

# **CITY OF ARVADA**

# **RESIDENTIAL ECONOMIC DEVELOPMENT SURVEY**

**DECEMBER 2022**

# Table of Contents

EXECUTIVE SUMMARY	03
BACKGROUND	07
METHODOLOGY	08
RESIDENT SATISFACTION	13
ATTITUDES TOWARD GROWTH	16
UNDERSTANDING CITY REVENUES	26
ATTRACTING NEW BUSINESSES	29
DESIRE FOR AFFORDABLE HOUSING	31
APPENDIX	51

# Executive Summary

The focus of the 2022 Arvada Residential Economic Growth and Development Survey was largely around the topic of affordable housing. The impetus stemmed from last year's survey among Arvada's Business Community, revealing the significant challenges businesses face when it comes to finding and retaining qualified employees, especially for entry level positions. Contributing to the lack of a sufficient labor pool is the lack of affordable housing available in Arvada.

In the 2020 Residential Survey, residents indicated their preferred mode of economic support to the City was through business growth while their least preferred was through residential growth (although still supported by just over half of residents). This year's Residential Survey sought to demonstrate the interrelationships between business and residential growth, with residential growth being necessary to provide the labor pool businesses need to operate successfully.

This was explained in the survey through a series of steps, each building upon the next. When the initial premise was put forth explaining that businesses are struggling to find employees and that Arvada's lack of affordable housing is contributing to the challenges which local businesses face, there was *some* degree of support for the idea of creating more affordable housing, especially among respondents who are younger and newer to the City (typically residents of less than five years), although many others, especially longer-term residents (10+ years) and those who are politically more conservative, remained resistant to the idea of residential growth and affordable housing, even as a means to attract workers which local businesses need.

This resistance was somewhat expected given the findings of the 2020 Residential Survey, which is why the 2022 survey explored whether that resistance could be assuaged by sharing new information on the ways in which affordable housing could benefit residents: reduced commuter traffic, affordable housing options for their own family members and of course, helping local businesses succeed, thereby providing revenues which the City needs. Respondents were also informed that "affordable housing" did not mean low-income, government-subsidized housing that might conflict with Arvada's look-and-feel, but high-quality, aesthetically-pleasing housing in the \$350-550k range. And to prevent urban sprawl and ensure efficiency in design, it would be built as higher-density communities.

However, the more information that was shared, the more resistant many respondents became. Some support was lost because they did not consider affordable housing to be homes which sell for \$350-550k, seemingly out-of-reach to first-time homeowners and/or those who are needed to fill entry-level jobs (although others were admittedly relieved to hear that price point). References to higher-density developments, even when described as a solution to ensure that the housing would be aesthetically pleasing and consistent with the design architecture of the City was also met with resistance among some. And in-between these two points of contention was an overarching effect where the more we shared, the more we saw respondents think about how residential growth may impact them personally, as opposed to their initial, more emotional positive reaction of wanting to help local businesses succeed. By the end of the survey, we saw a number of people who suggested that if forced to choose between increased commuter traffic and affordable housing, their preference would be more traffic.

# Executive Summary

(Continued)

From a communications standpoint, we find ourselves with the following key take-aways:

- 1) Trying to convince residents that affordable housing is a necessary way to support local businesses is not just difficult but an argument of diminishing returns.
- 2) At the root of the resistance (beyond the resistance to growth) is a lack of conviction that affordable housing is the only and/or best solution for Arvada's local business community to survive.

*“(What I think is) extremely important to share (with Arvada residents) is that all the labor needed by Arvada does not need to live in Arvada.”*

*“Yes, I have thought about availability of workers, but this is not just an issue for city of Arvada. This is not Aspen. Arvada is not isolated. It is located in the very highly populated front range, with excellent access to employee resources. For example, high-end communities like Ken Caryl, Greenwood Village, and Cherry Creek are not concerned with the availability of labor (in their communities).”*

*“I don't know that anyone cares that people who work in Arvada don't live in Arvada. I think a lot of people who live in Arvada don't work in Arvada. I think people see Denver/Aurora/Commerce City/Thornton/Broomfield/Westminster/Arvada etc. as one big metro with housing becoming more affordable as you get farther from Denver/Golden/Boulder.”*

*“If you can only afford Aurora, live and work in Aurora. I want to live in Aspen. I still live in Arvada until I can afford both.”*

# Executive Summary

(Continued)

The resistance to affordable housing is linked strongly to the sense that residential growth is already detracting from what they enjoy about Arvada, which is likely why resistance to residential growth increases with length of residency. And it's not just having "more people" living in the City. Many talked about residential growth and crime as being inextricably linked, frequently referencing the loss of "the old days" where people knew one another, trusted one another and didn't have to think about a new development overtaking the field played in when they were young.

*"As longtime residents of Arvada, we feel that the city has changed dramatically in the last 10 years, and not for the better. We have more traffic and crime, and the town I knew as a kid is pretty much gone. The development at Candelas is just unchecked sprawl. The trails I used to enjoy are overcrowded and less friendly. We understand that growth can be good and necessary, but we would have preferred some constraint similar to Boulder. It feels like we were just exploited by out-of-state developers seeking a quick profit. I'm also concerned that city officials often make decisions that are in their best interest rather than the best interest of the community. We're also heartsick that we lost another police officer. It truly makes us wonder what happened to the town we loved."*

*"Way too many people moving to Arvada. Housing developments are destroying the natural landscape and there has been a steady increase in crime, littering, etc. with unsustainable growth that is ruining our community. I can no longer park my car outside of my garage for fear of it being broken into, park my bike at stores without concern for it being stolen, or bike or run anywhere without seeing previous green space turned into housing developments and trails over saturated. The increase in homelessness has made some areas of our city unusable. Additionally, the sheer number of times we have needed to shelter in place for high-speed chases in the past few years is abhorrent."*

# Executive Summary

(Continued)

In addition to assessing reactions to affordable housing, the 2022 Residential Economic Growth and Development Survey re-asked many questions which were included in the 2020 survey, and here too, results point to a greater resistance toward growth:

- When it comes to overall satisfaction with living in the City of Arvada, ratings are down eight points since 2020 (69% to 61% “Extremely” or “Very Satisfied”). Satisfaction with how well the City is managing growth and development is down seven points (33% to 26% “Extremely” or “Very Satisfied”).
- More residents today believe Arvada is growing too quickly (from 43% in 2020 to 50%) which in turn has contributed to a decline in support for economic growth (from 46% “Strongly Supportive” in 2020 to just 28% today).
- Some of the disfavor toward growth is connected to rather dramatic declines in respondents’ ratings of City services, all of which have fallen significantly, especially *keeping the city safe from crime* (which went from 65% saying the City is doing this “Extremely or Very Well” in 2020 to only 35% in 2022).

However, it is not accurate to say from these data that respondents are asking to go back in time. We find that their desire for the types of services they want (improvements to transportation, and maintenance and improvements of outdoor recreation space, creation of jobs) has remained the same as two years ago. In addition, economic growth is still recognized by respondents as necessary to support City services, but there is a desire to see residential growth hold at its current levels rather than continue to increase.

Rather, it appears that residents want to feel a greater degree of confidence that residential growth can be accomplished without increases to crime, litter, homelessness and stress on the City’s infrastructure before they are willing to engage in a positive and open-minded discussion about residential growth. Until then, we will likely see reactions which mirror the findings from this survey, where support for local businesses through the creation of affordable housing can quickly become bogged down in concerns about how growth might transform Arvada in ways they do not like.

# Study Background

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

This is the second residential Economic Development Survey the City has conducted, the first occurring in the fall of 2020. In addition, the City has also explored issues of economic development among Arvada businesses, which took place during the fall of 2021 and is scheduled to be repeated in 2023.

The goal of these studies is to build upon one another in a way that aligns the interests of residents and businesses to create sustainable, positive growth, allowing the City to move forward in a way that is inclusive to the needs of all constituents.



# Study

## Methodology

Data for this survey were obtained by utilizing a mixed methods approach of mail-to-online and email-to-online data collection.

Households received a combination of email invitations along with postcards containing the survey link and passwords for participation. Only residents selected at random were eligible to participate and passwords limited participation to once per household.

Surveying occurred between August 29 and September 30, 2022. Residents who were randomly selected for the survey needed to be current residents of the City of Arvada to qualify for participation.

A total of 519 interviews were completed. The maximum margin of sampling error on a sample size of 519 interviews is +/- 4.3 points. Margins of sampling 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.



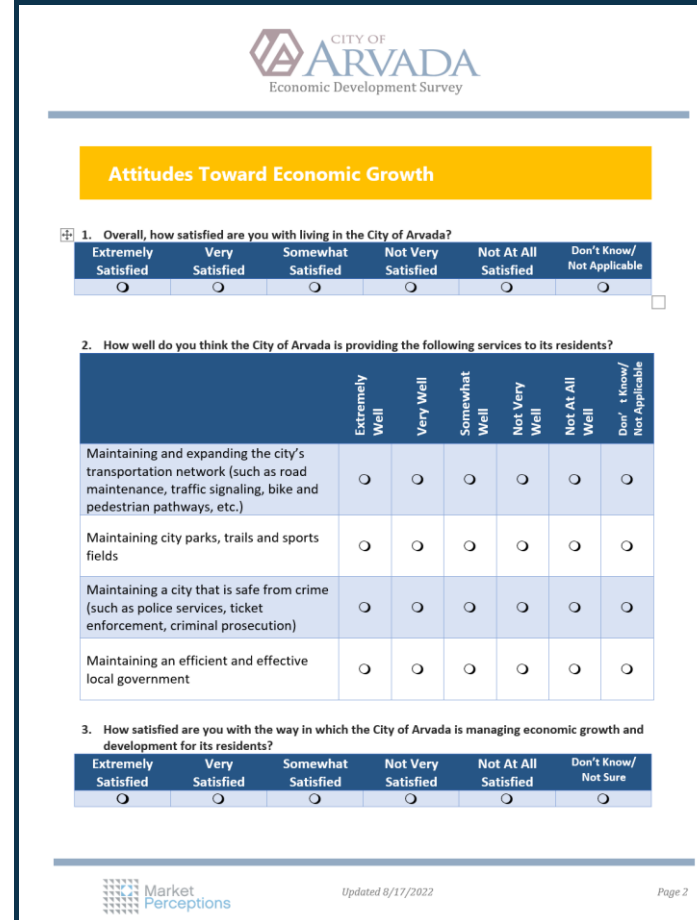
# Survey Instrument

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 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' attitudes for, and understanding of, affordable housing and its impact on the City's ability to grow and provide services to its residents
- Demographics

The questionnaire consists of 73 closed-ended questions as well as nine optional open-ended questions where participants were allowed to share what they were thinking. The survey took an average of 18 minutes to complete and utilized skip logic to present questions that were most relevant, based upon 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.



# Explanation of Terminology



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

## **Top-Box Responses**

Several survey questions provide respondents with different options to choose from, such as “Strongly Agree,” “Somewhat 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**

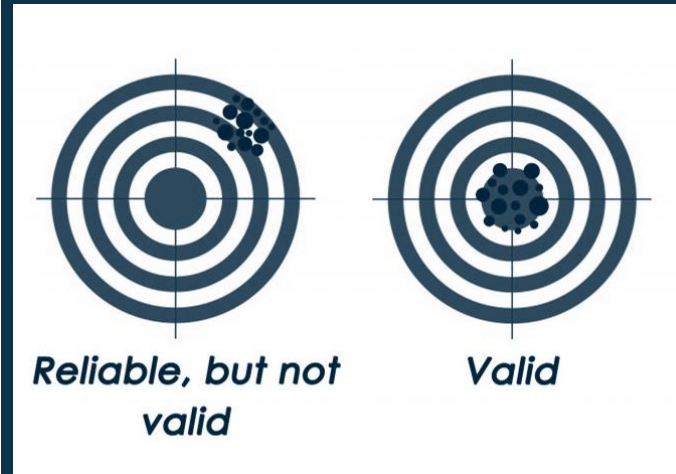
Statistical tests (typically t-tests of proportions) are used throughout the analysis to indicate which results are most likely to represent real differences in the data (as opposed to differences which fall within the margin of sampling error). Statistical significance testing is performed only when 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.



# Participant Demographics

The survey data gathered for this study have been statistically weighted in terms of age and Council District. Respondent demographic characteristics are largely similar between the 2020 and 2022 survey periods, with 2022 respondents having a higher percentage of male participants (46% versus 38% in 2020) and higher incomes (19% \$200,000+ versus 11% in 2020).

Weighted Base (n=500)	2020	2022	Population
Council District 1	25%	26%	24%
Council District 2	26%	26%	27%
Council District 3	24%	24%	25%
Council District 4	25%	24%	24%
Age 18 - 34	20%	18%	25%
Age 35 - 44	17%	16%	16%
Age 45 - 54	18%	17%	17%
Age 55 - 64	20%	19%	19%
Age 65 - 74	15%	14%	14%
Age 75 - 84	7%	7%	7%
Age 85 +	2%	3%	3%
Prefer not to answer	2%	5%	0%
Household with Children	30%	28%	32%

	2020	2022	Population
Male	38%	46% ↑	49%
Female	51%	46%	51%
Non-Binary/Other	1%	1%	0%
Prefer not to answer	10%	7%	0%
Annual Household Income			
< \$25,000	2%	2%	11%
\$25,000 - \$49,999	8%	6%	15%
\$50,000 - \$74,999	12%	8%	16%
\$75,000 - \$99,999	11%	9%	14%
\$100,000 - \$149,999	22%	22%	23%
\$150,000 - \$199,999	14%	14%	11%
\$200,000 +	11%	19% ↑	10%
Prefer not to answer	21%	20%	0%

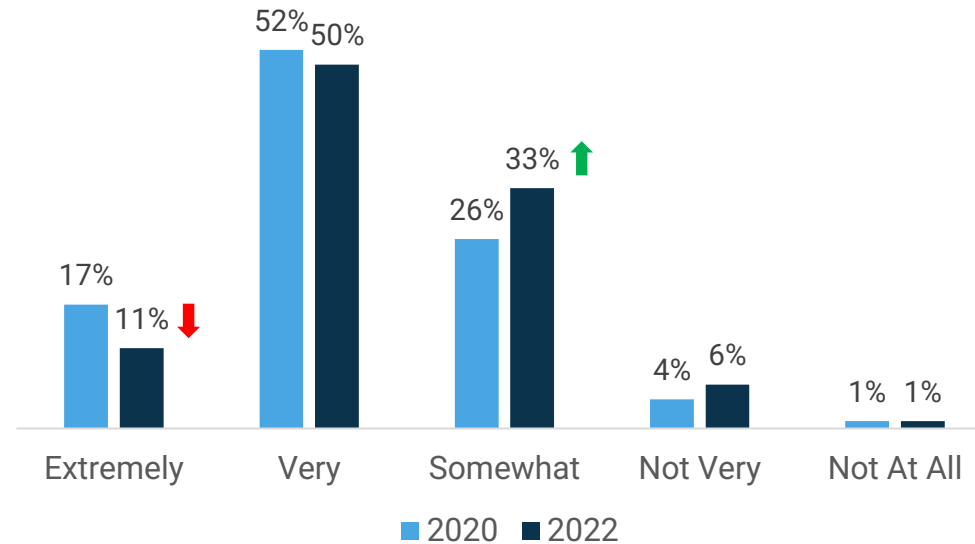
	2020	2022	Population
White	76%	82%	77%
Hispanic	7%	4%	14%
Black	<1%	1%	1%
Asian	2%	2%	2%
Native American	1%	1%	1%
Other	3%	3%	6%
Prefer not to answer	16%	12%	0%
Less than High School	0%	< 1%	5%
High School/GED	6%	3%	22%
Some College/Training	21%	19%	30%
Bachelor's Degree	36%	45% ↑	27%
Graduate Degree	35%	30%	16%
Prefer not to answer	2%	3%	0%

Population estimates are based on the ESRI forecasts. 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.

# Residents' Satisfaction



# Overall Satisfaction



When asked how satisfied they are with living in Arvada, scores slipped slightly since 2020, with six out of ten respondents today (61%) saying they are at least “Very Satisfied,” compared to 69% in 2020.

➔ The percentage of respondents saying they are “Extremely Satisfied” living in Arvada is down six points (17% to 11%), which shifted largely into the “Somewhat Satisfied” category, gaining seven points (26% to 33%). Other categories remained statistically unchanged.

➔ Demographically, those most satisfied living in Arvada are those who have lived in the City less than five years (71% “Extremely” or “Very Satisfied” versus 52% for those who have lived in the City for 20+ years), those who identify politically as Democrats (70% versus 50% for those who identify as Republicans) and those with higher educations (64% for those with college degrees versus 46% for those with less).

# Select Comments About Living in Arvada

Participants were able to share open-ended feedback throughout the survey, which in turn are shared throughout this report. Comments included in this report were selected for their ability to provide a fuller understanding of how participants responded to the closed-ended questions, including positive and negative perspectives. Demographic characteristics of length of residency, gender, political affiliation and council district are included to provide further context for each comment. When some or all demographic information is not shown, it is because the participant chose not to answer those questions.

