



# HIGHLANDS RANCH **Metro District**



## 2019 Citizen Survey

# Using Survey Results



Monitor trends in resident opinion



Measure government performance



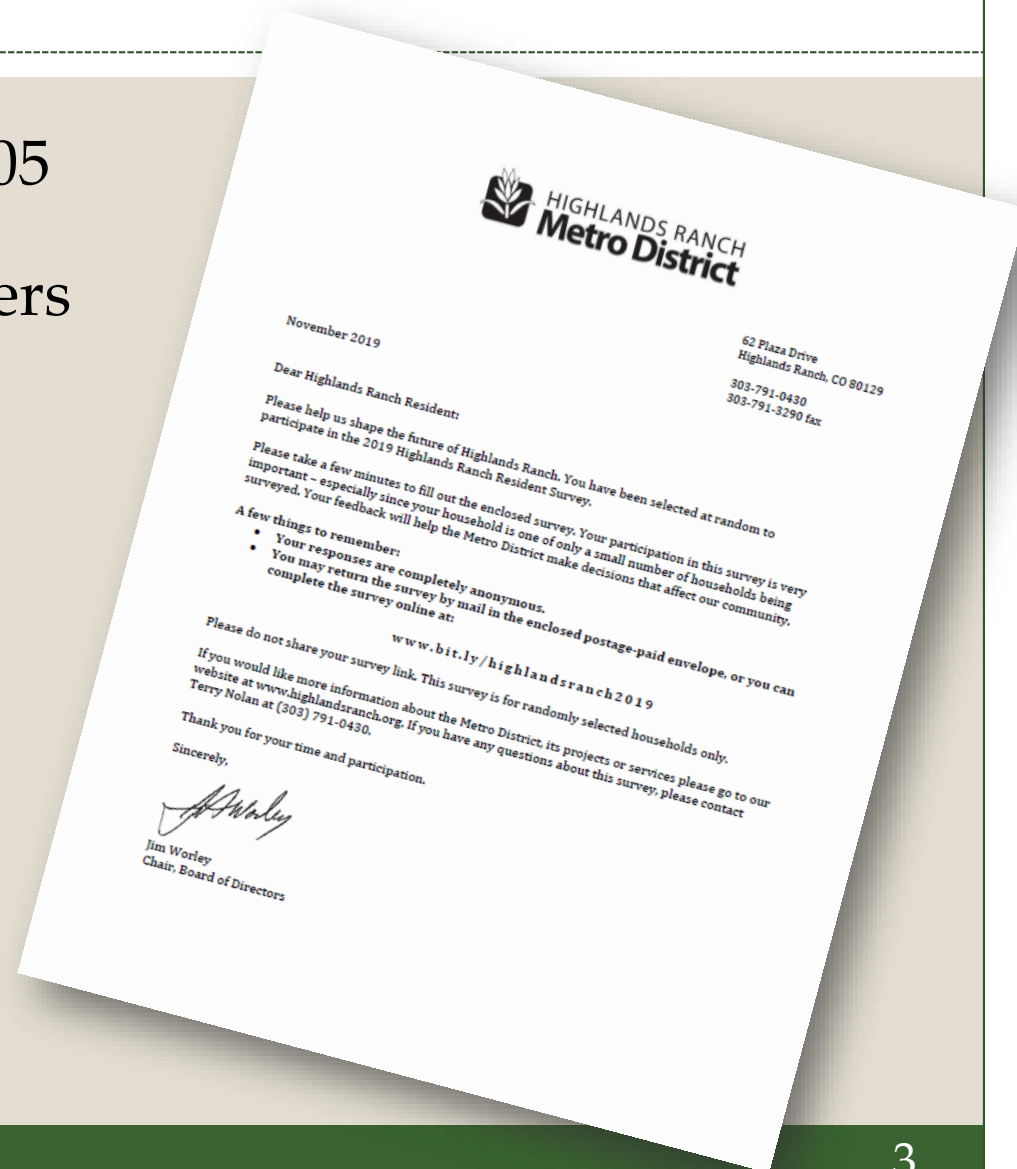
Inform budget, strategic planning decisions



Benchmark service ratings

# Survey Background & Methods

- 4th administration since 2005
- Mailed 3,500 registered voters
- Multi-contact strategy
- 913 completes (26%)
- $\pm 3\%$  margin of error
- Results weighted
- Benchmark comparisons to Front Range communities

