

# THE NCS™

THE NATIONAL COMMUNITY SURVEY™



 **National Research Center**

## Results for Centennial, CO

September 2021

# Role of Community Surveys in Local Governance



Monitor trends in resident opinion



Measure government performance

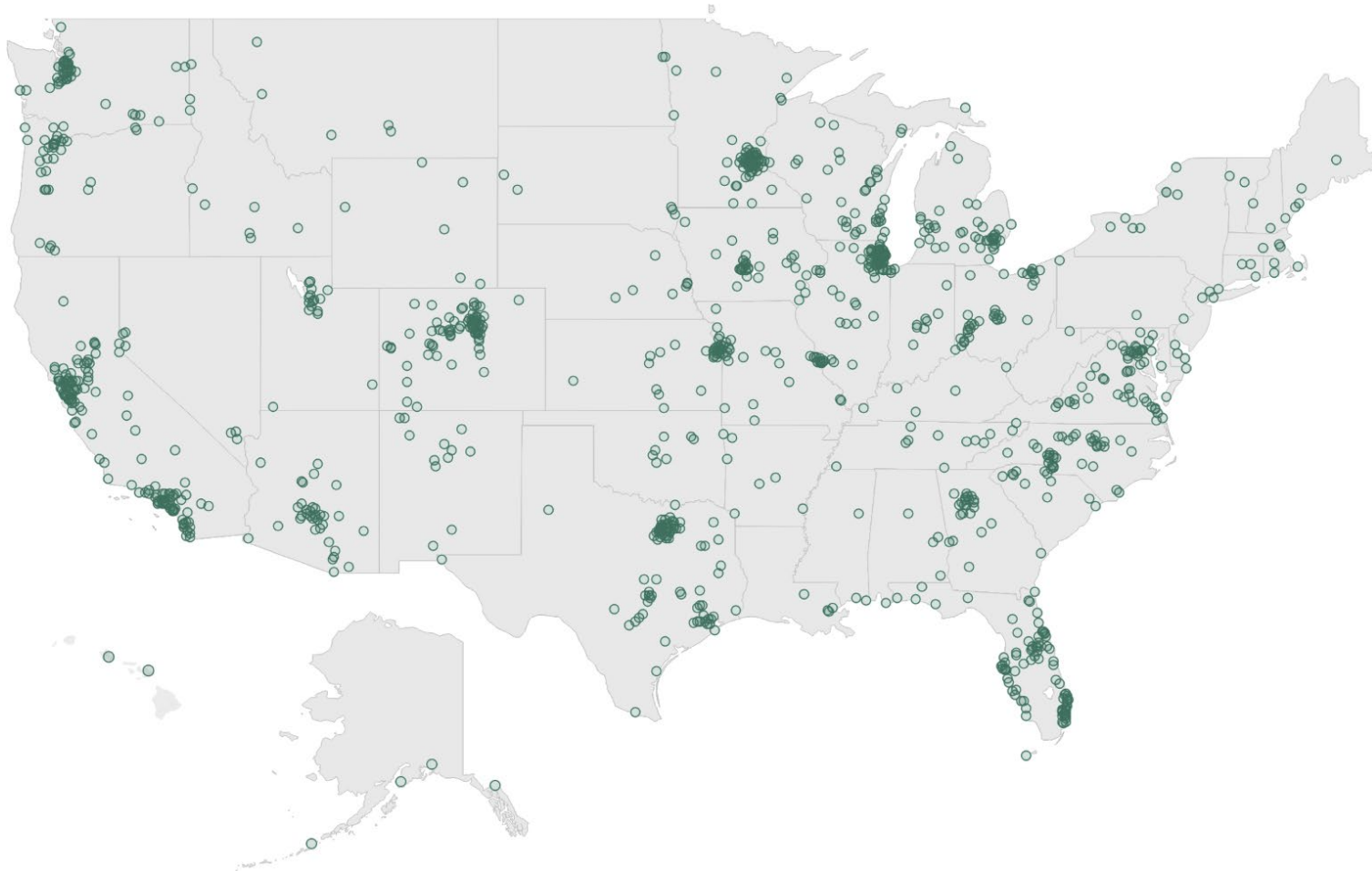


Inform budget, land use, strategic planning decisions



Benchmark service ratings

# National Benchmark Comparison Database



More than **500** comparison communities across the nation.

Representing the opinions of more than **50 million** residents.

