

Littleton, CO

2014 Resident Survey

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Executive Summary

Survey Background and Methods

The Littleton Resident Survey is an important source of context for decision making by the city. It brings the voice of people from across the community to city staff and officials. The 2014 survey is the second of Littleton residents which provides valuable data on how the quality of city services is perceived and how residents view their community in general. It also provides a way to assess the community's level of support for or the importance of potential changes in programs or policies. The baseline survey was conducted in 2012.

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

A representative sample of 3,000 residential addresses within the city boundaries was mailed the survey in late September of 2014. Of the 3,000 surveys mailed, 109 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,891 households that received a survey, 683 completed the survey providing a response rate of 24%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval is no greater than plus or minus four percentage points around any given percent for the entire sample (683 surveys).

Survey Highlights

Littleton residents continue to experience a high quality of life, citing the location, sense of safety and neighborhoods as reasons for living in the city.

- More than 9 in 10 residents rated their overall quality of life in Littleton positively, a rating that was similar to 2012 and much higher than ratings given by residents in other communities nationally and in Colorado's Front Range.
- Other aspects of community quality, including the city as a place to live, raise children, and neighborhood as a place to live, received excellent or good evaluations from at least 9 in 10 respondents. These ratings tended to be above the national and Front Range benchmark comparisons.
- When asked to indicate their reasons for living in Littleton, the most frequently mentioned responses included the location in general, feelings of safety and neighborhoods. These also were the top three responses in 2012.
- Not only do the majority of residents feel safe Downtown and in their neighborhoods during the day and at night, nearly all agreed that the statements “the city is a safe community” and “the city has a low crime rate” describe the City of Littleton.

While residents appreciate the public transportation options in Littleton, many are concerned about traffic congestion and street maintenance.

- Littleton light rail stations, ease of traveling by light rail and ease of walking in the city received excellent or good ratings from at least 8 in 10 respondents. Ratings for the ease of light rail travel improved from 2012 to 2014 and, where comparisons were available, ratings for the various aspects of transportation were higher than the national benchmark.
- Traffic flow in Littleton received a lower rating in 2014 compared to 2012 and was rated similar to the national benchmark but below the Front Range.
- The quality of street maintenance also received a lower rating in 2014 than in 2012, but was rated higher than the national and Front Range benchmarks.
- Survey respondents were asked to evaluate the quality and importance of 34 city-provided services. An analysis was conducted using the quality and importance ratings to identify those services that were deemed more important but of lower quality by residents. In both 2012 and 2014, public transit services and traffic flow fell into the category of lower quality but higher importance. Services falling into this category are those to which attention should be given first to investigate any needed changes in service delivery.
- Residents were asked the extent to which they agreed or disagreed that various statements described the city. Residents voiced the least amount of agreement with the statement “traffic flows well on city streets.” Although about 7 in 10 residents still agreed with this statement, fewer residents in 2014 than in 2012 agreed.
- When asked to indicate the three most pressing issues facing the community in the next two years, traffic in general (40% of respondents selected this option) and street maintenance (28%) were among the top five most frequently mentioned issues. More respondents in 2014 than in 2012 selected these as the most pressing issues facing the city.

Although survey respondents are generally happy with the quality of City of Littleton services, they are less satisfied with the local government’s performance.

- Ninety percent of respondents in 2014 gave positive ratings to the overall quality of city services, ratings that were similar to 2012 and much higher than other communities across the nation and in the Front Range.
- At least half of residents gave excellent or good ratings to the various aspects of government performance, with the highest ratings given to the direction the city is taking with respect to open space, trails and parks (86% excellent or good) and the quality of work provided by city employees (77%). These ratings were similar across the two survey administrations.
- However, of the 17 aspect of government performance asked about on the survey, 11 saw a significant decline in the proportion of respondents giving a positive response. The following aspects saw an 11% drop, on average, in excellent or good ratings from 2012 to 2014: opportunities to participate in city government decisions, Littleton’s elected officials’ consideration of what people like me think, Littleton’s government as an example of how best to provide services, the city manager’s management of city operations and a city government that is run efficiently.
- When compared to the benchmarks, ratings of Littleton government performance were mixed. The overall direction the city is taking and the job the city government does at welcoming citizen involvement were rated higher than both benchmarks, the value of services for the property taxes paid to Littleton was rated similar but Littleton’s elected officials’ consideration of what people like me think was rated below the national and Front Range comparisons.

Survey respondents feel the redevelopment of aging shopping centers is an important focus for the city in the coming years and support the city using urban renewal to finance commercial projects.

- When asked to indicate the importance of potential projects in Littleton over the next five to eight years, taking an active role in the redevelopment of aging shopping centers and the redevelopment of older neighborhoods were deemed the most important (71% and 62% felt these were essential or very important, respectively). These also were the top two potential projects in 2012.
- Aging or outdated commercial areas was identified as the second most pressing issue facing Littleton in the next two years (31% of residents selected this as one of the three most pressing issues).
- Economic development and shopping opportunities were two services or characteristics in Littleton that were deemed of higher importance but lower quality. These areas are those that residents have identified as needing attention and, as such, the City might wish to investigate any needed improvements or changes.
- Two-thirds of respondents said they were not at all familiar with the city's urban renewal authority (LIFT, Littleton Invests For Tomorrow), while about one-third indicated they were somewhat familiar and only 6% said they were very familiar.
- However, when asked the extent to which they supported or opposed the city using urban renewal to finance commercial projects, 30% of respondents strongly supported this initiative and 47% somewhat supported it.

Background and Methods

Survey Purpose

The City of Littleton contracted with National Research Center, Inc. (NRC) to conduct its second iteration of a community-wide resident survey, with the baseline survey administered in 2012. The Littleton Resident Survey serves as a consumer report card for the city by providing residents the opportunity to rate city services, local government, community amenities and the quality of life in the city. The survey also gives residents the opportunity to provide feedback to the city on what is working well and what is not, and to communicate their priorities for community planning and resource allocation.

The focus on the quality of service delivery and the importance of services helps council, staff and the public to set priorities for budget decisions and lays the groundwork for tracking community opinions about the core responsibilities of Littleton city government, helping to assure maximum service quality over time.

This type of survey addresses the key services that local governments provide to create a quality community. It is akin to private sector customer surveys that are used regularly by many corporations to monitor where there are weaknesses in product or service delivery before customers defect to competition or before other problems from dissatisfied customers arise. Because a survey such as this generally measures resident perceptions of services and the community, it is a different window into performance than customary tracking of service delivery response times or other observable conditions. The 2014 survey results provide the start of a valuable trend line of data for tracking resident opinions over time, with comparisons to the baseline results from 2012.

Survey Methods

The 2014 survey was mailed to 3,000 randomly selected Littleton households at the end of September 2014. 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 2014 survey, a letter from the Mayor explaining the study and a postage-paid pre-addressed envelope in which to return the completed survey. The cover letter included a link to the web survey for those who preferred to complete the survey online. The same packet was sent to selected households one week after the first packet. Completed surveys were collected over a six week period. Of the 3,000 households selected to receive a survey, 109 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. A total of 683 residents completed a survey for a response rate of 24%. Typical response rates for general resident surveys range from 20% to 35%.

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

How the Results Are Reported

For the most part, the full set of frequencies or the “percent positive” are presented in the body and narrative of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree,” “essential” and “very important,” etc.).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix A: Responses to Survey Questions* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of rounding values to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95% confidence interval for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (683 completed surveys).

Comparing Survey Results by Respondent Subgroups

Selected survey results were compared to certain demographic characteristics of survey respondents as well as the city council district of residence, and are discussed throughout the body of the report. These crosstabulations are presented in tabular form in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*, and where differences between subgroups are statistically significant, the results in these tables are shaded grey.

Comparing Survey Results over Time

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

Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

Jurisdictions to which Littleton is compared can be found in *Appendix C: Detailed Benchmark Comparisons*. National and Front Range benchmark comparisons have been provided when similar questions on the Littleton survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Additional information on NRC’s benchmarking database can be found in *Appendix C: Detailed Benchmark Comparisons*.

Where comparisons for quality ratings were available, the City of Littleton's results were generally noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Littleton's rating to the benchmark where a rating is considered "similar" if it is within the margin of error (less than three points on the 100-point scale); "above" or "below" if the difference between Littleton's rating and the benchmark is greater than the margin of error (greater than three points but less than six points); and "much above" or "much below" if the difference between Littleton's rating and the benchmark is more than twice the margin of error (six points or greater). Comparison data for a number of items on the survey is not available in the benchmark database (e.g., some of the city services or aspects of government performance). These items are excluded from the benchmark tables.

Resident Survey Results

Quality of Life and Community

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

Aspects of Quality of Life

In 2014, almost all survey respondents gave positive reviews to their overall quality of life in Littleton, with 43% saying it was excellent and 51% saying it was good. Five percent of respondents felt it was fair and only 1% said it was poor. This rating was similar to ratings given in 2012. When compared to other communities across the nation and in the Front Range, Littleton residents gave ratings to the overall quality of life that were higher (see *Appendix C: Detailed Benchmark Comparisons*).

Select survey results were compared by respondent characteristics and council district of residence. Residents who had lived in the community 10 years or less, those who owned their homes and those with household incomes greater than \$25,000 tended to give more positive evaluations to the overall quality of life in Littleton than did their counterparts (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Survey respondents living in council district 2 tended to give lower ratings to the overall quality of life than did those in other districts.

Figure 1: Ratings of Overall Quality of Life, 2014

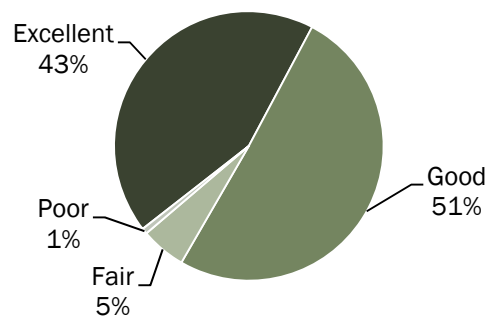
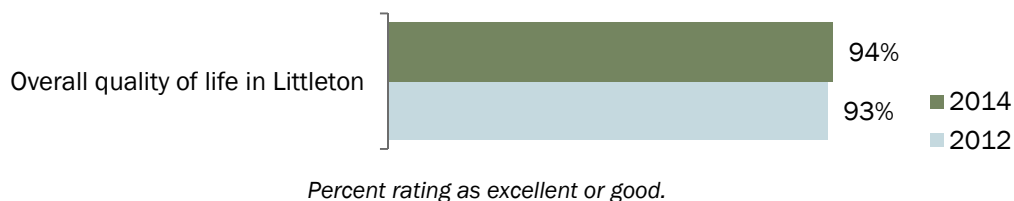


Figure 2: Ratings of Overall Quality of Life Compared by Year

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

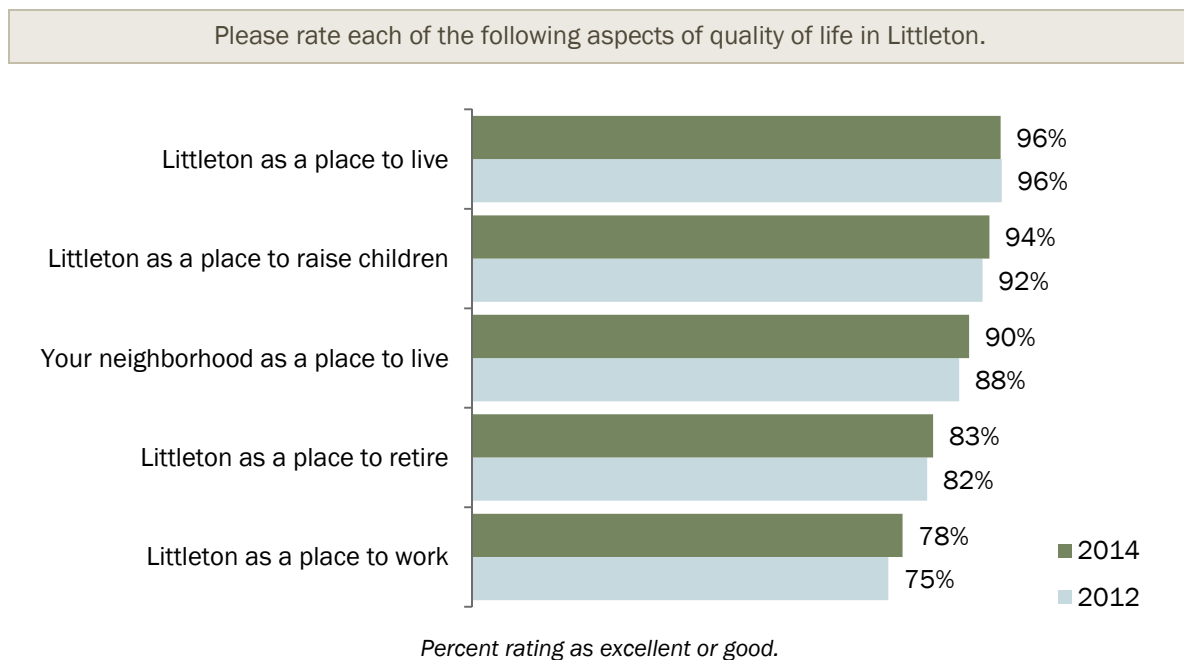


At least three-quarters of residents gave positive ratings to the other aspects of quality of life in Littleton, including the city as a place to live (96% excellent or good), as a place to raise children (94%) and neighborhood as a place to live (90%). Evaluations remained stable over time and were higher than ratings given by residents in other communities across the U.S. and in the Front Range (*Appendix C: Detailed Benchmark Comparisons*).

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

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

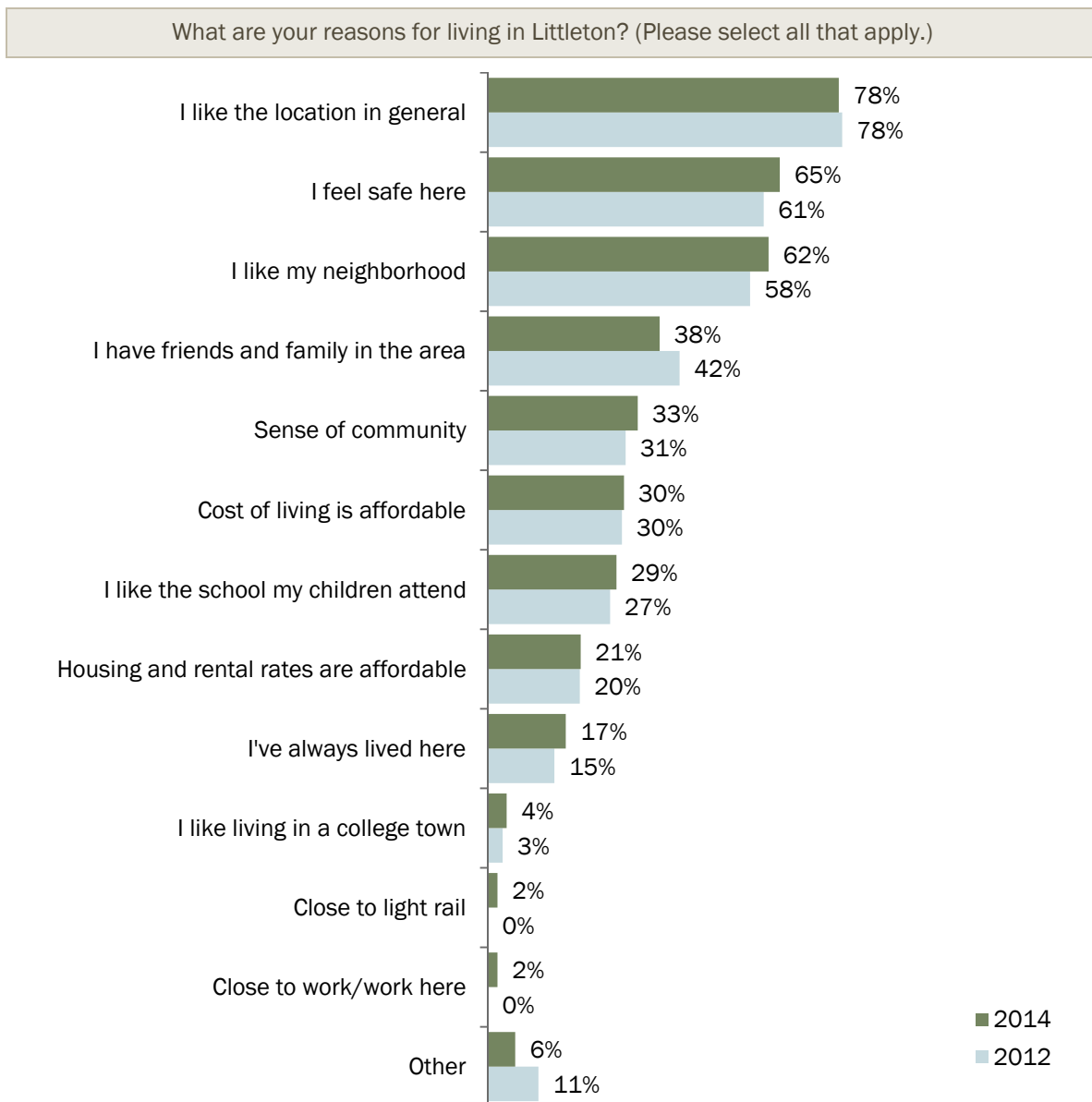
Figure 3: Ratings of Community Quality Compared by Year



Living in Littleton

As in 2012, the 2014 survey asked residents to indicate their reasons for living in Littleton. Overall, the relative order of the reasons selected remained the same from 2012 to 2014, with the most frequently mentioned reasons including liking the location in general (78%), feeling safe (65%) and liking their neighborhood (62%). Less than 4 in 10 respondents selected the other options as reasons why they lived in Littleton. Six percent of respondents wrote in some “other” reason for living in Littleton. These verbatim responses can be found in *Appendix B: Verbatim Responses to Open-ended Survey Questions*.

Figure 4: Reasons for Living in Littleton Compared by Year



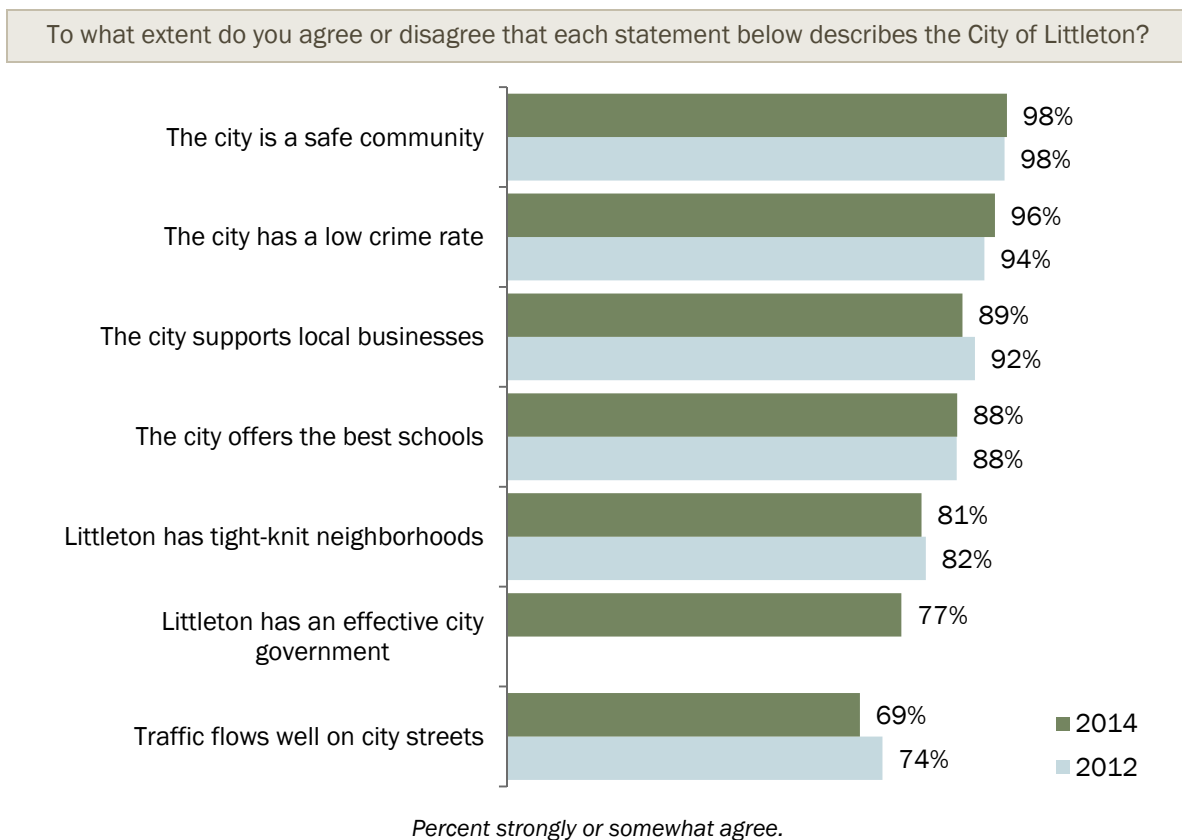
“Close to light rail” and “close to work/work here” were not response options included on the survey but were written in as an “other” reason by a number of respondents so a new response category was created.
Total may exceed 100% as respondents could choose more than one answer.

Community Attributes

Littleton residents were provided seven different statements that potentially described the community and asked the extent to which they agreed or disagreed with each. At least 7 in 10 respondents agreed with each statement. Almost all respondents agreed that the city is a safe community and has a low crime rate (98% and 96% strongly or somewhat agree, respectively). Residents were less likely to agree that traffic flows well on city streets, a rating that declined from 2012 to 2014 (from 74% agree to 69%). Levels of agreement with the other statements remained the same between survey administrations.

More than one-quarter of respondents selected “don’t know” when assessing their level of agreement with the statements “the city offers the best schools” and “Littleton has an effective city government.” A full set of responses, including “don’t know,” can be found in *Appendix A: Responses to Survey Questions*.

Figure 5: Community Characteristics Compared by Year

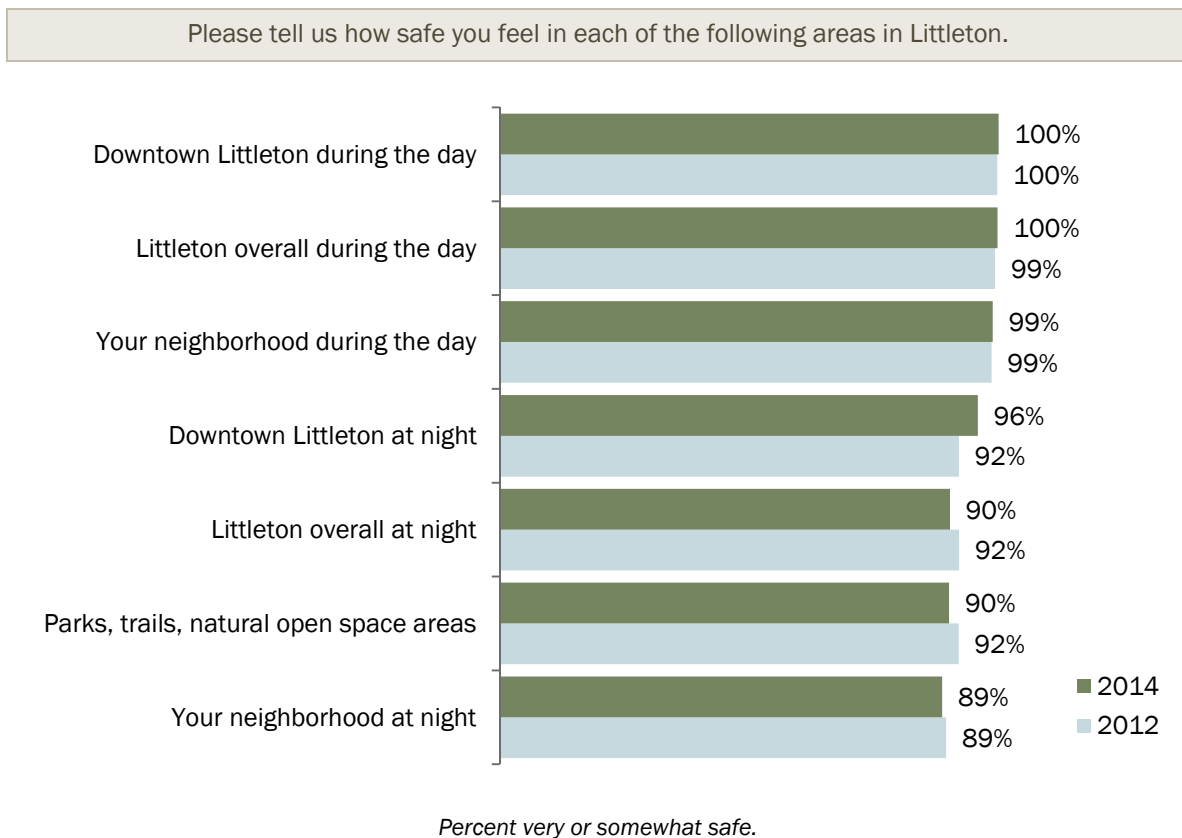


Safety in Littleton

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

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

Figure 6: Ratings of Safety in Littleton Compared by Year

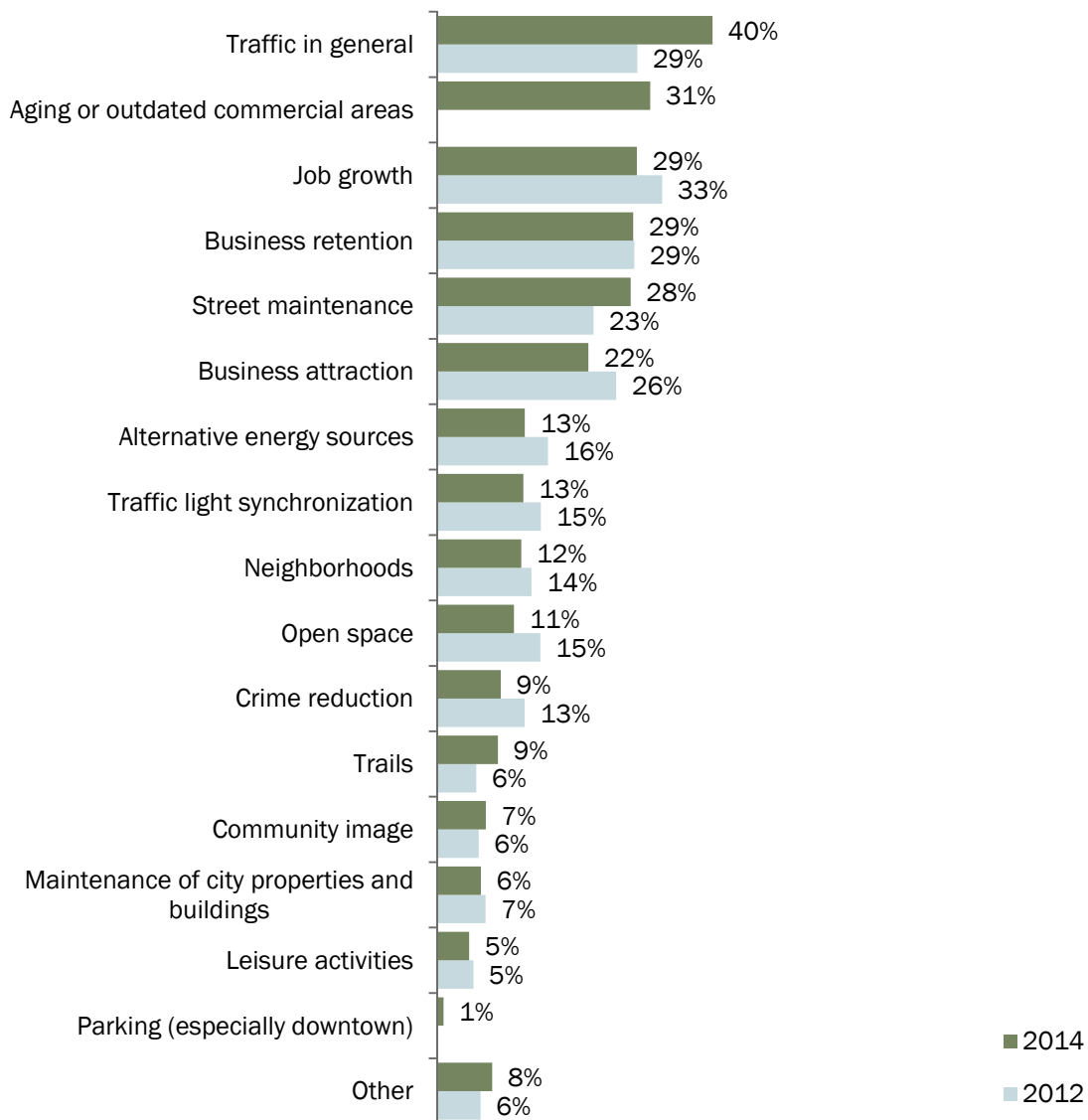


Most Pressing Issues Facing the City

Survey respondent identified the traffic in general (40%), aging or outdated commercial areas (31%), job growth (29%) , business retention (29%) and street maintenance (28%) as the most pressing issues facing Littleton over the next two years. A much larger proportion of residents selected traffic as the most pressing issue in 2014 compared to 2012; street maintenance also was more of a concern in 2014 than in 2012. Assessments of the other potential issues remained stable over time. Eight percent of respondents wrote in an “other” issue (see *Appendix B: Verbatim Responses to Open-ended Survey Questions*).

