

Golden, CO

2019



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Summary

The National Community Survey[™] (The NCS[™]) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2019 ratings for the City of Golden to its previous survey results in 2016. Additional reports and technical appendices are available under separate cover.

Trend data for Golden represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than five percentage points between the 2016 and 2019 surveys, otherwise the comparisons between 2016 and 2019 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Golden for 2019 generally remained stable. Of the 134 items for which comparisons were available, 87 items were rated similarly in 2016 and 2019, 43 items showed a decrease in ratings and 4 showed an increase in ratings. Notable trends over time included the following:

- Aspects of Community Characteristics showed downward trends across all facets of community livability. Mobility showed the higher number of decreased ratings; Golden residents gave less favorable ratings to traffic flow, ease of travel by car, travel by public transportation and public parking in 2019 compared to 2016.
- The pillar of Governance also experienced declining ratings across each facet the highest concentration of decreased ratings was for general aspects of Governance. Survey respondents gave less positive assessments to the overall direction of Golden, the job the government does at welcoming citizen involvement, acting in the best interest of Golden, being honest, treating all residents fairly and to overall confidence in City Government in 2019. However, residents gave more positive assessments to snow removal and drinking water compared to 2016 results.
- Most aspects of Participation remained stable over time. Ratings declined for the overall sense of community and fewer residents reported that they had participated in religious or spiritual events or activities in 2019 compared to 2016. More survey respondents reported that they had participated in a club or had contacted Golden elected officials in 2019 compared to 2016.

Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			Comparison	Comparison to benchmark	
	2016	2019	2019 rating compared to 2016	2016	2019	
Overall quality of life	94%	93%	Similar	Higher	Higher	
Overall image	93%	92%	Similar	Higher	Higher	
Place to live	95%	96%	Similar	Higher	Higher	
Neighborhood	87%	90%	Similar	Similar	Similar	
Place to raise children	94%	90%	Similar	Higher	Higher	
Place to retire	81%	72%	Lower	Higher	Higher	
Overall appearance	92%	93%	Similar	Higher	Higher	

Table 2: Community Characteristics by Facet

~	2		ercent rating positively (e.g., excellent/good, very/somewhat safe) 2019 rating compared			parison to nchmark	
		2016	2019	2016	2016	2019	
	Overall feeling of safety	95%	90%	Lower	Higher	Similar	
	Safe in neighborhood	97%	97%	Similar	Similar	Similar	
Safety	Safe downtown/commercial area	98%	96%	Similar	Similar	Similar	
	Overall ease of travel	79%	76%	Similar	Similar	Similar	
	Paths and walking trails	92%	93%	Similar	Much higher	Much higher	
	Ease of walking	87%	89%	Similar	Higher	Much higher	
	Travel by bicycle	80%	77%	Similar	Higher	Higher	
	Travel by public transportation	45%	32%	Lower	Similar	Similar	
	Travel by car	70%	59%	Lower	Similar	Similar	
	Public parking	56%	41%	Lower	Similar	Similar	
Mobility	Traffic flow	59%	50%	Lower	Similar	Similar	
	Overall natural environment	92%	91%	Similar	Higher	Higher	
	Cleanliness	92%	91%	Similar	Higher	Higher	
Natural Environment	Air quality	84%	78%	Lower	Similar	Similar	
	Overall built environment	75%	69%	Lower	Similar	Similar	
	New development in Golden	65%	47%	Lower	Similar	Similar	
	Affordable quality housing	19%	15%	Similar	Lower	Lower	
	Housing options	44%	29%	Lower	Similar	Lower	
Built Environment	Public places	89%	87%	Similar	Higher	Higher	
	Overall economic health	87%	82%	Similar	Higher	Higher	
	Vibrant downtown/commercial area	82%	81%	Similar	Much higher	Much higher	
	Business and services	75%	72%	Similar	Similar	Similar	
Economy	Cost of living	29%	19%	Lower	Similar	Lower	