**THE NCS™**

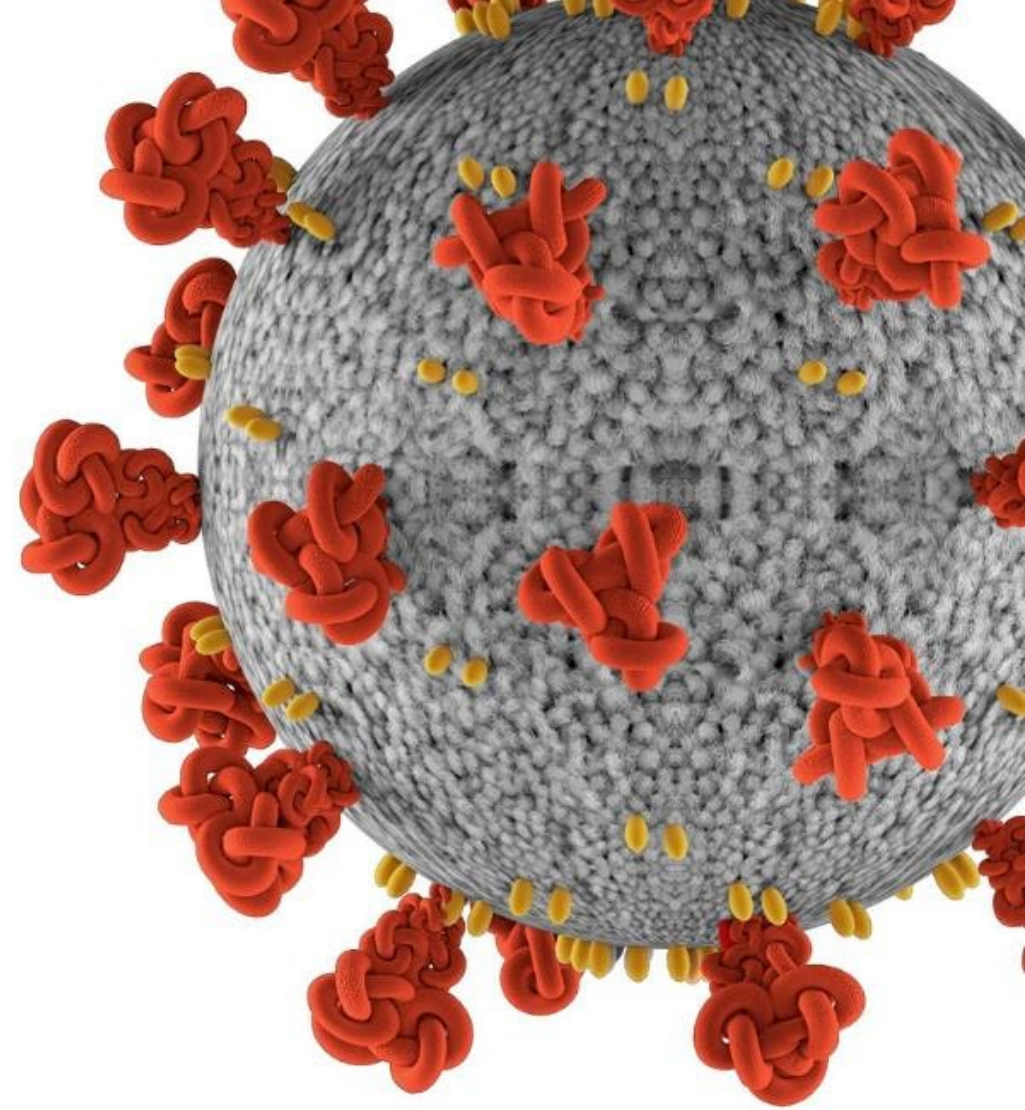
THE NATIONAL COMMUNITY SURVEY™



# The National Community Survey™ in Centennial

## The NCS™ for Centennial, CO

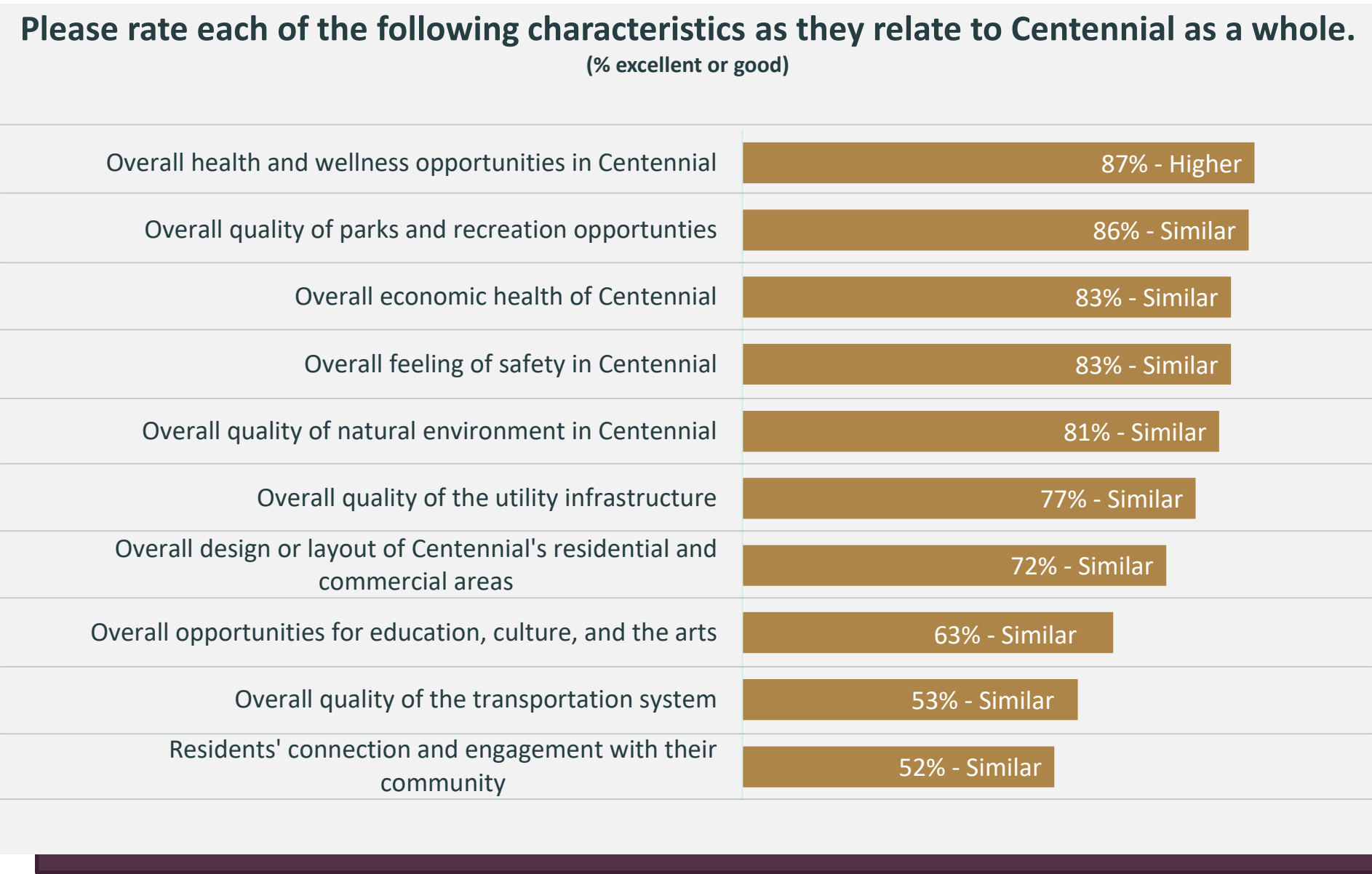
- Survey conducted from May 19, 2021 to July 28, 2021
- Hybrid model employed
  - Probability Based Sample: 5,000 households mailed. 519 responses. 10% response rate
  - Nonprobability Open Participation Sample: 467 responses
- Results statistically weighted to reflect Centennial overall
- 95% confidence interval with a +/- 4% margin of error





