Littleton, Colorado
Resident Survey

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REPORT OF RESULTS
MAY 2020

Littleton
Colorado

LITTLETON, CO

RESIDENT SURVEY

Report of Results

April 2020

Contents

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 baseline survey was conducted in 2012. The 2020 survey is the fifth iteration, which provides valuable data on how the perception of the quality of city services and how residents view their community in general has changed over time. It also provides a way to assess the community's level of support for, or the importance of, potential changes in programs or policies.

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

A representative selection of 3,000 residential addresses within the city boundaries was mailed the survey in January 2020. Of the 3,000 surveys mailed, 6% were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,819 households that received a survey, 703 completed the survey providing an overall response rate of 25%.

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 (703 surveys).

Survey Highlights

Quality of life marks Littleton as an attractive community in the region.

- On the whole, 9 in 10 residents reported a high overall quality of life in Littleton, a rating that was similar to past survey years and continues to be much higher than the national and Front Range averages.
- Additionally, about 9 in 10 residents felt that not only was Littleton was an excellent or good place to live and to raise children, but their neighborhoods were excellent or good places to live as well. All these aspects have remained consistent over the past eight years and were higher than evaluations given in other communities across the country and in Colorado's Front Range.

- The most commonly cited reasons for living in Littleton included its location (81%), its feeling of safety (59%), and the quality of its neighborhoods (57%). These have been the top three reasons each year since the baseline survey in 2012. However, fewer people in 2020 compared to 2018 agreed that Littleton had tight-knit neighborhoods.
- Notably, favorable ratings for the city as a place to retire have declined over 10 percentage points between 2012 and 2020 (from 82% excellent or good to 71%). When looking at responses by respondent age, residents under age 55 gave significantly lower ratings for this aspect of the community compared to those age 55 and older.

While Littleton is perceived as a safe community overall, some concerns emerged.

- Almost all survey respondents (93%) agreed that Littleton was a safe community and the city had a low crime rate (87%).
- All or nearly all respondents indicated they felt safe in Downtown Littleton, in Littleton overall, and in their neighborhood during the day. About four in five residents felt somewhat or very safe in the other areas in Littleton and at night in the city. Evaluations of safety in Littleton at night (overall and in neighborhoods) declined in 2020 compared to 2018.
- Safety ratings for neighborhoods at night were similar to the national average but much lower than the Front Range. Safety in parks, trails, natural open space areas received scores lower than both the national and Front Range averages. In previous survey iterations, safety ratings tended to be on par with or higher than the national average.
- When providing input to the Littleton Police Department on where to focus its resources in the next two years, residents' top-rated priorities included school safety, violent crimes, and property crimes (at least 9 in 10 rating each as a high or medium priority). These were the same top three priorities in 2018. Homelessness/transient-related issues increased eight percentage points as a priority between survey years and is now the fourth highest priority for 2020.

Mobility remains a pressing issue for residents.

- When evaluating traffic flow in Littleton, only 34% said it was excellent or good; a decrease from 59% in 2012. While the quality ratings of traffic flow have declined over the years, residents have consistently identified it as one of the most important services provided by the city.
- Of seven statements about Littleton, the least often agreed with was "traffic flows well on city streets." This has been the least agreed with statement (out of seven) since 2012 and has declined over 17 percentage points over the past eight years.
- Similar to 2018, a majority of respondents identified traffic in general as the most pressing issues facing the community in the next two years. Traffic as the top issue has increased dramatically over the past eight years from 29% in 2012 to 61% in 2020. Relatedly, street maintenance as one of the top three issues facing the city increased significantly in 2020 from 2018.

- Residents' concerns about mobility and getting around town were reflected in their assessments of transportation-related city services. Looking across all survey years, evaluations of traffic flow and downtown parking have been decreasing steadily and snow plowing experienced a 28 percentage point drop between 2018 and 2020 (61% excellent or good versus 32%). The sharp decrease in snow plowing could be due in part to the timing of the survey administration and a particularly snowy winter. Compared to the nation and the Front Range, Littleton residents gave lower ratings to traffic flow, snow plowing, and Downtown parking.
- Respondents evaluated the importance of potential projects in Littleton over the next five to eight years. About two in five respondents identified reducing traffic congestion on city streets as the most important future (similar to ratings in 2018) and 74% felt it was an essential or very important potential project for the city. The only other project to receive higher importance and priority ratings was maintaining and improving city infrastructure, which includes streets, sidewalks, buildings, etc.

Residents' interactions with the Police Department show marked improvements.

- Eighty-three percent of survey respondents rated the quality of the Littleton Police Department as excellent or good. These high marks remained stable over time and were similar to those given by residents in other communities across the nation and in the Front Range.
- Similar to 2018, about one-third of respondents indicated they had been in contact with the Police Department at least once in the 12 months prior to the survey.
- These residents who had contact with the Police Department evaluated 10 aspects of their interaction with the employee in their most recent contact. Overall, at least 7 in 10 respondents gave positive reviews to Police Department employees, and in most instances, ratings increased significantly between 2018 and 2020. Five of the 10 aspects increased at least nine percentage points (level of interest in addressing concerns, responsiveness to requests/needs, timeliness of handling the situation, helpfulness, and overall impression) and two increased five percentage points (knowledge and fairness).
- Survey respondents assessed various aspects of the Police Department's community relations. Of those who had an opinion, at least two-thirds of residents gave excellent or good reviews to each aspect. Residents felt most positively about the Police Department responding to citizens' emergency calls for service, being trustworthy, acting in the best interest of the community, and caring about the well-being of the people they deal with. Ratings increased between 2018 and 2020 in the areas of being trustworthy and caring about the well-being of the people.

Background and Methods

Survey Purpose

The City of Littleton contracted with National Research Center, Inc. (NRC) to conduct its fifth administration of a community-wide resident survey, with the baseline survey conducted 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 2020 survey was mailed to 3,000 randomly selected Littleton households in January 2020. 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 2020 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 URL to access the web survey for those who preferred to complete the survey online. A second packet with the same contents was sent to selected households one week after the first packet. Completed surveys were collected over a six week period. Of the 3,000 surveys mailed to the selected households, 6% were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 703 residents completed a survey (103 of these were completed online) for a response rate of 25%. 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*

How the Results Are Reported

In the body and narrative of the report, the results for each question are presented using either the full set of response frequencies or the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "strongly agree" and "somewhat agree," or "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 30% 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, residents 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 (703 completed surveys).

Comparing Survey Results by Respondent Subgroups

Selected survey questions were compared by certain respondent demographic characteristics as well as the city council district of residence, and are discussed in *Appendix C: Comparisons of Select Survey Results by Respondent Subgroups*.

Comparing Survey Results over Time

The 2020 survey was the fifth administration of the Littleton Resident Survey and the 2020 results are presented along with ratings from the prior surveys, when a comparison was available. Differences between the 2020 and 2018 survey results can be considered "statistically significant" if they are five 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.

Comparing Survey Results to Other Communities

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

National and Front Range benchmark comparisons have been included in this report when similar questions are available for comparison from 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. Data for a number of items on the survey were not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

Where comparisons for quality ratings were available, 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"). Additional information on NRC's benchmarking database, including jurisdictions to which Littleton was compared nationally and in the Front Range can be found in *Appendix D: Detailed Benchmark Comparisons*.

Resident Survey Results

Quality of Life and Community

Residents assessed a number of aspects of quality of life and the community in general. They also shared their reasons for living in the community and their opinions on the most pressing issues facing Littleton in the next two years.

Aspects of Quality of Life

About 9 in 10 survey respondents gave positive marks to the overall quality of life in Littleton. This rating has remained stable since this question was first asked in 2012. Littleton residents gave much higher ratings to the overall quality of life in their community when compared to other communities across the nation and in the Front Range (see *Appendix D: Detailed Benchmark Comparisons*).

Figure 1: Overall Quality of Life Compared by Year

Please rate the overall quality of life in Littleton:

93%   94%   95%   93%   92%

2012   2014   2016   2018   2020

Percent excellent or good
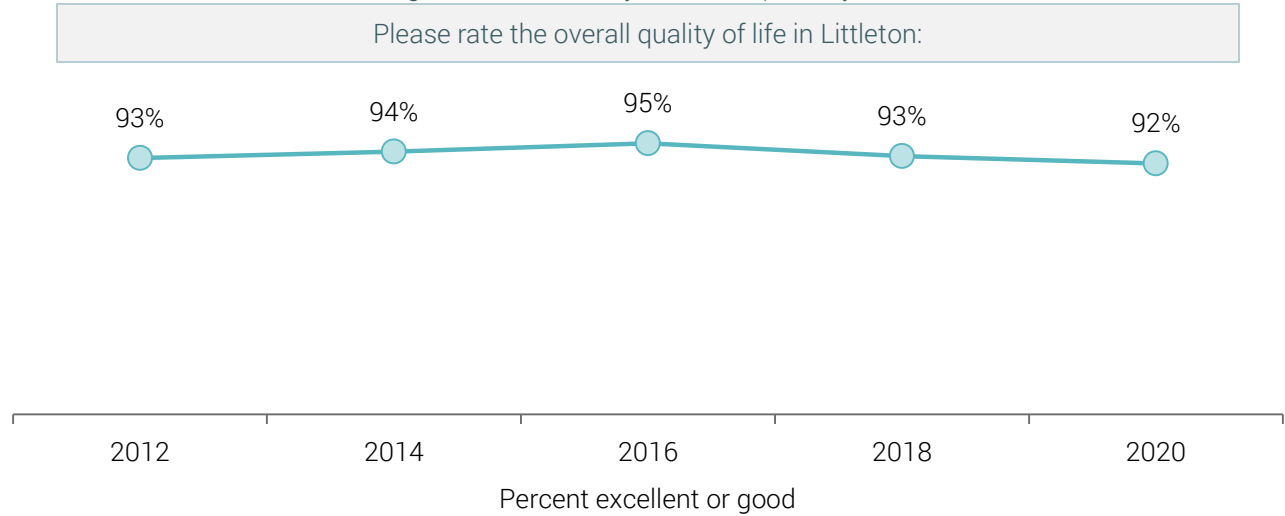
When evaluating other aspects of quality of life in the community, at least 7 in 10 residents gave favorable ratings. The city as a place to live (93% excellent or good), as a place to raise children (88%) and their neighborhood as a place to live (87%) received the highest evaluations. Generally, these ratings were similar to 2018.

Compared to other communities across the country and in Colorado's Front Range, Littleton residents tended to give ratings that were much higher for these aspects of quality of life.

Figure 2: Community Quality Compared by Year

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

Percent excellent or good
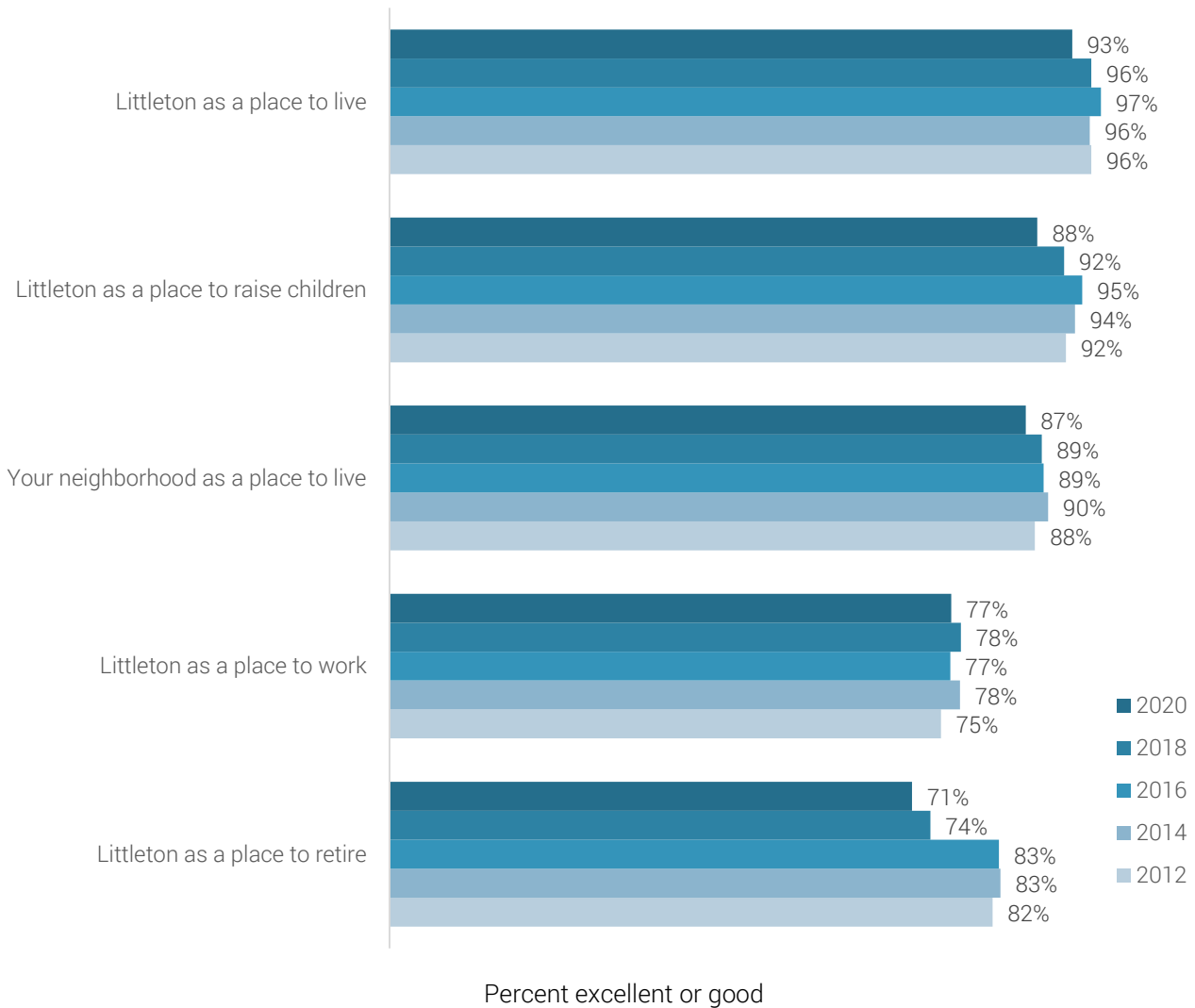
Living in Littleton

Survey respondents indicated their reasons for living in Littleton. The most commonly cited reasons included the location (81%), feeling safe (59%), and their neighborhoods (57%). These have been the top three reasons each year since the baseline survey in 2012. Less than half of respondents selected the other options presented in the question as reasons why they lived in Littleton. Four percent of respondents wrote in some "other" reason for living in Littleton that could not be categorized. These written-in responses can be found in *Appendix B: Verbatim Responses to Open-ended Survey Questions*. Overall, the proportion of respondents selecting each reason for living in the community has remained stable over time.

Figure 3: Reasons for Living in Littleton Compared by Year

What are your reasons for living in Littleton? (Please select all that apply.)	2020	2018	2016	2014	2012
I like the location in general	81%	80%	82%	78%	78%
I feel safe here	59%	61%	65%	65%	61%
I like my neighborhood	57%	58%	59%	62%	58%
I have friends and family in the area	41%	43%	43%	38%	42%
Sense of community	27%	30%	35%	33%	31%
I like the school my children attend	26%	26%	25%	29%	27%
Cost of living is affordable	22%	20%	26%	30%	30%
Housing and rental rates are affordable	16%	14%	20%	21%	20%
I've always lived here	13%	15%	16%	17%	15%
Proximity to work/work here	4%	4%	NA	NA	NA
I like living in a college town	3%	4%	5%	4%	3%
Parks, recreation and open space	1%	4%	NA	NA	NA
Attending school in Littleton	0%	1%	NA	NA	NA
Other	4%	6%	3%	6%	11%

"Parks, recreation and open space", "Proximity to work/work here" and "attending school in Littleton" were not response options included on the survey but were categories created from the "other" written-in responses.
Total may exceed 100% as respondents could choose more than one answer.

Community Attributes

Littleton residents rated their level of agreement with seven different statements that could potentially describe the community. Over half of respondents agreed with each statement. About 9 in 10 survey respondents agreed that the city was a safe community (93% strongly or somewhat agreed), that the city supported local businesses (88%), and had a low crime rate (88%). Respondents have been increasingly unlikely to agree that traffic flows well on city streets over time, declining 14 percentage points between 2012 and 2020. Additionally, fewer people in 2020 compared to 2018 agreed that Littleton had tight-knit neighborhoods.

Figure 4: 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)	2020	2018	2016	2014	2012
The city is a safe community	93%	96%	98%	98%	98%
The city supports local businesses	88%	91%	88%	89%	92%
The city offers the best schools	88%	88%	87%	88%	88%
The city has a low crime rate	87%	91%	94%	96%	94%
Littleton has tight-knit neighborhoods	75%	81%	83%	81%	82%
Littleton has an effective city government	73%	70%	79%	77%	NA
Traffic flows well on city streets	57%	60%	69%	69%	74%

Almost one-third of respondents selected "don't know" when assessing their level of agreement with the statements "the city offers the best schools." A full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.

Safety in Littleton

Overall, residents felt safe in Littleton. All or nearly all respondents indicated they felt safe in Downtown Littleton, in Littleton overall, and in their neighborhood during the day. About four in five residents felt somewhat or very safe in the other areas in Littleton and at night in the city. Evaluations of safety declined in 2020 compared to 2018 for safety in Littleton overall at night and in respondents' neighborhoods at night.

Where comparisons were available to other communities across the country and in the Front Range, Littleton residents' felt as safe or safer downtown during the day and at night. Safety ratings for neighborhoods at night were similar to the national average but much lower than the Front Range. Safety in parks, trails, natural open space areas was lower than both the national and Front Range averages.

Figure 5: Feelings 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)	2020	2018	2016	2014	2012
Downtown Littleton during the day	99%	100%	100%	100%	100%
Littleton overall during the day	98%	99%	99%	100%	99%
Your neighborhood during the day	97%	98%	98%	99%	99%
Downtown Littleton at night	92%	92%	95%	96%	92%
Parks, trails, natural open space areas	87%	90%	93%	90%	92%
Littleton overall at night	84%	90%	93%	90%	92%
Your neighborhood at night	83%	88%	90%	89%	89%

Most Pressing Issues Facing the City

Survey respondents identified the three most pressing issues facing the City of Littleton in the next two years. As in past years, traffic topped the list of concerns and the proportion of respondents selecting traffic as a concern has increased significantly over the past eight years (from 29% in 2012 to 61% in 2020). Street maintenance (39%) and aging or outdated commercial areas (26%) also continued to be viewed as one of the top three issues facing the city. Further, significantly more residents in 2020 compared to 2018 selected street maintenance as one of their top three concerns. Less than 1 in 10 wrote in an "other" issue (these comments can be found in *Appendix B: Verbatim Responses to Open-ended Survey Questions*).

Figure 6: Most Pressing Issues in Littleton Compared by Year

Please identify up to three issue you believe are the most pressing issues facing Littleton in the next two years	2020	2018	2016	2014	2012
Traffic in general	61%	60%	48%	40%	29%
Street maintenance	39%	31%	37%	28%	23%
Aging or outdated commercial areas	26%	34%	30%	31%	NA
Crime reduction	18%	16%	11%	9%	13%
Open space	16%	19%	19%	11%	15%
Alternative energy sources	15%	11%	12%	13%	16%
Business retention	14%	17%	22%	29%	29%
Business attraction	14%	12%	19%	22%	26%
Traffic light synchronization	13%	14%	16%	13%	15%
Job growth	10%	10%	19%	29%	33%
Neighborhoods	10%	11%	11%	12%	14%
Maintenance of city properties and buildings	8%	6%	6%	6%	7%
Trails	8%	8%	7%	9%	6%
Leisure activities	6%	5%	7%	5%	5%
Community image	5%	5%	3%	7%	6%
Affordable housing/cost of living	5%	7%	NA	NA	NA
City services, infrastructure	3%	NA	NA	NA	NA
Too much growth (population, housing, development)	2%	2%	NA	NA	NA
Homeless population/homelessness	2%	NA	NA	NA	NA
Parking (especially downtown)	1%	2%	NA	NA	NA
Other	5%	8%	7%	8%	6%

"Parking (especially downtown)," "affordable housing/cost of living," "city services, infrastructure," "homeless population/homelessness," and "too much growth (population, housing, development)" were not response options included on the survey but were categories created from the "other" written in responses.
Total may exceed 100% as respondents could choose up to three responses.

Promoting the Community

Residents identified 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. About two-thirds of survey respondents felt that it was important to shop locally in Littleton and about 7 in 10 said it was essential or very important for the city to promote itself as a location for business, shopping, recreation and entertainment. While ratings of the importance of shopping locally remained stable over time, the importance of promoting Littleton has been slowly declining over the last eight years.

Figure 7: Importance of Shopping in and Marketing Littleton Compared by Year
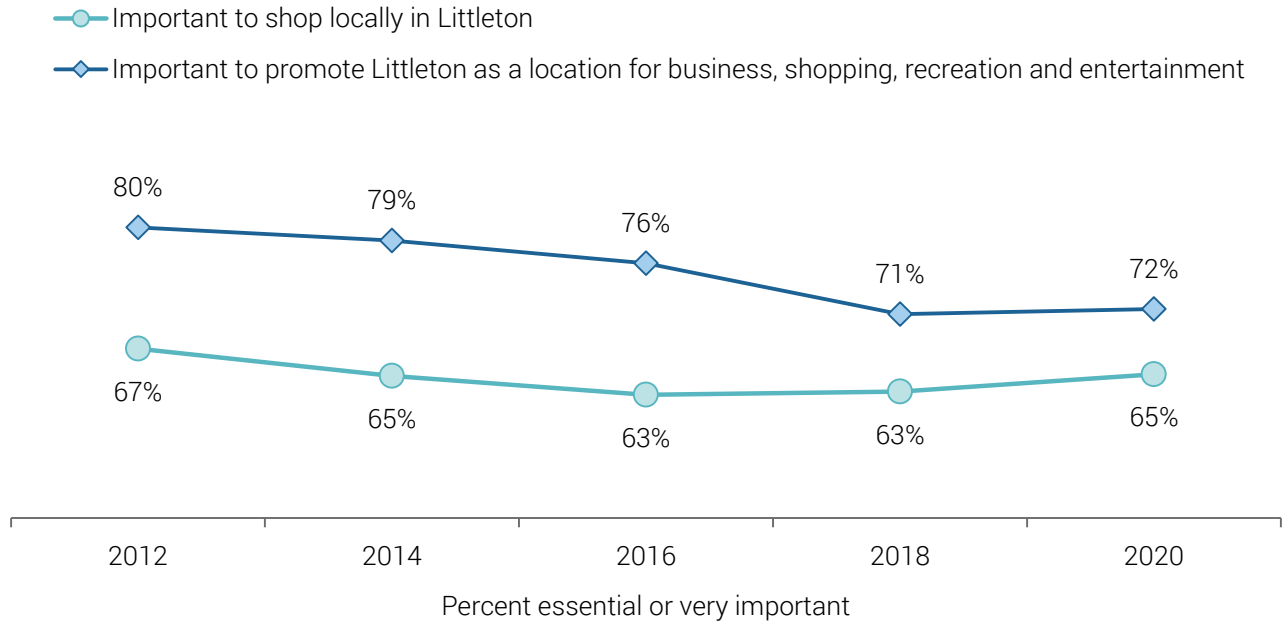
City Services

Service delivery is a key function of any local government and enhances residents' quality of life. Residents evaluated their satisfaction with and the importance of a variety of city services, including transportation, the Bemis Library, the Littleton Museum, and the Police Department.

Overall Quality of Services

About 8 in 10 residents felt the overall quality of services in Littleton was excellent or good. When compared to the benchmarks, Littleton residents gave evaluations that were similar to residents in other communities across the nation and in Colorado's Front Range.

Figure 8: Overall Service Quality Compared by Year

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

90%   90%   84%   81%   84%

2012   2014   2016   2018   2020

Percent excellent or good
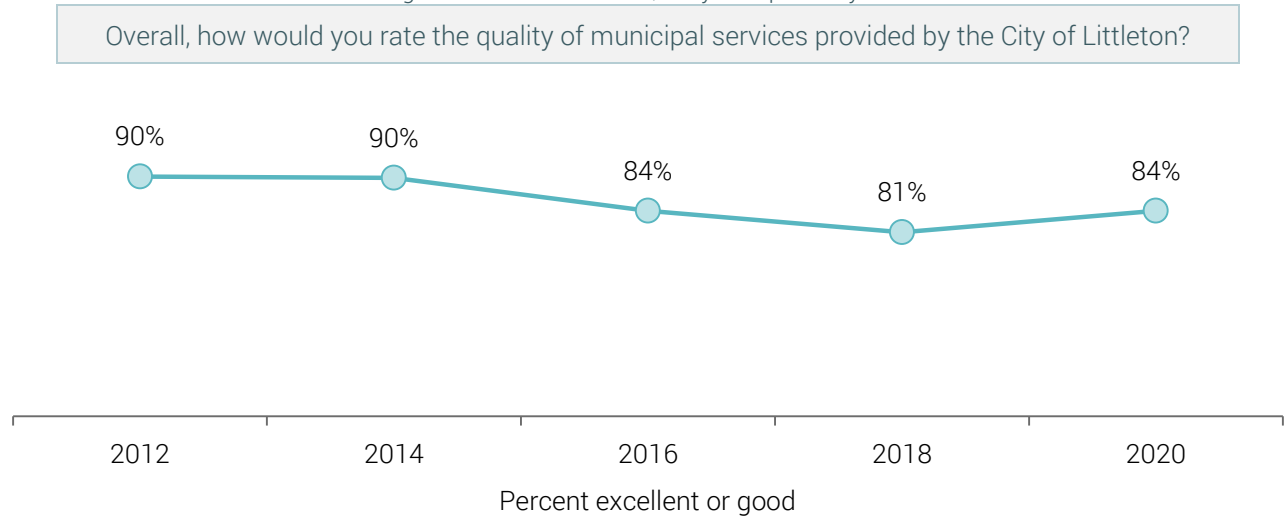
City Service Quality and Importance

Survey respondents assessed the quality and importance of 29 services provided by the City of Littleton. Overall, a majority of respondents gave favorable ratings to the quality of most services (see Figure 9). About 9 in 10 respondents gave excellent or good marks to various cultural and outdoor facilities such as the Hudson Gardens, the Carson Nature Center, the Littleton Museum, the Bemis Library, parks and trails, and South Platte Park. Residents felt less positively about traffic flow, snowplowing, and downtown parking.

Most service ratings remained stable from 2018 to 2020. However, decreases in quality ratings were observed for South Platt Park, public transit services, leaf and tire recycling, Household Haz Mat roundup, environmental sustainability, code enforcement, traffic flow and snow plowing. Looking across all survey years, evaluations of traffic flow and downtown parking have been decreasing steadily. The sharp decrease in snow plowing (a 28 percentage point drop between 2018 and 2020) could be due, in part, to the timing of the survey administration and a particularly snowy winter.

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 the benchmarks. The exception to these trends were ratings of traffic flow, snow plowing, and Downtown parking. Littleton residents gave lower ratings to these services than their national and Front Range counterparts.

Figure 9: Quality of Services Provided by Littleton Compared by Year

Please rate the quality of each of the following in Littleton: (Percent excellent or good)	2020	2018	2016	2014	2012
Hudson Gardens	94%	91%	92%	90%	90%
Carson Nature Center	93%	93%	87%	88%	86%
Littleton Museum	92%	92%	92%	92%	89%
Bemis Library	90%	90%	91%	90%	89%
Parks and trails	89%	91%	92%	91%	91%
South Platte Park	88%	93%	88%	91%	90%
Appearance of city	87%	88%	89%	90%	89%
Buck Recreation Center	87%	89%	89%	89%	91%
Town Hall Arts Center	84%	84%	82%	83%	83%
Recreation opportunities	83%	85%	83%	83%	81%
Littleton Police Department	83%	85%	89%	79%	84%
Open space areas	81%	84%	81%	83%	85%
City-sponsored special events	81%	83%	NA	NA	NA
Historic preservation	81%	83%	83%	82%	84%
Online payments of fines and services	74%	74%	75%	71%	75%
Municipal Court	68%	70%	76%	71%	75%
Shopping opportunities	68%	67%	71%	63%	64%
Public transit services	65%	72%	74%	78%	74%
Traffic enforcement	64%	63%	71%	70%	74%
Economic development	62%	58%	62%	60%	58%
Leaf and tire recycling	61%	74%	70%	83%	77%
Household Haz Mat Roundup	59%	70%	71%	80%	76%
City management	59%	61%	67%	65%	NA
Environmental sustainability	57%	67%	66%	66%	67%
Code enforcement	56%	62%	62%	63%	66%
Job opportunities	45%	41%	38%	38%	34%
Traffic flow	34%	41%	46%	51%	59%
Snow plowing	32%	61%	50%	58%	50%
Downtown parking	20%	22%	31%	36%	37%

For many services, between 30% and 62% of respondents selected "don't know" when rating their quality. (The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.)

