# Littleton, CO

## 2016 Resident Survey

**June 2016**

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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. The 2016 survey is the third of Littleton residents, which provides valuable 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 baseline survey was conducted in 2012.

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 procedure to select a respondent within the household, contacting potential respondents multiple times and weighting the data to reflect the demographics of adults in Littleton.

A representative selection of 3,000 residential addresses within the city boundaries was mailed the survey in April of 2016. Of the 3,000 surveys mailed, 112 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,888 households that received a survey, 699 completed the survey providing a response rate of 24%.

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 margin of error is no greater than plus or minus four percentage points around any given percent for all survey respondents (699 surveys).

## Survey Highlights

### Quality of life in the city remains high, with Littleton residents appreciating the city's location, safety and its neighborhoods.

- Ninety-five percent of residents rated their overall quality of life in Littleton as excellent or good, a rating that was similar to 2012 an 2014 and much higher than ratings given by residents in other communities nationally and in Colorado's Front Range.
- At least three-quarters of residents gave positive ratings to the other aspects of quality of life in Littleton, including the city as a place to live, as a place to raise children and neighborhood as a place to live. These ratings were similar to those provided in 2014 and tended to be much higher than the national and Front Range benchmark comparisons.
- As in previous survey years, the location, feelings of safety and neighborhoods were the most commonly mentioned reasons for living in Littleton in 2016.
- Residents' feelings of safety in Littleton continued to be positive, with nearly all agreeing with the statements "the city is a safe community" and "the city has a low crime rate." At least 9 in 10

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respondents reporting feeling very or somewhat safe in and around all areas of Littleton both during the day and at night.

## Survey respondents continue to voice concerns about traffic and street maintenance, although evaluations of transportation options were favorable.

- When asked to indicate the three most pressing issues facing the community in the next two years, the most frequently selected concerns were traffic in general (48% of respondents) and street maintenance (37%). The proportion of residents selecting both of these issues increased from 2014 to 2016 and continues to be a growing concern since 2012.
- Residents were asked the extent to which they agreed or disagreed that various statements described the city. As in prior survey years, residents voiced the least amount of agreement with the statement "traffic flows well on city streets" (about 7 in 10 strongly or somewhat agreed).
- Ways of getting around the City continue to receive positive assessments from residents. The Downtown Littleton light rail station, the Mineral Avenue light rail station, ease of traveling by light rail and ease of walking in the city received excellent or good ratings from at least 8 in 10 respondents, ratings that were stable from 2014 to 2016. Where comparisons were available, ratings for the various aspects of travel tended to be higher than the national and Front Range benchmarks.
- However, evaluations of street maintenance and traffic congestion have been declining since 2012, with a significant decrease in ratings of street maintenance observed between 2014 and 2016 (from 56% excellent or good in 2014 to 44% in 2016). This rating was similar to the national benchmark but lower than the Front Range.
- Although evaluations of traffic flow in Littleton remained stable from 2014 to 2016, it received ratings similar to the national average and lower than Front Range.
- Survey respondents were asked to evaluate the quality and importance of 31 city-provided services. An analysis was conducted using the quality and importance ratings to identify those services that were deemed more important but of lower quality by residents. As in previous survey iterations, in 2016 public transit services and traffic flow fell into the category of lower quality but higher importance. Services falling into this category are those to which attention should be given first to investigate any needed changes in service delivery, especially if ratings are declining over time or are lower when compared to the benchmarks.
- It is important to note that, with the amount of growth that has occurred in the Front Range over the last few years, many communities in the area are experiencing the growing pains associated with high growth. Traffic congestion, street maintenance and housing are issues many Front Range communities are dealing with, so discussions with other jurisdictions about how they are handling these issues might be a beneficial resource for Littleton.

## A majority of survey respondents think highly of most city-provided services and many feel positively about the city government's performance.

- More than 8 in 10 respondents in 2016 gave positive ratings to the overall quality of city services, ratings that were higher than the national benchmark and similar to other Front Range communities. However, this was a slight decline in ratings compared to 2012.
- At least half of residents gave positive reviews to 28 of the 31 individual city services, with the highest marks going to Littleton Fire Rescue, Hudson Gardens, Littleton Museum and parks and trails. Most ratings were stable over time and were higher than or similar to both sets of benchmarks. However, decreases between 2014 and 2016 were seen for Household Haz Mat Roundup, leaf and

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tire recycling and snow plowing; and when compared to the benchmarks, lower ratings were given by Littleton residents for snow plowing and Downtown parking compared to the nation and Front Range.

- When evaluating various aspects of government performance, the highest ratings were awarded to the direction the city is taking with respect to open space, trails and parks (85% excellent or good) and the quality of work provided by city employees (75%). These were the highest rated aspects in 2014 and 2012 and ratings were similar across the survey administrations. Assessments of the other aspects of government performance remained stable between 2014 and 2016 and of those that could be compared to the benchmarks, Littleton residents gave ratings that were similar or higher.

## In 2016, residents prioritize maintaining and improving city infrastructure, redeveloping aging shopping centers and reducing traffic congestion on city streets.

- When asked to indicate the importance of potential projects in Littleton over the next five to eight years, maintaining and improving the city's infrastructure, reducing traffic congestion on city streets and redeveloping aging shopping centers were deemed the most important.
- Traffic in general was selected as the most pressing issue facing the city in the next two years (48% selected this as one of the three most pressing issues). Aging or outdated commercial areas and business retention were the third and fourth most frequently identified as the most pressing issue facing Littleton in the next two years (29% and 22%, respectively).
- Economic development and traffic flow were two services or characteristics in Littleton that were deemed of higher importance but lower quality by survey respondents. Economic development was rated much higher than both benchmarks, while traffic flow was similar to the nation but lower than the Front Range. However, these areas were identified by residents as needing attention and as such, the City might wish to investigate any needed improvements or changes.
- When asked to indicate the level of effort that the city should apply to each of the seven city council goals and objectives, the goal of pursuing a balanced and sustainable local economy received the highest proportion of respondents saying more effort was needed (47%). About 4 in 10 felt more effort should be applied to the goal of developing and maintaining public infrastructure.
- Mirroring residents priorities for the city, when asked about their level of support for a three-quarters of a cent sales and use tax increase to support needed improvements to aging infrastructure, 37% of respondents indicated they would strongly support such an increase and 40% said they would somewhat support it. Less than one-quarter opposed this tax increase.
- In fact, when asked about varying amounts of a potential sales and use tax increase, 40% of residents said they would rather pay a one cent increase to complete more of the needed improvements sooner, while 29% felt the three-quarters of a cent increase was the right amount.

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# Background and Methods

## Survey Purpose

The City of Littleton contracted with National Research Center, Inc. (NRC) to conduct its third iteration of a community-wide resident survey, with the baseline survey administered in 2012. 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.

## Survey Methods

The 2016 survey was mailed to 3,000 randomly selected Littleton households in April, 2016. 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 2016 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 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, 112 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 699 residents completed a survey for a response rate of 24%. Typical response rates for general resident surveys range from 20% to 35%.

The survey results were weighted by respondent gender, age, tenure (rent or 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 E: Survey Methodology* and for a copy of the survey see *Appendix F: Survey Materials*.

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## 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 A: 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 of 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 four percentage points around any given percent reported for the entire sample (699 completed surveys).

## Comparing Survey Results by Respondent Subgroups

Selected survey results were compared to certain demographic characteristics of survey respondents as well as the city council district of residence, and are discussed throughout the body of the report. These crosstabulations are presented in tabular form in *Appendix D: 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 over Time

The 2016 survey was the third administration of the Littleton Resident Survey and the 2016 results are presented along with ratings from both the 2012 and 2014 surveys, when available. Differences between the 2016 and 2014 survey results can be considered "statistically significant" if they are six percentage points or more around any given percent. Trend data for Littleton represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions. An even clearer picture of resident opinion and priorities will emerge with subsequent survey administrations.

## Comparing Survey Results to Other Communities

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 600 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.

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Jurisdictions to which Littleton is compared can be found in *Appendix C: Detailed 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 C: Detailed Benchmark Comparisons*.

Where comparisons for quality ratings were available, the City of Littleton's results were generally noted as being "higher" the benchmark, "lower" 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 higher"). 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 three points on the 100-point scale); "higher" or "lower" if the difference between Littleton's rating and the benchmark is greater than the margin of error (greater than three points but less than six points); and "much higher" or "much lower" if the difference between Littleton's rating and the benchmark is more than twice the margin of error (six points or greater). Comparison 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.

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# Resident Survey Results

## Quality of Life and Community

Similar to 2012 and 2014, the 2016 Littleton Resident Survey measured a number of aspects of quality of life and the community in general. Reasons for living in the community as well as the most pressing issues facing Littleton in the next two years were assessed.

### Aspects of Quality of Life

In 2016, almost all survey respondents gave positive reviews to their overall quality of life in Littleton, with 48% saying it was excellent and 47% saying it was good. Five percent of respondents felt it was fair and none of the respondents said it was poor (see Figure 1: Overall Quality of Life, 2016 on the following page). This rating was similar to ratings given in 2014 (see

Figure 2: Overall Quality of Life Compared by Year on the following page). When compared to other communities across the nation and in the Front Range, Littleton residents gave ratings to the overall quality of life that were much higher (see *Appendix C: Detailed Benchmark Comparisons*).

Select survey results were compared by respondent characteristics and council district of residence. Residents who had lived in the community 10 years or less, owned their home or made more than $25,000 annually were more likely to give positive ratings to the overall quality of life in Littleton (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). No differences were observed by city council district.

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**Figure 1: Overall Quality of Life, 2016**

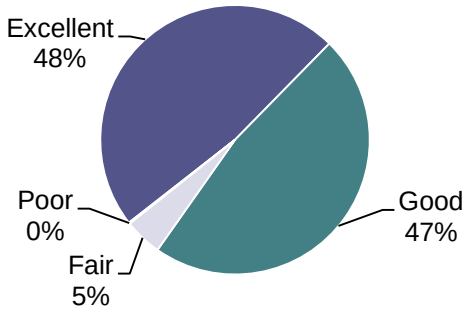
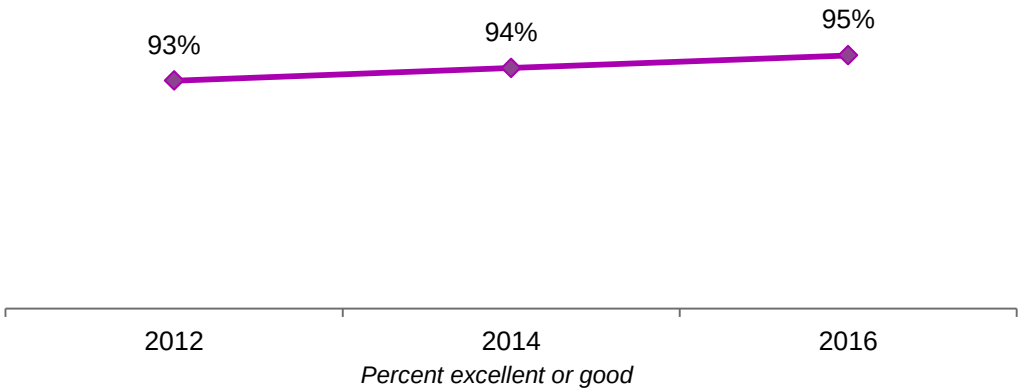



**Figure 2: Overall Quality of Life Compared by Year**

Please rate the overall quality of life in Littleton:

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At least three-quarters of residents gave positive ratings to the other aspects of quality of life in Littleton, including the city as a place to live (97% excellent or good), as a place to raise children (95%) and neighborhood as a place to live (89%). Evaluations remained stable over time and were generally much higher than ratings given by residents in other communities across the U.S. and in the Front Range (*Appendix C: Detailed Benchmark Comparisons*).

At least 20% of respondents selected "don't know" when evaluating the city as a place to retire and work (see *Appendix A: Responses to Survey Questions* for a full set of responses, including "don't know").

When these ratings were compared by respondent characteristics and council district of residence, in general, respondents who owned their home and those who had an annual income of more than $100,000 were more likely to rate aspects of quality of life excellent or good as did residents living in Districts 1, 3 and 4. Additionally, residents over the age of 35 gave higher ratings to Littleton as a place to live, their neighborhood as a place to live, and Littleton as a place to work than respondents ages 18-34 (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

**Figure 3: Ratings of Community Quality Compared by Year**

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

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## Living in Littleton

The survey asked residents to indicate their reasons for living in Littleton. Overall, the relative order of the reasons selected remained the same from 2014 to 2016, with the most frequently mentioned reasons including liking the location in general (80%), feeling safe (64%) and liking their neighborhood (58%). Around four in 10 or fewer respondents selected the other options as reasons why they lived in Littleton. Three percent of respondents wrote in some "other" reason for living in Littleton. These verbatim responses can be found in *Appendix B: Verbatim Responses to Open-ended Survey Questions*. The proportion of respondents selecting each reason for living in the community was similar over time.

**Figure 4: Reasons for Living in Littleton Compared by Year**

| What are your reasons for living in Littleton? (Please select all that apply.) | 2016 | 2014 | 2012 |
|---|---|---|---|
| I like the location in general | 80% | 78% | 78% |
| I feel safe here | 64% | 65% | 61% |
| I like my neighborhood | 58% | 62% | 58% |
| I have friends and family in the area | 43% | 38% | 42% |
| Sense of community | 34% | 33% | 31% |
| Cost of living is affordable | 26% | 30% | 30% |
| I like the school my children attend | 25% | 29% | 27% |
| Housing and rental rates are affordable | 19% | 21% | 20% |
| I've always lived here | 16% | 17% | 15% |
| I like living in a college town | 5% | 4% | 3% |
| Attending school in Littleton | 3% | 0% | 0% |
| Close to light rail | 2% | 2% | NA |
| Proximity to work/work here | 2% | 2% | NA |
| Other | 3% | 6% | 11% |

*"Close to light rail", "close to work/work here" and "attending school in Littleton" were not response options included on the survey but were written in as an "other" reason by a number of respondents so new response categories were created.*
*Total may exceed 100% as respondents could choose more than one answer.*

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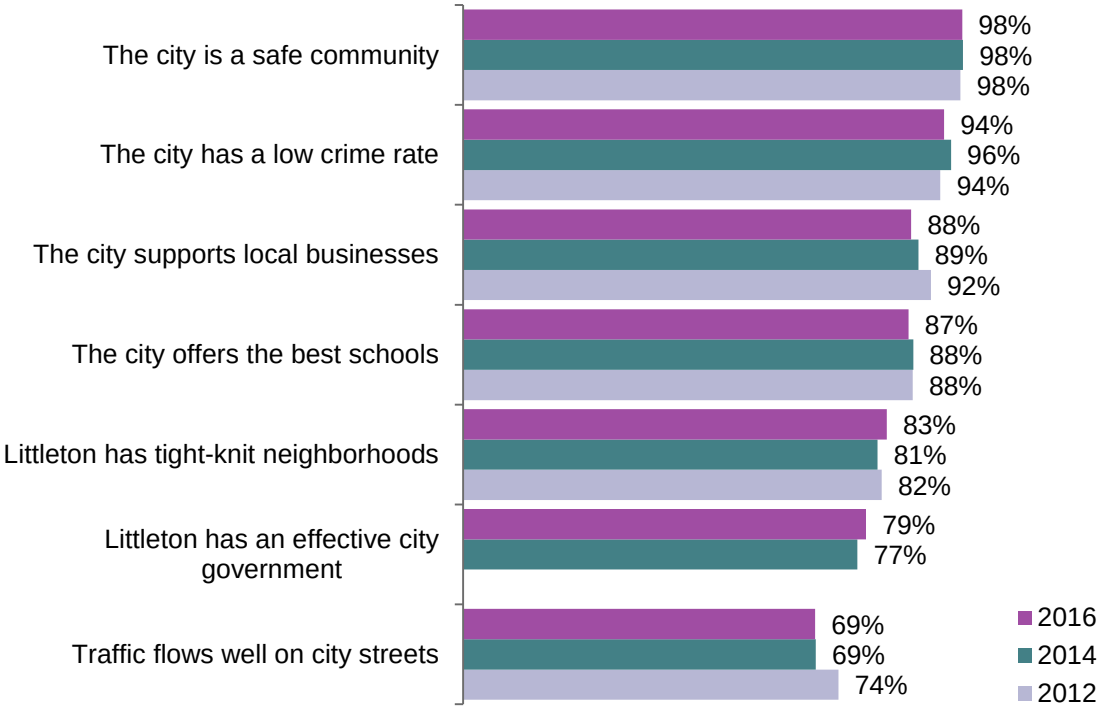
## Community Attributes

Littleton residents were provided seven different statements that potentially described the community and asked the extent to which they agreed or disagreed with each. At least 7 in 10 respondents agreed with each statement. Almost all respondents agreed that the city is a safe community and has a low crime rate (98% and 94% strongly or somewhat agree, respectively). Levels of agreement with all statements remained the same between 2014 and 2016.

Roughly a quarter of respondents selected "don't know" when assessing their level of agreement with the statements "the city offers the best schools" and "Littleton has an effective city government." A full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.

**Figure 5: Community Characteristics Compared by Year**

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




*Percent strongly or somewhat agree*

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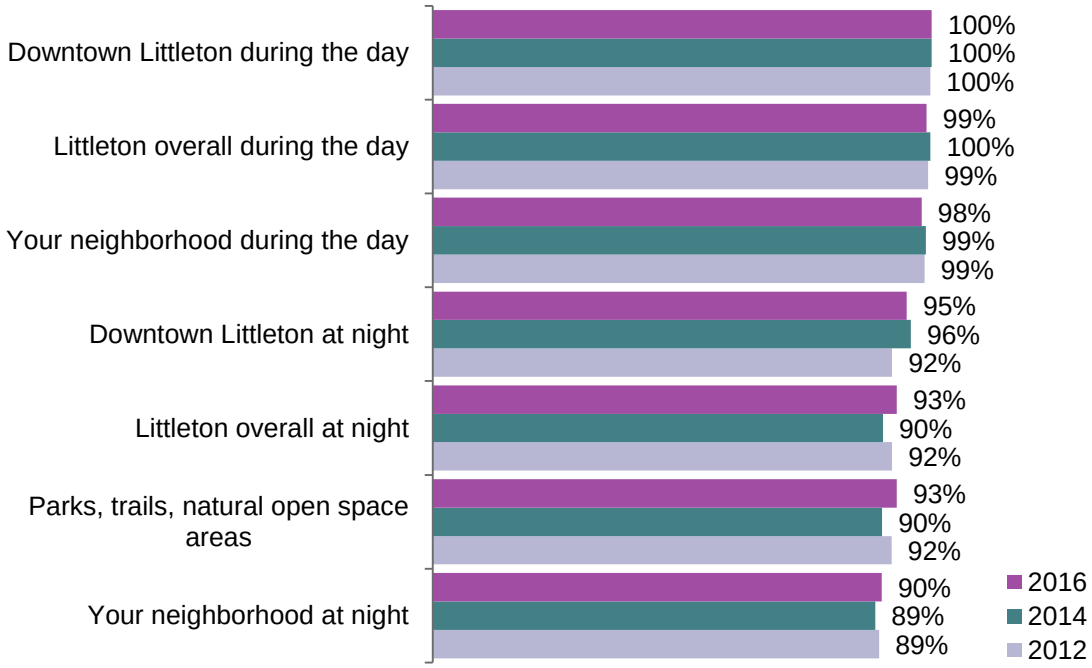
## Safety in Littleton

As previously mentioned and observed in 2012 and 2014, residents agree that Littleton is a safe community with little crime. These perspectives echoed respondents' ratings of safety in and around the city. In all three survey years, all or nearly all respondents indicated they felt safe in Downtown Littleton, in Littleton overall and in their neighborhood during the day. Nine in 10 residents felt at least somewhat safe in Downtown Littleton at night, Littleton overall at night, in parks, trails and natural open space areas and in their neighborhood at night. Evaluations of safety remained stable from 2014 to 2016.

Where comparisons were available to other communities across the country and in the Front Range, overall, Littleton residents gave safety ratings that were higher or much higher than the benchmarks (see *Appendix C: Detailed Benchmark Comparisons*).

**Figure 6: Ratings of Safety in Littleton Compared by Year**

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




*Percent very or somewhat safe*

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## Most Pressing Issues Facing the City

Survey respondents identified the traffic in general (48%), street maintenance (37%), aging or outdated commercial areas (29%) and business retention (22%) as the most pressing issues facing Littleton over the next two years. A higher proportion of residents selected traffic as the most pressing issue in 2016 compared to 2014; a pattern which has been documented since 2012. Street maintenance also saw an increase in 2016 in the number of residents selecting it as the most pressing issue (37% in 2016 from 28% in 2014) as did open space (19% from 11%). However, during that same time timeframe, business retention went down (22% in 2016 compared to 29% in 2014) as did job growth (19% from 29%) as some of the most pressing issues facing Littleton. Assessments of the other potential issues remained stable over time. Seven percent of respondents wrote in an "other" issue (see *Appendix B: Verbatim Responses to Open-ended Survey Questions*).

**Figure 7: Most Pressing Issues in Littleton Compared by Year**

| Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years. | 2016 | 2014 | 2012 |
|---|---|---|---|
| Traffic in general | 48% | 40% | 29% |
| Street maintenance | 37% | 28% | 23% |
| Aging or outdated commercial areas | 29% | 31% | NA |
| Business retention | 22% | 29% | 29% |
| Job growth | 19% | 29% | 33% |
| Open space | 19% | 11% | 15% |
| Business attraction | 19% | 22% | 26% |
| Traffic light synchronization | 16% | 13% | 15% |
| Alternative energy sources | 12% | 13% | 16% |
| Neighborhoods | 11% | 12% | 14% |
| Crime reduction | 11% | 9% | 13% |
| Leisure activities | 7% | 5% | 5% |
| Trails | 6% | 9% | 6% |
| Maintenance of city properties and buildings | 6% | 6% | 7% |
| Affordable housing/cost of living | 3% | NA | NA |
| Community image | 3% | 7% | 6% |
| Population growth | 1% | NA | NA |
| Parking (especially downtown) | 1% | 1% | NA |
| Trash/recycling | 1% | NA | NA |
| Other | 7% | 8% | 6% |

*"Parking (especially downtown)", "affordable housing/cost of living", "population growth" and "trash/recycling were not response options included on the survey but were written in as "other" reasons by a number of respondents so new response categories were created.*
*Total may exceed 100% as respondents could choose up to three responses.*

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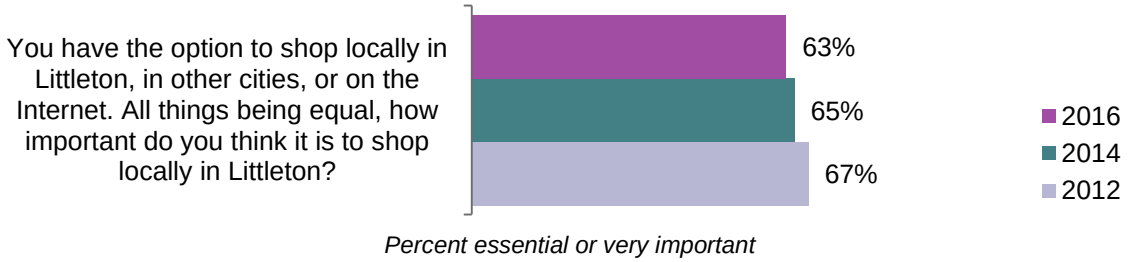
## Promoting the Community

One way local government planning decisions and resource allocation can be guided is by determining residents' priorities. A couple survey questions asked residents their preferences for shopping in the community and for the local government to promote the community as a place to do business and spend money.

Less than two-thirds of survey respondents felt that it was important to shop locally in Littleton and about three-quarters said it was essential or very important for the city to promote itself as a location for business, shopping, recreation and entertainment. Ratings given in 2016 were similar to those given in 2014.

When compared by respondent characteristics, residents under the age of 55 were more likely to feel that promoting Littleton was essential or very important than those who were older (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Ratings of importance were similar when compared across council districts.

**Figure 8: Importance of Shopping in Littleton Compared by Year**




*Percent essential or very important*

**Figure 9: Importance of Marketing Littleton Compared by Year**

*Percent essential or very important*

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# City Services

Service delivery is a key function of any local government and enhances residents' quality of life. Several survey questions gauged resident satisfaction with and the importance of a variety of city services, including transportation, the Bemis Library and the Littleton Museum.

## Overall Quality of Services

Around four in five residents felt the overall quality of services in Littleton was excellent or good. Fourteen percent said the overall quality of services was fair and only 2% said it was poor. Respondents' ratings of overall quality of services when compared over time declined slightly from 90% excellent or good in 2012 and 2014 to 84% in 2016. When compared to the national benchmark, Littleton residents gave evaluations that were higher. Littleton's rating for the overall quality of services was similar to other Front Range jurisdictions (see *Appendix C: Detailed Benchmark Comparisons*).

Littleton residents tended to rate the overall quality of services provided by the city similarly, regardless of demographics or the council district in which they reside (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

**Figure 10: Overall Service Quality, 2016**

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

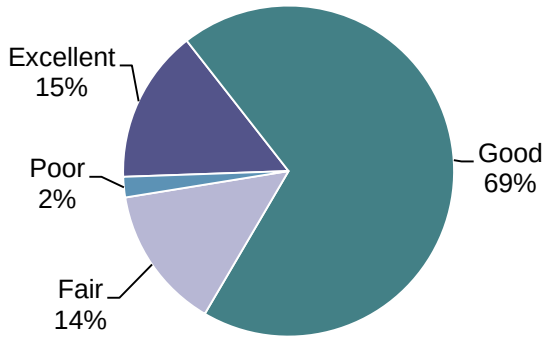
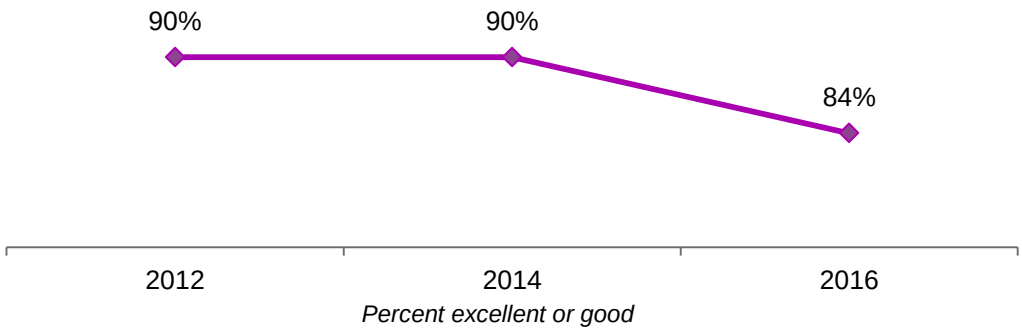



**Figure 11: Overall Service Quality Compared by Year**

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## City Service Quality and Importance

Survey respondents were asked to evaluate the quality and importance of 31 services provided by the City of Littleton. Overall, a majority of respondents gave favorable ratings to the quality of most services. The most positive quality ratings were awarded to: Littleton Fire Rescue (97% excellent or good), Hudson Gardens (92%), the Littleton Museum (92%), parks and trails (92%), Bemis Library (91%) and 4th of July Family Festival/Fireworks show (90%). Less than half of respondents gave excellent or good reviews to traffic flow (46%), job opportunities (38%) and Downtown parking (31%, see Figure 12: Quality of Services Provided by Littleton Compared by Year on the following page).

Compared to 2014, most service ratings in 2016 were similar. However, increases were observed for the quality of the 4th of July Family Festival/Fireworks show, Littleton Police Department, Candlelight Walk and shopping opportunities, while decreases were seen in ratings for Household Haz Mat Roundup, leaf and tire recycling, and snow plowing.

Where comparisons were available to other communities across the nation and in the Front Range, Littleton residents generally provided ratings that were higher than or similar to benchmark ratings. However, lower ratings were given by Littleton residents for snow plowing and Downtown parking compared to the nation and Front Range and to traffic flow when compared to the Front Range (see *Appendix C: Detailed Benchmark Comparisons).*

For 19 of the 31 services, between 20% and 65% of respondents selected "don't know" when rating the quality of the services. (The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions.*)

Comparing quality ratings of city services by resident demographic characteristics and council district, residents who had lived in Littleton less than 10 years or who rented their home tended to give higher ratings to many of the city services than those with a longer tenure or who owned their home. Additionally, females or those who were Hispanic and/or other race tended to give higher quality ratings to a number of city services than their counterparts. Where differences were significant, Littleton residents who lived in council district 4 were less likely to give favorable ratings of city services than respondents living in other districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

Prepared by National Research Center, Inc.

