

2023 Wheat Ridge Resident Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are confidential and will be reported in group form only. Thank you.

Community and Services

1. Please rate each of the following aspects of quality of life in Wheat Ridge.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Wheat Ridge as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Wheat Ridge as a place to raise children.....	1	2	3	4	5
Wheat Ridge as a place to work	1	2	3	4	5
Wheat Ridge as a place to retire	1	2	3	4	5
The physical attractiveness of Wheat Ridge as a whole.....	1	2	3	4	5
Overall quality of life in Wheat Ridge	1	2	3	4	5

2. Do you think the quality of life in Wheat Ridge is likely to improve, stay the same or decline over the next 5 years?

☐ Improve a lot ☐ Improve slightly ☐ Stay the same ☐ Decline slightly ☐ Decline a lot

3. What are your reasons for living in Wheat Ridge? (Please select all that apply.)

- | | | |
|---------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|
| <input type="checkbox"/> I feel safe here | <input type="checkbox"/> I like the access to dining and entertainment | <input type="checkbox"/> Small town feel |
| <input type="checkbox"/> I like the school my children attend | <input type="checkbox"/> Housing and rental rates are affordable | <input type="checkbox"/> Cost of living is affordable |
| <input type="checkbox"/> My job is here | <input type="checkbox"/> I've always lived here | <input type="checkbox"/> I like that the community is forward-thinking |
| <input type="checkbox"/> I like my neighborhood | <input type="checkbox"/> I have friends and family in the area | <input type="checkbox"/> The growing and diverse community |
| <input type="checkbox"/> I like the location in general | | <input type="checkbox"/> None of these |

4. Please rate each of the following characteristics as they relate to Wheat Ridge as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Cleanliness of Wheat Ridge	1	2	3	4	5
Overall quality of new development in Wheat Ridge.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Wheat Ridge.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in civic matters	1	2	3	4	5
Availability of parks.....	1	2	3	4	5
Availability of dog parks.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Availability of bike paths & bike lanes	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Air quality.....	1	2	3	4	5
Quality of overall natural environment in Wheat Ridge	1	2	3	4	5
Overall image or reputation of Wheat Ridge	1	2	3	4	5

5. Please rate your community on each of the following:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Helping new residents feel connected and integrated	1	2	3	4	5
Attracting people from diverse backgrounds	1	2	3	4	5
Valuing residents from diverse backgrounds	1	2	3	4	5
Demonstrating respect for residents of different cultures and belief systems..	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Providing a safe and secure environment for residents of all backgrounds	1	2	3	4	5
Respecting individual cultural beliefs and values	1	2	3	4	5
Providing equal employment opportunities to residents of all backgrounds	1	2	3	4	5
Providing equal access to housing for residents of all backgrounds	1	2	3	4	5
Making all residents feel welcome in business establishments	1	2	3	4	5
Welcoming residents from all backgrounds to participate in local government and community decision-making.....	1	2	3	4	5

6. Please indicate how likely or unlikely you are to do each of the following:

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Wheat Ridge to someone who asks.....	1	2	3	4	5
Remain in Wheat Ridge for the next five years	1	2	3	4	5

7. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Wheat Ridge

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
Used Wheat Ridge Recreation Center	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Used a Wheat Ridge park or trail.....	1	2	3	4	5
Visited the Wheat Ridge outdoor pool at Anderson Park	1	2	3	4	5
Visited the Anderson Building for a reason not related to the outdoor pool	1	2	3	4	5
Used a Wheat Ridge bike/pedestrian path.....	1	2	3	4	5
Used Clear Creek Trail.....	1	2	3	4	5
Attended a virtual or in-person meeting of local city officials or other local public meeting	1	2	3	4	5
Watched a meeting of local city officials (on cable television, YouTube, etc.)	1	2	3	4	5
Participated in a senior program	1	2	3	4	5
Visited the Active Adult Center	1	2	3	4	5
Dined at a Wheat Ridge restaurant (other than fast food)	1	2	3	4	5
Used the Wheat Ridge Library	1	2	3	4	5
Attended a Wheat Ridge festival or special event.....	1	2	3	4	5
Ridden an RTD bus.....	1	2	3	4	5
Ridden the G-Line from the Wheat Ridge-Ward station	1	2	3	4	5

