



# Littleton, CO

Resident and Business Surveys 2014

# Using Survey Results



Monitor trends in resident and business owner opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings

# Survey Methods

## Resident Survey

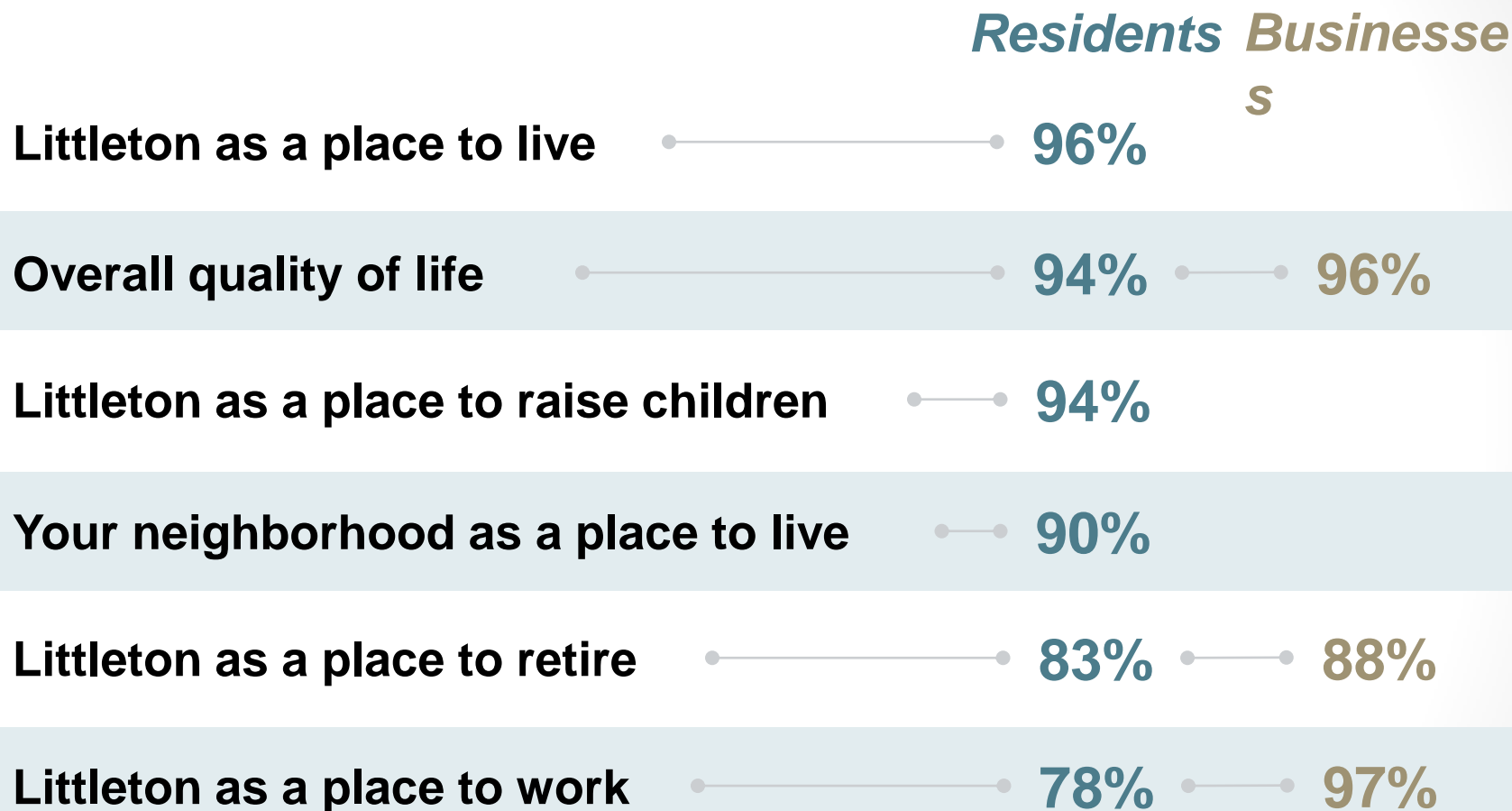
- Mailed 3,000 households
- 683 completes (24%)
- $\pm 4\%$  margin of error
- Results weighted
- Comparison to 2012
- National and Front Range benchmark comparisons