Figure 7: Most Pressing Issues in Littleton Compared by Year

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



“Parking (especially downtown)” was not a response option included on the survey but was written in as an “other” reason by a number of respondents so a new response category was created.

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

Promoting the Community

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

About two-thirds of survey respondents felt that it was important to shop locally in Littleton and about three-quarters said it was essential or very important for the city to promote itself as a location for business, shopping, recreation and entertainment. Ratings given in 2014 were similar to those given in 2012.

When compared by respondent characteristics, younger residents (18-34) and females were more likely to feel that promoting Littleton was essential or very important than were those who were older and males (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Ratings of importance were similar across council districts.

Figure 8: Importance of Shopping in Littleton Compared by Year

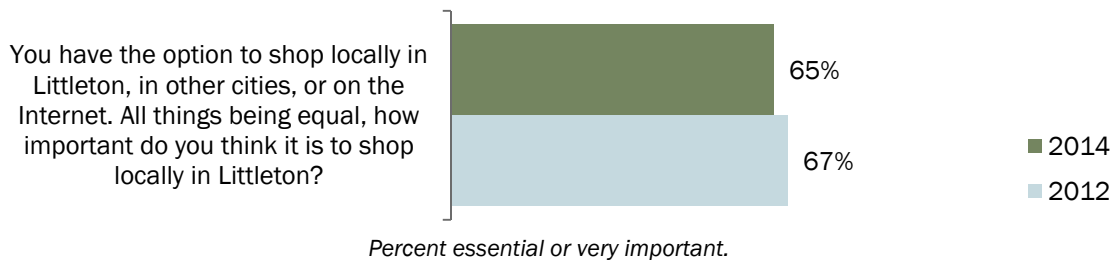
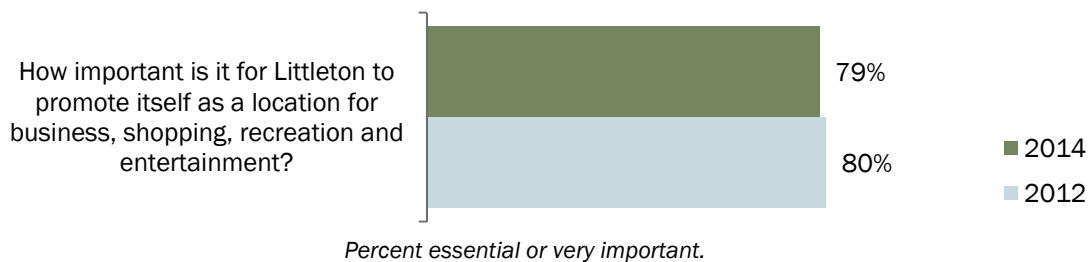


Figure 9: Importance of Marketing Littleton Compared by Year



City Services

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

Overall Quality of Services

One-quarter of respondents felt the overall quality of city services was excellent and another two-thirds felt it was good. Nine percent said the overall quality of services was fair and only 1% said it was poor. These ratings were similar to what was observed in 2012 and, when compared to the national and Front Range benchmarks, Littleton residents gave evaluations that were much higher (see *Appendix C: Detailed Benchmark Comparisons*).

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

Figure 10: Ratings of Overall Service Quality, 2014

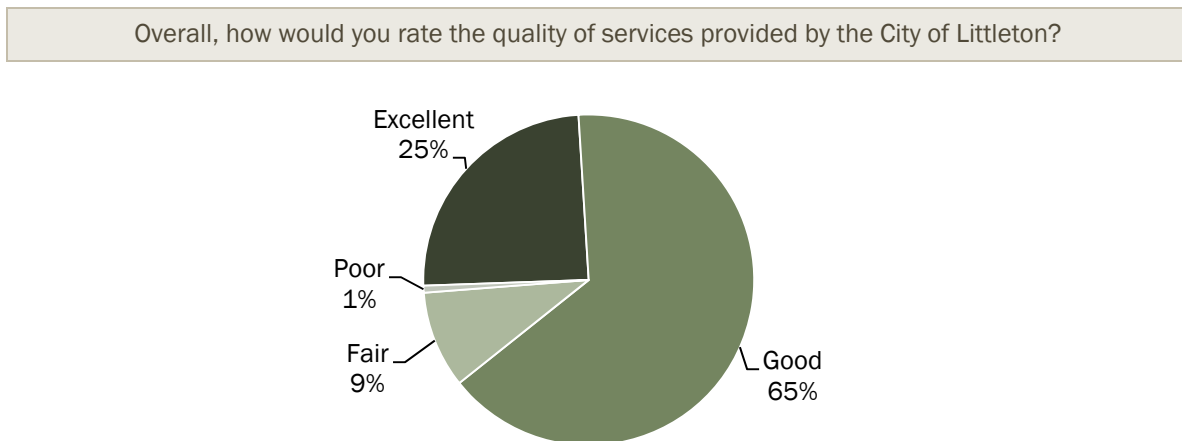
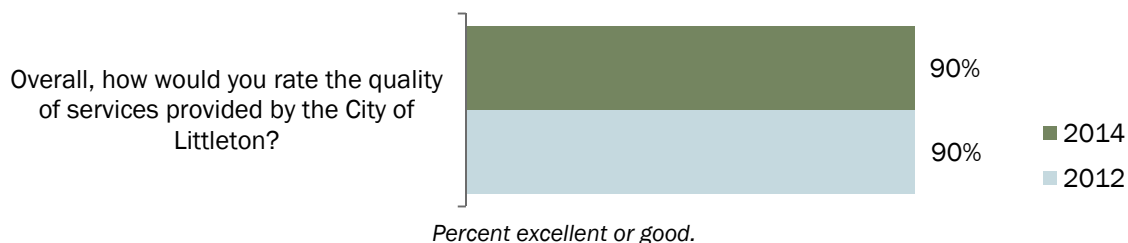


Figure 11: Ratings of Overall Service Quality Compared by Year



City Service Quality and Importance

Survey respondents were asked to evaluate the quality and importance of 34 services provided by the City of Littleton. Overall, a majority of respondents gave favorable ratings to the quality of most services. The most positive quality ratings were awarded to the Littleton Museum (92% excellent or good), Littleton Fire Rescue (92%), parks and trails (91%) and South Platte Park (91%). Less than half of respondents gave excellent or good reviews to job opportunities (38%), Downtown parking (36%) and affordable child care (35%); at least one in five felt the quality of these services was poor.

Compared to 2012, most service ratings in 2014 were similar. However, increases were observed for the quality of leaf and tire recycling and snow plowing, while decreases were seen in ratings for traffic flow, affordable child care, the Littleton Police Department and the Candlelight Walk.

Where comparisons were available to other communities across the nation and in the Front Range, Littleton residents provided ratings that were above or similar to benchmark ratings. However, lower ratings were given by Littleton residents for affordable child care and Downtown parking compared to the nation and Front Range (see *Appendix C: Detailed Benchmark Comparisons*).

For 24 of the 34 services, between 20% and 70% of respondents selected “don’t know” when rating the quality of the services. (The full set of responses, including “don’t know,” can be found in *Appendix A: Responses to Survey Questions*.)

Comparing quality ratings of city services by resident demographic characteristics and council district, ratings of shopping and job opportunities, code enforcement, the municipal court and leaf and tire recycling services tended to increase as household income decreased. Littleton residents who live in council district 2 were less likely to give favorable ratings to the appearance of the city, historic preservation, open space areas and environmental sustainability measures than those respondents living in other districts (see *Appendix E: Comparisons of Select Survey Results by Respondent Subgroups*).

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

Please rate the quality of each of the following in Littleton: (Percent excellent or good)	2014	2012
Littleton Museum	92%	89%
Littleton Fire Rescue	92%	91%
Parks and trails	91%	91%
South Platte Park	91%	90%
Hudson Gardens	90%	90%
Appearance of city	90%	89%
Bemis Library	90%	89%
Buck Recreation Center	89%	91%
Carson Nature Center	88%	86%
4th of July Family Festival/Fireworks show	84%	82%
Recreation opportunities	83%	81%
Summer Clean Up Program	83%	80%
Town Hall Arts Center	83%	83%
Open space areas	83%	85%
Leaf and tire recycling	83%	77%
Historic preservation	82%	84%
Household Haz Mat Roundup	80%	76%
Littleton Police Department	79%	84%
Public transit services	78%	74%
Candlelight Walk	77%	85%
Passport services	72%	72%
Online payments of fines and services	71%	75%
Municipal Court	71%	75%
Traffic enforcement	70%	74%
Environmental sustainability	66%	67%
City management	65%	NA
Code enforcement	63%	66%
Shopping opportunities	63%	64%
Economic development	60%	58%
Snow plowing	58%	50%
Traffic flow	51%	59%
Job opportunities	38%	34%
Downtown parking	36%	37%
Affordable child care	35%	44%

A majority of residents felt most of the 34 city-provided services were essential or very important. Safety-related services (police and fire) were deemed the most important by 9 in 10 respondents, followed by the appearance of the city (88%) and traffic flow (87%). Online payments of fines and services, the Candlelight Walk and passport services were among the less important services; about half rated these as essential or very important.

While the importance ratings of many of the services stayed the same across survey administrations, some differences were observed. The following services saw an increase in ratings of importance: shopping opportunities, Littleton Museum, passport services, Downtown parking, South Platte Park, recreation opportunities and municipal court. Job opportunities, traffic enforcement and leaf and tire recycling saw declines in importance ratings.

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

Please rate how important, if at all, each is to you. (Percent essential or very important)	2014	2012
Littleton Fire Rescue	92%	96%
Littleton Police Department	91%	95%
Appearance of city	88%	90%
Traffic flow	87%	85%
Parks and trails	86%	83%
Snow plowing	86%	86%
City management	86%	NA
Bemis Library	82%	82%
Economic development	81%	82%
Recreation opportunities	81%	75%
Open space areas	80%	76%
South Platte Park	78%	73%
Buck Recreation Center	77%	75%
Municipal Court	77%	71%
Public transit services	77%	77%
Shopping opportunities	73%	68%
Environmental sustainability	73%	75%
Littleton Museum	72%	67%
Summer Clean Up Program	70%	72%
Traffic enforcement	69%	75%
Household Haz Mat Roundup	69%	72%
Downtown parking	68%	63%
Hudson Gardens	67%	63%
Job opportunities	67%	74%
Carson Nature Center	66%	62%
Code enforcement	66%	69%
Leaf and tire recycling	66%	71%
Historic preservation	65%	62%
Affordable child care	58%	58%
4th of July Family Festival/Fireworks show	58%	57%
Town Hall Arts Center	56%	57%
Online payments of fines and services	53%	52%
Candlelight Walk	51%	47%
Passport services	48%	43%

Balancing Quality and Importance

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

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

Ratings of importance were compared to ratings of quality for all services (see Figure 14 on the next page). Services were classified as “more important” if they were rated as “essential” or “very important” by 72% or more of respondents. Services were rated as “less important” if they received a rating of less than 72%. Services receiving quality ratings of “excellent” or “good” by 80% or more of respondents were considered of “higher quality” and those with ratings lower than 80% positive (or at least “good”) were considered to be of “lower quality.” This classification created four quadrants based on the ratings of quality and importance for each service. The services falling into each quadrant are listed in Figure 14 on page 19. The four figures that follow Figure 14 display the services in each quadrant and show the relative placement of each.

Typically, services that are rated relatively higher in importance, lower in quality (Figure 15) represent potential areas of improvement for the city. In 2014, these included: City management, economic development, environmental sustainability, Littleton Police Department, Municipal court, public transit services, shopping opportunities, snow plowing and traffic flow. Snow plowing was rated below the national benchmark and similar to the Front Range, while traffic flow was rated similar to the nation and below the Front Range. These two services might be areas city officials first wish to target.

Higher importance and higher quality services (Figure 16) include: appearance of city, Bemis Library, Buck Recreation Center, Littleton Fire Rescue, Littleton Museum, open space areas, parks and trails, recreation opportunities and South Platte Park.

Lower importance and higher quality services (Figure 17) include: 4th of July Family Festival/Fireworks show, Carson Nature Center, historic preservation, Household Haz Mat Roundup, Hudson Gardens, leaf and tire recycling, Summer Clean Up Program and the Town Hall Arts Center.

Lower importance and lower quality services (Figure 18) include: affordable child care, Candlelight Walk, code enforcement, Downtown parking, job opportunities, online payments of fines and services, passport services and traffic enforcement.

Figure 14: Comparison of Quality and Importance Ratings

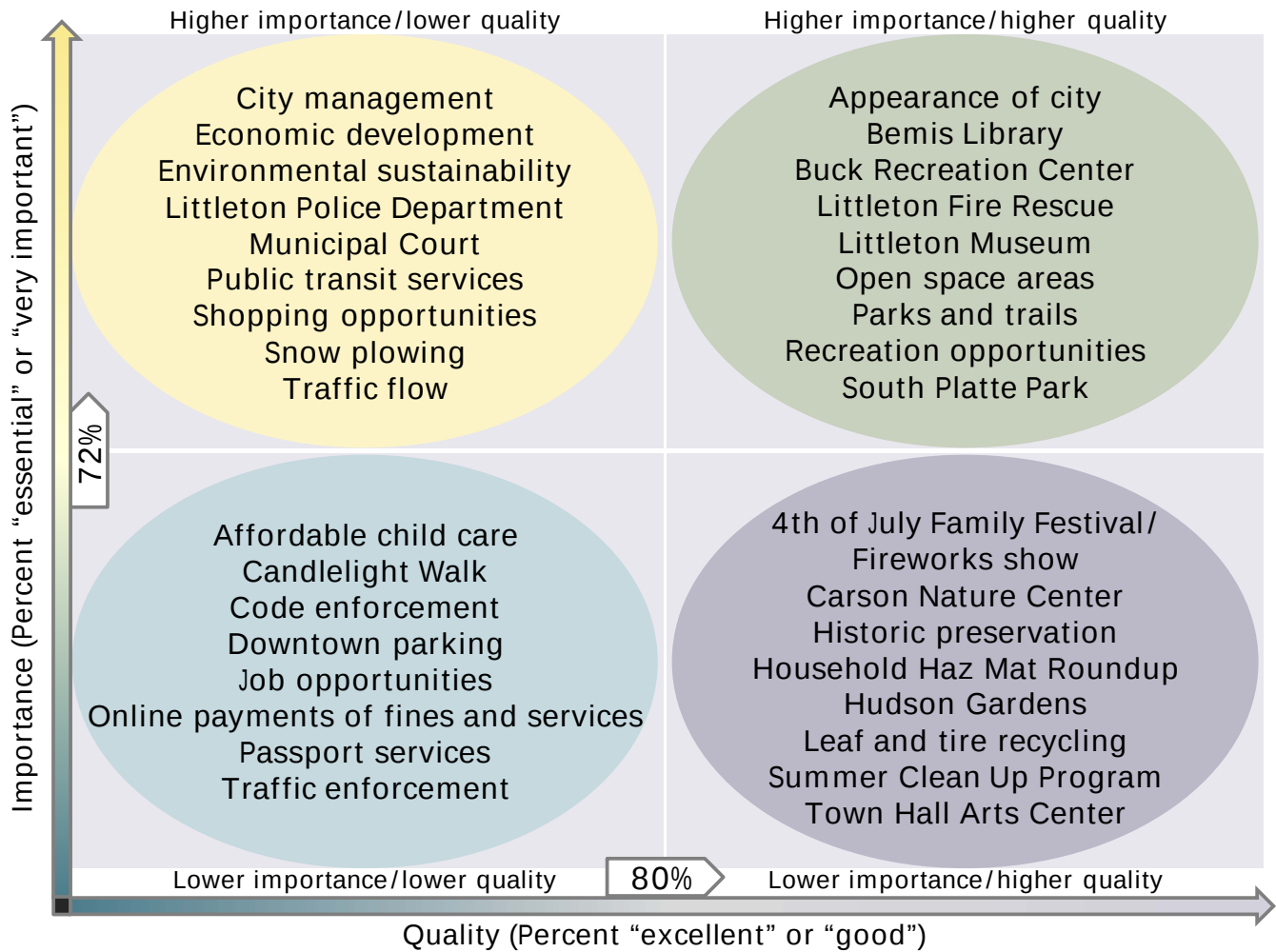


Figure 15: Services Rated Higher in Importance and Lower in Quality

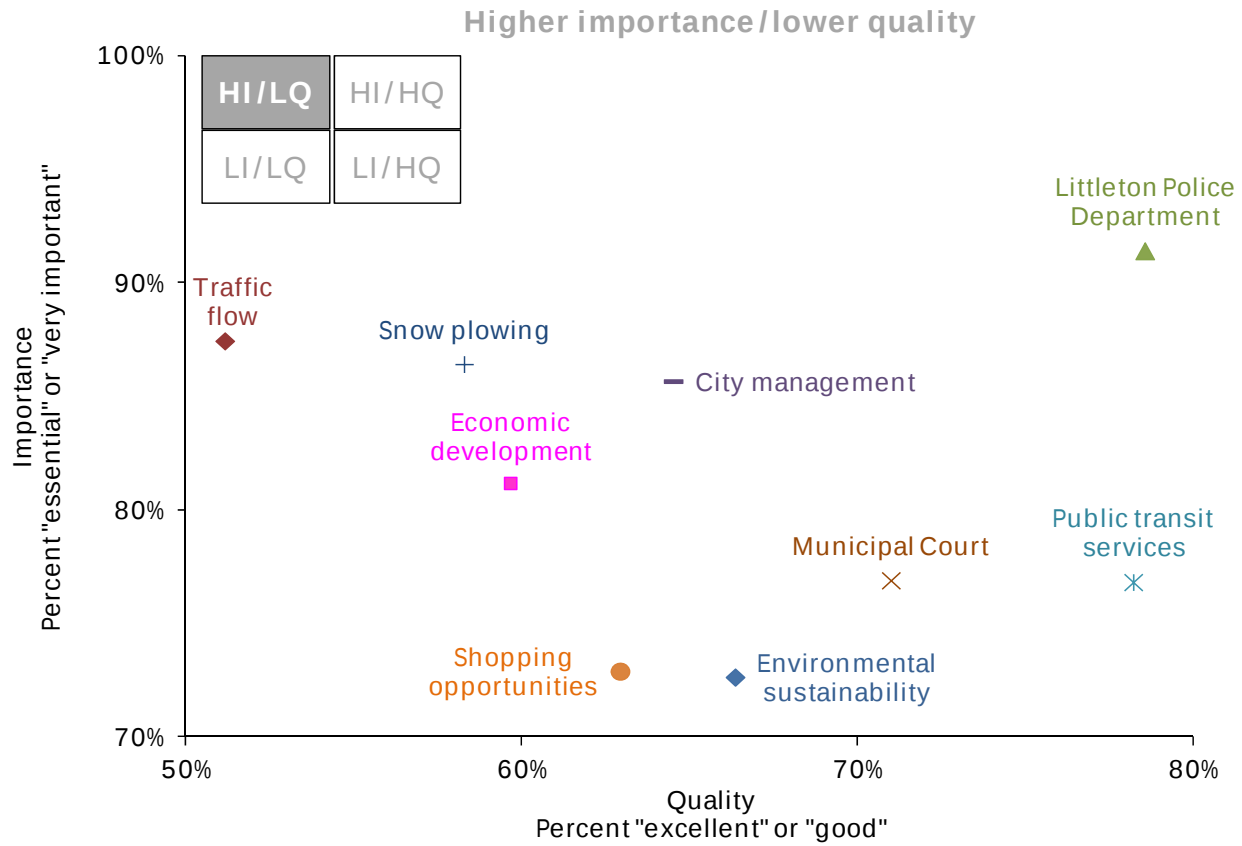


Figure 16: Services Rated Higher in Importance and Higher in Quality

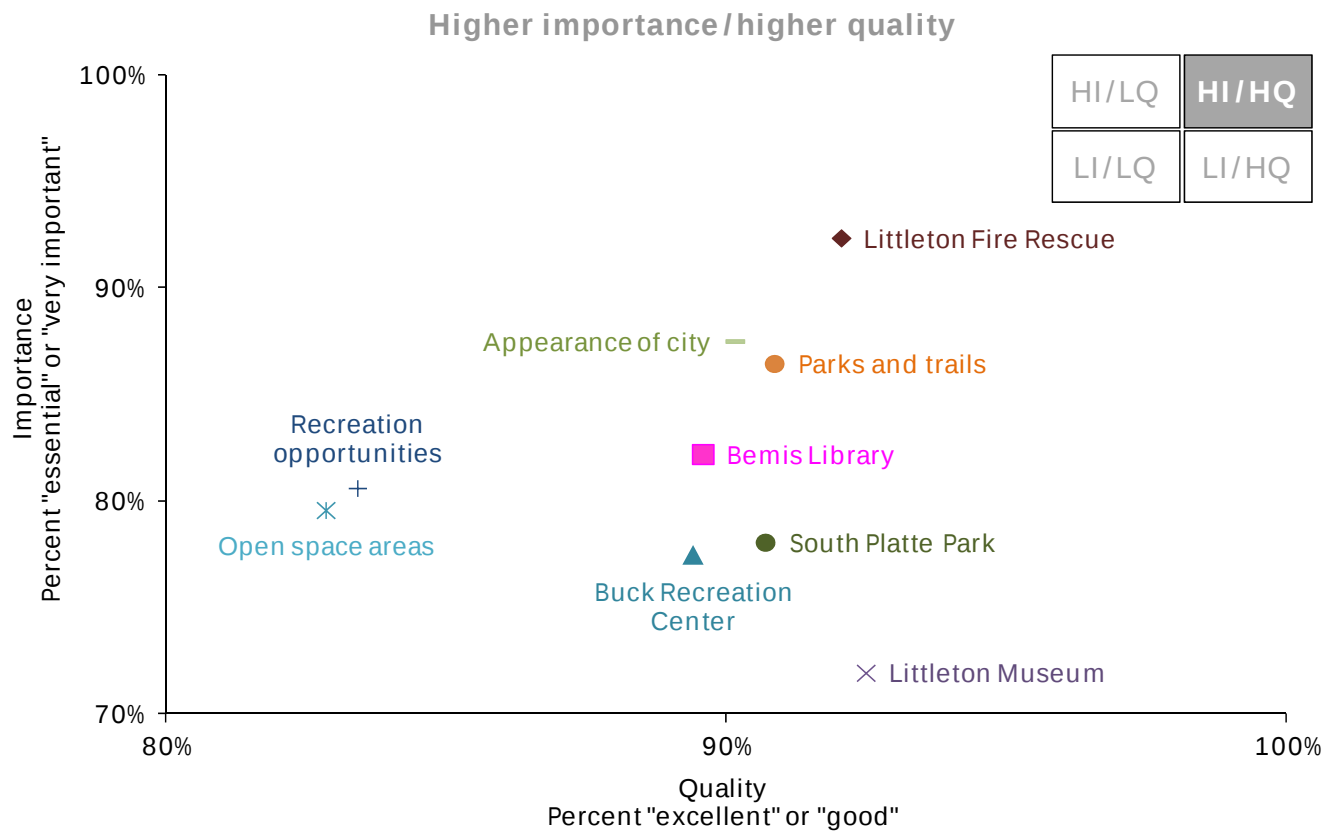


Figure 17: Services Rated Lower in Importance and Higher in Quality

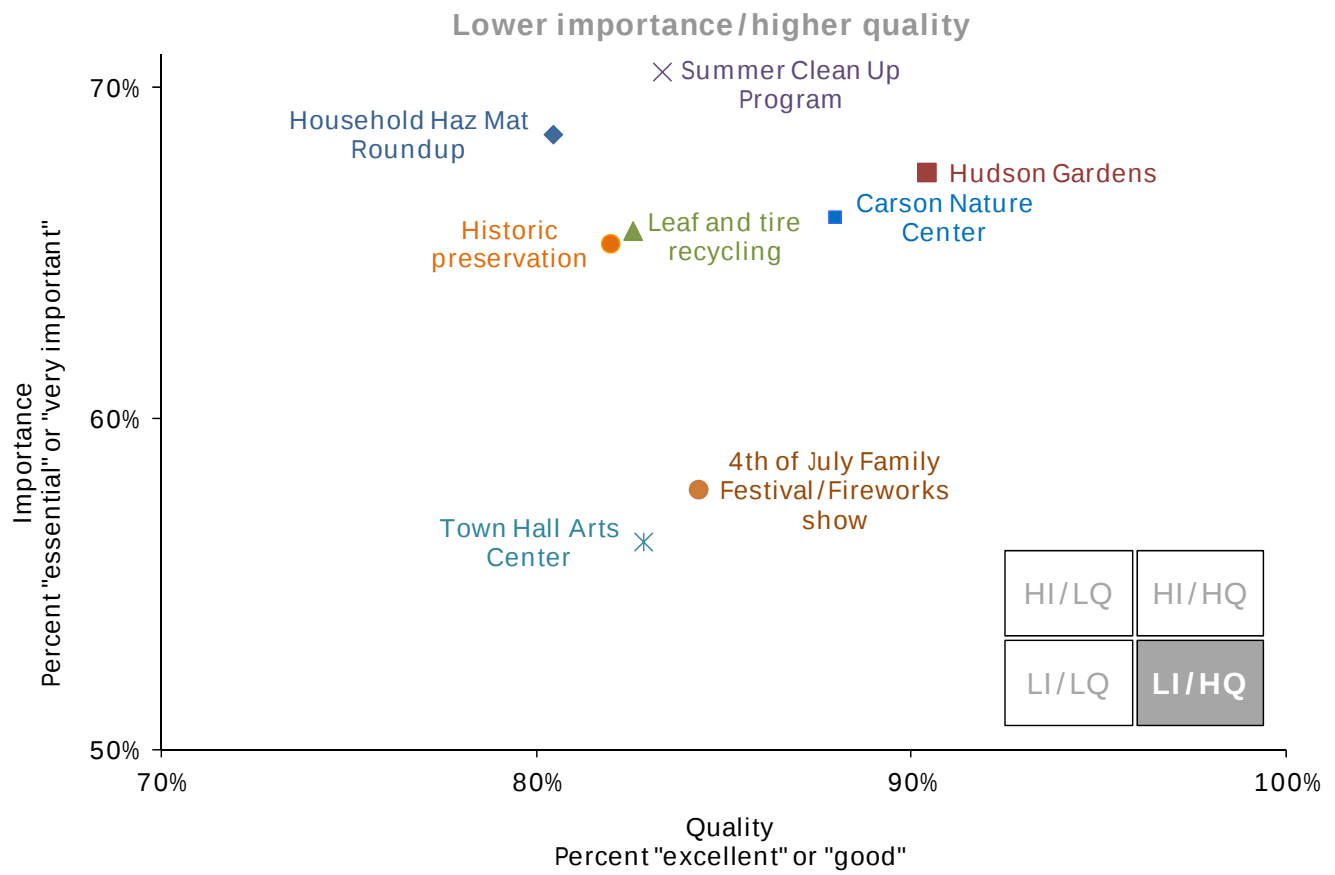
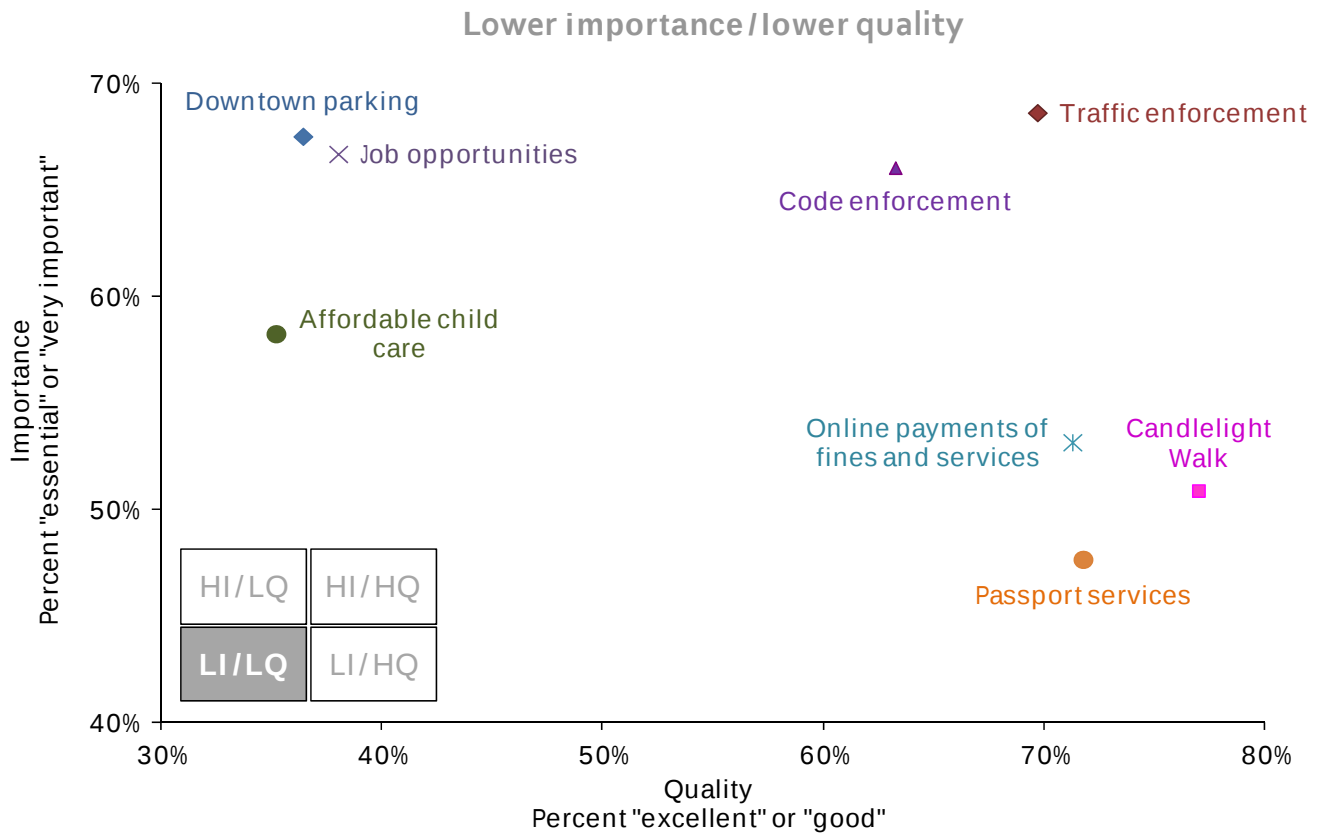


