

CITY OF ARVADA

RESIDENTIAL ECONOMIC DEVELOPMENT SURVEY

JANUARY 2021

Table of Contents

EXECUTIVE SUMMARY	03
METHODOLOGY	07
SEGMENTATION	12
RESIDENT SATISFACTION	21
ATTITUDES TOWARD GROWTH	25
UNDERSTANDING OF CITY'S REVENUES	37
ATTRACTING NEW BUSINESSES	45
SELF-CONTAINED COMMUNITIES	63
APPENDIX	66

Executive Summary

The mission of Arvada's Community and Economic Development Department is to enhance residents' quality of life through planned and balanced development that aligns with residents' wants and needs. The goal of this research is to quantify the various wants and needs and to determine the extent to which attitudes toward development are malleable with increased understanding of the linkages between development and the city's ability to provide the requested services.

While most respondents support the idea of economic growth (85%), less than half are strong supporters and 43% already believe the City is growing at a rate faster than they would like. In fact, respondents represent a continuum of attitudes toward growth in Arvada: those who are Enthusiastic, those who are Reluctant and those who fall In-Between. It makes sense that the segment most satisfied not only with living in the City of Arvada but also with how well they see the City's government performing in managing growth and development are those in the In-Between segment, since they are neither disappointed that the City is not growing fast enough nor frustrated that the City is growing too quickly. But they are also not strong supporters of growth.

The question then is, is it possible to create a more favorable opinion of growth by sharing different sorts of information about why growth and development is important and what can offer to residents? The answer to that question is yes.

Perhaps the least surprising finding from this survey is that respondents do not have a clear understanding of where the City's revenues come from. Most believe their City's revenues come from property taxes, followed quite distantly by revenues from local sales tax. Nearly all were surprised to learn only 3% of the City's revenues come from property taxes and instead, that the City of Arvada relied heavily on local sales tax and service fees such as water usage and drainage to support its operations.

It was also not very surprising to find that residents wanted to see more businesses in their City, especially small "mom-and-pop" retail stores, casual dining restaurants and walkable shopping areas with a variety of stores, restaurants and bars. And when it comes to a specific store they want to see, the overwhelming choice is Trader Joe's. Respondents also want to see the City attract businesses that can offer professional- and entry-level jobs.

But there is a serious disconnect, with respondents saying they want these types of businesses to come to their community and then rate the City of Arvada not very positively in terms of the types of characteristics a business would look for in order to come there. Fewer than two out of ten respondents rated the City of Arvada as "Excellent" in terms of providing businesses with any of the seven key criteria they were told businesses look for when choosing a community in which they will operate.

Executive Summary

(Continued)

How do we bridge this gap between wanting more restaurants and retail shopping as well as quality jobs, and to see the City provide improved services, especially the maintenance and expansion of roads and bike paths, when support for economic growth is limited? Several pieces of information were helpful for bridging that gap.

First, we saw how important it was for residents to understand the City's reliance on sales tax revenues to fund city services, which requires an understanding that the City receives little of residents' property tax payments. High property taxes are a sore spot for many, and they need to understand where those dollars go if not supporting their City (information which was not provided to them in this survey).

We also saw that most respondents are not strong supporters of population growth, nor do they want to see increases in their sales taxes, which made attracting visitors who come to shop and stay in the city the most preferred method of bringing additional revenues to the City. However, they also needed to understand that it will require having more residents, not just tourists, to attract more businesses, which can then create new jobs, which in turn will attract more residents. While necessary to understand these linkages, this information also has the potential to create fear, that their City is going to get caught up in a vicious cycle that will turn it into a metropolis rather than the more peaceful, rural community that led them to move to Arvada in the first place.

This fear of growing too quickly was evidenced throughout the survey as respondents commented on the importance of careful, thoughtful, sustainable growth. For those who support growth, it is probably fair to say that they do so as long as it is done well. At the same time, it is important for the City to remember that respondents are divided at near equal numbers between those wanting more growth, those wanting less growth and those happy with how things are today. No matter what the City chooses to do, there is not an option that will keep everyone happy.

However, we did find that the discussion surrounding self-contained, sustainable, environmentally-friendly communities can have a place in this conversation. In fact, eight out of ten thought self-contained communities, when done right, are at least an "okay" idea, and four out of ten thought such self-contained communities are a "great" idea. Discussions of "high-density, low-cost housing" would likely not fare well, but the idea of communities that allow its residents to live, shop, dine, and catch public transportation all within walking distance – that had an appeal.

Executive Summary

(Continued)

What we learned from this research is that:

1. Residents of Arvada who participated in this survey overwhelmingly want their City to continue to improve the services it provides, such as open space, trails, and road maintenance.
2. Many residents do not realize that the funding for these City services comes largely from local sales taxes and service fees, such as water usage and drainage. To increase the City's revenues, respondents were more receptive to increasing tourism rather than increasing the number of residents or raising property or sales taxes.
3. Respondents also wanted to see more businesses operating in their communities that offer the kinds of services they want, especially restaurants, small mom-and-pop stores and open/walkable shopping areas with restaurants and bars. They also wanted to see more businesses that could offer entry- and professional-level jobs to residents.
4. However, at the same time, most recognized that the City of Arvada does not have the characteristics businesses typically look for when choosing communities where they will locate, including not having a sufficient number of residents who could become customers or even employees of the new businesses.
5. The challenge of course is to connect these dots in ways that shows how residents can have what they want in terms of city services, business offerings and quality jobs through careful planning, protecting the rural qualities of the City while still increasing the population. Small, self-contained communities can become a way to accomplish this as many were receptive to this idea by the end of the survey.

Study Background

The City of Arvada wishes to gain a better understanding of how residents feel about economic growth and development. To obtain these insights, the city's Community and Economic Development Department commissioned Market Perceptions, Inc., a Denver-based research and evaluation firm, to conduct this assessment.

This Economic Development Survey has two constituent audiences: residents and businesses. This report focuses on residents, and a separate research project will be conducted in the fall of 2021 among the city's businesses to learn more about their perspectives.

This Residential Economic Development Survey will be conducted bi-annually, tracking changes in residents' attitudes and needs over time.



Study Methodology

Data used for this survey were obtained by utilizing a mixed methods approach of mail-to-online and email-to-online data collection. Five-thousand Arvada households were selected at random, stratified equally across its four City Council Districts.* Approximately half of these households (47%) initially received invitations to participate in the survey via postcard and the remainder (53%) were initially contacted via email, depending upon whether an email address was available for that household.

Surveying occurred between October 6th and November 25th, 2020. Randomly selected participants only needed to be current residents of Arvada to qualify for participation in the survey.

A total of 500 interviews were completed. The maximum margin of sampling error on a sample size of 500 interviews is +/- 4.4 points. Margins of error are greater when looking at smaller subsets of data.

Once survey responses were checked for accuracy and integrity, the data were weighted to mirror the City's population estimates by City Council District as well as by residents' age.

* The City Council District map is shown in the appendix.



Postcard Only: 9% Response Rate

Postcards were sent to households on October 6, being delivered to households where an email address was not available. Information on the postcard included background about the study, why their participation is important, and instructions for accessing the survey (i.e., website URL, access code, and deadline for submission). A reminder postcard was mailed on October 23rd.

Two of the 2,350 residents who received a postcard contacted the City of Arvada stating that they could not participate due to a lack of internet access and/or computer. Future survey efforts will include an option where residents can request a printed copy of the questionnaire if they are not able to access the survey online.



Email plus Postcard: 11% Response Rate

A soft launch of 100 email invitations was sent to residents on October 6th to ensure the survey is working properly. Minor adjustments were made, followed by a second soft launch to 400 recipients on October 7th. The full launch to the remaining 2,168 residents occurred on October 8th followed by three reminder emails. On November 6th, additional postcards were mailed to the residents who received the email invitation but did not complete the survey in the event that the email address on record was incorrect.

Survey Instrument

The survey instrument used for this assessment was developed jointly by Market Perceptions, Inc. and the City of Arvada's Community and Economic Development Department. Topics explored in the survey include, but are not limited to, the following:

- Residents' level of satisfaction with living in the City of Arvada
- Attitudes and beliefs toward economic growth and development
- Desired services in terms of housing, employment, transportation, and outdoor recreation
- Residents' knowledge of the City's revenue sources
- Preference for attracting new businesses in the City
- Level of interest in developing self-contained communities in the City
- Demographics

The questionnaire consists of 92 questions, including five open-ended questions. The questionnaire took an average of 31 minutes to complete. The survey utilized skip logic in order to present individuals with questions that are most relevant to them, based upon their previous responses. Respondents were allowed to indicate when they did not know the answer to a particular question or to not respond if they felt uncomfortable providing an answer. Individuals who did not respond or said "Don't Know" were excluded from the percentage base on a question-by-question basis. Due to both skip logic and missing-value exclusions, the response base varies by question, and is therefore noted on each slide.



The survey included three video clips that explain specific topics of interest before presenting respondents with questions about those topics. Respondents were asked to try a test link at the beginning of the survey to determine if they're able to see and hear the video content. Just 3% of respondents said they were not able to do so, and for them, the information was presented to them by text and graphics.

Explanation of Terminology



This report uses terminology that is somewhat unique to survey research:

Top-Box Responses

Several survey questions provide respondents with different options to choose from, such as “Strongly Agree,” “Agree,” etc. When we refer to the “Top-Box,” this is in reference to the highest level of agreement on any of these types of scales, such as the percentage of respondents who said, “Strongly Agree.”

Top-Two Box Responses

The “Top-Two Box” response includes the second-highest response along with the top-box response. For example, on a question with an agreement scale, participants who answered, “Strongly Agree” are combined with those who answered, “Somewhat Agree,” and the percentage of these respondents represents the top-two box response.

Statistical Significance Testing

Statistical tests (typically t-tests of proportions) are used throughout the analysis to indicate which results are most likely to represent real differences in the data (as opposed to differences which fall within the margin of sampling error). Significance testing is performed only when the sample size is at or greater than 30. The level of confidence used for all statistical significance testing in this document is 95%. When a difference is said to be statistically significant, it is notated by either an arrow (in charts) or a shaded cell (in tables).

Research

Reliability & Validity

When gathering survey data, thought must be given to the representativeness of the results. While many believe that good data is achieved by simply gathering more of it, larger sample sizes only serve to reduce sampling error, or the reliability of the results, but do not necessarily relate to whether the results are representative of the population, which is an assessment of the validity of the data.

Validity From a data collection standpoint, validity considers the extent to which the sampling method is able to produce results which are representative of the population of interest. For this assessment, a random sampling of residents was employed rather than convenience sampling (e.g., social media recruitment or posting a link to the survey in newsletters). Multiple attempts were made to encourage respondents to participate and statistical adjustments (i.e., data weighting) were applied to further refine the representativeness of the data.

Reliability Reliability refers to the reproducibility of the data, meaning the extent to which similar results would be obtained if the study were to be repeated in the same manner. Larger sample sizes create more reliable data due to their smaller margin of sampling error. However, consistency does not equate to validity, making it necessary to strive for both reliability and validity.



*Reliable, but not
valid*



Valid

Participant Demographics

The survey data gathered for this study have been statistically weighted so that the demographics of the survey participants are representative of the City's population estimates in terms of Council District and age. Other demographic characteristics such as household income and race/ethnicity do not align as well, mostly because many participants chose not to provide answers to these more sensitive questions (21% not responding to the question about income and 16% not responding to the race/ethnicity question).

Weighted Base (n=500)	Sample	Population
Council District 1	25%	24%
Council District 2	26%	27%
Council District 3	24%	25%
Council District 4	25%	24%
Age 18 - 34	20%	25%
Age 35 - 44	17%	16%
Age 45 - 54	18%	17%
Age 55 - 64	20%	19%
Age 65 - 74	15%	14%
Age 75 - 84	7%	7%
Age 85 +	2%	3%
Prefer not to answer	2%	0%
Household with Children	30%	32%

	Sample	Population
Male	38%	49%
Female	51%	51%
Other	1%	0%
Prefer not to answer	10%	0%
Annual Household Income		
< \$25,000	2%	11%
\$25,000 - \$49,999	8%	15%
\$50,000 - \$74,999	12%	16%
\$75,000 - \$99,999	11%	14%
\$100,000 - \$149,999	22%	23%
\$150,000 - \$199,999	14%	11%
\$200,000 +	11%	10%
Prefer not to answer	21%	0%

	Sample	Population
White	76%	77%
Hispanic	7%	14%
Black	<1%	1%
Asian	2%	2%
Native American	1%	1%
Other	3%	6%
Prefer not to answer	16%	0%
Less than High School	0%	5%
High School/GED	6%	22%
Some College/Training	21%	30%
Bachelor's Degree	36%	27%
Graduate Degree	35%	16%
Prefer not to answer	2%	0%

Population estimates are based on the Esri forecasts for 2020 using the U.S. Census Bureau's Census 2010. Survey respondents were allowed to select multiple races/ethnicities if desired, whereas the census categories are mutually exclusive. Sum of percentages may not total 100% due to rounding.

Segmentation



About Statistical Segmentation



We begin this analysis with a statistical segmentation* of Arvada's residents. A statistical segmentation allows us to identify groups of people who share similar attitudes, beliefs, or behaviors, based on what are often referred to as "latent variables," characteristics that are more conceptual than specific and therefore cannot be measured through a single question.

Of interest in this research was how residents feel about economic growth and development. Recognizing this cannot be fully captured through a single question, we used the eight following questions as inputs to classify residents in terms of their attitudes toward this concept:

- Attitudes toward economic growth in the City of Arvada (from Strongly Support to Strongly Oppose)
- Satisfaction with how the City is managing economic growth and development (Extremely to Not At All Well)
- Extent to which residents agree or disagree with the following statements about economic growth in Arvada:
 - Economic growth will destroy the very fabric that makes our community special
 - Economic growth is essential for the city to remain competitive and to thrive in the future
 - Economic growth is necessary for us to have the kinds of services, restaurants and jobs that we want in our community
 - Economic growth should be kept to a minimum to support only the most essential services
 - Economic growth will encourage people to move to our community who we don't want living here
 - Economic growth will allow the City to make much-needed improvements to existing infrastructure, parks and open space

* Segments were derived using a polytomous variable latent class analysis from the polCA Package (Version 1.4.1) in R (Version 3.6.1).

Three Very Different Segments

From the segmentation modeling, three unique segments were identified, each representing different attitudes toward economic growth and development. Not surprisingly, these segments range from those who strongly support economic growth and development to those who strongly oppose it. And also, not too surprisingly, members of these three segments tend to be quite different in terms of their demographic characteristics. Meet the Enthusiastic, In-Between, and Reluctant.

The Enthusiastic

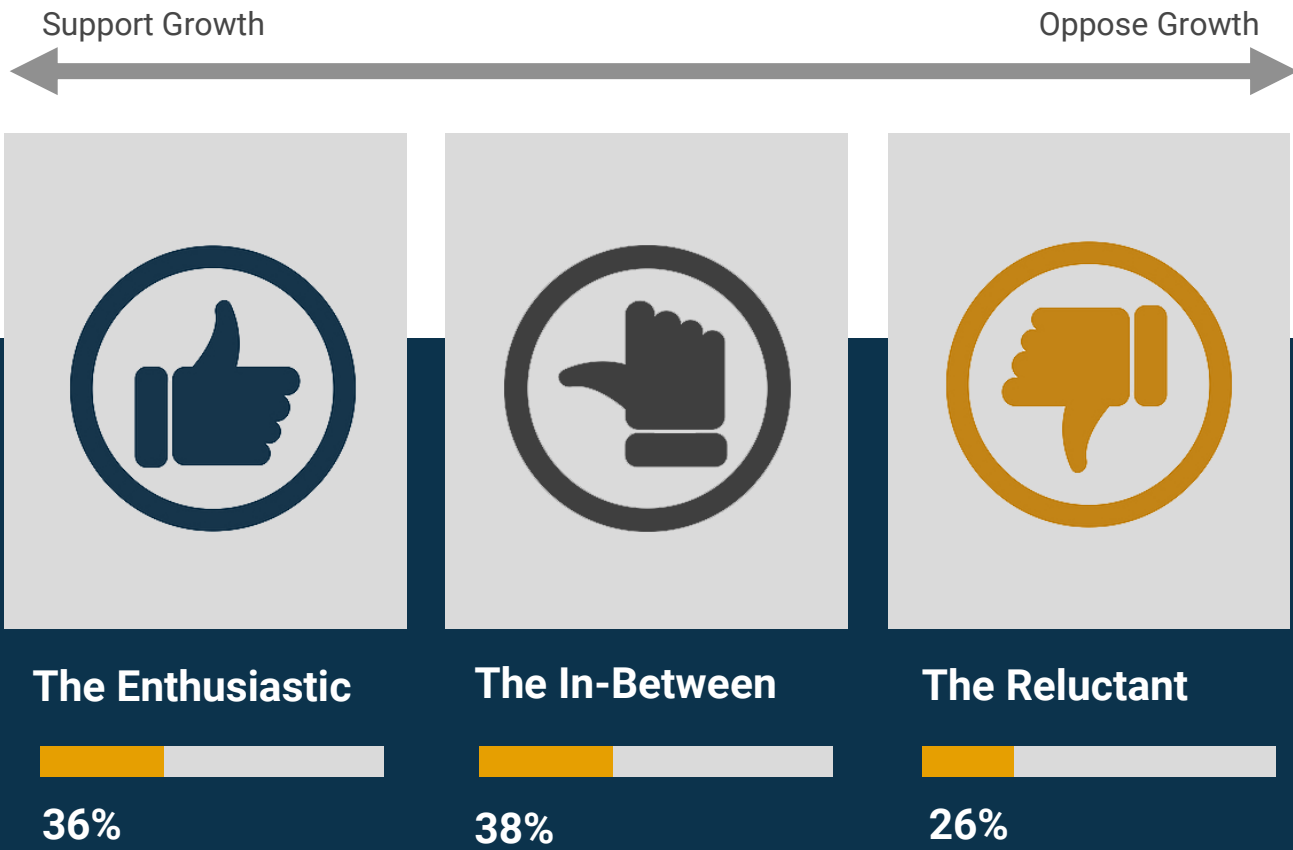
Thirty-six percent of respondents are in the segment called The Enthusiastic. Members in this segment are the strongest supporters of economic growth in the City, feel largely comfortable with the current pace of development but wouldn't mind it if things were to speed up a bit. The Enthusiastic are often newer residents of the City, younger, more affluent, and have higher educational attainment.

The Reluctant

On the opposite end of the spectrum are The Reluctant, representing 26 percent of respondents. The Reluctant oppose economic growth and development and feel the City has already grown too quickly for their comfort. Members of this segment are often older and longer-time residents of Arvada.

The In-Between

And of course, between these extremes is a middle category, aptly named The In-Between. Thirty-eight percent of Arvada's respondents fall into this segment. While these respondents are "in-between" when it comes to attitudes toward growth and development, they are the *most* satisfied when it comes to how they feel things are progressing in their City. Demographically, they are also in-between, with few statistically significant differences from the average, especially in terms of their age and length of residency.



The Enthusiastic Perspectives

Looking at how participants responded to the eight questions used to identify these segments shows the dramatic differences in attitudes between them.

- Nearly all of the Enthusiastic respondents (81%) “Strongly Support” economic growth in the City of Arvada, whereas virtually none of the Reluctant do (6%).
- Every member of the Enthusiastic segment (100%) agrees that economic growth is *essential for the City to remain competitive in the future*, and that growth is *necessary in order to have the kinds of services and jobs that are wanted in the community*.
- Similarly, nine out of ten (92%) of the Enthusiastic believe that economic growth will *allow the City to make much-needed improvements to existing infrastructure, parks, and open space*. Two out of ten Reluctant (19%) agree with this statement.

While the Enthusiastic are the strongest supporters of economic development, it is noteworthy that half (54%) are content with the current pace of growth, saying that the City is growing *at a safe, stable, and sustainable pace*, while just three out of ten (31%) feel the City is *not growing fast enough*, suggesting that while they are the strongest supporters of growth, they are not entirely dissatisfied with Arvada’s current pace.

In addition, half (47%) of the Enthusiastic segment say they are either “Extremely” or “Very Satisfied” with the way in which the City of Arvada is managing economic growth and development for its residents, which is the highest approval rating of all three segments.

	Enthusiastic (n=182)	Reluctant (n=130)	In-Between (n=188)
Attitudes Toward Economic Growth in Arvada			
% Strongly Support	81%	6%	31%
% Somewhat Support	18%	35%	66%
% Somewhat Oppose	1%	37%	2%
% Strongly Oppose	0%	22%	1%
Economic Growth in Arvada (% Definitely + Probably)			
Will destroy the fabric that makes our community special	0%	55%	9%
Is essential for the city to remain competitive	100%	6%	75%
Is necessary to have the services and jobs in our community	100%	24%	84%
Should be kept to a minimum to support essential services	3%	50%	23%
Will encourage people to move here who we don't want here	8%	57%	23%
Will allow the City to make improvements to infrastructure	92%	19%	60%
Growth Pace			
% We are stuck in the past and not moving forward	3%	2%	1%
% We are growing slowly, but not fast enough to keep up	31%	0%	10%
% We are growing at a safe, stable, and sustainable pace	54%	1%	46%
% We are growing a little faster than I am comfortable with	8%	31%	40%
% We are growing much too quickly and it is not good	4%	66%	3%
Arvada’s Managing of Growth and Development			
% Extremely + Very Satisfied	47%	4%	36%

Significant differences noted by arrows are measured against all others using the 95% level of confidence.

The Enthusiastic Demographics

Statistically significant demographic differences between members of the Enthusiastic segment and other respondents are that they are younger (51% being under 45 years of age compared to 27% on average for other respondents) and often newer residents to Arvada (36% having lived here less than five years versus 17%). In addition, four out of ten (42%) have a post graduate degree (versus 31% for everyone else) and half (47%) have annual household incomes of \$150,000 or more (versus 20%), making them the most affluent of the three segments.

That said, these segments were developed from attitudes, not demographics, and as such, it is important to keep in mind that not **all** members of the Enthusiastic segment are young, new to the City, and have the highest educational attainment. Some are older (31% are 55 and over) and some have lived in Arvada for a long time (37% being residents for 20 years or more). But in general, and in contrast to the others, the Enthusiastic tend to be younger, newer residents, affluent, and have higher educational attainment than the average Arvada resident.



Age

	SEGMENT	All OTHERS	△
18 - 34	29% ↑	13%	+16
35 - 44	22% ↑	14%	+8
45 - 54	16%	19%	-3
55 - 64	14% ↓	24%	-10
65+	17% ↓	29%	-12



Household Income

	SEGMENT	All OTHERS	△
Less than \$50K	9% ↓	15%	-6
\$50-99K	21% ↓	34%	-13
\$100-149K	23% ↓	31%	-8
\$150-199K	25% ↑	12%	+13
\$200K or more	22% ↑	8%	+14



Residency

	SEGMENT	All OTHERS	△
Less than 3 years	18% ↑	8%	+10
4 - 5 years	18% ↑	9%	+9
6 - 10 years	10%	10%	0
11 - 19 years	17%	14%	+3
20 years or longer	37% ↓	59%	-22



Education

	SEGMENT	All OTHERS	△
High School/GED	5%	7%	-2
Some College/Training	19%	23%	-4
College Graduate	34%	39%	-5
Post Graduate	42% ↑	31%	+11

The Reluctant Perspectives

Opposite of the Enthusiastic are the Reluctant, representing 26% of all respondents, having little desire to see further economic growth and development in the City of Arvada.

