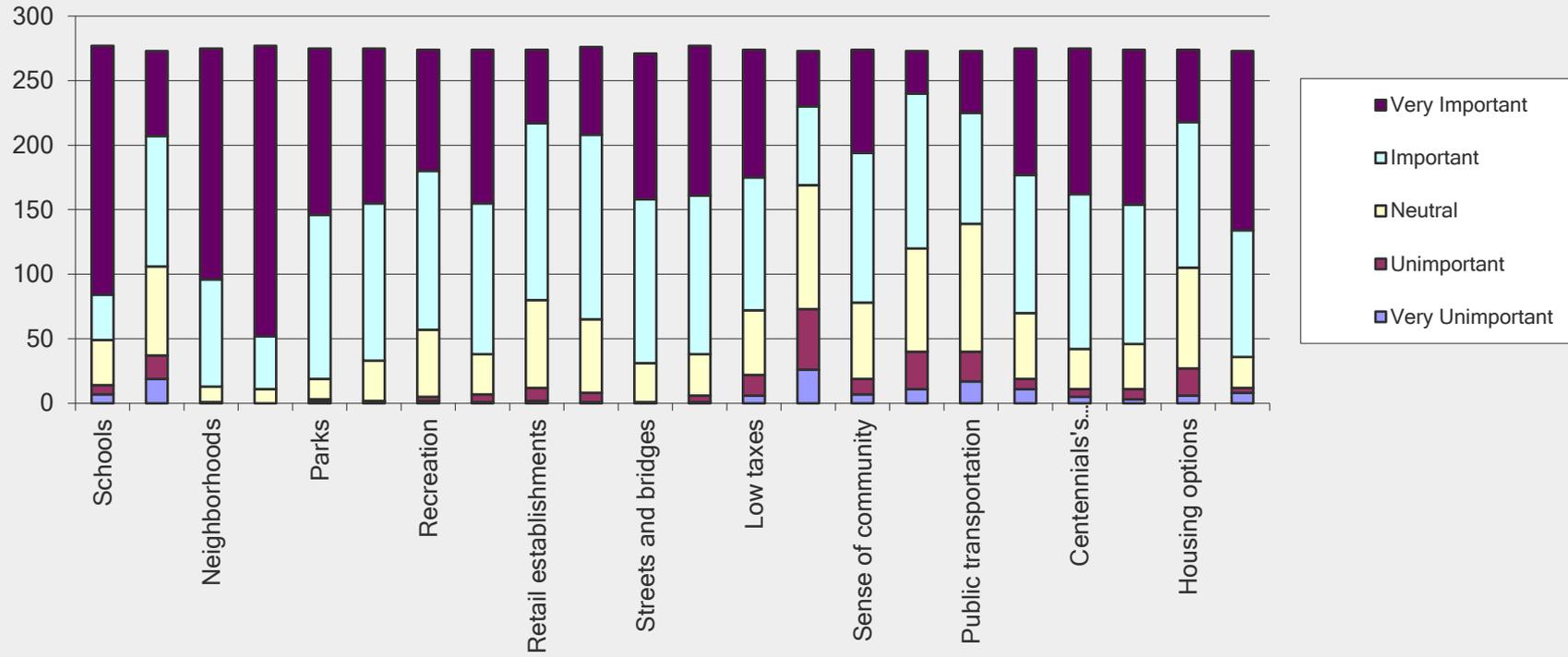


Branding Survey

1. How important are the following to your quality of life in Centennial:

Answer Options	Very Important	Important	Neutral	Unimportant	Very Unimportant	Response Count
Schools	193	35	35	7	7	277
Proximity to Work	66	101	69	18	19	273
Neighborhoods	179	83	12	1	0	275
Safety	225	41	11	0	0	277
Parks	129	127	16	1	2	275
Trails	120	122	31	1	1	275
Recreation	94	123	52	3	2	274
Open Space	119	117	31	6	1	274
Retail establishments	57	137	68	10	2	274
Restaurants	68	143	57	7	1	276
Streets and bridges	113	127	30	1	0	271
Snow and ice removal on streets	116	123	32	5	1	277
Low taxes	99	103	50	16	6	274
Senior programs	43	61	96	47	26	273
Sense of community	80	116	59	12	7	274
Arts and cultural programs	33	120	80	29	11	273
Public transportation	48	86	99	23	17	273
Centennial's reputation	98	107	51	8	11	275
Centennials's appearance (landscaping)	113	120	31	6	5	275
Libraries	120	108	35	8	3	274
Housing options	56	113	78	21	6	274
Broadband/high speed Internet	139	98	24	4	8	273
					<i>answered question</i>	277
					<i>skipped question</i>	1

1. How important are the following to your quality of life in Centennial:

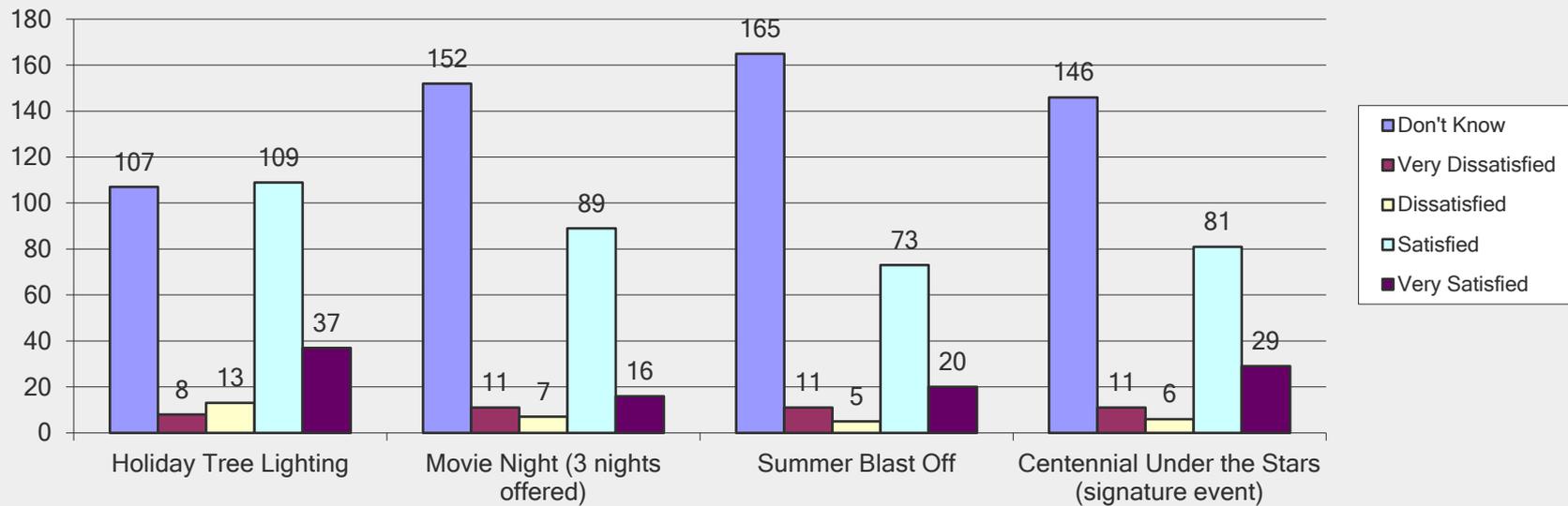


Branding Survey

2. Please rate your level of satisfaction with the City's existing events, as listed below:

Answer Options	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	Response Count
Holiday Tree Lighting	37	109	13	8	107	274
Movie Night (3 nights offered)	16	89	7	11	152	275
Summer Blast Off	20	73	5	11	165	274
Centennial Under the Stars (signature event)	29	81	6	11	146	273
<i>answered question</i>						276
<i>skipped question</i>						2

