



2023

City of Thornton, Colorado

Resident Survey

Findings Report



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Executive Summary

2023 City of Thornton Survey

Executive Summary

Overview

ETC Institute administered a survey to residents of Thornton, Colorado during the winter months of 2023. The purpose of this survey was to collect input from residents to help city leaders set community priorities so that tax dollars are spent wisely.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Thornton. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *ThorntonSurvey.org*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Thornton from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 800 completed surveys from residents. The goal was met with 813 completed surveys collected. The overall results for the sample of 813 households have a precision of at least ± 3.4 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Importance-Satisfaction (IS) analysis which discusses overall agreement and satisfaction with city services (Section 3)
- Correlation Matrix Analysis to further visualize importance versus satisfaction (Section 4)
- Benchmark charts comparing survey data to national and regional results (Section 5)
- Trends comparing results from this survey to the 2020 survey (Section 6)
- Tabular data showing the overall results for all questions on the survey (Section 7)
- Responses to open-ended questions (Section 8)
- A copy of the survey instrument (Section 9)

The major findings of the survey are summarized on the following pages.

Major Findings by Category

Public Utilities. Respondents were asked to rate their overall satisfaction with 4 aspects of Thornton’s public utilities. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with trash collection services (93%) and recycling collection services (84%).

Planning and Development. Respondents were asked to rate their overall satisfaction with 4 aspects of planning and development. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the appearance of their neighborhood (66%) and the quality of stores/restaurants/shopping centers (56%). Most respondents feel positive about the ways the city is changing and growing (57%).

Parks and Recreation. Respondents were asked to rate their overall satisfaction with 9 items related to parks and recreation. Respondents were most satisfied (rating “satisfied” or “very satisfied”) that there was a park within walking distance of their home (85%), there is a trail or open space within walking/biking distance of their home (81%), and the condition of recreation facilities (77%).

Public Safety. Respondents were asked to rate their overall satisfaction with 3 aspects of public safety. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the how safe they felt at city parks and trails (68%) and stray animal control (67%).

Public Infrastructure. Respondents were asked to rate their overall satisfaction with 5 aspects of public infrastructure. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the condition of landscaping or streetscaping in medians and along streets (51%) and on-street bicycle infrastructure (44%).

Importance of Services. Respondents were asked to select the three services they believe are most important for the city to invest additional resources into improving. The smell/taste of water (30%), overall feeling of safety (28%), and condition of neighborhood streets (26%) were the three services most important to respondents.

Communication Sources. Respondents most often get information about the City of Thornton from the bi-monthly City Voice newsletter sent by mail (65%), posts on social media (46%), or flyers that arrive in utility bills (45%).

Resident Experiences

Community Perspectives. Most respondents (72%) believe that things in Thornton are generally moving in the right direction and feel part of the larger Thornton community (51%). Sixty-eight percent (68%) of respondents rated the overall quality of life in Thornton as either good (57%) or excellent (11%). Most respondents (71%) are satisfied with Thornton’s overall appearance and are proud of their city (77%).

911 Services. Thirty-eight percent (38%) of respondents have had to call 911 in Thornton for police support. Of those respondents, most (83%) found the police response to be timely and professional. Thirty-four percent (34%) of respondents have had to call 911 in Thornton for fire/emergency medical services. Of those respondents, most (97%) found the response to be timely and professional.

Use of City Facilities/Programs. Respondents were asked to indicate how often they use 14 city facilities/programs. Respondents most often use (selecting “weekly” or “monthly”) walking/running/cycling trails (65%), city parks (59%), and open spaces (50%). The park amenities respondents find most important are running/walking/biking trails (53%), natural open spaces (49%), and parks with playgrounds (34%). Overall, most respondents (75%) feel there are enough community gathering spaces in Thornton.

Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 3 of this report.

Overall Priorities for Major Categories of City Services. This analysis reviewed the importance and ratings of maintenance services and Police, Fire and EMS services in Thornton and was conducted to help set the overall priorities for the City. Based on the results of this analysis, the services that are recommended as the top priorities for investment in order to raise the City’s overall satisfaction rating are listed below:

High Priority Service Categories:

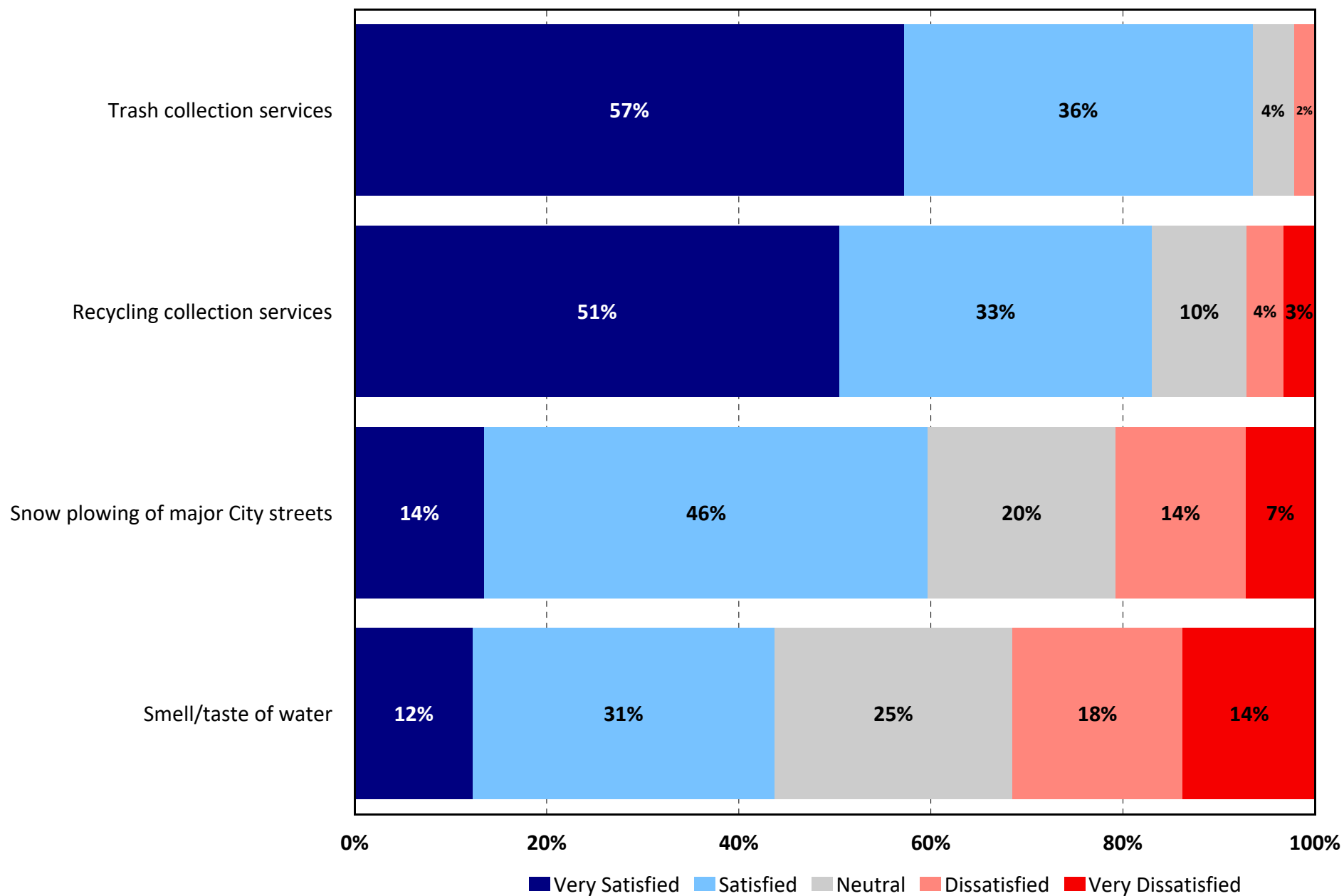
- o Smell/taste of water (IS Rating = 0.1700)
- o Condition of neighborhood streets (IS Rating = 0.1628)
- o Flow of traffic and congestion in City (IS Rating = 0.1509)
- o Condition of major City streets (IS Rating = 0.1426)
- o Code compliance for neighborhoods (IS Rating = 0.1126)
- o Overall feeling of safety in your community (IS Rating = 0.1081)



Charts and Graphs

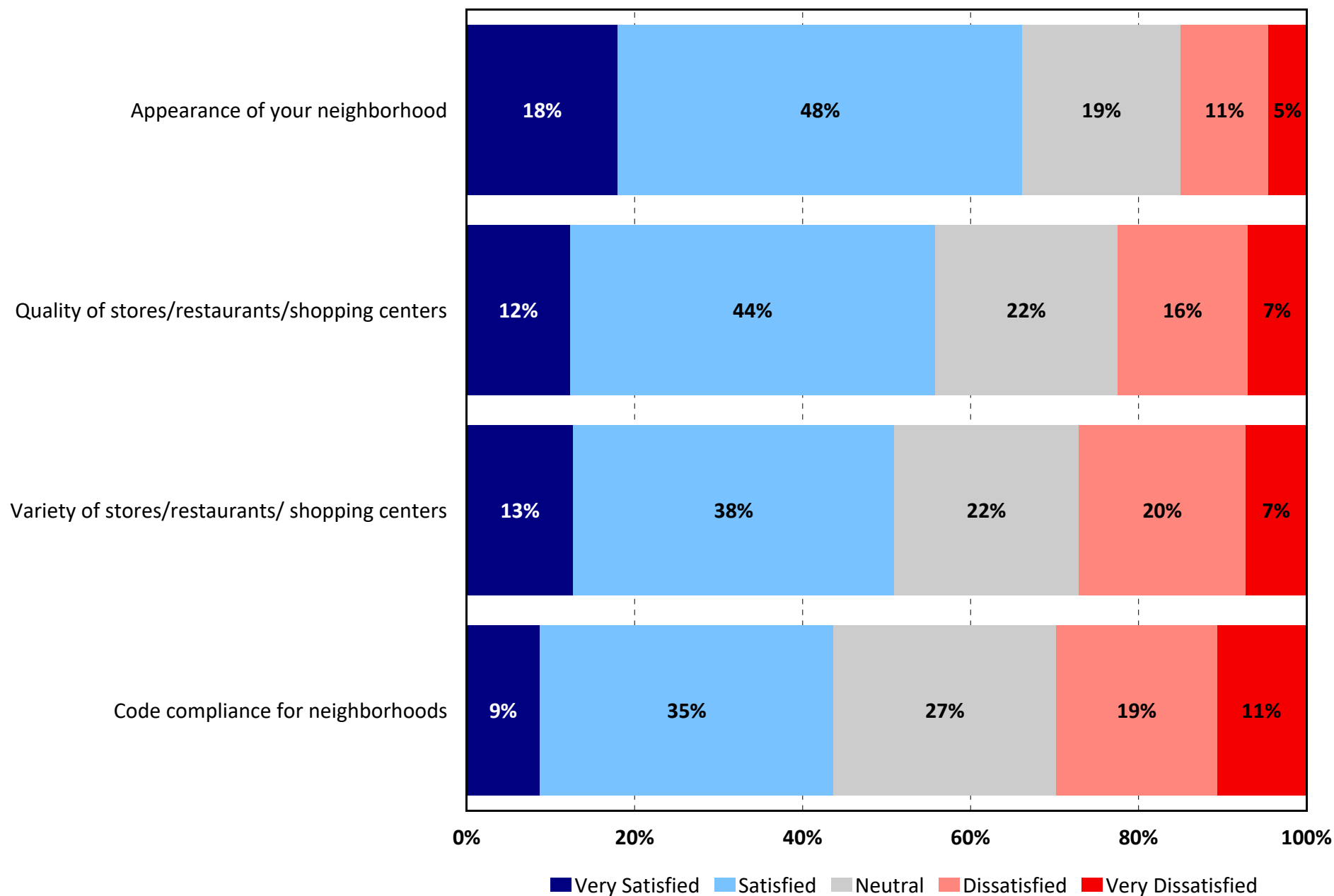
Q1(1-4). Public Utilities

by percentage of respondents (excluding “don’t know”)



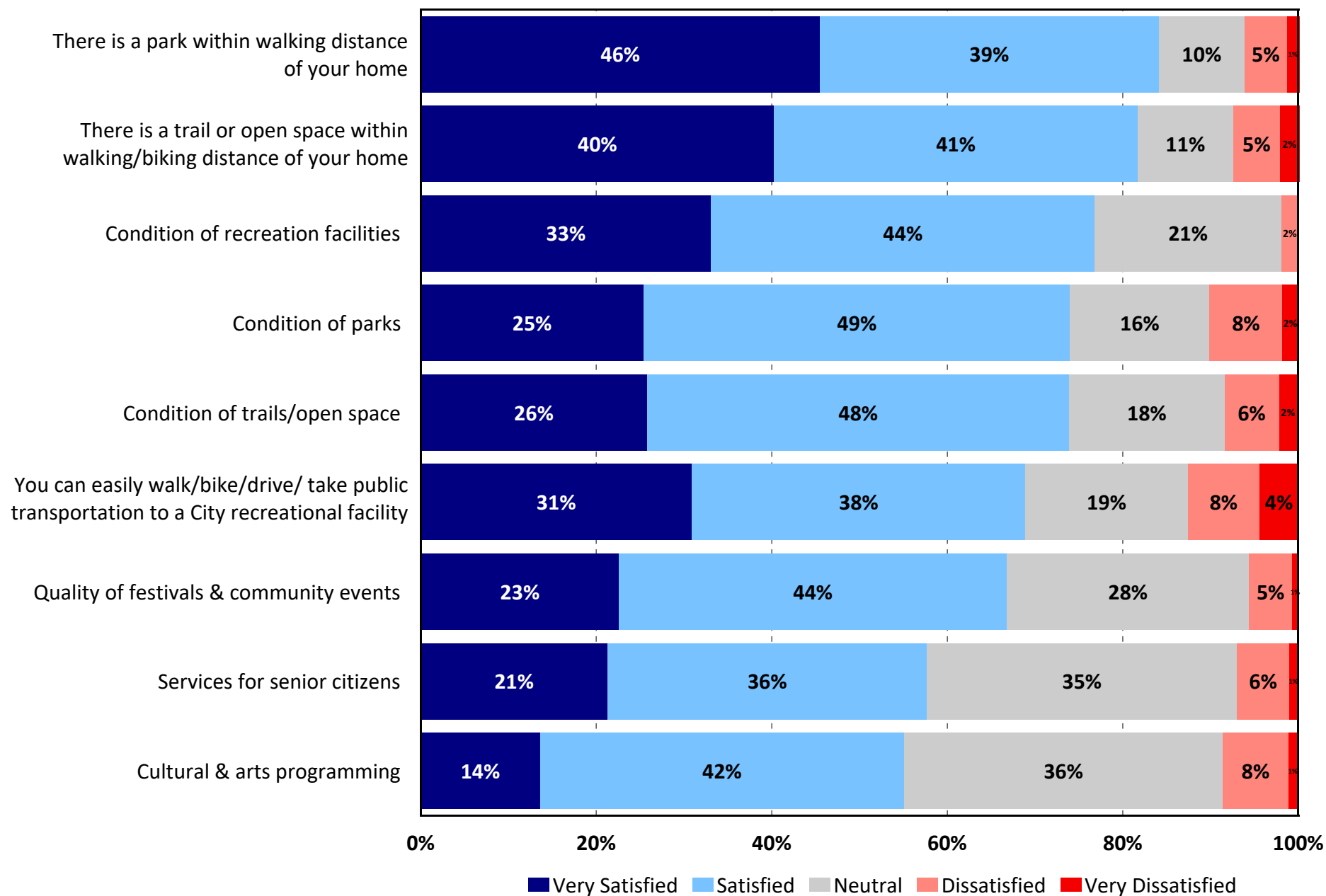
Q1(5-8). Planning and Development

by percentage of respondents (excluding “don’t know”)



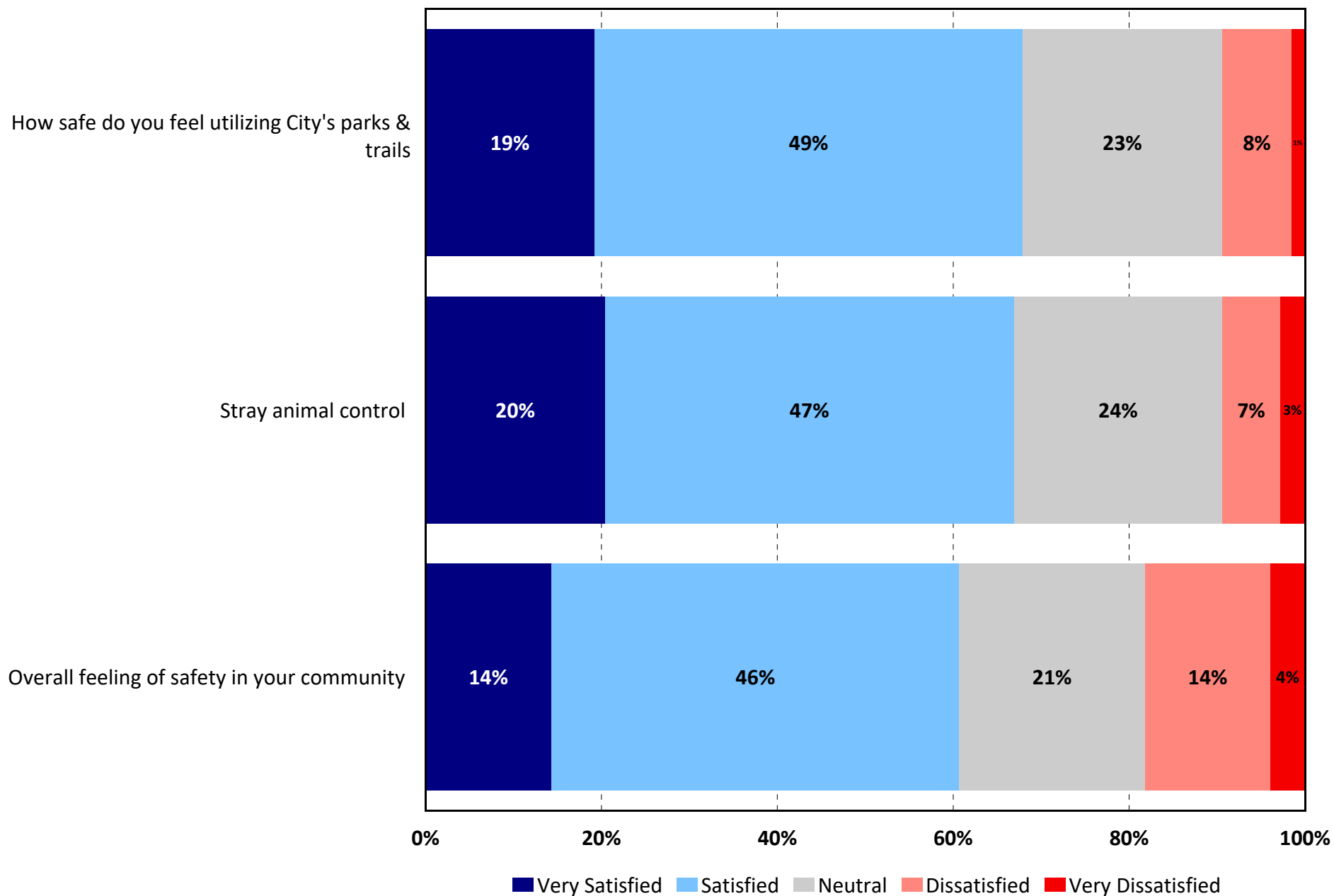
Q1(9-17). Parks and Recreation

by percentage of respondents (excluding “don’t know”)



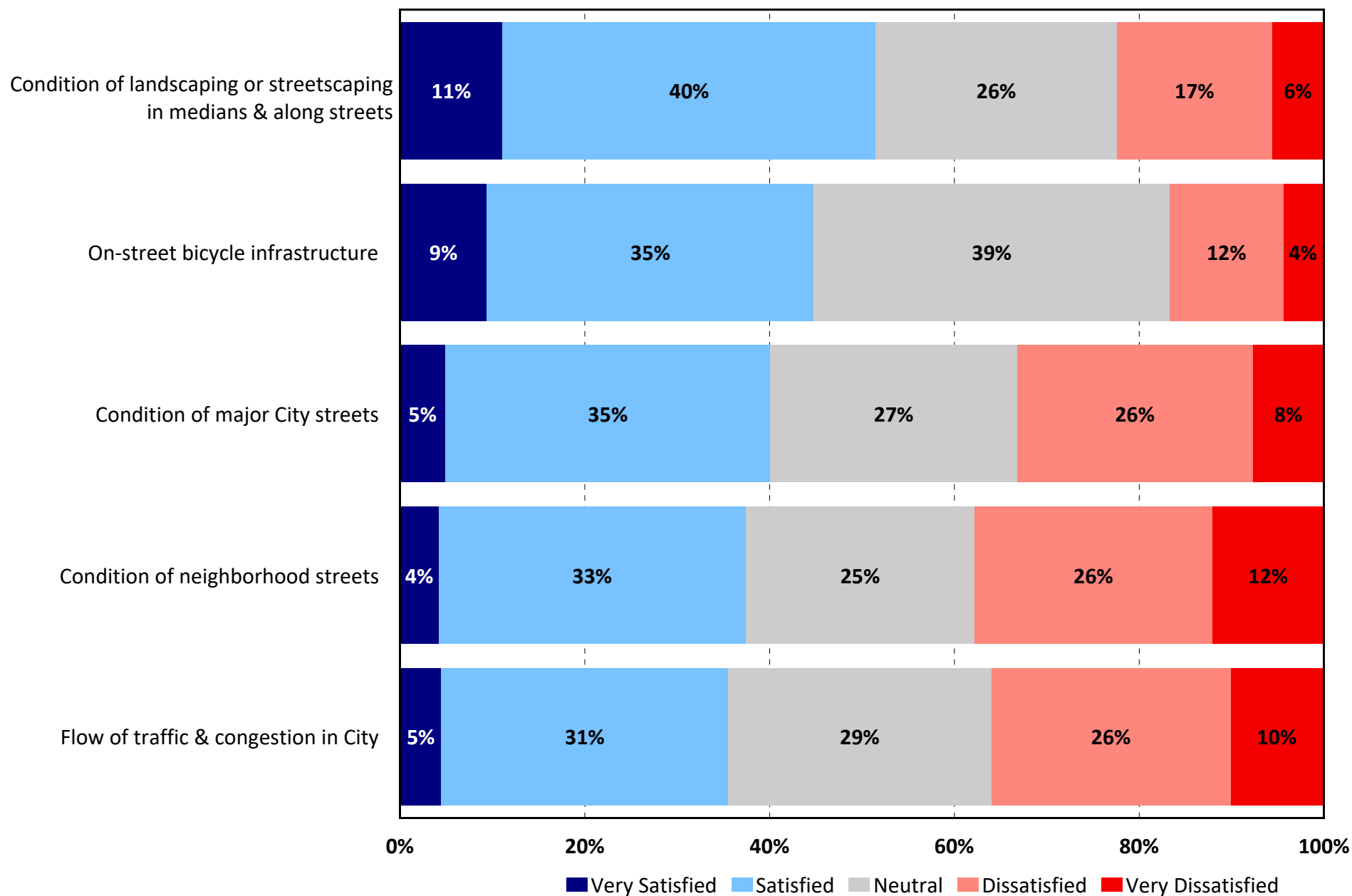
Q1(18-20). Public Safety

by percentage of respondents (excluding "don't know")



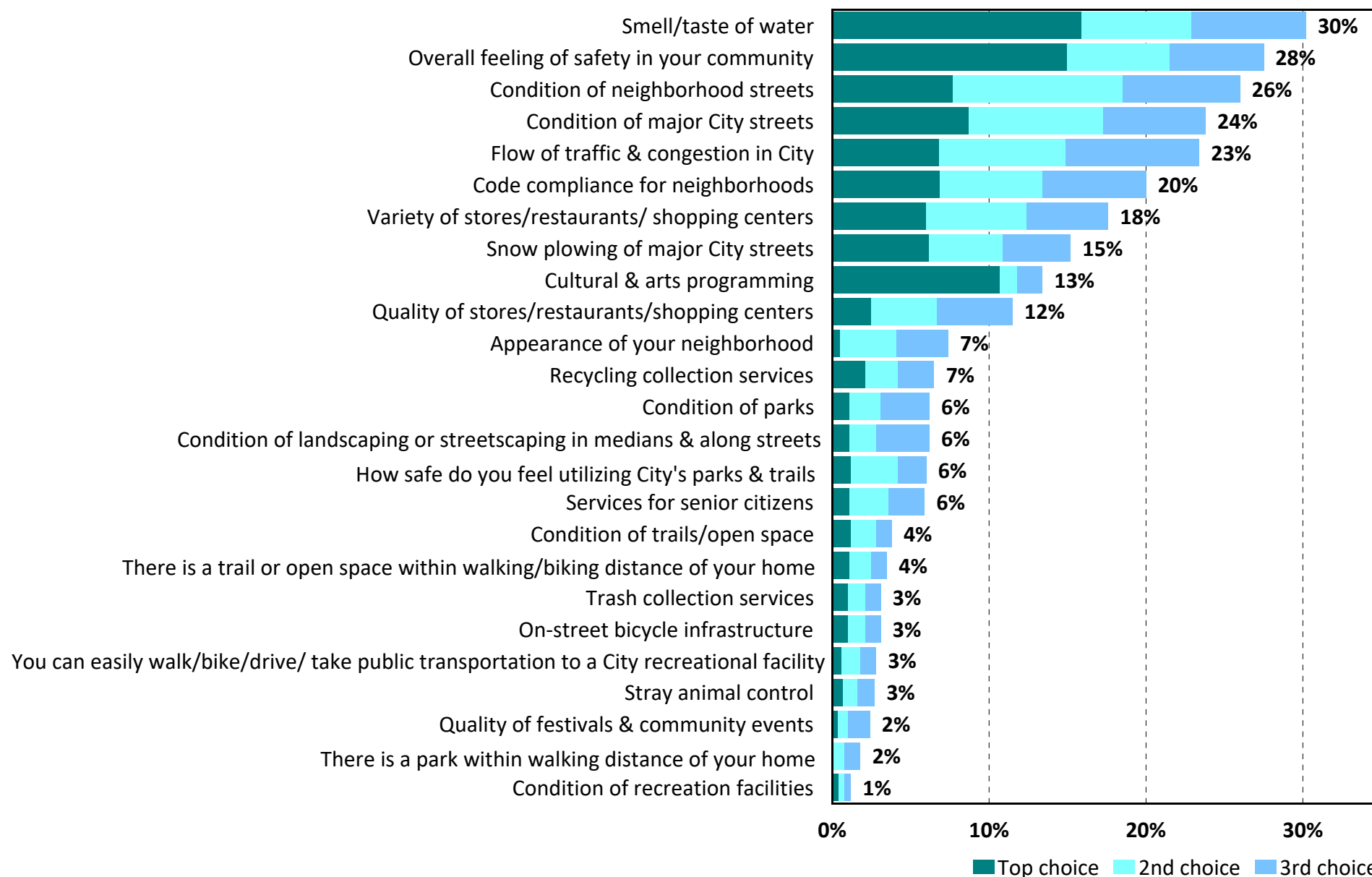
Q1(21-25). Public Infrastructure

by percentage of respondents (excluding “don’t know”)



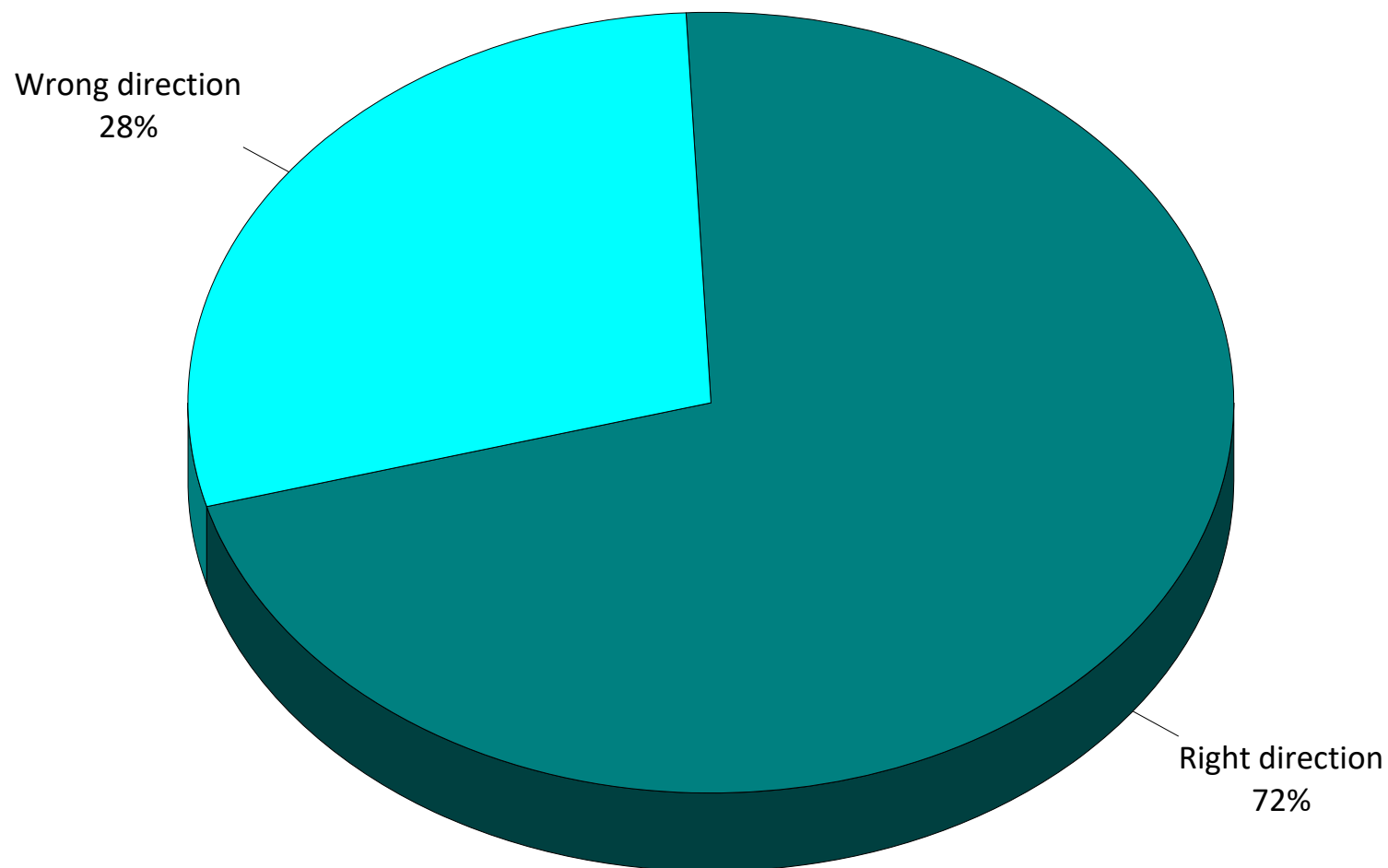
Q2. Which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

by percentage of respondents who selected the items as one of their top three choices



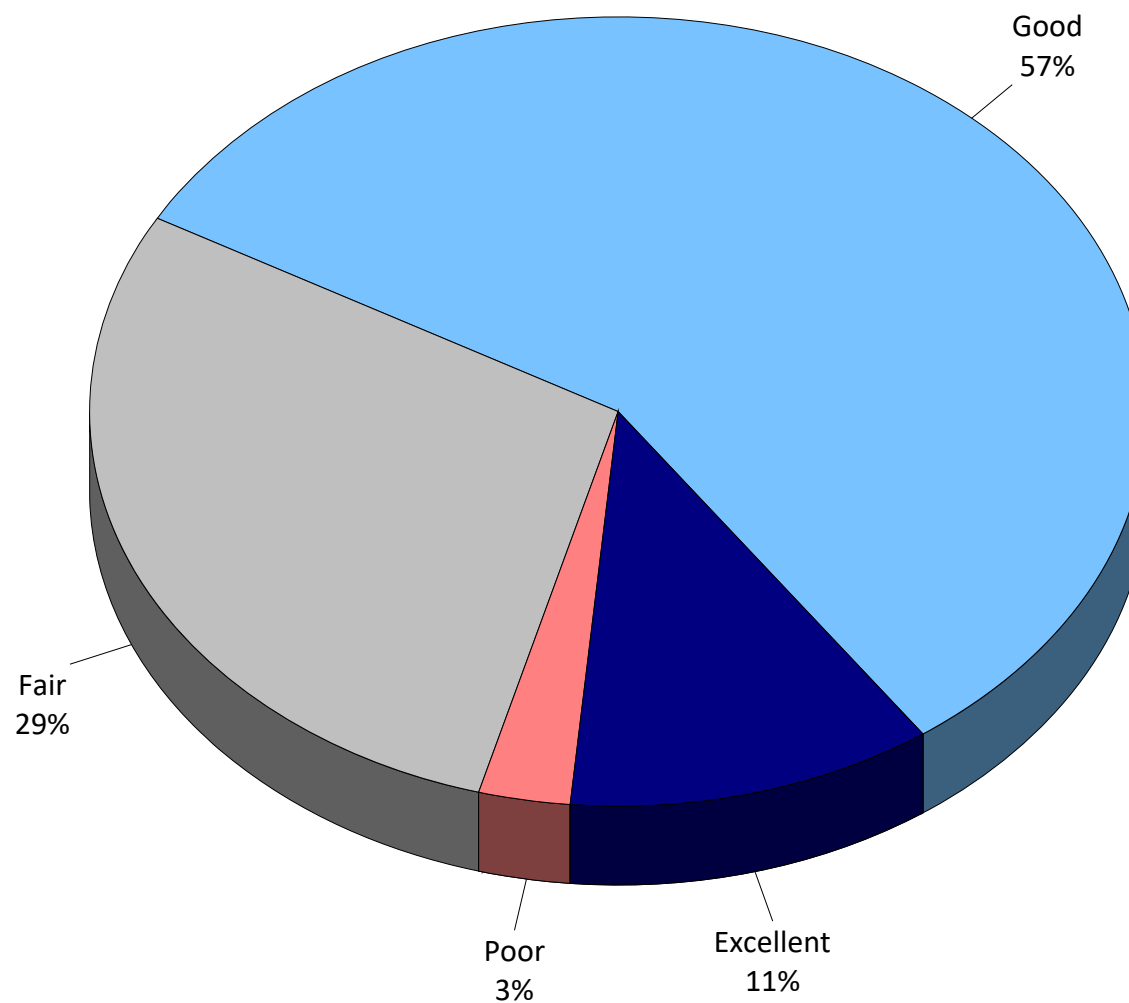
Q3. Would you say that things in Thornton are generally going in the right/wrong direction?

by percentage of respondents (excluding "don't know")



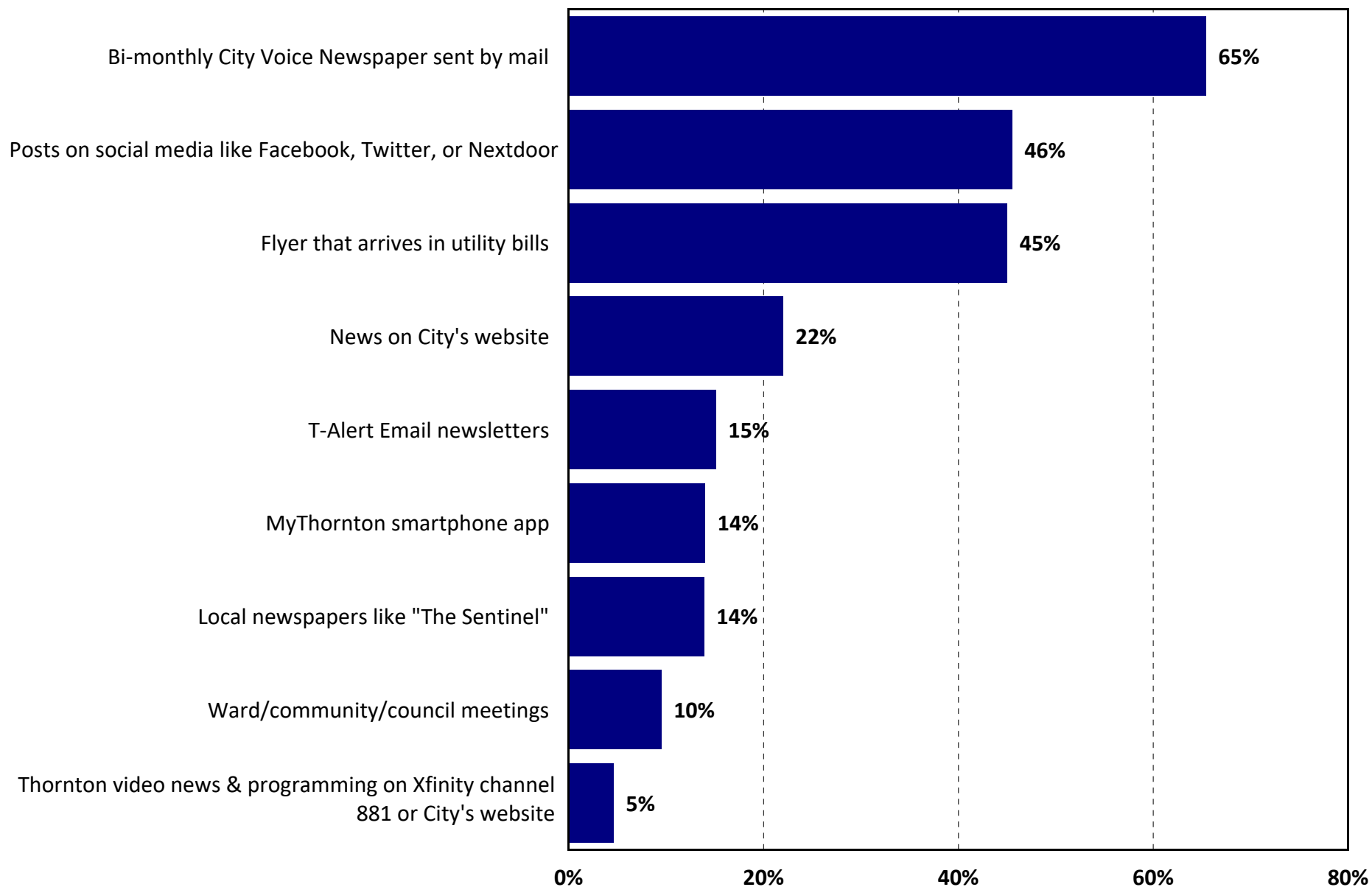
Q4. How would you rate the quality of life in Thornton?

by percentage of respondents (excluding "don't know")



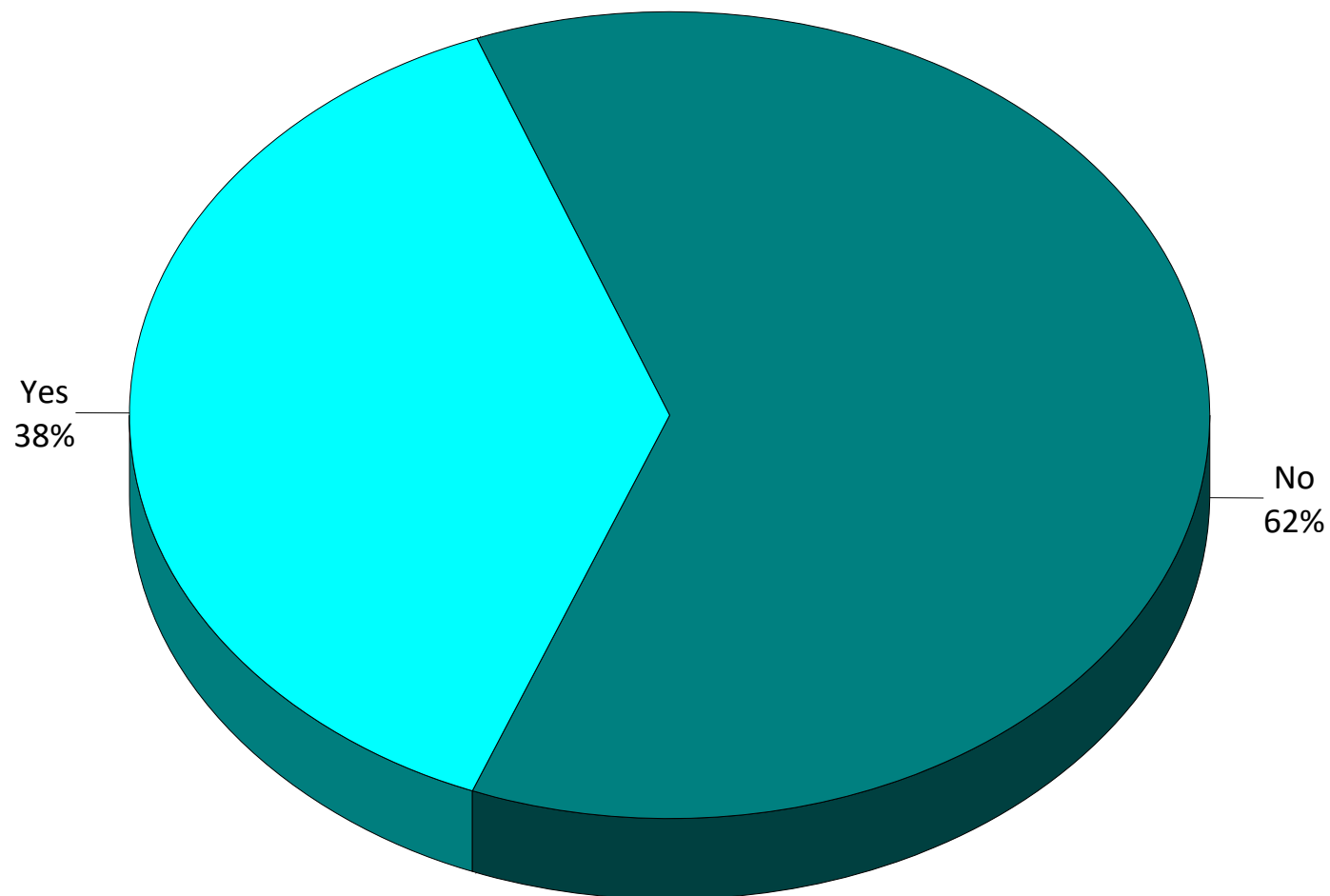
Q5. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

by percentage of respondents (multiple selections could be made)



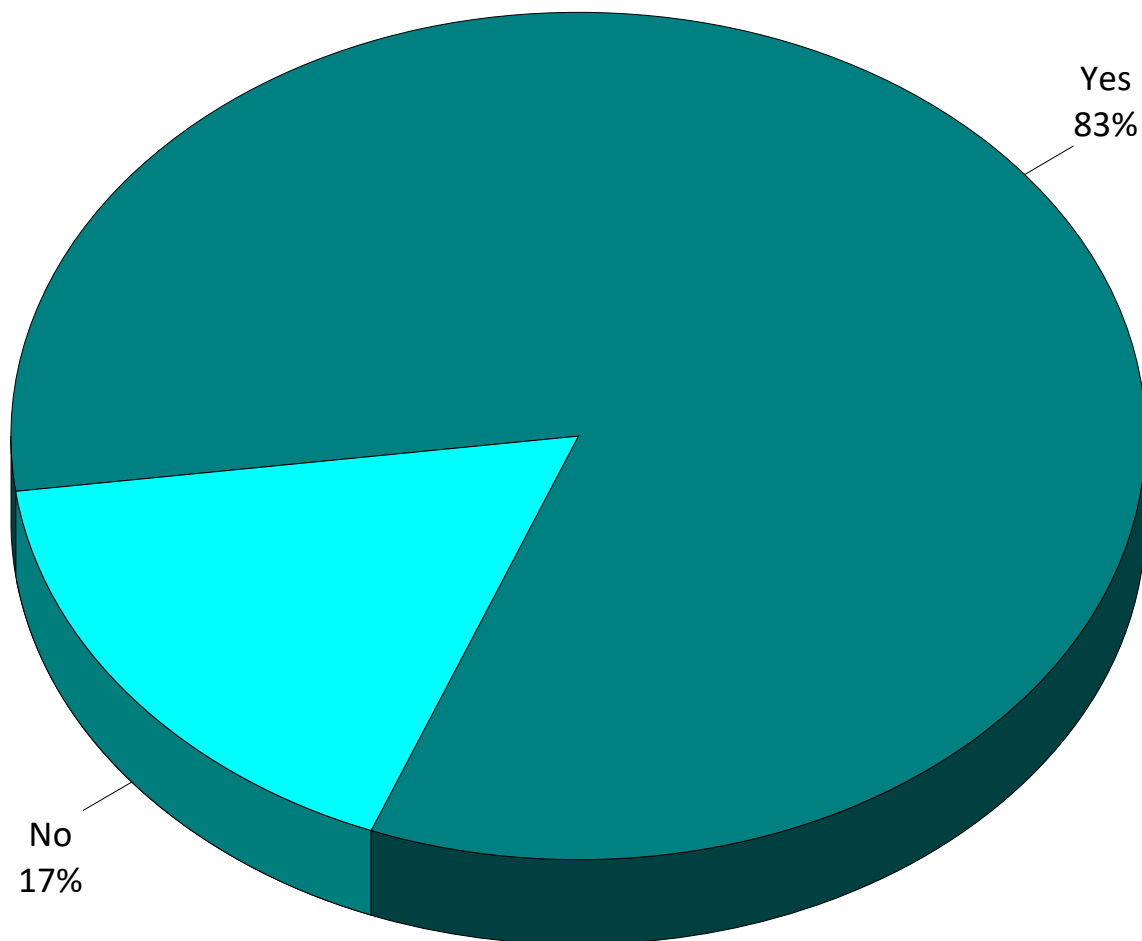
Q6. Have you ever had to call 911 for Police support in Thornton?

by percentage of respondents (excluding "not provided")



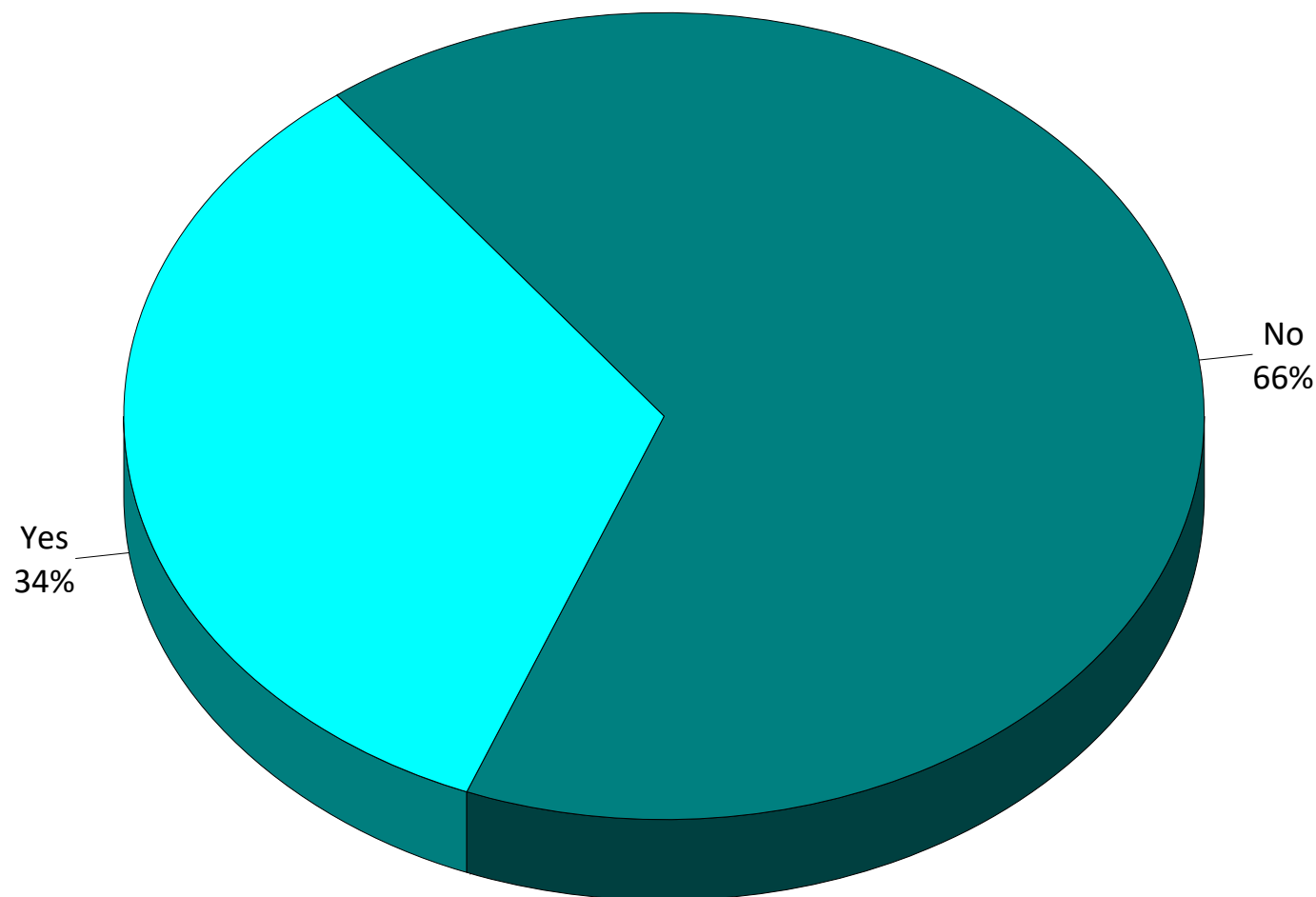
Q6a. Did you find the Police response to be timely and professional?

by percentage of respondents (excluding "not provided")



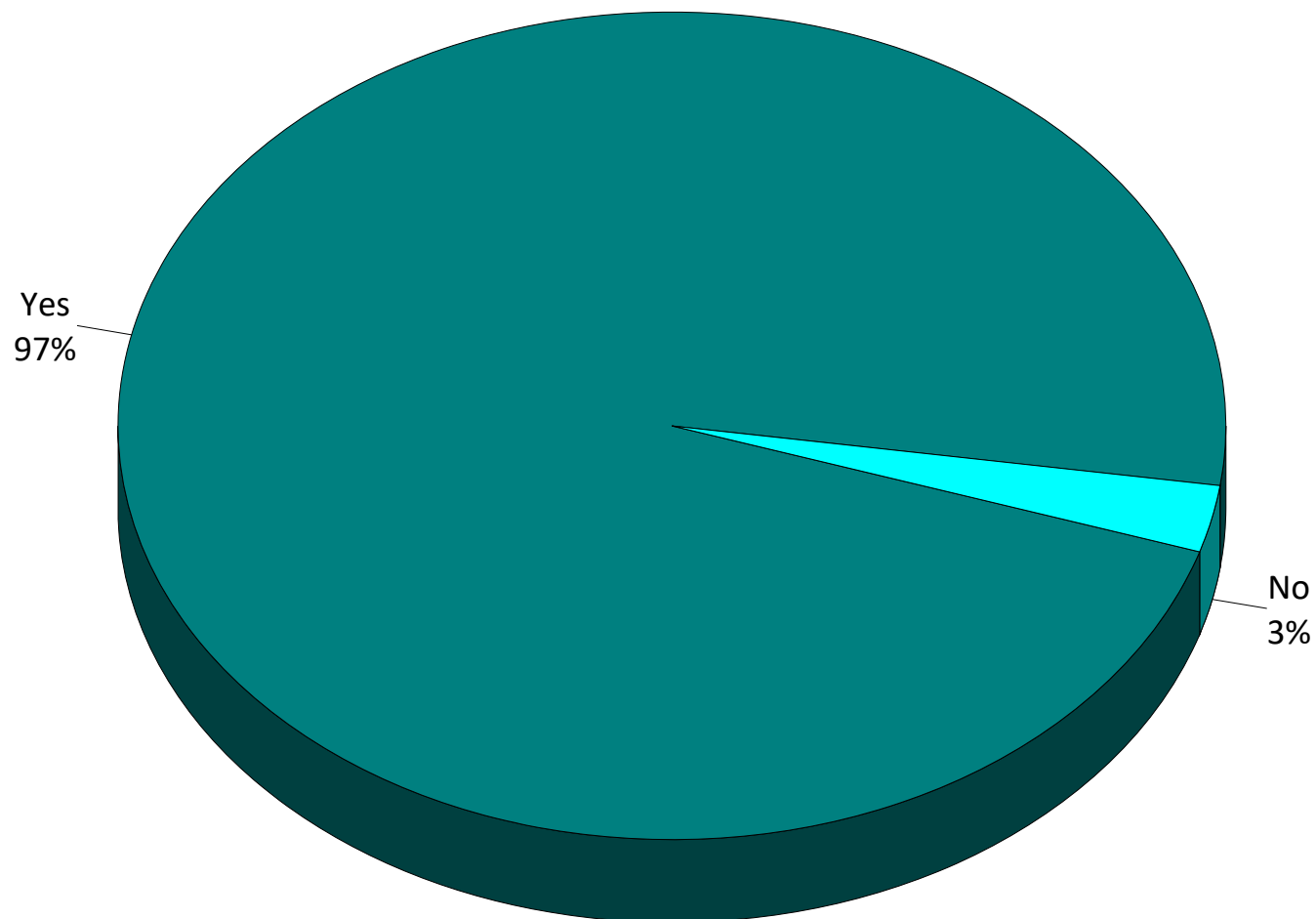
Q7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?

by percentage of respondents (excluding "not provided")



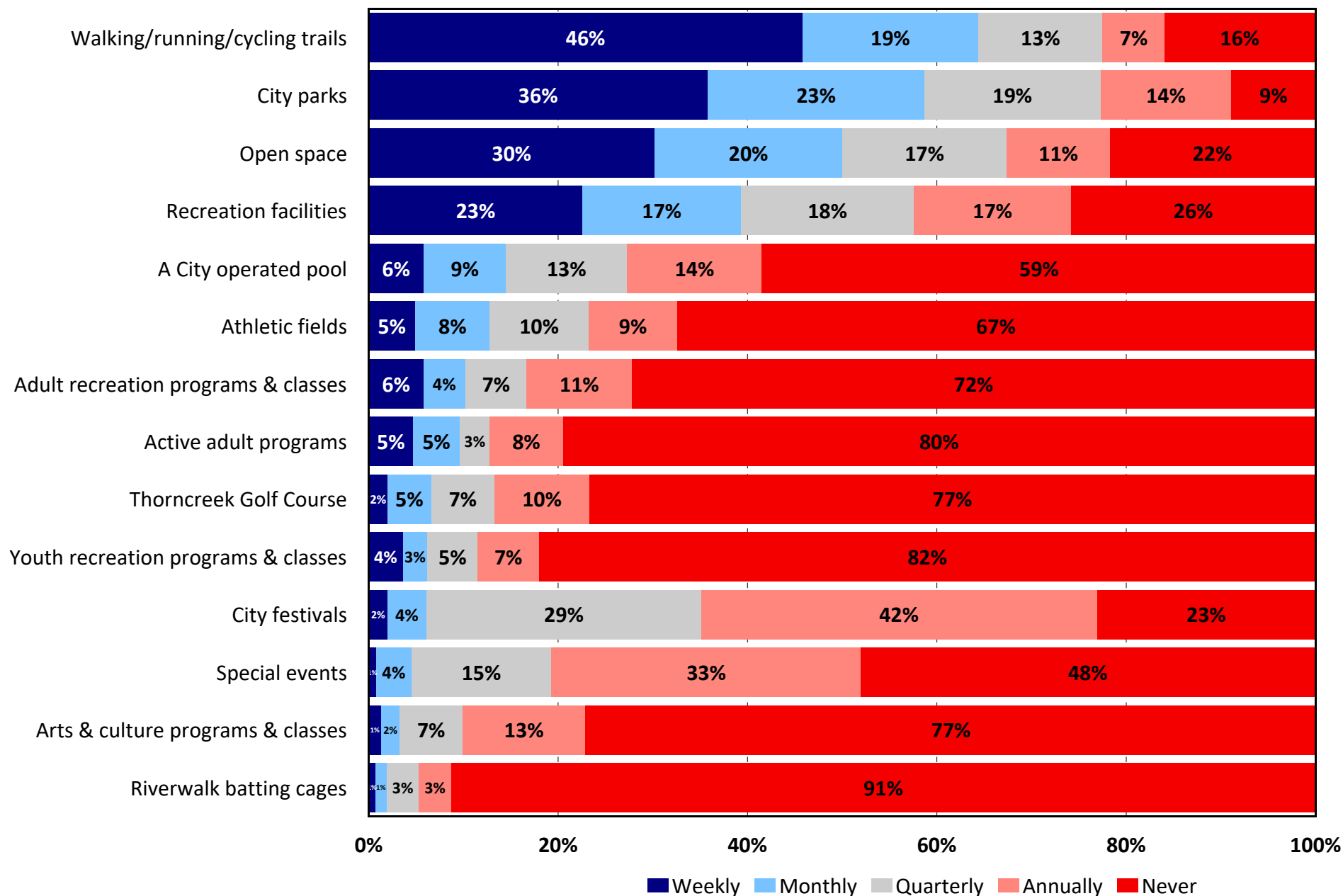
Q7a. Did you find the Fire/EMS response to be timely and professional?

by percentage of respondents (excluding "not provided")



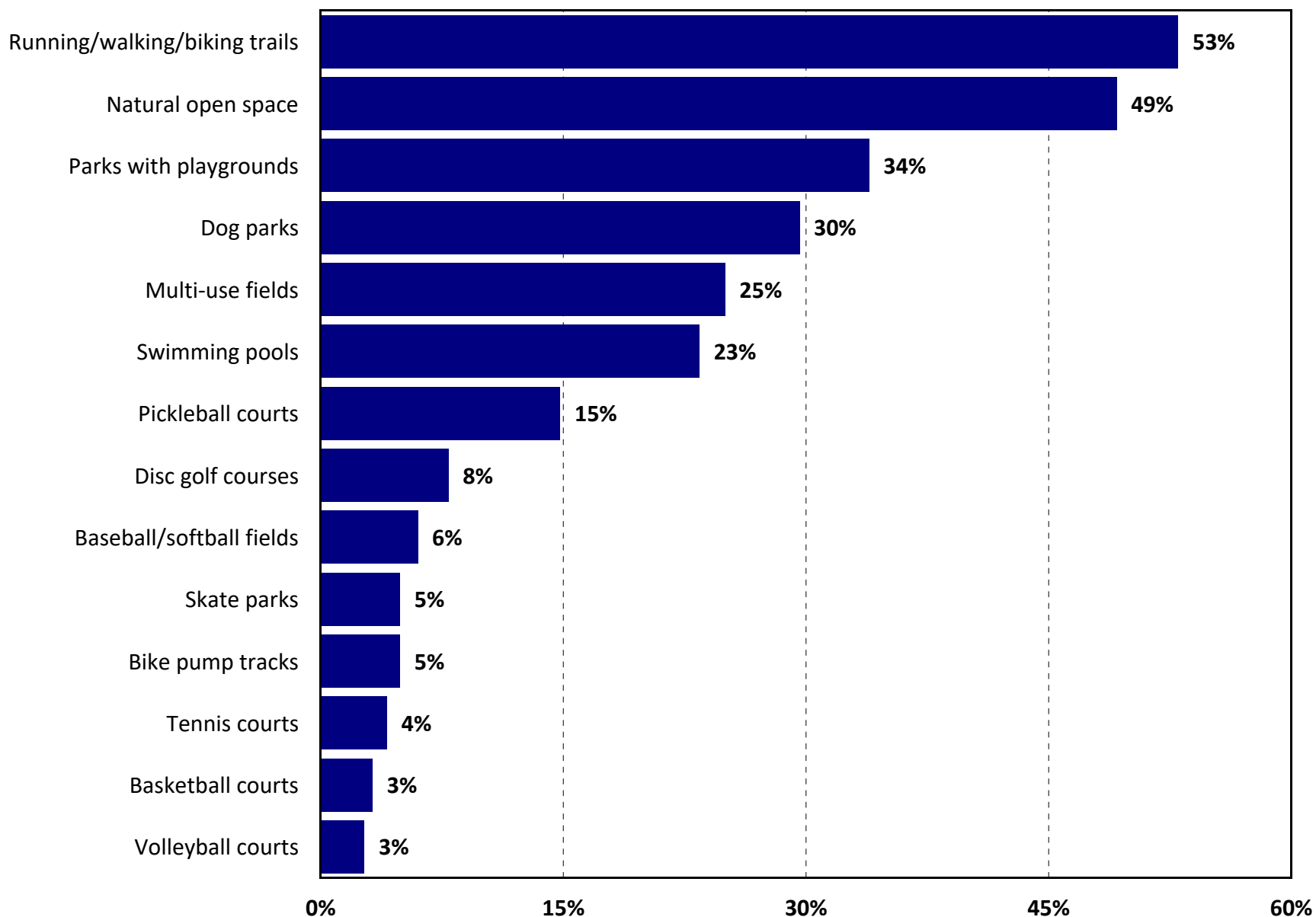
Q8. Use of City Facilities/Programs

by percentage of respondents (excluding "don't know")



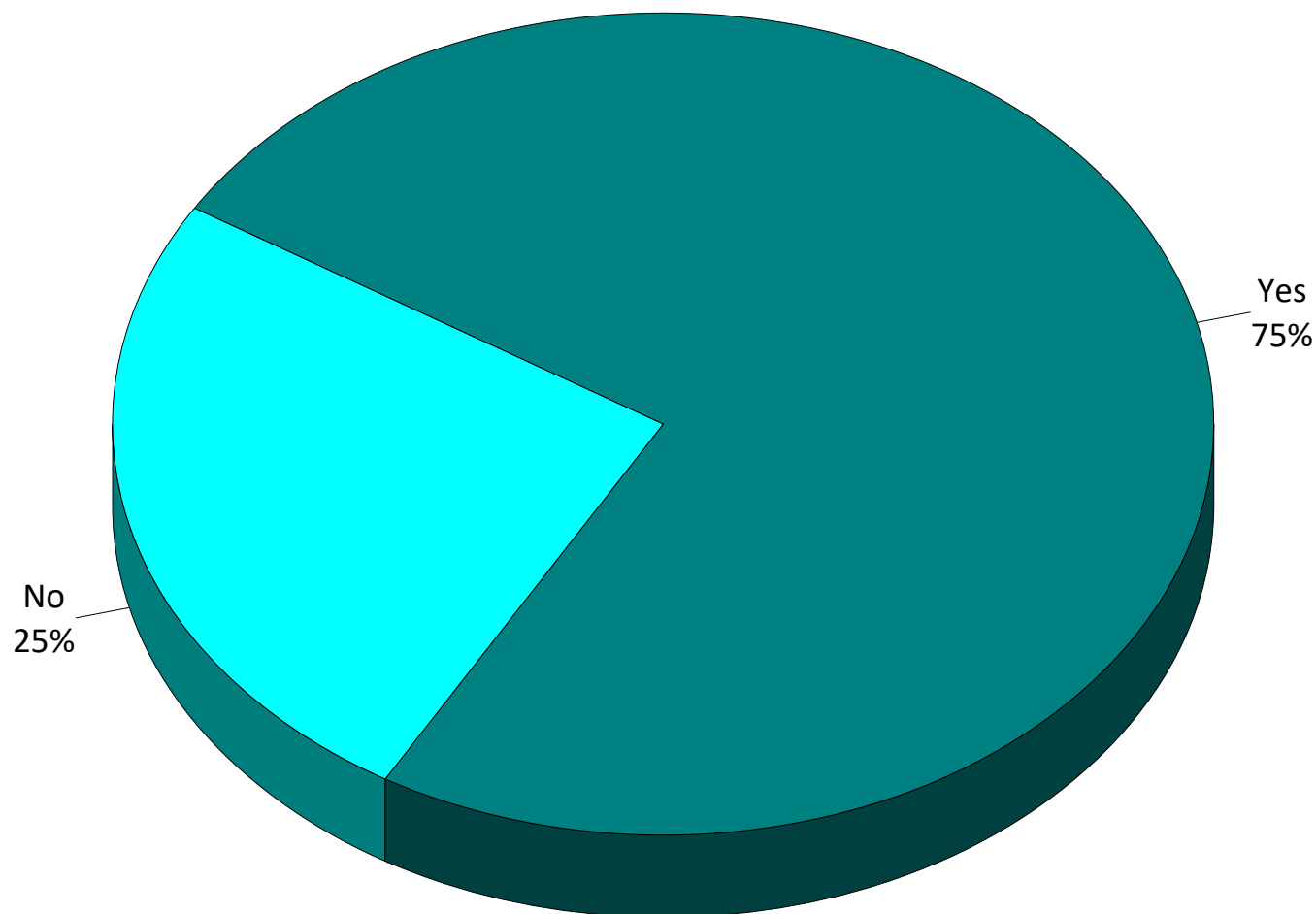
Q9. Park Amenities. Check the THREE amenities in the list below you think are the MOST IMPORTANT for Thornton to grow/expand in its parks and open spaces.

by percentage of respondents who selected the item as one of their top three priorities



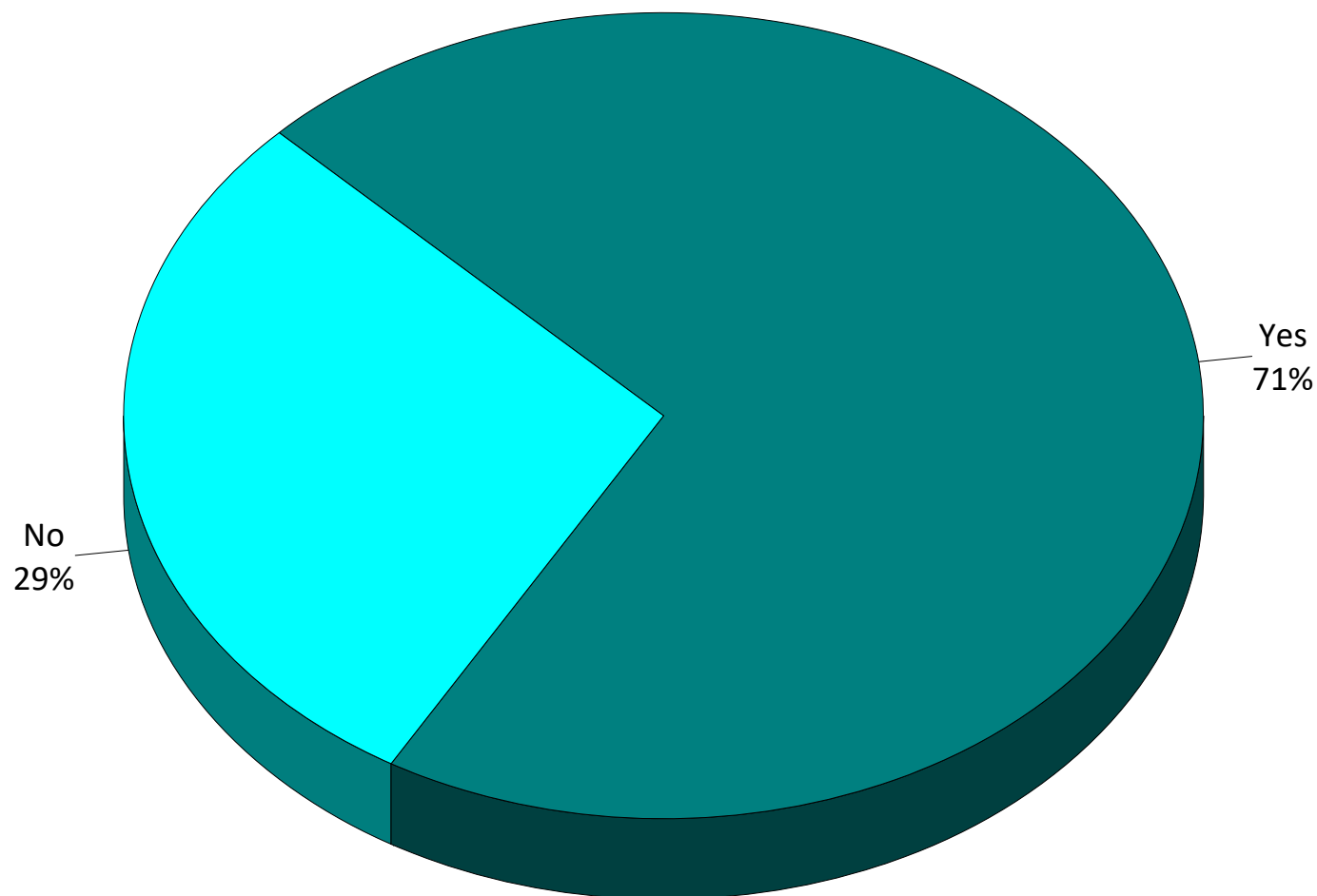
Q10. Do you feel that there are enough community gathering spaces in Thornton?