*“Some of the reasons we like Arvada and chose to live here is the open space and Olde Town's quaintness: walkability while still seeing the mountains from Grandview Avenue, and the tasteful shops and restaurants.”*

*-- (Resident for 3 Years or Less, Female, Somewhat Liberal, District 3)*

*“I really do love Arvada. I think that for the most part, it is a very safe place to live. I would LOVE to see a commitment to more bicycle lanes and pedestrian lanes. To me, this will help encourage people to use this multi-use residential developments and bring more economic growth. If you can create a network between all of these homes, businesses and grocery stores will be key. I don't think I will ever leave this area if that happens.”*

*-- (Resident for 3 Years or Less, Female, Moderate, District 3)*

*“Loved living in Arvada for the first thirty-forty years. Currently not so much. Growth has advanced from approximately 25,000 when we moved here but our elected leaders obviously don't know how to keep up with the demands. We are no longer a small town but they have let it get out of control and now don't know how to handle it.”*

*-- (Resident for 20+ Years, Female, District 3)*

*“The character of Arvada has changed so much in the two years that I've lived here that we are moving. Can't believe how crowded it's getting!”*

*“As longtime residents of Arvada we feel that the city has changed dramatically in the last 10 years, and not for the better. We have more traffic and crime, and the town I knew as a kid is pretty much gone.”*

*-- (Resident for 20+ Years, District 4)*

*“We have considered moving out of Arvada a few times due to the change in character, noise and traffic that are dramatically different from when we moved here 15 years ago.”*

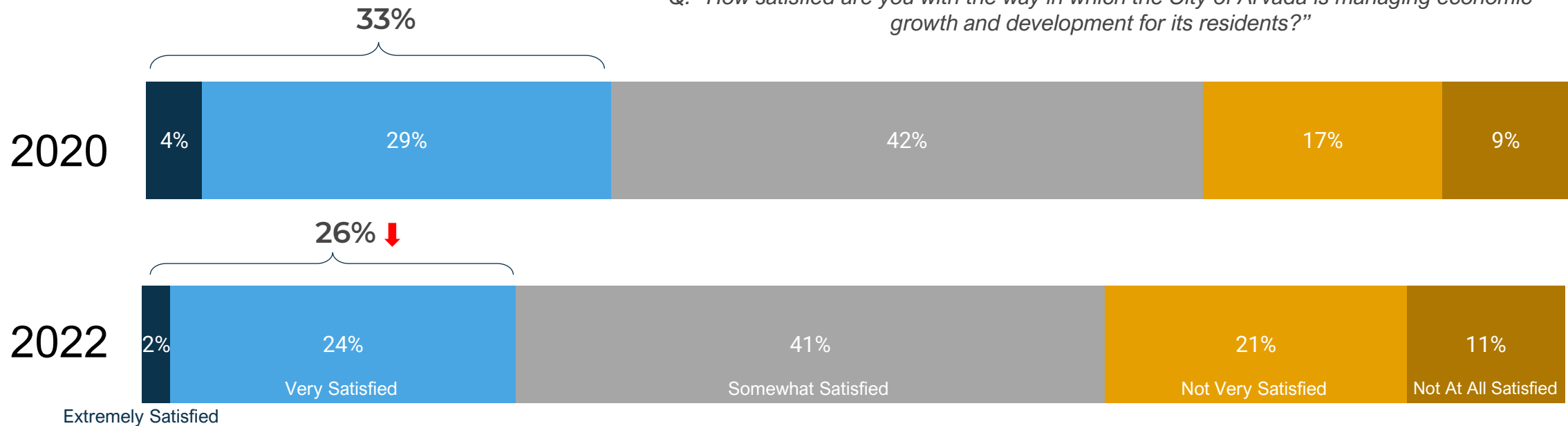
*-- (Resident for 11-19 Years, Female, Very Conservative, District 4)*

*“Arvada is not anything like it was when I grew up here. South Arvada is very dangerous nowadays.”*

*-- (Resident for 11-19 Years, Female, Very Conservative, District 4)*

# Growth Satisfaction

Q. "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 well they feel the City is managing economic growth and development for its residents, satisfaction here too slipped slightly since two years ago, although most respondents still choose the category of "Somewhat Satisfied" (41% in 2022 and 42% in 2020). While none of the individual response categories shifted by a statistically significant margin, the combined top-two box score of "Extremely" plus "Very Satisfied" is significantly lower than in 2020 (26% versus 33%).



Newer residents (five years or less) once again provide higher levels of satisfaction when it comes to how well they feel the City is managing economic growth compared to longer-term residents (48% top-two box versus 19% for those 6+ years). Younger residents (under 35 years of age) also report higher levels of satisfaction (48% top-two box) as do Democrats (39%) and those with annual household incomes of \$150k+ (40%).



# Growth Pace

In addition, slightly more respondents this year than in 2020 felt the current pace of growth in Arvada is either happening *a little faster than they are comfortable with* or that it is *growing much too quickly* (50% versus 43% in 2020).

On the other hand, only 15% chose either of the two options about the City not growing fast enough, 13% 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.”*

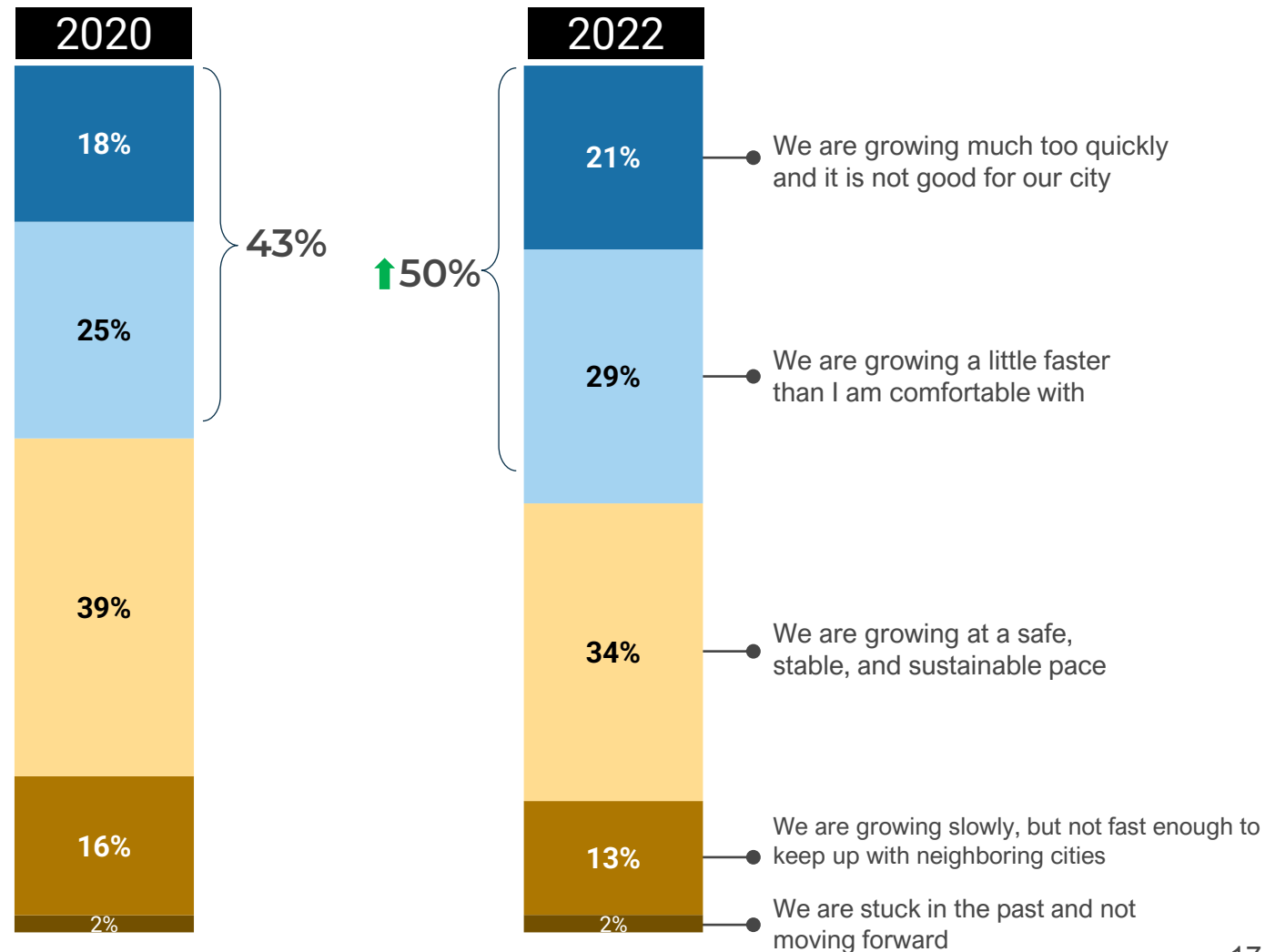


Half of the newer residents (<5 years) said the City is growing at a *safe, stable and sustainable pace* (49%), while 28% said the City is not growing fast enough.



Those who feel the City is growing too quickly are often older (65% top-two box score), those who have lived in the City 20+ years (67% top-two box score) and those with annual household incomes under \$50k (67%), all three groups being highly interrelated.

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



# Select Comments About Arvada's Growth

*"I think growth is important to any community if it wants to survive. I think controlled growth is important."  
-- (Resident for 20 Years or Longer, Female, Somewhat Liberal, District 2)*

*"Arvada has always done a good job of managing growth - both population growth and economic development - in a steady and balanced way."  
-- (Resident for 20 Years or Longer, Male, Somewhat Liberal, District 2)*

*"Arvada is a wonderful community as it is, but growth is inevitable, so managing the pace and form of growth is important."  
-- (Resident for 20 Years or Longer, Male, Somewhat Liberal, District 1)*

*"I'm middle of the road; steady economic growth."  
-- (Resident for 20 Years or Longer, District 1)*

*"We have too much growth going on. It's ruining the flavor of the city."  
-- (Resident for 11-19 Years, Male, Somewhat Conservative, District 4)*

*"Keep the small town charm and not overcrowd the place!"  
-- (Resident for 4-5 Years, District 2)*

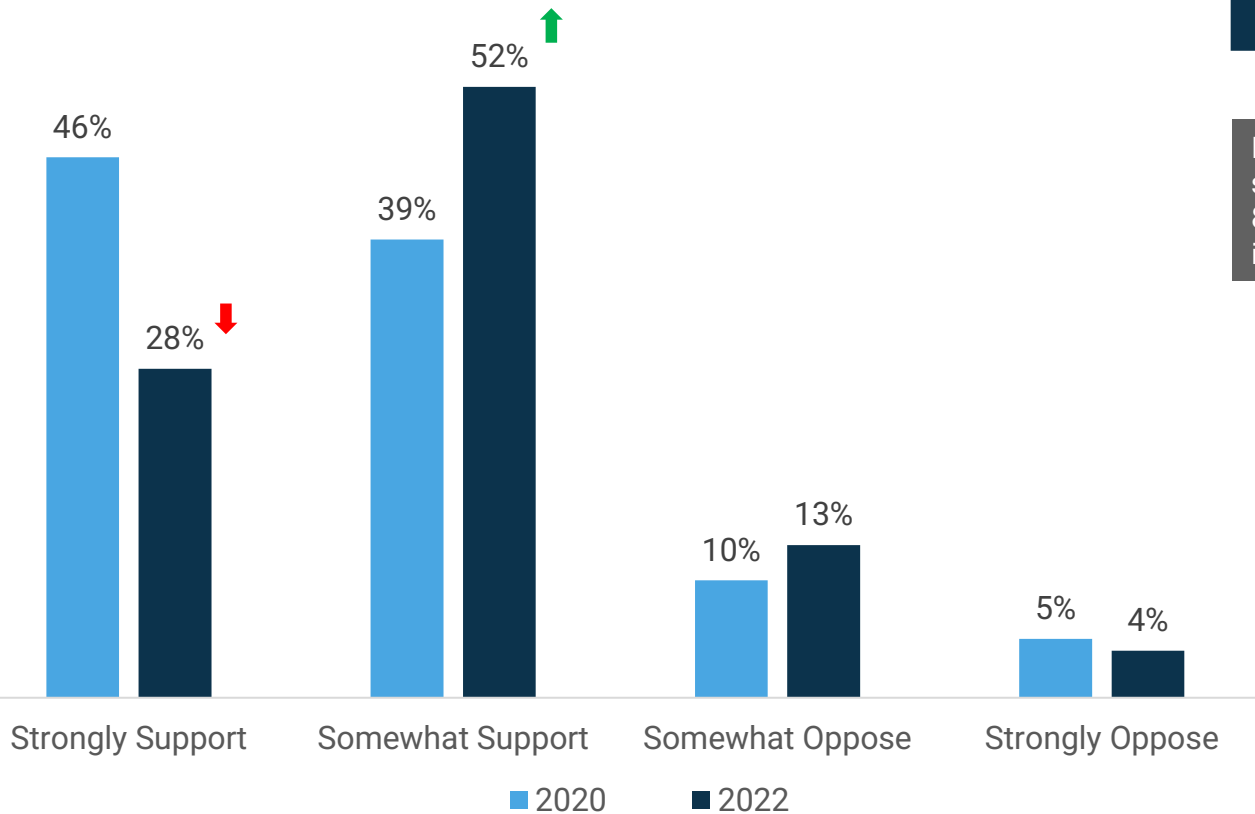
*Quit trying to grow the community. It will grow fast enough on its own."  
-- (Resident for 20 Years or Longer, Male, Somewhat Conservative, District 3)*

*"Arvada is growing too fast. Every small scrap of land is being bought and built on."  
-- (Resident for 20 Years or Longer, Female, Moderate, District 4)*

*"Keep Arvada the way it is now, no more growth!"  
-- (Resident for 4-5 Years, Male, Moderate, District 4)*

# Supporting Economic Growth

Q. "How much do you support or oppose economic growth in the City of Arvada?"



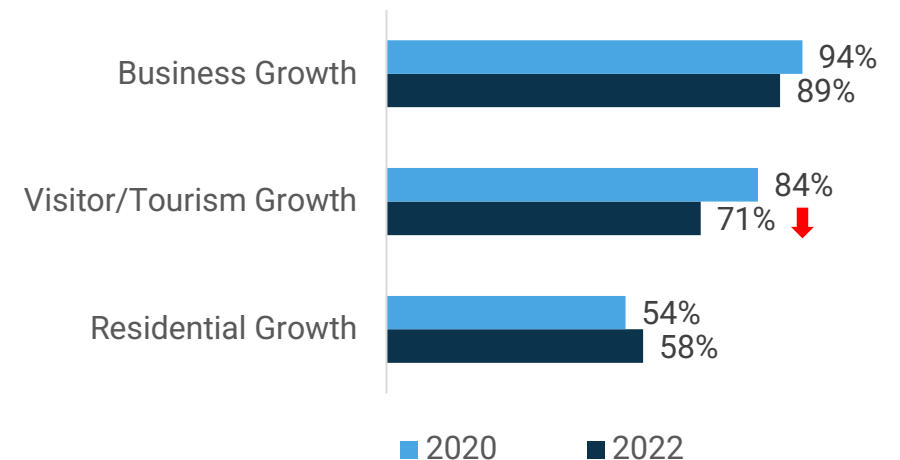
Given the previous findings, it is not surprising to see that support for economic growth has also declined since 2020, with the percentage who "Strongly Support" economic growth shifting rather dramatically, from 46% to 28%. However, opposition to growth is still low at just 17% (compared to 15% in 2020), with most respondents moving into the "Somewhat Supportive" category (growing from 39% to 52%).

➔ Those least supportive of growth are those who have lived in the City for more than 10 years (20% oppose), those 55+ years of age (21% oppose), those with conservative political leanings (28% oppose).

➔ Those most supportive of growth are respondents under 35 years of age (91% support), those who have lived in Arvada five years or less (89% support), those with the highest incomes (88% for those earning \$150k+), Democrats (88%) and those with children under the age of five (90%).

In terms of the types of growth supported, business growth remains the most popular, with 89% supporting (identical to 2020), followed by visitor/tourism growth at 71% (although down from 84% in 2020) while residential growth continues to be the least supported at 58% (statistically identical to 2020).

