

CITY OF GREENWOOD VILLAGE

2014 CITIZEN SURVEY

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EXECUTIVE SUMMARY

The City of Greenwood Village conducted a comprehensive survey of residents in October - November 2014 to evaluate its performance in serving residents and to identify where improvements are needed. The survey questionnaire was mailed to all households in Greenwood Village (6,292). Of this number, 6,063 questionnaires were successfully delivered and 1,434 completed questionnaires were returned by mail. Residents were also given the opportunity to complete the survey online, and 117 residents chose this option. Thus, a total of 1,551 surveys were completed for a 25.6% response rate. A sample of this size is generally statistically reliable within $\pm 2.1\%$ at the 95 percent confidence level.

The highlights of the 2014 City of Greenwood Village Citizen Survey are presented below.

SAFETY IN THE VILLAGE

- Nearly all residents feel safe *in their home* (98%), *in their neighborhood* (97%) and *in the shopping areas within the Village* (96%). The vast majority of residents also feel safe *in Village parks and open space* (88%) and *using Village trails* (81%). Very few residents felt unsafe in these two situations (3% and 4% respectively), while relatively larger percentages had no opinion. Perceptions about personal safety were very similar by Council District.
- Nearly nine out of ten Village residents (87%) were satisfied with *the presence of police around their property*. Village-wide satisfaction with *presence of police* improved slightly between 2012 and 2014 (84% to 87%).

AESTHETICS & BEAUTY IN THE VILLAGE

- Greenwood Village residents gave exceptionally high ratings to the *appearance of Village medians and streetscapes* – 72% excellent and 26% good. Nearly nine out of ten residents (87%) rated the *appearance and cleanliness of drainage ways including ditches and streams found within the Village* as excellent (53%) or good (34%). Perceptions regarding aesthetics and beauty in the Village have been consistent since 2008.

QUALITY OF PARKS, TRAILS, RECREATION, CULTURAL & ART ACTIVITIES

- Greenwood Village residents rated Village parks, trails, recreation, cultural and art activities very highly. Two out of three or more residents gave excellent ratings for *overall quality of Village parks, trails and open space* (67%) and *overall accessibility from their home to Village trails for travel and recreational opportunities* (70%). Most all of the remaining residents rated each of these outcomes as good, with extremely small percentages rating them either average or poor.
- Rated highly, but somewhat lower than the other outcomes, was *how well the Village provides diverse recreational opportunities*. This outcome was rated excellent (46%) or good (33%) by nearly eight out of ten Village residents (79%).
- The three outcomes regarding parks, trails, open space and recreation were rated essentially the same in 2012 and 2014.
- More than six out of ten residents (63%) rated *how well Village provides cultural and art opportunities and exhibit viewing opportunities at the Curtis Arts & Humanities Center* as either excellent (37%) or good (26%). However, a large percentage (29%) had no opinion, while only small percentages rated this outcome as either average (6%) or poor (1%).

MOBILITY & EASE OF TRAVEL WITHIN THE VILLAGE

- The *overall quality of pavement conditions in Greenwood Village* was rated excellent (49%) or good (44%) by more than nine out of ten residents (93%). Nearly nine out of ten (89%) rated *how well Village streets are cleared during a snowstorm* as either excellent (56%) or good (33%).
- Receiving an overall rating better than good was *efficiency of traffic signals during non-rush hour times*. More than eight out of ten residents (83%) rated it excellent (38%) or good (45%), while 13% rated it average and only 3% rated it poor. As expected, *efficiency of traffic signals during rush hour times* was rated lower. While a slight majority (52%) rated this outcome as excellent (14%) or good (38%), sizeable percentages rated it only average (28%) or poor (15%).

- Among those rating it, *how well Village provides opportunities to travel by bicycle in Greenwood Village* received high ratings – 39% excellent and 33% good. Only 8% rated this outcome average and 1% rated it poor, while a large percentage (20%) had no opinion.
- When village residents were asked to identify specific intersections that should be addressed to make their travel more efficient, most of the intersections mentioned were along Belleview Avenue – most notably Belleview & Quebec, Belleview & I-25 and Belleview & Yosemite.

VILLAGE RELATIONSHIPS, IDENTITY & SENSE OF COMMUNITY

- The *Greenwood Village Newsletter* continues to be a useful source of information for learning about Greenwood Village for the vast majority of residents (88%). A majority of residents indicated that interaction with Village staff (61%) and the Greenwood Village website (51%) were useful sources. Three out of ten residents (31%) considered attendance at Village sponsored meetings to be a useful source of information for learning about Greenwood Village. GVTV Channel 8 (11%), the Greenwood Village Facebook Page (7%) and the Greenwood Village YouTube Channel (4%) were useful for very small percentages of residents.
- While some residents (16%) did not have access to GVTV Channel 8, the vast majority (74%) did not find it useful (12%) or had access but did not use (62%). Reasons for not using GVTV Channel 8 were primarily not needing more information, ability to obtain information from other sources (newsletter, staff contact or website) and lack of interest in using that source.
- Between 2012 and 2014, the largest increase in usefulness was the Greenwood Village website (45% to 51%). Perceived usefulness of all other information sources increased slightly between 2012 and 2014.
- The vast majority of residents agreed that *the Village keeps me well informed about community issues and values* (83%) and that they *have a good understanding of community issues and values* (78%). Only a small percentage disagreed with these statements (5% and 8% respectively), while the remaining residents had no opinion.
- Greenwood Village residents continue to express a high level of trust with their Village government. More than eight out of ten residents (82%) agreed that *I have a high degree of confidence and trust in Village government*, while only 5% disagreed (14% had no opinion).

QUALITY OF LIFE

- Greenwood Village residents continue to express an extremely high level of satisfaction with the quality of life in the Village. Nearly all residents (99%) rated the *overall quality of life in Greenwood Village* as either excellent (79%) or good (20%).
- When asked (unaided) what they like most about Greenwood Village, residents who responded most frequently mentioned “parks/trails” (30%), followed by “feeling of safety/security” (25%), “landscaping/aesthetics/design” (23%), “cleanliness/well maintained” (19%) and “rural/low density atmosphere” (14%). “Parks/trails” has been the most frequent response in previous surveys. “Feeling of safety/security” almost doubled between 2012 and 2014 (13% to 25%).
- Residents were asked (unaided) what issue, if any, they would like addressed in Greenwood Village. Only 29% of all respondents provided a response to this question. Three out of ten of those responding mentioned something related to traffic – “traffic control/management measures” (21%), “reduce traffic” (7%) or “reduce speeding” (3%). “Traffic control/management measures” was the most frequently mentioned issue in the previous surveys. The next most frequently mentioned issues to be addressed were “limit growth/maintain low density” (7%), “eliminate coyotes” (6%), improve/increase police protection” (6%) and “street maintenance” (5%).

CUSTOMER SERVICE

- Three out of four residents (75%) had contacted the Village within the past two years for any service or information. These residents gave exceptionally high ratings to the customer service they had received – 73% excellent and 22% good.

I. INTRODUCTION

BACKGROUND AND OBJECTIVES

The City of Greenwood Village conducted a comprehensive survey of its residents in 2014 as part of a continuous effort to provide high quality services and enhance a high quality of life for Village residents. Similar surveys were conducted in 1999, 2001, 2003, 2006, 2008 and 2012.

The primary objective of the 2014 Greenwood Village Citizen Survey was to evaluate performance in serving residents and to identify where improvements are needed. The survey addressed seven specific outcomes (areas of service and interaction):

- Safety in the Village
- Aesthetics and Beauty in the Village
- Quality of Parks, Trails, Recreation, Cultural and Art Activities
- Mobility and Ease of Travel within the Village
- Village Relationships, Identity and Sense of Community
- Quality of Life
- Customer Service

SURVEY METHODOLOGY

■ *Questionnaire Development*

The questions included in the 2014 Citizen Survey were essentially the same as those included in the 2012 Citizen Survey, with some modifications for clarity. Some new questions were included in 2014 to obtain more detailed feedback regarding how the Village communicates with its residents. The 2014 survey questions focus on those issues and services most relevant to Village residents that can be addressed by Greenwood Village government.

The 2014 Greenwood Village Citizen Survey questionnaire is presented in Appendix A.

■ **Data Collection**

The 2014 Citizen Survey was mailed to every household within the City of Greenwood Village (6,292) on October 24, 2014. In addition to the questionnaire, the mailing included a cover letter and a postage-paid return envelope. Residents were given an opportunity to complete the survey online. The cover letter included a Survey Monkey website address that enabled online completion.

■ **Response Rate/Statistical Reliability**

Of the original 6,292 questionnaires mailed, 229 were returned undeliverable due to vacancies. Thus, there was a net 6,063 questionnaires mailed. A total of 1,434 completed questionnaires were returned by mail, while 117 were completed online. Thus, the survey resulted in 1,551 completions for a 25.6% response rate. The 2014 response rate was slightly lower than 2012 (27.7%). The response rates by Council District range between 15.7% and 35.0%.

The overall survey results are statistically reliable within $\pm 2.1\%$ at the 95% confidence level. This means that 19 out of 20 times (95% confidence) the survey results for any given question will be within $\pm 2.1\%$ of how all households would have answered if they had chosen to do so. The statistical reliability for each Council District is somewhat lower (wider margin of error) than the overall margin due to smaller sample sizes for each District. A map of the Council Districts is presented on page 8.

<u>Council District</u>	<u>Net Surveys Mailed</u>	<u>Surveys Completed</u>	<u>Response Rate</u>	<u>Statistical Reliability*</u>
District 1	1,309	458	35.0%	$\pm 3.7\%$
District 2	2,056	323	15.7%	$\pm 5.0\%$
District 3	1,363	386	28.3%	$\pm 4.2\%$
District 4	1,335	373	27.9%	$\pm 4.3\%$
No District**	--	<u>11</u>	--	--
TOTAL	6,063	1,551	25.6%	$\pm 2.1\%$

* At 95% confidence level.