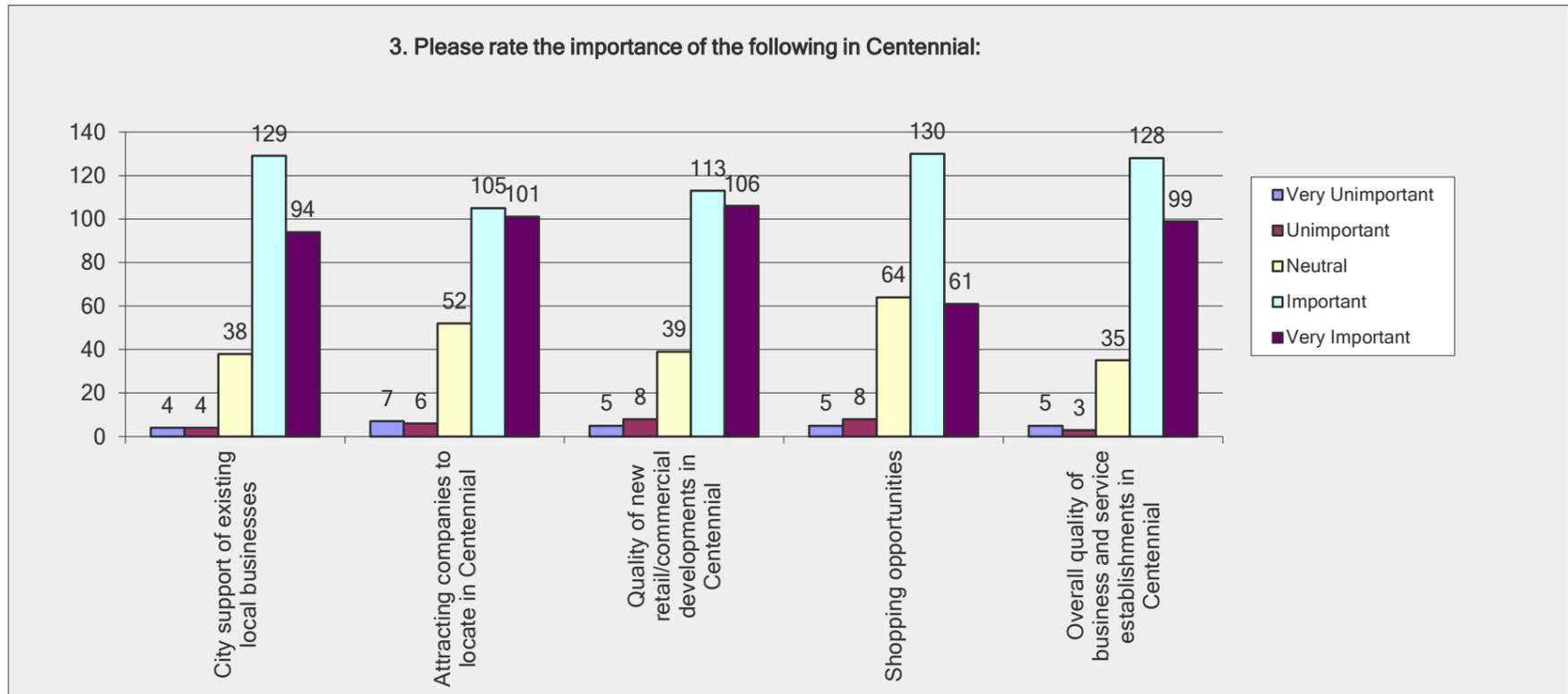
2. Please rate your level of satisfaction with the City's existing events, as listed below:



Branding Survey

3. Please rate the importance of the following in Centennial:

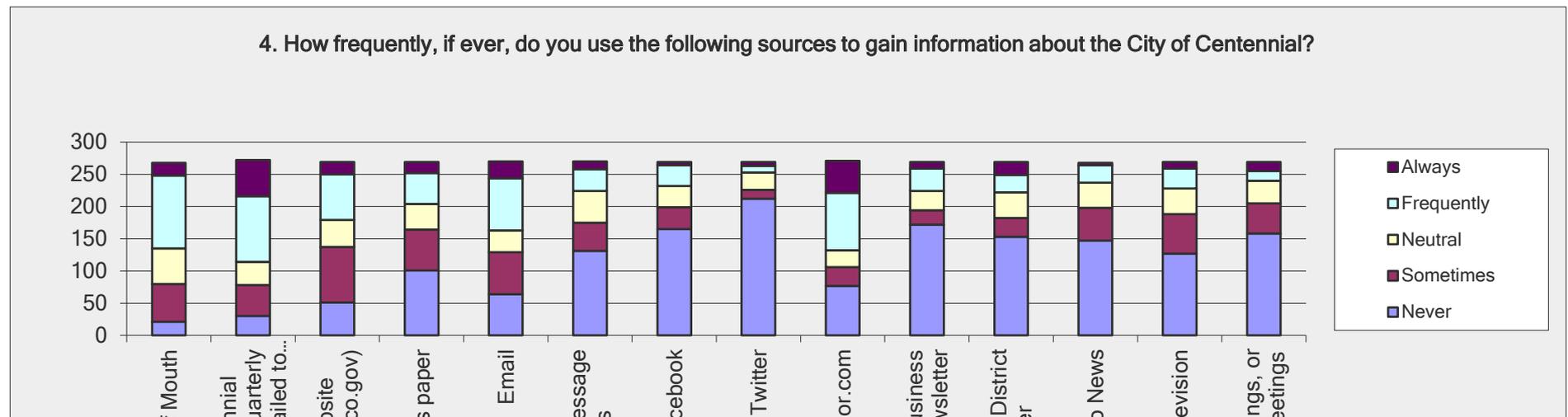
Answer Options	Very Important	Important	Neutral	Unimportant	Very Unimportant	Response Count
City support of existing local businesses	94	129	38	4	4	269
Attracting companies to locate in Centennial	101	105	52	6	7	271
Quality of new retail/commercial developments in Centennial	106	113	39	8	5	271
Shopping opportunities	61	130	64	8	5	268
Overall quality of business and service establishments in Centennial	99	128	35	3	5	270
						<i>answered question</i> 271
						<i>skipped question</i> 7



Branding Survey

4. How frequently, if ever, do you use the following sources to gain information about the City of Centennial?

Answer Options	Always	Frequently	Neutral	Sometimes	Never	Response Count
Word of Mouth	20	113	55	59	21	268
The Centennial Connection quarterly newsletter mailed to	56	102	36	48	30	272
The City's website (www.centennialco.gov)	19	71	42	86	51	269
Local news paper	17	48	40	63	101	269
Email	26	81	34	65	64	270
Electronic Message Boards	12	34	49	44	131	270
Facebook	5	32	33	34	165	269
Twitter	6	10	27	14	212	269
Nextdoor.com	50	89	26	29	77	271
Centennial Business Monthly e-newsletter	10	35	30	22	172	269
Council Member District e-newsletter	20	27	40	29	153	269
Radio News	4	27	39	51	147	268
Television	10	31	40	61	127	269
District Meetings, or other City Meetings	14	15	35	47	158	269
				<i>answered question</i>		272
				<i>skipped question</i>		6



Word of

The Center
Connection of
newsletter me

The City's web
(www.centennialk)

