

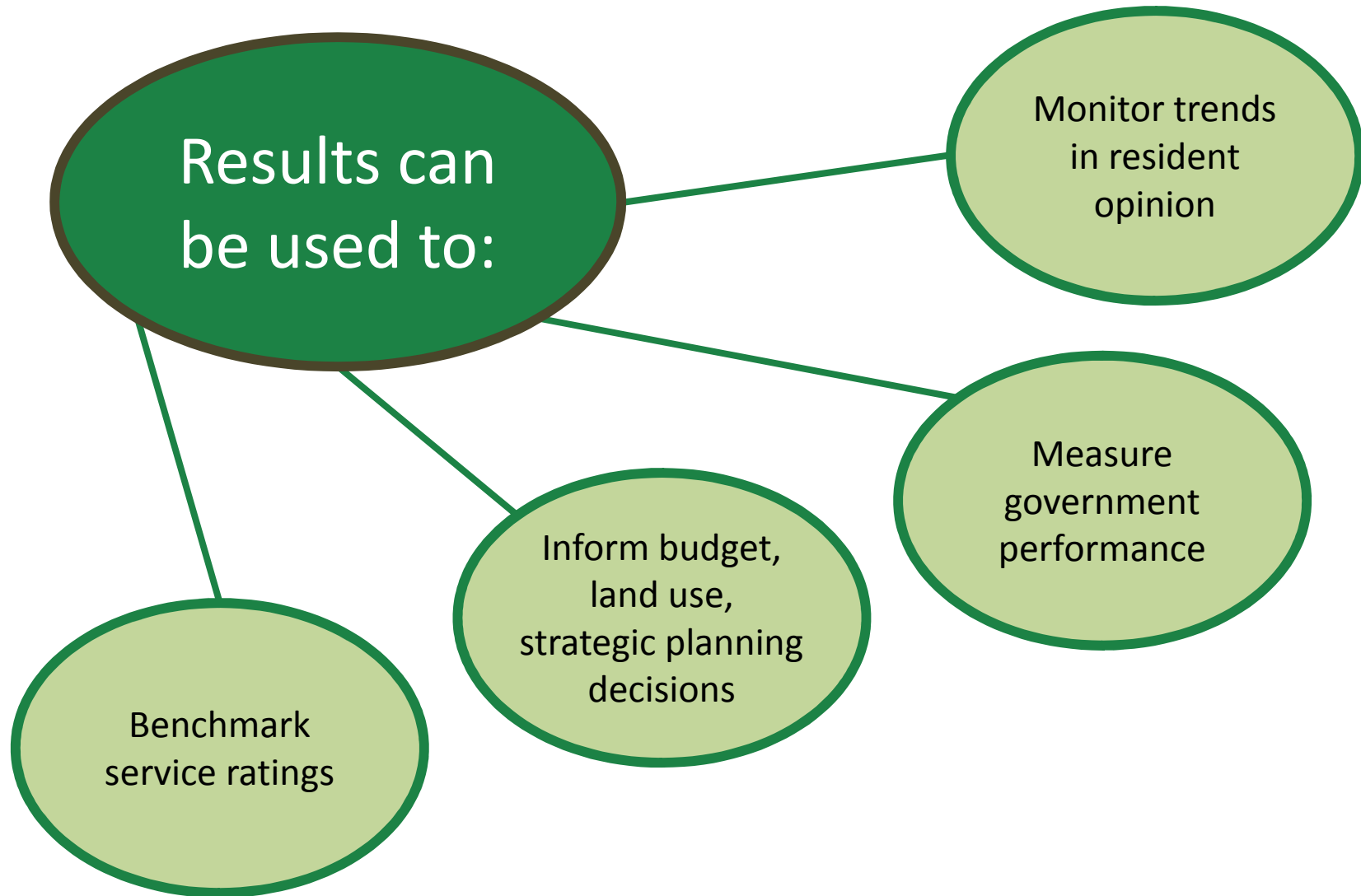


Citizen Survey 2012

Prepared by:



Using Survey Results



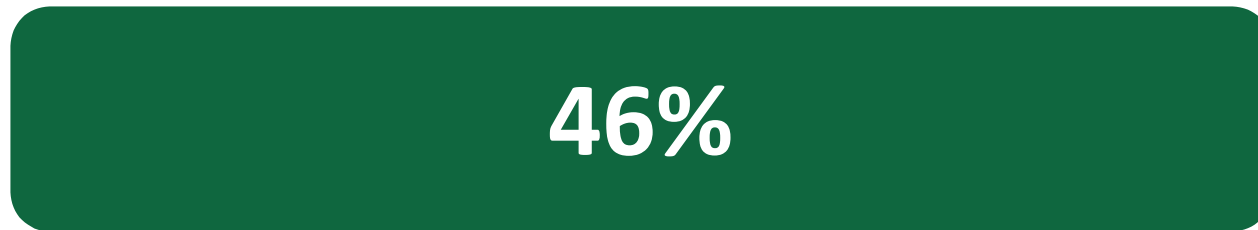
Methods

- Mailed invitation to 3,148 households
- Email invitation sent to over 2,700 email addresses (City's email distribution list)
- 1,406 completes; response rate 20%-23%
- Margin of error of +/- 3 percentage points
- National and Front Range benchmark comparisons

