



CITY OF BOULDER OFFICE OF THE CITY MANAGER

To: Mayor and Members of Council

From: Jane Brautigam, City Manager

Date: July 28, 2016

Re: Action Information Packet

Dear Council Members,

1. **The following item requires your attention by August 5, 2016:**

Staff seeks feedback regarding the draft 2016 Community Survey. The purpose of the survey is to learn from residents, to receive feedback about what is working or not working with local government services, to understand from residents what they value as community priorities for government services and programs and to monitor trend lines. The survey will be conducted in September 2016.

For the 2016 survey, the recommended approach is to use the National Citizen Survey (NCS), a standard survey product offered by Boulder-based National Research Center (NRC). The city staff team and the City Council Subcommittee (Council members Burton and Weaver) have developed recommended questions including the limited number of available custom questions. Since the approach is to use the standard survey template, the space available for custom questions is limited, however there is room for an additional 1-2 questions. Councilmembers may suggest potential questions or topics. Staff will work with the survey consultant to select appropriate questions and craft final survey language.

Please direct council comments or questions to Patrick von Keyserling either by phone or e-mail at 303-441-4959 or vonkeyserlingp@bouldercolorado.gov. Please send requests for further council discussion to CAC for scheduling.



INFORMATION PACKET MEMORANDUM

To: Members of City Council

From: Jane S. Brautigam, City Manager
Patrick von Keyserling, Communications Director
Jean Gatza, Planning, Housing and Sustainability, Senior Planner

Date: July 26, 2016

Subject: Action Item: Feedback on the draft 2016 Community Survey

EXECUTIVE SUMMARY

Staff seeks feedback regarding the draft 2016 Community Survey. The purpose of the survey is to learn from residents, to receive feedback about what is working or not working with local government services, to understand from residents what they value as community priorities for government services and programs and to monitor trend lines.

For the 2016 survey, the recommended approach is to use the National Citizen Survey (NCS), a standard survey product offered by Boulder-based National Research Center (NRC). The city staff team and the City Council Subcommittee (Council members Burton and Weaver) have developed recommended questions including the limited number of available custom questions. Councilmembers are requested to send feedback directly to Patrick von Keyserling either by phone or e-mail at 303-441-4959 or vonkeyserlingp@bouldercolorado.gov by **August 5, 2016**.

FISCAL IMPACT

Fiscal: \$39,000 is the budget for the project.

Staff time: It is anticipated that staff support of the community survey process will be completed within existing resources.

COMMUNITY SUSTAINABILITY ASSESSMENTS AND IMPACTS

- **Economic:** There are no direct economic impacts or benefits to the community from the community survey. The results of the survey may inform decision-making regarding the city budget, including Boulder Economic vitality efforts.

- **Environmental:** There are no direct environmental impacts or benefits from the information presented in the report. However, the results of survey include issues that may affect decision making as it relates to environmental sustainability.
- **Social:** A primary purpose of the survey is to conduct a public outreach effort that will provide results of a representative sample of the views of Boulder residents. Residents will be asked to make judgments about what is working well and what is not working well in city service delivery, quality of life in Boulder, and community priorities.

BACKGROUND

The City of Boulder has conducted a community survey about every two years from 1987 to 2001 and then again in 2007, 2011 and 2014. All community-wide surveys conducted since 1987 were mail surveys sent randomly to households in late spring or early fall. Results from the [2014 survey](#) are available on the city's website.

The city is proposing to conduct a community survey in the fall 2016 using [the National Citizen Survey \(NCS\)](#), a standard survey template, offered by Boulder-based National Research Center (NRC). The NCS is endorsed by ICMA and the National Leagues of Cities and offers benchmarking against more than 500 citizen survey results, many in the Front Range. The staff team recommending the new approach evaluated switching to the standard survey, determining that the approach provides significant benefit in terms of quality questions, ability for wide bench-making and ability to fund and conduct the survey more frequently. The loss of some Boulder-specific questions and those associated trend-lines is an impact that will be addressed through other survey processes or information-gathering tools.

ANALYSIS

The proposed survey approach includes distributing the survey to a random sample of 6,000 Boulder households. Half of the selected households will receive a paper version of the survey and the other half will receive a post card invitation to conduct the survey online with an individual code. This sample size is anticipated to garner a response rate sufficient to achieve a margin of error of +/-3%. A higher response rate generally will improve the data (number of responses in each grouping) for cross-tabulation. This will be especially useful for cross-tabulation by subcommunity.

An open online survey will also be offered so that any Boulder stakeholder not selected in the random sample may provide a response to the survey. These results will be separate from the statistically-valid random sample.

