



2015 Citizen Survey

Prepared by



NRC
National Research Center Inc

Using Survey Results



Monitor trends in resident opinion



Measure government performance



Inform budget, land use, strategic planning decisions



Benchmark service ratings



Survey Methods



- ✓ Mailed Feb. 2015
- ✓ 3,000 households
- ✓ 754 responded (25%)
- ✓ Results weighted
- ✓ +/- 4% margin of error

QUALITY OF LIFE AND COMMUNITY



Parker, Colorado

Quality of Life

Please rate your overall quality of life in Parker.

92%

2007

93%

2009

91%

2013

96%

2015

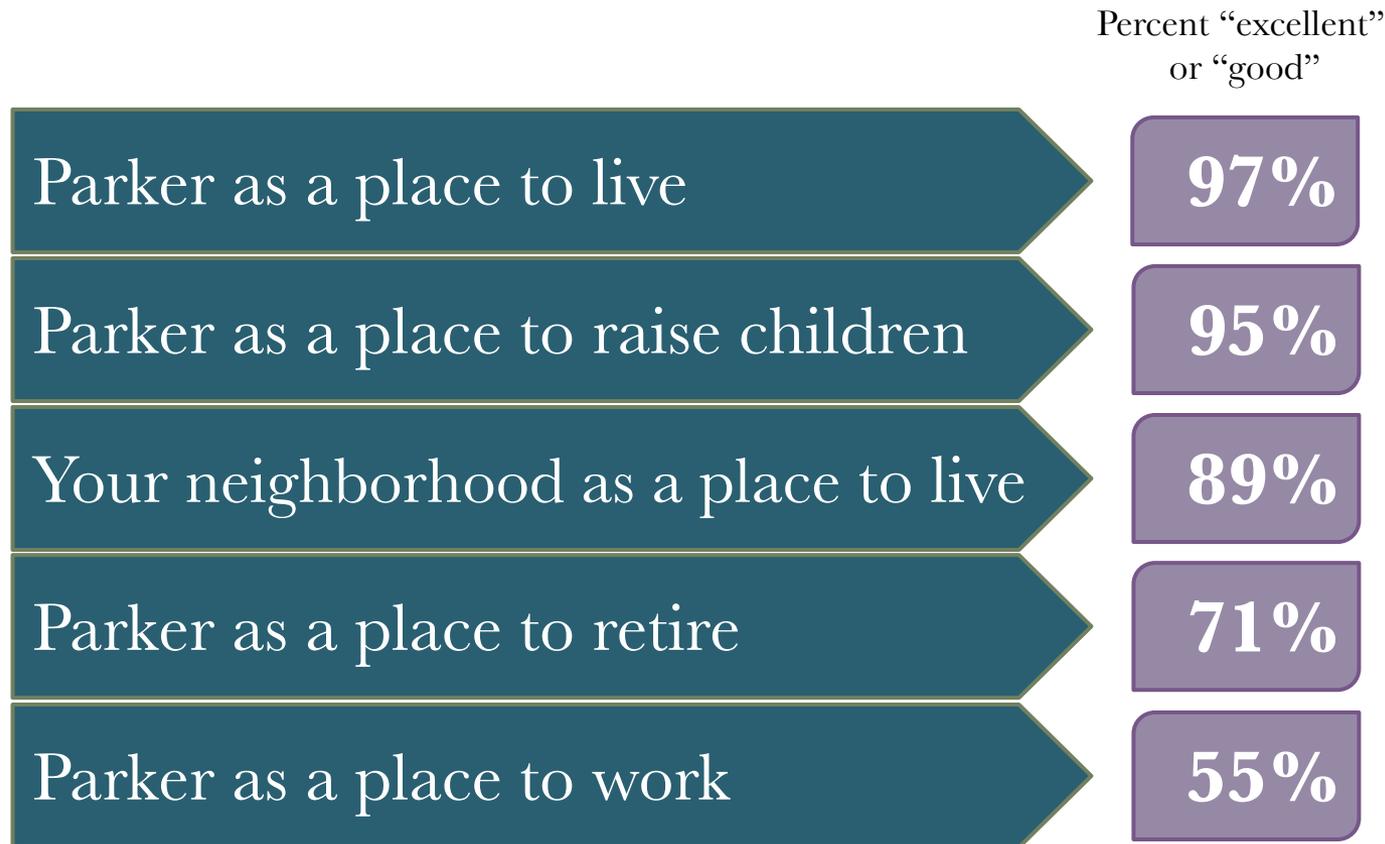
“excellent” or “good”