** Some respondents removed the District number from their questionnaire.

■ ***Comparisons***

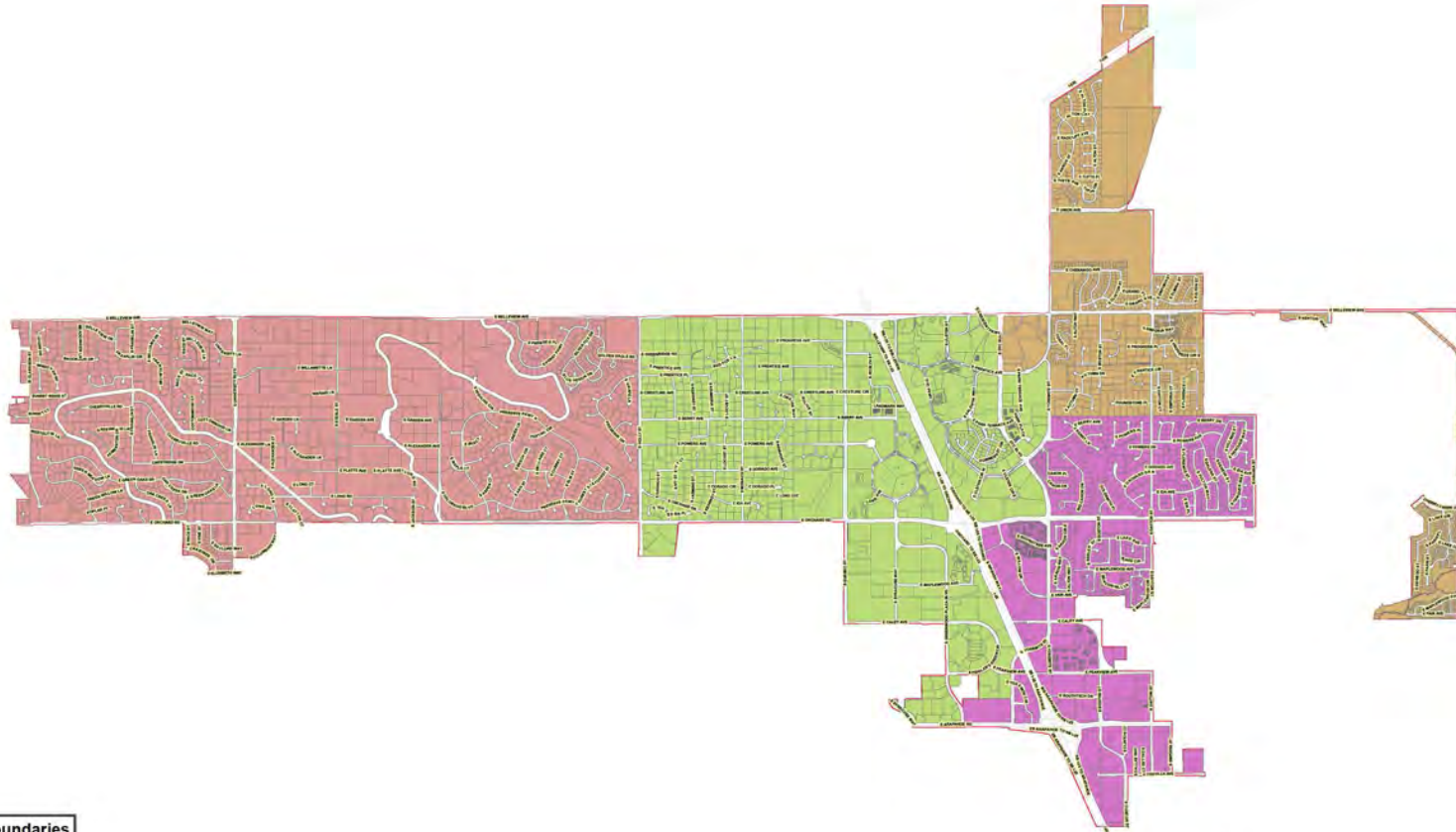
The 2014 survey results are compared, when possible, to the two most recent Citizen Surveys, 2008 and 2012. Very few, if any, questions could be directly compared to the earlier surveys. Although earlier surveys addressed similar areas of service and interaction, the specific questions and/or rating scales were different from the 2008, 2012 and 2014 surveys.

■ ***Results by Council District***

The survey results have been analyzed in total and for each of the four Council Districts. The survey data also enabled an analysis of survey results by housing type: single family and multi-family (apartments and condos). Results by Council District and housing type are presented in the report only when there were meaningful differences. The survey included several open-ended questions that asked respondents to provide comments or suggested improvements for specific services. The verbatim responses to these questions are presented by Council District and neighborhood in a separate report.



City of Greenwood Village District Boundaries 2011



District Boundaries

District
1
2
3
4

II. SURVEY RESULTS

SAFETY IN THE VILLAGE

■ ***Perceived Personal Safety***

Residents were asked if they felt **safe** or **unsafe** in five different situations. Nearly all residents said they felt safe *in their home* (98%), *in their neighborhood* (97%) and *in the shopping areas within the Village* (96%). (Refer to Table 1.)

Nearly nine out of ten residents felt safe *in Village parks and open space* (88%). Only 3% of residents felt unsafe in this situation, while 9% had no opinion (i.e. they probably do not use parks and open space).

Eight out of ten residents (81%) felt safe *using Village trails*. However, only 4% felt unsafe, while 15% had no opinion. The verbatim comments indicate that the unsafe feelings when *using Village trails* were mostly due to the presence of coyotes.

Perceptions about personal safety were very similar by Council District and by type of housing unit (single family or multi-family).

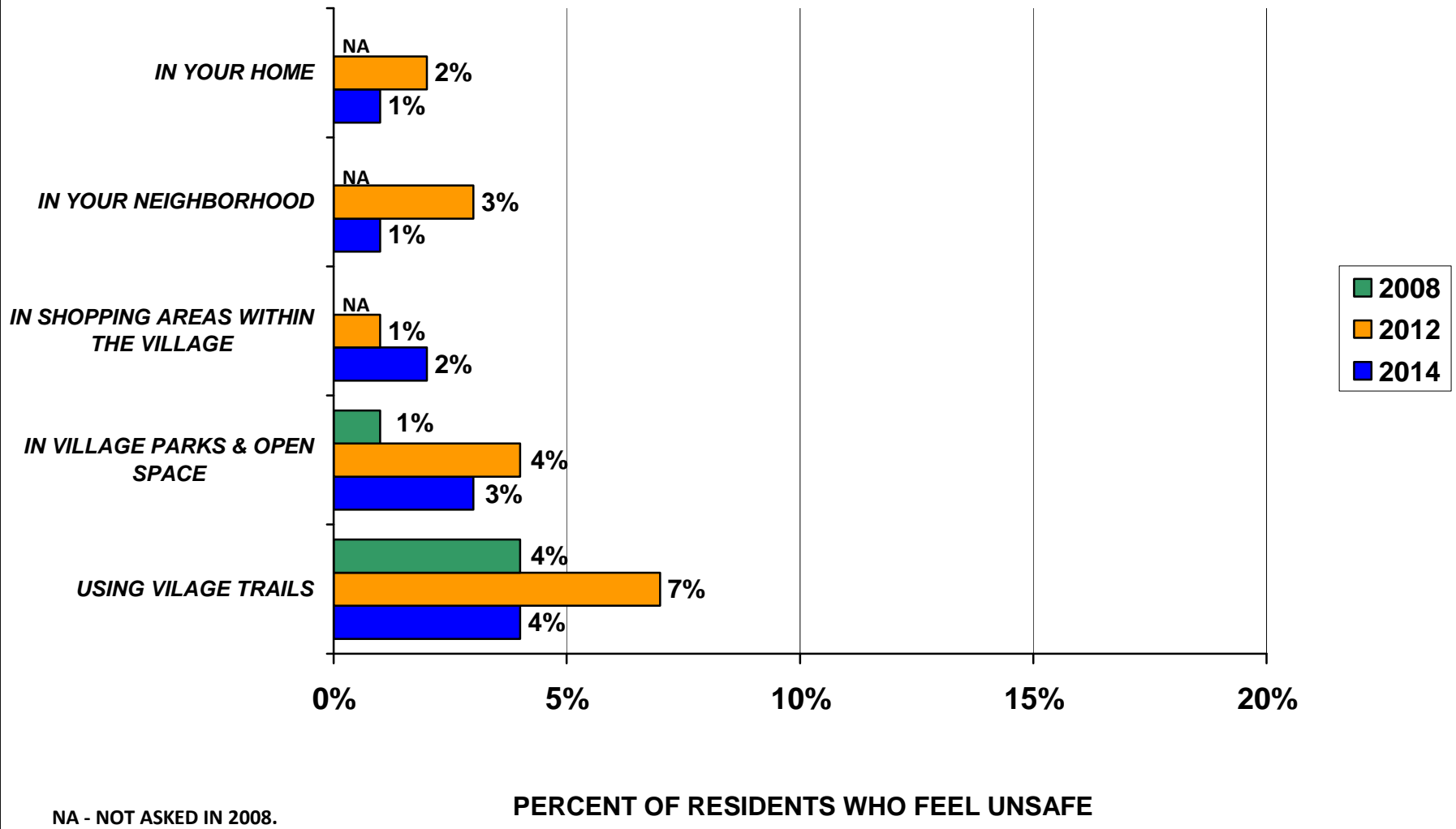
Since the percentages of respondents with no opinion varied widely by situation, the fairest comparisons by survey year are the percentages of respondents who felt unsafe in each situation. These percentages did not vary significantly between 2008, 2012 and 2014. There was a slight decline in those who felt unsafe *using Village trails* between 2012 and 2014 (7% to 4%). (Refer to Figure 1.)

TABLE 1 PERCEIVED PERSONAL SAFETY - 2014

<u>Situation</u>	<u>Do You Feel Safe or Unsafe?</u>		
	<u>Safe</u>	<u>Unsafe</u>	<u>No Opinion</u>
<i>In your home</i>	98%	1%	1%
<i>In your neighborhood</i>	97%	2%	1%
<i>In the shopping areas within the Village</i>	96%	1%	3%
<i>In Village parks and open space</i>	88%	3%	9%
<i>Using Village trails</i>	81%	4%	15%
	Base	----- (1,551) -----	