by percentage of respondents (excluding “don’t know”)



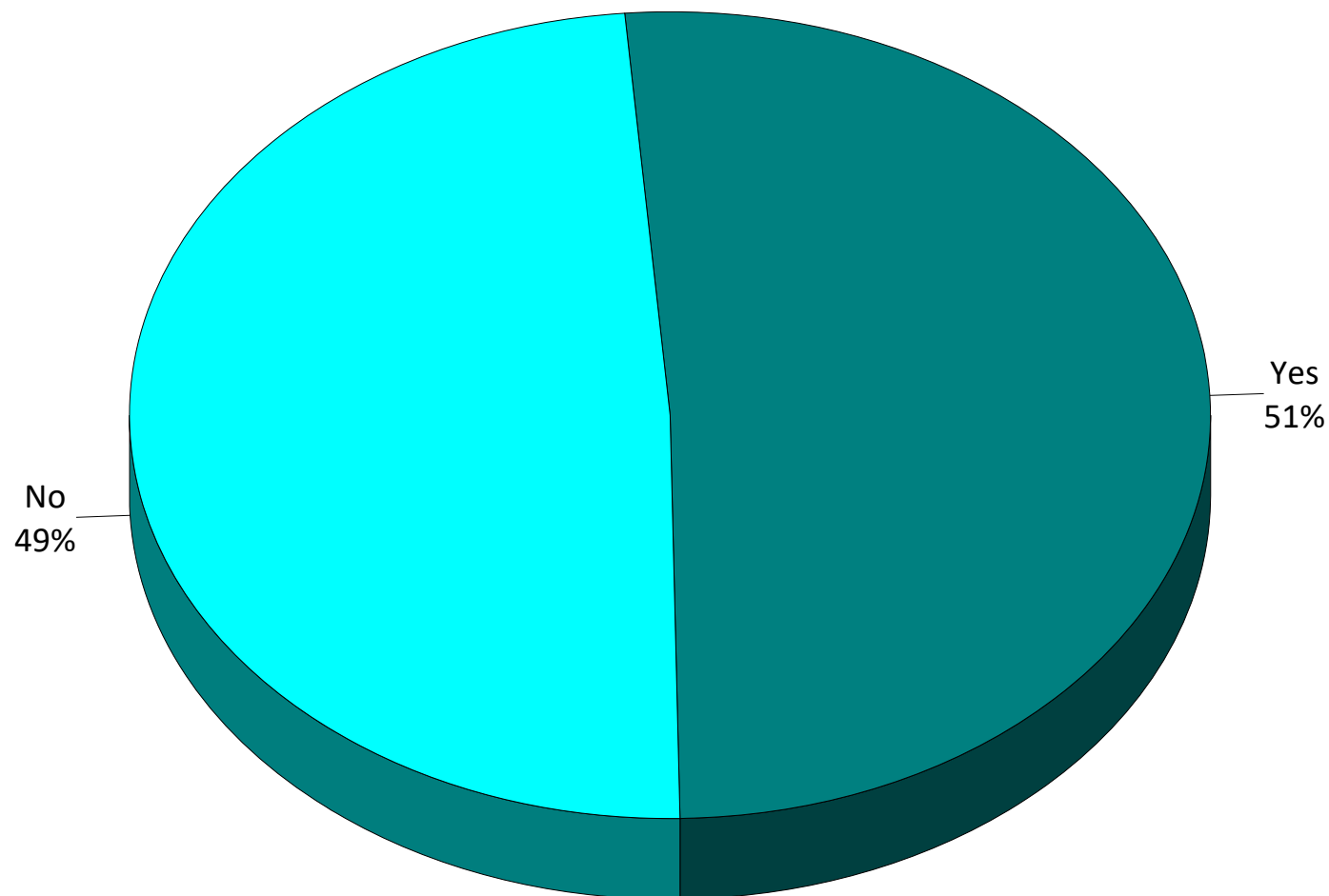
Q11. Are you satisfied with Thornton's overall appearance?

by percentage of respondents (excluding "don't know")



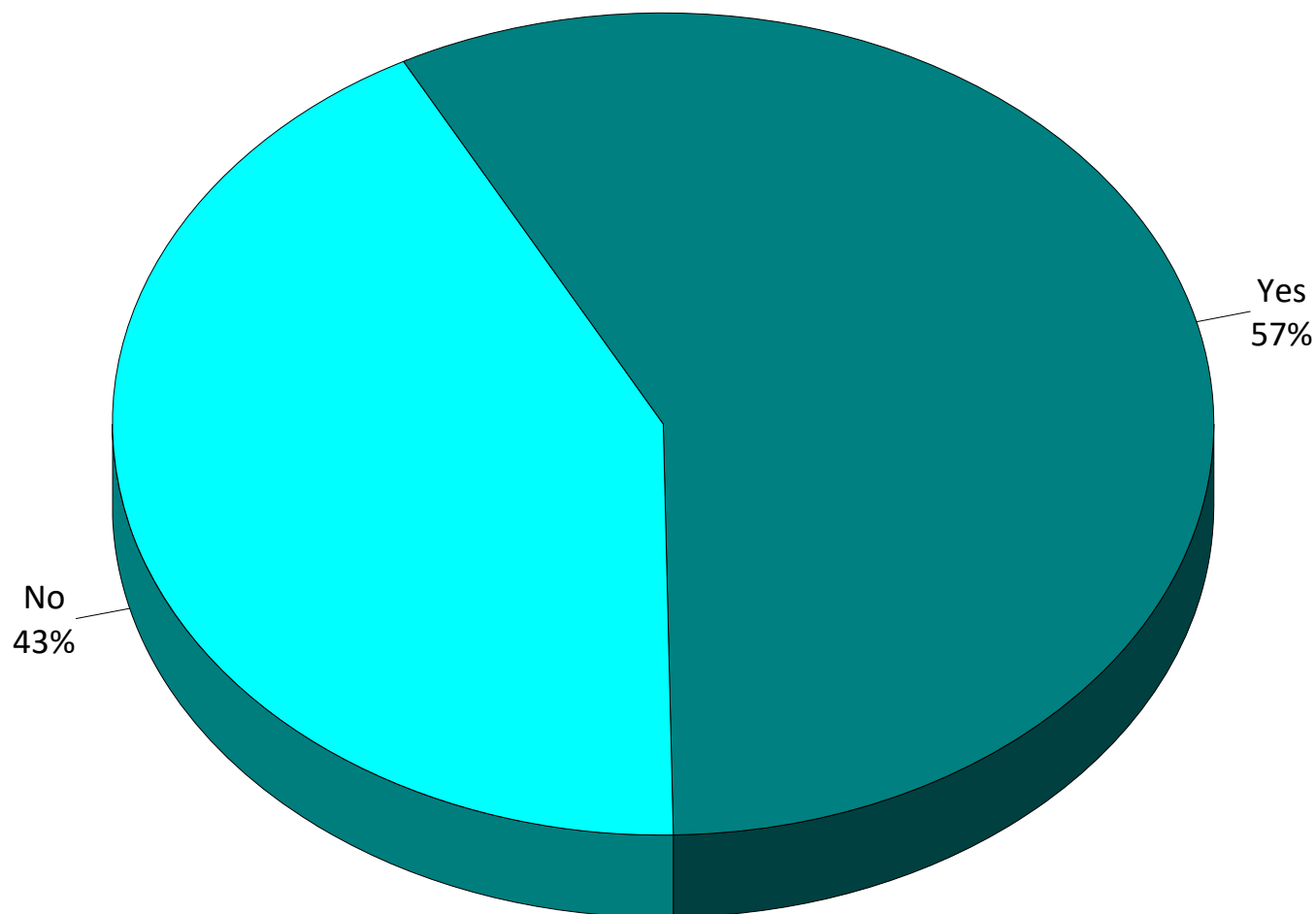
Q12. Do you feel part of the larger Thornton community?

by percentage of respondents (excluding “don’t know”)



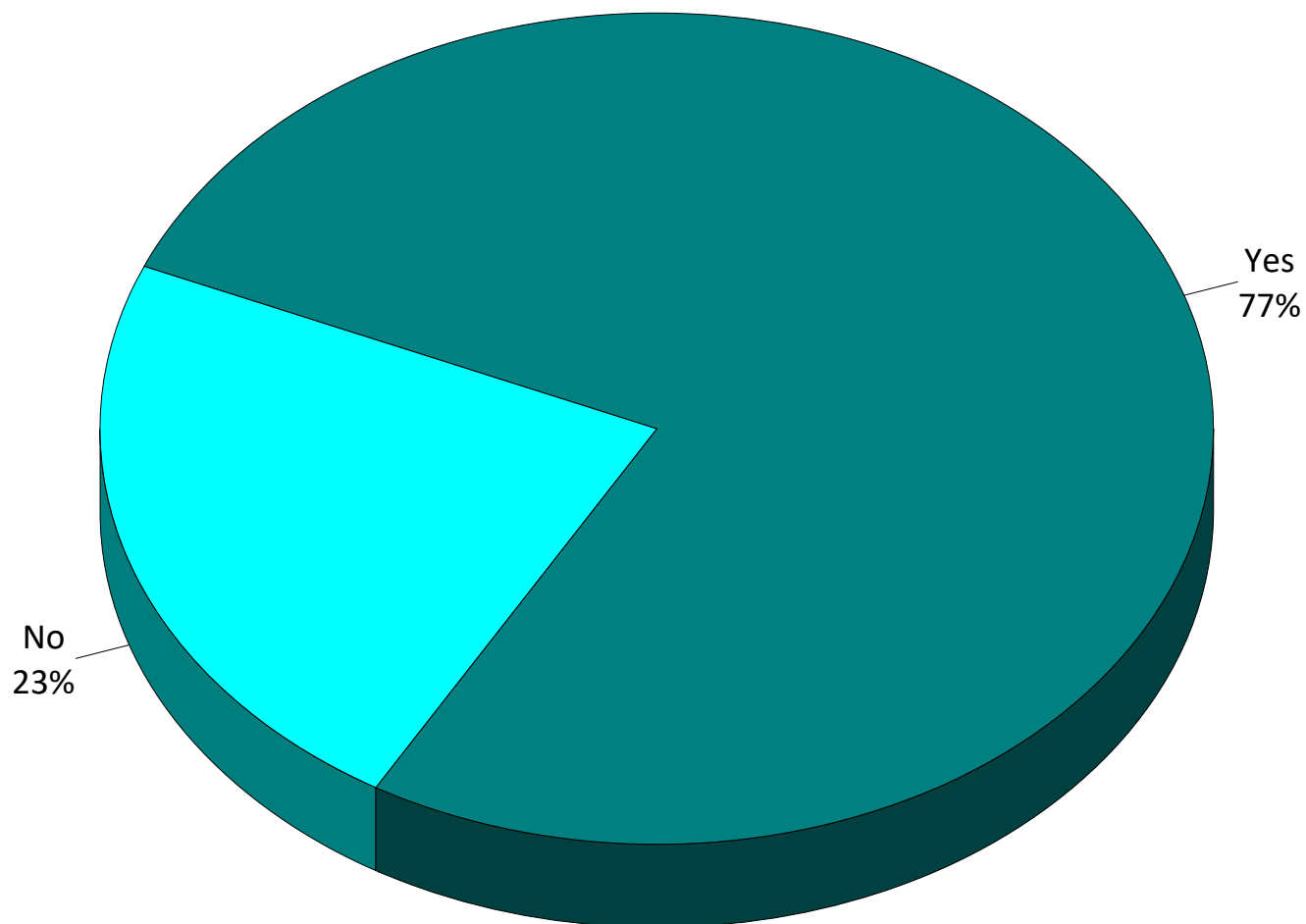
Q13. As the City changes and grows, do you feel that this change/growth is occurring in a positive way?

by percentage of respondents (excluding “don’t know”)



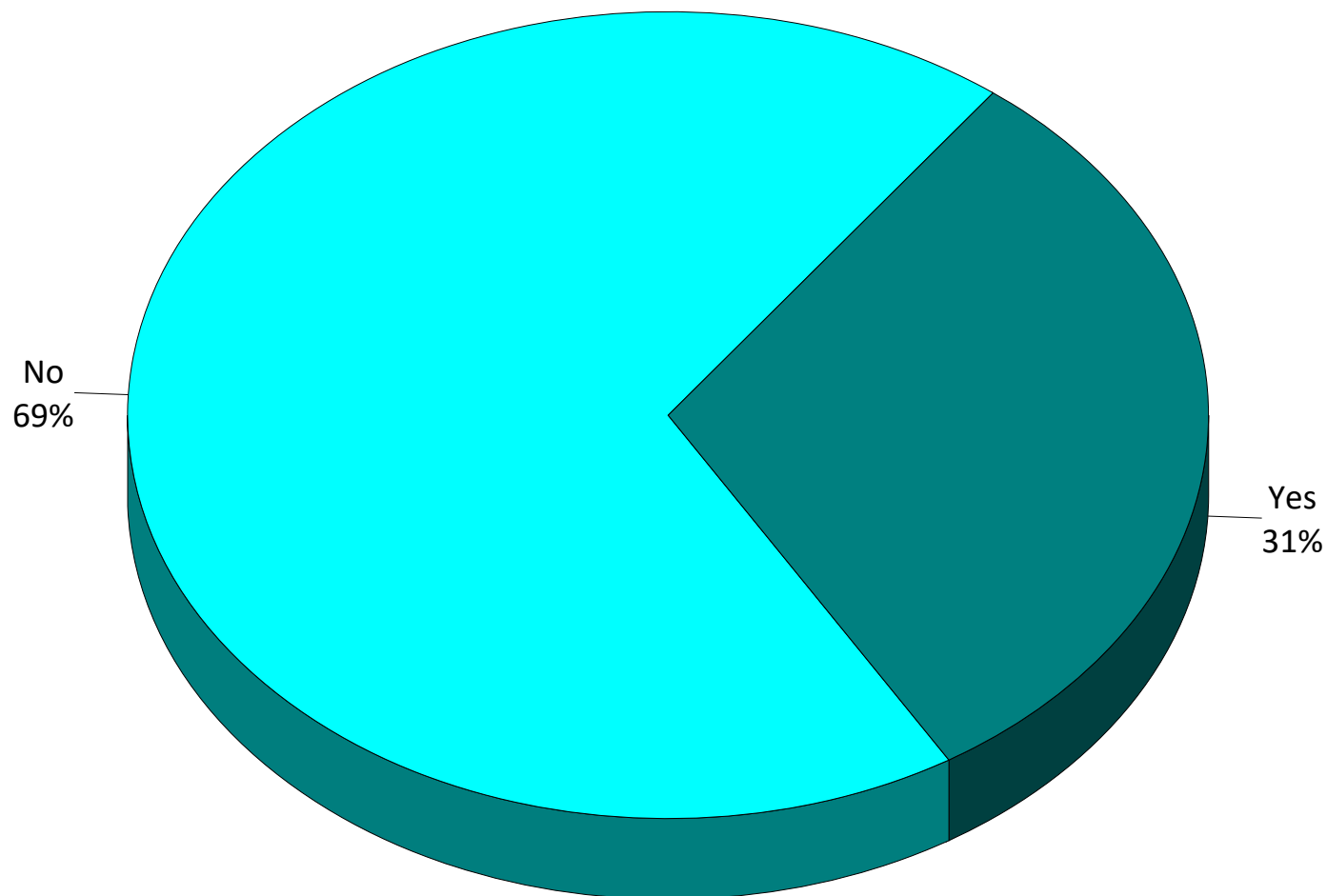
Q14. Are you proud of your City?

by percentage of respondents (excluding “don’t know”)



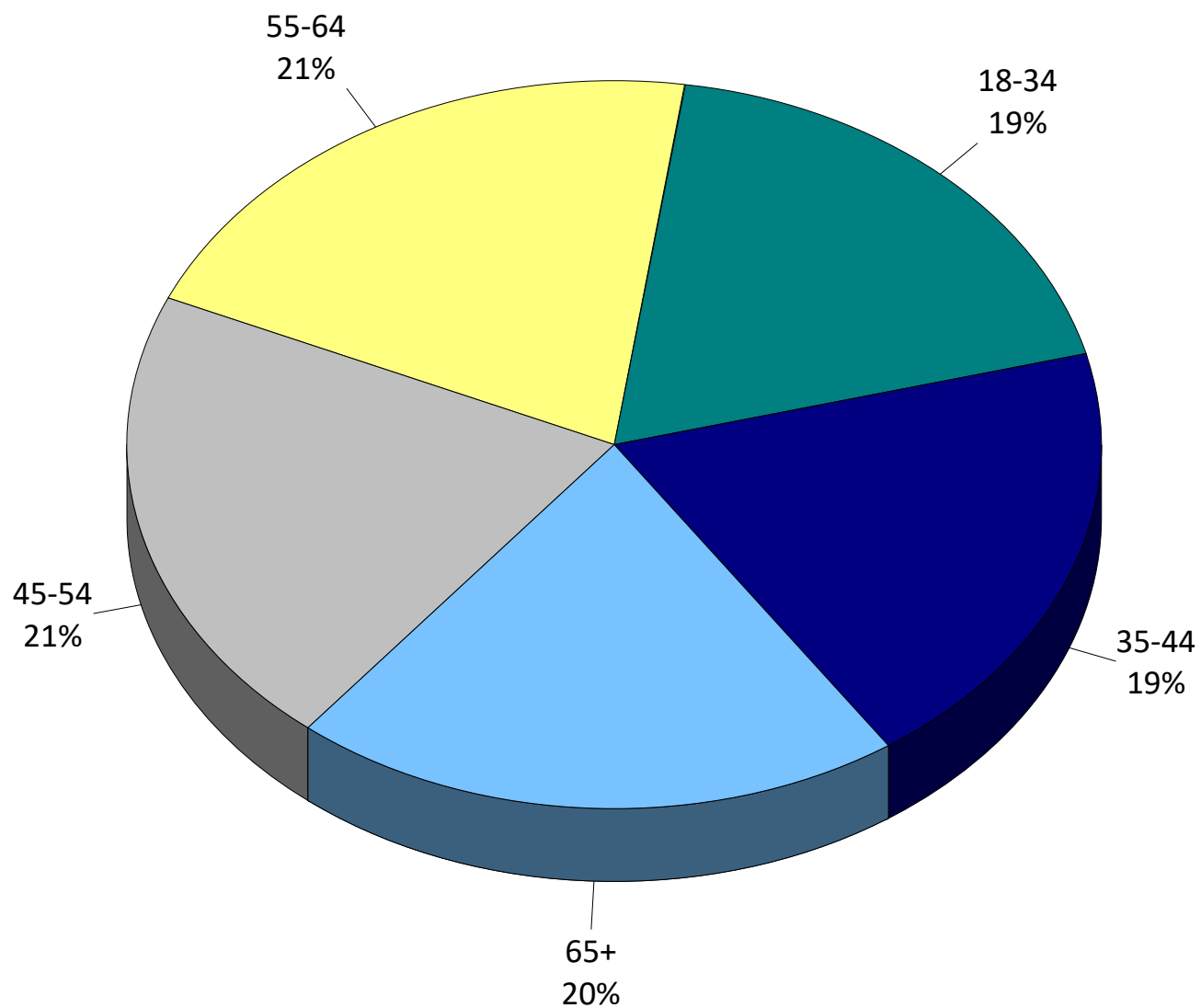
Q15. If a volunteer opportunity through the City was made available to you, would you be interested in participating?

by percentage of respondents (excluding “don’t know”)



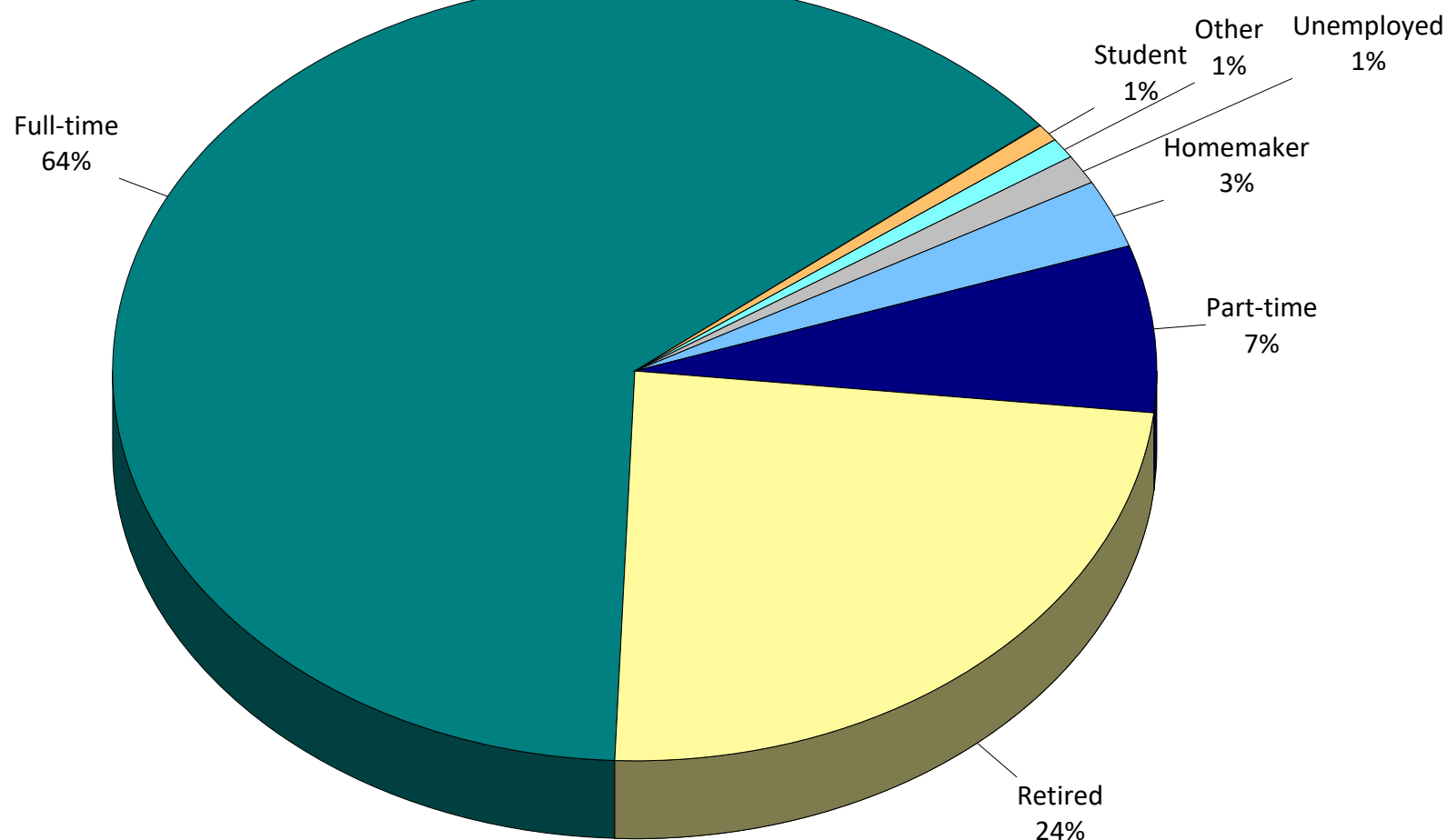
Q18. What is your age?

by percentage of respondents (excluding "not provided")



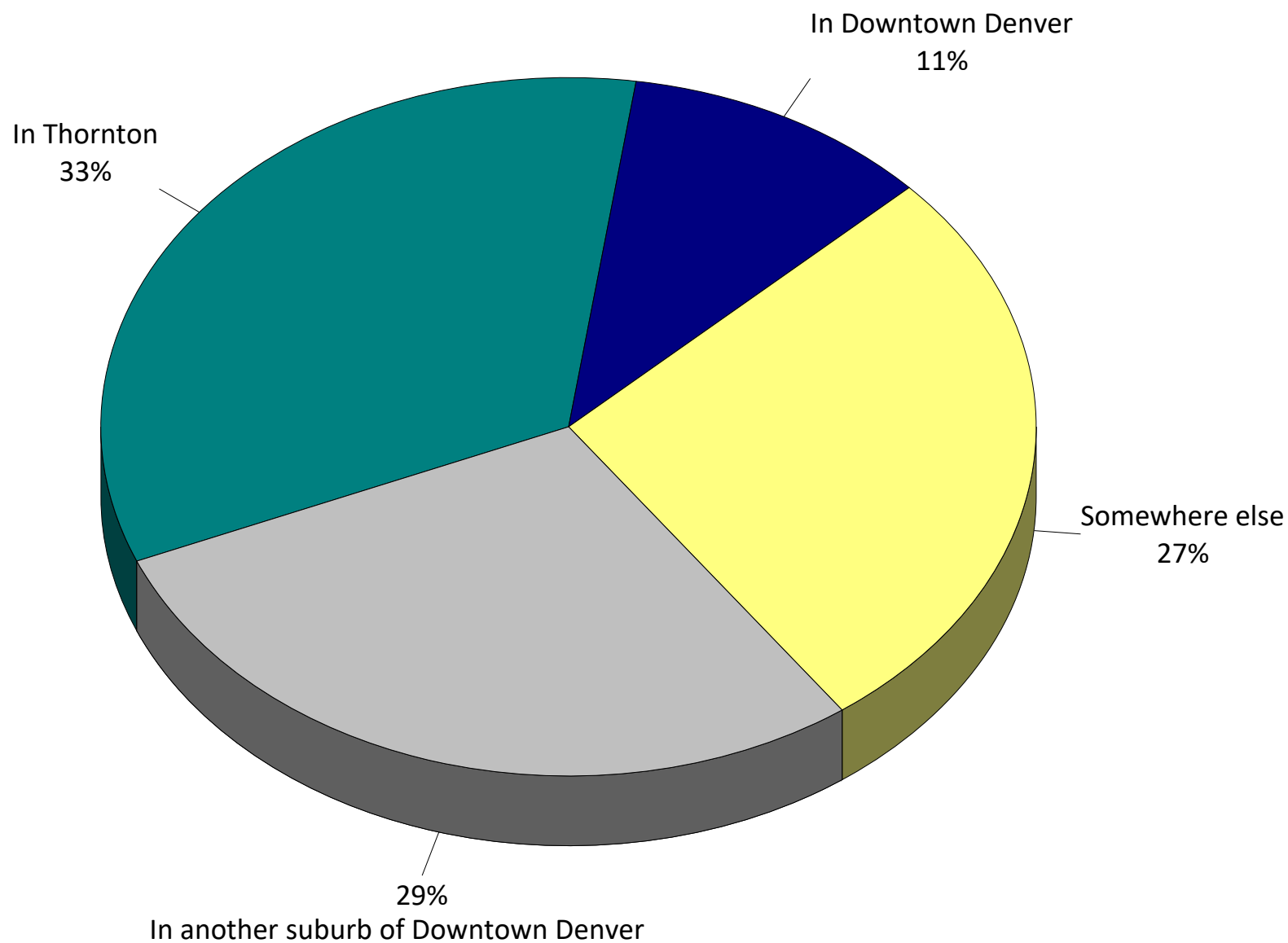
Q19. Which of the following best describes your current employment status?

by percentage of respondents (excluding "not provided")



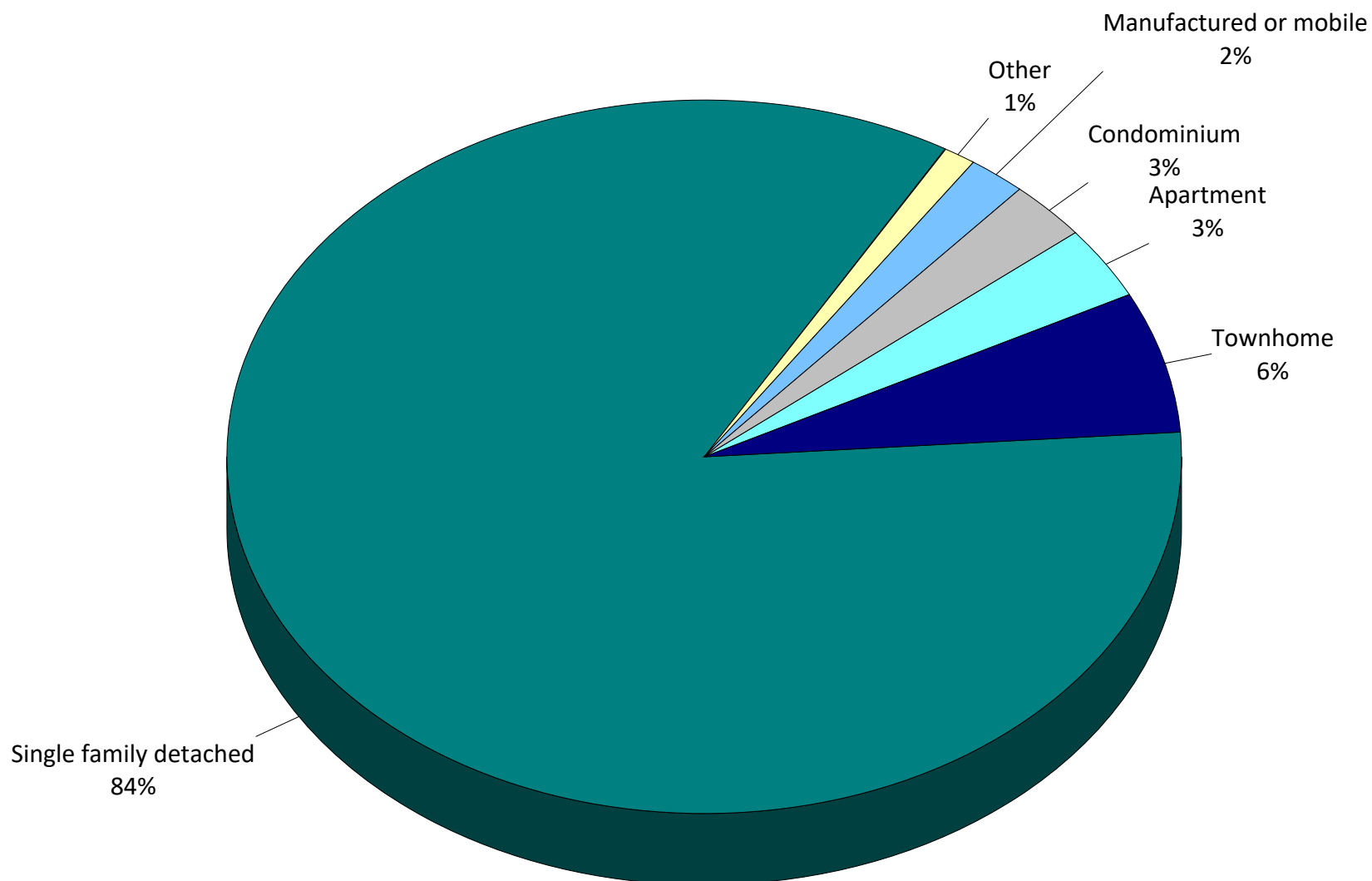
Q19a. Where do you mostly work?

by percentage of respondents (excluding "not provided")



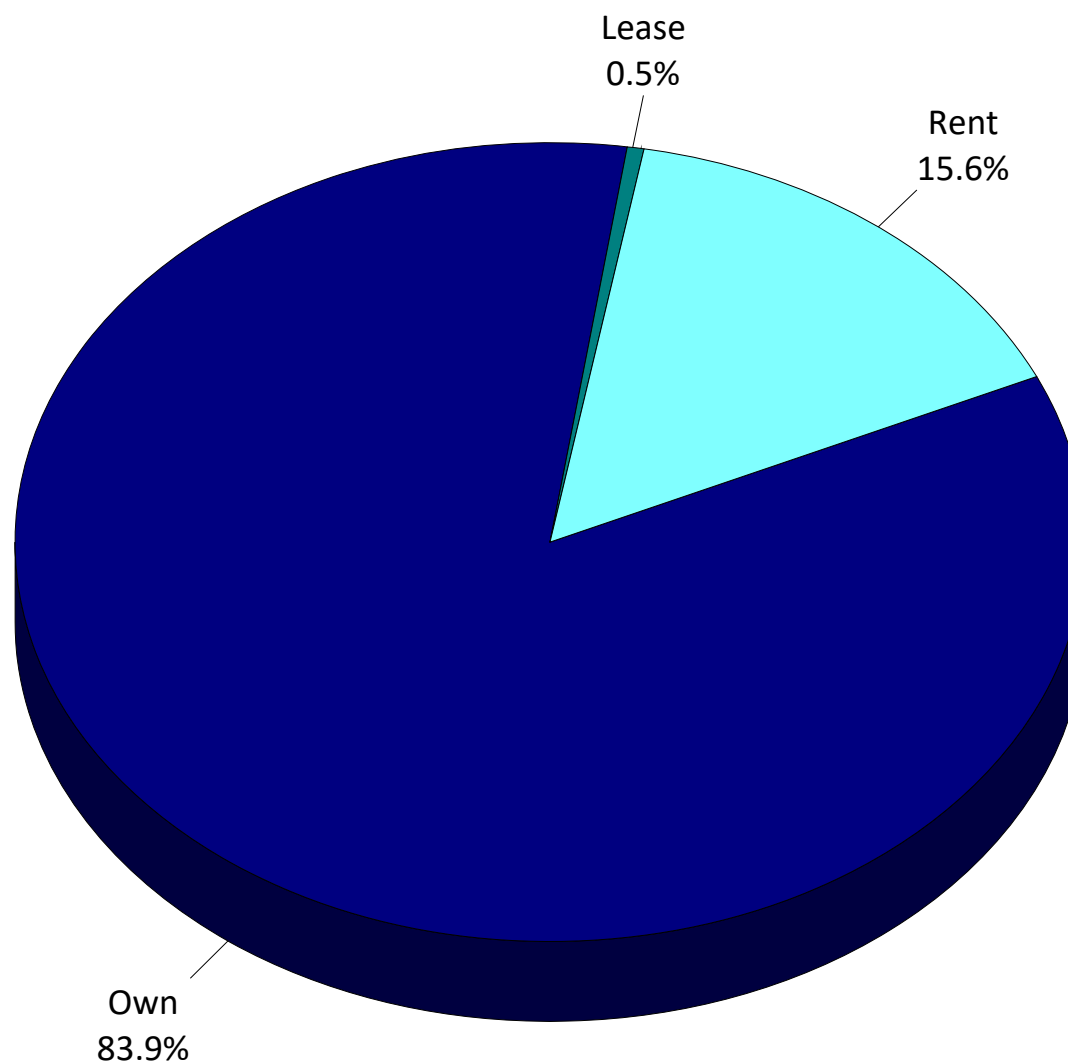
Q20. Which of the following best describes your primary current residence in Thornton?

by percentage of respondents (excluding "not provided")



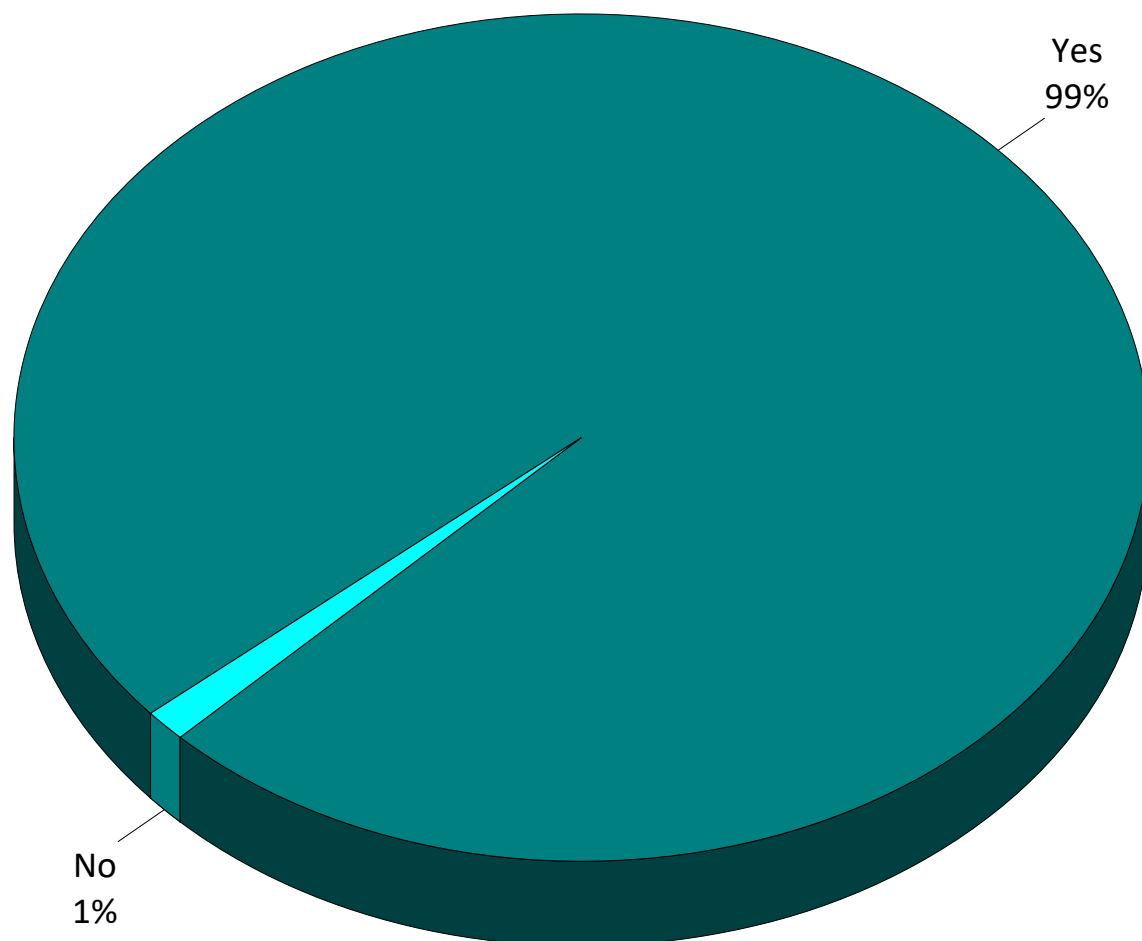
Q21. Do you own, rent, or lease your current residence?

by percentage of respondents (excluding "not provided")



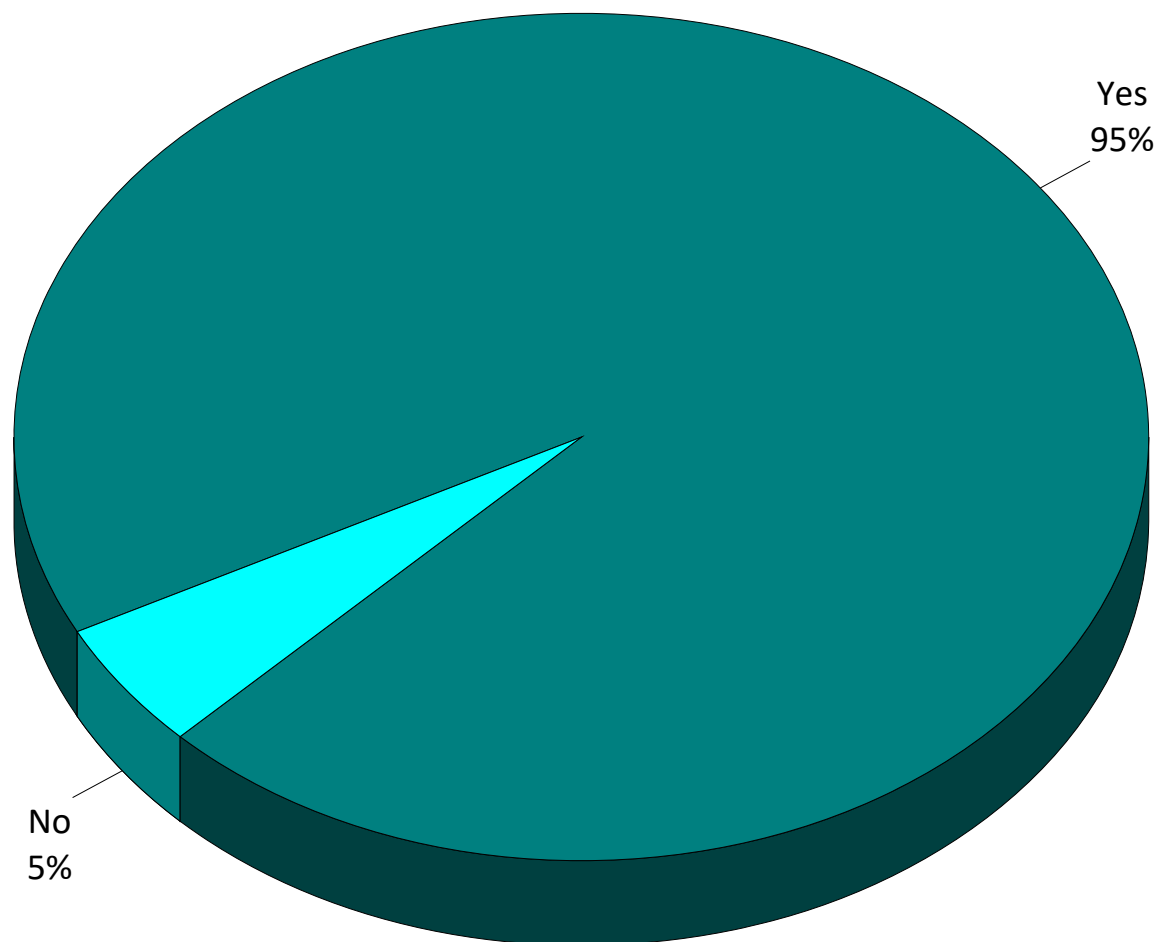
Q22. Do you have internet service at your house?

by percentage of respondents (excluding “not provided”)



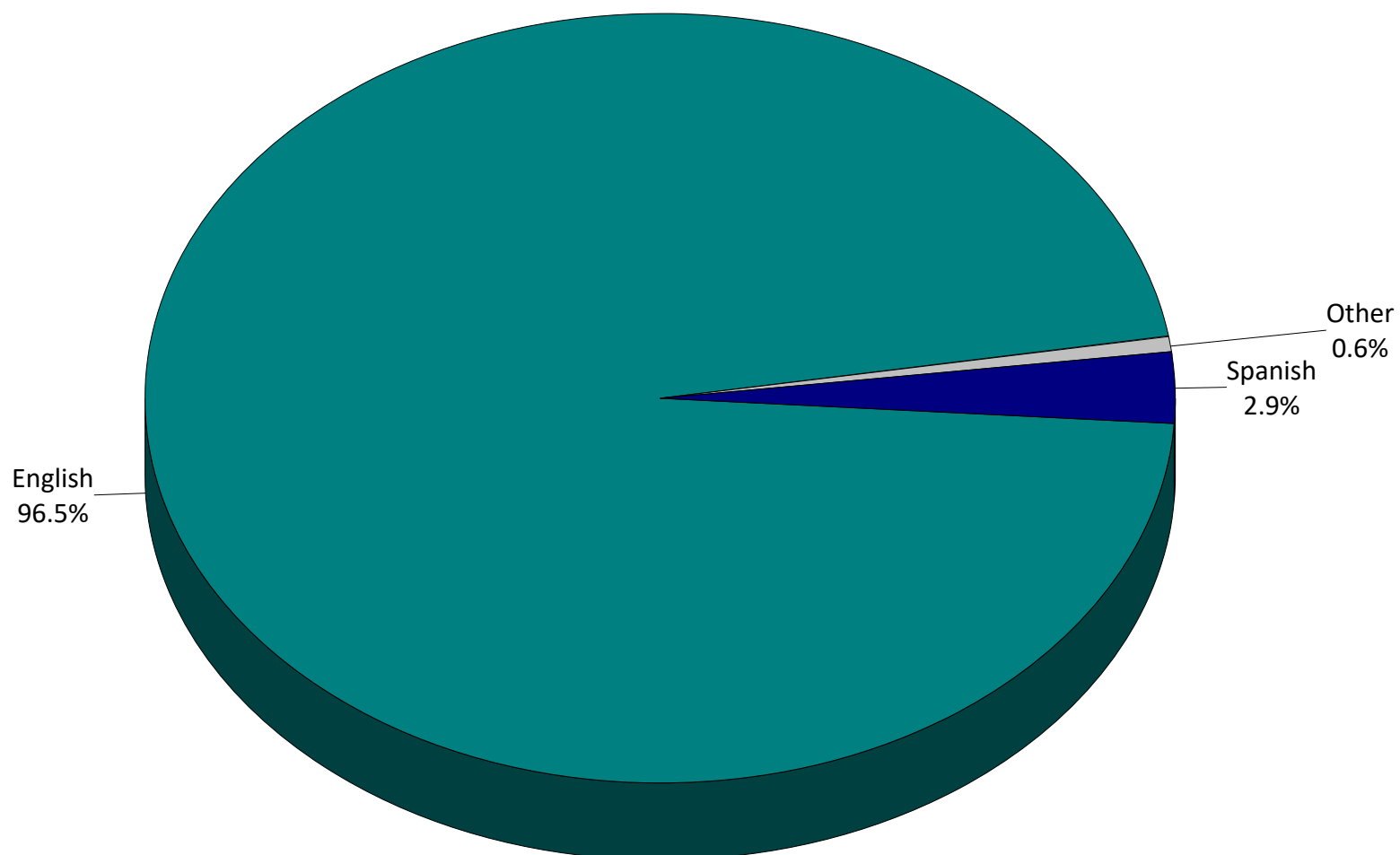
Q23. Do you own a smart phone?

by percentage of respondents (excluding “not provided”)



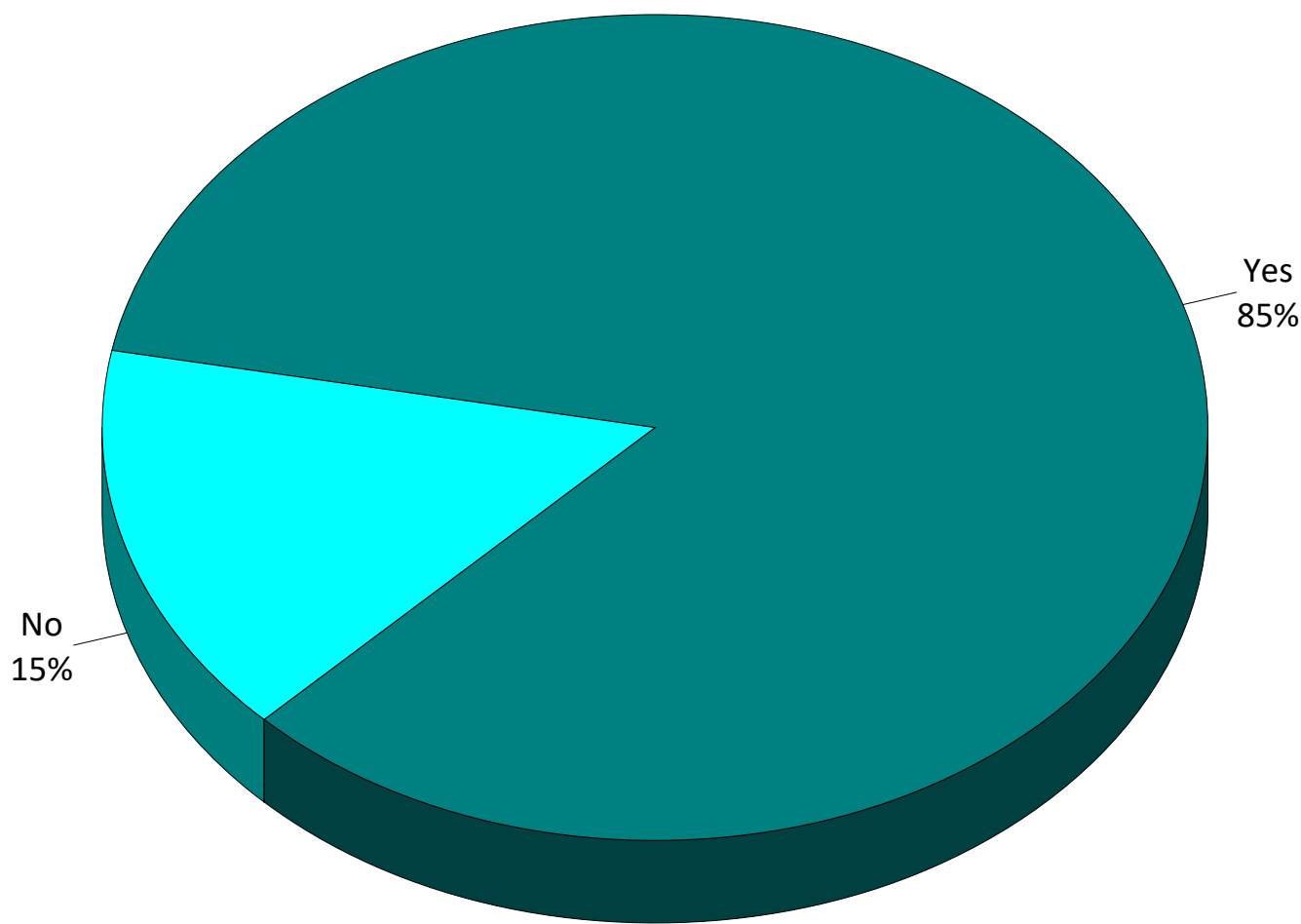
Q24. What is the primary language spoken in your home?

by percentage of respondents (excluding "not provided")



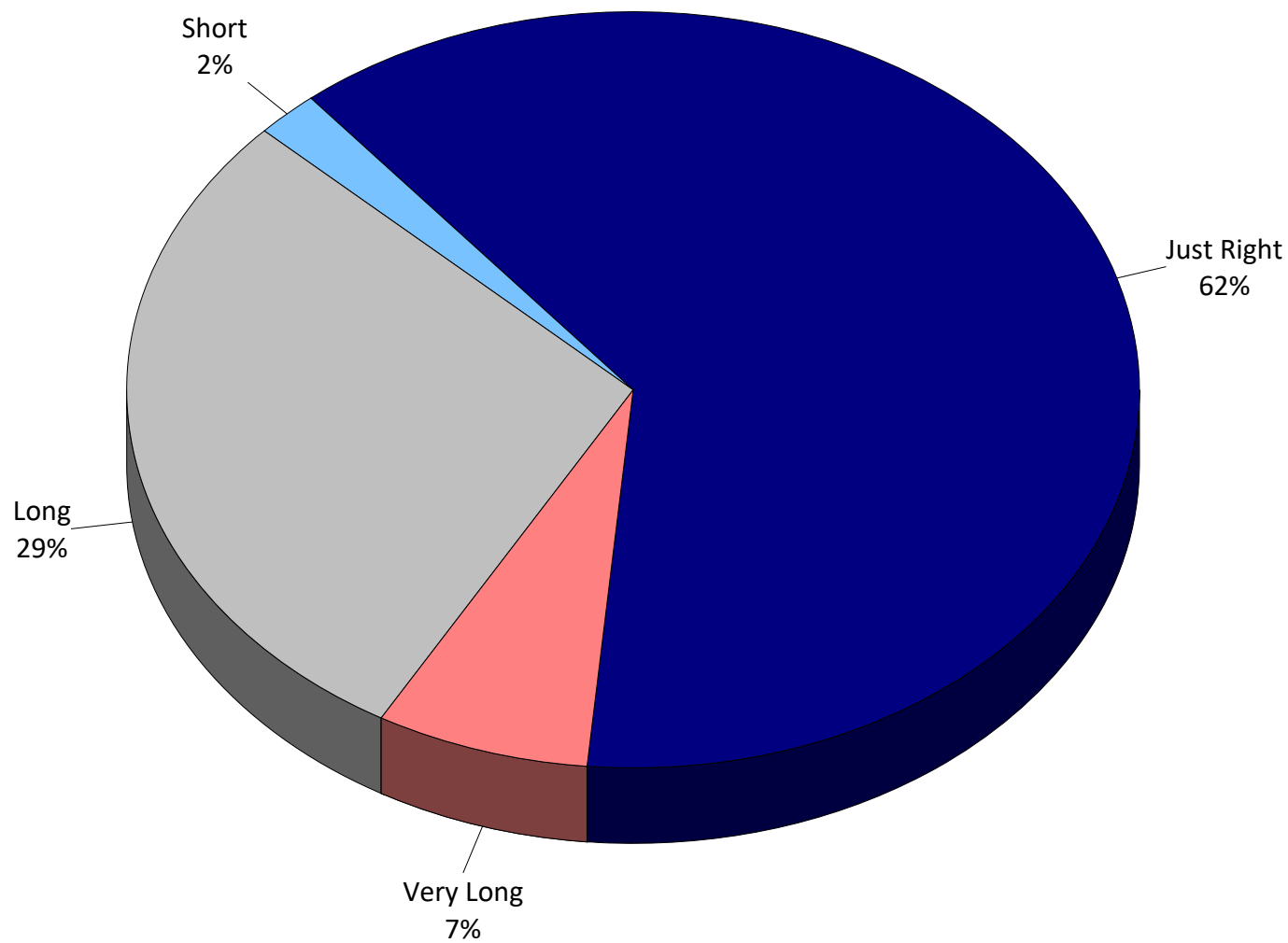
Q24a. If your response to Question 24 was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

by percentage of respondents (excluding "not provided")



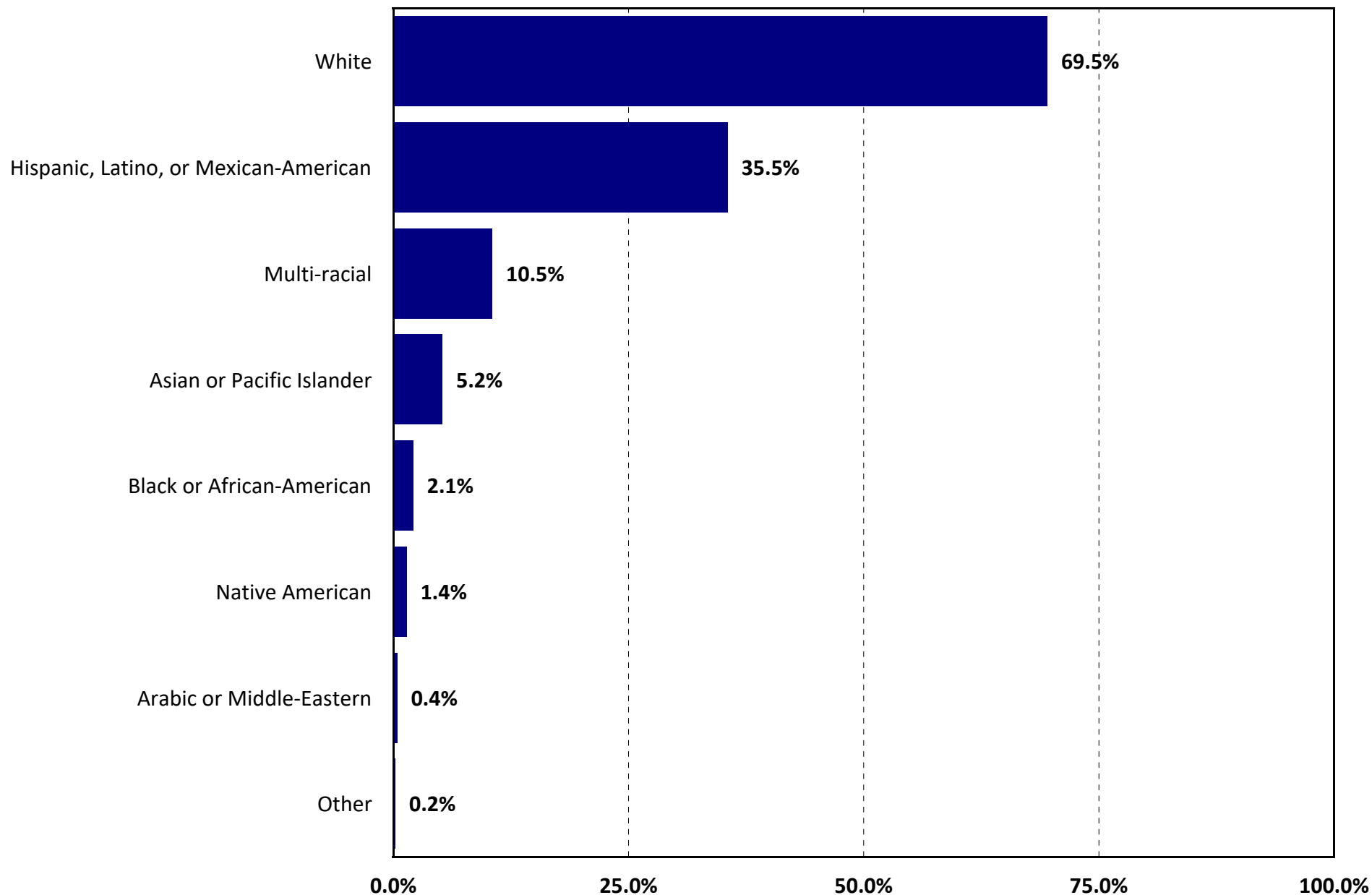
Q26. Please rate the length of this survey:

by percentage of respondents (excluding "not provided")



Q27. Which of the following best describes your primary racial or ethnic group?

by percentage of respondents (multiple selections could be made)





Importance- Satisfaction Rating

Importance-Satisfaction Analysis

Thornton, CO

Overview

Today, township officials have limited resources which need to be targeted to actions that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important items for the city to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the city's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the major city services they think are most important. Six percent (6%) of respondents selected *condition of parks* as one of the most important city services.

Regarding satisfaction, 74% of respondents surveyed rated the city's overall performance in the *condition of parks*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *city services* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 6% was multiplied by 26% (1-0.74). This calculation yielded an I-S rating of 0.0161 which ranked 16th out of 25 city services.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the city to emphasize over the next five years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis* ($IS \geq 0.20$)
- *Increase Current Emphasis* ($0.10 \leq IS < 0.20$)
- *Maintain Current Emphasis* ($IS < 0.10$)

The results for the City of Thornton are provided on the following pages.

2023 Importance-Satisfaction Rating

City of Thornton, CO

Major City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS < .10)						
Smell/taste of water	30%	1	44%	21	0.1700	1
Condition of neighborhood streets	26%	3	37%	24	0.1628	2
Flow of traffic & congestion in City	23%	5	36%	25	0.1509	3
Condition of major City streets	24%	4	40%	23	0.1426	4
Code compliance for neighborhoods	20%	6	44%	22	0.1126	5
Overall feeling of safety in your community	28%	2	61%	13	0.1081	6
Medium Priority (IS < .10)						
Variety of stores/restaurants/ shopping centers	18%	7	51%	19	0.0864	7
Snow plowing of major City streets	15%	8	60%	14	0.0613	8
Cultural & arts programming	13%	9	55%	17	0.0602	9
Quality of stores/restaurants/shopping centers	12%	10	56%	16	0.0508	10
Condition of landscaping or streetscaping in medians & along streets	6%	14	52%	18	0.0301	11
Appearance of your neighborhood	7%	11	66%	12	0.0250	12
Services for senior citizens	6%	16	58%	15	0.0250	13
How safe do you feel utilizing City's parks & trails	6%	15	68%	9	0.0193	14
On-street bicycle infrastructure	3%	20	45%	20	0.0171	15
Condition of parks	6%	13	74%	6	0.0161	16
Recycling collection services	7%	12	83%	3	0.0111	17
Condition of trails/open space	4%	17	74%	7	0.0099	18
Stray animal control	3%	22	67%	10	0.0089	19
You can easily walk/bike/drive/ take public transportation to a City recreati	3%	21	69%	8	0.0087	20
Quality of festivals & community events	2%	23	67%	11	0.0080	21
There is a trail or open space within walking/biking distance of your home	4%	18	82%	4	0.0064	22
There is a park within walking distance of your home	2%	24	84%	2	0.0029	23
Condition of recreation facilities	1%	25	77%	5	0.0028	24
Trash collection services	3%	19	94%	1	0.0020	25

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item.
Respondents were asked to identify the items they thought should receive the most emphasis from City leaders.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.'
Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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I-S Matrix Analysis

I-S Matrix Analysis

Thornton, CO

Overview

Today, officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance or that are most useful to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Matrix Analysis rating is a unique tool that allows public officials to better understand these highly important decision making criteria for each of the services they are providing. The Matrix Analysis rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance or usefulness of the service is relatively high. ETC Institute developed a matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction or Agreement (vertical) and relative Importance or Usefulness (horizontal).

The first three matrices in this section should be interpreted as follows.

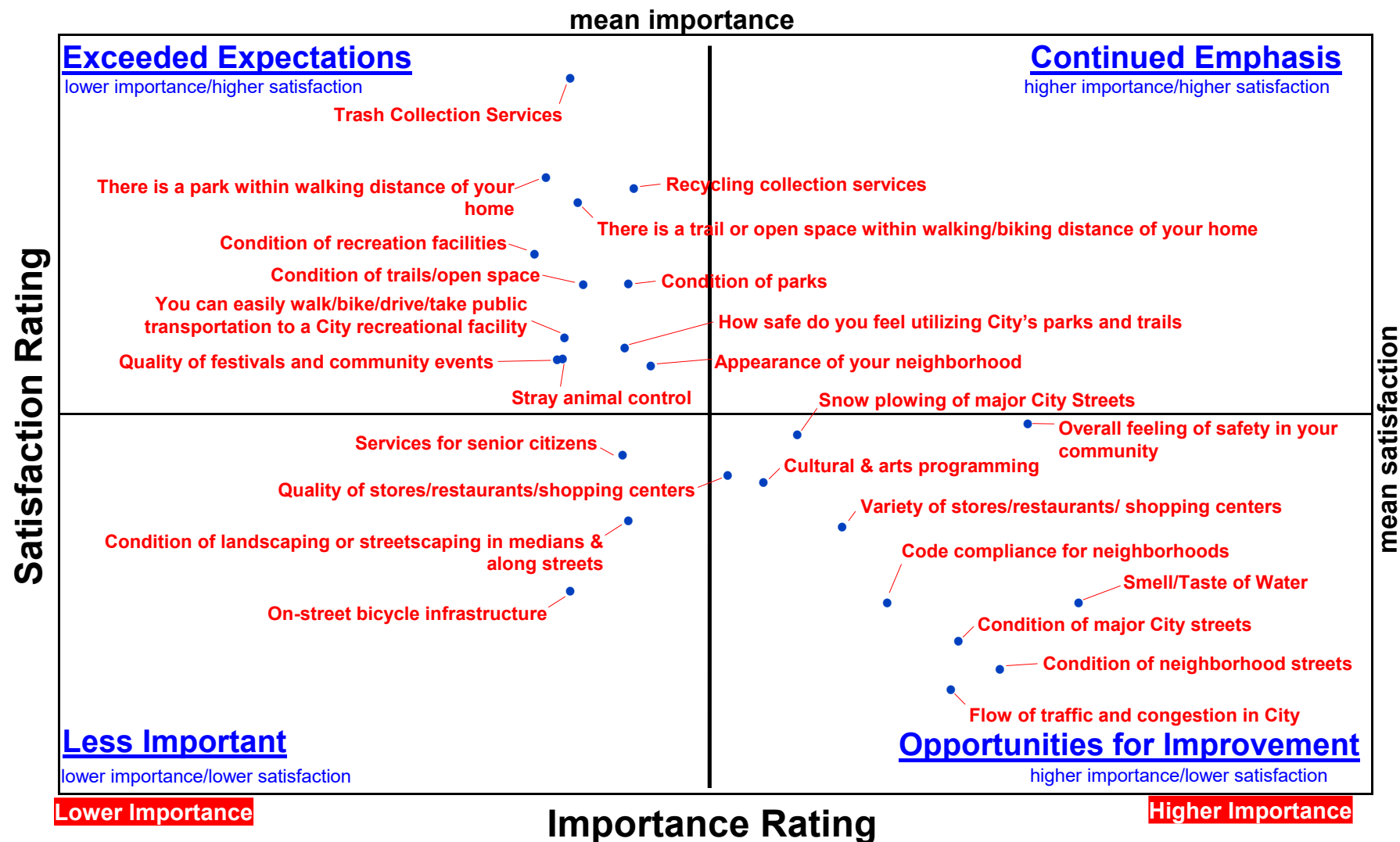
- **Continued Emphasis (above average importance and above average agreement).** This area shows where the township is meeting resident expectations. Items in this area have a significant impact on the resident's overall level of agreement with each statement. The township should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average agreement).** This area shows where the township is performing significantly better than residents expect the township to perform. Items in this area do not significantly affect the overall level of agreement that residents have with each statement regarding township services. The township should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average agreement).** This area shows where the township is not performing as well as residents expect the township to perform. This area has a significant impact on resident agreement with statements regarding township services, and the township should DEFINITELY increase emphasis on items in this area.

- **Less Important (below average importance and below average agreement).** This area shows where the township is not performing well relative to the township's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall agreement with statements regarding township services because the items are less important to residents. The township should maintain current levels of emphasis on items in this area.

