



2015 Citizen Survey

Report of Results

May 2015

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Executive Summary

Survey Background and Methods

In an effort to determine citizen attitudes about Town services and pending local policy, Town leaders regularly conduct a citizen survey. The Town of Parker contracted with National Research Center, Inc. (NRC) to implement this survey with a representative sample of its residents to monitor community sentiment about local service delivery. The 2015 survey was the eighth iteration.

A postcard was mailed to 3,000 Parker households, selected at random, notifying residents that they had been chosen to participate in the survey. A survey followed in the mail after one week and another one week later. There were 754 survey respondents, including 55 surveys completed online, yielding a response rate of 25%. The margin of error is plus or minus 3.6 percentage points around any given percentage for all respondents (754).

The results were weighted to reflect the demographic profile of all residents in the Town of Parker. Reported responses are for those who had an opinion – “don’t know” responses were removed from the analyses.

Key Findings

Parker residents continue to feel positively about the quality of life and community in Parker.

- Almost all respondents in 2015 felt the overall quality of life in Parker was excellent or good, similar to 2013 and prior survey administrations. These assessments were much higher than those given by residents in other communities across the US and in Colorado’s Front Range.
- Parker as a place to live and as a place to raise children also were rated highly with more than 9 in 10 residents providing excellent or good reviews, ratings that were much higher than both the national and Front Range averages.
- Overall feelings of safety, cleanliness, fitness opportunities and Parker’s overall image or reputation continued to be among the top rated characteristics of the community. Each of these characteristics was rated much higher by Parker residents than residents in other communities across the nation and in the Front Range.
- Sense of community and the hometown feel of Parker remained the top choice in 2015 for residents when thinking about what they liked most about living in Parker, followed by safety and location.
- Residents mentioned that the single biggest way the Town could improve the quality of life in Parker was bringing in more restaurants and grocery stores.

Survey respondents appreciate the high quality services provided by the Town.

- About 8 in 10 residents gave favorable reviews to the overall quality of Town services, ratings that were much higher than the national and Front Range averages. This rating has remained relatively stable since 2005.
- Of the 16 individual services asked about on the survey, 15 received excellent or good ratings from at least two-thirds of respondents. The highest rated services included parks and trails maintenance, crime prevention, recreation facilities, recreation programs and cultural events.
- Although handling citizen complaints was among the lower rated services, ratings increased from 2013 to 2015 and it was rated much higher than the national average.
- Of the services that could be compared to the benchmarks, almost all were higher or much higher than the national and Front Range averages.

Residents praise the performance of Town employees and the local government.

- Town employees received high marks, with at least 8 in 10 residents giving excellent or good evaluations to their interactions with employees. These ratings were similar to 2013 and much higher than the benchmark comparisons.

- Of the respondents who had contacted a Town of Parker employee in the 12 months prior to the survey, 9 in 10 gave positive reviews of employees' knowledge, courtesy, responsiveness and overall impression. These ratings were much above the benchmarks.
- About three-quarters of respondents felt that the overall performance of the administration and management and the performance of the Town Council were excellent or good, ratings that were similar to 2013.
- Compared to 2013, in 2015 increases in ratings were seen for providing access to elected officials and the direction the Town is taking with respect to recreation facilities, while decreases were observed for effectively planning for the future and making decisions that support the quality of life in Parker.

Traffic, ease of getting around town and growth are a concern for many residents.

- In 2015, residents were more concerned about population and new housing construction growth than they were in 2013, with about three-quarters saying it was too fast.
- Job growth was viewed as too slow by about two-thirds of respondents in 2015, though this was a smaller proportion than in 2013.
- Traffic flow on major streets, ease of bus travel and ease of car travel in Parker received substantially lower ratings in 2015 than in 2013. Traffic flow and ease of bus travel were rated lower than both benchmarks.
- The management of growth and development and effectively planning for the future were among the lowest rated aspects of the Town government performance. Additionally, effectively planning for the future received lower ratings in 2015 than in 2013 and the management of growth and development was rated lower than the national benchmark comparison.

Respondents are happy with the opportunities to participate in community events, particularly those related to arts and culture.

- Eighty-six percent of residents gave positive ratings to opportunities to participate in community events, which was a 12% increase from 2013.
- More than 8 in 10 respondents reported having participated in a Town-sponsored event in 2015, an increase from 2013. Over half reported participating in a Town cultural and arts program and visiting the Parker Arts, Culture and Events Center in the 12 months prior to the survey.
- Cultural events was among the top five most highly rated services, with 86% saying these were excellent or good in 2015 compared to 79% in 2013.
- Eight in 10 residents were pleased with the direction the Town is taking with respect to cultural programming, classes and productions.

Residents are clear that park and recreation opportunities are a valuable asset to the community.

- As previously mentioned, fitness opportunities in Parker was the third most positively viewed aspect of the community, with 90% saying they were excellent or good. Recreational opportunities also received positive reviews (85% excellent or good). Evaluations of both of these characteristics were much higher than both the national and Front Range averages.
- Participation in recreation programs and facilities was high, with between two-thirds and three-quarters of respondents having done so at least once in the last 12 months. Understandably, the quality of recreation facilities and programs were rated highly by nearly 9 in 10 respondents.
- Eighty-five percent of survey respondents rated the direction the Town is taking with respect to recreation facilities as excellent or good, an increase from 2013.
- When asked to prioritize the types of facilities the Town should be planning for in the future, walking and biking trails as well as open space were believed to be the highest priorities for at least 6 in 10 respondents.

Survey Background

Survey Purposes

The Town of Parker contracted with National Research Center, Inc. (NRC) to implement the 2015 survey with a representative sample of residents, in an effort to determine attitudes about Town services and pending local policy. The first survey of residents was conducted in 1999, with subsequent implementations every two years through 2009; the 2015 survey marks the eighth iteration of the survey.

The survey permitted residents an opportunity to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. The focus on quality of service delivery helps council, staff and the public set priorities for budget decisions and lays the groundwork for tracking community opinions about core the responsibilities of the Town government, helping to assure maximum service quality over time.

This type of survey gets at the key services that local government controls to create a quality community. This survey generates a reliable foundation of resident opinion that can be monitored periodically over the coming years, like taking the community pulse, as the Town changes and grows.

Survey Administration

The five-page Town of Parker Citizen Survey was administered by mail to a random sample of 3,000 residents during February of 2015. For the first time in 2015, respondents also could complete the survey online, if desired. Of the 2,911 households receiving the survey (since some addresses were vacant), 754 completed the survey (including 55 online responses), providing a response rate of 25%.

The survey results were weighted so that the gender, age and housing tenure (rent or own) of respondents were represented in the demographic proportions reflective of the entire Town. (For more information see *Appendix F. Survey Methodology.*)

How the Results are Reported

For the most part, frequency distributions and the “percent positive” are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “somewhat agree”).

On many of the questions in the survey, respondents gave an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B. Complete Set of Survey Responses* and is discussed in the body of this report if it is 20% or greater. However, these responses have been removed from the analyses presented in the body of the report, unless otherwise indicated. In other words, the majority of the figures in the body of the report display the responses from respondents who had an opinion about a specific item.

When a figure for a question that only permitted a single response does not total to exactly 100%, it is due to the common practice of percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus 3.6% around any given percent reported for all survey respondents (754). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

Comparing Survey Results by Demographic Subgroups

Select survey results were compared by demographic characteristics of survey respondents. These comparisons are discussed throughout the body of the report, when applicable (the full set of results by demographic characteristics can be found in *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Comparing Survey Results over Time

Because this survey was the eighth in a series of citizen surveys, the 2015 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are six percentage points or more around any given percent. Trend data for the Town of Parker represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Comparing Survey Results to Other Communities

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans.

National and Front Range benchmark comparisons have been included in the report when available. Benchmark comparisons have been provided when similar questions on the Parker survey are included in NRC’s database and there are at least five jurisdictions in which the question was asked, though most questions are compared to more than five other cities across the country or in the Front Range. Additional information on NRC’s benchmarking database, including jurisdictions to which Parker was compared nationally and in the Front Range, can be found in *Appendix E. Benchmark Comparisons*.

Where comparisons for quality ratings were available, Parker’s results were generally noted as being “higher” the benchmark, “lower” the benchmark or “similar” to the benchmark. In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of “much,” (for example, “much lower” or “much higher”). These labels come from a statistical comparison of Parker’s rating to the benchmark where a rating is considered “similar” if it is within the margin of error (two points or less on the 100-point scale); “higher” or “lower” if the difference between Parker’s rating and the benchmark is greater than the margin of error (greater than two points but four points or less); and “much higher” or “much lower” if the difference between Parker’s rating and the benchmark is more than twice the margin of error (greater than four points). Data for a number of items on the survey is not available in the benchmark database (e.g., some of the services or aspects of the community or quality of life). These items are excluded from the benchmark tables.

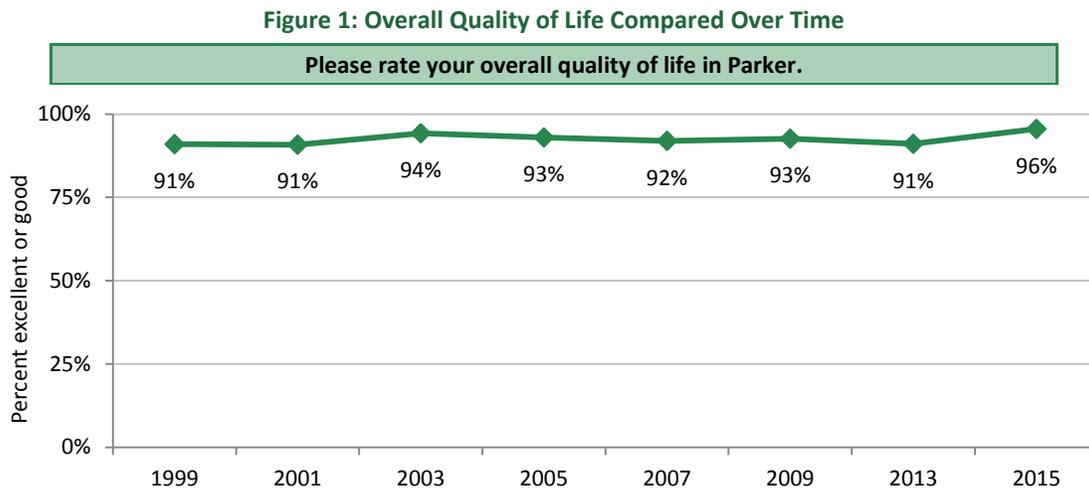
Survey Results

Quality of Life and Community

Parker residents were asked to evaluate the overall quality of life in the town as well as other aspects of quality of life in the community, such as the town as a place to live, retire or raise children and the quality of life in their neighborhood. A variety of community characteristics also were measured on the survey.

Quality of Life

In 2015, almost all respondents (96%) rated their overall quality of life in Parker as excellent or good, similar to previous years but the highest rating given since 1999. When compared to ratings given in other communities across the nation and in Colorado’s Front Range, ratings for the overall quality of life in the Parker were much higher.



The various aspects of quality of life also were viewed positively, with 97% of Parker residents rating the town as an excellent or good place to live and 95% giving Parker as a place to raise children good or better ratings. Neighborhood as a place to live received favorable reviews from 89% of respondents. Between one-half and three-quarters of residents gave excellent or good ratings to Parker as a place to retire or work. About one in five respondents gave a poor rating to Parker as a place to work.

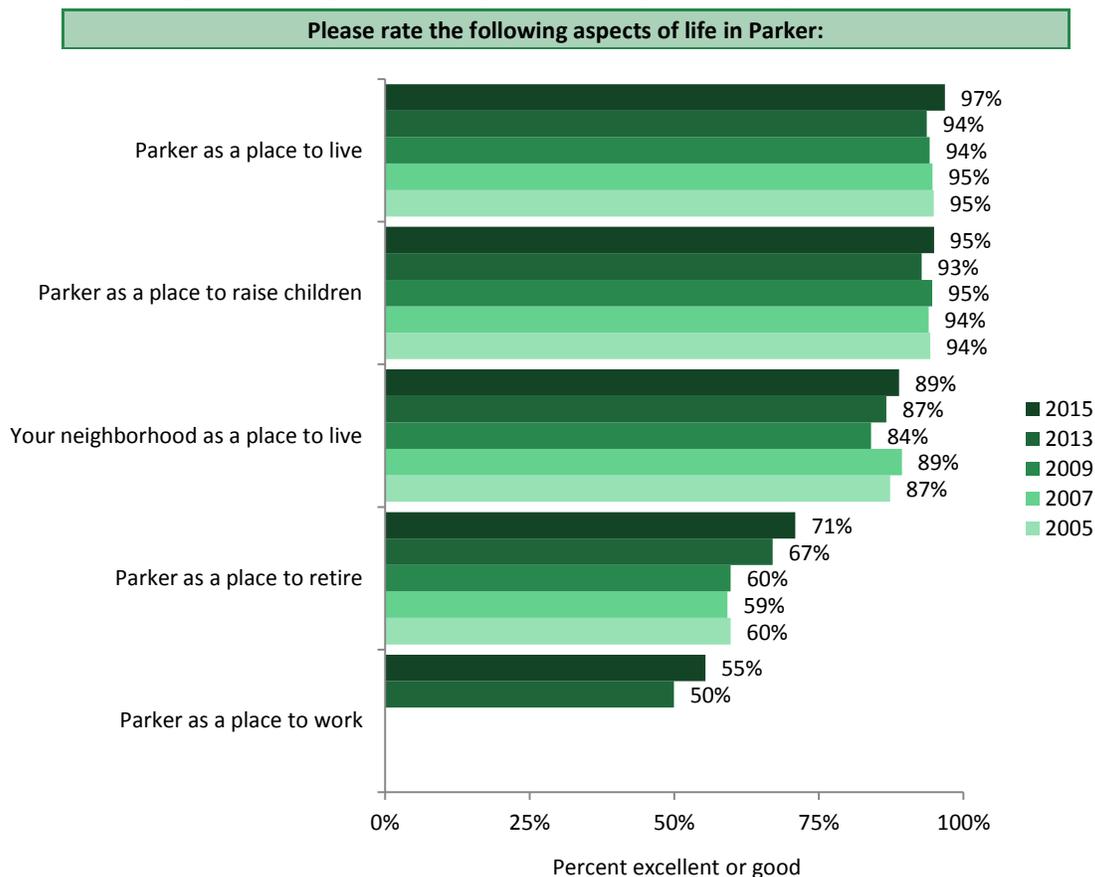
Between one-quarter and one-third of respondents answered “don’t know” when rating Parker as a place to retire and work. (For a complete set of survey responses, see *Appendix B. Complete Set of Survey Responses*, including “don’t know” responses.)

Compared to 2013, 2015 ratings for the various aspects of quality of life were similar.

When compared to the nation and the Front Range, Parker residents rated the various aspects of quality of life higher or much higher. However, ratings for Parker as a place to work received ratings that were much lower than the benchmarks (see *Appendix E. Benchmark Comparisons* for more detail).

Responses to select survey questions were compared by several demographic characteristics of respondents. Residents living in Parker for five years or less and renters were more likely to give positive evaluations to Parker as a place to work than were those who had lived in the Town for more than 5 years or owned their homes (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Quality ratings for Parker as a place to retire tended to decrease as household income increased. Homeowners, those who were not white and those who were Hispanic were more likely to give favorable ratings to their neighborhood as a place to live than were their counterparts.

Figure 2: Ratings of Other Aspects of Quality of Life Compared Over Time



Community Characteristics

Survey respondents were asked to assess 25 different characteristics of the community, from ease of getting around town to educational opportunities to quality of development. In general, most aspects of the community were evaluated positively by at least 6 in 10 residents. The most favorably rated included overall feelings of safety, cleanliness of Parker, fitness opportunities and Parker's overall image or reputation, with at least 9 in 10 giving excellent or good reviews. At least 4 in 10 respondents gave excellent ratings to each of these top rated characteristics. Among the characteristics receiving lower quality ratings were traffic flow on major streets (46% excellent or good), employment opportunities (39%) and ease of bus travel in Parker (27%). Four in 10 respondents gave poor evaluations to the ease of bus travel and one-quarter felt employment opportunities were poor.

At least one-quarter of respondents reported "don't know" when rating the following characteristics of Parker: employment opportunities, opportunities to volunteer, ease of bus travel, ease of bicycle travel and availability of preventative health services (see *Appendix B. Complete Set of Survey Responses*).

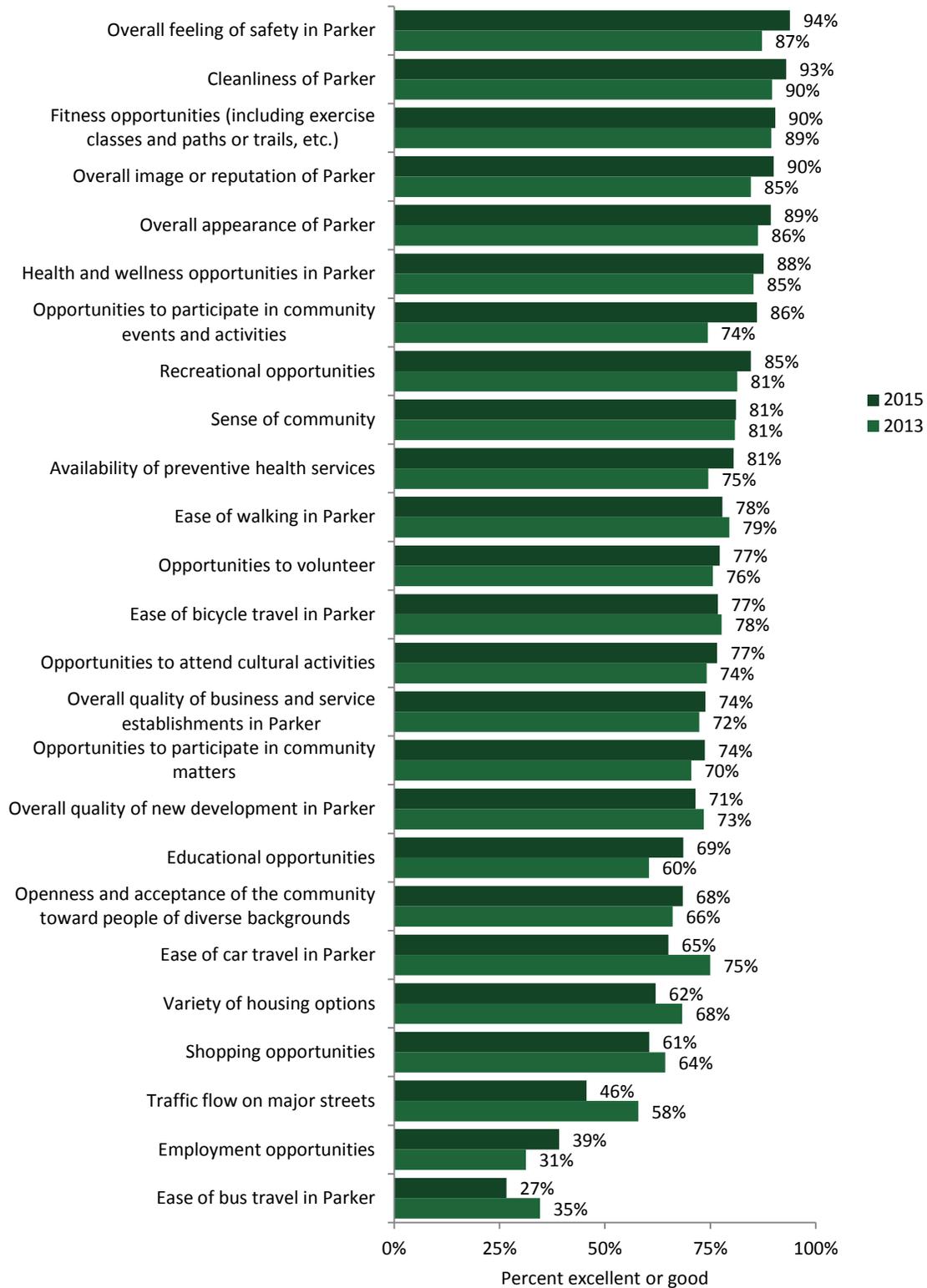
While most ratings of the various aspects of the community remained stable from 2013 to 2015, there were several changes. Ratings increased from 2013 to 2015 for five of the 25 services, including opportunities to participate in community events and activities, educational opportunities, employment opportunities, overall feeling of safety in Parker and the availability of preventive health services, with opportunities to participate in community events and activities increasing by 12 percentage points. Variety of housing options, ease of bus travel, ease of car travel and traffic flow on major streets saw declines in excellent or good ratings, with traffic flow and ease of car travel declining 10 percentage points or more.

All 25 community characteristics could be compared to the national and Front Range benchmarks. Twenty-one characteristics were rated higher or much higher than both the national and Front Range averages, including Parker's shopping opportunities, employment opportunities and variety of housing options. Openness and acceptance of the community toward people of diverse backgrounds and ease of car travel in Parker were rated higher than the national comparison and similar to the Front Range, while ease of bus travel in Parker was rated much lower than both benchmarks (see *Appendix E. Benchmark Comparisons* for more detail).

When compared by respondent characteristics, renters, males, those who were not white and those who were Hispanic tended to give more positive assessments to the sense of community in Parker than did their counterparts. Respondents who had lived in Parker for five years or less, renters, those with household incomes less than \$100,000 and those ages 18-34 were less likely to give excellent or good ratings to the variety of housing options in Parker (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 3: Community Characteristics Compared Over Time

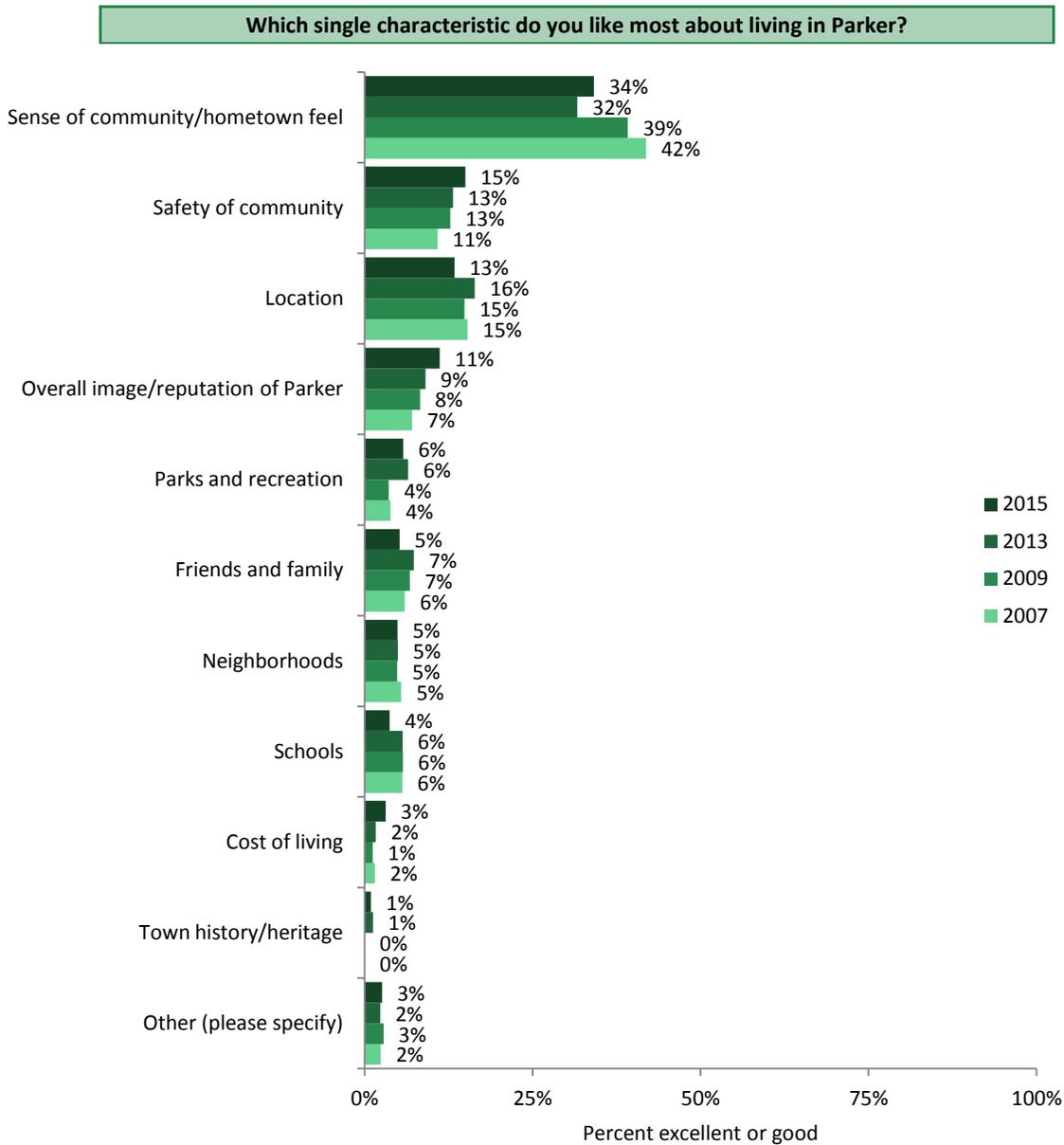
Please rate each of the following characteristics as they relate to Parker as a whole.



