

2004 Golden Citizen Survey

Report of Results

National Research Center, Inc.

May, 2004

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**Prepared for
City of Golden**

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Survey Background

Survey Purpose

The Golden Citizen Survey serves as an assessment for Golden by providing residents the opportunity to rate their quality of life in the City, the community's amenities and satisfaction with local government. The survey also permits residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate priorities for community planning and resource allocation.

Survey Administration

The City of Golden contracted with National Research Center, Inc. to conduct a community wide citizen survey. The purpose of the survey was to obtain resident opinions about the services provided by Golden's City Government. The survey was administered by telephone to a representative sample of 400 residents in March of 2004.

Survey results were weighted so that housing unit type, gender and age were represented in the proportions reflective of the entire City. (For more information see Appendix II.)

Understanding the Results

"Other" responses

Many of the survey questions solicited unprompted responses by residents. These responses were then coded into more descriptive categories. Most of the "other" responses have been included in the report tables, but the full set of "other" responses appear in Appendix IV).

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a "level of confidence" (or margin of error). The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (400 completed surveys).

Putting Evaluations Onto a 100 Point Scale

Although responses to many of the evaluative or frequency questions were made on a 5 point scale with 1 representing the best rating and 5 the worst, the scales had different labels (e.g. "Very Satisfied," "Excellent," "Most Important"). To make comparisons easier, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported "Excellent," then the result would be 100 on the 0-100 scale. If the average rating for quality of life was right in the middle of the scale ("neither good nor bad"), then the result would be 50. The new scale can be thought of like the thermometer used to represent total giving to United Way. The higher the thermometer reading, the closer to the goal of 100 – in this case, the most positive response possible. These ratings were then adjusted to allow comparisons to the national norms. These adjustments take various characteristics of the question into account, such as the type of response scale used, and whether a "don't know" option was permitted. The 95% confidence interval around a score on the 0-100 scale based on all respondents typically will be no greater than plus or minus 3 points on the 100 point scale.

Comparing to the 2000 Survey Results

The 2004 survey results are presented along with the 2000 data when available. Differences of 4 or more points between ratings on the 100-point scale in 2000 and 2004 are noted as “statistically significant” and shaded in gray in the tables illustrating the results.

Comparing Survey Results

Because certain kinds of services tend to be thought less well of than others, it is best to understand relative quality ratings by comparing services in one jurisdiction to the same services in other jurisdictions. For example, police protection tends to be better received than street maintenance by residents of most American cities so it is better not to hold street maintenance services to the same standard as police services. Where possible, the better comparison is between City of Golden services and similar services provided by other jurisdictions. This way we can better understand if “good” is good enough for City of Golden service evaluations.

Comparisons to the Front Range and the nation are provided when similar questions are included in our database, and there are at least five other jurisdictions in which the question was asked. Where comparisons are available, three numbers are provided in the table in addition to the mean rating. The first is the rank assigned to Golden’s rating among jurisdictions where a similar question was asked. The second is the number of jurisdictions that asked a similar question. Third, the rank is expressed as a percentile to indicate its distance from the top score. This rank (5th highest out of 25 jurisdictions’ results, for example) translates to a percentile (the 80th percentile in this example). A percentile indicates the percent of jurisdictions with identical or lower ratings. Therefore, a rating at the 80th percentile would mean that Golden’s rating is equal to or better than 80 percent of the ratings from other jurisdictions. Conversely, 20 percent of the jurisdictions where a similar question was asked had higher ratings.

The Front Range jurisdictions included in the comparison analysis are as follows: Arvada, Boulder County, Boulder, Broomfield, Castle Rock, Denver (City and County), Douglas County, Englewood, Golden, Greeley, Lafayette, Lakewood, Littleton, Longmont, Louisville, Loveland, Northglenn, Parker, Thornton, West Metro Fire Protection District and Westminster.

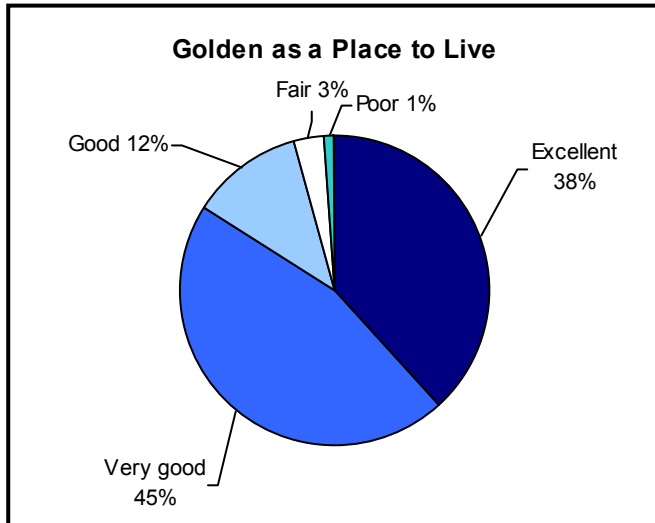
Alongside the rank and percentile appears a comparison: “above the norm,” “below the norm” or “similar to the norm.” This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of your jurisdiction’s rating to the norm (the average rating from all the comparison jurisdictions where a similar question was asked). Differences of 4 or more points on the 100-point scale between Golden’s rating and the average based on the appropriate comparisons from the database are considered “statistically significant,” and thus are marked as “above” or “below” the norm. When differences between Golden’s rating and the normative comparison are less than 4 points, they are marked as “similar to” the norm.

The national and regional data are represented visually in a chart that accompanies each table. Golden’s percentile for each compared item is marked with a black line on the chart.

Survey Results

Community Life

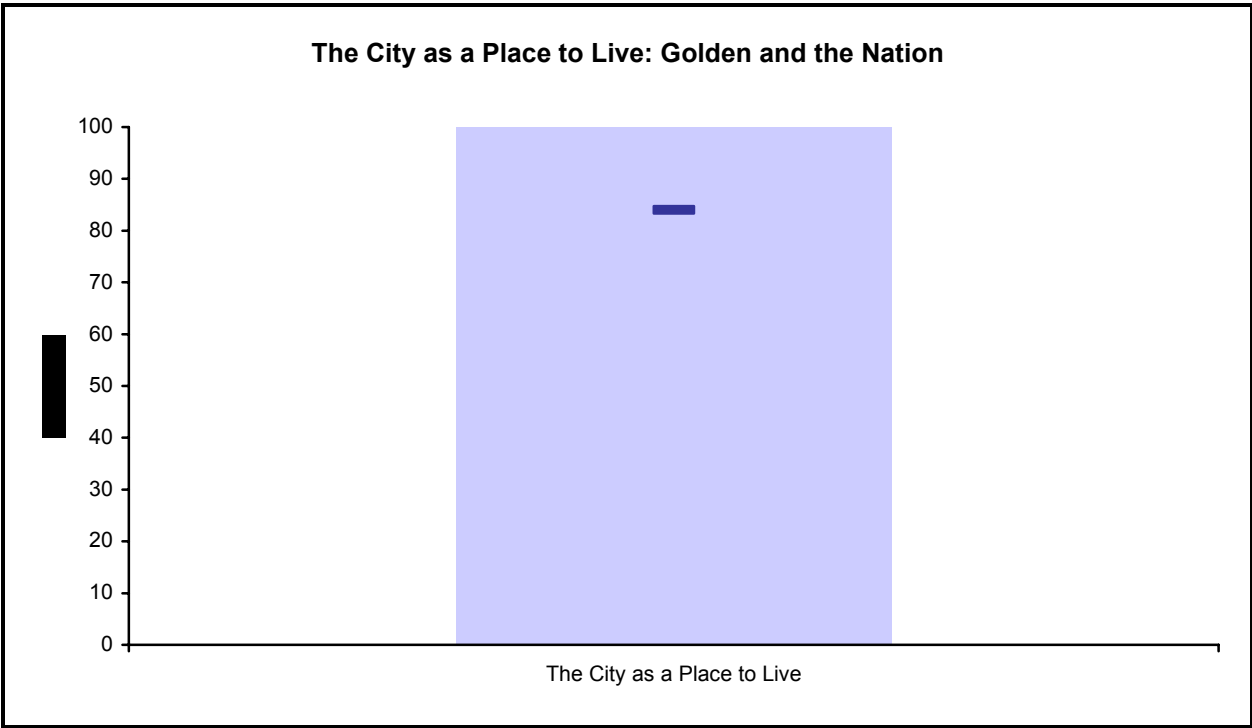
Residents were asked to rate Golden as a place to live. Almost four in ten respondents (38%) said Golden was an excellent place to live and 45% said it was a very good place to live. Only 1% of respondents felt that Golden was a poor place to live.



This rating also was converted to a 100-point scale where 100 equals “excellent” and 0 equals “poor.” The average rating on the 100-point scale was 79. This rating was similar to the average rating from the previous survey year results, but higher than ratings given by other cities in the normative data set (see chart and table on the following page. A comparison to Front Range jurisdictions was not available.

