



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Commerce City, CO
2024 National
Community SurveyTM**





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

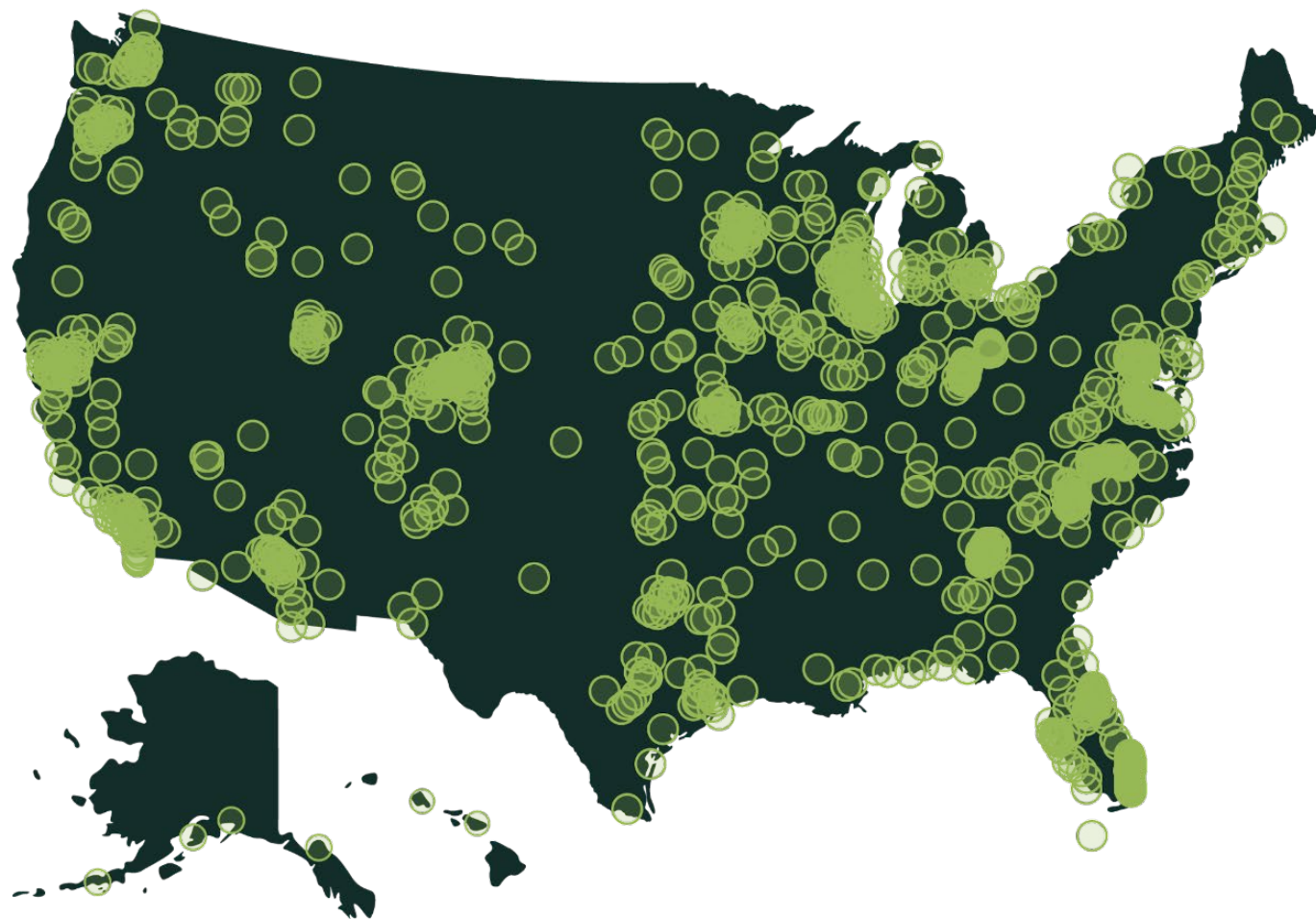
NLC NATIONAL
LEAGUE
OF CITIES

Facets of Community Livability



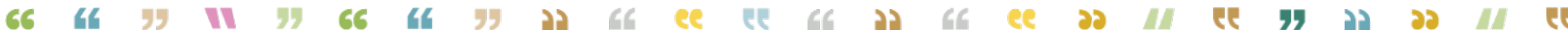
THE NCS™
THE NATIONAL COMMUNITY SURVEY™

Polco's Benchmarking Database

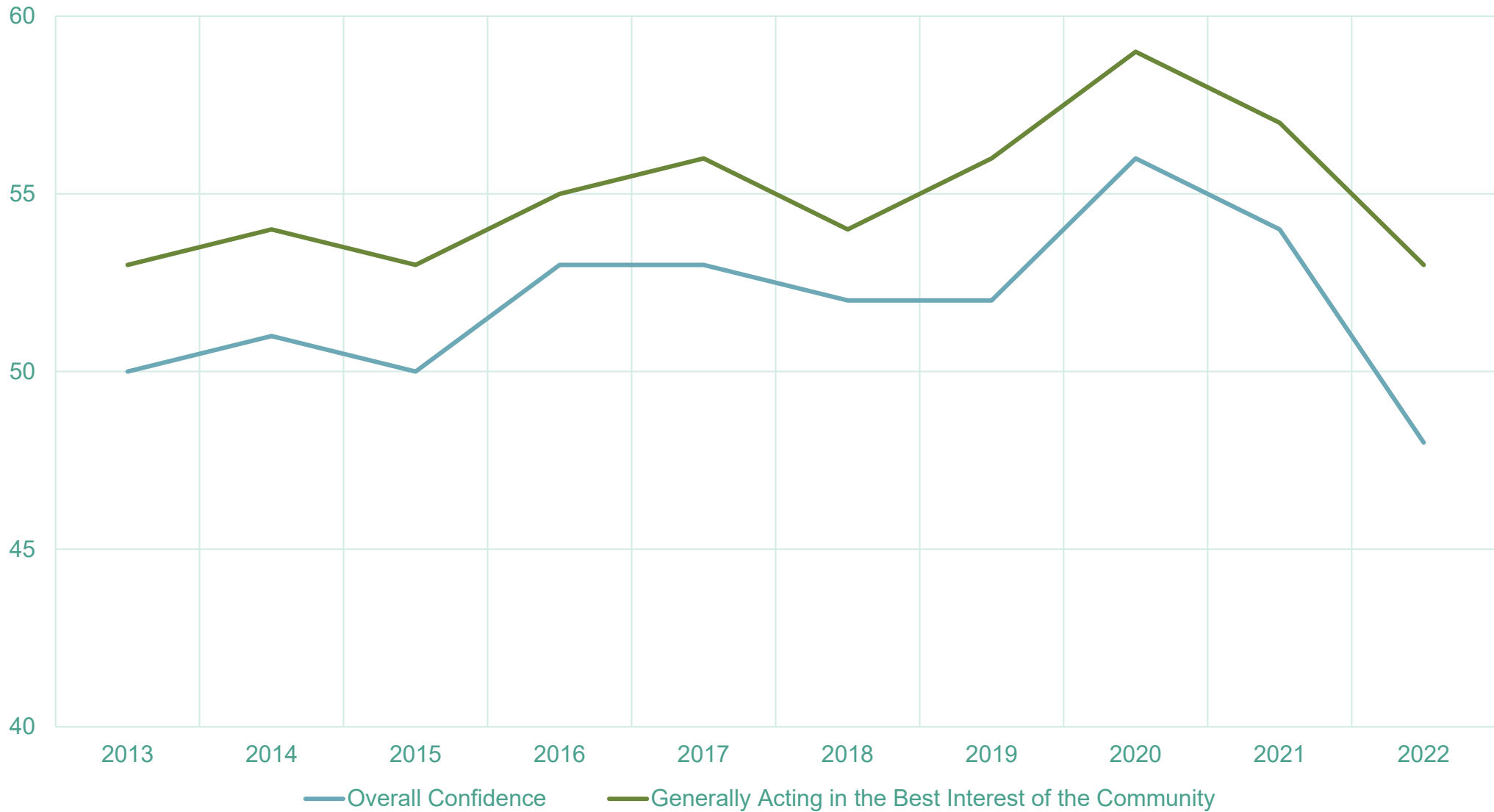


More than **500**
comparison communities
across the nation.