## Figure 12: Quality of Services Provided by Littleton Compared by Year

| Please rate the quality of each of the following in Littleton: (Percent excellent or good) | 2016 | 2014 | 2012 |
|---|---|---|---|
| Littleton Fire Rescue | 97% | 92% | 91% |
| Hudson Gardens | 92% | 90% | 90% |
| Littleton Museum | 92% | 92% | 89% |
| Parks and trails | 92% | 91% | 91% |
| Bemis Library | 91% | 90% | 89% |
| 4th of July Family Festival/Fireworks show | 90% | 84% | 82% |
| Appearance of city | 89% | 90% | 89% |
| Littleton Police Department | 89% | 79% | 84% |
| Buck Recreation Center | 89% | 89% | 91% |
| South Platte Park | 88% | 91% | 90% |
| Carson Nature Center | 87% | 88% | 86% |
| Candlelight Walk | 85% | 77% | 85% |
| Historic preservation | 83% | 82% | 84% |
| Recreation opportunities | 83% | 83% | 81% |
| Town Hall Arts Center | 82% | 83% | 83% |
| Open space areas | 81% | 83% | 85% |
| Municipal Court | 76% | 71% | 75% |
| Online payments of fines and services | 75% | 71% | 75% |
| Public transit services | 74% | 78% | 74% |
| Traffic enforcement | 71% | 70% | 74% |
| Shopping opportunities | 71% | 63% | 64% |
| Household Haz Mat Roundup | 71% | 80% | 76% |
| Leaf and tire recycling | 70% | 83% | 77% |
| City management | 67% | 65% | NA |
| Environmental sustainability | 66% | 66% | 67% |
| Economic development | 62% | 60% | 58% |
| Code enforcement | 62% | 63% | 66% |
| Snow plowing | 50% | 58% | 50% |
| Traffic flow | 46% | 51% | 59% |
| Job opportunities | 38% | 38% | 34% |
| Downtown parking | 31% | 36% | 37% |

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When assessing the importance of the same 31 services, a majority of residents felt most of the city-provided services were essential or very important. Safety-related services (police and fire) were deemed the most important by nine in 10 respondents, followed by traffic flow (88%) and appearance of the city (88%). Online payments of fines and services and the Candlelight Walk were among the less important services; about half rated these as essential or very important.

At least one-quarter of respondents selected "don't know" when evaluating the importance of seven of the 31 city services (see *Appendix A: Responses to Survey Questions*.)

Importance ratings of almost all of the services tended to stay the same across survey administrations. The one exception was leaf and tire recycling which was rated less important in 2016 compared to 2014.

**Figure 13: Importance of Services Provided by Littleton Compared by Year**

| Please rate how important, if at all, each is to you. (Percent essential or very important) | 2016 | 2014 | 2012 |
|---|---|---|---|
| Littleton Police Department | 96% | 91% | 95% |
| Littleton Fire Rescue | 96% | 92% | 96% |
| Traffic flow | 88% | 87% | 85% |
| Appearance of city | 88% | 88% | 90% |
| Parks and trails | 86% | 86% | 83% |
| Snow plowing | 85% | 86% | 86% |
| Public transit services | 80% | 77% | 77% |
| Open space areas | 79% | 80% | 76% |
| Bemis Library | 79% | 82% | 82% |
| Recreation opportunities | 78% | 81% | 75% |
| Environmental sustainability | 78% | 73% | 75% |
| Economic development | 77% | 81% | 82% |
| South Platte Park | 74% | 78% | 73% |
| Buck Recreation Center | 74% | 77% | 75% |
| Municipal Court | 72% | 77% | 71% |
| Traffic enforcement | 70% | 69% | 75% |
| Job opportunities | 70% | 67% | 74% |
| Hudson Gardens | 70% | 67% | 63% |
| Shopping opportunities | 69% | 73% | 68% |
| Code enforcement | 69% | 66% | 69% |
| Littleton Museum | 69% | 72% | 67% |
| Historic preservation | 69% | 65% | 62% |
| Carson Nature Center | 68% | 66% | 62% |
| Downtown parking | 67% | 68% | 63% |
| Household Haz Mat Roundup | 66% | 69% | 72% |
| Town Hall Arts Center | 61% | 56% | 57% |
| 4th of July Family Festival/Fireworks show | 60% | 58% | 57% |
| Leaf and tire recycling | 59% | 66% | 71% |
| Online payments of fines and services | 56% | 53% | 52% |
| Candlelight Walk | 49% | 51% | 47% |

Prepared by National Research Center, Inc.

## 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 14 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 14 on page 20. The four figures that follow Figure 14 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 15) represent potential areas of improvement for the city. In 2016, these included: city management, snow plowing, traffic flow, public transit services, open space areas, environmental sustainability and economic development (similar to what was seen in 2014). Snow plowing was rated below the national and Front Range benchmarks, while traffic flow was rated similar to the nation and below the Front Range. These two services might be areas city officials first wish to target.

Higher importance and higher quality services (Figure 16: Services Rated Higher in Importance and Higher in Quality) include: Littleton Police Department, Littleton Fire Rescue, appearance of city, parks and trails, Bemis Library, recreation opportunities, South Platte Park and Buck Recreation Center.

Lower importance and lower quality services (Figure 17: Services Rated Lower in Importance and Lower in Quality) include: Municipal Court, shopping opportunities, traffic enforcement, online payments of fines and services, Household Haz Mat Roundup, code enforcement, job opportunities, Downtown parking and leaf and tire recycling.

Lower importance and higher quality services (Figure 18: Services Rated Lower in Importance and Higher in Quality) include: Historic preservation, Carson Nature Center, Hudson Gardens, Littleton Museum, Town Hall Arts Center, 4th of July Festival/Fireworks show and the Candlelight Walk.

Prepared by National Research Center, Inc.

**Figure 14: Comparison of Quality and Importance Ratings**

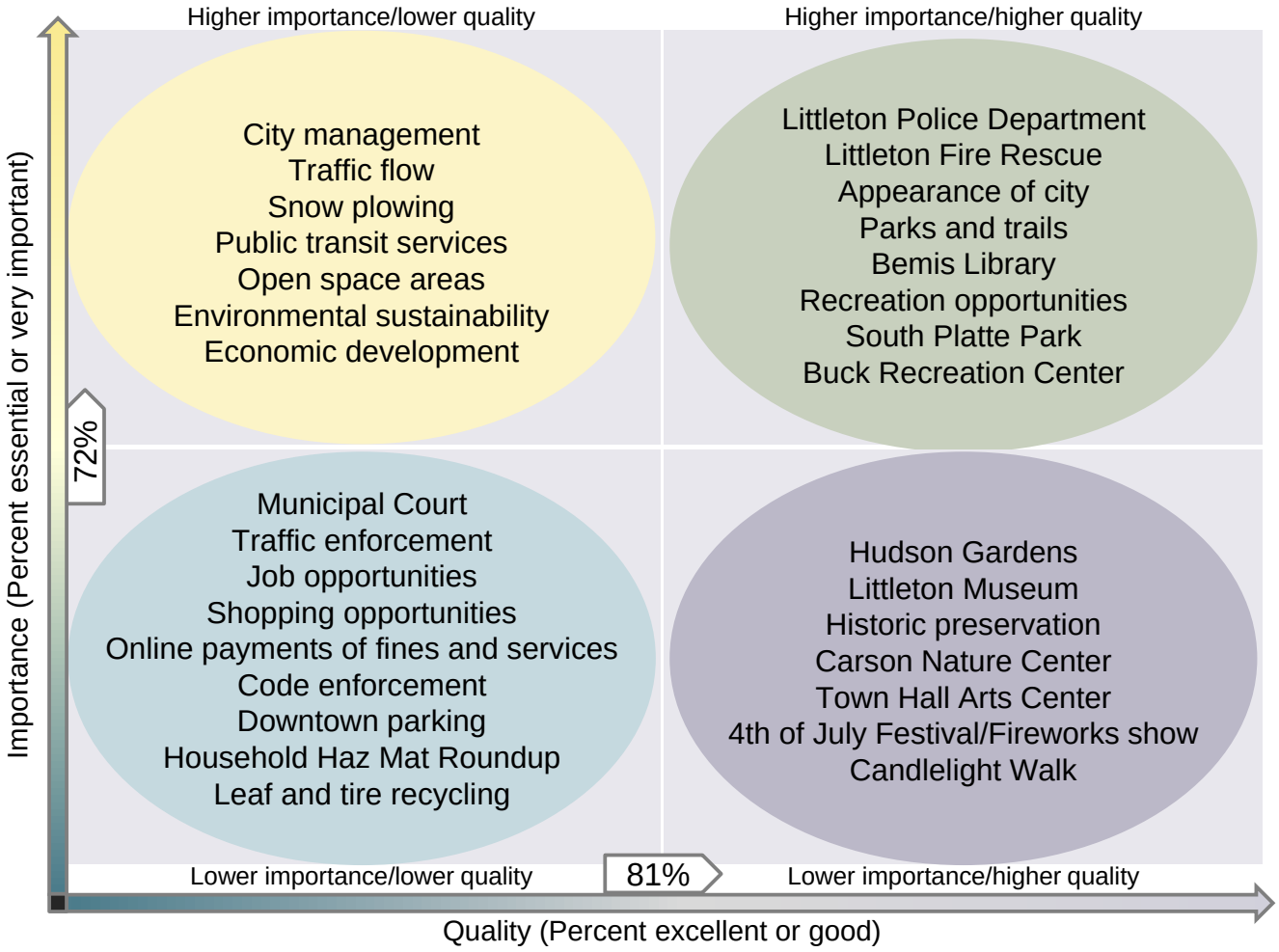


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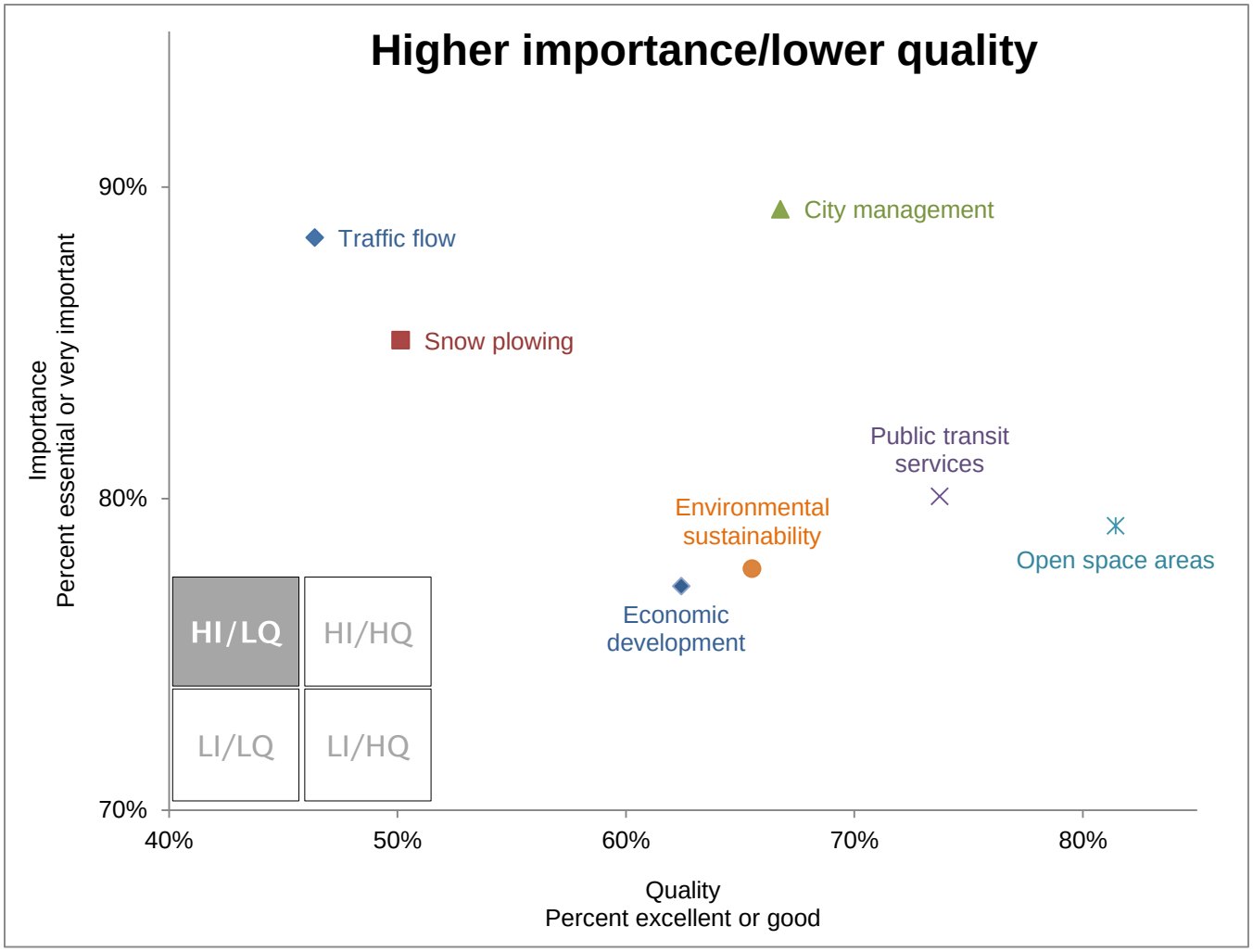
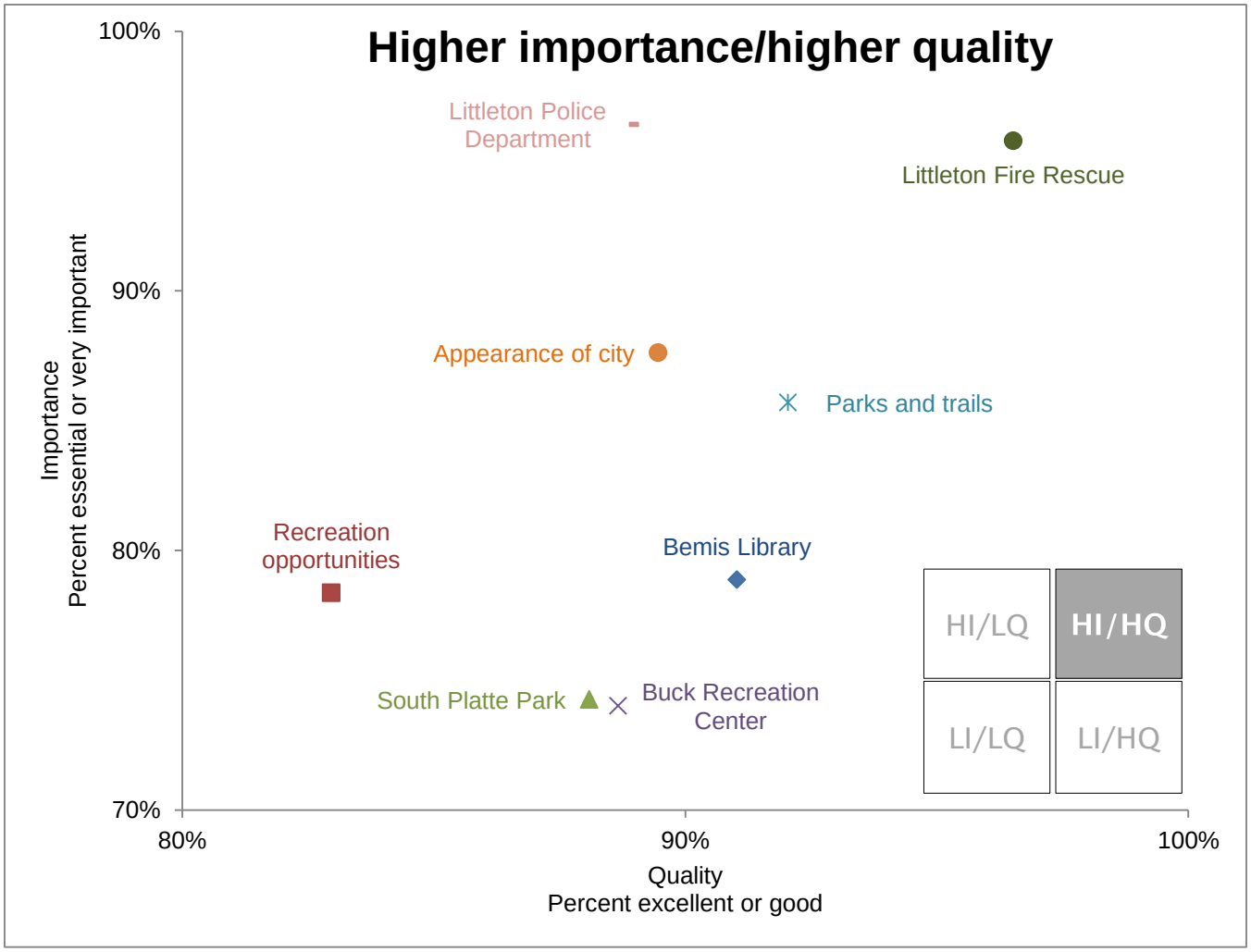
**Figure 15: Services Rated Higher in Importance and Lower in Quality**



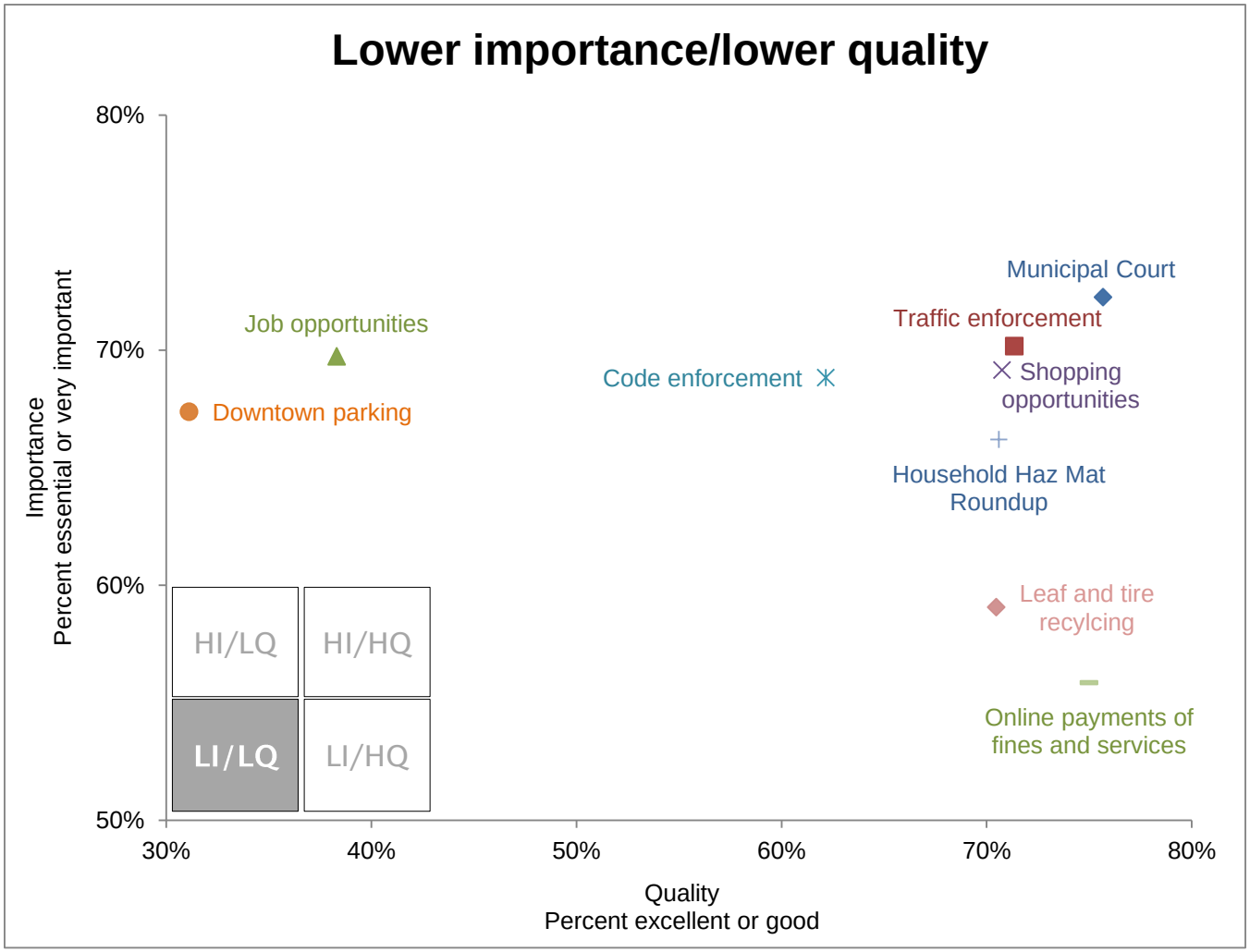

Prepared by National Research Center, Inc.

**Figure 16: Services Rated Higher in Importance and Higher in Quality**



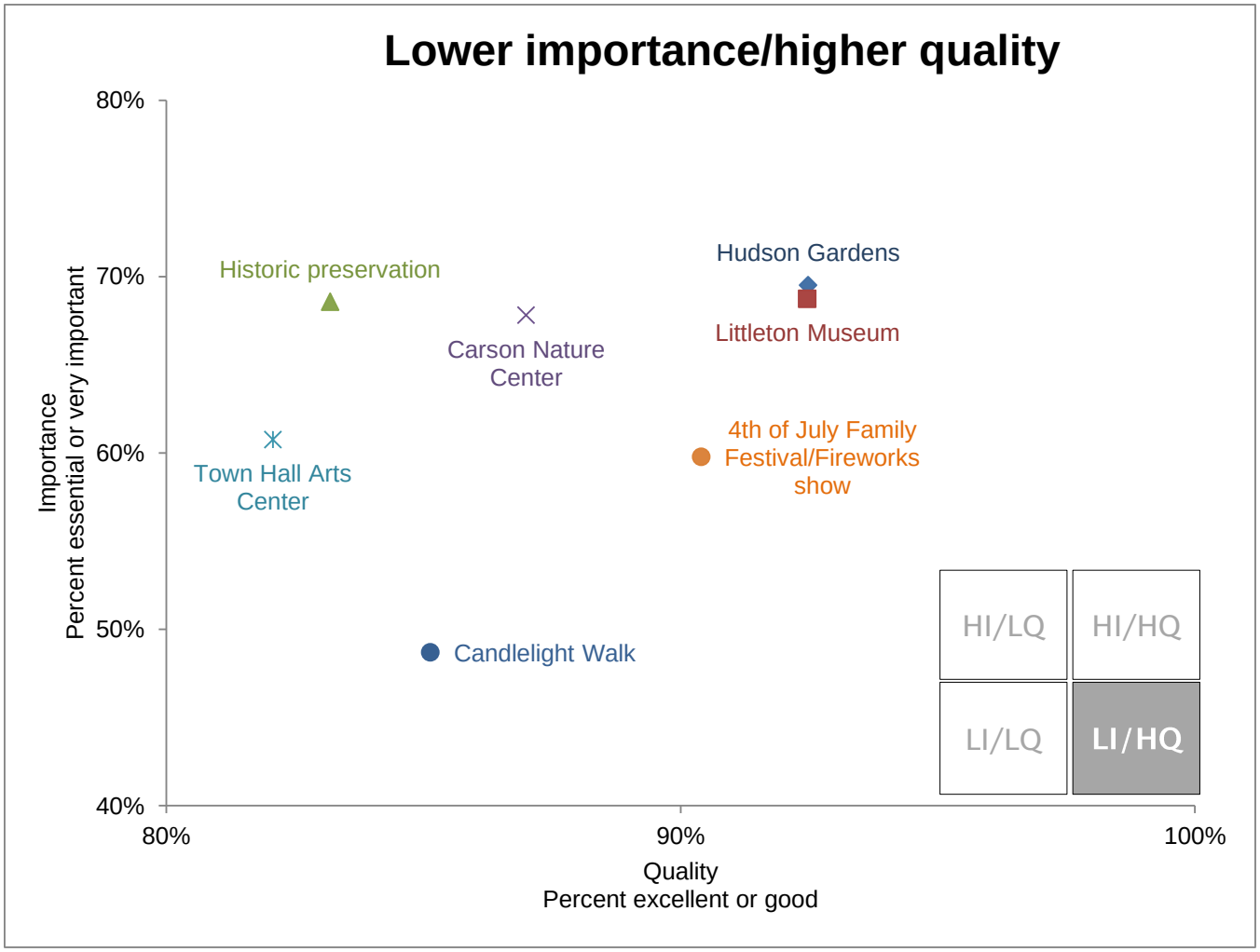

Prepared by National Research Center, Inc.

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




Prepared by National Research Center, Inc.

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

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## Transportation in Littleton

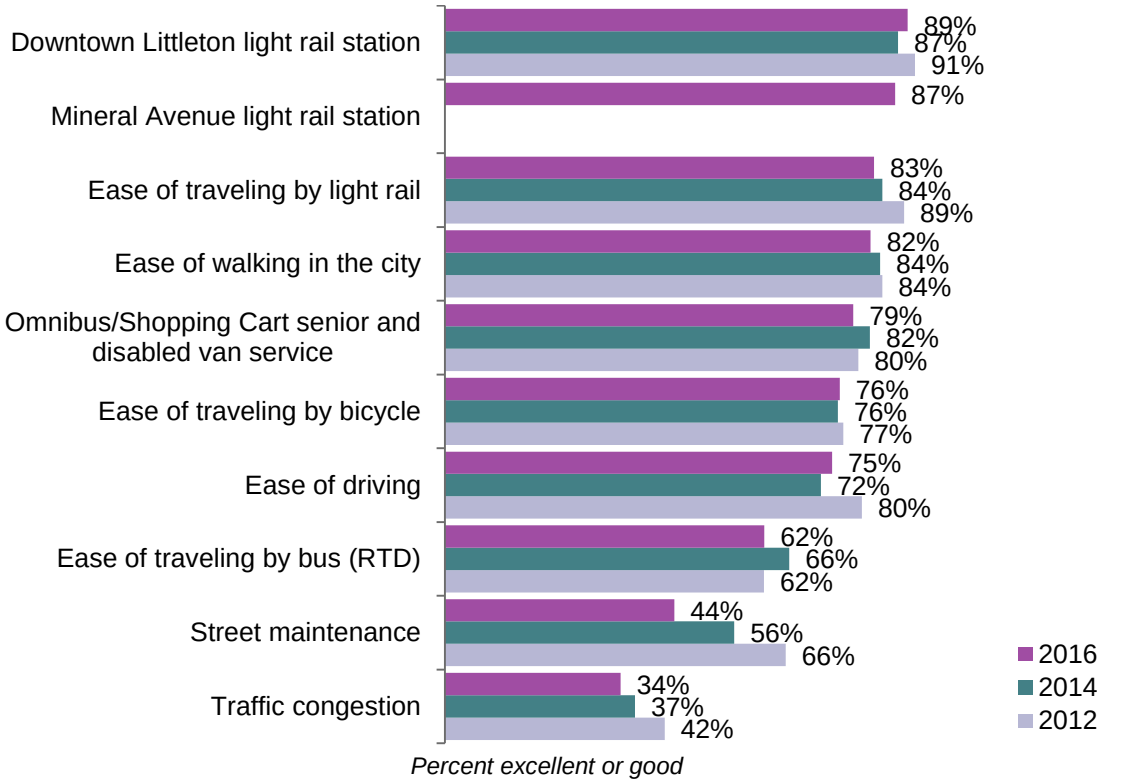
The quality of 10 aspects of transportation and travel was assessed on the survey. Downtown Littleton and Mineral Avenue light rail stations and the ease of traveling by light rail received the highest quality ratings in 2016; at least 8 in 10 respondents gave excellent or good ratings to these two aspects of transportation. This was similar to what was seen in 2014 and 2012. (However, it should be noted that these items were asked as a single question on the previous surveys. Comparison to previous years has been made to the "Downtown Littleton light rail station" item in 2016.) Most other ratings related to transportation were stable between 2014 and 2016. The one aspect of transportation and travel that saw a decline in ratings from 2014 to 2016 was street maintenance (56% in 2014 down to 44% in 2016), which has been in a downward trend since 2012.

When evaluating ease of travel by bus (RTD), ease of travel by bicycle, Omnibus/Shopping cart senior, disabled van service and the Mineral Avenue light rail station, more than 20% of respondents answered "don't know." The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.

The six aspects of transportation and travel in Littleton that could be compared to the national and Front Range benchmarks generally were rated higher or similar. However, street maintenance in Littleton compared to the Front Range benchmark was rated lower (see *Appendix C: Detailed Benchmark Comparisons*).

**Figure 19: Ratings of Transportation Compared by Year**

Please rate the following areas of transportation in Littleton.




*Prior to 2016, "Downtown Littleton light rail station" and "Mineral Avenue light rail station" were worded as a single item on the survey, "Littleton light rail stations (Downtown and Mineral Avenue)".*

Prepared by National Research Center, Inc.

