

THE NCSTM
The National Citizen SurveyTM

Centennial, CO
Community Livability Report
2016



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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Centennial. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

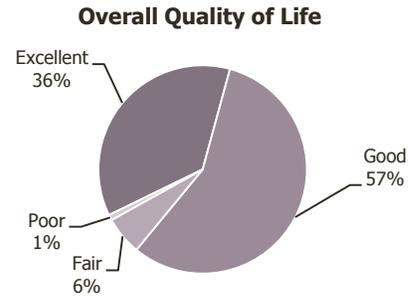
Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 484 residents of the City of Centennial. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Centennial

Almost all residents rated the quality of life in Centennial as excellent or good. This rating was similar to those seen in other communities across the nation (see Appendix B of the *Technical Appendices* provided under separate cover).



Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

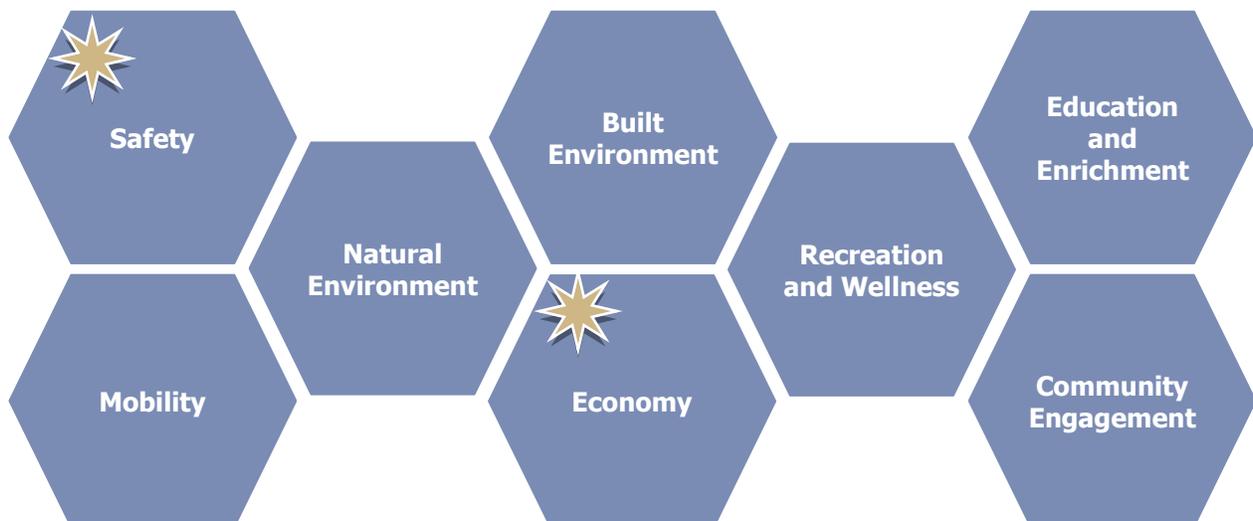
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Centennial community in the coming two years. It is noteworthy that Centennial residents gave favorable ratings to both of these facets of community. Ratings for all other aspects of community were also positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Centennial's unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- Most important



Community Characteristics

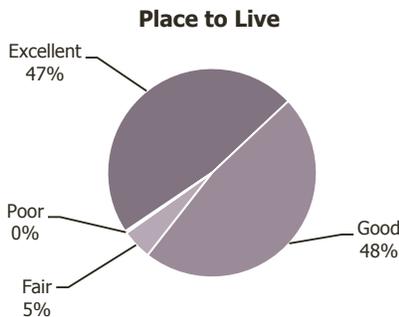
What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Centennial, 95% rated the City as an excellent or good place to live. Respondents' ratings of Centennial as a place to live were similar to ratings in other communities across the nation.

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Centennial as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Centennial and its overall appearance. About 8 in 10 residents gave favorable ratings to Centennial's overall image and appearance, while close to three-quarters of participants gave high marks to the City as a place to retire. Close to 9 in 10 rated their neighborhoods as places to live and the City as a place to raise children as excellent or good. The rating for Centennial as a place to raise children was higher than the national benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 30 features of the community within the eight facets of Community Livability. Generally, ratings for aspects of Community Characteristics were strong across each of the eight facets. Almost all residents reported feeling safe in their neighborhoods and gave high ratings to their overall feelings of safety in Centennial. All aspects within the facet of Natural Environment were rated positively by 8 in 10 respondents, including the overall natural environment, air quality and cleanliness. Ratings for aspects of Economy were particularly favorably evaluated; overall economic health, shopping opportunities, employment opportunities and Centennial as a place to work were all rated higher than communities across the nation and the Front Range.

