

City of Aurora

2013 Community Survey

Report of Results



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Executive Summary

About the Survey

- ◆ The Community Survey was designed to capture voters' perspectives on City priorities and interest in funding these priorities with tax revenue. The survey garnered assessments of the quality of life in Aurora, the quality of services and amenities and aspects of community engagement.
- ◆ The 2013 City of Aurora Community Survey was mailed to 3,000 randomly selected registered voters with recent active voting history. A total of 739 surveys were completed, for a 25% response rate and a margin of error of plus or minus four percentage points.
- ◆ Comparisons of results are made to a 2008 Aurora survey when possible.

Most Aurora voters enjoyed a “good” quality of life.

- ◆ Over half of voters surveyed in 2013 rated their overall quality of life in Aurora as “good,” while a third said it was “fair.”
- ◆ Three-quarters gave positive marks to their neighborhood as a place to live and Aurora as a place to live, an improvement from 2008 ratings.
- ◆ About three-quarters planned to remain in Aurora for the next five years and would recommend living in Aurora to someone who asks.

Aurora voters shared mixed opinions about City services.

- ◆ At least three-quarters of those surveyed gave “excellent” or “good” marks to drinking water and sewer services in Aurora.
- ◆ A majority of voters gave positive reviews to safety services in Aurora, including fire services, ambulance or EMS and police services. Ratings of crime prevention improved from 2008 to 2013.
- ◆ Street cleaning, sidewalk maintenance and street repair ratings improved from 2008 to 2013, although voters continued to seek improvements to these services.
- ◆ In general, voters living in Wards 1, 2 and 3 gave less favorable ratings of City services than did those living in Wards 4, 5 and 6, with Ward 1 giving the lowest ratings.

Voters supported measures to improve transportation and safety.

- ◆ At least three-quarters of voters felt that there was a “high” or “medium” need to improve transportation and public safety in Aurora.
- ◆ When asked what single area should be improved to enhance the quality of life in Aurora, one in five voters mentioned reducing traffic, repairing roads and adding bike paths, while others cited improving public transportation. One in 10 cited safety.
- ◆ Six in 10 voters surveyed felt it was “essential” or “very important” to improve roads, sidewalks, bikeways and pedestrian use areas. Nearly as many felt it was important to build structured parking at new light rail stations.
- ◆ Least important to voters were improvements related to parks and recreation, with at least 4 in 10 saying that building a new, large-scale park; updating Moorhead Recreation Center; and building Southeast athletic fields complex and buildings were “not at all important” in terms of the City’s priorities for the next three years.
- ◆ A majority of Aurora voters supported a property tax increase of \$27.14 per year on a \$200,000 home to fund projects to improve public safety, and a similar proportion supported such a tax to fund transportation projects.

- ◆ In general, voters were more supportive of property tax increases to fund City projects and less supportive of sales tax increases.
- ◆ Support for property and sales tax increases to fund City projects was highest among younger voters, those who had lived in Aurora for five years or less and those who were employed.

Survey Background

Survey Purpose

The 2013 City of Aurora Community Survey gave registered voters the opportunity to weigh in on priorities for City projects and planning, as well as funding through potential tax measures. The survey also served as a consumer report card for Aurora by inviting voters to rate their satisfaction with the quality of life, local facilities and services and local government. Voters' ratings of satisfaction and priorities for future planning provide context for voter support of potential tax measures to fund City projects. By understanding voters' perceptions of their community, the City of Aurora can make informed decisions regarding what new measures are proposed on a ballot and where tax dollars should be spent in order to improve residents' quality of life.

National Research Center, Inc. (NRC) was selected through a competitive process to conduct the 2013 survey. In 2008, the City conducted a previous survey with NRC. The 2013 results are compared with results from the 2008 results wherever possible, though with some caution against over interpretation, as the 2008 survey used a random sample of all households, while the 2013 was conducted with a random selection of registered voters. This change in sampling methodology may at least partially explain some of the differences over time as the two surveys tapped different but overlapping populations. Changes over time should be interpreted with this caveat in mind.

Survey Administration

The City of Aurora survey was mailed to a random sample of 3,000 active registered voters. In October 2013, a pre-survey notification postcard was mailed to these households and about one week later surveys were mailed to the same residences. A reminder letter and a second survey were sent to the same households one week after the first survey packet mailed. The purpose of the second survey mailing was to encourage those who had not yet completed a survey to do so, as multiple contacts generate higher response rates.

Approximately 83 postcards were undeliverable because the housing unit was vacant or the postal service was unable to deliver it as addressed. Completed surveys were received from 739 voters (722 via mail and 17 via web), for a response rate of 25%, similar to 2008 (23%). The survey results were weighted to reflect the demographic profile of the entire Aurora voter list. (For more information on the survey methodology and weighting, see *Appendix E: Survey Methodology*.)

How the Results are Reported

For the most part, the “percent positive” and frequency distributions (the percent of respondents giving each possible response to a particular question) are presented in the body of the report. The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “strongly agree” and “agree”).

On many of the questions in the survey, respondents could give an answer of “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in *Appendix B: Complete Set of Survey Responses*. However, these responses have been removed from the analyses presented in the body of the report. In other words, the majority of the tables and graphs in the body of the report display the responses from those who had an opinion about a specific item. When a large percentage of voters (30% or more) chose “don’t know,” those items are noted in the text.

For some questions, respondents were permitted to select multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to percentages being rounded to the nearest whole number.

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95% confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (739 completed surveys).

Comparing Survey Results Over Time

The results in this report are compared to the results from the 2008 administration of The National Citizen Survey™, whenever past data are available. Differences between 2008 and 2013 can be considered “statistically meaningful” if they are greater than eight percentage points. Such changes over time are discussed in the report text, and it is worth noting these differences may be attributable, at least in part, to the different sampling methods employed in 2008 and 2013.

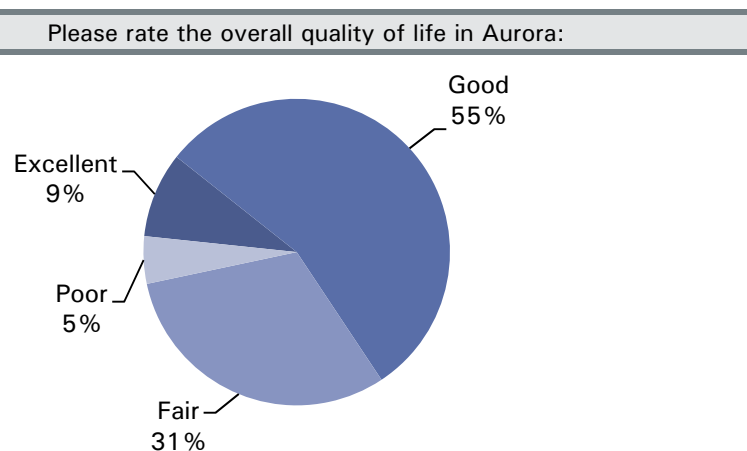
Report of Results

Quality of Life

Community perceptions of quality of life and the quality of neighborhoods are central to gauging strengths and weaknesses and to seeing where resources are best spent. In 2013, ratings of overall quality of life rose in the city of Aurora; about two-thirds (64%) of Aurora voters rated their quality of life as “excellent” or “good,” up from 57% of the general population in 2008.

In order to understand key differences between groups of Aurora voters, the 2013 survey results were compared by respondent geographic area of residence and demographic characteristics (see *Responses to Survey Questions Compared by Geographic Area* and *Responses to Select Survey Questions Compared by Respondent Characteristics*). Respondents in Wards 4 rated their quality of life highest, whereas those in Ward 1 rated their quality of life lowest. There were no differences in opinions regarding quality of life across the various demographic characteristics of respondents.

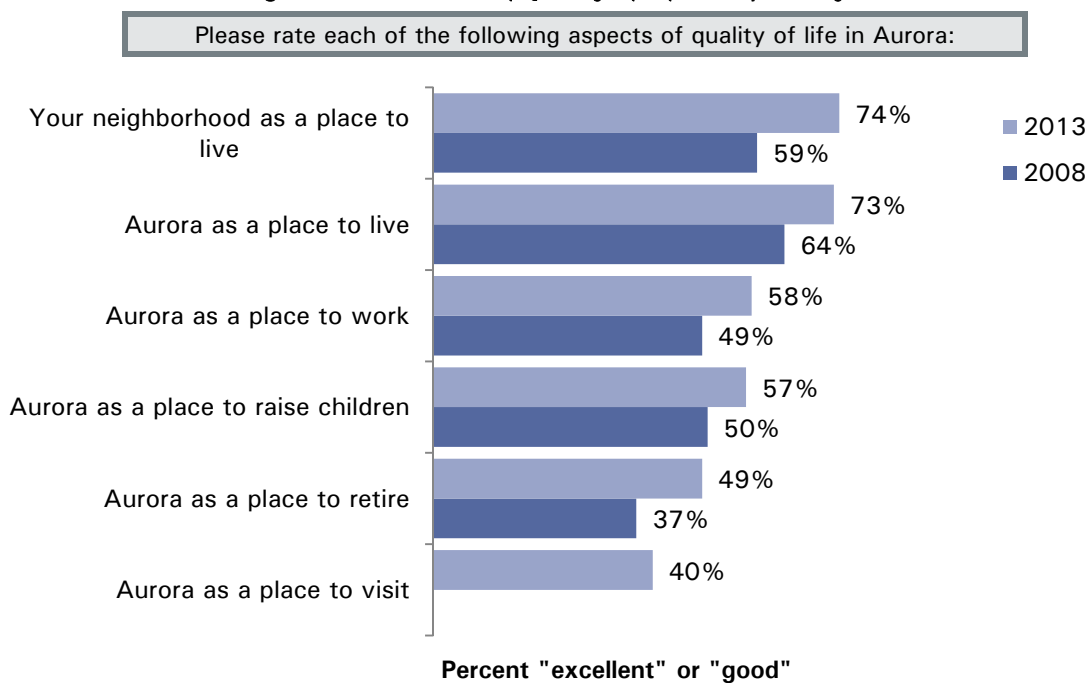
Figure 1: Overall Quality of Life in Aurora



In addition to this overall rating, voters evaluated specific aspects of Aurora as a community. Three-quarters of respondents gave “excellent” or “good” ratings to their neighborhood as a place to live, and a similar proportion gave such ratings to Aurora as a place to live. About 6 in 10 voters felt positively about Aurora as a place to work and raise children, and about half had a favorable opinion about Aurora as a place to retire. Only 40% of respondents rated Aurora as an “excellent” or “good” place to visit, new to the 2013 survey. In general, ratings for these specific aspects of Aurora as a community were higher in 2013 than in 2008.

When aspects of quality of life were compared by voters’ geographic region, residents of Ward 5 tended to award more favorable ratings, while Ward 1 residents gave less favorable ratings. In addition, older voters awarded more positive marks to Aurora as a place to raise children, work, visit and retire than did younger voters. Those living in Aurora for more than 20 years, those without children and unemployed voters also tended to give better ratings of Aurora as a place to retire.

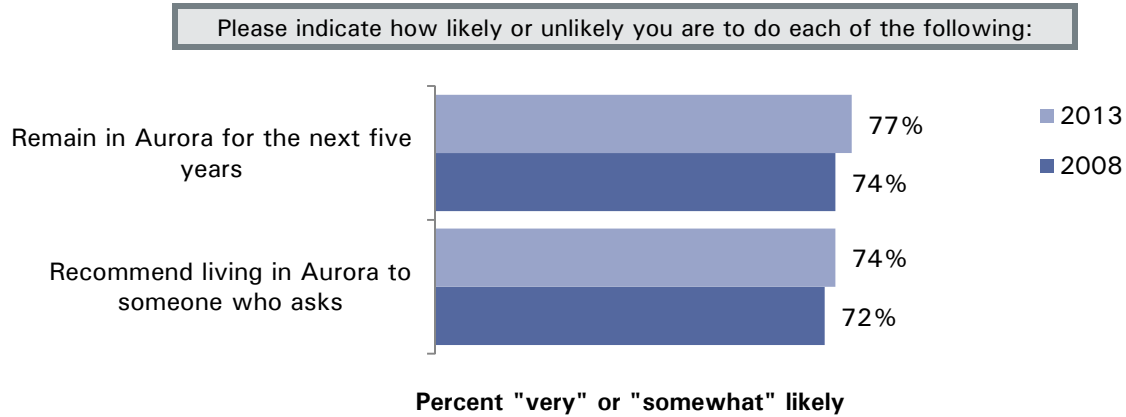
Figure 2: Dimensions of Quality of Life Compared by Year



Another dimension of community quality is resident loyalty. Voters in Aurora expected to remain in Aurora and would recommend others to live in Aurora if asked. About three-quarters of respondents indicated they will remain in Aurora for the next five years, and a similar proportion said they would recommend living in Aurora to someone who asks. These proportions were similar to 2008.

When results were compared by geographic area, those living in Ward 1 were less likely to recommend living in Aurora than were those living in other areas.

Figure 3: Residential Stability Compared by Year



Community Characteristics

Voters' evaluation of specific community characteristics can provide valuable information about the community's identity. Voters evaluated 16 aspects of the community and most aspects received "excellent" or "good" ratings from close to or over half of respondents, with the highest ratings going to the overall natural environment (75%). Rated lowest were the overall image or reputation of Aurora (32%) and overall economic health of Aurora (45%).

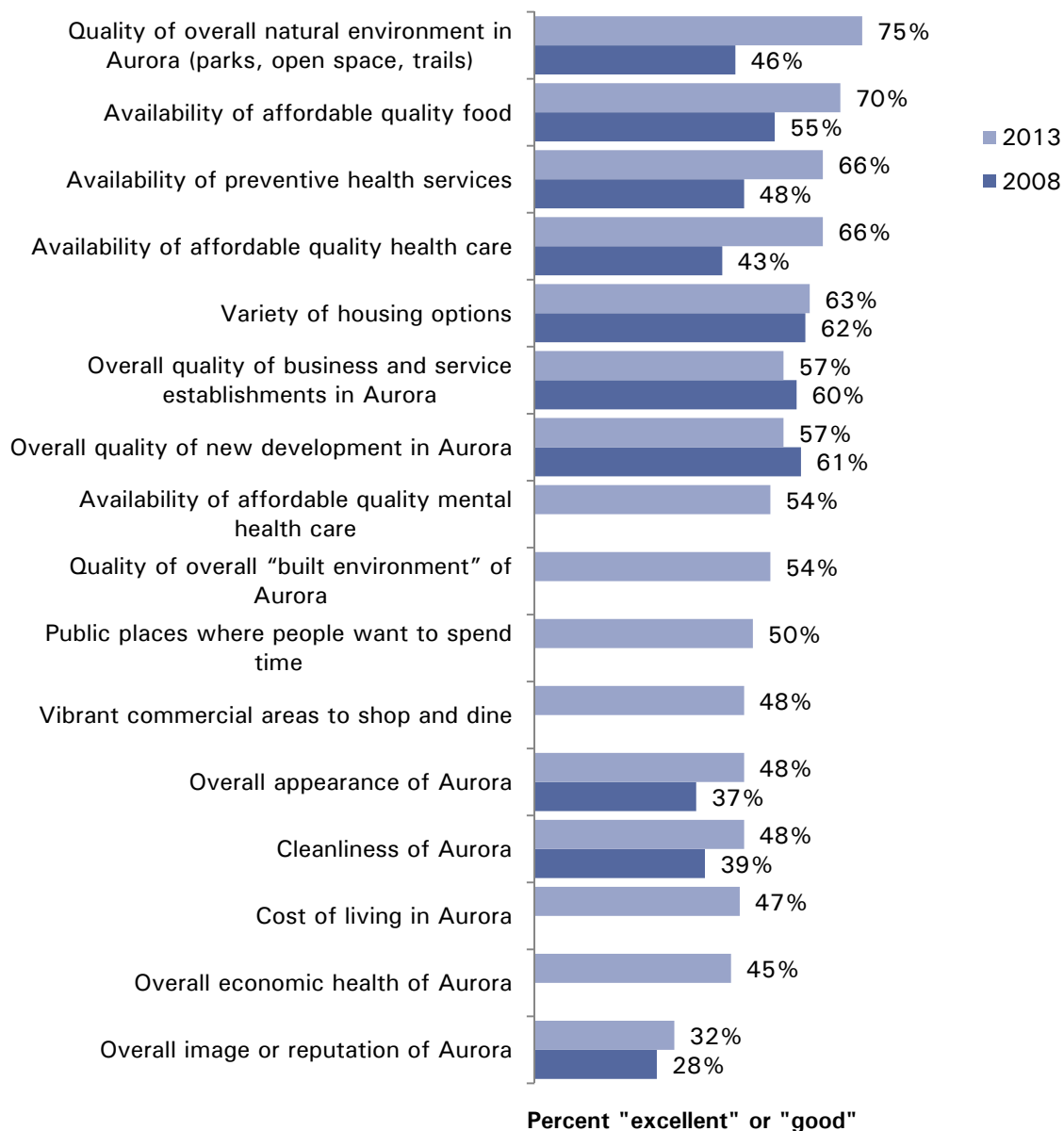
Of the 10 characteristics that could be compared to 2008, six improved over time and none declined. The rating of the overall natural environment in Aurora increased from only 46% in 2008, perhaps partially attributable to the added notes that the natural environment includes parks, open space and trails. Also rated higher in 2013 versus 2008 were availability of affordable quality food (70% versus 55%), availability of preventative health services (66% versus 48%), availability of affordable quality health care (66% versus 43%) and overall appearance (48% versus 37%) and cleanliness (48% versus 39%).

Almost half of respondents indicated "don't know" when rating the availability of affordable quality mental health care (see *Complete Set of Survey Frequencies Including "Don't Know"*).

Voters of Wards 5 and 6 gave higher ratings of the overall economic health of Aurora, while voters of Ward 1 gave much lower ratings than their counterparts. Similarly, for most aspects of community, Wards 1, 2 and 3 gave less favorable ratings than did Wards 4, 5 and 6.