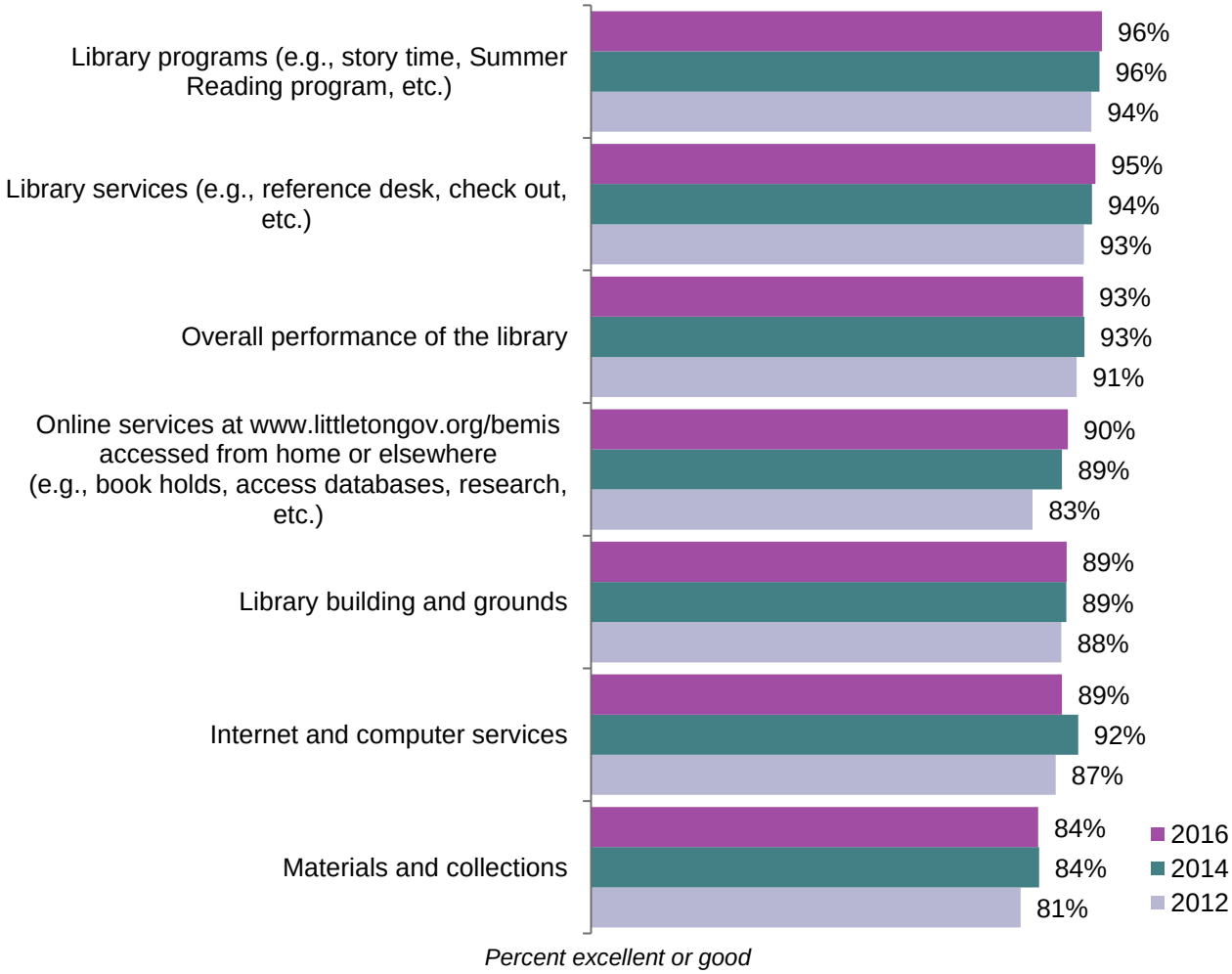
## Bemis Public Library

Respondents were asked to evaluate seven aspects of the Bemis Public library and its services. Between one-third and one-half of respondents selected "don't know" when rating aspects of the library (see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know"). Of the respondents who had an opinion, at least 8 in 10 or more gave positive reviews to each library service. The overall performance of the Bemis Library received excellent or good ratings from 93% of residents, while library programs were given favorable ratings by 96% of respondents. Ratings for aspects of the Bemis Public Library generally remained stable between survey years.

Of the three aspects of the library and its services that could be compared to the national benchmarks, two were rated higher (library programs and materials and collections) and one (library services) received ratings similar to those given in other communities (see *Appendix C: Detailed Benchmark Comparisons*). Front Range comparisons were not available.

**Figure 20: Ratings of Bemis Public Library Compared by Year**

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

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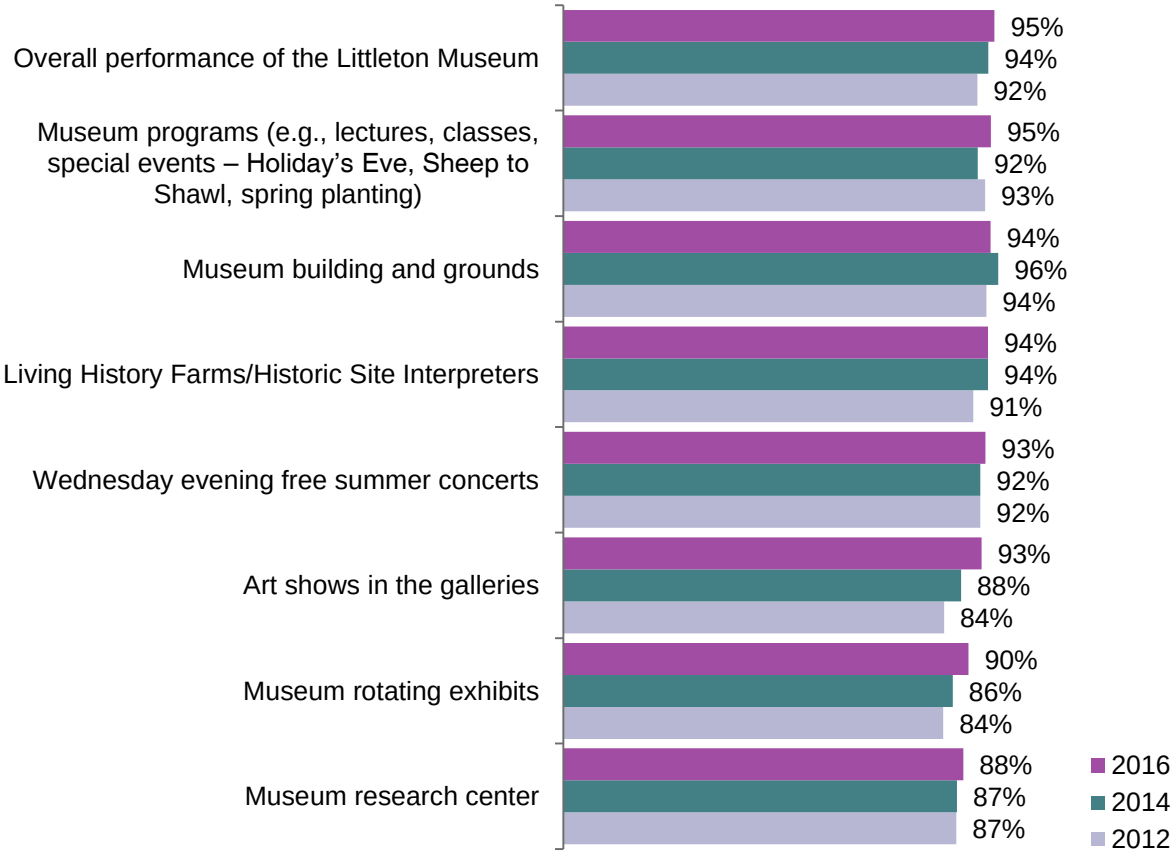
## Littleton Museum

The quality of various services and programs provided at the Littleton Museum also was measured and ratings were positive. (Between one-third and two-thirds of respondents selected "don't know" when rating each aspect of the museum; see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know.") Of those who had an opinion, almost all gave positive evaluations to the overall performance of the Littleton Museum and a similar proportion of respondents favorably rated Museum programs (95% excellent or good), the building and grounds (94%), Living History Farms/Historic Site Interpreters (94%), Wednesday evening free summer concerts (93%) and art shows in the galleries (93%). Compared to 2014, assessments of the museum and its services were similar in 2016.

**Figure 21: Ratings of Littleton Museum Compared by Year**

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




*Percent excellent or good*

Prepared by National Research Center, Inc.

# City Government

Several questions on the 2016 survey gauged resident opinions of the City of Littleton government's performance as well as resident priorities for the city council's goals and objectives. Learning whether residents' priorities for the community align with community leaders will help influence the overall direction the city is taking.

## Government Performance

Seventeen aspects of city government performance were evaluated by survey respondents. About one in five to around half of residents selected "don't know" when assessing each aspect (see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know"). Of those who had an opinion, at least half of respondents gave favorable ratings to most aspects of government performance. As in both 2012 and 2014, in 2016 the direction the city is taking with respect to open space, trails and parks (85% excellent or good) and the quality of work provided by city employees (75%) received the most positive scores. Two-thirds of respondents felt that the overall direction the city is taking was excellent or good, a rating similar to 2014 and 2012. Overall, ratings for Littleton's government performance remained stable between 2014 and 2016.

Six of the 17 government performance ratings could be compared to the national benchmark. Evaluations of the Littleton government generally were higher than or similar to the national average. Of the three aspects of city government performance that could be compared to the Front Range, one was rated higher than the Front Range (the job the city does at welcoming citizen involvement) and two were similar (the value for property taxes paid and the overall direction the city is taking; see *Appendix C: Detailed Benchmark Comparisons* for more information on the comparisons, including the number of communities to which Littleton was compared and Littleton's rank).

A few differences were observed when comparing government performance ratings by respondent demographics. Overall, long-term residents (those who lived in Littleton longer than 10 years) and those who owned their own homes were more likely to give lower ratings to the various categories of Littleton government performance than residents who had lived in the city for a shorter period and rented their places of residence. Younger individuals (ages 18-34) were more likely to give excellent and good ratings for the overall direction the city is taking and opportunities to participate in city government decisions than were older residents. One difference emerged when comparing council district; residents living in District 2 were more likely to give excellent or good ratings to opportunities to participate in city government decisions than residents in the other three districts (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

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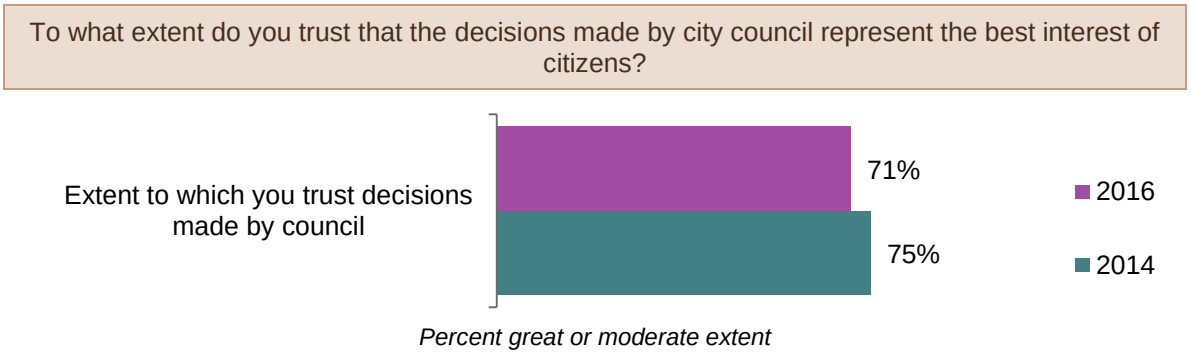
**Figure 22: Littleton Government Performance Compared by Year**

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | 2016 | 2014 | 2012 |
|---|---|---|---|
| The direction the city is taking with respect to open space, trails and parks | 85% | 86% | 85% |
| The quality of work provided by City of Littleton employees | 75% | 77% | 78% |
| The overall direction the city is taking | 68% | 66% | 69% |
| The job the city government does at welcoming citizen involvement | 64% | 61% | 62% |
| Holding public meetings about city plans | 61% | 63% | 72% |
| The value of services for the property taxes paid to Littleton | 60% | 57% | 61% |
| The city manager's management of city operations | 59% | 57% | 69% |
| A city government that is run efficiently | 59% | 56% | 65% |
| Providing information about city plans and programs | 58% | 57% | 62% |
| Attracting companies to locate in Littleton | 55% | 51% | 52% |
| Spending local tax dollars wisely | 55% | 53% | 59% |
| Running Littleton's local government in the best interest of residents | 54% | 54% | 61% |
| Littleton's government as an example of how best to provide services | 53% | 53% | 64% |
| Opportunities to participate in city government decisions | 51% | 50% | 60% |
| Being transparent and accountable to the public | 48% | 50% | 58% |
| Responding to citizen complaints and concerns | 44% | 48% | 57% |
| Littleton's elected officials' consideration of what people like me think | 43% | 43% | 56% |

The survey asked respondents for the first time in 2014 and again in 2016, the extent to which they trust that decisions made by city council represent the best interest of citizens. As in 2014, roughly three-quarters of residents in 2016 felt that city council decisions represent the best interest of citizens to a great or moderate extent.

When comparing the extent to which residents trust the decisions made by city council to represent the best interests of citizens, those who lived in Littleton for 10 years or less, renters, the youngest respondents (18 to 34), females and Hispanics were more likely to say they trusted council decisions to a great or moderate extent than did their counterparts (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

**Figure 23: Council Decisions Represent Best Interest of Citizens Compared by Year**

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## Prioritizing City Council Goals and Objectives

As in prior survey years, the 2016 survey asked residents to indicate the level of effort that the city should apply to each of the seven city council goals and objectives. Generally, respondents were more likely to feel that the same amount or more effort should be applied to each goal than less effort, with a majority stating the same amount of effort should be applied for most goals. Residents were most likely to feel more effort should be given to the goals of pursuing a balanced and sustainable local economy, promoting environmental sustainability and developing and maintaining public infrastructure. Overall, these evaluations remained stable between survey administrations. However, in 2016 compared to 2014, more residents felt the same level of effort should be applied to assuring a financially sound city government, while fewer felt more effort should be applied. Additionally, a higher proportion of respondents in 2016 than in 2014 felt that the same level of effort should be given to providing a safe community to live, work and play.

At least one in five respondents selected "don't know" when determining the amount of effort that should be applied to the council goals of assuring a financially sound city government and promoting environmental sustainability (see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know").

**Figure 24: Resident Priorities for Council Goals Compared by Year**

| 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. | | 2016 | 2014 | 2012 |
|---|---|---|---|---|
| Pursue a Balanced and Sustainable Local Economy | More effort | 47% | 49% | 48% |
| | Same effort | 49% | 47% | 47% |
| | Less effort | 4% | 3% | 5% |
| | Total | 100% | 100% | 100% |
| Promote Environmental Sustainability | More effort | 43% | 39% | 39% |
| | Same effort | 47% | 49% | 51% |
| | Less effort | 11% | 12% | 10% |
| | Total | 100% | 100% | 100% |
| Develop and Maintain the Public Infrastructure | More effort | 43% | 41% | 38% |
| | Same effort | 56% | 56% | 57% |
| | Less effort | 1% | 2% | 4% |
| | Total | 100% | 100% | 100% |
| Foster Community Involvement, Communication and Trust | More effort | 42% | 46% | 35% |
| | Same effort | 54% | 52% | 57% |
| | Less effort | 4% | 2% | 8% |
| | Total | 100% | 100% | 100% |
| Assure a Financially Sound City Government | More effort | 38% | 47% | 43% |
| | Same effort | 59% | 52% | 55% |
| | Less effort | 3% | 2% | 2% |
| | Total | 100% | 100% | 100% |
| Provide a Safe Community to Live, Work and Play | More effort | 36% | 40% | 33% |
| | Same effort | 63% | 57% | 65% |
| | Less effort | 1% | 3% | 2% |
| | Total | 100% | 100% | 100% |
| Preserve and Cultivate a Quality Community | More effort | 33% | 35% | 31% |
| | Same effort | 64% | 62% | 58% |
| | Less effort | 3% | 3% | 11% |
| | Total | 100% | 100% | 100% |

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# Community Planning and Prioritization

A few survey questions were devoted to assessing the importance of potential projects in Littleton and a possible sales and use tax increase to help fund street improvements and other capital projects.

## Potential Projects in Littleton

Littleton residents were asked to think about the next five to eight years and rate the importance of 10 potential projects in Littleton. They then were asked to select the one, most important project out of the 10. A couple of new items were added to the list in 2016 and a few were removed or modified. One new potential project on the 2016 survey, maintaining and improving city infrastructure, was by far the top priority for residents, with almost 9 in 10 respondents saying it was essential or very important. About two-thirds of respondents felt that expanding programs for youth (67%) and redeveloping aging shopping centers (65%) were priorities for the city in the next five to eight years. Six in 10 residents deemed as important priorities reducing traffic congestion (63%), partnering strategically and financially with the private sector in development (61%) and expanding programs for seniors (61%).

Several changes occurred with respect to the importance of each potential project between the 2014 and 2016 surveys. More residents in 2016 than in 2014 felt expanding programs for youth and immigrants was important as was reducing traffic congestion on city streets. Meanwhile, fewer respondents felt that redeveloping older neighborhoods and redeveloping aging shopping centers was important, with both trending down since 2014 (see Figure 25: Potential Projects in Littleton Compared by Year on the following page).

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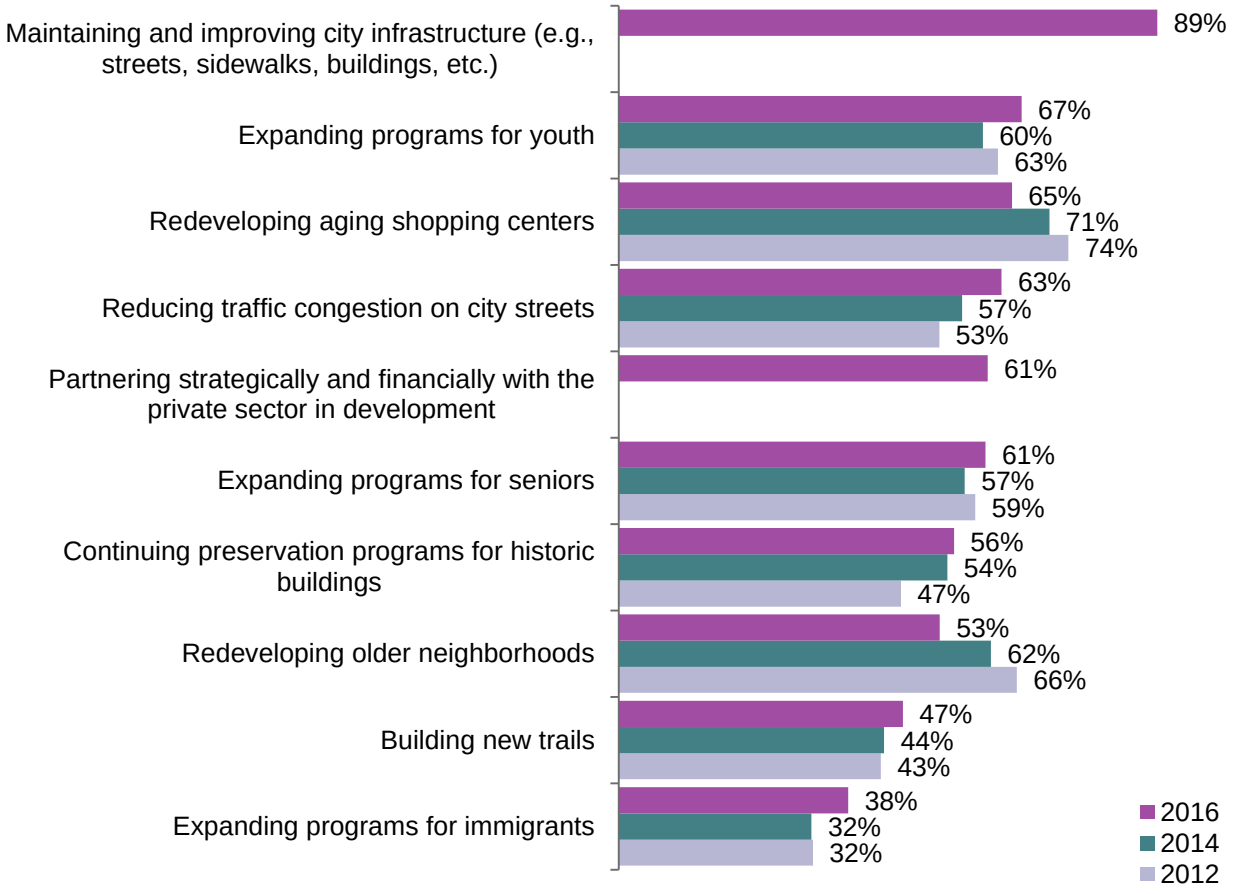
**Figure 25: Potential Projects in Littleton Compared by Year**

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton?




*Percent essential or very important*

*"Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)" was new to the 2016 survey. "Redeveloping aging shopping centers" was "taking an active role in redevelopment of aging shopping centers" in 2014 and "redeveloping older neighborhoods" was "taking an active role in redevelopment of older neighborhoods." Additionally, "partnering strategically and financially with the private sector in development" was different enough from the 2014 survey question wording that comparisons could not be made.*

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When asked to select the potential project that was the most important compared to all others, respondents to the 2016 survey most frequently selected maintaining and improving city infrastructure (35% selected this as the most important future project), This potential project was new to the 2016 survey. Broadly speaking, selections for most important project were similar in 2016 compared to 2014 (reducing traffic congestion and redeveloping aging shopping centers were among the top priorities in 2014 and 2016 and expanding programs for immigrants was selected least frequently in both years). However, it is important to note that differences over time might be attributed to a change in response options, including the addition of "maintaining and improving city infrastructure," the removal of items and changes in question wording between survey iterations.

**Figure 26: Most Important Potential Project Compared by Year**

| Check the ONE circle for the item you think is the most important future project for Littleton | 2016 | 2014 | 2012 |
|---|---|---|---|
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 35% | NA | NA |
| Reducing traffic congestion on city streets | 18% | 23% | 18% |
| Redeveloping aging shopping centers | 12% | 27% | 27% |
| Partnering strategically and financially with the private sector in development | 9% | NA | NA |
| Redeveloping older neighborhoods | 8% | 18% | 18% |
| Expanding programs for youth | 5% | 12% | 19% |
| Continuing preservation programs for historic buildings | 5% | 5% | 1% |
| Expanding programs for seniors | 4% | 5% | 7% |
| Building new trails | 3% | 6% | 6% |
| Expanding programs for immigrants | 2% | 4% | 3% |

*"Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)" was new to the 2016 survey. "Redeveloping aging shopping centers" was "taking an active role in redevelopment of aging shopping centers" in 2014 and "redeveloping older neighborhoods" was "taking an active role in redevelopment of older neighborhoods." Additionally, "partnering strategically and financially with the private sector in development" was different enough from the 2014 survey question wording that comparisons could not be made.*

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## Level of Support for Taxes

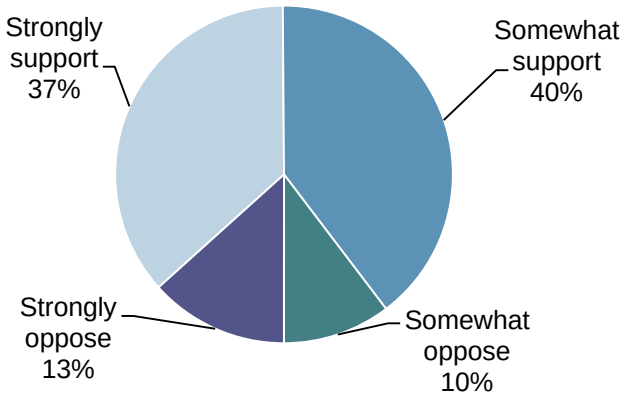
Several new questions on the 2016 survey asked residents about their levels of support for a sales and use tax increase, the preferred amount of that increase and levels of support of a lodging tax.

The first question asked residents whether they supported or opposed a three-quarters of a cent sales and use tax increase to fund improvements to aging infrastructure. A vast majority of residents (77%) either somewhat or strongly supported the sales and use tax increase, while around a quarter or less somewhat or strongly opposed the tax. Respondents were more than three times as likely to strongly support this tax as they were to strongly oppose it.

Comparisons of the support for the sales and use tax increase by demographic comparisons of respondents revealed that the level of support for the tax increase tended to rise as the level of household incomes increased (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). No significant differences were noted when support for the tax was compared by council district.

**Figure 27: Sales and Use Tax Support for Needed Improvements, 2016**

The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidwalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase?

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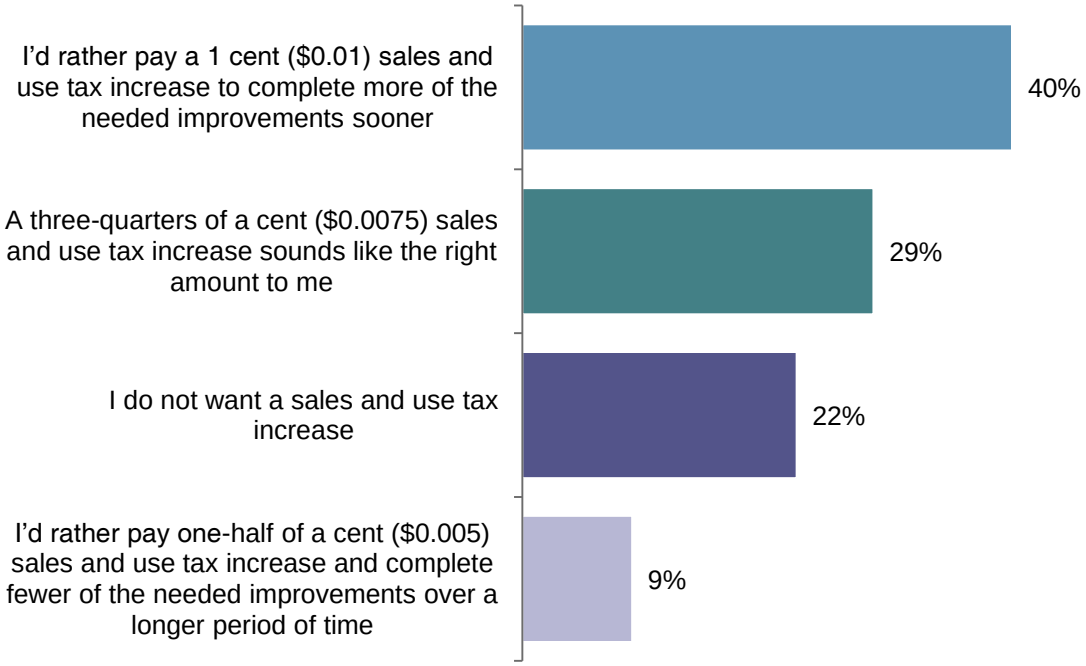
The 2016 survey also included a new question assessing respondents' preference for differing sales and use tax amounts to determine how quickly improvements could be made. Four in 10 respondents preferred paying a higher sales and use tax of one cent to complete more of the needed improvements sooner and around one-third stated that the originally suggested three-quarters of a cent sales and use tax increase sounded like the right amount. Twenty-two percent said they did not want a sales and use tax increase at all, which aligned with the original question of support of the tax (23% strongly or somewhat opposed the three-quarters cent tax), and only around 10% of respondents preferred the lower amount of a one-half of a cent increase.

**Figure 28: Preferences for Sales and Use Tax Amounts, 2016**

A three-quarters of a cent sales and use tax increase will generate approximately $7.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion?

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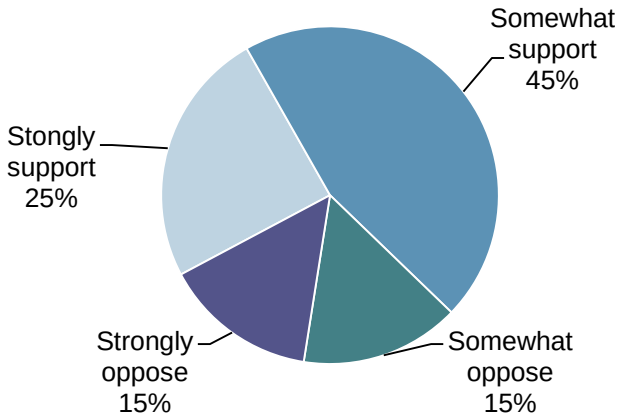
A third tax question was added on the 2016 survey asking residents to what extent they supported a lodging tax that hotel room visitors would pay, the money from which would go towards tourism, marketing and overall promotion of Littleton. Around 7 in 10 respondents stated that they somewhat or strongly supported the lodging tax, while about one-third opposed it.

Respondents who had lived in Littleton for less than 10 years were more inclined to support the lodging tax than those who had a longer tenure in the city. Furthermore, residents living in council district 1 were more supportive of the lodging tax than those living in the other three Districts (see Appendix D: Comparisons of Select Survey Results by Respondent Subgroups).

**Figure 29: Level of Support for Lodging Tax, 2016**

To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton?



