



# 2014 Citizen Survey

City of Commerce City, Colorado

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# 2014 CITIZEN SURVEY

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CITY OF COMMERCE CITY, COLORADO

## INTRODUCTION

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Corona Insights is pleased to present this report to the City of Commerce City on the results of a public phone survey of Respondents conducted in October and November of 2014. Corona was retained for this research in order to better understand the perceptions of, and satisfaction with, City services and facilities. In addition, the research aimed to better understand respondents' opinions about the City's needs in terms of growth and development in the future.

### REPORT LAYOUT

This report is divided up into a number of major sections, which include the following:

- ➔ **Executive Summary** – This section contains a brief overview of the key findings and themes of the research.
- ➔ **Detailed Findings** – This section contains findings of each of the survey's main questions, reported individually. A trend analysis comparing to previous surveys, where feasible and appropriate, is also included.
- ➔ **Appendix A: Background and Methodology** – This section provides a detailed description of the approach used for this project in terms of goals, methodology, and demographic characteristics of respondents.
- ➔ **Appendix B: Survey Instrument** – This section contains the survey instrument used for this research.

# EXECUTIVE SUMMARY

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## PERCEPTIONS OF COMMERCE CITY

Two of the primary perceptions of Commerce City are that it is safe and that it offers affordable housing. The number one reason people gave for living in Commerce City was that it has reasonable housing prices. A vast majority of respondents reported feeling safe in their neighborhood at night, and few of them would have any qualms calling the police when witnessing a crime. Interestingly, criminal activity was listed as at least a minor problem, if not greater, in the neighborhoods of more than half of the respondents. This combination of beliefs could indicate that while there is crime, residents feel confident in the police response to crime. It also could indicate that while residents are satisfied with the response to crime, prevention of crime could be stronger. Given how safe respondents feel, it is not surprising that the overwhelming majority of them report being satisfied with public safety in the city.

Respondents generally enjoy the community that they live in, but they are still a little concerned about the image of Commerce City. Three-quarters of respondents indicated that liking the community was one of the reasons why they live in Commerce City. However, only about half of them are proud to say that they live in Commerce City. Although respondents indicated that there are still ways that their neighborhoods could be improved, they generally did not give most of the neighborhood aspects bad ratings. The three neighborhood aspects that received the greatest negative ratings were train traffic, availability of restaurants and shopping, and job opportunities. When presented with a list of potential neighborhoods problems, very few respondents indicated that any on the list were major problems.

## PERCEPTIONS OF LOCAL GOVERNMENT

Overall, the majority of respondents have a positive opinion of local government and the job that it is doing. Almost two-thirds of them believe that the Denver metro area is headed in the right direction. Very few respondents thought that local elected leaders were doing a bad job, and those that they thought were doing the best job were the city's elected officials and the Colorado State Governor.

Very few respondents indicated that their last contact with a representative of the city had been bad, and the majority of respondents found the Commerce City government staff to be customer focuses, honest, knowledgeable, and especially professional.

Although they have generally positive opinions of local government, respondents' knowledge of government activities was not especially deep. Almost half of them reported no knowledge of city council discussions and decisions. Regardless of their lack of knowledge about government activities, the majority of respondents believed that they are received a high quality of services for their tax dollars.

## CITY COMMUNICATIONS

Two-thirds of respondents felt satisfied with how the city communicates with them. Less than half of respondents, however, are satisfied with the overall communications. The most common ways that respondents received information about the city were talking to friends or neighbors, from the "Commerce City connected" newsletter, and from Denver television. There was not a lot consensus when it came to the preferred source of information about the city. A little over a third of respondents preferred mailed information from the city, but the remaining two-thirds of respondents were divided across many other different sources. Quite a few respondents suggested email as a possible alternative.

## GEOGRAPHIC DIFFERENCES

Regional differences between the northern and southern region persist. Respondents in the northern region were generally more optimistic about where the Denver Metro Area is headed and had a higher quality of life. Respondents in the southern region felt less safe in their neighborhood at night. Interestingly, although respondents in the southern region gave the city lower ratings for being honest and knowledgeable, they were more satisfied with the image of the city than respondents in the northern region. They also feel stronger pride about living in Commerce City than those in the northern region.

## CHANGES OVER TIME

Overall, citizens' opinions of Commerce City and of their neighborhoods have been steadily improving over time. As aspects of their neighborhoods have improved, citizens' quality of life has improved too. However, there are some areas for improvement. Specifically, ratings of air quality remain mostly unchanged and ratings of train traffic have become worse in recent years.

## IN CONCLUSION

Although they noted some lingering areas for improvement, citizens of Commerce City generally enjoy the life that they have in Commerce City. Further, the trend analysis suggests that many aspects of the city have been improving, as has citizens' quality of life. Communicating with citizens about how the city is improving may be key, given that most respondents reported knowing very little about government activities and given that there was room to improve in terms of how the city communicates with residents.

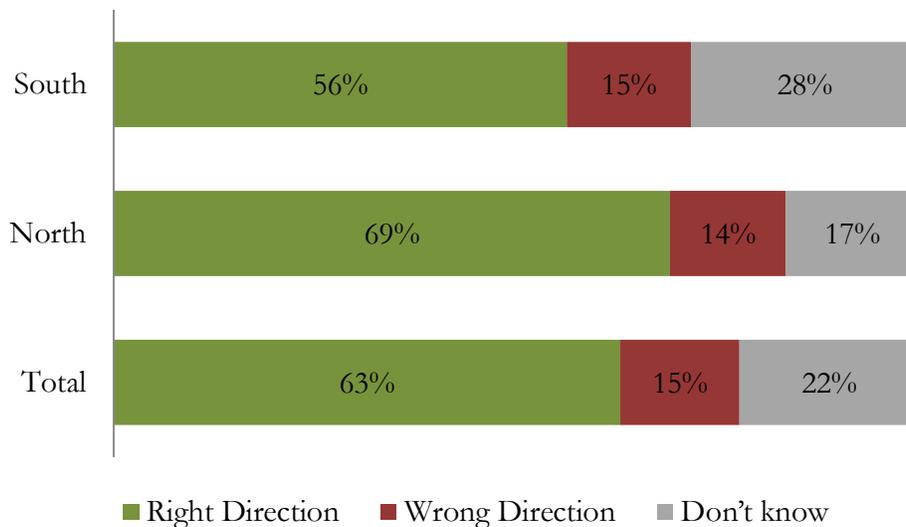
## DETAILED RESEARCH FINDINGS

Detailed findings for each survey question are included on the following pages. In addition to graphs, some open-ended questions are summarized via word clouds, where the larger words were more frequently mentioned than the smaller words. All open-ended verbatim responses can be found in a separately provided data file, that also includes all tabulations and cross tabulations.

- ➔ The majority of respondents believe that the Denver Metro Area is headed in the right direction. Respondents in the northern half of the city were more likely to believe this resident of the southern half. Respondents in the southern half of the city were not more likely to believe that the city was headed in the wrong direction, but they were more likely to be unsure.

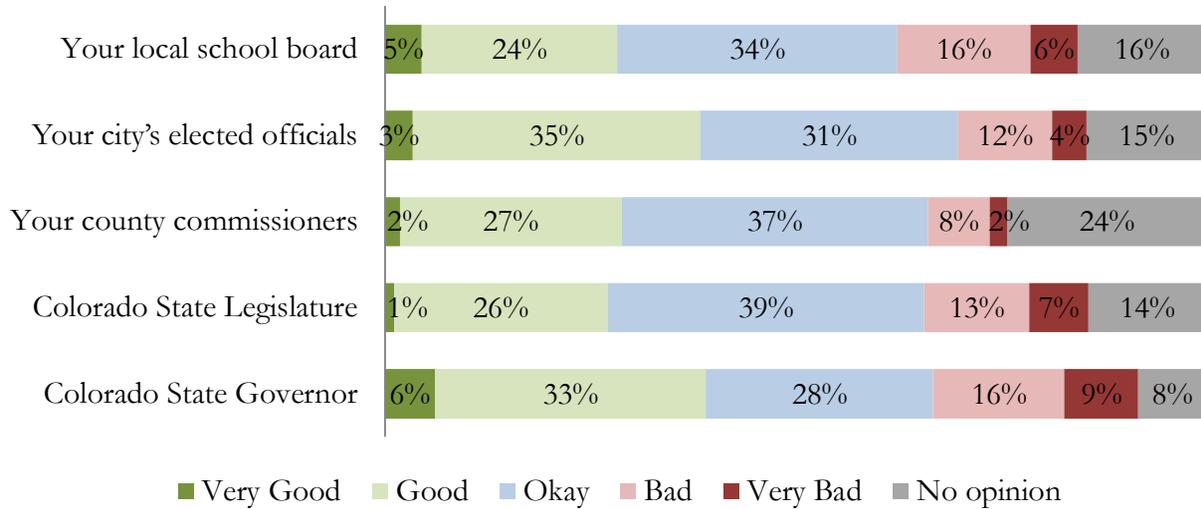
Respondents in the District 27J school district were more likely than respondents in the Adams 14 school district to believe that the Denver Metro Area is headed in the right direction (72 vs 58 percent). Respondents who are younger than 60 years old (18-39 year olds and 40-59 year olds) were more likely to believe that the metro area is headed in the right direction than respondents who are 60 and older (73 & 65 percent, respectively, vs. 55 percent).

**Exhibit 1**  
**Denver Metro area general direction**



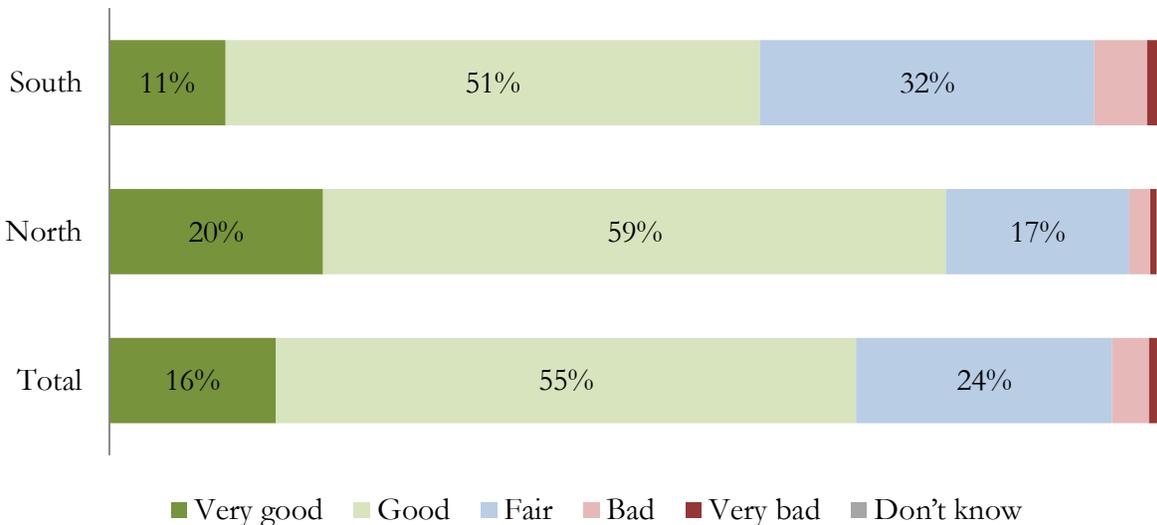
➔ Most respondents do not believe that local leaders are doing a bad job. Respondents were more likely to report that various local leaders were doing a good job, rather than a bad job. People were the most likely to believe that the Colorado State Governor was doing a very good or good job (39 percent) and that the city’s elected officials were also doing a very good or good job (38 percent). Respondents in the District 27J school district believed that their local school board was doing a better job relative to the respondents in the Adams 14 school district.

**Exhibit 2**  
**How good or bad a job leaders doing**



- ➔ The quality of life in Commerce City is fairly high. Slightly more than 70 percent of respondents rated their quality of life as either very good or good. Respondents in the northern half of the city rated their quality of life better than respondents in the southern half. Similarly, respondents in the 27J school district also rated their quality of life higher than respondents in the Adams 14 school district. Older respondents compared to younger respondents were more likely to rate their quality of life as very good (25 vs. 15 percent).

**Exhibit 3**  
**Quality of life in Commerce City**



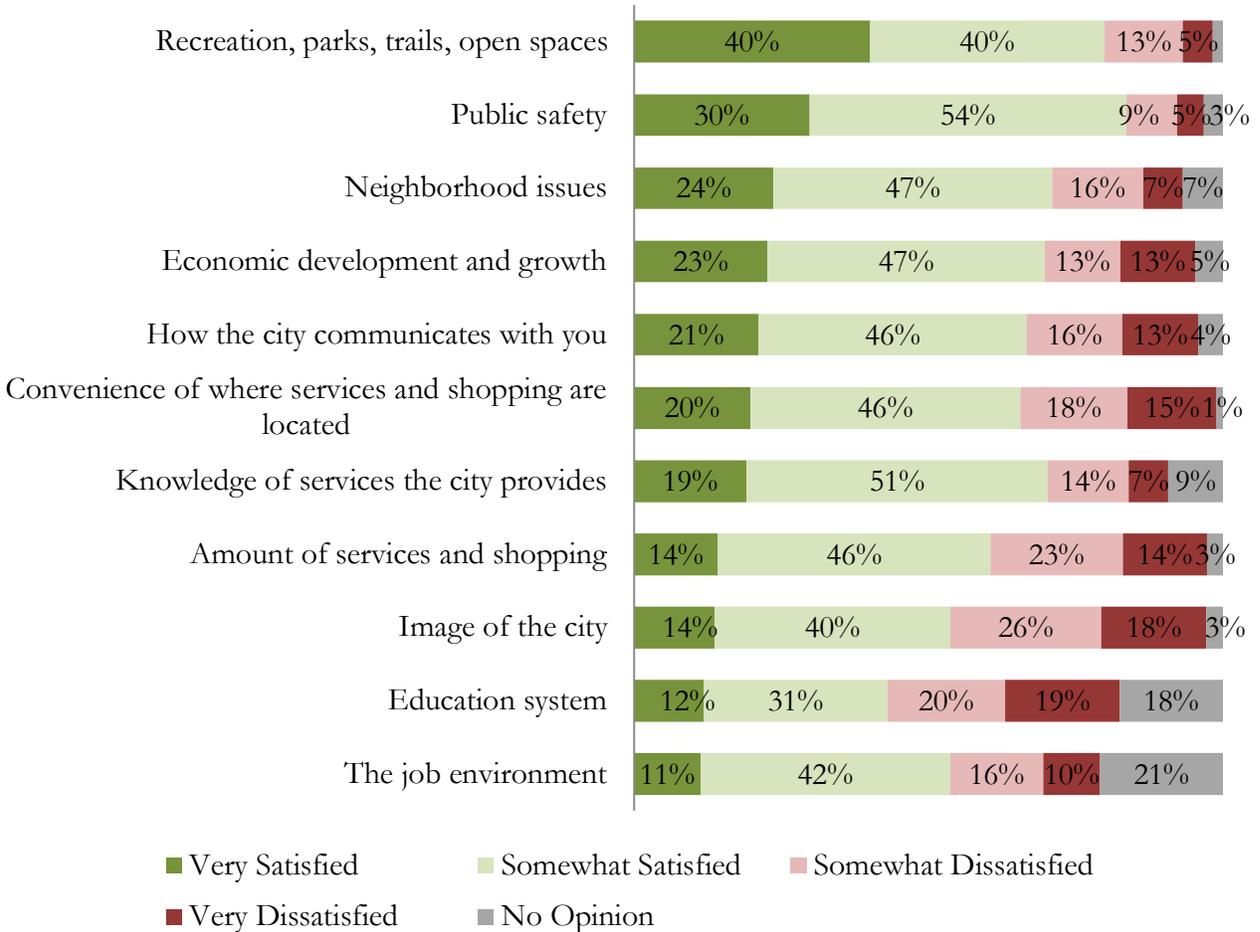
- ➔ Respondents are generally happy with various aspects of the city. More than half of respondents were satisfied with most aspects of the city. They were most satisfied with public safety (84 percent) and recreation parks, trails, open spaces (80 percent). They were most split over the education system (43 percent satisfied vs. 39 percent dissatisfied).

Respondents in the southern region were more dissatisfied with the economic development and growth of the city compared to respondents in the northern region (33 vs. 19 percent). However, respondents in the southern region were more satisfied with the image of the city than respondents in the northern region (59 vs. 49 percent). Respondents in the southern region were also more satisfied with the knowledge of services the city provides (76 vs. 65 percent). Respondents in the southern region were also more likely to be very satisfied with recreation, parks, trails, open spaces (45 vs. 35 percent). Southern respondents were more likely to be very satisfied with both the amount of services and shopping (18 vs. 11 percent) and the convenience of where services and shopping are located (25 vs. 15 percent), compared to northern respondents.

Hispanic respondents were more satisfied with the image of the city than non-Hispanic respondents (71 vs. 51 percent). Hispanic respondents were more satisfied with the knowledge of services the city provides (80 vs. 70 percent). They were also more likely to be very satisfied with neighborhood issues compared to non-Hispanic respondents (38 vs. 20 percent). Hispanic respondents were more satisfied with the amount of services and shopping than non-Hispanic respondents (73 vs. 57 percent). Hispanic respondents were polarized when it came to how satisfied they were with the convenience of where services and shopping are located. They were more likely than non-Hispanic respondents to be very satisfied (32 vs. 17 percent) and very dissatisfied (20 vs. 12 percent).

Respondents older than 60 were more likely to have stronger opinions when it came to satisfaction with neighborhood issues. They were both more likely to be very satisfied compared to respondents younger than 40 (35 vs. 24 percent) and also more likely to be very dissatisfied compared to respondents younger than 40 (10 vs. 4 percent).

**Exhibit 4**  
**Satisfaction with attributes of Commerce City**

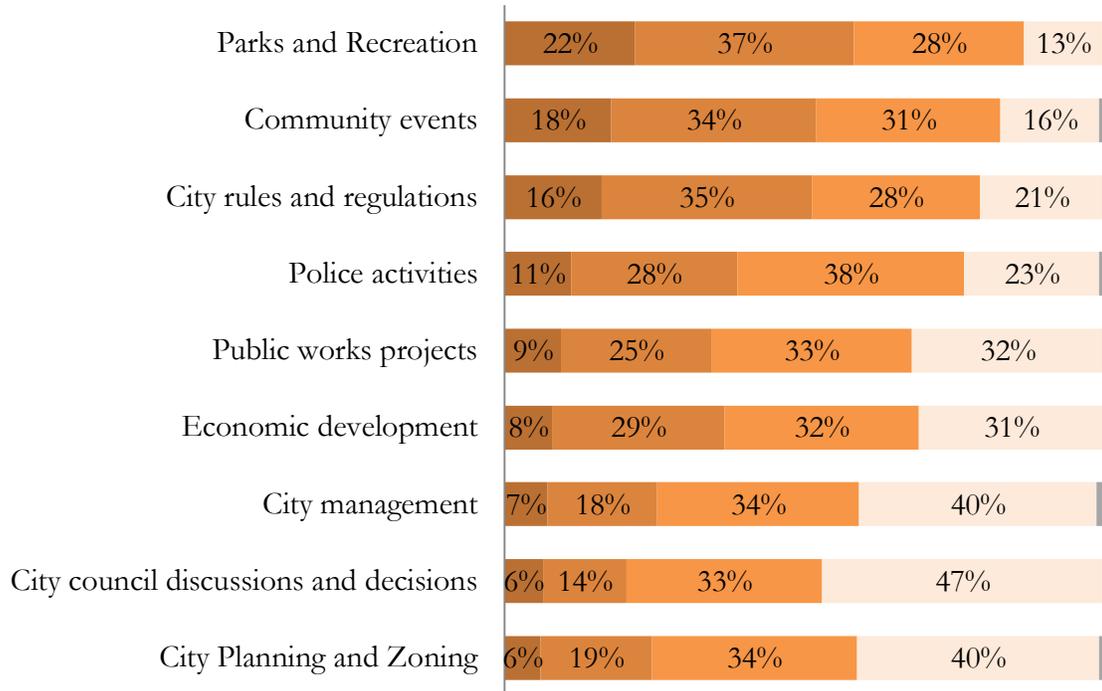


➔ Most respondents know at least a little about various government activities. No more than 47 percent of respondents reported “knowing nothing” about any one government activity. They reported the least amount knowledge for city council discussions and decisions (47 percent). More than 50 percent of respondents reported knowing either a lot or some about parks and recreation (59 percent), community events (52 percent), and city rules and regulations (51 percent).

Hispanic respondents were more likely to report knowing nothing about city council discussion and decisions compared to non-Hispanic respondents (58 vs. 44 percent). Respondents in Adams 14 school district were more likely to report knowing nothing about city council discussion and decisions compared to respondents of District 27J school district (54 vs. 38 percent). Respondents who are younger than 40 are more likely to report knowing nothing about city council discussion and decisions (58 percent) compared to respondents 40 to 59 years old (42 percent) and those 60 and older (37 percent).

Respondents in Adams 14 school district were more likely to report knowing nothing about city management compared to respondents of District 27J school district (44 vs. 35 percent). Respondents who are younger than 40 (47 percent) and those who are 40 to 59 years old (42 percent) are more likely to report knowing nothing about city management compared to respondents 60 and older (32 percent).

