



# Results for the City of Wheat Ridge, CO 2023 Resident Survey June 12, 2023





## Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



## Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

**Questions about our product?**

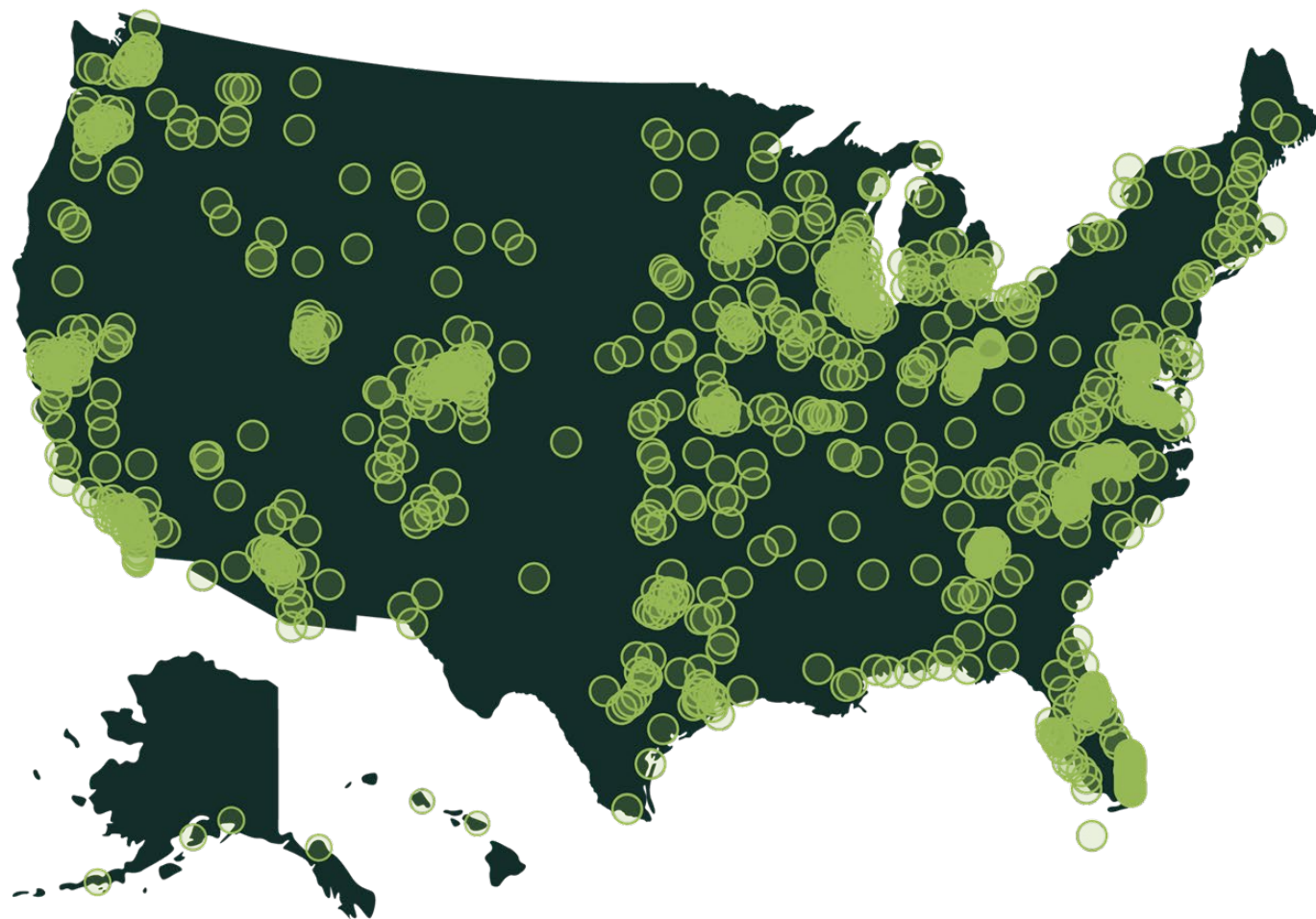
Visit [www.polco.us](http://www.polco.us) to learn more

**Exclusive partners of:**

**ICMA**

**NLC** NATIONAL  
LEAGUE  
OF CITIES

# Polco's Benchmarking Database



More than **500**  
comparison communities  
across the nation.

Representing the opinions  
of more than **50 million**  
residents.





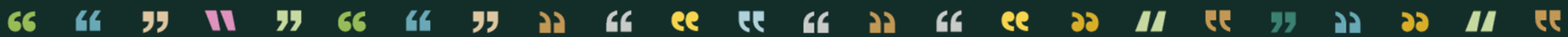
# Survey Methodology

- 8th time conducting the Wheat Ridge Resident Survey
  - Previous iterations in 2004, 2006, 2008, 2012, 2015, 2018, and 2021.
- Survey conducted from March 7<sup>th</sup> to April 18<sup>th</sup>, 2023
- Sampling approach employed:
  - Multi-contact approach (postcard + two survey “waves”)
  - Probability-based, mail-based sample of 4,500 households
  - 844 total responses received
  - 19% overall response rate
- Results statistically weighted to reflect Wheat Ridge
- 95% confidence interval with a +/- 3% margin of error