Best Attribute of Parker

Since 2007, Parker residents have been asked which single characteristic they liked most about living in Parker. As in previous years, in 2015 Parker’s sense of community/ hometown feel (34%) was the most commonly selected characteristic (similar to 2013). Safety, location and overall image and reputation were selected by at least 1 in 10 respondents as the characteristic they liked most about living in Parker. Less than 10% of respondents identified any of the other characteristics as what they liked most about living in Parker. These assessments in 2015 remained stable when compared to 2013. (Responses to the “other” category can be found in *Appendix C. Verbatim Responses to Specific Survey Questions.*)

Figure 4: Most Valued Characteristics of Parker Compared Over Time



Growth in Parker

The survey assessed resident perspectives on the rates of various types of growth in the two years prior to the survey. Three-quarters of respondents felt that the rates of population and new housing construction growth were too fast, with at least 3 in 10 feeling these types of growth were much too fast. A greater proportion of respondents in 2015 compared to 2013 felt these types of growth were too fast while fewer reported the rates of growth as being the right amount. Half of respondents felt that retail growth was the right amount and about one-third felt it was too slow, proportions that were similar to 2013. Two-thirds of residents in 2015 believed that job growth was too slow and one-third felt it was the right amount. Fewer respondents in 2015 than in 2013 felt job growth was too slow while more felt it was the right amount.

About half of respondents selected “don’t know” when rating job growth in the Town of Parker (see *Appendix B. Complete Set of Survey Responses*).

Figure 5: Rates of Growth in Parker Compared Over Time

Please indicate the rate of growth in the following categories in Parker over the past 2 years:		2015	2013
Population growth	Too slow	1%	2%
	Right amount	23%	43%
	Too fast	76%	55%
	Total	100%	100%
Retail growth (stores, restaurants, etc.)	Too slow	34%	36%
	Right amount	49%	48%
	Too fast	17%	16%
	Total	100%	100%
Job growth	Too slow	67%	76%
	Right amount	31%	21%
	Too fast	2%	2%
	Total	100%	100%
Housing new construction growth	Too slow	4%	10%
	Right amount	21%	38%
	Too fast	75%	52%
	Total	100%	100%

Potential Improvements

Residents were asked to write in their own words what they thought was the single thing the Town could do to improve the quality of life in Parker. These responses were reviewed and grouped into categories by theme. Of those who chose to write in a response, the most commonly mentioned changes or improvements were more restaurants and grocery stores (17%), followed by parks and trails, recreation center and entertainment (13%) and traffic, roads and snow removal-related comments (12%). Housing and controlling and managing growth also were mentioned by about 1 in 10 respondents. Fewer respondents mentioned the other categories including downtown development, improving schools and lowering taxes. Verbatim responses for this question can be found in *Appendix C. Verbatim Responses to Specific Survey Questions*.

Figure 6: Single Biggest Thing to Improve Quality of Life in Parker Compared Over Time

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent of respondents providing a comment	Percent of all respondents
No response/don't know/nothing	--	36%
More restaurants/grocery stores	17%	11%
Parks and trails/recreation center/entertainment	13%	8%
Traffic/roads/snow removal	12%	8%
Housing	11%	7%
Control/limit/manage growth	10%	7%
Retail/shopping/bookstore	8%	5%
Activities/places for kids	4%	3%
Economic development/jobs	4%	3%
Downtown development	4%	3%
Lower taxes/spending/cost of living	2%	1%
Public transportation/bike lanes	2%	2%
Improve schools/educational opportunities	2%	1%
New/bigger library	1%	0%
Public safety/police/fire/wildlife	1%	1%
Other	7%	5%

* The column labeled "Percent of all respondents" includes all respondents to the survey. The column labeled "Percent of respondents providing a comment" includes only the 464 residents who responded to question 5.

Community Participation

When Parker residents were asked how many times, if ever, they or other household members had participated in various Town activities in the last 12 months, 98% reported having visited Downtown Parker at least once, similar to 2013. At least three-quarters of respondents had attended a Town-sponsored event (85%) or visited a Town recreation facility (77%) in the 12 months prior to the survey. In contrast, just over 1 in 10 respondents reported attending a Town Council meeting (12% did so at least once), contacting Town Council (14%) or attending a public meeting about Town matters (16%) in the 12 months prior to the survey. Overall, community participation remained stable from 2013 to 2015, with increases in attendance of a Town-sponsored event and participation in a Town cultural/arts program.

When compared to residents in other jurisdictions across the country and in the Front Range, Parker residents were much more likely to participate in community events and activities (see *Appendix E. Benchmark Comparisons* for more detail). However, Parker residents attended a public meeting about Town matters much less frequently than did residents of other jurisdictions across the nation and in the Front Range.

Figure 7: Community Participation Compared Over Time

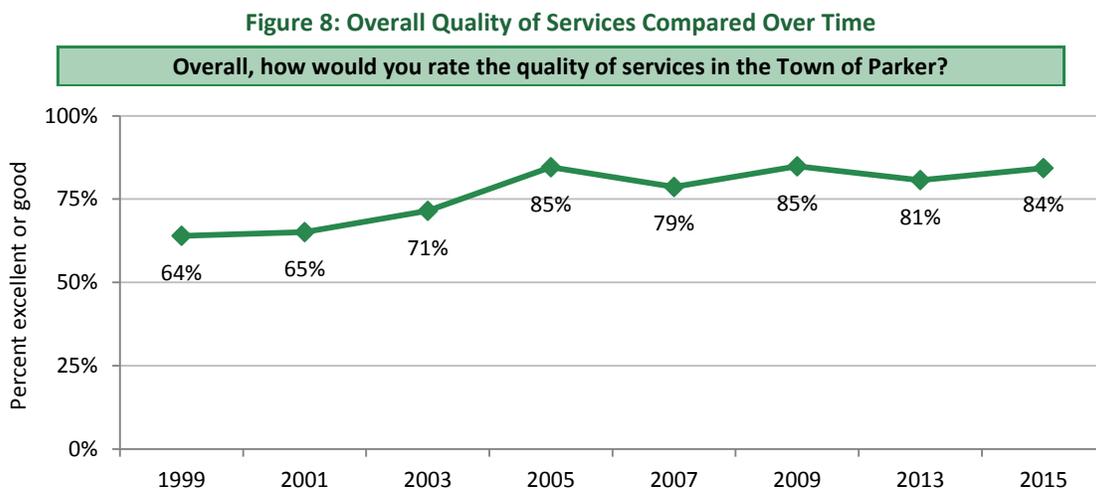
In the last 12 months, how many times, if ever, have you or other household members done the following things? (Percent who participated at least once in the last 12 months.)	2015	2013	2009	2007	2005	2003	2001	1999
Visited Downtown Parker	98%	96%	98%	NA	NA	NA	NA	NA
Attended a Town-sponsored event	85%	79%	86%	83%	NA	NA	NA	NA
Visited a Town of Parker recreation facility	77%	75%	79%	76%	NA	NA	NA	NA
Participated in a Town of Parker Recreation program	63%	62%	59%	63%	NA	NA	NA	NA
Participated in a Town of Parker cultural/arts program	58%	49%	NA	NA	NA	NA	NA	NA
Visited the Parker Arts, Culture and Events (PACE) Center	56%	NA						
Volunteered your time to an organization or activity in Parker	46%	46%	44%	44%	39%	38%	34%	30%
Attended a public meeting about Town matters	16%	15%	16%	15%	16%	21%	24%	20%
Contacted Town Council	14%	12%	15%	20%	13%	16%	18%	13%
Attended a Town Council meeting	12%	11%	11%	13%	13%	14%	16%	14%

Town Services

Parker residents responding to the survey were asked a series of questions regarding their level of satisfaction with Town services and employees. Resident trust in local government also was measured.

Evaluation of Town Services

The overall quality of Town services was rated highly by residents, with 8 in 10 indicating that they were excellent or good. Fifteen percent felt they were fair and only 1% thought they were poor (see *Appendix B. Complete Set of Survey Responses* for a full set of responses). These ratings were similar to those given in 2013 and were much higher the national and Front Range averages (see *Appendix E. Benchmark Comparisons* for more detail).



**Please note that from 2003 to 2015, this question was included in the list of Town services whereas in 1999, 2001 and 2009, it was asked as a separate question. In 1999 and 2001, this question was asked on the scale: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied.*

Residents were asked to rate the quality of 16 individual services provided by the Town of Parker. At least two-thirds of respondents gave excellent or good ratings to 15 of the 16 services. Parks/trails maintenance (92% excellent or good), crime prevention (92%), recreation facilities (88%), recreation programs (88%) and cultural events (86%) were among the highest rated services. Handling citizen complaints and street repair received the lowest quality ratings, with two-thirds or fewer stating each was excellent or good.

Overall, most services received similar ratings from 2013 to 2015, with the exception of handling citizen complaints, cultural events and public information, which increased over the two survey administrations. It should be noted that differences between the two survey years could be due in part to changes in question wording.

Between 21% and 78% of respondents selected “don’t know” when rating the following services: building permits and inspections, code enforcement, handling citizen complaints, police response to calls, working with citizen groups to solve local problems, municipal court, cultural events, cultural programming/classes and animal control. A complete set of frequencies for all survey questions can be found in *Appendix B. Complete Set of Survey Responses*.

All of the 16 services could be compared to the national benchmarks and all but one were higher or much higher than the national average; the municipal court received a rating similar to other communities across the nation. Thirteen of the 16 services could be compared to the Front Range benchmarks. All of Parker’s services received ratings that were higher or much higher than the Front Range averages, except municipal courts, which was similar (see *Appendix E. Benchmark Comparisons* for more detail).

Residents who had lived in Parker for five years or less were more likely to praise street repair than were those with a longer tenure. Cultural events and cultural programming and classes were viewed more positively by women than men, as was the overall quality of Town services (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*).

Figure 9: Quality of Top Rated Services in Parker Compared Over Time

Please rate the quality of each of the following services provided by the Town of Parker.

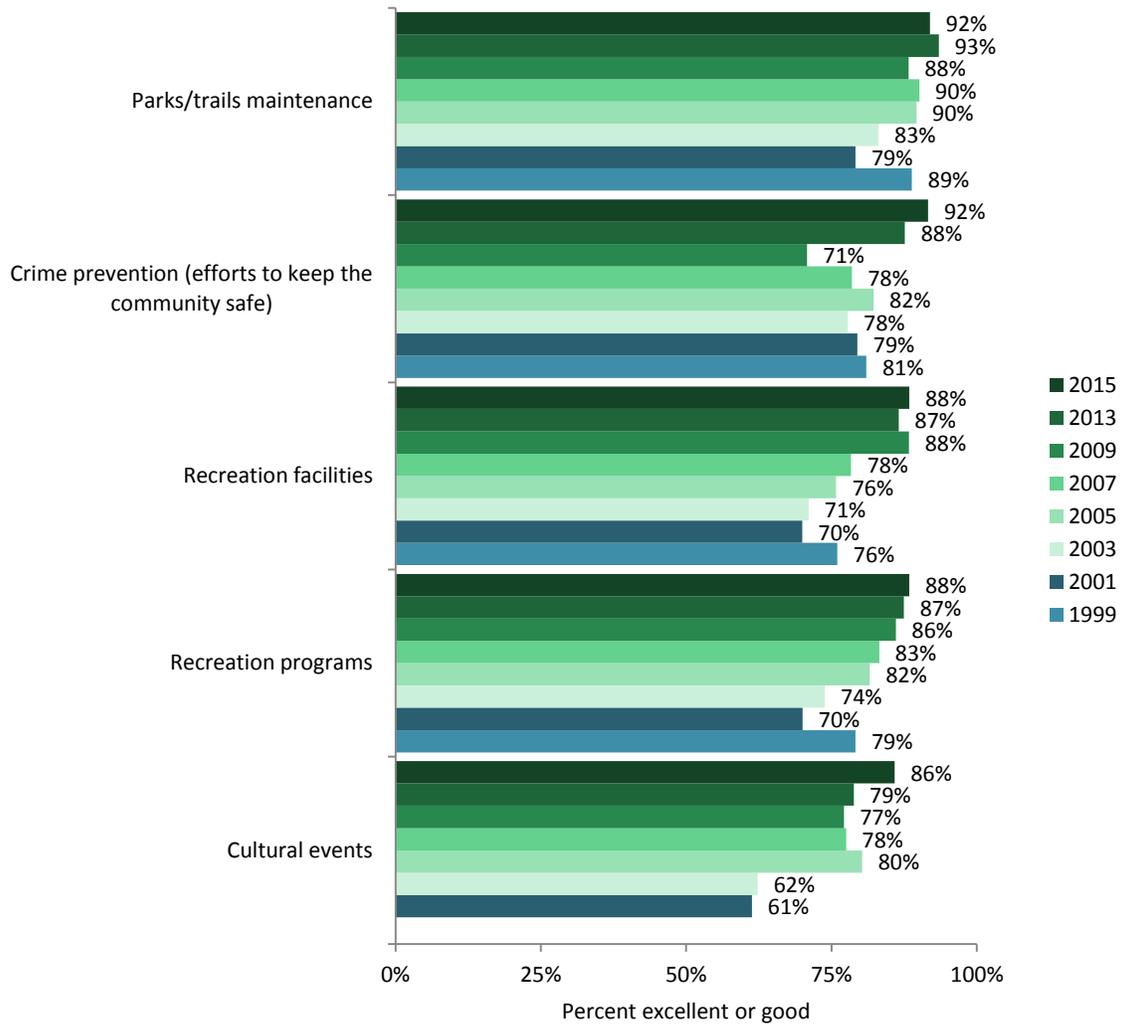


Figure 10: Quality of All Services Compared Over Time

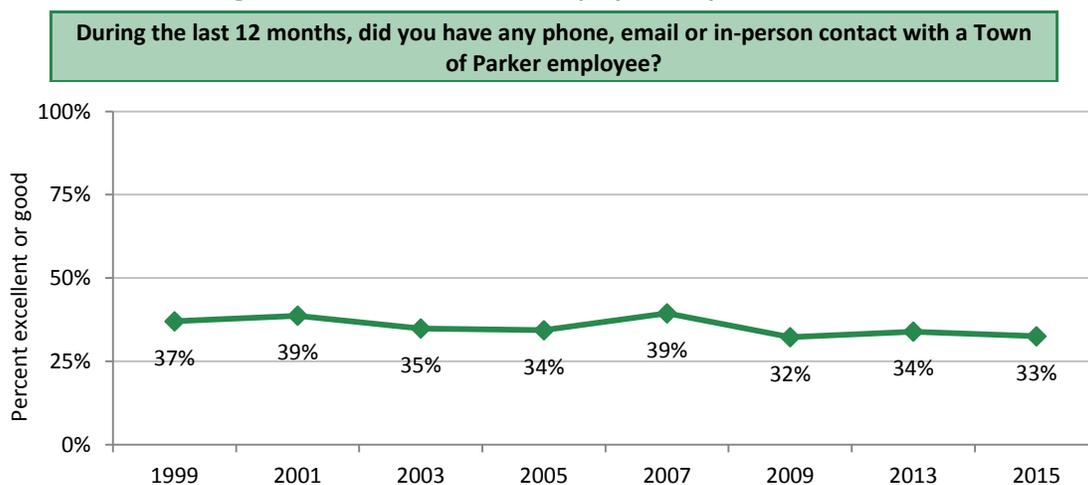
Please rate the quality of each of the following services provided by the Town of Parker. (Percent excellent or good)	2015	2013	2009	2007	2005	2003	2001	1999
Parks/trails maintenance	92%	93%	88%	90%	90%	83%	79%	89%
Crime prevention (efforts to keep the community safe)	92%	88%	71%	78%	82%	78%	79%	81%
Recreation facilities	88%	87%	88%	78%	76%	71%	70%	76%
Recreation programs	88%	87%	86%	83%	82%	74%	70%	79%
Cultural events	86%	79%	77%	78%	80%	62%	61%	NA
Police response to calls	85%	85%	83%	85%	86%	78%	80%	84%
Cultural programming/classes	84%	79%	NA	NA	NA	NA	NA	NA
Public information	77%	68%	67%	69%	74%	61%	55%	58%
Street cleaning	77%	82%	71%	67%	70%	62%	47%	50%
Traffic enforcement	76%	75%	68%	67%	69%	66%	63%	69%
Building permits and inspections	73%	70%	69%	72%	72%	57%	50%	49%
Municipal court	72%	76%	66%	79%	79%	62%	51%	NA
Animal control	70%	68%	64%	72%	NA	NA	NA	NA
Code enforcement	69%	65%	64%	71%	71%	55%	55%	51%
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	69%	67%	59%	39%	62%	69%	50%	58%
Working with citizen groups to solve local problems	68%	66%	64%	68%	74%	57%	55%	54%
Handling citizen complaints	67%	61%	55%	67%	71%	54%	48%	51%
Street repair	64%	68%	60%	55%	60%	48%	32%	41%

Please note that prior to 2015, "Public information" was worded as "Communication with citizens."

Contact with Town Employees

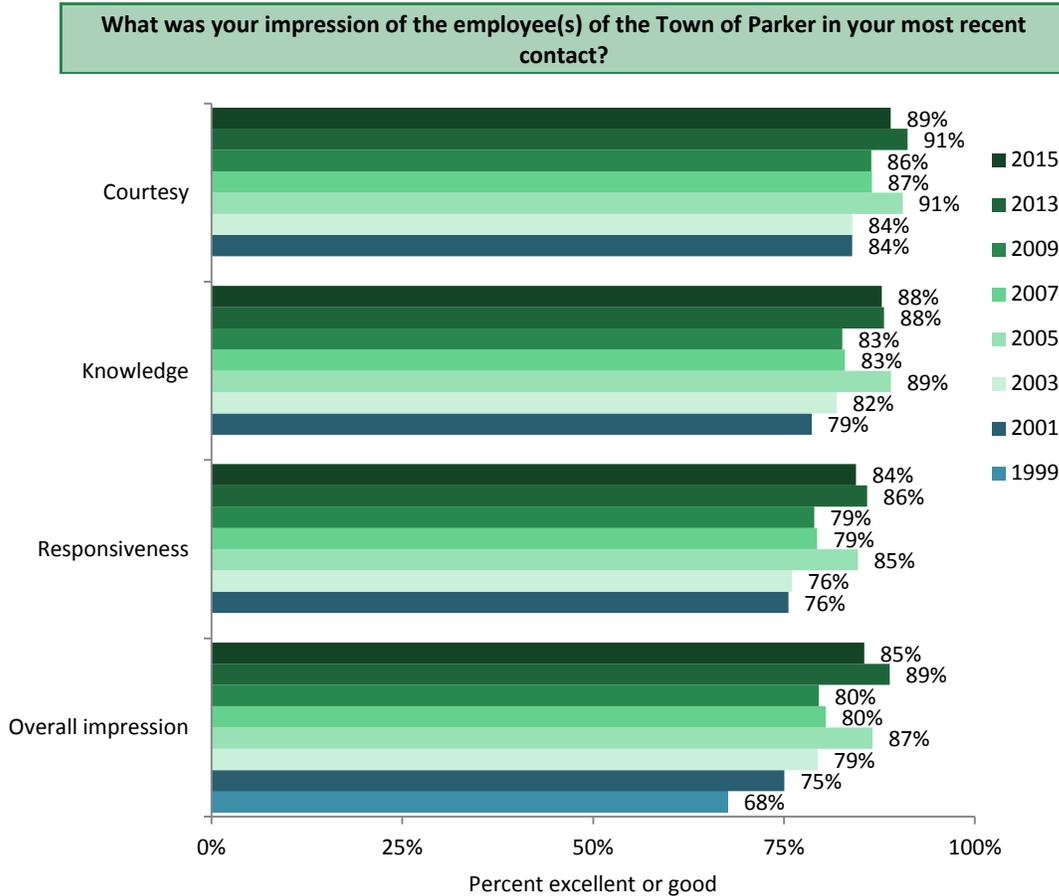
Similar to 2013, one-third of Parker residents in 2015 reported having had contact with a Town employee in the 12 months prior to the survey. This level of contact has remained relatively stable since this question was first asked in 1999 and was much lower than the level of contact reported by residents in other jurisdictions across the nation and in the Front Range.

Figure 11: Contact with Town Employee Compared Over Time



Those who reported contacting the Town of Parker in the last 12 months were asked to rate their impression of the employee with whom they most recently had contact. Eight in 10 respondents gave positive reviews to their interactions with employees, with about half or more giving excellent ratings to the employee’s courtesy, knowledge, responsiveness and their overall impression. These ratings were similar to 2013 and generally were much higher than the national and Front Range averages (see *Appendix E. Benchmark Comparisons* for more detail).

Figure 12: Ratings of Town of Parker Employees Compared Over Time



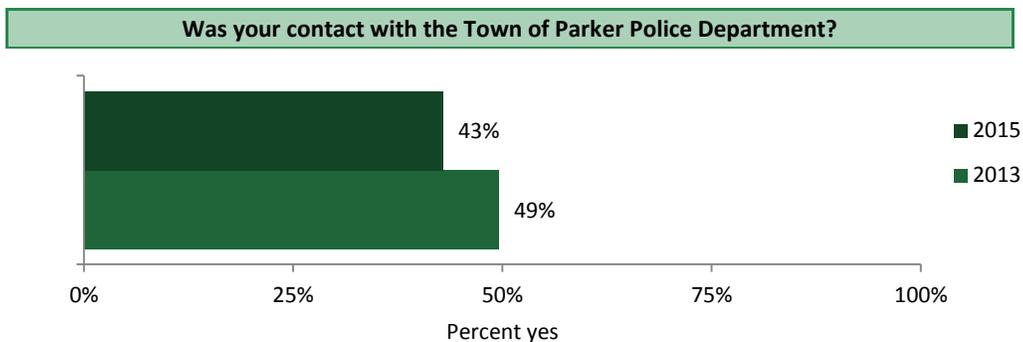
**Please note that in 1999, “Overall impression of employee” was “how satisfied were you with the customer service you received” and was on the scale: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied.*

Parker Police

Of those who had contact with a Town employee, 43% indicated that they had contact with the Town of Parker Police department in the 12 months prior to the survey. The rate of contact in 2015 was less than 2013. When asked to evaluate their interactions with the Police Department, at least 8 in 10 residents gave favorable reviews to the overall competence of Police Department employees (85% excellent or good), the attitudes and behavior of officers (83%) and the overall performance of the Police Department (80%), with half giving an excellent rating. The overall competence of employees and attitudes and behaviors of officers remained stable over time; however, ratings for the overall performance of the Police Department decreased from 86% excellent or good in 2013 to 80% in 2015.

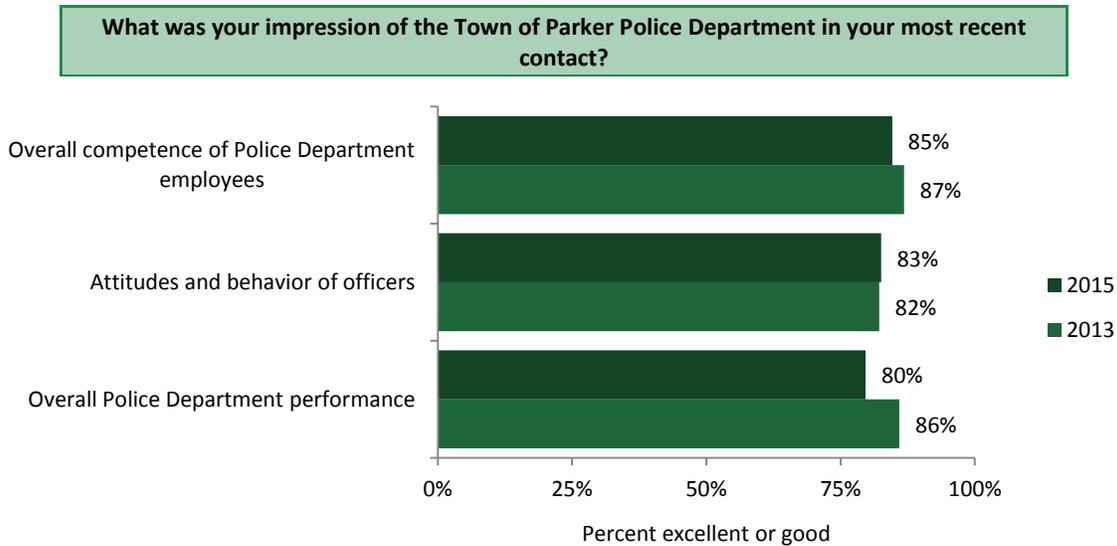
All aspects of the Town of Parker’s Police Department performance were much higher the national average. Overall Police Department performance was the only item that could be compared to the Front Range benchmarks and also was much higher than the average (see *Appendix E. Benchmark Comparisons* for more detail).

Figure 13: Contact with Town of Parker Police Department Compared Over Time



Asked only of those who had contact with a Town of Parker employee in the 12 months prior to the survey.