## Business Survey

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

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

# Aspects of Quality of Life



Percent excellent or good





**Location  
in general**

**78  
%**

**Feel safe  
here**

**65  
%**

**My  
neighborhood**

**62  
%**

**Friends  
and  
family  
here**

**38  
%**

**Reasons for Living in Littleton**

**Close to  
home**

**64  
%**

**Quality of  
life**

**51  
%**

**Small town  
atmosphere**

**50  
%**

**In the  
Metro  
area**

**44  
%**

**Reasons for Operating a Business in Littleton**

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



# Businesses report improvements in...

Overall economic climate   Employment opportunities

**71%** → **83%**  
2012                      2014

**50%** → **69%**  
2012                      2014

Percent excellent or good

## And less of a challenge with...

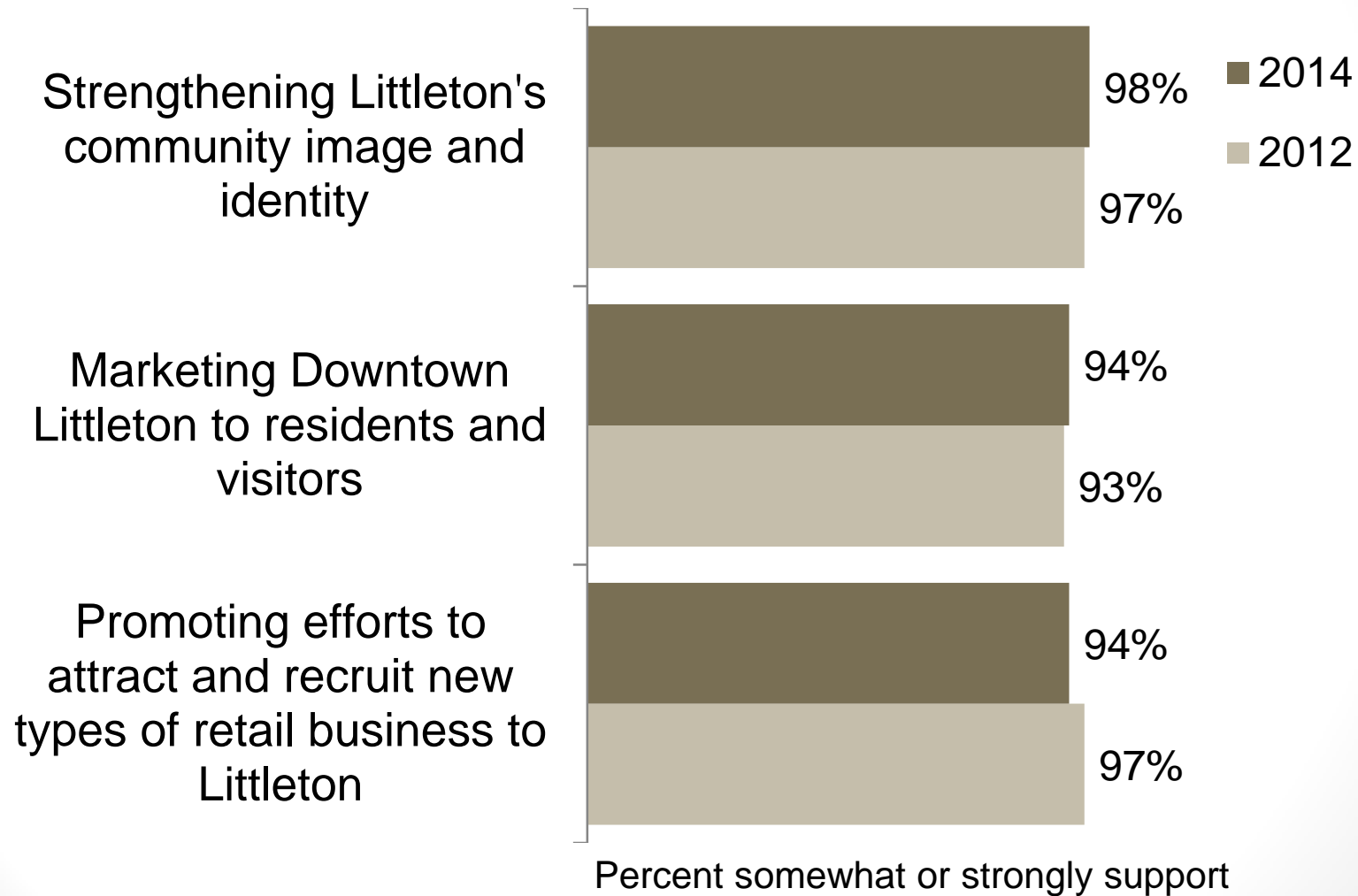


**Inadequate sales**  
**32%** → **18%**  
2012                      2014

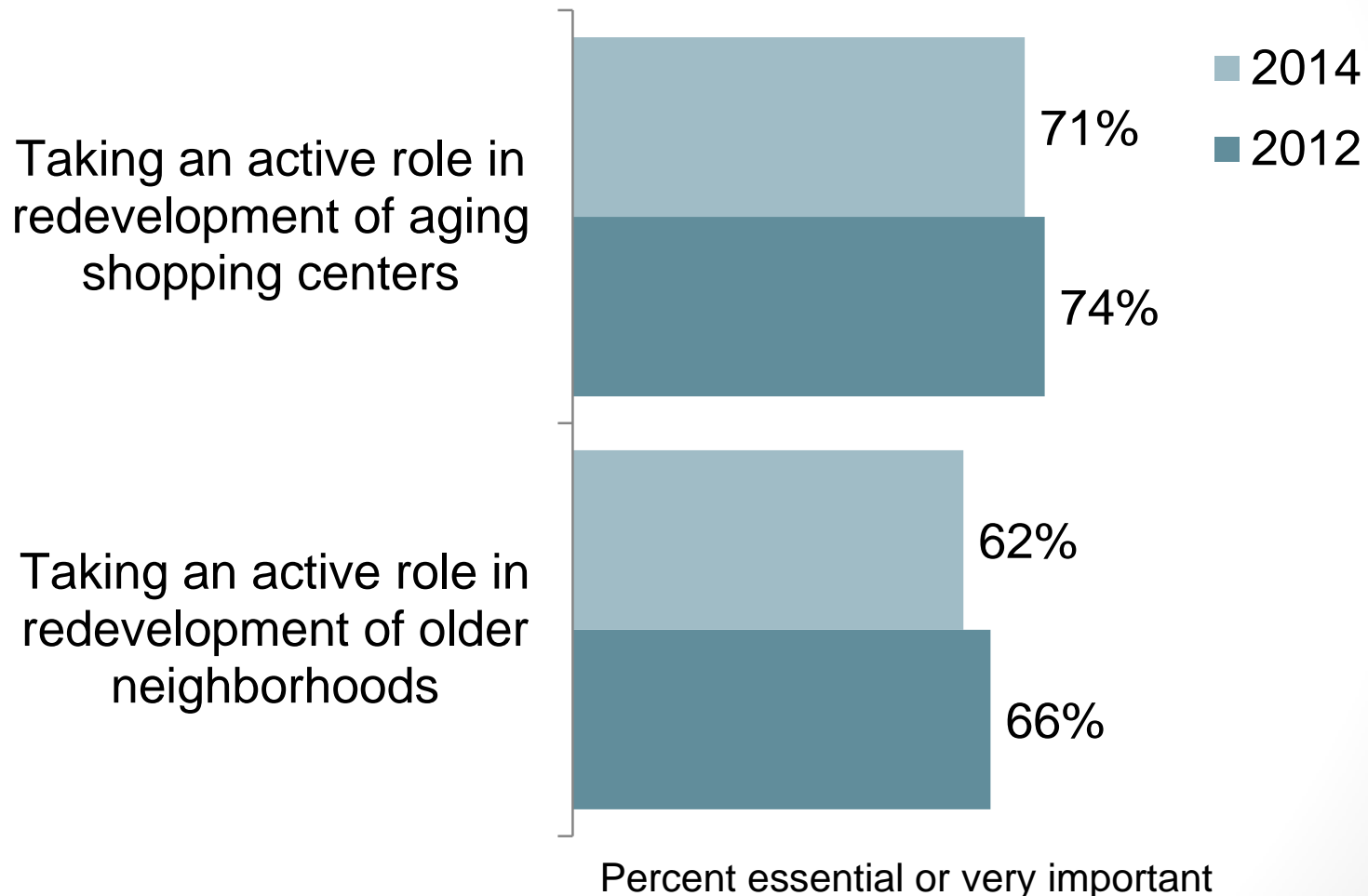
Percent choosing as one of the 3 most pressing issues