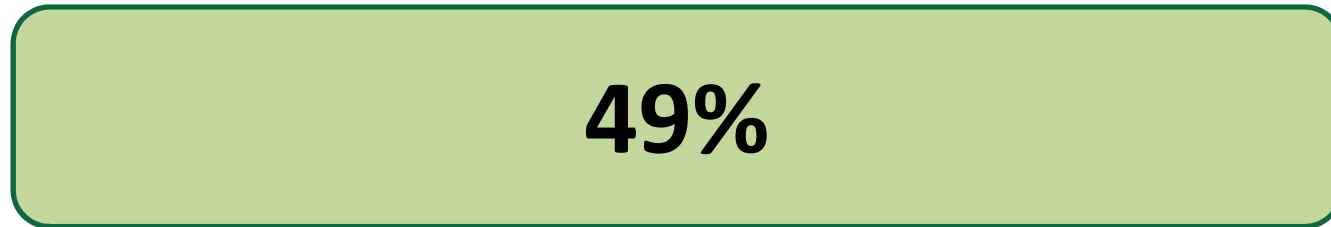


Quality of Life and Community

Overall Quality of Life



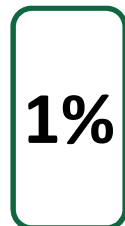
Excellent



Good



Fair

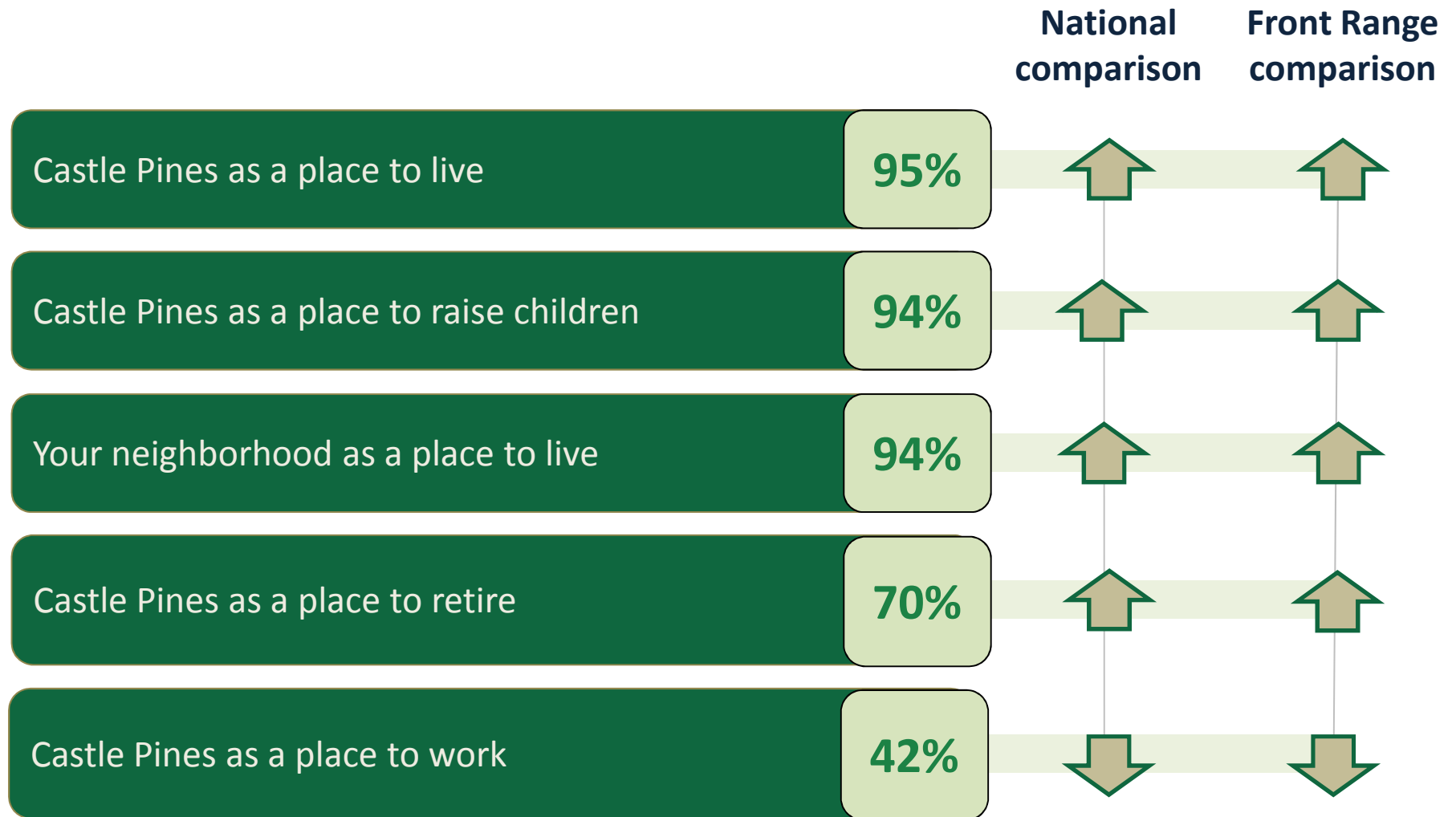


Poor

Percent of respondents

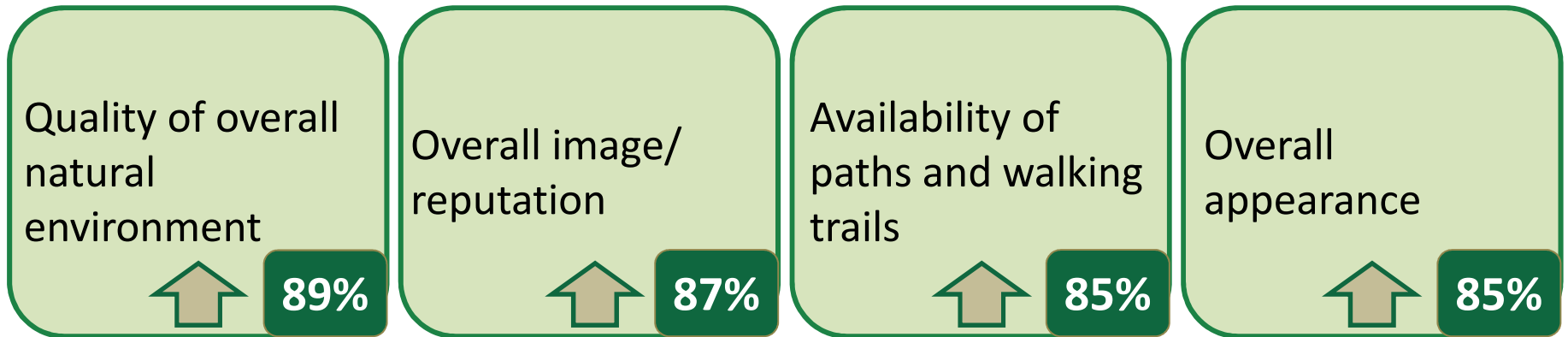


Aspects of Quality of Life



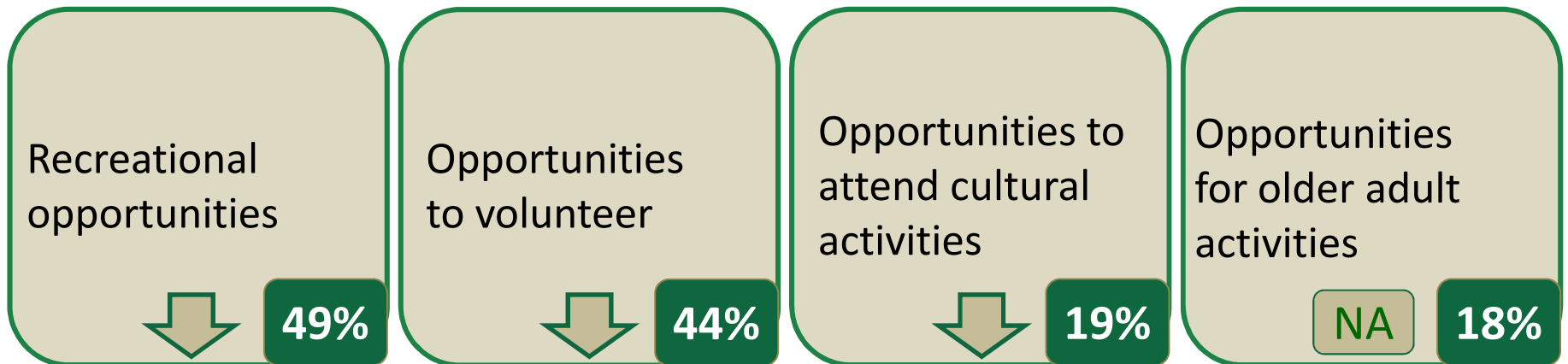
Percent "excellent" or "good"

Community Characteristics



Highest rated

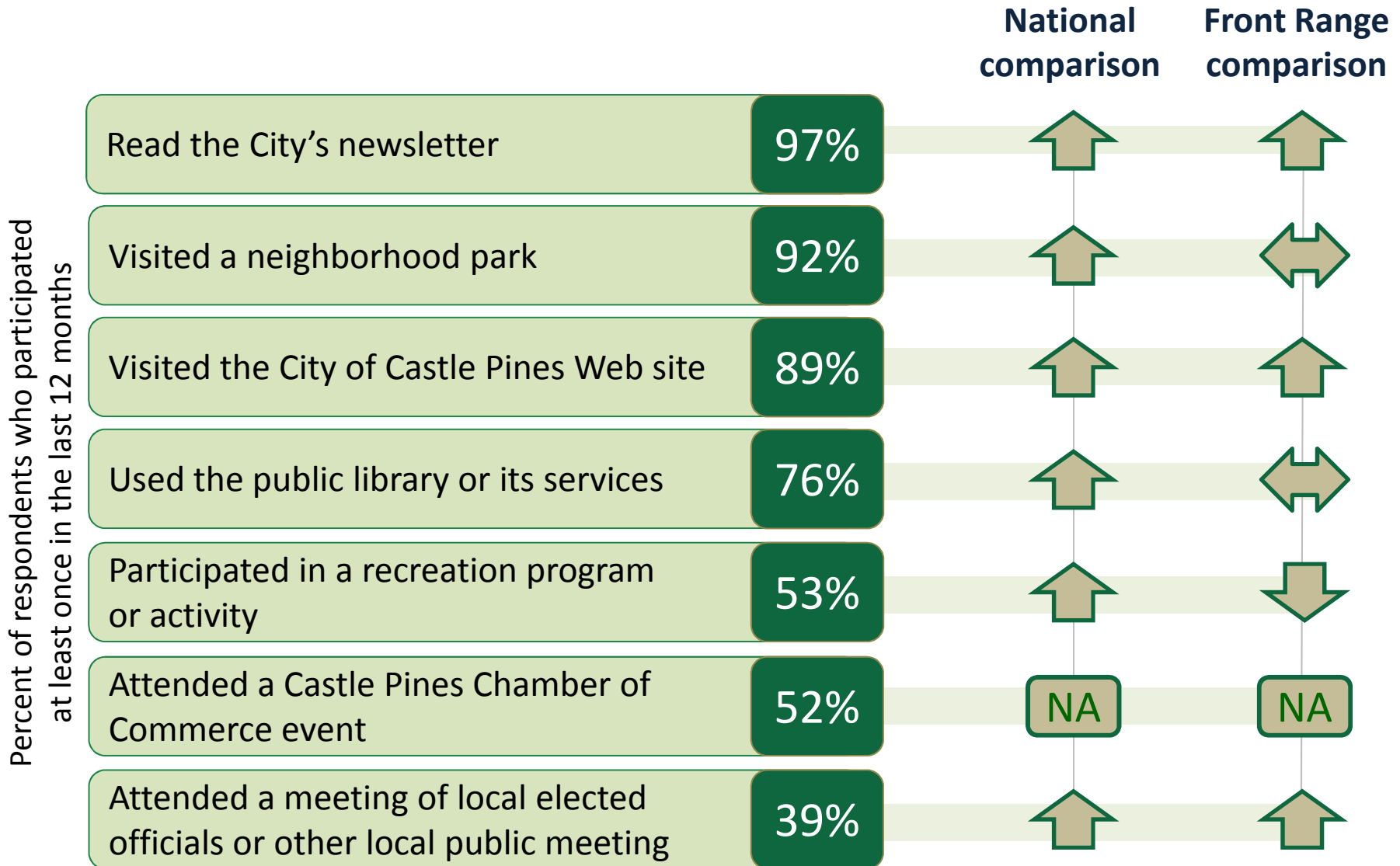
Lowest rated



Percent "excellent" or "good"