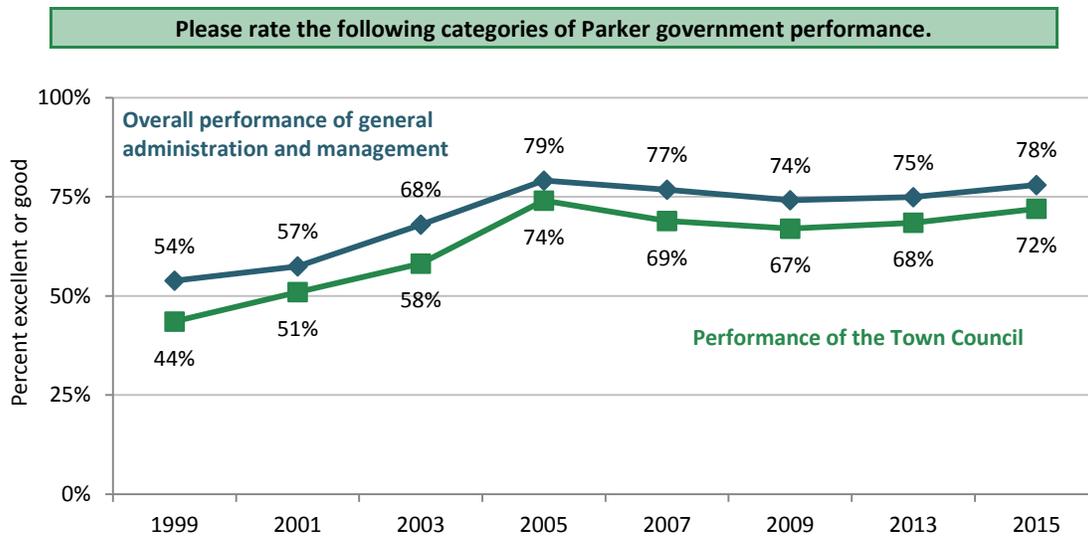
Figure 14: Ratings of the Town of Parker Police Department Compared Over Time



Public Trust

Parker residents provided their perspectives on 18 aspects of Town government performance, including the overall performance of the administration and management and the Town Council. About three-quarters of respondents felt that these performance areas of the Town government were excellent or good. These ratings were similar to what was observed in 2013. Ratings of the performance of the Town Council were much higher than in other communities across the nation (a comparison to the Front Range was not available; nor were comparisons available for the performance of the general administration and management, see *Appendix E. Benchmark Comparisons* for more detail).

Figure 15: Overall Performance of Administration and Town Council Compared Over Time



Ratings for the other 16 aspects of government performance mostly were positive, with at least two-thirds of respondents giving excellent or good ratings to 12 of the 16 aspects. The direction the Town is taking with respect to recreation facilities and the direction the Town is taking with respect to cultural programming, classes and productions were given the most favorable evaluations, with 85% of respondents saying each was excellent or good. About three-quarters of respondents gave positive ratings to the Parker government being ethical and honest (77% excellent or good), the job Parker does at running the government for the benefit of all people (73%) and providing access to elected officials (73%). Less than half felt that the Town did an excellent or good job managing growth and development (46%).

While ratings for most of the aspects of government performance were similar in 2015 as in 2013, two improved and two declined. Rating increases were seen for providing access to elected officials (from 64% excellent or good in 2013 to 73% in 2015) and the direction the Town is taking with respect to recreation facilities (from 79% to 85%). Declines were observed for effectively planning for the future (from 56% to 50%) and making decisions that support the quality of life in Parker (from 76% to 68%). Please note that changes in question wording could impact differences observed over time.

At least 20% of respondents indicated “don’t know” when evaluating most aspects of government performance, including being ethical and honest and being responsive to citizens (see *Appendix B. Complete Set of Survey Responses* for responses to all questions, including “don’t know”).

Where comparisons were available to the national and Front Range benchmarks, Parker residents generally rated aspects of the Town government performance higher or much higher, including the overall direction the Town is taking and listening to citizens. Managing growth and development was rated lower than the national average (a Front Range comparison was not available) and preparing the community for an

emergency was rated much lower than both benchmarks (see *Appendix E. Benchmark Comparisons* for more detail).

Positive evaluations of the overall direction the Town is taking tended to decrease with length of residency (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Renters and younger residents (those 18-34 years old) were more likely to give favorable ratings to the overall performance of the general administration and management than were homeowners and older residents.

Figure 16: Ratings of Aspects of Town Government Performance Compared Over Time

Please rate the following categories of Parker government performance (Percent excellent or good)	2015	2013	2009	2007	2005	2003	2001	1999
Direction the Town is taking with respect to recreation facilities	85%	79%	75%	72%	68%	62%	62%	64%
Direction the Town is taking with respect to cultural programming/classes/productions	85%	80%	NA	NA	NA	NA	NA	NA
Being ethical and honest	77%	74%	NA	NA	NA	NA	NA	NA
The job Parker does at running local government for the benefit of all the people	73%	72%	48%	45%	39%	41%	40%	39%
Providing access to elected officials	73%	64%	NA	NA	NA	NA	NA	NA
Being responsive to residents	72%	68%	NA	NA	NA	NA	NA	NA
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.)	72%	74%	NA	NA	NA	NA	NA	NA
Overall direction the Town is taking	70%	74%	63%	59%	53%	54%	45%	41%
Parker’s Town government as an example of how to provide local government services	70%	68%	40%	37%	32%	30%	29%	24%
Supporting the economic health of Parker	69%	65%	NA	NA	NA	NA	NA	NA
Making decisions that support the quality of life in Parker	68%	76%	NA	NA	NA	NA	NA	NA
Being open and transparent to the public	67%	64%	NA	NA	NA	NA	NA	NA
The value of services for the taxes paid to Parker	59%	56%	NA	NA	NA	NA	NA	NA
Preparing the community for an emergency	55%	53%	NA	NA	NA	NA	NA	NA
Effectively planning for the future	50%	56%	NA	NA	NA	NA	NA	NA
Management of growth and development	46%	49%	NA	NA	NA	NA	NA	NA

Prior to 2013, several items were asked on an agree/disagree scale and were worded positively. “Overall direction the Town is taking” was “I am pleased with the overall direction the Town is taking,” “Direction the Town is taking with respect to recreation facilities” was “I am pleased with the direction the Town is taking with respect to recreation facilities,” “The job Parker does at running local government for the benefit of all the people” was “Parkers local government is really run for the benefit of all the people” and “Parker’s Town government as an example of how to provide local government services” was “I recommend Parker’s Town government as an example of how to provide local government services.” Additionally, prior to 2013, question wording slightly changed for the following items: “Overall performance of general administration and management” was “General administration and management” and “Overall performance of the Town Council” was “The Town Council.” Prior to 2015, “Making decisions that support the quality of life in Parker” was worded as “Supporting the quality of life in Parker.”

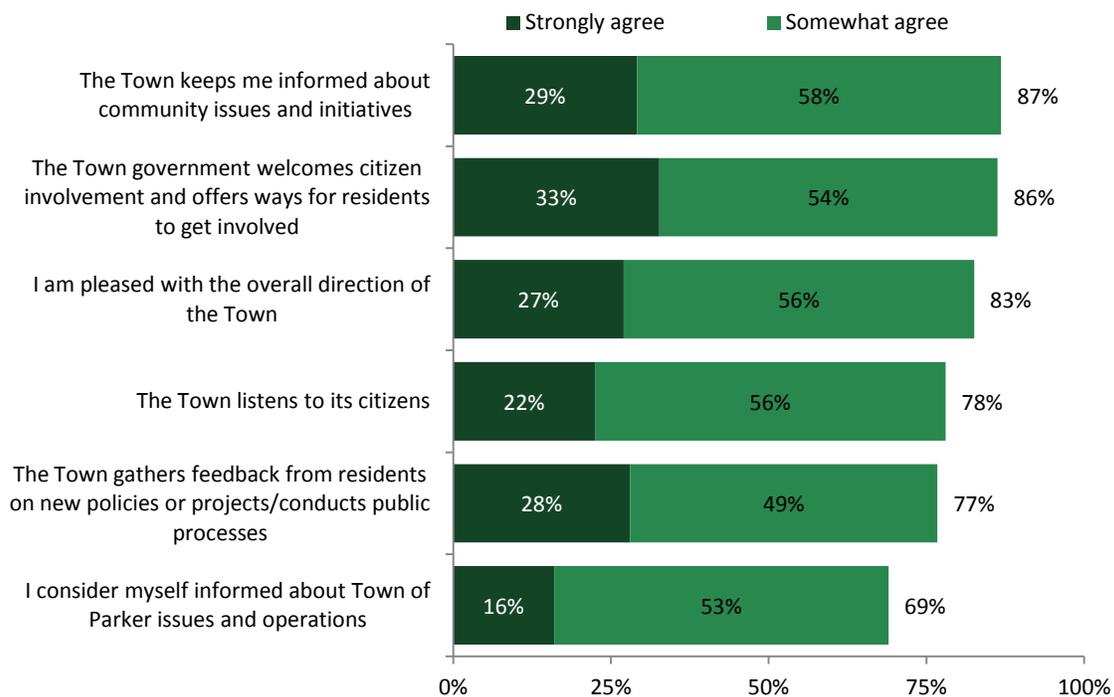
Communication with Citizens

In 2015, survey respondents were asked to evaluate the Town government’s communication with citizens. When asked the extent to which they agreed or disagreed with six statements regarding citizen communications, at least 8 in 10 agreed that the town keeps them informed about community issues and initiatives (87% strongly or somewhat agree), the Town government welcomes citizen involvement and offers ways for residents to get involved (86%) and that they are pleased with the overall direction of the Town (83%). Three-quarters agreed that the Town listens to citizens and gathers feedback from residents on new policies or projects. About 7 in 10 residents agreed that they consider themselves informed about Town issues and operations.

About one-quarter or more of respondents selected “don’t know” when assessing the following communication statements: the Town government welcomes citizen involvement and offers ways for residents to get involved, the Town gathers feedback from residents on new policies or projects/ conducts public processes and the Town listens to its citizens (see *Appendix B. Complete Set of Survey Responses* for all responses including “don’t know”).

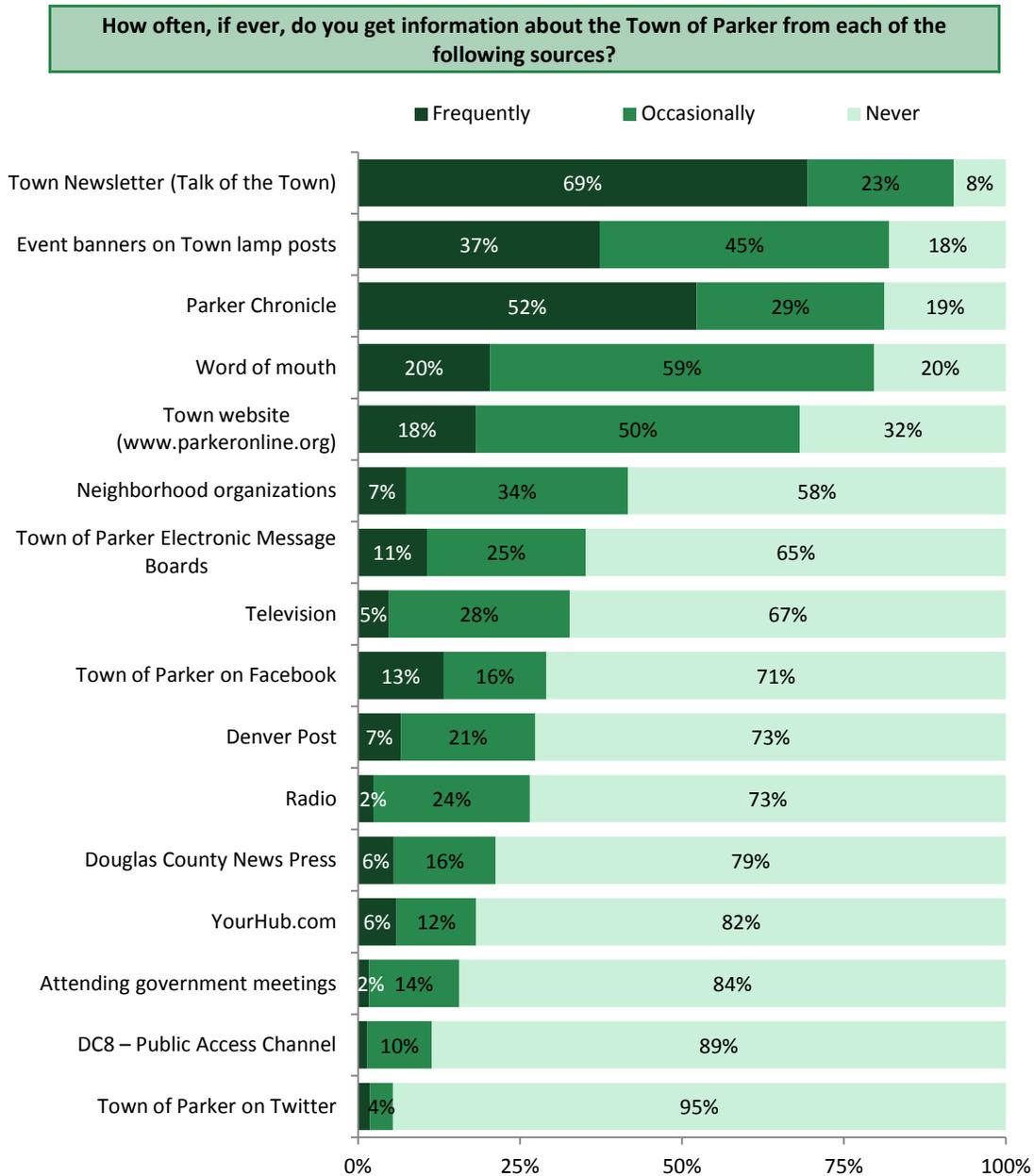
Figure 17: Town Government Communications with Residents Compared Over Time

Please rate the extent to which you agree or disagree with each of the following statements.



For the first time in 2015, Parker residents were asked how often, if ever they got information about the Town from 16 various sources. The most frequently used source for Town information was the Town newsletter (Talk of the Town) with almost 7 in 10 residents saying they frequently used this source and another 2 in 10 saying they occasionally used it. Event banners on Town lamp posts, the Parker Chronicle and word of mouth also were frequently or occasionally used by most respondents (82%, 81% and 79%, respectively). The Town website was used by 68% residents at least occasionally to get information about the Town. Less than half of respondents indicated using any of the other sources to get information about the Town.

Figure 18: Information Sources, 2015



Planning and Policy

In 2015, the survey included a series of questions aimed to gather opinions about potential future parks and recreation programs and facilities. Barriers to participation in Town Park and Recreation Department programs and activities also were measured.

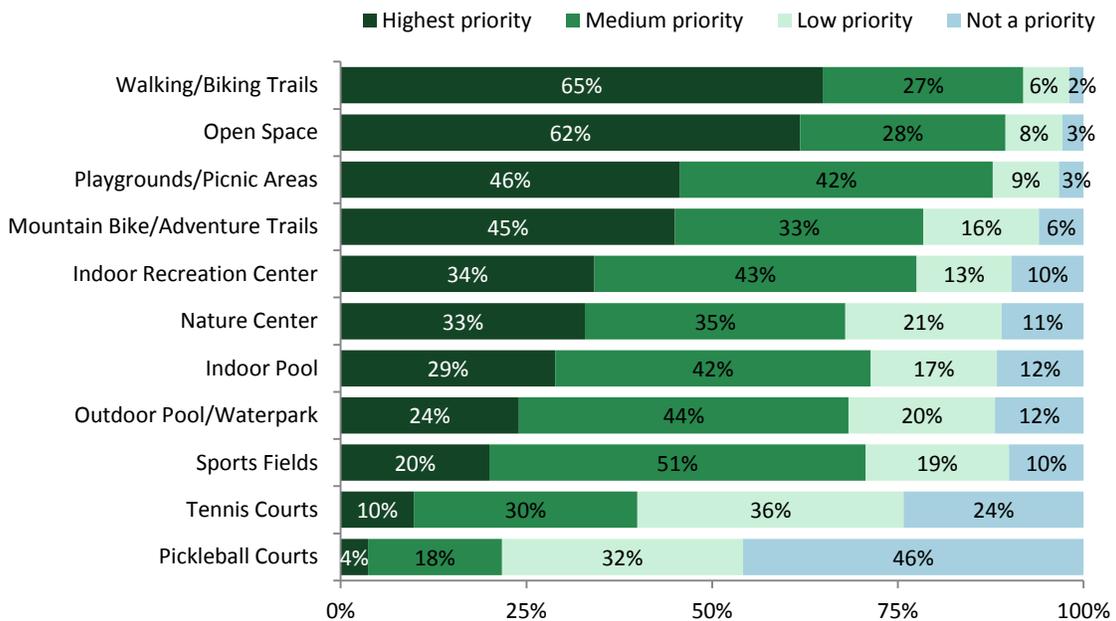
Parks and Recreation

Parker residents were asked to indicate how much of a priority, if at all, 11 various facilities were to them when thinking about the future. Opinions varied widely for what should be the highest priority but walking and biking trails (65%) and open space (62%) stood out as the highest priorities for residents. About 4 in 10 respondents felt that playgrounds and picnic areas and mountain bike and adventure trails were the highest priority. About one-third indicated that an indoor recreation center and a nature center were the highest priorities for future recreation facilities. Ten percent or less considered tennis and pickleball courts to be the highest priority. In fact, one-quarter felt tennis courts were not a priority and 46% said pickleball courts were not a priority.

When compared by respondent demographic characteristics, residents who had lived in the community for 6-10 years were more likely to feel that sports fields, an indoor pool and an indoor recreation center were a high or medium priority than were those who had lived in Parker for a longer or shorter period of time (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Renters were more likely to feel that an indoor pool and tennis courts were a high or medium priority than were homeowners. Males were less likely than females to believe that open space, a nature center and walking and biking trails were a high or medium priority.

Figure 19: Priority of Recreation Facilities, 2015

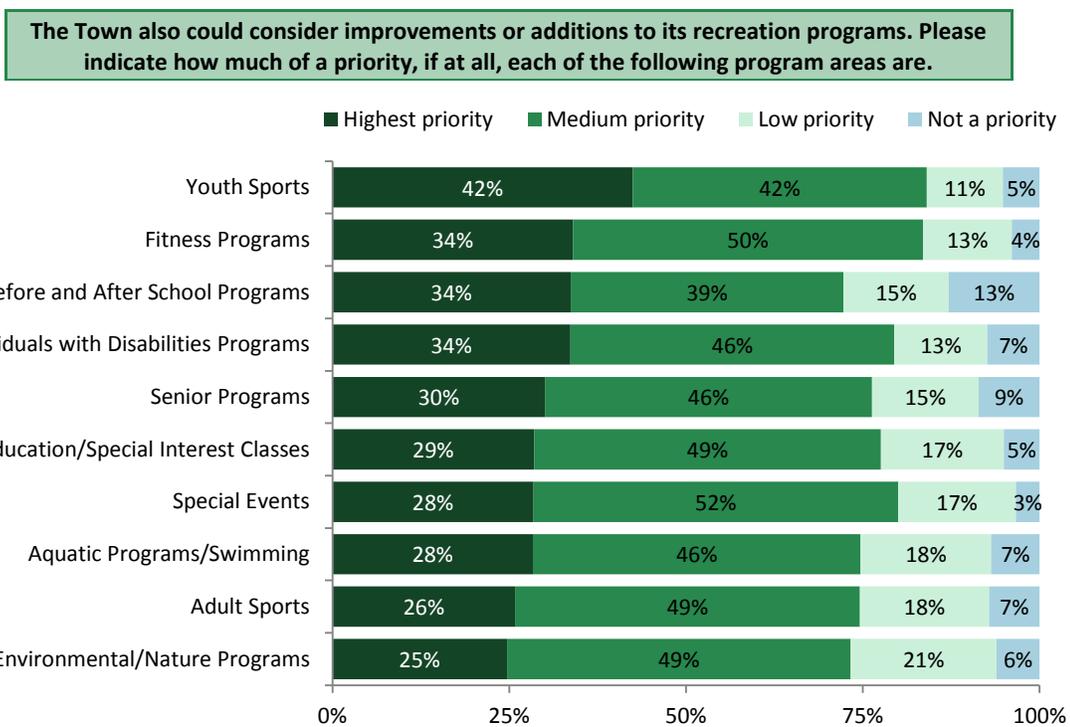
To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future.



When considering the priority of future recreation programs, between 2 in 10 and 4 in 10 respondents deemed each of the 10 potential programs as a high priority. Youth sports, fitness programs, before and after school programs and programs for individuals with disabilities were believed to be the highest priority for at least one-third of respondents. Lower on the list of priorities was adult sports (26% indicating this was a high priority) and environmental and nature programs (25%). Between 4 in 10 and 5 in 10 respondents felt each potential recreation program was a medium priority for the Town.

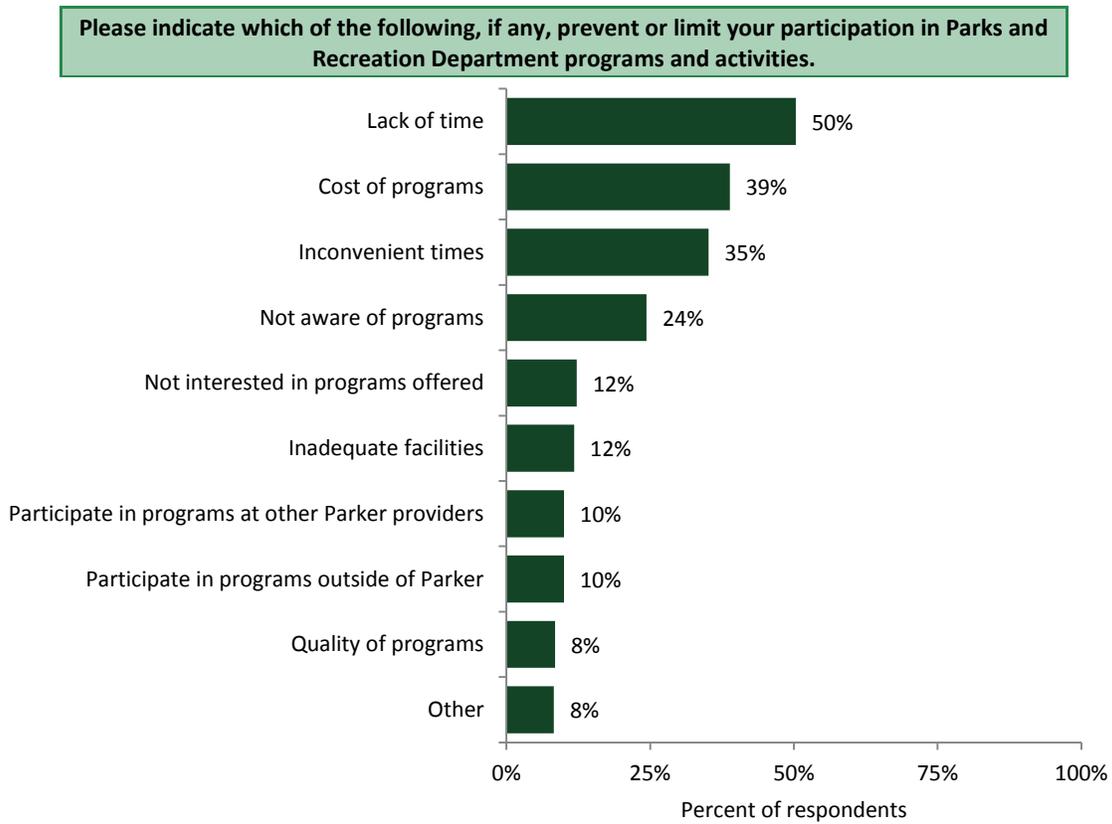
Environmental and nature programs were more of a priority for renters, females and those who were Hispanic than for homeowners, males and those who were not Hispanic (see *Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Aquatic programs and swimming, education and special interest classes and fitness programs tended to be viewed as a high or medium priority for women more often than men. The priority of adult sports tended to decrease with age, while senior programs as a priority increased with age.

Figure 20: Recreation Program Improvement Priorities, 2015



When asked what prevents or limits them from participating in Town Parks and Recreation Department programs and activities, the most frequently mentioned barrier was lack of time (50%), followed by cost (39%) and scheduling (35%). About one-quarter of respondents said they did not participated because they were not aware of the offerings. About 1 in 10 or less selected the other potential barriers to participation.

Figure 21: Barriers to Participation in Parks and Recreation Department Programs and Services, 2015



**Total may exceed 100% as respondents could select more than one option.*

Appendix A. Respondent Characteristics

The following tables display the weighted demographic characteristics of those responding to the Parker 2015 Citizen Survey including frequency of responses and the number of respondents.

Table 1: Question D1

Length of residency	Percent of respondents
0-2 years	22%
3-5 years	14%
6-10 years	27%
More than 10 years	37%
Total	100%

Table 2: Question D2

Which best describes your employment status?	Percent of respondents
Work for pay outside of your home	70%
Work for pay from home	12%
I do not work (student, homemaker, retired, etc.)	18%
Total	100%

Table 3: Question D3

What city do you work in or nearest to? (Please check only one.)	Percent of respondents
Arvada	0%
Aurora	13%
Blackhawk	0%
Boulder	0%
Brighton	0%
Broomfield	1%
Castle Rock	2%
Commerce City	0%
Denver	20%
Englewood	11%
Glendale	0%
Golden	1%
Greenwood Village	9%
Lafayette	0%
Lakewood	2%
Littleton	7%
Lone Tree	6%
Longmont	0%
Louisville	0%
Northglenn	0%
Parker	18%
Thornton	0%

What city do you work in or nearest to? (Please check only one.)	Percent of respondents
Westminster	0%
Wheat Ridge	0%
All over Metro area	3%
Other	5%
Total	100%

Only asked of those who reported being employed for pay.