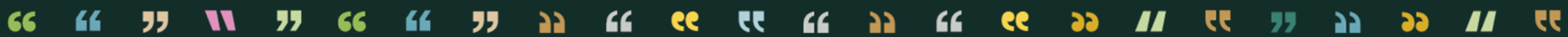


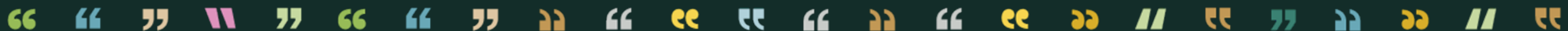
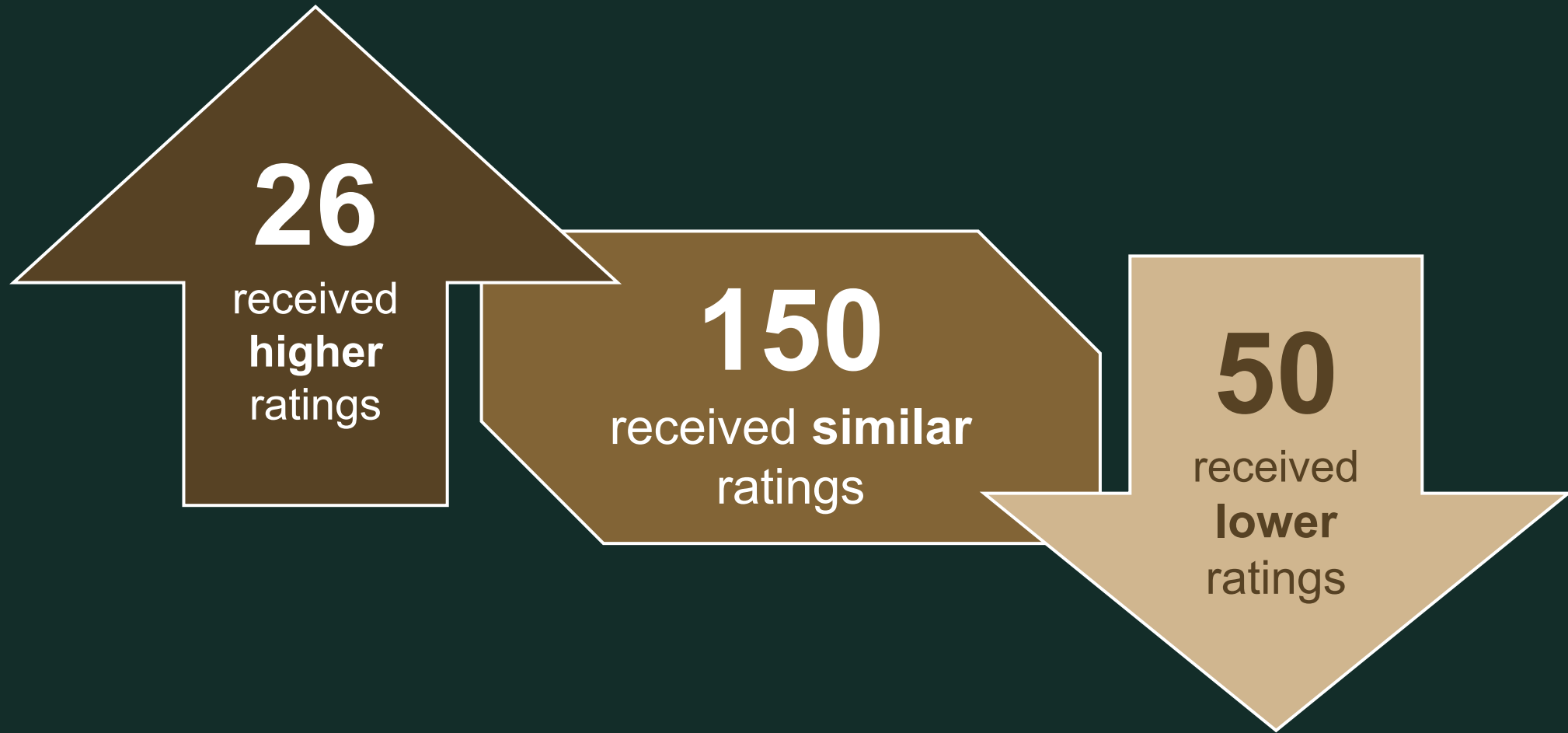
# Overview of Survey Results















# Key Findings







## *Key Finding #1:*

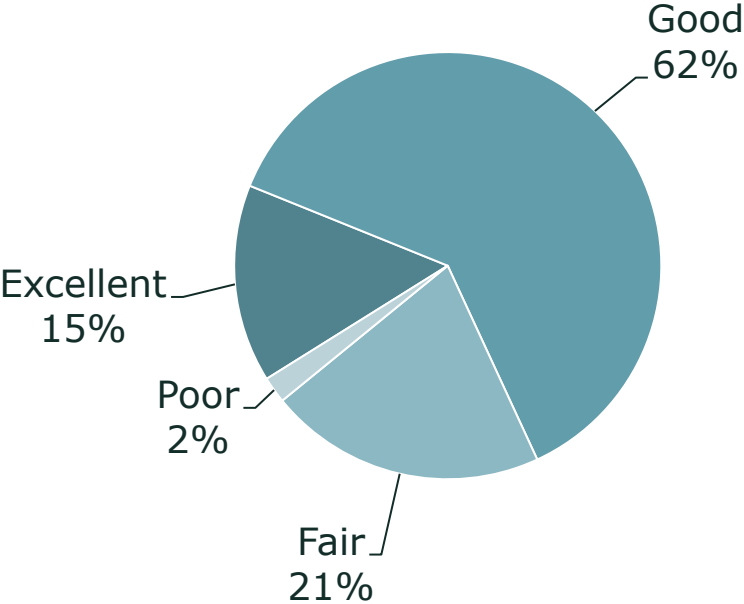
**Residents enjoy a positive quality of life in Wheat Ridge and most plan to remain living in the city.**



