



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

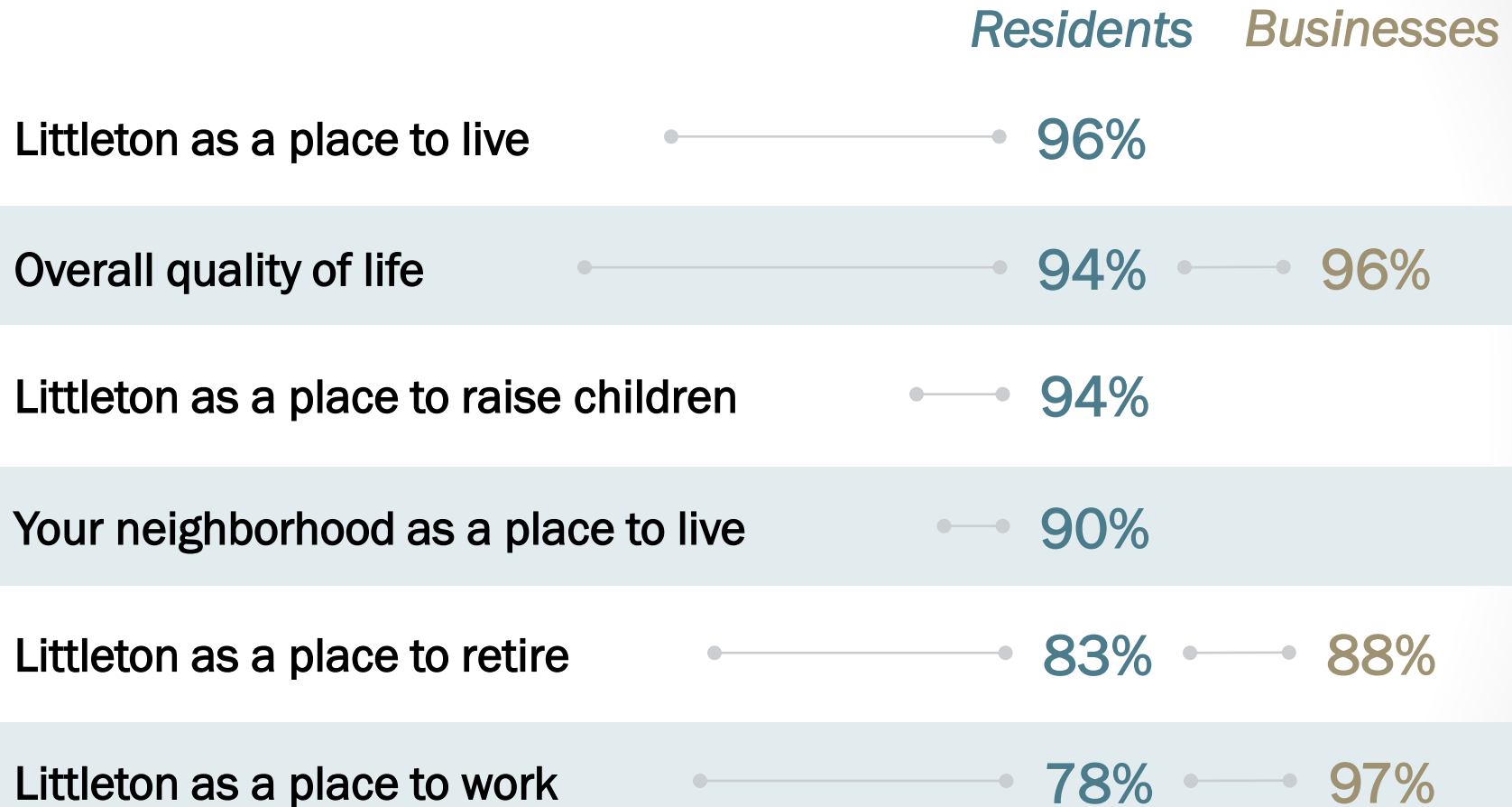
- Mailed 3,000 households
- 683 completes (24%)
- $\pm 4\%$ margin of error
- Results weighted
- Comparison to 2012
- National and Front Range benchmark comparisons

