



City of
Golden

2006 Citizen Survey Report of Results

Surveys completed: November - December 2006

Report Date: January 2007

Customer Connections & Innovations, Inc.

www.c-connect.com

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City of
Golden

REPORT DIGEST



BACKGROUND AND PURPOSE

The City of Golden has contracted with Customer Connections & Innovations, Inc. (CCI) to conduct a citizen survey to obtain citizen input on the City of Golden and City Government. The survey has given Golden citizens the opportunity to provide input to the City on what is working well, what is not working well and to communicate priorities for community planning and resource allocation. The 2006 survey also includes several questions about whether/how people are using Comcast Channel 8 cablecasts and the webcasts of City Council meetings.

METHODOLOGY

CCI conducted the surveys by telephone to a representative sample of 382 Golden citizens. At the 95 percent confidence level, a 382 sample size yields a +/- 5 confidence interval. CCI conducted the City of Golden 2006 Citizen Survey utilizing standard company procedures. Surveys were conducted by CCI Phone Analysts in November and December 2006 using a Computer-Assisted Telephone Interviewing (CATI) system. In conducting surveys, CCI clients either provide a list of contacts to be surveyed or CCI purchases a list of contacts to be surveyed. For the City of Golden project, CCI purchased a list of Golden proper citizens. Carrier codes were utilized to ensure the listing contained only Golden proper citizens. CCI Phone Analysts made survey calls Monday – Saturday between the hours of 9:00 am and 9:00 pm. The response rate was 28%.

REPORTING

Report Format

Due to report length, the report is broken into a base report (this document) and a supplemental report. The base report is broken into two main sections:

- ◆ Report Digest. The Report Digest section includes the Background and Purpose, Methodology, Reporting and Key Findings.
- ◆ Question Review. The Question Review section provides results in varying formats (including charts and graphs) to the survey questions. The section follows the survey instrument. 2006 findings are provided for each question, 2005 vs. 2006 comparisons

are provided for all applicable questions, statistically significant differences between 2005 and 2006 are provided for all applicable questions and Citizen Satisfaction Index (CSI) ratings are provided for Question 1, Question 2 and Question 3.

The supplemental report includes Citizen verbatim responses to open-ended questions, raw data counts and frequencies and cross tabulations.

Calculations and Statistical Tests

Citizen Satisfaction Index (CSI) numbers have been generated for Question 1, Question 2 and Question 3. The CSI number can serve as a guide in gauging performance, and when studied over time provides an essential benchmark for tracking performance levels. CSI numbers are the mean ratings for each question.

CCI has determined statistically significant differences between common questions in 2005 and 2006 and between different demographic groups. CCI used a Z-test methodology to determine statistically significant differences.

KEY FINDINGS

Overall Direction

- ◆ Golden citizens are generally satisfied with the overall direction the City is taking. Seventy-nine percent of the citizens surveyed somewhat or strongly agreed with the statement that “I am pleased with the overall direction the City is taking” (Question 1). The percentage of respondents stating that they strongly agree increased from 24 percent in 2005 to 31 percent in 2006. Compared to last year significantly fewer respondents answered “Somewhat agree” (60 percent answered somewhat agree in 2005 and 48 percent answered somewhat agree in 2006).
- ◆ Respondents who have lived in Golden for more than 20 years and those 65 years old or older had the least favorable responses to the statement (Question 1). A significantly higher percentage of respondents having lived in Golden for more than 20 years strongly disagreed with the statement. A significantly higher percentage of respondents 65 years or older somewhat disagreed with the statement.

City Council

- ◆ Citizens were asked to rate their level of agreement with three statements about the Golden City Council: “The Golden City Council shares my vision of Golden” (Question 2a), “The Golden City Council is accessible to Golden citizens” (Question 2b) and “I am pleased with the overall performance of the Golden City Council” (Question 2c). Nearly two-thirds of respondents said that they somewhat or strongly

agree with each of the three statements related to the City Council (Questions 2a – 2c).

- ◆ Respondents who have lived in Golden the longest (the top two segments, 16-20 years and over 20 years) are more likely to strongly disagree with the statements (Question 2a – 2c) than those respondents who have lived in Golden less than 16 years.
- ◆ Respondents who reported having contact with a City employee were much more likely than those who didn't to strongly agree with Question 2b (accessible) and Question 2c (overall performance).
- ◆ When citizens were asked “Are you aware that Golden City Council Meetings are available to view on Comcast Cable Channel 8?” 68 percent of respondents answered “Yes” and 32 percent of respondents answered “No”.
- ◆ Awareness that City Council meetings can be viewed on Comcast Cable Channel 8 is greater the longer a person has lived in Golden. Of the respondents who are aware that the Council meetings are on Channel 8, a significantly larger proportion of men than women said they have actually watched a meeting on Channel 8.
- ◆ When citizens were asked “Are you aware that Golden City Council Meetings are available to view on www.cityofgolden.net?” 60 percent of respondents answered “No” and 39% of respondents answered “Yes”.
- ◆ Awareness that City Council meetings can be viewed at www.cityofgolden.net is generally higher the longer a person has lived in Golden. Awareness is also generally higher among the older age groups, although older citizens, especially those 65 or older, are much more likely to report that they never use the web site for obtaining information on Golden.
- ◆ Increasing awareness that the meetings are on the web site would have the least impact on citizens who are 65 years or older or who have lived in Golden for more than 20 years. That is, significantly larger percentages of respondents from these groups said they would never watch Council meetings on-line, even after they were made aware of the opportunity in the survey.

Contact with City Employees

- ◆ Over half of respondents (57 percent) stated that they had contact with a City of Golden employee during the last twelve months.
- ◆ If a citizen had contact with a City of Golden employee, they were asked to rate “Their knowledge of your issue” (Question 3a), “Their willingness to help or understand” (Question 3b), and “Your overall impression” (Question 3c). For all questions, over 70 percent of respondents answered either “Excellent” or “Very Good”.

- ◆ Compared to last year, a significantly greater percentage of respondents answered “Excellent” with regard to all three aspects (knowledge, willingness to help or understand and overall impression) of the contact they had with a City of Golden employee.
- ◆ Respondents in the 55-64 age group were the most likely to rate employees as “Excellent” in all three aspects (knowledge, willingness to help or understand and overall impression) of the contact they had with a City of Golden employee.

Law Enforcement

- ◆ Citizens were asked to rate the level of law enforcement for Animal Control (Question 4a), Building or Zoning (Question 4b), Code Violations (Question 4c) and Traffic Enforcement (Question 4d). A majority of the respondents who have opinions on the law enforcement issues included in the survey believe that the level of enforcement is about right.
- ◆ The chart below depicts significantly higher responses (among demographic breaks) for the Law Enforcement Questions.

Enforcement Area	Group	Response
Animal Control	Had contact with a City employee	Somewhat too lenient
Building or Zoning	Age 35-54	Far too tough
	Have lived in Golden for 11-15 years	Far too tough
	Did not have contact with a City employee	Somewhat too lenient
	Have lived in Golden for more than 20 years	Somewhat too lenient
Code Violations	Age 35-54	Far too lenient
Traffic Enforcement	Age 35-54	Far too tough
	Had contact with a City employee	Somewhat too tough
	Have lived in Golden for 11-15 years	Far too lenient

Information Venues

- ◆ According to the survey data, the most often used sources to obtain information about Golden are the *Golden Informer* and the *Golden Transcript*. Close to 70 percent of respondents stated that they “Often” use the *Golden Informer* and over 40 percent of respondents stated that they “Often” use the *Golden Transcript*.
- ◆ According to the survey data, use of the *Golden Informer* is greater the longer a person has lived in Golden.

- ◆ The percentage of respondents who said they “Never” use the *Golden Transcript* increased significantly from 19 percent (in 2005) to 27 percent (in 2006).
- ◆ According to unsolicited “Other” responses, the Library and Golden Community Center are also venues where respondents often get information about Golden.
- ◆ The www.2hourvacation.com web site is the least used venue for information included in this year’s survey.



City of
Golden

QUESTION REVIEW

City of Golden
2006 Citizen Survey

1. I would like you to tell me whether you Strongly agree, Somewhat agree, Somewhat disagree or Strongly disagree with the following statement: I am pleased with the overall direction the City is taking.

2. I am going to read three statements to you about the Golden City Council. Please tell me whether you Strongly agree, Somewhat agree, Somewhat disagree or Strongly disagree with each statement.

- a. The Golden City Council shares my vision of Golden.
- b. The Golden City Council is accessible to Golden Citizens.
 - b1. [IF SOMEWHAT DISAGREE OR STRONGLY DISAGREE] What could the City Council do to improve?
- c. I am pleased with the overall performance of the Golden City Council.
 - c1. [IF SOMEWHAT DISAGREE OR STRONGLY DISAGREE] What could the City Council do to improve?

3. During the last 12 months, have you had any contact with a City of Golden employee?

[IF YES] Based on your most recent contact, I would like you to rate your impression of the employees of the City in a few different areas. Please tell me if your impression was Excellent, Very Good, Good, Fair or Poor.

- a. Their knowledge of your issue
- b. Their willingness to help or understand
- c. Your overall impression

4. Please tell me how you feel about the level of law enforcement in Golden for each of the following. Would you say enforcement is Far too tough, Somewhat too tough, About right, Somewhat too lenient, Far too lenient.

- a. Animal control
- b. Building or zoning
- c. Code violations [WEEDS, JUNK CARS, ETC...]
- d. Traffic enforcement

5. How often do you use each of the following local information venues to obtain information about Golden? (Never, Sometimes, Often)

- a. Local access cable channel 8
- b. The Golden Chamber of Commerce and Visitors Center
- c. The Golden Informer, the City's monthly newsletter
- d. The Golden Transcript, the local weekly paper
- e. The Web site www.cityofgolden.net
- f. The Web site www.2HourVacation.com [ALSO www.ingolden.com]
- g. Other (ASK WHAT)

6. Are you aware that Golden City Council Meetings are available to view on Comcast Cable Channel 8?

6a. [IF YES TO Q6] Have you watched a Golden City Council Meeting on Comcast Cable Channel 8?

6a1. [IF YES TO Q6A.] Is there a particular reason why you watched the City Council Meeting? [CHANNEL SURFING, ISSUE OF INTEREST, GENERALLY INTERESTED]

6a2. [IF NO TO Q6A] Is there a particular reason why you have not watched the City Council Meeting? [DON'T HAVE CABLE, NOT INTERESTED]

6b. [IF NO TO Q6] Council's study sessions and regular meetings are aired live at 7 p.m. Thursdays on Channel 8 in Golden. Those meetings are also taped and rebroadcast at various times of day throughout the week. Knowing this service is available, how often will you watch City Council Meetings on Comcast Cable Channel 8? (Never, Sometimes, Often).

7. Are you aware that Golden City Council Meetings are available to view on the City's web site, cityofgolden.net?

7a. [IF YES TO Q7] Have you viewed a City Council Meeting on-line?

7b. [IF NO TO Q7] Council meetings are linked and available on the City's web site, cityofgolden.net the Tuesday following the Council meeting. Knowing this service is available, how often will you watch City Council Meetings on-line? (Never, Sometimes, Often).