The importance of the same 29 services was measured and a majority of Littleton residents felt most of the city-provided services were essential or very important. Police topped the list as the most important, followed by parks and trails, traffic flow, City management, and snow plowing. About 9 in 10 respondents felt each of these services was essential or very important. Leaf and tire recycling and online payment of fines and services were deemed relatively less important services, although about three in five respondents felt these were essential or very important services.

Importance ratings of all of the services tended to remain stable across survey administrations with two exceptions: online payment of fines and services was rated less important in 2020 compared to 2018 and snow plowing was rated more important.

Figure 10: 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)	2020	2018	2016	2014	2012
Littleton Police Department	94%	96%	96%	91%	95%
Parks and trails	88%	89%	86%	86%	83%
Traffic flow	87%	90%	88%	87%	85%
City management	87%	90%	89%	86%	NA
Snow plowing	87%	81%	85%	86%	86%
Appearance of city	85%	86%	88%	88%	90%
Open space areas	82%	85%	79%	80%	76%
Environmental sustainability	81%	79%	78%	73%	75%
South Platte Park	80%	79%	74%	78%	73%
Recreation opportunities	79%	80%	78%	81%	75%
Bemis Library	77%	78%	79%	82%	82%
Public transit services	77%	79%	80%	77%	77%
Economic development	77%	78%	77%	81%	82%
Buck Recreation Center	75%	77%	74%	77%	75%
Traffic enforcement	74%	78%	70%	69%	75%
Historic preservation	73%	70%	69%	65%	62%
Municipal Court	72%	73%	72%	77%	71%
Carson Nature Center	72%	67%	68%	66%	62%
Household Haz Mat Roundup	71%	69%	66%	69%	72%
Littleton Museum	71%	70%	69%	72%	67%
Hudson Gardens	70%	68%	70%	67%	63%
Code enforcement	69%	73%	69%	66%	69%
Downtown parking	68%	67%	67%	68%	63%
City-sponsored special events	68%	66%	NA	NA	NA
Shopping opportunities	66%	64%	69%	73%	68%
Job opportunities	66%	68%	70%	67%	74%
Town Hall Arts Center	64%	63%	61%	56%	57%
Leaf and tire recycling	61%	62%	59%	66%	71%
Online payments of fines and services	59%	65%	56%	53%	52%

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.

Services were classified as "more important" if they were rated as "essential" or "very important" by 74% or more of respondents. Services were rated as "less important" if less than 74% of respondents rated them as "essential" or "very important." Services receiving quality ratings of "excellent" or "good" by 74% or more of respondents were considered of "higher quality" and those rated "excellent" or "good" by fewer than 74% 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 11 on the following page. The four figures on pages 19 to 22 display the services in each quadrant and the relative placement of each.

Typically, services that are rated relatively higher in importance and lower in quality (Figure 12) represent potential priority areas for improvement for the city. In 2020, these included: traffic flow, City management, economic development, environmental sustainability, public transit services, snow plowing, traffic enforcement, and traffic flow and (similar to what was seen in 2018, 2016, and 2014). Snow plowing and traffic flow were rated lower than the national benchmarks and declined in quality between 2018 and 2020. These two services might be areas city staff and officials wish to investigate or continue to make improvements.

Higher importance and higher quality services (Figure 13) included: appearance of city, Bemis Library, Buck Recreation Center, Littleton Police Department, open space areas, parks and trails, recreation opportunities, and South Platte Park.

Lower importance and lower quality services (Figure 14) included: code enforcement, Downtown parking, Household Haz Mat Roundup, job opportunities, Municipal Court, shopping opportunities, and leaf and tire recycling.

Lower importance and higher quality services (Figure 15) included: Carson Nature Center, City-sponsored special events, historic preservation, Hudson Gardens, Littleton Museum, online payments of fines and services, and Town Hall Arts Center.

Figure 11: Comparison of Quality and Importance Ratings

IMPORTATNCE: Percent essential or very importannt
← 74% →

HIGHER IMPORTANCE/LOWER QUALITY

City management
Economic development
Environmental sustainability
Public transit services
Snow plowing
Traffic enforcement
Traffic flow

HIGHER IMPORTANCE/HIGHER QUALITY

Appearance of city
Bemis Library
Buck Recreation Center
Littleton Police Department
Open space areas
Parks and trails
Recreation opportunities
South Platte Park

LOWER IMPORTANCE/LOWER QUALITY

Code enforcement
Downtown parking
Household Haz Mat Roundup
Job opportunities
Leaf and tire recycling
Municipal Court
Shopping opportunities

LOWER IMPORTANCE/HIGHER QUALITY

Carson Nature Center
City-sponsored special events
Historic preservation
Hudson Gardens
Littleton Museum
Online payments of fines and services
Town Hall Arts Center

QUALITY: Percent excellent or good
← 74% →

Figure 12: Services Rated Higher in Importance and Lower in Quality
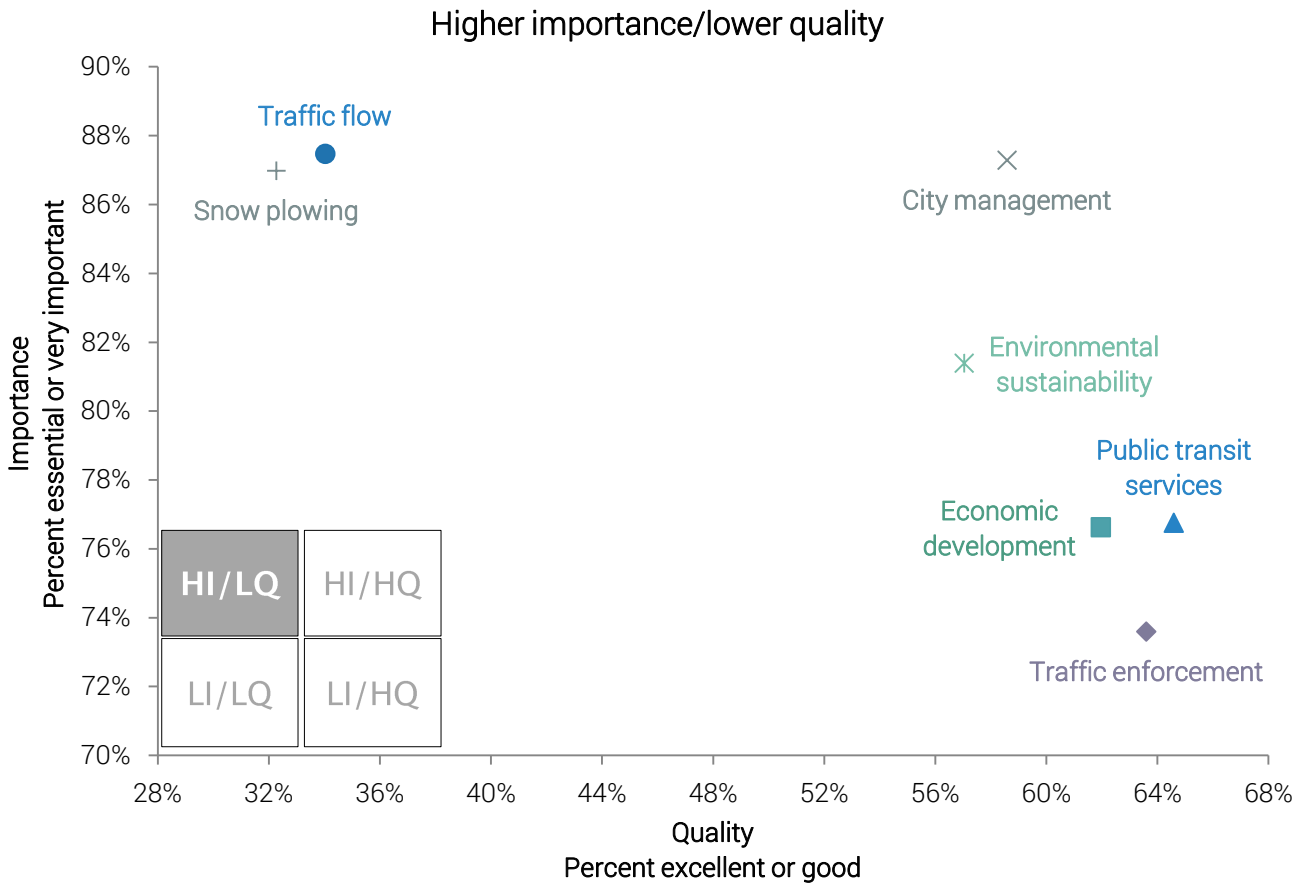
Figure 13: Services Rated Higher in Importance and Higher in Quality

Higher importance/higher quality
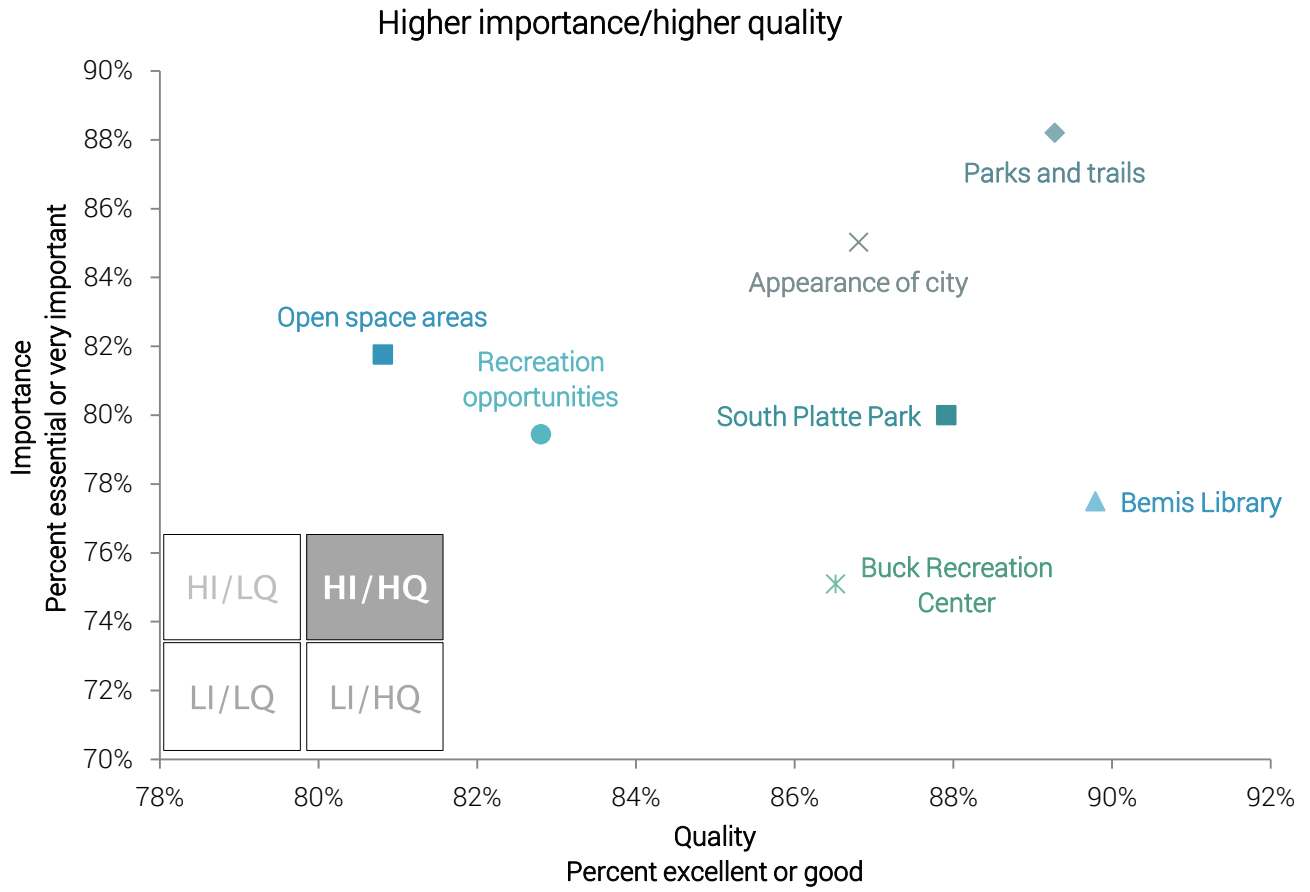
Figure 14: Services Rated Lower in Importance and Lower in Quality
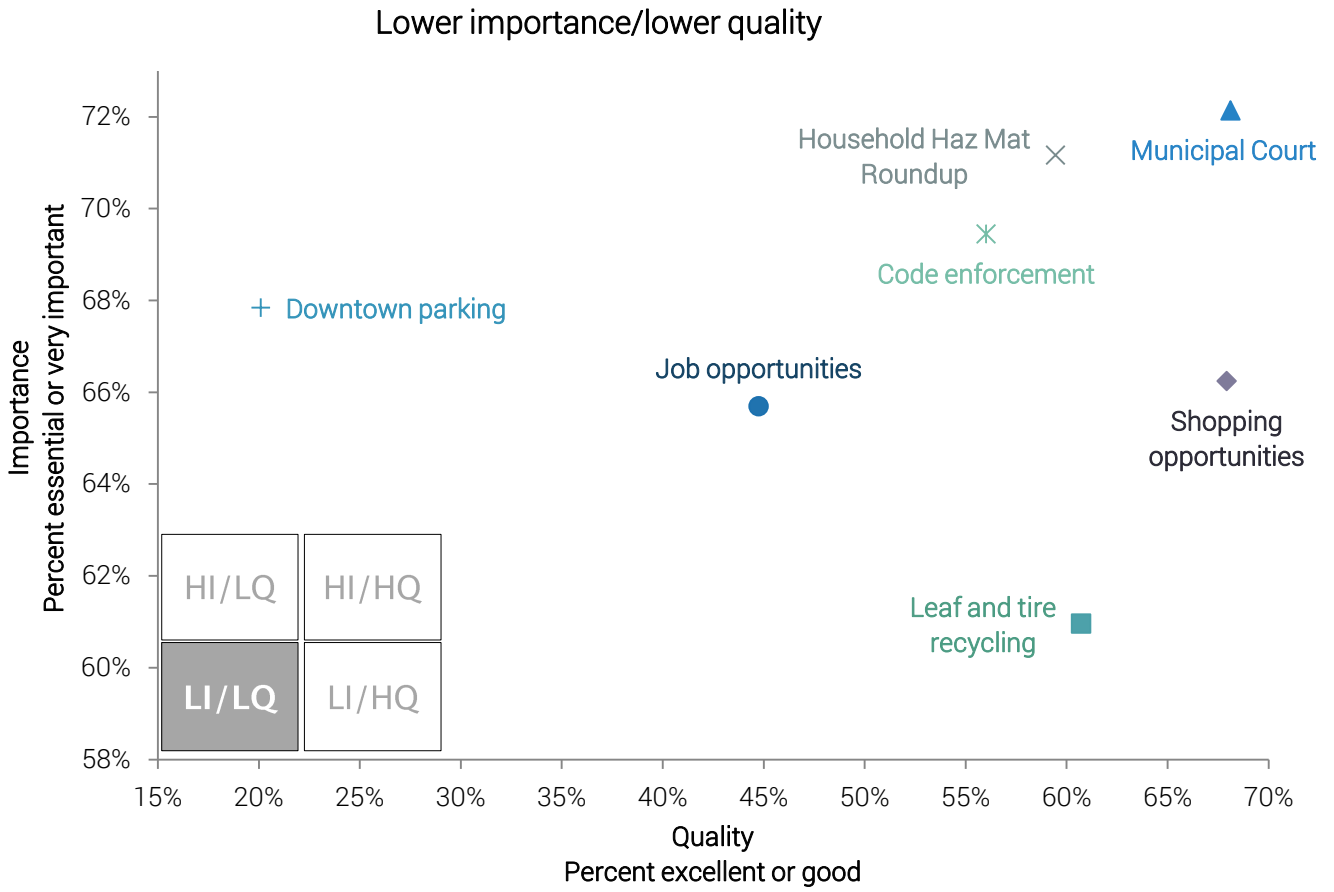
Figure 15: Services Rated Lower in Importance and Higher in Quality

Lower importance/higher quality
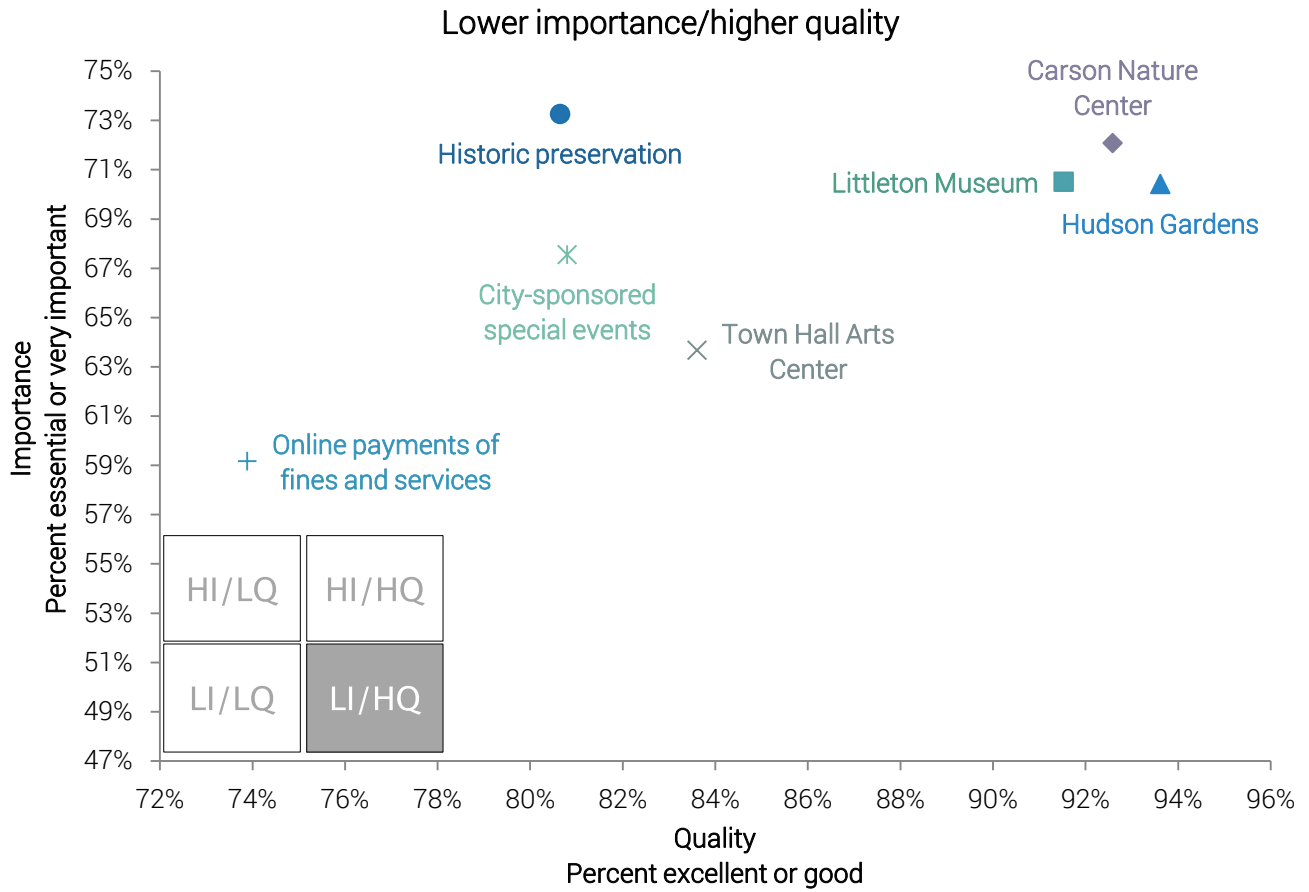
Transportation in Littleton

The quality of nine aspects of transportation and travel was assessed on the survey. Light rail was positively evaluated by residents with more than 8 in 10 giving excellent or good ratings to the Downtown Littleton and Mineral Avenue light rail stations. This was similar to results from previous survey years. Fewer residents gave favorable reviews to street maintenance and ease of traveling by bus (RTD). Overall, ratings of transportation have been slowly declining for the past eight years.

The six aspects of transportation and travel in Littleton that could be compared to the national and Front Range benchmarks generally received ratings similar to or higher than the average.

Figure 16: Aspects of Transportation Compared by Year

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	2020	2018	2016	2014	2012
Downtown Littleton light rail station	83%	87%	89%	87%	91%
Mineral Avenue light rail station	80%	84%	87%		
Omnibus/Shopping Cart senior and disabled van service	79%	81%	79%	82%	80%
Ease of walking in the city	77%	79%	82%	84%	84%
Ease of traveling by bicycle	72%	78%	76%	76%	77%
Ease of traveling by light rail	72%	82%	83%	84%	89%
Ease of driving	67%	70%	75%	72%	80%
Ease of traveling by bus (RTD)	54%	58%	62%	66%	62%
Street maintenance	45%	47%	44%	56%	66%

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)".

When evaluating ease of travel by bus (RTD) and Omnibus/Shopping cart senior/disabled van service, more than half 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*.

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 85% gave positive reviews to each library service. Almost all residents gave favorable reviews to the overall performance of the Bemis Library, library programs, and library services. Ratings for all aspects of the Bemis Public Library have remained stable over time, though internet and computer services declined slightly in 2020 compared to 2018. The overall quality of the library was rated much higher than those in other communities across the nation and similar to those in the Front Range.

Figure 17: Aspects 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: (Percent excellent or good)	2020	2018	2016	2014	2012
Library services (e.g., reference desk, check out, etc.)	93%	93%	95%	94%	93%
Overall performance of the library	92%	94%	93%	93%	91%
Library programs (e.g., story time, Summer Reading program, etc.)	91%	93%	96%	96%	94%
Internet and computer services	87%	92%	89%	92%	87%
Library building and grounds	86%	90%	89%	89%	88%
Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	85%	86%	90%	89%	83%
Materials and collections	85%	85%	84%	84%	81%

Littleton Museum

The quality of various services and programs provided at the Littleton Museum also was measured. At least half 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 about the museum, at least 86% gave excellent or good ratings to each aspect on the list. The overall performance of the Littleton Museum and museum programs received the highest marks. Compared to 2018, assessment of museum programs, Wednesday evening free summer programs, and the Museum research center improved in 2020.

Figure 18: Aspects 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)	2020	2018	2016	2014	2012
Museum programs (e.g., lectures, classes, special events – Holiday's Eve, Sheep to Shawl, spring planting)	96%	90%	95%	92%	93%
Overall performance of the Littleton Museum	96%	93%	95%	94%	92%
Wednesday evening free summer concerts	95%	90%	93%	92%	92%
Museum building and grounds	93%	93%	94%	96%	94%
Living History Farms/Historic Site Interpreters	92%	92%	94%	94%	91%
Museum research center	90%	85%	88%	87%	87%
Museum rotating exhibits	88%	87%	90%	86%	84%
Art shows in the galleries	86%	85%	93%	88%	84%

Littleton Police Department

Starting with the 2018 survey, respondents reported on their contact with and feelings about the Littleton Police Department. About one-third of respondents said they had contact with the Police Department in the 12 months prior to the survey, which was similar to the 2018 contact rate.

Figure 19: Contact with Littleton Police Department Compared by Year

If you had contact with the City of Littleton Police Department, please indicate about how many times you've been in contact over the last 12 months.

Percent of respondents
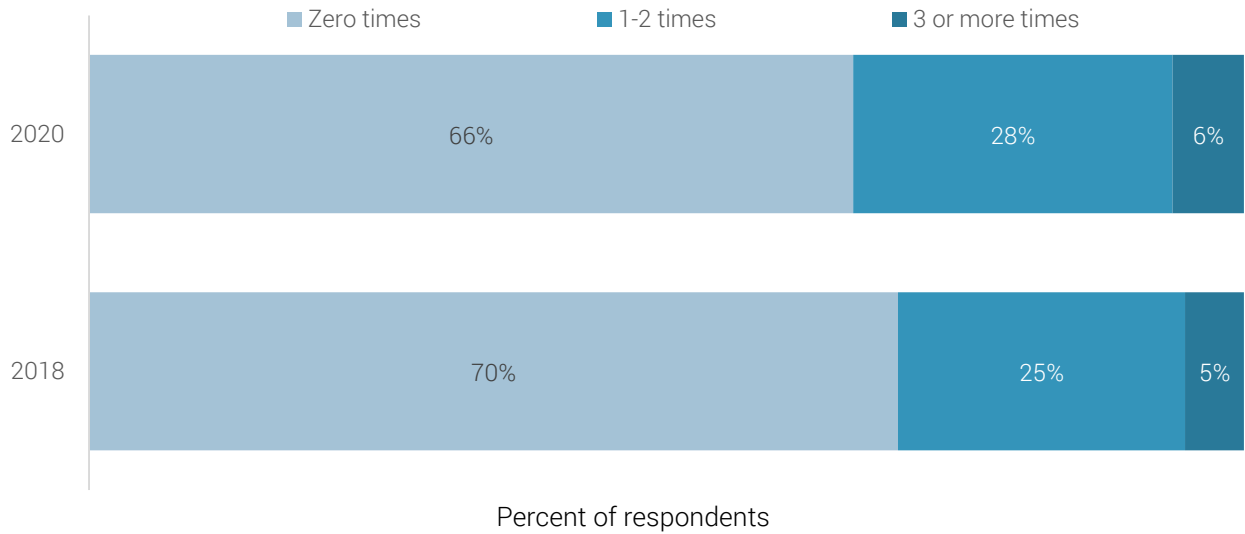
The one-third of residents who had been in contact with the Police Department evaluated their most recent interaction with a Police Department employee. Overall, at least 7 in 10 respondents gave positive reviews to their interactions with the Police Department employee, and, in most instances, ratings increased significantly between 2018 and 2020. More than 8 in 10 rated the employee's courteousness, fairness, knowledge, helpfulness, as well their overall impression as excellent or good.

Figure 20: Treatment by Littleton Police Department Employee Compared by Year

Based on your most recent contact with a member of the Littleton Police Department, please rate each of the following aspects of the employee with whom you had contact.

Category	2020	2018
Courteousness	86%	82%
Fairness	86%	80%
Overall impression of staff members	86%	74%
Knowledge	84%	79%
Helpfulness	83%	73%
Timeliness of handling the situation	83%	74%
Responsiveness to requests and/or needs	81%	72%
Use of force in fair and effective way	78%	78%
Level of interest in addressing your concerns	75%	66%
Resolution of concerns	71%	68%

Percent excellent or good
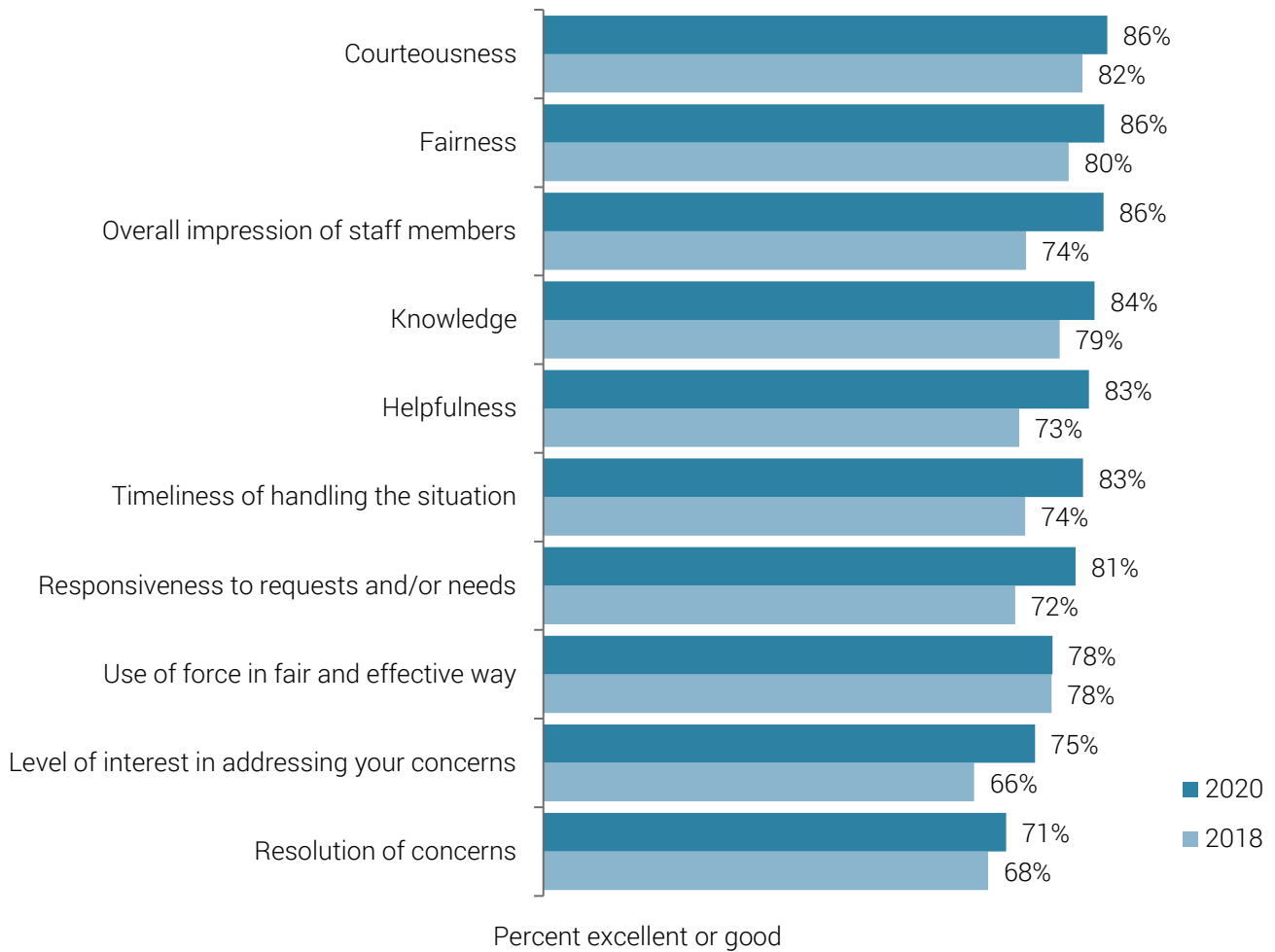
Asked only of those who reported having contact with a City of Littleton Police Department employee in the last 12 months. Almost half of respondents said "don't know" when evaluating the employee's use of force in fair and effective ways. The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.