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

# Top initiatives supported by businesses

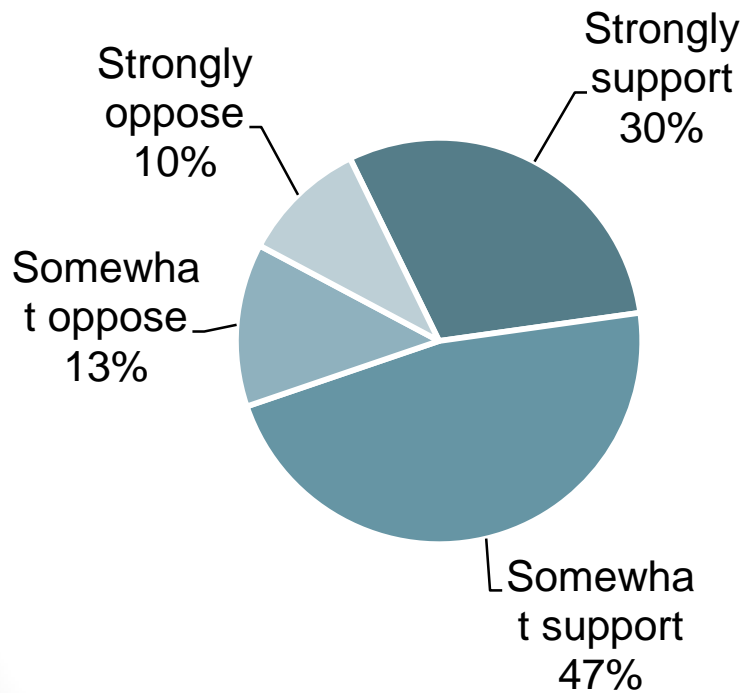


# Potential projects deemed important by residents

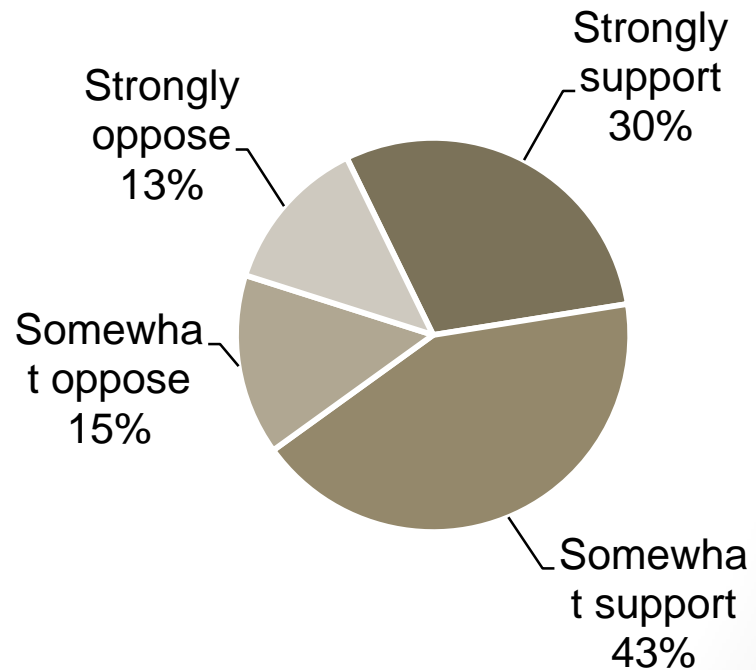


# Support for Urban Renewal

## Residents



## Businesses





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