 = comparison to the national and Front Range benchmark

■ Participation in Community Activities ■

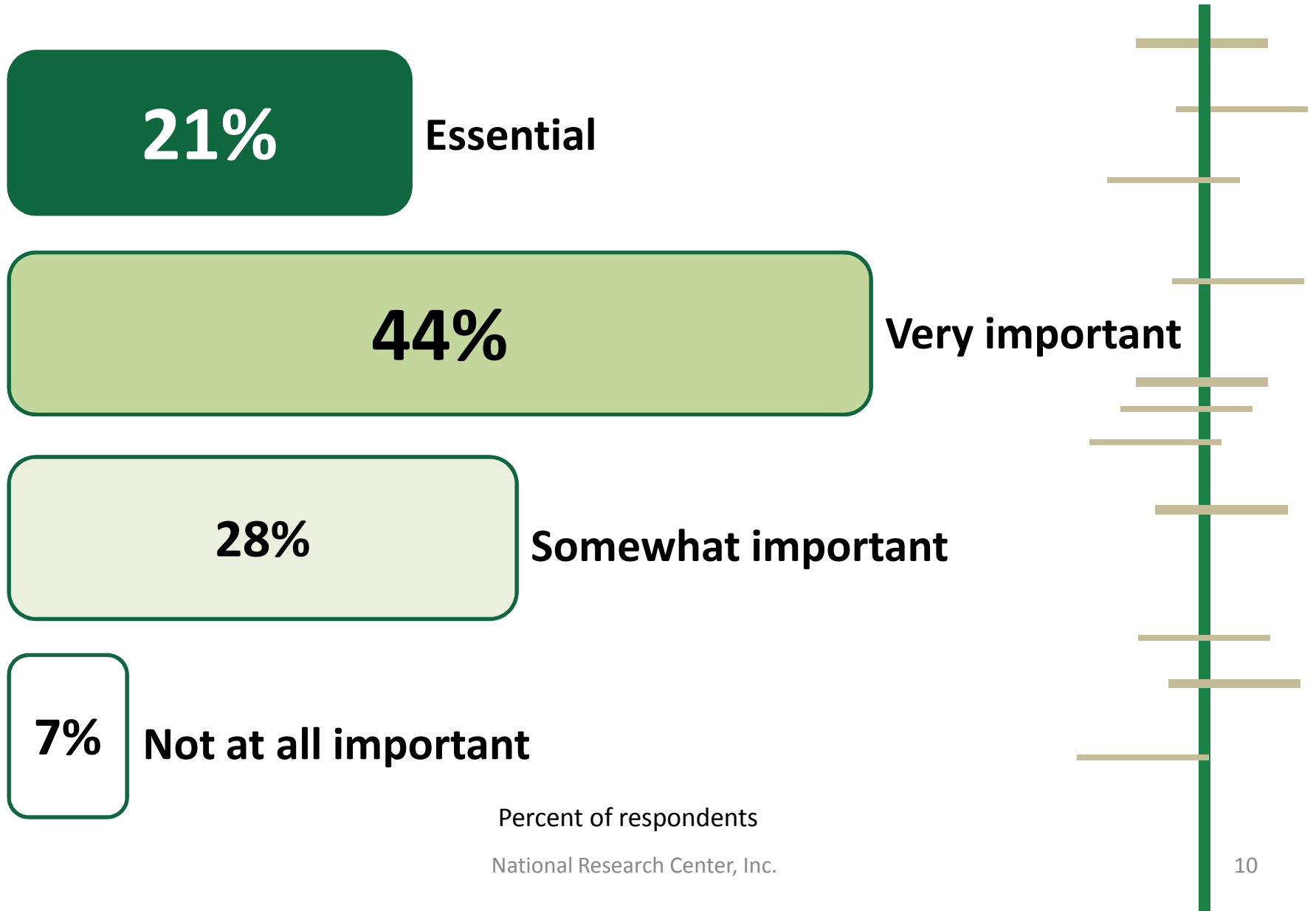




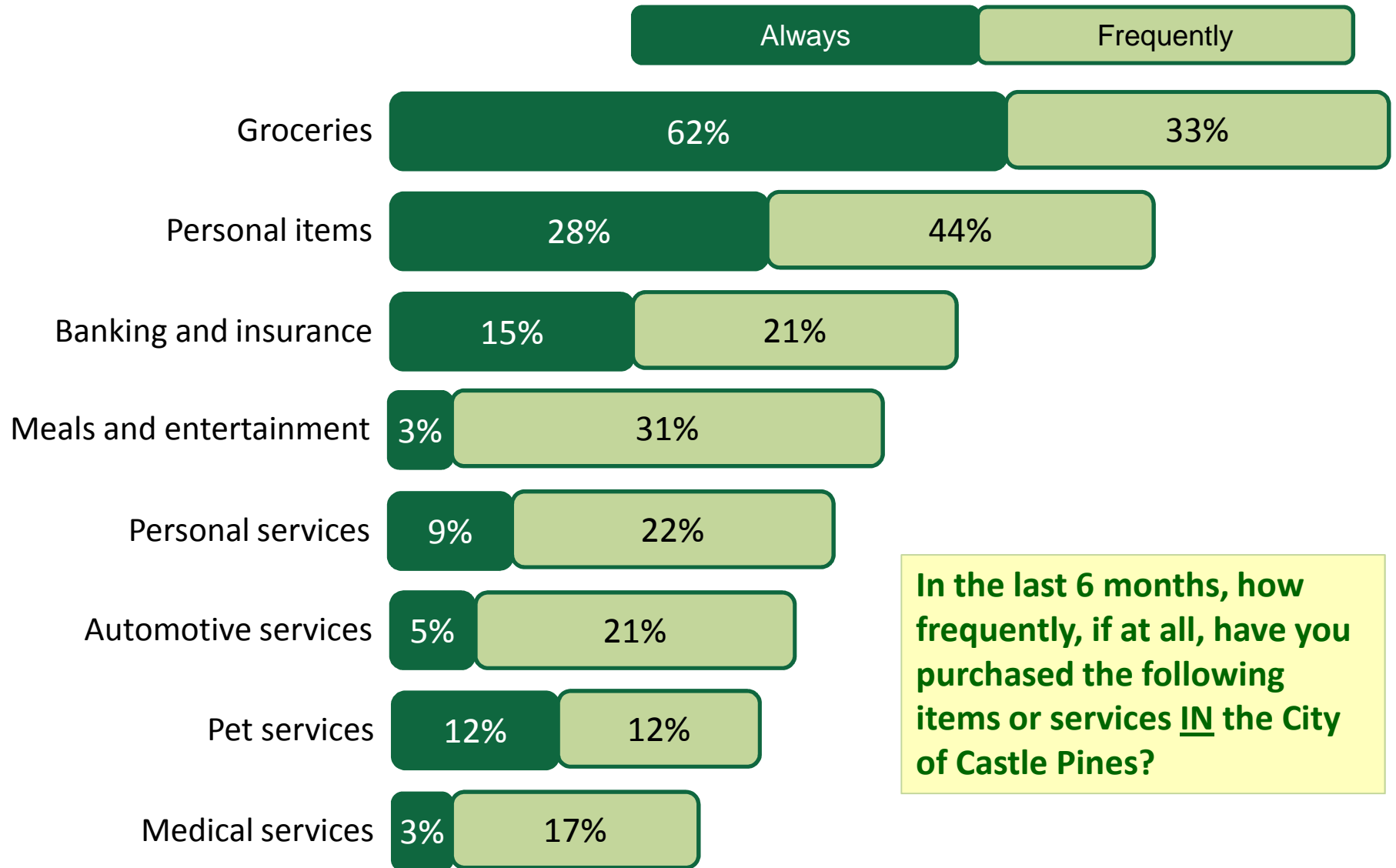
Shopping in Castle Pines

National Research Center, Inc.