Figure 18: Services Rated Lower in Importance and Lower in Quality



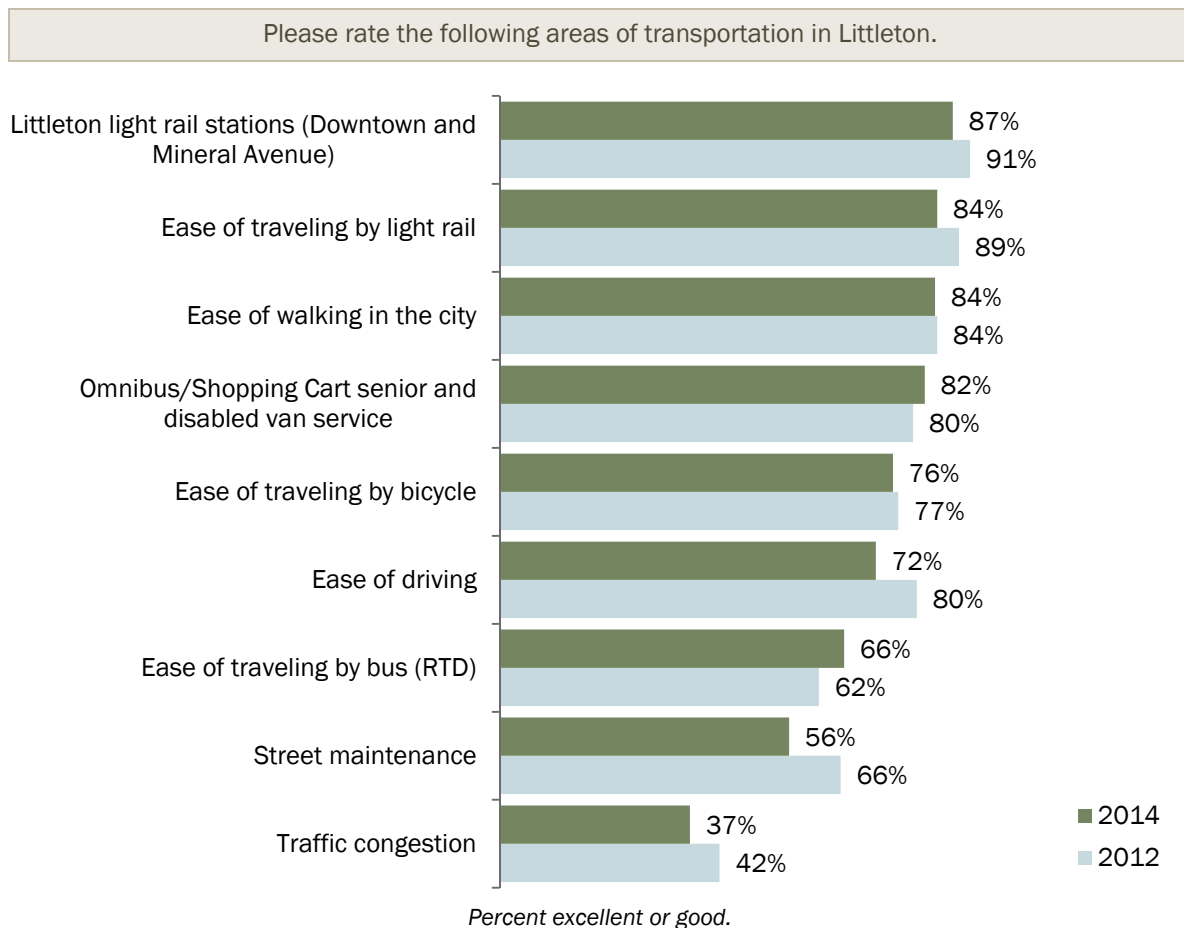
Transportation in Littleton

The quality of nine aspects of transportation and travel was assessed on the survey. Littleton's light rail stations and the ease of traveling by light rail received the highest quality ratings in both 2012 and 2014; at least 8 in 10 respondents gave excellent or good ratings to these two aspects of transportation. However, fewer respondents in 2014 than in 2012 gave positive ratings to the ease of traveling by light rail. Three other aspects of transportation and travel also saw a decline in ratings from 2012 to 2014, including traffic congestion (from 42% excellent or good in 2012 to 37% in 2014), street maintenance (66% in 2012 down to 56% in 2014) and ease of driving (80% in 2012 down to 72% in 2014).

When evaluating traffic congestion in Littleton, more than 20% of respondents answered "don't know." The full set of responses, including "don't know," can be found in *Appendix A: Responses to Survey Questions*.

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

Figure 19: Ratings of Transportation Compared by Year

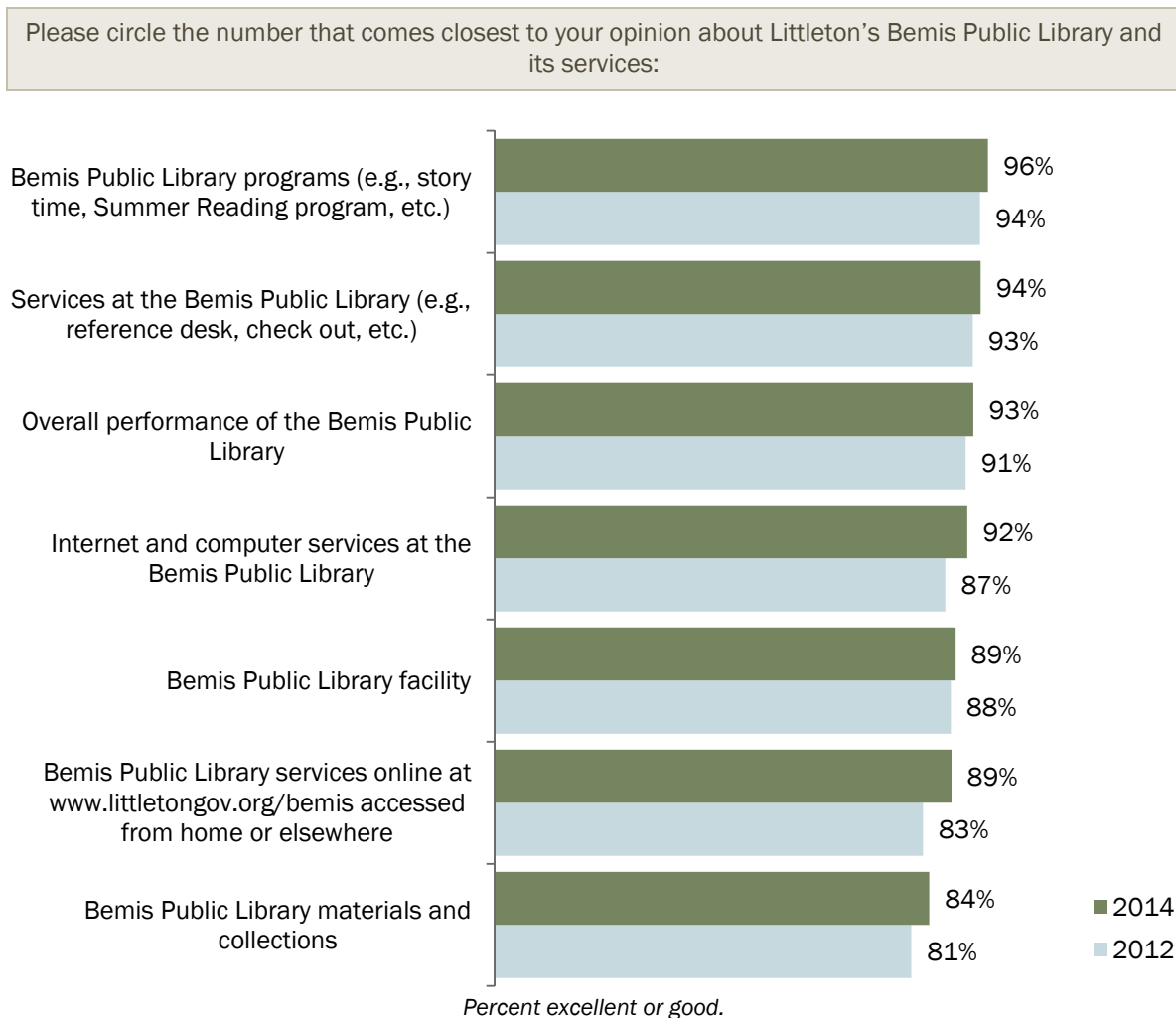


Bemis Public Library

Respondents were asked to evaluate seven aspects of the Bemis Public library and its services. Between one-third and one-half of respondents selected “don’t know” when rating aspects of the library (see *Appendix A: Responses to Survey Questions* for a full set of responses including “don’t know”). Of the respondents who had an opinion, at least 8 in 10 gave positive reviews to each library service. The overall performance of the Bemis Library received excellent or good ratings from 93% of residents, while library programs were given favorable ratings by 96% of respondents. Most library ratings remained stable from 2012 to 2014; however, Internet and computer services and the online library services were given higher ratings in 2014 than in 2012.

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

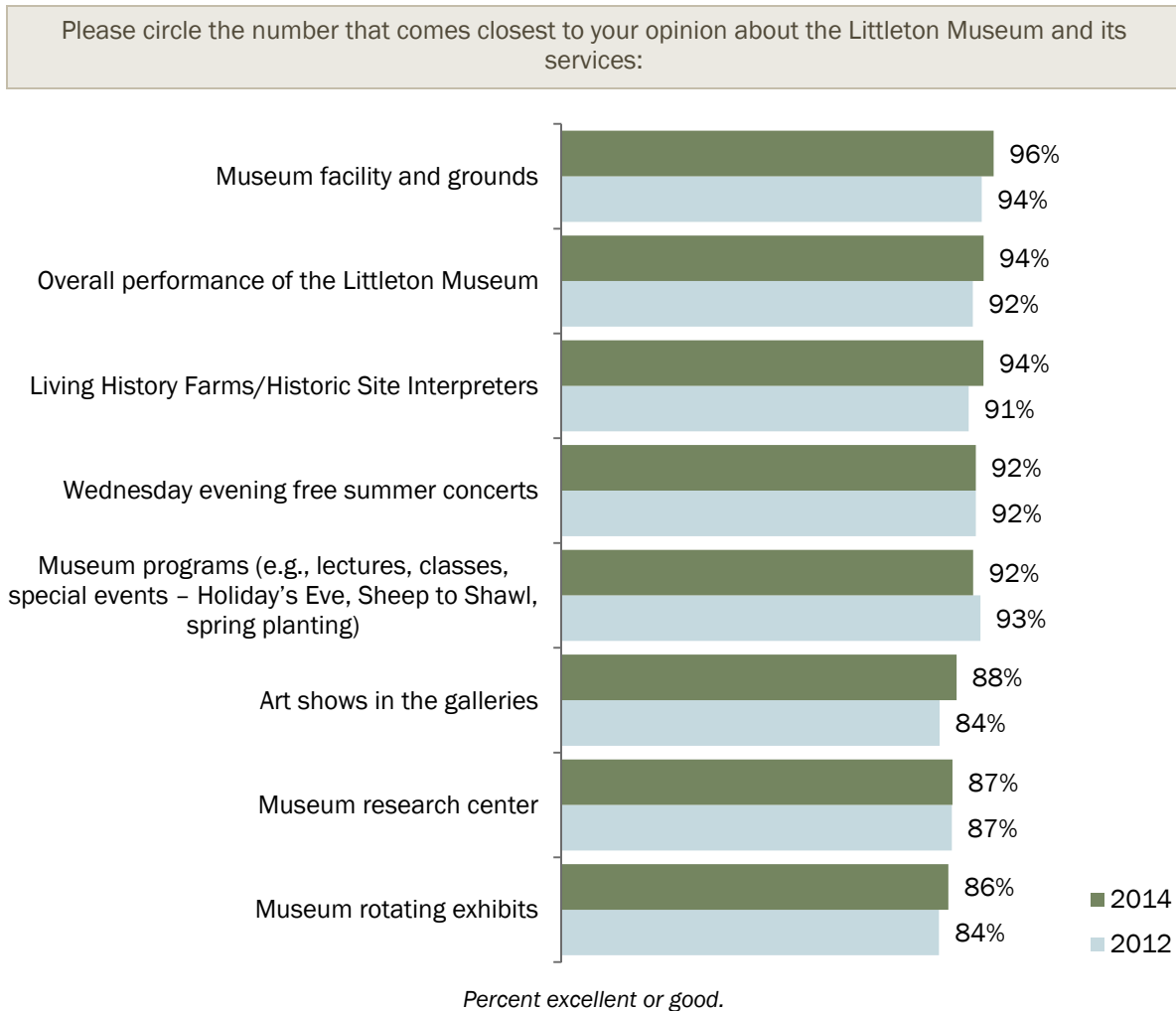
Figure 20: Ratings of Bemis Public Library Compared by Year



Littleton Museum

The quality of various services and programs provided at the Littleton Museum also was measured. Between one-third and two-thirds of respondents selected “don’t know” when rating each aspect of the museum (see *Appendix A: Responses to Survey Questions* for a full set of responses including “don’t know”). Of those who had an opinion, the vast majority gave positive evaluations to museum programs and services, with 96% rating the facility and grounds as excellent or good and 94% giving similar ratings to the overall performance of the museum. Compared to 2012, assessments of the museum and its services were similar in 2014.

Figure 21: Ratings of Littleton Museum Compared by Year



City Government

Several questions on the 2014 survey gauged resident opinions of the City of Littleton government's performance as well as resident priorities for the city council's goals and objectives. Learning whether residents' priorities for the community align with community leaders will help influence the overall direction the city is taking.

Government Performance

Seventeen aspects of city government performance were evaluated by survey respondents. Between one in five and about two and five residents selected "don't know" when assessing each aspect (see *Appendix A: Responses to Survey Questions* for a full set of responses including "don't know"). Of those who had an opinion, at least half of respondents gave favorable ratings to each aspect of government performance. As in 2012, in 2014 the direction the city is taking with respect to open space, trails and parks (86% excellent or good) and the quality of work provided by city employees (77%) received the most positive scores. These ratings were similar between survey years. Two-thirds of respondents felt that the overall direction the city is taking was excellent or good, a rating similar to 2014.

Eleven of the 17 aspects of city government performance saw a decrease in quality ratings from 2012 to 2014; most notably opportunities to participate in city government decisions, Littleton's elected officials' consideration of what people like me think, Littleton's government as an example of how best to provide services, the city manager's management of city operations and a city government that is run efficiently.

Eight of the 17 government performance ratings could be compared to the national benchmark. Evaluations of the Littleton government generally were higher than or similar to the national average. Of the five aspects of city government performance that could be compared to the Front Range, two were rated higher than the Front Range, two were similar and one was below (see *Appendix C: Detailed Benchmark Comparisons* for more information on the comparisons, including the number of communities to which Littleton was compared and Littleton's rank).

Ratings of government performance were similar when compared across council districts. However, a few differences were observed when comparing government performance ratings by respondent demographics. Overall, long-term residents (those who lived in Littleton longer than 10 years) and those who owned their own homes were more likely to give lower ratings to the various categories of Littleton government performance than those residents who have lived in the city for a shorter period and rented their places of residence. White respondents tended to give higher ratings to opportunities to participate in city government and the quality of work provided by City of Littleton employees than their Hispanic counterparts. Younger individuals (ages 18-34) were more likely to give excellent and good ratings for the overall direction the city is taking than residents aged 35 and older (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 22: Ratings of Littleton Government Performance Compared by Year

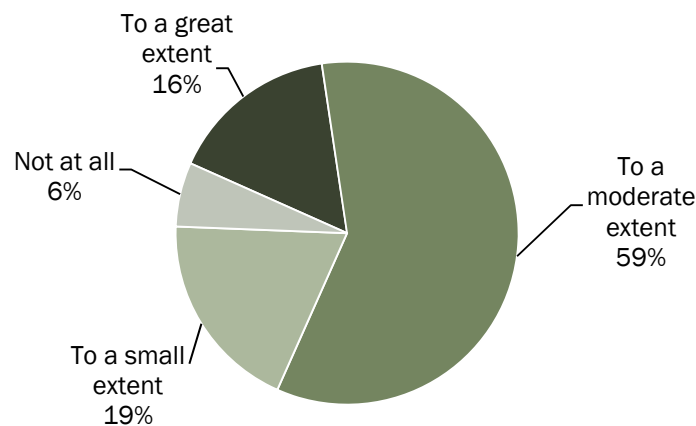
Please rate the following categories of Littleton government performance. (Percent excellent or good)	2014	2012
The direction the city is taking with respect to open space, trails and parks	86%	85%
The quality of work provided by City of Littleton employees	77%	78%
The overall direction the city is taking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

A new question was included on the 2014 survey asking respondents the extent to which they trust that decisions made by city council represent the best interest of citizens. Three-quarters of residents felt that city council decisions represent the best interest of citizens to a great or moderate extent. About one in five believed council decisions represent the best interest of citizen to a small extent and 6% selected not at all.

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

Figure 23: Council Decisions Represent Best Interest of Citizens, 2014

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



Prioritizing City Council Goals and Objectives

As in 2012, the 2014 survey asked residents to indicate the level of effort that the city should apply to each of the seven city council goals and objectives. Generally, respondents were more likely to feel that the same amount or more effort should be applied to each goal than less effort, with a majority stating the same amount of effort should be applied for most goals. Residents were most likely to feel more effort should be given to the goals of pursuing a balanced and sustainable local economy, assuring a financially sound city government and fostering community involvement, communication and trust. Overall, these evaluations remained stable between survey administrations. However, in 2014 compared to 2012, a higher proportion of residents wanted to see more effort applied to the council goals of providing a safe community to live, work and play and fostering community involvement, communication and trust.

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

Figure 24: Resident Priorities for Council Goals Compared by Year

Thinking about what you currently know regarding each of the following city council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.		2014	2012
Assure a Financially Sound City Government	More effort	47%	43%
	Same effort	52%	55%
	Less effort	2%	2%
	Total	100%	100%
Provide a Safe Community to Live, Work and Play	More effort	40%	33%
	Same effort	57%	65%
	Less effort	3%	2%
	Total	100%	100%
Develop and Maintain the Public Infrastructure	More effort	41%	38%
	Same effort	56%	57%
	Less effort	2%	4%
	Total	100%	100%
Preserve and Cultivate a Quality Community	More effort	35%	31%
	Same effort	62%	58%
	Less effort	3%	11%
	Total	100%	100%
Pursue a Balanced and Sustainable Local Economy	More effort	49%	48%
	Same effort	47%	47%
	Less effort	3%	5%
	Total	100%	100%
Promote Environmental Sustainability	More effort	39%	39%
	Same effort	49%	51%
	Less effort	12%	10%
	Total	100%	100%
Foster Community Involvement, Communication and Trust	More effort	46%	35%
	Same effort	52%	57%
	Less effort	2%	8%
	Total	100%	100%

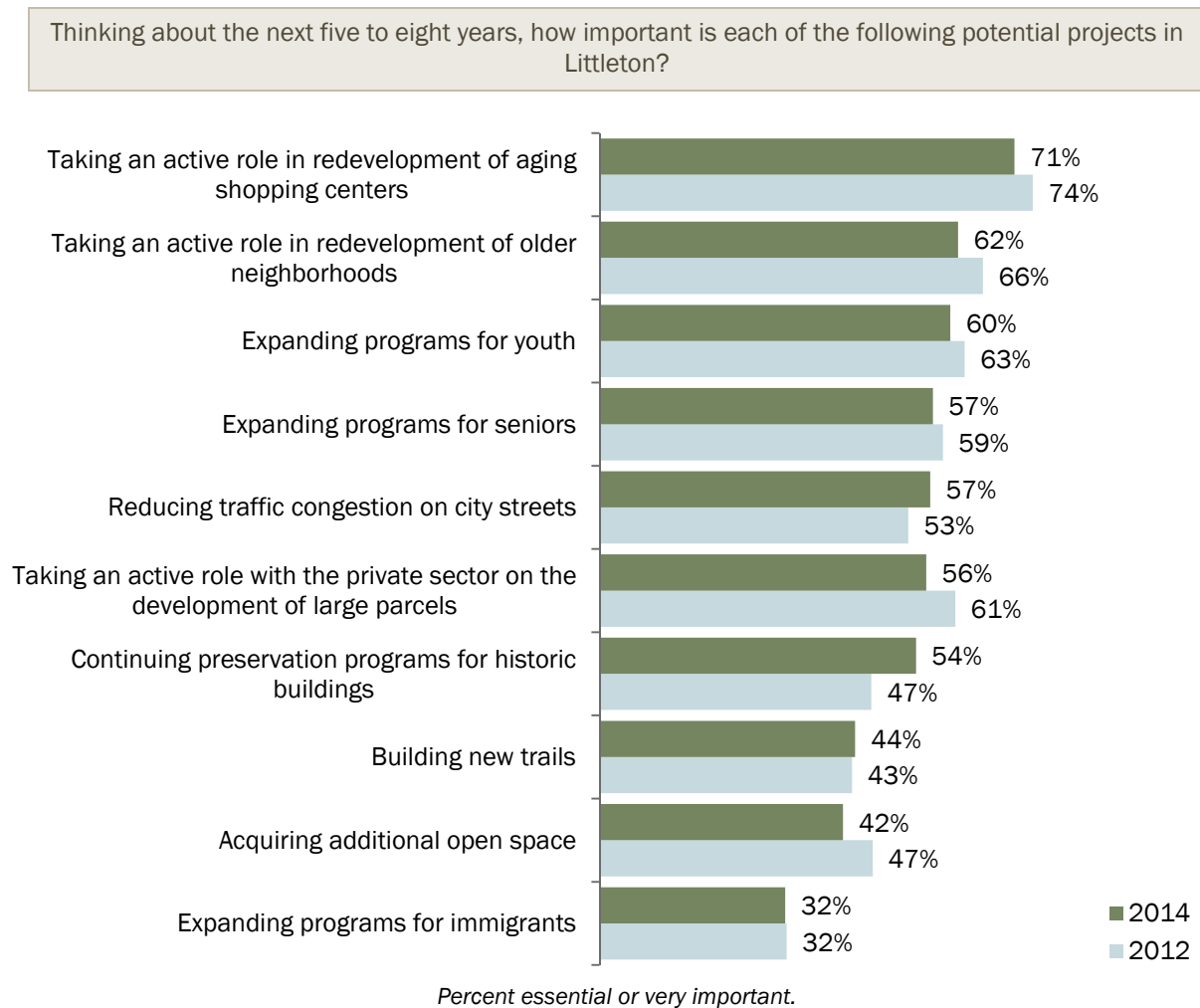
Community Planning and Prioritization

A few survey questions were devoted to assessing the importance of potential projects in Littleton, familiarity with and levels of support of urban renewal in the community and a possible sales tax increase to help fund street improvements and other capital projects.

Potential Projects in Littleton

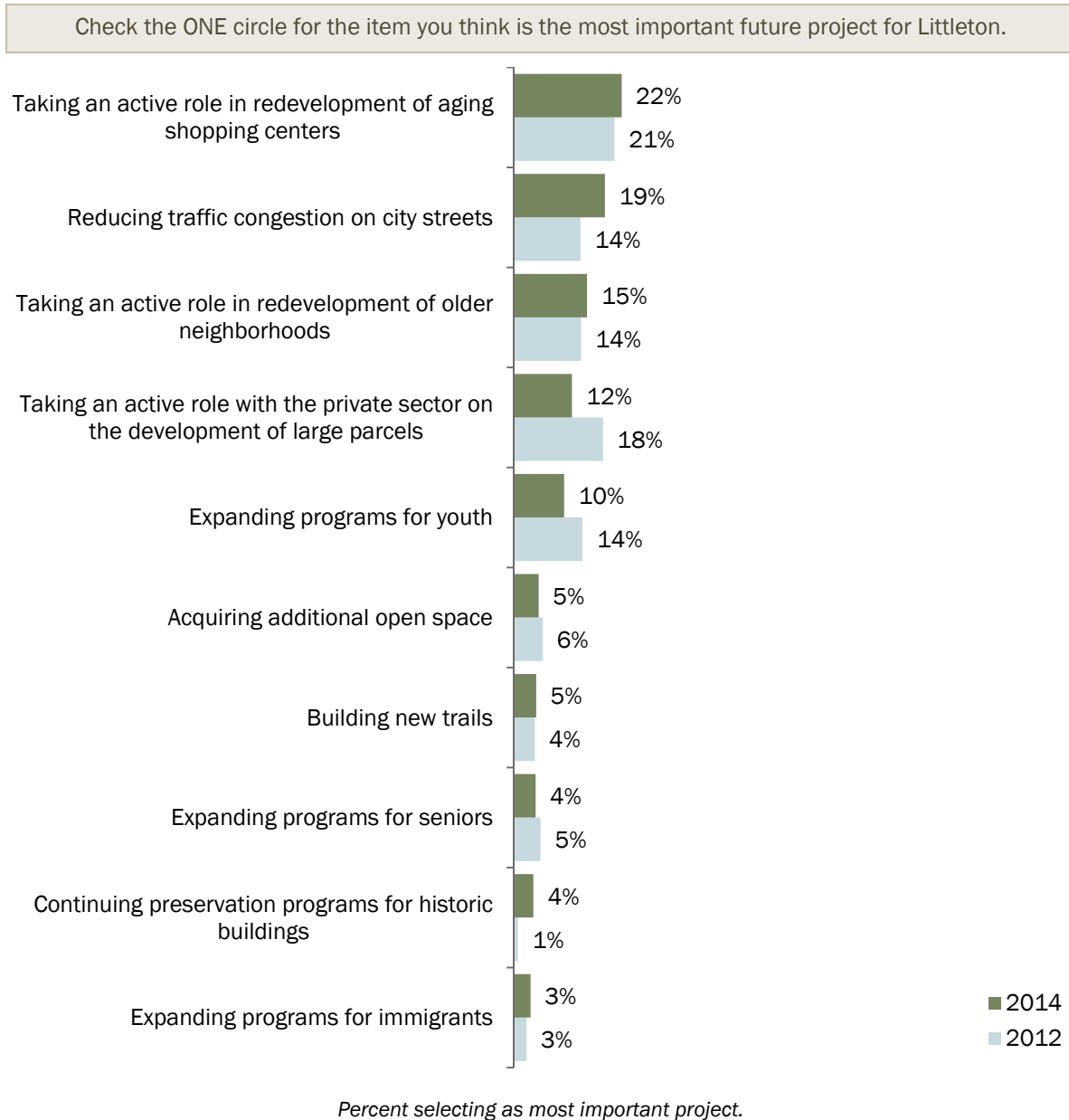
Littleton residents were asked to think about the next five to eight years and rate the importance of 10 potential projects in Littleton. They then were asked to select the one, most important project out of the 10. Overall, the relative order of importance of the potential projects was the same across survey administrations. Projects related to redevelopment of aging shopping centers (71% essential or very important) and older neighborhoods (62%) topped the list in 2014, followed by expanding programs for youth (60%) and seniors (57%) and reducing traffic congestion (57%). Overall, the importance of each potential project remained the same in 2014 as in 2012. However, more residents in 2014 than in 2012 felt continuing preservation programs for historic buildings was important and fewer respondents felt that taking an active role with the private sector to develop large parcels and acquiring additional open space was important.

