



WESTMINSTER

# 2018 Resident Survey



Prepared by:



**NRC**  
National Research Center Inc

# Survey background & methods

- 14<sup>th</sup> administration
- Mailed to 3,000 households
- Offered online and in Spanish
- 616 completed (21%)
- ±4% margin of error
- Weighted to reflect community
- Results compared by demographics and school district
- Benchmarks

**WESTMINSTER**

Herb Atchison  
Mayor

Maria De Camargo  
Mayor Pro Tem

Shannon Bird  
Councillor

David DeMott

Dear Westminister Resident:

Here's a second chance if you haven't already responded to the 2018 Westminister Resident Survey! (If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)

Please help us shape the future of Westminister! You have been selected at random to participate in the 2018 Westminister Resident Survey.

Estimado Residente de Westminister:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Residentes de Westminister del 2018! (Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)

¡Por favor ayúdenos a moldear el futuro de Westminister! Usted ha sido seleccionado al azar para participar en la Encuesta de Residentes de

**WESTMINSTER** **2018 RESIDENT SURVEY**

Please have the adult household member (18 years or older) who most recently had a birthday complete this survey. Year of birth of the adult does not matter. Thank you.

1. Please rate each of the following aspects of Westminister.

	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Westminister as a place to live.....	1	2	3	4	5	6
The overall quality of your neighborhood.....	1	2	3	4	5	6
Westminister as a place to raise children.....	1	2	3	4	5	6
Quality of local public schools in Westminister.....	1	2	3	4	5	6
Westminister as a place to retire.....	1	2	3	4	5	6
Westminister as a place to work.....	1	2	3	4	5	6
Job opportunities in Westminister.....	1	2	3	4	5	6
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5	6
Openness and acceptance of City programs and services toward people of diverse backgrounds.....	1	2	3	4	5	6
Overall image or reputation of Westminister.....	1	2	3	4	5	6
The overall quality of life in Westminister.....	1	2	3	4	5	6

2. To what extent do you agree or disagree that each of the following statements describes your image of the City of Westminister?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Financially sustainable.....	1	2	3	4
Vibrant, inclusive and engaged community.....	1	2	3	4
Beautiful parks/open spaces.....	1	2	3	4
Visionary and progressive.....	1	2	3	4

