



WESTMINSTER

City of Westminster, CO

2016 CITIZEN SURVEY



NRC
National Research Center Inc

Survey Background



- 13th survey administration since 1992
- Report card of community quality, City services and public opinion
- Results compared by school district
 - Adams 12
 - Westminster
 - Jefferson County



Survey Method



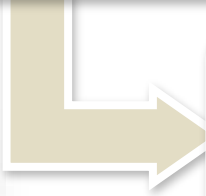
Surveys mailed to
3,000 households



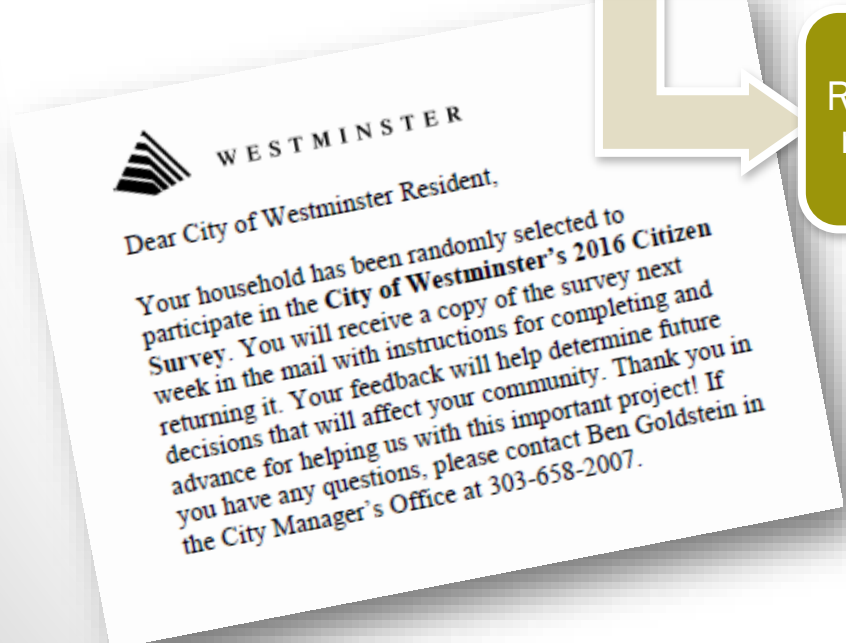
791 completed
(27%)