8. Please rate the following aspects of transportation within the City of Wheat Ridge:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Condition of city streets	1	2	3	4	5
Access to mass transit	1	2	3	4	5
Ease of car travel in Wheat Ridge.....	1	2	3	4	5
Ease of bus travel in Wheat Ridge	1	2	3	4	5
Ease of commuter rail use in Wheat Ridge.....	1	2	3	4	5
Ease of walking in Wheat Ridge.....	1	2	3	4	5
Ease of bicycle travel in Wheat Ridge.....	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5

9. The following are services provided by the City of Wheat Ridge. For each service, please first rate the *quality* of each service and next rate the *importance* of each service.

	<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
Snow removal.....	1	2	3	4	5	1	2	3	4	5
Street repair and maintenance	1	2	3	4	5	1	2	3	4	5
Street sweeping.....	1	2	3	4	5	1	2	3	4	5
Stormwater drainage.....	1	2	3	4	5	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5	1	2	3	4	5
Code enforcement (junk vehicles, weed control, trash, outside storage)	1	2	3	4	5	1	2	3	4	5
Animal control	1	2	3	4	5	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5	1	2	3	4	5
Building permits.....	1	2	3	4	5	1	2	3	4	5
Building inspections.....	1	2	3	4	5	1	2	3	4	5
Maintenance of existing city parks	1	2	3	4	5	1	2	3	4	5
Maintenance of open space and trails	1	2	3	4	5	1	2	3	4	5
Recreation programs	1	2	3	4	5	1	2	3	4	5
City-sponsored special events	1	2	3	4	5	1	2	3	4	5
Recreation facilities	1	2	3	4	5	1	2	3	4	5
Community/public art	1	2	3	4	5	1	2	3	4	5
Services/programs for youth.....	1	2	3	4	5	1	2	3	4	5
Services/programs for seniors.....	1	2	3	4	5	1	2	3	4	5
Municipal court	1	2	3	4	5	1	2	3	4	5
Public information services	1	2	3	4	5	1	2	3	4	5
Community engagement by City staff.....	1	2	3	4	5	1	2	3	4	5
Policing services.....	1	2	3	4	5	1	2	3	4	5
Police response time to emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Police response time to non-emergency police calls (not code enforcement).....	1	2	3	4	5	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) .	1	2	3	4	5	1	2	3	4	5
Relationship-based policing.....	1	2	3	4	5	1	2	3	4	5

10. Overall, how would you rate the quality of the services provided by the City of Wheat Ridge?

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

City Government and Employees

11. How would you rate the overall performance of the Wheat Ridge city government?

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

12. Please rate the following aspects of Wheat Ridge city government performance.

	Excellent	Good	Fair	Poor	Don't know
The extent to which Wheat Ridge elected officials act in the best interest of the community at large	1	2	3	4	5
The quality of work performed by City of Wheat Ridge employees	1	2	3	4	5
The quality of experience interacting with a Wheat Ridge police officer	1	2	3	4	5
The value of services for the taxes paid to Wheat Ridge.	1	2	3	4	5
The overall direction that Wheat Ridge is taking	1	2	3	4	5
The job Wheat Ridge does at informing residents on major issues within the community.....	1	2	3	4	5
The job Wheat Ridge government does at welcoming citizen involvement	1	2	3	4	5

13. In the last 12 months, have you had any in-person, phone or email contact with a City of Wheat Ridge employee(s)?

- ☐ Yes (go to question 14) ☐ No (go to question 15)

14. What was your impression of the City of Wheat Ridge employee(s) overall? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Making you feel valued.....	1	2	3	4	5
Overall impression	1	2	3	4	5