Figure 4: Community Characteristics Compared by Year

Please rate each of the following characteristics as they relate to Aurora as a whole:

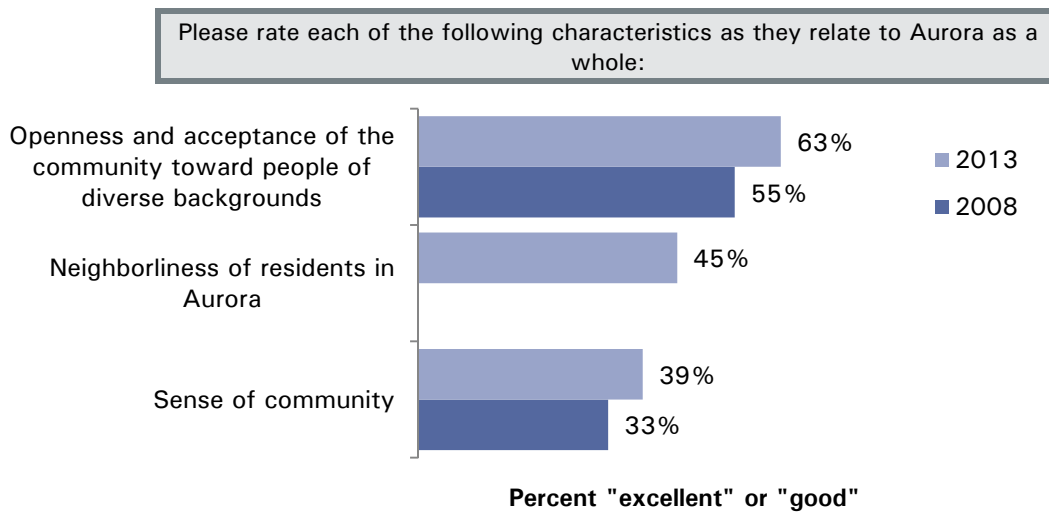


Prior to 2013, "Quality of overall natural environment in Aurora (parks, open space, trails)" was "Quality of overall natural environment in Aurora."

The cohesiveness of a community can be measured by the degree to which residents connect and interact with the people near them. When asked to rate the openness and acceptance of the community toward people of diverse backgrounds, 63% of respondents rated Aurora as either “excellent” or “good.” Just under half of respondents positively rated the neighborliness of residents in Aurora, and about 4 in 10 had a favorable opinion of the sense of community in Aurora. Ratings of openness and acceptance and sense of community were similar to the 2008 results, while neighborliness was a new question in 2013.

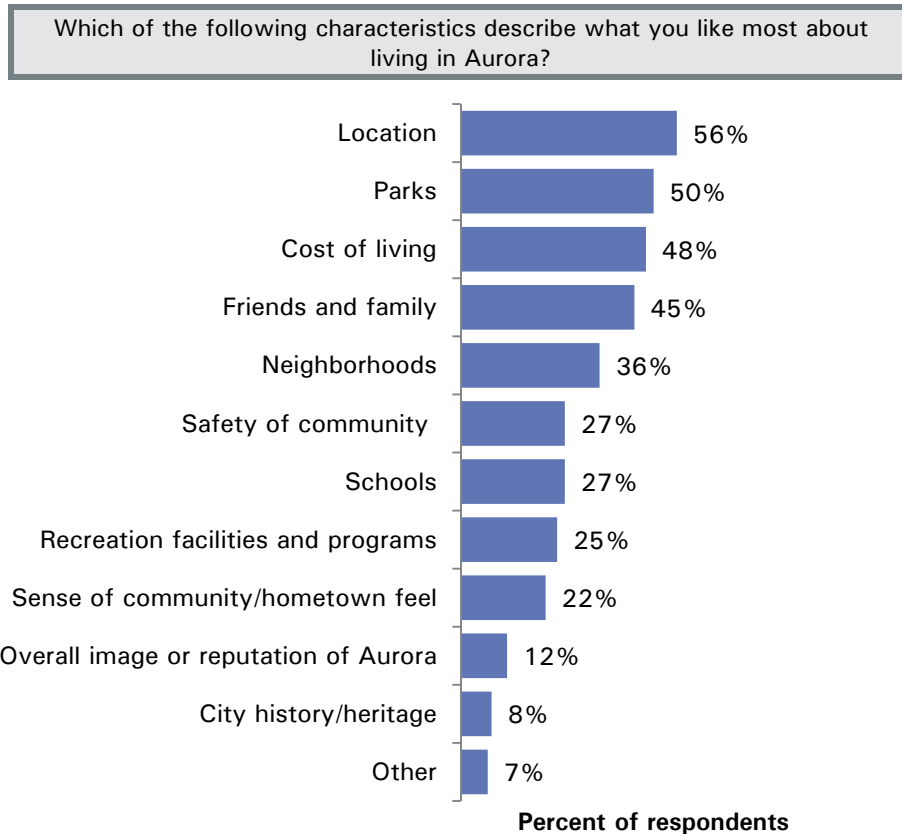
Ratings of openness and acceptance and neighborliness were highest in Wards 4 and 6. Sense of community did not differ by geographic area.

Figure 5: Sense of Community Compared by Year



It is valuable to understand what locals like most about their communities in order to meet needs and expectations. For the first time in 2013, voters were asked which characteristics they liked most about living in Aurora. More than half (56%) of respondents indicated location as their favorite attribute. Parks and cost of living were chosen by about half of voters, and 45% identified friends and family as key characteristics. Only about 1 in 10 indicated that the overall image or reputation of Aurora or the city’s history and heritage were what they liked most about Aurora. Seven percent provided some “other” response (see *Appendix C: Verbatim Responses to Open-Ended Survey Questions* for a list of voters’ written responses).

Figure 6: Like Most about Aurora, 2013



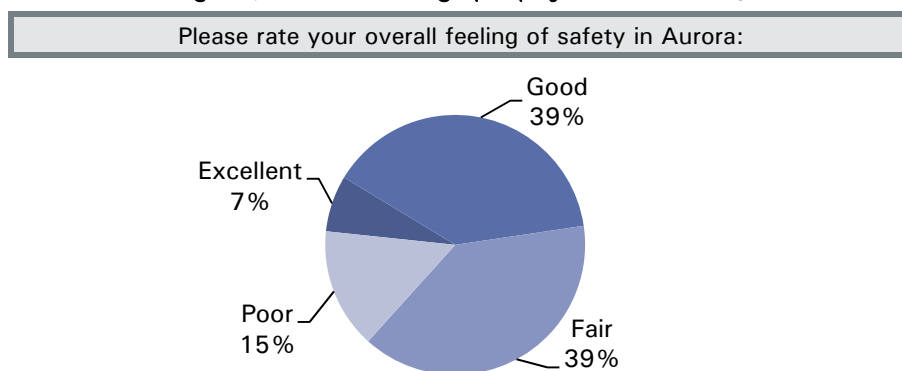
Note: Total may exceed 100% as respondents could select more than one answer.

Safety

Safety is an important community dimension and the Aurora Community Survey included a number of safety topics, including personal safety experiences and perspectives on local safety services.

The 2013 included a new question about overall safety. Forty-six percent of voters gave “excellent” or “good” marks to the overall feeling of safety in the city. Voters’ overall feeling of safety in Aurora did not differ by geographic region.

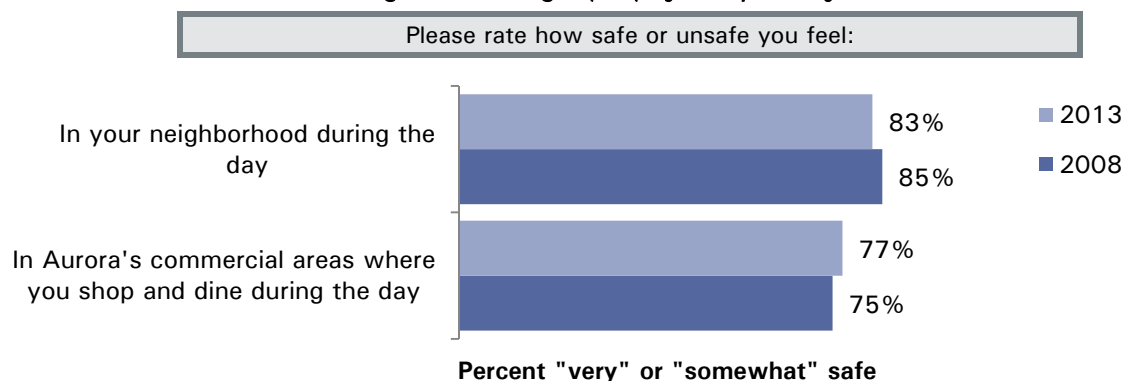
Figure 7: Overall Feeling of Safety in Aurora, 2013



About 8 in 10 voters felt “very safe” or “somewhat safe” in their neighborhoods during the day, and a similar proportion felt that way in Aurora’s commercial areas where they shop and dine during the day. These ratings of personal safety remained stable from 2008 to 2013.

Those living in Wards 5 and 6 felt safer in their neighborhoods and in Aurora’s commercial areas during the day, whereas those in Wards 1 and 2 felt less safe. When results were compared by respondent demographics, voters aged 35 to 54 felt less safe compared to their counterparts.

Figure 8: Feelings of Safety Compared by Year

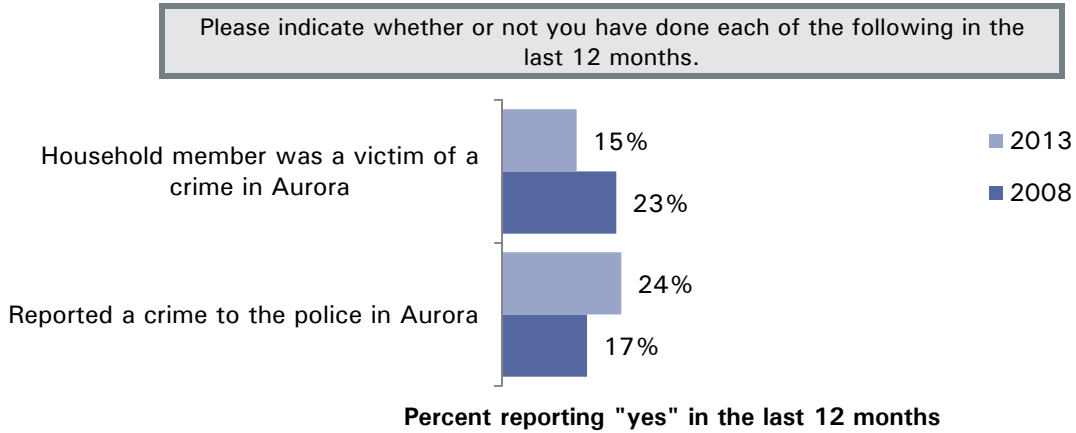


Prior to 2013, “In Aurora’s commercial areas where you shop and dine during the day” was “In Aurora’s commercial areas during the day.”

In 2013, 15% of residents indicated that a member of their household had been a victim of a crime in Aurora in the year prior to the survey. (While statistically similar to the 23% of residents from the 2008 survey, this could suggest a promising trend.) One-quarter had reported a crime to police.

Ward 1 voters were more likely than those in other areas to have reported a crime to the police in Aurora, while Ward 5 voters were less likely to have done so. Those in Wards 1 and 2 were more likely to say that a member of their household was a victim of a crime in Aurora.

Figure 9: Reports of Crime Compared by Year



Prior to 2013, "Household member was a victim of a crime in Aurora" was "During the past twelve months, were you or anyone in your household the victim of any crime?" and "Reported a crime to the police in Aurora" was "If yes, was this crime (these crimes) reported to the police?" (and that follow-up question was asked only of those respondents who indicated that a member of their household had been a victim of a crime).

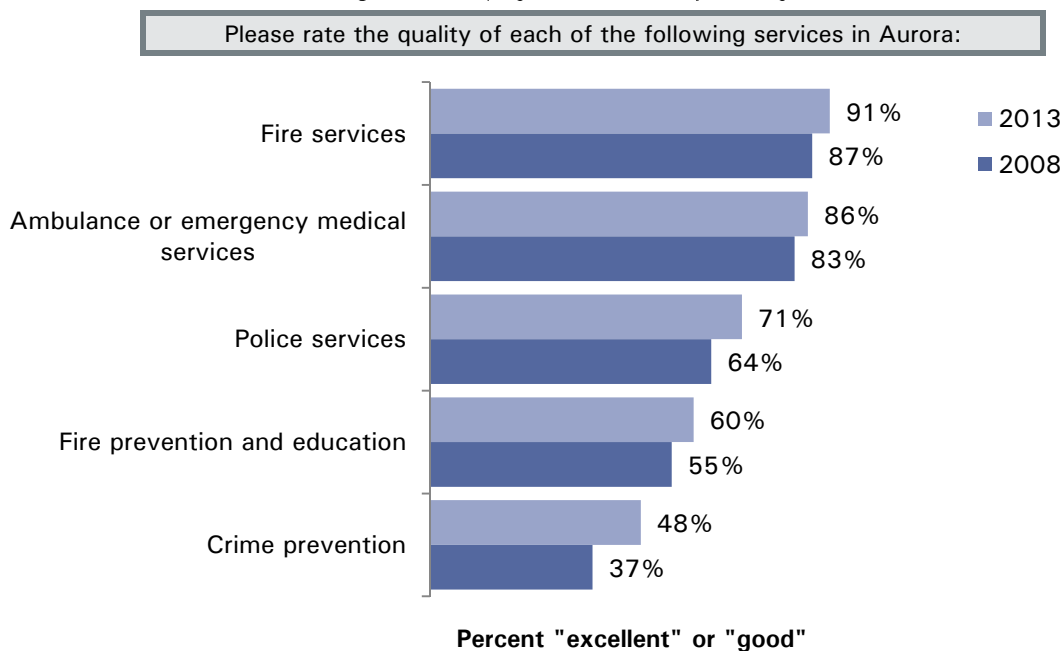
Safety Services

Respondents evaluated the quality of five safety services. Nine in 10 voters gave positive marks to fire services, 86% gave positive ratings to ambulance or emergency medical services, 7 in 10 gave positive ratings to police services and about half or more of Aurora respondents rated fire prevention and education (60%) and crime prevention (48%) positively. Crime prevention ratings improved since 2008 (from 37% to 48%) and the remaining 2013 ratings were similar to 2008.

About one-third of respondents answered “don’t know” when rating fire prevention and education services in Aurora (see *Complete Set of Survey Frequencies Including “Don’t Know”*).

When safety services were compared by geographic area, voters living in Wards 4, 5 and 6 tended to give higher ratings than their counterparts in Wards 1, 2 and 3. Ward 1 voters gave the lowest marks to most of these services. Additional comparisons by respondent demographics revealed that voters over age 55 and those who were not employed tended to give higher ratings to safety services such as ambulance and crime prevention.

Figure 10: Safety Services Compared by Year

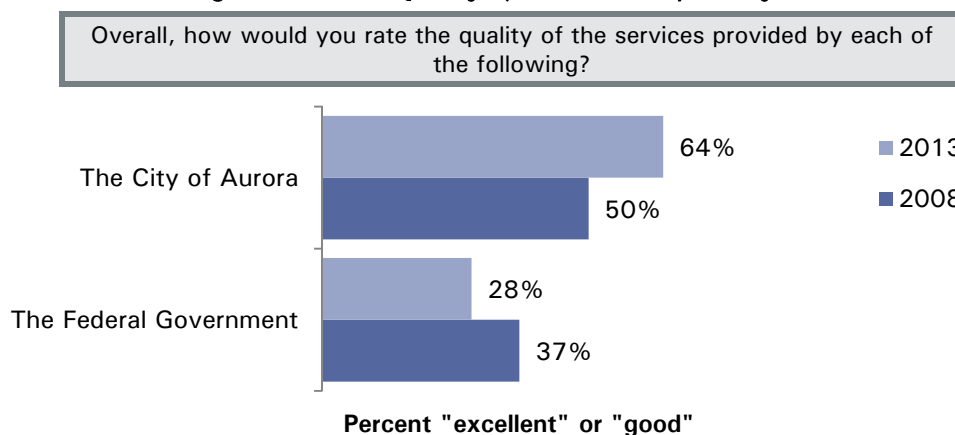


City Services and Government Performance

The survey included several questions measuring perceived quality of City services, government performance and voter confidence in local government.

Voters were asked to assess the quality of Aurora services overall, as well as federal government services overall. About two-thirds of voters gave “excellent” or “good” marks to the quality of services provided by the City of Aurora, compared to only 28% saying the same of services provided by the Federal Government. Ratings of services provided by the City of Aurora rose from 2008 to 2013 (up from 50%), whereas ratings of services provided by the Federal Government fell over the same period (down from 37%). Opinions regarding the overall quality of services provided by the City of Aurora and by the Federal Government did not differ by geographic region.

Figure 11: Overall Quality of Services Compared by Year



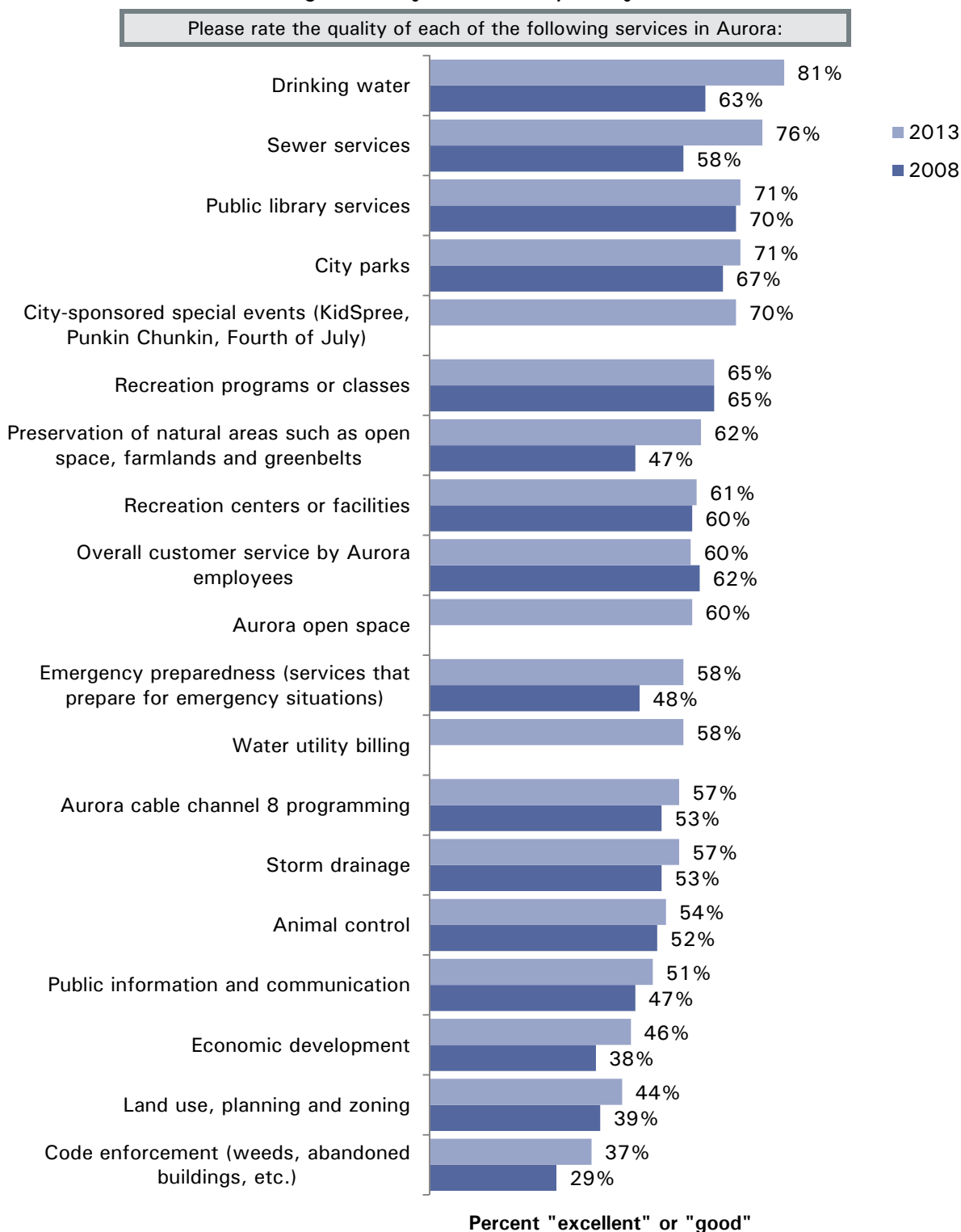
In addition to the assessment of services overall, the survey included 19 specific City services. Voters rated drinking water highest, with 8 in 10 rating the service as “excellent” or “good” and sewer services close behind (76%). About 7 in 10 respondents gave positive ratings to public library services, city parks and City-sponsored special events.