# Quality of Life in Wheat Ridge



Overall Quality of Life, 2023



Quality of Life Measures

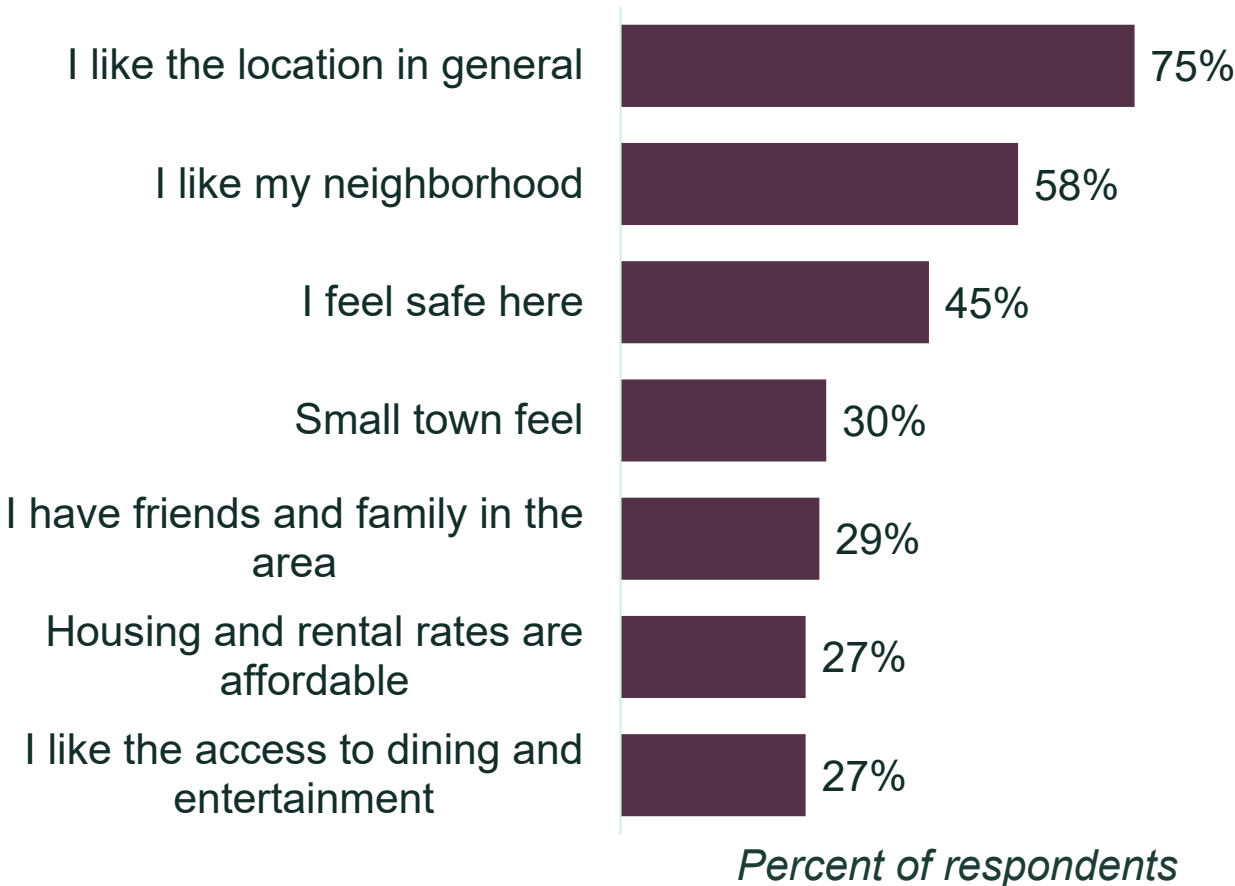


Percent excellent or good

# Living in Wheat Ridge



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



9 in 10 residents:



= higher than national benchmark      = higher than Front Range benchmark





## *Key Finding #2:*

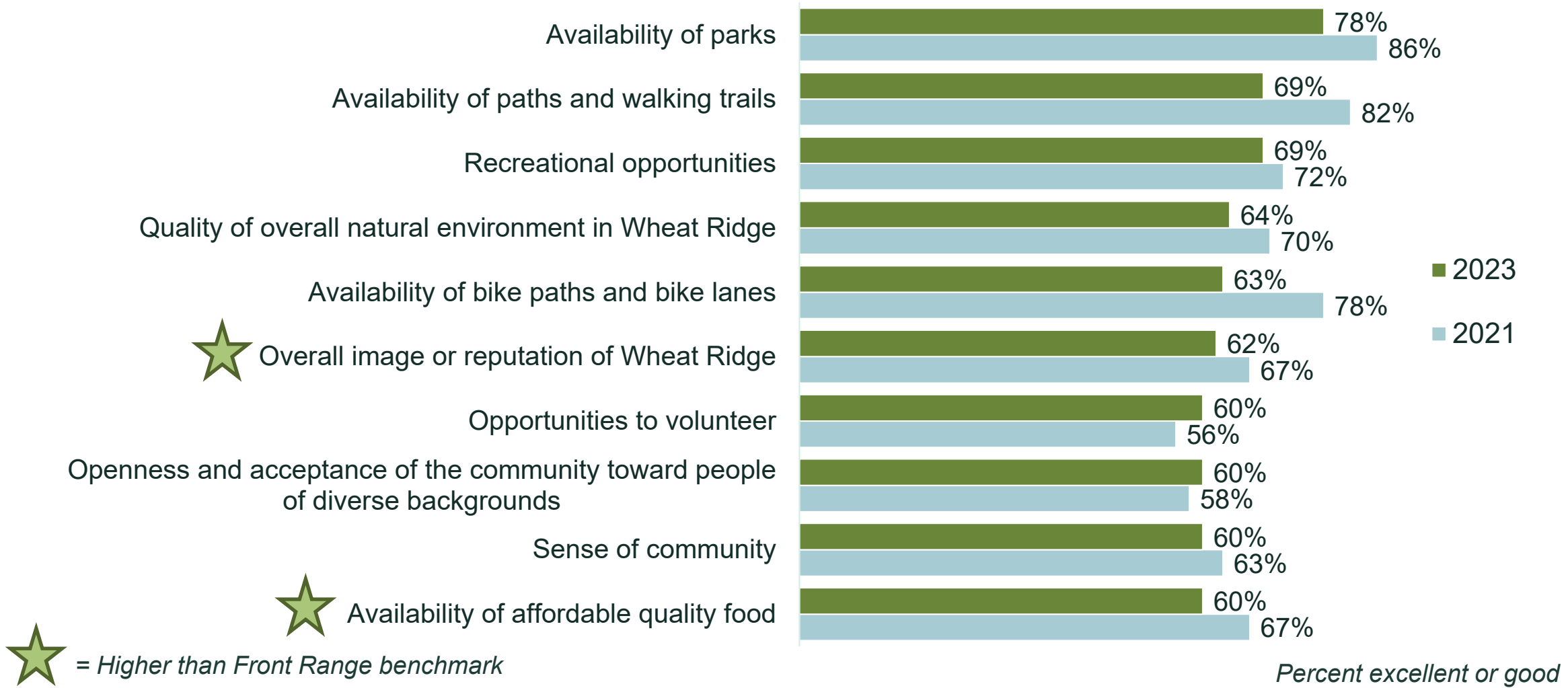
**Characteristics of community livability in Wheat Ridge are highly rated by residents and on par with or higher than Front Range peers.**



# Community Characteristics Ratings, 2021-2023



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







*Key Finding #3:*

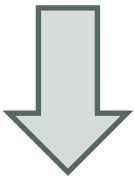
**Transportation in Wheat Ridge is a potential area for improvement.**