# Quality of transit options positive

**8 in 10**

Percent excellent or good

Littleton light rail stations

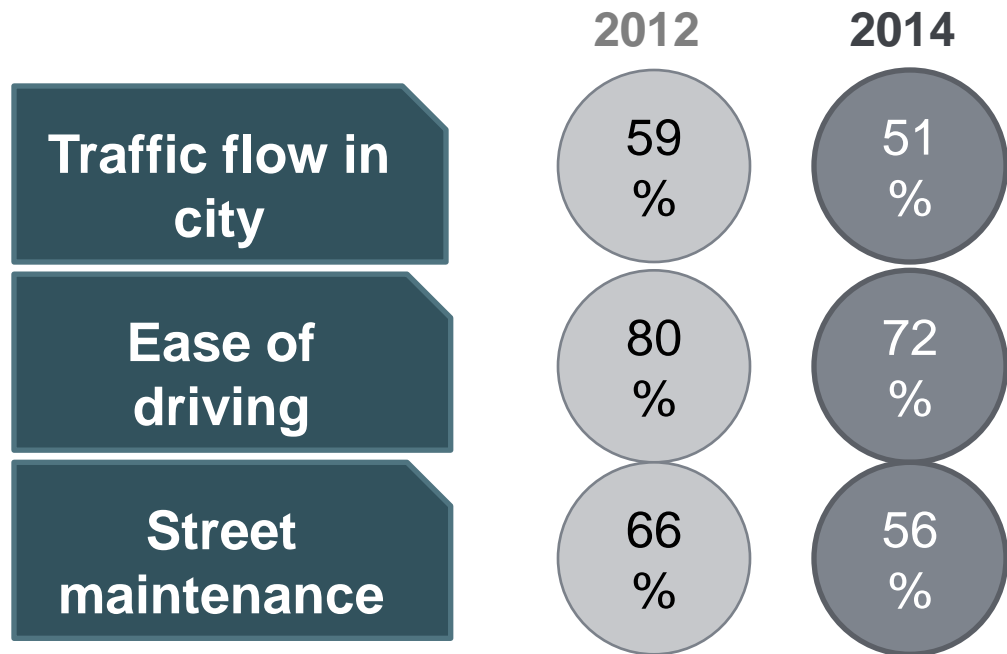


Ease of traveling by light rail

Ease of walking in the city



# Traffic and street maintenance a priority



Percent excellent or good



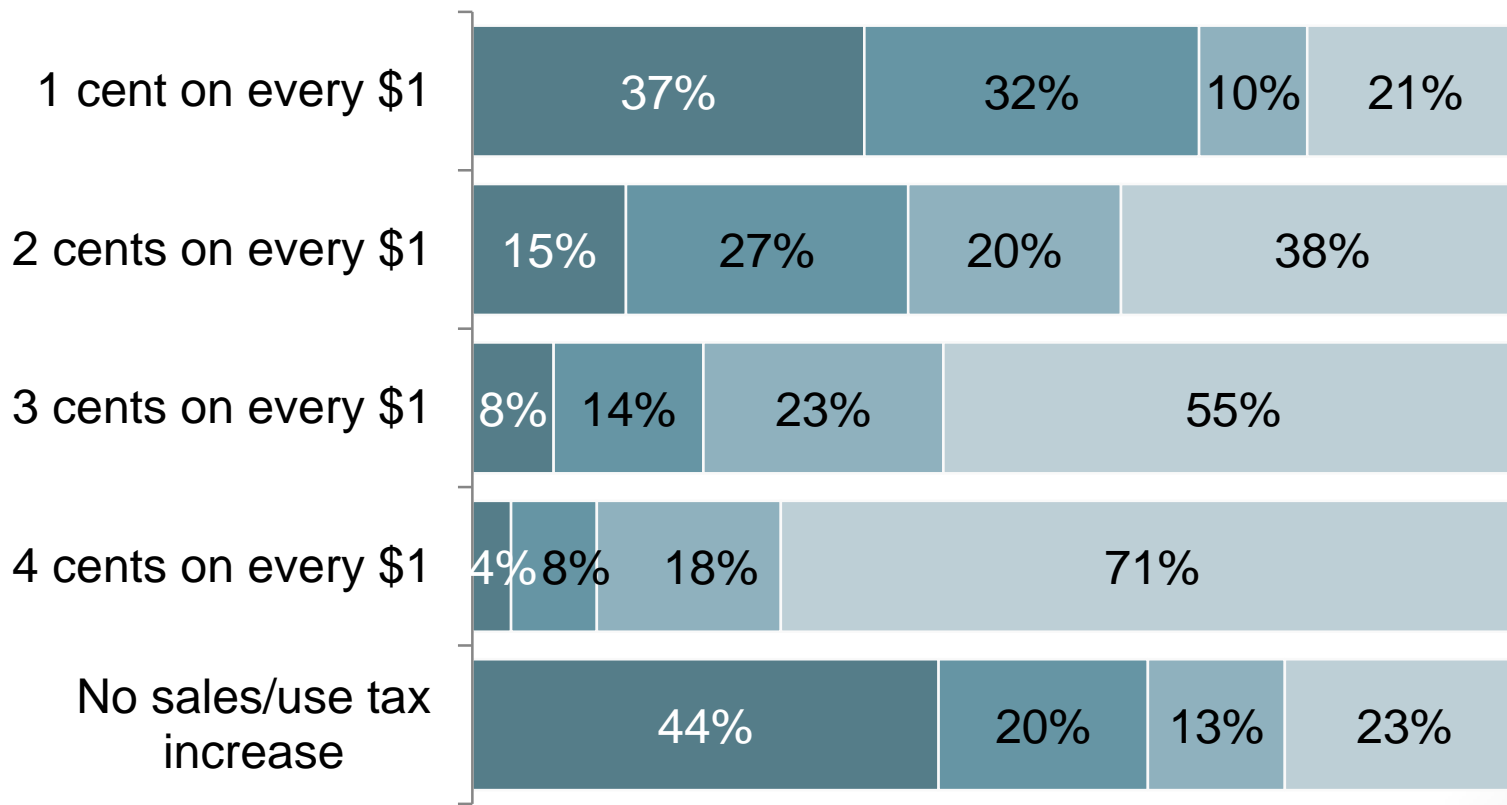
Most pressing issues facing Littleton in next two years:

Traffic in general  
**40%**

Street maintenance  
**28%**

# Majority support 1 cent sales tax increase for street improvements

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



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



# Ratings of government performance

*Residents* *Businesses*

Quality of work provided by city employees/overall impression of city employee

77% 83%

Overall direction city is taking

66% 82%

Job the city government does at welcoming resident/business involvement

61% 54%

Attracting companies to locate in Littleton

51% 65%

Percent excellent or good

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

*Largest decreases seen in...*

Opportunities to participate in city government decisions

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

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

The city manager's management of city operations

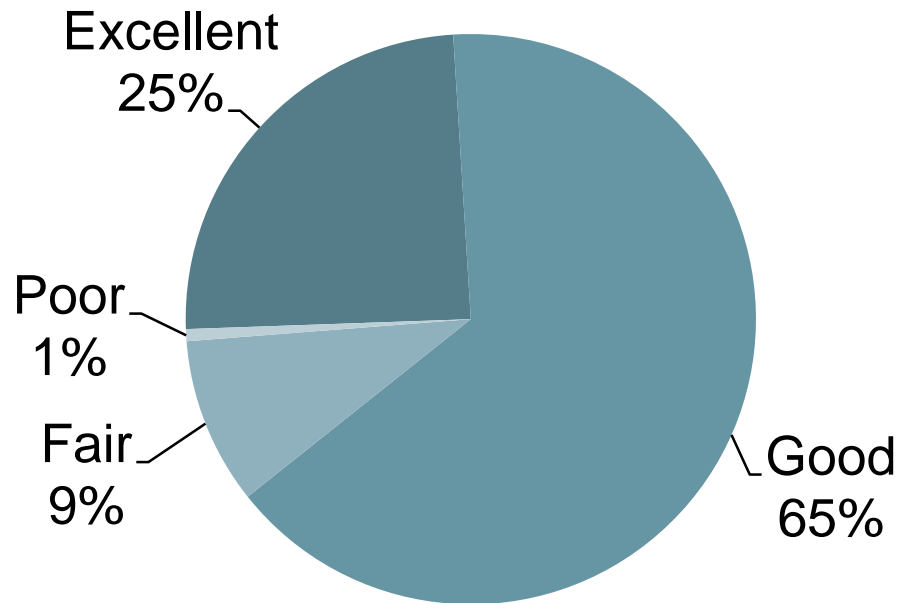
A city government that is run efficiently



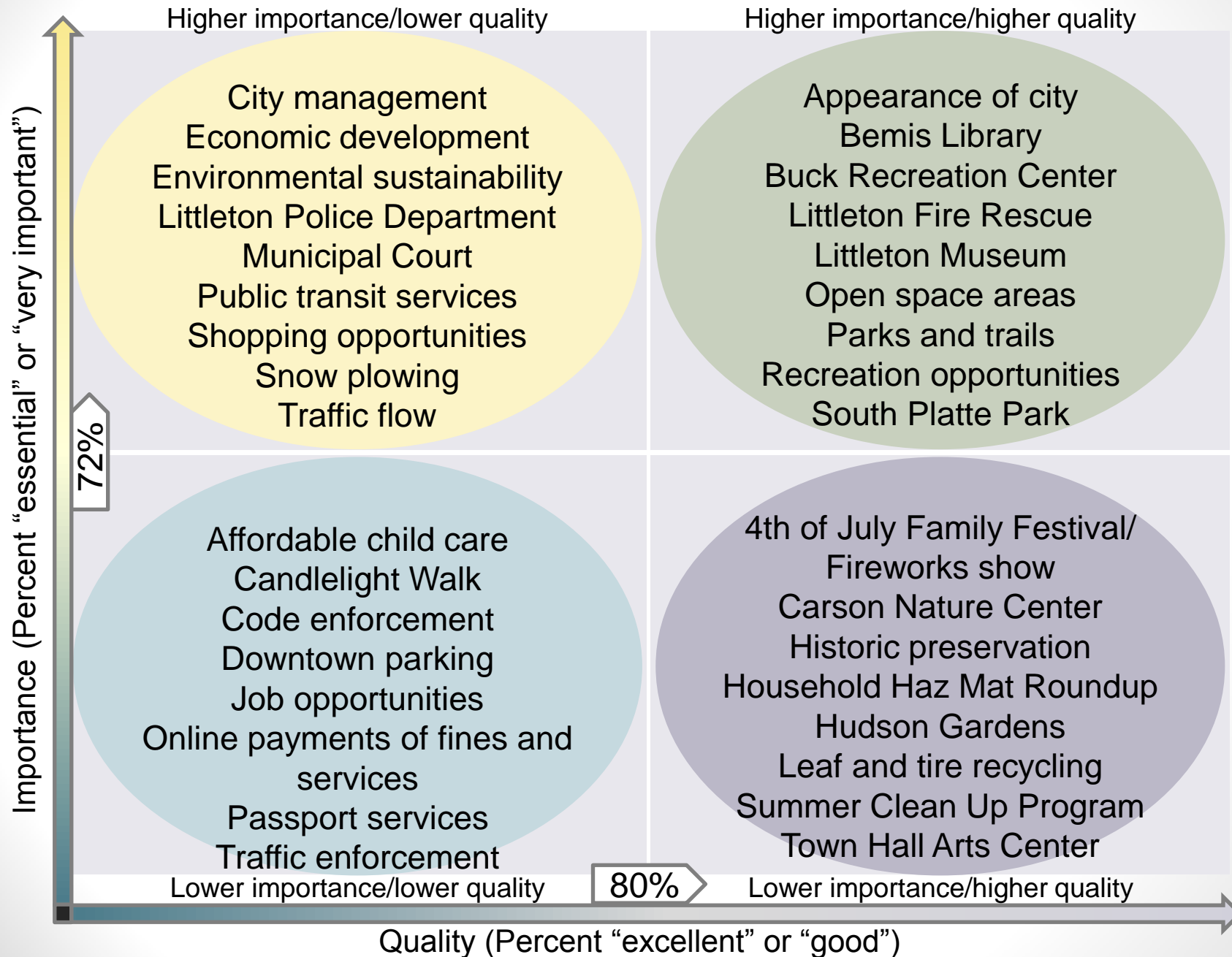
**Residents generally  
happy with city  
service delivery and  
amenities.**