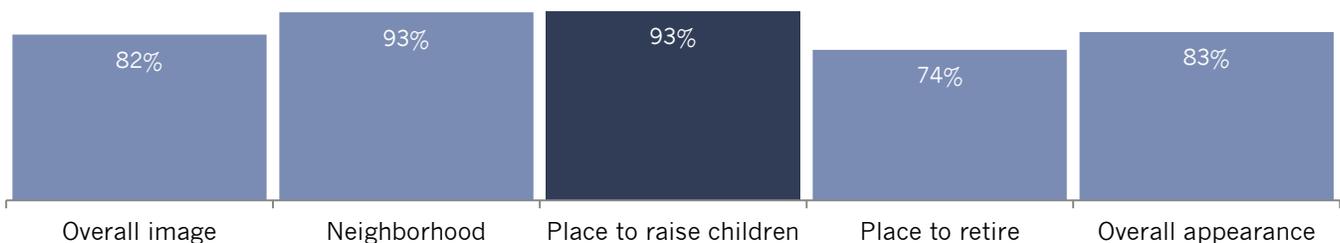
About three-quarters or more of residents gave excellent or good marks to health and wellness and recreational opportunities in Centennial. The measure of K-12 education within Education and Enrichment received a higher rating than to those given in other communities nationally and in the Front Range, with 92% of respondents awarding a positive mark. Most aspects within Mobility, Built Environment and Community Engagement were also rated favorably by a majority of residents and were similar to the benchmark.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



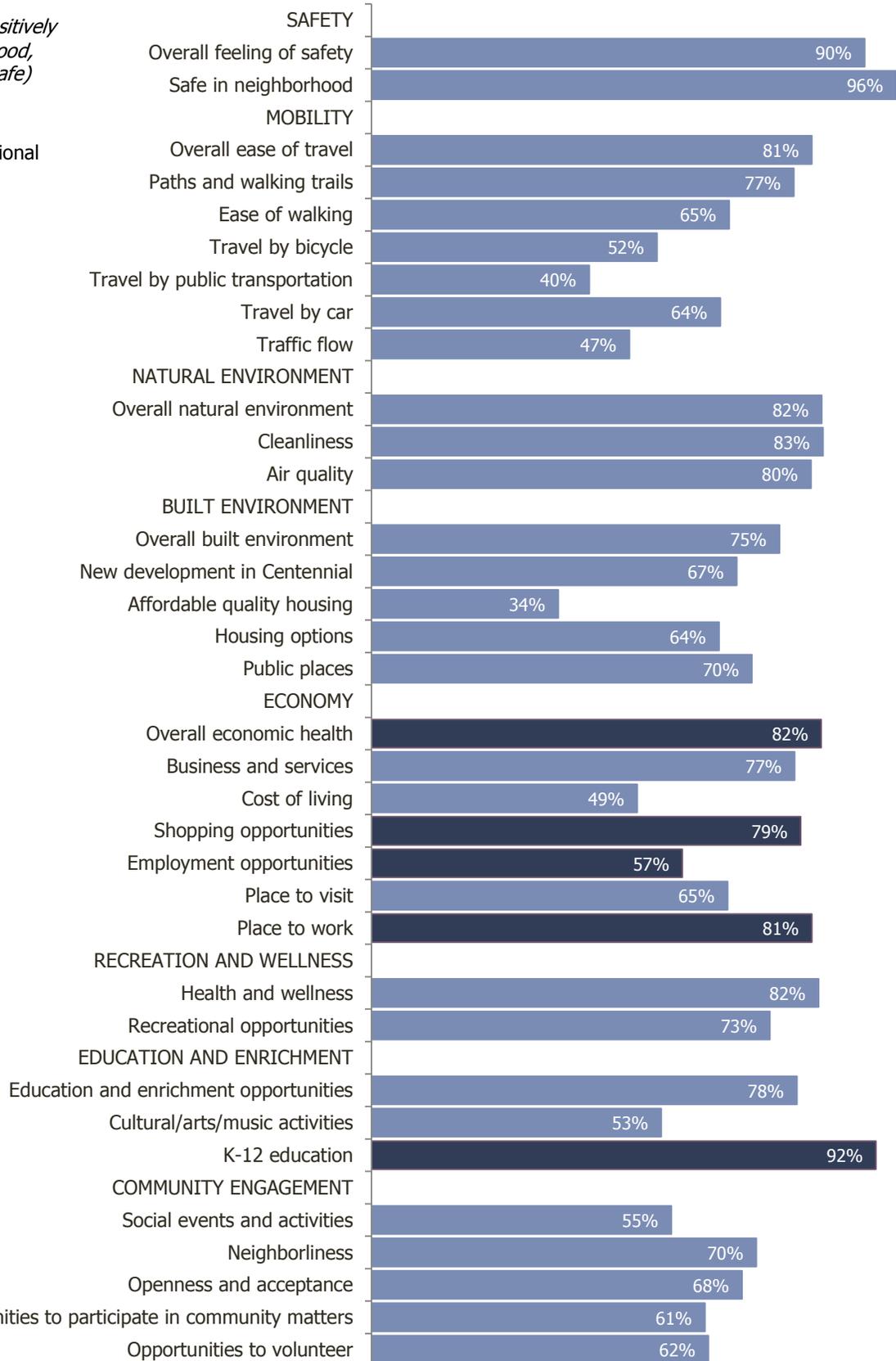
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Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

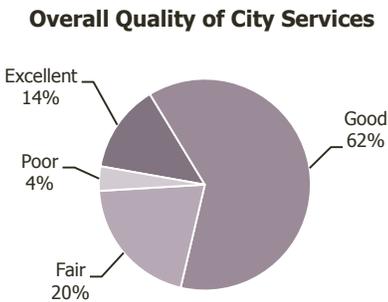
How well does the government of Centennial meet the needs and expectations of its residents?