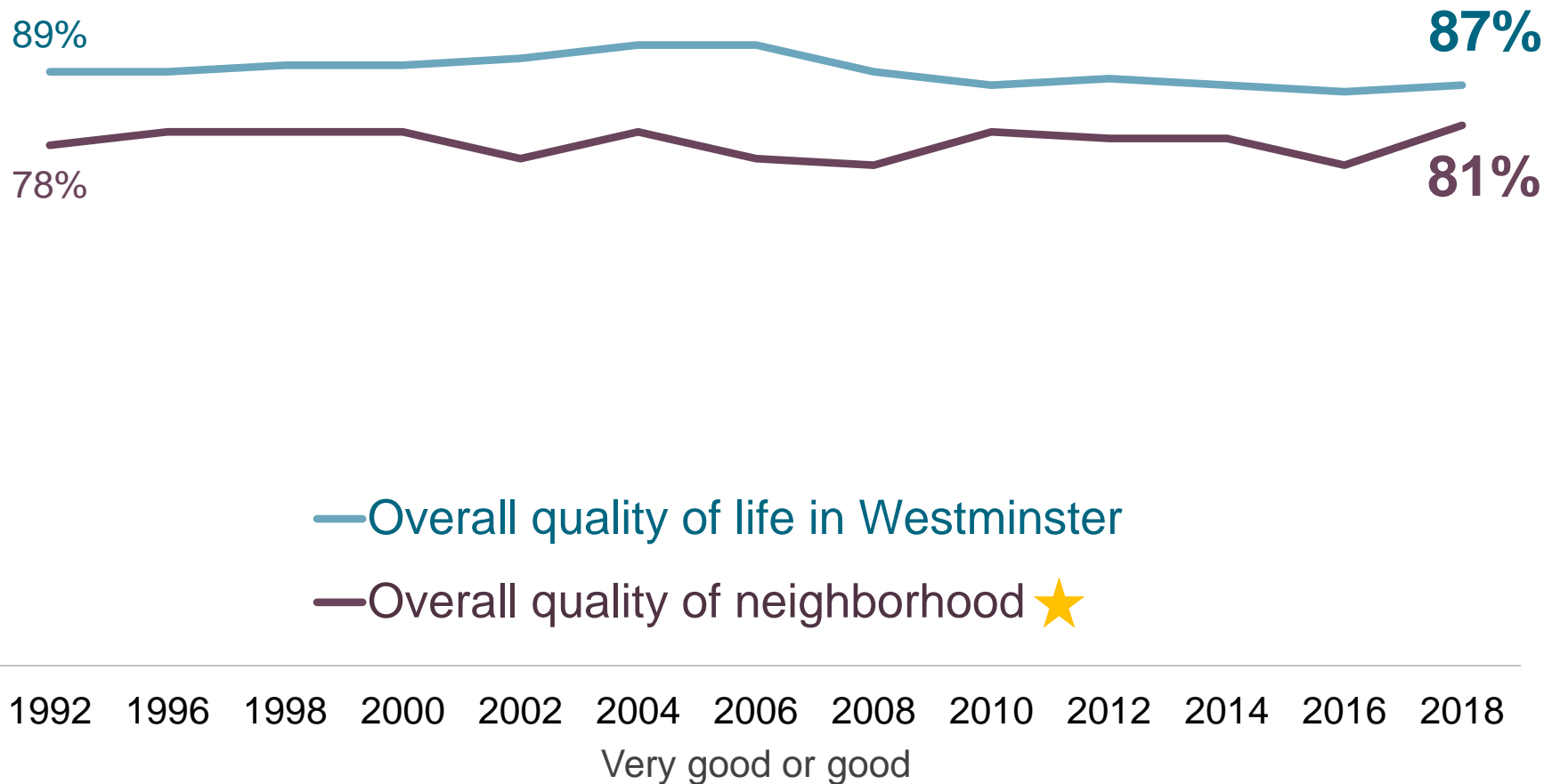
# 2017 Strategic Plan Goals

- **Visionary Leadership, Effective Governance, and Proactive Regional Collaboration**
- **Vibrant, Inclusive, and Engaged Community**
- **Beautiful, Desirable, Safe, and Environmentally Responsible City**
- **Dynamic, Diverse Economy**
- **Ease of Mobility**
- **Financially Sustainable Government Providing Excellence in City Services**