Business Survey

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

**Littleton offers high
quality of life to
residents and business
owners.**

Aspects of Quality of Life



Percent excellent or good



Location in
general

78%

Feel safe
here

65%

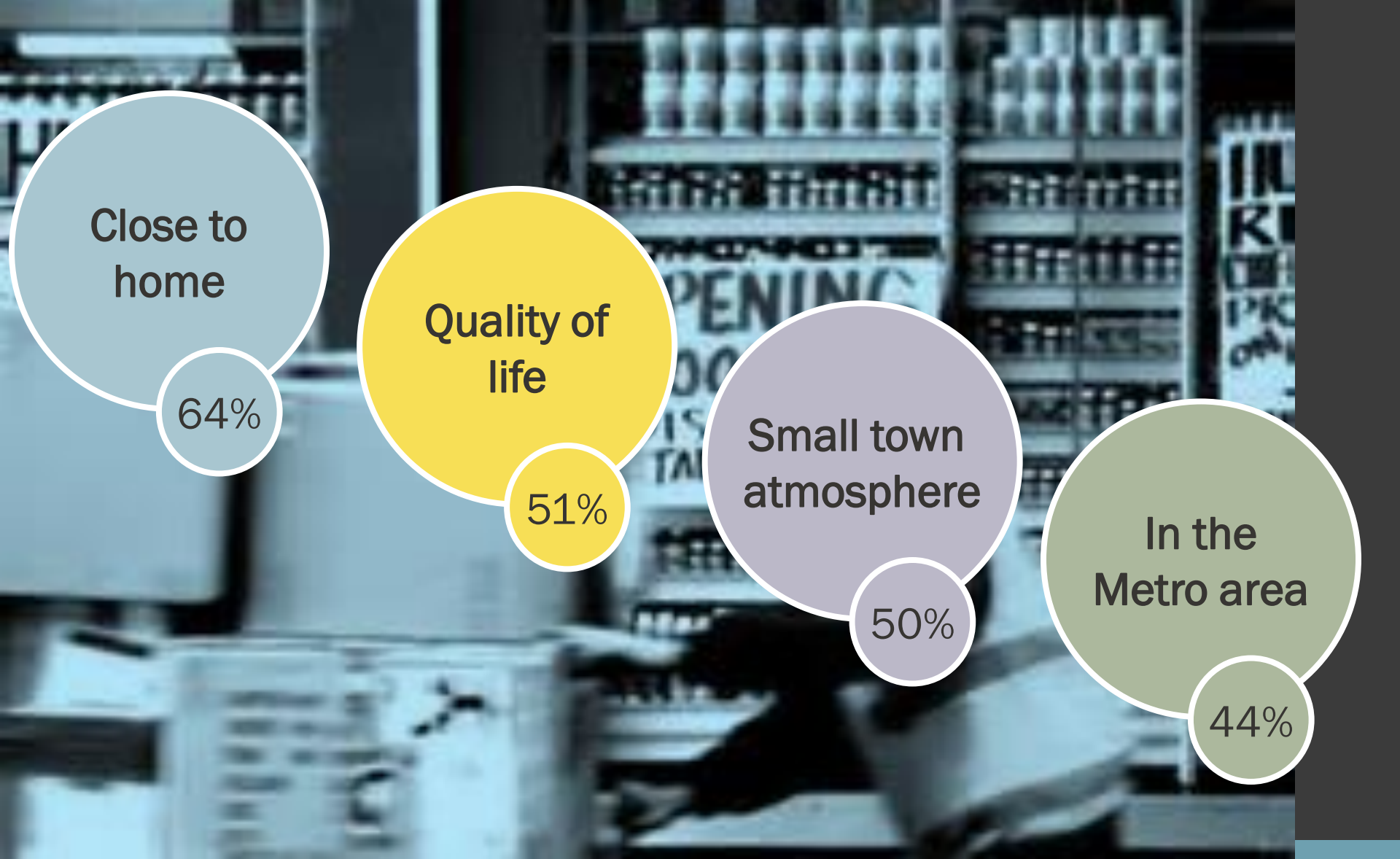
My
neighborhood

62%

Friends
and family
here

38%

Reasons for Living in Littleton



Close to home

64%

Quality of life

51%

Small town atmosphere

50%

In the Metro area

44%

Reasons for Operating a Business in Littleton

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

Businesses report improvements in...

Overall economic climate

71% → **83%**
2012 2014

Employment opportunities

50% → **69%**
2012 2014

Percent excellent or good

And less of a challenge with...



