



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Centennial, CO

Comparisons by Geographic Subgroups  
2016



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# Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Council District.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Council District are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (484 completed surveys). For each Council District (Council District 1, Council District 2, Council District 3 and Council District 4), the margin of error rises to approximately plus or minus 10 percentage points since sample sizes were approximately 145 for Council District 1, 130 for Council District 2, 99 for Council District 3 and 110 for Council District 4. Notable differences between Council Districts included the following:

- Within Community Characteristics, residents who lived in Council District 4 tended to give less positive ratings to the overall quality of life in Centennial, Centennial as a place to live and their neighborhoods as places to live. These residents also reported lower ratings for their feelings of safety in their neighborhood during the day and were less likely to award high ratings to ease of travel by public transportation, the availability of paths and walking trails, overall natural environment, opportunities to attend cultural/arts/music activities and the neighborliness of residents in the City. Council District 2 survey respondents were more likely to give excellent or good ratings to all shopping and recreational opportunities than residents from other Council Districts.
- In the pillar of Governance, participants from Council District 3 tended to be less likely to give high ratings to traffic enforcement in the facet of Mobility than their counterparts. Residents living in Council District 3 were more likely to award excellent or good ratings to code enforcement.
- Council District 1 residents were less likely to report they had not observed a code violation in the previous year and to be optimistic that the economy will have a positive impact on income than their counterparts. Council District 3 residents were more likely to indicate they had talked to or visited with their neighbors and read or watched local news than other participants.
- Survey participants who lived in Council District 1 placed lower importance on overall ease of getting to the places you usually have to visit than participants from Council District 2, 3 and 4.
- Residents from Council District 4 tended to give lower ratings for quality of services not provided by the City of Centennial, including fire services, drinking water and recreation centers of facilities.
- Where differences were significant, Council District 1 residents tended to give lower ratings of importance to building new sports fields and increasing events at Centennial Center Park. Citizens from Council District 3 tended to place higher levels of importance on reducing traffic congestion than other respondents, but were less likely to report that the development of more mixed-use development would be essential or very important.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
The overall quality of life in Centennial	95%	96%	94%	87%	93%
Overall image or reputation of Centennial	85%	77%	87%	80%	82%
Centennial as a place to live	96%	99%	94%	90%	95%
Your neighborhood as a place to live	93%	97%	94%	87%	93%
Centennial as a place to raise children	93%	95%	97%	89%	93%
Centennial as a place to retire	75%	78%	74%	69%	74%
Overall appearance of Centennial	82%	85%	87%	80%	83%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall feeling of safety in Centennial	89%	92%	92%	87%	90%
In your neighborhood during the day	99%	98%	94%	91%	96%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall ease of getting to the places you usually have to visit	81%	83%	84%	73%	81%
Traffic flow on major streets	52%	44%	43%	48%	47%
Ease of travel by car in Centennial	71%	55%	66%	64%	64%
Ease of travel by public transportation in Centennial	35%	48%	50%	25%	40%
Ease of travel by bicycle in Centennial	51%	54%	61%	44%	52%
Ease of walking in Centennial	70%	65%	64%	62%	65%
Availability of paths and walking trails	80%	82%	79%	68%	77%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Quality of overall natural environment in Centennial	85%	85%	86%	73%	82%
Air quality	76%	81%	79%	85%	80%
Cleanliness of Centennial	79%	84%	86%	82%	83%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall "built environment" of Centennial (including overall design, buildings, parks and transportation systems)	77%	76%	73%	72%	75%
Public places where people want to spend time	73%	69%	70%	67%	70%
Variety of housing options	60%	67%	65%	62%	64%
Availability of affordable quality housing	38%	31%	29%	37%	34%
Overall quality of new development in Centennial	67%	67%	65%	68%	67%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall economic health of Centennial	82%	84%	84%	80%	82%
Centennial as a place to work	76%	90%	77%	77%	81%
Centennial as a place to visit	68%	67%	64%	61%	65%
Employment opportunities	51%	63%	58%	56%	57%
Shopping opportunities	79%	84%	81%	69%	79%
Cost of living in Centennial	54%	45%	41%	54%	49%
Overall quality of business and service establishments in Centennial	76%	80%	84%	71%	77%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Health and wellness opportunities in Centennial	83%	84%	85%	75%	82%
Recreational opportunities	75%	80%	68%	66%	73%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall opportunities for education and enrichment	80%	73%	88%	72%	78%
K-12 education	95%	92%	94%	88%	92%
Opportunities to attend cultural/arts/music activities	64%	57%	50%	39%	53%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Opportunities to participate in social events and activities	64%	54%	53%	46%	55%
Opportunities to volunteer	71%	62%	60%	52%	62%
Opportunities to participate in community matters	67%	60%	63%	53%	61%
Openness and acceptance of the community toward people of diverse backgrounds	69%	61%	77%	65%	68%
Neighborliness of residents in Centennial	71%	74%	78%	60%	70%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
The City of Centennial	81%	72%	83%	69%	76%
The value of services for the taxes paid to Centennial	58%	59%	62%	52%	58%
The overall direction that Centennial is taking	79%	78%	74%	72%	76%
The job Centennial government does at welcoming citizen involvement	54%	59%	65%	57%	59%
Overall confidence in Centennial government	64%	66%	69%	67%	66%
Generally acting in the best interest of the community	66%	69%	71%	68%	68%
Being honest	67%	70%	62%	63%	66%
Treating all residents fairly	67%	69%	68%	66%	68%
Overall customer service by Centennial employees (police, receptionists, planners, etc.)	71%	64%	74%	69%	70%
The Federal Government	40%	24%	38%	39%	35%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Animal control	63%	70%	67%	67%	67%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	52%	62%	77%	63%	63%