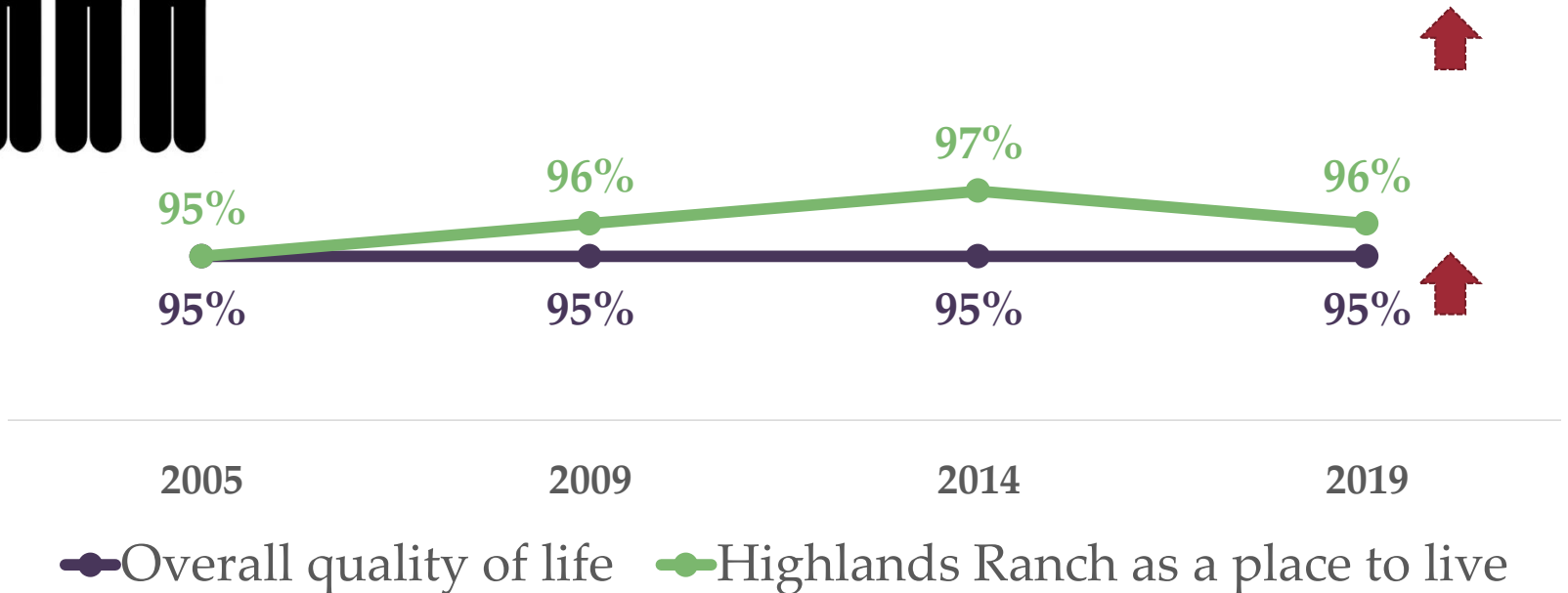




Residents continue to enjoy  
a high quality of life

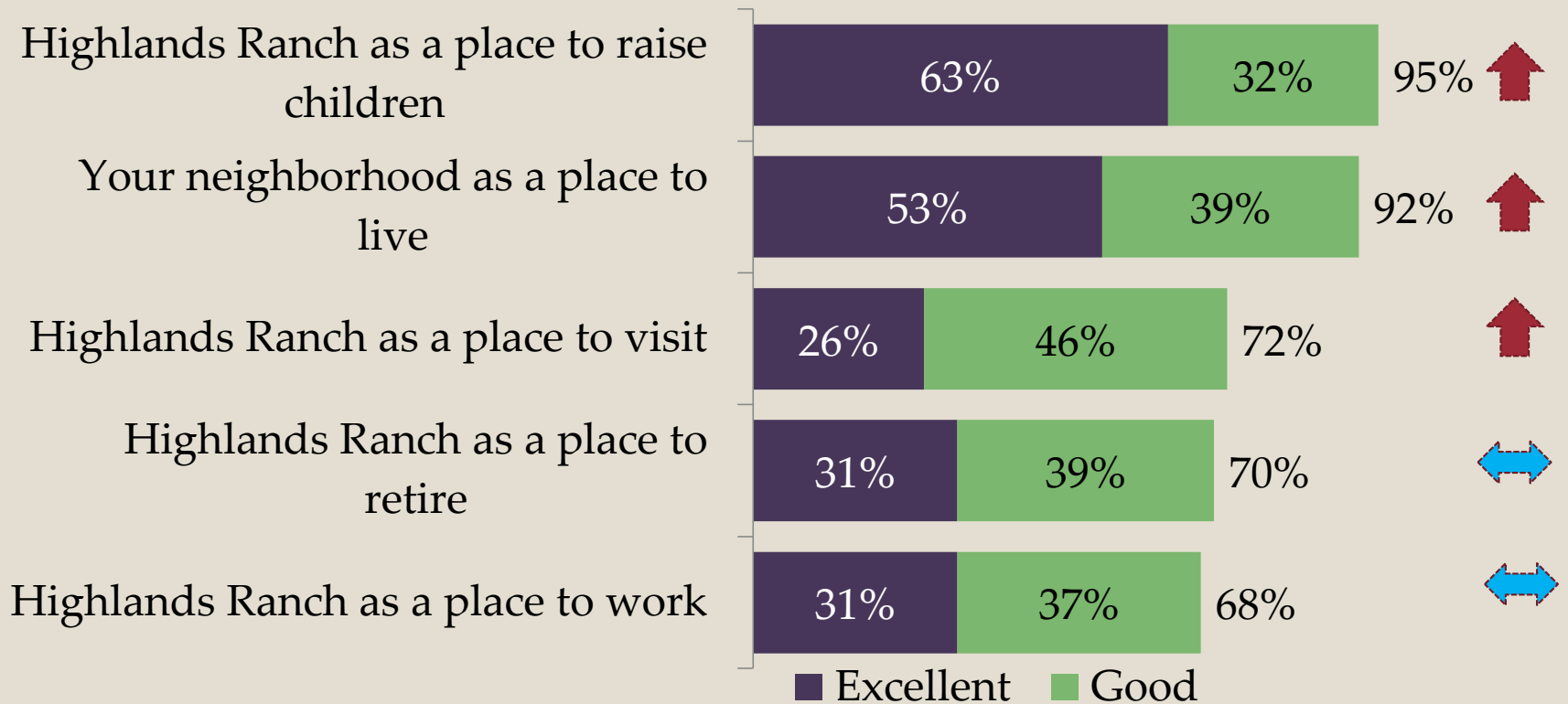


# Quality of Life



 Higher than Front Range benchmarks

# Life in Highlands Ranch



 Higher than Front Range benchmarks  Similar to Front Range benchmarks

# Comparison by Length of Residency

	Less than 5 years	10 or more years
Overall quality of life	98%	94%
Your neighborhood as a place to live	96%	91%
Highlands Ranch as a place to retire	81%	69%







