



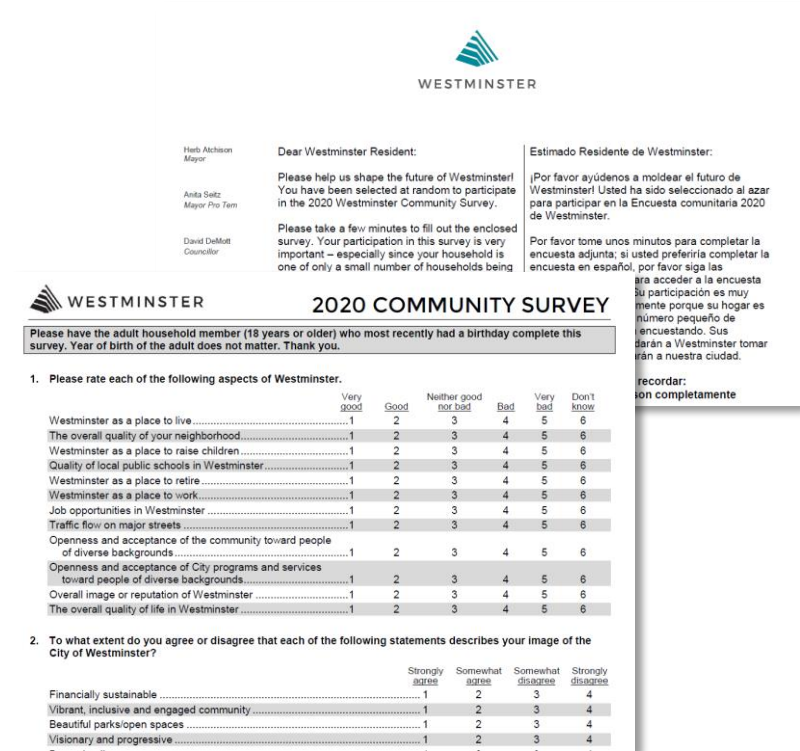
WESTMINSTER

2020 Community Survey



Survey background & methods

- 15th administration
- Mailed to 4,000 households
- Offered online and in Spanish
- 613 completed (16%)
- ±4% margin of error
- Weighted to reflect community
- Results compared by demographics and school district
- Benchmarks



2019 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 #1:

Westminster residents generally gave positive marks to the overall quality of life in the city and the quality of their neighborhoods.

Quality of life and neighborhood

82% Overall quality of life in Westminster

80% Overall quality of neighborhood



Vision Statement:

68% agreed to include 'A community with distinct neighborhoods'

