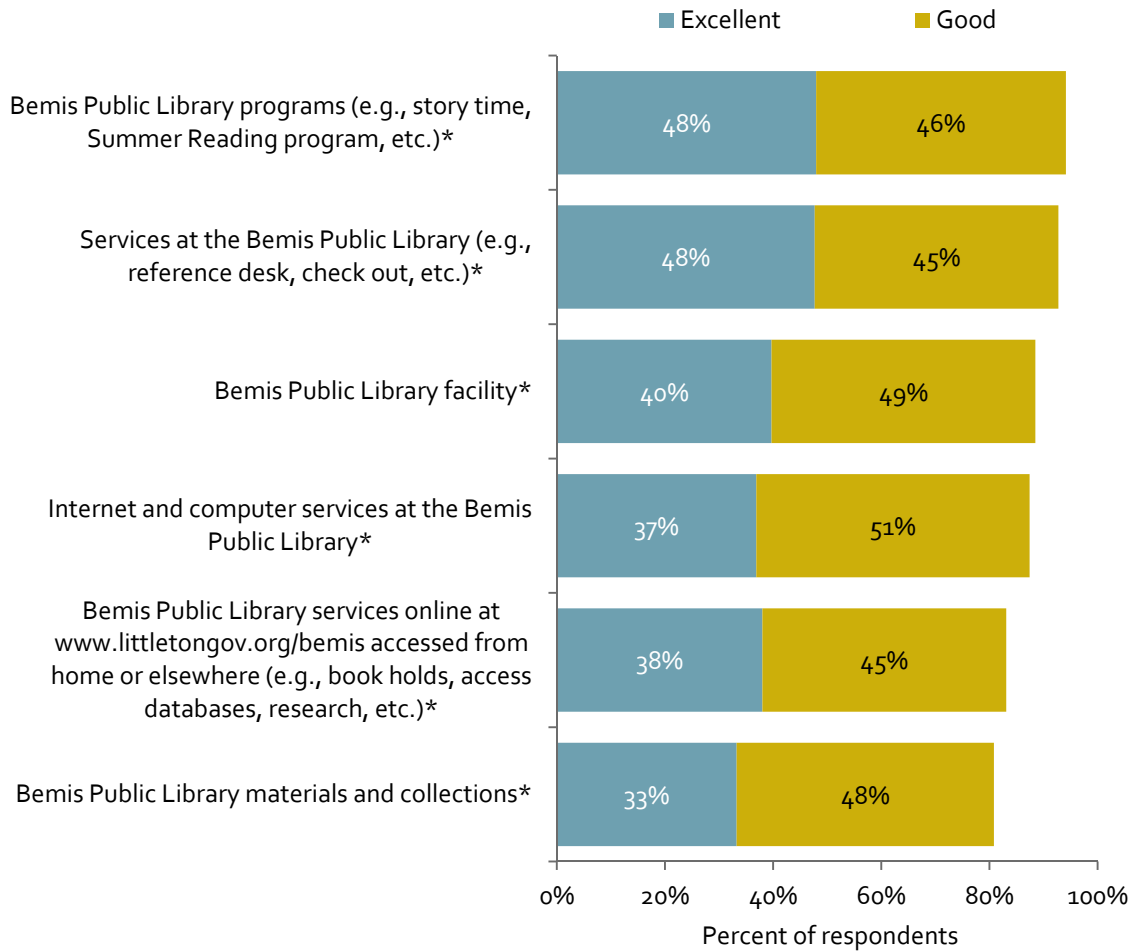


Figure 25: Bemis Library Services Ratings



* At least 29% of respondents answered "don't know" to item

Figure 26: Bemis Library Benchmarks

Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	National comparison	Front Range comparison
Bemis Public Library programs	Much above	Not available
Services at the Bemis Public Library	Above	Above
Bemis Public Library facility	Much above	Not available
Internet and computer services at the Bemis Public Library	Much above	Not available
Bemis Public Library materials and collections	Much above	Not available

Littleton Museum

The quality of various services provided at the Littleton Museum was captured through the survey. Of those who had an opinion, 92% felt the overall performance of the Littleton Museum was “excellent” or “good.” The Museum services also were rated highly by those who had an opinion. At least four out of five respondents gave favorable evaluations to each Museum service. The Museum facility and grounds (94% “excellent” or “good”), programs (93%), Wednesday evening free summer concerts (93%) and Living History Farms/Historic Site Interpreters (91%) were given the highest ratings. Less than 5% of respondents rated each Museum service as “poor.”

Between 40% and 69% of respondents selected “don’t know” when rating each the Littleton Museum and its services (see *Appendix B: Responses to Survey Questions* for a full set of responses including “don’t know”).

Figure 27: Overall Performance Littleton Museum

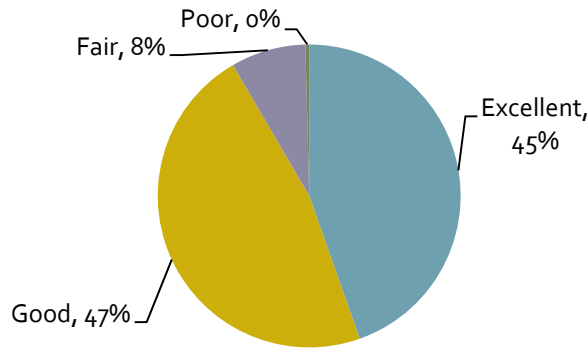
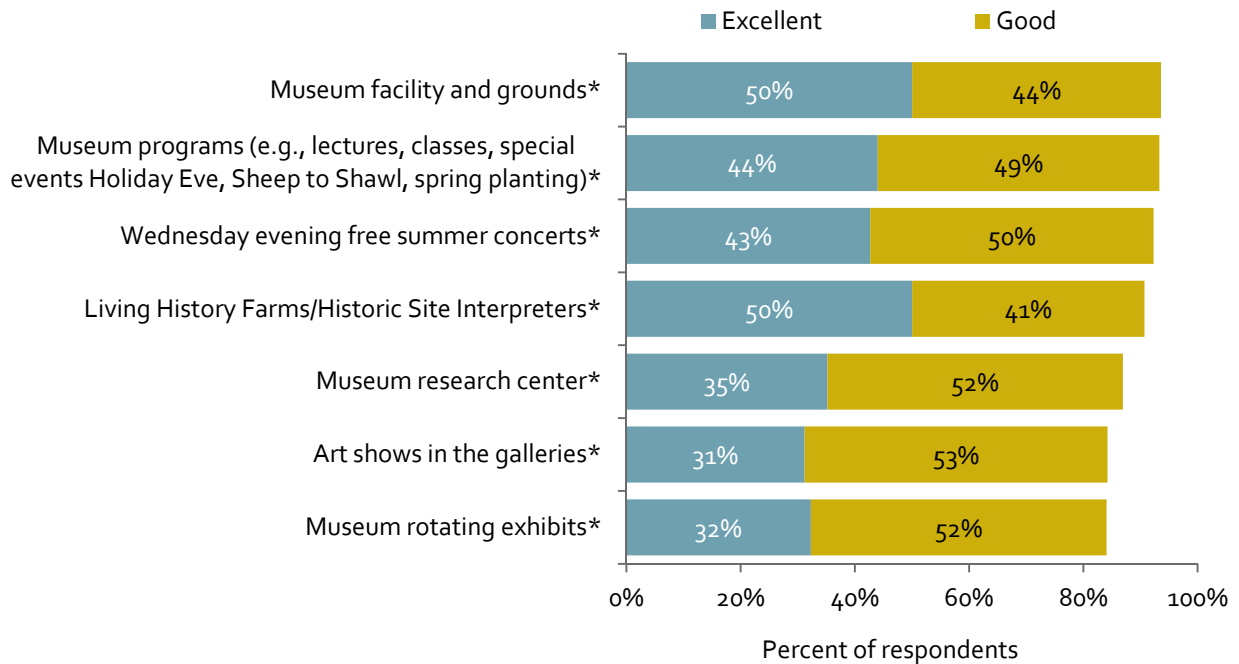


Figure 28: Littleton Museum Services Ratings



* At least 40% of respondents answered “don’t know” to item

City Government

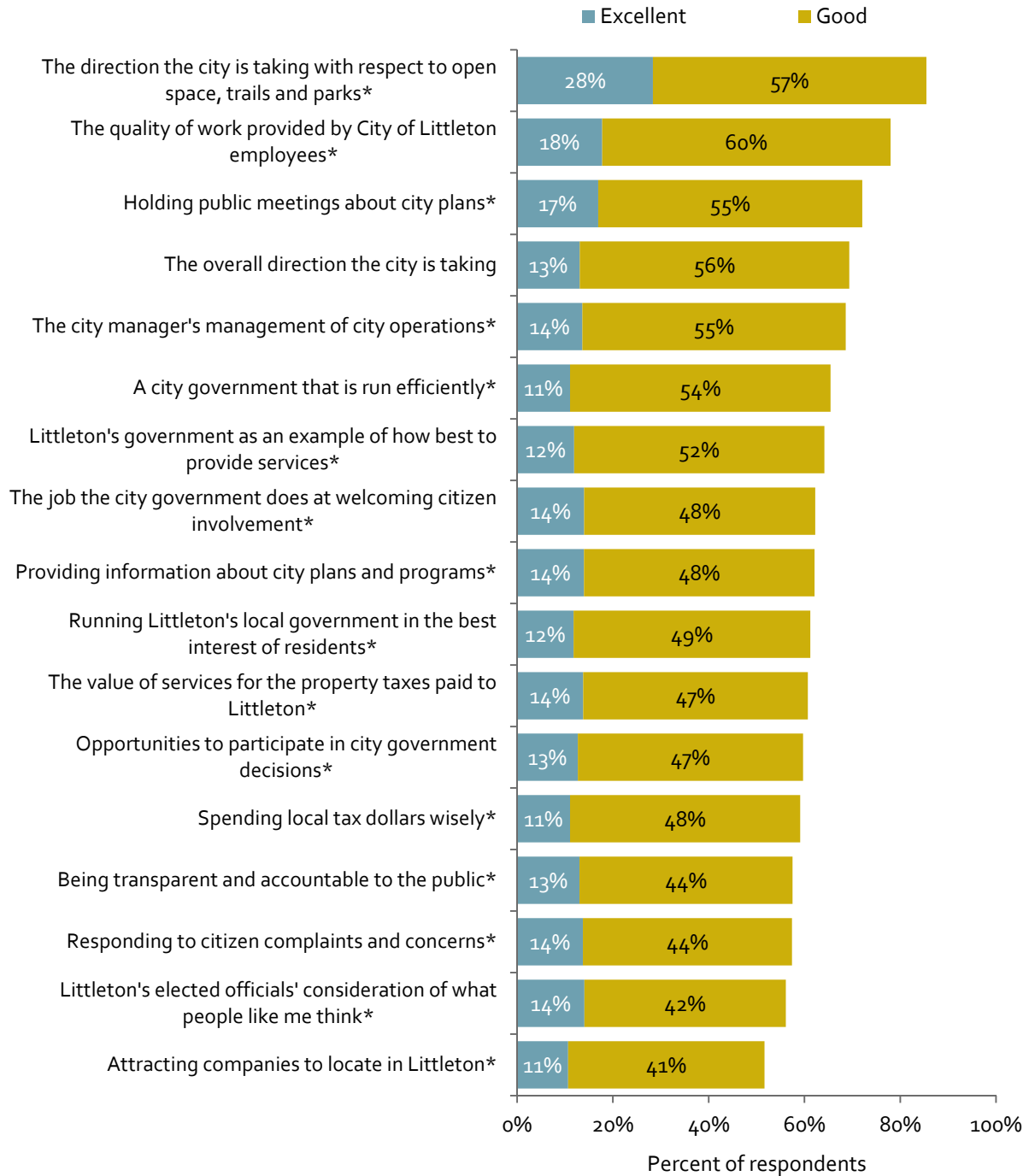
Seventeen aspects of the City of Littleton government performance were evaluated by residents. Of those who had an opinion, at least half of respondents gave “excellent” or “good” ratings to each aspect of government performance. The highest quality ratings were given to the direction the city is taking with respect to open space, trails and parks (85% “excellent” or “good”), the quality of work provided by city employees (78%) and holding public meetings about city plans (72%). Sixty-nine percent of residents felt that the overall direction the City is taking was “excellent” or “good.” Littleton’s elected officials consideration of what people like them think (56%) and attracting companies to locate in Littleton were given less favorable assessments from respondents.

Between 20% and 45% of respondents selected “don’t know” when rating each aspect of the Littleton City government, except for the overall direction the city is taking. A full set of responses, including “don’t know,” can be found in *Appendix B: Responses to Survey Questions*.

Seven of the 17 government performance ratings could be compared to the national benchmark (see Figure 30 on page 34). Evaluations of the Littleton government were above or much above the national average. Of the five aspects of City government performance that could be compared to the Front Range, all were given ratings that were above or much above the benchmark.

When ratings of government performance were compared by respondent demographic characteristics, long-term residents (those who lived in Littleton more than 10 years) and men tended to give lower ratings to the various aspects of government performance than did their counterparts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 29: Ratings of Littleton Government Performance



* At least 20% of respondents answered "don't know" to item

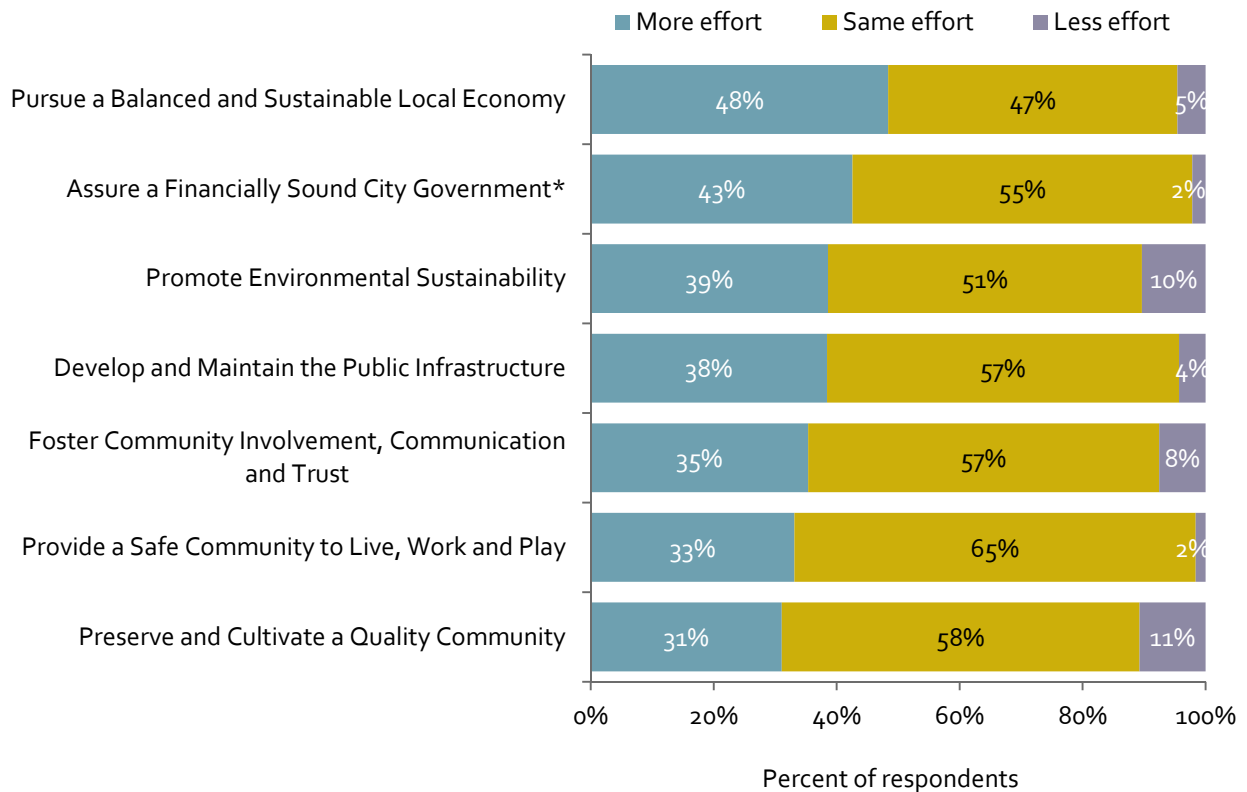
Figure 30: Littleton Government Benchmarks

Please rate the following categories of Littleton government performance.	National comparison	Front Range comparison
The overall direction the city is taking	Much above	Much above
The job city government does at welcoming citizen involvement	Much above	Much above
The value of services for the property taxes paid to Littleton	Much above	Much above
Opportunities to participate in city government decisions	Above	Not available
Spending local tax dollars wisely	Much above	Much above
Responding to citizen complaints and concerns	Above	Not available
Littleton's elected officials' consideration of what people like me think	Above	Above

The survey asked residents to indicate the level of effort that the City should apply to each of the seven City Council goals and objectives. Overall, at least half of residents believed that the same amount of effort should be applied to each of the seven goals. Between one-third and one-half of respondents felt that “more effort” should be given to each goal. One in 10 or less said that “less effort” should be applied toward each. Equal proportions of respondents felt that “more effort” or the “same effort” should be given toward the goal of pursuing a balanced and sustainable local economy (48% and 47%, respectively). About twice as many respondents felt that the “same effort” rather than “more effort” should be applied to the Council goals of providing a safe community to live, work and play and to preserving and cultivating a quality community.

One-quarter of respondents selected “don’t know” when determining the amount of effort that should be applied to the Council goal of assuring a financially sound city government (see *Appendix B: Responses to Survey Questions* for a full set of responses including “don’t know”).