The overall quality of the services provided by Centennial as well as the manner in which these services are provided are a key component of how residents rate their quality of life. More than 7 in 10 residents rated the overall quality of services provided by Centennial as excellent or good while about one-third positively rated the services provided by the Federal Government; both of these ratings were similar to those given in other communities across the nation.

Survey respondents also rated various aspects of Centennial’s leadership and governance. Nearly three-quarters of residents gave positive ratings to the overall direction the City. Meanwhile, about two-thirds or more gave favorable ratings to the customer service provided by Centennial employees, treating all residents fairly, the government acting in the best interest of Centennial and were confident in Centennial government. All aspects of Centennial’s leadership and governance were on par with other communities across the nation.

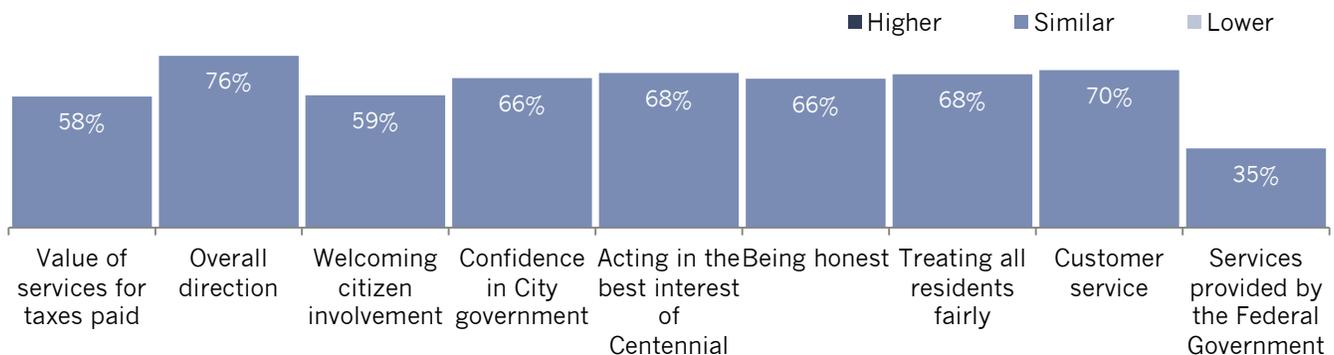
Respondents evaluated over 15 individual services and amenities available in Centennial. Broadly, ratings for services tended to be positive and similar to the national benchmark. In Safety, a majority of residents gave high ratings to animal control and emergency preparedness. Aspects within Mobility were strong and similar to ratings in comparison communities, with about half awarding high marks to traffic signal timing and street lighting and about two-thirds giving positive ratings to traffic enforcement; however, snow removal, was rated lower than

ratings given elsewhere. Measures of Natural Environment received similar results as more than 7 in 10 residents were pleased with natural areas preservation and open space in Centennial. Residents assigned excellent or good ratings to aspects of Built Environment, as more than half gave positive ratings to land use, planning and zoning and code enforcement. The aspect of economic development in the facet of Economy (73% excellent or good) received a higher rating than the national and Front Range benchmarks. Ratings within the facets of Recreation and Wellness, Education and Enrichment, and Community Engagement were also strong and given similar ratings to comparison communities across the nation.