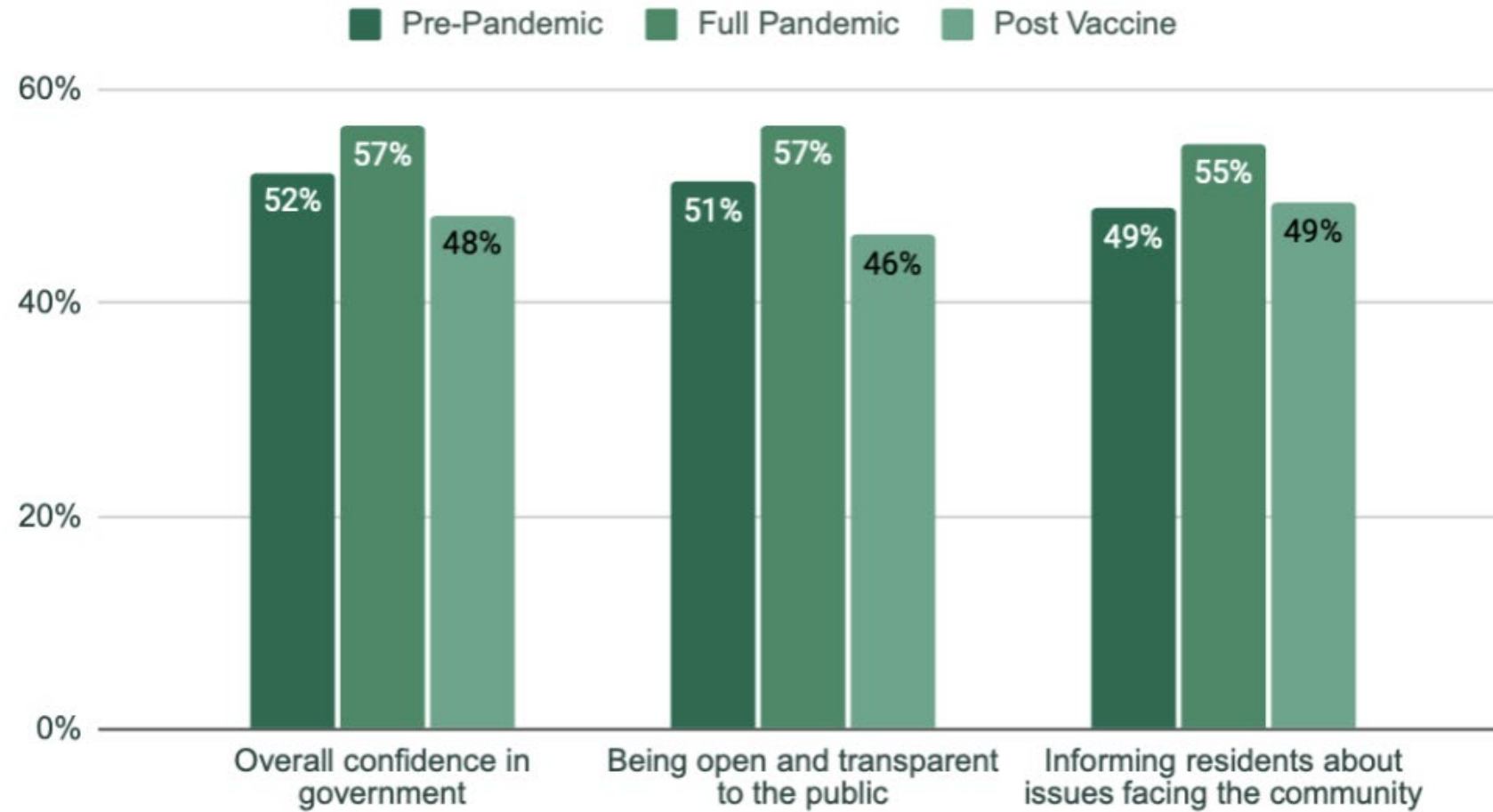
Representing the opinions
of more than **50 million**
residents.



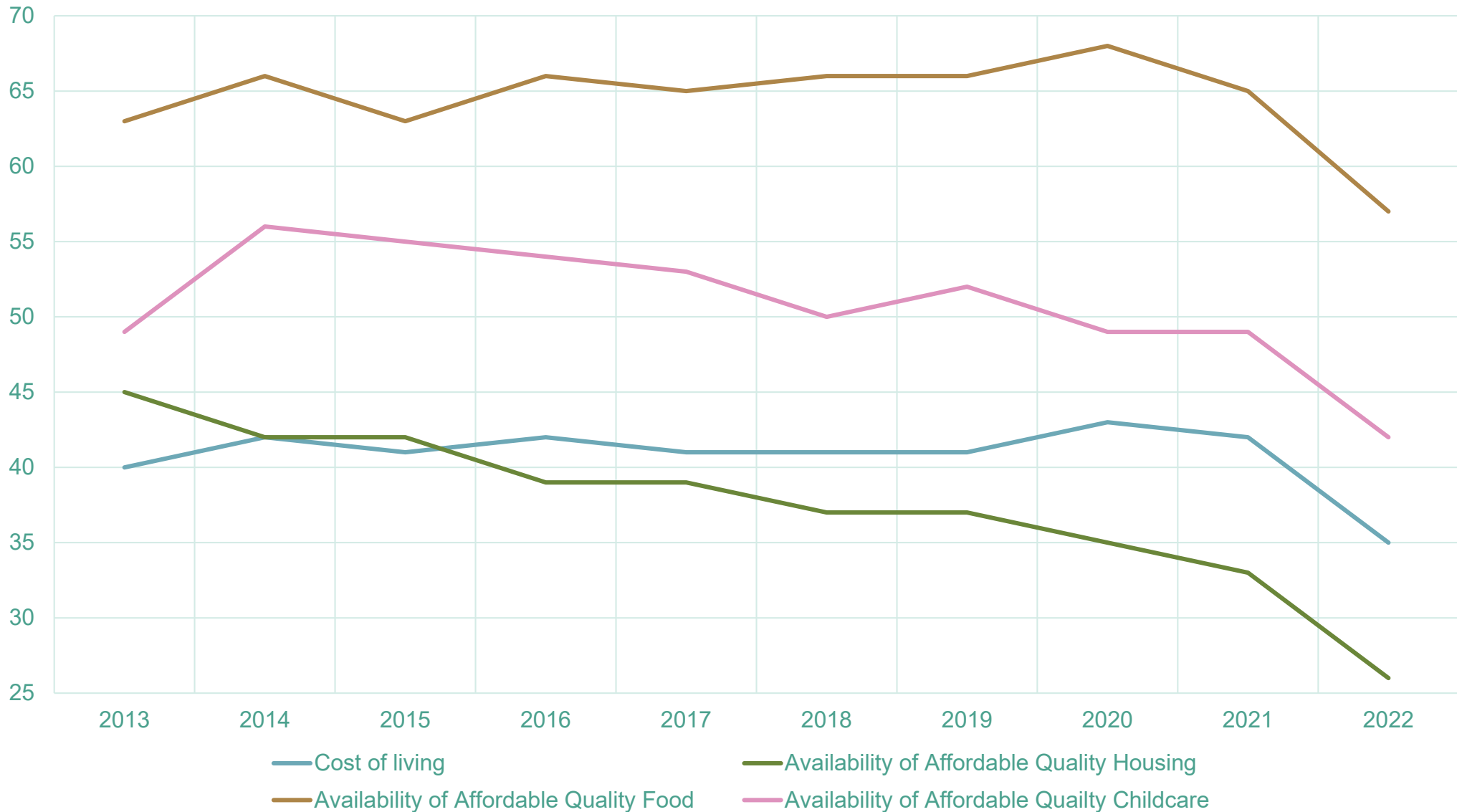
National Ratings for Local Government Trust (2013-2022)



Local Government Ratings Compared by Pandemic Timing



National Economic & Affordability Sentiment (2013-2022)





Community Characteristics Scoring Low Nationwide

- Employment opportunities
- Cost of living
- Well-planned commercial growth
- Vibrancy of downtown/commercial area

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



**Inform budget,
land use, strategic
planning decisions**



**Benchmarking
to other
communities**

Objective of the Presentation

What findings
did you expect?

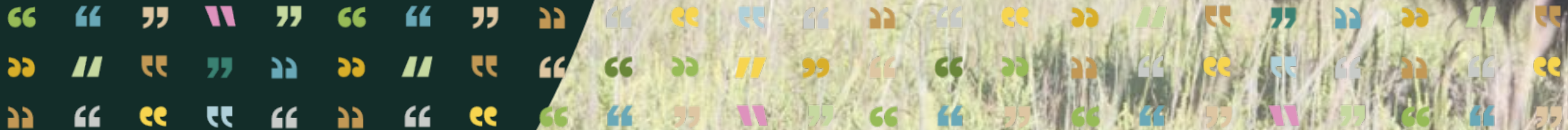
What findings were
surprising?

Are there areas
where you need to
dig deeper?

In what areas
should you
focus?