Importance of Shopping in the City



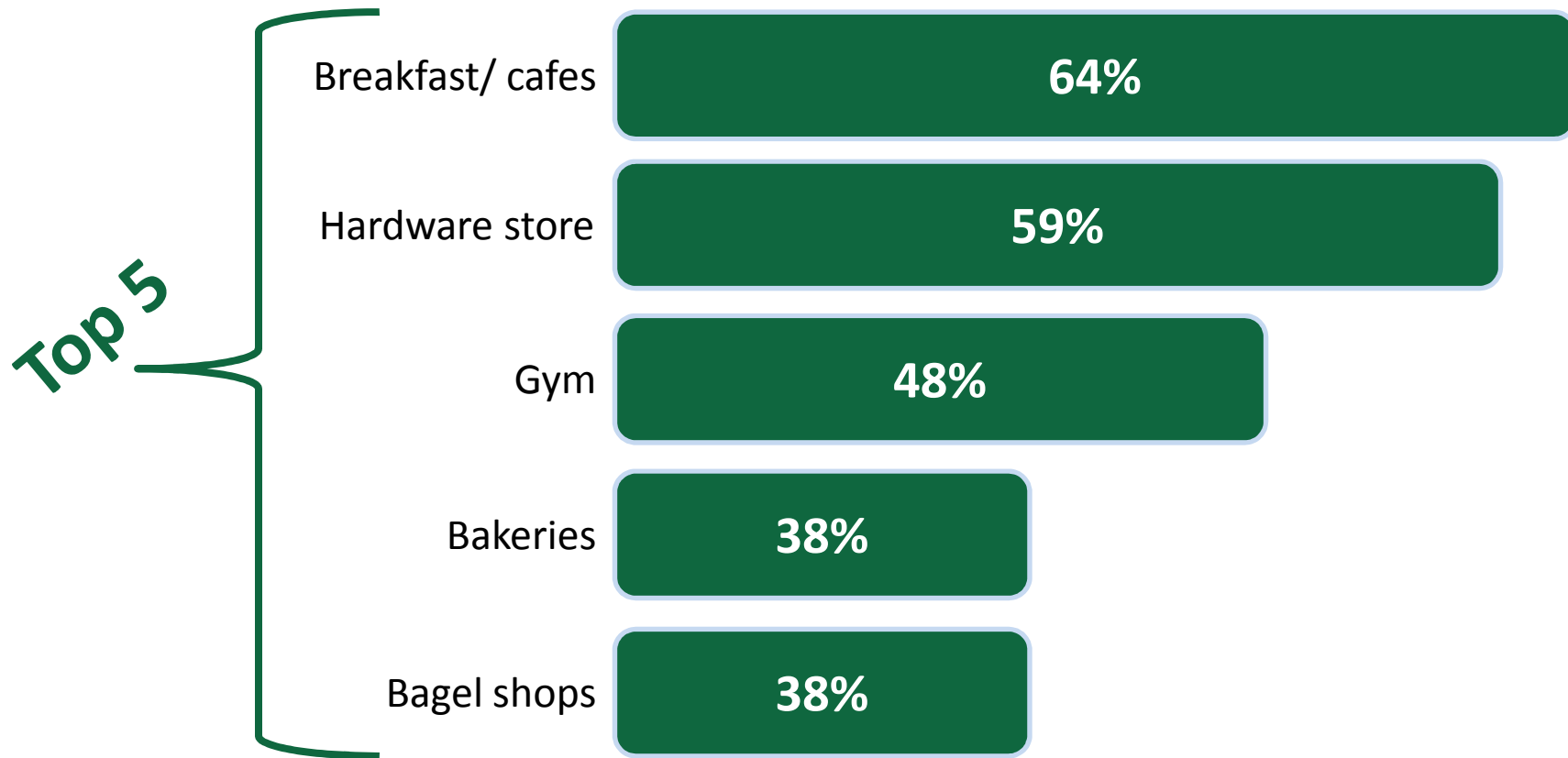
Making Purchases in Castle Pines



In the last 6 months, how frequently, if at all, have you purchased the following items or services IN the City of Castle Pines?

Desired Shops and Services in City

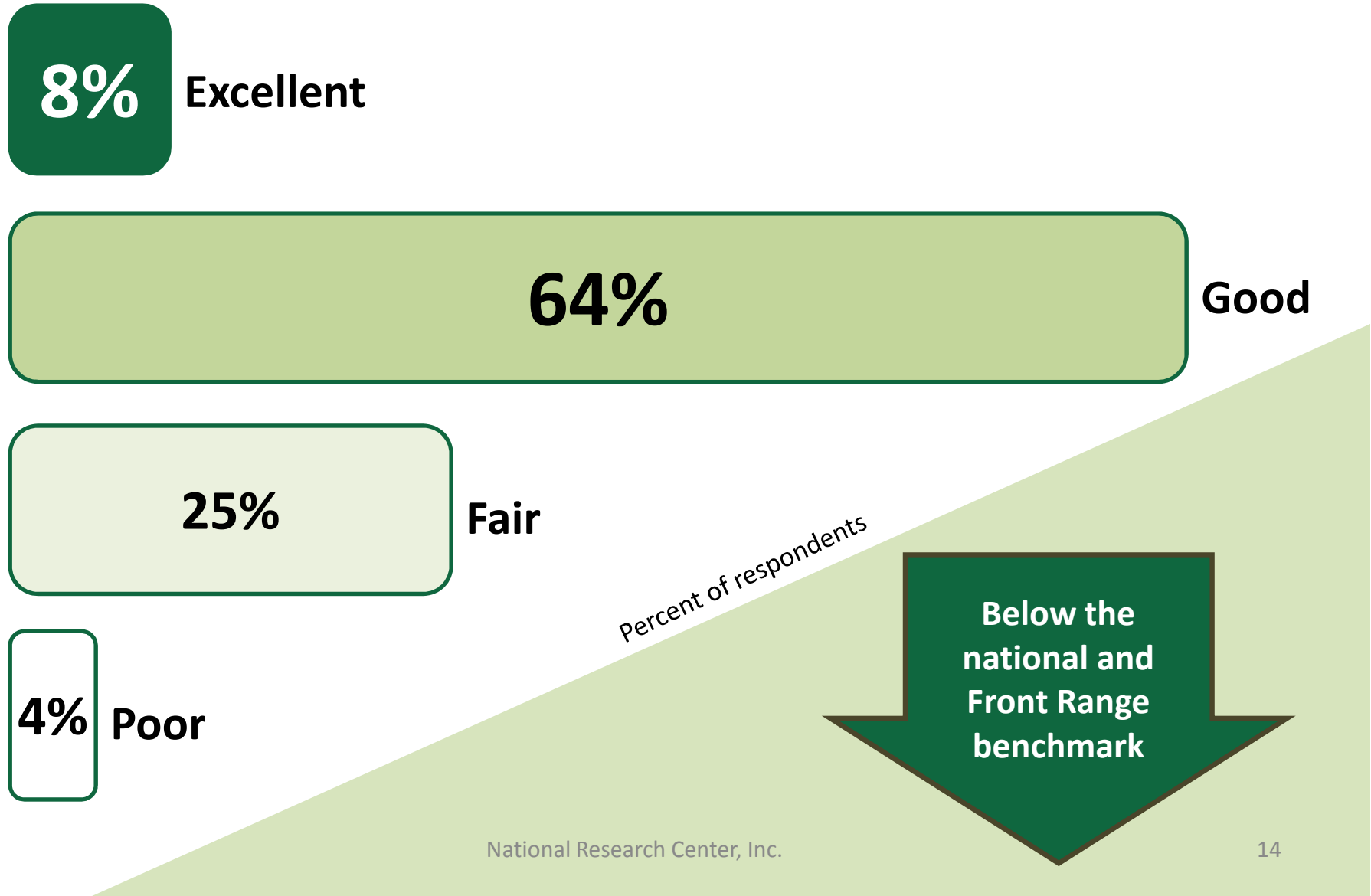
Which, if any, of the following stores or services would you like to see in Castle Pines?



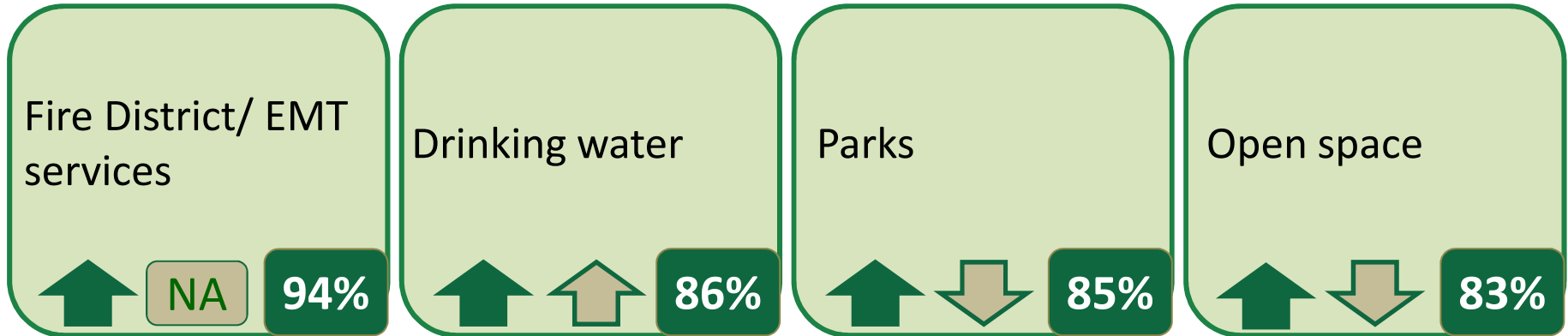


City Services

Overall Quality of Services

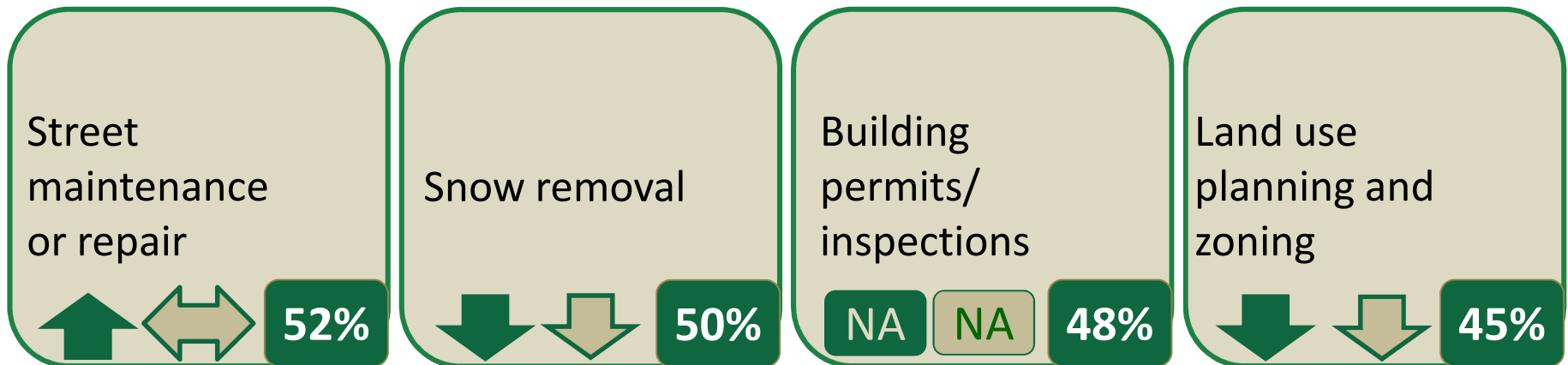


City Services



Highest rated

Lowest rated



Percent "excellent" or "good"

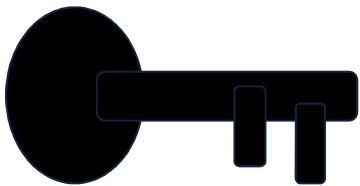
↑ = comparison to the national benchmark