Results weighted to
reflect community



Comparisons to
National and Front
Range benchmark

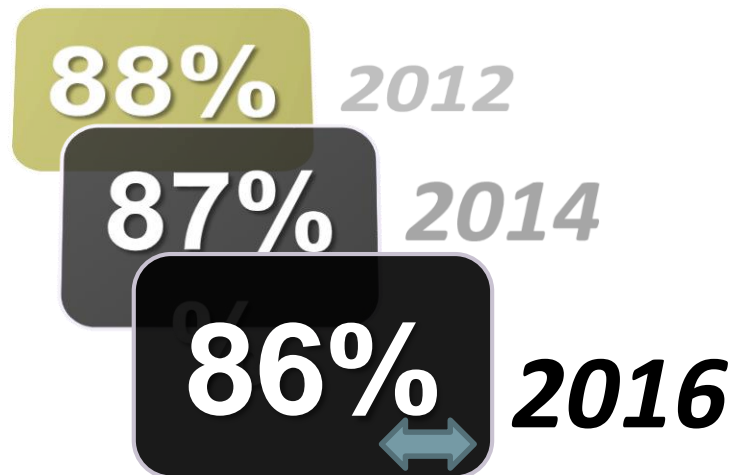


Westminster residents continue to enjoy a high quality of life

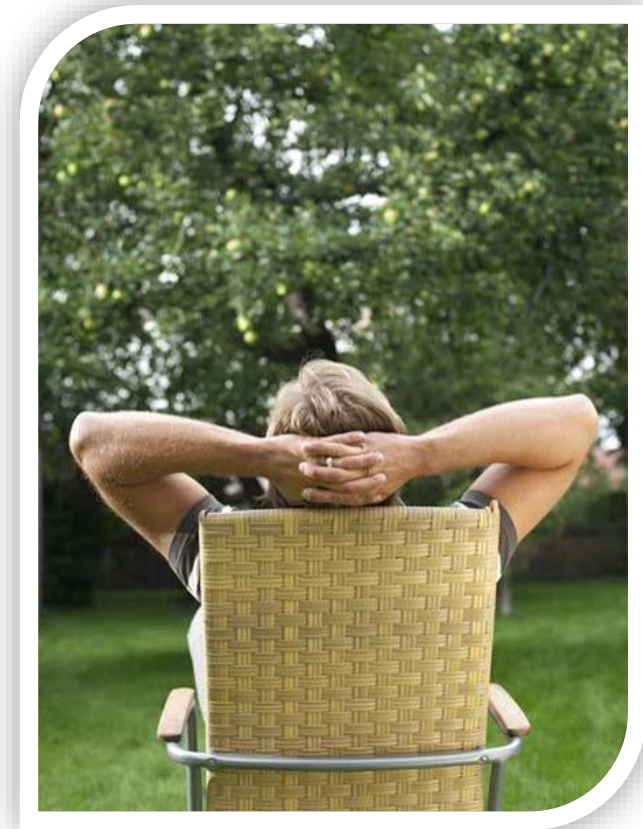


High Quality of Life

Overall quality of life in Westminster



Percent "very good" or "good"



 *Similar to national benchmark*

High Quality of Community

9 in 10

Place to live



8 in 10

Place to raise children



6 in 10

Local public schools

6 in 10

Place to retire

↓ Lower than national benchmark
↔ Similar to national benchmark

“very good” or “good”