# **Overview of Survey Results: Community Characteristics**

# Facets of Community Livability



# Priority Areas for Focus

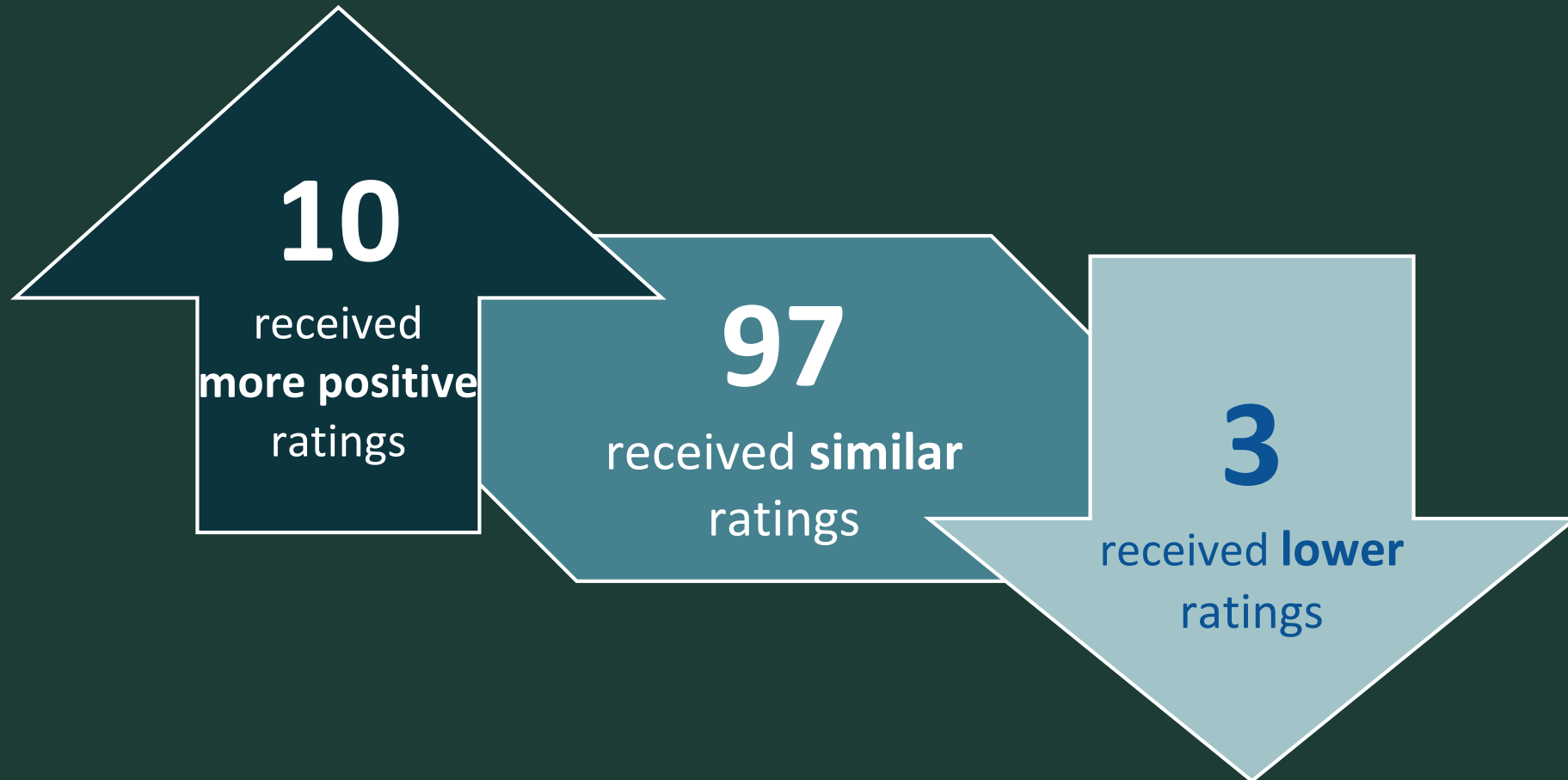
Please rate how important, if at all, you think it is for the Centennial community to focus on each of the following in the coming two years.

(% essential or very important)

Overall feeling of safety	92% - Similar
Overall economic health of Centennial	90% - Similar
Overall quality of parks and recreation opportunities	87% - Similar
Overall quality of natural environment in Centennial	86% - Similar
Overall health and wellness opportunities	77% - Similar
Overall quality of the transportation system	76% - Similar
Overall design or layout of Centennial's residential and commercial areas	74% - Similar
Overall opportunities for education, culture, and the arts	74% - Similar
Residents' connection and engagement with their community	61% - Lower