Figure 31: Achieving City Council Goals



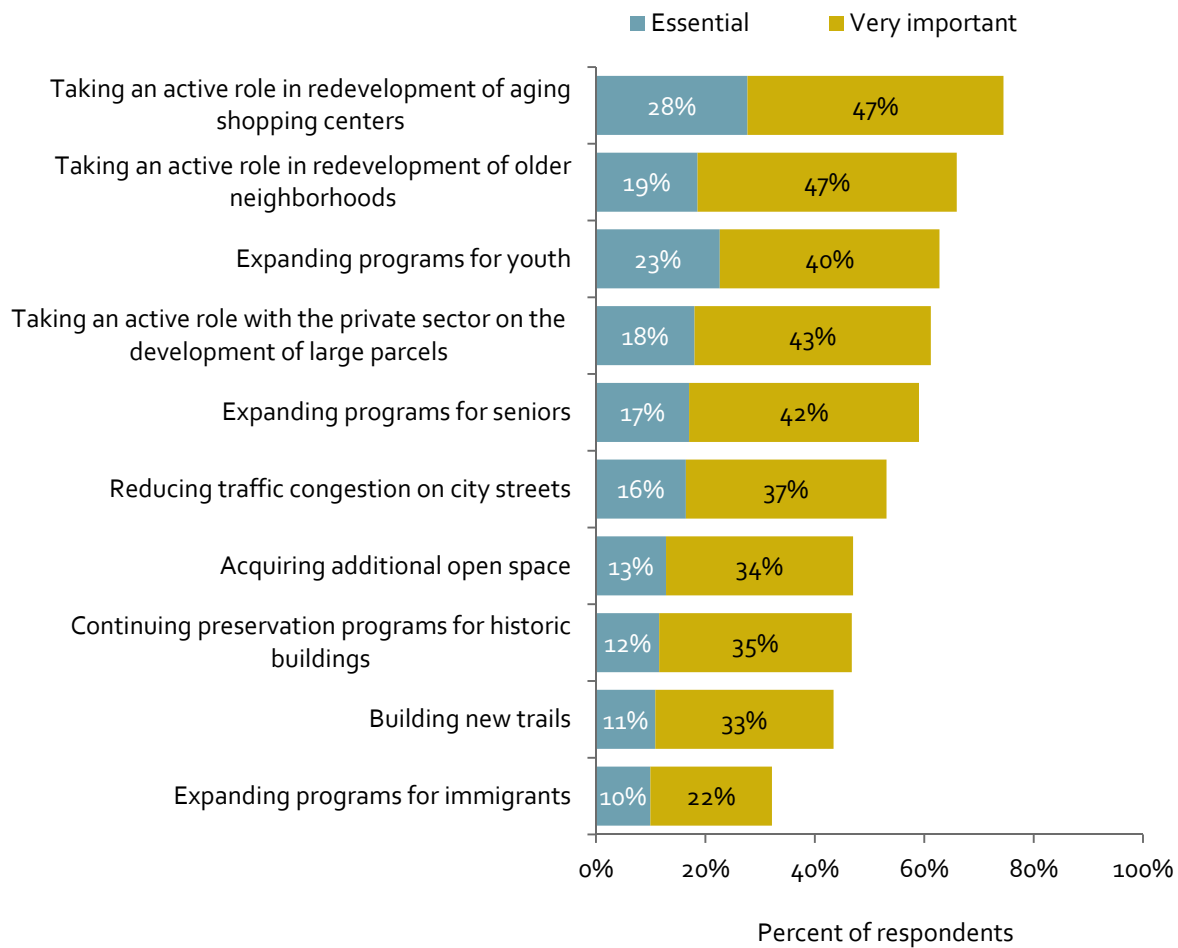
* At least 20% of respondents answered “don’t know” to item

Potential Projects and Initiatives in Littleton

Survey respondents were asked to think about the next five to eight years and then rate the importance of 10 potential projects in Littleton. They also were asked to select the one, most important project out of the 10. Generally, when rating the importance of each potential project, those related to redevelopment, development and expanding programs for youth and seniors topped the list with 56% or more of respondent saying these were “essential” or “very important” projects in Littleton over the coming years. Programs dealing with additional open space, historic preservation, new trails and expanding programs for immigrants were deemed less important, with fewer than half of respondents giving ratings of “essential” or “very important.” One-third of respondents said that expanding programs for immigrants was “not at all important.”

When looking at the potential projects respondents selected as being the single, most important project in Littleton over the next five to eight years compared to the ratings of importance, the relative rank order of projects was the same (see *Appendix B: Responses to Survey Questions* for a full set of responses).

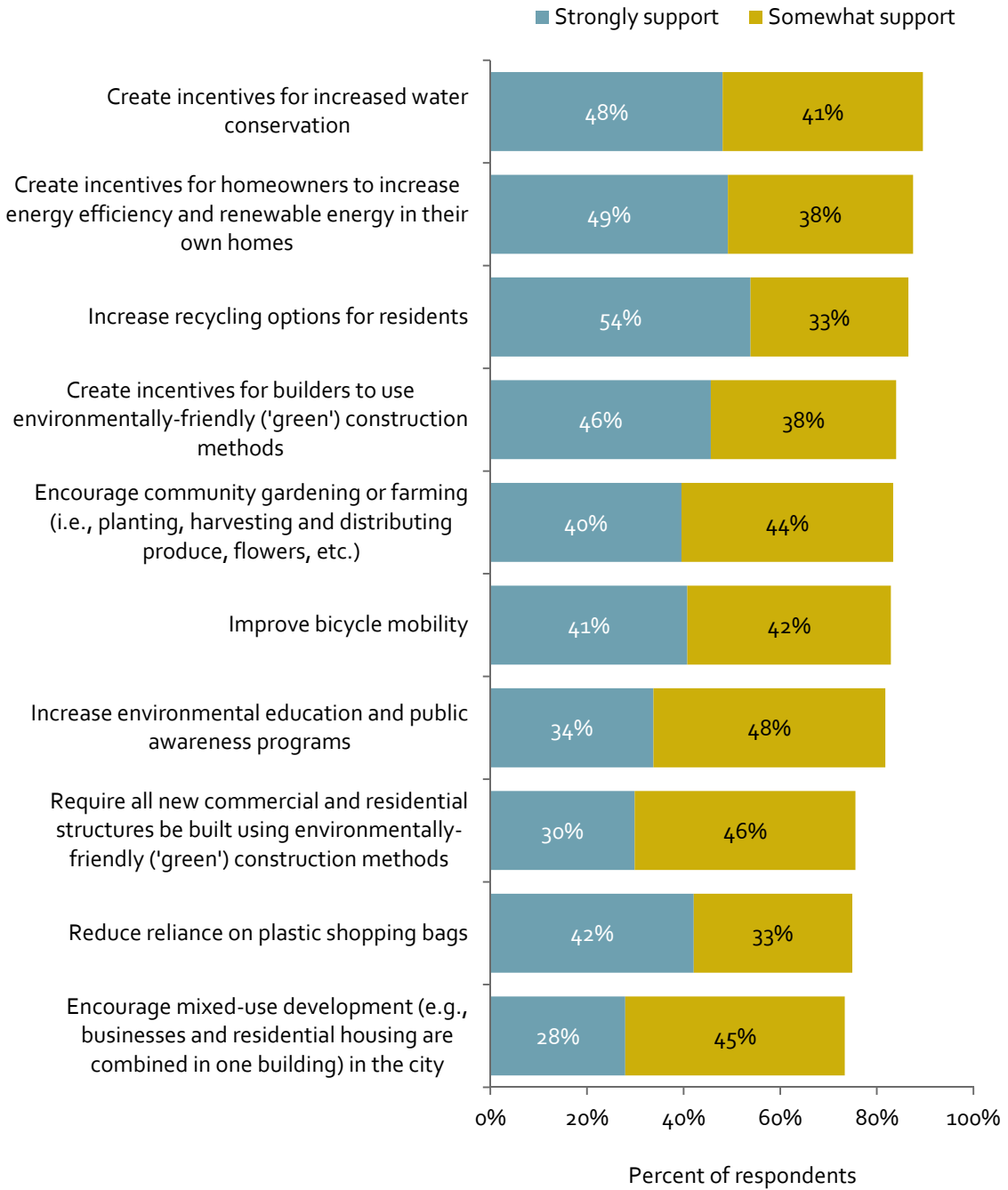
Figure 32: Potential Projects in Littleton



Respondents were given a list of 10 practices or programs aimed at helping to improve the environment and asked to indicate their level of support for the City implementing each if it meant they might experience increased costs (see Figure 33 on the following page). A majority of Littleton residents voiced support, with at least three-quarters “strongly” or “somewhat” supporting each. About 9 in 10 respondents “strongly” or “somewhat” supported creating incentives for increased water conservation (89%), creating incentives for homeowners to increase energy efficiency and renewable energy in their own homes (87%) and increasing recycling options for residents (87%). The practices or programs that received the lowest amount of support were reducing reliance on plastic shopping bags and encouraging mixed-use development.

Male respondents, as well as home owners, were less likely to support the proposed actions to help the environment if costs increased. Older respondents (age 55 or older) also were more likely to oppose these newly proposed programs (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 33: Level of Support for Environmentally-friendly Programs

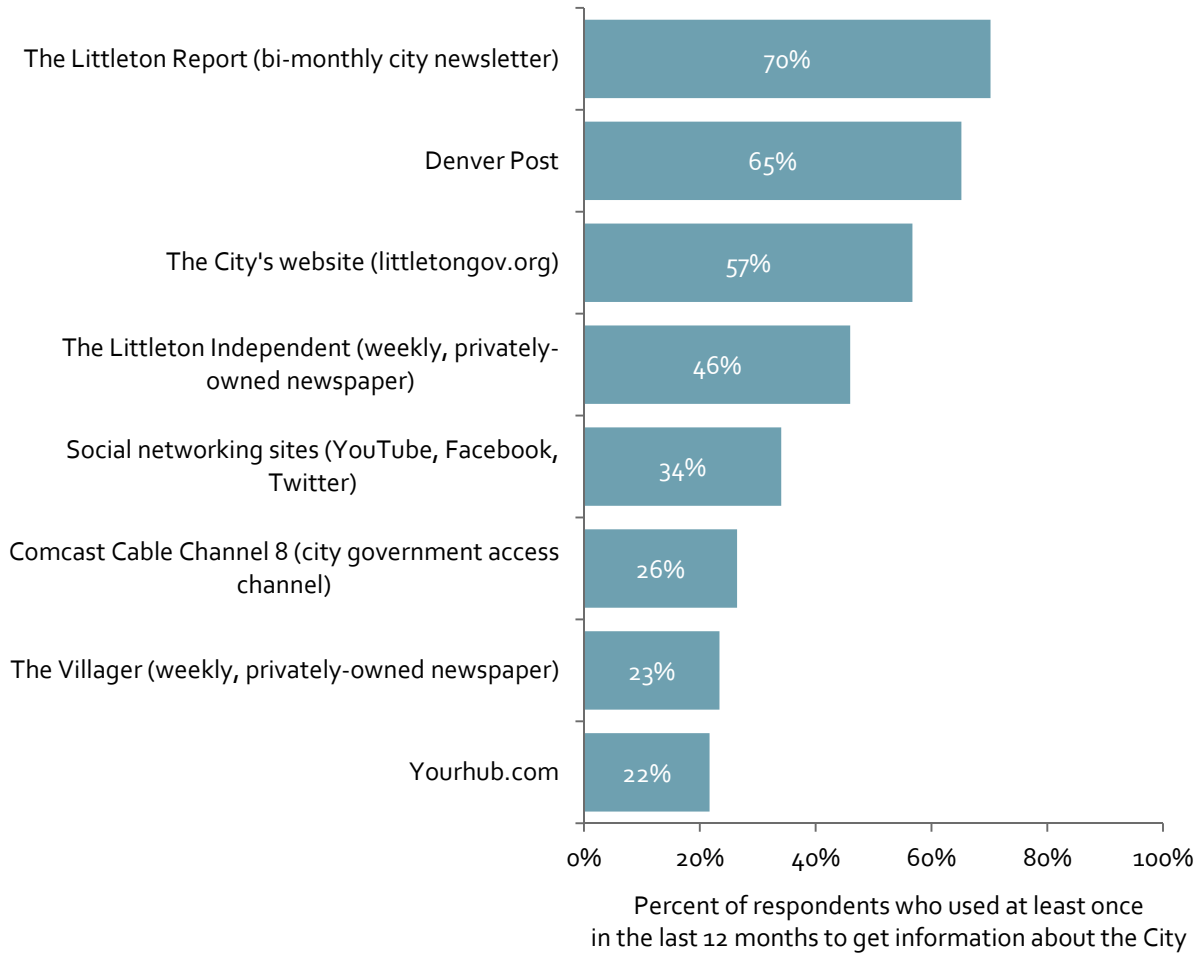


Information Sources

To help learn where residents get their information about the City of Littleton, respondents were asked how frequently, if at all, they or other household members used various information sources.

Seventy-percent of respondents reported using The Littleton Report at least once in the 12 months prior to the survey to get information about the city. Two-thirds said they used the Denver Post and 57% reported having visited the City’s website. Less than half of respondents reported having used the other information sources at least once in the last 12 months to get information about Littleton.

Figure 34: Sources of Information about Littleton



Respondent Characteristics

Characteristics of the survey respondents are displayed in following tables.

Question D1	
How many years have you lived in Littleton?	Percent of respondents
Less than 1 year	6%
1-5 years	26%
6-10 years	14%
11-15 years	13%
More than 15 years	40%
Total	100%

Question D2	
How many people (including yourself) live in your household?	Percent of respondents
1	26%
2	33%
3 or more	41%
Total	100%

Question D3	
How many children 12 or younger live in your household?	Percent of respondents
0	70%
1	14%
2	11%
3 or more	6%
Total	100%

Question D4	
How many teenagers ages 13 to 17 live in your household?	Percent of respondents
0	87%
1	9%
2	3%
3 or more	1%
Total	100%

Question D5	
How many people (including yourself) age 55 or older live in your household?	Percent of respondents
0	51%
1	24%
2	23%
3 or more	1%
Total	100%

Question D6	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	57%
House attached to one or more houses (e.g., a duplex or townhome)	14%
Building with two or more apartments or condominiums	28%
Mobile home	0%
Other	1%
Total	100%

Question D7	
Do you rent or own your home?	Percent of respondents
Rent	36%
Own	64%
Total	100%

Question D8	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	17%
\$25,000 to \$34,999	8%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	14%
\$150,000 to \$199,999	6%
\$200,000 or more	5%
Total	100%

Question Dg	
What is your level of education?	Percent of respondents
0-11 years	1%
High school graduate	13%
Some college, no degree	20%
Associate degree	7%
Bachelors' degree	32%
Graduate or professional degree	28%
Total	100%

Question D10	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	91%
Yes, I consider myself to be Spanish, Hispanic or Latino	9%
Total	100%

Question D11	
Race	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	2%
White	92%
Other	4%

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

Question D12	
In which category is your age?	Percent of respondents
18-24	2%
25-34	21%
35-44	16%
45-54	21%
55-64	15%
65-74	12%
75+	13%
Total	100%

Question D13	
What is your gender?	Percent of respondents
Female	53%
Male	47%
Total	100%

Appendix A: Survey Methodology

The City of Littleton 2012 Resident survey was developed to provide an accurate assessment and interpretation of resident opinion about important community issues. Results offer insight into residents' perspectives about local government performance and are intended to help City leaders with strategic planning and communication with residents.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How close survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as are predictions of reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Developing the Questionnaire

General resident surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and their assessment of City service delivery, the quality of life in the city and their use of City amenities. The survey instrument for Littleton was developed through an iterative process that started with Littleton staff reviewing sample surveys provided by NRC from other jurisdictions. Relevant questions from the sample surveys were selected and a list of topics and ideas for new questions was generated. New questions were created, all questions were prioritized and an optimal composition of topics and questions were selected. Through this iterative process between City staff and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

"Sampling" refers to the method by which survey recipients are chosen. The "sample" refers to all those who were given a chance to participate in the survey. All households located in the City boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC used the USPS data to select the sample of households.

A larger list than needed was sampled so that a process referred to as "geocoding" could be used to eliminate addresses from the list that were outside the City's boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within the City of Littleton. All addresses determined to be

outside the study boundaries were eliminated from the sample. A random selection was made of the remaining addresses to create a mailing list of 3,000 addresses.

An individual within each household was randomly selected to complete the survey 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. This instruction was contained in the cover letter accompanying the questionnaire.

Mail Survey Administration and Response

Each selected household was contacted three times. Households were first mailed a pre-notification announcement, informing the household members that they had been selected to participate in the Littleton survey. Approximately one week after mailing the pre-notification, each household was mailed a survey containing a cover letter signed by the Mayor enlisting participation. A postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC was provided. A second survey packet, scheduled to arrive one week after the first survey was the final contact. This second mailing packet asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Additionally, the cover letters included a link to an online version of the survey where respondents could complete it, if they preferred.

The mailings were sent in August and September 2012 and completed surveys were collected over the following six weeks. About 5% (139) of the 3,000 household surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,861 households, 921 completed the survey (including 63 via the Web), providing a response rate of 32%. Average response rates for a mailed resident survey range from 25% to 40%.

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 sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The confidence interval for the City of Littleton 2012 Resident 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 “excellent” 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%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

For subgroups of responses (e.g., gender or age), 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, 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; 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 primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable. Several different weighting “schemes” are tested to ensure the best fit for 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 these population norms to reflect the appropriate representation of resident characteristics in the city overall. 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 respondent gender, age, tenure (rent versus own), housing unit type (attached or detached) 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 differences of opinion among subgroups
- The importance to the community of accurate demographic representation

The results of the weighting scheme are presented in the table on the following page.