All but four of the services could be compared to the 2008 survey. Most were stable over time, none received lower ratings and four services were rated more positively in 2013 than in 2008: drinking water (81% in 2013 versus 63% in 2008), sewer services (76% versus 58%), preservation of natural areas (62% versus 47%) and emergency preparedness (58% versus 48%).

At least 30% of respondents said “don’t know” when evaluating the quality of recreation programs or classes, economic development, Aurora cable channel 8 programming, emergency preparedness and City-sponsored special events.

In general, voters living in Wards 1, 2 and 3 tended to give less favorable ratings of City services than did those living in Wards 4, 5 and 6, with Ward 1 voters giving the lowest ratings.

Figure 12: City Services Compared by Year

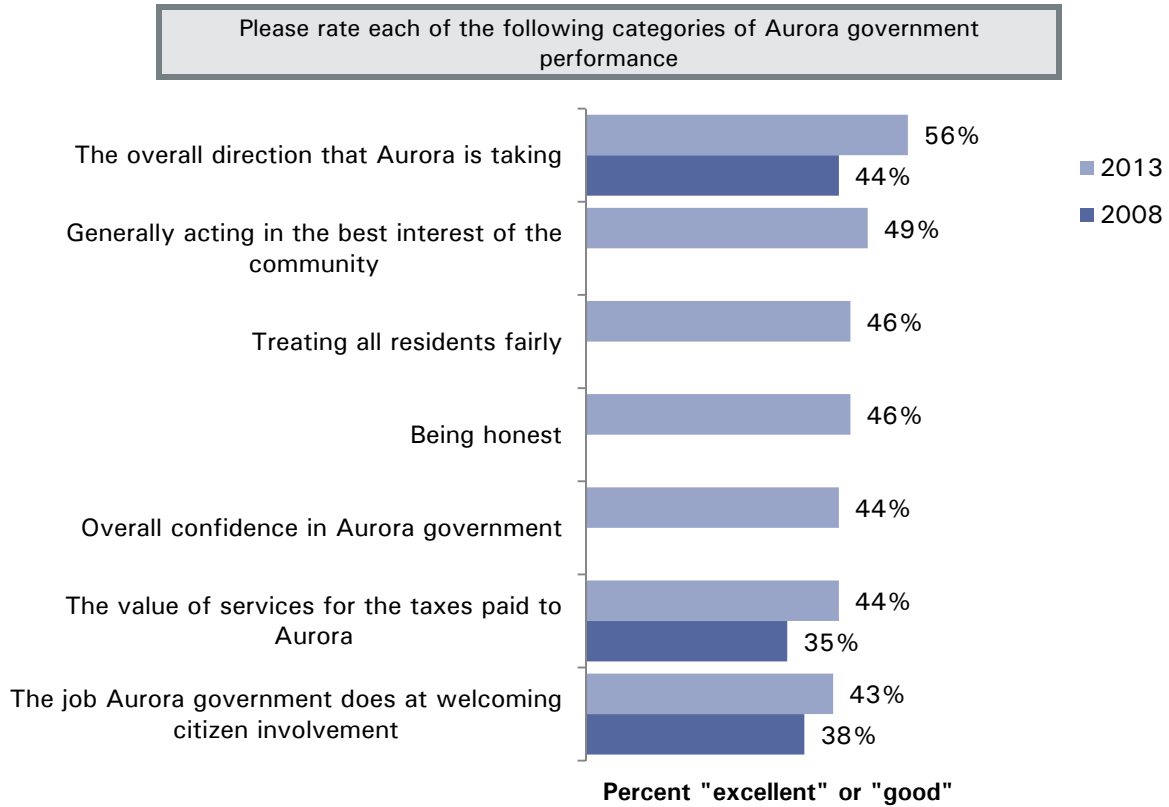


Prior to 2013, "Aurora cable channel 8 programming" was "Cable television"; "Public information and communication" was "Public information services"; and "Overall customer service by Aurora employees" was "Overall impression" of the employee[s] of the City of Aurora in residents' most recent contact and was asked only of those residents who had contacted the City of Aurora in the 12 months prior to the survey.

A set of questions on the survey focused on seven aspects of government performance, including four that were new for 2013. Voters gave their highest ratings to the overall direction that Aurora is taking (56% indicated “excellent” or “good”). Close to half of respondents viewed positively the remaining dimensions of Aurora government. Ratings improved from 2008 to 2013 for Aurora’s overall direction and the value of services for taxes paid, while the rating for welcoming citizen involvement remained stable.

Ratings of City government performance were similar across geographic areas; however, voters living in Wards 1 and 2 gave lower marks for the City treating all residents fairly.

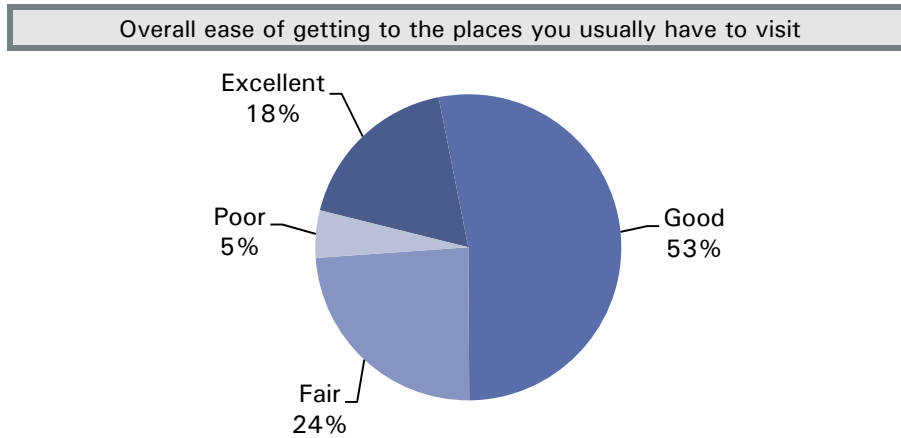
Figure 13: City Government Performance Compared by Year



Transportation

As a city grows and changes, issues related to transportation, traffic and infrastructure often arise. In 2013, Aurora voters gave favorable ratings to the overall ease of getting to the places they usually have to visit, a new question in 2013; 18% said it was “excellent” and 53% said it was “good.” Ease of travel in Aurora did not differ significantly by geographic location.

Figure 14: Overall Ease of Travel, 2013

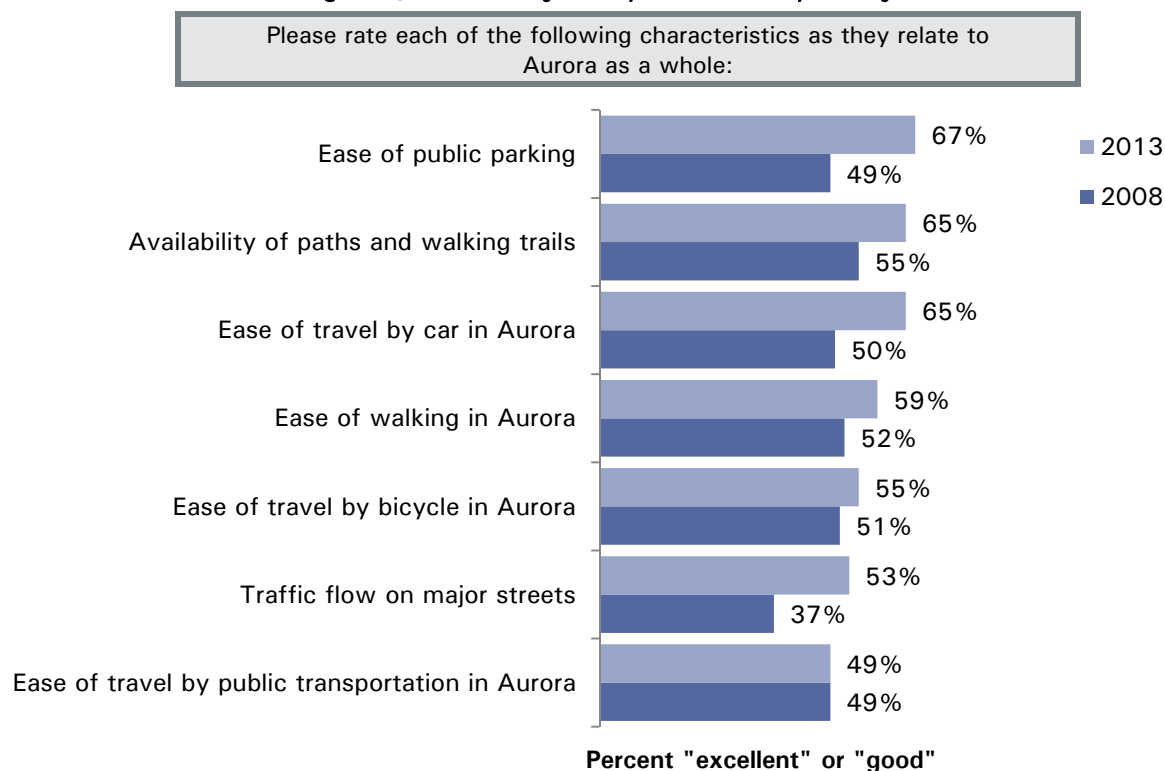


Aurora voters evaluated seven aspects of community transportation. In 2013, about two-thirds of respondents rated each of the following as “excellent” or “good:” the ease of public parking (67%), the availability of paths and walking trails (65%) and ease of travel by car (65%). Slightly fewer (59%) rated the ease of walking in Aurora favorably. At least half viewed the remaining transportation aspects as good or better. Four aspects saw improvement since 2008: ease of public parking (67% in 2013 compared to 49% in 2008, possibly related to the change in wording to emphasize “ease” versus simply “amount”); paths and walking trails availability (65% versus 55%); ease of travel by car (65% versus 50%); and traffic flow on major streets (53% versus 37%).

At least 30% of respondents said “don’t know” when asked to rate the ease of travel by public transportation and the ease of travel by bicycle in Aurora (see *Complete Set of Survey Frequencies Including “Don’t Know”*).

Voters from Wards 4, 5 and 6 awarded higher ratings to ease of public parking, ease of walking and the availability of paths and walking trails than did their counterparts in other areas.

Figure 15: Community Transportation Compared by Year



Prior to 2013, “Ease of public parking” was “Amount of public parking,” “Ease of travel by car in Aurora” was “Ease of car travel in Aurora,” “Ease of travel by public transportation in Aurora” was “Ease of bus travel in Aurora” and “Ease of travel by bicycle in Aurora” was “Ease of bicycle travel in Aurora.”

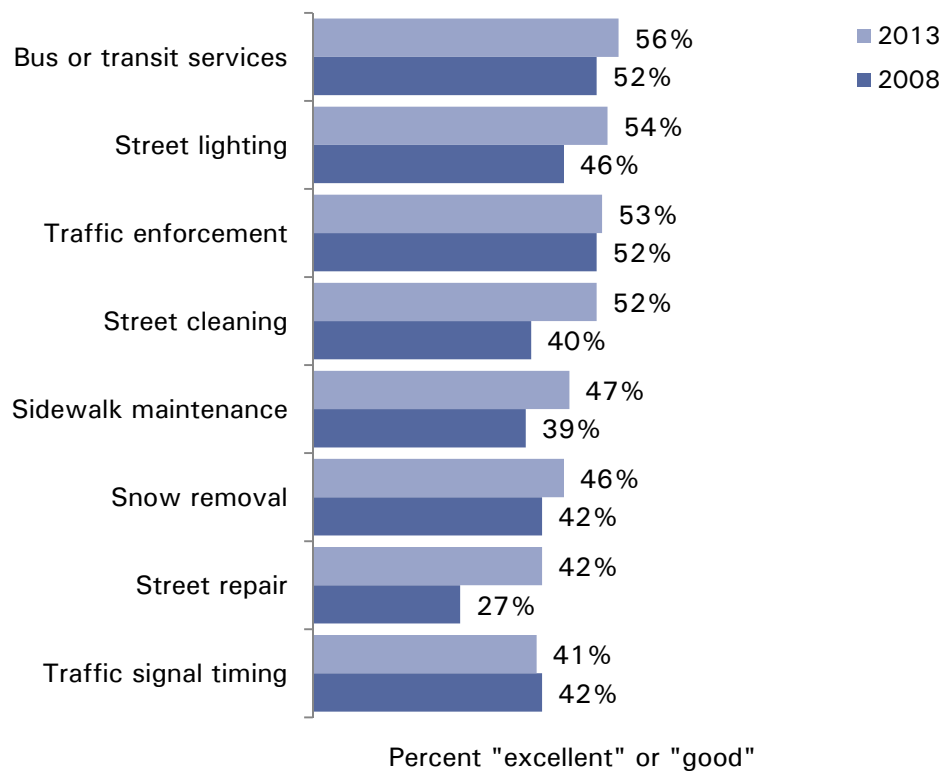
Aurora voters rated eight aspects of streets and transportation services. In 2013, over half of all respondents gave favorable rating to bus or transit services, street lighting, traffic enforcement and street cleaning. The lowest rating given was for traffic signal timing, with only 4 in 10 indicating that service as “excellent” or “good.” Notably, ratings for the service of street repair increased from 27% in 2008 to 42% in 2013.

When results were compared by geographic location, voters from Wards 4, 5 and 6 tended to have more favorable views of streets and transportation services than did those from Wards 1, 2 and 3.

About 4 in 10 respondents indicated “don’t know” when evaluating the quality of bus or transit services.

Figure 16: Streets and Transportation Services Compared by Year

Please rate the quality of each of the following services in Aurora:

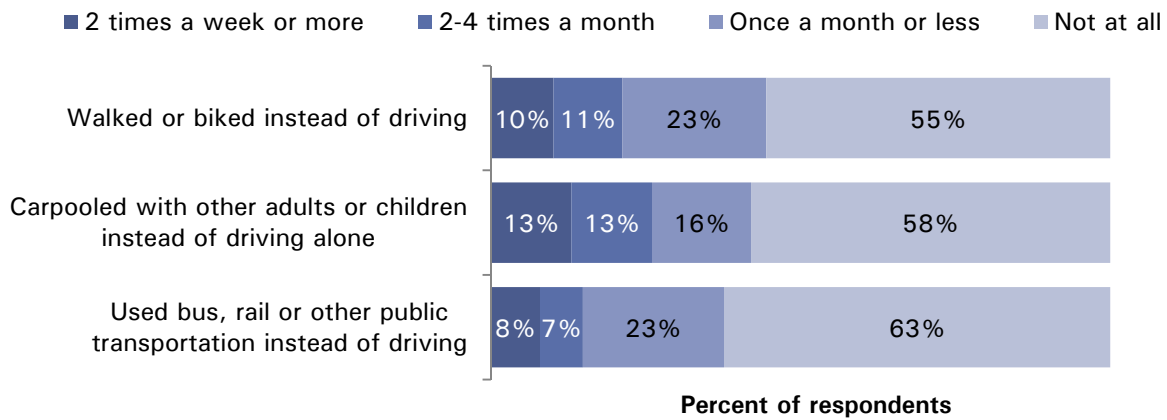


Use of alternate transportation by active voters was measured for the first time in 2013. Forty-five percent of voters reported walking or biking instead of driving at least once a month or more. About 4 in 10 respondents said they carpooled with other adults or children or used public transportation instead of driving alone at least once a month or more.

Compared to those living in other parts of Aurora, voters in Wards 1 and 4 were more likely to have carpooled instead of driving alone, while voters in Wards 3 and 5 were more likely to have used public transportation instead of driving.

Figure 17: Alternate Transportation Use, 2013

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Aurora?