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Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Traffic enforcement	65%	77%	59%	68%	68%
Street maintenance and repair	38%	41%	50%	35%	41%
Street lighting	53%	48%	51%	50%	50%
Snow removal	42%	39%	48%	37%	41%
Sidewalk maintenance	43%	46%	53%	40%	45%
Traffic signal timing	41%	56%	49%	54%	50%
Street resurfacing	34%	43%	50%	35%	40%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Preservation of natural areas such as open space, farmlands and greenbelts	70%	76%	84%	71%	75%
Centennial open space	73%	76%	83%	66%	74%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Land use, planning and zoning	68%	61%	71%	65%	66%
Code enforcement (weeds, abandoned buildings, etc.)	42%	61%	71%	62%	58%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Economic development	75%	71%	76%	71%	73%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
City parks	88%	86%	90%	77%	85%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
City-sponsored special events	58%	57%	62%	56%	58%

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Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Public information services	61%	55%	73%	68%	64%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Sense of community	63%	59%	66%	56%	61%
Recommend living in Centennial to someone who asks	95%	89%	96%	92%	93%
Remain in Centennial for the next five years	92%	87%	93%	87%	89%
Contacted the City of Centennial (in-person, phone, email or web) for help or information	31%	28%	29%	30%	29%

Table 20: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Walked or biked instead of driving	61%	73%	54%	61%	63%
Carpooled with other adults or children instead of driving alone	42%	44%	45%	47%	44%

Table 21: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Recycle at home	79%	85%	79%	85%	82%

Table 22: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
NOT under housing cost stress	68%	76%	76%	69%	72%
Did NOT observe a code violation	51%	70%	74%	69%	65%

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Table 23: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Purchase goods or services from a business located in Centennial	97%	98%	99%	100%	98%
Economy will have positive impact on income	22%	41%	32%	39%	33%
Work in Centennial	30%	32%	42%	26%	32%