Overview of Survey Results



The National Community Survey™ in Commerce City



The NCS™ for Commerce City, CO

- Third time conducting The NCS (previous survey in 2019)
- Survey conducted from November 17, 2023 – December 29, 2023
- Mailing approach employed:
 - Probability-based sample of 3,000 randomly selected households
 - 200 total responses received
 - 7% overall response rate
 - Non-probability, open-participation survey: 34 responses
- Results statistically weighted to reflect Commerce City overall
- 95% confidence interval with a +/- 7% margin of error

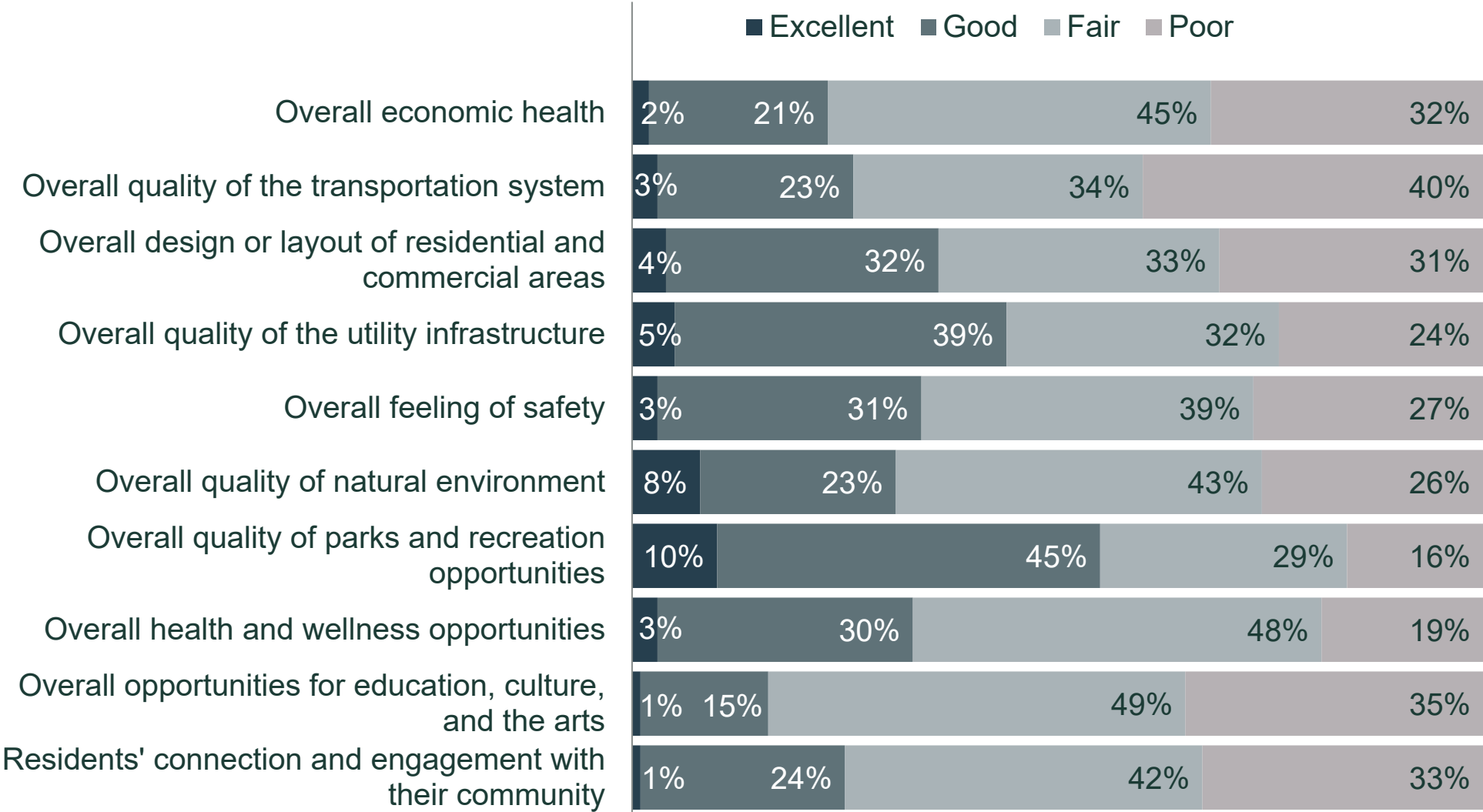


Explanation of Survey Ratings

- **Excellent** ➡ **Very Positive, well above average, significantly more than adequate**
- **Good** ➡ **Positive, above average, more than adequate**
- **Fair** ➡ **Neutral, average, adequate**
- **Poor** ➡ **Negative, below average, less than adequate**

