



2011 Citizen Survey

City of Commerce City, Colorado

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INTRODUCTION

Corona Insights is pleased to present this report to the City of Commerce City on the results of a public survey of Commerce City residents conducted in April of 2011. Corona was retained for this research in order to better understand the perceptions of, and satisfaction with, City services and facilities. In addition, the research aimed to better understand residents' opinions about the City's needs in terms of growth and development in the future.

REPORT LAYOUT

This report is divided up into a number of major sections, which include the following:

- ➔ **Executive Summary** – This section contains a brief overview of the key findings and themes of the research.
- ➔ **Background and Methodology** – This section provides a detailed description of the approach used for this project in terms of goals, methodology, and demographic characteristics of respondents.
- ➔ **Detailed Findings** – This section contains findings of each of the survey's main questions, reported individually.
- ➔ **Appendix A: Detailed Analysis Tables and Open-Ended Responses** – In this section, cross-tabulations are provided of each survey question individually. These tabulations are broken out by the two geographic areas of Commerce City, allowing conclusions to be drawn about the differences between respondents from different areas. However, no commentary is provided with these tables. In addition, verbatim responses to all open-ended survey questions are included in this appendix.
- ➔ **Appendix B: Survey Instrument** – This section contains the survey instrument used for this research.

EXECUTIVE SUMMARY

Corona Insights was retained by the City of Commerce City in early 2011 to conduct research aimed at better understanding perceptions of and satisfaction with City services and facilities. In addition, the research aimed to better understand residents' opinions about the City's needs in terms of growth and development in the future. This information was gained through a telephone survey of adults in Commerce City using a random digit dialing (RDD) sampling approach. This summary highlights some of the key findings of the survey conducted in April of 2011

REASONS FOR LIVING IN COMMERCE CITY

Affordable housing is a key reason for living in Commerce City, as evidenced by the fact that 82 percent of survey respondents said affordable housing was at least a "minor reason" for living in the city. In addition, many lived in Commerce City because they like the community, to be near friends and family, and to be near a job. On the other hand, less than half of respondents said that they lived in Commerce City because they grew up there, because of the city's schools, or because of convenience of services and shopping. Southern residents had more reasons for living in the city than did northern residents. *Exhibit 11*

PERCEPTIONS OF COMMERCE CITY

A majority of respondents (55 percent) gave positive ratings of their quality of life in Commerce City, while a small portion gave negative ratings (9 percent). On the other hand, ratings of Commerce City's economic conditions were much more mixed with one in five respondents giving a negative rating, compared to 26 percent who gave positive ratings. *Exhibits 3 and 4*

When asked to rate some of the specific aspects of Commerce City, the most positively-rated aspects included parks and recreation, public safety, and knowledge of city services. On the other hand, the highest levels of dissatisfaction with city services were in the areas of shopping and services locations, the amount of shopping and services, and the city's image. *Exhibit 5*

Overall, most respondents (80 percent) felt at least "somewhat safe" in being outside in their neighborhoods at night. However, it is important to consider that roughly one in ten respondents (9 percent) said that they felt "very unsafe" in their neighborhoods. Similarly, a vast majority of respondents (91 percent) said that they felt comfortable calling the police to report criminal activity, but 8 percent said that they didn't feel comfortable doing so. *Exhibits 9 and 10*

Generally speaking, more respondents had positive ratings than negative ratings of various aspects of their neighborhoods, though train traffic, the availability of restaurants and shopping, and job opportunities had more negative ratings than positive. When asked to rate specific neighborhood issues that they might have, the most common issues reported were unkempt lawns, criminal activities, pet noise, and graffiti. However, even these issues had a significant number of respondents who felt that they were not problems at all. *Exhibits 15 and 16*

Finally, respondents were specifically asked whether they were proud or embarrassed to live in Commerce City. Roughly half said that they felt

proud to live in the city, while 17 percent said that they were at least somewhat embarrassed. Many of these respondents said that they were embarrassed because of the city's general image (presumably in the eyes of those who live outside the city), while others pointed to specific aspects of the city, including the industrial areas, high crime levels, and general cleanliness, as aspects that were embarrassing. This concept was further reinforced by the fact that over half of respondents felt that the city did not receive fair and unbiased coverage from people who live outside the city *Exhibits 17, 18, and 23*

PERCEPTIONS OF GOVERNMENT

Roughly three in five respondents (62 percent) felt that the Denver Metro Area was headed in the right direction. In addition, ratings of various governmental officials (both in Commerce City and in the broader metro area) were generally positive. However, these ratings were somewhat mixed. The Colorado state governor received the most positive ratings, on average, but even the governor received “bad” or “very bad” ratings from 15 percent of respondents, while one-third (33 percent) simply rated the governor as being “Okay.” Even so, all of the officials addressed in the survey received more positive than negative ratings with the exception of the “local school board,” which received 28 percent “bad” or “very bad” ratings compared to only 27 percent “good” or “very good” ratings. *Exhibits 1 and 2*

Overall knowledge of Commerce City government activities was mixed. Most respondents felt that they knew at least “a little” about many government activities, including parks and recreation, community events, rules and regulations, police activities, and economic development. However, only a small segment (18 percent or less) said that they knew “a lot” about any of the activities addressed. *Exhibit 6*

Finally, very few respondents had negative ratings of their interactions with Commerce City staff; only one in eight respondents (13 percent) had a “bad” or “very bad” experience with a city representative. In addition, most respondents seemed to feel that city staff were at least adequate with regard to knowledge, professionalism, honesty, and being customer-focused. *Exhibits 7 and 8*

DESIRED IMPROVEMENTS

When asked about the most important issue for Commerce City, over one-third in total (35 percent) mentioned a need for economic development, shopping and services, or grocery stores as the City's most pressing issues. In addition to the above, respondents were also somewhat likely to mention crime prevention (12 percent), educational improvements (10 percent), or general cleanup of the city (10 percent) as the city's most pressing issues. *Exhibit 12*

When specifically asked whether Commerce City needed more of a variety of types of facilities or services, over half of respondents said that the city needed each of the facilities and services addressed. However, when asked identify which of those improvements should be the *top* priority, job opportunities and more shopping and services (including grocery stores) were clearly the most highly-prioritized improvements. *Exhibits 13 and 14*

CITY COMMUNICATIONS



Roughly one in three respondents (34 percent) said they were at least “somewhat dissatisfied” with city communications, and roughly one in ten (11 percent) were “very dissatisfied.” On the other hand, a majority did say that they were either “somewhat satisfied” or “very dissatisfied” with city communications. By far, the most common reason given for dissatisfaction with city communications was simply that respondents weren’t aware of any. Many mentioned that they didn’t think that the city really tried to communicate with residents in the first place, while others said that they simply weren’t aware of any city communications. *Exhibits 19 and 20*

When asked how they learn about city issues, two-thirds (66 percent) said that they had learned about city issues from friends and neighbors, while many mentioned various media sources, including the City News, Denver television, Commerce City newspapers, and Denver newspapers, as places they had learned about city issues. However, when asked how they *preferred* to learn about city issues, most desired communications directly from the city, either in the form of mailed information (35 percent) or emailed newsletters (19 percent). *Exhibits 21 and 22*

GEOGRAPHIC DIFFERENCES

Respondents from the northern areas of Commerce City and those from the southern areas tended to be very different in their opinions on many of the survey’s topics. These differences begin at a fundamental level, as those who live in the South had very different reasons for living in Commerce City than those in the North. For example, those in the South were more likely to say that they lived in Commerce City to be near friends and family, to be near convenient services and shopping, and to be near a job. On the other hand, those in the North were equally-likely to say that they lived in the city for affordable housing.

These differences also were apparent with regard to ratings of various city facilities and neighborhood issues. Those in the northern part of the city tended to give higher ratings of air quality, community noise levels, maintenance of houses and lawns, and sense of community. On the other hand, those in the South tended to give higher ratings of the availability of restaurants/shopping and cost of living. Those in the North were also more likely to feel safe in their neighborhoods than those in the South. Even so, it is interesting to note that those in the South were more likely to be *satisfied* with nearly every aspect of the city addressed in the survey compared to those living in the North.

However, by far the largest of these differences had to do with preferences for improvements to the city. For example, those in the northern parts of the city strongly felt that more access to shopping and services (including grocery stores) should be a top priority, while those in the South tended to feel that more job opportunities should be the top priority.

IN CONCLUSION

While there is room for improvement in the areas of customer service and communication, respondents’ highest priorities for city improvements clearly involve economic development. For those in the northern areas of the city, this takes the form of convenient access to shopping and services, while in the South, this is simply in the form of job creation. Regardless of the area, however, the economy is clearly on residents’ minds as they evaluate their overall level of satisfaction with living in Commerce City.

BACKGROUND AND METHODOLOGY

SURVEY INSTRUMENT

The survey instrument for this project was designed via a collaboration of key staff from Corona Insights and the City of Commerce City. In order to provide initial background on the desired topics for the survey, the team first met with key staff from the City to understand the overall goals and purpose of the survey. Based on this discussion, Corona created a draft of the survey instrument that combined questions from previous surveys in 2005 and 2008 (when possible and appropriate) with new questions that addressed any new issues identified for this year's survey.

After this initial draft was prepared, several rounds of revisions took place between the Corona/Commerce City team. The surveys were then tested for length, after which final revisions were made. The surveys were then fielded with this final survey instrument, which is included in Appendix B of this report.

SAMPLING METHOD AND SURVEY MODE

All surveys were conducted via telephone. The survey was targeted at all adults (age 18 or older) living in Commerce City, so the sample for the survey was drawn using a Random Digit Dialing (RDD) approach - a list of randomly generated telephone numbers known to be in the targeted geographic areas.

In order to ensure that comparisons could be drawn between respondents in the northern and southern parts of Commerce City, quotas were set so that roughly 200 respondents (out of the 400 total targeted surveys) were conducted in each of the two areas. In addition, in order to ensure that both men and women were represented in the surveys, a quota of no fewer than 175 men was set for the survey as well.

All surveys were conducted between April 1st and 18th, 2011.

WEIGHTING

To ensure that the findings were as representative for the total resident population as possible, Corona applied corrective weightings. Due to the regional quotas enforced as described above, weightings were applied so that responses from the northern and southern regions were representative of the areas' shares of the city's total population. In addition, younger people are often less likely to participate in telephone surveys than older individuals, so the data was also weighted by age.

More specifically, the population distribution of the survey’s respondents was compared to the population distribution that we would have expected to achieve based on the 2006 Commerce City Census compiled by Corona. Based on this comparison, respondents from the South were weighted slightly more heavily than those from the North. In addition, the ages of survey respondents were compared with the 2005-2009 age estimates provided by the U.S. Census Bureau’s American Community Survey. Based on this comparison, younger respondents were weighted somewhat more heavily than older respondents.

SAMPLE SIZE AND MARGIN OF ERROR

In total, 406 surveys were collected for the survey. This is sufficient to achieve a maximum raw margin of error of ± 4.8 percent at the 95 percent confidence level. However, while the weighting process ensures *more accurate* results, it also introduces some *variability* in the results. Therefore, the reported margins of error are corrected to account for any error the weighting process may have introduced. After this correction, the maximum adjusted margin of error inflates to ± 7.5 percent. This is generally considered to be a moderately strong survey.

DEMOGRAPHICS

The following table summarizes the general profile of survey respondents. These characteristics should be considered as context and background when examining findings herein. These results are *unweighted* and, thus, represent simple raw tabulations of the results.

Demographic Characteristic	Percent of Respondents	Demographic Characteristic	Percent of Respondents
Gender		Length of Time Living in Commerce City	
Male	43%	Less than 1 year	1%
Female	57%	1-2 years	19%
Age		3-4 years	17%
18-34	13%	5-9 years	45%
35-44	15%	10 years or more	18%
45-54	18%	Refused	1%
55-64	24%	Geographic Area	
65+	27%	North	49%
Refused	3%	South	46%
		Don't know	4%

REPORTING NOTES

In reviewing the exhibits in the following detailed report, the following notes are important to keep in mind:

- Figures in all graphs and tables have been rounded for reporting purposes. Occasionally, a graph may not add exactly to 100 percent for this reason. Also, this may cause some bars labeled with common values to have slightly different lengths.
- Very small percentage labels (typically 4 percent or less) on graphs are often removed for clarity in reading.

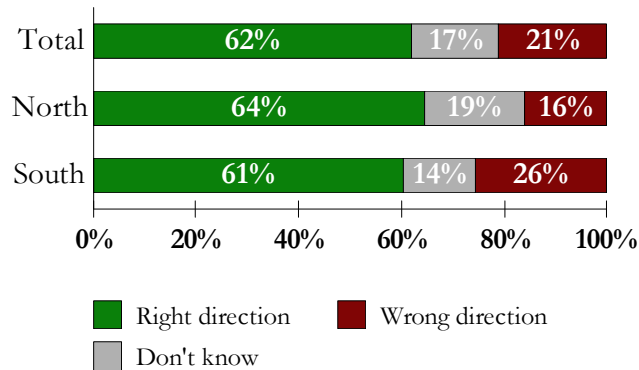
DETAILED RESEARCH FINDINGS

In the following pages, we present the results of each of the questions asked on the survey along with a general discussion of the implications of each question. Note that some comparisons between geographic areas are mentioned throughout the report that may not necessarily be shown in the associated exhibits. This is primarily done to ensure clarity in reading and additional context in interpretation. The full analysis of every question, complete with comparisons by area, is provided in Appendix A.

Exhibit 1

General Impression of Denver Metro Area’s Direction

Do you think that the Denver Metro Area is generally headed in the right direction or the wrong direction?



A MAJORITY OF RESPONDENTS FEEL THE DENVER METRO IS HEADING IN THE RIGHT DIRECTION

Among all respondents, roughly three in five (62 percent) felt that the Denver Metro Areas was generally moving in the right direction. Only roughly one in five (21 percent) felt that it was heading in the wrong direction, while the remaining 17 percent didn’t know enough to answer the question.

Interestingly, respondents from the southern area of Commerce City were considerably more likely to feel that the Metro Area was heading in the wrong direction than their counterparts in the northern area of the city (26 percent vs. 16 percent).

RATINGS OF ELECTED OFFICIALS ARE POSITIVE OVERALL, BUT MIXED

More respondents had positive ratings than negative ratings of all of the elected officials addressed in the survey, with the exception of the local school board. Positive ratings of the governor were the highest among the groups addressed, while the state legislature received the fewest positive ratings.

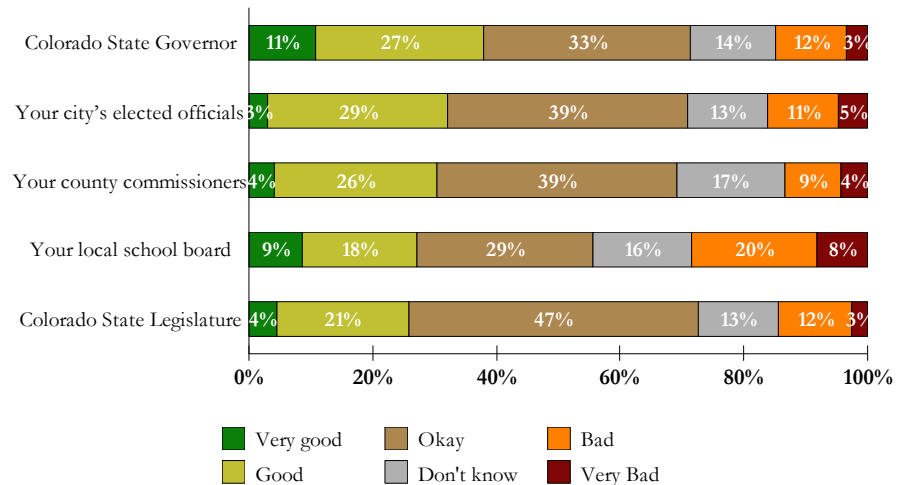
However, it is important to note that the local school board received the most negative ratings by far of all of the groups addressed. In fact, slightly more respondents gave negative ratings (28 percent) than positive ratings (27 percent).

Finally, it is interesting to note that respondents from the northern area of the city were less likely to give “very good” ratings to any of the groups addressed in the survey compared to respondents from the South.

Exhibit 2

Ratings of Elected Officials

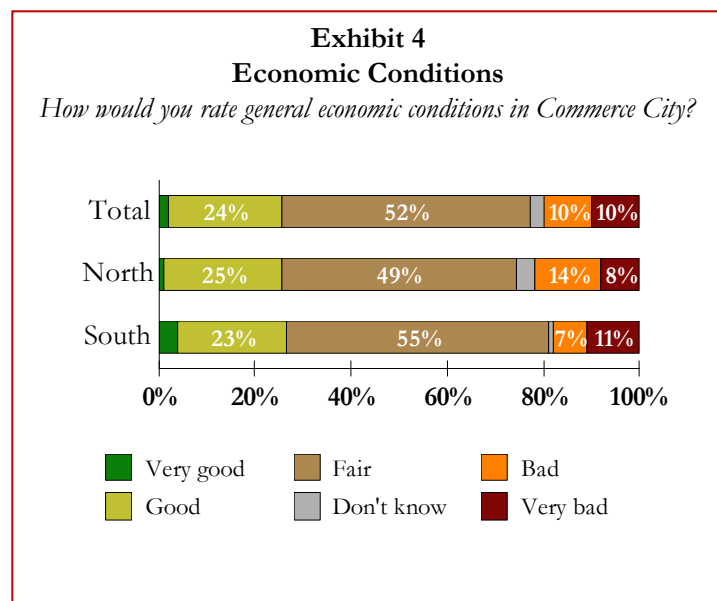
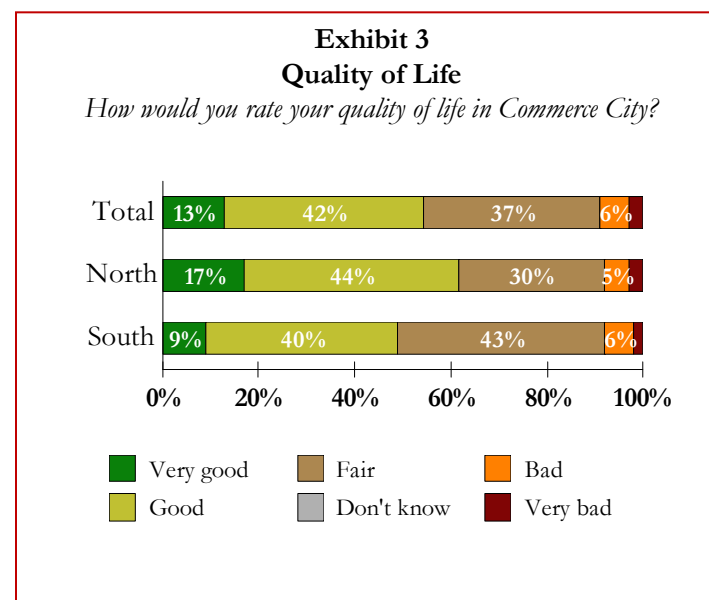
How good or bad a job do you think the following leaders are doing?