# Aspects of Transportation, 2021-2023



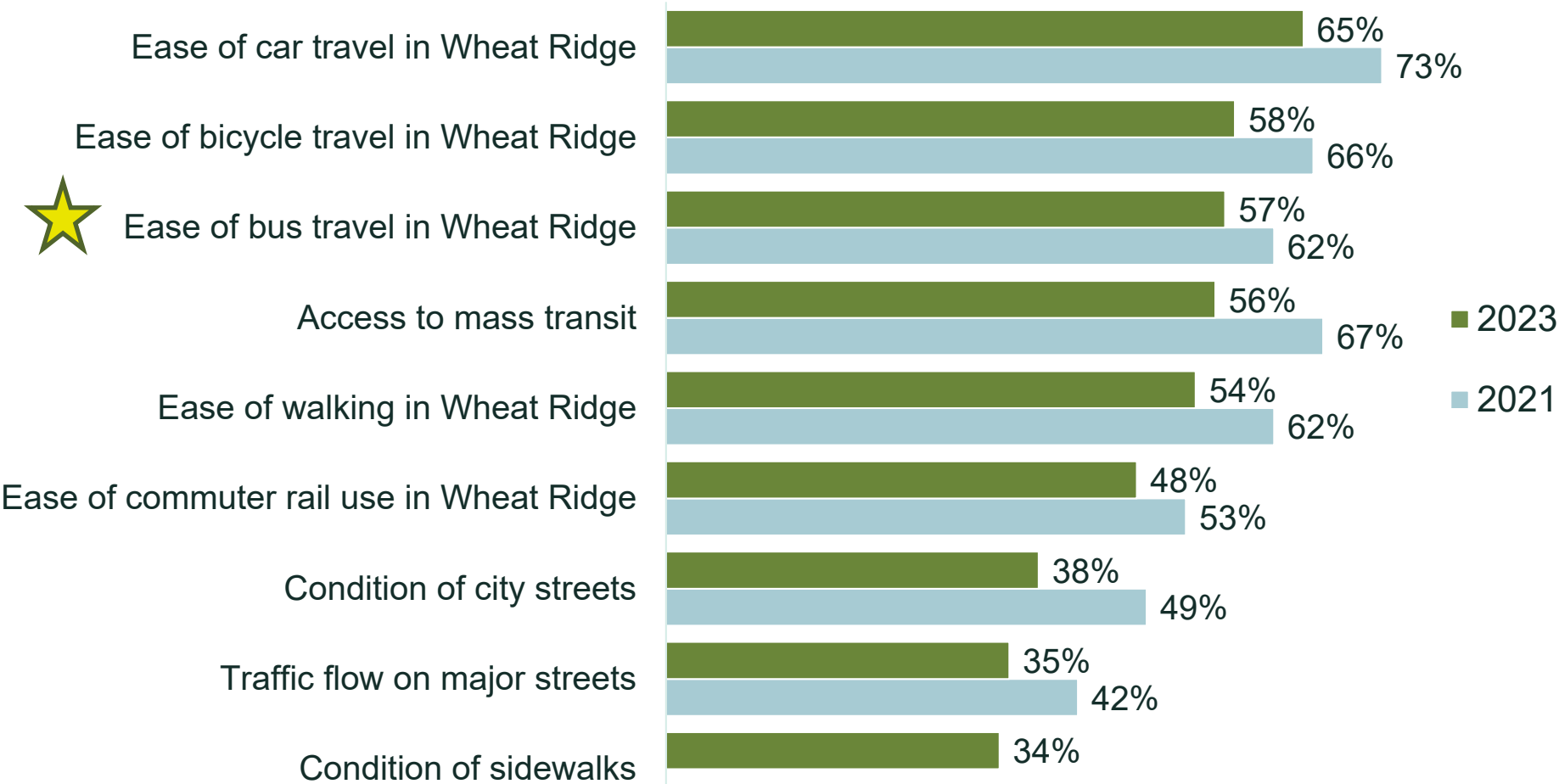
Please rate the following aspects of transportation within the City of Wheat Ridge:



All declined  
from 2021 to  
2023



Ease of bus travel in Wheat Ridge



2023

2021



= Higher than national benchmark

Percent excellent or good



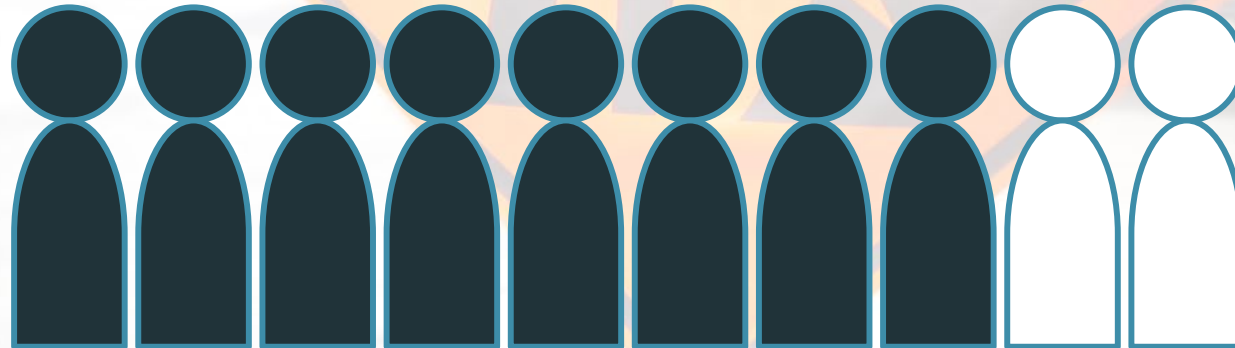
# Sales Tax Funding for Transportation Projects



*The City is seeking feedback on the following categories of projects that could be funded through the extension of the one-half of one-cent (0.5) sales tax. How likely would you support an extension of the sales tax for these categories of projects?*

**8 in 10** residents were likely to support:

- Sidewalk & street improvements on primary corridors such as 38th Ave., 44th Ave., and Youngfield St.
- Filling sidewalk gaps throughout the city with an emphasis on major pedestrian corridor





## Key Finding #4:

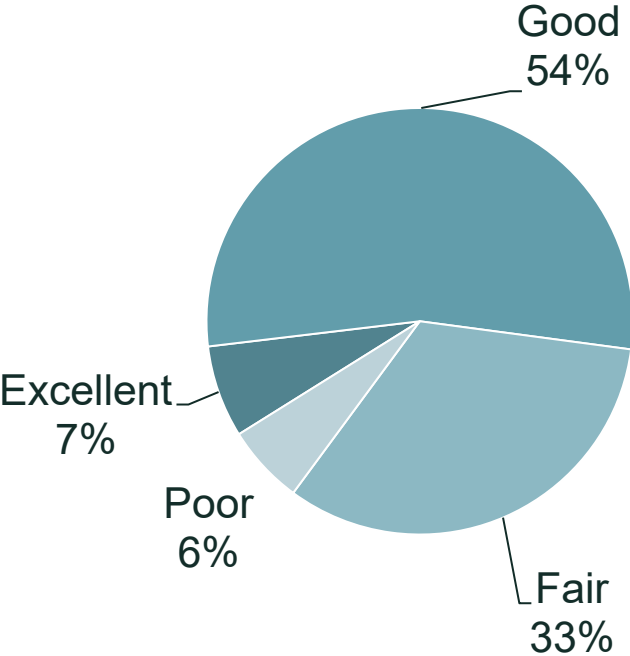
Ratings for many  
City services are  
declining.



