## Littleton, CO

#### Resident and Business Surveys 2014



#### **Using Survey Results**

Monitor trends in resident and business owner opinion

#### Measure government performance

#### Inform budget, land use, strategic planning decisions



**Benchmark service ratings** 

#### **Survey Methods**

#### **Resident Survey**

- Mailed 3,000 households
- 683 completes (24%)
- ±4% margin of error
- Results weighted
- Comparison to 2012
- National and Front Range benchmark comparisons

#### **Business Survey**

- Mailed invite to 1,000 business with online response
- 105 completes (11%)
- ±10% margin of error
- Comparison to 2012

## Littleton offers high quality of life to residents and business

### owners.

#### **Aspects of Quality of Life**

Residents Businesses

Littleton as a place to live	•	96%
Overall quality of life		94% 96%
Littleton as a place to raise children		94%
Your neighborhood as a place to I	ive	90%
Littleton as a place to retire	•	83% 88%
Littleton as a place to work		78% 97%
		Percent excellent or good



**Reasons for Living in Littleton** 



**Reasons for Operating a Business in Littleton** 

## Business owners notice an improvement in the local economy.

#### **Businesses report improvements in...**

Overall economic climate



**Employment opportunities** 



9

Percent excellent or good

#### And less of a challenge with...



Inadequate sales

32% - 18%

2012

2014

Percent choosing as one of the 3 most pressing issues

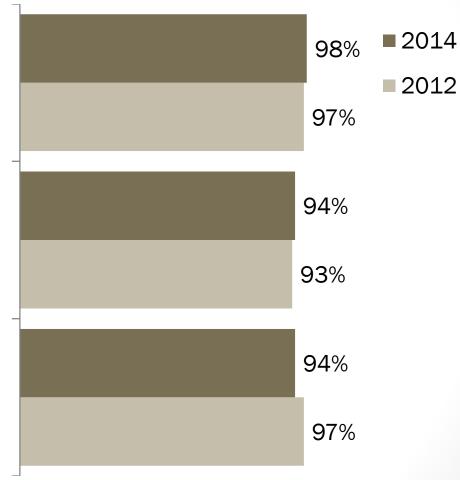
## **Respondents** support **City initiatives designed** to help businesses and foster redevelopment.

# Top initiatives supported by businesses

Strengthening Littleton's community image and identity

Marketing Downtown Littleton to residents and visitors

Promoting efforts to attract and recruit new types of retail business to Littleton

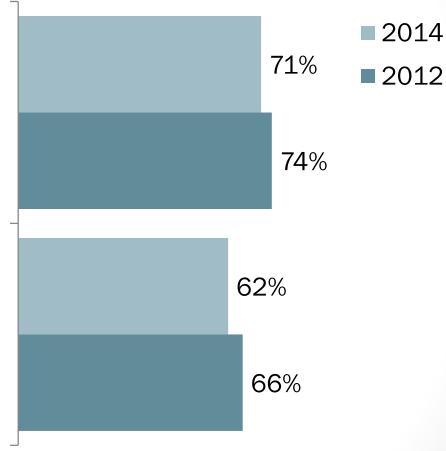


Percent somewhat or strongly support

# Potential projects deemed important by residents

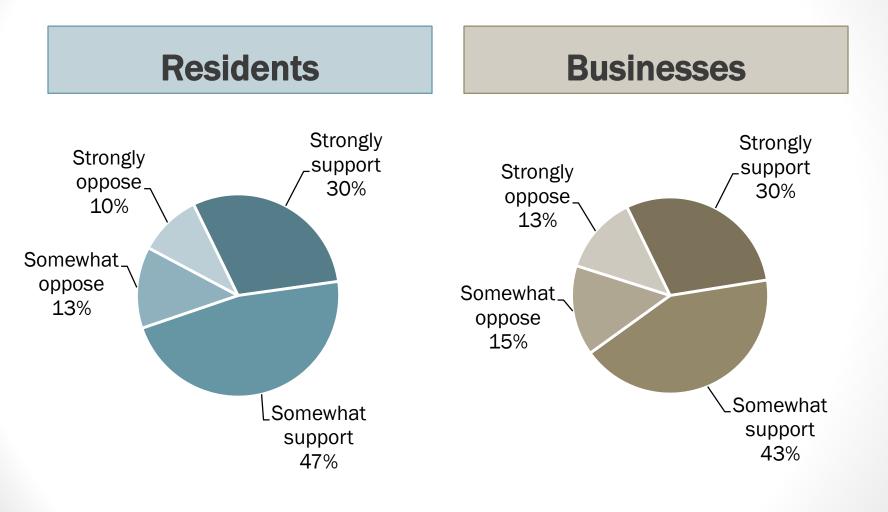
Taking an active role in redevelopment of aging shopping centers

Taking an active role in redevelopment of older neighborhoods



Percent essential or very important

#### **Support for Urban Renewal**



### **Residents appreciate** public transportation options, but are concerned about traffic congestion and street maintenance.