All survey respondents assessed the quality of six specific services provided by the Littleton Police Department. However, between 30% and 63% of respondents said "don't know" when evaluating services provided by the Police Department. The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*. Of those who had an opinion, 9 in 10 gave excellent or good ratings to the Police Department assisting fire responders with disaster and maintaining public order. Crime prevention and protecting individual civil rights were rated favorably by about 8 in 10.

Only ratings of crime prevention could be compared to the benchmark and Littleton residents gave evaluations that were higher than residents in other communities across the nation and in the Front Range.

Figure 21: Quality of Services Provided by the Littleton Police Department, 2020

Please rate the job the Littleton Police Department does at each of the following in Littleton.

Percent excellent or good
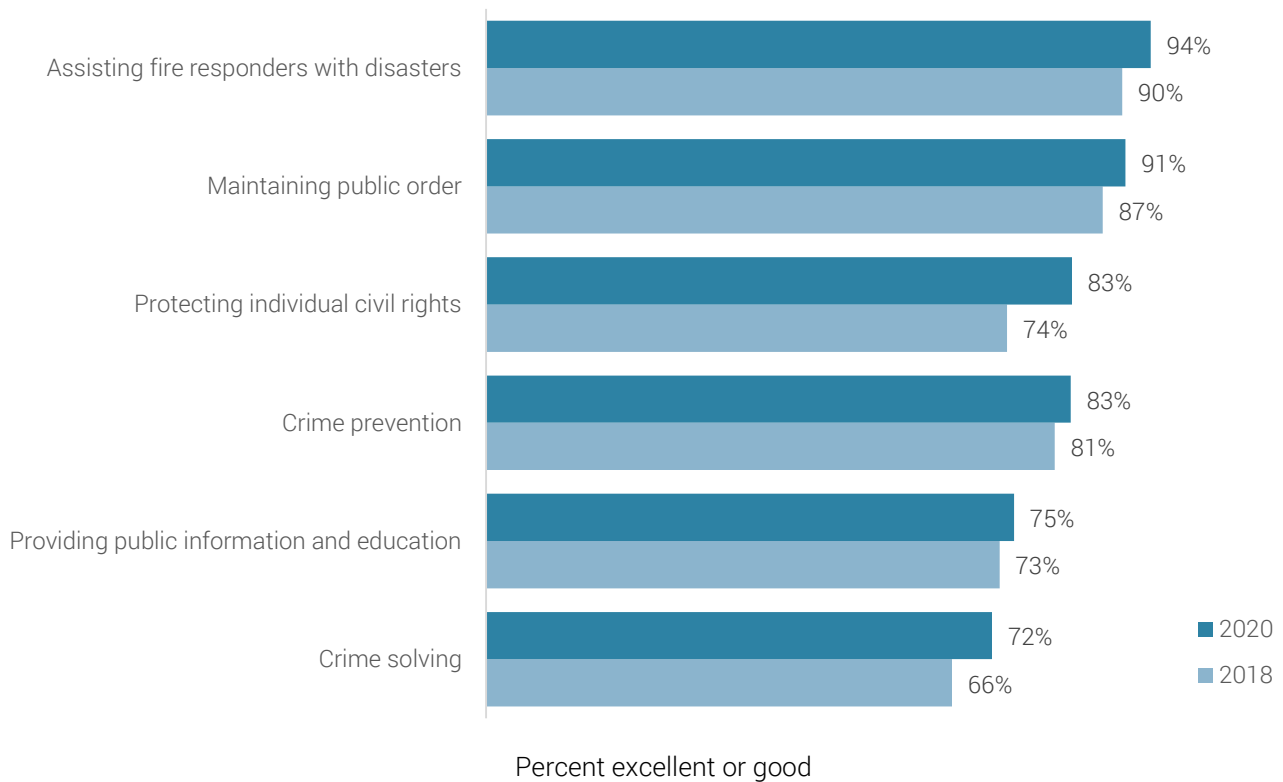
Survey respondents shared their opinions about the relationship the Police Department has with the community. Between 32% and 56% of respondents said "don't know" when evaluating this relationship (see *Appendix A: Responses to Survey Questions*). Of those who had an opinion, at least two-thirds of residents gave excellent or good reviews to each aspect. Residents felt most positively about the Police Department responding to citizens' emergency calls for service, being trustworthy, acting in the best interest of the community, and caring about the well-being of the people they deal with. Ratings increased between 2018 and 2020 in the areas of being trustworthy and caring about the well-being of the people they deal with.

Figure 22: Community Relationship with the Littleton Police Department, 2020

Please rate the Littleton Police Department on the following.

Responding to citizens' emergency calls for service — 92% / 88%

Being trustworthy — 90% / 85%

Acting in the best interest of the community — 87% / 84%

Caring about the well-being of the people they deal with — 86% / 81%

Being sensitive to residents' concerns — 83% / 80%

Treating all residents fairly — 82% / 79%

Working with people in your neighborhood to solve neighborhood problems — 74% / 73%

Communicating regularly with community members (e.g., websites, emails or public meetings) — 67% / 66%

Inviting community members to provide input (e.g., comments, suggestions and concerns) — 66% / 62%

■ 2020
■ 2018

Percent excellent or good

City Government

Littleton residents shared their perspectives of the City of Littleton government's performance as well as their priorities for the city council's goals and objectives. Learning whether residents' priorities for the community align with community leaders can guide the overall direction the city is taking.

Government Performance

Seventeen aspects of city government performance were evaluated by survey respondents. Between one-quarter and one-half of residents selected "don't know" when assessing each of these aspects (see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know"). Of those who had an opinion, about half of respondents gave favorable ratings to each aspect of government performance. The direction the city is taking with respect to open space, trails and parks was the most favorably rated (82% excellent or good), followed by the quality of work provided by city employees (77%, an eight percentage point increase compared to 2018). The quality of work provided by City of Littleton employees also increased significantly since the last survey. Attracting companies to locate in Littleton decreased significantly from 2018.

Four of the 17 government performance ratings could be compared to the national benchmark. The job the city government does at welcoming citizen involvement received ratings higher than the national and Front Range averages while spending local tax dollars wisely, the value of services for the property taxes paid to Littleton, and the overall direction the city is taking were similar.

Figure 23: Littleton Government Performance Compared by Year

Please rate the following categories of Littleton government performance. (Percent excellent or good)	2020	2018	2016	2014	2012
The direction the city is taking with respect to open space, trails and parks	80%	82%	85%	86%	85%
The quality of work provided by City of Littleton employees	77%	69%	75%	77%	78%
Holding public meetings about city plans	63%	59%	61%	63%	72%
The job the city government does at welcoming citizen involvement	61%	60%	64%	61%	62%
The city manager's management of city operations	60%	57%	59%	57%	69%
The overall direction the city is taking	59%	61%	68%	66%	69%
A city government that is run efficiently	57%	55%	59%	56%	65%
Providing information about city plans and programs	56%	54%	58%	57%	62%
Littleton's government as an example of how best to provide services	54%	47%	53%	53%	64%
Running Littleton's local government in the best interest of residents	54%	55%	54%	54%	61%
The value of services for the property taxes paid to Littleton	53%	54%	60%	57%	61%
Opportunities to participate in city government decisions	52%	52%	51%	50%	60%
Being transparent and accountable to the public	51%	47%	48%	50%	58%
Spending local tax dollars wisely	50%	51%	55%	53%	59%
Littleton's elected officials' consideration of what people like me think	49%	47%	43%	43%	56%
Attracting companies to locate in Littleton	46%	54%	55%	51%	52%
Responding to citizen complaints and concerns	46%	48%	44%	48%	57%

In 2020, three-quarters of residents believed that city council decisions represent the best interest of citizens to a great or moderate extent, an increase over 2018 ratings.

Figure 24: Council Decisions Represent Best Interest of Citizens Compared by Year

To what extent do you trust that the decisions made by city council represent the best interest of citizens?

75%   71%   69%   75%

2014   2016   2018   2020

Percent great or moderate extent
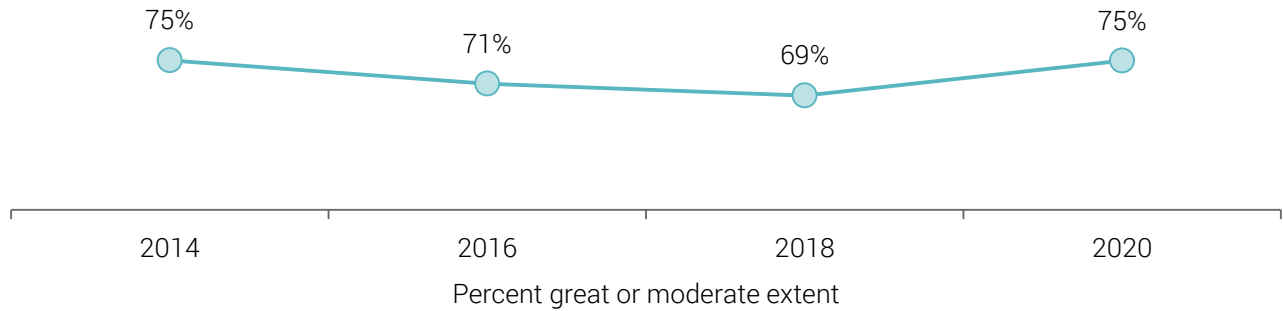
Prioritizing City Council Goals and Objectives

Littleton residents evaluated the six elements of Envision Littleton, the City's Comprehensive Plan. Overall, ratings were split between more and same effort for most of the elements. The two exceptions involved protecting the cherished natural setting in harmony with new development and redevelopment and maintaining the integrity of its established neighborhoods and historic areas. In the case of the former, a majority of respondents felt the city should put more effort into it and in the case of the latter, a slight majority of respondents felt the city should put the same effort into it.

Figure 25: Resident Priorities for Council Goals, 2020

Envision Littleton is the City's Comprehensive Plan, which was a community driven process to plan for the next 20 years and was adopted by City Council in October 2019. The unifying vision for 2040 includes the following six elements. 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
Protecting the cherished natural setting in harmony with new development and redevelopment	61%	36%	3%	100%
Securing the long-term sustainability of city finances to continue providing its citizens the best in public services	53%	45%	2%	100%
Making itself safer and more accessible for all the ways that people navigate through and within Littleton	47%	49%	4%	100%
Achieving a higher standard for cleanliness and remaining a place with strikingly beautiful vistas	45%	52%	3%	100%
Ensuring reinvestment in the community has met local expectations for quality and compatibility with its surroundings	44%	53%	3%	100%
Maintaining the integrity of its established neighborhoods and historic areas	40%	54%	5%	100%

Community Planning and Prioritization

In addition to providing feedback on Envision Littleton, residents shared their thoughts on the importance of potential projects in Littleton, priorities for the Police Department and a possible sales and use tax increase to help fund street improvements and other capital projects.

Potential Projects in Littleton

Littleton residents rated the importance of 10 potential projects in Littleton over the next five to eight years and then selected the one as the most important project out of the 10. As rated by residents, the most important projects were maintaining and improving city infrastructure (87% essential or very important, up 10 percentage points from 2018); reducing traffic congestion on city streets (74%, similar to 2018); and expanding programs for youth (67%, up five percentage points from 2018). Though rated generally lower in importance, expanding programs for seniors and for immigrants both increased eight percentage points in 2020. Redeveloping older neighborhoods and aging shopping centers both decreased seven percentage points from 2018.

Figure 26: 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)	2020	2018	2016	2014	2012
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	87%	77%	89%	NA	NA
Reducing traffic congestion on city streets	74%	75%	63%	57%	53%
Expanding programs for youth	67%	62%	67%	60%	63%
Redeveloping aging shopping centers	63%	70%	65%	71%	74%
Expanding programs for seniors	63%	55%	61%	57%	59%
Continuing preservation programs for historic buildings	55%	55%	56%	54%	47%
Partnering strategically and financially with the private sector in development	52%	56%	61%	NA	NA
Redeveloping older neighborhoods	48%	55%	53%	62%	66%
Expanding programs for immigrants	46%	38%	38%	32%	32%
Building new trails	45%	47%	47%	44%	43%

"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.

Littleton residents selected one potential project as the most important for the city to focus on in the next five to eight years. Respondents most frequently chose maintaining and improving city infrastructure (25% selected as the single most important issue) and reducing traffic congestion on city streets (22%). Fewer respondents in 2020 compared to 2018 selected reducing traffic congestion as the most important project while all other potential projects were rated similarly to 2018.

Figure 27: Most Important Potential Project Compared by Year

Check the ONE circle for the item you think is the most important future project for Littleton	2020	2018	2016	2014	2012
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	25%	25%	35%	NA	NA
Reducing traffic congestion on city streets	22%	32%	18%	23%	18%
Continuing preservation programs for historic buildings	9%	3%	5%	5%	1%
Expanding programs for immigrants	8%	3%	2%	4%	3%
Partnering strategically and financially with the private sector in development	7%	8%	9%	NA	NA
Expanding programs for youth	7%	7%	5%	12%	19%
Redeveloping aging shopping centers	6%	9%	12%	27%	27%
Expanding programs for seniors	6%	3%	4%	5%	7%
Building new trails	5%	4%	3%	6%	6%
Redeveloping older neighborhoods	5%	5%	8%	18%	18%

"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.

Police Department Priorities

Survey respondents provided input to the Littleton Police Department on where to focus its resources in the next two years. Similar to 2018, the top-rated priorities of school safety, violent crimes, and property crimes. Homelessness/transient-related issues increased by eight percentage points from 2018 making it the 4th largest priority in 2020.

Figure 28: Resident Priorities for Littleton Police Department Compared Over Time

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years.

Percent rating as high or medium priority
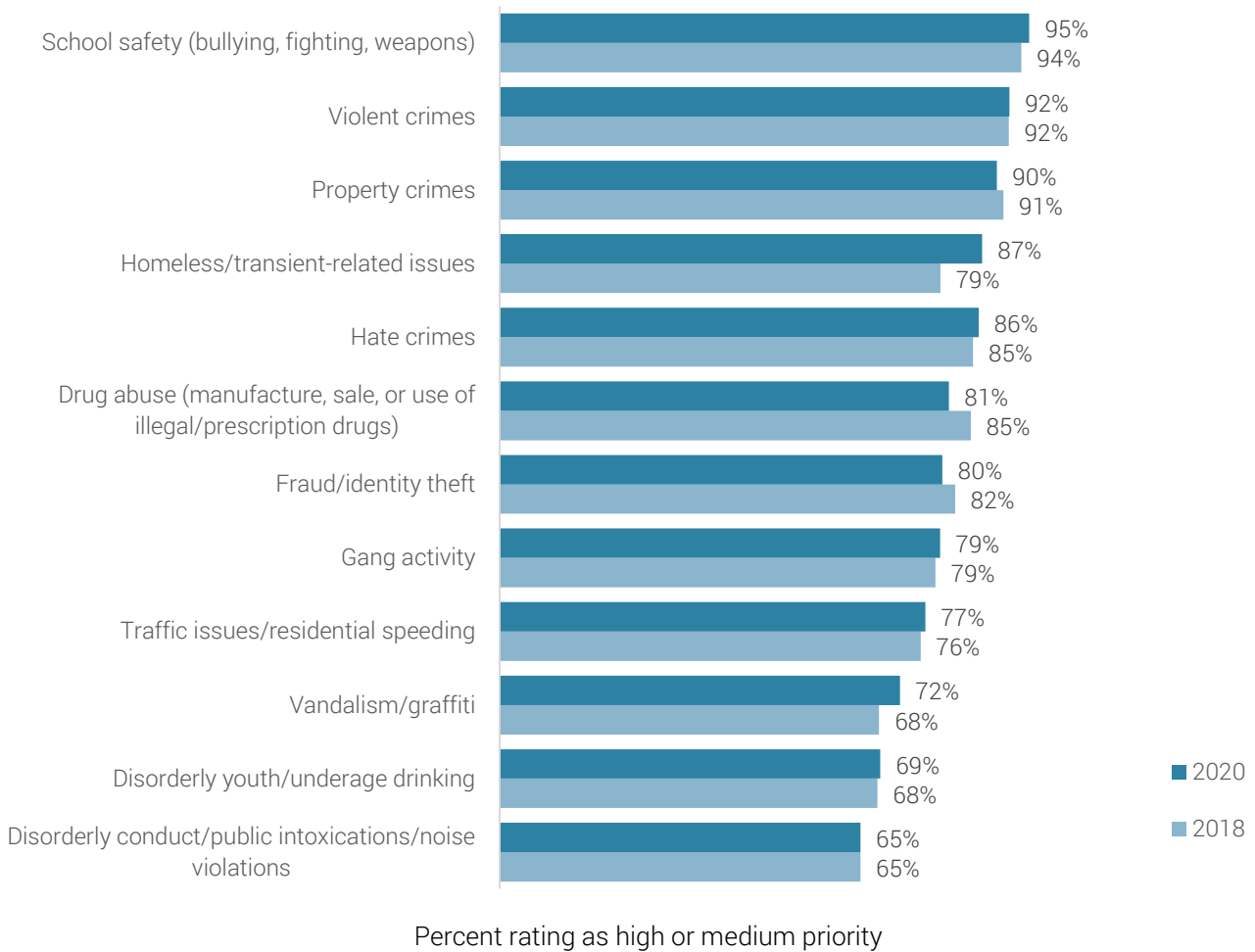
Level of Support for Taxes

Survey respondents indicated their level of support for, or opposition to, changes to a sales and use tax and a lodging tax. As in 2016 and 2018, about three-quarters of residents supported a sales and use tax to fund improvements to aging infrastructure.

Figure 29: Level of Support for Sales and Use Tax Compared by Year

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

Year	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
2020	40%	37%	11%	12%
2018	41%	41%	10%	8%
2016	37%	40%	10%	13%

Percent of respondents
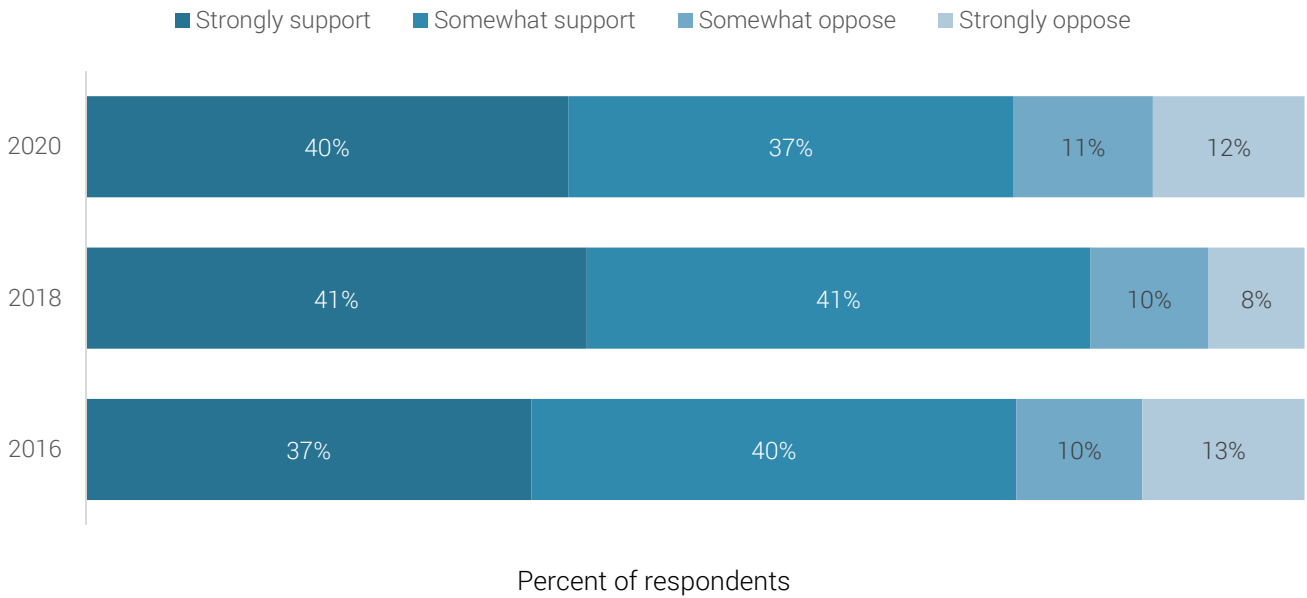
Respondents then were presented with different options for tax increases where funding was traded off with the timeliness of improvements. About 4 in 10 respondents preferred having a higher increase in the sales and use tax (one cent) to complete more of the needed improvements sooner and 3 in 10 preferred the originally suggested three-quarters of a cent sales and use tax increase. About 2 in 10 said they did not want an increase in the sales and use tax at all and 1 in 10 selected a one-half of a cent increase. These assessments were similar to those given in 2016 and 2018.

Figure 30: Preferences for Sales and Use Tax Amounts Compared by Year

A three-quarters of a cent sales and use tax increase will generate approximately $9.1 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
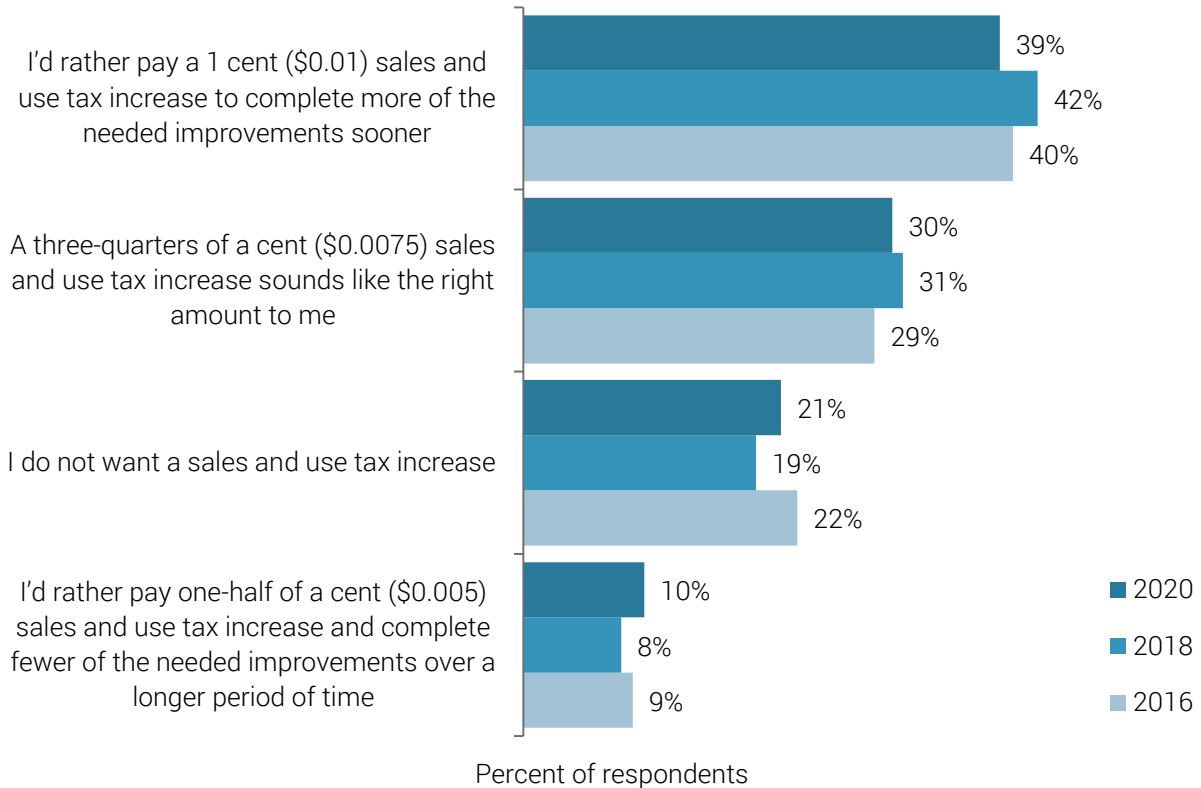
Additionally, residents rated their level of support for a lodging tax that hotel room visitors would pay, the money from which would go towards tourism, marketing and overall promotion of Littleton. As in 2016 and 2018, about 70% of respondents in 2020 said that they would somewhat or strongly support the lodging tax, while about one-third opposed it.

Figure 31: Level of Support for Lodging Tax Compared by Year

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

Year	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
2020	30%	41%	15%	13%
2018	28%	42%	20%	10%
2016	25%	45%	15%	15%

Percent of respondents
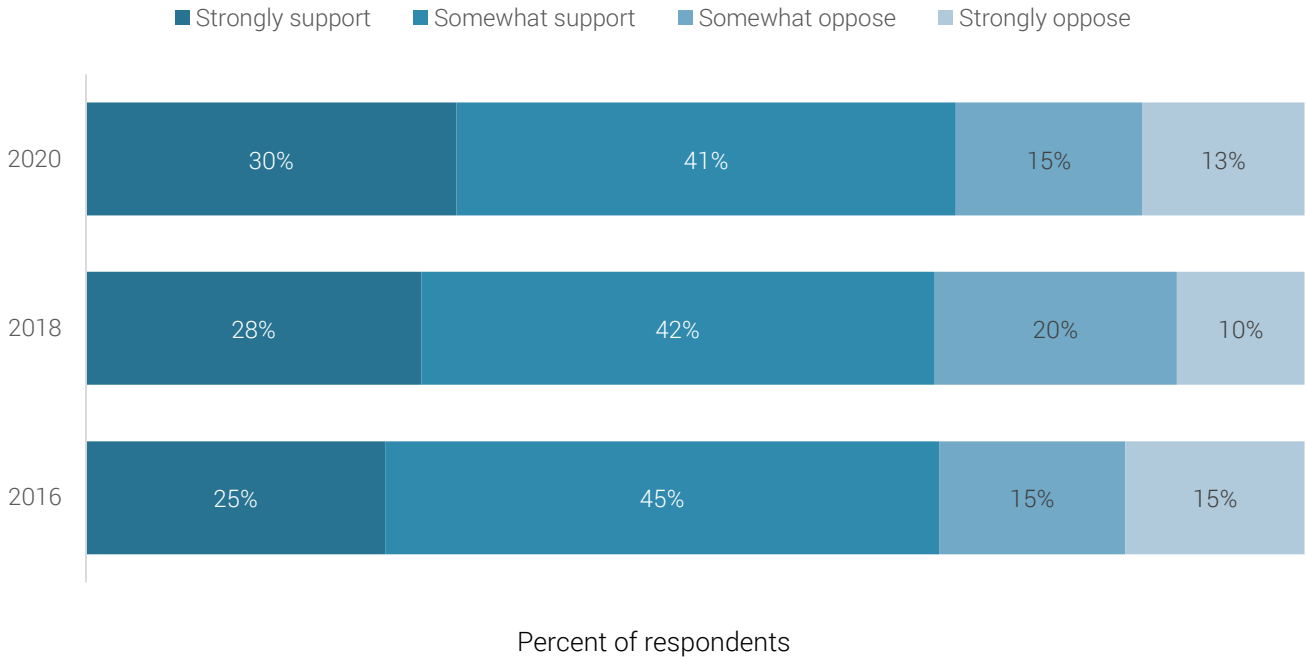
Information Sources

To communicate better with residents, it is important for local government staff and officials to know where residents get information about the community. Survey respondents evaluated how frequently, if at all, they or other household members used various information sources. As in prior survey years, *The Littleton Report* was a major or minor source of information for the majority of respondents (70%), followed by the city's official website (68%). Nextdoor.com moved into third place at 54%, supplanting the *Littleton Independent* (47%), which had held the spot since 2014. Respondents reported increased use of Littleton's social media sites on Facebook and Twitter, as well as go2littleton.com for information about the city.