Table 24: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Visited a neighborhood park or City park	92%	89%	92%	93%	91%
Participate in moderate or vigorous physical activity	88%	91%	86%	90%	89%
Reported being in "very good" or "excellent" health	73%	72%	77%	74%	74%

Table 25: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Participated in religious or spiritual activities in Centennial	46%	40%	39%	43%	42%
Attended a City-sponsored event	46%	32%	33%	40%	38%

Table 26: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Campaigned or advocated for an issue, cause or candidate	15%	15%	9%	13%	13%
Contacted Centennial elected officials (in-person, phone, email or web) to express your opinion	11%	10%	12%	12%	11%
Volunteered your time to some group/activity in Centennial	33%	30%	38%	29%	32%
Participated in a club	24%	22%	22%	27%	24%
Talked to or visited with your immediate neighbors	99%	92%	100%	99%	97%
Done a favor for a neighbor	88%	85%	91%	88%	88%
Attended a local public meeting	19%	21%	28%	21%	22%
Read or watch local news (via television, paper, computer, etc.)	85%	86%	96%	92%	89%
Vote in local elections	91%	88%	94%	91%	91%
Listened (online) to a local public meeting	11%	4%	9%	10%	8%

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Table 27: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Overall feeling of safety in Centennial	91%	95%	94%	94%	94%
Overall ease of getting to the places you usually have to visit	71%	88%	89%	86%	83%
Quality of overall natural environment in Centennial	84%	81%	78%	75%	80%
Overall "built environment" of Centennial (including overall design, buildings, parks and transportation systems)	67%	77%	67%	68%	70%
Health and wellness opportunities in Centennial	65%	63%	79%	68%	68%
Overall opportunities for education and enrichment	71%	66%	74%	78%	72%
Overall economic health of Centennial	88%	93%	92%	88%	90%
Sense of community	68%	69%	78%	67%	70%

Table 28: Question 14

Please rate the quality of each of the following services not provided by the City of Centennial: (Percent rating as "excellent" or "good").	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Police/Sheriff services	84%	83%	87%	74%	82%
Fire services	93%	89%	96%	81%	89%
Crime prevention	73%	72%	74%	63%	71%
Fire prevention and education	75%	72%	83%	63%	73%
Ambulance or emergency medical services	90%	85%	88%	80%	86%
Bus or transit services	48%	50%	52%	38%	47%
Storm drainage	52%	57%	69%	57%	58%
Drinking water	83%	84%	88%	63%	79%
Sewer services	77%	79%	82%	66%	76%
Recreation centers or facilities	86%	85%	77%	64%	78%
Public library services	91%	91%	89%	83%	88%

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Table 29: Question 15

Thinking about the next 10 years, how important, if at all, is each of the following potential projects in Centennial?: (Percent rating as "essential" or "good").	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
Acquiring additional open space	50%	50%	48%	47%	49%
Building new trails	54%	55%	53%	54%	54%
Building new sports fields	20%	33%	24%	37%	29%
Centennial identity signs at major points of entry	16%	20%	21%	25%	20%
Increasing events at Centennial Center Park	18%	23%	32%	37%	27%
Creating programs for seniors	43%	34%	45%	42%	41%
Reducing traffic congestion on City streets	67%	85%	93%	65%	77%
Increasing snow plowing	62%	67%	63%	66%	65%
Sidewalk snow removal	63%	61%	58%	65%	62%
Revitalization/renovation to aging neighborhoods or homes	56%	60%	61%	50%	57%
Redevelopment/revitalization of aging neighborhood shopping centers	59%	69%	60%	64%	63%
Development of more mixed-use development similar to The Streets at Southglenn	50%	55%	40%	35%	46%

Table 30: Question 16

How safe or unsafe do you feel children are while attending school in Centennial? (Percent rating as "very safe" or "somewhat safe").	Council District				Overall
	Council District 1	Council District 2	Council District 3	Council District 4	
How safe or unsafe do you feel children are while attending school in Centennial?	82%	86%	91%	84%	85%