2023 City of Thornton Survey Importance-Satisfaction Assessment Matrix

-Major City Services-

(points on the graph show deviations from the mean importance and agreement ratings given by respondents to the survey)



Source: ETC Institute (2023)

ETC Institute (2023)



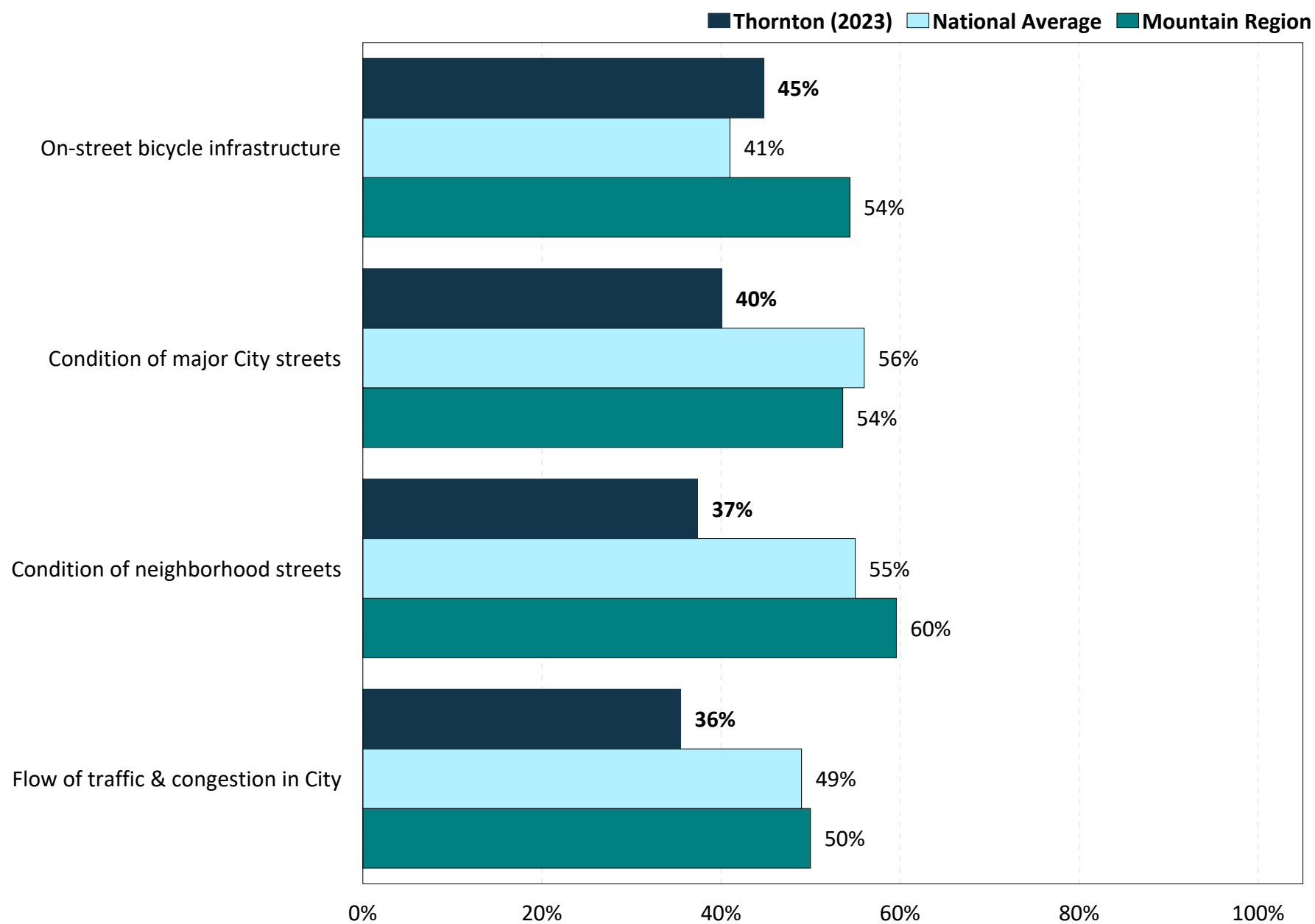
National and Regional Benchmarks

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Thornton is not authorized without written consent from ETC Institute.

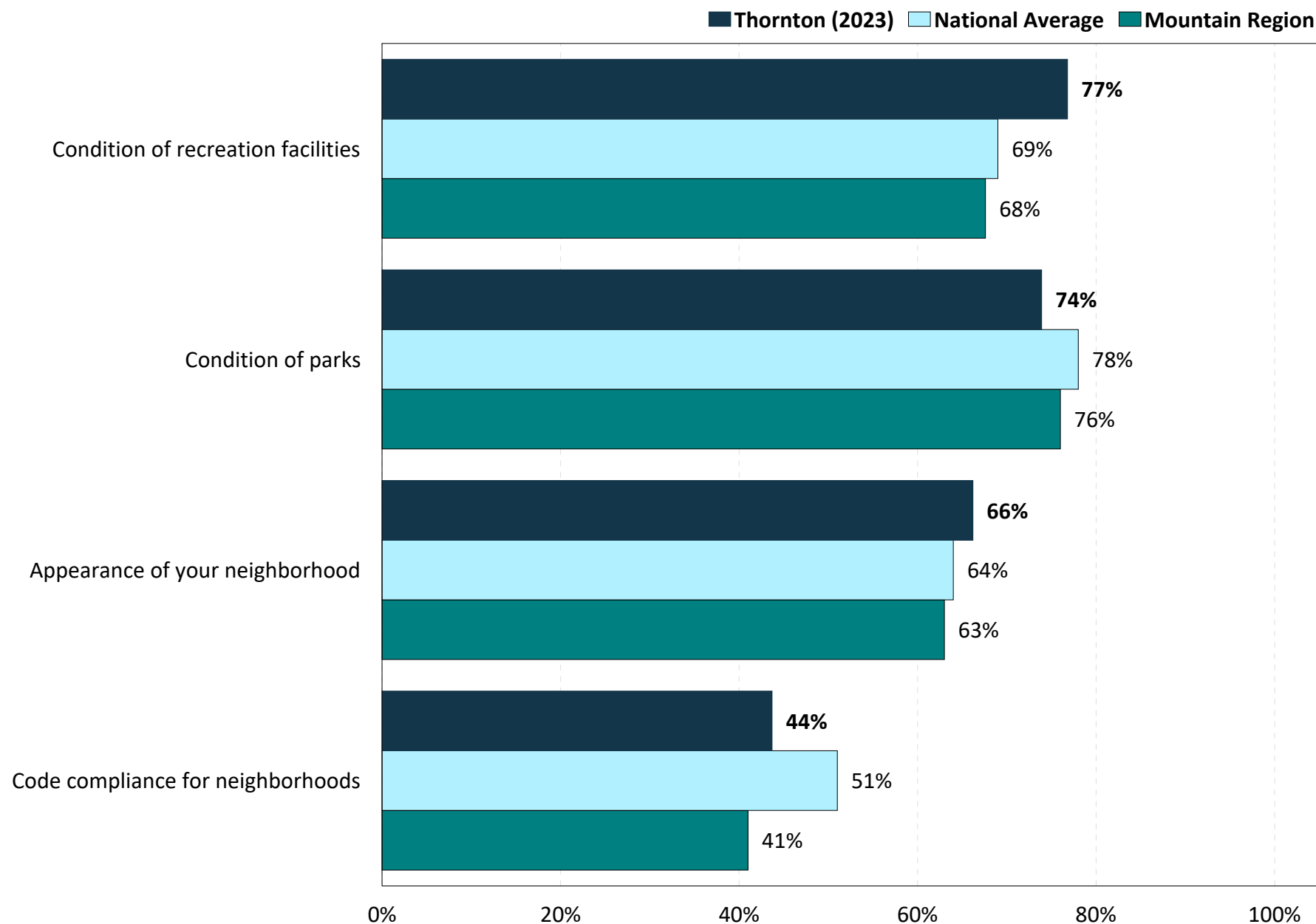
Public Infrastructure

by percentage of respondents who said they were "satisfied" or "very satisfied"



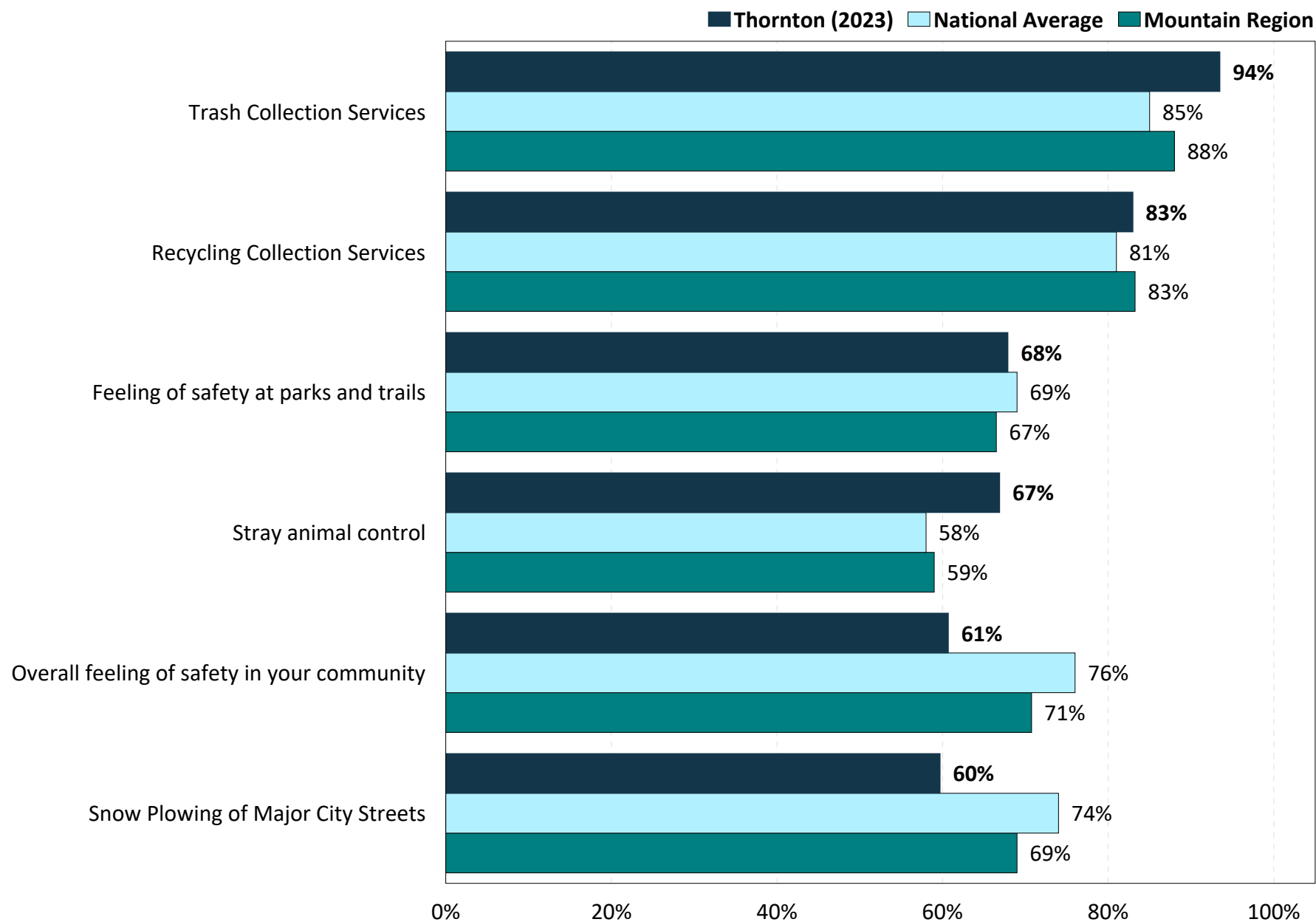
Parks and Recreation / Planning and Development

by percentage of respondents who said they were "satisfied" or "very satisfied"



Public Safety/ Public Utilities

by percentage of respondents who said they were "satisfied" or "very satisfied"



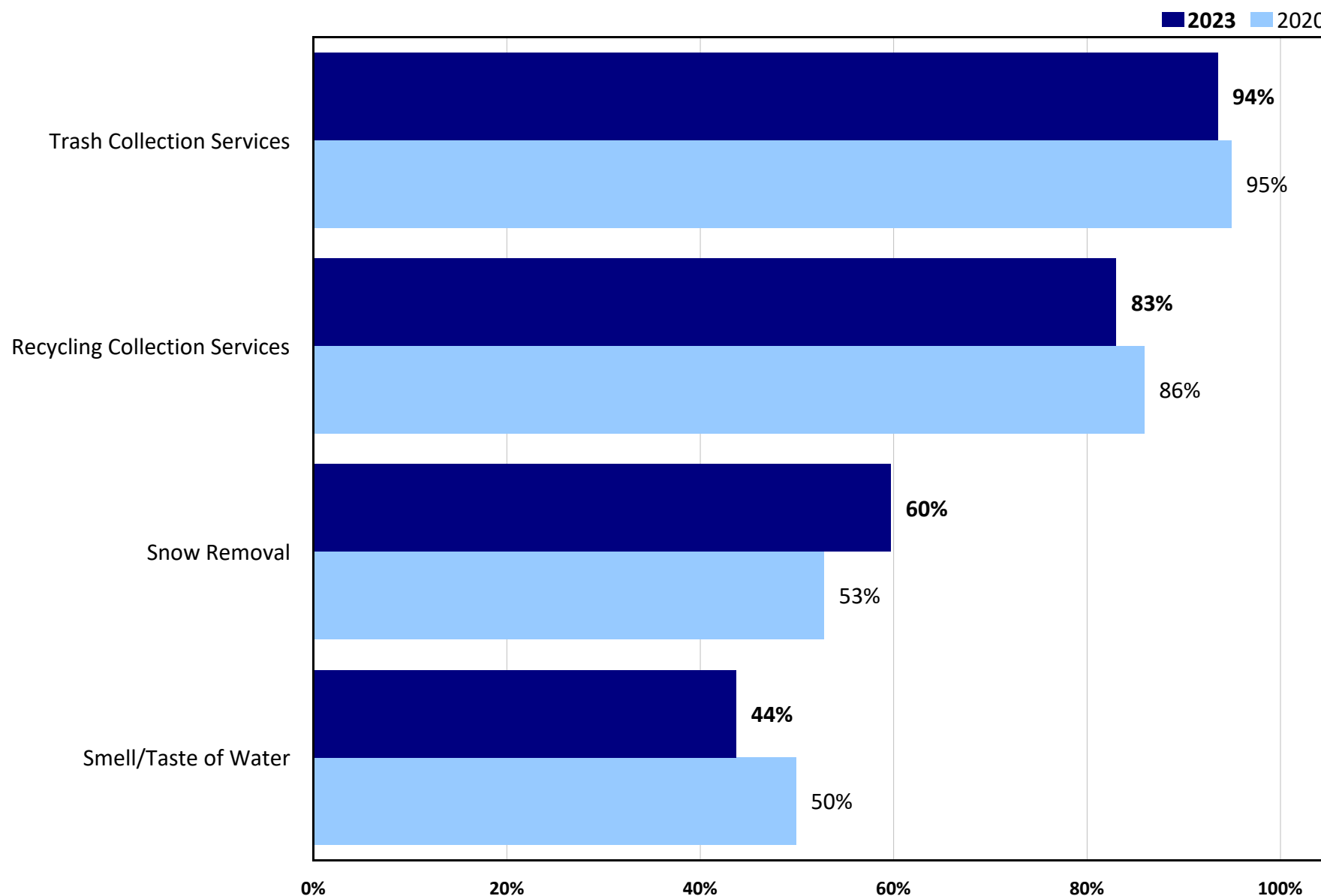


Trend Charts

TRENDS

Satisfaction with Public Utilities

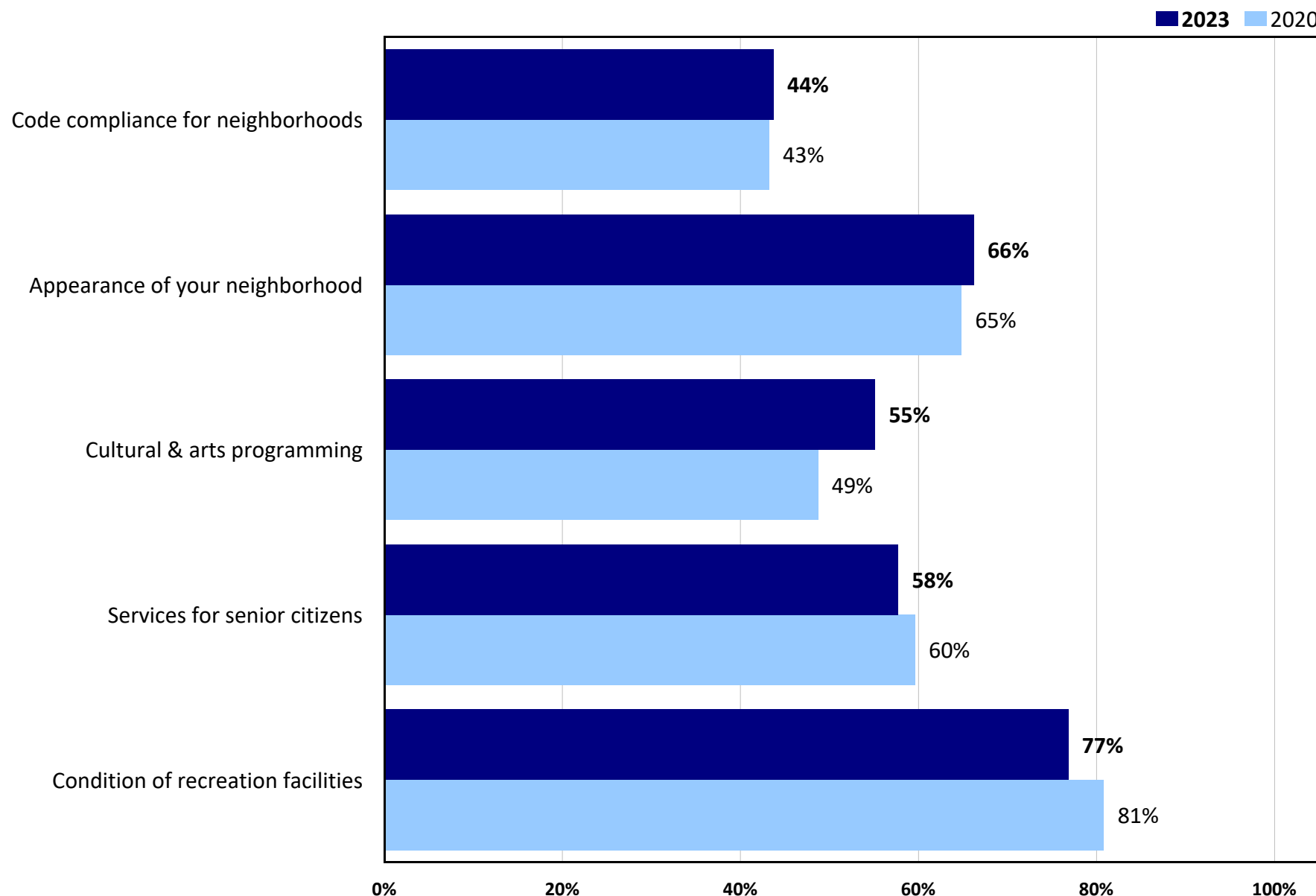
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Planning and Development / Parks and Recreation

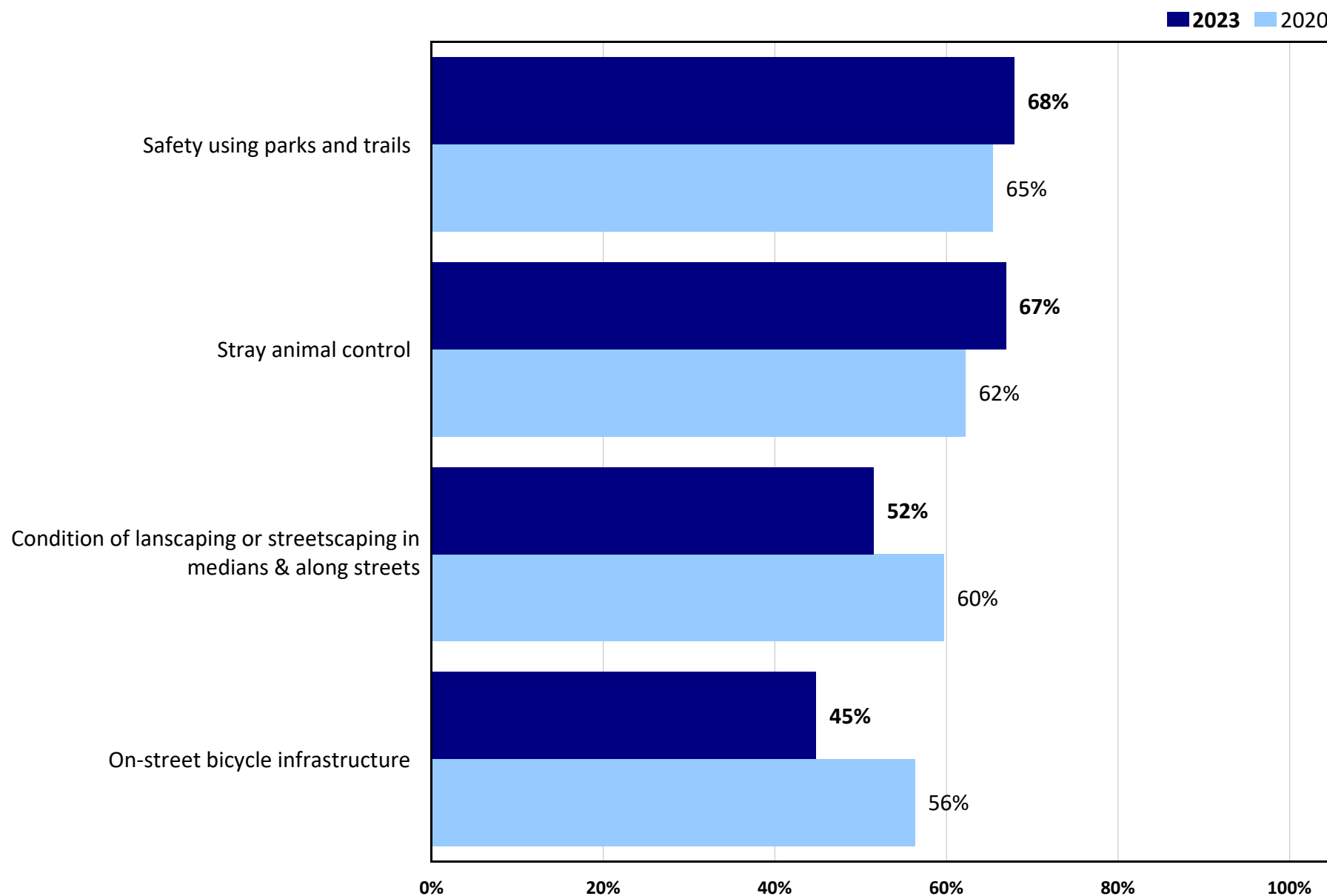
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Public Safety / Public Infrastructure

by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")

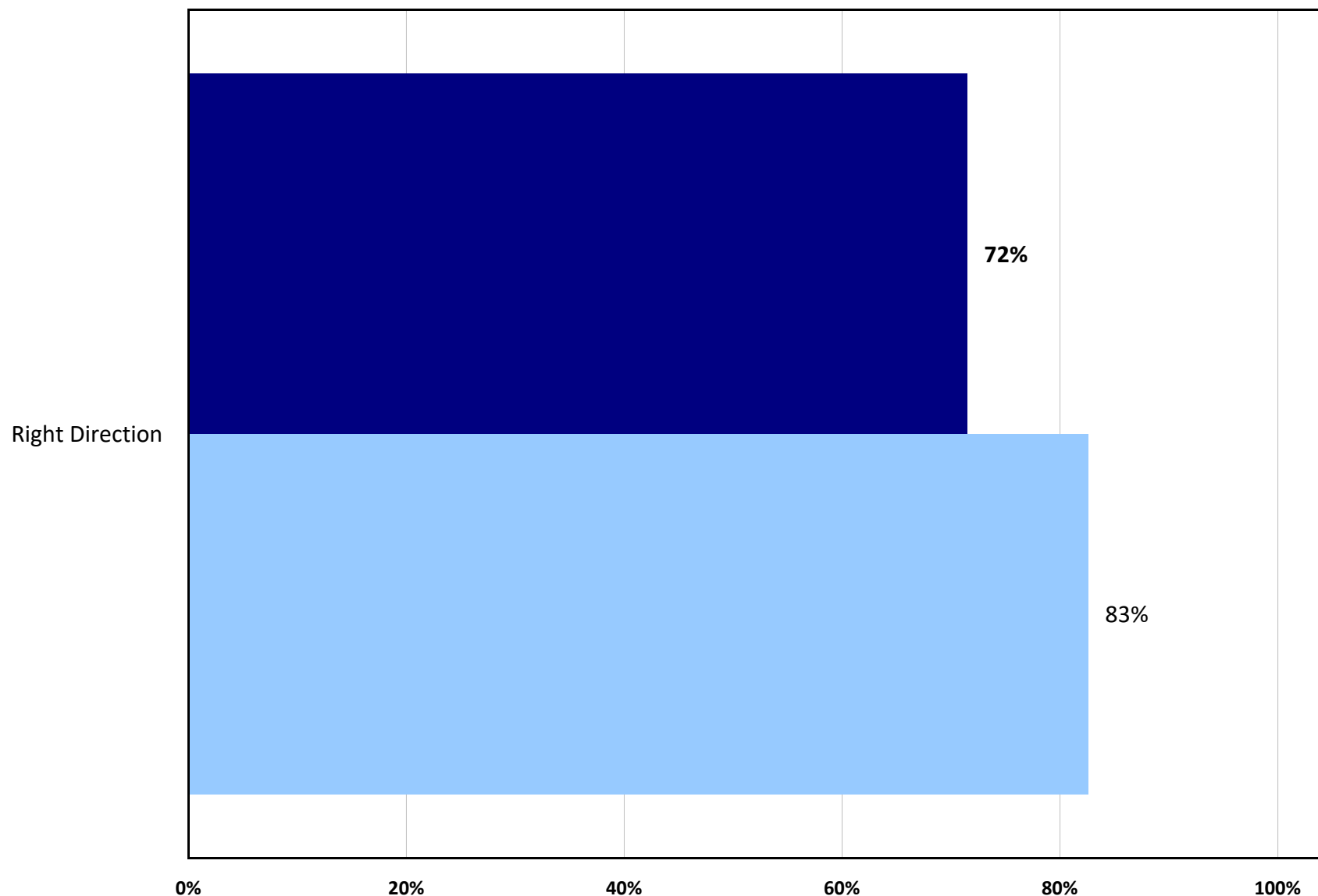


TRENDS

Would you say that things in Thornton are generally going in the right/wrong direction?

by percentage of respondents (excluding "don't know")

2023 2020

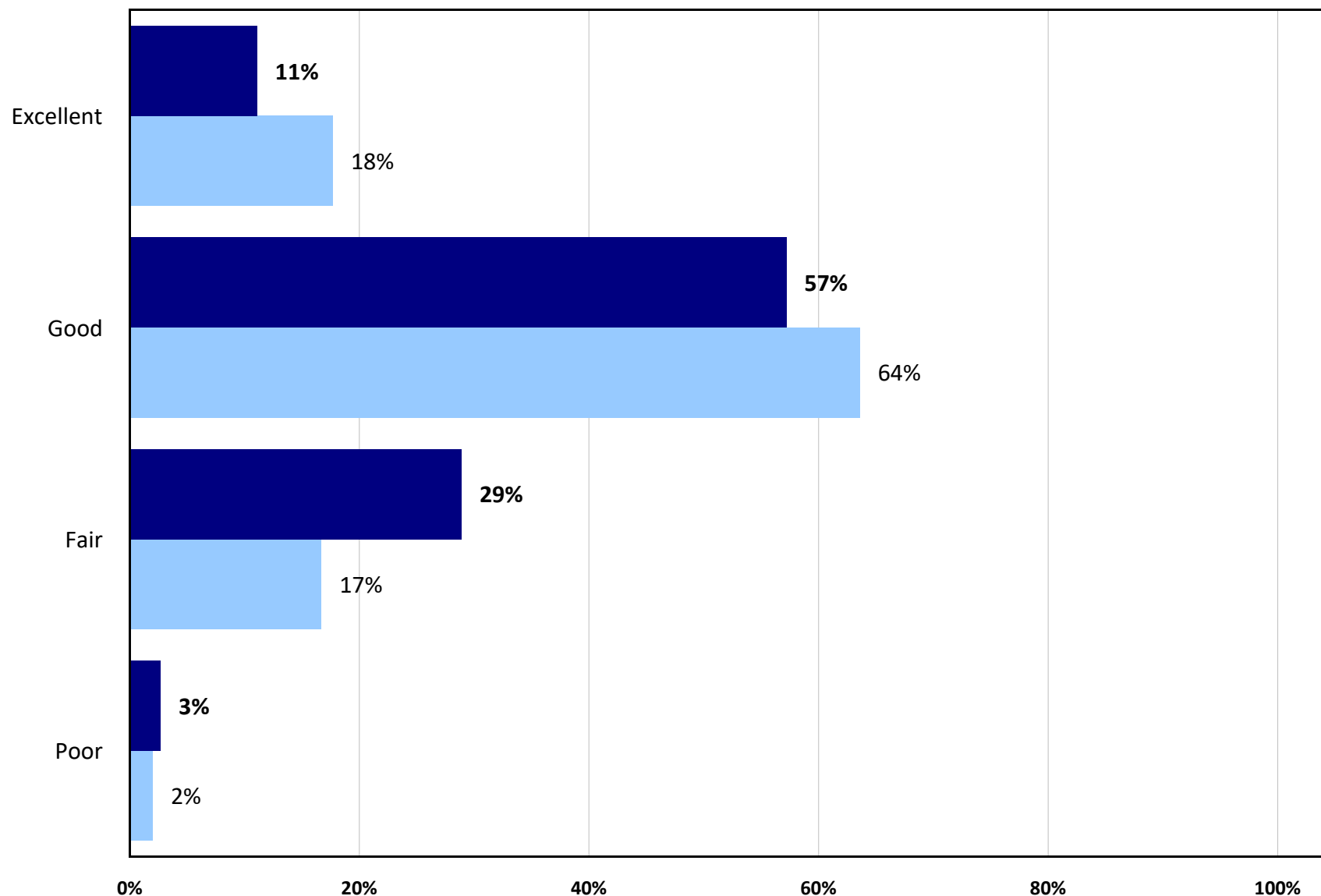


TRENDS

How would you rate the quality of life in Thornton?

by percentage of respondents (excluding "don't know")

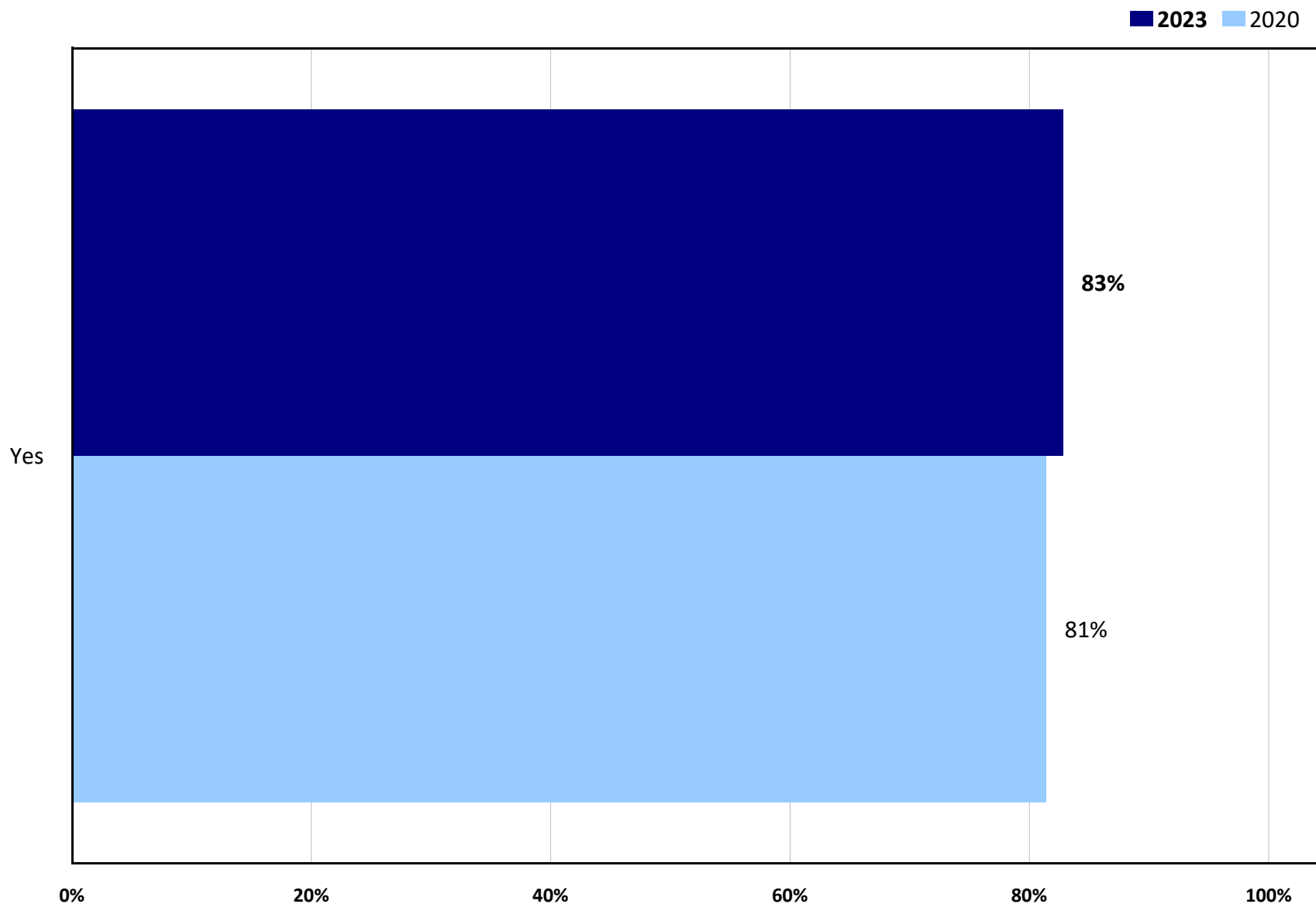
■ 2023 ■ 2020



TRENDS

Did you find the police response to be timely and professional?

by percentage of respondents who indicated they have used police services in Thornton (excluding "don't know")





Tabular Data

Ward

Ward	Number	Percent
1	200	24.6 %
2	201	24.7 %
3	209	25.7 %
4	203	25.0 %
Total	813	100.0 %

Q1(1-4). Public Utilities. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services.

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Trash collection services	54.5%	34.6%	4.1%	1.8%	0.2%	4.8%
Q1-2. Recycling collection services	45.9%	29.5%	9.0%	3.4%	3.0%	9.2%
Q1-3. Smell/taste of water	11.9%	30.5%	24.1%	17.2%	13.5%	2.7%
Q1-4. Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	13.4%	45.8%	19.3%	13.5%	7.1%	0.9%

(WITHOUT "DON'T KNOW")

Q1(1-4). Public Utilities. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services. (without "don't know")

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Trash collection services	57.2%	36.3%	4.3%	1.9%	0.3%
Q1-2. Recycling collection services	50.5%	32.5%	9.9%	3.8%	3.3%
Q1-3. Smell/taste of water	12.3%	31.4%	24.8%	17.7%	13.9%
Q1-4. Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	13.5%	46.2%	19.5%	13.6%	7.2%

Q1(5-8). Planning and Development. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services.

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-5. Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	8.2%	33.1%	25.1%	18.2%	10.0%	5.4%
Q1-6. Quality of stores/restaurants/shopping centers	12.2%	43.1%	21.5%	15.4%	6.9%	1.0%
Q1-7. Variety of stores/restaurants/shopping centers	12.5%	37.8%	21.8%	19.7%	7.1%	1.1%
Q1-8. Appearance of your neighborhood	17.8%	47.8%	18.7%	10.5%	4.4%	0.7%

(WITHOUT "DON'T KNOW")

Q1(5-8). Planning and Development. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services. (without "don't know")

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-5. Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	8.7%	35.0%	26.5%	19.2%	10.5%
Q1-6. Quality of stores/restaurants/shopping centers	12.3%	43.5%	21.7%	15.5%	7.0%
Q1-7. Variety of stores/restaurants/shopping centers	12.7%	38.2%	22.0%	19.9%	7.2%
Q1-8. Appearance of your neighborhood	18.0%	48.2%	18.8%	10.5%	4.5%

Q1(9-17). Parks & Recreation. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services.

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-9. Cultural & arts programming	11.2%	34.1%	29.8%	6.2%	0.9%	18.0%
Q1-10. Services for senior citizens	14.0%	24.0%	23.2%	3.9%	0.6%	34.2%
Q1-11. There is a park within walking distance of your home	44.6%	37.9%	9.6%	4.7%	1.4%	1.8%
Q1-12. Condition of parks	24.6%	47.0%	15.4%	8.0%	1.7%	3.3%
Q1-13. There is a trail or open space within walking/ biking distance of your home	38.6%	39.7%	10.5%	5.0%	2.1%	4.1%
Q1-14. Condition of trails/ open space	24.0%	44.8%	16.5%	5.8%	2.0%	7.0%
Q1-15. You can easily walk/ bike/drive/take public transportation to a City recreational facility	27.9%	34.3%	16.7%	7.4%	3.9%	9.7%
Q1-16. Condition of recreation facilities	26.9%	35.5%	17.3%	1.4%	0.1%	18.7%
Q1-17. Quality of festivals & community events	18.8%	36.9%	23.0%	4.1%	0.6%	16.6%

(WITHOUT "DON'T KNOW")

Q1(9-17). Parks & Recreation. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services. (without "don't know")

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-9. Cultural & arts programming	13.6%	41.5%	36.3%	7.5%	1.0%
Q1-10. Services for senior citizens	21.3%	36.4%	35.3%	6.0%	0.9%
Q1-11. There is a park within walking distance of your home	45.5%	38.6%	9.8%	4.8%	1.4%
Q1-12. Condition of parks	25.4%	48.6%	15.9%	8.3%	1.8%
Q1-13. There is a trail or open space within walking/biking distance of your home	40.3%	41.4%	10.9%	5.3%	2.2%
Q1-14. Condition of trails/open space	25.8%	48.1%	17.7%	6.2%	2.1%
Q1-15. You can easily walk/bike/drive/ take public transportation to a City recreational facility	30.9%	38.0%	18.5%	8.2%	4.4%
Q1-16. Condition of recreation facilities	33.1%	43.7%	21.3%	1.7%	0.2%
Q1-17. Quality of festivals & community events	22.6%	44.2%	27.6%	4.9%	0.7%

Q1(18-20). Public Safety. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services.

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-18. Stray animal control	17.1%	38.9%	19.8%	5.5%	2.3%	16.4%
Q1-19. How safe do you feel utilizing City's parks & trails	18.2%	46.1%	21.5%	7.5%	1.4%	5.3%
Q1-20. Overall feeling of safety in your community	14.1%	45.8%	20.8%	14.1%	3.8%	1.4%

(WITHOUT "DON'T KNOW")

Q1(18-20). Public Safety. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services. (without "don't know")

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-18. Stray animal control	20.4%	46.5%	23.7%	6.6%	2.8%
Q1-19. How safe do you feel utilizing City's parks & trails	19.2%	48.7%	22.7%	7.9%	1.4%
Q1-20. Overall feeling of safety in your community	14.3%	46.4%	21.1%	14.3%	3.9%

Q1(21-25). Public Infrastructure. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services.

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-21. Condition of landscaping or streetscaping in medians & along streets	10.9%	40.0%	25.8%	16.6%	5.5%	1.1%
Q1-22. On-street bicycle infrastructure (bike lanes/signs/etc.)	8.2%	31.1%	33.8%	10.8%	3.8%	12.2%
Q1-23. Flow of traffic & congestion in City	4.4%	30.5%	28.0%	25.5%	9.8%	1.7%
Q1-24. Condition of major City streets	4.8%	34.8%	26.4%	25.2%	7.6%	1.1%
Q1-25. Condition of neighborhood streets	4.2%	32.7%	24.5%	25.3%	11.9%	1.4%

(WITHOUT "DON'T KNOW")

Q1(21-25). Public Infrastructure. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City services. (without "don't know")

(N=813)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-21. Condition of landscaping or streetscaping in medians & along streets	11.1%	40.4%	26.1%	16.8%	5.6%
Q1-22. On-street bicycle infrastructure (bike lanes/signs/etc.)	9.4%	35.4%	38.5%	12.3%	4.3%
Q1-23. Flow of traffic & congestion in City	4.5%	31.0%	28.5%	25.9%	10.0%
Q1-24. Condition of major City streets	4.9%	35.2%	26.7%	25.5%	7.7%
Q1-25. Condition of neighborhood streets	4.2%	33.2%	24.8%	25.7%	12.1%

Q2. Of the 25 items listed in Question 1, which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Trash collection services	8	1.0 %
Recycling collection services	17	2.1 %
Smell/taste of water	129	15.9 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	50	6.2 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	56	6.9 %
Quality of stores/restaurants/shopping centers	20	2.5 %
Variety of stores/restaurants/shopping centers	49	6.0 %
Appearance of your neighborhood	4	0.5 %
Cultural & arts programming	87	10.7 %
Services for senior citizens	9	1.1 %
There is a park within walking distance of your home	1	0.1 %
Condition of parks	9	1.1 %
There is a trail or open space within walking/biking distance of your home	9	1.1 %
Condition of trails/open space	10	1.2 %
You can easily walk/bike/drive/take public transportation to a City recreational facility	5	0.6 %
Condition of recreation facilities	3	0.4 %
Quality of festivals & community events	3	0.4 %
Stray animal control	6	0.7 %
How safe do you feel utilizing City's parks & trails	10	1.2 %
Overall feeling of safety in your community	122	15.0 %
Condition of landscaping or streetscaping in medians & along streets	9	1.1 %
On-street bicycle infrastructure (bike lanes/signs/etc.)	8	1.0 %
Flow of traffic & congestion in City	55	6.8 %
Condition of major City streets	71	8.7 %
Condition of neighborhood streets	63	7.7 %
Total	813	100.0 %

Q2. Of the 25 items listed in Question 1, which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Trash collection services	9	1.1 %
Recycling collection services	17	2.1 %
Smell/taste of water	57	7.0 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	38	4.7 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	53	6.5 %
Quality of stores/restaurants/shopping centers	34	4.2 %
Variety of stores/restaurants/shopping centers	52	6.4 %
Appearance of your neighborhood	29	3.6 %
Cultural & arts programming	9	1.1 %
Services for senior citizens	20	2.5 %
There is a park within walking distance of your home	6	0.7 %
Condition of parks	16	2.0 %
There is a trail or open space within walking/biking distance of your home	11	1.4 %
Condition of trails/open space	13	1.6 %
You can easily walk/bike/drive/take public transportation to a City recreational facility	10	1.2 %
Condition of recreation facilities	3	0.4 %
Quality of festivals & community events	5	0.6 %
Stray animal control	7	0.9 %
How safe do you feel utilizing City's parks & trails	24	3.0 %
Overall feeling of safety in your community	53	6.5 %
Condition of landscaping or streetscaping in medians & along streets	14	1.7 %
On-street bicycle infrastructure (bike lanes/signs/etc.)	9	1.1 %
Flow of traffic & congestion in City	66	8.1 %
Condition of major City streets	70	8.6 %
Condition of neighborhood streets	88	10.8 %
None chosen	100	12.3 %
Total	813	100.0 %

Q2. Of the 25 items listed in Question 1, which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

Q2. 3rd choice	Number	Percent
Trash collection services	8	1.0 %
Recycling collection services	19	2.3 %
Smell/taste of water	59	7.3 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	35	4.3 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	54	6.6 %
Quality of stores/restaurants/shopping centers	39	4.8 %
Variety of stores/restaurants/shopping centers	42	5.2 %
Appearance of your neighborhood	27	3.3 %
Cultural & arts programming	13	1.6 %
Services for senior citizens	19	2.3 %
There is a park within walking distance of your home	8	1.0 %
Condition of parks	25	3.1 %
There is a trail or open space within walking/biking distance of your home	8	1.0 %
Condition of trails/open space	8	1.0 %
You can easily walk/bike/drive/take public transportation to a City recreational facility	8	1.0 %
Condition of recreation facilities	3	0.4 %
Quality of festivals & community events	11	1.4 %
Stray animal control	9	1.1 %
How safe do you feel utilizing City's parks & trails	15	1.8 %
Overall feeling of safety in your community	49	6.0 %
Condition of landscaping or streetscaping in medians & along streets	28	3.4 %
On-street bicycle infrastructure (bike lanes/signs/etc.)	8	1.0 %
Flow of traffic & congestion in City	69	8.5 %
Condition of major City streets	53	6.5 %
Condition of neighborhood streets	61	7.5 %
None chosen	135	16.6 %
Total	813	100.0 %

Q2. Of the 25 items listed in Question 1, which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future? (top 3)

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Trash collection services	25	3.1 %
Recycling collection services	53	6.5 %
Smell/taste of water	245	30.1 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	123	15.1 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	163	20.0 %
Quality of stores/restaurants/shopping centers	93	11.4 %
Variety of stores/restaurants/shopping centers	143	17.6 %
Appearance of your neighborhood	60	7.4 %
Cultural & arts programming	109	13.4 %
Services for senior citizens	48	5.9 %
There is a park within walking distance of your home	15	1.8 %
Condition of parks	50	6.2 %
There is a trail or open space within walking/biking distance of your home	28	3.4 %
Condition of trails/open space	31	3.8 %
You can easily walk/bike/drive/take public transportation to a City recreational facility	23	2.8 %
Condition of recreation facilities	9	1.1 %
Quality of festivals & community events	19	2.3 %
Stray animal control	22	2.7 %
How safe do you feel utilizing City's parks & trails	49	6.0 %
Overall feeling of safety in your community	224	27.6 %
Condition of landscaping or streetscaping in medians & along streets	51	6.3 %
On-street bicycle infrastructure (bike lanes/signs/etc.)	25	3.1 %
Flow of traffic & congestion in City	190	23.4 %
Condition of major City streets	194	23.9 %
Condition of neighborhood streets	212	26.1 %
Total	2204	

Q3. Would you say that things in Thornton are generally going in the right/wrong direction?

<u>Q3. Are things in Thornton going in right/wrong direction</u>	<u>Number</u>	<u>Percent</u>
Right direction	430	52.9 %
Wrong direction	171	21.0 %
Don't know	212	26.1 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")

Q3. Would you say that things in Thornton are generally going in the right/wrong direction? (without "don't know")

<u>Q3. Are things in Thornton going in right/wrong direction</u>	<u>Number</u>	<u>Percent</u>
Right direction	430	71.5 %
Wrong direction	171	28.5 %
Total	601	100.0 %

Q4. How would you rate the quality of life in Thornton?

Q4. How would you rate quality of life in Thornton	Number	Percent
Excellent	89	10.9 %
Good	459	56.5 %
Fair	232	28.5 %
Poor	22	2.7 %
Don't know	11	1.4 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q4. How would you rate the quality of life in Thornton? (without "don't know")**

Q4. How would you rate quality of life in Thornton	Number	Percent
Excellent	89	11.1 %
Good	459	57.2 %
Fair	232	28.9 %
Poor	22	2.7 %
Total	802	100.0 %

Q5. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

Q5. All the sources of information you use to get information about City of Thornton	Number	Percent
Bi-monthly City Voice Newspaper sent by mail	532	65.4 %
T-Alert Email newsletters	123	15.1 %
Flyer that arrives in utility bills	366	45.0 %
Thornton video news & programming on Xfinity channel		
881 or City's website	37	4.6 %
Posts on social media like Facebook, Twitter, or Nextdoor	370	45.5 %
Local newspapers like "The Sentinel"	113	13.9 %
News on City's website	179	22.0 %
MyThornton smartphone app	114	14.0 %
Ward/community/council meetings	77	9.5 %
Total	1911	

Q6. Have you ever had to call 911 for Police support in Thornton?

Q6. Have you ever had to call 911 for Police support in Thornton	Number	Percent
Yes	310	38.1 %
No	496	61.0 %
Not provided	7	0.9 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q6. Have you ever had to call 911 for Police support in Thornton? (without "not provided")**

Q6. Have you ever had to call 911 for Police support in Thornton	Number	Percent
Yes	310	38.5 %
No	496	61.5 %
Total	806	100.0 %

Q6a. Did you find the Police response to be timely and professional?

Q6a. Did you find Police response to be timely & professional	Number	Percent
Yes	251	81.0 %
No	52	16.8 %
Not provided	7	2.3 %
Total	310	100.0 %

(WITHOUT "NOT PROVIDED")**Q6a. Did you find the Police response to be timely and professional? (without "not provided")**

Q6a. Did you find Police response to be timely & professional	Number	Percent
Yes	251	82.8 %
No	52	17.2 %
Total	303	100.0 %

Q7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?

Q7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton	Number	Percent
Yes	274	33.7 %
No	535	65.8 %
Not provided	4	0.5 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton? (without "not provided")**

Q7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton	Number	Percent
Yes	274	33.9 %
No	535	66.1 %
Total	809	100.0 %

Q7a. Did you find the Fire/EMS response to be timely and professional?

Q7a. Did you find Fire/EMS response to be timely & professional	Number	Percent
Yes	263	96.0 %
No	9	3.3 %
Not provided	2	0.7 %
Total	274	100.0 %

(WITHOUT "NOT PROVIDED")**Q7a. Did you find the Fire/EMS response to be timely and professional? (without "not provided")**

Q7a. Did you find Fire/EMS response to be timely & professional	Number	Percent
Yes	263	96.7 %
No	9	3.3 %
Total	272	100.0 %

Q8. Use of City Facilities/Programs. Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs.

(N=813)

	Weekly	Monthly	Quarterly	1 Time a year	Never	Don't know
Q8-1. City parks	33.6%	21.5%	17.5%	12.9%	8.4%	6.2%
Q8-2. Walking/running/ cycling trails	43.4%	17.6%	12.4%	6.3%	15.0%	5.3%
Q8-3. Open space	27.2%	17.8%	15.6%	9.8%	19.4%	10.1%
Q8-4. Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	21.3%	15.7%	17.2%	15.6%	24.2%	5.9%
Q8-5. A City operated pool	5.4%	8.1%	11.9%	13.3%	54.7%	6.5%
Q8-6. Youth recreation programs & classes	3.2%	2.3%	4.7%	5.8%	72.9%	11.1%
Q8-7. Adult recreation programs & classes	5.2%	3.9%	5.8%	9.8%	64.2%	11.1%
Q8-8. Arts & culture programs & classes	1.1%	1.7%	5.8%	11.4%	67.9%	12.1%
Q8-9. Active adult programs	4.2%	4.3%	2.8%	6.8%	70.0%	11.9%
Q8-10. Athletic fields	4.4%	7.1%	9.3%	8.5%	60.5%	10.1%
Q8-11. Riverwalk batting cages	0.6%	1.1%	3.1%	3.1%	82.3%	9.8%
Q8-12. City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	1.8%	3.8%	27.3%	39.4%	21.8%	5.9%
Q8-13. Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	0.7%	3.4%	13.8%	30.4%	44.5%	7.1%
Q8-14. Thorncreek Golf Course	1.8%	4.3%	6.3%	9.3%	71.6%	6.6%

(WITHOUT "DON'T KNOW")

Q8. Use of City Facilities/Programs. Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs. (without "don't know")

(N=813)

	Weekly	Monthly	Quarterly	1 Time a year	Never
Q8-1. City parks	35.8%	22.9%	18.6%	13.8%	8.9%
Q8-2. Walking/running/cycling trails	45.8%	18.6%	13.1%	6.6%	15.8%
Q8-3. Open space	30.2%	19.8%	17.4%	10.9%	21.6%
Q8-4. Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	22.6%	16.7%	18.3%	16.6%	25.8%
Q8-5. A City operated pool	5.8%	8.7%	12.8%	14.2%	58.6%
Q8-6. Youth recreation programs & classes	3.6%	2.6%	5.3%	6.5%	82.0%
Q8-7. Adult recreation programs & classes	5.8%	4.4%	6.5%	11.1%	72.2%
Q8-8. Arts & culture programs & classes	1.3%	2.0%	6.6%	13.0%	77.2%
Q8-9. Active adult programs	4.7%	4.9%	3.2%	7.7%	79.5%
Q8-10. Athletic fields	4.9%	7.9%	10.4%	9.4%	67.3%
Q8-11. Riverwalk batting cages	0.7%	1.2%	3.4%	3.4%	91.3%
Q8-12. City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	2.0%	4.1%	29.0%	41.8%	23.1%
Q8-13. Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	0.8%	3.7%	14.8%	32.7%	47.9%
Q8-14. Thorncreek Golf Course	2.0%	4.6%	6.7%	10.0%	76.7%

Q9. Park Amenities. Check the THREE amenities in the list below you think are the MOST IMPORTANT for Thornton to grow/expand in its parks and open spaces.

Q9. Most important amenities for Thornton to grow/expand in its parks & open spaces	Number	Percent
Multi-use fields	203	25.0 %
Baseball/softball fields	49	6.0 %
Basketball courts	26	3.2 %
Tennis courts	33	4.1 %
Swimming pools	190	23.4 %
Volleyball courts	22	2.7 %
Pickleball courts	120	14.8 %
Skate parks	40	4.9 %
Disc golf courses	64	7.9 %
Dog parks	241	29.6 %
Running/walking/biking trails	431	53.0 %
Natural open space	400	49.2 %
Parks with playgrounds	276	33.9 %
Bike pump tracks	40	4.9 %
Total	2135	

Q10. Do you feel that there are enough community gathering spaces in Thornton?

Q10. Are there enough community gathering spaces in Thornton	Number	Percent
Yes	391	48.1 %
No	133	16.4 %
Don't know	289	35.5 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")

Q10. Do you feel that there are enough community gathering spaces in Thornton? (without "don't know")

Q10. Are there enough community gathering spaces in Thornton	Number	Percent
Yes	391	74.6 %
No	133	25.4 %
Total	524	100.0 %

Q11. Are you satisfied with Thornton's overall appearance?

Q11. Are you satisfied with Thornton's overall appearance	Number	Percent
Yes	520	64.0 %
No	213	26.2 %
Don't know	80	9.8 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q11. Are you satisfied with Thornton's overall appearance? (without "don't know")**

Q11. Are you satisfied with Thornton's overall appearance

	Number	Percent
Yes	520	70.9 %
No	213	29.1 %
Total	733	100.0 %

Q12. Do you feel part of the larger Thornton community?

Q12. Do you feel part of the larger Thornton community

	Number	Percent
Yes	330	40.6 %
No	317	39.0 %
Don't know	166	20.4 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q12. Do you feel part of the larger Thornton community? (without "don't know")**

Q12. Do you feel part of the larger Thornton community

	Number	Percent
Yes	330	51.0 %
No	317	49.0 %
Total	647	100.0 %

Q13. As the City changes and grows, do you feel that this change/growth is occurring in a positive way?

Q13. Do you feel that City's change/growth is occurring in a positive way

	Number	Percent
Yes	351	43.2 %
No	260	32.0 %
Don't know	202	24.8 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q13. As the City changes and grows, do you feel that this change/growth is occurring in a positive way? (without "don't know")**

Q13. Do you feel that City's change/growth is occurring in a positive way

	Number	Percent
Yes	351	57.4 %
No	260	42.6 %
Total	611	100.0 %

Q14. Are you proud of your City?

Q14. Are you proud of your City

	Number	Percent
Yes	477	58.7 %
No	142	17.5 %
Don't know	194	23.9 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q14. Are you proud of your City? (without "don't know")**

Q14. Are you proud of your City	Number	Percent
Yes	477	77.1 %
No	142	22.9 %
Total	619	100.0 %

Q15. If a volunteer opportunity through the City was made available to you, would you be interested in participating?

Q15. Would you be interested in participating in volunteer opportunities through City	Number	Percent
Yes	134	16.5 %
No	296	36.4 %
Don't know	383	47.1 %
Total	813	100.0 %

(WITHOUT "DON'T KNOW")**Q15. If a volunteer opportunity through the City was made available to you, would you be interested in participating? (without "don't know")**

Q15. Would you be interested in participating in volunteer opportunities through City	Number	Percent
Yes	134	31.2 %
No	296	68.8 %
Total	430	100.0 %

Q18. What is your age?

Q18. Your age	Number	Percent
18-34	150	18.5 %
35-44	155	19.1 %
45-54	165	20.3 %
55-64	165	20.3 %
65+	161	19.8 %
Not provided	17	2.1 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q18. What is your age? (without "not provided")**

Q18. Your age	Number	Percent
18-34	150	18.8 %
35-44	155	19.5 %
45-54	165	20.7 %
55-64	165	20.7 %
65+	161	20.2 %
Total	796	100.0 %

Q19. Which of the following best describes your current employment status?

Q19. Which following best describes your current employment status	Number	Percent
Full-time	510	62.7 %
Part-time	54	6.6 %
Unemployed	10	1.2 %
Retired	192	23.6 %
Homemaker	23	2.8 %
Student	6	0.7 %
Other	7	0.9 %
Not provided	11	1.4 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q19. Which of the following best describes your current employment status? (without "not provided")**

Q19. Which following best describes your current employment status	Number	Percent
Full-time	510	63.6 %
Part-time	54	6.7 %
Unemployed	10	1.2 %
Retired	192	23.9 %
Homemaker	23	2.9 %
Student	6	0.7 %
Other	7	0.9 %
Total	802	100.0 %

Q19-7. Other

Q19-7. Other	Number	Percent
Disabled	6	85.7 %
I am an uncompensated family caregiver	1	14.3 %
Total	7	100.0 %

Q19a. Where do you mostly work?

Q19a. Where do you mostly work	Number	Percent
In Thornton	186	33.0 %
In Downtown Denver	60	10.6 %
In another suburb of Downtown Denver	160	28.4 %
Somewhere else	151	26.8 %
Not provided	7	1.2 %
Total	564	100.0 %

(WITHOUT "NOT PROVIDED")**Q19a. Where do you mostly work? (without "not provided")**

Q19a. Where do you mostly work	Number	Percent
In Thornton	186	33.4 %
In Downtown Denver	60	10.8 %
In another suburb of Downtown Denver	160	28.7 %
Somewhere else	151	27.1 %
Total	557	100.0 %

Q19b. What is the zip code of your principal or main place of work?Q19b. Zip code of your principal or main place of
work

	Number	Percent
80229	59	11.9 %
80241	52	10.5 %
80602	50	10.1 %
80233	47	9.5 %
80021	19	3.8 %
80234	18	3.6 %
80202	17	3.4 %
80260	16	3.2 %
80020	14	2.8 %
80216	14	2.8 %
80249	13	2.6 %
80401	12	2.4 %
80023	11	2.2 %
80031	10	2.0 %
80204	8	1.6 %
80239	7	1.4 %
80045	7	1.4 %
80301	7	1.4 %
80203	5	1.0 %
80030	5	1.0 %
80221	5	1.0 %
80205	5	1.0 %
80027	5	1.0 %
80112	4	0.8 %
80026	4	0.8 %
80110	4	0.8 %
80011	4	0.8 %
80033	4	0.8 %
80601	4	0.8 %
80207	3	0.6 %
80002	3	0.6 %
80218	3	0.6 %
80305	3	0.6 %
80111	3	0.6 %
80215	3	0.6 %
80231	3	0.6 %
80022	2	0.4 %
80201	2	0.4 %
80503	2	0.4 %
80225	2	0.4 %
80504	2	0.4 %
80211	2	0.4 %
80012	2	0.4 %
80014	1	0.2 %
80603	1	0.2 %
80421	1	0.2 %

Q19b. What is the zip code of your principal or main place of work?

Q19b. Zip code of your principal or main place of work	Number	Percent
80222	1	0.2 %
80501	1	0.2 %
80555	1	0.2 %
80640	1	0.2 %
80214	1	0.2 %
80125	1	0.2 %
80516	1	0.2 %
80212	1	0.2 %
80104	1	0.2 %
80228	1	0.2 %
80227	1	0.2 %
80010	1	0.2 %
80206	1	0.2 %
80210	1	0.2 %
80113	1	0.2 %
80238	1	0.2 %
80604	1	0.2 %
80232	1	0.2 %
80129	1	0.2 %
80226	1	0.2 %
80304	1	0.2 %
68814	1	0.2 %
80631	1	0.2 %
80003	1	0.2 %
80429	1	0.2 %
80246	1	0.2 %
Total	494	100.0 %

Q20. Which of the following best describes your primary current residence in Thornton?

Q20. Which following best describes your primary current residence in Thornton	Number	Percent
Single family detached	676	83.1 %
Townhome	51	6.3 %
Condominium	22	2.7 %
Apartment	27	3.3 %
Manufactured or mobile home	16	2.0 %
Other	9	1.1 %
Not provided	12	1.5 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q20. Which of the following best describes your primary current residence in Thornton? (without "not provided")**

Q20. Which following best describes your primary current residence in Thornton

	Number	Percent
Single family detached	676	84.4 %
Townhome	51	6.4 %
Condominium	22	2.7 %
Apartment	27	3.4 %
Manufactured or mobile home	16	2.0 %
Other	9	1.1 %
Total	801	100.0 %

Q20-6. Other

Q20-6. Other	Number	Percent
Single family attached	2	22.2 %
Paired home	2	22.2 %
Single family duplex	1	11.1 %
Trailer	1	11.1 %
Living with siblings	1	11.1 %
Duplex	1	11.1 %
Paired low maintenance patio home	1	11.1 %
Total	9	100.0 %

Q21. Do you own, rent, or lease your current residence?

Q21. Do you own, rent, or lease your current residence

	Number	Percent
Own	678	83.4 %
Rent	126	15.5 %
Lease	4	0.5 %
Not provided	5	0.6 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q21. Do you own, rent, or lease your current residence? (without "not provided")**

Q21. Do you own, rent, or lease your current residence

	Number	Percent
Own	678	83.9 %
Rent	126	15.6 %
Lease	4	0.5 %
Total	808	100.0 %

Q22. Do you have internet service at your house?

Q22. Do you have internet service at your house

	Number	Percent
Yes	789	97.0 %
No	10	1.2 %
Not provided	14	1.7 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q22. Do you have internet service at your house? (without "not provided")**

Q22. Do you have internet service at your house	Number	Percent
Yes	789	98.7 %
No	10	1.3 %
Total	799	100.0 %

Q23. Do you own a smart phone?

Q23. Do you own a smart phone	Number	Percent
Yes	759	93.4 %
No	40	4.9 %
Not provided	14	1.7 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q23. Do you own a smart phone? (without "not provided")**

Q23. Do you own a smart phone	Number	Percent
Yes	759	95.0 %
No	40	5.0 %
Total	799	100.0 %

Q24. What is the primary language spoken in your home?

Q24. What is the primary language spoken in your home	Number	Percent
English	775	95.3 %
Spanish	23	2.8 %
Hmong	1	0.1 %
Other	5	0.6 %
Not provided	9	1.1 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q24. What is the primary language spoken in your home? (without "not provided")**

Q24. What is the primary language spoken in your home	Number	Percent
English	775	96.4 %
Spanish	23	2.9 %
Hmong	1	0.1 %
Other	5	0.6 %
Total	804	100.0 %

Q24-4. Other

Q24-4. Other	Number	Percent
Russian	2	40.0 %
Chinese	1	20.0 %
Japanese	1	20.0 %
URDU	1	20.0 %
Total	5	100.0 %

Q24a. If your response to Question 24 was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

Q24a. Can you speak English or have access to someone who can translate for you on a regular basis

	Number	Percent
Yes	22	57.9 %
No	4	10.5 %
Not provided	12	31.6 %
Total	38	100.0 %

(WITHOUT "NOT PROVIDED")**Q24a. If your response to Question 24 was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis? (without "not provided")**

Q24a. Can you speak English or have access to someone who can translate for you on a regular basis

	Number	Percent
Yes	22	84.6 %
No	4	15.4 %
Total	26	100.0 %

Q25. Which of the following best describes your combined income from all members of your household in 2022 before taxes?

Q25. Which following best describes your combined income from all members of your household in 2022 before taxes

	Number	Percent
\$24,999 or under	62	7.6 %
\$25K to \$44,999	87	10.7 %
\$45K to \$69,999	118	14.5 %
\$70K to \$99,999	143	17.6 %
\$100K to \$124,999	128	15.7 %
\$125K+	149	18.3 %
Not provided	126	15.5 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q25. Which of the following best describes your combined income from all members of your household in 2022 before taxes? (without "not provided")**

Q25. Which following best describes your combined income from all members of your household in 2022 before taxes

	Number	Percent
\$24,999 or under	62	9.0 %
\$25K to \$44,999	87	12.7 %
\$45K to \$69,999	118	17.2 %
\$70K to \$99,999	143	20.8 %
\$100K to \$124,999	128	18.6 %
\$125K+	149	21.7 %
Total	687	100.0 %

Q26. Please rate the length of this survey:

Q26. Please rate the length of this survey	Number	Percent
Very long	53	6.5 %
Long	224	27.6 %
Just right	485	59.7 %
Short	16	2.0 %
Very short	3	0.4 %
Not provided	32	3.9 %
Total	813	100.0 %

(WITHOUT "NOT PROVIDED")**Q26. Please rate the length of this survey: (without "not provided")**

Q26. Please rate the length of this survey	Number	Percent
Very long	53	6.8 %
Long	224	28.7 %
Just right	485	62.1 %
Short	16	2.0 %
Very short	3	0.4 %
Total	781	100.0 %

Q27. Which of the following best describes your primary racial or ethnic group?

Q27. Which following best describes your primary racial or ethnic group	Number	Percent
Asian or Pacific Islander	42	5.2 %
Black or African-American	17	2.1 %
Hispanic, Latino, or Mexican-American	289	35.5 %
Arabic or Middle-Eastern	3	0.4 %
Native American	11	1.4 %
White	565	69.5 %
Multi-racial	85	10.5 %
Other	2	0.2 %
Total	1014	

Q27-8. Self-describe your race/ethnicity:

Q27-8. Self-describe your race/ethnicity	Number	Percent
Jewish	1	50.0 %
Indian (Asian)	1	50.0 %
Total	2	100.0 %



Open-Ended Responses

Open-Ended Question Responses

Q16—"What do you like most about your community?":

Ward 1:

- Active adults meals. Walking trails
- Adult senior center
- All the diversity. Arts and culture events, parks and rec. Library system
- All the friends I've made and how welcoming everyone is
- Better appearance helping with trash and recycling collection services
- Better than commerce city by far
- Carpenter rec
- City's services are great from trash pick up to plowing to festivals and celebrations.
- Cleanliness
- cleanliness, police and fire dept
- Close to the highway.
- Close yet far enough from Denver.
- Community engagement group I am a part of and community safety group
- Community events and access to nice parks and outside space
- Commute
- convenience
- Convenience of locations
- Diversity
- easy access to major highways
- Easy access to stores, banks, restaurants, & recreation.
- easy commute within city
- Festivals. How hard the city works on the roads both on pothole repair and snowplowing. The supreme effort made to keep citizens aware of everything. Thornton is a great city thanks to all the many people working on at it!! Great job to all city employees!
- Good and friendly neighbors
- Good enough.
- Having good neighbors
- Home prices
- I am a Very Senior Citizen so I do not participate in most community activities but for things I like and am able to do, Thornton provides more than adequate resources. I especially like the professionalism, friendliness and courtesy of most city employees.
- I enjoy my neighborhood and neighbors.
- I grew up in old Thornton and are now currently raising my son here. My neighbors and I all watch out for each other. It's a group effort to keep our corner area safe. We need more of that throughout Thornton!
- I live in Wind Dance. I enjoy our community park & my neighbors. The HOA makes sure our homes & yards are kept nice.
- I love my neighbors

- I'm finding it harder and harder to find anything likeable about my community.
- In south Thornton the spaces between homes on some streets. But the code compliance issues are severely lacking everywhere here. Especially with homeless living on the corner of 88th and York St. The yards around south Thornton needed attention to cleaning up years ago. Multiple cars unlicensed , etc. .
- I like that I have parks nearby, I wish they were better maintained. Sky Park on 88th is well maintained except that the soccer field has had fencing around it and a sign saying it's closed for a long time, it feels like it's coming up on a year, I believe the fencing went up around spring. It was supposed to be re-opened over the summer and they finally took down the date of it's reopening and just says it's closed. Kids use it all the time anyway, all it's doing is teaching otherwise good kids that they have to sneak into closed spaces in order to play sports in their community. If it was dealt with in a timely manner, they would have a soccer field and wouldn't be learning that lesson.
- Is an Excellent Community's
- It has a quick access to I-25
- It is clean
- It is nice and clean.
- It used to be the affordability for a nice and safe community... The eye/curb appeal of the City is still really nice. The Parks Department is doing a great job.
- Its convenient to services that are nearby.
- It's home.
- Local restaurants and shops
- Location, access to Denver via public transportation, shopping availability. In general, overall clean city.
- Lots of businesses.
- My neighborhood is quiet for the most part
- My neighbors
- My neighbors
- neighbors
- Neighbors are friendly and not noisy
- next door water world restaurant
- No HOA
- Not living in Wyoming anymore
- Not much
- Park and open space areas. But they are lacking police presence.
- Parks
- Parks and trails
- Parks and trails
- parks, community events, active council meetings
- Peaceful
- People
- Proximity of stores, restaurants to our home. Enjoy the small town atmosphere.
- questionnaires like this one

- Quick access to restaurants, groceries and shopping.
- No place to put what I don't like about Thornton, so I'll put it here! Let's start with the shitty hard ditch water. I personally have been hit twice with speeders in my neighborhood, city refuses to install speed bumps, on the weekends I park my truck in the middle of the road. Police didn't even respond on the three occasions I had called. The last time I called they responded only because I told them he was waving a gun in the air! The park next to my house only gets mowed twice a week now-trash never gets picked up. There is a huge dead Elm tree that is in the middle of the park where they came out and cut the top off of it and left the rest there for probably 4/5 years now The pools are closed for "cleaning" but are in the same condition the day after they reopen. Theft is everywhere because the police don't enforce anything-not enough cops on the street. Same thing with people running lights- no Enforcement. If you don't enforce the law people will continue to break the law because they have done it before and there are no consequences for their actions.
- Quiet
- Quiet
- Quiet
- Quiet and peaceful.
- Quite for the most part
- recreation center
- Red lights
- Right now can't think of anything I like..... Especially very dissatisfied with current council leadership and the direction they are taking us in...
- Safety
- Safety.....quiet
- Seem to care for each other. Good about rallying around community concerns.
- Services availability
- Small town feel next to big city.
- Still affordable.
- Stores near me
- That we're a city but still have small town appeal.
- The Clean parks
- The diversity is pretty good. also nice older residents mixed with some new young families too
- The diversity.
- The history I have lived in Thornton for a very long time
- The majority of the people seem to be of better quality.
- The people
- The power lines are buried underground.
- The trails and parks
- This city has beautiful parks
- Thornton is beautiful.
- Thornton police are NOT patrolling . City crews are not clearing residential streets after a storm.