Table 4: Question D4

Distance between home and work	Percent of respondents
0-5 miles	19%
6-10 miles	21%
11-20 miles	37%
More than 20 miles	23%
Total	100%

Only asked of those who reported being employed for pay.

Table 5: Question D5

What travel method do you typically use to get to work?	Percent of respondents
Drive alone	93%
Bicycle	0%
Walk	1%
Carpool	2%
Bus	1%
Other	2%
Total	100%

Only asked of those who reported being employed for pay.

Table 6: Question D6

Do you own or rent your residence?	Percent of respondents
Own	76%
Rent	24%
Total	100%

Table 7: Question D7

Are you of Hispanic origin?	Percent of respondents
Yes	6%
No	94%
Total	100%

Table 8: Question D8

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian, Eskimo or Aleut	1%
Asian or Pacific Islander	2%
Black or African American	1%
White or Caucasian	94%
Other	3%
Total	100%

Table 9: Question D9

Household size	Percent of respondents
1 person	11%
2 people	32%
3-4 people	46%
5 or more people	11%
Total	100%

Table 10: Question D10

Households with children under 18	Percent of respondents
No children	47%
Children	53%
Total	100%

Table 11: Question D11

Households with adults 65 or older	Percent of respondents
No seniors	86%
Seniors	14%
Total	100%

Table 12: Question D12

What is the highest degree or level of school you have completed?	Percent of respondents
0-11 years, no diploma	0%
High school graduate	7%
Some college or associate degree	21%
Bachelor's degree	47%
Graduate or professional degree	25%
Total	100%

Table 13: Question D13

Which of the following best describes your age?	Percent of respondents
18-24	4%
25-34	25%
35-44	27%
45-54	25%
55-64	9%
65 years or older	10%
Total	100%

Table 14: Question D15

Your gender:	Percent of respondents
Female	52%
Male	48%
Total	100%

Appendix B. Complete Set of Survey Responses

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses.

Table 15: Question 1

Please rate the following aspects of life in Parker:	Excellent	Good	Fair	Poor	Total
Parker as a place to live	59%	38%	3%	0%	100%
Your neighborhood as a place to live	44%	45%	10%	1%	100%
Parker as a place to raise children	60%	35%	4%	1%	100%
Parker as a place to retire	34%	37%	24%	5%	100%
Parker as a place to work	22%	33%	30%	15%	100%
Your overall quality of life in Parker	46%	49%	4%	1%	100%

Table 16: Question 2

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	31%	50%	18%	1%	100%
Openness and acceptance of the community toward people of diverse backgrounds	19%	49%	23%	8%	100%
Overall appearance of Parker	37%	52%	10%	1%	100%
Cleanliness of Parker	42%	51%	5%	2%	100%
Overall quality of new development in Parker	25%	47%	22%	7%	100%
Overall image or reputation of Parker	39%	51%	9%	1%	100%
Overall feeling of safety in Parker	49%	45%	5%	1%	100%
Variety of housing options	21%	41%	25%	13%	100%
Overall quality of business and service establishments in Parker	21%	53%	21%	5%	100%
Shopping opportunities	20%	41%	31%	8%	100%
Opportunities to attend cultural activities	27%	50%	19%	5%	100%
Recreational opportunities	34%	51%	13%	2%	100%
Employment opportunities	9%	30%	37%	24%	100%
Educational opportunities	20%	49%	27%	5%	100%
Opportunities to participate in community events and activities	31%	55%	13%	1%	100%
Opportunities to volunteer	26%	51%	19%	4%	100%
Opportunities to participate in community matters	22%	51%	24%	2%	100%
Ease of car travel in Parker	26%	39%	24%	11%	100%
Ease of bus travel in Parker	9%	18%	32%	42%	100%
Ease of bicycle travel in Parker	29%	48%	17%	6%	100%
Ease of walking in Parker	32%	46%	16%	6%	100%
Traffic flow on major streets	9%	37%	36%	18%	100%
Availability of preventive health services	29%	52%	18%	1%	100%
Fitness opportunities (including exercise classes and paths or trails, etc.)	46%	45%	8%	1%	100%
Health and wellness opportunities in Parker	37%	50%	11%	2%	100%

Table 17: Question 3

Which single characteristic do you like most about living in Parker? (Please check only one.)	Percent of respondents
Sense of community/hometown feel	34%
Location	13%
Neighborhoods	5%
Schools	4%
Overall image/reputation of Parker	11%
Parks and recreation	6%
Friends and family	5%
Cost of living	3%
Safety of community	15%
Town history/heritage	1%
Other (please specify)	3%
Total	100%

Table 18: Question 4

Please indicate the rate of growth in the following categories in Parker over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	0%	1%	23%	45%	31%	100%
Retail growth (stores, restaurants, etc.)	9%	26%	49%	12%	5%	100%
Job growth	20%	46%	31%	1%	1%	100%
Housing new construction growth	1%	3%	21%	33%	42%	100%

Table 19: Question 5

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent of respondents
No response/don't know/nothing	36%
Parks and trails/recreation center/entertainment	8%
Retail/shopping/bookstore	5%
Activities/places for kids	3%
Traffic/roads/snow removal	8%
More restaurants/grocery stores	11%
Control/limit/manage growth	7%
Lower taxes/spending/cost of living	1%
Economic development/jobs	3%
New/bigger library	0%
Public transportation/bike lanes	2%
Housing	7%
Public safety/police/fire/wildlife	1%
Downtown development	3%
Improve schools/educational opportunities	1%
Other	5%
Total	100%

Table 20: Question 6

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Attended a Town Council meeting	88%	10%	1%	1%	0%	100%
Attended a public meeting about Town matters	84%	14%	1%	0%	0%	100%
Contacted Town Council	86%	11%	2%	0%	0%	100%
Volunteered your time to an organization or activity in Parker	54%	23%	12%	5%	6%	100%
Participated in a Town of Parker Recreation program	37%	26%	23%	7%	7%	100%
Visited a Town of Parker recreation facility	23%	25%	26%	12%	15%	100%
Attended a Town-sponsored event	15%	35%	39%	6%	4%	100%
Visited Downtown Parker	2%	12%	37%	24%	25%	100%
Participated in a Town of Parker cultural/arts program	42%	33%	21%	3%	1%	100%
Visited the Parker Arts, Culture and Events (PACE) Center	44%	32%	21%	2%	1%	100%

Table 21: Question 7

Please rate the quality of each of the following services provided by the Town of Parker.	Excellent	Good	Fair	Poor	Total
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	18%	51%	24%	8%	100%
Street repair	11%	52%	29%	7%	100%
Street cleaning	20%	57%	21%	2%	100%
Traffic enforcement	17%	59%	18%	6%	100%
Parks/trails maintenance	33%	59%	8%	1%	100%
Recreation programs	33%	56%	10%	1%	100%
Recreation facilities	31%	58%	10%	1%	100%
Crime prevention (efforts to keep the community safe)	37%	55%	7%	2%	100%
Building permits and inspections	16%	57%	19%	8%	100%
Public information	21%	56%	19%	3%	100%
Code enforcement	14%	55%	22%	8%	100%
Handling citizen complaints	14%	53%	24%	9%	100%
Police response to calls	41%	44%	10%	5%	100%
Working with citizen groups to solve local problems	14%	54%	26%	6%	100%
Municipal court	13%	59%	24%	4%	100%
Cultural events	21%	65%	11%	3%	100%
Cultural programming/classes	22%	61%	14%	3%	100%
Animal control	18%	52%	19%	12%	100%
Overall quality of services provided in the Town of Parker	18%	67%	15%	1%	100%

Table 22: Question 8

During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	Percent of respondents
No	67%
Yes	33%
Total	100%

Table 23: Question 9

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total
Knowledge	48%	39%	8%	4%	100%
Responsiveness	47%	38%	7%	9%	100%
Courtesy	57%	32%	7%	4%	100%
Overall impression	50%	36%	9%	6%	100%

Only asked of respondents who had contact with a Town of Parker employee.

Table 24: Question 10

Was your contact with the Town of Parker Police Department?	Percent of respondents
No	57%
Yes	43%
Total	100%

Only asked of respondents who had contact with a Town of Parker employee.

Table 25: Question 11

If yes, what was your impression of the Town of Parker Police Department in your most recent contact? (Rate each characteristic below.)	Excellent	Good	Fair	Poor	Total
Overall Police Department performance	53%	26%	15%	6%	100%
Overall competence of Police Department employees	53%	32%	7%	8%	100%
Attitudes and behavior of officers	52%	31%	6%	12%	100%

Only asked of respondents who had contact with the Town of Parker Police Department.

Table 26: Question 12

Please rate the following categories of Parker government performance.	Excellent	Good	Fair	Poor	Total
Overall direction the Town is taking	15%	55%	24%	6%	100%
Overall performance of general administration and management	15%	63%	18%	4%	100%
Performance of the Town Council	15%	57%	22%	6%	100%
Direction the Town is taking with respect to recreation facilities	29%	57%	13%	2%	100%
Direction the Town is taking with respect to cultural programming/classes/productions	26%	59%	13%	3%	100%
The job Parker does at running local government for the benefit of all the people	17%	56%	19%	7%	100%
The value of services for the taxes paid to Parker	14%	45%	31%	10%	100%
Parker's Town government as an example of how to provide local government services	16%	53%	26%	5%	100%
Being responsive to residents	18%	54%	22%	6%	100%
Management of growth and development	7%	39%	33%	21%	100%
Effectively planning for the future	9%	41%	33%	17%	100%
Being ethical and honest	22%	55%	19%	4%	100%
Supporting the economic health of Parker	15%	54%	25%	6%	100%
Making decisions that support the quality of life in Parker	17%	51%	21%	12%	100%
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.)	16%	55%	24%	4%	100%
Providing access to elected officials	19%	54%	20%	7%	100%
Being open and transparent to the public	16%	51%	26%	7%	100%
Preparing the community for an emergency	14%	42%	30%	15%	100%

Table 27: Question 13

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Total
The Town keeps me informed about community issues and initiatives	29%	58%	10%	3%	100%
I am pleased with the overall direction of the Town	27%	56%	14%	4%	100%
The Town government welcomes citizen involvement and offers ways for residents to get involved	33%	54%	11%	3%	100%
The Town gathers feedback from residents on new policies or projects/conducts public processes	28%	49%	17%	6%	100%
The Town listens to its citizens	22%	56%	17%	5%	100%
I consider myself informed about Town of Parker issues and operations	16%	53%	21%	10%	100%

Table 28: Question 14

How often, if ever, do you get information about the Town of Parker from each of the following sources?	Frequently	Occasionally	Never	Total
Denver Post	7%	21%	73%	100%
Parker Chronicle	52%	29%	19%	100%
Town Newsletter (Talk of the Town)	69%	23%	8%	100%
Town website (www.parkeronline.org)	18%	50%	32%	100%
Douglas County News Press	6%	16%	79%	100%
YourHub.com	6%	12%	82%	100%
Town of Parker on Facebook	13%	16%	71%	100%
Town of Parker on Twitter	2%	4%	95%	100%
Town of Parker Electronic Message Boards	11%	25%	65%	100%
DC8 – Public Access Channel	1%	10%	89%	100%
Event banners on Town lamp posts	37%	45%	18%	100%
Attending government meetings	2%	14%	84%	100%
Neighborhood organizations	7%	34%	58%	100%
Word of mouth	20%	59%	20%	100%
Television	5%	28%	67%	100%
Radio	2%	24%	73%	100%

Table 29: Question 15

To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future.	Highest priority	Medium priority	Low priority	Not a priority	Total
Sports Fields	20%	51%	19%	10%	100%
Indoor Pool	29%	42%	17%	12%	100%
Outdoor Pool/Waterpark	24%	44%	20%	12%	100%
Indoor Recreation Center	34%	43%	13%	10%	100%
Pickleball Courts	4%	18%	32%	46%	100%
Tennis Courts	10%	30%	36%	24%	100%
Open Space	62%	28%	8%	3%	100%
Mountain Bike/Adventure Trails	45%	33%	16%	6%	100%
Nature Center	33%	35%	21%	11%	100%
Playgrounds/Picnic Areas	46%	42%	9%	3%	100%
Walking/Biking Trails	65%	27%	6%	2%	100%

Table 30: Question 16

The Town also could consider improvements or additions to its recreation programs. Please indicate how much of a priority, if at all, each of the following program areas are.	Highest priority	Medium priority	Low priority	Not a priority	Total
Aquatic Programs/Swimming	28%	46%	18%	7%	100%
Education/Special Interest Classes	29%	49%	17%	5%	100%
Special Events	28%	52%	17%	3%	100%
Environmental/Nature Programs	25%	49%	21%	6%	100%
Fitness Programs	34%	50%	13%	4%	100%
Adult Sports	26%	49%	18%	7%	100%
Youth Sports	42%	42%	11%	5%	100%
Senior Programs	30%	46%	15%	9%	100%
Before and After School Programs	34%	39%	15%	13%	100%
Individuals with Disabilities Programs	34%	46%	13%	7%	100%

Table 31: Question 17

Please indicate which of the following, if any, prevent or limit your participation in Parks and Recreation Department programs and activities. (Please check all that apply.)	Percent of respondents
Lack of time	50%
Cost of programs	39%
Inconvenient times	35%
Inadequate facilities	12%
Quality of programs	8%
Participate in programs at other Parker providers	10%
Not aware of programs	24%
Not interested in programs offered	12%
Participate in programs outside of Parker	10%
Other	8%

Total may exceed 100% as respondents could select more than one option

Complete Set of Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents.

Table 32: Question 1

Please rate the following aspects of life in Parker:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Parker as a place to live	59%	N=444	38%	N=284	3%	N=22	0%	N=3	0%	N=0	100%	N=753
Your neighborhood as a place to live	44%	N=329	45%	N=338	10%	N=75	1%	N=8	0%	N=0	100%	N=751
Parker as a place to raise children	55%	N=408	32%	N=238	4%	N=29	1%	N=6	9%	N=68	100%	N=748
Parker as a place to retire	25%	N=188	28%	N=208	18%	N=132	4%	N=30	25%	N=190	100%	N=747
Parker as a place to work	15%	N=112	23%	N=169	20%	N=150	10%	N=76	31%	N=233	100%	N=739
Your overall quality of life in Parker	46%	N=347	49%	N=370	4%	N=27	1%	N=6	0%	N=0	100%	N=751

Table 33: Question 2

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sense of community	30%	N=222	49%	N=365	17%	N=128	1%	N=9	3%	N=23	100%	N=746
Openness and acceptance of the community toward people of diverse backgrounds	17%	N=124	42%	N=317	20%	N=149	7%	N=55	14%	N=102	100%	N=747
Overall appearance of Parker	37%	N=280	52%	N=390	10%	N=72	1%	N=8	0%	N=0	100%	N=750
Cleanliness of Parker	42%	N=316	51%	N=380	5%	N=36	2%	N=16	0%	N=1	100%	N=750
Overall quality of new development in Parker	24%	N=177	44%	N=334	21%	N=157	6%	N=47	5%	N=36	100%	N=751
Overall image or reputation of Parker	39%	N=292	50%	N=377	9%	N=68	1%	N=5	1%	N=11	100%	N=753
Overall feeling of safety in Parker	49%	N=369	44%	N=333	5%	N=41	1%	N=5	0%	N=4	100%	N=752
Variety of housing options	20%	N=152	39%	N=290	24%	N=181	12%	N=90	5%	N=38	100%	N=751
Overall quality of business and service establishments in Parker	21%	N=157	52%	N=393	21%	N=156	5%	N=39	1%	N=6	100%	N=751
Shopping opportunities	20%	N=146	41%	N=307	31%	N=235	8%	N=61	0%	N=2	100%	N=750
Opportunities to attend cultural activities	25%	N=185	46%	N=347	17%	N=130	4%	N=33	7%	N=53	100%	N=748
Recreational opportunities	32%	N=243	49%	N=368	13%	N=95	2%	N=16	4%	N=27	100%	N=749
Employment opportunities	6%	N=47	21%	N=161	26%	N=196	17%	N=129	29%	N=217	100%	N=750
Educational opportunities	16%	N=121	39%	N=294	22%	N=163	4%	N=27	19%	N=140	100%	N=745

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Opportunities to participate in community events and activities	29%	N=220	53%	N=395	12%	N=92	1%	N=8	5%	N=35	100%	N=749
Opportunities to volunteer	20%	N=146	38%	N=283	14%	N=105	3%	N=22	26%	N=194	100%	N=750
Opportunities to participate in community matters	19%	N=139	43%	N=317	20%	N=149	2%	N=13	17%	N=127	100%	N=745
Ease of car travel in Parker	26%	N=195	38%	N=289	23%	N=175	11%	N=85	1%	N=8	100%	N=751
Ease of bus travel in Parker	4%	N=30	8%	N=61	15%	N=109	19%	N=142	54%	N=404	100%	N=747
Ease of bicycle travel in Parker	21%	N=160	36%	N=271	13%	N=95	5%	N=36	25%	N=185	100%	N=747
Ease of walking in Parker	31%	N=235	45%	N=335	16%	N=121	6%	N=41	2%	N=17	100%	N=750
Traffic flow on major streets	9%	N=66	37%	N=274	36%	N=270	18%	N=136	0%	N=1	100%	N=747
Availability of preventive health services	23%	N=170	40%	N=303	14%	N=107	1%	N=7	22%	N=163	100%	N=750
Fitness opportunities (including exercise classes and paths or trails, etc.)	45%	N=338	44%	N=331	8%	N=61	1%	N=10	1%	N=9	100%	N=750
Health and wellness opportunities in Parker	34%	N=252	45%	N=342	10%	N=72	2%	N=12	10%	N=74	100%	N=752

Table 34: Question 3

Which single characteristic do you like most about living in Parker? (Please check only one.)	Percent	Number
Sense of community/hometown feel	34%	N=254
Location	13%	N=100
Neighborhoods	5%	N=37
Schools	4%	N=28
Overall image/reputation of Parker	11%	N=83
Parks and recreation	6%	N=43
Friends and family	5%	N=39
Cost of living	3%	N=23
Safety of community	15%	N=112
Town history/heritage	1%	N=7
Other (please specify)	3%	N=19
Total	100%	N=746

Table 35: Question 4

Please indicate the rate of growth in the following categories in Parker over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Population growth	0%	N=0	1%	N=5	21%	N=158	40%	N=301	28%	N=209	10%	N=76	100%	N=749
Retail growth (stores, restaurants, etc.)	8%	N=58	23%	N=176	44%	N=332	11%	N=81	5%	N=36	9%	N=67	100%	N=749
Job growth	11%	N=79	24%	N=178	16%	N=121	1%	N=4	1%	N=4	48%	N=353	100%	N=738
Housing new construction growth	1%	N=6	3%	N=21	19%	N=141	30%	N=222	38%	N=288	9%	N=70	100%	N=748

Table 36: Question 5

What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?	Percent	Number
No response/don't know/nothing	36%	N=274
Parks and trails/recreation center/entertainment	8%	N=62
Retail/shopping/bookstore	5%	N=38
Activities/places for kids	3%	N=20
Traffic/roads/snow removal	8%	N=59
More restaurants/grocery stores	11%	N=80
Control/limit/manage growth	7%	N=49
Lower taxes/spending/cost of living	1%	N=10
Economic development/jobs	3%	N=21
New/bigger library	0%	N=3
Public transportation/bike lanes	2%	N=12
Housing	7%	N=51
Public safety/police/fire/wildlife	1%	N=6
Downtown development	3%	N=22
Improve schools/educational opportunities	1%	N=11
Other	5%	N=35
Total	100%	N=754

Table 37: Question 6

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Attended a Town Council meeting	88%	N=656	10%	N=76	1%	N=8	1%	N=5	0%	N=1	100%	N=747
Attended a public meeting about Town matters	84%	N=626	14%	N=106	1%	N=11	0%	N=1	0%	N=1	100%	N=746
Contacted Town Council	86%	N=643	11%	N=82	2%	N=15	0%	N=2	0%	N=3	100%	N=745
Volunteered your time to an organization or activity in Parker	54%	N=401	23%	N=172	12%	N=90	5%	N=40	6%	N=43	100%	N=746
Participated in a Town of Parker Recreation program	37%	N=274	26%	N=195	23%	N=175	7%	N=54	7%	N=49	100%	N=746
Visited a Town of Parker recreation facility	23%	N=170	25%	N=185	26%	N=190	12%	N=89	15%	N=110	100%	N=744
Attended a Town-sponsored event	15%	N=113	35%	N=262	39%	N=293	6%	N=47	4%	N=30	100%	N=745
Visited Downtown Parker	2%	N=12	12%	N=88	37%	N=279	24%	N=182	25%	N=184	100%	N=745
Participated in a Town of Parker cultural/arts program	42%	N=314	33%	N=247	21%	N=155	3%	N=19	1%	N=8	100%	N=741
Visited the Parker Arts, Culture and Events (PACE) Center	44%	N=328	32%	N=241	21%	N=157	2%	N=15	1%	N=7	100%	N=748

Table 38: Question 7

Please rate the quality of each of the following services provided by the Town of Parker.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	18%	N=135	50%	N=378	24%	N=178	8%	N=57	0%	N=2	100%	N=748
Street repair	11%	N=84	51%	N=381	28%	N=213	7%	N=53	2%	N=18	100%	N=748
Street cleaning	20%	N=146	56%	N=414	21%	N=153	2%	N=13	3%	N=19	100%	N=745
Traffic enforcement	16%	N=121	55%	N=411	17%	N=125	6%	N=43	6%	N=47	100%	N=748
Parks/trails maintenance	32%	N=237	56%	N=416	7%	N=53	1%	N=4	5%	N=37	100%	N=747
Recreation programs	27%	N=204	47%	N=349	9%	N=64	1%	N=9	16%	N=122	100%	N=748
Recreation facilities	27%	N=198	50%	N=371	9%	N=67	1%	N=8	14%	N=103	100%	N=746
Crime prevention (efforts to keep the community safe)	33%	N=249	50%	N=375	6%	N=47	1%	N=10	9%	N=65	100%	N=747
Building permits and inspections	7%	N=50	23%	N=174	8%	N=58	3%	N=24	59%	N=440	100%	N=747
Public information	19%	N=140	49%	N=366	17%	N=127	3%	N=23	12%	N=92	100%	N=748
Code enforcement	7%	N=53	27%	N=204	11%	N=83	4%	N=31	50%	N=378	100%	N=748
Handling citizen complaints	5%	N=39	19%	N=144	9%	N=66	3%	N=25	63%	N=472	100%	N=746
Police response to calls	21%	N=154	22%	N=163	5%	N=38	3%	N=19	50%	N=369	100%	N=743
Working with citizen groups to solve local problems	4%	N=29	15%	N=115	7%	N=56	2%	N=12	72%	N=535	100%	N=747

Please rate the quality of each of the following services provided by the Town of Parker.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Municipal court	3%	N=20	13%	N=95	5%	N=39	1%	N=7	78%	N=585	100%	N=745
Cultural events	17%	N=124	51%	N=376	9%	N=67	2%	N=15	21%	N=156	100%	N=737
Cultural programming/classes	15%	N=109	40%	N=295	9%	N=67	2%	N=12	35%	N=261	100%	N=745
Animal control	9%	N=69	28%	N=205	10%	N=74	6%	N=46	47%	N=351	100%	N=746
Overall quality of services provided in the Town of Parker	17%	N=124	64%	N=464	14%	N=103	1%	N=7	4%	N=28	100%	N=725

Table 39: Question 8

During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	Percent	Number
No	67%	N=505
Yes	33%	N=243
Total	100%	N=748

Table 40: Question 9

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Knowledge	48%	N=116	39%	N=95	8%	N=20	4%	N=10	2%	N=4	100%	N=244
Responsiveness	46%	N=113	37%	N=91	7%	N=16	9%	N=21	1%	N=2	100%	N=244
Courtesy	56%	N=136	32%	N=78	7%	N=17	4%	N=10	2%	N=5	100%	N=244
Overall impression	49%	N=120	35%	N=86	9%	N=22	5%	N=13	1%	N=3	100%	N=244

Only asked of respondents who had contact with a Town of Parker employee.

Table 41: Question 10

Was your contact with the Town of Parker Police Department?	Percent	Number
No	57%	N=139
Yes	43%	N=104
Total	100%	N=244

Only asked of respondents who had contact with a Town of Parker employee.

Table 42: Question 11

If yes, what was your impression of the Town of Parker Police Department in your most recent contact? (Rate each characteristic below.)	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall Police Department performance	52%	N=54	25%	N=27	14%	N=15	6%	N=6	3%	N=3	100%	N=105
Overall competence of Police Department employees	51%	N=53	31%	N=32	7%	N=7	8%	N=8	3%	N=3	100%	N=104
Attitudes and behavior of officers	50%	N=53	30%	N=32	6%	N=6	11%	N=12	2%	N=2	100%	N=105

Only asked of respondents who had contact with the Town of Parker Police Department.