Table 1: 2012 Littleton Resident Survey Weighting Table

Characteristic	Population Norm ¹	Unweighted Data	Weighted Data
Housing			
Rent home	38%	22%	36%
Own home	62%	78%	64%
Detached unit ²	56%	64%	57%
Attached unit ²	44%	36%	43%
Race and Ethnicity			
White	91%	93%	89%
Not white	9%	7%	11%
Not Hispanic	90%	97%	91%
Hispanic	10%	3%	9%
White alone, not Hispanic	85%	91%	84%
Hispanic and/or other race	15%	9%	16%
Sex and Age			
Female	53%	59%	53%
Male	47%	41%	47%
18-34 years of age	26%	9%	24%
35-54 years of age	37%	28%	37%
55+ years of age	37%	63%	39%
Females 18-34	13%	6%	15%
Females 35-54	19%	17%	19%
Females 55+	21%	35%	18%
Males 18-34	13%	3%	9%
Males 35-54	18%	11%	18%
Males 55+	16%	28%	20%

¹Source: 2010 Census

²ACS 2005-2009

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions the percent positive (i.e., “excellent” 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* 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.

Comparing Littleton’s Results to the Benchmarking Database

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 “excellent.” 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.

NRC has innovated 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 [e.g., 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.; 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]. 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.

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.

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.

Question 1					
Please rate each of the following aspects of quality of life in Littleton.	Excellent	Good	Fair	Poor	Total
Littleton as a place to live	55%	41%	4%	1%	100%
Your neighborhood as a place to live	43%	45%	10%	2%	100%
Littleton as a place to raise children	50%	42%	7%	1%	100%
Littleton as a place to retire	40%	42%	16%	2%	100%
Littleton as a place to work	30%	45%	19%	6%	100%
Overall quality of life in Littleton	40%	53%	7%	1%	100%

Question 2	
What are your reasons for living in Littleton? (Please select all that apply.)	Percent of respondents
I feel safe here	61%
I like the location in general	78%
Cost of living is affordable	30%
I've always lived here	15%
I like the school my children attend	27%
I like living in a college town	3%
I like my neighborhood	58%
I have friends and family in the area	42%
Sense of community	31%
Housing and rental rates are affordable	20%
Other	11%

Percents may total to more than 100% as respondents could choose more than one answer.

Question 3					
To what extent do you agree or disagree that each statement below describes the City of Littleton?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The city is a safe community	52%	45%	2%	1%	100%
The city has a low crime rate	40%	54%	5%	1%	100%
The city supports local businesses	46%	46%	7%	2%	100%
Littleton has tight-knit neighborhoods	28%	54%	15%	3%	100%
The city offers the best schools	43%	45%	9%	2%	100%
Littleton citizens are self-determined	26%	63%	9%	1%	100%
Traffic flows well on city streets	23%	51%	22%	4%	100%

Question 4	
Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.	Percent of respondents
Job growth	33%
Traffic in general	29%
Business retention	29%
Neighborhoods	14%
Trails	6%
Community image	6%
Street maintenance	23%
School/student performance	21%
Water resources	16%
Leisure activities	5%
Crime reduction	13%
Fire prevention	2%
Traffic light synchronization	15%
Business attraction	26%
Alternative energy sources	16%
Open space	15%
Maintenance of city properties and buildings	7%
Other	6%

Percents may total to more than 100% as respondents could choose up to three responses.

Question 5					
Please tell us how safe you feel in each of the following areas in Littleton.	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Total
Downtown Littleton during the day	89%	11%	0%	0%	100%
Downtown Littleton at night	46%	46%	6%	2%	100%
Your neighborhood during the day	85%	13%	1%	0%	100%
Your neighborhood at night	50%	40%	8%	2%	100%
Parks, trails, natural open space areas	43%	49%	8%	0%	100%
Littleton overall during the day	73%	26%	1%	0%	100%
Littleton overall at night	33%	59%	6%	1%	100%

Question 6	
You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?	Percent of respondents
Essential	15%
Very important	53%
Somewhat important	28%
Not at all important	5%
Total	100%

Question 7	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	Percent of respondents
Essential	32%
Very important	48%
Somewhat important	17%
Not at all important	3%
Total	100%

Question 8a					
Please rate the quality of each of the following in Littleton:	Excellent	Good	Fair	Poor	Total
Neighborhood and community services	27%	59%	12%	2%	100%
Appearance of city	30%	59%	10%	1%	100%
Cleanliness of the city	32%	56%	11%	1%	100%
Shopping opportunities	15%	50%	31%	5%	100%
Job opportunities	5%	28%	52%	15%	100%
Historic preservation	27%	57%	16%	0%	100%
Economic development	8%	50%	35%	7%	100%
Affordable child care	11%	33%	42%	14%	100%
Public transit services	29%	46%	20%	5%	100%
Traffic flow	10%	48%	34%	8%	100%
Snow plowing	12%	38%	33%	16%	100%
Downtown parking	7%	30%	38%	25%	100%
Parks and trails	42%	49%	8%	1%	100%
Recreation opportunities	29%	52%	16%	3%	100%
Open space areas	30%	54%	12%	3%	100%
Environmental sustainability	13%	54%	29%	4%	100%
Littleton Fire Rescue	51%	41%	6%	3%	100%
Littleton Police Department	40%	44%	11%	5%	100%
Traffic enforcement	20%	54%	20%	6%	100%
Code enforcement	17%	48%	25%	10%	100%
Municipal Court	20%	55%	19%	6%	100%
Online payments of fines and services	18%	56%	19%	6%	100%
Review process for development	17%	42%	30%	11%	100%
Passport services	29%	43%	23%	4%	100%
Littleton Calendar	31%	51%	15%	3%	100%
Bemis Library	48%	41%	10%	2%	100%
Littleton Museum	48%	41%	10%	0%	100%
Hudson Gardens	42%	48%	9%	1%	100%
Carson Nature Center	41%	45%	13%	1%	100%
South Platte Park	38%	52%	9%	1%	100%
Harlow Pool	25%	49%	23%	2%	100%
Buck Recreation Center	48%	43%	8%	1%	100%
Candlelight Walk	38%	47%	14%	1%	100%
4th of July Family Festival/Fireworks show	35%	47%	15%	3%	100%
Police Citizens Academy	31%	51%	17%	2%	100%
Town Hall Arts Center	35%	48%	15%	2%	100%
Summer Clean Up Program	32%	48%	18%	2%	100%
Leaf and tire recycling	28%	49%	19%	4%	100%
Household Haz Mat Roundup	28%	47%	20%	5%	100%

Question 8b					
Please rate how important, if at all, each is to you.	Essential	Very important	Somewhat important	Not at all important	Total
Neighborhood and community services	32%	52%	15%	1%	100%
Appearance of city	33%	56%	10%	0%	100%
Cleanliness of the city	39%	54%	7%	0%	100%
Shopping opportunities	19%	49%	29%	3%	100%
Job opportunities	32%	42%	21%	5%	100%
Historic preservation	19%	43%	33%	5%	100%
Economic development	31%	51%	17%	1%	100%
Affordable child care	24%	34%	26%	16%	100%
Public transit services	35%	42%	20%	3%	100%
Traffic flow	28%	58%	14%	1%	100%
Snow plowing	37%	49%	14%	0%	100%
Downtown parking	20%	43%	31%	6%	100%
Parks and trails	36%	46%	16%	2%	100%
Recreation opportunities	28%	47%	22%	3%	100%
Open space areas	33%	43%	21%	3%	100%
Environmental sustainability	33%	42%	21%	4%	100%
Littleton Fire Rescue	66%	30%	4%	0%	100%
Littleton Police Department	67%	28%	4%	1%	100%
Traffic enforcement	32%	43%	21%	4%	100%
Code enforcement	25%	44%	27%	4%	100%
Municipal Court	25%	47%	25%	3%	100%
Online payments of fines and services	15%	37%	38%	10%	100%
Review process for development	22%	42%	29%	7%	100%
Passport services	15%	28%	41%	17%	100%
Littleton Calendar	13%	28%	42%	16%	100%
Bemis Library	40%	42%	15%	3%	100%
Littleton Museum	25%	42%	29%	4%	100%
Hudson Gardens	19%	44%	33%	4%	100%
Carson Nature Center	20%	42%	33%	5%	100%
South Platte Park	27%	46%	23%	4%	100%
Harlow Pool	18%	37%	31%	14%	100%
Buck Recreation Center	31%	45%	20%	5%	100%
Candlelight Walk	16%	30%	38%	15%	100%
4th of July Family Festival/Fireworks show	19%	38%	33%	10%	100%
Police Citizens Academy	14%	30%	39%	17%	100%
Town Hall Arts Center	17%	40%	34%	9%	100%
Summer Clean Up Program	23%	49%	24%	4%	100%
Leaf and tire recycling	23%	48%	25%	4%	100%
Household Haz Mat Roundup	24%	48%	23%	5%	100%

Question 9					
Please rate the following areas of transportation in Littleton.	Excellent	Good	Fair	Poor	Total
Ease of driving	21%	59%	17%	3%	100%
Ease of traveling by bus (RTD)	16%	46%	28%	10%	100%
Ease of traveling by light rail	45%	44%	9%	2%	100%
Ease of walking in the city	34%	50%	14%	2%	100%
Ease of traveling by bicycle	26%	51%	19%	4%	100%
Availability of parking Downtown	5%	29%	38%	28%	100%
Traffic congestion	6%	37%	46%	12%	100%
Street maintenance	11%	55%	28%	6%	100%
Omnibus/Shopping Cart senior and disabled van service	32%	47%	15%	6%	100%
Littleton light rail stations (Downtown and Mineral Avenue)	44%	46%	7%	2%	100%

Question 10					
Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Excellent	Good	Fair	Poor	Total
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	48%	46%	5%	1%	100%
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	48%	45%	7%	0%	100%
Internet and computer services at the Bemis Public Library	37%	51%	11%	1%	100%
Bemis Public Library services online at www.littleton.gov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	38%	45%	14%	3%	100%
Bemis Public Library materials and collections	33%	48%	17%	2%	100%
Bemis Public Library facility	40%	49%	11%	1%	100%
Overall performance of the Bemis Public Library	40%	51%	8%	1%	100%

Question 11					
Please circle the number that comes closest to your opinion about the Littleton Museum and its services:	Excellent	Good	Fair	Poor	Total
Museum programs (e.g., lectures, classes, special events Holiday Eve, Sheep to Shawl, spring planting)	44%	49%	6%	1%	100%
Wednesday evening free summer concerts	43%	50%	7%	1%	100%
Museum research center	35%	52%	12%	1%	100%
Museum rotating exhibits	32%	52%	13%	3%	100%
Art shows in the galleries	31%	53%	14%	2%	100%
Living History Farms/Historic Site Interpreters	50%	41%	9%	1%	100%
Museum facility and grounds	50%	44%	6%	0%	100%
Overall performance of the Littleton Museum	45%	47%	8%	0%	100%

Question 12	
Overall, how would you rate the quality of services provided by the City of Littleton?	Percent of respondents
Excellent	27%
Good	63%
Fair	9%
Poor	1%
Total	100%

Question 13					
Please rate the following categories of Littleton government performance.	Excellent	Good	Fair	Poor	Total
The direction the city is taking with respect to open space, trails and parks	28%	57%	13%	2%	100%
Attracting companies to locate in Littleton	11%	41%	37%	12%	100%
The job the city government does at welcoming citizen involvement	14%	48%	31%	7%	100%
Opportunities to participate in city government decisions	13%	47%	31%	9%	100%
Responding to citizen complaints and concerns	14%	44%	30%	13%	100%
Holding public meetings about city plans	17%	55%	25%	2%	100%
Littleton's elected officials' consideration of what people like me think	14%	42%	31%	13%	100%
Littleton's government as an example of how best to provide services	12%	52%	30%	6%	100%
The city manager's management of city operations	14%	55%	28%	3%	100%
The quality of work provided by City of Littleton employees	18%	60%	19%	3%	100%
Spending local tax dollars wisely	11%	48%	33%	7%	100%
The value of services for the property taxes paid to Littleton	14%	47%	30%	10%	100%
A city government that is run efficiently	11%	54%	30%	4%	100%
Running Littleton's local government in the best interest of residents	12%	49%	32%	7%	100%
Being transparent and accountable to the public	13%	44%	32%	11%	100%
Providing information about city plans and programs	14%	48%	29%	9%	100%
The overall direction the city is taking	13%	56%	27%	3%	100%

Question 14				
Thinking about what you currently know regarding each of the following City Council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.	More effort	Same effort	Less effort	Total
Assure a Financially Sound City Government: A budget process that evaluates costs/benefits and program prioritization, efficiently delivers municipal services, pursues alternative revenue sources	43%	55%	2%	100%
Provide a Safe Community to Live, Work and Play: Police and fire protection, code enforcement; vehicular, bike and pedestrian safety and accessibility	33%	65%	2%	100%
Develop and Maintain the Public Infrastructure: Identify maintenance and investment needs of roads, bridges, buildings, etc.; develop a long range plan for Littleton/Englewood Wastewater Treatment Plant	38%	57%	4%	100%
Preserve and Cultivate a Quality Community: Diversity, density and quality of housing; trade-off between open space preservation and commercial development, immigration issues, public art	31%	58%	11%	100%
Pursue a Balanced and Sustainable Local Economy: Strategic assistance to businesses focusing on jobs and sales tax revenue; recruit new businesses, retain and/or expand existing businesses	48%	47%	5%	100%
Promote Environmental Sustainability: Identify energy efficiencies for city operations; develop and implement an environmental stewardship and sustainability plan, reduce environmental impacts	39%	51%	10%	100%
Foster Community Involvement, Communication and Trust: Foster community spirit, improve citizen education, provide service with integrity and ethics, educate youth about local government	35%	57%	8%	100%

Question 15a					
Thinking about the next five to eight years, how important is each of the following potential projects in Littleton?	Essential	Very important	Somewhat important	Not at all important	Total
Acquiring additional open space	13%	34%	42%	11%	100%
Building new trails	11%	33%	44%	12%	100%
Continuing preservation programs for historic buildings	12%	35%	46%	7%	100%
Taking an active role with the private sector on the development of large parcels (Ensor and/or Marathon properties)	18%	43%	31%	8%	100%
Taking an active role in redevelopment of older neighborhoods	19%	47%	30%	4%	100%
Taking an active role in redevelopment of aging shopping centers	28%	47%	22%	3%	100%
Expanding programs for youth	23%	40%	33%	4%	100%
Expanding programs for seniors	17%	42%	36%	5%	100%
Expanding programs for immigrants	10%	22%	34%	34%	100%
Reducing traffic congestion on city streets	16%	37%	39%	8%	100%

Question 15b	
Check the ONE circle for the item you think is the most important future project for Littleton.	Percent of respondents
Acquiring additional open space	6%
Building new trails	4%
Continuing preservation programs for historic buildings	1%
Taking an active role with the private sector on the development of large parcels (Ensor and/or Marathon properties)	18%
Taking an active role in redevelopment of older neighborhoods	14%
Taking an active role in redevelopment of aging shopping centers	21%
Expanding programs for youth	14%
Expanding programs for seniors	5%
Expanding programs for immigrants	3%
Reducing traffic congestion on city streets	14%
Total	100%

Question 16					
The City of Littleton is working to improve practices that help the environment, some of which may increase costs. To what extent do you support or oppose the city taking each of the following actions given that you may experience increased costs?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Increase recycling options for residents	54%	33%	10%	4%	100%
Require all new commercial and residential structures be built using environmentally-friendly ('green') construction methods	30%	46%	16%	9%	100%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	49%	38%	10%	3%	100%
Create incentives for builders to use environmentally-friendly ('green') construction methods	46%	38%	11%	5%	100%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the city	28%	45%	19%	8%	100%
Create incentives for increased water conservation	48%	41%	8%	3%	100%
Increase environmental education and public awareness programs	34%	48%	12%	6%	100%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	40%	44%	13%	4%	100%
Reduce reliance on plastic shopping bags	42%	33%	14%	11%	100%
Improve bicycle mobility	41%	42%	13%	4%	100%

Question 17						
In the last 12 months, about how many times have you or other household members used the following sources for information about Littleton?	Never	1-2 times	3-12 times	13-26 times	More than 26 times	Total
The Littleton Report (bi-monthly city newsletter)	30%	28%	34%	6%	2%	100%
The Littleton Independent (weekly, privately-owned newspaper)	54%	21%	16%	5%	4%	100%
Denver Post	35%	17%	15%	11%	22%	100%
The Villager (weekly, privately-owned newspaper)	77%	13%	7%	2%	2%	100%
The City's website (littletongov.org)	43%	22%	27%	5%	3%	100%
Comcast Cable Channel 8 (city government access channel)	74%	12%	9%	4%	1%	100%
Social networking sites (YouTube, Facebook, Twitter)	66%	9%	7%	4%	14%	100%
Yourhub.com	78%	8%	6%	3%	4%	100%

Question D1	
How many years have you lived in Littleton?	Percent of respondents
Less than 1 year	6%
1-5 years	26%
6-10 years	14%
11-15 years	13%
More than 15 years	40%
Total	100%

Question D2	
How many people (including yourself) live in your household?	Percent of respondents
1	26%
2	33%
3 or more	41%
Total	100%

Question D3	
How many children 12 or younger live in your household?	Percent of respondents
0	70%
1	14%
2	11%
3 or more	6%
Total	100%

Question D4	
How many teenagers ages 13 to 17 live in your household?	Percent of respondents
0	87%
1	9%
2	3%
3 or more	1%
Total	100%

Question D5	
How many people (including yourself) age 55 or older live in your household?	Percent of respondents
0	51%
1	24%
2	23%
3 or more	1%
Total	100%

Question D6	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	57%
House attached to one or more houses (e.g., a duplex or townhome)	14%
Building with two or more apartments or condominiums	28%
Mobile home	0%
Other	1%
Total	100%

Question D7	
Do you rent or own your home?	Percent of respondents
Rent	36%
Own	64%
Total	100%

Question D8	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than \$24,999	17%
\$25,000 to \$34,999	8%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	14%
\$150,000 to \$199,999	6%
\$200,000 or more	5%
Total	100%

Question D9	
What is your level of education?	Percent of respondents
0-11 years	1%
High school graduate	13%
Some college, no degree	20%
Associate degree	7%
Bachelors' degree	32%
Graduate or professional degree	28%
Total	100%

Question D10	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	91%
Yes, I consider myself to be Spanish, Hispanic or Latino	9%
Total	100%

Question D11	
Race	Percent of respondents
American Indian or Alaskan Native	2%
Asian, Asian Indian or Pacific Islander	3%
Black or African American	2%
White	92%
Other	4%

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

Question D12	
In which category is your age?	Percent of respondents
18-24	2%
25-34	21%
35-44	16%
45-54	21%
55-64	15%
65-74	12%
75+	13%
Total	100%

Question D13	
What is your gender?	Percent of respondents
Female	53%
Male	47%
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.