↑ = comparison to the Front Range benchmark

Castle Pines' Key Driver Analysis

National
Benchmark
Comparisons

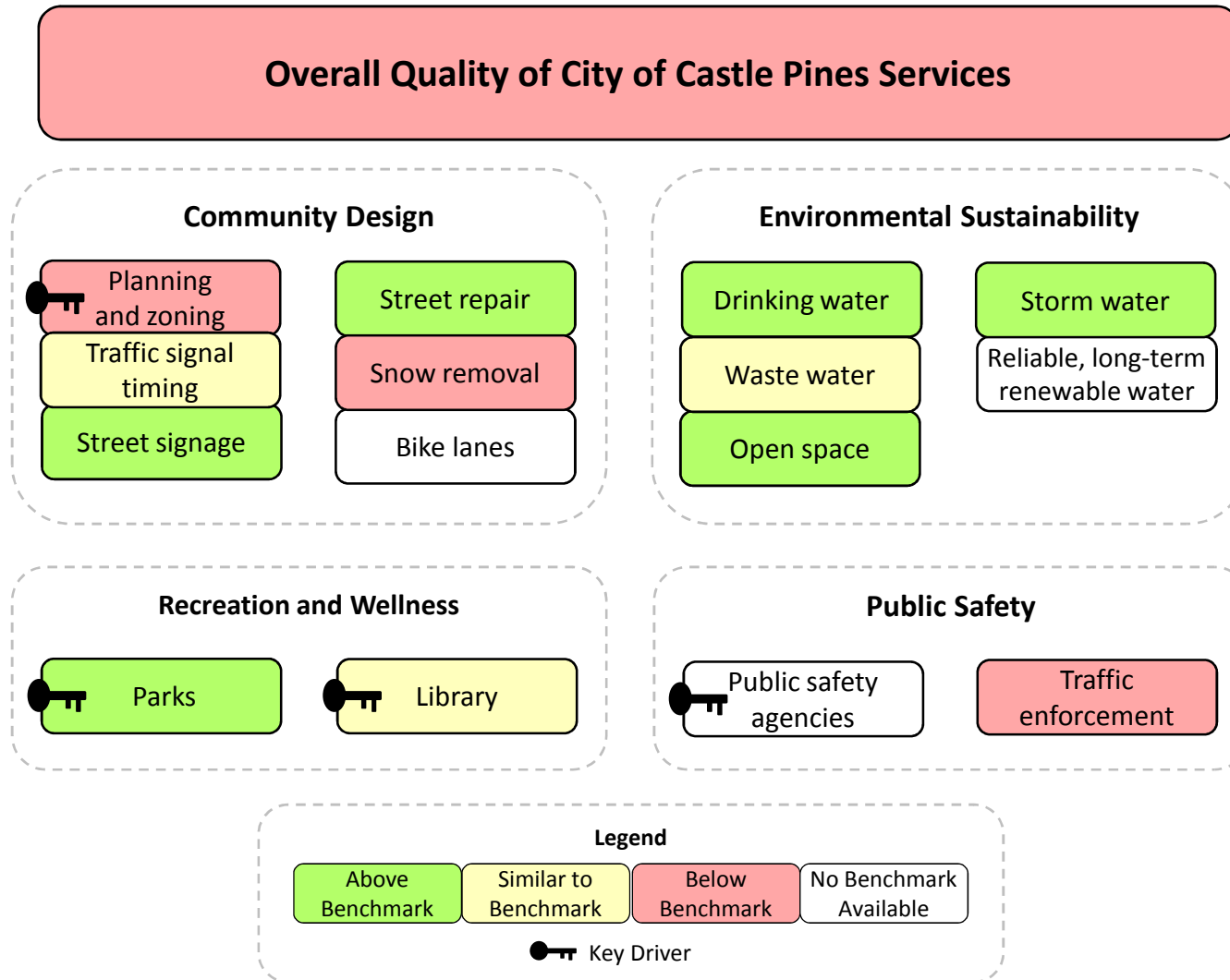
"Key Drivers"



Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could "get the most bang for the buck"

Castle Pines' 2012 Action Chart





City Employee and Government Performance

National Research Center, Inc.

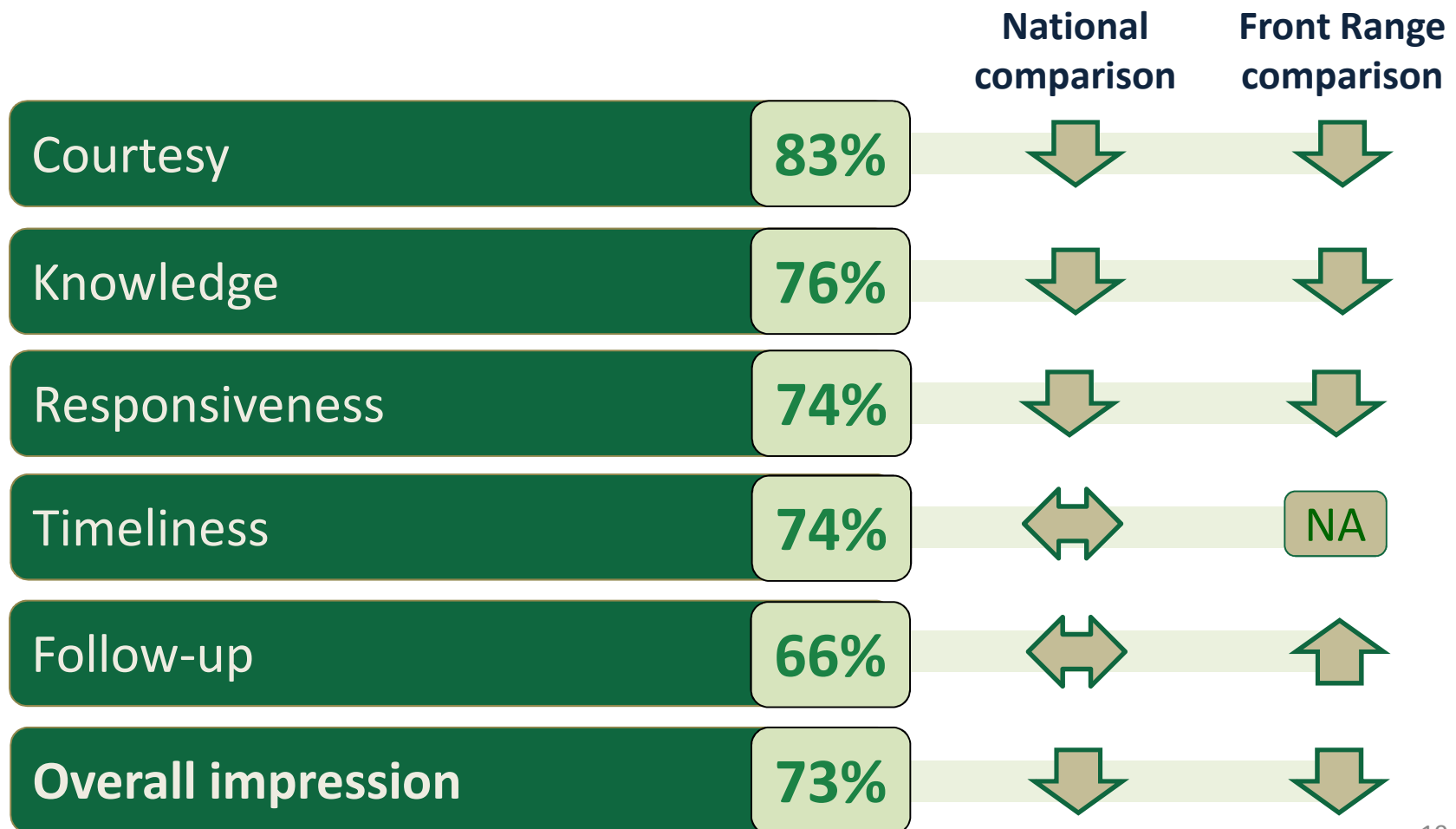
Ratings of City Office Employees

38%

of respondents reported that they had contact with a City employee in the past year