Golden as a Place to Live							
	Percent of Respondents						Average Rating (100=Excellent, 0=Poor)
	Excellent	Very good	Good	Fair	Poor	Total	
How would you rate Golden as a place to live?	38%	45%	12%	3%	1%	100%	79

Comparison by Survey Year: Golden as a Place to Live		
	Average Rating (100=Excellent, 0=Poor)	
	2004	2000
How would you rate Golden as a place to live?	79	83

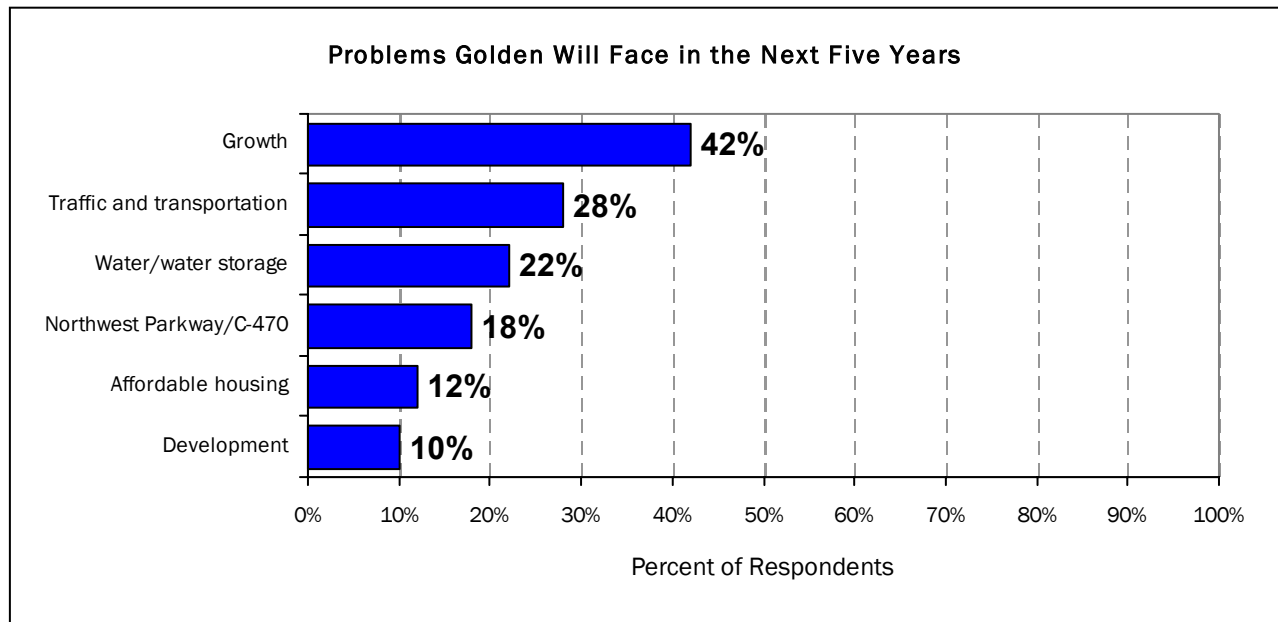


The City as a Place to Live: Golden and the Nation					
	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Golden as a place to live	79	30	184	84%ile	Above the norm

Respondents were asked to identify the three biggest problems they thought Golden will have to face in the next five years. Approximately four in ten respondents (42%) thought that growth would be the biggest problem in upcoming years. About one-fourth of respondents (28%) felt that traffic and transportation would be a problem and just under one-quarter (22%) thought that water/water storage will be a problem. The Northwest Parkway was thought to become a problem for Golden by 18% of respondents and affordable housing and development were mentioned by about one in ten respondents (12% and 10%, respectively). (The full set of “other” responses appears in Appendix IV).

Problems Golden Will Face in the Next Five Years	
What are the three biggest problems you think Golden will have to face in the next five years?	Percent of Respondents
Growth	42%
Traffic and transportation	28%
Water/water storage	22%
Northwest Parkway/C 470	18%
Affordable housing/housing prices	12%
Development	10%
Concerns for youth	6%
Street maintenance and repair	5%
Economy/jobs/cost of living	5%
Preserving the downtown/a viable downtown	4%
Crime	4%
Economic vitality	3%
Pollution	3%
Open space	2%
Not enough entertainment opportunities for young people	2%
City Government	2%
Big Business	2%
Preserving a small town feel	1%
Lack of ethnic/racial diversity	1%
Lack of income diversity	1%
Taxes	1%
Towers	1%
Schools	1%
Antennas	1%
Fire Department	1%
Lack of community/community involvement	1%
City budget	1%
Gap between rich and poor	<1%
Lack of parking	<1%
Not enough business	<1%
Golf course	<1%
Other	9%
Don't know	11%

The primary problems mentioned by survey respondents were growth, traffic and transportation, water, the Northwest Parkway, development and affordable housing. Similarly, in the 2000 survey, the main concerns were growth, the Northwest Parkway, traffic and transportation, development, City Council/City Government, and housing prices.



Follow-up questions were asked to those respondents who thought that growth, traffic or development might be the biggest problems Golden will face in the next five years. If respondents thought that growth was a concern, they were asked what in particular about growth was of concern. Out of the 42% of respondents who felt that growth was the biggest concern for Golden, 6% said the management of growth in terms of resources and services was a concern and 5% were worried about losing the small town feel of Golden to growth. (The full set of “other” responses appears in Appendix IV).

Growth Concerns	
What in particular about growth concerns you?	Percent of Respondents Who Mentioned Growth
Did not mention growth	60%
Management of growth, resources and services	6%
Losing small town feel	5%
Too many people/no limit	4%
Increased building	4%
Increased traffic congestion	4%
Losing open space	4%
Number of housing units being built	3%
Higher prices	2%
Overcrowding schools	2%
Suburban/urban sprawl	2%
Rate of growth	1%
Not enough funds for amount of growth	<1%
Other	3%
Don't know	1%
Total	100%

Out of the 28% of respondents who felt that traffic was the biggest concern facing Golden in upcoming years, 5% of respondents reported that the Northwest Parkway was the main traffic concern for Golden, another 5% felt that traffic congestion in the region was the main traffic concern, 4% thought that there was too much traffic in general and another 4% of respondents felt that traffic congestion in Golden was the biggest traffic concern.

Traffic Concerns	
What in particular about traffic concerns you?	Percent of Respondents Who Mentioned Traffic
Did not mention traffic	72%
C 470/Northwest Parkway	5%
Congestion in the region	5%
Too much in general	4%
Congestion in Golden	4%
Medians and roundabouts	2%
Air quality/pollution	1%
Noise	1%
Speeding	1%
Repairs/construction	<1%
Traffic to the mountains	<1%
Other	2%
Don't know	1%
Total	100%

Of the 10% of respondents who felt that development was a major concern, 1% of respondents mentioned that there was too much development occurring too quickly. Another 1% of respondents felt that development would cause Golden to lose its character. Losing open space, too many houses and too many people were also of concern by 1% of respondents. (The full set of “other” responses appears in Appendix IV).

Development Concerns	
What in particular about development concerns you?	Percent of Respondents Who Mentioned Development
Did not mention development	92%
Too much development too fast	1%
Losing the character of Golden	1%
Losing open space	1%
Too many houses	1%
Too many people	1%
Poor growth management	<1%
Not enough resources	<1%
Don't know	1%
Other	1%
Total	100%

Resources Devoted to City Services and Issues

The City of Golden provides a number of services to residents of the City and maintains the City's infrastructure. When asked what services residents felt that the City of Golden should provide more of, almost half of respondents (46%) said they could not think of anything, about one in ten (8%) felt that there could be more parks, trails, recreation and entertainment and 6% thought that roads and sidewalks could be better maintained and repaired. (The full set of "other" responses appears in Appendix IV).

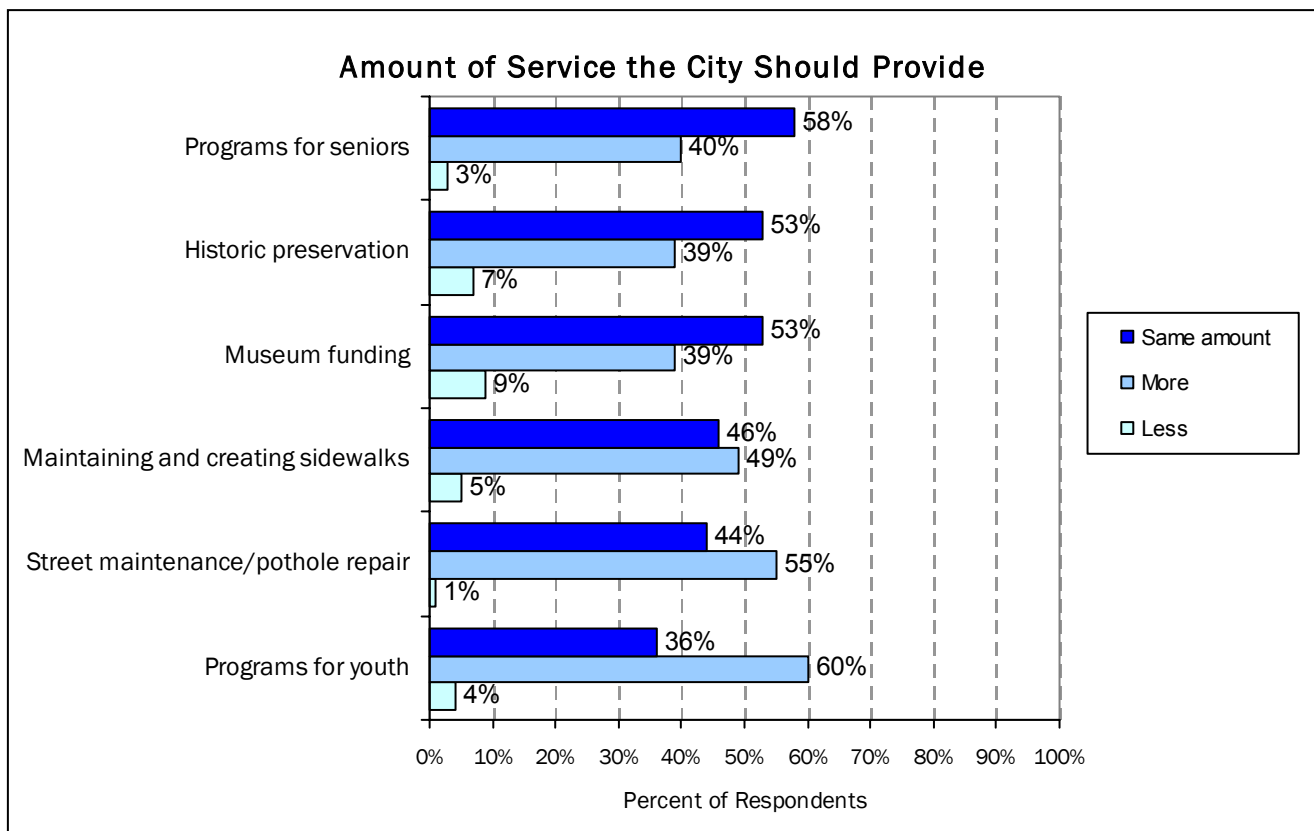
Services the City Should Provide More Of	
What services, if any, do you believe the City of Golden should provide more of?	Percent of Respondents
None/can't think of anything	46%
Parks and trails, recreation or entertainment	8%
Better maintenance/repair of roads or sidewalks	6%
Recycling/trash	5%
Public transportation	5%
Programs/activities for seniors or children	4%
Snow removal/plowing	2%
Better/more police, fire, EMS or animal control services	2%
Affordable housing	1%
Other	5%
Don't know	16%
Total	100%

When asked if there were any services that the City of Golden should provide less of, 68% of respondents were unable to identify any services. However, some residents thought that fewer services should be provided for police, money for building and development, golf courses and recreation, parks and entertainment (3%, 3%, 1% and 1%, respectively). (The full set of "other" responses appears in Appendix IV).