Question 1												
Please rate each of the following aspects of quality of life in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
	Littleton as a place to live	55%	N=499	41%	N=373	4%	N=33	1%	N=5	0%	N=3	100%
Your neighborhood as a place to live	43%	N=390	45%	N=408	10%	N=93	2%	N=15	0%	N=3	100%	N=909
Littleton as a place to raise children	42%	N=381	36%	N=321	6%	N=52	1%	N=6	16%	N=140	100%	N=901
Littleton as a place to retire	32%	N=288	34%	N=307	13%	N=115	1%	N=12	20%	N=177	100%	N=900
Littleton as a place to work	22%	N=193	32%	N=287	13%	N=119	4%	N=38	28%	N=251	100%	N=888
Overall quality of life in Littleton	40%	N=364	52%	N=474	6%	N=59	1%	N=6	1%	N=6	100%	N=908

Question 2		
What are your reasons for living in Littleton? (Please select all that apply.)	Percent of respondents	Number
I feel safe here	61%	N=556
I like the location in general	78%	N=714
Cost of living is affordable	30%	N=271
I've always lived here	15%	N=134
I like the school my children attend	27%	N=247
I like living in a college town	3%	N=30
I like my neighborhood	58%	N=529
I have friends and family in the area	42%	N=386
Sense of community	31%	N=278
Housing and rental rates are affordable	20%	N=186
Other	11%	N=102

Percents may total to more than 100% as respondents could choose more than one answer.

Question 3												
To what extent do you agree or disagree that each statement below describes the City of Littleton?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
The city is a safe community	52%	N=468	45%	N=409	2%	N=15	1%	N=8	1%	N=10	100%	N=909
The city has a low crime rate	37%	N=340	50%	N=455	5%	N=45	1%	N=10	7%	N=61	100%	N=910
The city supports local businesses	38%	N=348	39%	N=349	6%	N=51	1%	N=12	16%	N=146	100%	N=906
Littleton has tight-knit neighborhoods	25%	N=226	47%	N=425	13%	N=119	3%	N=23	12%	N=110	100%	N=903
The city offers the best schools	33%	N=295	34%	N=307	7%	N=65	2%	N=17	24%	N=210	100%	N=893
Littleton citizens are self-determined	18%	N=154	42%	N=369	6%	N=55	1%	N=6	34%	N=297	100%	N=881
Traffic flows well on city streets	22%	N=203	51%	N=457	22%	N=199	4%	N=38	1%	N=8	100%	N=905

Question 4		
Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.	Percent of respondents	Number
Job growth	33%	N=290
Traffic in general	29%	N=258
Business retention	29%	N=254
Neighborhoods	14%	N=122
Trails	6%	N=51
Community image	6%	N=54
Street maintenance	23%	N=201
School/student performance	21%	N=184
Water resources	16%	N=140
Leisure activities	5%	N=47
Crime reduction	13%	N=113
Fire prevention	2%	N=21
Traffic light synchronization	15%	N=134
Business attraction	26%	N=231
Alternative energy sources	16%	N=143
Open space	15%	N=133
Maintenance of city properties and buildings	7%	N=63
Other	6%	N=56

Percents may total to more than 100% as respondents could choose up to three responses

Question 5												
Please tell us how safe you feel in each of the following areas in Littleton.	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know		Total	
	Downtown Littleton during the day	87%	N=791	10%	N=93	0%	N=2	0%	N=0	3%	N=26	100%
Downtown Littleton at night	41%	N=371	41%	N=367	6%	N=51	1%	N=13	11%	N=100	100%	N=902
Your neighborhood during the day	85%	N=768	13%	N=120	1%	N=12	0%	N=1	0%	N=2	100%	N=903
Your neighborhood at night	49%	N=443	39%	N=356	8%	N=72	2%	N=22	1%	N=12	100%	N=905
Parks, trails, natural open space areas	39%	N=354	46%	N=411	7%	N=63	0%	N=4	8%	N=67	100%	N=899
Littleton overall during the day	73%	N=659	26%	N=234	1%	N=6	0%	N=0	1%	N=8	100%	N=908
Littleton overall at night	31%	N=283	56%	N=503	6%	N=55	1%	N=12	5%	N=50	100%	N=903

Question 6		
You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?	Percent of respondents	Number
Essential	15%	N=133
Very important	52%	N=478
Somewhat important	28%	N=254
Not at all important	5%	N=41
Don't know	1%	N=6
Total	100%	N=913

Question 7		
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	Percent of respondents	Number
Essential	31%	N=285
Very important	48%	N=436
Somewhat important	17%	N=155
Not at all important	3%	N=25
Don't know	1%	N=11
Total	100%	N=912

Question 8a												
Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Neighborhood and community services	25%	N=224	57%	N=500	11%	N=100	2%	N=18	4%	N=39	100%	N=882
Appearance of city	30%	N=265	59%	N=527	10%	N=89	1%	N=6	0%	N=2	100%	N=889
Cleanliness of the city	32%	N=278	56%	N=496	11%	N=100	1%	N=5	0%	N=2	100%	N=881
Shopping opportunities	15%	N=129	49%	N=432	30%	N=267	5%	N=44	1%	N=12	100%	N=885
Job opportunities	4%	N=31	18%	N=162	33%	N=296	9%	N=83	35%	N=311	100%	N=884
Historic preservation	24%	N=210	49%	N=438	14%	N=121	0%	N=2	13%	N=115	100%	N=886
Economic development	6%	N=56	37%	N=328	27%	N=234	5%	N=43	25%	N=216	100%	N=878
Affordable child care	4%	N=34	12%	N=105	15%	N=131	5%	N=44	64%	N=553	100%	N=867
Public transit services	25%	N=220	40%	N=349	18%	N=157	4%	N=39	13%	N=110	100%	N=874
Traffic flow	10%	N=89	48%	N=428	34%	N=299	8%	N=67	1%	N=7	100%	N=889
Snow plowing	11%	N=99	36%	N=321	32%	N=280	15%	N=137	6%	N=51	100%	N=888
Downtown parking	6%	N=53	27%	N=243	34%	N=301	23%	N=203	10%	N=88	100%	N=887
Parks and trails	39%	N=340	45%	N=396	8%	N=69	1%	N=9	7%	N=63	100%	N=877
Recreation opportunities	26%	N=231	49%	N=425	15%	N=133	3%	N=22	7%	N=62	100%	N=873
Open space areas	28%	N=250	50%	N=445	12%	N=102	3%	N=24	7%	N=62	100%	N=882
Environmental sustainability	9%	N=79	38%	N=328	20%	N=174	3%	N=22	30%	N=258	100%	N=861
Littleton Fire Rescue	41%	N=364	33%	N=293	5%	N=41	2%	N=21	20%	N=178	100%	N=896
Littleton Police Department	35%	N=310	38%	N=339	10%	N=86	4%	N=35	14%	N=126	100%	N=895
Traffic enforcement	16%	N=146	45%	N=400	17%	N=148	5%	N=47	16%	N=146	100%	N=887
Code enforcement	11%	N=100	32%	N=283	16%	N=144	6%	N=57	34%	N=295	100%	N=879
Municipal Court	9%	N=79	24%	N=212	8%	N=73	3%	N=23	56%	N=491	100%	N=878
Online payments of fines and services	7%	N=63	22%	N=194	8%	N=66	2%	N=21	61%	N=530	100%	N=874
Review process for development	6%	N=51	15%	N=131	11%	N=94	4%	N=33	65%	N=565	100%	N=873
Passport services	10%	N=86	14%	N=127	8%	N=68	2%	N=13	66%	N=580	100%	N=874
Littleton Calendar	18%	N=159	30%	N=263	9%	N=80	2%	N=14	41%	N=358	100%	N=875
Bemis Library	38%	N=337	33%	N=290	8%	N=69	1%	N=11	21%	N=184	100%	N=891
Littleton Museum	34%	N=304	29%	N=260	7%	N=65	0%	N=2	29%	N=258	100%	N=890
Hudson Gardens	32%	N=282	36%	N=318	7%	N=61	0%	N=4	24%	N=210	100%	N=875
Carson Nature Center	24%	N=212	27%	N=234	8%	N=66	1%	N=5	41%	N=358	100%	N=874
South Platte Park	27%	N=236	36%	N=315	7%	N=56	1%	N=6	29%	N=254	100%	N=867
Harlow Pool	8%	N=71	16%	N=141	8%	N=67	1%	N=7	67%	N=580	100%	N=866
Buck Recreation Center	32%	N=281	28%	N=248	6%	N=49	1%	N=5	34%	N=295	100%	N=877

Question 8a												
Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Don't know		Total	
	Candlelight Walk	16%	N=141	20%	N=177	6%	N=53	0%	N=3	57%	N=497	100%
4th of July Family Festival/Fireworks show	24%	N=207	32%	N=281	10%	N=89	2%	N=15	33%	N=286	100%	N=879
Police Citizens Academy	7%	N=65	12%	N=108	4%	N=36	0%	N=4	76%	N=655	100%	N=867
Town Hall Arts Center	18%	N=156	25%	N=219	8%	N=67	1%	N=9	48%	N=417	100%	N=868
Summer Clean Up Program	17%	N=148	25%	N=219	9%	N=83	1%	N=8	48%	N=420	100%	N=878
Leaf and tire recycling	13%	N=115	23%	N=198	9%	N=78	2%	N=17	54%	N=469	100%	N=877
Household Haz Mat Roundup	12%	N=102	20%	N=171	8%	N=71	2%	N=17	59%	N=509	100%	N=870

Question 8b												
Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	Neighborhood and community services	31%	N=262	52%	N=433	14%	N=120	1%	N=11	2%	N=13	100%
Appearance of city	33%	N=277	56%	N=472	10%	N=84	0%	N=3	0%	N=1	100%	N=838
Cleanliness of the city	39%	N=324	54%	N=451	7%	N=55	0%	N=2	0%	N=1	100%	N=833
Shopping opportunities	19%	N=156	49%	N=409	29%	N=244	3%	N=21	0%	N=4	100%	N=833
Job opportunities	29%	N=237	37%	N=306	18%	N=151	5%	N=39	10%	N=86	100%	N=819
Historic preservation	18%	N=149	42%	N=345	33%	N=266	5%	N=39	2%	N=16	100%	N=815
Economic development	30%	N=244	48%	N=394	16%	N=128	1%	N=10	5%	N=39	100%	N=815
Affordable child care	17%	N=136	24%	N=194	18%	N=147	11%	N=91	29%	N=236	100%	N=805
Public transit services	33%	N=270	39%	N=325	19%	N=153	3%	N=27	6%	N=50	100%	N=824
Traffic flow	28%	N=228	57%	N=475	14%	N=116	1%	N=5	0%	N=4	100%	N=828
Snow plowing	37%	N=306	48%	N=399	14%	N=114	0%	N=3	1%	N=9	100%	N=831
Downtown parking	19%	N=154	41%	N=341	30%	N=243	6%	N=46	5%	N=39	100%	N=823
Parks and trails	35%	N=288	45%	N=370	15%	N=124	2%	N=15	2%	N=20	100%	N=818
Recreation opportunities	27%	N=225	46%	N=378	22%	N=177	3%	N=21	3%	N=21	100%	N=821
Open space areas	32%	N=266	41%	N=340	21%	N=170	3%	N=21	3%	N=27	100%	N=825
Environmental sustainability	30%	N=242	39%	N=314	20%	N=158	4%	N=31	8%	N=61	100%	N=806
Littleton Fire Rescue	64%	N=535	29%	N=240	4%	N=32	0%	N=1	3%	N=22	100%	N=831
Littleton Police Department	65%	N=542	27%	N=229	4%	N=36	1%	N=5	2%	N=20	100%	N=833
Traffic enforcement	31%	N=253	41%	N=340	21%	N=170	4%	N=33	3%	N=28	100%	N=824
Code enforcement	21%	N=175	37%	N=303	23%	N=190	3%	N=26	15%	N=125	100%	N=820

Question 8b												
Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Municipal Court	19%	N=151	35%	N=285	19%	N=155	3%	N=21	25%	N=199	100%	N=811
Online payments of fines and services	11%	N=88	27%	N=216	27%	N=219	7%	N=60	28%	N=227	100%	N=810
Review process for development	15%	N=118	28%	N=226	19%	N=154	4%	N=36	34%	N=274	100%	N=808
Passport services	10%	N=80	18%	N=145	27%	N=214	11%	N=87	34%	N=275	100%	N=803
Littleton Calendar	10%	N=83	22%	N=175	33%	N=265	13%	N=103	23%	N=186	100%	N=810
Bemis Library	36%	N=298	38%	N=313	14%	N=115	2%	N=20	9%	N=78	100%	N=825
Littleton Museum	21%	N=176	37%	N=304	25%	N=208	4%	N=29	12%	N=102	100%	N=819
Hudson Gardens	16%	N=133	38%	N=303	28%	N=227	3%	N=26	15%	N=118	100%	N=807
Carson Nature Center	15%	N=121	31%	N=252	25%	N=199	4%	N=30	25%	N=204	100%	N=806
South Platte Park	22%	N=175	37%	N=298	19%	N=151	3%	N=26	19%	N=155	100%	N=805
Harlow Pool	11%	N=83	22%	N=175	19%	N=146	9%	N=68	40%	N=314	100%	N=785
Buck Recreation Center	25%	N=201	37%	N=295	16%	N=131	4%	N=32	18%	N=142	100%	N=800
Candlelight Walk	10%	N=79	18%	N=145	23%	N=182	9%	N=73	40%	N=321	100%	N=799
4th of July Family Festival/Fireworks show	16%	N=127	31%	N=252	27%	N=219	8%	N=67	18%	N=149	100%	N=813
Police Citizens Academy	7%	N=58	15%	N=120	20%	N=156	9%	N=69	49%	N=380	100%	N=782
Town Hall Arts Center	12%	N=100	29%	N=231	25%	N=198	6%	N=51	27%	N=218	100%	N=798
Summer Clean Up Program	18%	N=142	38%	N=302	19%	N=152	3%	N=25	22%	N=178	100%	N=799
Leaf and tire recycling	18%	N=148	38%	N=303	19%	N=156	3%	N=28	21%	N=169	100%	N=804
Household Haz Mat Roundup	18%	N=145	35%	N=286	17%	N=138	4%	N=31	26%	N=207	100%	N=806

Question 9												
Please rate the following areas of transportation in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of driving	21%	N=189	58%	N=526	17%	N=151	3%	N=24	1%	N=10	100%	N=900
Ease of traveling by bus (RTD)	9%	N=77	25%	N=220	15%	N=137	6%	N=49	45%	N=402	100%	N=885
Ease of traveling by light rail	39%	N=352	39%	N=346	8%	N=72	2%	N=19	12%	N=110	100%	N=899
Ease of walking in the city	32%	N=291	47%	N=422	13%	N=115	2%	N=17	6%	N=52	100%	N=897
Ease of traveling by bicycle	18%	N=162	36%	N=318	13%	N=118	3%	N=27	29%	N=258	100%	N=884
Availability of parking Downtown	4%	N=40	26%	N=235	35%	N=312	25%	N=227	9%	N=84	100%	N=898
Traffic congestion	5%	N=49	36%	N=319	44%	N=395	12%	N=105	3%	N=25	100%	N=893
Street maintenance	10%	N=93	54%	N=484	28%	N=247	6%	N=54	2%	N=15	100%	N=893
Omnibus/Shopping Cart senior and disabled van service	8%	N=70	12%	N=103	4%	N=32	1%	N=12	75%	N=663	100%	N=880
Littleton light rail stations (Downtown and Mineral Avenue)	39%	N=345	41%	N=364	6%	N=58	2%	N=16	13%	N=114	100%	N=896

Question 10												
Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Excellent		Good		Fair		Poor		Don't know		Total	
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	25%	N=227	25%	N=219	2%	N=22	1%	N=6	47%	N=419	100%	N=893
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	33%	N=290	31%	N=274	5%	N=41	0%	N=3	32%	N=282	100%	N=890
Internet and computer services at the Bemis Public Library	20%	N=174	27%	N=239	6%	N=53	1%	N=6	47%	N=414	100%	N=887
Bemis Public Library services online at www.littleton.gov/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	19%	N=172	23%	N=204	7%	N=61	2%	N=15	49%	N=434	100%	N=887
Bemis Public Library materials and collections	22%	N=195	31%	N=280	12%	N=103	1%	N=10	34%	N=302	100%	N=890
Bemis Public Library facility	28%	N=250	35%	N=307	7%	N=66	1%	N=6	29%	N=260	100%	N=889
Overall performance of the Bemis Public Library	28%	N=254	37%	N=327	6%	N=51	0%	N=4	29%	N=257	100%	N=893