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			ely (e.g., excellent/good, ewhat safe)	2019 rating compared to		rison to nmark
		2016	2019	2016	2016	2019
	Shopping opportunities	62%	56%	Lower	Similar	Similar
	Employment opportunities	40%	38%	Similar	Similar	Similar
	Place to visit	91%	91%	Similar	Much higher	Much higher
	Place to work	80%	73%	Lower	Higher	Higher
	Health and wellness	87%	83%	Similar	Higher	Higher
	Mental health care	55%	42%	Lower	Similar	Similar
	Preventive health services	72%	60%	Lower	Similar	Similar
	Health care	71%	57%	Lower	Similar	Similar
	Food	75%	68%	Lower	Similar	Similar
Recreation and	Recreational opportunities	91%	90%	Similar	Much higher	Much higher
Wellness	Fitness opportunities	89%	88%	Similar	2016 Similar Similar Much higher Higher Similar Similar Similar Similar Much	Higher
	Education and enrichment opportunities	82%	79%	Similar	Similar	Similar
	Religious or spiritual events and activities	84%	74%	Lower	Similar	Similar
	Cultural/arts/music activities	75%	72%	Similar	Higher	Similar
	Adult education	68%	64%	Similar	Similar	Similar
Education and	K-12 education	82%	70%	Lower	Similar	Similar
Enrichment	Child care/preschool	57%	41%	Lower	Similar Similar Similar Much higher Higher Similar Similar Similar Similar	Similar
	Social events and activities	84%	76%	Lower	Higher	Higher
	Neighborliness	77%	73%	Similar	Higher	Similar
	Openness and acceptance	69%	61%	Lower	Similar	Similar
Community	Opportunities to participate in community matters	82%	77%	Similar	Higher	Similar
Engagement	Opportunities to volunteer	81%	76%	Lower	Similar	Similar

Table 3: Governance General

	Percent rating positive	ly (e.g., excellent/good)		Comparison to benchma	
	2016	2019	2019 rating compared to 2016	2016	2019
Services provided by Golden	89%	84%	Similar	Higher	Similar
Customer service	86%	83%	Similar	Similar	Similar
Value of services for taxes paid	74%	71%	Similar	Higher	Higher
Overall direction	71%	59%	Lower	Similar	Similar
Welcoming resident involvement	79%	69%	Lower	Higher	Higher
Confidence in City government	73%	62%	Lower	Higher	Similar
Acting in the best interest of Golden	75%	64%	Lower	Higher	Similar
Being honest	76%	69%	Lower	Higher	Similar
Treating all residents fairly	71%	65%	Lower	Higher	Similar
Services provided by the Federal Government	52%	39%	Lower	Similar	Similar

Table 4: Governance by Facet

	<i>x</i>	Percent rating positively (e.g., excellent/good)			Comparison	Comparison to benchmark	
		2016	2019	2019 rating compared to 2016	2016	2019	
	Police	90%	88%	Similar	Similar	Similar	
	Fire	96%	96%	Similar	Similar	Similar	
	Ambulance/EMS	94%	94%	Similar	Similar	Similar	
	Crime prevention	88%	78%	Lower	Higher	Similar	
	Fire prevention	85%	83%	Similar	Similar	Similar	
	Animal control	74%	74%	Similar	Similar	Similar	
Safety	Emergency preparedness	64%	62%	Similar	Similar	Similar	
	Traffic enforcement	69%	63%	Lower	Similar	Similar	
	Street repair	54%	58%	Similar	Similar	Similar	
	Street cleaning	73%	77%	Similar	Similar	Similar	
	Street lighting	72%	77%	Similar	Similar	Higher	
	Snow removal	66%	82%	Higher	Similar	Higher	
	Sidewalk maintenance	66%	66%	Similar	Similar	Similar	
	Traffic signal timing	57%	53%	Similar	Similar	Similar	
Mobility	Bus or transit services	71%	51%	Lower	Higher	Similar	
	Garbage collection	83%	80%	Similar	Similar	Similar	
	Recycling	76%	73%	Similar	Similar	Similar	
	Yard waste pick-up	68%	69%	Similar	Similar	Similar	
	Drinking water	77%	82%	Higher	Similar	Similar	
	Natural areas preservation	80%	75%	Lower	Higher	Higher	
Natural Environment	Open space	86%	80%	Lower	Higher	Higher	
	Storm drainage	76%	77%	Similar	Similar	Similar	
Built Environment	Sewer services	86%	90%	Similar	Similar	Similar	