Much higher than benchmarks

Aspects of Quality of Life

Please rate the following aspects of life in Parker.



Community Characteristics

Top rated characteristics:



Cleanliness



Fitness opportunities



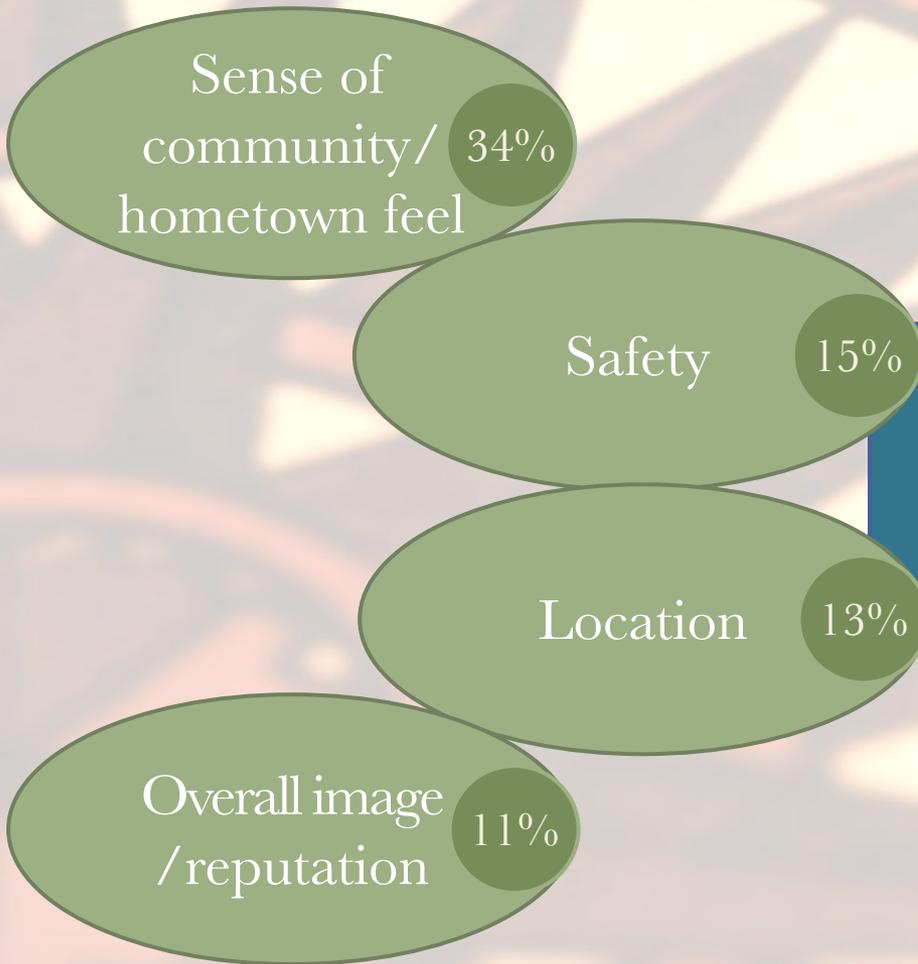
Image and reputation



Safety

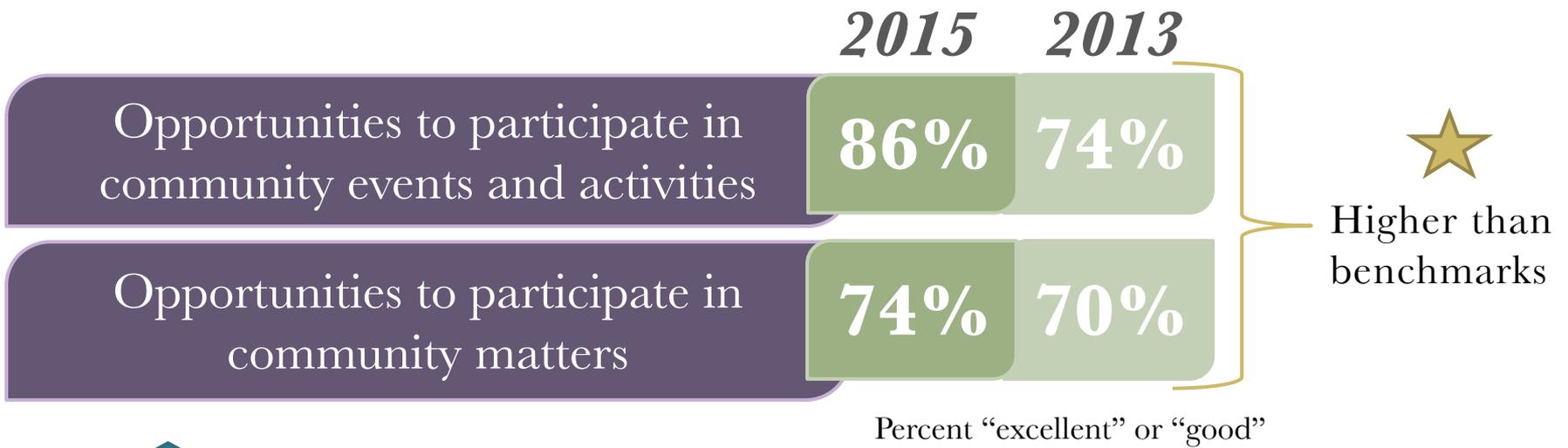
9 in 10 “excellent” or “good”

Best Attribute of Parker



Which single characteristic do you like most about living in Parker?

Community Participation



HIGHEST RATINGS

- Visited Downtown Parker
- Attended a Town-sponsored event
- Visited a Town recreation facility

- Attended a public meeting about Town matters
- Contacted Town Council
- Attended a Town Council meeting

LOWEST RATINGS

Growth in Parker

Population growth

76%
too fast

New housing construction
growth

75%
too fast

Job growth

67%
too slow

Retail growth

49%
right amount

Potential Improvements

What is the single biggest thing the Town of Parker could do to improve your quality of life?

More restaurants/grocery: 17%



Parks & trails/rec: 13%



Traffic/roads: 12%



TOWN SERVICES



Parker, Colorado

Town Services

Overall, how would you rate the quality of services in the Town of Parker?

8 in 10

“excellent” or “good”



HIGHEST
RATINGS

Parks/trails maintenance,
crime prevention

Street repair

LOWEST
RATING

★ Higher than benchmarks

Parker Employees

8 in 10 “excellent” or “good”

Town of Parker
employees

- ✓ Courtesy
- ✓ Knowledge
- ✓ Responsiveness
- ✓ Overall impression

Parker Police
Department

- ✓ Overall competence
- ✓ Overall performance
- ✓ Attitudes and behavior



Higher than benchmarks



Public Trust

2015

2013

Direction the Town is taking with respect to recreation facilities

85%

79%

Direction the Town is taking with respect to cultural programming/
classes/productions