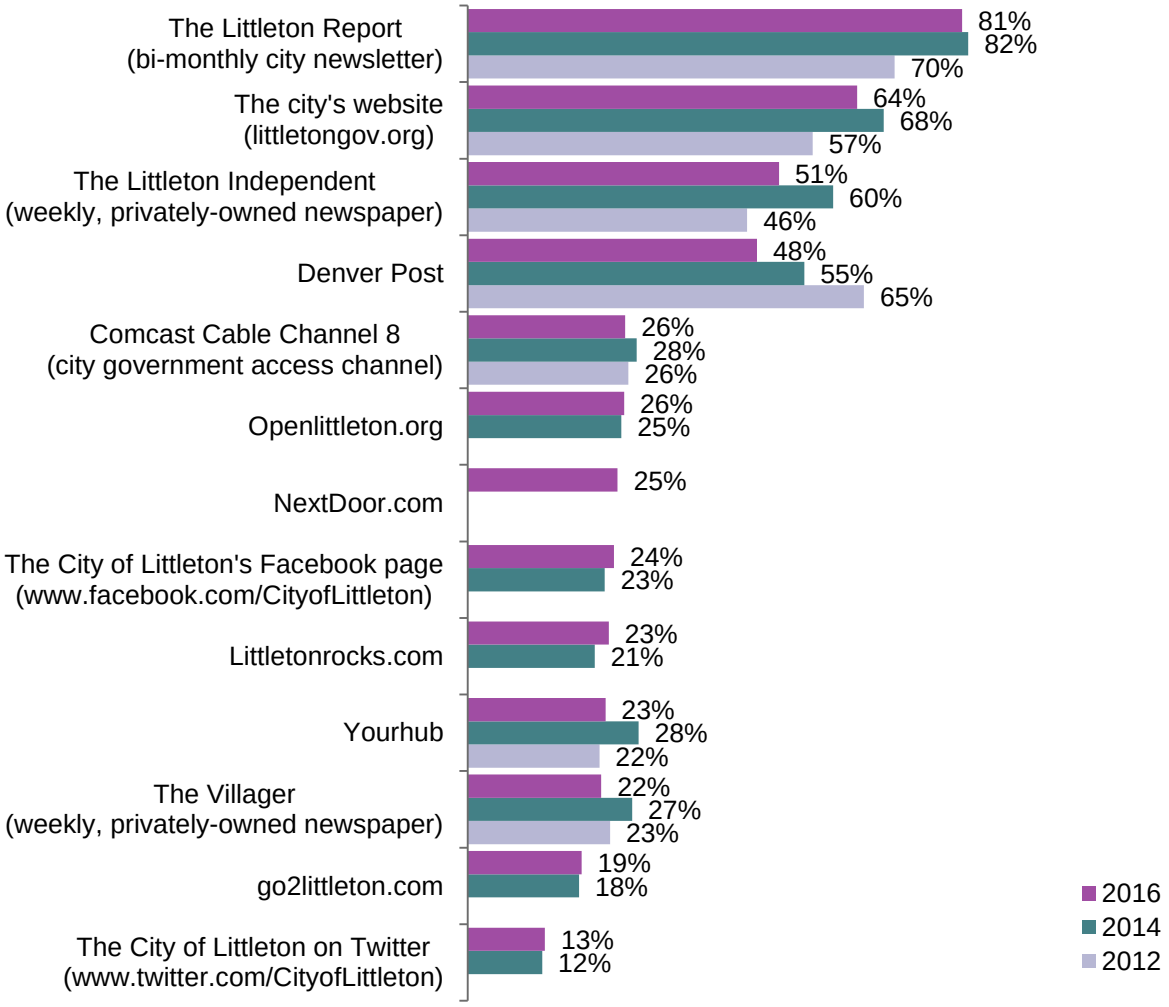

Prepared by National Research Center, Inc.

## Information Sources

To communicate better with its residents, it is important for local government staff and officials to know where residents get information about the community. Survey respondents were asked how frequently, if at all, they or other household members used various information sources. *The Littleton Report* was a major or minor source of information for the majority of respondents (81%), followed by the city's website (64%) and the *Littleton Independent* (51%). These were the same top listed sources in 2014. Around one-quarter of residents stated they utilized NextDoor.com as at least a minor source of information, which was new to the 2016 survey. Fewer respondents reported using the *Denver Post* (a declining trend since 2012) and *The Littleton Independent* as sources of information about the city. Use of the other sources of information remained stable from 2014 to 2016.

**Figure 30: Sources of Information about Littleton Compared by Year**

Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.




*Percent major or minor source or having used a source at least once in the 12 months prior to the survey*

*The question and scale wording changed from 2012 to 2014. In 2012, respondents were asked to indicate the number of times in the last 12 months they had used each source on a frequency scale. To enable comparisons over time, the 2012 percentages represent those who used a source at least once in the 12 months prior to the 2012 survey and the 2014 percentages represent those who indicated that each was a major or minor source of information. "Nextdoor.com" was new to 2016.*

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Similar to 2014, in 2016 respondents were asked how important it was that they receive information from the city about a variety of topics. Around half of respondents or more felt it was essential or very important that they receive most of the different types of information from the city. At least 7 in 10 residents indicated that it was at least very important that they receive information about community planning, street/traffic/road work, development projects and city council decisions. Residents were less interested in receiving information about public asset conditions, code enforcement requirements and demographics of the community. Overall, the importance of each item did not change significantly between 2014 and 2016.

**Figure 31: Importance of Receiving City Information Compared by Year**

| Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics. (Percent essential or very important) | 2016 | 2014 |
|---|---|---|
| Street/traffic/road work | 75% | 72% |
| Community planning (land uses, transportation, etc.) | 74% | 72% |
| Development projects (new residential or commercial buildings or sites) | 73% | 71% |
| City council decisions | 73% | 69% |
| Special events (e.g., concerts, races, festivals) | 67% | 67% |
| Economic development | 67% | 67% |
| Police/crime data | 66% | 66% |
| City finances/budget | 63% | 60% |
| Public asset conditions (streets, city buildings/facilities, etc.) | 55% | 54% |
| Code enforcement requirements and current activity | 45% | 47% |
| Demographics of the community | 41% | 40% |

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# Respondent Characteristics

Characteristics of the survey respondents are displayed in following tables.

### Table 1: Length of Residency

| How many years have you lived in Littleton? | Percent of respondents | Number of respondents |
|---|---|---|
| Less than 1 year | 11% | N=73 |
| 1-5 years | 23% | N=158 |
| 6-10 years | 13% | N=89 |
| 11-15 years | 12% | N=81 |
| More than 15 years | 42% | N=291 |
| Total | 100% | N=692 |

### Table 2: Number of Household Members

| How many people (including yourself) live in your household? | Percent of respondents | Number of respondents |
|---|---|---|
| 1 | 24% | N=165 |
| 2 | 37% | N=255 |
| 3 or more | 38% | N=260 |
| Total | 100% | N=680 |

### Table 3: Number of Household Members Age 12 or Younger

| How many children 12 or younger live in your household? | Percent of respondents | Number of respondents |
|---|---|---|
| 0 | 75% | N=481 |
| 1 | 12% | N=74 |
| 2 | 11% | N=69 |
| 3 or more | 3% | N=20 |
| Total | 100% | N=643 |

### Table 4: Number of Household Members Ages 13 to 17

| How many teenagers ages 13 to 17 live in your household? | Percent of respondents | Number of respondents |
|---|---|---|
| 0 | 86% | N=557 |
| 1 | 11% | N=69 |
| 2 | 3% | N=23 |
| Total | 100% | N=648 |

### Table 5: Number of Household Members Age 55 or Older

| How many people (including yourself) age 55 or older live in your household? | Percent of respondents | Number of respondents |
|---|---|---|
| 0 | 54% | N=357 |
| 1 | 23% | N=152 |
| 2 | 22% | N=149 |
| 3 or more | 1% | N=7 |
| Total | 100% | N=666 |

Prepared by National Research Center, Inc.

### Table 6: Housing Unit Type

| Which best describes the building you live in? | Percent of respondents | Number of respondents |
|---|---|---|
| One family house detached from any other houses | 54% | N=370 |
| House attached to one or more houses (e.g., a duplex or townhome) | 12% | N=85 |
| Building with two or more apartments or condominiums | 32% | N=222 |
| Mobile home | 1% | N=6 |
| Other | 1% | N=7 |
| Total | 100% | N=690 |

### Table 7: Housing Tenure (Rent versus Own)

| Do you rent or own your home? | Percent of respondents | Number of respondents |
|---|---|---|
| Rent | 38% | N=259 |
| Own | 62% | N=428 |
| Total | 100% | N=687 |

### Table 8: Total Household Income for Current Year

| 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 of respondents |
|---|---|---|
| Less than $24,999 | 11% | N=76 |
| $25,000 to $34,999 | 11% | N=72 |
| $35,000 to $49,999 | 10% | N=65 |
| $50,000 to $74,999 | 16% | N=106 |
| $75,000 to $99,999 | 15% | N=102 |
| $100,000 to $149,999 | 16% | N=108 |
| $150,000 to $199,999 | 11% | N=76 |
| $200,000 or more | 9% | N=58 |
| Total | 100% | N=662 |

### Table 9: Respondent Level of Education

| What is your level of education? | Percent of respondents | Number of respondents |
|---|---|---|
| 0-11 years | 1% | N=6 |
| High school graduate | 9% | N=64 |
| Some college, no degree | 19% | N=128 |
| Associate degree | 7% | N=51 |
| Bachelors' degree | 37% | N=254 |
| Graduate or professional degree | 27% | N=187 |
| Total | 100% | N=690 |

### Table 10: Respondent Ethnicity

| Are you Spanish, Hispanic or Latino? | Percent of respondents | Number of respondents |
|---|---|---|
| No, not Spanish, Hispanic or Latino | 90% | N=602 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 10% | N=67 |
| Total | 100% | N=669 |

Prepared by National Research Center, Inc.

### Table 11: Respondent Race

| Race | Percent of respondents | Number of respondents |
|---|---|---|
| American Indian or Alaskan Native | 1% | N=7 |
| Asian, Asian Indian or Pacific Islander | 3% | N=17 |
| Black or African American | 2% | N=14 |
| White | 95% | N=641 |
| Other | 3% | N=19 |

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

### Table 12: Respondent Age

| In which category is your age? | Percent of respondents | Number of respondents |
|---|---|---|
| 18-24 | 6% | N=41 |
| 25-34 | 19% | N=132 |
| 35-44 | 14% | N=93 |
| 45-54 | 22% | N=154 |
| 55-64 | 14% | N=98 |
| 65-74 | 12% | N=86 |
| 75+ | 12% | N=82 |
| Total | 100% | N=686 |

### Table 13: Respondent Gender

| What is your gender? | Percent of respondents | Number of respondents |
|---|---|---|
| Female | 53% | N=361 |
| Male | 47% | N=323 |
| Total | 100% | N=684 |

Prepared by National Research Center, Inc.

# Appendix A: 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. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

**Table 14: 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% | N=376 | 43% | N=293 | 3% | N=20 | 0% | N=0 | 100% | N=688 |
| Your neighborhood as a place to live | 52% | N=357 | 37% | N=251 | 9% | N=62 | 2% | N=11 | 100% | N=681 |
| Littleton as a place to raise children | 56% | N=311 | 39% | N=215 | 5% | N=30 | 0% | N=0 | 100% | N=556 |
| Littleton as a place to retire | 39% | N=198 | 44% | N=221 | 14% | N=73 | 2% | N=12 | 100% | N=503 |
| Littleton as a place to work | 27% | N=127 | 49% | N=228 | 19% | N=88 | 4% | N=21 | 100% | N=464 |
| Overall quality of life in Littleton | 48% | N=326 | 47% | N=323 | 5% | N=31 | 0% | N=1 | 100% | N=682 |

**Table 15: Question 2**

| What are your reasons for living in Littleton? (Please select all that apply.) | Percent of respondents | Number of respondents |
|---|---|---|
| I feel safe here | 64% | N=443 |
| I like the location in general | 80% | N=555 |
| Cost of living is affordable | 26% | N=177 |
| I've always lived here | 16% | N=111 |
| I like the school my children attend | 25% | N=173 |
| I like living in a college town | 5% | N=33 |
| I like my neighborhood | 58% | N=404 |
| I have friends and family in the area | 43% | N=296 |
| Sense of community | 34% | N=237 |
| Housing and rental rates are affordable | 19% | N=134 |
| Other | 3% | N=21 |
| Close to light rail | 2% | N=14 |
| Proximity to work/work here | 2% | N=12 |
| Attending school in Littleton | 3% | N=18 |

*Total may exceed 100% as respondents could choose more than one answer.*

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### Table 16: 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 | 55% | N=379 | 43% | N=295 | 2% | N=14 | 0% | N=1 | 100% | N=689 |
| The city has a low crime rate | 48% | N=310 | 46% | N=297 | 5% | N=33 | 1% | N=4 | 100% | N=644 |
| The city supports local businesses | 45% | N=266 | 43% | N=253 | 11% | N=62 | 2% | N=10 | 100% | N=591 |
| Littleton has tight-knit neighborhoods | 28% | N=165 | 56% | N=333 | 15% | N=88 | 2% | N=13 | 100% | N=600 |
| The city offers the best schools | 41% | N=205 | 46% | N=229 | 11% | N=54 | 2% | N=10 | 100% | N=498 |
| Littleton has an effective city government | 19% | N=100 | 60% | N=317 | 16% | N=83 | 5% | N=28 | 100% | N=527 |
| Traffic flows well on city streets | 17% | N=117 | 52% | N=352 | 22% | N=147 | 9% | N=64 | 100% | N=680 |

### Table 17: 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 of respondents |
|---|---|---|
| Job growth | 19% | N=133 |
| Traffic in general | 48% | N=329 |
| Business retention | 22% | N=150 |
| Neighborhoods | 11% | N=78 |
| Trails | 6% | N=45 |
| Community image | 3% | N=17 |
| Street maintenance | 37% | N=255 |
| Aging or outdated commercial areas | 29% | N=204 |
| Leisure activities | 7% | N=45 |
| Crime reduction | 11% | N=75 |
| Traffic light synchronization | 16% | N=108 |
| Business attraction | 19% | N=130 |
| Alternative energy sources | 12% | N=81 |
| Open space | 19% | N=131 |
| Maintenance of city properties and buildings | 6% | N=38 |
| Other | 7% | N=51 |
| Parking (especially downtown) | 1% | N=7 |
| Affordable housing/cost of living | 3% | N=22 |
| Population growth | 1% | N=10 |
| Trash/recycling | 1% | N=5 |

*Total may exceed 100% as respondents could choose up to three responses.*

### Table 18: 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 | 91% | N=621 | 9% | N=59 | 0% | N=1 | 0% | N=0 | 100% | N=681 |
| Downtown Littleton at night | 52% | N=331 | 43% | N=275 | 4% | N=27 | 1% | N=4 | 100% | N=636 |
| Your neighborhood during the day | 83% | N=575 | 15% | N=101 | 2% | N=15 | 0% | N=0 | 100% | N=691 |
| Your neighborhood at night | 51% | N=342 | 40% | N=268 | 8% | N=56 | 1% | N=8 | 100% | N=675 |
| Parks, trails, natural open space areas | 42% | N=272 | 51% | N=329 | 6% | N=39 | 1% | N=6 | 100% | N=646 |
| Littleton overall during the day | 76% | N=521 | 23% | N=159 | 1% | N=6 | 0% | N=0 | 100% | N=687 |
| Littleton overall at night | 35% | N=235 | 57% | N=382 | 7% | N=48 | 0% | N=1 | 100% | N=665 |

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### Table 19: 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 of respondents |
|---|---|---|
| Essential | 16% | N=112 |
| Very important | 46% | N=320 |
| Somewhat important | 32% | N=218 |
| Not at all important | 6% | N=39 |
| Total | 100% | N=689 |

### Table 20: Question 7

| How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment? | Percent of respondents | Number of respondents |
|---|---|---|
| Essential | 27% | N=180 |
| Very important | 50% | N=333 |
| Somewhat important | 19% | N=125 |
| Not at all important | 5% | N=35 |
| Total | 100% | N=672 |

Prepared by National Research Center, Inc.

## Table 21: Question 8 - Quality

| Please rate the quality of each of the following in Littleton: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Appearance of city | 27% | N=188 | 62% | N=428 | 10% | N=72 | 0% | N=1 | 100% | N=689 |
| Shopping opportunities | 14% | N=94 | 57% | N=381 | 26% | N=174 | 3% | N=23 | 100% | N=671 |
| Job opportunities | 5% | N=23 | 33% | N=137 | 49% | N=207 | 12% | N=51 | 100% | N=418 |
| Historic preservation | 26% | N=162 | 57% | N=349 | 14% | N=88 | 3% | N=15 | 100% | N=615 |
| Economic development | 10% | N=57 | 52% | N=287 | 33% | N=180 | 5% | N=27 | 100% | N=552 |
| Public transit services | 27% | N=165 | 47% | N=284 | 21% | N=130 | 5% | N=30 | 100% | N=609 |
| Traffic flow | 6% | N=40 | 40% | N=272 | 41% | N=274 | 13% | N=88 | 100% | N=674 |
| Snow plowing | 13% | N=88 | 37% | N=247 | 34% | N=226 | 16% | N=107 | 100% | N=669 |
| Downtown parking | 6% | N=37 | 25% | N=160 | 38% | N=241 | 31% | N=195 | 100% | N=633 |
| Parks and trails | 42% | N=264 | 50% | N=320 | 7% | N=47 | 1% | N=4 | 100% | N=635 |
| Recreation opportunities | 34% | N=213 | 49% | N=306 | 15% | N=93 | 2% | N=13 | 100% | N=626 |
| Open space areas | 31% | N=198 | 50% | N=317 | 14% | N=91 | 4% | N=27 | 100% | N=633 |
| Environmental sustainability | 13% | N=61 | 53% | N=253 | 27% | N=130 | 7% | N=35 | 100% | N=479 |
| Littleton Fire Rescue | 52% | N=264 | 44% | N=225 | 3% | N=16 | 0% | N=2 | 100% | N=507 |
| Littleton Police Department | 42% | N=228 | 47% | N=258 | 8% | N=44 | 3% | N=16 | 100% | N=547 |
| Traffic enforcement | 15% | N=78 | 56% | N=288 | 23% | N=119 | 5% | N=28 | 100% | N=514 |
| Code enforcement | 13% | N=52 | 49% | N=193 | 26% | N=104 | 12% | N=45 | 100% | N=394 |
| Municipal Court | 19% | N=45 | 57% | N=136 | 21% | N=49 | 4% | N=9 | 100% | N=239 |
| Online payments of fines and services | 20% | N=52 | 55% | N=142 | 21% | N=55 | 4% | N=10 | 100% | N=259 |
| Bemis Library | 49% | N=256 | 42% | N=222 | 8% | N=42 | 1% | N=5 | 100% | N=524 |
| Littleton Museum | 54% | N=265 | 39% | N=191 | 7% | N=34 | 1% | N=4 | 100% | N=494 |
| Hudson Gardens | 52% | N=274 | 40% | N=209 | 7% | N=37 | 0% | N=2 | 100% | N=522 |
| Carson Nature Center | 41% | N=150 | 46% | N=172 | 13% | N=47 | 0% | N=2 | 100% | N=370 |
| South Platte Park | 41% | N=206 | 47% | N=233 | 12% | N=58 | 0% | N=2 | 100% | N=498 |
| Buck Recreation Center | 44% | N=201 | 45% | N=203 | 11% | N=49 | 1% | N=3 | 100% | N=456 |
| Candlelight Walk | 32% | N=91 | 53% | N=148 | 14% | N=38 | 1% | N=4 | 100% | N=280 |
| 4th of July Family Festival/Fireworks show | 38% | N=167 | 53% | N=234 | 9% | N=41 | 0% | N=1 | 100% | N=443 |
| Town Hall Arts Center | 37% | N=139 | 45% | N=168 | 16% | N=60 | 2% | N=7 | 100% | N=374 |
| Leaf and tire recycling | 21% | N=57 | 49% | N=132 | 22% | N=58 | 8% | N=21 | 100% | N=269 |
| Household Haz Mat Roundup | 24% | N=64 | 47% | N=124 | 24% | N=63 | 6% | N=15 | 100% | N=266 |
| City management | 14% | N=67 | 53% | N=252 | 26% | N=123 | 8% | N=36 | 100% | N=478 |

Prepared by National Research Center, Inc.

### Table 22: Question 8 - Importance

| Please rate how important, if at all, each is to you. | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Appearance of city | 32% | N=204 | 55% | N=353 | 12% | N=78 | 0% | N=1 | 100% | N=635 |
| Shopping opportunities | 17% | N=107 | 52% | N=324 | 29% | N=182 | 2% | N=10 | 100% | N=624 |
| Job opportunities | 28% | N=152 | 42% | N=226 | 24% | N=128 | 7% | N=37 | 100% | N=543 |
| Historic preservation | 27% | N=163 | 42% | N=254 | 26% | N=158 | 6% | N=34 | 100% | N=609 |
| Economic development | 33% | N=194 | 44% | N=261 | 20% | N=119 | 3% | N=16 | 100% | N=590 |
| Public transit services | 38% | N=226 | 42% | N=249 | 16% | N=96 | 4% | N=22 | 100% | N=594 |
| Traffic flow | 35% | N=216 | 54% | N=336 | 12% | N=73 | 0% | N=0 | 100% | N=625 |
| Snow plowing | 37% | N=232 | 48% | N=300 | 14% | N=86 | 1% | N=7 | 100% | N=625 |
| Downtown parking | 22% | N=133 | 45% | N=276 | 30% | N=181 | 3% | N=18 | 100% | N=608 |
| Parks and trails | 46% | N=281 | 40% | N=242 | 13% | N=81 | 1% | N=6 | 100% | N=609 |
| Recreation opportunities | 32% | N=191 | 47% | N=280 | 19% | N=115 | 3% | N=15 | 100% | N=602 |
| Open space areas | 43% | N=261 | 36% | N=219 | 19% | N=115 | 2% | N=12 | 100% | N=607 |
| Environmental sustainability | 38% | N=215 | 40% | N=224 | 18% | N=101 | 4% | N=24 | 100% | N=565 |
| Littleton Fire Rescue | 72% | N=434 | 24% | N=143 | 4% | N=24 | 0% | N=1 | 100% | N=602 |
| Littleton Police Department | 70% | N=430 | 26% | N=161 | 3% | N=21 | 0% | N=1 | 100% | N=613 |
| Traffic enforcement | 27% | N=161 | 43% | N=257 | 27% | N=161 | 3% | N=17 | 100% | N=596 |
| Code enforcement | 26% | N=137 | 43% | N=225 | 28% | N=148 | 3% | N=16 | 100% | N=526 |
| Municipal Court | 25% | N=119 | 47% | N=219 | 24% | N=114 | 3% | N=16 | 100% | N=468 |
| Online payments of fines and services | 17% | N=80 | 39% | N=185 | 36% | N=171 | 8% | N=39 | 100% | N=474 |
| Bemis Library | 41% | N=229 | 38% | N=216 | 19% | N=104 | 3% | N=15 | 100% | N=563 |
| Littleton Museum | 32% | N=180 | 36% | N=203 | 26% | N=145 | 5% | N=29 | 100% | N=558 |
| Hudson Gardens | 27% | N=148 | 43% | N=239 | 25% | N=138 | 6% | N=32 | 100% | N=556 |
| Carson Nature Center | 24% | N=107 | 44% | N=201 | 25% | N=115 | 7% | N=31 | 100% | N=454 |
| South Platte Park | 32% | N=171 | 42% | N=224 | 21% | N=113 | 5% | N=24 | 100% | N=532 |
| Buck Recreation Center | 33% | N=168 | 41% | N=209 | 21% | N=106 | 5% | N=26 | 100% | N=510 |
| Candlelight Walk | 13% | N=49 | 35% | N=129 | 32% | N=116 | 20% | N=72 | 100% | N=367 |
| 4th of July Family Festival/Fireworks show | 19% | N=95 | 41% | N=207 | 30% | N=154 | 10% | N=50 | 100% | N=505 |
| Town Hall Arts Center | 21% | N=96 | 40% | N=187 | 27% | N=126 | 12% | N=57 | 100% | N=466 |
| Leaf and tire recycling | 20% | N=92 | 39% | N=184 | 31% | N=143 | 10% | N=48 | 100% | N=467 |
| Household Haz Mat Roundup | 26% | N=113 | 41% | N=179 | 27% | N=118 | 7% | N=31 | 100% | N=442 |
| City management | 50% | N=274 | 40% | N=218 | 10% | N=54 | 1% | N=5 | 100% | N=550 |

### Table 23: Question 9

| Please rate the following areas of transportation in Littleton. | Excellent | | Good | | Fair | | Poor | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Ease of driving | 17% | N=117 | 57% | N=383 | 21% | N=139 | 5% | N=31 | 100% | N=670 |
| Ease of traveling by bus (RTD) | 18% | N=59 | 43% | N=142 | 27% | N=89 | 11% | N=37 | 100% | N=327 |
| Ease of traveling by light rail | 43% | N=257 | 39% | N=235 | 15% | N=87 | 3% | N=16 | 100% | N=595 |
| Ease of walking in the city | 31% | N=204 | 51% | N=339 | 17% | N=110 | 1% | N=9 | 100% | N=661 |
| Ease of traveling by bicycle | 27% | N=134 | 49% | N=245 | 21% | N=102 | 3% | N=17 | 100% | N=499 |
| Traffic congestion | 3% | N=23 | 30% | N=201 | 48% | N=315 | 18% | N=121 | 100% | N=660 |
| Street maintenance | 7% | N=49 | 37% | N=249 | 42% | N=282 | 14% | N=94 | 100% | N=674 |
| Omnibus/Shopping Cart senior and disabled van service | 33% | N=49 | 46% | N=68 | 19% | N=28 | 3% | N=4 | 100% | N=149 |
| Downtown Littleton light rail station | 38% | N=218 | 51% | N=296 | 9% | N=49 | 2% | N=13 | 100% | N=576 |
| Mineral Avenue light rail station | 31% | N=161 | 55% | N=282 | 10% | N=52 | 3% | N=15 | 100% | N=510 |

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### Table 24: 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 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Library programs (e.g., story time, Summer Reading program, etc.) | 55% | N=200 | 41% | N=149 | 3% | N=12 | 1% | N=2 | 100% | N=363 |
| Library services (e.g., reference desk, check out, etc.) | 55% | N=255 | 40% | N=184 | 5% | N=24 | 0% | N=0 | 100% | N=463 |
| Internet and computer services | 43% | N=154 | 46% | N=163 | 11% | N=39 | 0% | N=2 | 100% | N=357 |
| Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.) | 46% | N=158 | 44% | N=151 | 10% | N=35 | 0% | N=1 | 100% | N=344 |
| Materials and collections | 37% | N=153 | 47% | N=196 | 13% | N=54 | 3% | N=12 | 100% | N=415 |
| Library building and grounds | 43% | N=211 | 46% | N=226 | 9% | N=45 | 1% | N=7 | 100% | N=489 |
| Overall performance of the library | 44% | N=207 | 49% | N=232 | 7% | N=32 | 1% | N=3 | 100% | N=474 |

### Table 25: 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's Eve, Sheep to Shawl, spring planting) | 46% | N=140 | 49% | N=149 | 5% | N=16 | 0% | N=1 | 100% | N=306 |
| Wednesday evening free summer concerts | 46% | N=139 | 48% | N=145 | 6% | N=18 | 1% | N=2 | 100% | N=304 |
| Museum research center | 37% | N=82 | 52% | N=115 | 11% | N=25 | 0% | N=1 | 100% | N=223 |
| Museum rotating exhibits | 33% | N=103 | 57% | N=180 | 10% | N=32 | 0% | N=1 | 100% | N=315 |
| Art shows in the galleries | 33% | N=101 | 59% | N=178 | 7% | N=20 | 1% | N=3 | 100% | N=301 |
| Living History Farms/Historic Site Interpreters | 56% | N=201 | 38% | N=138 | 6% | N=21 | 0% | N=1 | 100% | N=361 |
| Museum building and grounds | 51% | N=210 | 43% | N=177 | 5% | N=20 | 1% | N=2 | 100% | N=410 |
| Overall performance of the Littleton Museum | 42% | N=170 | 53% | N=215 | 4% | N=17 | 0% | N=1 | 100% | N=404 |

### Table 26: Question 12

| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | Percent of respondents | Number of respondents |
|---|---|---|
| Excellent | 15% | N=79 |
| Good | 69% | N=364 |
| Fair | 14% | N=73 |
| Poor | 2% | N=10 |
| Total | 100% | N=525 |