Community Participation

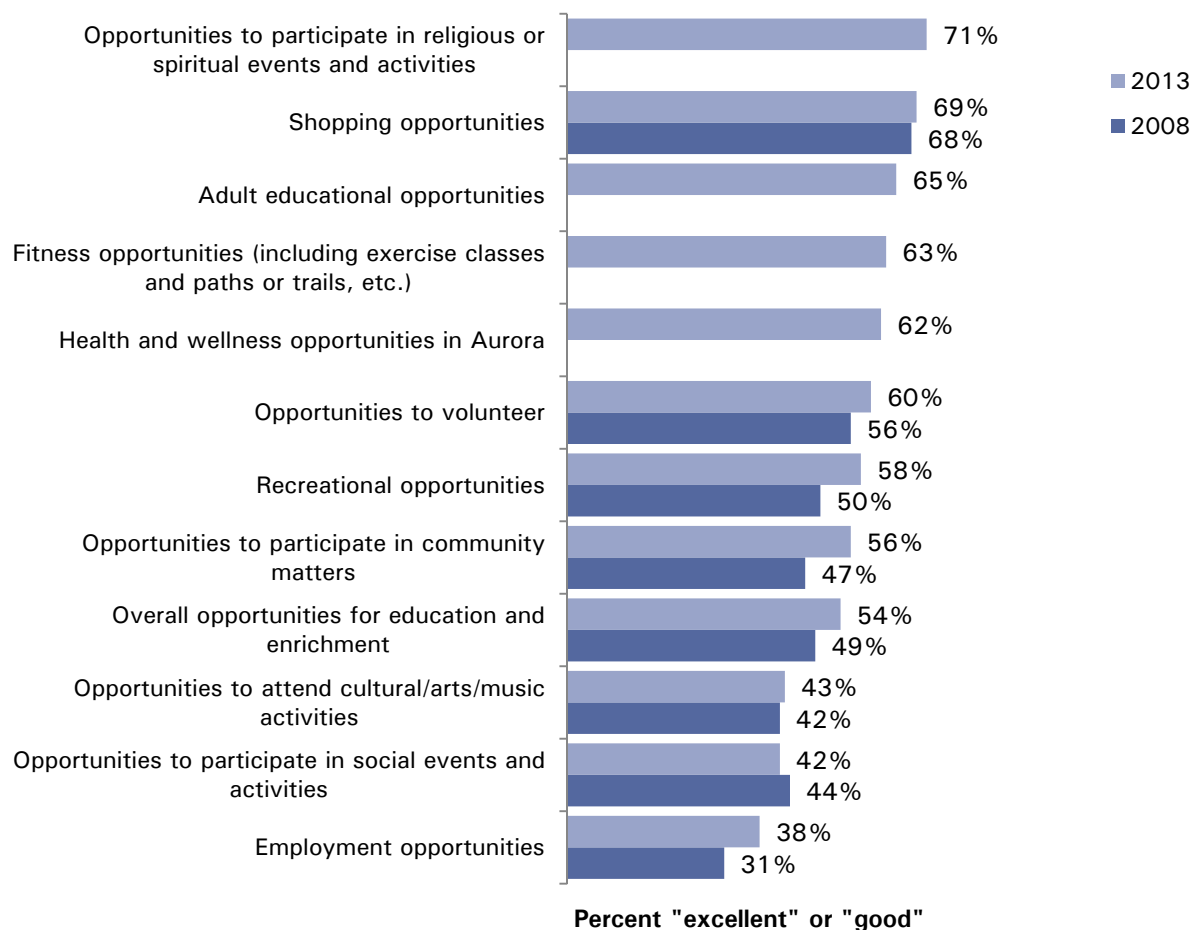
An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community; a shared sense of membership, belonging and history. Aurora’s 2013 Community Survey asked voters a series of questions about community participation and engagement in the city.

Among the 12 opportunities on the survey in 2013, voters rated opportunities to participate in religious or spiritual events and activities highest (71% rating as “excellent” or “good”), followed by shopping opportunities (69%) and adult education opportunities (65%). Eight opportunities could be compared to 2008 ratings; all remained stable except opportunities to participate in community matters, which rose to 56% from 47%.

Over 30% of survey respondents answered “don’t know” when asked to rate opportunities to volunteer.

Figure 18: Opportunities for Community Participation Compared by Year

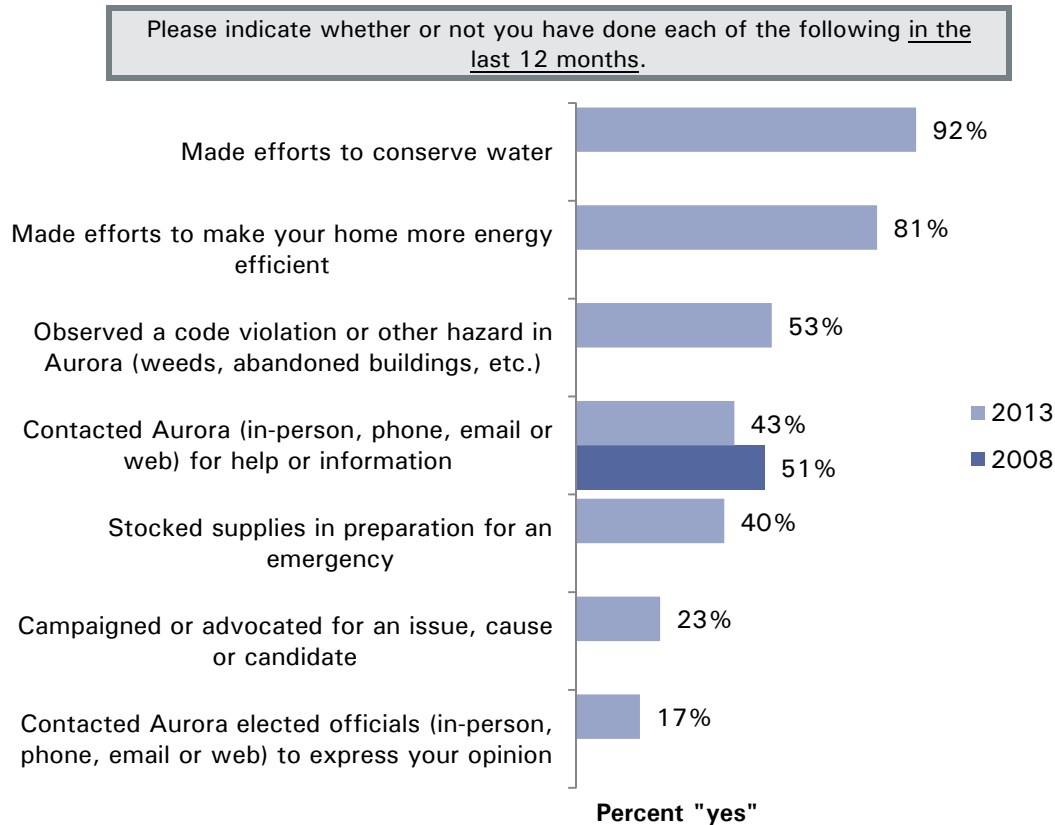
Please rate each of the following characteristics as they relate to Aurora as a whole:



Prior to 2013, “Overall opportunities for education and enrichment” was “Educational opportunities” and “Opportunities to attend cultural/arts/music activities” was “Opportunities to attend cultural activities.”

When presented with a list of seven activities that they could have had done in the last 12 months, nearly all of Aurora voters reported having made efforts to conserve water (92%). About 8 in 10 made efforts to make their home more energy efficient and about half had observed a code violation or other hazard in Aurora. Forty-three percent indicated they had contacted Aurora for help or information and 17% had contacted Aurora elected officials to express their opinion. In 2008, 51% of voters said they had in-person or phone contact with an employee of the City of Aurora over the prior 12 months.

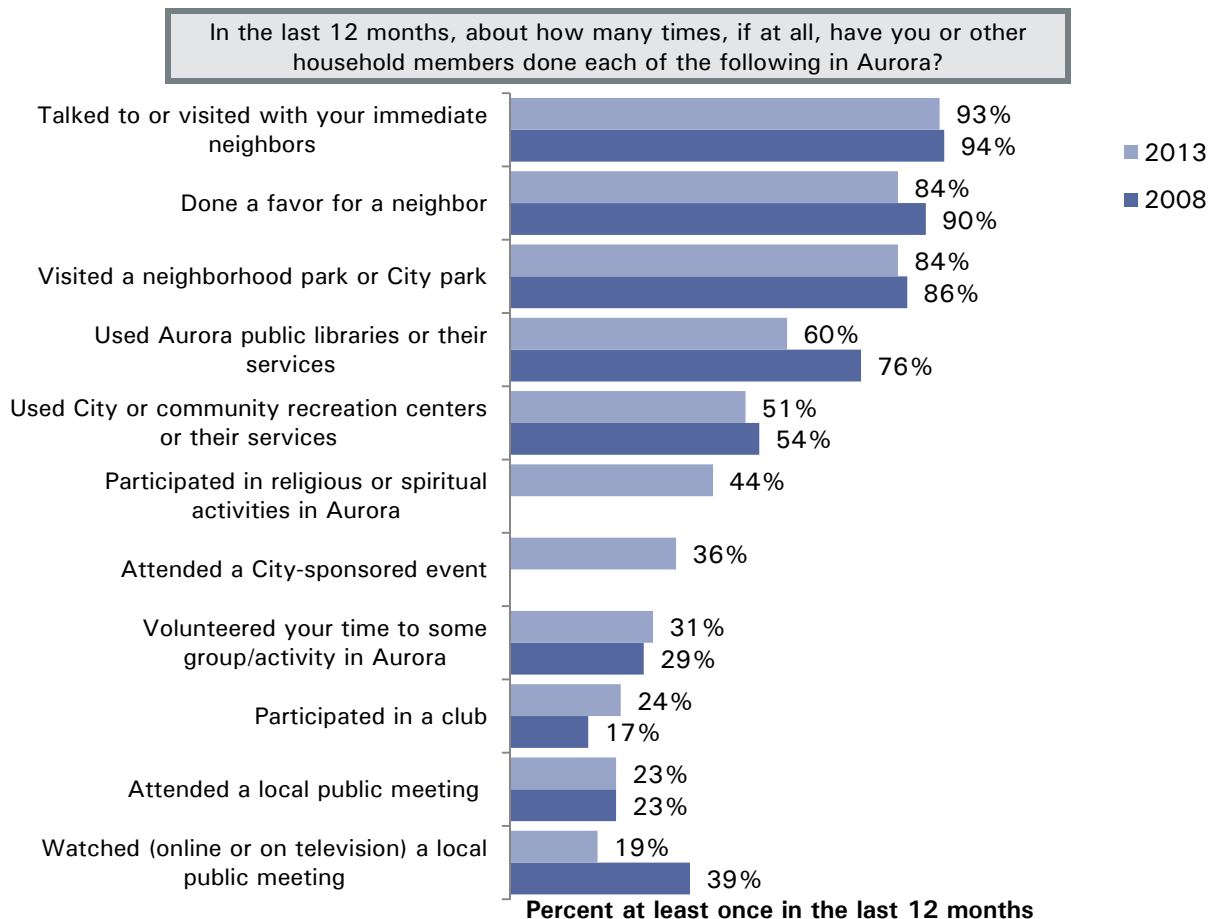
Figure 19: Respondent Activities, 2013



Prior to 2013, "Contacted Aurora (in-person, phone, email or web) for help or information" was "Have you had any in-person or phone contact with an employee of the City of Aurora within the last 12 months (including police, receptionists, planners or any others)?"

The 2013 survey included a list of 11 additional ways in which survey respondents and their households could have participated in the 12 months prior to the survey and asked about the frequency of participation. The most commonly reported activities were talking or visiting with immediate neighbors (93% of respondents said they had done this at least once in the preceding 12 months), doing a favor for a neighbor (84%) or visiting a neighborhood or City park (84%). All but participation in a religious/spiritual activity and attending a City-sponsored event also were asked in 2008; public library use and watching a public meeting saw declines (60% in 2013 versus 76% in 2008 and 19% versus 39%, respectively); other participation rates were stable.

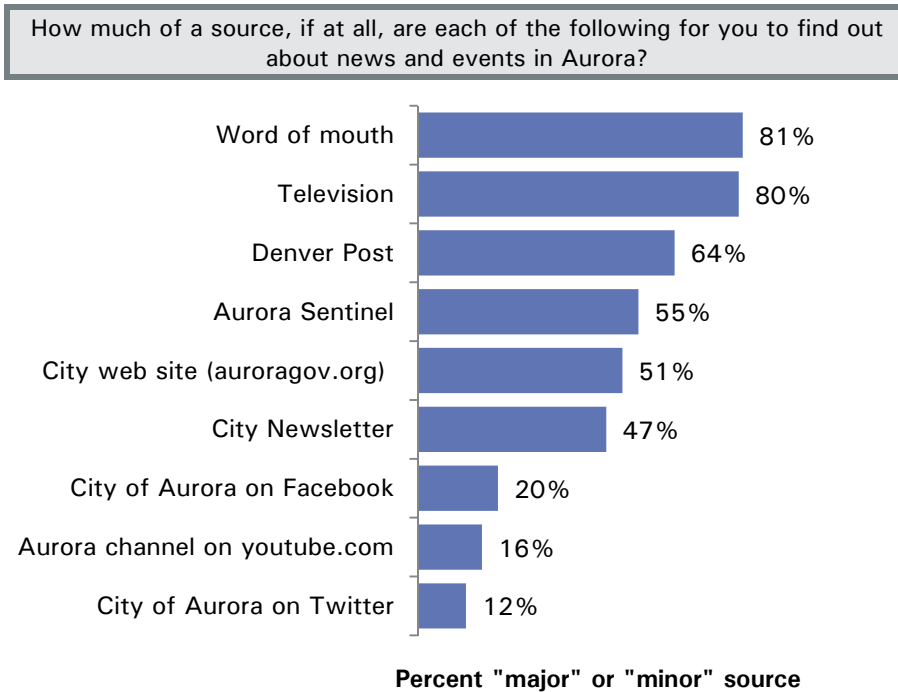
Figure 20: Community Participation Compared by Year



Prior to 2013, “Talked to or visited with your immediate neighbors” was worded as “About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?” (with a slightly different set of response options), “Done a favor for a neighbor” was “Provided help to a friend or neighbor,” “Participated in a club” was “Participated in a club or civic group in Aurora,” “Attended a local public meeting” was “Attended a meeting of local elected officials or other local public meeting,” “Watched (online or on television) a local public meeting” was “Watched a meeting of local elected officials or other local public meeting on cable television” and “Used City or community recreation centers or their services” was “Used Aurora recreation centers.”

A final aspect of community engagement, new to the 2013 survey, was a question about sources that voters rely on to learn about news and events in Aurora. Aurora voters most often identified word of mouth and television as sources of information; about 8 in 10 respondents reported that these sources were either a “major” or “minor” source. About two-thirds of voters reported using the Denver Post as at least a “minor” source and over half said they used the Aurora Sentinel for information. About 20% said they got information from the City of Aurora on Facebook, 16% used the Aurora channel on YouTube and only 12% used the City’s Twitter feed.

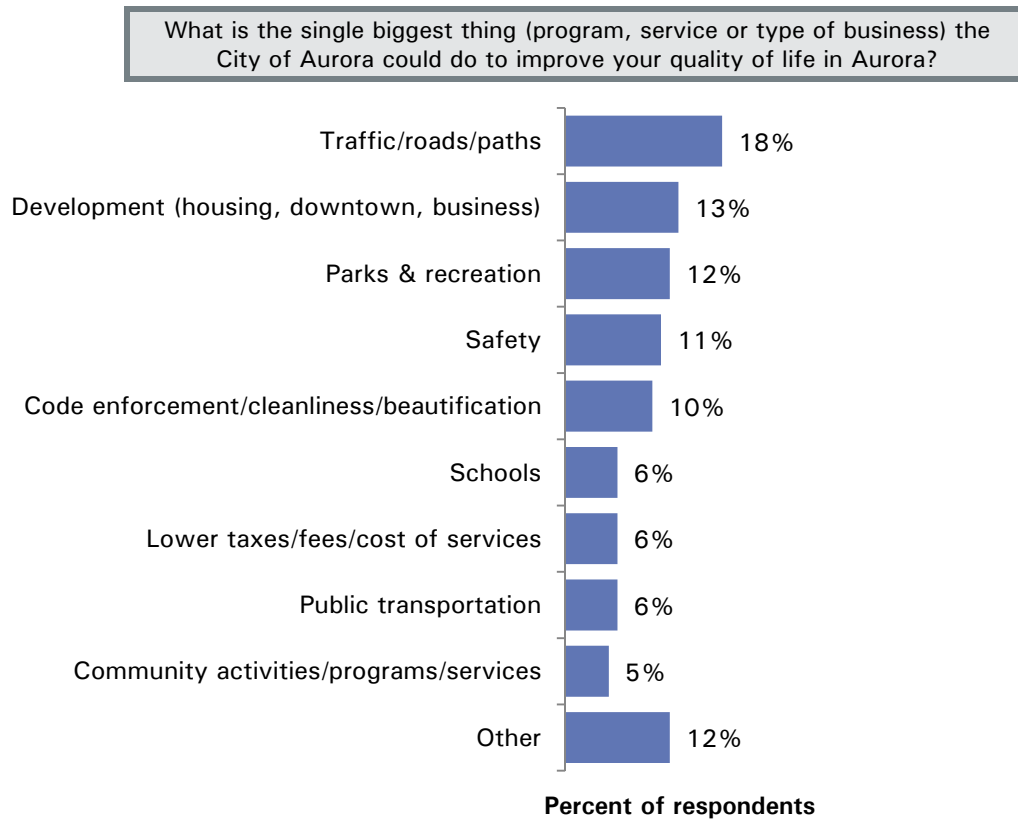
Figure 21: Sources of Information, 2013



Community Priorities

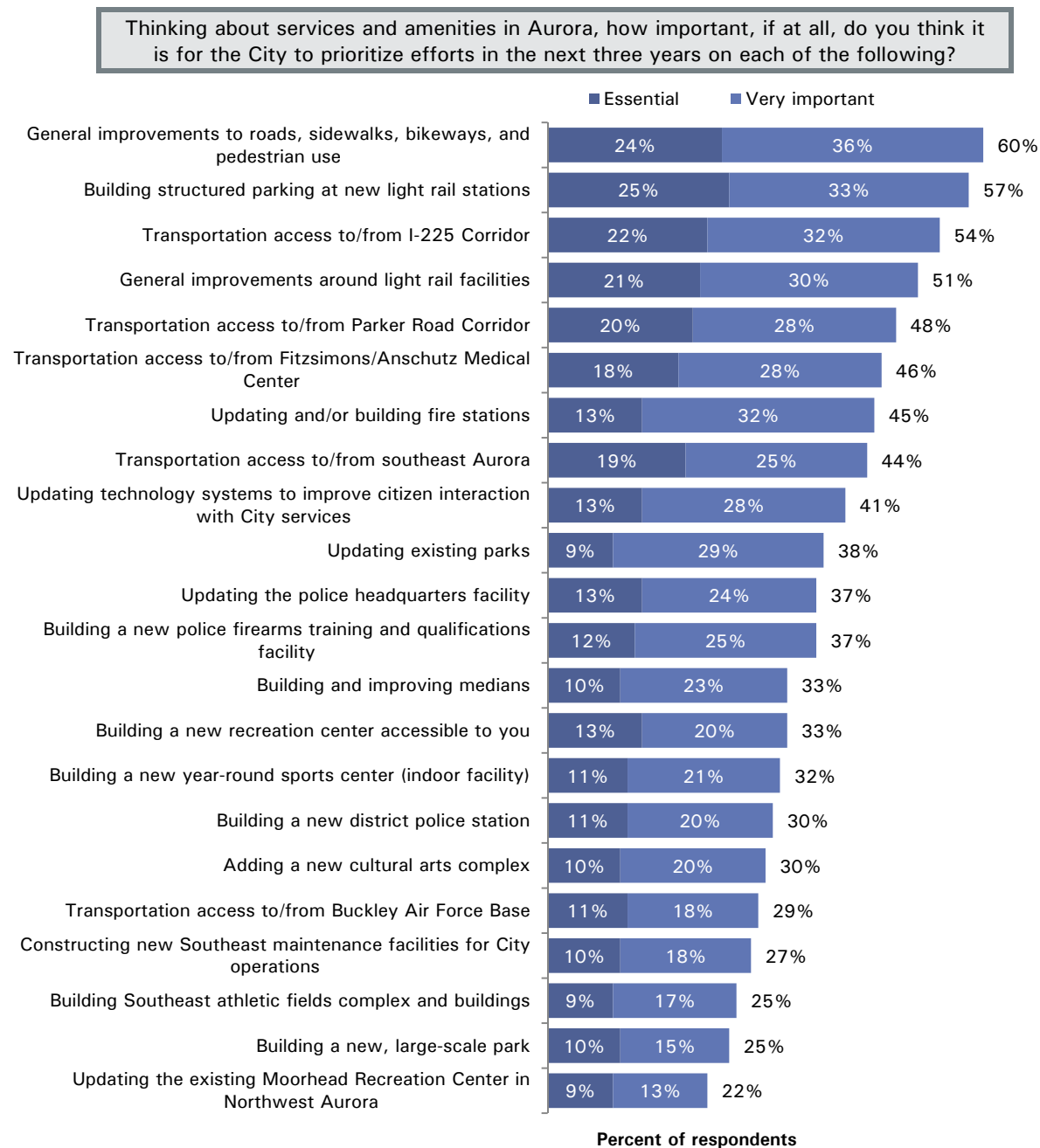
The 2013 survey allowed voters to write in their own words what they felt was the single biggest thing the City of Aurora could do to improve their quality of life. Of the 739 voters responding to the survey, 450 provided a written response; these responses were categorized by theme and are listed alphabetically by category in *Appendix C: Verbatim Responses to Open-Ended Survey Questions*. The most common area cited by voters concerned reducing traffic, improving traffic enforcement, repairing roads and adding bike paths. At least 1 in 10 voters who provided an answer mentioned increasing residential and commercial development, improving parks and recreation programs and facilities, improving safety in Aurora and cleaning up the city through increased code enforcement and beautification efforts.