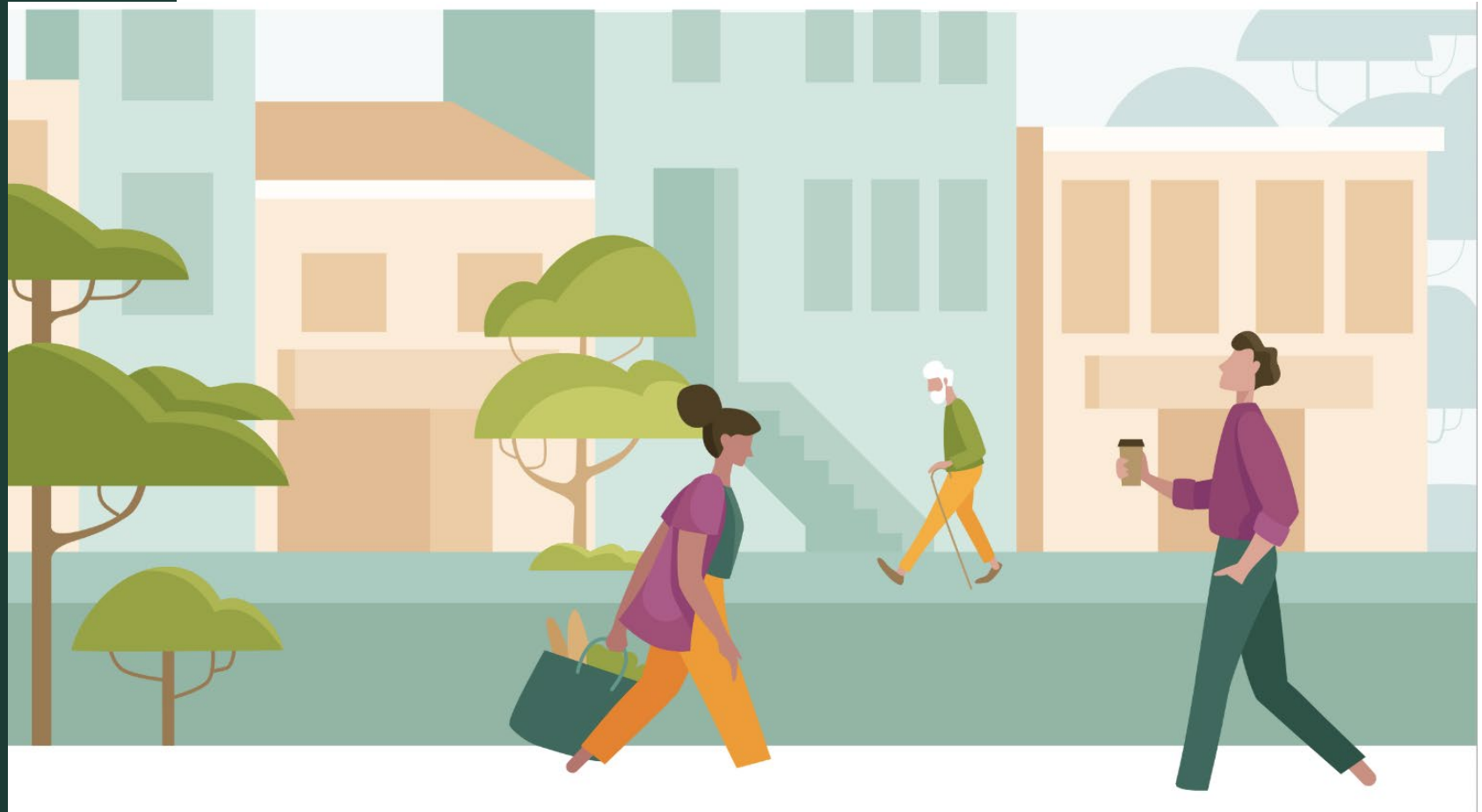


# Comparisons to National Benchmarks

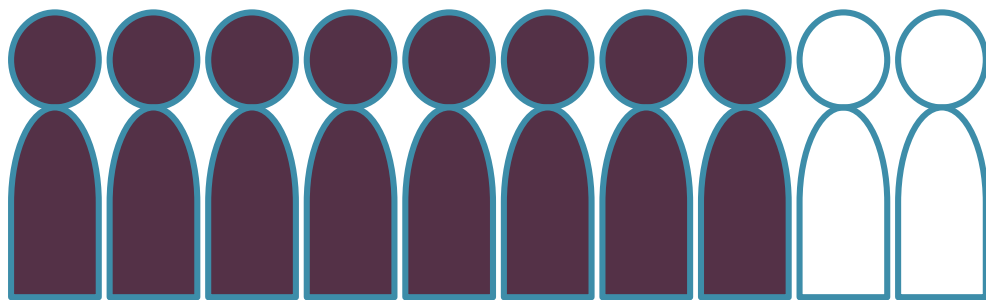


# Survey Highlights

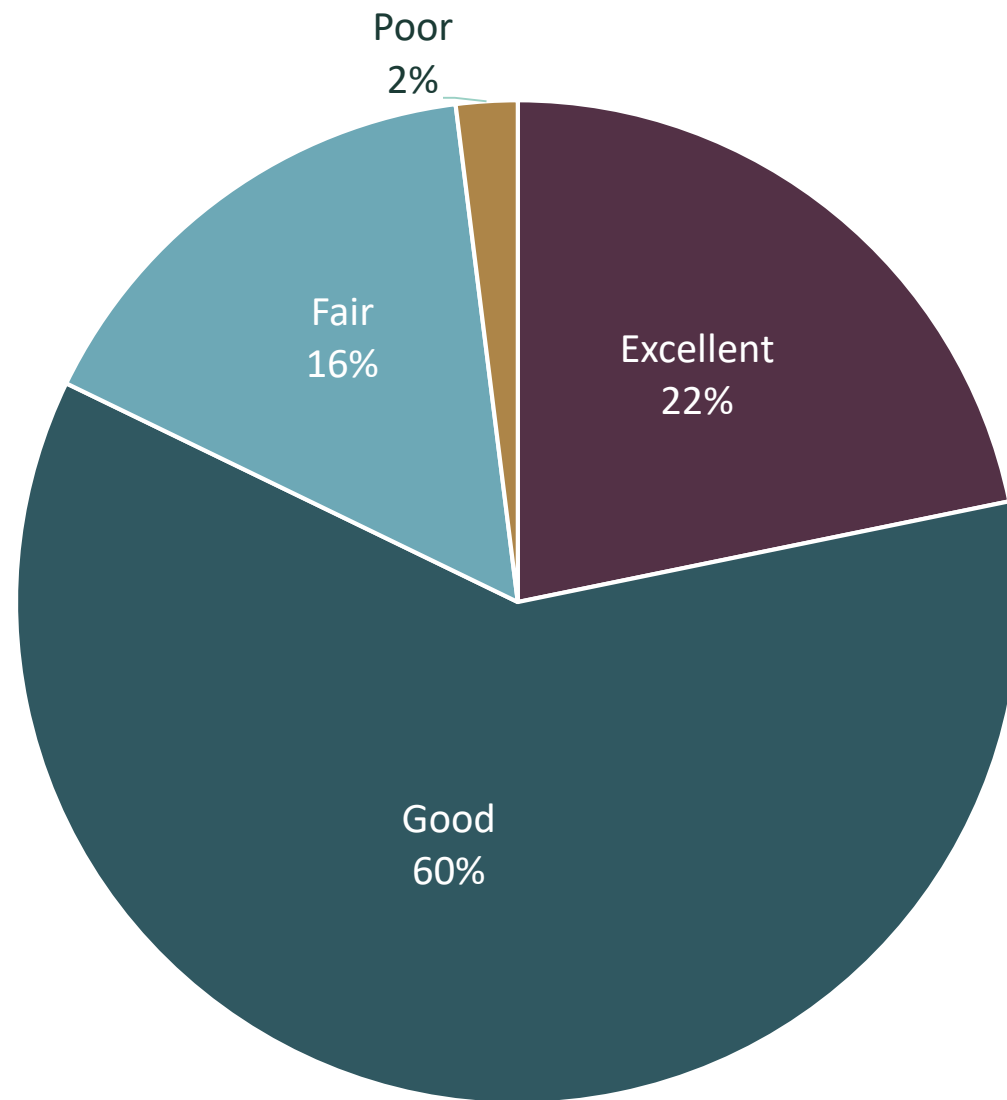
# Centennial's Economy



# Overall Economic Health



At least  
**8 in 10**  
respondents rated the overall  
economic health of Centennial as  
excellent or good





**90%** of residents think it is either **essential or very important** for Centennial to **focus on the overall economic health** of the city in the coming two years.

# Economic Activity in Centennial

↑ Higher than the national benchmark  
↑ Higher than the custom benchmark  
Percent excellent or good