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### Table 27: 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 | 23% | N=126 | 62% | N=335 | 11% | N=62 | 4% | N=20 | 100% | N=543 |
| Attracting companies to locate in Littleton | 9% | N=37 | 46% | N=194 | 38% | N=158 | 7% | N=29 | 100% | N=418 |
| The job the city government does at welcoming citizen involvement | 12% | N=56 | 52% | N=236 | 27% | N=124 | 9% | N=40 | 100% | N=455 |
| Opportunities to participate in city government decisions | 9% | N=38 | 42% | N=178 | 35% | N=148 | 13% | N=56 | 100% | N=420 |
| Responding to citizen complaints and concerns | 7% | N=25 | 37% | N=127 | 36% | N=122 | 20% | N=68 | 100% | N=343 |
| Holding public meetings about city plans | 12% | N=50 | 49% | N=202 | 27% | N=112 | 11% | N=47 | 100% | N=411 |
| Littleton's elected officials' consideration of what people like me think | 8% | N=33 | 35% | N=146 | 38% | N=156 | 19% | N=78 | 100% | N=414 |
| Littleton's government as an example of how best to provide services | 8% | N=33 | 45% | N=189 | 38% | N=159 | 10% | N=40 | 100% | N=421 |
| The city manager's management of city operations | 7% | N=26 | 52% | N=192 | 30% | N=111 | 11% | N=40 | 100% | N=369 |
| The quality of work provided by City of Littleton employees | 12% | N=55 | 63% | N=294 | 21% | N=98 | 4% | N=19 | 100% | N=466 |
| Spending local tax dollars wisely | 5% | N=20 | 50% | N=201 | 35% | N=142 | 10% | N=40 | 100% | N=403 |
| The value of services for the property taxes paid to Littleton | 11% | N=44 | 49% | N=205 | 31% | N=129 | 10% | N=40 | 100% | N=418 |
| A city government that is run efficiently | 7% | N=30 | 51% | N=209 | 35% | N=142 | 7% | N=28 | 100% | N=409 |
| Running Littleton's local government in the best interest of residents | 7% | N=34 | 46% | N=211 | 33% | N=152 | 13% | N=61 | 100% | N=459 |
| Being transparent and accountable to the public | 9% | N=39 | 38% | N=160 | 38% | N=157 | 15% | N=61 | 100% | N=417 |
| Providing information about city plans and programs | 11% | N=52 | 47% | N=221 | 29% | N=137 | 14% | N=64 | 100% | N=474 |
| The overall direction the city is taking | 11% | N=58 | 57% | N=297 | 25% | N=128 | 7% | N=38 | 100% | N=520 |

### Table 28: Question 14

| To what extent do you trust that the decisions made by city council represent the best interest of citizens? | Percent of respondents | Number of respondents |
|---|---|---|
| To a great extent | 17% | N=89 |
| To a moderate extent | 54% | N=290 |
| To a small extent | 24% | N=130 |
| Not at all | 4% | N=24 |
| Total | 100% | N=532 |

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### Table 29: Question 15

| 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 | 38% | N=177 | 59% | N=276 | 3% | N=14 | 100% | N=467 |
| Provide a Safe Community to Live, Work and Play | 36% | N=206 | 63% | N=357 | 1% | N=8 | 100% | N=571 |
| Develop and Maintain the Public Infrastructure | 43% | N=231 | 56% | N=298 | 1% | N=6 | 100% | N=535 |
| Preserve and Cultivate a Quality Community | 33% | N=180 | 64% | N=345 | 3% | N=19 | 100% | N=544 |
| Pursue a Balanced and Sustainable Local Economy | 47% | N=256 | 49% | N=263 | 4% | N=22 | 100% | N=541 |
| Promote Environmental Sustainability | 43% | N=224 | 47% | N=243 | 11% | N=55 | 100% | N=523 |
| Foster Community Involvement, Communication and Trust | 42% | N=226 | 54% | N=294 | 4% | N=20 | 100% | N=541 |

### Table 30: Question 16 - Importance

| 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 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Reducing traffic congestion on city streets | 28% | N=188 | 35% | N=238 | 34% | N=225 | 3% | N=20 | 100% | N=672 |
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 35% | N=237 | 54% | N=365 | 10% | N=70 | 0% | N=3 | 100% | N=674 |
| Building new trails | 12% | N=80 | 35% | N=228 | 40% | N=262 | 13% | N=84 | 100% | N=655 |
| Continuing preservation programs for historic buildings | 15% | N=102 | 40% | N=266 | 37% | N=247 | 7% | N=47 | 100% | N=662 |
| Partnering strategically and financially with the private sector in development | 15% | N=90 | 46% | N=280 | 29% | N=175 | 10% | N=60 | 100% | N=605 |
| Redeveloping older neighborhoods | 15% | N=97 | 38% | N=252 | 35% | N=227 | 12% | N=79 | 100% | N=654 |
| Redeveloping aging shopping centers | 25% | N=168 | 40% | N=264 | 28% | N=186 | 7% | N=45 | 100% | N=663 |
| Expanding programs for youth | 21% | N=131 | 46% | N=289 | 29% | N=185 | 4% | N=24 | 100% | N=628 |
| Expanding programs for seniors | 19% | N=123 | 41% | N=262 | 36% | N=228 | 3% | N=21 | 100% | N=634 |
| Expanding programs for immigrants | 10% | N=60 | 28% | N=171 | 35% | N=211 | 27% | N=166 | 100% | N=609 |

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### Table 31: Question 16 - MOST Important

| Check the ONE circle for the item you think is the most important future project for Littleton. | Percent of respondents | Number of respondents |
|---|---|---|
| Reducing traffic congestion on city streets | 18% | N=95 |
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 35% | N=187 |
| Building new trails | 3% | N=15 |
| Continuing preservation programs for historic buildings | 5% | N=24 |
| Partnering strategically and financially with the private sector in development | 9% | N=49 |
| Redeveloping older neighborhoods | 8% | N=45 |
| Redeveloping aging shopping centers | 12% | N=63 |
| Expanding programs for youth | 5% | N=27 |
| Expanding programs for seniors | 4% | N=20 |
| Expanding programs for immigrants | 2% | N=13 |
| Total | 100% | N=536 |

### Table 32: Question 17

| The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase? | Percent of respondents | Number of respondents |
|---|---|---|
| Strongly support | 37% | N=243 |
| Somewhat support | 40% | N=264 |
| Somewhat oppose | 10% | N=69 |
| Strongly oppose | 13% | N=89 |
| Total | 100% | N=665 |

### Table 33: Question 18

| A three-quarters of a cent sales and use tax increase will generate approximately $7.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion? | Percent of respondents | Number of respondents |
|---|---|---|
| I'd rather pay a 1 cent ($0.01) sales and use tax increase to complete more of the needed improvements sooner | 40% | N=271 |
| A three-quarters of a cent ($0.0075) sales and use tax increase sounds like the right amount to me | 29% | N=194 |
| I'd rather pay one-half of a cent ($0.005) sales and use tax increase and complete fewer of the needed improvements over a longer period of time | 9% | N=61 |
| I do not want a sales and use tax increase | 22% | N=152 |
| Total | 100% | N=677 |

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### Table 34: Question 19

| To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton? | Percent of respondents | Number of respondents |
|---|---|---|
| Strongly support | 25% | N=159 |
| Somewhat support | 45% | N=295 |
| Somewhat oppose | 15% | N=99 |
| Strongly oppose | 15% | N=96 |
| Total | 100% | N=649 |

### Table 35: Question 20

| Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics. | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| Special events (e.g., concerts, races, festivals) | 25% | N=167 | 43% | N=286 | 27% | N=183 | 5% | N=36 | 100% | N=672 |
| Police/crime data | 24% | N=163 | 42% | N=279 | 29% | N=191 | 5% | N=36 | 100% | N=669 |
| City finances/budget | 22% | N=142 | 42% | N=276 | 32% | N=212 | 4% | N=29 | 100% | N=659 |
| Development projects (new residential or commercial buildings or sites) | 28% | N=183 | 46% | N=304 | 23% | N=155 | 4% | N=24 | 100% | N=666 |
| Demographics of the community | 12% | N=78 | 29% | N=188 | 42% | N=273 | 18% | N=114 | 100% | N=653 |
| Public asset conditions (streets, city buildings/facilities, etc.) | 15% | N=103 | 40% | N=267 | 37% | N=245 | 8% | N=54 | 100% | N=669 |
| Code enforcement requirements and current activity | 14% | N=90 | 31% | N=198 | 41% | N=266 | 14% | N=87 | 100% | N=641 |
| Street/traffic/road work | 29% | N=192 | 46% | N=310 | 22% | N=149 | 3% | N=21 | 100% | N=672 |
| Community planning (land uses, transportation, etc.) | 28% | N=188 | 46% | N=307 | 21% | N=142 | 5% | N=33 | 100% | N=669 |
| Economic development | 23% | N=149 | 45% | N=296 | 28% | N=188 | 4% | N=29 | 100% | N=662 |
| City council decisions | 30% | N=197 | 43% | N=284 | 23% | N=153 | 3% | N=23 | 100% | N=656 |

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### Table 36: Question 21

| Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton. | Major source | | Minor source | | Not a source | | Total | |
|---|---|---|---|---|---|---|---|---|
| The Littleton Report (bi-monthly city newsletter) | 53% | N=363 | 28% | N=190 | 19% | N=127 | 100% | N=680 |
| The Littleton Independent (weekly, privately-owned newspaper) | 24% | N=163 | 27% | N=181 | 49% | N=328 | 100% | N=672 |
| Denver Post | 19% | N=127 | 28% | N=190 | 52% | N=349 | 100% | N=666 |
| The Villager (weekly, privately-owned newspaper) | 5% | N=31 | 17% | N=112 | 78% | N=510 | 100% | N=653 |
| The city's website (littletongov.org) | 28% | N=185 | 36% | N=238 | 36% | N=237 | 100% | N=660 |
| Openlittleton.org | 5% | N=35 | 20% | N=133 | 74% | N=485 | 100% | N=653 |
| Littletonrocks.com | 5% | N=33 | 18% | N=118 | 77% | N=499 | 100% | N=650 |
| go2littleton.com | 2% | N=13 | 17% | N=109 | 81% | N=527 | 100% | N=649 |
| The City of Littleton's Facebook page (www.facebook.com/CityofLittleton) | 6% | N=41 | 18% | N=117 | 76% | N=499 | 100% | N=658 |
| The City of Littleton on Twitter (www.twitter.com/CityofLittleton) | 3% | N=21 | 10% | N=62 | 87% | N=571 | 100% | N=654 |
| Comcast Cable Channel 8 (city government access channel) | 6% | N=42 | 19% | N=128 | 74% | N=488 | 100% | N=659 |
| Yourhub | 6% | N=42 | 16% | N=106 | 77% | N=505 | 100% | N=653 |
| NextDoor.com | 10% | N=63 | 15% | N=98 | 75% | N=493 | 100% | N=654 |

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## 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.

### Table 37: 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=376 | 43% | N=293 | 3% | N=20 | 0% | N=0 | 0% | N=0 | 100% | N=688 |
| Your neighborhood as a place to live | 52% | N=357 | 37% | N=251 | 9% | N=62 | 2% | N=11 | 0% | N=2 | 100% | N=683 |
| Littleton as a place to raise children | 46% | N=311 | 32% | N=215 | 4% | N=30 | 0% | N=0 | 18% | N=122 | 100% | N=678 |
| Littleton as a place to retire | 29% | N=198 | 33% | N=221 | 11% | N=73 | 2% | N=12 | 26% | N=172 | 100% | N=676 |
| Littleton as a place to work | 19% | N=127 | 35% | N=228 | 13% | N=88 | 3% | N=21 | 29% | N=191 | 100% | N=655 |
| Overall quality of life in Littleton | 48% | N=326 | 47% | N=323 | 5% | N=31 | 0% | N=1 | 0% | N=1 | 100% | N=683 |

### Table 38: Question 2

| What are your reasons for living in Littleton? (Please select all that apply.) | Percent of respondents | Number of respondents |
|---|---|---|
| I feel safe here | 65% | N=443 |
| I like the location in general | 82% | N=555 |
| Cost of living is affordable | 26% | N=177 |
| I've always lived here | 16% | N=111 |
| I like the school my children attend | 25% | N=173 |
| I like living in a college town | 5% | N=33 |
| I like my neighborhood | 59% | N=404 |
| I have friends and family in the area | 43% | N=296 |
| Sense of community | 35% | N=237 |
| Housing and rental rates are affordable | 20% | N=134 |
| Other | 3% | N=21 |

*Total may exceed 100% as respondents could choose more than one answer.*

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### Table 39: 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 | 55% | N=379 | 43% | N=295 | 2% | N=14 | 0% | N=1 | 1% | N=4 | 100% | N=693 |
| The city has a low crime rate | 45% | N=310 | 43% | N=297 | 5% | N=33 | 1% | N=4 | 7% | N=46 | 100% | N=690 |
| The city supports local businesses | 39% | N=266 | 37% | N=253 | 9% | N=62 | 1% | N=10 | 14% | N=95 | 100% | N=687 |
| Littleton has tight-knit neighborhoods | 24% | N=165 | 49% | N=333 | 13% | N=88 | 2% | N=13 | 12% | N=81 | 100% | N=681 |
| The city offers the best schools | 30% | N=205 | 34% | N=229 | 8% | N=54 | 1% | N=10 | 27% | N=184 | 100% | N=681 |
| Littleton has an effective city government | 15% | N=100 | 46% | N=317 | 12% | N=83 | 4% | N=28 | 23% | N=153 | 100% | N=681 |
| Traffic flows well on city streets | 17% | N=117 | 51% | N=352 | 21% | N=147 | 9% | N=64 | 1% | N=8 | 100% | N=688 |

### Table 40: 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 of respondents |
|---|---|---|
| Job growth | 19% | N=133 |
| Traffic in general | 48% | N=329 |
| Business retention | 22% | N=150 |
| Neighborhoods | 11% | N=78 |
| Trails | 7% | N=45 |
| Community image | 3% | N=17 |
| Street maintenance | 37% | N=255 |
| Aging or outdated commercial areas | 30% | N=204 |
| Leisure activities | 7% | N=45 |
| Crime reduction | 11% | N=75 |
| Traffic light synchronization | 16% | N=108 |
| Business attraction | 19% | N=130 |
| Alternative energy sources | 12% | N=81 |
| Open space | 19% | N=131 |
| Maintenance of city properties and buildings | 6% | N=38 |
| Other | 7% | N=51 |

*Total may exceed 100% as respondents could choose up to three responses.*

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### Table 41: 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 | 89% | N=621 | 9% | N=59 | 0% | N=1 | 0% | N=0 | 2% | N=14 | 100% | N=695 |
| Downtown Littleton at night | 48% | N=331 | 40% | N=275 | 4% | N=27 | 1% | N=4 | 8% | N=54 | 100% | N=690 |
| Your neighborhood during the day | 83% | N=575 | 15% | N=101 | 2% | N=15 | 0% | N=0 | 0% | N=0 | 100% | N=692 |
| Your neighborhood at night | 50% | N=342 | 39% | N=268 | 8% | N=56 | 1% | N=8 | 2% | N=11 | 100% | N=686 |
| Parks, trails, natural open space areas | 40% | N=272 | 48% | N=329 | 6% | N=39 | 1% | N=6 | 6% | N=40 | 100% | N=686 |
| Littleton overall during the day | 75% | N=521 | 23% | N=159 | 1% | N=6 | 0% | N=0 | 1% | N=4 | 100% | N=691 |
| Littleton overall at night | 34% | N=235 | 56% | N=382 | 7% | N=48 | 0% | N=1 | 3% | N=22 | 100% | N=687 |

### Table 42: 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 of respondents |
|---|---|---|
| Essential | 16% | N=112 |
| Very important | 46% | N=320 |
| Somewhat important | 32% | N=218 |
| Not at all important | 6% | N=39 |
| Don't know | 0% | N=2 |
| Total | 100% | N=692 |

### Table 43: Question 7

| How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment? | Percent of respondents | Number of respondents |
|---|---|---|
| Essential | 26% | N=180 |
| Very important | 48% | N=333 |
| Somewhat important | 18% | N=125 |
| Not at all important | 5% | N=35 |
| Don't know | 3% | N=21 |
| Total | 100% | N=694 |

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## Table 44: Question 8 - Quality

| Please rate the quality of each of the following in Littleton: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Appearance of city | 27% | N=188 | 62% | N=428 | 10% | N=72 | 0% | N=1 | 0% | N=0 | 100% | N=689 |
| Shopping opportunities | 14% | N=94 | 56% | N=381 | 26% | N=174 | 3% | N=23 | 1% | N=4 | 100% | N=675 |
| Job opportunities | 3% | N=23 | 20% | N=137 | 31% | N=207 | 8% | N=51 | 38% | N=257 | 100% | N=675 |
| Historic preservation | 24% | N=162 | 52% | N=349 | 13% | N=88 | 2% | N=15 | 9% | N=60 | 100% | N=676 |
| Economic development | 9% | N=57 | 43% | N=287 | 27% | N=180 | 4% | N=27 | 17% | N=117 | 100% | N=668 |
| Public transit services | 24% | N=165 | 42% | N=284 | 19% | N=130 | 4% | N=30 | 10% | N=66 | 100% | N=675 |
| Traffic flow | 6% | N=40 | 40% | N=272 | 40% | N=274 | 13% | N=88 | 1% | N=9 | 100% | N=683 |
| Snow plowing | 13% | N=88 | 36% | N=247 | 33% | N=226 | 16% | N=107 | 2% | N=15 | 100% | N=683 |
| Downtown parking | 5% | N=37 | 24% | N=160 | 35% | N=241 | 29% | N=195 | 7% | N=49 | 100% | N=682 |
| Parks and trails | 39% | N=264 | 47% | N=320 | 7% | N=47 | 1% | N=4 | 7% | N=47 | 100% | N=682 |
| Recreation opportunities | 32% | N=213 | 45% | N=306 | 14% | N=93 | 2% | N=13 | 8% | N=52 | 100% | N=677 |
| Open space areas | 29% | N=198 | 46% | N=317 | 13% | N=91 | 4% | N=27 | 7% | N=50 | 100% | N=683 |
| Environmental sustainability | 9% | N=61 | 38% | N=253 | 19% | N=130 | 5% | N=35 | 29% | N=195 | 100% | N=674 |
| Littleton Fire Rescue | 39% | N=264 | 33% | N=225 | 2% | N=16 | 0% | N=2 | 25% | N=170 | 100% | N=677 |
| Littleton Police Department | 34% | N=228 | 38% | N=258 | 7% | N=44 | 2% | N=16 | 19% | N=131 | 100% | N=677 |
| Traffic enforcement | 12% | N=78 | 43% | N=288 | 18% | N=119 | 4% | N=28 | 24% | N=162 | 100% | N=676 |
| Code enforcement | 8% | N=52 | 28% | N=193 | 15% | N=104 | 7% | N=45 | 42% | N=284 | 100% | N=678 |
| Municipal Court | 7% | N=45 | 20% | N=136 | 7% | N=49 | 1% | N=9 | 64% | N=428 | 100% | N=668 |
| Online payments of fines and services | 8% | N=52 | 21% | N=142 | 8% | N=55 | 2% | N=10 | 61% | N=406 | 100% | N=665 |
| Bemis Library | 38% | N=256 | 33% | N=222 | 6% | N=42 | 1% | N=5 | 22% | N=151 | 100% | N=676 |
| Littleton Museum | 39% | N=265 | 28% | N=191 | 5% | N=34 | 1% | N=4 | 28% | N=190 | 100% | N=684 |
| Hudson Gardens | 40% | N=274 | 31% | N=209 | 5% | N=37 | 0% | N=2 | 23% | N=157 | 100% | N=679 |
| Carson Nature Center | 22% | N=150 | 26% | N=172 | 7% | N=47 | 0% | N=2 | 45% | N=302 | 100% | N=672 |
| South Platte Park | 31% | N=206 | 35% | N=233 | 9% | N=58 | 0% | N=2 | 25% | N=169 | 100% | N=668 |
| Buck Recreation Center | 30% | N=201 | 30% | N=203 | 7% | N=49 | 0% | N=3 | 33% | N=224 | 100% | N=680 |
| Candlelight Walk | 14% | N=91 | 22% | N=148 | 6% | N=38 | 1% | N=4 | 58% | N=385 | 100% | N=666 |
| 4th of July Family Festival/Fireworks show | 25% | N=167 | 35% | N=234 | 6% | N=41 | 0% | N=1 | 34% | N=231 | 100% | N=675 |
| Town Hall Arts Center | 21% | N=139 | 25% | N=168 | 9% | N=60 | 1% | N=7 | 45% | N=305 | 100% | N=679 |
| Leaf and tire recycling | 8% | N=57 | 20% | N=132 | 9% | N=58 | 3% | N=21 | 60% | N=404 | 100% | N=673 |
| Household Haz Mat Roundup | 10% | N=64 | 19% | N=124 | 9% | N=63 | 2% | N=15 | 60% | N=401 | 100% | N=667 |
| City management | 10% | N=67 | 37% | N=252 | 18% | N=123 | 5% | N=36 | 29% | N=198 | 100% | N=677 |

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## Table 45: Question 8 - Importance

| Please rate how important, if at all, each is to you. | Essential | | Very important | | Somewhat important | | Not at all important | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Appearance of city | 32% | N=204 | 55% | N=353 | 12% | N=78 | 0% | N=1 | 0% | N=1 | 100% | N=636 |
| Shopping opportunities | 17% | N=107 | 52% | N=324 | 29% | N=182 | 2% | N=10 | 1% | N=5 | 100% | N=629 |
| Job opportunities | 24% | N=152 | 36% | N=226 | 20% | N=128 | 6% | N=37 | 13% | N=83 | 100% | N=626 |
| Historic preservation | 26% | N=163 | 41% | N=254 | 25% | N=158 | 5% | N=34 | 2% | N=11 | 100% | N=620 |
| Economic development | 32% | N=194 | 43% | N=261 | 19% | N=119 | 3% | N=16 | 3% | N=20 | 100% | N=609 |
| Public transit services | 36% | N=226 | 40% | N=249 | 15% | N=96 | 4% | N=22 | 4% | N=26 | 100% | N=620 |
| Traffic flow | 34% | N=216 | 54% | N=336 | 12% | N=73 | 0% | N=0 | 0% | N=2 | 100% | N=627 |
| Snow plowing | 37% | N=232 | 48% | N=300 | 14% | N=86 | 1% | N=7 | 0% | N=2 | 100% | N=627 |
| Downtown parking | 21% | N=133 | 44% | N=276 | 29% | N=181 | 3% | N=18 | 3% | N=16 | 100% | N=624 |
| Parks and trails | 45% | N=281 | 39% | N=242 | 13% | N=81 | 1% | N=6 | 2% | N=13 | 100% | N=623 |
| Recreation opportunities | 31% | N=191 | 45% | N=280 | 19% | N=115 | 2% | N=15 | 3% | N=17 | 100% | N=619 |
| Open space areas | 42% | N=261 | 35% | N=219 | 18% | N=115 | 2% | N=12 | 3% | N=17 | 100% | N=624 |
| Environmental sustainability | 35% | N=215 | 36% | N=224 | 16% | N=101 | 4% | N=24 | 9% | N=54 | 100% | N=619 |
| Littleton Fire Rescue | 70% | N=434 | 23% | N=143 | 4% | N=24 | 0% | N=1 | 3% | N=16 | 100% | N=618 |
| Littleton Police Department | 69% | N=430 | 26% | N=161 | 3% | N=21 | 0% | N=1 | 2% | N=10 | 100% | N=623 |
| Traffic enforcement | 26% | N=161 | 42% | N=257 | 26% | N=161 | 3% | N=17 | 4% | N=22 | 100% | N=617 |
| Code enforcement | 22% | N=137 | 37% | N=225 | 24% | N=148 | 3% | N=16 | 15% | N=90 | 100% | N=617 |
| Municipal Court | 20% | N=119 | 37% | N=219 | 19% | N=114 | 3% | N=16 | 22% | N=131 | 100% | N=600 |
| Online payments of fines and services | 13% | N=80 | 31% | N=185 | 28% | N=171 | 6% | N=39 | 22% | N=131 | 100% | N=604 |
| Bemis Library | 38% | N=229 | 35% | N=216 | 17% | N=104 | 2% | N=15 | 7% | N=44 | 100% | N=607 |
| Littleton Museum | 29% | N=180 | 33% | N=203 | 24% | N=145 | 5% | N=29 | 10% | N=61 | 100% | N=618 |
| Hudson Gardens | 24% | N=148 | 39% | N=239 | 22% | N=138 | 5% | N=32 | 9% | N=57 | 100% | N=613 |
| Carson Nature Center | 18% | N=107 | 33% | N=201 | 19% | N=115 | 5% | N=31 | 25% | N=152 | 100% | N=607 |
| South Platte Park | 28% | N=171 | 36% | N=224 | 18% | N=113 | 4% | N=24 | 13% | N=81 | 100% | N=613 |
| Buck Recreation Center | 28% | N=168 | 34% | N=209 | 18% | N=106 | 4% | N=26 | 16% | N=98 | 100% | N=608 |
| Candlelight Walk | 8% | N=49 | 22% | N=129 | 19% | N=116 | 12% | N=72 | 39% | N=233 | 100% | N=599 |
| 4th of July Family Festival/Fireworks show | 16% | N=95 | 34% | N=207 | 25% | N=154 | 8% | N=50 | 16% | N=99 | 100% | N=605 |
| Town Hall Arts Center | 16% | N=96 | 31% | N=187 | 21% | N=126 | 9% | N=57 | 23% | N=140 | 100% | N=606 |
| Leaf and tire recycling | 15% | N=92 | 30% | N=184 | 24% | N=143 | 8% | N=48 | 23% | N=137 | 100% | N=604 |
| Household Haz Mat Roundup | 19% | N=113 | 30% | N=179 | 20% | N=118 | 5% | N=31 | 26% | N=155 | 100% | N=597 |
| City management | 44% | N=274 | 35% | N=218 | 9% | N=54 | 1% | N=5 | 11% | N=67 | 100% | N=617 |

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### Table 46: Question 9

| Please rate the following areas of transportation in Littleton. | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Ease of driving | 17% | N=117 | 56% | N=383 | 20% | N=139 | 4% | N=31 | 2% | N=14 | 100% | N=684 |
| Ease of traveling by bus (RTD) | 9% | N=59 | 21% | N=142 | 13% | N=89 | 5% | N=37 | 52% | N=349 | 100% | N=677 |
| Ease of traveling by light rail | 38% | N=257 | 34% | N=235 | 13% | N=87 | 2% | N=16 | 13% | N=86 | 100% | N=681 |
| Ease of walking in the city | 30% | N=204 | 49% | N=339 | 16% | N=110 | 1% | N=9 | 4% | N=24 | 100% | N=685 |
| Ease of traveling by bicycle | 20% | N=134 | 36% | N=245 | 15% | N=102 | 2% | N=17 | 27% | N=181 | 100% | N=679 |
| Traffic congestion | 3% | N=23 | 30% | N=201 | 46% | N=315 | 18% | N=121 | 3% | N=18 | 100% | N=678 |
| Street maintenance | 7% | N=49 | 36% | N=249 | 41% | N=282 | 14% | N=94 | 1% | N=10 | 100% | N=684 |
| Omnibus/Shopping Cart senior and disabled van service | 7% | N=49 | 10% | N=68 | 4% | N=28 | 1% | N=4 | 78% | N=530 | 100% | N=680 |
| Downtown Littleton light rail station | 32% | N=218 | 43% | N=296 | 7% | N=49 | 2% | N=13 | 16% | N=109 | 100% | N=685 |
| Mineral Avenue light rail station | 23% | N=161 | 41% | N=282 | 8% | N=52 | 2% | N=15 | 26% | N=178 | 100% | N=687 |

### Table 47: 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Library programs (e.g., story time, Summer Reading program, etc.) | 30% | N=200 | 22% | N=149 | 2% | N=12 | 0% | N=2 | 47% | N=315 | 100% | N=678 |
| Library services (e.g., reference desk, check out, etc.) | 37% | N=255 | 27% | N=184 | 3% | N=24 | 0% | N=0 | 32% | N=218 | 100% | N=681 |
| Internet and computer services | 23% | N=154 | 24% | N=163 | 6% | N=39 | 0% | N=2 | 47% | N=316 | 100% | N=674 |
| Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.) | 23% | N=158 | 22% | N=151 | 5% | N=35 | 0% | N=1 | 49% | N=332 | 100% | N=676 |
| Materials and collections | 23% | N=153 | 29% | N=196 | 8% | N=54 | 2% | N=12 | 38% | N=259 | 100% | N=673 |
| Library building and grounds | 31% | N=211 | 33% | N=226 | 7% | N=45 | 1% | N=7 | 28% | N=193 | 100% | N=682 |
| Overall performance of the library | 31% | N=207 | 34% | N=232 | 5% | N=32 | 0% | N=3 | 30% | N=205 | 100% | N=679 |

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### Table 48: 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's Eve, Sheep to Shawl, spring planting) | 21% | N=140 | 23% | N=149 | 2% | N=16 | 0% | N=1 | 54% | N=356 | 100% | N=662 |
| Wednesday evening free summer concerts | 21% | N=139 | 22% | N=145 | 3% | N=18 | 0% | N=2 | 54% | N=362 | 100% | N=666 |
| Museum research center | 12% | N=82 | 17% | N=115 | 4% | N=25 | 0% | N=1 | 66% | N=440 | 100% | N=664 |
| Museum rotating exhibits | 15% | N=103 | 27% | N=180 | 5% | N=32 | 0% | N=1 | 53% | N=349 | 100% | N=663 |
| Art shows in the galleries | 15% | N=101 | 27% | N=178 | 3% | N=20 | 0% | N=3 | 55% | N=364 | 100% | N=665 |
| Living History Farms/Historic Site Interpreters | 30% | N=201 | 21% | N=138 | 3% | N=21 | 0% | N=1 | 46% | N=301 | 100% | N=662 |
| Museum building and grounds | 32% | N=210 | 27% | N=177 | 3% | N=20 | 0% | N=2 | 38% | N=256 | 100% | N=666 |
| Overall performance of the Littleton Museum | 26% | N=170 | 32% | N=215 | 3% | N=17 | 0% | N=1 | 39% | N=260 | 100% | N=664 |