Figure 22: Improving Quality of Life in Aurora, 2013



In order to prioritize efforts in the next three years, the 2013 survey asked voters about the importance of various services and amenities. Voters awarded highest importance to general improvements to roads, sidewalks, bikeways and pedestrian use, with 6 in 10 indicating this was “essential” or “very important.” Nearly as many viewed building structured parking at new light rail stations as “essential” or “very important.” Over half of Aurora voters also identified transportation access to and from the I-225 Corridor and general improvements around light rail facilities as priorities. Among the lowest priorities were updating the existing Moorhead Recreation Center in Northwest Aurora (22%); building a new, large scale park (25%); and building a Southeast athletic fields complex and buildings (25%).

Figure 23: Community Priorities, 2013

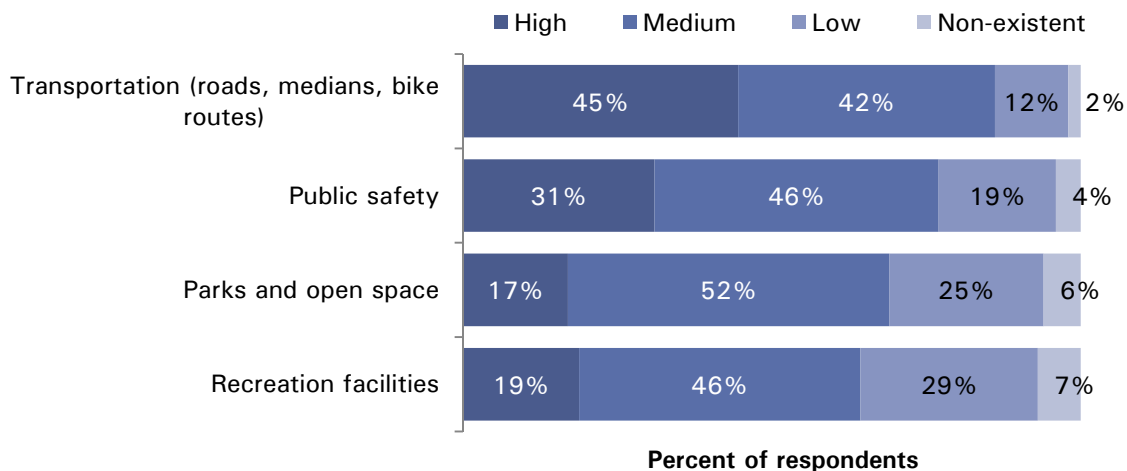


Prepared by National Research Center, Inc.

Aurora voters were asked in 2013 to assess the level of need for improvements to the four main service and amenity areas: transportation, public safety, parks and open space and recreation facilities. This question gave voters the opportunity to weigh in directly on potential upcoming initiatives. The area with the greatest need for improvements was transportation (corresponding with the specific priority areas from the previous chart) with 45% of respondents reporting a “high” need and 42% a “medium” need. Public safety ranked second, with 31% reporting a “high” need and 46% a “medium” need. Fewer residents indicated a “high” need for improving recreation facilities and parks and open space, although about half indicated a “medium” need for each.

Figure 24: Need for Improvements, 2013

As the City considers projects to improve parks and open space, recreation facilities, public safety facilities and transportation in Aurora, do you feel that the need for improvements in each area is high, medium, low or non-existent?

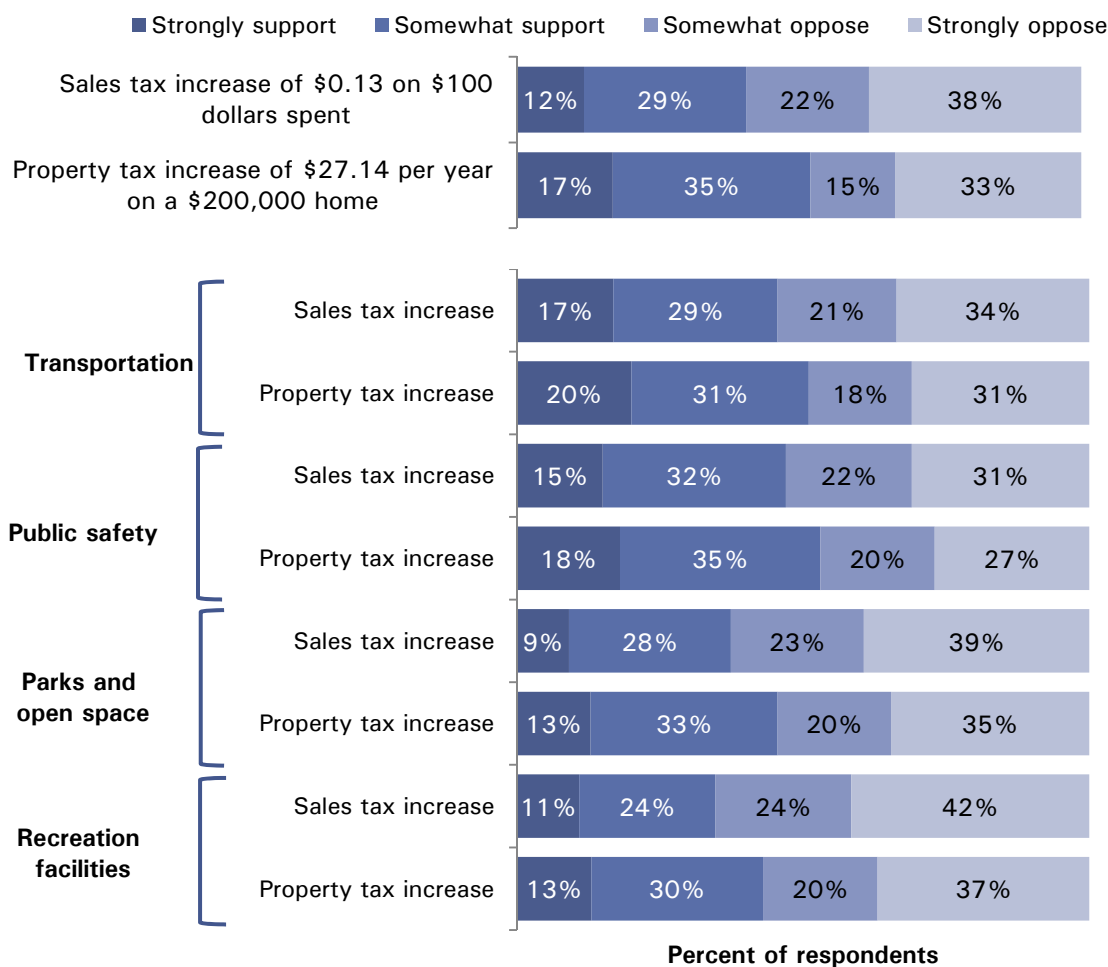


The 2013 survey also gauged voter support for potential sales tax and property tax increases to fund projects to improve each area of need in Aurora. When voters were asked what level of support or opposition they had for an increased sales tax or property tax to fund any new projects, respondents conveyed more support for the property tax increase of \$27.14 per year on a \$200,000 home (52% “somewhat” or “strongly” support) than a sales tax increase of \$0.13 on \$100 spent (41% “somewhat” or “strongly” support).

Overall, there was more support for a property tax increase over a sales tax increase, and more voters supported transportation and public safety funding than the other specific projects (with about half of respondents “somewhat” or “strongly” supporting a property tax increase for those two areas). Voters were least supportive of raising funds through a tax for parks and open space and recreation facilities. Across all potential funding areas and tax types, “strong” opposers outnumbered “strong” supporters at a rate of 1.5-4 to 1. Notes regarding differences among subgroups appear on the following page.

Figure 25: Support for Tax Increase to Fund New Projects, 2013

As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects?



Prepared by National Research Center, Inc.

Appendix D: Comparisons by Respondent Characteristics includes tables that compare results by respondent subgroups. Overall, the level of support for each proposed increase was similar across geographic areas but differed by demographic subgroups. When asked whether they would support a tax to fund any new projects, voters with children in their households were more likely to support a property tax increase.

Regarding projects to improve **transportation** in Aurora, voters who were younger, newer to Aurora and employed were more likely than their counterparts to support both types of tax increases. In addition, Ward 1 voters were more likely to support a property tax increase to improve transportation, while those living in Ward 2 were less likely to do so.

For projects to improve **public safety**, women and newer residents (i.e., voters living in Aurora for 5 years or less) were more supportive of a property tax increase than were men and those living in Aurora longer. Newer residents also were more supportive of a sales tax increase for safety-related projects.

When asked about projects to improve **parks and open space**, younger voters and those living in Aurora for 5 years or less were more likely to support both types of tax increases. Unemployed voters and those without children were less likely to support a property tax increase for parks and open space projects.

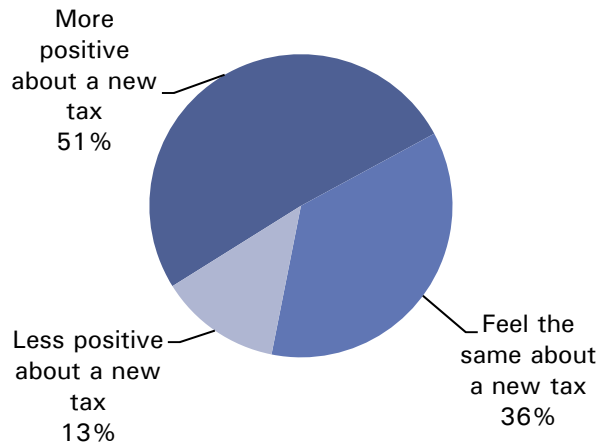
Regarding funding for **recreation facilities** in Aurora, unemployed voters and those without children voiced less support for a property tax increase compared to their counterparts.

Also new to the 2013 survey, Aurora voters then were asked whether it would change the way they felt about a potential tax if it were not new but instead replaced an expiring tax (and therefore their total tax stayed at the same level). About half of the respondents felt more positive about the tax, 36% felt the same about the new tax and 13% felt less positive about the new tax.

The option to replace an existing tax was more likely to appeal to women and employed voters than to men and unemployed voters. No differences were noted by geographic area.

Figure 26: Support for Tax Replacement, 2013

If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the tax, the same or less positive?



Appendix A: Respondent Profile

Characteristics of the survey respondents are displayed in the tables in this appendix. The percent and number of respondents is shown in each table.

Question D1: Employment Status

What is your employment status?	Percent	Number
Working full time for pay	60%	N=433
Working part time for pay	7%	N=50
Unemployed, looking for paid work	6%	N=46
Unemployed, not looking for paid work	4%	N=27
Fully retired	23%	N=168
Total	100%	N=724

Question D2: Length of Residency

How many years have you lived in Aurora?	Percent	Number
Less than 2 years	6%	N=47
2-5 years	14%	N=101
6-10 years	17%	N=128
11-20 years	24%	N=176
More than 20 years	38%	N=279
Total	100%	N=730

Question D3: Housing Unit Type

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	70%	N=512
Building with two or more homes (duplex, townhome, apartment or condominium)	28%	N=204
Mobile home	1%	N=4
Other	1%	N=7
Total	100%	N=727

Question D4: Housing Tenure

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=129
Owned	82%	N=595
Total	100%	N=724

Question D5: Presence of Children in Household

Do any children 17 or under live in your household?	Percent	Number
No	66%	N=484
Yes	34%	N=246
Total	100%	N=729

Question D6: Presence of Older Adults in Household

Are you or any other members of your household aged 65 or older?	Percent	Number
No	72%	N=524
Yes	28%	N=204
Total	100%	N=727

Question D7: Household Income

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than \$25,000	10%	N=71
\$25,000 to \$49,999	29%	N=199
\$50,000 to \$99,999	39%	N=267
\$100,000 to \$149,999	15%	N=103
\$150,000 or more	7%	N=45
Total	100%	N=686

Question D8: Ethnicity

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	92%	N=645
Yes, I consider myself to be Spanish, Hispanic or Latino	8%	N=59
Total	100%	N=704

Question Dg: Race

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	2%	N=15
Asian, Asian Indian or Pacific Islander	4%	N=31
Black or African American	10%	N=72
White	84%	N=599
Other	7%	N=49

Total may exceed 100% as respondents could select more than one option

Question D10: Age

In which category is your age?	Percent	Number
18-24 years	3%	N=19
25-34 years	22%	N=157
35-44 years	14%	N=104
45-54 years	22%	N=157
55-64 years	16%	N=117
65-74 years	14%	N=104
75 years or older	9%	N=62
Total	100%	N=720

Question D11: Gender

What is your sex?	Percent	Number
Female	55%	N=391
Male	45%	N=318
Total	100%	N=709

Appendix B: Complete Set of Survey Responses

Complete Set of Frequencies Excluding “Don’t Know”

The following pages contain responses to each question on the survey, excluding the “don’t know” responses. Each table contains both the percent and number of respondents giving a particular response.

Question 1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora:	Excellent	Good	Fair	Poor	Total
Aurora as a place to live	13%	60%	22%	4%	100%
Your neighborhood as a place to live	22%	52%	19%	6%	100%
Aurora as a place to raise children	11%	45%	33%	10%	100%
Aurora as a place to work	10%	48%	32%	10%	100%
Aurora as a place to visit	8%	32%	38%	22%	100%
Aurora as a place to retire	12%	37%	30%	20%	100%
The overall quality of life in Aurora	9%	55%	31%	5%	100%

Question 2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent	Good	Fair	Poor	Total
Overall feeling of safety in Aurora	7%	39%	39%	15%	100%
Overall ease of getting to the places you usually have to visit	18%	53%	24%	5%	100%
Quality of overall natural environment in Aurora (parks, open space, trails)	22%	54%	20%	5%	100%
Quality of overall “built environment” of Aurora (including overall design, buildings and transportation systems)	7%	47%	37%	9%	100%
Health and wellness opportunities in Aurora	18%	45%	31%	7%	100%
Overall opportunities for education and enrichment	12%	42%	34%	11%	100%
Overall economic health of Aurora	7%	38%	44%	11%	100%
Sense of community	6%	33%	43%	19%	100%
Overall image or reputation of Aurora	4%	27%	35%	33%	100%

Question 3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Aurora to someone who asks	24%	50%	15%	11%	100%
Remain in Aurora for the next five years	47%	30%	12%	11%	100%

Question 4: Safety

Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	45%	37%	9%	6%	2%	100%
In Aurora's commercial areas where you shop and dine during the day	32%	45%	14%	7%	2%	100%

Question 5: Community Characteristics

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent	Good	Fair	Poor	Total
Traffic flow on major streets	8%	45%	30%	17%	100%
Ease of public parking	13%	53%	27%	6%	100%
Ease of travel by car in Aurora	15%	50%	27%	7%	100%
Ease of travel by public transportation in Aurora	9%	40%	34%	17%	100%
Ease of travel by bicycle in Aurora	12%	43%	31%	14%	100%
Ease of walking in Aurora	14%	45%	31%	10%	100%
Availability of paths and walking trails	20%	44%	28%	7%	100%
Cleanliness of Aurora	9%	38%	40%	12%	100%
Overall appearance of Aurora	7%	40%	43%	9%	100%
Public places where people want to spend time	7%	44%	39%	11%	100%
Variety of housing options	12%	51%	28%	9%	100%
Fitness opportunities (including exercise classes and paths or trails, etc.)	15%	47%	30%	8%	100%
Recreational opportunities	14%	44%	32%	10%	100%
Availability of affordable quality food	14%	56%	25%	5%	100%
Availability of affordable quality health care	17%	49%	27%	7%	100%
Availability of preventive health services	16%	51%	27%	6%	100%
Availability of affordable quality mental health care	11%	42%	32%	15%	100%

Question 6: Community Opportunities

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent	Good	Fair	Poor	Total
Adult educational opportunities	14%	51%	29%	7%	100%
Opportunities to attend cultural/arts/music activities	9%	33%	44%	14%	100%
Opportunities to participate in religious or spiritual events and activities	21%	50%	25%	4%	100%
Employment opportunities	6%	32%	42%	20%	100%
Shopping opportunities	16%	53%	27%	4%	100%
Cost of living in Aurora	7%	40%	42%	10%	100%
Overall quality of business and service establishments in Aurora	8%	49%	36%	7%	100%
Vibrant commercial areas to shop and dine	9%	40%	38%	14%	100%
Overall quality of new development in Aurora	10%	47%	33%	10%	100%
Opportunities to participate in social events and activities	7%	35%	43%	15%	100%
Opportunities to volunteer	12%	48%	31%	8%	100%
Opportunities to participate in community matters	11%	46%	32%	12%	100%
Openness and acceptance of the community toward people of diverse backgrounds	17%	47%	26%	10%	100%
Neighborliness of residents in Aurora	8%	38%	39%	16%	100%