Figure 32: 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.	2020	2018	2016	2014	2012
The Littleton Report (bi-monthly city newsletter)	70%	77%	81%	82%	70%
Littletongov.org (official city website)	68%	64%	64%	68%	57%
NextDoor.com	54%	45%	25%	NA	NA
The Littleton Independent (weekly, privately-owned newspaper)	47%	54%	51%	60%	46%
Denver Post	45%	43%	48%	55%	65%
Littletonrocks.com (events website)	37%	33%	23%	21%	NA
The City of Littleton's Facebook page (www.facebook.com/CityofLittleton)	33%	26%	24%	23%	NA
Openlittleton.org (citizen engagement website)	30%	27%	26%	25%	NA
go2littleton.com (economic development website)	26%	21%	19%	18%	NA
The Villager (weekly, privately-owned newspaper)	21%	25%	22%	27%	23%
The City of Littleton on Twitter (www.twitter.com/CityofLittleton)	21%	15%	13%	12%	NA
Comcast Cable Channel 8 (city government access channel)	19%	20%	26%	28%	26%
Yourhub	16%	19%	23%	28%	22%

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.

In addition to assessing their use of information sources, residents rated how important it was that they receive different types of information from the city. Overall, at least half of respondents felt it was essential or very important that they receive most of the types of information presented in the question. Updates in street/traffic/road work, development projects, community planning, and city council decisions were among the most important kinds of information residents want to receive from the city. While demographics of the community was the least important type of information, its importance increased five percentage points in 2020 compared to 2018.

Figure 33: 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)	2020	2018	2016	2014	2012
Street/traffic/road work	71%	72%	75%	72%	NA
Community planning (land uses, transportation, etc.)	70%	70%	74%	72%	NA
City council decisions	70%	69%	73%	69%	NA
Development projects (new residential or commercial buildings or sites)	64%	70%	73%	71%	NA
Special events (e.g., concerts, races, festivals)	63%	63%	67%	67%	NA
City finances/budget	63%	61%	63%	60%	NA
Police/crime data	62%	64%	66%	66%	NA
Economic development	61%	63%	67%	67%	NA
Public asset conditions (streets, city buildings/facilities, etc.)	51%	51%	55%	54%	NA
Code enforcement requirements and current activity	43%	41%	45%	47%	NA
Demographics of the community	39%	34%	41%	40%	NA

Respondents also were able to write in their own words any other topic about which they would like to know more about from the city. These write-in responses can be found in *Appendix B: Verbatim Responses to Open-ended Survey Questions*.

Respondent Characteristics

Characteristics of the survey respondents are displayed in the 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	9%	N=65
1-5 years	27%	N=184
6-10 years	14%	N=93
11-15 years	9%	N=65
More than 15 years	41%	N=279
Total	100%	N=686

Table 2: Number of Household Members

How many people (including yourself) live in your household?	Percent of respondents	Number of respondents
1	29%	N=197
2	37%	N=250
3 or more	34%	N=234
Total	100%	N=682

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	79%	N=513
1	10%	N=67
2	8%	N=52
3 or more	3%	N=18
Total	100%	N=650

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	85%	N=551
1	10%	N=66
2	4%	N=27
3 or more	1%	N=4
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	55%	N=365
1	23%	N=151
2	22%	N=143
3 or more	1%	N=5
Total	100%	N=664

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=367
House attached to one or more houses (e.g., a duplex or townhome)	12%	N=79
Building with two or more apartments or condominiums	33%	N=226
Mobile home	1%	N=6
Other	1%	N=6
Total	100%	N=685

Table 7: Housing Tenure (Rent vs Own)

Do you rent or own your home?	Percent of respondents	Number of respondents
Rent	38%	N=261
Own	62%	N=420
Total	100%	N=682

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	9%	N=59
$25,000 to $34,999	7%	N=44
$35,000 to $49,999	9%	N=56
$50,000 to $74,999	13%	N=81
$75,000 to $99,999	16%	N=105
$100,000 to $149,999	23%	N=149
$150,000 to $199,999	11%	N=68
$200,000 or more	13%	N=82
Total	100%	N=644

Table 9: Respondent Level of Education

What is your level of education?	Percent of respondents	Number of respondents
0-11 years	1%	N=8
High school graduate	7%	N=47
Some college, no degree	14%	N=94
Associate degree	8%	N=57
Bachelors' degree	38%	N=260
Graduate or professional degree	32%	N=216
Total	100%	N=683

Table 10: Respondent Ethnicity

Are you Spanish, Hispanic or Latino?	Percent of respondents	Number of respondents
No, not Spanish, Hispanic or Latino	90%	N=605
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=64
Total	100%	N=669

Table 11: Respondent Race

Race	Percent of respondents	Number of respondents
American Indian or Alaskan Native	2%	N=12
Asian, Asian Indian or Pacific Islander	3%	N=20
Black or African American	2%	N=15
White	90%	N=602
Other	6%	N=40

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	5%	N=36
25-34	20%	N=136
35-44	17%	N=119
45-54	19%	N=132
55-64	13%	N=86
65-74	14%	N=92
75+	12%	N=79
Total	100%	N=681

Table 13: Respondent Gender

What is your gender?	Percent of respondents	Number of respondents
Female	52%	N=351
Male	48%	N=325
Total	100%	N=677

Appendix A: Responses to Survey Questions

The following pages contain a complete set of responses to each question on the survey. The percent of respondents giving a particular response is shown followed by the number of respondents. When a question includes a "don't know" response option, the first table displays the results excluding the "don't know" responses and the second table displays the results with the "don't know."

Table 14: Question 1 without "don't know" responses

Please rate each of the following aspects of quality of life in Littleton.	Excellent		Good		Fair		Poor		Total	
Littleton as a place to live	50%	N=351	43%	N=300	6%	N=45	0%	N=2	100%	N=698
Your neighborhood as a place to live	45%	N=314	42%	N=287	11%	N=76	2%	N=15	100%	N=692
Littleton as a place to raise children	48%	N=266	40%	N=220	10%	N=55	2%	N=8	100%	N=549
Littleton as a place to retire	33%	N=174	38%	N=202	21%	N=112	7%	N=39	100%	N=528
Littleton as a place to work	29%	N=145	47%	N=232	17%	N=85	6%	N=29	100%	N=492
Overall quality of life in Littleton	42%	N=293	49%	N=341	7%	N=49	1%	N=7	100%	N=689

Table 15: Question 1 with "don't know" responses

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	50%	N=351	43%	N=300	6%	N=45	0%	N=2	0%	N=0	100%	N=698
Your neighborhood as a place to live	45%	N=314	41%	N=287	11%	N=76	2%	N=15	0%	N=1	100%	N=693
Littleton as a place to raise children	39%	N=266	32%	N=220	8%	N=55	1%	N=8	20%	N=139	100%	N=688
Littleton as a place to retire	25%	N=174	29%	N=202	16%	N=112	6%	N=39	23%	N=162	100%	N=690
Littleton as a place to work	21%	N=145	34%	N=232	13%	N=85	4%	N=29	28%	N=187	100%	N=678
Overall quality of life in Littleton	42%	N=293	49%	N=341	7%	N=49	1%	N=7	0%	N=1	100%	N=690

Table 16: 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	59%	N=410
I like the location in general	81%	N=565
Cost of living is affordable	22%	N=153
I've always lived here	13%	N=88
I like the school my children attend	26%	N=183
I like living in a college town	3%	N=21
I like my neighborhood	57%	N=392
I have friends and family in the area	41%	N=286
Sense of community	27%	N=191
Housing and rental rates are affordable	16%	N=113
Other	4%	N=29
Proximity to work/work here	4%	N=28
Attending school in Littleton	0%	N=2
Parks, recreation and open space	1%	N=10

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

Table 17: Question 3 without "don't know" responses

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	40%	N=277	53%	N=365	6%	N=45	1%	N=4	100%	N=692
The city has a low crime rate	31%	N=193	57%	N=358	11%	N=72	2%	N=10	100%	N=633
The city supports local businesses	42%	N=233	46%	N=251	8%	N=47	3%	N=17	100%	N=548
Littleton has tight-knit neighborhoods	24%	N=140	51%	N=296	22%	N=126	3%	N=19	100%	N=581
The city offers the best schools	39%	N=187	49%	N=234	10%	N=46	2%	N=11	100%	N=479
Littleton has an effective city government	16%	N=83	57%	N=298	20%	N=102	7%	N=39	100%	N=521
Traffic flows well on city streets	12%	N=84	45%	N=309	31%	N=215	11%	N=78	100%	N=686

Table 18: Question 3 with "don't know" responses

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	40%	N=277	52%	N=365	6%	N=45	1%	N=4	1%	N=5	100%	N=697
The city has a low crime rate	28%	N=193	51%	N=358	10%	N=72	1%	N=10	9%	N=62	100%	N=695
The city supports local businesses	34%	N=233	37%	N=251	7%	N=47	3%	N=17	19%	N=132	100%	N=680
Littleton has tight-knit neighborhoods	21%	N=140	43%	N=296	18%	N=126	3%	N=19	15%	N=101	100%	N=682
The city offers the best schools	27%	N=187	34%	N=234	7%	N=46	2%	N=11	30%	N=204	100%	N=682
Littleton has an effective city government	12%	N=83	44%	N=298	15%	N=102	6%	N=39	23%	N=154	100%	N=676
Traffic flows well on city streets	12%	N=84	44%	N=309	31%	N=215	11%	N=78	1%	N=8	100%	N=694

Table 19: 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	10%	N=71
Traffic in general	61%	N=419
Business retention	14%	N=99
Neighborhoods	10%	N=68
Trails	8%	N=53
Community image	5%	N=31
Street maintenance	39%	N=266
Aging or outdated commercial areas	26%	N=179
Leisure activities	6%	N=43
Crime reduction	18%	N=123
Traffic light synchronization	13%	N=89
Business attraction	14%	N=93
Alternative energy sources	15%	N=102
Open space	16%	N=110
Maintenance of city properties and buildings	8%	N=56
Other	5%	N=31
Parking (especially downtown)	1%	N=10
Affordable housing/cost of living	5%	N=31
Too much growth (population, housing, development)	2%	N=13
Homeless population/homelessness	2%	N=10
City services, infrastructure	3%	N=24

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

Table 20: Question 5 without "don't know" responses

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	87%	N=596	11%	N=76	1%	N=7	0%	N=2	100%	N=682
Downtown Littleton at night	44%	N=285	48%	N=311	7%	N=46	1%	N=5	100%	N=648
Your neighborhood during the day	76%	N=527	21%	N=147	2%	N=13	1%	N=5	100%	N=691
Your neighborhood at night	43%	N=291	41%	N=278	14%	N=95	3%	N=22	100%	N=685
Parks, trails, natural open space areas	33%	N=212	54%	N=353	12%	N=75	2%	N=11	100%	N=651
Littleton overall during the day	67%	N=459	31%	N=215	1%	N=7	1%	N=4	100%	N=685
Littleton overall at night	27%	N=183	56%	N=376	15%	N=102	1%	N=7	100%	N=668

Table 21: Question 5 with "don't know" responses

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	86%	N=596	11%	N=76	1%	N=7	0%	N=2	2%	N=14	100%	N=696
Downtown Littleton at night	41%	N=285	45%	N=311	7%	N=46	1%	N=5	6%	N=44	100%	N=693
Your neighborhood during the day	76%	N=527	21%	N=147	2%	N=13	1%	N=5	0%	N=3	100%	N=694
Your neighborhood at night	42%	N=291	40%	N=278	14%	N=95	3%	N=22	1%	N=7	100%	N=692
Parks, trails, natural open space areas	31%	N=212	51%	N=353	11%	N=75	2%	N=11	6%	N=40	100%	N=691
Littleton overall during the day	66%	N=459	31%	N=215	1%	N=7	1%	N=4	1%	N=6	100%	N=691
Littleton overall at night	26%	N=183	54%	N=376	15%	N=102	1%	N=7	4%	N=24	100%	N=693

Table 22: Question 6 without "don't know" responses

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	12%	N=84
Very important	52%	N=356
Somewhat important	30%	N=205
Not at all important	5%	N=34
Total	100%	N=679

Table 23: Question 6 with "don't know" responses

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	12%	N=84
Very important	51%	N=356
Somewhat important	29%	N=205
Not at all important	5%	N=34
Don't know	2%	N=15
Total	100%	N=694

Table 24: Question 7 without "don't know" responses

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=175
Very important	46%	N=310
Somewhat important	24%	N=162
Not at all important	4%	N=30
Total	100%	N=677

Table 25: Question 7 with "don't know" responses

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	25%	N=175
Very important	45%	N=310
Somewhat important	23%	N=162
Not at all important	4%	N=30
Don't know	2%	N=16
Total	100%	N=693

Table 26: Question 8 - Quality without "don't know" responses

Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Total	
Appearance of city	23%	N=155	64%	N=438	12%	N=82	1%	N=8	100%	N=683
Shopping opportunities	15%	N=98	53%	N=358	28%	N=187	4%	N=29	100%	N=671
Job opportunities	5%	N=24	39%	N=171	41%	N=176	15%	N=64	100%	N=435
Historic preservation	25%	N=146	56%	N=325	14%	N=80	6%	N=33	100%	N=584
Economic development	8%	N=45	54%	N=288	30%	N=162	8%	N=42	100%	N=537
Public transit services	19%	N=117	45%	N=276	23%	N=142	12%	N=74	100%	N=609
Traffic flow	3%	N=23	31%	N=206	46%	N=309	20%	N=136	100%	N=673
Snow plowing	5%	N=37	27%	N=182	37%	N=249	31%	N=212	100%	N=680

Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Total	
Downtown parking	3%	N=16	18%	N=111	42%	N=269	37%	N=237	100%	N=633
Parks and trails	37%	N=234	53%	N=338	10%	N=64	1%	N=5	100%	N=640
Recreation opportunities	28%	N=180	54%	N=344	15%	N=93	2%	N=16	100%	N=634
Open space areas	29%	N=184	52%	N=335	17%	N=107	2%	N=16	100%	N=642
Environmental sustainability	12%	N=57	45%	N=208	35%	N=163	8%	N=37	100%	N=465
Littleton Police Department	26%	N=151	57%	N=325	14%	N=81	3%	N=18	100%	N=575
Traffic enforcement	12%	N=69	51%	N=283	27%	N=148	10%	N=53	100%	N=553
Code enforcement	9%	N=41	47%	N=203	31%	N=133	13%	N=58	100%	N=435
Municipal Court	12%	N=31	56%	N=144	29%	N=73	3%	N=9	100%	N=257
Online payments of fines and services	21%	N=59	53%	N=149	21%	N=59	5%	N=14	100%	N=280
Bemis Library	45%	N=224	44%	N=219	9%	N=46	1%	N=4	100%	N=494
Littleton Museum	44%	N=199	47%	N=213	8%	N=37	0%	N=1	100%	N=449
Hudson Gardens	44%	N=240	50%	N=274	6%	N=34	0%	N=1	100%	N=549
Carson Nature Center	38%	N=135	54%	N=191	7%	N=25	0%	N=1	100%	N=352
South Platte Park	34%	N=169	54%	N=265	11%	N=52	2%	N=8	100%	N=494
Buck Recreation Center	40%	N=173	47%	N=204	13%	N=56	1%	N=2	100%	N=436
City-sponsored special events	28%	N=139	53%	N=267	17%	N=86	2%	N=10	100%	N=502
Town Hall Arts Center	37%	N=122	47%	N=156	16%	N=52	1%	N=2	100%	N=332
Leaf and tire recylcing	14%	N=40	47%	N=136	27%	N=77	13%	N=37	100%	N=290
Household Haz Mat Roundup	17%	N=46	42%	N=114	26%	N=69	15%	N=40	100%	N=270
City management	9%	N=40	50%	N=228	33%	N=152	8%	N=37	100%	N=457

Table 27: Question 8 - Quality with "don't know" responses

Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of city	23%	N=155	64%	N=438	12%	N=82	1%	N=8	0%	N=3	100%	N=686
Shopping opportunities	14%	N=98	52%	N=358	27%	N=187	4%	N=29	2%	N=12	100%	N=683
Job opportunities	4%	N=24	25%	N=171	26%	N=176	10%	N=64	35%	N=237	100%	N=672
Historic preservation	21%	N=146	48%	N=325	12%	N=80	5%	N=33	14%	N=98	100%	N=682
Economic development	7%	N=45	42%	N=288	24%	N=162	6%	N=42	21%	N=144	100%	N=681
Public transit services	17%	N=117	41%	N=276	21%	N=142	11%	N=74	10%	N=67	100%	N=676
Traffic flow	3%	N=23	30%	N=206	45%	N=309	20%	N=136	1%	N=7	100%	N=680
Snow plowing	5%	N=37	26%	N=182	36%	N=249	31%	N=212	1%	N=9	100%	N=688
Downtown parking	2%	N=16	16%	N=111	40%	N=269	35%	N=237	6%	N=42	100%	N=675
Parks and trails	34%	N=234	49%	N=338	9%	N=64	1%	N=5	6%	N=43	100%	N=683
Recreation opportunities	27%	N=180	51%	N=344	14%	N=93	2%	N=16	6%	N=44	100%	N=677
Open space areas	27%	N=184	49%	N=335	16%	N=107	2%	N=16	6%	N=41	100%	N=683
Environmental sustainability	9%	N=57	31%	N=208	24%	N=163	5%	N=37	31%	N=206	100%	N=670
Littleton Police Department	22%	N=151	48%	N=325	12%	N=81	3%	N=18	16%	N=106	100%	N=680
Traffic enforcement	10%	N=69	42%	N=283	22%	N=148	8%	N=53	18%	N=121	100%	N=674
Code enforcement	6%	N=41	30%	N=203	20%	N=133	9%	N=58	36%	N=240	100%	N=675
Municipal Court	5%	N=31	21%	N=144	11%	N=73	1%	N=9	62%	N=415	100%	N=671
Online payments of fines and services	9%	N=59	22%	N=149	9%	N=59	2%	N=14	58%	N=389	100%	N=669
Bemis Library	33%	N=224	32%	N=219	7%	N=46	1%	N=4	27%	N=185	100%	N=679
Littleton Museum	29%	N=199	32%	N=213	5%	N=37	0%	N=1	33%	N=224	100%	N=674
Hudson Gardens	35%	N=240	40%	N=274	5%	N=34	0%	N=1	19%	N=128	100%	N=676
Carson Nature Center	20%	N=135	28%	N=191	4%	N=25	0%	N=1	48%	N=320	100%	N=672
South Platte Park	25%	N=169	39%	N=265	8%	N=52	1%	N=8	27%	N=182	100%	N=676
Buck Recreation Center	26%	N=173	30%	N=204	8%	N=56	0%	N=2	36%	N=241	100%	N=677
City-sponsored special events	21%	N=139	40%	N=267	13%	N=86	2%	N=10	25%	N=169	100%	N=671
Town Hall Arts Center	18%	N=122	24%	N=156	8%	N=52	0%	N=2	50%	N=332	100%	N=664
Leaf and tire recycling	6%	N=40	20%	N=136	11%	N=77	6%	N=37	57%	N=383	100%	N=672
Household Haz Mat Roundup	7%	N=46	17%	N=114	10%	N=69	6%	N=40	60%	N=399	100%	N=669
City management	6%	N=40	34%	N=228	23%	N=152	6%	N=37	32%	N=216	100%	N=673

Table 28: Question 8 - Importance without "don't know" responses

Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Total	
Appearance of city	27%	N=178	58%	N=378	14%	N=91	1%	N=7	100%	N=655
Shopping opportunities	17%	N=111	49%	N=316	30%	N=194	4%	N=24	100%	N=646
Job opportunities	21%	N=118	45%	N=254	28%	N=156	7%	N=38	100%	N=565
Historic preservation	28%	N=174	45%	N=284	22%	N=139	4%	N=28	100%	N=624
Economic development	28%	N=168	49%	N=294	21%	N=125	3%	N=16	100%	N=603
Public transit services	41%	N=253	36%	N=225	19%	N=118	4%	N=26	100%	N=622
Traffic flow	38%	N=244	50%	N=318	12%	N=79	0%	N=2	100%	N=643
Snow plowing	42%	N=274	45%	N=293	13%	N=82	0%	N=3	100%	N=653
Downtown parking	21%	N=133	47%	N=294	28%	N=175	4%	N=28	100%	N=629
Parks and trails	43%	N=274	45%	N=282	11%	N=72	0%	N=2	100%	N=631
Recreation opportunities	29%	N=183	50%	N=312	20%	N=122	1%	N=6	100%	N=623
Open space areas	36%	N=226	46%	N=287	17%	N=104	2%	N=10	100%	N=627
Environmental sustainability	43%	N=257	38%	N=229	15%	N=87	4%	N=24	100%	N=597
Littleton Police Department	58%	N=359	36%	N=224	6%	N=40	0%	N=0	100%	N=622
Traffic enforcement	28%	N=171	46%	N=279	24%	N=144	3%	N=18	100%	N=612
Code enforcement	24%	N=134	46%	N=258	28%	N=158	2%	N=14	100%	N=563
Municipal Court	23%	N=112	49%	N=241	25%	N=123	3%	N=14	100%	N=489
Online payments of fines and services	23%	N=116	36%	N=181	34%	N=171	7%	N=34	100%	N=502
Bemis Library	40%	N=231	38%	N=220	20%	N=116	3%	N=15	100%	N=582
Littleton Museum	23%	N=133	47%	N=267	24%	N=137	5%	N=31	100%	N=567
Hudson Gardens	24%	N=146	46%	N=275	27%	N=160	3%	N=17	100%	N=599
Carson Nature Center	25%	N=122	47%	N=232	24%	N=120	4%	N=17	100%	N=492
South Platte Park	28%	N=153	52%	N=288	19%	N=102	1%	N=8	100%	N=551
Buck Recreation Center	27%	N=147	48%	N=263	20%	N=110	5%	N=25	100%	N=545
City-sponsored special events	26%	N=148	41%	N=235	28%	N=160	4%	N=24	100%	N=567
Town Hall Arts Center	22%	N=114	41%	N=213	28%	N=145	8%	N=42	100%	N=514
Leaf and tire recycling	23%	N=120	38%	N=193	32%	N=165	7%	N=36	100%	N=514
Household Haz Mat Roundup	27%	N=129	44%	N=211	24%	N=115	5%	N=22	100%	N=478
City management	48%	N=273	39%	N=220	13%	N=71	0%	N=1	100%	N=565

Table 29: Question 8 - Importance with "don't know" responses

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	27%	N=178	58%	N=378	14%	N=91	1%	N=7	0%	N=2	100%	N=656
Shopping opportunities	17%	N=111	49%	N=316	30%	N=194	4%	N=24	1%	N=4	100%	N=650
Job opportunities	19%	N=118	40%	N=254	25%	N=156	6%	N=38	10%	N=66	100%	N=632
Historic preservation	27%	N=174	44%	N=284	21%	N=139	4%	N=28	4%	N=23	100%	N=647
Economic development	26%	N=168	46%	N=294	20%	N=125	2%	N=16	6%	N=35	100%	N=638
Public transit services	40%	N=253	35%	N=225	19%	N=118	4%	N=26	2%	N=15	100%	N=637
Traffic flow	38%	N=244	49%	N=318	12%	N=79	0%	N=2	0%	N=2	100%	N=645
Snow plowing	42%	N=274	45%	N=293	12%	N=82	0%	N=3	0%	N=3	100%	N=655
Downtown parking	21%	N=133	45%	N=294	27%	N=175	4%	N=28	3%	N=18	100%	N=647
Parks and trails	42%	N=274	44%	N=282	11%	N=72	0%	N=2	3%	N=18	100%	N=649
Recreation opportunities	28%	N=183	49%	N=312	19%	N=122	1%	N=6	3%	N=19	100%	N=642
Open space areas	35%	N=226	44%	N=287	16%	N=104	2%	N=10	3%	N=19	100%	N=646
Environmental sustainability	40%	N=257	36%	N=229	14%	N=87	4%	N=24	6%	N=40	100%	N=637
Littleton Police Department	55%	N=359	35%	N=224	6%	N=40	0%	N=0	4%	N=25	100%	N=647
Traffic enforcement	27%	N=171	44%	N=279	23%	N=144	3%	N=18	4%	N=25	100%	N=637
Code enforcement	21%	N=134	40%	N=258	25%	N=158	2%	N=14	12%	N=74	100%	N=637
Municipal Court	18%	N=112	38%	N=241	20%	N=123	2%	N=14	22%	N=138	100%	N=627
Online payments of fines and services	19%	N=116	29%	N=181	27%	N=171	5%	N=34	20%	N=124	100%	N=625
Bemis Library	37%	N=231	35%	N=220	18%	N=116	2%	N=15	8%	N=49	100%	N=632
Littleton Museum	21%	N=133	43%	N=267	22%	N=137	5%	N=31	10%	N=61	100%	N=628
Hudson Gardens	23%	N=146	43%	N=275	25%	N=160	3%	N=17	6%	N=40	100%	N=639
Carson Nature Center	19%	N=122	37%	N=232	19%	N=120	3%	N=17	22%	N=136	100%	N=628
South Platte Park	24%	N=153	45%	N=288	16%	N=102	1%	N=8	14%	N=86	100%	N=637
Buck Recreation Center	23%	N=147	42%	N=263	18%	N=110	4%	N=25	13%	N=81	100%	N=626
City-sponsored special events	24%	N=148	38%	N=235	26%	N=160	4%	N=24	8%	N=53	100%	N=620
Town Hall Arts Center	18%	N=114	35%	N=213	23%	N=145	7%	N=42	17%	N=104	100%	N=618
Leaf and tire recycling	19%	N=120	31%	N=193	26%	N=165	6%	N=36	18%	N=113	100%	N=627
Household Haz Mat Roundup	21%	N=129	34%	N=211	19%	N=115	4%	N=22	23%	N=142	100%	N=620
City management	43%	N=273	35%	N=220	11%	N=71	0%	N=1	10%	N=64	100%	N=629

Table 30: Question 9 without "don't know" responses

Please rate the following areas of transportation in Littleton.	Excellent		Good		Fair		Poor		Total	
Ease of driving	10%	N=66	57%	N=380	27%	N=182	6%	N=41	100%	N=669
Ease of traveling by bus (RTD)	10%	N=29	45%	N=137	27%	N=83	18%	N=56	100%	N=305
Ease of traveling by light rail	28%	N=170	44%	N=270	21%	N=127	7%	N=46	100%	N=612
Ease of walking in the city	29%	N=189	48%	N=319	16%	N=109	7%	N=45	100%	N=662
Ease of traveling by bicycle	23%	N=114	49%	N=244	21%	N=103	7%	N=36	100%	N=498
Street maintenance	5%	N=36	39%	N=259	41%	N=269	15%	N=98	100%	N=663
Omnibus/Shopping Cart senior and disabled van service	29%	N=36	50%	N=63	17%	N=22	3%	N=4	100%	N=125
Downtown Littleton light rail station	32%	N=187	50%	N=288	13%	N=77	4%	N=22	100%	N=574
Mineral Avenue light rail station	30%	N=155	50%	N=262	16%	N=84	4%	N=22	100%	N=523

Table 31: Question 9 with "don't know" responses

Please rate the following areas of transportation in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of driving	10%	N=66	56%	N=380	27%	N=182	6%	N=41	2%	N=12	100%	N=682
Ease of traveling by bus (RTD)	4%	N=29	20%	N=137	12%	N=83	8%	N=56	55%	N=370	100%	N=675
Ease of traveling by light rail	25%	N=170	40%	N=270	19%	N=127	7%	N=46	10%	N=70	100%	N=681
Ease of walking in the city	28%	N=189	47%	N=319	16%	N=109	7%	N=45	3%	N=23	100%	N=685
Ease of traveling by bicycle	17%	N=114	36%	N=244	15%	N=103	5%	N=36	27%	N=185	100%	N=682
Street maintenance	5%	N=36	38%	N=259	40%	N=269	14%	N=98	3%	N=19	100%	N=682
Omnibus/Shopping Cart senior and disabled van service	5%	N=36	9%	N=63	3%	N=22	1%	N=4	81%	N=545	100%	N=669
Downtown Littleton light rail station	27%	N=187	42%	N=288	11%	N=77	3%	N=22	15%	N=105	100%	N=680
Mineral Avenue light rail station	23%	N=155	38%	N=262	12%	N=84	3%	N=22	23%	N=158	100%	N=681

Table 32: Question 10 without "don't know" responses

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.)	47%	N=158	43%	N=145	6%	N=19	4%	N=12	100%	N=333
Library services (e.g., reference desk, check out, etc.)	50%	N=217	43%	N=185	6%	N=25	1%	N=5	100%	N=431
Internet and computer services	40%	N=134	47%	N=157	10%	N=35	3%	N=10	100%	N=336
Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	44%	N=147	42%	N=139	12%	N=40	2%	N=8	100%	N=335
Materials and collections	33%	N=132	52%	N=204	13%	N=50	2%	N=8	100%	N=394
Library building and grounds	37%	N=166	49%	N=223	11%	N=52	2%	N=11	100%	N=451
Overall performance of the library	44%	N=192	49%	N=213	7%	N=29	1%	N=4	100%	N=439