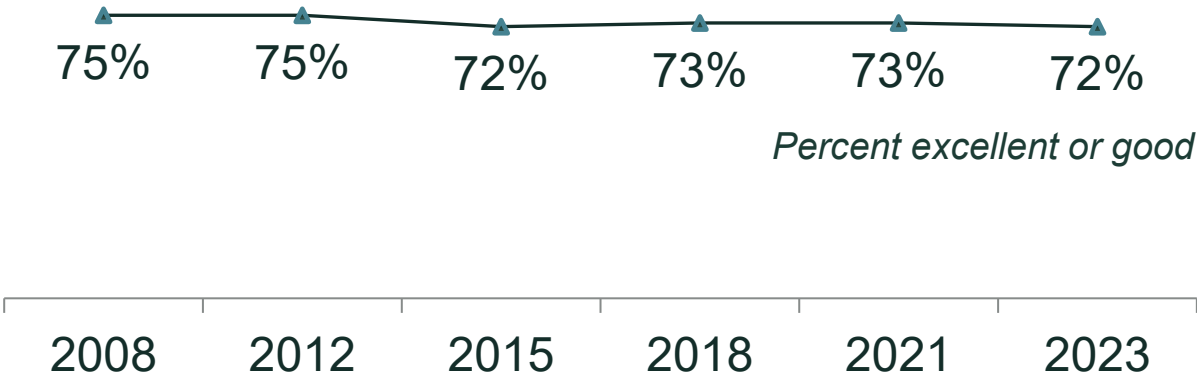
# Overall Quality of City Services



Overall Quality of City Services, 2023



Overall Quality of City Services by Year



# Top-Rated City Services



At least  
**7 in 10**

- Recreation facilities ★
- Maintenance of existing city parks
- Maintenance of open space and trails
- Recreation programs

At least  
**6 in 10**

- Police response time to emergency police calls (not code enforcement)
- City-sponsored special events
- Services/programs for seniors
- Animal control
- Stormwater drainage

At least  
**5 in 10**

- Municipal court
- Policing services
- Public information services
- Police response time to non-emergency police calls (not code enforcement)
- Snow removal
- Traffic enforcement
- Relationship-based policing
- Street sweeping
- Services/programs for youth
- Community engagement by City staff

*Percent excellent or good*

★ = *Higher than national benchmark*



# Quality and Importance Matrix of City Services, 2023



	Lower Quality	Higher Quality
Higher Importance	<ul style="list-style-type: none"><li>• <b>Street repair and maintenance</b></li><li>• <b>Crime prevention (School Resource Officers, neighborhood watch, citizen police academy)</b></li><li>• Addressing homelessness throughout the city</li><li>• <b>Services/programs for youth</b><ul style="list-style-type: none"><li>• <b>Building inspections</b></li><li>• <b>Snow removal</b></li></ul></li><li>• Relationship-based policing</li></ul>	<ul style="list-style-type: none"><li>• Police response time to emergency police calls (not code enforcement)</li><li>• <b>Maintenance of existing city parks</b></li><li>• Maintenance of open space and trails<ul style="list-style-type: none"><li>• <b>Policing services</b></li></ul></li><li>• Police response time to non-emergency police calls (not code enforcement)<ul style="list-style-type: none"><li>• Municipal court</li></ul></li><li>• <b>Stormwater drainage</b></li></ul>
Lower Importance	<ul style="list-style-type: none"><li>• <b>Building permits</b></li><li>• Community engagement by City staff</li><li>• <b>Code enforcement (junk vehicles, weed control, trash, outside storage)</b><ul style="list-style-type: none"><li>• <b>Street sweeping</b></li></ul></li><li>• Community/public art</li><li>• <b>Traffic enforcement</b></li><li>• Land use, planning and zoning</li></ul>	<ul style="list-style-type: none"><li>• Recreation facilities</li><li>• Recreation programs<ul style="list-style-type: none"><li>• <b>Animal control</b></li></ul></li><li>• City-sponsored special events</li><li>• <b>Public information services</b></li></ul>

*Note: Bolded items with red font are those that were below the national benchmark comparisons.*



*Key Finding #5:*

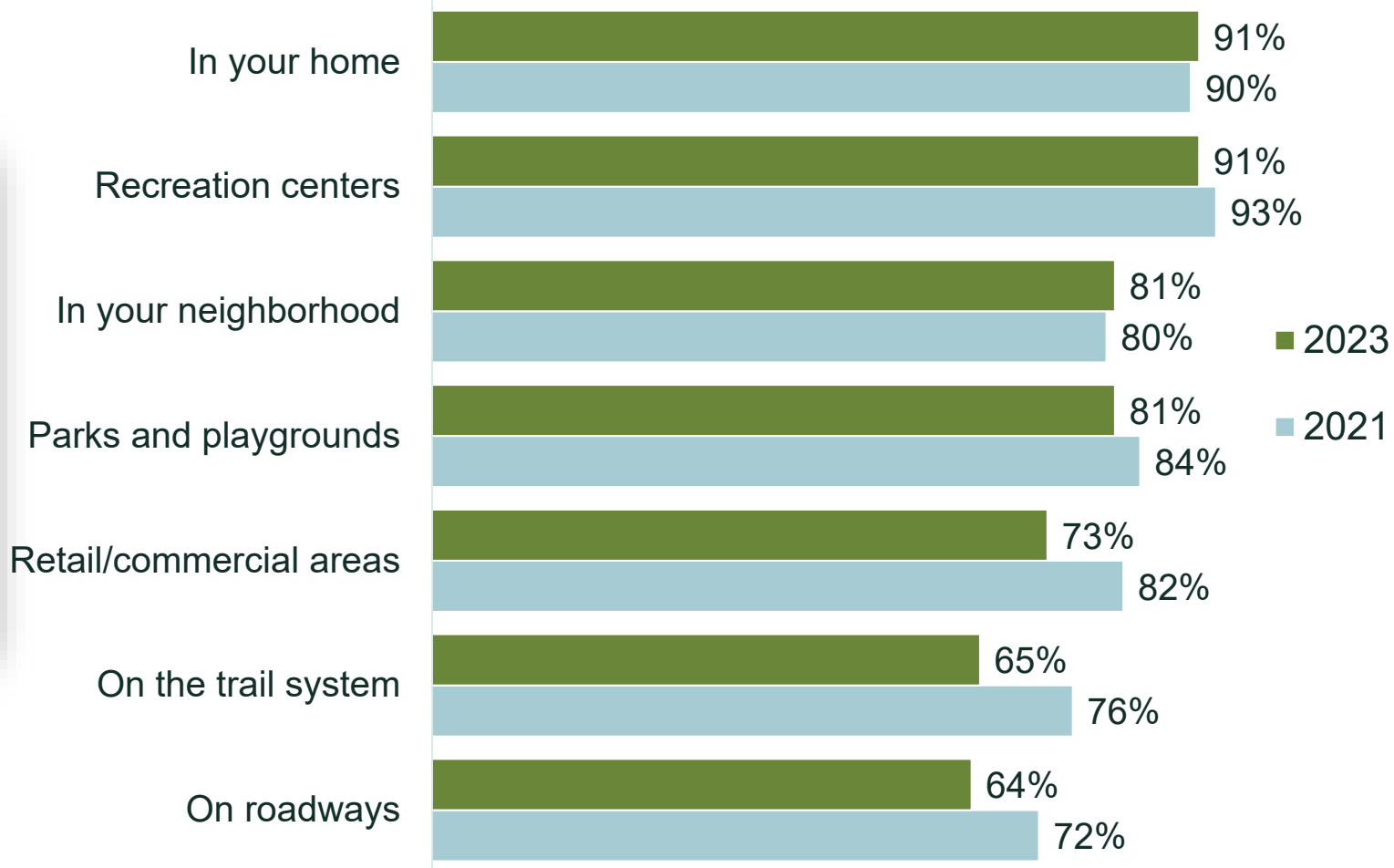
**Residents continue to feel safe in most areas of Wheat Ridge and support prioritizing safety efforts throughout the city.**