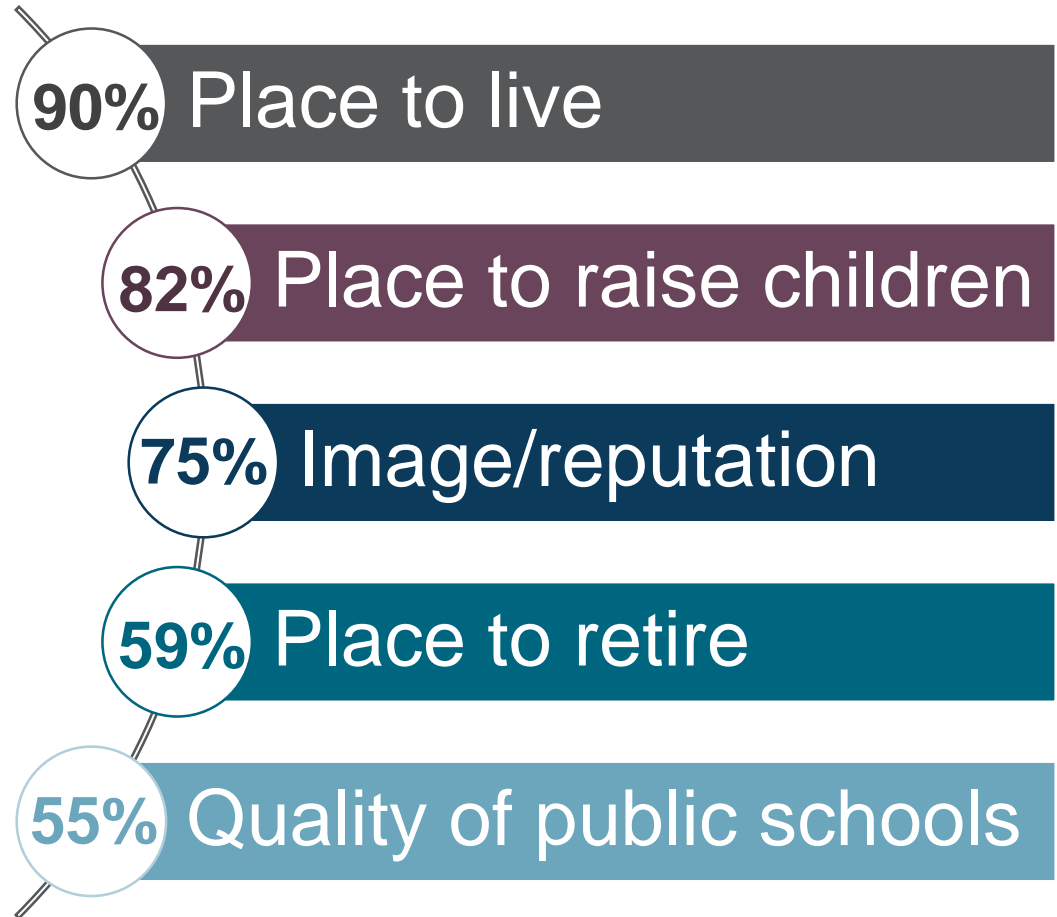
## **KEY FINDING:**

**Most aspects of quality of life were stable and neighborhood quality improved**

# Quality of life and neighborhood



# Aspects of community



Very good or good

# Community diversity and inclusion

## Openness and acceptance of...

...**the community**  
toward people of diverse  
backgrounds

...the **City programs and  
services** toward people of  
diverse backgrounds



Very good or good

## **KEY FINDING:**

**Growth-related challenges  
were among top concerns**



# Growth-related problems increased



5 in 10

Too much growth



6 in 10