- Trees-lush greenway.
- Variety of shopping/food. Close to interstate.
- We have a quiet neighborhood until the street racers show up at appliance factory outlet, we need better enforcement.
- We have lived her for 25 years. So far changes have been for the better. Would love to see more police patrolling the neighborhoods. We line in old Thornton.
- We love everything that is offered here for all ages.
- Where we live doesn't feel like a community, we have neighbors, schools, grocery shops, but in our area, we have a small park but we've had problems with people using the park for drug taking and selling. We have called the police to report, but their removal process doesn't last very long! Most of the community events are on east Colorado Blvd & 112 Av, by Carpenters Rec Center. We have Water World by our home, the cost to go their is not financially feasible to take a family of 4 or 5 or more! The traffic on our street is pretty hectic, we are on Polaris & Huron. We have huge semi's driving up & down Huron at all hours the day & night a lot of the time it's about 2:00 am. They semi/trucks drive fast and cause our house to shake & rattle, no not roll, but I'm concerned for families with children who have to walk to school with the speed and size of some of the vehicles. So am I proud of Thornton, yes & no! Still need to make events held in more parts of Thornton more across the highway in west Thornton.
- Would rather abstain from answering

Ward 2:

- A good sense of community.
- Appearance of the neighborhood. Neighbors nice. Proximity to stores. Parks, trails and the appearance of the city.
- As I look at the parks and events I feel like the leaders of the city really care. Parks are clean and kept up and the events are fun. The murals on the electrical boxes have been fun. The city looks good.
- Available parks and activities (even if I work too many hours to enjoy them).
- Been home for my entire life.
- Bike trails and parks
- Can get pretty much everything needed here
- Clean and active
- Close proximity to Denver, quiet, parks, library.
- Close to other places
- Community involvement, open spaces, schools, low crime.
- Dislike too many homes and limited water supply
- diversity and inclusion
- easy access to
- Easy access to all amenities and daily needs. Overall we feel safe in Thornton.
- Easy going, safe and clean.
- Ethnic and economic diversity. Proximity to I-25 North of Denver. Fair amount of fast food and grocery stores, etc. Home improvement stores close by.

- Everything is usually available within a reasonable distance
- everything
- Everything is accessible, lots of options to eat, beautiful views of mountains, diversity of residents.
- Everything is close, traffic flows pretty well
- Everything is so accessible and still feel safe
- Familiar
- Feeling of community.
- Feels like home
- friendly people
- Good cops.
- Good quality of life
- Great parks.
- I been here 59 yrs. & I live in old Thornton & the lack of police watching for speeding in the neighborhood specially Eppinger Blvd & the lack of cleaning the parkways & street sweeping ?? more often
- I enjoy the community events such as 4th of July events, Egg hunt, Fall Festival, and Winterfest.
- I just like it.
- I like the location and convenience of most necessities.
- I love all our wonderful events. I've had people come from Alamosa Colorado for Winterfest and the 4th of July. We have excellent events and I enjoy every single one. We've lived here for over 30 years and we're happy to continue.
- I love being so close to the Carpenter Recreation Center and Park.
- "I think the city of Thornton itself does a pretty good job of maintaining its open spaces, parks, and offers decent classes for little ones and keeping things clean. But where I feel like I don't particularly feel safe is in a lot of the stores, the trashy people that live here is getting worse and worse. Going into target or king soopers on 120th makes me feel like Americas most wanted. Won't even set foot in those stores anymore. But that's not necessarily a city problem it's a people who live in Thornton problem.
- I would also say When I've had an issue with graffiti at the park, they took care of it almost immediately (day of) and received a prompt response back which is nice.
- I think the carpenter rec center workout area is kind of crummy and small. Anytime I've ever gone, I feel like the older people are there hogging the aerobic equipment and I personally prefer to be as far away from people as possible when working out and it's not possible at the rec center. Northglenn rec center does a better job with their rec facilities. "
- Interconnecting trails. Trash services are excellent.
- It is away from Denver's city center and has more access to open spaces.
- It is safe, clean, we tax ourselves to pay for open space.
- it's not Denver or Boulder.
- Large back yard. Easy access to Denver.
- Light rail is right by my house. Just wish it was closer to work.
- Living in a cul-de-sac

- Location
- Location
- Location
- Location
- Location
- I've lived in Thornton Valley East for 53 years. The neighborhood was a wonderful place to raise our children. The school was around the corner, and everyone watched out for the children and the neighborhood. It seems like our small community has been forgotten and overlooked in the planning for newer Thornton. The house next door has been vacant for years we call ordinance enforcement all summer, we ask that 3 to 4 feet weeds to be cut down! Aspen Drive coming in from Welby Road is a VERY BUMMPY STREET! Aspen street in front of my home has ice buildup that makes using the sidewalks dangerous. I've lived in this home most of my adult life. I've seen great improvements in newer Thornton. I believe that Thornton Valley East tax dollars are NOT supporting our neighborhood.
- Location and access to highways, downtown and other areas.
- Love Carpenters and East Lake trail. Would love to see more space like East lake
- My neighborhood
- neighbors
- not overbuilt
- not pretentious
- Of the little I know, I like the willingness of the TPD to seek and listen to citizens input.
- Open spaces
- Park, disc golf courses
- Parks
- Parks
- Parks and recreation
- Parks/activities for kids.
- People
- People
- People
- People
- People
- People
- People
- People are, overall, quite friendly.
- Proximity to Denver
- proximity to different places
- Quiet
- Quiet community. No busy streets
- Recycling drives
- safe community
- Safe it is home to me. Resources for seniors.
- Safety

- safety, family friendly
- Senior center
- Senior programs
- Senior Services, it's important to take care of our elderly citizens. I am looking forward to becoming a Sr Citizen in Thornton. There are so many opportunities and services
- Stores, restaurants within walking distance.
- The city does try to take care of it's citizens. They do a better job than a lot of the neighboring cities.
- The culture and sense of community.
- The many family friendly opportunities, events, rec centers.
- The people
- The people
- The people in my neighborhood.
- The sense of community and safety.
- The size
- There is a fire station with EMT within a mile of my home if I were to need them.
- Thornton has many wonderful and caring people
- Thornton Rec Center
- Thornton Rec. Our daughter loves the park. Shame that new pool is never open much.
- Trails. Hiking and enjoying nature
- Use to be safety
- Used to be comfortable and safe, no longer.
- variety
- View of mountains Great views
- Walking trails near river.
- Walking trails. I think you should havens police patrol them on an ATV, I use them daily when the weather is above 50 degrees and sometimes I see homeless or scary characters on them which is evidenced by the fact stolen bikes or electric scooters are abandoned close to the trail along with other stolen goods.
- Warm community
- Where I live, facilities, stores, community spaces, etc. are very accessible and close.

Ward 3:

- Access to 470 and I25
- Access to downtown and northern Colorado. Location is great location.
- access to rec centers
- Accessibility of businesses. Wished they were more locally owned.
- active adult center
- Affordable with most all necessities
- Affordable, north side of the city is safe.
- Biking trails
- Clean & friendly

- Carpenter rec center. My neighbors take pride in their home's appearance as do I. We take care of each other. Scoop snow for those unable etc.
- Central to Denver
- Clean and safe. Do not cater to low income/homeless.
- Clean, police, parks, trails
- Cleanliness
- Close to everything. Stores, restaurants, center, highways.
- Community festivals and the feeling of gathering with neighbors
- Community Recreation Centers are great and staff. Pickleball courts, both inside and out. Would be great to have lights at the outdoor Woodglen Park Pickleball courts and have evening options at Carpenter or Trail winds recreation Center's for Pickleball in the evenings.
- Diversity
- Dog park, community events
- Everyone is nice to each other.
- Extremely safe, friendly people
- Family friendly, close to a lot of things.
- family orientation
- Fire department
- Fire police response times, dog park. Senior programs
- friendly people
- Gated community, privacy.
- General safety
- Good neighbors, mostly quiet, less traffic congestion than the west side of the metro area.
- Government is very efficient. Policing is excellent.
- Great access o parks, trails, variety
- Growth and safety.
- Having a park close to our house but it's full of drugs and teenagers with bad mouths.
- Helpful neighbors
- How they ask us to save water then they put in these huge green belts around new projects then in our neighborhood they let these small retention areas burn up but never do it around the rec centers or city buildings
- I am new to the community. I appreciate the amount of communication.
- I feel pretty safe and I hope it stays that way.
- I like most about my community that it is midway between the city and the country.
- I live in an over 55 active adult community, Heritage Todd Creek. I love it here.
- I live in Heritage Todd Creek; I wish the city owned the golf course and restaurant out here as well as provided our water out here.
- I love being able to walk out my front door and hit a trail or go to a local pond/lake. The amenities and events are great here and I have not seen that in very many communities I have lived in.

- I moved here to be closer to family. Thornton is growing a lot and the traffic is getting more congested. I like the availability of the airport being so close. I live in a gated community so it helps me feel safer at night.
- In my area, clean city. Recycling.
- It is growing and a lot of new, young families are moving into the area.
- It is quiet & safe
- It's not as congested as Centennial, Greenwood Village, Highlands Ranch...
- It's very homey and comfortable
- It's quiet and safe.
- its safe with a lot of trails and great police/fire services
- Living in a beautiful, safe-feeling neighborhood
- Living north of 112th feels somewhat safer.
- Living on North side of Thornton, I am only minutes to open space going to Cosco, Lowes, Walmart, on 128th, Grocery Stores are close, Walgreens, Pizza Hut, all within minutes with no traffic problems. That is the reason I moved North..... from Denver Tech area.....27 Years ago. Let's not forget Kohl's. Over building and Water supply, is concerning.
- Location
- Location
- Location to the rest of the state.
- Location, close to Denver, but not too close. Slower pace than south, for now.
- location, parks, open space
- Lower taxes than Broomfield/Boulder. Homeless is very few.
- My community of GlenEagle Estate.
- My friendly neighborhood
- My neighborhood
- My neighborhood
- My neighborhood and choice option in Adams 12
- My neighbors
- Nice appearance
- Nice neighborhoods
- Not over crowded yet
- Open space, Rec centers and Rec programs (but way too expensive now)
- Open space.
- Open space/parks. Good traffic flow. City is clean looking and in good repair.
- Open spaces
- Operates to expectations
- our Mayor.
- Our neighborhood and neighbors
- Our two rec centers
- Parks
- Parks
- Parks
- Parks and law enforcement presence.

- Parks and recreation
- Parks, open space, grass, pool
- paths, parks festivals
- Peaceful
- People are pretty friendly.
- people, neighborhood
- Plenty of biking trails . Need more and safer lanes along roads.
- Police presence
- Police presence
- Potholes being fixed .
- Proximity to Adams County Regional Park
- Proximity to Denver
- Proximity to Denver, Boulder and the mountains.
- Proximity to downtown Denver, the friendly residents , city offered opportunities like electronic recycling, drug take back, bulk pick up
- Proximity to the mountains and less congestion than Denver.
- Public safety, fire, police, EMS
- Quality of facilities, utilities provided, and variety of activities.
- Recreation center , growing, vibrant community
- recreation centers, dog parks
- Recreation services trails and parks.
- Relatively quiet, mostly clean and low crime.
- Riverdale road, openness
- Safe and quiet.
- Safe Open spaces
- Safety
- Safety for family
- Safety, cleanliness, festivals
- schools, except for administration. quiet
- Security, open space, calm and clean.
- Senior center
- Several recreation facilities
- Shopping available
- Short drive or walk to most places pools
- Spacious neighborhood, not crowded housing developments
- Swim programs fill up too quickly.
- The access to open spaces, parks, trails, and rec centers
- The city does an outstanding job, it is a great place to live.
- The Festivals, community centers,
- The Mayor
- The north part of Thornton is pretty good
- The open space and parks
- The parks and recreation areas

- The parks, open spaces and easy opportunities for everyone to use them.
- The PD and Ordinance crews are amazing!
- The way it is run
- There is everything you need within a few miles.
- This community has amazing people in it, the schools are good, and we are lucky to live close to Trail winds. I feel like I've been fairly negative in this survey and I'm sorry. I wish my town was known for more than chain restaurants and gas stations.
- Thornton is diverse, at least partially accessible and REAL. We are a community of various ages, races, incomes and interests all struggling to do the best we can for ourselves and our families.
- Thornton Rec Center-walking.
- Trail winds which is just down the street. I've only lived here a year, and work a lot but hope to join this year.
- trails, open spaces
- trails/open spaces
- Trailwinds Recreation Center
- Walking paths, trail Winds Rec Center

Ward 4:

- Access to everything
- Affordable
- All I need within 5 minutes
- Availability of parks, walking trails, quality of rec facilities.
- Availability of youth activities.
- Biking trails
- Church has participated in the Christmas gifts for 19 years. Excellent program
- Cleanliness
- Convenience-variety of shopping and restaurants.
- Convenient location to shopping and dining, however outside of Costco and Home Depot, the vast majority of the convenience is actually provided at the Orchard (Westminster)
- cost of living, close to mountains
- Diversity
- easy access to major streets
- Even though it has grown a lot in the past 25 years. It still has that small town feel. Convenient shopping and eating facilities.
- Feeling mostly safe
- Feels relatively safe.
- First responders
- For the most part city services are good.
- friendly people
- Friendly, clean, easy to get around
- friends
- Fun friendly atmosphere

- future planning
- Good value. Close to Fort Collins, Boulder and Denver.
- Growth with more restaurants and businesses.
- I absolutely love our trail system, and I am so excited for when the future trails are completed! Thank you to all of the people who work so hard to keep them clean and safe.
- I am relatively new to this community, having moved from Denver proper. I feel safer here than at my previous residence.
- I bought a home here as a good place to raise a family/schools, access to mountains, affordability. Kids are grown and I would move in heartbeat if I could.
- I feel safe here.
- I like that it feels like the police can be there when we need them. Even though the world will never be completely safe, I feel reassured that if I need help, I can get it. With all these mass shootings going on in the country (horribly frightening to hear about) I hope and pray our police response time is better than other city's. I also like how there are still cops in the middle and high schools (to the extent of my knowledge). It may be frustrating to kids and some parents but when it comes down to it, they are the last line of defense and I appreciate all that they do.
- I liked it before all the warehouses and apartments went in. I liked the open space and wildlife and less traffic.
- I live close to the Orchard Mall and I enjoy the stores there. We miss REI and we miss Mimi's.
- I live close to work
- I live in Hunters Glen and do believe that our neighborhood is a good community and a good neighborhood. I enjoy the quality of the golf course as well.
- I live on Lee Lateral trail and it is kept in extremely good condition and parks dept is always vigilant about maintaining it
- I love our neighborhood, Hunters Glen.
- I love the shops & the recreation facilities we have are wonderful. I just don't use them. See next answer
- I think the powers that be here have good intentions but growth without a more specific plan quickly causes the type of crime and poor appearance in many areas. I love the people who mostly work hard and are proud to be here. I love the recreation and we all want it to stop being neglected.
- I've lived here most of my life, I know the area. I enjoy the walking and bike trails. We always go to Thornton Fest & 4th of July.
- It is clean
- It is looking to the future with all the new developments, but the reality of true traffic patterns is not included in the development planning.
- It is very safe and clean. Love being near parks and fields with mountain views.
- It seems that we have sufficient water rights for the future.
- It's clean with very few homeless people streets are nicely paved and maintained
- Location
- Location

- Lots of open spaces and trails as well as great rec centers.
- Lower cost of living verses Boulder county
- Maintained pretty nicely throughout.
- My home.
- My neighborhood
- My neighborhood is quiet.
- My subdivision is small
- Neighborly people. City is interested in improvements, gathering data
- neighbors
- neighbors
- New planned developments and shopping.
- Nice neighborhoods and feel safe.
- Nice roads, parks, open space and library.
- North of 128th
- North of major congestion, most infrastructure below ground
- Not a lot of crime and pleasant surroundings.
- Not much to be proud about anymore. Use to be a good place to live. Not now. City streets are bad, my neighborhood stores are bad been calling the city for over 2 years to get repairs but all I get it lip service. Bums around everywhere I won't let my wife go out at night with out me. It's sad just sad.
- Old people
- Open space still exists
- Open spaces
- Parks
- parks, trails
- Physical appearance, city services.
- Police/Fire/Emergency medical response.
- positive image
- Quality of living, quiet, clean.
- Quiet
- Quiet
- Quiet, low or no crime
- Recreation center, out let mall at I-25 Hwy
- Relatively quiet, growing.
- Relatively quiet. Shops and stores, parks and recreation centers.
- Safe and beautiful trails and parks. Community events.
- Safety
- Safety
- Safety and quiet.
- Safety and the view of the mountains.
- safety, cleanliness, trails
- Seeing so many people out walking and enjoying the community.
- Senior Lunches

- Shopping at various nearby stores. Eating at local restaurants.
- Size and location + golf course.
- Small town feel with big town amenities
- Suburban City
- The city has the best trash collection in the area! Recycling would be better weekly and add composting please!
- The city is clean and safe, and the roads are generally in good condition (or are under repair).
- The Eastlake community is very friendly and the lake/park open space is very nice. I like that there's not a parking lot for the park so it doesn't entice a lot of car traffic.
- The newer northern part of Thornton
- The northern location
- The open space, east lake nature preserve.
- The opportunity to participate in sports indoors and out! Need more outdoor Pickle Ball courts, too many unused tennis courts going unused
- The parks and open spaces.
- The small town feel within the city. Love seeing open space all around our neighborhood
- The variety of services and amenities available
- There are some nicer areas but they don't have access to rec centers.
- Thornton is very conveniently and centrally located for our family. We are close to employment opportunities, family, grocery stores, etc. Our neighborhood has lots of trails and we are proud of the neighborhood we live in. We love the disposal days offered by Thornton trash (e.g. household hazardous waste, branch/tree disposal, dump days, etc.) We appreciate the events that the City of Thornton organizes for the community.
- Thornton needs to freeze all new construction until long-term plans are made for infrastructure, water and sewer.
- Thornton Winterfest!
- Thoughts growth feels better managed than surrounding cities
- Too many apartments now.
- Trails
- Trash collection
- Used to be low crime.
- Walking trails and rec. centers.

Q17—"What services do you seek outside of Thornton because they are either unavailable or insufficient in Thornton?"

Ward 1:

- Activities for teenagers between the ages of 14-17.
- Arts - concerts and plays.
- Bike trails, Gym that's close with Pilates, pool, cycle programs
- Book stores, anything besides pawn shops car lots and liquor stores on the south h side of the city .

- Cannibals dispensary
- Can't think of any
- Close enough recreation centers and recycling services
- Clothes shopping, movie theaters,
- Concert venues and Professional sporting events
- Dining, shopping entertainment
- doctors
- doctors
- doctors
- dog grooming
- dog parks
- Dog parks, stores like Whole Foods and trader joes, medical services (Kaiser Insurance), music/concerts/ small coffee house with live music (something like Swallow Hill); dinner playhouse, LGBTQ gathering places
- Everything. Stores are to packed and out of everything.
- Family dining options
- Fishing
- Food banks. Financial assistance for mortgage, medical and dental.
- Free swimming. Nature. Less people
- Game stores
- Grocery stores because the ones around here are dirty and can't walk in without being asked for a handout
- Grocery stores, Discount stores like Walmart
- Health
- Health/medical (Medicare) services.
- Hiking trails.
- hiking
- Holistic care aromatherapy, reflexology, aqua chi, etc. As a cancer patient I believe it could benefit the patients in our area.
- Horse Boarding, affordable Vet services, and walk-in Chiropractic services.
- I like how calm it is , but they need to put in speed bumps.
- I moved to Thornton at the beginning of the year and I am still learning the area. I live in the area that is a convergence of Westminster, Northglenn, Federal Heights, and Thornton within a 1 mile radius so it's hard to stick within the Thornton limits due to convenience. I also have a long standing relationship with doctors in Fort Collins having grown up there, so I still utilize those services.
- I typically shop for groceries not in Thornton due to over crowding and traffic in that area of town.
- Ice skating and cross country skiing
- Indoor mall with IKEA.
- It's usually has to do with pricing if it's outside of Thornton
- Jobs. Seems Thornton only has city, adams 12, and retail/service jobs. Need some tech companies, engineering, back office banking, government type jobs.

- Large scale yeah pickup, as I live in Thornton and have a Thornton mailing address, I was told by the city that they do not service our area for large pickup?
- Medical
- Medical. Entertainment.
- more hangout spots and more natural places
- More swim classes for kids.
- Movie theater
- Movies
- night clubs
- No tax on food in Denver.
- Parks and recreation centers
- Places to walk to-sit outside-cafe's.
- Poor grocery stores in area.
- Quality fishing places. Places to kayak and paddle board.
- Recreational activities in Old Thornton area that fit my demographic. (SWM 30's)
- Recycling. I have to store up my recycling and drive over to Northglenn or Westminster because they are my two nearest recycling centers. I really wish Thornton would just provide municipal recycling pickup. Honestly I wish there was compost service too, but baby steps. :)
- Restaurants
- Restaurants
- Restaurants and bike trails.
- Restaurants, hiking/biking trails, gyms and shopping.
- roads need to be better maintained.
- Rooftop restaurants, performing arts, sit down restaurants
- Senior transportation
- shopping
- Shopping malls
- Shopping. Food. Activities. Concerts. Sports. Hiking.
- Small downtown environment would be nice like Old Town Arvada
- Spanish services and festivals.
- Swimming during the summer outside, Picnic areas with shade park benches and tables. More areas for family fun!
- Swimming pools for elderly
- Trash and recycling collection
- Trash removal.
- Variety if groceries stores, whole foods, trader Joe's, farmers markets. And variety of retail spaces like edgewater market
- We often travel outside city limits for descent, clean, and safe grocery stores. Basic commodities here are lacking, old, or otherwise require attention. We also never stay In Thornton for dining experience. There really isn't much to choose from that isn't fast food based or tastes like fast food.
- Well paved roads, supporting of food trucks and local Mexican and cultural vendors.

Ward 2:

- Adequate sports programs
- Affordable housing
- All I wished we had is a Whataburger in old Thornton
- Any kind of doctor.
- Arts, camping and boating.
- Better restaurants and brewery's better shopping
- Bigger nature spaces. Composting. Entertainment. Multi-use zoning is seriously lacking - there is too much sprawl.
- Bulk trash removal - That is so important, on so many levels.
- Can you please please please put more emphasis on stopping the catalytic converter thieves in Thornton???????
- Casino, good spa, African American hair salon
- Church
- Clothing stores. Bakery
- code enforcement
- Composting. recycle. Item pick up
- Control of grow houses
- Cultural centers, especially Latin American/POC oriented ones, libraries, museums, and quality clothing stores. The nearest big shopping mall is the Outlets and it's nearly outside of the Thornton boundaries. It's also difficult to find job/volunteer/internship opportunities that are easy to travel to.
- Cultural events.
- Dinning
- dog swimming park
- Festival, events, community gatherings, restaurants, music, entertainment, cinema
- Fine dining
- Finer dining variety.
- Fishing in Thornton lakes. Especially for seniors.
- Going out to eat.
- Golf
- Good restaurants, shopping
- good retail and restaurants
- Groceries because it is less busy than the Thornton Walmart which can be hectic.
- Hobby Lobby
- Hospital
- I can't think of anything. Thornton tries to facilitate as much as possible to the citizens.
- I don't seek outside services
- I've lived in Thornton almost all my life and our water has always been full of chemicals and tastes so bad. The water is so hard it damages plumbing and fixtures I think it could be a lot better. I have spent a lot of money on filters and water systems.

- It's difficult to locate fresh organic foods. We would like to see Trader Joe's and Whole Foods stores.
- Kid programming, libraries.
- Large rubbish removal. Please bring this back.
- Library classes like baby bounce
- Medical
- Medical
- Medical services
- Medical specialists
- More services for seniors would be awesome. We are headed into our 70s and occasionally need that extra help. There's really no where to go to find help. Some help could make a huge difference.
- Mountains, please move them closer! Farmer's market, we have not seen one yet.
- Movie theater
- Movie theater
- nice restaurants
- Paddleboarding lakes, Natural lakes for swimming.
- Parks, outdoor activities. Dining. Thornton has become unsafe and crime rate is high, I do not feel comfortable having my family out after dark.
- Pickleball Courts
- Pool halls
- Pools
- Pro sports events, zoo, botanic gardens, musical performances
- Pro-active physical therapy/sports medicine.
- Quality locally owned restaurants.
- Quality open spaces and small businesses.
- Recycling plan. I have to take it to my work. Would love a pottery class.
- Restaurants
- Restaurants
- Restaurants Fun places Arts Activities for diversity
- restaurants , kid sports, adult recreation,
- Restaurants that are locally and/or family owned of various ethnic varieties. Also we need more theatre and arts performances.
- Restaurants, shopping
- Restaurants/shopping/downtown space(Arvada)
- shopping
- Shopping and dining
- Shopping and restaurants.
- Shopping Malls - retail clothing stores.
- Shopping. Medical Care. Food.
- Shopping. To many major box stores in Thornton no unique small shops in Thornton
- shopping/dining, massage services,
- SHOPPING; RESTAURANTS.

- skiing though I have skied in stonehocker park
- Small restaurants and businesses
- Sometimes going to buy produce from farms around greeley or outside the Denver area
- Specialty grocery stores, retail stores and everything you need, but in safer areas.
- Stores mainly. I guess Thornton is pretty big so maybe I'm in it more than I think but I do see to have to drive a bit to get to things.
- Supermarkets like Whole Foods, Trader Joe's, inviting Aldi in to the state.
- Swim lessons for my kids. The wait lists are insane and impossible to get into.
- Swim lessons for our 4 year old.
- swimming
- swimming classes
- "They don't offer enough swim lessons for kids so we go to northglenn rec and having been in their facilities they are much more open and provide a better workout experience than carpenter rec center.
- I usually go to stores outside of Thornton for the reasons I stated above, trashy people moving here, stealing stuff left and right, can't even walk into the one side of king soopers or kohls anymore because stealing was and is so rampant. Cameras everywhere in the store, gates to go in and out, seriously I feel like I'm already labeled a criminal going in, doesn't make me feel comfortable in even entering the establishment. Overall, I hate going to stores in Thornton because of the garbage human beings that live nearby. I prefer to take my business to the orchard town center in west or Broomfield. "
- Thornton neighborhoods need better parking. They have approved building plans with insufficient parking.
- too many people speeding. medical care. Good restaurants
- Trails
- Unique quality restaurants
- Volunteer opportunities, art/entertainment, outdoor recreation
- Walking trails, restaurants, downtown area to walk around
- water, internet
- We leave our neighborhood when we go out to eat. There are no sit-down restaurants from 88th and Washington to 120th and Riverdale Road. We go to Kaiser in Westminster for our medical care.
- Work

Ward 3:

- Almost everything. Grocery and other shopping, healthcare services, fuel, all other services.
- Better restaurants
- better restaurants/stores
- Better schools. I understand the city doesn't control those. Would be nice to have a community shooting range, often have to travel to other cities to use facilities.
- Bus
- cardboard recycling, more rec centers, more recycling events
- Certain doctors with different specialties.

- Class at Northglenn Rec. Center
- Cultural activities such as those provided in northglenn
- Cultural events.
- DCPA; Colorado Symphony
- Dinning
- doctors
- Entertainment i.e. movies, sports games, breweries, etc. Thornton seems to be straight up suburbs and nothing else
- Entertainment. Dining. Any kind of shopping outside of groceries or other very basic home needs. Most cultural and educational activities with my kids. I do think TASHCO does some great stuff but it's just not enough. Most rec center classes I take through Westminster because they have a lot more options. It doesn't feel like we have as much of anything as our neighboring cities.
- Family practice/senior doctors. Eye doctors
- Fine dining
- Fine dining, shopping,
- Fitness classes in other cities tend to be better. Also drop-in art/craft classes.
- food
- Food/Restaurants.
- For my area. No restaurants although I see a Sonic being built and that makes me and my family happy since Sonic has food we all like. But we need restaurants like Chilis, Applebees. Also a Einstein would be nice too. We have to go quite far for restaurants and fast food places like Wendy's, .Taco Bell, etc. we do have a McDonalds but we don't eat from there.
- free transportation for seniors
- Fresh water, street maintenance.
- Going to a fancy restaurant
- Good restaurants
- Great restaurants with quality food.
- Hardware store, UPS store
- Hiking. Evening pickleball. Indoor kid pool at Paul Derda rec center is the best around.
- Honda auto service. Dislike the Honda dealer at 104th and Federal - small, dirty, lack of appointment availability, staff does not seem to be interested in your required needs. I believe this particular dealer is most likely outside of Thornton City limits. I drive to planet Honda in Wheat Ridge - excellent service, cleanliness of facilities, courtesy of staff, appointment availability.
- I often need a larger network of trails and bike paths for running.
- Ice rink for skating and hockey.
- Ice skating
- Independently owned restaurants, farmers market, shooting range, archery range, decent cycling areas.
- Indian restaurant; good McDonalds
- Insufficient plowing of neighborhoods. streets.

- Leadership! So disappointed in our mayor and city council majority. Tired of malls, gas stations and new housing developments instead of investing in what we already have. No neighborhood bar/restaurant, no real sense of community outside of our subdivision.
- Local food places
- Local stores, places to hangout like local breweries and coffee shops.
- major medical facility
- Medical
- Medical
- Medical care. No doctors or hospitals up to standard standards available in Thornton
- Moderately priced restaurants
- Mom and pop restaurants/too many chains.
- More open space
- More options for swimming lessons at the rec center. We have to go to the YMCA in Lafayette.
- More variety of stores.
- Movie theater
- Movie theater
- Need more sit down restaurants North
- Nice dine in restaurants, entertainment opportunities.
- nice restaurants, similar to north Denver.
- Nice sit down restaurants
- Non fast casual/fast food dining, specialty foods, clothing and shopping in general.
- Nonchain restaurants, kids activities, pools
- Only work
- Open space, food and drink, fun activities.
- Open space, trails, recreation center activities, shopping (Marshall's, tjmax, safer target than the one 120TH) dining
- Outside pools that should of been put in at trailwinds
- Places/events like Adams County Fairgrounds. Healthcare
- Pools
- Quality dining
- restaurants, fine dining, pubs
- Restaurant and other entertainment options are minimal. We end up going to Westminster frequently.
- restaurant choices
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants

- Restaurants
- Restaurants
- Restaurants
- Restaurants and breweries.
- Restaurants and shooting facilities.
- Restaurants and shopping
- Restaurants and shopping. We drive 10 miles from our house west to shop and eat at the many restaurants on 144th.
- Restaurants breweries, open space
- restaurants, electric charging station, shopping like Whole Foods, entertainment
- Restaurants, pickleball lessons, children's play places indoor.
- restaurants, shopping, malls, movies
- Retail stores, restaurants, beauty shops
- Rs black and gray water dump station, free of charge
- School (Broomfield) , Recreational Sports for kids (softball, gymnastics,)
- Selection of shopping.
- Senior social services
- Shooting range, indoor.
- shopping and dining
- Shopping and dining
- Shopping, dining (sit down, non-fast food), movie theaters, small unique businesses
- Shopping, nightlife
- Snow removal, people not picking up after dogs
- Some shopping and restaurants, some recreation for biking
- Sports stores
- Swim lessons. Soccer. Dance. Classes were always full and could not get into them
- swimming classes
- Swimming lessons are too hard to get into. We need all kids to be able to swim! The hazardous drinking water! The traffic deaths particularly on 120th are very concerning. please address all of these.
- Swimming pools
- The aquatic programs are very disappointing. The hours are very limited. When there is open swim time for families, the slides are almost never open. The swimming lessons are a joke. It is impossible to get more than one child from my family enrolled at a time in swimming lessons. I live right next to the TWRC, but I still find myself driving to Westminster and/or Brighton for swim lessons because the offerings here are so poor.
- Theater and Arts
- Theaters. Both movies and live Theaters. Sit down restaurants.
- Theatre
- Things like Whole Foods / Trader Joe's, my doctor and vet, and pretty much anytime I want to hang out with friends. I still have to go to Westminster, Broomfield, or Denver to do anything "cool"
- Tree pruning and/or removal

- Unique restaurants and breweries.
- Unique, good, non-chain restaurants. Please, NO MORE FAST FOOD in NE Thornton. Live music venues - Gothic, Bluebird, Ogden, Soiled Dove, Mission Ballroom. Better bands at summer music festivals (Orchard, Louisville Street Faire, Dillon Amphitheater, Levitt Pavilion).
- Variety of reasonably priced restaurants. Help for Seniors for shoveling snow without having to do a ton of paperwork.
- Veteran's originations & post office
- Water
- Water! I'm not even growing a garden this year because I know how bad the tap water is.
- Wheelchair accessible playgrounds. More affordable housing.
- Wholefoods and Trader Joe's, so I guess grocery stores. We use St. Anthony, North hospital. I have been to North Suburban Medical Center and I wouldn't go back there again. Our car dealerships aren't in Thornton. I use several small businesses in Brighton...dry cleaners, restaurants, post office, etc.
- Would be great to have weekly tree/branch recycling drop offs.
- Yoga
- Yoga and Pilates not at Rec centers
- youth sports leagues
- Youth sports, restaurants, local shopping, splash pads, swim lessons

Ward 4:

- Affordable automotive servicing.
- Bank
- Better sit down restaurants
- Bike path at Adams County Fairgrounds. Shopping malls.
- Bike/running/mixed use trails, breweries and restaurants.
- Clean streets, access to stores
- CLEAN WATER. Please get the plastic out of the water or offer rebates for us ALL to get reverse osmosis drinking systems (about \$900/resident).
- Convenient dining, variety dining, convenient healthcare.
- craft store
- Culture & Arts. I drive to the Arvada Center
- Dinner theater. Plant nursery.
- Disc golf courses
- Disposal of yard clipping, tree branches, and recycling of hazardous materials.
- Diversity-open mindedness-fun.
- Doctors, restaurants and shopping.
- dog parks
- Downtown lifestyle, restaurants, breweries, bike path
- Dr. Some shopping
- Eat out-nicer restaurants.

- Everyone I know that does not work in food service, city of Thornton or for Adams 12 leaves Thornton every day for work. There is not a good mix of or enough high paying jobs within the city to shorten commutes. I would rather people come to the city spend money for sales tax revenue and then leave. Having job here does this.
- food and beverage
- Food/dining options
- Good restaurants
- Good restaurants , upscale shopping. Less residential infilling.
- Good restaurants, Natural Grocers, Whole Foods, shopping, art shows and art galleries. We basically do everything outside of Thornton. We do our shopping at the Orchard or Flatirons.
- Good restaurants. Play centers, open spaces for off leash dog play
- Good sit down restaurants
- Grocery stores on the northern part of Thornhill.
- I cross I-25 to do all of my shopping and dine out in Westminster and Broomfield because they have more options in north Thornton. (If you want all of the Westminster and Broomfield residents to shop in Thornton, put a Trader Joe's by the Costco at Larkridge!!!)
- I feel that the most deficient part of Thornton is the "Main Street" feel that comes with good neighborhoods. Local restaurants and shops that are not massive chains. An area where you have true community where you can park your car and have options of parks for kids, food and drink and small local shops. Any time we want to make a day of something we're taking our family to Arvada, Lafayette or Louisville. All have quality restaurants and amenities. There is just no "destination" in Thornton. Granted it's a sprawling city much bigger than the ones I mentioned. However it just grants its land to chains and apartment complexes. None of which seem to be interested in the "community" aspect of this survey. Overall I like Thornton but believe this is the biggest deficiency holding Thornton back from being a "great community". No more corporate shopping center development or rows of fast food. Add a Main Street district with affordable leasing locations that can support localized chefs and shop owners and you will add greater value to the community than any new raising canes or Popeyes will!
- I go to Westminster for lots of free kids events
- I needed police 3 different times for my vehicle being burglarized. I've never seen a cop. They called me on the phone and said there was nothing they could do. THREE [redacted] TIMES
- I shop at Dillard's in Flat Iron Mall.
- I volunteer with Community Food Bank in Louisville because it was too difficult to find a food bank volunteer opportunity in Thornton.
- Ice hockey rinks.
- ice rink, movie theater, stores
- Independent small business, gluten free baked goods, ethnic food
- Kids night out.
- Little, cozy coffee shops.
- Local eateries and bars(not chain)

- Local shops. I miss my old tea place where I could buy a variety of fresh tea leaves and have a cup at the tea house.
- Medical
- Medical
- Medical, Trader Joe's, City Christmas holiday light display.
- Mom and pop restaurants
- Most shopping and restaurants, we spend most of our time in Westminster and Broomfield due to lack of choices in Thornton
- Movie theater
- Newness up north where we live.
- Nice malls/shopping centers (Orchard, outlets, etc.)
- No rec centers up north
- Non-chain restaurants, high street style shopping, longer trails suitable for walking dogs (e.g. Riverdale regional park)
- Old towns
- Our trash and recycling is provided by an alternate company due to HOA contracts. Nicer restaurants---Thornton tends to do fast food.
- Out door Pickle ball courts
- "Police security at small community
- Too many complaints of my neighbors some people stilling car or pickups and deliveries ?? packages and police never drives by "
- Professional theatrical and musical productions in Downtown Denver.
- Public transportation.
- Quality dining
- Quality dining and shopping
- Quality restaurants
- Quality restaurants
- Quality restaurants, not chain restaurants
- Quality restaurants. Running trails. Often shopping. It's a sea of low quality chains. Spend my money in other communities.
- Real donut shop Not a chain or franchise
- Rec centers should not cost to any veterans
- Rec centers, bike trails, lakes,
- Recreation centers, pools and post offices. We live north by highway 7 and it's basically not Thornton up here. Super disappointed trail winds was not built further north. Our closest post office is not even in Thornton, it's in Brighton. And Broomfield has a closer and better pool. I understand Thornton's land is limited up north, but why even bother expanding up here if you're going to leave your residents without basic services?
- Recreational programs for myself and my children. The lack of offerings for anyone who is nit a senior citizen or a stay at home is embarrassing for a city of this size. You build beautiful facilities & then make it so the average working person can never use them. Have you seen the Broomfield rec catalog? They seem to care about citizens that are paying the most in taxes. Thornton schedules classes at 11am on a Thursday.

- Recycling & compost center, my apartment complex doesn't provide these services and the local center doesn't provide adequate services.
- Restaurant/ brewery
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants
- Restaurants, Music
- Restaurants and shopping
- Restaurants, Live play theaters
- Restaurants, a small downtown atmosphere, church, dog parks, hospital, medical facilities
- restaurants, medical, recreation
- Restaurants/jobs.
- restaurants/shopping/movies/entertainment
- Roads
- Safety around school zones. More officers to enforce speeding around schools. More Restaurants. Need more restaurants between Colorado and Quebec 128th to 144th"
- shopping
- Shopping and restaurants.
- shopping, fine dining, original restaurants
- Shopping, medical services
- Shopping, restaurants, movie theaters
- Shops
- ski resorts
- Some restaurants... We go to surrounding cities often.
- Stores are sold out, cannot get a haircut. roads are bad, too many people
- swim lessons for child, family owned restaurants
- Swimming lessons for children.
- Theater fine arts and gourmet restaurants
- Thornton is getting unsafe in areas and homelessness has been allowed to take over. We seek dining outside due to that at times-also, very few family owned places here; many are chains. Some parks we seek outside as well due to poor appearance and drug usage allowed due to lack of police presence.
- Trader Joes, nice sit-down restaurants
- Variety of restaurants. Typically the same types in each shopping center.
- Very few good restaurants in North Thornton
- Walking trails near my home
- Water softening/filtration system services for our home. The water is terrible.

- We regularly leave Thornton to gain access to small, locally owned businesses, restaurants, coffee shops, etc. We enjoy visiting character-filled downtown/Main Streets in other towns, filled with unique and interesting shopping and dining experiences (e.g. Longmont, Louisville, Arvada). Thornton is growing a lot, but much of the new development seems to be huge residential neighborhoods, big box stores/chains, or warehouses.
- Youth swim team

Q19a—"Somewhere else": Where do you mostly work?

Ward 1:

- All around
- All over
- Boulder
- Broomfield
- Broomfield
- Denver
- Denver International Airport
- Denver International Airport
- Denver, Denver Metro, Longmont, Louisville, Boulder, Erie, Parker, Castle Rock, Aurora
- DTC
- Erie
- Greeley
- I am a sales rep covering the whole state
- Remote
- Remotely work at home 3 days a week. Commute to Aurora office 2 days a week
- Travel all over.
- Westminster
- Westminster
- Westminster
- Westminster
- Westminster
- Westminster
- Westminster/Denver
- Wherever assigned

Ward 2:

- Adams Co

- Around the country
- Aurora
- Boulder
- Boulder
- Boulder
- Brighton
- Brighton
- Brighton
- Brighton
- Brighton
- Broomfield
- Broomfield
- Broomfield
- Broomfield
- DIA
- DIA
- DIA
- DIA
- Golden
- Golden
- Home
- Home/Thornton
- Hybrid with office near the airport
- I drive for Lyft so it takes me all over
- I work from home
- Longmont
- Mostly out of Adams County. I travel all over.
- My home which is in Thornton but not in the community
- Northglenn
- Northglenn
- Northglenn
- Regional manager
- Westminster

- Westminster
- working from home

Ward 3:

- Aurora
- Aurora
- Boulder
- Boulder
- Boulder
- Broomfield
- Broomfield
- Broomfield
- Broomfield
- Broomfield
- Castle Rock
- Denver Metro area
- DIA
- DIA
- do work in all front range cities
- Englewood
- Federal and Colfax
- Flight attendant
- Golden
- Golden
- Home
- Home
- Home office for Boston based company
- I am a consultant, and work with companies across the US.
- Longmont
- Longmont and Aurora
- Remote
- Remote
- Westminster
- Westminster

Ward 4:

- Airports
- All over
- Aurora
- Boulder County
- Broomfield

- Broomfield
- Construction is anywhere, usually not near where I live.
- Denver Metro area
- DIA
- DIA and outside the state
- Firestone
- From home, remote
- Home
- I70 and Peoria
- In Denver not downtown.
- In Northglenn
- Littleton
- Mountains
- Remote work at my house and downtown Denver in an office building
- Somewhere NOT IN THORNTON
- Westminster
- Westminster
- Westminster
- Westminster
- Westminster
- Windsor

9 Survey Instrument

Thornton City Hall
9500 Civic Center Drive
Thornton, CO 80229-4326
www.thorntonco.gov

City Manager's Office
303-538-7002

January 2023

Dear Thornton Resident,

The City of Thornton is conducting a community survey in order to get resident feedback on a wide range of topics which will help guide City leaders as they determine City-wide decisions. The survey results will help the City better understand your level of satisfaction with various City services and identify potential areas for improvement.

Your input on the enclosed survey is extremely important. Over the course of the next year, the City will make decisions that impact a wide range of services, including public safety, streets, parks and recreation, planning and other areas. To ensure that the City's priorities are aligned with the needs of our residents, ***we need to know what YOU think.***

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions that will be made about the City's future. Your responses will assist City leaders in identifying and addressing the many opportunities and challenges facing the community.

Please return your survey sometime during the next two weeks. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope or complete it online at ThorntonSurvey.org.

Thank you for your help in guiding the direction of our community.

Sincerely,

City of Thornton

Para asistencia en completar la encuesta en español, llame al 844-811-0411.



2023 City of Thornton Survey

Thank you for taking time to complete this important survey. City leaders will use survey input to help set community priorities so that tax dollars are spent wisely. Please return the completed survey in the envelope provided. Surveys can be completed online by visiting ThorntonSurvey.org.

1. **Overall Quality of Major City Services.** Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Public Utilities							
01.	Trash collection services	5	4	3	2	1	9
02.	Recycling collection services	5	4	3	2	1	9
03.	Smell/taste of water	5	4	3	2	1	9
04.	Snow plowing of the major city streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	5	4	3	2	1	9
Planning and Development							
05.	Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	5	4	3	2	1	9
06.	Quality of stores/restaurants/shopping centers	5	4	3	2	1	9
07.	Variety of stores/restaurants/shopping centers	5	4	3	2	1	9
08.	Appearance of your neighborhood	5	4	3	2	1	9
Parks & Recreation							
09.	Cultural and arts programming	5	4	3	2	1	9
10.	Services for senior citizens	5	4	3	2	1	9
11.	There is a park within walking distance of your home	5	4	3	2	1	9
12.	Condition of parks	5	4	3	2	1	9
13.	There is a trail or open space within walking/biking distance of your home	5	4	3	2	1	9
14.	Condition of trails/open space	5	4	3	2	1	9
15.	You can easily walk/bike/drive/take public transportation to a city recreational facility	5	4	3	2	1	9
16.	Condition of recreation facilities	5	4	3	2	1	9
17.	Quality of festivals and community events	5	4	3	2	1	9
Public Safety							
18.	Stray animal control	5	4	3	2	1	9
19.	How safe do you feel utilizing the City's parks and trails	5	4	3	2	1	9
20.	The overall feeling of safety in your community	5	4	3	2	1	9
Public Infrastructure							
21.	Condition of landscaping or streetscaping in medians and along streets	5	4	3	2	1	9
22.	On-street bicycle infrastructure (bike lanes/signs/etc.)	5	4	3	2	1	9
23.	Flow of traffic and congestion in the City	5	4	3	2	1	9
24.	Condition of major city streets	5	4	3	2	1	9
25.	Condition of neighborhood streets	5	4	3	2	1	9

2. **Of the 25 items listed in Question 1, which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future? [Write in your answers below using the numbers from the list in Question 1.]**

1st: _____ 2nd: _____ 3rd: _____

3. Would you say that things in Thornton are generally going in the right/wrong direction?

____(1) Right direction ____ (2) Wrong direction ____ (9) Don't know

4. How would you rate the quality of life in Thornton?

____ (4) Excellent ____ (2) Fair ____ (9) Don't know
 ____ (3) Good ____ (1) Poor

5. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

____ (1) Bi-monthly City Voice Newspaper sent by mail
 ____ (2) T-Alert Email newsletters
 ____ (3) Flyer that arrives in utility bills
 ____ (4) Thornton video news and programming on Xfinity channel 881 or the City's website
 ____ (5) Posts on social media like Facebook, Twitter, or Nextdoor
 ____ (6) Local newspapers like "The Sentinel"
 ____ (7) News on the City's website
 ____ (8) MyThornton smartphone app
 ____ (9) Ward/Community/Council meetings

6. Have you ever had to call 911 for Police support in Thornton?

____ (1) Yes [Answer Q6a.] ____ (2) No [Go to Q7.]

6a. Did you find the Police response to be timely and professional? ____ (1) Yes ____ (2) No

7. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?

____ (1) Yes [Answer Q7a.] ____ (2) No [Go to Q8.]

7a. Did you find the Fire/EMS response to be timely and professional? ____ (1) Yes ____ (2) No

8. Use of City Facilities/Programs. Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs.

Program/Service	Weekly	Monthly	Quarterly	1 Time a year	Never	Don't Know
01. City parks	5	4	3	2	1	9
02. Walking/running/cycling trails	5	4	3	2	1	9
03. Open space	5	4	3	2	1	9
04. Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	5	4	3	2	1	9
05. A city operated pool	5	4	3	2	1	9
06. Youth recreation programs and classes	5	4	3	2	1	9
07. Adult recreation programs and classes	5	4	3	2	1	9
08. Arts and culture programs and classes	5	4	3	2	1	9
09. Active adult programs	5	4	3	2	1	9
10. Athletic fields	5	4	3	2	1	9
11. Riverwalk batting cages	5	4	3	2	1	9
12. City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	5	4	3	2	1	9
13. Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	5	4	3	2	1	9
14. Thorncreek Golf Course	5	4	3	2	1	9

9. **Park Amenities.** Check the **THREE** amenities in the list below do you think are the **MOST IMPORTANT** for Thornton to grow/expand in its parks and open spaces. *[Check up to THREE.]*

☐ (01) Multi-use fields	☐ (06) Volleyball courts	☐ (11) Running/walking/biking trails
☐ (02) Baseball/softball fields	☐ (07) Pickleball courts	☐ (12) Natural open space
☐ (03) Basketball courts	☐ (08) Skate parks	☐ (13) Parks with playgrounds
☐ (04) Tennis courts	☐ (09) Disc golf courses	☐ (14) Bike pump tracks
☐ (05) Swimming pools	☐ (10) Dog parks	

10. **Do you feel that there are enough community gathering spaces in Thornton?**

☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

11. **Are you satisfied with Thornton's overall appearance?** ☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

12. **Do you feel part of the larger Thornton community?** ☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

13. **As the City changes and grows, do you feel that this change/growth is occurring in a positive way?**

☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

14. **Are you proud of your city?** ☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

15. **If a volunteer opportunity through the City was made available to you, would you be interested in participating?**

☐ (1) Yes ☐ (2) No ☐ (9) Don't Know

- 15a. **If you answered "Yes" to the previous question and would like the City to contact you regarding volunteer opportunities, please provide your email address or phone number below:**

Email: _____

Phone: _____

16. **What do you like MOST about your community?**

17. **What services do you seek outside of Thornton because they are either unavailable or insufficient in Thornton?**

18. **What is your age?** _____ years

19. **Which of the following best describes your current employment status?**

☐ (1) Full-time <i>[Answer Q19a-b.]</i>	☐ (4) Retired	☐ (7) Other: _____
☐ (2) Part-time <i>[Answer Q19a-b.]</i>	☐ (5) Homemaker	
☐ (3) Unemployed	☐ (6) Student	

- 19a. **Where do you mostly work?**

☐ (1) In Thornton	☐ (3) In another suburb of downtown Denver
☐ (2) In downtown Denver	☐ (4) Somewhere else: _____

- 19b. **What is the zip code of your principal or main place of work?** _____

20. Which of the following best describes your primary current residence in Thornton?

____(1) Single family detached
 ____ (2) Townhome
 ____ (3) Condominium

____(4) Apartment
 ____ (5) Manufactured or mobile home
 ____ (6) Other: _____

21. Do you own, rent, or lease your current residence? ____ (1) Own ____ (2) Rent ____ (3) Lease**22. Do you have internet service at your house?** ____ (1) Yes ____ (2) No**23. Do you own a smart phone?** ____ (1) Yes ____ (2) No**24. What is the primary language spoken in your home?**

____ (1) English
 ____ (2) Spanish

____ (3) Hmong
 ____ (4) Other: _____

24a. If your response to the question above was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

____ (1) Yes ____ (2) No

25. Which of the following best describes your combined income from all members of your household in 2022 before taxes?

____ (1) \$24,999 or under
 ____ (2) \$25,000 to \$44,999

____ (3) \$45,000 to \$69,999
 ____ (4) \$70,000 to \$99,999

____ (5) \$100,000 to \$124,999
 ____ (6) \$125,000 or more

26. Please rate the length of this survey:

____ (5) Very Long
 ____ (4) Long

____ (3) Just right
 ____ (2) Short

____ (1) Very Short

27. Which of the following best describes your primary racial or ethnic group? [Check all that apply.]

____ (1) Asian or Pacific Islander

____ (5) Native American

____ (2) Black or African-American

____ (6) White

____ (3) Hispanic, Latino, or Mexican-American

____ (7) Multi-racial

____ (4) Arabic or Middle-Eastern

____ (8) Other: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information printed to the right will ONLY be used to help identify which areas of the City are having problems with city services. If your address is not correct, please provide the correct information. Thank you.

2025 City of Thornton Survey Findings Report

January 2026



ETC
INSTITUTE

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2025 City of Thornton Survey

Executive Summary

Overview

ETC Institute administered a survey to residents of Thornton, Colorado during the winter months of 2025. The purpose of this survey was to collect input from residents to help city leaders set community priorities so that tax dollars are spent wisely.

Methodology

ETC Institute mailed a survey packet to a random sample of households in Thornton. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at *ThorntonCommunitySurvey.org*.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Thornton from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 800 completed surveys from residents. The goal was met with 821 completed surveys collected. The overall results for the sample of 821 households have a precision of at least ± 3.4 at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 2)
- Importance-Satisfaction (IS) analysis which discusses overall agreement and satisfaction with city services (Section 3)
- Benchmark charts comparing survey data to national and regional results (Section 4)
- Trends comparing results from this survey to the 2023 and 2020 survey (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- A copy of the survey instrument (Section 7)

The major findings of the survey are summarized on the following pages.

Major Findings by Category

Public Utilities. Respondents were asked to rate their overall satisfaction with 4 aspects of Thornton’s public utilities. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with trash collection services (94%) and recycling collection services (85%).

Planning and Development. Respondents were asked to rate their overall satisfaction with 4 aspects of planning and development. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the appearance of their neighborhood (64%) and the quality of stores/restaurants/shopping centers (54%).

Parks and Recreation. Respondents were asked to rate their overall satisfaction with 9 items related to parks and recreation. Respondents were most satisfied (rating “satisfied” or “very satisfied”) that there was a park within walking distance of their home (85%), there is a trail or open space within walking/biking distance of their home (83%), and the condition of recreation facilities (83%).

Public Safety. Respondents were asked to rate their overall satisfaction with 3 aspects of public safety. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the how safe they felt at city parks and trails (73%) and stray animal control (71%).

Public Infrastructure. Respondents were asked to rate their overall satisfaction with 5 aspects of public infrastructure. Respondents were most satisfied (rating “satisfied” or “very satisfied”) with the condition of landscaping or streetscaping in medians and along streets (60%) and on-street bicycle infrastructure (57%).

Importance of Services. Respondents were asked to select the three services they believe are most important for the city to invest additional resources into improving. The quality/taste of water (30%), flow of traffic and congestion (27%), and overall feeling of safety in the community (25%) were the three services most important to respondents.

Communication Sources. Respondents most often get information about the City of Thornton from the bi-monthly City Voice newsletter sent by mail (70%), Thornton Activities Guide (61%), or posts on social media (56%).

Resident Experiences

Community Perspectives. Most respondents (77%) believe that things in Thornton are generally moving in the right direction. Seventy-six percent (76%) of respondents rated the overall quality of life in Thornton as either good (59%) or excellent (16%).

911 Services. Thirty-nine percent (39%) of respondents have had to call 911 in Thornton for police support. Of those respondents, most (85%) found the police response to be timely and professional. Thirty-eight percent (38%) of respondents have had to call 911 in Thornton for fire/emergency medical services. Of those respondents, most (96%) found the response to be timely and professional.

Use of City Facilities/Programs. Respondents were asked to indicate how often they use 14 city facilities/programs. Respondents most often use (selecting “weekly” or “monthly”) walking/running/cycling trails (66%), city parks (61%), and open spaces (54%). The park amenities respondents find most important are running/walking/biking trails (53%), natural open spaces (50%), and parks with playgrounds (30%).

Investment Priorities

Recommended Priorities for the Near Future. In order to help the City identify investment priorities for the near future, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services.

Overall Priorities for the City: This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the City services recommended as the top priorities for investment to raise the City’s overall satisfaction rating are below:

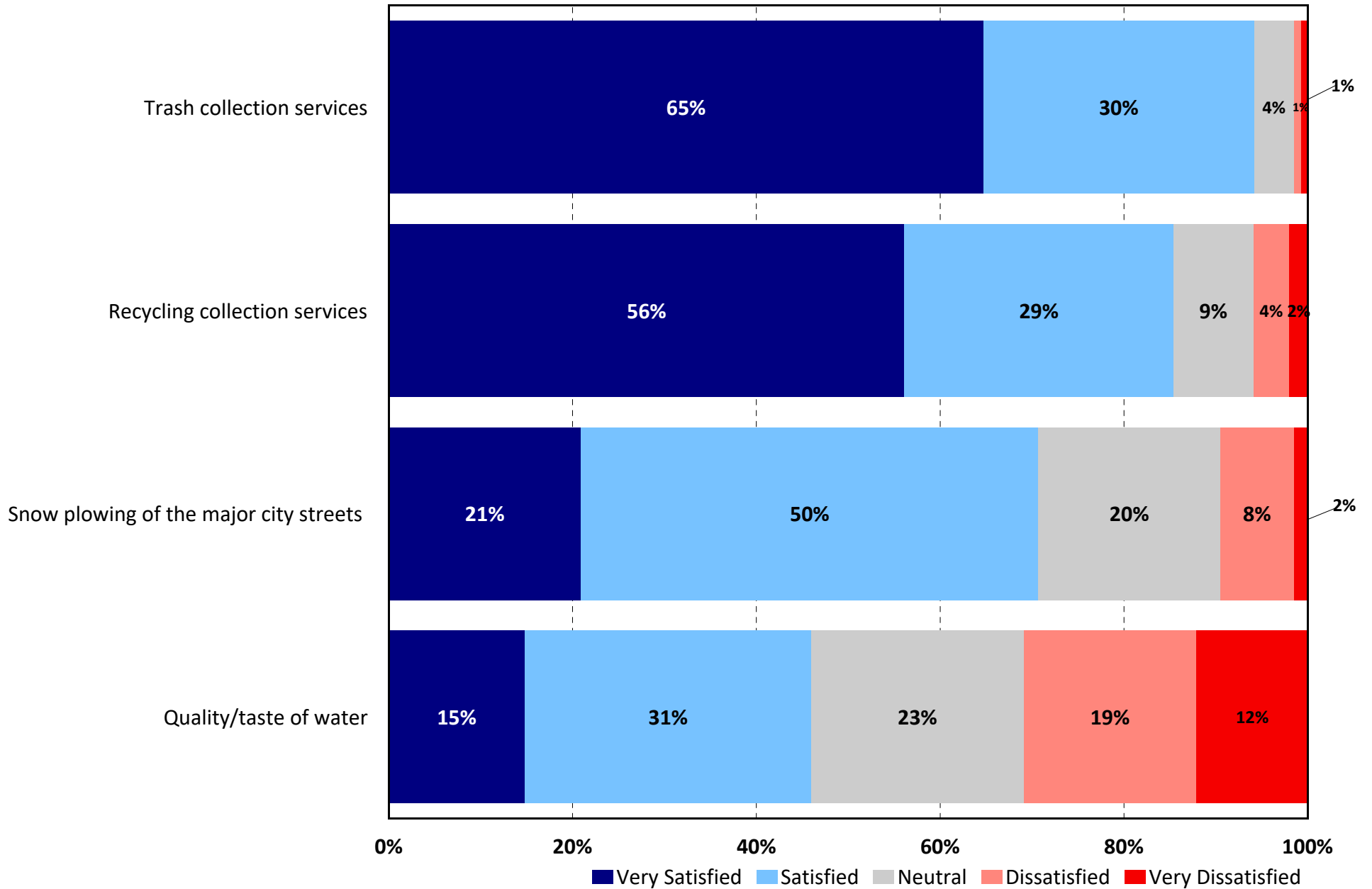
- Flow of traffic & congestion
- Code compliance for neighborhoods
- Variety of stores/restaurants/shopping centers
- Condition of major City streets
- Condition of neighborhood streets



Charts and Graphs

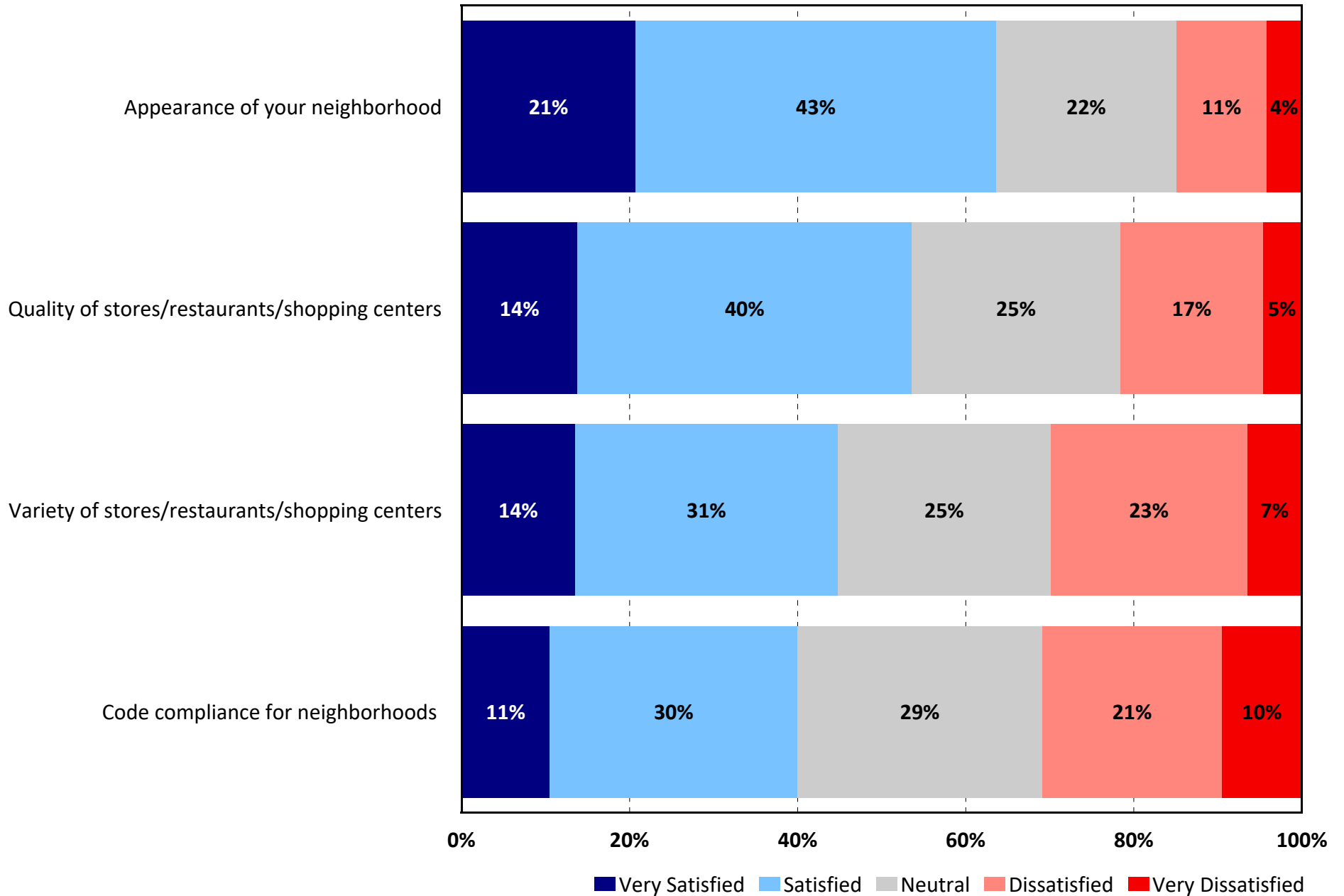
Q1(1-4). Public Utilities

by percentage of respondents (excluding “don’t know”)



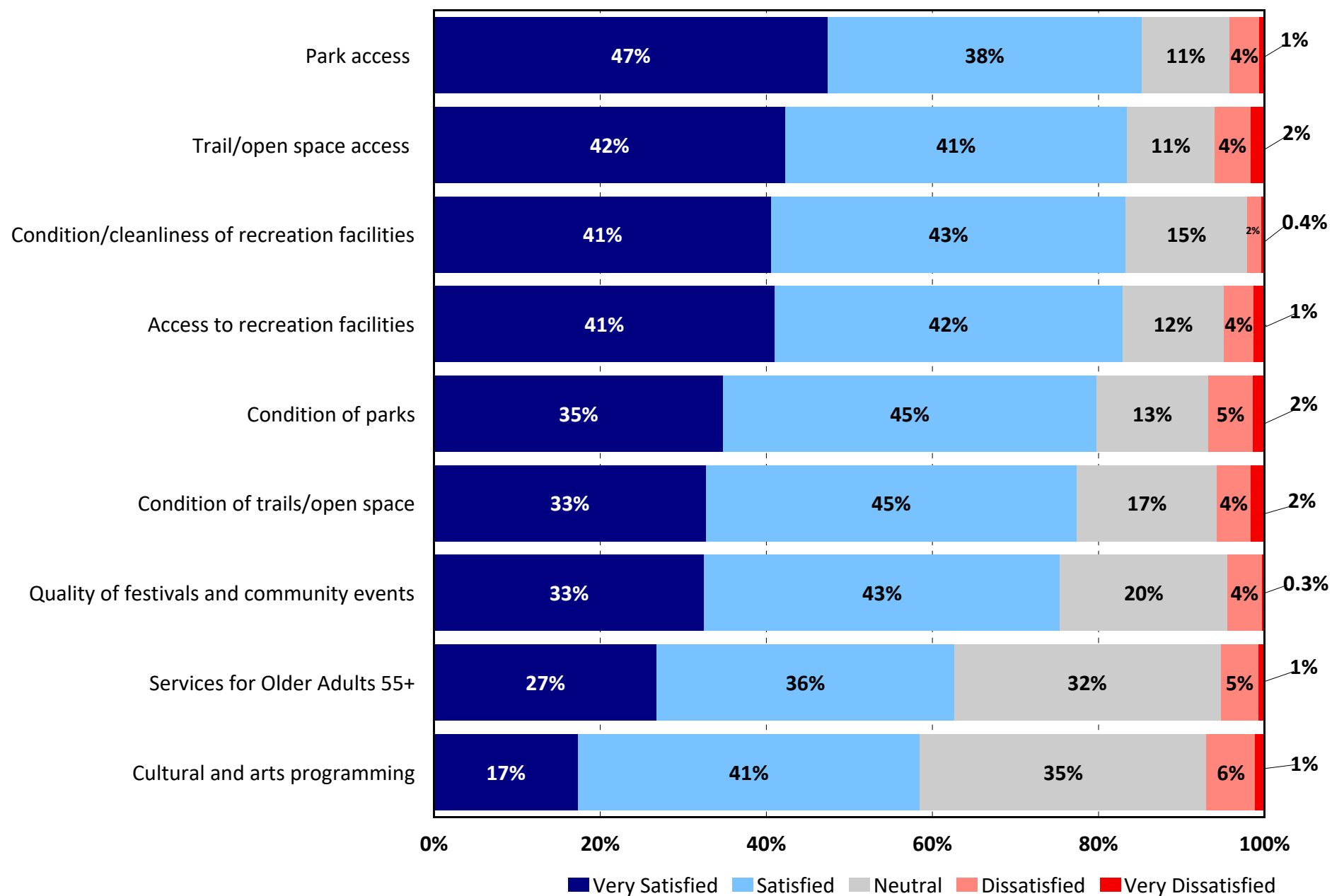
Q1(5-8). Planning and Development

by percentage of respondents (excluding “don’t know”)