Services the City Should Provide Less Of	
What services, if any, do you believe the City of Golden should provide less of?	Percent of Respondents
None/can't think of anything	68%
Police	3%
Money for building and development	3%
Golf Course	1%
Recreation, parks and entertainment	1%
Other	4%
Don't know	19%
Total	100%

Golden residents were asked to describe an appropriate level of service that the City should provide for various services. The majority of respondents felt that the City should provide more of or about the same as the current amount for all services mentioned in this question. Six in ten respondents (60%) felt that there should be more services provided for youth, 55% thought that there should be more street maintenance and pothole repair and about half of respondents (49%) said that there should be more services provided for maintaining and creating sidewalks. Four in ten respondents thought that there could be more programs for seniors and 58% felt that the City should continue with the same amount of services already provided for seniors. Over half of respondents (53%) thought that about the same amount of service should be provided for historic preservation and about four in ten (39%) thought that more could be provided for historic preservation. Respondents rated the amount for museum funding similarly. Fifty-three percent thought about the same amount should be provided for museum funding and 39% felt that there could be more provided, but only 9% thought there should be “a lot more” provided by the City.

Amount of Service the City Should Provide						
I'd like you to tell me whether the City should provide a lot more, about the same amount, somewhat less or a lot less for each service.	Percent of Respondents					
	A lot more	Somewhat more	About the same amount	Somewhat less	A lot less	Total
Programs for seniors	15%	25%	58%	2%	1%	100%
Historic preservation	13%	26%	53%	5%	2%	100%
Museum funding	9%	30%	53%	6%	3%	100%
Maintaining and creating sidewalks	19%	30%	46%	4%	1%	100%
Street maintenance and pothole repair	21%	34%	44%	<1%	1%	100%
Programs for youth	22%	38%	36%	2%	2%	100%



Residents were asked if there were any additional services they thought that the City of Golden should provide more of, other than what was listed in the previous question. Seven in ten respondents (70%) did not identify any additional services that they thought the City of Golden should provide more of. Out of the respondents who thought there were additional services that the City of Golden should provide, 6% felt that the City should provide more open space, parks, recreation or entertainment services and 4% mentioned more street and sidewalk maintenance and repair services. (The full set of “other” responses appears in Appendix IV).

Additional Services the City Should Provide	
Are there any other services in addition to the previous list or that you mentioned before you believe the City of Golden should provide more of?	Percent of Respondents Who Thought There Were Other Services the City of Golden Should Provide More Of
None	70%
Open space, parks, recreation or entertainment	6%
Street/sidewalk maintenance and repair	4%
Recycling/trash programs	2%
Traffic/speed control	2%
Landscaping/cleanup	2%
Public transportation	2%
Provide more low income housing and services	2%
Provide more information to citizens	1%
Water concern	1%
Neighborhood/community	1%
Other	7%
Don't know	1%
Total	100%

When asked if there were any other they believed the City of Golden should reduce, more than nine in ten respondents (94%) did not mention any services. Of the 6% of respondents who said that there were services that the City should provide less of, 2% thought that there should be fewer statues, roundabouts and art throughout the City. (The full set of “other” responses appears in Appendix IV).

Other Services the City Should Provide Less Of	
Are there any other services you believe the City of Golden should provide less of?	Percent of Respondents Who Thought There Were Services the City of Golden Should Provide Less Of
None	94%
Less statues, roundabouts and art	2%
Golf course	1%
Bike paths	<1%
Businesses	<1%
Other	3%
Don't know	<1%
Total	100%

In addition to providing ongoing services to Golden residents and maintaining the City's infrastructure, the City must decide which issues deserve extra effort and resources. Golden respondents were asked if there were issues to which they believed the City of Golden should devote more effort. Half of the respondents did not identify any issues to which they believed the City should devote more effort. Of the 50% who reported there were issues they thought the City of Golden should devote more effort to, under one in ten respondents (7%) felt that emphasis should be placed on providing more parks, recreation and open space within the City, 6% thought that water was an issue to which more effort could be devoted and 5% said the Northwest Parkway warranted more effort by the City. (The full set of "other" responses appears in Appendix IV).

Issues the City Should Devote More Effort To	
Are there issues to which you believe the City of Golden should devote more effort?	Percent of Respondents Who Thought There Other Issues to Which the City of Golden Should Devote More Effort
None	50%
More parks, recreation and open space	7%
Water	6%
NW Parkway	5%
Traffic control	4%
Street maintenance and repair	4%
City image/Historic preservation	3%
Affordable housing	2%
Growth rate control	2%
Downtown	2%
Youth and senior programs	2%
Address super tower issue	1%
Citizen input	1%
Animal control	1%
Maintain small town community	1%
Spend taxes wisely	1%
Other	9%
Don't know	<1%
Total	100%

Of the 15% of residents who thought that there were issues the City of Golden should devote less effort to, 3% said less effort should be placed on roundabouts and statues within the City, 2% thought that less effort should be provided for big business development and growth and 1% mentioned the Northwest Parkway. About 8% (approximately half of the respondents who thought that there were issues where the City of Golden could devote less effort) had “other” opinions, which can be found in Appendix IV.

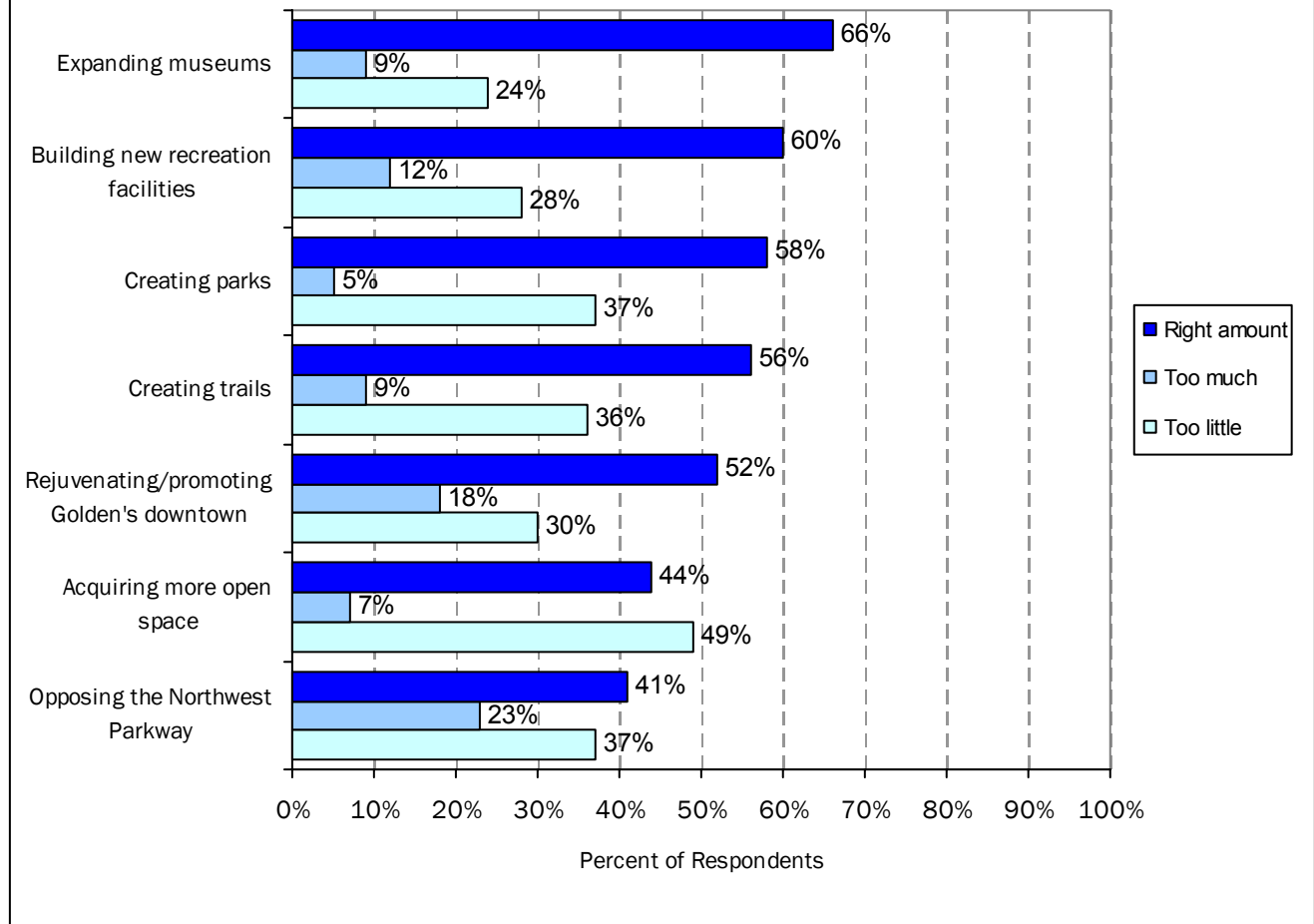
Issues the City Should Devote Less Effort To	
Are there issues to which you believe the City of Golden should devote less effort?	Percent of Respondents Who Thought There Were Issues to Which the City of Golden Should Devote Less Effort
None	85%
Roundabouts and statues	3%
Big Business Development and growth	2%
Northwest Parkway	1%
Other	8%
Don't know	<1%
Total	100%

Respondents were asked their views about the amount of effort the City of Golden provides for specific issues. More residents felt that the City was providing too little effort to each of the issues mentioned than too much, but the majority of residents felt that about the right amount of effort was being provided for most of the issues. About half of respondents (49%) felt that the City was providing too little effort for acquiring more open space, 37% said that too little effort was going into creating new parks and just over one-third of respondents (36%) said too little effort was going into creating new trails. About four in ten respondents (37%) felt that the City was putting too much effort into opposing the Northwest Parkway.