Table 43: Question 12

Please rate the following categories of Parker government performance.	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall direction the Town is taking	13%	N=95	50%	N=364	22%	N=158	5%	N=40	10%	N=76	100%	N=734
Overall performance of general administration and management	11%	N=77	44%	N=323	13%	N=95	2%	N=18	30%	N=220	100%	N=733
Performance of the Town Council	10%	N=73	37%	N=271	15%	N=106	4%	N=27	35%	N=254	100%	N=732
Direction the Town is taking with respect to recreation facilities	25%	N=184	50%	N=365	11%	N=82	2%	N=11	12%	N=90	100%	N=733
Direction the Town is taking with respect to cultural programming/classes/productions	21%	N=151	48%	N=349	10%	N=74	2%	N=15	20%	N=143	100%	N=731
The job Parker does at running local government for the benefit of all the people	13%	N=94	43%	N=315	15%	N=108	6%	N=41	24%	N=174	100%	N=733
The value of services for the taxes paid to Parker	12%	N=87	39%	N=285	27%	N=199	9%	N=63	13%	N=96	100%	N=729
Parker's Town government as an example of how to provide local government services	11%	N=83	37%	N=273	18%	N=132	3%	N=23	30%	N=221	100%	N=731
Being responsive to residents	11%	N=80	33%	N=243	13%	N=98	4%	N=27	39%	N=281	100%	N=730
Management of growth and development	6%	N=45	33%	N=240	27%	N=201	18%	N=130	16%	N=117	100%	N=731
Effectively planning for the future	7%	N=53	31%	N=228	25%	N=184	13%	N=94	23%	N=171	100%	N=730
Being ethical and honest	13%	N=96	32%	N=235	11%	N=81	3%	N=19	41%	N=301	100%	N=732
Supporting the economic health of Parker	11%	N=82	41%	N=301	19%	N=140	5%	N=34	23%	N=171	100%	N=728
Making decisions that support the quality of life in Parker	14%	N=101	42%	N=304	17%	N=124	10%	N=71	17%	N=126	100%	N=726
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.)	15%	N=113	52%	N=381	23%	N=164	4%	N=30	6%	N=42	100%	N=730
Providing access to elected officials	9%	N=69	27%	N=198	10%	N=74	3%	N=26	50%	N=364	100%	N=731
Being open and transparent to the public	9%	N=67	30%	N=217	15%	N=112	4%	N=28	42%	N=306	100%	N=731
Preparing the community for an emergency	7%	N=52	22%	N=159	16%	N=114	8%	N=58	48%	N=348	100%	N=730

Table 44: Question 13

Please rate the extent to which you agree or disagree with each of the following statements.	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The Town keeps me informed about community issues and initiatives	27%	N=204	54%	N=404	9%	N=70	3%	N=22	6%	N=44	100%	N=744
I am pleased with the overall direction of the Town	25%	N=189	52%	N=389	13%	N=96	4%	N=26	6%	N=42	100%	N=743
The Town government welcomes citizen involvement and offers ways for residents to get involved	25%	N=187	41%	N=307	8%	N=62	2%	N=16	23%	N=172	100%	N=745
The Town gathers feedback from residents on new policies or projects/conducts public processes	21%	N=156	36%	N=271	13%	N=95	5%	N=34	25%	N=188	100%	N=744
The Town listens to its citizens	15%	N=108	36%	N=268	11%	N=83	3%	N=23	35%	N=259	100%	N=741
I consider myself informed about Town of Parker issues and operations	15%	N=114	50%	N=368	20%	N=146	10%	N=73	6%	N=42	100%	N=743

Table 45: Question 14

How often, if ever, do you get information about the Town of Parker from each of the following sources?	Frequently		Occasionally		Never		Total	
	%	N	%	N	%	N	%	N
Denver Post	7%	N=49	21%	N=155	73%	N=541	100%	N=745
Parker Chronicle	52%	N=389	29%	N=216	19%	N=140	100%	N=745
Town Newsletter (Talk of the Town)	69%	N=517	23%	N=169	8%	N=60	100%	N=747
Town website (www.parkeronline.org)	18%	N=134	50%	N=369	32%	N=235	100%	N=738
Douglas County News Press	6%	N=41	16%	N=115	79%	N=577	100%	N=732
YourHub.com	6%	N=44	12%	N=90	82%	N=598	100%	N=732
Town of Parker on Facebook	13%	N=97	16%	N=116	71%	N=521	100%	N=734
Town of Parker on Twitter	2%	N=14	4%	N=26	95%	N=695	100%	N=735
Town of Parker Electronic Message Boards	11%	N=78	25%	N=181	65%	N=477	100%	N=736
DC8 – Public Access Channel	1%	N=11	10%	N=73	89%	N=650	100%	N=733
Event banners on Town lamp posts	37%	N=276	45%	N=330	18%	N=133	100%	N=738
Attending government meetings	2%	N=12	14%	N=103	84%	N=622	100%	N=737
Neighborhood organizations	7%	N=55	34%	N=252	58%	N=429	100%	N=736
Word of mouth	20%	N=151	59%	N=440	20%	N=151	100%	N=742
Television	5%	N=35	28%	N=206	67%	N=496	100%	N=737
Radio	2%	N=17	24%	N=178	73%	N=542	100%	N=738

Table 46: Question 15

To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future.	Highest priority		Medium priority		Low priority		Not a priority		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Sports Fields	19%	N=137	47%	N=346	18%	N=132	9%	N=69	7%	N=55	100%	N=738
Indoor Pool	28%	N=204	40%	N=300	16%	N=120	11%	N=83	5%	N=35	100%	N=741
Outdoor Pool/Waterpark	23%	N=168	43%	N=311	19%	N=138	11%	N=84	4%	N=31	100%	N=732
Indoor Recreation Center	32%	N=238	41%	N=302	12%	N=89	9%	N=68	5%	N=39	100%	N=736
Pickleball Courts	3%	N=21	14%	N=105	26%	N=190	36%	N=268	20%	N=150	100%	N=734
Tennis Courts	9%	N=65	27%	N=198	32%	N=236	22%	N=159	10%	N=70	100%	N=729
Open Space	61%	N=447	27%	N=200	8%	N=55	3%	N=20	2%	N=15	100%	N=737
Mountain Bike/Adventure Trails	43%	N=320	32%	N=238	15%	N=110	6%	N=43	4%	N=27	100%	N=738
Nature Center	31%	N=230	33%	N=245	20%	N=147	10%	N=77	5%	N=38	100%	N=737
Playgrounds/Picnic Areas	44%	N=326	41%	N=300	9%	N=64	3%	N=24	3%	N=22	100%	N=735
Walking/Biking Trails	64%	N=476	27%	N=198	6%	N=46	2%	N=14	1%	N=11	100%	N=744

Table 47: Question 16

The Town also could consider improvements or additions to its recreation programs. Please indicate how much of a priority, if at all, each of the following program areas are.	Highest priority		Medium priority		Low priority		Not a priority		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Aquatic Programs/Swimming	26%	N=193	43%	N=316	17%	N=126	6%	N=47	8%	N=57	100%	N=738
Education/Special Interest Classes	27%	N=197	46%	N=339	16%	N=120	5%	N=35	6%	N=44	100%	N=736
Special Events	26%	N=189	47%	N=344	15%	N=111	3%	N=22	9%	N=65	100%	N=731
Environmental/Nature Programs	23%	N=171	46%	N=336	19%	N=143	6%	N=42	6%	N=42	100%	N=734
Fitness Programs	32%	N=236	47%	N=344	12%	N=87	4%	N=27	5%	N=40	100%	N=734
Adult Sports	24%	N=177	45%	N=334	17%	N=125	7%	N=49	7%	N=51	100%	N=735
Youth Sports	39%	N=287	38%	N=281	10%	N=73	5%	N=35	8%	N=60	100%	N=736
Senior Programs	27%	N=195	41%	N=301	13%	N=98	8%	N=56	11%	N=83	100%	N=733
Before and After School Programs	30%	N=218	34%	N=250	13%	N=96	11%	N=83	12%	N=89	100%	N=736
Individuals with Disabilities Programs	29%	N=210	39%	N=286	11%	N=82	6%	N=46	15%	N=109	100%	N=733

Table 48: Question 17

Please indicate which of the following, if any, prevent or limit your participation in Parks and Recreation Department programs and activities. (Please check all that apply.)	Percent	Number
Nothing prevents/limits participation	23%	N=168
Lack of time	40%	N=292
Cost of programs	31%	N=225
Inconvenient times	28%	N=204
Inadequate facilities	9%	N=68
Quality of programs	7%	N=49
Participate in programs at other Parker providers	8%	N=58
Not aware of programs	19%	N=141
Not interested in programs offered	10%	N=71
Participate in programs outside of Parker	8%	N=58
No opinion	6%	N=43
Other	7%	N=48

Total may exceed 100% as respondents could select more than one option

Table 49: Question D1

Length of residency	Percent	Number
0-2 years	22%	N=167
3-5 years	14%	N=104
6-10 years	27%	N=198
More than 10 years	37%	N=277
Total	100%	N=745

Table 50: Question D2

Which best describes your employment status?	Percent	Number
Work for pay outside of your home	70%	N=523
Work for pay from home	12%	N=87
I do not work (student, homemaker, retired, etc.)	18%	N=137
Total	100%	N=746

Table 51: Question D3

What city do you work in or nearest to? (Please check only one.)	Percent	Number
Arvada	0%	N=1
Aurora	13%	N=65
Blackhawk	0%	N=0
Boulder	0%	N=0
Brighton	0%	N=0
Broomfield	1%	N=8
Castle Rock	2%	N=13
Commerce City	0%	N=1
Denver	20%	N=106
Englewood	11%	N=56
Glendale	0%	N=2
Golden	1%	N=6
Greenwood Village	9%	N=48
Lafayette	0%	N=0
Lakewood	2%	N=8
Littleton	7%	N=38
Lone Tree	6%	N=33
Longmont	0%	N=0
Louisville	0%	N=0
Northglenn	0%	N=1
Parker	18%	N=92
Thornton	0%	N=0
Westminster	0%	N=0
Wheat Ridge	0%	N=1
All over Metro area	3%	N=16
Other	5%	N=25
Total	100%	N=519

Only asked of those who reported being employed for pay.

Table 52: Question D4

Distance between home and work	Percent	Number
0-5 miles	19%	N=94
6-10 miles	21%	N=107
11-20 miles	37%	N=186
More than 20 miles	23%	N=113
Total	100%	N=499

Only asked of those who reported being employed for pay.

Table 53: Question D5

What travel method do you typically use to get to work?	Percent	Number
Drive alone	93%	N=490
Bicycle	0%	N=0
Walk	1%	N=6
Carpool	2%	N=10
Bus	1%	N=7
Other	2%	N=11
Total	100%	N=524

Only asked of those who reported being employed for pay.

Table 54: Question D6

Do you own or rent your residence?	Percent	Number
Own	76%	N=573
Rent	24%	N=176
Total	100%	N=749

Table 55: Question D7

Are you of Hispanic origin?	Percent	Number
Yes	6%	N=45
No	94%	N=694
Total	100%	N=738

Table 56: Question D8

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian, Eskimo or Aleut	1%	N=7
Asian or Pacific Islander	2%	N=18
Black or African American	1%	N=9
White or Caucasian	94%	N=697
Other	3%	N=21
Total	100%	N=738

Total may exceed 100% as respondents could select more than one option

Table 57: Question D9

Household size	Percent	Number
1 person	11%	N=82
2 people	32%	N=240
3-4 people	46%	N=344
5 or more people	11%	N=79
Total	100%	N=746

Table 58: Question D10

Households with children under 18	Percent	Number
No children	47%	N=345
Children	53%	N=397
Total	100%	N=741

Table 59: Question D11

Households with adults 65 or older	Percent	Number
No seniors	86%	N=644
Seniors	14%	N=101
Total	100%	N=745

Table 60: Question D12

What is the highest degree or level of school you have completed?	Percent	Number
0-11 years, no diploma	0%	N=1
High school graduate	7%	N=55
Some college or associate degree	21%	N=160
Bachelor's degree	47%	N=347
Graduate or professional degree	25%	N=183
Total	100%	N=746

Table 61: Question D13

Which of the following best describes your age?	Percent	Number
18-24	4%	N=27
25-34	25%	N=186
35-44	27%	N=199
45-54	25%	N=185
55-64	9%	N=69
65 years or older	10%	N=77
Total	100%	N=744

Table 62: Question D15

Your gender:	Percent	Number
Female	52%	N=381
Male	48%	N=355
Total	100%	N=736

Appendix C. Verbatim Responses to Specific Survey Questions

Following are verbatim responses to the open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. The responses are grouped by category and are in alphabetical order.

Question 3: Which single characteristic do you like most about living in Parker? (Please check only one.)

Other" responses.

- All of the above!
- Downtown arts district / O'Brian park.
- House property/open space.
- It has enough of what i need.
- It's been home for 20 years.
- job opportunity
- My house.
- Natural beauty.
- None.
- Open spaces & wildlife.
- Peaceful & quiet.
- Probably wouldn't live here now. Moved here over 10 yrs ago.

Question 5: What is the single biggest thing (program, service or type of business) the Town of Parker could do to improve your quality of life in Parker?

Parks and trails/ recreation/ entertainment

- A dog park within city limits!!
- A dog park.
- A larger/nicer park and shopping area.
- A walking club.
- Accessible walking trails in our neighborhood.
- Add a doggy park.
- Adult running group.
- Another field house or similar events center.
- As members of the senior center we need a larger facility now.
- Attract activity centered businesses (bowling, billiards, etc).
- Better rec center! Redesign currently being done is not sufficient for exercise equipment.
- Better/ more plentiful walking trails: Not under high tension power lines!!
- bowling alley
- bowling alley
- bowling alley
- Bring in a professional act every Friday night in the park, all summer long.
- Cheaper membership @ recreation facilities.
- Current expansion of rec. center.
- Drive inn.
- expand the bike trail systems faster
- Extend animal control hours & coverage of walking trails.
- Fitness classes specific for senior adults.
- Have adult sporting opportunities, such as baseball, flag football for adults @ different ages (ie-20-35,35-50,& 50+).
- Have an indoor tennis facility.
- Having a outdoor stage and area just like civic green park in Highlands Ranch to better accommodate bringing the community together for some events & holidays.
- Having recreation programs that are not so expensive.
- I would like to see some type of "community group" established that would discuss world issues. Experts give talks, panels have discussions book groups meet to discuss etc. Not sure where to find that except university campuses.
- If the HOA fees included recreation panel & there were more rec centers (similar to how Highlands Ranch's HOAS/rec centers are) would consider leaving due to and for the school Dist to go back to the way it was before!
- Improved recreation. For example castle rock has a mini-incline & zip lines.

- Indoor running track.
- Low cost gym like fitness 19.
- make the recreation facilities more affordable
- More access to the trails.
- more activities for retirees over age 60
- More activities for seniors.
- More bike & walking paths.
- More community involvement opportunities.
- More fairly priced rec classes for parents and children.
- More fitness classes in the evening.
- More nightlife.
- More recreation centers.
- More recreational places i.e. bowling alley, another movie theatre.
- More senior activities.
- More social bars/recreation.
- More special needs help @ rec center.
- More walking/ biking trails (paved or unpaved).
- Nature center.
- nightlife
- Off road bike trails.
- Offer bigger & more parks!
- Open up the reservoir for family picnicking.
- Public golf course.
- Public golf course.
- Public golf course.
- Public golf course.
- Public golf.
- Restroom closer to O'Brien park, running to the pool is so far with little ones.
- Rueter hess to open! Reservoir.
- Send out a mailer of recreational leagues & volunteer opportunities available.
- Shooting range.
- Tai chi classes at rec center in the evenings.
- The current expansion of the rec center.
- The rec centers. I like how in Highlands Ranch they have 4 rec centers that are part of our HOA and are a very reasonable amount for what you get.

Retail/ shopping/ bookstore

- A habitat for humanity restore.
- A large book store like B & N located in Parker.
- A retail book store such as Barnes & Noble.
- Add a Sam's club.
- Additional business & service establishments.
- Attract higher end shopping and dining.
- Better shopping... Something like streets of Southglenn would be great!
- Big lots would be good, do something about empty building.
- Book store.
- Bring more retail & restaurants to Parker.
- Clothing stores.
- Department store.
- Diverse shopping & restaurants.
- Hardware store.
- Increase shopping opportunities, etc.
- Increase types of businesses, not just bars/restaurant.
- Major shopping w/department stores.
- Making it easier & faster for retail business to get approved.
- Marijuana shop & strip club.
- May be big department store - i.e. Penneys. I miss k-mart or sears.
- More choices in retail clothing stores.
- More discount stores.

- More retail establishments, restaurants, shopping, clothing, etc.
- More retail shopping options. The only option now is Kohls.
- More shopping & restaurants, more trails & pools more rec centers at a lower cost coming from Highlands Ranch, I'm disappointed in the rec centers in Parker & the cost to use them.
- More shopping opportunities.
- More shopping store locations.
- More small businesses (either shops, coffee, or restaurants).
- My wife says small boutiques/shopping.
- Open a book store - B & N or other large chain.
- Retail growth on Main St.
- Retail needs to catch up to housing.
- Retail shopping- more small business retail.
- Retail stores.
- Sam's club.
- Sam's club.
- Shopping center/mall.
- Shopping.
- So many houses/apartments being built, but the retail isn't keeping up. We are in new development on Chambers/Hess and drive to Castle Pines for the most convenient grocery store!

Activities/ places for kids

- Add indoor playgrounds for snowy days. At rec center or field house?
- Attract businesses to Parker to have more things to do in Parker for families. Things to do downtown too.
- Dee skating rink, something for teens (nothing for them to do).
- Family activities/ places for teens to hangout.
- More children's areas for play. O'Brien park gets very crowded.
- More family friendly things that don't cost an arm & a leg.
- More kid friendly activity businesses ie: bowling, mini golf laser tag.
- More recreation/activities for teens.
- Place for teens, clubs, bowling alley etc.
- Provide H.S. age sports programs.
- Roller skating rink.
- Some kind of hangout for teens.
- Splash park smaller less expensive homes.
- Splash park, revitalize cottonwood & plaza & Parker rd mini mall looks so old & run down.
- Things for young children to do

Traffic/ roads/ snow removal

- A sidewalk on the south side of east main up to Canterbury Pkwy. (Make golf course public).
- Add chase drains to curb and gutters in residential areas.
- Better access out on Hess or Ridgeway to I-25. It takes me 20 minutes to get out due to traffic!
- Better parking & traffic control especially during big events.
- Better traffic flow in/out of Parker.
- Better traffic flow on Chambers, Jordan, Hess, Main & Lincoln.
- Better traffic flow, better patrol of park.
- Better traffic flows.
- Build a brick wall for Clarke farms residence that back up to Main Street.
- Building schools on major roads with no traffic pattern eval prior to building (i.e. Pine Dr will be an even bigger nightmare with yet another school to congest the road even further). Thinking of moving!
- By pass traffic around city.
- Carrier walls for road noise.
- Cleaning snow in residential streets!
- Clearing walking trails of snow.
- Continue to make Parker beautiful-maintain neighborhood streets, once library retention pond is complete beautify it with a trail, trees, benches so community can use that area to relax or play.
- Don't close main street on Sundays!!!
- Double lanes on Ridge Gate / Mainstreet from Chambers to I-25.
- Enforce snow removal.
- Expand Ridgeway-2 lanes all the way from Jordan to I-25!!

- Give free tolls on E470 for Parker residents.
- Hire a traffic engineer that knows how to program traffic lights on Parker Rd.
- Improve east-west routes to & from I-25 but not at the same time.
- Improve east-west streets main street getting clogged...more farmer market!
- Improve infrastructure (streets, etc.) Too many new houses w/o traffic consideration!
- Improve road capacity E/W I-25.
- Improve roads and business access
- Improve traffic flow on Parker road.
- Improve traffic flow- too much congestion on park road and Main Street.
- Improve traffic flow.
- Improve traffic flow. An unsynchronized light at every intersection is very frustrating.
- Improve traffic flow/lights.
- Improved police giving tickets for speeding on Jordan road.
- Increase speed limits, add right turn lanes & acceleration lanes @ intersections.
- Main arteries of traffic flow at busy times of days. Stop building housing.
- Main Street traffic patrol.
- More attention to snow removal.
- More parking, more traffic prevention.
- More trees & better snow removal & lighting (streets).
- Paving.
- Perhaps plowing the streets in a timely manner.
- Plow all streets!
- Plow all streets. If the trails can be plowed then the streets need to be also & are more important for safety.
- plow my street which is a bus route for my child's school. put traffic lights on motsenbocker to slow down the new school traffic
- Potholes.
- Reduce heavy Parker road traffic.
- Road congestion, especially on Saturdays-terrible wider road on Parker Rd.
- Road improvements.
- Show auto speeding in residential areas.
- Street lighting-especially in Stroh Ranch (it is horrible).
- The traffic in main flow areas (Mainstreet/Parker Rd; Lincoln/Jordan, etc) are horrendous as the growth of the city is faster than the street development to keep up with the population increase.
- Time the main arterial traffic lights so you can move during peak times.
- Traffic enforcement/control.
- Traffic flow improvements.
- Traffic has become a problem- too much speeding!!!
- Traffic on Parker road help w/ better access I-25.
- Walkability & connectivity. Roads are congested making it difficult to bike.
- We have no complaints except for more lanes on Chambers!

More restaurants/ grocery stores

- 1. Invite a corner bakery 2. Palmetto subdivision staff: Rude, unresponsive to our request for help re a destructive neighbor. Did not even respond to our letter that they even received it! (Unprofessional).
- A grocery store like Whole Foods or Tony's.
- A restaurant or bar with a rooftop patio-a step above tailgate, and not as pricey as the Main Street garage.. Not a chain.
- affordable non burger/pizza/Mexican & non corporate restaurants
- Another grocery store north west area of Parker.
- Attracting better restaurant offerings. It's getting better.
- Better high quality restaurants.
- Better restaurant selection.
- Better restaurants- not fast food but mid to high end dining.
- Better restaurants, bookstore
- Better restaurants, too many "fast food" types.
- Better variety of restaurants equal to Highlands Ranch or Southlands.
- Bigger variety of businesses for food and shopping.
- Bring in more high-end restaurants and shopping venues (e.g., whole foods).
- Business: Whole foods "service"? In general, pace of growth is faster than growth of infrastructure (i.e.- Parker road can't handle current volume of traffic).
- Choice of restaurants.

- Family friendly, good quality restaurants.
- Family restaurant.
- Family restaurants.
- Finer restaurants.
- Foster a greater diversity of restaurants, eg. Brewpubs. Establish zoning so that coffee shops and independent restaurants can thrive in neighborhoods that are walkable by residents (similar to So Pearl and highland neighborhoods in Denver).
- Get whole foods, lower our water bills, get a Peets Coffee, Trader Joes.
- Greater variety in restaurants.
- Grocery options - whole foods/specialty grocery.
- Grocery stores are very crowded due to all the growth. Need another grocery store.
- Healthier food choices @ restaurants- Paleo restaurants!
- Healthy food options- restaurants/whole foods.
- High quality restaurant/healthy choice restaurant.
- Higher end shopping and restaurants. Much of what we have is either run of the mill chain or dumpy. Consider Whole Foods, Mellow Mushroom, Blue Corn Cafe from Santa Fe, NM, Einsteins Bagels, cafe Rio, another ChickfilaA, need more shopping in west Parker/Idgegate/Lincoln/Chambers/Hess corridor, that's where all the growth is!
- Higher quality restaurants/bars.
- Increased food/restaurant options.
- More dining (restaurant) options.
- More diverse restaurants.
- More family full service restaurants.
- More family- style restaurants (there are many ethnic).
- More fine dining opportunities.
- More grocery stores and large shopping center with variety of stores.
- More grocery stores further out from the core of town to spread out traffic, and more moderately priced sit-down restaurants.
- More high end dining.
- More local business/restaurants.
- More mid-priced restaurants.
- More of a variety of sit down restaurants.
- More owner/operator restaurants (not chain).
- More places to eat out.
- More quality restaurants.
- More restaurant choices.
- More restaurant choices-those 2 buildings @ Lincoln & Dransfeldt too many Asian so more variety-Elephant Bar, etc.
- More restaurant options (mid price range).
- More restaurant options (not chains).
- More restaurants - not fast food.
- More restaurants & family activities options.
- More restaurants & shopping.
- More restaurants housing w/more acreage.
- More restaurants variety.
- More restaurants, coffee shops, outdoor shopping mall or more shopping opportunities.
- More restaurants, less apartments(stop).
- More restaurants, sit down, not more fast food.
- More restaurants.
- More restaurants/retail stores.
- More restaurants-not Tai or Mexican.
- More retail establishments, restaurants specifically
- More upscale dining. Though it is growing!
- More/better restaurants.
- Much better selection of restaurants, we rarely eat out in Parker.
- Need a King Soopers near Canterbury neighborhood.