### Table 49: Question 12

| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | Percent of respondents | Number of respondents |
|---|---|---|
| Excellent | 12% | N=79 |
| Good | 57% | N=364 |
| Fair | 11% | N=73 |
| Poor | 2% | N=10 |
| Don't know | 18% | N=114 |
| Total | 100% | N=639 |

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## Table 50: 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 | 19% | N=126 | 51% | N=335 | 9% | N=62 | 3% | N=20 | 18% | N=120 | 100% | N=663 |
| Attracting companies to locate in Littleton | 6% | N=37 | 30% | N=194 | 24% | N=158 | 4% | N=29 | 36% | N=239 | 100% | N=657 |
| The job the city government does at welcoming citizen involvement | 9% | N=56 | 36% | N=236 | 19% | N=124 | 6% | N=40 | 31% | N=205 | 100% | N=660 |
| Opportunities to participate in city government decisions | 6% | N=38 | 27% | N=178 | 22% | N=148 | 8% | N=56 | 36% | N=241 | 100% | N=661 |
| Responding to citizen complaints and concerns | 4% | N=25 | 19% | N=127 | 18% | N=122 | 10% | N=68 | 48% | N=320 | 100% | N=662 |
| Holding public meetings about city plans | 8% | N=50 | 31% | N=202 | 17% | N=112 | 7% | N=47 | 38% | N=250 | 100% | N=661 |
| Littleton's elected officials' consideration of what people like me think | 5% | N=33 | 22% | N=146 | 24% | N=156 | 12% | N=78 | 37% | N=242 | 100% | N=655 |
| Littleton's government as an example of how best to provide services | 5% | N=33 | 29% | N=189 | 24% | N=159 | 6% | N=40 | 35% | N=231 | 100% | N=652 |
| The city manager's management of city operations | 4% | N=26 | 29% | N=192 | 17% | N=111 | 6% | N=40 | 44% | N=286 | 100% | N=654 |
| The quality of work provided by City of Littleton employees | 8% | N=55 | 45% | N=294 | 15% | N=98 | 3% | N=19 | 29% | N=192 | 100% | N=658 |
| Spending local tax dollars wisely | 3% | N=20 | 31% | N=201 | 22% | N=142 | 6% | N=40 | 38% | N=250 | 100% | N=653 |
| The value of services for the property taxes paid to Littleton | 7% | N=44 | 31% | N=205 | 20% | N=129 | 6% | N=40 | 36% | N=235 | 100% | N=653 |
| A city government that is run efficiently | 5% | N=30 | 32% | N=209 | 22% | N=142 | 4% | N=28 | 37% | N=243 | 100% | N=652 |
| Running Littleton's local government in the best interest of residents | 5% | N=34 | 32% | N=211 | 23% | N=152 | 9% | N=61 | 30% | N=199 | 100% | N=658 |
| Being transparent and accountable to the public | 6% | N=39 | 24% | N=160 | 24% | N=157 | 9% | N=61 | 36% | N=239 | 100% | N=656 |
| Providing information about city plans and programs | 8% | N=52 | 34% | N=221 | 21% | N=137 | 10% | N=64 | 28% | N=184 | 100% | N=658 |
| The overall direction the city is taking | 9% | N=58 | 45% | N=297 | 19% | N=128 | 6% | N=38 | 21% | N=139 | 100% | N=659 |

## Table 51: Question 14

| To what extent do you trust that the decisions made by city council represent the best interest of citizens? | Percent of respondents | Number of respondents |
|---|---|---|
| To a great extent | 13% | N=89 |
| To a moderate extent | 44% | N=290 |
| To a small extent | 20% | N=130 |
| Not at all | 4% | N=24 |
| Don't know | 19% | N=127 |
| Total | 100% | N=659 |

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### Table 52: Question 15

| 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 | 27% | N=177 | 42% | N=276 | 2% | N=14 | 28% | N=185 | 100% | N=651 |
| Provide a Safe Community to Live, Work and Play | 31% | N=206 | 54% | N=357 | 1% | N=8 | 14% | N=90 | 100% | N=661 |
| Develop and Maintain the Public Infrastructure | 35% | N=231 | 45% | N=298 | 1% | N=6 | 18% | N=121 | 100% | N=656 |
| Preserve and Cultivate a Quality Community | 27% | N=180 | 53% | N=345 | 3% | N=19 | 17% | N=111 | 100% | N=655 |
| Pursue a Balanced and Sustainable Local Economy | 39% | N=256 | 40% | N=263 | 3% | N=22 | 18% | N=116 | 100% | N=656 |
| Promote Environmental Sustainability | 34% | N=224 | 37% | N=243 | 8% | N=55 | 21% | N=136 | 100% | N=659 |
| Foster Community Involvement, Communication and Trust | 34% | N=226 | 44% | N=294 | 3% | N=20 | 18% | N=122 | 100% | N=662 |

### Table 53: Question 16 - Importance

| 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 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Reducing traffic congestion on city streets | 28% | N=188 | 35% | N=238 | 33% | N=225 | 3% | N=20 | 1% | N=9 | 100% | N=681 |
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 35% | N=237 | 54% | N=365 | 10% | N=70 | 0% | N=3 | 0% | N=3 | 100% | N=677 |
| Building new trails | 12% | N=80 | 34% | N=228 | 39% | N=262 | 13% | N=84 | 2% | N=15 | 100% | N=670 |
| Continuing preservation programs for historic buildings | 15% | N=102 | 40% | N=266 | 37% | N=247 | 7% | N=47 | 1% | N=10 | 100% | N=672 |
| Partnering strategically and financially with the private sector in development | 13% | N=90 | 42% | N=280 | 26% | N=175 | 9% | N=60 | 10% | N=68 | 100% | N=673 |
| Redeveloping older neighborhoods | 14% | N=97 | 37% | N=252 | 34% | N=227 | 12% | N=79 | 3% | N=22 | 100% | N=677 |
| Redeveloping aging shopping centers | 25% | N=168 | 39% | N=264 | 28% | N=186 | 7% | N=45 | 1% | N=9 | 100% | N=672 |
| Expanding programs for youth | 19% | N=131 | 43% | N=289 | 27% | N=185 | 4% | N=24 | 7% | N=46 | 100% | N=675 |
| Expanding programs for seniors | 18% | N=123 | 38% | N=262 | 33% | N=228 | 3% | N=21 | 7% | N=48 | 100% | N=682 |
| Expanding programs for immigrants | 9% | N=60 | 25% | N=171 | 31% | N=211 | 24% | N=166 | 11% | N=72 | 100% | N=681 |

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### Table 54: Question 16 - MOST Important

| Check the ONE circle for the item you think is the most important future project for Littleton. | Percent of respondents | Number of respondents |
|---|---|---|
| Reducing traffic congestion on city streets | 18% | N=95 |
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 35% | N=187 |
| Building new trails | 3% | N=15 |
| Continuing preservation programs for historic buildings | 5% | N=24 |
| Partnering strategically and financially with the private sector in development | 9% | N=49 |
| Redeveloping older neighborhoods | 8% | N=45 |
| Redeveloping aging shopping centers | 12% | N=63 |
| Expanding programs for youth | 5% | N=27 |
| Expanding programs for seniors | 4% | N=20 |
| Expanding programs for immigrants | 2% | N=13 |
| Total | 100% | N=536 |

### Table 55: Question 17

| The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase? | Percent of respondents | Number of respondents |
|---|---|---|
| Strongly support | 35% | N=243 |
| Somewhat support | 38% | N=264 |
| Somewhat oppose | 10% | N=69 |
| Strongly oppose | 13% | N=89 |
| Don't know | 4% | N=27 |
| Total | 100% | N=691 |

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### Table 56: Question 18

| A three-quarters of a cent sales and use tax increase will generate approximately $7.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion? | Percent of respondents | Number of respondents |
|---|---|---|
| I'd rather pay a 1 cent ($0.01) sales and use tax increase to complete more of the needed improvements sooner | 40% | N=271 |
| A three-quarters of a cent ($0.0075) sales and use tax increase sounds like the right amount to me | 29% | N=194 |
| I'd rather pay one-half of a cent ($0.005) sales and use tax increase and complete fewer of the needed improvements over a longer period of time | 9% | N=61 |
| I do not want a sales and use tax increase | 22% | N=152 |
| Total | 100% | N=677 |

### Table 57: Question 19

| To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton? | Percent of respondents | Number of respondents |
|---|---|---|
| Strongly support | 23% | N=159 |
| Somewhat support | 43% | N=295 |
| Somewhat oppose | 15% | N=99 |
| Strongly oppose | 14% | N=96 |
| Don't know | 5% | N=33 |
| Total | 100% | N=682 |

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### Table 58: Question 20

| Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics. | Essential | | Very important | | Somewhat important | | Not at all important | | Don't know | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Special events (e.g., concerts, races, festivals) | 25% | N=167 | 42% | N=286 | 27% | N=183 | 5% | N=36 | 2% | N=10 | 100% | N=682 |
| Police/crime data | 24% | N=163 | 41% | N=279 | 28% | N=191 | 5% | N=36 | 2% | N=11 | 100% | N=680 |
| City finances/budget | 21% | N=142 | 41% | N=276 | 31% | N=212 | 4% | N=29 | 2% | N=16 | 100% | N=675 |
| Development projects (new residential or commercial buildings or sites) | 27% | N=183 | 45% | N=304 | 23% | N=155 | 3% | N=24 | 2% | N=14 | 100% | N=680 |
| Demographics of the community | 11% | N=78 | 28% | N=188 | 40% | N=273 | 17% | N=114 | 4% | N=25 | 100% | N=678 |
| Public asset conditions (streets, city buildings/facilities, etc.) | 15% | N=103 | 39% | N=267 | 36% | N=245 | 8% | N=54 | 2% | N=13 | 100% | N=682 |
| Code enforcement requirements and current activity | 13% | N=90 | 29% | N=198 | 39% | N=266 | 13% | N=87 | 5% | N=36 | 100% | N=678 |
| Street/traffic/road work | 28% | N=192 | 45% | N=310 | 22% | N=149 | 3% | N=21 | 1% | N=10 | 100% | N=682 |
| Community planning (land uses, transportation, etc.) | 28% | N=188 | 45% | N=307 | 21% | N=142 | 5% | N=33 | 2% | N=13 | 100% | N=682 |
| Economic development | 22% | N=149 | 44% | N=296 | 28% | N=188 | 4% | N=29 | 3% | N=18 | 100% | N=680 |
| City council decisions | 29% | N=197 | 42% | N=284 | 23% | N=153 | 3% | N=23 | 2% | N=15 | 100% | N=672 |

### Table 59: Question 21

| Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton. | Major source | | Minor source | | Not a source | | Total | |
|---|---|---|---|---|---|---|---|---|
| The Littleton Report (bi-monthly city newsletter) | 53% | N=363 | 28% | N=190 | 19% | N=127 | 100% | N=680 |
| The Littleton Independent (weekly, privately-owned newspaper) | 24% | N=163 | 27% | N=181 | 49% | N=328 | 100% | N=672 |
| Denver Post | 19% | N=127 | 28% | N=190 | 52% | N=349 | 100% | N=666 |
| The Villager (weekly, privately-owned newspaper) | 5% | N=31 | 17% | N=112 | 78% | N=510 | 100% | N=653 |
| The city's website (littletongov.org) | 28% | N=185 | 36% | N=238 | 36% | N=237 | 100% | N=660 |
| Openlittleton.org | 5% | N=35 | 20% | N=133 | 74% | N=485 | 100% | N=653 |
| Littletonrocks.com | 5% | N=33 | 18% | N=118 | 77% | N=499 | 100% | N=650 |
| go2littleton.com | 2% | N=13 | 17% | N=109 | 81% | N=527 | 100% | N=649 |
| The City of Littleton's Facebook page (www.facebook.com/CityofLittleton) | 6% | N=41 | 18% | N=117 | 76% | N=499 | 100% | N=658 |
| The City of Littleton on Twitter (www.twitter.com/CityofLittleton) | 3% | N=21 | 10% | N=62 | 87% | N=571 | 100% | N=654 |
| Comcast Cable Channel 8 (city government access channel) | 6% | N=42 | 19% | N=128 | 74% | N=488 | 100% | N=659 |
| Yourhub | 6% | N=42 | 16% | N=106 | 77% | N=505 | 100% | N=653 |
| NextDoor.com | 10% | N=63 | 15% | N=98 | 75% | N=493 | 100% | N=654 |

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# Appendix B: 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.)

- Bought house 2003.
- Close to Craig Hospital.
- Diversity of neighborhood-at Bannock & Littleton Blvd Belleview.
- Fall & Fractured this living at Libby Bortz.
- Golf course.
- Housing for rental is not affordable and no incentives to keep it so- much cheaper to live in Denver.
- I am a Holdover from when it was a unique nice place.
- I inherited my condo.
- Inherited the property.
- Libby Bortz ALC.
- Library.
- Love the walking trails.
- Mid-Century modern architecture.
- Museum, Library, Farm
- No help for seniors rent.
- Not affordable or safe.
- Not affordable.
- Open space with trails.
- Open space.
- Quiet
- Property size
- Retired here best place I've ever lived.
- Schools could be better.
- Style of house.
- Trail system, SSPR.
- Transferred from CA.
- Walkable urban environment.

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

("Other" responses).

- (1) Development of box stores in already deuce traffic areas (Santa Fe & mineral).(2) Allowing too many new housing units.
- Affordable housing
- Attracting young adults
- Attracting young families.
- Being retired for per 8 years I'm not very aware of "pressing" needs I love living in Littleton!
- Buildings not fitting in with historic base.
- Call phone reception is bad.
- Code enforcement.
- Continue downtown improvement.
- Diversity of population should be greater
- Don't know enough yet moved here in October.
- DRUGS, DRUGS, DRUGS EVERYWHERE - Meth, crack, dope, heroin...; Businesses in town that are just 'fronts' for running drug money; Businesses like Ned Kelly's that promote drug sales & abuse; Low income housing that supports drug trafficking; etc.
- Enforcement of red light runners.
- Following upon repeat code violation from renters in the neighborhood.
- Forced high density housing across from the Courthouse
- High cost of housing
- Higher quality housing - more home ownership
- Horrible water system cost through Denver Water. We pay the highest in the entire area. Terrible
- Housing overpriced
- I hate all the car lots on Broadway.
- Immigration, integration.
- Keeping a sense of community. Support small business. Avoid the culture of downtown becoming a mainstreet of "chain" businesses.
- Keeping the home-town looking like a quaint little town by keeping out of state investors from over-running our community. Stop the grove. It will rain Sterne park.
- Lack of major N/S & E/W streets.
- Lack of Ranch-style houses for new construction.
- Lack of transit-oriented development.
- Maintaining the high line canal water for trees.
- Maintenance of existing properties.
- Marijuana, Sales, Schools.
- Mineral Rd has become dangerous with the recent construction.
- More activities other than bars.
- More services for senior citizens.
- N/A
- Need updated property improvements houses are run down & fence's.

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- No big chain stores like wal-mart.
- Not a good one to do this.
- Parking on main street & quality housing in last infill lots
- Parks are for enjoyment of residents but they are being used for dog parks - Most people do not pick up after their dogs (Also let their dogs run unleased) & the city does nothing about it.
- School Funding
- Schools.
- Schools/education.
- Senior services.
- Snow removal!
- Stop kissing up to multi-unit residential developers!
- Stronger planning committee.
- Take new development south of old court house, this terrible for neighborhood, city did not listen Bemis & Littleton blvd to citizens.
- The city is becoming trashy in some areas. Garbage graffiti, and abandoned vehicles.
- The pedestrian crosswalk across Prince St. from the light rail is unsafe. Cars do not stop for pedestrian. Please consider alternatives for those residents as myself who utilize the crosswalk twice a day.
- Too many apartments.
- Too many multi family properties.
- Transparent govt.
- Trying to get permits is very difficult, long process and rules change daily
- Urban renewal.
- We use to be a city of trees. Trees are being neglected.

### Question 20. Other topics you would like to receive information about:

- 1. Affordable housing for the poor and seniors.2. Affordable care giving for seniors.
- Above items in a more interesting format than the Ltn Report
- A Comment: Please please encourage the development at the southwest corner of federal and Belleview to be something cool and fun...like Belmar. Not subsidized housing. Also, bring a trader joe's!!
- Adding lights to east bound bridge on Littleton Blvd over train tracks.
- All of this information should be available on the Littleton city. Website-unless it is of immediate, crucial importance to citizens.
- Answers to questions asked by citizens- too many rumors out there!
- Anti-drug campaigns/efforts - No dope in Littleton!
- Average rent rates.
- Better code enforcement.
- City does good job of informing us.
- City is working with the money they have, just like we all have to do.
- City of Littleton to contract with one trash collection service rather than having (7) seven found trash companies up and down the street everyday all day long

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- City worker should make up there own mind not [?] to there father be honest to all not brainwash because your dad do not like someone.
- Code info is available from the city for anyone who needs those details for a current project. It doesn't need to be printed up and sent to every household.
- Crime activity in my neighborhood. All we ever see is police activity but no answers regarding what's going on.
- Crimes stop's.
- Criminal activity in my neighborhood.
- Dealing with shelters for the homeless.
- Development of land for Housing and Commercial Use
- Development of smaller "starter" housing.
- Development.
- Don't Legalize more marijuana!
- Drug traffic.
- Education, Transportation
- How each city council person votes on the topics.
- How they vote in elections why ted Cruz?
- I want to have code enforcement & the city council do something about the condemned house next to mine at 7874 So. Windermere circle! It was condemned in April 2012 & nothing has been done in 4 years! It's unsafe brought property values down & destroyed our circle. Where I've lived 32 yrs!
- I would like to see some information about allowing small livestock to be kept in households, districts and areas around Littleton.
- I would like to see specifically where the city spends all of its money i.e, salaries, bonuses, energy costs, etc. I would like to see how they spend our tax dollars so I/we can make an educated suggestion on how they spend our tax dollars rather than always increasing taxes!
- I'd like to see different businesses attracted to Littleton. We have too many cute shops- older. We need new young innovative restaurants, retail that attract forward thinking customers.
- If the city is doing something,"for the city" the people should know about it.
- Immigration, assimilation.
- Improvement of older neighborhoods.
- Improvement of parking problems in downtown Littleton.
- Information on what out of state compares are planning on buying up properties to develop & then just sell off to make a profit. I do not like the new logo for Littleton & slogan "Anything but Little"-I am proud of the "Littletown" atmosphere & I don't approve of forcing the town to grow too drastically.
- Leaf & tire recycling on hazmat roundup.
- Living locations, crime rates, number of illegal immigrants.
- Lower rent for seniors on s.s.
- Maps of the parks in older parts of town.
- More affordable housing without developing on current open space.
- More affordable living.
- More detail info on commercial and domestic development.
- Multi-unit residential Units planned & "master plans" as well as any proposed use of eminent domain.

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- Need to let for light rail people bus stops!
- New recycling programs.
- Open space planning.
- Outlaw any and all drone usage in the city.
- Parking solutions planned for light rail stations.
- Plan to target certain business and professions to city that can compete w/Denver & other cities as well as compliment their shortcomings.
- Reasonable & safe place for senior.
- Redevelopment of housing/shopping center.
- Road const. information my 5 min drive turned into 45 mins. the other day.
- Safety issues sidewalks, lighting etc.
- School performance & finding retention.
- School reports.
- Schools.
- Schools; rtd
- Senior activities along with free evening transportation and reduced senior rates.
- Senior interest & activities.
- Sex offenders living in neighborhood.
- Shopping center Federal & Belleview empty.
- Should be electronic, not wasting funds on mailings for most of the above
- Status of private building projects.
- Street repair.
- Street sweeping schedule.
- Sustainability, water.
- That illegal high rise and a Walmart trying to invade Littleton! No!
- The fact & data mailer was great.
- The income of the city council.
- Too tired for anymore.
- Traffic lane closures, traffic clogs.
- Updates in permit process
- Urban renewal, big box store plans.
- Village Development in High.
- What happened to the neighborhood code enforcement. Trailers parked on the street, cars park on lawns, fences broken and not repaired etc. Let's do the job!
- Where are the street blocks or intersections with most traffic accidents? Most accidents with police response? Requiring an ambulance?
- Where to drop off recycling (our HOA does not have recycling) & we have to transport our recycling to work.
- Why I have to travel to the "poor" town of lone tree to go to Walmart and give them my tax money. That was a very bad and contrived decision.
- Why is Littleton not discussing the advantage of having a pot tax to help with city expenses?
- Why zoning isn't enforcing code violations in our neighborhoods!!!

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# Appendix C: Detailed Benchmark Comparisons

## 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[1]. 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 subset 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.

[1] 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.

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## Interpreting the Results

Ratings are compared when similar questions are included in NRC's database, and there are at least five communities in which the question was asked. Where comparisons are available, three numbers are provided in the table. The first column is Littleton's "percent positive" rating (e.g., "excellent" or "good," "strongly agree" or "somewhat agree," "very safe" or "somewhat safe"). The second column is the rank assigned to Littleton's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The fourth column shows the comparison of Littleton's rating to the benchmark.

Where comparisons for quality ratings were available, the City of Littleton's results were generally noted as being "higher" than the benchmark, "lower" than 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 lower" or "much higher"). 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; "higher" or "lower" if the difference between Littleton's rating and the benchmark is greater than, but less than twice, the margin of error; and "much higher" or "much lower" if the difference between Littleton's rating and the benchmark is more than twice the margin of error.

# National Benchmark Comparisons

**Table 60: Aspects of Quality of Life**

| Please rate each of the following aspects of quality of life in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Littleton as a place to live | 97% | 62 | 357 | Much higher |
| Your neighborhood as a place to live | 89% | 48 | 279 | Much higher |
| Littleton as a place to raise children | 95% | 51 | 349 | Much higher |
| Littleton as a place to retire | 83% | 35 | 331 | Much higher |
| Littleton as a place to work | 77% | 83 | 323 | Much higher |
| Overall quality of life in Littleton | 95% | 42 | 413 | Much higher |

**Table 61: Community Safety**

| Please tell us how safe you feel in each of the following areas in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Downtown Littleton during the day | 100% | 4 | 272 | Much higher |
| Downtown Littleton at night | 95% | 14 | 140 | Much higher |
| Your neighborhood during the day | 98% | 76 | 320 | Higher |
| Your neighborhood at night | 90% | 48 | 171 | Higher |
| Parks, trails, natural open space areas | 93% | 8 | 19 | Much higher |

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### Table 62: City Services

| Please rate the quality of each of the following in Littleton: | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Appearance of city | 89% | 71 | 326 | Much higher |
| Shopping opportunities | 71% | 94 | 267 | Much higher |
| Job opportunities | 38% | 103 | 282 | Higher |
| Historic preservation | 83% | 2 | 7 | Higher |
| Economic development | 62% | 78 | 260 | Much higher |
| Public transit services | 74% | 1 | 20 | Much higher |
| Traffic flow | 46% | 181 | 316 | Similar |
| Snow plowing | 50% | 201 | 266 | Much lower |
| Downtown parking | 31% | 89 | 95 | Much lower |
| Parks and trails | 92% | 60 | 302 | Much higher |
| Recreation opportunities | 83% | 40 | 274 | Much higher |
| Open space areas | 81% | 13 | 145 | Much higher |
| Littleton Police Department | 89% | 88 | 404 | Much higher |
| Traffic enforcement | 71% | 130 | 343 | Similar |
| Code enforcement | 62% | 104 | 331 | Much higher |
| Municipal Court | 76% | 31 | 102 | Higher |
| Littleton Museum | 92% | 2 | 5 | Much higher |

### Table 63: Aspects of Transportation

| Please rate the following areas of transportation in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Ease of driving | 75% | 91 | 271 | Higher |
| Ease of traveling by bus (RTD) | 62% | 17 | 92 | Much higher |
| Ease of traveling by light rail | 83% | 4 | 145 | Much higher |
| Ease of walking in the city | 82% | 53 | 263 | Much higher |
| Ease of traveling by bicycle | 76% | 25 | 267 | Much higher |
| Street maintenance | 44% | 221 | 387 | Similar |

### Table 64: Library Services

| Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services: | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Library programs (e.g., story time, Summer Reading program, etc.) | 96% | 1 | 5 | Much higher |
| Library services (e.g., reference desk, check out, etc.) | 95% | 2 | 6 | Similar |
| Materials and collections | 84% | 1 | 9 | Higher |

### Table 65: Overall Service Quality

| | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | 84% | 170 | 401 | Higher |

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**Table 66: City Government Performance**

| Please rate the following categories of Littleton government performance. | Percent positive | Rank | Number of communities in comparison | Comparison to national benchmark |
|---|---|---|---|---|
| Attracting companies to locate in Littleton | 55% | 1 | 5 | Much higher |
| The job the city government does at welcoming citizen involvement | 64% | 65 | 282 | Much higher |
| Littleton's elected officials' consideration of what people like me think | 43% | 5 | 7 | Similar |
| Spending local tax dollars wisely | 55% | 5 | 18 | Higher |
| The value of services for the property taxes paid to Littleton | 60% | 145 | 363 | Similar |
| The overall direction the city is taking | 68% | 102 | 295 | Higher |

## Jurisdictions Included in National 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.

- Adams County, CO ..... 441,603
- Airway Heights city, WA ..... 6,114
- Albany city, OR ..... 50,158
- Albemarle County, VA ..... 98,970
- Albert Lea city, MN ..... 18,016
- Alexandria city, VA ..... 139,966
- Algonquin village, IL ..... 30,046
- Aliso Viejo city, CA ..... 47,823
- Altoona city, IA ..... 14,541
- American Canyon city, CA ..... 19,454
- Ames city, IA ..... 58,965
- Andover CDP, MA ..... 8,762
- Ankeny city, IA ..... 45,582
- Ann Arbor city, MI ..... 113,934
- Annapolis city, MD ..... 38,394
- Apache Junction city, AZ ..... 35,840
- Apple Valley town, CA ..... 69,135
- Arapahoe County, CO ..... 572,003
- Arkansas City city, AR ..... 366
- Arlington city, TX ..... 365,438
- Arlington County, VA ..... 207,627
- Arvada city, CO ..... 106,433
- Asheville city, NC ..... 83,393
- Ashland city, OR ..... 20,078
- Ashland town, VA ..... 7,225
- Aspen city, CO ..... 6,658
- Athens-Clarke County, GA ..... 115,452
- Auburn city, AL ..... 53,380
- Auburn city, WA ..... 70,180
- Augusta CCD, GA ..... 134,777
- Aurora city, CO ..... 325,078
- Austin city, TX ..... 790,390
- Bainbridge Island city, WA ..... 23,025
- Baltimore city, MD ..... 620,961
- Bartonville town, TX ..... 1,469
- Battle Creek city, MI ..... 52,347
- Bay City city, MI ..... 34,932
- Baytown city, TX ..... 71,802
- Bedford city, TX ..... 46,979
- Bedford town, MA ..... 13,320
- Bellevue city, WA ..... 122,363
- Bellingham city, WA ..... 80,885
- Beltrami County, MN ..... 44,442
- Benbrook city, TX ..... 21,234
- Bend city, OR ..... 76,639
- Benicia city, CA ..... 26,997
- Bettendorf city, IA ..... 33,217
- Billings city, MT ..... 104,170
- Blaine city, MN ..... 57,186
- Bloomfield Hills city, MI ..... 3,869
- Bloomington city, MN ..... 82,893
- Blue Springs city, MO ..... 52,575
- Boise City city, ID ..... 205,671
- Boone County, KY ..... 118,811
- Boulder city, CO ..... 97,385
- Bowling Green city, KY ..... 58,067
- Bozeman city, MT ..... 37,280
- Brentwood city, MO ..... 8,055
- Brentwood city, TN ..... 37,060
- Brighton city, CO ..... 33,352
- Bristol city, TN ..... 26,702
- Broken Arrow city, OK ..... 98,850
- Brookfield city, WI ..... 37,920
- Brookline CDP, MA ..... 58,732
- Broomfield city, CO ..... 55,889
- Brownsburg town, IN ..... 21,285
- Bryan city, TX ..... 76,201
- Burien city, WA ..... 33,313