A SLIGHT MAJORITY OF RESPONDENTS RATED THEIR QUALITY OF LIFE AS AT LEAST “GOOD”

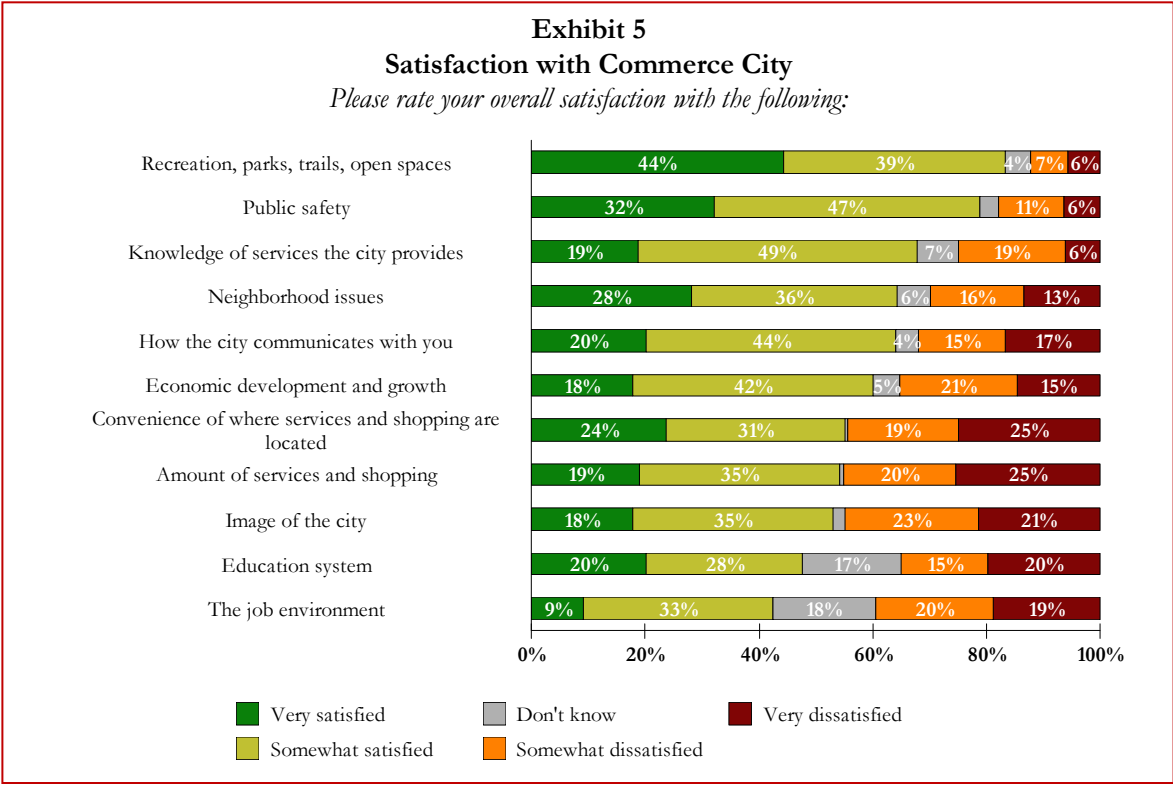
Slightly more than half of respondents (55 percent) rated their quality of life in Commerce City as being either “good” or “very good,” while the bulk of the remaining respondents (37 percent) rated their quality of life as simply being “fair.” However, only a very small portion (9 percent) felt that their quality of life was “bad” or “very bad.”

Overall, respondents from both the northern and southern areas of the city had similar perceptions about their quality of life. However, those in the northern parts of the city were slightly more likely to rate their quality of life as being “good” or “very good” than their counterparts in the southern parts of the city.



RATINGS OF COMMERCE CITY’S ECONOMIC CONDITIONS WERE MIXED

Generally speaking, respondents from all areas of the city had similar perceptions of the city’s economic conditions. While more respondents gave positive ratings of such conditions than negative ratings (26 percent vs. 20 percent, respectively), it is important to note that a majority of respondents simply rated the city’s economic conditions as being “fair.”



MORE RESIDENTS ARE SATISFIED THAN DISSATISFIED WITH MOST ASPECTS OF THE CITY

Overall, more respondents said that they were at least “somewhat satisfied” with all of the aspects of Commerce City tested on the survey. Respondents tended to be most satisfied with the city’s recreational amenities, public safety, and knowledge of city services. On the other hand, respondents tended to have the highest levels of dissatisfaction with the city’s image, as well as the convenience and amount of shopping and services in the city.

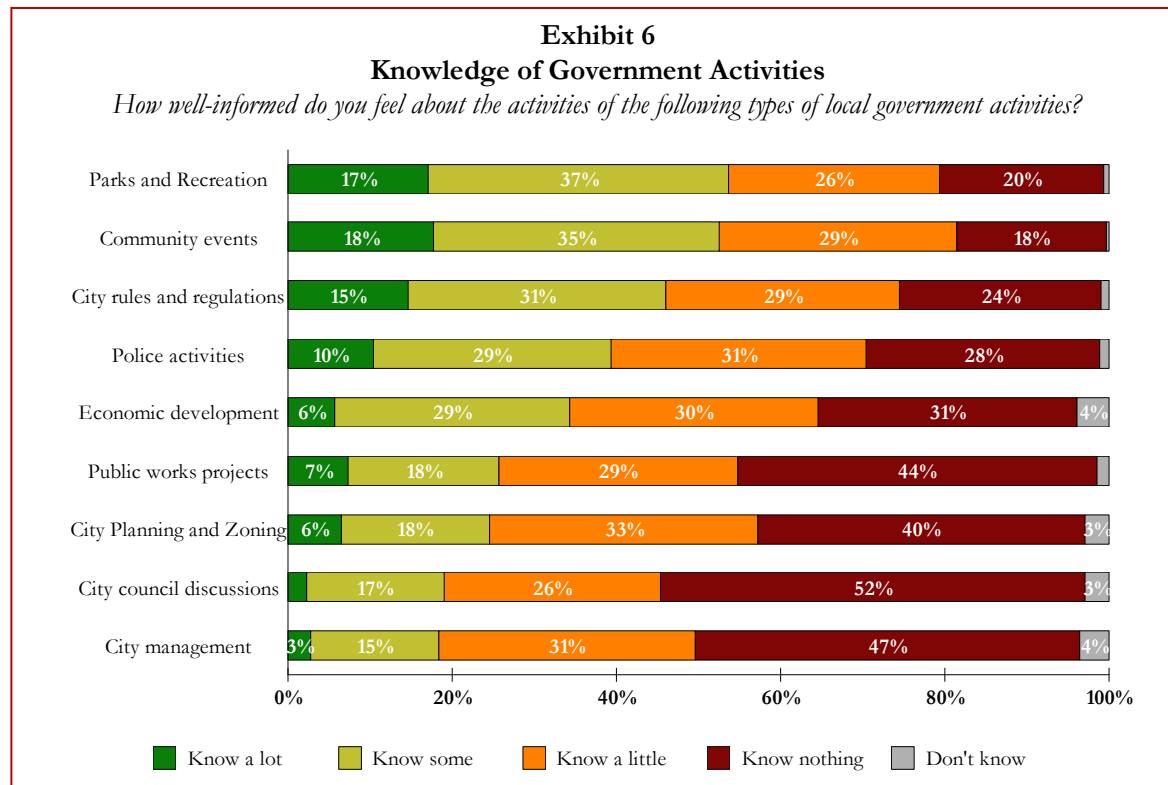
Interestingly, respondents from the southern part of Commerce City were more likely to be satisfied with nearly every aspect addressed on the survey. They were especially likely to have a higher level of satisfaction with the city’s economic development, recreational amenities, education system, and convenience/amount of shopping and services.

KNOWLEDGE OF CITY GOVERNMENT ACTIVITIES IS MIXED

Respondents tended to have the highest level of knowledge about city activities that they see regularly or that impact their daily lives. Overall, more than three in four respondents felt that they knew at least “a little” about Commerce City’s parks and recreation, community events, and city rules and regulations. However, it is important to note that very few respondents felt that they knew “a lot” about any of the activities addressed on the survey.

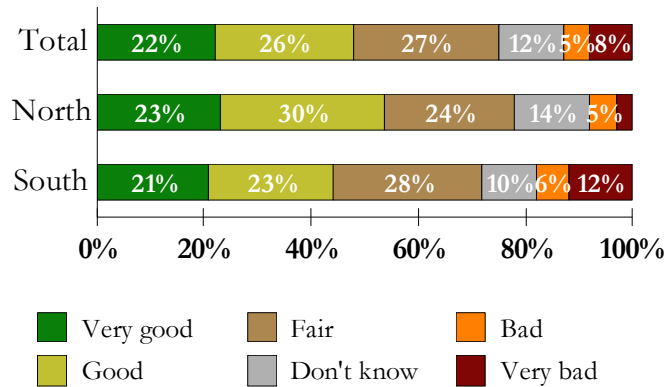
On the other end of the spectrum, knowledge of many other city planning activities, including public works projects, city planning and zoning, city council discussions, and city management, was relatively low. Fewer than one-fourth of respondents said that they even had “some” knowledge of any of these activities, and over half of respondents said that they had no knowledge of city council discussions.

For the most part, respondents from the northern and southern areas of Commerce City had similar knowledge levels of all of the activities addressed in the survey. However, it is interesting to note that respondents from the North were more likely to say that they knew “a lot” about police activities than those in the South.



**Exhibit 7
Customer Service Rating**

When you think about the last contact you had with a representative of the city (other than an elected official), how would you rate your customer service?



MORE RESIDENTS HAVE "GOOD" THAN "BAD" EXPERIENCES WITH CITY REPRESENTATIVES

Roughly one in eight respondents (13 percent) said that their last experience with a city representative was "bad" or "very bad." On the other hand, roughly half of respondents (48 percent) said that their last experience was either "good" or "very good." The remainder either rated their last experience as being "fair" or didn't know enough to answer the question.

Experiences differed notably by region, with Southern residents roughly three times more likely to report a "bad" or "very bad" experience, and less likely to report a positive experience. However, even in the south the positive experiences outweighed the negative experiences by more than a two to one margin.

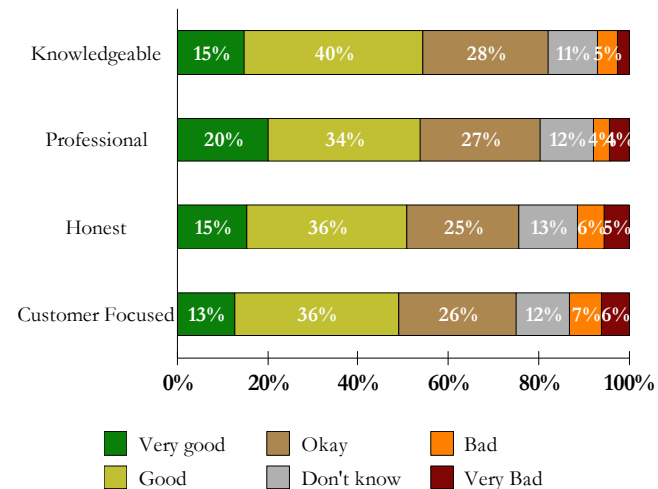
ROUGHLY HALF OF RESIDENTS RATE CITY STAFF AS BEING AT LEAST "GOOD" IN FOUR KEY PERFORMANCE AREAS

Between 49 and 55 percent of respondents rated Commerce City government staff as being at least "good" in the areas of knowledge, professionalism, honesty, and customer focus. While there were some differences between these ratings (with knowledge being the highest-rated and customer-focus being the lowest-rated), these differences were generally very small.

Similarly, any differences observed between respondents from the northern area of the city and the southern area were generally small and not statistically significant.

**Exhibit 8
Detailed City Staff Ratings**

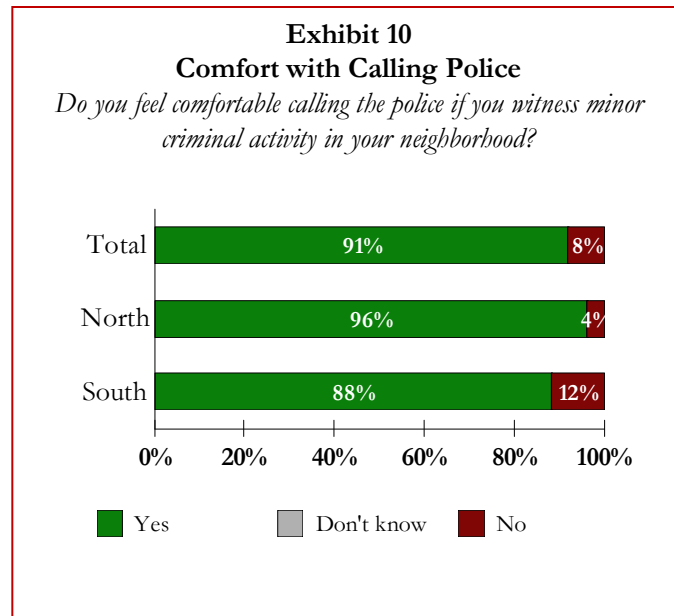
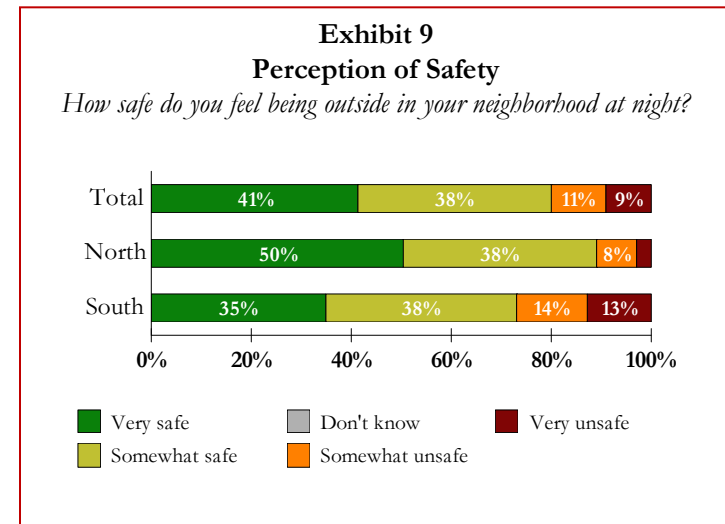
How would you rate Commerce City government staff on the following attributes?



MOST RESIDENTS FEEL SAFE IN COMMERCE CITY

Roughly four in five respondents (80 percent) said that they feel at least “somewhat safe” in their neighborhood at night, and two in five (41 percent) said that they feel “very safe.” On the other hand, roughly one in ten respondents (9 percent) said that they feel “very unsafe” in their neighborhood at night.

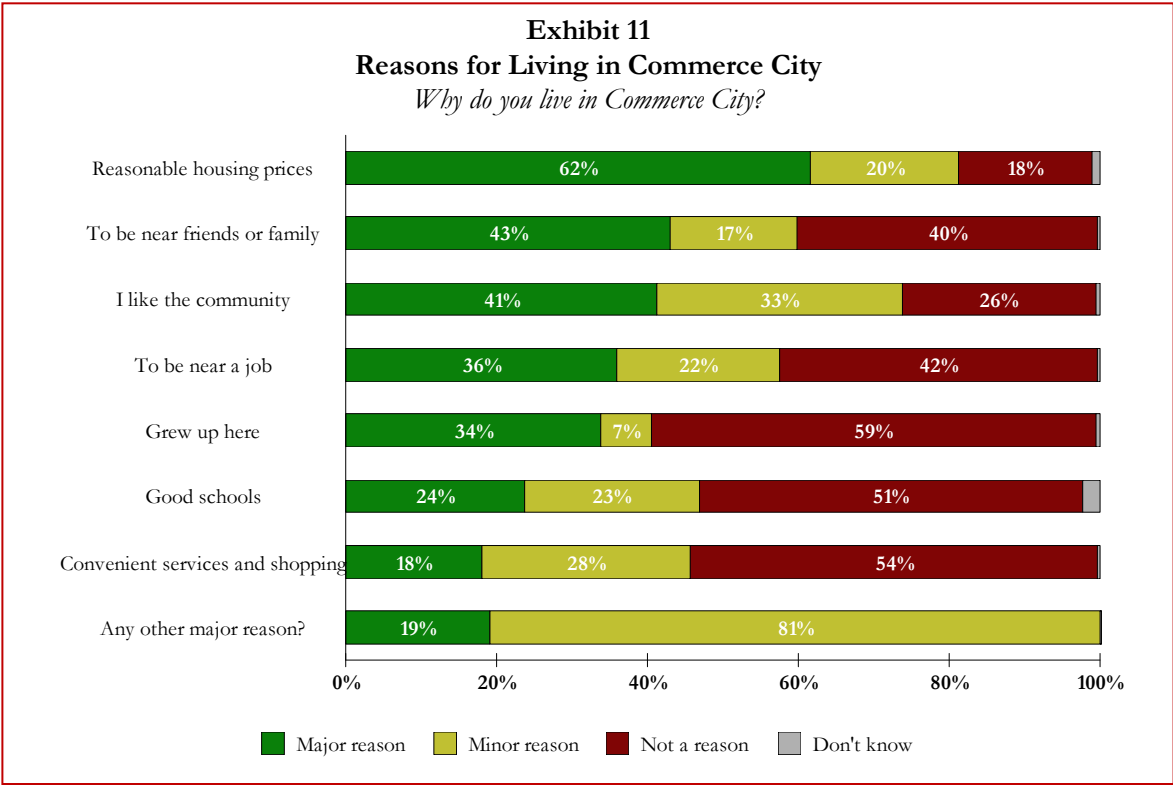
It is also important to note that respondents from the northern area of the city were much more likely to feel safe in their neighborhoods compared to those from the South. In total, only one in ten respondents (10 percent) said that they felt unsafe in the North, compared to one in four (27 percent) in the South.