Residents think highly of the City government



City Heading in Right Direction

Overall direction the City is heading

89% 2012

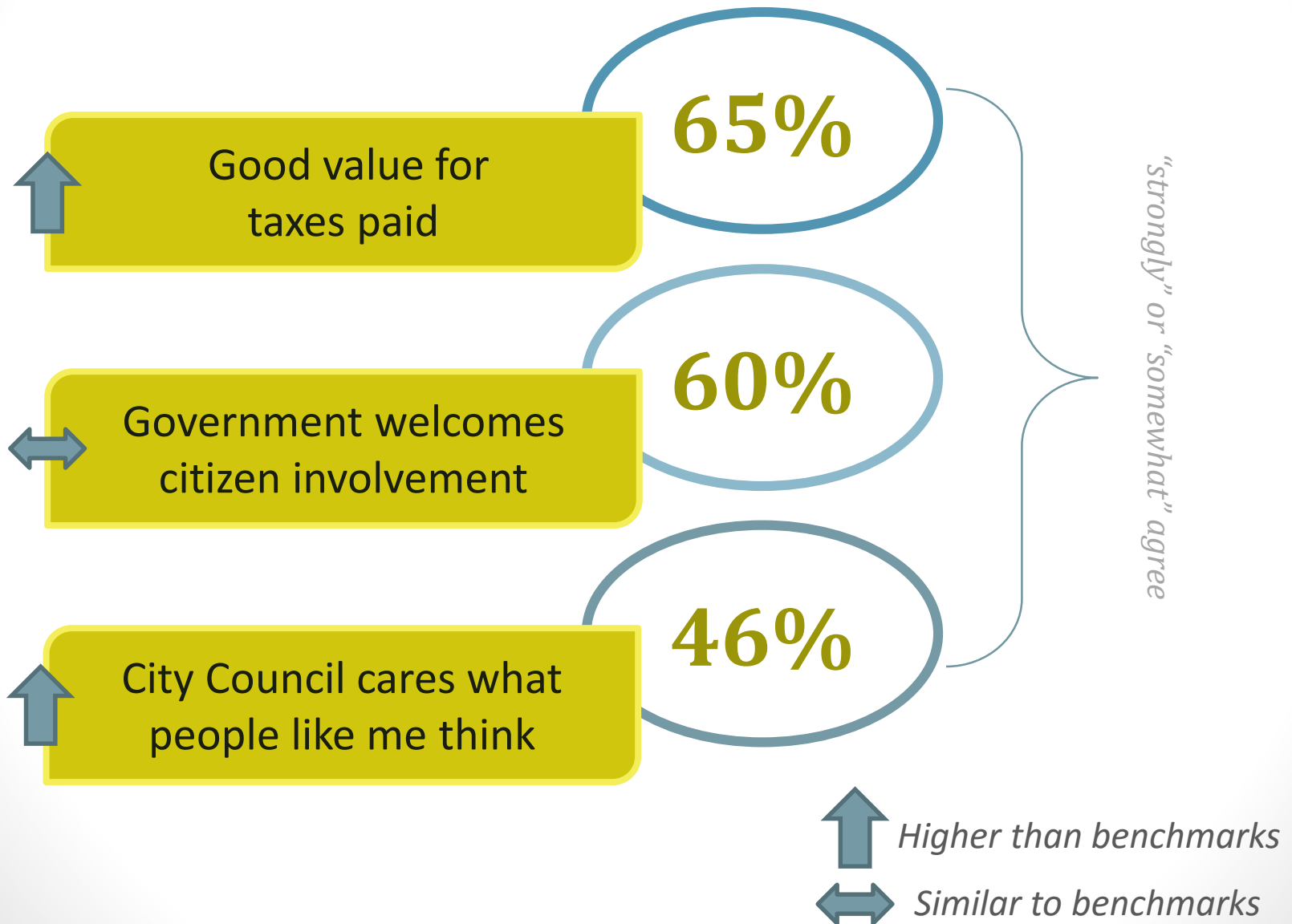
93% 2014

92% 2016

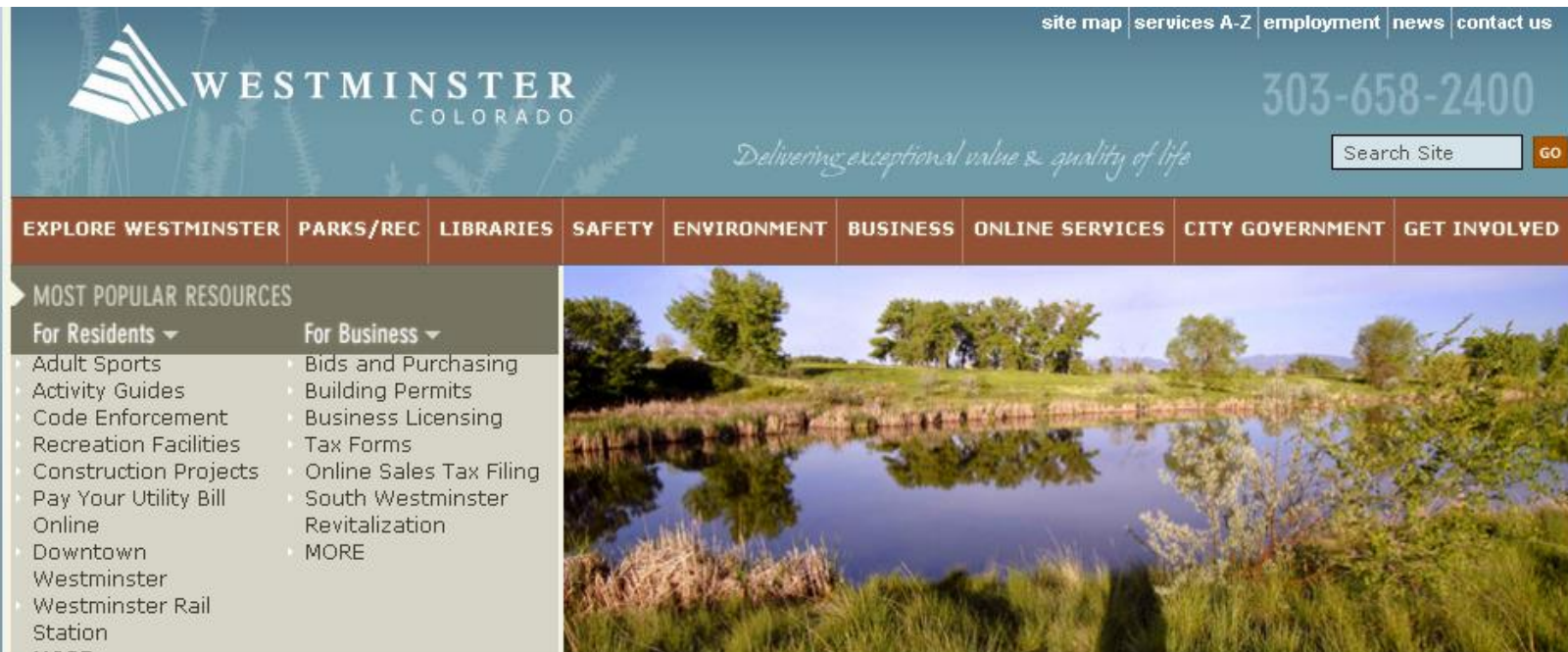
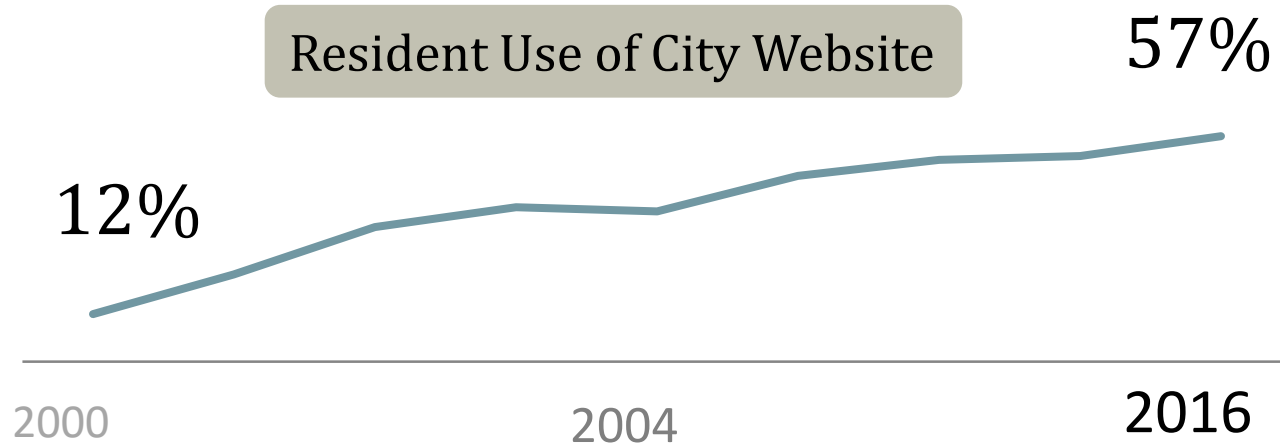
Percent "right direction"