8. Are there any significant issues in your neighborhood the City should be addressing and is not currently addressing?

9. How long have you lived in Golden?

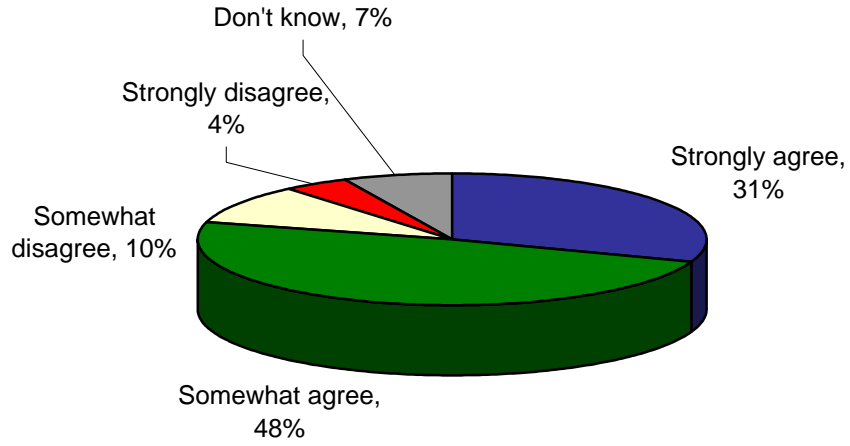
10. Which of the following categories includes your age?

- a. 18-24
- b. 25-34
- c. 35-54
- d. 55-64
- e. 65 or older

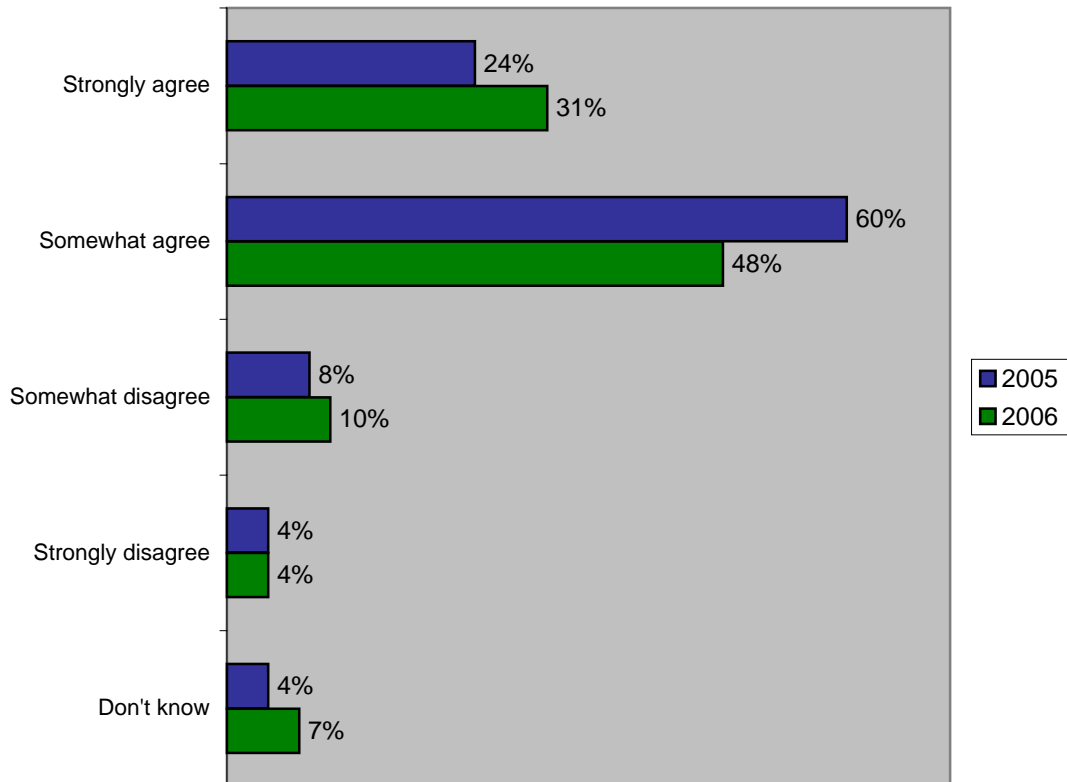
Q1. I am pleased with the overall direction the City is taking

2006 Findings and year to year response comparison (2005/2006)

2006 Findings




Year to year response comparison (2005/2006)



Question 1 Statistically Significant Differences 2005 vs. 2006

 2006 is significantly *lower* than 2005

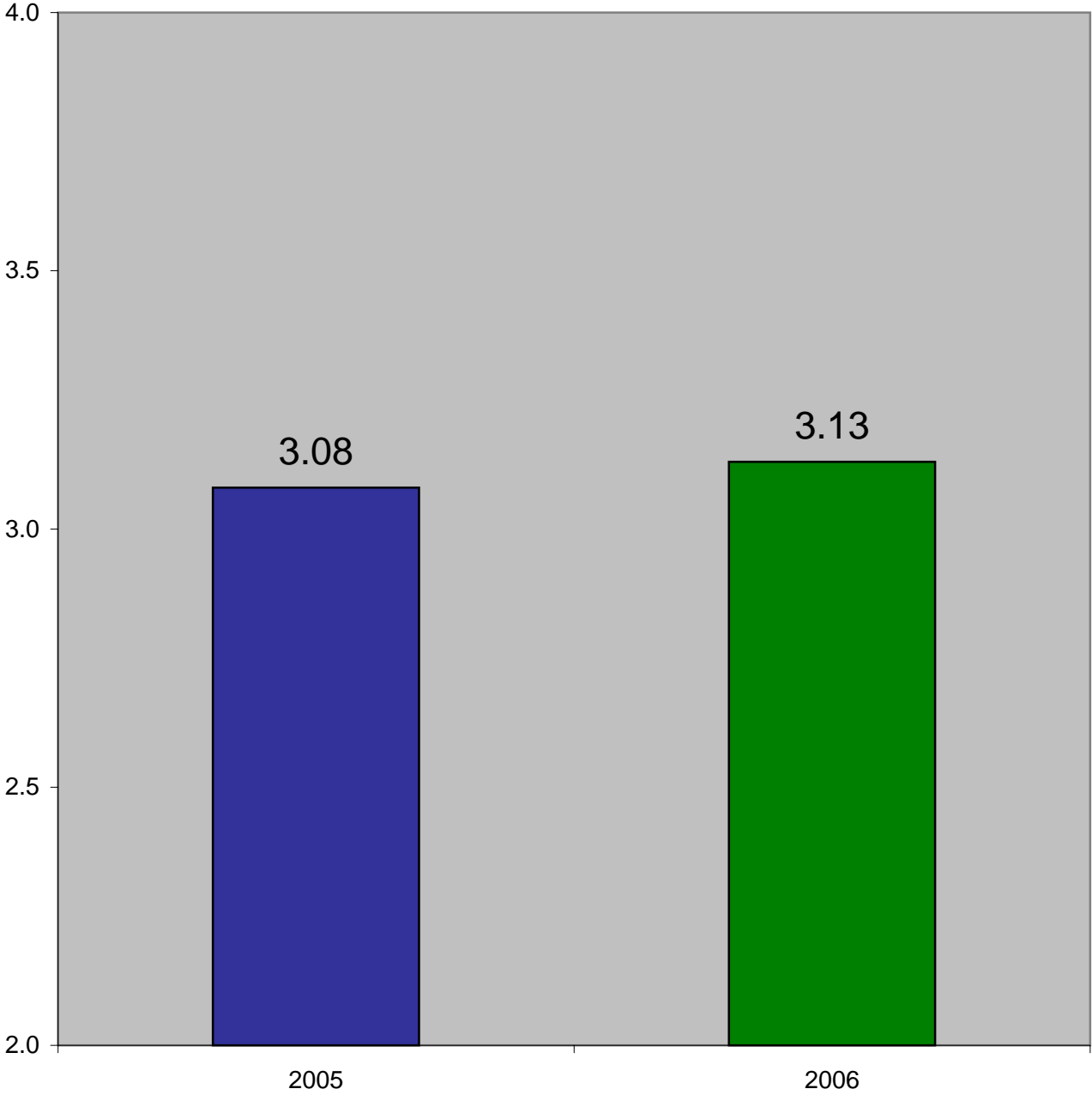
 2006 is significantly *higher* than 2005

Q1a - overall direction	2005	2006
Strongly agree	24%	31%
Somewhat agree	60%	48% *
Somewhat disagree	8%	10%
Strongly disagree	4%	4%
Don't know	4%	7%

Question 1 CSI Ratings

2005 vs 2006 Findings

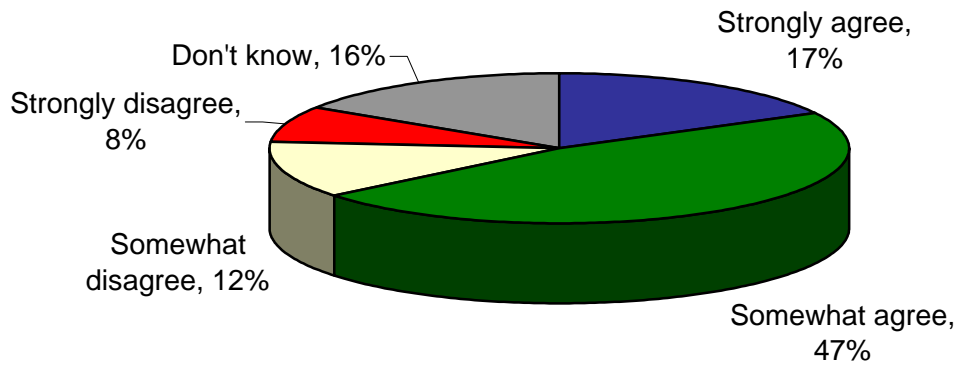
(4 point scale)



Q2a. The Golden City Council shares my vision of Golden.

2006 Findings

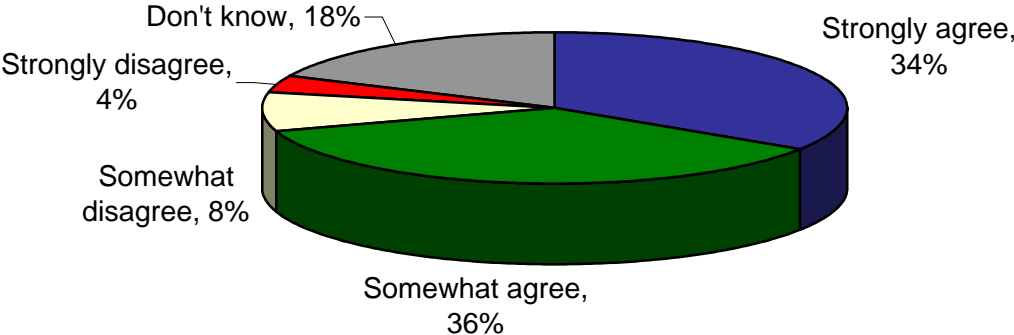
2006 Findings



Q2b. The Golden City Council is accessible to Golden Citizens.