Local news

Electronic Me
Boards

Fa

Nextdo

Centennial Bu
Monthly e-nev

Council Member
e-newslette

Radic

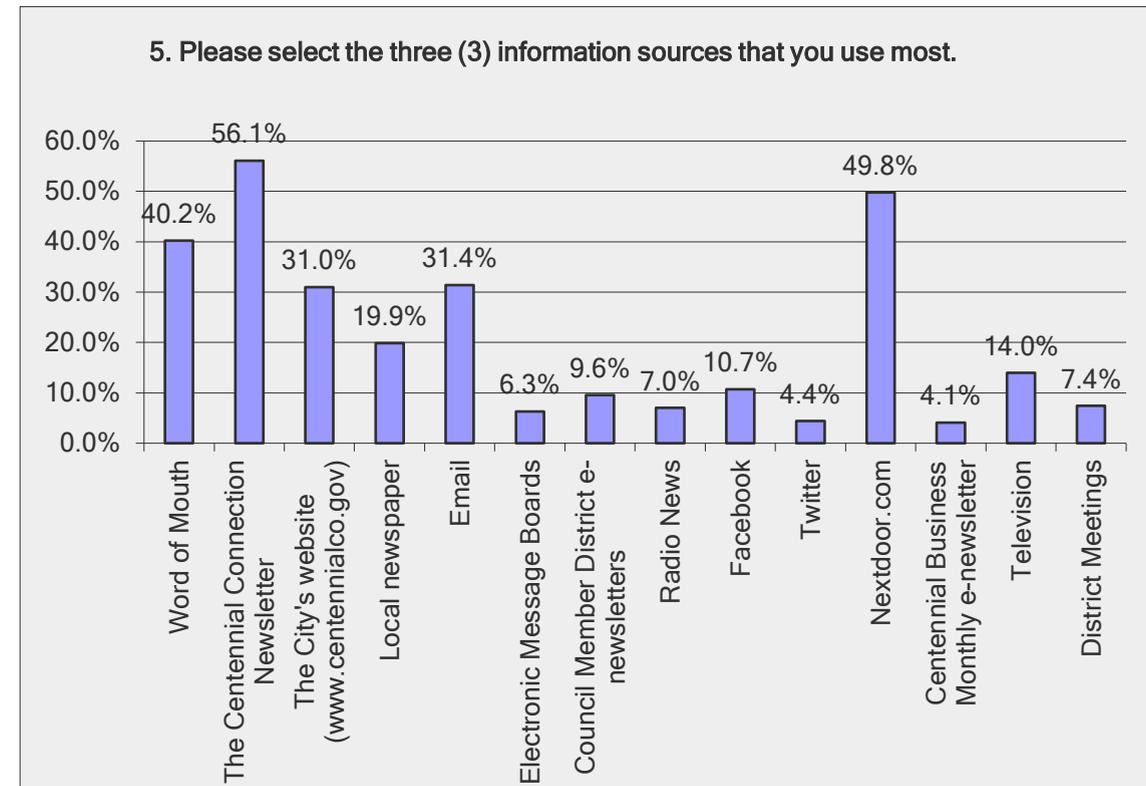
Tel

District Meeti
other City Me

Branding Survey

5. Please select the three (3) information sources that you use most.

Answer Options	Response Percent	Response Count
Word of Mouth	40.2%	109
The Centennial Connection Newsletter	56.1%	152
The City's website (www.centennialco.gov)	31.0%	84
Local newspaper	19.9%	54
Email	31.4%	85
Electronic Message Boards	6.3%	17
Council Member District e-newsletters	9.6%	26
Radio News	7.0%	19
Facebook	10.7%	29
Twitter	4.4%	12
Nextdoor.com	49.8%	135
Centennial Business Monthly e-newsletter	4.1%	11
Television	14.0%	38
District Meetings	7.4%	20
Other (please specify)		12
<i>answered question</i>		271
<i>skipped question</i>		7



Number	Response Date	Other (please specify)	Categories
1	Mar 31, 2015 9:38 PM	http://www.reddit.com/r/CentennialDTC	
2	Mar 17, 2015 10:22 PM	Google	
3	Mar 14, 2015 3:19 AM	Willow Creek 2 newsletter and HOA meetings that council members come to	
4	Mar 13, 2015 1:48 AM	neighbors	
5	Mar 12, 2015 7:45 PM	Andrea Suhaka's newsletter (but not a council member?)	
6	Mar 12, 2015 3:20 PM	Reddit	
7	Mar 12, 2015 1:44 AM	Denver Post	
8	Mar 11, 2015 11:40 PM	Andrea Suhaka newsletter #1	
9	Mar 11, 2015 8:46 PM	HOA sources	
10	Mar 11, 2015 8:33 PM	I never receive the local newspaper, although people a block away do. Why is my neighborhood skipped?	
11	Mar 11, 2015 8:22 PM	neighborhood association posting of CEC minutes	
12	Feb 15, 2015 1:52 AM	Centennial Citizen	

Branding Survey

6. In one (1) word, describe the image of Centennial today.

Answer Options	Response Count
	244
<i>answered question</i>	244
<i>skipped question</i>	34

Number	Response Date	Response Text	Categories
1	Mar 31, 2015 9:39 PM	Family	
2	Mar 31, 2015 3:28 PM	safe	
3	Mar 26, 2015 12:06 AM	great	
4	Mar 25, 2015 5:34 PM	Safe	
5	Mar 25, 2015 5:23 PM	Diverse	
6	Mar 25, 2015 1:49 PM	Welcoming	
7	Mar 25, 2015 2:15 AM	hometown	
8	Mar 24, 2015 11:47 PM	Outdated	
9	Mar 24, 2015 10:42 PM	Inviting	
10	Mar 21, 2015 8:59 PM	new	
11	Mar 21, 2015 5:05 PM	Bright	
12	Mar 20, 2015 11:49 PM	Beautiful	
13	Mar 19, 2015 4:14 PM	Improving	
14	Mar 17, 2015 10:32 PM	Progressive	
15	Mar 17, 2015 12:28 AM	Emerging	
16	Mar 16, 2015 10:25 PM	Friendly	
17	Mar 16, 2015 9:07 PM	Dispersed	
18	Mar 14, 2015 3:20 AM	What? Blue	
19	Mar 14, 2015 2:59 AM	gridlock	
20	Mar 14, 2015 1:50 AM	boring	
21	Mar 14, 2015 12:27 AM	Wonderful	
22	Mar 13, 2015 9:23 PM	progressing	
23	Mar 13, 2015 12:17 PM	Comfortable	
24	Mar 13, 2015 11:55 AM	east	
25	Mar 13, 2015 4:31 AM	Familial	
26	Mar 13, 2015 1:49 AM	expensive	
27	Mar 13, 2015 1:26 AM	Residential	

28	Mar 13, 2015 1:16 AM	safe
29	Mar 12, 2015 10:44 PM	Shitshow
30	Mar 12, 2015 9:31 PM	Thriving
31	Mar 12, 2015 9:04 PM	self - important
32	Mar 12, 2015 8:59 PM	Pompous
33	Mar 12, 2015 8:05 PM	ShittyRoads
34	Mar 12, 2015 8:05 PM	new
35	Mar 12, 2015 7:48 PM	Sparkling
36	Mar 12, 2015 7:28 PM	Shoddy
37	Mar 12, 2015 6:27 PM	Suburb
38	Mar 12, 2015 5:49 PM	A nice community that needs to upgrade city services
39	Mar 12, 2015 5:28 PM	Neutral
40	Mar 12, 2015 4:54 PM	Desirable
41	Mar 12, 2015 4:49 PM	Classy
42	Mar 12, 2015 4:23 PM	Beautiful
43	Mar 12, 2015 3:38 PM	Neutral
44	Mar 12, 2015 3:36 PM	unique
45	Mar 12, 2015 3:32 PM	Suburbia
46	Mar 12, 2015 3:27 PM	suburban
47	Mar 12, 2015 3:20 PM	upcoming
48	Mar 12, 2015 2:54 PM	Great!
49	Mar 12, 2015 2:15 PM	Awesome
50	Mar 12, 2015 1:51 PM	Fantastic
51	Mar 12, 2015 12:38 PM	Improving
52	Mar 12, 2015 12:38 PM	young
53	Mar 12, 2015 7:30 AM	Evolving
54	Mar 12, 2015 6:30 AM	pleasant
55	Mar 12, 2015 6:18 AM	Unknown
56	Mar 12, 2015 5:15 AM	Community
57	Mar 12, 2015 4:47 AM	Home
58	Mar 12, 2015 4:44 AM	Respected
59	Mar 12, 2015 4:38 AM	nondescript
60	Mar 12, 2015 4:32 AM	Affluent
61	Mar 12, 2015 3:50 AM	Family
62	Mar 12, 2015 3:13 AM	Efficient
63	Mar 12, 2015 3:07 AM	Distinguished
64	Mar 12, 2015 2:43 AM	progressive
65	Mar 12, 2015 2:40 AM	Stable
66	Mar 12, 2015 2:25 AM	Community
67	Mar 12, 2015 1:59 AM	Arapahoe road