Question 7: Voter Behaviors

Please indicate whether or not you have done each of the following in the last 12 months.	No	Yes	Total
Made efforts to conserve water	8%	92%	100%
Made efforts to make your home more energy efficient	19%	81%	100%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	47%	53%	100%
Household member was a victim of a crime in Aurora	85%	15%	100%
Reported a crime to the police in Aurora	76%	24%	100%
Stocked supplies in preparation for an emergency	60%	40%	100%
Campaigned or advocated for an issue, cause or candidate	77%	23%	100%
Contacted Aurora (in-person, phone, email or web) for help or information	57%	43%	100%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	83%	17%	100%

Question 8: Community Participation

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Aurora?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total
Used City or community recreation centers or their services	10%	12%	29%	49%	100%
Visited a neighborhood park or City park	17%	28%	38%	16%	100%
Used Aurora public libraries or their services	7%	22%	31%	40%	100%
Participated in religious or spiritual activities in Aurora	13%	19%	13%	56%	100%
Attended a City-sponsored event	2%	3%	31%	64%	100%
Used bus, rail or other public transportation instead of driving	8%	7%	23%	63%	100%
Carpooled with other adults or children instead of driving alone	13%	13%	16%	58%	100%
Walked or biked instead of driving	10%	11%	23%	55%	100%
Volunteered your time to some group/activity in Aurora	5%	9%	17%	69%	100%
Participated in a club	5%	9%	11%	76%	100%
Talked to or visited with your immediate neighbors	40%	33%	20%	7%	100%
Done a favor for a neighbor	19%	27%	38%	16%	100%

Question 9: Public Meeting Attendance

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total
Attended a local public meeting	1%	2%	19%	77%	100%
Watched (online or on television) a local public meeting	2%	3%	14%	81%	100%

Question 10: Service Quality

Please rate the quality of each of the following services in Aurora:	Excellent	Good	Fair	Poor	Total
Police services	21%	50%	21%	8%	100%
Fire services	35%	56%	8%	1%	100%
Ambulance or emergency medical services	32%	54%	12%	3%	100%
Crime prevention	10%	38%	33%	19%	100%
Fire prevention and education	14%	45%	33%	8%	100%
Traffic enforcement	10%	43%	31%	15%	100%
Street repair	7%	35%	38%	20%	100%
Street cleaning	10%	42%	33%	15%	100%
Street lighting	10%	45%	33%	13%	100%
Snow removal	9%	37%	31%	23%	100%
Sidewalk maintenance	7%	39%	36%	17%	100%
Traffic signal timing	7%	34%	37%	22%	100%
Bus or transit services	11%	45%	30%	14%	100%
Storm drainage	10%	46%	30%	13%	100%
Drinking water	37%	44%	14%	5%	100%
Sewer services	22%	55%	20%	4%	100%
Water utility billing	14%	44%	30%	12%	100%
City parks	20%	52%	25%	4%	100%
Recreation programs or classes	22%	43%	28%	7%	100%
Recreation centers or facilities	18%	43%	25%	14%	100%
Land use, planning and zoning	8%	35%	39%	17%	100%
Code enforcement (weeds, abandoned buildings, etc.)	6%	31%	39%	24%	100%
Animal control	8%	46%	28%	17%	100%
Economic development	8%	39%	40%	14%	100%
Public library services	23%	48%	23%	6%	100%
Public information and communication	10%	41%	37%	12%	100%
Aurora cable channel 8 programming	11%	45%	34%	9%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	11%	47%	27%	15%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	14%	48%	31%	7%	100%
Aurora open space	14%	46%	33%	7%	100%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	18%	51%	24%	6%	100%
Overall customer service by Aurora employees	13%	47%	33%	8%	100%

Question 11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The City of Aurora	9%	55%	28%	8%	100%
The Federal Government	4%	24%	37%	35%	100%

Question 12: Local Government Performance

Please rate the following categories of Aurora government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Aurora	6%	38%	39%	18%	100%
The overall direction that Aurora is taking	6%	50%	31%	13%	100%
The job Aurora government does at welcoming citizen involvement	8%	35%	37%	20%	100%
Generally acting in the best interest of the community	8%	41%	35%	16%	100%
Being honest	8%	38%	37%	16%	100%
Treating all residents fairly	9%	38%	35%	19%	100%
Overall confidence in Aurora government	7%	37%	39%	16%	100%

Question 13: Like Most About Aurora

Which of the following characteristics describe what you like most about living in Aurora? (Please check all that apply.)	Percent of respondents
Parks	50%
Location	56%
Neighborhoods	36%
Schools	27%
Safety of community	27%
City history/heritage	8%
Friends and family	45%
Cost of living	48%
Recreation facilities and programs	25%
Sense of community/hometown feel	22%
Overall image or reputation of Aurora	12%
Other	7%

Total may exceed 100% as respondents could select more than one answer.

Question 15: Importance of Services

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize efforts in the next three years on each of the following?	Essential	Very important	Somewhat important	Not at all important	Total
Building a new recreation center accessible to you	13%	20%	29%	38%	100%
Updating the existing Moorhead Recreation Center in Northwest Aurora	9%	13%	30%	49%	100%
Updating existing parks	9%	29%	47%	16%	100%
Building a new, large-scale park	10%	15%	33%	42%	100%
Building Southeast athletic fields complex and buildings	9%	17%	36%	39%	100%
Building a new year-round sports center (indoor facility)	11%	21%	35%	33%	100%
Adding a new cultural arts complex	10%	20%	37%	33%	100%
Building a new police firearms training and qualifications facility	12%	25%	38%	26%	100%
Updating and/or building fire stations	13%	32%	40%	15%	100%
Updating the police headquarters facility	13%	24%	40%	23%	100%
Building a new district police station	11%	20%	35%	34%	100%
Transportation access to/from Buckley Air Force Base	11%	18%	31%	40%	100%
Transportation access to/from Fitzsimons/Anschutz Medical Center	18%	28%	31%	23%	100%
Transportation access to/from southeast Aurora	19%	25%	35%	21%	100%
Transportation access to/from Parker Road Corridor	20%	28%	34%	18%	100%
Transportation access to/from I-225 Corridor	22%	32%	31%	15%	100%
General improvements to roads, sidewalks, bikeways, and pedestrian use	24%	36%	34%	6%	100%
Building and improving medians	10%	23%	42%	25%	100%
General improvements around light rail facilities	21%	30%	32%	18%	100%
Building structured parking at new light rail stations	25%	33%	28%	15%	100%
Updating technology systems to improve citizen interaction with City services	13%	28%	40%	19%	100%
Constructing new Southeast maintenance facilities for City operations	10%	18%	42%	31%	100%

Question 16: Priorities for Improvement

As the City considers projects to improve parks and open space, recreation facilities, public safety and transportation in Aurora, do you feel that the need in each area is high, medium, low or non-existent?	High	Medium	Low	Non-existent	Total
Parks and open space	17%	52%	25%	6%	100%
Recreation facilities	19%	46%	29%	7%	100%
Public safety	31%	46%	19%	4%	100%
Transportation (roads, medians, bike routes)	45%	42%	12%	2%	100%

Question 17: Support for Tax Increases

As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase of \$27.14 per year on a \$200,000 home	17%	35%	15%	33%	100%
Sales tax increase of \$0.13 on \$100 dollars spent	12%	29%	22%	38%	100%

Question 18: Support for Parks and Open Space Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve parks and open space in Aurora?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase of \$27.14 per year on a \$200,000 home	13%	33%	20%	35%	100%
Sales tax increase of \$0.13 on \$100 dollars spent	9%	28%	23%	39%	100%

Question 19: Support for Recreation Facilities Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve recreation facilities in Aurora?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase of \$27.14 per year on a \$200,000 home	13%	30%	20%	37%	100%
Sales tax increase of \$0.13 on \$100 dollars spent	11%	24%	24%	42%	100%

Question 20: Support for Public Safety Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve public safety in Aurora?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase of \$27.14 per year on a \$200,000 home	18%	35%	20%	27%	100%
Sales tax increase of \$0.13 on \$100 dollars spent	15%	32%	22%	31%	100%

Question 21: Support for Transportation Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve transportation in Aurora?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Property tax increase of \$27.14 per year on a \$200,000 home	20%	31%	18%	31%	100%
Sales tax increase of \$0.13 on \$100 dollars spent	17%	29%	21%	34%	100%

Question 22: Potential Tax Replacement

If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the new tax, the same or less positive?	Percent of respondents
More positive about a new tax	51%
Feel the same about a new tax	36%
Less positive about a new tax	13%
Total	100%

Question 23: Public Information

How much of a source of information, if at all, do you consider each of the following possible sources to find out about news and events in Aurora?	Major source	Minor source	Not a source	Total
Aurora Sentinel	20%	35%	45%	100%
Denver Post	33%	30%	36%	100%
City Newsletter	18%	29%	53%	100%
City web site (auroragov.org)	18%	32%	49%	100%
City of Aurora on Facebook	6%	14%	80%	100%
City of Aurora on Twitter	3%	10%	88%	100%
Aurora channel on youtube.com	3%	13%	84%	100%
Word of mouth	26%	54%	19%	100%
Television	46%	34%	20%	100%

Complete Set of Survey Frequencies Including “Don’t Know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent and number of respondents is shown in each table.

Question 1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora:	Excellent		Good		Fair		Poor		Don’t know		Total	
Aurora as a place to live	13%	N=98	60%	N=439	22%	N=164	4%	N=31	0%	N=1	100%	N=734
Your neighborhood as a place to live	22%	N=160	52%	N=384	19%	N=142	6%	N=45	0%	N=0	100%	N=731
Aurora as a place to raise children	10%	N=70	40%	N=286	29%	N=209	9%	N=65	13%	N=91	100%	N=722
Aurora as a place to work	8%	N=57	38%	N=271	25%	N=181	8%	N=55	22%	N=160	100%	N=723
Aurora as a place to visit	8%	N=57	30%	N=216	36%	N=261	21%	N=148	5%	N=39	100%	N=721
Aurora as a place to retire	11%	N=76	32%	N=230	26%	N=186	17%	N=125	14%	N=100	100%	N=717
The overall quality of life in Aurora	9%	N=67	54%	N=394	31%	N=226	5%	N=35	0%	N=2	100%	N=724

Question 2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Aurora	7%	N=50	39%	N=283	39%	N=289	15%	N=111	0%	N=0	100%	N=732
Overall ease of getting to the places you usually have to visit	18%	N=130	53%	N=388	24%	N=173	5%	N=38	0%	N=1	100%	N=730
Quality of overall natural environment in Aurora (parks, open space, trails)	21%	N=151	52%	N=376	19%	N=141	4%	N=32	3%	N=24	100%	N=725
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	7%	N=52	46%	N=334	36%	N=262	9%	N=64	3%	N=18	100%	N=730
Health and wellness opportunities in Aurora	16%	N=116	41%	N=296	28%	N=206	6%	N=44	9%	N=67	100%	N=729
Overall opportunities for education and enrichment	11%	N=81	37%	N=273	31%	N=225	10%	N=74	10%	N=76	100%	N=728
Overall economic health of Aurora	6%	N=43	35%	N=251	39%	N=284	10%	N=74	10%	N=72	100%	N=724
Sense of community	5%	N=38	32%	N=228	41%	N=295	18%	N=129	4%	N=28	100%	N=719
Overall image or reputation of Aurora	4%	N=30	27%	N=196	34%	N=250	33%	N=239	1%	N=11	100%	N=726

Question 3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Aurora to someone who asks	24%	N=175	49%	N=357	15%	N=109	10%	N=76	1%	N=11	100%	N=727
Remain in Aurora for the next five years	44%	N=320	29%	N=209	11%	N=81	11%	N=79	5%	N=34	100%	N=722

Question 4: Safety

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	45%	N=332	37%	N=273	9%	N=69	6%	N=45	2%	N=11	100%	N=731
In Aurora's commercial areas where you shop and dine during the day	32%	N=234	45%	N=326	14%	N=104	7%	N=49	2%	N=18	100%	N=730

Question 5: Community Characteristics

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	8%	N=61	45%	N=331	30%	N=217	17%	N=124	0%	N=1	100%	N=734
Ease of public parking	13%	N=94	51%	N=372	26%	N=190	6%	N=42	5%	N=34	100%	N=732
Ease of travel by car in Aurora	15%	N=108	50%	N=369	27%	N=200	7%	N=54	0%	N=2	100%	N=733
Ease of travel by public transportation in Aurora	5%	N=39	25%	N=181	21%	N=152	11%	N=78	38%	N=273	100%	N=723
Ease of travel by bicycle in Aurora	8%	N=55	27%	N=194	19%	N=139	8%	N=61	38%	N=278	100%	N=726
Ease of walking in Aurora	12%	N=90	41%	N=298	28%	N=205	9%	N=64	10%	N=71	100%	N=729
Availability of paths and walking trails	18%	N=132	40%	N=292	25%	N=186	6%	N=47	10%	N=74	100%	N=731
Cleanliness of Aurora	9%	N=69	38%	N=279	40%	N=293	12%	N=87	0%	N=2	100%	N=729
Overall appearance of Aurora	7%	N=52	40%	N=294	43%	N=315	9%	N=68	0%	N=3	100%	N=732
Public places where people want to spend time	6%	N=45	41%	N=300	36%	N=265	10%	N=77	6%	N=43	100%	N=730
Variety of housing options	11%	N=80	45%	N=331	25%	N=185	8%	N=59	10%	N=74	100%	N=730
Fitness opportunities (including exercise classes and paths or trails, etc.)	14%	N=101	42%	N=308	27%	N=194	7%	N=51	10%	N=76	100%	N=730
Recreational opportunities	13%	N=97	41%	N=296	29%	N=212	9%	N=67	8%	N=56	100%	N=728
Availability of affordable quality food	14%	N=101	55%	N=403	25%	N=183	5%	N=37	1%	N=6	100%	N=730
Availability of affordable quality health care	15%	N=111	44%	N=321	24%	N=175	7%	N=48	11%	N=77	100%	N=732
Availability of preventive health services	13%	N=96	42%	N=307	23%	N=166	5%	N=39	17%	N=120	100%	N=727
Availability of affordable quality mental health care	6%	N=42	22%	N=158	16%	N=118	8%	N=55	49%	N=356	100%	N=729

Question 6: Community Opportunities

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Adult educational opportunities	10%	N=75	39%	N=280	22%	N=158	5%	N=36	25%	N=178	100%	N=727
Opportunities to attend cultural/arts/music activities	8%	N=57	28%	N=204	37%	N=267	12%	N=84	15%	N=109	100%	N=722
Opportunities to participate in religious or spiritual events and activities	16%	N=119	39%	N=283	19%	N=141	3%	N=23	22%	N=161	100%	N=726
Employment opportunities	4%	N=31	23%	N=165	30%	N=217	15%	N=105	28%	N=200	100%	N=718
Shopping opportunities	16%	N=117	53%	N=383	27%	N=195	4%	N=27	1%	N=6	100%	N=728
Cost of living in Aurora	7%	N=49	40%	N=288	42%	N=303	10%	N=74	1%	N=10	100%	N=725
Overall quality of business and service establishments in Aurora	8%	N=56	48%	N=350	36%	N=259	7%	N=50	2%	N=13	100%	N=728
Vibrant commercial areas to shop and dine	9%	N=64	39%	N=283	37%	N=269	14%	N=100	1%	N=9	100%	N=724
Overall quality of new development in Aurora	9%	N=65	42%	N=301	29%	N=213	9%	N=65	11%	N=78	100%	N=721
Opportunities to participate in social events and activities	6%	N=43	29%	N=214	36%	N=264	12%	N=90	16%	N=115	100%	N=725
Opportunities to volunteer	8%	N=61	33%	N=240	22%	N=157	6%	N=41	31%	N=224	100%	N=724
Opportunities to participate in community matters	8%	N=56	33%	N=238	23%	N=166	8%	N=60	27%	N=194	100%	N=714
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=106	42%	N=300	23%	N=168	9%	N=66	11%	N=76	100%	N=715
Neighborliness of residents in Aurora	7%	N=54	37%	N=267	38%	N=273	15%	N=111	3%	N=20	100%	N=726

Question 7: Voter Behaviors

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	8%	N=60	92%	N=674	100%	N=734
Made efforts to make your home more energy efficient	19%	N=137	81%	N=595	100%	N=732
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	47%	N=339	53%	N=380	100%	N=720
Household member was a victim of a crime in Aurora	85%	N=624	15%	N=108	100%	N=732
Reported a crime to the police in Aurora	76%	N=554	24%	N=175	100%	N=730
Stocked supplies in preparation for an emergency	60%	N=438	40%	N=292	100%	N=730
Campaigned or advocated for an issue, cause or candidate	77%	N=562	23%	N=164	100%	N=726
Contacted Aurora (in-person, phone, email or web) for help or information	57%	N=419	43%	N=312	100%	N=731
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	83%	N=604	17%	N=125	100%	N=730

Question 8: Community Participation

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Aurora?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used City or community recreation centers or their services	10%	N=70	12%	N=90	29%	N=212	49%	N=357	100%	N=728
Visited a neighborhood park or City park	17%	N=127	28%	N=207	38%	N=277	16%	N=119	100%	N=730
Used Aurora public libraries or their services	7%	N=50	22%	N=158	31%	N=225	40%	N=292	100%	N=725
Participated in religious or spiritual activities in Aurora	13%	N=92	19%	N=136	13%	N=93	56%	N=406	100%	N=727
Attended a City-sponsored event	2%	N=11	3%	N=24	31%	N=226	64%	N=465	100%	N=727
Used bus, rail or other public transportation instead of driving	8%	N=55	7%	N=48	23%	N=164	63%	N=460	100%	N=726
Carpooled with other adults or children instead of driving alone	13%	N=96	13%	N=94	16%	N=117	58%	N=422	100%	N=729
Walked or biked instead of driving	10%	N=76	11%	N=84	23%	N=171	55%	N=399	100%	N=730
Volunteered your time to some group/activity in Aurora	5%	N=40	9%	N=62	17%	N=122	69%	N=506	100%	N=730
Participated in a club	5%	N=34	9%	N=65	11%	N=77	76%	N=548	100%	N=725
Talked to or visited with your immediate neighbors	40%	N=294	33%	N=242	20%	N=143	7%	N=53	100%	N=732
Done a favor for a neighbor	19%	N=141	27%	N=197	38%	N=278	16%	N=117	100%	N=733

Question 9: Public Meeting Attendance

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=6	2%	N=16	19%	N=142	77%	N=563	100%	N=727
Watched (online or on television) a local public meeting	2%	N=15	3%	N=25	14%	N=100	81%	N=587	100%	N=726