# Drinking water and infrastructure are residents' top priorities





# Residents' Top Priorities

Support access to safe drinking water

77%

20%

Well maintained, quality facilities and infrastructure

51%

40%

Implement best practices in public administration and customer service

47%

37%

Enhance accountability and transparency in operations

46%

36%

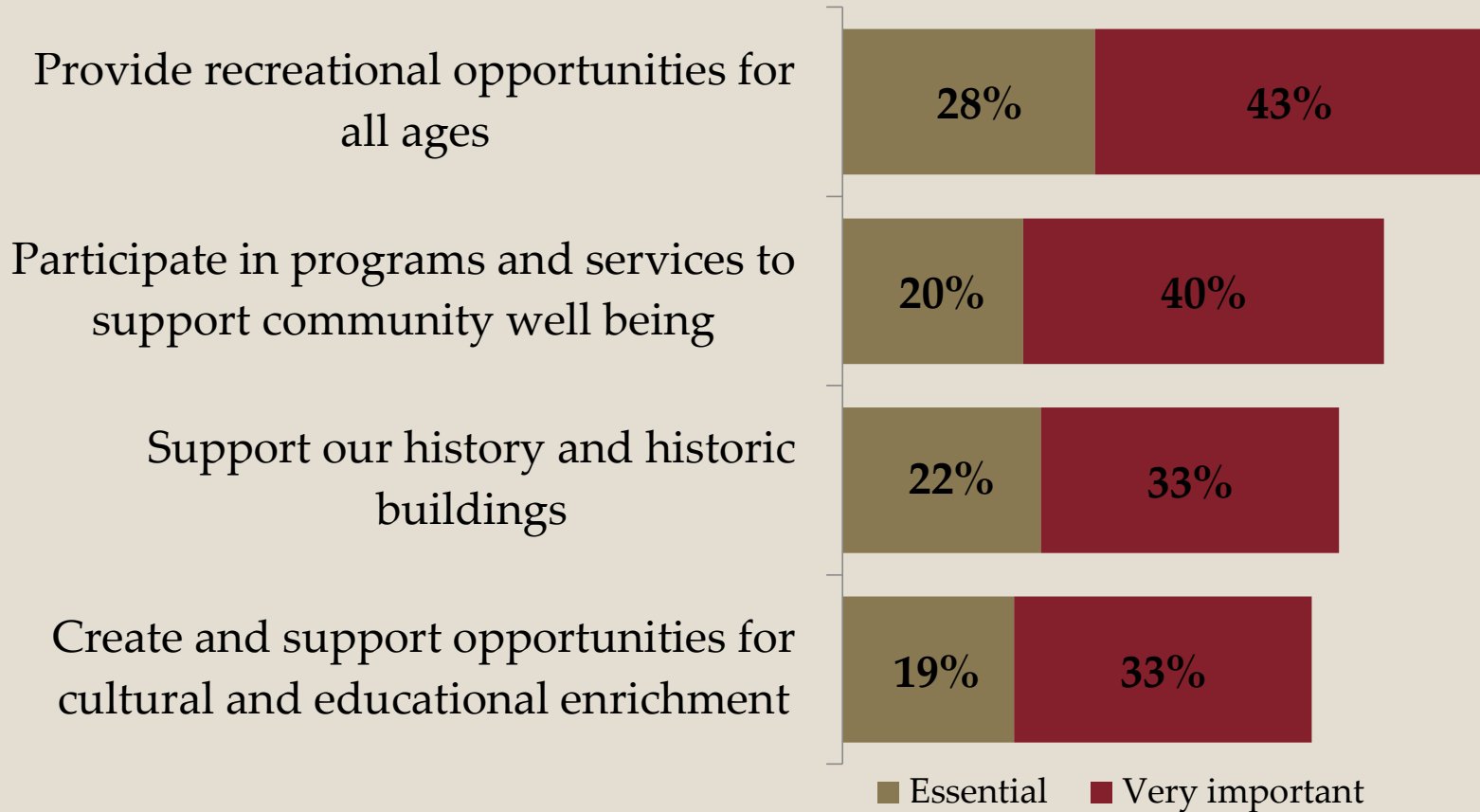
Engage in emergency preparation and service delivery with partners