Question 11												
Please circle the number that comes closest to your opinion about the Littleton Museum and its services:	Excellent		Good		Fair		Poor		Don't know		Total	
Museum programs (e.g., lectures, classes, special events Holiday Eve, Sheep to Shawl, spring planting)	21%	N=187	24%	N=209	3%	N=26	0%	N=3	52%	N=456	100%	N=881
Wednesday evening free summer concerts	20%	N=173	23%	N=201	3%	N=28	0%	N=3	54%	N=481	100%	N=886
Museum research center	11%	N=97	16%	N=143	4%	N=34	0%	N=2	69%	N=605	100%	N=881
Museum rotating exhibits	15%	N=133	24%	N=213	6%	N=55	1%	N=11	53%	N=470	100%	N=882
Art shows in the galleries	15%	N=130	25%	N=220	7%	N=58	1%	N=8	53%	N=464	100%	N=880
Living History Farms/Historic Site Interpreters	28%	N=246	23%	N=200	5%	N=42	0%	N=4	44%	N=392	100%	N=883
Museum facility and grounds	30%	N=269	26%	N=234	4%	N=33	0%	N=1	40%	N=351	100%	N=888
Overall performance of the Littleton Museum	26%	N=234	28%	N=246	5%	N=42	0%	N=2	41%	N=362	100%	N=886

Question 12		
Overall, how would you rate the quality of services provided by the City of Littleton?	Percent of respondents	Number
Excellent	26%	N=221
Good	61%	N=527
Fair	9%	N=77
Poor	1%	N=6
Don't know	3%	N=30
Total	100%	N=860

Question 13												
Please rate the following categories of Littleton government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The direction the city is taking with respect to open space, trails and parks	23%	N=201	46%	N=404	10%	N=92	1%	N=11	20%	N=177	100%	N=884
Attracting companies to locate in Littleton	7%	N=60	26%	N=229	23%	N=205	7%	N=65	37%	N=326	100%	N=885
The job the city government does at welcoming citizen involvement	10%	N=90	35%	N=309	22%	N=196	5%	N=46	27%	N=240	100%	N=880
Opportunities to participate in city government decisions	9%	N=76	32%	N=281	21%	N=185	6%	N=55	32%	N=282	100%	N=879
Responding to citizen complaints and concerns	8%	N=67	24%	N=211	16%	N=144	7%	N=62	45%	N=400	100%	N=884
Holding public meetings about city plans	11%	N=101	37%	N=328	17%	N=151	2%	N=15	32%	N=284	100%	N=879
Littleton's elected officials' consideration of what people like me think	9%	N=79	27%	N=235	20%	N=172	8%	N=73	36%	N=314	100%	N=872
Littleton's government as an example of how best to provide services	8%	N=70	35%	N=306	20%	N=173	4%	N=37	32%	N=282	100%	N=868
The city manager's management of city operations	8%	N=66	31%	N=266	16%	N=136	2%	N=16	44%	N=386	100%	N=871
The quality of work provided by City of Littleton employees	13%	N=113	44%	N=384	14%	N=122	2%	N=18	27%	N=235	100%	N=874
Spending local tax dollars wisely	7%	N=61	30%	N=263	21%	N=183	5%	N=41	37%	N=328	100%	N=876
The value of services for the property taxes paid to Littleton	10%	N=84	33%	N=286	21%	N=180	7%	N=59	31%	N=269	100%	N=879
A city government that is run efficiently	7%	N=64	36%	N=314	20%	N=174	3%	N=25	34%	N=292	100%	N=869
Running Littleton's local government in the best interest of residents	9%	N=75	36%	N=312	23%	N=201	5%	N=44	28%	N=240	100%	N=872
Being transparent and accountable to the public	9%	N=77	30%	N=262	21%	N=187	7%	N=64	33%	N=284	100%	N=874
Providing information about city plans and programs	11%	N=93	37%	N=319	22%	N=194	7%	N=57	24%	N=211	100%	N=874
The overall direction the city is taking	11%	N=93	45%	N=399	22%	N=194	3%	N=24	19%	N=170	100%	N=879

Question 14										
Thinking about what you currently know regarding each of the following City Council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.	More effort		Same effort		Less effort		Don't know		Total	
	Assure a Financially Sound City Government: A budget process that evaluates costs/benefits and program prioritization, efficiently delivers municipal services, pursues alternative revenue sources	32%	N=277	41%	N=360	2%	N=14	25%	N=218	100%
Provide a Safe Community to Live, Work and Play: Police and fire protection, code enforcement; vehicular, bike and pedestrian safety and accessibility	29%	N=257	58%	N=506	1%	N=13	12%	N=101	100%	N=877
Develop and Maintain the Public Infrastructure: Identify maintenance and investment needs of roads, bridges, buildings, etc.; develop a long range plan for Littleton/Englewood Wastewater Treatment Plant	33%	N=285	49%	N=424	4%	N=32	15%	N=126	100%	N=867
Preserve and Cultivate a Quality Community: Diversity, density and quality of housing; trade-off between open space preservation and commercial development, immigration issues, public art	26%	N=225	49%	N=422	9%	N=78	16%	N=139	100%	N=865
Pursue a Balanced and Sustainable Local Economy: Strategic assistance to businesses focusing on jobs and sales tax revenue; recruit new businesses, retain and/or expand existing businesses	40%	N=346	39%	N=337	4%	N=33	17%	N=147	100%	N=863
Promote Environmental Sustainability: Identify energy efficiencies for city operations; develop and implement an environmental stewardship and sustainability plan, reduce environmental impacts	32%	N=276	42%	N=364	9%	N=74	18%	N=157	100%	N=871
Foster Community Involvement, Communication and Trust: Foster community spirit, improve citizen education, provide service with integrity and ethics, educate youth about local government	30%	N=257	48%	N=415	6%	N=55	16%	N=141	100%	N=868

Question 15a													
Thinking about the next five to eight years, how important is each of the following potential projects in Littleton?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total		
	Acquiring additional open space	12%	N=108	33%	N=288	40%	N=354	10%	N=92	4%	N=39	100%	N=880
Building new trails	10%	N=93	32%	N=278	43%	N=378	12%	N=104	3%	N=29	100%	N=882	
Continuing preservation programs for historic buildings	11%	N=98	34%	N=300	44%	N=391	7%	N=62	3%	N=29	100%	N=881	
Taking an active role with the private sector on the development of large parcels (Ensor and/or Marathon properties)	15%	N=133	37%	N=320	26%	N=227	7%	N=60	15%	N=133	100%	N=873	
Taking an active role in redevelopment of older neighborhoods	18%	N=158	46%	N=402	29%	N=253	4%	N=35	3%	N=28	100%	N=876	
Taking an active role in redevelopment of aging shopping centers	27%	N=235	46%	N=398	22%	N=188	3%	N=28	3%	N=22	100%	N=872	
Expanding programs for youth	21%	N=186	37%	N=330	31%	N=273	4%	N=32	7%	N=61	100%	N=882	
Expanding programs for seniors	16%	N=138	38%	N=340	33%	N=292	5%	N=40	8%	N=75	100%	N=885	
Expanding programs for immigrants	9%	N=79	20%	N=177	31%	N=273	31%	N=267	9%	N=79	100%	N=875	
Reducing traffic congestion on city streets	16%	N=141	36%	N=315	37%	N=332	8%	N=71	3%	N=27	100%	N=885	

Question 15b		
Check the ONE circle for the item you think is the most important future project for Littleton.	Percent of respondents	Number
Acquiring additional open space	6%	N=35
Building new trails	4%	N=26
Continuing preservation programs for historic buildings	1%	N=5
Taking an active role with the private sector on the development of large parcels (Ensor and/or Marathon properties)	18%	N=110
Taking an active role in redevelopment of older neighborhoods	14%	N=83
Taking an active role in redevelopment of aging shopping centers	21%	N=124
Expanding programs for youth	14%	N=85
Expanding programs for seniors	5%	N=33
Expanding programs for immigrants	3%	N=15
Reducing traffic congestion on city streets	14%	N=82
Total	100%	N=599

Question 16													
The City of Littleton is working to improve practices that help the environment, some of which may increase costs. To what extent do you support or oppose the city taking each of the following actions given that you may experience increased costs?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total		
Increase recycling options for residents	52%	N=461	31%	N=280	9%	N=83	4%	N=32	4%	N=33	100%	N=889	
Require all new commercial and residential structures be built using environmentally-friendly ('green') construction methods	29%	N=258	44%	N=395	15%	N=136	8%	N=75	3%	N=24	100%	N=889	
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	48%	N=424	37%	N=331	10%	N=85	3%	N=23	3%	N=27	100%	N=890	
Create incentives for builders to use environmentally-friendly ('green') construction methods	44%	N=393	37%	N=330	10%	N=93	5%	N=45	3%	N=30	100%	N=891	
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the city	25%	N=220	40%	N=359	17%	N=147	7%	N=63	11%	N=99	100%	N=888	
Create incentives for increased water conservation	47%	N=413	40%	N=356	8%	N=68	3%	N=22	3%	N=26	100%	N=884	
Increase environmental education and public awareness programs	32%	N=286	46%	N=407	12%	N=104	6%	N=51	4%	N=34	100%	N=881	
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	37%	N=333	41%	N=369	12%	N=107	4%	N=33	6%	N=49	100%	N=890	
Reduce reliance on plastic shopping bags	40%	N=361	31%	N=282	14%	N=124	10%	N=91	4%	N=36	100%	N=894	
Improve bicycle mobility	38%	N=339	39%	N=351	12%	N=105	4%	N=37	7%	N=62	100%	N=894	

Question 17												
In the last 12 months, about how many times have you or other household members used the following sources for information about Littleton?	Never		1-2 times		3-12 times		13-26 times		More than 26 times		Total	
	The Littleton Report (bi-monthly city newsletter)	30%	N=267	28%	N=251	34%	N=302	6%	N=55	2%	N=21	100%
The Littleton Independent (weekly, privately-owned newspaper)	54%	N=478	21%	N=182	16%	N=140	5%	N=45	4%	N=40	100%	N=885
Denver Post	35%	N=312	17%	N=153	15%	N=139	11%	N=94	22%	N=198	100%	N=896
The Villager (weekly, privately-owned newspaper)	77%	N=670	13%	N=111	7%	N=61	2%	N=16	2%	N=16	100%	N=875
The City's website (littletongov.org)	43%	N=385	22%	N=198	27%	N=241	5%	N=43	3%	N=23	100%	N=889
Comcast Cable Channel 8 (city government access channel)	74%	N=656	12%	N=108	9%	N=82	4%	N=33	1%	N=13	100%	N=892
Social networking sites (YouTube, Facebook, Twitter)	66%	N=587	9%	N=81	7%	N=65	4%	N=35	14%	N=123	100%	N=891
Yourhub.com	78%	N=696	8%	N=73	6%	N=51	3%	N=29	4%	N=39	100%	N=889

Question D1		
How many years have you lived in Littleton?	Percent of respondents	Number
Less than 1 year	6%	N=59
1-5 years	26%	N=236
6-10 years	14%	N=127
11-15 years	13%	N=122
More than 15 years	40%	N=369
Total	100%	N=912

Question D2		
How many people (including yourself) live in your household?	Percent of respondents	Number
1	26%	N=233
2	33%	N=302
3 or more	41%	N=368
Total	100%	N=903

Question D3		
How many children 12 or younger live in your household?	Percent of respondents	Number
0	70%	N=562
1	14%	N=109
2	11%	N=90
3 or more	6%	N=46
Total	100%	N=807

Question D4		
How many teenagers ages 13 to 17 live in your household?	Percent of respondents	Number
0	87%	N=679
1	9%	N=69
2	3%	N=26
3 or more	1%	N=6
Total	100%	N=780

Question D5		
How many people (including yourself) age 55 or older live in your household?	Percent of respondents	Number
0	51%	N=416
1	24%	N=200
2	23%	N=192
3 or more	1%	N=12
Total	100%	N=821

Question D6		
Which best describes the building you live in?	Percent of respondents	Number
One family house detached from any other houses	57%	N=520
House attached to one or more houses (e.g., a duplex or townhome)	14%	N=131
Building with two or more apartments or condominiums	28%	N=254
Mobile home	0%	N=0
Other	1%	N=7
Total	100%	N=912

Question D7		
Do you rent or own your home?	Percent of respondents	Number
Rent	36%	N=329
Own	64%	N=582
Total	100%	N=911

Question D8		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Number
Less than \$24,999	17%	N=148
\$25,000 to \$34,999	8%	N=67
\$35,000 to \$49,999	14%	N=120
\$50,000 to \$74,999	19%	N=165
\$75,000 to \$99,999	16%	N=136
\$100,000 to \$149,999	14%	N=121
\$150,000 to \$199,999	6%	N=49
\$200,000 or more	5%	N=46
Total	100%	N=851

Question D9		
What is your level of education?	Percent of respondents	Number
0-11 years	1%	N=9
High school graduate	13%	N=114
Some college, no degree	20%	N=181
Associate degree	7%	N=62
Bachelors' degree	32%	N=287
Graduate or professional degree	28%	N=251
Total	100%	N=904

Question D10		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Number
No, not Spanish, Hispanic or Latino	91%	N=805
Yes, I consider myself to be Spanish, Hispanic or Latino	9%	N=76
Total	100%	N=881

Question D11		
Race	Percent of respondents	Number
American Indian or Alaskan Native	2%	N=18
Asian, Asian Indian or Pacific Islander	3%	N=25
Black or African American	2%	N=15
White	92%	N=823
Other	4%	N=40

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






Question D12		
In which category is your age?	Percent of respondents	Number
18-24	2%	N=22
25-34	21%	N=193
35-44	16%	N=145
45-54	21%	N=188
55-64	15%	N=136
65-74	12%	N=105
75+	13%	N=114
Total	100%	N=904

Question D13		
What is your gender?	Percent of respondents	Number
Female	53%	N=473
Male	47%	N=424
Total	100%	N=898

Appendix C: Using the Key Driver Analysis

The key drivers derived for the City of Littleton provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the table below.

Table 2: 2012 City of Littleton Key Driver Analysis

	Key Driver	Comparison to national benchmark
Bemis Library		Much above
Downtown parking		Much below
Economic development		Much above
Environmental sustainability		Not available
Historic preservation		Much above
Hudson Gardens		Not available
Littleton Fire Rescue		Above
Littleton Museum		Much above
Littleton Police Department		Much above
Neighborhood and community services		Not available
Open space areas		Much above
Parks and trails		Much above
Public transit services		Much above
Recreation opportunities		Much above
Shopping opportunities		Much above
Snow plowing		Much below
South Platte Park		Not available
Traffic enforcement		Much above
Traffic flow		Much above

Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the City of Littleton, NRC has provided a list of the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC dataset. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is a stronger argument to make for attending to those key drivers.

As staff review key drivers, not all drivers may resonate as likely links to residents' perspectives about overall service quality. For example, in Littleton, the Police Department may be an obvious link to overall service delivery (and is a key driver from our national database and a core service), since it could be easy for staff to see how residents' view of overall service delivery could be colored by how well they perceive police services to be delivered. But the Bemis Library could be a surprise. Before rejecting a

key driver that does not pass the first test of conventional wisdom, consider whether residents' opinions about overall service quality could reasonably be influenced by this unexpected driver. For example, in the case of the library, do Littleton residents have different expectations for the provision of library services than what the City currently provides? If, after deeper review, the "suspect" driver still does not square with your understanding of the services that could influence residents' perspectives about overall service quality (and if that driver is not a core service or a key driver from NRC's national research), put action in that area on hold and wait to see if it appears as a key driver the next time the survey is conducted.

The following table lists Littleton's key drivers, core services and the national key drivers, and we have indicated (in bold typeface and with the symbol "•") the City of Littleton key drivers that overlap with core services or the nationally derived key services. Additionally, those services that neither are local nor national key drivers nor core services could be considered first for resource reductions.

Table 3: Key Drivers Compared

Service	Littleton Key Driver	National Key Driver	Core Service
Bemis Library	✓		
Downtown parking			
Economic development		✓	
Environmental sustainability			
Historic preservation			
Hudson Gardens			
Littleton Fire Rescue			✓
Littleton Museum	✓		
• Littleton Police Department	✓	✓	✓
Neighborhood and community services	✓		
Open space areas			
Parks and trails	✓		
Public transit services			
Recreation opportunities			
Shopping opportunities			
Snow removal			
South Platte Park			
Traffic enforcement			
Traffic flow			

• Key driver overlaps with national and/or core service

Appendix D: Verbatim Responses to Open-ended Survey Questions

All write-in responses are presented below verbatim, meaning spelling and grammar has not been corrected.

Question 2. What are your reasons for living in Littleton? (Please select all that apply.) (“Other” responses.)

