

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

## Centennial, CO

Trends over Time  
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. 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). This report discusses trends over time, comparing the 2016 ratings for the City of Centennial to its previous survey results in 2010. Additional reports and technical appendices are available under separate cover.

Trend data for Centennial represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being “higher” or “lower” if the differences are greater than five percentage points between the 2010 and 2016 surveys, otherwise the comparison between 2010 and 2016 are noted as being “similar.” Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Centennial for 2016 generally remained stable. Of the 47 items for which comparisons were available, 25 items were rated similarly in 2010 and 2016, 6 items showed a decrease in ratings and 16 showed an increase in ratings. Notable trends over time included the following:

- Of the 16 overall items for which ratings increased from 2010 to 2016, ten of these were within the pillar of Community Characteristics. Aspects for which ratings increased included overall image, Centennial as a place to retire, overall appearance, the availability of paths and walking trails, ease of walking, overall natural environment, air quality, employment opportunities, Centennial as a place to work and opportunities to attend cultural/arts/music activities. Only three aspects of Community Characteristics (travel by public transportation, new development in Centennial and availability of affordable quality housing options) decreased since 2010.
- Many ratings for the aspects of Governance remained stable from 2010 to 2016. Ratings for street lighting decreased over time. Meanwhile, ratings for the overall direction that the City is taking, street repair, animal control, land use, planning, and zoning and code enforcement increased since the last iteration of the survey.
- Where comparisons over time were available, almost all ratings of Participation remained stable over time. However, the rating for sense of community increased since 2010.

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Table 1: Community Characteristics General

|                         | Percent rating positively (e.g., excellent/good) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|-------------------------|--|------|------------------------------|-------------------------|---------|
|                         | 2010   | 2016 |                              | 2010                    | 2016    |
| Overall quality of life | 89%  | 93%  | Similar                      | Much higher             | Similar |
| Overall image           | 73%  | 82%  | Higher                       | Similar                 | Similar |
| Place to live           | 90%  | 95%  | Similar                      | Much higher             | Similar |
| Neighborhood            | 91%  | 93%  | Similar                      | Much higher             | Similar |
| Place to raise children | 90%  | 93%  | Similar                      | Much higher             | Higher  |
| Place to retire         | 66%  | 74%  | Higher                       | Higher                  | Similar |
| Overall appearance      | 76%  | 83%  | Higher                       | Higher                  | Similar |

Table 2: Community Characteristics by Facet

|                     |                                 | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|---------------------|---------------------------------|--|------|------------------------------|-------------------------|---------|
|                     |                                 | 2010   | 2016 |                              | 2010                    | 2016    |
| Safety              | Overall feeling of safety       | NA   | 90%  | NA                           | NA                      | Similar |
|                     | Safe in neighborhood            | NA   | 96%  | NA                           | NA                      | Similar |
| Mobility            | Overall ease of travel          | NA   | 81%  | NA                           | NA                      | Similar |
|                     | Paths and walking trails        | 69%  | 77%  | Higher                       | Much higher             | Similar |
|                     | Ease of walking                 | 57%  | 65%  | Higher                       | Lower                   | Similar |
|                     | Travel by bicycle               | 54%  | 52%  | Similar                      | Higher                  | Similar |
|                     | Travel by public transportation | 50%  | 40%  | Lower                        | Similar                 | Similar |
|                     | Travel by car                   | 61%  | 64%  | Similar                      | Higher                  | Similar |
|                     | Traffic flow                    | NA   | 47%  | NA                           | NA                      | Similar |
| Natural Environment | Overall natural environment     | 70%  | 82%  | Higher                       | Lower                   | Similar |
|                     | Cleanliness                     | NA   | 83%  | NA                           | NA                      | Similar |
|                     | Air quality                     | 74%  | 80%  | Higher                       | Higher                  | Similar |
| Built Environment   | Overall built environment       | NA   | 75%  | NA                           | NA                      | Similar |
|                     | New development in Centennial   | 74%  | 67%  | Lower                        | Much higher             | Similar |
|                     | Affordable quality housing      | NA   | 34%  | NA                           | NA                      | Similar |
|                     | Housing options                 | 72%  | 64%  | Lower                        | Much higher             | Similar |
|                     | Public places                   | NA   | 70%  | NA                           | NA                      | Similar |
| Economy             | Overall economic health         | NA   | 82%  | NA                           | NA                      | Higher  |
|                     | Business and services           | 77%  | 77%  | Similar                      | Much higher             | Similar |
|                     | Cost of living                  | NA   | 49%  | NA                           | NA                      | Similar |
|                     | Shopping opportunities          | 77%  | 79%  | Similar                      | Much higher             | Higher  |
|                     | Employment opportunities        | 44%  | 57%  | Higher                       | Much higher             | Higher  |
|                     | Place to visit                  | NA   | 65%  | NA                           | NA                      | Similar |
|                     | Place to work                   | 73%  | 81%  | Higher                       | Much higher             | Higher  |
|                     | Health and wellness             | NA   | 82%  | NA                           | NA                      | Similar |