43%

36%

■ Essential ■ Very important

# Residents' Other Priorities

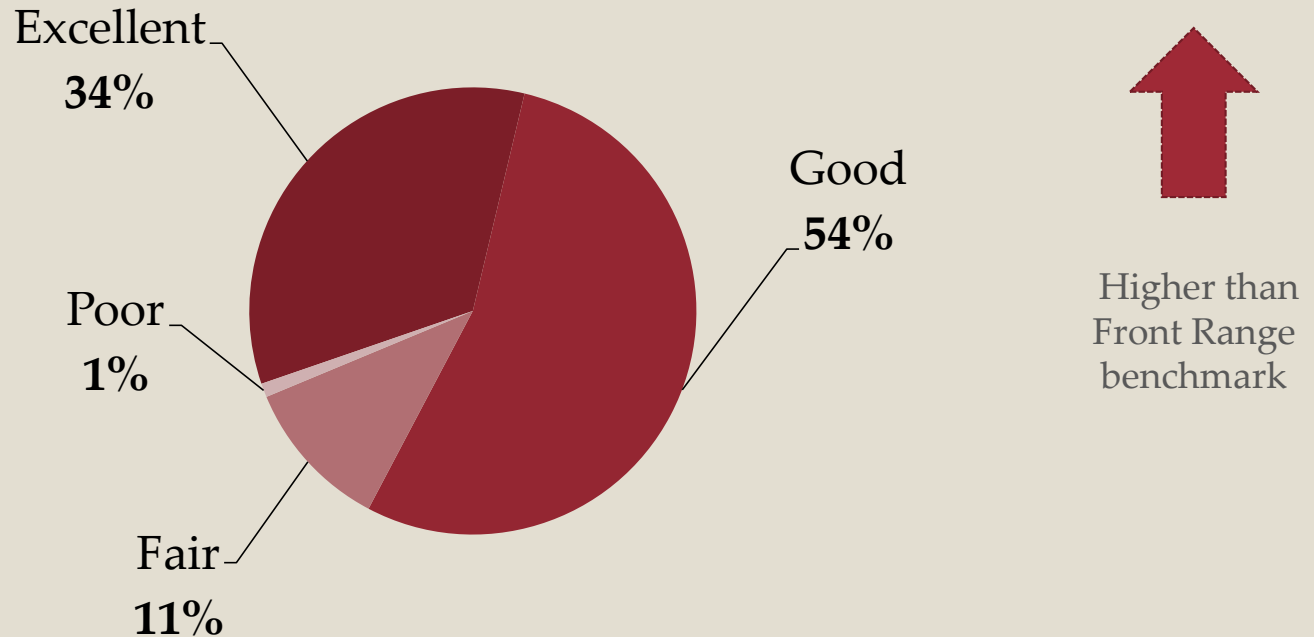


Highlands Ranch provides high  
quality services

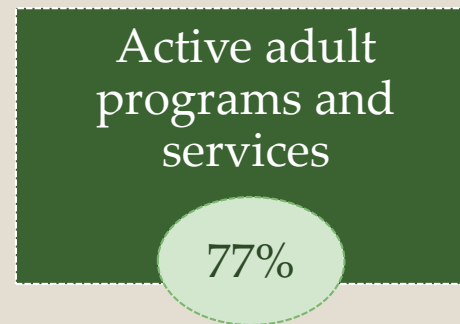
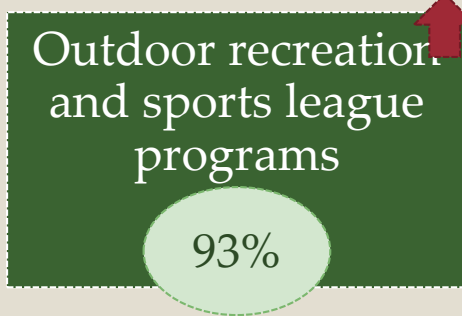


# Quality of Services

## Overall Quality of Services Provided by Metro District, 2019



# Highlands Ranch Services



 Higher than Front Range benchmarks


# Service Ratings Over Time

<b>Services</b>	<b>2005</b>	<b>2009</b>	<b>2014</b>	<b>2019</b>
<b>Trails</b>	92%	95%	95%	97%
<b>Parks</b>	95%	95%	95%	96%
<b>Open space and natural areas management</b>	75%	82%	93%	94%
<b>Outdoor recreation and sports league programs</b>	83%	87%	94%	93%
<b>Channel stabilization and storm water management</b>	83%	82%	88%	90%
<b>Parkway landscaping along major roads</b>	74%	76%	86%	89%
<b>Highlands Ranch Mansion public open hours and community events</b>	NA	NA	85%	89%
<b>Community entries landscaping and signage</b>	NA	NA	81%	85%

# Service Ratings Over Time

<b>Services</b>	<b>2005</b>	<b>2009</b>	<b>2014</b>	<b>2019</b>
<b>Snow removal on trails and sidewalks along major roads</b>	NA	70%	81%	79%
<b>Drinking water (provided by Centennial Water and Sanitation District)</b>	NA	73%	81%	79%
<b>Metro District Messenger magazine</b>	71%	77%	79%	78%
<b>Highlands Ranch monument signs along C-470</b>	NA	NA	75%	77%
<b>Active Adult Programs and Services</b>	NA	NA	56%	77%
<b>Fence repair and replacement along major roads</b>	NA	NA	77%	75%
<b>Website: <a href="http://www.highlandsranch.org">www.highlandsranch.org</a></b>	69%	77%	72%	75%