- Six out of ten respondents in the Reluctant segment (59%) are in opposition to economic growth, with 22% “Strongly” opposing. In contrast, only 1% of the Enthusiastic express any opposition to growth.
- Reasons for their opposition are largely found in concern that it will *encourage people to move to the City who are not wanted in the community* (57%), that it will *destroy the very fabric that makes the community special* (55%), and therefore *should be kept to a minimum to support only the most essential services* (50%).

When it comes to the current pace of growth, two thirds (66%) feel the City is growing much too quickly, and almost all the rest (31%) believe the City is growing a little faster than they are comfortable with. Not too surprisingly, their satisfaction with how the City is managing growth and development is low, with just 4% either “Extremely” or “Very Satisfied” and 68% “Not Very” or “Not At All Satisfied.”

	Reluctant (n=130)	Enthusiastic (n=182)	In-Between (n=188)
Attitudes Toward Economic Growth in Arvada			
% Strongly Support	6% ↓	81%	31%
% Somewhat Support	35%	18%	66%
% Somewhat Oppose	37% ↑	1%	2%
% Strongly Oppose	22% ↑	0%	1%
Economic Growth in Arvada (% Definitely + Probably)			
Will destroy the fabric that makes our community special	55% ↑	0%	9%
Is essential for the city to remain competitive	6% ↓	100%	75%
Is necessary to have the services and jobs in our community	24% ↓	100%	84%
Should be kept to a minimum to support essential services	50% ↑	3%	23%
Will encourage people to move here who we don't want here	57% ↑	8%	23%
Will allow the City to make improvements to infrastructure	19% ↓	92%	60%
Growth Pace			
% We are stuck in the past and not moving forward	2%	3%	1%
% We are growing slowly, but not fast enough to keep up	0% ↓	31%	10%
% We are growing at a safe, stable, and sustainable pace	1% ↓	54%	46%
% We are growing a little faster than I am comfortable with	31%	8%	40%
% We are growing much too quickly and it is not good	66% ↑	4%	3%
Arvada's Managing of Growth and Development			
% Extremely + Very Satisfied	4% ↓	47%	36%

Significant differences noted by arrows are measured against all others using the 95% level of confidence.

The Reluctant Demographics

Demographically, those in the Reluctant segment differ from the others mostly in terms of their length of residency and its correlate of age. Three quarters of those in the Reluctant segment (73%) have lived in Arvada for 20 or more years (versus 43% for all others) and 58% are 55 years of age or older (versus 41%). But once again, demographics do not completely define them, with 17% having lived in the City for 10 years or less and 25% being under the age of 45.



Age

	SEGMENT	ALL OTHERS	△
18 - 34	5% ↓	25%	-20
35 - 44	20%	16%	+4
45 - 54	17%	19%	-2
55 - 64	26%	19%	+7
65+	32% ↑	22%	+10



Household Income

	SEGMENT	ALL OTHERS	△
Less than \$50K	14%	12%	+2
\$50-99K	32%	27%	+5
\$100-149K	37% ↑	25%	+12
\$150-199K	11% ↓	19%	-8
\$200K or more	6% ↓	16%	-10



Residency

	SEGMENT	ALL OTHERS	△
Less than 3 years	5% ↓	14%	-9
4 – 5 years	4% ↓	15%	-11
6 – 10 years	8%	10%	-2
11 – 19 years	10% ↓	17%	-7
20 years or longer	73% ↑	43%	+30



Education

	SEGMENT	ALL OTHERS	△
High School/GED	9%	6%	+3
Some College/Training	29% ↑	19%	+10
College Graduate	34%	38%	-4
Post Graduate	27% ↓	38%	-11

"Prefer not to answer" responses are excluded.

The In-Between Perspectives

Respondents who are in the In-Between segment lean slightly more toward supporting economic growth, but at the same time, are a bit wary of developing too quickly.

- Nearly all (97%) say they support economic growth in Arvada, but only 31% do so “Strongly,” compared to 81% of the Enthusiastic.
- Three quarters (75%) believe that economic growth is *essential for the City to remain competitive and to thrive in the future*, and 84% also agree that it’s *necessary to have the kinds of services and jobs that are wanted in the community*, making them more similar to the Enthusiastic than the Reluctant.

However, when it comes to whether *Economic growth should be kept to a minimum to support only the most essential services* and *Economic growth will encourage people to move here who we don’t want here*, those In-Between are more in the middle between the two other segments (23% agreement versus 57% for the Reluctant and 8% for the Enthusiastic).

In addition, while half (46%) of the In-Between feel the current pace of growth is just right, 40% think the City is growing a little faster than they are comfortable. When it comes to their satisfaction with the City’s management of growth and development, 36% are at least “Very Satisfied,” making them more like the Enthusiastic (47%) than the Reluctant (4%).

	In-Between (n=188)	Enthusiastic (n=182)	Reluctant (n=130)
Attitudes Toward Economic Growth in Arvada			
% Strongly Support	31% ↓	81%	6%
% Somewhat Support	66% ↑	18%	35%
% Somewhat Oppose	2% ↓	1%	37%
% Strongly Oppose	1% ↓	0%	22%
Economic Growth in Arvada (% Definitely + Probably)			
Will destroy the fabric that makes our community special	9% ↓	0%	55%
Is essential for the city to remain competitive	75% ↑	100%	6%
Is necessary to have the services and jobs in our community	84% ↑	100%	24%
Should be kept to a minimum to support essential services	23%	3%	50%
Will encourage people to move here who we don't want here	23%	8%	57%
Will allow the City to make improvements to infrastructure	60%	92%	19%
Growth Pace			
% We are stuck in the past and not moving forward	1%	3%	2%
% We are growing slowly, but not fast enough to keep up	10% ↓	31%	0%
% We are growing at a safe, stable, and sustainable pace	46% ↑	54%	1%
% We are growing a little faster than I am comfortable with	40% ↑	8%	31%
% We are growing much too quickly and it is not good	3% ↓	4%	66%
Arvada’s Managing of Growth and Development			
% Extremely + Very Satisfied	36%	47%	4%

Significant differences noted by arrows are measured against all others using the 95% level of confidence.

The In-Between

Demographics

Demographically, residents in the In-Between segment are also in-between, with few statistically significant differences from the average, especially in terms of their age and length of residency. They do differ somewhat in terms of income, with half (50%) earning less than \$100,000 a year (compared to 36% among the others) which is interesting given that they tie the Enthusiastic segment for having a college or post-graduate degree (75% for the In-Between and 76% for the Enthusiastic).



Age

	SEGMENT	ALL OTHERS	△
18 - 34	19%	21%	-2
35 - 44	10% ↓	21%	-11
45 - 54	21%	16%	+5
55 - 64	23%	19%	+4
65+	27%	23%	+4



Household Income

	SEGMENT	ALL OTHERS	△
Less than \$50K	16%	11%	+5
\$50-99K	34% ↑	25%	+9
\$100-149K	27%	27%	0
\$150-199K	13% ↓	20%	-7
\$200K or more	9% ↓	17%	-8



Residency

	SEGMENT	ALL OTHERS	△
Less than 3 years	11%	13%	-2
4 – 5 years	12%	13%	-1
6 – 10 years	11%	9%	+2
11 – 19 years	17%	14%	+3
20 years or longer	50%	51%	-1



Education

	SEGMENT	ALL OTHERS	△
High School/GED	6%	7%	-1
Some College/Training	19%	23%	-4
College Graduate	42%	34%	+8
Post Graduate	33%	37%	-4

"Prefer not to answer" responses are excluded.

Residents' Satisfaction



Overall Satisfaction

“Overall, how satisfied are you with living in the City of Arvada?”



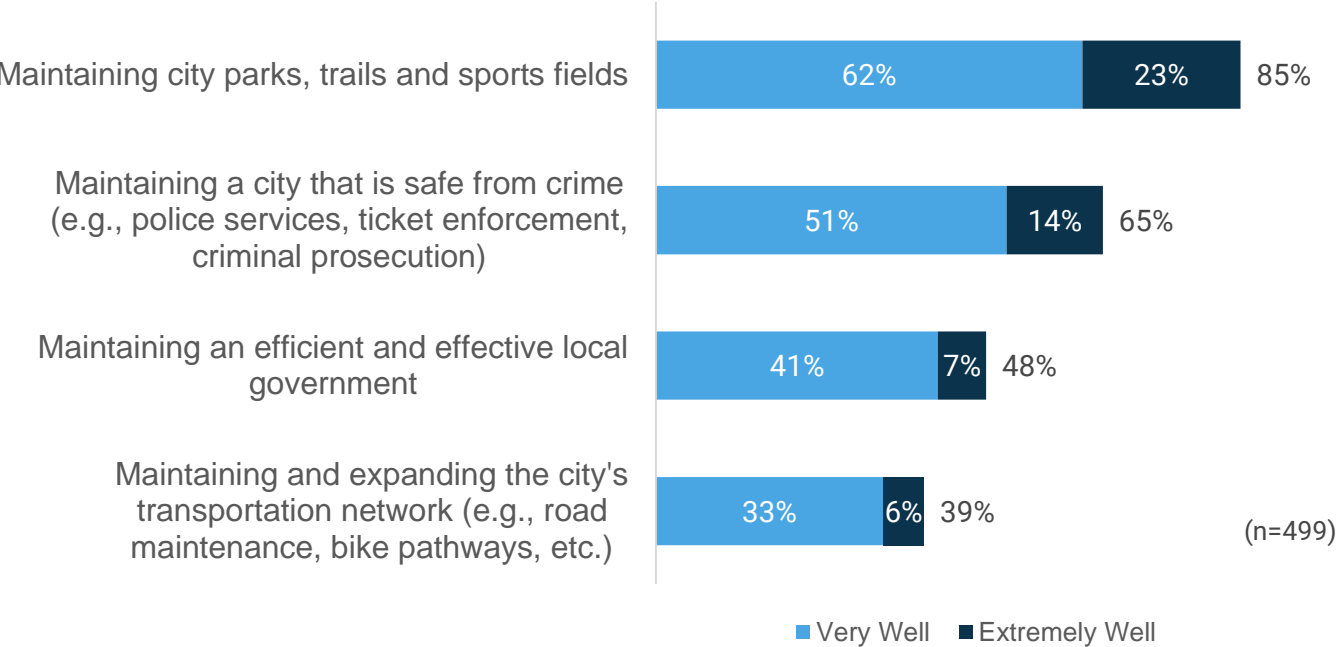
Seven out of ten respondents (69%) said they are at least “Very Satisfied” with living in Arvada, with 17% saying they are “Extremely Satisfied.”

- ➔ Respondents in the In-Between segment are the most satisfied (82%), followed by the Enthusiastic (72%). The Reluctant are significantly less satisfied with living in the City, at just 42%.
- ➔ Female respondents, those who have lived in the City for 11 to 19 years, and those 75 years of age or older have the highest level of satisfaction, at 79%, 79%, and 82%, respectively (at the top-two box level).
- ➔ No statistically significant differences are found in satisfaction ratings in terms of respondents’ income, education, or Council District (detailed demographic tables with these results are included in the appendix).

	Enthusiastic	Reluctant	In-Between
Extremely + Very Satisfied	72%	42%	82%
Extremely Satisfied	21%	8%	19%

Service Ratings

“How well do you think the City of Arvada is providing the following services to its residents?”



Respondents’ ratings of how well they believe the City is providing different services varied widely, ranging from 85% who are pleased with the City’s maintenance of public outdoor spaces such as parks, trails and sports fields, to just 39% satisfied when it comes to maintaining and expanding the City’s transportation network. For managing crime and safety, 65% gave positive ratings, while for maintaining an efficient and effective local government, half said the City is doing this well (48%).

	(% Extremely + Very Well)	Enthusiastic	Reluctant	In-Between
Public Outdoor Spaces	91%	68%	90%	
Safety and Crime	67%	49%	73%	
Local Government	61%	22%	51%	
Transportation	43%	22%	46%	

Those in the Reluctant segment are the least likely to give the City favorable ratings on any of these services, with the lowest scores coming on having an effective local government and maintaining/updating transportation network, both at 22%.

Respondents in the Enthusiastic and In-Between segments are quite similar in terms of how they rate the City on these services, with the highest scores coming on the maintenance of public outdoor spaces (at 91% and 90%, respectively) and the lowest being on the maintenance of the City’s transportation network, with just under half giving top-two box ratings of support (at 43% and 46%, respectively).

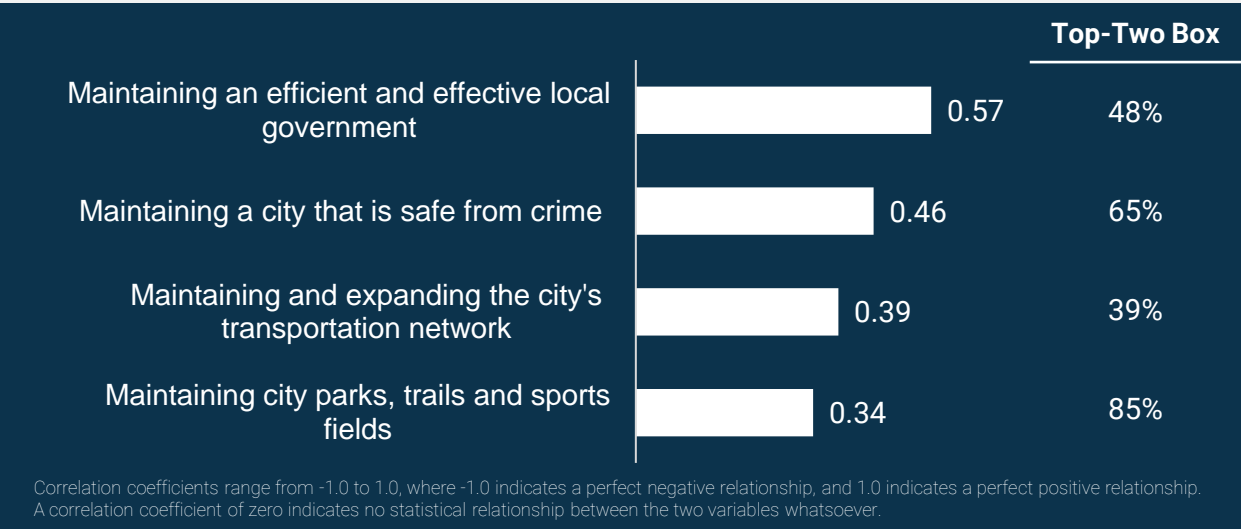
Zooming in:

Service Ratings

Correlations

Service Ratings × Overall Satisfaction

Looking at the extent to which ratings of City service are associated with satisfaction living in the City reveals that *maintaining an efficient and effective local government* has the strongest statistical relationship, with a correlation coefficient of 0.57. *Maintaining city parks, trails and sports fields* – the highest rated at 85% – is the least associated to respondents’ overall satisfaction, with a correlation coefficient of 0.34. *Maintaining and expanding the city’s transportation network* – the lowest rated service at 39% – is also not very strongly correlated with respondents’ overall satisfaction of living in the city, at 0.39.



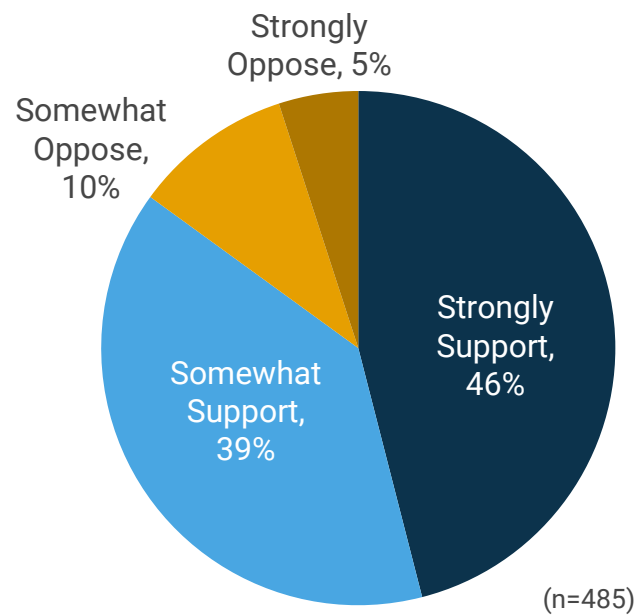
- Ratings of the City’s services varied widely depending upon respondents’ demographic characteristics:
- ➔ Younger respondents (under 35 years of age), newer residents (less than five years living in Arvada), and those with post graduate degrees are significantly more likely to give positive ratings to the City for its management of public outdoor spaces and for being an efficient and effective local government.
 - ➔ Respondents who have lived in Arvada for 20 or more years are significantly less likely to say the City is maintaining city parks, trails and sports fields at least “Very Well,” at 77%. In addition, only 31% of these long-time residents said the City is doing well when it comes to maintaining/expanding its transportation network, significantly lower than average.
 - ➔ Those living in Council District 4 have the lowest level of satisfaction with the management of the City’s transportation network, with just 30% saying the City is handling this well.

Attitudes Toward Growth



Supporting Economic Growth

“How much do you support or oppose economic growth in the City of Arvada?”

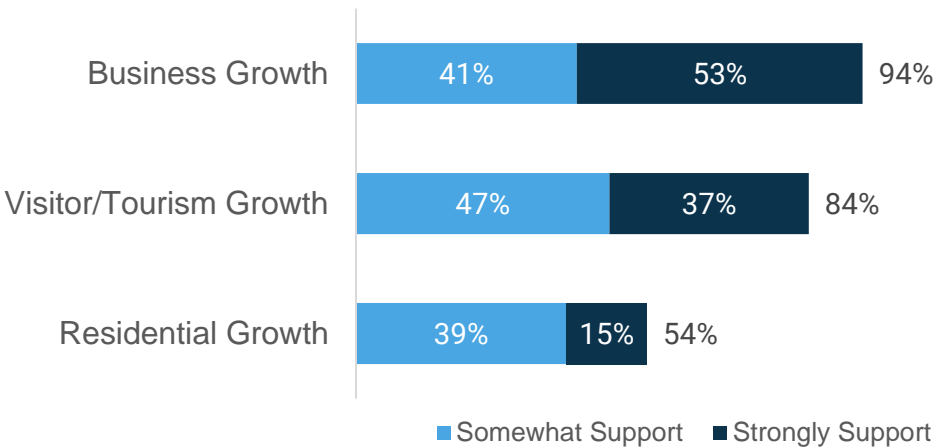


Half of all respondents (46%) “Strongly” support economic growth in Arvada, and an additional 39% “Somewhat” support it (total of 85% supporting growth to some extent). Younger, newer, and more affluent residents are significantly more likely to “Strongly” support economic growth, as was seen in the demographics of the Enthusiastic segment, the strongest supporters of growth.

Respondents’ support of economic growth and development varied depending on the type of growth we asked about. Business growth is supported nearly unanimously, at 94%, with 53% supporting it “Strongly,” while residential growth is the least popular, at 54% and just 15% “Strongly” supporting. Visitor and tourism growth is supported by 84%, but only 37% offering “Strong” support.

- Respondents who have lived in Arvada for less than five years are the most likely to “Strongly” support residential growth, at 25%.
- Respondents who earn \$150,000 or more are the most likely to “Strongly” support business growth, at 76%.

“Are there certain aspects of economic growth that you would support or oppose more than others?”



Economic Development

% Strongly + Somewhat Support

	Enthusiastic	Reluctant	In-Between
Residential Growth	74%	20%	54%
Business Growth	99%	76%	98%
Visitor/Tourism Growth	93%	63%	84%

Support By Segment

Respondents in the Enthusiastic segment have the strongest support for all types of growth, with nearly all being supportive of business growth (99%), followed closely by visitor/tourism growth (93%). When it came to residential growth, enthusiasm tapers slightly, with 74% supporting it (although still significantly higher than all other segments).

Among the Reluctant, residential growth also was the least popular, at 20%, but the majority in the Reluctant segment at least “Somewhat” support business and tourism growth, at 76% and 63%, respectively.

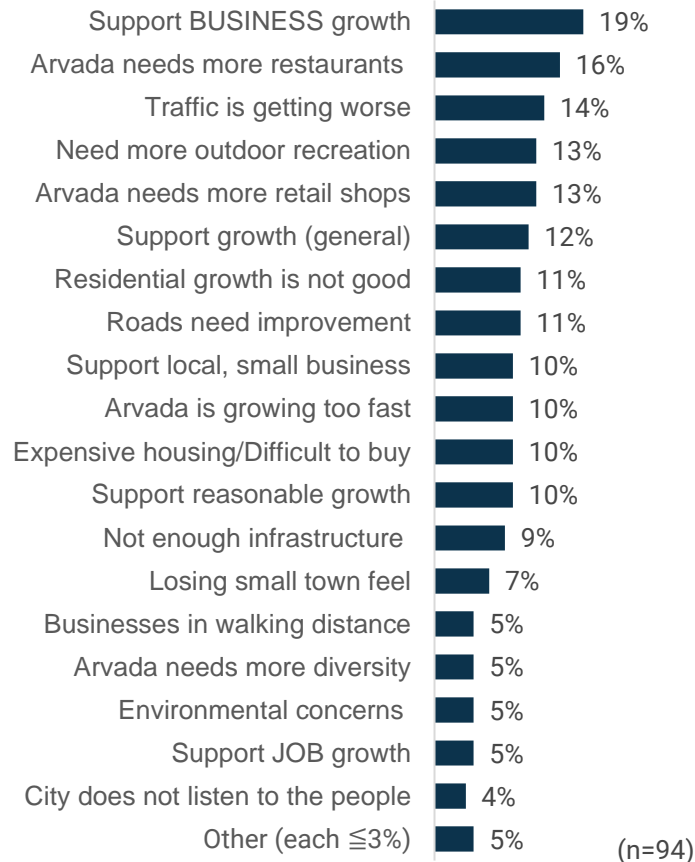
Those In-Between show very strong support for business growth (98%), but when it comes to tourism and residential growth, their ratings are just average, at 84% and 54%, respectively, giving us insights into why members of this segment are not fully supportive or strongly opposed to growth, with mixed support depending upon the type of growth.

Comments on Economic Growth

Participants were asked to share their thoughts about why they either support or oppose different types of growth in an open-ended manner.

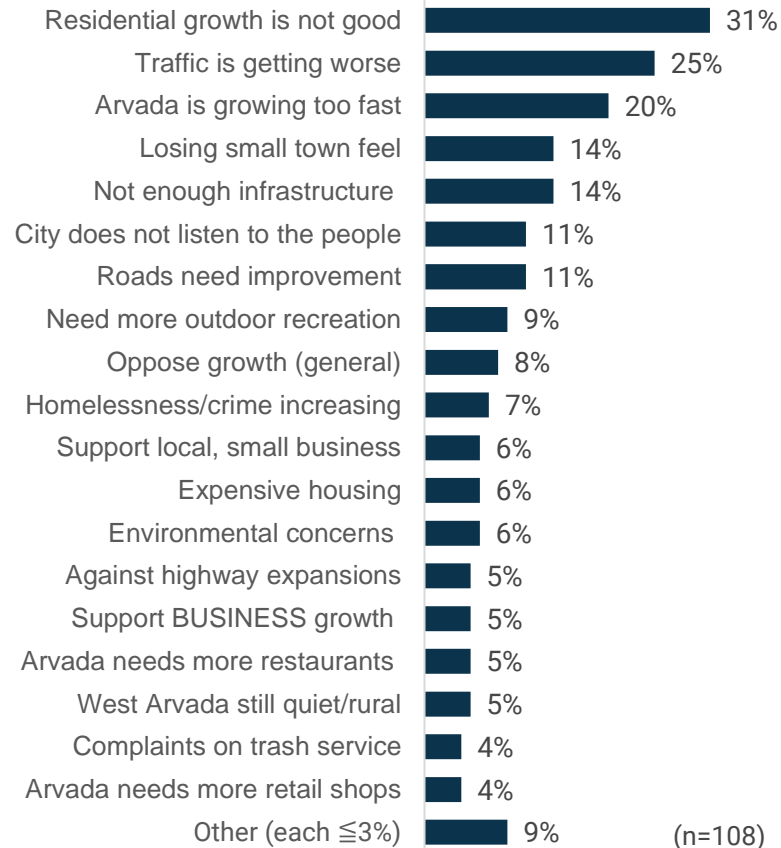
THE ENTHUSIASTIC

The most frequently mentioned theme among this segment was that they support business growth (19%), followed by that Arvada needs more good restaurants (16%).