Table 33: Question 10 with "don't know" responses

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.)	23%	N=158	21%	N=145	3%	N=19	2%	N=12	51%	N=349	100%	N=682
Library services (e.g., reference desk, check out, etc.)	32%	N=217	27%	N=185	4%	N=25	1%	N=5	37%	N=254	100%	N=685
Internet and computer services	20%	N=134	23%	N=157	5%	N=35	1%	N=10	50%	N=342	100%	N=678
Online services at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	22%	N=147	20%	N=139	6%	N=40	1%	N=8	51%	N=344	100%	N=679
Materials and collections	19%	N=132	30%	N=204	7%	N=50	1%	N=8	42%	N=287	100%	N=682
Library building and grounds	24%	N=166	33%	N=223	8%	N=52	2%	N=11	34%	N=233	100%	N=684
Overall performance of the library	28%	N=192	31%	N=213	4%	N=29	1%	N=4	36%	N=242	100%	N=681

Table 34: Question 11 without "don't know" responses

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)	42%	N=123	53%	N=154	4%	N=12	0%	N=0	100%	N=290
Wednesday evening free summer concerts	48%	N=136	47%	N=131	4%	N=13	0%	N=1	100%	N=280
Museum research center	43%	N=79	47%	N=85	10%	N=18	0%	N=0	100%	N=183
Museum rotating exhibits	37%	N=108	51%	N=149	12%	N=34	0%	N=0	100%	N=292
Art shows in the galleries	35%	N=96	51%	N=143	14%	N=38	0%	N=1	100%	N=279
Living History Farms/Historic Site Interpreters	53%	N=181	39%	N=133	8%	N=26	0%	N=1	100%	N=341
Museum building and grounds	51%	N=186	42%	N=153	6%	N=23	0%	N=1	100%	N=363
Overall performance of the Littleton Museum	44%	N=156	52%	N=184	4%	N=13	0%	N=0	100%	N=353

Table 35: Question 11 with "don't know" responses

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)	18%	N=123	23%	N=154	2%	N=12	0%	N=0	57%	N=380	100%	N=670
Wednesday evening free summer concerts	20%	N=136	20%	N=131	2%	N=13	0%	N=1	58%	N=388	100%	N=668
Museum research center	12%	N=79	13%	N=85	3%	N=18	0%	N=0	73%	N=486	100%	N=669
Museum rotating exhibits	16%	N=108	22%	N=149	5%	N=34	0%	N=0	56%	N=373	100%	N=665
Art shows in the galleries	14%	N=96	22%	N=143	6%	N=38	0%	N=1	58%	N=386	100%	N=665
Living History Farms/Historic Site Interpreters	27%	N=181	20%	N=133	4%	N=26	0%	N=1	49%	N=328	100%	N=669
Museum building and grounds	28%	N=186	23%	N=153	3%	N=23	0%	N=1	45%	N=301	100%	N=664
Overall performance of the Littleton Museum	23%	N=156	27%	N=184	2%	N=13	0%	N=0	47%	N=318	100%	N=671

Table 36: Question 12

If you had contact with the City of Littleton Police Department, please indicate about how many times you've been in contact over the last 12 months.	Percent of respondents	Number of respondents
Zero times	66%	N=440
1-2 times	28%	N=184
3-5 times	5%	N=30
6-8 times	0%	N=3
9 or more times	1%	N=8
Total	100%	N=665

Table 37: Question 13 without "don't know" responses

Based on your most recent contact with a member of the Littleton Police Department, please rate each of the following aspects of the employee with whom you had contact.	Excellent		Good		Fair		Poor		Total	
Fairness	47%	N=99	38%	N=81	7%	N=15	7%	N=15	100%	N=210
Responsiveness to requests and/or needs	44%	N=96	37%	N=82	13%	N=28	6%	N=13	100%	N=219
Level of interest in addressing your concerns	41%	N=91	34%	N=75	13%	N=29	12%	N=25	100%	N=220
Helpfulness	48%	N=105	36%	N=78	6%	N=13	11%	N=24	100%	N=219
Courteousness	56%	N=124	30%	N=67	8%	N=17	6%	N=13	100%	N=222
Knowledge	53%	N=110	32%	N=66	10%	N=20	6%	N=13	100%	N=209
Timeliness of handling the situation	43%	N=93	39%	N=84	8%	N=17	10%	N=21	100%	N=214
Use of force in fair and effective way	50%	N=57	28%	N=32	11%	N=13	11%	N=13	100%	N=115
Resolution of concerns	38%	N=78	33%	N=68	17%	N=36	12%	N=24	100%	N=206
Overall impression of staff members	51%	N=112	35%	N=76	9%	N=19	6%	N=13	100%	N=219

Asked only of those who reported having contact with the City of Littleton Police Department in the last 12 months

Table 38: Question 13 with "don't know" responses

Based on your most recent contact with a member of the Littleton Police Department, please rate each of the following aspects of the employee with whom you had contact.	Excellent		Good		Fair		Poor		Don't know		Total	
Fairness	45%	N=99	36%	N=81	7%	N=15	7%	N=15	6%	N=13	100%	N=223
Responsiveness to requests and/or needs	43%	N=96	37%	N=82	12%	N=28	6%	N=13	2%	N=5	100%	N=224
Level of interest in addressing your concerns	40%	N=91	33%	N=75	13%	N=29	11%	N=25	2%	N=4	100%	N=224
Helpfulness	47%	N=105	35%	N=78	6%	N=13	11%	N=24	1%	N=3	100%	N=222
Courteousness	55%	N=124	30%	N=67	8%	N=17	6%	N=13	1%	N=3	100%	N=225
Knowledge	49%	N=110	30%	N=66	9%	N=20	6%	N=13	7%	N=15	100%	N=224
Timeliness of handling the situation	41%	N=93	37%	N=84	7%	N=17	9%	N=21	4%	N=10	100%	N=224
Use of force in fair and effective way	26%	N=57	15%	N=32	6%	N=13	6%	N=13	48%	N=105	100%	N=220
Resolution of concerns	35%	N=78	31%	N=68	16%	N=36	11%	N=24	7%	N=17	100%	N=223
Overall impression of staff members	50%	N=112	34%	N=76	8%	N=19	6%	N=13	1%	N=3	100%	N=222

Asked only of those who reported having contact with the City of Littleton Police Department in the last 12 months

Table 39: Question 14 without "don't know" responses

Please rate the job the Littleton Police Department does at each of the following in Littleton.	Excellent		Good		Fair		Poor		Total	
Crime prevention	18%	N=81	65%	N=284	13%	N=59	4%	N=16	100%	N=439
Crime solving	19%	N=47	53%	N=132	18%	N=45	10%	N=25	100%	N=249
Maintaining public order	27%	N=127	64%	N=299	7%	N=35	2%	N=9	100%	N=470
Providing public information and education	23%	N=87	52%	N=194	20%	N=76	5%	N=19	100%	N=376
Protecting individual civil rights	27%	N=76	56%	N=162	11%	N=32	6%	N=17	100%	N=287
Assisting fire responders with disasters	43%	N=118	52%	N=143	4%	N=12	2%	N=4	100%	N=277

Table 40: Question 14 with "don't know" responses

Please rate the job the Littleton Police Department does at each of the following in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
Crime prevention	12%	N=81	42%	N=284	9%	N=59	2%	N=16	35%	N=238	100%	N=677
Crime solving	7%	N=47	20%	N=132	7%	N=45	4%	N=25	63%	N=421	100%	N=670
Maintaining public order	19%	N=127	44%	N=299	5%	N=35	1%	N=9	30%	N=203	100%	N=673
Providing public information and education	13%	N=87	29%	N=194	11%	N=76	3%	N=19	44%	N=297	100%	N=673
Protecting individual civil rights	11%	N=76	24%	N=162	5%	N=32	2%	N=17	57%	N=385	100%	N=672
Assisting fire responders with disasters	18%	N=118	21%	N=143	2%	N=12	1%	N=4	59%	N=395	100%	N=672

Table 41: Question 15 without "don't know" responses

Please rate the Littleton Police Department on the following.	Excellent		Good		Fair		Poor		Total	
Being trustworthy	34%	N=155	56%	N=259	7%	N=31	3%	N=15	100%	N=459
Acting in the best interest of the community	33%	N=152	54%	N=251	8%	N=37	5%	N=23	100%	N=463
Treating all residents fairly	30%	N=120	52%	N=211	12%	N=49	6%	N=24	100%	N=404
Being sensitive to residents' concerns	29%	N=122	54%	N=228	11%	N=46	6%	N=26	100%	N=422
Responding to citizens' emergency calls for service	37%	N=147	54%	N=214	4%	N=17	4%	N=16	100%	N=395
Caring about the well-being of the people they deal with	32%	N=133	54%	N=225	9%	N=38	5%	N=19	100%	N=415
Working with people in your neighborhood to solve neighborhood problems	27%	N=95	46%	N=163	15%	N=52	12%	N=41	100%	N=351
Communicating regularly with community members (e.g., websites, emails or public meetings)	26%	N=84	42%	N=134	20%	N=65	12%	N=40	100%	N=323
Inviting community members to provide input (e.g., comments, suggestions and concerns)	24%	N=67	43%	N=122	18%	N=52	16%	N=45	100%	N=287

Table 42: Question 15 with "don't know" responses

Please rate the Littleton Police Department on the following.	Excellent		Good		Fair		Poor		Don't know		Total	
Being trustworthy	23%	N=155	38%	N=259	5%	N=31	2%	N=15	32%	N=214	100%	N=673
Acting in the best interest of the community	23%	N=152	37%	N=251	5%	N=37	3%	N=23	32%	N=214	100%	N=677
Treating all residents fairly	18%	N=120	31%	N=211	7%	N=49	4%	N=24	40%	N=272	100%	N=677
Being sensitive to residents' concerns	18%	N=122	34%	N=228	7%	N=46	4%	N=26	37%	N=250	100%	N=672
Responding to citizens' emergency calls for service	22%	N=147	32%	N=214	3%	N=17	2%	N=16	42%	N=281	100%	N=676
Caring about the well-being of the people they deal with	20%	N=133	33%	N=225	6%	N=38	3%	N=19	38%	N=257	100%	N=672
Working with people in your neighborhood to solve neighborhood problems	14%	N=95	24%	N=163	8%	N=52	6%	N=41	48%	N=321	100%	N=672
Communicating regularly with community members (e.g., websites, emails or public meetings)	13%	N=84	20%	N=134	10%	N=65	6%	N=40	52%	N=346	100%	N=669
Inviting community members to provide input (e.g., comments, suggestions and concerns)	10%	N=67	19%	N=122	8%	N=52	7%	N=45	56%	N=369	100%	N=656

Table 43: Question 16 without "don't know" responses

Overall, how would you rate the quality of municipal services provided by the City of Littleton?	Percent of respondents	Number of respondents
Excellent	14%	N=81
Good	70%	N=400
Fair	13%	N=73
Poor	3%	N=17
Total	100%	N=571

Table 44: Question 16 with "don't know" responses

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=81
Good	59%	N=400
Fair	11%	N=73
Poor	2%	N=17
Don't know	15%	N=104
Total	100%	N=675

Table 45: Question 17 without "don't know" responses

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	20%	N=108	60%	N=317	15%	N=82	4%	N=22	100%	N=528
Attracting companies to locate in Littleton	8%	N=29	38%	N=139	38%	N=138	17%	N=62	100%	N=368
The job the city government does at welcoming citizen involvement	13%	N=59	49%	N=227	28%	N=129	11%	N=53	100%	N=467
Opportunities to participate in city government decisions	9%	N=44	43%	N=200	30%	N=140	18%	N=84	100%	N=468
Responding to citizen complaints and concerns	9%	N=32	37%	N=126	39%	N=132	15%	N=52	100%	N=342
Holding public meetings about city plans	10%	N=47	53%	N=238	29%	N=133	8%	N=35	100%	N=452
Littleton's elected officials' consideration of what people like me think	10%	N=39	39%	N=159	31%	N=127	20%	N=80	100%	N=404
Littleton's government as an example of how best to provide services	9%	N=36	45%	N=183	34%	N=136	12%	N=47	100%	N=402
The city manager's management of city operations	10%	N=36	49%	N=168	29%	N=100	11%	N=38	100%	N=342
The quality of work provided by City of Littleton employees	13%	N=57	64%	N=286	19%	N=85	4%	N=17	100%	N=444
Spending local tax dollars wisely	4%	N=18	46%	N=189	35%	N=143	15%	N=63	100%	N=413
The value of services for the property taxes paid to Littleton	9%	N=41	44%	N=201	33%	N=152	13%	N=62	100%	N=457
A city government that is run efficiently	8%	N=31	50%	N=207	32%	N=135	10%	N=42	100%	N=416
Running Littleton's local government in the best interest of residents	10%	N=44	44%	N=199	36%	N=160	10%	N=45	100%	N=448
Being transparent and accountable to the public	8%	N=37	43%	N=187	30%	N=129	19%	N=85	100%	N=438
Providing information about city plans and programs	12%	N=60	44%	N=224	28%	N=141	16%	N=83	100%	N=508
The overall direction the city is taking	9%	N=47	50%	N=255	31%	N=159	10%	N=52	100%	N=514

Table 46: Question 17 with "don't know" responses

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	16%	N=108	47%	N=317	12%	N=82	3%	N=22	21%	N=144	100%	N=672
Attracting companies to locate in Littleton	4%	N=29	21%	N=139	21%	N=138	9%	N=62	45%	N=303	100%	N=671
The job the city government does at welcoming citizen involvement	9%	N=59	34%	N=227	19%	N=129	8%	N=53	30%	N=203	100%	N=670
Opportunities to participate in city government decisions	7%	N=44	30%	N=200	21%	N=140	12%	N=84	30%	N=204	100%	N=673
Responding to citizen complaints and concerns	5%	N=32	19%	N=126	20%	N=132	8%	N=52	49%	N=332	100%	N=673
Holding public meetings about city plans	7%	N=47	36%	N=238	20%	N=133	5%	N=35	32%	N=217	100%	N=668
Littleton's elected officials' consideration of what people like me think	6%	N=39	24%	N=159	19%	N=127	12%	N=80	40%	N=264	100%	N=668
Littleton's government as an example of how best to provide services	5%	N=36	27%	N=183	20%	N=136	7%	N=47	40%	N=264	100%	N=666
The city manager's management of city operations	5%	N=36	25%	N=168	15%	N=100	6%	N=38	49%	N=324	100%	N=666
The quality of work provided by City of Littleton employees	8%	N=57	43%	N=286	13%	N=85	3%	N=17	34%	N=227	100%	N=671
Spending local tax dollars wisely	3%	N=18	28%	N=189	21%	N=143	9%	N=63	38%	N=257	100%	N=670
The value of services for the property taxes paid to Littleton	6%	N=41	30%	N=201	23%	N=152	9%	N=62	31%	N=209	100%	N=666
A city government that is run efficiently	5%	N=31	31%	N=207	20%	N=135	6%	N=42	38%	N=250	100%	N=666
Running Littleton's local government in the best interest of residents	7%	N=44	30%	N=199	24%	N=160	7%	N=45	33%	N=219	100%	N=667
Being transparent and accountable to the public	5%	N=37	28%	N=187	19%	N=129	13%	N=85	34%	N=230	100%	N=667
Providing information about city plans and programs	9%	N=60	33%	N=224	21%	N=141	12%	N=83	24%	N=164	100%	N=672
The overall direction the city is taking	7%	N=47	38%	N=255	24%	N=159	8%	N=52	24%	N=158	100%	N=672

Table 47: Question 18 without "don't know" responses

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	14%	N=75
To a moderate extent	61%	N=330
To a small extent	18%	N=98
Not at all	7%	N=37
Total	100%	N=541

Table 48: Question 18 with "don't know" responses

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	11%	N=75
To a moderate extent	49%	N=330
To a small extent	15%	N=98
Not at all	6%	N=37
Don't know	20%	N=134
Total	100%	N=674

Table 49: Question 19 without "don't know" responses

Envision Littleton is the City's Comprehensive Plan, which was a community driven process to plan for the next 20 years and was adopted by City Council in October 2019. The unifying vision for 2040 includes the following six elements. 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	
Maintaining the integrity of its established neighborhoods and historic areas	40%	N=245	54%	N=330	5%	N=32	100%	N=608
Protecting the cherished natural setting in harmony with new development and redevelopment	61%	N=373	36%	N=216	3%	N=19	100%	N=608
Ensuring reinvestment in the community has met local expectations for quality and compatibility with its surroundings	44%	N=259	53%	N=308	3%	N=16	100%	N=583
Making itself safer and more accessible for all the ways that people navigate through and within Littleton	47%	N=295	49%	N=303	4%	N=25	100%	N=623
Achieving a higher standard for cleanliness and remaining a place with strikingly beautiful vistas	45%	N=278	52%	N=324	3%	N=20	100%	N=623
Securing the long-term sustainability of city finances to continue providing its citizens the best in public services	53%	N=317	45%	N=270	2%	N=12	100%	N=599

Table 50: Question 19 with "don't know" responses

Envision Littleton is the City's Comprehensive Plan, which was a community driven process to plan for the next 20 years and was adopted by City Council in October 2019. The unifying vision for 2040 includes the following six elements. 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	
Maintaining the integrity of its established neighborhoods and historic areas	37%	N=245	49%	N=330	5%	N=32	9%	N=63	100%	N=671
Protecting the cherished natural setting in harmony with new development and redevelopment	56%	N=373	33%	N=216	3%	N=19	9%	N=57	100%	N=665
Ensuring reinvestment in the community has met local expectations for quality and compatibility with its surroundings	39%	N=259	47%	N=308	2%	N=16	12%	N=78	100%	N=661
Making itself safer and more accessible for all the ways that people navigate through and within Littleton	44%	N=295	45%	N=303	4%	N=25	7%	N=46	100%	N=669
Achieving a higher standard for cleanliness and remaining a place with strikingly beautiful vistas	42%	N=278	49%	N=324	3%	N=20	6%	N=43	100%	N=666
Securing the long-term sustainability of city finances to continue providing its citizens the best in public services	48%	N=317	40%	N=270	2%	N=12	10%	N=69	100%	N=668

Table 51: Question 20 - Importance without "don't know" responses

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	33%	N=214	41%	N=271	24%	N=157	2%	N=13	100%	N=655
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	35%	N=232	51%	N=337	13%	N=86	0%	N=1	100%	N=656
Building new trails	14%	N=88	31%	N=200	43%	N=277	13%	N=82	100%	N=646
Continuing preservation programs for historic buildings	17%	N=112	38%	N=246	40%	N=264	5%	N=33	100%	N=655
Partnering strategically and financially with the private sector in development	14%	N=90	38%	N=237	35%	N=216	13%	N=81	100%	N=624
Redeveloping older neighborhoods	14%	N=89	34%	N=216	39%	N=250	13%	N=84	100%	N=640
Redeveloping aging shopping centers	24%	N=155	40%	N=258	29%	N=189	8%	N=51	100%	N=653
Expanding programs for youth	21%	N=132	46%	N=283	29%	N=178	4%	N=27	100%	N=620
Expanding programs for seniors	17%	N=105	46%	N=290	31%	N=194	6%	N=34	100%	N=624
Expanding programs for immigrants	15%	N=92	31%	N=183	35%	N=207	20%	N=117	100%	N=599

Table 52: Question 20 - Importance with "don't know" responses

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	32%	N=214	41%	N=271	23%	N=157	2%	N=13	2%	N=14	100%	N=669
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	35%	N=232	51%	N=337	13%	N=86	0%	N=1	2%	N=12	100%	N=667
Building new trails	13%	N=88	30%	N=200	42%	N=277	12%	N=82	2%	N=14	100%	N=661
Continuing preservation programs for historic buildings	17%	N=112	37%	N=246	40%	N=264	5%	N=33	2%	N=13	100%	N=668
Partnering strategically and financially with the private sector in development	14%	N=90	36%	N=237	32%	N=216	12%	N=81	6%	N=41	100%	N=665
Redeveloping older neighborhoods	14%	N=89	33%	N=216	38%	N=250	13%	N=84	3%	N=18	100%	N=658
Redeveloping aging shopping centers	23%	N=155	39%	N=258	28%	N=189	8%	N=51	2%	N=16	100%	N=669
Expanding programs for youth	20%	N=132	42%	N=283	27%	N=178	4%	N=27	7%	N=50	100%	N=669
Expanding programs for seniors	16%	N=105	43%	N=290	29%	N=194	5%	N=34	7%	N=49	100%	N=673
Expanding programs for immigrants	14%	N=92	28%	N=183	31%	N=207	18%	N=117	10%	N=63	100%	N=662

Table 53: Question 20 - 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	22%	N=112
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	25%	N=129
Building new trails	5%	N=26
Continuing preservation programs for historic buildings	9%	N=45
Partnering strategically and financially with the private sector in development	7%	N=36
Redeveloping older neighborhoods	5%	N=28
Redeveloping aging shopping centers	6%	N=32
Expanding programs for youth	7%	N=37
Expanding programs for seniors	6%	N=29
Expanding programs for immigrants	8%	N=40
Total	100%	N=513

Table 54: Question 21 without "don't know" responses

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years.	High priority		Medium priority		Low priority		Not a priority		Total	
Traffic issues/residential speeding	33%	N=214	43%	N=276	18%	N=112	6%	N=36	100%	N=638
Vandalism/graffiti	27%	N=175	45%	N=285	20%	N=130	7%	N=48	100%	N=638
Fraud/identity theft	40%	N=248	40%	N=249	19%	N=116	2%	N=10	100%	N=622
School safety (bullying, fighting, weapons)	69%	N=433	27%	N=168	4%	N=23	1%	N=6	100%	N=630
Homeless/transient-related issues	52%	N=330	35%	N=224	10%	N=65	3%	N=18	100%	N=637
Gang activity	50%	N=301	29%	N=173	16%	N=93	5%	N=30	100%	N=598
Violent crimes	67%	N=424	25%	N=156	7%	N=43	1%	N=8	100%	N=631
Property crimes	45%	N=288	44%	N=280	9%	N=55	2%	N=11	100%	N=633
Hate crimes	58%	N=357	28%	N=174	11%	N=67	3%	N=17	100%	N=615
Disorderly conduct/public intoxications/noise violations	20%	N=130	45%	N=282	32%	N=202	3%	N=20	100%	N=633
Disorderly youth/underage drinking	24%	N=153	44%	N=280	27%	N=171	4%	N=27	100%	N=631
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	45%	N=289	36%	N=227	16%	N=103	3%	N=18	100%	N=636

Table 55: Question 21 with "don't know" responses

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years.	High priority		Medium priority		Low priority		Not a priority		Don't know		Total	
Traffic issues/residential speeding	32%	N=214	41%	N=276	17%	N=112	5%	N=36	5%	N=30	100%	N=668
Vandalism/graffiti	26%	N=175	43%	N=285	19%	N=130	7%	N=48	4%	N=30	100%	N=668
Fraud/identity theft	37%	N=248	37%	N=249	17%	N=116	1%	N=10	6%	N=43	100%	N=665
School safety (bullying, fighting, weapons)	65%	N=433	25%	N=168	3%	N=23	1%	N=6	6%	N=40	100%	N=670
Homeless/transient-related issues	50%	N=330	34%	N=224	10%	N=65	3%	N=18	4%	N=27	100%	N=664
Gang activity	45%	N=301	26%	N=173	14%	N=93	5%	N=30	11%	N=71	100%	N=669
Violent crimes	63%	N=424	23%	N=156	6%	N=43	1%	N=8	6%	N=39	100%	N=670
Property crimes	43%	N=288	42%	N=280	8%	N=55	2%	N=11	5%	N=34	100%	N=667
Hate crimes	54%	N=357	26%	N=174	10%	N=67	3%	N=17	8%	N=51	100%	N=666
Disorderly conduct/public intoxications/noise violations	19%	N=130	42%	N=282	30%	N=202	3%	N=20	5%	N=34	100%	N=667
Disorderly youth/underage drinking	23%	N=153	42%	N=280	26%	N=171	4%	N=27	6%	N=37	100%	N=669
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	43%	N=289	34%	N=227	15%	N=103	3%	N=18	5%	N=34	100%	N=670

Table 56: Question 22 without "don't know" responses

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	40%	N=256
Somewhat support	37%	N=237
Somewhat oppose	11%	N=74
Strongly oppose	12%	N=81
Total	100%	N=648

Table 57: Question 22 with "don't know" responses

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	38%	N=256
Somewhat support	35%	N=237
Somewhat oppose	11%	N=74
Strongly oppose	12%	N=81
Don't know	5%	N=34
Total	100%	N=681

Table 58: Question 23

A three-quarters of a cent sales and use tax increase will generate approximately $9.1 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	39%	N=260
A three-quarters of a cent ($0.0075) sales and use tax increase sounds like the right amount to me	30%	N=201
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	10%	N=66
I do not want a sales and use tax increase	21%	N=141
Total	100%	N=668

Table 59: Question 24 without "don't know" responses

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	30%	N=194
Somewhat support	41%	N=261
Somewhat oppose	15%	N=97
Strongly oppose	13%	N=85
Total	100%	N=638

Table 60: Question 24 with "don't know" responses

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	29%	N=194
Somewhat support	38%	N=261
Somewhat oppose	14%	N=97
Strongly oppose	13%	N=85
Don't know	6%	N=41
Total	100%	N=679

Table 61: Question 25 without "don't know" responses

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)	23%	N=151	41%	N=268	30%	N=201	6%	N=41	100%	N=660
Police/crime data	21%	N=142	40%	N=267	35%	N=232	3%	N=21	100%	N=662
City finances/budget	21%	N=135	42%	N=275	33%	N=214	5%	N=32	100%	N=656
Development projects (new residential or commercial buildings or sites)	28%	N=186	36%	N=244	31%	N=209	5%	N=31	100%	N=669
Demographics of the community	13%	N=85	26%	N=173	44%	N=289	17%	N=108	100%	N=654
Public asset conditions (streets, city buildings/facilities, etc.)	15%	N=98	36%	N=240	41%	N=271	8%	N=52	100%	N=661
Code enforcement requirements and current activity	15%	N=100	28%	N=179	41%	N=267	16%	N=101	100%	N=647
Street/traffic/road work	31%	N=207	40%	N=268	26%	N=172	4%	N=25	100%	N=672
Community planning (land uses, transportation, etc.)	29%	N=195	41%	N=271	27%	N=177	3%	N=20	100%	N=663
Economic development	21%	N=136	40%	N=265	34%	N=224	5%	N=35	100%	N=660
City council decisions	31%	N=200	39%	N=248	28%	N=178	2%	N=16	100%	N=642

Table 62: Question 25 with "don't know" responses

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)	22%	N=151	40%	N=268	30%	N=201	6%	N=41	2%	N=15	100%	N=675
Police/crime data	21%	N=142	40%	N=267	35%	N=232	3%	N=21	2%	N=10	100%	N=673
City finances/budget	20%	N=135	41%	N=275	32%	N=214	5%	N=32	2%	N=15	100%	N=671
Development projects (new residential or commercial buildings or sites)	27%	N=186	36%	N=244	31%	N=209	5%	N=31	1%	N=7	100%	N=676
Demographics of the community	13%	N=85	26%	N=173	43%	N=289	16%	N=108	3%	N=19	100%	N=673
Public asset conditions (streets, city buildings/facilities, etc.)	15%	N=98	36%	N=240	40%	N=271	8%	N=52	2%	N=12	100%	N=673
Code enforcement requirements and current activity	15%	N=100	27%	N=179	40%	N=267	15%	N=101	4%	N=26	100%	N=673
Street/traffic/road work	31%	N=207	40%	N=268	26%	N=172	4%	N=25	1%	N=4	100%	N=676
Community planning (land uses, transportation, etc.)	29%	N=195	40%	N=271	26%	N=177	3%	N=20	2%	N=11	100%	N=674
Economic development	20%	N=136	39%	N=265	33%	N=224	5%	N=35	2%	N=14	100%	N=675
City council decisions	30%	N=200	37%	N=248	27%	N=178	2%	N=16	3%	N=22	100%	N=664

Table 63: Question 26 without "don't know" responses

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)	46%	N=308	24%	N=163	30%	N=199	100%	N=670
The Littleton Independent (weekly, privately-owned newspaper)	23%	N=150	25%	N=165	53%	N=353	100%	N=668
Denver Post	15%	N=100	30%	N=200	55%	N=373	100%	N=673
The Villager (weekly, privately-owned newspaper)	5%	N=36	16%	N=107	79%	N=524	100%	N=666
Littletongov.org (official city website)	28%	N=189	39%	N=263	32%	N=217	100%	N=670
Openlittleton.org (citizen engagement website)	8%	N=56	22%	N=144	70%	N=462	100%	N=662
Littletonrocks.com (events website)	12%	N=78	25%	N=168	63%	N=420	100%	N=665
go2littleton.com (economic development website)	6%	N=37	21%	N=136	74%	N=491	100%	N=664
The City of Littleton's Facebook page (www.facebook.com/CityofLittleton)	10%	N=64	23%	N=154	67%	N=447	100%	N=664
The City of Littleton on Twitter (www.twitter.com/CityofLittleton)	5%	N=36	16%	N=106	79%	N=522	100%	N=665
Comcast Cable Channel 8 (city government access channel)	5%	N=33	14%	N=94	81%	N=539	100%	N=665
Yourhub	3%	N=23	13%	N=83	84%	N=555	100%	N=661
NextDoor.com	26%	N=171	28%	N=188	46%	N=302	100%	N=661

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. Comments are sorted alphabetically.