A VAST MAJORITY OF RESIDENTS FEEL COMFORTABLE CALLING THE POLICE

Among all respondents, nine in ten (91 percent) said that they feel comfortable calling the police to report criminal activity.

While this general trend was seen among respondents from both the northern and southern areas of the city, those from the South were somewhat less likely to feel comfortable doing so than those from the North. Even so, a vast majority were comfortable doing so.



AFFORDABLE HOUSING IS A KEY REASON FOR LIVING IN COMMERCE CITY

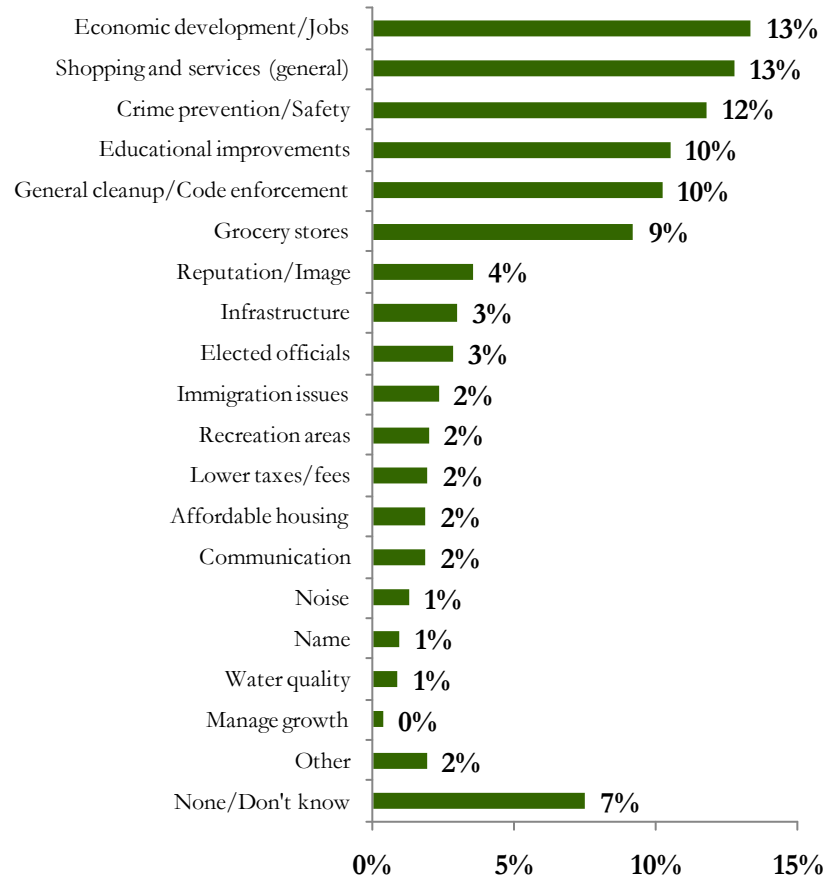
Roughly four in five respondents (82 percent) said that affordable housing was at least a “minor reason” for living in Commerce City, and 62 percent said that it was a “major reason.” In addition, being near friends and family, liking the community, and being near a job were all at least “minor reasons” for over half of respondents.

On the other hand, being near convenient shopping and services, as well as the quality of schools, were only given as “major reasons” for living in Commerce City by a small portion of respondents (18-24 percent).

Respondents from the southern area of the city were more likely to feel that all of the reasons addressed were “major reasons” for living in Commerce City compared to those in the North. However, they were especially likely to feel that growing up in Commerce City, living near friends and family, living near convenient services and shopping, and living near a job were major reasons for living in the city.

Exhibit 12
Most Pressing Issues

To make Commerce City a better place to live, work, and do business in the next five years, what do you think is the single most important local issue that needs to be addressed?



ECONOMIC DEVELOPMENT IS A KEY ISSUE FOR MANY RESIDENTS

When asked about the most important issue for Commerce City, over one-third in total (35 percent) mentioned economic issues - a general need for economic development, shopping and services, or grocery stores - as the City's most pressing single issue.

In addition to the above, respondents were also somewhat likely to mention crime prevention (12 percent), educational improvements (10 percent), or general cleanup of the city (10 percent) as the city's most pressing issues.

Respondents from the northern area of the city were much more likely than those in the South to feel that shopping and services (including grocery stores) were the city's most pressing issue.

Among those in the South, crime prevention, educational improvements, and general cleanup were all mentioned more frequently than any other issue except economic development.

Note: This question was open-ended, and responses were categorized based on their major themes. A full list of verbatim responses to the question can be found in Appendix A of this report.

Exhibit 13
Needed Facilities or Services
Do you think Commerce City needs...

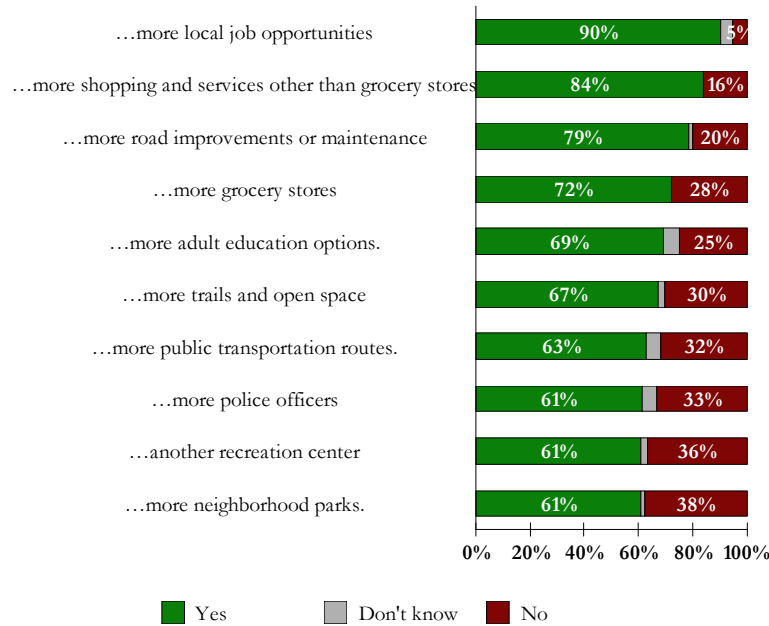
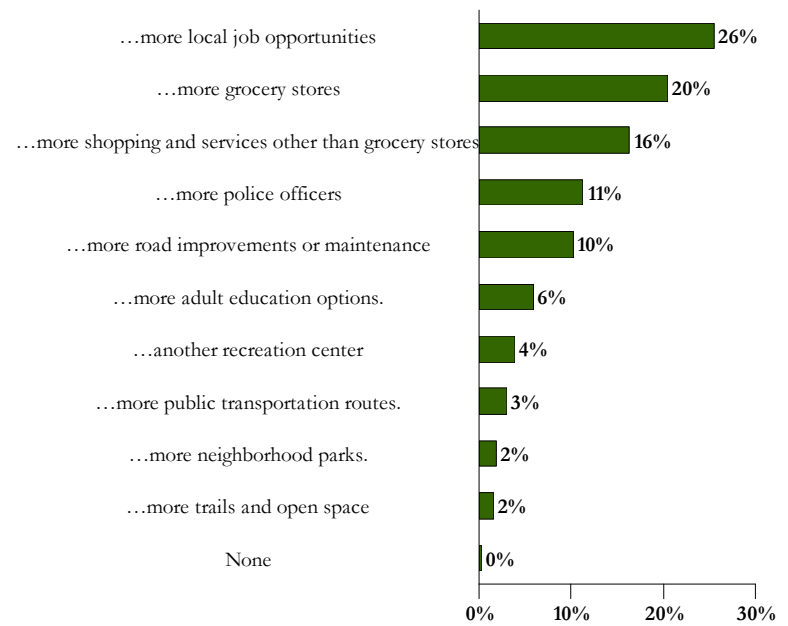


Exhibit 14
Most Needed Facilities or Services
Which one stands out as your top priority?



RESIDENTS SEEM TO FEEL THAT COMMERCE CITY NEEDS A VARIETY OF FACILITIES AND SERVICES

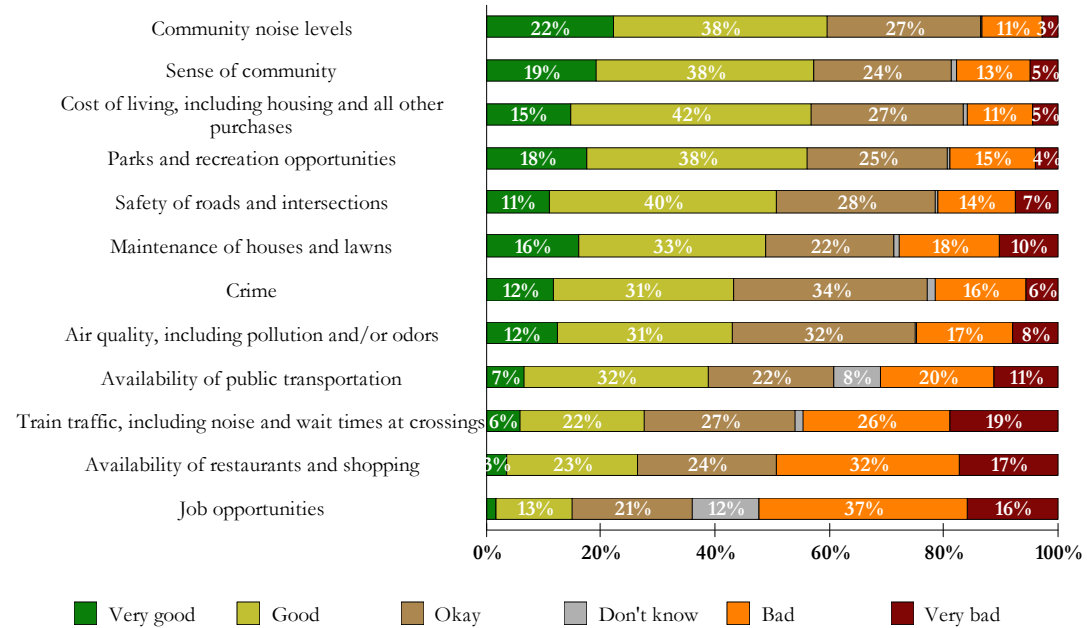
Over half of respondents said Commerce City needs more of each of the ten facilities and services addressed in the survey. Nine in ten (90 percent) felt that more local job opportunities were needed, 84 percent felt that more shopping and services were needed, and 79 percent felt that more road improvements and maintenance were needed.

When asked to identify their *top priority* on that list for improvement, however, the differences in priorities were much more apparent. One in four respondents (26 percent) said that more local job opportunities is their top priority, followed closely by more grocery stores (20 percent), more shopping other than grocery stores (16 percent), more police officers (11 percent), and more road improvements (10 percent).

There were large differences in the opinions of those in the northern part of the city and those in the South. Over one-third (38 percent) of those in the North said that more grocery stores would be their highest priority, for example, compared to only 5 percent of those in the South. On the other hand, 36 percent of those in the South said that more job opportunities would be their highest priority, compared to 14 percent in the North.

Exhibit 15
Neighborhood Ratings

How would you rate your neighborhood on each of these issues?



RESIDENTS ARE MORE LIKELY TO HAVE POSITIVE RATINGS OF THEIR NEIGHBORHOODS THAN NEGATIVE

For most of the areas addressed on the survey, more respondents gave “good” or “very good” ratings than “bad” or “very bad” ratings. However, job opportunities, availability of restaurants and shopping, and train traffic all received more negative ratings than positive ratings. On the other hand, community noise levels, sense of community, cost of living, parks and recreation, and road safety all received far more positive ratings than negative.

As was seen previously, respondents’ priorities varied based on their location. Those in the northern part of the city tended to give higher ratings on air quality, community noise levels, maintenance of houses and lawns, and sense of community. On the other hand, those in the South tended to give higher ratings of the availability of restaurants/shopping and cost of living.

UNKEMPT LAWNS, CRIMINAL ACTIVITY, AND PET NOISE ARE THE MOST COMMONLY-PERCEIVED NEIGHBORHOOD ISSUES

Overall, very few respondents (13 percent or less) felt that any of the issues addressed in the survey were “major problems” in their neighborhoods. However, many issues were believed to be at least “minor problems” for some respondents. In total, nearly two-thirds of respondents (64 percent) felt that unkempt lawns were at least a minor problem. In addition, criminal activity was considered to be at least a minor issue by 58 percent of respondents, and pet noise (barking) was considered to be at least a minor problem for 56 percent of respondents.

Nearly all of the issues on the survey were more commonly considered to be problems among respondents from the southern areas of the city. More specifically, criminal activity (and especially graffiti), drug and alcohol abuse, disruptive parties, and other loud noises were all considered problems far more commonly among respondents in the South compared to those in the northern areas of the city.

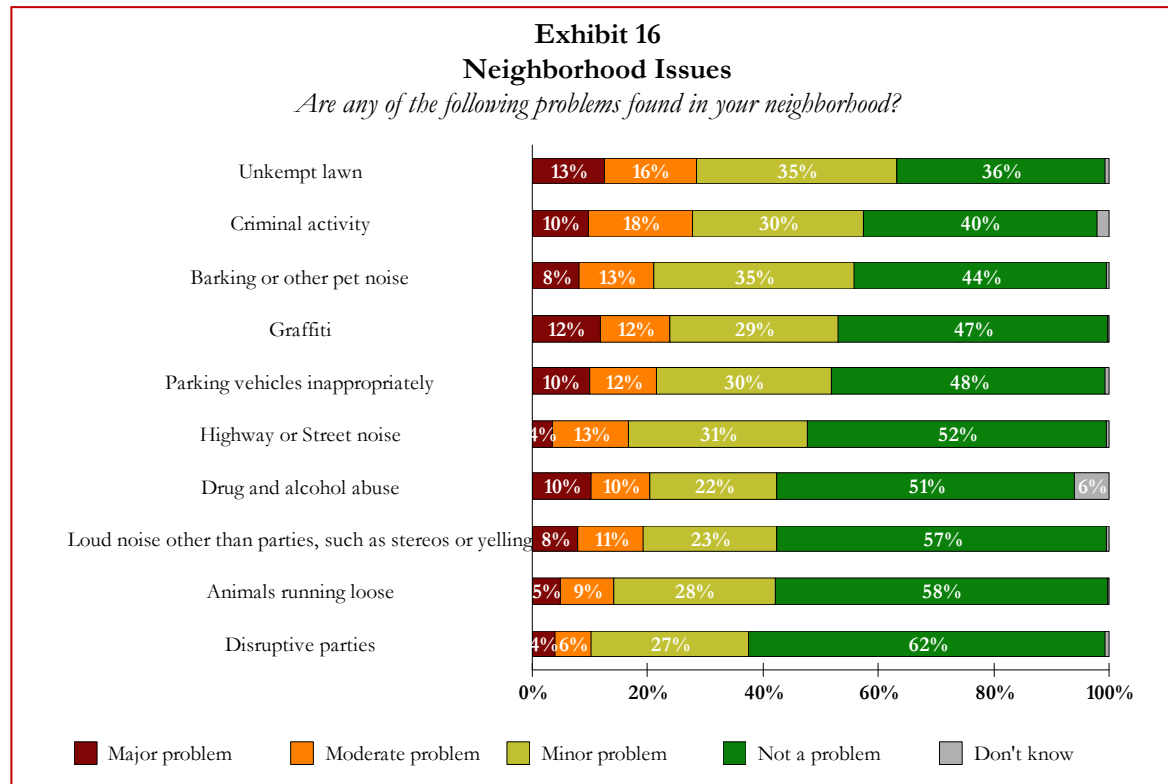
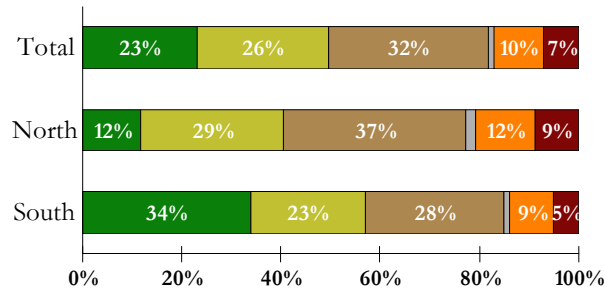


Exhibit 17

Feelings about Living in Commerce City

Which one of the following statements best describes your thoughts about living in Commerce City?



- I'm very proud to say that I live in Commerce City.
- I'm somewhat proud to say that I live in Commerce City.
- I'm not embarrassed, but I'm not proud.
- Don't know
- I'm somewhat embarrassed to say that I live in Commerce City.
- I'm very embarrassed to say that I live in Commerce City.

HALF OF RESIDENTS ARE AT LEAST "SOMEWHAT PROUD" OF LIVING IN COMMERCE CITY

Among all respondents, roughly one in four (23 percent) said that they were “very proud” to say that they live in Commerce City, while an additional 26 percent said that they were “somewhat proud.” On the other hand, a total of 17 percent of respondents said that they were at least “somewhat embarrassed” to say that they live in Commerce City.

Respondents from the northern parts of the city were slightly more likely to be embarrassed about living in Commerce City. However, it is perhaps more interesting to note that those from the North were considerably less likely to feel “very proud” to say that they live in Commerce City compared to those in the South.

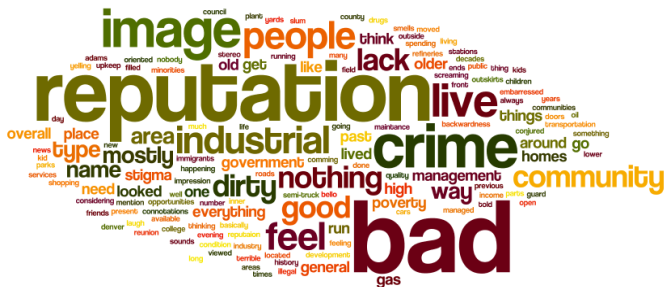
Those who said that they were at least “somewhat embarrassed” were asked to explain their reasons for feeling that way (*Exhibit 18*). Interestingly, the most common reason given was simply that the city had a bad reputation and image, presumably in the eyes of those who live outside the city.

Aside from the city’s general image, respondents gave a variety of other reasons for being embarrassed. These reasons included the city’s industrial areas, perceived high crime levels, and general cleanliness among a variety of others.

Exhibit 18

Reasons for Embarrassment

In one sentence, why would you say you're embarrassed?