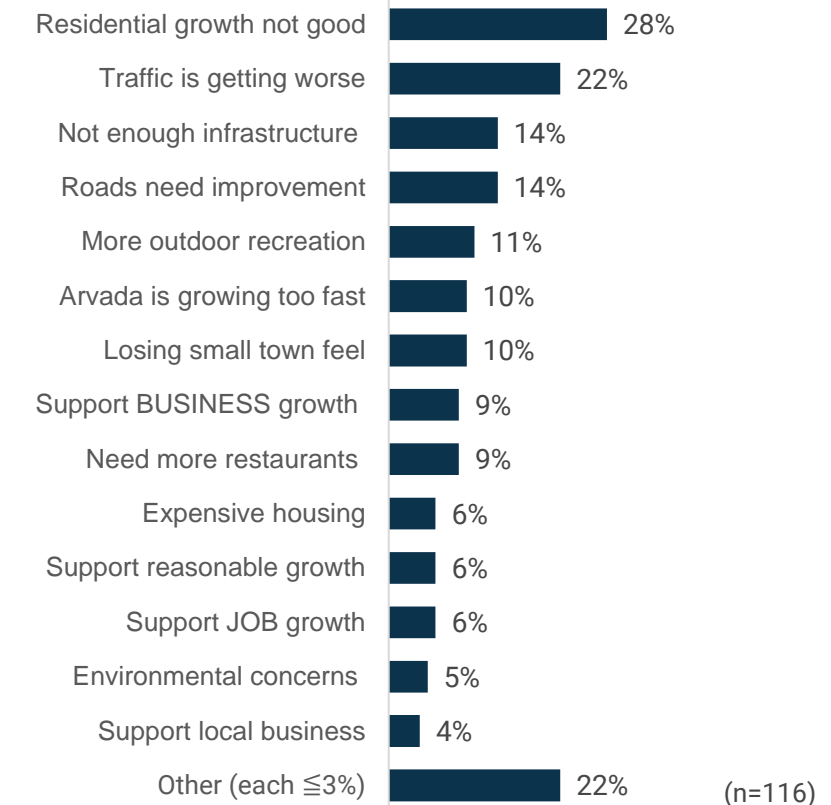
THE RELUCTANT

Among the Reluctant, the concern over residential growth was the greatest (31%), followed by worsening traffic (25%) and growing too quickly as a city (20%).



THE IN-BETWEEN

Respondents in this segment express similar concerns as the Reluctant, with 28% mentioning residential growth as problematic, and 22% commenting on traffic congestion.



Sum of percentages exceed 100% due to multi-coded responses.

Comments from The Enthusiastic

"Please feel free to share your thoughts and opinions on why you support or oppose different types of growth for our City."

"Growth in any of the areas represents a better lifestyle for all residents. Non-growth represents death, slowly but surely." – Male, 75-84 years of age, Enthusiastic

"A main reason I chose to live near the west side of Arvada was [because] I wanted to be closer to nature. It is a beautiful part of town - please protect that rural area in the vicinity of Indiana going north. That said, it would be great to see more affordable housing (maybe repurposing?) and efforts to encourage diversity and small businesses, esp. those owned by women and people of color. I have never lived anywhere with as little diversity as this and it's a weird feeling. Maybe it's better in other parts of Arvada? Please don't steer everyone to old town though. It would be nice to have places spread out more." – Female, 45-54 years of age, Enthusiastic

"I'd like to see more growth of small businesses, especially in restaurants. Arvada is primarily filled with chains that are not enticing to go out to eat often. The local places we do have are great, but we need more of them!" – Male, 35-44 years of age, Enthusiastic

"I am leery of residential growth because automobile traffic is already bad and I don't want it to get worse. Regarding business growth, I don't know if it's possible but I'd like to see more areas set up for foot traffic with cars kept out. Olde Towne Arvada would be so much more pleasant if the streets were restricted to bicycles and pedestrians. I'm from Madison, Wisconsin. I'm thinking about State Street, which has been a pedestrian-only arcade for as long as I've been around (early 1980s and beyond, I'm sure). City buses and emergency vehicles are allowed, but otherwise, no motor vehicles. It's glorious. I find the presence of automobiles ruins the Olde Towne Arvada experience for me. Big box stores are great and have their place, but the model of enormous parking lot and low walkability is unpleasant from a community standpoint." – Male, 35-44 years of age, Enthusiastic

"My main hope is that Arvada does not fall into the trap that Boulder has. I do want us to be able to provide a mix of housing options for different demographics, parks and greenbelts, and retail, business, and light industrial settings so that the tax base is diversified and that we don't create policy that is too restrictive and elitist. I live on the west side of the city and of course it is more suburb/exurb based, and recent development proposals for high density developments (senior living, multi-family) get citizens up in arms about 'not-in-my-backyard,' or 'this will affect the value of my property.' The fact is that the city is urbanizing and we can do it smartly, with projects like the redevelopment of 58th and Independence neighborhoods being good examples. If I can have more mix of options nearby, I won't need to drive miles in my vehicle to do my shopping or work, alleviating some of the traffic woes everyone complains about. Those options should include higher density, and appropriate retail. I would also like to see a resolution to the Parkway (being built!) - the growth is coming, the city is changing, things will not stay the way they are and the traffic on Indiana traversing to McIntyre to traverse the western side of the metropolitan area is already high and going to get higher. The belt is needed or traffic will be unbearable crossing the western side of the city." – Male, 55-64 years of age, Enthusiastic

Comments from The Reluctant

"I feel the city is just going overboard with the new construction of multiple residents building, we are tired of the constant building of more and more big box multiple house buildings. The city seems to just be going after the new tax base and not looking after the residents who have spent their entire lives here trying to raise families." – Male, 75-84 years of age, Reluctant

"Growth brings more traffic, more demand for City services and potentially increases cost for fire, water and sewer, schools, and other essential services." – Female, 65-74 years of age, Reluctant

"Residential homes have grown significantly over the past 5 plus years. However there hasn't been a huge increase in businesses to support these new residents. Also the roads are over -crowded now and the building just continues." – Female, 55-64 years of age, Reluctant

"I am not all that enthusiastic about unattractive and cheaply constructed low-income housing which - given those weaknesses - could well turn into virtual slums twenty years or so down the road." – Male, 75-84 years of age, Reluctant

"Arvada is becoming a high density city with all the new apartments and condos. This not only takes away from the openness Arvada once had but also increases traffic and other issues." – Male, 65-74 years of age, Reluctant

"I miss the rural feel some of Arvada had when we bought in 2003. It made Arvada a unique part of Denver. Also much of the growth has not been done in an attractive manner." – Female, 45-54 years of age, Reluctant

"We are jam-packed. Traffic is too heavy on major roads most of the day. Traffic lights are too many and terribly timed. We need some traffic circles. Before we add more cars to our roads we need to fix those roads." – Male, 65-74 years of age, Reluctant

"Our city council, In spite of the majority of public opinion at town hall meetings and letters, agreed to build a large apartment living in our area... on 64th and McIntyre. Now shopping at our local King Soopers is overcrowded, the traffic is much too busy, our values must be going down with renters, school will now be crowded when resumed and wear and tear on roads has become obvious. It was discussed and citizens were over ruled by the council, in order to bring in more revenue I assume, which will cost all of us more in the outcome plus a much more negative life style in our what was lovely area." – Female, 75-84 years of age, Reluctant

Comments from The In-Between

"Preserve open spaces and green belts; restrict high density housing in already established single family neighborhoods." – Female, 35-44 years of age, In-Between

"All for growing but the roads need to be widened in areas for all of the new housing and traffic. Indiana needs to be widened from 64th to Broomfield this road is a disaster even widening through Arvada would help out tremendously." – Female, 35-44 years of age, In-Between

"So many massive condos and apartment buildings are coming up all over Arvada and I feel like they are hurting the look of the city. The new business area over off Independence and Ralston looks beautiful, a lot better than it used to. It's sad to see small businesses go though, but it's helping with the cities image. It just feels like we are trying to put so many houses in when we could have more parks and open spaces for the community." – Female, 25-34 years of age, In-Between

"I'm not opposed to residential growth, per se, but the infrastructure doesn't seem to be keeping up. Road maintenance, in particular, seems to be lagging behind." – Male, 65-74 years of age, In-Between

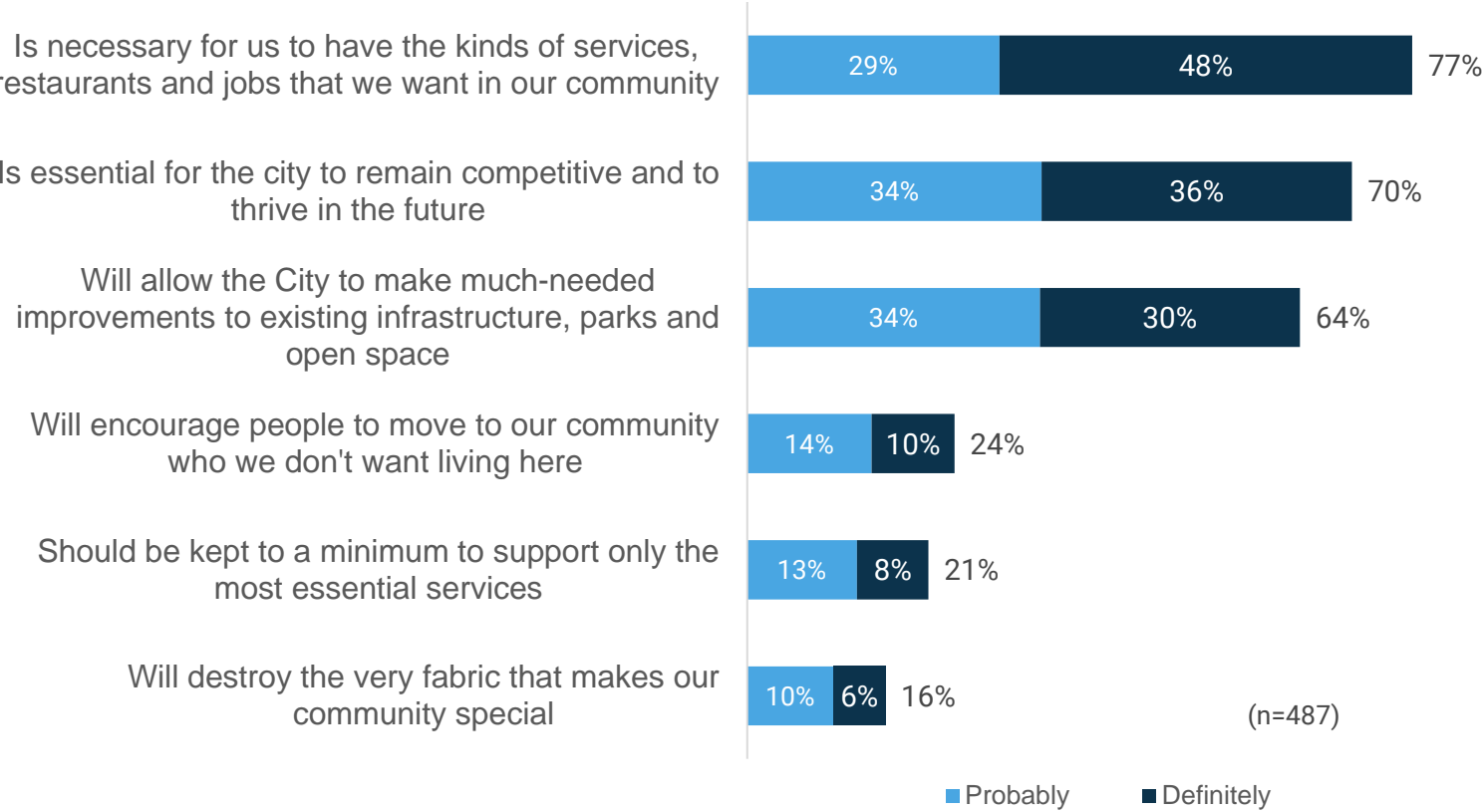
"Residential density is quite high as it is so more residential units does not appeal to me. Some business growth helps create a larger tax base for local government operations." – Male, 55-64 years of age, In-Between

"As a life long resident, I'm tired of seeing every open space filled with ugly apartments, or homes that are too close together. No matter where you travel, there is always traffic. I would like to see more retail and restaurants so I don't have to drive to neighboring cities to have a better options." – Female, 45-54 years of age, In-Between

"I live in west Arvada. We like it here because of it's proximity to the mountains and our great neighbors. We understand that some growth is necessary and would not oppose it, however, we also appreciate the open spaces around us and would hate to see them go away. We just discovered we are losing a big chunk at the corner of Indiana and 80th Avenue. Why do we have to fill in all these little parcels. If we continue to grow residential areas, there needs to be a like growth of industry and business. This helps the tax base for us all. There are some problem intersections such as the aforementioned 80th and Indiana, 82 Avenue and SH 93 (very dangerous) that need attention, particularly with the new growth. Those of us in Leyden Rock would like to see an egress point under or over the rail line to the north, especially with the new Fire Station going in there. Overall it's still a good place to live." – Male, 65-74 years of age, In-Between

Aspects of Growth

"I believe that economic growth in Arvada..."



When asked why they feel the way they do about economic growth and development, most respondents agree that economic growth is *necessary to have the services and jobs that are wanted in the community (77%), is essential for the City to remain competitive and thrive in the future (70%)* and will also *allow the City to make much-needed improvements to existing infrastructure (64%)*.

For the three statements that conveyed negative aspects of development, only 16% agree that economic growth would *destroy the very fabric that makes our community special*, 21% agree that it *should be kept at a minimum to support only essential services* and 24% believe that growth will *encourage people to move to the City who we don't want living here*.



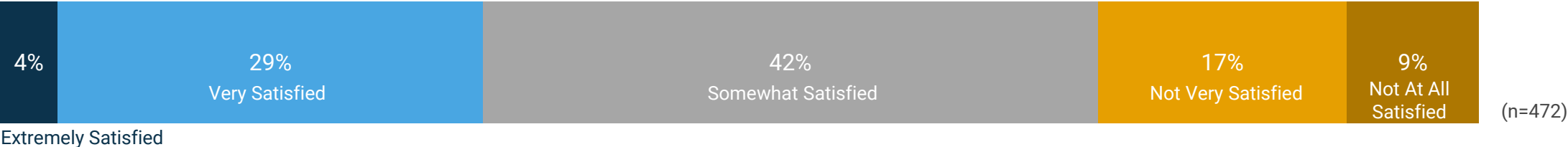
Those with high school education or less are the most likely to agree that economic growth would bring unwanted people to the City (43%), and that growth should be kept to minimum (41%).



Those earning \$150,000 or more are the most likely to agree that economic growth is essential for remaining competitive, and that it would lead to infrastructure improvements.

Growth Satisfaction

"How satisfied are you with the way in which the City of Arvada is managing economic growth and development for its residents?"



When asked how satisfied they are with the way in which the City is managing economic growth and development, the most common response is "Somewhat Satisfied," chosen by 42% of respondents. In addition, 29% said they are "Very Satisfied," but only 4% chose the strongest positive response of "Extremely Satisfied."

- ➡ Respondents in living in Council District 4 are significantly less likely to say they're satisfied with the City's managing of development, at 20% (at the top-two box level).
- ➡ Long-term residents (20+ years) are also significantly less satisfied, at 26% in the top-two box categories.

Growth Pace

When it comes to the current pace of growth, the most common response, selected by four out of ten Arvada residents surveyed (39%), was that *"we are growing at a safe, stable, and sustainable pace."* A similar percentage (43%) believe Arvada is growing too quickly (25% choosing *"we're growing a little faster than I am comfortable,"* and 18% selecting *"we're growing much too quickly and it is not good for our city"*). On the other hand, only 18% chose either of the two options about not growing fast enough, 16% saying *"we're growing slowly but not fast enough to keep up with neighboring cities,"* and just 2% who believe *"we're stuck in the past and not moving forward."*

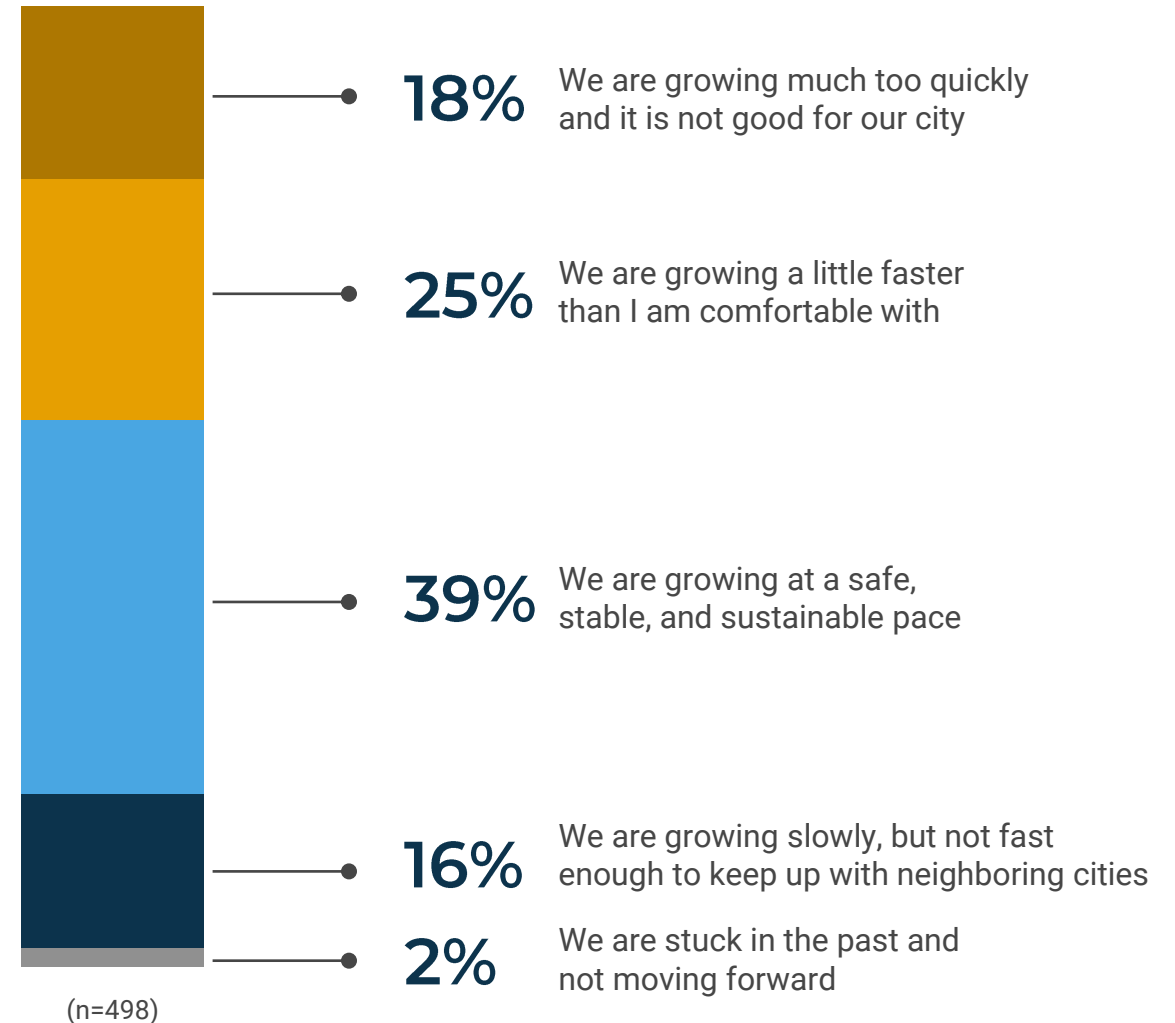


Half of the newer (<5 years) residents surveyed said they agree with the current pace of growth (52%), while 33% said the City is not growing fast enough.



Long-term residents (20+ years) are significantly more likely to say they do not feel comfortable with the current pace of growth, with 33% saying the City is developing "a little faster than I am comfortable with" and 27% saying it is growing "much too quickly and is not good for the City."

"Which of the following phrases would you say BEST describes your view of economic growth in the City of Arvada?"

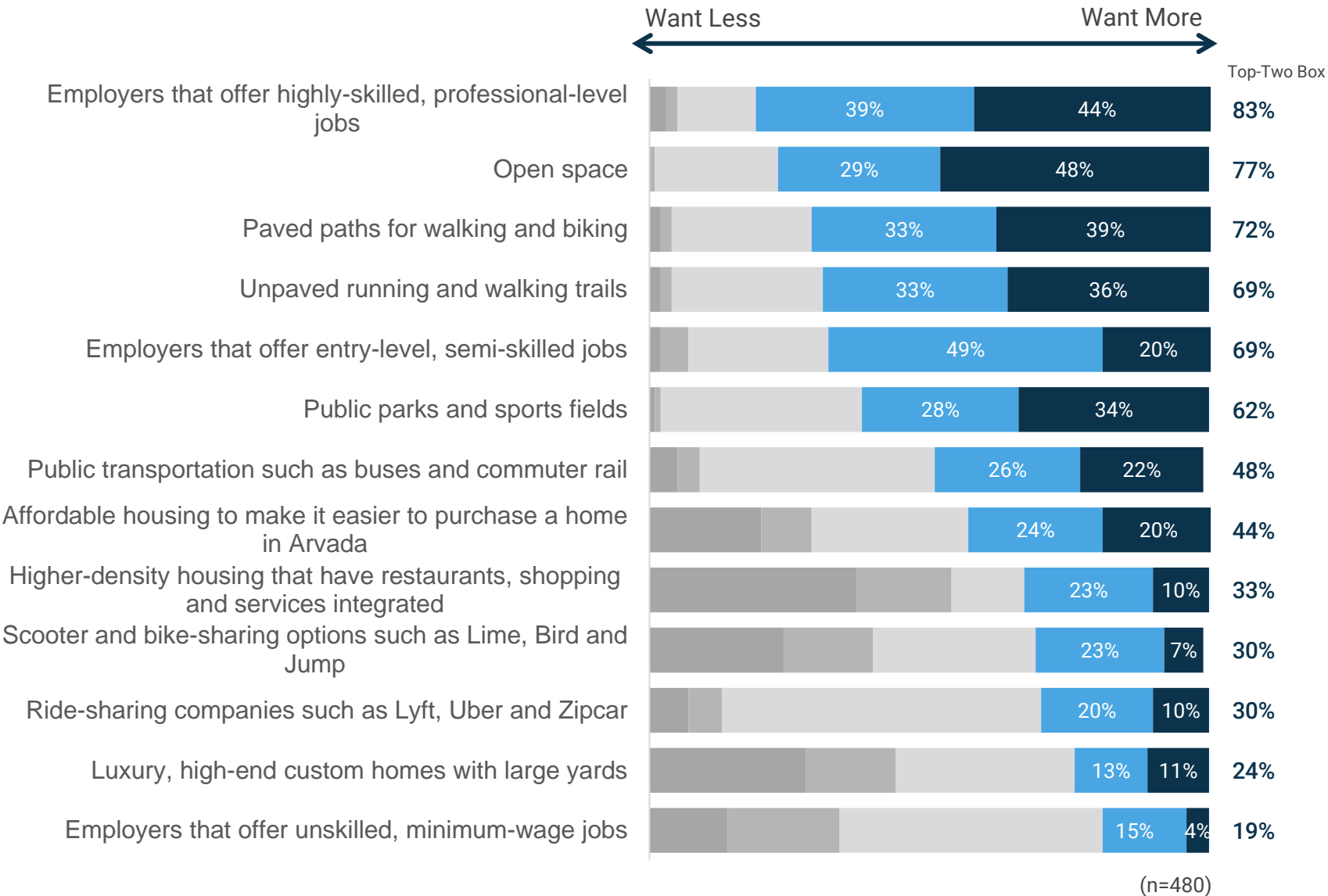


Desired Services

Participants were asked if they would want more or less housing, employment, transportation, and outdoor recreation in the City of Arvada.