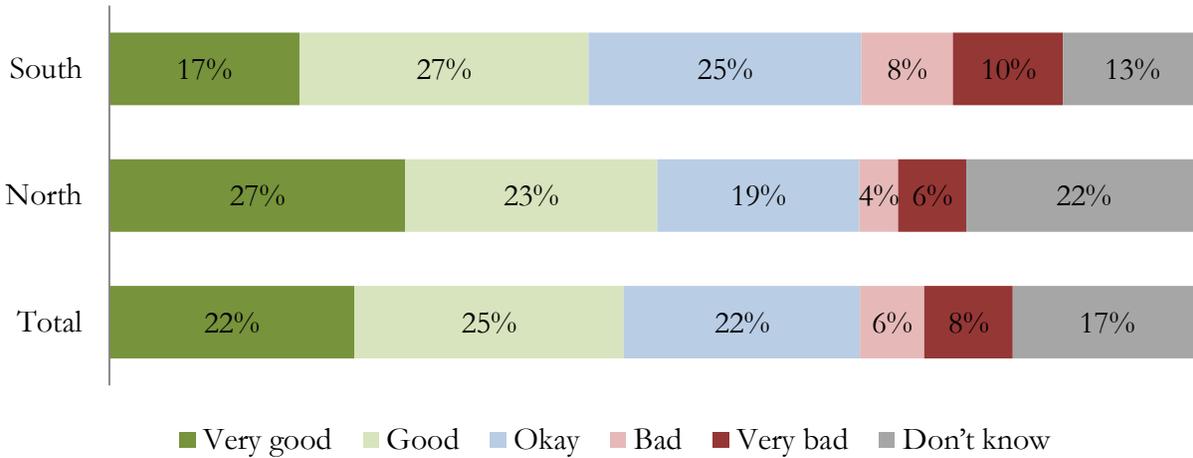
**Exhibit 5**  
**Knowledge of City activities**



■ Know a lot ■ Know some ■ Know a little ■ Know nothing ■ Don't Know/No Answer

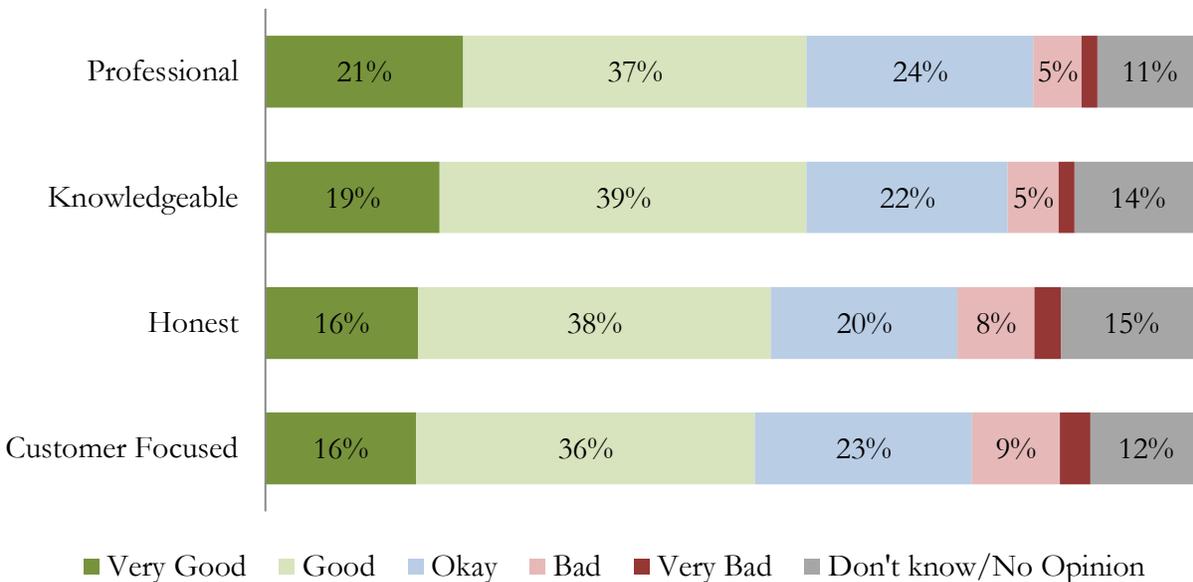
- ➔ Slightly less than half of respondents rated their last contact with a representative of the city as good or very good. Northern respondents were more likely than southern respondents to rate this contact as very good, while southern respondents were more likely than northern respondents to rate this contacts as okay, bad, or very bad.

**Exhibit 6**  
**Customer service rating of City employees**



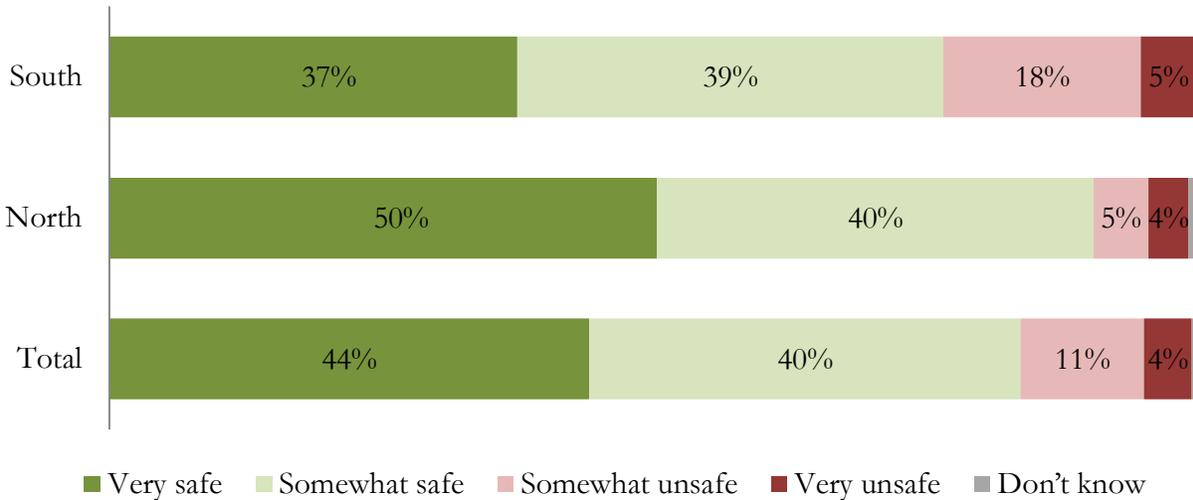
- ➔ More than half of respondents were rating Commerce City government staff as at least good in terms of being professional, knowledgeable, honest, and customer focused. Respondents in the northern region general gave the city higher ratings for being honest and knowledgeable than respondents in the southern region.

**Exhibit 7**  
**Detailed City staff ratings**



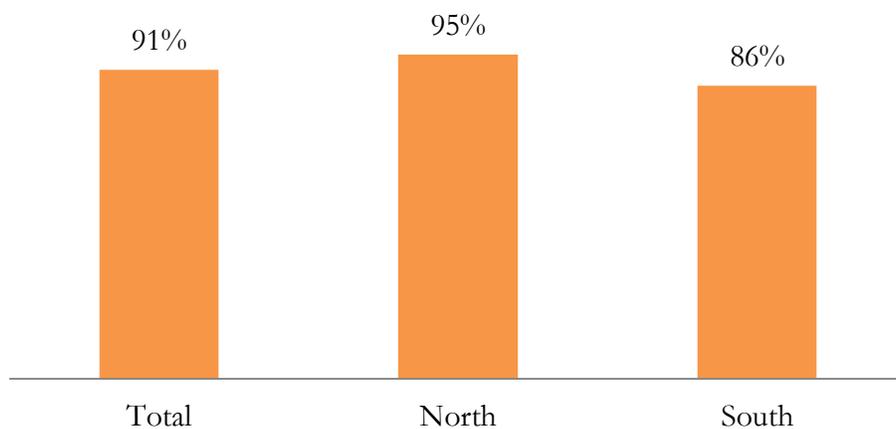
➔ Given how satisfied respondents reported being with the public safety of the city, it is probably not surprising that the vast majority of them feel safe in their neighborhood at night (84 percent). Respondents in the northern region were more likely than respondents in the southern region to indicate that they feel very safe in their neighborhood at night, while respondents in the southern region were more likely than respondents in the northern region to indicate that they feel somewhat unsafe. There was a similar pattern when respondents in District 27J school district felt safer than respondents in Adams 15 school district.

**Exhibit 8**  
**How safe citizens feel outside in their neighborhoods at night**



➔ Respondents of Commerce City overwhelmingly feel comfortable calling the police if they witness a crime. Those in the northern region feel more comfortable than respondents in the southern region. Similarly, respondents in 27J District school district feel more comfortable than those in Adams 14 school district. (99 vs. 88 percent).

**Exhibit 9**  
**Respondents who feel comfortable calling the police if they witness a crime**

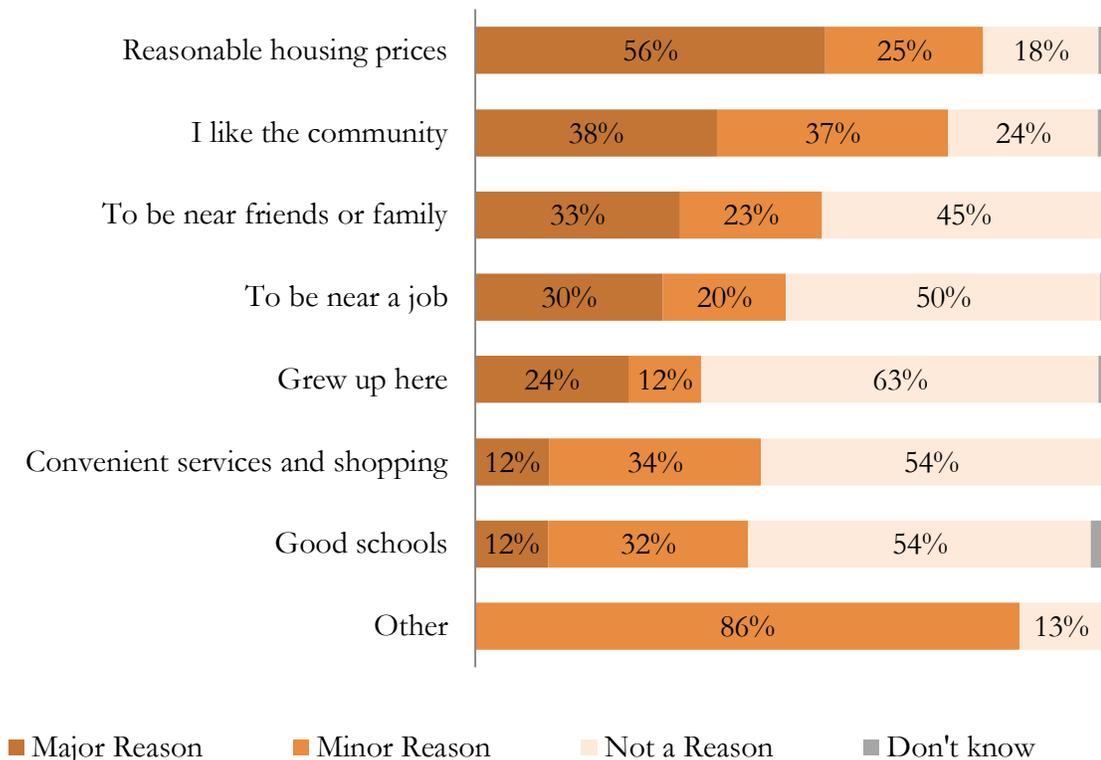


➔ The biggest reason people gave for living in Commerce City was reasonable housing prices, followed closely by liking the community. Being near friends or family, being near a job, good schools, convenient services and shopping, and “growing up here” were all more likely to be reasons respondents in the southern region live in Commerce City. Reasonable housing prices was more likely to be a reason that respondents in the northern region live in Commerce City.

Being near friends or family, liking the community, good schools, convenient services and shopping, and growing up here were all more likely to be reasons that Hispanic respondents had for living in Commerce City, compared to non-Hispanic respondents.

When asked if they had any other reasons, several people mentioned the proximity of Commerce City to other things, especially the airport, other cities, and transportation. A few people also mentioned that they enjoyed being just outside of Denver and having a small town feel.

**Exhibit 10**  
**Reasons for living in Commerce City**



- ➔ Some of the top things that people mentioned when asked what is the one issue that needs to be addressed in order to make Commerce City a better place (open-ended question) were schools and education, shopping, and restaurants.

Exhibit 11

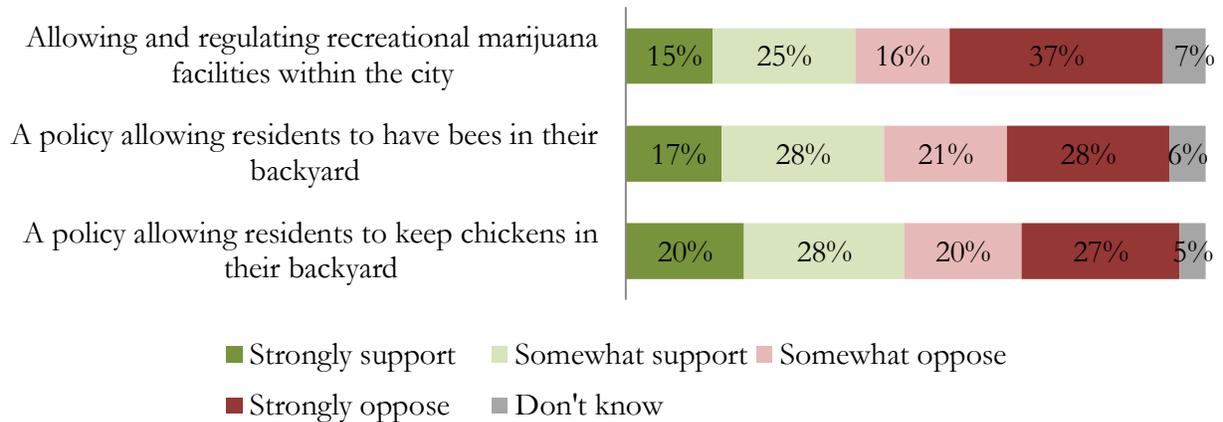
Single most important issue that needs to be addressed to make Commerce City a better place



➔ Respondents of Commerce City were most split over the policy allowing respondents to keep chickens in their back yard (48 percent support vs. 47 percent oppose). Although not as close, they were also fairly split over allowing respondents to have bees in their backyard (45 percent support vs. 49 percent oppose). Allowing and regulating recreational marijuana facilities within the city was the most opposed of the three policies (53 percent).

Respondents in the southern region of the city were more likely to support backyard chickens than respondents in the northern region. Hispanic respondents were more likely to strongly support allowing backyard chickens than non Hispanic respondents (32 vs. 17 percent). Respondents in the southern region of the city were also more likely to support backyard bees than respondents in the northern region. Similarly, respondents in Adams 14 school district were also more likely to support backyard bees than respondents in the District 27J school district.

**Exhibit 12**  
**Support for policies**





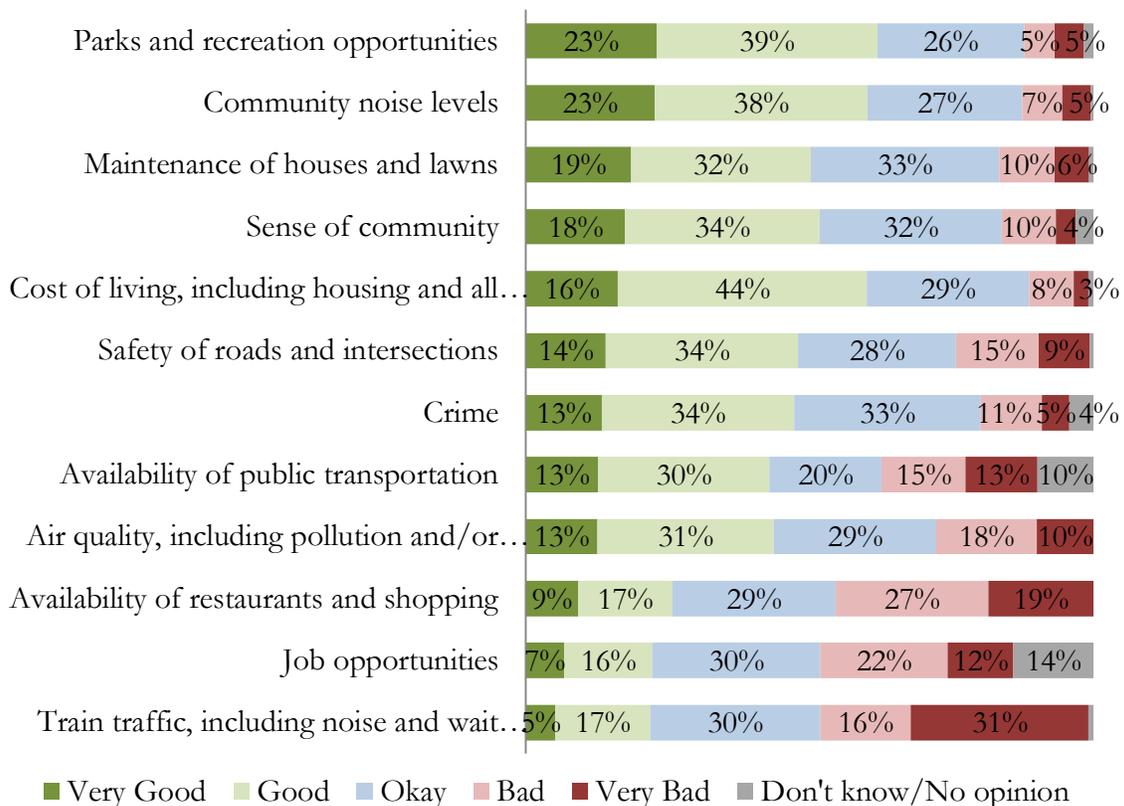
➔ When rating different aspects of their neighborhoods, respondents gave the highest ratings (very good or good) to parks and recreation opportunities (62 percent), community noise levels (61 percent), cost of living (60 percent), sense of community (52 percent), and maintenance of houses and lawns (51 percent). The aspects that received the largest amount of negative ratings (bad or very bad) were train traffic (47 percent) and availability of restaurants and shopping (46 percent).

Respondents in the northern region of the city gave air quality, community noise levels, cost of living, crime, and maintenance of houses and lawns higher ratings than respondents in the southern region. Respondents in the southern region rated the availability of public transportation, the availability of restaurants and shopping, parks and recreation opportunities, and train traffic higher than respondents in the northern region.

Respondents in District 27J school district gave air quality, community noise levels, cost of living, crime, maintenance of houses and lawns, and sense of community higher ratings than respondents in Adams 14 school district. Those in Adams 14 school district rated the availability of public transportation, the availability of restaurants and shopping, and train traffic higher than those in District 27J

Non-Hispanic respondents rated air quality and community noise levels higher than Hispanic respondents. Hispanic respondents rated the availability of public transportation and the availability of restaurants and shopping higher than non-Hispanics.

**Exhibit 15**  
**Neighborhood ratings**



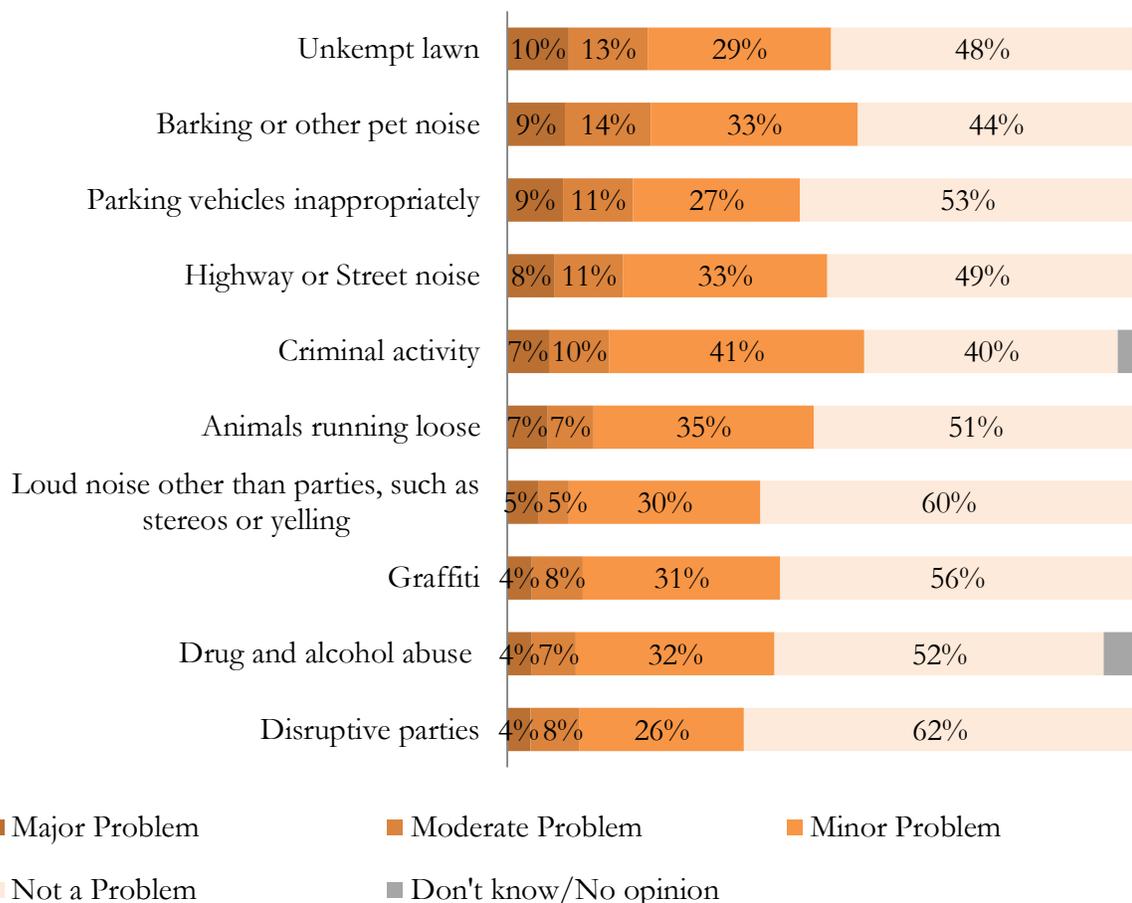
➔ The maximum portion of respondents to believe that an issue was a major problem was 10 percent. People were far more likely to label an issue as either a minor problem or not a problem at all. The issues most likely to be labeled a problem at all in one’s neighborhood were criminal activity (58 percent) and barking or other pet noise (56 percent).

The following problems were more common for respondents of the southern region of the city: animals running loose, disruptive parties, drugs and alcohol abuse, graffiti, highway or street noise, loud noise other than parties, and unkempt lawns.

The following problems were more common for Hispanic respondents: animals running loose, disruptive parties, drugs and alcohol abuse, graffiti, highway or street noise, loud noise other than parties, and unkempt lawns.

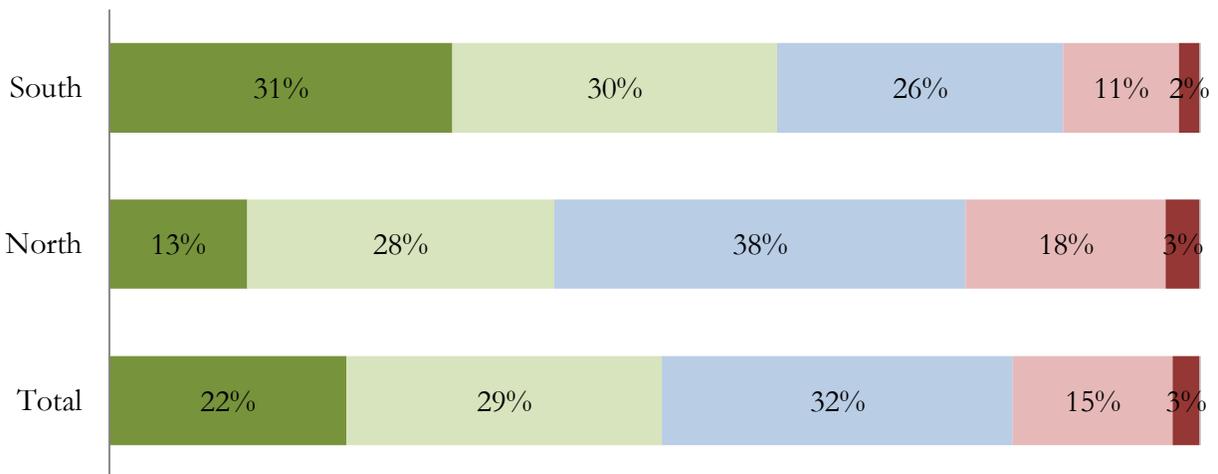
The following problems were more common for respondents of Adams 14 school district: animals running loose, disruptive parties, drugs and alcohol abuse, graffiti, highway or street noise, loud noise other than parties, and unkempt lawns.