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

- Always something going on.
- Always wanted to move here!
- Beauty of the setting.
- Climate.
- Climates great.
- Close to light rail.
- Close to my Church.
- Downtown light rail.
- Historic, traditional small-town USA values, fun, pretty.
- Less high density until now.
- Light rail use.
- Light rail/rtd.
- Love Downtown Littleton.
- No BSL.
- Non smoking/ drug apt.
- Quality retirement place.
- Ready to retire here.
- Retirement dwelling of choice.
- Weather.

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

- Diversity
- Diversity within the general public.   Diversity in schools, meaning students of varying cultures entering the schools.
- Flooding.
- Handicap accessible transport taken to evening events.
- Highest sex offender density- other cities park sex offenders in N/E Littleton. It's as if it's zon sex rehab!
- Illegal immigration.
- Involvement of City Council w/ locals. Address homeless people.
- Lack of shipping DT.
- Lps finances need to be assessed & new funding is needed.
- Maintaining small town character.

- Maintaining what's left of agricultural areas.
- Making older neighborhoods more handicapped accessible (i.e. wider sidewalks and curb cuts and plants/bushes growing over sidewalks).
- Overall transition fully car centric to blended modalities.
- Please do not develop open space Santa Fe Mineral intersection!
- Property taxes!!!
- Spending.
- Taxing at appropriate level.
- The wood is moving south.
- To many retirees- need younger population.
- Trailmark shouldn't be in the city of Littleton!
- vastly reducing car dependency & gun control

Question 25: Other topics you would like to receive information about:

- 10-15yr city growth/ development.
- Actually city budget of how the money is actually spent. (Actually dollar amounts) so I can see what the city takes as a priority.
- ADA updates/ improvements.
- Always transparency.
- As long as the information is available on city website where I can access as needed.
- As long as trash pick up is every do of the week, Littleton will look slummy. I think the city should move to the Denver model of its' own collection and one day a week per area of town.
- Attracting more businesses, FEWER apartments. Residents in apartments use more city resources but pay a fraction of property tax that pays for those services. Homeowners are unfairly bearing the cost.
- Cars keep getting broke into at night!
- City officials must be aware of the incredibly strong positive correlation between the number of guns in an area and the rate of gun violence, including accidents and suicides. Therefore, what is the city doing to reduce the number of firearms in Littleton?
- Climate change in our community- How can we stop corporations that are controlling via their power that is damaging our earth. Littleton should be active.
- Crime prevention, plan to deal with transient and homeless crime and destruction of property.
- Dates when street cleaning occurs.
- Following up on proper registration stickers on plates on streets & in neighborhood parking. Improve license plates in vehicle back & front windows on streets.
- Future development of downtown.
- Garbage companies are reducing the number of yard bags they take. Littleton touts itself as a tree city. Help its citizens dispose of leaf bags.
- Getting more and better restaurants in the area and not the same chain options.   We should have an area like Avanti, Stanley Marketplace or Denver Central Market.
- Hello, Bemis Library? I go to Arapahoe Libraries all over town! I didn't even know it existed...

- Historic preservation, trails & parks.
- Home sale statistics.
- Homeless/ illegal immigrants/ mentally ill/ druggies.
- How to fund the city without new taxes? What is happening at the corner of Federal and Bellview?
- How to get subdivision roads paved or improved.   They seem to have very low priority.
- I mostly just care about the trails tbh
- Light rail cut & access to mineral & Littleton station (quality has declined).
- Like Littleton reporter (reed entirely).
- Mail nothing extra use funds for necessities see online.
- N/A.
- Neighborhood Initiatives/ Events.
- Nothing.
- Our answers reflect a communication problem with the city and police department. A large amount of information is not available in one place.
- Picking up items that cannot be recycled or put out with the trash oops!
- Plans for the horrible mineral row in intersections.
- Preservation of open spaces.
- Public asset conditions (streets.)
- Public camping by homeless.
- Recycling.
- Regulation of AIR bnb.
- Security in the city, stop criminality in school. Stop smoking at R&D stops, outside business. Stop littering on the streets with fines. Stop using cell phones when they cross streets with fines [?] on the street on neighborhood.
- Senior programs.
- Sex offenders- littleton has extreme high density.
- Snow removal on public streets.
- Social opportunities.
- Solution to parking a mineral LR Sta Ensor property development. Results of traffic study.
- Status of historic sites.
- Steps being taken to improve govt department's efficiency and how they are working to reduce costs inside the city.
- Summary of calls with issues & updates. Maybe there is communication but I don't get it. For example: called about traffic & road maintenance- status? Am I the only one who called?
- Taking trailmark off as part of the city of Littleton.
- The amount of money that city council members are paid under the table by developers.
- The Grove.
- The number and types of tickets issued on Santa Fe drive.
- Transparent use of budget & incomes collected & distribution.
- Wireless telecom plans for small cells.

Appendix C: Comparisons of Select Survey Results by Respondent Subgroups

For ease of comparison between subgroups, most of the questions show summarized responses for only the proportion of respondents giving a positive answer; for example, the percent of respondents who strongly or somewhat supported a sales and use tax or percent of respondents who rated an item as excellent or good.

The subgroup comparison tables contain the cross tabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent "real" differences among those populations.

For each pair of subgroups that has a statistically significant difference, an uppercase letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no uppercase letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 64 on page 69, 93% of respondents who had lived in Littleton for more than 10 years (B) rated the city as a place to raise children as excellent or good. This proportion of respondents (B) was statistically significantly higher than those who had lived in Littleton for 10 years or less (A). In another example, in Table 66 on page 69, those who had lived in Littleton for 10 years or less (A) rated the amount of Downtown parking in Littleton significantly higher than who had lived in Littleton for more than 10 years (B).

Select Questions Compared by Length of Residency

- Where ratings were statistically different between longer- and shorter-term residents, those living in the city for more than 10 years gave higher evaluations to various aspects of quality of life. Longer-tenured residents also tended to place higher priority on the focus areas for the Littleton Police Department.
- Residents who had lived in Littleton for 10 years or less gave higher evaluations than those who lived there longer for some aspects of the city government's performance, including elected officials' consideration of what people think, Littleton as an example of how best to provide services, running the government in the best interest of residents, and being transparent and accountable to the public.

Table 64: Question 1 Compared by Length of Residency

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Littleton as a place to live	92%	95%	93%
Your neighborhood as a place to live	84%	89%	87%
Littleton as a place to raise children	82%	93% A	88%
Littleton as a place to retire	67%	76% A	71%
Littleton as a place to work	74%	79%	77%
Overall quality of life in Littleton	89%	94% A	92%

Table 65: Question 7 Compared by Length of Residency

(Percent essential or very important)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	76% B	67%	72%

Table 66: Question 8 Compared by Length of Residency

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Appearance of city	86%	87%	87%
Shopping opportunities	68%	68%	68%
Job opportunities	43%	47%	45%
Historic preservation	82%	80%	81%
Economic development	64%	61%	62%
Public transit services	64%	66%	65%
Traffic flow	31%	37%	34%
Snow plowing	25%	39% A	32%
Downtown parking	27% B	14%	20%
Parks and trails	88%	90%	89%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Recreation opportunities	80%	86% A	83%
Open space areas	79%	82%	81%
Environmental sustainability	53%	61%	57%
Littleton Police Department	82%	83%	83%
Traffic enforcement	64%	63%	64%
Code enforcement	59%	55%	56%
Municipal Court	67%	70%	68%
Online payments of fines and services	76%	72%	74%
Bemis Library	92%	89%	90%
Littleton Museum	94%	91%	92%
Hudson Gardens	94%	94%	94%
Carson Nature Center	96%	91%	93%
South Platte Park	85%	90%	88%
Buck Recreation Center	88%	85%	87%
City-sponsored special events	80%	82%	81%
Town Hall Arts Center	79%	86%	84%
Leaf and tire recycling	53%	66% A	61%
Household Haz Mat Roundup	57%	60%	59%
City management	64% B	55%	59%

Table 67: Question 9 Compared by Length of Residency

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Ease of driving	66%	68%	67%
Ease of traveling by bus (RTD)	52%	57%	54%
Ease of traveling by light rail	71%	74%	72%
Ease of walking in the city	76%	77%	77%
Ease of traveling by bicycle	74%	70%	72%
Street maintenance	46%	44%	45%
Omnibus/Shopping Cart senior and disabled van service	68%	86% A	79%
Downtown Littleton light rail station	80%	85%	83%
Mineral Avenue light rail station	79%	80%	80%

Table 68: Question 14 Compared by Length of Residency

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Crime prevention	86%	80%	83%
Crime solving	73%	71%	72%
Maintaining public order	91%	90%	91%
Providing public information and education	70%	79% A	75%
Protecting individual civil rights	84%	82%	83%
Assisting fire responders with disasters	93%	95%	94%

Table 69: Question 15 Compared by Length of Residency

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Being trustworthy	91%	89%	90%
Acting in the best interest of the community	87%	87%	87%
Treating all residents fairly	84%	80%	82%
Being sensitive to residents' concerns	85%	81%	83%
Responding to citizens' emergency calls for service	93%	90%	92%
Caring about the well-being of the people they deal with	85%	87%	86%
Working with people in your neighborhood to solve neighborhood problems	69%	77%	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	70%	64%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	68%	64%	66%

Table 70: Question 16 Compared by Length of Residency

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	87%	82%	84%

Table 71: Question 17 Compared by Length of Residency

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
The direction the city is taking with respect to open space, trails and parks	81%	80%	80%
Attracting companies to locate in Littleton	42%	50%	46%
The job the city government does at welcoming citizen involvement	64%	59%	61%
Opportunities to participate in city government decisions	55%	50%	52%
Responding to citizen complaints and concerns	44%	47%	46%
Holding public meetings about city plans	62%	64%	63%
Littleton's elected officials' consideration of what people like me think	57% B	43%	49%
Littleton's government as an example of how best to provide services	62% B	49%	54%
The city manager's management of city operations	64%	56%	60%
The quality of work provided by City of Littleton employees	79%	76%	77%
Spending local tax dollars wisely	52%	49%	50%
The value of services for the property taxes paid to Littleton	53%	54%	53%
A city government that is run efficiently	61%	55%	57%
Running Littleton's local government in the best interest of residents	59% B	50%	54%
Being transparent and accountable to the public	59% B	45%	51%
Providing information about city plans and programs	58%	55%	56%
The overall direction the city is taking	63%	56%	59%

Table 72: Question 18 Compared by Length of Residency

(Percent "to a great extent" or "to a moderate extent")	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	80% B	71%	75%

Table 73: Question 20 Compared by Length of Residency

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Reducing traffic congestion on city streets	72%	76%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	86%	87%	87%
Building new trails	51% B	39%	45%
Continuing preservation programs for historic buildings	54%	56%	55%
Partnering strategically and financially with the private sector in development	49%	55%	52%
Redeveloping older neighborhoods	51%	45%	48%
Redeveloping aging shopping centers	63%	63%	63%
Expanding programs for youth	75% B	59%	67%
Expanding programs for seniors	66%	60%	63%
Expanding programs for immigrants	56% B	36%	46%

Table 74: Question 21 Compared by Length of Residency

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
Traffic issues/residential speeding	71%	82% A	77%
Vandalism/graffiti	61%	83% A	72%
Fraud/identity theft	77%	83%	80%
School safety (bullying, fighting, weapons)	96%	95%	95%
Homeless/transient-related issues	81%	93% A	87%
Gang activity	69%	89% A	79%
Violent crimes	89%	95% A	92%
Property crimes	84%	95% A	90%
Hate crimes	87%	86%	86%
Disorderly conduct/public intoxications/noise violations	55%	74% A	65%
Disorderly youth/underage drinking	61%	75% A	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	75%	87% A	81%

Table 75: Question 22 Compared by Length of Residency

(Percent strongly or somewhat support)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
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?	79%	74%	76%

Table 76: Question 24 Compared by Length of Residency

(Percent strongly or somewhat support)	Length of residency		Overall
	10 years or less	More than 10 years	
	(A)	(B)	
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?	75% B	68%	71%

Select Questions Compared by Tenure (Rent vs Own)

- Homeowners tended to give statistically significantly higher evaluations to aspects of quality of life and community relations with the Littleton Police Department.
- Renters were more likely to give higher quality ratings to Littleton government performance and placed higher importance on expanding social programs (for youth, seniors, and immigrants) in the next five to eight years.

Table 77: Question 1 Compared by Tenure

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Rent or own home		Overall
	Rent (A)	Own (B)	
Littleton as a place to live	89%	96% A	93%
Your neighborhood as a place to live	79%	91% A	87%
Littleton as a place to raise children	79%	93% A	88%
Littleton as a place to retire	70%	73%	71%
Littleton as a place to work	85% B	71%	77%
Overall quality of life in Littleton	89%	94% A	92%

Table 78: Question 7 Compared by Tenure

(Percent essential or very important)	Rent or own home		Overall
	Rent (A)	Own (B)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	69%	73%	72%

Table 79: Question 8 Compared by Tenure

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Rent or own home		Overall
	Rent (A)	Own (B)	
Appearance of city	86%	87%	87%
Shopping opportunities	74% B	64%	68%
Job opportunities	42%	47%	45%
Historic preservation	85% B	78%	81%
Economic development	69% B	58%	62%
Public transit services	66%	64%	65%
Traffic flow	32%	35%	34%
Snow plowing	29%	34%	32%
Downtown parking	20%	21%	20%
Parks and trails	90%	89%	89%
Recreation opportunities	83%	83%	83%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Open space areas	77%	83%	81%
Environmental sustainability	53%	60%	57%
Littleton Police Department	79%	85%	83%
Traffic enforcement	62%	65%	64%
Code enforcement	53%	58%	56%
Municipal Court	66%	70%	68%
Online payments of fines and services	71%	75%	74%
Bemis Library	89%	90%	90%
Littleton Museum	93%	92%	92%
Hudson Gardens	96%	93%	94%
Carson Nature Center	98% B	91%	93%
South Platte Park	90%	87%	88%
Buck Recreation Center	94% B	84%	87%
City-sponsored special events	86%	79%	81%
Town Hall Arts Center	94% B	80%	84%
Leaf and tire recycling	47%	66% A	61%
Household Haz Mat Roundup	60%	59%	59%
City management	60%	58%	59%

Table 80: Question 9 Compared by Tenure

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Ease of driving	66%	68%	67%
Ease of traveling by bus (RTD)	58%	52%	54%
Ease of traveling by light rail	68%	75%	72%
Ease of walking in the city	73%	79% A	77%
Ease of traveling by bicycle	74%	71%	72%
Street maintenance	50% B	42%	45%
Omnibus/Shopping Cart senior and disabled van service	75%	83%	79%
Downtown Littleton light rail station	77%	86% A	83%
Mineral Avenue light rail station	78%	81%	80%

Table 81: Question 14 Compared by Tenure

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Crime prevention	87%	80%	83%
Crime solving	77%	68%	72%
Maintaining public order	89%	92%	91%
Providing public information and education	69%	78% A	75%
Protecting individual civil rights	81%	85%	83%
Assisting fire responders with disasters	92%	96%	94%

Table 82: Question 15 Compared by Tenure

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Being trustworthy	89%	91%	90%
Acting in the best interest of the community	87%	87%	87%
Treating all residents fairly	77%	85%	82%
Being sensitive to residents' concerns	83%	83%	83%
Responding to citizens' emergency calls for service	91%	92%	92%
Caring about the well-being of the people they deal with	83%	88%	86%
Working with people in your neighborhood to solve neighborhood problems	66%	78% A	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	65%	69%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	64%	67%	66%

Table 83: Question 16 Compared by Tenure

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	85%	84%	84%

Table 84: Question 17 Compared by Tenure

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
The direction the city is taking with respect to open space, trails and parks	85%	78%	80%
Attracting companies to locate in Littleton	54% B	41%	46%
The job the city government does at welcoming citizen involvement	69% B	58%	61%
Opportunities to participate in city government decisions	59% B	49%	52%
Responding to citizen complaints and concerns	53%	44%	46%
Holding public meetings about city plans	65%	62%	63%
Littleton's elected officials' consideration of what people like me think	58% B	45%	49%
Littleton's government as an example of how best to provide services	58%	53%	54%
The city manager's management of city operations	63%	58%	60%
The quality of work provided by City of Littleton employees	83% B	74%	77%
Spending local tax dollars wisely	58% B	47%	50%
The value of services for the property taxes paid to Littleton	64% B	49%	53%
A city government that is run efficiently	67% B	53%	57%
Running Littleton's local government in the best interest of residents	61%	51%	54%
Being transparent and accountable to the public	59% B	47%	51%
Providing information about city plans and programs	57%	56%	56%
The overall direction the city is taking	61%	57%	59%

Table 85: Question 18 Compared by Tenure

(Percent "to a great extent" or "to a moderate extent")	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	82% B	72%	75%

Table 86: Question 20 Compared by Tenure

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Reducing traffic congestion on city streets	72%	76%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	82%	90% A	87%
Building new trails	55% B	39%	45%
Continuing preservation programs for historic buildings	56%	54%	55%
Partnering strategically and financially with the private sector in development	43%	58% A	52%
Redeveloping older neighborhoods	48%	48%	48%
Redeveloping aging shopping centers	54%	69% A	63%
Expanding programs for youth	76% B	62%	67%
Expanding programs for seniors	75% B	57%	63%
Expanding programs for immigrants	57% B	39%	46%

Table 87: Question 21 Compared by Tenure

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
Traffic issues/residential speeding	72%	80% A	77%
Vandalism/graffiti	65%	76% A	72%
Fraud/identity theft	80%	79%	80%
School safety (bullying, fighting, weapons)	96%	95%	95%
Homeless/transient-related issues	82%	90% A	87%
Gang activity	73%	83% A	79%
Violent crimes	89%	93%	92%
Property crimes	83%	93% A	90%
Hate crimes	88%	85%	86%
Disorderly conduct/public intoxications/noise violations	59%	69% A	65%
Disorderly youth/underage drinking	68%	69%	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	74%	85% A	81%

Table 88: Question 22 Compared by Tenure

(Percent strongly or somewhat support)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
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?	73%	79%	76%

Table 89: Question 24 Compared by Tenure

(Percent strongly or somewhat support)	Rent or own home		Overall
	Rent	Own	
	(A)	(B)	
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?	70%	73%	71%

Select Questions Compared by Age

- There were few differences in ratings by respondent age group. Where differences were statistically significant, respondents under age 55 tended to give more positive assessments than those age 55 and over.

Table 90: Question 1 Compared by Age

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Littleton as a place to live	92%	93%	95%	93%
Your neighborhood as a place to live	78%	89% A	91% A	87%
Littleton as a place to raise children	81%	88%	92% A	88%
Littleton as a place to retire	57%	69%	80% A B	71%
Littleton as a place to work	78%	74%	79%	77%
Overall quality of life in Littleton	89%	93%	93%	92%

Table 91: Question 7 Compared by Age

(Percent essential or very important)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	71%	77% C	67%	72%

Table 92: Question 8 Compared by Age

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Appearance of city	90%	84%	88%	87%
Shopping opportunities	68%	66%	70%	68%
Job opportunities	42%	46%	46%	45%
Historic preservation	85%	80%	80%	81%
Economic development	69% B	55%	65%	62%
Public transit services	64%	65%	65%	65%
Traffic flow	25%	33%	42% A	34%
Snow plowing	22%	29%	42% A B	32%
Downtown parking	25%	21%	17%	20%
Parks and trails	91%	87%	91%	89%
Recreation opportunities	78%	84%	86%	83%
Open space areas	79%	80%	83%	81%
Environmental sustainability	43%	56%	67% A	57%
Littleton Police Department	81%	82%	85%	83%
Traffic enforcement	59%	65%	65%	64%
Code enforcement	63%	51%	57%	56%
Municipal Court	56%	70%	75%	68%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
			A	
Online payments of fines and services	59%	75%	81% A	74%
Bemis Library	91%	88%	92%	90%
Littleton Museum	98%	91%	92%	92%
Hudson Gardens	98% B	91%	94%	94%
Carson Nature Center	100%	90%	93%	93%
South Platte Park	87%	86%	90%	88%
Buck Recreation Center	83%	82%	91% B	87%
City-sponsored special events	83%	79%	82%	81%
Town Hall Arts Center	91%	80%	86%	84%
Leaf and tire recycling	47%	57%	70% A	61%
Household Haz Mat Roundup	40%	58%	65% A	59%
City management	61%	56%	60%	59%

Table 93: Question 9 Compared by Age

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Ease of driving	62%	64%	74% A	67%
Ease of traveling by bus (RTD)	38%	60% A	58% A	54%
Ease of traveling by light rail	71%	67%	79% B	72%
Ease of walking in the city	74%	74%	81%	77%
Ease of traveling by bicycle	75%	68%	76%	72%
Street maintenance	47%	41%	46%	45%
Omnibus/Shopping Cart senior and disabled van service	77%	71%	84%	79%
Downtown Littleton light rail station	79%	83%	85%	83%
Mineral Avenue light rail station	75%	79%	84%	80%

Table 94: Question 14 Compared by Age

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Crime prevention	86%	80%	84%	83%
Crime solving	71%	75%	70%	72%
Maintaining public order	96%	88%	90%	91%
Providing public information and education	57%	79% A	81% A	75%
Protecting individual civil rights	86%	83%	82%	83%
Assisting fire responders with disasters	95%	90%	98% B	94%

Table 95: Question 15 Compared by Age

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Being trustworthy	88%	90%	91%	90%
Acting in the best interest of the community	84%	87%	89%	87%
Treating all residents fairly	86%	77%	84%	82%
Being sensitive to residents' concerns	80%	85%	83%	83%
Responding to citizens' emergency calls for service	92%	92%	91%	92%
Caring about the well-being of the people they deal with	82%	87%	88%	86%
Working with people in your neighborhood to solve neighborhood problems	61%	75%	79% A	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	61%	67%	70%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	47%	69% A	72% A	66%

Table 96: Question 16 Compared by Age

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	94% B C	79%	84%	84%

Table 97: Question 17 Compared by Age

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
The direction the city is taking with respect to open space, trails and parks	75%	87% A	78%	80%
Attracting companies to locate in Littleton	40%	46%	49%	46%
The job the city government does at welcoming citizen involvement	63%	60%	61%	61%
Opportunities to participate in city government decisions	48%	54%	53%	52%
Responding to citizen complaints and concerns	29%	52% A	48% A	46%
Holding public meetings about city plans	59%	68%	61%	63%
Littleton's elected officials' consideration of what people like me think	53%	50%	46%	49%
Littleton's government as an example of how best to provide services	56%	58%	51%	54%
The city manager's management of city operations	55%	61%	61%	60%
The quality of work provided by City of Littleton employees	78%	78%	77%	77%
Spending local tax dollars wisely	46%	54%	49%	50%
The value of services for the property taxes paid to Littleton	48%	58%	52%	53%
A city government that is run efficiently	56%	57%	59%	57%
Running Littleton's local government in the best interest of residents	56%	60%	49%	54%
Being transparent and accountable to the public	53%	57% C	44%	51%
Providing information about city plans and programs	46%	63% A	56%	56%
The overall direction the city is taking	52%	65%	57%	59%

Table 98: Question 18 Compared by Age

(Percent "to a great extent" or "to a moderate extent")	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	86% C	76%	69%	75%

Table 99: Question 20 Compared by Age

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Reducing traffic congestion on city streets	71%	72%	78%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	82%	86%	91% A	87%
Building new trails	54% C	44%	39%	45%
Continuing preservation programs for historic buildings	55%	49%	60%	55%
Partnering strategically and financially with the private sector in development	36%	58% A	59% A	52%
Redeveloping older neighborhoods	44%	50%	48%	48%
Redeveloping aging shopping centers	59%	66%	63%	63%
Expanding programs for youth	82% B C	60%	64%	67%
Expanding programs for seniors	66%	58%	67%	63%
Expanding programs for immigrants	57% C	44%	41%	46%

Table 100: Question 21 Compared by Age

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
Traffic issues/residential speeding	65%	76% A	85% A B	77%
Vandalism/graffiti	49%	71% A	89% A B	72%
Fraud/identity theft	67%	79% A	89% A B	80%
School safety (bullying, fighting, weapons)	95%	96%	94%	95%
Homeless/transient-related issues	79%	90% A	89% A	87%
Gang activity	56%	81% A	92% A B	79%
Violent crimes	82%	94% A	96% A	92%
Property crimes	79%	92% A	94% A	90%
Hate crimes	88%	84%	87%	86%
Disorderly conduct/public intoxications/noise violations	47%	66% A	77% A B	65%
Disorderly youth/underage drinking	50%	71% A	78% A	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	67%	80% A	91% A B	81%

Table 101: Question 22 Compared by Age

(Percent strongly or somewhat support)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
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?	74%	81%	74%	76%

Table 102: Question 24 Compared by Age

(Percent strongly or somewhat support)	Age			Overall
	18-34	35-54	55+	
	(A)	(B)	(C)	
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%	70%	72%	71%

Select Questions Compared by Gender

- There were few differences in ratings by respondent gender. Where differences were statistically significant, women tended to give more positive assessments. Women also placed higher importance on potential community projects and police priorities than men.

Table 103: Question 1 Compared by Gender

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Littleton as a place to live	92%	94%	93%
Your neighborhood as a place to live	83%	91% A	87%
Littleton as a place to raise children	88%	89%	88%
Littleton as a place to retire	77% B	67%	71%
Littleton as a place to work	79%	74%	77%
Overall quality of life in Littleton	91%	93%	92%

Table 104: Question 7 Compared by Gender

(Percent essential or very important)	Gender		Overall
	Female	Male	
	(A)	(B)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	77% B	66%	72%

Table 105: Question 8 Compared by Gender

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Appearance of city	86%	87%	87%
Shopping opportunities	71%	65%	68%
Job opportunities	51% B	38%	45%
Historic preservation	82%	81%	81%
Economic development	63%	62%	62%
Public transit services	68%	62%	65%
Traffic flow	36%	32%	34%
Snow plowing	32%	33%	32%
Downtown parking	23%	17%	20%
Parks and trails	91%	87%	89%
Recreation opportunities	84%	82%	83%
Open space areas	82%	80%	81%
Environmental sustainability	60%	55%	57%
Littleton Police Department	84%	81%	83%
Traffic enforcement	64%	63%	64%
Code enforcement	57%	57%	56%
Municipal Court	64%	74%	68%
Online payments of fines and services	76%	71%	74%
Bemis Library	89%	92%	90%
Littleton Museum	94%	90%	92%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Hudson Gardens	94%	94%	94%
Carson Nature Center	94%	91%	93%
South Platte Park	90%	86%	88%
Buck Recreation Center	88%	84%	87%
City-sponsored special events	86% B	75%	81%
Town Hall Arts Center	87%	80%	84%
Leaf and tire recycling	69% B	53%	61%
Household Haz Mat Roundup	65%	55%	59%
City management	59%	59%	59%

Table 106: Question 9 Compared by Gender

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Ease of driving	69%	66%	67%
Ease of traveling by bus (RTD)	53%	57%	54%
Ease of traveling by light rail	74%	71%	72%
Ease of walking in the city	78%	76%	77%
Ease of traveling by bicycle	73%	71%	72%
Street maintenance	45%	45%	45%
Omnibus/Shopping Cart senior and disabled van service	80%	78%	79%
Downtown Littleton light rail station	83%	83%	83%
Mineral Avenue light rail station	81%	78%	80%

Table 107: Question 14 Compared by Gender

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Crime prevention	83%	82%	83%
Crime solving	74%	70%	72%
Maintaining public order	89%	92%	91%
Providing public information and education	82% B	68%	75%
Protecting individual civil rights	85%	81%	83%
Assisting fire responders with disasters	94%	95%	94%

Table 108: Question 15 Compared by Gender

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Being trustworthy	89%	91%	90%
Acting in the best interest of the community	88%	87%	87%
Treating all residents fairly	81%	83%	82%
Being sensitive to residents' concerns	81%	85%	83%
Responding to citizens' emergency calls for service	90%	94%	92%
Caring about the well-being of the people they deal with	86%	87%	86%
Working with people in your neighborhood to solve neighborhood problems	71%	76%	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	69%	66%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	64%	69%	66%

Table 109: Question 16 Compared by Gender

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	84%	86%	84%

Table 110: Question 17 Compared by Gender

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Gender		Overall
	Female	Male	
	(A)	(B)	
The direction the city is taking with respect to open space, trails and parks	81%	81%	80%
Attracting companies to locate in Littleton	47%	44%	46%
The job the city government does at welcoming citizen involvement	62%	61%	61%
Opportunities to participate in city government decisions	55%	49%	52%
Responding to citizen complaints and concerns	41%	52%	46%
Holding public meetings about city plans	64%	63%	63%
Littleton's elected officials' consideration of what people like me think	46%	52%	49%
Littleton's government as an example of how best to provide services	52%	57%	54%
The city manager's management of city operations	59%	61%	60%
The quality of work provided by City of Littleton employees	82% B	74%	77%
Spending local tax dollars wisely	48%	53%	50%
The value of services for the property taxes paid to Littleton	53%	53%	53%
A city government that is run efficiently	58%	58%	57%
Running Littleton's local government in the best interest of residents	54%	55%	54%
Being transparent and accountable to the public	52%	51%	51%
Providing information about city plans and programs	59%	54%	56%
The overall direction the city is taking	57%	62%	59%

Table 111: Question 18 Compared by Gender

(Percent "to a great extent" or "to a moderate extent")	Gender		Overall
	Female	Male	
	(A)	(B)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	75%	76%	75%

Table 112: Question 20 Compared by Gender

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Gender		Overall
	Female	Male	
	(A)	(B)	
Reducing traffic congestion on city streets	78% B	70%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	88%	85%	87%
Building new trails	45%	44%	45%
Continuing preservation programs for historic buildings	63% B	45%	55%
Partnering strategically and financially with the private sector in development	54%	51%	52%
Redeveloping older neighborhoods	51%	44%	48%
Redeveloping aging shopping centers	64%	63%	63%
Expanding programs for youth	71% B	62%	67%
Expanding programs for seniors	71% B	56%	63%
Expanding programs for immigrants	50% B	42%	46%

Table 113: Question 21 Compared by Gender

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Gender		Overall
	Female	Male	
	(A)	(B)	
Traffic issues/residential speeding	80%	73%	77%
Vandalism/graffiti	70%	73%	72%
Fraud/identity theft	81%	78%	80%
School safety (bullying, fighting, weapons)	98% B	93%	95%
Homeless/transient-related issues	89%	85%	87%
Gang activity	84% B	75%	79%
Violent crimes	95% B	89%	92%
Property crimes	93% B	87%	90%
Hate crimes	91% B	82%	86%
Disorderly conduct/public intoxications/noise violations	70% B	60%	65%
Disorderly youth/underage drinking	75% B	62%	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	86% B	76%	81%

Table 114: Question 22 Compared by Gender

(Percent strongly or somewhat support)	Gender		Overall
	Female	Male	
	(A)	(B)	
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%	76%	76%

Table 115: Question 24 Compared by Gender

(Percent strongly or somewhat support)	Gender		Overall
	Female	Male	
	(A)	(B)	
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?	72%	72%	71%

Select Questions Compared by Household Income

- Households with higher annual income levels (more than $25,000) gave higher marks to many aspects of quality of life than their lower income counterparts. Higher income household also tended to give higher ratings to community relations with the Police Department.