2006 Findings

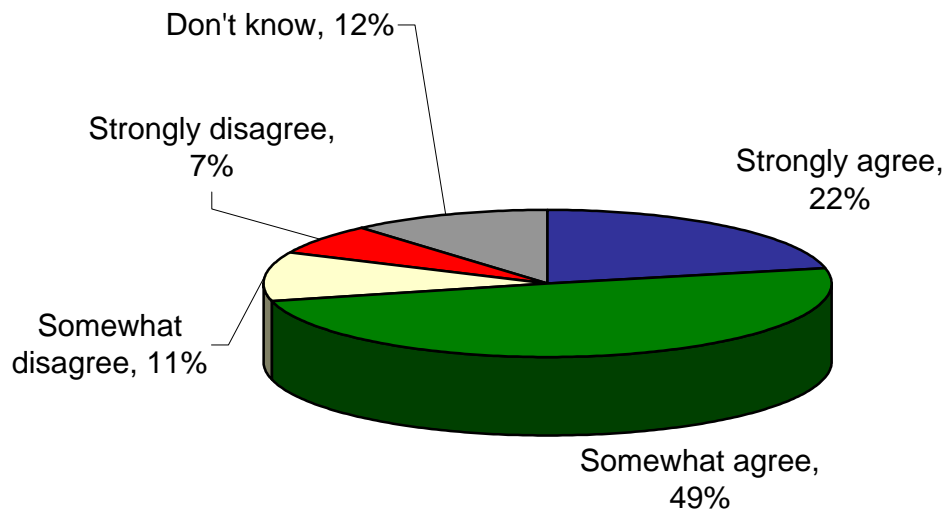
2006 Findings



Q2c. I am pleased with the overall performance of the Golden City Council.

2006 Findings

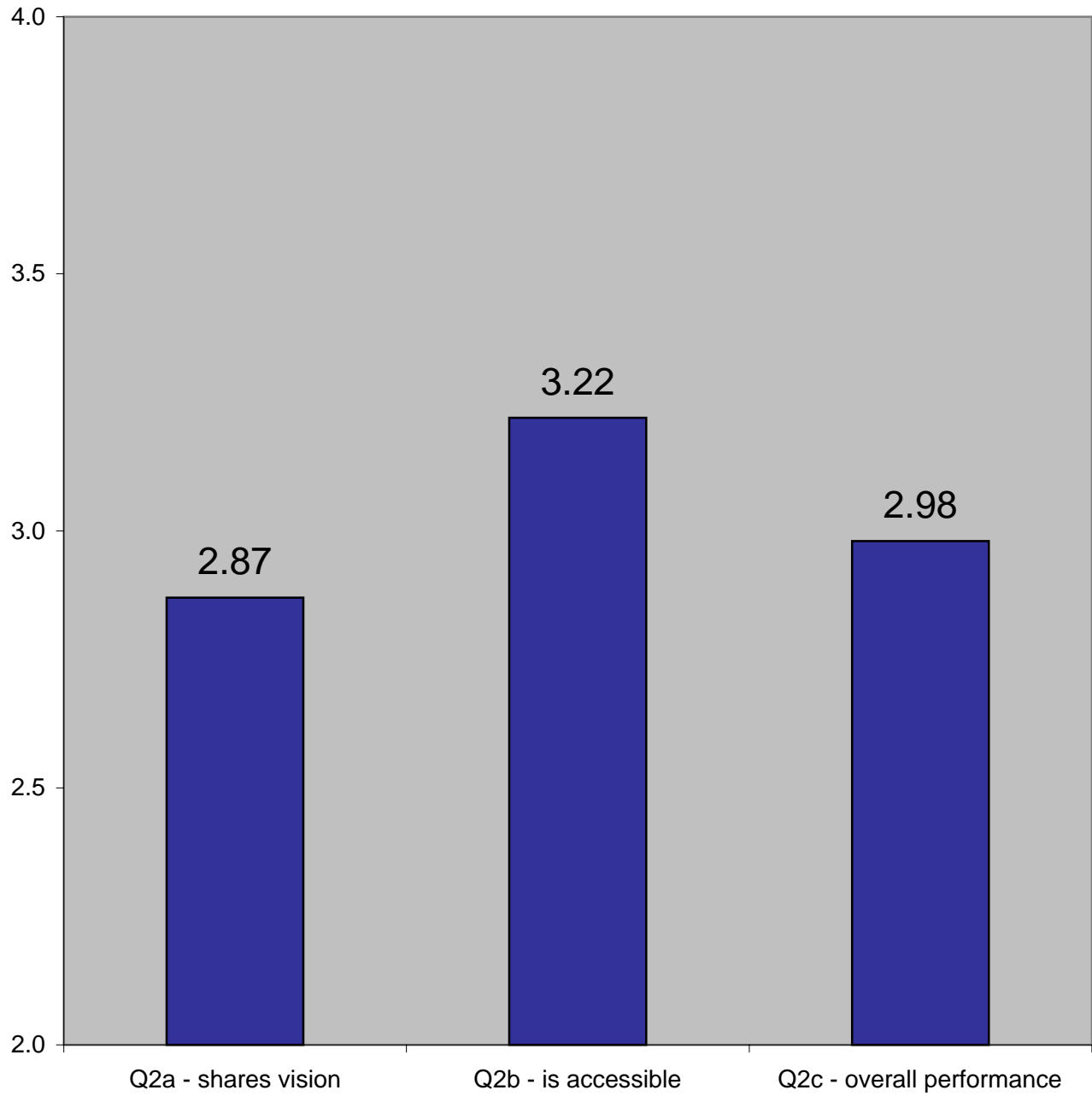
2006 Findings



Question 2a - 2c CSI Ratings

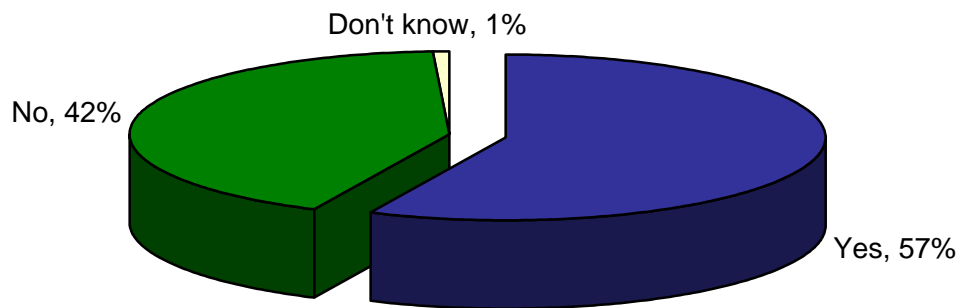
2006 Findings

(4 point scale)



Q3. During the last 12 months, have you had any contact with a City of Golden employee?
2006 Findings

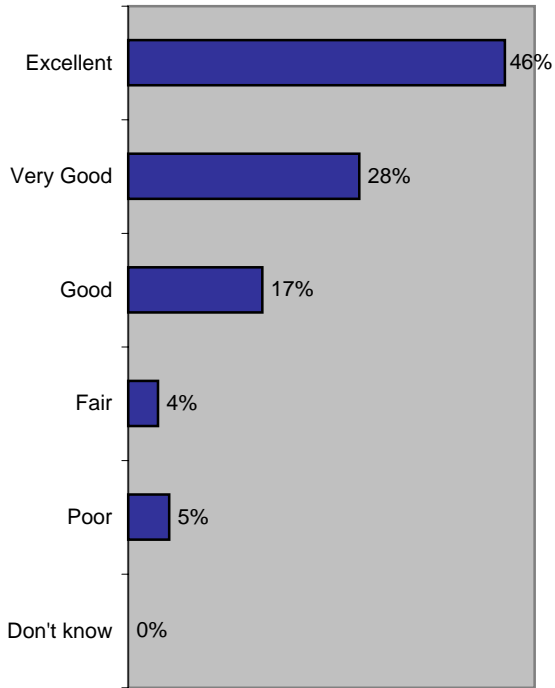
2006 Findings



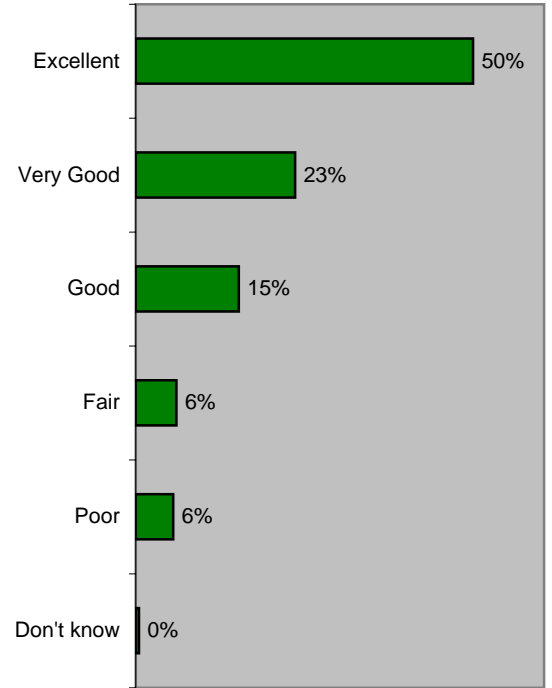
[IF YES] Q3a. - Q3c. Based on your most recent contact, I would like you to rate your impression of the employees of the city in a few different areas.

2006 Findings

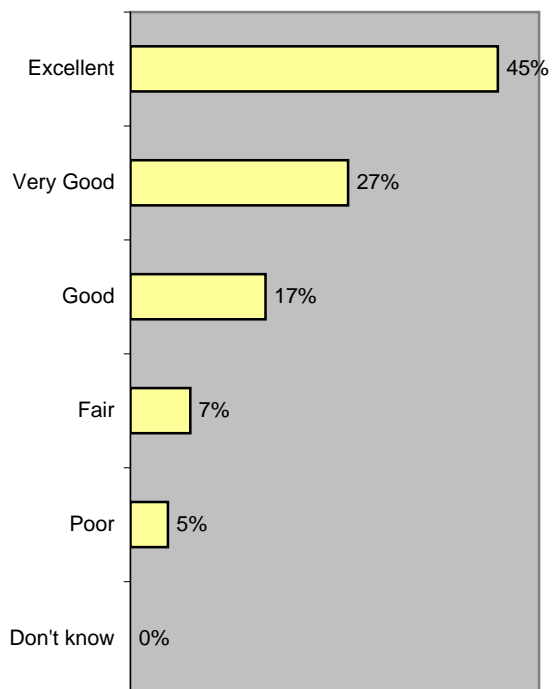
Q3a. Their knowledge of your issue



Q3b. Their willingness to help or understand



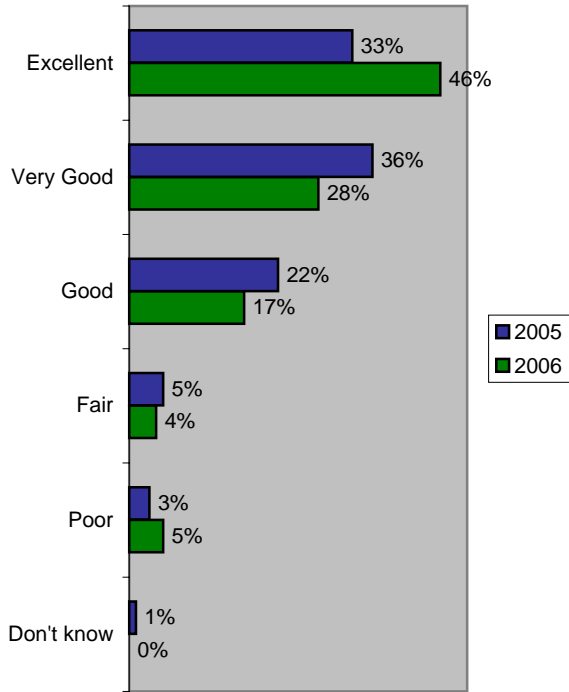
Q3c. Your overall impression



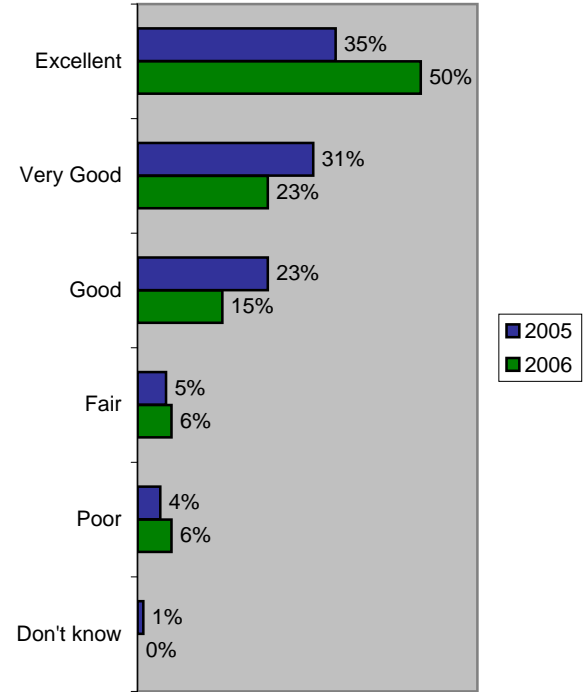
[IF YES] Q3a. - Q3c. Based on your most recent contact, I would like you to rate your impression of the employees of the city in a few different areas.