68	Mar 12, 2015 1:56 AM	Suburban
69	Mar 12, 2015 1:45 AM	Promising
70	Mar 12, 2015 1:44 AM	clean
71	Mar 12, 2015 1:43 AM	Over built.
72	Mar 12, 2015 1:41 AM	GOOD
73	Mar 12, 2015 1:35 AM	friendly
74	Mar 12, 2015 1:31 AM	Excellent
75	Mar 12, 2015 1:17 AM	great
76	Mar 12, 2015 1:13 AM	lost
77	Mar 12, 2015 12:52 AM	Active
78	Mar 12, 2015 12:45 AM	OverpopulatedSteets
79	Mar 12, 2015 12:45 AM	Safe
80	Mar 12, 2015 12:37 AM	Prosperous
81	Mar 12, 2015 12:13 AM	Growing
82	Mar 12, 2015 12:03 AM	Progressive
83	Mar 11, 2015 11:41 PM	Business promoting
84	Mar 11, 2015 11:35 PM	suburban
85	Mar 11, 2015 11:30 PM	Ridiculous
86	Mar 11, 2015 11:18 PM	Safe
87	Mar 11, 2015 11:13 PM	bustling
88	Mar 11, 2015 11:09 PM	Disjointed
89	Mar 11, 2015 11:08 PM	Growth
90	Mar 11, 2015 11:05 PM	vibrant
91	Mar 11, 2015 11:04 PM	growing
92	Mar 11, 2015 11:00 PM	Safe
93	Mar 11, 2015 10:53 PM	safe
94	Mar 11, 2015 10:42 PM	overdeveloping
95	Mar 11, 2015 10:41 PM	Cookie Cutter
96	Mar 11, 2015 10:26 PM	upscale
97	Mar 11, 2015 10:24 PM	Improving
98	Mar 11, 2015 10:22 PM	home
99	Mar 11, 2015 10:18 PM	Modern
100	Mar 11, 2015 10:16 PM	Poor infrastructure to support complex needs
101	Mar 11, 2015 10:06 PM	Wide
102	Mar 11, 2015 9:41 PM	Great
103	Mar 11, 2015 9:35 PM	sprawled
104	Mar 11, 2015 9:26 PM	growing
105	Mar 11, 2015 9:23 PM	Orderly
106	Mar 11, 2015 9:22 PM	a city eager to grow even if residents do t want that.
107	Mar 11, 2015 9:13 PM	suburbs

108	Mar 11, 2015 9:13 PM	convenient
109	Mar 11, 2015 9:08 PM	Nice place to live. A bit pricey for seniors!!!
110	Mar 11, 2015 8:55 PM	Better
111	Mar 11, 2015 8:54 PM	Nice
112	Mar 11, 2015 8:54 PM	Where? Oh, south Aurora?
113	Mar 11, 2015 8:53 PM	unsure
114	Mar 11, 2015 8:52 PM	Progressive
115	Mar 11, 2015 8:49 PM	Beautiful
116	Mar 11, 2015 8:48 PM	Terrific!!!
117	Mar 11, 2015 8:47 PM	Convenient
118	Mar 11, 2015 8:42 PM	Growing
119	Mar 11, 2015 8:37 PM	Family
120	Mar 11, 2015 8:36 PM	Disorganized
121	Mar 11, 2015 8:35 PM	Evolving
122	Mar 11, 2015 8:35 PM	growing
123	Mar 11, 2015 8:34 PM	decent
124	Mar 11, 2015 8:31 PM	great
125	Mar 11, 2015 8:31 PM	Nice
126	Mar 11, 2015 8:29 PM	Friendly
127	Mar 11, 2015 8:29 PM	Comfortable
128	Mar 11, 2015 8:28 PM	Progressive
129	Mar 11, 2015 8:28 PM	Safe
130	Mar 11, 2015 8:27 PM	Satisfactory
131	Mar 11, 2015 8:27 PM	Everytown
132	Mar 11, 2015 8:23 PM	Neighborhoods
133	Mar 11, 2015 8:22 PM	Bland
134	Mar 11, 2015 8:22 PM	community
135	Mar 11, 2015 8:20 PM	Barbell
136	Mar 11, 2015 8:17 PM	sprawling
137	Mar 11, 2015 8:16 PM	Growing
138	Mar 11, 2015 8:14 PM	Responsible growth while building an infrastructure to support it.
139	Mar 11, 2015 8:12 PM	positive
140	Mar 11, 2015 8:11 PM	Disintegrate
141	Mar 11, 2015 8:11 PM	Yuppy
142	Mar 11, 2015 8:09 PM	spread out
143	Mar 11, 2015 8:08 PM	Warm
144	Mar 11, 2015 8:08 PM	Prosperous
145	Mar 11, 2015 8:07 PM	Suburban
146	Mar 11, 2015 8:05 PM	Clean
147	Mar 11, 2015 8:03 PM	Comfortable

148	Mar 11, 2015 8:02 PM	Family
149	Mar 11, 2015 8:02 PM	vibrant
150	Mar 11, 2015 8:02 PM	Suburbia
151	Mar 11, 2015 7:57 PM	Pleasant
152	Mar 11, 2015 7:16 PM	Outstanding
153	Mar 11, 2015 6:45 PM	Modern
154	Mar 11, 2015 5:03 PM	decentralized
155	Mar 11, 2015 4:10 PM	farce
156	Mar 11, 2015 2:57 PM	over regulated & taxed
157	Mar 11, 2015 2:52 PM	progressive
158	Mar 11, 2015 2:03 AM	Growing
159	Mar 9, 2015 6:48 PM	safe
160	Mar 8, 2015 12:31 AM	Suburb
161	Mar 6, 2015 8:46 PM	Family
162	Mar 5, 2015 2:26 PM	safe
163	Mar 5, 2015 5:02 AM	Growing
164	Mar 4, 2015 3:37 AM	growing
165	Mar 4, 2015 2:43 AM	residential
166	Mar 4, 2015 2:24 AM	Progressive
167	Mar 4, 2015 1:58 AM	Improving
168	Mar 4, 2015 1:41 AM	suburban
169	Mar 4, 2015 1:36 AM	Eclectic
170	Mar 4, 2015 12:49 AM	Good
171	Mar 4, 2015 12:18 AM	Uppity
172	Mar 3, 2015 10:51 PM	outstanding
173	Mar 3, 2015 10:38 PM	gerrymandered
174	Mar 3, 2015 10:19 PM	growing
175	Mar 3, 2015 10:11 PM	Integrated
176	Mar 3, 2015 10:05 PM	Family
177	Mar 3, 2015 9:48 PM	Happy
178	Mar 3, 2015 9:47 PM	affluent
179	Mar 3, 2015 9:46 PM	growing
180	Mar 3, 2015 9:42 PM	Blank
181	Mar 3, 2015 9:29 PM	spreadout
182	Mar 3, 2015 6:29 PM	Emerging
183	Mar 3, 2015 4:17 PM	Sanctuary
184	Mar 3, 2015 3:53 PM	Landgrabbing
185	Mar 3, 2015 3:49 PM	Positive
186	Mar 3, 2015 3:05 PM	Evolving.
187	Mar 3, 2015 6:51 AM	Safe