- The types of services most desired include highly-skilled jobs (83%), open space (77%), paved paths (72%), unpaved trails (69%), and entry-level jobs (69%).
- On the other hand, respondents showed little appetite for more minimum-wage jobs (19%), large luxury homes (24%), ride-sharing options (30%), and high-density housing (33%).

"Would you like to see more or less of each of the following in the City of Arvada?"



Zooming in:

Desired Services

% Want More (Top-two Box)	Enthusiastic	Reluctant	In-between
	Sample Size	182	130
Affordable housing to make it easier to purchase a home in Arvada	49%	32%	46%
Higher-density housing that have restaurants, shopping and services integrated	48%	10%	32%
Luxury, high-end custom homes with large yards	35%	21%	13%
Employers that offer unskilled, minimum-wage jobs	23%	15%	18%
Employers that offer entry-level, semi-skilled jobs	77%	54%	70%
Employers that offer highly-skilled, professional-level jobs	91%	58%	87%
Public transportation such as buses and commuter rail	55%	36%	50%
Ride-sharing companies such as Lyft, Uber and Zipcar	42%	14%	27%
Scooter and bike-sharing options such as Lime, Bird and Jump	38%	15%	32%
Open space	75%	77%	79%
Public parks and sports fields	65%	51%	66%
Unpaved running and walking trails	73%	63%	68%
Paved paths for walking and biking	76%	61%	74%

Across the segments, the strongest level of agreement is in support of more open space and unpaved running/walking trails (75%+), and virtually no one in any of the segments agrees that there is a need for more minimum-wage jobs (all segments under 25%).

The Enthusiastic show the strongest desire for more highly-skilled jobs (91%), which are also strongly supported by those In-Between (87%). The Enthusiastic are significantly more likely to want higher-density housing (48%), large luxury homes (35%), and public transportation options than those in the other segments.

While the Reluctant provide high levels of support for more open space (77%) and unpaved running/walking trails (63%), not all public outdoor spaces are as welcomed by this segment, with just half (51%) wanting to see more public parks and sports fields and 61% wanting more paved paths for walking/biking, both of which are significantly lower than the other two segments.

- Demographically, respondents living in Council District 4 as well as those earning \$150,000 or more showed the highest level of interest for luxury homes (34% and 45%, respectively)*. On the other hand, those earning less than \$50,000 were significantly more likely to want to see more affordable housing in the City (70%).
- Those younger than 35 years of age have the highest level of interest for unpaved running/walking trails (85%), public transportation such as buses and commuter trail (68%), scooter/ bike sharing options (59%), and higher-density housing (59%).

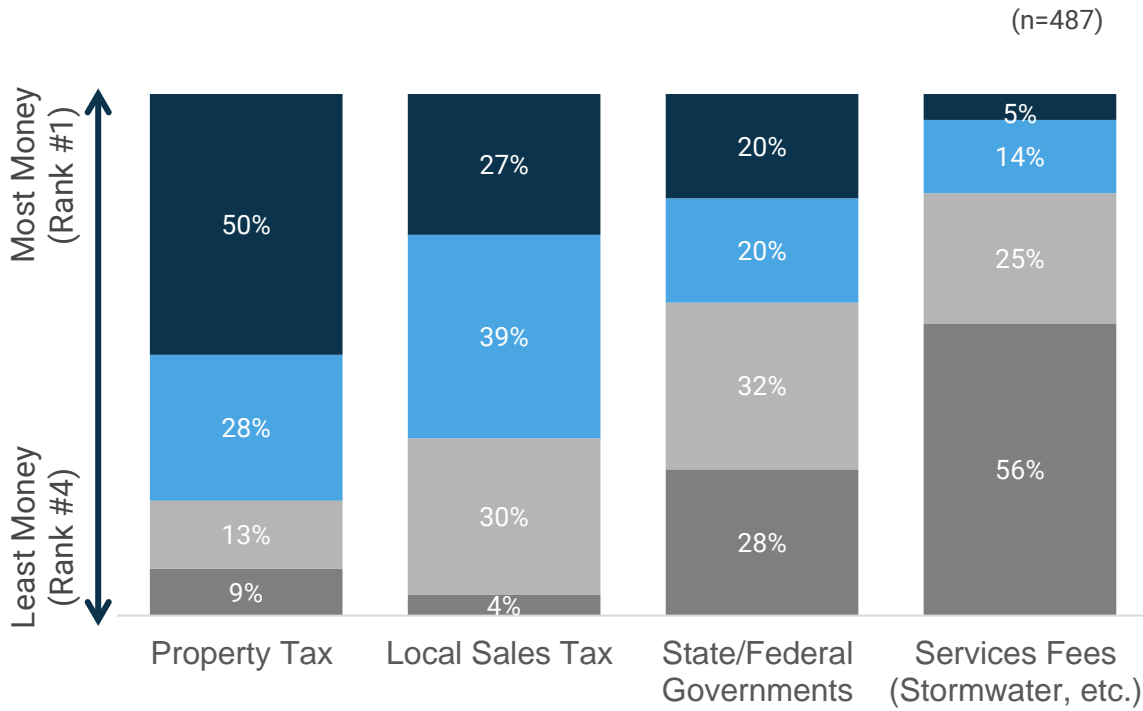
* 40% of those living in Council District 4 earn \$150,000 or more.

Understanding of City's Revenues



Sources of Revenue

“The City of Arvada receives the money it needs to perform services from a number of different sources. Listed below are four sources of revenue from which the City receives funding. Please rank then from 1 to 4, where “1” is the source you think brings in the most money, and “4” is the one you think brings in the least money to the City.”



In order to gauge respondents’ level of understanding of the City’s revenue sources, participants were asked to rank what they believe are the City’s four main revenue sources, from the one they believe provides the most revenue to the City to the one that provides the least: property tax, local sales tax, state and federal governments and service fees.

Half of residents surveyed (50%) believe property taxes serves as the City’s largest revenue source, and an additional 28% believe it is the second largest (78% at the top-two box level), making property tax the clearest perceived source of City revenue. Local sales tax followed next, with 27% saying it brings the most money to the City, and 39% saying it is the second largest contributor (66% combined). State/federal governments and service fees such as water usage and stormwater were considered relatively low in their revenue-generating capacities for the City, with top-two box rankings of 40% and 19%, respectively.

- Those in the Reluctant segment are significantly more likely to consider property taxes the largest revenue source for the City (59%), whereas the Enthusiastic are significantly less likely think so, although they too still rank it as the greatest revenue source (44%).
- No statistically significant differences are found in these rankings regardless of respondents’ education, income, length of residency, or Council District.

% Brings in Most Money	Enthusiastic	Reluctant	In-between
	Sample Size	182	130
Property Tax	44%	59%	51%
Local Sales Tax	29%	23%	27%
State/Federal Governments	25%	15%	18%
Service Fees (Stormwater, etc.)	5%	8%	3%

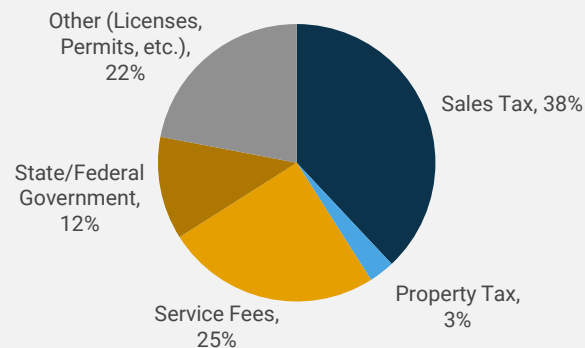
The Reality

City of Arvada Revenues

Respondents were then told that two-thirds of the City's revenues come from just two sources:

- Sales tax, and
- Fees from services such as water usage, stormwater and wastewater.

Only 12% of the City's revenues come from State and Federal government. Only 3% of the City's revenues come from Property tax.



Facts About Revenue Sources

After respondents shared with us what sources they thought provided the most revenue generation, they were given the true breakdown of City of Arvada's revenue budget, which mostly (63%) comes from local sales tax and fees for services. They were then asked:

"How surprising do you find it to learn that two-thirds of the City's entire budget comes from sales taxes and fees, and that very little comes from the City of Arvada's share of property taxes or from the state and federal governments?"

71% Said this information is at least "Somewhat Surprising," with 35% saying it is "Very Surprising."



Those who earn \$50,000 or less were the most likely to find this information "Very Surprising," at 63%.



Despite being the most likely to believe the City's revenues come from property taxes, the Reluctant were significantly less likely to say they find this information surprising, at 58% compared to 75% for both the Enthusiastic and the In-Between segments (at the top-two box level).

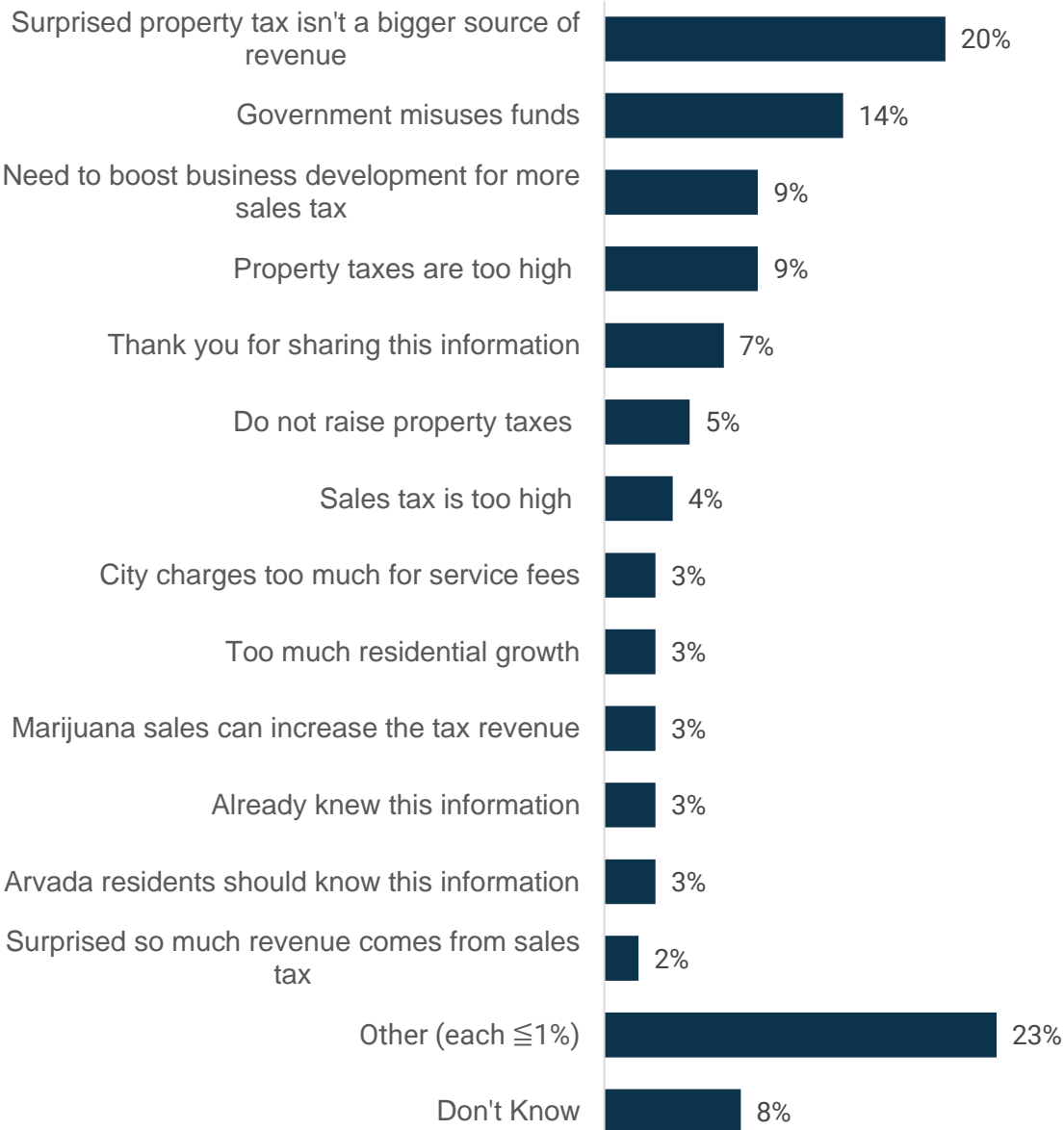
Comments About Revenue Sources

Participants were asked to provide thoughts they have about the City's revenue sources. Of the 137 respondents who provided a comment, 20% said they were surprised to learn that property tax isn't the largest revenue source for the City's budget, and 14% criticized the way in which government uses the collected taxes/funds.

The Enthusiastic The most frequently mentioned themes among this segment were that they were surprised to learn that very little of the City's revenue comes from property taxes, and that the City needs to boost business development to collect more sales tax (both at 19%).

The Reluctant Among this segment, 27% expressed disapproval of the government's use of funds collected from residents, and 16% were surprised to learn about property tax not being the largest source of income for the City.

The In-Between One quarter (26%) of those in the In-Between segment (who provided a comment) said they were surprised to learn about property tax bringing in the smallest proportion of the City's revenues, and 15% complained about the government's use of tax dollars. Thirteen percent thanked the City for sharing the information, compared to just 4% among the Enthusiastic, and 3% among the Reluctant.



(n=137)

Sum of percentages exceed 100% due to multi-coded responses.

Selected Comments

"Please provide any comments you may have about this."

"Since the most comes from sales tax, it would seem that encouraging economic development (business) is a good idea." – Female, 65-74 years of age, Enthusiastic

"I did not guess that we generated so much sales tax. I assumed property taxes because it seems like they are going up rapidly." – Male, 55-64 years of age, Enthusiastic

"All the new homes being built have pretty high property taxes, and more are being built. So very odd that that number is so low..." – Female, 45-54 years of age, Enthusiastic

"I expected more of the cities funding to come from property taxes, it is a shocking that the city collects most revenue from sales tax. Makes me wonder how this pandemic has impacted the city's revenue for 2020." – Male, 25-34 years of age, Enthusiastic

"I don't know what efforts, if any, are being made to educate Arvada residents about the importance of sales taxes and service fees, but I think residents may be more willing to shop local and pay higher sales taxes if they knew. There might be less grumbling about service fees as well. Perhaps a recurring feature in the Arvada newsletter that explains these things, especially with easy-to-understand graphics and charts to draw the eye." – Male, 35-44 years of age, Enthusiastic

"It would help to understand what the revenue and expenses are and what services you actually provide. I know it seems obvious, as you work there, but the rest of us get confused about which government entity funds what things (city vs county)." – Gender Unknown, 55-64 years of age, Enthusiastic

"I should have seen that coming, but I didn't. So, economic growth = more sales = more sales tax = more budget?" – Gender Unknown, 25-34 years of age, Enthusiastic

"Seems like you think we should raise my property taxes with this presentation. You just keep spending more and I don't see much value for me. It's not the nice city it used to be. To much government spending." – Female, 55-64 years of age, Reluctant

"With the increase of three plus major subdivisions, the 3% doesn't make sense. Those communities are 'fully loaded' with taxable homes. It's the City government that has mis-managed the money!!" – Female, 75-84 years of age, Reluctant

Selected Comments (Continued)

"My property taxes have risen so much, so fast that in the future I see myself having to re-evaluate living here. This is after being a resident for forty years. I feel the same about Arvada's sales tax." – Female, 85 years of age or older, Reluctant

"Not that surprised, what surprises me is that I pay a lot in property taxes and its not used for services, why are my taxes so high!!!!!!" – Male, 65-74 years of age, Reluctant

"With property taxes being what they are, someone is making a ton of money." – Male, 65-74 years of age, Reluctant

"Arvada has the money to keep roads and streets maintained properly. They just choose to waste the money first on luxury items such as MORE sports fields, exercise buildings, skate parks, etc. Those are not a REQUIRED service that the city should provide. Are they nice to have? Sure, for those that want them. But, they are not a basic category of things that Arvada money should be used for. There should be a list of priorities for the money. And updating parks and adding other new services for only a partial amount of citizens (that want to use those things), should not be at the top of the list. For years that has been happening in Arvada. No road maintenance (neighborhood streets included), yet we have spent MILLIONS updating parks. There was nothing wrong with what existed. If money is no object, then sure, update those things. But, when the City is choosing to do that over maintaining what already exists...that's a problem." – Female, 55-64 years of age, Reluctant

"I think our property taxes are pretty high, I was surprised that Arvada doesn't receive very much of this." – Female, 55-64 years of age, In-Between

"This makes me want to think about encouraging sales growth in Arvada." – Female, 45-54 years of age, In-Between

"It is disappointing that more of our property taxes don't stay close to home and in the community." – Male, 55-64 years of age, In-Between

"It confuses me somewhat that our property taxes do not support essential services at a higher rate. I know a lot of it goes to the state government and counties but expected more and question why it is so low." – Female, 65-74 years of age, In-Between

"Thank you for making it a point to share this information. This provides crucial context for how our city operates now." – Female, 25-34 years of age, In-Between

How the City of Arvada Can Generate More Revenue

In order for the City to provide improved or additional services that our residents want to see, such as more open space, trails or better road maintenance, the City will need additional revenue to pay for those services. There are five primary ways in which the City can generate more revenue:

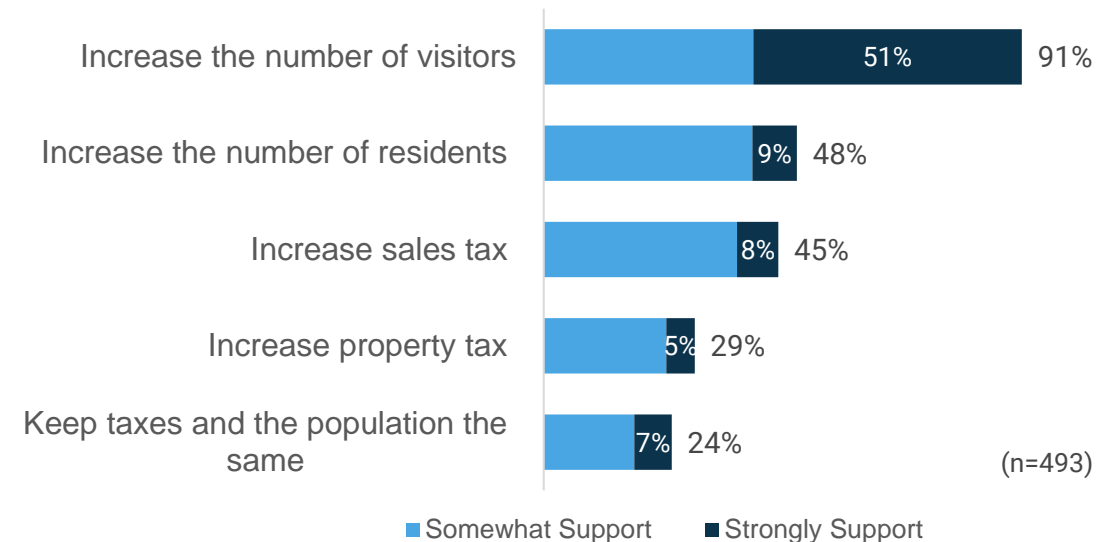
- Increase sales tax that residents pay
- Increase property tax that residents pay
- Increase the number of residents who live here who would be paying taxes
- Increase the number of non-residents who shop in, or visit Arvada
- Keep taxes and the population the same and make no improvements to the services in our city"

Generating More Revenues

Participants were provided with five primary ways in which the City can generate more revenue (shown on the left) and were then asked to rate the degree to which they support or oppose each of these options.

Increasing the number of visitors to Arvada is the most popular of these options, with 91% supporting it (51% "Strongly" so). Roughly tied for second are increasing the number of residents (48%) and increasing sales tax (45%). The idea of increasing property tax is less popular, at 29%, and only one-fourth (24%) supported the idea of maintaining the status quo ("Keep taxes and the population the same and make no improvements to the services in our city").

"How much do you support or oppose each of these ideas?"



Zooming in:

Generating Revenues

% Strongly + Somewhat Support	Enthusiastic	Reluctant	In-Between
	Sample Size	182	130
Increase the number of non-residents who shop in, or visit Arvada	96%	85%	91%
Increase the number of residents who would be paying taxes	67%	15%	50%
Increase sales tax that residents pay	45%	39%	48%
Increase property tax that residents pay	32%	16%	34%
Keep taxes and the population the same and make no improvements	13%	49%	21%

Among the Enthusiastic, the most popular idea for generating more revenues for the City is to increase the number of visitors to the City (96%). Two thirds of of those in the Enthusiastic segment (67%) also support the idea of increasing the number of residents in Arvada, which is the least favorable concept among the Reluctant where only 15% support it, providing insights into what most separates these two groups.

Increasing property tax is equally unpopular for the Reluctant at 16%, but unpopular for other segments as well. The Reluctant differ from the two other segments in terms of wanting to keep the City the same as it is now, with no improvements, no new taxes and no population growth (49% supporting). The only tax-generating source supported by those in the Reluctant segment is to increase the number of visitors to the city, with 85% open to this idea.

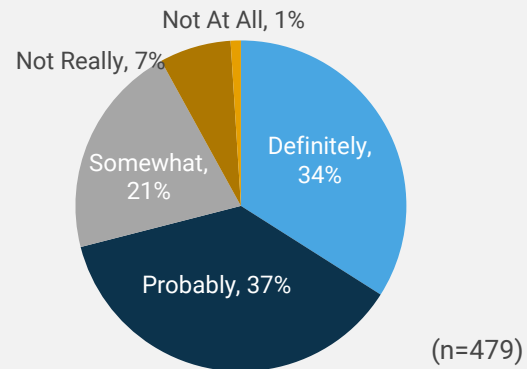
Those In-Between rate their support of the tax-generating ideas more in line with the Enthusiastic than the Reluctant, with 91% supporting non-resident/visitor growth, and 50% supporting resident growth.

- Respondents living in Council District 2 are significantly more likely to support the idea of increasing the number of non-residents/ visitors than those living in Council District 3 (98% versus 83%).
- Those with a post-graduate degree show the strongest support for increasing sales tax as well as property tax (55% and 42%, respectively).