Year to year response comparison (2005/2006)

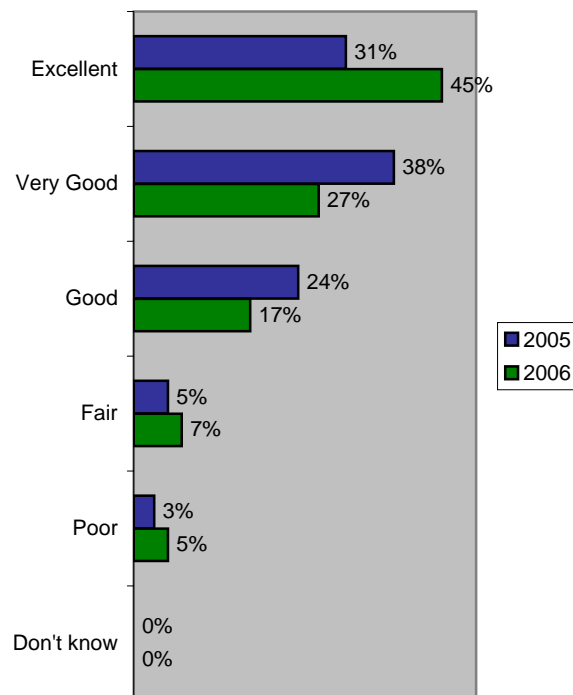
Q3a. Their knowledge of your issue



Q3b. Their willingness to help or understand



Q3c. Your overall impression



Question 3a - 3c Statistically Significant Differences 2005 vs. 2006

 2006 is significantly *lower* than 2005

 2006 is significantly *higher* than 2005

Q3a - knowledge	2005	2006
Excellent	33%	46% *
Very Good	36%	28%
Good	22%	17%
Fair	5%	4%
Poor	3%	5%
Don't know	1%	0%

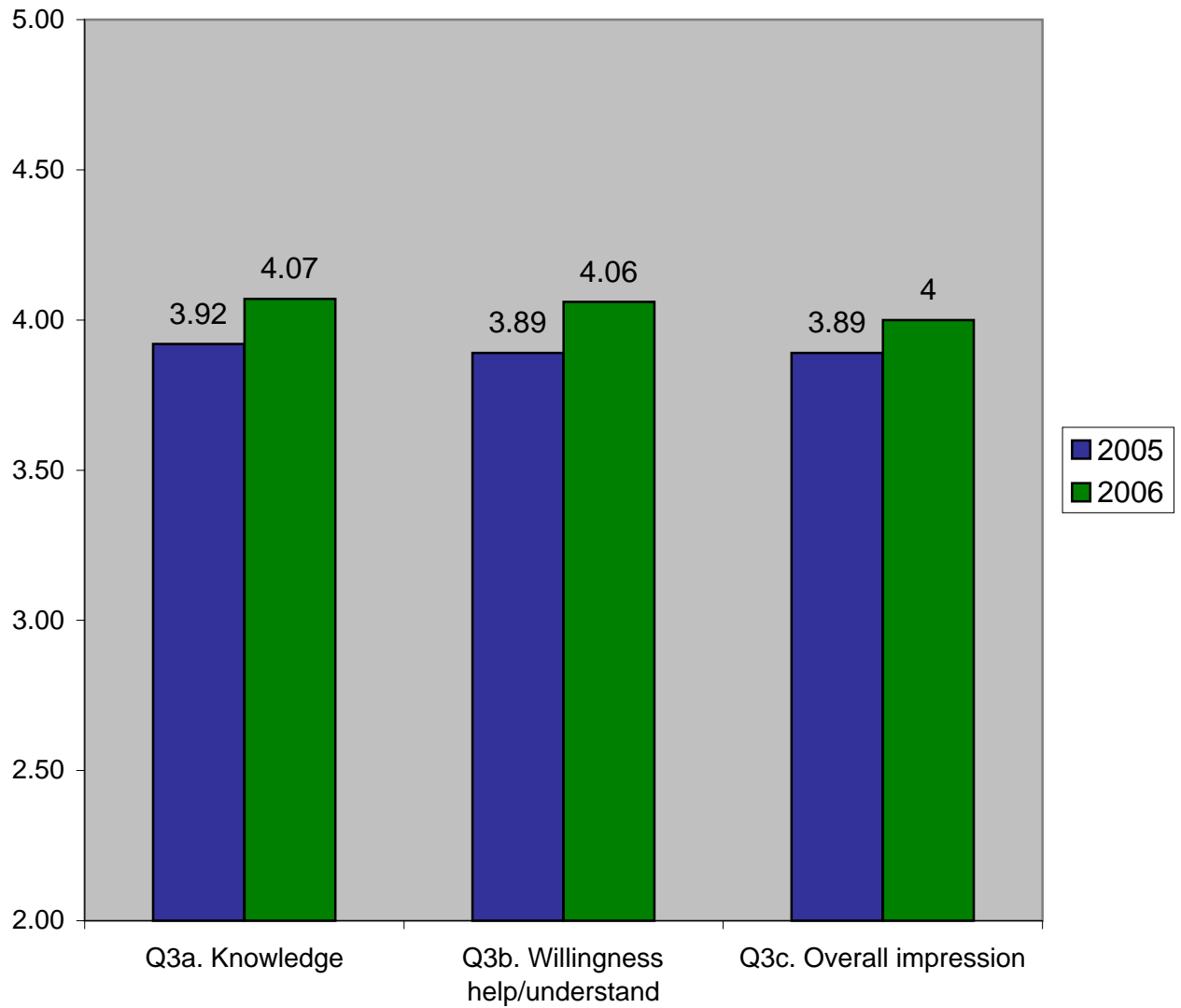
Q3b - willingness to understand	2005	2006
Excellent	35%	50% *
Very Good	31%	23%
Good	23%	15%
Fair	5%	6%
Poor	4%	6%
Don't know	1%	0%

Q3c - overall impression	2005	2006
Excellent	31%	45% *
Very Good	38%	27%
Good	24%	17%
Fair	5%	7%
Poor	3%	5%
Don't know	0%	0%

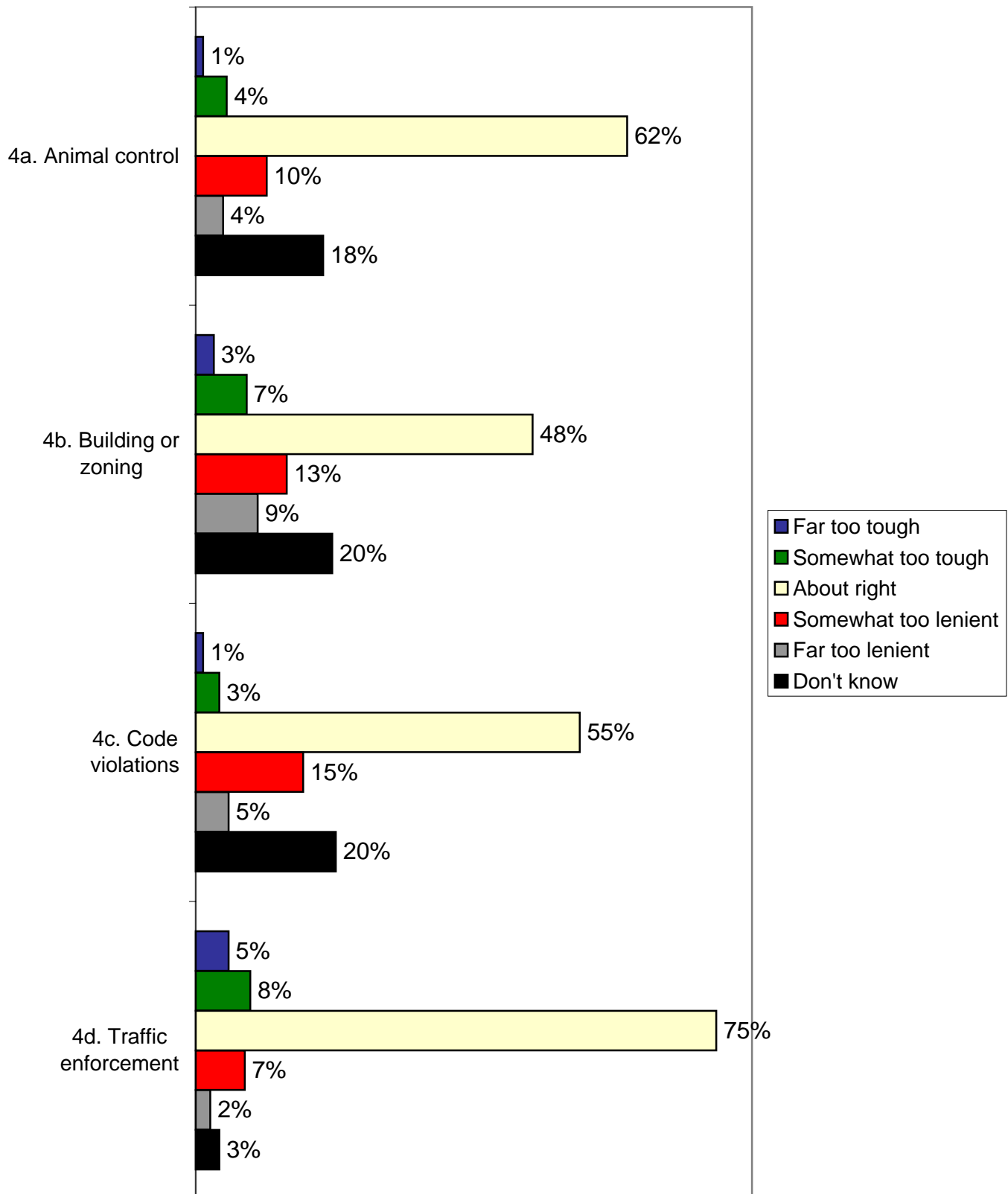
Q3a. - Q3c. CSI Ratings

2005 vs 2006 Findings

(5 point scale)