**Exhibit 16**  
**Neighborhood problems**



- ➔ Almost half of respondents reported feeling either somewhat or very proud to say that they live in Commerce City. Respondents of the southern region reported more feelings of pride about living in Commerce City. Similarly, respondents of Adams 14 school district were more likely to report feeling very proud compared to respondents of District 27J school district (29 vs. 14 percent). Respondents 40 to 59 years old (32 percent) and 60 and older (34 percent) were both more likely to feel very proud compared to respondents younger than 40 (10 percent).
- ➔ When asked to explain why those who felt embarrassed did so, many of them mentioned the history of Commerce City and its image as an industrialized city.

**Exhibit 17**  
**Pride of living in Commerce City**

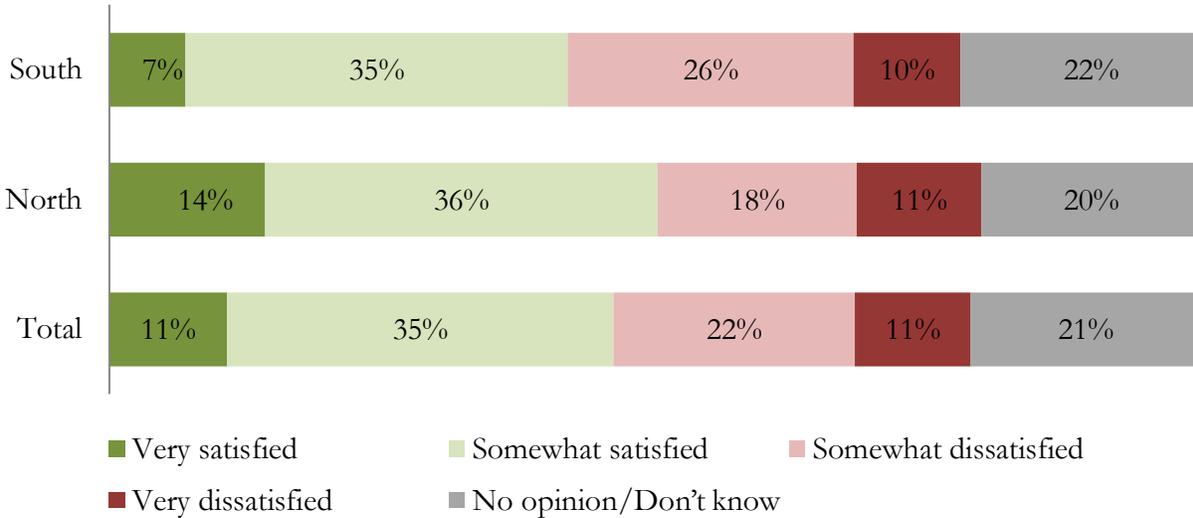


- I'm very proud to say that I live in Commerce City.
- I'm somewhat proud to say that I live in Commerce City.
- I'm not embarrassed, but I'm not proud.
- I'm somewhat embarrassed to say that I live in Commerce City.
- I'm very embarrassed to say that I live in Commerce City.
- Don't know

➔ Just under half of respondents reported being satisfied with the overall communications that they receive from Commerce City government. Respondents in the northern region were more satisfied than those in the southern region. Older respondents were also more satisfied with the communications than younger respondents.

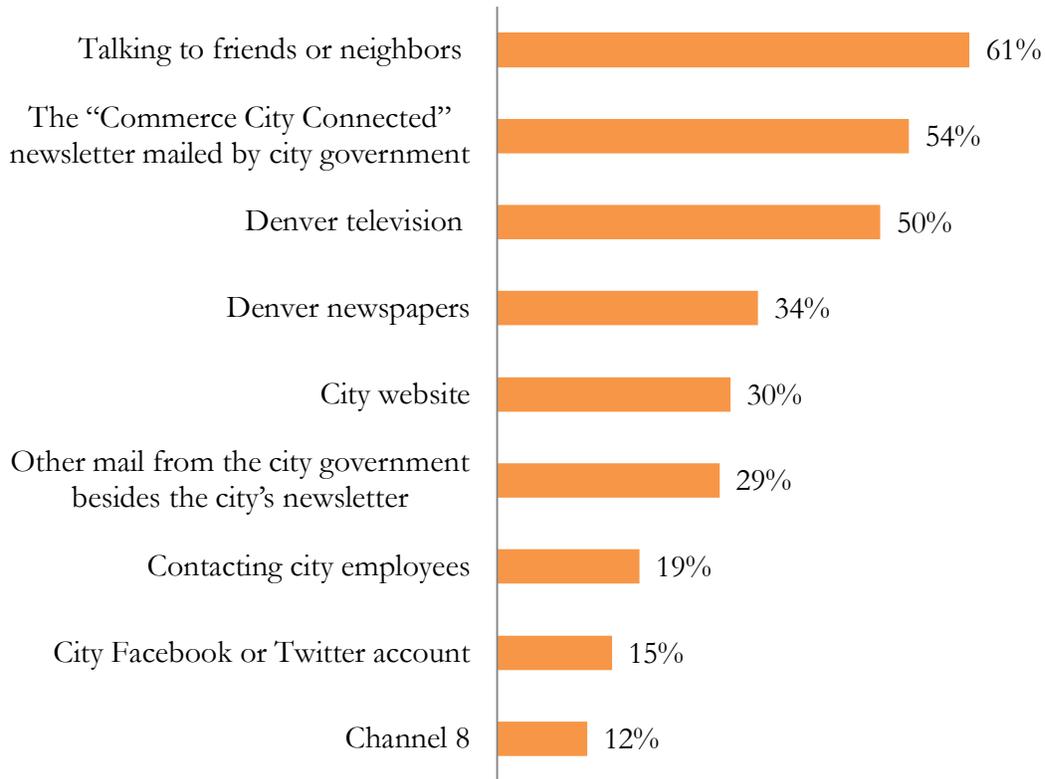
When some of the respondents were asked why they were dissatisfied, the most common response was that they felt as if they did not receive enough information.

**Exhibit 18**  
**Satisfaction with City communications**



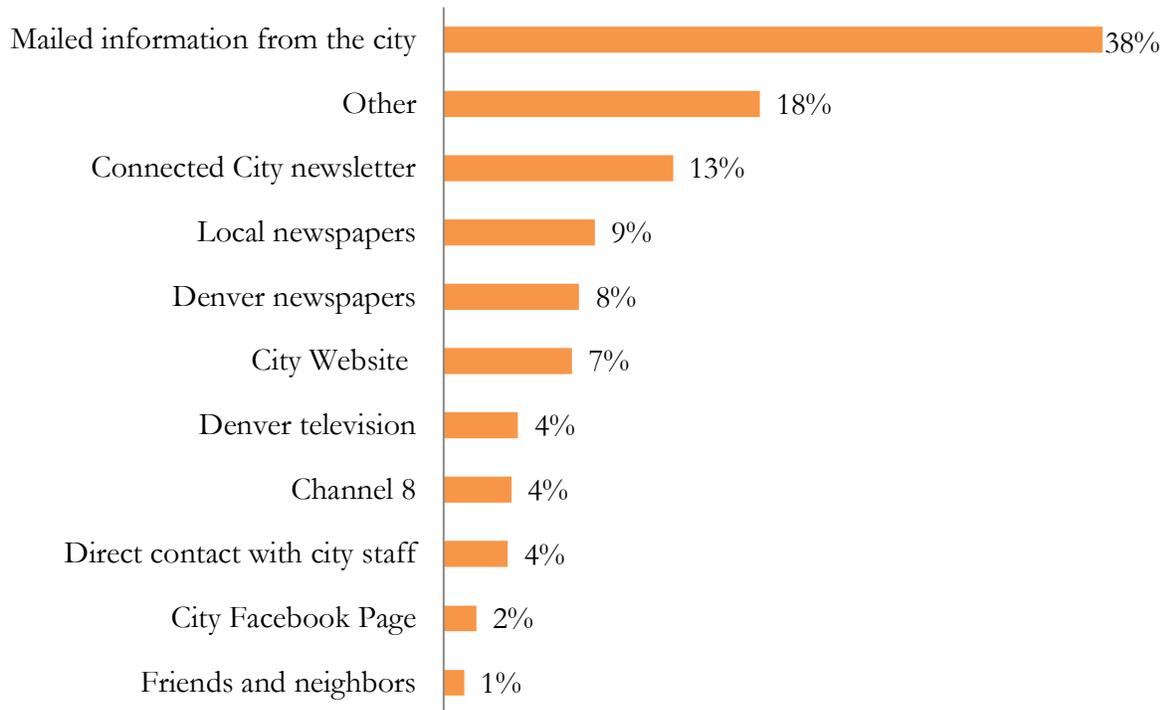
➔ At least half of respondents received information about the city in the past 30 days from talking to friends or neighbors, the “Commerce City Connected” newsletter, and Denver television. Use of the city website varied quite a bit. Those who were more likely to have used it in the past 30 days were respondents in the northern region, non-Hispanic respondents, and respondents in District 27J school district. Although they were less likely to use the website, Hispanic respondents were more likely to use the city Facebook or Twitter pages. Non-Hispanic respondents, respondents in District 27J school district, and respondents 40 and older were all more likely to use the “Commerce City Connected” newsletter.

**Exhibit 19**  
**Sources of City information**



➔ A little over a third of respondents preferred to receive information about the city via mailed information from the city, which was the most common preference. For those who had another preferred source for receiving information about the city, they most commonly suggested email.

**Exhibit 20**  
**Preferred sources for receiving information about the City**

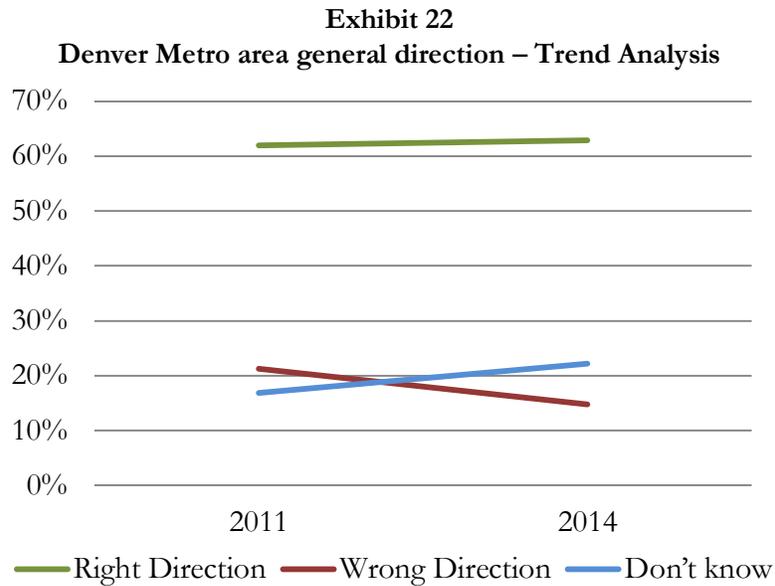




## TREND ANALYSIS

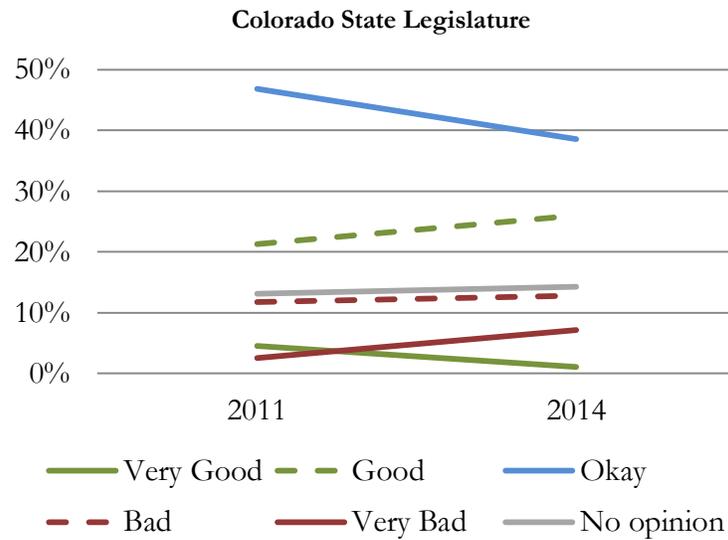
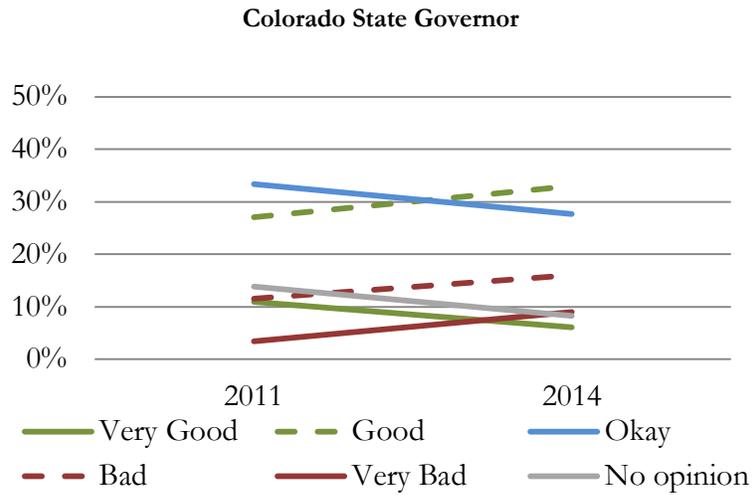
In the following section, key indicators are compared across years to examine any trends. Any slight discrepancies between the analyses in this report and those in early reports are due to dropping “no response” from the analyses to improve comparability over time.

- ➔ Although there was no change in the percent of respondents who believe the Denver Metro Area is headed in the right direction, there was a decrease in the percent of people who believe it is headed in the wrong direction and an increase in those who just do not know.



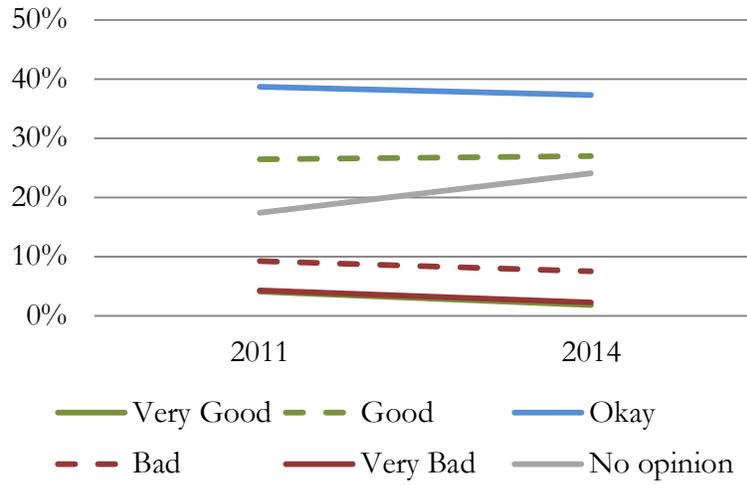
- ➔ Ratings of elected officials at the state level decreased a little this year from 2011, which is similar to the statewide pattern. Ratings of county commissioners and elected officials of the city were relatively unchanged.

**Exhibit 23**  
**How good or bad a job leaders doing – Trend Analysis**

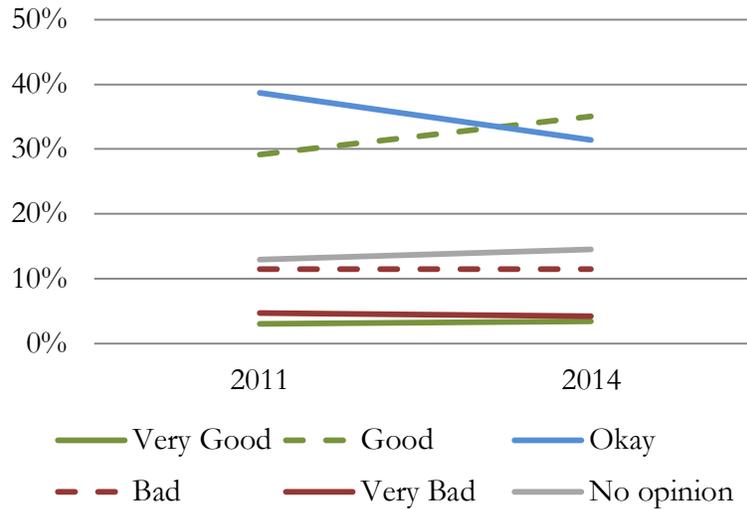


*Exhibit 23 continued*

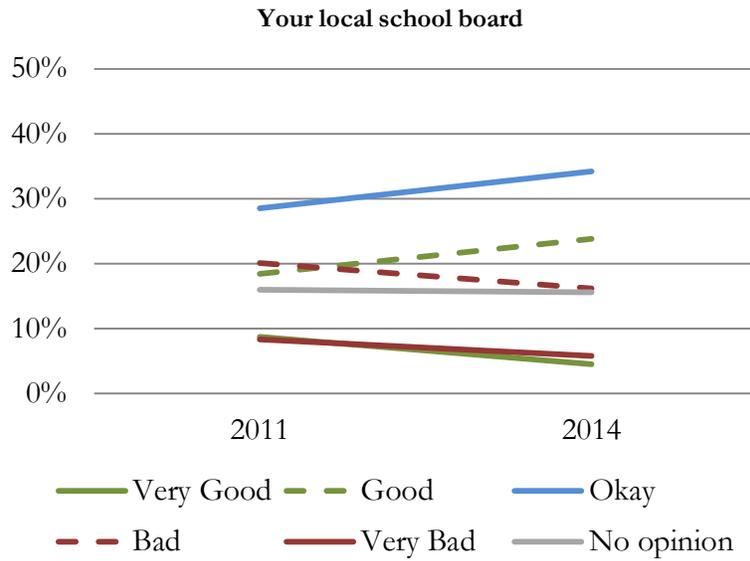
**Your county commissioners**



**Your city's elected officials**

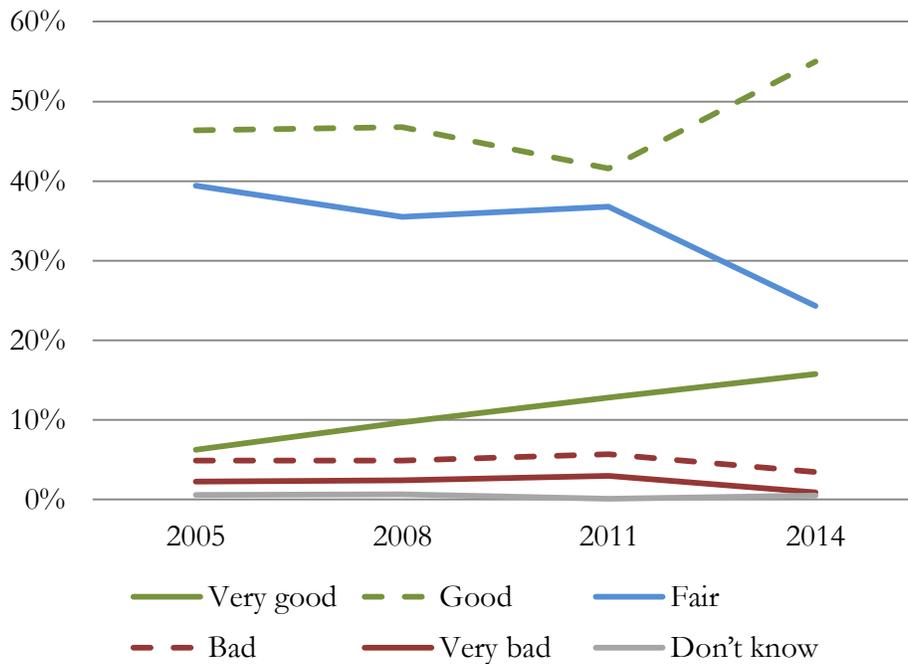


*Exhibit 23 continued*



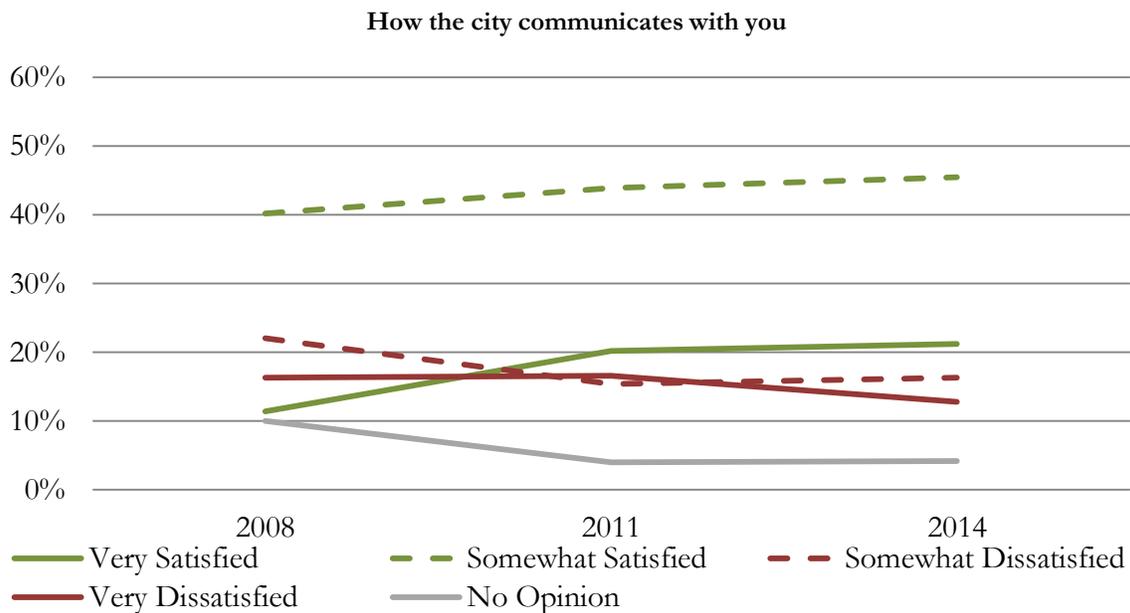
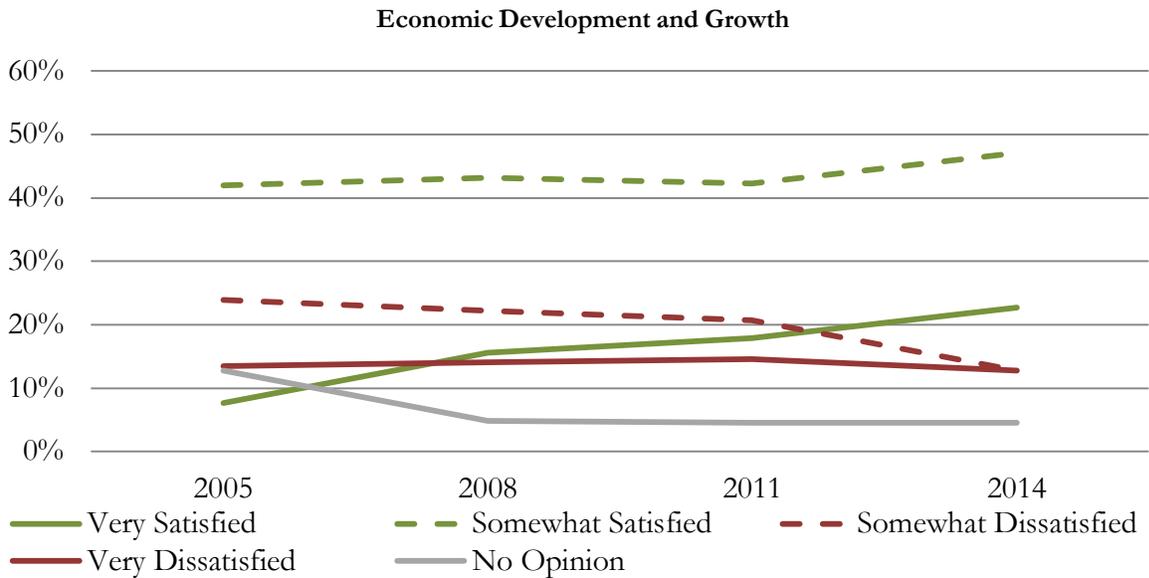
➔ Commerce City residents' ratings of their quality of life have been steadily increasing over time. This year especially, ratings of very bad were at their lowest and ratings of good were at their highest.