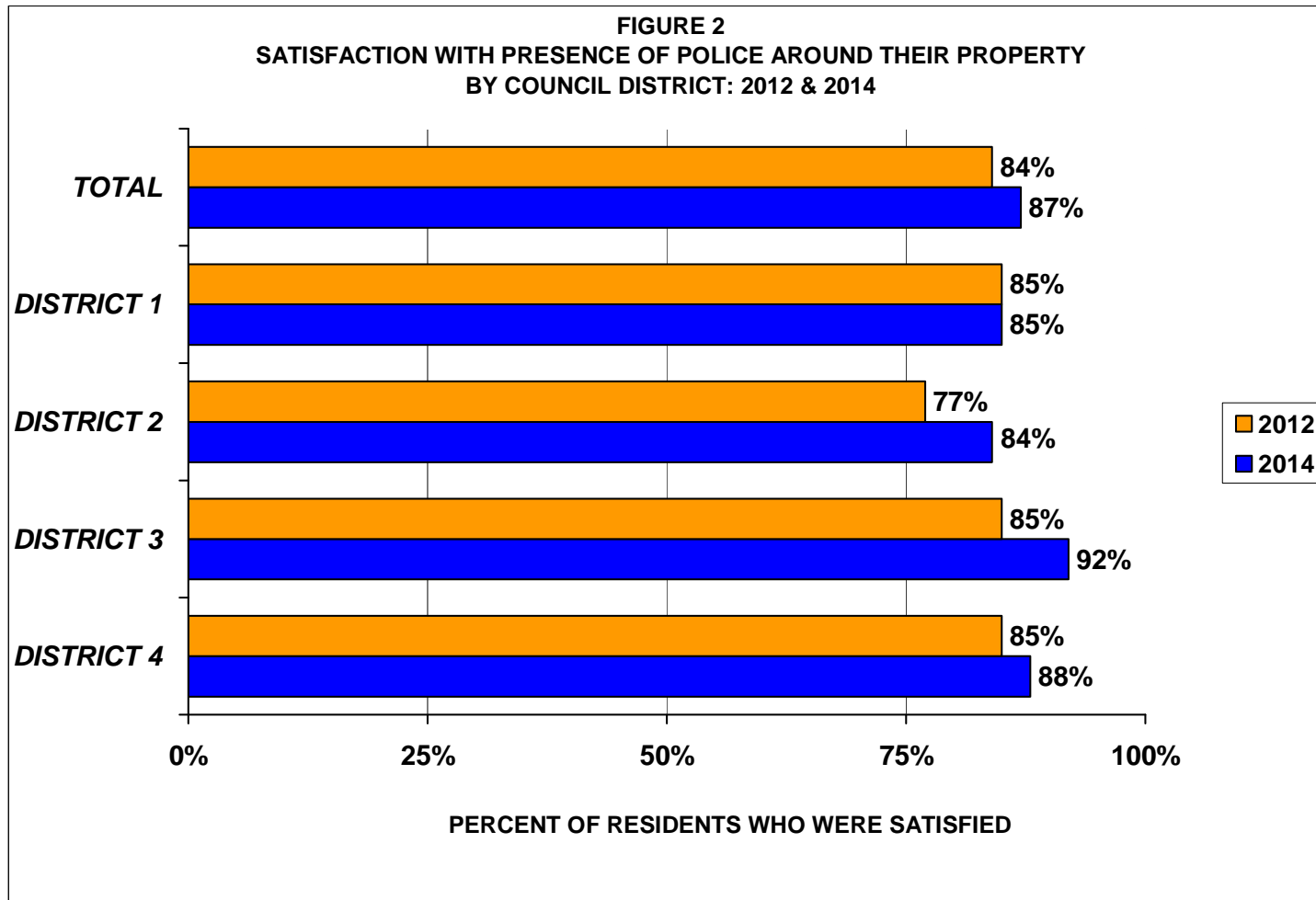
Source: The Howell Research Group

FIGURE 1
RESIDENTS WHO FEEL UNSAFE IN VARIOUS SITUATIONS: 2008, 2012 & 2014



■ **Presence of Police**

Nearly nine out of ten Village residents (87%) were satisfied with *the presence of police around their property*. Only 5% were not satisfied, while 8% had no opinion. Satisfaction with the presence of police was slightly higher in Council Districts 3 (92%) and 4 (88%) than in Districts 1 (85%) and 2 (84%). Village-wide satisfaction with *presence of police around their property* improved slightly between 2012 and 2014 (84% to 87%). Satisfaction increased the most in Council District 2 (77% to 84%) and District 3 (85% to 92%). Residents living in single family homes were more satisfied with *presence of police* than residents living in multi-family homes (88% vs. 81%). (Refer to Figure 2.)



Village residents were asked for comments or suggestions regarding safety in the Village. A total of 445 respondents (29%) provided a comment or suggestion. Their specific comments/suggestions are presented in a separate document. While there was a wide range of comments/suggestions, there were frequently mentioned compliments about the Village Police Department doing a good job, being visible and being responsive. Other comments/suggestions mentioned with high frequency included:

- Coyote mitigation
- Traffic law enforcement (speeding/stop signs/illegal turns)
- More police patrols in neighborhoods
- Police presence along Highline Canal and in parks
- Concerns about burglaries/vandalism
- Concerns about door-to-door solicitors/panhandlers
- Increased lighting (streets/parks)
- Leash law enforcement

AESTHETICS & BEAUTY IN THE VILLAGE

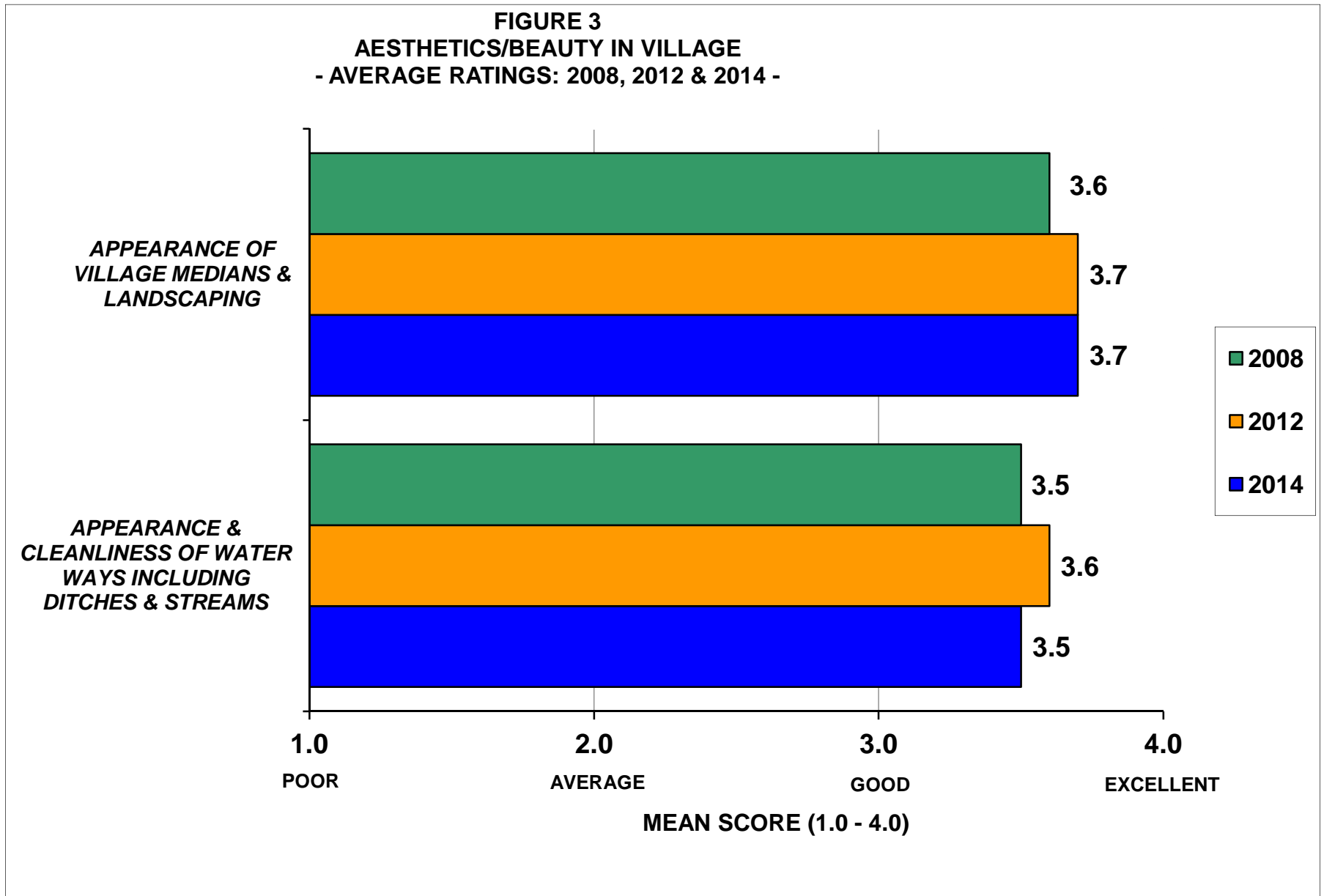
Greenwood Village residents gave exceptionally high ratings to the *appearance of Village medians and streetscapes* – 72% excellent and 26% good. Nearly nine out of ten residents (87%) rated the *appearance and cleanliness of water ways, including ditches and streams found within the Village* as excellent (53%) or good (34%). (Refer to Table 2.)

Although they were very positive, residents in District 1 were slightly less positive than residents in the other three Council Districts about the *appearance of Village medians and streetscapes*. This outcome was rated as excellent by 64% of District 1 residents compared to 72%-78% of the residents in each of the other Districts.

TABLE 2 AESTHETICS & BEAUTY IN VILLAGE - 2014

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>No Opinion</u>	<u>Mean Score**</u>
<i>Appearance of Village medians and landscaping</i>	72%	26%	2%	1%	*%	3.7
<i>Appearance and cleanliness of water ways, including ditches and streams found within the Village</i>	53%	34%	6%	2%	6%	3.5
Base	----- (1,551) -----					
* Less than 1%.						
** Mean score is calculated by assigning integer values of “4” to excellent , “3” to good , “2” to average , “1” to poor and disregarding the no opinions .						
Source: The Howell Research Group						

The average ratings (on a scale of 1 = “poor” to 4 – “excellent”) for the two outcomes regarding aesthetics and beauty in the Village have varied minimally between the 2008, 2012 and 2014 surveys. (Refer to Figure 3.)



Residents were asked for comments or suggestions regarding aesthetics and beauty in the Village. A total of 305 respondents (20%) provided a comment or suggestion. Many comments/suggestions were positive and wanted the Village to continue what it was doing currently. While no single suggestion was mentioned with high frequency, several were mentioned more frequently than others:

- Improve Belleview median west of I-25
- Don't over water medians/landscaping
- Clean up stagnant/dirty water in ponds/streams
- Trimming/maintenance of trees
- Dog owners need to clean up waste
- Pick up trash in streets/sidewalks
- More clean up/maintenance of Tommy Davis Park
- More maintenance of Highline Canal Trail
- Improve outdated entrances to residential developments

QUALITY OF PARKS, TRAILS, RECREATION, CULTURAL & ART ACTIVITIES

Greenwood Village residents rated Village parks, trails, recreation, cultural and art activities very highly. Two out of three or more residents gave excellent ratings for *overall quality of Village parks, trails and open space* (67%) and *overall accessibility from their home to Village trails for travel and recreational opportunities* (70%). Most all of the remaining residents rated each of these two outcomes as good, with extremely small percentages rating them either average or poor. (Refer to Table 3.)

Rated highly, but somewhat lower than the other outcomes, was *how well the Village provides diverse recreational opportunities*. This outcome was rated excellent (46%) or good (33%) by nearly eight out of ten Village residents (79%). More than six out of ten residents (63%) rated *how well Village provides cultural and art opportunities and exhibit viewing opportunities at the Curtis Arts & Humanities Center* as either excellent (37%) or good (26%). However, a large percentage (29%) had no opinion, while only small percentages rated this outcome as either average (6%) or poor (1%).

Ratings for parks, trails, recreation, cultural and art activities were very similar by Council District.

The three outcomes rated in both the 2012 and 2014 surveys, *overall quality of Village parks, trails and open space* (3.7), *overall accessibility from their home to Village trails for travel and recreational opportunities* (3.7) and *how well the Village provides diverse recreational opportunities* (3.4) were rated (scale of 1 = “poor” to 4 – “excellent”), on average, the same in both 2012 and 2014. (Refer to Figure 4.)