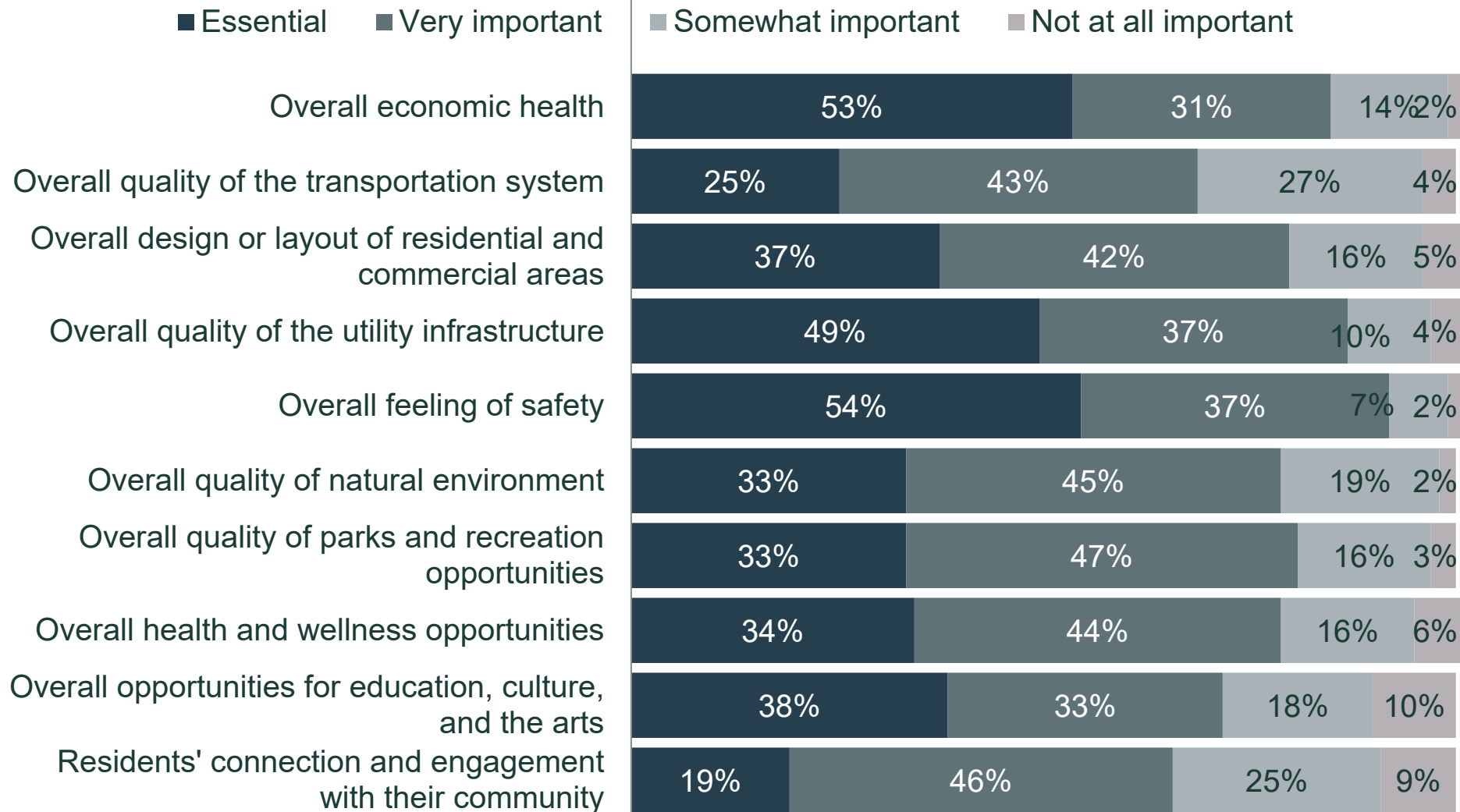


Facets of Community Livability: Quality

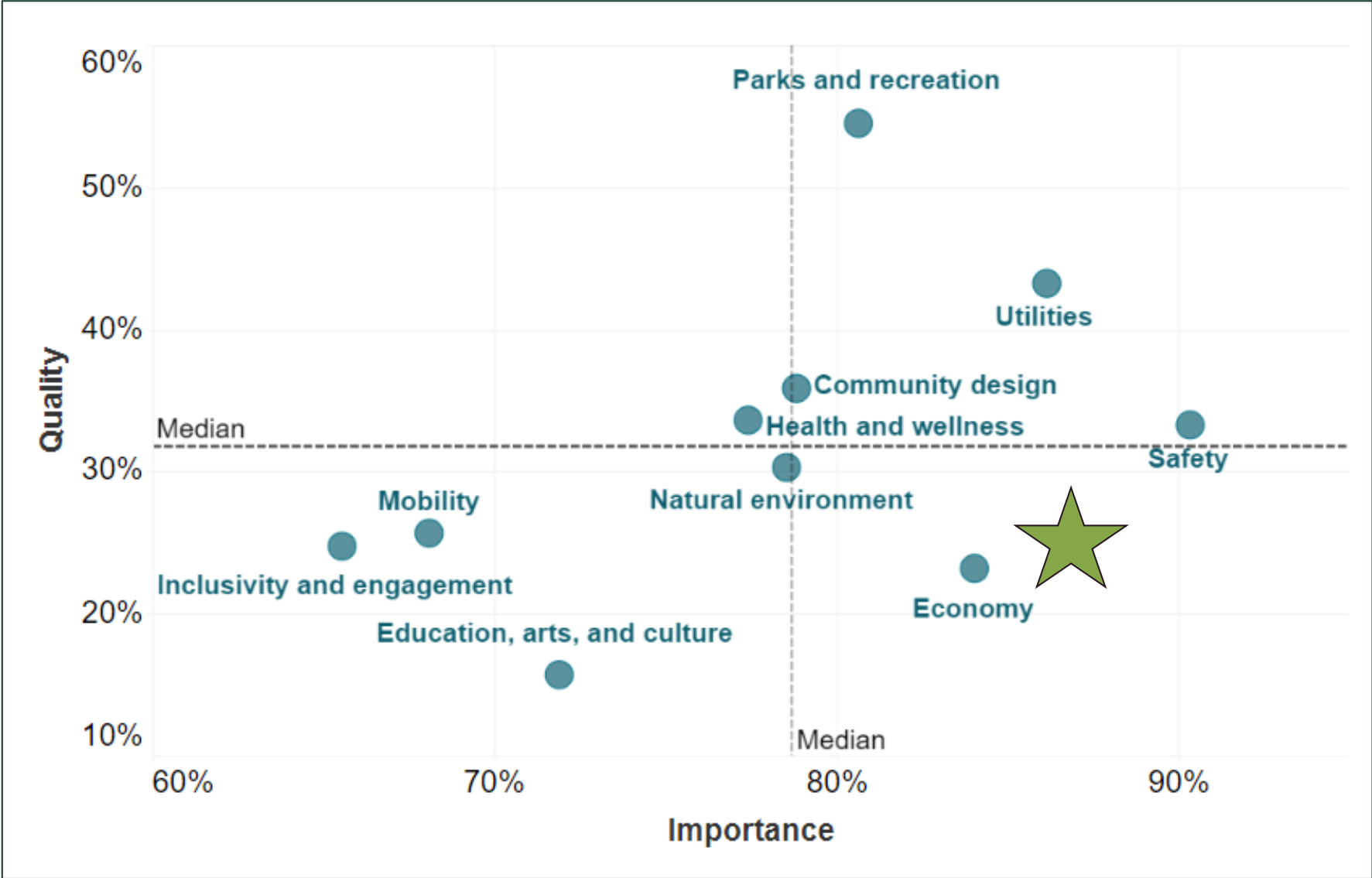




Facets of Community Livability: Importance



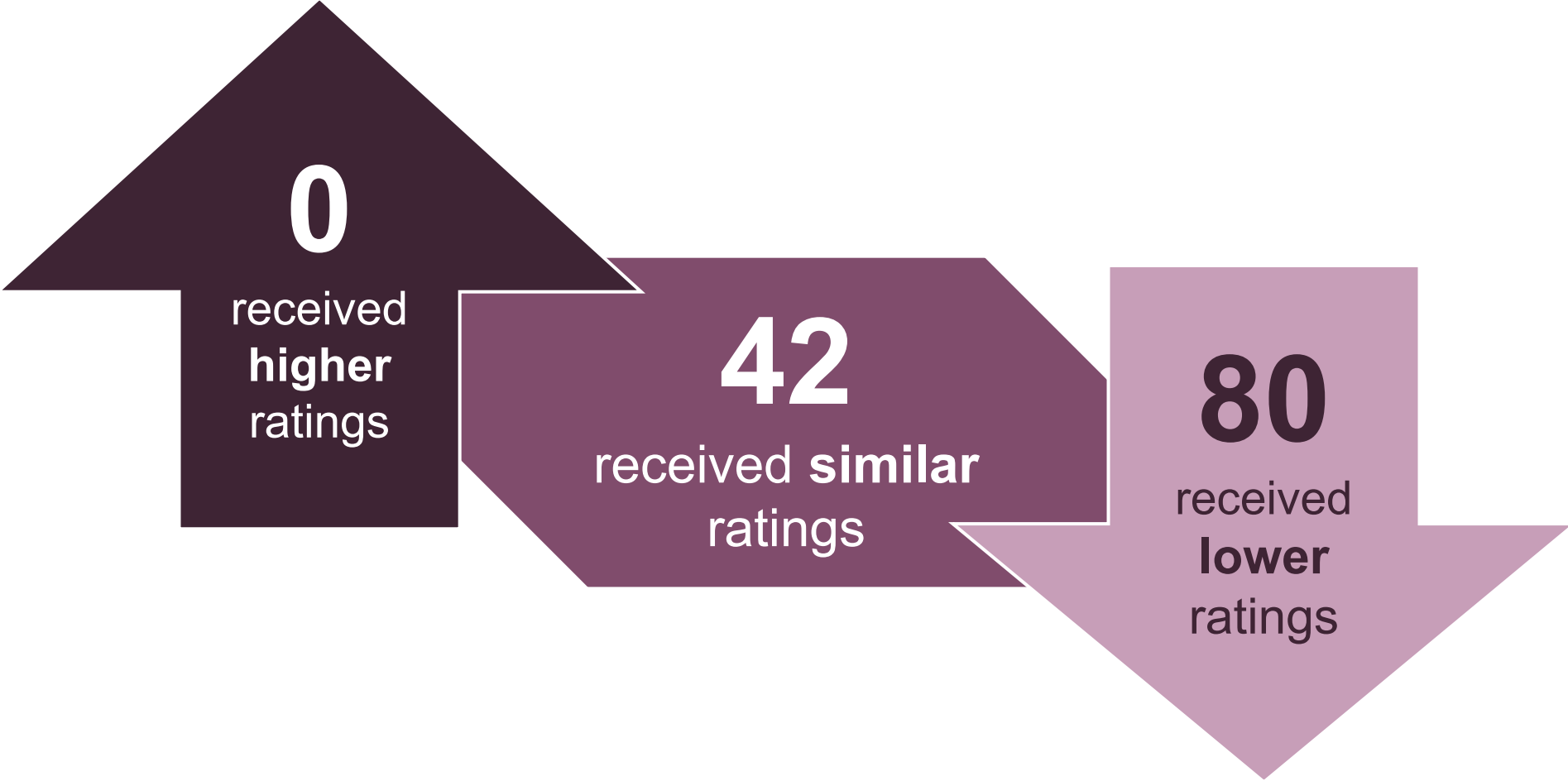
Balancing Quality and Importance



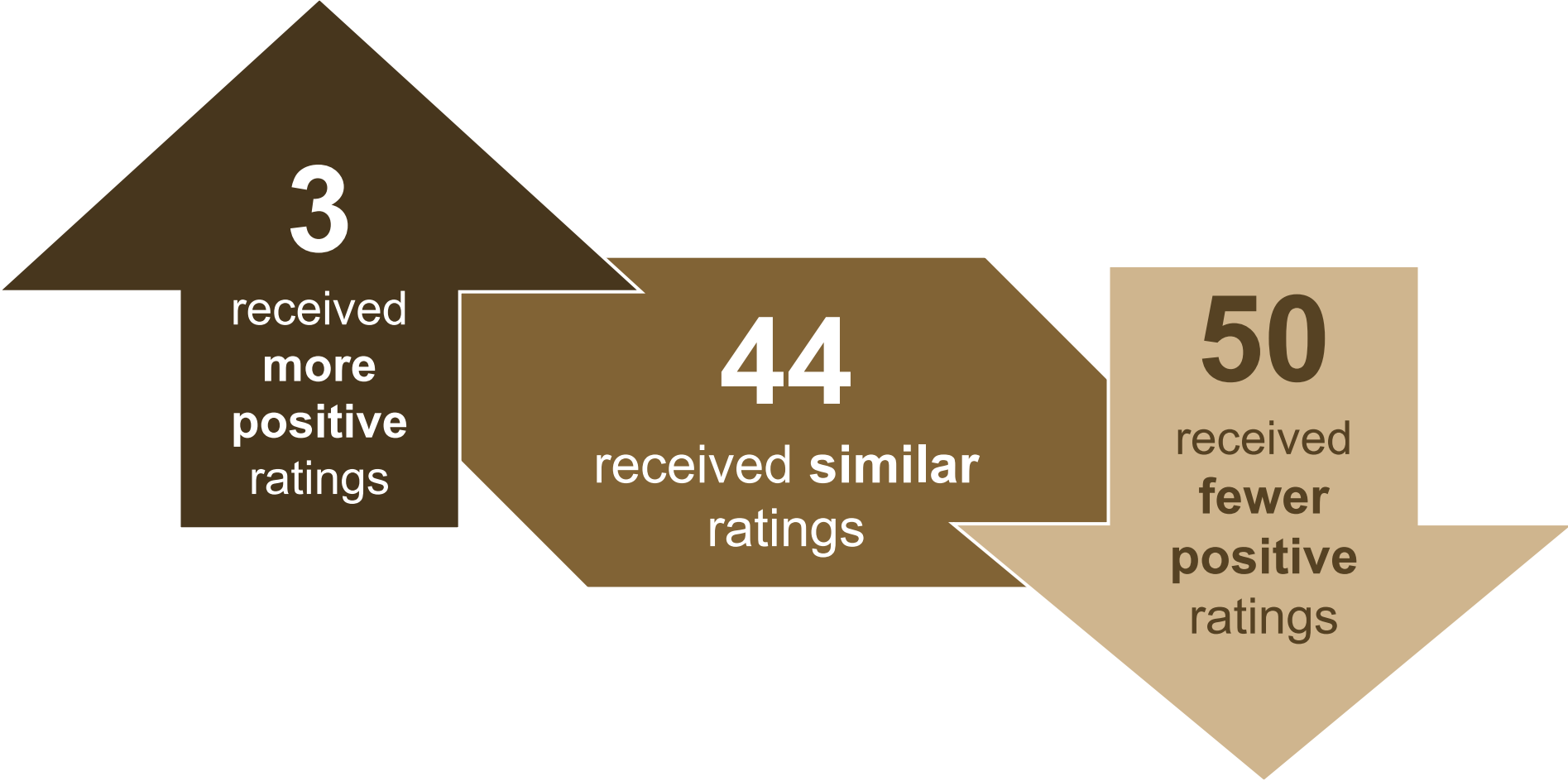
Comparisons to National Benchmarks



Comparisons to Peer Community Benchmarks



Comparisons from 2019 to 2024







Key Finding #1

Safety
remains a
top priority
for
residents.



