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%)
- ±3% margin of error
- Results weighted
- Benchmark comparisons to Front Range communities
Residents continue to enjoy a high quality of life
Quality of Life

Overall quality of life
Highlands Ranch as a place to live

Percent excellent/good

Higher than Front Range benchmarks
Life in Highlands Ranch

- Highlands Ranch as a place to raise children: 63% Excellent, 32% Good
- Your neighborhood as a place to live: 53% Excellent, 39% Good
- Highlands Ranch as a place to visit: 26% Excellent, 46% Good
- Highlands Ranch as a place to retire: 31% Excellent, 39% Good
- Highlands Ranch as a place to work: 31% Excellent, 37% Good

Higher than Front Range benchmarks: 95%, 92%, 72%, 70%, 68%
Similar to Front Range benchmarks: 63%, 39%, 46%, 39%, 37%
Comparison by Length of Residency

<table>
<thead>
<tr>
<th></th>
<th>Less than 5 years</th>
<th>10 or more years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall quality of life</td>
<td>98%</td>
<td>94%</td>
</tr>
<tr>
<td>Your neighborhood as a place to live</td>
<td>96%</td>
<td>91%</td>
</tr>
<tr>
<td>Highlands Ranch as a place to retire</td>
<td>81%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Percent excellent/good
Drinking water and infrastructure are residents’ top priorities
## Residents’ Top Priorities

<table>
<thead>
<tr>
<th>Priority</th>
<th>Essential</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support access to safe drinking water</td>
<td>77%</td>
<td>20%</td>
</tr>
<tr>
<td>Well maintained, quality facilities and infrastructure</td>
<td>51%</td>
<td>40%</td>
</tr>
<tr>
<td>Implement best practices in public administration and customer service</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Enhance accountability and transparency in operations</td>
<td>46%</td>
<td>36%</td>
</tr>
<tr>
<td>Engage in emergency preparation and service delivery with partners</td>
<td>43%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Residents’ Other Priorities

- Provide recreational opportunities for all ages
  - Essential: 28%
  - Very important: 43%

- Participate in programs and services to support community well being
  - Essential: 20%
  - Very important: 40%

- Support our history and historic buildings
  - Essential: 22%
  - Very important: 33%

- Create and support opportunities for cultural and educational enrichment
  - Essential: 19%
  - Very important: 33%
Highlands Ranch provides high quality services
Quality of Services

Overall Quality of Services Provided by Metro District, 2019

- Excellent: 34%
- Good: 54%
- Fair: 11%
- Poor: 1%

Higher than Front Range benchmark
Highlands Ranch Services

- Trails: 97%
- Parks: 96%
- Open space and natural areas management: 94%
- Outdoor recreation and sports league programs: 93%
- Channel stabilization and storm water management: 90%
- Snow removal on trails and sidewalks: 79%
- Drinking water: 79%
- Active adult programs and services: 77%

Higher than Front Range benchmarks
## Service Ratings Over Time

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

Percent excellent/good
## Service Ratings Over Time

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

Percent excellent/good
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

- Strongly agree: 27%
- Somewhat agree: 42%
- Somewhat disagree: 19%
- Strongly disagree: 12%

Importance of New Senior Center

- Very important: 33%
- Somewhat important: 34%
- Not at all important: 13%
- Essential: 20%
Support for Senior Center and Services

**Support for Building Senior Center**
- Strongly support: 35%
- Somewhat support: 43%
- Somewhat oppose: 9%
- Strongly oppose: 13%

**Support for Providing Human Services**
- Strongly support: 37%
- Somewhat support: 43%
- Somewhat oppose: 13%
- Strongly oppose: 8%
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

Percent essential/very important

- 2014: 43%
- 2019: 38%
Support for Options to Develop Wildcat Regional Park

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

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

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

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

Percent strongly support/somewhat support:
- The Metro District leads: 85%
- Once built, Metro District owns: 84%
- Douglas County leads: 52%
- Once built, Douglas County owns: 46%
Strong support was voiced for more sustainable parkway landscaping
Support for Landscape and Parkway Improvements

Support for More Sustainable Parkway Landscape
- Strongly support: 51%
- Somewhat support: 35%
- Strongly oppose: 5%
- Somewhat oppose: 9%

Support for Converting Bluegrass along Parkways
- Strongly support: 44%
- Somewhat support: 37%
- Strongly oppose: 7%
- Somewhat oppose: 12%
Thank you!