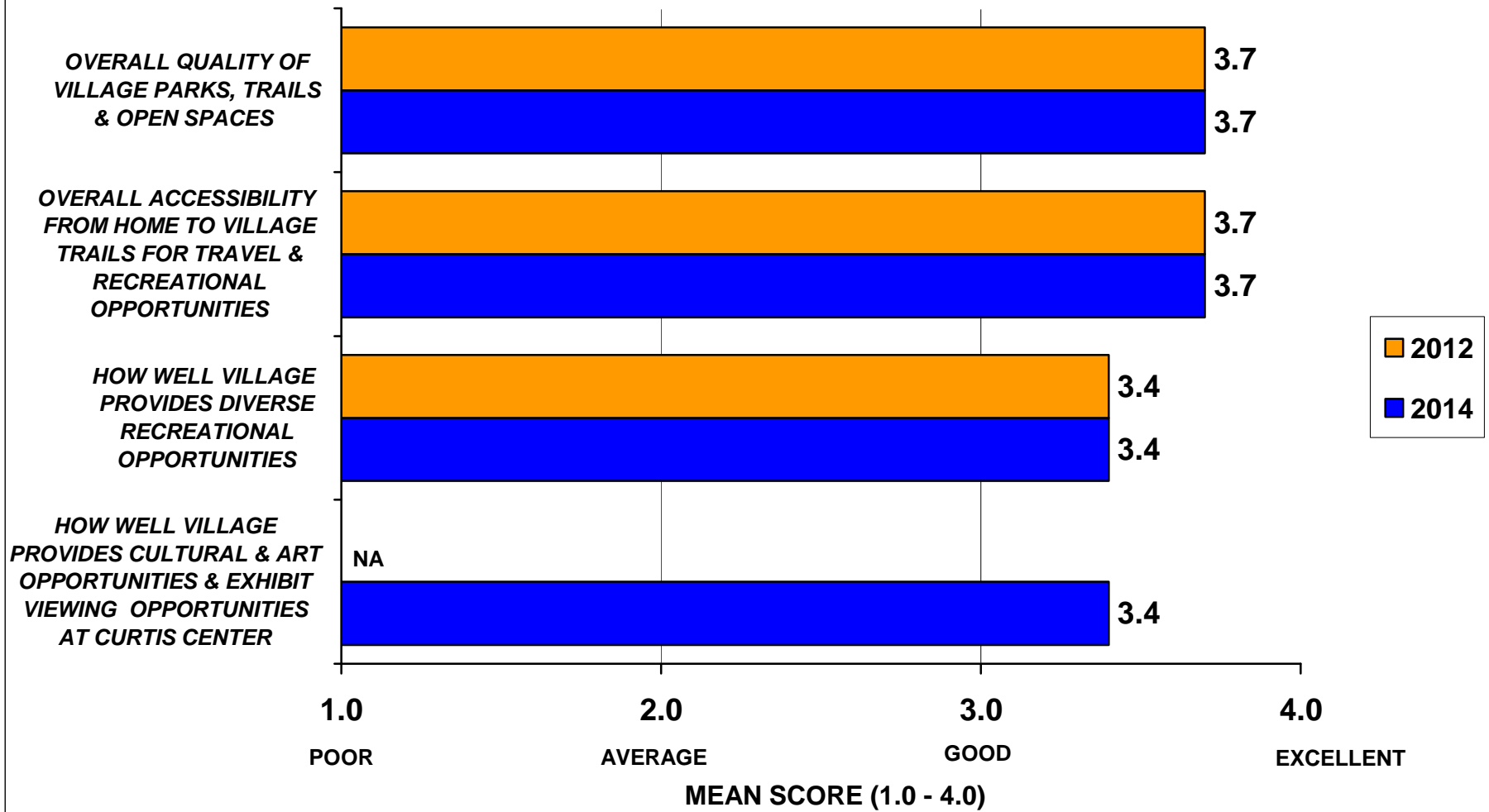
Although their ratings were very high, multi-family residents gave lower ratings than single family residents to each of the parks, trails, recreation, cultural and art activities outcomes:

	<u>Rated Excellent or Good</u>	
	<u>Single Family</u>	<u>Multi-Family</u>
<i>Overall quality and appearance of parks, trails and open space</i>	94%	92%
<i>Overall accessibility from home to Village trails for travel and recreational opportunities</i>	93%	85%
<i>How well village provides diverse recreational opportunities</i>	81%	68%
<i>How well Village provides cultural and art opportunities and exhibit viewing opportunities at the Curtis Arts & Humanities Center</i>	66%	55%

TABLE 3 QUALITY OF PARKS, TRAILS, RECREATION, CULTURAL & ART ACTIVITIES - 2014

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>No Opinion</u>	<u>Mean Score*</u>
<i>Overall quality of Village parks, trails & open space</i>	67%	27%	2%	0%	4%	3.7
<i>Overall accessibility from your home to Village trails for travel or recreational opportunities</i>	70%	22%	3%	1%	5%	3.7
<i>How well Village provides diverse recreational opportunities</i>	46%	33%	7%	1%	13%	3.4
<i>How well Village provides cultural and art opportunities and exhibit viewing opportunities at the Curtis Arts & Humanities Center</i>	37%	26%	6%	1%	29%	3.4
Base	----- (1,551) -----					
* Mean score is calculated by assigning integer values of “4” to excellent , “3” to good , “2” to average , “1” to poor and disregarding the no opinions .						
Source: The Howell Research Group						

FIGURE 4
QUALITY OF PARKS, TRAILS, RECREATION, CULTURAL & ART ACTIVITIES
- AVERAGE RATINGS: 2012 & 2014 -



NA - NOT ASKED IN 2012.

Village residents were asked for comments and suggestions regarding the quality of parks, trails, recreation, leisure and learning opportunities in the Village. Only 15% of the respondents (240) provided a comment or suggestion. Those responding provided a wide range of suggestions. Mentioned by more than a few residents were the following:

- City is doing a good job with parks, trails and open space
- New dog park
- Need a community golf course
- More youth programs/activities
- More senior programs/activities
- Mitigate coyote problem
- More bicycle lanes/trails
- Need a community recreation center
- Problem with unleashed dogs/dog waste
- More efficient/expanded Recreational Reimbursement Program
- More maintenance along Highline Canal
- More police patrols along Highline Canal
- Expanded cultural and art programs/activities at Curtis Center
- More communications about programs/activities at Curtis Center

MOBILITY & EASE OF TRAVEL WITHIN THE VILLAGE

In 2014, Village residents gave very high ratings to the *overall quality of pavement conditions in Greenwood Village* and *how well Village streets are cleared during a snowstorm*. More than nine out of ten residents (93%) rated *overall quality of pavement conditions* as either excellent (49%) or good (44%). Nearly nine out of ten (89%) rated *how well Village streets are cleared during a snowstorm* as either excellent (56%) or good (33%). (Refer to Table 4.)

Among those rating it, *how well Village provides opportunities to travel by bicycle in Greenwood Village* received high ratings – 39% excellent and 33% good. A small percentage (8%) rated this outcome average, and only 1% rated it poor, while a large percentage (20%) had no opinion.

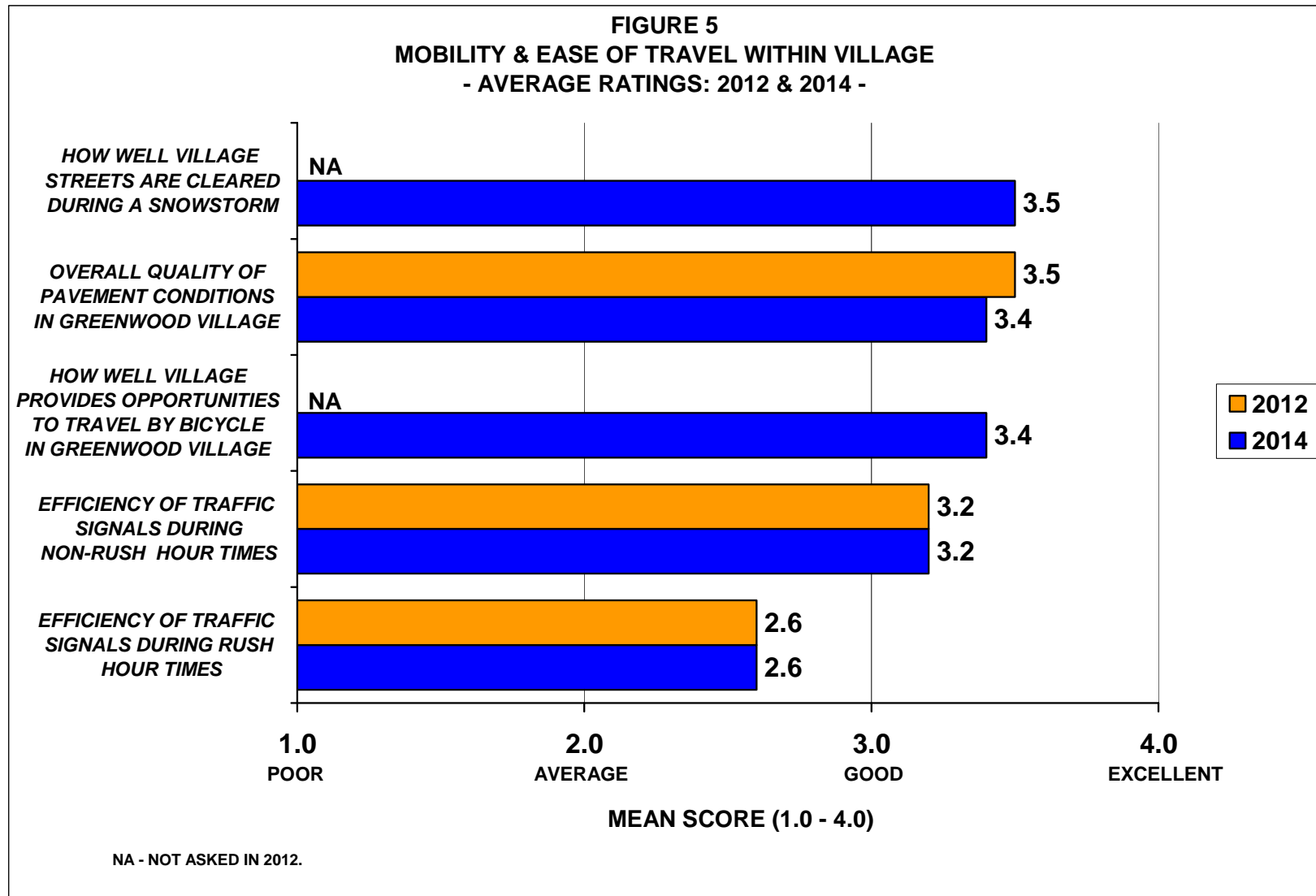
Receiving an overall rating better than good was *efficiency of traffic signals during non-rush hour times*. More than eight out of ten residents (83%) rated it excellent (38%) or good (45%), while 11% rated it average and only 3% rated it poor. As expected, *efficiency of traffic signals during rush hour times* was rated lower. While a slight majority (52%) rated this outcome as excellent (14%) or good (38%), sizeable percentages rated it only average (28%) or poor (15%).