**Exhibit 24**  
**Quality of life in Commerce City – Trend Analysis**



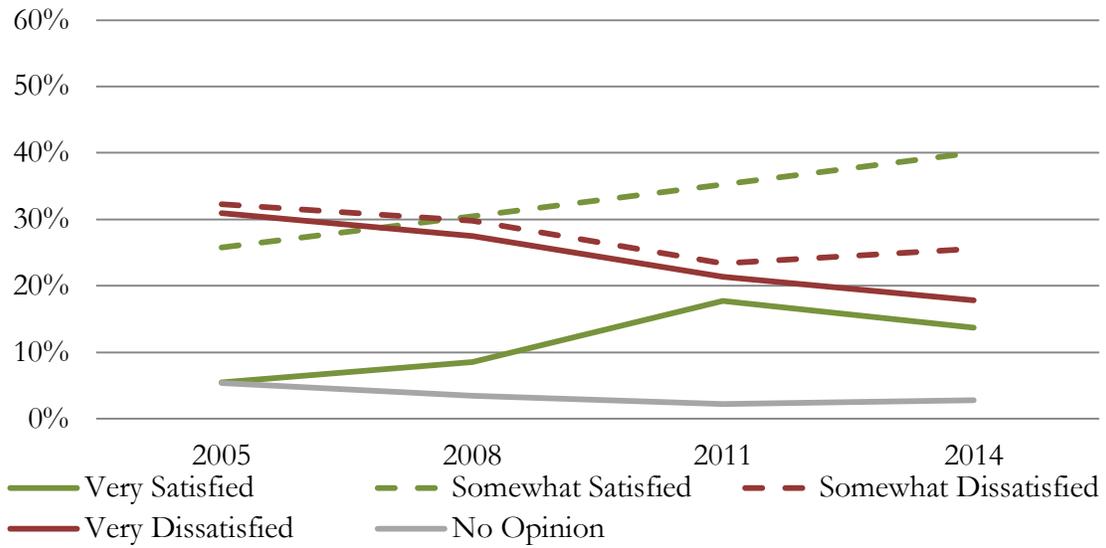
➔ Satisfaction with various characteristics of Commerce City has generally increased over the past few years. For ratings of the job environment, there were statistically significant improvements between 2011 and the current ratings. However, for the other characteristics, there was generally no difference between 2011 and the current ratings, but there were significant differences between 2005/2008 and current ratings.