Safety in Commerce City



About
7 in 10

residents gave **excellent** or **good** ratings to:

- Feeling safe in their neighborhood during the day
- Feeling safe from fire, flood, or other natural disaster

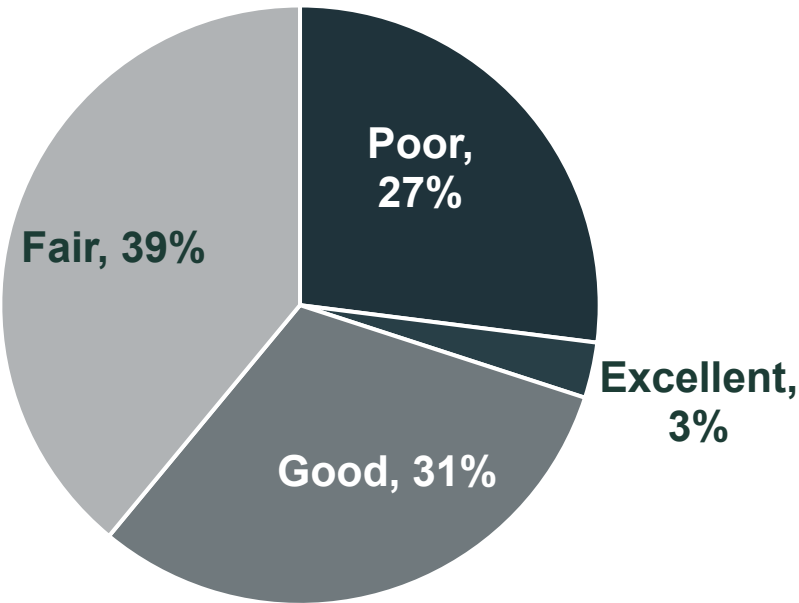


About
6 in 10

residents gave **excellent** or **good** ratings to:

- Feeling safe in Commerce City's downtown/commercial area during the day

Overall feeling of safety in Commerce City



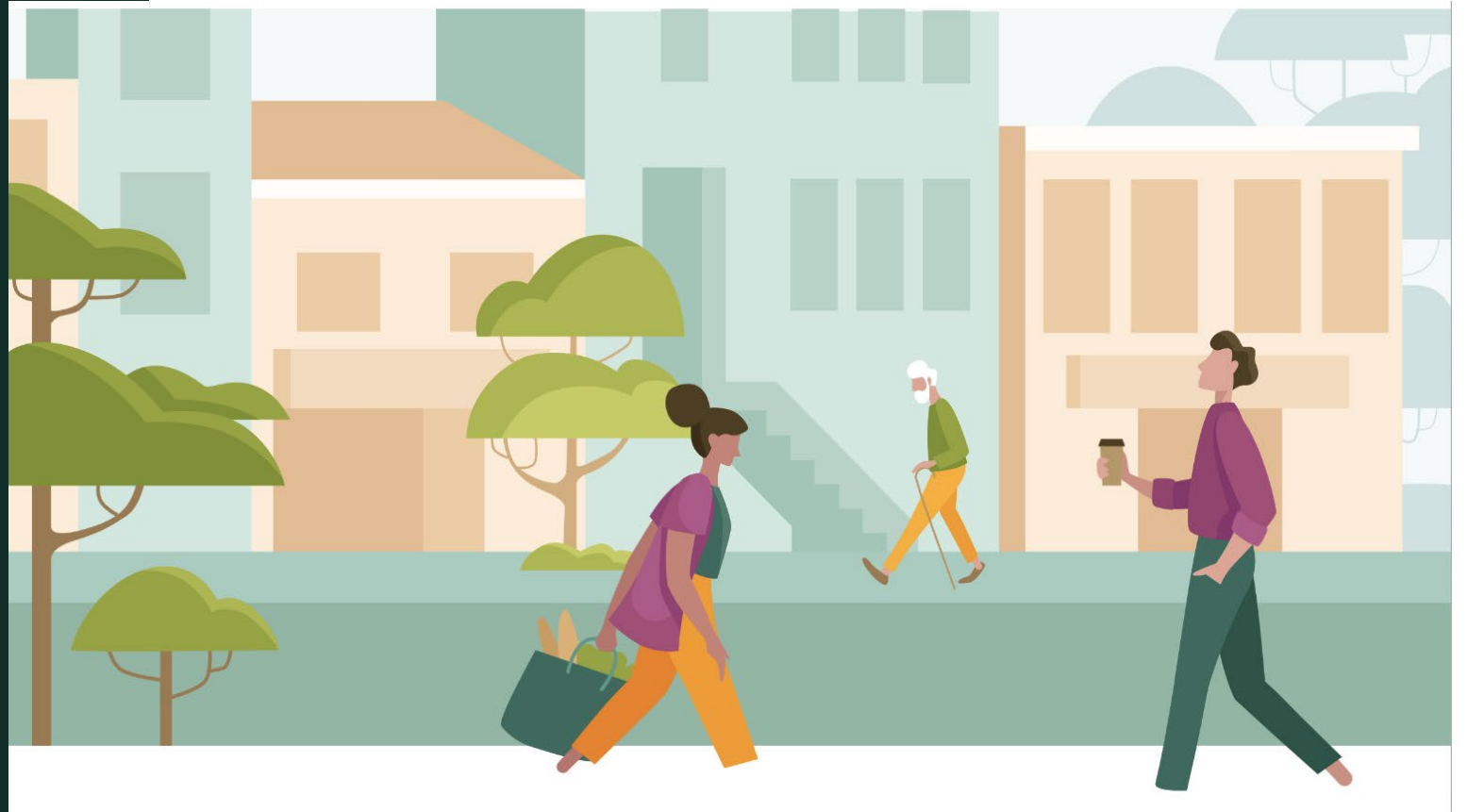
4 in 10 residents reported
feeling very or somewhat
safe from:

- Violent crime
- Property crime



Key Finding #2

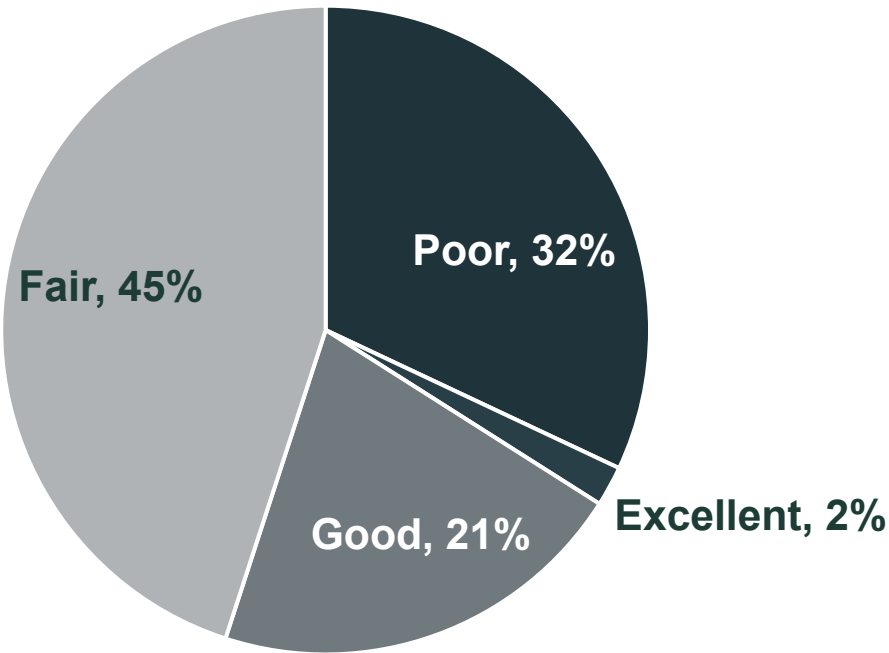
Respondents raise concerns about general affordability in Commerce City and the overall wellbeing of all residents.