Ratings of mobility and ease of travel within the Village were fairly similar by Council District. Single family residents were more positive than multi-family residents regarding *how well Village streets are cleared during a snowstorm* (92% vs. 73% excellent or good) and *how well Village provides opportunities to travel by bicycle in Greenwood Village* (83% vs. 62% excellent or good).

TABLE 4 MOBILITY & EASE OF TRAVEL WITHIN THE VILLAGE - 2014

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>No Opinion</u>	<u>Mean Score**</u>
<i>How well Village streets are cleared during a snowstorm</i>	56%	33%	5%	1%	6%	3.5
<i>Overall quality of pavement conditions in Greenwood Village</i>	49%	44%	6%	*%	1%	3.4
<i>How well Village provides opportunities to travel by bicycle in Greenwood Village</i>	39%	33%	8%	1%	20%	3.4
<i>Efficiency of traffic signals at intersections in Greenwood Village during non-rush hour times</i>	38%	45%	11%	3%	2%	3.2
<i>Efficiency of traffic signals at intersections in Greenwood Village during rush hour times</i>	14%	38%	28%	15%	5%	2.6
	Base ----- (1,551) -----					
* Less than 1%.						
** Mean score is calculated by assigning integer values of “4” to excellent , “3” to good , “2” to average , “1” to poor and disregarding the no opinions .						
Source: The Howell Research Group						

Overall quality of pavement conditions in Greenwood Village was rated (scale of “1” = poor to “4” = excellent), on average, slightly lower in 2014 than 2012 (3.4 vs. 3.5), but the same as 2008 (3.4). Efficiency of traffic signals during non-rush hour times (3.2) and efficiency of traffic signals during rush hour times (2.6) were rated the same in 2012 and 2014. (Refer to Figure 5.)



Village residents were asked which specific intersections within Greenwood Village should be addressed to make their travels more efficient. Only 37% of the respondents (578) named a specific intersection. Those who did identify an intersection named a wide range of specifics usually a north/south street that intersects one of Greenwood Village's two primary east/west arterials: Belleview Avenue and Orchard Road. The largest percentage of named intersections were along Belleview Avenue, most notably I-25/Belleview (5%), Quebec/Belleview (5%) and Belleview/Yosemite (5%). Table 5 presents the most frequently mentioned intersections that residents would like addressed.

Village residents were also asked for comments or suggestions regarding Village streets and mobility. A total of 271 residents (17%) provided a comment or suggestion. Many of the comments were positive and often referred to good snow removal, although many residents complained about snow plowing blocking their driveways. The most frequently mentioned suggestions concerned bicycling:

- Provide more bicycle paths/bike lanes
- Complaints against bicycle riders (disobeying traffic laws, not courteous/riding on busy streets)

Other frequently mentioned suggestions can be grouped into the following categories:

- Repaving/repair of neighborhood streets
- Additional/improved sidewalks/cross-walks
- Traffic management measures to improve traffic flow

TABLE 5 INTERSECTIONS RESIDENTS WOULD LIKE ADDRESSED (UNAIDED) - 2014

<u>Intersection*</u>	<u>Total</u>
<i>Belleview & I-25</i>	5%
<i>Belleview & Quebec</i>	5%
<i>Belleview & Yosemite</i>	5%
<i>Belleview & University</i>	2%
<i>Belleview & DTC Blvd</i>	2%
<i>Belleview & Dayton</i>	2%
<i>Belleview & Franklin</i>	1%
<i>Belleview & Fairfax</i>	1%
<i>Belleview & Holly</i>	1%
<i>Belleview & Monaco</i>	1%
<i>Other Belleview Intersections</i>	2%
<i>Orchard & Quebec</i>	2%
<i>Orchard & University</i>	1%
<i>Orchard & Holly</i>	1%
<i>Orchard & I-25</i>	1%
<i>Orchard & DTC Blvd</i>	1%
<i>Orchard & Yosemite</i>	1%
<i>Orchard & Dayton</i>	1%
<i>Other Orchard Intersections</i>	1%
<i>Arapahoe & Yosemite</i>	1%
<i>Other Arapahoe Intersections</i>	1%
<i>Other Specific Intersections</i>	5%
<i>Other Non-Specific Suggestions</i>	5%
<i>No Response</i>	63%
	Base (1,551)
* Reflects Multiple Responses	
Source: The Howell Research Group	

VILLAGE RELATIONSHIPS, IDENTITY & SENSE OF COMMUNITY

■ Sources of Information Used to Learn About Greenwood Village

The vast majority of Village residents (88%) consider the *Greenwood Village Newsletter* to be a useful source of information for learning about Greenwood Village. A majority of residents also indicated that interaction with Village staff (61%) and the Greenwood Village website (51%) were useful sources of information. (Refer to Table 6.)

Three out of ten residents (31%) considered attendance at Village sponsored meetings to be a useful source of information for learning about Greenwood Village. GVTV Channel 8 (11%), the Greenwood Village Facebook Page (7%) and the Greenwood Village YouTube Channel (4%) were useful for very small percentages of residents.

The majority of residents have access to, but don't use attendance at Village sponsored meetings (62%), GVTV Channel 8 (62%), Greenwood Village Facebook Page (73%) and Greenwood Village YouTube Channel (77%). Lack of access to GVTV Channel 8 was indicated by a relatively small percentage of residents (16%).

Single family residents were more likely than multi-family residents to find useful the most popular sources for learning about Greenwood Village: *Greenwood Village Newsletter* (89% vs. 79%), interaction with Village staff (67% vs. 32%), Greenwood Village website (53% vs. 40%) and attendance at Village sponsored meetings (34% vs. 18%). However, multi-family residents were more likely to find useful two lesser used media sources: Greenwood Village Facebook Page (11% vs. 6%) and Greenwood Village YouTube Channel (6% vs. 4%).

Since 2008, the usefulness of the *Greenwood Village Newsletter* has somewhat declined from 94% to 88%, but still remains by far useful to the largest percentage of residents. The largest increase in usefulness was the Greenwood Village website which increased from 45% to 51% between 2012 and 2014. Perceived usefulness of GVTV Channel 8 had declined dramatically between 2008 and 2012 (28% to 9%) and the increased slightly in 2014 (11%). Perceived usefulness of all other information sources increased slightly between 2012 and 2014. (Refer to Figure 6.)

Respondents who rated any information sources as “not useful” or “have access – don't use” were asked why they didn't find them useful. Nearly all respondents (97%) rated at least one information source accordingly, but only 24% indicated a reason. Among those responding, the most frequently mentioned reasons were:

- No need for more information
- No interest in using source

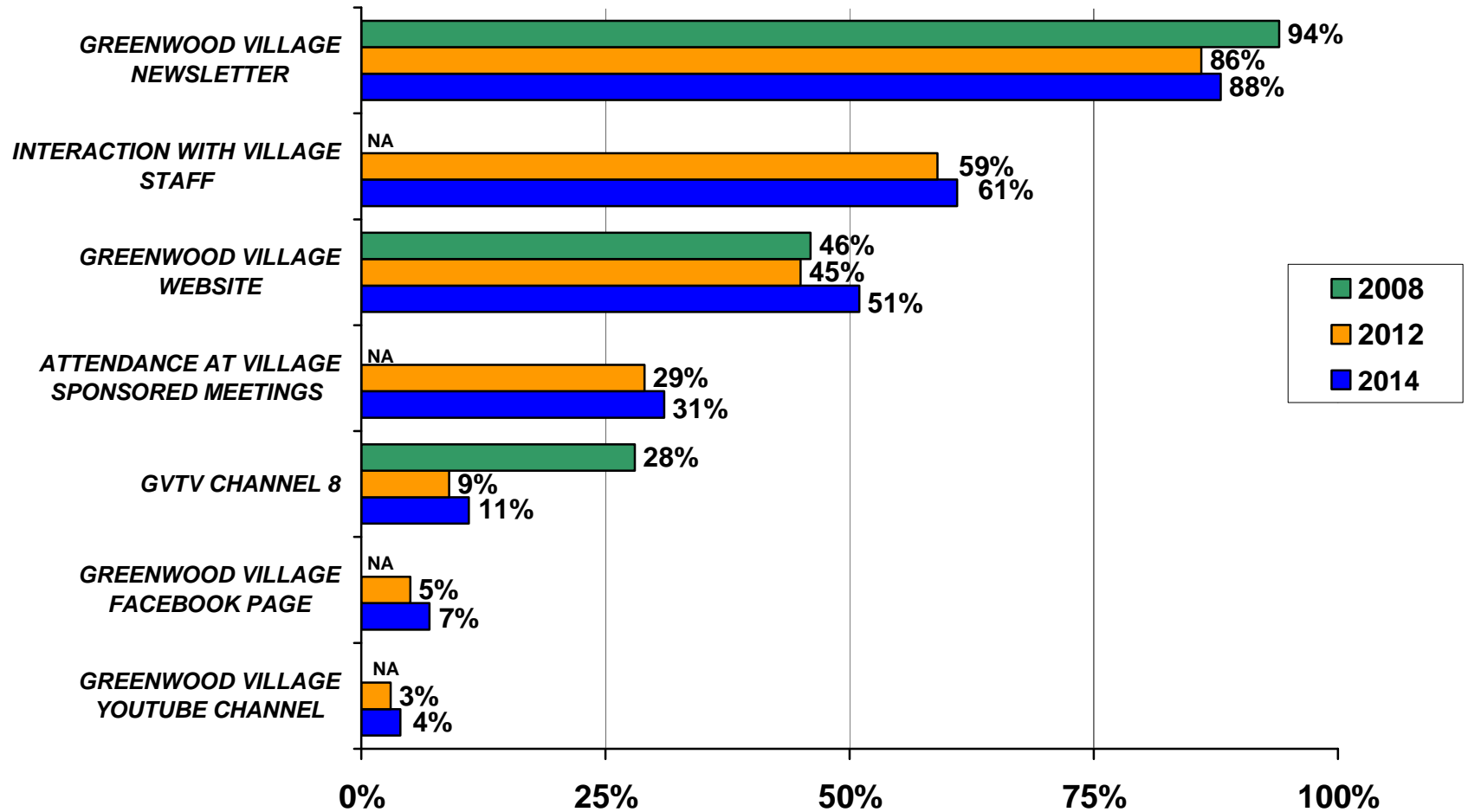
- Prefer written media over electronic media
- Able to obtain needed information from other sources (primarily newsletter, staff contact and website)
- Lack of time
- Not aware of that source

TABLE 6 USEFULNESS OF INFORMATION SOURCES IN KEEPING INFORMED ABOUT GREENWOOD VILLAGE - 2014

	<u>How Useful</u>			
	<u>Useful</u>	<u>Not Useful</u>	<u>Have Access - Don't Use</u>	<u>Don't Have Access</u>
<i>Greenwood Village Newsletter</i>	88%	4%	7%	1%
Interaction with Village staff	61%	2%	34%	4%
Greenwood Village website	51%	4%	41%	4%
Attendance at Village sponsored meetings	31%	3%	62%	4%
GVTV Channel 8	11%	12%	62%	16%
Greenwood Village Facebook Page	7%	9%	73%	12%
Greenwood Village YouTube Channel	4%	9%	77%	9%
Base	----- (1,542) -----			

Source: The Howell Research Group

FIGURE 6
INFORMATION SOURCES USEFUL IN LEARNING ABOUT GREENWOOD VILLAGE
- 2008, 2012 & 2014 -



NA - NOT ASKED IN 2008

PERCENT OF RESIDENTS WHO CONSIDER INFORMATION SOURCE USEFUL

■ **Frequency of Using Less Used Information Sources**

In 2014, residents were asked how frequently they watched/listened to two of the Village’s least used information sources. Only 7% of the residents watched GVTV Channel 8 at least once per month, while 9% watch it less than once per month. The vast majority of residents (85%) do not watch GVTV Channel 8 at all. Among those that rated GVTV Channel 8 as useful (11% of all residents), only 47% watch it at least once per month.