188	Mar 3, 2015 6:42 AM	Trying
189	Mar 2, 2015 8:24 PM	nice
190	Mar 2, 2015 7:46 PM	proud
191	Mar 2, 2015 7:18 PM	Bleh
192	Mar 2, 2015 6:15 PM	Comfortable
193	Mar 2, 2015 6:10 PM	Great
194	Mar 2, 2015 6:06 PM	home
195	Mar 1, 2015 6:12 PM	embarrassed
196	Mar 1, 2015 4:43 PM	growing
197	Mar 1, 2015 4:04 AM	Dysfunctional
198	Feb 24, 2015 1:42 AM	thriving
199	Feb 23, 2015 3:40 PM	Sprawling
200	Feb 21, 2015 10:12 PM	Vibrant
201	Feb 20, 2015 2:29 PM	Satisfactory
202	Feb 19, 2015 9:39 PM	Sloppy
203	Feb 18, 2015 10:19 PM	Families
204	Feb 17, 2015 5:23 PM	New city
205	Feb 17, 2015 10:27 AM	unknown image
206	Feb 16, 2015 8:12 PM	inviting
207	Feb 16, 2015 7:09 PM	good
208	Feb 16, 2015 4:10 PM	somewhere between aurora & greenwood village
209	Feb 16, 2015 12:50 PM	Progressing
210	Feb 16, 2015 2:46 AM	progressive
211	Feb 15, 2015 8:06 PM	Up and coming
212	Feb 15, 2015 6:12 PM	Beautiful
213	Feb 15, 2015 4:20 PM	Growing
214	Feb 15, 2015 5:03 AM	Safe
215	Feb 15, 2015 3:47 AM	forward
216	Feb 15, 2015 2:18 AM	discontinuous
217	Feb 15, 2015 2:10 AM	Congested
218	Feb 15, 2015 1:53 AM	Moribund
219	Feb 15, 2015 1:41 AM	Fair
220	Feb 15, 2015 1:09 AM	safe
221	Feb 15, 2015 1:01 AM	successful
222	Feb 14, 2015 5:17 PM	Affluent
223	Feb 14, 2015 12:51 AM	Forward thinking
224	Feb 14, 2015 12:51 AM	Emerging
225	Feb 14, 2015 12:31 AM	Involving
226	Feb 13, 2015 10:18 PM	Promising

The "good" image we have is mainly driven by things the city has nothing to do with 1. Great schools, 2. Educated and higher income socioeconomic 3. Great service district like the libraries and parks districts 4. The existing business community. Support all that

227	Feb 13, 2015 10:09 PM	but don't try to drive it.
228	Feb 13, 2015 8:22 PM	elongated
229	Feb 13, 2015 7:18 PM	splendid
230	Feb 13, 2015 7:13 PM	progressive
231	Feb 13, 2015 6:16 PM	Ausome
232	Feb 13, 2015 5:45 PM	Progressive
233	Feb 13, 2015 5:44 PM	Lousy
234	Feb 13, 2015 5:40 PM	Vibrant
235	Feb 13, 2015 5:27 PM	New
236	Feb 13, 2015 5:26 PM	Safe
237	Feb 13, 2015 5:20 PM	Attractive
238	Feb 13, 2015 2:52 PM	Developing
239	Feb 13, 2015 3:06 AM	Non-existent
240	Feb 12, 2015 11:36 PM	meh
241	Feb 9, 2015 6:01 AM	Convenient
242	Feb 4, 2015 4:40 AM	opportunity
243	Feb 4, 2015 4:30 AM	Long
244	Feb 3, 2015 11:11 PM	Positive

Branding Survey

7. What makes Centennial special?	
Answer Options	Response Count
	229
<i>answered question</i>	229
<i>skipped question</i>	49

Number	Response Date	Response Text	Categories
1	Mar 31, 2015 9:39 PM	Good schools, nice family friendly neighborhoods, close to amenities (shopping, restaurants, other parts of Denver, etc).	
2	Mar 31, 2015 3:28 PM	High quality of our parks, trails and open space (I know that the majority of these lie within SSPRD); level of safety; the high quality of both school districts and SMFR fire and rescue services (also entities controlled by their own boards/budgets rather than by the city government); relatively high level of education and 'common sense' of our city residents. Because Centennial is sufficiently large and 'anonymous,' it doesn't have all the divisive infighting that the smaller municipalities surrounding us (especially Littleton) suffer. We love Cathy Noon, and think that both she and the city council work conscientiously and tirelessly on our behalf.	
3	Mar 26, 2015 12:06 AM	The way it is run	
4	Mar 25, 2015 5:34 PM	Police and Fire personnel	
5	Mar 25, 2015 5:23 PM	It spans the metro area and has a diversity of housing, neighborhoods and people.	
6	Mar 25, 2015 1:49 PM	Building a closer / friendly community	
7	Mar 25, 2015 2:15 AM	good governing	
8	Mar 24, 2015 11:47 PM	Low crime rate	

9	Mar 24, 2015 10:42 PM	I'm proud to be a citizen of Centennial. I'm proud of the way our council runs the city, of how it operates in a fiscally responsible manner, of the thoughtful growth we've undergone, of the beauty of our city.
10	Mar 21, 2015 8:59 PM	people
11	Mar 21, 2015 5:05 PM	Location
12	Mar 20, 2015 11:49 PM	Cleanliness
13	Mar 19, 2015 4:14 PM	It's out reach to the community to improve.
14	Mar 17, 2015 10:32 PM	The intelligent and forward looking city planners and dedicated team!
15	Mar 17, 2015 1:04 AM	My wife and I love living here. The location, the nicely kept neighborhoods, the great schools, the quality of life.
16	Mar 17, 2015 12:28 AM	It's a city not stuck in the past
17	Mar 16, 2015 10:25 PM	Neighborly
18	Mar 16, 2015 9:07 PM	Don't know.
19	Mar 14, 2015 3:20 AM	council members that work for little and employees who really care. Also, great website and services like getting Passports with appointments and 24 hour hotline. Amazing!
20	Mar 14, 2015 2:59 AM	Nothing - it is suburban sprawl with falling apart infrastructure. Apparently the city is in the pockets of developers because they approve anything that will give them more taxes.
21	Mar 14, 2015 2:52 AM	Safe.
22	Mar 14, 2015 1:50 AM	Can't think of anything
23	Mar 13, 2015 9:23 PM	We have the opportunity to make our city what we want it to be and to change when needed.
24	Mar 13, 2015 11:55 AM	diverse with proximity to metro area
25	Mar 13, 2015 4:31 AM	Safe environment for a young family, conveniently located and suburban.
26	Mar 13, 2015 1:49 AM	too high taxes and a lack of services compared to other cities in the area