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- Burleson city, TX ..... 36,690
- Cabarrus County, NC ..... 178,011
- Cambridge city, MA ..... 105,162
- Cannon Beach city, OR ..... 1,690
- Canton city, SD ..... 3,057
- Cape Coral city, FL ..... 154,305
- Cape Girardeau city, MO ..... 37,941
- Carlisle borough, PA ..... 18,682
- Carlsbad city, CA ..... 105,328
- Carroll city, IA ..... 10,103
- Cartersville city, GA ..... 19,731
- Cary town, NC ..... 135,234
- Casa Grande city, AZ ..... 48,571
- Casper city, WY ..... 55,316
- Castine town, ME ..... 1,366
- Castle Pines North city, CO ..... 10,360
- Castle Rock town, CO ..... 48,231
- Cedar Rapids city, IA ..... 126,326
- Centennial city, CO ..... 100,377
- Centralia city, IL ..... 13,032
- Chambersburg borough, PA ..... 20,268
- Chandler city, AZ ..... 236,123
- Chanhassen city, MN ..... 22,952
- Chapel Hill town, NC ..... 57,233
- Charlotte city, NC ..... 731,424
- Charlotte County, FL ..... 159,978
- Charlottesville city, VA ..... 43,475
- Chattanooga city, TN ..... 167,674
- Chesterfield County, VA ..... 316,236
- Chippewa Falls city, WI ..... 13,661
- Citrus Heights city, CA ..... 83,301
- Clackamas County, OR ..... 375,992
- Clarendon Hills village, IL ..... 8,427
- Clayton city, MO ..... 15,939
- Clearwater city, FL ..... 107,685
- Cleveland Heights city, OH ..... 46,121
- Clinton city, SC ..... 8,490
- Clive city, IA ..... 15,447
- Clovis city, CA ..... 95,631
- College Park city, MD ..... 30,413
- College Station city, TX ..... 93,857
- Colleyville city, TX ..... 22,807
- Collinsville city, IL ..... 25,579
- Columbia city, MO ..... 108,500
- Columbia city, SC ..... 129,272
- Columbia Falls city, MT ..... 4,688
- Columbus city, WI ..... 4,991
- Commerce City city, CO ..... 45,913
- Concord city, CA ..... 122,067
- Concord town, MA ..... 17,668
- Cookeville city, TN ..... 30,435
- Coon Rapids city, MN ..... 61,476
- Copperas Cove city, TX ..... 32,032
- Coronado city, CA ..... 18,912
- Corvallis city, OR ..... 54,462
- Creve Coeur city, MO ..... 17,833
- Cross Roads town, TX ..... 1,563
- Crystal Lake city, IL ..... 40,743
- Dacono city, CO ..... 4,152
- Dade City city, FL ..... 6,437
- Dakota County, MN ..... 398,552
- Dallas city, OR ..... 14,583
- Dallas city, TX ..... 1,197,816
- Danville city, KY ..... 16,218
- Dardenne Prairie city, MO ..... 11,494
- Davenport city, IA ..... 99,685
- Davidson town, NC ..... 10,944
- Dayton city, OH ..... 141,527
- Decatur city, GA ..... 19,335
- Del Mar city, CA ..... 4,161
- Delray Beach city, FL ..... 60,522
- Denison city, TX ..... 22,682
- Denton city, TX ..... 113,383
- Denver city, CO ..... 600,158
- Derby city, KS ..... 22,158
- Des Peres city, MO ..... 8,373
- Destin city, FL ..... 12,305
- Dorchester County, MD ..... 32,618
- Dothan city, AL ..... 65,496
- Douglas County, CO ..... 285,465
- Dover city, NH ..... 29,987
- Dublin city, CA ..... 46,036
- Duluth city, MN ..... 86,265
- Duncanville city, TX ..... 38,524
- Durham city, NC ..... 228,330
- Eagle town, CO ..... 6,508
- East Baton Rouge Parish, LA ..... 440,171
- East Grand Forks city, MN ..... 8,601
- East Lansing city, MI ..... 48,579
- Eau Claire city, WI ..... 65,883
- Eden Prairie city, MN ..... 60,797
- Edgerton city, KS ..... 1,671
- Edgewater city, CO ..... 5,170
- Edina city, MN ..... 47,941
- Edmond city, OK ..... 81,405
- Edmonds city, WA ..... 39,709
- El Cerrito city, CA ..... 23,549
- El Dorado County, CA ..... 181,058
- El Paso city, TX ..... 649,121
- Elk Grove city, CA ..... 153,015
- Elk River city, MN ..... 22,974
- Elko New Market city, MN ..... 4,110

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- Elmhurst city, IL ..... 44,121
- Encinitas city, CA ..... 59,518
- Englewood city, CO ..... 30,255
- Erie town, CO ..... 18,135
- Escambia County, FL ..... 297,619
- Estes Park town, CO ..... 5,858
- Fairview town, TX ..... 7,248
- Farmington Hills city, MI ..... 79,740
- Fayetteville city, NC ..... 200,564
- Fishers town, IN ..... 76,794
- Flower Mound town, TX ..... 64,669
- Forest Grove city, OR ..... 21,083
- Fort Collins city, CO ..... 143,986
- Fort Smith city, AR ..... 86,209
- Fort Worth city, TX ..... 741,206
- Fountain Hills town, AZ ..... 22,489
- Franklin city, TN ..... 62,487
- Fredericksburg city, VA ..... 24,286
- Fremont city, CA ..... 214,089
- Friendswood city, TX ..... 35,805
- Fruita city, CO ..... 12,646
- Gahanna city, OH ..... 33,248
- Gaithersburg city, MD ..... 59,933
- Galveston city, TX ..... 47,743
- Gardner city, KS ..... 19,123
- Geneva city, NY ..... 13,261
- Georgetown city, TX ..... 47,400
- Gilbert town, AZ ..... 208,453
- Gillette city, WY ..... 29,087
- Glendora city, CA ..... 50,073
- Glenview village, IL ..... 44,692
- Globe city, AZ ..... 7,532
- Golden city, CO ..... 18,867
- Golden Valley city, MN ..... 20,371
- Goodyear city, AZ ..... 65,275
- Grafton village, WI ..... 11,459
- Grand Blanc city, MI ..... 8,276
- Grand Island city, NE ..... 48,520
- Grass Valley city, CA ..... 12,860
- Greeley city, CO ..... 92,889
- Green Valley CDP, AZ ..... 21,391
- Greenville city, NC ..... 84,554
- Greenwich town, CT ..... 61,171
- Greenwood Village city, CO ..... 13,925
- Greer city, SC ..... 25,515
- Guilford County, NC ..... 488,406
- Gunnison County, CO ..... 15,324
- Gurnee village, IL ..... 31,295
- Hailey city, ID ..... 7,960
- Haines Borough, AK ..... 2,508
- Hallandale Beach city, FL ..... 37,113
- Hamilton city, OH ..... 62,477
- Hanover County, VA ..... 99,863
- Harrisonburg city, VA ..... 48,914
- Harrisonville city, MO ..... 10,019
- Hayward city, CA ..... 144,186
- Henderson city, NV ..... 257,729
- Herndon town, VA ..... 23,292
- High Point city, NC ..... 104,371
- Highland Park city, IL ..... 29,763
- Highlands Ranch CDP, CO ..... 96,713
- Hillsborough town, NC ..... 6,087
- Holland city, MI ..... 33,051
- Honolulu County, HI ..... 953,207
- Hooksett town, NH ..... 13,451
- Hopkins city, MN ..... 17,591
- Hopkinton town, MA ..... 14,925
- Hoquiam city, WA ..... 8,726
- Horry County, SC ..... 269,291
- Hudson city, OH ..... 22,262
- Hudson town, CO ..... 2,356
- Hudsonville city, MI ..... 7,116
- Huntersville town, NC ..... 46,773
- Hurst city, TX ..... 37,337
- Hutchinson city, MN ..... 14,178
- Hutto city, TX ..... 14,698
- Hyattsville city, MD ..... 17,557
- Independence city, MO ..... 116,830
- Indian Trail town, NC ..... 33,518
- Indianola city, IA ..... 14,782
- Iowa City city, IA ..... 67,862
- Issaquah city, WA ..... 30,434
- Jackson County, MI ..... 160,248
- James City County, VA ..... 67,009
- Jefferson City city, MO ..... 43,079
- Jefferson County, CO ..... 534,543
- Jefferson County, NY ..... 116,229
- Jerome city, ID ..... 10,890
- Johnson City city, TN ..... 63,152
- Johnston city, IA ..... 17,278
- Jupiter town, FL ..... 55,156
- Kalamazoo city, MI ..... 74,262
- Kansas City city, KS ..... 145,786
- Kansas City city, MO ..... 459,787
- Keizer city, OR ..... 36,478
- Kenmore city, WA ..... 20,460
- Kennedale city, TX ..... 6,763
- Kennett Square borough, PA ..... 6,072
- Kettering city, OH ..... 56,163
- Key West city, FL ..... 24,649
- King County, WA ..... 1,931,249
- Kirkland city, WA ..... 48,787

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- Kirkwood city, MO ..... 27,540
- Knoxville city, IA ..... 7,313
- La Mesa city, CA ..... 57,065
- La Plata town, MD ..... 8,753
- La Porte city, TX ..... 33,800
- La Vista city, NE ..... 15,758
- Lafayette city, CO ..... 24,453
- Laguna Beach city, CA ..... 22,723
- Laguna Hills city, CA ..... 30,344
- Laguna Niguel city, CA ..... 62,979
- Lake Oswego city, OR ..... 36,619
- Lake Stevens city, WA ..... 28,069
- Lake Worth city, FL ..... 34,910
- Lake Zurich village, IL ..... 19,631
- Lakeville city, MN ..... 55,954
- Lakewood city, CO ..... 142,980
- Lakewood city, WA ..... 58,163
- Lane County, OR ..... 351,715
- Larimer County, CO ..... 299,630
- Las Cruces city, NM ..... 97,618
- Las Vegas city, NV ..... 583,756
- Lawrence city, KS ..... 87,643
- League City city, TX ..... 83,560
- Lee's Summit city, MO ..... 91,364
- Lehi city, UT ..... 47,407
- Lenexa city, KS ..... 48,190
- Lewis County, NY ..... 27,087
- Lewisville city, TX ..... 95,290
- Libertyville village, IL ..... 20,315
- Lincoln city, NE ..... 258,379
- Lindsborg city, KS ..... 3,458
- Littleton city, CO ..... 41,737
- Livermore city, CA ..... 80,968
- Lombard village, IL ..... 43,165
- Lone Tree city, CO ..... 10,218
- Long Grove village, IL ..... 8,043
- Longmont city, CO ..... 86,270
- Longview city, TX ..... 80,455
- Los Alamos County, NM ..... 17,950
- Louisville city, CO ..... 18,376
- Lynchburg city, VA ..... 75,568
- Lynnwood city, WA ..... 35,836
- Macomb County, MI ..... 840,978
- Madison city, WI ..... 233,209
- Manhattan Beach city, CA ..... 35,135
- Mankato city, MN ..... 39,309
- Maple Grove city, MN ..... 61,567
- Maple Valley city, WA ..... 22,684
- Maricopa County, AZ ..... 3,817,117
- Martinez city, CA ..... 35,824
- Maryland Heights city, MO ..... 27,472
- Matthews town, NC ..... 27,198
- McAllen city, TX ..... 129,877
- McDonough city, GA ..... 22,084
- McKinney city, TX ..... 131,117
- McMinnville city, OR ..... 32,187
- Medford city, OR ..... 74,907
- Menlo Park city, CA ..... 32,026
- Mercer Island city, WA ..... 22,699
- Meridian charter township, MI ..... 39,688
- Meridian city, ID ..... 75,092
- Merriam city, KS ..... 11,003
- Mesa County, CO ..... 146,723
- Miami Beach city, FL ..... 87,779
- Miami city, FL ..... 399,457
- Middleton city, WI ..... 17,442
- Midland city, MI ..... 41,863
- Milford city, DE ..... 9,559
- Milton city, GA ..... 32,661
- Minneapolis city, MN ..... 382,578
- Mission Viejo city, CA ..... 93,305
- Modesto city, CA ..... 201,165
- Monterey city, CA ..... 27,810
- Montgomery County, VA ..... 94,392
- Monticello city, UT ..... 1,972
- Monument town, CO ..... 5,530
- Mooresville town, NC ..... 32,711
- Morristown city, TN ..... 29,137
- Morrisville town, NC ..... 18,576
- Moscow city, ID ..... 23,800
- Mountain Village town, CO ..... 1,320
- Mountlake Terrace city, WA ..... 19,909
- Muscatine city, IA ..... 22,886
- Naperville city, IL ..... 141,853
- Needham CDP, MA ..... 28,886
- New Braunfels city, TX ..... 57,740
- New Brighton city, MN ..... 21,456
- New Hanover County, NC ..... 202,667
- New Orleans city, LA ..... 343,829
- New Smyrna Beach city, FL ..... 22,464
- Newberg city, OR ..... 22,068
- Newport Beach city, CA ..... 85,186
- Newport News city, VA ..... 180,719
- Newton city, IA ..... 15,254
- Noblesville city, IN ..... 51,969
- Nogales city, AZ ..... 20,837
- Norfolk city, VA ..... 242,803
- North Port city, FL ..... 57,357
- North Richland Hills city, TX ..... 63,343
- Northglenn city, CO ..... 35,789
- Novato city, CA ..... 51,904
- Novi city, MI ..... 55,224

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- O'Fallon city, IL ..... 28,281
- O'Fallon city, MO ..... 79,329
- Oak Park village, IL ..... 51,878
- Oakland city, CA ..... 390,724
- Oakland Park city, FL ..... 41,363
- Oakley city, CA ..... 35,432
- Ogdensburg city, NY ..... 11,128
- Oklahoma City city, OK ..... 579,999
- Olathe city, KS ..... 125,872
- Old Town city, ME ..... 7,840
- Olmsted County, MN ..... 144,248
- Olympia city, WA ..... 46,478
- Orland Park village, IL ..... 56,767
- Oshkosh city, WI ..... 66,083
- Oshtemo charter township, MI ..... 21,705
- Otsego County, MI ..... 24,164
- Overland Park city, KS ..... 173,372
- Oviedo city, FL ..... 33,342
- Paducah city, KY ..... 25,024
- Palm Coast city, FL ..... 75,180
- Palo Alto city, CA ..... 64,403
- Papillion city, NE ..... 18,894
- Park City city, UT ..... 7,558
- Parker town, CO ..... 45,297
- Parkland city, FL ..... 23,962
- Pasadena city, CA ..... 137,122
- Pasco city, WA ..... 59,781
- Pasco County, FL ..... 464,697
- Pearland city, TX ..... 91,252
- Peoria city, AZ ..... 154,065
- Peoria city, IL ..... 115,007
- Peoria County, IL ..... 186,494
- Petoskey city, MI ..... 5,670
- Pflugerville city, TX ..... 46,936
- Phoenix city, AZ ..... 1,445,632
- Pinal County, AZ ..... 375,770
- Pinehurst village, NC ..... 13,124
- Piqua city, OH ..... 20,522
- Pitkin County, CO ..... 17,148
- Plano city, TX ..... 259,841
- Platte City city, MO ..... 4,691
- Plymouth city, MN ..... 70,576
- Pocatello city, ID ..... 54,255
- Polk County, IA ..... 430,640
- Pompano Beach city, FL ..... 99,845
- Port Huron city, MI ..... 30,184
- Port Orange city, FL ..... 56,048
- Portland city, OR ..... 583,776
- Post Falls city, ID ..... 27,574
- Prince William County, VA ..... 402,002
- Prior Lake city, MN ..... 22,796
- Provo city, UT ..... 112,488
- Pueblo city, CO ..... 106,595
- Purcellville town, VA ..... 7,727
- Queen Creek town, AZ ..... 26,361
- Radnor township, PA ..... 31,531
- Ramsey city, MN ..... 23,668
- Rapid City city, SD ..... 67,956
- Raymore city, MO ..... 19,206
- Redmond city, WA ..... 54,144
- Rehoboth Beach city, DE ..... 1,327
- Reno city, NV ..... 225,221
- Reston CDP, VA ..... 58,404
- Richmond city, CA ..... 103,701
- Richmond Heights city, MO ..... 8,603
- Rifle city, CO ..... 9,172
- Rio Rancho city, NM ..... 87,521
- River Falls city, WI ..... 15,000
- Riverdale city, UT ..... 8,426
- Riverside city, CA ..... 303,871
- Riverside city, MO ..... 2,937
- Rochester Hills city, MI ..... 70,995
- Rock Hill city, SC ..... 66,154
- Rockford city, IL ..... 152,871
- Rockville city, MD ..... 61,209
- Rogers city, MN ..... 8,597
- Rolla city, MO ..... 19,559
- Roselle village, IL ..... 22,763
- Rosemount city, MN ..... 21,874
- Rosenberg city, TX ..... 30,618
- Roseville city, MN ..... 33,660
- Roswell city, GA ..... 88,346
- Round Rock city, TX ..... 99,887
- Royal Oak city, MI ..... 57,236
- Saco city, ME ..... 18,482
- Sahuarita town, AZ ..... 25,259
- Sammamish city, WA ..... 45,780
- San Anselmo town, CA ..... 12,336
- San Antonio city, TX ..... 1,327,407
- San Carlos city, CA ..... 28,406
- San Diego city, CA ..... 1,307,402
- San Francisco city, CA ..... 805,235
- San Jose city, CA ..... 945,942
- San Juan County, NM ..... 130,044
- San Marcos city, CA ..... 83,781
- San Marcos city, TX ..... 44,894
- San Rafael city, CA ..... 57,713
- Sandy Springs city, GA ..... 93,853
- Sanford city, FL ..... 53,570
- Sangamon County, IL ..... 197,465
- Santa Clarita city, CA ..... 176,320
- Santa Fe County, NM ..... 144,170

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- Santa Monica city, CA ..... 89,736
- Sarasota County, FL ..... 379,448
- Savage city, MN ..... 26,911
- Scarborough CDP, ME ..... 4,403
- Schaumburg village, IL ..... 74,227
- Scott County, MN ..... 129,928
- Scottsdale city, AZ ..... 217,385
- Seaside city, CA ..... 33,025
- SeaTac city, WA ..... 26,909
- Sevierville city, TN ..... 14,807
- Shawnee city, KS ..... 62,209
- Sheboygan city, WI ..... 49,288
- Shoreview city, MN ..... 25,043
- Shorewood city, MN ..... 7,307
- Shorewood village, IL ..... 15,615
- Shorewood village, WI ..... 13,162
- Sierra Vista city, AZ ..... 43,888
- Sioux Center city, IA ..... 7,048
- Sioux Falls city, SD ..... 153,888
- Skokie village, IL ..... 64,784
- Snellville city, GA ..... 18,242
- Snowmass Village town, CO ..... 2,826
- South Kingstown town, RI ..... 30,639
- South Lake Tahoe city, CA ..... 21,403
- South Portland city, ME ..... 25,002
- Southborough town, MA ..... 9,767
- Southlake city, TX ..... 26,575
- Sparks city, NV ..... 90,264
- Spokane Valley city, WA ..... 89,755
- Spring Hill city, KS ..... 5,437
- Springboro city, OH ..... 17,409
- Springfield city, MO ..... 159,498
- Springfield city, OR ..... 59,403
- Springville city, UT ..... 29,466
- St. Augustine city, FL ..... 12,975
- St. Charles city, IL ..... 32,974
- St. Cloud city, FL ..... 35,183
- St. Cloud city, MN ..... 65,842
- St. Joseph city, MO ..... 76,780
- St. Louis County, MN ..... 200,226
- St. Louis Park city, MN ..... 45,250
- Stallings town, NC ..... 13,831
- State College borough, PA ..... 42,034
- Steamboat Springs city, CO ..... 12,088
- Sterling Heights city, MI ..... 129,699
- Sugar Grove village, IL ..... 8,997
- Sugar Land city, TX ..... 78,817
- Summit city, NJ ..... 21,457
- Summit County, UT ..... 36,324
- Sunnyvale city, CA ..... 140,081
- Surprise city, AZ ..... 117,517
- Suwanee city, GA ..... 15,355
- Tacoma city, WA ..... 198,397
- Takoma Park city, MD ..... 16,715
- Tamarac city, FL ..... 60,427
- Temecula city, CA ..... 100,097
- Tempe city, AZ ..... 161,719
- Temple city, TX ..... 66,102
- The Woodlands CDP, TX ..... 93,847
- Thornton city, CO ..... 118,772
- Thousand Oaks city, CA ..... 126,683
- Tigard city, OR ..... 48,035
- Tracy city, CA ..... 82,922
- Tualatin city, OR ..... 26,054
- Tulsa city, OK ..... 391,906
- Twin Falls city, ID ..... 44,125
- Tyler city, TX ..... 96,900
- Umatilla city, OR ..... 6,906
- Upper Arlington city, OH ..... 33,771
- Urbandale city, IA ..... 39,463
- Vail town, CO ..... 5,305
- Vancouver city, WA ..... 161,791
- Vernon Hills village, IL ..... 25,113
- Vestavia Hills city, AL ..... 34,033
- Victoria city, MN ..... 7,345
- Virginia Beach city, VA ..... 437,994
- Wake Forest town, NC ..... 30,117
- Walnut Creek city, CA ..... 64,173
- Washington County, MN ..... 238,136
- Washington town, NH ..... 1,123
- Washoe County, NV ..... 421,407
- Watauga city, TX ..... 23,497
- Wauwatosa city, WI ..... 46,396
- Waverly city, IA ..... 9,874
- Weddington town, NC ..... 9,459
- Wentzville city, MO ..... 29,070
- West Carrollton city, OH ..... 13,143
- West Chester borough, PA ..... 18,461
- West Des Moines city, IA ..... 56,609
- West Richland city, WA ..... 11,811
- Western Springs village, IL ..... 12,975
- Westerville city, OH ..... 36,120
- Westlake town, TX ..... 992
- Westminster city, CO ..... 106,114
- Weston town, MA ..... 11,261
- Wheat Ridge city, CO ..... 30,166
- White House city, TN ..... 10,255
- Wichita city, KS ..... 382,368
- Williamsburg city, VA ..... 14,068
- Wilmington city, NC ..... 106,476
- Wilsonville city, OR ..... 19,509
- Winchester city, VA ..... 26,203

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- Windsor town, CO ..... 18,644
- Windsor town, CT ..... 29,044
- Winnetka village, IL..... 12,187
- Winston-Salem city, NC ..... 229,617
- Winter Garden city, FL ..... 34,568
- Woodbury city, MN..... 61,961
- Woodland city, CA ..... 55,468
- Woodland city, WA..... 5,509
- Wrentham town, MA..... 10,955
- Yakima city, WA..... 91,067
- York County, VA ..... 65,464
- Yorktown town, IN ..... 9,405
- Yountville city, CA ..... 2,933

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# Front Range Benchmark Comparisons

### Table 67: Aspects of Quality of Life

| Please rate each of the following aspects of quality of life in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Littleton as a place to live | 97% | 8 | 26 | Much higher |
| Your neighborhood as a place to live | 89% | 8 | 25 | Higher |
| Littleton as a place to raise children | 95% | 7 | 27 | Much higher |
| Littleton as a place to retire | 83% | 6 | 28 | Much higher |
| Littleton as a place to work | 77% | 8 | 28 | Much higher |
| Overall quality of life in Littleton | 95% | 7 | 32 | Much higher |

### Table 68: Community Safety

| Please tell us how safe you feel in each of the following areas in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Downtown Littleton during the day | 100% | 2 | 17 | Much higher |
| Downtown Littleton at night | 95% | 3 | 10 | Much higher |
| Your neighborhood during the day | 98% | 8 | 21 | Higher |
| Your neighborhood at night | 90% | 8 | 13 | Similar |
| Parks, trails, natural open space areas | 93% | NA | NA | NA |

### Table 69: City Services

| Please rate the quality of each of the following in Littleton: | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Appearance of city | 89% | 8 | 21 | Much higher |
| Shopping opportunities | 71% | 9 | 22 | Much higher |
| Job opportunities | 38% | 10 | 25 | Higher |
| Historic preservation | 83% | NA | NA | NA |
| Economic development | 62% | 6 | 17 | Much higher |
| Public transit services | 74% | NA | NA | NA |
| Traffic flow | 46% | 13 | 21 | Lower |
| Snow plowing | 50% | 18 | 27 | Lower |
| Downtown parking | 31% | 7 | 7 | Much lower |
| Parks and trails | 92% | 7 | 22 | Higher |
| Recreation opportunities | 83% | 8 | 22 | Much higher |
| Open space areas | 81% | 7 | 13 | Similar |
| Littleton Police Department | 89% | 5 | 26 | Much higher |
| Traffic enforcement | 71% | 9 | 24 | Similar |
| Code enforcement | 62% | 6 | 23 | Much higher |
| Municipal Court | 76% | 4 | 15 | Higher |
| Littleton Museum | 92% | NA | NA | NA |

### Table 70: Aspects of Transportation

| Please rate the following areas of transportation in Littleton. | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Ease of driving | 75% | 9 | 23 | Similar |
| Ease of traveling by bus (RTD) | 62% | 3 | 8 | Much higher |
| Ease of traveling by light rail | 83% | 2 | 12 | Much higher |
| Ease of walking in the city | 82% | 6 | 22 | Much higher |
| Ease of traveling by bicycle | 76% | 5 | 23 | Much higher |
| Street maintenance | 44% | 20 | 28 | Lower |

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**Table 71: Overall Service Quality**

| | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | 84% | 11 | 27 | Similar |

**Table 72: City Government Performance**

| Please rate the following categories of Littleton government performance. | Percent positive | Rank | Number of communities in comparison | Comparison to Front Range benchmark |
|---|---|---|---|---|
| Attracting companies to locate in Littleton | 55% | NA | NA | NA |
| The job the city government does at welcoming citizen involvement | 64% | 6 | 23 | Higher |
| Littleton's elected officials' consideration of what people like me think | 43% | NA | NA | NA |
| Spending local tax dollars wisely | 55% | NA | NA | NA |
| The value of services for the property taxes paid to Littleton | 60% | 9 | 21 | Similar |
| The overall direction the city is taking | 68% | 12 | 27 | Similar |

## Jurisdictions Included in Front Range Comparisons

Listed below are the jurisdictions included in the Front Range benchmark comparisons provided for the City of Littleton followed by the 2010 population according to the U.S. Census.

- Arapahoe County, CO ..... 572,003
- Arvada city, CO ..... 106,433
- Aurora city, CO ..... 325,078
- Boulder city, CO ..... 97,385
- Brighton city, CO ..... 33,352
- Broomfield city, CO ..... 55,889
- Castle Pines North city, CO ..... 10,360
- Castle Rock town, CO ..... 48,231
- Centennial city, CO ..... 100,377
- Commerce City city, CO ..... 45,913
- Dacono city, CO ..... 4,152
- Denver city, CO ..... 600,158
- Douglas County, CO ..... 285,465
- Edgewater city, CO ..... 5,170
- Englewood city, CO ..... 30,255
- Erie town, CO ..... 18,135
- Fort Collins city, CO ..... 143,986
- Golden city, CO ..... 18,867
- Greenwood Village city, CO ..... 13,925
- Highlands Ranch CDP, CO ..... 96,713
- Jefferson County, CO ..... 534,543
- Lafayette city, CO ..... 24,453
- Lakewood city, CO ..... 142,980
- Larimer County, CO ..... 299,630
- Littleton city, CO ..... 41,737
- Lone Tree city, CO ..... 10,218
- Longmont city, CO ..... 86,270
- Louisville city, CO ..... 18,376
- Monument town, CO ..... 5,530
- Northglenn city, CO ..... 35,789
- Parker town, CO ..... 45,297
- Pueblo city, CO ..... 106,595
- Thornton city, CO ..... 118,772
- Westminster city, CO ..... 106,114
- Windsor town, CO ..... 18,644

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# Appendix D: Comparisons of Select Survey Results by Respondent Subgroups

The following appendix compares the key survey responses by respondent demographic characteristics followed by comparisons by city council district of residence. 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.

## Select Questions Compared by Respondent Characteristics

### Table 73: Question 1 Compared by Respondent Characteristics

| Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| Littleton as a place to live | 97% | 97% | 96% | 98% | 98% | 96% | 99% | 97% |
| Your neighborhood as a place to live | 86% | 92% | 80% | 95% | 89% | 85% | 95% | 89% |
| Littleton as a place to raise children | 95% | 94% | 91% | 96% | 92% | 93% | 98% | 95% |
| Littleton as a place to retire | 83% | 84% | 82% | 84% | 85% | 86% | 79% | 83% |
| Littleton as a place to work | 80% | 74% | 75% | 77% | 73% | 77% | 75% | 77% |
| Overall quality of life in Littleton | 97% | 94% | 92% | 97% | 90% | 96% | 96% | 95% |

### Table 74: Question 1 Compared by Respondent Characteristics

| Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| Littleton as a place to live | 95% | 99% | 98% | 98% | 97% | 98% | 92% | 97% |
| Your neighborhood as a place to live | 78% | 93% | 93% | 86% | 94% | 89% | 90% | 89% |
| Littleton as a place to raise children | 91% | 97% | 95% | 94% | 95% | 94% | 97% | 95% |
| Littleton as a place to retire | 83% | 81% | 86% | 84% | 84% | 85% | 74% | 83% |
| Littleton as a place to work | 59% | 82% | 84% | 80% | 73% | 77% | 68% | 77% |
| Overall quality of life in Littleton | 92% | 97% | 96% | 96% | 95% | 97% | 87% | 95% |

Prepared by National Research Center, Inc.