Aspects of community



87% Place to live

81% Place to raise children

69% Image/reputation

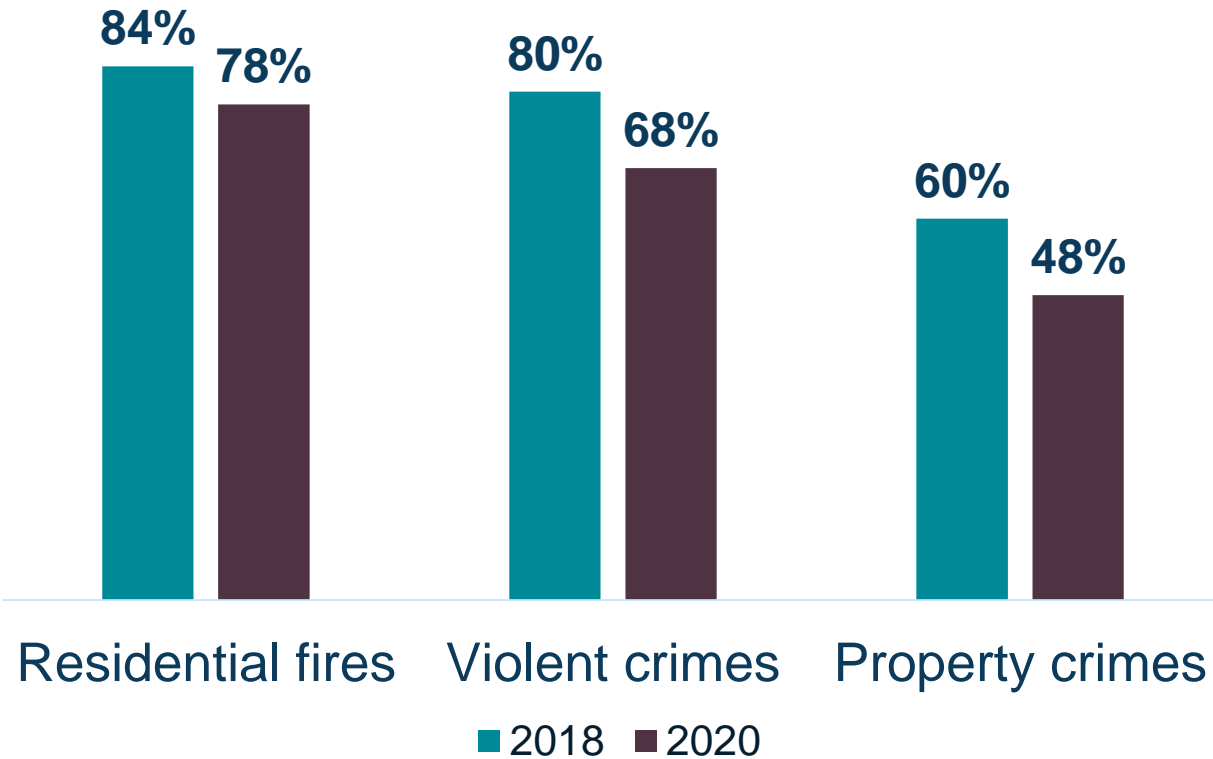
55% Place to retire

54% Quality of public schools

KEY FINDING #2:

**Perceptions of safety
and the quality
of safety services
declined from
2018 to 2020.**

Feelings of safety



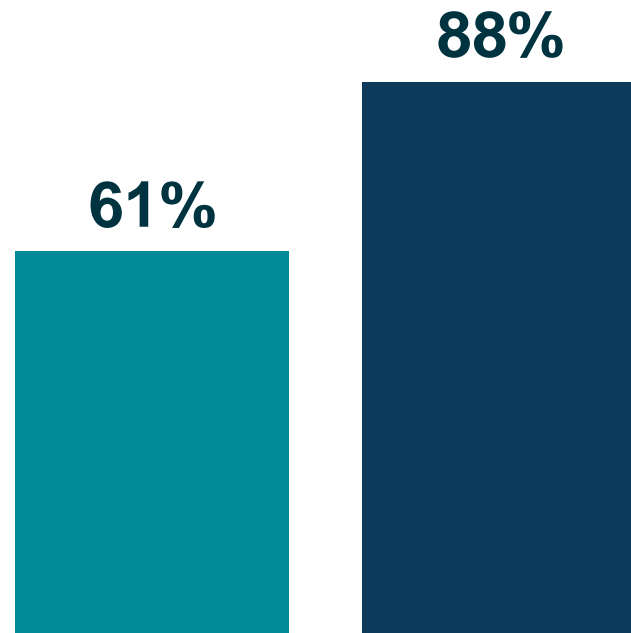
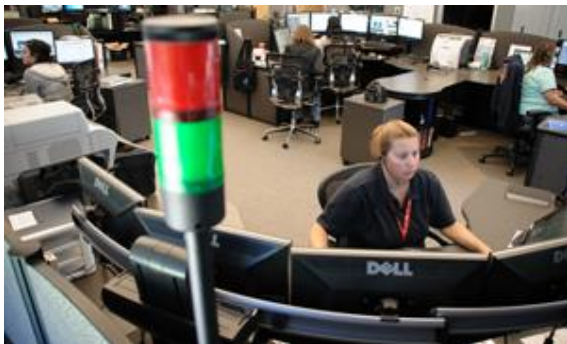
76% agreed that 'Safe and secure' describes Westminster