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark



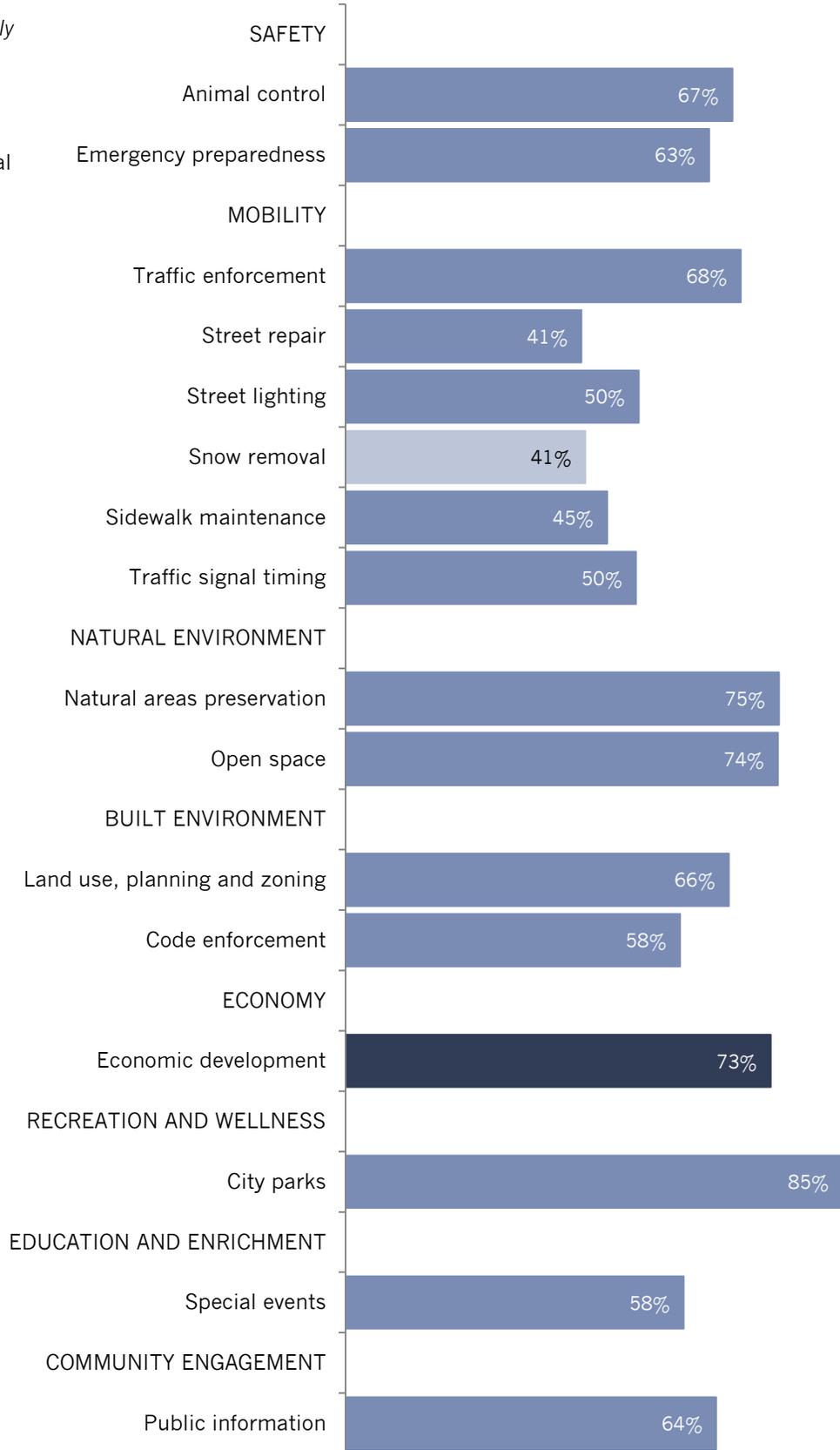
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Figure 2: Aspects of Governance

Percent rating positively
(e.g., excellent/good)

Comparison to national
benchmark

- Higher
- Similar
- Lower



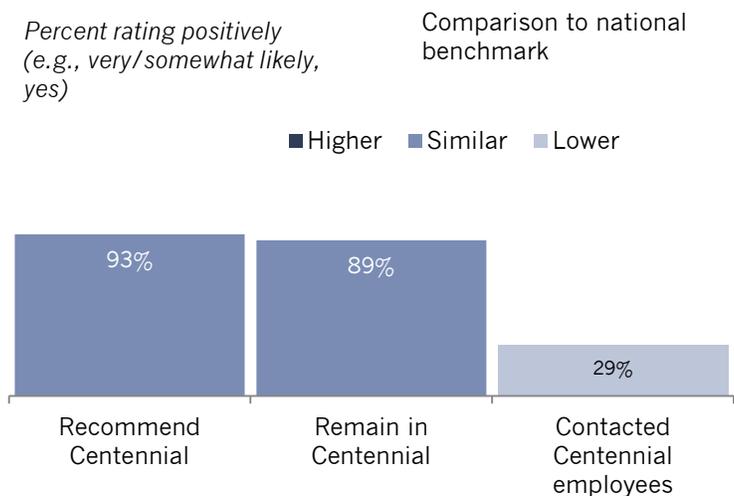
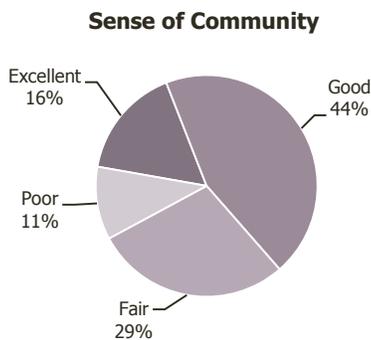
Participation

Are the residents of Centennial connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. In Centennial, about 6 in 10 residents rated the sense of community as excellent or good, which was similar to communities across the nation and Front Range.

Almost 9 in 10 residents reported that they planned to remain in Centennial for the next five years and would recommend living in Centennial to others. These ratings were similar to those given in other communities across the nation; however, more residents in Centennial would recommend living in their City compared to residents in other Front Range municipalities. Less than a third of residents reported that they had contacted a City employee in the last 12 months, a rating lower than the national and Front Range benchmarks.