Below the national and Front Range benchmark

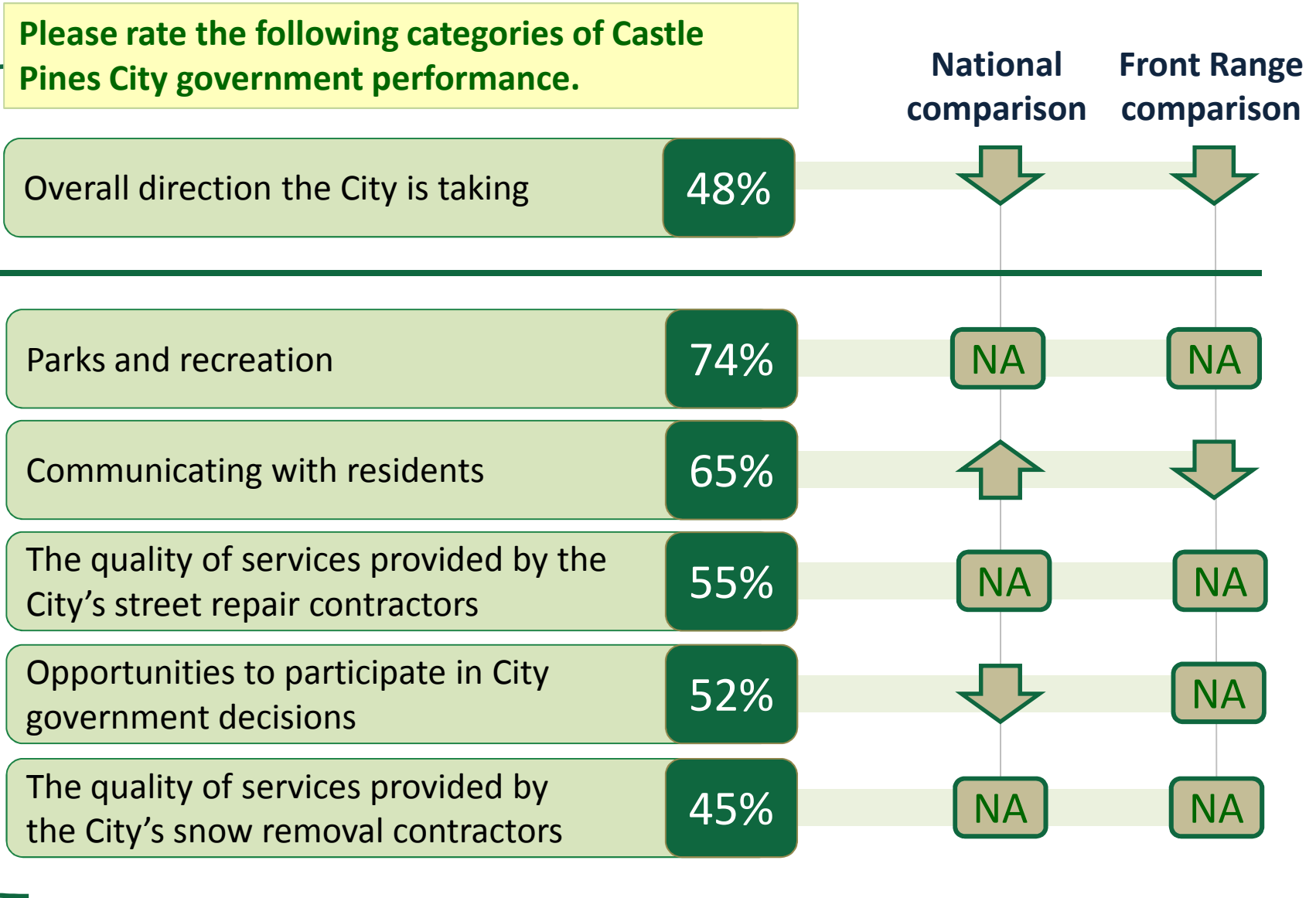
Percent "excellent" or "good"



City Government Performance

Please rate the following categories of Castle Pines City government performance.

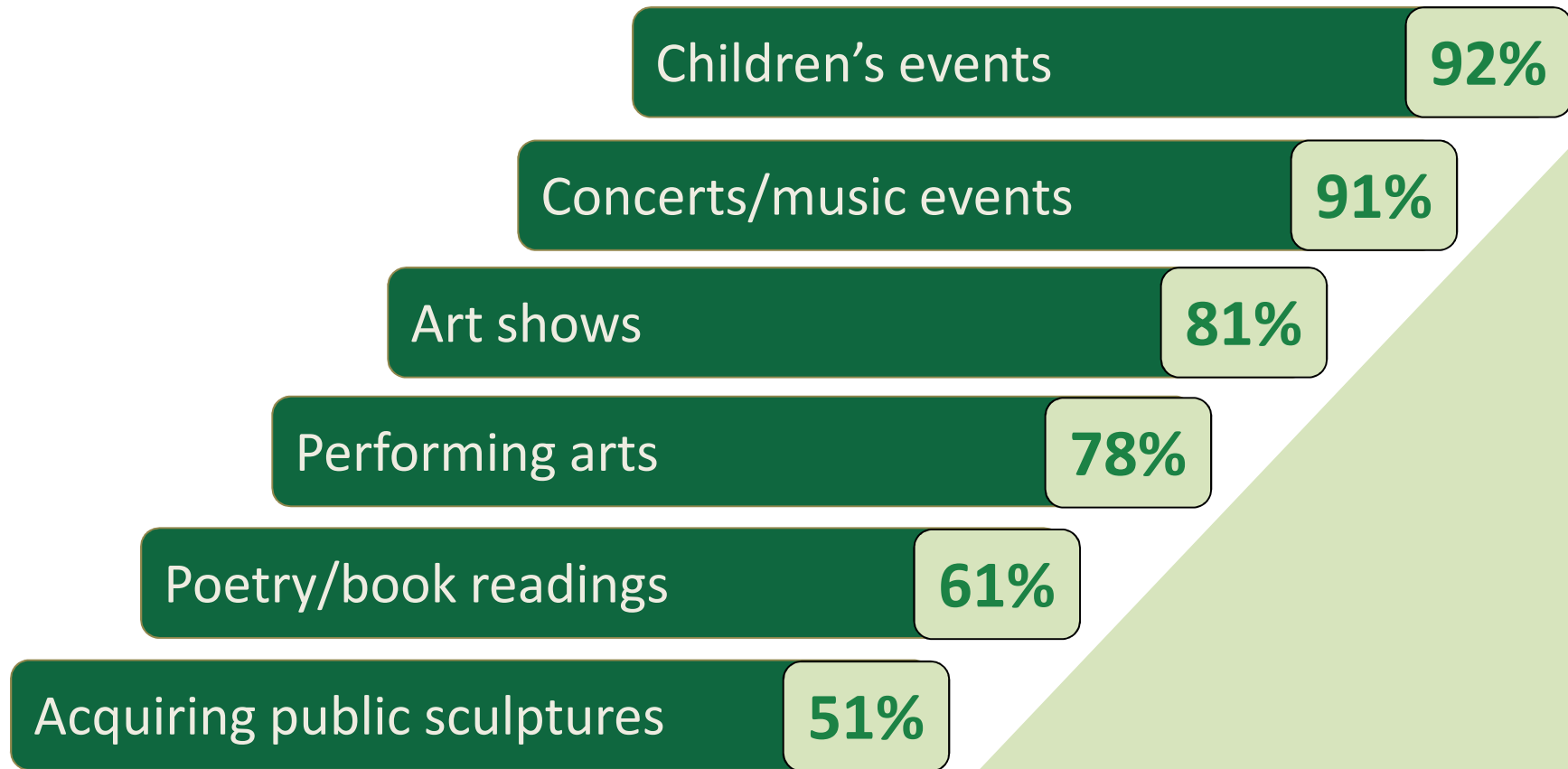
Percent "excellent" or "good"





Community Activities and Events

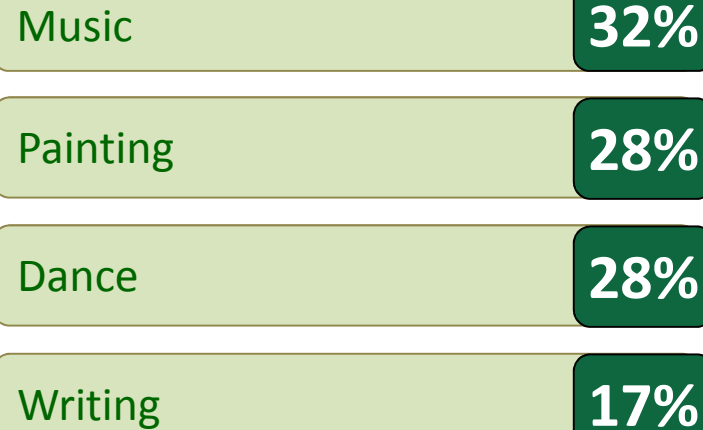
Support for Arts Commission Activities and Events