Amount of Effort per Issue Provided by the City						
I'd like you to tell me whether the City of Golden devotes far too much, somewhat too much, about the right amount, somewhat too little or far too little effort on each issue.	Percent of Respondents					
	Far too much	Somewhat too much	About the right amount	Somewhat too little	Far too little	Total
Expanding museums	3%	6%	66%	21%	3%	100%
Building new recreation facilities	5%	7%	60%	19%	9%	100%
Creating new parks	2%	3%	58%	31%	6%	100%
Creating new trails	3%	6%	56%	28%	8%	100%
Rejuvenating and promoting Golden's downtown	5%	13%	52%	21%	9%	100%
Acquiring more open space	1%	6%	44%	34%	15%	100%
Opposing the Northwest Parkway	14%	9%	41%	23%	14%	100%

Two-thirds of respondents (66%) thought that the right amount of effort was provided for expanding the museums, six in ten respondents (60%) felt that about the right amount of effort was going into building new recreation facilities, 58% thought that the City was providing enough for creating new parks and 56% felt that enough effort was offered for creating new trails in the City. Just over half of the respondents (52%) thought that the right amount of effort was going into rejuvenating and promoting Golden’s downtown. Acquiring more open space and opposing the Northwest Parkway were also thought to have the right amount of effort provided by the City by 44% and 41% of respondents, respectively.

Amount of Effort per Issue Provided by the City



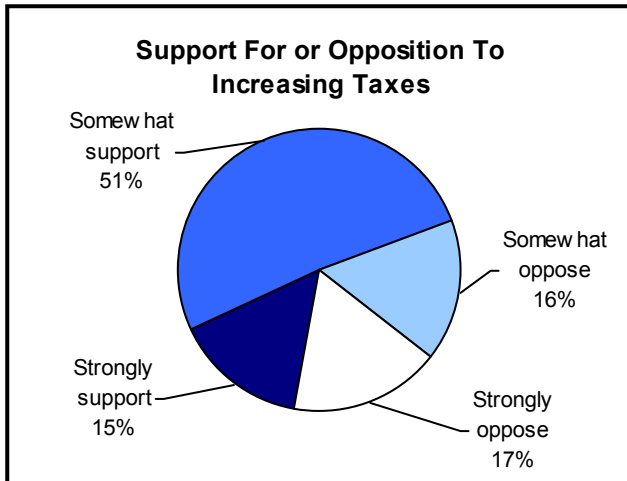
When asked if there were other issues the City should devote more effort to other than what was mentioned in the previous question, 27% of respondents felt there were additional issues, but citizen opinions varied. Of the respondents who felt there were additional issues that the City of Golden should devote more effort to, 3% of respondents thought that the City should devote more time to open space and another 3% felt more effort should go into maintenance of recreation centers. (The full set of “other” responses appears in Appendix IV).

Other Issues the City Should Devote More Effort To	
Are there other issues in addition to the previous list or that you mentioned before to which you believe the City of Golden should devote more effort?	Percent of Respondents Who Thought There Were Other Issues to Which the City of Golden Should Devote More Effort
None	73%
Open space	3%
Maintenance of recreation centers	3%
Traffic congestion and speed	2%
Citizen input	1%
Street repair and maintenance	1%
Water issues	1%
Wildlife and animal rights	1%
Affordable housing	1%
Keeping Northwest Parkway out of Golden	1%
Maintaining Golden's character	1%
Schools, education, youth	1%
Other	10%
Don't know	<1%
Total	100%

Of the 11% of respondents who felt there were issues the City should devote less effort to, about 3% thought that less effort should be provided for traffic and roads and 2% mentioned that less effort should go into the Northwest Parkway. (The full set of “other” responses appears in Appendix IV).

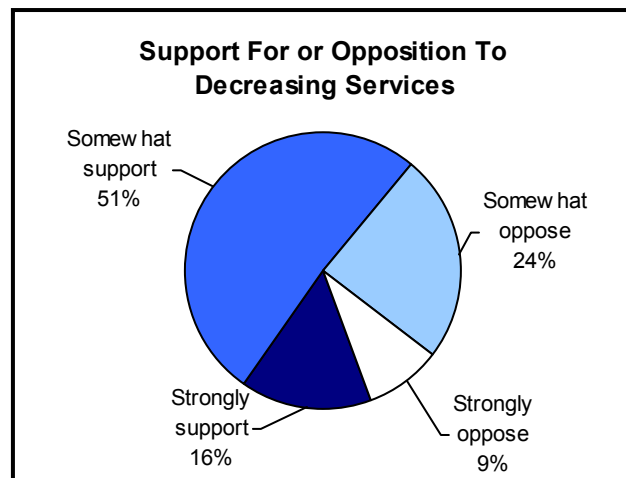
Other Issues the City Should Devote Less Effort To	
Are there other issues to which you believe the City of Golden should devote less effort?	Percent of Respondents Who thought there Were Issues to Which the City of Golden Should Devote Less Effort
None	89%
Traffic and roads (statues, roundabouts, etc.)	3%
Northwest Parkway	2%
Golf course	1%
Growth and development	1%
Politics	1%
Downtown	1%
Other	3%
Total	100%

Respondents were asked to what extent they would support or oppose the City of Golden increasing taxes to pay for devoting extra effort to the issues that they thought the City was giving too little effort.

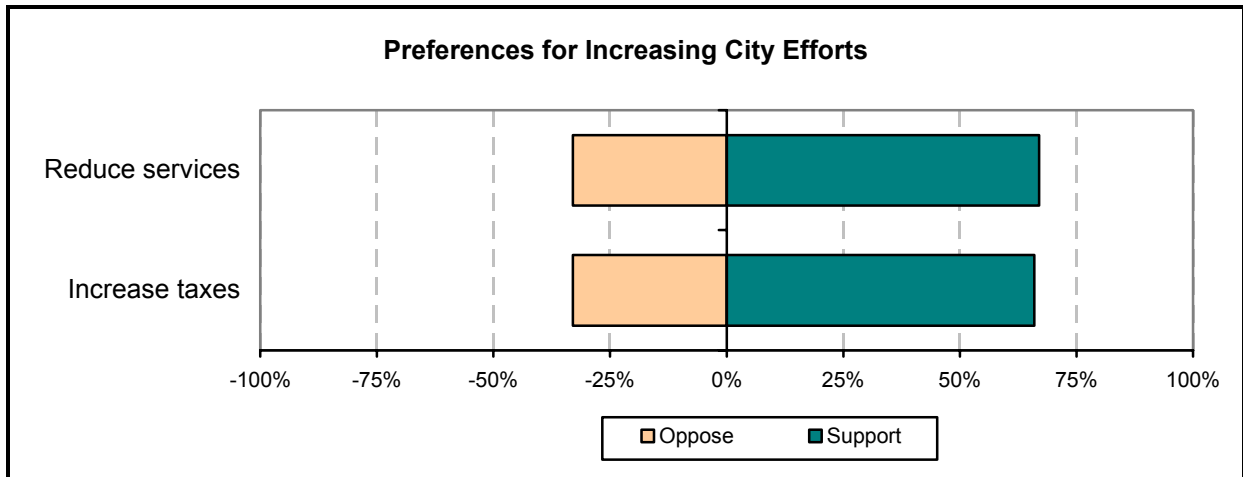


Two-thirds of respondents (66%) supported increasing taxes and 15% strongly supported the idea. About one-third of respondents (33%) opposed increasing taxes and 17% strongly opposed it.

When asked their opinion about decreasing services to pay for devoting more effort toward the issues to which they think the City was giving too little effort, about two-thirds of respondents (67%) supported the idea, with 16% strongly supporting it and 33% opposed it with 9% strongly opposing the decrease.



Although the percents are close to identical for supporters and those in opposition, more residents strongly opposed a tax increase (17%) than a decrease in services (9%).



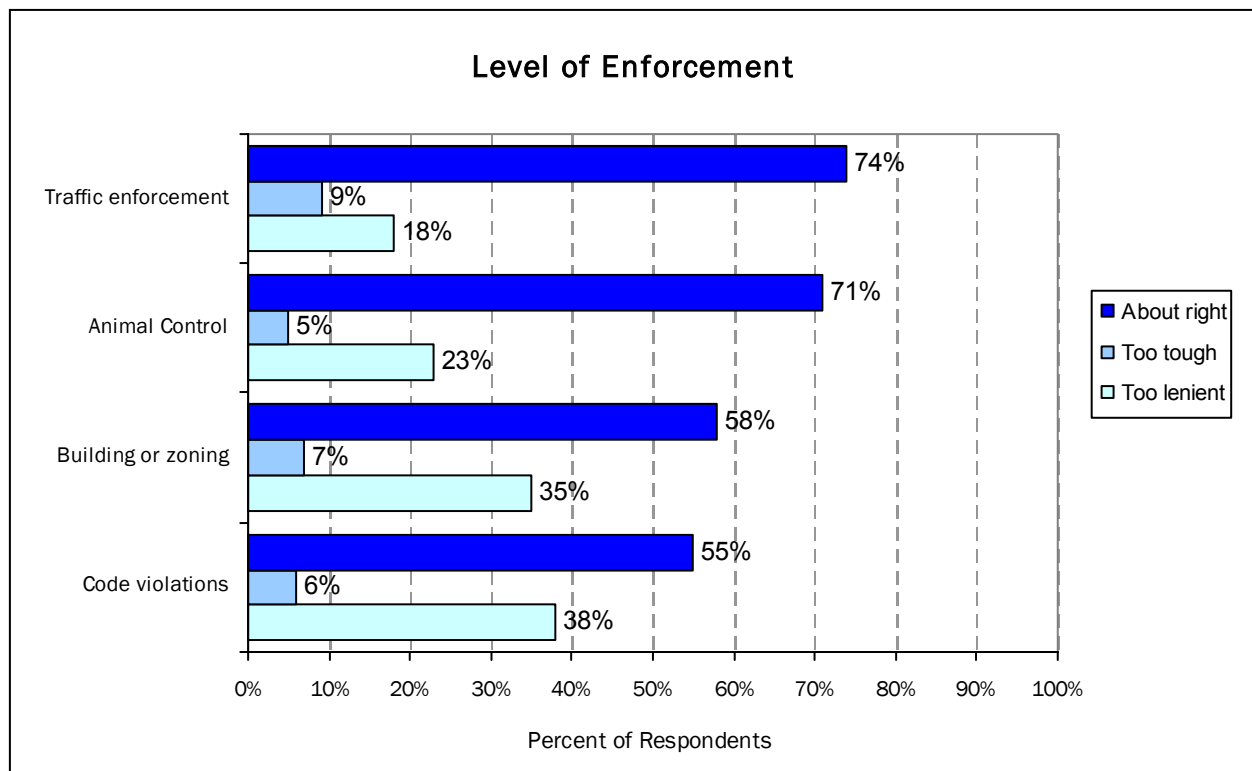
Golden citizens were asked to indicate what the City could do to improve their lives or the life in the community. The plurality of respondents (43%) was unable to identify anything in particular. Some suggestions included maintaining and adding more open space, parks or recreation (8% of respondents), better road maintenance and repair (6%) and programs for families, youth and seniors (5%).