**Exhibit 25**  
**Satisfaction with attributes of Commerce City – Trend Analysis**

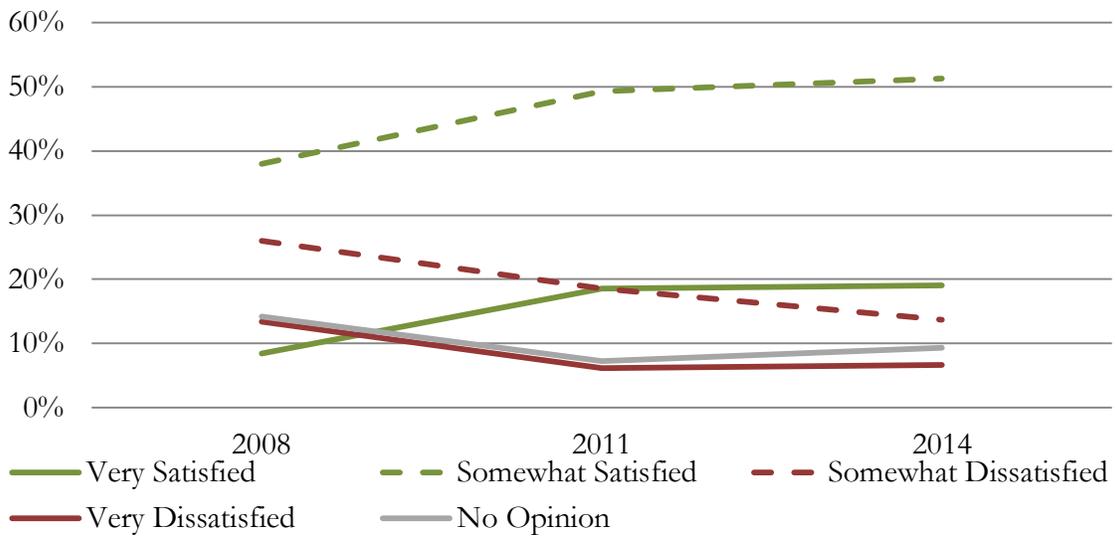


*Exhibit 25 continued*

**Image of the City**

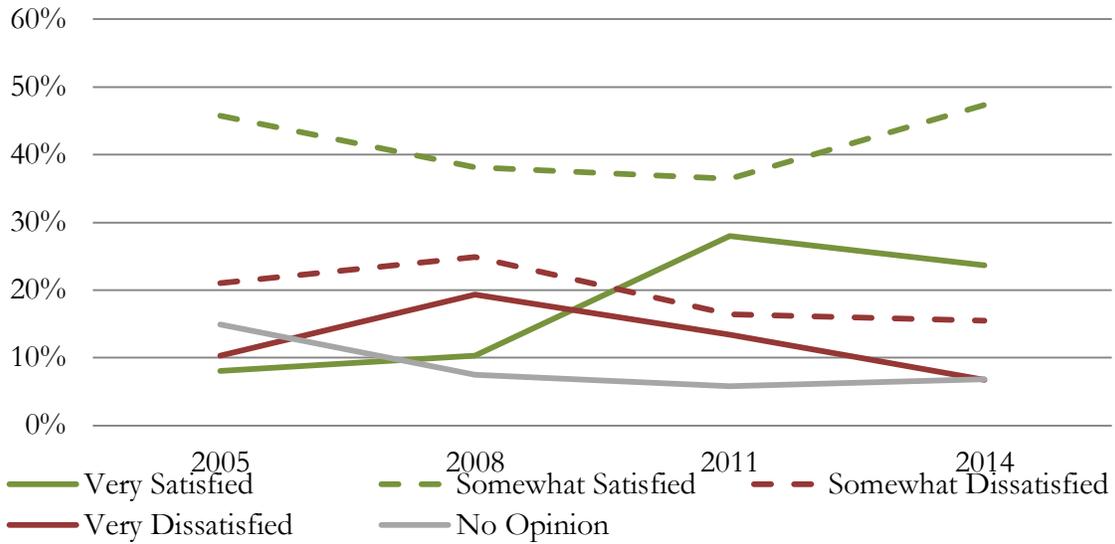


**Knowledge of services the city provides**

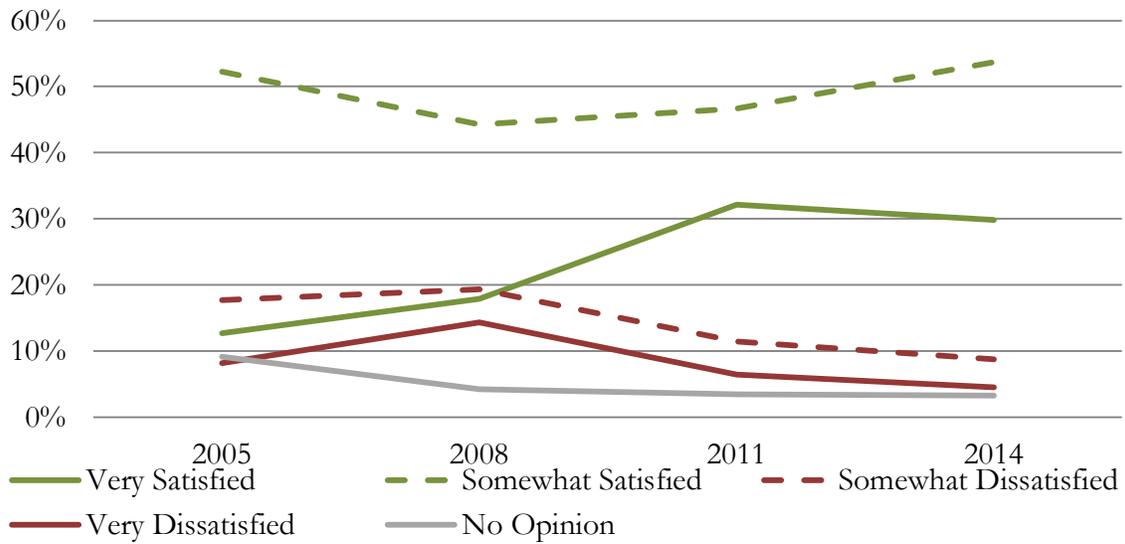


*Exhibit 25 continued*

**Neighborhood Issues**

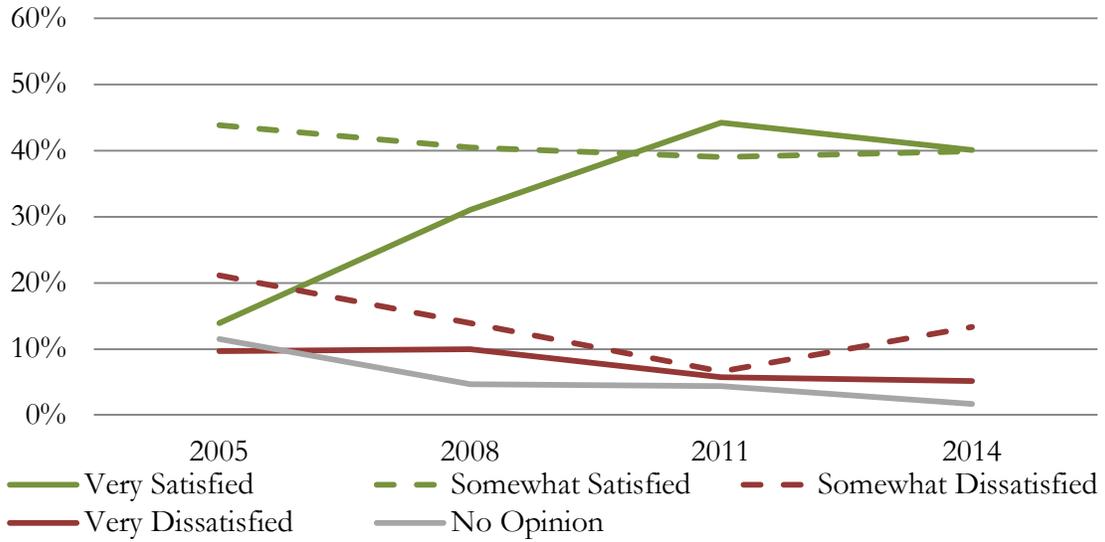


**Public safety**

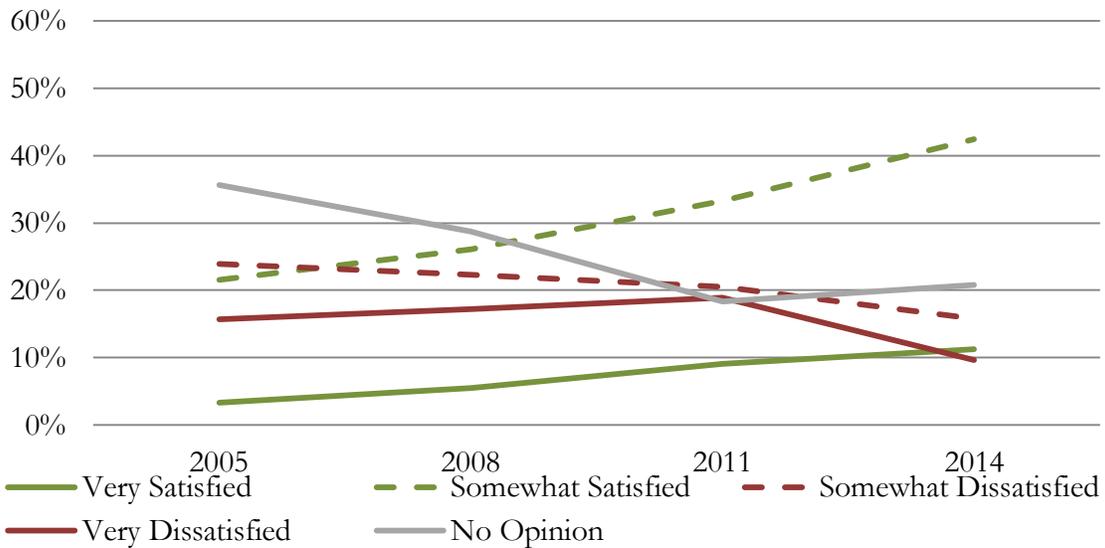


*Exhibit 25 continued*

**Recreation, parks, trails, open spaces**

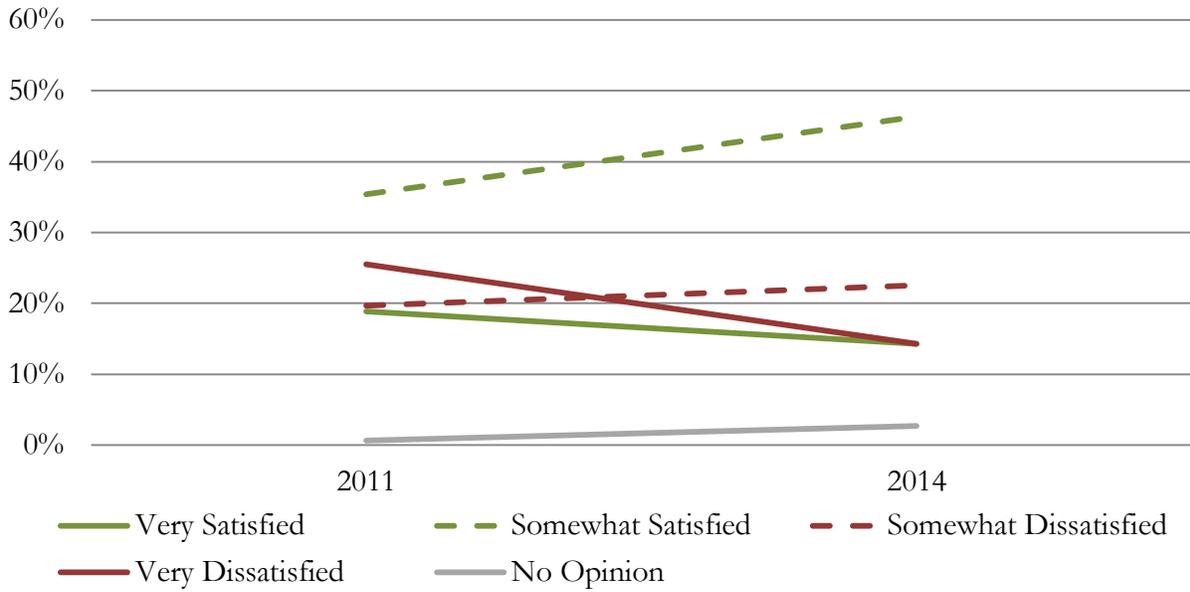


**The job environment**

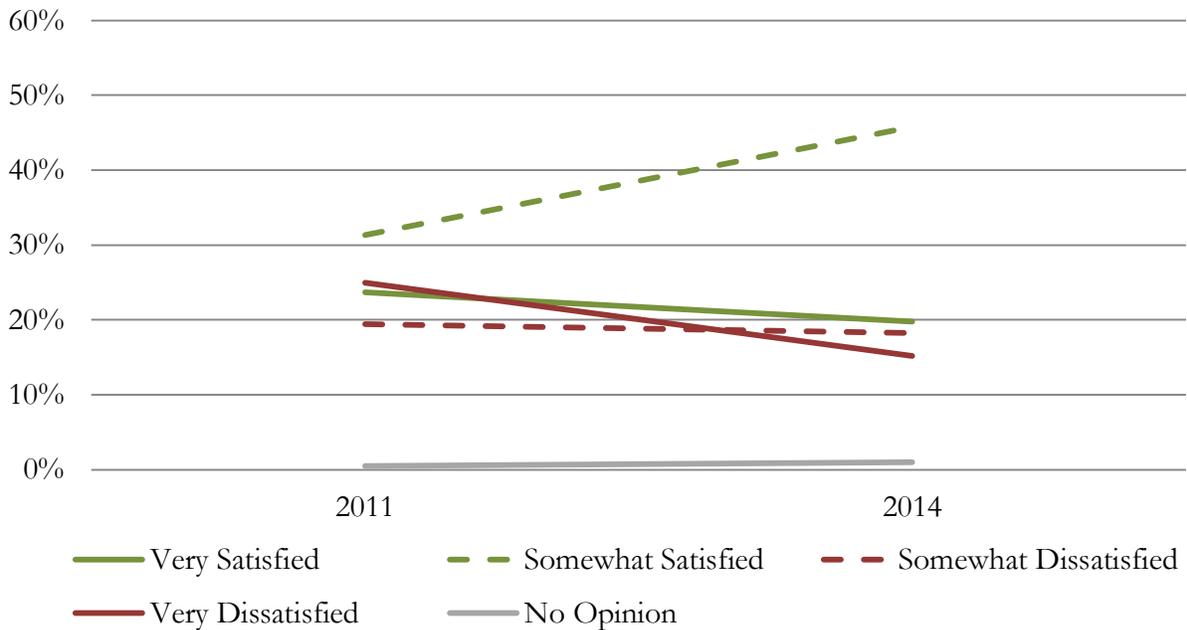


*Exhibit 25 continued*

**Amount of services and shopping**

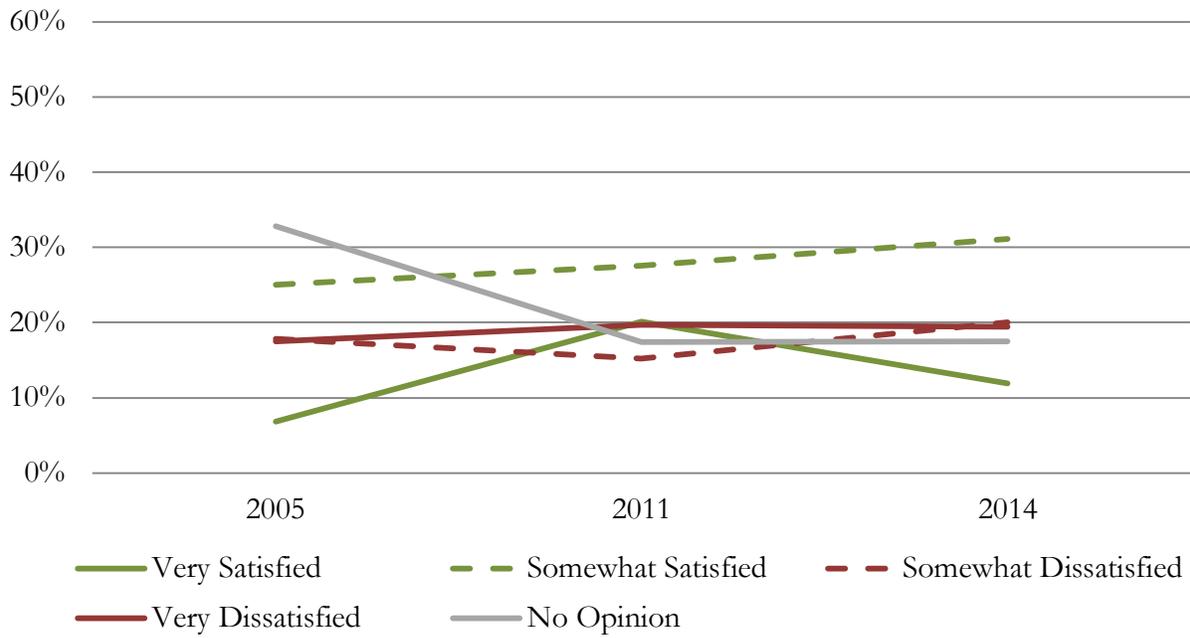


**Convenience of where services and shopping are located**



*Exhibit 25 continued*

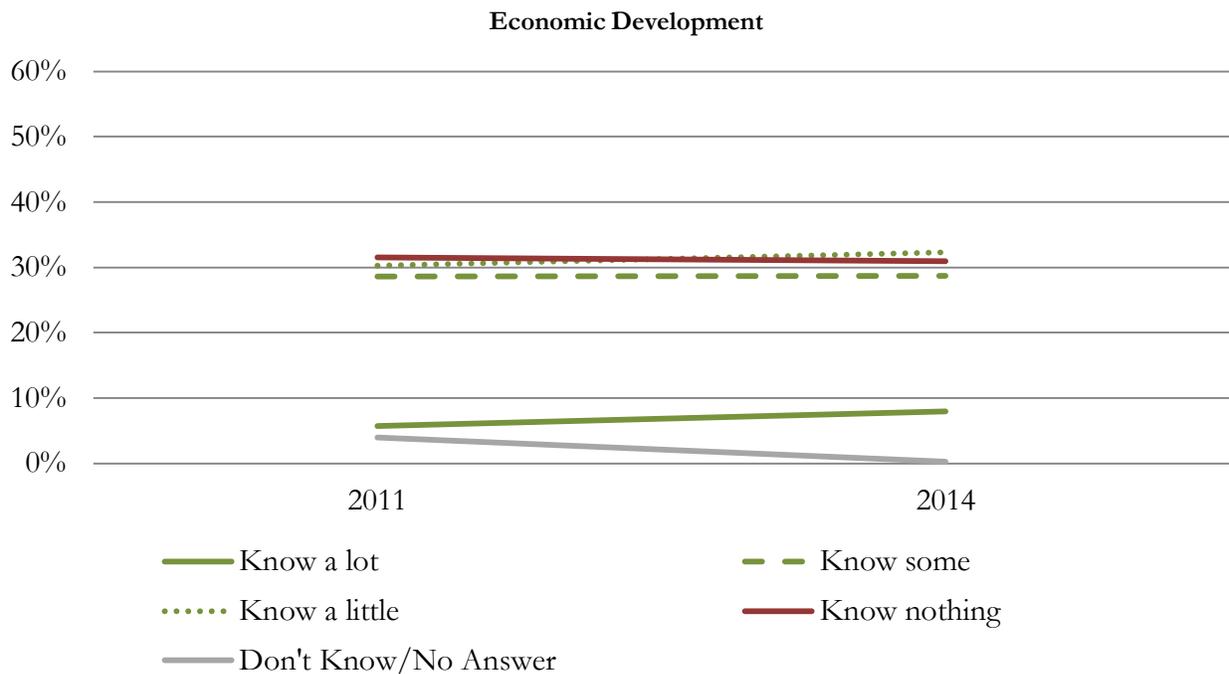
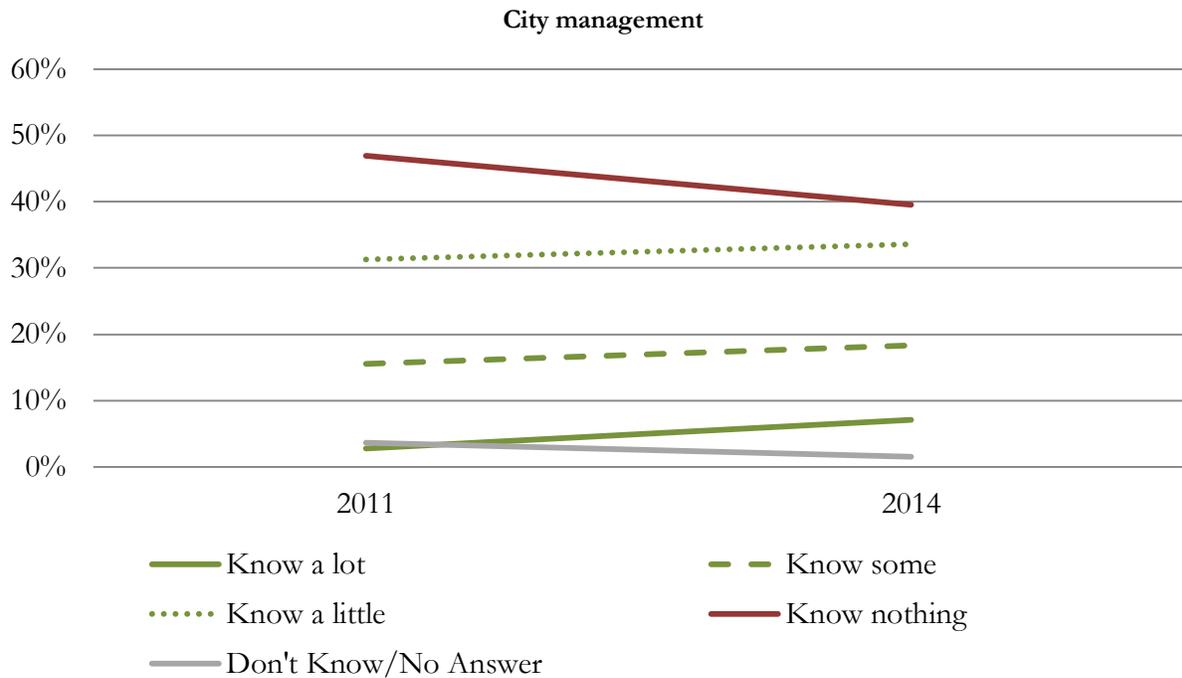
**Education system\***



*\*In 2005, this item was just "Education"*

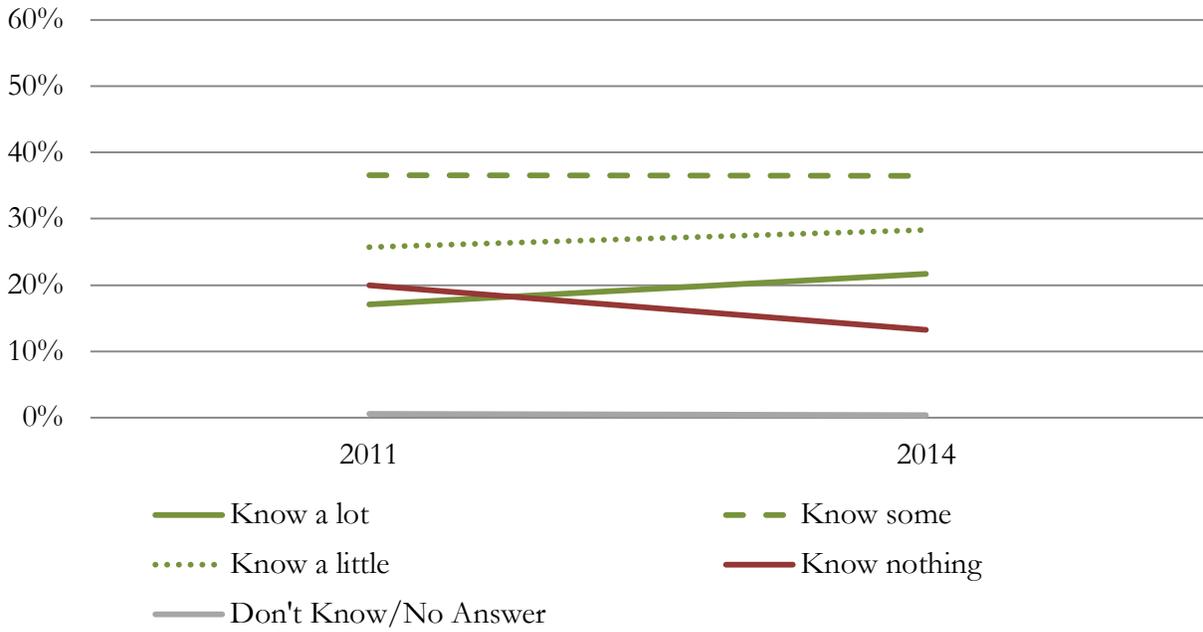
- ➔ There were some incremental increases in knowledge of government activities from 2011 to 2014. Knowledge of city management, police activities, and public works increased. Knowledge of parks and recreation increased slightly.

**Exhibit 26**  
**Knowledge of City activities – Trend Analysis**

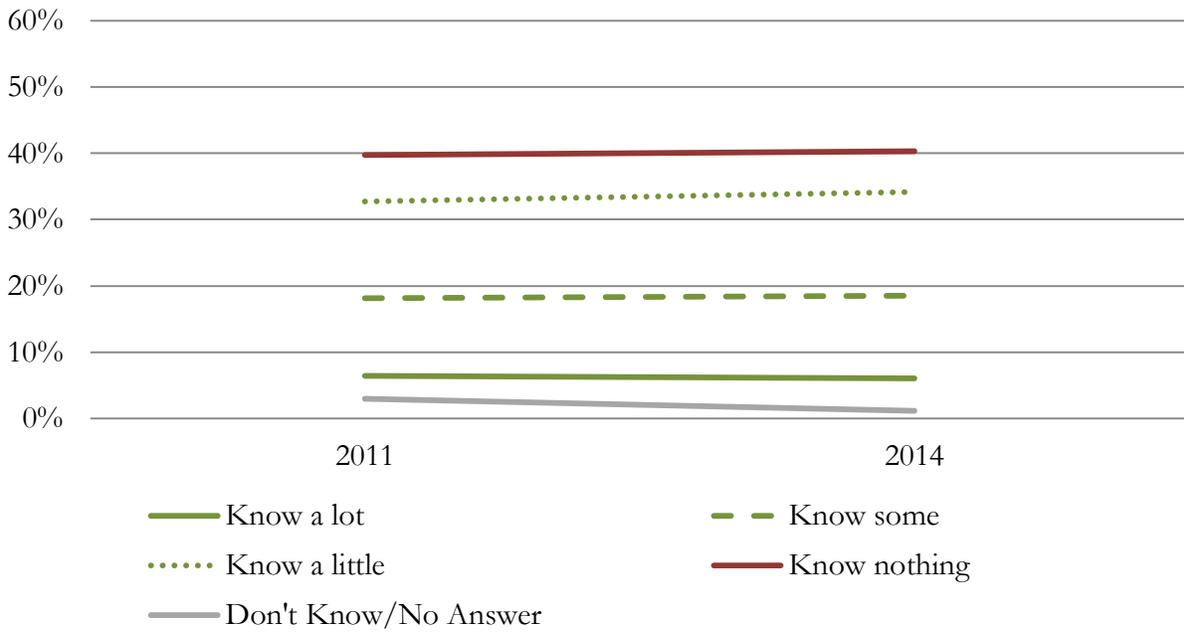


*Exhibit 26 continued*

**Parks and Recreation**

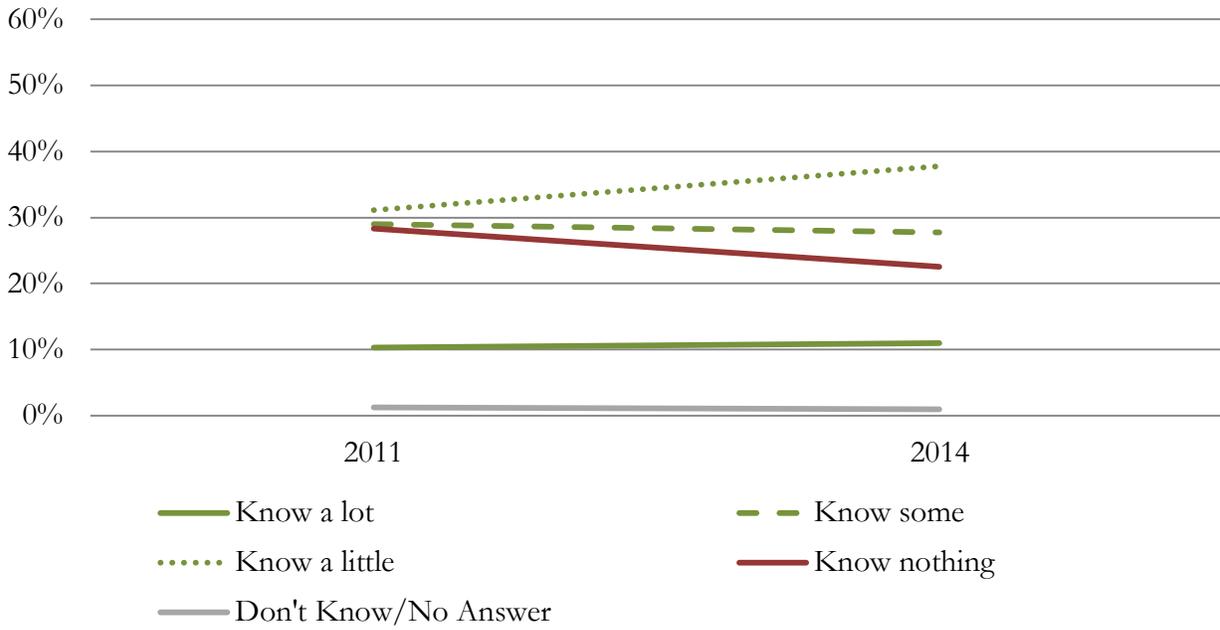


**City Planning and Zoning**

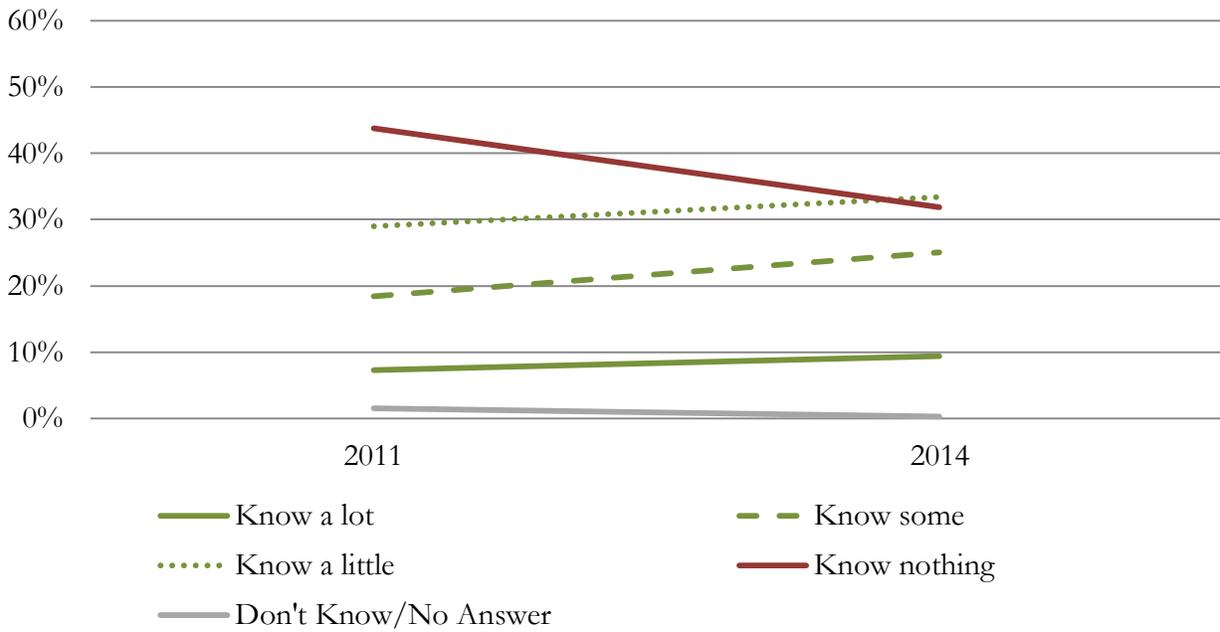


*Exhibit 26 continued*

**Police Activities**

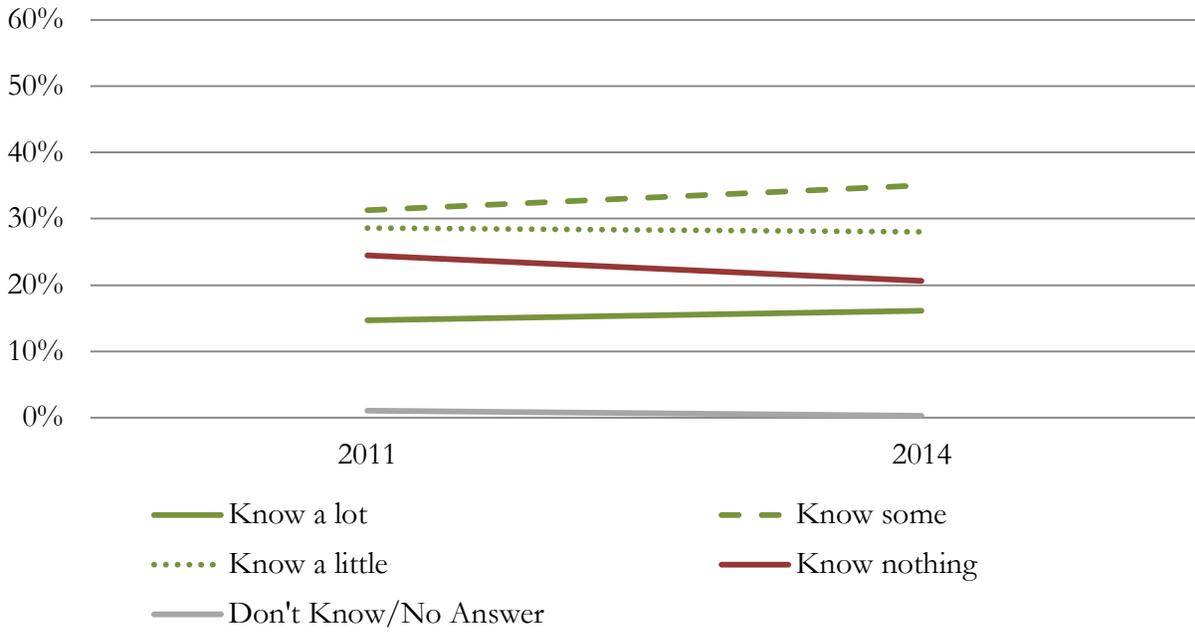


**Public Works Projects**

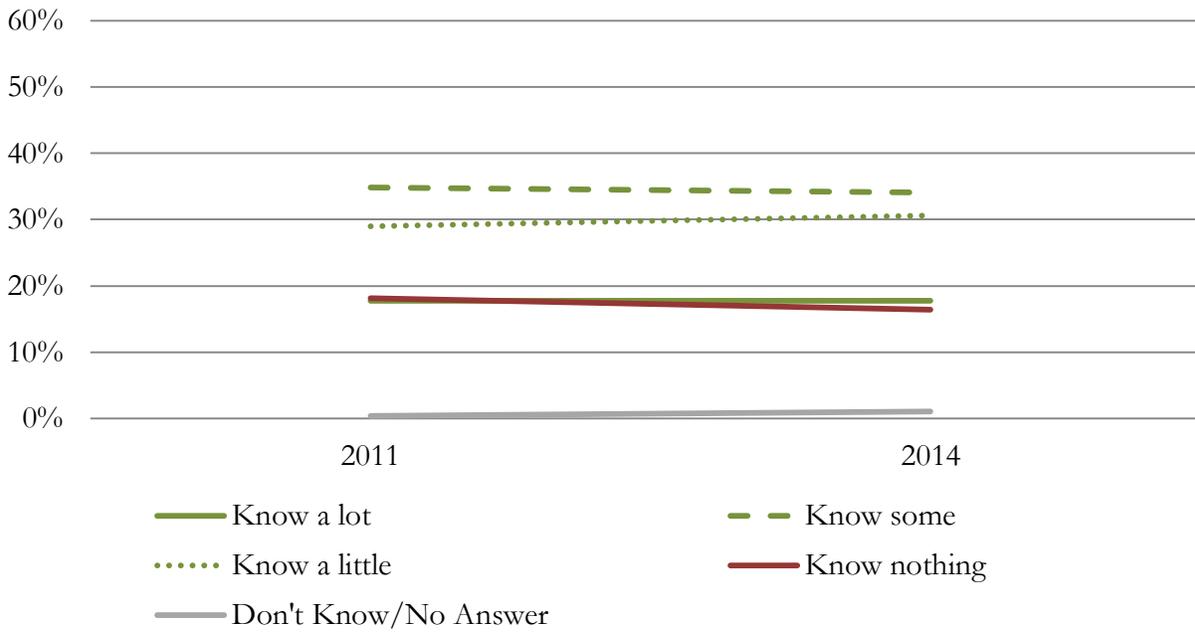


*Exhibit 26 continued*

**City Rules and Regulations**

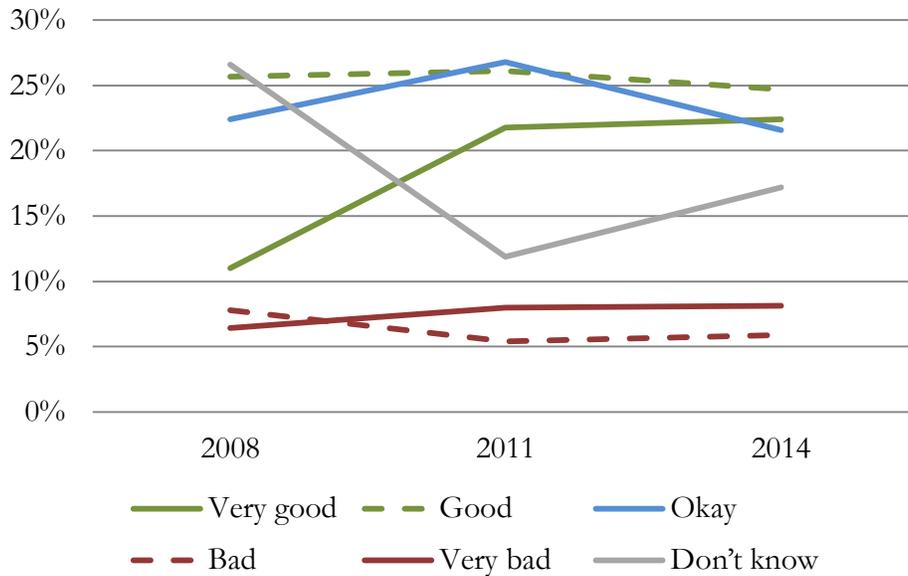


**Community Events**



➔ When thinking about the last contact they had with a representative of the city, respondents' ratings of the level of customer service that they received were unchanged from 2011, aside from a slight increase in the percentage of respondents who did not know. Respondents were more likely to rate their customer service as very good in 2011 and 2014, compared to 2008.

**Exhibit 27**  
**Customer service rating of City employees – Trend Analysis**



➔ Respondents' ratings of government staff were higher in 2014 and 2011, than in 2008.