Figure 25: Potential Projects in Littleton Compared by Year



When asked to select the potential project that was the most important compared to all others, respondents most frequently selected taking an active role in the redevelopment of aging shopping centers (22% of respondents), reducing traffic congestion (19%) and actively redeveloping older neighborhoods (15%). More respondents in 2014 than in 2012 selected reducing traffic congestion as the most important project while fewer selected taking an active role with the private sector on the development of large parcels. Rankings of the other potential projects remained stable over time.

Figure 26: Most Important Potential Project Compared by Year

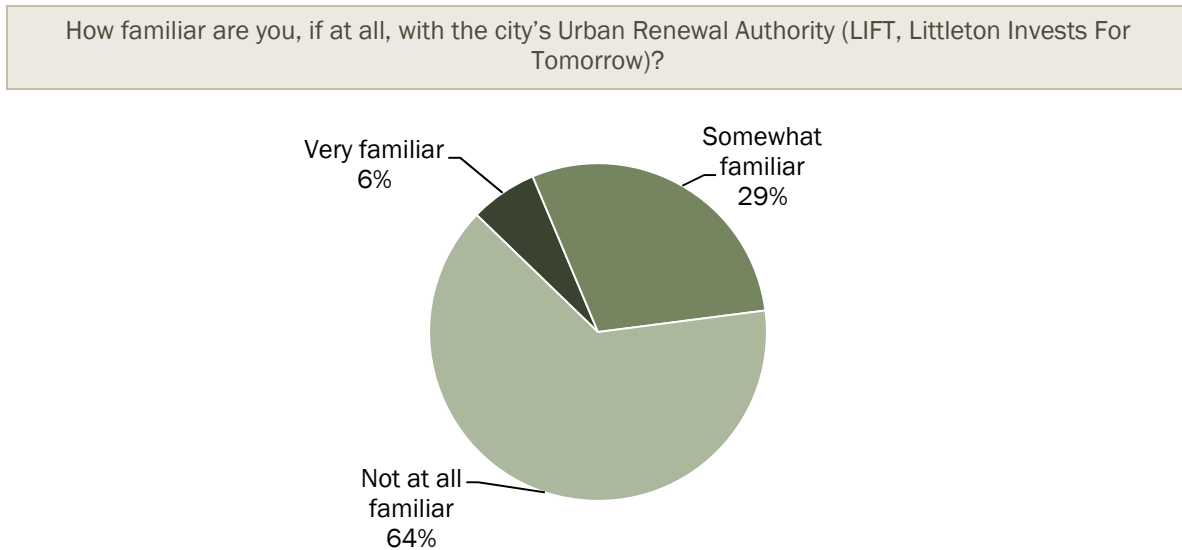


Urban Renewal

A new question on the 2014 survey asked residents about their familiarity with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow). About two-thirds of respondents were not at all familiar with the program, 29% were somewhat familiar and 6% were very familiar with it.

Comparisons of the familiarity of the LIFT program by demographic characteristics of the respondents revealed that residents who had lived in Littleton longer than 10 years, owned their home, were over the age of 55 and had a household income of over \$25,000 a year were more likely to be very or somewhat familiar with the project. Residents' level of familiarity with LIFT was similar across council districts (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 27: Familiarity with LIFT, 2014



The 2014 survey also included a new question assessing respondents' support for the use of urban renewal to finance commercial projects. A majority of residents supported this initiative, with 30% voicing strong support and 47% somewhat supporting it. Overall, respondents were three times as likely to strongly support this initiative as strongly oppose it. Those who reported being somewhat or not at all familiar with LIFT were more likely to support using urban renewal as a tool to finance commercial projects than were those who said they were very familiar with LIFT (see Figure 29 below). Additionally, those who reported being very familiar with LIFT were more likely to strongly oppose urban renewal for financing projects.

Residents who had lived in Littleton for 10 years or less and those who were white were more likely to support urban renewal; however, support was similar across council districts (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*).

Figure 28: Level of Support for Urban Renewal, 2014

The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?

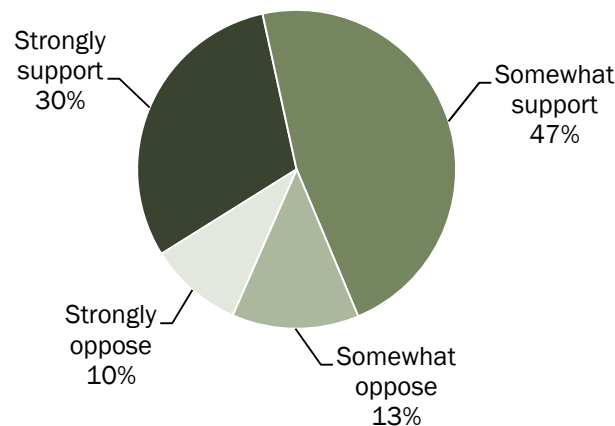


Figure 29: Level of Familiarity with LIFT Compared by Level of Support for Using Urban Renewal as Finance Tool

To what extent do you support or oppose city council's focus on using urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects?	How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?			Overall
	Very familiar	Somewhat familiar	Not at all familiar	
Strongly support	31%	30%	31%	30%
Somewhat support	23%	48%	49%	47%
Somewhat oppose	11%	12%	14%	13%
Strongly oppose	35%	10%	6%	10%
Total	100%	100%	100%	100%

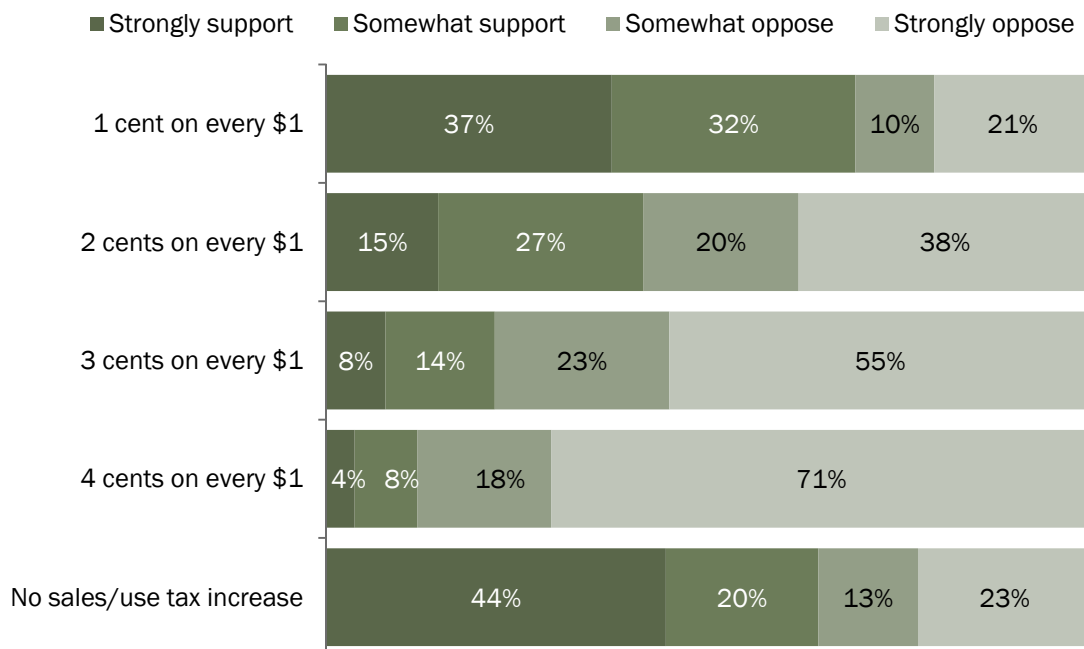
Chi-square tests of significance were applied to this comparison. A "p-value" of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are "real." Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

Another question new to the 2014 survey asked residents to indicate their level of support for a sales tax increase that would be used to help fund street improvements and other capital projects. About 7 in 10 respondents supported a sales tax increase of one cent on every dollar (69% strongly or somewhat support). Residents were more likely to oppose than support each of the other potential sales tax increase amounts, with over half of residents strongly opposing a three cent increase and about three-quarters strongly opposing a four cent increase. About two-thirds of respondents strongly or somewhat supported no sales tax increase, despite a decline in the quality of street maintenance ratings over the last two years and more residents indicating in 2014 that street maintenance is one of the most pressing issues facing the community in the next two years.

Households with an annual income of \$100,000 or more and those aged 35 to 54 were more likely to support a sales tax increase of four cents on every dollar compared to their counterparts. Additionally, females, those who had lived in Littleton 10 years or less, those who rented their homes and those who were younger than 55 tended to report higher levels of support for sales tax increases of one and two cents for every dollar to fund city projects (see *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups*). Levels of support for the various tax increase amounts were similar across council districts.

Figure 30: Level of Support for Sales Tax Increase, 2014

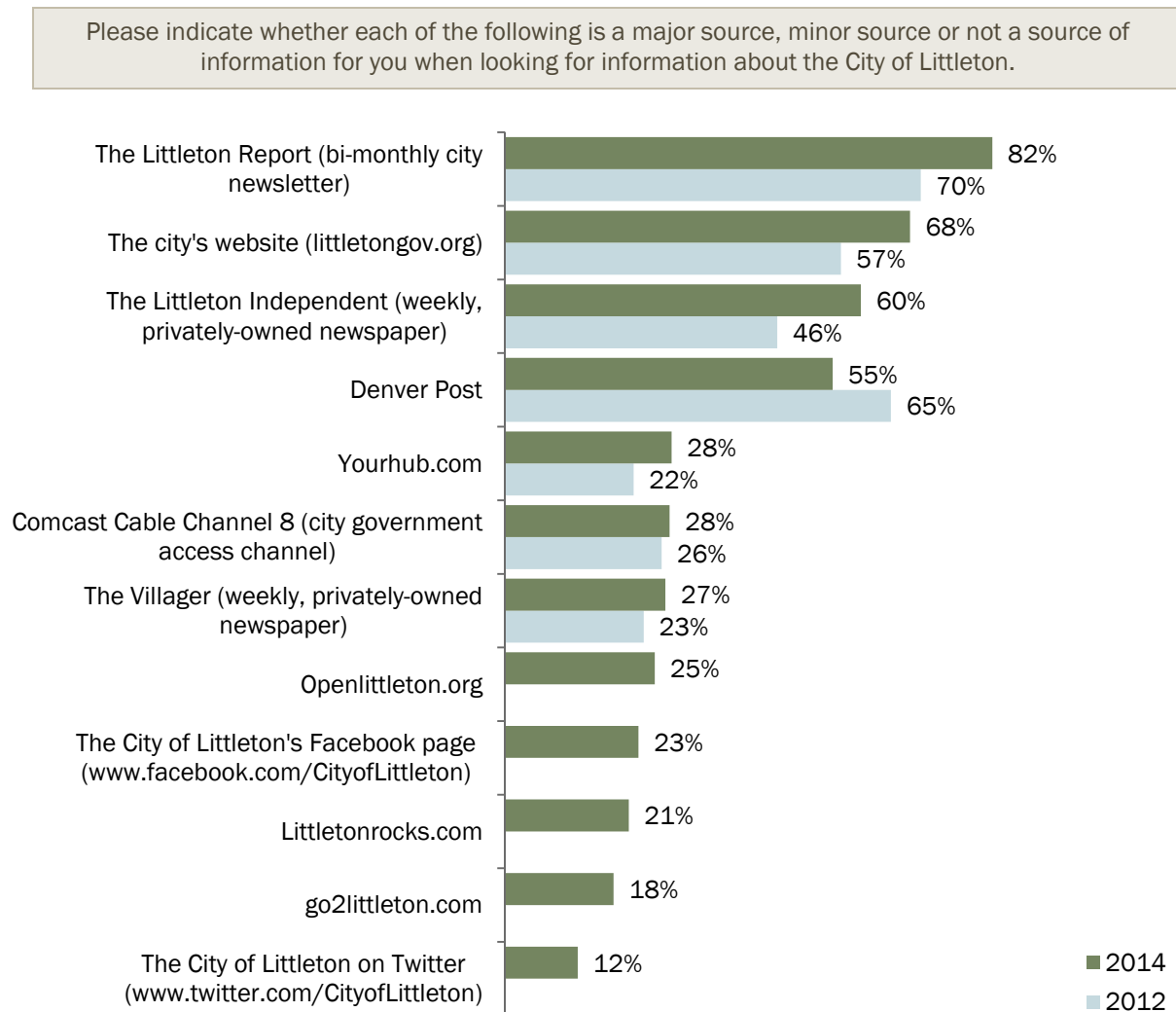
The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases?



Information Sources

To communicate better with its residents, it is important for local government staff and officials to know where residents get information about the community. Survey respondents were asked how frequently, if at all, they or other household members used various information sources. *The Littleton Report* was a major or minor source of information for the majority of respondents (82%), followed by the city's website (68%) and the Littleton Independent (60%). Fewer respondents reported using the city's social media sites and other city websites to get information about the City of Littleton. Although there were fluctuations in use of some of the information sources, caution should be used when looking at differences between 2012 and 2014 as the question wording and scale changed between survey years.

Figure 31: Sources of Information about Littleton Compared by Year



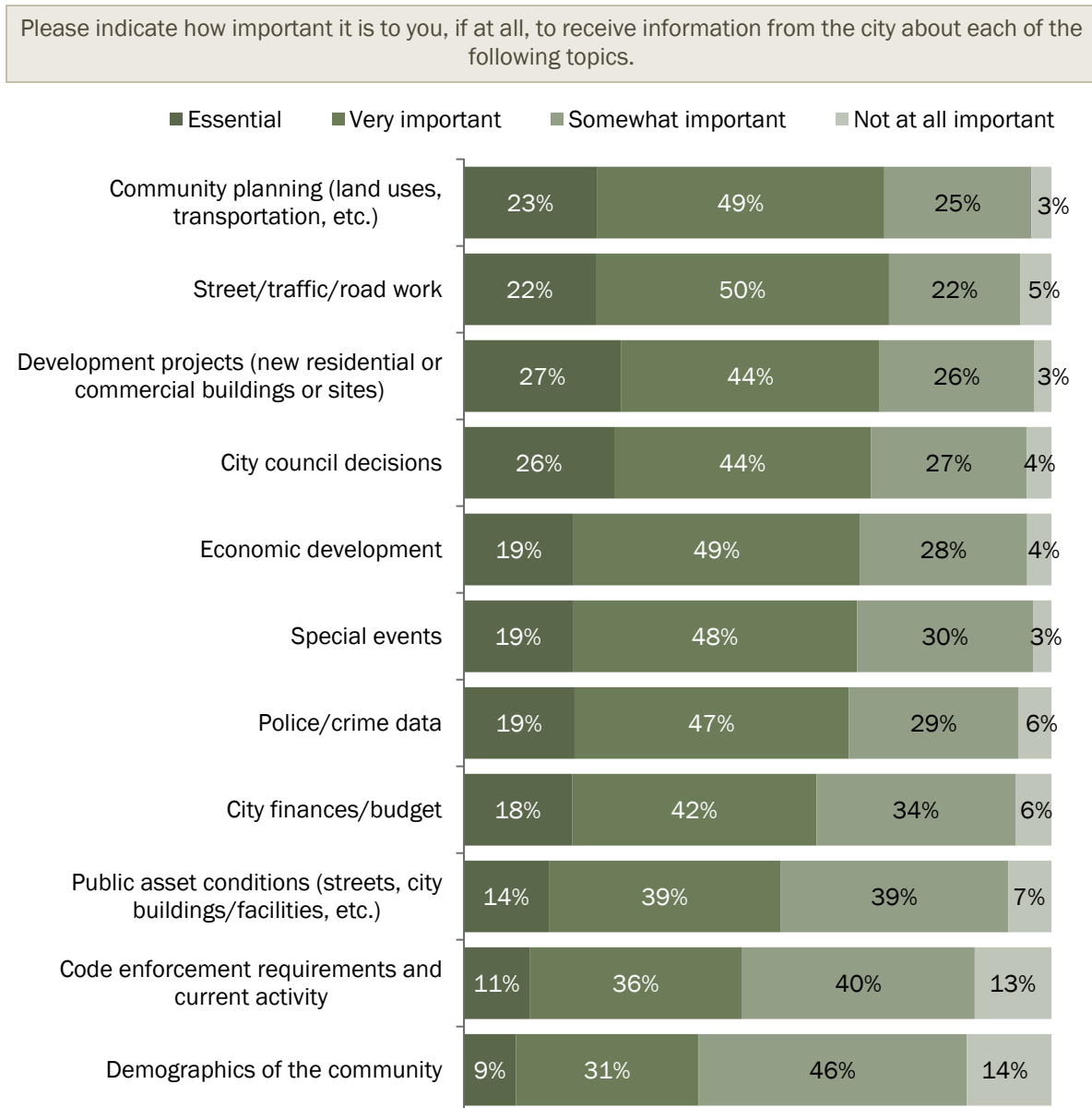
Percent listing as a major or minor source or having used a source at least once in the 12 months prior to the survey.

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

A new question was included on the 2014 survey asking respondents how important it was that they receive information from the city about a variety of topics. At least half of respondents felt it was essential or very important that they receive most of the different types of information from the city.

About 7 in 10 residents indicated that it was at least very important that they receive information about community planning, street/traffic/road work, development projects and city council decisions. Residents were less interested in receiving information about public asset conditions, code enforcement requirements and current activity and demographics of the community.

Figure 32: Importance of Receiving City Information, 2014



Respondent Characteristics

Characteristics of the survey respondents are displayed in following tables.

Table 1: Length of Residency

How many years have you lived in Littleton?	Percent of respondents	Number of respondents
Less than 1 year	8%	N=53
1-5 years	23%	N=157
6-10 years	15%	N=101
11-15 years	10%	N=64
More than 15 years	44%	N=295
Total	100%	N=671

Table 2: Number of Household Members

How many people (including yourself) live in your household?	Percent of respondents	Number of respondents
1	29%	N=194
2	36%	N=236
3	15%	N=102
4	13%	N=89
5	5%	N=31
6	1%	N=9
7	0%	N=2
8	0%	N=2
Total	100%	N=664

Table 3: Number of Household Members Age 12 or Younger

How many children 12 or younger live in your household?	Percent of respondents	Number of respondents
0	75%	N=482
1	14%	N=87
2	8%	N=53
3	3%	N=19
Total	100%	N=641

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	88%	N=558
1	9%	N=57
2	3%	N=17
Total	100%	N=632

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	56%	N=364
1	23%	N=146
2	21%	N=135
3	1%	N=4
Total	100%	N=649

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	55%	N=366
House attached to one or more houses (e.g., a duplex or townhome)	11%	N=74
Building with two or more apartments or condominiums	34%	N=226
Mobile home	0%	N=0
Other	0%	N=2
Total	100%	N=668

Table 7: Housing Tenure (Rent versus Own)

Do you rent or own your home?	Percent of respondents	Number of respondents
Rent	37%	N=248
Own	63%	N=418
Total	100%	N=666

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	15%	N=96
\$25,000 to \$34,999	8%	N=51
\$35,000 to \$49,999	15%	N=95
\$50,000 to \$74,999	18%	N=114
\$75,000 to \$99,999	13%	N=83
\$100,000 to \$149,999	19%	N=122
\$150,000 to \$199,999	6%	N=40
\$200,000 or more	6%	N=36
Total	100%	N=638

Table 9: Respondent Level of Education

What is your level of education?	Percent of respondents	Number of respondents
0-11 years	1%	N=6
High school graduate	8%	N=53
Some college, no degree	22%	N=150
Associate degree	8%	N=51
Bachelors' degree	33%	N=224
Graduate or professional degree	28%	N=187
Total	100%	N=671

Table 10: Respondent Ethnicity

Are you Spanish, Hispanic or Latino?	Percent of respondents	Number of respondents
No, not Spanish, Hispanic or Latino	90%	N=594
Yes, I consider myself to be Spanish, Hispanic or Latino	10%	N=64
Total	100%	N=658

Table 11: Respondent Race

Race	Percent of respondents	Number of respondents
American Indian or Alaskan Native	2%	N=14
Asian, Asian Indian or Pacific Islander	3%	N=18
Black or African American	1%	N=10
White	92%	N=605
Other	4%	N=29

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	3%	N=22
25-34	22%	N=146
35-44	16%	N=106
45-54	21%	N=141
55-64	15%	N=99
65-74	12%	N=80
75+	11%	N=75
Total	100%	N=669

Table 13: Respondent Gender

What is your gender?	Percent of respondents	Number of respondents
Female	53%	N=354
Male	47%	N=313
Total	100%	N=667

Appendix A: Responses to Survey Questions

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 14: Question 1

Please rate each of the following aspects of quality of life in Littleton.	Excellent		Good		Fair		Poor		Total	
Littleton as a place to live	55%	N=375	40%	N=275	4%	N=30	0%	N=0	100%	N=680
Your neighborhood as a place to live	46%	N=307	44%	N=298	8%	N=52	2%	N=16	100%	N=673
Littleton as a place to raise children	54%	N=304	40%	N=226	6%	N=35	0%	N=2	100%	N=567
Littleton as a place to retire	41%	N=214	43%	N=226	13%	N=69	4%	N=19	100%	N=527
Littleton as a place to work	33%	N=164	44%	N=218	18%	N=88	4%	N=20	100%	N=490
Overall quality of life in Littleton	43%	N=291	51%	N=340	5%	N=36	1%	N=5	100%	N=672

Table 15: Question 2

What are your reasons for living in Littleton? (Please select all that apply.)	Percent of respondents	Number of respondents
I feel safe here	65%	N=440
I like the location in general	78%	N=529
Cost of living is affordable	30%	N=205
I've always lived here	17%	N=118
I like the school my children attend	29%	N=194
I like living in a college town	4%	N=29
I like my neighborhood	62%	N=423
I have friends and family in the area	38%	N=259
Sense of community	33%	N=226
Housing and rental rates are affordable	21%	N=140
Other	6%	N=42
Close to light rail	2%	N=15
Close to work/work here	2%	N=15

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

Table 16: Question 3

To what extent do you agree or disagree that each statement below describes the City of Littleton?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Total	
The city is a safe community	49%	N=327	49%	N=326	2%	N=13	0%	N=0	100%	N=666
The city has a low crime rate	41%	N=249	54%	N=329	4%	N=23	0%	N=3	100%	N=604
The city supports local businesses	39%	N=216	50%	N=281	8%	N=45	3%	N=15	100%	N=556
Littleton has tight-knit neighborhoods	28%	N=158	53%	N=302	17%	N=94	2%	N=13	100%	N=567
The city offers the best schools	41%	N=202	47%	N=228	10%	N=49	2%	N=8	100%	N=488
Littleton has an effective city government	15%	N=79	62%	N=329	17%	N=89	6%	N=31	100%	N=528
Traffic flows well on city streets	15%	N=97	55%	N=361	23%	N=154	8%	N=51	100%	N=662

Table 17: Question 4

Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.	Percent of respondents	Number of respondents
Job growth	29%	N=196
Traffic in general	40%	N=270
Business retention	29%	N=193
Neighborhoods	12%	N=83
Trails	9%	N=60
Community image	7%	N=48
Street maintenance	28%	N=190
Aging or outdated commercial areas	31%	N=209
Leisure activities	5%	N=32
Crime reduction	9%	N=63
Traffic light synchronization	13%	N=85
Business attraction	22%	N=149
Alternative energy sources	13%	N=86
Open space	11%	N=76
Maintenance of city properties and buildings	6%	N=43
Other	8%	N=54
Parking (especially downtown)	1%	N=7

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

Table 18: Question 5

Please tell us how safe you feel in each of the following areas in Littleton.	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Total	
Downtown Littleton during the day	92%	N=608	8%	N=55	0%	N=0	0%	N=0	100%	N=663
Downtown Littleton at night	51%	N=322	45%	N=284	4%	N=26	0%	N=0	100%	N=632
Your neighborhood during the day	80%	N=533	19%	N=129	1%	N=5	0%	N=2	100%	N=669
Your neighborhood at night	51%	N=339	38%	N=250	10%	N=68	1%	N=7	100%	N=665
Parks, trails, natural open space areas	43%	N=268	48%	N=300	9%	N=59	1%	N=4	100%	N=630
Littleton overall during the day	72%	N=485	28%	N=185	0%	N=2	0%	N=0	100%	N=671
Littleton overall at night	33%	N=216	57%	N=369	10%	N=62	0%	N=1	100%	N=649

Table 19: Question 6

You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?	Percent of respondents	Number of respondents
Essential	17%	N=112
Very important	48%	N=322
Somewhat important	31%	N=207
Not at all important	5%	N=30
Total	100%	N=672

Table 20: Question 7

How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	Percent of respondents	Number of respondents
Essential	30%	N=202
Very important	48%	N=323
Somewhat important	17%	N=116
Not at all important	4%	N=27
Total	100%	N=669

Table 21: Question 8 - Quality

Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Total	
Appearance of city	28%	N=189	62%	N=410	10%	N=65	0%	N=1	100%	N=664
Shopping opportunities	11%	N=71	52%	N=344	33%	N=218	4%	N=26	100%	N=659
Job opportunities	3%	N=11	35%	N=152	45%	N=194	17%	N=72	100%	N=429
Historic preservation	23%	N=134	59%	N=342	16%	N=94	2%	N=10	100%	N=581
Economic development	7%	N=37	52%	N=262	35%	N=175	6%	N=28	100%	N=503
Affordable child care	3%	N=6	32%	N=63	42%	N=81	23%	N=45	100%	N=194
Public transit services	25%	N=142	53%	N=300	14%	N=77	8%	N=46	100%	N=565
Traffic flow	5%	N=35	46%	N=298	36%	N=232	13%	N=86	100%	N=650
Snow plowing	9%	N=52	50%	N=302	30%	N=180	12%	N=73	100%	N=606
Downtown parking	5%	N=30	32%	N=197	36%	N=226	27%	N=170	100%	N=624
Parks and trails	43%	N=263	48%	N=291	9%	N=53	0%	N=3	100%	N=610
Recreation opportunities	27%	N=162	57%	N=348	15%	N=93	1%	N=8	100%	N=611
Open space areas	29%	N=170	54%	N=318	15%	N=89	2%	N=12	100%	N=589
Environmental sustainability	15%	N=62	52%	N=217	29%	N=122	5%	N=19	100%	N=420
Littleton Fire Rescue	51%	N=245	41%	N=195	7%	N=33	1%	N=5	100%	N=477
Littleton Police Department	37%	N=194	41%	N=215	15%	N=77	7%	N=34	100%	N=520
Traffic enforcement	14%	N=71	56%	N=295	24%	N=127	6%	N=32	100%	N=526
Code enforcement	12%	N=45	51%	N=192	29%	N=108	8%	N=30	100%	N=375
Municipal Court	15%	N=36	56%	N=137	24%	N=58	5%	N=13	100%	N=244
Online payments of fines and services	15%	N=37	56%	N=141	24%	N=59	5%	N=12	100%	N=250
Passport services	31%	N=65	41%	N=84	24%	N=51	4%	N=8	100%	N=207
Bemis Library	44%	N=219	46%	N=232	9%	N=44	2%	N=9	100%	N=504
Littleton Museum	52%	N=247	41%	N=195	7%	N=35	0%	N=0	100%	N=478
Hudson Gardens	43%	N=220	47%	N=239	9%	N=47	0%	N=2	100%	N=509
Carson Nature Center	42%	N=151	46%	N=162	12%	N=41	1%	N=2	100%	N=356
South Platte Park	40%	N=193	50%	N=241	9%	N=43	0%	N=2	100%	N=478
Buck Recreation Center	40%	N=180	49%	N=222	9%	N=42	1%	N=6	100%	N=449
Candlelight Walk	31%	N=93	46%	N=136	20%	N=59	3%	N=10	100%	N=298
4th of July Family Festival/Fireworks show	35%	N=155	50%	N=222	14%	N=61	2%	N=9	100%	N=447
Town Hall Arts Center	27%	N=96	55%	N=194	14%	N=50	3%	N=11	100%	N=351
Summer Clean Up Program	30%	N=100	53%	N=175	15%	N=48	2%	N=7	100%	N=331
Leaf and tire recycling	27%	N=78	56%	N=163	14%	N=40	4%	N=11	100%	N=292
Household Haz Mat Roundup	28%	N=76	52%	N=139	15%	N=41	4%	N=11	100%	N=267
City management	11%	N=50	53%	N=240	28%	N=124	8%	N=35	100%	N=449