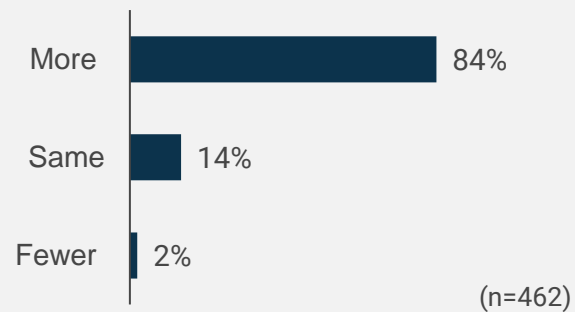
Attracting New Businesses



"Do you think the City of Arvada is an attractive place for businesses to locate?"



"Would you like to see more, less or the same number of businesses operating in Arvada in the future?"



Attracting New Businesses

Seven out of ten residents surveyed (71%) said they think Arvada is an attractive place for businesses to locate, with 34% choosing the option of "Definitely" and 37% "Probably." Those in the Reluctant segment are the least likely to agree that Arvada is an attractive place for businesses to locate, (56%) while those In-Between are the most likely (80%).

Participants were asked if they would like to see more or fewer businesses operating in the City. An overwhelming 84% said they would like to see more businesses operating in Arvada, and among the Enthusiastic, agreement was nearly unanimous (98%). Even among the Reluctant, six out of ten (58%) said they want to see more businesses in the City, while 35% want to keep things the same. Only 2% of all respondents said they would like to see fewer businesses operating in the City.

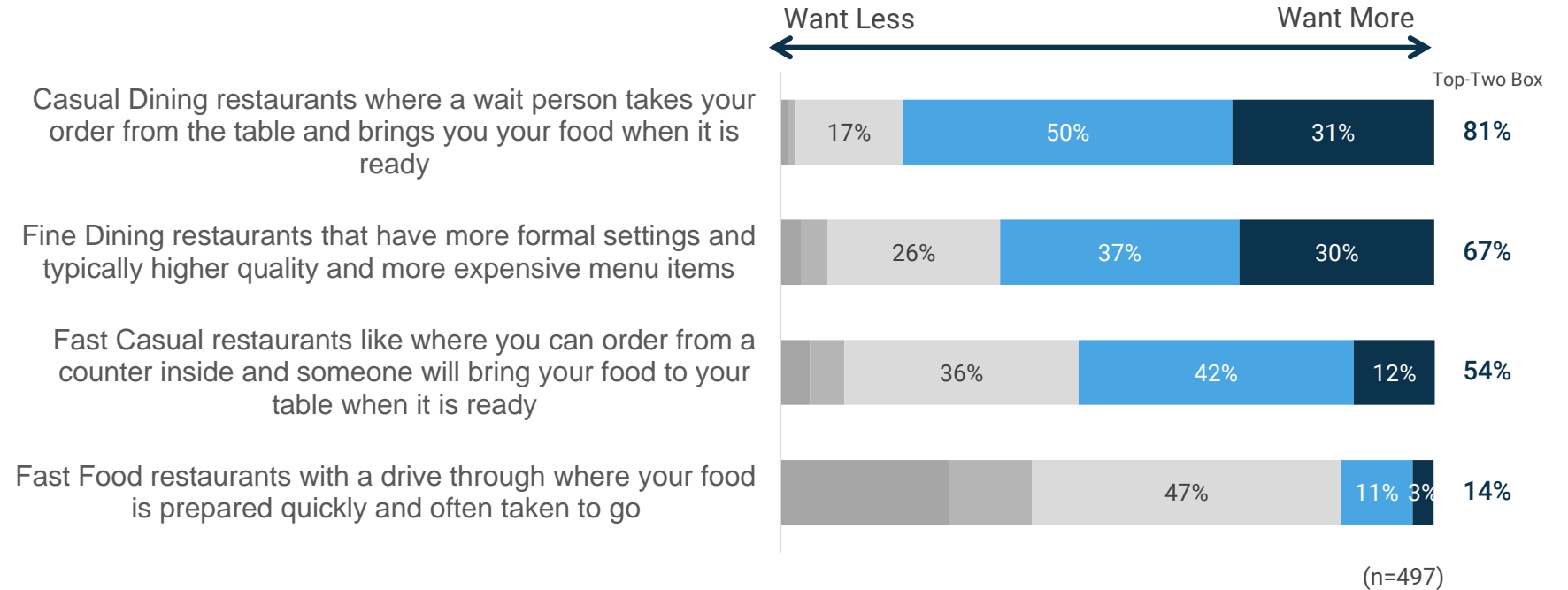
	Enthusiastic	Reluctant	In-Between
Arvada is an attractive place for businesses			
% Definitely + Probably	71%	56%	80%
% Definitely	39%	20%	38%
Number of businesses in the future			
% More	98%	58%	83%
% Same	2%	35%	16%
% Fewer	0%	7%	2%

Desired Restaurants

Participants were asked to rate the extent to which they would want to see different types of restaurants in their City. The most desired type of restaurant is casual dining (81%), followed by fine dining (67%) and then fast casual (54%). Only 14% of respondents said they want to see more fast-food restaurants in their City.

- The preference order of restaurant types holds the same across all three segments, with the Enthusiastic being significantly more likely to want casual dining, fine dining, and fast casual restaurants while those in the Reluctant segment are significantly less interested in all of these categories of restaurants.
- Respondents living in Council District 4 have the highest level of interest in seeing more fine dining options (75% compared to 66% or lower in other Districts).

"Thinking about some of the following types of restaurants, which of the following would you like to see more of, and which would you like to see fewer of?"



% Want More (Top-two Box)	Enthusiastic	Reluctant	In-Between
Sample Size	180	130	187
Casual Dining Restaurants	90%	68%	79%
Fine Dining Restaurants	79%	50%	63%
Fast Casual Restaurants	66%	40%	51%
Fast Food Restaurants	18%	13%	11%

Desired Retail Stores

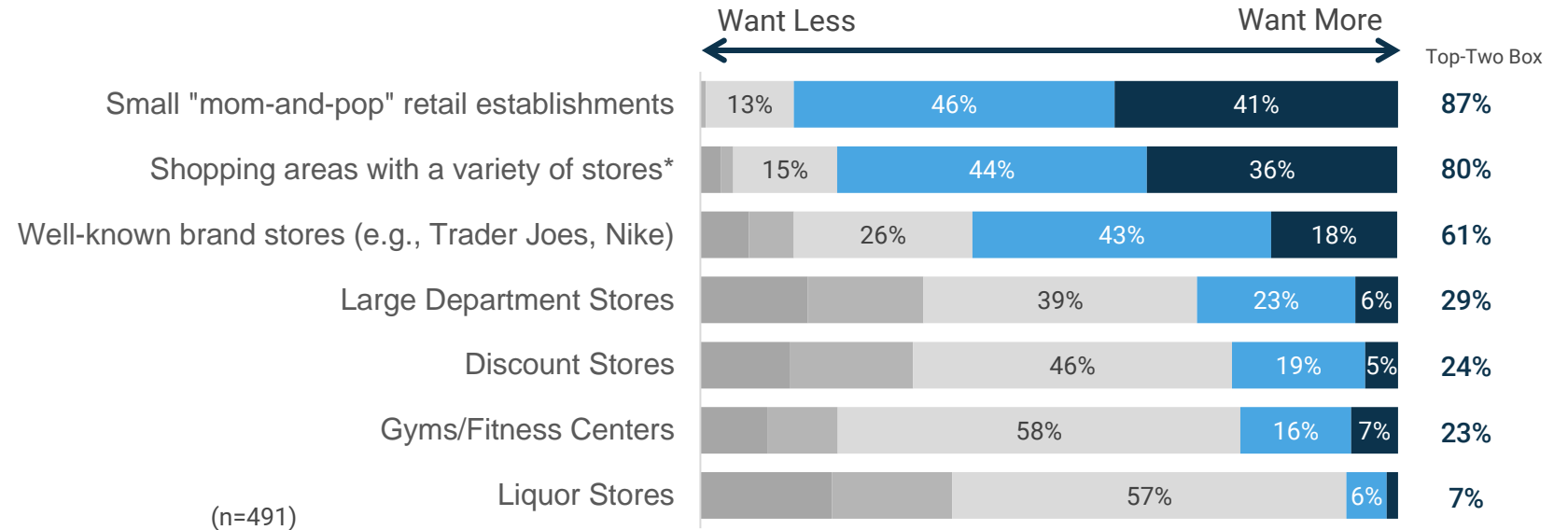
Participants were also asked about their interest in seeing more retail stores in Arvada. At the top of the list, nine out of ten (87%) said they would like to see more small “mom-and-pop” retail establishments, followed by shopping areas that have a variety of stores within walking distance of one another (80%), followed by well-known brand stores such as Trader Joes or Nike at 61%.

Much less interest was expressed in seeing large department stores, discount stores, and gyms/fitness centers, all falling below 30%.

Lastly, only 7% of respondents want to see more liquor stores in Arvada, marking the least desired business type included in the survey (along with convenience stores as shown in the next slide).

- The Enthusiastic are the most interested in seeing more shopping areas with a variety of stores within walking distance of one another at 96%, along with more small “mom-and-pop” shops (91%).
- Those in the Reluctant and In-Between segments place small, local establishments at the top of their preference list, at 82% and 85%.

“Thinking about some of the following types of retail stores, which of these would you like to see more or less of?”



% Want More (Top-two Box)	Sample Size		
	Enthusiastic	Reluctant	In-Between
Small "mom-and-pop" retail establishments	91%	82%	85%
Shopping areas with a wide variety of stores	96%	57%	79%
Well-known brand stores	80%	43%	51%
Large Department Stores	39%	23%	21%
Discount Stores	27%	27%	18%
Gyms/Fitness Centers	28%	16%	21%
Liquor Stores	9%	5%	7%

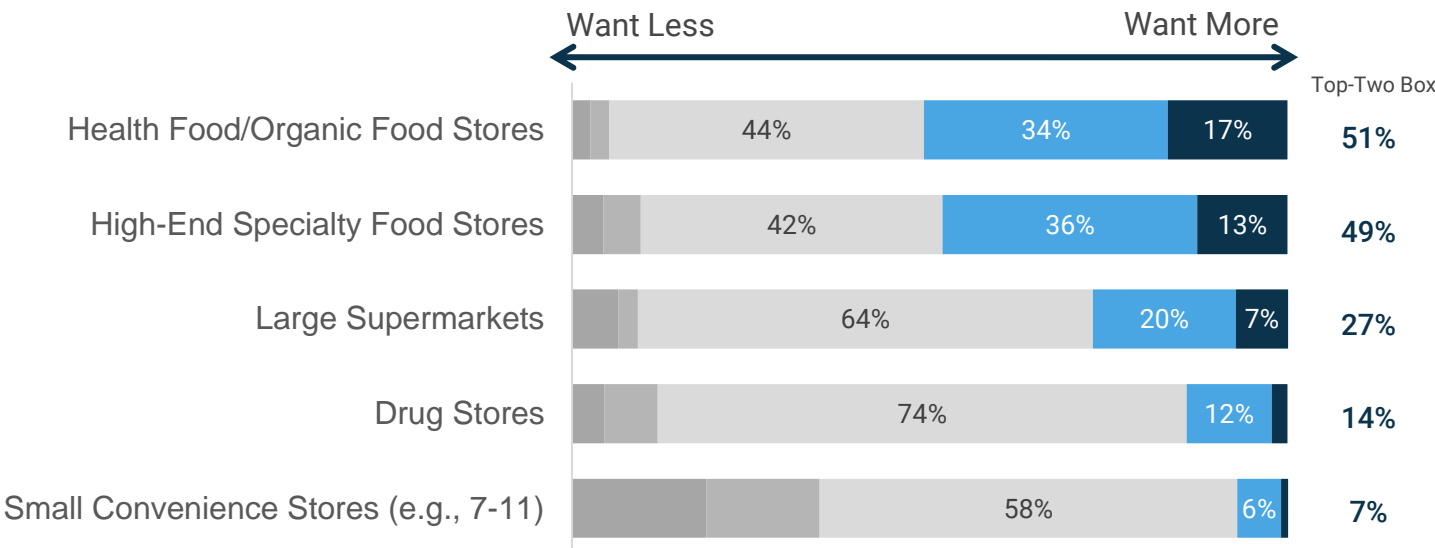
* Shopping areas with a wide variety of stores in walking distance of one another, including bars and restaurants, where people can feel comfortable shopping, dining and hanging out

Desired Grocery Stores

When it came to grocery stores, the level of interest is noticeably lower than restaurants and retail stores. The greatest interest is for more health food/organic food stores (51%) along with high-end specialty food stores (49%), while a desire for more large supermarkets, drug stores, and convenience stores are not as popular, at 27%, 14%, and 7%, respectively.

- The Enthusiastic have the highest level of interest for high-end specialty food stores (66%), followed closely by health/organic food stores (64%).
- Those in the In-Between segment—usually falling in between the other two extremes in ratings—are the least likely to say they want more drug stores and small convenience stores, half the level we see for the Reluctant, at 8% and 3%, respectively.
- Younger respondents (under 35) most welcome the idea of having more health/organic food stores (77%), while older respondents (75+) are the most open to large supermarkets (43%).

"Thinking about some of the following types of grocery stores, which of these would you like to see more or less of?"

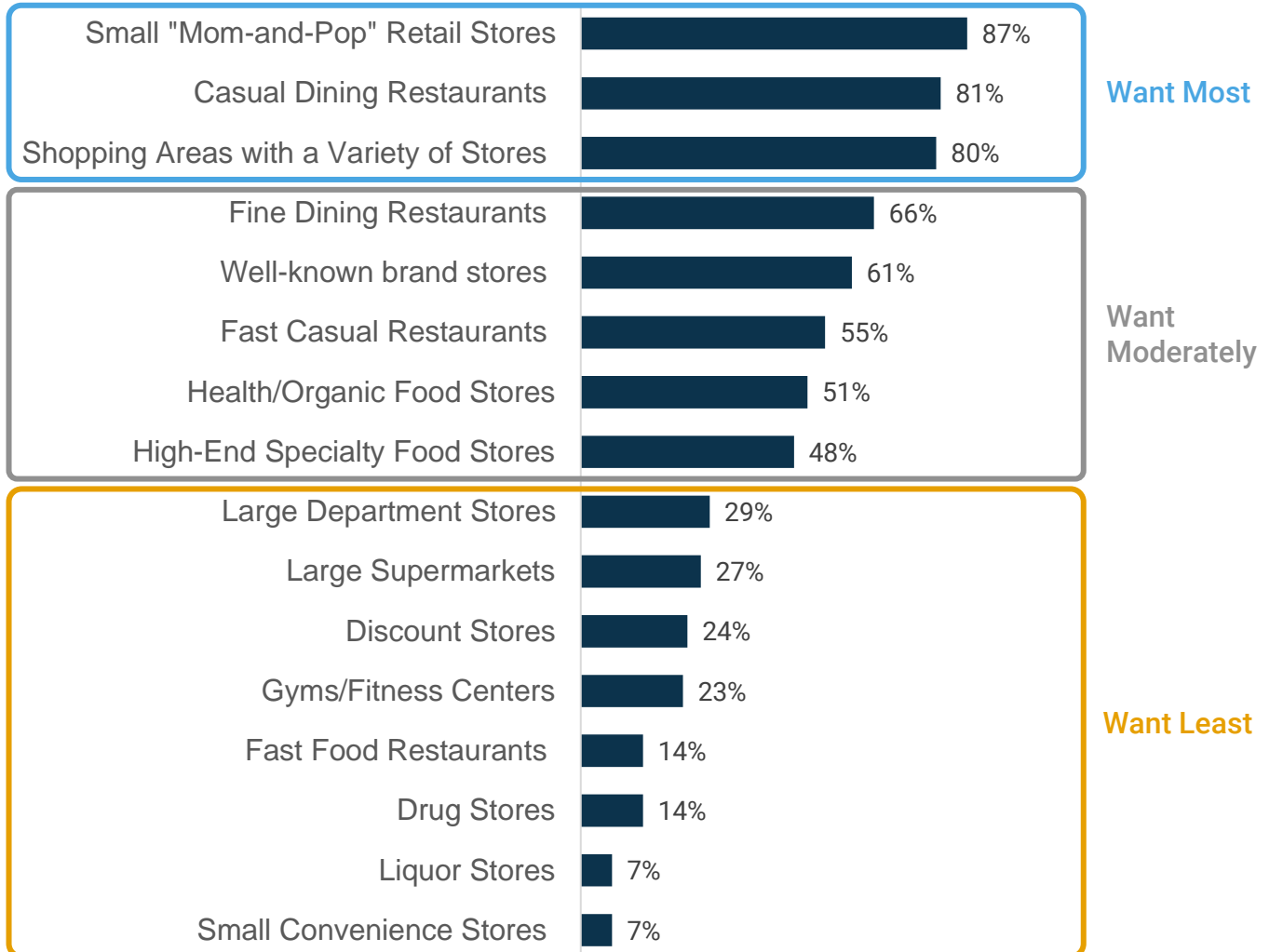


(n=495)

% Want More (Top-two Box)	Enthusiastic	Reluctant	In-Between
Sample Size	177	130	188
Health/Organic Food Stores	64%	38%	45%
High-end Specialty Food Stores	66%	29%	41%
Large Supermarkets	36%	21%	22%
Drug Stores	19%	15%	8%
Small Convenience Stores	12%	6%	3%



Desired Businesses



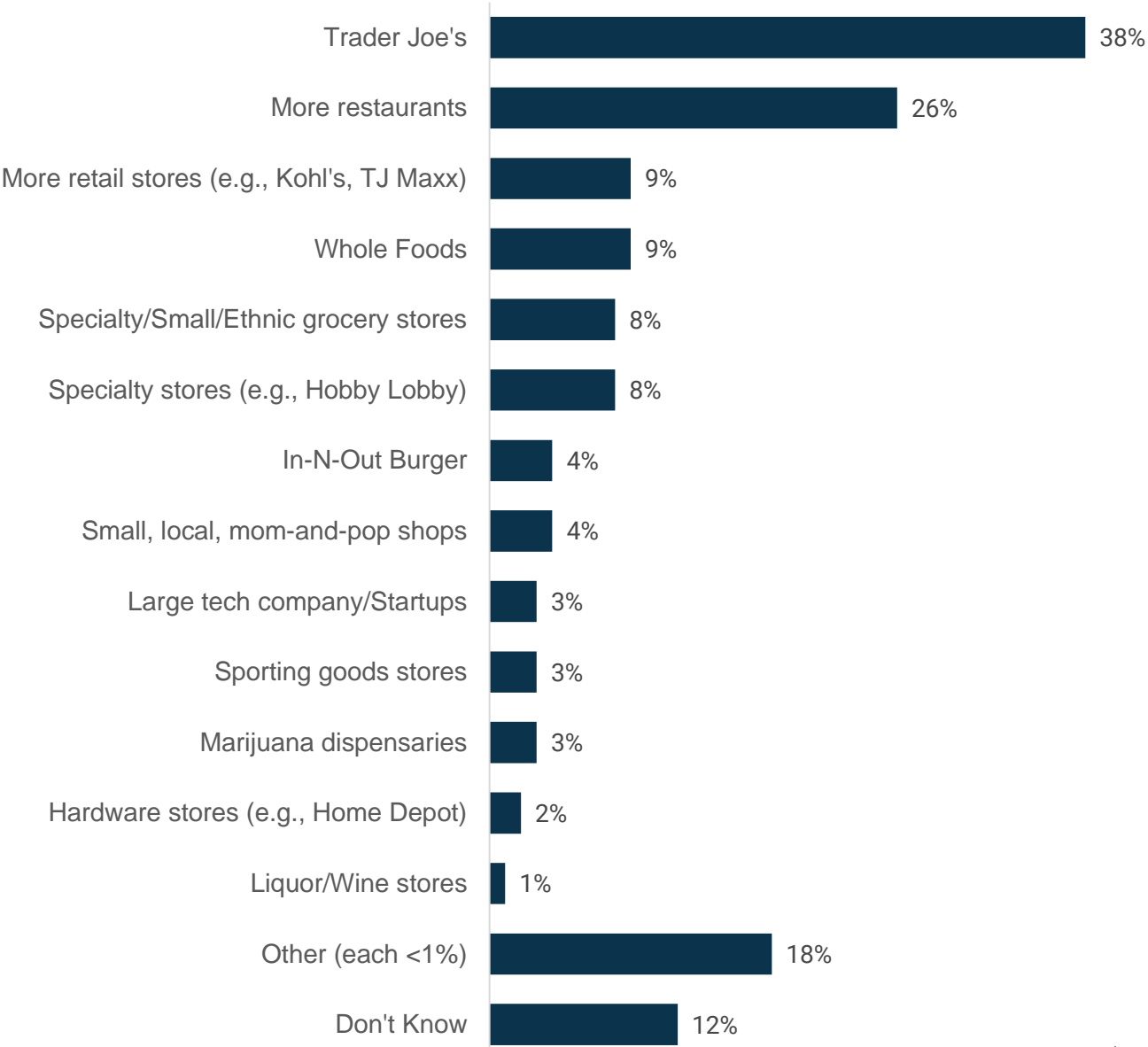
Specific Businesses

Participants were asked if there is a specific business they would like to see in Arvada. Of the 272 respondents who provided a comment, 38% specifically mentioned Trader Joe’s, which is by far the most desired. At a distant second is Whole Foods (9%) and then In-N-Out Burger (4%). About one quarter (26%) mentioned some type of dining option.

The types of businesses wanted are similar across the three segments, with Trader Joe’s and restaurants consistently topping the list.

“Is there a specific business that you would like to see here in Arvada?”

