

THE NCSTM

The National Citizen SurveyTM

Denver, CO

Dashboard Summary of Findings
2018



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Summary

The National Citizen 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 summarizes Denver’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Denver’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Generally, ratings for aspects across all three pillars tended to be favorable and similar to ratings seen in other communities with populations over 300,000. Community members tended to report higher levels of Participation in the facets of Mobility and Education and Enrichment than in comparison communities.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	9	31	6	2	39	0	4	25	0
General	1	6	0	0	3	0	0	3	0
Safety	0	3	0	0	7	0	0	2	0
Mobility	1	4	3	1	7	0	2	1	0
Natural Environment	0	2	0	1	4	0	0	3	0
Built Environment	0	3	2	0	3	0	0	2	0
Economy	4	2	1	0	1	0	0	3	0
Recreation and Wellness	2	5	0	0	4	0	1	4	0
Education and Enrichment	1	4	0	0	2	0	1	1	0
Community Engagement	0	2	0	0	8	0	0	6	0

National Benchmark	
	Higher
	Similar
	Lower

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↔	73%	Customer service	↔	↔	65%	Recommend Denver	↔	↔	79%
	Overall quality of life	↔	↔	79%	Services provided by Denver	↑	↔	70%	Remain in Denver	↔	↔	85%
	Place to retire	↔	↔	49%	Services provided by the Federal Government	↑	↔	37%	Contacted Denver employees	↔	↔	50%
	Place to raise children	↔	↔	66%								
	Place to live	↔	↔	86%								
	Neighborhood	↔	↔	78%								
	Overall image	↔	↑	76%								
Safety	Overall feeling of safety	↔	↔	64%	Police	↔	↔	66%	Was NOT the victim of a crime	↔	↔	82%
	Safe in neighborhood	↔	↔	88%	Crime prevention	↔	↔	46%	Did NOT report a crime	↔	↔	70%
	Safe downtown/commercial area	↔	↔	74%	Fire	↔	↔	90%				
					Fire prevention	↔	↔	62%				
					Ambulance/EMS	↔	↔	86%				
					Emergency preparedness	↑	↔	56%				
Mobility					Animal control	↑	↔	59%				
	Traffic flow	↔	↓	17%	Traffic enforcement	↔	↔	42%	Carpooled instead of driving alone	↔	↔	56%
	Travel by car	↔	↓	24%	Street repair	↔	↔	25%	Walked or biked instead of driving	↔	↑↑	73%
	Travel by bicycle	↔	↔	51%	Street cleaning	↔	↑	58%	Used public transportation instead of driving	↔	↑↑	72%
	Ease of walking	↔	↑	64%	Street lighting	↔	↔	52%				
	Travel by public transportation	↔	↔	39%	Snow removal	↑	↔	52%				
	Overall ease travel	↑	↔	47%	Sidewalk maintenance	↔	↔	35%				
	Public parking	↔	↓	19%	Traffic signal timing	↔	↔	40%				
Natural Environment	Paths and walking trails	↔	↔	68%	Bus or transit services	↔	↔	58%				
	Overall natural environment	↔	↔	71%	Garbage collection	↔	↔	81%	Recycled at home	↔	↔	90%
	Air quality	↔	↔	46%	Recycling	↔	↔	73%	Conserved water	↔	↔	81%
					Yard waste pick-up	↔	↔	62%	Made home more energy efficient	↔	↔	73%
					Open space	↑	↑	66%				
Built Environment					Natural areas preservation	↑	↔	62%				
	New development in Denver	↔	↔	53%	Storm drainage	↑	↔	64%	NOT experiencing housing cost stress	↔	↔	55%
	Affordable quality housing	↔	↓	10%	Land use, planning and zoning	↑	↔	43%	Did NOT observe a code violation	↔	↔	50%
	Housing options	↔	↓	27%	Code enforcement	↔	↔	37%				
	Overall built environment	↔	↔	58%								
	Public places	↔	↔	69%								

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	↔	↑	73%	Economic development	↔	↔	62%	Economy will have positive impact on income	↔	↔	32%
	Shopping opportunities	↔	↔	79%					Purchased goods or services in Denver	↔	↔	95%
	Employment opportunities	↑	↑	72%					Work in Denver	↑	↔	68%
	Place to visit	↔	↑↑	89%								
	Cost of living	↔	↓	15%								
	Vibrant downtown/commercial area	↑	↔	68%								
	Place to work	↔	↑	79%								
Recreation and Wellness	Fitness opportunities	↔	↑	80%	City parks	↔	↔	83%	In very good to excellent health	↔	↔	64%
	Recreational opportunities	↔	↑	81%	Recreation centers	↔	↔	74%	Used Denver recreation centers	↑	↔	57%
	Health care	↔	↔	52%	Recreation programs	↔	↔	74%	Visited a City park	↔	↑	93%
	Food	↔	↔	63%	Health services	↔	↔	63%	Ate 5 portions of fruits and vegetables	↔	↔	85%
	Mental health care	↓	↔	34%					Participated in moderate or vigorous physical activity	↔	↔	88%
	Health and wellness	↔	↔	79%								
	Preventive health services	↔	↔	58%								
Education and Enrichment	K-12 education	↑	↔	49%	Public libraries	↔	↔	85%	Used Denver public libraries	↔	↔	66%
	Cultural/arts/music activities	↔	↑	77%	Special events	↔	↔	66%	Attended a City-sponsored event	↔	↑	54%
	Child care/preschool	↔	↔	32%								
	Adult education	↔	↔	59%								
	Overall education and enrichment	↔	↔	71%								
Community Engagement	Opportunities to participate in community matters	↑	↔	57%	Public information	↔	↔	72%	Sense of community	↔	↔	50%
	Openness and acceptance	↔	↔	61%	Overall direction	↔	↔	51%	Voted in local elections	↔	↔	92%
					Value of services for taxes paid	↔	↔	49%	Attended a local public meeting	↔	↔	21%
					Welcoming citizen involvement	↔	↔	47%	Watched a local public meeting	↔	↔	25%
					Confidence in City government	↔	↔	50%	Contacted Denver elected officials	↓	↔	24%
					Acting in the best interest of Denver	↔	↔	50%	Read or watched local news	↔	↔	81%
					Being honest	↔	↔	47%				
					Treating all residents fairly	↔	↔	44%				

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available