#### **Quality of transit options positive**

**8** in **10** 

Percent excellent or good

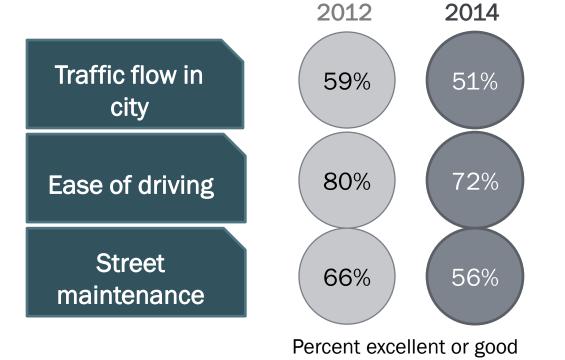
Littleton light rail stations

Ease of traveling by light rail

Ease of walking in the city



# Traffic and street maintenance a priority



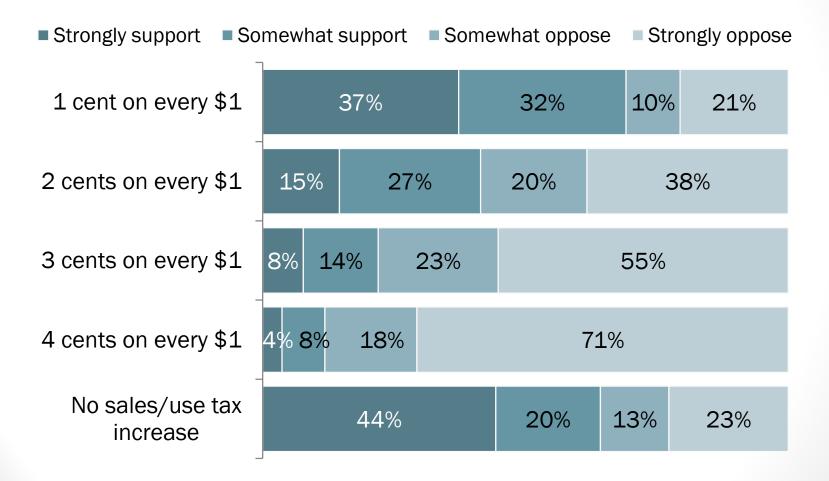


Most pressing issues facing Littleton in next two years:

Traffic in general

Street maintenance **28%** 

# Majority support 1 cent sales tax increase for street improvements



## **Business owners view** the city government performance positively while residents are less satisfied.

#### **Ratings of government performance**

	Residents	Businesses
Quality of work provided by city employees/overall impression of city employee	-• 77%	-• 83%
Overall direction city is taking	-• 66% •	-• 82%
Job the city government does at welcoming resident/business involvement	-• 61%	-• 54%
Attracting companies to locate in Littleton	- 51% -	• 65%
	Percent exc	ellent or good

## Residents gave lower ratings in 2014 than in 2012 to many aspects

Largest decreases seen in...

Opportunities to participate in city government decisions

Littleton's elected officials' consideration of what people like me think

Littleton's government as an example of how best to provide services

The city manager's management of city operations

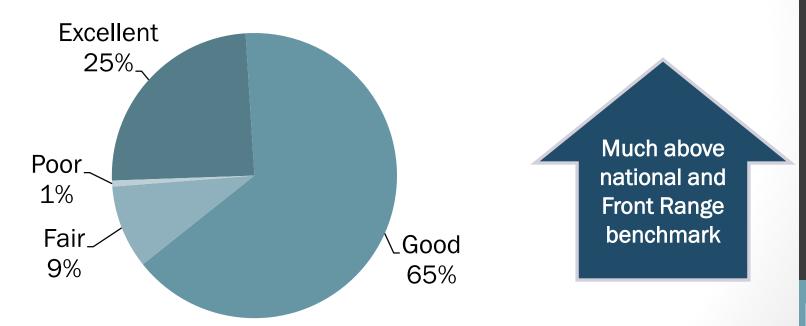
A city government that is run efficiently