Q. "Are there certain aspects of economic growth that you would support or oppose more than others?"



# Select Comments on Economic Growth

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

*“Residents need to be aware of the interdependence of businesses and lifestyle in our City. More businesses offer more opportunities for residents and encourage people outside the community to visit and contribute to the economic growth of Arvada.”*

*-- (Resident for 6-10 Years, Female, Somewhat Liberal, District 2)*

*“Economic growth and thriving businesses is what we need to run this city. NOT more housing!”*

*-- (Resident for 20 Years or Longer, Female, District 3)*

*“I don't really know what tourism growth would look like here but it's already suburbia enough. More businesses that trend to salaried positions vs minimum wage would be ideal in my eyes since it would bring more interesting businesses to support it like diversified restaurants.”*

*-- (Resident for 3 Years or Less, Male, Moderate, District 2)*

*“I believe businesses are good for the city. I think if we allocated more open space in Arvada it would encourage visitors and tourism.”*

*-- (Resident for 20 Years or Longer, District 2)*

*“Not sure what the city has to offer in terms of tourism when compared to our neighbors such as Golden, Boulder, and Denver. Seems like a losing battle to start, so I would much rather see efforts put towards other areas of economic growth.”*

*-- (Resident for 3 Years or Less, Male, Somewhat Liberal, District 4)*

*“As a Colorado native, I strongly oppose population growth... but support economic growth.”*

*-- (Resident for 6-10 Years, Male, Somewhat Conservative, District 1)*

*“We need some residential growth in Arvada, but the current rate seem to be a bit too fast to be sustainable. Business and tourism growth could likely be greater in Arvada right now.”*

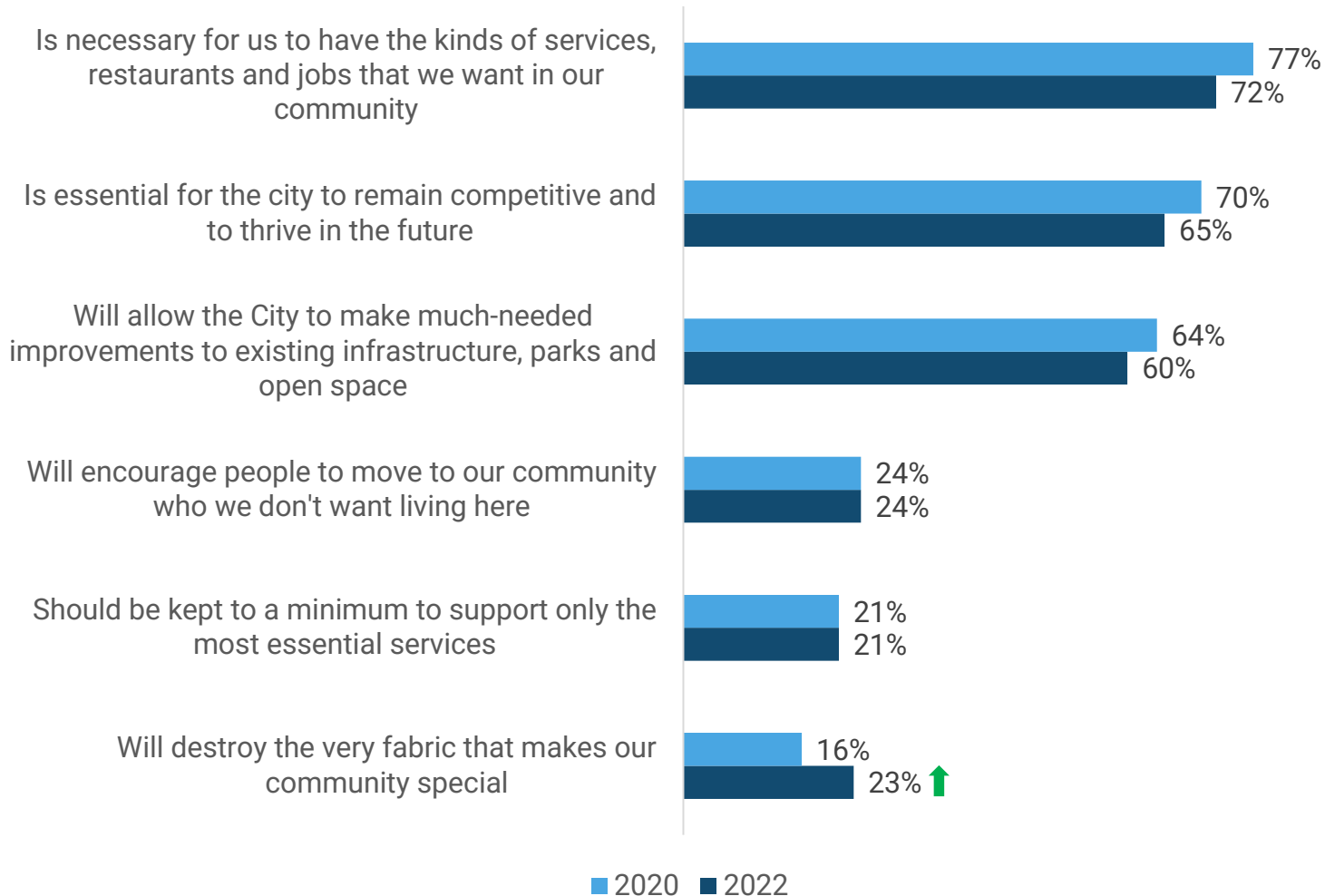
*-- (Resident for 3 Years or Less, Male, Moderate, District 3)*

*“The right kind of growth is needed, such as growth in affordable housing, growth in good paying skilled jobs, and growth in attracting local tourism balanced with better public transportation to prevent traffic growth.”*

*-- (Resident for 6-10 Years, Female, Moderate, District 4)*

# Aspects of Growth

“I believe that economic growth in Arvada...”



When looking at the reasons why respondents favor or oppose economic growth, responses held statistically stable with 2020 on all six attributes except one: that economic growth in Arvada *will destroy the very fabric that makes our community special*, which increased from 16% who agreed in 2020 to 23% in 2022. Nonetheless, agreement with this attributes remains toward the bottom of the pack.

Most respondents continue to agree that economic growth is *necessary to have the kinds of services and jobs that are wanted in the community* (72% versus 77% in 2020), that it is *essential for the City to remain competitive and thrive in the future* (65% versus 70% in 2020) and *will allow the City to make much-needed improvements to existing infrastructure* (60% versus 64% in 2020), indicating that respondents continue to recognize that economic growth is essential for City.



Those who describe their political ideology as conservative are the least supportive of growth while those who describe themselves as liberal are the most supportive, with moderates landing largely in-between.



Newer residents, as well as younger residents, tend to be the most supportive of growth.

# Select Comments

## About Growth

*“Please provide any comments you may have about this.”*

*“Arvada needs to attract more high quality, independently owned restaurants, especially on the west side of the city.”*  
-- (Resident for 20 Years or Longer, Female, Moderate District 4)

*“We need restaurants, we have no options and drive to other areas all the time. The local downtown Arvada has three four taco restaurants, where is the variety.”*  
-- (Resident for 11-19 Years, Female, Somewhat Liberal, District 4)

*“I support controlled residential growth provided the infrastructure (roads, bike lanes, etc.) occurs too. Right now I see development after development, with the same two-lane roads and no bike lanes and not surprisingly, significantly more traffic.”*  
-- (Resident for 11-19 Years, Female, Somewhat Liberal, District 1)

*“There is no reason to come to Arvada, there is nothing unique here that isn't available elsewhere. Olde Town has great potential, and there are a few gems there. I am tired of having to drive to Park Meadows to shop and tired or seeing all the new businesses that get news coverage going to other communities.”*  
-- (Resident for 11-19 Years, Male, Moderate, District 4)

*“Way too many people moving to Arvada. Housing developments are destroying the natural landscape and there has been a steady increase in crime, littering, etc. with unsustainable growth that is ruining our community.”*  
-- (Resident for 6-10 Years, Moderate, District 3)

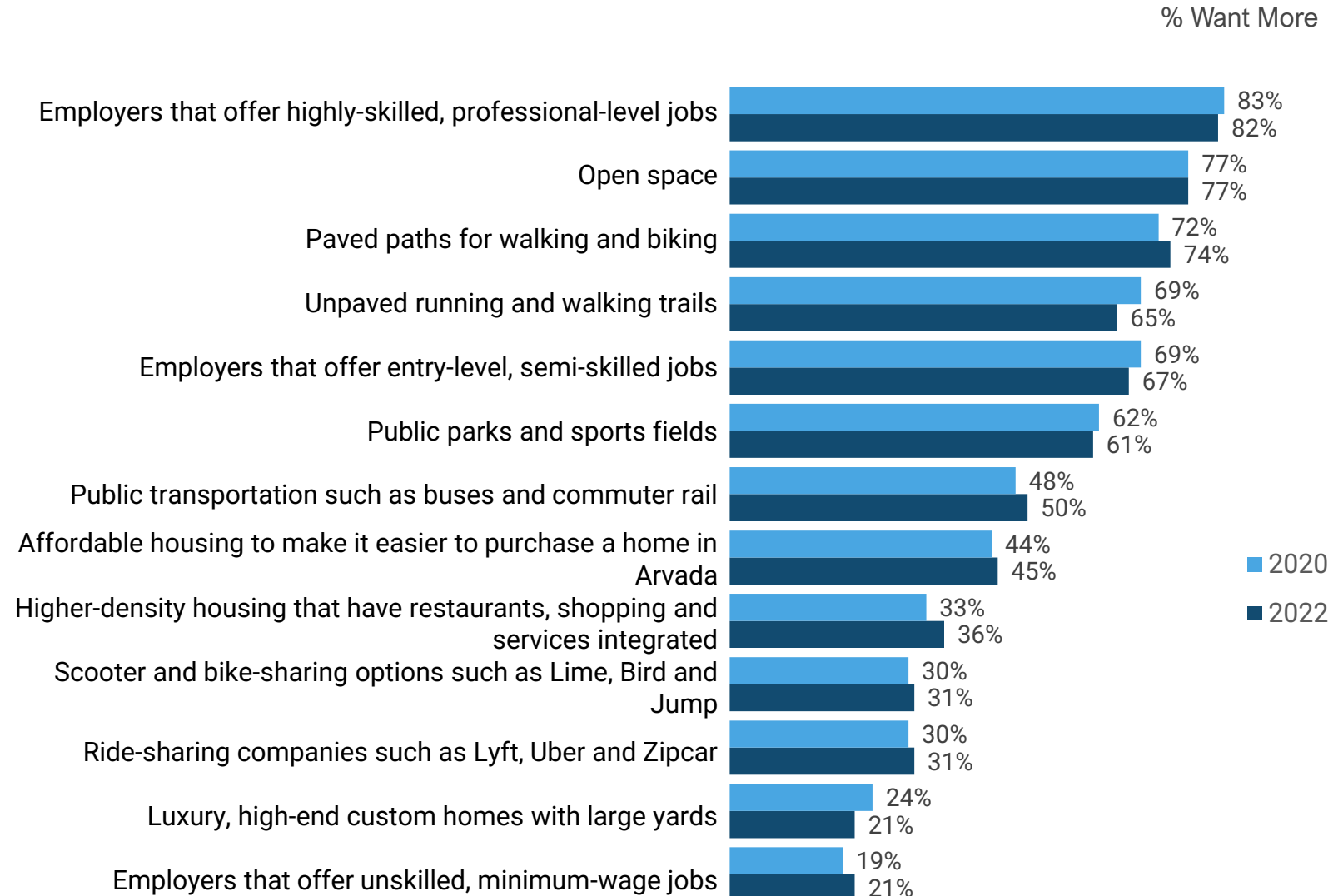
*“The rate of change in my area has been incredibly fast and not acceptable. Former retail areas are now being replaced by apartment buildings, townhomes and other multi-family projects. Additionally, low-income housing is being built in the middle of an established suburban neighborhood. These projects will bring huge numbers of people, overwhelming the infrastructure and destroying the quiet feel of a long established neighborhood. No one in the city government seems to care about the Suburban feel of Arvada. Every open piece of property is being filled with these poorly thought out projects.”*  
-- (Resident for 20 Years or Longer, Male, Somewhat Conservative, District 3)

# Desired Services

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

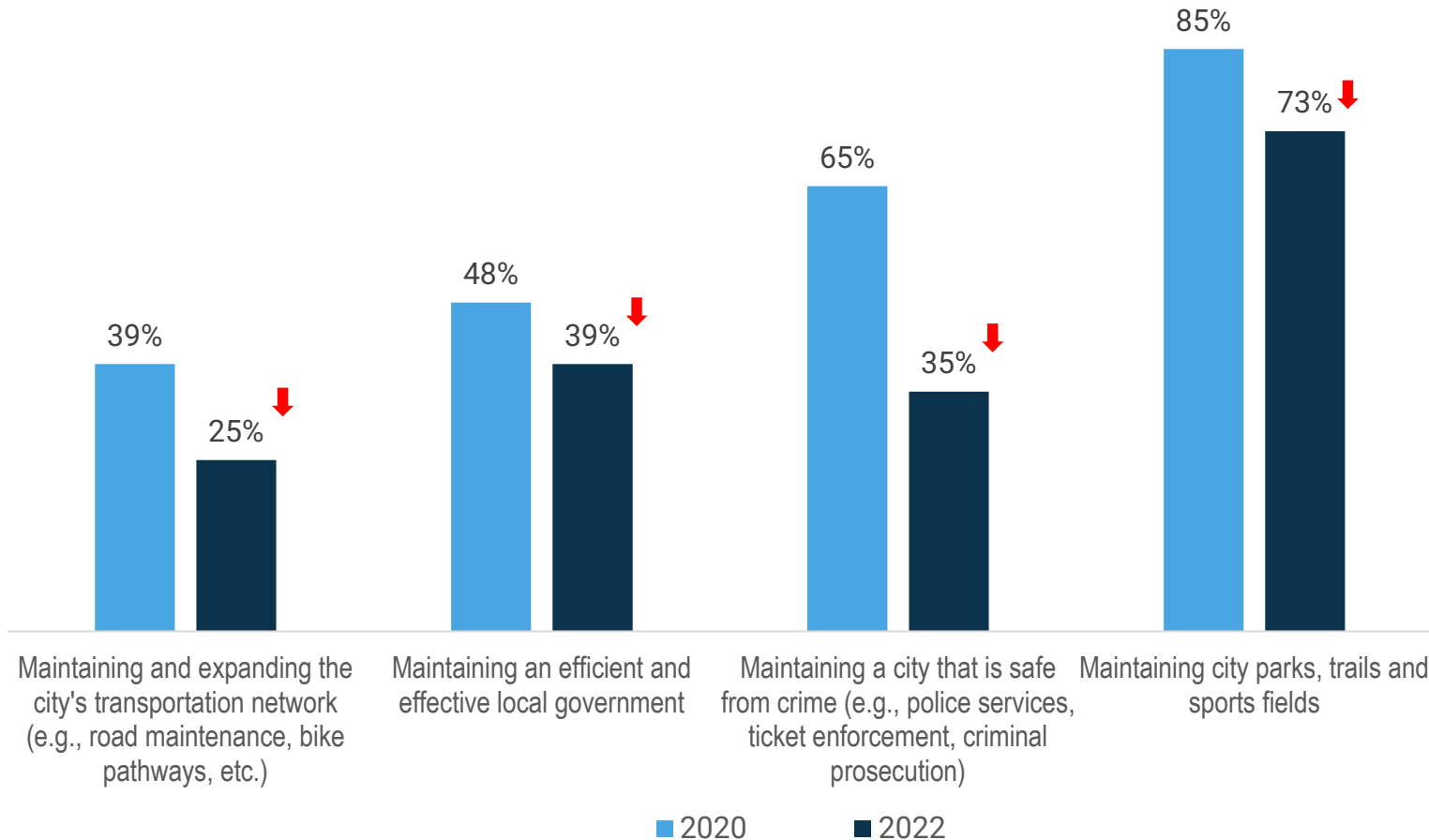
- The types of services most desired include highly-skilled jobs (82%), open space (77%), paved paths (74%), unpaved trails (65%), and entry-level jobs (67%).
- On the other hand, respondents showed little appetite for more minimum-wage jobs (21%), large luxury homes (21%), ride-sharing options (31%), and high-density housing (36%).

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



# Service Ratings

“How well do you think the City of Arvada is providing the following services to its residents?”  
 (% “Extremely” + “Very Well”)



Respondents rated the City’s performance in terms of the services it provides to residents significantly lower than in 2020, which may underly some of their reasons for lessened support of economic growth and development.

The service with the greatest decline is *Maintaining a city that is safe from crime*, falling 30 points from 65% in 2020 to 35%. The second-greatest decline is the 14-point drop for *Maintaining the city’s transportation network*, followed closely by a 12-point decline for *Maintaining city parks, trails and sports fields* and a nine-point decline on *Maintaining an efficient and effective local government*.

By district, few significant differences are seen aside from those residing in District 4 who are more satisfied with how the City manages crime and safety but less satisfied with the transportation network (including road maintenance and bike pathways).

	DISTRICT			
	1	2	3	4
(% Extremely + Very Well)				
Public Outdoor Spaces	72%	77%	76%	68%
Safety and Crime	32%	33%	31%	45%
Local Government	34%	46%	36%	40%
Transportation	30%	23%	28%	17%

Demographically, newer residents provide higher ratings to the City on most of these services, significantly so for outdoor spaces (87%), crime (45%) and maintaining an efficient government (58%). Only transportation is rated at statistically equal levels regardless of length of residency.