Percent support

Attending Classes and Events

Classes



Percent "very" or "somewhat" likely

Lectures



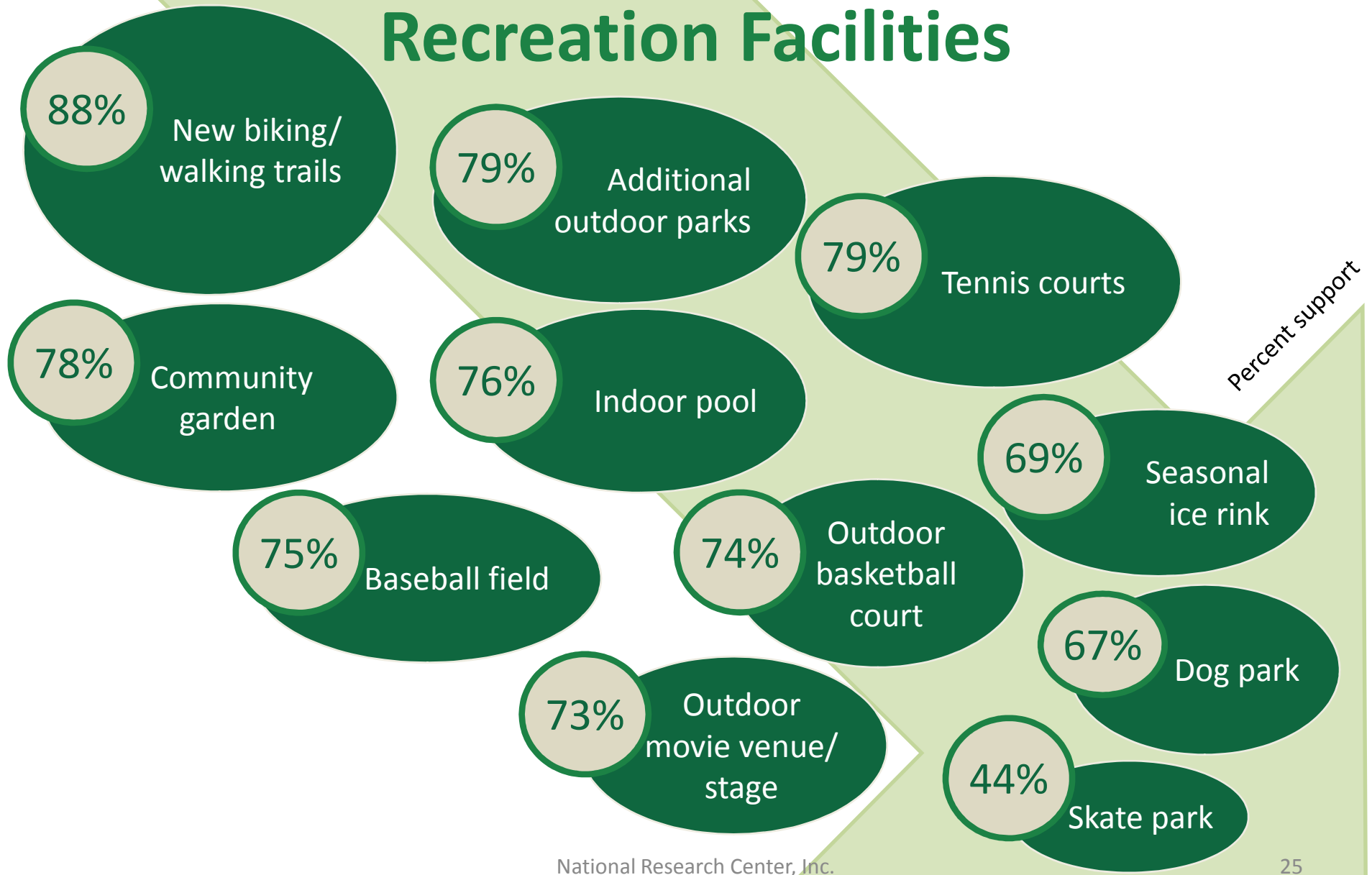
Percent "very" or "somewhat" likely



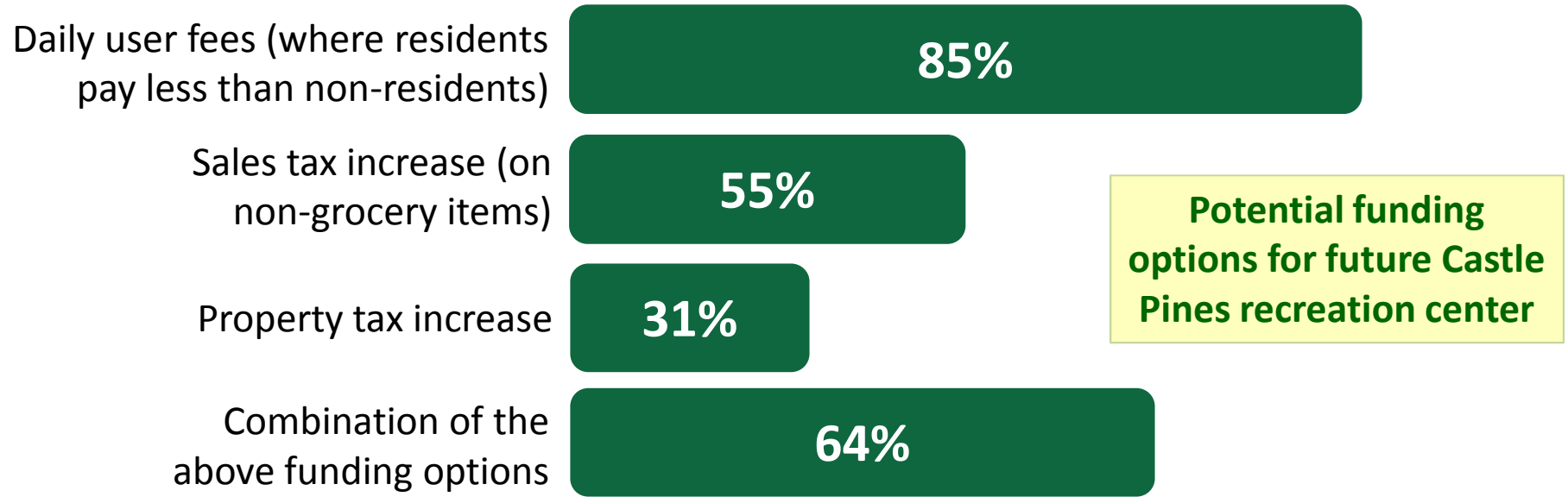
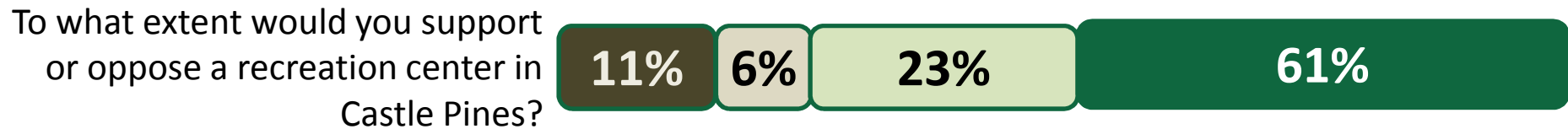
Policy and Planning

National Research Center, Inc.