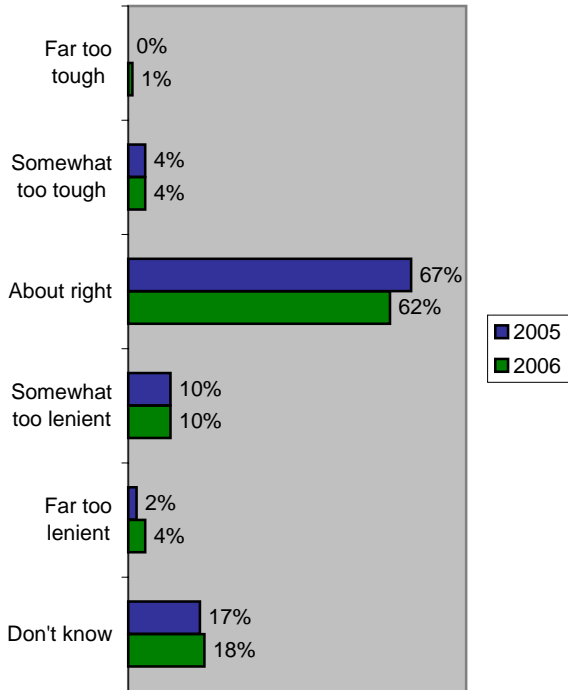


Q4. Please tell me how you feel about the level of law enforcement in Golden for each of the following
2006 Findings

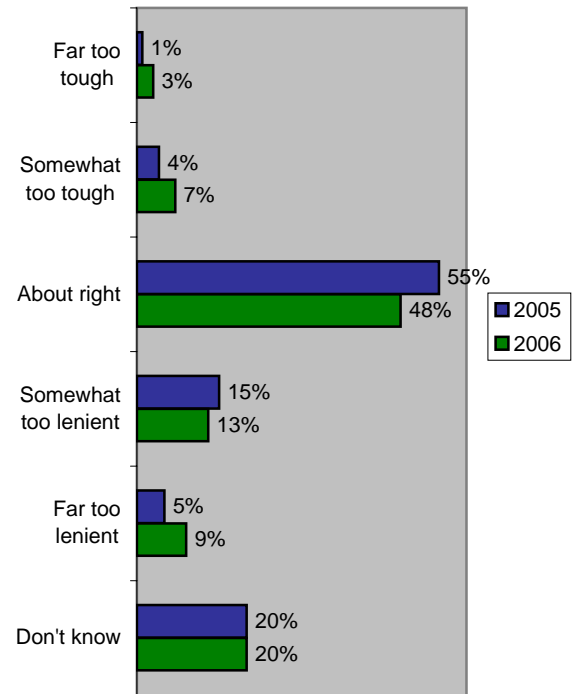


Q4a. - Q4d. Please tell me how you feel about the level of law enforcement
in Golden for each of the following
Year to year response comparison (2005/2006)

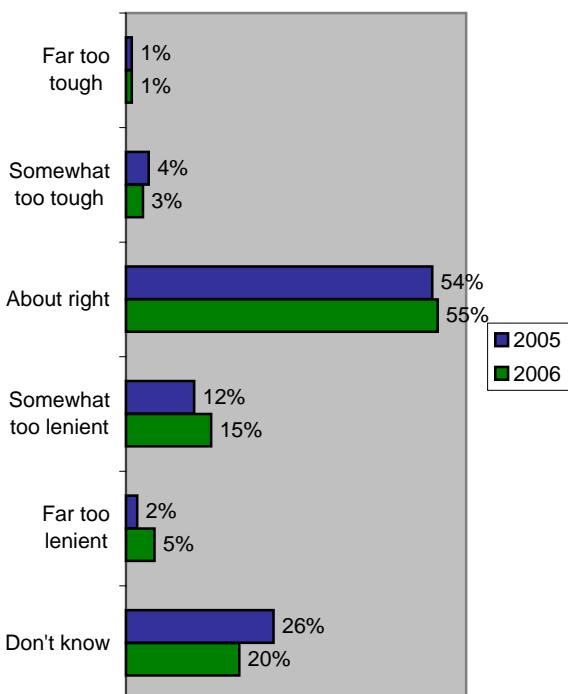
Q4a. Animal control



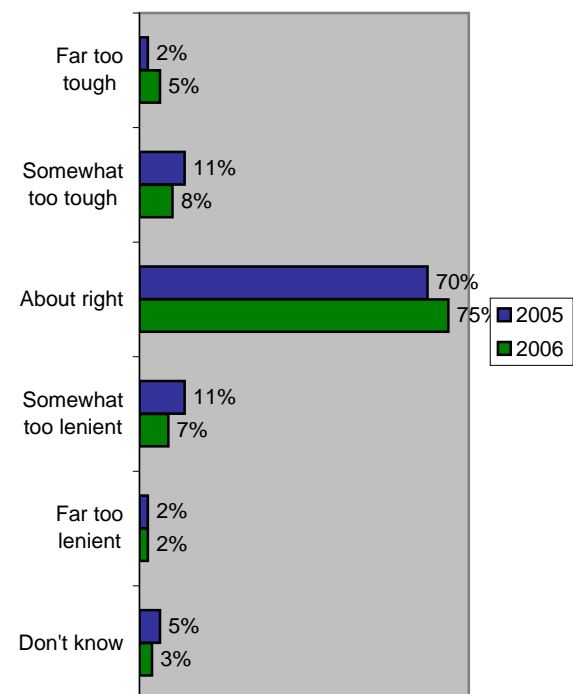
Q4b. Building or zoning



Q4c. Code violation



Q4d. Traffic enforcement



Question 4a - 4d Statistically Significant Differences 2005 vs. 2006

 2006 is significantly *lower* than 2005

 2006 is significantly *higher* than 2005

4a. Animal control	2005	2006
Far too tough	0%	1%
Somewhat too tough	4%	4%
About right	67%	62%
Somewhat too lenient	10%	10%
Far too lenient	2%	4%
Don't know	17%	18%

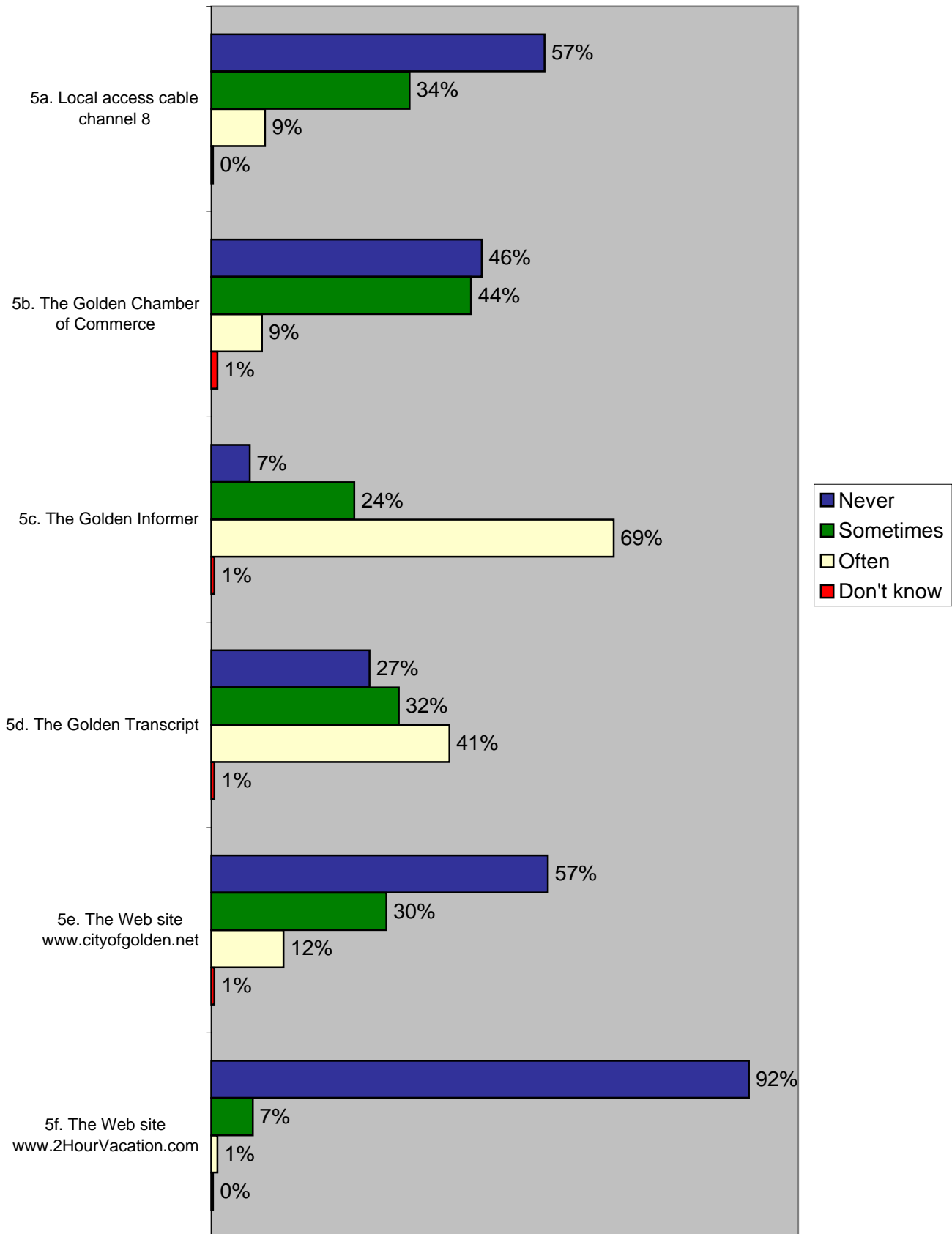
4b. Building or zoning	2005	2006
Far too tough	1%	3%
Somewhat too tough	4%	7%
About right	55%	48%
Somewhat too lenient	15%	13%
Far too lenient	5%	9%
Don't know	20%	20%

4c. Code violations	2005	2006
Far too tough	1%	1%
Somewhat too tough	4%	3%
About right	54%	55%
Somewhat too lenient	12%	15%
Far too lenient	2%	5%
Don't know	26%	20%

4d. Traffic enforcement	2005	2006
Far too tough	2%	5%
Somewhat too tough	11%	8%
About right	70%	75%
Somewhat too lenient	11%	7%
Far too lenient	2%	2%
Don't know	5%	3%

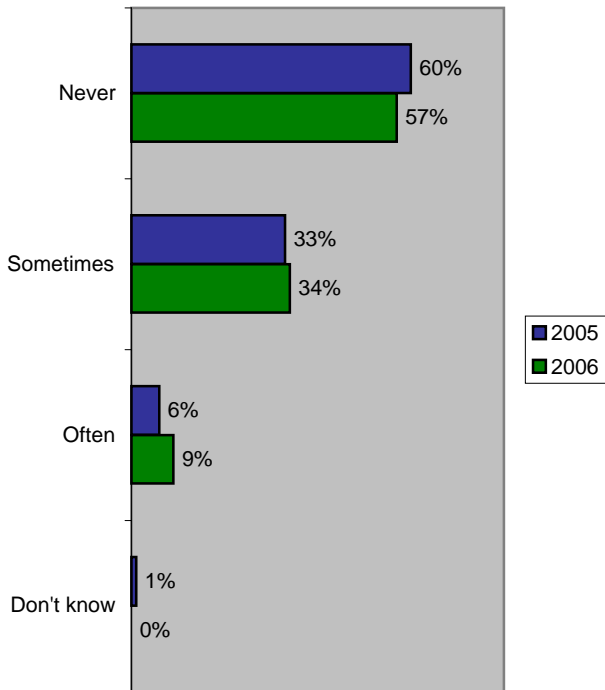
Q5. How often do you use each of the following local information venues to obtain information about Golden?