Table 116: Question 1 Compared by Household Income

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Littleton as a place to live	78%	93% A	96% A	93%
Your neighborhood as a place to live	60%	86% A	92% A	87%
Littleton as a place to raise children	80%	86%	92% A	88%
Littleton as a place to retire	73%	75%	67%	71%
Littleton as a place to work	82%	77%	74%	77%
Overall quality of life in Littleton	84%	91%	95% A	92%

Table 117: Question 7 Compared by Household Income

(Percent essential or very important)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	63%	73%	73%	72%

Table 118: Question 8 Compared by Household Income

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Appearance of city	82%	86%	88%	87%
Shopping opportunities	70%	74% C	62%	68%
Job opportunities	53%	43%	46%	45%
Historic preservation	73%	86%	78%	81%
Economic development	82% C	66%	56%	62%
Public transit services	74%	71% C	59%	65%
Traffic flow	52% B C	34%	30%	34%
Snow plowing	47% C	35%	27%	32%
Downtown parking	18%	17%	24%	20%
Parks and trails	94%	90%	90%	89%
Recreation opportunities	77%	82%	84%	83%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Open space areas	81%	80%	83%	81%
Environmental sustainability	63%	56%	57%	57%
Littleton Police Department	85%	84%	80%	83%
Traffic enforcement	55%	64%	63%	64%
Code enforcement	66%	59%	52%	56%
Municipal Court	68%	71%	61%	68%
Online payments of fines and services	63%	69%	78%	74%
Bemis Library	92%	89%	89%	90%
Littleton Museum	98%	95%	90%	92%
Hudson Gardens	98%	94%	92%	94%
Carson Nature Center	97%	95%	89%	93%
South Platte Park	92%	88%	86%	88%
Buck Recreation Center	97% C	89% C	80%	87%
City-sponsored special events	93%	81%	78%	81%
Town Hall Arts Center	95%	87%	78%	84%
Leaf and tire recycling	63%	65%	60%	61%
Household Haz Mat Roundup	61%	58%	58%	59%
City management	53%	60%	57%	59%

Table 119: Question 9 Compared by Household Income

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Ease of driving	74%	71%	64%	67%
Ease of traveling by bus (RTD)	80% B C	53%	48%	54%
Ease of traveling by light rail	81%	77%	69%	72%
Ease of walking in the city	81%	82% C	72%	77%
Ease of traveling by bicycle	80%	76%	69%	72%
Street maintenance	58%	42%	46%	45%
Omnibus/Shopping Cart senior and disabled van service	81%	74%	84%	79%
Downtown Littleton light rail station	81%	85%	81%	83%
Mineral Avenue light rail station	94% C	81%	76%	80%

Table 120: Question 14 Compared by Household Income

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Crime prevention	81%	81%	83%	83%
Crime solving	58%	74%	70%	72%
Maintaining public order	91%	88%	94%	91%
Providing public information and education	86%	79%	71%	75%
Protecting individual civil rights	81%	85%	80%	83%
Assisting fire responders with disasters	90%	93%	97%	94%

Table 121: Question 15 Compared by Household Income

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Being trustworthy	80%	92%	90%	90%
Acting in the best interest of the community	83%	91%	85%	87%
Treating all residents fairly	79%	87%	80%	82%
Being sensitive to residents' concerns	66%	83% A	86% A	83%
Responding to citizens' emergency calls for service	92%	90%	94%	92%
Caring about the well-being of the people they deal with	86%	88%	84%	86%
Working with people in your neighborhood to solve neighborhood problems	47%	77% A	73% A	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	76%	67%	64%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	52%	64%	68%	66%

Table 122: Question 16 Compared by Household Income

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	80%	87%	85%	84%

Table 123: Question 17 Compared by Household Income

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
The direction the city is taking with respect to open space, trails and parks	74%	84%	78%	80%
Attracting companies to locate in Littleton	47%	50%	38%	46%
The job the city government does at welcoming citizen involvement	47%	60%	63%	61%
Opportunities to participate in city government decisions	48%	56%	49%	52%
Responding to citizen complaints and concerns	46%	48%	43%	46%
Holding public meetings about city plans	48%	67%	62%	63%

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Littleton's elected officials' consideration of what people like me think	37%	49%	51%	49%
Littleton's government as an example of how best to provide services	47%	58%	52%	54%
The city manager's management of city operations	45%	68% C	53%	60%
The quality of work provided by City of Littleton employees	78%	79%	74%	77%
Spending local tax dollars wisely	43%	50%	51%	50%
The value of services for the property taxes paid to Littleton	42%	55%	55%	53%
A city government that is run efficiently	60%	54%	59%	57%
Running Littleton's local government in the best interest of residents	54%	52%	56%	54%
Being transparent and accountable to the public	53%	48%	52%	51%
Providing information about city plans and programs	53%	60%	52%	56%
The overall direction the city is taking	52%	61%	58%	59%

Table 124: Question 18 Compared by Household Income

(Percent "to a great extent" or "to a moderate extent")	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	69%	79%	73%	75%

Table 125: Question 20 Compared by Household Income

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Reducing traffic congestion on city streets	77%	75%	73%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	90%	85%	87%	87%
Building new trails	53%	39%	49% B	45%
Continuing preservation programs for historic buildings	77% B C	57%	48%	55%
Partnering strategically and financially with the private sector in development	47%	48%	56%	52%
Redeveloping older neighborhoods	53%	47%	48%	48%
Redeveloping aging shopping centers	54%	60%	68%	63%
Expanding programs for youth	76%	71%	63%	67%
Expanding programs for seniors	89% B C	67% C	56%	63%
Expanding programs for immigrants	68% B C	45%	45%	46%

Table 126: Question 21 Compared by Household Income

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
Traffic issues/residential speeding	91% C	78%	72%	77%
Vandalism/graffiti	82%	74%	67%	72%
Fraud/identity theft	92% C	83% C	73%	80%
School safety (bullying, fighting, weapons)	97%	96%	94%	95%
Homeless/transient-related issues	94%	86%	86%	87%
Gang activity	94% B C	77%	76%	79%
Violent crimes	98%	92%	89%	92%
Property crimes	98% B	86%	90%	90%
Hate crimes	94%	85%	86%	86%
Disorderly conduct/public intoxications/noise violations	82% C	69% C	56%	65%
Disorderly youth/underage drinking	93% B C	70%	61%	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	96% B C	78%	79%	81%

Table 127: Question 22 Compared by Household Income

(Percent strongly or somewhat support)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
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?	79%	79%	77%	76%

Table 128: Question 24 Compared by Household Income

(Percent strongly or somewhat support)	Household income			Overall
	Less than $25,000	$25,000 to $99,999	$100,000 or more	
	(A)	(B)	(C)	
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?	76%	72%	74%	71%

Select Questions Compared by Race/Ethnicity

- There were few differences in ratings by respondent race/ethnicity. Where differences were statistically significant, respondents who were Hispanic or another race placed higher priority on most areas for the Police Department to focus resources.

Table 129: Question 1 Compared by Race/ethnicity

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Littleton as a place to live	94% B	89%	93%
Your neighborhood as a place to live	86%	89%	87%
Littleton as a place to raise children	89%	88%	88%
Littleton as a place to retire	73%	69%	71%
Littleton as a place to work	78%	71%	77%
Overall quality of life in Littleton	93%	89%	92%

Table 130: Question 7 Compared by Race/ethnicity

(Percent essential or very important)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	71%	76%	72%

Table 131: Question 8 Compared by Race/ethnicity

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Appearance of city	87%	86%	87%
Shopping opportunities	68%	68%	68%
Job opportunities	46%	42%	45%
Historic preservation	81%	81%	81%
Economic development	61%	67%	62%
Public transit services	64%	69%	65%
Traffic flow	32%	45% A	34%
Snow plowing	33%	30%	32%
Downtown parking	21%	19%	20%
Parks and trails	90%	86%	89%
Recreation opportunities	84%	81%	83%
Open space areas	81%	81%	81%
Environmental sustainability	58%	56%	57%
Littleton Police Department	82%	85%	83%
Traffic enforcement	61%	75% A	64%
Code enforcement	52%	72% A	56%
Municipal Court	70%	64%	68%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Online payments of fines and services	74%	73%	74%
Bemis Library	89%	96%	90%
Littleton Museum	94% B	86%	92%
Hudson Gardens	94%	91%	94%
Carson Nature Center	93%	91%	93%
South Platte Park	88%	88%	88%
Buck Recreation Center	86%	84%	87%
City-sponsored special events	82%	80%	81%
Town Hall Arts Center	87%	77%	84%
Leaf and tire recycling	64%	54%	61%
Household Haz Mat Roundup	62%	54%	59%
City management	58%	61%	59%

Table 132: Question 9 Compared by Race/ethnicity

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Ease of driving	66%	71%	67%
Ease of traveling by bus (RTD)	53%	64%	54%
Ease of traveling by light rail	73%	72%	72%
Ease of walking in the city	76%	81%	77%
Ease of traveling by bicycle	72%	75%	72%
Street maintenance	42%	58% A	45%
Omnibus/Shopping Cart senior and disabled van service	79%	83%	79%
Downtown Littleton light rail station	81%	93% A	83%
Mineral Avenue light rail station	79%	84%	80%

Table 133: Question 14 Compared by Race/ethnicity

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Crime prevention	81%	91% A	83%
Crime solving	72%	73%	72%
Maintaining public order	91%	93%	91%
Providing public information and education	76%	74%	75%
Protecting individual civil rights	84%	83%	83%
Assisting fire responders with disasters	96% B	89%	94%

Table 134: Question 15 Compared by Race/ethnicity

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Being trustworthy	90%	93%	90%
Acting in the best interest of the community	88%	84%	87%
Treating all residents fairly	84%	76%	82%
Being sensitive to residents' concerns	83%	85%	83%
Responding to citizens' emergency calls for service	91%	96%	92%
Caring about the well-being of the people they deal with	87%	85%	86%
Working with people in your neighborhood to solve neighborhood problems	75%	71%	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	67%	73%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	66%	67%	66%

Table 135: Question 16 Compared by Race/ethnicity

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	85%	87%	84%

Table 136: Question 17 Compared by Race/ethnicity

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
The direction the city is taking with respect to open space, trails and parks	80%	86%	80%
Attracting companies to locate in Littleton	46%	44%	46%
The job the city government does at welcoming citizen involvement	60%	65%	61%
Opportunities to participate in city government decisions	52%	52%	52%
Responding to citizen complaints and concerns	45%	53%	46%
Holding public meetings about city plans	63%	64%	63%
Littleton's elected officials' consideration of what people like me think	49%	53%	49%
Littleton's government as an example of how best to provide services	54%	61%	54%
The city manager's management of city operations	60%	61%	60%
The quality of work provided by City of Littleton employees	77%	80%	77%
Spending local tax dollars wisely	49%	59%	50%
The value of services for the property taxes paid to Littleton	53%	57%	53%
A city government that is run efficiently	58%	59%	57%
Running Littleton's local government in the best interest of residents	56%	54%	54%
Being transparent and accountable to the public	50%	57%	51%
Providing information about city plans and programs	56%	58%	56%
The overall direction the city is taking	58%	64%	59%

Table 137: Question 18 Compared by Race/ethnicity

(Percent "to a great extent" or "to a moderate extent")	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	75%	75%	75%

Table 138: Question 20 Compared by Race/ethnicity

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Reducing traffic congestion on city streets	76% B	66%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	86%	88%	87%
Building new trails	44%	47%	45%
Continuing preservation programs for historic buildings	52%	69% A	55%
Partnering strategically and financially with the private sector in development	52%	54%	52%
Redeveloping older neighborhoods	46%	55%	48%
Redeveloping aging shopping centers	64%	60%	63%
Expanding programs for youth	67%	70%	67%
Expanding programs for seniors	62%	71%	63%
Expanding programs for immigrants	43%	61% A	46%

Table 139: Question 21 Compared by Race/ethnicity

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
Traffic issues/residential speeding	75%	85% A	77%
Vandalism/graffiti	74% B	64%	72%
Fraud/identity theft	80%	80%	80%
School safety (bullying, fighting, weapons)	95%	99%	95%
Homeless/transient-related issues	85%	94% A	87%
Gang activity	80%	75%	79%
Violent crimes	91%	93%	92%
Property crimes	88%	98% A	90%
Hate crimes	85%	95% A	86%
Disorderly conduct/public intoxications/noise violations	63%	76% A	65%
Disorderly youth/underage drinking	67%	76%	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	80%	84%	81%

Table 140: Question 22 Compared by Race/ethnicity

(Percent strongly or somewhat support)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
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?	76%	82%	76%

Table 141: Question 24 Compared by Race/ethnicity

(Percent strongly or somewhat support)	Race/ethnicity		Overall
	White alone, not Hispanic	Hispanic and/or other race	
	(A)	(B)	
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?	70%	85% A	71%

Select Questions Compared by Council District

- Few differences were found by Council District. Where differences were found, residents living in District 2 tended to give lower assessments to aspects of quality of life and the Police Department than those living in other Districts.
- Residents in District 4 tended to give lower ratings to services and amenities (e.g., public transit, Littleton Museum, Buck Recreation Center) than those in District 1.

Table 142: 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				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Littleton as a place to live	95% B	88%	95% B	95% B	93%
Your neighborhood as a place to live	91% B	74%	91% B	91% B	87%
Littleton as a place to raise children	91% B	77%	95% B	90% B	88%
Littleton as a place to retire	74%	69%	71%	72%	71%
Littleton as a place to work	80%	74%	71%	82%	77%
Overall quality of life in Littleton	95% B	84%	94% B	96% B	92%

Table 143: Question 7 Compared by Council District

(Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	77%	71%	72%	67%	72%

Table 144: Question 8 Compared by Council District

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Appearance of city	89%	85%	87%	87%	87%
Shopping opportunities	71%	66%	65%	70%	68%
Job opportunities	43%	40%	47%	49%	45%
Historic preservation	84%	80%	82%	76%	81%
Economic development	65%	66%	56%	61%	62%
Public transit services	71% D	69%	63%	56%	65%
Traffic flow	36%	41% D	35%	25%	34%
Snow plowing	33%	33%	33%	30%	32%
Downtown parking	21%	16%	20%	23%	20%
Parks and trails	92%	84%	92%	88%	89%
Recreation opportunities	90% B	71%	84% B	85% B	83%

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Open space areas	81%	74%	86% B	82%	81%
Environmental sustainability	60%	46%	58%	65% B	57%
Littleton Police Department	91% B D	78%	84%	78%	83%
Traffic enforcement	66%	61%	70%	57%	64%
Code enforcement	69% B D	47%	59%	50%	56%
Municipal Court	73%	72%	74%	54%	68%
Online payments of fines and services	77%	80% D	78%	59%	74%
Bemis Library	92%	91%	92%	83%	90%
Littleton Museum	97% D	89%	94%	85%	92%
Hudson Gardens	97%	94%	93%	90%	94%
Carson Nature Center	96%	95%	92%	88%	93%
South Platte Park	95% B	78%	90% B	88%	88%
Buck Recreation Center	92% D	89%	86%	78%	87%
City-sponsored special events	85%	83%	79%	77%	81%
Town Hall Arts Center	82%	93% C	76%	84%	84%
Leaf and tire recycling	61%	55%	60%	68%	61%
Household Haz Mat Roundup	66%	61%	58%	55%	59%
City management	60%	55%	62%	57%	59%

Table 145: Question 9 Compared by Council District

Please rate the following areas of transportation in Littleton. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Ease of driving	63%	74%	65%	65%	67%
Ease of traveling by bus (RTD)	51%	66% D	54%	43%	54%
Ease of traveling by light rail	79%	70%	71%	67%	72%
Ease of walking in the city	77%	83%	73%	75%	77%
Ease of traveling by bicycle	74%	71%	65%	77%	72%
Street maintenance	46%	45%	42%	46%	45%
Omnibus/Shopping Cart senior and disabled van service	74%	86%	72%	80%	79%
Downtown Littleton light rail station	87% D	85%	83%	75%	83%
Mineral Avenue light rail station	84%	84%	78%	74%	80%

Table 146: Question 14 Compared by Council District

Please rate the job the Littleton Police Department does at each of the following in Littleton. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Crime prevention	90% B	72%	85% B	87% B	83%
Crime solving	89% B C	58%	67%	80% B	72%
Maintaining public order	97% B	84%	90%	93%	91%
Providing public information and education	83%	67%	72%	78%	75%
Protecting individual civil rights	88%	79%	85%	82%	83%
Assisting fire responders with disasters	96%	94%	91%	95%	94%

Table 147: Question 15 Compared by Council District

Please rate the Littleton Police Department on the following. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Being trustworthy	94%	85%	91%	91%	90%
Acting in the best interest of the community	91%	86%	85%	88%	87%
Treating all residents fairly	87%	74%	86%	83%	82%
Being sensitive to residents' concerns	91%	77%	80%	85%	83%
Responding to citizens' emergency calls for service	97% B	86%	92%	93%	92%
Caring about the well-being of the people they deal with	90%	86%	90%	80%	86%
Working with people in your neighborhood to solve neighborhood problems	88% B	62%	76%	72%	74%
Communicating regularly with community members (e.g., websites, emails or public meetings)	68%	76% D	68%	57%	67%
Inviting community members to provide input (e.g., comments, suggestions and concerns)	80%	65%	60%	65%	66%

Table 148: Question 16 Compared by Council District

Overall, how would you rate the quality of services provided by the City of Littleton? (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Overall, how would you rate the quality of municipal services provided by the City of Littleton?	88%	78%	80%	91% B	84%

Table 149: Question 17 Compared by Council District

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
The direction the city is taking with respect to open space, trails and parks	88%	80%	75%	79%	80%
Attracting companies to locate in Littleton	49%	51%	38%	44%	46%
The job the city government does at welcoming citizen involvement	70%	61%	55%	59%	61%
Opportunities to participate in city government decisions	52%	59%	46%	51%	52%
Responding to citizen complaints and concerns	47%	50%	46%	40%	46%
Holding public meetings about city plans	62%	69%	61%	59%	63%
Littleton's elected officials' consideration of what people like me think	48%	47%	49%	52%	49%
Littleton's government as an example of how best to provide services	61%	54%	48%	57%	54%
The city manager's management of city operations	67%	62%	58%	52%	60%
The quality of work provided by City of Littleton employees	84%	80%	75%	70%	77%
Spending local tax dollars wisely	55%	51%	47%	49%	50%
The value of services for the property taxes paid to Littleton	53%	57%	52%	50%	53%
A city government that is run efficiently	67%	53%	52%	59%	57%
Running Littleton's local government in the best interest of residents	57%	56%	50%	55%	54%
Being transparent and accountable to the public	48%	53%	53%	50%	51%
Providing information about city plans and programs	53%	64% D	57%	48%	56%
The overall direction the city is taking	64%	61%	52%	59%	59%

Table 150: Question 18 Compared by Council District

(Percent "to a great extent" or "to a moderate extent")	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	77%	76%	69%	79%	75%

Table 151: Question 20 Compared by Council District

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Reducing traffic congestion on city streets	80%	71%	71%	75%	74%
Maintaining and improving city infrastructure (e.g., streets, sidewalks, buildings, etc.)	88%	87%	89%	83%	87%
Building new trails	51% C	47%	36%	44%	45%
Continuing preservation programs for historic buildings	66% C D	60% C	45%	48%	55%
Partnering strategically and financially with the private sector in development	54%	49%	56%	50%	52%
Redeveloping older neighborhoods	54%	46%	49%	42%	48%
Redeveloping aging shopping centers	70% B	55%	73% B D	56%	63%
Expanding programs for youth	73%	72%	60%	63%	67%
Expanding programs for seniors	65%	68%	60%	60%	63%

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton? (Percent essential or very important)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Expanding programs for immigrants	51%	47%	41%	45%	46%

Table 152: Question 21 Compared by Council District

Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years. (Percent high or medium priority)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
Traffic issues/residential speeding	74%	76%	84%	73%	77%
Vandalism/graffiti	78%	72%	73%	65%	72%
Fraud/identity theft	85% D	87% D	77%	69%	80%
School safety (bullying, fighting, weapons)	94%	96%	97%	94%	95%
Homeless/transient-related issues	84%	87%	89%	88%	87%
Gang activity	80%	77%	81%	79%	79%
Violent crimes	91%	97%	89%	90%	92%
Property crimes	89%	89%	93%	88%	90%
Hate crimes	86%	89%	86%	84%	86%
Disorderly conduct/public intoxications/noise violations	61%	67%	72%	60%	65%
Disorderly youth/underage drinking	62%	71%	75%	66%	69%
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	77%	79%	88%	79%	81%

Table 153: Question 22 Compared by Council District

(Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
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?	77%	72%	82%	73%	76%

Table 154: Question 24 Compared by Council District

(Percent strongly or somewhat support)	Council District				Overall
	District 1	District 2	District 3	District 4	
	(A)	(B)	(C)	(D)	
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?	73%	75%	68%	69%	71%

Appendix D: Detailed Benchmark Comparisons

Comparing Littleton's Results to the Benchmarking Database

Jurisdictions use the comparative information provided by benchmarks to help interpret their own resident 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

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[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.

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, resident 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.

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 155: 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	93%	93	379	Higher
Your neighborhood as a place to live	87%	107	310	Higher
Littleton as a place to raise children	88%	115	370	Much higher
Littleton as a place to retire	71%	99	350	Higher
Littleton as a place to work	77%	79	354	Much higher
Overall quality of life in Littleton	92%	75	434	Much higher

Table 156: 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
Safety Downtown Littleton during the day	99%	20	316	Much higher
Safety Downtown Littleton at night	92%	8	18	Higher
Safety in neighborhood during the day	97%	158	348	Similar
Safety in neighborhood at night	83%	19	26	Similar
Safety in parks, trails, natural open space areas	87%	10	12	Lower

Table 157: 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	87%	118	341	Higher
Shopping opportunities	68%	108	292	Higher
Job opportunities	45%	147	309	Similar
Economic development	62%	115	283	Similar
Public transit services	65%	1	6	Much higher
Traffic flow	34%	234	331	Lower
Snow plowing	32%	261	268	Much lower
Downtown parking	20%	8	8	Much lower
Parks and trails	89%	99	313	Higher
Recreation opportunities	83%	65	292	Much higher
Open space areas	81%	18	242	Much higher
Littleton Police Department	83%	242	429	Similar
Traffic enforcement	64%	211	356	Similar
Code enforcement	56%	151	375	Similar
Municipal Court	68%	5	16	Similar
Bemis Library	90%	95	323	Higher
Buck Recreation Center	87%	21	277	Much higher
City-sponsored special events	81%	44	283	Much higher

Table 158: 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	67%	178	303	Similar
Ease of traveling by bus (RTD)	54%	7	11	Similar
Ease of traveling by light rail	72%	8	238	Much higher
Ease of walking in the city	77%	82	305	Much higher
Ease of traveling by bicycle	72%	46	304	Much higher
Street maintenance	45%	195	361	Similar

Table 159: Police Services

Please rate the job the Littleton Police Department does at each of the following in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Crime prevention	83%	127	352	Higher

Table 160: Overall Service Quality

Overall, how would you rate the quality of services provided by the City of Littleton?	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%	176	404	Similar

Table 161: City Government Performance

Please rate the following categories of Littleton government performance.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
The job the city government does at welcoming citizen involvement	61%	95	316	Higher
Spending local tax dollars wisely	50%	4	7	Similar
The value of services for the property taxes paid to Littleton	53%	200	388	Similar
The overall direction the city is taking	59%	159	313	Similar

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 population according to the American Community Survey 2012-2017 5-year estimates.