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		Percent rating positive	ly (e.g., excellent/good)		Comparison	to benchmark
		2016	2019	2019 rating compared to 2016	2016	2019
	Power utility	89%	87%	Similar	Similar	Similar
	Utility billing	82%	80%	Similar	Similar	Similar
	Land use, planning and zoning	64%	44%	Lower	Similar	Similar
	Code enforcement	60%	51%	Lower	Similar	Similar
	Cable television	64%	59%	Similar	Similar	Similar
Economy	Economic development	73%	66%	Lower	Higher	Similar
	City parks	94%	92%	Similar	Higher	Higher
	Recreation programs	88%	83%	Similar	Higher	Higher
	Recreation centers	89%	83%	Lower	Higher	Higher
Recreation and Wellness	Health services	74%	66%	Lower	Similar	Similar
	Special events	87%	80%	Lower	Higher	Higher
Education and Enrichment	Public libraries	86%	90%	Similar	Similar	Similar
Community Engagement	Public information	81%	79%	Similar	Higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/so	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			o benchmark
	2016	2019	2019 rating compared to 2016	2016	2019
Sense of community	82%	72%	Lower	Higher	Similar
Recommend Golden	94%	91%	Similar	Similar	Similar
Remain in Golden	87%	86%	Similar	Similar	Similar
Contacted Golden employees	48%	47%	Similar	Similar	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., once a mo		2019 rating compared	Comparison to benchmark	
		2016	2019	to 2016	2016	2019
	Stocked supplies for an emergency	24%	22%	Similar	Lower	Lower
	Did NOT report a crime	82%	84%	Similar	Similar	Similar
Safety	Was NOT the victim of a crime	90%	92%	Similar	Similar	Similar
	Used public transportation instead of driving	60%	59%	Similar	Much higher	Much higher
	Carpooled instead of driving alone	58%	59%	Similar	Higher	Higher
Mobility	Walked or biked instead of driving	80%	83%	Similar	Much higher	Much higher
	Conserved water	82%	83%	Similar	Similar	Similar
	Made home more energy efficient	71%	73%	Similar	Similar	Similar
Natural Environment	Recycled at home	88%	91%	Similar	Similar	Similar
	Did NOT observe a code violation	61%	58%	Similar	Similar	Similar
Built Environment	NOT under housing cost stress	67%	68%	Similar	Similar	Similar

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		Percent rating positively (e.g., once a m	always/sometimes, more than onth, yes)	2019 rating compared		rison to hmark
		2016	2019	to 2016	2016	2019
	Purchased goods or services in Golden	98%	96%	Similar	Similar	Similar
	Economy will have positive impact on income	31%	31%	Similar	Similar	Similar
Economy	Work in Golden	45%	44%	Similar	Similar	Similar
	Used Golden recreation centers	71%	67%	Similar	Higher	Similar
	Visited a City park	96%	95%	Similar	Higher	Higher
	Ate 5 portions of fruits and vegetables	86%	84%	Similar	Similar	Similar
Recreation and	Participated in moderate or vigorous physical activity	94%	90%	Similar	Similar	Similar
Wellness	In very good to excellent health	74%	76%	Similar	Similar	Similar
	Used Golden public libraries	68%	70%	Similar	Similar	Similar
	Participated in religious or spiritual activities	35%	25%	Lower	Lower	Much lower
Education and Enrichment	Attended a City-sponsored event	80%	76%	Similar		Much higher
	Campaigned for an issue, cause or candidate	28%	25%	Similar	Similar	Similar
	Contacted Golden elected officials	20%	25%	Higher	Similar	Similar
	Volunteered	41%	41%	Similar	Similar	Similar
	Participated in a club	25%	31%	Higher	Similar	Similar
	Talked to or visited with neighbors	94%	93%	Similar	Similar	Similar
	Done a favor for a neighbor	86%	83%	Similar	Similar	Similar
	Attended a local public meeting	29%	32%	Similar	Similar	Similar
	Watched a local public meeting	20%	17%	Similar	Similar	Similar
Community	Read or watched local news	79%	77%	Similar	Similar	Similar
Engagement	Voted in local elections	88%	89%	Similar	Similar	Similar