The survey included over 20 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. In general, rates of Participation in Centennial were similar to rates in other communities. Within the facet of Mobility, about 4 in 10 of survey participants reported they had carpooled instead of driving alone, and more than half reported they had walked or biked instead of driving, which were similar rates seen in other communities. About 8 in 10 residents reported recycling at home. In Built Environment, about 6 in 10 residents indicated they had not observed a code violation, which was a rate higher than seen in comparison communities. Almost all survey participants reported purchasing goods or services in Centennial, but less than one third reported they worked in Centennial, which was a rate lower than the national benchmark, but similar to Front Range levels. At least three-quarters of residents participated in all aspects of Recreation and Wellness with 9 in 10 reporting they had visited a City park in the last twelve months and participated in moderate or vigorous physical activity. Less than half of respondents had participated in religious or spiritual activities, which was similar to other communities, but fewer Centennial residents had attended a City-sponsored event than residents elsewhere. Most aspects within the facet of Community Engagement were favorable and similar to comparison communities, yet participants reported higher rates of voting in local elections in Centennial than the national benchmark.



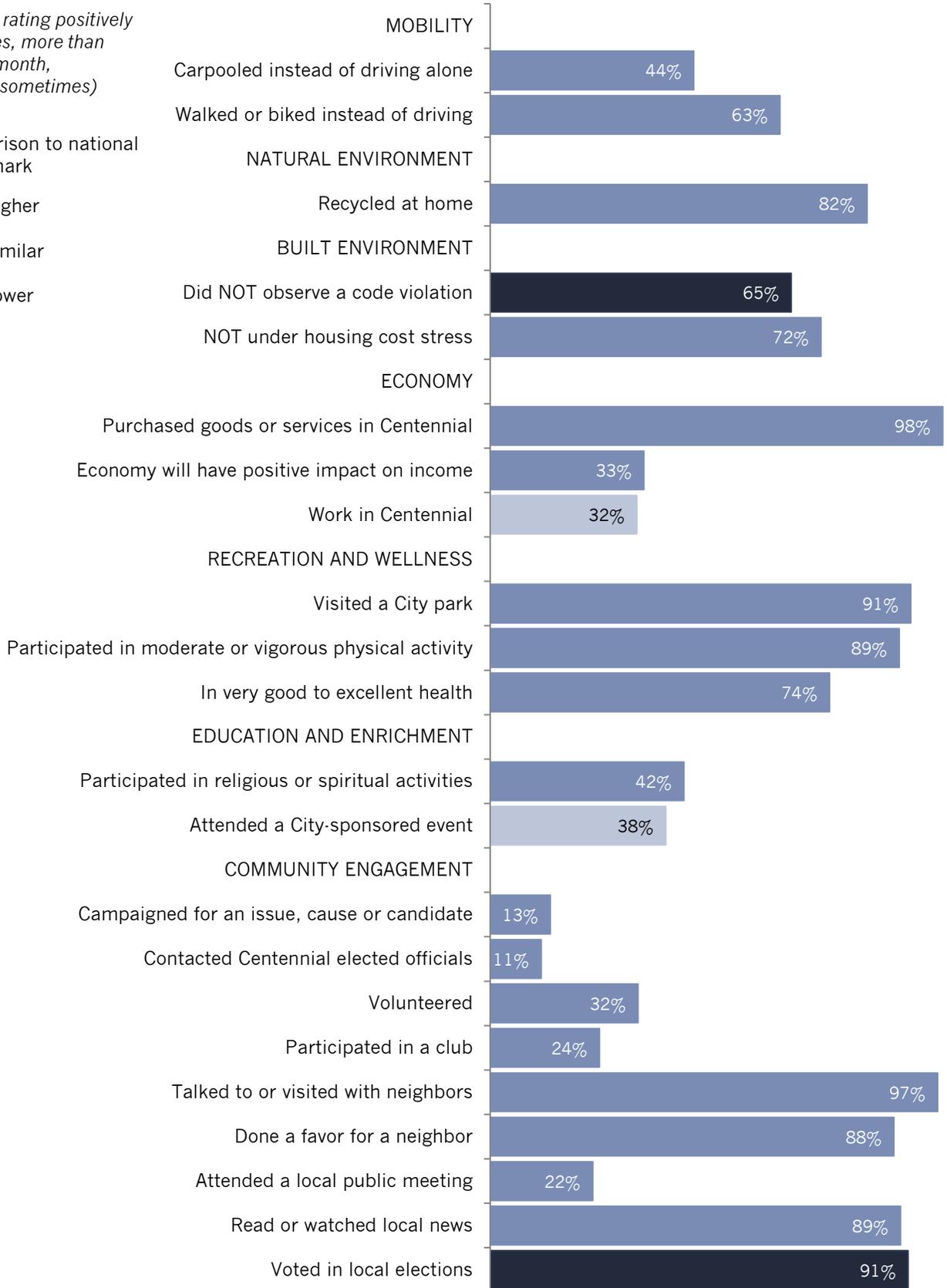
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