2006 Findings

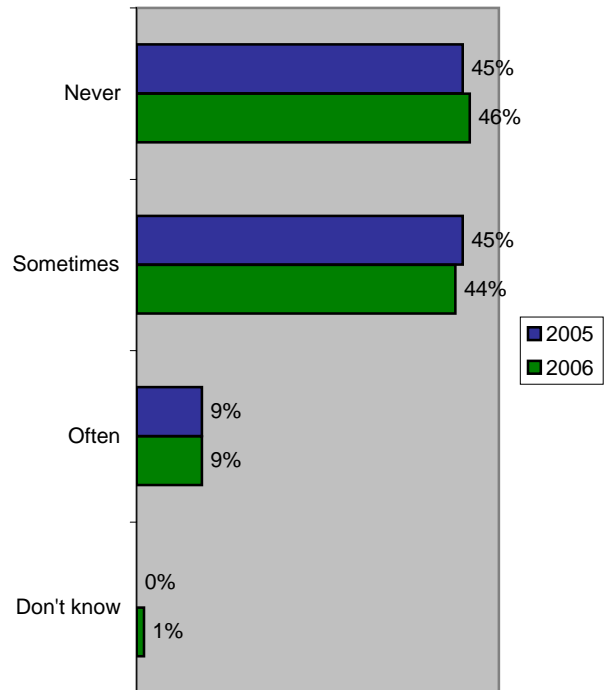


Q5a, Q5b, Q5c, Q5d How often do you use each of the following local information venues to obtain information about Golden?
Year to year response comparison (2005/2006)

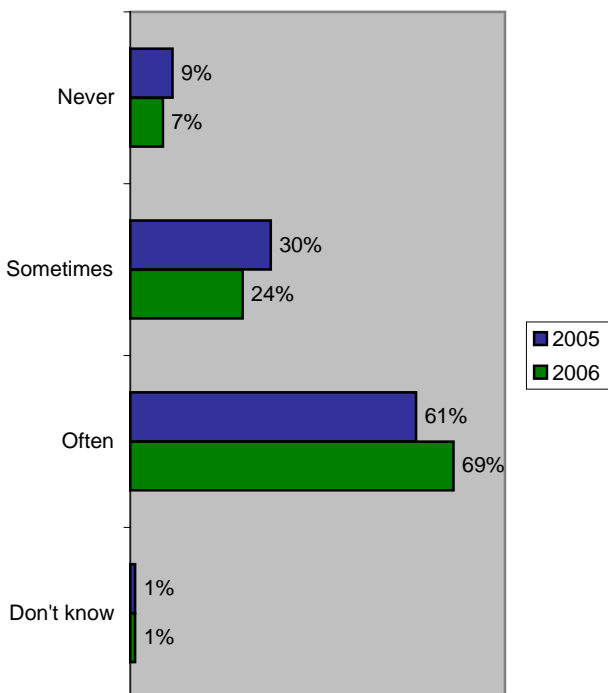
Q5a. Local access cable channel 8



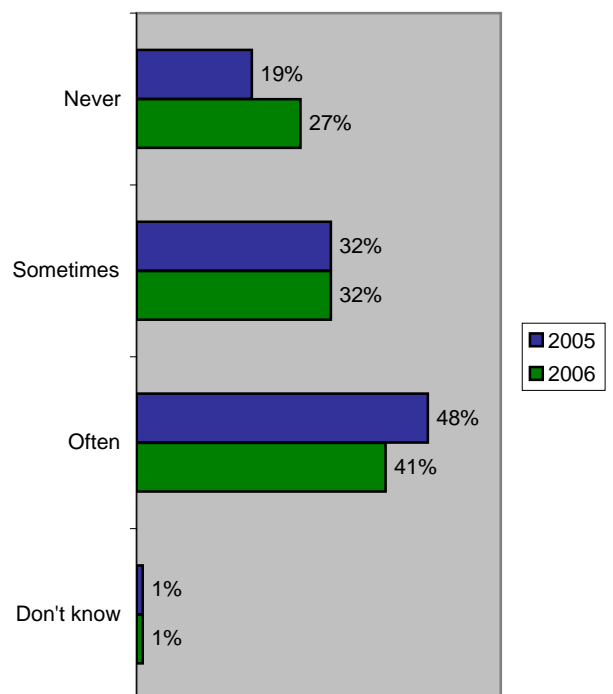
Q5b. The Golden Chamber of Commerce and Visitors Center



Q5c. The Golden Informer

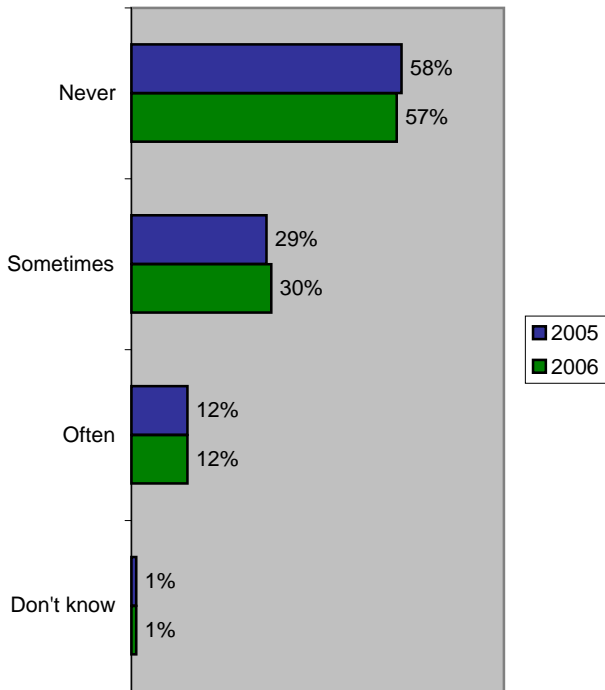


Q5d. The Golden Transcript

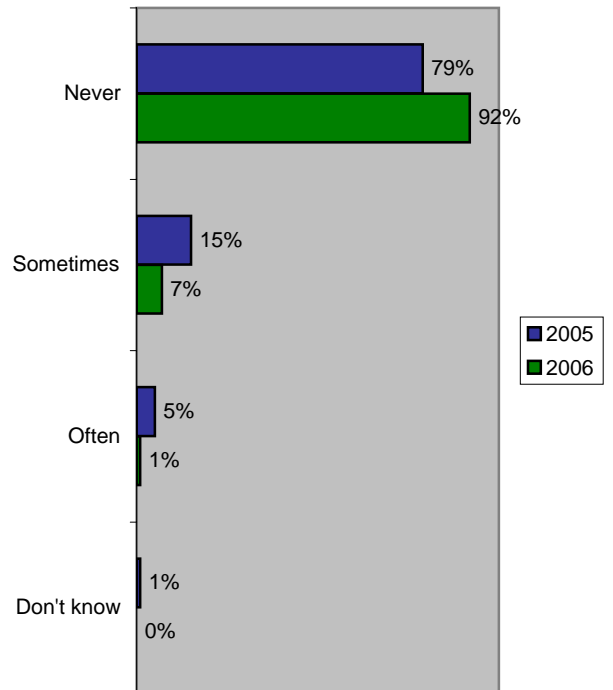


Q5e, Q5f How often do you use each of the following local information venues to obtain information about Golden?
Year to year response comparison (2005/2006)

Q5e. The Web site www.cityofgolden.net



Q5f. The Web site www.2HourVacation.com



Question 5a - 5f Statistically Significant Differences 2005 vs. 2006

■ 2006 is significantly *lower* than 2005

■ 2006 is significantly *higher* than 2005

5a. Local access cable channel 8

	2005	2006
Never	60%	57%
Sometimes	33%	34%
Often	6%	9%
Don't know	1%	0%

** note: City Council Meetings were not aired on local access cable channel in 2005. In 2006 City Council Meetings were aired on local access cable channel.*