What the City Could Do to Improve Life in the Community	
Please tell me one or two things, if anything, that the City of Golden could do to improve your life, or the life of the community	Percent of Respondents
Can't think of anything	43%
Maintain and add more open space, parks and recreation	8%
Programs for families, youth and seniors	6%
Road maintenance and repair	5%
Traffic	3%
Maintain small town feel/no more growth	3%
More development	3%
Better schools and education	3%
Public transportation	3%
Don't allow Northwest Parkway	2%
More community events	2%
Pollution (noise, air, water)	2%
Lower taxes	2%
Better government	2%
Affordable housing	1%
No more roundabouts, statues, etc.	1%
Pedestrian friendly	1%
Other	9%
Total	100%

Enforcement

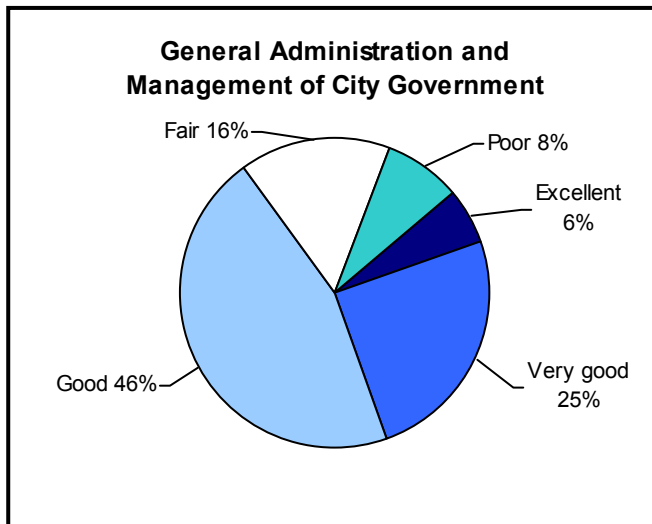
Residents were asked to comment on their feelings about the level of enforcement in Golden for various services. The majority of residents felt that the right amount of enforcement was employed for all services mentioned in the list. About three-quarters of respondents (74%) felt that the level of traffic enforcement was about right, seven in ten respondents (71%) thought that the level of animal control enforcement was appropriate, almost six in ten respondents (58%) thought that the level of enforcement for building and zoning was appropriate and 55% felt that code violation enforcement levels were about right. Almost four in ten respondents (38%) felt that code violation enforcement was too lenient; about the same amount of respondents (35%); thought that building or zoning enforcement was too lenient and one-quarter of respondents (23%) felt that animal control enforcement was too lenient. Few respondents felt that the level of enforcement for each category was too tough.

Level of Enforcement						
Please tell me how you feel about the level of enforcement in Golden for each of the following.	Percent of Respondents					
	Far too tough	Somewhat too tough	About right	Somewhat too lenient	Far too lenient	Total
Traffic enforcement	5%	4%	74%	13%	5%	100%
Animal control	1%	4%	71%	17%	6%	100%
Building or zoning	2%	5%	58%	23%	12%	100%
Code violations	1%	5%	55%	26%	12%	100%



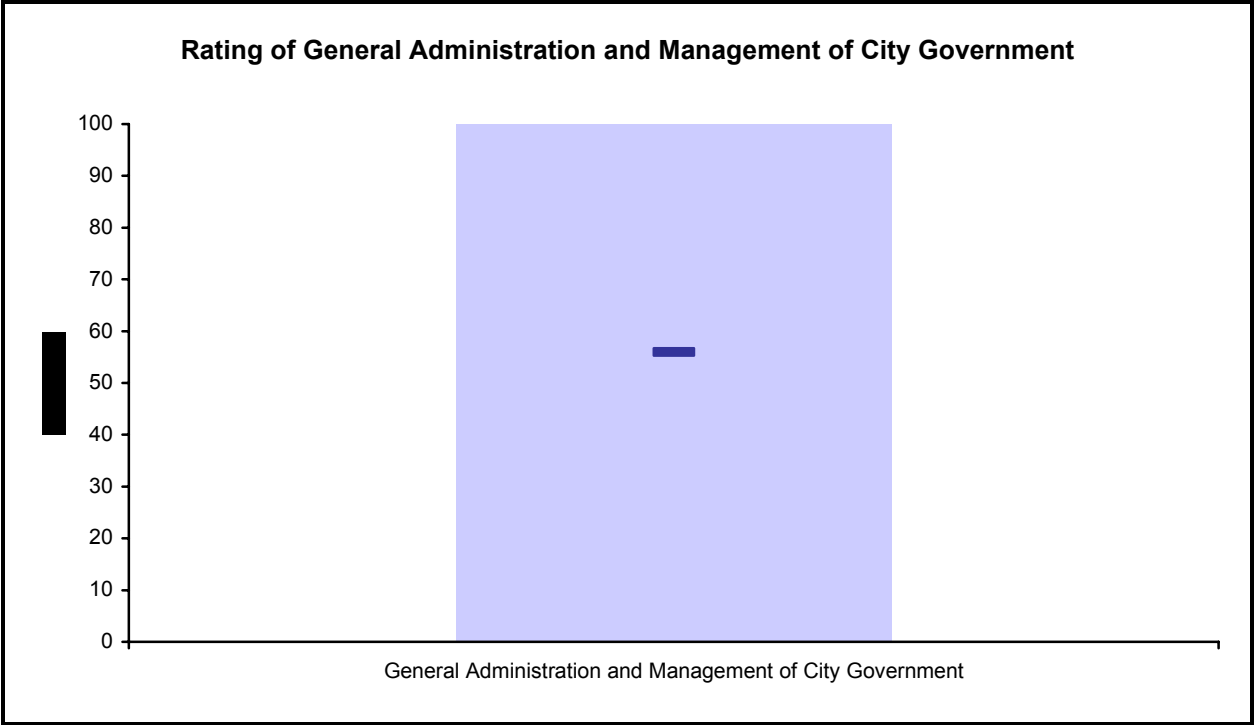
City Government

Residents were asked to rate several aspects of Golden City Government. When asked to rate the general administration and management of the City government, six percent rated it as excellent, one-quarter of respondents (25%) felt that the general administration and management was very good, 46% felt that it was good, 16% felt that it was fair and eight percent felt that the City government administration and management was poor.



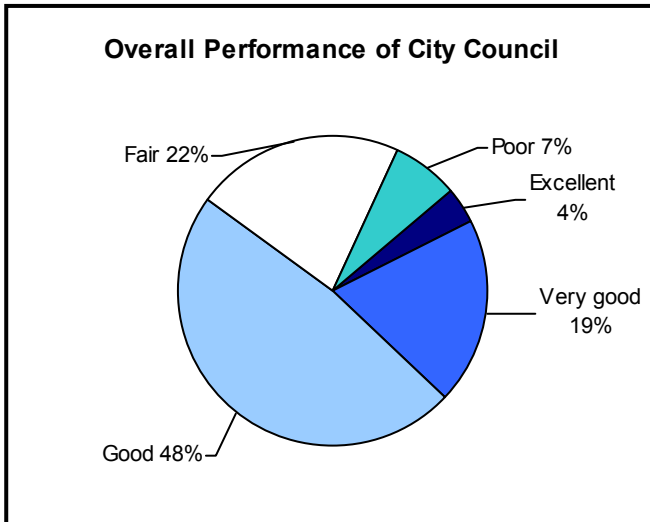
This rating also was converted to a 100-point scale where 100 equals “excellent” and 0 equals “poor.” The average rating on the 100-point scale was 51 or “good” and was similar to national norms. A comparison to Front Range jurisdictions was not available.

Rating of General Administration and Management of City Government							
	Percent of Respondents						Average Rating (100=Excellent, 0=Poor)
	Excellent	Very good	Good	Fair	Poor	Total	
How would you rate the general administration and management of Golden City government?	6%	25%	46%	16%	8%	100%	51



Rating of General Administration and Management of City Government					
	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Overall performance of the Golden City Council?	51	38	85	56%ile	Similar to the norm

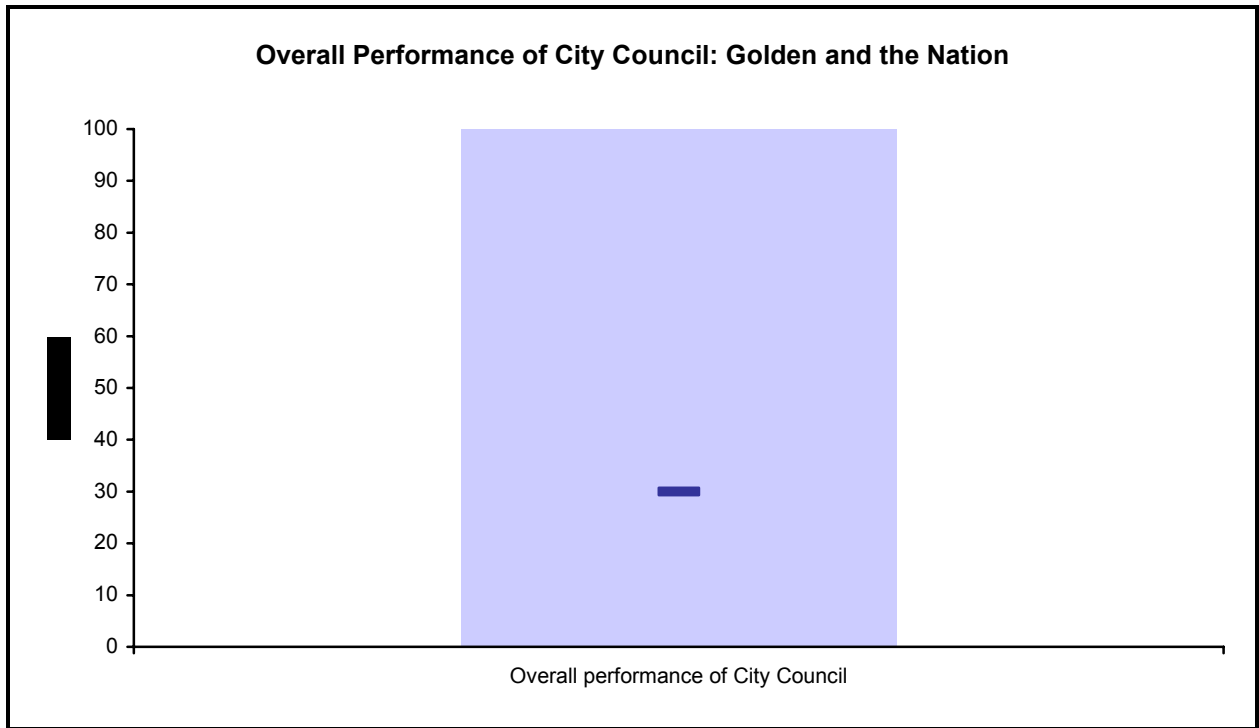
Golden residents also were asked to rate the overall performance of the Golden City Council. About one-quarter of respondents (23%) rated the overall performance of Golden City Council as “excellent” or “very good” and about half of the respondents (48%) gave a rating of “good.” Two in ten respondents (22%) felt that the overall performance of City Council was fair and 7% gave a “poor” rating.