Affordability in Commerce City



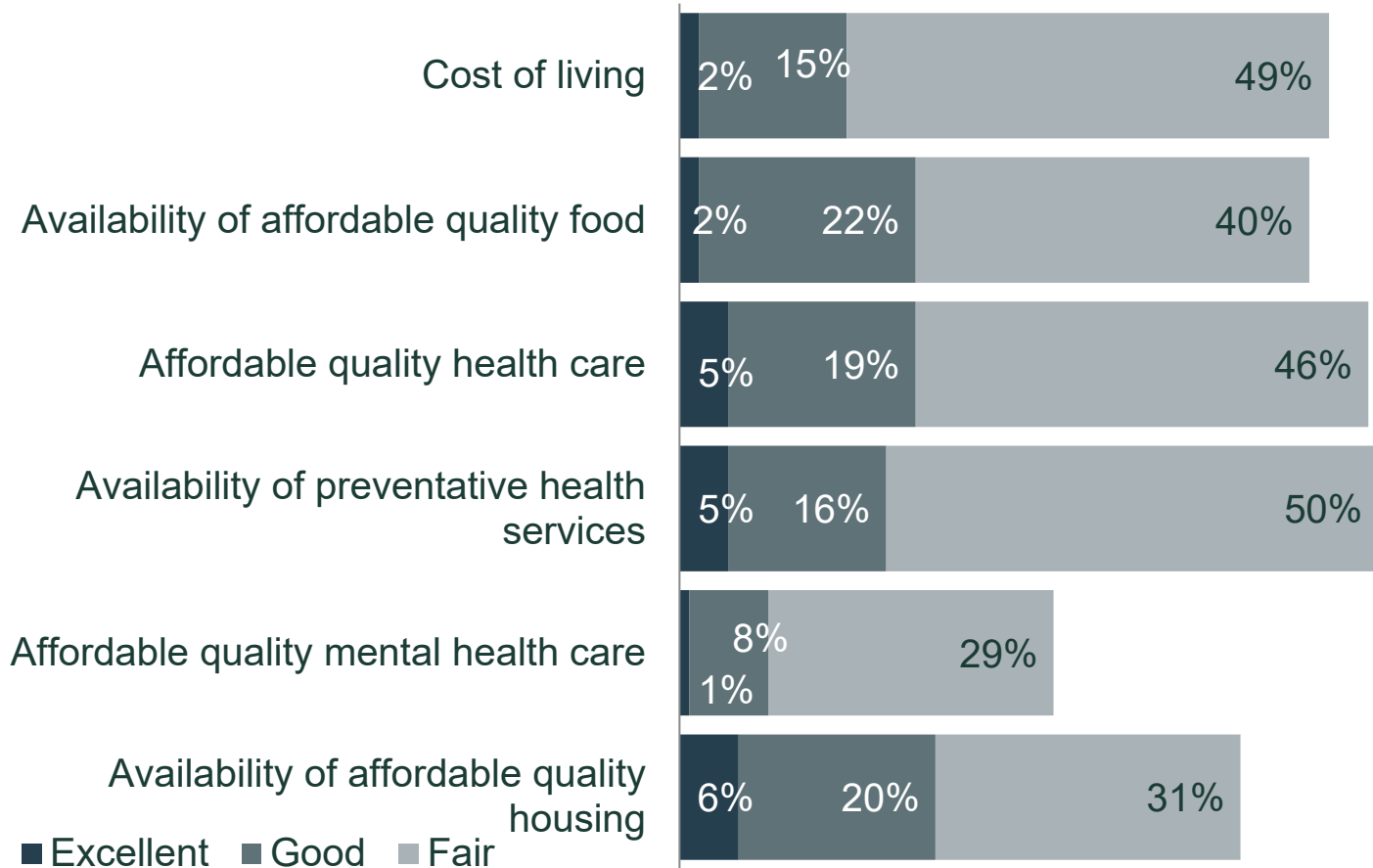
Overall economic health of Commerce City



2 in 10 residents also:

- Favored taking care of vulnerable residents

Please rate each of the following in Commerce City:





Key Finding #3

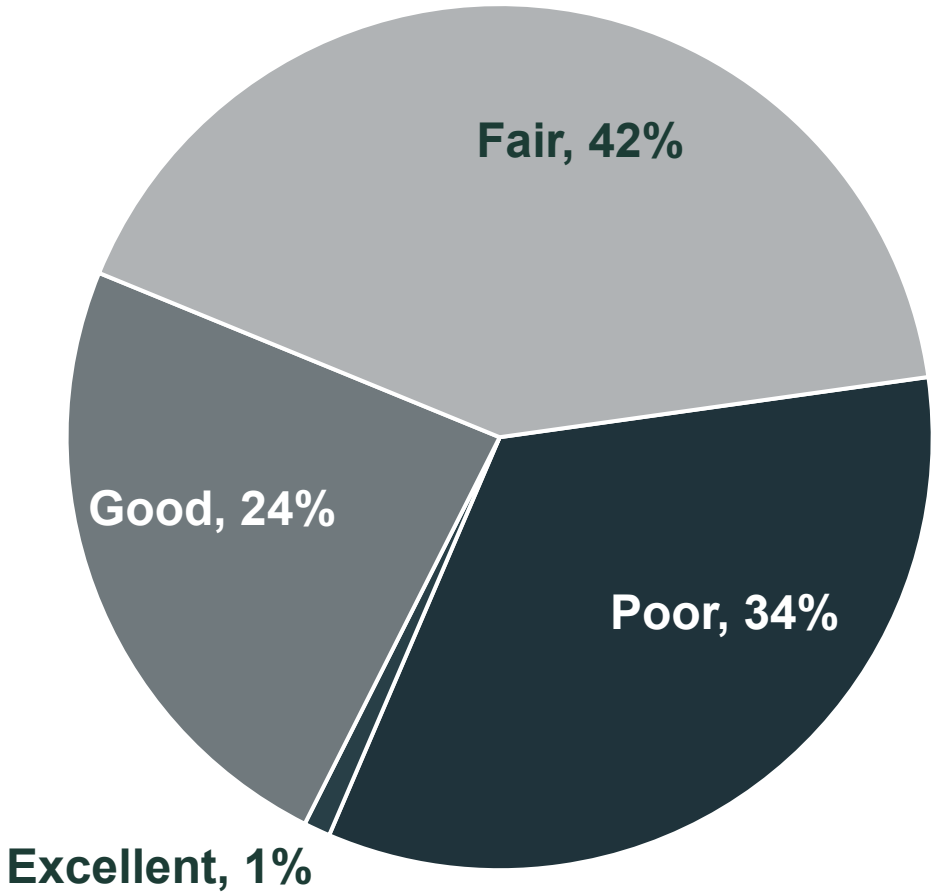
Fluctuations in ratings related to City government indicate both challenges and successes.



Governance in Commerce City



Overall confidence in Commerce City government



Please rate each of the following in the Commerce City community:

Generally acting in the best interest of the community



The overall direction that Commerce City is taking



Public information services



The value of services for the taxes paid to the City



■ Excellent ■ Good ■ Fair

Governance in Commerce City



↑ 70%
Overall customer
service by
Commerce City
employees



↑ 44%
The job
Commerce City
government does
at welcoming
resident
involvement



↑ 43%
Treating all
residents fairly

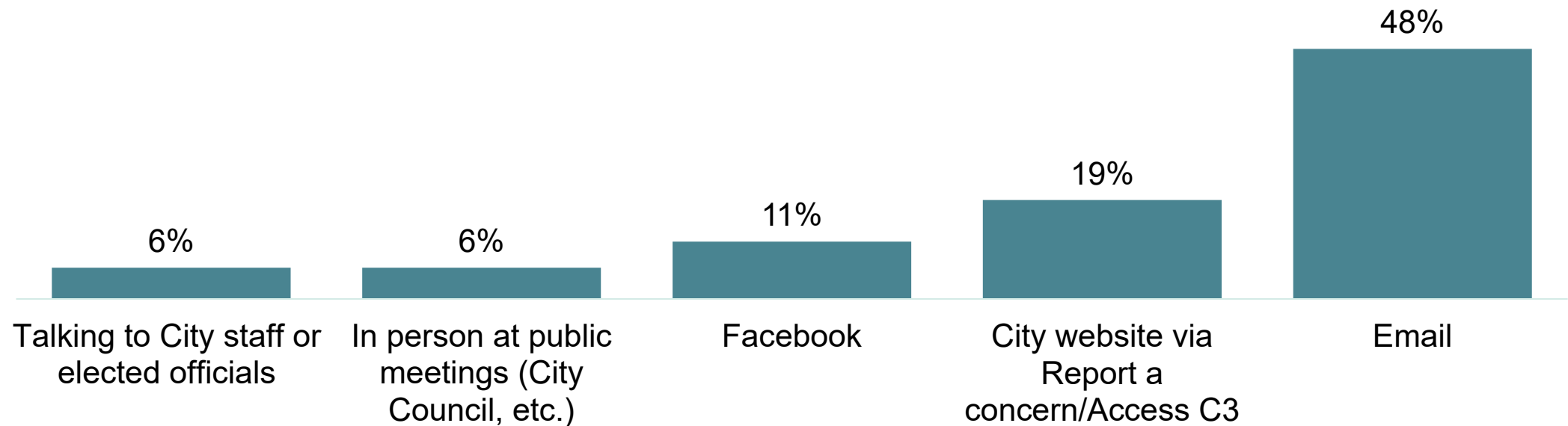


Increased since 2019

Custom Question: Providing Feedback



How would you prefer to provide feedback to the City regarding decisions, City activities events and services?