Note: The question examined in Exhibit 18 was open-ended. The word cloud shown here displays words that were mentioned more frequently by respondents in larger fonts, while those mentioned less frequently are shown in smaller fonts. The colors shown here are for clarity in reading only and are not meaningful from an analysis perspective. A full list of all verbatim responses to the question is provided in Appendix A of this report.

Exhibit 19

Satisfaction with City Communications

How satisfied are you with the overall communications you receive from the Commerce City government?

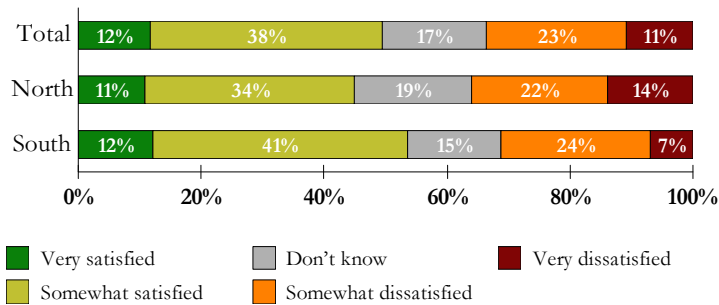


Exhibit 20

Reasons for Dissatisfaction

Can you tell me why you're dissatisfied?



ROUGHLY ONE IN THREE RESIDENTS ARE AT LEAST "SOMEWHAT DISSATISFIED" WITH CITY COMMUNICATIONS

Among all respondents, a total of 34 percent said that they were at least "somewhat dissatisfied" with city communications, and roughly one in ten (11 percent) were "very dissatisfied." On the other hand, a majority did say that they were either "somewhat satisfied" or "very dissatisfied" with city communications. While some slight differences can be observed between respondents from the southern areas and northern areas of the city, these differences were generally small. However, it does appear that respondents from the North were slightly less satisfied than those from the South.

Those who said that they were dissatisfied were asked to explain the reasons for their dissatisfaction (Exhibit 20). By far, the most common reason given for dissatisfaction with city communications was simply that respondents weren't aware of any. Many mentioned that they didn't think that the city really tried to communicate with residents in the first place, while others said that they simply weren't aware of any city communications. Still, a select few acknowledged that they did receive communications, but many of these who were dissatisfied felt that such communications were not informative or useful.

Note: The question examined in Exhibit 20 was open-ended. The word cloud shown above displays words that were mentioned more frequently by respondents in larger fonts, while those mentioned less frequently are shown in smaller fonts. The colors shown here are for clarity in reading only and are not meaningful from an analysis perspective. A full list of all verbatim responses to the question is provided in Appendix A of this report.

Exhibit 21

Sources of City Information

In the past 30 days, have you used the following information sources to learn about city issues?

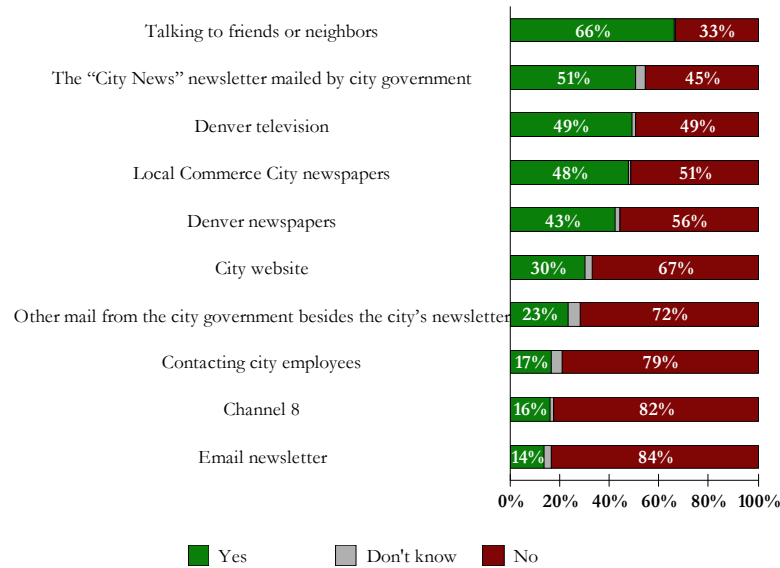
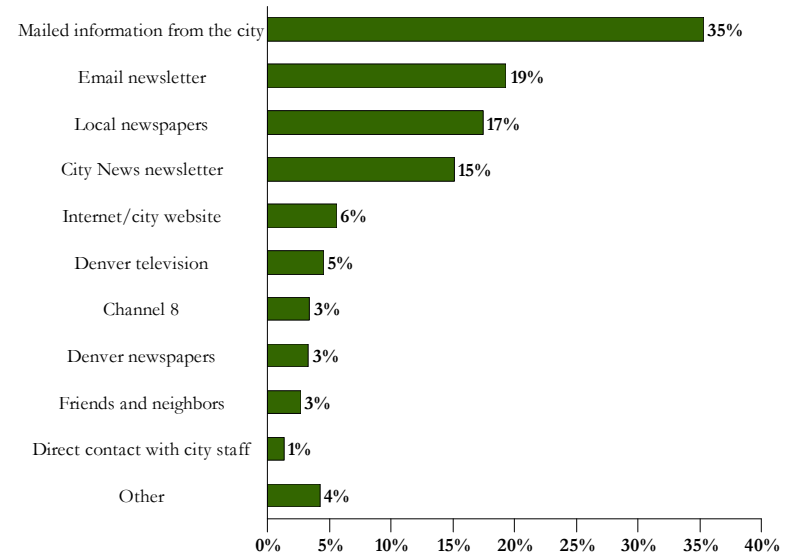


Exhibit 22

Desired Sources of City Information

How do you most prefer to receive information regarding the Commerce City government?

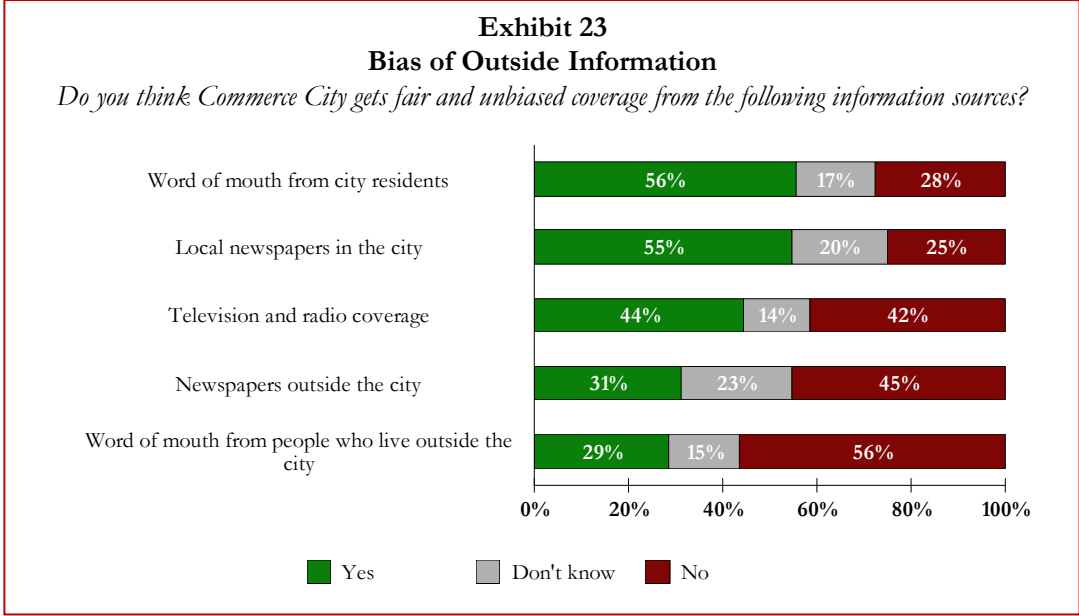


WORD OF MOUTH IS A COMMON MEANS OF LEARNING ABOUT CITY ISSUES

Two-thirds of respondents (66 percent) said that they had learned about city issues from friends and neighbors. In addition, roughly half of respondents (43-51 percent) said that they had learned about city issues through the "City News" newsletter, Denver television, local Commerce City newspapers, and Denver newspapers.

When asked how they *prefer* to receive information about Commerce City government, the most preferred method was mailed information from the city (35 percent). In addition, emailed newsletters (19 percent), local newspapers (17 percent), and the City News newsletter (15 percent) were all preferred by significant portions of respondents.

While some small differences could be observed between respondents from the two geographic areas of the city, these differences were small and were generally not statistically significant.



RESIDENTS, GENERALLY, FEEL THAT COMMERCE CITY RECEIVES UNBIASED COVERAGE INSIDE THE CITY, BUT NOT OUTSIDE THE CITY

Over half of respondents (55-56 percent) believed that Commerce City received fair and unbiased coverage from city residents and local newspapers. However, opinions were evenly split with regard to whether television and radio coverage about the city was fair and unbiased.

Furthermore, many respondents (45 percent) felt that newspapers outside the city did not provide fair and unbalanced coverage. Finally, over half of respondents (56 percent) believed that the city did not receive fair and unbalanced coverage from people who live outside the city.

While some small differences could be observed between respondents from the two geographic areas of the city, these differences were small and were generally not statistically significant.

APPENDIX A: DETAILED ANALYSIS TABLES AND OPEN-ENDED RESPONSES

OVERVIEW

The following pages contain detailed analysis tables for each of the questions asked on the survey. Each of these tables presents the results of the question cross-tabulated by the area of Commerce City in which respondents lived. These analyses are useful in not only presenting the tabulations of the results, but also drawing comparisons about how different groups of respondents vary in their responses.

INTERPRETATION

- In each table, the row heading contains all of the answers given by respondents to the question. The column heading contains each of the various subpopulations being examined (i.e., area of Commerce City). Therefore, the distribution of answers to each question is shown in each column.
- The “unweighted base” shows the total number of respondents in each category who answered the question. This number will vary slightly from question to question due to some respondents who did not answer some questions due to the fact that some questions were not asked of some respondents based on their answers to previous questions.
- The “weighted base” is provided for informational purposes only and shows the adjusted number of respondents based on the weightings applied. For example, respondents from the southern region of Commerce City were weighted slightly higher than those from the North in order to more accurately represent the results relative to the proportion of residents in each area.

REPORTING NOTES

- The percentages provided in these tables may vary slightly from those shown in the report (typically 1 percent or less) due to rounding and/or variances in the way that “no reply” responses are handled.
- These tables are presented in order to give readers a general sense about how various groups responded to the survey.
- All open-ended responses have been reproduced verbatim, with no changes to grammar or content.

QUESTION-BY-QUESTION ANALYSIS

INTRODUCTORY QUESTIONS

Q1. ARE YOU A RESIDENT OF COMMERCE CITY?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Are you a resident?				
Yes	100%	100%	100%	100%
No	-	-	-	-

Q2. DO YOU THINK THAT THE DENVER METRO AREA IS GENERALLY HEADED IN THE RIGHT DIRECTION OR THE WRONG DIRECTION?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Do you think that the Denver Metro Area is generally head...				
Right direction	62%	64%	61%	47%
Wrong direction	21%	16%	26%	13%
Don't know	17%	19%	14%	40%

Q3. HOW GOOD OR BAD A JOB DO YOU THINK THE FOLLOWING LEADERS ARE DOING?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Colorado State Governor				
Very good	11%	4%	18%	-
Good	27%	33%	22%	25%
Okay	33%	33%	33%	39%
Bad	11%	9%	14%	-
Very Bad	3%	2%	4%	20%
Don't know	14%	19%	9%	16%

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Colorado State Legislature				
Very good	4%	1%	7%	-
Good	21%	24%	19%	19%
Okay	47%	39%	54%	52%
Bad	12%	15%	10%	-
Very Bad	3%	2%	2%	20%
Don't know	13%	19%	8%	9%

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Your county commissioners				
Very good	4%	0%	8%	-
Good	26%	28%	26%	15%
Okay	39%	33%	43%	46%
Bad	9%	8%	10%	3%
Very Bad	4%	5%	3%	20%
Don't know	17%	26%	10%	16%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Your city's elected officials				
Very good	3%	1%	5%	6%
Good	29%	28%	31%	22%
Okay	39%	39%	39%	23%
Bad	11%	8%	15%	6%
Very Bad	5%	4%	5%	24%
Don't know	13%	21%	6%	19%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Your local school board				
Very good	9%	7%	10%	3%
Good	18%	22%	15%	21%
Okay	28%	29%	28%	22%
Bad	20%	14%	26%	9%
Very Bad	8%	8%	8%	20%
Don't know	16%	20%	12%	25%

QUALITY OF LIFE

Q4. HOW WOULD YOU RATE YOUR QUALITY OF LIFE IN COMMERCE CITY?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How would you rate your quality of life in Commerce City?				
Very good	13%	17%	9%	11%
Good	42%	44%	40%	16%
Fair	37%	30%	43%	51%
Bad	6%	5%	6%	12%
Very bad	3%	3%	2%	10%
Don't know	0%	0%	-	-

YOUR OPINION ABOUT THE CITY

Q5. PLEASE RATE YOUR OVERALL SATISFACTION WITH THE FOLLOWING:

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Economic development and growth				
Very satisfied	18%	13%	22%	12%
Somewhat satisfied	42%	43%	42%	49%
Somewhat dissatisfied	21%	19%	23%	-
Very dissatisfied	15%	20%	9%	36%
Don't know	5%	5%	4%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How the city communicates with you				
Very satisfied	20%	19%	21%	24%
Somewhat satisfied	44%	45%	44%	23%
Somewhat dissatisfied	15%	12%	18%	26%
Very dissatisfied	17%	17%	16%	27%
Don't know	4%	7%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Image of the city				
Very satisfied	18%	14%	21%	25%
Somewhat satisfied	35%	34%	36%	47%
Somewhat dissatisfied	23%	25%	22%	11%
Very dissatisfied	21%	23%	20%	17%
Don't know	2%	3%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Knowledge of services the city provides				
Very satisfied	19%	19%	19%	15%
Somewhat satisfied	49%	47%	51%	53%
Somewhat dissatisfied	19%	19%	19%	9%
Very dissatisfied	6%	7%	4%	23%
Don't know	7%	8%	7%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Neighborhood issues				
Very satisfied	28%	28%	29%	16%
Somewhat satisfied	36%	42%	31%	42%
Somewhat dissatisfied	16%	15%	17%	12%
Very dissatisfied	13%	9%	16%	26%
Don't know	6%	6%	6%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Public safety				
Very satisfied	32%	33%	32%	16%
Somewhat satisfied	47%	50%	43%	44%
Somewhat dissatisfied	11%	7%	16%	9%
Very dissatisfied	6%	4%	8%	26%
Don't know	3%	6%	1%	4%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
The job environment				
Very satisfied	9%	6%	11%	13%
Somewhat satisfied	33%	32%	35%	33%
Somewhat dissatisfied	20%	17%	25%	4%
Very dissatisfied	19%	18%	19%	42%
Don't know	18%	28%	10%	8%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Amount of services and shopping				
Very satisfied	19%	9%	27%	31%
Somewhat satisfied	35%	28%	42%	35%
Somewhat dissatisfied	20%	24%	16%	13%
Very dissatisfied	25%	38%	14%	17%
Don't know	1%	0%	1%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Convenience of where services and shopping are located				
Very satisfied	24%	11%	35%	23%
Somewhat satisfied	31%	23%	39%	34%
Somewhat dissatisfied	19%	24%	15%	16%
Very dissatisfied	25%	42%	10%	24%
Don't know	1%	1%	0%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
Education system				
Very satisfied	20%	15%	24%	14%
Somewhat satisfied	28%	26%	29%	15%
Somewhat dissatisfied	15%	15%	15%	18%
Very dissatisfied	20%	19%	20%	36%
Don't know	17%	24%	11%	16%

Q6. HOW WOULD YOU RATE GENERAL ECONOMIC CONDITIONS IN COMMERCE CITY?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
How would you rate general economic conditions in Commerc...				
Very good	2%	1%	4%	14%
Good	24%	25%	23%	14%
Fair	52%	49%	55%	47%
Bad	10%	14%	7%	11%
Very bad	10%	8%	11%	14%
Don't know	3%	4%	1%	-

Q7. HOW WELL-INFORMED DO YOU FEEL ABOUT THE ACTIVITIES OF THE FOLLOWING TYPES OF LOCAL GOVERNMENT ACTIVITIES?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
City council discussions				
Know a lot	2%	3%	1%	16%
Know some	17%	19%	15%	23%
Know a little	26%	28%	26%	13%
Know nothing	52%	48%	55%	48%
Don't know	3%	3%	3%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
City management				
Know a lot	3%	4%	1%	10%
Know some	16%	17%	14%	23%
Know a little	31%	31%	32%	27%
Know nothing	47%	46%	48%	40%
Don't know	4%	2%	5%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Economic development				
Know a lot	6%	6%	5%	13%
Know some	29%	26%	30%	31%
Know a little	30%	37%	24%	33%
Know nothing	31%	28%	35%	23%
Don't know	4%	2%	5%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Parks and Recreation				
Know a lot	17%	16%	18%	33%
Know some	37%	35%	39%	27%
Know a little	26%	31%	21%	21%
Know nothing	20%	18%	22%	20%
Don't know	1%	1%	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
City Planning and Zoning				
Know a lot	6%	6%	7%	13%
Know some	18%	20%	16%	18%
Know a little	33%	35%	31%	33%
Know nothing	40%	36%	43%	36%
Don't know	3%	3%	3%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Police activities				
Know a lot	10%	15%	6%	22%
Know some	29%	25%	33%	23%
Know a little	31%	35%	28%	16%
Know nothing	28%	23%	33%	39%
Don't know	1%	2%	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Public works projects				
Know a lot	7%	5%	9%	16%
Know some	18%	19%	18%	15%
Know a little	29%	34%	25%	29%
Know nothing	44%	40%	47%	39%
Don't know	1%	2%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
City rules and regulations				
Know a lot	15%	15%	14%	27%
Know some	31%	31%	32%	16%
Know a little	29%	27%	31%	22%
Know nothing	24%	26%	23%	35%
Don't know	1%	2%	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Community events				
Know a lot	18%	16%	19%	21%
Know some	35%	35%	35%	24%
Know a little	29%	31%	27%	29%
Know nothing	18%	17%	19%	26%
Don't know	0%	0%	0%	-

Q8. WHEN YOU THINK ABOUT THE LAST CONTACT YOU HAD WITH A REPRESENTATIVE OF THE CITY (OTHER THAN AN ELECTED OFFICIAL), HOW WOULD YOU RATE YOUR CUSTOMER SERVICE?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
When you think about the last contact you had with a repr...				
Very good	22%	23%	21%	11%
Good	26%	30%	23%	15%
Fair	27%	24%	28%	38%
Bad	5%	5%	6%	-
Very bad	8%	3%	12%	20%
Don't know	12%	14%	10%	16%