- *St. Mary's of Littleton Catholic school*
- *Close to shopping*
- *Main street*
- *I like living on the Highline Canal*
- *Mt. Views*
- *Many leisure activities*
- *Denver seminary*
- *View of mountains*
- *Beautiful Land*
- *Access to light rail*
- *Easy commute to work*
- *Close to work*
- *College*
- *Not w/o work*
- *No MOA fees*
- *My Daughter*
- *Access to parks & open space*
- *Schools*
- *I garden & I like that people can have chickens, I'm concerned about food*
- *Church*
- *Lived here 52 years*
- *Access to light rail*
- *Light rail*
- *So Platte park bike path*
- *Live in co-housing development*
- *Close to work*
- *I love the random parks up and down different streets.*
- *Great downtown*
- *Good parks & recreation*
- *Open space*
- *Seminary close*
- *I love the modern small-town environment the city works so hard to cultivate*
- *I like my house*
- *Good Place and retire*
- *Community concern/involvement for ecology - green projects preservations of*
- *Light rail stops at downtown Littleton*

- *Attending school located here*
- *Parents lived here when they died I took over house.*
- *Great rec centers parks, trails*
- *Job requirement*
- *Historic downtown area arts, activities, community events*
- *Job*
- *Close to business and location*
- *Close to work*
- *Sunshine boys!*
- *Close to work*
- *Good retirement community*
- *Close to business*
- *Native 1957*
- *I moved to Englewood*
- *Beautiful landscape/artist community*
- *It's a town not a suburb*
- *Was within 5 miles of my job*
- *Near work*
- *It's great!*
- *Parks*
- *I live in Littleton housing I love it*
- *Cultural Amenities*
- *Small town, friendly feel down town feel & prosperity is key*
- *Work is close and the college is close for my brother*
- *Open space and small town atmosphere (but it's disappearing)*
- *Reasonable transportation system*
- *Proximity to Denver seminary*
- *Walking to the light rail and King Soopers is great where I live.*
- *Had too*
- *Near trails*
- *Pretty view mountains*
- *Family here*
- *Scenery*
- *Museum*
- *Daughter requested we move to Denver Area.*
- *Open space/trails*
- *Stuck here out of partner's family*
- *Can't afford to move*
- *Light rail los temple*
- *Its home!*
- *Good schools - were retired, no kids in school*
- *Close to work*
- *My husband lives here*
- *Close to work*
- *Schools children attended*
- *Daughter & grandkids live here*

- *Library /museum/ acc/ activities*
- *Its quaint*
- *Need to lower taxes!*
- *We want to live in the city town not afford it. Littleton may be the 2nd best thing.*
- *Ina high*
- *Location of my church*
- *I believe Littleton will protect its small-town healthy town identity*
- *Close to work*
- *Close to job*
- *Always wanted to live here*

Question 4. Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years (“Other” responses).

- *Housing for aging pop*
- *Retail business*
- *Parking rear main street*
- *Historic preservation*
- *Tighten residential spot zoning & promote residential redevelopment old areas*
- *Weed maintenance of city properties*
- *LIRC Funding*
- *Environmental Sustainability*
- *Keep Wal-Mart out! We don't want Wal-Mart!*
- *Code enforcement in neighborhoods*
- *Lack of parking, no longer free*
- *Population Growth*
- *No Wal-Mart!*
- *Snow removal*
- *Food, Littleton needs a food policy, read "Food in the city"*
- *Parks/Rec*
- *Staff can't make a decision not sure city manager was good choice*
- *Snow removal on side streets*
- *Poor neighbors! They retaliate against my family!*
- *Our area is becoming an area with no open space and no parking*
- *Noise on Santa Fe- (Harleys)*
- *Parking downtown area*
- *Downtown Littleton*
- *Concerned about growing coyote population around parks*
- *Downtown parking and traffic*
- *Get all power underground- no more telephone poles!*
- *Senior assistance*
- *Unknown*
- *Emergency services*
- *Affordable housing for seniors*
- *Essex motel is a big down fall!*

- *Not qualified*
- *Too often man holes are necessary*
- *Downtown parking needs improvement*
- *Noise esp. dog banking*
- *Traffic cameras are not safer. Fact*
- *Snow removal*
- *Sleeping Poor. No one should sleep in the street*
- *Have not moved here longer enough*
- *Parking, in old town*
- *Taxes too high. Need more light rail parking*
- *Parking in downtown*
- *Distinctive little-town character*
- *I do not know*
- *Police Nazis*
- *Police pick & choose what they'll respond to*
- *Parking downtown*
- *Not enough T Parking for masonic lodge & eating places*
- *High use by aspen grove apts*
- *Lower & storm drainage*
- *Outdoor swimming and hot tub*
- *Recycling*
- *Parking downtown*
- *Retired and free all we need*
- *Speed bump removal*
- *Littleton Police are intemperate intimidating and aggressive*
- *Very loud motor cycles*
- *Speed enforcement*
- *Traffic on Broadway & main street*
- *Parking*
- *Aging retail space needs updating*
- *Nice welcome week*
- *Need to lower taxes!*
- *EMT & fire rescue response times in trail mark*
- *Reasonable rental housing*
- *Long term financial stability*
- *I thought my neighborhood would be safe but I'm a little leery*
- *Don't know*
- *Immigration*
- *Better types of business to encourage people to come downtown*
- *Cameras at traffic lights very big brother*

Appendix E: Comparisons of Select Survey Results by Respondent Subgroups

The following appendix compares the key survey responses by 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.

Question 1 Compared by Respondent Characteristics							
Please rate each of the following aspects of quality of life in Littleton.	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Littleton as a place to live	97%	95%	94%	97%	97%	91%	96%
Your neighborhood as a place to live	88%	89%	83%	91%	89%	85%	88%
Littleton as a place to raise children	90%	94%	90%	94%	94%	87%	92%
Littleton as a place to retire	85%	81%	84%	81%	82%	83%	82%
Littleton as a place to work	80%	72%	72%	77%	76%	69%	75%
Overall quality of life in Littleton	94%	92%	91%	94%	94%	88%	93%

Percent reporting "excellent" or "good"

Question 1 Compared by Respondent Characteristics								
Please rate each of the following aspects of quality of life in Littleton.	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
Littleton as a place to live	97%	96%	95%	95%	96%	97%	95%	96%
Your neighborhood as a place to live	85%	90%	89%	87%	88%	87%	89%	88%
Littleton as a place to raise children	91%	94%	93%	93%	93%	95%	90%	92%
Littleton as a place to retire	77%	84%	84%	80%	83%	87%	78%	82%
Littleton as a place to work	71%	77%	78%	74%	75%	76%	75%	75%
Overall quality of life in Littleton	89%	96%	93%	93%	92%	94%	91%	93%

Percent reporting "excellent" or "good"

Question 8 Compared by Respondent Characteristics							
Please rate the quality of each of the following in Littleton:	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Neighborhood and community services	84%	87%	85%	86%	87%	80%	86%
Appearance of city	89%	89%	89%	90%	90%	87%	89%
Cleanliness of the city	88%	88%	88%	88%	89%	85%	88%
Shopping opportunities	61%	67%	62%	65%	63%	67%	64%
Job opportunities	38%	30%	40%	30%	32%	39%	34%
Historic preservation	81%	86%	79%	87%	84%	82%	84%
Economic development	59%	57%	59%	57%	57%	58%	58%
Affordable child care	49%	39%	47%	41%	40%	57%	44%
Public transit services	76%	73%	77%	73%	73%	81%	74%
Traffic flow	62%	55%	66%	54%	57%	67%	59%
Snow plowing	51%	49%	53%	49%	52%	39%	50%
Downtown parking	46%	30%	45%	33%	37%	40%	37%
Parks and trails	89%	92%	89%	91%	92%	86%	91%
Recreation opportunities	76%	85%	76%	83%	83%	70%	81%
Open space areas	85%	85%	81%	87%	85%	78%	85%
Environmental sustainability	71%	64%	72%	65%	66%	75%	67%
Littleton Fire Rescue	89%	93%	93%	91%	92%	87%	91%
Littleton Police Department	89%	81%	86%	83%	84%	86%	84%
Traffic enforcement	74%	73%	73%	74%	75%	69%	74%
Code enforcement	74%	59%	69%	64%	64%	72%	66%
Municipal Court	81%	71%	73%	76%	76%	72%	75%
Online payments of fines and services	78%	71%	76%	74%	72%	83%	75%
Review process for development	70%	51%	73%	51%	58%	61%	59%
Passport services	80%	67%	76%	71%	73%	72%	72%
Littleton Calendar	82%	82%	81%	82%	82%	79%	82%
Bemis Library	90%	88%	88%	89%	88%	92%	89%
Littleton Museum	88%	90%	84%	92%	90%	88%	89%
Hudson Gardens	91%	90%	92%	89%	92%	85%	90%
Carson Nature Center	87%	86%	82%	88%	87%	81%	86%
South Platte Park	92%	88%	88%	90%	91%	82%	90%

Question 8 Compared by Respondent Characteristics							
Please rate the quality of each of the following in Littleton:	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Harlow Pool	73%	75%	72%	75%	74%	75%	74%
Buck Recreation Center	89%	92%	87%	93%	92%	87%	91%
Candlelight Walk	83%	86%	82%	87%	85%	86%	85%
4th of July Family Festival/Fireworks show	83%	82%	83%	82%	83%	80%	82%
Police Citizens Academy	82%	81%	85%	78%	80%	83%	81%
Town Hall Arts Center	85%	82%	78%	86%	84%	80%	83%
Summer Clean Up Program	81%	80%	76%	82%	79%	79%	80%
Leaf and tire recycling	79%	76%	73%	79%	77%	71%	77%
Household Haz Mat Roundup	80%	73%	76%	75%	75%	72%	76%

Percent reporting "excellent" or "good"

Question 8 Compared by Respondent Characteristics								
Please rate the quality of each of the following in Littleton:	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
Neighborhood and community services	81%	86%	89%	83%	88%	87%	85%	86%
Appearance of city	85%	91%	90%	89%	90%	90%	88%	89%
Cleanliness of the city	83%	90%	89%	89%	87%	88%	87%	88%
Shopping opportunities	62%	62%	68%	63%	64%	67%	61%	64%
Job opportunities	37%	31%	35%	35%	30%	36%	33%	34%
Historic preservation	76%	88%	85%	83%	85%	89%	78%	84%
Economic development	56%	51%	66%	52%	62%	61%	55%	58%
Affordable child care	45%	40%	51%	41%	48%	52%	35%	44%
Public transit services	74%	75%	74%	75%	73%	76%	72%	74%
Traffic flow	54%	58%	61%	56%	60%	57%	61%	59%
Snow plowing	45%	48%	56%	46%	53%	48%	53%	50%
Downtown parking	47%	37%	31%	41%	32%	38%	37%	37%
Parks and trails	92%	90%	90%	90%	90%	92%	89%	91%
Recreation opportunities	75%	82%	84%	79%	85%	85%	77%	81%
Open space areas	87%	85%	83%	83%	84%	86%	83%	85%
Environmental sustainability	63%	66%	72%	64%	70%	71%	63%	67%

Question 8 Compared by Respondent Characteristics								
Please rate the quality of each of the following in Littleton:	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
Littleton Fire Rescue	85%	91%	95%	90%	93%	93%	90%	91%
Littleton Police Department	84%	79%	89%	77%	89%	88%	80%	84%
Traffic enforcement	69%	74%	76%	70%	76%	78%	69%	74%
Code enforcement	74%	63%	62%	67%	62%	68%	64%	66%
Municipal Court	77%	73%	76%	73%	75%	76%	75%	75%
Online payments of fines and services	78%	69%	78%	72%	75%	77%	72%	75%
Review process for development	77%	47%	58%	57%	58%	64%	53%	59%
Passport services	73%	73%	71%	72%	70%	76%	68%	72%
Littleton Calendar	79%	76%	87%	79%	84%	84%	79%	82%
Bemis Library	84%	87%	93%	86%	92%	90%	88%	89%
Littleton Museum	82%	89%	93%	86%	92%	93%	86%	89%
Hudson Gardens	95%	90%	88%	93%	86%	92%	88%	90%
Carson Nature Center	78%	89%	88%	87%	87%	88%	83%	86%
South Platte Park	91%	92%	87%	93%	87%	89%	90%	90%
Harlow Pool	75%	70%	79%	76%	73%	72%	78%	74%
Buck Recreation Center	87%	91%	92%	90%	92%	90%	91%	91%
Candlelight Walk	80%	88%	84%	86%	82%	85%	84%	85%
4th of July Family Festival/Fireworks show	82%	83%	82%	85%	80%	81%	84%	82%
Police Citizens Academy	81%	84%	79%	85%	75%	87%	73%	81%
Town Hall Arts Center	85%	83%	82%	84%	82%	87%	78%	83%
Summer Clean Up Program	84%	74%	83%	79%	83%	82%	77%	80%
Leaf and tire recycling	78%	73%	79%	77%	79%	80%	73%	77%
Household Haz Mat Roundup	74%	73%	78%	78%	76%	80%	70%	76%

Percent reporting "excellent" or "good"

Question 12 Compared by Respondent Characteristics							
Overall, how would you rate the quality of services provided by the City of Littleton?	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Overall, how would you rate the quality of services provided by the City of Littleton?	92%	88%	89%	91%	90%	93%	90%

Percent reporting "excellent" or "good"

Question 12 Compared by Respondent Characteristics								
Overall, how would you rate the quality of services provided by the City of Littleton?	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
Overall, how would you rate the quality of services provided by the City of Littleton?	90%	89%	92%	88%	92%	92%	88%	90%

Percent reporting "excellent" or "good"

Question 13 Compared by Respondent Characteristics							
Please rate the following categories of Littleton government performance.	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
The direction the city is taking with respect to open space, trails and parks	87%	84%	86%	85%	86%	81%	85%
Attracting companies to locate in Littleton	57%	47%	56%	49%	51%	53%	52%
The job the city government does at welcoming citizen involvement	67%	58%	60%	63%	62%	60%	62%
Opportunities to participate in city government decisions	67%	54%	66%	56%	58%	67%	60%
Responding to citizen complaints and concerns	66%	52%	65%	54%	55%	67%	57%
Holding public meetings about city plans	78%	68%	73%	72%	71%	80%	72%
Littleton's elected officials' consideration of what people like me think	63%	52%	61%	53%	56%	58%	56%
Littleton's government as an example of how best to provide services	71%	60%	67%	63%	64%	65%	64%
The city manager's management of city operations	73%	66%	70%	68%	69%	68%	69%
The quality of work provided by City of Littleton employees	82%	75%	75%	80%	78%	78%	78%
Spending local tax dollars wisely	62%	57%	58%	59%	59%	61%	59%
The value of services for the property taxes paid to Littleton	63%	59%	56%	62%	61%	57%	61%
A city government that is run efficiently	70%	62%	68%	64%	64%	69%	65%
Running Littleton's local government in the best interest of residents	69%	56%	65%	59%	62%	57%	61%
Being transparent and accountable to the public	65%	53%	58%	57%	56%	63%	58%
Providing information about city plans and programs	70%	57%	65%	60%	61%	65%	62%
The overall direction the city is taking	72%	67%	70%	69%	69%	69%	69%

Percent reporting "excellent" or "good"

Question 13 Compared by Respondent Characteristics								
Please rate the following categories of Littleton government performance.	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
The direction the city is taking with respect to open space, trails and parks	84%	85%	87%	84%	86%	89%	82%	85%
Attracting companies to locate in Littleton	54%	46%	55%	47%	53%	52%	51%	52%
The job the city government does at welcoming citizen involvement	61%	60%	66%	59%	62%	66%	58%	62%
Opportunities to participate in city government decisions	63%	56%	62%	57%	59%	64%	55%	60%
Responding to citizen complaints and concerns	67%	48%	60%	55%	56%	61%	53%	57%
Holding public meetings about city plans	73%	70%	74%	70%	73%	75%	69%	72%
Littleton's elected officials' consideration of what people like me think	67%	49%	58%	53%	54%	60%	51%	56%
Littleton's government as an example of how best to provide services	74%	60%	63%	63%	62%	67%	61%	64%
The city manager's management of city operations	80%	61%	70%	67%	69%	73%	64%	69%
The quality of work provided by City of Littleton employees	72%	80%	79%	75%	79%	79%	76%	78%
Spending local tax dollars wisely	55%	56%	63%	54%	62%	61%	56%	59%
The value of services for the property taxes paid to Littleton	59%	57%	64%	55%	65%	65%	56%	61%
A city government that is run efficiently	73%	56%	70%	58%	68%	71%	59%	65%
Running Littleton's local government in the best interest of residents	69%	52%	65%	58%	62%	64%	58%	61%
Being transparent and accountable to the public	62%	51%	61%	52%	60%	62%	54%	58%
Providing information about city plans and programs	63%	56%	67%	58%	66%	65%	59%	62%
The overall direction the city is taking	70%	63%	75%	63%	73%	72%	66%	69%

Percent reporting "excellent" or "good"

Question 16 Compared by Respondent Characteristics							
The City of Littleton is working to improve practices that help the environment, some of which may increase costs. To what extent do you support or oppose the city taking each of the following actions given that you may experience increased costs?	Length of residency		Rent or own home		Race/ethnicity		Overall
	10 years or less	More than 10 years	Rent	Own	White alone, not Hispanic	Hispanic and/or other race	
Increase recycling options for residents	90%	84%	92%	83%	87%	88%	87%
Require all new commercial and residential structures be built using environmentally-friendly ('green') construction methods	80%	72%	86%	70%	75%	77%	76%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	91%	84%	93%	84%	87%	90%	87%
Create incentives for builders to use environmentally-friendly ('green') construction methods	90%	79%	93%	79%	83%	88%	84%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the city	76%	71%	75%	73%	72%	79%	73%
Create incentives for increased water conservation	89%	90%	92%	88%	89%	92%	90%
Increase environmental education and public awareness programs	86%	78%	91%	77%	81%	86%	82%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	87%	80%	92%	79%	83%	88%	83%
Reduce reliance on plastic shopping bags	81%	69%	88%	68%	74%	84%	75%
Improve bicycle mobility	86%	80%	85%	82%	82%	87%	83%

Percent reporting "strongly" or "somewhat" support

Question 16 Compared by Respondent Characteristics								
The City of Littleton is working to improve practices that help the environment, some of which may increase costs. To what extent do you support or oppose the city taking each of the following actions given that you may experience increased costs?	Age			Adults 55+ in household		Gender		Overall
	18-34	35-54	55+	No adults over 55	Adults over 55	Female	Male	
Increase recycling options for residents	91%	89%	81%	89%	83%	89%	84%	87%
Require all new commercial and residential structures be built using environmentally-friendly ('green') construction methods	82%	76%	72%	78%	72%	79%	71%	76%
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	92%	88%	84%	88%	84%	93%	82%	87%
Create incentives for builders to use environmentally-friendly ('green') construction methods	92%	83%	79%	86%	80%	88%	79%	84%
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the city	71%	80%	68%	76%	69%	75%	72%	73%
Create incentives for increased water conservation	85%	93%	89%	87%	90%	92%	86%	90%
Increase environmental education and public awareness programs	87%	81%	79%	83%	80%	83%	80%	82%
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	85%	87%	80%	86%	79%	87%	80%	83%
Reduce reliance on plastic shopping bags	84%	75%	69%	78%	71%	79%	71%	75%
Improve bicycle mobility	86%	88%	75%	86%	79%	85%	81%	83%

Percent reporting "strongly" or "somewhat" support

Appendix F: Jurisdictions Included in Benchmark Comparisons

Listed below are the jurisdictions included in the National benchmark comparisons provided for the City of Littleton 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.