### Table 75: Question 7 Compared by Respondent Characteristics

| (Percent essential or very important) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment? | 78% | 75% | 74% | 78% | 72% | 74% | 81% | 76% |

### Table 76: Question 7 Compared by Respondent Characteristics

| (Percent essential or very important) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment? | 80% | 81% | 70% | 78% | 75% | 76% | 84% | 76% |

### Table 77: Question 8 Compared by Respondent Characteristics

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| Appearance of city | 88% | 91% | 89% | 89% | 90% | 89% | 89% | 89% |
| Shopping opportunities | 75% | 67% | 74% | 69% | 78% | 69% | 73% | 71% |
| Job opportunities | 40% | 37% | 38% | 38% | 37% | 34% | 44% | 38% |
| Historic preservation | 86% | 81% | 83% | 83% | 89% | 84% | 80% | 83% |
| Economic development | 67% | 58% | 66% | 60% | 79% | 60% | 62% | 62% |
| Public transit services | 78% | 71% | 76% | 73% | 80% | 73% | 75% | 74% |
| Traffic flow | 50% | 44% | 52% | 43% | 52% | 50% | 41% | 46% |
| Snow plowing | 56% | 46% | 54% | 48% | 61% | 51% | 46% | 50% |
| Downtown parking | 42% | 23% | 45% | 23% | 41% | 32% | 29% | 31% |
| Parks and trails | 95% | 90% | 95% | 90% | 84% | 94% | 91% | 92% |
| Recreation opportunities | 82% | 84% | 80% | 85% | 87% | 79% | 87% | 83% |
| Open space areas | 82% | 81% | 80% | 83% | 73% | 82% | 82% | 81% |
| Environmental sustainability | 68% | 63% | 68% | 63% | 73% | 66% | 61% | 66% |
| Littleton Fire Rescue | 99% | 95% | 98% | 96% | 95% | 97% | 96% | 97% |
| Littleton Police Department | 90% | 88% | 88% | 89% | 93% | 88% | 88% | 89% |
| Traffic enforcement | 76% | 69% | 74% | 69% | 82% | 72% | 69% | 71% |
| Code enforcement | 70% | 58% | 73% | 57% | 75% | 61% | 60% | 62% |

Prepared by National Research Center, Inc.

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| Municipal Court | 83% | 72% | 83% | 71% | 84% | 75% | 75% | 76% |
| Online payments of fines and services | 79% | 72% | 77% | 73% | 78% | 73% | 76% | 75% |
| Bemis Library | 92% | 90% | 94% | 89% | 92% | 91% | 91% | 91% |
| Littleton Museum | 91% | 93% | 93% | 92% | 92% | 92% | 93% | 92% |
| Hudson Gardens | 93% | 92% | 93% | 92% | 95% | 94% | 91% | 92% |
| Carson Nature Center | 86% | 88% | 88% | 87% | 82% | 87% | 88% | 87% |
| South Platte Park | 90% | 87% | 89% | 87% | 91% | 87% | 89% | 88% |
| Buck Recreation Center | 87% | 90% | 88% | 89% | 90% | 90% | 85% | 89% |
| Candlelight Walk | 83% | 86% | 87% | 84% | 74% | 90% | 82% | 85% |
| 4th of July Family Festival/Fireworks show | 93% | 89% | 94% | 89% | 90% | 90% | 93% | 90% |
| Town Hall Arts Center | 78% | 84% | 78% | 84% | 88% | 81% | 80% | 82% |
| Leaf and tire recycling | 63% | 74% | 74% | 68% | 90% | 70% | 65% | 70% |
| Household Haz Mat Roundup | 67% | 72% | 71% | 70% | 76% | 69% | 69% | 71% |
| City management | 74% | 62% | 80% | 60% | 79% | 72% | 59% | 67% |

## Table 78: Question 8 Compared by Respondent Characteristics

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| Appearance of city | 85% | 88% | 94% | 92% | 87% | 90% | 89% | 89% |
| Shopping opportunities | 73% | 70% | 71% | 75% | 67% | 70% | 80% | 71% |
| Job opportunities | 28% | 46% | 40% | 42% | 35% | 37% | 44% | 38% |
| Historic preservation | 84% | 84% | 83% | 83% | 84% | 85% | 77% | 83% |
| Economic development | 61% | 63% | 65% | 67% | 59% | 64% | 59% | 62% |
| Public transit services | 71% | 76% | 75% | 76% | 72% | 75% | 70% | 74% |
| Traffic flow | 44% | 53% | 43% | 44% | 49% | 46% | 52% | 46% |
| Snow plowing | 46% | 53% | 50% | 52% | 49% | 49% | 62% | 50% |
| Downtown parking | 41% | 36% | 20% | 31% | 32% | 29% | 46% | 31% |
| Parks and trails | 94% | 93% | 90% | 92% | 93% | 93% | 90% | 92% |
| Recreation opportunities | 74% | 88% | 85% | 86% | 80% | 85% | 74% | 83% |
| Open space areas | 80% | 81% | 84% | 80% | 84% | 83% | 76% | 81% |
| Environmental sustainability | 53% | 71% | 68% | 68% | 63% | 63% | 78% | 66% |
| Littleton Fire Rescue | 100% | 94% | 97% | 97% | 96% | 97% | 96% | 97% |

Prepared by National Research Center, Inc.

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| Littleton Police Department | 86% | 88% | 91% | 90% | 88% | 89% | 91% | 89% |
| Traffic enforcement | 77% | 69% | 71% | 72% | 71% | 70% | 78% | 71% |
| Code enforcement | 76% | 59% | 61% | 64% | 61% | 60% | 79% | 62% |
| Municipal Court | 86% | 70% | 77% | 78% | 75% | 75% | 78% | 76% |
| Online payments of fines and services | 82% | 71% | 73% | 79% | 70% | 73% | 84% | 75% |
| Bemis Library | 93% | 88% | 94% | 92% | 90% | 91% | 93% | 91% |
| Littleton Museum | 89% | 93% | 93% | 94% | 90% | 92% | 98% | 92% |
| Hudson Gardens | 98% | 91% | 92% | 93% | 92% | 93% | 94% | 92% |
| Carson Nature Center | 92% | 87% | 86% | 91% | 83% | 87% | 92% | 87% |
| South Platte Park | 90% | 87% | 89% | 88% | 89% | 87% | 96% | 88% |
| Buck Recreation Center | 94% | 87% | 88% | 90% | 87% | 88% | 94% | 89% |
| Candlelight Walk | 86% | 88% | 83% | 87% | 85% | 85% | 87% | 85% |
| 4th of July Family Festival/Fireworks show | 95% | 92% | 88% | 93% | 89% | 90% | 100% | 90% |
| Town Hall Arts Center | 74% | 83% | 84% | 84% | 80% | 82% | 82% | 82% |
| Leaf and tire recycling | 48% | 73% | 76% | 76% | 67% | 69% | 74% | 70% |
| Household Haz Mat Roundup | 71% | 69% | 72% | 78% | 65% | 68% | 83% | 71% |
| City management | 69% | 69% | 65% | 73% | 63% | 67% | 71% | 67% |

## Table 79: Question 12 Compared by Respondent Characteristics

| (Percent excellent or good) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | 88% | 82% | 85% | 84% | 80% | 87% | 83% | 84% |

## Table 80: Question 12 Compared by Respondent Characteristics

| (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | 85% | 83% | 86% | 88% | 82% | 86% | 77% | 84% |

Prepared by National Research Center, Inc.

## Table 81: Question 13 Compared by Respondent Characteristics

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| The direction the city is taking with respect to open space, trails and parks | 89% | 81% | 91% | 82% | 93% | 87% | 83% | 85% |
| Attracting companies to locate in Littleton | 57% | 54% | 67% | 49% | 73% | 60% | 46% | 55% |
| The job the city government does at welcoming citizen involvement | 65% | 63% | 68% | 62% | 76% | 63% | 64% | 64% |
| Opportunities to participate in city government decisions | 65% | 43% | 65% | 45% | 67% | 49% | 53% | 51% |
| Responding to citizen complaints and concerns | 56% | 39% | 54% | 40% | 70% | 42% | 41% | 44% |
| Holding public meetings about city plans | 71% | 56% | 74% | 56% | 78% | 58% | 63% | 61% |
| Littleton's elected officials' consideration of what people like me think | 53% | 38% | 58% | 37% | 64% | 41% | 45% | 43% |
| Littleton's government as an example of how best to provide services | 59% | 49% | 61% | 49% | 72% | 52% | 53% | 53% |
| The city manager's management of city operations | 67% | 54% | 65% | 57% | 71% | 61% | 57% | 59% |
| The quality of work provided by City of Littleton employees | 80% | 72% | 78% | 74% | 85% | 74% | 78% | 75% |
| Spending local tax dollars wisely | 64% | 49% | 65% | 52% | 65% | 57% | 53% | 55% |
| The value of services for the property taxes paid to Littleton | 71% | 54% | 71% | 57% | 68% | 61% | 59% | 60% |
| A city government that is run efficiently | 71% | 51% | 68% | 54% | 69% | 63% | 53% | 59% |
| Running Littleton's local government in the best interest of residents | 65% | 46% | 65% | 49% | 68% | 55% | 50% | 54% |
| Being transparent and accountable to the public | 51% | 46% | 57% | 44% | 60% | 51% | 43% | 48% |
| Providing information about city plans and programs | 67% | 52% | 64% | 56% | 77% | 56% | 58% | 58% |
| The overall direction the city is taking | 79% | 61% | 82% | 61% | 77% | 73% | 62% | 68% |

## Table 82: Question 13 Compared by Respondent Characteristics

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| The direction the city is taking with respect to open space, trails and parks | 95% | 82% | 83% | 88% | 83% | 85% | 91% | 85% |
| Attracting companies to locate in Littleton | 51% | 58% | 58% | 59% | 53% | 54% | 62% | 55% |
| The job the city government does at welcoming citizen involvement | 63% | 68% | 62% | 64% | 65% | 64% | 71% | 64% |
| Opportunities to participate in city government decisions | 60% | 55% | 45% | 59% | 45% | 53% | 55% | 51% |
| Responding to citizen complaints and concerns | 48% | 48% | 42% | 52% | 38% | 45% | 49% | 44% |

Prepared by National Research Center, Inc.

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| Holding public meetings about city plans | 73% | 62% | 58% | 68% | 57% | 63% | 61% | 61% |
| Littleton's elected officials' consideration of what people like me think | 53% | 43% | 41% | 52% | 37% | 45% | 41% | 43% |
| Littleton's government as an example of how best to provide services | 63% | 51% | 50% | 57% | 50% | 55% | 51% | 53% |
| The city manager's management of city operations | 67% | 63% | 54% | 61% | 59% | 62% | 53% | 59% |
| The quality of work provided by City of Littleton employees | 82% | 75% | 73% | 76% | 75% | 76% | 81% | 75% |
| Spending local tax dollars wisely | 68% | 54% | 52% | 58% | 54% | 54% | 66% | 55% |
| The value of services for the property taxes paid to Littleton | 77% | 59% | 56% | 60% | 60% | 60% | 69% | 60% |
| A city government that is run efficiently | 71% | 59% | 54% | 63% | 55% | 59% | 73% | 59% |
| Running Littleton's local government in the best interest of residents | 62% | 57% | 48% | 57% | 52% | 54% | 61% | 54% |
| Being transparent and accountable to the public | 39% | 58% | 43% | 52% | 45% | 49% | 48% | 48% |
| Providing information about city plans and programs | 60% | 65% | 52% | 63% | 54% | 59% | 60% | 58% |
| The overall direction the city is taking | 87% | 68% | 59% | 74% | 63% | 68% | 79% | 68% |

### Table 83: Question 14 Compared by Respondent Characteristics

| (Percent "to a great extent" or "to a moderate extent") | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| To what extent do you trust that the decisions made by city council represent the best interest of citizens? | 79% | 65% | 78% | 68% | 72% | 74% | 68% | 71% |

### Table 84: Question 14 Compared by Respondent Characteristics

| (Percent "to a great extent" or "to a moderate extent") | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| To what extent do you trust that the decisions made by city council represent the best interest of citizens? | 85% | 69% | 66% | 78% | 65% | 70% | 84% | 71% |

Prepared by National Research Center, Inc.

### Table 85: Question 17 Compared by Respondent Characteristics

| (Percent strongly or somewhat support) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase? | 78% | 75% | 75% | 77% | 69% | 75% | 81% | 76% |

### Table 86: Question 17 Compared by Respondent Characteristics

| (Percent strongly or somewhat support) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase? | 82% | 73% | 78% | 78% | 75% | 78% | 69% | 76% |

### Table 87: Question 19 Compared by Respondent Characteristics

| (Percent strongly or somewhat support) | Length of residency | | Rent or own home | | Household income | | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 10 years or less | More than 10 years | Rent | Own | Less than $25,000 | $25,000 to $99,999 | $100,000 or more | |
| To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton? | 74% | 66% | 67% | 72% | 67% | 68% | 74% | 70% |

Prepared by National Research Center, Inc.

## Table 88: Question 19 Compared by Respondent Characteristics

| (Percent strongly or somewhat support) | Age | | | Gender | | Race/ethnicity | | Overall |
|---|---|---|---|---|---|---|---|---|
| | 18-34 | 35-54 | 55+ | Female | Male | White alone, not Hispanic | Hispanic and/or other race | |
| To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton? | 68% | 71% | 71% | 73% | 67% | 70% | 71% | 70% |

Prepared by National Research Center, Inc.

# Select Questions Compared by Respondent Council District

### Table 89: Question 1 Compared by Council District

| Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| Littleton as a place to live | 97% | 95% | 99% | 98% | 97% |
| Your neighborhood as a place to live | 91% | 77% | 96% | 93% | 89% |
| Littleton as a place to raise children | 98% | 91% | 95% | 94% | 95% |
| Littleton as a place to retire | 90% | 79% | 80% | 84% | 83% |
| Littleton as a place to work | 86% | 69% | 77% | 75% | 77% |
| Overall quality of life in Littleton | 95% | 93% | 97% | 96% | 95% |

### Table 90: Question 7 Compared by Council District

| (Percent essential or very important) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment? | 76% | 76% | 76% | 77% | 76% |

### Table 91: Question 8 Compared by Council District

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| Appearance of city | 89% | 91% | 92% | 87% | 89% |
| Shopping opportunities | 71% | 73% | 71% | 69% | 71% |
| Job opportunities | 41% | 36% | 40% | 38% | 38% |
| Historic preservation | 87% | 79% | 88% | 80% | 83% |
| Economic development | 57% | 64% | 71% | 58% | 62% |
| Public transit services | 79% | 73% | 69% | 73% | 74% |
| Traffic flow | 50% | 53% | 53% | 33% | 46% |
| Snow plowing | 62% | 54% | 41% | 44% | 50% |
| Downtown parking | 29% | 40% | 26% | 30% | 31% |
| Parks and trails | 89% | 95% | 91% | 93% | 92% |
| Recreation opportunities | 82% | 80% | 86% | 84% | 83% |
| Open space areas | 81% | 79% | 84% | 82% | 81% |
| Environmental sustainability | 66% | 65% | 72% | 61% | 66% |
| Littleton Fire Rescue | 96% | 98% | 99% | 93% | 97% |
| Littleton Police Department | 87% | 94% | 91% | 84% | 89% |
| Traffic enforcement | 66% | 79% | 79% | 63% | 71% |

Prepared by National Research Center, Inc.

| Please rate the quality of each of the following in Littleton. (Percent excellent or good) | Council District | | | | Overall |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | |
| Code enforcement | 62% | 71% | 56% | 58% | 62% |
| Municipal Court | 71% | 90% | 81% | 59% | 76% |
| Online payments of fines and services | 76% | 80% | 75% | 69% | 75% |
| Bemis Library | 92% | 95% | 92% | 85% | 91% |
| Littleton Museum | 89% | 96% | 96% | 88% | 92% |
| Hudson Gardens | 93% | 95% | 92% | 90% | 92% |
| Carson Nature Center | 84% | 85% | 88% | 89% | 87% |
| South Platte Park | 84% | 93% | 91% | 86% | 88% |
| Buck Recreation Center | 86% | 93% | 93% | 82% | 89% |
| Candlelight Walk | 90% | 87% | 85% | 77% | 85% |
| 4th of July Family Festival/Fireworks show | 92% | 93% | 91% | 85% | 90% |
| Town Hall Arts Center | 80% | 83% | 89% | 78% | 82% |
| Leaf and tire recylcing | 75% | 59% | 78% | 72% | 70% |
| Household Haz Mat Roundup | 80% | 69% | 68% | 67% | 71% |
| City management | 66% | 71% | 72% | 59% | 67% |

**Table 92: Question 12 Compared by Council District**

| (Percent excellent or good) | Council District | | | | Overall |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | |
| Overall, how would you rate the quality of municipal services provided by the City of Littleton? | 85% | 89% | 80% | 84% | 84% |

**Table 93: Question 13 Compared by Council District**

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | Council District | | | | Overall |
|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | |
| The direction the city is taking with respect to open space, trails and parks | 86% | 85% | 85% | 84% | 85% |
| Attracting companies to locate in Littleton | 51% | 65% | 54% | 51% | 55% |
| The job the city government does at welcoming citizen involvement | 60% | 70% | 63% | 63% | 64% |
| Opportunities to participate in city government decisions | 54% | 62% | 42% | 48% | 51% |
| Responding to citizen complaints and concerns | 44% | 50% | 41% | 43% | 44% |
| Holding public meetings about city plans | 60% | 71% | 57% | 60% | 61% |
| Littleton's elected officials' consideration of what people like me think | 54% | 45% | 41% | 36% | 43% |
| Littleton's government as an example of how best to provide services | 49% | 54% | 60% | 49% | 53% |
| The city manager's management of city operations | 56% | 61% | 62% | 57% | 59% |
| The quality of work provided by City of Littleton employees | 77% | 76% | 74% | 73% | 75% |

Prepared by National Research Center, Inc.

| Please rate the following categories of Littleton government performance. (Percent excellent or good) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| Spending local tax dollars wisely | 59% | 51% | 58% | 52% | 55% |
| The value of services for the property taxes paid to Littleton | 61% | 62% | 63% | 53% | 60% |
| A city government that is run efficiently | 66% | 60% | 62% | 49% | 59% |
| Running Littleton's local government in the best interest of residents | 60% | 56% | 51% | 48% | 54% |
| Being transparent and accountable to the public | 43% | 50% | 50% | 48% | 48% |
| Providing information about city plans and programs | 52% | 66% | 59% | 53% | 58% |
| The overall direction the city is taking | 69% | 72% | 64% | 68% | 68% |

### Table 94: Question 14 Compared by Council District

| (Percent "to a great extent" or "to a moderate extent") | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| To what extent do you trust that the decisions made by city council represent the best interest of citizens? | 74% | 71% | 69% | 70% | 71% |

### Table 95: Question 17 Compared by Council District

| (Percent strongly or somewhat support) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase? | 84% | 73% | 75% | 74% | 76% |

### Table 96: Question 19 Compared by Council District

| (Percent strongly or somewhat support) | Council District 1 | 2 | 3 | 4 | Overall |
|---|---|---|---|---|---|
| To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton? | 77% | 69% | 68% | 66% | 70% |

Prepared by National Research Center, Inc.

# Appendix E: Survey Methodology

The City of Littleton 2016 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 the quality of life in the community and 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

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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 2016 survey instrument for Littleton was developed through an iterative process that started with 2014 resident survey. Some questions were eliminated and a few 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 randomly select the list of households.

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A larger list than needed was selected 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 list. To permit comparisons of the survey results by geographic area of residence, the city council district also was identified for each selected household. A random selection was made of the remaining addresses to create a mailing list of 3,000 addresses. Attached units were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate.

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 beginning mid-April through mid-May and completed surveys were collected over six weeks. About 4% (112) of the 3,000 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 2,888 households, 699 completed the survey (including 43 via the web), providing a response rate of 24%. Average response rates for a mailed resident survey range from 20% to 35%. The response rates for each council district as well as the overall response rate appear in the table below.

**Table 97: Survey Response Rates by Council District**

| | Number mailed | Undeliverable | Eligible | Returned | Response rate |
|---|---|---|---|---|---|
| District 1 | 851 | 34 | 817 | 176 | 22% |
| District 2 | 815 | 42 | 773 | 138 | 18% |
| District 3 | 614 | 17 | 597 | 187 | 31% |
| District 4 | 720 | 19 | 701 | 198 | 28% |
| **Overall** | **3,000** | **112** | **2,888** | **699** | **24%** |

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## 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 margin of error for the City of Littleton 2016 Resident Survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (699 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 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 68% and 76%. 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 demographic characteristics of the survey respondents were compared to those of the 2010 Census and the American Community Survey 2011 5-year Estimates. Survey 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 survey respondents 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 or own), housing unit type (attached or detached) and ethnicity. This decision was based on:

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- 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 weighting process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure they are accurately represented in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the community a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of multi-family housing dwellers.

The results of the weighting scheme are presented in the table below.

**Table 98: 2016 Littleton Resident Survey Weighting Table**

| Characteristic | 2010 Census | Unweighted Data | Weighted Data |
|---|---|---|---|
| **Housing** | | | |
| Rent home | 38% | 23% | 38% |
| Own home | 62% | 77% | 62% |
| Detached unit[1] | 54% | 59% | 54% |
| Attached unit[1] | 46% | 41% | 46% |
| **Race and Ethnicity** | | | |
| White | 91% | 95% | 93% |
| Not white | 9% | 5% | 7% |
| Not Hispanic | 90% | 95% | 90% |
| Hispanic | 10% | 5% | 10% |
| White alone, not Hispanic | 85% | 92% | 86% |
| Hispanic and/or other race | 15% | 8% | 14% |
| **Sex and Age** | | | |
| Female | 52% | 60% | 53% |
| Male | 48% | 40% | 47% |
| 18-34 years of age | 26% | 9% | 25% |
| 35-54 years of age | 37% | 24% | 36% |
| 55+ years of age | 36% | 66% | 39% |
| Females 18-34 | 13% | 7% | 17% |
| Females 35-54 | 19% | 15% | 18% |
| Females 55+ | 20% | 38% | 18% |
| Males 18-34 | 14% | 2% | 9% |
| Males 35-54 | 18% | 10% | 18% |
| Males 55+ | 16% | 28% | 20% |
| **Council District[2]** | | | |
| District 1 | 27% | 25% | 25% |
| District 2 | 26% | 20% | 25% |
| District 3 | 22% | 27% | 23% |
| District 4 | 26% | 28% | 28% |

[1] *Source: ACS 2011 5-year estimates*
[2] *Source: City of Littleton, 2008-2012 American Community Survey data*

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## Analyzing the Data

The electronic dataset was analyzed by NRC staff using IBM's Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions or 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 D: Comparisons of Select Survey Results by Respondent Subgroups* 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.

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# Appendix F: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2016 Resident Survey.

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# City of Littleton 2016 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 has an effective city government | 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
- ❍ Aging or outdated commercial areas
- ❍ Leisure activities
- ❍ Crime reduction
- ❍ 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.**

| | ***Quality*** | | | | | ***Importance*** | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Excellent | Good | Fair | Poor | Don't know | Essential | Very important | Somewhat important | Not at all important | Don't know |
| Appearance of 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 |
| 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 |
| 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 |
| 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 |
| Town Hall Arts Center | 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 |
| City management | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |

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

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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 |
| 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 |
| Downtown Littleton light rail station | 1 | 2 | 3 | 4 | 5 |
| Mineral Avenue light rail station | 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:**

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| Library programs (e.g., story time, Summer Reading program, etc.) | 1 | 2 | 3 | 4 | 5 |
| Library services (e.g., reference desk, check out, etc.) | 1 | 2 | 3 | 4 | 5 |
| Internet and computer services | 1 | 2 | 3 | 4 | 5 |
| Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.) | 1 | 2 | 3 | 4 | 5 |
| Materials and collections | 1 | 2 | 3 | 4 | 5 |
| Library building and grounds | 1 | 2 | 3 | 4 | 5 |
| Overall performance of the library | 1 | 2 | 3 | 4 | 5 |

**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 |
|---|---|---|---|---|---|
| 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 building 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 municipal services provided by the City of Littleton?**

- ❍ Excellent
- ❍ Good
- ❍ Fair
- ❍ Poor
- ❍ Don't know

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

| | Excellent | Good | Fair | Poor | Don't know |
|---|---|---|---|---|---|
| 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. To what extent do you trust that the decisions made by city council represent the best interest of citizens?**

- ❍ To a great extent
- ❍ To a moderate extent
- ❍ To a small extent
- ❍ Not at all
- ❍ Don't know

**15. 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 | 1 | 2 | 3 | 4 |
| Provide a Safe Community to Live, Work and Play | 1 | 2 | 3 | 4 |
| Develop and Maintain the Public Infrastructure | 1 | 2 | 3 | 4 |
| Preserve and Cultivate a Quality Community | 1 | 2 | 3 | 4 |
| Pursue a Balanced and Sustainable Local Economy | 1 | 2 | 3 | 4 |
| Promote Environmental Sustainability | 1 | 2 | 3 | 4 |
| Foster Community Involvement, Communication and Trust | 1 | 2 | 3 | 4 |

**16. 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 |
|---|---|---|---|---|---|---|
| Reducing traffic congestion on city streets | 1 | 2 | 3 | 4 | 5 | ❍ |
| Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.) | 1 | 2 | 3 | 4 | 5 | ❍ |
| Building new trails | 1 | 2 | 3 | 4 | 5 | ❍ |
| Continuing preservation programs for historic buildings | 1 | 2 | 3 | 4 | 5 | ❍ |
| Partnering strategically and financially with the private sector in development | 1 | 2 | 3 | 4 | 5 | ❍ |
| Redeveloping older neighborhoods | 1 | 2 | 3 | 4 | 5 | ❍ |
| Redeveloping aging shopping centers | 1 | 2 | 3 | 4 | 5 | ❍ |
| Expanding programs for youth | 1 | 2 | 3 | 4 | 5 | ❍ |
| Expanding programs for seniors | 1 | 2 | 3 | 4 | 5 | ❍ |
| Expanding programs for immigrants | 1 | 2 | 3 | 4 | 5 | ❍ |

**17. The City currently has a budget shortfall to fund all the needed improvements to aging infrastructure, such as maintaining streets to an adequate level, maintaining and adding sidewalks and maintaining existing buildings. If the city asked voters to pass a sales and use tax increase of three-quarters of a cent ($0.0075) on every $1 which would sunset (expire) in 15 years, to what extent would you support or oppose this increase?**

❍ Strongly support ❍ Somewhat support ❍ Somewhat oppose ❍ Strongly oppose ❍ Don't know

**18. A three-quarters of a cent sales and use tax increase will generate approximately $7.7 million a year, which will help to cover a portion of the costs to make the needed improvements. However, a higher sales and use tax increase would allow more improvements to be made sooner, while a lower sales and use tax increase would allow fewer improvements over a longer period of time. Thinking about a potential sales and use tax increase, which of the following statements best describe your opinion? Please select only one.**

❍ I'd rather pay a 1 cent ($0.01) sales and use tax increase to complete more of the needed improvements sooner
❍ A three-quarters of a cent ($0.0075) sales and use tax increase sounds like the right amount to me
❍ I'd rather pay one-half of a cent ($0.005) sales and use tax increase and complete fewer of the needed improvements over a longer period of time
❍ I do not want a sales and use tax increase

**19. To what extent would you support or oppose a lodging tax that hotel room visitors would pay with the money to be used for tourism, marketing and promotion of Littleton?**

❍ Strongly support ❍ Somewhat support ❍ Somewhat oppose ❍ Strongly oppose ❍ Don't know

**20. Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics.**

| | Essential | Very important | Somewhat important | Not at all important | Don't know |
|---|---|---|---|---|---|
| Special events (e.g., concerts, races, festivals) | 1 | 2 | 3 | 4 | 5 |
| Police/crime data | 1 | 2 | 3 | 4 | 5 |
| City finances/budget | 1 | 2 | 3 | 4 | 5 |
| Development projects (new residential or commercial buildings or sites) | 1 | 2 | 3 | 4 | 5 |
| Demographics of the community | 1 | 2 | 3 | 4 | 5 |
| Public asset conditions (streets, city buildings/facilities, etc.) | 1 | 2 | 3 | 4 | 5 |
| Code enforcement requirements and current activity | 1 | 2 | 3 | 4 | 5 |
| Street/traffic/road work | 1 | 2 | 3 | 4 | 5 |
| Community planning (land uses, transportation, etc.) | 1 | 2 | 3 | 4 | 5 |
| Economic development | 1 | 2 | 3 | 4 | 5 |
| City council decisions | 1 | 2 | 3 | 4 | 5 |

*Other topics you would like to receive information about:* _____

**21. Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.**

| | Major source | Minor source | Not a source |
|---|---|---|---|
| The *Littleton Report* (bi-monthly city newsletter) | 1 | 2 | 3 |
| The *Littleton Independent* (weekly, privately-owned newspaper) | 1 | 2 | 3 |
| *Denver Post* | 1 | 2 | 3 |
| The *Villager* (weekly, privately-owned newspaper) | 1 | 2 | 3 |
| The city's website (littletongov.org) | 1 | 2 | 3 |
| Openlittleton.org | 1 | 2 | 3 |
| Littletonrocks.com | 1 | 2 | 3 |
| go2littleton.com | 1 | 2 | 3 |
| The City of Littleton's Facebook page (www.facebook.com/CityofLittleton) | 1 | 2 | 3 |
| The City of Littleton on Twitter (www.twitter.com/CityofLittleton) | 1 | 2 | 3 |
| Comcast Cable Channel 8 (city government access channel) | 1 | 2 | 3 |
| Yourhub | 1 | 2 | 3 |
| NextDoor.com | 1 | 2 | 3 |

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
- ❍ Bachelor's 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**