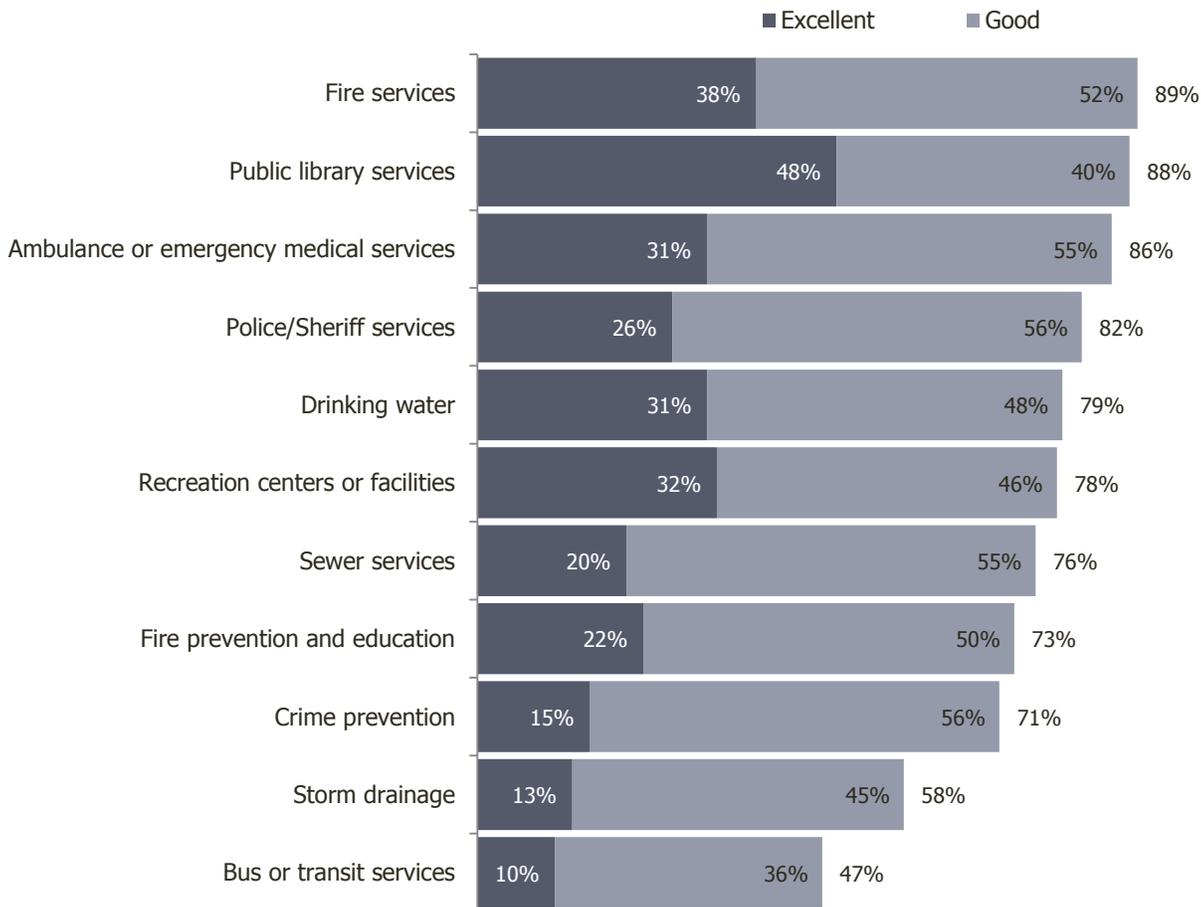
- Higher
- Similar
- Lower



Special Topics

The City of Centennial included four questions of special interest on The NCS. The first special interest question asked residents to rate the quality of services that were not provided by the City of Centennial. Fire and public library services were rated as the highest quality, awarded high marks by almost 9 in 10, followed by ambulance or emergency medical services and police/sheriff services, which were rated as excellent or good by 8 in 10 respondents. A majority of residents rated the remaining services as excellent or good, with the exception of bus or transit services which were rated positively by less than half of p.