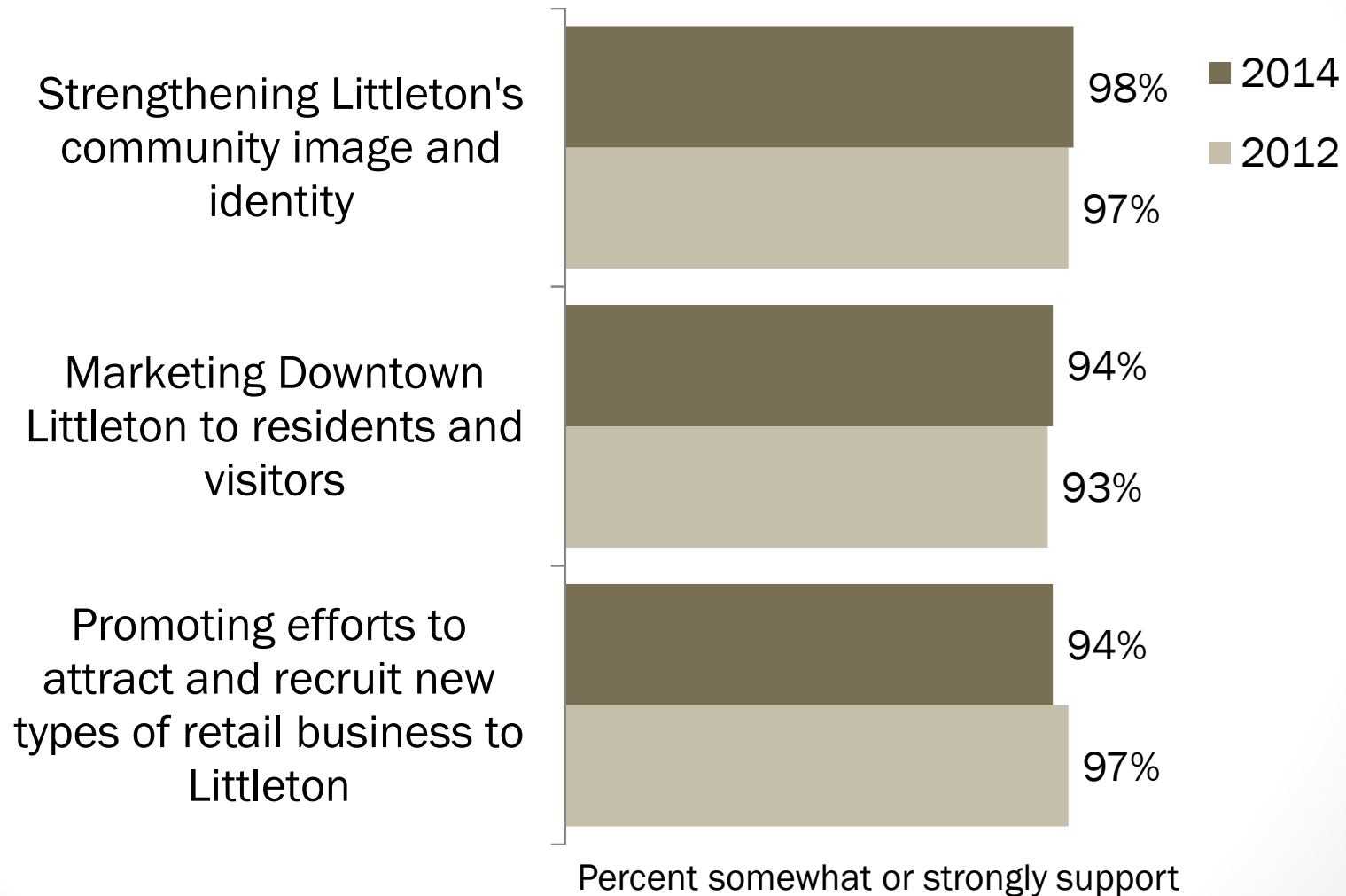
Inadequate sales

32% → **18%**
2012 2014