While one out of five residents (20%) have used the Village’s website to listen to live or past meetings of the City Council and/or other boards and commissions, only 5% use the website once or more per month for this purpose. Eight out of ten (80%) never use the Greenwood Village website to listen to live or past meetings of City Council, boards or commissions.

TABLE 7 FREQUENCY OF WATCHING GVTV CHANNEL 8 & USING VILLAGE’S WEBSITE TO LISTEN TO LIVE/PAST MEETINGS OF CITY COUNCIL, BOARDS OR COMMISSIONS – 2014

<u>Frequency</u>	<u>Watch GVTV Channel 8</u>	<u>Listen to City Meetings on Village Website</u>
Daily	*%	0%
Once or More per Week	2%	1%
Once or More per Month	5%	4%
Less than Once per Month	9%	15%
Do Not Watch/Listen	<u>85%</u>	<u>80%</u>
Total**	101%	100%
Base	(1,534)	(1,529)

* Less than 1%.
 ** May add to more than 100% due to rounding.

Source: The Howell Research Group

■ **Topic Areas Important to Residents**

Residents were asked what topic areas are important to them or their family if they read or would read the *Greenwood Village Newsletter*. Each of the four current topic areas were considered important by a majority of residents: city government news (74%), general topics on life, health, safety, environment, etc. (69%), arts and recreation events (69%) and business information (65%). (Refer to Table 8.)

When asked what topic areas would be important if they watched or would watch GVTV Channel 8 programs, about one – half (49%) indicated nothing which is consistent with fact that 85% do not currently watch GVTV Channel 8. The most popular topic areas for GVTV 8 were city issues and events (38%), parks, trails and open space (36%), safety (28%) and business information (24%). Topic areas considered important by smaller percentages of residents were seniors (16%), youth happenings (13%) and city employees and their activities (7%).

Topics considered important by the largest percentages of residents if they or their family members visit or would visit the Greenwood Village website were parks, trails and open space (52%), city government news (49%) and arts and recreation events (44%). Topic areas considered important by smaller percentages were business information (34%), agendas for public meetings (26%) and City of Greenwood Village employment opportunities (15%). One out of four residents (26%) indicated no topic areas were important.

TABLE 8 TOPICS IMPORTANT TO RESIDENTS & THEIR FAMILIES IF THEY USE OR WOULD USE VARIOUS INFORMATION SOURCES - 2014

<u>Greenwood Village Newsletter</u>	<u>Percent*</u>
<i>City government news</i>	74%
<i>General topics on life, health, safety, environment, etc.</i>	69%
<i>Arts and recreation events</i>	69%
<i>Business information</i>	65%
<i>Other</i>	8%
<i>None</i>	6%
<u>GVTV Channel 8 (Comcast Cable or YouTube)</u>	
<i>City issues & events</i>	38%
<i>Parks, trails & open space</i>	36%
<i>Safety</i>	28%
<i>Business information</i>	23%
<i>Seniors</i>	16%
<i>Youth happenings</i>	13%
<i>City employees and their activities</i>	7%
<i>Other</i>	3%
<i>None</i>	49%
<u>Greenwood Village Website</u>	
<i>Parks, trails & open space</i>	52%
<i>City government news</i>	49%
<i>Arts and recreation events</i>	44%
<i>Business information</i>	34%
<i>Agendas for public meetings</i>	26%
<i>City of Greenwood Village employment opportunities</i>	15%
<i>Other</i>	9%
<i>None</i>	26%
	Base (1,551)
* Reflects Multiple Responses	
Source: The Howell Research Group	

When asked (unaided) what the City of Greenwood Village could do to improve its sources of information and communications with residents, only 202 (13%) of the survey respondents offered a comment or suggestion. This indicates that the vast majority of residents are satisfied with the City's current efforts. The largest number of those responding made a positive comment that the current communications by the Village were good. No single suggestion was mentioned by a large number of residents. Those mentioned with at least a few respondents were:

- Communicate by email
- Hold town meetings in neighborhoods
- Provide city-wide WiFi

■ **Community Issues and Values**

Greenwood Village residents expressed a high level of trust with their city government. More than eight out of ten Village residents (82%) agreed (29% strongly) that *I have a high degree of confidence and trust in Village government*, while only 5% disagreed and 14% had no opinion. The vast majority of residents (83%) also agreed (25% strongly) that *the Village keeps me well informed about community issues and values*, while a very small percentage (5%) disagreed, and 12% had no opinion. (Refer to Table 9.)

Nearly eight out of ten residents (78%) agreed (18% strongly) that they *have a good understanding of community issues and values*. Only 8% disagreed, while 15% had no opinion.

Residents in each of the four Council Districts expressed high levels of trust in their city government. However, residents living in District 3 and 4 were slightly more likely to agree with each of the statements regarding community issues and values compared to residents in Districts 1 and 2.

Multi-family residents are typically shorter term residents than single family residents. Thus, it is not surprising that they have a lower sense of community compared to single family residents. Although, multi-family residents responding to the survey had a lower sense of community than single family residents, their sense of community was relatively high.

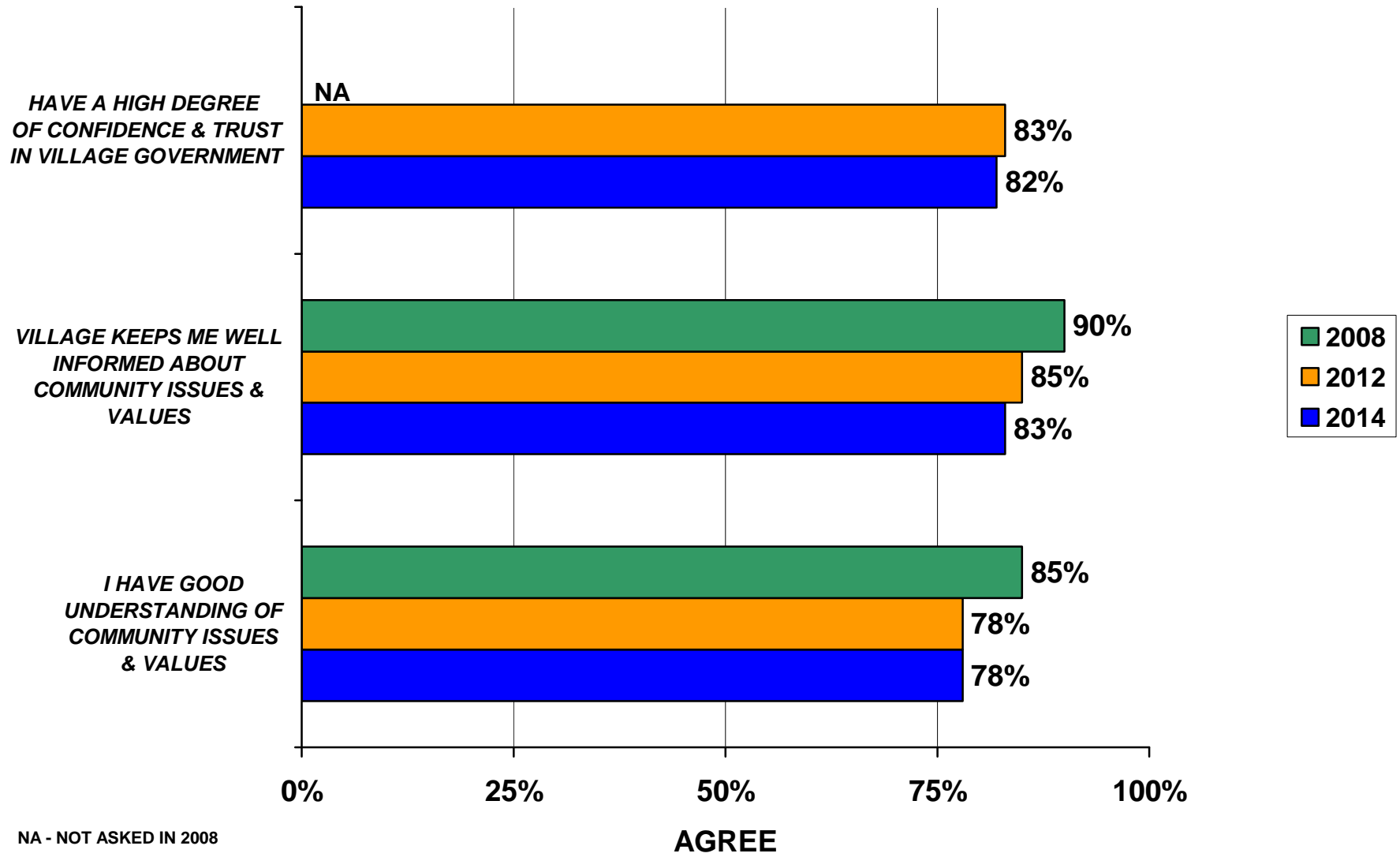
	<u>Percent Who Agreed</u>	
	<u>Single Family</u>	<u>Multi-Family</u>
<i>I have a high degree of trust and confidence in Village government</i>	85%	73%
<i>Village keeps me well informed about community issues and values</i>	85%	75%
<i>I have a good understanding of community issues and values</i>	80%	66%

Agreement that *I have a high degree of confidence and trust in Village government* remained essentially the same between 2012 and 2014 (question not asked in 2008). Agreement that *the Village keeps me well informed about community issues and values* declined from 90% in 2008 to 85% in 2012 and then slightly again in 2014 (83%). Agreement that *I have a good understanding of community issues and values* had declined from 85% to 78% between 2008 and 2012, then remained unchanged in 2014 (78%). (Refer to Figure 7.)