# Feelings of Safety in Wheat Ridge, 2021-2023



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



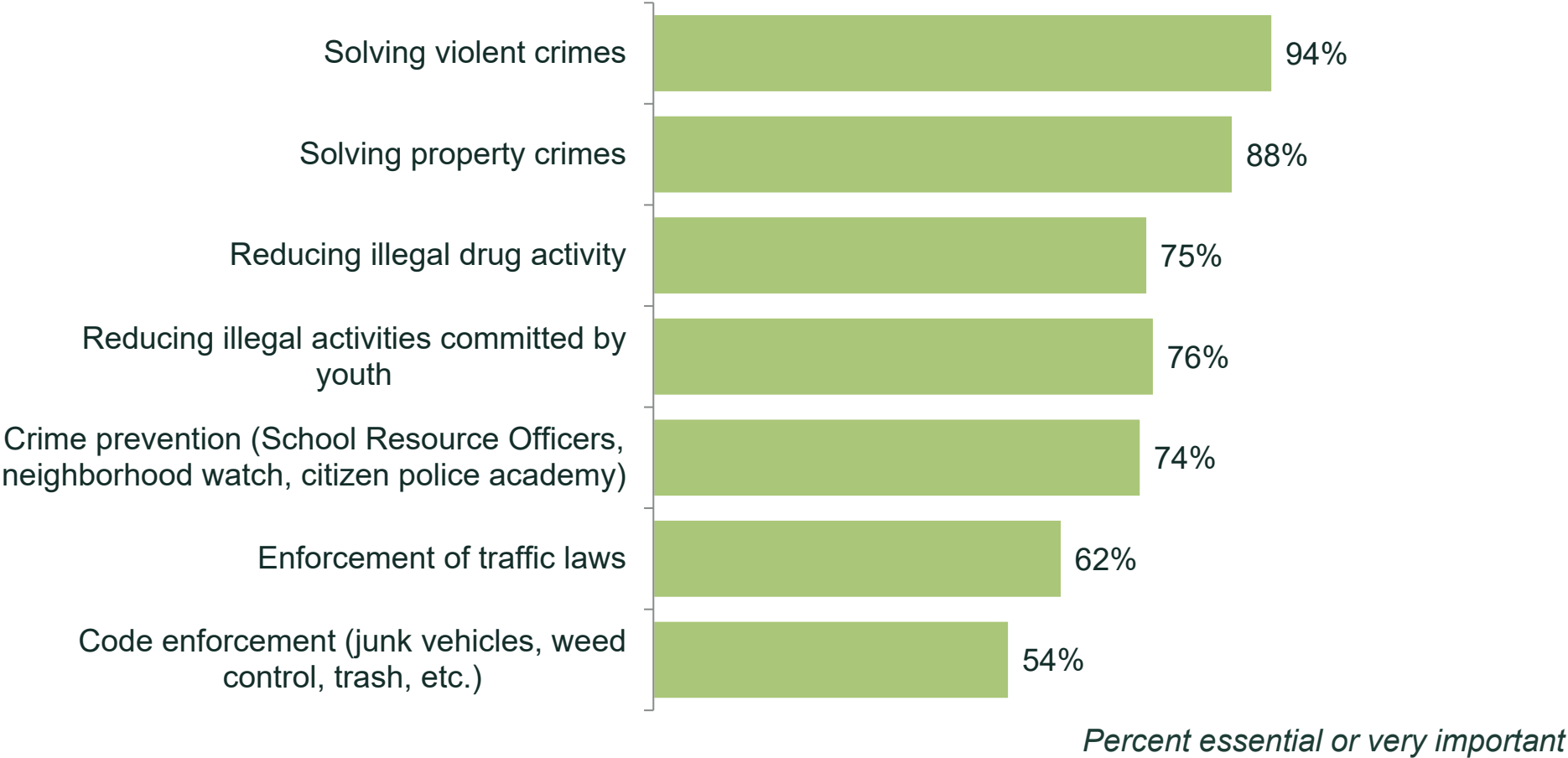
*Percent very safe or somewhat safe*



# Importance of Police Department Resource Prioritization



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

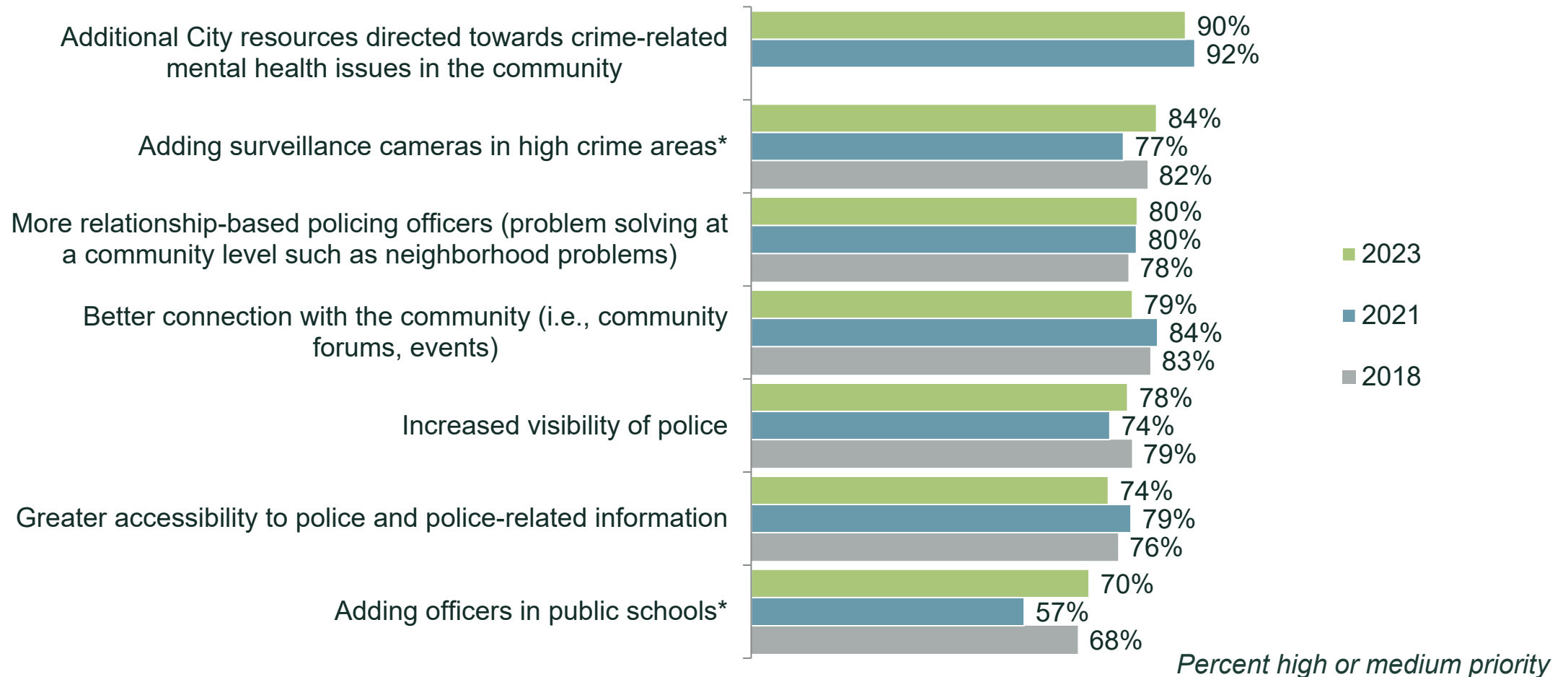




# Police Department Priorities by Year



*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?*





*Key Finding #6:*

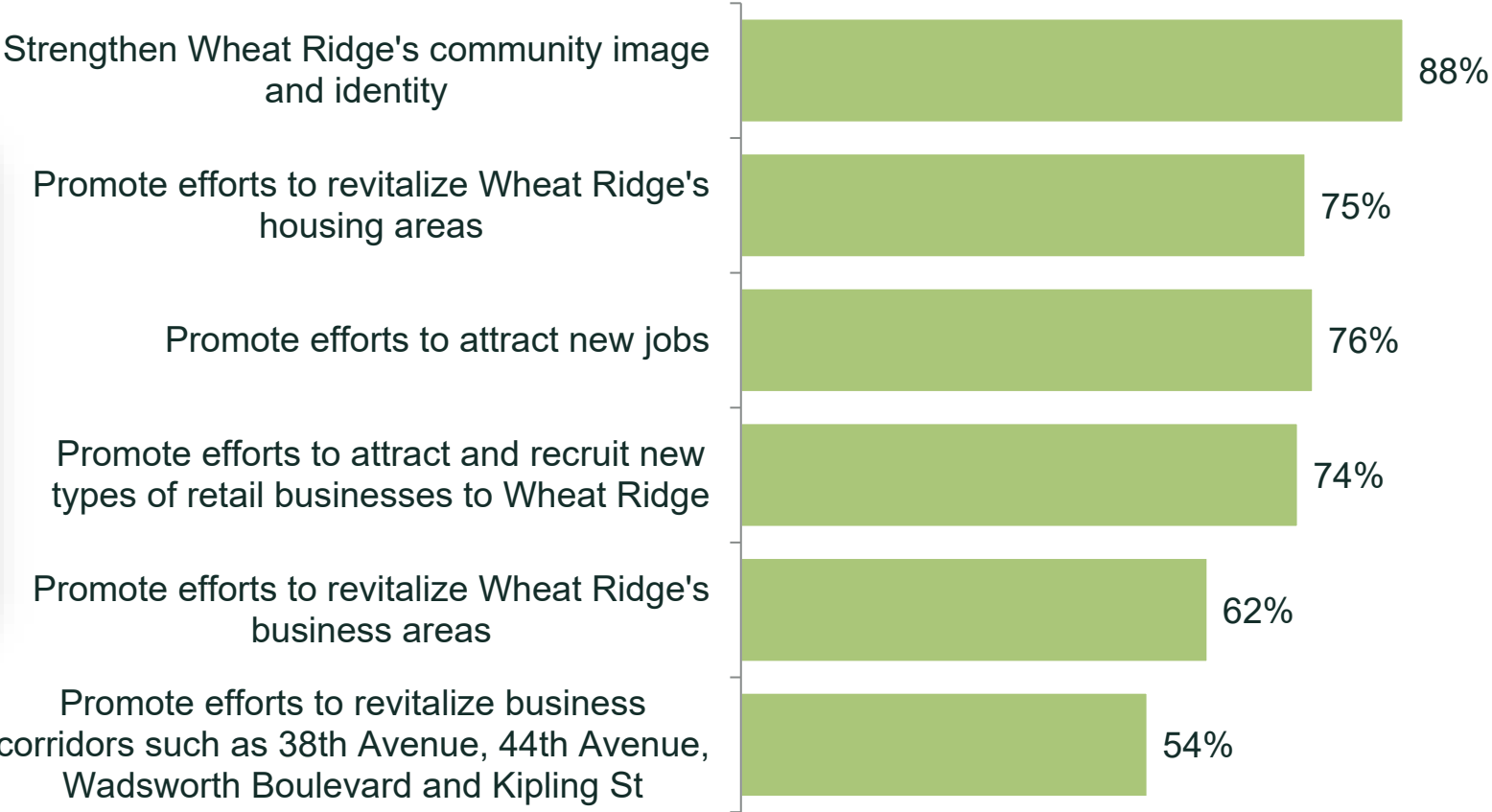
**Economic  
development is  
important to Wheat  
Ridge residents.**



# Economic Development



*Please rate the following statements by circling the number which best represents your opinion. Wheat Ridge should...*



*Percent strongly or somewhat agree*





# Summary of Key Findings

1. Residents enjoy a positive quality of life in Wheat Ridge and most plan to remain living in the city.
2. Characteristics of community livability in Wheat Ridge are highly rated by residents and on par with or higher than Front Range peers.
3. Transportation in Wheat Ridge is a potential area for improvement.
4. Ratings for many City services are declining.
5. Residents continue to feel safe in most areas of Wheat Ridge and support prioritizing safety efforts throughout the city.
6. Economic development is important to Wheat Ridge residents.