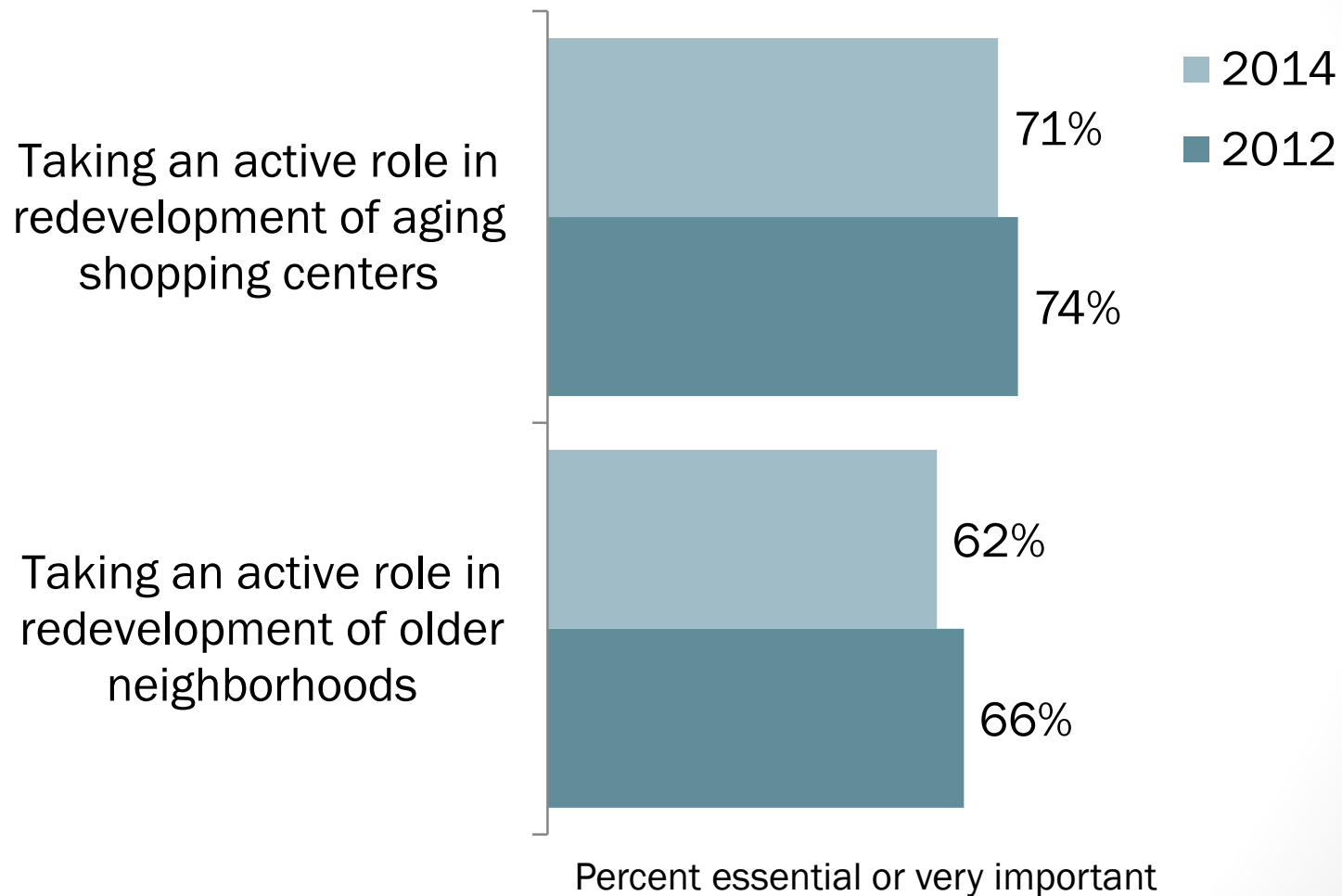
Percent choosing as one of the
3 most pressing issues