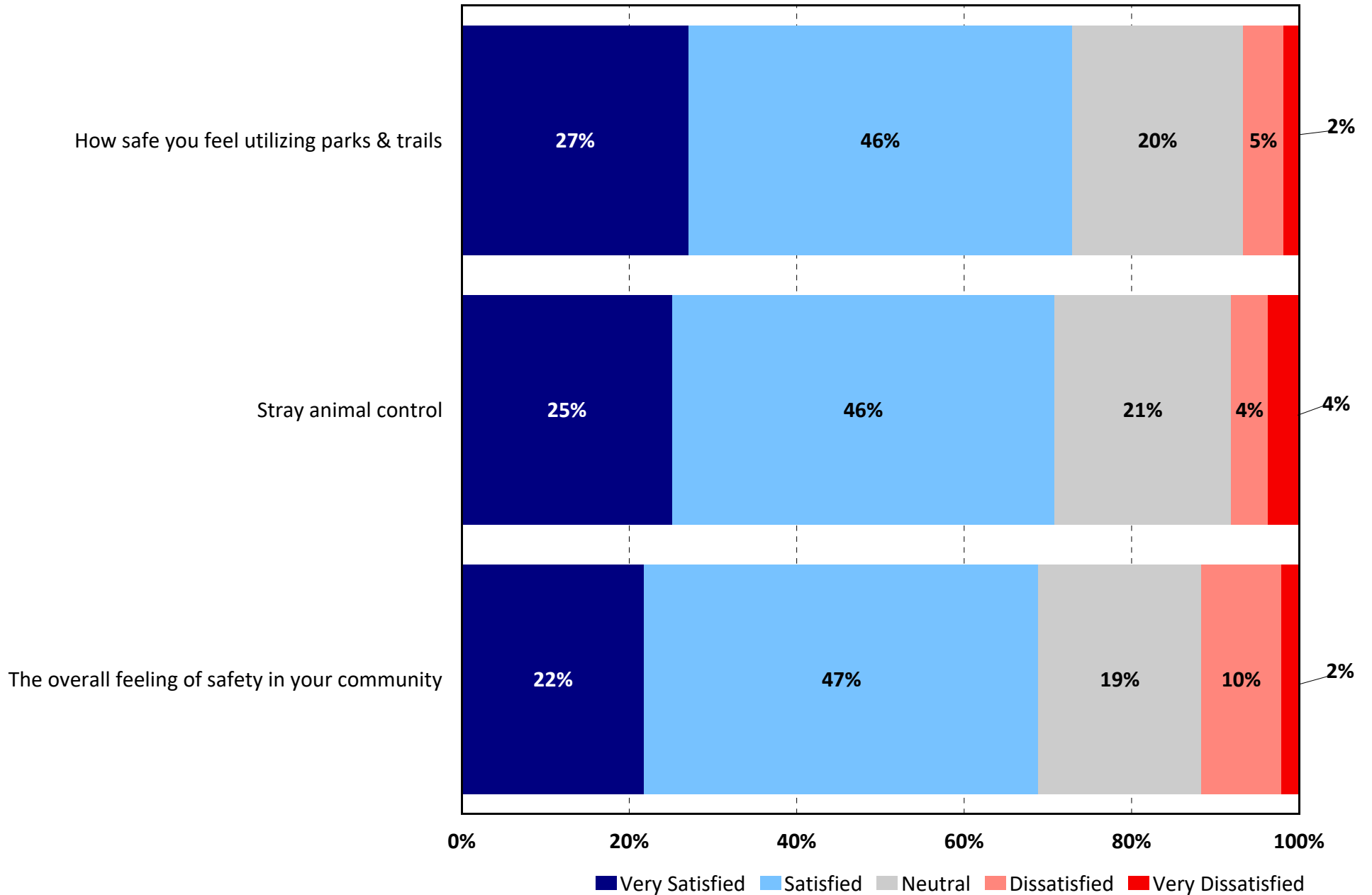
Q1(9-17). Parks and Recreation

by percentage of respondents (excluding “don’t know”)



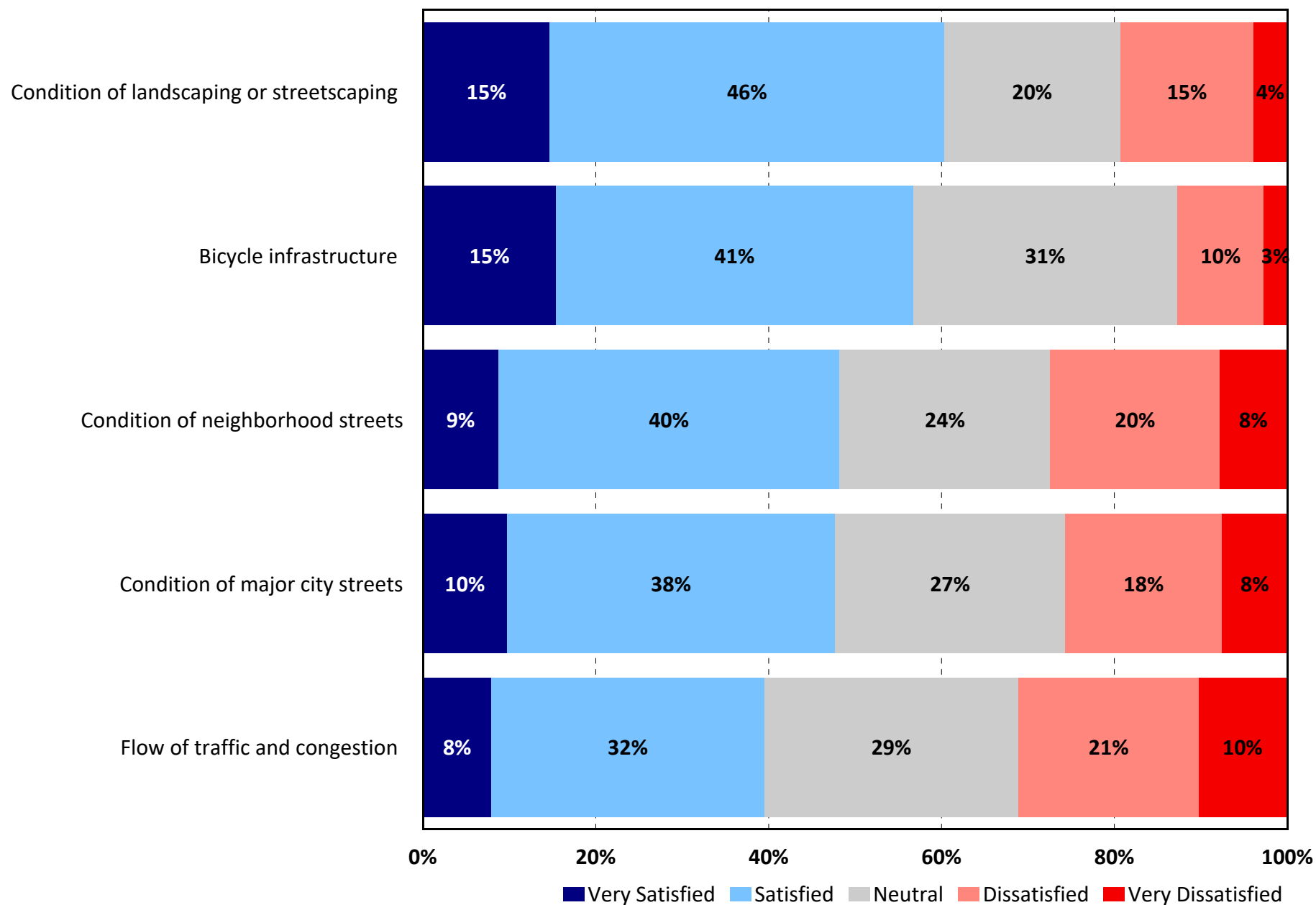
Q1(18-20). Public Safety

by percentage of respondents (excluding “don’t know”)



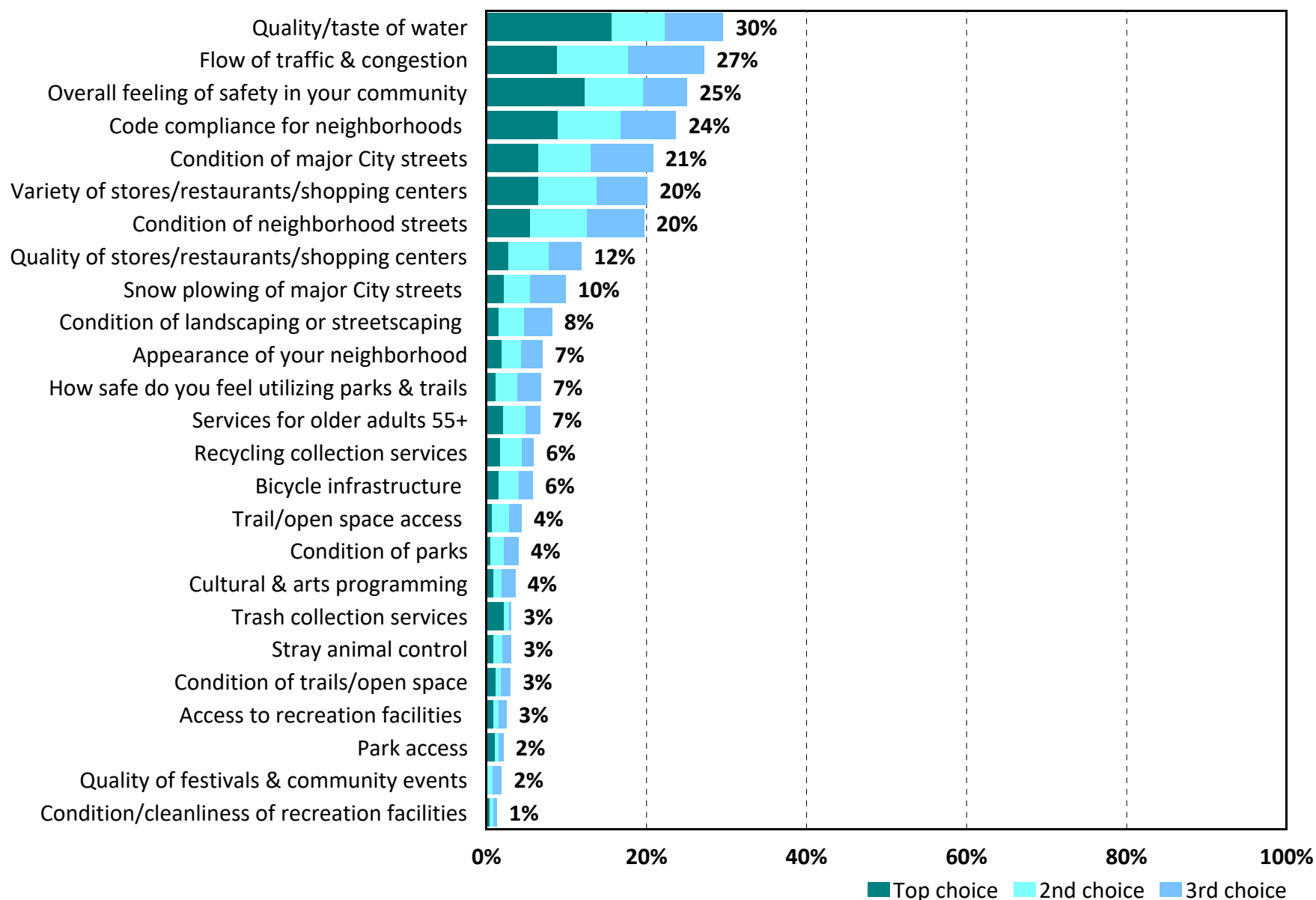
Q1(21-25). Public Infrastructure

by percentage of respondents (excluding “don’t know”)



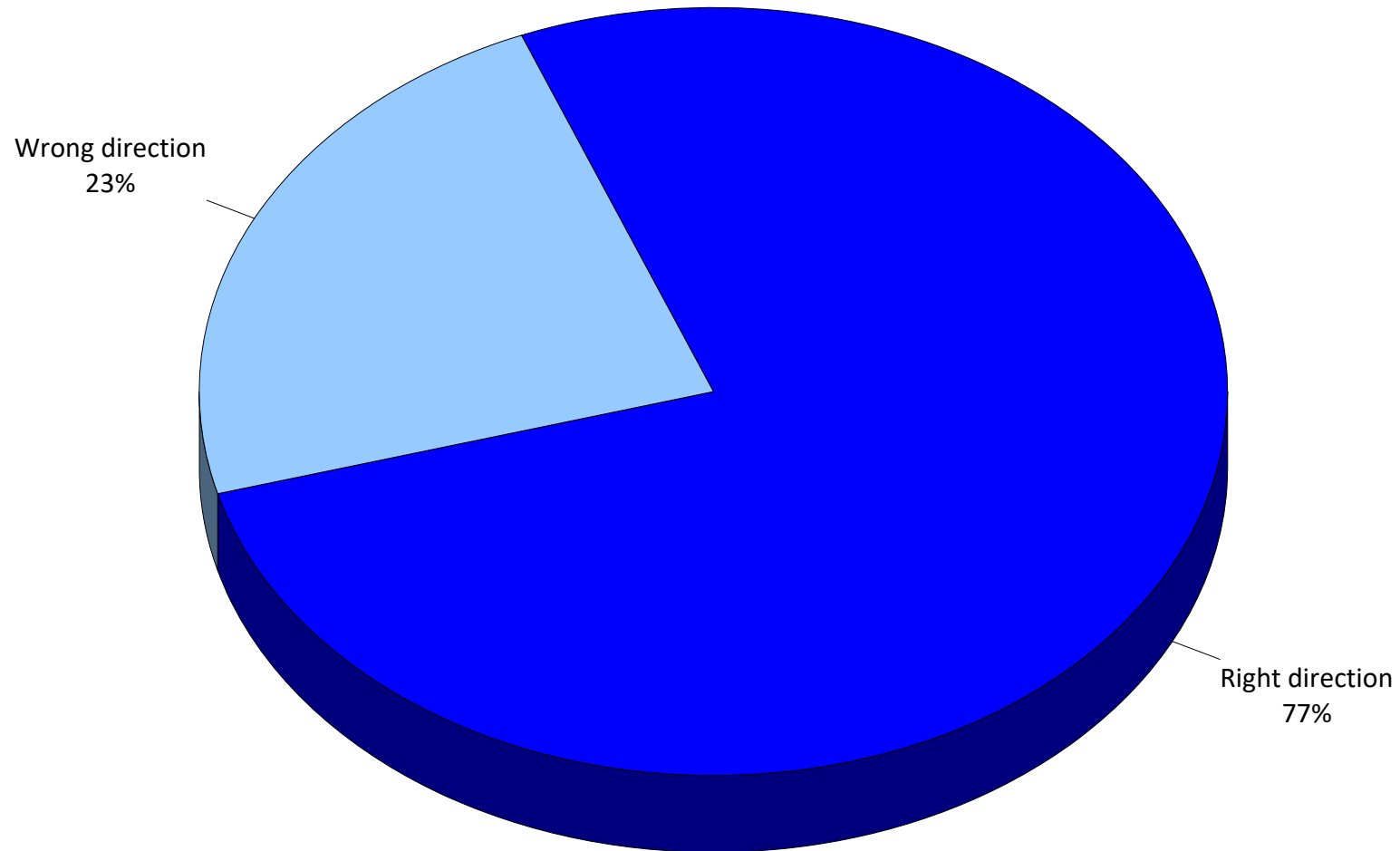
Q2. Which do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

by percentage of respondents who selected the items as one of their top three choices



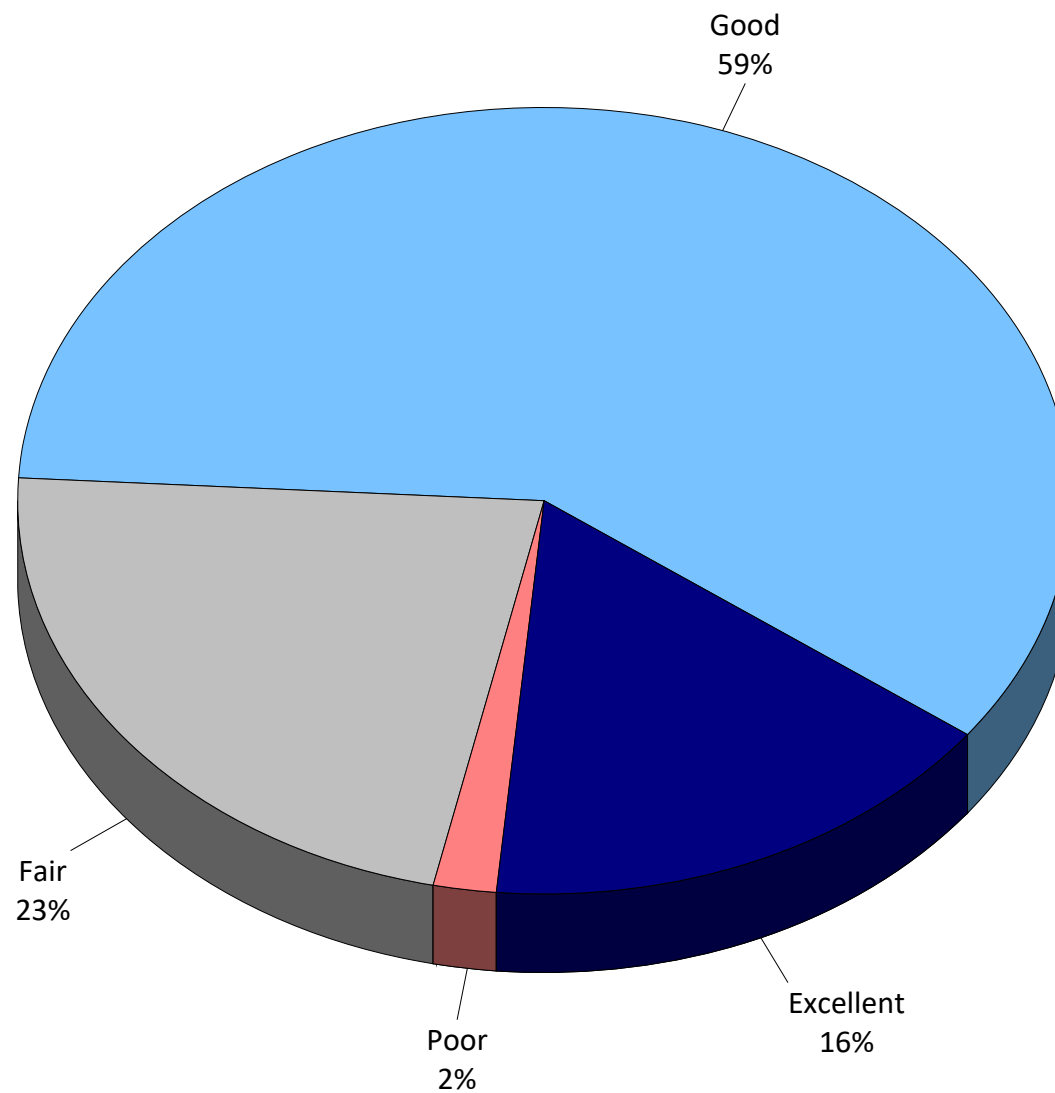
Q3. Would you say that things in Thornton are generally going in the right/wrong direction?

by percentage of respondents (excluding "don't know")



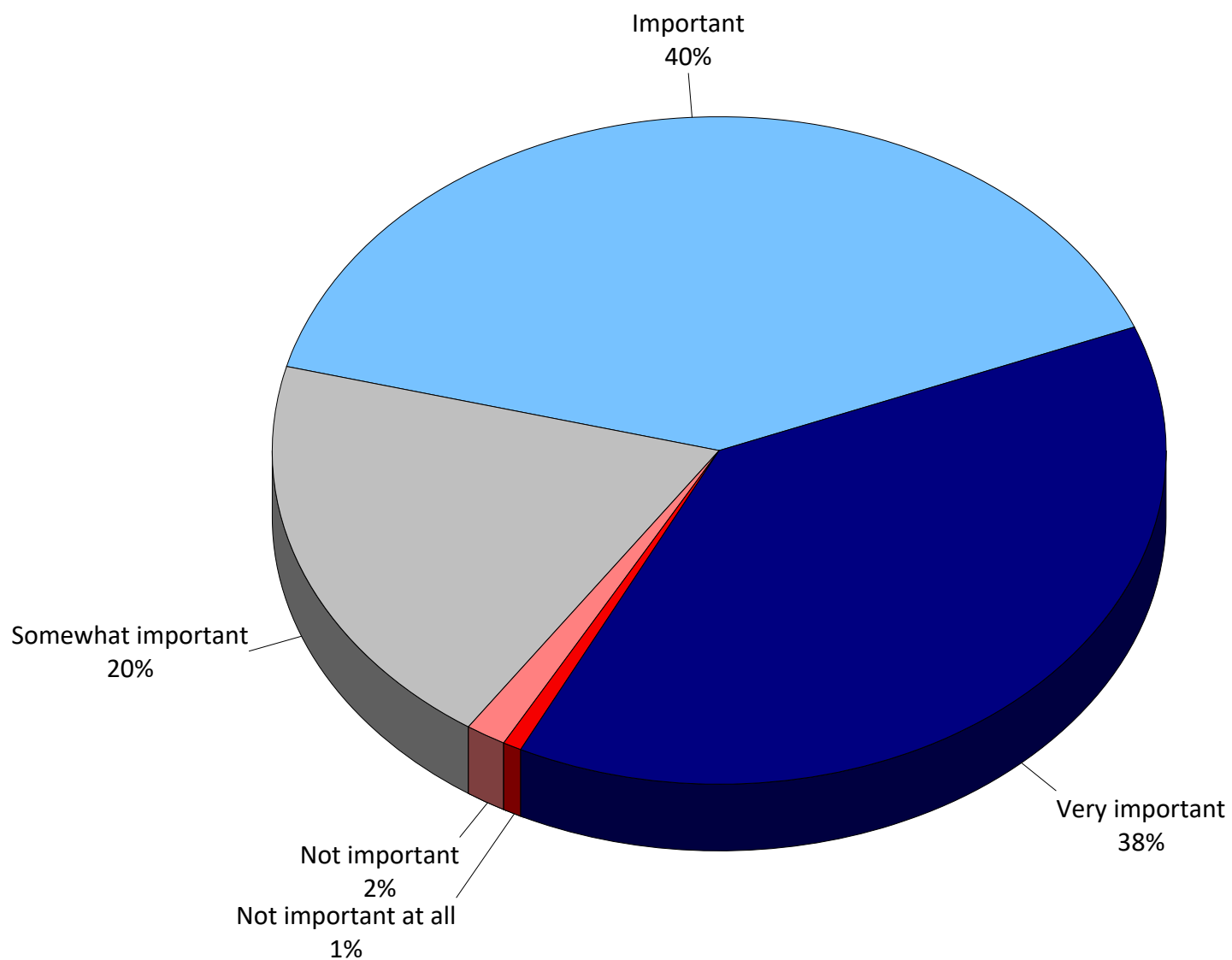
Q4. How would you rate the quality of life in Thornton?

by percentage of respondents (excluding "don't know")



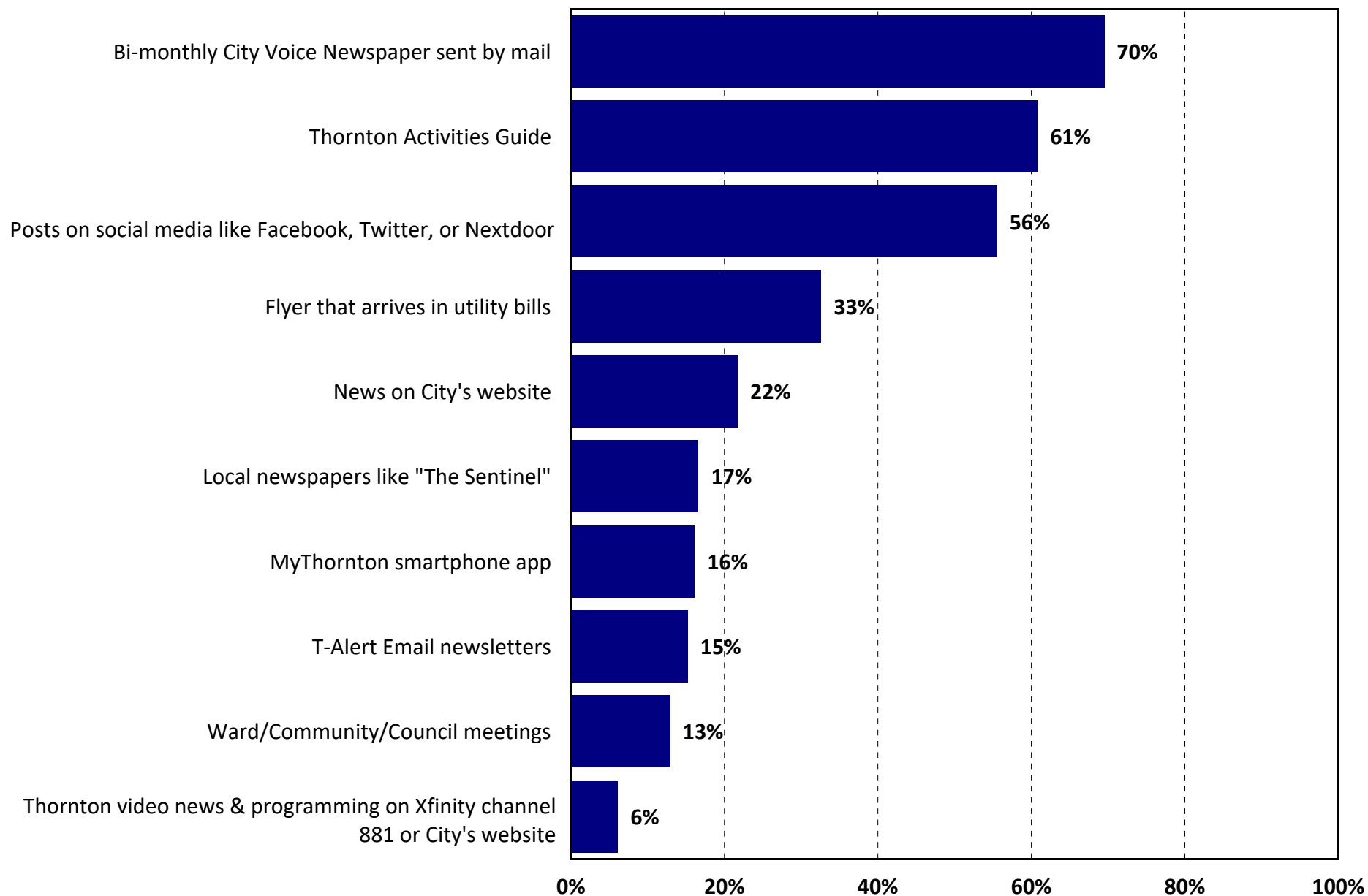
Q5. How important is it for you to keep informed about Thornton City Government?

by percentage of respondents (excluding "don't know")



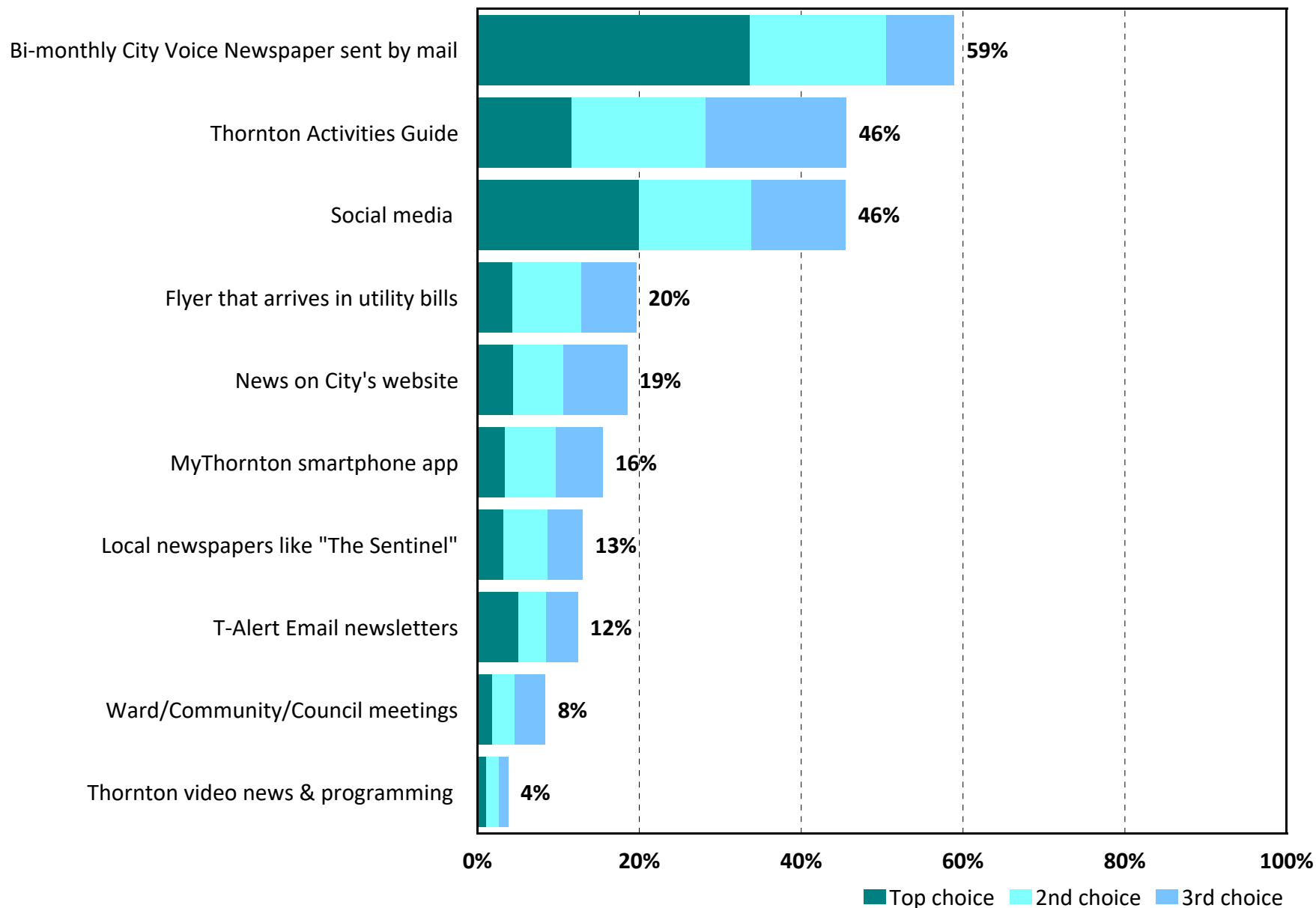
Q6. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

by percentage of respondents (multiple selections could be made)



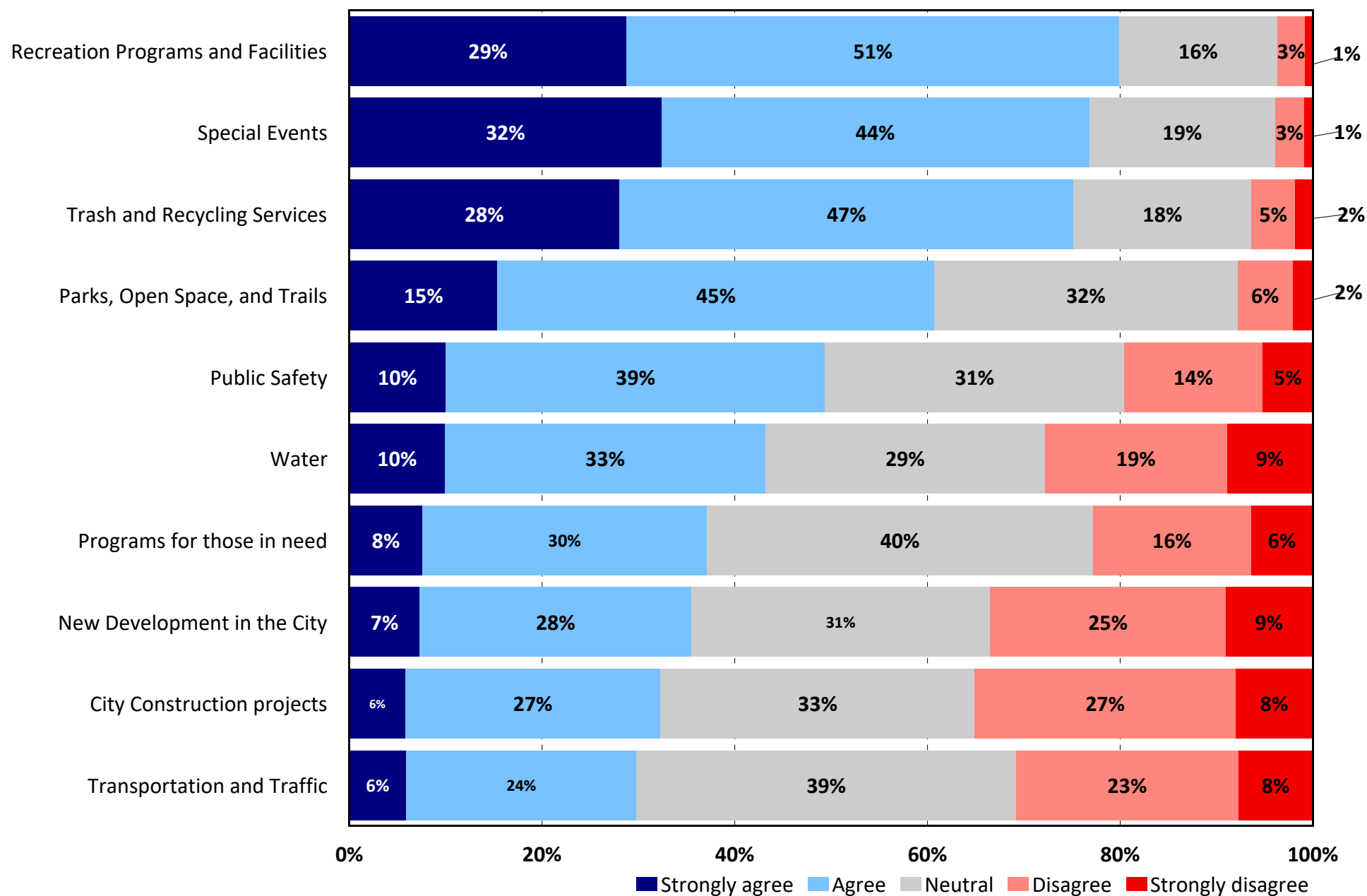
Q7. Which THREE Of the sources of information listed in Question 6 do you MOST PREFER to use?

by percentage of respondents who selected the items as one of their top three choices



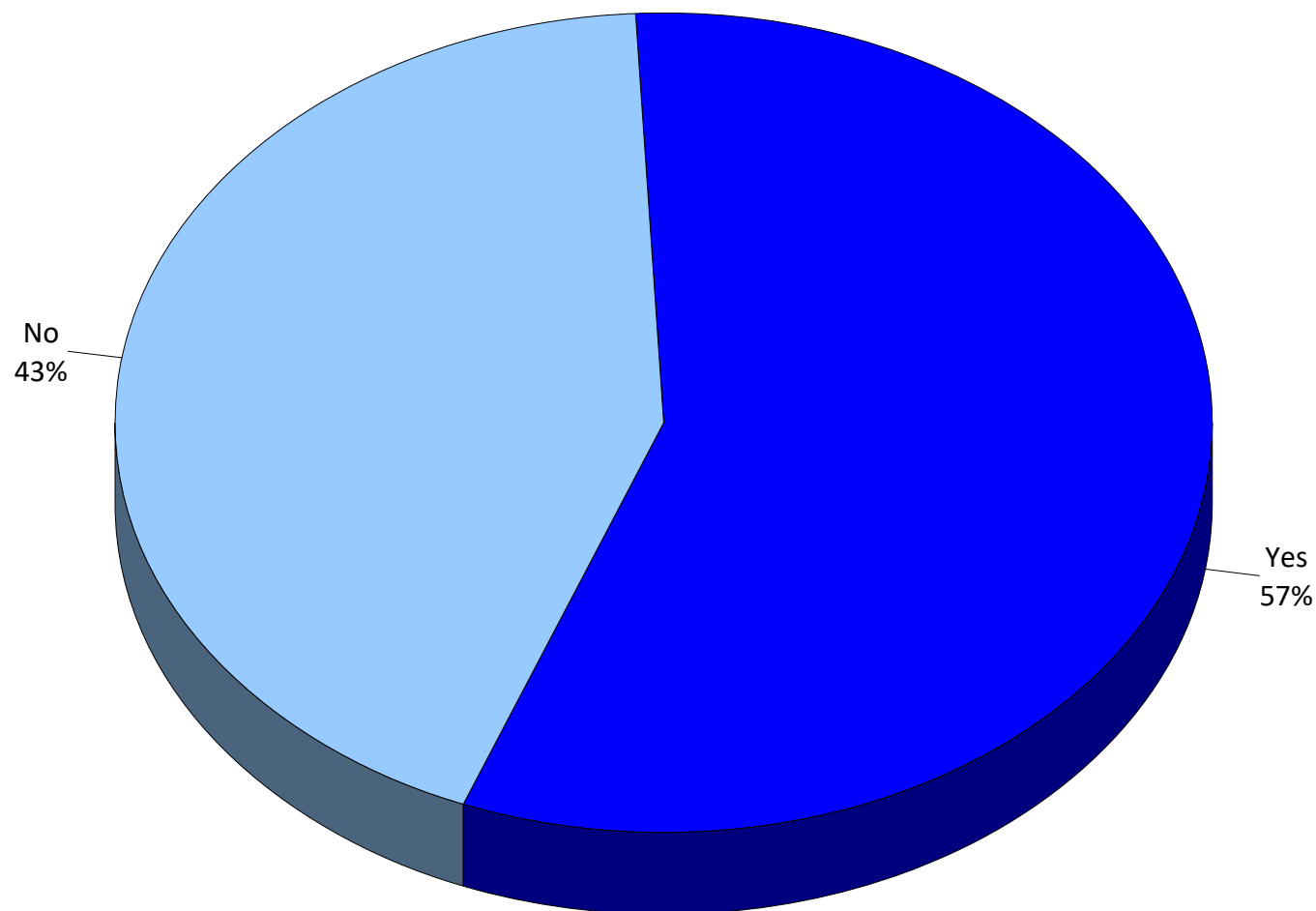
Q8. Rate your level of agreement that the City provides enough information about...

by percentage of respondents (excluding "don't know")



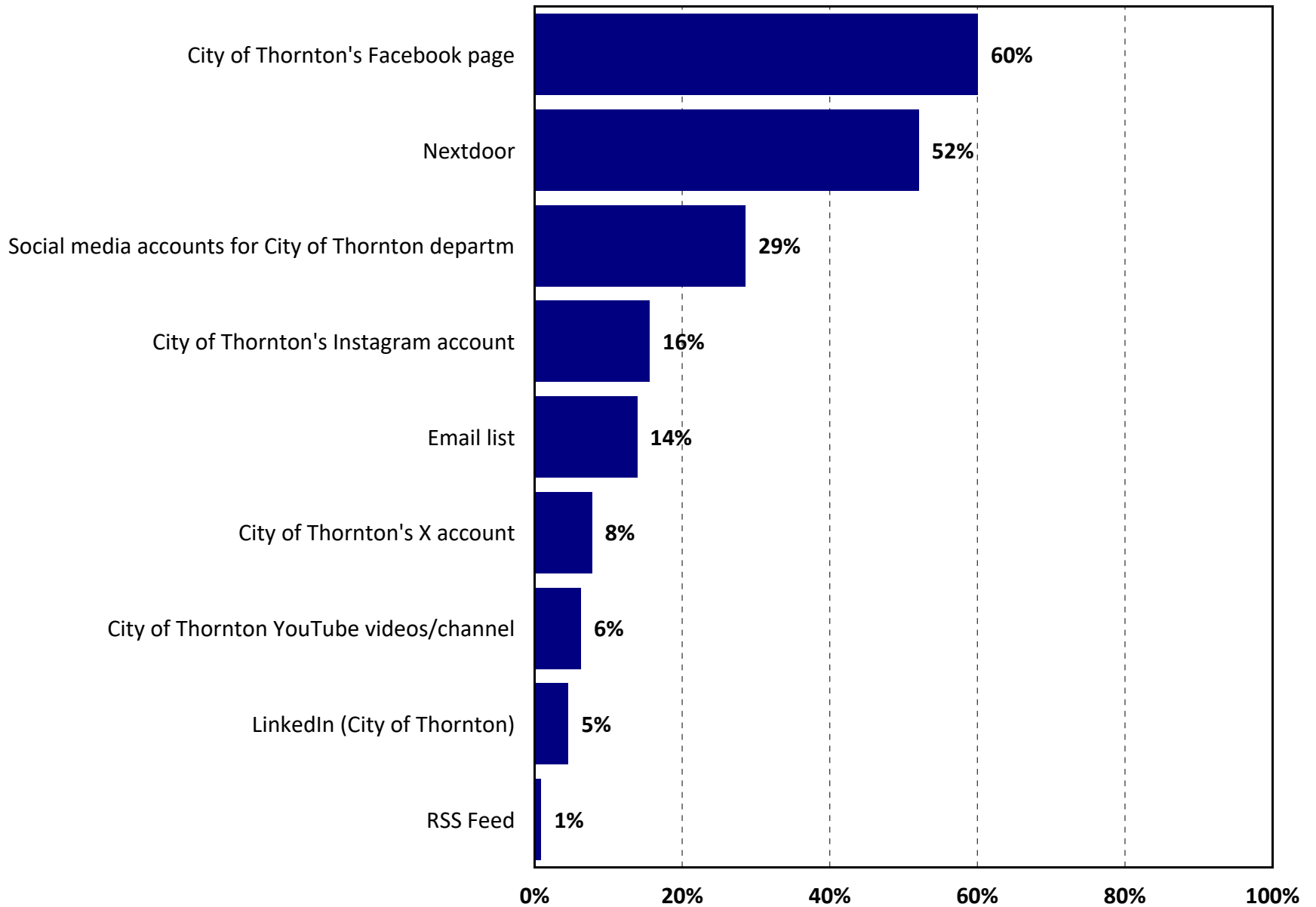
Q9. Are you aware of any of the social media accounts and/or digital communication tools the City of Thornton uses?

by percentage of respondents (excluding "not provided")



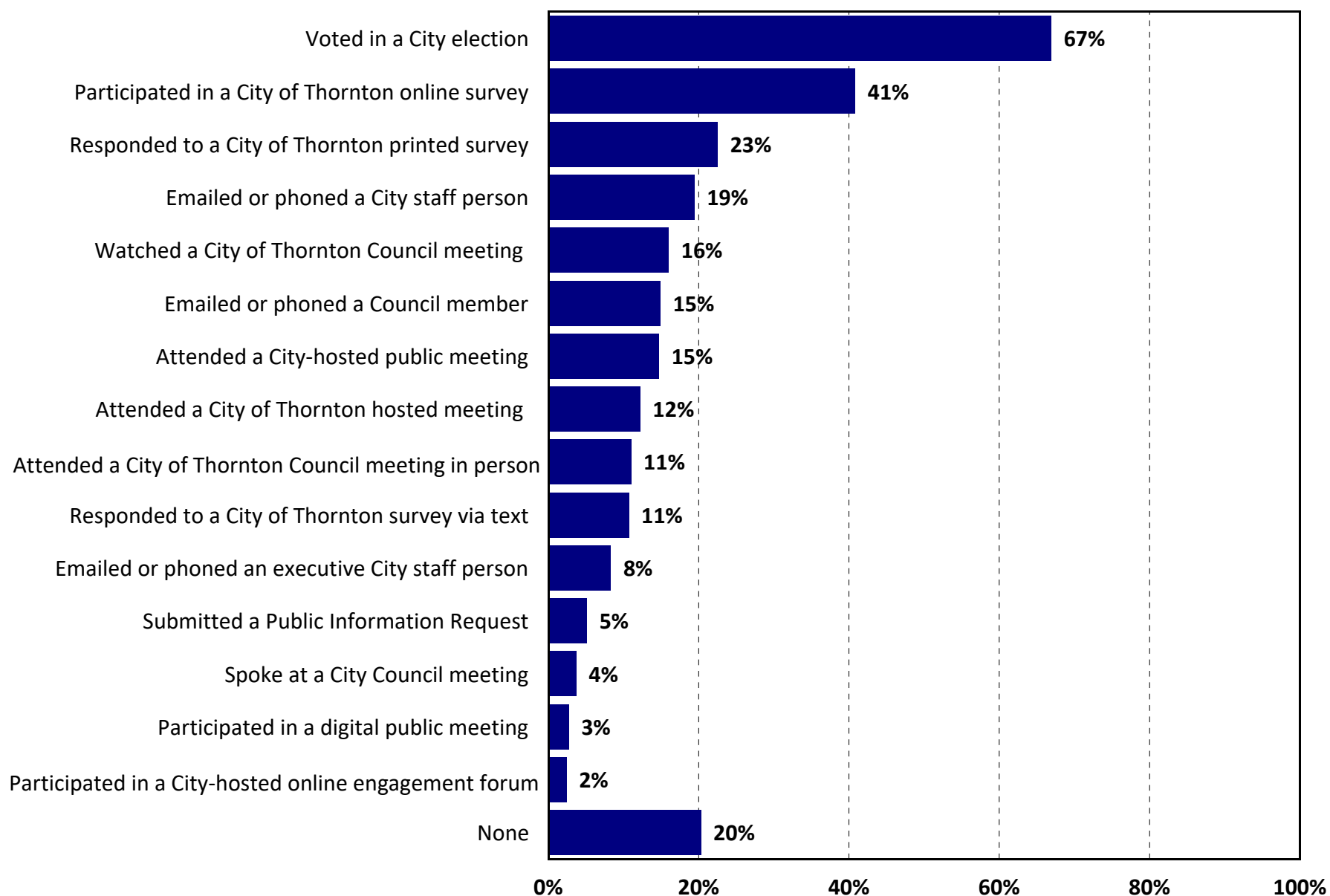
Q9a. Do you follow or subscribe to any of the following City of Thornton social media accounts and/or digital communication tools?

by percentage of respondents (multiple selections could be made)



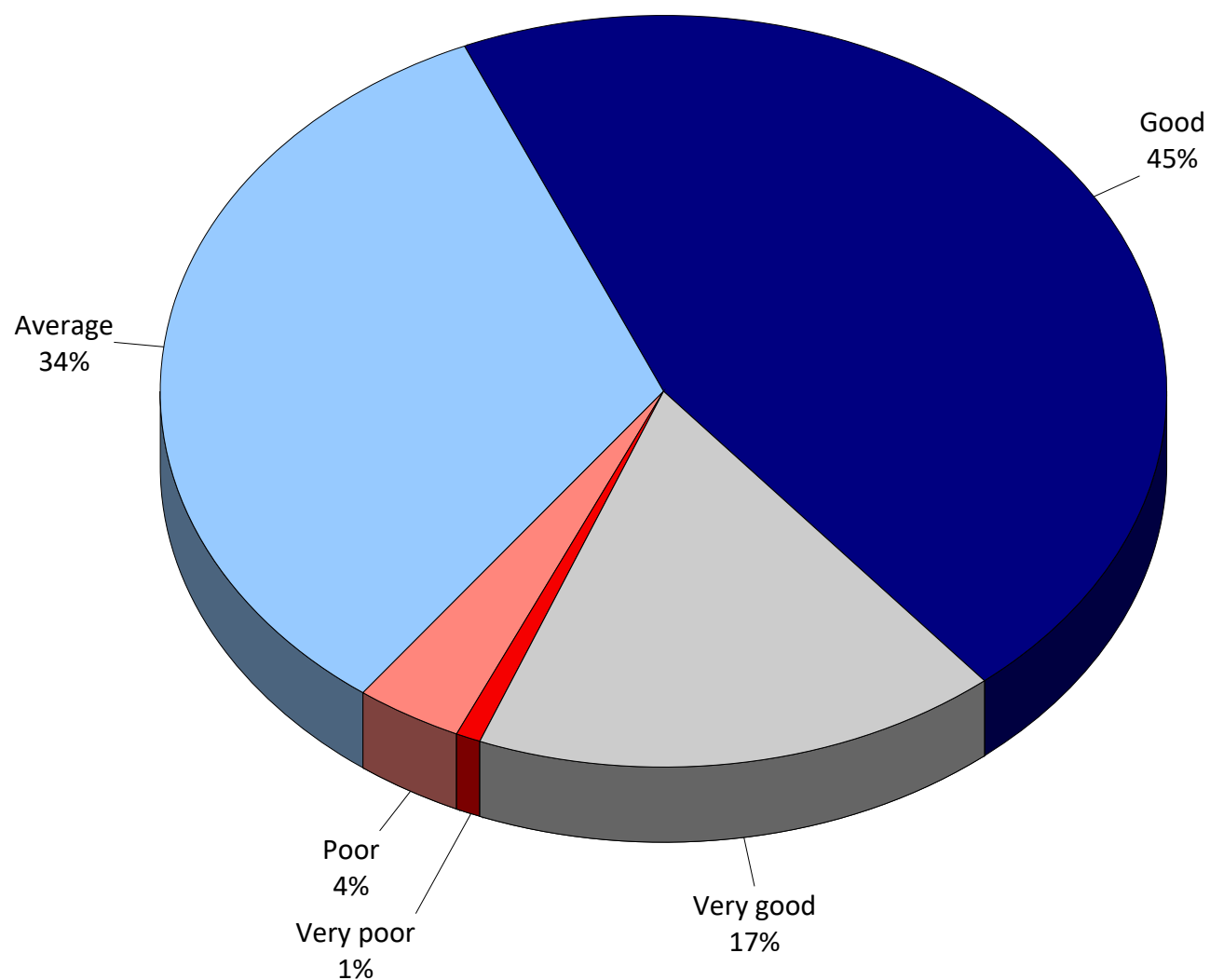
Q10. Please indicate if you have participated in any of the following engagement opportunities during the past 12 months.

by percentage of respondents (multiple selections could be made)



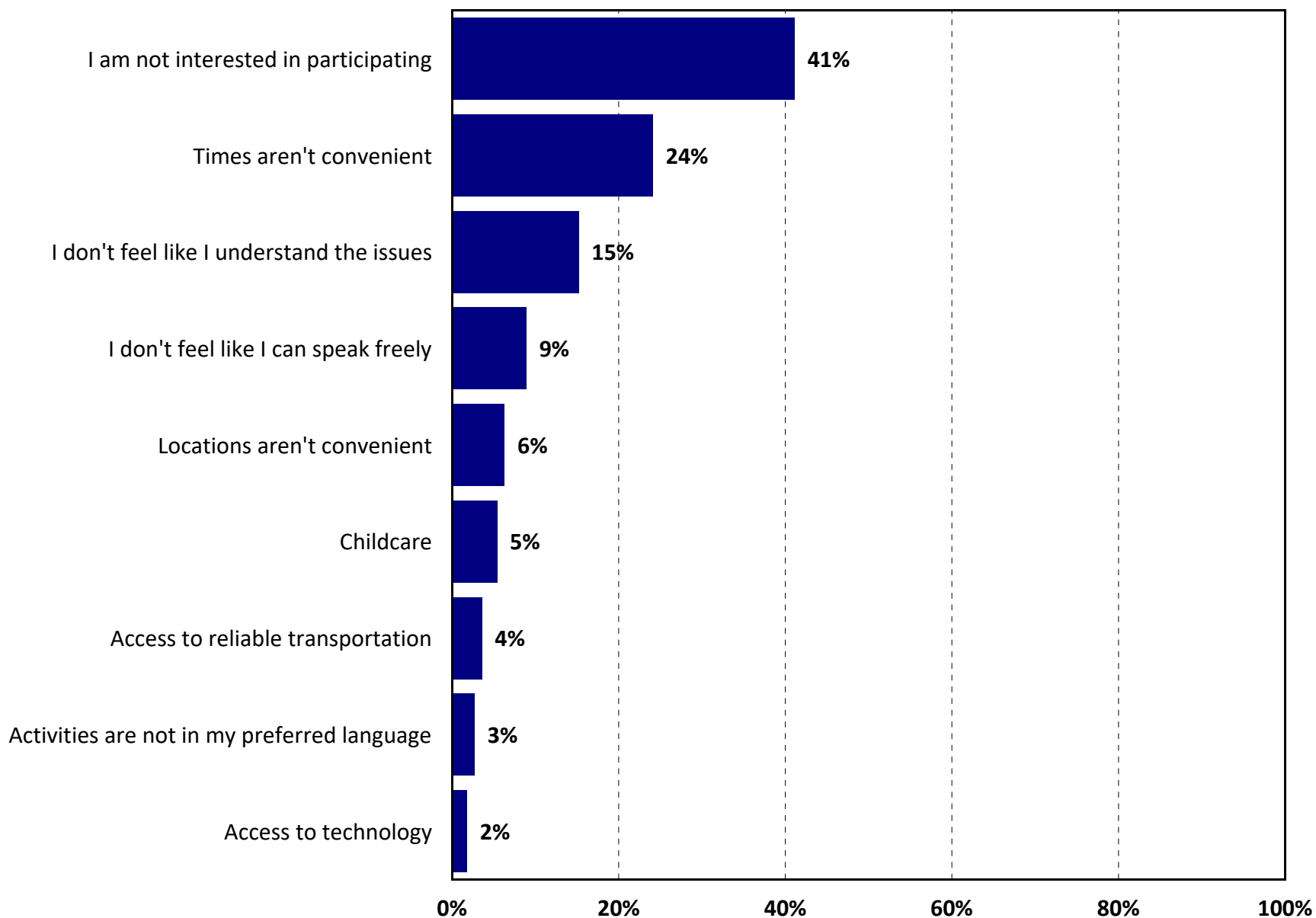
Q10a. Overall, how would you rate your experience with this/these community engagement activities?

by percentage of respondents (excluding "not provided")



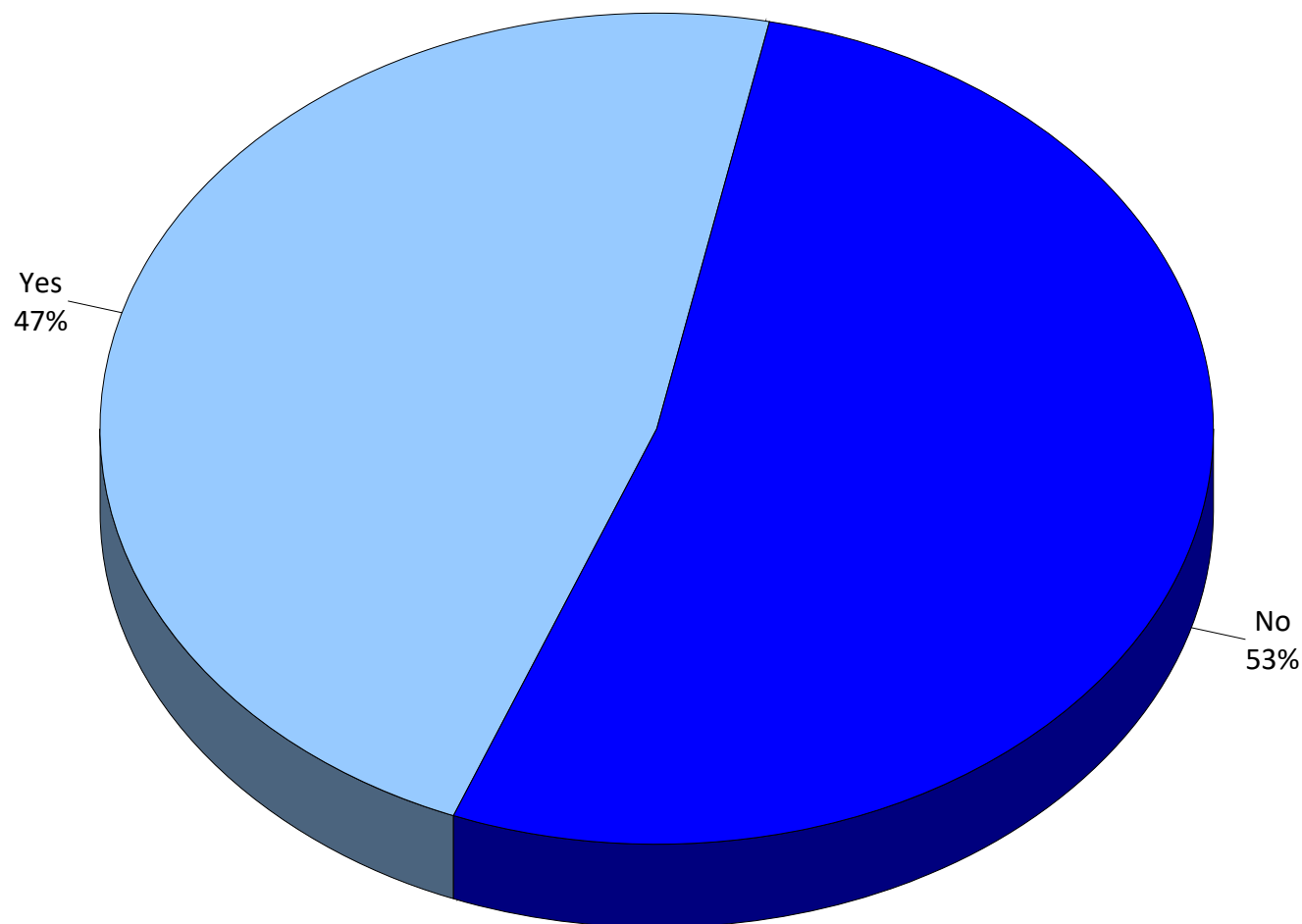
Q10c. Are there any difficulties or barriers that keep you from participating in the activities listed in Question 10?

by percentage of respondents who answered "none" to Question 10



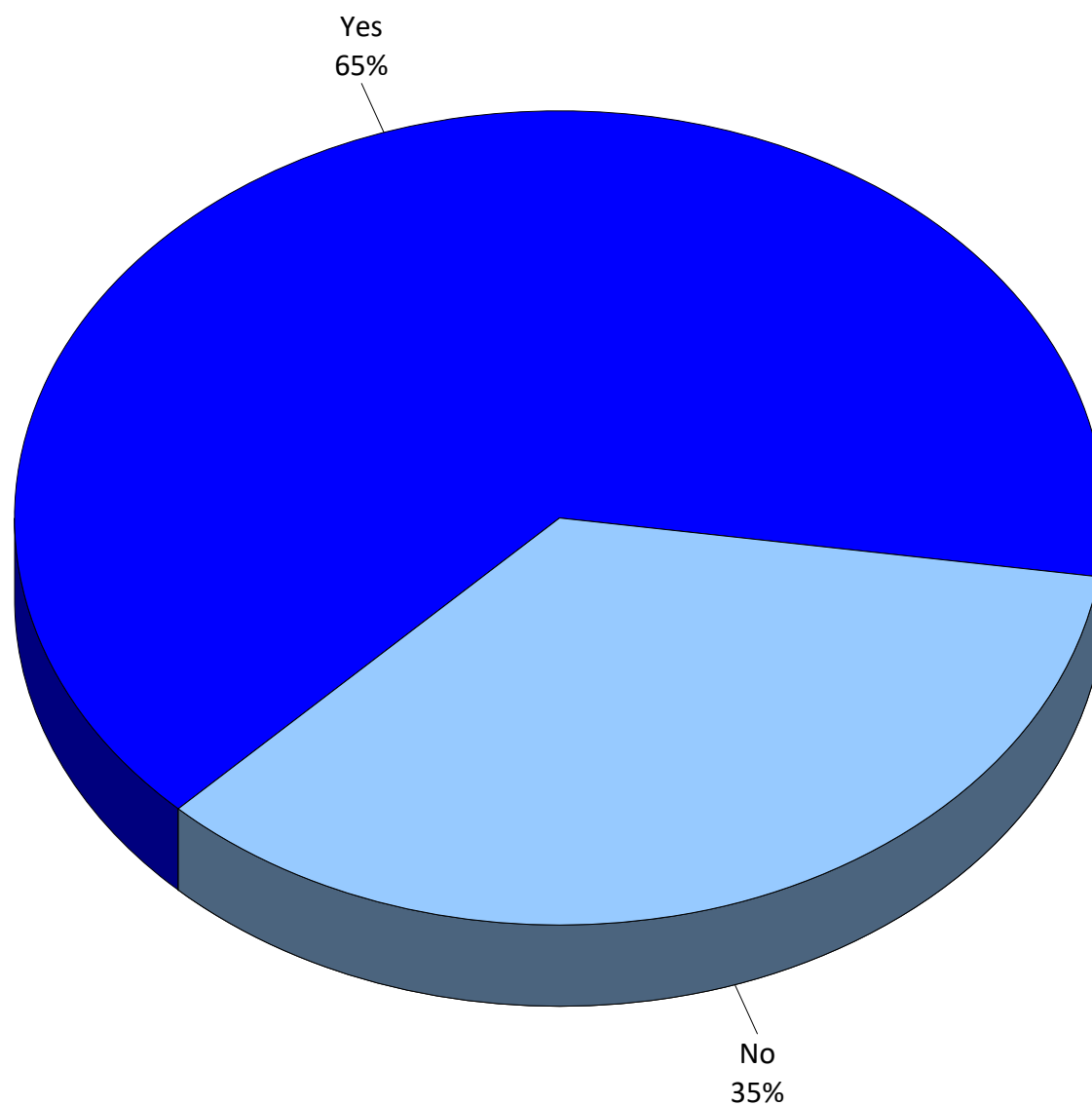
Q10d. If the difficulties/barriers listed in Question 10c were eliminated or reduced, would you be more likely to participate?

by percentage of respondents who answered "none" to Question 10 (excluding "not provided")



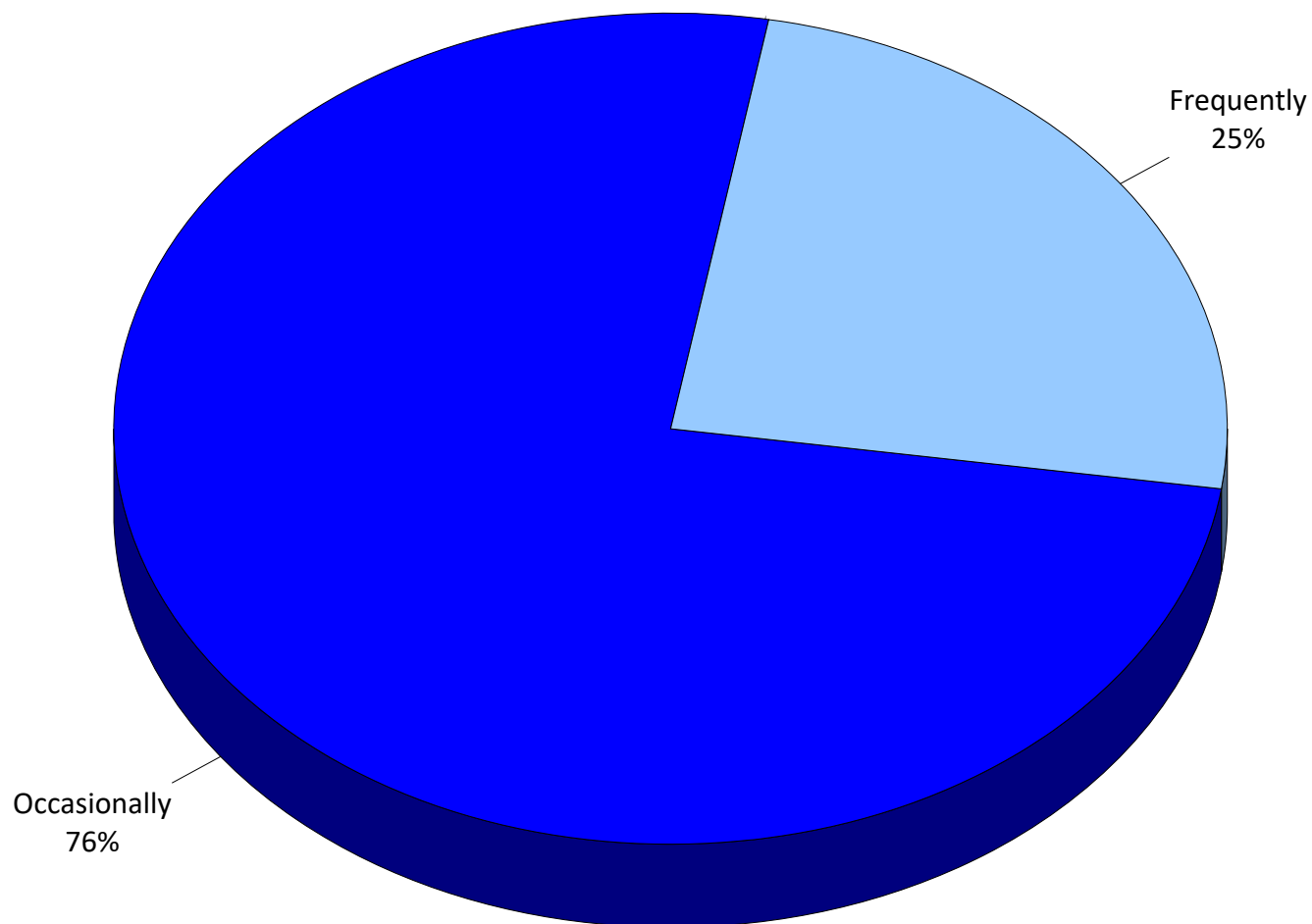
Q11. Have you used the City of Thornton's website within the past 6 months?

by percentage of respondents (excluding "not provided")