Question 10: Service Quality

Please rate the quality of each of the following services in Aurora:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Police services	18%	N=132	43%	N=311	19%	N=133	7%	N=48	13%	N=93	100%	N=718
Fire services	27%	N=196	44%	N=314	6%	N=44	1%	N=8	22%	N=157	100%	N=718
Ambulance or emergency medical services	23%	N=165	39%	N=277	8%	N=61	2%	N=14	28%	N=200	100%	N=716
Crime prevention	8%	N=55	29%	N=208	25%	N=181	14%	N=103	23%	N=167	100%	N=714
Fire prevention and education	9%	N=66	30%	N=211	21%	N=152	5%	N=35	35%	N=246	100%	N=710
Traffic enforcement	9%	N=64	38%	N=273	28%	N=197	14%	N=97	11%	N=79	100%	N=710
Street repair	7%	N=47	35%	N=248	37%	N=267	19%	N=137	2%	N=15	100%	N=713
Street cleaning	10%	N=69	41%	N=289	32%	N=232	14%	N=103	3%	N=20	100%	N=714
Street lighting	10%	N=68	44%	N=315	32%	N=231	13%	N=92	1%	N=8	100%	N=714
Snow removal	9%	N=64	36%	N=255	30%	N=214	22%	N=157	3%	N=18	100%	N=708
Sidewalk maintenance	7%	N=50	37%	N=262	34%	N=240	16%	N=115	6%	N=46	100%	N=713
Traffic signal timing	6%	N=46	33%	N=239	36%	N=259	22%	N=155	2%	N=15	100%	N=714
Bus or transit services	7%	N=48	27%	N=190	18%	N=127	8%	N=60	40%	N=289	100%	N=713
Storm drainage	9%	N=66	41%	N=291	27%	N=190	12%	N=83	11%	N=78	100%	N=708
Drinking water	36%	N=258	43%	N=307	13%	N=96	5%	N=35	3%	N=19	100%	N=715
Sewer services	19%	N=135	48%	N=341	17%	N=123	4%	N=27	12%	N=85	100%	N=711
Water utility billing	13%	N=89	39%	N=278	26%	N=186	10%	N=74	11%	N=79	100%	N=706
City parks	18%	N=129	47%	N=335	23%	N=162	3%	N=23	9%	N=62	100%	N=710

Please rate the quality of each of the following services in Aurora:	Excellent		Good		Fair		Poor		Don't know		Total	
Recreation programs or classes	15%	N=106	30%	N=210	19%	N=135	5%	N=35	32%	N=225	100%	N=711
Recreation centers or facilities	13%	N=92	31%	N=220	18%	N=129	10%	N=71	27%	N=190	100%	N=703
Land use, planning and zoning	6%	N=38	23%	N=162	25%	N=177	11%	N=79	35%	N=243	100%	N=699
Code enforcement (weeds, abandoned buildings, etc.)	5%	N=32	24%	N=171	30%	N=213	18%	N=130	23%	N=163	100%	N=709
Animal control	6%	N=46	35%	N=248	22%	N=154	13%	N=95	24%	N=168	100%	N=710
Economic development	5%	N=38	27%	N=190	28%	N=196	9%	N=66	30%	N=212	100%	N=702
Public library services	18%	N=130	38%	N=268	18%	N=127	5%	N=35	21%	N=149	100%	N=710
Public information and communication	7%	N=53	31%	N=215	28%	N=195	9%	N=62	25%	N=179	100%	N=704
Aurora cable channel 8 programming	4%	N=30	17%	N=119	13%	N=88	4%	N=25	63%	N=444	100%	N=706
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	7%	N=50	30%	N=214	17%	N=121	9%	N=67	36%	N=256	100%	N=708
Preservation of natural areas such as open space, farmlands and greenbelts	11%	N=81	40%	N=281	25%	N=179	6%	N=42	17%	N=123	100%	N=705
Aurora open space	12%	N=83	39%	N=273	28%	N=194	6%	N=40	15%	N=104	100%	N=694
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	12%	N=83	33%	N=236	16%	N=111	4%	N=29	35%	N=249	100%	N=708
Overall customer service by Aurora employees	10%	N=71	37%	N=262	26%	N=182	6%	N=43	21%	N=150	100%	N=707

Question 11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The City of Aurora	9%	N=62	51%	N=361	26%	N=186	7%	N=53	7%	N=50	100%	N=712
The Federal Government	3%	N=24	21%	N=153	32%	N=230	31%	N=223	12%	N=82	100%	N=711

Question 12: Local Government Performance

Please rate the following categories of Aurora government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Aurora	5%	N=38	35%	N=249	36%	N=255	16%	N=117	8%	N=54	100%	N=712
The overall direction that Aurora is taking	5%	N=38	44%	N=312	27%	N=193	12%	N=85	12%	N=84	100%	N=712
The job Aurora government does at welcoming citizen involvement	5%	N=39	25%	N=174	26%	N=186	14%	N=102	29%	N=207	100%	N=708
Generally acting in the best interest of the community	6%	N=44	33%	N=237	29%	N=203	13%	N=93	19%	N=133	100%	N=711
Being honest	6%	N=40	28%	N=197	27%	N=191	12%	N=84	28%	N=198	100%	N=710
Treating all residents fairly	6%	N=46	28%	N=197	26%	N=183	14%	N=99	26%	N=186	100%	N=711
Overall confidence in Aurora government	6%	N=45	34%	N=243	36%	N=255	15%	N=106	9%	N=62	100%	N=710

Question 13: Like Most About Aurora

Which of the following characteristics describe what you like most about living in Aurora? (Please check all that apply.)	Percent	Number
Parks	50%	348
Location	56%	388
Neighborhoods	36%	247
Schools	27%	187
Safety of community	27%	185
City history/heritage	8%	58
Friends and family	45%	310
Cost of living	48%	331
Recreation facilities and programs	25%	173
Sense of community/hometown feel	22%	155
Overall image or reputation of Aurora	12%	80
Other	7%	47

Total may exceed 100% as respondents could select more than one answer.

Question 15: Importance of Services

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize efforts in the next three years on each of the following?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
Building a new recreation center accessible to you	13%	N=90	19%	N=133	28%	N=199	36%	N=257	5%	N=35	100%	N=713
Updating the existing Moorhead Recreation Center in Northwest Aurora	7%	N=47	9%	N=66	22%	N=155	36%	N=253	27%	N=192	100%	N=713
Updating existing parks	8%	N=58	27%	N=193	44%	N=311	15%	N=105	6%	N=41	100%	N=709
Building a new, large-scale park	9%	N=66	13%	N=94	30%	N=217	38%	N=273	9%	N=61	100%	N=711
Building Southeast athletic fields complex and buildings	8%	N=55	15%	N=104	32%	N=226	34%	N=244	12%	N=86	100%	N=715
Building a new year-round sports center (indoor facility)	10%	N=71	20%	N=140	32%	N=229	30%	N=216	8%	N=58	100%	N=714
Adding a new cultural arts complex	9%	N=67	19%	N=133	35%	N=246	31%	N=218	7%	N=49	100%	N=713
Building a new police firearms training and qualifications facility	10%	N=74	22%	N=156	33%	N=235	23%	N=160	12%	N=84	100%	N=710
Updating and/or building fire stations	12%	N=83	30%	N=209	37%	N=259	14%	N=96	9%	N=61	100%	N=709
Updating the police headquarters facility	12%	N=84	21%	N=148	35%	N=252	20%	N=144	12%	N=86	100%	N=714
Building a new district police station	9%	N=64	16%	N=116	29%	N=207	29%	N=204	17%	N=120	100%	N=712
Transportation access to/from Buckley Air Force Base	9%	N=62	15%	N=106	25%	N=179	32%	N=229	19%	N=132	100%	N=708
Transportation access to/from Fitzsimons/Anschutz Medical Center	16%	N=112	24%	N=174	27%	N=193	20%	N=139	13%	N=96	100%	N=713
Transportation access to/from southeast Aurora	17%	N=119	22%	N=160	31%	N=220	18%	N=130	12%	N=84	100%	N=713
Transportation access to/from Parker Road Corridor	18%	N=125	25%	N=175	30%	N=213	16%	N=116	12%	N=83	100%	N=713
Transportation access to/from I-225 Corridor	20%	N=140	29%	N=203	28%	N=198	13%	N=92	10%	N=68	100%	N=701
General improvements to roads, sidewalks, bikeways, and pedestrian use	23%	N=164	35%	N=252	33%	N=237	6%	N=43	3%	N=20	100%	N=717
Building and improving medians	10%	N=68	21%	N=153	40%	N=284	23%	N=165	6%	N=46	100%	N=715
General improvements around light rail facilities	19%	N=137	27%	N=193	29%	N=208	16%	N=115	9%	N=61	100%	N=714
Building structured parking at new light rail	22%	N=159	30%	N=213	25%	N=180	14%	N=96	9%	N=63	100%	N=712

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize efforts in the next three years on each of the following?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
stations												
Updating technology systems to improve citizen interaction with City services	12%	N=82	26%	N=182	36%	N=258	17%	N=125	9%	N=67	100%	N=715
Constructing new Southeast maintenance facilities for City operations	8%	N=55	14%	N=102	34%	N=242	25%	N=175	20%	N=141	100%	N=715

Question 16: Priorities for Improvement

As the City considers projects to improve parks and open space, recreation facilities, public safety and transportation in Aurora, do you feel that the need in each area is high, medium, low or non-existent?	High		Medium		Low		Non-existent		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Parks and open space	16%	N=114	50%	N=362	24%	N=173	6%	N=43	4%	N=28	100%	N=719
Recreation facilities	18%	N=130	43%	N=310	27%	N=194	6%	N=45	6%	N=41	100%	N=720
Public safety	28%	N=201	42%	N=303	18%	N=128	3%	N=24	9%	N=61	100%	N=717
Transportation (roads, medians, bike routes)	43%	N=313	40%	N=289	11%	N=83	2%	N=11	3%	N=24	100%	N=720

Question 17: Support for Tax Increases

As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
	%	N	%	N	%	N	%	N	%	N
Property tax increase of \$27.14 per year on a \$200,000 home	17%	N=119	35%	N=251	15%	N=110	33%	N=235	100%	N=716
Sales tax increase of \$0.13 on \$100 dollars spent	12%	N=84	29%	N=204	22%	N=153	38%	N=267	100%	N=709

Question 18: Support for Parks and Open Space Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve parks and open space in Aurora?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Property tax increase of \$27.14 per year on a \$200,000 home	13%	N=92	33%	N=234	20%	N=144	35%	N=249	100%	N=720
Sales tax increase of \$0.13 on \$100 dollars spent	9%	N=68	28%	N=199	23%	N=169	39%	N=281	100%	N=718

Question 19: Support for Recreation Facilities Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve recreation facilities in Aurora?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Property tax increase of \$27.14 per year on a \$200,000 home	13%	N=91	30%	N=214	20%	N=145	37%	N=267	100%	N=717
Sales tax increase of \$0.13 on \$100 dollars spent	11%	N=77	24%	N=173	24%	N=169	42%	N=299	100%	N=716

Question 20: Support for Public Safety Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve public safety in Aurora?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Property tax increase of \$27.14 per year on a \$200,000 home	18%	N=130	35%	N=252	20%	N=141	27%	N=194	100%	N=717
Sales tax increase of \$0.13 on \$100 dollars spent	15%	N=105	32%	N=230	22%	N=160	31%	N=218	100%	N=714

Question 21: Support for Transportation Tax Increase

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve transportation in Aurora?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Property tax increase of \$27.14 per year on a \$200,000 home	20%	N=144	31%	N=224	18%	N=131	31%	N=220	100%	N=719
Sales tax increase of \$0.13 on \$100 dollars spent	17%	N=118	29%	N=208	21%	N=148	34%	N=241	100%	N=715

Question 22: Potential Tax Replacement

If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the new tax, the same or less positive?	Percent	Number
More positive about a new tax	51%	362
Feel the same about a new tax	36%	250
Less positive about a new tax	13%	92
Total	100%	704

Question 23: Public Information

How much of a source of information, if at all, do you consider each of the following possible sources to find out about news and events in Aurora?	Major source		Minor source		Not a source		Total	
Aurora Sentinel	20%	N=143	35%	N=252	45%	N=325	100%	N=720
Denver Post	33%	N=241	30%	N=218	36%	N=261	100%	N=720
City Newsletter	18%	N=131	29%	N=202	53%	N=375	100%	N=707
City web site (auroragov.org)	18%	N=130	32%	N=230	49%	N=351	100%	N=710
City of Aurora on Facebook	6%	N=45	14%	N=98	80%	N=561	100%	N=704
City of Aurora on Twitter	3%	N=18	10%	N=69	88%	N=616	100%	N=703
Aurora channel on youtube.com	3%	N=20	13%	N=91	84%	N=597	100%	N=707
Word of mouth	26%	N=187	54%	N=385	19%	N=135	100%	N=708
Television	46%	N=333	34%	N=246	20%	N=147	100%	N=726

Appendix C: Verbatim Responses to Open-Ended Survey Questions

All write-in responses are presented below verbatim (without corrections to respondents' spelling, grammar or punctuation). The responses to open-ended survey questions were coded thematically and are displayed by category.

Question 13 (“Other” responses”): Which of the following characteristics describe what you like most about living in Aurora?

- ◆ Access to DIA.
- ◆ Anschutz campus
- ◆ Bike pathways
- ◆ Bus line close.
- ◆ Came to be Okay with it for now.
- ◆ Central location to all highways & anywhere I may want to go.
- ◆ Cherry Creek District
- ◆ Cherry Creek schools not Aurora
- ◆ City of sunshine.
- ◆ Close to everything.
- ◆ Close to work
- ◆ Close to work.
- ◆ Cost of housing in 1975.
- ◆ Cost of housing specially
- ◆ Crime low
- ◆ Diversity
- ◆ Easy access to communities shopping malls etc.
- ◆ Familiarity of environment.
- ◆ Good
- ◆ Heather gardens
- ◆ Home prices were low.
- ◆ I lived here 50 yrs.
- ◆ In aurora b/c I moved into rental property I could afford
- ◆ It's where I am can't afford to get out.
- ◆ Job here
- ◆ Keep up the good work!
- ◆ Landscaping of streets etc.
- ◆ Moved here years ago.
- ◆ My home town for over 50 years
- ◆ Nearness to Anschutz.
- ◆ No dogs allowed.
- ◆ Not safe
- ◆ Nothing
- ◆ Open space; libraries.
- ◆ Price
- ◆ Proximity to amenities, shopping, dining
- ◆ Ready to move.
- ◆ Single parent-stayed in home w/kids
- ◆ The housing price in 1999.
- ◆ The only reason anyone lives in Aurora is bc it is cheap!
- ◆ Trail
- ◆ Univ-VA-Campus Fitz
- ◆ Walking space.
- ◆ Walking trails
- ◆ Walking trails
- ◆ Water
- ◆ Wires below ground.
- ◆ Work
- ◆ Work

Question 14: What is the single biggest thing (program, service or type of business) the City of Aurora could do to improve your quality of life in Aurora?

Traffic/roads/paths

- ◆ Add more bike lanes, clean up litter.
- ◆ Better bike lanes that don't end suddenly (like on S. Parker).
- ◆ Better neighborhood street snow removal & road maintenance.
- ◆ Better roads maintenance.
- ◆ Better snow removal.
- ◆ Better traffic enforcement.
- ◆ Better traffic signal flow at major intersections.
- ◆ Bike paths.
- ◆ Cleanup and repair of roads
- ◆ Clear snow better.
- ◆ Comfort of safe walking trails.
- ◆ Construction on streets
- ◆ Correct traffic signed timing-especially on 6th - ave - it sucks!
- ◆ Do away with traffic cameras.
- ◆ Don't know-snow removal.
- ◆ Eliminate the photo radar intersections.
- ◆ Enforcing the posted speed limits on city streets cars are constantly exceeding the speed limit on Buckley / airport by 10-15 mph and I have never seen anyone get stopped. A regular speed trap would do wonders at improving revenue income.
- ◆ Finish construction on I 225.
- ◆ Finish construction on I-225.
- ◆ Fix I-225
- ◆ Fix roads better
- ◆ Fix the left turn light from NB Parker rd onto SB Peoria, into the RTD station. I've sat at that light twice a days 5 days a week for 6 years! 3 seconds for the turn arrow?!
- ◆ Get rid of photo cameras in SE corner of city - when trucks for snow & ice removal are parked on our street waiting- remove the ice beside them - don't wait for call do same!
- ◆ Get rid of traffic cameras.
- ◆ Handicap parking for residents especially near park and schools.
- ◆ I personally do not feel safe riding my bike instead of driving because of the lack of bike lanes around town. Having more bike lanes would be wonderful.
- ◆ Improve medians and add parks and trails to ALL areas of Aurora, not just the center/older parts. Our subdivision is in Aurora, but we have no trails, no large parks and the medians in the major roads around our area are just dirt.
- ◆ Improve snow removal
- ◆ Improve storm drainage-prevent flooding.
- ◆ Improve street lighting and have more library services.
- ◆ Improve traffic, traffic, signal timing.
- ◆ Improve walkability - improve / increase recreation library facility.
- ◆ Just traffic & overall environment.
- ◆ Keep roads repaired.
- ◆ Lots of traffic but Aurora is growing so fast it is not easy to stay in front of it.