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

Top initiatives supported by businesses

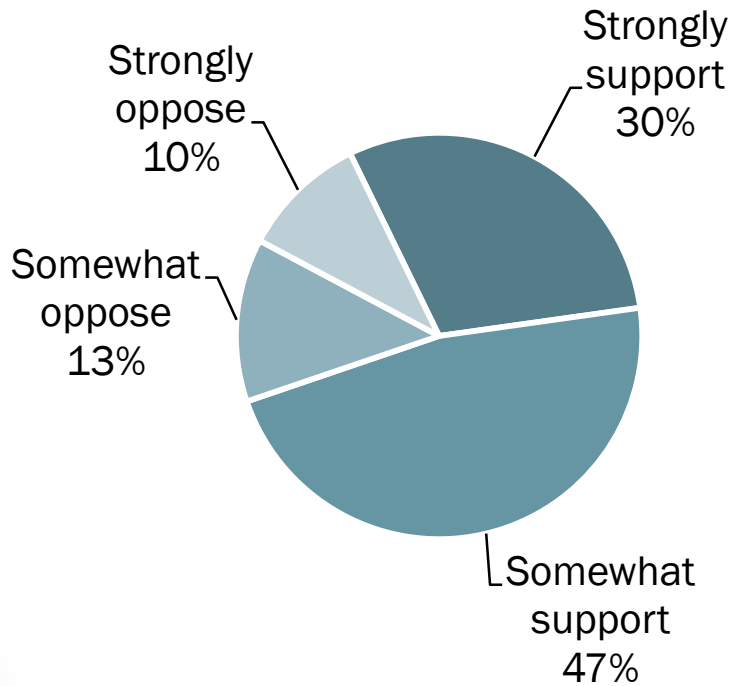


Potential projects deemed important by residents

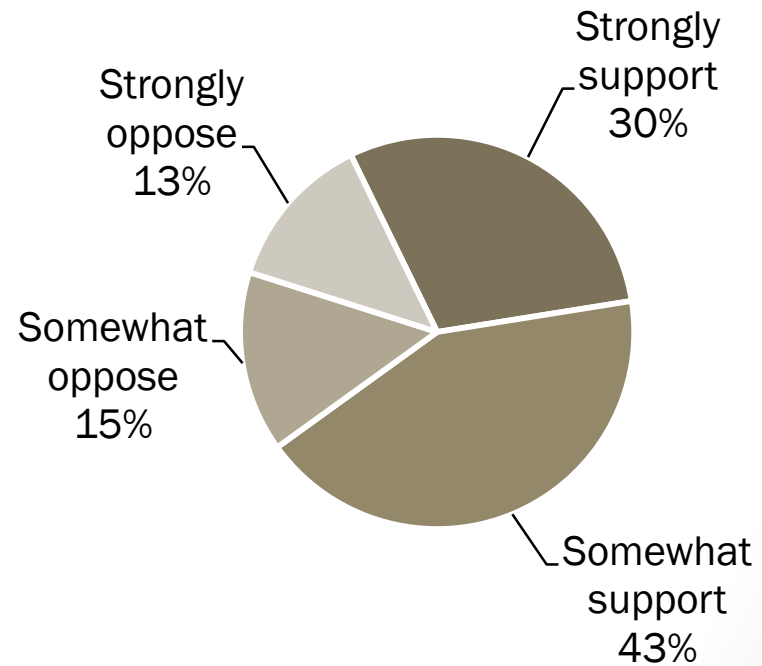


Support for Urban Renewal

Residents



Businesses



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

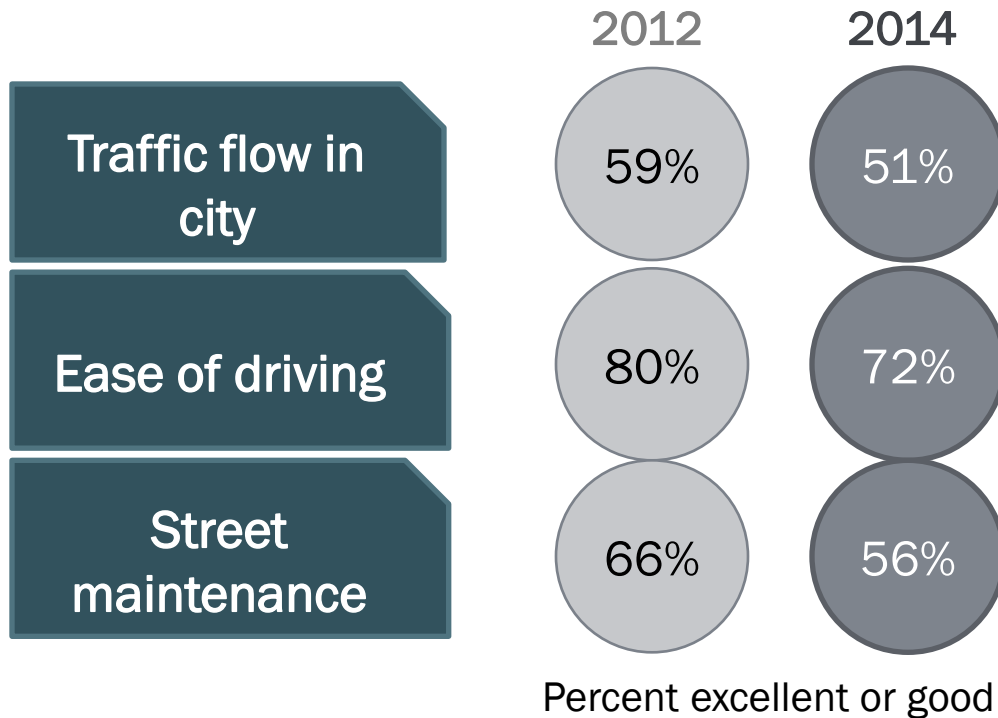


Ease of traveling by light rail

Ease of walking in the city



Traffic and street maintenance a priority



Most pressing issues facing Littleton in next two years:

Traffic in general

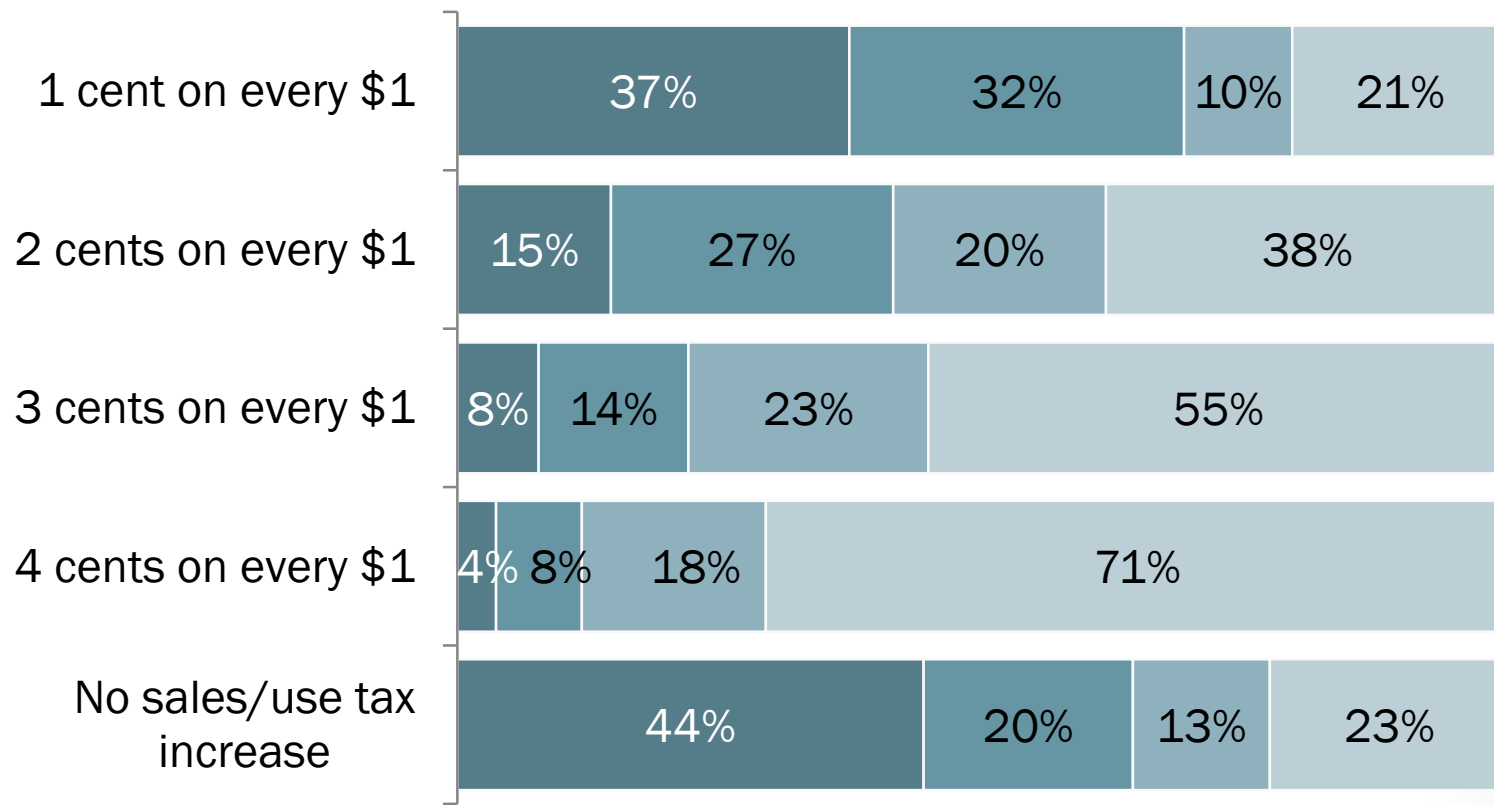
40%

Street maintenance

28%

Majority support 1 cent sales tax increase for street improvements

■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose



**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



Overall direction city is taking



Job the city government does at welcoming resident/business involvement



Attracting companies to locate in Littleton



Percent excellent 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

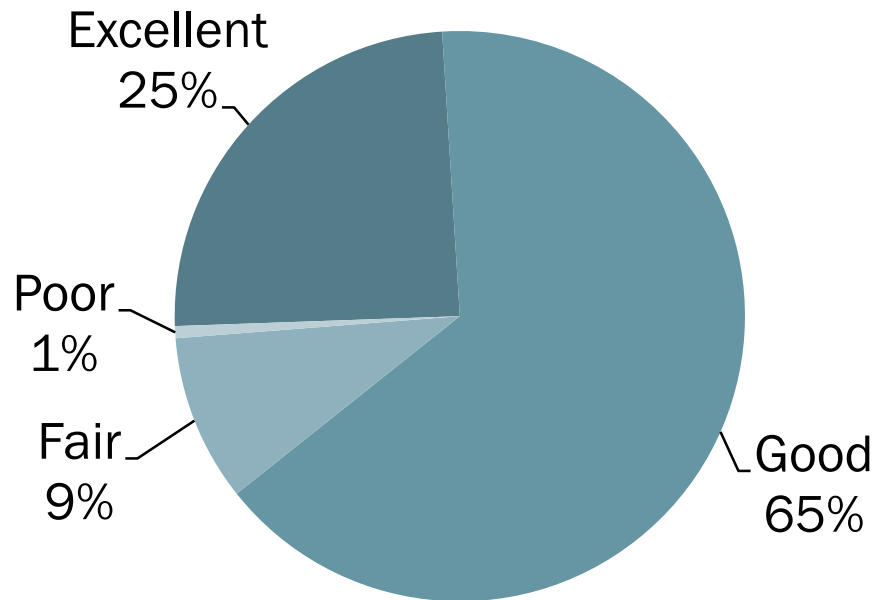
A city government that is run efficiently