This rating also was converted to a 100-point scale where 100 equals “excellent” and 0 equals “poor.” The average rating on the 100-point scale was 48 or about “good.” This rating was below ratings given by other cities in the normative data set (see chart and table on the following page). A comparison to Front Range jurisdictions was not available.

Overall Performance of City Council							
	Percent of Respondents						Average Rating (100=Excellent, 0=Poor)
	Excellent	Very good	Good	Fair	Poor	Total	
How would you rate the overall performance of the Golden City Council?	4%	19%	48%	22%	7%	100%	48

Overall Performance of City Council: Golden and the Nation



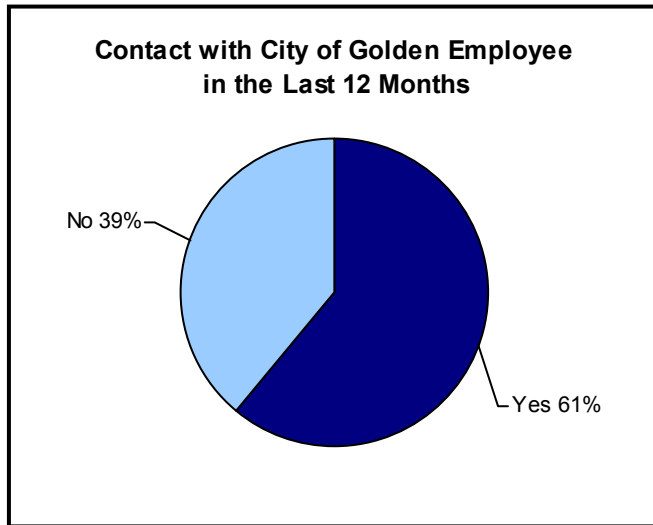
Overall Performance of City Council: Golden and the Nation					
	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Overall performance of the Golden City Council?	48	22	27	22%ile	Below the norm

Golden residents were asked if they had any additional comments they would like to make about the services provided by the City of Golden, the administration of the City or the City Council. The majority of residents (81%) were unable to think of any additional comments. Of the 19% of respondents who made additional comments, 5% were pleased with City staff and City Council. (The full set of “other” responses appears in Appendix IV).

Comments About Services Provided by City Government	
Did you have any additional comments you would like to make about the services provided by the City of Golden, the administration of the City or the City Council?	Percent of Respondents
Can't think of anything	81%
City staff and council are doing a great job	5%
Listen to citizens/care more about their opinions	2%
Put more work into transportation and roads	2%
Police and firefighters do a great job	1%
Stop fighting and controversy	1%
I enjoy living here/Golden is a great place to live	1%
They spend too much money	<1%
Other	7%
Total	100%

City Employees

Respondents were asked if they had any phone or in-person contact with a City of Golden employee in the last 12 months.



About six in ten respondents (61%) reported having contact with a City employee in the last 12 months.

The 61% of respondents who reported having contact with a City employee in the last 12 months also were asked to rate various aspects of their contact with a City employee. The majority of respondents rated each aspect of their contact as “good” or higher. The average ratings for each category were between “good” and “very good” on the 100-point scale and similar to or higher than ratings by jurisdictions across the nation (see chart and table on the following page). The overall impression, responsiveness to citizen concerns or issues and knowledge of resident issues ratings were similar to Front Range ratings (see chart and table on page 34). (Willingness to help or understand was not compared to other Front Range jurisdictions because there were not enough jurisdictions who asked this specific question).

Impression of Contact with City Employee							
Based on your most recent contact, I would like you to rate your impression of the employee of the City in a few different areas.	Percent of Respondents who had Contact with a City Employee in the Last 12 months						Average Rating (100=Excellent, 0=Poor)
	Excellent	Very good	Good	Fair	Poor	Total	
Your overall impression	31%	30%	21%	12%	6%	100%	67
Their willingness to help or understand	32%	31%	21%	8%	9%	100%	67
Their knowledge of your issues	27%	32%	24%	15%	3%	100%	66
Their responsiveness to your concern or issue	28%	31%	18%	15%	9%	100%	63

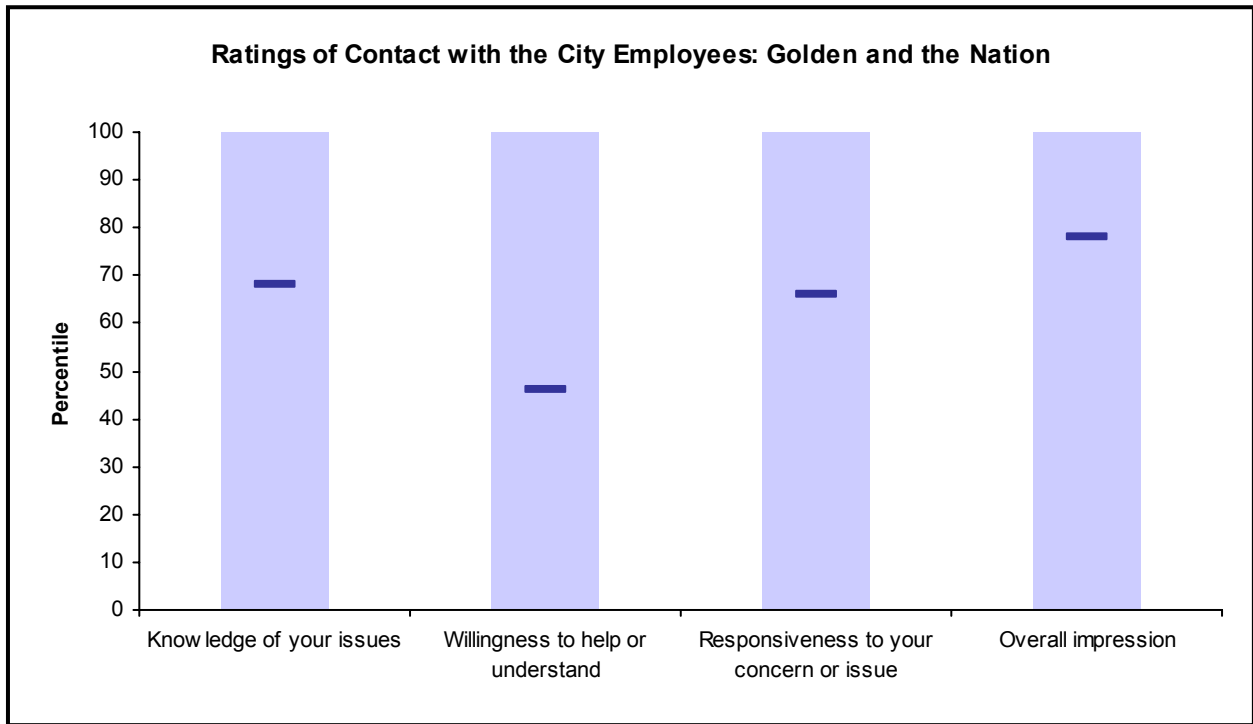


Figure 3: Ratings of Contact with the City Employees: Golden and the Nation

	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Knowledge of your issues	66	28	85	68%ile	Similar to the norm
Willingness to help or understand	67	16	28	46%ile	Similar to the norm
Responsiveness to your concern or issue	63	33	95	66%ile	Similar to the norm
Overall impression	67	26	114	78%ile	Above the norm

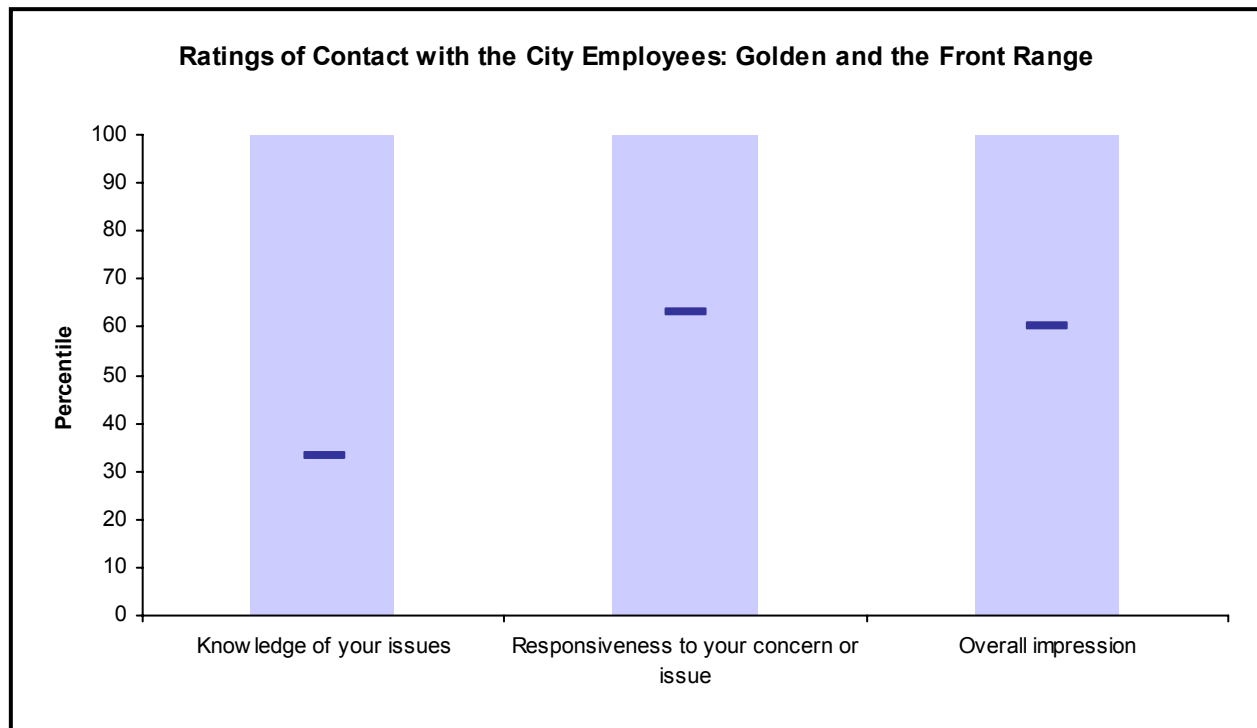


Figure 4: Ratings of Contact with the City Employees: Golden and the Front Range

	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Knowledge of your issues	66	7	9	33%ile	Similar to the norm
Willingness to help or understand	67	NA	NA	NA	NA
Responsiveness to your concern or issue	63	4	8	63%ile	Similar to the norm
Overall impression	67	5	10	60%ile	Similar to the norm