Jurisdictions Included in National Comparisons

Abilene, KS	6,844	Blaine, MN	57,186
Adams County, CO	441,603	Bloomington, IL	76,610
Airway Heights, WA	6,114	Bloomington, MN.....	82,893
Albany, GA.....	77,434	Blue Ash, OH.....	12,114
Albany, OR	50,158	Blue Springs, MO	52,575
Albemarle County, VA	98,970	Boise, ID.....	205,671
Albert Lea, MN	18,016	Botetourt County, VA.....	33,148
Alpharetta, GA.....	57,551	Boulder County, CO	294,567
Altoona, IA.....	14,541	Boulder, CO.....	97,385
Ames, IA	58,965	Bowling Green, KY	58,067
Andover, MA.....	8,762	Bozeman, MT.....	37,280
Ankeny, IA	45,582	Branson, MO	10,520
Ann Arbor, MI	113,934	Brea, CA.....	39,282
Annapolis, MD	38,394	Brevard County, FL.....	543,376
Apple Valley, CA	69,135	Brisbane, CA.....	4,282
Arapahoe County, CO	572,003	Broken Arrow, OK	98,850
Archuleta County, CO	12,084	Brookline, NH.....	NA
Arkansas City, KS.....	12,415	Broomfield, CO	55,889
Arlington County, VA.....	207,627	Brownsburg, IN	21,285
Arlington, TX	365,438	Bryan, TX	76,201
Arvada, CO	106,433	Burlingame, CA.....	28,806
Asheville, NC.....	83,393	Burlington, MA.....	24,498
Ashland, OR.....	20,078	Cabarrus County, NC.....	178,011
Ashland, VA	7,225	Cambridge, MA.....	105,162
Aspen, CO.....	6,658	Cape Coral, FL.....	154,305
Auburn, AL	53,380	Cape Girardeau, MO.....	37,941
Auburn, WA	70,180	Carson City, NV	55,274
Aurora, CO.....	325,078	Cartersville, GA	19,731
Austin, TX.....	790,390	Carver County, MN.....	91,042
Baltimore County, MD	805,029	Cary, NC.....	135,234
Baltimore, MD	620,961	Casa Grande, AZ	48,571
Barnstable, MA	45,193	Casper, WY	55,316
Batavia, IL.....	26,045	Castle Pines, CO	NA
Battle Creek, MI	52,347	Castle Rock, CO.....	48,231
Bedford, MA	NA	Cedar Falls, IA	39,260
Bellevue, WA	122,363	Cedar Rapids, IA	126,326
Beltrami County, MN	44,442	Centennial, CO	100,377
Benbrook, TX.....	21,234	Centralia, IL.....	13,032
Bend, OR	76,639	Chambersburg, PA.....	20,268
Benicia, CA	26,997	Chandler, AZ	236,123
Bettendorf, IA.....	33,217	Chanhassen, MN	22,952
Billings, MT	104,170	Charlotte County, FL	159,978

Charlotte, NC.....	731,424	Dewey-Humboldt, AZ	3,894
Chesapeake, VA.....	222,209	Dorchester County, MD.....	32,618
Chesterfield County, VA.....	316,236	Dothan, AL.....	65,496
Cheyenne, WY	59,466	Douglas County, CO.....	285,465
Chippewa Falls, WI.....	13,661	Dover, DE.....	36,047
Clark County, WA.....	425,363	Dover, NH	29,987
Clay County, MO.....	221,939	Dublin, CA.....	46,036
Clayton, MO	15,939	Dublin, OH	41,751
Clear Creek County, CO	9,088	Duluth, MN	86,265
Clearwater, FL	107,685	Duncanville, TX.....	38,524
Clive, IA.....	15,447	East Providence, RI.....	47,037
Cococino County, AZ	134,421	Eau Claire, WI.....	65,883
College Station, TX.....	93,857	Edina, MN	NA
Colleyville, TX.....	22,807	Edmond, OK	81,405
Collier County, FL	321,520	Edmonds, WA	39,709
Collinsville, IL.....	25,579	El Cerrito, CA.....	23,549
Colorado Springs, CO.....	416,427	El Paso, TX	649,121
Columbia, MO.....	108,500	Elk Grove, CA	153,015
Columbus, WI	4,991	Elk River, MN.....	22,974
Commerce City, CO	45,913	Ellisville, MO	9,133
Concord, CA.....	122,067	Elmhurst, IL.....	44,121
Concord, MA.....	NA	Englewood, CO	30,255
Conyers, GA.....	15,195	Escambia County, FL.....	297,619
Cookeville, TN	30,435	Escanaba, MI	12,616
Coon Rapids, MN	61,476	Estes Park, CO.....	5,858
Cooper City, FL	28,547	Evanston, IL	74,486
Coronado, CA	18,912	Fairway, KS	3,882
Corpus Christi, TX	305,215	Farmington Hills, MI.....	79,740
Corvallis, OR	54,462	Farmington, NM.....	45,877
Coventry, CT.....	2,990	Fayetteville, AR.....	73,580
Craig, CO	9,464	Federal Way, WA.....	89,306
Cranberry Township, PA.....	NA	Fishers, IN	76,794
Crested Butte, CO.....	1,487	Flagstaff, AZ	65,870
Crystal Lake, IL	40,743	Florence, AZ.....	NA
Cumberland County, PA.....	235,406	Flower Mound, TX.....	64,669
Cupertino, CA	58,302	Flushing, MI.....	8,389
Dade City, FL	6,437	Forest Grove, OR.....	21,083
Dakota County, MN	398,552	Fort Collins, CO	143,986
Dallas, TX.....	1.E+06	Fort Smith, AR	86,209
Dania Beach, FL	NA	Fort Worth, TX	741,206
Davidson, NC.....	10,944	Fredericksburg, VA.....	24,286
Davis, CA	65,622	Freeport, IL	25,638
Daytona Beach, FL.....	61,005	Freeport, ME	1,485
De Pere, WI.....	23,800	Fridley, MN	27,208
Decatur, GA	19,335	Fruita, CO.....	12,646
DeKalb, IL	43,862	Gainesville, FL	124,354
Delaware, OH	34,753	Gaithersburg, MD.....	59,933
Delray Beach, FL.....	60,522	Galt, CA.....	23,647
Denton, TX	113,383	Garden City, KS.....	26,658
Denver Public Library, CO.....	NA	Gardner, KS.....	19,123
Denver, CO	600,158	Geneva, NY	13,261
Des Moines, IA.....	203,433	Georgetown, CO	1,034
Destin, FL	12,305	Georgetown, TX.....	47,400

Germantown, TN	38,844	Kirkland, WA	48,787
Gig Harbor, WA	7,126	Kutztown Borough, PA	5,012
Gilbert, AZ	208,453	La Plata, MD	8,753
Gillette, WY	29,087	La Porte, TX	33,800
Gladstone, MI	4,973	La Vista, NE	15,758
Goodyear, AZ	65,275	Lafayette, CO	24,453
Grand County, CO	14,843	Laguna Beach, CA	22,723
Grand Island, NE	48,520	Laguna Hills, CA	30,344
Greeley, CO	92,889	Lake Oswego, OR	36,619
Green Valley, AZ	21,391	Lakewood, CO	142,980
Greer, SC	25,515	Lane County, OR	351,715
Gulf Shores, AL	9,741	Larimer County, CO	299,630
Gunnison County, CO	15,324	Lawrence, KS	87,643
Hailey, ID	7,960	League City, TX	83,560
Hamilton, OH	62,477	Lebanon, NH	13,151
Hampton, VA	137,436	Lee County, FL	618,754
Hanover County, VA	99,863	Lee's Summit, MO	91,364
Harrisonville, MO	10,019	Lewiston, ME	36,592
Hartford, CT	124,775	Lexington, VA	7,042
Henderson, NV	257,729	Lincoln, NE	258,379
Hermiston, OR	16,745	Lincolnwood, IL	12,590
Herndon, VA	23,292	Little Rock, AR	193,524
High Point, NC	104,371	Littleton, CO	41,737
Highland Park, IL	29,763	Livermore, CA	80,968
Highlands Ranch, CO	96,713	Lodi, CA	62,134
Hillsborough County, FL	1.E+06	Lone Tree, CO	10,218
Hillsborough, NC	6,087	Long Beach, CA	462,257
Holden, MA	NA	Longmont, CO	86,270
Honolulu, HI	953,207	Los Alamos County, NM	17,950
Hoquiam, WA	8,726	Louisville, CO	18,376
Houston, TX	2.E+06	Lower Providence Township, PA	NA
Howell, MI	9,489	Lyme, NH	NA
Hudson, CO	2,356	Lynchburg, VA	75,568
Hudson, OH	22,262	Lynnwood, WA	35,836
Hudsonville, MI	7,116	Lyons, IL	10,729
Huntersville, NC	46,773	Madison, WI	233,209
Hurst, TX	37,337	Mankato, MN	39,309
Hutchinson, MN	14,178	Maple Grove, MN	61,567
Hutto, TX	14,698	Maple Valley, WA	22,684
Indian Trail, NC	33,518	Marana, AZ	34,961
Indianola, IA	14,782	Maricopa County, AZ	4.E+06
Jackson County, MI	160,248	Marin County, CA	252,409
Jackson County, OR	203,206	Marion, IA	33,309
James City County, VA	67,009	Maryland Heights, MO	27,472
Jefferson City, MO	43,079	Mayer, MN	1,749
Jefferson County, CO	534,543	McAllen, TX	129,877
Jerome, ID	10,890	McDonough, GA	22,084
Johnson County, KS	544,179	McKinney, TX	131,117
Jupiter, FL	55,156	McMinnville, OR	32,187
Kalamazoo, MI	74,262	Mecklenburg County, NC	919,628
Keizer, OR	36,478	Medford, OR	74,907
Kennett Square, PA	6,072	Menlo Park, CA	32,026
Kettering, OH	56,163	Meridian Charter Township, MI	NA

Meridian, ID	75,092	Palm Bay, FL	103,190
Merrill, WI	9,661	Palm Beach County, FL	1.E+06
Mesa County, CO	146,723	Palm Coast, FL	75,180
Mesa, AZ	439,041	Palm Springs, CA.....	44,552
Miami Beach, FL	87,779	Palo Alto, CA.....	64,403
Midland, MI.....	41,863	Panama City, FL	36,484
Minneapolis, MN.....	382,578	Papillion, NE.....	18,894
Mission Viejo, CA	93,305	Park City, UT	7,558
Mission, KS	9,323	Park Ridge, IL	37,480
Missoula, MT	66,788	Parker, CO.....	45,297
Montgomery County, MD	971,777	Pasadena, CA	NA
Montgomery County, VA	94,392	Pasco County, FL.....	464,697
Montpelier, VT.....	7,855	Pasco, WA.....	59,781
Montrose, CO	19,132	Peachtree City, GA.....	34,364
Mooresville, NC.....	32,711	Peoria County, IL.....	186,494
Morristown, TN.....	29,137	Peoria, AZ	154,065
Moscow, ID	23,800	Peters Township, PA	NA
Mountlake Terrace, WA	19,909	Petoskey, MI	5,670
Munster, IN.....	23,603	Phoenix, AZ.....	1.E+06
Muscatine, IA.....	22,886	Pinal County, AZ	375,770
Naperville, IL.....	141,853	Pinellas County, FL.....	916,542
Nashville, TN	601,222	Piqua, OH.....	20,522
Needham, MA.....	28,886	Plano, TX.....	259,841
New Orleans, LA.....	343,829	Platte City, MO.....	4,691
New York City, NY	8.E+06	Pocatello, ID.....	54,255
Newport Beach, CA.....	85,186	Port Huron, MI.....	30,184
Newport News, VA	180,719	Port Orange, FL.....	56,048
Newport, RI	24,672	Port St. Lucie, FL	164,603
Noblesville, IN.....	51,969	Portland, OR	583,776
Nogales, AZ	20,837	Post Falls, ID.....	27,574
Norfolk, VA.....	242,803	Prescott Valley, AZ.....	38,822
Normal, IL.....	52,497	Provo, UT	112,488
Norman, OK.....	110,925	Pueblo, CO	106,595
North Las Vegas, NV	216,961	Purcellville, VA	7,727
North Palm Beach, FL	12,015	Queen Creek, AZ.....	26,361
Northglenn, CO	35,789	Radford, VA	16,408
Novi, MI	55,224	Radnor Township, PA.....	NA
O'Fallon, IL.....	28,281	Rapid City, SD	67,956
Oak Park, IL	51,878	Raymore, MO.....	19,206
Oakland Park, FL	41,363	Redmond, WA.....	54,144
Oakland Township, MI	NA	Rehoboth Beach, DE	1,327
Ocala, FL.....	56,315	Reno, NV.....	225,221
Ocean City, MD.....	7,102	Renton, WA.....	90,927
Ogdensburg, NY	11,128	Richmond Heights, MO	8,603
Oklahoma City, OK	579,999	Richmond, CA	103,701
Olathe, KS	125,872	Rifle, CO.....	9,172
Olmsted County, MN	144,248	Rio Rancho, NM	87,521
Orange Village, OH.....	3,323	Riverdale, UT.....	8,426
Orland Park, IL.....	56,767	Riverside, IL.....	8,875
Oshkosh, WI	66,083	Riverside, MO.....	2,937
Otsego County, MI.....	24,164	Roanoke, VA	97,032
Oviedo, FL	33,342	Rochester, MI	12,711
Palatine, IL.....	68,557	Rock Hill, SC.....	66,154

Rockford Park District, IL	NA	St. Louis County, MN	200,226
Rockville, MD	61,209	Stallings, NC	13,831
Roeland Park, KS	6,731	State College, PA	42,034
Rolla, MO	19,559	Stillwater, OK	45,688
Roswell, GA	88,346	Stockton, CA	291,707
Round Rock, TX	99,887	Sugar Grove, IL	8,997
Rowlett, TX	56,199	Summit, NJ	21,457
Saco, ME	18,482	Sunnyvale, CA	140,081
Salida, CO	5,236	Surprise, AZ	117,517
Salt Lake City, UT	186,440	Suwanee, GA	15,355
Sammamish, WA	45,780	Tacoma Public Works, WA	NA
San Carlos, CA	28,406	Tacoma, WA	198,397
San Diego, CA	1.E+06	Takoma Park, MD	16,715
San Francisco, CA	805,235	Temecula, CA	100,097
San Jose, CA	945,942	Tempe, AZ	161,719
San Juan County, NM	130,044	Temple, TX	66,102
San Luis Obispo County, CA	269,637	The Woodlands, TX	93,847
San Marcos, TX	44,894	Thornton, CO	118,772
San Rafael, CA	57,713	Thousand Oaks, CA	126,683
Sandy Springs, GA	93,853	Titusville, FL	43,761
Sandy, UT	87,461	Tomball, TX	10,753
Sanford, FL	53,570	Tualatin, OR	26,054
Santa Monica, CA	89,736	Tulsa, OK	391,906
Sarasota, FL	51,917	Tuskegee, AL	9,865
Savage, MN	26,911	Twin Falls, ID	44,125
Savannah, GA	136,286	Umatilla, OR	6,906
Scarborough, ME	4,403	Upper Arlington, OH	33,771
Scott County, MN	129,928	Upper Merion Township, PA	NA
Scottsdale, AZ	217,385	Urbandale, IA	39,463
Seaside, CA	33,025	Vail, CO	5,305
SeaTac, WA	26,909	Valdez, AK	3,976
Sedona, AZ	10,031	Vancouver, WA	161,791
Sherman, IL	4,148	Vestavia Hills, AL	34,033
Shorewood, IL	15,615	Virginia Beach, VA	437,994
Shorewood, MN	7,307	Visalia, CA	124,442
Shrewsbury, MA	NA	Wahpeton, ND	7,766
Sioux Falls, SD	153,888	Wake Forest, NC	30,117
Skokie, IL	64,784	Walnut Creek, CA	64,173
Smyrna, GA	51,271	Washington City, UT	18,761
Snellville, GA	18,242	Washington County, MN	238,136
Snoqualmie, WA	10,670	Washoe County, NV	421,407
South Haven, MI	4,403	Watauga, TX	23,497
South Lake Tahoe, CA	21,403	Wauwatosa, WI	46,396
South Portland, ME	25,002	Wentzville, MO	29,070
Southborough, MA	NA	West Chester, PA	NA
Southlake, TX	26,575	West Des Moines, IA	56,609
Sparks, NV	90,264	West Richland, WA	11,811
Spokane Valley, WA	89,755	Westlake, TX	992
Spotsylvania County, VA	122,397	Westminster, CO	106,114
Springboro, OH	17,409	Wheat Ridge, CO	30,166
Springfield, OR	59,403	White House, TN	10,255
Springville, UT	29,466	Whitewater Township, MI	NA
St. Cloud, FL	35,183	Wichita, KS	382,368

Williamsburg, VA.....	14,068	Winter Garden, FL.....	34,568
Wilmington, IL.....	5,724	Woodbury, MN.....	61,961
Wilmington, NC.....	106,476	Woodland, WA.....	5,509
Wilsonville, OR.....	19,509	Yakima, WA.....	91,067
Wind Point, WI.....	1,723	York County, VA.....	65,464
Windsor, CO.....	18,644	Yuma County, AZ.....	195,751
Windsor, CT.....	NA	Yuma, AZ.....	93,064
Winston-Salem, NC.....	229,617		

Jurisdictions Included in Front Range Comparisons

Adams County, CO.....	441,603	Fort Collins, CO.....	143,986
Arapahoe County, CO.....	572,003	Greeley, CO.....	92,889
Arvada, CO.....	106,433	Highlands Ranch, CO.....	96,713
Aurora, CO.....	325,078	Jefferson County, CO.....	534,543
Boulder County, CO.....	294,567	Lafayette, CO.....	24,453
Boulder, CO.....	97,385	Lakewood, CO.....	142,980
Broomfield, CO.....	55,889	Larimer County, CO.....	299,630
Castle Pines, CO.....	NA	Littleton, CO.....	41,737
Castle Rock, CO.....	48,231	Lone Tree, CO.....	10,218
Centennial, CO.....	100,377	Longmont, CO.....	86,270
Clear Creek County, CO.....	9,088	Louisville, CO.....	18,376
Colorado Springs, CO.....	416,427	Northglenn, CO.....	35,789
Commerce City, CO.....	45,913	Parker, CO.....	45,297
Denver Public Library, CO.....	NA	Pueblo, CO.....	106,595
Denver, CO.....	600,158	Thornton, CO.....	118,772
Douglas County, CO.....	285,465	Westminster, CO.....	106,114
Englewood, CO.....	30,255	Wheat Ridge, CO.....	30,166
Estes Park, CO.....	5,858	Windsor, CO.....	18,644

Appendix G: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2012 Resident Survey.