High cost of housing

Major or moderate problem

# Mobility-related services declined

## Snow removal



67%  
2016



59%  
2018

## Street repair



54%  
2016



44%  
2018

Very good or good



Ensuring streets are well-maintained and clear of snow

94%

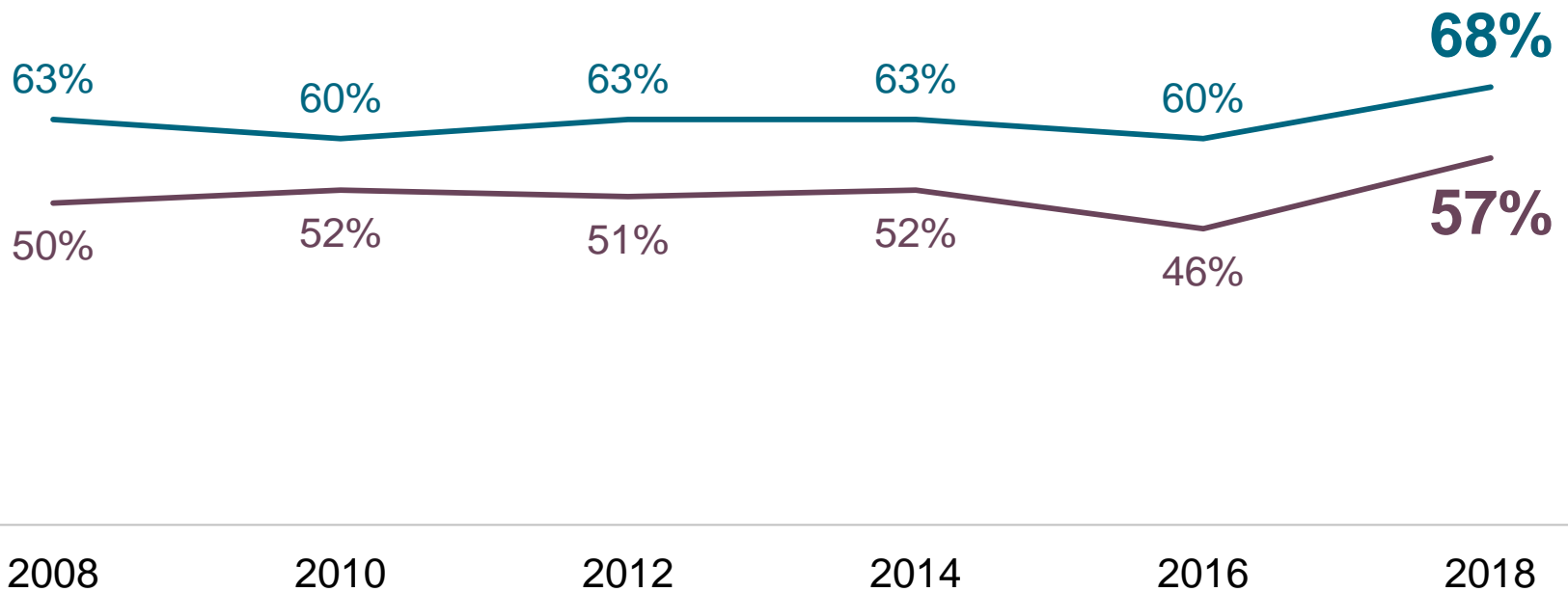
Essential or very important

## **KEY FINDING:**

**Government performance improved and City is headed in the right direction**

# Government is welcoming and cares

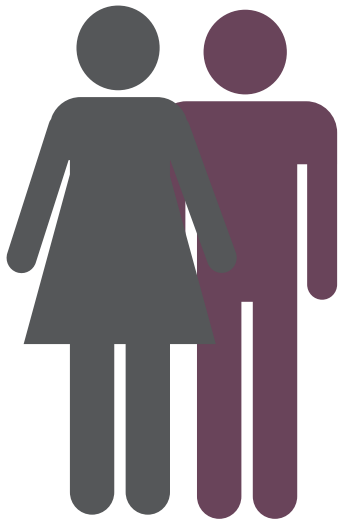
- The Westminster government welcomes citizen involvement
- City Council cares what people like me think