15. Please rate how safe you feel in the following areas in Wheat Ridge:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Parks and playgrounds.....	1	2	3	4	5	6
Recreation centers.....	1	2	3	4	5	6
In your neighborhood	1	2	3	4	5	6
In your home	1	2	3	4	5	6
On the trail system	1	2	3	4	5	6
On roadways.....	1	2	3	4	5	6
Retail/commercial areas.....	1	2	3	4	5	6

16. Please indicate whether or not each of the following has applied to you in the last 12 months.

	<u>No</u>	<u>Yes</u>
Household member was a victim of a crime in Wheat Ridge.....	1	2
Reported a crime to the police in Wheat Ridge	1	2

17. How important, if at all, is it for the City of Wheat Ridge Police Department to prioritize resources in each of the following areas in the next 12 months?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Solving violent crimes.....	1	2	3	4	5
Solving property crimes	1	2	3	4	5
Reducing illegal activities committed by youth	1	2	3	4	5
Reducing illegal drug activity	1	2	3	4	5
Enforcement of traffic laws	1	2	3	4	5
Code enforcement (junk vehicles, weed control, trash, etc.)	1	2	3	4	5
Crime prevention (School Resource Officers, neighborhood watch, citizen police academy) ..	1	2	3	4	5

18. How much of a priority, if at all, should the City of Wheat Ridge Police Department place on each of the following in the next two years?

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don't know</u>
Better connection with the community (i.e., community forums, events)	1	2	3	4	5
Increased visibility of police.....	1	2	3	4	5
Additional City resources directed towards crime-related mental health issues in the community	1	2	3	4	5
Greater accessibility to police and police-related information	1	2	3	4	5
More relationship-based policing officers (problem solving at a community-level such as neighborhood problems)	1	2	3	4	5
Adding officers in public schools	1	2	3	4	5
Adding surveillance cameras in high crime area	1	2	3	4	5

Economic Development

19. When you shop outside of Wheat Ridge, why do you shop outside of Wheat Ridge? (Check all that apply.)

- | | |
|--------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Don't shop outside of Wheat Ridge | <input type="checkbox"/> It is more affordable |
| <input type="checkbox"/> It is convenient; on my way to or from work or near my home | <input type="checkbox"/> Visit a mall or other major retailers |
| <input type="checkbox"/> I like the range of quality goods and services | <input type="checkbox"/> I shop online |
| <input type="checkbox"/> Desired item is not available in Wheat Ridge | <input type="checkbox"/> Other |

20. For each type of shopping, please estimate how frequently you make purchases in Wheat Ridge:

	Never	Very infrequently	Somewhat infrequently	Somewhat frequently	Very frequently	Don't know
Grocery shopping.....	1	2	3	4	5	6
Health services.....	1	2	3	4	5	6
Meals and entertainment.....	1	2	3	4	5	6
Household items.....	1	2	3	4	5	6
Computers and electronics.....	1	2	3	4	5	6
General retail (shoes, drug stores, clothing, etc.).....	1	2	3	4	5	6

21. How much do you agree or disagree that the City of Wheat Ridge should do each of the following?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Promote efforts to revitalize Wheat Ridge's housing areas.....	1	2	3	4	5	6
Promote efforts to revitalize Wheat Ridge's business areas.....	1	2	3	4	5	6
Strengthen Wheat Ridge's community image and identity.....	1	2	3	4	5	6
Promote efforts to attract and recruit new types of retail businesses to Wheat Ridge	1	2	3	4	5	6
Promote efforts to revitalize business corridors such as 38 th Avenue, 44 th Avenue, Wadsworth Boulevard and Kipling St	1	2	3	4	5	6
Promote efforts to attract new jobs.....	1	2	3	4	5	6

Policy Topics

22. The City of Wheat Ridge is considering a ballot measure to place on the 2023 ballot that would ask voters to continue the current temporary 0.5 cent sales tax increase that was approved in 2016 to fund improvements to Anderson Park, Wadsworth Boulevard, street improvements to the Wheat Ridge – Ward commuter rail station, and the off ramp into Clear Creek Crossing. This extension of the sales tax would fund priority projects across the City that do not have an identified funding source at this time.