Custom Questions

The council sub-committee (Burton, Weaver) provided feedback on the survey process and recommended a few custom questions that have been incorporated in the draft and are highlighted in yellow. Since the approach is to use the standard survey template the space available for custom questions is limited. There is room for an additional 1-2 questions. The questions need to be simple and not require background information or context. Councilmembers may suggest potential questions or topics. Staff will work with the survey consultant to select appropriate questions and craft final survey language.

The draft version of the survey is attached and feedback is requested by **August 5, 2016**. Councilmembers are requested to send feedback directly to Patrick von Keyserling either by phone or e-mail at 303-441-4959 or vonkeyserlingp@bouldercolorado.gov by **August 5, 2016**.

NEXT STEPS

Staff will work with NRC to incorporate feedback received from councilmembers and finalize survey questions and materials in early August. The survey will be conducted in September and October with results to be shared with the community and City Council in early December.

ATTACHMENTS

Attachment A: Draft Survey Questionnaire

The City of Boulder 2016 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Boulder:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Boulder as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Boulder as a place to raise children	1	2	3	4	5
Boulder as a place to work	1	2	3	4	5
Boulder as a place to visit	1	2	3	4	5
Boulder as a place to retire	1	2	3	4	5
The overall quality of life in Boulder	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Boulder as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Boulder	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Boulder	1	2	3	4	5
Overall "built environment" of Boulder (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Boulder	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Boulder	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Boulder	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Boulder to someone who asks	1	2	3	4	5
Remain in Boulder for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day	1	2	3	4	5	6
In Boulder's downtown/commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Boulder as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Boulder	1	2	3	4	5
Ease of travel by public transportation in Boulder	1	2	3	4	5
Ease of travel by bicycle in Boulder	1	2	3	4	5
Ease of walking in Boulder	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Boulder	1	2	3	4	5
Overall appearance of Boulder	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Boulder as a whole:

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Boulder	1	2	3	4	5
Overall quality of business and service establishments in Boulder	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Boulder	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborhoodliness of residents in Boulder	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Boulder (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Boulder	1	2
Reported a crime to the police in Boulder	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Boulder (in-person, phone, email or web) for help or information	1	2
Contacted Boulder elected officials (in-person, phone, email or web) to express your opinion	1	2
Made efforts to reduce your energy consumption	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Boulder?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used Boulder recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Boulder public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Boulder	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Boulder	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4
Visited Open Space and Mountain Parks	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4
Watched (online or on television) a local public meeting	1	2	3	4

The City of Boulder 2016 Citizen Survey

10. Please rate the quality of each of the following services in Boulder:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Water utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Boulder open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Boulder employees (police, receptionists, planners, etc.).....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Boulder.....	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Boulder government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Boulder	1	2	3	4	5
The overall direction that Boulder is taking.....	1	2	3	4	5
The job Boulder government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Boulder government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Gathering feedback from residents on new policies or projects	1	2	3	4	5
Conducting public processes.....	1	2	3	4	5

The City of Boulder 2016 Citizen Survey

13. Please rate how important, if at all, you think it is for the Boulder community to focus on each of the following in the coming two years:

	Essential	Very important	Somewhat important	Not at all important
Overall feeling of safety in Boulder	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Boulder.....	1	2	3	4
Overall “built environment” of Boulder (including overall design, buildings, parks and transportation systems).....	1	2	3	4
Health and wellness opportunities in Boulder.....	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Boulder.....	1	2	3	4
Sense of community.....	1	2	3	4

14. How likely, if at all, is it that you would use one of the following information channels to obtain information about community events such as City Council meetings, community meetings, community events and upcoming events?

	Very likely	Likely	Somewhat likely	Not at all likely	Don't know
Cable TV Channel 8	1	2	3	4	5
City of Boulder website (www.bouldercolorado.gov)	1	2	3	4	5
City social media websites (e.g., Facebook, Twitter, YouTube)	1	2	3	4	5
The Boulder Daily Camera	1	2	3	4	5
The Colorado Daily	1	2	3	4	5
Boulder County Business Report.....	1	2	3	4	5
Inserts in the water utility bill	1	2	3	4	5
Mailings to your home address.....	1	2	3	4	5
Listserve (where you sign up to be part of a group receiving emails from the City).....	1	2	3	4	5
Community newsletter	1	2	3	4	5

15. Please rate to what extent you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I feel included in the Boulder community	1	2	3	4	5
I inform myself about major issues in the City of Boulder.....	1	2	3	4	5
I take the initiative to let elected officials or City staff know what I think.....	1	2	3	4	5
Boulder’s City Council implements policies that reflect the values of the Boulder community	1	2	3	4	5

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Boulder	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent Very good Good Fair Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive Somewhat positive Neutral Somewhat negative Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Boulder?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Boulder?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502