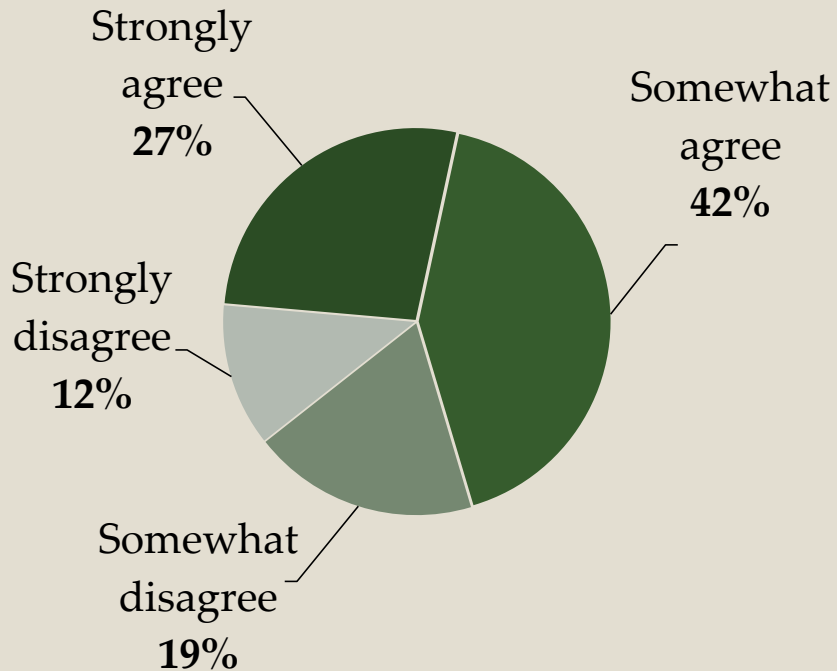




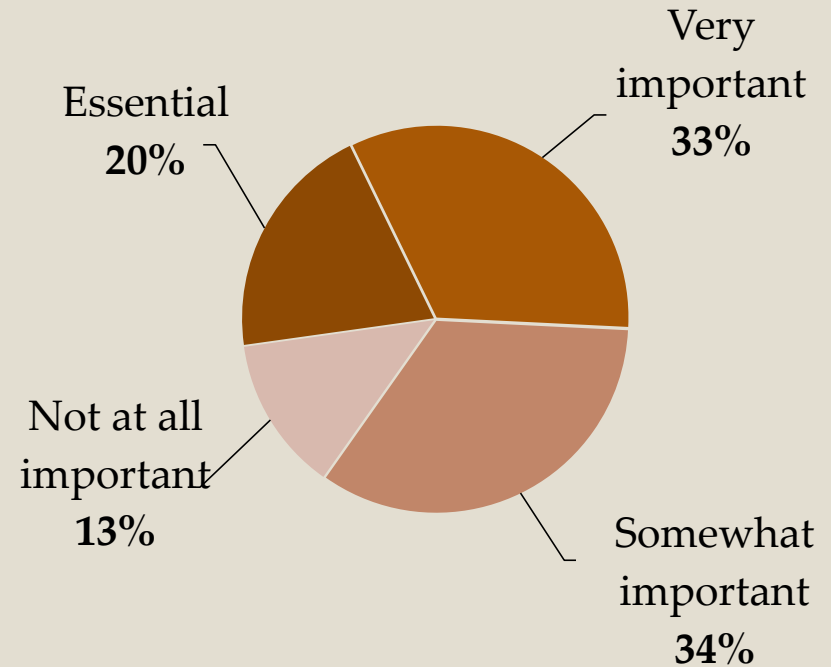
Despite adequate facilities to meet the needs of senior adults, residents support the construction of a new senior center