27	Mar 13, 2015 1:26 AM	Safe community to raise a family. Good place to buy a home because property values are stable/rising.
28	Mar 13, 2015 1:16 AM	That it is an oasis of community with parks and recreation and not like urban Denver.
29	Mar 12, 2015 10:44 PM	Close enough to Denver
30	Mar 12, 2015 9:31 PM	Mountain views and streets at Southglenn
31	Mar 12, 2015 9:04 PM	The People and the streets at southglenn
32	Mar 12, 2015 8:59 PM	It used to be that property rights were respected and that the quality of life of residents was the foremost concern, not poking around with ventures a municipality has no business fooling with and which only cater to certain interests and demographics.
33	Mar 12, 2015 8:31 PM	Its close to my office.
34	Mar 12, 2015 8:05 PM	How about you respond to my damage claim I submitted almost a year ago? Damage Claim #7530.
35	Mar 12, 2015 8:05 PM	Willingness to explore new ideas
36	Mar 12, 2015 7:48 PM	innovation, amazing grassroots birth, safety, focus on citizens rather than orders from above, bi/non-partisanship, services provided, inclusiveness
37	Mar 12, 2015 7:28 PM	Nothing
38	Mar 12, 2015 6:27 PM	Good schools, good neighbors, green space
39	Mar 12, 2015 5:49 PM	Low crime rate, homogenous community

- Centennial is special as part of Colorado. The span of Centennial makes it too hard to identify myself or my family with Centennial. The new award winning park is too far away for me to think of driving over for an event or for regular use. South suburban as our rec area is more our center of thought as is Littleton for events. We live across from Puma Park. We have lived here for 28 plus years and while we appreciate that the city has been incorporated, we really do not see any benefit from it other than raising our taxes. Southglen as a mall was more appropriate to our area for the climate we are in. I shop Park Meadows and can't wait for Southwest to re-open, Southglenn...can never find a park close to where I want to be. Instead of building new parks how about fixing our streets, roads are terrible and were better maintained under Arapahoe county.
- 40 **Mar 12, 2015 5:28 PM**
- 41 **Mar 12, 2015 4:54 PM** Family friendly, safe, clean, available grocery/pharmacy shopping,
- 42 **Mar 12, 2015 4:49 PM** Love the community, shopping, schools and safety
- 43 **Mar 12, 2015 4:23 PM** Cleanliness, safety, attractiveness and access to public transportation
- I appreciate South Suburban Parks and Rec. and open space. Extra opinion- We live on the border of Centennial and Littleton. If Centennial were an all inclusive city like Aurora-it would be easier. (my previous address was Aurora) Right know, we have: Englewood Sewer, Denver Water, Arapahoe Sheriff, closer to city of Littleton events.
- 44 **Mar 12, 2015 3:50 PM**
- 45 **Mar 12, 2015 3:38 PM** Location, schools and that big park is pretty cool.
- Centennial has a perfect blend of old and new. We love our city's mixed-feel neighborhoods, and are thankful we are not all the same. We chose this area because we don't like look-alike neighborhoods and communities. ☐
- 46 **Mar 12, 2015 3:36 PM** We have easy access to work, shopping, and whatever we need.
- 47 **Mar 12, 2015 3:32 PM** Low general crime. As far as I know.
- 48 **Mar 12, 2015 3:20 PM** It is young, progressive, and has Southglenn!
- The community is nice, the schools are great, there is a nice mix of businesses and restaurants, and there are NO dog breed bans!
- 49 **Mar 12, 2015 2:54 PM**
- 50 **Mar 12, 2015 1:51 PM** All us people: who care about our City, as well as each other.

- 51 Mar 12, 2015 12:38 PM It is a weird shape.
- 52 Mar 12, 2015 12:38 PM variety
- 53 Mar 12, 2015 7:30 AM Access and safety!
- 54 Mar 12, 2015 6:30 AM neighborhoods, open space and amenities.
- 55 Mar 12, 2015 6:18 AM Great place to live, shop, near everything
- 56 Mar 12, 2015 5:15 AM Forward thinking, new building, Streets at Southglenn
- 57 Mar 12, 2015 4:47 AM Centennial Center Park. Centennial Airport.
- 58 Mar 12, 2015 4:44 AM Schools
- 59 Mar 12, 2015 4:38 AM So far city government is relatively SMALL. Let's keep it that way. For example I would eliminate any departments that spend money attracting business to the city. At some point and Centennial is there more growth is COUNTER PRODUCTIVE Leave that to Chamber of Commerce. I think the city should get out of the Senior programs business. Solution. Leave that to non-profits if they want to do it. Senior programs should not be run by the government. Bottom line the government should do government business.
- 60 Mar 12, 2015 4:32 AM The quality of life is better here.good schools,excellent libraries but we need transportation for senior citizens and services to help them maintain there properties.
- 61 Mar 12, 2015 3:50 AM great neighborhoods, wonderful community feel
- 62 Mar 12, 2015 3:13 AM Activities at the park - the water park off Araphoe Rd is wonderful for the kids, Kathy Noon has done a good job staying within budget. We've been in Cherry Knolls for over 50 years and really enjoy living there near the park, the paths for walking and biking etc. Goodson Rec Ctr, Southglenn Shopping Ctr. , Grocery stores nearby . Very convenient.
- 63 Mar 12, 2015 3:07 AM Clean, low crime, great parks.
- 64 Mar 12, 2015 2:43 AM safety, beautiful parks & trails, great schools, great neighborhoods, plenty to do, restaurants, bars
- 65 Mar 12, 2015 2:40 AM Great neighborhood and good location.
- 66 Mar 12, 2015 2:25 AM The people

- 67 Mar 12, 2015 1:59 AM It's not.
- 68 Mar 12, 2015 1:56 AM Great value for homes
- 69 Mar 12, 2015 1:45 AM Potential to be a great city
- 70 Mar 12, 2015 1:44 AM Community feel and a safe place to raise a family.
- 71 Mar 12, 2015 1:43 AM The parks and recreation centers.
- 72 Mar 12, 2015 1:41 AM INCLUSION
- 73 Mar 12, 2015 1:17 AM It just a great place to live
- 74 Mar 12, 2015 1:13 AM very little Centennial has little if any identity
- 75 Mar 12, 2015 12:52 AM Family friendly atmosphere with lots of activities.
- 76 Mar 12, 2015 12:45 AM You care about what the people want
- 77 Mar 12, 2015 12:45 AM Quality school district
- 78 Mar 12, 2015 12:37 AM Activities at the centennial park
- 79 Mar 12, 2015 12:13 AM Parks and trails
- 80 Mar 12, 2015 12:03 AM Good service and sense of community
- 81 Mar 11, 2015 11:41 PM Doesn't try to bleed us to death with taxes
- 82 Mar 11, 2015 11:35 PM clean, safe, well-maintained
- 83 Mar 11, 2015 11:30 PM That it is a silly construct of a modern city that has no identity and offers practically nothing in return for high taxes and fees.
- 84 Mar 11, 2015 11:18 PM Please work on snow removal. It can differ dramatically between greenwood village, Douglas county and us with the roads always worse in centennial :(
- 85 Mar 11, 2015 11:13 PM Near major areas/destination/shopping districts, yet not always cluttered by retail--there are large open areas and numerous parks that make it more of a community.
- 86 Mar 11, 2015 11:08 PM Centennial is safe.
- 87 Mar 11, 2015 11:05 PM The Highline canal trail system as well as parks, open spaces. Great retail AND affordable housing options! Snooze has nicknamed Southglenn "SoGlo" and I couldn't agree more.