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

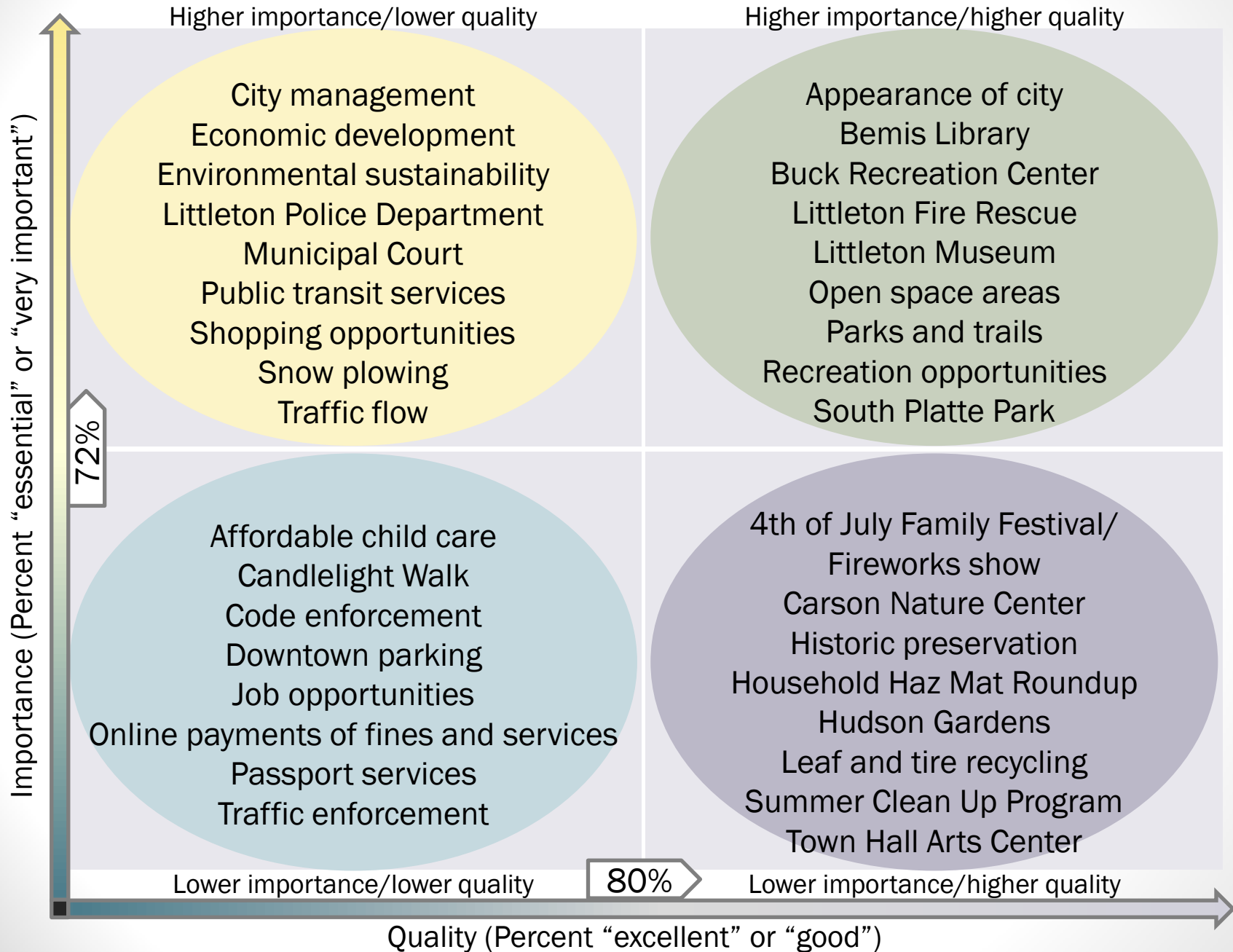
Overall quality of city services rated favorably