Positive Views of Local Government



City Website



Respondents appreciate City services



Service Quality



Service Importance

**MOST
IMPORTANT**

Drinking water

Fire protection

Ambulance/EMS

Street Repair



LESS

Recycling centers

Animal management

Street cleaning

Residents happy with neighborhoods but cost of living is a top concern



Good Quality Neighborhoods

Overall quality of neighborhood

79% 2012

79% 2014

75% 2016

Percent "very good" or "good"



↔ *Similar to national benchmark*

Top Concerns

at least

4 in 10

High cost of housing

Drugs

Crime

Vandalism

Too much growth

*“major” or
“moderate” problem*



1 in 10

Availability of parks

Availability of trails or
trail connections

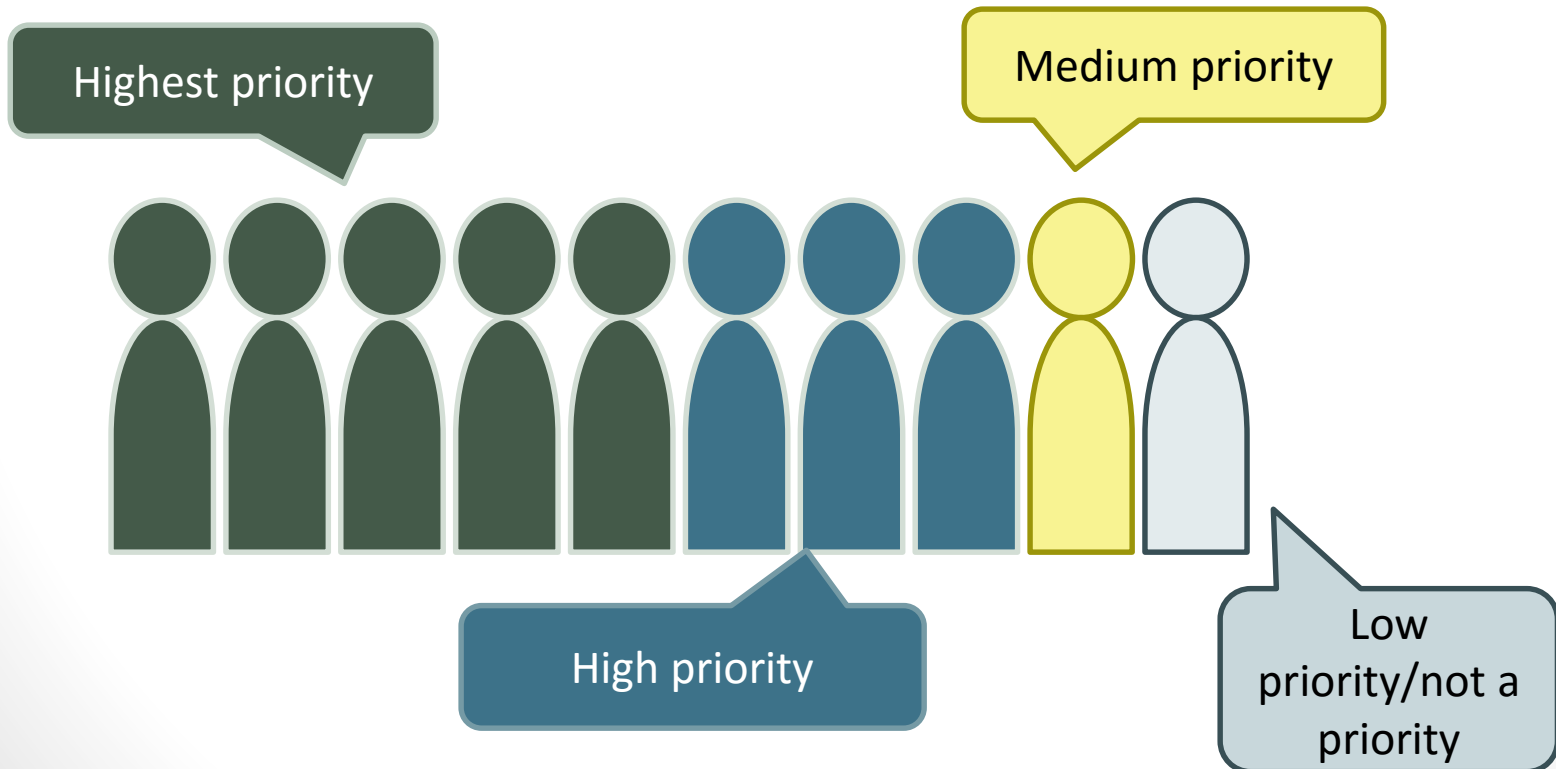
Resident Priorities



Resident Priorities for City Council

TOP PRIORITY:

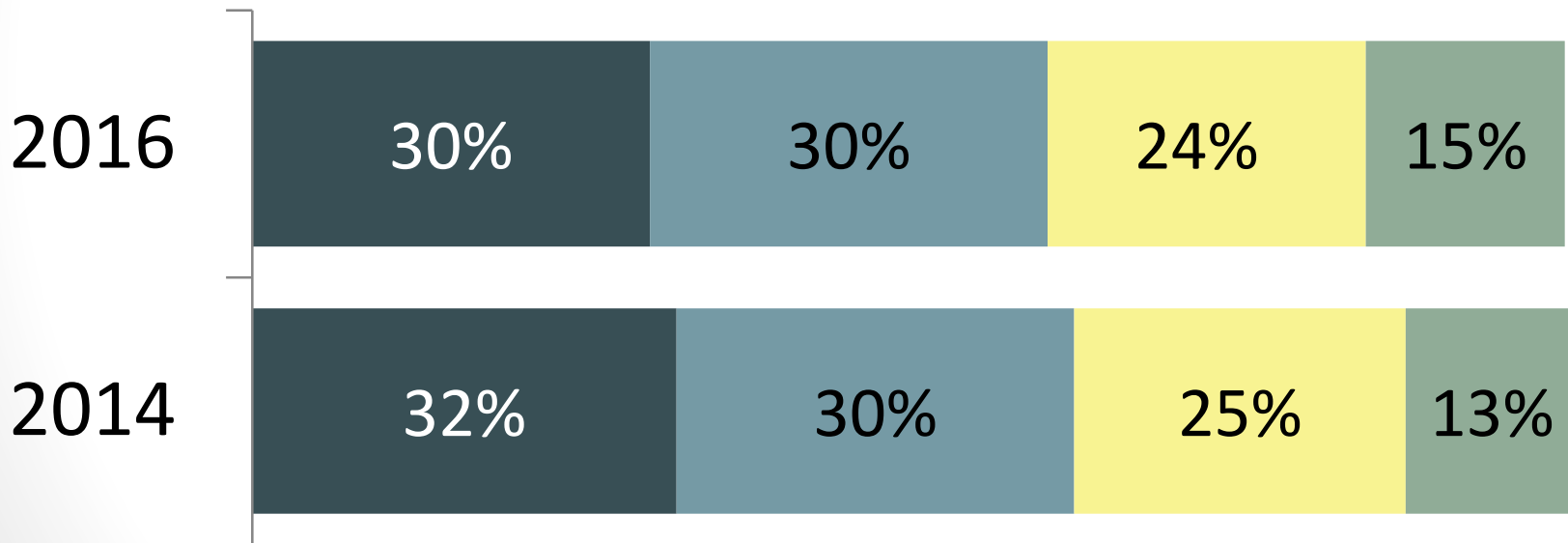
Working with the school districts that serve Westminster to ensure availability of high quality public education