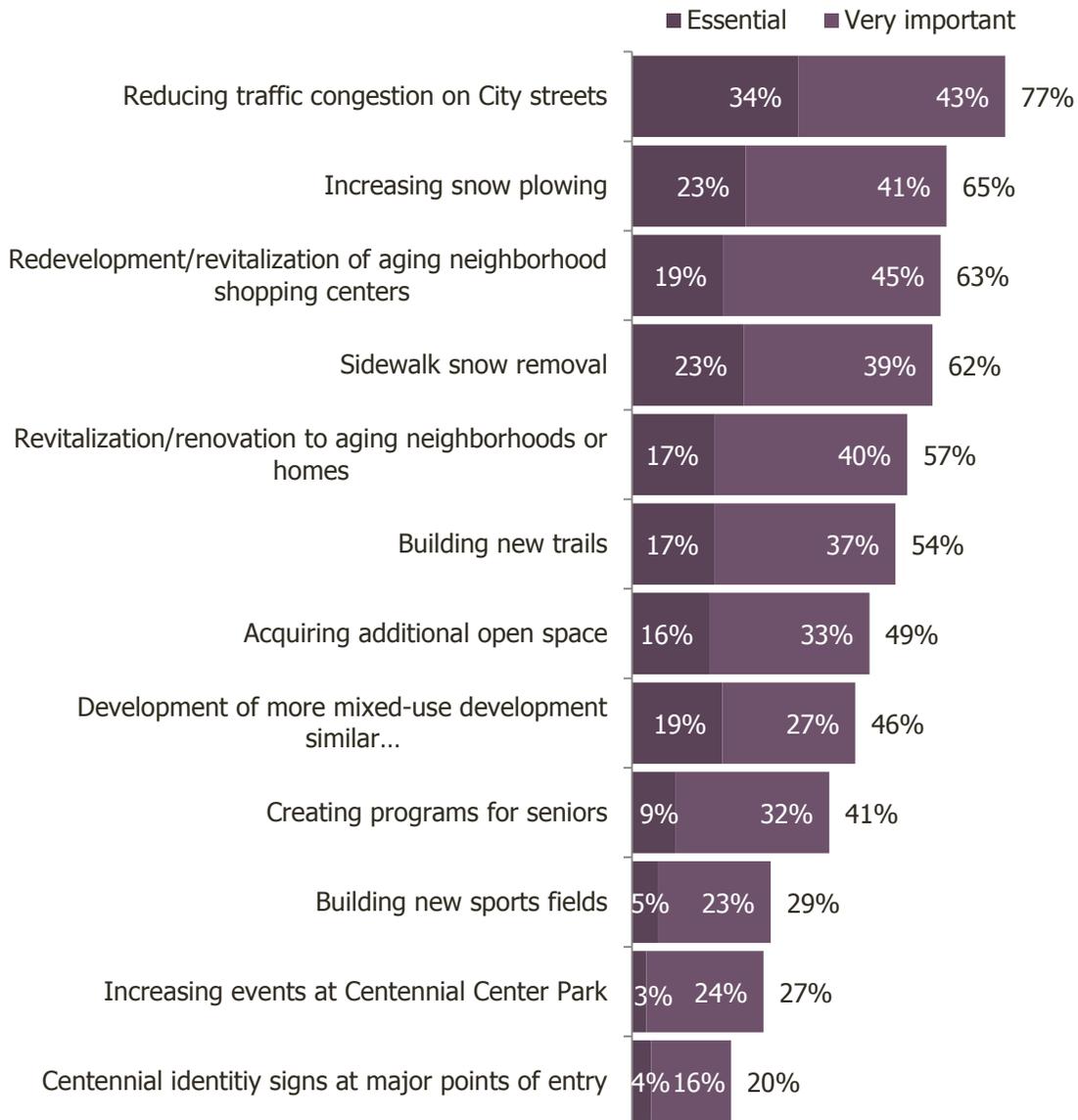
Figure 4: Services Not Provided by the City of Centennial
Please rate the quality of each of the following services not provided by the City of Centennial:



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The next question asked residents about the importance of several projects for the City to address in the next 10 years. Reducing traffic congestion on City streets was rated the highest importance by more than 7 in 10 residents, followed by increasing snow plowing and redevelopment/revitalization of aging neighborhood shopping centers, with about 6 in 10 reporting these project were essential or very important.

Figure 5: Importance of Potential Projects in Centennial
Thinking about the next 10 years, how important, if at all, is each of the following potential projects in Centennial?