Support for Additional Recreation Facilities



Support for Castle Pines Recreation Center



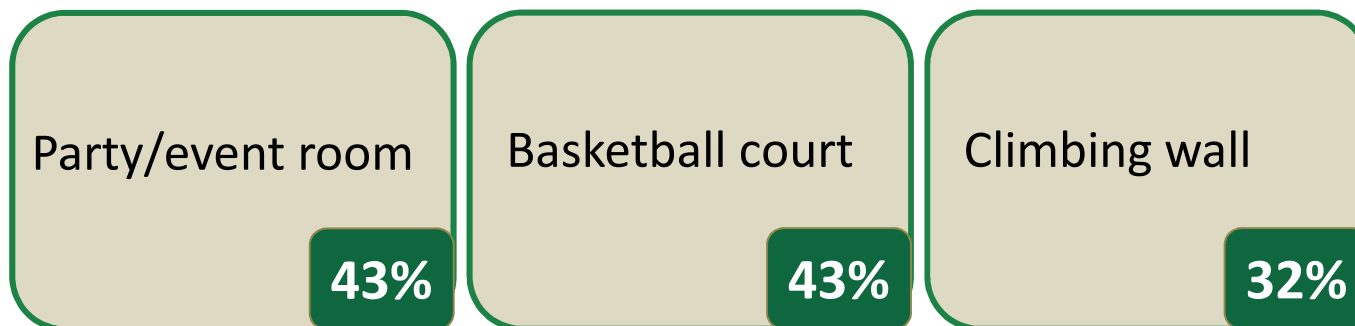
Percent support

Use of Potential Recreation Center Amenities



More likely to use

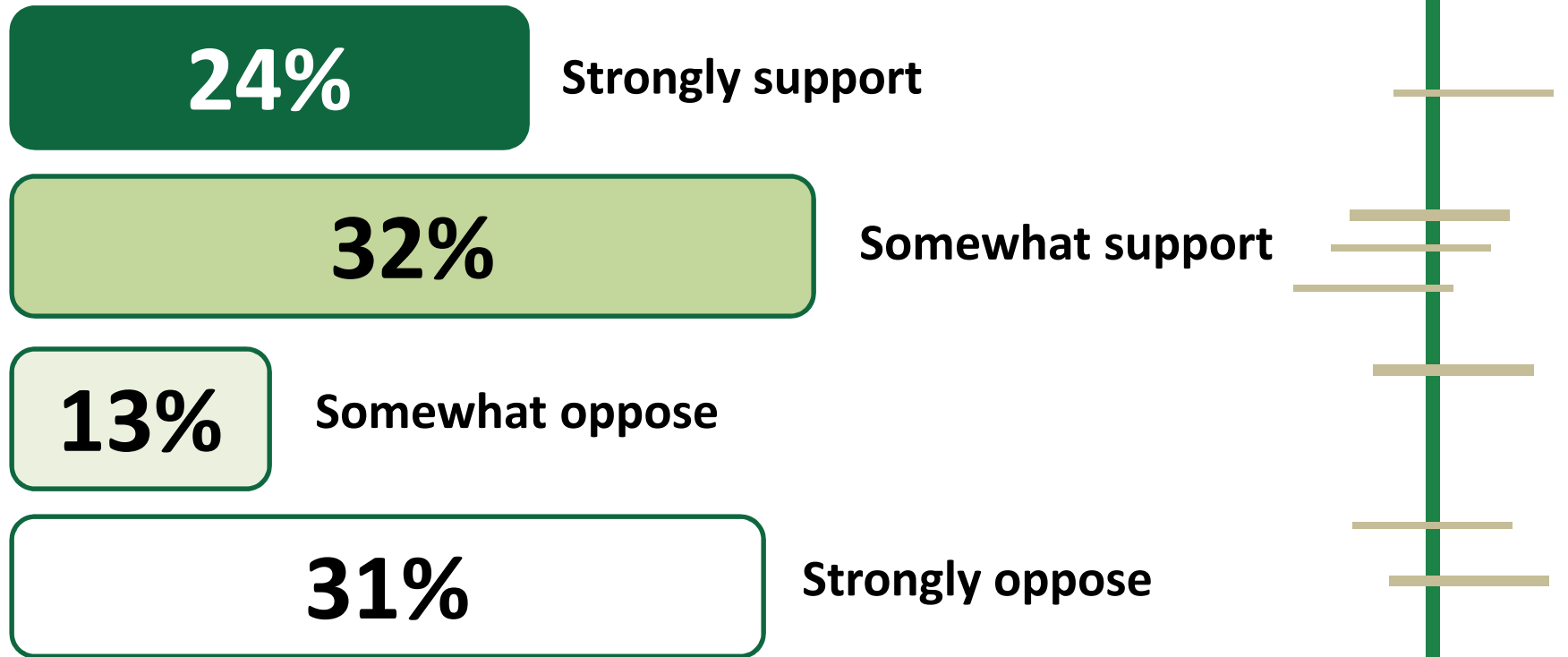
Less likely to use



Percent of respondents that would use at least once per month

Trash and Recycling Contractor

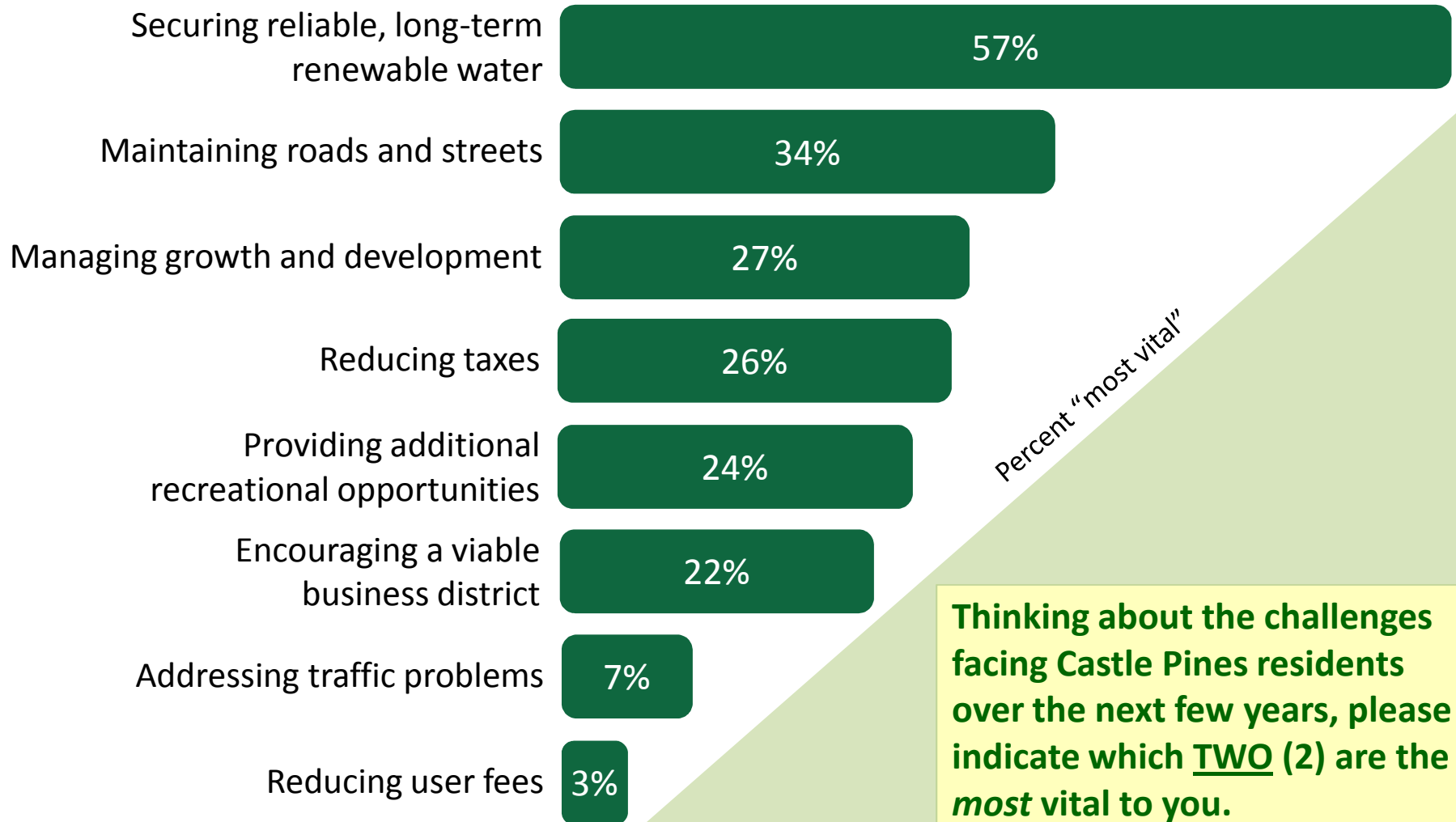
To what extent would you support or oppose the City contracting a private company for a community trash and recycling program for a monthly fee?



Percent of respondents

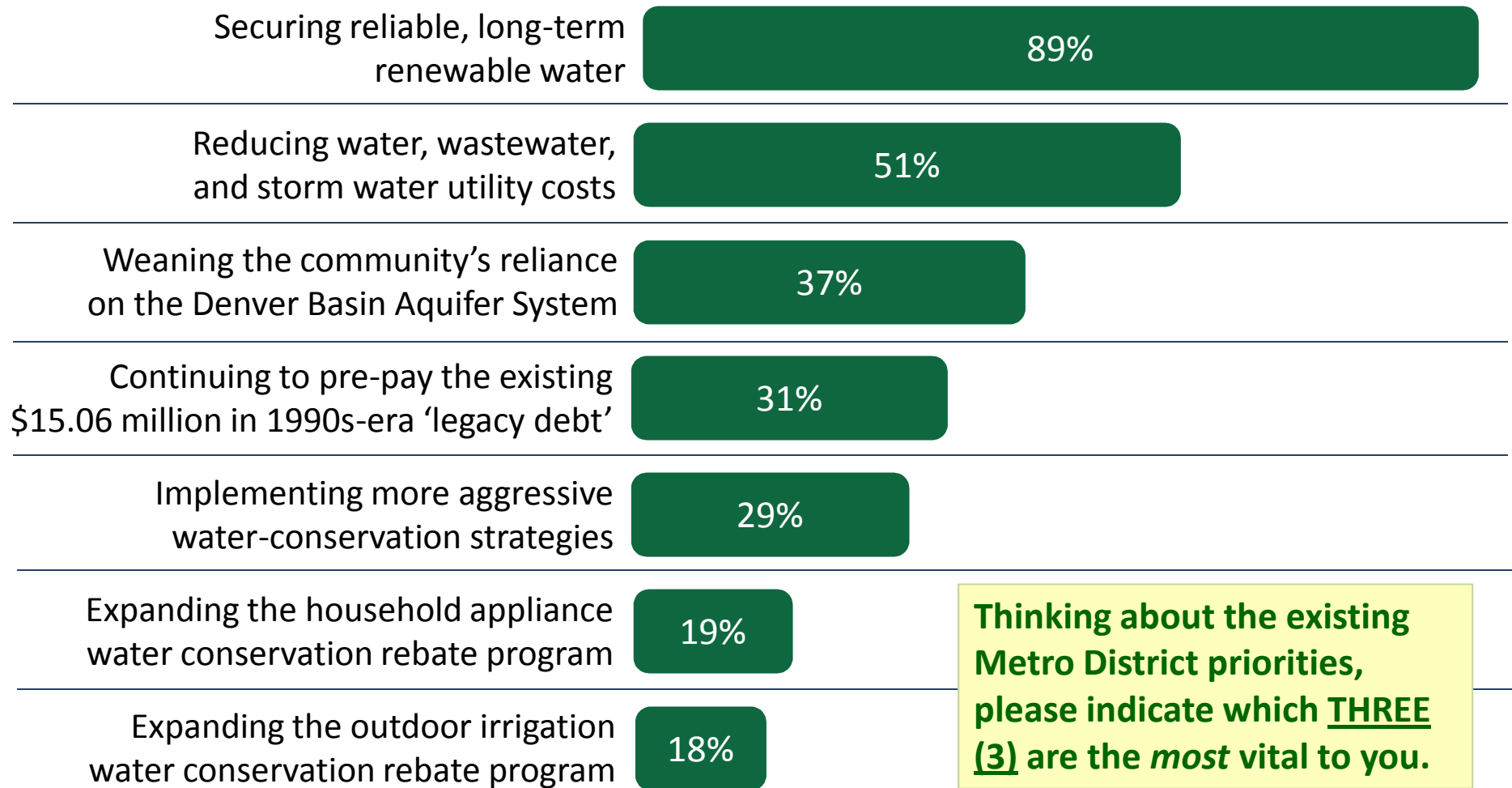
National Research Center, Inc.

Resident Priorities



Total may exceed 100% as respondents could select up to two of the "most vital" challenges

Resident Priorities for the Metro District



Thinking about the existing Metro District priorities, please indicate which **THREE (3)** are the *most vital* to you.

Total may exceed 100% as respondents could select up to two of the "most vital" challenges

Percent "most vital"

National Research Center, Inc.

Conclusions

Highlights

Quality of
Life and
Community

Community
Participation

City
Services

Opportunities

Recreation
and Cultural
Opportunities

City Office
Employees

Attraction of
Retail and
Businesses

Thank you!

Questions?



Laurie Urban, Research Associate
(303) 226-6990
Laurie@n-r-c.com