Table 22: Question 8 - Importance

Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Total	
Appearance of city	30%	N=187	57%	N=350	11%	N=70	1%	N=7	100%	N=614
Shopping opportunities	22%	N=131	51%	N=314	24%	N=146	3%	N=20	100%	N=611
Job opportunities	34%	N=187	33%	N=184	24%	N=132	10%	N=53	100%	N=556
Historic preservation	22%	N=127	44%	N=258	29%	N=171	6%	N=34	100%	N=589
Economic development	37%	N=213	44%	N=255	15%	N=88	4%	N=21	100%	N=577
Affordable child care	23%	N=100	35%	N=151	24%	N=101	18%	N=78	100%	N=431
Public transit services	34%	N=196	43%	N=245	18%	N=106	5%	N=27	100%	N=574
Traffic flow	33%	N=195	55%	N=329	12%	N=72	1%	N=3	100%	N=598
Snow plowing	34%	N=203	52%	N=310	12%	N=74	1%	N=7	100%	N=593
Downtown parking	18%	N=105	50%	N=295	30%	N=179	2%	N=14	100%	N=592
Parks and trails	37%	N=217	50%	N=292	12%	N=73	1%	N=7	100%	N=589

City of Littleton, CO 2014 Resident Survey

Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Total	
Recreation opportunities	30%	N=174	51%	N=301	18%	N=104	2%	N=10	100%	N=589
Open space areas	31%	N=180	49%	N=281	19%	N=110	1%	N=8	100%	N=579
Environmental sustainability	29%	N=159	44%	N=239	23%	N=125	5%	N=25	100%	N=548
Littleton Fire Rescue	67%	N=395	25%	N=149	7%	N=38	1%	N=7	100%	N=589
Littleton Police Department	65%	N=387	26%	N=155	8%	N=46	1%	N=5	100%	N=593
Traffic enforcement	26%	N=152	43%	N=249	26%	N=152	5%	N=31	100%	N=583
Code enforcement	23%	N=119	43%	N=226	27%	N=142	7%	N=35	100%	N=521
Municipal Court	25%	N=119	52%	N=245	18%	N=85	5%	N=25	100%	N=473
Online payments of fines and services	16%	N=72	37%	N=170	37%	N=166	10%	N=46	100%	N=454
Passport services	13%	N=56	35%	N=148	36%	N=152	17%	N=72	100%	N=428
Bemis Library	37%	N=208	45%	N=251	14%	N=79	4%	N=20	100%	N=557
Littleton Museum	28%	N=156	44%	N=242	21%	N=117	7%	N=38	100%	N=553
Hudson Gardens	22%	N=122	45%	N=251	26%	N=145	6%	N=35	100%	N=553
Carson Nature Center	22%	N=107	44%	N=212	29%	N=138	5%	N=26	100%	N=483
South Platte Park	29%	N=155	49%	N=255	19%	N=99	3%	N=16	100%	N=525
Buck Recreation Center	30%	N=154	47%	N=243	19%	N=99	3%	N=17	100%	N=513
Candlelight Walk	13%	N=56	38%	N=161	33%	N=141	16%	N=68	100%	N=426
4th of July Family Festival/Fireworks show	16%	N=81	42%	N=215	31%	N=160	11%	N=55	100%	N=511
Town Hall Arts Center	15%	N=74	41%	N=203	34%	N=166	10%	N=49	100%	N=491
Summer Clean Up Program	24%	N=115	47%	N=227	25%	N=122	4%	N=21	100%	N=485
Leaf and tire recycling	22%	N=103	44%	N=212	27%	N=128	8%	N=37	100%	N=480
Household Haz Mat Roundup	24%	N=115	44%	N=208	24%	N=115	7%	N=33	100%	N=470
City management	45%	N=243	41%	N=225	13%	N=69	2%	N=9	100%	N=545

Table 23: Question 9

Please rate the following areas of transportation in Littleton.	Excellent		Good		Fair		Poor		Total	
Ease of driving	18%	N=116	55%	N=361	22%	N=143	6%	N=38	100%	N=658
Ease of traveling by bus (RTD)	20%	N=69	46%	N=160	19%	N=67	14%	N=49	100%	N=345
Ease of traveling by light rail	39%	N=234	45%	N=268	12%	N=69	4%	N=24	100%	N=595
Ease of walking in the city	32%	N=210	52%	N=338	12%	N=81	4%	N=25	100%	N=653
Ease of traveling by bicycle	29%	N=136	47%	N=222	19%	N=89	5%	N=26	100%	N=472
Traffic congestion	4%	N=28	32%	N=208	43%	N=276	20%	N=131	100%	N=642
Street maintenance	9%	N=57	47%	N=308	36%	N=237	8%	N=53	100%	N=655
Omnibus/Shopping Cart senior and disabled van service	29%	N=39	53%	N=73	15%	N=21	3%	N=4	100%	N=137
Littleton light rail stations (Downtown and Mineral Avenue)	39%	N=234	49%	N=293	9%	N=57	3%	N=20	100%	N=604

Table 24: Question 10

Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Excellent		Good		Fair		Poor		Total	
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	48%	N=173	48%	N=172	4%	N=14	0%	N=1	100%	N=360
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	46%	N=206	48%	N=217	5%	N=23	1%	N=3	100%	N=449
Internet and computer services at the Bemis Public Library	43%	N=141	49%	N=161	7%	N=24	1%	N=4	100%	N=330
Bemis Public Library services online at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	40%	N=130	49%	N=160	8%	N=28	3%	N=10	100%	N=327
Bemis Public Library materials and collections	32%	N=139	52%	N=229	14%	N=63	1%	N=6	100%	N=436
Bemis Public Library facility	39%	N=181	51%	N=238	10%	N=47	1%	N=2	100%	N=469
Overall performance of the Bemis Public Library	43%	N=203	49%	N=231	6%	N=30	1%	N=4	100%	N=468

Table 25: Question 11

Please circle the number that comes closest to your opinion about the Littleton Museum and its services:	Excellent		Good		Fair		Poor		Total	
Museum programs (e.g., lectures, classes, special events – Holiday's Eve, Sheep to Shawl, spring planting)	41%	N=136	51%	N=167	8%	N=26	0%	N=1	100%	N=330
Wednesday evening free summer concerts	40%	N=120	53%	N=159	6%	N=18	2%	N=5	100%	N=302
Museum research center	29%	N=66	58%	N=133	12%	N=26	1%	N=3	100%	N=229
Museum rotating exhibits	29%	N=90	57%	N=177	13%	N=40	1%	N=3	100%	N=309
Art shows in the galleries	31%	N=94	57%	N=175	11%	N=33	1%	N=4	100%	N=306
Living History Farms/Historic Site Interpreters	54%	N=206	40%	N=154	5%	N=20	1%	N=3	100%	N=383
Museum facility and grounds	52%	N=212	44%	N=178	3%	N=12	1%	N=3	100%	N=405
Overall performance of the Littleton Museum	42%	N=166	52%	N=207	6%	N=23	0%	N=0	100%	N=397

Table 26: Question 12

Overall, how would you rate the quality of services provided by the City of Littleton?	Percent of respondents	Number of respondents
Excellent	25%	N=153
Good	65%	N=406
Fair	9%	N=59
Poor	1%	N=4
Total	100%	N=622

Table 27: Question 13

Please rate the following categories of Littleton government performance.	Excellent		Good		Fair		Poor		Total	
The direction the city is taking with respect to open space, trails and parks	21%	N=113	64%	N=341	12%	N=64	2%	N=13	100%	N=530
Attracting companies to locate in Littleton	6%	N=24	46%	N=197	36%	N=157	12%	N=53	100%	N=431
The job the city government does at welcoming citizen involvement	11%	N=49	50%	N=221	31%	N=135	8%	N=36	100%	N=441
Opportunities to participate in city government decisions	10%	N=40	40%	N=166	32%	N=132	18%	N=74	100%	N=412
Responding to citizen complaints and concerns	7%	N=24	42%	N=147	35%	N=125	17%	N=59	100%	N=355
Holding public meetings about city plans	10%	N=42	53%	N=222	27%	N=114	10%	N=42	100%	N=419
Littleton's elected officials' consideration of what people like me think (Government listens to citizens)	6%	N=22	37%	N=148	36%	N=142	21%	N=83	100%	N=395
Littleton's government as an example of how best to provide services	9%	N=36	44%	N=175	38%	N=150	9%	N=38	100%	N=399
The city manager's management of city operations	9%	N=34	48%	N=179	31%	N=116	12%	N=46	100%	N=375
The quality of work provided by City of Littleton employees	14%	N=67	62%	N=291	21%	N=97	3%	N=12	100%	N=467
Spending local tax dollars wisely	10%	N=41	43%	N=183	36%	N=153	11%	N=46	100%	N=424
The value of services for the property taxes paid to Littleton	10%	N=42	48%	N=209	32%	N=139	11%	N=47	100%	N=437
A city government that is run efficiently	8%	N=32	48%	N=207	35%	N=151	9%	N=39	100%	N=430
Running Littleton's local government in the best interest of residents	9%	N=42	45%	N=204	35%	N=160	11%	N=52	100%	N=459
Being transparent and accountable to the public	9%	N=40	40%	N=171	33%	N=140	17%	N=73	100%	N=425
Providing information about city plans and programs	12%	N=57	45%	N=208	32%	N=149	10%	N=48	100%	N=462
The overall direction the city is taking	12%	N=62	53%	N=272	28%	N=142	6%	N=33	100%	N=509

Table 28: Question 14

To what extent do you trust that the decisions made by city council represent the best interest of citizens?	Percent of respondents	Number of respondents
To a great extent	16%	N=87
To a moderate extent	59%	N=323
To a small extent	19%	N=104
Not at all	6%	N=33
Total	100%	N=546

Table 29: Question 15

Thinking about what you currently know regarding each of the following city council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.	More effort		Same effort		Less effort		Total	
Assure a Financially Sound City Government	47%	N=229	52%	N=256	2%	N=8	100%	N=493
Provide a Safe Community to Live, Work and Play	40%	N=223	57%	N=321	3%	N=17	100%	N=561
Develop and Maintain the Public Infrastructure	41%	N=220	56%	N=301	2%	N=12	100%	N=534
Preserve and Cultivate a Quality Community	35%	N=190	62%	N=331	3%	N=16	100%	N=538
Pursue a Balanced and Sustainable Local Economy	49%	N=265	47%	N=253	3%	N=18	100%	N=536
Promote Environmental Sustainability	39%	N=205	49%	N=254	12%	N=65	100%	N=524
Foster Community Involvement, Communication and Trust	46%	N=242	52%	N=275	2%	N=12	100%	N=529

Table 30: Question 15 - Importance

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton?	Essential		Very important		Somewhat important		Not at all important		Total	
Acquiring additional open space	15%	N=94	27%	N=165	42%	N=264	16%	N=97	100%	N=620
Building new trails	12%	N=76	32%	N=202	45%	N=283	11%	N=70	100%	N=631
Continuing preservation programs for historic buildings	13%	N=81	42%	N=265	38%	N=240	8%	N=49	100%	N=636
Taking an active role with the private sector on the development of large parcels	16%	N=93	40%	N=225	33%	N=186	11%	N=62	100%	N=566
Taking an active role in redevelopment of older neighborhoods	18%	N=116	43%	N=272	29%	N=186	9%	N=56	100%	N=630
Taking an active role in redevelopment of aging shopping centers	28%	N=178	44%	N=278	21%	N=133	8%	N=50	100%	N=640
Expanding programs for youth	17%	N=103	43%	N=260	32%	N=196	7%	N=43	100%	N=603
Expanding programs for seniors	16%	N=97	41%	N=248	36%	N=217	7%	N=40	100%	N=603
Expanding programs for immigrants	9%	N=54	23%	N=129	37%	N=209	32%	N=181	100%	N=572
Reducing traffic congestion on city streets	23%	N=145	34%	N=218	36%	N=227	8%	N=48	100%	N=638

Table 31: Question 16 - MOST Important

Check the ONE circle for the item you think is the most important future project for Littleton.	Percent of respondents	Number of respondents
Acquiring additional open space	5%	N=24
Building new trails	5%	N=21
Continuing preservation programs for historic buildings	4%	N=18
Taking an active role with the private sector on the development of large parcels	12%	N=56
Taking an active role in redevelopment of older neighborhoods	15%	N=70
Taking an active role in redevelopment of aging shopping centers	22%	N=103
Expanding programs for youth	10%	N=48
Expanding programs for seniors	4%	N=21
Expanding programs for immigrants	3%	N=16
Reducing traffic congestion on city streets	19%	N=87
Total	100%	N=464

Table 32: Question 17

How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?	Percent of respondents	Number of respondents
Very familiar	6%	N=43
Somewhat familiar	29%	N=195
Not at all familiar	64%	N=428
Total	100%	N=666

Table 33: Question 18

The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?	Percent of respondents	Number of respondents
Strongly support	30%	N=184
Somewhat support	47%	N=284
Somewhat oppose	13%	N=78
Strongly oppose	10%	N=58
Total	100%	N=603

Table 34: Question 19

The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
1 cent on every \$1	37%	N=227	32%	N=193	10%	N=62	21%	N=125	100%	N=608
2 cents on every \$1	15%	N=83	27%	N=154	20%	N=116	38%	N=219	100%	N=572
3 cents on every \$1	8%	N=44	14%	N=81	23%	N=130	55%	N=315	100%	N=570
4 cents on every \$1	4%	N=21	8%	N=46	18%	N=99	71%	N=398	100%	N=564
No sales/use tax increase	44%	N=237	20%	N=107	13%	N=70	23%	N=122	100%	N=535

Table 35: Question 20

Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics.	Essential		Very important		Somewhat important		Not at all important		Total	
Special events	19%	N=121	48%	N=316	30%	N=195	3%	N=21	100%	N=652
Police/crime data	19%	N=123	47%	N=305	29%	N=189	6%	N=36	100%	N=654
City finances/budget	18%	N=118	42%	N=267	34%	N=217	6%	N=39	100%	N=642
Development projects (new residential or commercial buildings or sites)	27%	N=175	44%	N=286	26%	N=171	3%	N=19	100%	N=651
Demographics of the community	9%	N=57	31%	N=199	46%	N=293	14%	N=92	100%	N=640
Public asset conditions (streets, city buildings/facilities, etc.)	14%	N=94	39%	N=255	39%	N=250	7%	N=48	100%	N=646
Code enforcement requirements and current activity	11%	N=70	36%	N=227	40%	N=248	13%	N=82	100%	N=628
Street/traffic/road work	22%	N=147	50%	N=326	22%	N=146	5%	N=35	100%	N=653
Community planning (land uses, transportation, etc.)	23%	N=147	49%	N=317	25%	N=162	3%	N=22	100%	N=649
Economic development	19%	N=121	49%	N=315	28%	N=184	4%	N=27	100%	N=646
City council decisions	26%	N=164	44%	N=279	27%	N=170	4%	N=27	100%	N=639

Table 36: Question 21

Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.	Major source		Minor source		Not a source		Total	
The Littleton Report (bi-monthly city newsletter)	56%	N=367	26%	N=173	18%	N=116	100%	N=656
The Littleton Independent (weekly, privately-owned newspaper)	31%	N=203	29%	N=188	40%	N=260	100%	N=651
Denver Post	20%	N=132	35%	N=229	45%	N=291	100%	N=652
The Villager (weekly, privately-owned newspaper)	7%	N=45	20%	N=127	73%	N=463	100%	N=634
The city's website (littletongov.org)	31%	N=204	37%	N=239	32%	N=204	100%	N=647
Openlittleton.org	7%	N=45	18%	N=116	75%	N=478	100%	N=640
Littletonrocks.com	5%	N=32	16%	N=102	79%	N=506	100%	N=639
go2littleton.com	5%	N=29	14%	N=88	82%	N=522	100%	N=639
The City of Littleton's Facebook page (www.facebook.com/CityofLittleton)	6%	N=39	16%	N=105	77%	N=496	100%	N=641
The City of Littleton on Twitter (www.twitter.com/CityofLittleton)	2%	N=15	10%	N=63	88%	N=561	100%	N=639
Comcast Cable Channel 8 (city government access channel)	7%	N=43	21%	N=136	72%	N=465	100%	N=644
Yourhub.com	10%	N=66	18%	N=115	72%	N=461	100%	N=641

Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 37: Question 1

Please rate each of the following aspects of quality of life in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
Littleton as a place to live	55%	N=375	40%	N=275	4%	N=30	0%	N=0	0%	N=0	100%	N=680
Your neighborhood as a place to live	46%	N=307	44%	N=298	8%	N=52	2%	N=16	0%	N=0	100%	N=673
Littleton as a place to raise children	45%	N=304	34%	N=226	5%	N=35	0%	N=2	15%	N=102	100%	N=669
Littleton as a place to retire	32%	N=214	34%	N=226	10%	N=69	3%	N=19	20%	N=135	100%	N=663
Littleton as a place to work	25%	N=164	33%	N=218	13%	N=88	3%	N=20	26%	N=173	100%	N=663
Overall quality of life in Littleton	43%	N=291	51%	N=340	5%	N=36	1%	N=5	0%	N=1	100%	N=673

Table 38: Question 2

What are your reasons for living in Littleton? (Please select all that apply.)	Percent of respondents	Number of respondents
I feel safe here	65%	N=440
I like the location in general	78%	N=529
Cost of living is affordable	30%	N=205
I've always lived here	17%	N=118
I like the school my children attend	29%	N=194
I like living in a college town	4%	N=29
I like my neighborhood	62%	N=423
I have friends and family in the area	38%	N=259
Sense of community	33%	N=226
Housing and rental rates are affordable	21%	N=140
Other	6%	N=42
Close to light rail	2%	N=15
Close to work/work here	2%	N=15

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

Table 39: Question 3

To what extent do you agree or disagree that each statement below describes the City of Littleton?	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
The city is a safe community	48%	N=327	48%	N=326	2%	N=13	0%	N=0	1%	N=8	100%	N=674
The city has a low crime rate	37%	N=249	49%	N=329	3%	N=23	0%	N=3	10%	N=68	100%	N=672
The city supports local businesses	32%	N=216	42%	N=281	7%	N=45	2%	N=15	16%	N=109	100%	N=665
Littleton has tight-knit neighborhoods	24%	N=158	46%	N=302	14%	N=94	2%	N=13	15%	N=96	100%	N=663
The city offers the best schools	31%	N=202	35%	N=228	7%	N=49	1%	N=8	26%	N=173	100%	N=661
Littleton has an effective city government	12%	N=79	50%	N=329	13%	N=89	5%	N=31	20%	N=136	100%	N=664
Traffic flows well on city streets	14%	N=97	54%	N=361	23%	N=154	8%	N=51	1%	N=8	100%	N=670

Table 40: Question 4

Please identify up to three issues you believe are the most pressing issues facing Littleton in the next two years.	Percent of respondents	Number of respondents
Job growth	29%	N=196
Traffic in general	40%	N=270
Business retention	29%	N=193
Neighborhoods	12%	N=83
Trails	9%	N=60
Community image	7%	N=48
Street maintenance	28%	N=190
Aging or outdated commercial areas	31%	N=209
Leisure activities	5%	N=32
Crime reduction	9%	N=63
Traffic light synchronization	13%	N=85
Business attraction	22%	N=149
Alternative energy sources	13%	N=86
Open space	11%	N=76
Maintenance of city properties and buildings	6%	N=43
Other	8%	N=54
Parking (especially downtown)	1%	N=7

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

Table 41: Question 5

Please tell us how safe you feel in each of the following areas in Littleton.	Very safe		Somewhat safe		Somewhat unsafe		Very unsafe		Don't know		Total	
Downtown Littleton during the day	90%	N=608	8%	N=55	0%	N=0	0%	N=0	2%	N=13	100%	N=677
Downtown Littleton at night	48%	N=322	42%	N=284	4%	N=26	0%	N=0	6%	N=41	100%	N=673
Your neighborhood during the day	79%	N=533	19%	N=129	1%	N=5	0%	N=2	0%	N=3	100%	N=671
Your neighborhood at night	50%	N=339	37%	N=250	10%	N=68	1%	N=7	1%	N=8	100%	N=673
Parks, trails, natural open space areas	40%	N=268	45%	N=300	9%	N=59	1%	N=4	6%	N=42	100%	N=673
Littleton overall during the day	72%	N=485	27%	N=185	0%	N=2	0%	N=0	1%	N=5	100%	N=676
Littleton overall at night	32%	N=216	55%	N=369	9%	N=62	0%	N=1	4%	N=25	100%	N=673

Table 42: Question 6

You have the option to shop locally in Littleton, in other cities, or on the Internet. All things being equal, how important do you think it is to shop locally in Littleton?	Percent of respondents	Number of respondents
Essential	16%	N=112
Very important	47%	N=322
Somewhat important	30%	N=207
Not at all important	4%	N=30
Don't know	1%	N=8
Total	100%	N=680

Table 43: Question 7

How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	Percent of respondents	Number of respondents
Essential	30%	N=202
Very important	48%	N=323
Somewhat important	17%	N=116
Not at all important	4%	N=27
Don't know	2%	N=12
Total	100%	N=680

City of Littleton, CO 2014 Resident Survey

Table 44: Question 8 - Quality

Please rate the quality of each of the following in Littleton:	Excellent		Good		Fair		Poor		Don't know		Total	
Appearance of city	28%	N=189	62%	N=410	10%	N=65	0%	N=1	0%	N=0	100%	N=664
Shopping opportunities	11%	N=71	52%	N=344	33%	N=218	4%	N=26	1%	N=8	100%	N=666
Job opportunities	2%	N=11	23%	N=152	29%	N=194	11%	N=72	35%	N=233	100%	N=662
Historic preservation	20%	N=134	52%	N=342	14%	N=94	2%	N=10	11%	N=75	100%	N=657
Economic development	6%	N=37	40%	N=262	27%	N=175	4%	N=28	23%	N=150	100%	N=652
Affordable child care	1%	N=6	10%	N=63	12%	N=81	7%	N=45	70%	N=460	100%	N=654
Public transit services	22%	N=142	46%	N=300	12%	N=77	7%	N=46	14%	N=93	100%	N=657
Traffic flow	5%	N=35	45%	N=298	35%	N=232	13%	N=86	1%	N=7	100%	N=657
Snow plowing	8%	N=52	46%	N=302	27%	N=180	11%	N=73	8%	N=54	100%	N=660
Downtown parking	5%	N=30	30%	N=197	34%	N=226	26%	N=170	6%	N=36	100%	N=660
Parks and trails	40%	N=263	44%	N=291	8%	N=53	0%	N=3	8%	N=52	100%	N=662
Recreation opportunities	25%	N=162	53%	N=348	14%	N=93	1%	N=8	7%	N=47	100%	N=658
Open space areas	26%	N=170	48%	N=318	13%	N=89	2%	N=12	11%	N=70	100%	N=659
Environmental sustainability	9%	N=62	33%	N=217	19%	N=122	3%	N=19	35%	N=229	100%	N=649
Littleton Fire Rescue	37%	N=245	29%	N=195	5%	N=33	1%	N=5	29%	N=191	100%	N=668
Littleton Police Department	29%	N=194	32%	N=215	12%	N=77	5%	N=34	22%	N=143	100%	N=664
Traffic enforcement	11%	N=71	45%	N=295	19%	N=127	5%	N=32	21%	N=136	100%	N=661
Code enforcement	7%	N=45	29%	N=192	16%	N=108	5%	N=30	43%	N=281	100%	N=656
Municipal Court	6%	N=36	21%	N=137	9%	N=58	2%	N=13	63%	N=409	100%	N=652
Online payments of fines and services	6%	N=37	22%	N=141	9%	N=59	2%	N=12	62%	N=404	100%	N=654
Passport services	10%	N=65	13%	N=84	8%	N=51	1%	N=8	69%	N=453	100%	N=660
Bemis Library	33%	N=219	35%	N=232	7%	N=44	1%	N=9	24%	N=160	100%	N=664
Littleton Museum	37%	N=247	29%	N=195	5%	N=35	0%	N=0	28%	N=185	100%	N=663
Hudson Gardens	33%	N=220	36%	N=239	7%	N=47	0%	N=2	23%	N=149	100%	N=658
Carson Nature Center	23%	N=151	25%	N=162	6%	N=41	0%	N=2	46%	N=302	100%	N=657
South Platte Park	29%	N=193	37%	N=241	6%	N=43	0%	N=2	27%	N=181	100%	N=659
Buck Recreation Center	27%	N=180	33%	N=222	6%	N=42	1%	N=6	32%	N=214	100%	N=663
Candlelight Walk	14%	N=93	21%	N=136	9%	N=59	2%	N=10	54%	N=355	100%	N=654
4th of July Family Festival/Fireworks show	24%	N=155	34%	N=222	9%	N=61	1%	N=9	32%	N=209	100%	N=656
Town Hall Arts Center	15%	N=96	29%	N=194	8%	N=50	2%	N=11	47%	N=309	100%	N=659
Summer Clean Up Program	15%	N=100	27%	N=175	7%	N=48	1%	N=7	50%	N=328	100%	N=659
Leaf and tire recycling	12%	N=78	25%	N=163	6%	N=40	2%	N=11	56%	N=369	100%	N=661
Household Haz Mat Roundup	12%	N=76	21%	N=139	6%	N=41	2%	N=11	59%	N=389	100%	N=657
City management	8%	N=50	36%	N=240	19%	N=124	5%	N=35	32%	N=211	100%	N=660