- 88 Mar 11, 2015 11:04 PM The schools, the city and county services, clean neighborhoods and happy children in them, the ability to actually talk to the right people at the city offices if needed.
- 89 Mar 11, 2015 11:00 PM It's people
- 90 Mar 11, 2015 10:53 PM good leaders
- 91 Mar 11, 2015 10:42 PM Not having so much beurocratic goverment
- 92 Mar 11, 2015 10:41 PM Location to DTC, Cherry Creek Schools, no "low-end" housing
- 93 Mar 11, 2015 10:26 PM Unobtrusive government
- 94 Mar 11, 2015 10:24 PM Wonderful neighborhoods that are very community-oriented with (mostly) people who want their community to be a very nice place to live.
- 95 Mar 11, 2015 10:18 PM Good management and a vision for the future that aligns with me.
- 96 Mar 11, 2015 10:16 PM I enjoy the parks, and appreciate there are social opportunities
- 97 Mar 11, 2015 9:35 PM the young city is trying to establish an outstanding identity
- 98 Mar 11, 2015 9:26 PM The residents
- 99 Mar 11, 2015 9:23 PM Open space, well-maintained, secure.
- 100 Mar 11, 2015 9:22 PM Trails, open space, quality shopping
- 101 Mar 11, 2015 9:13 PM I love park/splash pad.
- 102 Mar 11, 2015 9:13 PM It is a safe, productive, relatively non-crowded city. There are shopping, outdoor, and arts/entertainment options nearby.
- 103 Mar 11, 2015 9:08 PM It would be more special if they were more aware about the little things like Greenwood Village. Plants, lighting, general appearance etc. Also too many cameras!!!
- 104 Mar 11, 2015 8:55 PM Most residents have pride in their homes and property, it is not Aurora (!), government small yet effective, that affords lower taxes without sacrificing security and appearance.
- 105 Mar 11, 2015 8:54 PM Good neighborhood

- 106 Mar 11, 2015 8:54 PM It was created by citizens who wanted a say in the future of their community. It's primarily a family community. Also, we have so far kept out retail marijuana. That is a tremendously positive aspect.
- 107 Mar 11, 2015 8:53 PM I can't really think of Centennial as a "town." It's my address, but it has such strange boundaries, I look to Downtown Littleton for most events.
- 108 Mar 11, 2015 8:52 PM Feels smaller than it's population.
- 109 Mar 11, 2015 8:49 PM we live in it!
- 110 Mar 11, 2015 8:48 PM Low government involvement, suburban relaxed feel.
- 111 Mar 11, 2015 8:47 PM Low crime, great schools, trails, few social issues/distractions
- 112 Mar 11, 2015 8:42 PM Great schools
- 113 Mar 11, 2015 8:37 PM Location, appearance, convenience, good schools, good stores
- 114 Mar 11, 2015 8:35 PM The Residents
- 115 Mar 11, 2015 8:35 PM It is cited as being one of the safest cities in the U.S.
- 116 Mar 11, 2015 8:34 PM Its not Aurora, Parker, or Littleton.
[]
School system is the best.
- 117 Mar 11, 2015 8:31 PM everything is close by
- 118 Mar 11, 2015 8:31 PM Nice parks and access to trails. Nice community feel. I would like to see more local, unique businesses...especially restaurants with emphasis on locally grown and organic food.
- 119 Mar 11, 2015 8:29 PM It's a good place to raise families. Would be nice to have a central "downtown" community to hold events, enjoy a meal, day on the town, etc. - We enjoy Downtown Littleton for this sort of thing
- 120 Mar 11, 2015 8:29 PM The lack of high city atmosphere even though close to Denver. Friendly town
- 121 Mar 11, 2015 8:28 PM The sense of community, excellent schools.

- 122 Mar 11, 2015 8:28 PM I only know west Centennial. I like the proximity to i25, shopping, et cetera. Schools are top notch and real estate values continue to increase.
- 123 Mar 11, 2015 8:27 PM Location
- 124 Mar 11, 2015 8:27 PM Affordability, great trails, proximity to just about everywhere else.
- 125 Mar 11, 2015 8:23 PM Beautiful homes with mature trees and landscaping. We know and love our neighbors.
- 126 Mar 11, 2015 8:22 PM High taxes and poor services
- 127 Mar 11, 2015 8:22 PM sense of community, beautiful parks and trails, family atmosphere, people who care
- 128 Mar 11, 2015 8:17 PM It was better than having Greenwood Village take over all the commercial property, but I don't have much of a sense of it being special. The good schools and police services were there before.
- 129 Mar 11, 2015 8:16 PM Proximity to open space, DTC, and Park Meadows shopping; high caliber of neighborhoods (although keeping it affordable will be a challenge without many high paying jobs close by)
- 130 Mar 11, 2015 8:14 PM Your open to suggestions. 1) Would like to see us collect severance taxes on gas & oil in the city to increase tax revenues. 2) DO NOT GIVE AWAY TAX BREAKS TO INCOMING BUSINESSES to get them to come to Centennial. Then you only require the middle class to pay for the necessary infrastructure.
- 131 Mar 11, 2015 8:12 PM the residents
- 132 Mar 11, 2015 8:11 PM No pot shops- good thing
- 133 Mar 11, 2015 8:11 PM Low crime. Nice neighborhoods.
- 134 Mar 11, 2015 8:09 PM Close to work
- 135 Mar 11, 2015 8:08 PM Very well run city. Responsible citizens that take pride in their community.
- 136 Mar 11, 2015 8:07 PM The combination of residential, commercial, and retail communities
- 137 Mar 11, 2015 8:05 PM parks, trails, quality businesses, well maintained neighborhoods and public space

- 138 Mar 11, 2015 8:03 PM It's well maintained with a lot to do and great opportunities without being too expensive.
- 139 Mar 11, 2015 8:02 PM Small city feel with all of the amenities of a big city. I love living in Centennial.
safety, schools[]
- 140 Mar 11, 2015 8:02 PM Note: it would be nice if the farmer's market was more often than once a month.
Great location close to a big city and all it has to offer, close to the mountains and lots of open spaces for recreation, convenient and plentiful shopping and other services, access to great health care, wonderful schools.
- 141 Mar 11, 2015 8:02 PM
- 142 Mar 11, 2015 7:57 PM It's a small city with big city amenities.
- 143 Mar 11, 2015 7:16 PM Low crime rate, great schools, neighborhoods, ample shopping ease of transportation
Centennial would be something special if the USPS finally recognized that we are not Englewood.
- 144 Mar 11, 2015 5:03 PM
- 145 Mar 11, 2015 4:14 PM Nothing
- 146 Mar 11, 2015 4:10 PM official self-aggrandizement
- 147 Mar 11, 2015 2:57 PM good schools & safety
- 148 Mar 11, 2015 2:03 AM Independent spirit. Young, growing and strong.
- 149 Mar 9, 2015 6:48 PM It's a new City
Arapahoe Rd.[]
Proximity to the DTC []
Nice neighborhoods[]
- 150 Mar 8, 2015 12:31 AM Southglenn Mall
- 151 Mar 6, 2015 8:46 PM They way they take care of the residents living there
- 152 Mar 5, 2015 2:26 PM Peaceful
- 153 Mar 5, 2015 5:02 AM It has a small town feel in the middle of a big urban city.
- 154 Mar 4, 2015 3:37 AM community outreach
- 155 Mar 4, 2015 2:43 AM Low crime, good schools, affordable/newer houses.