# Select Comments on City Services

*“Crime is out of control and is ruining this once safe to live in city. Police need to be able to do their jobs and clean up the amount of homeless.”*  
-- (Resident for 11-19 Years, District 1)

*“My main issue is that the growth is outpacing the services needed for the city. Crime is out of control and not just petty crime. Every day we hear of car theft, assaults and other violent crime. This was not the case a few years ago.”*  
-- (Resident for 20 Years or Longer, Female, Moderate, District 1)

*“Too much development in Arvada. We need more open spaces. The roads are in terrible shape. Too much traffic and congestion. Homeless camps need to be removed. Graffiti needs to be immediately removed. More police presence in the areas with known gang activity. The city can’t be a safe place to live with the exploding growth.”*  
-- (Resident for 20 Years or Longer, Female, Moderate, District 4)

*“Too many homes are being built without roads to support the new cars on the road. Too much traffic and then are just building more and more homes.”*  
-- (Resident for 20 Years or Longer, Female, Somewhat Liberal, District 4)

*“The infrastructure we have here, roads for example, cannot sustain the current traffic. There are maintenance issues everywhere.”*  
-- (Resident for 11-19 Years, Female, Very Conservative, District 4)

*“If I was blind folded I could tell when I arrived in Arvada just by feeling the chuck holes.”*  
-- (Resident for 20 Years or Longer, Male, Very Conservative, District 3)

*“The biggest problem I see is traffic. With all the new housing starts, there are not enough good roads for handling the considerable traffic that is created. If you allow new housing starts, build the roads to go along with it.”*  
-- (Resident for 11-19 Years, Female, Moderate, District 4)

# Understanding City Revenues

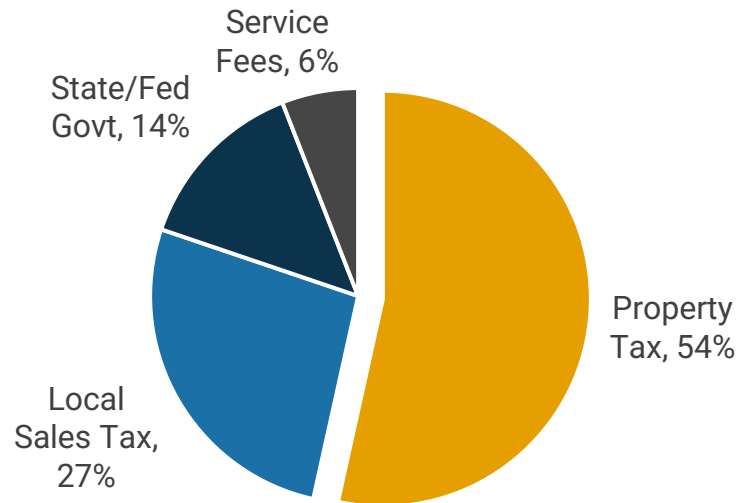
The 2020 survey focused largely on residents' understanding of the sources of City funding and how those sources connect to economic growth and city services.

The 2022 survey re-looked at these questions to see if awareness may have changed.

# Sources of Revenue

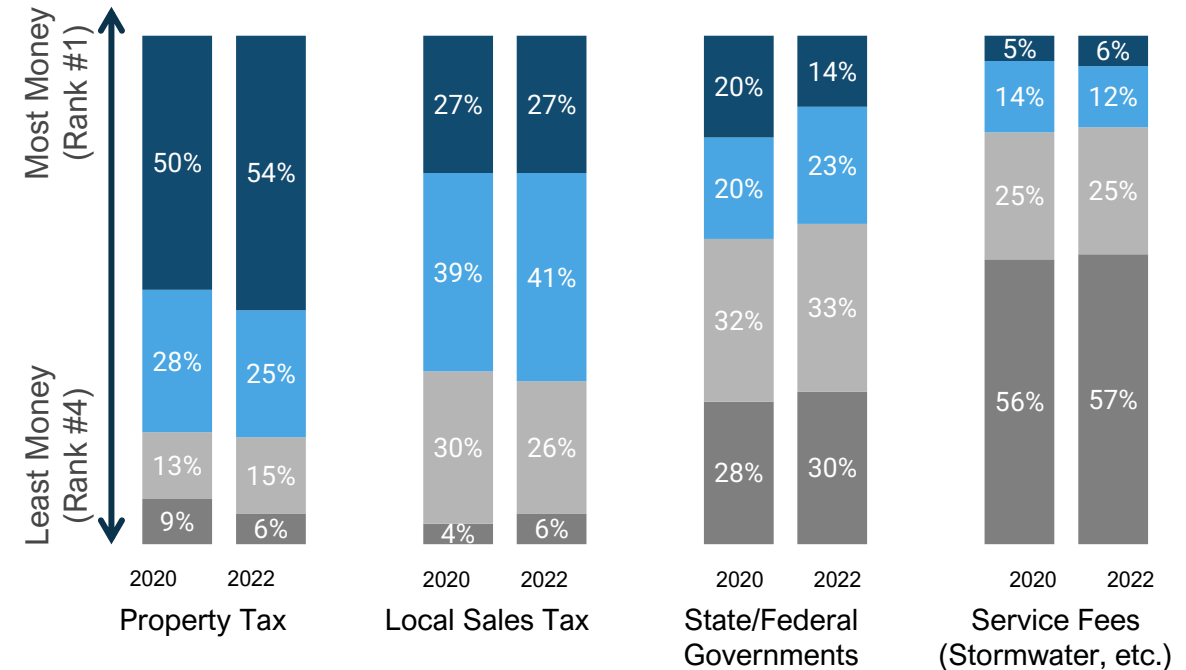
Similar to 2020, respondents believe that the City of Arvada's operating budget is funded primarily through property taxes, with half (54%) choosing this as the primary source of the City's revenues (as did 50% in 2020).

Q. "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 them 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."



Local sales taxes are believed to provide the City's second greatest source of funding, with one-out-of-four (27%) believing it provides the most money to the City's coffers and an additional 41% believing it is the second greatest source of funding (68% total between first and second greatest funding sources).

Respondents are least likely to believe that service fees such as water usage, stormwater and wastewater, provide substantial revenues to the City of Arvada at under 20% as either the first or second greatest sources of funding, when in fact these fees contribute substantially to the City's funding (second only to Local Sales Tax).



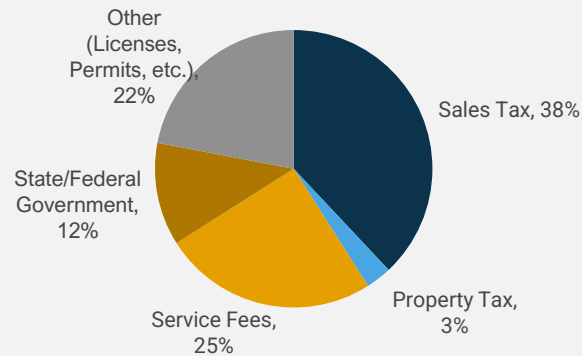
## The Reality

### 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 told us which sources they thought provided the most revenue generation for the City, they were provided the actual breakdown of City of Arvada's revenue budget, revealing that most of the City's revenues (63%) come from local sales tax and fees for services like water. 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?"*

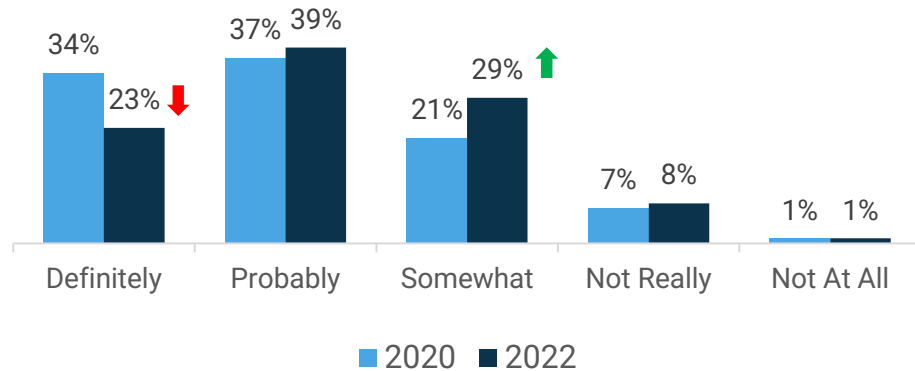
**74%** Said this information is at least "Somewhat Surprising," with 34% saying it is "Very Surprising," statistically identical to 2020 (71% at least "Somewhat Surprising and 35% "Very Surprising").

# Attracting New Businesses



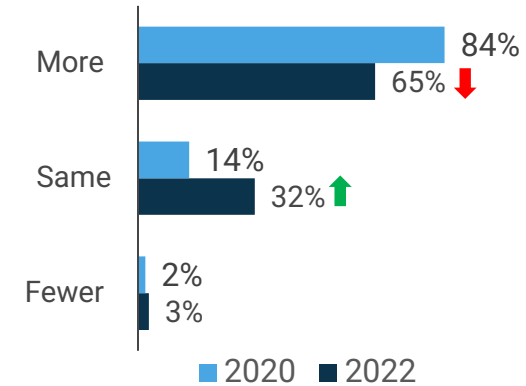
# Attracting New Businesses

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



Residents were less positive this year than in 2020 regarding the attractiveness of Arvada for businesses to locate, from 34% saying the City is “Definitely” a good place to locate to 23% in 2022.

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



In addition, respondents were less interested in seeing more businesses in Arvada in the future, from 84% wanting more in 2020 to 65% in 2022. While not as many want to see more businesses, nearly all of those shifted into the category of wanting to see the same (from 14% to 32%) leaving only 3% who would like to see less.

# Desire for Affordable Housing

Arvada residents indicated in both the 2020 and 2022 surveys that they wish to see the City's economic growth led primarily through business growth and the least by residential growth.

In 2021, Arvada businesses shared their challenge of finding qualified personnel to employ, especially for entry-level positions. The high cost of housing in Arvada makes it difficult for lower-earning workers to live in the City, requiring that they commute to Arvada to work, which is difficult with today's tight labor market.

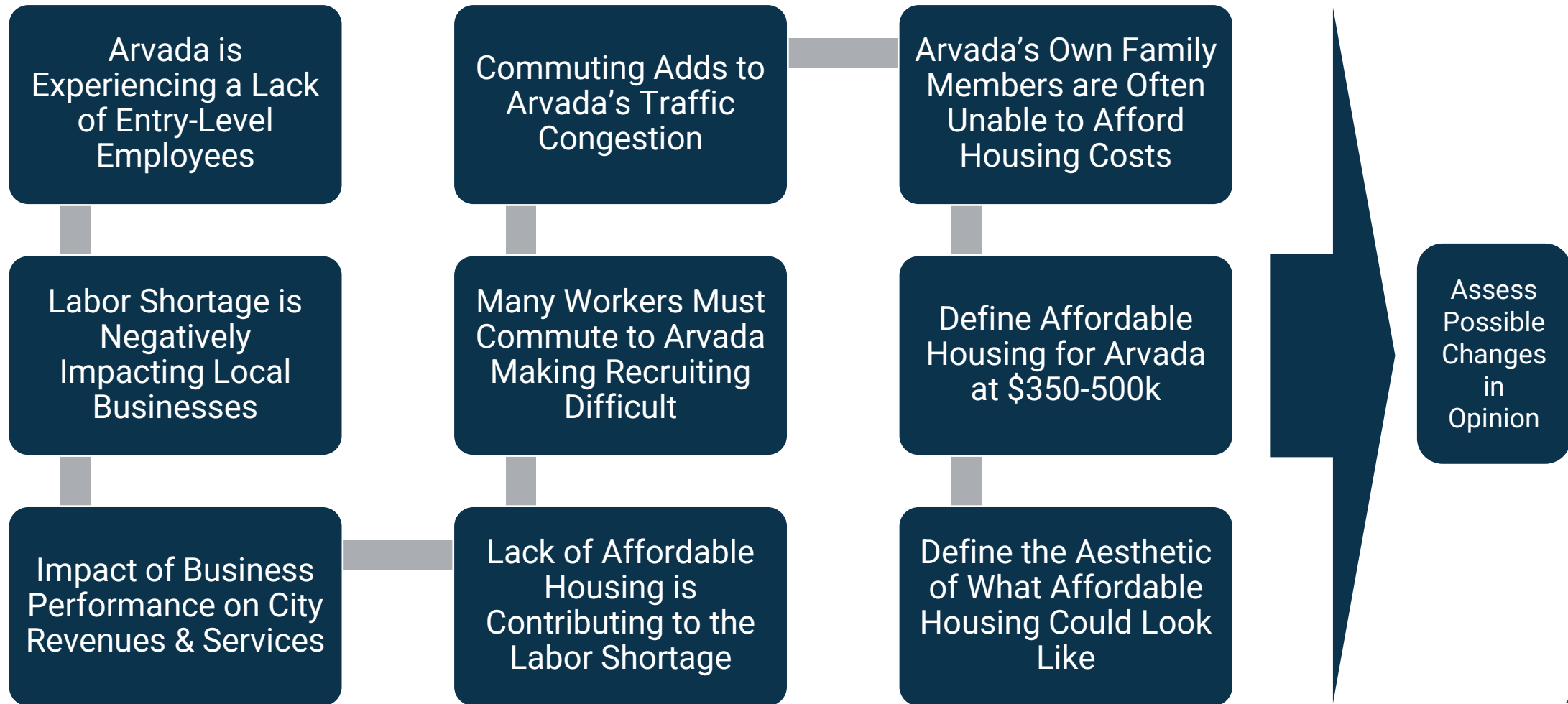
Affordable housing provides a way to attract younger workers to the City, thereby benefitting business and providing the desired source of tax revenues to support City services. But this of course means residential growth.

This section of the survey seeks to determine if residential growth may be more acceptable once respondents better understand the interconnections between business growth and affordable housing.

# Explaining the Need For Affordable Housing

The diagram to the right shows the progression of information shared with residents during this section of the survey.

The purpose was to see if connecting affordable housing to business performance could make residential growth more palatable.



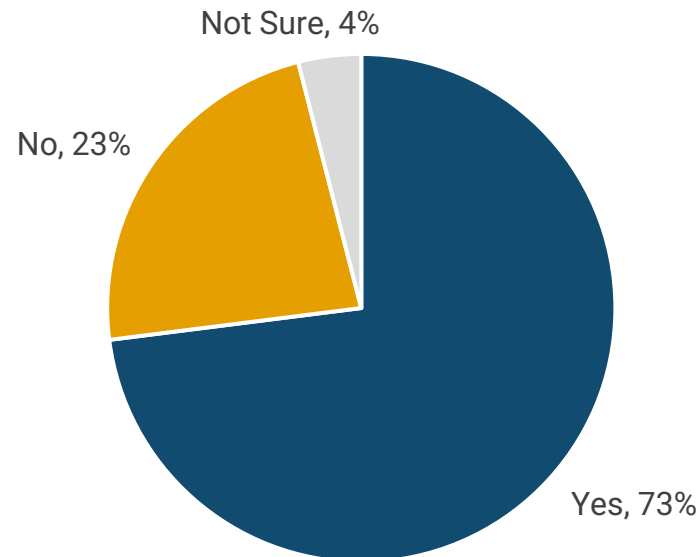


# Experiencing Service-Related Issues: Lack of Employees

This section of the survey regarding affordable housing begins by sharing the following information with participants, which is based on data from the 2021 Arvada Business Economic Development Survey:

*“Last year, Arvada business owners told us that the greatest challenge they face is the lack of qualified employees available for hire, saying they have job openings but not enough people to fill them. When businesses are short-staffed, it can impact the quality of their service (such as long waits for a table at a restaurant or delays in finding people to help with construction or repair projects, etc.).”*

*Q. Have you experienced any service-related issues that seemed to be related to staffing shortages while shopping, dining or trying to hire an Arvada business in the past six months?”*



Three out of four respondents said they have personally experienced service-related issues that were related to staffing shortages, indicating this is something most residents are not only aware of but have experienced.

Experiences with service-related issues were equally likely to occur among respondents from all four districts, of all respondent ages, as well as across incomes and genders.

# Staffing Shortage

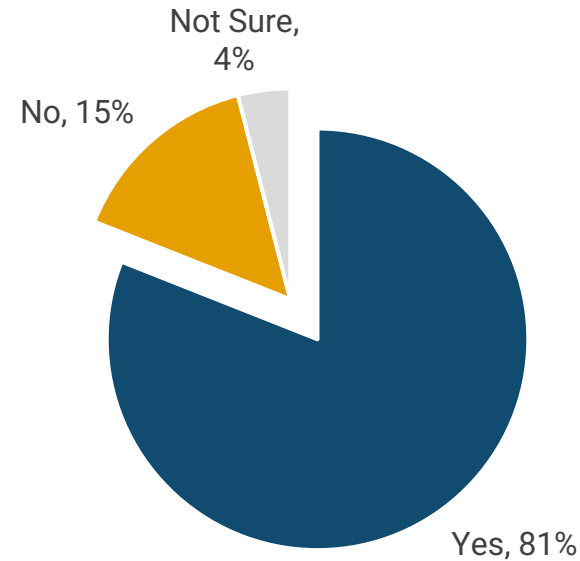
## Impact on Business Revenue

The next question connects staffing shortages with business performance and then connects that with City revenues.

*“Some businesses say they may only be able to continue operating for one or two more years if the staffing shortage continues, while others have decided to relocate to communities that have more potential employees available for hire. When businesses relocate or close, it can have a cascading effect on our City.*

- *First, we, as residents, have fewer places to shop and dine, which may mean going outside of Arvada for these services.*
- *When we spend money outside of Arvada, those tax dollars now go to these other communities, reducing the funds available for the City to provide the service which residents have come to expect, such as road and park maintenance and safety.*
- *The staffing shortage is not just limited to retail and service jobs but entry- to mid-level job openings, including professions like education and health care.”*

*Q. Have you ever thought about how something like a staffing shortage could end up impacting not only businesses but residents and even funding for city services?*



Respondents were not surprised to hear that labor shortages were negatively impacting businesses nor that the impact on local business could have a downstream effect on city services, with 81% saying that have thought about this before. While having “thought about this” may be overstated at 81%, such a high percentage may be indicative that this messaging resonates easily and logically with respondents, making sense when they read it.