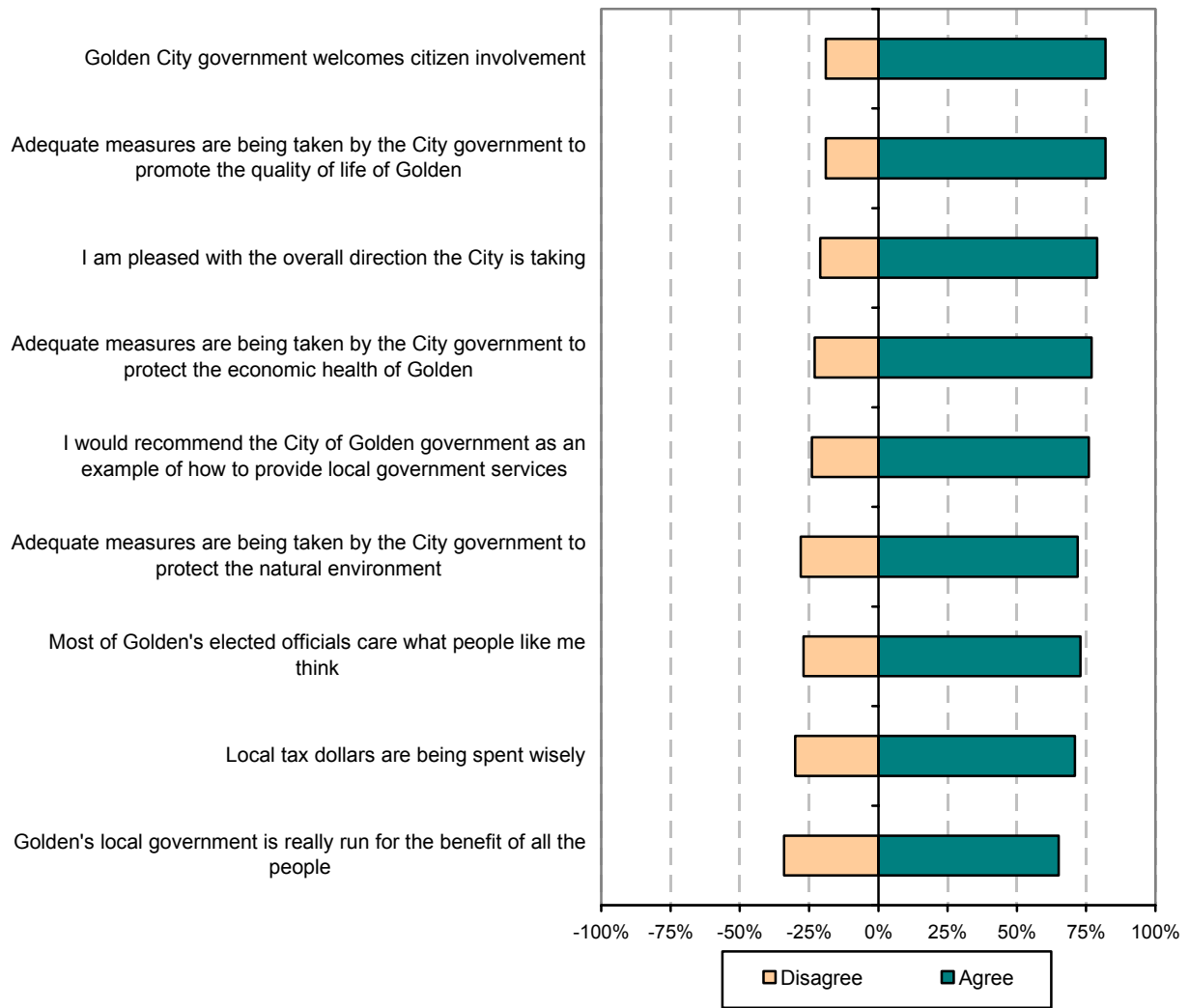
Public Trust

Survey respondents were asked to what extent they agreed or disagreed with a number of statements about the City of Golden. A majority of respondents agreed with each statement. About eight in ten respondents (82%) thought that Golden City government welcomes citizen involvement and three in ten respondents (29%) strongly agreed with this statement. Eighty-two percent of respondents “somewhat” or “strongly” agreed that there were adequate measures taken by the City government to promote the quality of life of Golden. Over three-quarter of respondents (79%) agreed that they were pleased with the overall direction the City was taking. Approximately seven in ten residents (72%) at least “somewhat” agreed that adequate measures were being taken by the City government to protect the economic health of Golden. About the same number of residents agreed that most of Golden's elected officials “care what people like me think” (73%) and that local tax dollars are being spent wisely (71%). About three-quarters of respondents agreed that adequate measures were being taken by the City government to protect the economic health of Golden (77%) and another 76% at least “somewhat” agreed that they would recommend the City of Golden government as an example of how to provide local government services

Five of the eight statements were compared with ratings of jurisdictions across the nation and one of the eight was compared to Front Range ratings. The statement “I am pleased with the overall direction the City was taking” was rated higher than national and Front Range norms. “Golden City government welcomes citizen involvement,” “Elected officials care what people like me think” and “local government is really run for the benefit of all the people” statements were rated higher than national norms and “local tax dollars are being spent wisely” were rated similarly to ratings across the nation (see charts and tables on the following pages).

Public Trust					
I would like you to tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.	Percent of Respondents				
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
Golden City government welcomes citizen involvement	29%	53%	12%	7%	100%
Adequate measures are being taken by the City government to promote the quality of life of Golden	25%	57%	14%	5%	100%
I am pleased with the overall direction the City is taking	23%	56%	17%	4%	100%
Adequate measures are being taken by the City government to protect the natural environment	22%	50%	20%	8%	100%
Most of Golden's elected officials care what people like me think	16%	57%	15%	12%	100%
Golden's local government is really run for the benefit of all the people	15%	50%	24%	10%	100%
Adequate measures are being taken by the City government to protect the economic health of Golden	14%	63%	16%	7%	100%
I would recommend the City of Golden government as an example of how to provide local government services	12%	64%	16%	8%	100%
Local tax dollars are being spent wisely	8%	63%	22%	8%	100%

Public Trust



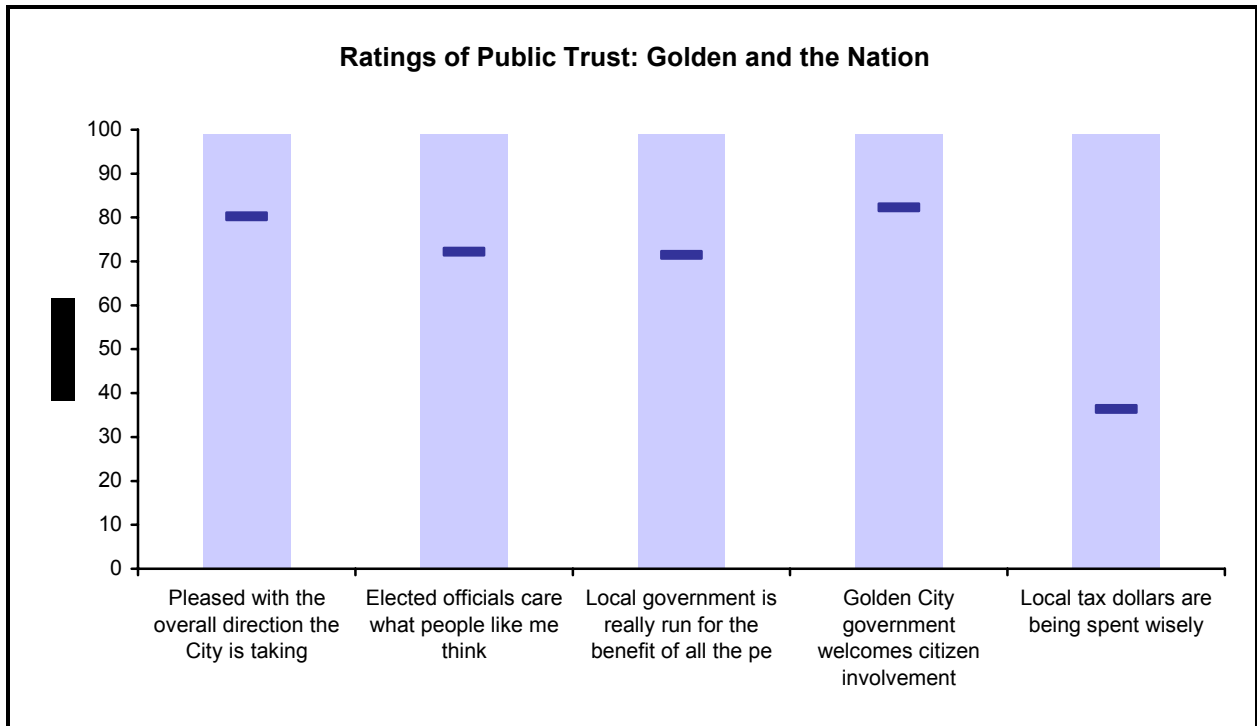


Figure 5: Ratings of Public Trust: Golden and the Nation

	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Pleased with the overall direction the City is taking	66	16	76	80%ile	Above the norm
Elected officials care what people like me think	59	6	18	72%ile	Above the norm
Local government is really run for the benefit of all the people	57	3	7	71%ile	Above the norm
Golden City government welcomes citizen involvement	68	12	62	82%ile	Above the norm
Local tax dollars are being spent wisely	57	15	22	36%ile	Similar to the norm