- Not a trader Joe's or whole foods & better restaurants.
- Pei Wei restaurant, new library, children's museum.
- Please bring better business (whole foods etc) similar to Highland Ranch.
- Please provide more healthy restaurant options, along with a larger variety more options like kneaders and we need a salad bar!
Thank you!
- Possibly a few more chain restaurants.
- Restaurant with a salad bar. Would like to see whole foods instead of [?]. Restrict people from bringing their dogs to Parker days.
- Restaurants catering to senior citizens.
- Restaurants needed.
- Restaurants. We need to attract higher quality restaurants.
- To have more international cuisine dining options
- We need better restaurants & bring back big lots they left, because the rent was too high.
- We need more unique restaurants and healthy eating options...no more chains! Bring in more charm! Also....schools are way too overcrowded already and new home constructions is prevalent...please address
- Whole foods & not enough high end restaurants.
- Whole foods! Stop tearing up our beautiful open space and jamming ugly houses together. You're ruining Parker!
- Whole foods.
- Whole-foods.
- Would love a cracker barrel restaurant.

Control/ limit/ manage growth

- Avoid apartment/condo buildings, I prefer a higher percentage of the housing market to be single family homes.
- Be more careful where you put new construction, i.e. apartment on Main St, & new charter school on Motsenbocker.
- Be more cautious and deliberate when growing the residential properties.
- Be transparent when rezoning in established neighborhoods.
- Better civil planning w/regard to new development & traffic congestion.
- Careful zoning to attract/establish wide variety/sizes of business.
- Commercial zoning-traffic.
- Do a better job of master planning. Ex new schools need to be built of the same time as the new houses or we have over crowding like we do now.
- Don't try to be a big city I like the small town feel.
- Go back to the small town feel.
- Keep open space available-losing hometown feeling.
- Leave the open space. Don't lose small town feel & character.
- Less apartments!!!!!!
- Limit construction along open space corridor. Buy back private undeveloped land to preserve the views and wildlife.
- Limit growth. Too many big box retailers are moving in. Also limit housing construction. The town is getting too crowded. Existing home values are suffering. There is too much growth too fast. The town is losing its charm, soon it will become just like Aurora & Highlands Ranch (examples of 2 nearby/cities with unchecked growth & poor planning).
- Manage growth to build a better quality Parker.
- More open space/ less growth.
- Open spaces staying open.
- Preserve open space/corridors.
- Program to reduce population growth & manage traffic.
- Put a limitation on building height so that Parker maintains a Suburb feel.
- Quit building so many strip malls! Building codes for businesses should require "old town" aesthetics. You are making Parker look like Aurora. Ugly strip malls.
- Really think about infrastructure now w/the new growth (housing) occurring at a rapid pace.
- Reduce the pace of new development and crowding of houses and businesses. We are losing our feeling of open space within the city.
- Services need to catch-up w/population.
- Slow down development-new housing doesn't help current residents it just makes for more traffic.
- Slow down housing development especially in open spaces example (hilltop & Hess & Canterbury) disappointed in apartment development @ twenty mile.
- Slow down the development of big box shopping centers, spec houses, and "McMansions".
- SLOW DOWN THE GROWTH IN ALL AREA's, we were drawn to Parker for the small town feel, might as well live in Denver now.
- Slow down the rate of growth! Way down!!
- Slow growth to meet infrastructure.
- Slow growth, your infrastructure doesn't support population size.

- Slow the construction of multi-family housing until greater commercial and retail in place.
- Slow the growth! I am sick of all of the snout nose rug rats that parents refuse to control & discipline!
- Slow the pace of building houses.
- Slow the population growth.
- smart growth
- Stop building apartments, they are everywhere!
- Stop building apts/homes/etc.
- Stop building!!!
- Stop developing so many businesses, we prefer open space over stores. Way too many liquor stores!!!
- Stop development.
- Stop expansion on housing or limit if possible.
- Stop high density housing like we see on Main Street traffic issues with such housing will be awful.
- Stop new retail development.
- Stop or slow what appears to be indiscriminate increase in housing.
- Stop taking away the open spaces to build more houses. We loved the wild life and sense of community but way too many people are moving in and soon we will be just like Aurora. Too much crime & traffic
- Televised council meetings on DC8! Also, have a better plan for future development vs. building apartments & fast food rest. or anything that comes along. Thought Parker had better zoning!
- Too many apartments going up. Would like to see more family friendly businesses going in those spots.
- Way way way too many apartment complexes this is not good!
- We really hate to see the huge apartment complex so close to the street at Main St. & Dransfeldt. It really doesn't fit the rest of the town.
- Would like to see the empty building being used instead of building more.
- Zoning laws.
- Zoning->commercial. Businesses are all over the place & inconvenient to access.

Lower taxes/ spending/ cost of living

- (A) Reduce tax rate for sale and property.(B) Special tax reduction for seniors citizens.
- Cheaper child care for struggling families.
- Cut taxes.
- Eliminate the sales tax on food had I known this when I moved here, I wouldn't have moved here!
- Give tax breaks to new restaurants, quality food, entertainment areas.
- Lower property taxes.
- Lower tax rate so I can afford to shop here more often.
- Lower taxes.
- Parker can have huge retail growth if they stop charging sales tax on food. It will more than offset the loss of food tax revenue.
- Reduce taxes to attract and keep business.

Economic development/ jobs

- a place where small businesses or people with home businesses could lease with very low overhead
- Attract a larger employer for white collar workers
- Attract larger corporations that pay better salaries (vs. all the hourly retail jobs).
- Attract more businesses/tech companies/large corporations.
- Bring more non retail businesses into town resulting in less commuter type jobs.
- Business opportunities.
- Career opportunities are not seen in Parker!
- Commercial, non-retail office jobs.
- Continue to promote economic development.
- Continue to support small business!
- do anything needed for Job Growth in Parker itself
- Employment for younger skilled and older skilled workers such as financial or medical business.
- Fill the empty businesses.
- Local business supporting special needs employment opportunities.
- More companies with competitive paying jobs. Doesn't have to be national brand, just dependable, solid companies that contribute properly to the Parker overall good.
- More industry (restaurants, shops employment) not grocery or chain rest.
- More jobs.
- More large employers
- More local jobs and businesses. Keep the commuting to higher wage jobs here not to other Denver Metro areas.

- Partner with corporations to bring better paying job!
- Secure primary jobs- enough retail!

New/ bigger library

- Library (coming).
- Public library system- I love it, make it better!
- The library it is coming. Love it!
- The new library.

Public transportation/ bike lanes

- Better bus service to neighborhoods.
- Better mass transportation.
- Better outdoor bike paths!
- Bike lanes added to more major roads.
- Bring the light rail down Main St. & better public transportation.
- Cycling lane on Parker Rd.
- Extend the bike trail south from where it abruptly ends where Lincoln meets Pine Dr. (east of Parker road) so that we can use the trail to get down to main st. Or add sidewalks along Pine Dr.
- For the small RTD bus to service Stroh Ranch and enforce the dog leash code- there are more dogs on the trails off leash than on and bikes on the trails going over the speed limit.
- Later public transportation.
- more bike paths on roads
- Transportation options especially on weekends and lane expansion on Lincoln.

Housing

- Affordable housing for retired people/couples.
- Affordable housing for seniors.
- Affordable housing.
- Affordable housing-not condo/apartments.
- Affordable rental housing.
- Affordable senior housing (apartments w/elevators).
- Affordable senior housing for seniors on Soc. security only.
- better quality apartments that don't cost an arm and a leg
- Build more 55+ senior communities.
- cheaper housing options
- Continue affordable housing options
- Finish the houses in anthology development.
- Houses for median income families. Houses are too expensive so average citizens have to live in apartments which are rip-offs.
- Housing for seniors.
- Housing is to expensive. I have to move.
- Increase the amount of affordable housing.
- Less expensive housing.
- More affordable house.
- More affordable housing (250-300k) other than condos & townhouses.
- More affordable housing.
- More affordable housing.
- More diverse housing options (town homes, condos, single floor houses).
- More retirement housing options-affordable.
- more senior homes and resources
- More senior living opportunities.
- Offer smaller/cheaper living options.
- Quality, small/entry level homes, less than \$275,000.
- Senior housing.
- Smaller homes, larger lots & lower prices.
- Some sort of an affordable housing program; prices ranging from 150k to 250k.
- We desperately need a master planned retirement community for active seniors like eagle bend in Aurora, co. especially no maintenance housing.

Public safety/ police/ fire/ wildlife

- As in other cities in our country, not all your police are "officers of the peace". I have been an eye witness of police prejudice. In this case, a wife was taken to a separate place to be questioned by one officer (in a domestic dispute), while another officer questioned the husband separately. After hearing the wife's story the first officer came to husband & was verbally abusive & accusatory toward him. Officer not only wrong in his actions, but also in his summation of who was telling the truth. The city should train police further. There are times when obvious isn't truth.
- Improve keeping wildlife (Coyotes, deer/elk) away for their safety and for our pets/children.
- Make neighborhoods safer for children.
- Need to police dog owners about cleaning up after these pets. Also have been attacked twice in past year while walking because dogs not on leash. Need enforcement!
- remove the Gestapo type behavior of the parker police
- There was some vandalism to our neighborhood park. I tried to find a # to report this but couldn't find one. The new website (Parker) is hard to navigate around.
- Train law enforcement to have a better "protect & serve" attitude.

Downtown development

- A better downtown to enjoy as a community.
- A Buddhist temple, expand downtown.
- A more upscale shopping and restaurant area similar to the Southlands. Too many strip malls in Parker, looks cheap!
- Adding an outdoor shopping area like Aspen Grove or streets of South glenn.
- Any business- build it big enough. Tired of hearing "we can order it online". Everything building in Parker is too small.
- Expand downtown w/ more retail shops & restaurants.
- Have better service businesses that are not concentrated near downtown.
- Incentives for unique small businesses. There are too many fast food chain restaurants.
- Make to downtown; all shopping areas more quaint no look like a suburb of Denver.
- Micro business Parker concentrates too much on big box tax incentives!
- More boutique shops in downtown-a better place to hangout. (More to do) & make Ridgegate & Jordan & chambers 2 lanes min.
- More business establishments quit treating downtown like a quaint country village. It is too crowded for that!!
- Need an outdoor mall/center with park, waterfall, theaters and more like Southland.
- Nitpicking, but there is room to update some areas of the town. An example is the hobby lobby shopping center (empty gas station etc).
- Slightly bigger downtown.
- There are too many chains. Get more local business for both shopping & dining.
- Town center w/more commercial development.
- Walkable community with shops, food. Enough of this typical urban sprawl with big box retail & cookie cutter home.
- We enjoy the downtown activities- BBQ fest- farmers market.
- Wish there were more commercial walking/outdoor mall areas such as in Fort Collins & Boulder.

Improve schools/ educational opportunities

- 1. Need for a 2 year community college- more than Acc extension 2. More dog parks.
- At least one Parker high should have its own pool. It could be rented to local club teams for practices.
- Build more schools. They are already overcrowded & with all of the new homes being built there will not be any room for new incoming families.
- Have DCSD move their special ed, specifically DHH program, to Parker instead of shipping our kids to Highlands Ranch.
- Influence the removal of the current members on the school board of education they are running an excellent school system- which will negatively impact our wonderful town of Parker.
- More education opportunities e.g. Arapahoe comm. college.
- More higher education access for your growing student population.
- New school for new builds.
- Not have to pay for bus transportation for kids in school.
- Offer more higher educational opportunities.

Other

- Adult/retiree education opportunities.
- As soon as I can sell my Condo at town & country I'm out of here! Stop having Parker days in downtown area move to different location- also included any other large event- traffic, parking, people rude trash everywhere people selling drugs.
- Be more responsive to the individual complaints/needs of individual citizens/residents and less to the special interests of business/business owners & special interests.
- Be open to all events, situations, construction, etc.-have access to information.

- Better parking for events.
- Clean up the litter and cite the people littering!
- Communication from the town seems lacking for some projects. I have been impacted on 2 major projects I was never notified. Posted signs are hard to read.
- Community services.
- Create a volunteer organization- a one-stop shop so I could go one place & sign up as I can. It is hard to locate volunteer needs that both I and my 12 yr old can do locally.
- Diversity!
- Drinking water purity.
- Ease of recycling.
- Enforce things like no trash in front yard esp. in neighborhoods without HOA.
- Faucet drinking water smells like chemicals & taste nasty. Is it safe?
- Give back to the residents of the Town and Country Townhomes that have to put up with congestion while events take place downtown. Attendees take over our parking places, there is too much foot traffic. Its a very uncomfortable feeling in reference to safety.
- Homeopathic services.
- Involvement to town.
- Keep Colorado horse park operating. Do not allow development at or around horse park.
- Make cottonwood feel apart of Parker. Appearance on Jordan Rd.
- Make Parker days more community based again instead of corporate.
- More community events and networking opportunities
- More consideration of seniors and for disabled.
- More diversity of ethnicity and politics.
- Need more professional town council! (At least have a dress code!). Should be on Dc8 tv. Why does town spend so much for on Econ. Dev. Dept. & no jobs to show for it? Also, ED director is unapproachable & always unhappy!
- PFLAG chapter to support our LGBT community.
- Plant trees along more streets.
- Public/news listings of houses to rent!
- Require recycling programs of all HOA's.
- RV dump station.
- Slow down.
- Town recycling center(s)!(Encourage businesses to recycle).
- We are planning to move out of Parker when our children graduate in a couple years.
- We were experience cancer issues & treatment this past year, so were less involved than normal.
- Welcome Wagon, program info to introduce new comer.

Appendix D. Comparisons of Select Questions by Respondent Characteristics

The tables on the following pages show responses to select questions compared by respondent characteristics. Shading indicates statistically significant differences in responses between respondents ($p \leq .05$).

Table 63: Quality of Life Ratings Compared by Respondent Demographics

Please rate the following aspects of life in Parker. (Percent excellent and good)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Parker as a place to live	97%	96%	97%	97%	97%	96%	97%	97%	97%
Your neighborhood as a place to live	88%	86%	92%	90%	84%	90%	86%	89%	89%
Parker as a place to raise children	98%	88%	97%	95%	94%	93%	95%	97%	95%
Parker as a place to retire	74%	72%	68%	69%	76%	79%	73%	67%	71%
Parker as a place to work	63%	56%	47%	52%	63%	63%	50%	52%	55%
Your overall quality of life in Parker	97%	95%	95%	95%	97%	94%	98%	97%	96%

Table 64: Quality of Life Ratings Compared by Respondent Demographics

Please rate the following aspects of life in Parker. (Percent excellent and good)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Parker as a place to live	97%	97%	97%	98%	94%	97%	95%	100%	97%	97%
Your neighborhood as a place to live	88%	90%	87%	90%	89%	88%	97%	100%	88%	89%
Parker as a place to raise children	95%	95%	95%	95%	93%	95%	95%	100%	95%	95%
Parker as a place to retire	69%	74%	75%	69%	69%	71%	70%	76%	71%	71%
Parker as a place to work	61%	50%	60%	52%	56%	55%	58%	64%	55%	55%
Your overall quality of life in Parker	95%	97%	96%	97%	93%	96%	95%	98%	96%	96%

Table 65: Community Characteristics Ratings Compared by Respondent Demographics

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Sense of community	82%	78%	82%	83%	75%	80%	73%	85%	81%
Openness and acceptance of the community toward people of diverse backgrounds	68%	66%	70%	70%	64%	71%	59%	69%	68%
Overall appearance of Parker	90%	89%	90%	88%	92%	92%	87%	89%	89%
Cleanliness of Parker	92%	94%	93%	94%	91%	93%	94%	93%	93%
Overall quality of new development in Parker	77%	71%	67%	71%	74%	76%	74%	68%	71%
Overall image or reputation of Parker	95%	87%	87%	89%	93%	92%	87%	90%	90%
Overall feeling of safety in Parker	95%	92%	94%	94%	94%	92%	96%	96%	94%
Variety of housing options	54%	68%	65%	70%	37%	52%	57%	70%	62%
Overall quality of business and service establishments in Parker	78%	70%	72%	70%	84%	84%	71%	70%	74%
Shopping opportunities	58%	58%	65%	58%	67%	73%	55%	54%	61%
Opportunities to participate in community events and activities	87%	88%	84%	87%	81%	85%	86%	88%	86%
Traffic flow on major streets	43%	47%	47%	47%	39%	43%	45%	46%	46%

Table 66: Community Characteristics Ratings Compared by Respondent Demographics

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Sense of community	85%	76%	78%	82%	83%	82%	69%	60%	83%	81%
Openness and acceptance of the community toward people of diverse backgrounds	69%	67%	69%	65%	77%	70%	54%	65%	69%	68%
Overall appearance of Parker	90%	89%	90%	90%	86%	90%	86%	90%	90%	89%
Cleanliness of Parker	95%	91%	92%	95%	90%	93%	94%	96%	93%	93%
Overall quality of new development in Parker	74%	68%	75%	71%	67%	71%	89%	85%	71%	71%
Overall image or reputation of Parker	91%	89%	93%	90%	85%	90%	94%	97%	90%	90%

Please rate the following characteristics as they relate to Parker as a whole. (Percent excellent and good)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Overall feeling of safety in Parker	93%	95%	95%	96%	87%	95%	91%	96%	94%	94%
Variety of housing options	62%	62%	52%	66%	66%	61%	67%	66%	62%	62%
Overall quality of business and service establishments in Parker	76%	71%	79%	71%	72%	74%	64%	79%	74%	74%
Shopping opportunities	65%	55%	54%	61%	66%	61%	49%	46%	61%	61%
Opportunities to participate in community events and activities	88%	84%	86%	88%	83%	87%	84%	81%	87%	86%
Traffic flow on major streets	50%	42%	41%	48%	47%	46%	46%	37%	46%	46%

Table 67: Quality of Services Compared by Respondent Demographics

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	68%	65%	72%	68%	70%	67%	68%	70%	69%
Street repair	67%	62%	62%	64%	61%	66%	55%	66%	64%
Traffic enforcement	82%	72%	72%	76%	74%	75%	73%	78%	76%
Parks/trails maintenance	91%	90%	94%	92%	92%	93%	87%	93%	92%
Public information	78%	81%	74%	77%	76%	77%	82%	77%	77%
Handling citizen complaints	67%	65%	68%	69%	59%	63%	75%	67%	67%
Cultural events	86%	87%	85%	84%	91%	89%	85%	85%	86%
Cultural programming/classes	87%	83%	82%	83%	85%	85%	83%	83%	84%
Overall quality of services provided in the Town of Parker	85%	84%	84%	85%	81%	84%	81%	86%	84%

Table 68: Quality of Services Compared by Respondent Demographics

How do you rate the quality of each of the following services in the Town of Parker? (Percent excellent and good)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	69%	68%	70%	69%	67%	68%	79%	69%	69%	69%
Street repair	64%	64%	66%	63%	61%	64%	71%	69%	64%	64%
Traffic enforcement	79%	74%	72%	80%	71%	77%	75%	55%	78%	76%
Parks/trails maintenance	93%	91%	91%	93%	90%	92%	92%	95%	92%	92%
Public information	78%	78%	74%	79%	76%	78%	70%	75%	78%	77%
Handling citizen complaints	71%	65%	63%	70%	66%	69%	52%	55%	69%	67%
Cultural events	90%	82%	82%	87%	87%	86%	87%	88%	86%	86%
Cultural programming/classes	89%	78%	84%	84%	80%	84%	88%	77%	85%	84%
Overall quality of services provided in the Town of Parker	88%	80%	84%	84%	84%	85%	85%	83%	85%	84%

Table 69: Performance of Town Government Compared by Respondent Demographics

Please rate the following categories of Parker government performance. (Percent excellent and good)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Overall direction the Town is taking	77%	66%	65%	69%	74%	70%	76%	69%	70%
Overall performance of general administration and management	84%	75%	75%	76%	86%	81%	82%	76%	78%
The value of services for the taxes paid to Parker	62%	60%	54%	59%	58%	58%	62%	60%	59%

Table 70: Performance of Town Government Compared by Respondent Demographics

Please rate the following categories of Parker government performance. (Percent excellent and good)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Overall direction the Town is taking	71%	70%	70%	71%	69%	71%	73%	72%	70%	70%
Overall performance of general administration and management	79%	78%	87%	77%	69%	79%	72%	81%	79%	78%
The value of services for the taxes paid to Parker	60%	58%	63%	59%	54%	61%	39%	59%	59%	59%

Table 71: Priority of Recreation Facilities Compared by Respondent Demographics

To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future. (Percent highest or medium priority)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Sports Fields	65%	79%	71%	71%	69%	70%	60%	76%	71%
Indoor Pool	67%	80%	69%	69%	79%	72%	67%	73%	71%
Outdoor Pool/Waterpark	72%	77%	58%	67%	71%	70%	65%	70%	68%
Indoor Recreation Center	79%	85%	71%	78%	75%	76%	77%	79%	78%
Pickleball Courts	23%	21%	21%	21%	23%	28%	21%	19%	22%
Tennis Courts	39%	46%	37%	38%	49%	43%	36%	39%	40%
Open Space	85%	93%	91%	90%	88%	90%	83%	92%	90%
Mountain Bike/Adventure Trails	76%	78%	81%	77%	82%	79%	74%	81%	78%
Nature Center	69%	72%	65%	67%	72%	75%	64%	67%	68%
Playgrounds/Picnic Areas	87%	91%	86%	87%	90%	89%	85%	89%	88%
Walking/Biking Trails	90%	92%	93%	93%	87%	88%	88%	96%	92%

Table 72: Priority of Recreation Facilities Compared by Respondent Demographics

To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future. (Percent highest or medium priority)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Sports Fields	71%	71%	63%	76%	68%	72%	62%	69%	71%	71%
Indoor Pool	74%	69%	70%	74%	66%	71%	83%	83%	71%	71%
Outdoor Pool/Waterpark	72%	65%	69%	71%	63%	68%	77%	81%	68%	68%
Indoor Recreation Center	79%	77%	73%	80%	78%	77%	88%	75%	78%	78%
Pickleball Courts	23%	21%	20%	20%	28%	22%	25%	9%	22%	22%
Tennis Courts	43%	38%	38%	42%	36%	40%	51%	47%	40%	40%
Open Space	93%	86%	87%	92%	87%	90%	82%	81%	90%	90%
Mountain Bike/Adventure Trails	81%	76%	79%	80%	75%	80%	69%	70%	80%	78%
Nature Center	74%	62%	72%	66%	68%	69%	63%	81%	68%	68%
Playgrounds/Picnic Areas	90%	85%	90%	87%	86%	88%	86%	87%	88%	88%
Walking/Biking Trails	95%	89%	91%	93%	91%	93%	82%	86%	93%	92%

Table 73: Priority of Recreation Programs Compared by Respondent Demographics

The Town also could consider improvements or additions to its recreation programs. Please indicate how much of a priority, if at all, each of the following program areas are. (Percent highest or medium priority)	Length of residency			Rent versus own		Household income			Overall
	5 years or less	6-10 years	11 or more years	Own	Rent	Less than \$75,000	\$75,000 to \$99,999	\$100,000 or more	
Aquatic Programs/Swimming	78%	72%	73%	76%	71%	70%	75%	78%	75%
Education/Special Interest Classes	80%	76%	76%	77%	80%	76%	77%	79%	78%
Special Events	84%	73%	80%	78%	85%	81%	73%	82%	80%
Environmental/Nature Programs	76%	69%	74%	71%	80%	79%	74%	70%	73%
Fitness Programs	85%	79%	85%	83%	84%	81%	83%	86%	84%
Adult Sports	79%	74%	71%	73%	81%	80%	75%	73%	75%
Youth Sports	83%	85%	84%	84%	85%	83%	86%	85%	84%
Senior Programs	73%	73%	82%	78%	72%	78%	72%	76%	76%
Before and After School Programs	74%	72%	70%	71%	77%	72%	70%	73%	72%
Individuals with Disabilities Programs	83%	77%	79%	79%	81%	80%	80%	78%	79%

Table 74: Priority of Recreation Programs Compared by Respondent Demographics

The Town also could consider improvements or additions to its recreation programs. Please indicate how much of a priority, if at all, each of the following program areas are. (Percent highest or medium priority)	Gender		Age			Race		Hispanic		Overall
	Female	Male	18-34	35-54	55+	White	Not white	Hispanic	Not Hispanic	
Aquatic Programs/Swimming	78%	71%	68%	80%	71%	74%	82%	77%	75%	75%
Education/Special Interest Classes	84%	71%	77%	79%	74%	77%	86%	76%	78%	78%
Special Events	81%	79%	83%	81%	75%	81%	77%	85%	80%	80%
Environmental/Nature Programs	78%	69%	74%	73%	74%	74%	72%	87%	73%	73%
Fitness Programs	87%	79%	84%	85%	79%	83%	90%	90%	83%	84%
Adult Sports	73%	77%	83%	73%	69%	75%	79%	76%	75%	75%
Youth Sports	82%	87%	87%	85%	78%	84%	89%	92%	84%	84%
Senior Programs	79%	74%	71%	74%	88%	76%	86%	70%	77%	76%
Before and After School Programs	74%	71%	71%	73%	73%	71%	85%	72%	72%	72%
Individuals with Disabilities Programs	81%	79%	77%	79%	85%	79%	86%	75%	80%	79%

Appendix E. Benchmark Comparisons

Understanding the Benchmark Comparisons

Communities use the comparative information provided by benchmarks to help interpret their own resident survey results, to create or revise community plans, to evaluate the success of policy or budget decisions and to measure local government or organizational performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up “good” resident evaluations, it is necessary to know how others rate their services to understand if “good” is good enough or if most other communities are “excellent.” Furthermore, in the absence of national or peer community comparisons, a community is left with comparing its police protection rating to its street maintenance rating. That comparison is unfair as street maintenance always gets lower ratings than police protection. More illuminating is how residents’ ratings of police service compare to opinions about police service in other communities and to resident ratings over time.