The City is seeking feedback on the following projects that could be funded through the extension of the current sales tax rate. How important, if at all, are each of the following projects to you?

	Essential	Very important	Somewhat important	Not at all important	Don't know
Recreation Center Expansion	1	2	3	4	5
Sidewalks along 38 th Avenue from Youngfield to Harlan	1	2	3	4	5
Sidewalks along 38 th Avenue from Youngfield to Kipling only	1	2	3	4	5
Sidewalks along 38 th Avenue from Wadsworth to Harlan only	1	2	3	4	5
Wider sidewalks along 44 th Avenue from Ward to Kipling.....	1	2	3	4	5
Improvements on 44 th Avenue including new signals and pedestrian Crossings between Kipling and Ward.....	1	2	3	4	5
Sidewalks along Youngfield Street from 38 th to 44 th Avenue.....	1	2	3	4	5
Sidewalks and bike lanes on 32 nd Avenue from Kipling to Wadsworth.....	1	2	3	4	5
Sidewalk gap improvements throughout the City with emphasis on areas near transit and schools.....	1	2	3	4	5
Drainage and floodplain infrastructure improvements throughout the city ..	1	2	3	4	5

23. In 2016, voters approved a 12-year temporary sales tax increase which yielded \$33 million in bonds to fund four improvement projects. How long, if at all, would you feel comfortable extending the current temporary 0.5 cent sales tax rate to fund priority projects throughout the city?

- ☐ 10 Years, yielding approximately \$45 million
- ☐ 15 Years, yielding approximately \$60 million
- ☐ 20 Years, yielding approximately \$75 million
- ☐ Not at all
- ☐ Don't Know

24. To what degree, if at all, is homelessness a problem in the City of Wheat Ridge?

- ☐ Major problem
- ☐ Moderate problem
- ☐ Minor problem
- ☐ Not a problem
- ☐ Don't know

25. How important to you, if at all, is it for the City to contribute funding to community-based organizations that provide each of the following services to the homeless populations?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Job training programs.....	1	2	3	4	5
Mental health programs.....	1	2	3	4	5
Substance abuse programs.....	1	2	3	4	5
Shelters for severe weather	1	2	3	4	5
Housing/rental assistance programs	1	2	3	4	5
Supportive housing, which combines housing with services such as job training and substance abuse treatment	1	2	3	4	5

26. How important to you, if at all, is it that the City focus on each of the following areas of environmental sustainability, which may or may not increase costs for taxpayers?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>	<u>Don't know</u>
Expanding access to residential recycling and composting services	1	2	3	4	5
Implementing organized trash hauling in neighborhoods	1	2	3	4	5
Promoting use of drought tolerant and native landscaping.....	1	2	3	4	5
Improving localized flooding and reducing impacts on private property through improvements to the city's stormwater drainage system	1	2	3	4	5
Improving water quality from runoff to local streams & lakes	1	2	3	4	5
Encouraging biking or walking, instead of automobile use.....	1	2	3	4	5
Ensuring availability of and access to public transit	1	2	3	4	5
Implementing energy efficiency improvements for city facilities	1	2	3	4	5
Requiring green building practices for new commercial and residential construction	1	2	3	4	5
Promoting renewable energy (wind or solar) in the community	1	2	3	4	5
Promoting renewable energy (wind or solar) in the home	1	2	3	4	5
Creating walkable communities (providing sidewalk connections, bike lanes, retail/shopping/grocery closer to homes, etc.)	1	2	3	4	5

Information Sources

27. In the last 12 months, about how many times, if ever, have you or other household members used the following sources of information for news about Wheat Ridge?