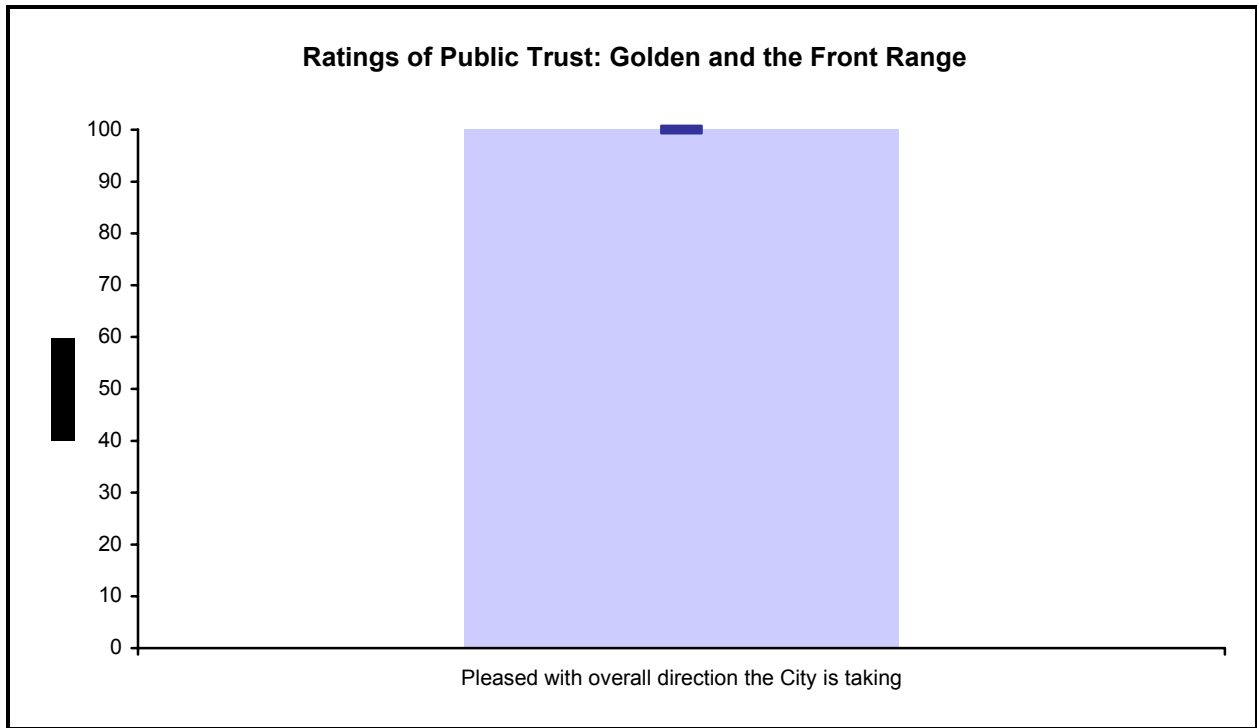
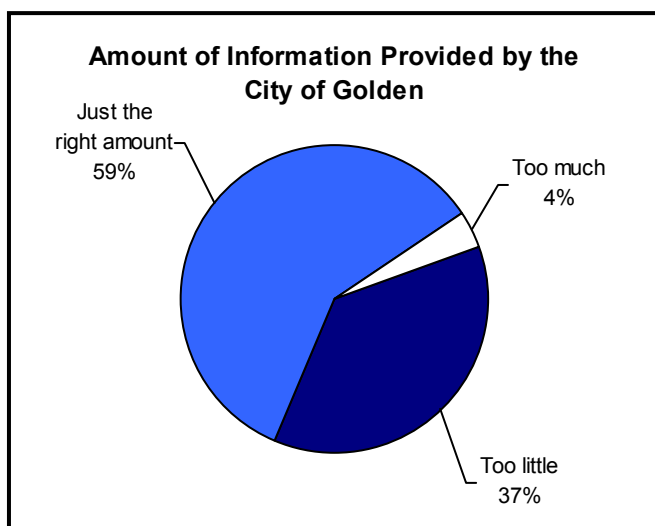


Figure 6: Ratings of Public Trust: Golden and the Front Range

	City of Golden Rating	Rank	Number of Jurisdictions for Comparison	City of Golden Percentile	Comparison of Golden Rating to Norm
Pleased with the overall direction the City is taking	66	1	6	100%ile	Above the norm
Elected officials care what people like me think	59	NA	NA	NA	NA
Local government is really run for the benefit of all the people	57	NA	NA	NA	NA
Golden City government welcomes citizen involvement	68	NA	NA	NA	NA
Local tax dollars are being spent wisely	57	NA	NA	NA	NA

Information Sources

Respondents were asked to indicate if the amount of information provided by the City of Golden was too much, too little or just the right amount.



About six in ten respondents (59%) reported the amount of information provided by the City was just the right amount and 37% said the amount was too little. Only 4% thought that the amount of information provided by the City was too much.

Survey respondents were asked how often they used each of the information sources listed in the table below. Eight in ten respondents (82%) reported using “word of mouth” as a source of information at least “sometimes” and three-quarters (75%) reported often using The Golden Informer (the City’s newsletter) as a source of information. Approximately seven in ten respondents (69%) reported using The Golden Transcript (the local weekly paper) and about one-third of respondents (34%) reported “often” using it. Three-quarters of respondents (75%) reported never using Golden area schools for information.

Information Sources				
How often do you use each of the following to obtain information about Golden?	Percent of Respondents			
	Never	Sometimes	Often	Total
The Golden Informer, the city's newsletter	26%	37%	38%	100%
The Golden Transcript, the local weekly paper	30%	35%	34%	100%
Word of mouth	18%	50%	32%	100%
The Voice of Golden, the newsletter of a local political group	40%	36%	24%	100%
The Denver Post	36%	41%	23%	100%
The Rocky Mountain News	45%	36%	19%	100%
The City of Golden Web site	57%	32%	11%	100%
Local access cable channel 8	55%	36%	9%	100%
Golden area schools	75%	17%	8%	100%
The Chamber of Commerce	65%	30%	5%	100%

Significantly more residents read The Golden Informer in 2004 than in 2000, but fewer residents utilized The Golden Transcript. More respondents reported “never” using word of mouth for information and a significantly higher number of residents reported using word of mouth “sometimes” in 2004 than in 2000. However, the number of those respondents who used word of mouth “often” decreased significantly from 2000 to 2004. As a source of information, Golden area schools appeared to be used less by residents in 2004 than in 2000. Fewer residents reported “never” using the local access cable channel 8 as an information source and more respondents said that they used the local channel “sometimes” in 2004 than in 2000. The number of those who used the local access cable channel 8 “often” remained the same. The City of Golden Web site was used by significantly more residents in 2004 than in 2000 as was the Chamber of Commerce. (The Voice of Golden, The Denver Post and The Rocky Mountain News were not included in the 2000 survey).

Comparison by Survey Year: Information Sources								
	Percent of Respondents							
	2004				2000			
	Never	Sometimes	Often	Total	Never	Sometimes	Often	Total
The Golden Informer, the City's newsletter	26%	37%	38%	100%	29%	38%	33%	100%
Word of mouth	15%	50%	35%	100%	8%	36%	56%	100%
The Golden Transcript, the local weekly paper	30%	35%	34%	100%	11%	37%	51%	100%
The Voice of Golden, the newsletter of a local political group	40%	36%	24%	100%	NA	NA	NA	100%
The Denver Post	36%	41%	23%	100%	NA	NA	NA	100%
The Rocky Mountain News	45%	36%	19%	100%	NA	NA	NA	100%
The City of Golden Web site	57%	32%	11%	100%	77%	20%	4%	100%
Local access cable channel 8	55%	36%	9%	100%	65%	26%	9%	100%
Golden area schools	75%	17%	8%	100%	60%	20%	20%	100%
The Chamber of Commerce	65%	30%	5%	100%	58%	33%	10%	100%

Cells shaded in gray indicate significantly statistical differences between 2004 and 2000 results.

Conclusions

Residents Continue to Give a High Rating for Golden as a Place to Live

- Golden as a Place to Live was rated very positively by survey respondents; The average rating was 79 on a 100-point scale, about the same as in 2000, and significantly higher than the national norm.

Respondents Identify Growth, Traffic and Water as Problems Golden will Face in the Next Five Years

- Growth, traffic and transportation, the Northwest Parkway and development were mentioned by survey respondents in 2004 and in 2000. However, over two in five respondents (42%) thought that growth would be the biggest problem in upcoming years. Water was also mentioned by respondents in 2004, probably in response to the recent droughts.

Overall, Residents are Generally Pleased with the Direction Being Taken by the City

- Over three-quarters of respondents agreed with the statement “I am pleased with the overall direction the City is taking.”
- Sixty percent or more of respondents thought the City was devoting the right amount of effort to expanding museums and building new recreation facilities. Over half thought the City was doing enough to create new trails, create new parks and helping to rejuvenate and promote Golden's downtown, while 44% thought the City was doing enough to acquire more open space and 41% thought the City was doing enough to oppose the Northwest Parkway. Those who did not think the City was doing the right amount were more likely to believe the City should be doing more, not less, of each.
- When asked about specific services provided by the City, the majority of respondents felt that the City should provide more of or about the same amount to programs for seniors, museum funding, historic preservation, street maintenance and pothole repair, maintaining and creating sidewalks and programs for youth.

Respondents Willing to Increase Taxes or Reduce Services for Issues They Care About

- A majority of respondents supported increasing taxes or decreasing services in order to devote more resources to those issues or services for which they feel the City devotes too little effort.

City of Golden Employees Given High Marks

- Over half of the respondents (61%) had contact with a City of Golden employee within the previous year. The average rating of the overall impression of their most recent contact was a 67 on the 100-point scale, significantly above the national normative comparisons and between “very good” and “good” on the excellent, very good, good, fair, poor scale.

The Golden Informer, the City's Newsletter, is a Popular Source of Information

- Three-quarters of respondents said they “sometimes” or “often” get their information about the City of Golden from *The Golden Informer*, the most often cited source after “word of mouth.”