A police department that provides the fastest and most efficient service – one that closes most of its cases, solves most of its crimes, and keeps the crime rate low – still has a problem to fix if the residents in the community rate police services lower than ratings given by residents in other cities with objectively “worse” departments. Benchmark data can help that police department – or any department – to understand how well citizens think it is doing.

While benchmarks help set the basis for evaluation, resident opinion should be used in conjunction with other sources of data about budget, population demographics, personnel and politics to help administrators know how to respond to comparative results.

Comparison Data

NRC has designed a method for quantitatively integrating the results of surveys that we have conducted with those that others have conducted. These integration methods have been described thoroughly in *Public Administration Review*, *Journal of Policy Analysis and Management*, and in NRC’s first book on conducting and using citizen surveys, *Citizen Surveys: how to do them, how to use them, what they mean*, published by the International City/County Management Association (ICMA). Scholars who specialize in the analysis of citizen surveys regularly have relied on NRC’s work.^{1, 2} The method described in those publications is refined regularly and statistically tested on a growing number of resident surveys in NRC’s proprietary databases.

Communities in NRC’s benchmark database are distributed geographically across the country and range from small to large in population size. Comparisons may be made to all communities in the database or to a subset. Despite the differences in characteristics across communities, all are in the business of providing services to residents. Though individual community circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any community, like SAT scores in any teen household, bring pride and a sense of accomplishment.

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 communities whose residents evaluated local government services and gave their opinion about the quality of community life. The comparison evaluations are from the most recent survey completed in each jurisdiction; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant.

¹ Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction, *Journal of Urban Affairs*, 24, 271-288.

² Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331-341.

The Town of Parker chose to have comparisons made to the entire database as well as to communities in the Front Range.

Interpreting the Results

Average ratings are compared when questions similar to those asked in the Parker survey are included in NRC's database, and there are at least five jurisdictions in which the question was asked.

Where comparisons for quality ratings were available, the Town of Parker's results were noted as being "above" the benchmark, "below" the benchmark or "similar" to the benchmark. For some questions – those related to resident behavior, circumstance or to a local problem – the comparison to the benchmark is designated as "more," "similar" or "less" (for example, the percent residents reporting having had contact with a Town employee.) In instances where ratings are considerably higher or lower than the benchmark, these ratings have been further demarcated by the attribute of "much," (for example, "much less" or "much above"). These labels come from a statistical comparison of Parker's rating to the benchmark where a rating is considered "similar" if it is within the margin of error; "above," "below," "more" or "less" if the difference between Parker's rating and the benchmark is greater the margin of error; and "much above," "much below," "much more" or "much less" if the difference between Parker's rating and the benchmark is more than twice the margin of error.

Comparisons are provided at the national level and to other communities in Colorado's Front Range.

National Benchmarks

Table 75: Aspects of Quality of Life Benchmarks

Please rate the following aspects of quality of life in Parker:	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	97%	41	351	Much higher
Your neighborhood as a place to live	89%	78	271	Much higher
Parker as a place to raise children	95%	33	341	Much higher
Parker as a place to retire	71%	82	324	Much higher
Parker as a place to work	55%	188	319	Lower
Your overall quality of life in Parker	96%	42	403	Much higher

Table 76: Community Characteristics Benchmarks

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	81%	23	272	Much higher
Openness and acceptance of the community toward people of diverse backgrounds	68%	88	252	Higher
Overall appearance of Parker	89%	46	319	Much higher
Cleanliness of Parker	93%	26	233	Much higher
Overall quality of new development in Parker	71%	35	249	Much higher
Overall image or reputation of Parker	90%	44	307	Much higher
Overall feeling of safety in Parker	94%	41	196	Much higher
Variety of housing options	62%	96	239	Higher
Overall quality of business and service establishments in Parker	74%	59	233	Much higher
Shopping opportunities	61%	105	256	Much higher
Opportunities to attend cultural activities	77%	46	258	Much higher
Recreational opportunities	85%	30	267	Much higher
Employment opportunities	39%	116	272	Higher
Educational opportunities	69%	50	142	Much higher
Opportunities to participate in community events and activities	86%	12	219	Much higher
Opportunities to volunteer	77%	79	230	Higher
Opportunities to participate in community matters	74%	37	233	Much higher
Ease of car travel in Parker	65%	112	260	Higher
Ease of bus travel in Parker	27%	98	113	Much lower
Ease of bicycle travel in Parker	77%	26	263	Much higher
Ease of walking in Parker	78%	60	255	Much higher
Traffic flow on major streets	46%	186	301	Lower
Availability of preventive health services	81%	16	194	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	7	100	Much higher
Health and wellness opportunities in Parker	88%	17	104	Much higher

Table 77: Participation Benchmarks

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	16%	188	230	Much lower
Contacted Town Council	96%	1	95	Much higher
Volunteered your time to an organization or activity in Parker	46%	84	229	Much higher
Participated in a Town of Parker Recreation program	63%	12	136	Much higher
Visited a Town of Parker recreation facility	77%	8	201	Much higher
Attended a Town-sponsored event	63%	18	97	Much higher

Table 78: Town Services Benchmarks

Please rate the quality of each of the following services provided by the Town of Parker.	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	69%	108	259	Higher
Street repair	64%	101	385	Much higher
Street cleaning	77%	53	271	Much higher
Traffic enforcement	76%	97	336	Much higher
Parks/trails maintenance	92%	15	104	Much higher
Recreation programs	88%	43	292	Much higher
Recreation facilities	88%	43	240	Much higher
Crime prevention (efforts to keep the community safe)	92%	16	313	Much higher
Building permits and inspections	73%	9	27	Much higher
Public information	77%	3	22	Much higher
Code enforcement	69%	58	322	Much higher
Handling citizen complaints	67%	2	5	Much higher
Police response to calls	85%	10	53	Much higher
Municipal court	72%	49	125	Similar
Cultural programming/classes	84%	3	6	Much higher
Animal control	70%	129	297	Higher
Overall quality of services provided in the Town of Parker	84%	136	394	Much higher

Table 79: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	33%	257	279	Much lower

Table 80: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	88%	33	172	Much higher
Responsiveness	84%	48	173	Much higher
Courtesy	89%	19	154	Much higher
Overall impression	85%	34	325	Much higher

Table 81: Interaction with Police Department Employee (of Those Who Had Contact) Benchmarks

If yes, what was your impression of the Town of Parker Police Department in your most recent contact? (Rate each characteristic below.)	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall Police Department performance	80%	79	383	Much higher
Overall competence of Police Department employees	85%	17	94	Much higher
Attitudes and behavior of officers	83%	1	8	Much higher

Table 82: Government Performance Benchmarks

Please rate the following categories of Parker government performance.	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction the Town is taking	70%	68	288	Much higher
Overall performance of general administration and management	78%	NA	NA	NA
Performance of the Town Council	72%	6	19	Much higher
The job Parker does at running local government for the benefit of all the people	73%	2	9	Much higher
The value of services for the taxes paid to Parker	59%	146	365	Higher
Management of growth and development	46%	18	27	Lower
Being ethical and honest	77%	9	100	Much higher
Preparing the community for an emergency	55%	185	249	Much lower
The Town keeps me informed about community issues and initiatives	87%	18	250	Much higher
The Town government welcomes citizen involvement and offers ways for residents to get involved	86%	49	275	Much higher
The Town listens to its citizens	78%	7	48	Much higher

Front Range Benchmarks

Table 83: Aspects of Quality of Life Benchmarks

Please rate the following aspects of quality of life in Parker:	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Parker as a place to live	97%	5	28	Much higher
Your neighborhood as a place to live	89%	10	27	Higher
Parker as a place to raise children	95%	4	29	Much higher
Parker as a place to retire	71%	6	30	Much higher
Parker as a place to work	55%	18	30	Lower
Your overall quality of life in Parker	96%	5	32	Much higher

Table 84: Community Characteristics Benchmarks

Please rate each of the following characteristics as they relate to the Parker community as a whole:	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	81%	2	25	Much higher
Openness and acceptance of the community toward people of diverse backgrounds	68%	8	20	Similar
Overall appearance of Parker	89%	3	23	Much higher
Cleanliness of Parker	93%	2	12	Much higher
Overall quality of new development in Parker	71%	3	17	Much higher
Overall image or reputation of Parker	90%	3	25	Much higher
Overall feeling of safety in Parker	94%	3	13	Much higher
Variety of housing options	62%	8	18	Higher
Overall quality of business and service establishments in Parker	74%	3	16	Much higher
Shopping opportunities	61%	10	22	Higher
Opportunities to attend cultural activities	77%	6	19	Much higher
Recreational opportunities	85%	6	23	Much higher
Employment opportunities	39%	14	26	Higher
Educational opportunities	69%	1	12	Much higher
Opportunities to participate in community events and activities	86%	2	12	Much higher
Opportunities to volunteer	77%	4	14	Much higher
Opportunities to participate in community matters	74%	3	14	Much higher
Ease of car travel in Parker	65%	9	24	Similar
Ease of bus travel in Parker	27%	15	15	Much lower
Ease of bicycle travel in Parker	77%	6	23	Much higher
Ease of walking in Parker	78%	8	21	Much higher
Traffic flow on major streets	46%	13	19	Much lower
Availability of preventive health services	81%	1	10	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	1	5	Much higher
Health and wellness opportunities in Parker	88%	2	7	Much higher

Table 85: Participation Benchmarks

In the last 12 months, about how many times, if ever, have you or other household members done the following things?	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Attended a public meeting about Town matters	16%	12	13	Much lower
Contacted Town Council	96%	1	5	Much higher
Volunteered your time to an organization or activity in Parker	46%	3	12	Much higher
Participated in a Town of Parker Recreation program	63%	1	10	Much higher
Visited a Town of Parker recreation facility	77%	3	13	Much higher
Attended a Town-sponsored event	63%	1	6	Much higher

Table 86: Town Services Benchmarks

Please rate the quality of each of the following services provided by the Town of Parker.	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT)	69%	9	29	Much higher
Street repair	64%	5	28	Much higher
Street cleaning	77%	3	20	Much higher
Traffic enforcement	76%	6	24	Higher
Parks/trails maintenance	92%	3	8	Much higher
Recreation programs	88%	8	22	Much higher
Recreation facilities	88%	7	18	Higher
Crime prevention (efforts to keep the community safe)	92%	2	19	Much higher
Building permits and inspections	73%	2	9	Much higher
Public information	77%	3	7	Much higher
Code enforcement	69%	4	25	Much higher
Handling citizen complaints	67%	NA	NA	NA
Police response to calls	85%	NA	NA	NA
Municipal court	72%	8	20	Similar
Cultural programming/classes	84%	NA	NA	NA
Animal control	70%	9	23	Higher
Overall quality of services provided in the Town of Parker	84%	10	28	Much higher

Table 87: Contact with Town Employee Benchmarks

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?	33%	19	22	Much lower

Table 88: Interaction with Town Employee (of Those Who Had Contact) Benchmarks

If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Knowledge	88%	4	21	Much higher
Responsiveness	84%	7	18	Higher
Courtesy	89%	1	13	Much higher
Overall impression	85%	5	28	Much higher

Table 89: Interaction with Police Department Employee (of Those Who Had Contact) Benchmarks

If yes, what was your impression of the Town of Parker Police Department in your most recent contact? (Rate each characteristic below.)	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall Police Department performance	80%	3	27	Much higher
Overall competence of Police Department employees	85%	NA	NA	NA
Attitudes and behavior of officers	83%	NA	NA	NA

Table 90: Government Performance Benchmarks

Please rate the following categories of Parker government performance.	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Overall direction the Town is taking	70%	5	27	Much higher
Overall performance of general administration and management	78%	NA	NA	NA
Performance of the Town Council	72%	NA	NA	NA
The job Parker does at running local government for the benefit of all the people	73%	1	5	Much higher
The value of services for the taxes paid to Parker	59%	7	22	Higher
Management of growth and development	46%	NA	NA	NA
Being ethical and honest	77%	1	7	Much higher
Preparing the community for an emergency	55%	13	17	Much lower
The Town keeps me informed about community issues and initiatives	87%	2	12	Much higher
The Town government welcomes citizen involvement and offers ways for residents to get involved	86%	3	24	Much higher
The Town listens to its citizens	78%	3	9	Much higher

List of Jurisdictions in the Benchmark Comparisons

When possible, comparisons of results were made to other jurisdictions in NRC's benchmark database including those across the nation and in the Front Range. The jurisdictions included in these comparisons are listed in the tables on the following pages.

Jurisdictions Included in Parker National Comparison

Abilene city, KS	6,844	Boonville city, MO	8,319
Adams County, CO.....	441,603	Boulder city, CO.....	97,385
Airway Heights city, WA	6,114	Boulder County, CO.....	294,567
Albany city, OR	50,158	Bowling Green city, KY	58,067
Albemarle County, VA	98,970	Brentwood city, MO	8,055
Albert Lea city, MN.....	18,016	Brentwood city, TN.....	37,060
Algonquin village, IL	30,046	Brighton city, CO	33,352
Aliso Viejo city, CA.....	47,823	Bristol city, TN	26,702
Altoona city, IA	14,541	Broken Arrow city, OK	98,850
Ames city, IA.....	58,965	Brookfield city, WI.....	37,920
Andover CDP, MA.....	8,762	Brookline CDP, MA	58,732
Ankeny city, IA.....	45,582	Brookline town, NH	4,991
Ann Arbor city, MI	113,934	Broomfield city, CO	55,889
Annapolis city, MD	38,394	Brownsburg town, IN	21,285
Apple Valley town, CA	69,135	Bryan city, TX.....	76,201
Arapahoe County, CO.....	572,003	Burien city, WA.....	33,313
Arkansas City city, AR	366	Burleson city, TX.....	36,690
Arlington city, TX	365,438	Cabarrus County, NC	178,011
Arlington County, VA.....	207,627	Cambridge city, MA.....	105,162
Arvada city, CO	106,433	Canton city, SD	3,057
Ashland city, OR	20,078	Cape Coral city, FL	154,305
Ashland town, VA	7,225	Cape Girardeau city, MO	37,941
Aspen city, CO	6,658	Carlisle borough, PA	18,682
Auburn city, AL	53,380	Carlsbad city, CA.....	105,328
Auburn city, WA	70,180	Cartersville city, GA	19,731
Augusta CCD, GA	134,777	Cary town, NC.....	135,234
Aurora city, CO	325,078	Casa Grande city, AZ.....	48,571
Austin city, TX.....	790,390	Casper city, WY.....	55,316
Bainbridge Island city, WA.....	23,025	Castine town, ME	1,366
Baltimore city, MD	620,961	Castle Pines North city, CO.....	10,360
Baltimore County, MD.....	805,029	Castle Rock town, CO	48,231
Battle Creek city, MI	52,347	Cedar Falls city, IA	39,260
Bay City city, MI.....	34,932	Cedar Rapids city, IA.....	126,326
Baytown city, TX.....	71,802	Centennial city, CO	100,377
Bedford city, TX.....	46,979	Centralia city, IL.....	13,032
Bedford town, MA.....	13,320	Chambersburg borough, PA	20,268
Bellevue city, WA	122,363	Chandler city, AZ	236,123
Bellingham city, WA	80,885	Chanhassen city, MN.....	22,952
Beltrami County, MN.....	44,442	Chapel Hill town, NC.....	57,233
Benbrook city, TX	21,234	Charlotte city, NC	731,424
Bend city, OR.....	76,639	Charlotte County, FL.....	159,978
Benicia city, CA	26,997	Charlottesville city, VA	43,475
Bettendorf city, IA	33,217	Chattanooga city, TN.....	167,674
Billings city, MT	104,170	Chesterfield County, VA	316,236
Blaine city, MN	57,186	Chippewa Falls city, WI.....	13,661
Bloomfield Hills city, MI.....	3,869	Citrus Heights city, CA	83,301
Bloomington city, IL.....	76,610	Clackamas County, OR.....	375,992
Bloomington city, MN	82,893	Clarendon Hills village, IL.....	8,427
Blue Springs city, MO	52,575	Clayton city, MO.....	15,939
Boise City city, ID.....	205,671	Clearwater city, FL.....	107,685
Boone County, KY	118,811	Cleveland Heights city, OH	46,121

Clive city, IA.....	15,447	El Cerrito city, CA.....	23,549
Clovis city, CA.....	95,631	El Dorado County, CA.....	181,058
College Park city, MD.....	30,413	El Paso city, TX.....	649,121
College Station city, TX.....	93,857	Elk Grove city, CA.....	153,015
Colleyville city, TX.....	22,807	Elk River city, MN.....	22,974
Collinsville city, IL.....	25,579	Elko New Market city, MN.....	4,110
Columbia city, MO.....	108,500	Elmhurst city, IL.....	44,121
Columbia city, SC.....	129,272	Encinitas city, CA.....	59,518
Columbus city, WI.....	4,991	Englewood city, CO.....	30,255
Commerce City city, CO.....	45,913	Erie town, CO.....	18,135
Concord city, CA.....	122,067	Escambia County, FL.....	297,619
Concord town, MA.....	17,668	Estes Park town, CO.....	5,858
Conyers city, GA.....	15,195	Fairview town, TX.....	7,248
Cookeville city, TN.....	30,435	Farmington Hills city, MI.....	79,740
Coon Rapids city, MN.....	61,476	Fayetteville city, NC.....	200,564
Cooper City city, FL.....	28,547	Fishers town, IN.....	76,794
Copperas Cove city, TX.....	32,032	Flagstaff city, AZ.....	65,870
Coronado city, CA.....	18,912	Flower Mound town, TX.....	64,669
Corvallis city, OR.....	54,462	Flushing city, MI.....	8,389
Creve Coeur city, MO.....	17,833	Forest Grove city, OR.....	21,083
Cross Roads town, TX.....	1,563	Fort Collins city, CO.....	143,986
Crystal Lake city, IL.....	40,743	Fort Smith city, AR.....	86,209
Dade City city, FL.....	6,437	Fort Worth city, TX.....	741,206
Dakota County, MN.....	398,552	Fountain Hills town, AZ.....	22,489
Dallas city, OR.....	14,583	Franklin city, TN.....	62,487
Dallas city, TX.....	1,197,816	Fredericksburg city, VA.....	24,286
Danville city, KY.....	16,218	Freeport CDP, ME.....	1,485
Dardenne Prairie city, MO.....	11,494	Freeport city, IL.....	25,638
Davenport city, IA.....	99,685	Fremont city, CA.....	214,089
Davidson town, NC.....	10,944	Friendswood city, TX.....	35,805
Decatur city, GA.....	19,335	Fruita city, CO.....	12,646
Del Mar city, CA.....	4,161	Gahanna city, OH.....	33,248
Delray Beach city, FL.....	60,522	Gainesville city, FL.....	124,354
Denison city, TX.....	22,682	Gaithersburg city, MD.....	59,933
Denver city, CO.....	600,158	Galveston city, TX.....	47,743
Derby city, KS.....	22,158	Garden City city, KS.....	26,658
Des Moines city, IA.....	203,433	Gardner city, KS.....	19,123
Des Peres city, MO.....	8,373	Geneva city, NY.....	13,261
Destin city, FL.....	12,305	Georgetown city, TX.....	47,400
Dewey-Humboldt town, AZ.....	3,894	Germantown city, TN.....	38,844
Dorchester County, MD.....	32,618	Gilbert town, AZ.....	208,453
Dothan city, AL.....	65,496	Gillette city, WY.....	29,087
Douglas County, CO.....	285,465	Glendora city, CA.....	50,073
Dover city, NH.....	29,987	Globe city, AZ.....	7,532
Dublin city, CA.....	46,036	Golden Valley city, MN.....	20,371
Duluth city, MN.....	86,265	Goodyear city, AZ.....	65,275
Duncanville city, TX.....	38,524	Grafton village, WI.....	11,459
Durham city, NC.....	228,330	Grand Blanc city, MI.....	8,276
Eagle town, CO.....	6,508	Grand Island city, NE.....	48,520
East Baton Rouge Parish, LA.....	440,171	Grass Valley city, CA.....	12,860
East Grand Forks city, MN.....	8,601	Greeley city, CO.....	92,889
East Lansing city, MI.....	48,579	Green Valley CDP, AZ.....	21,391
Eau Claire city, WI.....	65,883	Greenwood Village city, CO.....	13,925
Eden Prairie city, MN.....	60,797	Greer city, SC.....	25,515
Edgerton city, KS.....	1,671	Guilford County, NC.....	488,406
Edina city, MN.....	47,941	Gunnison County, CO.....	15,324
Edmond city, OK.....	81,405	Gurnee village, IL.....	31,295
Edmonds city, WA.....	39,709	Hailey city, ID.....	7,960

Haines Borough, AK.....	2,508	La Porte city, TX.....	33,800
Hallandale Beach city, FL.....	37,113	La Vista city, NE	15,758
Hamilton city, OH	62,477	Lafayette city, CO	24,453
Hampton city, VA	137,436	Laguna Beach city, CA	22,723
Hanover County, VA	99,863	Laguna Hills city, CA.....	30,344
Harrisonburg city, VA	48,914	Laguna Niguel city, CA	62,979
Harrisonville city, MO.....	10,019	Lake Oswego city, OR	36,619
Hayward city, CA	144,186	Lake Zurich village, IL.....	19,631
Henderson city, NV.....	257,729	Lakeville city, MN	55,954
Hermiston city, OR	16,745	Lakewood city, CO	142,980
Herndon town, VA.....	23,292	Lane County, OR.....	351,715
High Point city, NC.....	104,371	Larimer County, CO	299,630
Highland Park city, IL.....	29,763	Las Cruces city, NM	97,618
Highlands Ranch CDP, CO.....	96,713	Las Vegas city, NV.....	583,756
Hillsborough town, NC	6,087	Lawrence city, KS.....	87,643
Holden town, MA	17,346	League City city, TX.....	83,560
Holland city, MI	33,051	Lee County, FL	618,754
Honolulu County, HI	953,207	Lee's Summit city, MO.....	91,364
Hooksett town, NH.....	13,451	Lehi city, UT	47,407
Hopkins city, MN	17,591	Lenexa city, KS.....	48,190
Hopkinton town, MA.....	14,925	Lewis County, NY.....	27,087
Hoquiam city, WA.....	8,726	Lewiston city, ME	36,592
Houston city, TX	2,099,451	Lincoln city, NE	258,379
Hudson city, OH.....	22,262	Lindsborg city, KS	3,458
Hudson town, CO	2,356	Littleton city, CO.....	41,737
Hudsonville city, MI.....	7,116	Livermore city, CA	80,968
Huntersville town, NC	46,773	Lombard village, IL	43,165
Hurst city, TX	37,337	Lone Tree city, CO	10,218
Hutchinson city, MN.....	14,178	Longmont city, CO	86,270
Hutto city, TX.....	14,698	Longview city, TX.....	80,455
Hyattsville city, MD	17,557	Los Alamos County, NM	17,950
Independence city, MO	116,830	Louisville city, CO.....	18,376
Indian Trail town, NC.....	33,518	Lynchburg city, VA.....	75,568
Indianola city, IA.....	14,782	Lynnwood city, WA.....	35,836
Iowa City city, IA.....	67,862	Madison city, WI.....	233,209
Issaquah city, WA	30,434	Mankato city, MN.....	39,309
Jackson County, MI.....	160,248	Maple Grove city, MN	61,567
James City County, VA	67,009	Maple Valley city, WA	22,684
Jefferson City city, MO	43,079	Maricopa County, AZ.....	3,817,117
Jefferson County, CO.....	534,543	Marin County, CA	252,409
Jefferson County, NY	116,229	Maryland Heights city, MO.....	27,472
Jerome city, ID.....	10,890	Matthews town, NC	27,198
Johnson City city, TN	63,152	McAllen city, TX.....	129,877
Johnson County, KS	544,179	McDonough city, GA	22,084
Johnston city, IA	17,278	McKinney city, TX	131,117
Jupiter town, FL.....	55,156	McMinnville city, OR	32,187
Kalamazoo city, MI	74,262	Mecklenburg County, NC	919,628
Kansas City city, KS	145,786	Medford city, OR	74,907
Kansas City city, MO	459,787	Menlo Park city, CA	32,026
Keizer city, OR	36,478	Mercer Island city, WA	22,699
Kenmore city, WA.....	20,460	Meridian charter township, MI	39,688
Kennedale city, TX	6,763	Meridian city, ID	75,092
Kennett Square borough, PA.....	6,072	Merriam city, KS	11,003
Kettering city, OH	56,163	Merrill city, WI.....	9,661
King County, WA.....	1,931,249	Mesa city, AZ	439,041
Kirkland city, WA	48,787	Mesa County, CO.....	146,723
La Mesa city, CA	57,065	Miami Beach city, FL.....	87,779
La Plata town, MD.....	8,753	Miami city, FL	399,457