Completing Commuter Rail Line

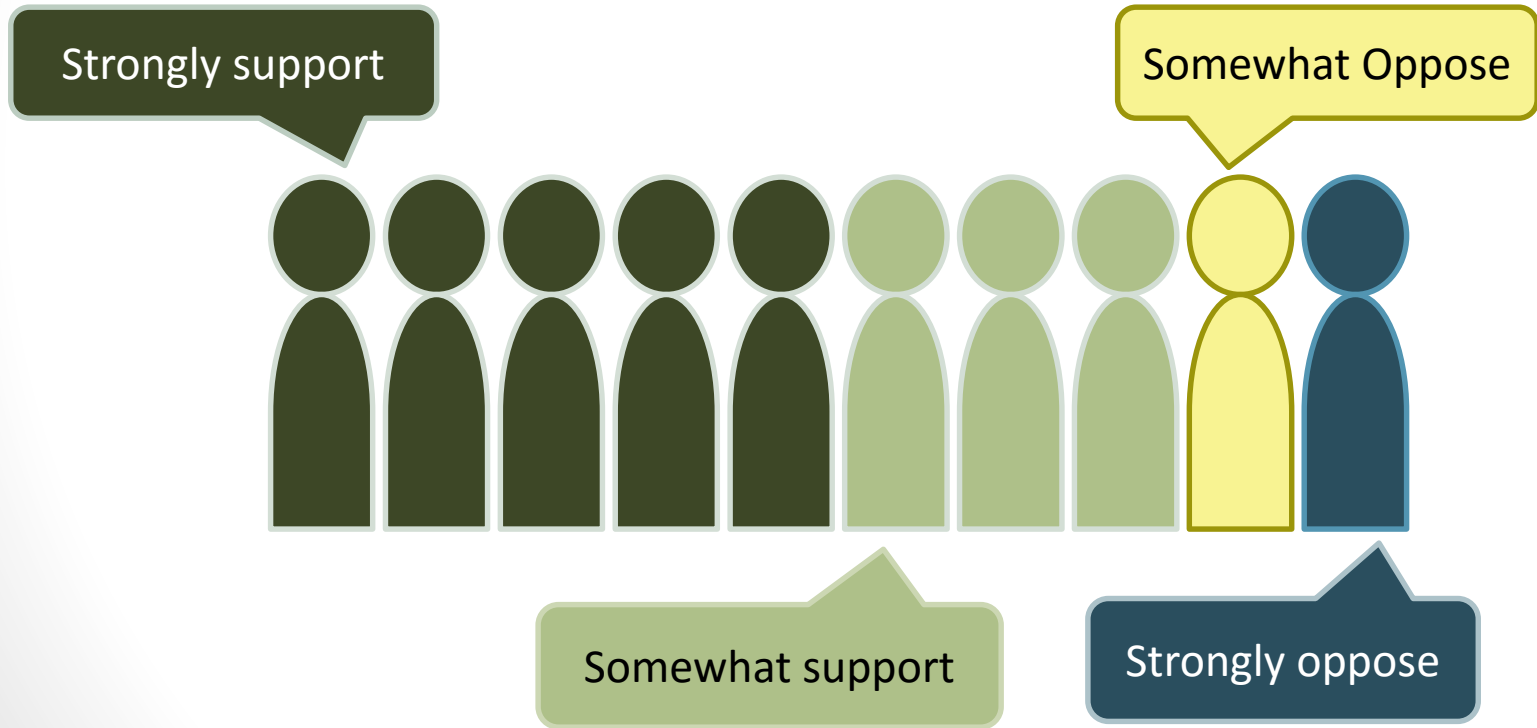
How important is it to you, if at all, that commuter rail service is completed in the Northwest Corridor?