TABLE 9 VILLAGE IDENTITY & SENSE OF COMMUNITY - 2014

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>No Opinion</u>	<u>Mean Score**</u>
<i>I have a high degree of trust and confidence in Village government</i>	29%	53%	4%	1%	14%	3.3
<i>Village keeps me well informed about community issues and values</i>	25%	58%	5%	*%	12%	3.2
<i>I have good understanding of community issues and values</i>	18%	60%	7%	1%	15%	3.1
Base	----- (1,551) -----					
* Less than 1%.						
** Mean score is calculated by assigning integer values of “4” to excellent , “3” to good , “2” to average , “1” to poor and disregarding the no opinions .						
Source: The Howell Research Group						

**FIGURE 7
COMMUNITY ISSUES & VALUES
- 2008, 2012 & 2014**



QUALITY OF LIFE

■ Quality of Life Rating

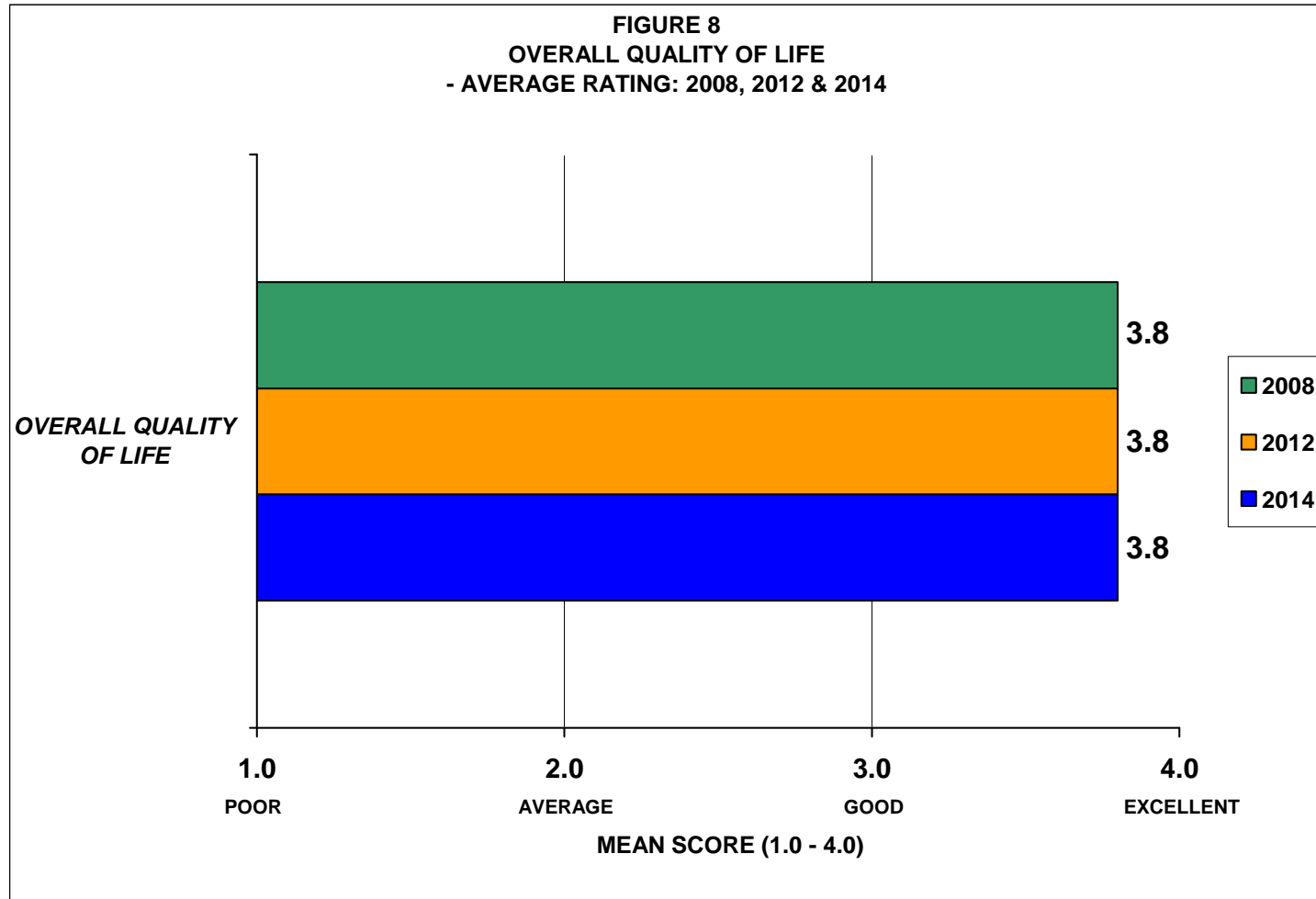
Greenwood Village residents continue to express an extremely high level of satisfaction with the quality of life in the Village. Nearly all residents (99%) rated the *overall quality of life in Greenwood Village* as either excellent (79%) or good (20%). Only 1% rated *overall quality of life* as average and less than 1% rated it poor. (Refer to Table 10.)

The quality of life ratings were very similar by Council District. Similar percentages of single family and multi-family residents rated the *overall quality of life in Greenwood Village* as excellent or good (99% vs. 97%), but single family residents were more likely to rate *quality of life* as excellent (82% vs. 65%).

TABLE 10 QUALITY OF LIFE RATING - 2014

	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	<u>No Opinion</u>	<u>Mean Score**</u>
<i>Overall quality of life in Greenwood Village</i>	79%	20%	1%	*%	1%	3.8
Base	----- (1,551) -----					
* Less than 1%.						
** Mean score is calculated by assigning integer values of “4” to excellent , “3” to good , “2” to average , “1” to poor And disregarding the no opinions .						
Source: The Howell Research Group						

The average rating for *overall quality of life in Greenwood Village* has remained unchanged since 2008 (3.8 on a scale of “1” = poor to “4” = excellent) . (Refer to Figure 8.)



■ **What Residents Like Most About Greenwood Village**

Residents were asked (unaided) what they liked most about Greenwood Village. Residents mentioned a large range of items that they liked most, and more than one-half of the survey respondents (837/54%) provided a response to this question. Residents were allowed multiple responses, and their responses regarding what they liked most about Greenwood Village by Council District are presented in Table 11.

The most frequently mentioned like was “parks/trails” (30%), followed by “feeling of safety/security” (25%), “landscaping/aesthetics/design” (23%), “cleanliness/well maintained” (19%) and “rural/low density atmosphere” (14%). “Parks/trails” has been the most frequent response in the previous surveys. Some likes were mentioned significantly more frequent in 2014 compared to 2012:

	<u>2012</u>	<u>2014</u>
“Feeling of safety/security”	13%	25%
“Cleanliness/well maintained”	12%	19%
“Location/convenience of location”	7%	12%
“Good place to raise family”	2%	7%

“Parks/trails” was the most frequent mentioned like by residents in Council Districts 1 (35%) and 4 (36%). District 2 residents mentioned “aesthetics/landscaping” (29%) most frequently, while District 4 residents mentioned “feeling of safety/security” (30%) most frequently.

Single family residents were most likely to name “parks/trails” (32%) as something they liked most about Greenwood Village followed by “feeling of safety/security” (24%) and “landscaping/aesthetics/beauty” (21%). Multi-family residents were most likely to mention “landscaping/aesthetics/beauty” (32%) and “cleanliness/well maintained” (32%) followed by “feeling of safety/security” (28%). Multi-family residents were more than twice as likely to mention “location/convenience of location” compared to single family residents (21% vs. 10%).

**TABLE 11 WHAT RESIDENTS LIKE MOST ABOUT GREENWOOD VILLAGE BY COUNCIL DISTRICT
(UNAIDED) - 2014**

<u>What Residents Like Most*</u>	<u>Total</u>	<u>Council District</u>			
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<i>Parks/trails</i>	30%	35%	21%	36%	26%
<i>Feeling of safety/security</i>	25%	26%	22%	21%	30%
<i>Landscaping/aesthetics/design</i>	23%	21%	29%	20%	21%
<i>Cleanliness/well maintained</i>	19%	18%	22%	18%	19%
<i>Rural Atmosphere/Low Density</i>	14%	17%	17%	12%	10%
<i>Police Services</i>	12%	14%	11%	16%	8%
<i>Location/convenience of location</i>	12%	7%	19%	13%	9%
<i>Good/responsive city government</i>	11%	10%	9%	12%	12%
<i>Snow removal</i>	8%	9%	4%	11%	7%
<i>Good place to raise family</i>	7%	6%	9%	6%	9%
<i>Community events/activities</i>	6%	4%	4%	10%	8%
<i>Quality/maintenance of streets</i>	6%	4%	7%	6%	7%
<i>Quality/friendliness of residents</i>	6%	7%	7%	4%	6%
<i>Trash removal services</i>	6%	10%	3%	5%	3%
<i>City services (general)</i>	5%	6%	3%	8%	4%
<i>Sense of community</i>	4%	1%	4%	3%	9%
<i>Schools</i>	4%	2%	4%	1%	9%
<i>Neighborhood</i>	3%	5%	3%	1%	4%
<i>Reasonable/low taxes</i>	2%	4%	2%	1%	2%
<i>Restaurants/shops</i>	2%	3%	3%	1%	2%
<i>Other</i>	14%	14%	16%	13%	13%
Base (Respondents Who Answered)	(837)	(231)	(193)	(207)	(203)

* Reflects multiple responses.

Source: The Howell Research Group

■ ***What Issues Residents Would Like Addressed in Greenwood Village***

Residents were asked (unaided) what issue, if any, they would like addressed in Greenwood Village. Only 29% of the respondents (450) provided a response to this question. One out of three of those responding mentioned something related to traffic – “traffic control/management measures” (21%), “reduce traffic” (7%) or “reduce speeding” (3%). The next most frequently mentioned issues were “limit growth/maintain low density” (7%), “improve/increase police protection” (6%), “eliminate coyotes” (6%) and “street maintenance” (5%). (Refer to Table 12.)

“Traffic control/management” was mentioned three times more frequently than any other specific issue and was the most frequently mentioned issue in each Council District.

When asked what issue they would like addressed by the Village, both single family (22%) and multi-family residents (16%) were most likely to mention “traffic control/management issues.”

The two most frequently mentioned issues, “traffic control/management” (14% to 21%) and “limit new development/maintain low density” (2% to 7%), notably increased between 2012 and 2014.