Q9. HOW WOULD YOU RATE COMMERCE CITY GOVERNMENT STAFF ON THE FOLLOWING ATTRIBUTES?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Customer Focused				
Very good	13%	11%	14%	11%
Good	36%	33%	40%	12%
Okay	26%	29%	23%	41%
Bad	7%	6%	8%	-
Very Bad	6%	4%	7%	23%
Don't know	12%	16%	8%	13%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Honest				
Very good	15%	18%	13%	3%
Good	36%	35%	37%	21%
Okay	25%	22%	26%	33%
Bad	6%	5%	7%	4%
Very Bad	6%	2%	8%	23%
Don't know	13%	18%	8%	16%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Knowledgeable				
Very good	15%	16%	14%	11%
Good	40%	39%	41%	21%
Okay	28%	25%	30%	36%
Bad	5%	5%	4%	3%
Very Bad	2%	1%	3%	13%
Don't know	11%	13%	8%	16%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Professional				
Very good	20%	19%	22%	3%
Good	34%	36%	32%	27%
Okay	27%	25%	27%	36%
Bad	4%	3%	5%	4%
Very Bad	4%	3%	5%	13%
Don't know	12%	14%	10%	16%

CRIME AND SAFETY

Q10. HOW SAFE DO YOU FEEL BEING OUTSIDE IN YOUR NEIGHBORHOOD AT NIGHT?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How safe do you feel being outside in your neighborhood a...				
Very safe	41%	50%	35%	16%
Somewhat safe	38%	38%	38%	49%
Somewhat unsafe	11%	8%	14%	12%
Very unsafe	9%	3%	13%	23%
Don't know	0%	0%	0%	-

Q11. DO YOU FEEL COMFORTABLE CALLING THE POLICE IF YOU WITNESS MINOR CRIMINAL ACTIVITY IN YOUR NEIGHBORHOOD?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Do you feel comfortable calling the police if you witness...				
Yes	91%	96%	88%	81%
No	8%	4%	12%	19%
Don't know	0%	0%	-	-

Q12. WHY DO YOU LIVE IN COMMERCE CITY?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
To be near friends or family				
Major reason	43%	30%	55%	33%
Minor reason	17%	22%	12%	11%
Not a reason	40%	48%	32%	57%
Don't know	0%	-	1%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
To be near a job				
Major reason	36%	31%	40%	27%
Minor reason	22%	21%	22%	16%
Not a reason	42%	48%	36%	57%
Don't know	0%	-	1%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
I like the community				
Major reason	41%	41%	42%	29%
Minor reason	33%	35%	32%	6%
Not a reason	26%	23%	26%	64%
Don't know	1%	1%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Reasonable housing prices				
Major reason	62%	61%	64%	25%
Minor reason	20%	24%	15%	32%
Not a reason	18%	14%	20%	42%
Don't know	1%	1%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Good schools				
Major reason	24%	22%	26%	11%
Minor reason	23%	18%	28%	24%
Not a reason	51%	57%	45%	65%
Don't know	2%	3%	2%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Convenient services and shopping				
Major reason	18%	11%	24%	3%
Minor reason	28%	23%	32%	24%
Not a reason	54%	66%	43%	70%
Don't know	0%	-	1%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
Base				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Grew up here				
Major reason	34%	18%	48%	24%
Minor reason	7%	7%	6%	4%
Not a reason	59%	74%	45%	72%
Don't know	1%	0%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
Base				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Any other major reason?				
Major reason	19%	20%	19%	16%
Minor reason	81%	80%	81%	84%
Not a reason	-	-	-	-
Don't know	-	-	-	-

Please specify:

- > At first I really liked living here and now it's hard to get out.
- > At the time I was searching for a place to live and this was the only place I could find.
- > Because my house is paid for.
- > Commerce City is convenient to other towns and the airport.
- > Convenience of my wife's job and I own my own business, so we could go anywhere. We do not plan on retiring here. Too bad it is not Brighton.
- > I am here to help my family and now I am staying.
- > I am scared to move somewhere else because I was born and raised here.
- > I am staying with my mom while I am unemployed.
- > I feel safe here.
- > I feel that the schools are convenient for where I live.
- > I have access to all of the major highways.
- > I have been here for most of my lifetime, so that's why I still live here.
- > I have lived here for many, many, many years. I like the place and I like to watch the way it's going. We own the house and I know my neighbors and I'm just going to stay here for the rest of my life.
- > I have my children in Commerce City.
- > I have my house paid off and cannot move.
- > I have property here near a lake.

- > I have some great neighbors and I love my little grocery store because we get a lot of little odd things.
- > I just like being close to everything.
- > I just like the area because it is away from congested areas.
- > I just love the neighborhood. It's very quiet and peaceful here.
- > I like being close to the airport.
- > I like being out in the open.
- > I like it because it has nice golf courses.
- > I like it here because it is good for raising my family.
- > I like that it is close to my work.
- > I like the area. It's nice coming home from the city to have peace and quiet.
- > I like the closeness to the wild life. They have done a real nice job.
- > I like the golf course here.
- > I like the house I live in.
- > I like the location it seems to be in the middle of everywhere I need to go.
- > I like the open spaces.
- > I like the quick access to interstates and the tax base is good.
- > I like the ranch style home.
- > I like the Reunion neighborhood, it is very appealing for the price of the housing.
- > I like the rural atmosphere.
- > I like the Small town feel.
- > I live here because my wife, who grew up here in Derby.
- > I live here to be near my grandkids.
- > I live near the airport and travel quite a lot. I am in and out of the airport almost every day.
- > I love the police department, and the planning commission.
- > I moved here because of the community and how the houses are constructed.
- > I moved here to take care of my aging parents.
- > I moved to Commerce City to be close to my son. I also wanted to live outside of a major city.
- > I own property here and to be near family.
- > I prefer to live outside of the city limits.
- > I sold our house and settled here several years ago to design a ranch style home.
- > I think it's a friendly city and most people here are nice. We have very good neighbors who have been here most of their lives.
- > I think it's a good investment where I am.
- > I think the parks, trails and open space are just amazing.
- > I wanted to be near the airport and downtown.
- > I was born here and I'll die here unless I am annexed and then I will move.
- > I was looking for a house to be close to family. The advertisements and publicity for this area were very prominent, so that convinced me to move here.
- > I would say the convenience of being near the highways is a big factor. It's easy to get somewhere quick.
- > I'm stuck here. I used to have a business, and with my illness and income I need to stay here.
- > It is a good location. We are around other major shopping centers and metropolitan areas.
- > It is because my house is paid for here.
- > It is centrally located to areas where I work.
- > It is close to a metropolitan city like Denver.
- > It is close to everything.
- > It is close to my work.
- > It is far enough from downtown Denver.
- > It is rural and we were told it was supposed to expand though it hasn't.
- > It was a new place.

- > It's a 20 minute drive to anywhere.
- > It's cheaper all around than other places.
- > It's cheaper living in Commerce City than in Denver.
- > It's close to the interstate.
- > It's just a good place to live.
- > It's out in the middle of nowhere so it is quiet and that is why I like it.
- > It's proximity to downtown and the airport.
- > It's small, not too big. It is easy to get around town. And my area is not too bad with criminal activities.
- > Just to get out of the of Denver, the city itself.
- > My house is paid for and we have lived here for 30 years.
- > My house is paid for.
- > My husband was a pastor here so we moved into the community.
- > My husband was in the armed forces and he was stationed here. My kids went to school here and it is my home.
- > My property value has dropped and I am stuck here.
- > Opportunities for children to grow within a neighborhood.
- > The builder claimed that when we bought the house it was in Brighton, not Commerce City, and said we were to be serviced by the City of Brighton (schools, police, water, etc), not Commerce City. We are a block from the city line and were told we were in B
- > The convenience for whatever I want or need.
- > The only reason that I live here is that we bought the house in 1962 and my husband passed away in 1965, so I decided to stick it out. The house is paid for.
- > The people out here are very friendly.
- > The projected growth for the region was good before the economy went down.
- > The reason used to be that no one else lived here in Henderson. That's not true now.
- > The school system. My mom moved here so I could go to better schools from Aurora.
- > Their planning to start the water wave and there is more open space, so that interested me.
- > This is just where we ended up buying a house.
- > This is the only area that has low income senior housing that has a positive environment.
- > We bought this house when Commerce City was Brighton, so we were absorbed by Commerce City.
- > We got a great deal on the house because we brought a short sale on this house.
- > We have an employee incentive program.
- > We have just been here for years, it's basically just quiet.
- > We just fell in love with the Reunion area.
- > We live in a new development and I like that.
- > We moved here to help others get a better life economically and spiritually.
- > We moved to a really nice part of Commerce City. It is not too hectic, because it is a quiet area.

Q13. TO MAKE COMMERCE CITY A BETTER PLACE TO LIVE, WORK, AND DO BUSINESS IN THE NEXT FIVE YEARS, WHAT DO YOU THINK IS THE SINGLE MOST IMPORTANT LOCAL ISSUE THAT NEEDS TO BE ADDRESSED?

- > A few more residents and more services and convenience type stores closer to home.
- > Adding a grocery store and fixing the roads.
- > As a contractor I think they should be reasonable with their inspection and permit fees.
- > Better city council because they are all for themselves.
- > Bring in more business and make the area desirable for resale.
- > Bring in things we do not have such as major shopping areas. We do not have anything large to go shopping at.
- > Business elements. They need to develop more businesses in the local area.
- > Businesses and jobs need to be addressed.
- > Cleaning up Commerce City, it is dirty.
- > Cleaning up low income rental places.
- > Code enforcement, like clean up the neighborhoods and reeds in the lakes.
- > Commerce City needs more affordable senior housing in the area. We only have two apartment complexes.
- > Commerce City property taxes and local taxes are too high and need to be lowered.
- > Considering my grandchildren I would say better schools would be great.
- > Criminal crack downs, get more criminals off the street.
- > Economic development.
- > Education. The teachers need to be able to provide proper education. My child has dyslexia and the teachers just do not know how to deal with it.
- > From what I have heard the schools need to be addressed.
- > Get rid of the Gestapo government because all they want to do is arrest you for anything.
- > Getting more retail industry here, mainly supermarkets.
- > Give people better chances to keep their houses instead of kicking them out.
- > Having more business in the area would help the economy in the area.
- > Huge concentration of multifamily in parts of Commerce City. Spread out the multifamily concentration throughout the city and give people a hand up that needs it.
- > I am going to say we need grocery stores and schools. We need better quality schools like the elementary school needs to improve. The high school is good though. Look at how children are being served. There is a lack of communication. The special needs department at the elementary school is bad.
- > I am happy with everything.
- > I am not sure about that.
- > I believe that there could be more grocery stores and shopping centers.
- > I believe they need to bring a better venue of shopping to Commerce City. Like clothing stores and a different variety of stores and better restaurants, not fast food.
- > I cannot think of anything.
- > I can't think of a important local issue that needs to be addressed, I am home bound.
- > I can't think of one.
- > I do not want to answer that question.
- > I don't have an opinion.
- > I don't know about that. I'm not really happy in here.
- > I don't know of any. I'm retired, nothing comes to mind.
- > I don't know.
- > I don't know.
- > I don't know. I don't get out much. I'm going to say that roads are the most important. Potholes need to be fixed.
- > I don't know. Nothing comes to mind at all.
- > I don't really know.
- > I don't really know.
- > I don't see any issues at this point that need to be addressed.

- > I feel that all the transportation is in my backyard, the trains are extremely bad and the refinery is in my backyard. No one should move to Commerce City.
- > I feel that need to get more development here on shopping, more stores and grocery stores. I would love to see more communications on what they are doing other than the paper that they put out every now and again.
- > I feel that shopping centers and malls need to be built to bring in more employment.
- > I feel that the city needs to clean up its image. The city needs an area wide clean up.
- > I feel that the community needs additional grocery stores. I would like to suggest the King Supers, Wal-Mart or Albertsons or Safeway.
- > I feel that the leaders need to be in contact with the people and their lifestyles.
- > I feel that the name needs to be changed. I live in Reunion, but with the connection with Commerce City and not all areas are equal.
- > I feel that the perception of Commerce City needs to be presented better to the public, especially outside of the city.
- > I feel that the public image to the rest of the state. Commerce City has a very poor image throughout the state.
- > I feel that the school system needs to be overhauled big time. This would include school buildings, the school board, and the administration.
- > I feel that there could more shopping areas.
- > I feel that they need more shopping and other things here. They are cleaning it up here to make it look nice. We need other places for shopping and restaurants.
- > I feel that they need to be more proactive with the Mexican population especially in the educational system and living conditions.
- > I feel that they need to be on the same page. The members of the City Council need to work together more.
- > I feel that they need to clean up the old part of the City near the western part of the city and no one wants to live there. That is why Commerce City gets a poor reputation.
- > I feel that they need to develop more job opportunities in the area.
- > I feel that they need to develop more jobs for the people.
- > I feel that they need to do economic and retail development in northern Commerce City and image and branding work on the city.
- > I feel that they need to do renovation to the downtown area to upgrade it.
- > I feel that they need to enforce their code laws because people do what they want and have too many people living under one roof. There is a very bad trailer park in my neighborhood and they should get them out of here.
- > I feel that they need to entice more larger businesses to come to Commerce City and the smaller ones that do not contribute to fold.
- > I feel that they need to have a better educational system and options.
- > I feel that they need to improve the retail situation. We only have a Wal-Mart and nothing else. They need to encourage more small businesses as well. I want the City Council to focus on the people not on trips to Washington DC.
- > I feel that they need to improve the water for the safety of the people.
- > I feel that they need to lower taxes.
- > I feel that they need to make improvements on the roads. Instead of highways, they need to make back roads again. The cameras and light issues on the highways are a major problem. They are ticketing too many people. The police need to stop more people to make sure they have insurance.
- > I feel that they need to make the schools better and to have more transportation choices. It is very difficult to get to and from Commerce City. I live in Henderson and have no options for transportation. We need at least one park and drive in the area.
- > I feel that they need to promote a better image to outsiders of the city.
- > I feel that they need to provide more job opportunities.
- > I feel that they should do more for the roads and transportation and construction.
- > I feel that we must have a grocery store and restaurant in Reunion.
- > I feel the city needs to focus on its image and the kids growing up in the city. The kids are important to the future of the city and we need to protect them better and keep them off drugs and alcohol.

- > I feel they need to change the name because it sounds too industrial.
- > I hadn't given any thought to that. I have nothing to say.
- > I have no idea at the moment about what could be improved.
- > I have no idea.
- > I have no opinion and am too set in my ways. I just hope they keep it safe for me.
- > I have no opinion on that.
- > I have no opinion.
- > I have no opinion.
- > I haven't thought about that, I really couldn't say.
- > I like my neighborhood just the way it is, I live in Henderson and it has a country feel to the area and I'd like it to stay that way. Keep the growth in the city.
- > I prefer not to comment.
- > I really cannot think of anything.
- > I really do not know of anything.
- > I really don't know.
- > I think a few more medical services like clinics should be available and more stores like Lowes or Home Depot would be great.
- > I think attracting businesses because it seems like when the businesses open they shortly close.
- > I think Commerce City needs to focus on funding the schools better.
- > I think Commerce City needs to have more restaurants. Too many burger joints and Mexican foods.
- > I think crime is the biggest problem, mainly assaults and murders.
- > I think doing something about the drug trafficking in this city.
- > I think education. The code we follow. The program called, No Kid Left Behind needs to be renewed.
- > I think for this area, it would be building more shopping centers.
- > I think getting rid of the illegal aliens is the one I'd pick.
- > I think it is a bad image that the city has.
- > I think it is a waste of time for policemen to be sitting and giving out minor traffic tickets when there is more serious crime happening that needs to be addressed.
- > I think it is the fact that we really need more places to shop. The only place we really have is Wal-Mart, it would be nice to have another big store like that.
- > I think it needs more shopping and gas stations.
- > I think its fine the way it is.
- > I think jobs; the economy needs improving. Get more people working so that they can spend money and shops and retail will do better.
- > I think more sporting activities for the kids in schools.
- > I think neighborhood strength is important issue. Neighborhoods need to feel they have a way to express their views and concerns and see them resolved without going through the city.
- > I think our house taxes should be lowered.
- > I think our mayor should be picked over very carefully.
- > I think people should clean up their yards and houses and stop making their patio's into makeshift garages and carports.
- > I think property should be kept up and the houses should be kept up.
- > I think retail needs to be brought in like malls, shopping and competitive grocery stores.
- > I think schools need to be better. Because I've had major issues with the schools.
- > I think that Commerce City needs more shopping and grocery stores.
- > I think that is hard to say, nothing comes to mind.
- > I think that is it the job market and the economy in general.
- > I think that it is forcing people to clean up their yard, as well as posting a bike or walking trail.
- > I think that it is just dealing with youth activities.
- > I think that it is just the job market, and school.