Table 45: Question 8 - Importance

Please rate how important, if at all, each is to you.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Appearance of city	30%	N=187	57%	N=350	11%	N=70	1%	N=7	0%	N=0	100%	N=614
Shopping opportunities	21%	N=131	51%	N=314	24%	N=146	3%	N=20	0%	N=0	100%	N=611
Job opportunities	31%	N=187	30%	N=184	22%	N=132	9%	N=53	8%	N=51	100%	N=607
Historic preservation	21%	N=127	43%	N=258	28%	N=171	6%	N=34	2%	N=14	100%	N=603
Economic development	35%	N=213	42%	N=255	14%	N=88	3%	N=21	5%	N=33	100%	N=610
Affordable child care	17%	N=100	25%	N=151	17%	N=101	13%	N=78	29%	N=172	100%	N=603
Public transit services	32%	N=196	41%	N=245	17%	N=106	5%	N=27	5%	N=30	100%	N=603
Traffic flow	32%	N=195	55%	N=329	12%	N=72	1%	N=3	1%	N=4	100%	N=602
Snow plowing	34%	N=203	51%	N=310	12%	N=74	1%	N=7	2%	N=11	100%	N=604
Downtown parking	17%	N=105	49%	N=295	29%	N=179	2%	N=14	2%	N=14	100%	N=607
Parks and trails	36%	N=217	48%	N=292	12%	N=73	1%	N=7	3%	N=21	100%	N=610
Recreation opportunities	29%	N=174	49%	N=301	17%	N=104	2%	N=10	3%	N=19	100%	N=608
Open space areas	30%	N=180	46%	N=281	18%	N=110	1%	N=8	5%	N=28	100%	N=607
Environmental sustainability	26%	N=159	40%	N=239	21%	N=125	4%	N=25	9%	N=54	100%	N=602
Littleton Fire Rescue	65%	N=395	24%	N=149	6%	N=38	1%	N=7	3%	N=20	100%	N=609
Littleton Police Department	64%	N=387	26%	N=155	8%	N=46	1%	N=5	2%	N=14	100%	N=607
Traffic enforcement	25%	N=152	41%	N=249	25%	N=152	5%	N=31	4%	N=23	100%	N=606
Code enforcement	20%	N=119	38%	N=226	24%	N=142	6%	N=35	13%	N=79	100%	N=601
Municipal Court	20%	N=119	41%	N=245	14%	N=85	4%	N=25	21%	N=125	100%	N=598
Online payments of fines and services	12%	N=72	28%	N=170	28%	N=166	8%	N=46	24%	N=147	100%	N=601
Passport services	9%	N=56	25%	N=148	25%	N=152	12%	N=72	29%	N=172	100%	N=599
Bemis Library	34%	N=208	41%	N=251	13%	N=79	3%	N=20	8%	N=48	100%	N=605
Littleton Museum	26%	N=156	40%	N=242	19%	N=117	6%	N=38	9%	N=53	100%	N=606
Hudson Gardens	20%	N=122	41%	N=251	24%	N=145	6%	N=35	8%	N=51	100%	N=604
Carson Nature Center	18%	N=107	35%	N=212	23%	N=138	4%	N=26	20%	N=120	100%	N=603
South Platte Park	26%	N=155	42%	N=255	16%	N=99	3%	N=16	13%	N=76	100%	N=601
Buck Recreation Center	26%	N=154	40%	N=243	16%	N=99	3%	N=17	15%	N=91	100%	N=604
Candlelight Walk	9%	N=56	27%	N=161	23%	N=141	11%	N=68	29%	N=173	100%	N=599
4th of July Family Festival/Fireworks show	13%	N=81	36%	N=215	27%	N=160	9%	N=55	15%	N=93	100%	N=603
Town Hall Arts Center	12%	N=74	34%	N=203	27%	N=166	8%	N=49	19%	N=113	100%	N=604
Summer Clean Up Program	19%	N=115	38%	N=227	20%	N=122	4%	N=21	20%	N=118	100%	N=603
Leaf and tire recycling	17%	N=103	35%	N=212	21%	N=128	6%	N=37	20%	N=121	100%	N=601
Household Haz Mat Roundup	19%	N=115	34%	N=208	19%	N=115	5%	N=33	22%	N=133	100%	N=603
City management	40%	N=243	37%	N=225	11%	N=69	1%	N=9	10%	N=60	100%	N=605

Table 46: Question 9

Please rate the following areas of transportation in Littleton.	Excellent		Good		Fair		Poor		Don't know		Total	
Ease of driving	17%	N=116	54%	N=361	22%	N=143	6%	N=38	1%	N=8	100%	N=666
Ease of traveling by bus (RTD)	10%	N=69	24%	N=160	10%	N=67	7%	N=49	48%	N=323	100%	N=667
Ease of traveling by light rail	35%	N=234	40%	N=268	10%	N=69	4%	N=24	10%	N=69	100%	N=664
Ease of walking in the city	31%	N=210	51%	N=338	12%	N=81	4%	N=25	2%	N=15	100%	N=668
Ease of traveling by bicycle	20%	N=136	33%	N=222	13%	N=89	4%	N=26	29%	N=194	100%	N=667
Traffic congestion	4%	N=28	32%	N=208	42%	N=276	20%	N=131	2%	N=16	100%	N=658
Street maintenance	9%	N=57	46%	N=308	35%	N=237	8%	N=53	2%	N=15	100%	N=670
Omnibus/Shopping Cart senior and disabled van service	6%	N=39	11%	N=73	3%	N=21	1%	N=4	79%	N=529	100%	N=666
Littleton light rail stations (Downtown and Mineral Avenue)	35%	N=234	44%	N=293	8%	N=57	3%	N=20	10%	N=66	100%	N=670

Table 47: Question 10

Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Excellent		Good		Fair		Poor		Don't know		Total	
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	26%	N=173	26%	N=172	2%	N=14	0%	N=1	46%	N=302	100%	N=662
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	31%	N=206	33%	N=217	3%	N=23	0%	N=3	32%	N=213	100%	N=661
Internet and computer services at the Bemis Public Library	22%	N=141	25%	N=161	4%	N=24	1%	N=4	50%	N=327	100%	N=658
Bemis Public Library services online at www.littletongov.org/bemis accessed from home or elsewhere (e.g., book holds, access databases, research, etc.)	20%	N=130	24%	N=160	4%	N=28	1%	N=10	50%	N=330	100%	N=657
Bemis Public Library materials and collections	21%	N=139	35%	N=229	10%	N=63	1%	N=6	34%	N=221	100%	N=656
Bemis Public Library facility	28%	N=181	36%	N=238	7%	N=47	0%	N=2	29%	N=188	100%	N=657
Overall performance of the Bemis Public Library	31%	N=203	35%	N=231	4%	N=30	1%	N=4	29%	N=193	100%	N=661

Table 48: Question 11

Please circle the number that comes closest to your opinion about the Littleton Museum and its services:	Excellent		Good		Fair		Poor		Don't know		Total	
Museum programs (e.g., lectures, classes, special events – Holiday's Eve, Sheep to Shawl, spring planting)	21%	N=136	26%	N=167	4%	N=26	0%	N=1	49%	N=314	100%	N=645
Wednesday evening free summer concerts	19%	N=120	25%	N=159	3%	N=18	1%	N=5	53%	N=345	100%	N=647
Museum research center	10%	N=66	21%	N=133	4%	N=26	0%	N=3	65%	N=416	100%	N=644
Museum rotating exhibits	14%	N=90	27%	N=177	6%	N=40	0%	N=3	52%	N=335	100%	N=644
Art shows in the galleries	15%	N=94	27%	N=175	5%	N=33	1%	N=4	53%	N=339	100%	N=645
Living History Farms/Historic Site Interpreters	32%	N=206	24%	N=154	3%	N=20	0%	N=3	40%	N=259	100%	N=642
Museum facility and grounds	33%	N=212	28%	N=178	2%	N=12	1%	N=3	37%	N=237	100%	N=643
Overall performance of the Littleton Museum	26%	N=166	32%	N=207	4%	N=23	0%	N=0	38%	N=246	100%	N=644

Table 49: Question 12

Overall, how would you rate the quality of services provided by the City of Littleton?	Percent of respondents	Number of respondents
Excellent	23%	N=153
Good	62%	N=406
Fair	9%	N=59
Poor	1%	N=4
Don't know	4%	N=28
Total	100%	N=650

Table 50: Question 13

Please rate the following categories of Littleton government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
The direction the city is taking with respect to open space, trails and parks	17%	N=113	52%	N=341	10%	N=64	2%	N=13	19%	N=121	100%	N=651
Attracting companies to locate in Littleton	4%	N=24	30%	N=197	24%	N=157	8%	N=53	33%	N=215	100%	N=647
The job the city government does at welcoming citizen involvement	8%	N=49	34%	N=221	21%	N=135	6%	N=36	32%	N=205	100%	N=646
Opportunities to participate in city government decisions	6%	N=40	26%	N=166	20%	N=132	11%	N=74	37%	N=239	100%	N=650
Responding to citizen complaints and concerns	4%	N=24	23%	N=147	19%	N=125	9%	N=59	45%	N=293	100%	N=648
Holding public meetings about city plans	6%	N=42	34%	N=222	18%	N=114	6%	N=42	36%	N=232	100%	N=651
Littleton's elected officials' consideration of what people like me think(Government listens to citizens)	3%	N=22	23%	N=148	22%	N=142	13%	N=83	39%	N=253	100%	N=647
Littleton's government as an example of how best to provide services	6%	N=36	27%	N=175	24%	N=150	6%	N=38	38%	N=240	100%	N=639
The city manager's management of city operations	5%	N=34	28%	N=179	18%	N=116	7%	N=46	42%	N=273	100%	N=648
The quality of work provided by City of Littleton employees	10%	N=67	45%	N=291	15%	N=97	2%	N=12	28%	N=179	100%	N=647
Spending local tax dollars wisely	6%	N=41	28%	N=183	24%	N=153	7%	N=46	35%	N=225	100%	N=649
The value of services for the property taxes paid to Littleton	7%	N=42	32%	N=209	21%	N=139	7%	N=47	33%	N=213	100%	N=650
A city government that is run efficiently	5%	N=32	32%	N=207	23%	N=151	6%	N=39	34%	N=220	100%	N=649
Running Littleton's local government in the best interest of residents	6%	N=42	31%	N=204	25%	N=160	8%	N=52	29%	N=190	100%	N=649
Being transparent and accountable to the public	6%	N=40	26%	N=171	22%	N=140	11%	N=73	34%	N=224	100%	N=649
Providing information about city plans and programs	9%	N=57	32%	N=208	23%	N=149	7%	N=48	29%	N=187	100%	N=650
The overall direction the city is taking	10%	N=62	42%	N=272	22%	N=142	5%	N=33	22%	N=141	100%	N=650

Table 51: Question 14

To what extent do you trust that the decisions made by city council represent the best interest of citizens?	Percent of respondents	Number of respondents
To a great extent	13%	N=87
To a moderate extent	49%	N=323
To a small extent	16%	N=104
Not at all	5%	N=33
Don't know	16%	N=108
Total	100%	N=654

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Table 52: Question 15

Thinking about what you currently know regarding each of the following city council goals and objectives, please indicate whether you feel the city should apply more effort, the same amount of effort, or less effort toward each.	More effort		Same effort		Less effort		Don't know		Total	
Assure a Financially Sound City Government	35%	N=229	40%	N=256	1%	N=8	24%	N=154	100%	N=647
Provide a Safe Community to Live, Work and Play	34%	N=223	50%	N=321	3%	N=17	13%	N=87	100%	N=648
Develop and Maintain the Public Infrastructure	34%	N=220	47%	N=301	2%	N=12	17%	N=112	100%	N=646
Preserve and Cultivate a Quality Community	29%	N=190	51%	N=331	3%	N=16	17%	N=109	100%	N=647
Pursue a Balanced and Sustainable Local Economy	41%	N=265	39%	N=253	3%	N=18	17%	N=113	100%	N=648
Promote Environmental Sustainability	32%	N=205	39%	N=254	10%	N=65	19%	N=121	100%	N=644
Foster Community Involvement, Communication and Trust	37%	N=242	42%	N=275	2%	N=12	18%	N=119	100%	N=648

Table 53: Question 16 - Importance

Thinking about the next five to eight years, how important is each of the following potential projects in Littleton?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Acquiring additional open space	14%	N=94	25%	N=165	40%	N=264	15%	N=97	5%	N=33	100%	N=653
Building new trails	12%	N=76	31%	N=202	44%	N=283	11%	N=70	3%	N=19	100%	N=650
Continuing preservation programs for historic buildings	12%	N=81	40%	N=265	37%	N=240	7%	N=49	3%	N=19	100%	N=655
Taking an active role with the private sector on the development of large parcels	14%	N=93	35%	N=225	29%	N=186	10%	N=62	12%	N=80	100%	N=646
Taking an active role in redevelopment of older neighborhoods	18%	N=116	42%	N=272	29%	N=186	9%	N=56	3%	N=17	100%	N=647
Taking an active role in redevelopment of aging shopping centers	27%	N=178	43%	N=278	20%	N=133	8%	N=50	2%	N=12	100%	N=651
Expanding programs for youth	16%	N=103	40%	N=260	30%	N=196	7%	N=43	8%	N=50	100%	N=652
Expanding programs for seniors	15%	N=97	38%	N=248	33%	N=217	6%	N=40	9%	N=56	100%	N=659
Expanding programs for immigrants	8%	N=54	20%	N=129	32%	N=209	28%	N=181	11%	N=73	100%	N=646
Reducing traffic congestion on city streets	22%	N=145	33%	N=218	35%	N=227	7%	N=48	2%	N=14	100%	N=651

Table 54: Question 16 - MOST Important

Check the ONE circle for the item you think is the most important future project for Littleton.	Percent of respondents	Number of respondents
Acquiring additional open space	5%	N=24
Building new trails	5%	N=21
Continuing preservation programs for historic buildings	4%	N=18
Taking an active role with the private sector on the development of large parcels	12%	N=56
Taking an active role in redevelopment of older neighborhoods	15%	N=70
Taking an active role in redevelopment of aging shopping centers	22%	N=103
Expanding programs for youth	10%	N=48
Expanding programs for seniors	4%	N=21
Expanding programs for immigrants	3%	N=16
Reducing traffic congestion on city streets	19%	N=87
Total	100%	N=464

Table 55: Question 17

How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?	Percent of respondents	Number of respondents
Very familiar	6%	N=43
Somewhat familiar	29%	N=195
Not at all familiar	64%	N=428
Total	100%	N=666

Table 56: Question 18

The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?	Percent of respondents	Number of respondents
Strongly support	28%	N=184
Somewhat support	43%	N=284
Somewhat oppose	12%	N=78
Strongly oppose	9%	N=58
Don't know	8%	N=54
Total	100%	N=656

Table 57: Question 19

The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
1 cent on every \$1	36%	N=227	30%	N=193	10%	N=62	20%	N=125	4%	N=27	100%	N=635
2 cents on every \$1	14%	N=83	25%	N=154	19%	N=116	36%	N=219	6%	N=38	100%	N=610
3 cents on every \$1	7%	N=44	13%	N=81	21%	N=130	52%	N=315	6%	N=38	100%	N=608
4 cents on every \$1	3%	N=21	8%	N=46	16%	N=99	66%	N=398	7%	N=40	100%	N=603
No sales/use tax increase	39%	N=237	18%	N=107	12%	N=70	20%	N=122	11%	N=68	100%	N=604

Table 58: Question 20

Please indicate how important it is to you, if at all, to receive information from the city about each of the following topics.	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Special events	18%	N=121	48%	N=316	30%	N=195	3%	N=21	1%	N=6	100%	N=659
Police/crime data	19%	N=123	46%	N=305	29%	N=189	6%	N=36	1%	N=7	100%	N=661
City finances/budget	18%	N=118	41%	N=267	33%	N=217	6%	N=39	2%	N=13	100%	N=655
Development projects (new residential or commercial buildings or sites)	26%	N=175	43%	N=286	26%	N=171	3%	N=19	2%	N=11	100%	N=662
Demographics of the community	9%	N=57	30%	N=199	44%	N=293	14%	N=92	3%	N=22	100%	N=663
Public asset conditions (streets, city buildings/facilities, etc.)	14%	N=94	39%	N=255	38%	N=250	7%	N=48	2%	N=14	100%	N=660
Code enforcement requirements and current activity	11%	N=70	35%	N=227	38%	N=248	12%	N=82	5%	N=30	100%	N=658
Street/traffic/road work	22%	N=147	49%	N=326	22%	N=146	5%	N=35	1%	N=8	100%	N=662
Community planning (land uses, transportation, etc.)	22%	N=147	48%	N=317	25%	N=162	3%	N=22	2%	N=13	100%	N=662
Economic development	18%	N=121	48%	N=315	28%	N=184	4%	N=27	2%	N=16	100%	N=662
City council decisions	25%	N=164	43%	N=279	26%	N=170	4%	N=27	2%	N=14	100%	N=653

Table 59: Question 21

Please indicate whether each of the following is a major source, minor source or not a source of information for you when looking for information about the City of Littleton.	Major source		Minor source		Not a source		Total	
The Littleton Report (bi-monthly city newsletter)	56%	N=367	26%	N=173	18%	N=116	100%	N=656
The Littleton Independent (weekly, privately-owned newspaper)	31%	N=203	29%	N=188	40%	N=260	100%	N=651
Denver Post	20%	N=132	35%	N=229	45%	N=291	100%	N=652
The Villager (weekly, privately-owned newspaper)	7%	N=45	20%	N=127	73%	N=463	100%	N=634
The city's website (littletongov.org)	31%	N=204	37%	N=239	32%	N=204	100%	N=647
Openlittleton.org	7%	N=45	18%	N=116	75%	N=478	100%	N=640
Littletonrocks.com	5%	N=32	16%	N=102	79%	N=506	100%	N=639
go2littleton.com	5%	N=29	14%	N=88	82%	N=522	100%	N=639
The City of Littleton's Facebook page (www.facebook.com/CityofLittleton)	6%	N=39	16%	N=105	77%	N=496	100%	N=641
The City of Littleton on Twitter (www.twitter.com/CityofLittleton)	2%	N=15	10%	N=63	88%	N=561	100%	N=639
Comcast Cable Channel 8 (city government access channel)	7%	N=43	21%	N=136	72%	N=465	100%	N=644
Yourhub.com	10%	N=66	18%	N=115	72%	N=461	100%	N=641

Appendix B: Verbatim Responses to Open-ended Survey Questions

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

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

- A great place to live.
- Better schools than Englewood. Easy commute to work.
- Changes are important to community.
- Church
- Close to trails.
- Columbine courier is a great publication.
- Comfortable Community, small town feel, in large suburb.
- Curb appeal is kept up.
- Diversity of population.
- Downtown Area - Love It!
- Established, Size of homes/yards.
- Forget it was a cellular town - you should make a bigger marketing issue of that!
- Friends & family weather.
- God led me here.
- Great schools.
- Have recreational opportunities.
- Historic districts.
- I attend school here.
- I grew up here & came back in Retirement.
- I have retired here & bought a condo close to medical care & stores.
- I live on campus at Denver seminary where i attend school. Convenience !
- It is small & quaint.
- It used to be nicer.
- Jakes Brew Bar.
- Lived here 40 yrs.
- Lived here since 1968.
- Love the trails & parks.
- Marriage.
- Mature trees & trails.
- Near my daughter.
- Next to Bomar.
- No HOA.
- No Housing - this is where there was opening.
- No kids lived in Littleton many places since 1993.
- Older neighborhood, Foliage.
- Open space & parks.
- Parks, bike trails & comprehensive park & open space planning.
- Resort feel.
- River trail.
- School districts.

- Schools. Proximity to Denver.
- Small town feel!
- SMHO.
- Super dog friendly (100+ lb dog).
- UP wind of predominate winds (re, Smog).
- What college ?ACC? HAHA! Denver Seminary?

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

- Ability to attract young families into the area so that schools maintains or increase enrollment.
- Affordable housing.
- Affordable Housing.
- Affordable living / no rent hikes.
- Aging tennis facilities.
- Attracting Millennials.
- Better historic preparation efforts - downtown neighborhoods.1 half time staffer is not working.
- Car lots overwhelming bad image.
- Cars speeding in neighborhoods.
- Changing the city manager.
- Chatfield state park.
- City government.
- classroom sizes
- Cross walks.
- Crossing the street on Mineral and Long to catch the Light Rail is dangerous. I almost got hit 2x in one day.
- Decrease singing classrooms at elem level.
- Diversity.
- Dump the garbage shops that don't do anything but whine and get great shops, restaurant, new business in here!!
- Early childhood edu. & k-12 education.
- Economic Gardening.
- Education.
- Escalating taxes.
- Frivolous government spending.
- Funding for public education.
- Funding for public education.
- Growing too big.
- Helping downtown business to grow and to be successful.
- High density multi family housing.
- housing growth / urban renewal.
- Increasing Drug addict & homeless population in parks & loitering at Park-n-Ride.
- Jeff co school board current 3 members out of 5 are crazy & zealots determined to hurt public schools.
- Lack of grade schools in neighborhoods.
- lack of new construction for housing.
- Less government.
- Let us pay sewer bills monthly or quarterly. And bill us.
- Lower property taxes.

- Maintaining increasing tax base.
- Maintaining the "small town" image don't let Littleton get too much of "anything but little".
- Maintenance of school buildings.
- Maintenance of shared space/ medians /fence in neighborhoods. Look @ Oakbrook.
- Make the community more walkable.
- Managing growth (especially housing) and still keeping the "small town" feel.
- Marathon oil property redevelopment is going to cause unforeseen challenges esp. to traffic on Broadway.
- Marijuana Industry close by (N. Broadway)
- Mass Transit.
- More multi-family affordable housing near transit several stories high/high density.
- Need more senior rentals for independent seniors!
- Need to address empty strip malls & revitalize them instead of pursuing big box.
- No, Snow plows Chat Field being flooded!
- Not over populate. Keep neighborhoods safe/clean.
- Our safety.
- Overcrowding/overpopulation.
- Pedestrian safety.
- Police dept. most police are disrespectful to citizens.
- Population Growth.
- Post office needs repair.
- Remove red light camera's.
- Rent costs growing faster than paycheck.
- Responsible/efficient use of tax dollars -congestion due to the increase in housing/multi family.
- Ruining old town with building more condos/apts. Ruining the historic look of downtown.
- Same home 40 yrs.
- Santa Fe traffic.
- Schools.
- Sidewalks.
- Small business retention.
- Tax increases and the unelected lift influence.
- Taxes.
- Tear down the box.
- Too many garbage trucks 3 different companies serve our neighborhood. Making Littleton a "go to" spot. Downtown parking.
- Too many panhandlers especially Broadway & County Line Rd!
- Tree planting / preservation on highline canal - work with Denver water board - don't let the trees die!

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

- A traffic light for Meadowbrook Residents. To get into Mineral when the new development opens at mineral & platte canyon with 250 new condos & 3 commercial businesses. Traffic is already bad & there are 3.
- Activities for aged.
- Affordable Housing.
- All areas are important but info can come from local newspapers, not always city provided means.
- Art! Why don't we have support of arts like brighton does? They are all over it for art!

- Build a downtown parking garage AKA Estes Park.
- City of Littleton ordinance noise & (disturbing the peace) codes. The enforcement of these codes. This means everyone. No exceptions (trains, city of Littleton) employees (Fire, police), work crews-water, electricity, gas, streets, roofers,etcetera. They currently something like 10:00 P.M. at and to 10:00 A.M. in the morning
- Code enforcement employees out of control.
- Codes : Animals, cars parked on streets, building without license, noise ordinances, new king soopers traffic patterns. Why don't we have city trash services. Trash trucks go. Multiple times each day.
- Complaints from citizens about behavior of our police. I think this should be more transparent, as well as "jobs well done". I have growing concerns from my own experience, and neighbor's experiences.
- Depends on the issues that are relative at that time.
- Dog friendly events & when certain streets are blocked off. My street is blocked off 3-4 times per year with no notice.
- Efforts to reduce the size of government and to manage funds better (cost savings).
- Efforts to support public education.
- Environmental Concerns.
- Firework display & times/dates.
- Great community service organizations!
- Historical presentation efforts - get moving! Stop holding meetings - then doing nothing.
- Housing (Affordable).
- How Littleton is working to keep the historically small-town atmosphere alive here.
- I want to hear from my council that you are actually doing something to better Littleton, not to just keep the status quo and not to suck up to a small, rude and defiant minority who don't even live here but who command mediocrity and stagnation of main street and in Littleton - that's the information I want to hear!
- Immigrant/ youth demographics/ programs.
- Keep Walmarks' big stores out.
- Like Western welcome week event. Bemis events. Museum events. There all foster a sense of community which is essential lets promote own small town, "People who care" atmosphere!
- Marathon Oil Field and why the gov. didn't listen to the citizens. No one wanted it, yet amazingly the development passes. Obvious corruption.
- Marijuana - keep out of Littleton.
- Neighbors who need mental health and how to report? The way he keeps outside house is proof there is a problem. His family say they can not get social services to check on him.
- New business attraction downtown.
- New business openings
- New retail stores.
- No more residential projects. Raise the taxes on apartment building owners - They use most of the resources!!
- Nothing. But I lived in Ken-carey 18 years and sold my home & now have a temp. apt. until I buy on the western shops. My big issues now are- 1. Jeff Co School Board Whackos, 2. Allowance of private bar smoking patios. Don't so the way of Lakewood & considering banning them. The smoking places bring.
- Our city government is the most inefficient government were even had i would like to change the terms of city officials to city council 4 years maximum.
- parking solution for downtown littleton , a large multi level garage is needed with retail space on the bottom level.

- Plans for marathon oil property what businesses street & street light configuration. Projected tax revenue & its uses. Also I think it was a bad decision to deny retail marijuana sales. The tax revenue alone made it worth it. I think that the city council voted along party lines instead of for what's best for city coffers.
- please attached for 2 major safety concerns.
- Progress on city picking up recyclables & adopting an affordable housing percentage of main construction.
- Properties being labeled as "blighted" by LIFT, and the effect it has on the individual business, positive or otherwise. Also, how LIFT as a para-government organization is held accountable to [?].
- Protection for existing open space, parks, and trails.
- Public Education.
- Public Services.
- Repealing marijuana legalization in Littleton.
- Schools.
- Sorry, my husband just got out of the hospital & I can't get into this.
- Thanks for the Littleton community paper!! It is great to see a project before and know what is being done to our great city!!
- The city council has no right to alter flourishing business like the bow margas! That shopping center has businesses we use on a daily basis.
- Topics that are commonly complained about and current steps being addressed.
- Use of taxes - Where is money spent?
- We have too many apartments. Don't pay enough property tax for emergency services.
- What Crime & What areas.
- What is going to be done about the infectious, cancerous growth of car lots/used car lots in Littleton?
- When are the sidewalks going to be widened? When will more accessible grocery stores be available? When will zoning restrictions on small businesses be relaxed?
- Why don't Littleton and Englewood have a bus service on Belleview?
- Why not at least have a convenient store downtown for milk & bread-along [?] lines.
- Why the survey isn't conducted locally-
- Why you are outsourcing the compilation of this survey to a New Jersey company rather than Colorado!
- Work on trails, open space.
- You got all information that was great. Only complaint is the survey is so tiny and question #8 was the worst, but honestly this was very important!! I hope to see some improvement by listening to Littleton's citizens.

Appendix C: Detailed Benchmark Comparisons

Comparing Littleton's Results to the Benchmarking Database

Jurisdictions use the comparative information provided by benchmarks to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” citizen evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the city rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any city department – to understand how well citizens think it is doing.

NRC has innovated a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC’s work [e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341]. The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC’s proprietary databases.

Jurisdictions in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all jurisdictions in the database or to a subset of jurisdictions (within a given region or population category such as Front Range jurisdictions), as in this report. Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources, and practices vary, the objective in every community is to provide services that are so timely, tailored, and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

While benchmarks help set the basis for evaluation, citizen opinion should be used in conjunction with other sources of data about budget, population demographics, personnel, and politics to help managers know how to respond to comparative results.

Interpreting the Results

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

Where comparisons for quality ratings were available, the City of Littleton's results were generally noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much lower" or "much higher"). These labels come from a statistical comparison of Littleton's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "higher" or "lower" if the difference between Littleton's rating and the benchmark is greater than, but less than twice, the margin of error; and "much higher" or "much lower" if the difference between Littleton's rating and the benchmark is more than twice the margin of error.