City safety services



Emergency preparedness



Emergency preparedness

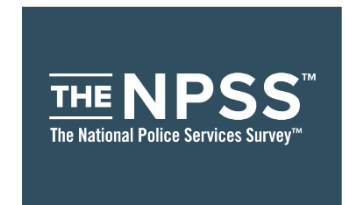
■ Quality ■ Importance

Possible Reasons for Changing Perceptions Related to Public Safety

Public Safety Data	Compounding Issues
Violent crimes 2017-2019	National trends Officer involved shootings or misconduct Negative media attention Changing demographics
EMS calls steadily increasing EMS response times steady (NFPA)	
Fires decreased in 2019 (but increased in 2018)	Apartment fire in 2018 Colorado wildfires in 2018

Higher safety ratings:

- Higher income households
- Detached units
- Jeffco, Adams 12
- Younger residents and newcomers for fire safety



Results in July

Importance of safety issues



Provide for safe drinking water and sewer services

98%



Provide for a safe community

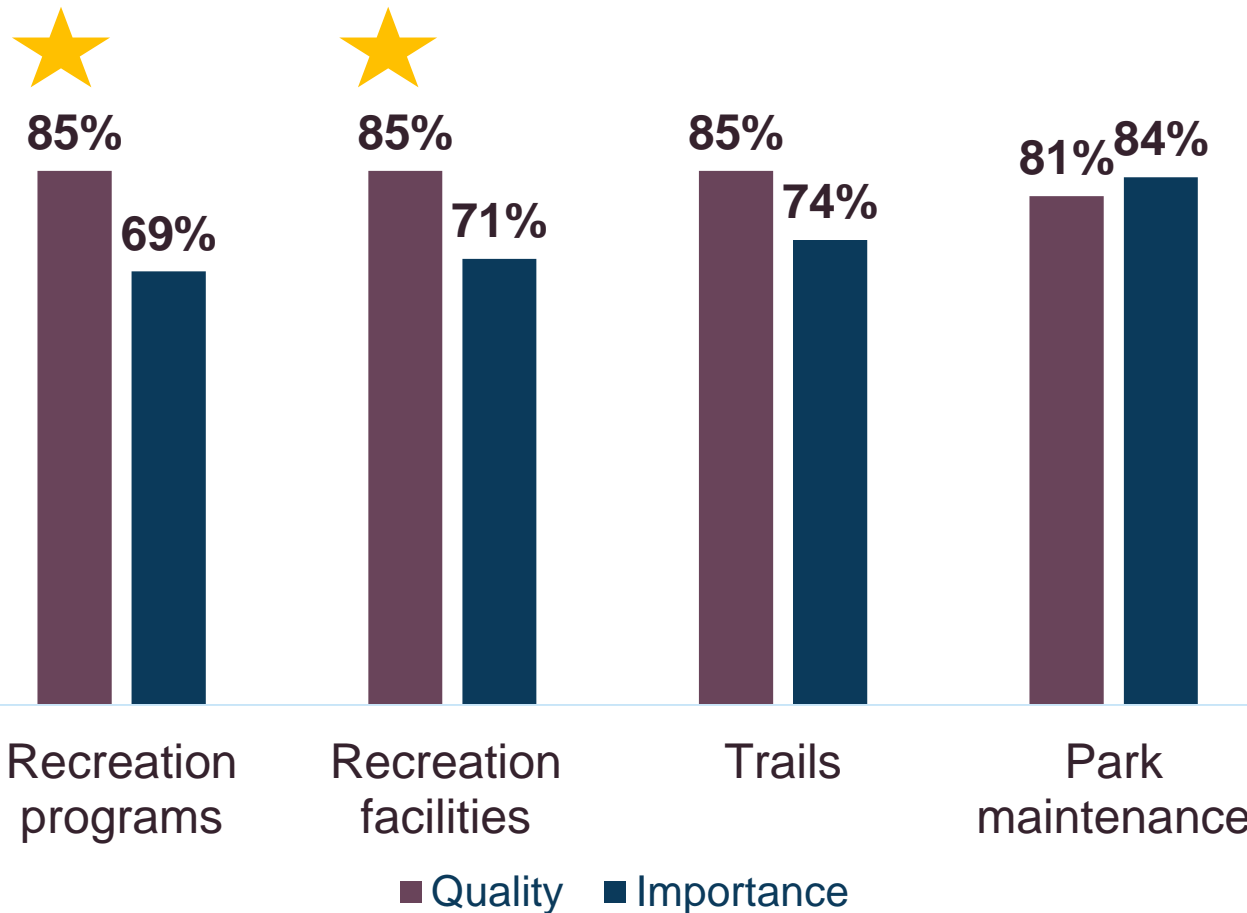
92%

KEY FINDING #3:

**Survey respondents
continued to value and
place a high
importance on
parks and recreation
services.**

Quality and importance of parks and recreation

★ Higher than national benchmark



93% agreed that 'Beautiful parks and open space' describes Westminster

Outdoors and quality of life

Open ended question:
10% said that actions related to
open spaces, trails, and parks
were important to improve
quality of life

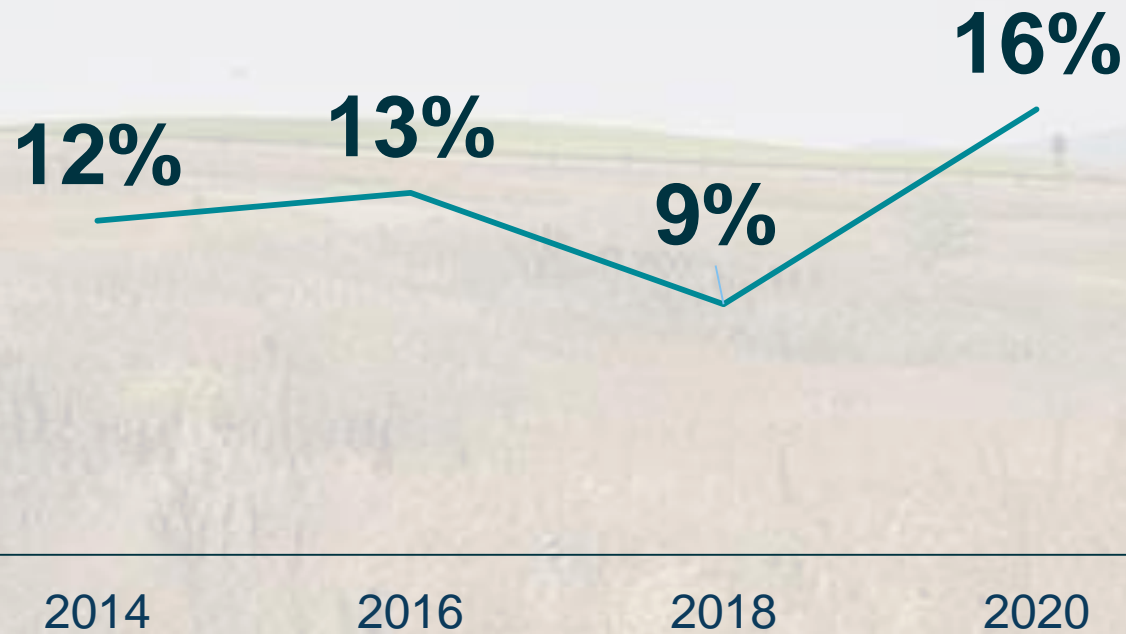


Vision Statement:

88% agreed to include
'A community that
embraces the outdoors'