5b. Chamber of Commerce

	2005	2006
Never	45%	46%
Sometimes	45%	44%
Often	9%	9%
Don't know	0%	1%

5c. Golden Informer

	2005	2006
Never	9%	7%
Sometimes	30%	24%
Often	61%	69%
Don't know	1%	1%

5d. Golden Transcript

	2005	2006
Never	19%	27%*
Sometimes	32%	32%
Often	48%	41%
Don't know	1%	1%

5e. www.cityofgolden.net

	2005	2006
Never	58%	57%
Sometimes	29%	30%
Often	12%	12%
Don't know	1%	1%

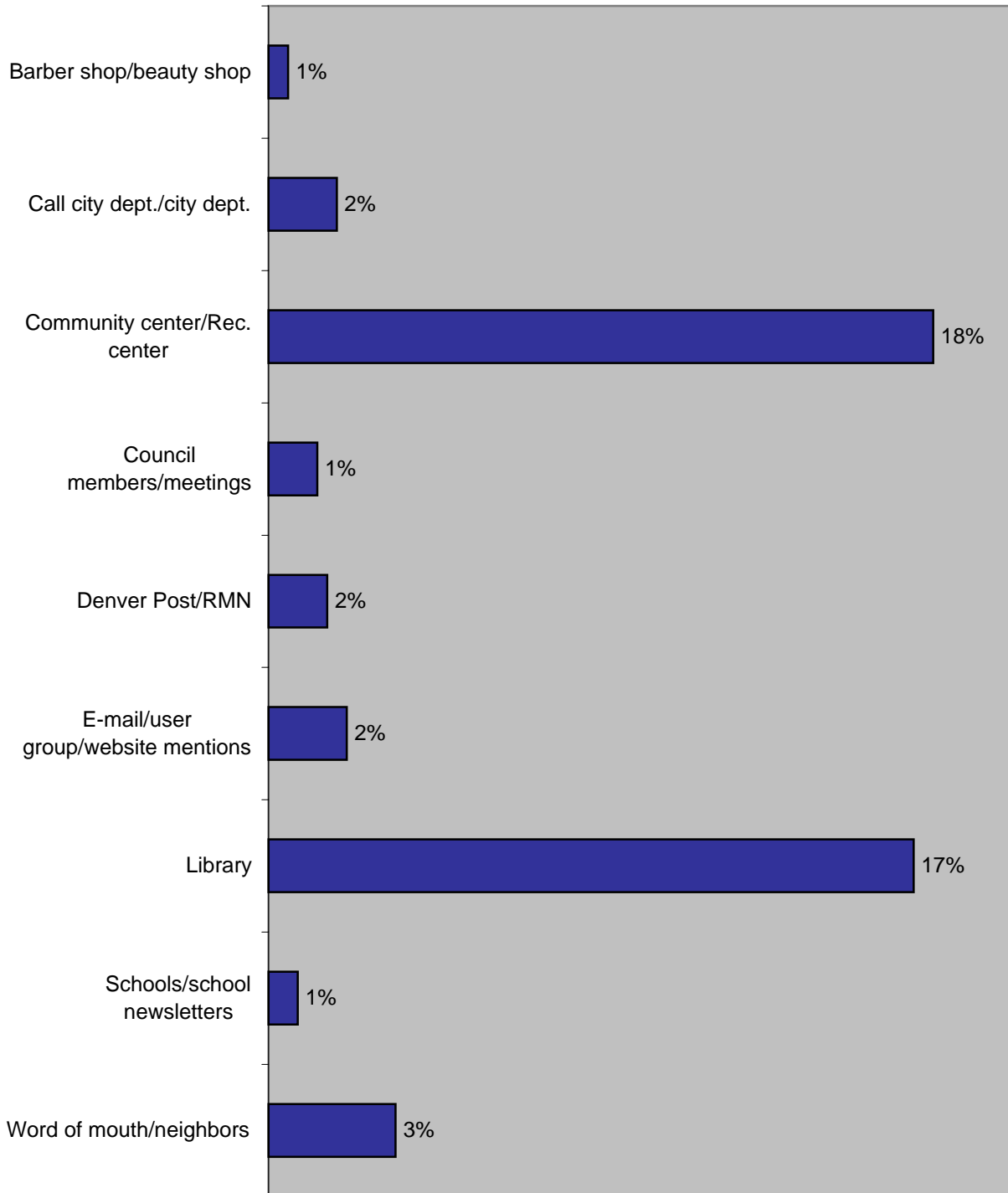
5f. www.2HourVacation.com

	2005	2006
Never	79%	92%
Sometimes	15%	7%
Often	5%	1%
Don't know	1%	0%

** note: variation in wording of website:
2005: www.ingolden.com
2006: www.2HourVacation.com*

Q5 (local information venues) "Other" Mentions 2006 Findings

* shown as a percent of total sample



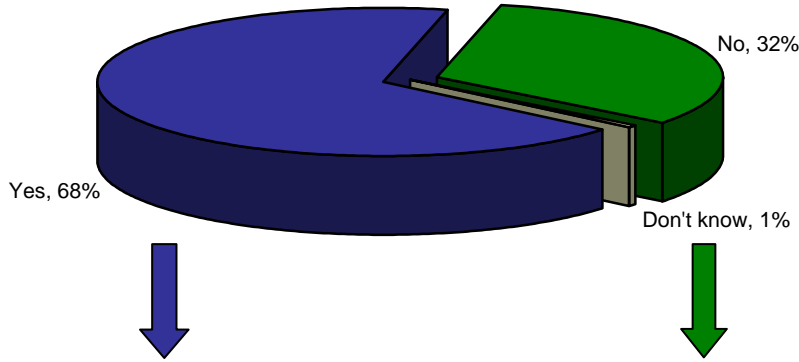
Q6. Are you aware that Golden City Council Meetings are available to view on Comcast Cable Channel 8?

Q6a. [IF YES TO Q6] Have you watched a Golden City Council Meeting on Comcast Cable Channel 8?

Q6b. [IF NO TO Q6] ...how often will you watch Golden City Council Meetings on Comcast Cable Channel 8?

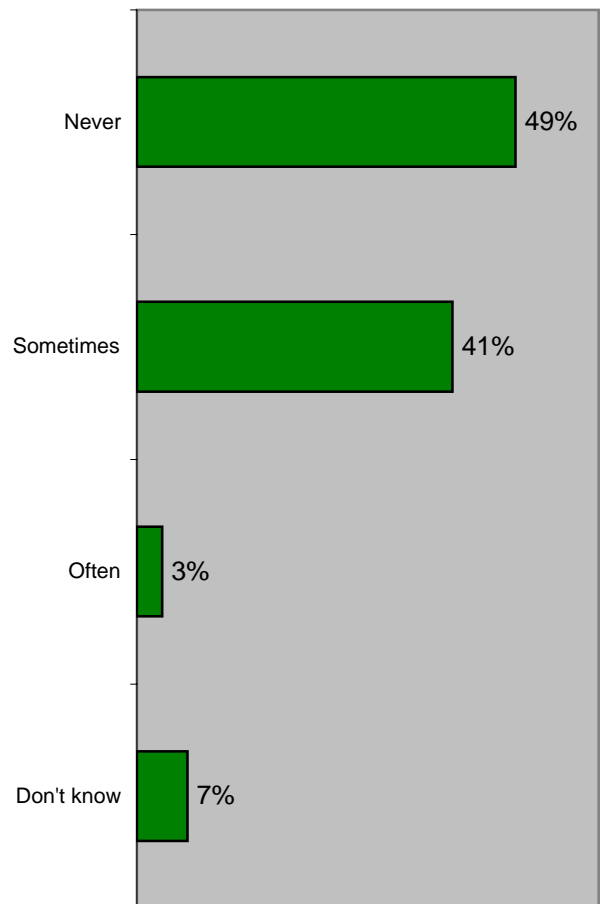
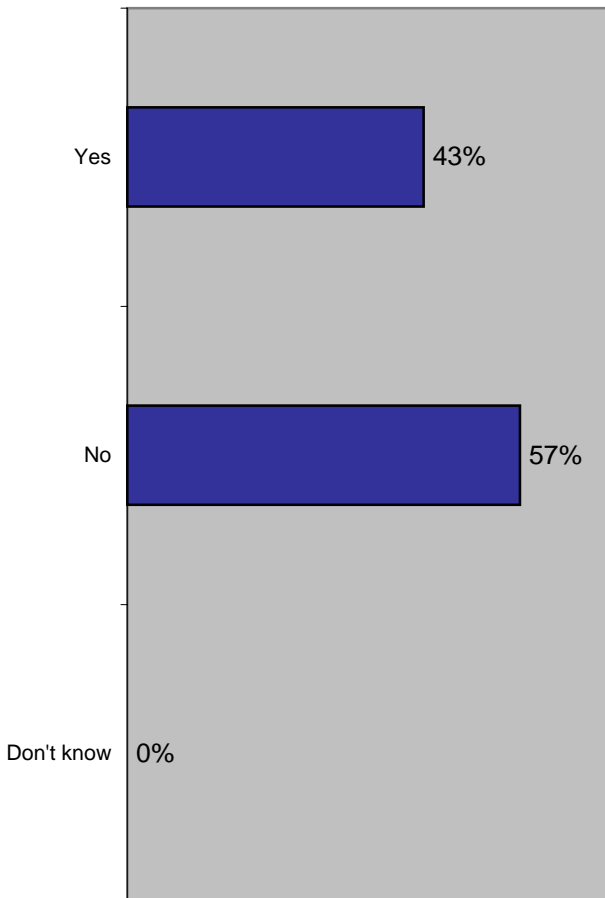
2006 Findings

2006 Findings



[IF YES] Have you watched...

[IF NO] How often will you watch...

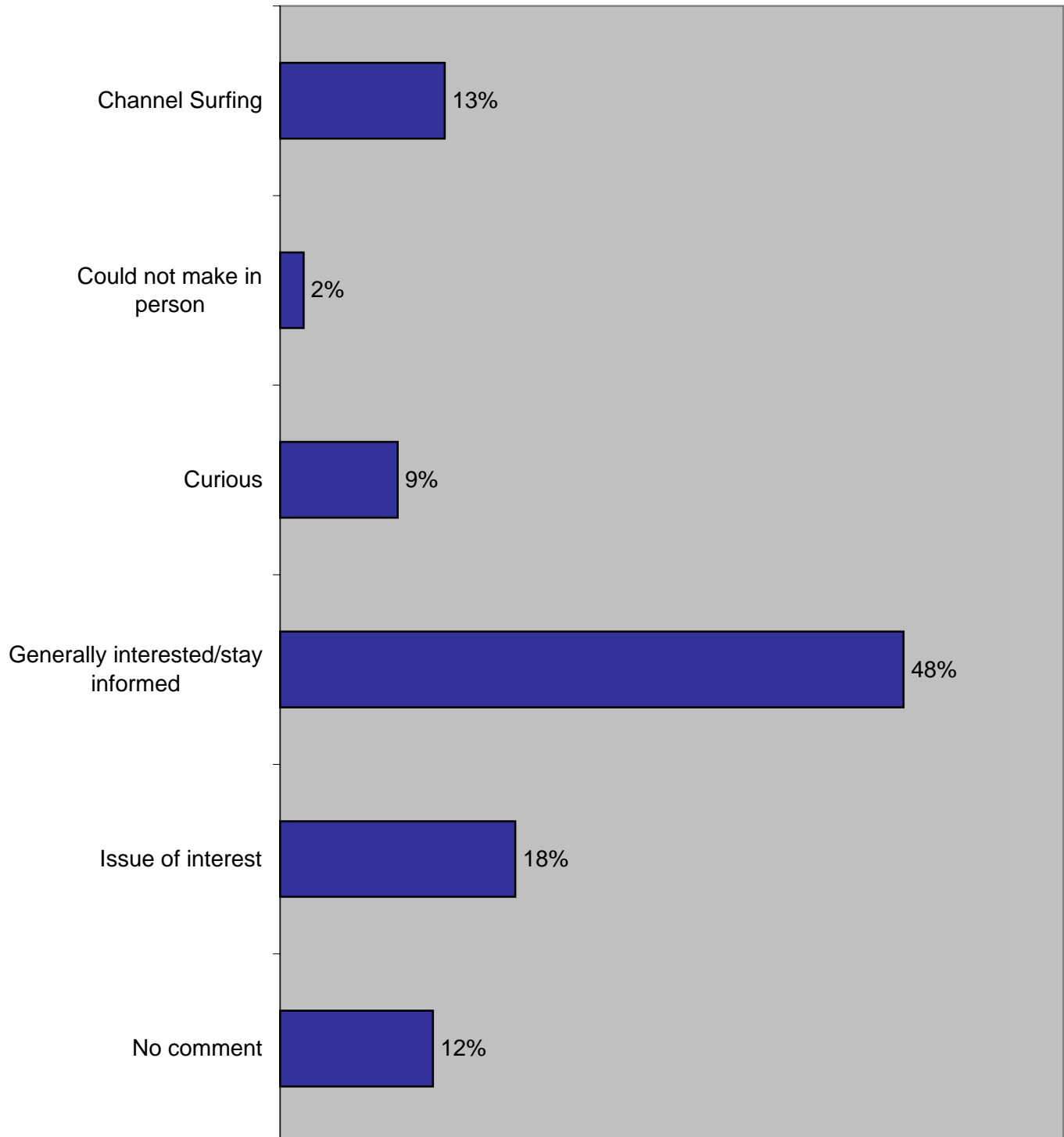


Q6a1. [IF YES TO Q6a] Is there a particular reason why you watched the City Council Meeting?

Q6a. Have you watched a Golden City Council Meeting on Comcast Cable Channel 8?