# Facilities for Senior Community

## Adequate Facilities for Senior Community

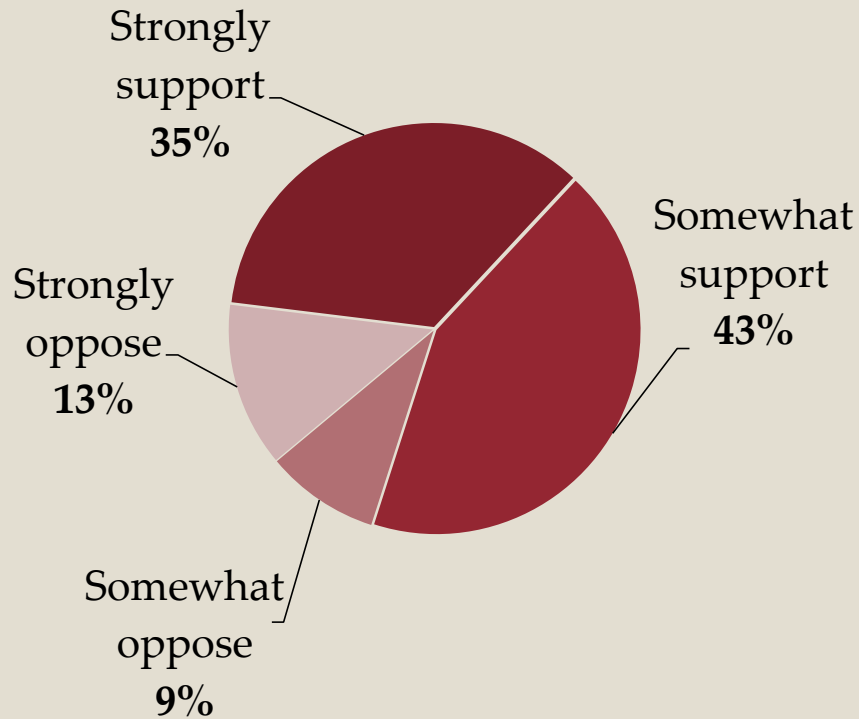


## Importance of New Senior Center

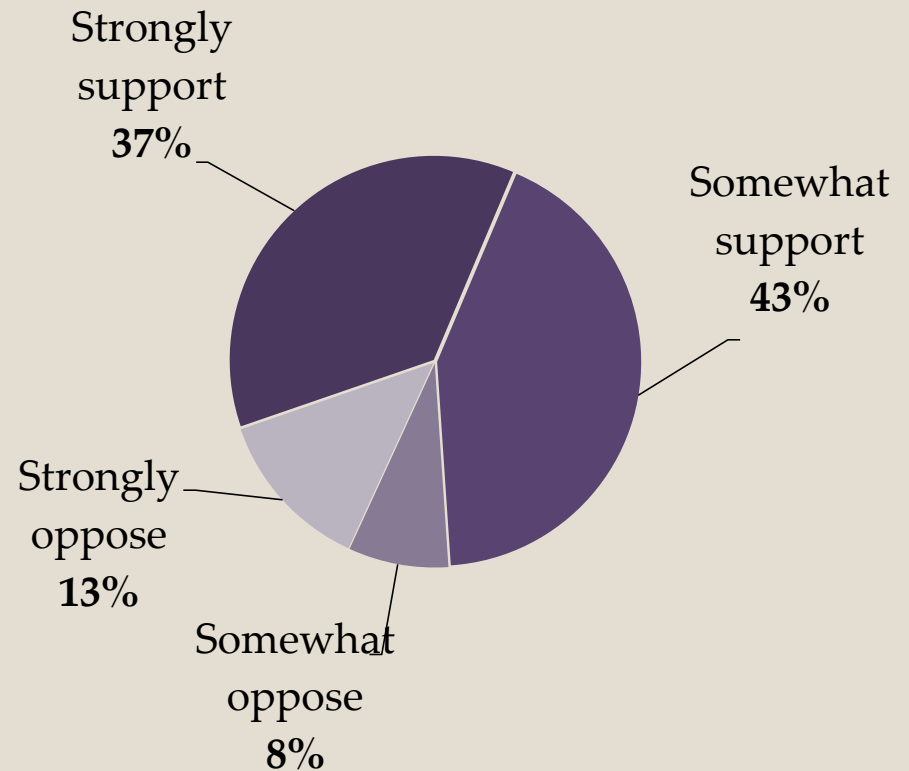


# Support for Senior Center and Services

## Support for Building Senior Center



## Support for Providing Human Services



# Support for New Senior Center

More  
supportive

- Older residents
- Women

Less  
supportive

- Younger residents
- Men

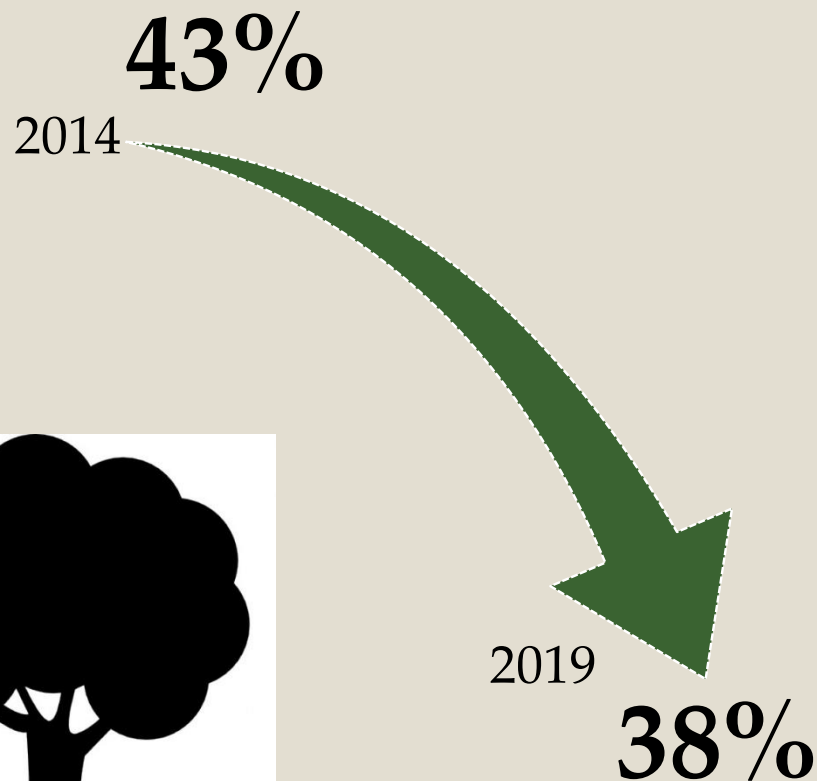




Importance of development of  
Wildcat Regional Park decreased  
from previous survey