## Residents generally happy with city service delivery and amenities.

### **Overall quality of city services rated favorably**

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



#### **Balancing Quality and Importance**

Higher importance/lower quality

City management Economic development Environmental sustainability Littleton Police Department Municipal Court Public transit services Shopping opportunities Snow plowing Traffic flow Higher importance/higher quality

Appearance of city Bemis Library Buck Recreation Center Littleton Fire Rescue Littleton Museum Open space areas Parks and trails Recreation opportunities South Platte Park

Affordable child care Candlelight Walk Code enforcement Downtown parking Job opportunities Online payments of fines and services Passport services Traffic enforcement 4th of July Family Festival/ Fireworks show Carson Nature Center Historic preservation Household Haz Mat Roundup Hudson Gardens Leaf and tire recycling Summer Clean Up Program Town Hall Arts Center

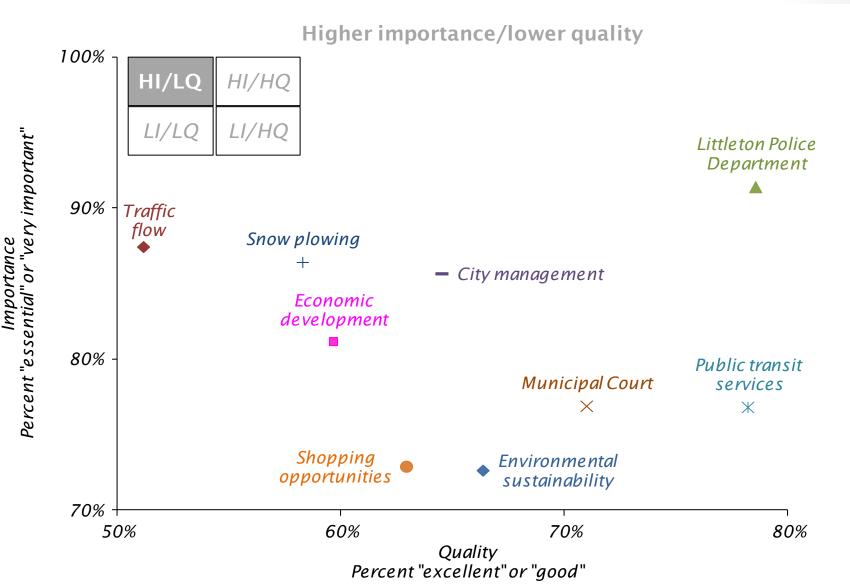
Lower importance/lower quality

Lower importance/higher quality

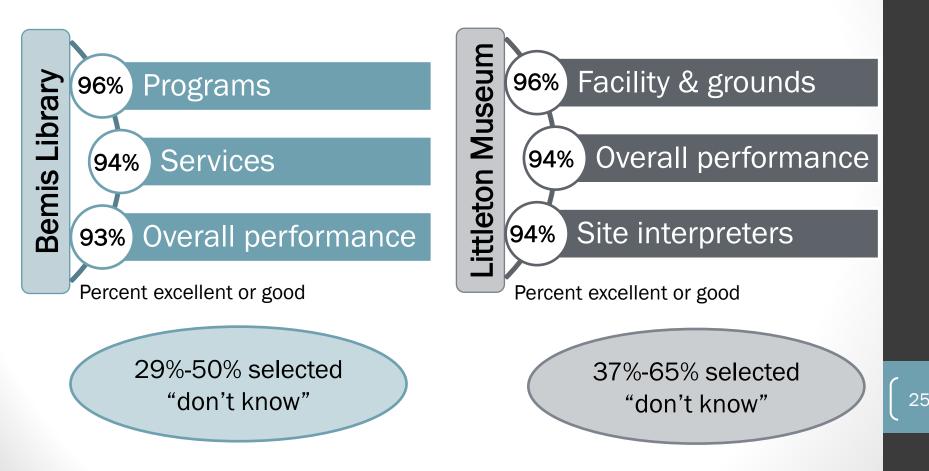
80%

Importance (Percent "essential" or "very important")

#### Services rated higher importance/ lower quality



### Museum and Library not well-known, but among those who visit, they are viewed positively



Littleton viewed favorably by residents compared to residents from communities across the nation and along the Front Range

Benchmark Comparison	Above	Similar	Below
National	37	9	5
Front Range	25	11	4

### **Questions?**

## Thank you!

Laurie Urban Project Manager Laurie@n-r-c.com



Erin Caldwell Presenter Erin@n-r-c.com