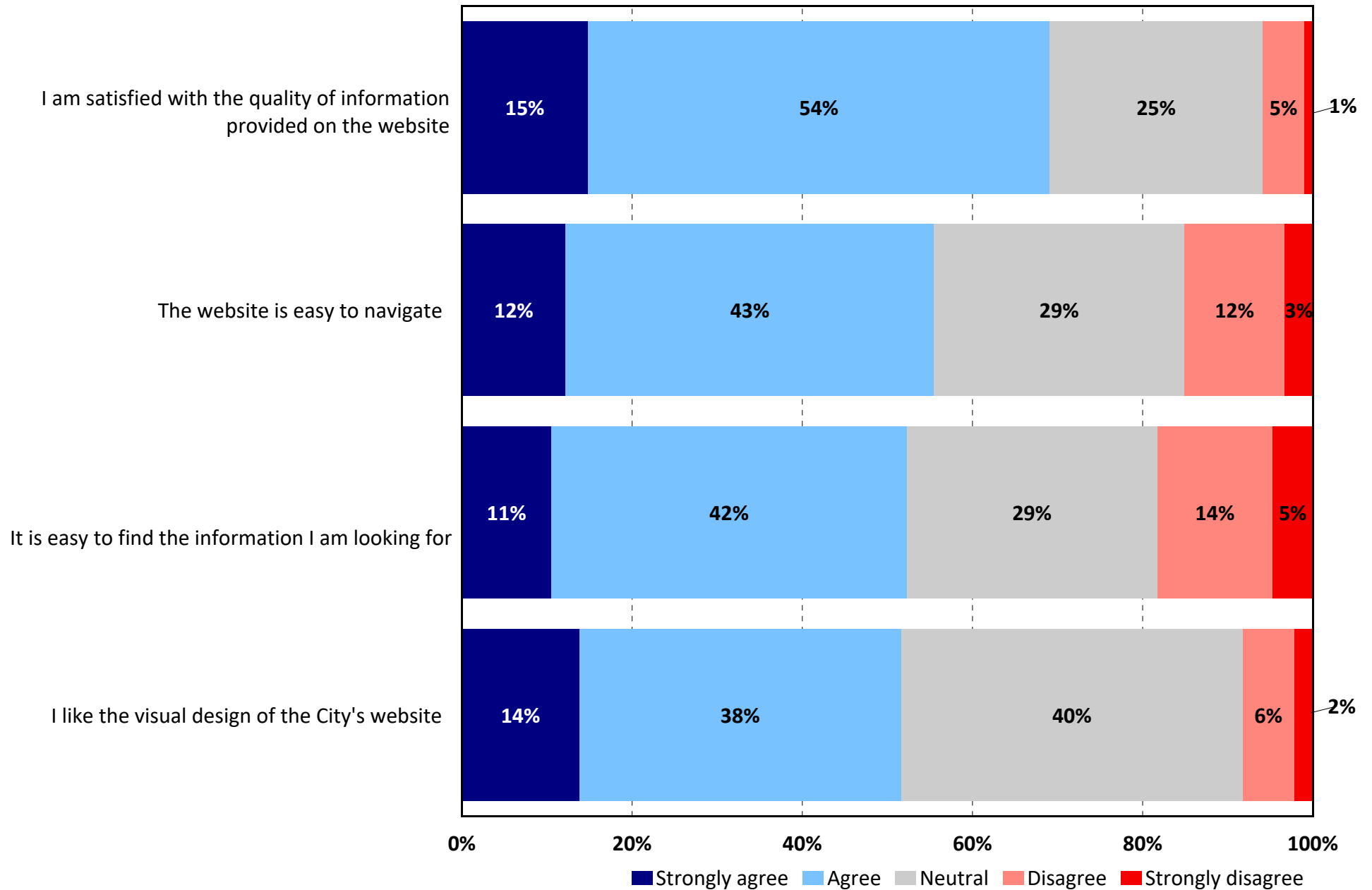
Q11a. How often have you visited the City of Thornton's website during the past 6 months?

by percentage of respondents who answered "yes" to Question 11 (excluding "not provided")



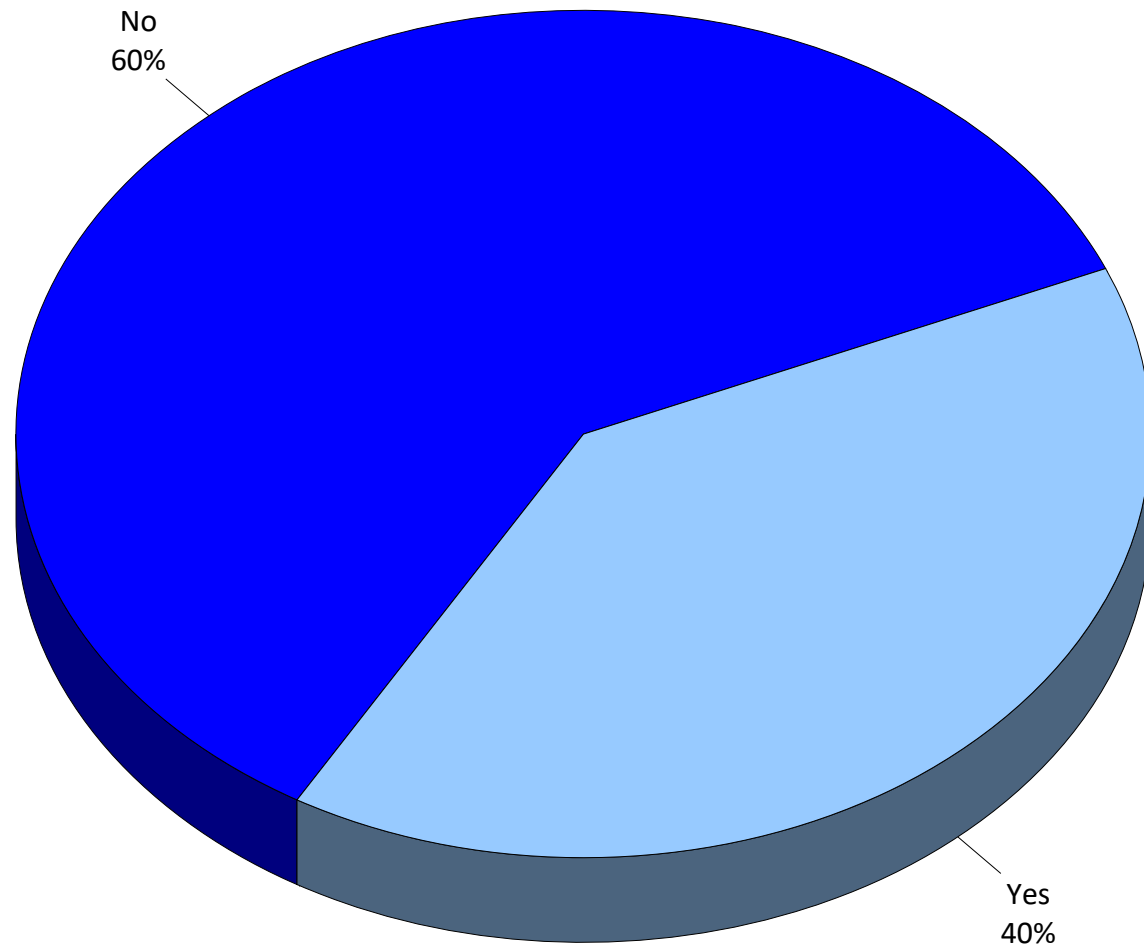
Q11b. City's website

by percentage of respondents who answered "yes" to Question 11 (excluding "don't know")



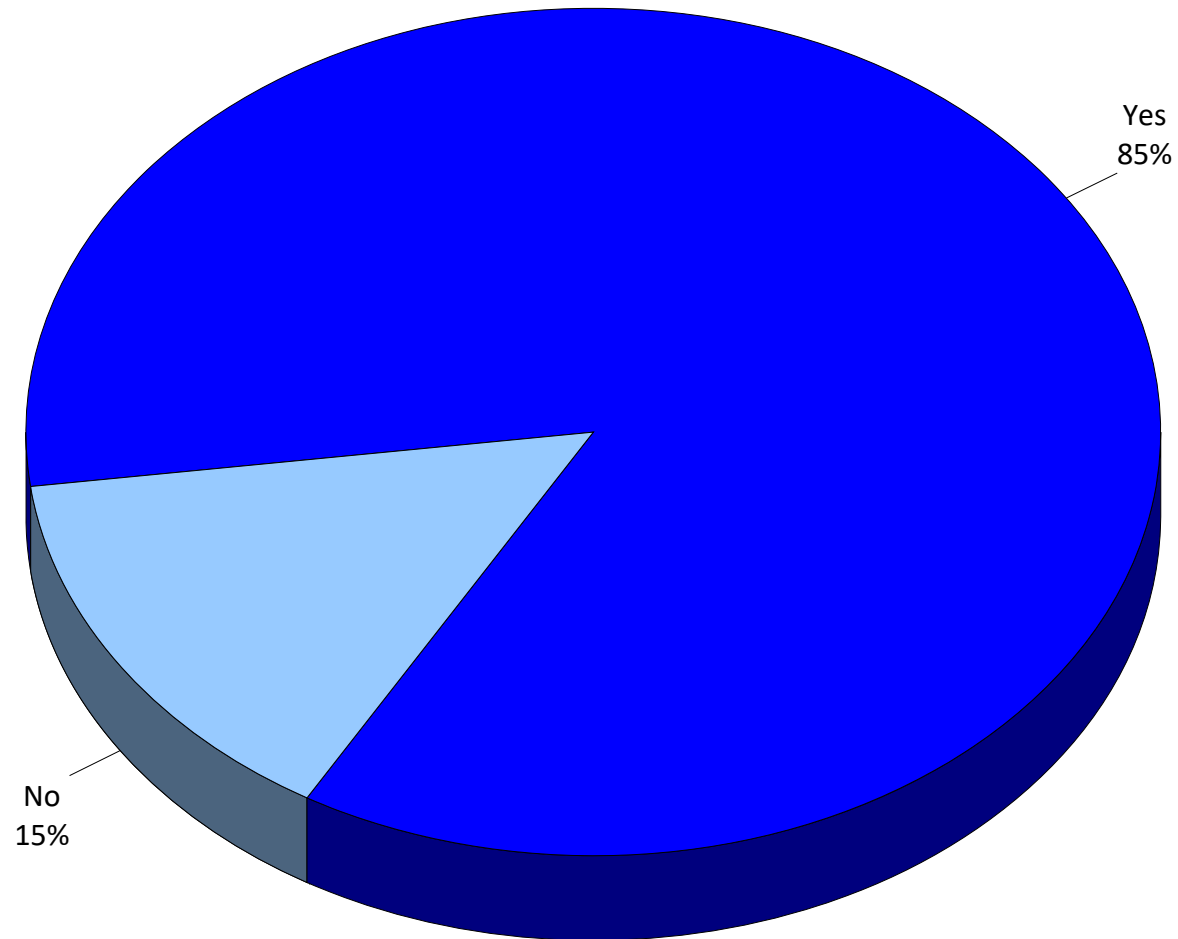
Q12. Have you ever had to call 911 for police support in Thornton?

by percentage of respondents (excluding “not provided”)



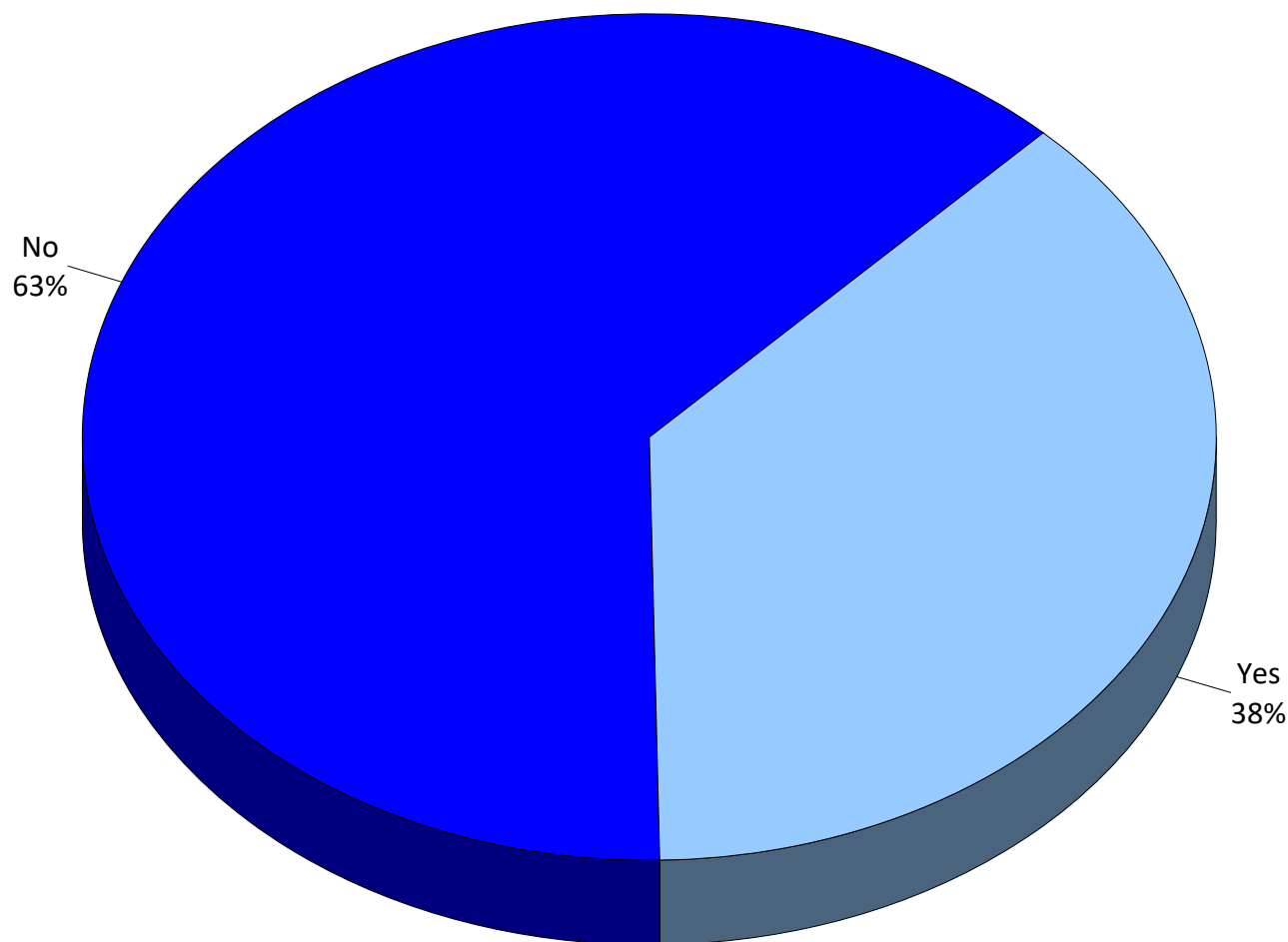
Q12a. Did you find the police response to be timely and professional?

by percentage of respondents who have had interactions with Police support (excluding “not provided”)



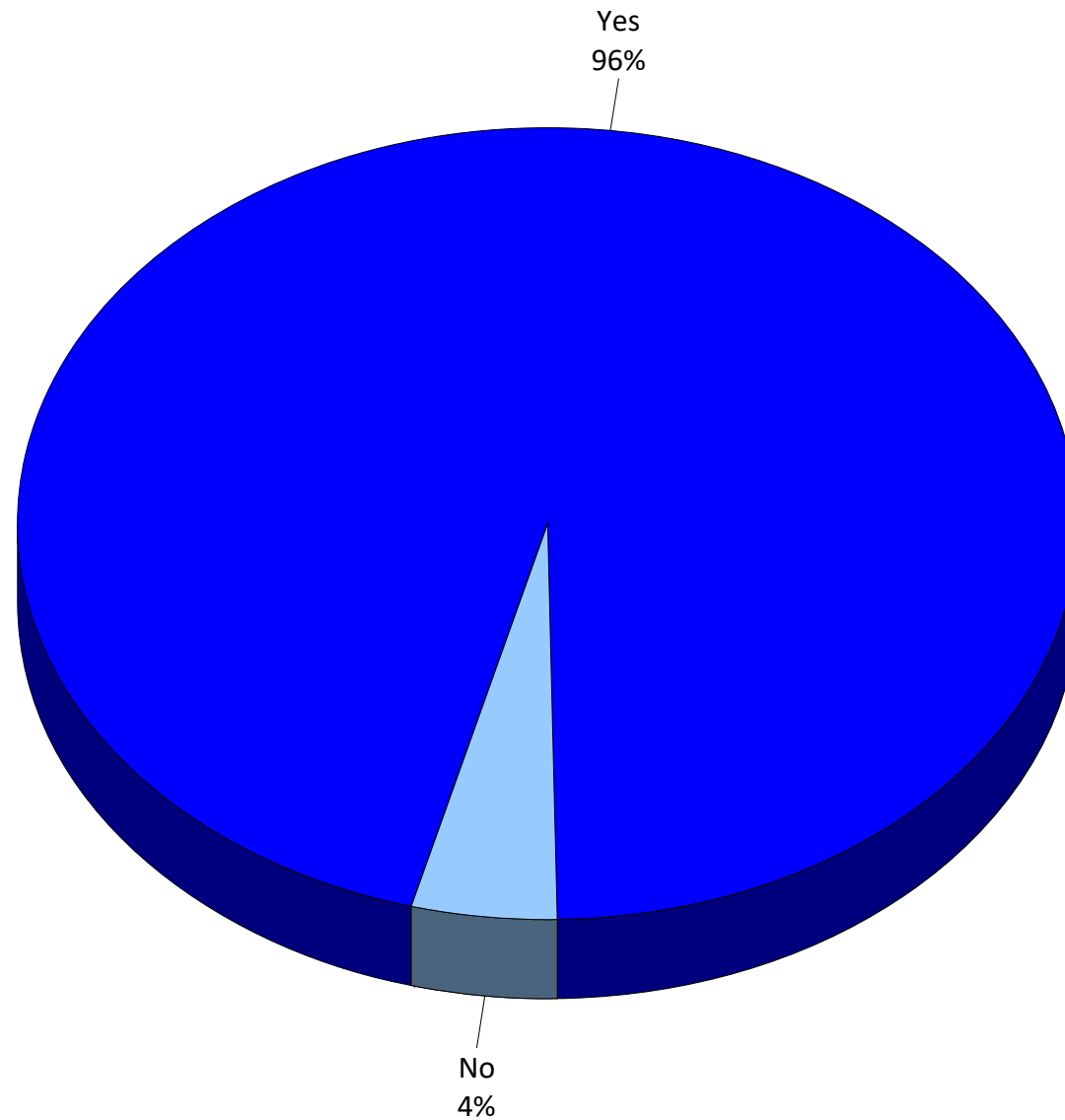
Q13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?

by percentage of respondents (excluding “not provided”)



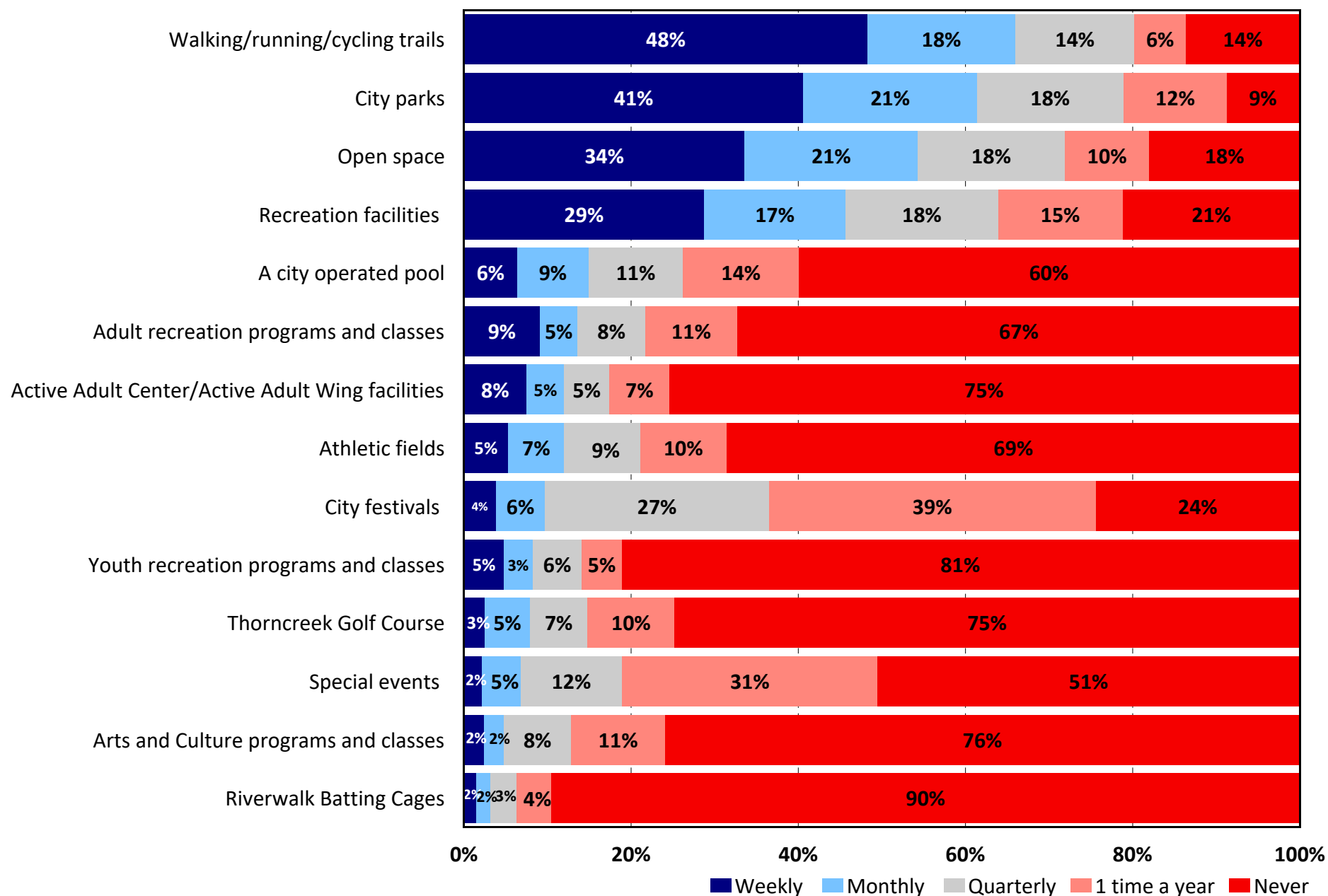
Q13a. Did you find the Fire/EMS response to be timely and professional?

by percentage of respondents who have had an interaction with Fire/Emergency Medical services support (excluding “not provided”)



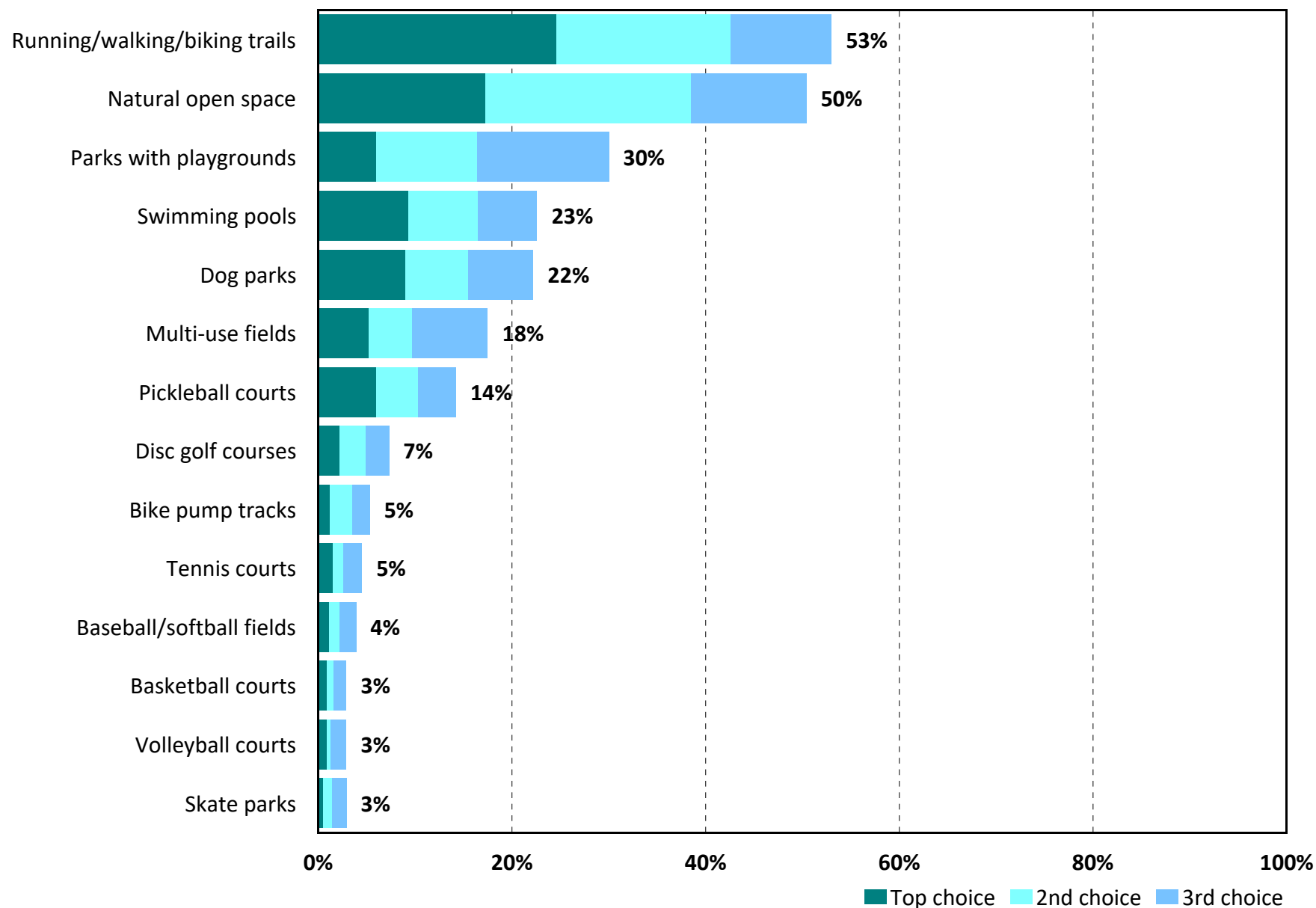
Q14. Use of Facilities

by percentage of respondents (excluding "don't know")



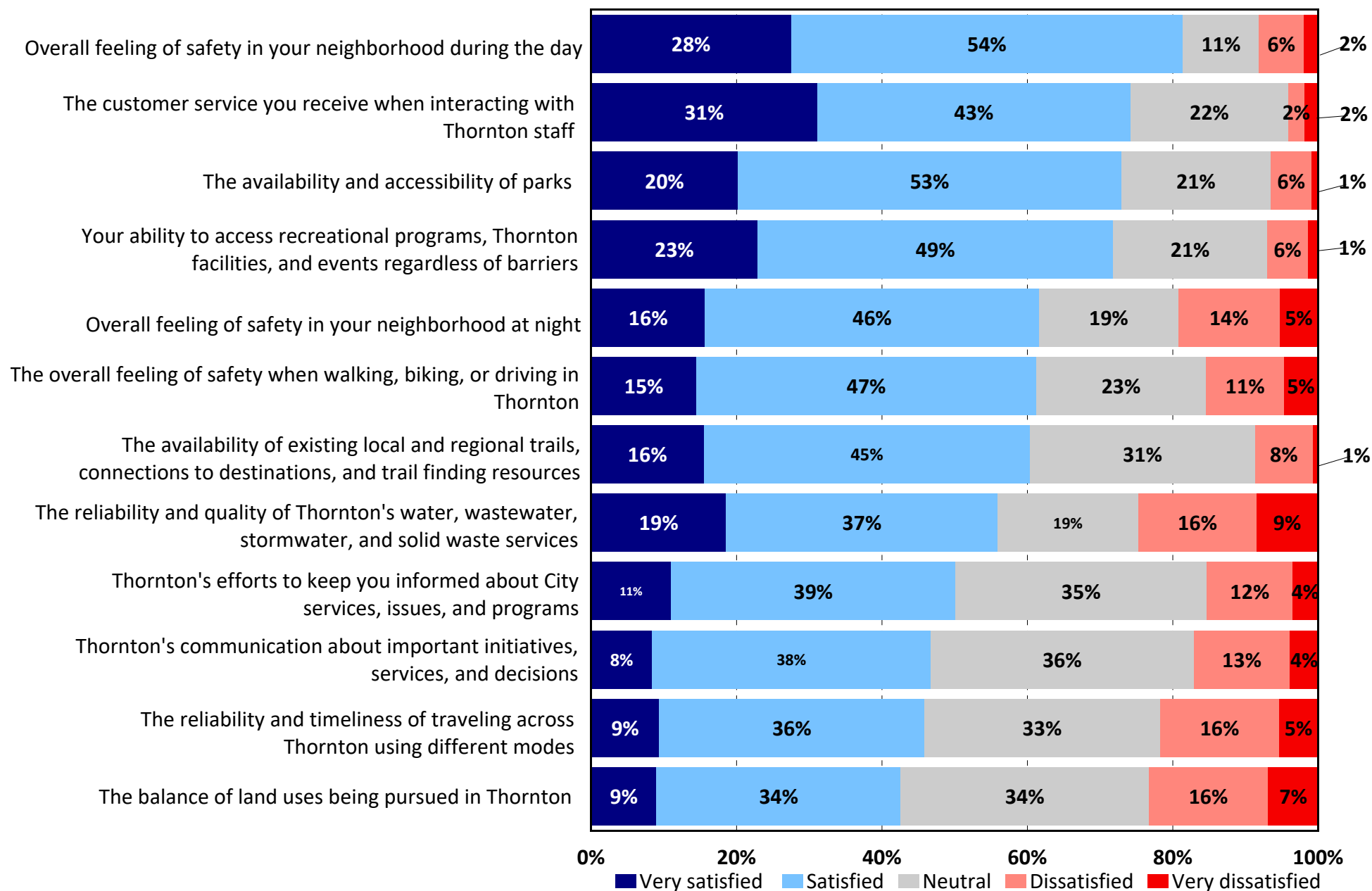
Q15. From the list below, please select the **THREE** improvements that are **MOST IMPORTANT** to you and the members of your household.

by percentage of respondents who selected the items as one of their top three choices



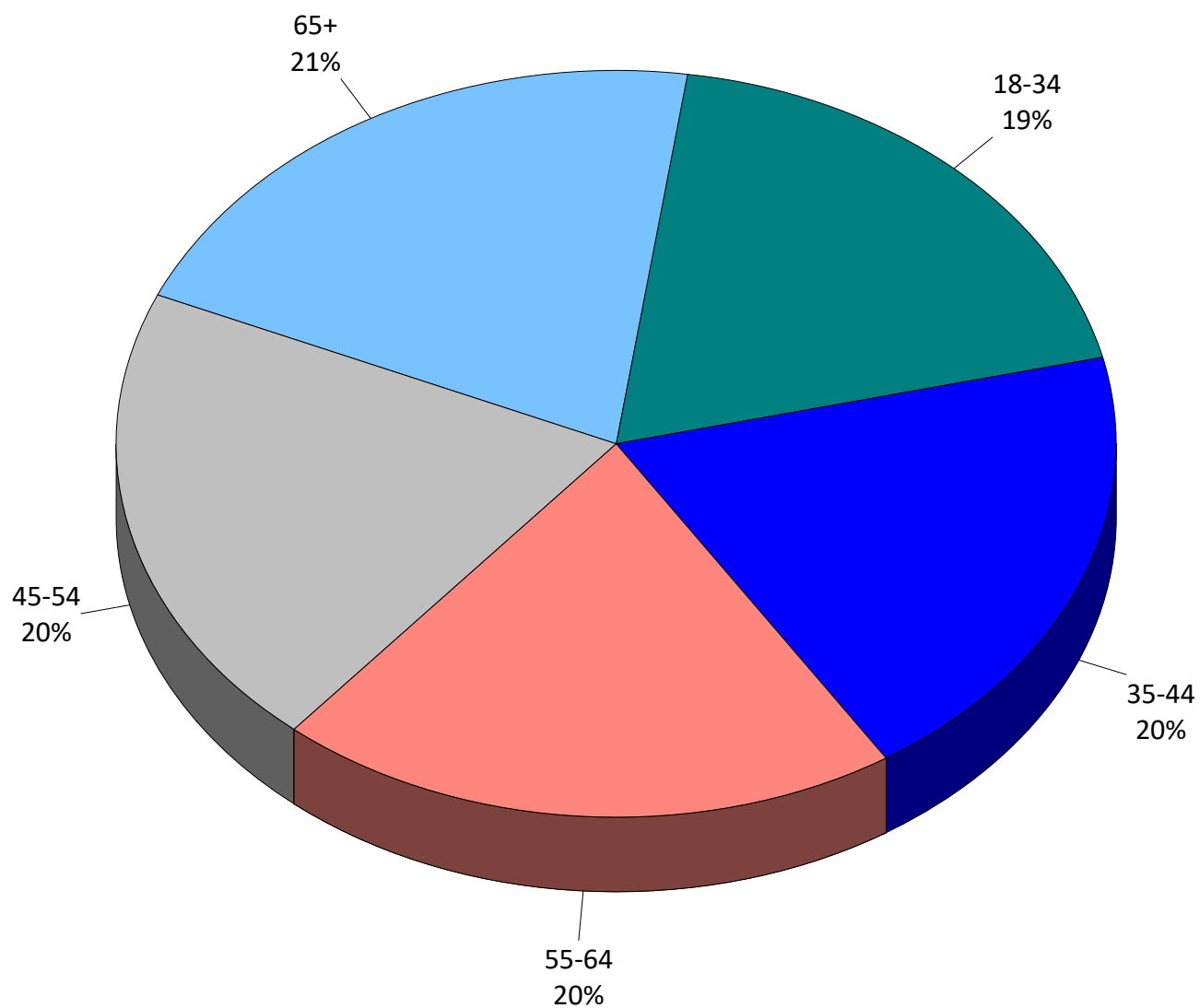
Q16. Overall Satisfaction with Additional City Services

by percentage of respondents (excluding "don't know")



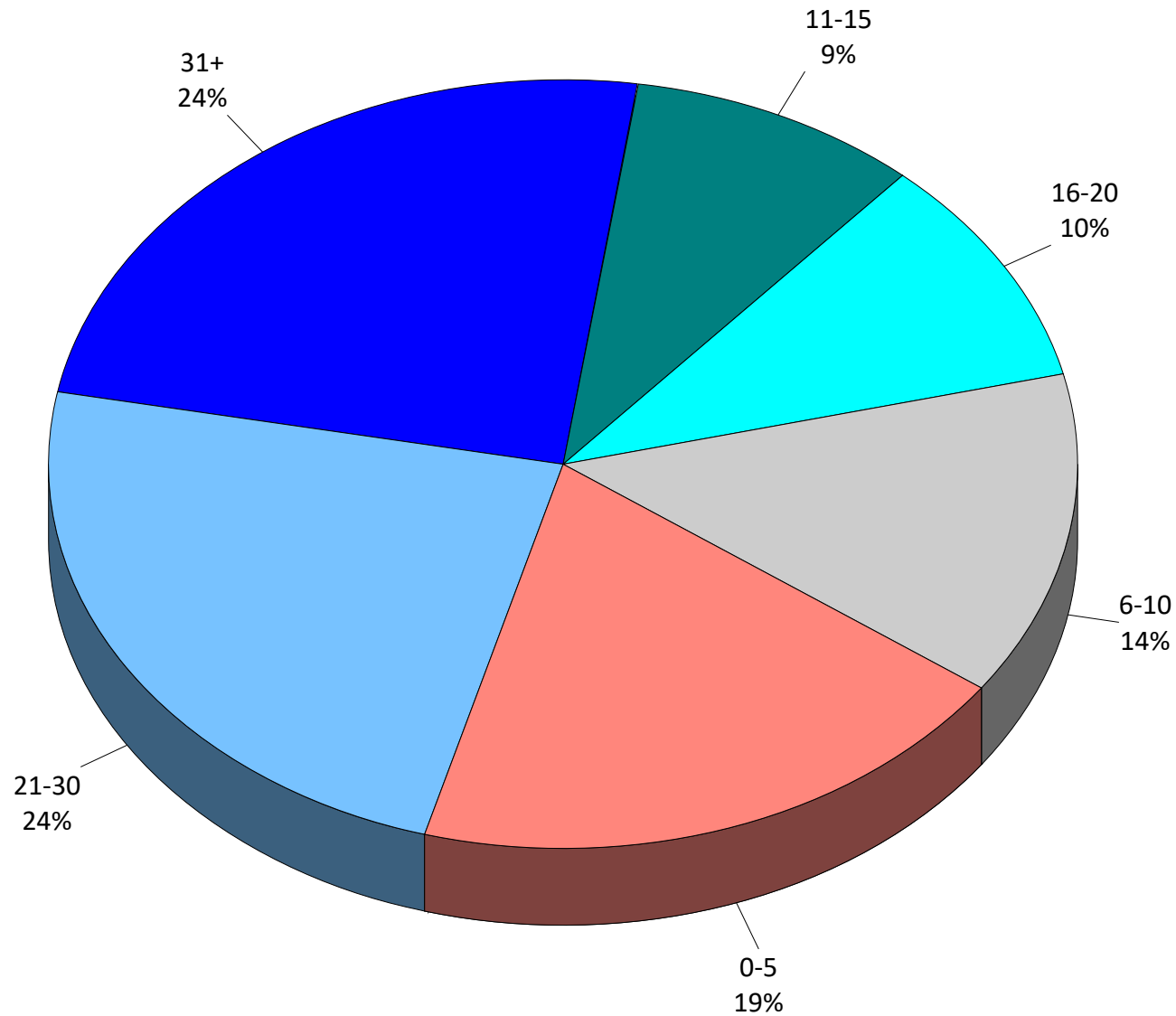
Q17. What is your age?

by percentage of respondents (excluding "not provided")



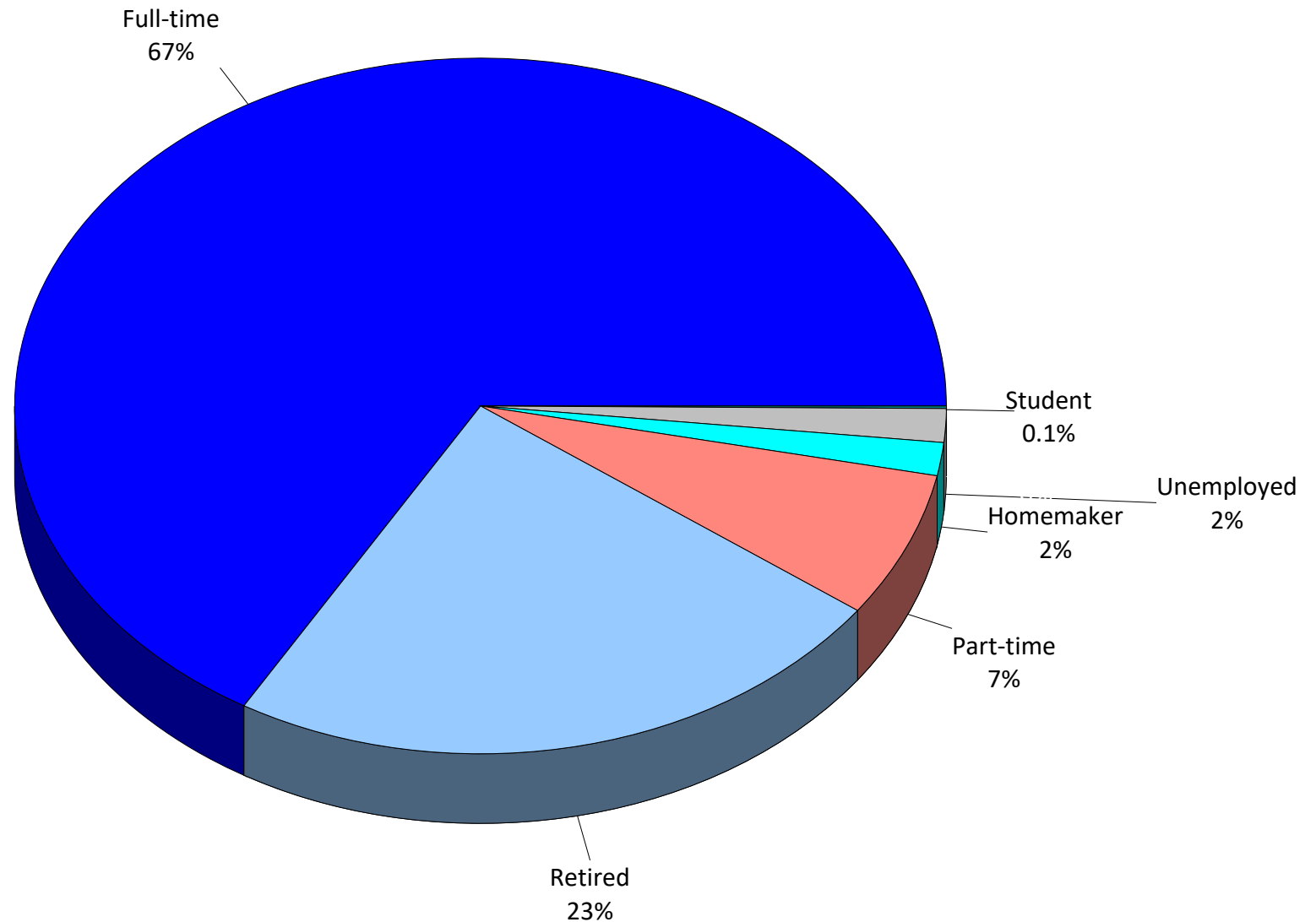
Q18. How many years have you lived in Thornton?

by percentage of respondents (excluding "not provided")



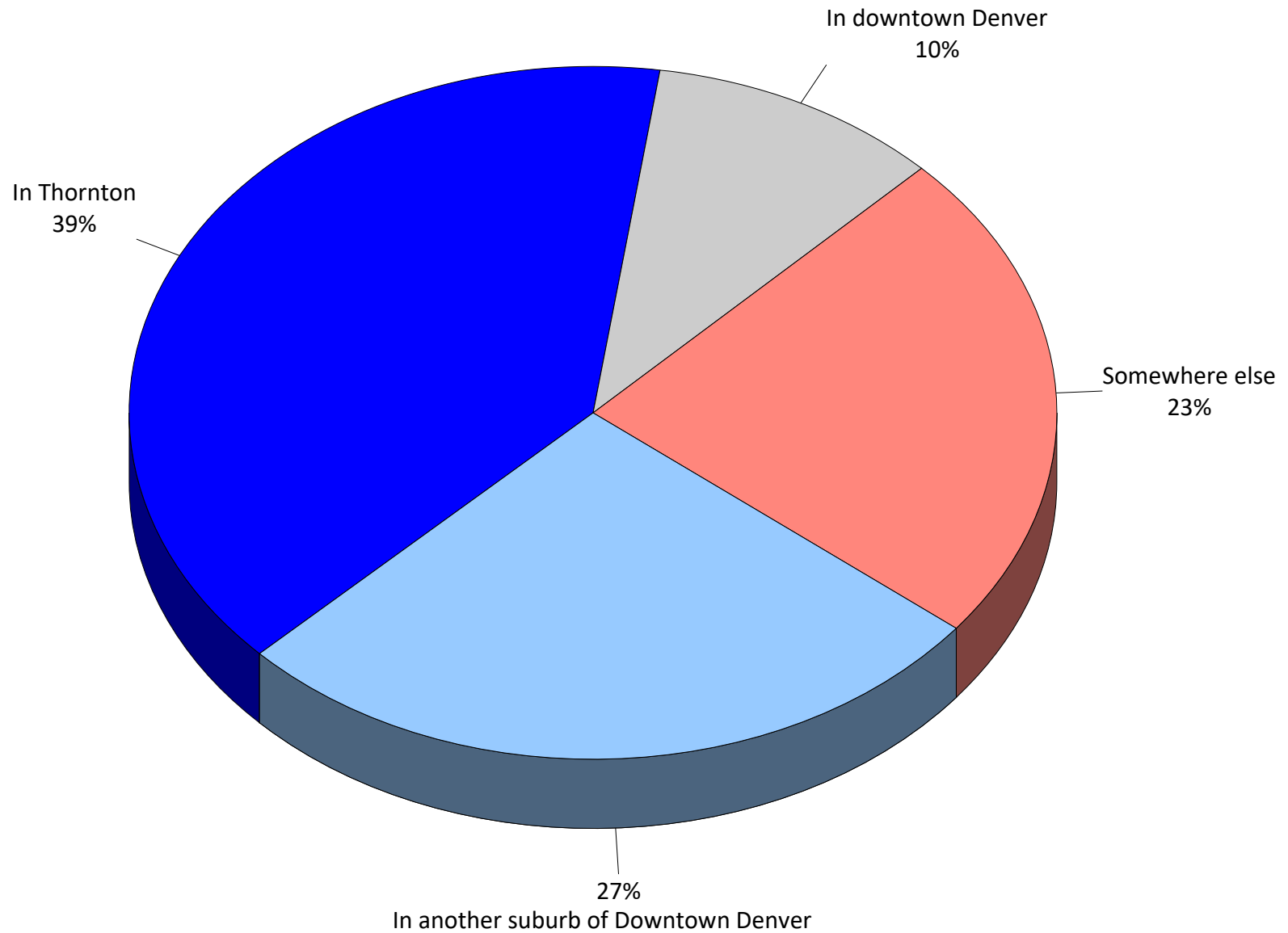
Q19. Which of the following best describes your current employment status?

by percentage of respondents (excluding "not provided")



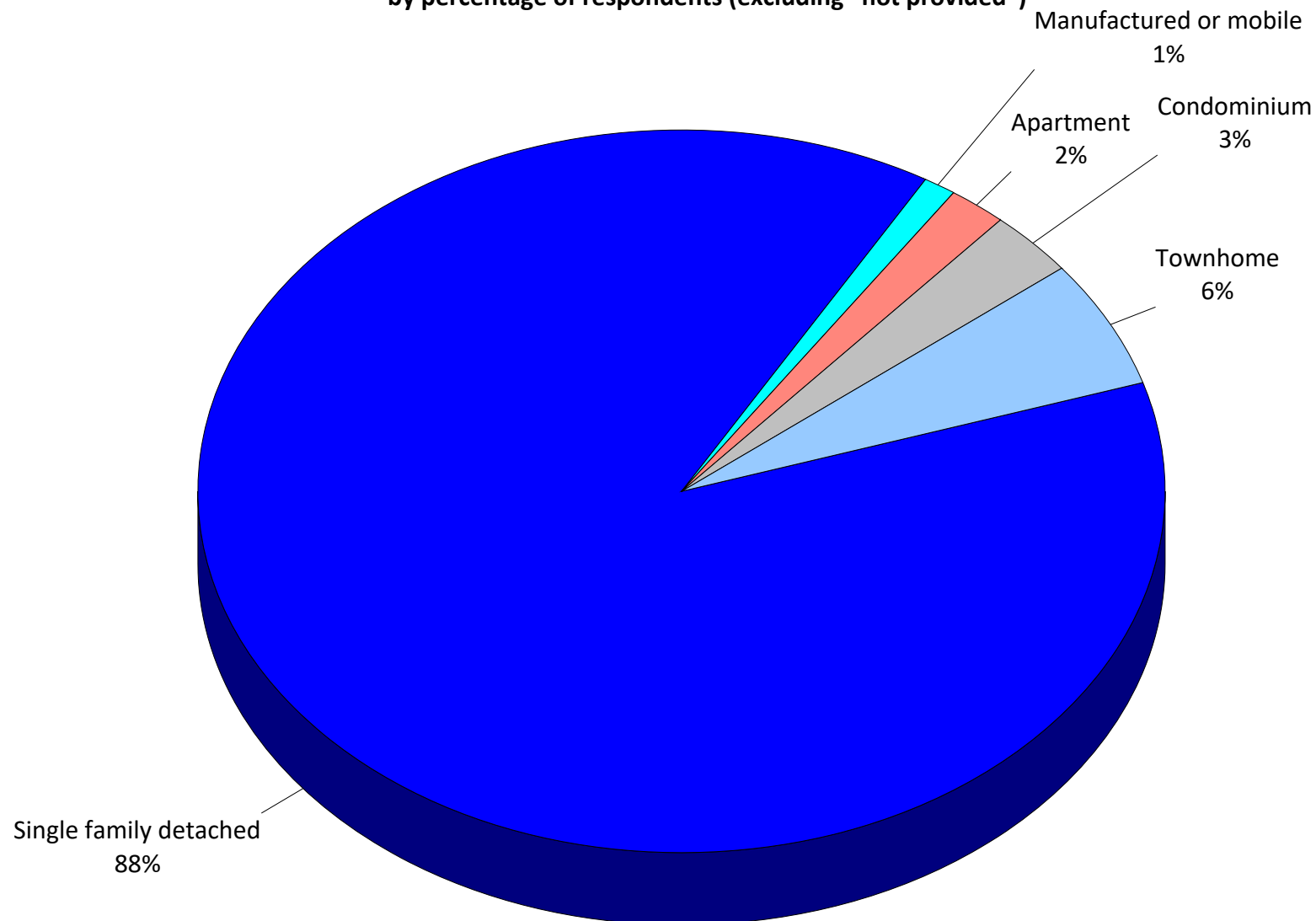
Q19a. Where do you mostly work?

by percentage of respondents (excluding "not provided")

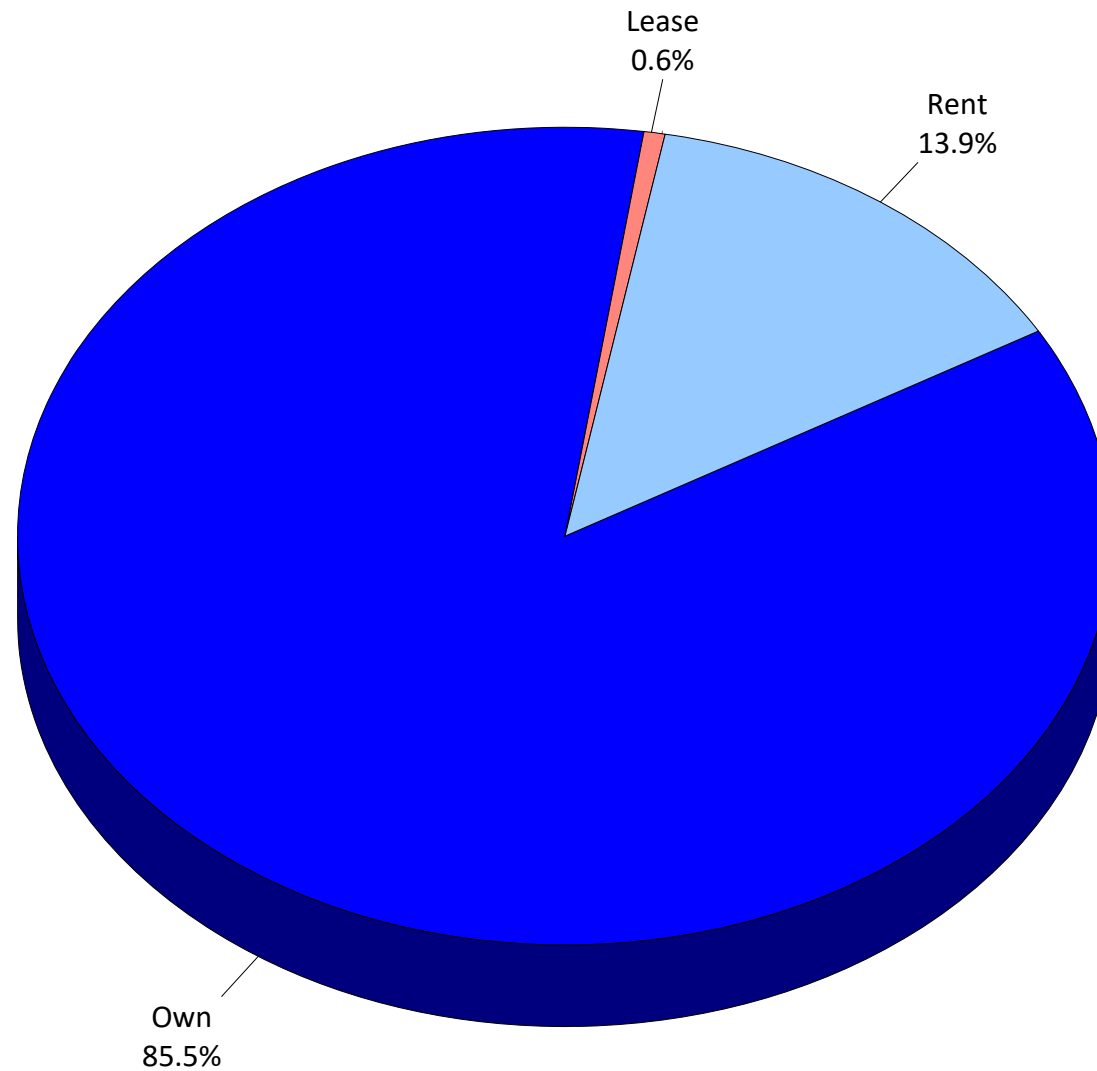


Q20. Which of the following best describes your primary current residence in Thornton?

by percentage of respondents (excluding "not provided")

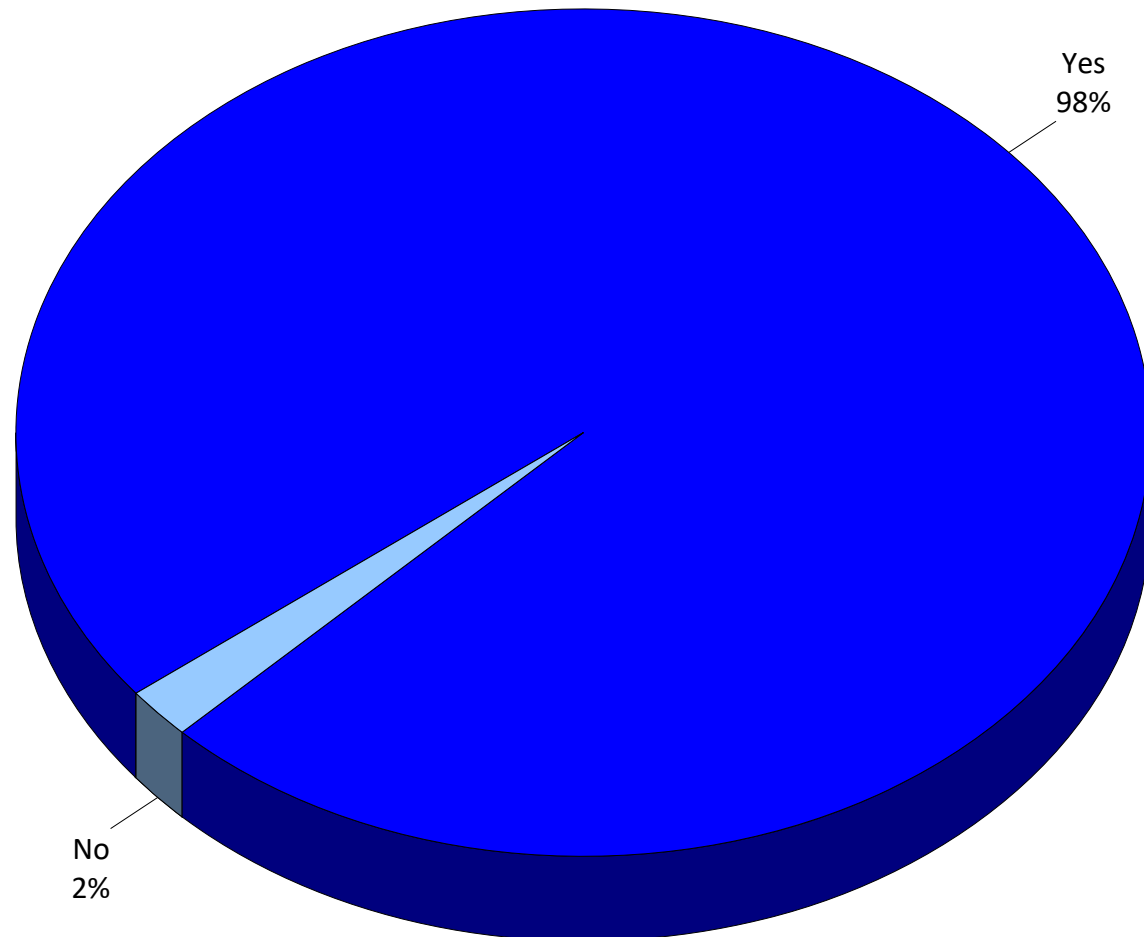


Q21. Do you own, rent, or lease your current residence?
by percentage of respondents (excluding "not provided")



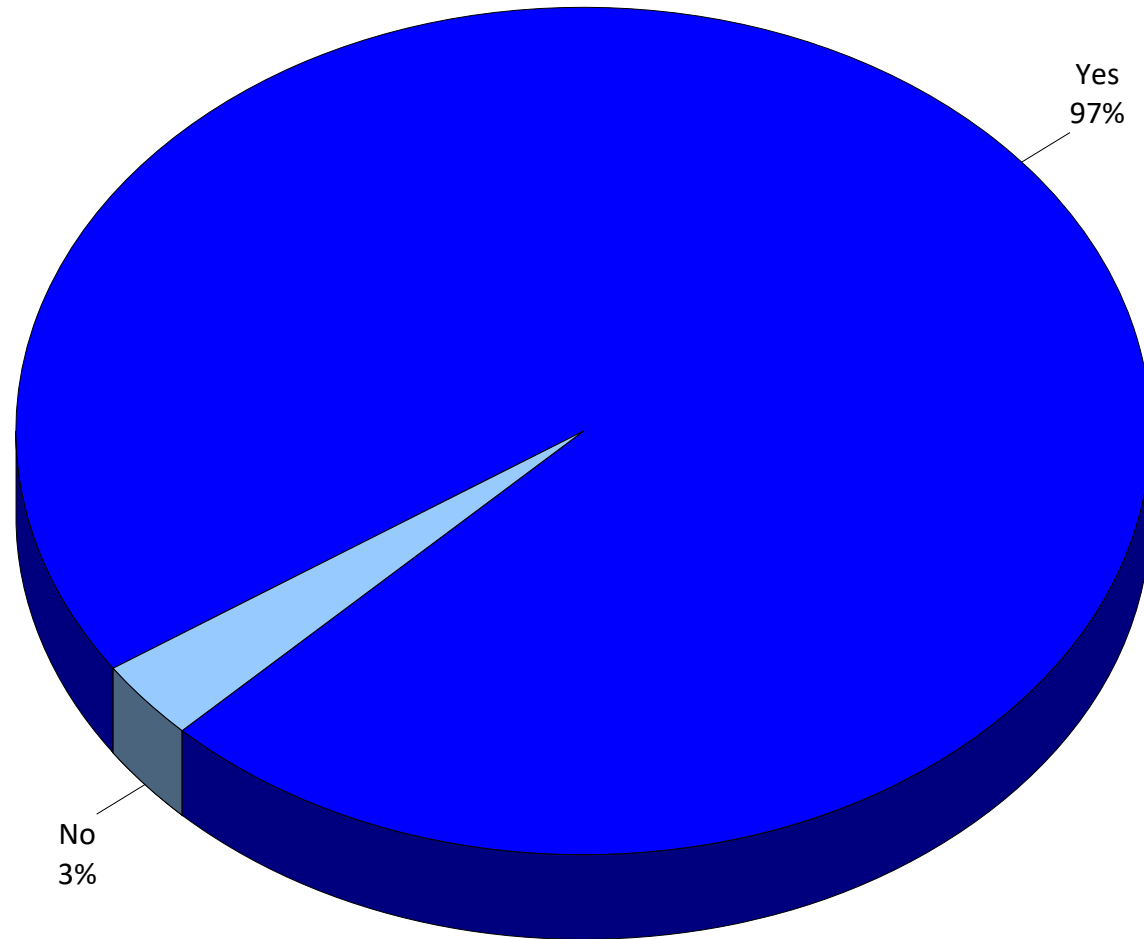
Q22. Do you have internet service at your house?

by percentage of respondents (excluding “not provided”)



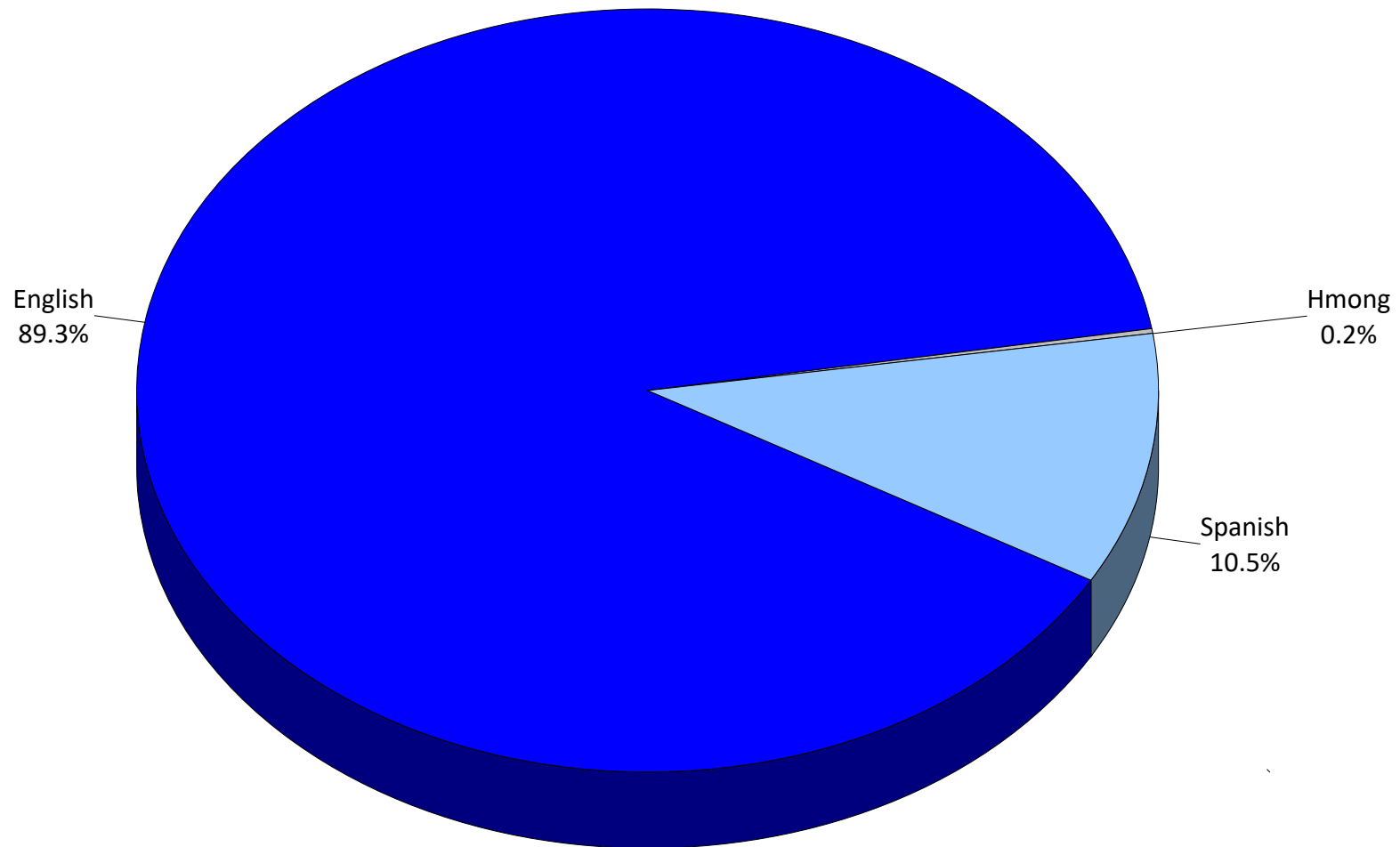
Q23. Do you own a smart phone?

by percentage of respondents (excluding “not provided”)



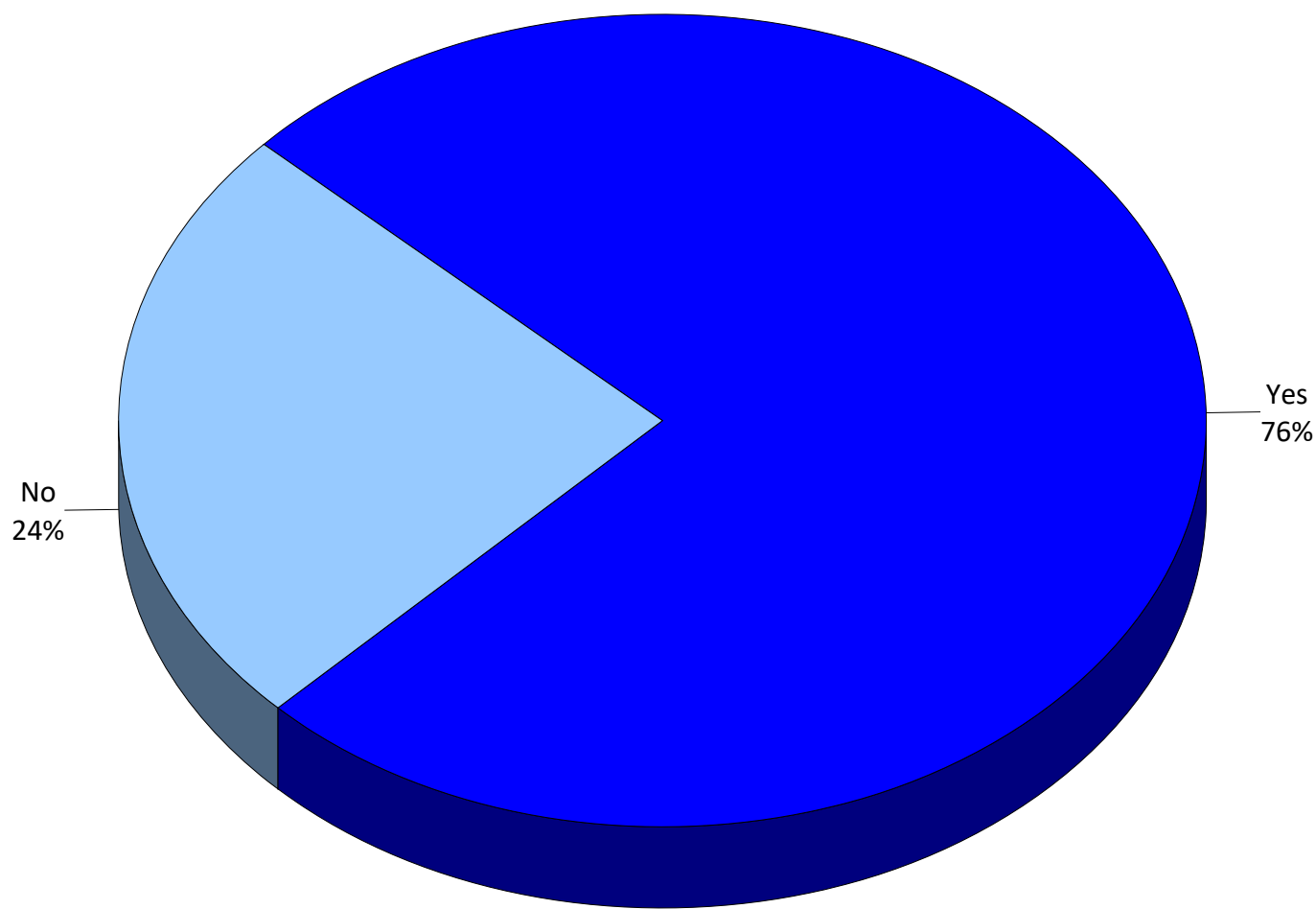
Q24. What is the primary language spoken in your home?

by percentage of respondents (excluding "not provided")

