



## 2010 Citizen Survey Executive Summary

### 2010 Citizen Survey Overview

The City and County of Denver (City) has conducted the Citizen Survey since 2002 as a method of gauging citizens' perceptions of City government and the Denver community as a whole. The 2010 Citizen Survey was conducted by the National Research Center, Inc. (NRC), who conducts similar surveys in 500 jurisdictions across the United States. These comparison evaluations are essential for benchmark comparisons, which enable the City to compare survey results with jurisdictions across the nation. Over the years, these benchmark comparisons for the City have provided valuable insight for the improvement of services, community quality of life, civic engagement, and overall public trust in City government. This year 3,000 households were randomly selected to participate in the 2010 Citizen Survey.

### 2010 Citizen Survey Results

Despite the economic crisis engulfing the City and County of Denver for the past three years, the results of the 2010 Citizen Survey revealed that 83% of survey respondents rated the overall quality of life in the City as "excellent" or good."

Trend data from 2002 to 2010 reveals that there was a vast improvement in the City's community characteristics and services. Out of 33 measures seeing a distinct improvement, 73% were above the national benchmark comparison. In addition, a comparison of 2009 and 2010 survey results shows that three measures experienced a positive change of 5 percent, while six measures experienced a negative change of 5 percent. To see a comprehensive list of changes from 2009 and for the period since 2002.

### Notable Changes to the National Benchmark Comparison

#### Measures with Improvements:

- Transportation: ease of car, bus and bicycle travel in Denver; street cleaning, repair and lighting
- Environmental Sustainability: garbage collection; recycling
- Health and wellness: health services; affordable health care; affordable child care
- Parks and recreation: opportunities to participate in a recreation program
- Culture, arts and education: opportunities to attend cultural activities
- Community Inclusiveness: place to raise children; place to retire
- Civic engagement: voted in last general election; attended meeting of a local official
- Public trust: overall direction Denver is taking
- City of Denver employees: knowledge, courtesy, responsiveness; overall impression

#### Measures with Declines:

- Public Safety: victims of crimes who report these crimes; safety of neighborhood after dark; police services
- Culture, arts and education: use of Denver libraries; public library services; perception of public schools.
- Environmental sustainability: yard waste pick-up
- Economic sustainability: employment opportunities; slow job growth; slow retail growth.



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### 2010 Policy Questions Overview

In addition to questions about community and service characteristics, the City develops a variety of policy questions to be included in the Citizen Survey. While questions generally vary from one year to another, some questions from the 2009 Survey were included this year. These questions are marked with an asterisk.

Responses of Survey Respondents	Percentage	
	2009	2010
Respondents who agree that it is <i>essential</i> or <i>very important</i> for Denver to encourage household yard waste recycling*	84%	84%
Respondents who <i>strongly</i> or <i>somewhat support</i> the implementation of a "pay-as-you-throw" trash plan, which charges increasing fees for larger amounts of household waste collected (which is not recycled)*	66%	67%
Respondents who have <i>never used</i> or are <i>unaware</i> of the City's 311 number in the last twelve months*	57%	56%
Of the 44% of respondents who used 311, percentage who said their question was <i>answered with one phone call</i> *	71%	74%
Respondents who <i>strongly</i> or <i>somewhat agree with the statement</i> "the City does a good job of managing police officer conduct."		57%
In response to changes in the economy, the City of Denver is considering ways to maintain current levels of service to citizens, including continuing to control the total cost. Respondents <i>strongly</i> or <i>somewhat supported</i> the following approaches to generating revenue:		
A fee assigned to trash collection		51%
An increase in property taxes		46%
Not to increase taxes and further reduce services		42%
Expanding the current sales tax to include services		37%
Respondents who <i>strongly</i> or <i>somewhat supported</i> funding the following services with additional taxes or fees:		
Public Safety		86%
Parks maintenance/green space		84%
Recycling and composting		81%
Road improvements		81%
Library services		74%
Recreation programs		68%

For inquiries about the 2010 City of Denver's Citizen Survey, please call Stephanie Karayannis Adams (720.913.5532) or Sadia Sattar (720.913.5528). Thank you!