Trails in Westminster

Unavailability of trails or trail connections



Importance of parks and recreation issues



Provide access to parks and recreational opportunities

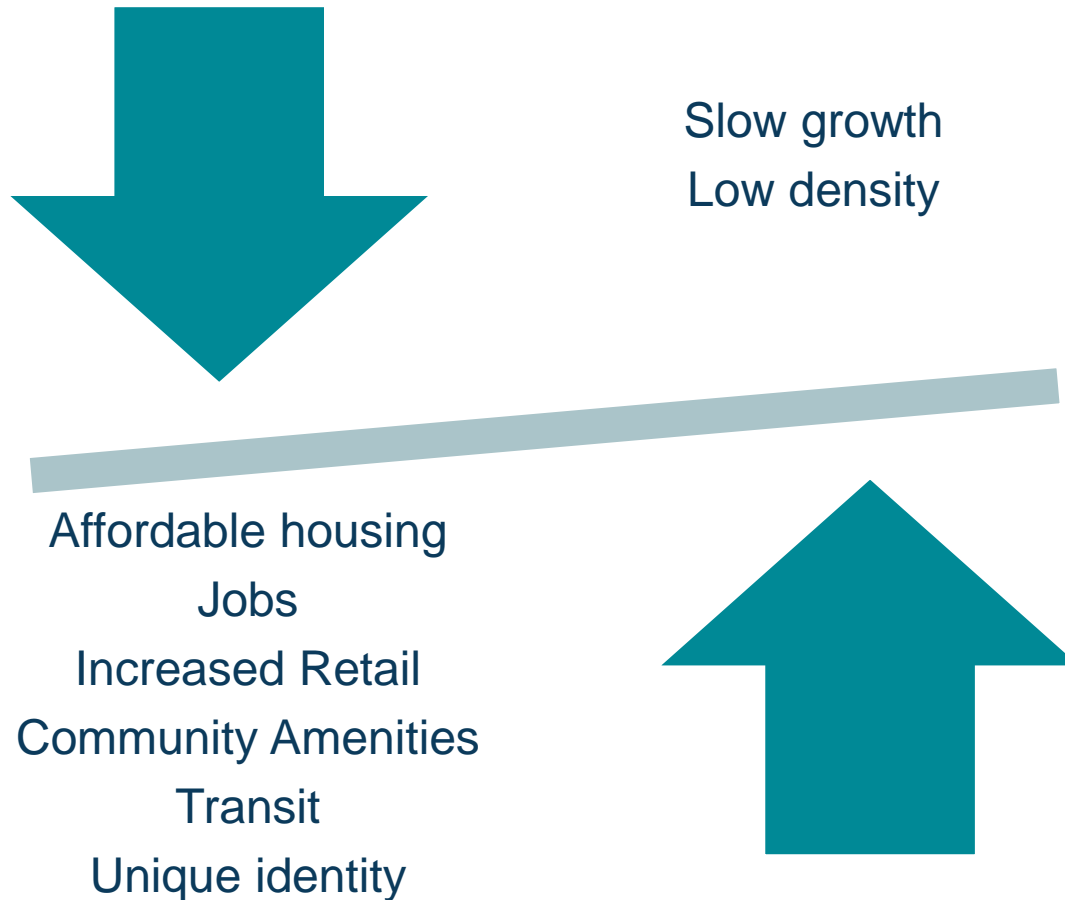
84%



KEY FINDING #4:

Residents voiced concerns about affordable housing and density in Westminster.

Front Range Paradox



Affordable housing



Ensure the City provides ample affordable/workforce housing

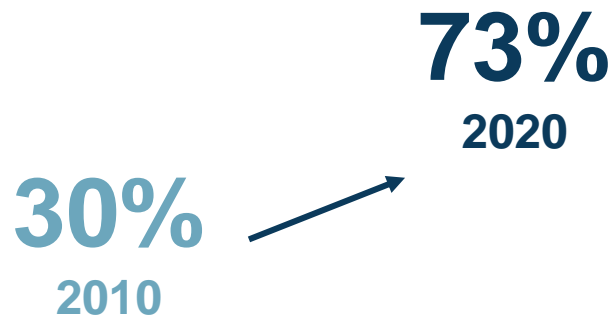
65%

Open ended question:
Affordable housing
was the **#1** way the City
could **improve community**
quality of life
(1 in 5 residents)