- > I think that it is the fact that people just have such dirty yards. There needs to be more strict rules towards just trashy yards.
- > I think that it is the fact that there are so many Hispanics, and non-English speaking people. I feel my kids should be learning English, and with my kids going to school with Spanish kids they are not learning the correct way to speak. I really think that if they move here, they should learn English. It's just not right that I go somewhere and they don't speak English, it is one of my biggest complaints that I do somewhere and they do not speak the most predominate language.
- > I think that it is the fact that they need to watch where they spend their money on streets, lights, and the people the neglect. They need to rethink about the people they make feel like second class citizens, I really think that there is a lot. Like schools, education, and dropping the bucket is what needs to be done.
- > I think that it is the fact that we need more recreation areas within the community.
- > I think that it is the variety of shopping . And I would like to see some projects including activities to include the North area. As well as dining.
- > I think that it's gangs. You can't go anywhere without there being a tag somewhere, even when they paint over it the next day it's back. They need to focus on certain spots. Everything years ago was local, now it has gotten so big they need to focus on the local things instead of big businesses.
- > I think that our tax dollars are put to use to benefit a larger part of the taxpayers in a positive manner.
- > I think that people with guns should not need them. There is a shooting every night here and they need to take the guns away.
- > I think that run down houses make older Commerce City look bad. They need to improve the run down areas of the city.
- > I think that safety in schools should be a priority. Maybe more of a police presence in the schools and the community in general. The school system itself needs to be completely revamped.
- > I think that the city needs some basic cleanup in terms of businesses and residences alike.
- > I think that the government is elected we should elect them for what they are going to do and not who they are.
- > I think that the number one thing is the shopping centers closer to here, which could provide more jobs. And the schools need to be better, they are just so overcrowded.
- > I think that the old town Commerce Center has anything. Shopping, restaurants, and even gas stations. The newer part doesn't have anything but more homes. They need to diversify in that.
- > I think that the streets should be fixed they are horrible.
- > I think that there needs to be continued economic stability.
- > I think that there needs to be developed commercial areas around the 104th and 120th Ave. of the 4-70 along with other institutional buildings.
- > I think that they need to address the safety issues.
- > I think that they need to enforce zoning the same for everybody.
- > I think that they need to get more decent paying jobs in Commerce City.
- > I think that they need to keep our education money. We keep losing activities, programs, and financial backing.
- > I think that they should enforce the laws on immigration.
- > I think that they should have more financial support for our fire department.
- > I think that they shouldn't be cutting school budgets back.
- > I think that we need a newspaper. We don't have one to communicate information. I don't know when elections are or when local issues happen. A website would be good.
- > I think that we need to educate the children of our community better.
- > I think that with all the growth going on we need more of the RTD services to be provided, including roads and infrastructure.
- > I think the appearance can be improved. They should clean up old Commerce City houses and neighborhoods and provide better maintenance.
- > I think the city image needs to be better. They need to focus on an urban image instead of an industrial image.
- > I think the city needs government transportation - public transportation. I hope they would improve it while I'm still alive.
- > I think the city needs to avoid growth for the sake of growth.
- > I think the city needs to quit trying to change things. For example, making all residents having to pave their driveways.

Allow residents like me to do things my way.

- > I think the city should communicate better with the citizens.
- > I think the city should have better lighting.
- > I think the economy needs to be addressed. Everyone is being paid less than what you can buy things, so you would need to have 2 jobs to support yourself.
- > I think the economy needs to be better. We need more to do and shopping.
- > I think the education system needs more schools and better schools with less students in the classroom.
- > I think the fact that we need better schools should be addressed first. It might help the entire situation.
- > I think the growth of economy and shopping services can be improved upon.
- > I think the image of Commerce City needs to be addressed, so people can take pride in living here. When I tell people I live in Commerce City, the reaction is bad. Reunion wanted to be separated at one time because of that image. I think the image effects economic development. Businesses don't want to come here and people don't want to live here because of the image.
- > I think the most important local issue is the job environment, there needs to be more available.
- > I think the neighborhood services and the whole city needs to look at the problems as a big picture and stop nit picking the small things like the public's private property.
- > I think the politicians need to listen to the people, and have the police respond to more 911 calls, not just felonies.
- > I think the rep is bad, people think it is a bad reason because of the smell and odors. I love my city and would not live anywhere else.
- > I think the schools need to be upgraded.
- > I think the violence and the crime issues need to be addressed. It is getting worse and worse. Until they do something about the drug dealers and the gangs it is not going to improve.
- > I think the zoning laws need to be addressed by enforcing zoning laws and not letting people slide.
- > I think there needs to be a grocery store nearby. We were promised one and it hasn't been built yet.
- > I think there needs to be local restaurants other than Mexican restaurants.
- > I think there needs to be more businesses like grocery stores.
- > I think there needs to be more grocery stores nearby.
- > I think there needs to be more services and shopping.
- > I think there should be more grocery stores.
- > I think they have to have a major grocery store in northern commerce city.
- > I think they need better schools and better housing for the area.
- > I think they need better shopping and to improve image of the city. There are 2 parts to Commerce City. The top part where I live is the better in housing and no shopping. And the other is low income. Need better image.
- > I think they need local shopping centers. I either go to Brighton or Thornton which is far away.
- > I think they need more economic development. There is no close shopping, and people are looking for more jobs and would move to this area if there were jobs. At the moment it is just a place to live, not a place to live and work.
- > I think they need more grocery store, shopping malls, and general retail.
- > I think they need more shopping and grocery stores in the newer areas that pay the taxes.
- > I think they need more shopping malls.
- > I think they need more teachers and less crowded class rooms.
- > I think they need to address the northern part of the city. Bringing in businesses for income and revenue because more people come into Brighton to shop due to safety concerns.
- > I think they need to be careful in planning and zoning and bring some shopping in.
- > I think they need to bring in decent jobs. Jobs that pay well and are productive.
- > I think they need to bring in more businesses. I need to drive 7 miles to get groceries.
- > I think they need to bring in more shopping centers to benefit from the taxes.
- > I think they need to bring more retail stores to the area.
- > I think they need to bring the Commerce City paper back. The papers we get now are not for the Commerce City area.
- > I think they need to change the elected official. They have been in office to long. They are not doing the job that they

promise. The roads are bad, and the main street and community road are bad as well.

- > I think they need to clean the drugs out of Commerce City.
- > I think they need to clean up the litter and trash on the streets.
- > I think they need to follow through on the projects that they say they are doing.
- > I think they need to get a handle on the gang activity.
- > I think they need to get on some of the residents to keep up their own property.
- > I think they need to improve street maintenance.
- > I think they need to keep up with the school, by adding teachers and schools when necessary.
- > I think they need to make the home owners clean up their yards.
- > I think they need to move something out north.
- > I think they need to reduce taxation.
- > I think they need to widen 270 to three lanes and safer exit ramps.
- > I think they need to work on cleaning up the city's appearance in general, tear down or clean up some of the old run down hotels.
- > I think they need to work on the urban development. Also they need to construct schools before they have the residents.
- > I think they should change the name of Commerce City and more law enforcement for the area. We wouldn't have even considered Commerce City because of the name, we just like the area we moved to and they should focus on economic development.
- > I think they should clean the place up by keeping up houses and yards.
- > I think they should have better jobs for everyone here, not just the non-whites that have taken over most of the jobs here and God fearing people don't have any.
- > I think they should lower prices for permits to do work on houses.
- > I think transportation needs to be increased with our taxes. We need to get Fast Track. We are miles from a bus stop so if we don't have an automobile, we are in serious trouble.
- > I think urban planning by building more businesses here.
- > I think we just need more businesses.
- > I think we need a neighborhood grocery store.
- > I think we need better restaurants. We only have one steakhouse. All other businesses are Mexican or Chinese restaurants.
- > I think we need bigger stores here in town other than Wal-Mart. I know a lot of people don't have money and I feel that is a major reason why they are not coming to the city. We need more stores to shop at.
- > I think we need more businesses in the north, like restaurants and shopping.
- > I think we need more jobs like technical and industry jobs.
- > I think we need more jobs out here.
- > I think we need more multi-cultural activities and more festivals and services.
- > I think we need more services, and better schools.
- > I think we need more stores and job opportunities for the locals.
- > I think we need more stores like a shopping mall.
- > I think we need road improvements.
- > I think we need to improve our image and try cleaning up the city.
- > I used to be a volunteer in the schools. Otherwise I feel education and recycling should be addressed.
- > I want them to ask the people what they think.
- > I would like more retail stores available in my area. There's no shopping center, no gas stations in my area. Oh, and the water is horrible.
- > I would like to see a hospital in the area.
- > I would like to see an overall improvement in the job market.
- > I would like to see main roads paved. I live in an area where the roads are not paved.
- > I would like to see more retail stores and grocery stores where I live.
- > I would love to see the codes enforced and for the water and sewer bills to be lowered.
- > I would say because Commerce City is so spread out there is not a sense of unity so there needs to be more unity and they

need to build a recreation center closer to me.

- > I would say better community services, more involvement.
- > I would say clean up some of the trash. and maybe upgrade the building codes on new construction to make new construction safer and to make old construction safer as well.
- > I would say crime and gangs. I live across Pioneer Park so there is a lot of gang activity that goes on there.
- > I would say just more job opportunities.
- > I would say make more business to bring more residents here.
- > I would say merging the Old Commerce City with the new. Because it feels like it is segregated. One thing that drives me crazy is that we have a Brighton address and it makes us feel like we are not part of Commerce City.
- > I would say more conveniences such as strip malls, stores and gas stations would be a good thing. The repairing of the train tracks between 104 and 120 are badly needed.
- > I would say more jobs for the people of Commerce City. Everyone here is digging and scratching. It starts with the President and Congress.
- > I would say more jobs.
- > I would say pressing the issue for the community to understand their obligations to help growth and keep the area clean.
- > I would say safety. The police department needs to make themselves more visible on the roads.
- > I would say shopping. There are hardly any decent stores in the area. The ones that are here kind of give the area a bad image because they are run down.
- > I would say the perception of this town is that it is mostly industrial, and they need to improve the image of the city to make it more desirable.
- > I would say they need more retail outlets.
- > I would say they need to install greater police programs.
- > I would say to clean up some of the industrial areas so they don't carry over to the new area.
- > I'd like for the city get stricter policies on the illegal aliens obtaining jobs and driver licenses.
- > I'd like to see a better educational program and safety in the schools for children. No gang activity.
- > I'd like to see better grocery stores close by.
- > I'd like to see the city keep it's word on what they say they are going to do and don't do.
- > I'd like to see the illegal immigrant problem taken care of.
- > I'd like to see them take care of the foreclosure properties so they will sell faster. They do not keep them up well at all, and they can look terrible.
- > I'd say creating a better image of the city and cleaning it up, for a lack of a better term.
- > Illegal aliens that are costing me more on taxes and Medicare and Medicaid and crashing into me with no insurance.
- > Illegal immigration needs to be controlled in Commerce City. It is a major problem.
- > Illegal immigration needs to get under control, in order for us to get our neighborhoods back, trashy yards, and unkempt yards. You never know how many people are living in the house, and it creates chaos in the neighborhood.
- > I'm not really knowledgeable enough yet. I really do not know, I can't think of anything.
- > I'm not really quite sure.
- > I'm okay with everything.
- > Improve schools education level.
- > Improve the water supply for family and business use. The water tastes and smells terrible.
- > In the newer developments the taxes are so high no one wants to buy houses and there are lots of foreclosures as well. People don't care about community and their yards are run down and that hurts the economy. The city messes with my dad and I who make improvements to our house but not to those who are negligent in caring for their houses.
- > Infrastructure, recreation center for the northern residents.
- > It needs a makeover for the public, they have a bad reputation.
- > It needs more economic growth with businesses for more jobs.
- > It would be nice to have a closer grocery store.
- > It's reputation, jobs, and shopping.
- > Jobs. More localized jobs need to be brought in here.

- > Keep neighbors out of the area who do not care about cleanliness.
- > Less industrial around here and more local shopping in town.
- > Lowering the taxes would really help.
- > Lowering the unemployment rate.
- > Make grocery shopping more convenient by bringing in major grocery chains. Right now we have to go in three directions to buy groceries.
- > More communication. Let people know what's going on. Let people know ahead of time what's going on.
- > More convenient stores and shopping.
- > More shopping of all kinds.
- > Need to bring in more local businesses like grocery stores and shopping. Also to turn the industrial yards into residential or retail outlets.
- > No more new construction.
- > Not to try to grow so much and become so huge.
- > Nothing at all. The city is okay with me.
- > Nothing comes to mind, I don't really have an opinion.
- > Plow under downtown Commerce City. Get rid of it. It's a dump.
- > Police need to stop harassing people, racial profiling and everything else.
- > Probably cleaning up the appearance of the neighborhood.
- > Probably the poverty. It seems like we have a lot of lower class people that need help. Lower housing prices seem to attract them. This is what I think needs to be addressed by the city.
- > Probably the transportation issues; adding a light rail or adding businesses in the northern area.
- > Probably, housing, they need more affordable housing.
- > Road maintenance, that would be the thing that needs to be upgraded.
- > Schools need to keep students in school when they're supposed to be and stop students from ditching. Schools used to keep better track of students during the school day.
- > Some of the appearance of the older parts of the city should be addressed.
- > Speed limits. They should reduce the speed limits that are around the schools and in neighborhoods that have families.
- > Take care of some of the gang problems.
- > Taxes. They need to get rid of the extra taxes where I live. I'm talking about high property taxes.
- > The bullying in the schools needs to stop.
- > The city council, they need to go.
- > The city needs economic growth. We need more business and family business's.
- > The city needs to bring in a grocery store.
- > The city needs to clean up the crime and violence in the area.
- > The city needs to do a better job bringing in more business.
- > The city needs to do a better job of getting new businesses to come to Commerce City.
- > The city needs to do a better job of marketing the city image. I feel regardless of the Reunion residents, Commerce City should have received the Nascar track project.
- > The city needs to do more for their small businesses. For one they could cut down on their taxes.
- > The city needs to do something about the illegal population in Commerce City.
- > The city's image needs to improve. They need to clean up the streets and bring in better business opportunities.
- > The community needs to bring jobs into the North end of the city. I have been actively involved in the community for the past 20 years.
- > The cops here need to do their jobs better and deal with the crime here in the city.
- > The development of parks and shopping need to be increased.
- > The drug problem needs to be addressed, it is pretty bad in my neighborhood.
- > The economic phase, they continually grow without the economic base.
- > The economy needs to be improved, we need more jobs.
- > The education needs to push kids on because the graduation rate is so low and that is a big concern of mine.

- > The fire department needs more paid staff on board. It is more volunteer than anything.
- > The housing market and shopping. The housing prices have gone up to where people can't afford their payments. They said there would be local shopping such as grocery stores and it's been seven years and they still hasn't been any development.
- > The inner city needs to be cleaned up more.
- > The local schools need to get back on track. School officials are forcing the teachers to get out. I'd like to see the school system improve.
- > The major issue that needs to be addressed is employment.
- > The major roads and highways are too overcrowded and in bad condition.
- > The places to get groceries is not near my neighborhood, so it needs to be more convenient.
- > The police force, which tends to look the other way when crime happens.
- > The property tax needs to be redone in all areas.
- > The public transportation system and roads need to be improved.
- > The roads in the part of town that people call old commerce town, the pot holes and broken roads need to be replaced.
- > The school districts need to be improved. I think policy of laying off good employees due to tenure vs. quality performance is wrong. The teachers are horrible and the good ones get laid off. That seems to be the general opinion around here and I share it. I have neighbors who are leaving here because of the school districts.
- > The school system should have more teachers specifically tuned to the needs of the student population; such as Spanish speaking teachers and teachers that are able to bring students up to speed and help meet their needs.
- > The schools need improvements, mostly with the discipline of the kids.
- > The schools need more materials or a higher budget. Widening the roads to assist with traffic congestion in the area.
- > The streets need to be fixed, the holes.
- > The water tastes terrible. It turns all your clothes grey the water is too hard and I even use a water softener. The lakes that are sitting empty should be made into parks.
- > There are a lot of small issues but the one I can think of right now is education.
- > There is nothing that I can think of right now concerning local issues.
- > There need to be more job opportunities.
- > There needs to be more access into and out of the city. There are only two accesses into and out of the city.
- > There needs to be more convenient shopping areas.
- > There needs to be more economic development.
- > There needs to be more grocery stores and they need to be closer to people's homes.
- > There needs to be more honesty with our elected officials.
- > There needs to be more job growth.
- > There needs to be more regulation on the gang activity here, as well as greater police presence in my area.
- > There needs to be more shopping centers and parks and better schools.
- > There needs to be more stores nearby so we don't have to travel all the way to Denver.
- > There should be more focus on the shopping centers. The shopping centers they do have are not located in the right areas. They are not convenient areas.
- > There should be more grocery stores and gas stations.
- > There's a lot of illegal immigrants and they're bringing crime, drugs and gang activity into the neighborhood. That's why I'm afraid to go outside after dark.
- > They just need to keep working on the project that they are working on. They are doing a good job with it.
- > They need a city council that is educated and has common sense.
- > They need more and bigger shopping malls and American restaurants.
- > They need more grocery stores.
- > They need more grocery stores.
- > They need more jobs here in the city.
- > They need more shopping centers. I would for there to be a better sit down restaurant in the area.
- > They need to attract more businesses to the city where people can shop. There's nothing in the community to attract

people like there is in Southlands. There's no reason for people to come here like shopping or going to restaurants.

- > They need to bring more business and jobs in the area.
- > They need to bring more retail businesses into the area.
- > They need to bring shopping and businesses to the east part.
- > They need to change all the city government.
- > They need to clean the city up, both trash and criminals.
- > They need to clean up a lot of these dumpy trailer courts and the not so good places.
- > They need to clean up Commerce City. The yards are trashy and the houses are really run down. There are just a lot of people that need to pick up the maintenance badly.
- > They need to clean up the trailer parks and the rundown houses and unkempt lawns, especially on the rentals.
- > They need to crack down on the drugs and gangs in the area.
- > They need to do something about the crime in this city. The Mexicans have taken over most areas and I'm pretty sure they are involved in gang activity. The police do nothing because they seem to be scared to be shot.
- > They need to enforce the laws about the illegal immigrants that are here. They need to stop looking the other way regarding illegal immigrants.
- > They need to fix the bumps and pot holes in the roads.
- > They need to get a major grocery store in Reunion, and also bring a mall or something into Commerce City while repaving some of the roads.
- > They need to get rid of the illegals moving multiple families into one house.
- > They need to have a warmer swimming pool at the local recreation center for senior citizens and a hot tub.
- > They need to have better funding for schools and better control over gangs and drugs.
- > They need to have more stores and shopping in the North End.
- > They need to improve shopping in the form of grocery stores and restaurants in the northern part of the city, besides Mexican restaurants.
- > They need to make Commerce City more beautiful.
- > They need to provide economic growth. Convenient places to go shop and do things would be nice.
- > They need to provide good paying jobs.
- > They need to put in more grocery stores, that would be it.
- > They need to reduce crime. They need to deal with some of the urban blight, and I think that would help reduce crime as well.
- > They need to widen the highways, Highway 2 in particular.
- > They need to work on the community more because some places are more clean and safe than others.
- > They should be continually improving the image of the city. They could bring in more and better shopping and build up the arsenal area with the shopping area that they composed.
- > They should have a educational center for seniors as big as they have for non citizens. They need more programs for people who been here in America.
- > They should put more shopping out north of Northfield and put up more family restaurants, not Mexican restaurants.
- > The noise from the train's horns is very annoying to the residents in the area. Also, I'd like to see the city stop people from littering and depositing trash in the fields next to the local businesses. It makes the area look bad.
- > To have a small mall in the area instead of a store here and there. Also to have more supermarkets in the area.
- > To investigate the police department. I feel the police department is not doing their job legally. They put people in jail who don't belong there. They help criminals before they help honest people.
- > To provide more jobs for the people who live here.
- > We need a new city manager.
- > We need more affordable housing.
- > We need more businesses, places to eat, more options to shop for younger people.
- > We need more commercial businesses.
- > We need more convenient shopping and better parks and trails.
- > We need more for our kids to do in this area. It is not very family oriented. We have nothing for the kids to do.