- “Trader Joes, More diversity in supermarket grocery stores.”*
- “Trader Joe’s, Whole Foods and much better restaurant options in my neighborhood.”*
- “Restaurants, bars, wineries in walking distance of shopping. Places that promote socialization. More organic and natural grocers.”*
- “I would like to see more casual dine in restaurants and areas that have small retail stores along with restaurants in the same area.”*
- “We need many more restaurants and shopping centers to come to Arvada to attract people to live here and shop here.”*

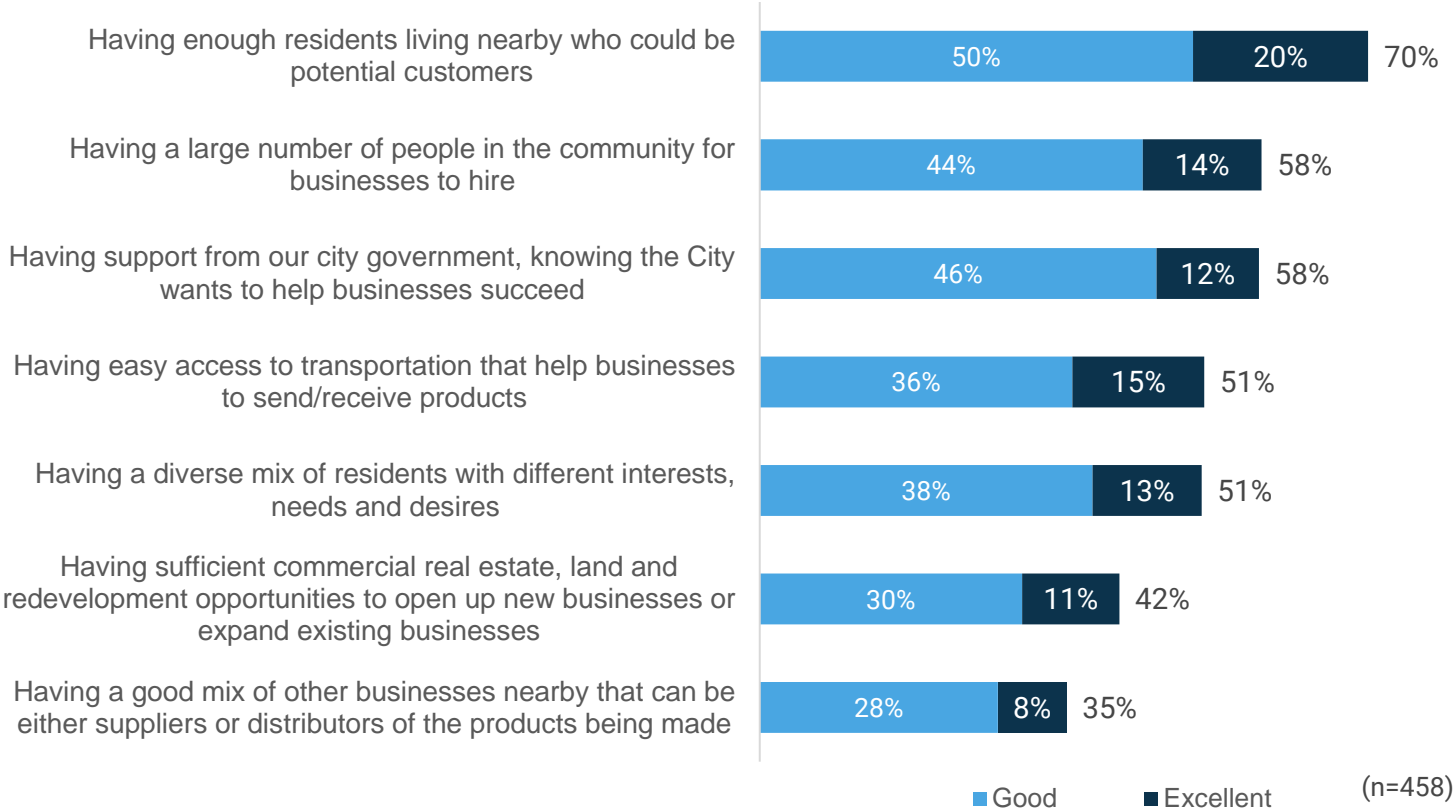


(n=272)

Sum of percentages exceed 100% due to multi-coded responses.

City Characteristics

“There are a number of factors that contribute to whether or not a business chooses to locate and operate in a community. Thinking about what the City of Arvada has to offer to current and potential businesses, how would you rate our city on each of the following characteristics?”



Respondents’ assessment of the City’s characteristics that may contribute to its business friendliness shows that most (70%) believe the City has *enough residents living nearby who could be potential customers*. Tied for second are that the City has a *large number of people for businesses to hire* along with *having support from the city government to succeed*, both with six out of ten (58%) providing favorable ratings.

Half (51%) said that the City has *easy access to transportation that can help businesses send/receive products* as well as a *diverse mix of residents with different interests, needs and desires*.

For the final two statements, far fewer respondents believe the City has *sufficient commercial real estate, land and redevelopment opportunities* (42%), or that Arvada has a *good mix of other businesses nearby that can be either suppliers or distributors of the products being made* (35%).

Top-box ratings (“Excellent”) on all these attributes are at 20% or below, suggesting that residents may not consider the City of Arvada to be highly competitive in terms of attracting new businesses, combined with the possibility that they simply have not given much thought to this topic.

Zooming in:

City Characteristics

% Excellent + Good	Enthusiastic	Reluctant	In-Between
	Sample Size	176	128
Having a large number of people in the community for businesses to hire	60%	51%	60%
Having support from our city government, knowing the City wants to help businesses succeed	61%	40%	66%
Having easy access to transportation that make it easy for businesses to get raw materials and workers in and to send the their products out to market	58%	37%	53%
Having enough residents living nearby who could be potential customers	75%	65%	68%
Having a diverse mix of residents with different interests, needs and desires	55%	52%	47%
Having a good mix of other businesses nearby that can be either suppliers or distributors of the products being made	40%	28%	35%
Having sufficient commercial real estate, land and redevelopment opportunities to open up new businesses or expand existing businesses	48%	35%	39%



By segment, there are key differences in their levels of agreement in terms of what they believe the city is capable of providing to businesses.

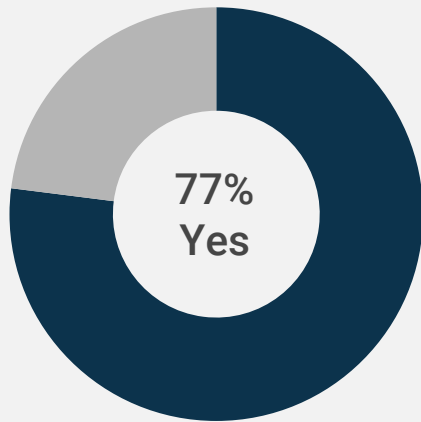
The Enthusiastic are significantly more likely than others to believe the City is well equipped in terms of *having easy access to transportation for businesses* (58%) and for *having sufficient commercial real estate to open up new businesses or expand existing businesses* (48%).

Remembering that the In-Between are the most satisfied group with how things are going in their city, it makes sense to see that they also provide the highest rating for the *city government's support of businesses*, at 66%.

Those in the Reluctant segment not only oppose economic growth but are also less likely to believe that the City is well appointed for attracting new businesses, especially with regards to offering a *good mix of other businesses nearby* (28%), *easy access to transportation* (37%), and *receiving support from the city government* (40%).

- Younger (under 35), newer residents (less than five years) and female respondents give the highest ratings for the City *having enough residents living nearby who could be potential customers* (84%, 82%, and 77%, respectively).
- Those 75 years of age or older are the most likely to believe the City has a *diverse mix of residents with different interests, needs and desires* (68%).

"In order to attract a variety of restaurants, retailers, grocery stores, or employers, we need to have enough residents to meet their needs. Is this something that you have ever thought about before?"



(n=467)

Number of Residents & Businesses

Participants were asked if they ever thought about the City needing to have enough residents to attract new businesses. Three quarters (77%) said they have, with this percentage being significantly higher among the Enthusiastic group (83%). The Reluctant are right up there with the Enthusiastic, at 80%, whereas those In-Between are the least likely to say they have thought about this issue before (69%).

Those living in Council District 4,* those earning \$150,000 or more, and those who have children under 18 years of age living at home are the most likely to say they have this understanding, at 85%, 88% and 86%, respectively.

	Enthusiastic	Reluctant	In-Between
% Yes	83%	80%	69%

Thinking Again

About Economic Development

Participants were provided with the following information:

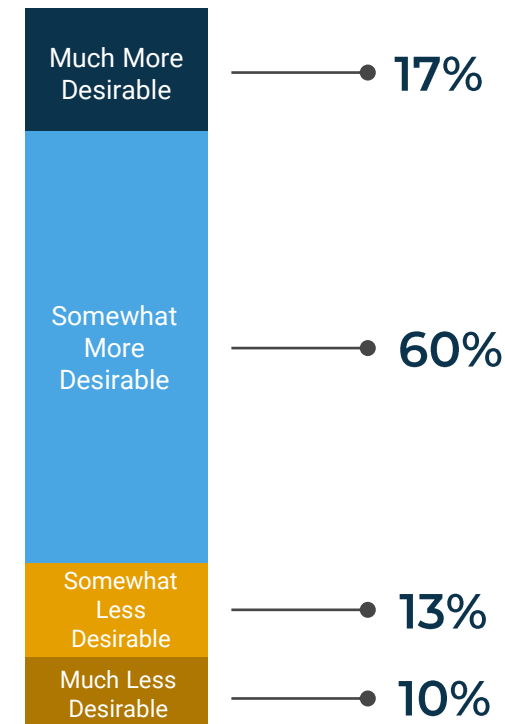
The services the City provides to its residents are paid for largely through sales and use taxes, which are created by Arvada residents and visitors who come to visit and shop in our city, and investments businesses make into facilities. The more residents we have, as well as the more visitors who come to Arvada, the more funding that will be available to provide services.

Businesses choose whether or not to locate in a particular area depending largely on the number of people they think will eat at their restaurants, shop at their stores, or work for their companies. Having a larger population of potential employees and customers makes our city more attractive to some of the types of restaurants, stores and businesses that we would like to see here in our community.

This means that our ability to provide quality services as well as attract new businesses are enhanced if we continue to grow as a city.

Growth Desire

"Based upon this scenario, does economic growth and development seem more desirable now with this understanding of what it can bring to our community?"



(n=413)

The information to the left was shared with respondents, explaining how the City's ability to provide services and attract new businesses depends largely on being able to continue to grow as a city.

With this new information, participants were asked if economic growth now seems more desirable. Three quarters (77%) said this information made economic growth more desirable in their minds, with 17% saying it is now "Much More Desirable."

As expected, the Enthusiastic are the most receptive, with 94% saying economic growth is now even more desirable than at the beginning of the survey. This information also moved 86% of those in the In-Between segment to now consider growth to now be more desirable. While this information had the least impact among those in the Reluctant segment, still 35% said economic growth and development is now more desirable than before they knew this information.

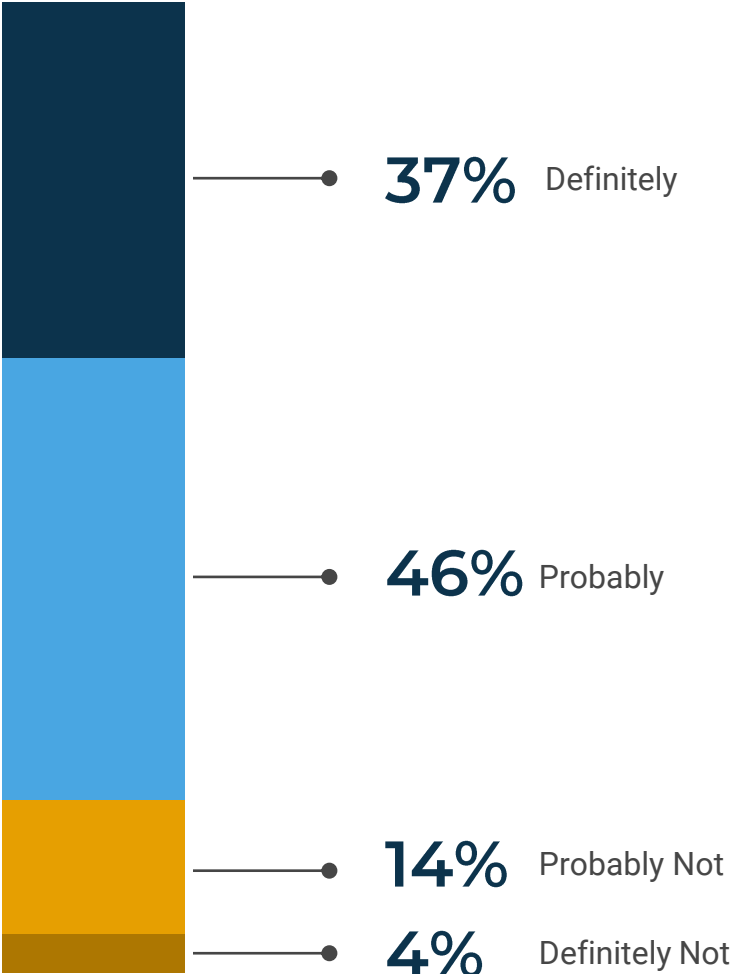
Importance Of Growth

Participants were asked if they now think it is more important for the City to achieve greater economic growth, given everything that had been shared in the survey. The information presented to them was said to have made a substantial difference in their attitudes, with eight out of ten (83%) saying they now believe economic growth and development is more important for the City, with 37% choosing “Definitely” and 46% “Probably.” Importantly, only 18% said this information did not move them to a more favorable stance about growth and development.

The Enthusiastic are still the most passionate, with 68% saying they now “Definitely” believe it is more important for the City to achieve greater economic growth. Those In-Between are the most likely to move into the “Probably” category, at 66%. And while half the Reluctant (53%) said economic growth is not any more important than they had thought at the beginning of the survey, half have nonetheless moved into having a more positive perspective of what economic growth can mean to Arvada.

	Enthusiastic	Reluctant	In-Between
% Definitely	68%	5%	24%
% Probably	29%	42%	66%
% Probably Not	1%	40%	10%
% Definitely Not	1%	13%	1%

“Given everything we have shared, do you now think it is more important for the City of Arvada to achieve greater economic growth in the future?”



(n=480)

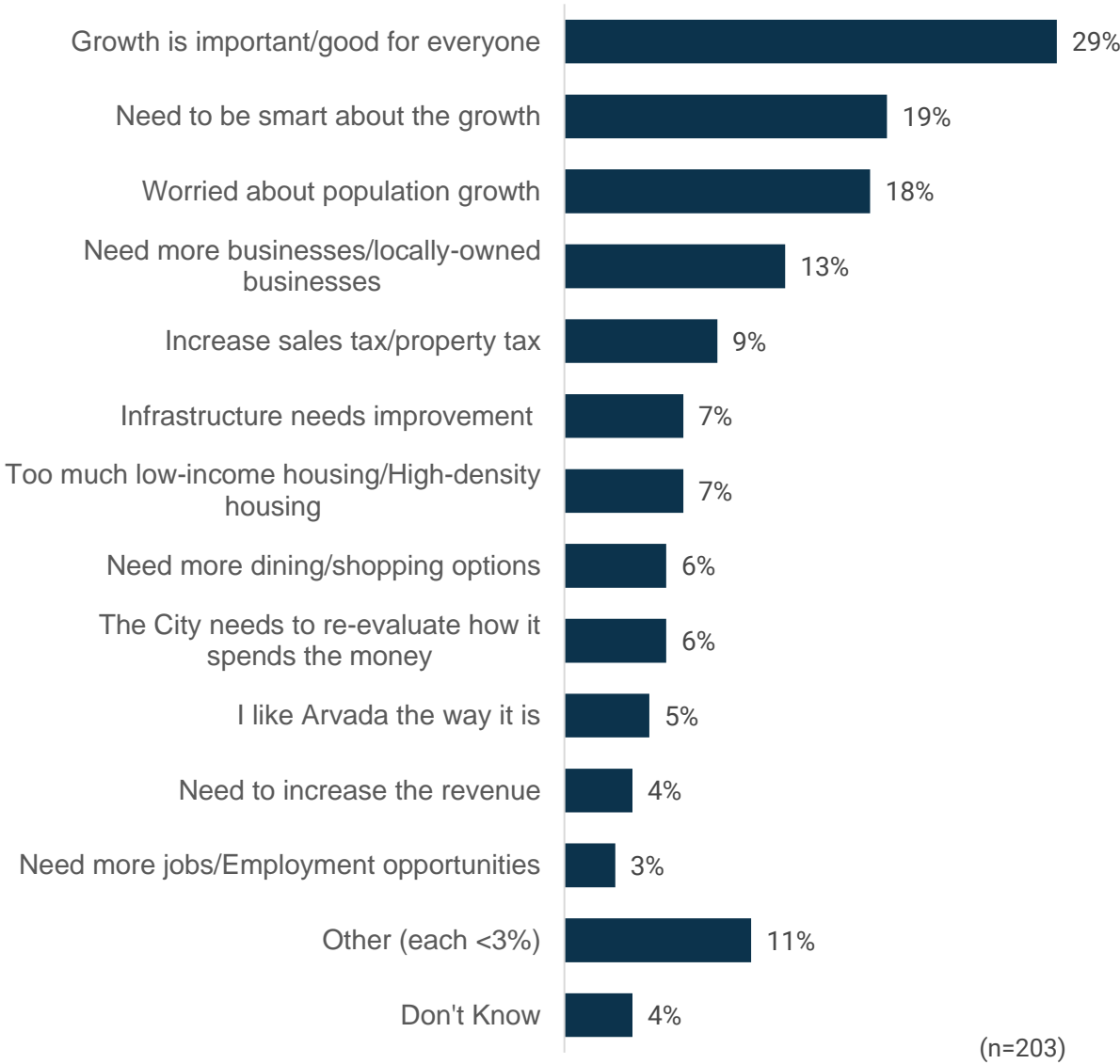
Comments From Supporters

Respondents who said it is “Definitely” or “Probably” more important for the City to achieve greater economic growth in the future were asked to provide a comment elaborating on that response. Of the 203 respondents, 29% said economic growth is important simply because the City needs to continue to grow. Nineteen percent mentioned that growth needs to be managed well, and 18% expressed concern over population growth despite their support for economic growth.

“We need to take Arvada to the next level! Arvada is still a sleepy suburb of Denver. With our awesome location, connectivity to down town Denver via the light rail, great schools, we need to do more to recruit new businesses and people to live in our great area.” – Male, 45-54 years of age, Enthusiastic

“It’s a cycle. Greater growth leads to better infrastructure and support for that growth which fosters more growth.” – Gender Unknown, 25-34 years of age, Enthusiastic

“While I am not for more residents in Arvada, I would like to see Arvada become a place people choose to visit like Boulder or Cherry Creek. There is plenty to offer but for whatever reason (I do not know) many big businesses choose to remain outside of Arvada.” – Male, 35-44 years of age, Enthusiastic



Sum of percentages exceed 100% due to multi-coded responses.

Comments From Supporters

(Continued)

What makes you say that?

Asked of respondents who said it is “Definitely” or “Probably” more important for the City to achieve greater economic growth in the future

“I’m already pretty keen on it, as long as it’s done in a way that doesn’t eat up all the beautiful land on the west edge. Look at south Austin TX as a disastrous cautionary tale, in the area of IH 35 and Slaughter Blvd. 15 years ago it was very much like this, even rural at the southern edges. Now it’s a complete nightmare, with roads under continuous construction (horrific commute) and ugly, cheap looking developments covering every square inch. Please do the opposite of whatever they did.” – Female, 45-54 years of age, Enthusiastic

“Given that growth is inevitable, managing that growth to achieve quality growth over rampant, growth for tax dollars sake regardless of the impact on quality of life, as displayed by the Walmart on Ralston and Independence, adversely affect an already overburdened infrastructure system. The roadway surfaces in Arvada are substandard for any developed society and yet, the council allocates more of my tax dollars for studies that address future wants rather than present day required maintenance. And as any rational mind knows, putting off maintenance today, costs exponentially more in the future.” – Male, 55-64 years of age, Reluctant

“It all depends on the type of ‘growth’. What we need to look at is ‘how’ wisely the City is using the money they have. To keep growing in order to fund more growth doesn’t make sense. It has to be contained at some point or the quality of life will continue to diminish for its residents. Let’s grow, but slowly and wisely, giving careful thought to the future. It is time to pause and think about the what is sustainable for future generations.” – Female, 65-74 years of age, Reluctant

“I think that our community needs to grow and stay relevant in terms of how we serve each other. I am concerned that growth too fast could be a detriment to the community and there needs to be a clear and well communicated plan of how that growth will be managed and facilitated.” – Male, 45-54 years of age, In-Between

“More housing is a probable positive for economic growth, however, the stores and shops, including mom and pop shops that are already here, in addition to the shops/stores I would like to see will not benefit with low income housing. I do believe with the addition of the light rail and the bus station is a positive addition that can and will help contribution to bring in outside residents to supply the new stores with employees as well as customers. I also am a huge proponent for public transportation, especially green public transportation to cut down on emissions and traffic. The look and feel in our very own Olde Town is how I would prefer Arvada to be known and stay historic and cozy feeling with a large sense of community. As a small business owner I do believe that more foot traffic from non-residents is also desirable, however additional housing for lower income families is not what I believe would be as beneficial for our community vs. later commuter times on public transportation and high sales tax in addition to a environmental off-set tax.” – Gender Unknown, 25-34 years of age, In-Between

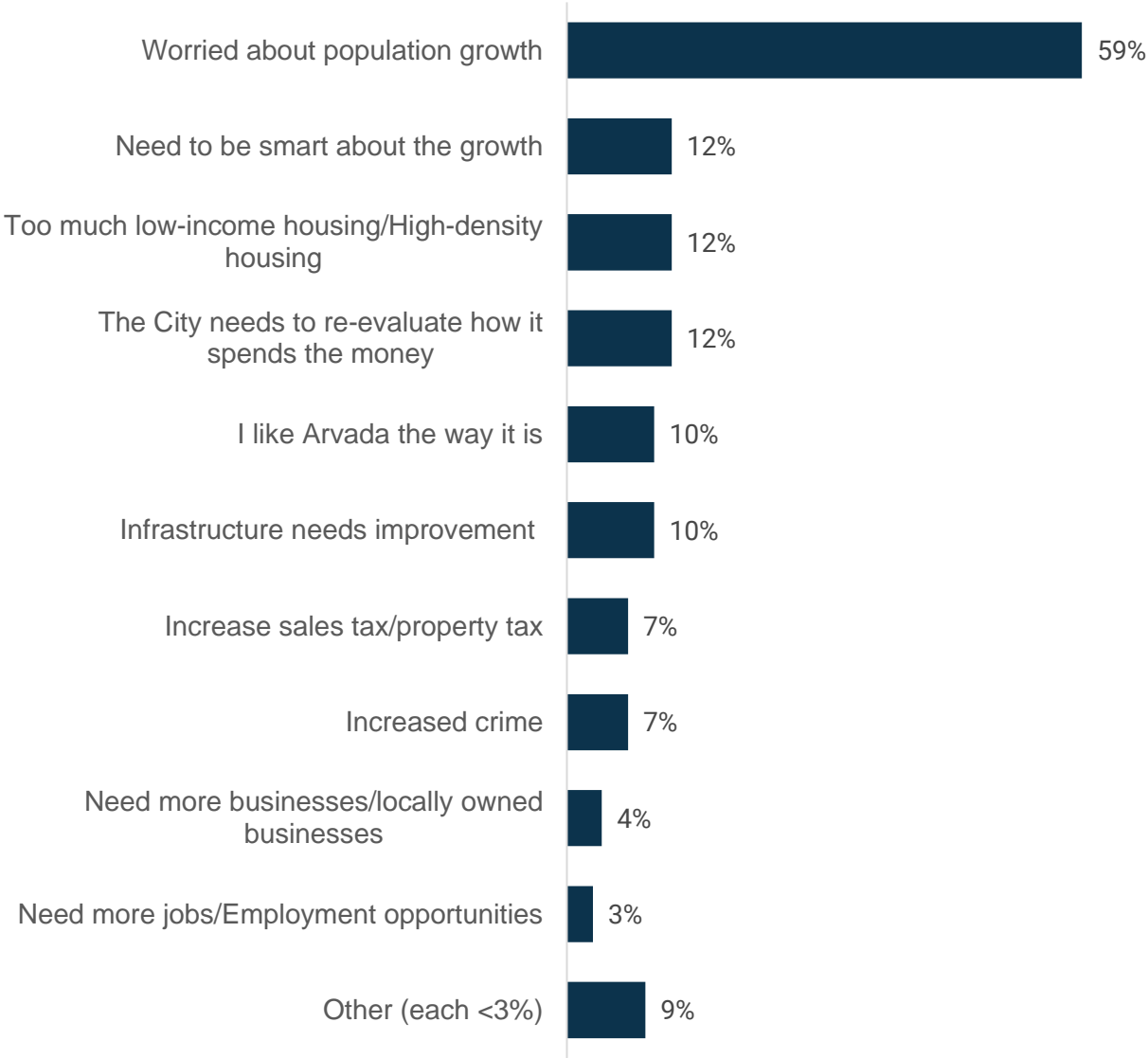
Comments From Opponents

Among the respondents who said it is “Probably Not” or “Definitely Not” more important for the City to achieve greater economic growth (n=69), the overwhelming reason for opposing growth was that they were concerned about population increase (59%).