**Exhibit 28**  
**Detailed City staff ratings – Trend Analysis**

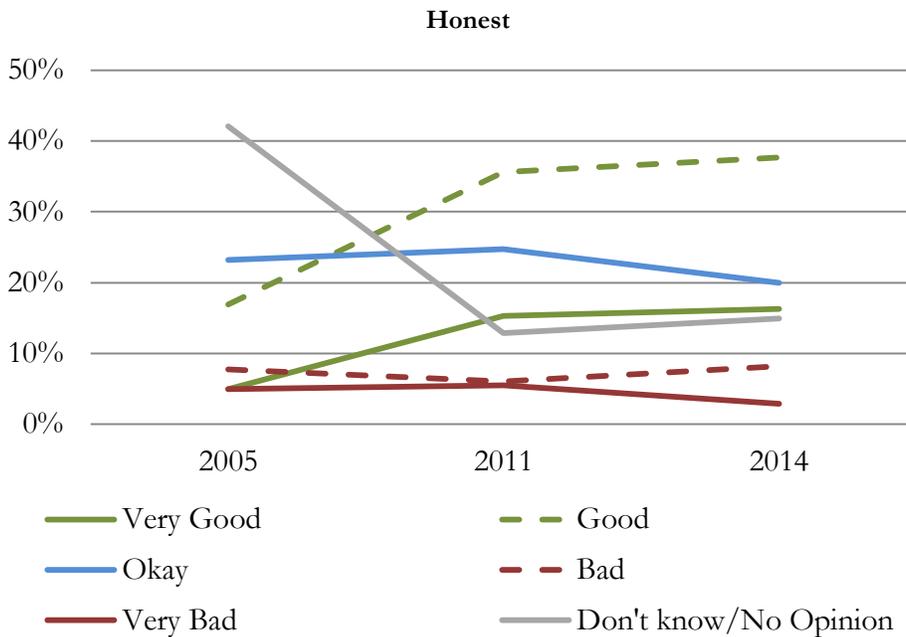
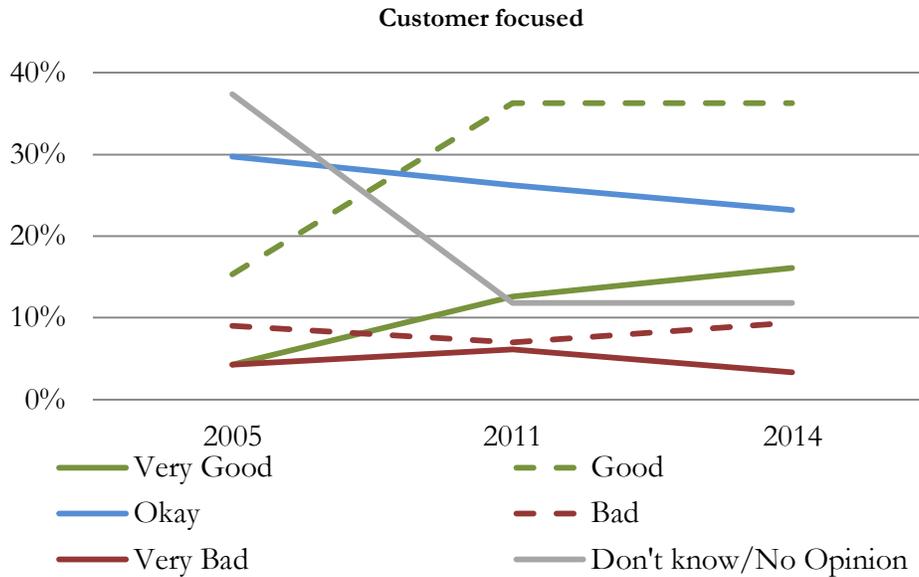
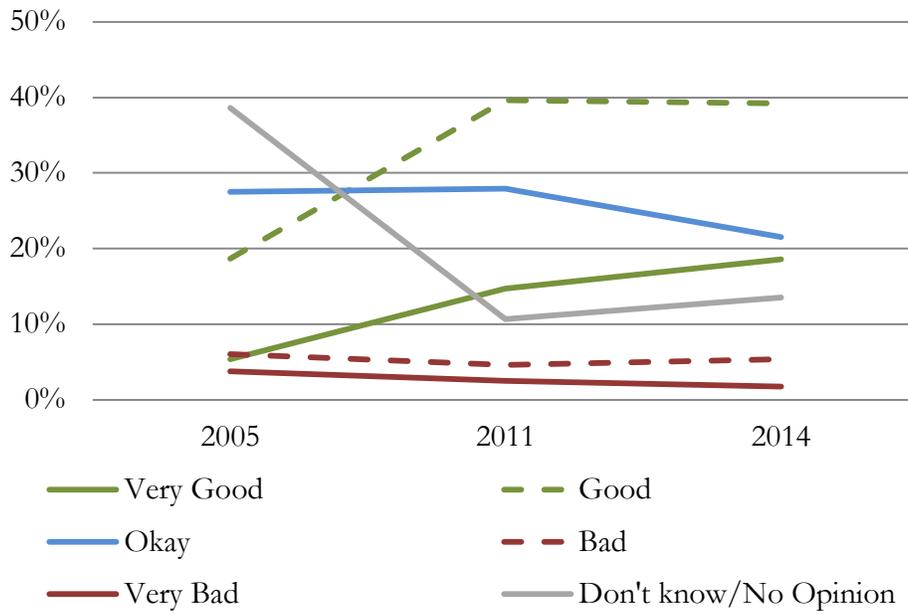
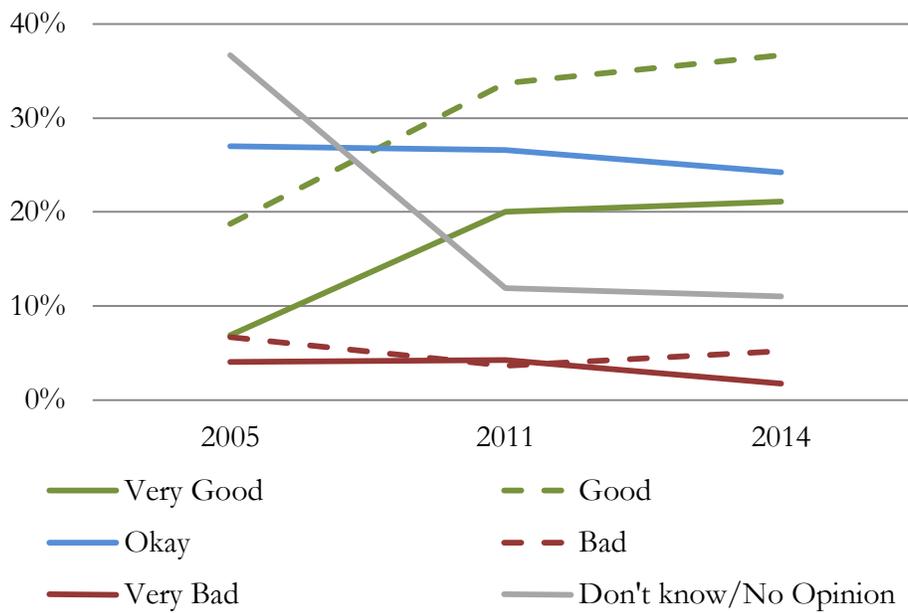


Exhibit 28 continued

Knowledgeable

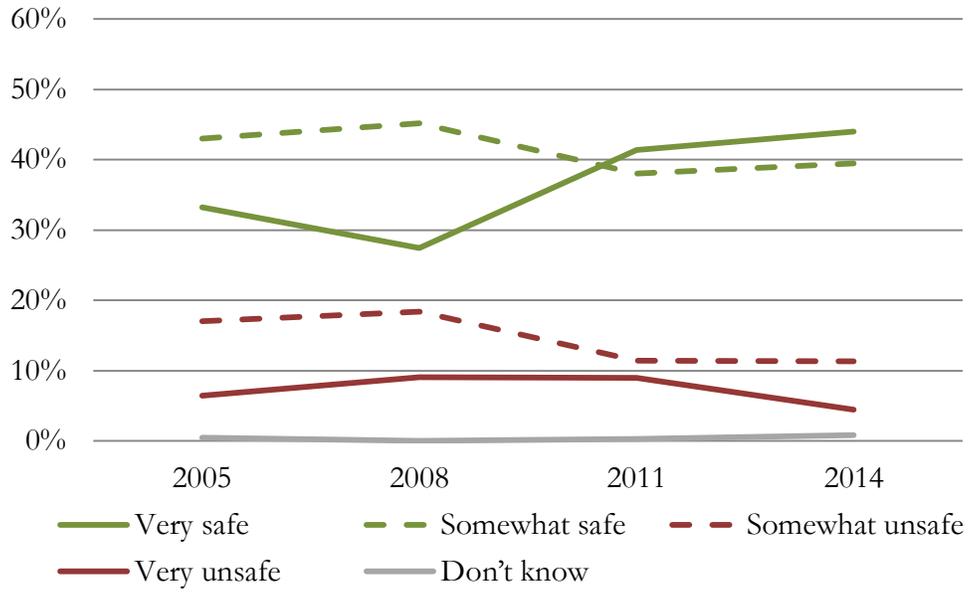


Professional



➔ Respondents felt safer in their neighborhoods at night in 2014 and 2011, compared to 2005 and 2008.

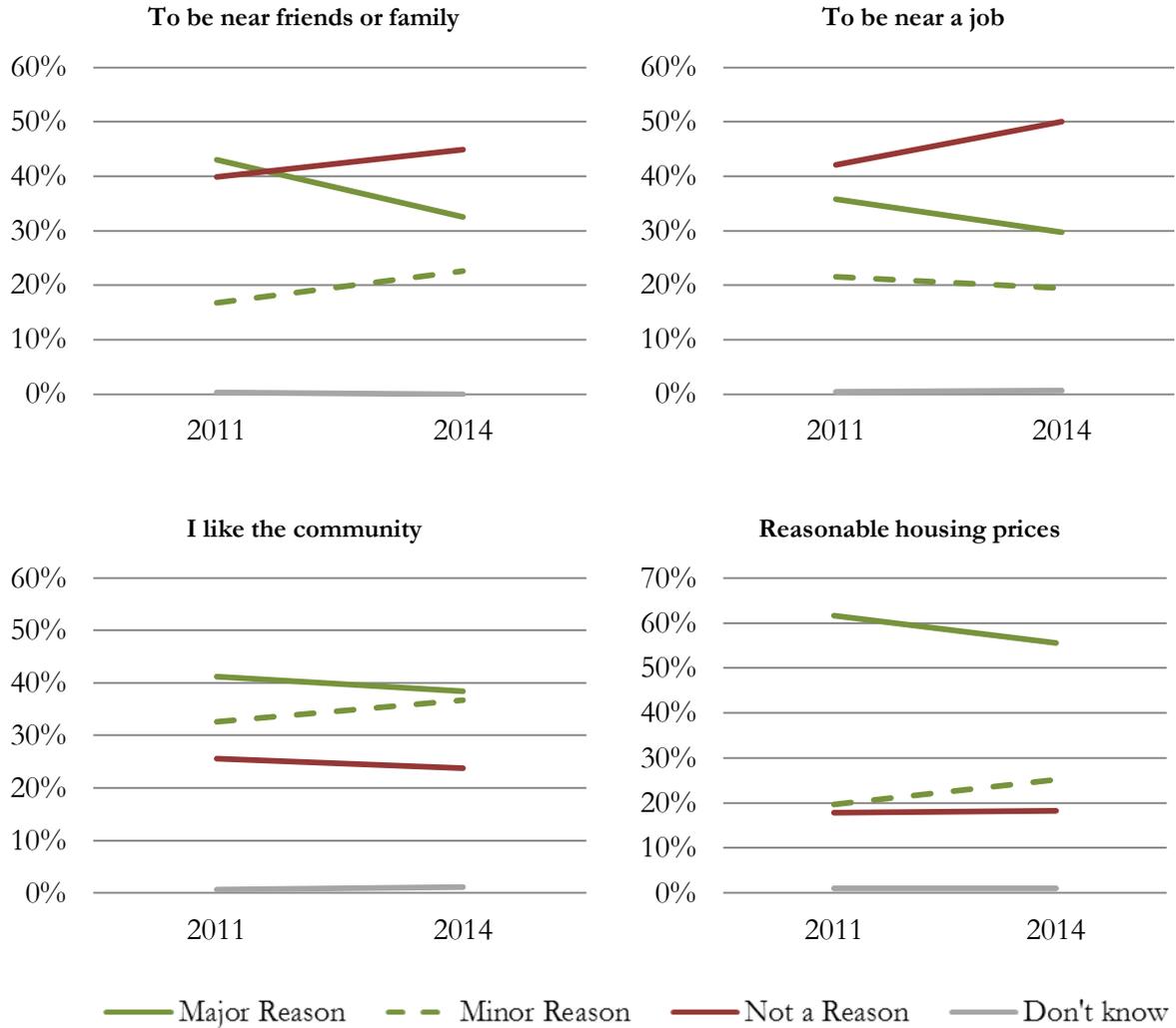
**Exhibit 29**  
**How safe citizens feel outside in their neighborhoods at night – Trend Analysis**



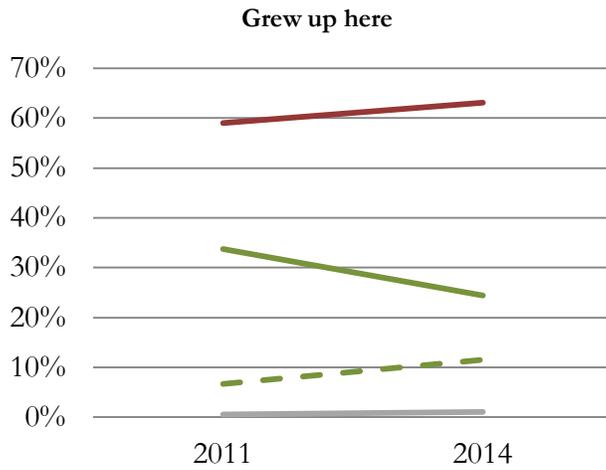
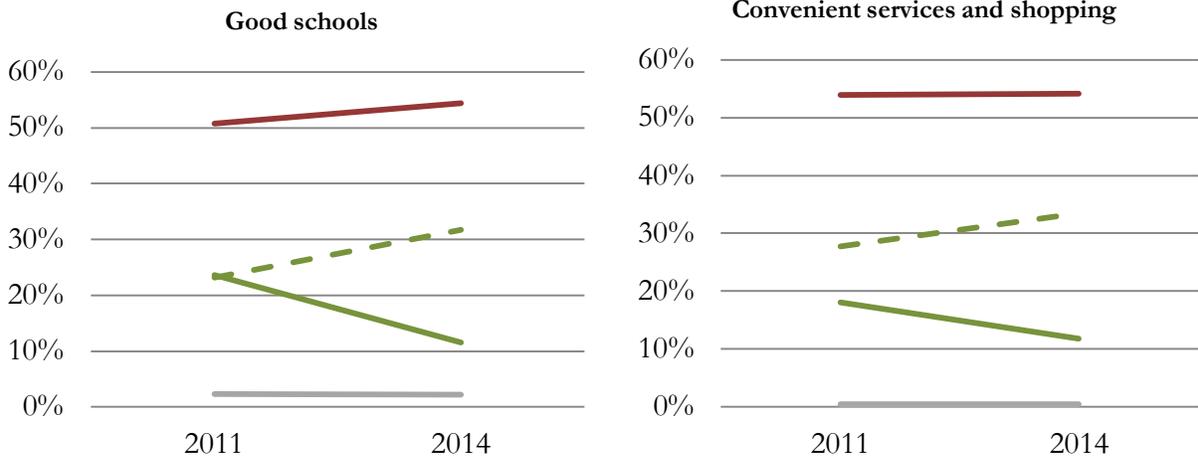
➔ Reasons for living in Commerce City have changed slightly from 2011 to 2014. Respondents in 2014 were less likely to report that being near friends or family, being near a job, good schools, convenient services and shopping, and growing up here were major reason for living in Commerce City.

**Exhibit 30**

**Reasons for living in Commerce City – Trend Analysis**



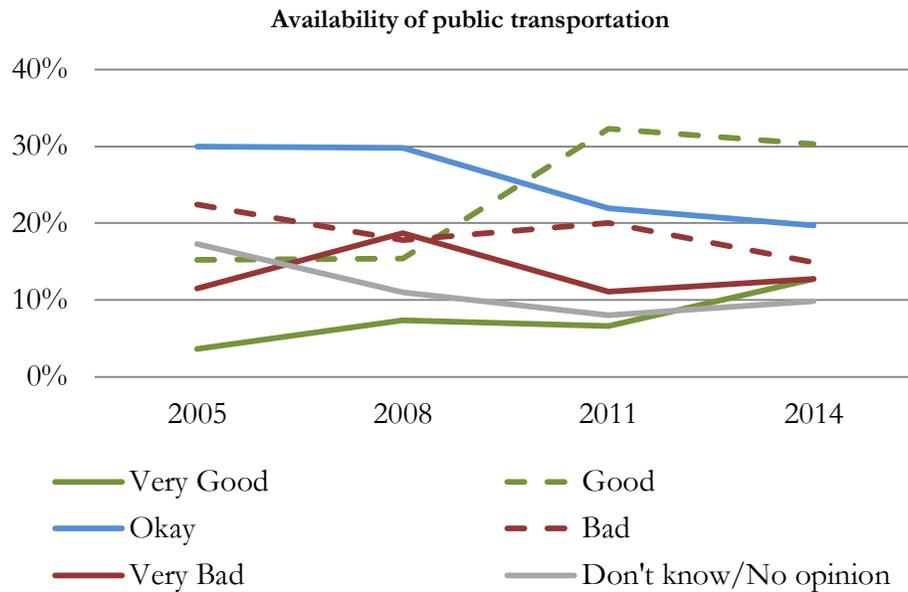
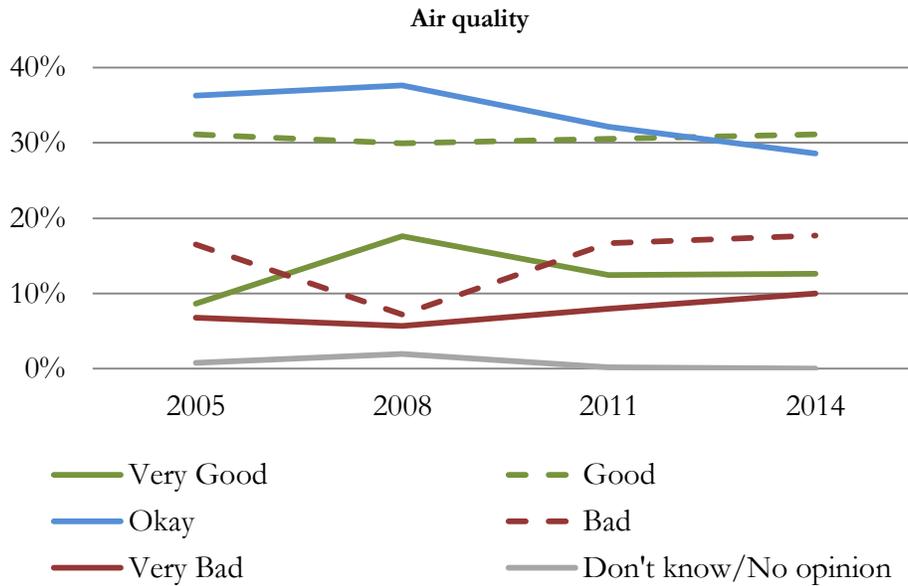
*Exhibit 30 continued*



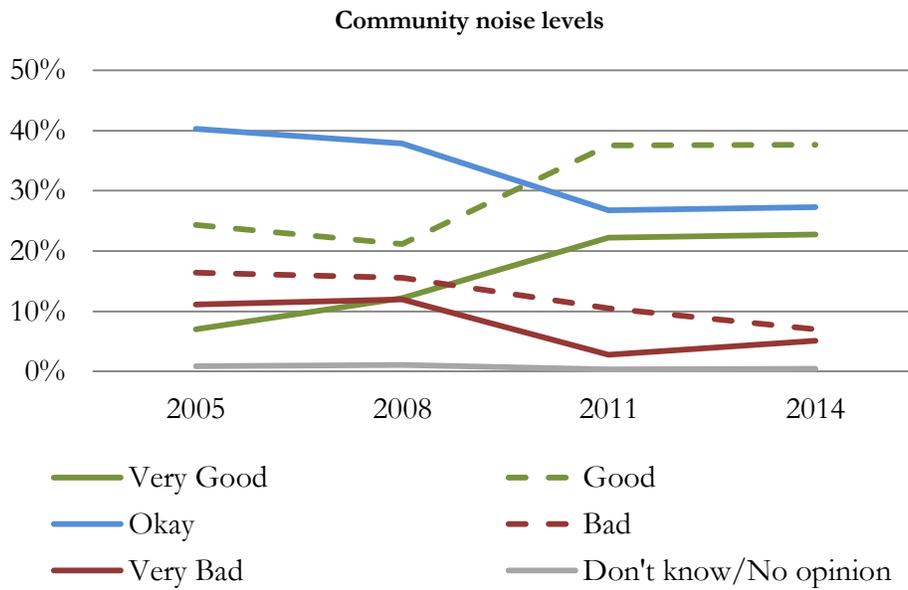
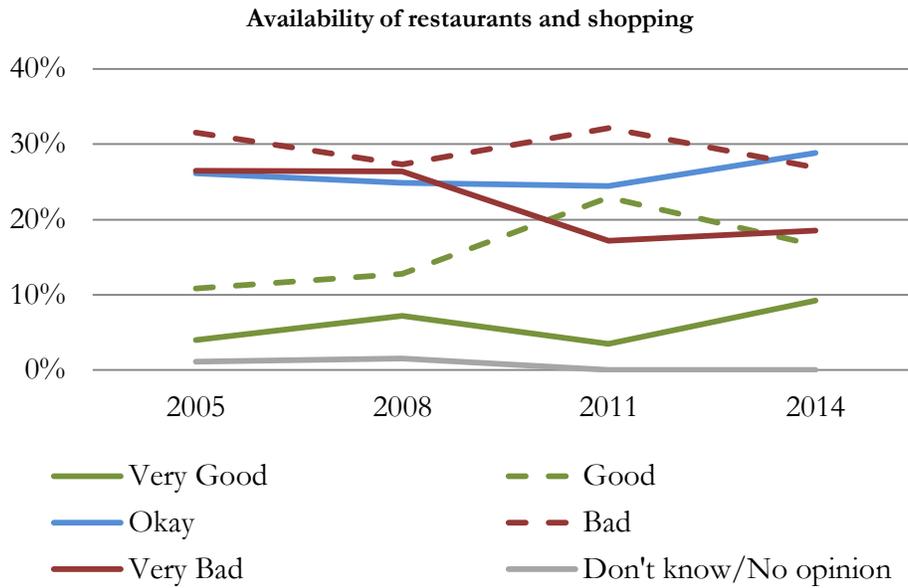
— Major Reason   
 - - - Minor Reason   
 — Not a Reason   
 — Don't know

➔ Generally, respondents' ratings of neighborhood features have improved over the years, but there were some slight variations depending on the feature. Air quality received its highest ratings in 2008, and otherwise those ratings have stayed roughly consistent. Ratings of train traffic have gotten slightly worse this year.

