

MAKING A *Difference*

2012 CITIZEN SURVEY RESULTS MAINTAIN HIGH RATINGS

In November 2012, the Village conducted another comprehensive Citizen Survey to assess the level of citizen satisfaction with a wide variety of specific outcomes provided by the Village, and identify where improvements are needed. The Village had not conducted a Citizen Survey since 2008.

The Citizen Survey was mailed to all households of the Village, of which 1,657 surveys were completed and returned, representing an overall response rate of 27.7 percent. New this year, residents were also given the option of completing their survey online. The format of the survey was also updated to make completion easier and to give residents more opportunity to provide specific input through open-ended questions along with the ranking questions.

As part of the Survey's goal to evaluate the Village's performance in serving residents and identify any needed improvements, the Citizen Survey asked questions regarding the following outcomes: quality of life; safety; aesthetics and beauty; recreation and leisure activities; mobility and ease of travel; Village identity and sense of community; trash services; and customer service.

QUALITY OF LIFE

98% OF RESIDENTS RATE QUALITY OF LIFE IN GV AS EXCELLENT OR GOOD

Greenwood Village residents expressed high levels of satisfaction with the quality of life in the Village. Nearly all residents (98%) rated the overall quality of life in the Village as either excellent or good. Residents also mentioned a wide range of items they like most about Greenwood Village, with "parks/trails" being mentioned most frequently. Additionally, issues related to traffic, such as "traffic control/management measures (14%), "reduce traffic (4%) and "reduce speeding (3%) were mentioned most frequently as ones residents would like addressed.

SAFETY

95% OF RESIDENTS FEEL SAFE IN THEIR NEIGHBORHOOD

Nearly all residents are very positive about personal and home safety. For these questions, residents were asked to respond whether they felt safe or unsafe. Ninety-seven percent of residents feel safe in their home with a similar number (95%) feeling safe in their neighborhood. A high number (95%) also feel safe in shopping areas within the Village. The vast majority of residents also feel safe when using parks and open spaces (87%), and while a lower number answered that they felt safe (78%) when using Village Trails, many respondents to that question (15%) had no opinion. In addition, over 8 in 10 residents were satisfied with the presence of police around their home/property.

AESTHETICS AND BEAUTY

97% OF RESIDENTS GAVE EXCELLENT/GOOD RATINGS ON THE APPEARANCE OF MEDIANS AND STREETSCAPES

Residents gave high ratings to items regarding the aesthetics and beauty of the Village. Nearly all residents rated the overall appearance of medians and streetscapes (97%) as excellent or good, and the appearance and cleanliness of drainage ways and streams also scored a high rating (91%) as excellent or good as well.

QUALITY OF PARKS, TRAILS RECREATION, LEISURE AND LEARNING ACTIVITIES

95% OF RESIDENTS RATED QUALITY AND APPEARANCE OF PARKS, TRAILS, AND OPEN SPACE AS EXCELLENT OR GOOD

Greenwood Village residents rated Village parks, trails and open space very highly. Residents again had five possible responses for these questions — Excellent, Good, Average, Poor and No Opinion. Ninety-five percent rated the overall quality and appearance of parks, trails and open space as excellent or good. Most residents responded that the overall accessibility to parks trails and open space from their home was also excellent or good (93%) while many (91%) also rated their overall experience while using parks, trails and open space high as well. How well the Village provides diverse recreational opportunities

scored somewhat lower with 78% rating it highly, however, 13% had no opinion and only 1% gave a rating of poor.

MOBILITY AND EASE OF TRAVEL

94% OF RESIDENTS GAVE HIGH RATINGS TO THE QUALITY OF STREET CONDITIONS IN THE VILLAGE

In 2012, Village residents gave very high ratings to the overall quality of street conditions in Greenwood Village. More than 9 out of 10 residents (94%) rated this outcome as either excellent (51%) or good (43%). In past surveys and in the 2012 survey, residents have identified traffic or related items as issues in the Village, so in the 2012 survey new questions were asked related to traffic signals. Over 8 in 10 (81%) rated the efficiency of traffic signals as excellent or good during non-rush hour times, with 13% rating them as average. During rush hour times, a smaller number (54%) rated them as excellent or good with 29% given them a rating of average.

VILLAGE RELATIONSHIPS, IDENTITY AND SENSE OF COMMUNITY

83% OF RESIDENTS HAVE A HIGH DEGREE OF TRUST IN VILLAGE GOVERNMENT

In the survey, residents were also asked to respond to questions about Village identity and sense of community using five possible responses — Strongly Agree, Agree, Disagree, Strongly

Disagree and No Opinion. Over 8 in 10 (83%) indicated that they strongly agree or agree that they have a high degree of trust and confidence in Village government. When asked if the Village keeps them well informed about community issues and values, 84% rated it highly and 78% agreed they have a good understanding of community issues and values. A further 70% indicated that they had learned something new about the Village from sources of information that it uses. These sources were rated as either useful or not useful with the following percentages for the useful rating: *Greenwood Village Newsletter* (86%), interaction with Village staff (59%), Greenwood Village website (45%) and attendance at Village sponsored meetings (29%).

TRASH SERVICES

94% OF RESIDENTS ARE SATISFIED WITH TRASH SERVICES

New to the survey in 2012 were specific questions about trash and recycling services. These questions once again used the Excellent, Good, Average, Poor, or No Opinion rating scale. For overall satisfaction with trash services, 73% rated it as excellent with another 21% as good. Reliability scored even higher with 97% saying it was good or excellent, and 87% scored customer service highly. The ratings for recycling services were not as high as trash, but still scored very well; 89% rated their overall satisfaction as good or excellent, 82% scored reliability in one of the top two categories, and 81% scored customer service as good or excellent.

CUSTOMER SERVICE

93% OF RESIDENTS GAVE THE VILLAGE HIGH RATINGS FOR CUSTOMER SERVICE

A large percentage of residents (71%) had contacted Greenwood Village for a service or information within the past 24 months. These residents gave the Village very high ratings for its customer service (93%) as either excellent or good.

COMMENTS AND SUGGESTIONS FOR IMPROVEMENTS

Specific information about concerns or issues from the surveys are being followed up on by Village staff with over 400 citizens being contacted since the surveys were first returned in November. The information obtained from the survey is also being used at a broader level to examine specific service areas for ways the Village can improve its service.

For more information on the 2012 Citizen Survey, please call Matt Cohrs, Assistant to the City Manager, at 303-486-5746. To view a complete copy of the report, please visit www.greenwoodvillage.com. *gv*