“Where does it all end? Do we want to be L.A.? Overpopulation stinks. The more people that move here and into new homes or apartments, the more overpopulated it all gets. Limit growth or with more people you also get more problems. You can only improve the roads so much to channel traffic. Do you really want this area to be overpopulated?” – Male, 55-64 years of age, Reluctant

“I'd like to know where all the water is going to come from to serve all the new people coming in to Arvada. I believe rapid or unlimited growth is short-sighted as far as where the resources to sustain a larger population will come from. Increased population equals increased demand for energy, increased pollution, increased crime. Arvada's charm is in its smaller size and community feel.” – Female, 45-54 years of age, Reluctant

“When I moved here, I found Arvada as a nice bedroom community. I did not want to live in the growing metropolitan cities. Now the city government seems to think that higher density is the way to go. You are going to ruin Arvada with too much high density growth.” – Male, 65-74 years of age, Reluctant



(n=69)

Sum of percentages exceed 100% due to multi-coded responses.

Comments From Opponents

(Continued)

What makes you say that?

Asked of respondents who said it is “Definitely Not” or “Probably Not” more important for the City to achieve greater economic growth in the future

“We have plenty of residents already. We do not need more for economic growth. I also feel like a lot of this survey has been spent trying to convince me that more residents is the answer to all of our issues, but having even more people move in will create all kinds of new problems in our community. The infrastructure won’t be able to handle it so the city will expand to incorporate the new people and Arvada will have lost that small town feel which is what attracted us here in the first place.” – Female, 45-54 years of age, Reluctant

“Arvada has grown too fast. Cramming residents into every square foot of space without improving and growing streets and roads presents a disaster in the long run. Businesses would not want to locate here if traffic jams are the normal now on Ward Rd., Kipling, and McIntyre. Arvada is now just another large suburb with over grown traffic and people. You haven’t kept up.” – Male, 65-74 years of age, Reluctant

“If I have to choose between more people living here and less services/ businesses then I choose the latter. I don’t want any more residential developments, period!” – Female, 45-54 years of age, Reluctant

“Although your scenario makes sense, that is not what is actually happening out here in Arvada. There is nothing but residential growth, very few business that are useful, road structures are inadequate to support the number of people and not enough schools to support the vast number of people who currently live here.” – Gender Unknown, 45-54 years of age, Reluctant

“I think the city does need to grow the economy but I think the whole premise that to do so would require increased development and a larger population is false. I go to other cities for cultural attractions, to hike and enjoy the outdoors, for medical services (like surgeries) and I spend money in those places.” – Female, 45-54 years of age, Reluctant

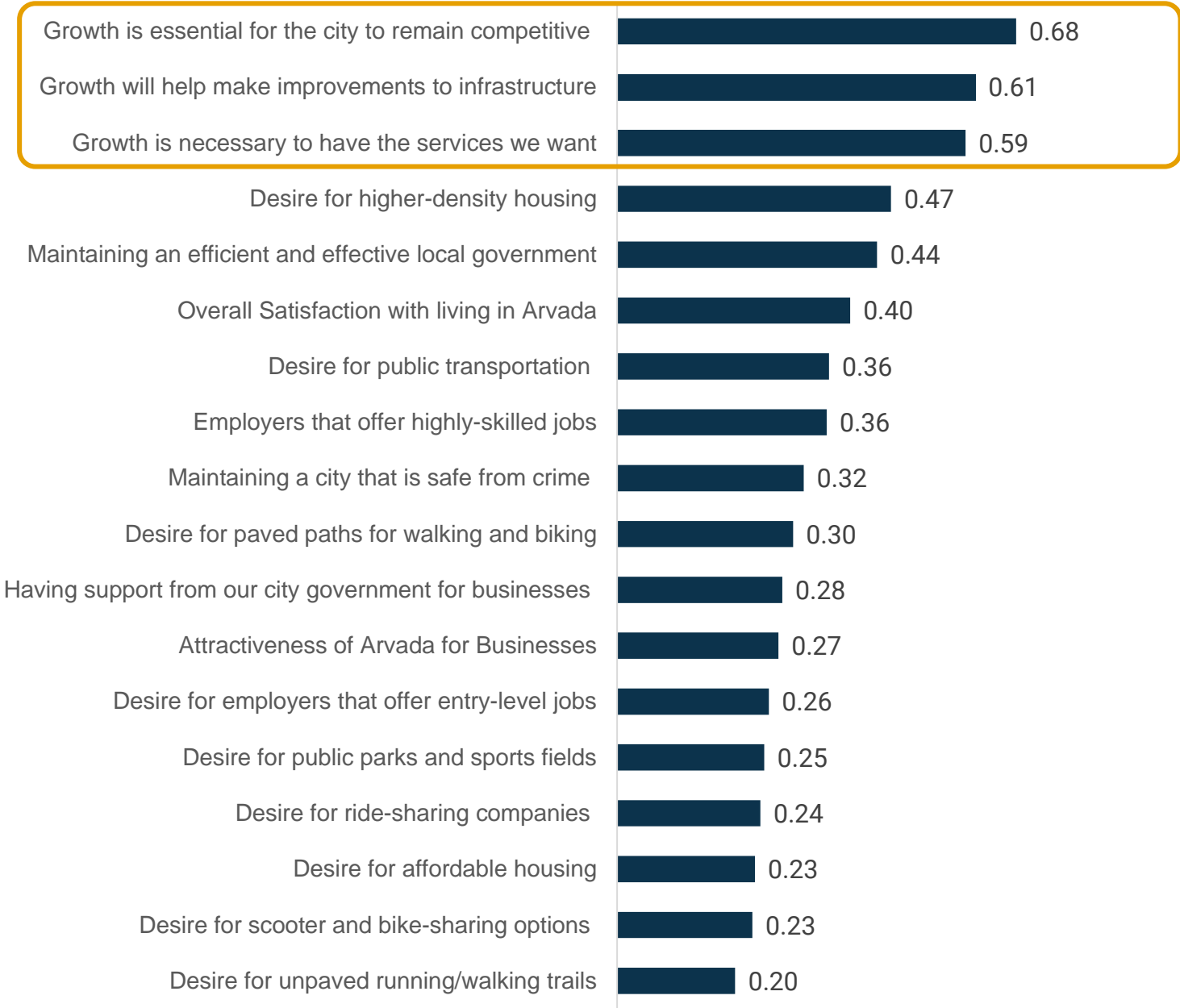
“I would rather live in a ‘bedroom’ community where higher value is placed on comfortable living by maintaining roads, parks, and open spaces.” – Male, 55-64 years of age, Reluctant

“More revenue generating projects like high density housing and retail properties will completely transform the city. This sounds more like money is the focus, rather than quality of life.” – Male, 35-44 years of age, Reluctant

Highly Correlated Attributes

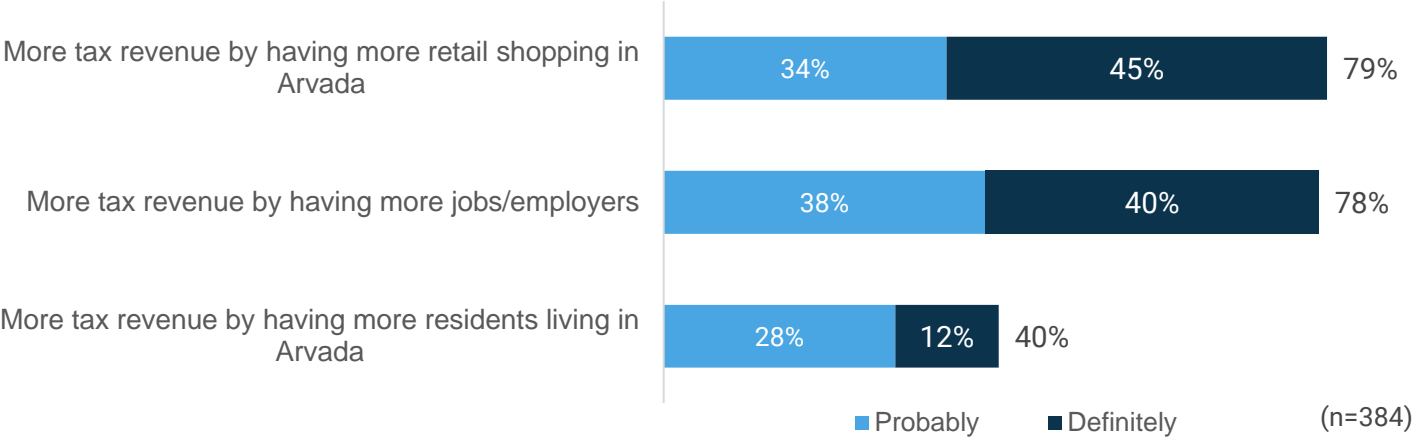
We can also explore what moved people to more positive positions about by looking at the correlations of between different opinions during the survey and the degree to which they now believe economic growth is more important.

Agreeing that *Growth is essential for the city to remain competitive and to thrive in the future* has the strongest association to supporting economic development, with a correlation coefficient of 0.68. Understanding that *Growth will allow the city to make much-needed improvements to existing infrastructure, parks and open space* is also essential (0.61), as is to recognize that *Growth is necessary for the City to have the kinds of services, restaurants and jobs that are wanted in the community* (0.59).



Growth Areas

"In what areas would you most like to see increased economic growth happen?"



% Definitely + Probably		Enthusiastic	Reluctant	In-Between
Sample Size		166	59	159
More retail shopping		92%	65%	68%
More jobs/employers		91%	52%	71%
More residents		57%	6%	31%



Respondents who said they now believe that economic growth is important for the City of Arvada (83% of respondents) were asked in which of three ways they would like to see that growth occur: more retail shopping, greater employment, or increased population.

Least appealing of these three options was an increase in the number of residents living in the City, which only 40% supported. On the other hand, wanting to see increased tax revenues through retail shopping as well as more jobs were supported at twice the level of population growth (both at approximately 80%).

Predictably, the Enthusiastic have the highest level of interest for all three types of economic growth, although here too, increasing the number of residents is the least popular compared to increasing retail shopping and jobs. Among those in the Reluctant segment who now feel economic growth is important, they are also the most supportive of increased retail shopping and jobs, while virtually none (6%) support residential growth. Those In-Between also support retail shopping and employment at least 2:1 over residential growth.

Those living in Council District 4 are the most supportive of generating more tax revenue by having more jobs, at 86%.

Self-Contained Communities

How Do You Feel About It?

One of the ways cities like ours are achieving growth is through the development of self-contained communities where people live, shop and even work. The idea is to create places where residents can comfortably walk to the grocery store, restaurant or gym, with easy access to public transportation, plenty of public/open spaces, interesting and attractive artwork, creating a community where everything is integrated and feels like it fits well together.

An advantage these types of places have is that residents are living more closely together, which is more efficient for sharing resources and places less stress on the environment. These places can also be very attractive for non-residents to come visit to shop, dine and just hang out.



Self-Contained Communities

Lastly, the information to the left was shared with participants about the benefits which self-contained communities can provide to the City and its residents. Eight out of ten (82%) were receptive to the concept of self-contained communities after hearing this information, with 40% saying it is a “Great” idea, and 42% saying it is an “Okay” idea. The Enthusiastic are the most likely to consider self-contained communities a “Great” idea, at 59%, while those In-Between are more likely to say it’s an “Okay” idea, at 49%. Four out of ten in the Reluctant segment (40%) do not like the idea of self-contained communities, with 23% saying it’s an “Awful” idea, but still, even among this segment most resistant to growth, 61% said it is at least “Okay” with them after understanding the benefits these communities can bring.

Younger (under 35), newer residents (less than five years), those with a post graduate degree, and those earning \$150,000 or more are the most likely to support the idea of self-contained communities, with at least 50% (up to 66%) saying it’s a “Great” idea.

“What is your reaction to this idea of self-contained communities?”

	All Respondents	Enthusiastic	Reluctant	In-Between
Sample Size	451	164	122	165
It’s a GREAT idea	40%	59%	16%	34%
It’s an OKAY idea	42%	33%	45%	49%
It’s NOT a very good idea	10%	4%	17%	11%
It’s an AWFUL idea	9%	4%	23%	6%

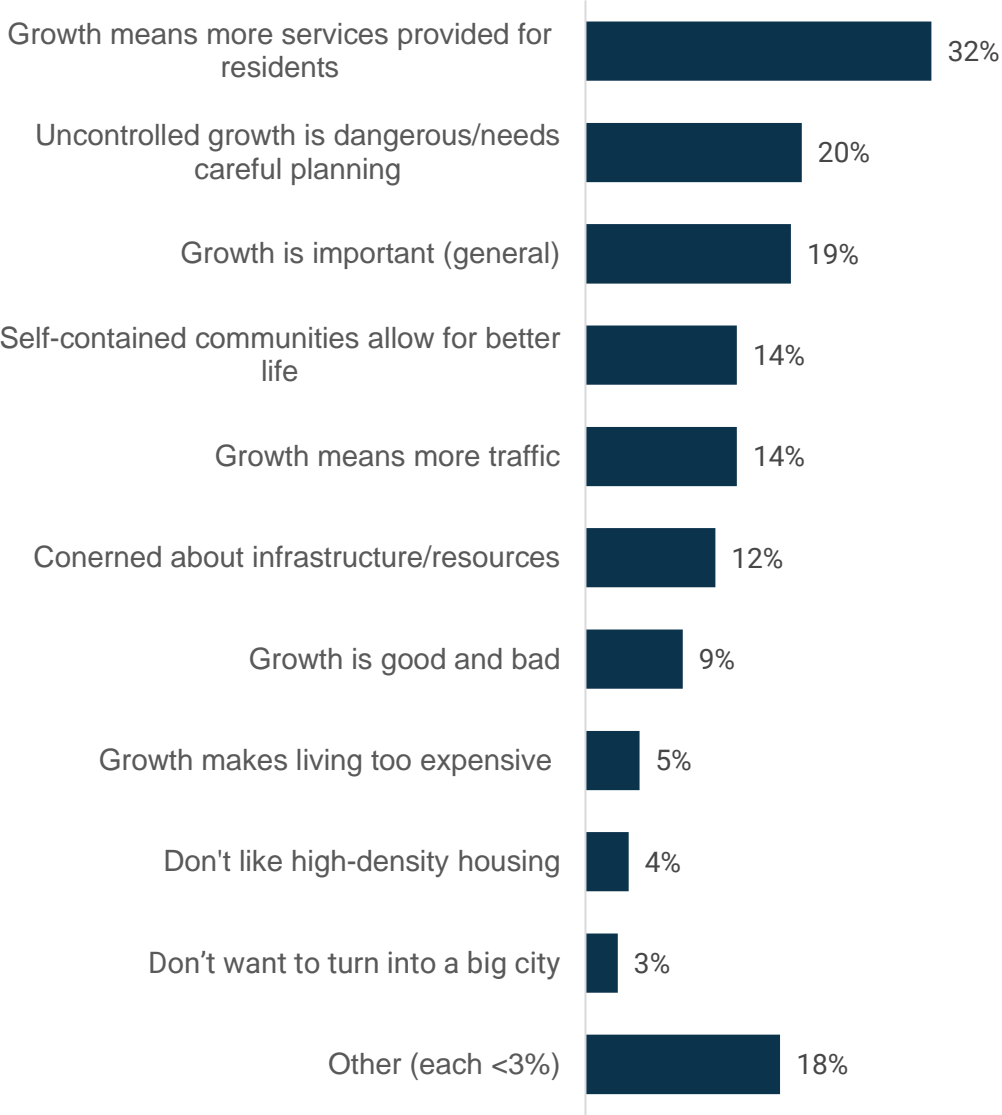
Comments About Growth

Respondents who now believe economic development is more important, as well as those who said it’s either a “Great” or “Okay” idea to build self-contained communities were asked to share what they would tell someone about how growth can have an impact to a community. Of the 225 respondents who provided a comment, 32% said they would stress the fact that more revenue for the City means more services can be provided to residents, such as more restaurants. The Enthusiastic are the most likely to bring up this reasoning, at 48%. Meanwhile, 20% cautioned that growth still needs to happen with careful planning, and this line of thinking is much higher among the Reluctant, at 34%.

“Growth brings new and exciting options for residents. It brings broader cultural experiences. It strengthen the market of our own homes and businesses to be attractive to new residents.” – Male, 35-44 years of age, Enthusiastic

“Population growth will increase the amount of restaurants and businesses that want to move to Arvada.” – Male, 45-54 years of age, Enthusiastic

“Be patient with the impact of growth, more people mean more traffic, more congestion in the city's businesses, look past the inconvenience to what benefits the growth brings.” – Female, 65-74 years of age, Enthusiastic



(n=225)

Sum of percentages exceed 100% due to multi-coded responses.

Comments From Opponents

(Continued)

What is the most important thing you would tell someone about how growth can have an impact to a community?

Asked of respondents who said it is “Definitely” or “Probably” more important for the City to achieve greater economic growth in the future, or that it’s a “Great” or “Okay” idea to develop self-contained communities

“Better options for services, shopping and entertainment for all citizens but with that comes the issue of traffic, congestion, and overpopulation.” – Male, 65-74 years of age, Enthusiastic

“Sustainable growth is awesome. Uncontrolled growth has a negative impact on the community and areas surrounding it. Please manage our growth wisely as we need some to move forward.” – Male, 45-54 years of age, Enthusiastic

“Growth, if done thoughtfully, will allow a community and its residents to thrive and prosper for the long-term. If a community is not growing, it is either stagnating or declining.” – Female, 45-54 years of age, Enthusiastic

“Integrated community is the most attractive place to live in terms of community bond and more likely to attract mix culture.” – Male, 45-54 years of age, Enthusiastic

“That it’s both negative and positive. It’s like you want it but once you have it, it’s too much!” – Female, 35-44 years of age, In-Between

“It’s a mixed bag, you need to make sure quality of life is not lost. Well thought out, controlled growth is best.” – Female, 55-64 years of age, In-Between

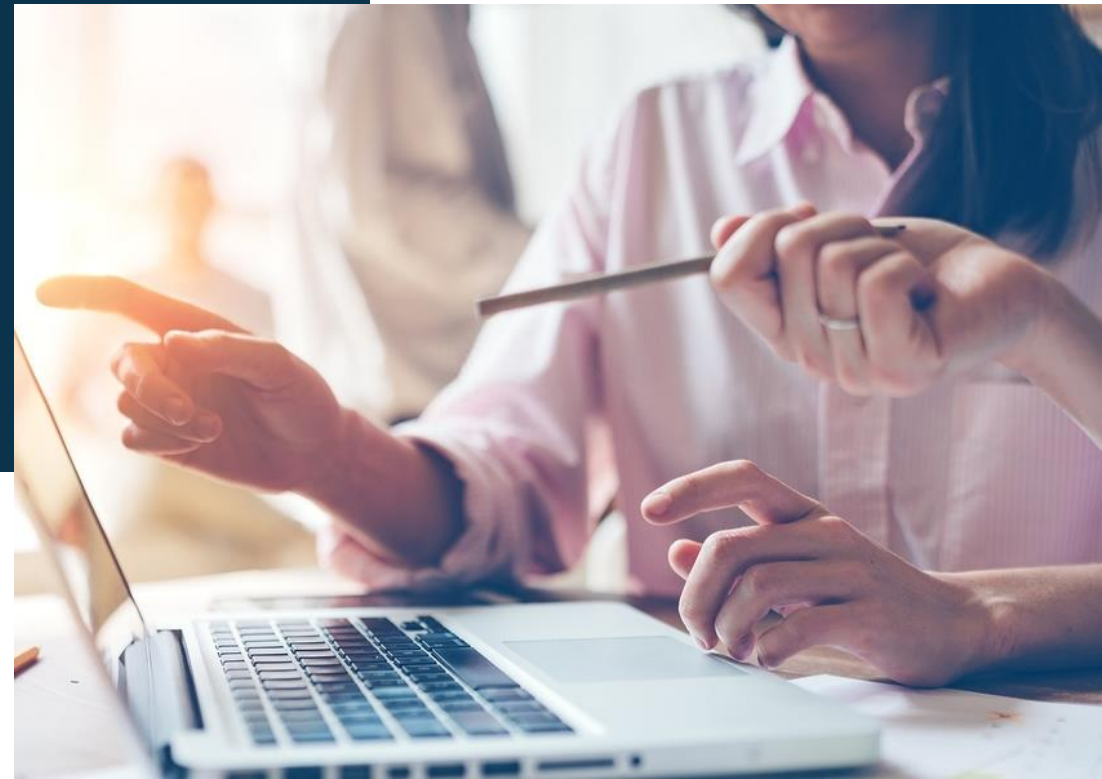
“I may not like growth so much but I think about my grandchildren and how important it is for them and support it for them and future generations.” – Female, 55-64 years of age, In-Between

“Growth is okay if it’s planned and managed correctly. However, I believe there is a population density model that shows optimum levels of people per square mile that should not be exceeded. Social problems, personal frustration, and crime ensue when too many people are too densely put in close proximity of each other.” – Male, 55-64 years of age, Reluctant

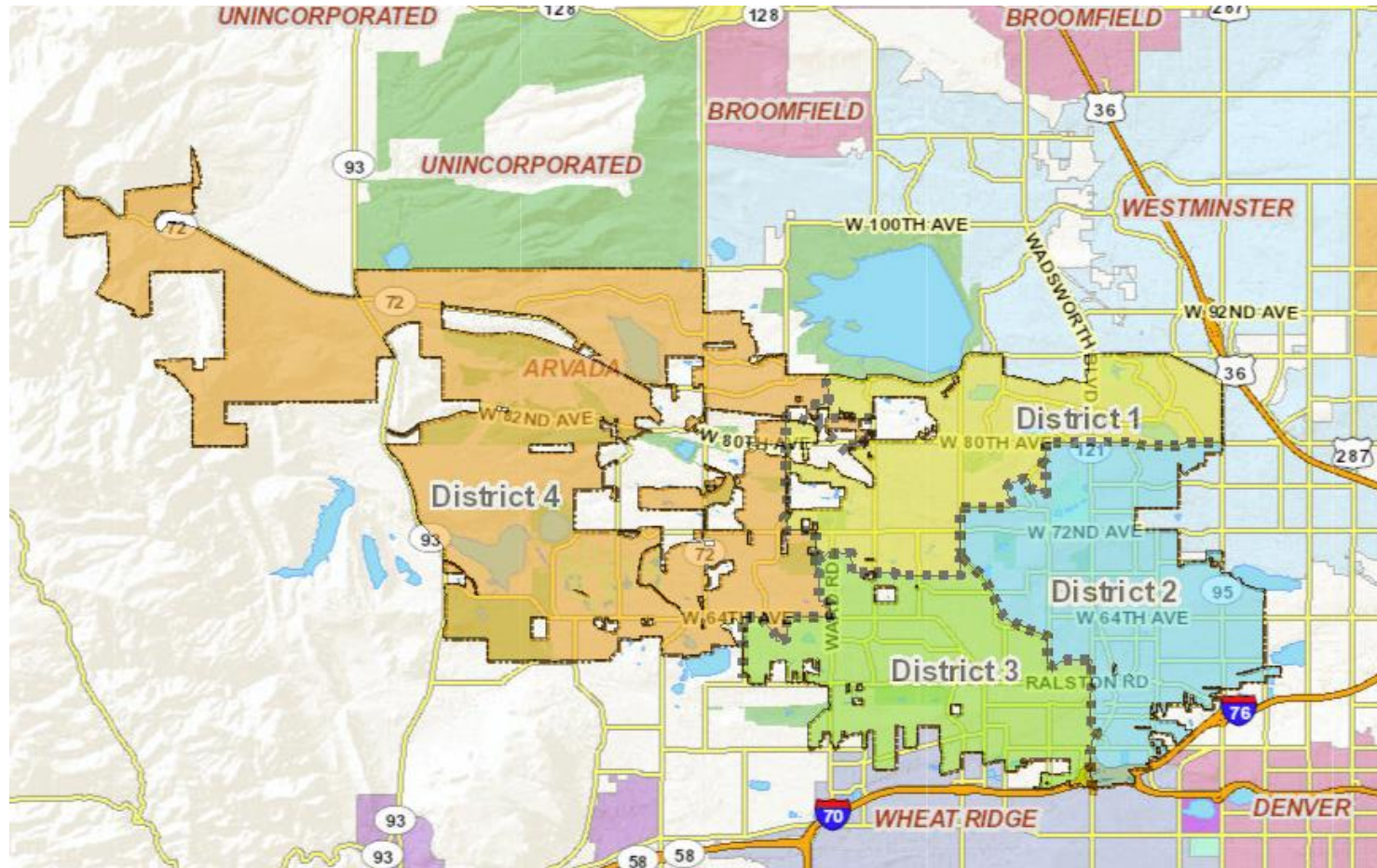
“Growth, done correctly, is a good thing. When the priorities are screwed up, growth becomes disconnected, difficult and a challenge. If you can’t get around, or the businesses you are looking for don’t exist within the city, then take your tax dollars somewhere else.” – Male, 65-74 years of age, Reluctant