Percent strongly or somewhat agree

# Good value for taxes paid

**68% agree**  
they receive good value for  
the City taxes paid★



**88% agree**  
“Financially  
sustainable” fits their  
image of the City

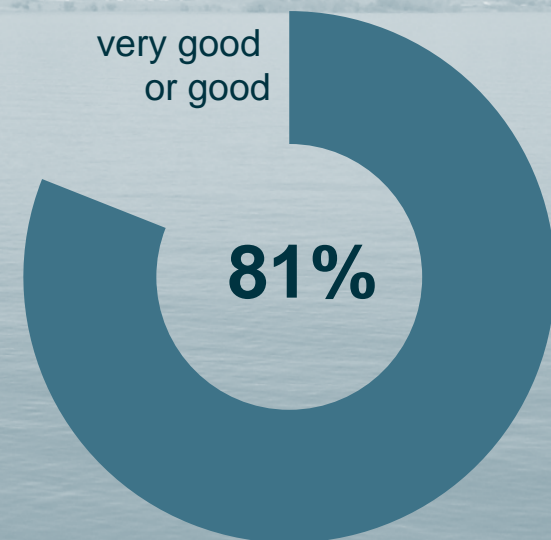


# Right direction and high quality of services overall

Headed in right direction



Overall quality of services



## **KEY FINDING:**

**Life and safety services  
were of high quality and  
priorities for residents**

# Safety is top community priority



**Providing safe drinking water and sewer services**

**97%**



**Providing for a safe community**

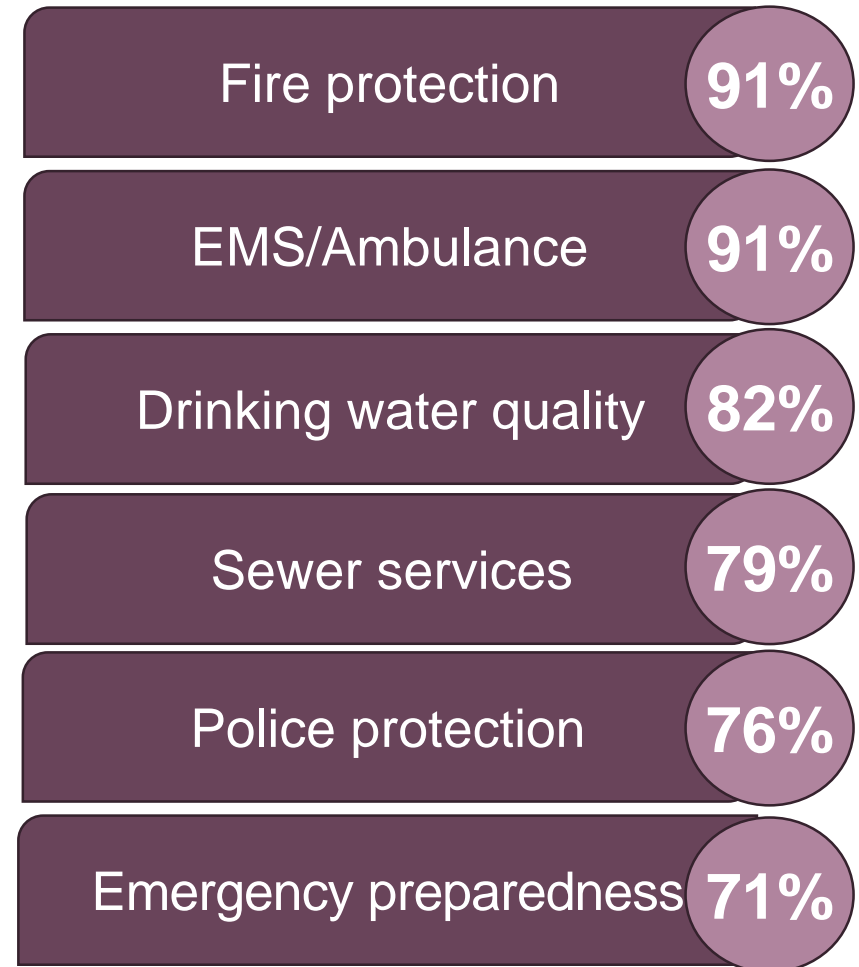
**96%**



# Life and safety services viewed as most important



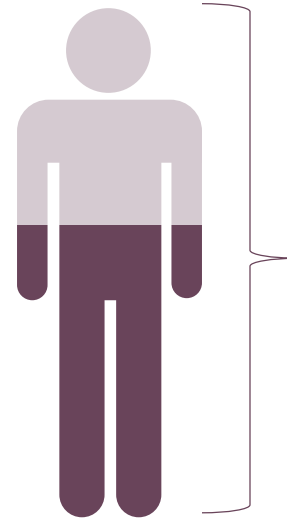
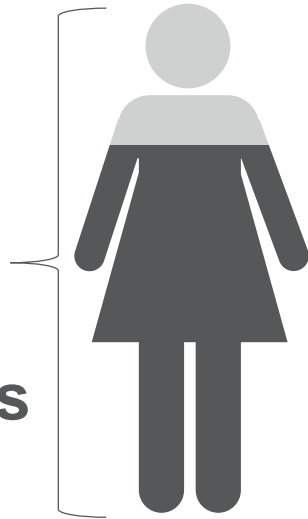
Very good or good