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|                          |   | Percent rating positively (e.g., excellent/good, very/somewhat safe) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|--------------------------|---|--|------|------------------------------|-------------------------|---------|
|                          |   | 2010   | 2016 |                              | 2010                    | 2016    |
| Recreation and Wellness  | Recreational opportunities                        | 71%  | 73%  | Similar                      | Much higher             | Similar |
| Education and Enrichment | Cultural/arts/music activities                    | 30%  | 53%  | Higher                       | Much lower              | Similar |
|                          | K-12 education                                    | 88%  | 92%  | Similar                      | Much higher             | Higher  |
| Community Engagement     | Social events and activities                      | NA   | 55%  | NA                           | NA                      | Similar |
|                          | Neighborliness                                    | NA   | 70%  | NA                           | NA                      | Similar |
|                          | Openness and acceptance                           | 67%  | 68%  | Similar                      | Higher                  | Similar |
|                          | Opportunities to participate in community matters | NA   | 61%  | NA                           | NA                      | Similar |
|                          | Opportunities to volunteer                        | 60%  | 62%  | Similar                      | Much lower              | Similar |

Table 3: Governance General

|   | Percent rating positively (e.g., excellent/good) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|---|--|------|------------------------------|-------------------------|---------|
|   | 2010   | 2016 |                              | 2010                    | 2016    |
| Services provided by Centennial             | 77%  | 76%  | Similar                      | Similar                 | Similar |
| Customer service                            | 71%  | 70%  | Similar                      | Lower                   | Similar |
| Value of services for taxes paid            | NA   | 58%  | NA                           | NA                      | Similar |
| Overall direction                           | 56%  | 76%  | Higher                       | Similar                 | Similar |
| Welcoming citizen involvement               | NA   | 59%  | NA                           | NA                      | Similar |
| Confidence in City government               | NA   | 66%  | NA                           | NA                      | Similar |
| Acting in the best interest of Centennial   | NA   | 68%  | NA                           | NA                      | Similar |
| Being honest                                | NA   | 66%  | NA                           | NA                      | Similar |
| Treating all residents fairly               | NA   | 68%  | NA                           | NA                      | Similar |
| Services provided by the Federal Government | NA   | 35%  | NA                           | NA                      | Similar |

Table 4: Governance by Facet

|                     |                            | Percent rating positively (e.g., excellent/good) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|---------------------|----------------------------|--|------|------------------------------|-------------------------|---------|
|                     |                            | 2010   | 2016 |                              | 2010                    | 2016    |
| Safety              | Animal control             | 55%  | 67%  | Higher                       | Lower                   | Similar |
|                     | Emergency preparedness     | NA   | 63%  | NA                           | NA                      | Similar |
| Mobility            | Traffic enforcement        | 70%  | 68%  | Similar                      | Higher                  | Similar |
|                     | Street repair              | 35%  | 41%  | Higher                       | Much lower              | Similar |
|                     | Street lighting            | 60%  | 50%  | Lower                        | Similar                 | Similar |
|                     | Snow removal               | 46%  | 41%  | Similar                      | Much lower              | Lower   |
|                     | Sidewalk maintenance       | NA   | 45%  | NA                           | NA                      | Similar |
|                     | Traffic signal timing      | NA   | 50%  | NA                           | NA                      | Similar |
| Natural Environment | Natural areas preservation | NA   | 75%  | NA                           | NA                      | Similar |
|                     | Open space                 | NA   | 74%  | NA                           | NA                      | Similar |

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|                          |                               | Percent rating positively (e.g., excellent/good) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|--------------------------|-------------------------------|--|------|------------------------------|-------------------------|---------|
|                          |                               | 2010   | 2016 |                              | 2010                    | 2016    |
| Built Environment        | Land use, planning and zoning | 52%  | 66%  | Higher                       | Much higher             | Similar |
|                          | Code enforcement              | 45%  | 58%  | Higher                       | Similar                 | Similar |
| Economy                  | Economic development          | NA   | 73%  | NA                           | NA                      | Higher  |
| Recreation and Wellness  | City parks                    | NA   | 85%  | NA                           | NA                      | Similar |
| Education and Enrichment | Special events                | NA   | 58%  | NA                           | NA                      | Similar |
| Community Engagement     | Public information            | NA   | 64%  | NA                           | NA                      | Similar |