Midland city, MI	41,863	Panama City city, FL.....	36,484
Milford city, DE.....	9,559	Papillion city, NE.....	18,894
Milton city, GA.....	32,661	Park City city, UT	7,558
Minneapolis city, MN	382,578	Parkland city, FL	23,962
Mission Viejo city, CA	93,305	Pasadena city, CA	137,122
Modesto city, CA	201,165	Pasco city, WA.....	59,781
Monterey city, CA.....	27,810	Pasco County, FL.....	464,697
Montgomery County, MD	971,777	Peachtree City city, GA	34,364
Montgomery County, VA.....	94,392	Pearland city, TX.....	91,252
Montpelier city, VT.....	7,855	Peoria city, AZ.....	154,065
Monument town, CO.....	5,530	Peoria city, IL.....	115,007
Mooresville town, NC.....	32,711	Peoria County, IL	186,494
Morristown city, TN.....	29,137	Peters township, PA	21,213
Morrisville town, NC.....	18,576	Petoskey city, MI	5,670
Moscow city, ID	23,800	Pflugerville city, TX	46,936
Mountain Village town, CO	1,320	Phoenix city, AZ	1,445,632
Mountlake Terrace city, WA.....	19,909	Pinal County, AZ	375,770
Munster town, IN	23,603	Pinehurst village, NC	13,124
Muscataine city, IA	22,886	Piqua city, OH.....	20,522
Naperville city, IL.....	141,853	Pitkin County, CO	17,148
Needham CDP, MA.....	28,886	Platte City city, MO.....	4,691
New Braunfels city, TX.....	57,740	Plymouth city, MN.....	70,576
New Brighton city, MN	21,456	Pocatello city, ID.....	54,255
New Hanover County, NC.....	202,667	Polk County, IA	430,640
New Orleans city, LA	343,829	Port Huron city, MI.....	30,184
New Smyrna Beach city, FL.....	22,464	Port Orange city, FL	56,048
Newberg city, OR.....	22,068	Port St. Lucie city, FL	164,603
Newport Beach city, CA.....	85,186	Portland city, OR	583,776
Newport city, RI.....	24,672	Post Falls city, ID.....	27,574
Newport News city, VA	180,719	Prince William County, VA.....	402,002
Newton city, IA.....	15,254	Prior Lake city, MN	22,796
Noblesville city, IN.....	51,969	Provo city, UT	112,488
Nogales city, AZ	20,837	Pueblo city, CO	106,595
Norfolk city, VA	242,803	Purcellville town, VA	7,727
Norman city, OK	110,925	Queen Creek town, AZ	26,361
North Las Vegas city, NV	216,961	Radford city, VA.....	16,408
Northglenn city, CO	35,789	Radnor township, PA.....	31,531
Novato city, CA.....	51,904	Ramsey city, MN.....	23,668
Novi city, MI	55,224	Rapid City city, SD.....	67,956
O'Fallon city, IL	28,281	Raymore city, MO.....	19,206
O'Fallon city, MO.....	79,329	Redmond city, WA.....	54,144
Oak Park village, IL	51,878	Rehoboth Beach city, DE	1,327
Oakland Park city, FL	41,363	Reno city, NV.....	225,221
Oakley city, CA.....	35,432	Reston CDP, VA	58,404
Ogdensburg city, NY	11,128	Richmond city, CA	103,701
Oklahoma City city, OK.....	579,999	Richmond Heights city, MO.....	8,603
Olathe city, KS	125,872	Rifle city, CO	9,172
Old Town city, ME	7,840	River Falls city, WI	15,000
Olmsted County, MN.....	144,248	Riverdale city, UT.....	8,426
Orland Park village, IL.....	56,767	Riverside city, CA	303,871
Oshkosh city, WI.....	66,083	Riverside city, MO	2,937
Otsego County, MI	24,164	Rochester city, MI	12,711
Overland Park city, KS	173,372	Rochester Hills city, MI.....	70,995
Oviedo city, FL	33,342	Rock Hill city, SC	66,154
Paducah city, KY	25,024	Rockford city, IL.....	152,871
Palm Coast city, FL.....	75,180	Rockville city, MD.....	61,209
Palm Springs city, CA	44,552	Rogers city, MN	8,597
Palo Alto city, CA	64,403	Rolla city, MO	19,559

Roselle village, IL	22,763	St. Charles city, IL	32,974
Roswell city, GA	88,346	St. Cloud city, FL	35,183
Round Rock city, TX	99,887	St. Cloud city, MN	65,842
Royal Oak city, MI	57,236	St. Joseph city, MO	76,780
Saco city, ME	18,482	St. Louis County, MN	200,226
Sahuarita town, AZ	25,259	St. Louis Park city, MN	45,250
Salida city, CO	5,236	Stallings town, NC	13,831
Salt Lake City city, UT	186,440	State College borough, PA	42,034
Sammamish city, WA	45,780	Sterling Heights city, MI	129,699
San Anselmo town, CA	12,336	Sugar Grove village, IL	8,997
San Antonio city, TX	1,327,407	Sugar Land city, TX	78,817
San Carlos city, CA	28,406	Summit city, NJ	21,457
San Diego city, CA	1,307,402	Summit County, UT	36,324
San Francisco city, CA	805,235	Sunnyvale city, CA	140,081
San Jose city, CA	945,942	Surprise city, AZ	117,517
San Juan County, NM	130,044	Suwanee city, GA	15,355
San Marcos city, CA	83,781	Tacoma city, WA	198,397
San Marcos city, TX	44,894	Takoma Park city, MD	16,715
San Rafael city, CA	57,713	Tamarac city, FL	60,427
Sandy Springs city, GA	93,853	Temecula city, CA	100,097
Sanford city, FL	53,570	Tempe city, AZ	161,719
Sangamon County, IL	197,465	Temple city, TX	66,102
Santa Clarita city, CA	176,320	The Woodlands CDP, TX	93,847
Santa Fe County, NM	144,170	Thornton city, CO	118,772
Santa Monica city, CA	89,736	Thousand Oaks city, CA	126,683
Sarasota County, FL	379,448	Tigard city, OR	48,035
Savage city, MN	26,911	Tracy city, CA	82,922
Savannah city, GA	136,286	Tualatin city, OR	26,054
Scarborough CDP, ME	4,403	Tulsa city, OK	391,906
Schaumburg village, IL	74,227	Twin Falls city, ID	44,125
Scott County, MN	129,928	Tyler city, TX	96,900
Scottsdale city, AZ	217,385	Umatilla city, OR	6,906
Seaside city, CA	33,025	Upper Arlington city, OH	33,771
SeaTac city, WA	26,909	Urbandale city, IA	39,463
Sevierville city, TN	14,807	Vail town, CO	5,305
Shawnee city, KS	62,209	Vancouver city, WA	161,791
Sheboygan city, WI	49,288	Ventura CCD, CA	111,889
Shoreview city, MN	25,043	Vestavia Hills city, AL	34,033
Shorewood city, MN	7,307	Victoria city, MN	7,345
Shorewood village, IL	15,615	Virginia Beach city, VA	437,994
Shorewood village, WI	13,162	Wake Forest town, NC	30,117
Sioux Center city, IA	7,048	Walnut Creek city, CA	64,173
Sioux Falls city, SD	153,888	Washington County, MN	238,136
Skokie village, IL	64,784	Washoe County, NV	421,407
Snellville city, GA	18,242	Watauga city, TX	23,497
Snowmass Village town, CO	2,826	Wauwatosa city, WI	46,396
South Kingstown town, RI	30,639	Waverly city, IA	9,874
South Lake Tahoe city, CA	21,403	Weddington town, NC	9,459
South Portland city, ME	25,002	Wentzville city, MO	29,070
Southborough town, MA	9,767	West Carrollton city, OH	13,143
Southlake city, TX	26,575	West Chester borough, PA	18,461
Sparks city, NV	90,264	West Des Moines city, IA	56,609
Spokane Valley city, WA	89,755	West Richland city, WA	11,811
Spring Hill city, KS	5,437	Westerville city, OH	36,120
Springboro city, OH	17,409	Westlake town, TX	992
Springfield city, MO	159,498	Westminster city, CO	106,114
Springfield city, OR	59,403	Weston town, MA	11,261
Springville city, UT	29,466	Wheat Ridge city, CO	30,166

White House city, TN.....	10,255	Winter Garden city, FL.....	34,568
Whitewater township, MI	2,597	Woodbury city, MN	61,961
Wichita city, KS.....	382,368	Woodland city, CA	55,468
Williamsburg city, VA	14,068	Woodland city, WA	5,509
Wilmington city, NC.....	106,476	Wrentham town, MA	10,955
Wilsonville city, OR.....	19,509	Wyandotte city, MI.....	25,883
Winchester city, VA	26,203	Yakima city, WA.....	91,067
Windsor town, CO	18,644	York County, VA.....	65,464
Windsor town, CT	29,044	Yorktown town, IN	9,405
Winnetka village, IL	12,187	Yuma city, AZ.....	93,064
Winston-Salem city, NC.....	229,617		

Front Range Comparison Jurisdictions

Adams County, CO.....	441,603	Greeley city, CO	92,889
Arapahoe County, CO.....	572,003	Highlands Ranch CDP, CO.....	96,713
Arvada city, CO	106,433	Jefferson County, CO.....	534,543
Aurora city, CO	325,078	Lafayette city, CO	24,453
Boulder city, CO.....	97,385	Lakewood city, CO	142,980
Boulder County, CO.....	294,567	Larimer County, CO	299,630
Brighton city, CO	33,352	Littleton city, CO.....	41,737
Broomfield city, CO	55,889	Lone Tree city, CO	10,218
Castle Pines North city, CO.....	10,360	Longmont city, CO	86,270
Castle Rock town, CO	48,231	Louisville city, CO.....	18,376
Centennial city, CO	100,377	Monument town, CO.....	5,530
Commerce City city, CO.....	45,913	Northglenn city, CO	35,789
Denver city, CO.....	600,158	Pueblo city, CO	106,595
Douglas County, CO.....	285,465	Thornton city, CO	118,772
Englewood city, CO	30,255	Westminster city, CO.....	106,114
Erie town, CO	18,135	Wheat Ridge city, CO.....	30,166
Fort Collins city, CO	143,986	Windsor town, CO	18,644

Appendix F. Survey Methodology

Developing the Questionnaire

The Town of Parker Citizen Survey was first administered in 1999. General citizen surveys, such as this one, ask recipients their perspectives about the quality of life in the town, their use of town amenities, their opinion on policy issues facing the town and their assessment of Town service delivery. The citizen survey instrument for the Town of Parker was developed by starting with the version from the previous implementation in 2013. A list of topics was generated for new questions; topics and questions were modified to find those that were the best fit for the 2015 questionnaire. In an iterative process between Town staff and NRC staff, a final five-page questionnaire was created.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. The Town of Parker provided a listing of all households within the town. Approximately 3,000 Town of Parker households were selected to participate in the survey using a systematic sampling method. Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households are chosen. To ensure the randomization of the household selection, an individual within each household was selected using the birthday method. The birthday method selects a random person within the household by asking the adult in the household, age 18 years or older, who most recently had a birthday to complete the questionnaire.

Attached units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in detached housing units.

Survey Administration and Response

Each selected household was contacted three times. First, a prenotification announcement, informing the household members that they had been selected to participate in the Town of Parker Citizen Survey was sent. Approximately one week after mailing the prenotification, each household was mailed a survey containing a cover letter signed by Mayor Waid enlisting participation. The cover letter included a URL where respondents could go to complete the survey online, if desired. The packet also contained a postage-paid return envelope in which the survey recipients could return the completed questionnaire directly to NRC. A reminder letter and survey, scheduled to arrive one to two weeks after the first survey was the final contact. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey and also included the URL for the online response option.

The mailings were sent in February 2015. Completed surveys were collected over the following seven weeks. About 5% of the 3,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 2,911 households presumed to have received a survey, 754 completed the survey (including 55 online surveys), providing a response rate of 25%.

95% Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as non-

response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the margin of error for the survey is generally no greater than plus or minus 3.6 percentage points around any given percent reported for the entire sample; results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

Mailed surveys were returned via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey is reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset is subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Weighting the Data

The demographic characteristics of the survey sample were compared to those found in the 2010 United States Census. Sample results were weighted using the population norms to reflect the appropriate percent of those residents in the town. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent gender, age and housing tenure (rent or own). This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in differences of opinion among subgroups
- The historical profile created and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

Several different weighting “schemes” are tested to ensure the best fit for the data.

The results of the weighting scheme are presented in the following table.

Table 65: 2015 Parker Citizen Survey Weighting Table

Characteristic	2010 Census	Unweighted	Weighted
Own	76%	88%	76%
Rent	24%	12%	24%
White alone, not Hispanic	86%	89%	89%
Hispanic and/or other race	14%	11%	11%
Female	51%	60%	52%
Male	49%	40%	48%
Age 18-34	29%	12%	29%
Age 35-54	52%	51%	52%
Age 55 and over	19%	37%	20%
Female 18-34	15%	8%	15%
Female 35-54	26%	31%	26%
Female 55 and over	10%	21%	10%
Male 18-34	14%	4%	14%
Male 35-54	26%	20%	26%
Male 55 and over	9%	16%	9%

¹ Source: 2010 Census

Analyzing the Data

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions and mean ratings are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B. Complete Set of Survey Responses*.

Also included are results by respondent characteristics (*Appendix D. Comparisons of Select Questions by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations. Where differences between subgroups are statistically significant, they have been marked with grey shading in the appendices.

Appendix G. Survey Instrument

The 2015 survey instrument appears on the following pages.

2015 Town of Parker Citizen Survey

Please have the adult resident of the Town of Parker household age 18 or older who most recently had a birthday complete this survey. Your answers will be used to help evaluate and set priorities for the Parker Town government. Your answers are anonymous and will be reported in group form only. Thank you for responding.

Quality of Life

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

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

Community Characteristics

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds ..	1	2	3	4	5
Overall appearance of Parker.....	1	2	3	4	5
Cleanliness of Parker.....	1	2	3	4	5
Overall quality of new development in Parker.....	1	2	3	4	5
Overall image or reputation of Parker.....	1	2	3	4	5
Overall feeling of safety in Parker.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Overall quality of business and service establishments in Parker.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Educational opportunities.....	1	2	3	4	5
Opportunities to participate in community 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
Ease of car travel in Parker.....	1	2	3	4	5
Ease of bus travel in Parker.....	1	2	3	4	5
Ease of bicycle travel in Parker.....	1	2	3	4	5
Ease of walking in Parker.....	1	2	3	4	5
Traffic flow on major streets.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Health and wellness opportunities in Parker.....	1	2	3	4	5

3. Which single characteristic do you like most about living in Parker? (Please check only one.)

- | | | |
|-----------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Sense of community/hometown feel | <input type="checkbox"/> Overall image/reputation of Parker | <input type="checkbox"/> Safety of community |
| <input type="checkbox"/> Location | <input type="checkbox"/> Parks and recreation | <input type="checkbox"/> Town history/heritage |
| <input type="checkbox"/> Neighborhoods | <input type="checkbox"/> Friends and family | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Cost of living | _____ |

4. Please indicate the rate of growth in the following categories in Parker over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth.....	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.).....	1	2	3	4	5	6
Job growth.....	1	2	3	4	5	6
Housing new construction growth.....	1	2	3	4	5	6

5. **What is the single biggest thing (program, service or type of business) the Town of Parker could do or offer to improve your quality of life in Parker?**

Community Participation

6. **In the last 12 months, about how many times, if ever, have you or other household members done the following things?**

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Attended a Town Council meeting.....	1	2	3	4	5
Attended a public meeting about Town matters.....	1	2	3	4	5
Contacted Town Council	1	2	3	4	5
Volunteered your time to an organization or activity in Parker	1	2	3	4	5
Participated in a Town of Parker Recreation program	1	2	3	4	5
Visited a Town of Parker recreation facility	1	2	3	4	5
Attended a Town-sponsored event	1	2	3	4	5
Visited Downtown Parker	1	2	3	4	5
Participated in a Town of Parker cultural/arts program	1	2	3	4	5
Visited the Parker Arts, Culture and Events (PACE) Center.....	1	2	3	4	5

Quality of Town Services

7. **Please rate the quality of each of the following services provided by the Town of Parker.**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Snow removal, excluding Parker Road/State Highway 83 (maintained by CDOT).....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Parks/trails maintenance	1	2	3	4	5
Recreation programs	1	2	3	4	5
Recreation facilities.....	1	2	3	4	5
Crime prevention (efforts to keep the community safe).....	1	2	3	4	5
Building permits and inspections	1	2	3	4	5
Public information	1	2	3	4	5
Code enforcement.....	1	2	3	4	5
Handling citizen complaints	1	2	3	4	5
Police response to calls.....	1	2	3	4	5
Working with citizen groups to solve local problems.....	1	2	3	4	5
Municipal court	1	2	3	4	5
Cultural events	1	2	3	4	5
Cultural programming/classes.....	1	2	3	4	5
Animal control	1	2	3	4	5
Overall quality of services provided in the Town of Parker	1	2	3	4	5

8. **During the last 12 months, did you have any phone, email or in-person contact with a Town of Parker employee?**

- No → GO TO QUESTION 12
- Yes

9. **If yes, what was your impression of the employee(s) of the Town of Parker in your most recent contact? (Rate each characteristic below.)**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy.....	1	2	3	4	5
Overall impression	1	2	3	4	5

10. Was your contact with the Town of Parker Police Department?

- No → GO TO QUESTION 12 Yes

11. If yes, what was your impression of the Town of Parker Police Department in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall Police Department performance	1	2	3	4	5
Overall competence of Police Department employees	1	2	3	4	5
Attitudes and behavior of officers	1	2	3	4	5

12. Please rate the following categories of Parker government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall direction the Town is taking	1	2	3	4	5
Overall performance of general administration and management	1	2	3	4	5
Performance of the Town Council.....	1	2	3	4	5
Direction the Town is taking with respect to recreation facilities	1	2	3	4	5
Direction the Town is taking with respect to cultural programming/classes/productions	1	2	3	4	5
The job Parker does at running local government for the benefit of all the people	1	2	3	4	5
The value of services for the taxes paid to Parker	1	2	3	4	5
Parker's Town government as an example of how to provide local government services	1	2	3	4	5
Being responsive to residents.....	1	2	3	4	5
Management of growth and development	1	2	3	4	5
Effectively planning for the future.....	1	2	3	4	5
Being ethical and honest	1	2	3	4	5
Supporting the economic health of Parker	1	2	3	4	5
Making decisions that support the quality of life in Parker	1	2	3	4	5
Maintaining public infrastructure (such as roads, bridges, public buildings, etc.)	1	2	3	4	5
Providing access to elected officials	1	2	3	4	5
Being open and transparent to the public	1	2	3	4	5
Preparing the community for an emergency.....	1	2	3	4	5

Communication with Citizens

13. Please rate the extent to which you agree or disagree with each of the following statements.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know</u>
The Town keeps me informed about community issues and initiatives.....	1	2	3	4	5
I am pleased with the overall direction of the Town.....	1	2	3	4	5
The Town government welcomes citizen involvement and offers ways for residents to get involved	1	2	3	4	5
The Town gathers feedback from residents on new policies or projects/ conducts public processes	1	2	3	4	5
The Town listens to its citizens	1	2	3	4	5
I consider myself informed about Town of Parker issues and operations	1	2	3	4	5

14. How often, if ever, do you get information about the Town of Parker from each of the following sources?

	Frequently	Occasionally	Never
Denver Post.....	1	2	3
Parker Chronicle.....	1	2	3
Town Newsletter (Talk of the Town).....	1	2	3
Town website (www.parkeronline.org).....	1	2	3
Douglas County News Press.....	1	2	3
YourHub.com.....	1	2	3
Town of Parker on Facebook.....	1	2	3
Town of Parker on Twitter.....	1	2	3
Town of Parker Electronic Message Boards.....	1	2	3
DC8 – Public Access Channel.....	1	2	3
Event banners on Town lamp posts.....	1	2	3
Attending government meetings.....	1	2	3
Neighborhood organizations.....	1	2	3
Word of mouth.....	1	2	3
Television.....	1	2	3
Radio.....	1	2	3

Parks and Recreation

15. To help Parker consider improvements or additions to its facilities, please indicate how much of a priority, if at all, each of the following facility types should be in planning for the future.

	Highest priority	Medium priority	Low priority	Not a priority	Don't know
Sports Fields.....	1	2	3	4	5
Indoor Pool.....	1	2	3	4	5
Outdoor Pool/Waterpark.....	1	2	3	4	5
Indoor Recreation Center.....	1	2	3	4	5
Pickleball Courts.....	1	2	3	4	5
Tennis Courts.....	1	2	3	4	5
Open Space.....	1	2	3	4	5
Mountain Bike/Adventure Trails.....	1	2	3	4	5
Nature Center.....	1	2	3	4	5
Playgrounds/Picnic Areas.....	1	2	3	4	5
Walking/Biking Trails.....	1	2	3	4	5

16. The Town also could consider improvements or additions to its recreation programs. Please indicate how much of a priority, if at all, each of the following program areas are.

	Highest priority	Medium priority	Low priority	Not a priority	Don't know
Aquatic Programs/Swimming.....	1	2	3	4	5
Education/Special Interest Classes.....	1	2	3	4	5
Special Events.....	1	2	3	4	5
Environmental/Nature Programs.....	1	2	3	4	5
Fitness Programs.....	1	2	3	4	5
Adult Sports.....	1	2	3	4	5
Youth Sports.....	1	2	3	4	5
Senior Programs.....	1	2	3	4	5
Before and After School Programs.....	1	2	3	4	5
Individuals with Disabilities Programs.....	1	2	3	4	5

17. Please indicate which of the following, if any, prevent or limit your participation in Parks and Recreation Department programs and activities. (Please check all that apply.)

- | | |
|----------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Nothing prevents/limits participation | <input type="checkbox"/> Participate in programs at other Parker providers |
| <input type="checkbox"/> Lack of time | <input type="checkbox"/> Not aware of programs |
| <input type="checkbox"/> Cost of programs | <input type="checkbox"/> Not interested in programs offered |
| <input type="checkbox"/> Inconvenient times | <input type="checkbox"/> Participate in programs outside of Parker |
| <input type="checkbox"/> Inadequate facilities | <input type="checkbox"/> No opinion |
| <input type="checkbox"/> Quality of programs | <input type="checkbox"/> Other |

The final questions are about you and your household. Again, your answers to this survey are completely anonymous and will be reported in group form only.

D1. How many years have you lived in Parker?

_____ (Please mark "0" if less than 6 months.)

D2. Which best describes your employment status?

- Work for pay outside of your home
- Work for pay from home (skip to D6)
- I do not work (student, homemaker, retired, etc.) (skip to D6)

D3. What city do you work in or nearest to? (Please check only one.)

- | | |
|--------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Arvada | <input type="checkbox"/> Lafayette |
| <input type="checkbox"/> Aurora | <input type="checkbox"/> Lakewood |
| <input type="checkbox"/> Blackhawk | <input type="checkbox"/> Littleton |
| <input type="checkbox"/> Boulder | <input type="checkbox"/> Lone Tree |
| <input type="checkbox"/> Brighton | <input type="checkbox"/> Longmont |
| <input type="checkbox"/> Broomfield | <input type="checkbox"/> Louisville |
| <input type="checkbox"/> Castle Rock | <input type="checkbox"/> Northglenn |
| <input type="checkbox"/> Commerce City | <input type="checkbox"/> Parker |
| <input type="checkbox"/> Denver | <input type="checkbox"/> Thornton |
| <input type="checkbox"/> Englewood | <input type="checkbox"/> Westminster |
| <input type="checkbox"/> Glendale | <input type="checkbox"/> Wheat Ridge |
| <input type="checkbox"/> Golden | <input type="checkbox"/> All over Metro area |
| <input type="checkbox"/> Greenwood Village | <input type="checkbox"/> Other |

D4. About how far is the distance between your home and workplace?

_____ miles

D5. What travel method do you typically use to get to work?

- | | |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Drive alone | <input type="checkbox"/> Carpool |
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Bus |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Other |

D6. Do you own or rent your residence?

- Own
- Rent

D7. Are you of Hispanic origin?

- Yes
- No

D8. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian, Eskimo or Aleut
- Asian or Pacific Islander
- Black or African American
- White or Caucasian
- Other

D9. How many people (including yourself) live in your household?

_____ people

D10. How many people in your household are under 18 years of age?

_____ people

D11. How many people in your household are age 65 or older?

_____ people

D12. What is the highest degree or level of school you have completed?

- 0-11 years, no diploma
- High school graduate
- Some college or associate degree
- Bachelor's degree
- Graduate or professional degree

D13. Which of the following best describes your age?

- | | |
|--------------------------------|--------------------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> 65 years or older |

D14. About how much was your household's total income before taxes in 2014? (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 \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 or more

D15. Your gender:

- Female
- Male

Thank you! Please return the survey in the enclosed business reply envelope to:
National Research Center, Inc., P.O. Box 549, Belle Mead, NJ 08502-9922

If you have any questions about this survey, please contact:

Town of Parker Community Affairs Department at 303.841.0353 or communityaffairs@parkeronline.org.