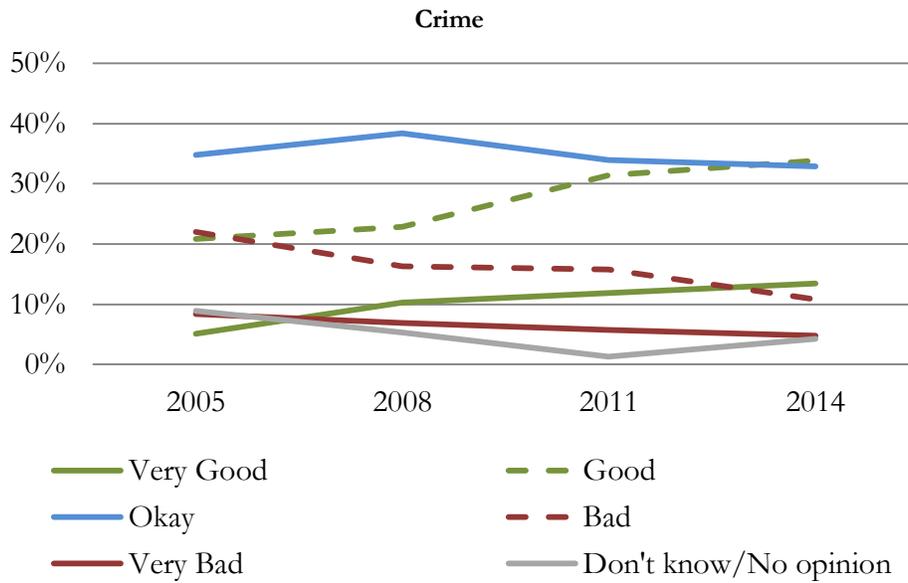
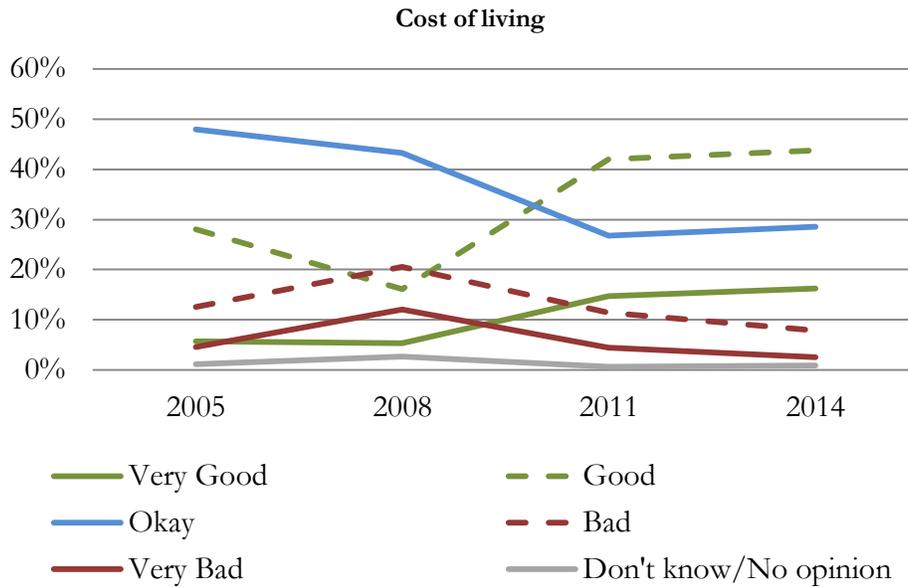
**Exhibit 31**  
**Neighborhood ratings – Trend Analysis**



*Exhibit 31 continued*

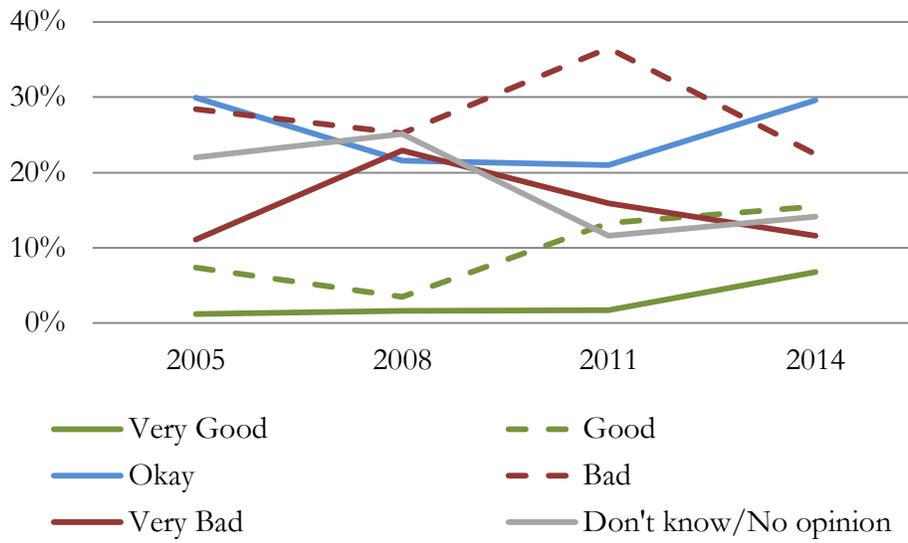


*Exhibit 31 continued*

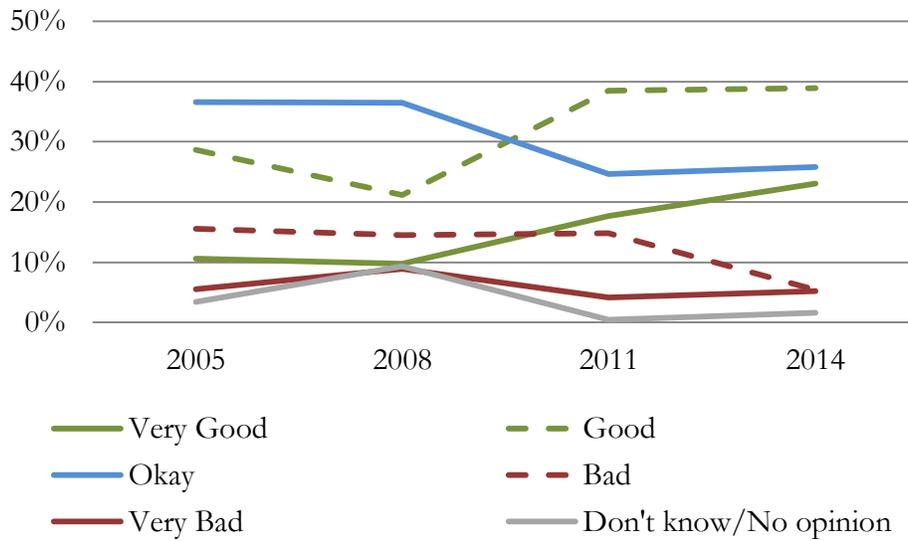


*Exhibit 31 continued*

**Job opportunities**

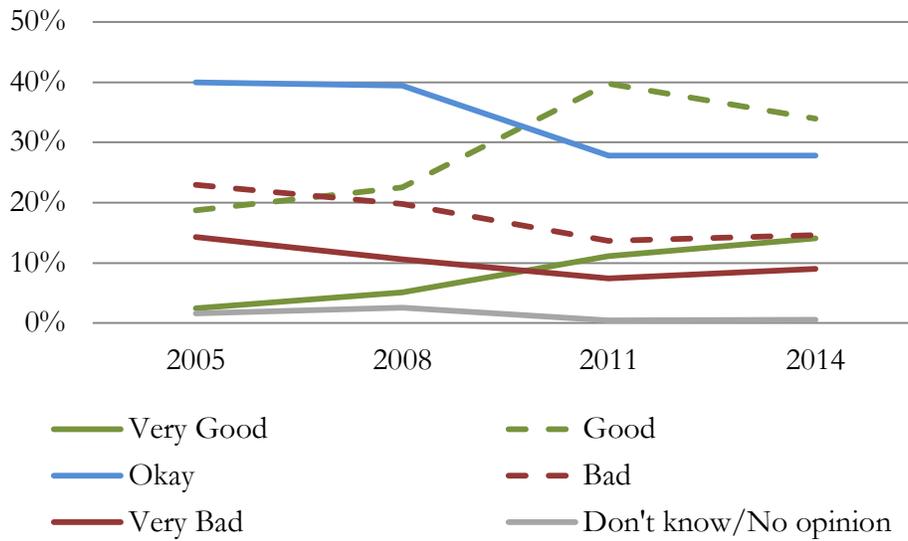


**Parks and Recreation opportunities**

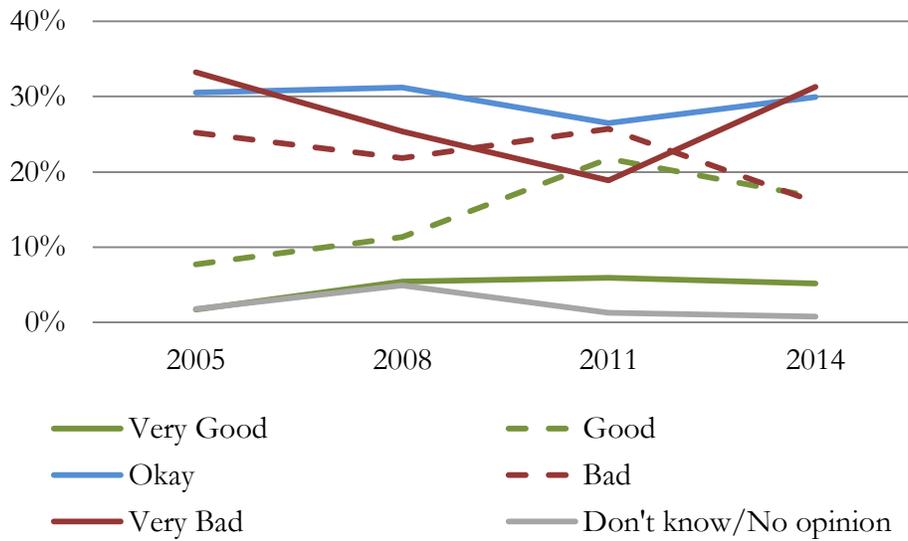


*Exhibit 31 continued*

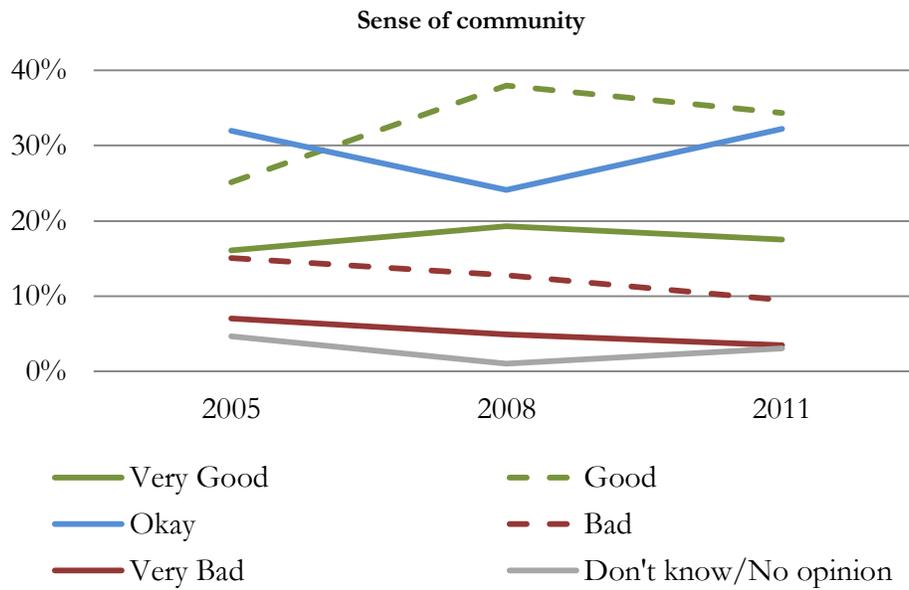
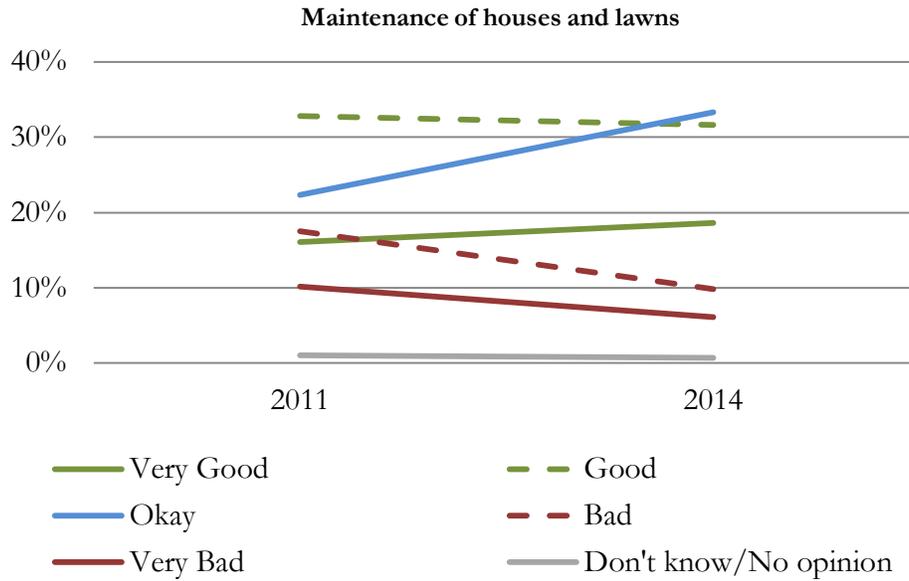
**Safety of roads and intersections**



**Train traffic**

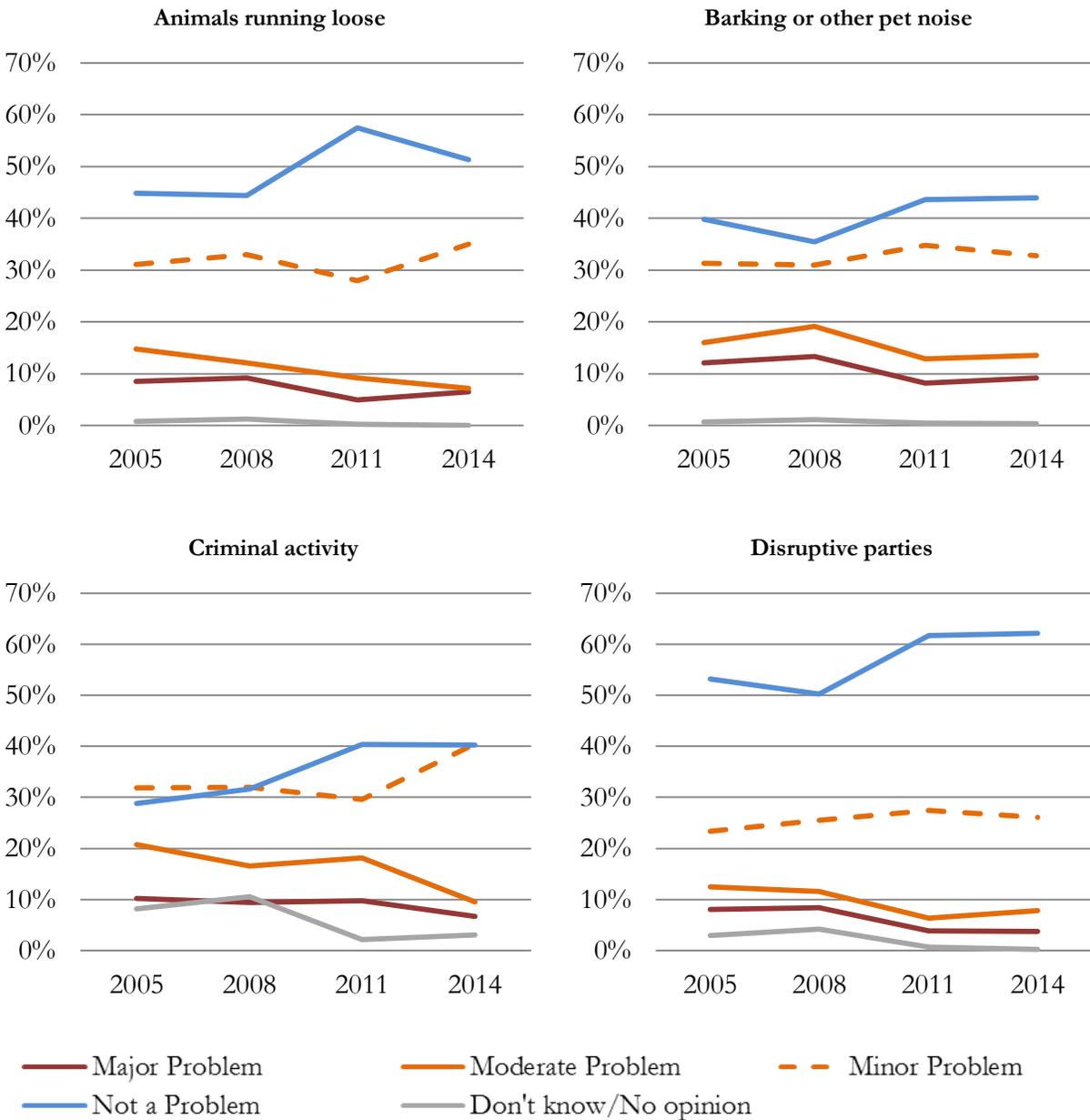


*Exhibit 31 continued*

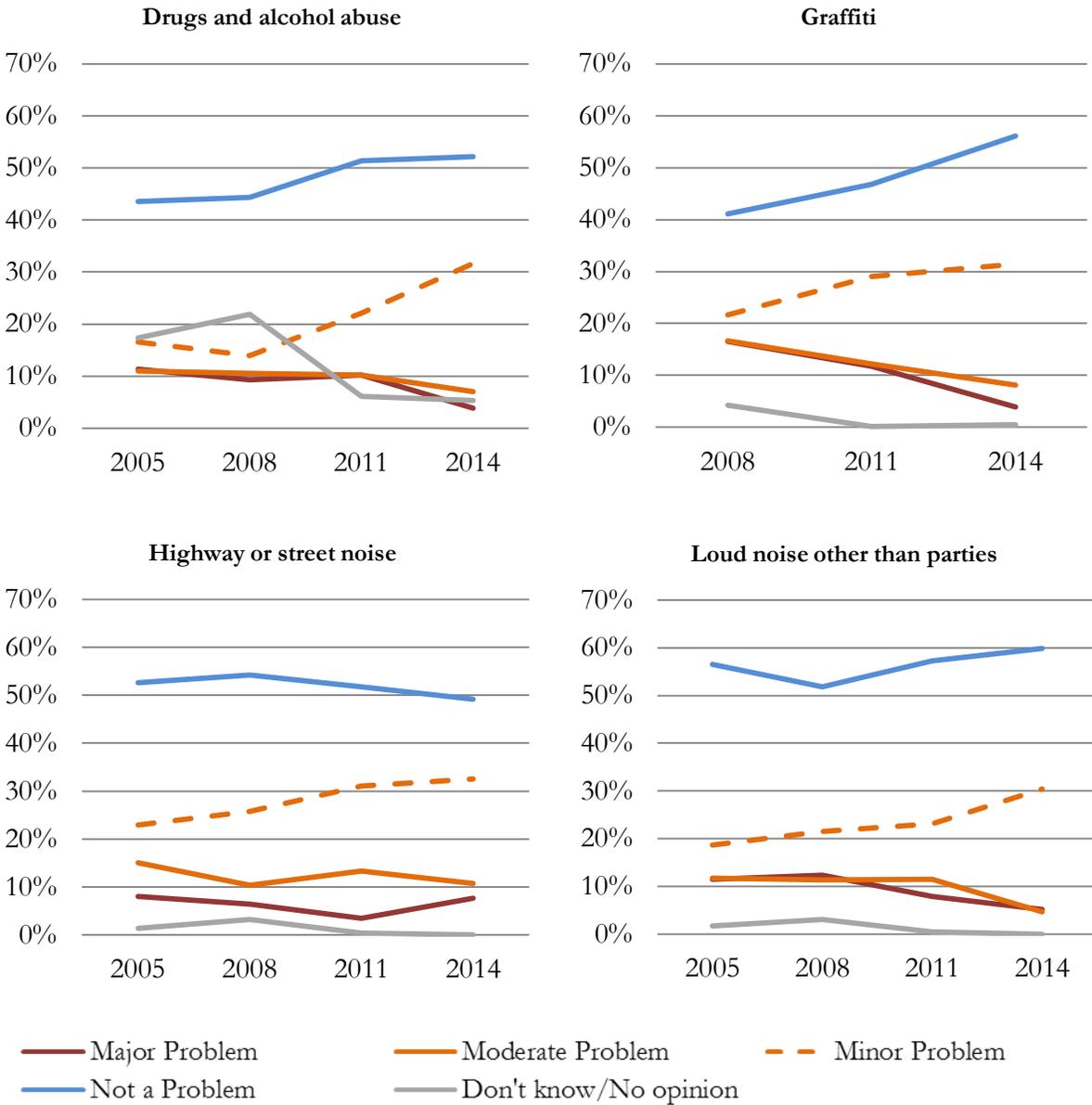


➔ Problems Animals running loose, barking or other pet noise, criminal activity, disruptive parties, drug and alcohol abuse, graffiti, loud noise other than parties, parking vehicles inappropriately, and unkempt lawns have become smaller problems over time. Highway or street noise is still a problem.