National Benchmark Comparisons

Table 60: Aspects of Quality of Life

Please rate each of the following aspects of quality of life in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Littleton as a place to live	96%	51	327	Much above
Your neighborhood as a place to live	90%	63	255	Much above
Littleton as a place to raise children	94%	51	319	Much above
Littleton as a place to retire	83%	33	303	Much above
Littleton as a place to work	78%	54	296	Much above
Overall quality of life in Littleton	94%	53	385	Much above

Table 61: Community Safety

Please tell us how safe you feel in each of the following areas in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Downtown Littleton during the day	100%	5	247	Much above
Downtown Littleton at night	96%	20	191	Much above
Your neighborhood during the day	99%	88	291	Above
Your neighborhood at night	89%	65	221	Above
Parks, trails, natural open space areas	90%	9	27	Much above
Littleton overall during the day	100%	NA	NA	NA
Littleton overall at night	90%	NA	NA	NA

Table 62: City Services

Please rate the quality of each of the following in Littleton:	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Appearance of city	90%	58	302	Much above
Shopping opportunities	63%	102	243	Above
Job opportunities	38%	109	261	Above
Historic preservation	82%	2	10	Much above

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Please rate the quality of each of the following in Littleton:	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Economic development	60%	69	236	Much above
Affordable child care	35%	184	213	Much below
Public transit services	78%	3	23	Much above
Traffic flow	51%	152	285	Similar
Snow plowing	58%	172	247	Below
Downtown parking	36%	121	142	Much below
Parks and trails	91%	54	269	Much above
Recreation opportunities	83%	45	253	Much above
Open space areas	83%	13	80	Much above
Littleton Fire Rescue	92%	92	300	Similar
Littleton Police Department	79%	164	363	Similar
Traffic enforcement	70%	141	314	Similar
Code enforcement	63%	75	299	Much above
Municipal Court	71%	58	139	Similar
Bemis Library	90%	86	283	Above
Littleton Museum	92%	NA	NA	NA
Buck Recreation Center	89%	19	228	Much above
City management	65%	3	5	Similar

Table 63: Aspects of Transportation

Please rate the following areas of transportation in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Ease of driving	72%	83	245	Above
Ease of traveling by bus (RTD)	66%	14	133	Much above
Ease of traveling by light rail	84%	7	84	Much above
Ease of walking in the city	84%	45	241	Much above
Ease of traveling by bicycle	76%	27	250	Much above
Street maintenance	56%	139	365	Above

Table 64: Library Services

Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	96%	1	7	Much above
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	94%	5	8	Similar
Internet and computer services at the Bemis Public Library	92%	2	5	Much above
Bemis Public Library materials and collections	84%	5	11	Above
Bemis Public Library facility	89%	NA	NA	NA

Table 65: 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 services provided by the City of Littleton?	90%	56	368	Much above

Table 66: City Government Performance

Please rate the following categories of Littleton government performance.	Percent positive	Rank	Number of communities in comparison	Comparison to national benchmark
Attracting companies to locate in Littleton	51%	1	6	Much above
The job the city government does at welcoming citizen involvement	61%	78	257	Above
Opportunities to participate in city government decisions	50%	4	5	Similar
Responding to citizen complaints and concerns	48%	3	5	Below
Littleton's elected officials' consideration of what people like me think	43%	6	8	Below
Spending local tax dollars wisely	53%	5	18	Above
The value of services for the property taxes paid to Littleton	57%	167	344	Similar
The overall direction the city is taking	66%	96	268	Above

Jurisdictions Included in National Comparisons

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

Abilene city, KS.....	6,844	Bay City city, MI.....	34,932
Adams County, CO.....	441,603	Baytown city, TX.....	71,802
Airway Heights city, WA.....	6,114	Bedford city, TX.....	46,979
Albany city, OR.....	50,158	Bedford town, MA.....	13,320
Albemarle County, VA.....	98,970	Bellevue city, WA.....	122,363
Albert Lea city, MN.....	18,016	Bellingham city, WA.....	80,885
Algonquin village, IL.....	30,046	Beltrami County, MN.....	44,442
Aliso Viejo city, CA.....	47,823	Benbrook city, TX.....	21,234
Altoona city, IA.....	14,541	Bend city, OR.....	76,639
Ames city, IA.....	58,965	Benicia city, CA.....	26,997
Andover CDP, MA.....	8,762	Bettendorf city, IA.....	33,217
Ankeny city, IA.....	45,582	Billings city, MT.....	104,170
Ann Arbor city, MI.....	113,934	Blaine city, MN.....	57,186
Annapolis city, MD.....	38,394	Bloomfield Hills city, MI.....	3,869
Apple Valley town, CA.....	69,135	Bloomington city, IL.....	76,610
Arapahoe County, CO.....	572,003	Bloomington city, MN.....	82,893
Arkansas City city, AR.....	366	Blue Springs city, MO.....	52,575
Arlington city, TX.....	365,438	Boise City city, ID.....	205,671
Arlington County, VA.....	207,627	Boonville city, MO.....	8,319
Arvada city, CO.....	106,433	Boulder city, CO.....	97,385
Ashland city, OR.....	20,078	Boulder County, CO.....	294,567
Ashland town, VA.....	7,225	Bowling Green city, KY.....	58,067
Aspen city, CO.....	6,658	Brentwood city, TN.....	37,060
Auburn city, AL.....	53,380	Bristol city, TN.....	26,702
Auburn city, WA.....	70,180	Broken Arrow city, OK.....	98,850
Aurora city, CO.....	325,078	Brookfield city, WI.....	37,920
Austin city, TX.....	790,390	Brookline CDP, MA.....	58,732
Bainbridge Island city, WA.....	23,025	Brookline town, NH.....	4,991
Baltimore city, MD.....	620,961	Broomfield city, CO.....	55,889
Baltimore County, MD.....	805,029	Brownsburg town, IN.....	21,285
Battle Creek city, MI.....	52,347	Bryan city, TX.....	76,201

• Burien city, WA.....	33,313	• Dade City city, FL	6,437
• Burleson city, TX.....	36,690	• Dakota County, MN	398,552
• Cabarrus County, NC	178,011	• Dallas city, OR	14,583
• Cambridge city, MA	105,162	• Dallas city, TX.....	1,197,816
• Canton city, SD	3,057	• Dardenne Prairie city, MO	11,494
• Cape Coral city, FL.....	154,305	• Davenport city, IA.....	99,685
• Cape Girardeau city, MO	37,941	• Davidson town, NC.....	10,944
• Carlisle borough, PA	18,682	• Decatur city, GA.....	19,335
• Carlsbad city, CA.....	105,328	• Delray Beach city, FL.....	60,522
• Cartersville city, GA	19,731	• Denison city, TX	22,682
• Cary town, NC	135,234	• Denver city, CO.....	600,158
• Casa Grande city, AZ.....	48,571	• Derby city, KS	22,158
• Casper city, WY	55,316	• Des Moines city, IA.....	203,433
• Castine town, ME.....	1,366	• Des Peres city, MO.....	8,373
• Castle Pines North city, CO.....	10,360	• Destin city, FL.....	12,305
• Castle Rock town, CO.....	48,231	• Dewey-Humboldt town, AZ.....	3,894
• Cedar Falls city, IA	39,260	• Dorchester County, MD.....	32,618
• Cedar Rapids city, IA	126,326	• Dothan city, AL.....	65,496
• Centennial city, CO	100,377	• Douglas County, CO	285,465
• Centralia city, IL	13,032	• Dover city, NH	29,987
• Chambersburg borough, PA	20,268	• Dublin city, OH.....	41,751
• Chandler city, AZ	236,123	• Duluth city, MN	86,265
• Chanhassen city, MN	22,952	• Duncanville city, TX	38,524
• Chapel Hill town, NC	57,233	• Durham city, NC.....	228,330
• Charlotte city, NC.....	731,424	• East Baton Rouge Parish, LA	440,171
• Charlotte County, FL	159,978	• East Grand Forks city, MN	8,601
• Charlottesville city, VA	43,475	• East Lansing city, MI.....	48,579
• Chesterfield County, VA.....	316,236	• Eau Claire city, WI.....	65,883
• Chippewa Falls city, WI.....	13,661	• Eden Prairie city, MN	60,797
• Citrus Heights city, CA.....	83,301	• Edgerton city, KS	1,671
• Clackamas County, OR	375,992	• Edina city, MN.....	47,941
• Clayton city, MO	15,939	• Edmonds city, WA.....	39,709
• Clearwater city, FL.....	107,685	• El Cerrito city, CA	23,549
• Clive city, IA	15,447	• El Dorado County, CA	181,058
• Clovis city, CA	95,631	• El Paso city, TX.....	649,121
• College Park city, MD	30,413	• Elk Grove city, CA.....	153,015
• College Station city, TX.....	93,857	• Elk River city, MN	22,974
• Colleyville city, TX	22,807	• Elko New Market city, MN	4,110
• Collinsville city, IL	25,579	• Elmhurst city, IL.....	44,121
• Columbia city, MO	108,500	• Encinitas city, CA.....	59,518
• Columbus city, WI	4,991	• Englewood city, CO.....	30,255
• Commerce City city, CO.....	45,913	• Erie town, CO.....	18,135
• Concord city, CA	122,067	• Escambia County, FL.....	297,619
• Concord town, MA.....	17,668	• Estes Park town, CO	5,858
• Conyers city, GA.....	15,195	• Fairview town, TX	7,248
• Cookeville city, TN	30,435	• Farmington Hills city, MI.....	79,740
• Coon Rapids city, MN	61,476	• Fayetteville city, NC.....	200,564
• Cooper City city, FL	28,547	• Fishers town, IN	76,794
• Coronado city, CA	18,912	• Flagstaff city, AZ.....	65,870
• Corvallis city, OR	54,462	• Flower Mound town, TX.....	64,669
• Cross Roads town, TX.....	1,563	• Flushing city, MI.....	8,389
• Crystal Lake city, IL	40,743	• Forest Grove city, OR	21,083

Fort Collins city, CO.....	143,986	Honolulu County, HI.....	953,207
Fort Smith city, AR.....	86,209	Hooksett town, NH.....	13,451
Fort Worth city, TX.....	741,206	Hopkins city, MN.....	17,591
Fountain Hills town, AZ.....	22,489	Hopkinton town, MA.....	14,925
Franklin city, TN.....	62,487	Hoquiam city, WA.....	8,726
Fredericksburg city, VA.....	24,286	Houston city, TX.....	2,099,451
Freeport CDP, ME.....	1,485	Hudson city, OH.....	22,262
Freeport city, IL.....	25,638	Hudson town, CO.....	2,356
Fremont city, CA.....	214,089	Hudsonville city, MI.....	7,116
Friendswood city, TX.....	35,805	Huntersville town, NC.....	46,773
Fruita city, CO.....	12,646	Hurst city, TX.....	37,337
Gahanna city, OH.....	33,248	Hutchinson city, MN.....	14,178
Gainesville city, FL.....	124,354	Hutto city, TX.....	14,698
Gaithersburg city, MD.....	59,933	Hyattsville city, MD.....	17,557
Galveston city, TX.....	47,743	Indian Trail town, NC.....	33,518
Garden City city, KS.....	26,658	Indianola city, IA.....	14,782
Gardner city, KS.....	19,123	Iowa City city, IA.....	67,862
Geneva city, NY.....	13,261	Jackson County, MI.....	160,248
Georgetown city, TX.....	47,400	James City County, VA.....	67,009
Gilbert town, AZ.....	208,453	Jefferson City city, MO.....	43,079
Gillette city, WY.....	29,087	Jefferson County, CO.....	534,543
Globe city, AZ.....	7,532	Jefferson County, NY.....	116,229
Golden Valley city, MN.....	20,371	Jerome city, ID.....	10,890
Goodyear city, AZ.....	65,275	Johnson City city, TN.....	63,152
Grafton village, WI.....	11,459	Johnson County, KS.....	544,179
Grand Blanc city, MI.....	8,276	Johnston city, IA.....	17,278
Grand Island city, NE.....	48,520	Jupiter town, FL.....	55,156
Grass Valley city, CA.....	12,860	Kalamazoo city, MI.....	74,262
Greeley city, CO.....	92,889	Kansas City city, KS.....	145,786
Green Valley CDP, AZ.....	21,391	Kansas City city, MO.....	459,787
Greenwood Village city, CO.....	13,925	Keizer city, OR.....	36,478
Greer city, SC.....	25,515	Kenmore city, WA.....	20,460
Guilford County, NC.....	488,406	Kennedale city, TX.....	6,763
Gunnison County, CO.....	15,324	Kennett Square borough, PA.....	6,072
Gurnee village, IL.....	31,295	Kirkland city, WA.....	48,787
Hailey city, ID.....	7,960	La Mesa city, CA.....	57,065
Haines Borough, AK.....	2,508	La Plata town, MD.....	8,753
Hallandale Beach city, FL.....	37,113	La Porte city, TX.....	33,800
Hamilton city, OH.....	62,477	La Vista city, NE.....	15,758
Hampton city, VA.....	137,436	Lafayette city, CO.....	24,453
Hanover County, VA.....	99,863	Laguna Beach city, CA.....	22,723
Harrisonburg city, VA.....	48,914	Laguna Hills city, CA.....	30,344
Harrisonville city, MO.....	10,019	Laguna Niguel city, CA.....	62,979
Hayward city, CA.....	144,186	Lake Oswego city, OR.....	36,619
Henderson city, NV.....	257,729	Lake Zurich village, IL.....	19,631
Hermiston city, OR.....	16,745	Lakeville city, MN.....	55,954
High Point city, NC.....	104,371	Lakewood city, CO.....	142,980
Highland Park city, IL.....	29,763	Lane County, OR.....	351,715
Highlands Ranch CDP, CO.....	96,713	Larimer County, CO.....	299,630
Hillsborough town, NC.....	6,087	Las Cruces city, NM.....	97,618
Holden town, MA.....	17,346	Las Vegas city, NV.....	583,756
Holland city, MI.....	33,051	Lawrence city, KS.....	87,643

• League City city, TX.....	83,560	• Morristown city, TN	29,137
• Lee County, FL.....	618,754	• Moscow city, ID	23,800
• Lee's Summit city, MO.....	91,364	• Mountain Village town, CO	1,320
• Lewis County, NY.....	27,087	• Mountlake Terrace city, WA.....	19,909
• Lewiston city, ME	36,592	• Munster town, IN	23,603
• Lincoln city, NE	258,379	• Muscatine city, IA.....	22,886
• Lindsborg city, KS.....	3,458	• Naperville city, IL	141,853
• Littleton city, CO.....	41,737	• Needham CDP, MA.....	28,886
• Livermore city, CA	80,968	• New Braunfels city, TX.....	57,740
• Lone Tree city, CO.....	10,218	• New Brighton city, MN.....	21,456
• Longmont city, CO	86,270	• New Hanover County, NC	202,667
• Longview city, TX.....	80,455	• New Orleans city, LA.....	343,829
• Los Alamos County, NM	17,950	• Newberg city, OR.....	22,068
• Louisville city, CO	18,376	• Newport Beach city, CA.....	85,186
• Lynchburg city, VA.....	75,568	• Newport city, RI.....	24,672
• Lynnwood city, WA.....	35,836	• Newport News city, VA.....	180,719
• Madison city, WI.....	233,209	• Newton city, IA	15,254
• Mankato city, MN	39,309	• Noblesville city, IN	51,969
• Maple Grove city, MN.....	61,567	• Nogales city, AZ	20,837
• Maple Valley city, WA.....	22,684	• Norfolk city, VA	242,803
• Maricopa County, AZ.....	3,817,117	• Norman city, OK.....	110,925
• Marin County, CA	252,409	• North Las Vegas city, NV.....	216,961
• Maryland Heights city, MO	27,472	• Northglenn city, CO.....	35,789
• Matthews town, NC.....	27,198	• Novato city, CA	51,904
• McAllen city, TX.....	129,877	• Novi city, MI	55,224
• McDonough city, GA.....	22,084	• O'Fallon city, IL	28,281
• McKinney city, TX	131,117	• O'Fallon city, MO.....	79,329
• McMinnville city, OR.....	32,187	• Oak Park village, IL	51,878
• Mecklenburg County, NC.....	919,628	• Oakland Park city, FL.....	41,363
• Medford city, OR.....	74,907	• Oakley city, CA.....	35,432
• Menlo Park city, CA	32,026	• Ogdensburg city, NY.....	11,128
• Mercer Island city, WA	22,699	• Oklahoma City city, OK	579,999
• Meridian charter township, MI	39,688	• Olathe city, KS	125,872
• Meridian city, ID.....	75,092	• Old Town city, ME.....	7,840
• Merriam city, KS	11,003	• Olmsted County, MN.....	144,248
• Merrill city, WI.....	9,661	• Orland Park village, IL	56,767
• Mesa city, AZ.....	439,041	• Oshkosh city, WI.....	66,083
• Mesa County, CO	146,723	• Otsego County, MI.....	24,164
• Miami Beach city, FL	87,779	• Oviedo city, FL.....	33,342
• Miami city, FL	399,457	• Paducah city, KY.....	25,024
• Midland city, MI	41,863	• Palm Coast city, FL.....	75,180
• Milford city, DE.....	9,559	• Palm Springs city, CA	44,552
• Milton city, GA.....	32,661	• Palo Alto city, CA	64,403
• Minneapolis city, MN	382,578	• Panama City city, FL.....	36,484
• Mission Viejo city, CA	93,305	• Papillion city, NE.....	18,894
• Modesto city, CA	201,165	• Park City city, UT.....	7,558
• Monterey city, CA.....	27,810	• Parker town, CO	45,297
• Montgomery County, MD	971,777	• Parkland city, FL.....	23,962
• Montgomery County, VA	94,392	• Pasadena city, CA	137,122
• Montpelier city, VT	7,855	• Pasco city, WA	59,781
• Monument town, CO	5,530	• Pasco County, FL	464,697
• Mooresville town, NC	32,711	• Peachtree City city, GA.....	34,364

• Pearland city, TX.....	91,252	• Royal Oak city, MI	57,236
• Peoria city, AZ	154,065	• Saco city, ME	18,482
• Peoria city, IL	115,007	• Sahuarita town, AZ	25,259
• Peoria County, IL	186,494	• Salida city, CO.....	5,236
• Peters township, PA.....	21,213	• Salt Lake City city, UT	186,440
• Petoskey city, MI.....	5,670	• Sammamish city, WA	45,780
• Pflugerville city, TX.....	46,936	• San Anselmo town, CA	12,336
• Phoenix city, AZ	1,445,632	• San Antonio city, TX.....	1,327,407
• Pinal County, AZ	375,770	• San Carlos city, CA.....	28,406
• Pinehurst village, NC	13,124	• San Diego city, CA	1,307,402
• Piqua city, OH	20,522	• San Francisco city, CA	805,235
• Pitkin County, CO	17,148	• San Jose city, CA.....	945,942
• Platte City city, MO	4,691	• San Juan County, NM.....	130,044
• Plymouth city, MN	70,576	• San Marcos city, TX.....	44,894
• Pocatello city, ID	54,255	• San Rafael city, CA.....	57,713
• Polk County, IA	430,640	• Sandy Springs city, GA	93,853
• Port Huron city, MI.....	30,184	• Sanford city, FL	53,570
• Port Orange city, FL.....	56,048	• Sangamon County, IL.....	197,465
• Port St. Lucie city, FL.....	164,603	• Santa Clarita city, CA.....	176,320
• Portland city, OR.....	583,776	• Santa Fe County, NM	144,170
• Post Falls city, ID	27,574	• Santa Monica city, CA.....	89,736
• Prince William County, VA.....	402,002	• Sarasota County, FL	379,448
• Prior Lake city, MN.....	22,796	• Savage city, MN	26,911
• Provo city, UT	112,488	• Savannah city, GA.....	136,286
• Pueblo city, CO.....	106,595	• Scarborough CDP, ME.....	4,403
• Purcellville town, VA.....	7,727	• Schaumburg village, IL.....	74,227
• Queen Creek town, AZ	26,361	• Scott County, MN	129,928
• Radford city, VA.....	16,408	• Scottsdale city, AZ	217,385
• Radnor township, PA.....	31,531	• Seaside city, CA.....	33,025
• Ramsey city, MN	23,668	• SeaTac city, WA	26,909
• Rapid City city, SD	67,956	• Sevierville city, TN.....	14,807
• Raymore city, MO	19,206	• Sheboygan city, WI.....	49,288
• Redmond city, WA.....	54,144	• Shoreview city, MN.....	25,043
• Rehoboth Beach city, DE	1,327	• Shorewood city, MN	7,307
• Reno city, NV	225,221	• Shorewood village, WI.....	13,162
• Reston CDP, VA	58,404	• Sioux Falls city, SD	153,888
• Richmond city, CA	103,701	• Skokie village, IL.....	64,784
• Richmond Heights city, MO	8,603	• Snellville city, GA.....	18,242
• Rifle city, CO	9,172	• South Kingstown town, RI	30,639
• River Falls city, WI.....	15,000	• South Lake Tahoe city, CA.....	21,403
• Riverdale city, UT	8,426	• South Portland city, ME	25,002
• Riverside city, CA.....	303,871	• Southborough town, MA	9,767
• Riverside city, MO.....	2,937	• Southlake city, TX.....	26,575
• Rochester city, MI.....	12,711	• Sparks city, NV	90,264
• Rochester Hills city, MI	70,995	• Spokane Valley city, WA.....	89,755
• Rock Hill city, SC	66,154	• Spring Hill city, KS	5,437
• Rockford city, IL	152,871	• Springboro city, OH.....	17,409
• Rockville city, MD.....	61,209	• Springfield city, MO.....	159,498
• Rogers city, MN.....	8,597	• Springfield city, OR	59,403
• Rolla city, MO	19,559	• Springville city, UT	29,466
• Roswell city, GA	88,346	• St. Charles city, IL.....	32,974
• Round Rock city, TX	99,887	• St. Cloud city, FL	35,183

• St. Cloud city, MN.....	65,842	• Washington County, MN.....	238,136
• St. Joseph city, MO	76,780	• Washoe County, NV.....	421,407
• St. Louis County, MN.....	200,226	• Watauga city, TX	23,497
• St. Louis Park city, MN	45,250	• Wauwatosa city, WI.....	46,396
• Stallings town, NC.....	13,831	• Waverly city, IA	9,874
• State College borough, PA	42,034	• Weddington town, NC.....	9,459
• Sterling Heights city, MI.....	129,699	• Wentzville city, MO	29,070
• Sugar Grove village, IL.....	8,997	• West Carrollton city, OH	13,143
• Sugar Land city, TX	78,817	• West Chester borough, PA.....	18,461
• Summit city, NJ	21,457	• West Des Moines city, IA.....	56,609
• Summit County, UT	36,324	• West Richland city, WA.....	11,811
• Sunnyvale city, CA	140,081	• Westerville city, OH.....	36,120
• Surprise city, AZ.....	117,517	• Westlake town, TX.....	992
• Suwanee city, GA	15,355	• Westminster city, CO.....	106,114
• Tacoma city, WA.....	198,397	• Weston town, MA	11,261
• Takoma Park city, MD	16,715	• Wheat Ridge city, CO.....	30,166
• Tamarac city, FL	60,427	• White House city, TN	10,255
• Temecula city, CA	100,097	• Whitewater township, MI.....	2,597
• Temple city, TX	66,102	• Wichita city, KS	382,368
• The Woodlands CDP, TX.....	93,847	• Williamsburg city, VA.....	14,068
• Thornton city, CO	118,772	• Wilmington city, NC	106,476
• Thousand Oaks city, CA.....	126,683	• Wilsonville city, OR	19,509
• Tualatin city, OR.....	26,054	• Winchester city, VA	26,203
• Tulsa city, OK.....	391,906	• Windsor town, CO	18,644
• Twin Falls city, ID.....	44,125	• Windsor town, CT.....	29,044
• Tyler city, TX.....	96,900	• Winnetka village, IL	12,187
• Umatilla city, OR.....	6,906	• Winston-Salem city, NC	229,617
• Upper Arlington city, OH	33,771	• Winter Garden city, FL.....	34,568
• Urbandale city, IA.....	39,463	• Woodland city, CA.....	55,468
• Vail town, CO	5,305	• Woodland city, WA.....	5,509
• Vancouver city, WA.....	161,791	• Wrentham town, MA.....	10,955
• Ventura CCD, CA	111,889	• Wyandotte city, MI	25,883
• Vestavia Hills city, AL.....	34,033	• Yakima city, WA	91,067
• Virginia Beach city, VA	437,994	• York County, VA	65,464
• Wake Forest town, NC	30,117	• Yuma city, AZ.....	93,064
• Walnut Creek city, CA.....	64,173		

Front Range Benchmark Comparisons

Table 67: Aspects of Quality of Life

Please rate each of the following aspects of quality of life in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Littleton as a place to live	96%	4	28	Much above
Your neighborhood as a place to live	90%	7	26	Above
Littleton as a place to raise children	94%	6	28	Much above
Littleton as a place to retire	83%	6	29	Much above
Littleton as a place to work	78%	4	29	Much above
Overall quality of life in Littleton	94%	7	31	Much above

Table 68: Community Safety

Please tell us how safe you feel in each of the following areas in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Downtown Littleton during the day	100%	2	17	Much above
Downtown Littleton at night	96%	3	13	Much above
Your neighborhood during the day	99%	10	20	Similar
Your neighborhood at night	89%	10	15	Similar
Parks, trails, natural open space areas	90%	NA	NA	NA
Littleton overall during the day	100%	NA	NA	NA
Littleton overall at night	90%	NA	NA	NA

Table 69: City Services

Please rate the quality of each of the following in Littleton:	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Appearance of city	90%	5	23	Much above
Shopping opportunities	63%	11	22	Above
Job opportunities	38%	13	25	Similar
Historic preservation	82%	NA	NA	NA
Economic development	60%	4	15	Much above
Affordable child care	35%	16	17	Much below
Public transit services	78%	NA	NA	NA
Traffic flow	51%	11	19	Below
Snow plowing	58%	18	28	Similar
Downtown parking	36%	7	7	Much below
Parks and trails	91%	6	18	Above
Recreation opportunities	83%	8	22	Above
Open space areas	83%	5	10	Similar
Littleton Fire Rescue	92%	3	15	Above
Littleton Police Department	79%	10	26	Similar
Traffic enforcement	70%	10	25	Similar
Code enforcement	63%	5	24	Much above
Municipal Court	71%	8	19	Similar
Bemis Library	90%	6	18	Above
Littleton Museum	92%	NA	NA	NA
Buck Recreation Center	89%	4	18	Much above
City management	65%	NA	NA	NA

Table 70: Aspects of Transportation

Please rate the following areas of transportation in Littleton.	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Ease of driving	72%	8	24	Similar
Ease of traveling by bus (RTD)	66%	4	15	Much above
Ease of traveling by light rail	84%	2	7	Much above
Ease of walking in the city	84%	5	21	Much above
Ease of traveling by bicycle	76%	6	23	Much above
Street maintenance	56%	10	27	Above

Table 71: Library Services

Please circle the number that comes closest to your opinion about Littleton's Bemis Public Library and its services:	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Bemis Public Library programs (e.g., story time, Summer Reading program, etc.)	96%	NA	NA	NA
Services at the Bemis Public Library (e.g., reference desk, check out, etc.)	94%	NA	NA	NA
Internet and computer services at the Bemis Public Library	92%	NA	NA	NA
Bemis Public Library materials and collections	84%	NA	NA	NA
Bemis Public Library facility	89%	NA	NA	NA

Table 72: 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 services provided by the City of Littleton?	90%	4	28	Much above

Table 73: City Government Performance

Please rate the following categories of Littleton government performance.	Percent positive	Rank	Number of communities in comparison	Comparison to Front Range benchmark
Attracting companies to locate in Littleton	51%	1	5	Much above
The job the city government does at welcoming citizen involvement	61%	7	23	Above
Opportunities to participate in city government decisions	50%	NA	NA	NA
Responding to citizen complaints and concerns	48%	NA	NA	NA
Littleton's elected officials' consideration of what people like me think	43%	4	5	Below
Spending local tax dollars wisely	53%	NA	NA	NA
The value of services for the property taxes paid to Littleton	57%	9	22	Similar
The overall direction the city is taking	66%	8	27	Similar

Jurisdictions Included in Front Range Comparisons

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

• Adams County, CO.....	441,603	• Highlands Ranch CDP, CO.....	96,713
• Arapahoe County, CO	572,003	• Jefferson County, CO.....	534,543
• Arvada city, CO	106,433	• Lafayette city, CO.....	24,453
• Aurora city, CO.....	325,078	• Lakewood city, CO	142,980
• Boulder city, CO	97,385	• Larimer County, CO.....	299,630
• Boulder County, CO	294,567	• Littleton city, CO.....	41,737
• Broomfield city, CO.....	55,889	• Lone Tree city, CO	10,218
• Castle Pines North city, CO.....	10,360	• Longmont city, CO.....	86,270
• Castle Rock town, CO.....	48,231	• Louisville city, CO.....	18,376
• Centennial city, CO	100,377	• Northglenn city, CO.....	35,789
• Denver city, CO	600,158	• Parker town, CO	45,297
• Douglas County, CO.....	285,465	• Pueblo city, CO	106,595
• Englewood city, CO.....	30,255	• Thornton city, CO	118,772
• Erie town, CO	18,135	• Westminster city, CO.....	106,114
• Estes Park town, CO.....	5,858	• Wheat Ridge city, CO.....	30,166
• Fort Collins city, CO.....	143,986	• Windsor town, CO	18,644
• Greeley city, CO.....	92,889		

Appendix D: Comparisons of Select Survey Results by Respondent Subgroups

The following appendix compares the key survey responses by respondent demographic characteristics followed by comparisons by city council district of residence. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Cells shaded grey indicate statistically significant differences ($p \leq .05$) between at least two of the subgroups.