Adams County, CO 487,850	Auburn city, AL 61,462
Airway Heights city, WA..8,017	Augusta CCD, GA 136,103
Albany city, OR 52,007	Aurora city, CO 357,323
Albemarle County, VA 105,105	Austin city, TX..916,906
Albert Lea city, MN..17,716	Avon town, CO 6,503
Alexandria city, VA..154,710	Avon town, IN 16,479
Allegan County, MI..114,145	Avondale city, AZ 81,590
American Canyon city, CA 20,341	Azusa city, CA 49,029
Ames city, IA..65,005	Bainbridge Island city, WA................................... 23,689
Ankeny city, IA 56,237	Baltimore city, MD 619,796
Ann Arbor city, MI...119,303	Baltimore County, MD... 828,637
Apache Junction city, AZ.......................................38,452	Battle Creek city, MI 51,505
Arapahoe County, CO 626,612	Bay Village city, OH..15,426
Arlington city, TX..388,225	Baytown city, TX...76,205
Arvada city, CO 115,320	Bedford city, TX 49,082
Asheville city, NC...89,318	Bedford town, MA..14,105
Ashland city, OR... 20,733	Bellevue city, WA..139,014
Ashland town, MA.. 17,478	Bellingham city, WA 85,388
Ashland town, VA 7,554	Bend city, OR... 87,167
Aspen city, CO 7,097	Bethlehem township, PA 23,800
Athens-Clarke County unified government (balance), ...122,292	Bettendorf city, IA 35,293
	Billings city, MT 109,082

Bloomington city, IN	83,636	Collinsville city, IL	24,767
Bloomington city, MN	85,417	Columbia city, MO	118,620
Boise City city, ID	220,859	Columbia city, SC	132,236
Bonner Springs city, KS	7,644	Columbia Falls city, MT	5,054
Boulder city, CO	106,271	Commerce City city, CO	52,905
Bowling Green city, KY	64,302	Concord city, CA	128,160
Bozeman city, MT	43,132	Concord town, MA	19,357
Brentwood city, TN	41,524	Conshohocken borough, PA	7,985
Brighton city, CO	38,016	Coolidge city, AZ	12,221
Brookline CDP, MA	59,246	Coon Rapids city, MN	62,342
Brooklyn Center city, MN	30,885	Coral Springs city, FL	130,110
Brooklyn city, OH	10,891	Coronado city, CA	24,053
Broomfield city, CO	64,283	Corvallis city, OR	56,224
Brownsburg town, IN	24,625	Cottonwood Heights city, UT	34,214
Buffalo Grove village, IL	41,551	Coventry Lake CDP, CT	2,932
Burlingame city, CA	30,401	Creve Coeur city, MO	18,259
Cabarrus County, NC	196,716	Cupertino city, CA	60,687
Cambridge city, MA	110,893	Dacono city, CO	4,929
Canandaigua city, NY	10,402	Dakota County, MN	414,655
Cannon Beach city, OR	1,517	Dallas city, OR	15,413
Cañon City city, CO	16,298	Dallas city, TX	1,300,122
Canton city, SD	3,352	Danville city, KY	16,657
Cape Coral city, FL	173,679	Darien city, IL	22,206
Carlsbad city, CA	113,147	Davenport city, FL	3,665
Carroll city, IA	9,937	Davidson town, NC	12,325
Cartersville city, GA	20,235	Dayton city, OH	140,939
Cary town, NC	159,715	Dayton town, WY	815
Castle Rock town, CO	57,274	Dearborn city, MI	95,295
Cedar Hill city, TX	48,149	Decatur city, GA	22,022
Cedar Park city, TX	70,010	Del Mar city, CA	4,338
Cedar Rapids city, IA	130,330	DeLand city, FL	30,315
Celina city, TX	7,910	Delaware city, OH	38,193
Centennial city, CO	108,448	Denison city, TX	23,342
Chandler city, AZ	245,160	Denton city, TX	131,097
Chandler city, TX	2,896	Denver city, CO	678,467
Chanhassen city, MN	25,108	Des Moines city, IA	214,778
Chapel Hill town, NC	59,234	Des Peres city, MO	8,536
Chardon city, OH	5,166	Destin city, FL	13,421
Charles County, MD	156,021	Dover city, NH	30,901
Charlotte County, FL	173,236	Dublin city, CA	57,022
Charlottesville city, VA	46,487	Dublin city, OH	44,442
Chattanooga city, TN	176,291	Duluth city, MN	86,066
Chautauqua town, NY	4,362	Durham city, NC	257,232
Chesterfield County, VA	335,594	Durham County, NC	300,865
Clackamas County, OR	399,962	Dyer town, IN	16,077
Clayton city, MO	16,214	Eagan city, MN	66,102
Clearwater city, FL	112,794	Eagle Mountain city, UT	27,773
Cleveland Heights city, OH	45,024	Eau Claire city, WI	67,945
Clinton city, SC	8,538	Eden Prairie city, MN	63,660
Clive city, IA	17,134	Eden town, VT	1,254
Clovis city, CA	104,411	Edgewater city, CO	5,299
College Park city, MD	32,186	Edina city, MN	50,603
College Station city, TX	107,445	Edmond city, OK	89,769
Colleyville city, TX	25,557	Edmonds city, WA	41,309

El Cerrito city, CA	24,982	Harrisburg city, SD	5,429
El Paso de Robles (Paso Robles) city, CA	31,409	Harrisonburg city, VA	53,064
Elk Grove city, CA	166,228	Harrisonville city, MO	10,025
Elmhurst city, IL	46,139	Hastings city, MN	22,620
Englewood city, CO	33,155	Henderson city, NV	284,817
Erie town, CO	22,019	Herndon town, VA	24,545
Estes Park town, CO	6,248	High Point city, NC	109,849
Euclid city, OH	47,698	Highland Park city, IL	29,796
Fairview town, TX	8,473	Highlands Ranch CDP, CO	105,264
Farmers Branch city, TX	33,808	Homer Glen village, IL	24,403
Farmersville city, TX	3,440	Honolulu County, HI	990,060
Farmington Hills city, MI	81,235	Hoquiam city, WA	8,416
Farmington town, CT	25,596	Horry County, SC	310,186
Fate city, TX	10,339	Hudson town, CO	1,709
Fayetteville city, GA	17,069	Huntley village, IL	26,265
Fayetteville city, NC	210,324	Huntsville city, TX	40,727
Ferguson township, PA	18,837	Hutchinson city, MN	13,836
Fernandina Beach city, FL	11,957	Hutto city, TX	22,644
Flower Mound town, TX	71,575	Independence city, MO	117,369
Forest Grove city, OR	23,554	Indio city, CA	86,867
Fort Collins city, CO	159,150	Iowa City city, IA	73,415
Franklin city, TN	72,990	Irving city, TX	235,648
Frederick town, CO	11,397	Issaquah city, WA	35,629
Fremont city, CA	230,964	Jackson city, MO	14,690
Fruita city, CO	13,039	Jackson County, MI	158,989
Gahanna city, OH	34,691	James City County, VA	73,028
Gaithersburg city, MD	67,417	Jefferson County, NY	116,567
Galveston city, TX	49,706	Jefferson Parish, LA	437,038
Gardner city, KS	21,059	Jerome city, ID	11,306
Germantown city, TN	39,230	Johnson City city, TN	65,598
Gilbert town, AZ	232,176	Johnston city, IA	20,172
Gillette city, WY	31,783	Jupiter town, FL	62,373
Glen Ellyn village, IL	27,983	Kalamazoo city, MI	75,833
Glendora city, CA	51,891	Kansas City city, KS	151,042
Glenview village, IL	47,066	Kansas City city, MO	476,974
Golden city, CO	20,365	Keizer city, OR	37,910
Golden Valley city, MN	21,208	Kent city, WA	126,561
Goodyear city, AZ	74,953	Kerrville city, TX	22,931
Grafton village, WI	11,576	Key West city, FL	25,316
Grand Blanc city, MI	7,964	King City city, CA	13,721
Grand Rapids city, MI	195,355	Kingman city, AZ	28,855
Grants Pass city, OR	36,687	Kirkland city, WA	86,772
Grass Valley city, CA	12,893	Kirkwood city, MO	27,659
Greeley city, CO	100,760	Knoxville city, IA	7,202
Greenville city, NC	90,347	La Plata town, MD	9,160
Greenwich town, CT	62,782	La Vista city, NE	17,062
Greenwood Village city, CO	15,397	Laguna Niguel city, CA	65,429
Greer city, SC	28,587	Lake Forest city, IL	18,931
Gunnison County, CO	16,215	Lake in the Hills village, IL	28,908
Haltom City city, TX	44,059	Lake Zurich village, IL	19,983
Hamilton city, OH	62,216	Lakeville city, MN	61,056
Hamilton town, MA	7,991	Lakewood city, CO	151,411
Hampton city, VA	136,255	Lakewood city, WA	59,102
Hanover County, VA	103,218	Lancaster County, SC	86,544

Lansing city, MI	115,222
Laramie city, WY	32,104
Larimer County, CO	330,976
Las Cruces city, NM	101,014
Las Vegas city, NM	13,445
Lawrence city, KS	93,954
Lawrenceville city, GA	29,287
Lehi city, UT	58,351
Lenexa city, KS	52,030
Lewisville city, TX	103,638
Lewisville town, NC	13,516
Libertyville village, IL	20,504
Lincolnwood village, IL	12,637
Lindsborg city, KS	3,313
Little Chute village, WI	11,006
Littleton city, CO	45,848
Livermore city, CA	88,232
Lombard village, IL	43,776
Lone Tree city, CO	13,430
Long Grove village, IL	7,980
Longmont city, CO	91,730
Lonsdale city, MN	3,850
Los Alamos County, NM	18,031
Los Altos Hills town, CA	8,490
Loudoun County, VA	374,558
Louisville city, CO	20,319
Lower Merion township, PA	58,500
Lynchburg city, VA	79,237
Lynnwood city, WA	37,242
Manassas city, VA	41,379
Manhattan Beach city, CA	35,698
Manhattan city, KS	55,427
Mankato city, MN	41,241
Maple Grove city, MN	68,362
Maplewood city, MN	40,127
Maricopa County, AZ	4,155,501
Marin County, CA	260,814
Marion city, IA	38,014
Mariposa County, CA	17,658
Marshfield city, WI	18,326
Martinez city, CA	37,902
Marysville city, WA	66,178
Maui County, HI	164,094
McKinney city, TX	164,760
McMinnville city, OR	33,211
Mecklenburg County, NC	1,034,290
Menlo Park city, CA	33,661
Menomonee Falls village, WI	36,411
Mercer Island city, WA	24,768
Meridian charter township, MI	41,903
Meridian city, ID	91,917
Merriam city, KS	11,259
Mesa city, AZ	479,317
Miami Beach city, FL	92,187
Miami city, FL	443,007
Middleton city, WI	18,951
Middletown town, RI	16,100
Midland city, MI	41,958
Milford city, DE	10,645
Milton city, GA	37,556
Minneapolis city, MN	411,452
Minnetrista city, MN	7,187
Missouri City city, TX	72,688
Moline city, IL	42,644
Monroe city, MI	20,128
Montgomery city, MN	2,921
Montgomery County, MD	1,039,198
Monticello city, UT	2,599
Montrose city, CO	18,918
Moraga town, CA	17,231
Morristown city, TN	29,446
Morrisville town, NC	23,873
Morro Bay city, CA	10,568
Mountlake Terrace city, WA	20,922
Murphy city, TX	20,361
Naperville city, IL	146,431
Napoleon city, OH	8,646
Nederland city, TX	17,284
Needham CDP, MA	30,429
Nevada City city, CA	3,112
Nevada County, CA	98,838
New Braunfels city, TX	70,317
New Brighton city, MN	22,440
New Concord village, OH	2,561
New Hope city, MN	20,909
New Orleans city, LA	388,182
New Ulm city, MN	13,249
Newport city, RI	24,745
Newport News city, VA	180,775
Newton city, IA	15,085
Niles village, IL	29,823
Noblesville city, IN	59,807
Norcross city, GA	16,474
Norfolk city, NE	24,352
Norfolk city, VA	245,752
North Mankato city, MN	13,583
North Port city, FL	62,542
North Yarmouth town, ME	3,714
Northglenn city, CO	38,473
Novato city, CA	55,378
Novi city, MI	58,835
O'Fallon city, IL	29,095
Oak Park village, IL	52,229
Oakley city, CA	39,950
Oklahoma City city, OK	629,191
Olmsted County, MN	151,685
Olympia city, WA	49,928
Orange village, OH	3,280

Orland Park village, IL	59,161	River Falls city, WI	15,256
Orleans Parish, LA	388,182	Riverside city, CA	321,570
Oshkosh city, WI	66,649	Roanoke city, VA	99,572
Oswego village, IL	33,759	Roanoke County, VA	93,419
Ottawa County, MI	280,243	Rochester city, NY	209,463
Overland Park city, KS	186,147	Rock Hill city, SC	70,764
Paducah city, KY	24,879	Rockville city, MD	66,420
Palm Beach Gardens city, FL	53,119	Roeland Park city, KS	6,810
Palm Coast city, FL	82,356	Rohnert Park city, CA	42,305
Palo Alto city, CA	67,082	Rolla city, MO	20,013
Palos Verdes Estates city, CA	13,591	Rosemount city, MN	23,474
Papillion city, NE	19,478	Rosenberg city, TX	35,867
Paradise Valley town, AZ	13,961	Roseville city, MN	35,624
Park City city, UT	8,167	Round Rock city, TX	116,369
Parker town, CO	51,125	Royal Palm Beach village, FL	37,665
Parkland city, FL	28,901	Sacramento city, CA	489,650
Pasco city, WA	70,607	Sahuarita town, AZ	28,257
Pasco County, FL	498,136	Sammamish city, WA	62,877
Payette city, ID	7,366	San Diego city, CA	1,390,966
Pearland city, TX	113,693	San Jose city, CA	1,023,031
Peoria city, IL	115,424	San Marcos city, CA	93,493
Pflugerville city, TX	58,013	San Marcos city, TX	59,935
Pinehurst village, NC	15,580	Sangamon County, IL	198,134
Piqua city, OH	20,793	Santa Fe city, NM	82,980
Pitkin County, CO	17,747	Santa Fe County, NM	147,514
Plano city, TX	281,566	Sarasota County, FL	404,839
Platte City city, MO	4,867	Savage city, MN	30,011
Pleasant Hill city, IA	9,608	Schaumburg village, IL	74,427
Pleasanton city, CA	79,341	Schertz city, TX	38,199
Plymouth city, MN	76,258	Scott County, MN	141,463
Polk County, IA	467,235	Scottsdale city, AZ	239,283
Pompano Beach city, FL	107,542	Sedona city, AZ	10,246
Port Orange city, FL	60,315	Sevierville city, TN	16,387
Port St. Lucie city, FL	178,778	Shakopee city, MN	40,024
Portland city, OR	630,331	Sharonville city, OH	13,974
Powell city, OH	12,658	Shawnee city, KS	64,840
Powhatan County, VA	28,364	Shawnee city, OK	30,974
Prince William County, VA	450,763	Sherborn town, MA	4,302
Prior Lake city, MN	25,452	Shoreline city, WA	55,431
Pueblo city, CO	109,122	Shoreview city, MN	26,432
Purcellville town, VA	9,217	Shorewood village, IL	16,809
Queen Creek town, AZ	33,298	Sierra Vista city, AZ	43,585
Raleigh city, NC	449,477	Silverton city, OR	9,757
Ramsey city, MN	25,853	Sioux Falls city, SD	170,401
Raymond town, ME	4,497	Skokie village, IL	64,773
Raymore city, MO	20,358	Snoqualmie city, WA	12,944
Redmond city, OR	28,492	Snowmass Village town, CO	2,827
Redmond city, WA	60,712	Somerset town, MA	18,257
Redwood City city, CA	84,368	South Jordan city, UT	65,523
Reno city, NV	239,732	Southlake city, TX	30,090
Richland city, WA	53,991	Spearfish city, SD	11,300
Richmond city, CA	108,853	Springfield city, MO	165,785
Richmond Heights city, MO	8,466	Springville city, UT	32,319
Rio Rancho city, NM	93,317	St. Augustine city, FL	13,952

St. Charles city, IL	32,730	Vienna town, VA	16,474
St. Joseph city, MO	76,819	Virginia Beach city, VA	450,057
St. Louis County, MN	200,294	Walnut Creek city, CA	68,516
St. Lucie County, FL	298,763	Warrensburg city, MO	19,890
State College borough, PA	42,224	Washington County, MN	250,979
Steamboat Springs city, CO	12,520	Washoe County, NV	445,551
Sugar Land city, TX	86,886	Washougal city, WA	15,241
Suisun City city, CA	29,280	Wauwatosa city, WI	47,687
Summit County, UT	39,731	Wentzville city, MO	35,768
Sunnyvale city, CA	151,565	West Carrollton city, OH	12,963
Surprise city, AZ	129,534	West Chester township, OH	62,804
Suwanee city, GA	18,655	Western Springs village, IL	13,187
Tacoma city, WA	207,280	Westerville city, OH	38,604
Takoma Park city, MD	17,643	Westlake town, TX	1,006
Temecula city, CA	110,722	Westminster city, CO	111,895
Tempe city, AZ	178,339	Westminster city, MD	18,557
Temple city, TX	71,795	Wheat Ridge city, CO	31,162
Texarkana city, TX	37,222	White House city, TN	11,107
The Woodlands CDP, TX	109,608	Wichita city, KS	389,054
Tigard city, OR	51,355	Williamsburg city, VA	14,817
Tinley Park village, IL	57,107	Willowbrook village, IL	8,598
Tracy city, CA	87,613	Wilmington city, NC	115,261
Trinidad CCD, CO	10,819	Wilsonville city, OR	22,789
Tualatin city, OR	27,135	Windsor town, CO	23,386
Tulsa city, OK	401,352	Windsor town, CT	29,037
Tustin city, CA	80,007	Winnetka village, IL	12,504
Twin Falls city, ID	47,340	Winter Garden city, FL	40,799
Unalaska city, AK	4,809	Woodbury city, MN	67,648
University Heights city, OH	13,201	Woodinville city, WA	11,675
University Park city, TX	24,692	Wyandotte County, KS	163,227
Urbandale city, IA	42,222	Yakima city, WA	93,182
Vail town, CO	5,425	York County, VA	67,196
Ventura CCD, CA	115,218	Yorktown town, IN	11,200
Vernon Hills village, IL	26,084	Yorkville city, IL	18,691
Vestavia Hills city, AL	34,003	Yountville city, CA	2,978
Victoria city, MN	8,679		

Front Range Benchmark Comparisons

Table 162: 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	93%	9	25	Higher
Your neighborhood as a place to live	87%	10	24	Higher
Littleton as a place to raise children	88%	10	26	Much higher
Littleton as a place to retire	71%	6	27	Much higher
Littleton as a place to work	77%	6	26	Much higher
Overall quality of life in Littleton	92%	7	26	Much higher

Table 163: 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
Safety Downtown Littleton during the day	99%	2	17	Much higher
Safety Downtown Littleton at night	92%	3	5	Higher
Safety in neighborhood during the day	97%	11	20	Similar
Safety in neighborhood at night	83%	5	5	Much lower
Safety in parks, trails, natural open space areas	87%	5	5	Much lower

Table 164: 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	87%	9	22	Higher
Shopping opportunities	68%	9	22	Much higher
Job opportunities	45%	12	23	Similar
Historic preservation	81%	NA	NA	NA
Economic development	62%	6	14	Higher
Traffic flow	34%	15	20	Lower
Snow plowing	32%	22	23	Much lower
Parks and trails	89%	8	17	Similar
Recreation opportunities	83%	9	20	Higher
Open space areas	81%	6	13	Higher
Littleton Police Department	83%	12	25	Similar
Traffic enforcement	64%	12	23	Similar
Code enforcement	56%	9	23	Higher
Municipal Court	68%	4	9	Similar
Bemis Library	90%	8	16	Similar
Buck Recreation Center	87%	5	18	Much higher
City-sponsored special events	81%	4	13	Much higher

Table 165: 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	67%	11	23	Similar
Ease of traveling by bus (RTD)	54%	5	8	Similar
Ease of traveling by light rail	72%	2	15	Much higher
Ease of walking in the city	77%	7	22	Higher
Ease of traveling by bicycle	72%	8	22	Similar
Street maintenance	45%	16	23	Similar

Table 166: Police Services

Please rate the job the Littleton Police Department does at each of the following in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Crime prevention	83%	7	20	Higher

Table 167: Overall Service Quality

Overall, how would you rate the quality of services provided by the City of Littleton?	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 168: 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
The job the city government does at welcoming citizen involvement	61%	6	25	Higher
The value of services for the property taxes paid to Littleton	53%	12	22	Similar
The overall direction the city is taking	59%	13	22	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 population according to the American Community Survey 2012-2017 5-year estimates.

Adams County, CO	487,850	Highlands Ranch CDP, CO	105,264
Arapahoe County, CO	626,612	Lakewood city, CO	151,411
Aurora city, CO	357,323	Littleton city, CO	45,848
Boulder city, CO	106,271	Lone Tree city, CO	13,430
Broomfield city, CO	64,283	Longmont city, CO	91,730
Centennial city, CO	108,448	Louisville city, CO	20,319
Commerce City city, CO	52,905	Northglenn city, CO	38,473
Dacono city, CO	4,929	Parker town, CO	51,125
Denver city, CO	678,467	Pueblo city, CO	109,122
Englewood city, CO	33,155	Westminster city, CO	111,895
Erie town, CO	22,019	Wheat Ridge city, CO	31,162
Fort Collins city, CO	159,150	Windsor town, CO	23,386
Frederick town, CO	11,397		
Golden city, CO	20,365		
Greeley city, CO	100,760		

Appendix E: Survey Methodology

The City of Littleton 2020 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. The City of Littleton funded this research. Please contact Kelli Narde at the City of Littleton at (303) 734-8400 if you have any questions about the survey.

Survey Validity

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

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

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

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the

resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

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

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

Developing the Questionnaire

General resident surveys, such as this one, ask recipients for their perspectives on policy issues facing the city and their assessment of city service delivery, the quality of life in the city and their use of city amenities. The 2020 survey instrument for Littleton was developed through an iterative process that started with the 2018 resident survey. Some questions were eliminated and approximately one page of new questions was 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 six-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. A list of all households within the zip codes serving Littleton was purchased from Go-Dog Direct based on updated listings from the USPS.

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 URL to an online version of the survey where respondents could complete it, if they preferred.

The mailings were sent beginning January 6, 2020 and completed surveys were collected over five weeks. About 6% 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 2,819 households, 703 completed the survey (including 103 via the web), providing an overall response rate of 25%. Additionally, response rates for each Council District and ranged from 20% to 32%.

The response rates were calculated using AAPOR's response rate #2[2] for mailed surveys of unnamed persons. The response rates appear in Table 169.

Table 169: Survey Response Rates by Council District

	District 1	District 2	District 3	District 4	Overall
Total sample used	862	764	621	753	3,000
I=Complete Interviews	178	134	186	184	682
P=Partial Interviews	8	5	6	2	21
R=Refusal and break off	0	0	0	0	0
NC=Non Contact	0	0	0	0	0
O=Other	0	0	0	0	0
UH=Unknown household	0	0	0	0	0
UO=Unknown other	600	551	414	551	2,116
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	24%	20%	32%	25%	25%

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 2020 Resident Survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (703 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.

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[2] See AAPOR's Standard Definitions here: http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx for more information

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.

NRC used Survey Gizmo, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into the system so respondents are automatically "skipped" to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered). 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 2017 5-year Estimates. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The variables used for weighting were respondent gender, age, tenure (rent or own), housing unit type (attached or detached), and ethnicity. No adjustments were made for design effects. The results of the weighting scheme are presented in the table on the following page.

Table 170: Littleton Resident Survey Weighting Table

Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	39%	21%	38%
Own home	61%	79%	62%
Detached unit[2]	54%	64%	54%
Attached unit[2]	46%	36%	46%
Race and Ethnicity			
White	91%	92%	87%
Not white	9%	8%	13%
Not Hispanic	90%	96%	90%
Hispanic	10%	4%	10%
Sex and Age			
Female	52%	59%	52%
Male	48%	41%	48%
18-34 years of age	26%	9%	25%
35-54 years of age	37%	26%	37%
55+ years of age	36%	66%	38%
Females 18-34	13%	5%	15%
Females 35-54	19%	15%	19%
Females 55+	20%	38%	18%
Males 18-34	14%	3%	11%
Males 35-54	18%	10%	18%
Males 55+	16%	28%	19%
Council District[3]			
District 1	26%	26%	26%
District 2	24%	20%	25%
District 3	23%	27%	25%
District 4	27%	26%	24%

[1] Source: 2010 Census
[2] ACS 2017 5-year estimates
[3] Source: List of randomly selected households identified as in the City boundaries, purchased November 2019.

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 A: Responses to Survey Questions* and is discussed in the body of this report if it is 30% 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. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Appendix F: Survey Materials

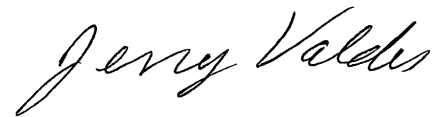The following pages contain the mailing materials and survey instrument for the 2020 Resident Survey.

Dear Littleton Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about the City of Littleton. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,

Jerry Valdes

Jerry Valdes, Mayor
City of Littleton

Littleton *Colorado*

2255 W. Berry Ave. • Littleton, CO 80120

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

Littleton *Colorado*

2255 W. Berry Ave. • Littleton, CO 80120

Littleton *Colorado*

2255 W. Berry Ave. • Littleton, CO 80120

Littleton *Colorado*

2255 W. Berry Ave. • Littleton, CO 80120

Dear City of Littleton Resident:

Please help us shape the future of Littleton! You have been selected at random to participate in the 2020 Littleton Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed.

City leaders have used previous survey results to make a number of improvements in the community. We're investing more money in street maintenance, adopted the Envision Littleton Comprehensive Plan and first-ever Transportation Master Plan, and we've made great strides in promoting Littleton as an attractive community for visitors, events, businesses, and more.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at (please be sure to type the address exactly as it appears here):**

If you have any questions about this survey, please contact Kelli Narde, Director of Communications, at (303) 795-3733.

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

Sincerely,

Jerry Valdes

Jerry Valdes
Mayor

Dear City of Littleton Resident:

Here's a second chance if you haven't already responded to the 2020 Littleton Resident Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)** Please help us shape the future of Littleton! You have been selected at random to participate in the 2020 Littleton Resident Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed.

City leaders have used previous survey results to make a number of improvements in the community. We're investing more money in street maintenance, adopted the Envision Littleton Comprehensive Plan and first-ever Transportation Master Plan, and we've made great strides in promoting Littleton as an attractive community for visitors, events, businesses, and more.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at (please be sure to type the address exactly as it appears here):**

If you have any questions about this survey, please contact Kelli Narde, Director of Communications, at (303) 795-3733.

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

Sincerely,

Jerry Valdes

Jerry Valdes
Mayor

City of Littleton 2020 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 <u>up to three</u> 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 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
City-sponsored special events	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
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. If you had contact with the City of Littleton Police Department, please indicate about how many times you've been in contact over the last 12 months.

❍ Zero times (go to question 14)   ❍ 1-2 times   ❍ 3-5 times   ❍ 6-8 times   ❍ 9 or more times

13. Based on your most recent contact with a member of the Littleton Police Department, please rate each of the following aspects of the employee with whom you had contact.

	Excellent	Good	Fair	Poor	Don't know
Fairness	1	2	3	4	5
Responsiveness to requests and/or needs	1	2	3	4	5
Level of interest in addressing your concerns	1	2	3	4	5
Helpfulness	1	2	3	4	5
Courteousness	1	2	3	4	5
Knowledge	1	2	3	4	5
Timeliness of handling the situation	1	2	3	4	5
Use of force in fair and effective way	1	2	3	4	5
Resolution of concerns	1	2	3	4	5
Overall impression of staff members	1	2	3	4	5

14. Please rate the job the Littleton Police Department does at each of the following in Littleton.

	Excellent	Good	Fair	Poor	Don't know
Crime prevention	1	2	3	4	5
Crime solving	1	2	3	4	5
Maintaining public order	1	2	3	4	5
Providing public information and education	1	2	3	4	5
Protecting individual civil rights	1	2	3	4	5
Assisting fire responders with disasters	1	2	3	4	5

15. Please rate the Littleton Police Department on the following.

	Excellent	Good	Fair	Poor	Don't know
Being trustworthy	1	2	3	4	5
Acting in the best interest of the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Being sensitive to residents' concerns	1	2	3	4	5
Responding to citizens' emergency calls for service	1	2	3	4	5
Caring about the well-being of the people they deal with	1	2	3	4	5
Working with people in your neighborhood to solve neighborhood problems	1	2	3	4	5
Communicating regularly with community members (e.g., websites, emails or public meetings)	1	2	3	4	5
Inviting community members to provide input (e.g., comments, suggestions and concerns)	1	2	3	4	5

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

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

17. **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

18. **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

19. **Envision Littleton is the City's Comprehensive Plan, which was a community driven process to plan for the next 20 years and was adopted by City Council in October 2019. The unifying vision for 2040 includes the following six elements. 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
Maintaining the integrity of its established neighborhoods and historic areas	1	2	3	4
Protecting the cherished natural setting in harmony with new development and redevelopment	1	2	3	4
Ensuring reinvestment in the community has met local expectations for quality and compatibility with its surroundings	1	2	3	4
Making itself safer and more accessible for all the ways that people navigate through and within Littleton	1	2	3	4
Achieving a higher standard for cleanliness and remaining a place with strikingly beautiful vistas	1	2	3	4
Securing the long-term sustainability of city finances to continue providing its citizens the best in public services	1	2	3	4

20. **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	❍

21. Please indicate how much of a priority, if at all, you think it is for the City of Littleton Police Department to focus resources on each of the following areas in the next two years.

	High priority	Medium priority	Low priority	Not a priority	Don't know
Traffic issues/residential speeding	1	2	3	4	5
Vandalism/graffiti	1	2	3	4	5
Fraud/identity theft	1	2	3	4	5
School safety (bullying, fighting, weapons)	1	2	3	4	5
Homeless/transient-related issues	1	2	3	4	5
Gang activity	1	2	3	4	5
Violent crimes	1	2	3	4	5
Property crimes	1	2	3	4	5
Hate crimes	1	2	3	4	5
Disorderly conduct/public intoxications/noise violations	1	2	3	4	5
Disorderly youth/underage drinking	1	2	3	4	5
Drug abuse (manufacture, sale, or use of illegal/prescription drugs)	1	2	3	4	5

22. 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

23. A three-quarters of a cent sales and use tax increase will generate approximately $9.1 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

24. 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

25. 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: _____

26. **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
Littletongov.org (official city website)	1	2	3
Openlittleton.org (citizen engagement website)	1	2	3
Littletonrocks.com (events website)	1	2	3
go2littleton.com (economic development website)	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 ❍ 11-15 years
❍ 1-5 years ❍ More than 15 years
❍ 6-10 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 ❍ $75,000 to $99,999
❍ $25,000 to $34,999 ❍ $100,000 to $149,999
❍ $35,000 to $49,999 ❍ $150,000 to $199,999
❍ $50,000 to $74,999 ❍ $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**

Littleton

Colorado