	<u>Never</u>	<u>1-2 times</u>	<u>3-12 times</u>	<u>13-26 times</u>	<u>More than 26 times</u>
City Quarterly "Connections" Newsletter.....	1	2	3	4	5
Parks and Recreation Activity Guide.....	1	2	3	4	5
Denver Post.....	1	2	3	4	5
Denver Post YourHub	1	2	3	4	5
Jeffco Transcript.....	1	2	3	4	5
Neighborhood Gazette	1	2	3	4	5
Radio news.....	1	2	3	4	5
Television news.....	1	2	3	4	5
WRTV8 (Government Access Channel).....	1	2	3	4	5
City live/on-demand videostreaming, including City Council meetings	1	2	3	4	5
City's website: www.ci.wheatridge.co.us	1	2	3	4	5
City website automatic notifications (e.g., community events, calendar listing).....	1	2	3	4	5
City of Wheat Ridge social media sites (Facebook, Twitter).....	1	2	3	4	5
Wheat Ridge Speaks	1	2	3	4	5
What's Up Wheat Ridge.....	1	2	3	4	5
Wheat Ridge Police Department social media sites (Facebook, Twitter, Instagram).....	1	2	3	4	5
Wheat Ridge Recreation Center's Facebook/Instagram page	1	2	3	4	5
Community-created Facebook groups/pages about Wheat Ridge	1	2	3	4	5
Neighborhood websites (e.g., NextDoor, etc.)	1	2	3	4	5
Word of mouth	1	2	3	4	5

28. In a typical month, about how many times, if ever, do you use each of the following social media sites?

	Never	1-3 times a month	Once a week	Multiple times a week	Daily
Facebook.....	1	2	3	4	5
Twitter	1	2	3	4	5
YouTube	1	2	3	4	5
LinkedIn	1	2	3	4	5
NextDoor	1	2	3	4	5
Instagram	1	2	3	4	5
TikTok	1	2	3	4	5

Demographics

Our last questions are about you and your household. All of your responses are completely confidential.

D1. About how long have you lived in Wheat Ridge?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D2. In what city do you work? (If you work in more than one city, check the box for the city in which you most often work.)

- ☐ Arvada ☐ Louisville
☐ Aurora ☐ Northglenn
☐ Boulder ☐ Thornton
☐ Broomfield ☐ Westminster
☐ Denver ☐ Wheat Ridge
☐ Englewood ☐ Other
☐ Golden ☐ Do not work (student,
☐ Lakewood homemaker, retired, etc.)
☐ Littleton

D3. Please check the appropriate box indicating the type of housing unit in which you live.

- ☐ Detached single-unit home ☐ Duplex
☐ Condominium or townhouse ☐ Apartment

D4. Do you live in senior housing such as an assisted-living or senior living community?

- ☐ Yes
☐ No

D5. Do you own or rent your residence?

- ☐ Own
☐ Rent

D6. How many people (including yourself) live in your household? _____ people

D7. How many of these household members are 17 or younger? _____ people

D8. Please indicate the number of dogs and cats in your household. (Please write "0" if none.)

- A. Number of dogs _____
 B. Number of cats _____

D9. 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 \$15,000 ☐ \$50,000 to \$74,999
☐ \$15,000 to \$24,999 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$34,999 ☐ \$100,000 to \$124,999
☐ \$35,000 to \$49,999 ☐ \$125,000 or more

D10. What is your age?

- ☐ 18-24 ☐ 55-64
☐ 25-34 ☐ 65-74
☐ 35-44 ☐ 75 +
☐ 45-54

D11. What is your race? (Please check all that apply.)

- ☐ White
☐ Black or African American
☐ Asian or Pacific Islander
☐ American Indian, Eskimo, or Aleut
☐ Other
☐ Prefer not to say

D12. Are you Hispanic/Spanish/Latino?

- ☐ Yes
☐ No

D13. What is your gender?

- ☐ Female ☐ Prefer to self-describe: _____
☐ Male ☐ Prefer not to say

D14. Did you vote in the last election?

- ☐ Yes
☐ No

Thank you very much! Please return the completed
 questionnaire, in the postage-paid envelope provided, to:
 National Research Center, Inc.
 PO Box 549, Belle Mead
 NJ 08502