87%

Centennial as a place to work



85%

Overall quality of business and service establishments in Centennial



77%

Shopping opportunities



75%

Variety of business and service establishments in Centennial



68%

Vibrancy of commercial areas



68%

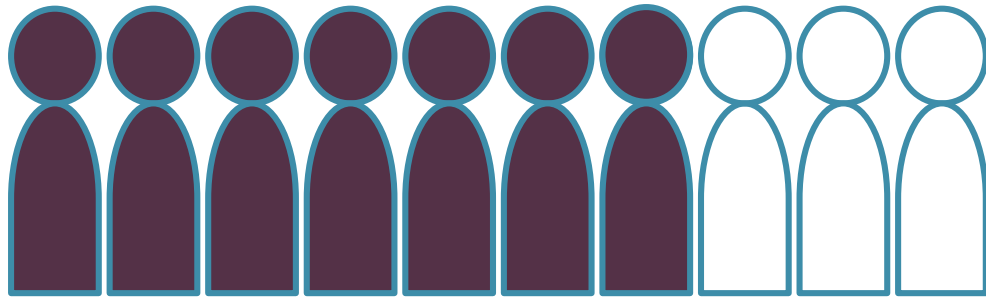
Employment opportunities



# Community Design



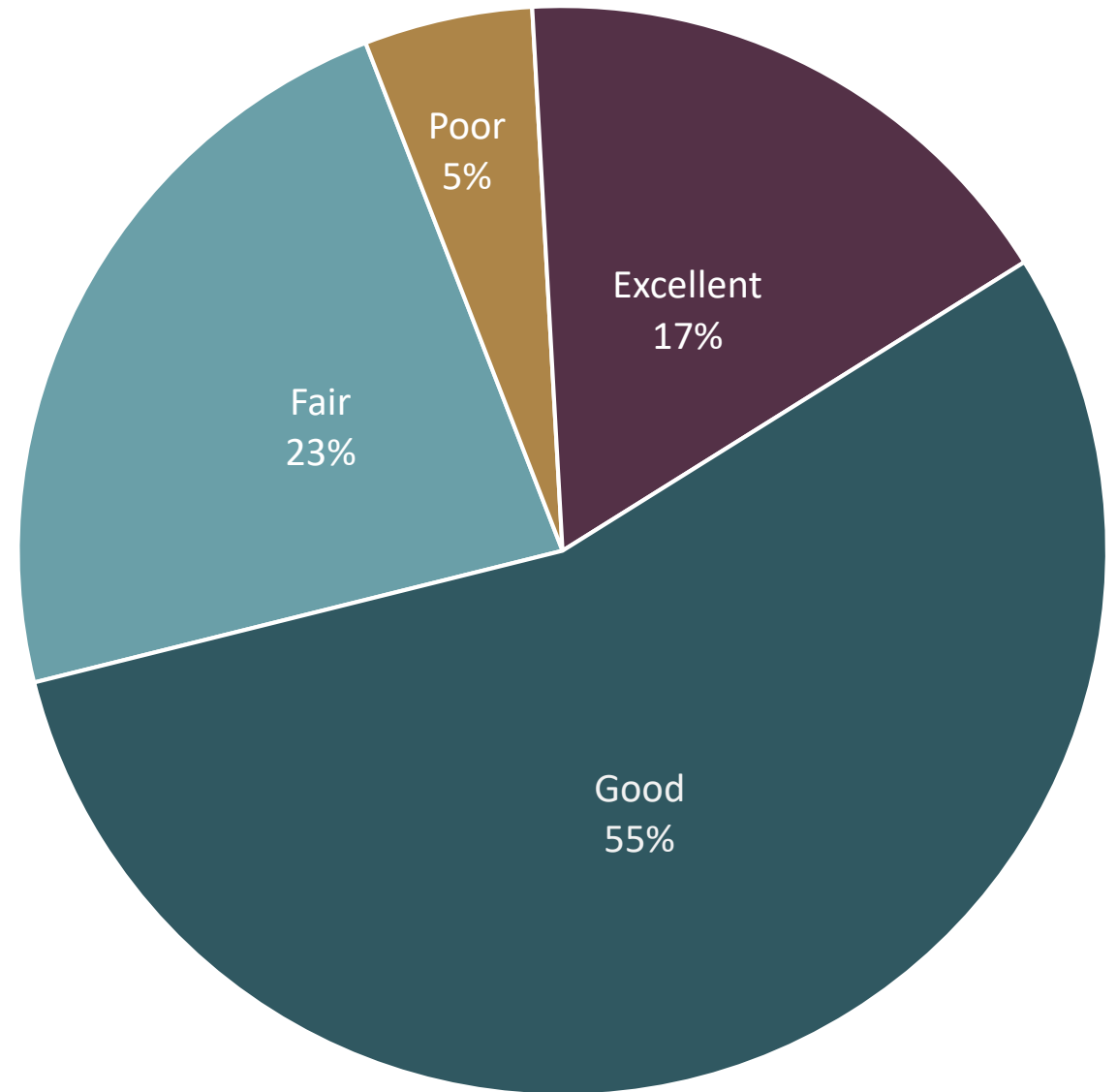
# Quality of the Design/Layout of Centennial's Residential and Commercial Areas



About

**7 in 10**

respondents rated the overall design or layout of Centennial's residential and commercial areas as excellent or good







**20%** gave **excellent or good** reviews to the **availability of affordable quality housing in Centennial** ↓

# Agreement That Centennial Has Enough Available Housing for...

Percent strongly agree or somewhat agree

95% High-income households

72% Middle-income households

68% Independent senior living

62% Residents working in fields like nursing, teaching, law enforcement

59% Quality rental housing

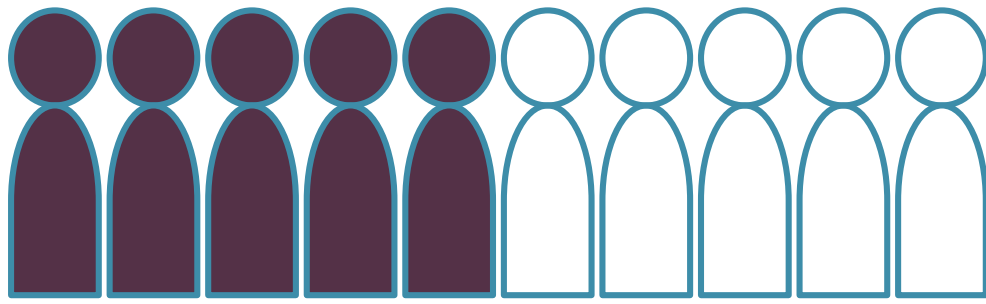
50% Residents working in fields like construction, office support, retail

34% Low-income households

# Mobility



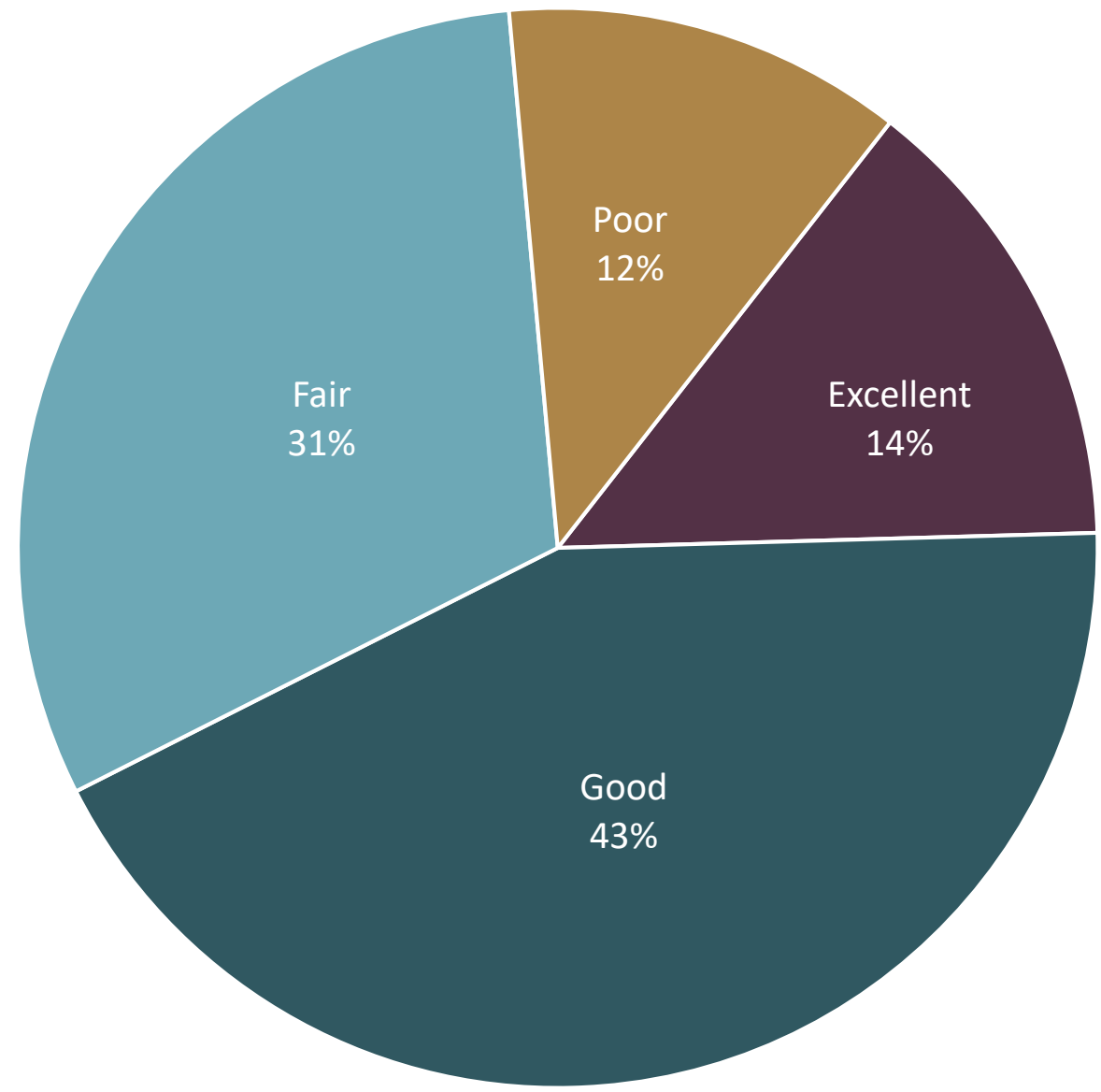
# Overall Quality of the Transportation System