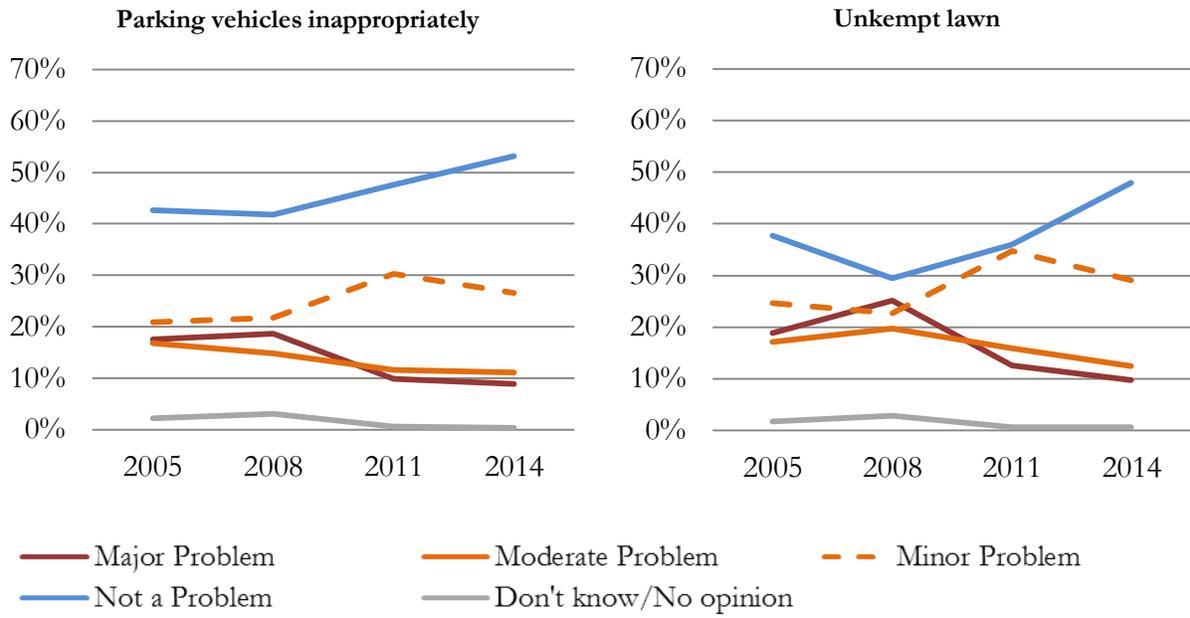
**Exhibit 32**  
**Neighborhood problems – Trend Analysis**



*Exhibit 32 continued*

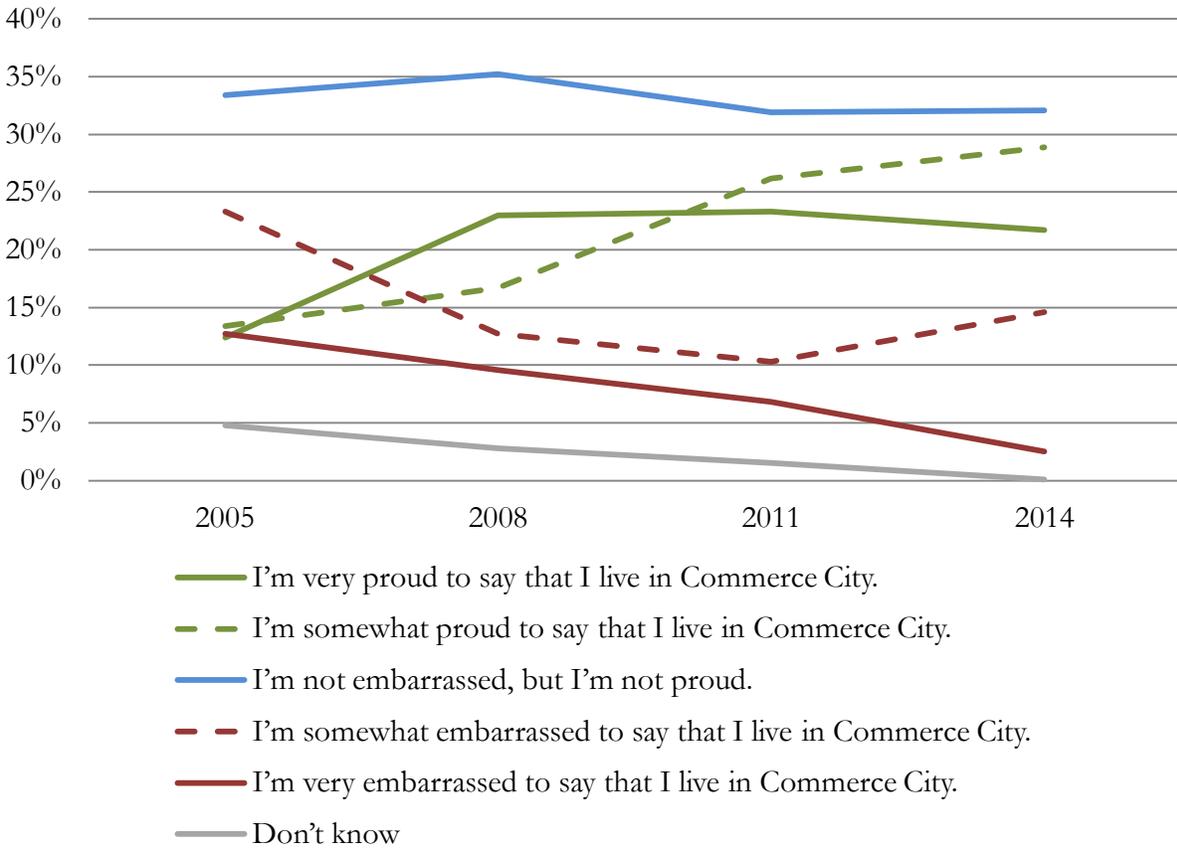


*Exhibit 32 continued*



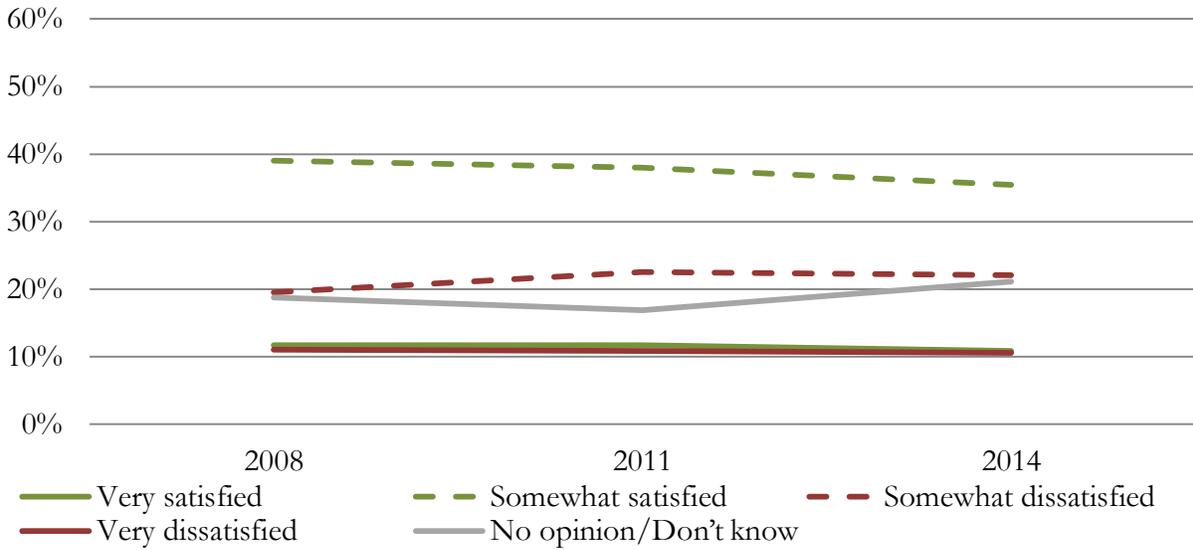
➔ Respondents are generally prouder and less embarrassed to live in Commerce City in 2014 and 2011, compared to 2005.

**Exhibit 33**  
**Pride of living in Commerce City – Trend Analysis**



➔ Satisfaction with the overall communications from the city has remained relatively stable over the past 6 years.

**Exhibit 34**  
**Satisfaction with City communication – Trend Analysis**



# APPENDIX A: METHODOLOGY

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## SURVEY INSTRUMENT

The survey instrument for this project was designed via collaboration between key staff from Corona Insights and the Commerce City. Beginning with the original survey from 2011, questions were added to address new issues and some that were no longer of interest were cut. Additionally, necessary questions were added to address the addition of cell phones to the sample. The surveys were then fielded with this final survey instrument, which is included in [Appendix B](#) of this report. Please note that a few questions were cut after the first few days of fielding due to the average survey length running longer than the budgeted 12 minutes.

## SAMPLING METHOD AND SURVEY MODE

All surveys were conducted via telephone between October 16 and November 10, 2014. The survey was targeted at all adults (age 18 or older) living in Commerce City. Given the nature of phone samples and the size of Commerce City, the research team opted to use targeted samples of both landlines and cell phones in the city. Based on current estimates of cell phone use<sup>1</sup>, the quota was set at 60 percent cell and 40 percent landline. Due to the availability of sample, this quota was not fully met (fewer cell phone surveys were conducted); however, as discussed below this was corrected for via the statistical weightings.

Overall, 508 respondents were surveyed. In order to ensure that comparisons could be drawn between respondents in the northern and southern parts of Commerce City, quotas were set so that roughly one half of the completes were from the northern region and the other half was from the southern region. (Again, similar to cell phone sample, this quota could not be strictly enforced and more surveys were completed in the north; however, the final analysis corrects for the population distribution via the weightings.) Additionally, the survey was available in Spanish to encourage greater participation by the Spanish-speaking Hispanic community.

## WEIGHTING

To ensure that the findings were as representative for the total resident population as possible, Corona applied corrective weightings. Due to the regional quotas enforced as described above, weightings were applied so that responses from the northern and southern regions were representative of the areas' shares of the city's total population. In addition, younger people are often less likely to participate in telephone surveys than older individuals, so the data was also weighted by age. Finally, a raked weighting process was applied to combine the demographic characteristics highlighted above with the phone sample characteristics (i.e., does a person have both a cell and landline phone or just one).

Population estimates for region and age were obtained from the 2012 American Community Survey conducted by the U.S. Census. Population estimates for telephone service in Colorado were obtained from National Health Statistics Reports, 2013. Cell weighting is not possible because estimates of telephone service by region and age are not available. Therefore, a process of iterative marginal weighting (i.e., raking or

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<sup>1</sup> Statistics from the National Health Interview Survey conducted by the Center for Disease Control and Prevention (<http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>)

Random Iterative Method weighting) was used to develop weights for each respondent. Sixteen iterations were performed to allow convergence.

## SAMPLE SIZE AND MARGIN OF ERROR

In total, 508 surveys were collected for the survey. This is sufficient to achieve a maximum raw margin of error of  $\pm 4.8$  percent at the 95 percent confidence level. However, while the weighting process ensures *more accurate* results, it also introduces some *variability* in the results. Therefore, the reported margins of error are corrected to account for any error the weighting process may have introduced. After this correction, the maximum adjusted margin of error inflates to  $\pm 6.2$  percent for the citywide data,  $\pm 7.4$  percent for the northern region data, and  $\pm 10.0$  percent for the southern region data. This is generally considered to be a moderately strong survey for citywide estimates.

## DEMOGRAPHICS

The following table summarizes the general profile of survey respondents. These characteristics should be considered as context and background when examining findings herein. These results are *unweighted* and, thus, represent simple raw tabulations of the results.

Demographic Characteristic	Percentage of Respondents
<b>Gender</b>	
Male	42.0%
Female	58.0%
<b>Geographic Region</b>	
North	61.0%
South	39.0%
<b>Age</b>	
18-34	10.0%
35-54	38.0%
55+	48.0%
Refused	4.0%
<b>Length of Time Living in Commerce City</b>	
Less than 1 year	2.0%
1-2 years	7.0%
3-4 years	9.0%
5-9 years	26.0%
10 years or more	56.0%
Refused	1.0%
<b>Language</b>	
English	97.0%
Spanish	3.0%
<b>Ethnicity</b>	
Hispanic	19.0%
Non-Hispanic	79.0%
Don't Know	2.0%

## ONLINE SURVEY

In addition to the telephone survey, summarized in this report, an online survey was made available to all citizens. Corona Insights adapted the phone survey for use online, programmed and tested the survey (including a Spanish language version), and provided an open link to the City to distribute. A total of 117 surveys were collected online. Results were tabulated separately from the phone survey and not weighted; these tabulations are provided in a separate data file. Due to the nature of the survey sample (e.g., anyone could take the survey even if they were not from Commerce City, someone could take it multiple times, etc.) it was not appropriate to combine the data with the telephone survey. However, offering this additional survey mode allowed all citizens the chance to provide feedback and the additional results can still be informative.

## APPENDIX B: SURVEY INSTRUMENT

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Hello, my name is \_\_\_\_\_ and I'm calling to conduct a short survey on behalf of the City of Commerce City. May I begin?

### SCREENERS

1. [CELL ONLY] Before I continue, are you in a safe place to talk on your phone, specifically not currently driving? [INTERVIEWER NOTE: EVEN IF THE RESPONDENT IS OK WITH TAKING THE SURVEY WHILE DRIVING, WE CANNOT CONTINUE WITH THE SURVEY.]
  - a. No – not safe/driving [ARRANGE CALLBACK]
  - b. Yes – in safe place/not driving [CONTINUE]
2. First, I need to confirm that you're a resident of Commerce City. Are you a resident? [IF NOT SURE, INTERVIEWER CAN ASK IF THEY LIVE IN REUNION OR BELLE CREEK OR HENDERSON, AND ALL OF THOSE ARE RESPONDENTS OF COMMERCE CITY]
  - a. Yes
  - b. No [THANK AND TERMINATE]
3. Do you live north or south of 96<sup>th</sup> Avenue?
  - a. North
  - b. South
  - c. Don't Know
4. Are you 18 years of age or older ?
  - a. Yes
  - b. No [IF NO, ask for someone 18 or older]
    - i. Is there an adult over 18 years of age or older in the household that I could speak with?

### INTRODUCTORY QUESTIONS

5. [2011] I'd like to start with a couple of questions about the Denver Metro Area before we concentrate on Commerce City. First, do you think that the Denver Metro Area is generally headed in the right direction or the wrong direction?
  - a. Right Direction
  - b. Wrong Direction
  - c. Don't know

6. [2011] And now I'd like to ask how good or bad a job you think the following leaders are doing. Would you say they're doing very good, good, okay, bad, or very bad?

	Very Good	Good	Okay	Bad	Very Bad	No opinion
Colorado State Governor	<input type="checkbox"/>					
Colorado State Legislature	<input type="checkbox"/>					
Your county commissioners	<input type="checkbox"/>					
Your city's elected officials	<input type="checkbox"/>					
Your local school board	<input type="checkbox"/>					

## QUALITY OF LIFE

7. [2005, 08, 11] How would you rate your quality of life in Commerce City? Would you say it's very good, good, fair, bad, or very bad?
- Very good
  - Good
  - Fair
  - Bad
  - Very bad
  - Don't know

## YOUR OPINION ABOUT THE CITY

8. [2005, 08, 11] I'm going to read you a list of characteristics about Commerce City, and please rate your overall satisfaction with them. You can answer Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, or No Opinion. [\[Randomize List\]](#)

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No opinion
Economic development and growth	<input type="checkbox"/>				
How the city communicates with you [2008, 11 only]	<input type="checkbox"/>				

Image of the city	<input type="checkbox"/>				
Knowledge of services the city provides [2008,11 only]	<input type="checkbox"/>				
Neighborhood issues	<input type="checkbox"/>				
Public safety	<input type="checkbox"/>				
Recreation, parks, trails, open spaces	<input type="checkbox"/>				
The job environment	<input type="checkbox"/>				
Amount of services and shopping [2011 only]	<input type="checkbox"/>				
Convenience of where services and shopping are located [2011 only]	<input type="checkbox"/>				
Education system [2005, 11 only]	<input type="checkbox"/>				

## CITY GOVERNMENT AND EMPLOYEES

9. [2011] How well-informed do you feel about the following types of local government activities? Please answer whether you know a lot, know some, know a little, or know nothing about the following. [Randomize list]

	Know a Lot	Know Some	Know a Little	Know Nothing	Don't know/ No answer
City council discussions and decisions [Updated in 2014]	<input type="checkbox"/>				
City management	<input type="checkbox"/>				
Economic development	<input type="checkbox"/>				
Parks and Recreation	<input type="checkbox"/>				
City Planning and Zoning	<input type="checkbox"/>				
Police activities	<input type="checkbox"/>				
Public works projects	<input type="checkbox"/>				
City rules and regulations	<input type="checkbox"/>				

Community events	<input type="checkbox"/>				
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10. [2008, 11] I'd like to ask a few questions now about city employees. When you think about the last contact you had with a representative of the city (other than an elected official), how would you rate your customer service? Would you say very good, good, okay, bad, or very bad?

- a. Very good
- b. Good
- c. Okay
- d. Bad
- e. Very bad
- f. Don't know

11. [2005, 11] How would you rate Commerce City government staff on the following attributes? We are asking about City employees, NOT elected officials. You can answer whether they're very good, good, okay, bad, or very bad. [Randomize List]

	Very Good	Good	Okay	Bad	Very Bad	Don't Know/ No Opinion
Customer Focused	<input type="checkbox"/>					
Honest	<input type="checkbox"/>					
Knowledgeable	<input type="checkbox"/>					
Professional	<input type="checkbox"/>					

## CRIME AND SAFETY

12. [2005, 08, 11] How safe do you feel being outside in your neighborhood at night – very safe, somewhat safe, somewhat unsafe, or very unsafe?

- a. Very safe
- b. Somewhat safe
- c. Somewhat unsafe
- d. Very unsafe
- e. Don't know

13. [2011] Do you feel comfortable calling the police if you witness minor criminal activity in your neighborhood?
- a. Yes
  - b. No
  - c. Don't know

**IMAGE OF THE CITY**

14. [2011] Why do you live in Commerce City? I'm going to read seven statements, and tell me if it's a major reason, minor reason, or not a reason for living here. [Randomize List]

	Major Reason	Minor Reason	Not A Reason	Don't Know
To be near friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be near a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasonable housing prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient services and shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grew up here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other major reason we have not already mentioned? _____				

15. [2011] To make Commerce City a better place to live, work, and do business in the next five years, what do you think is the single most important local issue that needs to be addressed?

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## CITY POLICIES AND TAXES

16. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the following?  
[\[Randomize List\]](#)

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
A policy allowing respondents to keep chickens in their backyard	<input type="checkbox"/>				
A policy allowing respondents to have bees in their backyard	<input type="checkbox"/>				
Allowing and regulating recreational marijuana facilities within the city	<input type="checkbox"/>				

17. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements? [\[Randomize List\]](#)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
I feel like I receive quality city services for my tax dollar.	<input type="checkbox"/>				
I feel like I receive good value for my tax dollar. <a href="#">[This question was cut for time after the survey started]</a>	<input type="checkbox"/>				

18. What city services do your city tax dollars pay for? [\[This question was cut for time after the survey started\]](#)
- 

## YOUR NEIGHBORHOOD

19. [\[2005, 08, 11\]](#) How would you rate your neighborhood on each of these issues? You can answer very good, good, okay, bad, or very bad. [\[Randomize List\]](#)

	Very good	Good	Okay	Bad	Very bad	Don't know/ No opinion
Air quality, including pollution and/or odors	<input type="checkbox"/>					

Availability of public transportation	<input type="checkbox"/>					
Availability of restaurants and shopping	<input type="checkbox"/>					
Community noise levels	<input type="checkbox"/>					
Cost of living, including housing and all other purchases	<input type="checkbox"/>					
Crime	<input type="checkbox"/>					
Job opportunities	<input type="checkbox"/>					
Parks and recreation opportunities	<input type="checkbox"/>					
Safety of roads and intersections	<input type="checkbox"/>					
Train traffic, including noise and wait times at crossings	<input type="checkbox"/>					
Maintenance of houses and lawns [2011 only]	<input type="checkbox"/>					
Sense of community [2005, 11 only]	<input type="checkbox"/>					

20. [2005, 08, 11] Are any of the following problems found in your neighborhood? Please tell me if each is a major, moderate, minor, or no problem. [Randomize List]

	Major problem	Moderate problem	Minor problem	Not a problem	Don't know/ No opinion
Animals running loose	<input type="checkbox"/>				
Barking or other pet noise	<input type="checkbox"/>				
Criminal activity	<input type="checkbox"/>				
Disruptive parties	<input type="checkbox"/>				
Drug and alcohol abuse	<input type="checkbox"/>				
Graffiti [2008, 11 only]	<input type="checkbox"/>				
Highway or Street noise	<input type="checkbox"/>				
Loud noise other than parties, such as stereos or yelling	<input type="checkbox"/>				
Parking vehicles inappropriately	<input type="checkbox"/>				

Unkempt lawn	<input type="checkbox"/>				
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21. [2005, 08, 11] Which one of the following statements best describes your thoughts about living in Commerce City? Please select only one.
- a. I'm very proud to say that I live in Commerce City.
  - b. I'm somewhat proud to say that I live in Commerce City.
  - c. I'm not embarrassed, but I'm not proud.
  - d. I'm somewhat embarrassed to say that I live in Commerce City.
  - e. I'm very embarrassed to say that I live in Commerce City.
  - f. Don't know
22. [IF SOMEWHAT OR VERY EMBARRASSED] [2005, 08, 11] In one sentence, why would you say you're embarrassed? [This question was cut for time after the survey started]
- 

### INFORMATION ABOUT CITY ISSUES

23. [2008, 11] How satisfied are you with the overall communications you receive from the Commerce City government? Are you: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, or No Opinion.
- a. Very satisfied
  - b. Somewhat satisfied
  - c. Somewhat dissatisfied
  - d. Very dissatisfied
  - e. No opinion/Don't know
24. [IF SOMEWHAT OR VERY DISSATISFIED] [2011] Can you tell me why you're dissatisfied? [This question was cut for time after the survey started]
- 
25. [2011] In the past 30 days, have you used the following information sources to learn about city issues? You can answer yes, no, or I don't know to each item. [Randomize List]

	Yes	No	Don't Know
Channel 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Denver newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Denver television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking to friends or neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Facebook or Twitter account [Updated in 2014]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other mail from the city government besides the city's newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacting city employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The "Commerce City connected" newsletter mailed by city government [Updated in 2014]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. [2011] How do you most prefer to receive information regarding the Commerce City government? [DO NOT READ OPTIONS. CHECK ALL THAT APPLY. ASK ONCE, 'ANYTHING ELSE?']

- a. Channel 8
- b. Denver newspapers
- c. Denver television
- d. Friends and neighbors
- e. City Website [Updated in 2014]
- f. Local newspapers
- g. Mailed information from the city
- h. Direct contact with city staff
- i. City Facebook Page [Updated in 2014]
- j. Connected City newsletter [Updated in 2014]
- k. Other: \_\_\_\_\_

27. What's the one question you've always wanted to ask to City officials about Commerce City?

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## DEMOGRAPHICS

We're almost done now, and I'd like to finish up with a few questions about you, for analysis purposes.

28. [ONLY ASK IF NEEDED] Gender
- a. Male
  - b. Female
29. In what year were you born? \_\_\_\_\_ [9999 if Refused]
30. How many years have you lived in Commerce City? [9999 if Refused]
- a. Years \_\_\_\_\_
  - b. Months \_\_\_\_\_ [ONLY RECORD MONTHS IF LESS THAN ONE YEAR]
31. Which school district do you live in?
- a. Adams 14
  - b. District 27]
  - c. Don't know/Refused
32. Would you describe yourself as Hispanic, Latino or Latina?
- a. Yes
  - b. No
  - c. Refused
33. [CELL ONLY] Which of the following best describes your personal telephone status? [READ LIST]
- a. I only have a cell phone and no landline.
  - b. I have a landline, but mostly use my cell phone.
  - c. I use my cell phone and landline equally.
  - d. I mostly use a landline, though I have a cell phone.
  - e. Refused/Don't Know [do not read]
34. [LANDLINE ONLY] Which of the following best describes your personal telephone status? [READ LIST]
- a. I only have a landline and no cell phone.
  - b. I have a cell phone, but mostly use my landline.
  - c. I use my cell phone and landline equally.

- d. I mostly use a cell phone, though I have a landline.
- e. Refused/Don't Know [do not read]

**Thank you for participating in our survey!**