85%

80%

Overall performance of general administration and management

78%

75%

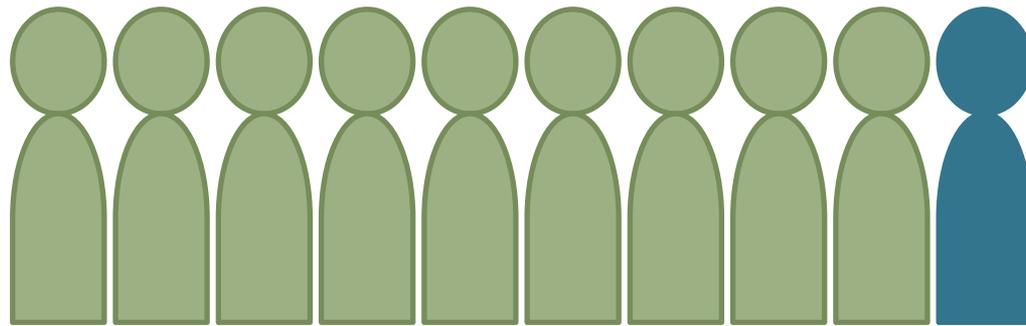
Percent “excellent” or “good”

COMMUNICATION WITH CITIZENS

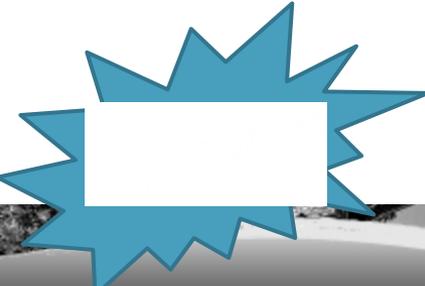


Parker, Colorado

Government Communication with Residents



87% of residents strongly or somewhat agreed that the Town keeps them informed about community issues and initiatives



Talk of the Town

ourParkernews.com
the online home of the **Parker** CHRONICLE

PLANNING AND POLICY



Parker, Colorado
Economic Development Department

Recreation Facilities

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.

Walking/biking trails

65%

Open space

62%

Playgrounds/picnic areas

46%

Mountain bike/adventure trails

45%

Percent “highest priority”



Improvements to Recreation Programs

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.

Youth Sports

42%

Fitness Programs

34%

Before and After School Programs

34%

Individuals with Disabilities Programs

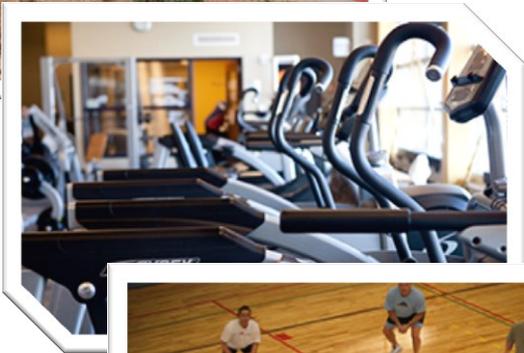
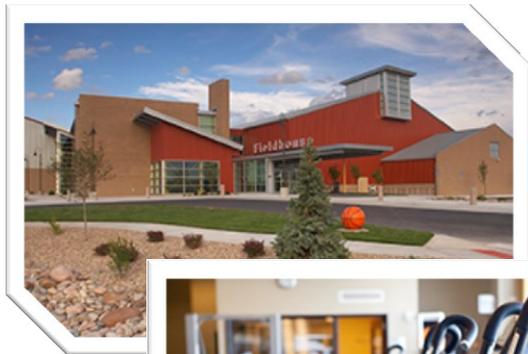
34%

Percent “highest priority”



Barriers to Participation

Please indicate which of the following, if any, prevent or limit your participation in Parks and Recreation Department programs and activities.



Lack of time

50%

Cost of program

39%

Inconvenient times

35%

Not aware of programs

24%

Conclusions

- 1 Residents feel positively about the quality of life and community in Parker
- 2 Residents appreciate the high quality services provided by the Town
- 3 Residents praise the performance of Town employees and the local government
- 4 Traffic, ease of getting around town and growth are a concern for many residents
- 5 Residents are happy with opportunities to participate in community events
- 6 Park and recreation opportunities are a valuable asset to the community



THANK YOU!

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