# Feelings of safety were stable

8 in 10

- Safe from:
- residential fires
  - violent crimes



6 in 10

- Safe from:
- property crimes

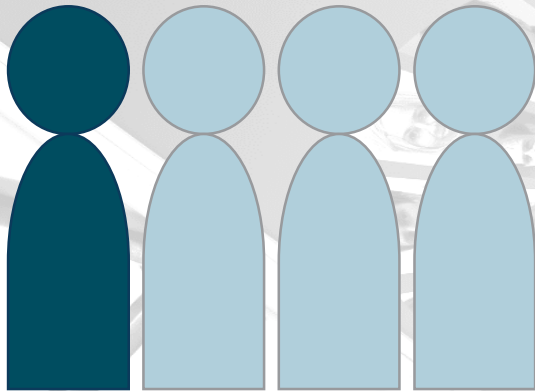
Very or somewhat safe

## **KEY FINDING:**

**Continue to leverage the City's online presence to engage the community**

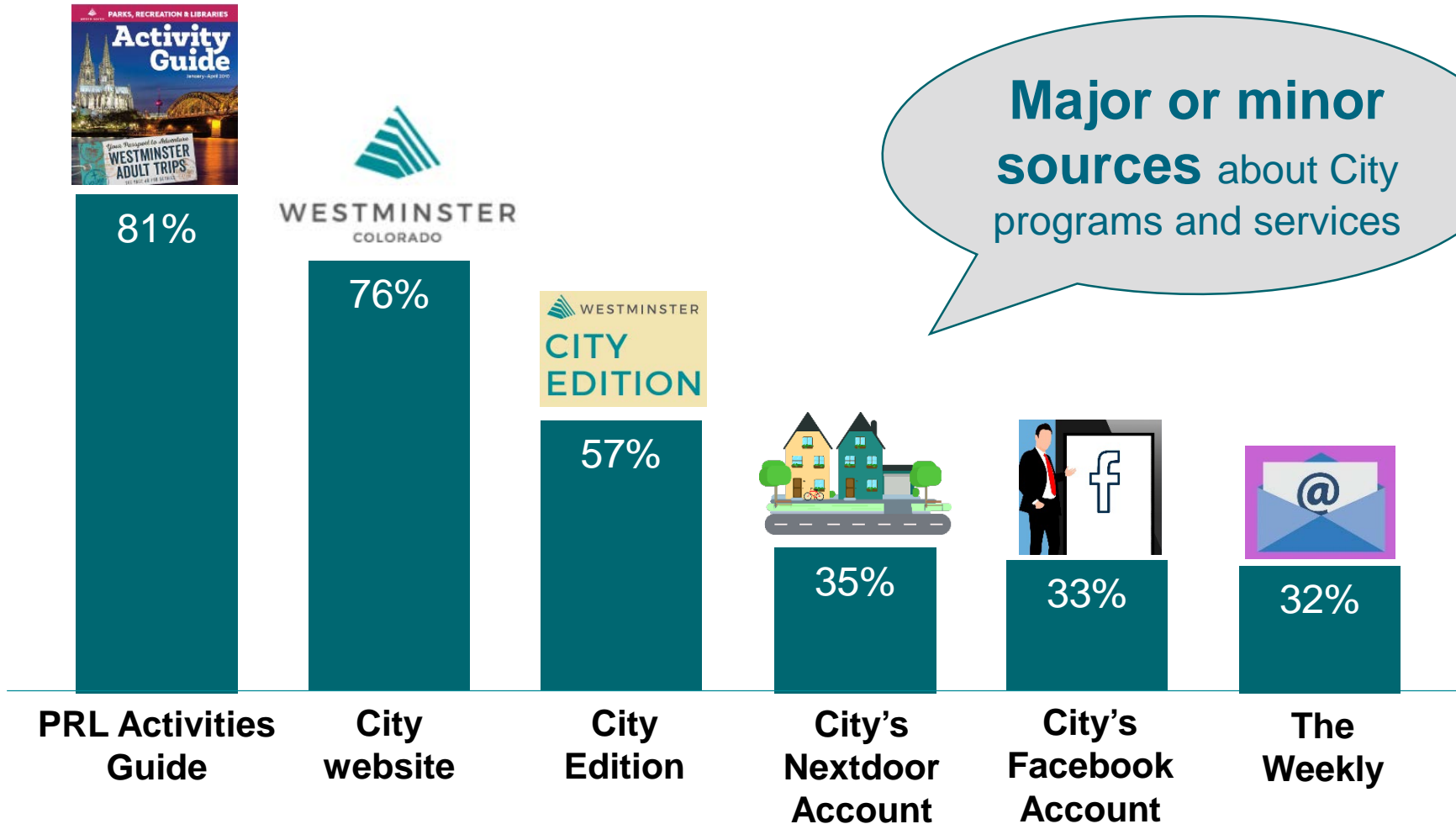
# Most relied on sources for City news

#1 or #2 most relied on sources



- ✓ **Social media**
- ✓ **PR&L Activity Guide**
- ✓ **City's website**
- ✓ **City Edition**
- ✓ **Television news**

# City-provided sources of information





**Now what?**

# How are survey results used?



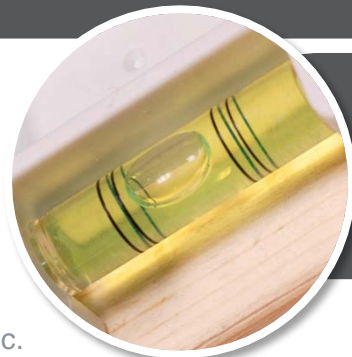
**Monitor trends in resident opinion**



**Measure government performance**



**Inform budget, land use, strategic planning decisions**



**Benchmark service ratings**

# How can the City take action?

- Share results with residents, partners and employees
- Develop performance metrics
- Incorporate survey data into strategic plan and budget
- Follow-on focus groups
- Online panel for shorter web-based surveys
- Next Steps Workshops



# Questions?



**NRC**  
National Research Center Inc

# Thank you!

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