Here too, no demographic differences are found in terms of having thought about this relationship between staffing shortages, businesses performance and city services.

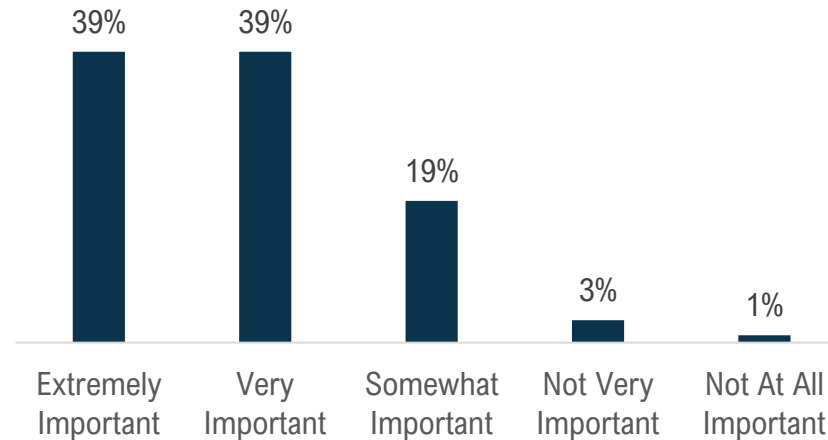
# Impact of Business Revenue On City Services

## INFORMATION SHARED:

*“Some businesses say they may only be able to continue operating for one or two more years if the staffing shortage continues, while others have decided to relocate to communities that have more potential employees available for hire. When businesses relocate or close, it can have a cascading effect on our City.*

- *First, we, as residents, have fewer places to shop and dine, which may mean going outside of Arvada for these services.*
- *When we spend money outside of Arvada, those tax dollars now go to these other communities, reducing the funds available for the City to provide the service which residents have come to expect, such as road and park maintenance and safety.*
- *The staffing shortage is not just limited to retail and service jobs but entry- to mid-level job openings, including professions like education and health care.”*

*Q. How important do you think it is for the City to share this information about the importance of local jobs to residents of our City?*



Supporting the idea that this resonates with respondents is the fact that three-fourths of respondents (78%) felt it is “Extremely” or “Very Important” to share the relationship between staffing shortages, business performance and City revenues with Arvada residents.

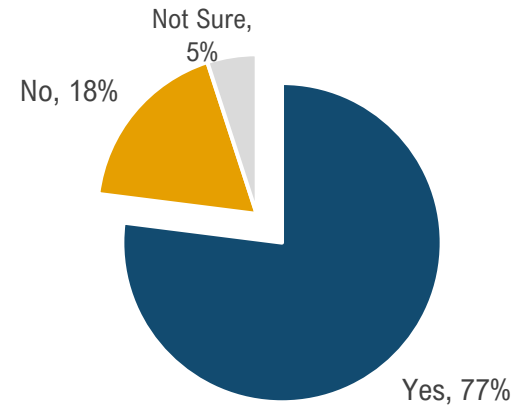
Once again, no statistically significant differences are found in terms of the importance of sharing this information and respondents’ demographic characteristics.

# Arvada's Lack of Affordable Housing

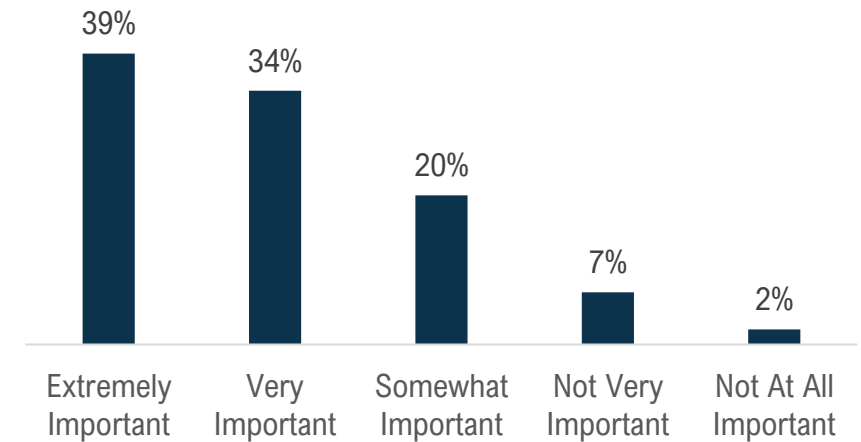
## INFORMATION SHARED:

*“One of the reasons why Arvada has an employee shortage, especially when it comes to hiring people for service jobs like restaurants and retail as well as entry- and mid-level professional positions is that the cost of housing is expensive. The average home price in Arvada today is \$675,000, putting home ownership well out of the reach of many people, especially first-time homebuyers.”*

Q. Is this relationship between the high cost of housing and the labor shortage Arvada is facing something you have thought about before?



Q. How important do you think it is to share this with other residents of our City?



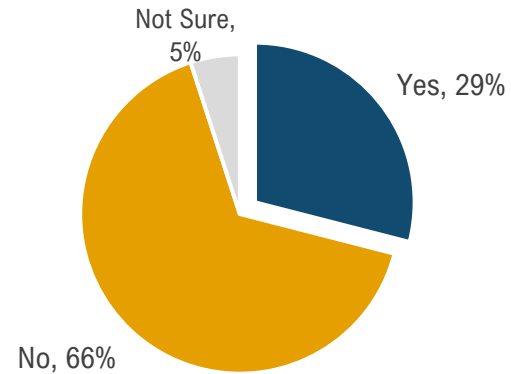
The next step in the survey was to connect the staffing shortage to the high cost of housing in Arvada. Three out of four respondents (77%) said the connection between the labor shortage and the high cost of housing is something they have thought about before, and 73% said this was at least “Very Important” to share with residents, both results being very similar to the previous sets of information shared.

# Workers Commute To Arvada

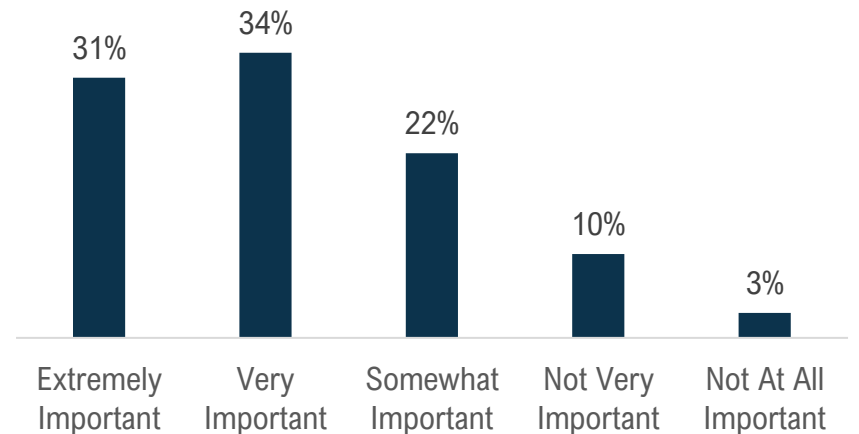
## INFORMATION SHARED:

*“Because of the cost of housing, Arvada businesses will often try to attract potential employees from outside our city’s limits. In fact, 80% of the people who work in Arvada do not live in the City.”*

Q. Were you aware that so many of Arvada’s employees are coming here to work from outside of Arvada?



Q. How important do you think it is to share this with other residents of our City?



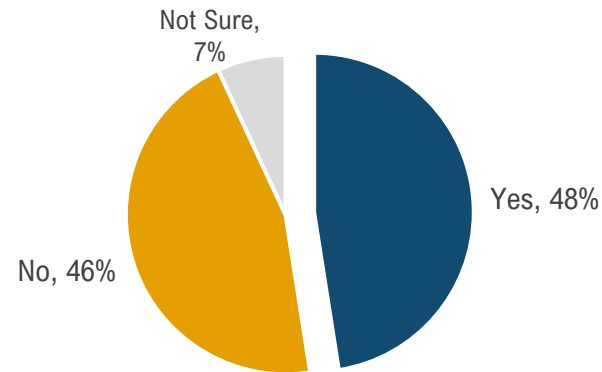
When explaining that businesses need to recruit employees from outside of the city limits and that 80% of Arvada’s workforce are not Arvada residents, we see a change in response patterns, from approximately eight-in-ten saying aware on the two previous questions to just three in ten (29%) when it comes to the large number of commuters into the city. Interestingly, while fewer people are aware of this information, fewer also felt this was important information to share, at just two-thirds compared to three-fourths who thought the relationship between high housing costs and the labor shortage important to share with residents.

# Commuting Creates Traffic Congestion

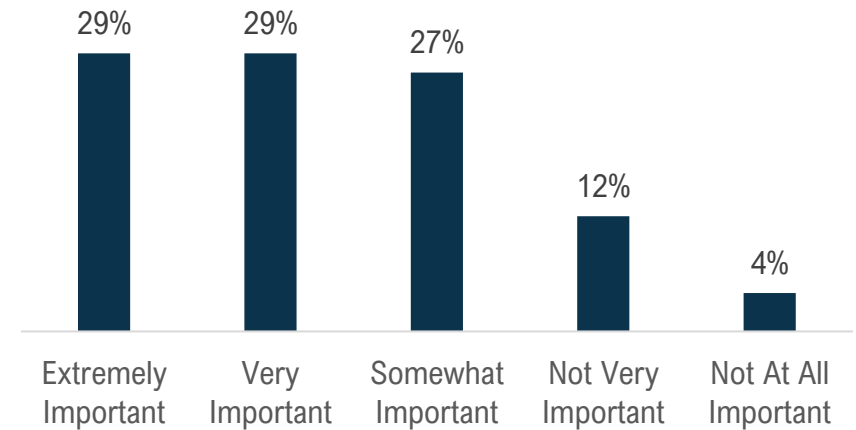
## INFORMATION SHARED:

*“A concern expressed by many Arvada residents is traffic congestion. Having so many workers commuting in-and-out of the City every day is adding to the traffic congestion, which would be less if they lived within the city (having shorter commutes, being able to use public transportation and even being able to walk or bike to work).”*

Q. When you think about traffic congestion in Arvada, have you ever thought about how workers who come to the City for jobs are contributing to that congestion?



Q. How important do you think it is to share this with other residents of our City?



Having explained how the high cost of housing is contributing to commuting, the next piece of information layers on the impact this has on traffic congestion. Half of respondents said they had thought about this before, but the importance of sharing this slips even further to just 58% considering this “Extremely” or “Very Important” to share with residents.

# Selected Comments

## About Commuting

Comments shared at this point of the survey tended to argue with the logic that has been presented, arguing that commuters are not the primary source of Arvada's traffic congestion problems:

*"I disagree with your assessment that people commuting to Arvada to work cause more traffic congestion than would be the case if people living in Arvada worked in Arvada."  
-- (Resident for 11-19 Years, Male, Moderate, District 3)*

*"I think traffic congestion in Arvada is also due to what might be referred to as "cut-through" traffic. With Wadsworth being one of the only continuous N to S corridors on the west side of the metro area, Arvada gets a lot of traffic moving from place-to-place both inside and outside our City."  
-- (Resident for 20 Years or Longer, Male, Somewhat Liberal, District 2)*

*"The traffic issue isn't an issue based on more people commuting into Arvada for work. It's an issue based on the unhealthy explosive growth of Arvada and Colorado as a whole."  
-- (Resident for 20 Years or Longer, Male, Moderate, District 2)*

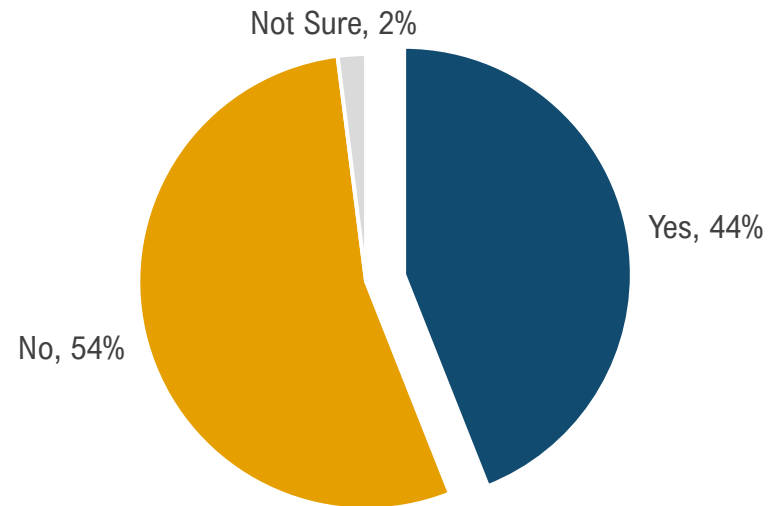
*"The traffic congestion isn't from workers commuting in to work. It's because Arvada approved numerous housing developments with thousands of additional cars on the road without building adequate infrastructure to support the increase in traffic demands."  
-- (Resident for 20 Years or Longer, Female, District 4)*

*"I don't believe the traffic in Arvada is caused by people commuting here to work. I believe it is because so many more people live here and they are driving kids to school and going to work. We noticed the traffic getting worse with the development of Candelas and Leyden Rock."  
-- (Resident for 20 Years or Longer, District 4)*

# Family Members Can't Afford Arvada

## INFORMATION SHARED:

*“Some residents said the high cost of housing makes it unaffordable for members of their own families to afford to live in our community. Is this something you have personally experienced?”*



Related to the high cost of housing was a question to see if this may have impacted them personally, with members of their own families having found it difficult to afford housing in Arvada. Here we see that nearly half (44%) of respondents say the high cost of housing in Arvada has impacted them personally.



# Selected Comments

*"We have family members who were renting in Arvada and had to move out of the city because they could not find another affordable option to live once their lease term was up."  
-- (Resident for 3 Years or Less, Male, Somewhat Liberal, District 4)*

*"My daughter, who grew up in Arvada neighborhood schools and planned to send my two granddaughters to the same schools, had to leave Arvada and move to Colorado Springs because of the cost of rent."  
-- (Resident for 11-19 Years, Female, Moderate, District 2)*

*"I myself can barely afford to live in Arvada and if my rent goes up, it may cause me to move!"  
-- (Resident for 11-19 Years, Male, Somewhat Conservative, District 3)*

*"Housing costs are through the roof. I've been wanting to purchase for years, but am not able to because of rising home ownership costs."  
-- (Resident for 4-5 Years, Female, Very Conservative, District 3)*

*"Unless my kids get a high paying job and marry someone else who has the same (2 good incomes), they will probably not be able to own a house here in Arvada."  
-- (Resident for 11-19 Years, Male, Moderate, District 3)*

*"My son and his girlfriend earn about \$180k as a couple and really wanted to live in Arvada, but were unable to successfully purchase a home - mostly out bid."  
-- (Resident for 20 Years or Longer, Male, Moderate, District 2)*

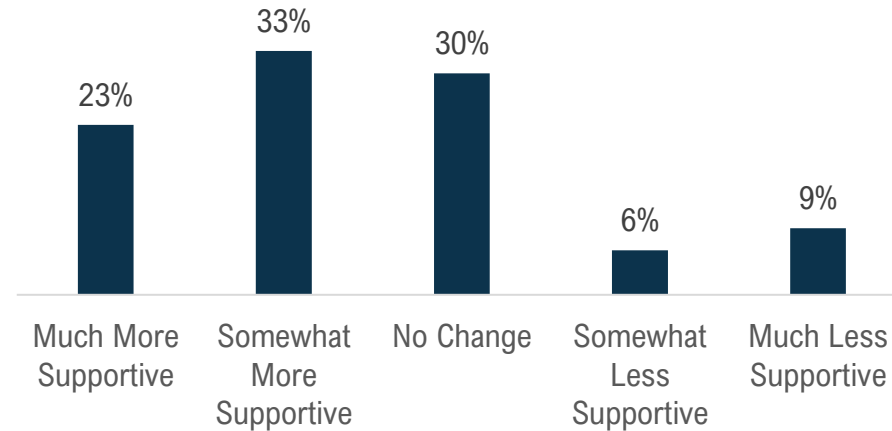
*"I would like to move my elderly parents closer to help with their care, but the cost of living does not make that possible."  
-- (Resident for 20 Years or Longer, Female, Moderate, District 1)*

# Connecting The Dots

## INFORMATION SHARED:

*“The challenge the City of Arvada is faced with is to help support housing that people can afford, which in turn can bring more employees to our City to fill job openings. And by supporting those local businesses, we generate tax revenues that can provide residents with the city services they desire.”*

Q. Does knowing this make you more or less supportive of creating more affordable housing in Arvada?



At this point, after explaining how the lack of affordable housing is impacting business performance, which in turn restricts residents' preferred source of economic growth for funding city services, as well as adding to traffic congestion from workers needing to come to the City from out of town, we wanted to see if respondents are now more supportive of affordable housing Arvada.