**TABLE 12 WHAT ISSUES RESIDENTS WOULD LIKE ADDRESSED IN GREENWOOD VILLAGE
BY COUNCIL DISTRICT (UNAIDED) - 2014**

<u>Issue Would Like Addressed*</u>	<u>Total</u>	<u>Council District</u>			
		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<i>Traffic control/management</i>	21%	24%	20%	18%	20%
<i>Limit new development/maintain low density</i>	7%	5%	8%	8%	6%
<i>Reduce traffic</i>	7%	5%	7%	7%	10%
<i>Improve/increase police protection</i>	6%	8%	6%	6%	6%
<i>Eliminate coyotes</i>	6%	7%	2%	8%	8%
<i>Street maintenance</i>	5%	5%	7%	2%	5%
<i>Improve trash/recycling services</i>	4%	4%	5%	6%	4%
<i>Noise (other than airport)</i>	4%	3%	8%	4%	4%
<i>More/improved parks & open space</i>	4%	2%	8%	5%	4%
<i>Improvements to medians/landscaping</i>	4%	6%	4%	1%	3%
<i>Code enforcement – building/zoning/covenants</i>	4%	2%	2%	3%	9%
<i>Reduce speeding</i>	3%	5%	0%	3%	5%
<i>Domestic animal control</i>	3%	3%	5%	3%	2%
<i>Sidewalks/pedestrian/bicycle access</i>	3%	2%	4%	3%	2%
<i>New/improved recreation facilities/recreation center</i>	2%	3%	0%	3%	4%
<i>Street lights</i>	2%	1%	4%	2%	2%
<i>More/better restaurants/shops</i>	2%	0%	4%	4%	1%
<i>Reduce noise at Centennial Airport</i>	2%	1%	1%	1%	5%
<i>Lower taxes</i>	2%	1%	1%	2%	3%
<i>Ease codes and processes for permits</i>	2%	2%	0%	4%	0%
<i>Improve communications from City</i>	2%	1%	2%	3%	0%
<i>Other</i>	22%	25%	27%	20%	18%
Base (Respondents Who Answered)	(450)	(132)	(104)	(107)	(104)

* Reflects multiple responses.
Source: The Howell Research Group

CUSTOMER SERVICE

If residents had contacted Greenwood Village for any services or information within the past two years, they were asked *how Village staff handled their request*. Three out of four residents (75%) had made a request within the past two years. These residents gave exceptionally high ratings to the customer service they had received. More than seven out of ten (73%) rated the customer service as excellent, while 22% rated it good. A very small percentage (3%) rated customer service as average, and only 2% rated it poor. (Refer to Table 14.)

Residents in Council District 2 were less likely (63%) to have contacted Greenwood Village within the past two years for any service or information compared to residents in District 1 (79%), District 3 (81%) and District 4 (75%). However, satisfaction with how the Village staff handled their requests did not vary by Council District.

Single family residents were nearly twice as likely as multi-family residents (82% vs. 42%) to have contacted Greenwood Village within past two years for any service or information. Single family residents with customer service experiences rated their experiences better than multi-family residents with customer service experiences (75% vs. 57% excellent).

Those with customer service experiences were asked if they had any comments regarding the customer service they received from Village staff. Three out of ten of those with customer service experience (30%) provided a comment. Nearly all comments were positive and frequently described staff as being “responsive,” “helpful,” “efficient” and “courteous.”

The average rating (on a scale of 1 = “poor” to 4 – “excellent”) for customer service increased slightly between 2012 and 2014 (3.6 to 3.7). (Refer to Figure 9.)

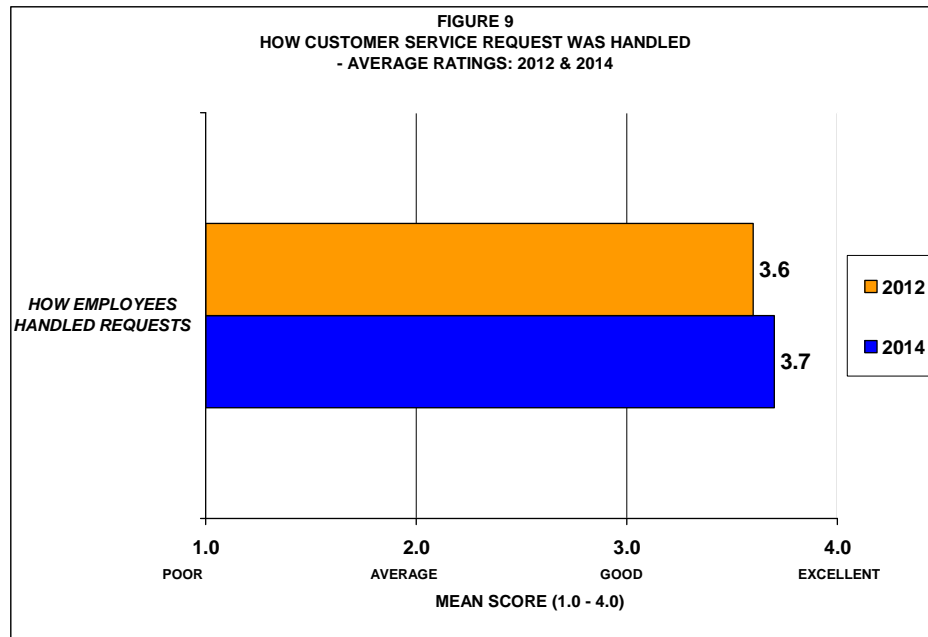
TABLE 13 CUSTOMER SERVICE - 2014

	<u>How Employees Handled Request</u>				<u>Mean Score*</u>
	<u>Excellent</u>	<u>Good</u>	<u>Average</u>	<u>Poor</u>	
<i>If you contacted Greenwood Village within past two years for any service or information how did employees handle request</i>	73%	22%	3%	2%	3.7
Base**	----- (1,125) -----				

* Mean score is calculated by assigning integer values of “4” to **excellent**, “3” to **good**, “2” to **average** and “1” to **poor**.

** Base reflects only residents who had made a request within past 12 months.

Source: The Howell Research Group



APPENDIX A

***QUESTIONNAIRE USED FOR
2014 GREENWOOD VILLAGE CITIZEN SURVEY***

2014 City of Greenwood Village Citizen Survey

Safety in the Village

1. Do you feel safe or unsafe in each of the following situations?

	Safe	Unsafe	Don't Know/ No Opinion
a. In your home?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. In your neighborhood?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. In the shopping areas within the Village?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. In Village parks and open space?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Using Village trails?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No	Don't Know/ No Opinion
2. Are you satisfied with the presence of police around your property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Are there any comments or suggestions you would like to share regarding safety in the Village?

Aesthetics & Beauty in the Village

4. Please rate your satisfaction with the following:

	Excellent	Good	Average	Poor	Don't Know/ No Opinion
a. The appearance of Village medians and landscaping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The appearance and cleanliness of water ways, including ditches and streams found within the Village.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Are there any comments or suggestions you would like to share regarding aesthetics, beauty and cleanliness in the Village?

Quality of Parks, Trails, Recreation, Cultural & Art Activities

6. Please rate the following:

	Excellent	Good	Average	Poor	Don't Know/ No Opinion
a. How well does the Village provide diverse recreational opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Overall quality of Village parks, trails and open spaces.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Overall accessibility from your home to Village trails for travel or recreational opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. How well the Village provides cultural and art opportunities and exhibit viewing opportunities at the Curtis Arts & Humanities Center?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Are there any comments or suggestions you would like to share regarding the quality of parks, trails, recreation, or cultural and art activities in the Village?

Mobility & Ease of Travel within the Village

8. How would you rate the efficiency of traffic signals at intersections in Greenwood Village?

	Excellent	Good	Fair	Poor	Don't Know/ No Opinion
a. During non-rush hour times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. During rush hour times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Which specific intersections within Greenwood Village should be addressed to make your travels more efficient?

10. Please rate the following regarding Village streets:

	Excellent	Good	Average	Poor	Don't Know/ No Opinion
a. Overall quality of pavement conditions in Greenwood Village.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. How well are Village streets cleared during a snowstorm?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. How well the Village provides opportunities to travel by bicycle in Greenwood Village (i.e. bike paths, bike lanes on streets, crossings, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Are there any comments or suggestions you would like to share regarding Village streets and mobility?

Village Relationships, Identity & Sense of Community

12. How useful to you and your family are the following sources of information in learning about Greenwood Village?

	Useful	Not Useful	Have Access – Don't Use	Don't Have Access
a. Greenwood Village Newsletter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. GVTV Channel 8 (Mayor's Show, GV Kids, Ink! News, Bulletin Board).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Greenwood Village Website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Greenwood Village Facebook Page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Greenwood Village YouTube Channel.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Useful	Not Useful	Have Access – Don't Use	Don't Have Access
f. Interaction with Village staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Attendance at Village-sponsored meetings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. If you rated any of the information sources listed above in Question 12 as “Not Useful,” or “Have Access – Don't Use,” please share why you did not find it useful.

14. Please select the category that best describes how frequently you watch GVTV Channel 8.

- | | |
|---|--|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Less than once per month |
| <input type="checkbox"/> Once or more per week | <input type="checkbox"/> Do not watch GVTV Channel 8 |
| <input type="checkbox"/> Once or more per month | |

15. Please select the category that best describes how frequently you use the Village's website to listen to live or past meetings of the City Council and/or other boards and commissions.

- | | |
|---|---|
| <input type="checkbox"/> Daily | <input type="checkbox"/> Less than once per month |
| <input type="checkbox"/> Once or more per week | <input type="checkbox"/> Do not listen to meetings on the Village's website |
| <input type="checkbox"/> Once or more per month | |

16. If you read or would read the *Greenwood Village Newsletter*, what topics are important to you and your family? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> City government news | <input type="checkbox"/> Arts and recreation events |
| <input type="checkbox"/> Business information | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> General topics on life, health, safety, environment, etc. | |

17. If you watch or would watch GVTV 8 programs on Comcast Cable or on YouTube, what topics are important to you and your family? (Check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> City issues and events | <input type="checkbox"/> Seniors |
| <input type="checkbox"/> Youth happenings | <input type="checkbox"/> City employees and their activities |
| <input type="checkbox"/> Business information | <input type="checkbox"/> Parks, trails, and open space |
| <input type="checkbox"/> Safety | <input type="checkbox"/> Other (please specify) _____ |

18. When you visit or if you were to visit the Greenwood Village Website, what information is important to you and your family? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> City government news | <input type="checkbox"/> Parks, trails and open space |
| <input type="checkbox"/> Business information | <input type="checkbox"/> Arts and recreation events |
| <input type="checkbox"/> Agendas for public meetings | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> City of Greenwood Village employment opportunities | |

19. What could the Village do to improve its sources of information and communication with residents?

20. Do you agree or disagree with the following?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know/No Opinion
a. I have a good understanding of Village issues and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The Village keeps me well informed about Village issues and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I have a high degree of confidence and trust in Village government.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quality of Life

	Excellent	Good	Average	Poor	No Opinion
21. Please rate the overall quality of life in Greenwood Village:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Please name what you like most about Greenwood Village.

23. Please name an issue, if any, in Greenwood Village you would like the Village to address. Please be specific on how we can improve.

Customer Service

24. If you have contacted Greenwood Village within the past two years for any service or information, please rate your satisfaction with <i>how Village staff handled your request.</i>	Excellent	Good	Average	Poor	Made No Requests
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. Please share any comments you have regarding customer service you received from Village staff in the last two years.

Contact Information for Follow-Up

If you would like Village staff to follow up with you regarding any item or issue raised in this survey, please provide your contact information below and someone will contact you.

Name: _____

Phone: _____

E-mail: _____