Key Finding #4

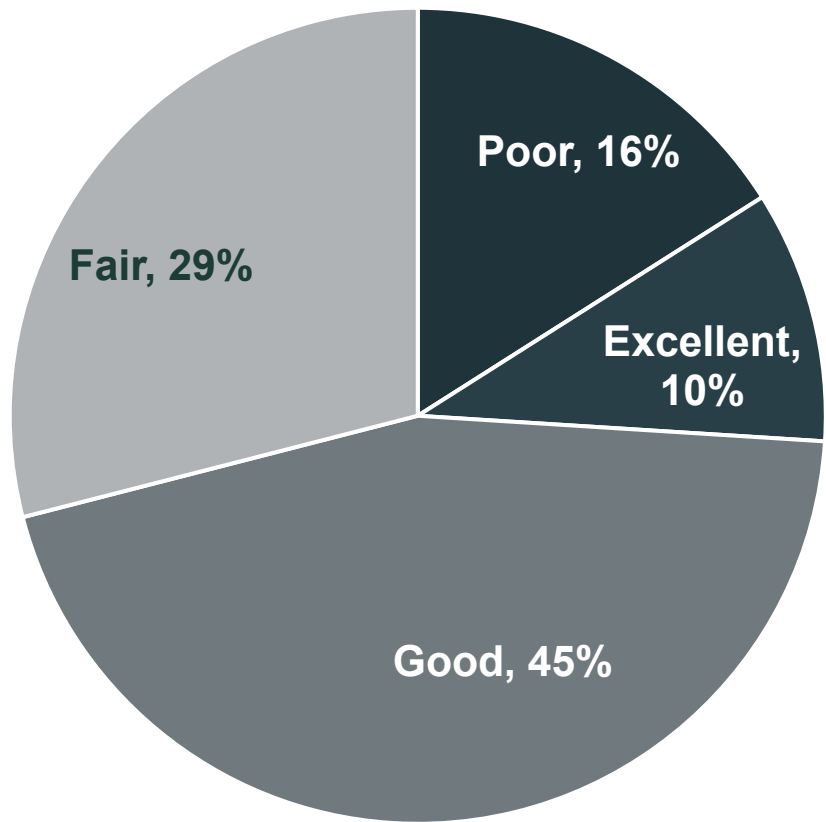
The City's parks and recreational opportunities continue to be highly valued by residents.



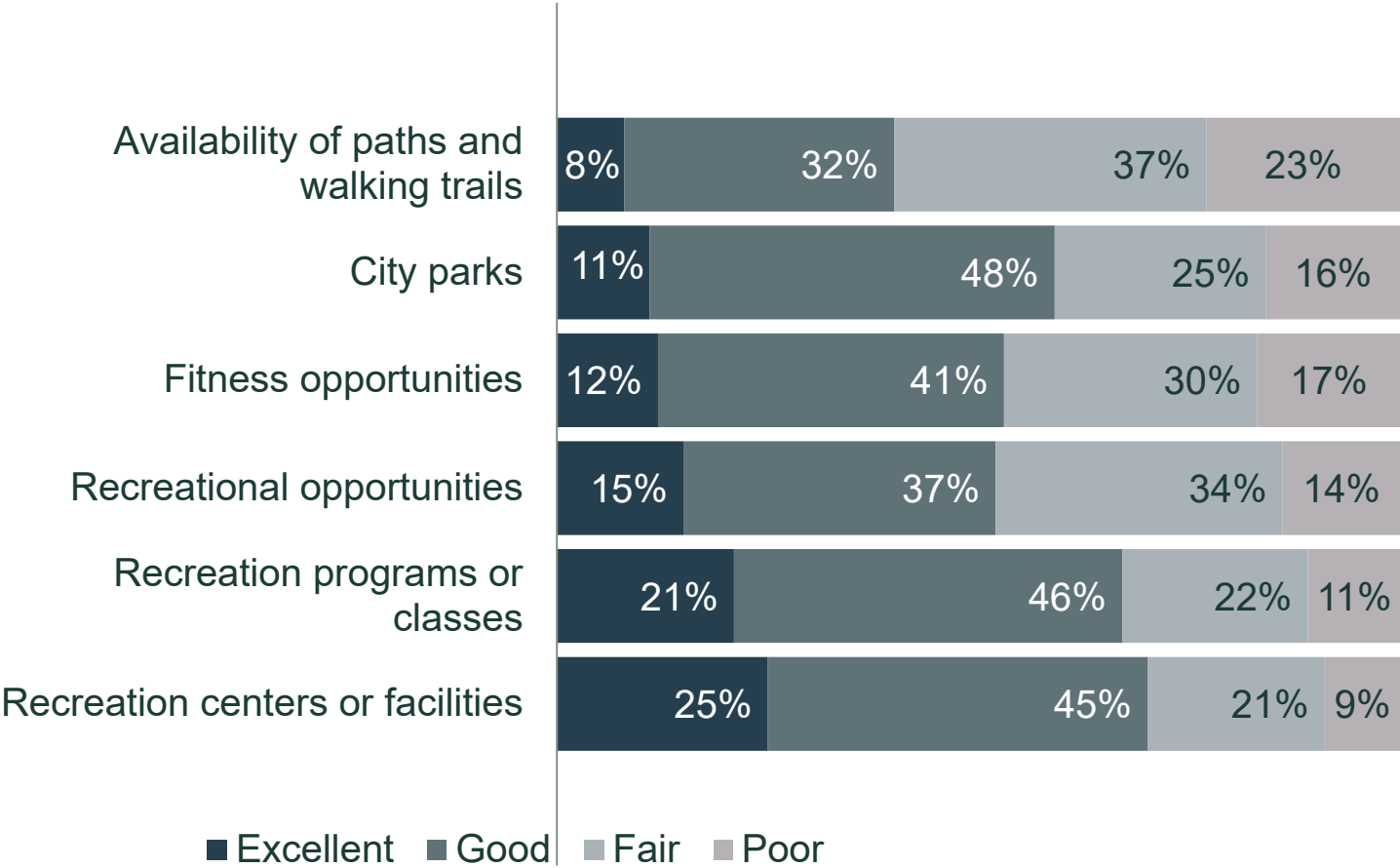
Parks & Recreation in Commerce City



Overall quality of parks and recreation opportunities



Please rate the quality of each of the following in Commerce City:



Additional Special Topics

13. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.

	Major source	Minor source	Not a source
City website (www.c3gov.com).....	1	2	3
Denver Post.....	1	2	3
Commerce City Sentinel.....	1	2	3
Brighton Buzz.....	1	2	3
Monthly City newsletter (Commerce City Connected)	1	2	3
Local TV news channels.....	1	2	3
Local government TV Channel 8.....	1	2	3
Facebook.....	1	2	3
Twitter/X.....	1	2	3
Instagram.....	1	2	3
Nextdoor.....	1	2	3
LinkedIn.....	1	2	3
Direct mail.....	1	2	3
City Council meetings and other public meetings	1	2	3
Talking with City officials.....	1	2	3
Word-of-mouth.....	1	2	3
Email notifications.....	1	2	3

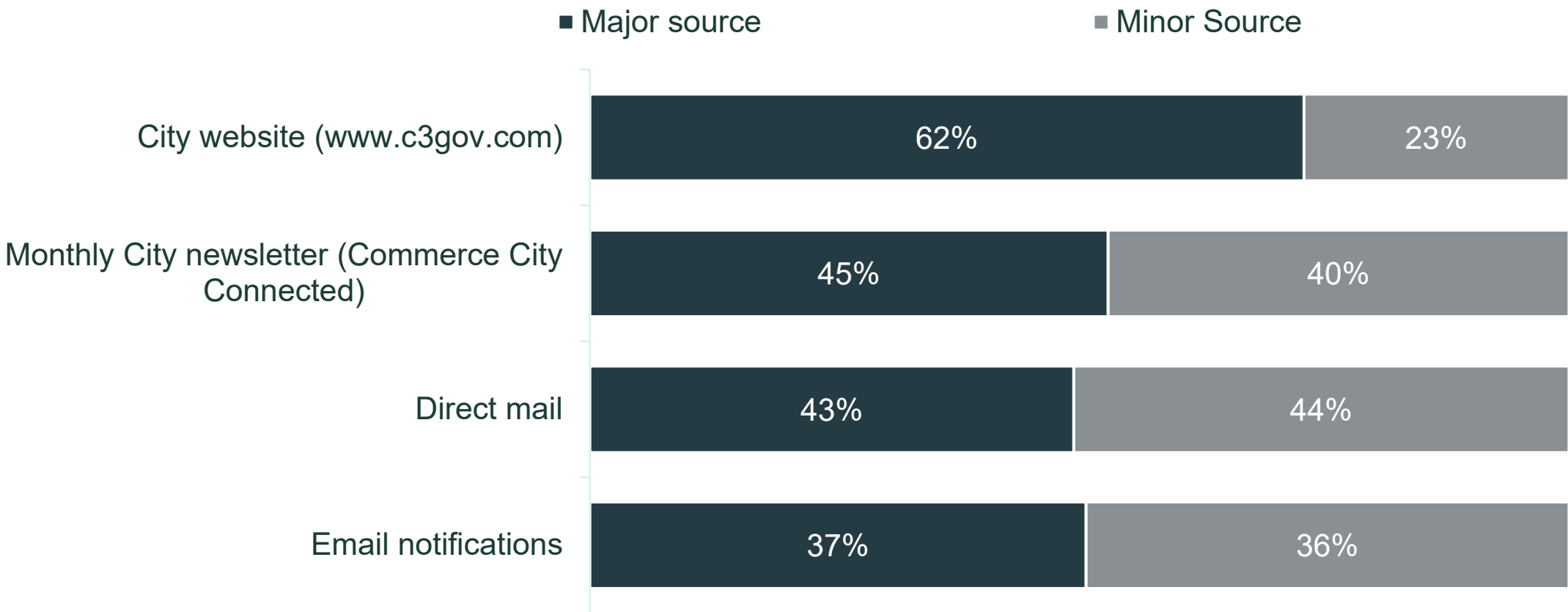
14. How would you prefer to provide feedback to the City regarding decisions, City activities, events and services? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Phone | <input type="checkbox"/> Nextdoor |
| <input type="checkbox"/> Email | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> City website via Report a concern/Access C3 | <input type="checkbox"/> In person at public meetings (City Council, etc.) |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Talking to City staff or elected officials |
| <input type="checkbox"/> Twitter/X | <input type="checkbox"/> Other (please specify)_____ |
| <input type="checkbox"/> Instagram | |