While a fairly long and somewhat arduous argument to present, this discussion did have some impact, with 23% saying they are now "Much More Supportive" of creating affordable housing in Arvada and an additional 33% "Somewhat More Supportive." However, a few were turned further against the idea, with 15% saying they are now "Somewhat" or "Much Less" supportive.

# Selected Comments

Few comments were shared at this point and those that were made tended to be critical of affordable housing:

*“More population means more income to the city, but also means more infrastructure, more houses, more traffic, more crime, more usage of all of all of the city services.”*  
-- (Resident for 20 Years or Longer, Male, Moderate, District 3)

*“Arvada is not considering what low income housing is also bringing to our community. Which is higher crime, transient population etc. people moved here and live here to avoid that.”*  
-- (Resident for 20 Years or Longer, Female, Moderate, District 4)

*“Affordable housing would bring a plethora of other problems and issues. I'm opposed to building more multi-unit high rise apartments. Especially the ones that will block the view of the mountains to its residents that have lived here most of their lives.”*  
-- (Resident for 20 Years or Longer, District 2)

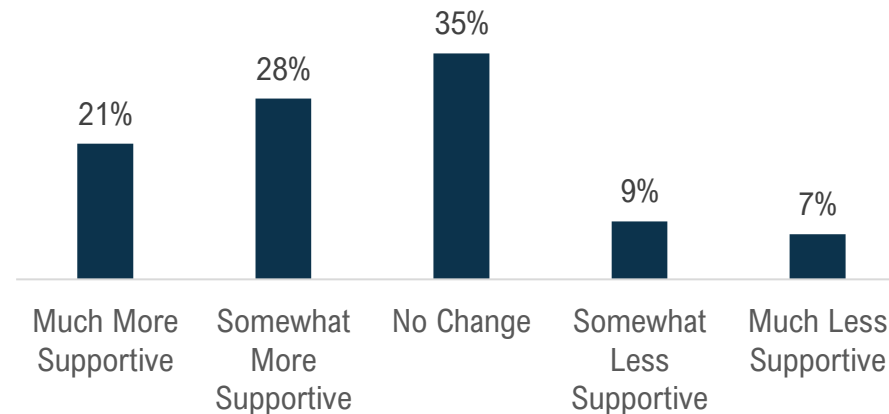
# Affordable Housing: \$350,000 - \$550,000

## INFORMATION SHARED:

*“Residents have been clear in their desire that new housing should not detract from the charm, history and character that led them to choose to live in Arvada in the first place.*

*‘Affordable housing’ can mean very different things. For the City of Arvada, ‘affordable housing’ means homes that sell for \$350,000 to \$550,000.”*

Q. Does knowing this make you more or less supportive of creating more affordable housing in Arvada?



To help assuage potential concern that affordable housing could take away from the character of the City, respondents were told that affordable housing would mean homes that sell for \$350,000-550,000, far different from what some may have feared as being unattractive, government-subsidized housing projects.

However, the impact of this message was not as positive as anticipated. Only 21% said this information made them “Much More Supportive” of affordable housing and another 28% were “Somewhat More Supportive” while 16% said it made them less supportive.

# Selected Comments

*“Please provide any comments you may have about this.”*

Comments to this information tended to be again skewed to the negative, largely arguing that the price range of \$350-550k is not “affordable.”

*“100% I support affordable housing in Arvada and elsewhere. And the City of Arvada definition above is a start, but certainly not the whole solution, because that is also well out of the range for many workers.”*

*-- (Resident for 4-5 Years, Male, Very Liberal, District 4)*

*“If you are looking for service industry or any other people that want to move to the town, there needs to be affordable housing.”*

*-- (Resident for 3 Years or Less , Male, Moderate, District 3)*

*“Affordable housing that STARTS at \$350k will never be able to resolve the problem that minimum wage earners can't afford to buy a home.*

*-- (Resident for 20 Years or Longer, Female, Somewhat Conservative, District 1)*

*“I do not consider \$350-500K to be "affordable" housing.”*

*-- (Resident for 20 Years or Longer, Female, Somewhat Liberal, District 1)*

*“I think the definition of "affordable house" above is not necessarily very affordable to service workers or younger families.”*

*-- (Resident for 20 Years or Longer, Female, Somewhat Liberal, District 2)*

*“\$350,000 to 500,000 is not affordable housing at 5.5% interest rates. This is also not affordable for families who can move elsewhere. The square footage of a house/townhome at this price is too small for a family with children. Arvada is too expensive for young families.*

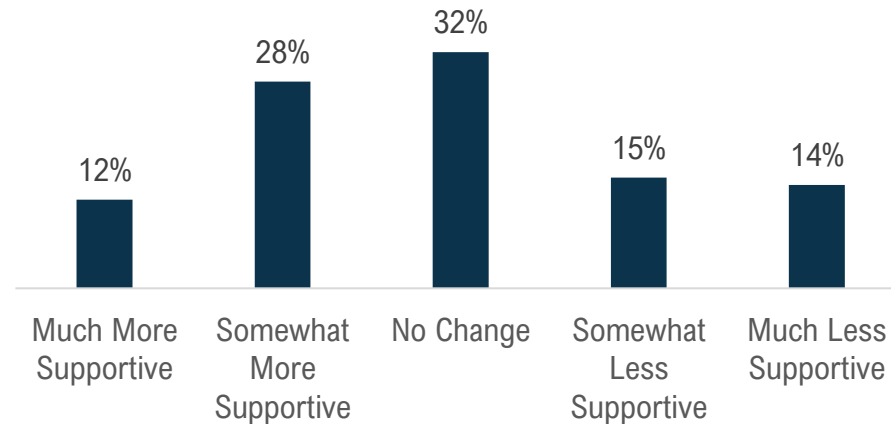
*-- (Resident for 20 Years or Longer, District 3)*

# Attractive & Appropriate Affordable Housing

## INFORMATION SHARED:

*“To ensure that the housing created in the \$350,000 to \$550,000 price range is aesthetically attractive and fits with the design architecture of our community, the property lot sizes need to be smaller to help keep these homes affordable. Multi-unit buildings such as townhomes and condominiums can be a way of creating attractive homes that are affordable, and it is also possible to build single-family homes on smaller lots within this price range.”*

*Q. Does this information make you more or less supportive of creating more affordable housing in Arvada?*



The last piece of information shared explained that the aesthetic properties of homes in the \$350,000-\$500,000 price range could be maximized through smaller lot sizes, including multi-unit buildings such as townhomes and condominiums.

This too was not particularly helpful in creating support, which declined to just 12% feeling “Much More Supportive” and 28% “Somewhat More Supportive,” while 29% say this information makes them feel less supportive about creating affordable housing in Arvada.

# Selected Comments

*“Large lot sizes are incompatible with sustainable growth. High density housing whether smaller lot sizes or multi family dwellings are both economical and environmentally sustainable.”*

*-- (Resident for 6-10 Years, Female, Moderate, District 4)*

*“Would like to see more mixed-use communities of townhomes, condos, apartments, etc. with neighboring local businesses. Less of a need for large single family homes. I live in a townhome currently. I love it. I know plenty of younger families that would too.”*

*-- (Resident for 3 Years or Less, Male, Somewhat Liberal, District 4)*

*“I have owned a home on stamp sized property. If done properly, it can make housing more affordable and work well for the community.”*

*-- (Resident for 4-5 Years, Male, Somewhat Liberal, District 3)*

*“I am supportive of more higher density housing to increase supply which should help decrease/stabilize the areas housing price. I am very supportive of higher density housing with walkable neighborhoods.”*

*-- (Resident for 6-10 Years, Male, Somewhat Liberal, District 4)*

*“They have to be nice areas, with pretty landscaping, trees and space for kids.”*

*-- (Resident for 11-19 Years, Female, Somewhat Conservative, District 4)*

*“I believe that building more homes and especially multi housing areas like Apartments and condos are more likely to cause more impact on our traffic and congestion. We need to be thinking about our infrastructure like widening roads and other improvements before we build such housing.”*

*-- (Resident for 20 Years or Longer, Male, Somewhat Conservative, District 4)*

*“High-density housing increases crowding without offering additional services. It obstructs views, overwhelms areas with limited parking, and leads to public overcrowding which drives policies such as the reservation system in Eldorado Canyon. Such policies negatively impact residents' freedom to explore outdoor spaces and enjoy what makes this area special.”*

*-- (Resident for 3 or Less Years, Male, Moderate, District 1)*

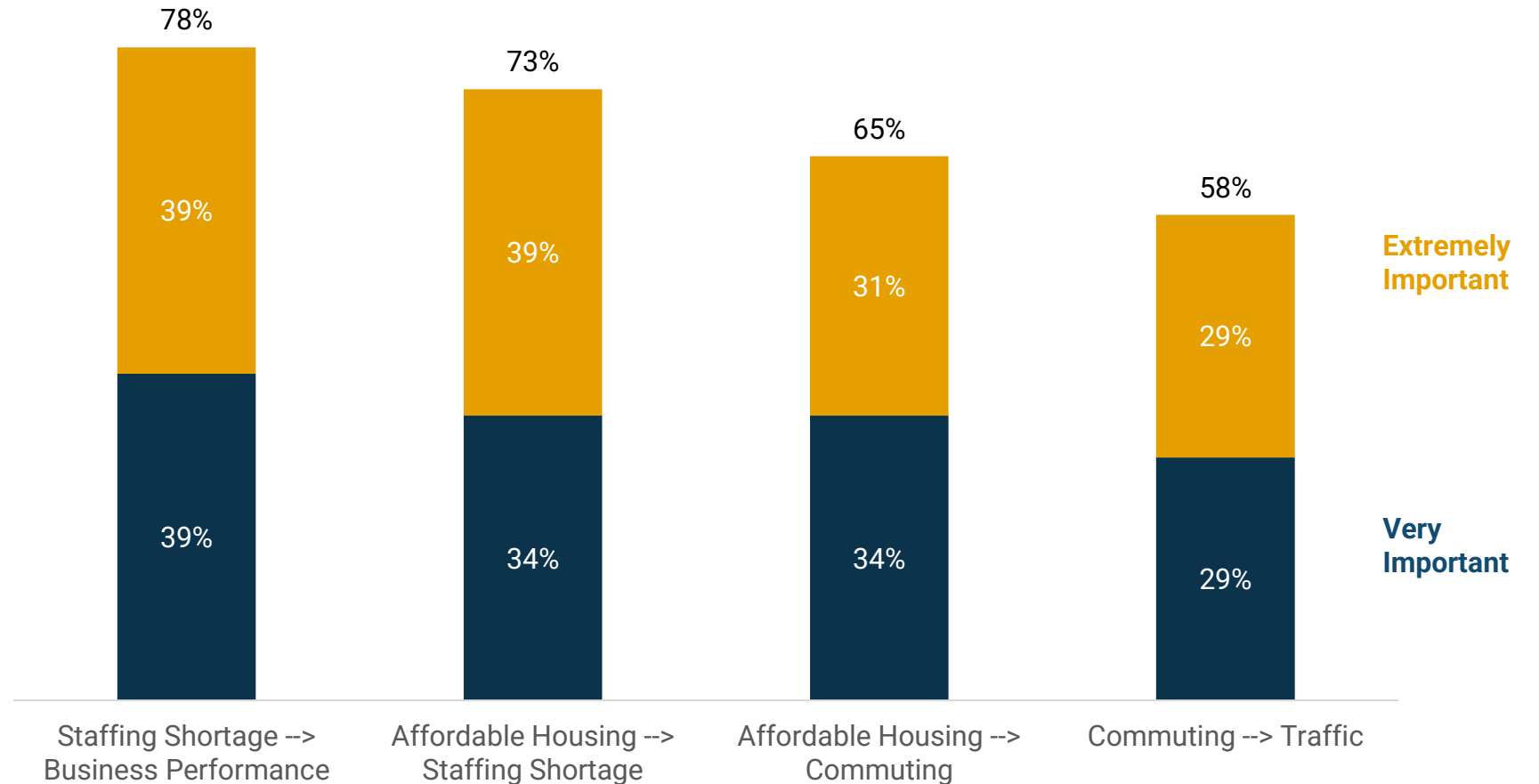
# Summary

## Information That Mattered

In summary, we find that the more we shared, the less important respondents considered the information for sharing to the public.

- While most thought the impact of staffing shortage on business performance was worth pointing out (along with the further downstream effect on City revenues), the connecting between affordable housing and the staffing shortage was seen as less important, and the connection between the lack of affordable housing on the people commuting into the City and the resulting impact on traffic congestion even less important.

Importance of Communicating Each Topic to Arvada Residents





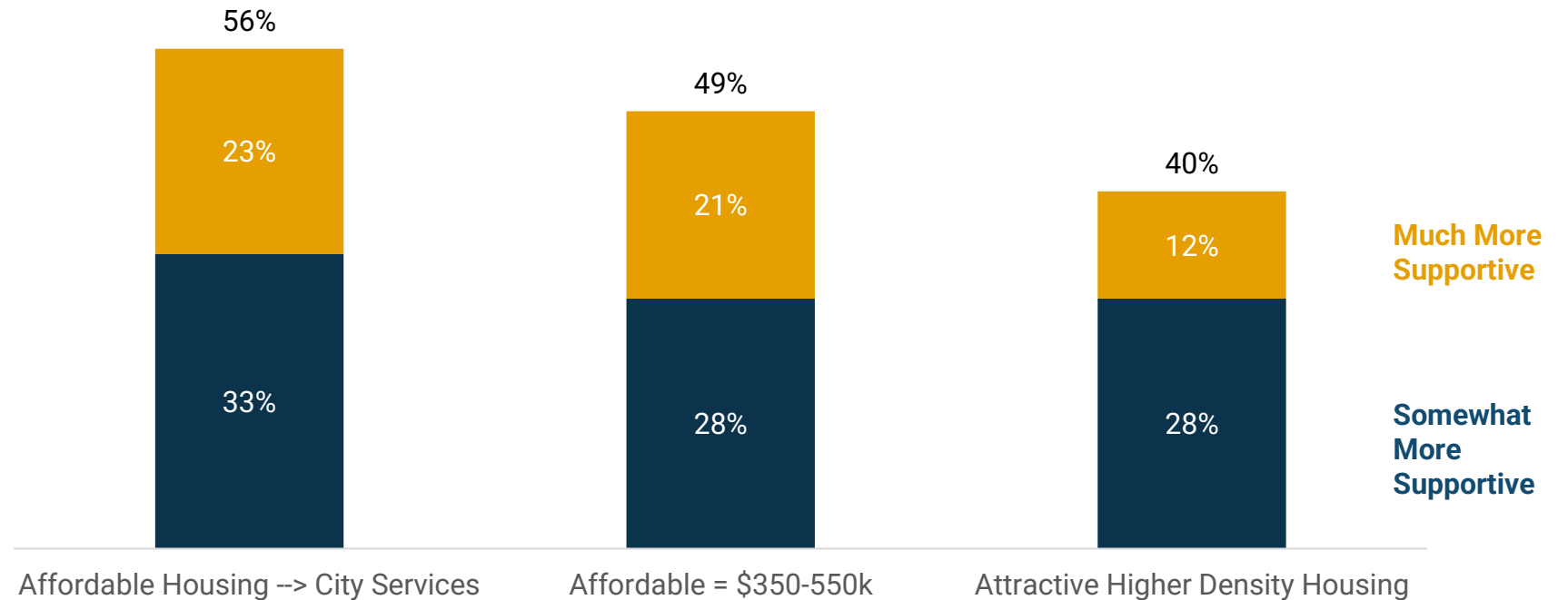
# Summary

## Information That Changed Opinions

We find a similar pattern with our ability to impact attitudes toward affordable housing ... the more we shared, the less supportive respondents became.