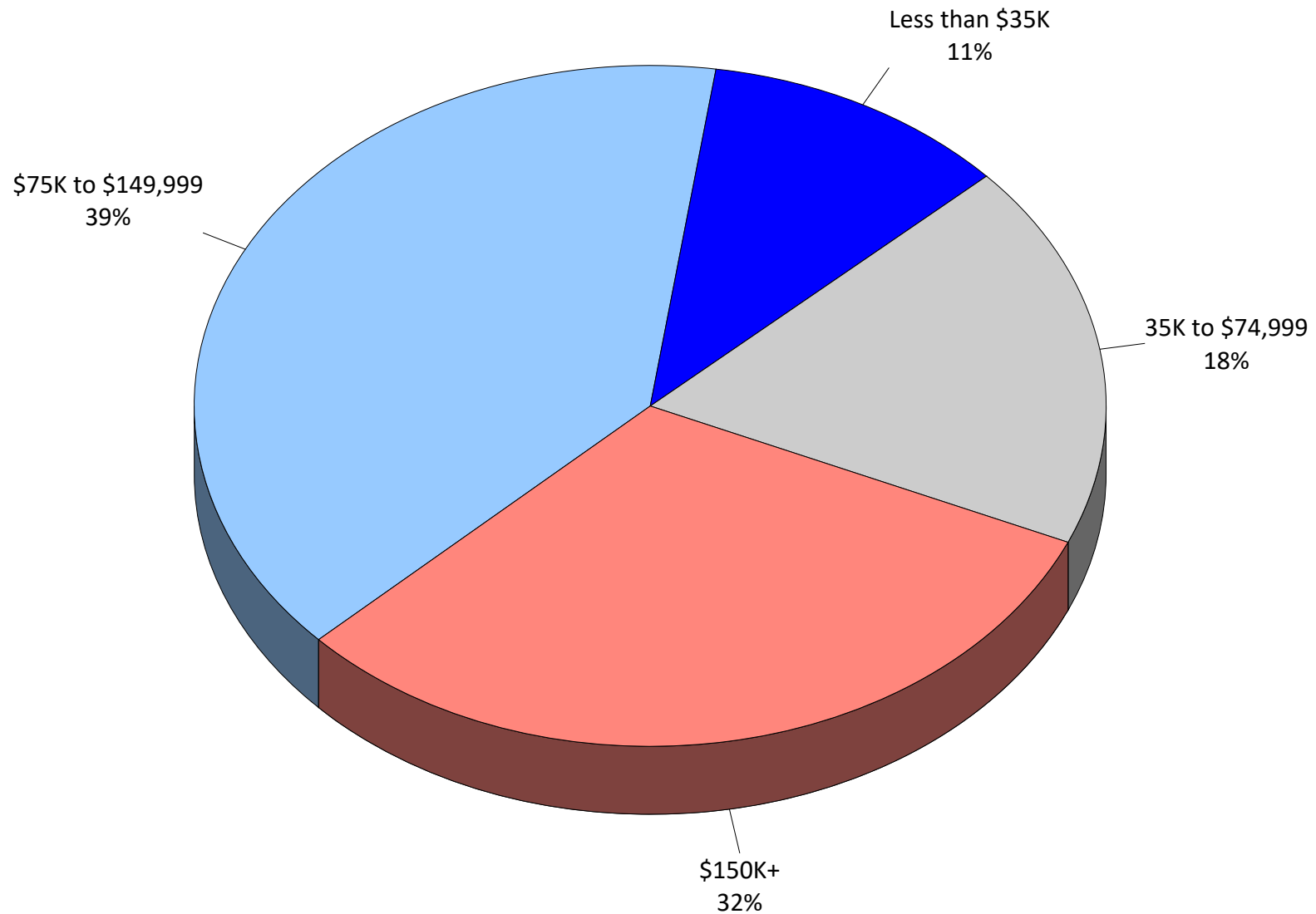


Q24a. If your response to Question 24 was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

by percentage of respondents who speak a language other than English as the primary language in their home (excluding "not provided")

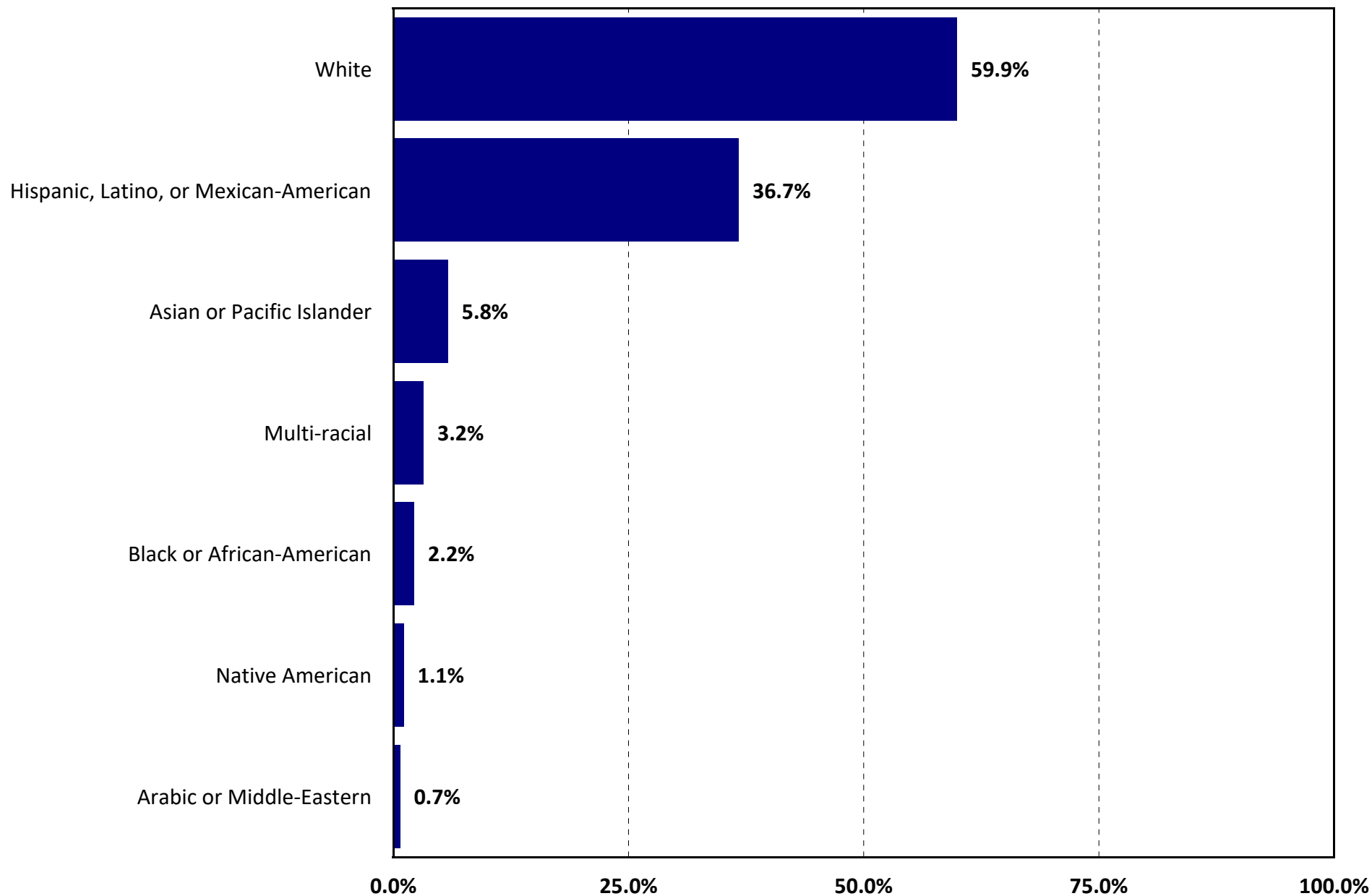


Q25. Which of the following best describes your combined income from all members of your household in 2024 before taxes?
by percentage of respondents (excluding "prefer not to answer")



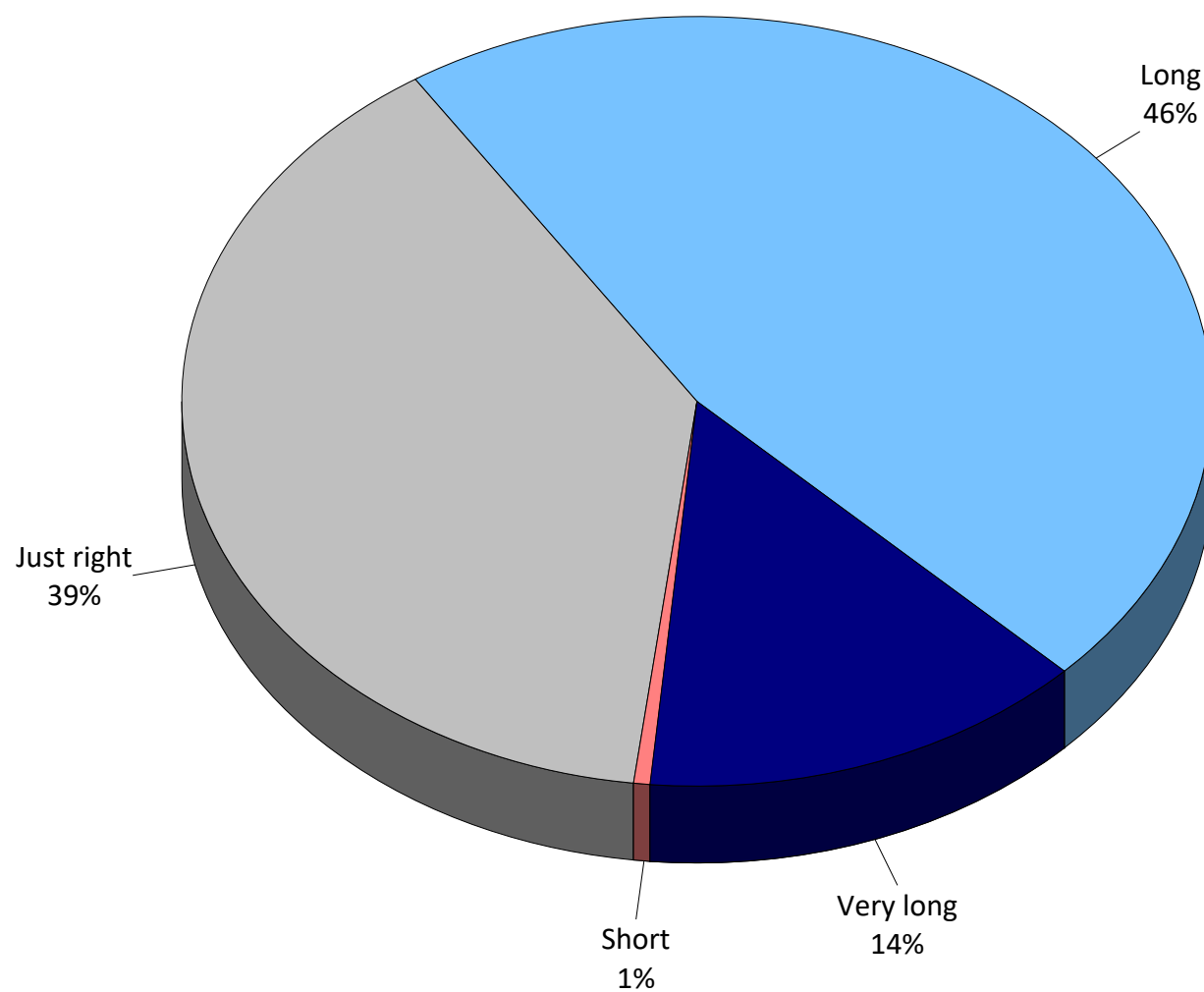
Q26. Which of the following best describes your primary racial or ethnic group?

by percentage of respondents (multiple selections could be made)



Q27. Please rate the length of this survey:

by percentage of respondents (excluding "not provided")



2 Importance-Satisfaction Analysis

City of Thornton Survey

Importance-Satisfaction Analysis

Overview

Today, City officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the city services they think are most important for the city to provide. Twenty-seven percent (27.2%) of respondents selected the flow of traffic and congestion as one of the most important services for the City to provide. With regard to satisfaction, 39.5% of respondents surveyed rated the City's overall performance in flow of traffic and congestion, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for flow of traffic and congestion was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 27.2% was multiplied by 60.5% (1-0.395). This calculation yielded an I-S rating of 0.1646 which ranked first out of 25 major service categories. The maximum rating is 1.00 and it would be achieved when 100% of the respondents select an

item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis ($IS \geq 0.20$)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)
-

The results for the City of Thornton are provided on the following pages.

2025 Importance-Satisfaction Rating

Thornton, Colorado

City Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Flow of traffic & congestion	27%	2	40%	25	0.1646	1
Code compliance for neighborhoods	24%	4	40%	24	0.1422	2
Variety of stores/restaurants/shopping centers	20%	6	45%	23	0.1110	3
Condition of major City streets	21%	5	48%	21	0.1088	4
Condition of neighborhood streets	20%	7	48%	20	0.1020	5
Medium Priority (IS <.10)						
Quality of stores/restaurants/shopping centers	12%	8	46%	22	0.0643	6
Quality/taste of water	30%	1	85%	2	0.0432	7
Overall feeling of safety in your community	25%	3	85%	3	0.0371	8
Condition of landscaping or streetscaping	8%	10	60%	16	0.0326	9
Snow plowing of major City streets	10%	9	71%	11	0.0289	10
Appearance of your neighborhood	7%	11	64%	14	0.0255	11
Bicycle infrastructure	6%	15	57%	18	0.0251	12
Recycling collection services	6%	14	63%	15	0.0221	13
Services for older adults 55+	7%	13	71%	12	0.0196	14
How safe do you feel utilizing Thornton's parks & trails	7%	12	73%	10	0.0184	15
Cultural & arts programming	4%	18	59%	17	0.0149	16
Stray animal control	3%	20	69%	13	0.0096	17
Quality of festivals & community events	2%	24	54%	19	0.0088	18
Condition of parks	4%	17	80%	7	0.0081	19
Trail/open space access	4%	16	83%	4	0.0073	20
Condition of trails/open space	3%	21	77%	8	0.0068	21
Park access	2%	23	75%	9	0.0052	22
Access to recreation facilities	3%	22	83%	6	0.0043	23
Condition/cleanliness of recreation facilities	1%	25	83%	5	0.0022	24
Trash collection services	3%	19	94%	1	0.0018	25

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

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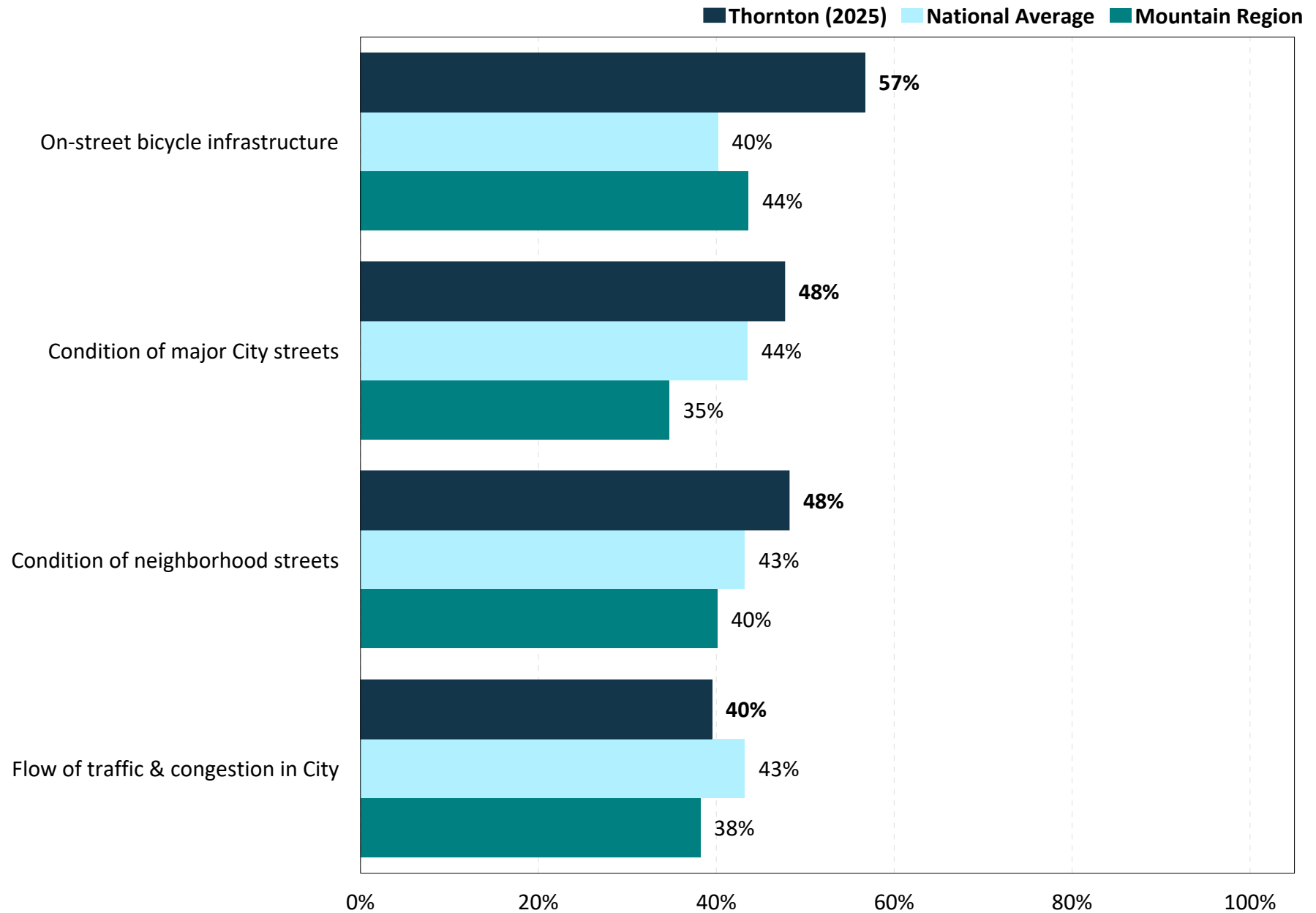
3 Benchmarking Analysis

National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Thornton is not authorized without written consent from ETC Institute.

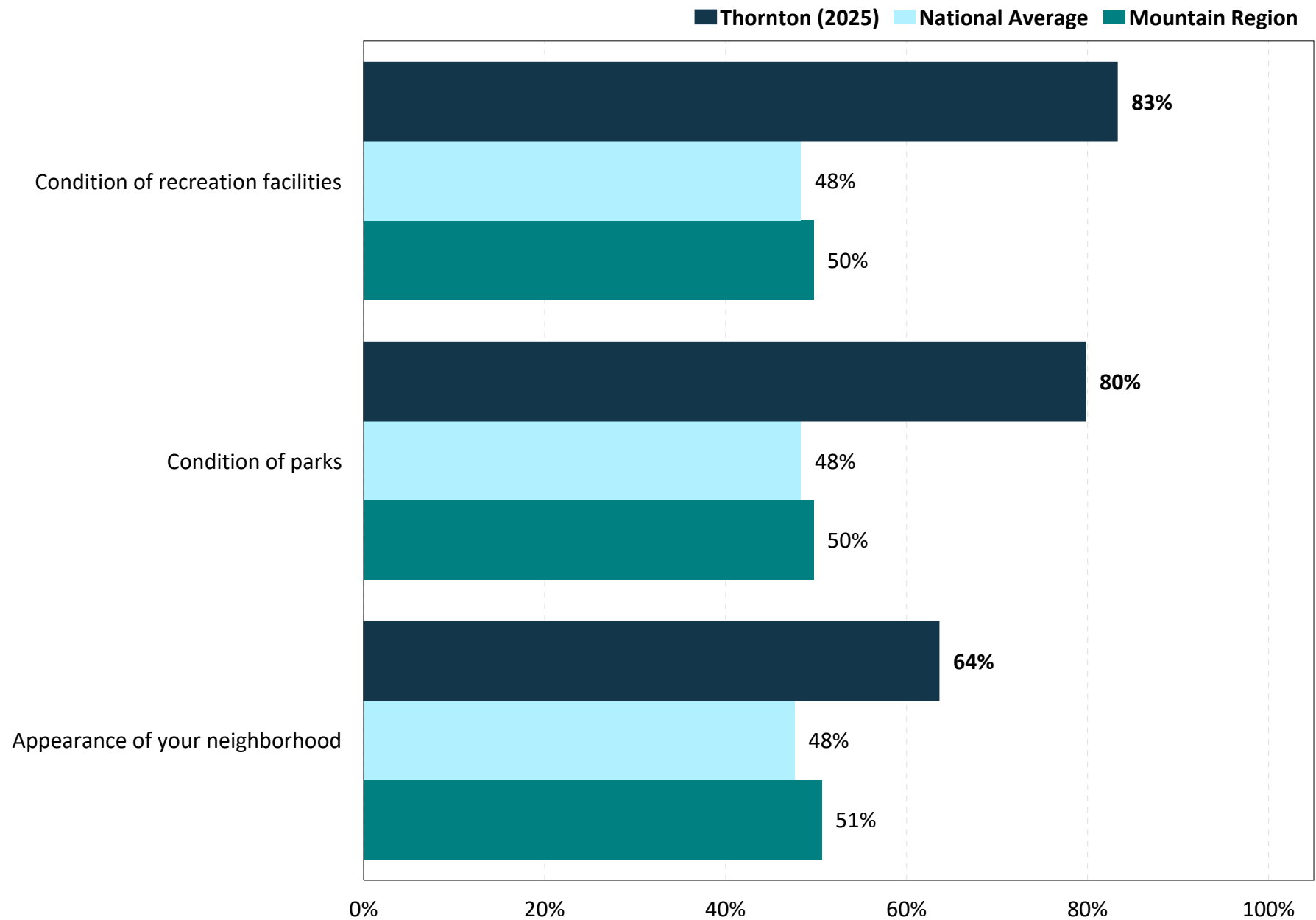
Public Infrastructure

by percentage of respondents who said they were "satisfied" or "very satisfied"



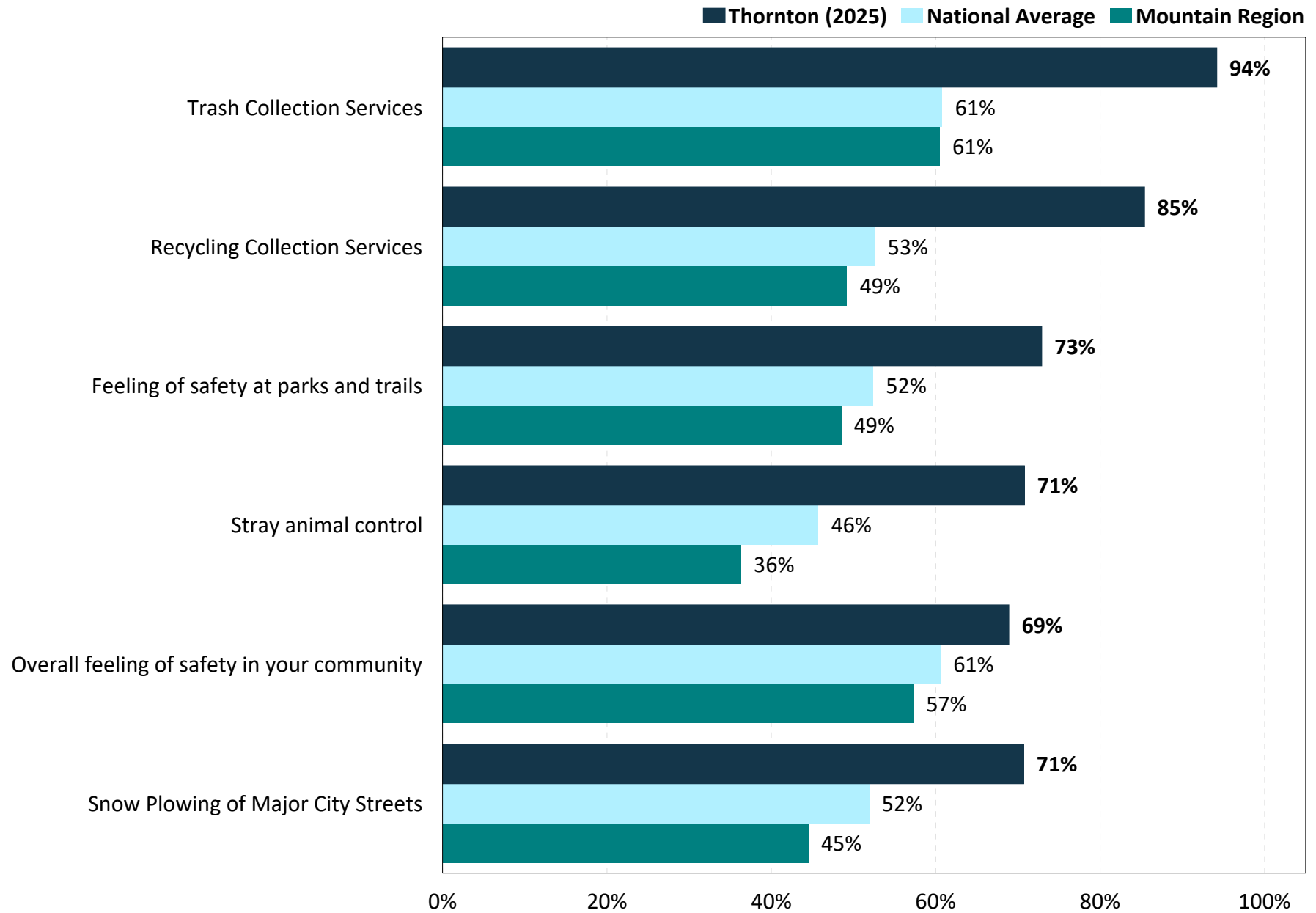
Parks and Recreation / Planning and Development

by percentage of respondents who said they were "satisfied" or "very satisfied"



Public Safety/ Public Utilities

by percentage of respondents who said they were "satisfied" or "very satisfied"



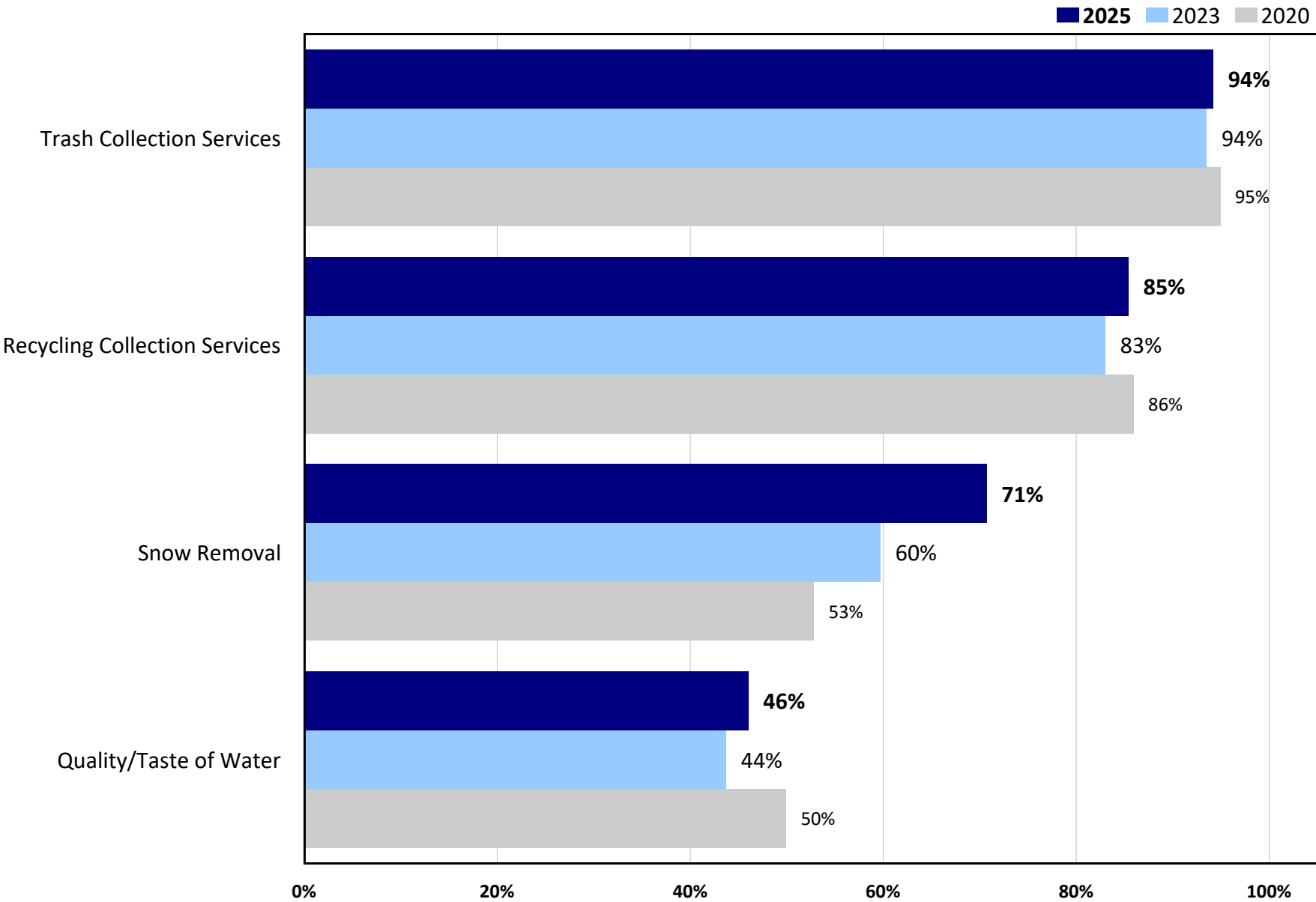
4

Trends

TRENDS

Satisfaction with Public Utilities

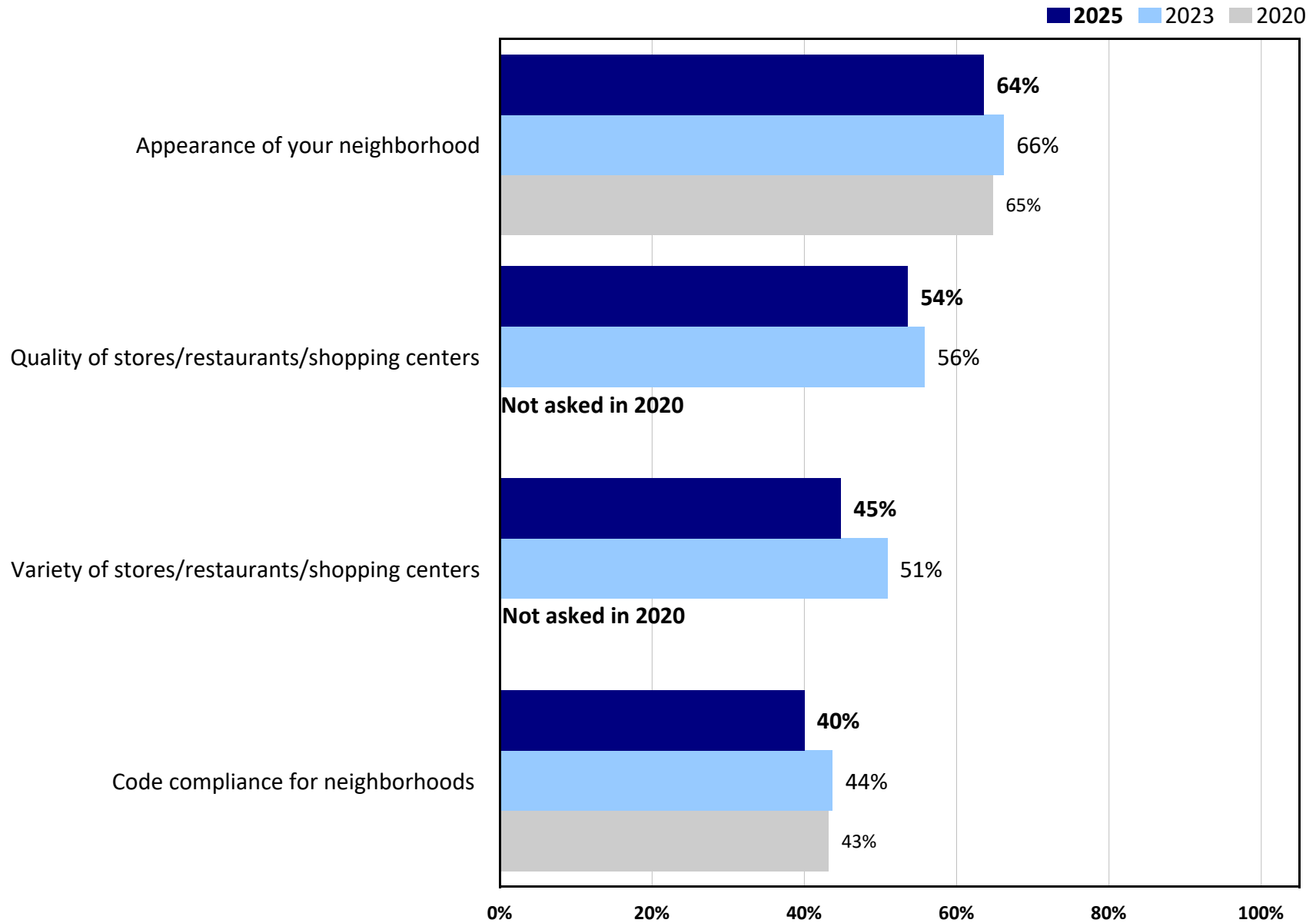
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Planning and Development

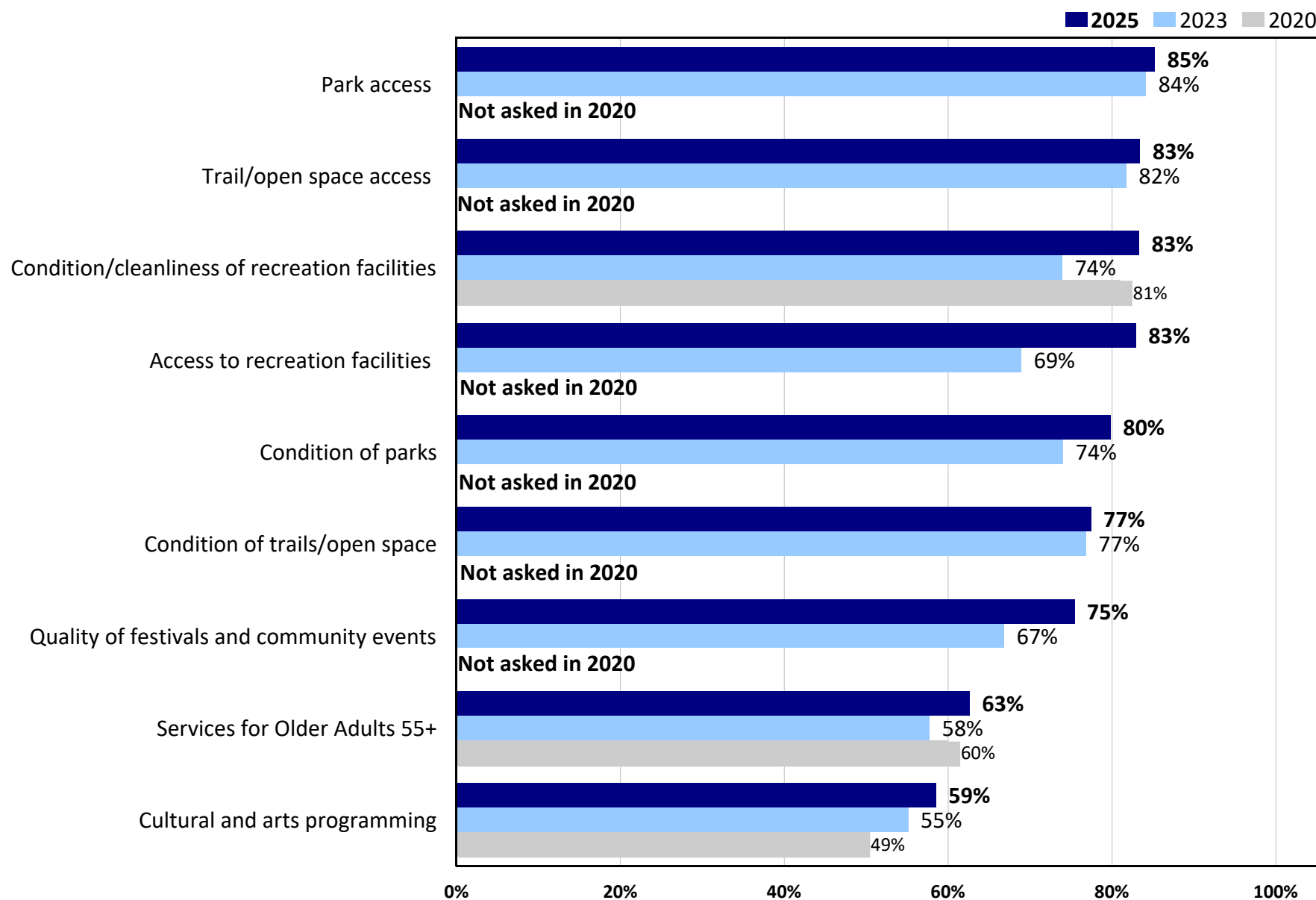
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Satisfaction with Parks and Recreation

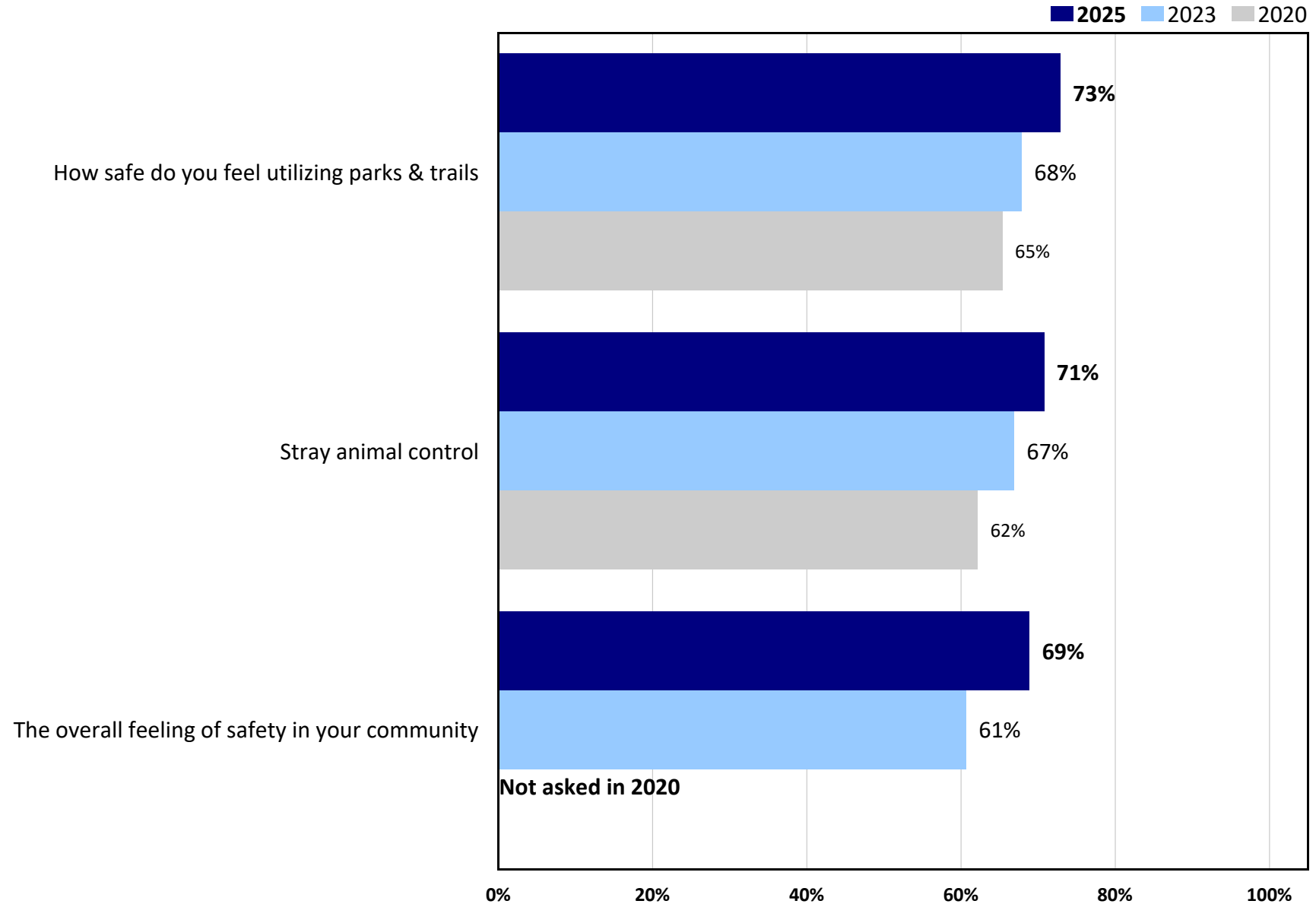
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Satisfaction with Public Safety

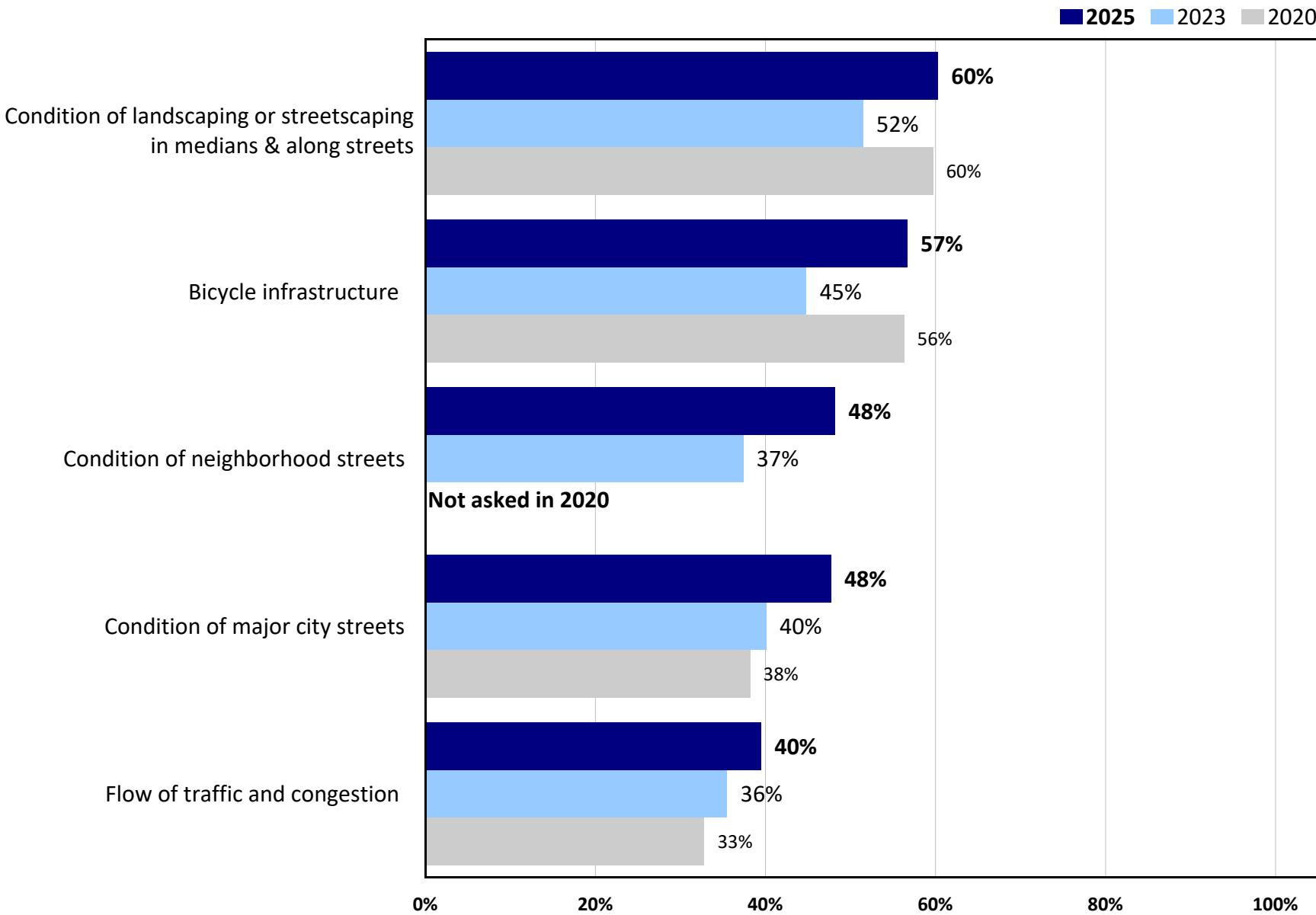
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Satisfaction with Public Infrastructure

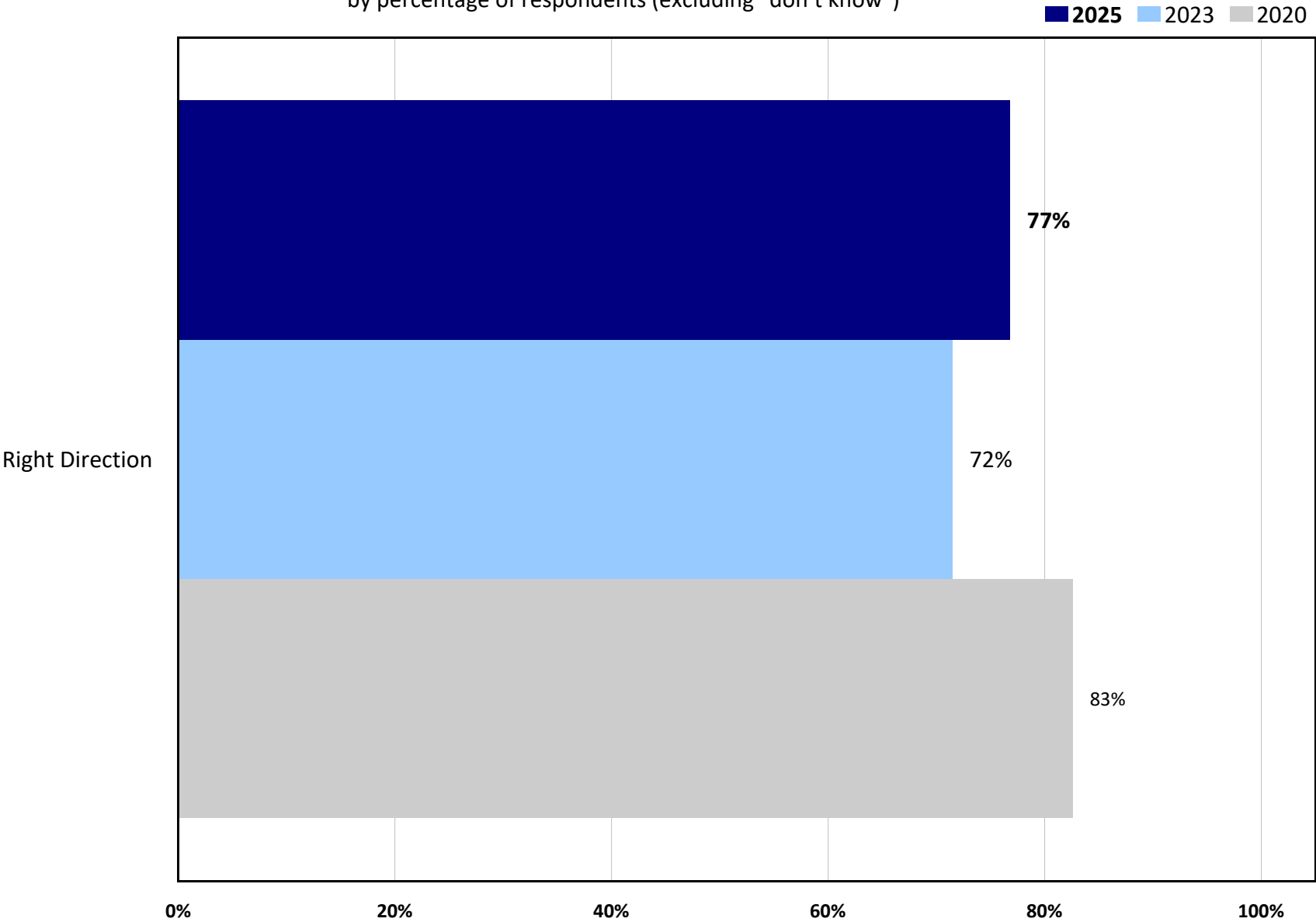
by percentage of respondents who rated their satisfaction as "satisfied" or "very satisfied" (excluding "don't know")



TRENDS

Would you say that things in Thornton are generally going in the right/wrong direction?

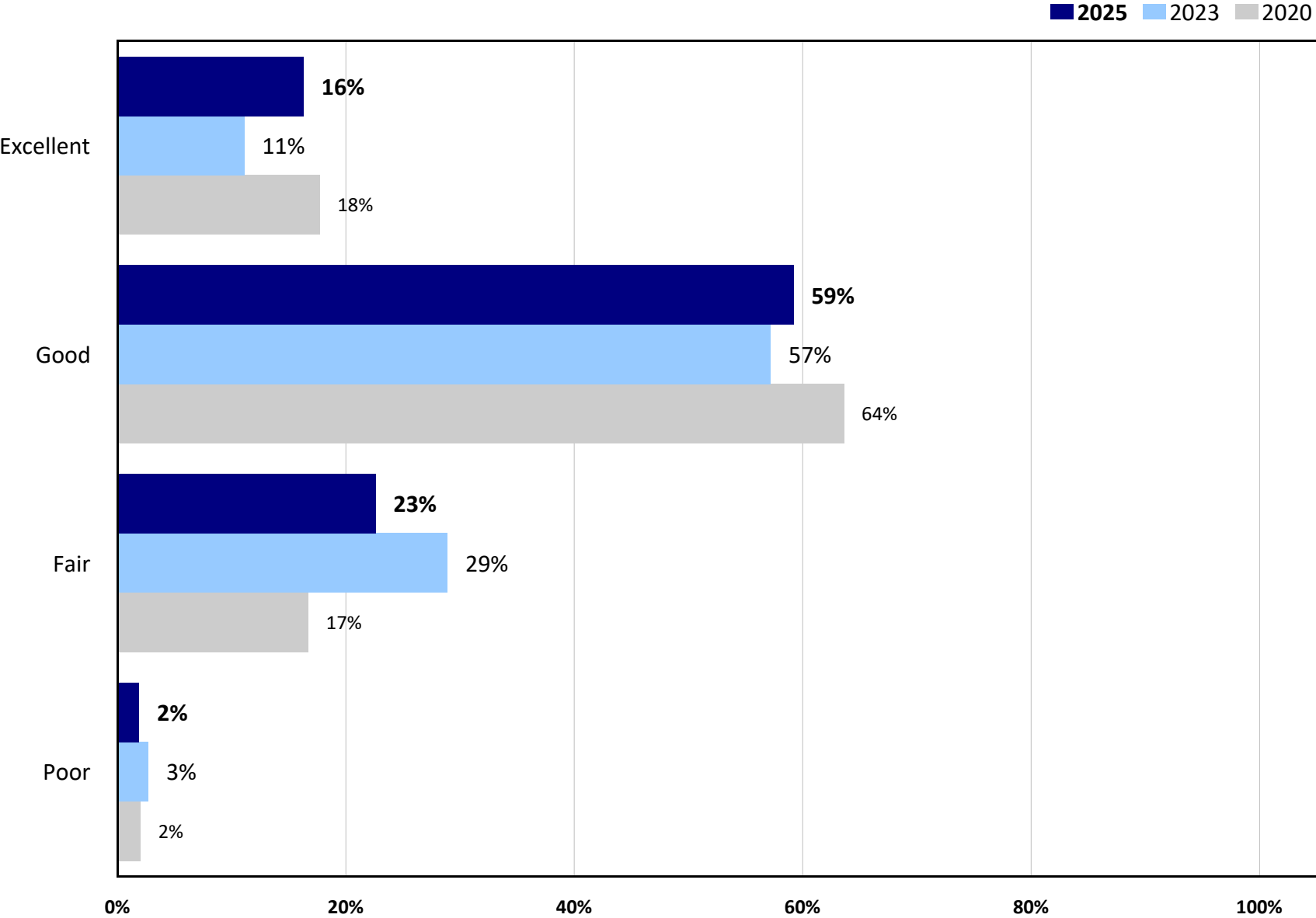
by percentage of respondents (excluding "don't know")



TRENDS

How would you rate the quality of life in Thornton?

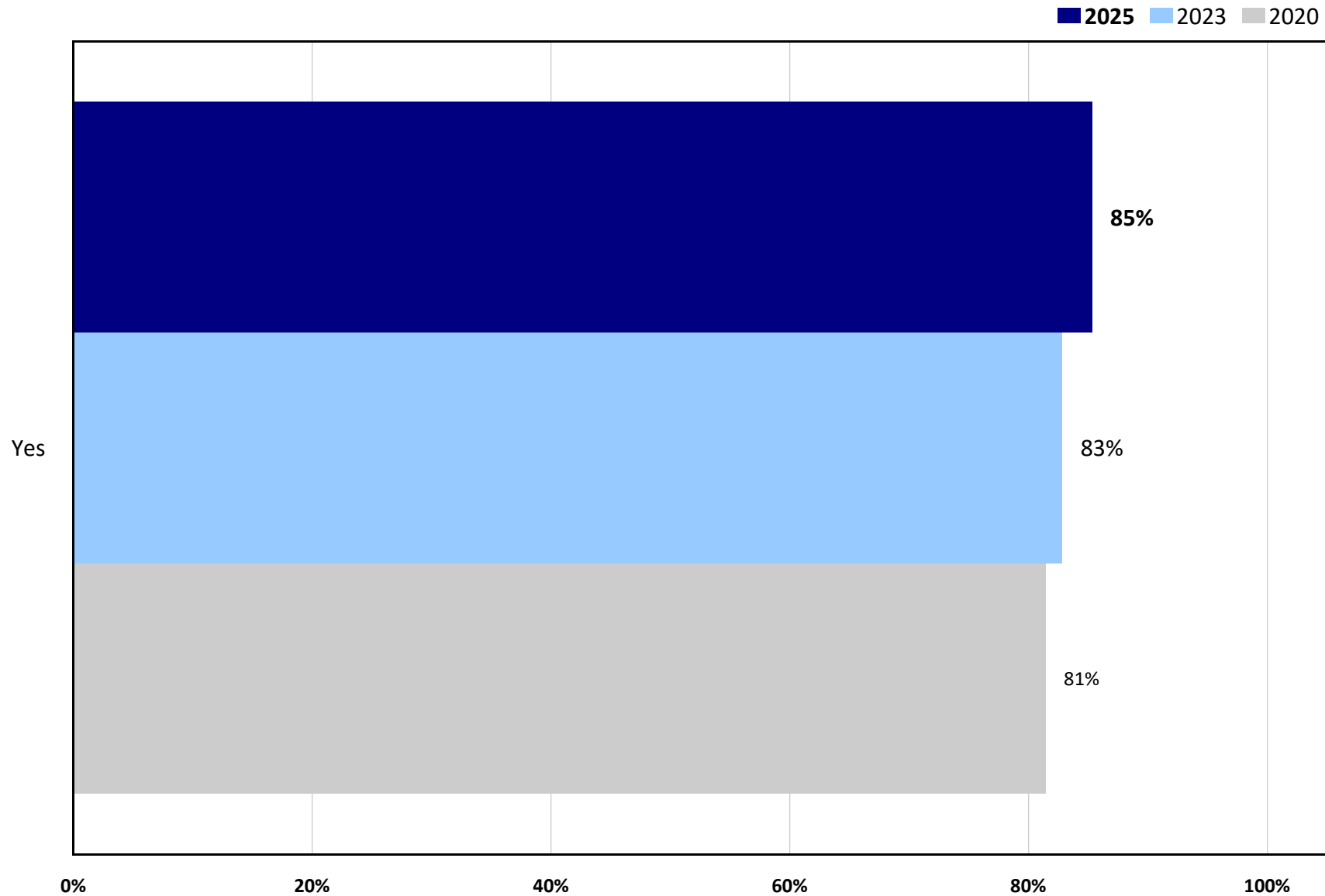
by percentage of respondents (excluding "don't know")



TRENDS

Did you find the police response to be timely and professional?

by percentage of respondents who indicated they have used police services in Thornton (excluding "don't know")





Tabular Data

Q1(1-4). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Utility services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-1. Trash collection services	61.1%	27.9%	4.0%	0.7%	0.7%	5.5%
Q1-2. Recycling collection services	51.3%	26.8%	7.9%	3.5%	1.9%	8.5%
Q1-3. Quality/taste of water	14.4%	30.3%	22.4%	18.3%	11.8%	2.8%
Q1-4. Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	20.1%	48.0%	19.1%	7.7%	1.5%	3.7%

WITHOUT DON'T KNOW

Q1(1-4). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Utility services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-1. Trash collection services	64.7%	29.5%	4.3%	0.8%	0.8%
Q1-2. Recycling collection services	56.1%	29.3%	8.7%	3.9%	2.1%
Q1-3. Quality/taste of water	14.8%	31.2%	23.1%	18.8%	12.2%
Q1-4. Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	20.9%	49.8%	19.8%	8.0%	1.5%

Q1(5-8). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Planning and Development services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-5. Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	9.9%	27.8%	27.4%	20.1%	8.9%	6.0%
Q1-6. Quality of stores/restaurants/shopping centers	13.8%	39.6%	24.6%	16.9%	4.5%	0.6%
Q1-7. Variety of stores/restaurants/shopping centers	13.4%	31.2%	25.2%	23.3%	6.5%	0.5%
Q1-8. Appearance of your neighborhood	20.5%	42.5%	21.3%	10.6%	4.1%	1.0%

WITHOUT DON'T KNOW

Q1(5-8). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Planning and Development services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-5. Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	10.5%	29.5%	29.1%	21.4%	9.5%
Q1-6. Quality of stores/restaurants/shopping centers	13.8%	39.8%	24.8%	17.0%	4.5%
Q1-7. Variety of stores/restaurants/shopping centers	13.5%	31.3%	25.3%	23.4%	6.5%
Q1-8. Appearance of your neighborhood	20.7%	42.9%	21.5%	10.7%	4.2%

Q1(9-17). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Parks & Recreation services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-9. Cultural & arts programming	14.4%	34.2%	28.6%	4.9%	1.0%	16.9%
Q1-10. Services for older adults 55+	18.5%	24.7%	22.2%	3.2%	0.5%	30.9%
Q1-11. Park access (is there a park within walking distance of your home)	46.4%	37.0%	10.4%	3.5%	0.6%	2.1%
Q1-12. Condition of parks	33.6%	43.5%	12.9%	5.2%	1.5%	3.3%
Q1-13. Trail/open space access (is there a trail or open space within walking/biking distance of your home)	40.4%	39.3%	10.1%	4.1%	1.6%	4.4%
Q1-14. Condition of trails/open space	30.2%	41.3%	15.6%	3.7%	1.6%	7.7%
Q1-15. Access to recreation facilities (can you easily walk/ bike/drive/ take public transportation to a City recreational facility)	39.3%	40.2%	11.7%	3.4%	1.3%	4.0%
Q1-16. Condition/cleanliness of recreation facilities	35.1%	36.9%	12.7%	1.5%	0.4%	13.5%
Q1-17. Quality of festivals & community events	28.1%	37.1%	17.4%	3.7%	0.2%	13.4%

WITHOUT DON'T KNOW

Q1(9-17). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Parks & Recreation services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-9. Cultural & arts programming	17.3%	41.2%	34.5%	5.9%	1.2%
Q1-10. Services for older adults 55+	26.8%	35.8%	32.1%	4.6%	0.7%
Q1-11. Park access (is there a park within walking distance of your home)	47.4%	37.8%	10.6%	3.6%	0.6%
Q1-12. Condition of parks	34.8%	45.0%	13.4%	5.4%	1.5%
Q1-13. Trail/open space access (is there a trail or open space within walking/ biking distance of your home)	42.3%	41.1%	10.6%	4.3%	1.7%
Q1-14. Condition of trails/ open space	32.7%	44.7%	16.9%	4.0%	1.7%
Q1-15. Access to recreation facilities (can you easily walk/ bike/drive/ take public transportation to a City recreational facility)	41.0%	41.9%	12.2%	3.6%	1.4%
Q1-16. Condition/cleanliness of recreation facilities	40.6%	42.7%	14.6%	1.7%	0.4%
Q1-17. Quality of festivals & community events	32.5%	42.9%	20.1%	4.2%	0.3%

Q1(18-20). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Safety services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-18. Stray animal control	21.4%	39.0%	18.0%	3.8%	3.0%	14.7%
Q1-19. How safe do you feel utilizing Thornton's parks & trails	25.7%	43.4%	19.4%	4.6%	1.7%	5.2%
Q1-20. Overall feeling of safety in your community	21.4%	46.4%	19.1%	9.5%	2.1%	1.5%

WITHOUT DON'T KNOW

Q1(18-20). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Safety services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-18. Stray animal control	25.1%	45.7%	21.1%	4.4%	3.6%
Q1-19. How safe do you feel utilizing Thornton's parks & trails	27.1%	45.8%	20.4%	4.9%	1.8%
Q1-20. Overall feeling of safety in your community	21.8%	47.1%	19.4%	9.6%	2.1%

Q1(21-25). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Infrastructure services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q1-21. Condition of landscaping or streetscaping in medians & along streets	14.5%	45.1%	20.2%	15.2%	3.9%	1.1%
Q1-22. Bicycle infrastructure (meaningful connections, bike lanes, trails)	12.4%	33.4%	24.7%	8.0%	2.2%	19.2%
Q1-23. Flow of traffic & congestion in Thornton	7.8%	31.2%	29.0%	20.6%	10.0%	1.5%
Q1-24. Condition of major City streets	9.6%	37.6%	26.3%	18.0%	7.4%	1.0%
Q1-25. Condition of neighborhood streets	8.6%	39.1%	24.1%	19.4%	7.7%	1.1%

WITHOUT DON'T KNOW

Q1(21-25). Overall Quality of Major City of Thornton Services: Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following Public Infrastructure services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q1-21. Condition of landscaping or streetscaping in medians & along streets	14.7%	45.6%	20.4%	15.4%	3.9%
Q1-22. Bicycle infrastructure (meaningful connections, bike lanes, trails)	15.4%	41.3%	30.6%	10.0%	2.7%
Q1-23. Flow of traffic & congestion in Thornton	7.9%	31.6%	29.4%	20.9%	10.1%
Q1-24. Condition of major City streets	9.7%	38.0%	26.6%	18.2%	7.5%
Q1-25. Condition of neighborhood streets	8.7%	39.5%	24.4%	19.6%	7.8%

Q2. Of the twenty-five items listed in Question 1, which THREE do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

Q2. Top choice	Number	Percent
Trash collection services	18	2.2 %
Recycling collection services	14	1.7 %
Quality/taste of water	128	15.6 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	18	2.2 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	73	8.9 %
Quality of stores/restaurants/shopping centers	22	2.7 %
Variety of stores/restaurants/shopping centers	53	6.5 %
Appearance of your neighborhood	16	1.9 %
Cultural & arts programming	7	0.9 %
Services for older adults 55+	17	2.1 %
Park access (is there a park within walking distance of your home)	9	1.1 %
Condition of parks	4	0.5 %
Trail/open space access (is there a trail or open space within walking/biking distance of your home)	6	0.7 %
Condition of trails/open space	10	1.2 %
Access to recreation facilities (can you easily walk/bike/drive/ take public transportation to a City recreational facility)	7	0.9 %
Condition/cleanliness of recreation facilities	3	0.4 %
Quality of festivals & community events	1	0.1 %
Stray animal control	7	0.9 %
How safe do you feel utilizing Thornton's parks & trails	9	1.1 %
Overall feeling of safety in your community	101	12.3 %
Condition of landscaping or streetscaping in medians & along streets	12	1.5 %
Bicycle infrastructure (meaningful connections, bike lanes, trails)	12	1.5 %
Flow of traffic & congestion in Thornton	72	8.8 %
Condition of major City streets	53	6.5 %
Condition of neighborhood streets	44	5.4 %
None chosen	105	12.8 %
Total	821	100.0 %

Q2. Of the twenty-five items listed in Question 1, which THREE do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

Q2. 2nd choice	Number	Percent
Trash collection services	6	0.7 %
Recycling collection services	22	2.7 %
Quality/taste of water	55	6.7 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	27	3.3 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	65	7.9 %
Quality of stores/restaurants/shopping centers	42	5.1 %
Variety of stores/restaurants/shopping centers	60	7.3 %
Appearance of your neighborhood	20	2.4 %
Cultural & arts programming	8	1.0 %
Services for older adults 55+	23	2.8 %
Park access (is there a park within walking distance of your home)	3	0.4 %
Condition of parks	14	1.7 %
Trail/open space access (is there a trail or open space within walking/biking distance of your home)	18	2.2 %
Condition of trails/open space	5	0.6 %
Access to recreation facilities (can you easily walk/bike/drive/ take public transportation to a City recreational facility)	5	0.6 %
Condition/cleanliness of recreation facilities	4	0.5 %
Quality of festivals & community events	6	0.7 %
Stray animal control	9	1.1 %
How safe do you feel utilizing Thornton's parks & trails	22	2.7 %
Overall feeling of safety in your community	60	7.3 %
Condition of landscaping or streetscaping in medians & along streets	26	3.2 %
Bicycle infrastructure (meaningful connections, bike lanes, trails)	21	2.6 %
Flow of traffic & congestion in Thornton	73	8.9 %
Condition of major City streets	53	6.5 %
Condition of neighborhood streets	58	7.1 %
None chosen	116	14.1 %
Total	821	100.0 %

Q2. Of the twenty-five items listed in Question 1, which THREE do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?

Q2. 3rd choice	Number	Percent
Trash collection services	2	0.2 %
Recycling collection services	12	1.5 %
Quality/taste of water	60	7.3 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	36	4.4 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	57	6.9 %
Quality of stores/restaurants/shopping centers	34	4.1 %
Variety of stores/restaurants/shopping centers	52	6.3 %
Appearance of your neighborhood	22	2.7 %
Cultural & arts programming	14	1.7 %
Services for older adults 55+	15	1.8 %
Park access (is there a park within walking distance of your home)	5	0.6 %
Condition of parks	15	1.8 %
Trail/open space access (is there a trail or open space within walking/biking distance of your home)	12	1.5 %
Condition of trails/open space	10	1.2 %
Access to recreation facilities (can you easily walk/bike/drive/ take public transportation to a City recreational facility)	8	1.0 %
Condition/cleanliness of recreation facilities	3	0.4 %
Quality of festivals & community events	9	1.1 %
Stray animal control	9	1.1 %
How safe do you feel utilizing Thornton's parks & trails	25	3.0 %
Overall feeling of safety in your community	45	5.5 %
Condition of landscaping or streetscaping in medians & along streets	29	3.5 %
Bicycle infrastructure (meaningful connections, bike lanes, trails)	14	1.7 %
Flow of traffic & congestion in Thornton	78	9.5 %
Condition of major City streets	64	7.8 %
Condition of neighborhood streets	59	7.2 %
None chosen	132	16.1 %
Total	821	100.0 %

TOP THREE**Q2. Of the twenty-five items listed in Question 1, which THREE do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future? (top 3)**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Trash collection services	26	3.2 %
Recycling collection services	48	5.8 %
Quality/taste of water	243	29.6 %
Snow plowing of major City streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	81	9.9 %
Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	195	23.8 %
Quality of stores/restaurants/shopping centers	98	11.9 %
Variety of stores/restaurants/shopping centers	165	20.1 %
Appearance of your neighborhood	58	7.1 %
Cultural & arts programming	29	3.5 %
Services for older adults 55+	55	6.7 %
Park access (is there a park within walking distance of your home)	17	2.1 %
Condition of parks	33	4.0 %
Trail/open space access (is there a trail or open space within walking/biking distance of your home)	36	4.4 %
Condition of trails/open space	25	3.0 %
Access to recreation facilities (can you easily walk/bike/drive/ take public transportation to a City recreational facility)	20	2.4 %
Condition/cleanliness of recreation facilities	10	1.2 %
Quality of festivals & community events	16	1.9 %
Stray animal control	25	3.0 %
How safe do you feel utilizing Thornton's parks & trails	56	6.8 %
Overall feeling of safety in your community	206	25.1 %
Condition of landscaping or streetscaping in medians & along streets	67	8.2 %
Bicycle infrastructure (meaningful connections, bike lanes, trails)	47	5.7 %
Flow of traffic & congestion in Thornton	223	27.2 %
Condition of major City streets	170	20.7 %
Condition of neighborhood streets	161	19.6 %
None chosen	105	12.8 %
Total	2215	

Q3. Would you say that things in Thornton are generally going in the right/wrong direction?