- > We need more grocery stores and better proximity to shopping areas.
- > We need more grocery stores and gas stations.
- > We need more grocery stores in our area rather than the smaller convenience or liquor stores.
- > We need more grocery stores in the northern area.
- > We need more retail shopping centers. There are none. There are no restaurants in the northern area.
- > We need more senior resources. The senior center is small and we need a larger one with room for exercise classes and things that are healthy.
- > We need more shopping.
- > We need more speed bumps around the schools, people speed a lot.
- > We need retail, shopping and better grocery shopping.
- > We need to address the schools. I don't think the school officials keep their word and I think they should.
- > We need to allow medical Marijuana dispensaries within the city. Take a look at what it has done for Denver's revenue.
- > We need to educate the community more by providing more opportunities for adults.
- > We need to get more retail shops in the area.
- > We need to have some grocery stores in the northern area.
- > We need to know what's going on in the City. We need a newspaper that is not run by the city and run by a former City Councilman. I hate our library. They did away with the Dewey Decimal System. Everything is totally confused.
- > We should get some work fairs. Get older kids involved in the work force.
- > We'd like to see a better business plan to entice more businesses, such as grocery stores and light retail stores, to the northern area.
- > Well the city needs to clean up its act. Commerce City is such a large city. The economy needs a lot of help, and they should make it easier for hard working people to get loans to start a business.
- > Where I live, I'd like to see more grocery stores.

CITY FACILITIES

Q14. DO YOU THINK COMMERCE CITY NEEDS...

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more neighborhood parks.				
Yes	61%	65%	57%	46%
No	38%	32%	42%	54%
Don't know	1%	3%	0%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more grocery stores				
Yes	72%	89%	58%	53%
No	28%	11%	42%	47%
Don't know	0%	-	1%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more shopping and services other than grocery stores				
Yes	84%	87%	82%	63%
No	16%	13%	18%	37%
Don't know	0%	-	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
...more local job opportunities				
Yes	<i>90%</i>	90%	91%	87%
No	<i>5%</i>	4%	6%	13%
Don't know	<i>4%</i>	6%	3%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
...more trails and open space				
Yes	<i>67%</i>	68%	68%	59%
No	<i>30%</i>	30%	31%	38%
Don't know	<i>2%</i>	3%	2%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
...another recreation center				
Yes	<i>61%</i>	66%	57%	51%
No	<i>36%</i>	30%	42%	46%
Don't know	<i>3%</i>	4%	2%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more road improvements or maintenance				
Yes	79%	76%	81%	83%
No	20%	21%	19%	17%
Don't know	2%	3%	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more police officers				
Yes	61%	59%	63%	70%
No	33%	36%	32%	20%
Don't know	5%	5%	5%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more adult education options.				
Yes	69%	63%	75%	68%
No	25%	30%	20%	25%
Don't know	6%	7%	5%	6%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
...more public transportation routes.				
Yes	63%	65%	60%	77%
No	32%	26%	37%	19%
Don't know	6%	8%	3%	4%

Q15. WHICH ONE STANDS OUT AS YOUR TOP PRIORITY?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Which one stands out as your top priority?				
...more neighborhood parks.	2%	4%	0%	-
...more grocery stores	20%	38%	5%	9%
...more shopping and services other than grocery stores	16%	20%	14%	8%
...more local job opportunities	26%	14%	36%	30%
...more trails and open space	2%	0%	3%	-
...another recreation center	4%	5%	3%	-
...more road improvements or maintenance	10%	7%	13%	10%
...more police officers	11%	8%	13%	23%
...more adult education options.	6%	3%	9%	8%
...more public transportation routes.	3%	2%	4%	3%
None	0%	-	0%	10%

YOUR NEIGHBORHOOD

Q16. HOW WOULD YOU RATE YOUR NEIGHBORHOOD ON EACH OF THESE ISSUES?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Air quality, including pollution and/or odors				
Very good	12%	19%	7%	-
Good	31%	42%	20%	21%
Okay	32%	24%	39%	37%
Bad	17%	9%	23%	29%
Very bad	8%	5%	10%	13%
Don't know	0%	-	0%	-

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Availability of public transportation				
Very good	7%	5%	8%	4%
Good	32%	21%	43%	27%
Okay	22%	20%	24%	22%
Bad	20%	26%	15%	11%
Very bad	11%	16%	6%	31%
Don't know	8%	12%	5%	4%

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Availability of restaurants and shopping				
Very good	4%	1%	6%	-
Good	23%	11%	33%	26%
Okay	24%	23%	26%	24%
Bad	32%	39%	27%	26%
Very bad	17%	27%	8%	24%
Don't know	-	-	-	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Community noise levels				
Very good	22%	31%	15%	4%
Good	37%	44%	32%	27%
Okay	27%	21%	31%	35%
Bad	11%	4%	16%	16%
Very bad	3%	-	5%	14%
Don't know	0%	0%	0%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Cost of living, including housing and all other purchases				
Very good	15%	11%	18%	13%
Good	42%	41%	44%	15%
Okay	27%	30%	24%	24%
Bad	11%	13%	10%	28%
Very bad	4%	5%	4%	20%
Don't know	1%	0%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Crime				
Very good	12%	14%	11%	-
Good	31%	40%	24%	20%
Okay	34%	35%	33%	32%
Bad	16%	8%	22%	33%
Very bad	6%	1%	9%	16%
Don't know	1%	2%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Job opportunities				
Very good	2%	1%	3%	-
Good	13%	13%	13%	18%
Okay	21%	23%	20%	14%
Bad	36%	30%	42%	33%
Very bad	16%	13%	18%	31%
Don't know	12%	20%	4%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Parks and recreation opportunities				
Very good	18%	19%	17%	4%
Good	38%	39%	38%	29%
Okay	25%	16%	32%	32%
Bad	15%	20%	11%	8%
Very bad	4%	6%	2%	24%
Don't know	0%	0%	0%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Safety of roads and intersections				
Very good	11%	10%	12%	4%
Good	40%	43%	37%	23%
Okay	28%	27%	29%	26%
Bad	14%	12%	15%	20%
Very bad	7%	7%	7%	24%
Don't know	0%	1%	-	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Train traffic, including noise and wait times at crossings				
Very good	6%	6%	6%	-
Good	22%	21%	23%	20%
Okay	26%	24%	28%	34%
Bad	26%	26%	26%	6%
Very bad	19%	21%	16%	40%
Don't know	1%	1%	2%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Maintenance of houses and lawns				
Very good	16%	20%	13%	4%
Good	33%	42%	25%	28%
Okay	22%	22%	22%	35%
Bad	18%	8%	25%	20%
Very bad	10%	7%	13%	10%
Don't know	1%	1%	1%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Sense of community				
Very good	19%	24%	16%	4%
Good	38%	43%	34%	27%
Okay	24%	19%	28%	28%
Bad	13%	10%	15%	21%
Very bad	5%	2%	6%	20%
Don't know	1%	1%	1%	-

Q17. ARE ANY OF THE FOLLOWING PROBLEMS FOUND IN YOUR NEIGHBORHOOD?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Animals running loose				
Major problem	5%	3%	7%	12%
Moderate problem	9%	2%	15%	14%
Minor problem	28%	30%	26%	32%
Not a problem	58%	65%	52%	32%
Don't know	0%	-	0%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Barking or other pet noise				
Major problem	8%	9%	7%	10%
Moderate problem	13%	10%	15%	18%
Minor problem	35%	39%	32%	21%
Not a problem	44%	42%	45%	41%
Don't know	1%	-	1%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Criminal activity				
Major problem	10%	6%	12%	30%
Moderate problem	18%	9%	26%	13%
Minor problem	30%	38%	23%	17%
Not a problem	40%	44%	38%	26%
Don't know	2%	3%	1%	13%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Disruptive parties				
Major problem	4%	1%	6%	22%
Moderate problem	6%	2%	10%	10%
Minor problem	27%	28%	28%	9%
Not a problem	62%	69%	56%	50%
Don't know	1%	1%	0%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Drug and alcohol abuse				
Major problem	10%	5%	14%	19%
Moderate problem	10%	3%	16%	13%
Minor problem	22%	22%	23%	9%
Not a problem	51%	62%	42%	42%
Don't know	6%	8%	4%	17%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Graffiti				
Major problem	12%	2%	20%	29%
Moderate problem	12%	7%	17%	17%
Minor problem	29%	37%	22%	9%
Not a problem	47%	54%	41%	35%
Don't know	0%	-	-	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Highway or Street noise				
Major problem	3%	2%	4%	4%
Moderate problem	13%	10%	16%	13%
Minor problem	31%	35%	27%	38%
Not a problem	52%	52%	52%	35%
Don't know	0%	0%	-	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Loud noise other than parties, such as stereos or yelling				
Major problem	8%	2%	12%	19%
Moderate problem	11%	2%	20%	13%
Minor problem	23%	27%	20%	16%
Not a problem	57%	69%	48%	42%
Don't know	0%	-	0%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Parking vehicles inappropriately				
Major problem	10%	8%	11%	22%
Moderate problem	12%	5%	17%	20%
Minor problem	30%	35%	27%	12%
Not a problem	48%	51%	45%	37%
Don't know	1%	0%	0%	10%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Unkempt lawn				
Major problem	13%	11%	14%	3%
Moderate problem	16%	9%	22%	13%
Minor problem	35%	35%	35%	35%
Not a problem	36%	45%	28%	36%
Don't know	1%	-	1%	13%

Q18. WHICH ONE OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR THOUGHTS ABOUT LIVING IN COMMERCE CITY?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Which one of the following statements best describes your...				
I'm very proud to say that I live in Commerce City.	23%	12%	34%	17%
I'm somewhat proud to say that I live in Commerce City.	26%	29%	23%	51%
I'm not embarrassed, but I'm not proud.	32%	37%	28%	22%
I'm somewhat embarrassed to say that I live in Commerce City.	10%	12%	9%	-
I'm very embarrassed to say that I live in Commerce City.	7%	9%	5%	10%
Don't know	1%	2%	1%	-

Q19. IN ONE SENTENCE, WHY WOULD YOU SAY YOU'RE EMBARRASSED?

- > Basically because it is managed by the old guard" of city council and it does not fit the "new" Reunion."
- > Because Commerce City is a slum.
- > Because of its reputation.
- > Because of past perceptions of the city.
- > Because of the maintenance of the yards.
- > Because of the name, it sounds too industrial.
- > Because of the previous reputation with crime and being known as city of industry and industrial parks and minorities.
- > Because of the way the city has treated me.
- > Because people just laugh when you mention it.
- > Because there is nothing out here, it is just like living out in a open field.
- > Because we do not have a very good reputation.
- > Commerce City has a bad image, multifamily, bad roads, and when I moved here, we lived in Brighton, Colorado, but one day someone came and told us we lived in Commerce City.
- > Commerce City has a bad reputation.
- > Commerce City is a poverty type town.
- > Commerce City is looked upon as a lower income type community.
- > Commerce City is only one step above Montbello.
- > Commerce City older areas are run down and have a bad reputation.
- > Coming from outside Commerce City, from Denver, nobody I know would want to live in Commerce City.
- > Crime ends up in Commerce city as well as people get shot in Commerce City.
- > Everything around me looks in bad condition.

- > I am embarrassed because the crime is high, the area is dirty, Semi-truck stations are located around here. We have odors of gas from a local gas plant.
- > I am embarrassed because of the lack of opportunities.
- > I am embarrassed because of the reputation of Commerce City and you need to lock your doors and don't go there in the evening.
- > I am embarrassed because of the crime rate and we are on the news when something bad is happening here.
- > I do not like the image that Commerce City has on the rest of the area.
- > I feel that backwardness of the city government is the good old boys club and need to get with the times.
- > I feel that I am embarrassed about Commerce City because my children are going to community college and there is no transportation.
- > I feel that I am embarrassed because there have been no good changes in Commerce City and nothing to be proud of.
- > I feel that people have the wrong impression of Commerce City. I live on the outskirts but they think of the inner city of Commerce City.
- > I feel that the reputation of Commerce City is so bad that I live in Adams County.
- > I think the overall decades long of reputation.
- > I would say it is a terrible place to live because of the illegal immigrants, and kids are running all over screaming and yelling, and city management.
- > I'm embarrassed by the present and recent history of Commerce City. We are viewed as the bad end of the city. The image is very bad.
- > I'm embarrassed of the way the mayor is. Commerce City is spending money that should not be spent on the city.
- > I'm upset with the management of the city and the pollution of the city.
- > It has a reputation as an industrial city and it smells.
- > It has always had a bad reputation for crime and unkempt communities.
- > It has such a very poor image and negative connotations that go with it.
- > It is just the overall name in Commerce City and the bad name.
- > It is mostly drugs, way too much for me.
- > It is not a very clean community, Commerce City has more crime and is looked down upon.
- > It's not a good place to live with the crime.
- > It's the stigma of Commerce City that I had since I was a kid.
- > Just because it hasn't shaken its stereotype of odors and other things of the past few years.
- > Just the feeling and attitude that Commerce City brings to my friends that do not live here.
- > Mostly because of the image conjured up when thinking about southern Commerce City, and also because there is no shopping.
- > Mostly because of the image of Commerce City.
- > The city government is nothing but a police enterprise looking over you on everything.
- > The city is filled with crime and industrial things.
- > The general reputation of the city is bad.
- > The image of Commerce City is dirty - the first thing that pops in people's minds is dirty because of the oil refineries and the industrial area.
- > The lack of upkeep in homes and number of cars that don't run in front of homes.
- > The reputation that the older parts of the city have.
- > The taxes are very high considering the lack of family oriented and general services available to the public.
- > There is a lack of community development.
- > They have done little or nothing to improve the quality of life of the people in Commerce City.
- > Too many dirty people.
- > We have a very bad stigma for being below the poverty.

INFORMATION ABOUT CITY ISSUES

Q20. HOW SATISFIED ARE YOU WITH THE OVERALL COMMUNICATIONS YOU RECEIVE FROM THE COMMERCE CITY GOVERNMENT?

	<i>Total</i>	<i>Do you live north or south of 96th Avenue?</i>		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How satisfied are you with the overall communications you...				
Very satisfied	12%	11%	12%	3%
Somewhat satisfied	38%	34%	41%	47%
Somewhat dissatisfied	23%	22%	24%	9%
Very dissatisfied	11%	14%	7%	27%
Don't know	17%	19%	15%	14%

Q21. CAN YOU TELL ME WHY YOU'RE DISSATISFIED?

- > Basically, I deal with building inspectors. They are mean and unruly.
- > Because I don't receive any information about what is going on.
- > Because really the only communication we really get is the newspaper. Or we find out about meeting right before so there is no time to schedule, or we find out about them after they have already happened.
- > Because they do not communicate with us.
- > Because they don't tell us a darn thing as to anything that is going on in the city. I have no idea what the city is doing. We have voted in some odd balls.
- > Because they simply don't listen to me when I call in for a complaint, they treat me like a second class citizen. Like I seriously don't matter.
- > Because they vote on things and they don't let people know what they are voting on. They need to take it to the people of the city.
- > because we live so far north.
- > Because we never hear about anything.
- > Because you don't know these people until they get ready to run for office. They promise things they cannot keep, they just haven't delivered anything.
- > Because we've complained before and they do nothing.
- > Commerce City doesn't have a neighborhood paper anymore and the city website is really not that good.
- > Everything is out north and nothing is in the south.
- > Half the time I have no idea what is going on with them.
- > I am dissatisfied because I don't ever hear about things in a timely manner.
- > I am dissatisfied because I feel that I don't receive anything.
- > I am dissatisfied because the city official moved up north and forgot about us with the roads and the highway.
- > I am dissatisfied because there is no real communication.
- > I am dissatisfied because they don't communicate or send out any publications.
- > I am dissatisfied by the lack of easy access to information or timely information given.
- > I am dissatisfied with the lack of communication within the city government.

- > I don't even know who they are in Commerce City.
- > I don't ever hear anything.
- > I don't get any communications from them.
- > I don't get anything from the government as far as I know.
- > I don't get very much information in the mail like I need to.
- > I don't hear about our communities government or things like that.
- > I don't know much of what goes on here. There is no communication.
- > I don't know what's going on, for instance, free trash days. I never know about those.
- > I don't like that they closed the local paper down.
- > I don't receive much in the way of communications from the city government.
- > I don't think that I have ever heard from any city official.
- > I don't think the officials communicate with the community.
- > I don't think there are enough outlets to reach people.
- > I don't think they try to reach out.
- > I feel that I don't hear much from anyone about what is really happening.
- > I feel that I really don't know what is going on. I am angry at the mayor because he lives in Reunion and puts down the older sections of Commerce City and not only him but others who are on his council.
- > I feel that incorporated us without our permission, we never wanted to be a part of Commerce City.
- > I feel that the county and city manager would put it on the web for others to view especially in Reunion Community. I want them to have a complete shopping center, but the City refuses to do this. Be more proactive in the zoning area for all of Commerce City.
- > I feel that they do not announce anything or make me aware.
- > I feel that they do not communicate with the community.
- > I feel that they treat us like another entity that we are not part of the city.
- > I feel that we are a new community. In order for us to be a community, we need to know who is running our community. I would like to know what came out of the city council meetings on a weekly basis. I would like to know about new buildings, codes on regulations such as signs on garage sales and such. We need a local newspaper and/or website.
- > I feel that we don't hear much because I live in Henderson and never really know about Commerce City.
- > I feel that we receive a few city articles but they go around the issues. We don't even know who the mayor is and who is running.
- > I feel there's no communication or none that I'm aware of.
- > I feel very dissatisfied because they annexed us from Adams County and I didn't even know I wasn't in Adams County. They lie to us all the time and never are honest about how bad it is really here.
- > I have a Commerce City mailing address but I am in the county of Adams. I don't understand why that is like that.
- > I have never received any type of newsletter or documentation about the city from local city government.
- > I have not seen much communication, not sure how they communicate.
- > I just don't have very much contact with them.
- > I just don't pay attention to what they say or do, they pass out enough information that is needed.
- > I just don't think they let everyone know what's really going on, they only post on the website. If you don't have access you can't find things out.
- > I just think there should be more communication and outreach by city officials. They should come out into the neighborhoods and discuss local issues.
- > I never get notices for anything. I have to search for everything.
- > I never hear anything about anything.
- > I never hear anything from them.
- > I never hear from the government.
- > I never trust politicians. I don't trust anything I read.
- > I think it has to do with the new neighborhoods. There is a complete culture difference between both us and them. There is a division, you can tell being out in town.