Custom Question: Source of Information



Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services.





Summary of Conclusions

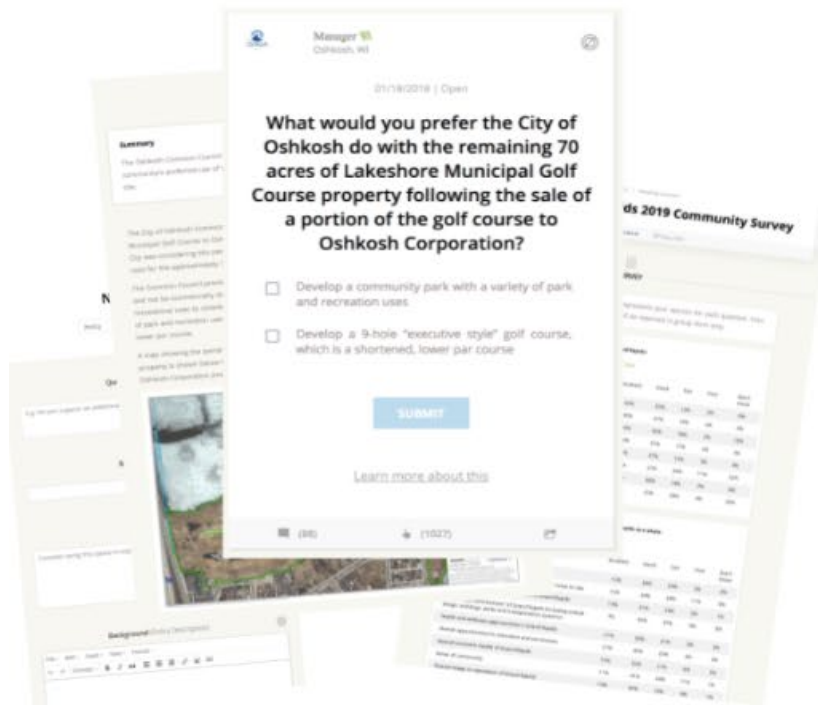
- Safety remains a top priority for residents.
- Respondents raise concerns about general affordability in Commerce City and the overall wellbeing of all residents.
- Fluctuations in ratings related to City government indicate both challenges and successes.
- The City's parks and recreational opportunities continue to be highly valued by residents.

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

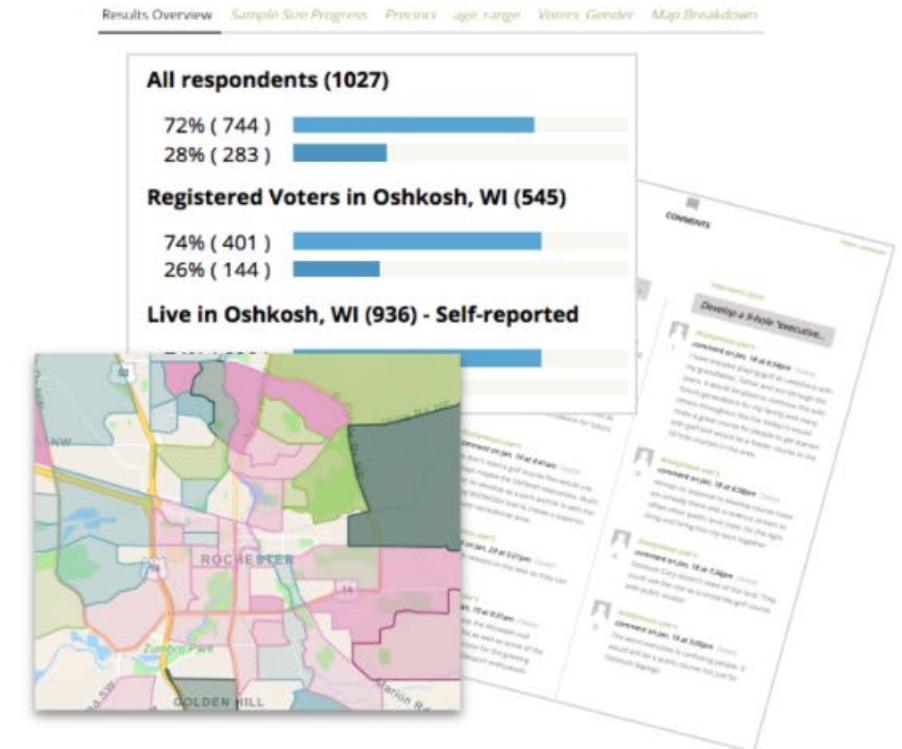
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management



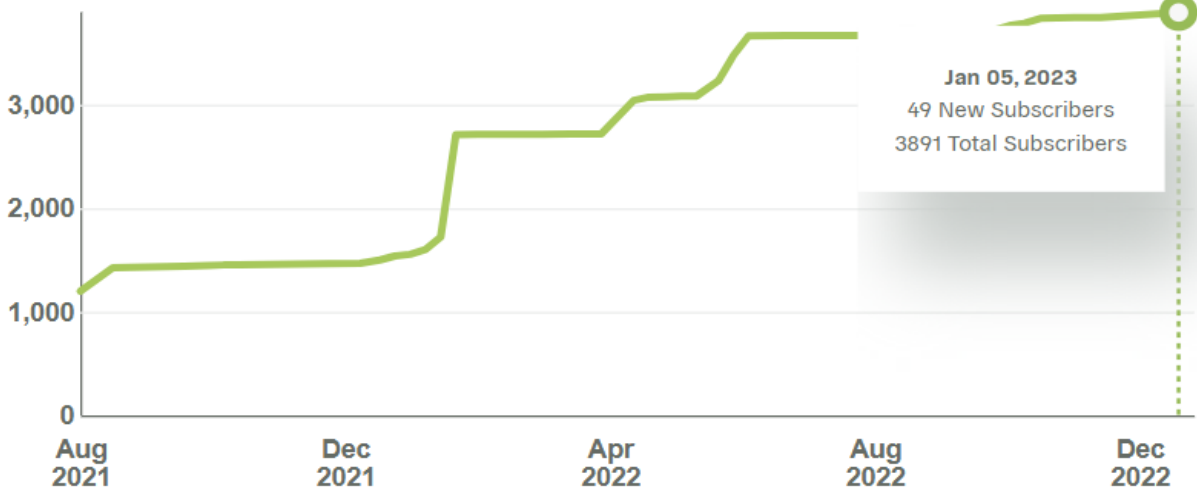
Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per week)

What's This?



ENGAGEMENT

Participants

Content

Outreach

Polco Library

ACCOUNT

Profile

Settings

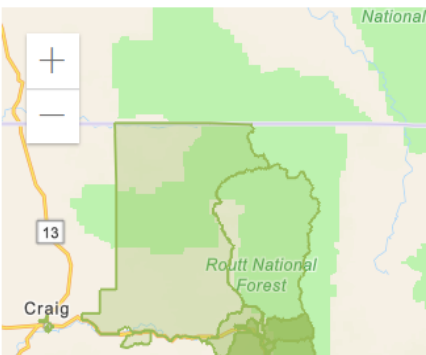
Superadmin

Configuration

Benchmark

Participants

Residence of verified subscribers



What's This?

Total Responses

115

UNCHANGED

in the last 30 days

Debriefing The Survey Results

What findings
did you expect?

What findings were
surprising?

Are there areas
where you need to
dig deeper?

In what areas
should you
focus?

Questions?



Thank you!

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