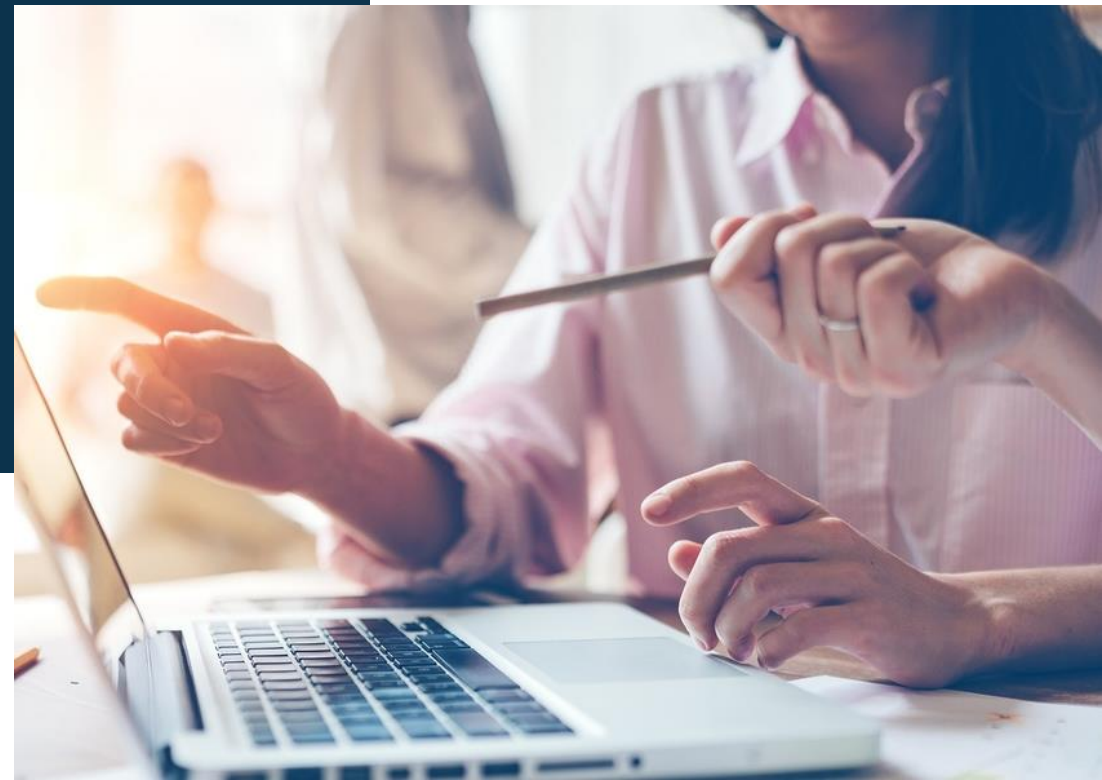
- While 56% said they were more supportive of affordable housing when explaining the impact on business performance and City services (although only 23% felt this information made them “Much More Supportive of affordable housing”), adding that the goal was to keep the housing to a price range of \$350-550k in order to ensure it is aesthetically attractive reduced support by seven points and when explaining that this price point would mean higher-density communities, support dropped nine more points, with now only 12% saying they feel “Much More Supportive” of affordable housing in Arvada.

### Impact on Support of Affordable Housing

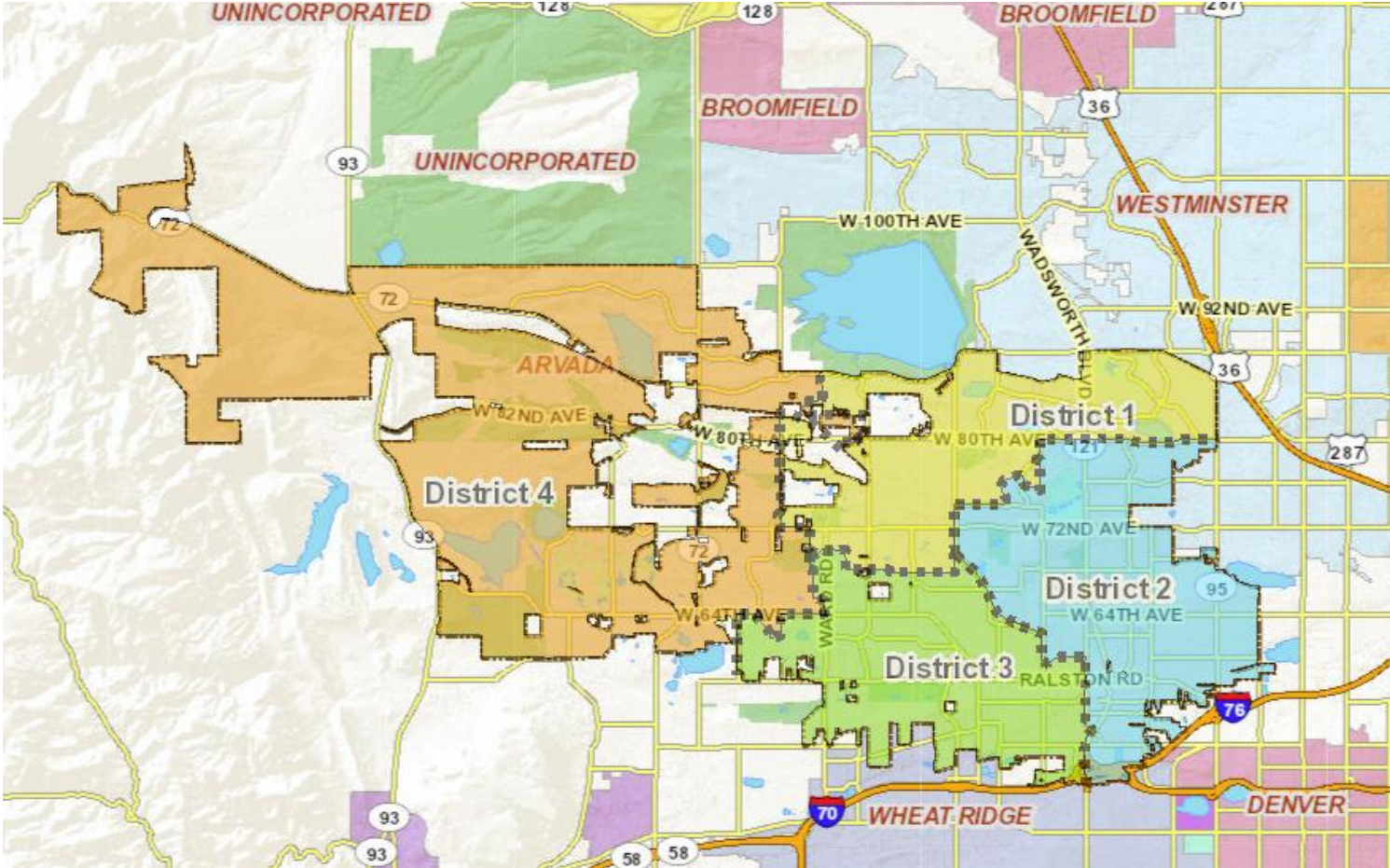


# Appendix

- City Council District Map
- Data Tables



# City Council District Map



# Data Tables

## Overall Satisfaction

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

		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	
	Total													
	Base	437	96	87	105	149	48	85	79	89	84	44	204	219
	Overall Satisfaction (% Extremely + Very Satisfied)	60%	61%	60%	58%	61%	69%	65%	50%	59%	52%	67%	62%	57%
	% Extremely Satisfied	11%	14%	10%	8%	10%	14%	9%	3%	11%	20%	7%	12%	10%

		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+
	Base	110	61	78	184	19	85	193	136	37	37	44	103	147
	Overall Satisfaction (% Extremely + Very Satisfied)	71%	54%	64%	52%	38%	49%	64%	64%	54%	49%	60%	63%	63%
	% Extremely Satisfied	11%	5%	14%	10%	4%	9%	10%	14%	5%	7%	9%	12%	13%

# Data Tables

## Growth Satisfaction

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

		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	
Base	482	118	88	114	162	47	86	85	96	92	43	219	215	
Growth Satisfaction (% Extremely + Very Satisfied)		26%	24%	29%	29%	23%	48%	27%	19%	25%	21%	19%	31%	24%
% Extremely Satisfied		2%	3%	1%	4%	0%	5%	2%	1%	3%	1%	0%	3%	2%

		Residency (Years)				Education				Income				
Base		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+
Base	100	65	87	220	18	90	213	138	38	36	42	104	157	
Growth Satisfaction (% Extremely + Very Satisfied)		48%	25%	25%	15%	5%	17%	30%	33%	7%	28%	18%	25%	40%
% Extremely Satisfied		5%	0%	3%	1%	0%	2%	4%	0%	0%	2%	3%	3%	2%

# Data Tables

## Service Ratings

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

	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
Base	514	128	97	120	169	50	92	91	102	95	48	228	232
(% Extremely + Very Well)													
Maintaining/expanding the city's transportation network	25%	30%	23%	28%	17%	24%	27%	9%	23%	37%	39%	24%	25%
Maintaining city parks, trails and sports fields	73%	72%	77%	76%	68%	72%	83%	74%	70%	72%	83%	75%	75%
Maintaining a city that is safe from crime	35%	32%	33%	31%	45%	43%	36%	26%	34%	33%	49%	42%	31%
Maintaining an efficient and effective local government	39%	34%	46%	36%	40%	52%	40%	29%	30%	43%	67%	44%	39%

	Base	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+
Base	119	67	92	224	19	96	219	154	38	39	46	111	164	
(% Extremely + Very Well)														
Maintaining/expanding the city's transportation network	28%	23%	27%	22%	17%	27%	20%	31%	31%	29%	30%	21%	23%	
Maintaining city parks, trails and sports fields	87%	70%	72%	67%	58%	77%	74%	76%	68%	72%	74%	74%	75%	
Maintaining a city that is safe from crime	45%	28%	29%	32%	21%	36%	34%	40%	37%	47%	30%	31%	39%	
Maintaining an efficient and effective local government	58%	32%	43%	30%	5%	33%	44%	43%	40%	36%	40%	35%	46%	

# Data Tables

## Supporting of Economic Growth

“How well do you think the City of Arvada is achieving its goal of modest and steady growth?”

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

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

	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
Base	505	126	95	120	164	48	89	88	103	96	45	224	228
Achieving modest/steady growth goal (Top-two Box)	23%	20%	28%	23%	22%	49%	18%	18%	18%	18%	29%	29%	20%
% Extremely well	2%	1%	4%	1%	1%	2%	3%	0%	4%	3%	0%	2%	2%
Strongly Support Economic Growth	28%	24%	28%	32%	31%	43%	41%	24%	23%	20%	21%	35%	24%
Somewhat Support Economic Growth	52%	55%	48%	55%	52%	48%	44%	57%	51%	58%	60%	47%	56%
Somewhat Oppose Economic Growth	13%	11%	15%	9%	14%	3%	6%	13%	18%	16%	11%	12%	12%
Strongly Oppose Economic Growth	4%	6%	4%	2%	3%	4%	5%	5%	4%	4%	1%	4%	4%
(% Strongly + Somewhat Support)													
Residential Growth	58%	55%	61%	58%	58%	78%	59%	59%	49%	53%	63%	66%	53%
Business Growth	89%	89%	86%	88%	92%	88%	90%	94%	85%	79%	94%	87%	91%
Visitor and Tourism Growth	71%	70%	69%	78%	67%	70%	77%	71%	71%	72%	69%	68%	75%

	Base	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+
Base	111	68	91	224	18	94	217	150	38	39	46	108	158	
Achieving modest/steady growth goal (Top-two Box)	41%	23%	17%	16%	18%	18%	27%	25%	15%	27%	18%	22%	34%	
% Extremely well	3%	0%	0%	3%	0%	2%	2%	1%	0%	6%	2%	2%	3%	
Strongly Support Economic Growth	50%	22%	21%	18%	12%	21%	30%	34%	17%	26%	25%	31%	41%	
Somewhat Support Economic Growth	39%	64%	55%	57%	52%	49%	54%	52%	47%	60%	60%	48%	47%	
Somewhat Oppose Economic Growth	5%	9%	16%	16%	18%	13%	12%	10%	16%	11%	9%	14%	7%	
Strongly Oppose Economic Growth	3%	3%	5%	4%	7%	6%	3%	2%	8%	3%	4%	2%	4%	
(% Strongly + Somewhat Support)														
Residential Growth	79%	52%	46%	52%	55%	50%	61%	63%	46%	69%	68%	56%	67%	
Business Growth	94%	87%	89%	85%	75%	83%	91%	89%	80%	89%	90%	86%	93%	
Visitor and Tourism Growth	77%	72%	73%	65%	71%	76%	69%	73%	76%	71%	74%	72%	71%	

# Data Tables

## Aspects of Growth

*"I believe that economic growth in Arvada [each of the following below]"*

	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
Base	513	127	97	121	168	50	91	91	102	95	48	227	233
(% Definitely + Probably)													
Will destroy the very fabric that makes our community special	23%	26%	24%	24%	17%	15%	16%	25%	28%	27%	23%	20%	23%
Is essential for the city to remain competitive and to thrive in the future	65%	66%	64%	64%	66%	76%	73%	63%	62%	53%	67%	67%	67%
Is necessary for us to have the kinds of services, restaurants and jobs that we want in our community	72%	67%	72%	68%	79%	83%	81%	69%	68%	59%	81%	72%	76%
Should be kept to a minimum to support only the most essential services	21%	20%	21%	24%	18%	12%	17%	18%	22%	29%	36%	18%	22%
Will encourage people to move to our community who we don't want living here	24%	29%	24%	24%	19%	20%	20%	31%	22%	28%	23%	28%	21%
Will allow the City to make much-needed improvements to existing infrastructure, parks and open space	60%	56%	58%	65%	62%	76%	69%	57%	54%	51%	61%	62%	61%

	Base	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+
Base	118	67	92	224	19	93	221	154	37	39	47	111	165	
(% Definitely + Probably)														
Will destroy the very fabric that makes our community special	11%	20%	28%	30%	25%	35%	23%	13%	33%	17%	30%	24%	10%	
Is essential for the city to remain competitive and to thrive in the future	80%	59%	62%	58%	74%	48%	69%	70%	50%	64%	69%	66%	78%	
Is necessary for us to have the kinds of services, restaurants and jobs that we want in our community	86%	70%	63%	66%	80%	61%	74%	77%	56%	61%	76%	76%	82%	
Should be kept to a minimum to support only the most essential services	13%	14%	21%	29%	32%	27%	20%	16%	39%	23%	19%	19%	14%	
Will encourage people to move to our community who we don't want living here	18%	10%	31%	31%	33%	32%	23%	18%	28%	13%	37%	21%	21%	
Will allow the City to make much-needed improvements to existing infrastructure, parks and open space	77%	61%	57%	48%	56%	45%	64%	67%	50%	57%	60%	63%	69%	



# Data Tables

## Growth Pace

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

	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
Base	517	127	98	121	171	51	92	91	102	96	49	229	236
We are stuck in the past and not moving forward	2%	1%	1%	5%	3%	2%	5%	3%	2%	1%	0%	2%	2%
We are growing slowly, but not fast enough to keep up with neighboring cities	13%	15%	11%	7%	20%	25%	16%	17%	7%	6%	10%	16%	13%
We are growing at a safe, stable, and sustainable pace	34%	33%	37%	35%	30%	52%	37%	26%	26%	33%	33%	39%	30%
We are growing a little faster than I am comfortable with	29%	32%	33%	27%	25%	16%	24%	31%	34%	32%	42%	25%	33%
We are growing much too quickly and it is not good for our city	21%	19%	17%	26%	24%	5%	18%	23%	31%	27%	15%	19%	22%

	Base	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+
Base	517	120	69	91	225	19	96	221	156	39	39	47	110	165
We are stuck in the past and not moving forward		6%	1%	1%	1%	0%	4%	2%	3%	7%	2%	2%	3%	2%
We are growing slowly, but not fast enough to keep up with neighboring cities		22%	18%	9%	8%	17%	7%	15%	16%	10%	15%	8%	12%	21%
We are growing at a safe, stable, and sustainable pace		49%	36%	28%	25%	28%	29%	33%	41%	16%	30%	43%	35%	41%
We are growing a little faster than I am comfortable with		18%	23%	34%	38%	29%	32%	31%	24%	35%	37%	21%	31%	21%
We are growing much too quickly and it is not good for our city		6%	22%	28%	29%	27%	29%	19%	16%	32%	16%	26%	20%	15%

# Data Tables

## Desired Services

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

	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
Base	519	128	99	121	171	51	92	91	103	96	49	229	236
(% Want More – Top-Two Box)													
Affordable housing	45%	47%	50%	45%	38%	55%	47%	49%	41%	44%	39%	42%	50%
Higher-density housing	36%	31%	43%	31%	39%	58%	38%	42%	28%	30%	14%	41%	35%
Luxury, high-end custom homes with large yards	21%	25%	19%	21%	21%	25%	30%	24%	16%	11%	11%	24%	20%
Employers that offer unskilled, minimum-wage jobs	21%	22%	22%	21%	20%	28%	24%	20%	19%	15%	16%	22%	21%
Employers that offer entry-level, semi-skilled jobs	67%	71%	62%	72%	64%	78%	68%	59%	67%	66%	54%	68%	67%
Employers that offer highly-skilled, professional-level jobs	82%	87%	77%	78%	87%	85%	84%	80%	84%	75%	76%	85%	78%
Public transportation such as buses and commuter rail	50%	49%	54%	48%	48%	61%	60%	51%	45%	47%	34%	51%	51%
Ride-sharing companies such as Lyft, Uber and Zipcar	31%	29%	31%	30%	32%	37%	40%	33%	23%	22%	28%	33%	30%
Scooter and bike sharing options such as Lime, Bird and Jump	31%	24%	43%	38%	21%	39%	37%	28%	29%	34%	23%	30%	32%
Open space	77%	73%	75%	82%	77%	87%	78%	70%	81%	71%	65%	81%	72%
Public parks and sports fields	61%	60%	61%	66%	57%	75%	67%	49%	69%	54%	43%	66%	57%
Unpaved running and walking trails	65%	59%	68%	73%	62%	86%	76%	63%	68%	54%	35%	73%	62%
Paved paths for walking and biking	74%	72%	76%	77%	71%	82%	78%	70%	75%	76%	66%	78%	71%

	Total	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+
Base	519	120	69	92	226	19	96	222	156	39	39	47	111	165
(% Want More – Top-Two Box)														
Affordable housing	45%	54%	40%	45%	41%	46%	39%	45%	50%	60%	62%	51%	47%	43%
Higher-density housing	36%	58%	36%	35%	21%	23%	32%	35%	44%	33%	42%	32%	39%	44%
Luxury, high-end custom homes with large yards	21%	23%	28%	25%	17%	21%	12%	28%	18%	8%	21%	16%	15%	34%
Employers that offer unskilled, minimum-wage jobs	21%	27%	12%	21%	19%	30%	27%	19%	22%	32%	12%	20%	23%	22%
Employers that offer entry-level, semi-skilled jobs	67%	71%	66%	65%	65%	60%	77%	60%	71%	76%	63%	58%	72%	71%
Employers that offer highly-skilled, professional-level jobs	82%	84%	90%	82%	76%	86%	69%	81%	89%	66%	74%	74%	82%	88%
Public transportation such as buses and commuter rail	50%	69%	53%	46%	37%	25%	34%	50%	66%	48%	50%	41%	56%	57%
Ride-sharing companies such as Lyft, Uber and Zipcar	31%	45%	24%	26%	24%	25%	30%	30%	32%	26%	34%	27%	24%	38%
Scooter and bike sharing options such as Lime, Bird and Jump	31%	41%	30%	25%	27%	12%	36%	28%	36%	40%	39%	22%	34%	35%
Open space	77%	80%	83%	73%	74%	53%	73%	80%	78%	73%	69%	71%	76%	81%
Public parks and sports fields	61%	69%	59%	51%	60%	40%	47%	66%	65%	66%	65%	44%	65%	69%
Unpaved running and walking trails	65%	77%	69%	60%	59%	40%	52%	71%	72%	56%	57%	67%	67%	79%
Paved paths for walking and biking	74%	82%	74%	62%	73%	74%	69%	72%	81%	75%	85%	68%	76%	76%

# Data Tables

## 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 the four sources below 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.”