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

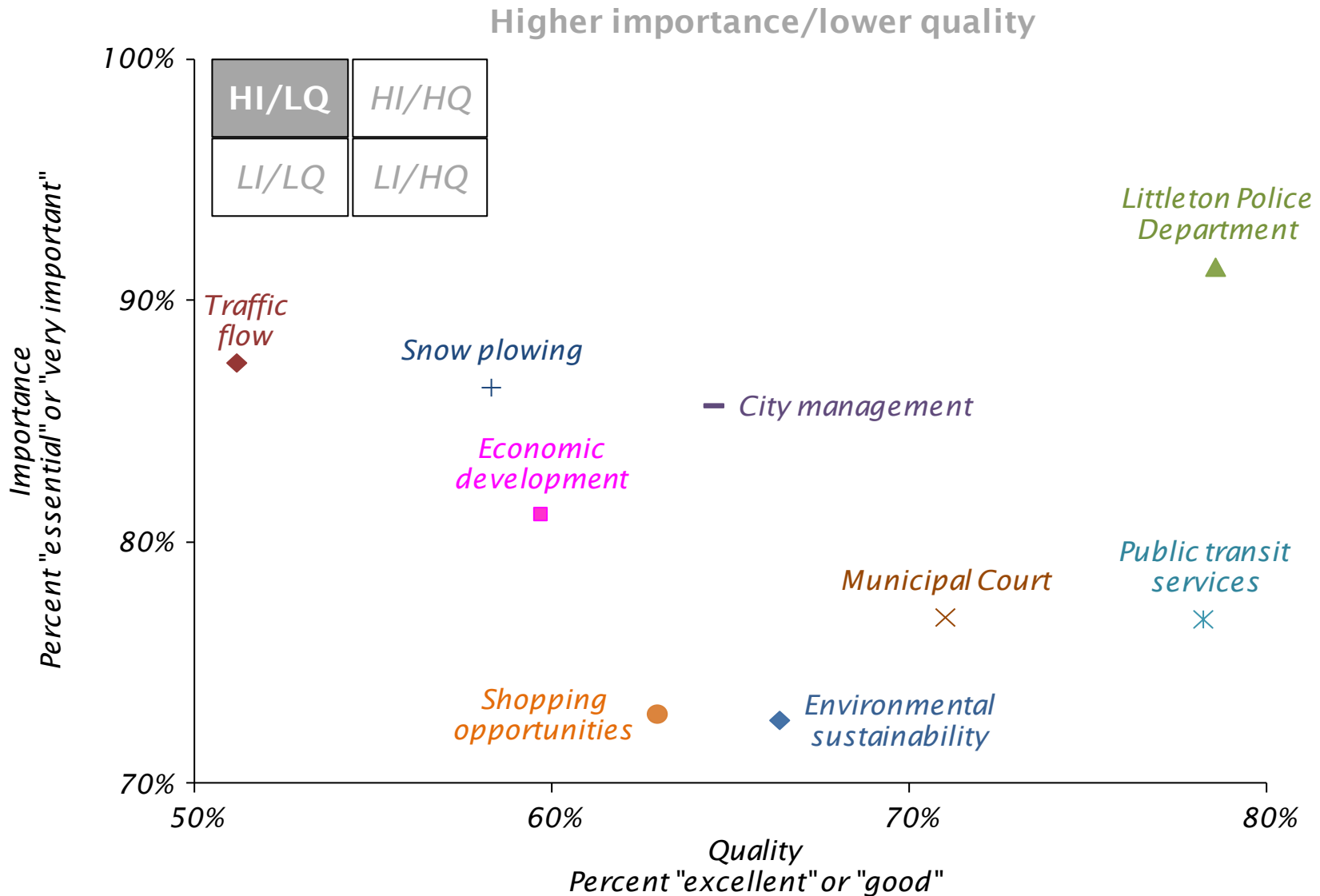


Much above national and Front Range benchmark

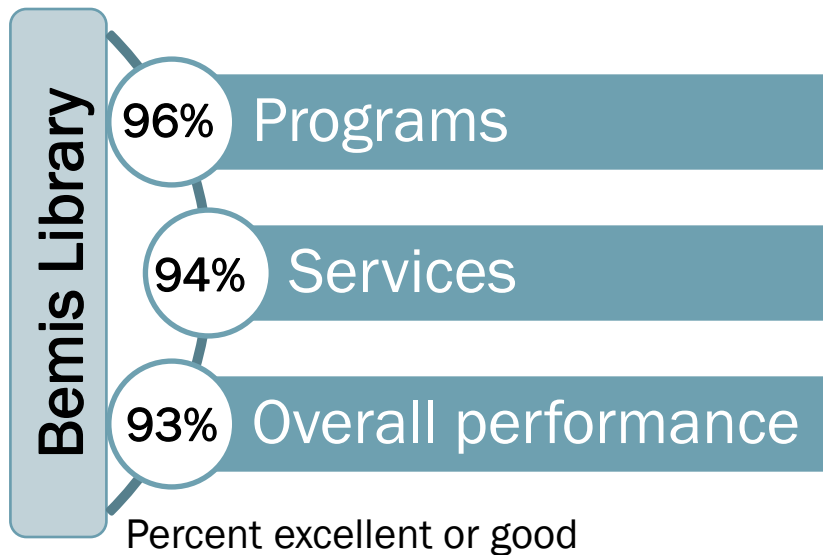
Balancing Quality and Importance



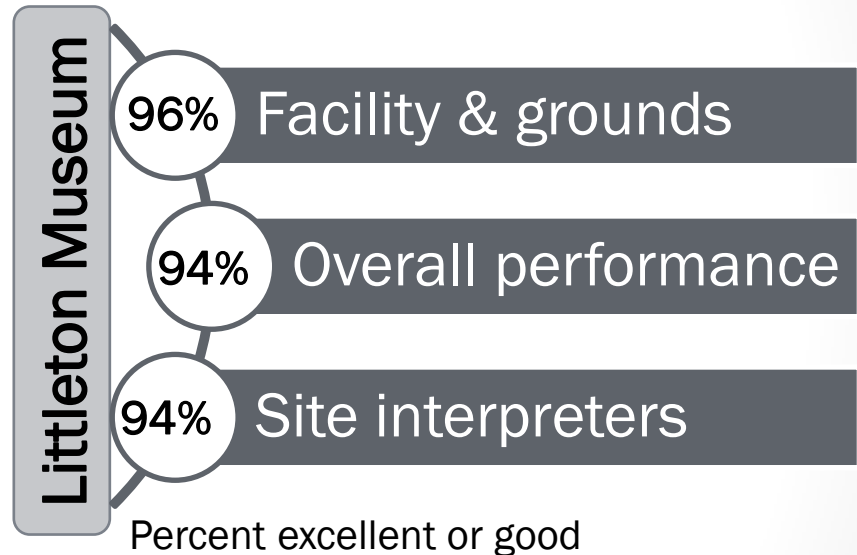
Services rated higher importance/ lower quality



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



29%-50% selected
“don’t know”



37%-65% selected
“don’t know”

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!

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