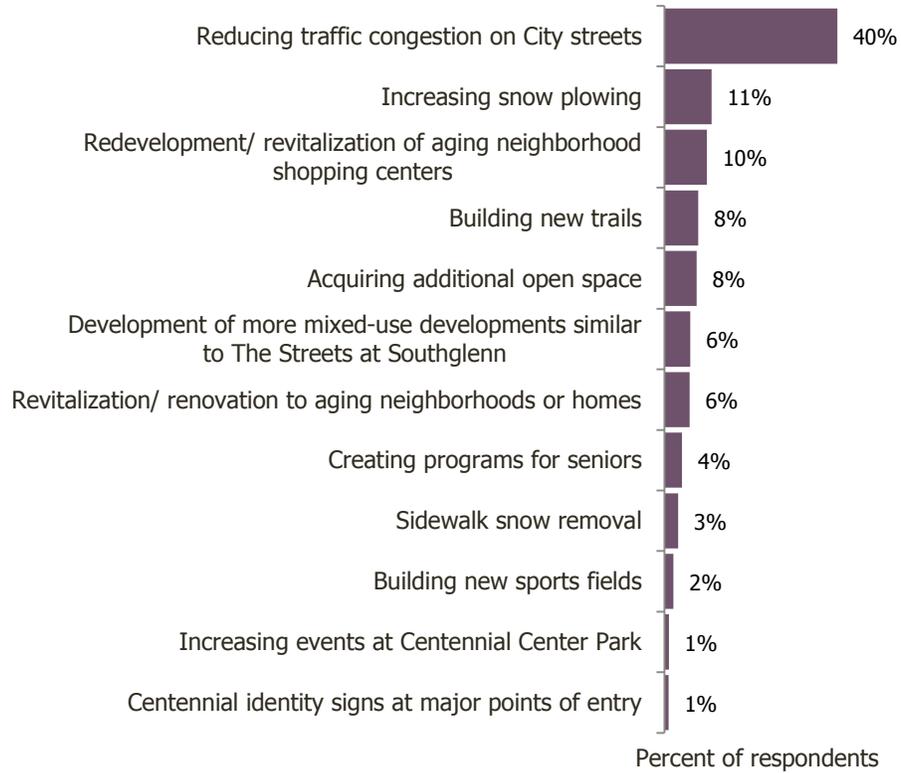


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The next question asked residents to choose one item from the previous special topics question that was the most important future project for Centennial. Reducing traffic congestion on City streets was selected as the most important future project by 40% of residents.

Figure 6: Most Important Future Project in Centennial

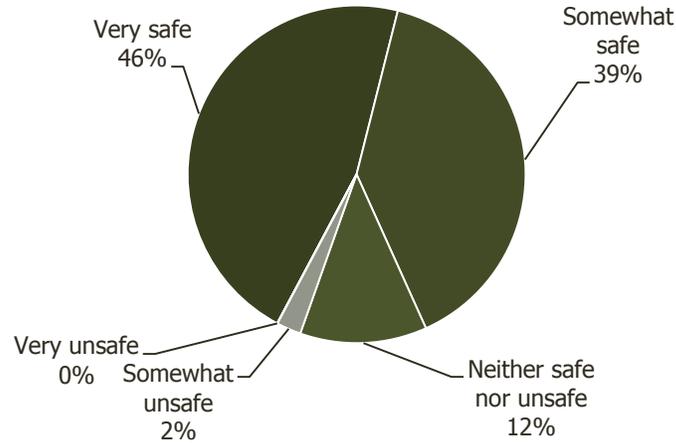
Select the item you think is the most important future project for Centennial.



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The final special interest question asked survey participants to indicate their perception of how safe their children are while they are attending school in Centennial. Almost half of all survey respondents reported they thought children were very safe and 4 in 10 residents felt they were somewhat safe while attending school in Centennial. Only 2% of participants thought that children were somewhat unsafe and no respondents indicated they felt children were very unsafe.

Figure 4: Safety of Children Attending School in Centennial
How safe or unsafe do you feel children are while attending school in Centennial?



Conclusions

Centennial is a great place to live.

Almost all survey respondents rated the overall quality of life in Centennial and the City as a place to live as excellent or good. Over 9 in 10 would recommend Centennial as a place to live and planned to remain in the community for the next five years. Ratings for features that enhance quality of life, such as Centennial as a place to raise children and K-12 education were also given positive ratings by 9 in 10 residents and were given higher marks when compared to the national and Front Range benchmarks. Ratings for the City's overall image, Centennial as a place to retire and Centennial's overall appearance have increased since 2010.

A strong Economy is another feature that makes Centennial a desirable community.

Residents indicated that Economy was an important focus area in the next two years, and many ratings within this facet were higher than those seen in other communities across the nation and the Front Range. About 8 in 10 residents gave positive ratings to the overall economic health in Centennial and several aspects including Centennial as a place to work, employment and shopping opportunities, and economic development of Centennial were awarded ratings higher than comparison communities. Virtually all residents had purchased goods or services in Centennial in the 12 months prior to the survey. Finally, the ratings for employment opportunities and Centennial as a place to work have increased since 2010.

Centennial is easy to get around in, but there is still room for improvement.

Ratings for measures related to Mobility tended to be rated positively by a majority of Centennial residents. Ratings for ease of walking and the availability of paths and walking trails were rated favorably by at least 6 in 10 participants and these ratings increased from 2010 to 2016. Furthermore, at least 8 in 10 awarded excellent or good ratings to the overall ease of travel and about two-thirds rated travel by car and traffic enforcement positively. However, snow removal was rated favorably by 4 in 10 residents, which was lower than comparison communities. When asked about priorities for the City of Centennial, about three-quarters of participants indicated that reducing traffic congestion would be essential or very important and two-thirds placed high importance on increasing snow plowing. About 4 in 10 reported that reducing traffic congestion should be the single highest priority for the community.

Safety is a priority to residents.

Survey respondents indicated that Safety was also an important area for the City to focus on in the coming two years, and ratings within this facet were generally positive and similar to those given in other communities. More than 9 in 10 residents gave excellent or good ratings to the overall feeling of safety in the City and nearly all residents reported feeling safe in their neighborhoods. More than a majority of residents gave positive ratings to animal control and emergency preparedness in Centennial. Safety ratings for police services and fire services remained stable since 2010.