Table 5: Participation General

|                                | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|--------------------------------|---|------|------------------------------|-------------------------|---------|
|                                | 2010  | 2016 |                              | 2010                    | 2016    |
| Sense of community             | 54%   | 61%  | Higher                       | Much lower              | Similar |
| Recommend Centennial           | NA  | 93%  | NA                           | NA                      | Similar |
| Remain in Centennial           | NA  | 89%  | NA                           | NA                      | Similar |
| Contacted Centennial employees | 27%   | 29%  | Similar                      | Much lower              | Lower   |

Table 6: Participation by Facet

|                          |  | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|--------------------------|--|---|------|------------------------------|-------------------------|---------|
|                          |  | 2010  | 2016 |                              | 2010                    | 2016    |
| Mobility                 | Carpooled instead of driving alone                     | NA  | 44%  | NA                           | NA                      | Similar |
|                          | Walked or biked instead of driving                     | NA  | 63%  | NA                           | NA                      | Similar |
| Natural Environment      | Recycled at home                                       | NA  | 82%  | NA                           | NA                      | Similar |
| Built Environment        | Did NOT observe a code violation                       | NA  | 65%  | NA                           | NA                      | Higher  |
|                          | NOT under housing cost stress                          | NA  | 28%  | NA                           | NA                      | Similar |
| Economy                  | Purchased goods or services in Centennial              | NA  | 98%  | NA                           | NA                      | Similar |
|                          | Economy will have positive impact on income            | NA  | 33%  | NA                           | NA                      | Similar |
|                          | Work in Centennial                                     | NA  | 32%  | NA                           | NA                      | Lower   |
| Recreation and Wellness  | Visited a City park                                    | NA  | 91%  | NA                           | NA                      | Similar |
|                          | Participated in moderate or vigorous physical activity | NA  | 89%  | NA                           | NA                      | Similar |
|                          | In very good to excellent health                       | NA  | 74%  | NA                           | NA                      | Similar |
| Education and Enrichment | Participated in religious or spiritual activities      | NA  | 42%  | NA                           | NA                      | Similar |
|                          | Attended a City-sponsored event                        | NA  | 38%  | NA                           | NA                      | Lower   |
| Community Engagement     | Campaigned for an issue, cause or candidate            | NA  | 13%  | NA                           | NA                      | Similar |
|                          | Contacted Centennial elected officials                 | NA  | 11%  | NA                           | NA                      | Similar |
|                          | Volunteered  | NA  | 32%  | NA                           | NA                      | Similar |

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|                                     | Percent rating positively (e.g., always/sometimes, more than once a month, yes) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|-------------------------------------|---|------|------------------------------|-------------------------|---------|
|                                     | 2010  | 2016 |                              | 2010                    | 2016    |
| Participated in a club              | NA  | 24%  | NA                           | NA                      | Similar |
| Talked to or visited with neighbors | NA  | 97%  | NA                           | NA                      | Similar |
| Done a favor for a neighbor         | NA  | 88%  | NA                           | NA                      | Similar |
| Attended a local public meeting     | NA  | 22%  | NA                           | NA                      | Similar |
| Read or watched local news          | NA  | 89%  | NA                           | NA                      | Similar |
| Voted in local elections            | NA  | 91%  | NA                           | NA                      | Higher  |

Table 7: Services Not Provided by Centennial

|                         | Percent rating positively (e.g., excellent/good) |      | 2016 rating compared to 2010 | Comparison to benchmark |         |
|-------------------------|--|------|------------------------------|-------------------------|---------|
|                         | 2010   | 2016 |                              | 2010                    | 2016    |
| Police                  | 79%  | 82%  | Similar                      | Similar                 | Similar |
| Fire                    | 88%  | 89%  | Similar                      | Lower                   | Similar |
| Ambulance/EMS           | 87%  | 86%  | Similar                      | Similar                 | Similar |
| Crime prevention        | 69%  | 71%  | Similar                      | Higher                  | Similar |
| Fire prevention         | 79%  | 73%  | Lower                        | Higher                  | Similar |
| Bus or transit services | 47%  | 47%  | Similar                      | Lower                   | Similar |
| Storm drainage          | 71%  | 58%  | Lower                        | Much higher             | Similar |
| Drinking water          | 75%  | 79%  | Similar                      | Much higher             | Similar |
| Sewer services          | 77%  | 76%  | Similar                      | Similar                 | Similar |
| Recreation centers      | NA   | 78%  | NA                           | NA                      | Similar |
| Public libraries        | 86%  | 88%  | Similar                      | Much higher             | Similar |