156	Mar 4, 2015 2:24 AM	Good way of life
157	Mar 4, 2015 1:58 AM	Good neighborhoods that are safe, but the city will need to invest in infrastructure on the west side. We need a fence program like Aurora.
158	Mar 4, 2015 1:41 AM	Its long an skinny incorporating a handful of other cities
159	Mar 4, 2015 1:36 AM	Low taxes, simple and efficient government and services, great community feel.
160	Mar 4, 2015 12:49 AM	Quiet, good community, stable
161	Mar 4, 2015 12:18 AM	Higher tax
162	Mar 3, 2015 10:51 PM	Acceptable tax rates, good streets, zoning, low crime rates, senior friendly, good responsive governance. This is the best city I have lived in during many many moves in my career.
163	Mar 3, 2015 10:38 PM	It's not Aurora, yet still part of Arapahoe County. It is long and skinny.
164	Mar 3, 2015 10:19 PM	Government leaders trying hard to do the right thing.
165	Mar 3, 2015 10:11 PM	The city boundaries are crazy. On a map it looks like a pixelated elf that was knocked on his back and lost his hat.
166	Mar 3, 2015 10:05 PM	The values of it residents.
167	Mar 3, 2015 9:48 PM	it's a great place for families
168	Mar 3, 2015 9:47 PM	Have not lived here long enough to say. I do not like the sprawl of Centennial. I am on the eastern side and feel disconnected with the center of Centennial
169	Mar 3, 2015 9:46 PM	Our parks, libraries, schools, retail and small business.
170	Mar 3, 2015 9:42 PM	Nothing really, Centennial stays out of the lights. Southlands is owned by Aurora
171	Mar 3, 2015 9:29 PM	its not aurora
172	Mar 3, 2015 6:29 PM	Responding to residents' needs and wants
173	Mar 3, 2015 4:17 PM	It's mature landscaping, proximity to denver and it's open space and parks.
174	Mar 3, 2015 3:53 PM	Centennial was established so that Greenwood Village would not annex the unincorporated parts of Arapahoe County, yet Centennial uses the same tactics today.

- 175 **Mar 3, 2015 3:49 PM** i love centennial because it is a family friendly area that seems to be about community. It is nice with out the "hoity toity" vibe:)
- 176 **Mar 3, 2015 3:05 PM** Centennial Park is really fantastic. I respect the Mayor and the members of City Council I know. The attempts to bring people together through centralized recreational activities is VERY important. One thing I don't like are large corporate chain-stores. We need to support mom-and-pop stores more if we want Centennial to have character. Character makes a city really special.
- 177 **Mar 3, 2015 6:42 AM** most people don't what centennial is. It's either Greenwood Village, Aurora or Littleton.
- 178 **Mar 2, 2015 8:24 PM** safety
- 179 **Mar 2, 2015 7:46 PM** That the city cares about it's image and wants to make it a desirable place to live and work.
- 180 **Mar 2, 2015 7:18 PM** The schools
- 181 **Mar 2, 2015 6:15 PM** trails, parks, open spaces
- 182 **Mar 2, 2015 6:10 PM** We moved to the area because of the schools and the relative proximity to downtown. Love the community and the city. The only thing we want to see change is that the airport does pretty much whatever it wants and we just have to deal with it. I've made noise complaints before and apparently they don't even follow up with the pilots.
- 183 **Mar 2, 2015 6:06 PM** the city center playground and splashground and events there.
- 184 **Mar 1, 2015 6:12 PM** nothing
- 185 **Mar 1, 2015 4:43 PM** feeling of community
- 186 **Mar 1, 2015 4:04 AM** Great suburban living if it weren't confounded by over-governance.
- 187 **Feb 24, 2015 1:42 AM** I think what makes centennial special are the nice people who live here, the amenities that are offered (bike paths, Rec Center, movie night), and the beauty of the community such as trees, plants, grass, flowers, etc.

188	Feb 23, 2015 3:40 PM	Not much, very similar to surrounding cities and towns in operation, appearance, and purpose.
189	Feb 21, 2015 10:12 PM	The people who live in our great neighborhoods and the businesses who locate here bringing good jobs.
190	Feb 20, 2015 2:29 PM	Rural environment with proximity to Downtown denver
191	Feb 19, 2015 9:39 PM	Neighborhoods
192	Feb 18, 2015 10:19 PM	Centrally located
193	Feb 17, 2015 5:23 PM	Low crime
194	Feb 17, 2015 10:27 AM	some neighbors work together.....snow removable the people and general atmosphere in the city []
195	Feb 16, 2015 7:09 PM	wish they did a better job on the streets!
196	Feb 16, 2015 4:10 PM	Not in a good way, Arapahoe road E. from Foxfield to Grandview HS is in bad need of widening & should #1 on the priority list.
197	Feb 16, 2015 12:50 PM	Convenience of amenities such as library, Trails, Cherry Creek State Park, especially the dog park
198	Feb 16, 2015 2:46 AM	good quality of services at a reasonable tax rate
199	Feb 15, 2015 8:06 PM	Diversity of opportunities for many aspects of living, entertainment and recreation
200	Feb 15, 2015 6:12 PM	Connections
201	Feb 15, 2015 4:20 PM	People
202	Feb 15, 2015 2:18 AM	ALD, SSPRD
203	Feb 15, 2015 2:10 AM	Reasonably good open space programs. But please don't feel the need to cover every square foot with development. More open space is needed!
204	Feb 15, 2015 1:53 AM	The lack of road maintenance and snow plowing, especially in the Western hilly districts

205	Feb 15, 2015 1:41 AM	Nothing
206	Feb 15, 2015 1:09 AM	We don't have much crime, we will not have mariuana (sp) dispenseries...yeah! I like it when the road repairs are kept up.
207	Feb 15, 2015 1:01 AM	Its building itself up from scratch, a grass-roots city. Centennial seems to genuinely want to be in close touch with us citizens/residents, to include us in the process of planning for the future. I never have felt shut out.
208	Feb 14, 2015 5:17 PM	Amount of open space, parks, promoting good quality of life and sense of community.
209	Feb 14, 2015 12:51 AM	Innovative, helpful
210	Feb 14, 2015 12:51 AM	The way the City contracts and partners to keep cost low.
211	Feb 13, 2015 10:18 PM	I believe the City is heading in a promising direction with it's road maintenance projects, especially Arapahoe Rd resurfacing and the new bridge at Cornerstar with connecting the bike/ped. path underneath.
212	Feb 13, 2015 10:09 PM	Grow up -- this isn't a high school pep rally. Be like a good ball game crew -- make sure the ticket prices are low (taxes), the show is good (basic services and infrastructure) and the game management and officiating is effective but transparent (city management/small bureaucracy). Stay cyber, stay out of the Fire, Parks, Water and Libraries - the district are equipped, can and are doing a much better job than any municipal government could do. The districts was are one key difference Centennial is some much better off as an attractive place to live over Aurora for example.
213	Feb 13, 2015 8:22 PM	the people who live there
214	Feb 13, 2015 7:18 PM	I enjoy living in a more upscale neighborhood where the residents are friendly toward one another and they seem to take pride in their neighborhood.
215	Feb 13, 2015 7:13 PM	Sorry survey is incomplete, I'm short on time but did want to kindly request a no smoking rule be placed on future ampitheater events. My family's been sitting in the grass upwind on more than one occasion from impolite guests. Thank you.

216	Feb 13, 2015 6:16 PM	New City so structures can be put in place for a modern electronic communicative city with a well thought out internal and external infrastructure.
217	Feb 13, 2015 5:45 PM	It's desire to move forward and adapt for the future.
218	Feb 13, 2015 5:44 PM	Nothing
219	Feb 13, 2015 5:40 PM	My neighborhood is the best!
220	Feb 13, 2015 5:27 PM	I was part of the incorporation.
221	Feb 13, 2015 5:26 PM	Clean, good schools, feel safe
222	Feb 13, 2015 5:20 PM	Curb appeal
223	Feb 13, 2015 2:52 PM	The citizens
224	Feb 13, 2015 3:06 AM	Nothing except the use of public agencies and the private sector to provide necessary services.
225	Feb 12, 2015 11:36 PM	to me, I worked to found it.
226	Feb 9, 2015 6:01 AM	Great schools
227	Feb 4, 2015 4:40 AM	Centennial has the potential to turn arapahoe road into America's greatest mainstrset.
228	Feb 4, 2015 4:30 AM	People
229	Feb 3, 2015 11:11 PM	Location