# Wildcat Regional Park

**Importance  
of  
development  
of additional  
amenities  
and facilities**



# Support for Options to Develop Wildcat Regional Park

The Metro District leads the public planning process and develops the park in phases

85%

Once built, the Metro District owns, operates and maintains the park

84%

Douglas County leads the public planning process and develops the park in phases

52%

Once built, Douglas County owns, operates and maintains the park

46%

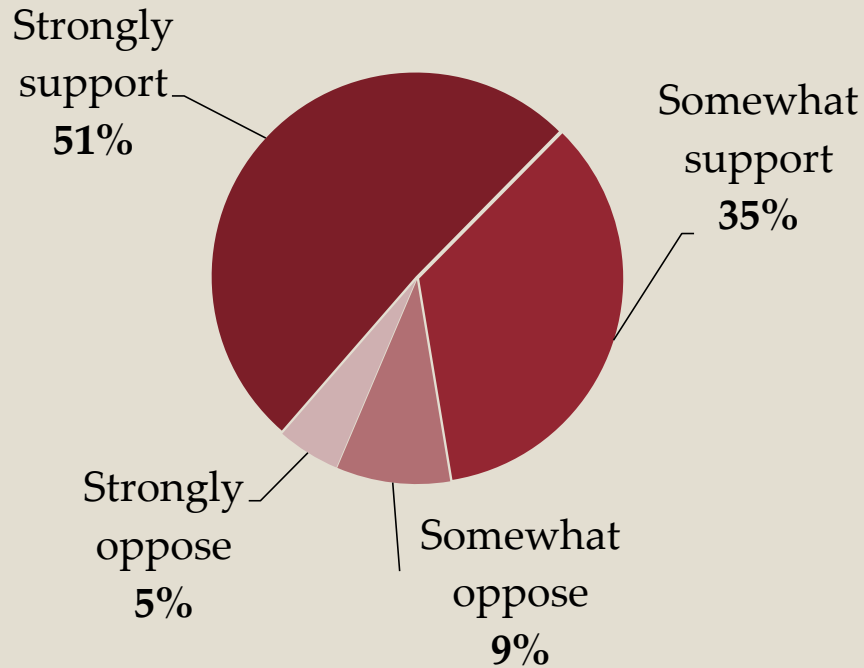




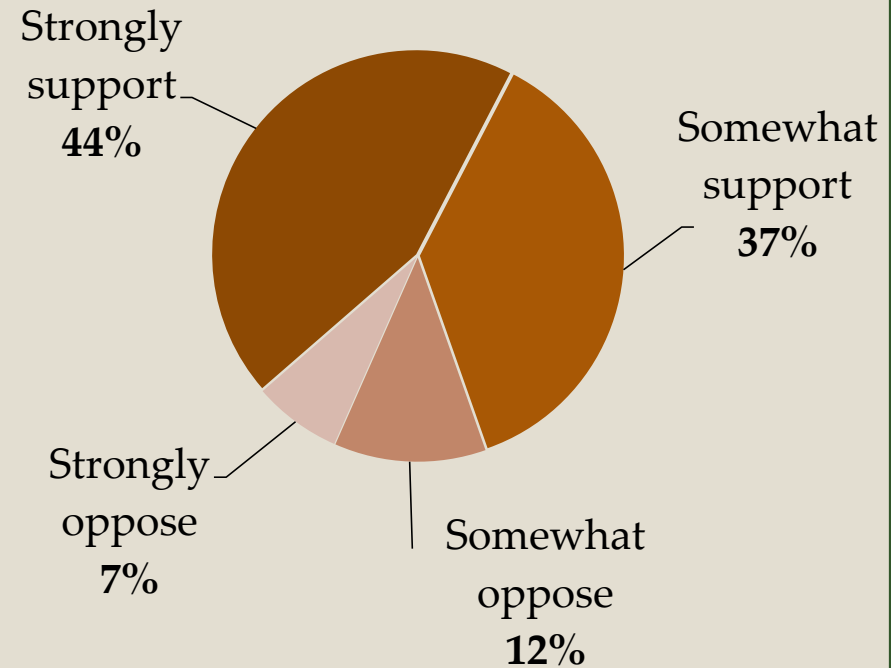
Strong support was voiced for  
more sustainable parkway  
landscaping

# Support for Landscape and Parkway Improvements

## Support for More Sustainable Parkway Landscape



## Support for Converting Bluegrass along Parkways





Thank you!