Q3. Are things in Thornton generally going in right or
wrong direction

	Number	Percent
Right direction	497	60.5 %
Wrong direction	150	18.3 %
Don't know	174	21.2 %
Total	821	100.0 %

WITHOUT DON'T KNOW**Q3. Would you say that things in Thornton are generally going in the right/wrong direction? (without "don't know")**

Q3. Are things in Thornton generally going in right or
wrong direction

	Number	Percent
Right direction	497	76.8 %
Wrong direction	150	23.2 %
Total	647	100.0 %

Q4. How would you rate the quality of life in Thornton?

Q4. How would you rate quality of life in Thornton	Number	Percent
Excellent	132	16.1 %
Good	478	58.2 %
Fair	183	22.3 %
Poor	15	1.8 %
Don't know	13	1.6 %
Total	821	100.0 %

WITHOUT DON'T KNOW**Q4. How would you rate the quality of life in Thornton? (without "don't know")**

Q4. How would you rate quality of life in Thornton	Number	Percent
Excellent	132	16.3 %
Good	478	59.2 %
Fair	183	22.6 %
Poor	15	1.9 %
Total	808	100.0 %

Q5. How important is it for you to keep informed about Thornton City Government?

Q5. How important is it for you to keep informed about
Thornton City Government

	Number	Percent
Very important	307	37.4 %
Important	323	39.3 %
Somewhat important	157	19.1 %
Not important	12	1.5 %
Not important at all	6	0.7 %
Don't know	16	1.9 %
Total	821	100.0 %

WITHOUT DON'T KNOW**Q5. How important is it for you to keep informed about Thornton City Government? (without "don't know")**

Q5. How important is it for you to keep informed about
Thornton City Government

	Number	Percent
Very important	307	38.1 %
Important	323	40.1 %
Somewhat important	157	19.5 %
Not important	12	1.5 %
Not important at all	6	0.7 %
Total	805	100.0 %

Q6. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

Q6. Sources of information you use to get information about City of Thornton	Number	Percent
Bi-monthly City Voice Newspaper sent by mail	571	69.5 %
T-Alert Email newsletters	125	15.2 %
Flyer that arrives in utility bills	268	32.6 %
Thornton video news & programming on Xfinity channel 881 or City's website	50	6.1 %
Posts on social media like Facebook, X, or Nextdoor	456	55.5 %
Local newspapers like "The Sentinel"	136	16.6 %
News on City's website	178	21.7 %
MyThornton smartphone app	132	16.1 %
Ward/Community/Council meetings	106	12.9 %
Thornton Activities Guide	499	60.8 %
Total	2521	

Q7. Which THREE Of the sources of information listed in Question 6 do you MOST PREFER to use?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bi-monthly City Voice Newspaper sent by mail	277	33.7 %
T-Alert Email newsletters	42	5.1 %
Flyer that arrives in utility bills	35	4.3 %
Thornton video news & programming on Xfinity channel 881 or City's website	9	1.1 %
Posts on social media like Facebook, X, or Nextdoor	164	20.0 %
Local newspapers like "The Sentinel"	26	3.2 %
News on City's website	36	4.4 %
MyThornton smartphone app	28	3.4 %
Ward/Community/Council meetings	15	1.8 %
Thornton Activities Guide	95	11.6 %
None chosen	94	11.4 %
Total	821	100.0 %

Q7. Which THREE Of the sources of information listed in Question 6 do you MOST PREFER to use?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Bi-monthly City Voice Newspaper sent by mail	138	16.8 %
T-Alert Email newsletters	28	3.4 %
Flyer that arrives in utility bills	70	8.5 %
Thornton video news & programming on Xfinity channel 881 or City's website	12	1.5 %
Posts on social media like Facebook, X, or Nextdoor	114	13.9 %
Local newspapers like "The Sentinel"	45	5.5 %
News on City's website	51	6.2 %
MyThornton smartphone app	52	6.3 %
Ward/Community/Council meetings	23	2.8 %
Thornton Activities Guide	136	16.6 %
None chosen	152	18.5 %
Total	821	100.0 %

Q7. Which THREE Of the sources of information listed in Question 6 do you MOST PREFER to use?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Bi-monthly City Voice Newspaper sent by mail	69	8.4 %
T-Alert Email newsletters	32	3.9 %
Flyer that arrives in utility bills	56	6.8 %
Thornton video news & programming on Xfinity channel 881 or City's website	10	1.2 %
Posts on social media like Facebook, X, or Nextdoor	95	11.6 %
Local newspapers like "The Sentinel"	35	4.3 %
News on City's website	65	7.9 %
MyThornton smartphone app	48	5.8 %
Ward/Community/Council meetings	31	3.8 %
Thornton Activities Guide	143	17.4 %
None chosen	237	28.9 %
Total	821	100.0 %

TOP THREE**Q7. Which THREE Of the sources of information listed in Question 6 do you MOST PREFER to use? (top 3)**

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bi-monthly City Voice Newspaper sent by mail	484	59.0 %
T-Alert Email newsletters	102	12.4 %
Flyer that arrives in utility bills	161	19.6 %
Thornton video news & programming on Xfinity channel 881 or City's website	31	3.8 %
Posts on social media like Facebook, X, or Nextdoor	373	45.4 %
Local newspapers like "The Sentinel"	106	12.9 %
News on City's website	152	18.5 %
MyThornton smartphone app	128	15.6 %
Ward/Community/Council meetings	69	8.4 %
Thornton Activities Guide	374	45.6 %
None chosen	94	11.4 %
Total	2074	

Q8. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the amount of information the City of Thornton provides.

(N=821)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. Public safety	9.1%	35.9%	28.3%	13.2%	4.8%	8.8%
Q8-2. Parks, open space, & trails	14.1%	41.7%	29.0%	5.2%	1.9%	8.0%
Q8-3. Recreation programs & facilities	26.8%	47.5%	15.2%	2.7%	0.7%	7.1%
Q8-4. New development in City	6.8%	26.2%	28.7%	22.8%	8.3%	7.2%
Q8-5. City construction projects	5.4%	24.6%	30.2%	25.1%	7.4%	7.3%
Q8-6. Water	9.1%	30.7%	26.7%	17.4%	8.2%	7.9%
Q8-7. Programs for those in need	6.1%	23.6%	32.2%	13.2%	5.1%	19.9%
Q8-8. Transportation & traffic	5.4%	21.6%	35.6%	20.8%	6.9%	9.7%
Q8-9. Trash & recycling services	25.7%	43.4%	16.9%	4.3%	1.6%	8.2%
Q8-10. Special events (e.g., ThorntonFest, Fourth of July)	30.5%	41.7%	18.1%	2.8%	0.9%	6.1%

WITHOUT DON'T KNOW

Q8. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the amount of information the City of Thornton provides. (without "don't know")

(N=821)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. Public safety	10.0%	39.4%	31.0%	14.4%	5.2%
Q8-2. Parks, open space, & trails	15.4%	45.3%	31.5%	5.7%	2.1%
Q8-3. Recreation programs & facilities	28.8%	51.1%	16.4%	2.9%	0.8%
Q8-4. New development in City	7.3%	28.2%	31.0%	24.5%	8.9%
Q8-5. City construction projects	5.8%	26.5%	32.6%	27.1%	8.0%
Q8-6. Water	9.9%	33.3%	29.0%	18.9%	8.9%
Q8-7. Programs for those in need	7.6%	29.5%	40.1%	16.4%	6.4%
Q8-8. Transportation & traffic	5.9%	23.9%	39.4%	23.1%	7.7%
Q8-9. Trash & recycling services	28.0%	47.2%	18.4%	4.6%	1.7%
Q8-10. Special events (e.g., ThorntonFest, Fourth of July)	32.4%	44.4%	19.3%	3.0%	0.9%

Q9. Are you aware of any of the social media accounts and/or digital communication tools the City of Thornton uses?

Q9. Are you aware of any social media accounts and/or digital communication tools City uses	Number	Percent
Yes	461	56.2 %
No	354	43.1 %
Not provided	6	0.7 %
Total	821	100.0 %

WITHOUT NOT PROVIDED

Q9. Are you aware of any of the social media accounts and/or digital communication tools the City of Thornton uses? (without "not provided")

Q9. Are you aware of any social media accounts and/or digital communication tools City uses	Number	Percent
Yes	461	56.6 %
No	354	43.4 %
Total	815	100.0 %

Q9a. Do you follow or subscribe to any of the following City of Thornton social media accounts and/or digital communication tools?

Q9a. Which following City social media accounts and/or digital communication tools do you follow or subscribe to	Number	Percent
City of Thornton's Facebook page	277	60.1 %
City of Thornton's X account	36	7.8 %
City of Thornton's Instagram account	72	15.6 %
LinkedIn (City of Thornton)	21	4.6 %
Nextdoor	240	52.1 %
City of Thornton YouTube videos/channel	29	6.3 %
Email list	64	13.9 %
RSS Feed	4	0.9 %
Social media accounts for City of Thornton departments	132	28.6 %
Total	875	

Q10. The following is a list of engagement opportunities for residents of Thornton to participate in at City of Thornton initiatives. Please indicate if you have participated in any of the following engagement opportunities during the past 12 months.

Q10. Which following engagement opportunities have you participated in during past 12 months	Number	Percent
Attended a City-hosted public meeting	121	14.7 %
Attended a City of Thornton Council meeting in person	90	11.0 %
Watched a City of Thornton Council meeting on live video stream	131	16.0 %
Spoke at a City Council meeting	30	3.7 %
Emailed or phoned a Council member	122	14.9 %
Emailed or phoned an executive City staff person (City Management or Department Director)	68	8.3 %
Emailed or phoned a City staff person	159	19.4 %
Voted in a City election (in past 18 to 24 months)	549	66.9 %
Participated in a City of Thornton online survey	335	40.8 %
Submitted a Public Information Request	42	5.1 %
Participated in a City-hosted online engagement forum	20	2.4 %
Participated in a digital public meeting	22	2.7 %
Attended a City of Thornton hosted meeting (public or community meeting, open house, town hall)	100	12.2 %
Responded to a City of Thornton survey via text	88	10.7 %
Responded to a City of Thornton printed survey	185	22.5 %
None	167	20.3 %
Total	2229	

WITHOUT NONE

Q10. The following is a list of engagement opportunities for residents of Thornton to participate in at City of Thornton initiatives. Please indicate if you have participated in any of the following engagement opportunities during the past 12 months. (without "none")

Q10. Which following engagement opportunities have you participated in during past 12 months	Number	Percent
Voted in a City election (in past 18 to 24 months)	549	83.9 %
Participated in a City of Thornton online survey	335	51.2 %
Responded to a City of Thornton printed survey	185	28.3 %
Emailed or phoned a City staff person	159	24.3 %
Watched a City of Thornton Council meeting on live video stream	131	20.0 %
Emailed or phoned a Council member	122	18.7 %
Attended a City-hosted public meeting	121	18.5 %
Attended a City of Thornton hosted meeting (public or community meeting, open house, town hall)	100	15.3 %
Attended a City of Thornton Council meeting in person	90	13.8 %
Responded to a City of Thornton survey via text	88	13.5 %
Emailed or phoned an executive City staff person (City Management or Department Director)	68	10.4 %
Submitted a Public Information Request	42	6.4 %
Spoke at a City Council meeting	30	4.6 %
Participated in a digital public meeting	22	3.4 %
Participated in a City-hosted online engagement forum	20	3.1 %
Total	2062	

Q10a. Overall, how would you rate your experience with this/these community engagement activities?

Q10a. How would you rate your experience with
community engagement activities

	Number	Percent
Very good	100	15.3 %
Good	271	41.4 %
Average	200	30.6 %
Poor	21	3.2 %
Very poor	5	0.8 %
Did not participate	57	8.7 %
Total	654	100.0 %

WITHOUT DID NOT PARTICIPATE**Q10a. Overall, how would you rate your experience with this/these community engagement activities?
(without "did not participate")**

Q10a. How would you rate your experience with
community engagement activities

	Number	Percent
Very good	100	16.8 %
Good	271	45.4 %
Average	200	33.5 %
Poor	21	3.5 %
Very poor	5	0.8 %
Total	597	100.0 %

Q10c. Are there any difficulties or barriers that keep you from participating in the activities listed in Question 10?

Q10c. Are there any difficulties or barriers that keep you from participating in the activities	Number	Percent
I don't feel like I can speak freely	10	6.0 %
I don't feel like I understand the issues	17	10.2 %
Locations aren't convenient	7	4.2 %
Times aren't convenient	27	16.2 %
Childcare	6	3.6 %
Activities are not in my preferred language	3	1.8 %
I am not interested in participating	46	27.5 %
Access to reliable transportation	4	2.4 %
Access to technology	2	1.2 %
Other	16	9.6 %
No barriers selected	55	32.9 %
Total	193	

WITHOUT NO BARRIERS SELECTED

Q10c. Are there any difficulties or barriers that keep you from participating in the activities listed in Question 10? (without "no barriers selected")

Q10c. Are there any difficulties or barriers that keep you from participating in the activities	Number	Percent
I am not interested in participating	46	41.1 %
Times aren't convenient	27	24.1 %
I don't feel like I understand the issues	17	15.2 %
Other	16	14.3 %
I don't feel like I can speak freely	10	8.9 %
Locations aren't convenient	7	6.3 %
Childcare	6	5.4 %
Access to reliable transportation	4	3.6 %
Activities are not in my preferred language	3	2.7 %
Access to technology	2	1.8 %
Total	138	

Q10d. If the difficulties/barriers listed in Question 10c were eliminated or reduced, would you be more likely to participate?

<u>Q10d. Would you be more likely to participate</u>	<u>Number</u>	<u>Percent</u>
Yes	48	42.9 %
No	43	38.4 %
Not provided	21	18.8 %
Total	112	100.0 %

WITHOUT NOT PROVIDED

Q10d. If the difficulties/barriers listed in Question 10c were eliminated or reduced, would you be more likely to participate? (without "not provided")

<u>Q10d. Would you be more likely to participate</u>	<u>Number</u>	<u>Percent</u>
Yes	48	52.7 %
No	43	47.3 %
Total	91	100.0 %

Q11. Have you used the City of Thornton's website within the past 6 months?

Q11. Have you used City of Thornton's website within past 6 months	Number	Percent
Yes	527	64.2 %
No	285	34.7 %
Not provided	9	1.1 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q11. Have you used the City of Thornton's website within the past 6 months? (without "not provided")**

Q11. Have you used City of Thornton's website within past 6 months	Number	Percent
Yes	527	64.9 %
No	285	35.1 %
Total	812	100.0 %

Q11a. How often have you visited the City of Thornton's website during the past 6 months?

Q11a. How often have you visited City of Thornton's website during past 6 months	Number	Percent
Frequently	127	24.1 %
Occasionally	391	74.2 %
Not provided	9	1.7 %
Total	527	100.0 %

WITHOUT NOT PROVIDED**Q11a. How often have you visited the City of Thornton's website during the past 6 months? (without "not provided")**

Q11a. How often have you visited City of Thornton's website during past 6 months	Number	Percent
Frequently	127	24.5 %
Occasionally	391	75.5 %
Total	518	100.0 %

Q11b. Using a scale of 1 to 5, where 5 means "Strongly Agree," and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Thornton's website.

(N=527)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q11b-1. I am satisfied with the quality of information provided on the website	14.2%	52.4%	24.1%	4.7%	0.9%	3.6%
Q11b-2. It is easy to find information I am looking for	10.2%	40.8%	28.7%	13.3%	4.6%	2.5%
Q11b-3. The website is easy to navigate	11.8%	41.9%	28.5%	11.4%	3.2%	3.2%
Q11b-4. I like the visual design of City's website	13.1%	35.9%	38.1%	5.7%	2.1%	5.1%

WITHOUT DON'T KNOW

Q11b. Using a scale of 1 to 5, where 5 means "Strongly Agree," and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the City of Thornton's website. (without "don't know")

(N=527)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q11b-1. I am satisfied with the quality of information provided on the website	14.8%	54.3%	25.0%	4.9%	1.0%
Q11b-2. It is easy to find information I am looking for	10.5%	41.8%	29.4%	13.6%	4.7%
Q11b-3. The website is easy to navigate	12.2%	43.3%	29.4%	11.8%	3.3%
Q11b-4. I like the visual design of City's website	13.8%	37.8%	40.2%	6.0%	2.2%

Q12. Have you ever had to call 911 for police support in Thornton?

Q12. Have you ever had to call 911 for police support in Thornton

	Number	Percent
Yes	317	38.6 %
No	483	58.8 %
Not provided	21	2.6 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q12. Have you ever had to call 911 for police support in Thornton? (without "not provided")**

Q12. Have you ever had to call 911 for police support in Thornton

	Number	Percent
Yes	317	39.6 %
No	483	60.4 %
Total	800	100.0 %

Q12a. Did you find the police response to be timely and professional?

Q12a. Did you find police response to be timely & professional	Number	Percent
Yes	262	82.6 %
No	45	14.2 %
Not provided	10	3.2 %
Total	317	100.0 %

WITHOUT NOT PROVIDED**Q12a. Did you find the police response to be timely and professional? (without "not provided")**

Q12a. Did you find police response to be timely & professional	Number	Percent
Yes	262	85.3 %
No	45	14.7 %
Total	307	100.0 %

Q13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?

Q13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton	Number	Percent
Yes	305	37.1 %
No	508	61.9 %
Not provided	8	1.0 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton? (without "not provided")**

Q13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton	Number	Percent
Yes	305	37.5 %
No	508	62.5 %
Total	813	100.0 %

Q13a. Did you find the Fire/EMS response to be timely and professional?

Q13a. Did you find Fire/EMS response to be timely & professional

	Number	Percent
Yes	288	94.4 %
No	13	4.3 %
Not provided	4	1.3 %
Total	305	100.0 %

WITHOUT NOT PROVIDED**Q13a. Did you find the Fire/EMS response to be timely and professional? (without "not provided")**

Q13a. Did you find Fire/EMS response to be timely & professional

	Number	Percent
Yes	288	95.7 %
No	13	4.3 %
Total	301	100.0 %

Q14. Use of City Facilities/Programs. Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs:

(N=821)

	Weekly	Monthly	Quarterly	1 time a year	Never	Don't know
Q14-1. City parks	37.3%	19.1%	16.1%	11.3%	7.9%	8.3%
Q14-2. Walking/running/cycling trails	44.8%	16.4%	13.2%	5.7%	12.7%	7.2%
Q14-3. Open space	30.2%	18.6%	15.8%	9.1%	16.2%	10.0%
Q14-4. Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	26.6%	15.7%	16.8%	13.8%	19.7%	7.4%
Q14-5. A City operated pool	5.8%	7.8%	10.4%	12.7%	54.6%	8.8%
Q14-6. Youth recreation programs & classes	4.1%	2.9%	5.1%	4.1%	69.7%	14.0%
Q14-7. Adult recreation programs & classes	8.0%	4.0%	7.2%	9.7%	59.8%	11.2%
Q14-8. Arts & culture programs & classes	2.1%	2.1%	6.9%	9.9%	66.0%	13.0%
Q14-9. Active Adult Center & Active Adult Wing facilities	6.6%	3.9%	4.8%	6.3%	65.9%	12.5%
Q14-10. Athletic fields	4.6%	5.8%	7.9%	9.0%	60.0%	12.5%
Q14-11. Riverwalk batting cages	1.3%	1.5%	2.7%	3.7%	77.8%	13.0%
Q14-12. City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	3.4%	5.4%	24.4%	35.6%	22.2%	9.1%
Q14-13. Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	1.9%	4.1%	10.8%	27.3%	45.1%	10.7%
Q14-14. Thorncreek Golf Course	2.2%	4.9%	6.2%	9.3%	66.9%	10.6%

WITHOUT DON'T KNOW

Q14. Use of City Facilities/Programs. Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs: (without "don't know")

(N=821)

	Weekly	Monthly	Quarterly	1 time a year	Never
Q14-1. City parks	40.6%	20.8%	17.5%	12.4%	8.6%
Q14-2. Walking/running/ cycling trails	48.3%	17.7%	14.2%	6.2%	13.6%
Q14-3. Open space	33.6%	20.7%	17.6%	10.1%	18.0%
Q14-4. Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	28.7%	17.0%	18.2%	14.9%	21.3%
Q14-5. A City operated pool	6.4%	8.5%	11.3%	13.9%	59.8%
Q14-6. Youth recreation programs & classes	4.8%	3.4%	5.9%	4.8%	81.0%
Q14-7. Adult recreation programs & classes	9.1%	4.5%	8.1%	11.0%	67.4%
Q14-8. Arts & culture programs & classes	2.4%	2.4%	8.0%	11.3%	75.9%
Q14-9. Active Adult Center & Active Adult Wing facilities	7.5%	4.5%	5.4%	7.2%	75.3%
Q14-10. Athletic fields	5.3%	6.7%	9.1%	10.3%	68.7%
Q14-11. Riverwalk batting cages	1.5%	1.7%	3.1%	4.2%	89.5%
Q14-12. City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	3.8%	5.9%	26.8%	39.1%	24.4%
Q14-13. Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	2.2%	4.6%	12.1%	30.6%	50.5%
Q14-14. Thorncreek Golf Course	2.5%	5.4%	6.9%	10.4%	74.8%

Q15. Parks Amenities. Listed below are 14 parks amenities that the City of Thornton could grow/expand in its parks and open spaces. From the list below, please select the THREE improvements that are MOST IMPORTANT to you and the members of your household.

<u>Q15. Top choice</u>	<u>Number</u>	<u>Percent</u>
Multi-use fields	43	5.2 %
Baseball/softball fields	9	1.1 %
Basketball courts	7	0.9 %
Tennis courts	12	1.5 %
Swimming pools	76	9.3 %
Volleyball courts	7	0.9 %
Pickleball courts	49	6.0 %
Skate parks	4	0.5 %
Disc golf courses	18	2.2 %
Dog parks	74	9.0 %
Running/walking/biking trails	202	24.6 %
Natural open space	142	17.3 %
Parks with playgrounds	49	6.0 %
Bike pump tracks	10	1.2 %
None chosen	119	14.5 %
Total	821	100.0 %

Q15. Parks Amenities. Listed below are 14 parks amenities that the City of Thornton could grow/expand in its parks and open spaces. From the list below, please select the THREE improvements that are MOST IMPORTANT to you and the members of your household.

<u>Q15. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Multi-use fields	37	4.5 %
Baseball/softball fields	9	1.1 %
Basketball courts	6	0.7 %
Tennis courts	9	1.1 %
Swimming pools	59	7.2 %
Volleyball courts	3	0.4 %
Pickleball courts	35	4.3 %
Skate parks	7	0.9 %
Disc golf courses	22	2.7 %
Dog parks	53	6.5 %
Running/walking/biking trails	148	18.0 %
Natural open space	174	21.2 %
Parks with playgrounds	85	10.4 %
Bike pump tracks	19	2.3 %
None chosen	155	18.9 %
Total	821	100.0 %

Q15. Parks Amenities. Listed below are 14 parks amenities that the City of Thornton could grow/expand in its parks and open spaces. From the list below, please select the THREE improvements that are MOST IMPORTANT to you and the members of your household.

Q15. 3rd choice	Number	Percent
Multi-use fields	64	7.8 %
Baseball/softball fields	14	1.7 %
Basketball courts	11	1.3 %
Tennis courts	16	1.9 %
Swimming pools	50	6.1 %
Volleyball courts	13	1.6 %
Pickleball courts	32	3.9 %
Skate parks	12	1.5 %
Disc golf courses	20	2.4 %
Dog parks	55	6.7 %
Running/walking/biking trails	85	10.4 %
Natural open space	98	11.9 %
Parks with playgrounds	112	13.6 %
Bike pump tracks	15	1.8 %
None chosen	224	27.3 %
Total	821	100.0 %

TOP THREE

Q15. Parks Amenities. Listed below are 14 parks amenities that the City of Thornton could grow/expand in its parks and open spaces. From the list below, please select the THREE improvements that are MOST IMPORTANT to you and the members of your household. (top 3)

Q15. Top choice	Number	Percent
Multi-use fields	144	17.5 %
Baseball/softball fields	32	3.9 %
Basketball courts	24	2.9 %
Tennis courts	37	4.5 %
Swimming pools	185	22.5 %
Volleyball courts	23	2.8 %
Pickleball courts	116	14.1 %
Skate parks	23	2.8 %
Disc golf courses	60	7.3 %
Dog parks	182	22.2 %
Running/walking/biking trails	435	53.0 %
Natural open space	414	50.4 %
Parks with playgrounds	246	30.0 %
Bike pump tracks	44	5.4 %
None chosen	119	14.5 %
Total	2084	

Q16. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services.

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-1. Balance of land uses (residential, commercial, employment centers) being pursued in Thornton	8.0%	30.0%	30.5%	14.6%	6.2%	10.7%
Q16-2. Availability & accessibility of parks, open spaces, & cultural amenities in Thornton	19.0%	49.6%	19.4%	5.2%	0.9%	6.0%
Q16-3. Overall feeling of safety when walking, biking, or driving in Thornton	13.8%	44.3%	22.2%	10.1%	4.5%	5.1%
Q16-4. Reliability & timeliness of traveling across Thornton using different modes (car, transit, biking, walking)	8.6%	33.5%	29.8%	15.0%	5.0%	8.0%
Q16-5. Your ability to access recreational programs, Thornton facilities, & events regardless of barriers (financial, geographic, or physical)	20.3%	43.5%	18.9%	5.0%	1.2%	11.1%
Q16-6. Availability of existing local & regional trails, connections to destinations, & trail finding resources	13.5%	39.1%	26.9%	6.9%	0.6%	12.9%
Q16-7. Overall feeling of safety in your neighborhood during the day	26.4%	51.8%	10.1%	5.8%	1.8%	4.0%
Q16-8. Overall feeling of safety in your neighborhood at night	14.9%	43.5%	18.1%	13.2%	5.0%	5.4%
Q16-9. Reliability & quality of Thornton's water, wastewater, stormwater, & solid waste services	17.3%	34.7%	18.0%	15.1%	7.9%	6.9%
Q16-10. Customer service you receive when interacting with Thornton staff	23.8%	32.9%	16.6%	1.7%	1.5%	23.6%

Q16. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services.

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't know
Q16-11. Thornton's communication about important initiatives, services, & decisions	7.4%	34.0%	32.2%	11.7%	3.5%	11.2%
Q16-12. Thornton's efforts to keep you informed about City services, issues, & programs	10.1%	35.8%	31.7%	10.8%	3.2%	8.4%

WITHOUT DON'T KNOW

Q16. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services. (without "don't know")

(N=821)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-1. Balance of land uses (residential, commercial, employment centers) being pursued in Thornton	9.0%	33.6%	34.1%	16.4%	7.0%
Q16-2. Availability & accessibility of parks, open spaces, & cultural amenities in Thornton	20.2%	52.7%	20.6%	5.6%	0.9%
Q16-3. Overall feeling of safety when walking, biking, or driving in Thornton	14.5%	46.7%	23.4%	10.7%	4.7%
Q16-4. Reliability & timeliness of traveling across Thornton using different modes (car, transit, biking, walking)	9.4%	36.4%	32.5%	16.3%	5.4%
Q16-5. Your ability to access recreational programs, Thornton facilities, & events regardless of barriers (financial, geographic, or physical)	22.9%	48.9%	21.2%	5.6%	1.4%
Q16-6. Availability of existing local & regional trails, connections to destinations, & trail finding resources	15.5%	44.9%	30.9%	8.0%	0.7%
Q16-7. Overall feeling of safety in your neighborhood during the day	27.5%	53.9%	10.5%	6.1%	1.9%
Q16-8. Overall feeling of safety in your neighborhood at night	15.7%	45.9%	19.2%	13.9%	5.3%
Q16-9. Reliability & quality of Thornton's water, wastewater, stormwater, & solid waste services	18.6%	37.3%	19.4%	16.2%	8.5%
Q16-10. Customer service you receive when interacting with Thornton staff	31.1%	43.1%	21.7%	2.2%	1.9%

WITHOUT DON'T KNOW

Q16. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services. (without "don't know")

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q16-11. Thornton's communication about important initiatives, services, & decisions	8.4%	38.3%	36.2%	13.2%	4.0%
Q16-12. Thornton's efforts to keep you informed about City services, issues, & programs	11.0%	39.1%	34.6%	11.8%	3.5%

Q17. What is your age?

<u>Q1. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	152	18.5 %
35-44	155	18.9 %
45-54	161	19.6 %
55-64	159	19.4 %
65+	165	20.1 %
Not provided	29	3.5 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q17. What is your age? (without "not provided")**

<u>Q1. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	152	19.2 %
35-44	155	19.6 %
45-54	161	20.3 %
55-64	159	20.1 %
65+	165	20.8 %
Total	792	100.0 %

Q18. How many years have you lived in Thornton?

Q18. How many years have you lived in Thornton	Number	Percent
0-5	154	18.8 %
6-10	107	13.0 %
11-15	73	8.9 %
16-20	79	9.6 %
21-30	188	22.9 %
31+	193	23.5 %
Not provided	27	3.3 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q18. How many years have you lived in Thornton? (without "not provided")**

Q18. How many years have you lived in Thornton	Number	Percent
0-5	154	19.4 %
6-10	107	13.5 %
11-15	73	9.2 %
16-20	79	9.9 %
21-30	188	23.7 %
31+	193	24.3 %
Total	794	100.0 %

Q19. Which of the following best describes your current employment status?

Q19. Your current employment status	Number	Percent
Full-time	522	63.6 %
Part-time	54	6.6 %
Unemployed	12	1.5 %
Retired	184	22.4 %
Homemaker	12	1.5 %
Student	1	0.1 %
Other	4	0.5 %
Not provided	32	3.9 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q19. Which of the following best describes your current employment status? (without "not provided")**

Q19. Your current employment status	Number	Percent
Full-time	522	66.2 %
Part-time	54	6.8 %
Unemployed	12	1.5 %
Retired	184	23.3 %
Homemaker	12	1.5 %
Student	1	0.1 %
Other	4	0.5 %
Total	789	100.0 %

Q19-7. Other:

Q19-7. Other	Number	Percent
Disabled	2	66.7 %
CAREGIVER	1	33.3 %
Total	3	100.0 %

Q19a. Where do you mostly work?

<u>Q19a. Where do you mostly work</u>	<u>Number</u>	<u>Percent</u>
In Thornton	218	37.8 %
In downtown Denver	57	9.9 %
In another suburb of downtown Denver	150	26.0 %
Somewhere else	128	22.2 %
Not provided	23	4.0 %
Total	576	100.0 %

WITHOUT NOT PROVIDED**Q19a. Where do you mostly work? (without "not provided")**

<u>Q19a. Where do you mostly work</u>	<u>Number</u>	<u>Percent</u>
In Thornton	218	39.4 %
In downtown Denver	57	10.3 %
In another suburb of downtown Denver	150	27.1 %
Somewhere else	128	23.1 %
Total	553	100.0 %

Q19a-4. Somewhere else:

Q19a-4. Somewhere else	Number	Percent
Boulder	10	11.6 %
Denver International Airport	10	11.6 %
Longmont	4	4.7 %
Westminster	4	4.7 %
All over state	4	4.7 %
Brighton	3	3.5 %
Louisville	3	3.5 %
Commerce City	3	3.5 %
Travel	3	3.5 %
Denver but not downtown	2	2.3 %
Northglenn	2	2.3 %
Broomfield	2	2.3 %
Frederick	2	2.3 %
Arvada	2	2.3 %
All over Denver metro area	2	2.3 %
Mostly unincorporated Adams County	1	1.2 %
Superior and Longmont	1	1.2 %
Lakewood	1	1.2 %
Golden	1	1.2 %
Fort Collins	1	1.2 %
Out of state	1	1.2 %
Denver Metro, Thornton, Arvada, Littleton	1	1.2 %
Primarily customer site around Denver Metro	1	1.2 %
Unincorporated Adams County	1	1.2 %
North Denver	1	1.2 %
I deliver packages for Amazon	1	1.2 %
2 times a week in Lowry, 3 times a week from home	1	1.2 %
Erie, Colorado	1	1.2 %
Wheat Ridge	1	1.2 %
Colorado Springs to Wyoming	1	1.2 %
In a different neighboring city	1	1.2 %
Northglenn, Westminster, Louisville, Boulder	1	1.2 %
Platteville	1	1.2 %
Long haul truck driver	1	1.2 %
Mobile	1	1.2 %
Westminster and Aurora	1	1.2 %
Lafayette	1	1.2 %
All of Denver suburbs	1	1.2 %
Louisville, Boulder, Longmont, Lafayette	1	1.2 %
Near Castle Rock	1	1.2 %
LOTS OF LOCATIONS	1	1.2 %
Westminster and Northwest Colorado	1	1.2 %
Everywhere	1	1.2 %
Metro area	1	1.2 %
Across the country	1	1.2 %
Total	86	100.0 %

Q19b. What is the zip code of your principal or main place of work?

Q19b. Zip code of your principal or main place of work	Number	Percent
80241	49	13.0 %
80229	47	12.4 %
80602	41	10.8 %
80233	40	10.6 %
80234	12	3.2 %
80249	11	2.9 %
80216	11	2.9 %
80202	11	2.9 %
80022	9	2.4 %
80031	8	2.1 %
80260	6	1.6 %
80020	6	1.6 %
80023	6	1.6 %
80027	5	1.3 %
80203	5	1.3 %
80045	5	1.3 %
80021	5	1.3 %
80246	5	1.3 %
80204	4	1.1 %
80501	4	1.1 %
80205	4	1.1 %
80207	3	0.8 %
80503	3	0.8 %
80003	3	0.8 %
80640	3	0.8 %
80239	3	0.8 %
80301	3	0.8 %
80401	3	0.8 %
80221	3	0.8 %
80002	2	0.5 %
80215	2	0.5 %
80211	2	0.5 %
80011	2	0.5 %
80111	2	0.5 %
80201	2	0.5 %
80110	2	0.5 %
80222	2	0.5 %
80012	2	0.5 %
80030	2	0.5 %
80238	2	0.5 %
80230	2	0.5 %
80601	2	0.5 %
80033	2	0.5 %
80302	2	0.5 %
80516	2	0.5 %
80603	1	0.3 %
80218	1	0.3 %
80223	1	0.3 %
80226	1	0.3 %
80530	1	0.3 %
80217	1	0.3 %

Q19b. What is the zip code of your principal or main place of work?

Q19b. Zip code of your principal or main place of work	Number	Percent
80129	1	0.3 %
80224	1	0.3 %
80034	1	0.3 %
80220	1	0.3 %
80309	1	0.3 %
80237	1	0.3 %
80206	1	0.3 %
80123	1	0.3 %
80212	1	0.3 %
80504	1	0.3 %
80523	1	0.3 %
80231	1	0.3 %
80236	1	0.3 %
80303	1	0.3 %
80124	1	0.3 %
80651	1	0.3 %
80007	1	0.3 %
80294	1	0.3 %
80112	1	0.3 %
80306	1	0.3 %
80228	1	0.3 %
80135	1	0.3 %
Total	378	100.0 %

Q20. Which of the following best describes your primary current residence in Thornton?

Q20. Your primary residence in Thornton	Number	Percent
Single family detached	698	85.0 %
Townhome	46	5.6 %
Condominium	24	2.9 %
Apartment	16	1.9 %
Manufactured or mobile home	9	1.1 %
Other	1	0.1 %
Not provided	27	3.3 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q20. Which of the following best describes your primary current residence in Thornton? (without "not provided")**

Q20. Your primary residence in Thornton	Number	Percent
Single family detached	698	87.9 %
Townhome	46	5.8 %
Condominium	24	3.0 %
Apartment	16	2.0 %
Manufactured or mobile home	9	1.1 %
Other	1	0.1 %
Total	794	100.0 %

Q20-6. Other:

Q20-6. Other	Number	Percent
PAIRED HOME	1	100.0 %
Total	1	100.0 %

Q21. Do you own, rent, or lease your current residence?

<u>Q21. Do you own, rent, or lease your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	690	84.0 %
Rent	112	13.6 %
Lease	5	0.6 %
Not provided	14	1.7 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q21. Do you own, rent, or lease your current residence? (without "not provided")**

<u>Q21. Do you own, rent, or lease your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	690	85.5 %
Rent	112	13.9 %
Lease	5	0.6 %
Total	807	100.0 %

Q22. Do you have internet service at your house?

<u>Q22. Do you have internet service at your house</u>	<u>Number</u>	<u>Percent</u>
Yes	781	95.1 %
No	16	1.9 %
Not provided	24	2.9 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q22. Do you have internet service at your house? (without "not provided")**

<u>Q22. Do you have internet service at your house</u>	<u>Number</u>	<u>Percent</u>
Yes	781	98.0 %
No	16	2.0 %
Total	797	100.0 %

Q23. Do you own a smart phone?

<u>Q23. Do you own a smart phone</u>	<u>Number</u>	<u>Percent</u>
Yes	772	94.0 %
No	25	3.0 %
Not provided	24	2.9 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q23. Do you own a smart phone? (without "not provided")**

<u>Q23. Do you own a smart phone</u>	<u>Number</u>	<u>Percent</u>
Yes	772	96.9 %
No	25	3.1 %
Total	797	100.0 %

Q24. What is the primary language spoken in your home?

<u>Q24. Primary language spoken in your home</u>	<u>Number</u>	<u>Percent</u>
English	713	86.8 %
Spanish	84	10.2 %
Hmong	2	0.2 %
Other	7	0.9 %
Not provided	15	1.8 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q24. What is the primary language spoken in your home? (without "not provided")**

Q24. Primary language spoken in your home	Number	Percent
English	713	88.5 %
Spanish	84	10.4 %
Hmong	2	0.2 %
Other	7	0.9 %
Total	806	100.0 %

Q24-4. Other:

Q24-4. Other	Number	Percent
Russian	2	28.6 %
Dari (Persian)	1	14.3 %
Dari, Afghanistan	1	14.3 %
Chinese	1	14.3 %
Tigrigna	1	14.3 %
ASL	1	14.3 %
Total	7	100.0 %

Q24a. If your response to the question above was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

Q24a. Can you speak English or have access to someone who can translate for you on a regular basis	Number	Percent
Yes	65	69.9 %
No	21	22.6 %
Not provided	7	7.5 %
Total	93	100.0 %

WITHOUT NOT PROVIDED**Q24a. If your response to the question above was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis? (without "not provided")**

Q24a. Can you speak English or have access to someone who can translate for you on a regular basis	Number	Percent
Yes	65	75.6 %
No	21	24.4 %
Total	86	100.0 %

Q25. Which of the following best describes your combined income from all members of your household in 2024 before taxes?

Q25. Your combined income from all members of your household in 2024 before taxes

	Number	Percent
Less than \$15K	19	2.3 %
\$15K to \$24,999	28	3.4 %
\$25K to \$34,999	25	3.0 %
\$35K to \$49,999	30	3.7 %
\$50K to \$74,999	89	10.8 %
\$75K to \$99,999	102	12.4 %
\$100K to \$124,999	97	11.8 %
\$125K to \$149,999	57	6.9 %
\$150K to \$174,999	61	7.4 %
\$175K to \$199,999	60	7.3 %
\$200K+	85	10.4 %
I prefer not to answer	168	20.5 %
Total	821	100.0 %

WITHOUT PREFER NOT TO ANSWER

Q25. Which of the following best describes your combined income from all members of your household in 2024 before taxes? (without "prefer not to answer")

Q25. Your combined income from all members of your household in 2024 before taxes

	Number	Percent
Less than \$15K	19	2.9 %
\$15K to \$24,999	28	4.3 %
\$25K to \$34,999	25	3.8 %
\$35K to \$49,999	30	4.6 %
\$50K to \$74,999	89	13.6 %
\$75K to \$99,999	102	15.6 %
\$100K to \$124,999	97	14.9 %
\$125K to \$149,999	57	8.7 %
\$150K to \$174,999	61	9.3 %
\$175K to \$199,999	60	9.2 %
\$200K+	85	13.0 %
Total	653	100.0 %

Q26. Which of the following best describes your primary racial or ethnic group?

<u>Q26. Your primary racial or ethnic group</u>	<u>Number</u>	<u>Percent</u>
Asian or Pacific Islander	48	5.8 %
Black or African-American	18	2.2 %
Hispanic, Latino, or Mexican-American	301	36.7 %
Arabic or Middle-Eastern	6	0.7 %
Native American	9	1.1 %
White	492	59.9 %
Multi-racial	26	3.2 %
Other	3	0.4 %
Total	903	

Q26-8. Self-describe your racial or ethnic group:

<u>Q26-8. Self-describe your racial or ethnic group</u>	<u>Number</u>	<u>Percent</u>
German and Hispanic	1	33.3 %
Spanish, Jewish	1	33.3 %
Nordic American	1	33.3 %
Total	3	100.0 %

Q27. Please rate the length of this survey:

Q27. Please rate length of this survey	Number	Percent
Very long	111	13.5 %
Long	367	44.7 %
Just right	308	37.5 %
Short	4	0.5 %
Very short	1	0.1 %
Not provided	30	3.7 %
Total	821	100.0 %

WITHOUT NOT PROVIDED**Q27. Please rate the length of this survey: (without "not provided")**

Q27. Please rate length of this survey	Number	Percent
Very long	111	14.0 %
Long	367	46.4 %
Just right	308	38.9 %
Short	4	0.5 %
Very short	1	0.1 %
Total	791	100.0 %



Survey Instrument



Thornton City Hall
9500 Civic Center Drive
Thornton, CO 80229-4326
www.thorntonco.gov

City Manager's Office
303-538-7002

January 2025

Dear Thornton Resident,

The City of Thornton is conducting a community survey in order to get resident feedback on a wide range of topics which will help guide City leaders as they determine City-wide decisions. The survey results will help the City better understand your level of satisfaction with various City services and identify potential areas for improvement.

Your input on the enclosed survey is extremely important. Over the course of the next year, the City will make decisions that impact a wide range of services, including public safety, streets, parks and recreation, planning and other areas. To ensure that the City's priorities are aligned with the needs of our residents, ***we need to know what YOU think.***

We appreciate your time. We realize this survey takes some time to complete, but every question is important. The time you invest in this survey will influence decisions that will be made about the City's future. Your responses will assist City leaders in identifying and addressing the many opportunities and challenges facing the community.

Please return your survey sometime during the next two weeks. Your responses will remain confidential. Please return your survey in the enclosed postage-paid envelope or complete it on-line at ThorntonCommunitySurvey.org.

Thank you for your help in guiding the direction of our community.

Sincerely,

City of Thornton

Para asistencia en completar la encuesta en español, llame al 844-811-0411.



2025 City of Thornton Survey

Thank you for taking time to complete this important survey. City leaders will use survey input to help set community priorities so that tax dollars are spent wisely. Please return the completed survey in the envelope provided. Surveys can be completed online by visiting ThorntonCommunitySurvey.org.

1. **Overall Quality of Major City of Thornton Services.** Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services.

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Public Utilities							
01.	Trash collection services	5	4	3	2	1	9
02.	Recycling collection services	5	4	3	2	1	9
03.	Quality/taste of water	5	4	3	2	1	9
04.	Snow plowing of the major city streets excluding I-25 (Colorado Blvd., Thornton Parkway, Huron St., 120th Ave., etc.)	5	4	3	2	1	9
Planning and Development							
05.	Code compliance for neighborhoods (weeds, junk/litter, RVs parked on street, etc.)	5	4	3	2	1	9
06.	Quality of stores/restaurants/shopping centers	5	4	3	2	1	9
07.	Variety of stores/restaurants/shopping centers	5	4	3	2	1	9
08.	Appearance of your neighborhood	5	4	3	2	1	9
Parks & Recreation							
09.	Cultural and arts programming	5	4	3	2	1	9
10.	Services for Older Adults 55+	5	4	3	2	1	9
11.	Park access (is there a park within walking distance of your home)	5	4	3	2	1	9
12.	Condition of parks	5	4	3	2	1	9
13.	Trail/open space access (is there a trail or open space within walking/biking distance of your home)	5	4	3	2	1	9
14.	Condition of trails/open space	5	4	3	2	1	9
15.	Access to recreation facilities (can you easily walk/bike/drive/ take public transportation to a city recreational facility)	5	4	3	2	1	9
16.	Condition/cleanliness of recreation facilities	5	4	3	2	1	9
17.	Quality of festivals and community events	5	4	3	2	1	9
Public Safety							
18.	Stray animal control	5	4	3	2	1	9
19.	How safe do you feel utilizing the Thornton's parks & trails	5	4	3	2	1	9
20.	The overall feeling of safety in your community	5	4	3	2	1	9
Public Infrastructure							
21.	Condition of landscaping or streetscaping in medians and along streets	5	4	3	2	1	9
22.	Bicycle infrastructure (meaningful connections, bike lanes, trails)	5	4	3	2	1	9
23.	Flow of traffic and congestion in the City of Thornton	5	4	3	2	1	9
24.	Condition of major city streets	5	4	3	2	1	9
25.	Condition of neighborhood streets	5	4	3	2	1	9

2. **Of the twenty-five items listed in Question 1 which THREE do you think are the MOST IMPORTANT services for the City to invest additional resources into improving in the near future?** [Write in your answers below using the numbers from the list in Question 1.]

1st: _____ 2nd: _____ 3rd: _____

4. How would you rate the quality of life in Thornton?

5. How important is it for you to keep informed about Thornton City Government?

6. Please CHECK ALL of the following sources of information you CURRENTLY USE to get information about the City of Thornton.

7. Which THREE Of the sources of information listed above do you MOST PREFER to use? [Write in your answers below using the numbers from the list in Question 6.]

8. Using a scale of 5 to 1, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about the amount of information the City of Thornton provides.

The City of Thornton provides enough information about...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Public Safety	5	4	3	2	1	9
02.	Parks, Open Space, and Trails	5	4	3	2	1	9
03.	Recreation Programs and Facilities	5	4	3	2	1	9
04.	New Development in the City	5	4	3	2	1	9
05.	City Construction projects	5	4	3	2	1	9
06.	Water	5	4	3	2	1	9
07.	Programs for those in need	5	4	3	2	1	9
08.	Transportation and Traffic	5	4	3	2	1	9
09.	Trash and Recycling Services	5	4	3	2	1	9
10.	Special Events (e.g., ThorntonFest, Fourth of July)	5	4	3	2	1	9

9. Are you aware of any of the social media accounts and/or digital communication tools the City of Thornton uses?

9a. Do you follow or subscribe to any of the following City of Thornton social media accounts and/or digital communication tools? [Check all that apply.]

____ (1) City of Thornton's Facebook page
 ____ (2) City of Thornton's X account
 ____ (3) City of Thornton's Instagram Account
 ____ (4) LinkedIn (City of Thornton)
 ____ (5) Nextdoor
 ____ (6) City of Thornton YouTube videos/channel
 ____ (7) Email list
 ____ (8) RSS Feed
 ____ (9) Social media accounts for City of Thornton Departments

10. The following is a list of engagement opportunities for residents of Thornton to participate in at City of Thornton initiatives. Please indicate if you have participated in any of the following engagement opportunities during the past 12 months. [Check all that apply.]

- ☐ (01) Attended a City-hosted public meeting
- ☐ (02) Attended a City of Thornton Council meeting in person
- ☐ (03) Watched a City of Thornton Council meeting on live video stream
- ☐ (04) Spoke at a City Council meeting
- ☐ (05) Emailed or phoned a Council Member
- ☐ (06) Emailed or phoned an executive city staff person (City Management or Department Director)
- ☐ (07) Emailed or phoned a City staff person
- ☐ (08) Voted in a City election (in the past 18 to 24 months)
- ☐ (09) Participated in a City of Thornton online survey
- ☐ (10) Submitted a Public Information Request
- ☐ (11) Participated in a City-hosted online engagement forum
- ☐ (12) Participated in a digital public meeting
- ☐ (13) Attended a City of Thornton hosted meeting (public or community meeting, open house, town hall)
- ☐ (14) Responded to a City of Thornton survey via text
- ☐ (15) Responded to a City of Thornton printed survey
- ☐ (16) None [Skip to Q10c.]

10a. Overall, how would you rate your experience with this/these community engagement activities?

- | | | |
|--|--------------------------------------|--|
| ☐ (5) Very good | ☐ (3) Average | ☐ (1) Very poor |
| ☐ (4) Good | ☐ (2) Poor | ☐ (9) Did not participate |

10b. Do you have any suggestions that could have improved your experience with this/these community engagement activities?

10c. Are there any difficulties or barriers that keep you from participating in the activities listed in Question 10? [Check all that apply.]

- | | |
|---|---|
| ☐ (01) I don't feel like I can speak freely | ☐ (07) Activities are not in my preferred language |
| ☐ (02) I don't feel like I understand the issues | ☐ (08) I am not interested in participating |
| ☐ (03) Locations aren't convenient | ☐ (09) Access to reliable transportation |
| ☐ (04) Times aren't convenient | ☐ (10) Access to technology |
| ☐ (05) Childcare | ☐ (11) Other: _____ |
| ☐ (06) ADA accessibility | |

10d. If the difficulties/barriers listed in Question 10c were eliminated or reduced, would you be more likely to participate?

- ☐ (1) Yes ☐ (2) No

11. Have you used the City of Thornton's website within the past 6 months?

- ☐ (1) Yes [Answer Q11a-b.] ☐ (2) No [Go to Q12.]

11a. How often have you visited the City of Thornton's website during the past 6 months?

- ☐ (1) Frequently ☐ (2) Occasionally

- 11b. Using a scale of 1 to 5, where 5 means "Strongly Agree," and 1 means "Strongly Disagree" please rate your level of agreement with the following statements about the City of Thornton's website.**

Rate your level of agreement with each statement.		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1.	I am satisfied with the quality of information provided on the website	5	4	3	2	1	9
2.	It is easy to find the information I am looking for	5	4	3	2	1	9
3.	The website is easy to navigate	5	4	3	2	1	9
4.	I like the visual design of the City's website	5	4	3	2	1	9

- 12. Have you ever had to call 911 for Police support in Thornton?**

____(1) Yes [Answer Q12a.] ____ (2) No [Go to Q13.]

- 12a. Did you find the Police response to be timely and professional?** ____ (1) Yes ____ (2) No

- 13. Have you ever had to call 911 for Fire/Emergency Medical services support in Thornton?**

____(1) Yes [Answer Q13a.] ____ (2) No [Go to Q14.]

- 13a. Did you find the Fire/EMS response to be timely and professional?** ____ (1) Yes ____ (2) No

- 14. Use of City Facilities/Programs.** Using a scale of 5 to 1, where 5 means "Weekly" and 1 means "Never," please indicate how often you use the following City facilities/programs:

Program/Service		Weekly	Monthly	Quarterly	1 Time a Year	Never	Don't Know
01.	City parks	5	4	3	2	1	9
02.	Walking/running/cycling trails	5	4	3	2	1	9
03.	Open space	5	4	3	2	1	9
04.	Recreation facilities (Trail Winds, Margaret Carpenter, Thornton Community Center)	5	4	3	2	1	9
05.	A city operated pool	5	4	3	2	1	9
06.	Youth recreation programs and classes	5	4	3	2	1	9
07.	Adult recreation programs and classes	5	4	3	2	1	9
08.	Arts and Culture programs and classes	5	4	3	2	1	9
09.	Active Adult Center and Active Adult Wing facilities	5	4	3	2	1	9
10.	Athletic fields	5	4	3	2	1	9
11.	Riverwalk Batting Cages	5	4	3	2	1	9
12.	City festivals (Thorntonfest, 4th of July, Harvest Fest, WinterFest)	5	4	3	2	1	9
13.	Special events (Movies in the Park, Trunk or Treat, Eggcessible Eggstravaganza, Concerts in the Park, Arts in the Park, Day of the Dead, art/history exhibits)	5	4	3	2	1	9
14.	Thorncreek Golf Course	5	4	3	2	1	9

- 15. Parks Amenities.** Listed below are 14 parks amenities that the City of Thornton could grow/expand in its parks and open spaces. From the list below, please select the **THREE** improvements that are **MOST IMPORTANT** to you and the members of your household. [Write in your answers below using the numbers from the list below.]

- | | | |
|------------------------------|-----------------------|-----------------------------------|
| 01. Multi-use fields | 06. Volleyball courts | 11. Running/walking/biking trails |
| 02. Baseball/softball fields | 07. Pickleball courts | 12. Natural open space |
| 03. Basketball courts | 08. Skate parks | 13. Parks with playgrounds |
| 04. Tennis courts | 09. Disc golf courses | 14. Bike pump tracks |
| 05. Swimming pools | 10. Dog parks | |

1st: ____ 2nd: ____ 3rd: ____

- 16. Using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please indicate how satisfied you are with the following City Services.**

How satisfied are you with...		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
01.	The balance of land uses (residential, commercial, employment centers) being pursued in Thornton	5	4	3	2	1	9
02.	The availability and accessibility of parks, open spaces, and cultural amenities in Thornton	5	4	3	2	1	9
03.	The overall feeling of safety when walking, biking, or driving in Thornton	5	4	3	2	1	9
04.	The reliability and timeliness of traveling across Thornton using different modes (car, transit, biking, walking)	5	4	3	2	1	9
05.	Your ability to access recreational programs, Thornton facilities, and events regardless of barriers (financial, geographic, or physical)	5	4	3	2	1	9
06.	The availability of existing local and regional trails, connections to destinations, and trail finding resources	5	4	3	2	1	9
07.	Overall feeling of safety in your neighborhood during the day	5	4	3	2	1	9
08.	Overall feeling of safety in your neighborhood during at night	5	4	3	2	1	9
09.	The reliability and quality of Thornton's water, wastewater, stormwater, and solid waste services	5	4	3	2	1	9
10.	The customer service you receive when interacting with Thornton staff	5	4	3	2	1	9
11.	Thornton's communication about important initiatives, services, and decisions	5	4	3	2	1	9
12.	Thornton's efforts to keep you informed about City services, issues, and programs	5	4	3	2	1	9

Demographics

17. What is your age? _____ years

18. How many years have you lived in Thornton? _____ years

19. Which of the following best describes your current employment status?

____(1) Full-time [Answer Q19a-b.]

____(5) Homemaker

____(2) Part-time [Answer Q19a-b.]

____(6) Student

____(3) Unemployed

____(7) Other: _____

____(4) Retired

19a. Where do you mostly work?

____(1) In Thornton

____(3) In another suburb of downtown Denver

____(2) In downtown Denver

____(4) Somewhere else: _____

19b. What is the zip code of your principal or main place of work? _____

20. Which of the following best describes your primary current residence in Thornton?

____(1) Single family detached

____(4) Apartment

____(2) Townhome

____(5) Manufactured or mobile home

____(3) Condominium

____(6) Other: _____

21. Do you own, rent, or lease your current residence? ____ (1) Own ____ (2) Rent ____ (3) Lease

22. Do you have internet service at your house? ____ (1) Yes ____ (2) No

23. Do you own a smart phone? ____ (1) Yes ____ (2) No

24. What is the primary language spoken in your home?

____(1) English
____(2) Spanish

____(3) Hmong
____(4) Other: _____

24a. If your response to the question above was a language other than "English," can you speak English or have access to someone who can translate for you on a regular basis?

____(1) Yes ____ (2) No

25. Which of the following best describes your combined income from all members of your household in 2024 before taxes?

____(01) Less than \$15,000	____(05) \$50,000 to \$74,999	____(09) \$150,000 to \$174,999
____(02) \$15,000 to \$24,999	____(06) \$75,000 to \$99,999	____(10) \$175,000 to \$199,999
____(03) \$25,000 to \$34,999	____(07) \$100,000 to \$124,999	____(11) \$200,000 or more
____(04) \$35,000 to \$49,999	____(08) \$125,000 to \$149,999	____(12) I prefer not to answer

26. Which of the following best describes your primary racial or ethnic group? [Check all that apply.]

____(1) Asian or Pacific Islander	____(5) Native American
____(2) Black or African-American	____(6) White
____(3) Hispanic, Latino, or Mexican-American	____(7) Multi-racial
____(4) Arabic or Middle-Eastern	____(8) Other: _____

27. Please rate the length of this survey:

____(1) Very Long	____(3) Just right	____(5) Very Short
____(2) Long	____(4) Short	

28. Would you be willing to participate in future surveys sponsored by the City of Thornton?

____(1) Yes [Answer Q28a.] ____ (2) No

28a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

COUNCIL UPDATE COMMUNICATION

Meeting Date: August 25, 2026	Agenda Item: IIIA	Agenda Location: BRIEFINGS	1st Reading 2nd Reading
Subject: Community Survey Recommendation			
Department Head Review: Tansy Hayward		Approved by: Tansy Hayward, City Manager	Strategic Focus Area: Organizational Excellence
Presenter(s): Robb Kolstad, Deputy City Manager			

SYNOPSIS:

Staff will provide recommendations on implementation changes to the Community Survey. The recommendations are in response to the Strategic Plan action: *Revisit city-wide stakeholder survey with the intent to review line of questioning, timing, and how the survey is utilized after conducted.* A Strategic Plan Operations Team (SPOT) has researched best practices and developed recommendations for Council consideration in anticipation of issuing a request for proposals for surveying services.

RECOMMENDATION:

Staff recommends Alternative No. 1, provide Council direction on conducting a community survey.

BUDGET/STAFF IMPLICATIONS:

The 2027 Budget recommendation includes \$30,000 for a community survey.

ALTERNATIVES:

1. Provide Council direction on conducting a community survey.
2. Discontinue conducting a community survey.

BACKGROUND (ANALYSIS/NEXT STEPS/HISTORY): (includes previous City Council action)

Prior Community Surveys

The City has historically conducted a statistically significant community survey, conducted by a professional survey firm. The timing has varied (annual, biannual) but has generally served as a lead into the City Council retreat. Past surveys included questions around service satisfaction, program/facility usage, prioritization of resources/amenities, and demographics as well as some consistency in questions for purposes of longitudinal analysis. Targeted surveys have been implemented at various points as have surveys associated with master plans or other planning efforts. Staff discussions recognize that there are opportunities to better leverage survey results, both internally and externally.

Strategic Plan

The 2025-2029 Strategic Plan included an action in the Organizational Excellence strategic focus area focused on the community survey:

Revisit city-wide stakeholder survey with the intent to review line of questioning, timing, and how the survey is utilized after conducted.

A Strategic Plan Operational Team (SPOT) was created with staff from the Parks and Recreation Department, Infrastructure Department, Police Department, Communications Office, and City Manager's Office and that team developed a number of goals relevant to the community survey:

1. Ask the right questions to inform decision-making
2. Increase awareness and participation in surveys (maintain statistical significance)
3. Deeply consider results and how the City might utilize results
4. Build trust with the community (example: you said it, we did it)
5. Transparent communication when results are available
6. Sustain momentum and action after survey results are completed

The SPOT also developed an action plan with the goal of developing a revised approach to the survey that meets agreed upon policy goals, specifically focused on using survey results to make decisions and engage and build trust with the community.

- Q1-Q2: Discuss, research, and define key considerations for survey process moving forward
- Q2-Q3: Review research, considerations, and recommendations with City Council for direction/feedback
- Q3-Q4: Issue RFP based on feedback, contract with survey consultant
- Q4-2027: Conduct survey and develop implementation plan for survey results

Areas of Research and Consideration

The SPOT researched best practices and developed considerations for the community survey with a focus on five key areas, with the core question of how to best use the survey to assist decision making and engage with the community:

1. Timing: annual surveys versus multiple surveys, seasonality, survey fatigue
2. Audience: residents (statistical significance), different target audiences
3. Structure: survey questions/methods (paper/online), statistical significance
4. Questions: proactive questions versus reactive questions, regular/periodic/ad-hoc questions (longitudinal analysis)
5. Utilization and Communication: internal/external use of results/outreach, communication strategies (internal/external)

Timing and Audience

Research found that it was common practice to conduct major surveys every year or every other year. Some communities augmented major surveys with topic-specific or pulse surveys, at times implementing A/B testing models between multiple surveys. This type of flexibility allowed for a balance between longer format surveys and shorter format surveys, protecting against survey and question fatigue. Best practice research suggests considering timing and seasonality (Winter versus Spring,

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Summer/holiday breaks), both in terms of response rates and outreach opportunities. Some communities used alternative methods to reach audiences, such as leveraging facilities and partners for outreach (recreation centers, libraries, pop-up events, non-profit partners, schools). Research suggests that creating a variety of survey participation opportunities such as paper, digital, and mobile formats reduces barriers to participation and helps meet the community where they are. Most communities tried to create as much participation as possible while still maintaining some level of statistical significance in the results. A final best practice was to blend broad community outreach with opportunities to focus on specific audiences, such as businesses, facility/service users, or youth.

Structure and Questions

Research found that structure the survey around service areas that are relevant to the community was more effective than utilizing an organizational or departmental structure. There is an opportunity to align the survey around the adopted mission, vision, and values and/or strategic plan focus areas, prioritizing the resident or participant perspective. Some surveys allow for customization, allowing participants to choose areas of interest to provide more in-depth feedback, while potentially skipping questions that are not as personally relevant. Best practice is to conduct the survey in a way that capture incomplete survey responses, which maintaining the statistical significance of the response. Research suggests that balancing proactive questions (future-focused) and reactive questions (past-focused) allows the survey to evaluate future priorities and evaluate current services or general satisfaction. Finally, it was suggested that any open-ended questions include a way to tag and analyze responses.

Utilization and Communication

When looking at internal utilization and communication, research found that it is important to build systems that quickly and meaningfully integrate results into organizational understanding and decision-making. Best practices include broadly and proactively communicate results and conclusions to different levels of the organization, while maintaining a balanced perspective on the feedback (focus on both what is going well and areas for growth). Results should be aligned and integrated as data points for key organizational efforts, such as strategic planning, master planning, and budget development. Staff within the organization should be leveraged to further interpret priority feedback and develop plans to address high-priority action items. When looking at external utilization and communication, research found that sharing the survey results create opportunities to build community trust and increase future participation. Inclusive outreach with an intentional focus on the underserved and hard-to-reach residents can help build community engagement. Sharing survey results transparently allows the community to celebrate wins and identify areas for improvement. One best practice includes closing the loop with residents through a "You Said It, We Did It" messaging framework that ties specific actions to survey input. Another best practice is the development and promotion of a public-facing webpage that includes an interactive dashboard to track and communicate progress of key survey results.

Recommendation

Timing/Audience: Conduct community-level survey every other year, with consideration of additional targeted surveys. Transition to early spring timeline with results in May. Continue conducting a statistically significant, representative sample survey but work to increase outreach to underrepresented and difficult to reach community.

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Structure/Questions: Focus on community or services orientation, not organizational or department orientation. Leverage the adopted Mission, Vision, and Values and Strategic Plan Strategic Focus Areas as structural pillars of the survey. Explore some level of customization based on community interest, ensuring that incomplete results can be captured and analyzed.

Utilization and Communication: Develop systems and processes to communicate and utilize results for decision-making (internal) and community engagement (external), before, during, and after data collection.

ATTACHMENTS:

Presentation

2025 Community Survey Report



Community Survey Recommendation

Council Update – August 25, 2026



Purpose

Share research on
community survey and
receive City Council
direction on revised
approach

Agenda

- Background Information
- Areas of Research and Considerations
- Recommendation Key Considerations
- Discussion, Direction, and Next Steps

Background Information

Prior Community Surveys

- The City has historically conducted a statistically significant community survey, conducted by a professional survey firm
- Timing has varied (annual, biannual) but has generally served as a lead into the City Council retreat
- Past surveys included questions around service satisfaction, program/facility usage, prioritization of resources/amenities, demographics (longitudinal analysis)
- Targeted surveys have been implemented at various points as have surveys associated with master plans or other planning efforts
- Recognize opportunities to better leverage survey results

Background Information

Strategic Plan Action: Revisit city-wide stakeholder survey with the intent to review line of questioning, timing, and how the survey is utilized after conducted (Organizational Excellence)

Strategic Plan Operational Team (SPOT) goals:

- Ask the right questions to inform decision-making
- Increase awareness and participation in surveys (maintain statistical significance)
- Deeply consider results and how the City might utilize results
- Build trust with the community (example: you said it, we did it)
- Transparent communication when results are available
- Sustain momentum and action after survey results are completed

Background Information

Strategic Plan Action Plan

- Q1-Q2: Discuss, research, and define key considerations for survey process moving forward
- Q2-Q3: Review research, considerations, and recommendations with City Council for direction/feedback
- Q3-Q4: Issue RFP based on feedback, contract with survey consultant
- Q4-2027: Conduct survey and develop implementation plan for survey results



Deliverable: *revised approach to the survey that meets agreed upon policy goals, specifically focused on using survey results to make decisions and engage and build trust with the public*

Areas of Research and Considerations

1. **Timing:** annual surveys versus multiple surveys, seasonality, survey fatigue
2. **Audience:** residents (statistical significance), different target audiences
3. **Structure:** survey questions/methods (paper/online), statistical significance
4. **Questions:** proactive questions versus reactive questions, regular/periodic/ad-hoc questions (longitudinal analysis)
5. **Utilization and Communication:** internal/external use of results/outreach, communication strategies (internal/external)

Core Question: *How to best use the survey to assist decision making and engage with the community*

Areas of Research and Considerations

Timing/Audience

- Common Practice: major surveys every or every other year, augment with specific or pulse surveys (A/B testing)
- Balance longer format with shorter format surveys (survey/question fatigue)
- Consider seasonality (Winter versus Spring, Summer/holiday breaks)
- Explore opportunities for paper, digital, mobile formats – reduce barriers to participation while maintaining statistical significance
- Blend broad community surveying with opportunities to target specific audiences (businesses, facility/service users, youth)

Areas of Research and Considerations

Structure/Questions

- Structure around service areas that are relevant to the community, not internal departments/structure
- Potential alignment around mission, vision, and values and/or strategic focus areas
- Explore potential to personalize surveys sections based on interest and capture incomplete survey responses (maintaining statistical significance)
- Balance proactive and reactive questions
- Ensure open-ended responses can be tagged and analyzed

Areas of Research and Considerations

Utilization and Communication

- Internal: build systems that quickly and meaningfully integrate results into organizational understanding and decision-making
 - Broadly communicate results and conclusions to different levels of the organization
 - Maintain a balanced perspective when sharing the feedback – focus on both what is going well and areas for growth
 - Ensure results are integrated as a data point for key organizational efforts (strategic planning, master planning, budget development, etc.)
 - Leverage organization to further interpret priority feedback
 - Establish regular department reporting on top-priority action items

Areas of Research and Considerations

Utilization and Communication

- External: Build community trust and engagement through inclusive outreach and transparent reporting of survey results with intentional focus on underserved and hard-to-reach residents.
 - Share results transparently by celebrating wins and naming areas for improvement
 - Close the loop with residents through a "You Said It, We Did It" campaign that ties city actions to survey input
 - Consider developing a public-facing dashboard to track and communicate progress

Recommendation Key Considerations

Survey RFP and Implementation

- **Timing/Audience**
 - Conduct community-level survey every other year, consider additional targeted surveys
 - Transition to early spring timeline (results in May)
 - Continue to focus on statistically significant, representative sample survey
 - Increase outreach to underrepresented/difficult to reach community
- **Structure/Questions**
 - Focus on community/services orientation, not organizational/departement orientation
 - Leverage Mission, Vision, and Values and Strategic Plan Strategic Focus Areas
 - Explore some level of customization based on interest, capture incomplete results
- **Utilization and Communication**
 - Develop systems and processes to communicate and utilize results in decision-making (internal) and community engagement (external)

Discussion, Direction, and Next Steps

Discussion Questions

- What recommendations are supported by Council?
- What other options/alternatives should Council consider?
- What considerations were not addressed in the recommendation?

Next Steps

- Community survey services – request for proposals
- Evolution of SPOT efforts
- Survey implementation