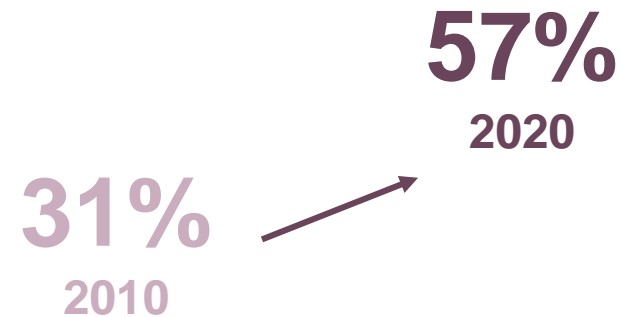


Housing cost and growth

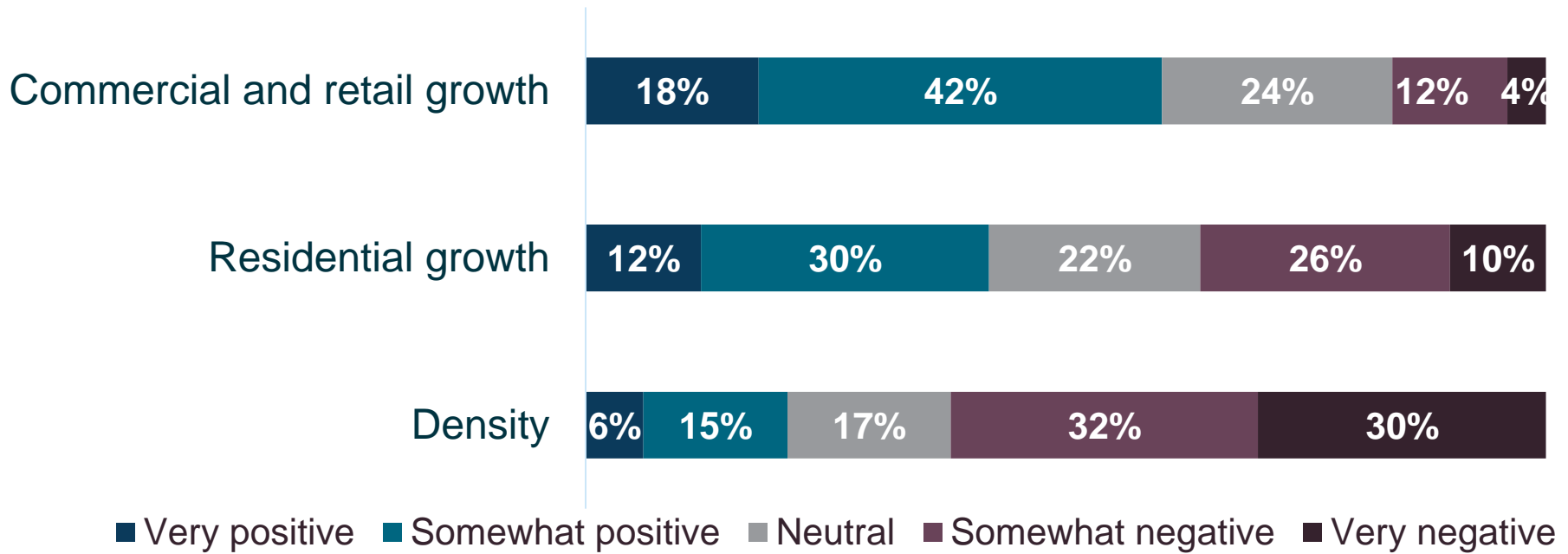
High cost of housing



Too much growth



Growth and density



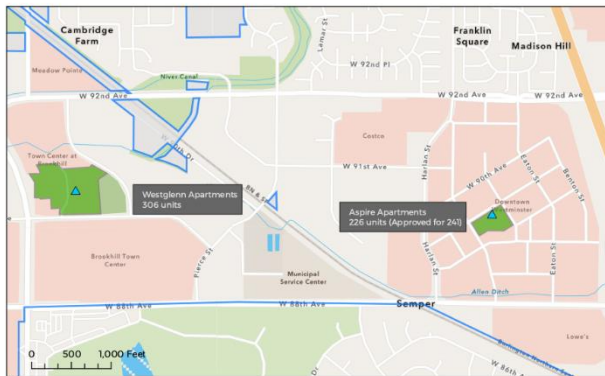
Vision Statement:
53% agreed to include
“The next Urban Center of the Colorado Front Range”

Residential Growth In Westminster

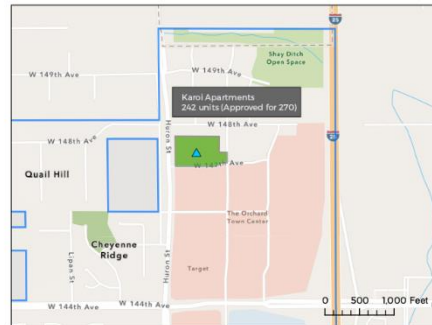
Multi-Family Developments in Westminster

April 2020

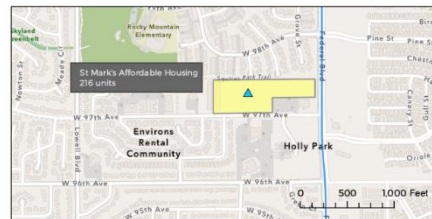
Brookhill and Downtown Focus Areas



North I-25 Focus Area



St. Mark's Affordable Housing



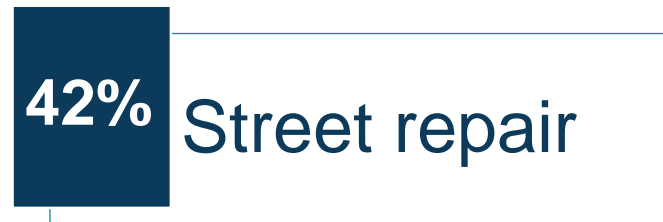
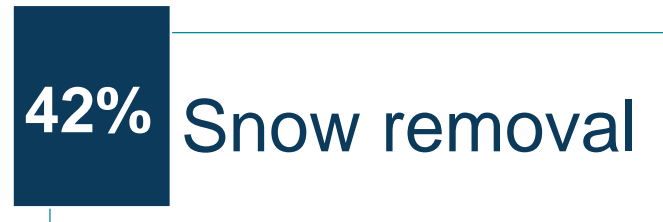
Year	MFU	SFU	Total
2015	488	172	660
2016	530	197	727
2017	324	125	449
2018	216	169	385
2019	990	109	1099

Aspire (Downtown Focus Area):	226
Westglenn (Brookhill Focus Area):	306
Kairoi (North I-25 Focus Area):	242
St. Mark's Affordable Housing:	216

More favorable of increase growth/density:

- Younger folks
- Attached unit dwellers
- Newcomers
- Jeffco and Adams 12 residents
- HH income higher for commercial growth
- Length of residency negatively associated with ratings of growth and density

Mobility in Westminster



The background is a faded, grayscale image of a mountain range. In the foreground, a tall, slender tower with a pointed top is visible, surrounded by trees. The overall scene is hazy and serves as a backdrop for the text.

City of Westminster Vision Statement

The following concepts are from the City of Westminster's current Vision statement. How much do you agree or disagree that each of the following should be included in the City's Vision statement?





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 continue to take action?

- Share results with residents, partners and employees
- Incorporate survey data into strategic plan and budget
- Follow-up focus groups
- Online panel for shorter web-based surveys

Questions?



Thank you!