	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
Base	498	123	94	118	163	50	92	90	100	92	47	228	226
Revenue Source (% Top Rank)													
State and Federal Governments	14%	13%	15%	17%	14%	9%	10%	19%	18%	13%	17%	14%	14%
Local Sales Tax	27%	21%	24%	28%	34%	17%	36%	24%	30%	23%	25%	28%	21%
Property Tax	54%	59%	55%	49%	52%	66%	55%	54%	48%	59%	45%	54%	59%
Service Fees (Water, Stormwater, Wastewater)	6%	5%	11%	5%	3%	8%	3%	4%	4%	6%	14%	8%	4%

	Total	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+
Base	498	119	68	89	216	17	92	216	155	37	38	45	109	163
Revenue Source (% Top Rank)														
State and Federal Governments	15%	13%	16%	15%	22%	14%	16%	12%	32%	6%	12%	11%	17%	
Local Sales Tax	22%	30%	25%	30%	12%	30%	22%	33%	23%	31%	30%	20%	28%	
Property Tax	63%	57%	55%	46%	60%	50%	59%	50%	47%	65%	56%	63%	53%	
Service Fees (Water, Stormwater, Wastewater)	0%	6%	9%	9%	12%	9%	5%	5%	5%	4%	2%	6%	6%	

# Data Tables

## Facts about Revenue Sources

“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?”

	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
Base	509	124	96	120	169	51	92	90	102	96	49	229	235
Very Surprising	34%	35%	29%	36%	36%	51%	29%	30%	38%	32%	26%	30%	43%
Somewhat Surprising	40%	43%	41%	41%	35%	40%	52%	41%	30%	41%	45%	43%	40%
Not Very Surprising	16%	11%	18%	16%	18%	6%	13%	18%	18%	19%	17%	19%	11%
Not At All Surprising	8%	8%	8%	5%	9%	1%	6%	9%	11%	8%	6%	8%	4%

	Base	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+
Base		120	69	90	225	19	96	220	156	39	38	47	110	165
Very Surprising		47%	34%	33%	25%	21%	26%	38%	39%	30%	20%	38%	37%	42%
Somewhat Surprising		37%	53%	38%	39%	51%	46%	41%	36%	37%	69%	46%	45%	34%
Not Very Surprising		11%	5%	17%	22%	15%	22%	13%	14%	15%	10%	9%	12%	15%
Not At All Surprising		3%	8%	8%	11%	0%	4%	7%	10%	12%	0%	5%	4%	10%

# Data Tables

## 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?”*

	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
Base	490	120	96	111	163	50	85	84	99	90	46	216	222
Arvada is Attractive for Businesses (% Definitely + Probably)	61%	53%	69%	66%	57%	55%	68%	57%	64%	60%	78%	57%	66%
% Definitely	23%	17%	28%	27%	20%	21%	34%	23%	17%	20%	29%	22%	24%
Would like to see more businesses	65%	60%	62%	64%	73%	77%	77%	60%	60%	53%	69%	70%	65%
Would like to see the same number of businesses	32%	39%	33%	34%	23%	21%	20%	38%	37%	43%	31%	27%	33%
Would like to see fewer businesses	3%	1%	5%	2%	4%	1%	3%	3%	3%	4%	0%	3%	2%

	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+
Base	111	66	88	213	17	94	210	144	38	38	45	103	153
Arvada is Attractive for Businesses (% Definitely + Probably)	62%	68%	59%	60%	70%	66%	60%	61%	74%	69%	68%	58%	60%
% Definitely	27%	26%	19%	21%	27%	26%	23%	21%	25%	32%	19%	18%	26%
Would like to see more businesses	79%	75%	55%	57%	63%	57%	67%	73%	57%	69%	40%	69%	75%
Would like to see the same number of businesses	20%	22%	40%	40%	37%	38%	31%	26%	32%	28%	60%	30%	22%
Would like to see fewer businesses	1%	3%	4%	4%	0%	5%	3%	1%	12%	3%	0%	1%	3%

# Data Tables

## Staffing Shortages

*“Have you experienced any service-related issues that seemed to be related to staffing shortages while shopping, dining or trying to hire an Arvada business in the past six months?”*

*“Have you ever thought about how something like a staffing shortage could end up impacting not only businesses but residents and even funding for city services?”*

*“How important do you think it is for the City to share this [staffing shortage] information about the importance of local jobs to residents of our City?”*

	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
Base	519	128	99	121	171	51	92	91	103	96	49	229	236
Experienced service-related issues (% Yes)	73%	71%	71%	71%	77%	74%	75%	80%	65%	78%	61%	73%	75%
Thought about staffing impact on businesses/funding (% Yes)	81%	86%	74%	82%	83%	80%	77%	80%	82%	84%	85%	79%	83%
Importance of staffing to local jobs (% Top-Two Box)	78%	73%	79%	81%	78%	77%	73%	86%	76%	79%	83%	74%	83%
% Extremely important	39%	39%	34%	45%	39%	41%	40%	40%	42%	36%	38%	36%	45%

	Base	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+
Base		120	69	92	226	19	96	222	156	39	39	47	111	165
Experienced service-related issues (% Yes)		72%	79%	77%	69%	87%	76%	71%	70%	62%	76%	73%	75%	77%
Thought about staffing impact on businesses/funding (% Yes)		79%	87%	80%	81%	87%	86%	77%	84%	71%	88%	72%	84%	82%
Importance of staffing to local jobs (% Top-Two Box)		81%	79%	71%	77%	91%	79%	78%	75%	78%	86%	73%	73%	82%
% Extremely important		46%	38%	35%	36%	56%	41%	38%	39%	43%	41%	29%	35%	48%

# Data Tables

## Affordable Housing

*“Is this relationship between the high cost of housing and the labor shortage Arvada is facing something you have thought about before?”*  
*“How important do you think it is to share this with other residents of our City?”*

*“Were you aware that so many of Arvada’s employees are coming here to work from outside of Arvada?”*  
*“How important do you think it is to share this with other residents of our City?”*

	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
Base	518	128	99	121	170	51	92	91	103	95	49	229	235
Thought about cost of housing and labor shortage (% Yes)	77%	81%	78%	78%	72%	82%	79%	76%	80%	76%	63%	77%	78%
Importance of sharing this (% Top-Two Box)	72%	69%	71%	78%	70%	78%	74%	79%	70%	69%	68%	70%	77%
% Extremely important	39%	36%	40%	46%	32%	50%	49%	37%	41%	26%	27%	37%	43%
Aware of commuters (% Yes)	29%	25%	25%	35%	33%	28%	18%	35%	30%	25%	22%	28%	27%
Importance of sharing this (% Top-Two Box)	65%	60%	66%	70%	66%	71%	64%	71%	64%	61%	72%	64%	69%
% Extremely important	31%	30%	29%	40%	28%	41%	35%	29%	34%	21%	23%	29%	34%

	Base	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+
Base		120	69	92	225	19	95	222	156	39	39	47	110	165
Thought about cost of housing and labor shortage (% Yes)		83%	75%	82%	71%	71%	73%	75%	84%	73%	80%	74%	76%	81%
Importance of sharing this (% Top-Two Box)		78%	73%	68%	69%	85%	72%	69%	77%	72%	82%	62%	76%	76%
% Extremely important		52%	31%	33%	33%	57%	35%	39%	39%	46%	33%	32%	39%	45%
Aware of commuters (% Yes)		19%	31%	36%	33%	32%	32%	29%	24%	34%	32%	32%	24%	29%
Importance of sharing this (% Top-Two Box)		70%	69%	67%	60%	83%	73%	61%	68%	66%	77%	59%	71%	65%
% Extremely important		43%	28%	29%	25%	42%	32%	31%	31%	47%	22%	22%	28%	37%

# Data Tables

## Affordable Housing

*“Some residents said the high cost of housing makes it unaffordable for members of their own families to afford to live in our community. Is this something you have personally experienced?”*

*“The challenge the City of Arvada is faced with is to help support housing that people can afford, which in turn can bring more employees to our City to fill job openings. And by supporting those local businesses, we generate tax revenues that can provide residents with the city services they desire. Does knowing this make you more or less supportive of creating more affordable housing in Arvada?”*

	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
Base	517	128	99	121	169	51	92	91	103	96	48	229	235
Experienced unaffordable housing (% Yes)	44%	38%	52%	47%	40%	52%	40%	52%	49%	37%	28%	42%	46%
More supportive (% Top-Two Box)	56%	51%	57%	59%	58%	65%	56%	58%	60%	55%	57%	58%	60%
% Much more supportive	23%	24%	25%	25%	20%	32%	23%	28%	24%	17%	23%	23%	28%

	Total	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+
Base	517	120	68	91	226	19	96	220	156	39	39	46	111	165
Thought about cost of housing and labor shortage (% Yes)	41%	41%	38%	45%	48%	87%	50%	44%	37%	65%	54%	35%	47%	41%
More supportive (% Top-Two Box)	73%	73%	56%	50%	46%	59%	54%	55%	64%	56%	65%	58%	63%	61%
% Much more supportive	40%	40%	18%	16%	18%	30%	19%	24%	28%	26%	24%	24%	31%	27%



# Data Tables

## Affordable Housing

*“For the City of Arvada, 'affordable housing' means homes that sell for \$350,000 to \$550,000. Does knowing this make you more or less supportive of creating more affordable housing in Arvada?”*

*“To ensure that the housing created in the \$350,000 to \$550,000 price range is aesthetically attractive and fits with the design architecture of our community, the property lot sizes need to be smaller to help keep these homes affordable. Multi-unit buildings such as townhomes and condominiums can be a way of creating attractive homes that are affordable, and it is also possible to build single-family homes on smaller lots within this price range. Does this information make you more or less supportive of creating more affordable housing in Arvada?”*

	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
Base	517	127	99	120	171	51	92	91	103	96	49	228	236
More supportive knowing the price (% Top-Two Box)	49%	46%	46%	54%	49%	51%	59%	46%	50%	51%	45%	51%	52%
% Much more supportive	21%	24%	19%	25%	15%	34%	25%	19%	19%	15%	18%	21%	23%
More supportive knowing about lots/options (% Top-Two Box)	39%	37%	38%	40%	42%	49%	46%	36%	41%	40%	34%	44%	39%
% Much more supportive	12%	7%	15%	11%	14%	16%	13%	16%	10%	10%	7%	14%	10%

	Base	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+
Base	517	120	69	90	226	19	96	221	156	39	39	47	110	165
More supportive knowing the price (% Top-Two Box)	49%	60%	46%	45%	43%	64%	56%	47%	50%	37%	53%	55%	55%	54%
% Much more supportive	21%	38%	16%	10%	16%	9%	16%	22%	26%	18%	22%	19%	24%	27%
More supportive knowing about lots/options (% Top-Two Box)	39%	56%	36%	29%	33%	40%	38%	40%	44%	29%	42%	47%	42%	49%
% Much more supportive	12%	23%	10%	7%	7%	8%	5%	12%	18%	3%	7%	18%	11%	18%

# Data Tables

## Traffic Congestion

*“When you think about traffic congestion in Arvada, have you ever thought about how workers who come to the City for jobs are contributing to that congestion?”*

*“How important do you think it is to share this with other residents of our City?”*

	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
Base	518	128	99	121	170	51	92	91	103	95	49	228	236
Thought about commuter-caused congestion(% Yes)	48%	51%	48%	49%	42%	50%	44%	47%	47%	48%	33%	46%	46%
Importance of sharing this (% Top-Two Box)	58%	50%	57%	66%	59%	62%	58%	63%	61%	53%	53%	57%	60%
% Extremely important	29%	29%	28%	32%	26%	35%	24%	32%	35%	22%	20%	27%	32%

	Base	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+
Base	120	69	92	225	19	95	222	156	38	39	47	111	165	
Thought about commuter-caused congestion(% Yes)	48%	47%	45%	49%	48%	47%	44%	50%	59%	46%	45%	43%	46%	
Importance of sharing this (% Top-Two Box)	62%	56%	54%	56%	68%	67%	54%	57%	67%	54%	58%	61%	57%	
% Extremely important	37%	17%	30%	25%	50%	29%	27%	29%	43%	9%	21%	29%	33%	

# Data Tables

## Invest in Arvada

“Have you ever heard of ‘Invest In Arvada’?”

“What is your opinion of Invest in Arvada?”

	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
Base	511	125	97	120	169	51	92	90	103	96	49	229	235
Aware of Invest in Arvada (% Yes)	23%	26%	20%	25%	22%	24%	24%	20%	21%	26%	21%	26%	20%
Opinion of Invest in Arvada (% Top-Two Box)	49%	32%	65%	55%	49%	77%	56%	35%	50%	42%	30%	55%	48%
% Excellent	8%	0%	0%	17%	15%	23%	9%	0%	0%	8%	13%	6%	11%

	Base	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+
Base	120	69	91	225	19	96	221	156	39	38	47	111	165	
Aware of Invest in Arvada (% Yes)	19%	14%	20%	30%	24%	23%	23%	23%	22%	29%	32%	19%	22%	
Opinion of Invest in Arvada (% Top-Two Box)	78%	16%	45%	41%	0%	44%	61%	44%	33%	35%	52%	66%	60%	
% Excellent	22%	0%	4%	4%	0%	7%	7%	12%	0%	18%	0%	9%	14%	

# Data Tables

## Information Sources

“How do you get news or information about what is happening in Arvada?”

	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
Base	505	124	97	119	165	51	92	89	103	93	49	226	232
The Arvada Report	67%	67%	64%	72%	66%	52%	59%	64%	77%	74%	73%	68%	66%
City of Arvada emails to all residents	27%	28%	22%	22%	35%	23%	28%	22%	26%	29%	38%	24%	33%
Arvada Economic Development Association	5%	4%	3%	6%	7%	8%	4%	3%	4%	4%	5%	5%	5%
Arvada Press	50%	53%	55%	41%	51%	26%	48%	47%	64%	63%	58%	43%	58%
Nextdoor online community app	27%	24%	21%	22%	40%	19%	31%	30%	27%	30%	22%	19%	36%
Social Media	29%	29%	26%	36%	24%	55%	41%	35%	20%	7%	6%	26%	33%
Other	9%	7%	13%	9%	7%	11%	9%	6%	6%	11%	10%	10%	6%

	Base	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+
Base		120	68	91	221	18	95	218	155	38	38	46	109	164
The Arvada Report		59%	69%	73%	70%	40%	69%	67%	68%	57%	71%	82%	66%	62%
City of Arvada emails to all residents		25%	26%	28%	28%	22%	19%	27%	33%	18%	20%	30%	26%	30%
Arvada Economic Development Association		6%	4%	6%	4%	0%	2%	5%	7%	3%	6%	2%	3%	8%
Arvada Press		29%	53%	53%	63%	48%	55%	49%	48%	42%	66%	40%	56%	42%
Nextdoor online community app		20%	37%	25%	28%	18%	26%	29%	27%	19%	29%	14%	30%	30%
Social Media		42%	30%	24%	21%	36%	24%	28%	35%	19%	21%	24%	35%	39%
Other		9%	6%	5%	10%	5%	10%	9%	7%	6%	17%	16%	3%	7%



Karl Weiss, President  
Market Perceptions, Inc.  
[kweiss@marketperceptions.com](mailto:kweiss@marketperceptions.com)