Dear Littleton Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Littleton. 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,



Debbie Brinkman, Mayor
City of Littleton



Dear Littleton Resident,

Your household has been selected at random to participate in an anonymous survey about the City of Littleton. 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!

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City of Littleton

2255 W. Berry Ave. • Littleton, CO 80120

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First Class Mail
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Presorted
First Class Mail
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PAID
Boulder, CO
Permit NO. 94

City of Littleton

Dear City of Littleton Resident:

The City of Littleton wants to know what you think about your community and local government. That is why you have been randomly selected to participate in the City of Littleton 2012 Citizen Survey.

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

To get a scientifically reliable sample of Littleton residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. Your household has been selected at random to participate in the survey. **Your responses will remain completely anonymous.** National Research Center, Inc. is the external, independent firm that is conducting the survey on behalf of the City.

You may complete the survey online if you would prefer, at the following Web address:
www.n-r-c.com/survey/littleton2012.htm (please be sure to type the address exactly as it appears here).

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about this survey, please contact Kelli Narde, Director of Communications, at (303) 795-3720.

Please help us to keep Littleton a great place to live, work and play! Thank you for your help and participation.

Sincerely,



Debbie Brinkman
Mayor

City of Littleton

Dear City of Littleton Resident:

About one week ago we sent you this survey that asks for your opinion about the City of Littleton. If you have already completed the survey and returned it, we thank you and ask you to disregard this letter. **Do not complete the survey a second time.** If you haven't had a chance to get to the survey, please complete it now. We are very interested in obtaining your input.

The City of Littleton wants to know what you think about your community and local government. That is why you have been randomly selected to participate in the City of Littleton 2012 Citizen Survey.

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

To get a scientifically reliable sample of Littleton residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

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Please help us to keep Littleton a great place to live, work and play! Thank you for your help and participation.

Sincerely,



Debbie Brinkman
Mayor

City of Littleton 2012 Resident Survey

Please have an adult age 18 or older that most recently had a birthday complete this survey. Year of birth plays no role in the selection. Your responses are anonymous and will be reported in group form only. Thank you for completing this survey!

1. Please rate each of the following aspects of quality of life in Littleton.

	Excellent	Good	Fair	Poor	Don't know
Littleton as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Littleton as a place to raise children.....	1	2	3	4	5
Littleton as a place to retire.....	1	2	3	4	5
Littleton as a place to work.....	1	2	3	4	5
Overall quality of life in Littleton	1	2	3	4	5

2. What are your reasons for living in Littleton? (Please select all that apply.)

- I feel safe here
- I like the location in general
- Cost of living is affordable
- I've always lived here
- I like the school my children attend
- I like living in a college town
- I like my neighborhood
- I have friends and family in the area
- Sense of community
- Housing and rental rates are affordable
- Other _____

3. To what extent do you agree or disagree that each statement below describes the City of Littleton?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
The city is a safe community.....	1	2	3	4	5
The city has a low crime rate	1	2	3	4	5
The city supports local businesses	1	2	3	4	5
Littleton has tight-knit neighborhoods	1	2	3	4	5
The city offers the best schools	1	2	3	4	5
Littleton citizens are self-determined.....	1	2	3	4	5
Traffic flows well on city streets	1	2	3	4	5

4. Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.

- Job growth
- Traffic in general
- Business retention
- Neighborhoods
- Trails
- Community image
- Street maintenance
- School/student performance
- Water resources
- Leisure activities
- Crime reduction
- Fire prevention
- Traffic light synchronization
- Business attraction
- Alternative energy sources
- Open space
- Maintenance of city properties and buildings
- Other: _____

5. Please tell us how safe you feel in each of the following areas in Littleton.

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't know
Downtown Littleton during the day	1	2	3	4	5
Downtown Littleton at night	1	2	3	4	5
Your neighborhood during the day.....	1	2	3	4	5
Your neighborhood at night.....	1	2	3	4	5
Parks, trails, natural open space areas	1	2	3	4	5
Littleton overall during the day	1	2	3	4	5
Littleton overall at night	1	2	3	4	5

6. You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?

- Essential
- Very important
- Somewhat important
- Not at all important
- Don't know

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

- Essential
- Very important
- Somewhat important
- Not at all important
- Don't know

8. First, please rate the *quality* of each of the following in Littleton. Then, rate how *important*, if at all, each is to you.

	<u>Quality</u>					<u>Importance</u>				
	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Neighborhood and community services	1	2	3	4	5	1	2	3	4	5
Appearance of city	1	2	3	4	5	1	2	3	4	5
Cleanliness of the city	1	2	3	4	5	1	2	3	4	5
Shopping opportunities	1	2	3	4	5	1	2	3	4	5
Job opportunities	1	2	3	4	5	1	2	3	4	5
Historic preservation.....	1	2	3	4	5	1	2	3	4	5
Economic development	1	2	3	4	5	1	2	3	4	5
Affordable child care.....	1	2	3	4	5	1	2	3	4	5
Public transit services	1	2	3	4	5	1	2	3	4	5
Traffic flow	1	2	3	4	5	1	2	3	4	5
Snow plowing.....	1	2	3	4	5	1	2	3	4	5
Downtown parking	1	2	3	4	5	1	2	3	4	5
Parks and trails.....	1	2	3	4	5	1	2	3	4	5
Recreation opportunities.....	1	2	3	4	5	1	2	3	4	5
Open space areas.....	1	2	3	4	5	1	2	3	4	5
Environmental sustainability	1	2	3	4	5	1	2	3	4	5
Littleton Fire Rescue	1	2	3	4	5	1	2	3	4	5
Littleton Police Department.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement	1	2	3	4	5	1	2	3	4	5
Code enforcement	1	2	3	4	5	1	2	3	4	5
Municipal Court	1	2	3	4	5	1	2	3	4	5
Online payments of fines and services	1	2	3	4	5	1	2	3	4	5
Review process for development	1	2	3	4	5	1	2	3	4	5
Passport services.....	1	2	3	4	5	1	2	3	4	5
Littleton Calendar	1	2	3	4	5	1	2	3	4	5
Bemis Library	1	2	3	4	5	1	2	3	4	5
Littleton Museum	1	2	3	4	5	1	2	3	4	5
Hudson Gardens	1	2	3	4	5	1	2	3	4	5
Carson Nature Center	1	2	3	4	5	1	2	3	4	5
South Platte Park	1	2	3	4	5	1	2	3	4	5
Harlow Pool.....	1	2	3	4	5	1	2	3	4	5
Buck Recreation Center	1	2	3	4	5	1	2	3	4	5
Candlelight Walk.....	1	2	3	4	5	1	2	3	4	5
4th of July Family Festival/Fireworks show .	1	2	3	4	5	1	2	3	4	5
Police Citizens Academy	1	2	3	4	5	1	2	3	4	5
Town Hall Arts Center	1	2	3	4	5	1	2	3	4	5
Summer Clean Up Program	1	2	3	4	5	1	2	3	4	5
Leaf and tire recycling.....	1	2	3	4	5	1	2	3	4	5
Household Haz Mat Roundup.....	1	2	3	4	5	1	2	3	4	5

9. Please rate the following areas of transportation in Littleton.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Ease of driving.....	1	2	3	4	5
Ease of traveling by bus (RTD)	1	2	3	4	5
Ease of traveling by light rail.....	1	2	3	4	5
Ease of walking in the city.....	1	2	3	4	5
Ease of traveling by bicycle.....	1	2	3	4	5
Availability of parking Downtown.....	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Street maintenance	1	2	3	4	5
Omnibus/Shopping Cart senior and disabled van service	1	2	3	4	5
Littleton light rail stations (Downtown and Mineral Avenue)	1	2	3	4	5

10. Please circle the number that comes closest to your opinion about Littleton’s Bemis Public Library and its services:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.).....	1	2	3	4	5
Services at the Bemis Public Library (e.g., reference desk, check out, etc.).....	1	2	3	4	5
Internet and computer services at the Bemis Public Library.....	1	2	3	4	5
Bemis Public Library services online at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.).....	1	2	3	4	5
Bemis Public Library materials and collections.....	1	2	3	4	5
Bemis Public Library facility.....	1	2	3	4	5
Overall performance of the Bemis Public Library.....	1	2	3	4	5

11. Please circle the number that comes closest to your opinion about the Littleton Museum and its services:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Museum programs (e.g., lectures, classes, special events – Holiday’s Eve, Sheep to Shawl, spring planting).....	1	2	3	4	5
Wednesday evening free summer concerts.....	1	2	3	4	5
Museum research center.....	1	2	3	4	5
Museum rotating exhibits.....	1	2	3	4	5
Art shows in the galleries.....	1	2	3	4	5
Living History Farms/Historic Site Interpreters.....	1	2	3	4	5
Museum facility and grounds.....	1	2	3	4	5
Overall performance of the Littleton Museum.....	1	2	3	4	5

12. Overall, how would you rate the quality of services provided by the City of Littleton?

- Excellent
- Good
- Fair
- Poor
- Don’t know

13. Please rate the following categories of Littleton government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The direction the city is taking with respect to open space, trails and parks.....	1	2	3	4	5
Attracting companies to locate in Littleton.....	1	2	3	4	5
The job the city government does at welcoming citizen involvement.....	1	2	3	4	5
Opportunities to participate in city government decisions.....	1	2	3	4	5
Responding to citizen complaints and concerns.....	1	2	3	4	5
Holding public meetings about city plans.....	1	2	3	4	5
Littleton’s elected officials’ consideration of what people like me think.....	1	2	3	4	5
Littleton’s government as an example of how best to provide services.....	1	2	3	4	5
The city manager’s management of city operations.....	1	2	3	4	5
The quality of work provided by City of Littleton employees.....	1	2	3	4	5
Spending local tax dollars wisely.....	1	2	3	4	5
The value of services for the property taxes paid to Littleton.....	1	2	3	4	5
A city government that is run efficiently.....	1	2	3	4	5
Running Littleton’s local government in the best interest of residents.....	1	2	3	4	5
Being transparent and accountable to the public.....	1	2	3	4	5
Providing information about city plans and programs.....	1	2	3	4	5
The overall direction the city is taking.....	1	2	3	4	5

14. Thinking about what you currently know regarding each of the following City Council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.

	More effort	Same effort	Less effort	Don't know
Assure a Financially Sound City Government: A budget process that evaluates costs/benefits and program prioritization, efficiently delivers municipal services, pursues alternative revenue sources....	1	2	3	4
Provide a Safe Community to Live, Work and Play: Police and fire protection, code enforcement; vehicular, bike and pedestrian safety and accessibility	1	2	3	4
Develop and Maintain the Public Infrastructure: Identify maintenance and investment needs of roads, bridges, buildings, etc.; develop a long range plan for Littleton/Englewood Wastewater Treatment Plant ...	1	2	3	4
Preserve and Cultivate a Quality Community: Diversity, density and quality of housing; trade-off between open space preservation and commercial development, immigration issues, public art.....	1	2	3	4
Pursue a Balanced and Sustainable Local Economy: Strategic assistance to businesses focusing on jobs and sales tax revenue; recruit new businesses, retain and/or expand existing businesses	1	2	3	4
Promote Environmental Sustainability: Identify energy efficiencies for city operations; develop and implement an environmental stewardship and sustainability plan, reduce environmental impacts.....	1	2	3	4
Foster Community Involvement, Communication and Trust: Foster community spirit, improve citizen education, provide service with integrity and ethics, educate youth about local government ...	1	2	3	4

15. Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? Please first circle the number which best fits your opinion for each item. Then, check the ONE circle for the item you think is the most important future project for Littleton.

	Essential	Very important	Somewhat important	Not at all important	Don't know	Most important
Acquiring additional open space	1	2	3	4	5	<input type="radio"/>
Building new trails	1	2	3	4	5	<input type="radio"/>
Continuing preservation programs for historic buildings	1	2	3	4	5	<input type="radio"/>
Taking an active role with the private sector on the development of large parcels (Ensor and/or Marathon properties).....	1	2	3	4	5	<input type="radio"/>
Taking an active role in redevelopment of older neighborhoods.....	1	2	3	4	5	<input type="radio"/>
Taking an active role in redevelopment of aging shopping centers ..	1	2	3	4	5	<input type="radio"/>
Expanding programs for youth	1	2	3	4	5	<input type="radio"/>
Expanding programs for seniors	1	2	3	4	5	<input type="radio"/>
Expanding programs for immigrants	1	2	3	4	5	<input type="radio"/>
Reducing traffic congestion on city streets	1	2	3	4	5	<input type="radio"/>

16. The City of Littleton is working to improve practices that help the environment, some of which may increase costs. To what extent do you support or oppose the city taking each of the following actions given that you may experience increased costs?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Increase recycling options for residents	1	2	3	4	5
Require all new commercial and residential structures be built using environmentally friendly ("green") construction methods.....	1	2	3	4	5
Create incentives for homeowners to increase energy efficiency and renewable energy in their own homes	1	2	3	4	5
Create incentives for builders to use environmentally-friendly ("green") construction methods	1	2	3	4	5
Encourage mixed-use development (e.g., businesses and residential housing are combined in one building) in the city	1	2	3	4	5
Create incentives for increased water conservation	1	2	3	4	5
Increase environmental education and public awareness programs.....	1	2	3	4	5
Encourage community gardening or farming (i.e., planting, harvesting and distributing produce, flowers, etc.)	1	2	3	4	5
Reduce reliance on plastic shopping bags	1	2	3	4	5
Improve bicycle mobility.....	1	2	3	4	5

17. In the last 12 months, about how many times have you or other household members used the following sources for information about Littleton?

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
The <i>Littleton Report</i> (bi-monthly city newsletter)	1	2	3	4	5
The <i>Littleton Independent</i> (weekly, privately-owned newspaper)	1	2	3	4	5
<i>Denver Post</i>	1	2	3	4	5
The <i>Villager</i> (weekly, privately-owned newspaper)	1	2	3	4	5
The City's website (littletongov.org)	1	2	3	4	5
Comcast Cable Channel 8 (city government access channel)	1	2	3	4	5
Social networking sites (YouTube, Facebook, Twitter)	1	2	3	4	5
Yourhub.com	1	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 many years have you lived in Littleton?

- Less than one year
- 1-5 years
- 6-10 years
- 11-15 years
- More than 15 years

D2. How many people (including yourself) live in your household? _____

D3. How many children 12 or younger live in your household? _____

D4. How many teenagers ages 13 to 17 live in your household? _____

D5. How many people (including yourself) age 55 or older live in your household? _____

D6. Which best describes the building you live in?

- One family house detached from any other houses
- House attached to one or more houses (e.g., a duplex or townhome)
- Building with two or more apartments or condos
- Mobile home
- Other

D7. Do you rent or own your home?

- Rent
- Own

D8. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

D9. What is your level of education?

- 0-11 years
- High school graduate
- Some college, no degree
- Associate degree
- Bachelors' degree
- Graduate or professional degree

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
- Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
- Asian, Asian Indian or Pacific Islander
- Black or African American
- White
- Other

D12. In which category is your age?

- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years or older

D13. What is your gender?

- Female
- Male

Thank you very much! Please return the completed survey in the postage-paid envelope provided to:

**National Research Center, Inc.,
PO Box 549, Belle Mead, NJ 08502**