About

**5 in 10**

respondents rated the overall  
transportation system of Centennial  
as excellent or good

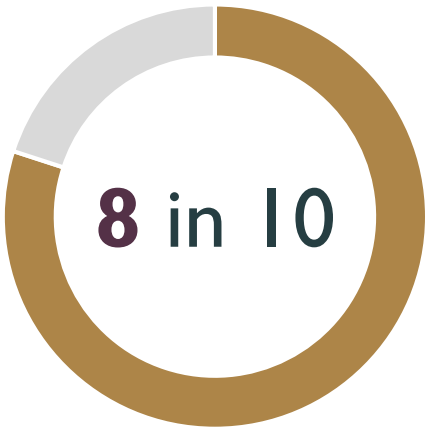




# Mobility in Centennial

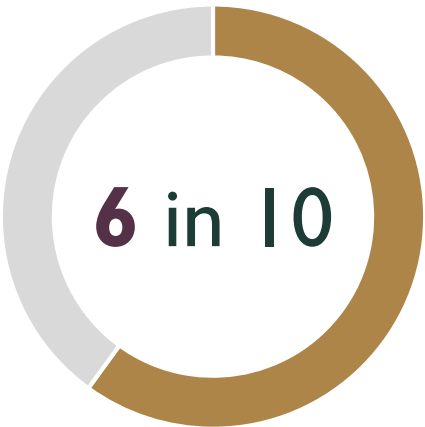
- ↑ Higher than the national benchmark
- ↑ Higher than the custom benchmark
- ↑ Much higher than the national benchmark

Percent excellent or good



Ease of public parking (80%) ↑↑

Ease of travel by car (80%) ↑



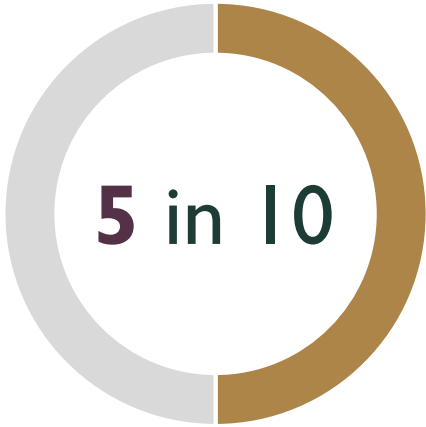
Ease of walking (66%)

Street cleaning (66%)

Street lighting (65%)

Sidewalk maintenance (64%)

Traffic enforcement (61%)



Ease of travel by bicycle (57%)

Traffic signal timing (56%)

Snow removal (56%)

Traffic flow on major streets (55%)



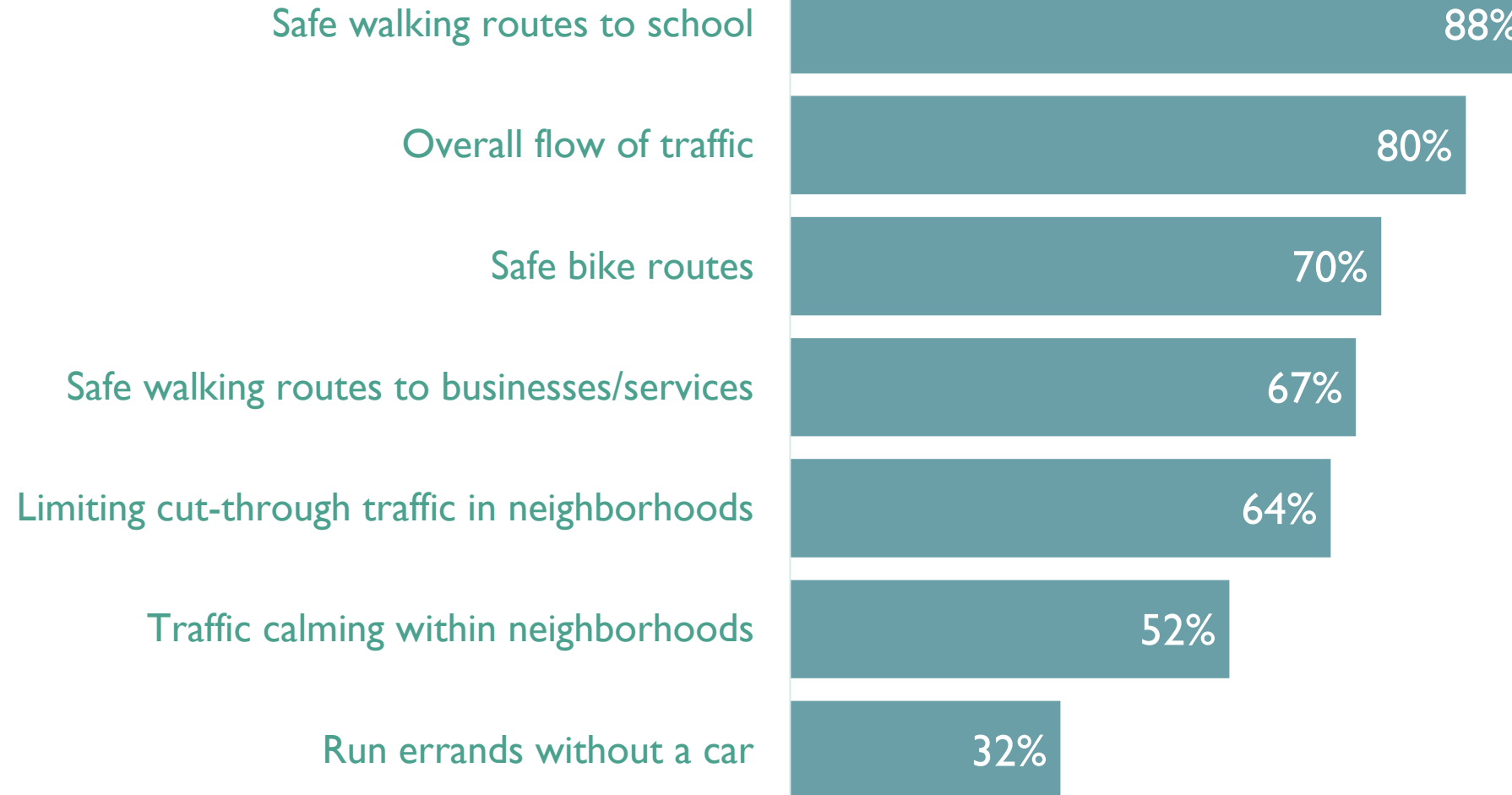
Bus or transit services (46%)