Select Questions Compared by Respondent Characteristics

Table 74: Question 1 Compared by Respondent Characteristics

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
Littleton as a place to live	96%	95%	93%	97%	91%	95%	99%	96%
Your neighborhood as a place to live	90%	89%	82%	94%	82%	88%	95%	90%
Littleton as a place to raise children	93%	94%	92%	95%	91%	93%	95%	94%
Littleton as a place to retire	82%	84%	81%	84%	89%	80%	84%	83%
Littleton as a place to work	78%	78%	78%	77%	77%	78%	77%	78%
Overall quality of life in Littleton	96%	92%	91%	95%	86%	94%	97%	94%

Table 75: Question 1 Compared by Respondent Characteristics

Please rate each of the following aspects of quality of life in Littleton. (Percent excellent or good)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
Littleton as a place to live	93%	95%	97%	97%	94%	96%	92%	96%
Your neighborhood as a place to live	87%	91%	91%	91%	89%	90%	91%	90%
Littleton as a place to raise children	93%	93%	95%	94%	94%	95%	89%	94%
Littleton as a place to retire	76%	84%	87%	83%	84%	84%	83%	83%
Littleton as a place to work	77%	76%	81%	79%	77%	78%	79%	78%
Overall quality of life in Littleton	96%	91%	95%	94%	94%	94%	94%	94%

Table 76: Question 7 Compared by Respondent Characteristics

(Percent essential or very important)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	81%	76%	77%	79%	73%	78%	83%	79%

Table 77: Question 7 Compared by Respondent Characteristics

(Percent essential or very important)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	84%	79%	74%	82%	75%	77%	83%	79%

Table 78: Question 8 Compared by Respondent Characteristics

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
Appearance of city	91%	90%	91%	90%	93%	91%	87%	90%
Shopping opportunities	63%	63%	65%	62%	70%	66%	53%	63%
Job opportunities	41%	35%	41%	36%	47%	39%	28%	38%
Historic preservation	81%	83%	83%	82%	79%	83%	80%	82%
Economic development	61%	58%	62%	58%	52%	62%	57%	60%
Affordable child care	38%	33%	38%	33%	46%	35%	32%	35%
Public transit services	78%	79%	78%	79%	68%	83%	77%	78%
Traffic flow	54%	49%	55%	50%	42%	56%	48%	51%
Snow plowing	61%	57%	64%	56%	56%	60%	60%	58%
Downtown parking	50%	25%	47%	30%	43%	39%	32%	36%
Parks and trails	87%	94%	84%	95%	67%	95%	94%	91%
Recreation opportunities	81%	85%	74%	88%	62%	86%	88%	83%
Open space areas	79%	86%	76%	86%	60%	86%	87%	83%
Environmental sustainability	71%	63%	67%	66%	67%	66%	67%	66%
Littleton Fire Rescue	91%	92%	90%	93%	87%	93%	91%	92%
Littleton Police Department	79%	78%	77%	79%	81%	79%	75%	79%
Traffic enforcement	73%	67%	74%	67%	71%	75%	62%	70%

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Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
Code enforcement	71%	59%	73%	59%	79%	64%	55%	63%
Municipal Court	76%	69%	78%	68%	87%	75%	58%	71%
Online payments of fines and services	69%	73%	69%	72%	72%	78%	61%	71%
Passport services	70%	72%	72%	71%	80%	75%	62%	72%
Bemis Library	87%	91%	84%	92%	93%	90%	86%	90%
Littleton Museum	91%	93%	89%	94%	92%	91%	95%	92%
Hudson Gardens	89%	91%	88%	91%	94%	87%	94%	90%
Carson Nature Center	89%	88%	85%	89%	91%	86%	89%	88%
South Platte Park	90%	91%	88%	92%	87%	90%	92%	91%
Buck Recreation Center	89%	89%	86%	90%	91%	89%	88%	89%
Candlelight Walk	83%	73%	80%	75%	84%	78%	70%	77%
4th of July Family Festival/Fireworks show	83%	85%	82%	85%	76%	86%	83%	84%
Town Hall Arts Center	85%	81%	83%	82%	87%	84%	77%	83%
Summer Clean Up Program	85%	82%	85%	82%	93%	83%	79%	83%
Leaf and tire recycling	85%	82%	88%	80%	97%	81%	78%	83%
Household Haz Mat Roundup	84%	79%	85%	79%	96%	77%	81%	80%
City management	71%	61%	72%	61%	76%	63%	64%	65%

Table 79: Question 8 Compared by Respondent Characteristics

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
Appearance of city	90%	90%	91%	92%	90%	91%	87%	90%
Shopping opportunities	60%	64%	63%	66%	59%	63%	62%	63%
Job opportunities	42%	38%	34%	39%	37%	36%	46%	38%
Historic preservation	79%	84%	82%	84%	80%	83%	77%	82%
Economic development	56%	59%	61%	59%	60%	60%	57%	60%
Affordable child care	23%	34%	49%	38%	33%	35%	40%	35%
Public transit services	80%	76%	79%	78%	79%	77%	86%	78%
Traffic flow	56%	48%	51%	50%	53%	51%	55%	51%
Snow plowing	64%	57%	57%	60%	57%	58%	60%	58%
Downtown parking	49%	38%	27%	33%	40%	34%	52%	36%
Parks and trails	87%	91%	94%	93%	88%	92%	86%	91%
Recreation opportunities	80%	83%	86%	82%	84%	84%	82%	83%

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Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
Open space areas	75%	87%	84%	84%	81%	83%	78%	83%
Environmental sustainability	69%	61%	70%	71%	62%	63%	80%	66%
Littleton Fire Rescue	88%	92%	93%	93%	91%	92%	89%	92%
Littleton Police Department	70%	79%	81%	80%	77%	78%	78%	79%
Traffic enforcement	74%	64%	73%	68%	72%	71%	63%	70%
Code enforcement	73%	66%	56%	65%	63%	64%	67%	63%
Municipal Court	66%	76%	68%	76%	67%	70%	76%	71%
Online payments of fines and services	74%	70%	70%	77%	65%	68%	79%	71%
Passport services	68%	71%	74%	75%	67%	72%	70%	72%
Bemis Library	79%	94%	89%	90%	89%	89%	91%	90%
Littleton Museum	90%	93%	93%	92%	93%	93%	87%	92%
Hudson Gardens	89%	93%	88%	90%	90%	91%	87%	90%
Carson Nature Center	83%	93%	85%	87%	89%	89%	83%	88%
South Platte Park	86%	94%	90%	89%	92%	91%	88%	91%
Buck Recreation Center	83%	89%	92%	88%	90%	91%	83%	89%
Candlelight Walk	71%	75%	80%	83%	70%	75%	82%	77%
4th of July Family Festival/Fireworks show	83%	84%	85%	89%	79%	83%	90%	84%
Town Hall Arts Center	80%	83%	83%	85%	79%	82%	88%	83%
Summer Clean Up Program	82%	82%	84%	86%	80%	82%	83%	83%
Leaf and tire recycling	83%	83%	82%	85%	79%	82%	83%	83%
Household Haz Mat Roundup	86%	83%	79%	82%	79%	81%	80%	80%
City management	76%	59%	64%	69%	61%	65%	63%	65%

Table 80: Question 12 Compared by Respondent Characteristics

(Percent excellent or good)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
Overall, how would you rate the quality of services provided by the City of Littleton?	90%	89%	91%	89%	87%	92%	86%	90%

Table 81: Question 12 Compared by Respondent Characteristics

(Percent excellent or good)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
Overall, how would you rate the quality of services provided by the City of Littleton?	93%	88%	90%	91%	89%	90%	88%	90%

Table 82: Question 13 Compared by Respondent Characteristics

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
The direction the city is taking with respect to open space, trails and parks	84%	87%	82%	87%	81%	85%	89%	86%
Attracting companies to locate in Littleton	54%	49%	54%	49%	63%	48%	49%	51%
The job the city government does at welcoming citizen involvement	68%	56%	72%	55%	67%	64%	55%	61%
Opportunities to participate in city government decisions	52%	49%	56%	46%	67%	44%	52%	50%
Responding to citizen complaints and concerns	57%	43%	62%	41%	70%	44%	44%	48%
Holding public meetings about city plans	72%	58%	72%	59%	75%	64%	57%	63%
Littleton's elected officials' consideration of what people like me think	48%	40%	50%	40%	55%	44%	40%	43%
Littleton's government as an example of how best to provide services	57%	50%	59%	49%	57%	53%	53%	53%
The city manager's management of city operations	59%	56%	61%	55%	70%	53%	56%	57%
The quality of work provided by City of Littleton employees	78%	76%	81%	74%	76%	75%	79%	77%
Spending local tax dollars wisely	58%	50%	58%	51%	61%	49%	59%	53%
The value of services for the property taxes paid to Littleton	64%	54%	65%	55%	65%	57%	58%	57%
A city government that is run efficiently	65%	50%	63%	52%	64%	53%	57%	56%
Running Littleton's local government in the best interest of residents	60%	49%	62%	49%	55%	52%	56%	54%
Being transparent and accountable to the public	59%	44%	64%	44%	57%	47%	52%	50%
Providing information about city plans and programs	61%	55%	64%	54%	63%	56%	57%	57%
The overall direction the city is taking	69%	63%	74%	62%	65%	65%	68%	66%

Table 83: Question 13 Compared by Respondent Characteristics

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
The direction the city is taking with respect to open space, trails and parks	84%	84%	88%	87%	84%	85%	88%	86%
Attracting companies to locate in Littleton	49%	48%	56%	53%	50%	50%	61%	51%
The job the city government does at welcoming citizen involvement	63%	57%	64%	61%	61%	61%	65%	61%
Opportunities to participate in city government decisions	50%	43%	56%	58%	40%	52%	40%	50%
Responding to citizen complaints and concerns	61%	40%	50%	54%	43%	49%	51%	48%
Holding public meetings about city plans	75%	55%	64%	68%	57%	64%	60%	63%
Littleton's elected officials' consideration of what people like me think	44%	39%	47%	46%	40%	44%	39%	43%
Littleton's government as an example of how best to provide services	50%	52%	55%	53%	53%	54%	52%	53%
The city manager's management of city operations	63%	50%	60%	60%	54%	59%	47%	57%
The quality of work provided by City of Littleton employees	81%	75%	76%	75%	78%	79%	67%	77%
Spending local tax dollars wisely	51%	52%	55%	53%	53%	51%	60%	53%
The value of services for the property taxes paid to Littleton	65%	53%	58%	59%	56%	58%	58%	57%
A city government that is run efficiently	62%	48%	58%	59%	53%	55%	61%	56%
Running Littleton's local government in the best interest of residents	63%	43%	58%	57%	50%	54%	53%	54%
Being transparent and accountable to the public	54%	47%	50%	49%	50%	49%	56%	50%
Providing information about city plans and programs	63%	51%	59%	60%	54%	59%	52%	57%
The overall direction the city is taking	78%	61%	63%	70%	62%	67%	65%	66%

Table 84: Question 14 Compared by Respondent Characteristics

(Percent "to a great extent" or "to a moderate extent")	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	80%	71%	79%	73%	74%	75%	77%	75%

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Table 85: Question 14 Compared by Respondent Characteristics

(Percent "to a great extent" or "to a moderate extent")	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	81%	72%	73%	78%	72%	73%	85%	75%

Table 86: Question 17 Compared by Respondent Characteristics

(Percent very or somewhat familiar)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?	29%	42%	26%	42%	21%	37%	40%	36%

Table 87: Question 17 Compared by Respondent Characteristics

(Percent very or somewhat familiar)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?	31%	32%	43%	33%	39%	36%	34%	36%

Table 88: Question 18 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?	85%	71%	82%	75%	80%	78%	78%	78%

Table 89: Question 18 Compared by Respondent Characteristics

(Percent strongly or somewhat support)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?	77%	79%	77%	76%	79%	80%	70%	78%

Table 90: Question 19 Compared by Respondent Characteristics

The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases? (Percent strongly or somewhat support)	Length of residency		Rent or own home		Household income			Overall
	10 years or less	More than 10 years	Rent	Own	Less than \$25,000	\$25,000 to \$99,999	\$100,000 or more	
1 cent on every \$1	73%	66%	75%	65%	64%	71%	71%	69%
2 cents on every \$1	47%	37%	49%	37%	50%	38%	45%	41%
3 cents on every \$1	23%	21%	26%	20%	20%	20%	28%	22%
4 cents on every \$1	11%	12%	15%	10%	11%	9%	18%	12%
No sales/use tax increase	63%	65%	62%	66%	64%	66%	62%	64%

Table 91: Question 19 Compared by Respondent Characteristics

The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases? (Percent strongly or somewhat support)	Age			Gender		Race/ethnicity		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	
1 cent on every \$1	79%	70%	61%	73%	64%	69%	72%	69%
2 cents on every \$1	48%	48%	29%	43%	41%	41%	49%	41%
3 cents on every \$1	23%	29%	14%	20%	25%	21%	30%	22%
4 cents on every \$1	12%	17%	7%	10%	14%	12%	12%	12%
No sales/use tax increase	76%	57%	62%	61%	68%	64%	66%	64%

Select Questions Compared by Respondent Council District

Table 92: 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
	1	2	3	4	
Littleton as a place to live	97%	91%	97%	98%	96%
Your neighborhood as a place to live	92%	77%	96%	98%	90%
Littleton as a place to raise children	95%	88%	95%	97%	94%
Littleton as a place to retire	83%	84%	85%	81%	83%
Littleton as a place to work	82%	71%	81%	80%	78%
Overall quality of life in Littleton	96%	88%	95%	97%	94%

Table 93: Question 7 Compared by Council District

(Percent essential or very important)	Council District				Overall
	1	2	3	4	
How important is it for Littleton to promote itself as a location for business, shopping, recreation and entertainment?	73%	80%	82%	80%	79%

Table 94: Question 8 Compared by Council District

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Council District				Overall
	1	2	3	4	
Appearance of city	94%	85%	91%	91%	90%
Shopping opportunities	61%	64%	68%	59%	63%
Job opportunities	38%	41%	36%	35%	38%
Historic preservation	87%	75%	85%	82%	82%
Economic development	60%	53%	56%	71%	60%
Affordable child care	26%	41%	33%	37%	35%
Public transit services	79%	77%	78%	79%	78%
Traffic flow	57%	53%	56%	39%	51%
Snow plowing	62%	67%	47%	56%	58%
Downtown parking	39%	43%	31%	31%	36%
Parks and trails	88%	86%	94%	95%	91%
Recreation opportunities	83%	78%	86%	88%	83%
Open space areas	84%	75%	85%	88%	83%
Environmental sustainability	68%	55%	70%	76%	66%
Littleton Fire Rescue	85%	96%	94%	91%	92%
Littleton Police Department	76%	76%	84%	79%	79%

City of Littleton, CO 2014 Resident Survey

Please rate the quality of each of the following in Littleton. (Percent excellent or good)	Council District				Overall
	1	2	3	4	
Traffic enforcement	68%	71%	70%	69%	70%
Code enforcement	63%	67%	60%	63%	63%
Municipal Court	60%	73%	71%	76%	71%
Online payments of fines and services	70%	72%	69%	74%	71%
Passport services	72%	68%	65%	85%	72%
Bemis Library	87%	92%	90%	88%	90%
Littleton Museum	91%	93%	94%	93%	92%
Hudson Gardens	84%	94%	90%	94%	90%
Carson Nature Center	84%	90%	87%	90%	88%
South Platte Park	90%	92%	89%	91%	91%
Buck Recreation Center	87%	89%	91%	90%	89%
Candlelight Walk	68%	83%	76%	78%	77%
4th of July Family Festival/Fireworks show	82%	83%	84%	90%	84%
Town Hall Arts Center	85%	79%	80%	89%	83%
Summer Clean Up Program	90%	86%	79%	81%	83%
Leaf and tire recycling	82%	81%	83%	83%	83%
Household Haz Mat Roundup	77%	90%	80%	75%	80%
City management	58%	67%	66%	67%	65%

Table 95: Question 12 Compared by Council District

(Percent excellent or good)	Council District				Overall
	1	2	3	4	
Overall, how would you rate the quality of services provided by the City of Littleton?	89%	92%	90%	89%	90%

Table 96: Question 13 Compared by Council District

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Council District				Overall
	1	2	3	4	
The direction the city is taking with respect to open space, trails and parks	84%	87%	83%	89%	86%
Attracting companies to locate in Littleton	47%	48%	56%	55%	51%
The job the city government does at welcoming citizen involvement	63%	68%	53%	59%	61%
Opportunities to participate in city government decisions	50%	52%	44%	54%	50%
Responding to citizen complaints and concerns	52%	53%	40%	47%	48%
Holding public meetings about city plans	68%	66%	57%	60%	63%
Littleton's elected officials' consideration of what people like me think	44%	40%	41%	48%	43%

City of Littleton, CO 2014 Resident Survey

Please rate the following categories of Littleton government performance. (Percent excellent or good)	Council District				Overall
	1	2	3	4	
Littleton's government as an example of how best to provide services	48%	49%	54%	61%	53%
The city manager's management of city operations	56%	54%	58%	61%	57%
The quality of work provided by City of Littleton employees	73%	78%	74%	81%	77%
Spending local tax dollars wisely	42%	54%	56%	60%	53%
The value of services for the property taxes paid to Littleton	53%	61%	55%	61%	57%
A city government that is run efficiently	49%	56%	54%	64%	56%
Running Littleton's local government in the best interest of residents	52%	53%	46%	65%	54%
Being transparent and accountable to the public	50%	52%	41%	56%	50%
Providing information about city plans and programs	57%	64%	54%	53%	57%
The overall direction the city is taking	60%	69%	58%	74%	66%

Table 97: Question 14 Compared by Council District

(Percent "to a great extent" or "to a moderate extent")	Council District				Overall
	1	2	3	4	
To what extent do you trust that the decisions made by city council represent the best interest of citizens?	72%	78%	72%	77%	75%

Table 98: Question 17 Compared by Council District

(Percent very or somewhat familiar)	Council District				Overall
	1	2	3	4	
How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?	41%	32%	30%	40%	36%

Table 99: Question 18 Compared by Council District

(Percent strongly or somewhat support)	Council District				Overall
	1	2	3	4	
The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?	83%	73%	75%	79%	78%

Table 100: Question 19 Compared by Council District

The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases? (Percent strongly or somewhat support)	Council District				Overall
	1	2	3	4	
1 cent on every \$1	66%	69%	65%	75%	69%
2 cents on every \$1	41%	45%	42%	37%	41%
3 cents on every \$1	19%	28%	21%	19%	22%
4 cents on every \$1	13%	16%	8%	9%	12%
No sales/use tax increase	70%	56%	67%	66%	64%

Appendix E: Survey Methodology

The City of Littleton 2014 Resident Survey was developed to provide an accurate assessment and interpretation of resident opinion about important community issues. Results offer insight into residents' perspectives about the quality of life in the community and local government performance, and are intended to help city leaders with strategic planning and communication with residents.

Survey Validity

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

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

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

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to 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 2014 survey instrument for Littleton was developed through an iterative process that started with 2012 resident survey. Some questions were eliminated and a few new questions were created. All questions were prioritized and an optimal composition of topics and questions were selected. Through this iterative process between city staff and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

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

A larger list than needed was sampled so that a process referred to as "geocoding" could be used to eliminate addresses from the list that were outside the city's boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries; in this case, within the City of Littleton. All addresses determined to be outside the study boundaries were eliminated from the sample. To permit comparisons of the survey results by geographic area of residence, the city council district also was identified for each selected household. A random selection was made of the remaining addresses to create a mailing list of 3,000

addresses. Attached units were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate.

An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Mail Survey Administration and Response

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

The mailings were sent towards the end of September and beginning of October 2014 and completed surveys were collected over the following six weeks. About 4% (109) 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 2,891 households, 683 completed the survey (including 35 via the Web), providing a response rate of 24%. Average response rates for a mailed resident survey range from 20% to 35%. The response rates for each council districts as well as the overall response rate appear in the table below.

Table 101: Survey Response Rates by Council District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
District 1	820	34	786	154	20%
District 2	829	34	795	158	20%
District 3	577	17	560	182	33%
District 4	774	24	750	189	25%
Overall	3,000	109	2,891	683	24%

Confidence Interval and Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used for this report, is 95%. The 95% confidence interval quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The confidence interval for the City of Littleton 2014 Resident Survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (683 completed surveys).

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 72% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for

the entire jurisdiction is between 68% and 76%. This source of error is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders.

For subgroups of responses (e.g., gender or age), the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once cleaned and numbered, all surveys were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Data from the web surveys were automatically collected and stored while respondents answered the questions. The online survey data were downloaded, cleaned as necessary and appended to the mail survey data to create a final, complete dataset.

Weighting the Data

The demographic characteristics of the survey respondents were compared to those of the 2010 Census and the American Community Survey 2011 5-year Estimates. Survey results were weighted using these population norms to reflect the appropriate representation of resident characteristics in the city overall. Other discrepancies between the whole population and the survey respondents were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age, tenure (rent versus own), housing unit type (attached or detached) and ethnicity. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The importance to the community of accurate demographic representation

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

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

Table 102: 2014 Littleton Resident Survey Weighting Table

Characteristic	2010 Census	Unweighted Data	Weighted Data
Housing			
Rent home	38%	22%	37%
Own home	62%	78%	63%
Detached unit ¹	54%	63%	55%
Attached unit ¹	46%	38%	45%
Race and Ethnicity			
White	91%	93%	90%
Not white	9%	7%	10%
Not Hispanic	90%	96%	90%
Hispanic	10%	4%	10%
White alone, not Hispanic	85%	91%	84%
Hispanic and/or other race	15%	9%	16%
Sex and Age			
Female	52%	64%	53%
Male	48%	36%	47%
18-34 years of age	26%	11%	25%
35-54 years of age	37%	28%	37%
55+ years of age	36%	61%	38%
Females 18-34	13%	8%	15%
Females 35-54	19%	18%	18%
Females 55+	20%	38%	19%
Males 18-34	14%	3%	10%
Males 35-54	18%	10%	19%
Males 55+	16%	23%	18%
Council District²			
District 1	27%	23%	25%
District 2	27%	23%	29%
District 3	24%	27%	23%
District 4	23%	28%	24%

¹ Source: ACS 2011 5-year estimates

² Source: City of Littleton, 2008-2012 American Community Survey data

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 the percent positive (i.e., "excellent" or "good," "strongly agree" or "somewhat agree," "essential" or "very important") are presented in the body of the report. On many of the questions in the survey, respondents could give an answer of "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix D: Comparisons of Select Survey Results by Respondent Subgroups* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the tables and graphs in the body of the report display the responses from respondents who had an opinion about a specific item.

Appendix F: Survey Materials

The following pages contain the mailing materials and survey instrument for the 2014 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 your community. Your survey will arrive in a few days.

Thank you for helping create a better community!

Sincerely,

A handwritten signature in black ink, appearing to read "Phil Cernanec".

Phil Cernanec, Mayor
City of Littleton

Dear Littleton Resident,

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Phil Cernanec, Mayor
City of Littleton



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



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2255 W. Berry Ave. • Littleton, CO 80120

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

2255 W. Berry Ave. • Littleton, CO 80120

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 2014 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. Your feedback will help Littleton make decisions that affect our City.

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):**

www.n-r-c.com/survey/littletonsurvey2014.htm

If you have any questions about this survey, please contact Kelli Narde, Director of Communications, at (303) 795-3720.

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

Sincerely,

Phil Cernanec
Mayor



Dear City of Littleton Resident:

Here's a second chance if you haven't already responded to the 2014 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 2014 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. Your feedback will help Littleton make decisions that affect our City.

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):**

www.n-r-c.com/survey/littletonsurvey2014.htm

If you have any questions about this survey, please contact Kelli Narde, Director of Communications, at (303) 795-3720.

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

Sincerely,

Phil Cernanec
Mayor

City of Littleton 2014 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.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 school my children attend ☐ Sense of community
☐ I like the location in general ☐ I like living in a college town ☐ Housing and rental rates are affordable
☐ Cost of living is affordable ☐ I like my neighborhood ☐ Other _____
☐ I've always lived here ☐ I have friends and family in the area

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

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
The city is a safe community.....	1	2	3	4	5
The city has a low crime rate	1	2	3	4	5
The city supports local businesses	1	2	3	4	5
Littleton has tight-knit neighborhoods	1	2	3	4	5
The city offers the best schools	1	2	3	4	5
Littleton has an effective city government	1	2	3	4	5
Traffic flows well on city streets	1	2	3	4	5

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

- ☐ Job growth ☐ Street maintenance ☐ Alternative energy sources
☐ Traffic in general ☐ Aging or outdated commercial areas ☐ Open space
☐ Business retention ☐ Leisure activities ☐ Maintenance of city properties and buildings
☐ Neighborhoods ☐ Crime reduction ☐ Other: _____
☐ Trails ☐ Traffic light synchronization
☐ Community image ☐ Business attraction

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

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

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

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

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

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

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

	<u>Quality</u>					<u>Importance</u>				
	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
Affordable child care.....	1	2	3	4	5	1	2	3	4	5
Public transit services	1	2	3	4	5	1	2	3	4	5
Traffic flow	1	2	3	4	5	1	2	3	4	5
Snow plowing.....	1	2	3	4	5	1	2	3	4	5
Downtown parking.....	1	2	3	4	5	1	2	3	4	5
Parks and trails.....	1	2	3	4	5	1	2	3	4	5
Recreation opportunities	1	2	3	4	5	1	2	3	4	5
Open space areas.....	1	2	3	4	5	1	2	3	4	5
Environmental sustainability	1	2	3	4	5	1	2	3	4	5
Littleton Fire Rescue	1	2	3	4	5	1	2	3	4	5
Littleton Police Department.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement	1	2	3	4	5	1	2	3	4	5
Code enforcement	1	2	3	4	5	1	2	3	4	5
Municipal Court	1	2	3	4	5	1	2	3	4	5
Online payments of fines and services	1	2	3	4	5	1	2	3	4	5
Passport services.....	1	2	3	4	5	1	2	3	4	5
Bemis Library	1	2	3	4	5	1	2	3	4	5
Littleton Museum	1	2	3	4	5	1	2	3	4	5
Hudson Gardens	1	2	3	4	5	1	2	3	4	5
Carson Nature Center	1	2	3	4	5	1	2	3	4	5
South Platte Park	1	2	3	4	5	1	2	3	4	5
Buck Recreation Center	1	2	3	4	5	1	2	3	4	5
Candlelight Walk.....	1	2	3	4	5	1	2	3	4	5
4th of July Family Festival/Fireworks show .	1	2	3	4	5	1	2	3	4	5
Town Hall Arts Center	1	2	3	4	5	1	2	3	4	5
Summer Clean Up Program	1	2	3	4	5	1	2	3	4	5
Leaf and tire recycling.....	1	2	3	4	5	1	2	3	4	5
Household Haz Mat Roundup.....	1	2	3	4	5	1	2	3	4	5
City management.....	1	2	3	4	5	1	2	3	4	5

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

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

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

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

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

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

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

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

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

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

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

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

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

	<u>More effort</u>	<u>Same effort</u>	<u>Less effort</u>	<u>Don't know</u>
Assure a Financially Sound City Government	1	2	3	4
Provide a Safe Community to Live, Work and Play	1	2	3	4
Develop and Maintain the Public Infrastructure	1	2	3	4
Preserve and Cultivate a Quality Community	1	2	3	4
Pursue a Balanced and Sustainable Local Economy	1	2	3	4
Promote Environmental Sustainability	1	2	3	4
Foster Community Involvement, Communication and Trust	1	2	3	4

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>	<u>Most important</u>
Acquiring additional open space	1	2	3	4	5	☐
Building new trails	1	2	3	4	5	☐
Continuing preservation programs for historic buildings	1	2	3	4	5	☐
Taking an active role with the private sector on the development of large parcels	1	2	3	4	5	☐
Taking an active role in redevelopment of older neighborhoods.....	1	2	3	4	5	☐
Taking an active role in redevelopment of 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	☐
Reducing traffic congestion on city streets.....	1	2	3	4	5	☐

17. How familiar are you, if at all, with the city's Urban Renewal Authority (LIFT, Littleton Invests For Tomorrow)?

☐ Very familiar ☐ Somewhat familiar ☐ Not at all familiar

18. The city council has made redevelopment of aging and run-down commercial properties a priority. The focus would be solely on commercial areas. The city would only work with willing commercial land owners to use urban renewal (tax increment financing, which means that future increases in taxes as a result of the improvement are used to repay a loan) as a tool to finance commercial projects. To what extent do you support or oppose city council's focus on this goal?

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

19. The city's retail sales tax rate is 3% (3 cents on every \$1 spent). The total retail sales tax rate in Littleton is 7.25%, the remainder of which goes to the state, RTD, Arapahoe County and cultural facilities. If the city asked voters to pass a sales tax increase to help fund street improvements and other capital projects (e.g., improvements to city buildings, telecommunications, etc.), to what extent would you support or oppose each of the following possible increases?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know</u>
1 cent on every \$1	1	2	3	4	5
2 cents on every \$1.....	1	2	3	4	5
3 cents on every \$1.....	1	2	3	4	5
4 cents on every \$1.....	1	2	3	4	5
No sales/use tax increase	1	2	3	4	5

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

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

Other topics you would like to receive information about: _____

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

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

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
☐ Bachelors' degree
☐ Graduate or professional degree

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?

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

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

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

D12. In which category is your age?

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

D13. What is your gender?

- ☐ Female
☐ Male

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

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