- > I think no one does their job. I'm speaking of the government officials.
- > I think outside of the election period, the communication is very limited outside of what we get in the mail. And what we get in the mail is few and far between.
- > I think that I feel that the city is bias and I feel like they only take care of the rich. They need to give grant money to small businesses.
- > I think there is no communication since the beacon left.
- > I think they don't communicate with us well.
- > I think we get plenty of unwanted notices through the mail, and through the TV.
- > I went to the council to propose that any person who operates a vehicle without insurance that the vehicle immediately be impounded. I have yet to receive a proper response.
- > I would like to know more on what's going on.
- > I'm not familiar with the way they communicate with the community out here where I live. I'd like to see more in the way of a small news paper mailed to me. Something that I would get in my mailbox.
- > It just doesn't seem like we get a lot of say so in matters before they happen.
- > It seems like we don't have enough being done for the whole city, maintenance, education, and no information.
- > Just because of the Spanish information they send out.
- > Most of the time if you don't go to the council meetings you don't know what is going on. There is no local paper for us here in Commerce City.
- > Mostly the only time we seem to hear anything since the Beacon got canceled, it seems like it always get to us after the event or whatever had already happened.
- > Since the paper folded a lot of people don't get to read what is really going on. What I used to do is read Commerce City Beacon in my free time and keep up to date with the city.
- > The communication is not prevalent and does not necessarily educate you with the agendas for the council meetings.
- > The general populace doesn't get communication at all.
- > The newspaper doesn't show what city council is voting on so those who cannot attend don't know what is going on.
- > There are a fair amount of people in Commerce City who do not have access to the internet and we have lost our newspaper. The information needs to be disseminated to all residents, even those without internet access.
- > There have been a couple of times that the police have held community meetings, they've only let some people know of it and not all of the neighborhood. It's pretty hit or miss.
- > There is no commutation, period. There is an alley behind my house that has always been there. One day I came home to find it blocked off. I called the city and have never got an answer as to why it is blocked off and can't be used.
- > There is no communication at all, there needs to be other ways to communicate.
- > There is no communication. They used to do mailings, but they stopped those.
- > There is none. They have meetings and they don't share the nature of the meetings and they shut The Beacon down 1 year ago and now there is no communication.
- > There is not a lot of communications here, and they need to improve on this all together.
- > There is not anything that comes from Commerce City. Such as lack of any communication at all.
- > There is not enough communication.
- > There is too much catering to non-English speaking people. The city website is not easily accessible to the information you need.
- > There isn't any communication. There is not a newspaper anymore locally.
- > There's no contact with anyone in the government.
- > They are a bunch of communistic idiots that want to control everything you do and arrest you anytime they want.
- > They are self-serving. Their brochure is colored and mailed on slick paper, it seems unnecessary and brags about its accomplishments. It's not news.
- > They could update the community on what they are doing. Keep the people informed.
- > They do not put out enough news for our area. The initial information is needed for where we live.
- > They don't announce meetings. I can't remember the last time I got a letter in the mail telling me what's going on in my community.

- > They don't care about people, only their own wages.
- > They don't communicate with me at all, there's no effort on their part.
- > They don't make the news about what's going on in the city available.
- > They don't talk to us.
- > They have meetings while people are at work so we can't attend meetings to find information out.
- > They just don't communicate about the happenings. Things put in paper are being hid.
- > They need additional means of communicating with everyone not just the monthly newsletter.
- > They never communicate to the people about what they are doing.
- > They never say what they are doing when they do it. There is hardly ever any news of what is going on in the area except around election time. They do not communicate well to my satisfaction.
- > They put up a lot of papers but the papers don't really say anything.
- > They send things out in the mail, but they make no other attempt to make the important issues known.
- > They wouldn't listen to our community, we didn't want the annex.
- > We are not informed as to anything they are doing.
- > We are too old to attend the local meetings so if the information is not given out in the local papers we don't get it.
- > We don't get the regular News Beacon we used to get information about the city. They went out of business and we don't get much news anymore.
- > We don't have any information about the city. No local paper since a year ago.
- > We don't really receive a lot of information from the city. We use to get a lot of informational meetings about the water quality, and now we don't get any meetings at all.
- > We get nothing in the mail about events that are going on. We don't get information about things that are opening or anything like that.
- > We just do not know what is going with anything within the community.
- > We just don't get enough information. They closed down the local newspaper building and nobody took it over. That was the only way we got any news.
- > We no longer have our Commerce City paper and it use to do a good job of keeping us informed and now we do not have that avenue.
- > We report a lot of the criminal activities and vandalism that goes on in our area but the city never gets back to us as to how they are solving the problem or if they are or not.
- > We should have more information on the programs in the schools provided and why they are provided when we have a minority of Hispanic people.
- > We use to do community outreach, with mayor and government employees, but now if there is anything going on, we don't hear about it.
- > We use to have the Commerce City Beacon and now we have a smaller publication and we need a newspaper.
- > We used to have a local paper to tell us everything about what was going on in the city. The paper shut down and the new paper is nowhere near as informative as the old paper.
- > We used to have the Almanac but we do not any more. We just do not have any communication. We do not know what is going on.
- > We've received no contact since we have moved here.
- > When the Beacon retired, we lost all communication about the city government.
- > You don't hear a lot about what is going on, it's like a lot of it goes on behind closed doors.
- > You try to speak with them about anything and they know it all but do nothing about it.

Q22. IN THE PAST 30 DAYS, HAVE YOU USED THE FOLLOWING INFORMATION SOURCES TO LEARN ABOUT CITY ISSUES?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Channel 8				
Yes	16%	15%	16%	47%
No	82%	83%	83%	49%
Don't know	2%	3%	1%	4%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Denver newspapers				
Yes	42%	48%	38%	41%
No	56%	52%	60%	59%
Don't know	2%	1%	2%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Denver television				
Yes	49%	47%	51%	60%
No	49%	51%	49%	40%
Don't know	1%	3%	0%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Talking to friends or neighbors				
Yes	66%	67%	66%	59%
No	33%	33%	34%	38%
Don't know	1%	0%	1%	3%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
City website				
Yes	30%	31%	30%	26%
No	67%	69%	65%	74%
Don't know	3%	-	5%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Local Commerce City newspapers				
Yes	48%	50%	45%	50%
No	51%	49%	53%	50%
Don't know	1%	1%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Other mail from the city government besides the city's newsletter				
Yes	23%	19%	27%	24%
No	71%	77%	66%	76%
Don't know	5%	3%	7%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Contacting city employees				
Yes	17%	18%	16%	15%
No	79%	80%	78%	80%
Don't know	4%	2%	6%	4%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Email newsletter				
Yes	14%	15%	13%	9%
No	83%	80%	86%	91%
Don't know	3%	4%	1%	-

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
The "City News" newsletter mailed by city government				
Yes	51%	48%	54%	37%
No	45%	48%	43%	59%
Don't know	4%	5%	3%	4%

Q23. HOW DO YOU MOST PREFER TO RECEIVE INFORMATION REGARDING THE COMMERCE CITY GOVERNMENT?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
Base				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How do you most prefer to receive information regarding t...				
Channel 8	3%	3%	4%	3%
Denver newspapers	3%	2%	4%	3%
Denver television	5%	6%	3%	16%
Friends and neighbors	3%	2%	3%	10%
Internet/city website	6%	6%	5%	-
Local newspapers	17%	16%	19%	20%
Mailed information from the city	35%	34%	37%	26%
Direct contact with city staff	1%	1%	1%	6%
Email newsletter	19%	19%	20%	-
City News newsletter	15%	15%	15%	16%
Other	4%	5%	3%	10%

Please specify:

- > Direct observation from living here.
- > I also prefer the Homeowner's Association meetings.
- > I am not sure. You can call and ask the mayor personally.
- > I am willing to receive information in any form, as long as I get something.
- > I couldn't care less about hearing anything from the government here in Commerce City.
- > I don't care at all for the government. I am in disagreement with the government anyways so they can continue with their mailings.
- > I don't have a preference.
- > I don't really care.
- > I don't want any news letters or mail.
- > I prefer not to receive it.
- > I prefer to receive by telephone.
- > I want a directory mailed to me of the city websites, so when I want something I can look it up. Then I want a general post emailed to me with updates of things so I can pick and choose what I want to look at.
- > I would like to get a newspaper.
- > I would like to see a live forum for major issues such as city development, so we understand what is going on.
- > If they would put more information in the local newspaper and more information in the local city letter it would be great. They used to have a lot of information in the Beacon but they discontinued it.
- > I'm not that involved.
- > Local or city newspaper.
- > Their Facebook.

Q24. DO YOU THINK COMMERCE CITY GETS FAIR AND UNBIASED COVERAGE FROM THE FOLLOWING INFORMATION SOURCES?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Word of mouth from city residents				
Yes	56%	58%	55%	31%
No	28%	26%	28%	45%
Don't know	17%	16%	17%	24%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Word of mouth from people who live outside the city				
Yes	29%	27%	30%	26%
No	56%	53%	60%	49%
Don't know	15%	20%	10%	25%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Local newspapers in the city				
Yes	55%	54%	56%	33%
No	25%	24%	25%	44%
Don't know	20%	22%	19%	24%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
Newspapers outside the city				
Yes	<i>31%</i>	32%	31%	21%
No	<i>45%</i>	39%	51%	48%
Don't know	<i>23%</i>	29%	18%	32%

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
Television and radio coverage				
Yes	<i>44%</i>	50%	41%	28%
No	<i>42%</i>	35%	47%	56%
Don't know	<i>14%</i>	15%	13%	16%

QUESTIONS ABOUT YOU

Q25. WHAT IS YOUR GENDER?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Gender				
Male	50%	46%	56%	23%
Female	50%	54%	44%	77%

Q26. IN WHAT YEAR WERE YOU BORN? [CONVERTED TO AGE]

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
Age				
18-34	41%	42%	42%	-
35-44	21%	21%	22%	-
45-54	16%	15%	15%	26%
55-64	11%	10%	10%	21%
65+	9%	8%	9%	23%
Refused	3%	3%	2%	30%

Q27. HOW MANY YEARS HAVE YOU LIVED IN COMMERCE CITY?

	Total	Do you live north or south of 96th Avenue?		
		North	South	Don't know
<i>Base</i>				
<i>Unweighted</i>	406	200	188	18
<i>Weighted</i>	406	186	210	10
How many years have you lived in Commerce City?				
Less than 1 year	1%	0%	1%	-
1-2 years	27%	25%	30%	13%
3-4 years	22%	17%	28%	8%
5-9 years	37%	50%	25%	33%
10 years or more	12%	8%	16%	27%
Refused	1%	1%	0%	20%

Q28. DO YOU LIVE NORTH OR SOUTH OF 96TH AVENUE?

	<i>Total</i>	Do you live north or south of 96th Avenue?		
		<i>North</i>	<i>South</i>	<i>Don't know</i>
<i>Base</i>				
<i>Unweighted</i>	<i>406</i>	<i>200</i>	<i>188</i>	<i>18</i>
<i>Weighted</i>	<i>406</i>	<i>186</i>	<i>210</i>	<i>10</i>
Do you live north or south of 96th Avenue?				
North	46%	100%	-	-
South	52%	-	100%	-
Don't know	2%	-	-	100%

APPENDIX B: SURVEY INSTRUMENT

The survey instrument used for this project is included in the following pages. Please note that the survey was conducted via telephone, so the formatting of this survey instrument is not meaningful.

YOUR OPINION ABOUT THE CITY

5. I'm going to read you a list of characteristics about Commerce City, and please rate your overall satisfaction with them. You can answer Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, or No Opinion. [ROTATE OPTIONS]

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No opinion
Economic development and growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How the city communicates with you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Image of the city	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of services the city provides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighborhood issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation, parks, trails, open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The job environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of services and shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of where services and shopping are located	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How would you rate general economic conditions in Commerce City? Would you say they're very good, good, fair, bad, or very bad?

a. Very good b. Good c. Fair d. Bad e. Very bad f. Don't know

CITY GOVERNMENT AND EMPLOYEES

7. How well-informed do you feel about the activities of the following types of local government activities? Please answer whether you know a lot, know some, know a little, or know nothing about the following. *Select one box per row.*

	Know a Lot	Know Some	Know a Little	Know Nothing	Don't know/ No answer
City council discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City Planning and Zoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public works projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City rules and regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. I'd like to ask a few questions now about city employees. When you think about the last contact you had with a representative of the city (other than an elected official), how would you rate your customer service? Would you say very good, good, okay, bad, or very bad?

a. Very good b. Good c. Okay d. Bad e. Very bad f. Don't know

9. How would you rate Commerce City government staff on the following attributes? We are asking about City employees, NOT elected officials. You can answer whether they're very good, good, okay, bad, or very bad. [ROTATE OPTIONS]

	Very Good	Good	Okay	Bad	Very Bad	Don't Know/ No Opinion
Customer Focused						
Honest						
Knowledgeable						
Professional						

CRIME AND SAFETY

10. How safe do you feel being outside in your neighborhood at night – very safe, somewhat safe, somewhat unsafe, or very unsafe?

a. Very safe b. Somewhat safe c. Somewhat unsafe d. Very unsafe f. Don't know

11. Do you feel comfortable calling the police if you witness minor criminal activity in your neighborhood?

a. Yes b. No f. Don't know

IMAGE OF THE CITY

12. Why do you live in Commerce City? I'm going to read seven statements, and tell me if it's a major reason, minor reason, or not a reason for living here. [ROTATE OPTIONS]

	Major Reason	Minor Reason	Not A Reason	Don't Know
To be near friends or family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be near a job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasonable housing prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient services and shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grew up here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other major reason? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. To make Commerce City a better place to live, work, and do business in the next five years, what do you think is the single most important local issue that needs to be addressed?

CITY FACILITIES

14. I'd like to ask you now about some possible services or features that could be expanded, and tell me yes or no if you'd like to see more of them. Do you think Commerce City needs... [ROTATE, BUT 'MORE GROCERY STORES' SHOULD ALWAYS PRECEDE 'MORE SHOPPING AND SERVICES OTHER THAN GROCERY STORES']

	Yes	No	Don't know
...more <u>neighborhood</u> parks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more shopping and services other than grocery stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more local job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more trails and open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...another recreation center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more road improvements or maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more police officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more adult education options.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...more public transportation routes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. [IF MORE THAN ONE IS 'YES'] Of the items I just read, which one stands out as your top priority? [CHECK ONLY ONE – READ 'YES' VOTES AGAIN IF NECESSARY]

...more <u>neighborhood</u> parks.
...more grocery stores
...more shopping and services other than grocery stores
...more local job opportunities
...more trails and open space
...another recreation center
...more road improvements or maintenance
...more police officers
...more adult education options.
...more public transportation routes.

YOUR NEIGHBORHOOD

16. How would you rate your neighborhood on each of these issues? You can answer very good, good, okay, bad, or very bad. [ROTATE OPTIONS]

	Very good	Good	Okay	Bad	Very bad	Don't know/ No opinion
Air quality, including pollution and/or odors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of restaurants and shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community noise levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living, including housing and all other purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety of roads and intersections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train traffic, including noise and wait times at crossings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance of houses and lawns						
Sense of community						

17. Are any of the following problems found in your neighborhood? Please tell me if each is a major, moderate, minor, or no problem. [ROTATE OPTIONS]

	Major problem	Moderate problem	Minor problem	Not a problem	Don't know/ No opinion
Animals running loose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Barking or other pet noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Criminal activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disruptive parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug and alcohol abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway or Street noise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loud noise other than parties, such as stereos or yelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking vehicles inappropriately	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unkempt lawn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Which one of the following statements best describes your thoughts about living in Commerce City? *Select only one.*

- a. I'm very proud to say that I live in Commerce City.
- b. I'm somewhat proud to say that I live in Commerce City.
- c. I'm not embarrassed, but I'm not proud.
- d. I'm somewhat embarrassed to say that I live in Commerce City.
- e. I'm very embarrassed to say that I live in Commerce City.
- f. Don't know

19. [IF EMBARRASSED] In one sentence, why would you say you're embarrassed?

INFORMATION ABOUT CITY ISSUES

20. How satisfied are you with the overall communications you receive from the Commerce City government? Are you: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied, or No Opinion.

- a. Very satisfied
- b. Somewhat satisfied
- c. Somewhat dissatisfied
- d. Very dissatisfied
- e. No opinion/Don't know

21. [IF SOMEWHAT OR VERY DISSATISFIED] Can you tell me why you're dissatisfied?

22. In the past 30 days, have you used the following information sources to learn about city issues? You can answer yes, no, or I don't know to each item. [ROTATE OPTIONS]

	Yes	No	Don't Know
Channel 8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Denver newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Denver television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talking to friends or neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Commerce City newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other mail from the city government besides the city's newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacting city employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The "City News" newsletter mailed by city government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. How do you most prefer to receive information regarding the Commerce City government? [DO NOT READ OPTIONS. CHECK ALL THAT APPLY. ASK ONCE, 'ANYTHING ELSE?']

- a. Channel 8
- b. Denver newspapers
- c. Denver television
- d. Friends and neighbors
- e. Internet/city website
- f. Local newspapers
- g. Mailed information from the city
- h. Direct contact with city staff
- j. Email newsletter
- k. City News newsletter
- l. Other: _____

24. Do you think Commerce City gets fair and unbiased coverage from the following information sources? You can answer yes, no, or I don't know to each of the five sources I'll mention. [ROTATE OPTIONS]

	Yes	No	Don't Know
Word of mouth from city residents			
Word of mouth from people who live outside the city			
Local newspapers in the city			
Newspapers outside the city			
Television and radio coverage			

QUESTIONS ABOUT YOU

We're almost done now, and I'd like to finish up with a few question about you, for analysis purposes.

25. Gender: Male _____ Female _____

26. In what year were you born? _____

27. How many years have you lived in Commerce City? Years _____ Months _____ **[ONLY RECORD MONTHS IF LESS THAN ONE YEAR]**

28. Do you live north or south of 96th Avenue?

- a. North
- b. South
- c. Don't Know

Thank you for participating in our survey!