Appendix

- City Council District Map
- Data Tables



City Council District Map



Data Tables

Overall Satisfaction

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Overall Satisfaction (% Extremely + Very Satisfied)	69	68	64	75	68	74	62	69	64	73	82	65	79
% Extremely Satisfied	17	20	19	15	13	15	12	13	16	17	37	12	22

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Overall Satisfaction (% Extremely + Very Satisfied)	71	70	79	65	61	70	70	70	75	72	74	64	72
% Extremely Satisfied	12	14	25	17	28	23	12	16	23	18	11	17	16

Data Tables

Service Ratings

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
(% Extremely + Very Well)													
Maintaining/expanding transportation network	39	45	44	38	30	39	40	46	33	35	36	32	45
Maintaining city parks, trails and sports fields	85	86	80	89	87	100	87	83	77	88	78	84	89
Maintaining a city that is safe from crime	65	67	60	68	67	76	54	69	60	74	76	66	71
Maintaining an efficient and effective local government	48	50	44	51	46	67	45	42	37	50	51	44	56

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
(% Extremely + Very Well)													
Maintaining/expanding transportation network	44	40	52	31	30	42	37	41	45	34	32	41	45
Maintaining city parks, trails and sports fields	92	96	92	77	86	82	82	91	81	90	82	86	91
Maintaining a city that is safe from crime	72	71	59	64	67	65	60	73	75	67	65	64	66
Maintaining an efficient and effective local government	62	45	53	41	49	40	42	60	60	40	52	52	50

Data Tables

Supporting of Economic Growth

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Strongly Support Economic Growth	46	38	50	46	49	69	58	43	32	31	41	51	41
Somewhat Support Economic Growth	39	40	36	39	41	25	25	44	50	51	44	34	45
Somewhat Oppose Economic Growth	10	14	7	9	10	0	14	7	12	14	15	11	9
Strongly Oppose Economic Growth	5	7	7	6	0	6	4	6	5	4	0	4	5
(% Strongly + Somewhat Support)													
Residential Growth	54	52	50	61	53	75	55	51	43	51	59	60	54
Business Growth	93	89	93	95	96	97	94	94	91	89	95	91	94
Visitor and Tourism Growth	83	78	87	81	87	78	80	88	82	87	93	86	82

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Strongly Support Economic Growth	65	38	51	36	50	36	41	55	40	36	51	47	59
Somewhat Support Economic Growth	28	49	39	43	25	42	46	33	46	42	41	33	38
Somewhat Oppose Economic Growth	2	14	9	14	13	17	7	9	5	8	6	15	3
Strongly Oppose Economic Growth	6	0	1	7	12	5	6	3	8	13	2	5	1
(% Strongly + Somewhat Support)													
Residential Growth	75	67	52	43	52	44	53	64	64	63	46	46	64
Business Growth	98	97	93	90	88	90	93	95	95	93	89	95	99
Visitor and Tourism Growth	86	81	81	83	81	85	81	84	92	79	83	75	92

Data Tables

Aspects of Growth

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
(% Definitely + Probably)													
Will destroy the very fabric that makes our community special	16	22	18	13	11	6	15	15	19	20	21	16	15
Is essential for the city to remain competitive	70	67	72	70	71	94	67	70	57	66	65	69	73
Is necessary have the kinds of services we want	77	71	80	79	78	100	77	67	74	69	67	74	81
Should be kept to a minimum	21	21	22	14	26	17	17	21	15	32	28	21	21
Will encourage unwanted people to move here	24	24	31	20	22	16	29	21	27	24	29	26	21
Will allow the City to make much-needed improvements	64	57	72	64	63	87	63	62	54	56	56	60	68

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
(% Definitely + Probably)													
Will destroy the very fabric that makes our community special	5	15	13	23	31	27	13	9	19	18	12	22	4
Is essential for the city to remain competitive	86	76	75	59	70	59	73	75	67	62	82	62	83
Is necessary have the kinds of services we want	91	81	80	67	83	71	77	80	79	77	79	76	82
Should be kept to a minimum	14	11	8	31	41	22	19	18	27	32	19	20	7
Will encourage unwanted people to move here	8	31	17	33	43	36	21	15	24	19	27	31	14
Will allow the City to make much-needed improvements	81	70	62	53	64	66	59	66	74	48	67	57	78

Data Tables

Growth Satisfaction

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Growth Satisfaction (% Extremely + Very Satisfied)	33	32	40	37	20	46	30	37	31	28	24	28	38
% Extremely Satisfied	4	7	1	7	0	8	3	2	2	6	6	2	4

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Growth Satisfaction (% Extremely + Very Satisfied)	43	42	36	26	31	31	29	38	47	19	25	36	40
% Extremely Satisfied	9	4	5	2	3	4	3	6	13	4	5	4	4

Data Tables

Growth Pace

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
We are stuck in the past and not moving forward	2	2	2	0	4	3	5	1	0	1	1	2	2
We are growing slowly, but not fast enough	16	11	19	17	18	31	13	19	10	11	12	13	16
We are growing at a safe, stable, and sustainable pace	39	47	37	40	30	48	42	39	33	35	39	42	41
We are growing a little faster than I am comfortable with	25	22	22	28	27	15	17	20	35	32	31	21	26
We are growing much too quickly and it is not good for our city	18	18	19	15	20	3	22	21	22	22	16	21	14

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
We are stuck in the past and not moving forward	1	0	1	3	0	2	3	1	0	0	1	2	5
We are growing slowly, but not fast enough	33	17	11	8	12	8	16	21	8	14	5	13	31
We are growing at a safe, stable, and sustainable pace	52	49	43	29	43	33	37	45	49	42	49	33	40
We are growing a little faster than I am comfortable with	8	24	28	33	25	32	27	18	25	24	34	26	16
We are growing much too quickly and it is not good for our city	6	10	17	27	21	26	16	14	18	20	11	25	8

Data Tables

Desired Services

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
% Want More (Top-Tow Box)													
Affordable housing	44	48	40	51	36	56	29	30	46	56	48	38	53
Higher-density housing	33	33	21	43	38	59	34	31	24	26	24	30	40
Luxury, high-end custom homes with large yards	24	19	20	21	34	28	34	32	21	6	15	25	21
Employers that offer unskilled, minimum-wage jobs	19	15	25	18	18	14	26	15	16	21	19	13	23
Employers that offer entry-level, semi-skilled jobs	69	61	75	75	64	73	67	70	68	65	68	69	71
Employers that offer highly-skilled, professional-level jobs	82	82	82	78	86	82	81	90	87	80	75	84	85
Public transportation such as buses and commuter rail	49	54	43	49	49	68	52	41	43	43	45	42	58
Ride-sharing companies such as Lyft, Uber and Zipcar	30	33	27	28	33	47	43	18	24	17	30	28	34
Scooter and bike-sharing options such as Lime, Bird and Jump	31	31	30	34	27	59	28	26	23	20	18	22	39
Open space	77	80	76	80	72	85	87	74	74	70	71	73	83
Public parks and sports fields	62	62	63	60	63	74	69	61	58	52	53	61	65
Unpaved running and walking trails	69	71	65	69	71	85	73	78	68	49	46	66	71
Paved paths for walking and biking	72	69	68	76	74	72	74	80	77	61	65	71	73

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
% Want More (Top-Tow Box)													
Affordable housing	55	25	39	43	62	41	38	48	70	57	55	40	32
Higher-density housing	53	36	27	26	35	27	29	42	34	40	38	27	40
Luxury, high-end custom homes with large yards	27	28	26	21	41	16	26	23	8	20	11	17	45
Employers that offer unskilled, minimum-wage jobs	25	19	9	17	25	26	11	20	19	30	22	14	14
Employers that offer entry-level, semi-skilled jobs	72	71	67	67	82	73	70	62	76	80	73	63	69
Employers that offer highly-skilled, professional-level jobs	88	82	81	81	60	85	80	88	74	76	85	82	93
Public transportation such as buses and commuter rail	72	51	49	38	32	40	48	61	51	48	39	53	54
Ride-sharing companies such as Lyft, Uber and Zipcar	40	33	34	24	23	18	32	38	31	19	20	26	49
Scooter and bike-sharing options such as Lime, Bird and Jump	45	45	25	23	26	14	36	37	34	25	30	26	47
Open space	87	84	79	71	87	70	78	80	89	74	80	79	75
Public parks and sports fields	76	68	67	53	60	55	63	67	67	56	61	71	64
Unpaved running and walking trails	86	77	73	58	26	61	75	77	55	58	67	76	75
Paved paths for walking and biking	84	80	76	63	45	63	74	81	66	65	64	81	78

Data Tables

Sources of Revenue

			Council District				Age						Gender	
Total			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
Revenue Source (% Top Rank)														
State and Federal Governments		20	22	22	18	18	30	18	22	18	12	22	15	25
Local Sales Tax		27	21	26	33	27	18	28	33	30	29	25	34	23
Property Tax		50	52	49	44	54	53	53	44	43	51	45	41	51
Service Fees (Water, Stormwater, Wastewater)		5	5	9	6	0	0	5	1	10	8	6	7	4

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
		89	47	72	259	30	109	173	151	50	56	53	101	104
Revenue Source (% Top Rank)														
State and Federal Governments		25	22	18	19	25	18	20	21	25	17	22	14	21
Local Sales Tax		24	34	29	27	17	29	31	24	22	24	23	29	33
Property Tax		51	45	52	47	44	45	49	52	53	46	50	53	47
Service Fees (Water, Stormwater, Wastewater)		2	0	3	8	14	11	3	2	10	6	2	6	1

Data Tables

Facts about Revenue Sources

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Very Surprising	35	33	34	34	41	49	34	33	22	35	49	30	42
Somewhat Surprising	36	41	37	32	31	43	36	33	37	36	25	32	37
Not Very Surprising	15	16	13	17	15	8	16	12	17	18	13	14	12
Not At All Surprising	14	10	16	17	13	0	14	22	24	12	14	23	9

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Very Surprising	40	21	45	34	44	34	31	40	63	40	33	28	35
Somewhat Surprising	45	51	23	32	39	30	39	37	23	33	39	37	38
Not Very Surprising	7	19	14	16	9	16	17	10	5	21	16	16	11
Not At All Surprising	8	8	18	17	7	19	13	13	9	7	13	19	16

Data Tables

Generating More Revenues

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
(% Strongly + Somewhat Support)													
Increase sales tax that residents pay	45	43	42	46	49	49	52	46	40	44	44	42	50
Increase property tax that residents pay	29	27	25	34	30	39	33	32	20	26	26	29	30
Increase the number of residents	48	43	48	54	49	69	42	47	42	45	56	54	49
Increase the number of non-residents/visitors	91	90	98	83	95	87	97	94	92	91	91	92	92
Keep taxes and the population the same	24	25	28	25	20	7	29	22	25	28	29	24	22

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
(% Strongly + Somewhat Support)													
Increase sales tax that residents pay	54	52	44	41	25	38	46	55	41	41	49	48	49
Increase property tax that residents pay	44	32	31	21	16	18	27	42	20	36	42	34	33
Increase the number of residents	66	41	49	42	64	40	47	55	47	47	55	40	59
Increase the number of non-residents/visitors	92	88	94	92	93	93	92	91	93	88	89	86	98
Keep taxes and the population the same	12	28	19	31	25	35	25	16	29	23	34	22	15

Data Tables

Attracting New Businesses

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Arvada is Attractive for Businesses (% Definitely + Probably)	71	71	73	67	72	78	66	73	63	78	75	69	77
% Definitely	34	40	35	28	32	34	31	28	31	45	38	29	41
Would like to see more businesses	84	83	83	82	86	100	93	80	79	74	80	82	88
Would like to see the same number of businesses	14	14	14	15	13	0	7	18	17	25	20	16	11
Would like to see fewer businesses	2	2	3	3	1	0	0	1	4	1	0	2	1

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Arvada is Attractive for Businesses (% Definitely + Probably)	77	77	69	69	70	79	72	67	85	72	76	67	69
% Definitely	29	38	35	36	51	36	36	28	43	29	42	31	30
Would like to see more businesses	96	82	85	81	90	82	84	88	81	78	86	84	94
Would like to see the same number of businesses	4	18	15	17	10	17	15	10	19	20	13	14	6
Would like to see fewer businesses	1	0	0	3	0	2	1	1	0	2	2	3	0

Data Tables

Desired Restaurants

			Council District				Age						Gender	
Total			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
% Want More (Top-Two Box)														
	Fast Food restaurants	14	15	12	14	16	10	12	15	25	14	8	13	14
	Fast Casual restaurants	55	49	53	55	61	61	69	58	54	44	37	58	56
	Casual Dining restaurants	81	81	80	79	85	90	85	86	81	77	65	80	84
	Fine Dining restaurants	66	60	66	65	75	73	77	66	60	65	63	69	67

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
		89	47	72	259	30	109	173	151	50	56	53	101	104
% Want More (Top-Two Box)														
	Fast Food restaurants	9	8	15	17	15	22	11	12	19	10	12	11	13
	Fast Casual restaurants	55	62	66	50	47	65	47	59	46	50	64	59	61
	Casual Dining restaurants	87	80	90	77	69	87	78	85	68	77	79	88	92
	Fine Dining restaurants	67	81	71	63	36	66	68	72	41	53	77	70	80

Data Tables

Desired Retail Stores

		Council District				Age						Gender		
		Total	1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
% Want More (Top-Two Box)														
	Small "mom-and-pop" retail establishments	87	89	85	88	85	97	94	86	86	76	70	81	90
	Well-known brand stores	61	63	58	60	63	63	73	52	57	62	63	51	68
	Large Department Stores	29	30	29	28	29	22	29	26	28	37	43	26	30
	Shopping areas with a wide variety of stores	80	78	79	82	83	100	85	82	75	72	56	75	86
	Discount Stores	24	32	22	19	22	15	33	20	31	23	18	20	28
	Liquor Stores	7	7	8	7	7	6	14	7	11	5	1	8	9
	Gyms/Fitness Centers	23	22	25	31	13	36	28	27	14	13	7	27	20

	Residency (Years)				Education				Income					
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+	
	89	47	72	259	30	109	173	151	50	56	53	101	104	
% Want More (Top-Two Box)														
	Small "mom-and-pop" retail establishments	91	89	90	83	84	85	86	88	88	82	80	90	91
	Well-known brand stores	72	61	65	54	35	51	63	68	52	54	57	62	74
	Large Department Stores	19	29	25	35	32	31	29	25	18	38	32	22	28
	Shopping areas with a wide variety of stores	96	86	85	71	68	74	84	84	71	68	89	82	90
	Discount Stores	21	29	29	24	30	30	27	18	30	29	23	29	17
	Liquor Stores	11	9	8	6	10	8	7	9	7	4	13	7	10
	Gyms/Fitness Centers	35	14	19	19	21	17	25	24	25	22	26	23	26

Data Tables

Desired Grocery Stores

			Council District				Age						Gender	
Total			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
% Want More (Top-Two Box)														
	Small Convenience Stores	7	6	8	10	4	6	11	7	9	5	6	9	7
	Large Supermarkets	27	30	24	27	28	21	18	25	38	30	43	31	26
	Health Food/Organic Food Stores	51	52	47	53	51	77	63	45	45	40	25	43	58
	High-End Specialty Food Stores	48	47	49	52	45	63	58	53	43	39	27	45	50
	Drug Stores	14	15	12	17	12	12	14	13	19	12	16	14	14

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
		89	47	72	259	30	109	173	151	50	56	53	101	104
% Want More (Top-Two Box)														
	Small Convenience Stores	8	6	3	8	12	11	7	4	7	13	14	6	3
	Large Supermarkets	26	22	22	31	33	32	24	28	33	37	27	25	30
	Health Food/Organic Food Stores	74	65	47	39	36	42	56	56	44	50	50	50	61
	High-End Specialty Food Stores	61	57	48	40	23	46	50	53	34	40	49	46	64
	Drug Stores	17	12	9	15	38	15	11	13	28	15	7	11	18

Data Tables

City Characteristics

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
(% Excellent + Good)													
Having a large number of people for businesses to hire	58	63	49	63	58	70	56	58	51	61	44	53	60
Having support from our city government	58	64	52	54	60	68	51	57	50	65	54	51	64
Having easy access to transportation	51	52	60	56	38	66	53	52	40	51	45	43	57
Having enough residents living nearby	70	70	68	74	70	84	78	71	64	66	47	60	77
Having a diverse mix of residents	51	49	54	56	46	40	58	54	48	51	68	49	52
Having a good mix of other businesses nearby	35	33	42	34	33	29	35	41	35	40	27	32	36
Having sufficient commercial real estate	42	43	40	44	39	40	45	44	35	43	39	35	45

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
(% Excellent + Good)													
Having a large number of people for businesses to hire	68	57	57	53	55	55	59	59	49	56	59	59	64
Having support from our city government	65	54	57	56	56	53	56	65	59	45	56	56	64
Having easy access to transportation	57	61	52	46	62	50	47	55	50	43	60	56	55
Having enough residents living nearby	82	74	69	64	72	66	69	73	48	63	73	73	75
Having a diverse mix of residents	45	45	58	52	59	60	45	50	50	52	46	50	56
Having a good mix of other businesses nearby	35	29	46	32	57	34	31	34	30	34	33	29	45
Having sufficient commercial real estate	50	39	50	35	45	42	40	40	42	39	47	46	38

Data Tables

Number of Residents & Businesses

			Council District				Age						Gender		
Total			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female	
			144	107	101	148	34	81	86	106	101	50	197	227	
Need for having enough residents															
% Yes, I've thought about it before			77	75	77	73	85	78	81	81	76	74	66	82	71

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
		89	47	72	259	30	109	173	151	50	56	53	101	104
Need for having enough residents														
% Yes, I've thought about it before		74	80	82	77	72	69	79	81	64	64	70	84	88

Data Tables

Growth Desire

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		144	107	101	148	34	81	86	106	101	50	197	227
Much More Desirable	17	14	11	21	24	22	18	22	13	12	22	19	15
Somewhat More Desirable	60	65	68	54	50	70	52	56	55	67	62	55	69
Somewhat Less Desirable	13	15	8	11	19	4	12	14	23	11	12	16	9
Much Less Desirable	10	6	12	13	7	4	18	8	9	11	5	10	7

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	89	47	72	259	30	109	173	151	50	56	53	101	104
Much More Desirable	23	12	11	17	33	11	13	21	12	19	9	16	28
Somewhat More Desirable	67	68	63	55	46	62	62	60	62	58	84	54	59
Somewhat Less Desirable	4	9	19	17	17	15	12	13	18	12	5	18	9
Much Less Desirable	6	11	7	12	4	12	13	6	8	12	2	13	4

Data Tables

Importance of Growth

			Council District				Age						Gender	
Total			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
Importance of Growth														
Definitely	37		36	35	37	39	67	34	35	23	29	34	34	40
Probably	46		45	49	48	40	27	44	46	58	52	52	48	47
Probably Not	14		14	10	10	19	6	15	12	16	18	12	16	10
Definitely Not	4		4	5	4	2	0	7	7	3	1	2	3	4

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
Importance of Growth		89	47	72	259	30	109	173	151	50	56	53	101	104
	Definitely	56	38	33	28	49	27	33	45	38	32	34	29	52
	Probably	37	47	51	48	40	58	45	39	50	50	58	50	37
	Probably Not	7	13	10	18	7	12	16	14	10	15	8	15	10
	Definitely Not	1	2	6	5	3	4	5	2	3	3	0	6	1

Data Tables

Growth Areas

	Total	Council District				Age						Gender	
		1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
		107	81	82	114	32	64	68	85	83	42	156	195
(% Definitely + Probably)													
More tax revenue by having more jobs / employers	78	78	71	77	86	84	83	82	71	66	83	76	79
More tax revenue by having more residents living in Arvada	40	36	39	39	46	48	31	42	35	40	44	42	39
More tax revenue by having more retail shopping in Arvada	79	83	81	70	82	84	80	76	76	76	79	78	78

	Residency (Years)				Education				Income				
	5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
	82	39	60	195	26	91	134	123	43	46	48	79	90
(% Definitely + Probably)													
More tax revenue by having more jobs / employers	80	75	73	78	81	70	76	84	59	75	80	73	87
More tax revenue by having more residents living in Arvada	47	38	36	38	58	33	35	46	36	50	34	23	55
More tax revenue by having more retail shopping in Arvada	77	74	78	80	72	77	80	79	56	73	74	77	88

Data Tables

Self-contained Communities

		Total	Council District				Age						Gender	
			1	2	3	4	Under 35	35 to 44	44 to 54	55 to 64	65 to 74	75 and over	Male	Female
			144	107	101	148	34	81	86	106	101	50	197	227
	It's a Great Idea	40	39	35	40	46	66	35	39	36	33	22	35	45
	It's an Okay Idea	42	40	45	45	36	27	47	41	41	51	56	44	41
	It's Not a Very Good Idea	10	9	11	5	14	3	9	6	15	8	17	12	7
	It's an Awful Idea	9	12	9	10	5	3	9	13	8	8	5	10	7

		Residency (Years)				Education				Income				
		5 or less	6 to 10	11 to 19	20+	HS or less	Some Col	College Grad	Post Grad	<50K	50-74K	75-99K	100-149K	150K+
		89	47	72	259	30	109	173	151	50	56	53	101	104
	It's a Great Idea	56	46	33	32	43	22	40	50	35	37	48	36	59
	It's an Okay Idea	34	37	47	45	47	58	39	34	53	52	36	46	31
	It's Not a Very Good Idea	5	12	11	11	8	10	10	9	4	6	10	11	4
	It's an Awful Idea	5	5	9	12	2	10	12	7	8	5	6	7	6



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