Street repair (41%)

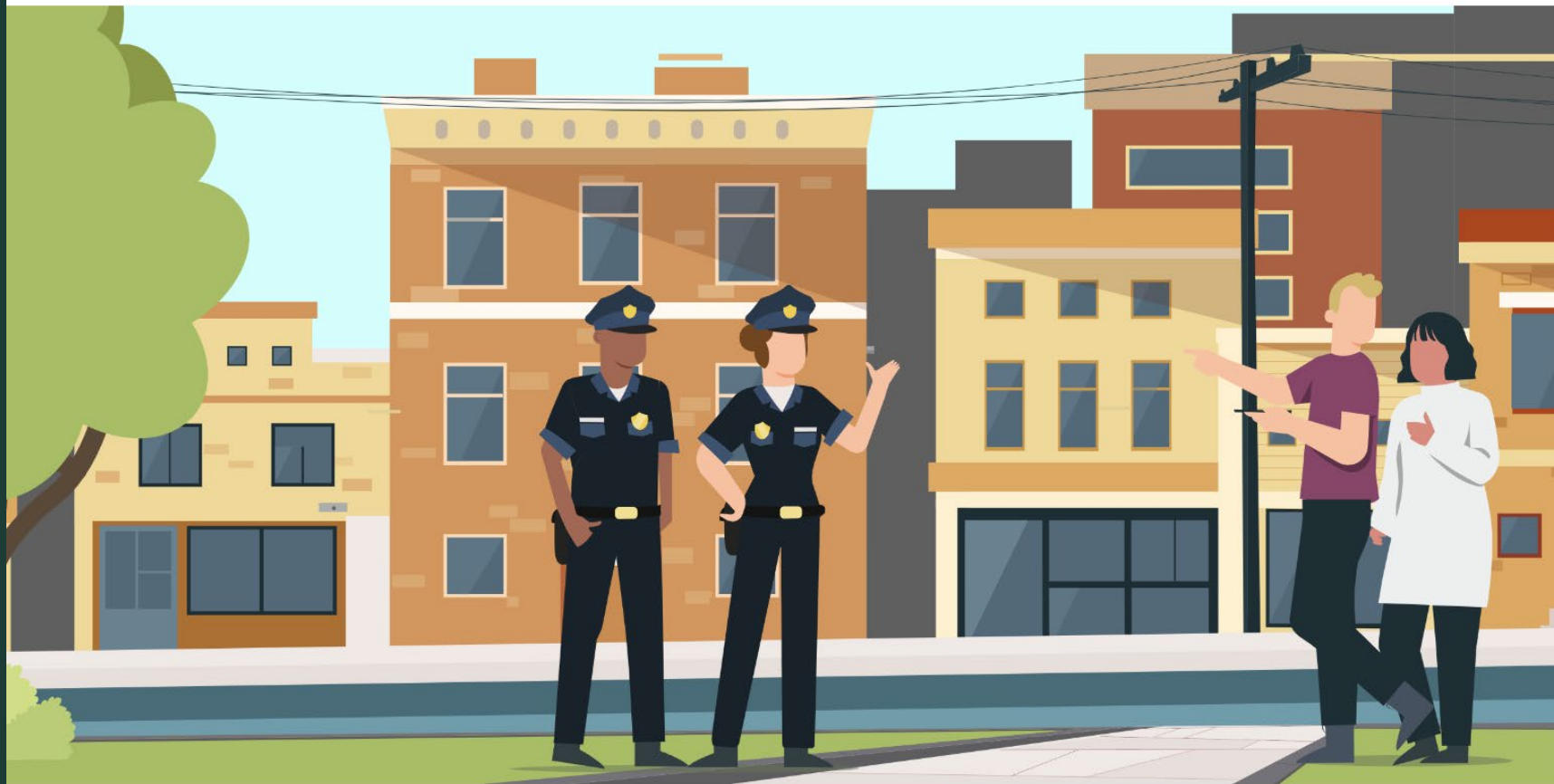
# Importance of Different Types of Transportation

Percent essential or very important

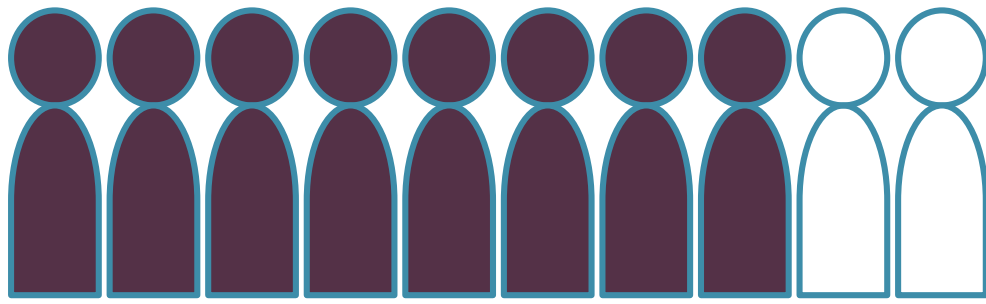
*When considering transportation and mobility options within Centennial, how important, if at all, are each of the following to you?*