# Overall quality of city services rated favorably

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

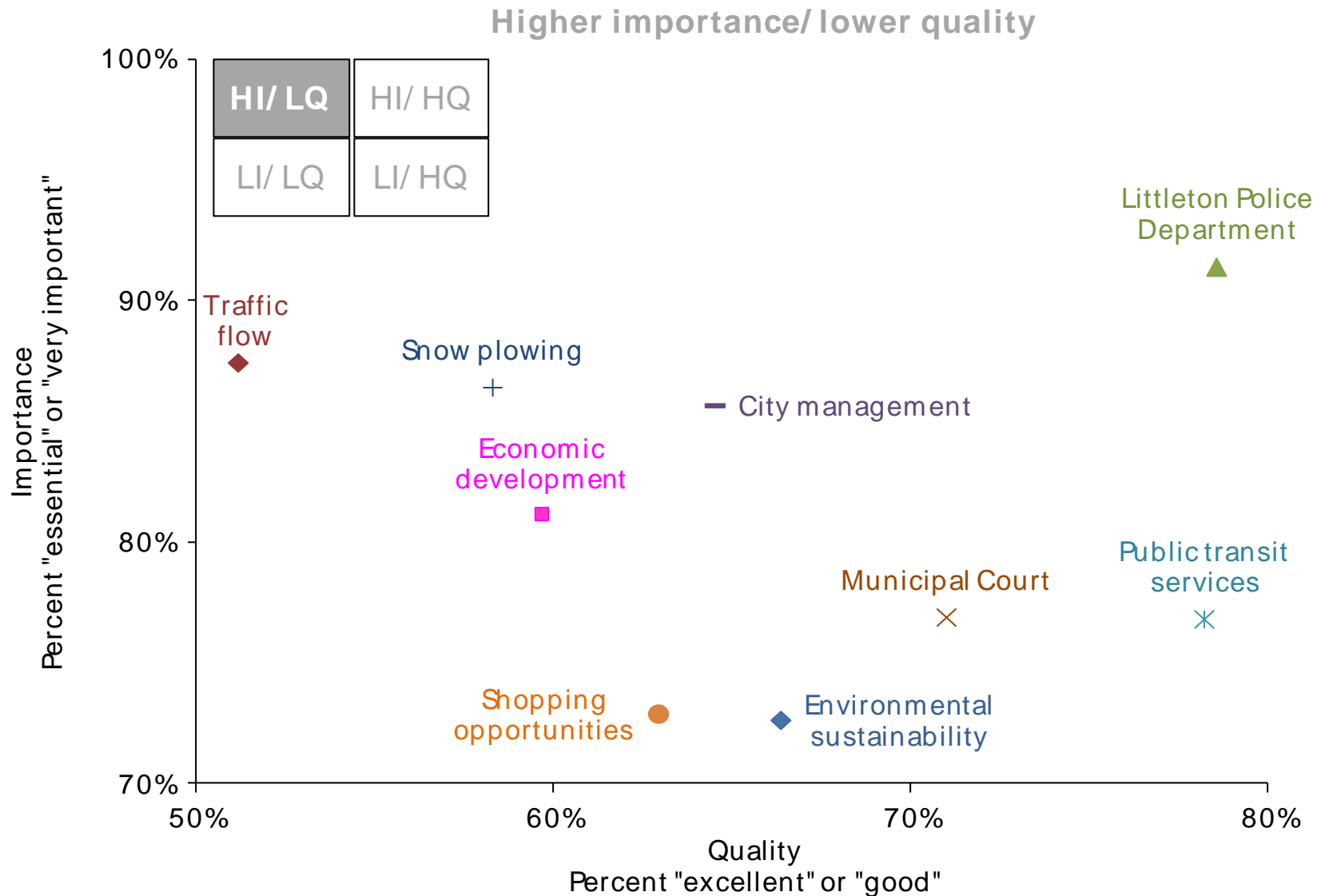


# Balancing Quality and Importance

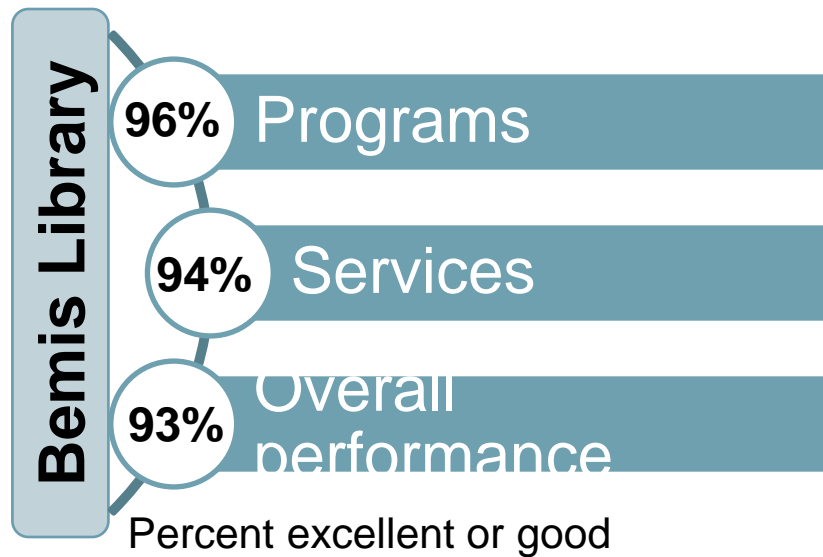




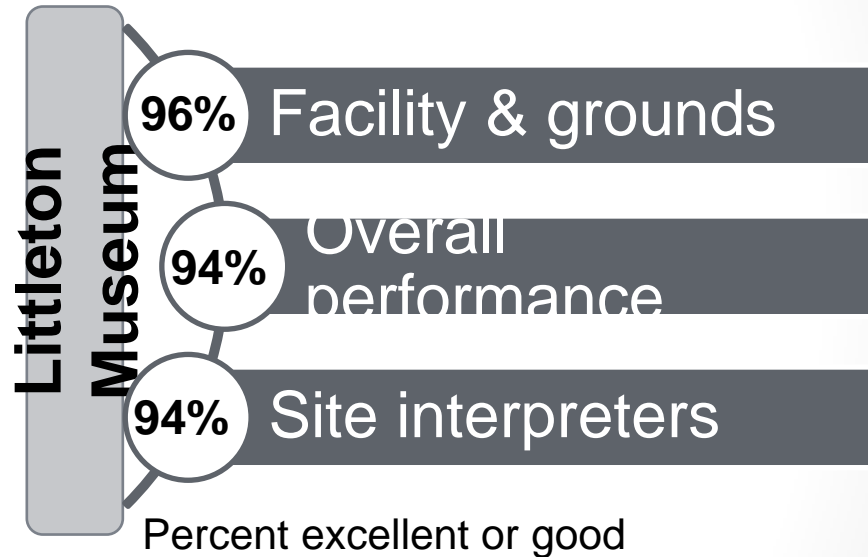
# Services rated higher importance/ lower quality



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



29%-50%  
selected "don't  
know"



37%-65%  
selected "don't  
know"

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

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

# Questions?

# Thank you!

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



**NRC**  
National Research Center Inc

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