# Debriefing The Survey Results

**What findings  
did you expect?**

**What findings were  
surprising?**

**Are there areas  
where you need to  
dig deeper?**

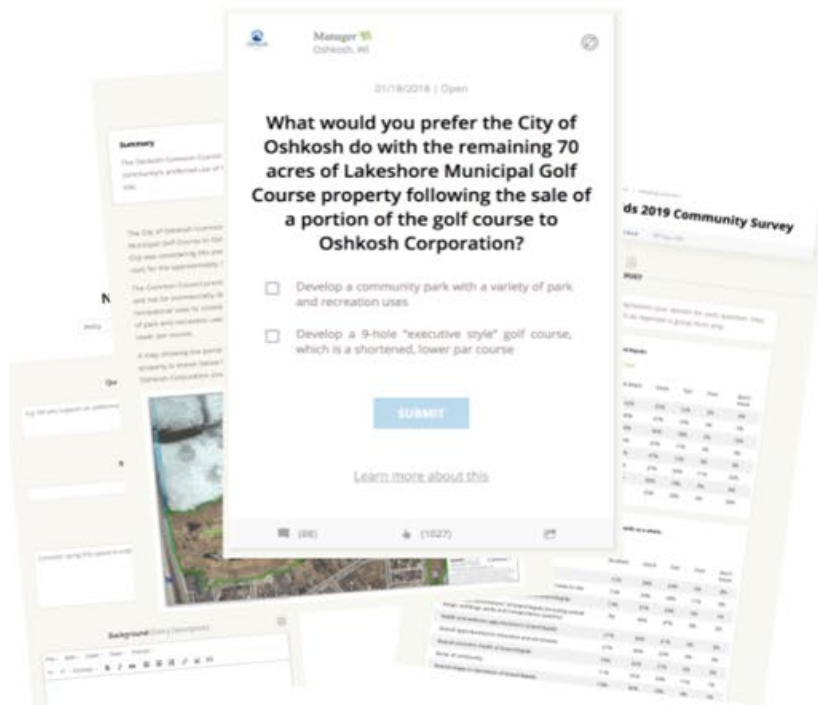
**In what areas  
should you  
focus?**

# Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

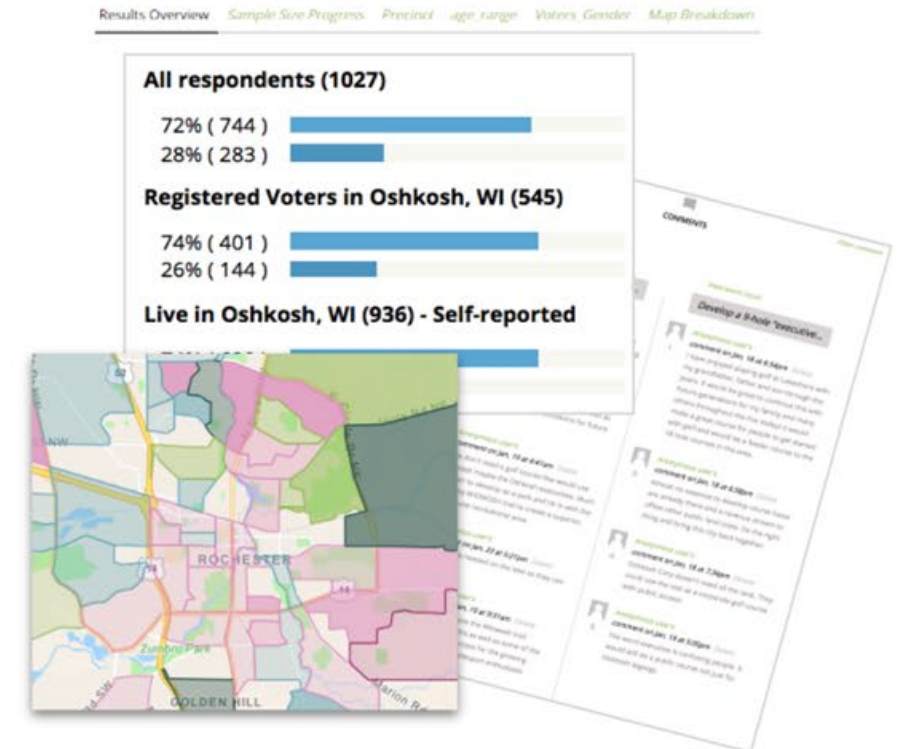
## Post



## Share



## Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses



# Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management



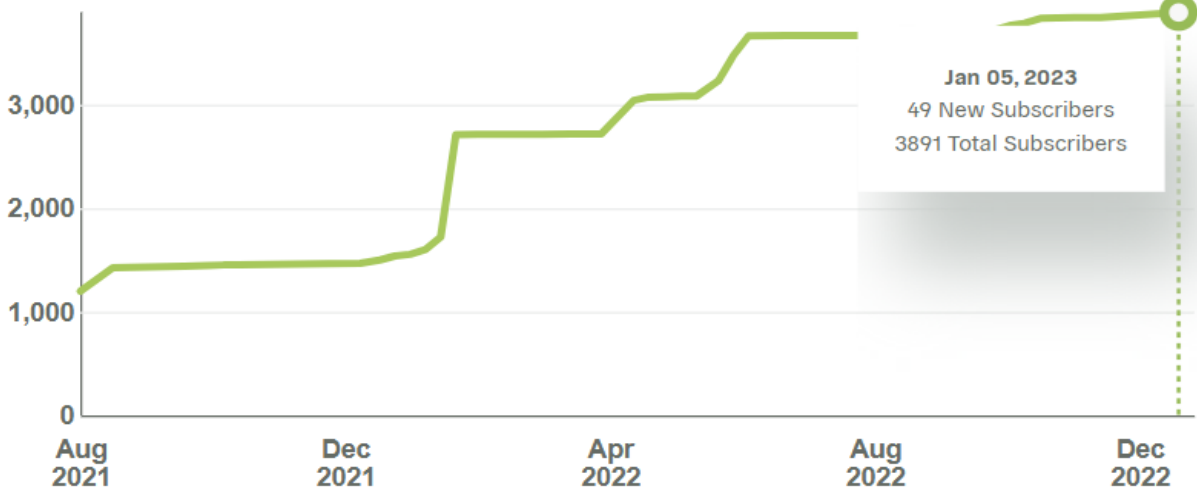
Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per week)

What's This?



ENGAGEMENT

Participants

Content

Outreach

Polco Library

ACCOUNT

Profile

Settings

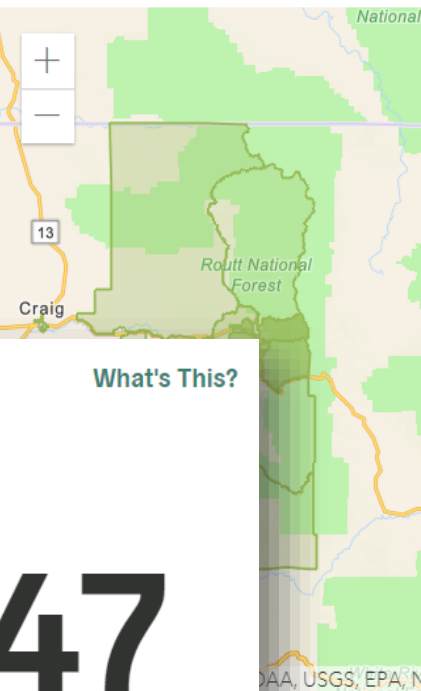
Superadmin

Configuration

Benchmark Requests

Participants

Residence of verified subscribers



Total Responses

What's This?

1,147

UNCHANGED

in the last 30 days

# Questions?



# Thank you!

Jade Arocha  
Director of Survey Research  
Polco/National Research Center  
[jade@polco.us](mailto:jade@polco.us)