2006 Findings

* shown as a percent of total sample answering "Yes" to Q6a (111)

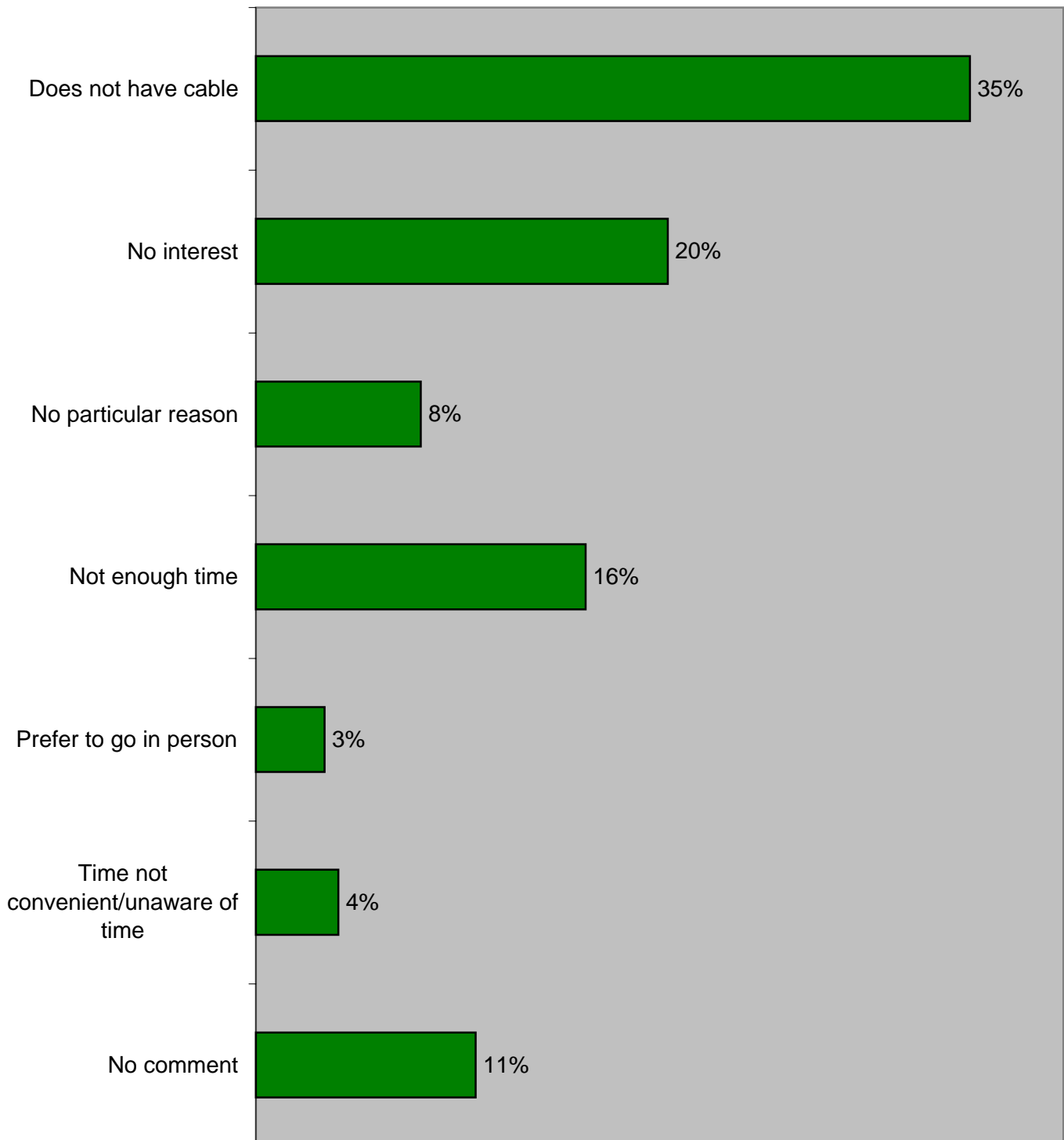


Q6a2. [IF No TO Q6a] Is there a particular reason why you have not watched the City Council Meeting?

Q6a. Have you watched a Golden City Council Meeting on Comcast Cable Channel 8?

2006 Findings

* shown as a percent of total sample answering "No" to Q6a (147)



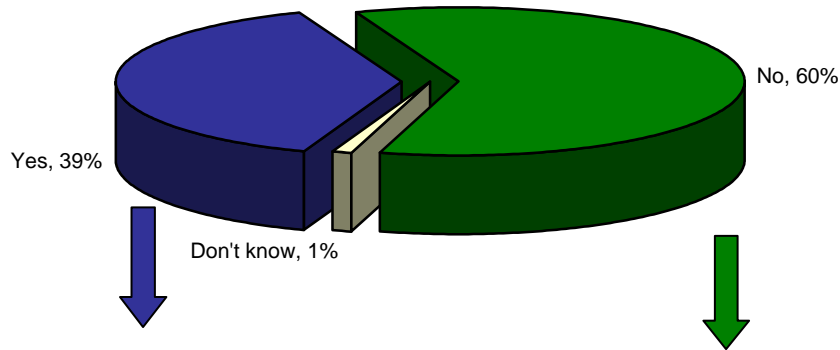
Q7. Are you aware that Golden City Council Meetings are available to view on ...cityofgolden.net?

Q7a. [IF YES TO Q7] Have you viewed a Golden City Council Meeting on-line?

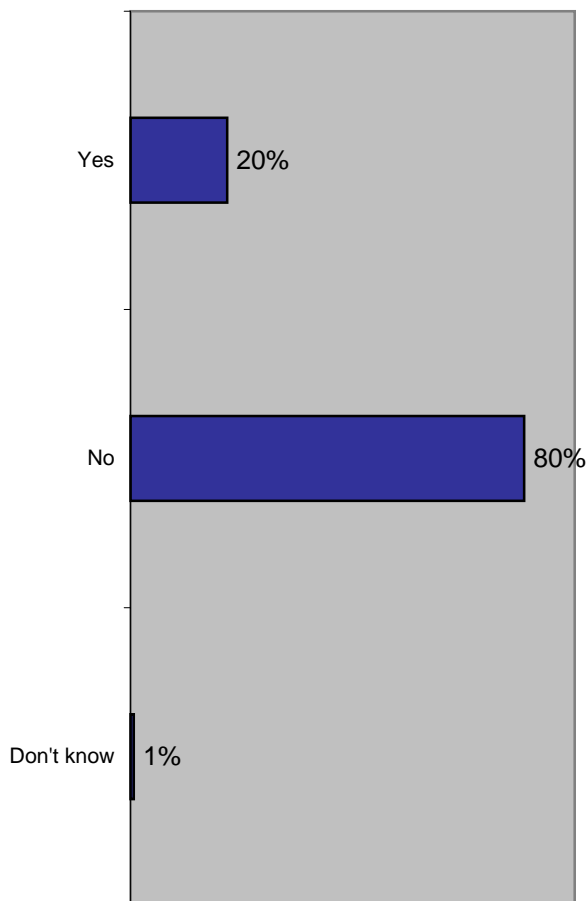
Q7b. [IF NO TO Q7] ...how often will you watch Golden City Council Meetings on-line?

2006 Findings

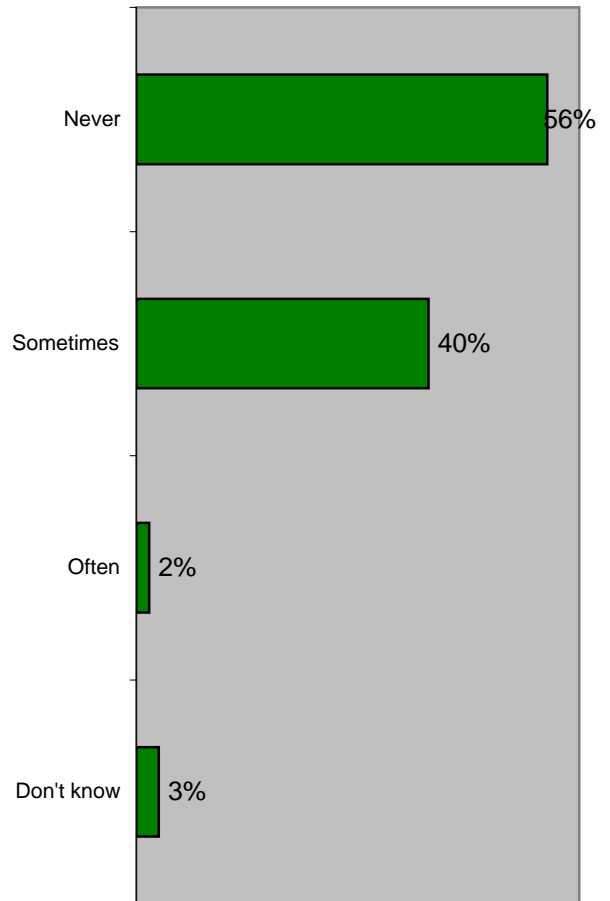
2006 Findings



[IF YES] Have you viewed...



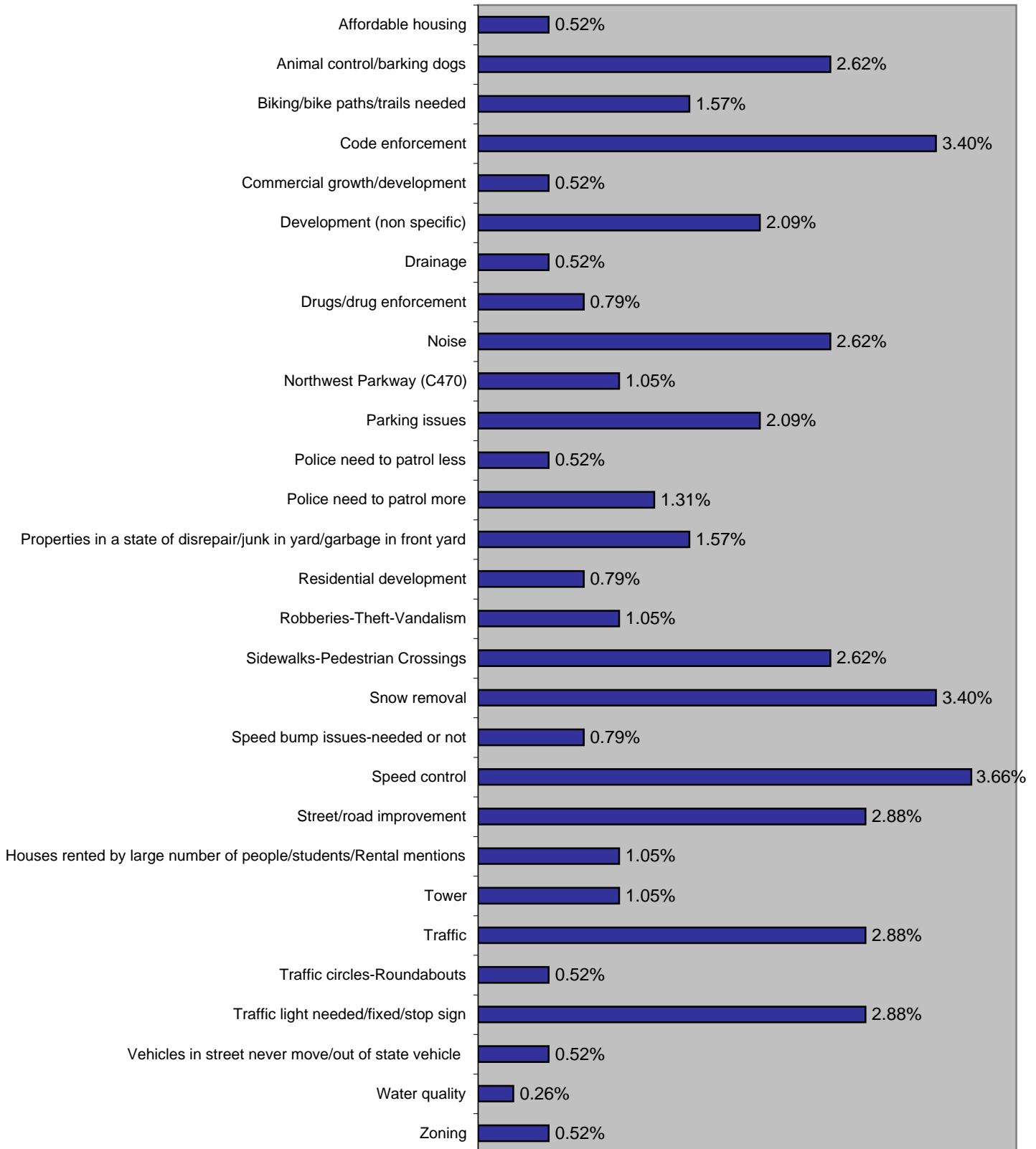
[IF NO] How often will you watch...



Q8. Are there any significant issues in your neighborhood the City should be addressing and is not currently addressing?

2006 Findings

63% of respondents stated "None", "can't think of anything" or otherwise did not specify.



Demographics