■ Essential ■ Very important ■ Somewhat important ■ Not at all important



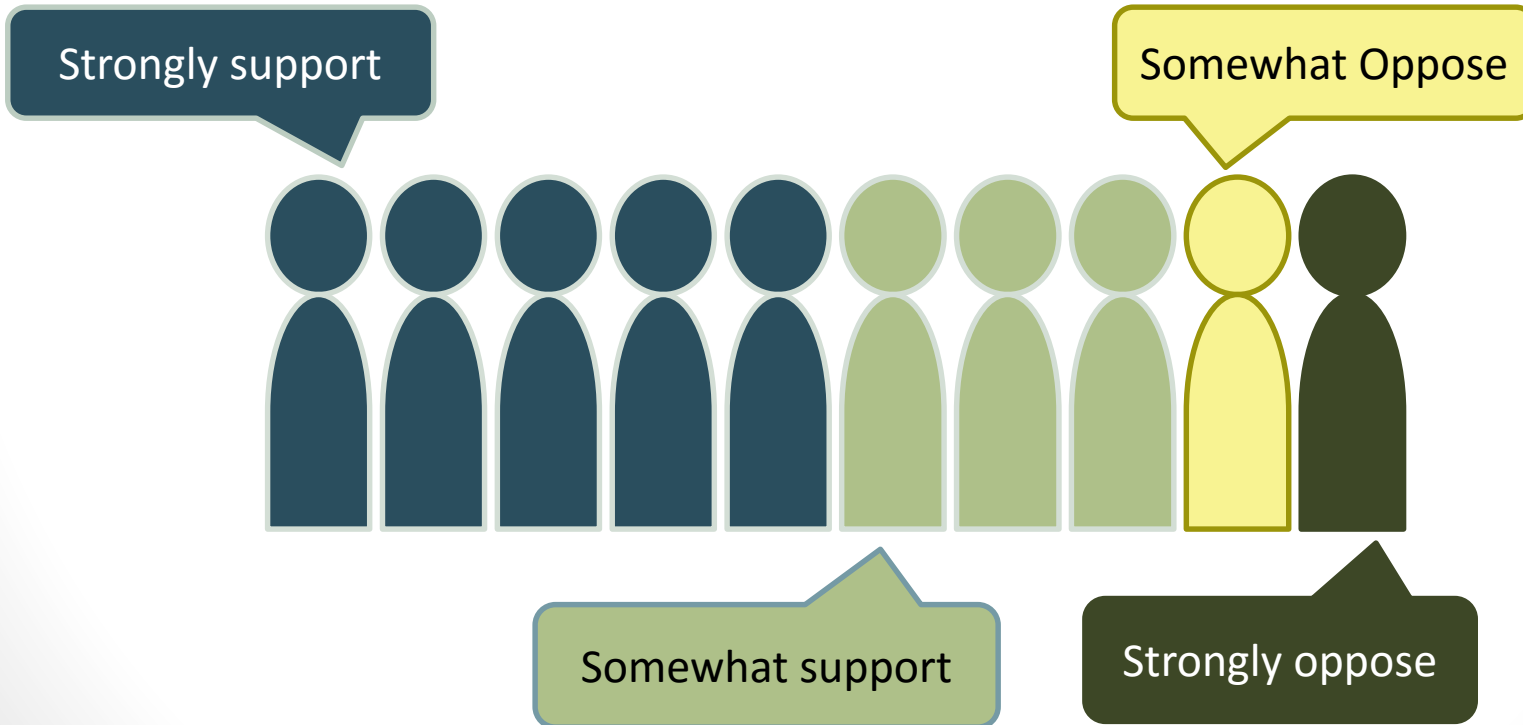
Support for an increase in Colorado's minimum wage

To what extent do you support or oppose an increase in the state's minimum wage?



Recycling in Westminster

To what extent would you support or oppose offering curbside recycling citywide if it was not an add-on service to purchase but automatically included in your trash removal bill, HOA dues or rent, even if it costs a bit more?





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Thank You!

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