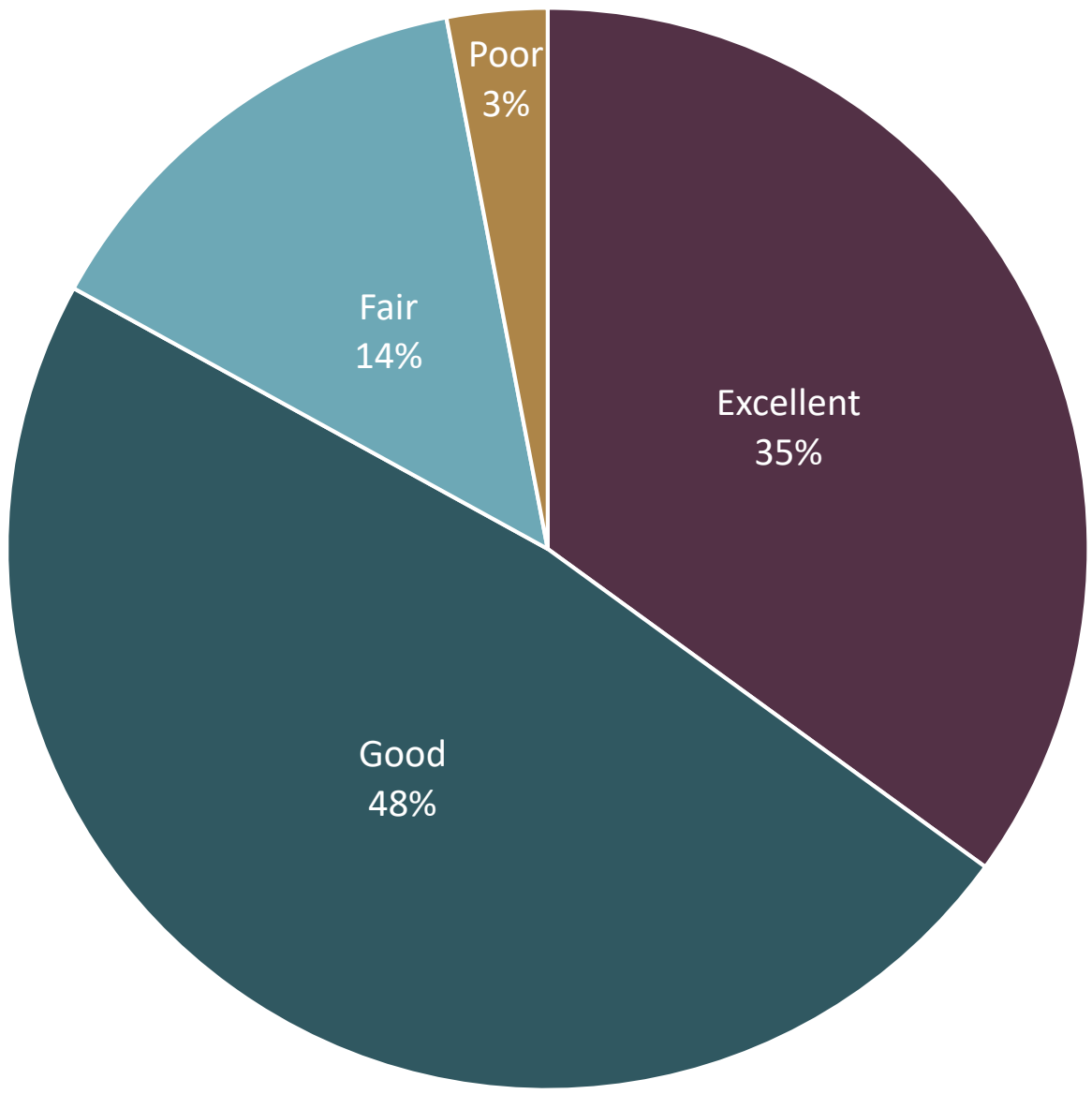
# Safety



# Overall Perceptions of Safety



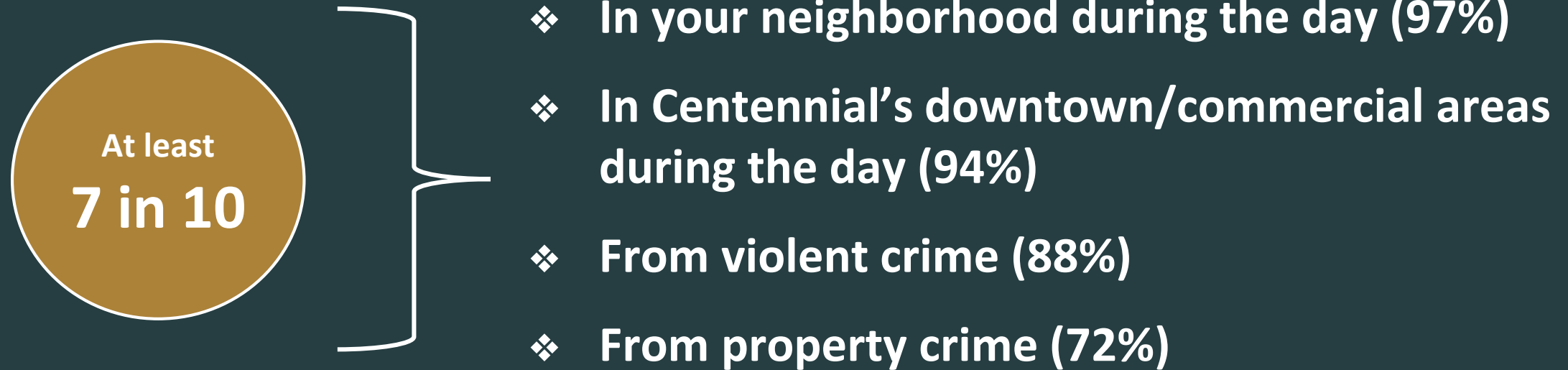
About  
**8 in 10**  
respondents rated the overall  
safety in Centennial as excellent or  
good





# Safety Ratings in Centennial

Percent very safe or somewhat safe



# Safety Services in Centennial

Percent excellent or good



**94%**

Fire services



**82%**

Fire prevention  
and education



**79%**

Police/ Sheriff  
Services



**77%**

Animal control



**73%**

Crime  
prevention

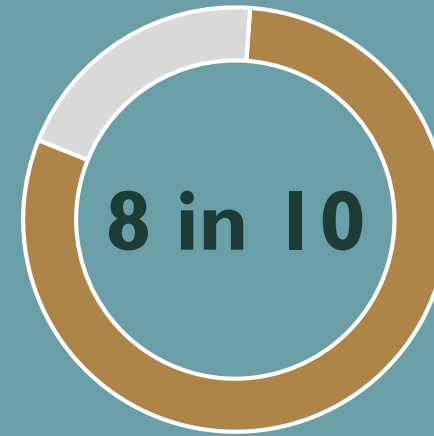


**69%**

Emergency  
preparedness

# Interactions with Centennial Law Enforcement

**19%** of residents had contact with Centennial law enforcement



gave excellent or good marks to...

- the overall performance
- competence
- responsiveness
- attitudes and behaviors

# Conclusions

**Residents praise Centennial's economy.**

**Access to affordable quality housing is an area of opportunity and residents identify potential gaps in the availability of housing.**

**Mobility receives mixed reviews, but community members have strong preferences for different mobility and transportation options in the City.**

**Centennial residents feel safe and report positive interactions with law enforcement.**