- ◆ Make parker road safe, get rid of bottle necks or 225 & Yosemite.
- ◆ Monitor the signal lights & green arrow on Alameda / Mississippi way to short and only allows 1-3 cars to turn.
- ◆ more bike paths, single track and multi-use trails
- ◆ More consistent traffic enforcement, especially around schools. I regularly/daily observe rash, dangerous speeding drivers that, take frightening.
- ◆ More street lights.
- ◆ Neighborhood snow removal.
- ◆ No red light cameras.
- ◆ Plow neighborhood streets in big snowfalls-(which is not often).
- ◆ Plow side streets during snowfall & not allow on street parking during mon.
- ◆ Release or discontinue toll to drive on or use 470.
- ◆ Remove the flashing camera at the intersection in Aurora.
- ◆ Remove the red-light cameras!
- ◆ Road repair, snow removal.
- ◆ Snow plow secondary streets.
- ◆ Snow plow/removal in neighborhoods, specially don't forget col-da-sacs.
- ◆ Snow removal
- ◆ Snow removal from sidewalks public.
- ◆ Snow removal in neighborhoods
- ◆ Snow removal in the streets.
- ◆ Snow removal on off streets.
- ◆ Snow removal, safety, crime prevention, police services
- ◆ Snow removal.
- ◆ Street repair, overall security.
- ◆ Synchronize traffic, lights. (Right now they aren't signals, they're stop lights).
- ◆ Take out the photo tickets at major intersections - it does not improve safety, it angers citizens who are already cash strapped-it is extortion - a court challenge is not far off.
- ◆ The naming of streets is bad. Same name used too frequently and too close together! Think about a numbered grid system instead.
- ◆ The traffic flow at rush hour can be a problem. The way the lights sinc make no sense and seem to cause major backups. Going westbound on 6th from Chambers to Potomac can take over 10 minutes. This is at 4:30. For a single biggest thing, that's not bad.
- ◆ Time all lights for traffic along major streets.
- ◆ Time the lights better and work on traffic flow.
- ◆ Timing of traffic lights.
- ◆ To ease traffic when coming home from work-1700-1800 hours.
- ◆ Traffic enforcement.
- ◆ Traffic flow sync red lights the Avg speed on 40 mph is 20 mph
- ◆ Traffic improvements lights & timing
- ◆ Traffic lights-timing.
- ◆ Traffic! mainly speeding on main thorough fares, eg. Tower Hampden, Mississippi Iliff, chambers, Buckley.
- ◆ Widen gun club road and place divider between lanes or make it into parkway.
- ◆ Widen Gun Club road to accomodate heavy traffic especially at Quincy.
- ◆ Widening of Arapahoe from approx Buckley rd to Liverpool.
- ◆ Work on rush hour traffic clog

Parks & recreation

- ◆ Allow our dogs in all parks. I don't go to ball games any more because of the stupid rules you enforce. I was a coach & umpire for AYL for 20 years & now I don't attend or vote for any taxes as a result & know others feel the same.
- ◆ Better Recreation/Fitness Centers
- ◆ Build and fund a recreation center in southeast Aurora (southlands area). All citizens of Aurora should have
- ◆ Build more recreational / youth centers in the central part of Aurora.
- ◆ Enhance community outreach programs.
- ◆ Establish a major event complex: minor league Baseball.
- ◆ Family fun center.
- ◆ For me it would be improve Fitzsimons golf course.
- ◆ Have rec centers (esp senior ctr. & housing) in S. E. Aurora.
- ◆ Health fairs, activities for teens, affordable rec center trails is to expensive.
- ◆ High rates at city owned golf courses. Please lower rates.
- ◆ I like a recreation center
- ◆ Improve parks and build more rec centers.
- ◆ Increase availability of parks & rec services around community. I would love to use beck ctr but have safety issue going, early morning or after dusk. We need 2 more beck centers!
- ◆ Keep their good public golf courses.
- ◆ Maintain & encourage open space & parks. Oh and I would love to have a rec. Center like trails owned by Arapahoe county.
- ◆ Make the recreation accessible to all ages. Indoor games, indoor weight lift etc. Like other communities.
- ◆ Moorhead park & Rec center!
- ◆ More better recreation centers.
- ◆ More fishing ponds for kids, (stocked) More patrol efforts in neighborhoods.
- ◆ More natural areas, trails.
- ◆ More open space!
- ◆ More rec centers or programs for children - after school & summer.
- ◆ More rec centers.
- ◆ More rec centers.
- ◆ More rec facilities
- ◆ More Rec. Facilities at decent rates. Opportunities to community garden! Homes don't have yards big enough to garden.
- ◆ More recreation centers & classes.
- ◆ More recreation centers.
- ◆ More recreation facilities.
- ◆ Need additional YMCA facilities & programs in SE Aurora.
- ◆ Need more recreation centers in southeast Aurora. We don't have any close.
- ◆ Nice dog parks.
- ◆ Offer rec opportunities in S.E. Aurora senior center.
- ◆ Parks
- ◆ Parks & rec.
- ◆ Parks with the beauty & attractive area (inc. Lakes) like Washington park in Denver.
- ◆ Put a recreation/senior center by Southlands mall.
- ◆ Put Meadowood rec center back to a rec center & not a gymnastics gym.

- ◆ Rec center in se Aurora.
- ◆ Recreation
- ◆ Recreation access to south Aurora
- ◆ Recreation centers
- ◆ Recreation centers.
- ◆ Recreation facilities/programs
- ◆ Recreation facility
- ◆ Recreation services for teens.
- ◆ Recreation/activities for youth plan area for adult walk inside. (Sterling hill area).
- ◆ Recreational facility
- ◆ Reduce the cost of recreation centers
- ◆ Renovated my neighborhood park to include a community garden.
- ◆ Several other cities have amazing rec. Centers-as I am aware, Aurora does not near my home base.
- ◆ Should not have discontinued need the girls gymnastics program you lost years of top notch coaching experience & it will take you.

Safety

- ◆ Be more friendly. Police and code enforcement are mean and rude. They think they run the city!
- ◆ Better job keeping crime down.
- ◆ Better police department-very rude officers.
- ◆ Better policing neighborhoods.
- ◆ Crime prevention.
- ◆ Get rid of Gangs.
- ◆ Great police & fire Protection.
- ◆ Honest & fair law enforcement officials
- ◆ I live by a strip mall & increased police presence would cut down crime-drug traffic/prostitution etc.
- ◆ I live off of E. Colfax. Crime/drugs big problem.
- ◆ Improve safety & reputation.
- ◆ Improve safety and reduce drug use in north Aurora.
- ◆ Increase safety.
- ◆ Keep crime down.
- ◆ Keeping crime down and bad people off the streets!
- ◆ Late evening policing & security & neighborhoods and public places.
- ◆ Make Aurora a safer place to live & stop noise pollution (loud music in cars).
- ◆ Make Aurora a safer place to live. Aurora is know as being the getto.
- ◆ Make it safe, too much crime, shootings etc. I can't wait to retire and move out of Aurora. Were the joke of the nation regarding our crime.
- ◆ Make sex offenders register & not live in community w/children get rid of crack heads who try to sell my 1yr old crack. Improve APD response.
- ◆ Make the neighborhoods safer.
- ◆ More lights in areas
- ◆ More Random police patrols in neighborhoods.
- ◆ More security
- ◆ Noise level safety, drivers speed on Buckley rd 80017 aurora co.
- ◆ Police response.
- ◆ Police services.

- ◆ Police to investigate the selling of drugs at night in our park.
- ◆ Policing apt. Areas.
- ◆ Public safety
- ◆ Reduce crime
- ◆ Remove social prejudice in Aurora police/government.
- ◆ Safer neighborhoods.
- ◆ Safety
- ◆ safety
- ◆ Safety & appearance & cleanliness.
- ◆ Safety dont feel safe going to the mall or movies.
- ◆ Safety of train/bus stations.
- ◆ Safety police to check traffic, noise, speeding streets between Mexico Arkansas Pl Buckley Rd Mississippi.
- ◆ Safety sense of community/hometown feel.
- ◆ Safety, crime prevention.
- ◆ Safety, job opportunities, advancement.
- ◆ Safety, reputation
- ◆ Safety.
- ◆ Safety.
- ◆ Safety.
- ◆ Safety/police.
- ◆ Safety-I do not feel safe north of Hampden
- ◆ The city is not safe.
- ◆ Too many shady characters knocking on my door with clipboards. I guess, biggest things is more "presence" of police- Drive through neighborhoods more.

Code enforcement/cleanliness/beautification

- ◆ Animal control barking dogs.
- ◆ Be consistent with code enforcement, regular patrols not have to rely on filing complaints.
- ◆ Be sure to maintain our neighborhoods and keep our home values from dropping & even help them increase.
- ◆ Better code enforcement in regards to upkeep of property EG - weed control, littered yards.
- ◆ Clean air in the city of Aurora.
- ◆ Clean up & move forward w/Regatta plaza changes.
- ◆ Clean up Colfax.
- ◆ Clean up e. Colfax, like Englewood did on Broadway
- ◆ Clean up north west carela from 6th Ave north & Peoria west.
- ◆ Clean up northern Aurora.
- ◆ Clean up the trash on streets & code enforcement of city code to beauty the neighborhoods.
- ◆ Clean up trash & more code enforcement officers with Follow up.
- ◆ Clean up trash / abandoned areas.
- ◆ Cleanliness and restructuring the worn down areas.
- ◆ Cleanliness, cooperation, signs, values and education.
- ◆ Code Enforcement (old cars and trash)
- ◆ Code enforcement being pro-active instead of reactive!
- ◆ Code enforcement ie weeds.

- ◆ Code enforcement like not seeing trash cans in on along side people driveways.
- ◆ Code enforcement needs to be fair-one certain neighbor (certain neighbor has been prominent) calls & picks on only homes in range of Walking (do
- ◆ Code enforcement needs to enforce law about "single" family homes, not 20-30 people in a home!
- ◆ Code enforcement to clean up neighborhoods being poor does not have to mean being dirty.
- ◆ Code enforcement! old, broken fences/too many junk, old, not running cars, trucks, campers, etc. In front of homes! how many can one home have on the street.
- ◆ Continue cleaning up E Colfax.
- ◆ Control motorcycle noise.
- ◆ Crack down on dog owners who let their dogs bark all day / evening & even @ night. & all the dogs off leash & cats running loose too. Spaying & neutering education and discounts for having it done.
- ◆ Do something with the fences falling down everywhere chambers, Buckley, Illiff, etc. Etc.
- ◆ Eliminate/reduce blighted areas.
- ◆ Enforce code, improve safety in retail parking lots esp. Hampden & chambers = all 4 corners.
- ◆ Enforce disable parking misuse in every parking lot-city could make a lot of money enforcing.
- ◆ Enforce residential codes
- ◆ Enforce your automotive noise ordinance in my neighborhood & city as a whole. The # of loud hotrods on the streets makes Aurora seem like a lawless & uncomfortable place to visit.
- ◆ Fix up regatta plaza.
- ◆ Get rid of the fence, program! get rid of city council that does not represent.
- ◆ Get rid of wooden fences-horrible appearance for city-Kudos for 4th july celebration.
- ◆ Improve neighborhood environment, restrict illegals.
- ◆ Improve neighborhoods, many neighborhoods in Northeast Aurora have declined to the point where many houses are in poor shape, landscaping has been allowed to die, weeds grow & become tall & their seeds blow over offer fences and collared.
- ◆ Improving the rundown I am not so safe areas of Aurora.
- ◆ Keep empty buildings looking nice.
- ◆ Maintain trees and areas by/along side streets on Mexico looks bad.
- ◆ Make all persons who own rental properties (single family homes) make repairs & keep up their homes and not allow 25 people to move into single family homes with trash & cars parked all over!
- ◆ Make animal control actually go into the field & do thier job! and fix the street lights, there are entire blocks that dont work!
- ◆ Need to improve fencing down 6th avenue looks like a slum & that's where the presidential motocade usually comes.
- ◆ Outlaw the crappy privacy fences!
- ◆ Respond too calls made ie code enforcement, loud music to nonemerg.
- ◆ Single dwelling family-not 20 humans in a house. Not barking dogs all day and night.
- ◆ Sometimes the air stinks in our neighborhood.
- ◆ Stop barking dogs at 5:00 am.
- ◆ Trash-Alleys-plastic bags- no trash can requirements.
- ◆ Trim all trees for every one. City should not own trees on private property! or Trim only trees on public property. This is a form of discrimination to take care of conclusive trees. City should return ownership to proper owners.
- ◆ Work harder to fine business or housing communities & apartments for sidewalk snow removal I call access Aurora at least 5 times each winter to complain about same locations

Development (housing, downtown, business)

- ◆ 1) Develop mixed-use space with residential commercial (ex. Stapleton or Lowry) 2) Promote independent cool restaurants and businesses. More options of high quality! less fast food/chains.
- ◆ A downtown feel. It is bare for the night life.
- ◆ Add a water park; limiting traffic on 225.
- ◆ Attract heavy industry/fabrication work.
- ◆ Better sense of community, actual defined downtown area such as Littleton.
- ◆ Bring in top quality restaurants to Colfax.
- ◆ Building permit department slow & backlogged.
- ◆ Business opportunities for locals (contracts and partnership)
- ◆ Do not encourage any more commercial or business activity in the city.
- ◆ Do something with that eyesore and property value drainer the regatta shopping center on parker road!!
- ◆ Employment.
- ◆ Find away to improve 6th ave east of Sable ave.
- ◆ Fine dining restaurants get rid of chains.
- ◆ Get moving on development of Regatta square shopping area. It is an embarrasment and I don't feel safe shopping after dark.
- ◆ Get rid of all the vacant mini plazas
- ◆ Get rid of fences.
- ◆ Have higher standards.
- ◆ Healthy options for food.
- ◆ Help with small business instead of big box stores.
- ◆ I would like a program that helps with fixing yards and make known and available to resident the program.
- ◆ improve the housing market
- ◆ It has too many depressed areas.
- ◆ Job
- ◆ Keep home developers from shoving homes/lots so closely together that there is no sense of privacy in a neighborhood. I live in a single-family home but it feels like I live in a townhome or condominium due to how small the lots are and how close the homes are built to one another. Development is Aurora's number 1 issue and number 1 opportunity to improve quality of life for new residents.
- ◆ Land use, planning and zoning.
- ◆ Let's open up more out east!! Go 3 lanes out east and need a theme park! Thank you.
- ◆ Mark the downtown area look decent use the monies received more productively investigate and stop the corruption.
- ◆ Modern, updated stores.
- ◆ More development, create new jobs.
- ◆ More economic development-creating more job opportunities.
- ◆ More entertainment/nightclubs, etc.
- ◆ More facilities and transportation in southeast Aurora.
- ◆ More high paying job for all people.
- ◆ More housing for Aurora residents who can't afford high prices (section 8).
- ◆ More jobs
- ◆ More jobs for non Spanish speaking people!
- ◆ More jobs.
- ◆ More jobs-it's the economy

- ◆ More small local owned businesses mixed in with the chains.
- ◆ More space-lots are too small & neighborhoods too cramped.
- ◆ Paint shopping centers to give them a cleaner look/pick up trash
- ◆ Promote small business (too many repeat chains fast food).
- ◆ Put Aurora on the map-see note.
- ◆ Quality of goods in malls not high - encourage some upper End stores.
- ◆ Quite building & expending Aurora is too big.
- ◆ Redevelop the Aurora Mall area, finish 225 & police protection.
- ◆ Redo shopping center at parker & 225 it makes Aurora look like a slum.
- ◆ Remodel the corner of Parker & Quincy appealing to better & trendier businesses.
- ◆ Revitalize north Aurora.
- ◆ Revitalize the developments around Mississippi and Peoria
- ◆ Stop bringing in retail into the neighborhoods - do we really need a Walgreen's on every corner? Do we need new banks on every corner? More retail is more crime. I've seen bank robberies - Walgreen robberies. We've lived in the hood for 32yrs. Wish we could move!
- ◆ Stop building dense pack housing.
- ◆ Stop building so much, multi-Family housing! Support business developments in all the strip malls all approved!
- ◆ Stop Building. There's too many cars people for the infrastructure. Congestion ever where - all the time!
- ◆ Stop overbuilding condos so my property value would go up.
- ◆ Take more interest in the poorer communities.
- ◆ Town homes, condos.
- ◆ Upgrade - modern retail centers that are empty to promote a better image.
- ◆ Working in city I live

Public transportation

- ◆ Add a bus service for my area (RTD)
- ◆ Available transportation so that I could leave this complex more often, including providing transportation so that I could volunteer. I have so much to offer.
- ◆ Be sure there is enough parking at the new "light rail" stations.
- ◆ Better public transport availability.
- ◆ Completion of light rail & RTD system on time & under budget.
- ◆ Completion of the light rail system and development of retail areas around the steps.
- ◆ Easier public transportation for seniors.
- ◆ Expand bus service.
- ◆ Expansion of light rail
- ◆ Green bus service to Ellery.
- ◆ Have more public transportation available.
- ◆ Light rail expansion I-225 is a mess & has been the whole 3 yrs. I've lived here.
- ◆ Light rail services.
- ◆ Light rail to the airport w/ overnight parking v (paid?), attract restaurants like mad Greens & Garbanzo's to northwest Aurora.
- ◆ More accessible public transportation & routes
- ◆ More bus service in neighborhoods.
- ◆ More buses.
- ◆ More parking and safety at light rail areas, especially when dark.

- ◆ No easy public transportation south-east Aurora for heritage eagle bend community.
- ◆ Public transportation
- ◆ Public transportation where I live.
- ◆ Public transportation.
- ◆ Put on RTD route further east-past Colfax & Himalaya.
- ◆ RTD to new neighborhoods on east side of e 470.
- ◆ Transportation
- ◆ Transportation - bus services.
- ◆ Transportation & Driving safely.
- ◆ Transportation ease-either road expansion or increased public transportation.
- ◆ Transportation/parks/rec.

Lower taxes/fees/cost of services

- ◆ Cherry creek Cost of living.
- ◆ Cost of living.
- ◆ Cut taxes
- ◆ Decrease tax Burden!
- ◆ Help for older/homeowners-painting-repairs-lower prop. Tax for 65+ over.
- ◆ Keep real estate taxes low.
- ◆ Lower property and sales taxes we are taxed to death already.
- ◆ Lower property tax
- ◆ Lower property taxes.
- ◆ Lower registration & taxes on cars
- ◆ Lower sales tax rates to attract more shopping in Aurora us.
- ◆ Lower taxes
- ◆ Lower taxes
- ◆ Lower taxes
- ◆ Lower taxes
- ◆ Lower taxes
- ◆ Lower taxes and cost of water
- ◆ Lower taxes.
- ◆ Lower the H2O Rates!
- ◆ Lower the rent cost for those of us that try to live on social security which is very little.
- ◆ Make real property taxes more affordable in CC school dist.
- ◆ No tax increases.
- ◆ Not charging so much for water and electricity expensive.
- ◆ Our sales tax/work on Aurora image.
- ◆ Property taxes are too high-water bills are too high-sales tax is too high.
- ◆ Reduce cost of government
- ◆ Reduce cost of water to more in line w/other communities.
- ◆ Reduce taxes
- ◆ Reduce taxes.
- ◆ The fees charged by the DMV are outrageous.
- ◆ Use my taxes more efficiently.

Schools

- ◆ Aurora needs new schools and better education programs.
- ◆ Better high schools.
- ◆ Better or more money spent on educating the children.
- ◆ Better Schools.
- ◆ Continue to improve education.
- ◆ Education
- ◆ Education childrens.
- ◆ Improve APS shcool.
- ◆ Improve Aurora public schools without spending more money. CCSD has much higher performance ratings.
- ◆ Improve schools
- ◆ Improve schools ECE-12th.
- ◆ Quality of education K-12.
- ◆ Regular APS schools-bad-money spent but no better education
- ◆ Schools & programs for kid 2 to 4 years old before schools starts for them/and more security at light rail stations @dark.
- ◆ Schools!
- ◆ Schools! Need to only speak English!
- ◆ Schools, staff.
- ◆ Schools.
- ◆ Schools.
- ◆ The schools and teachers.

Community activities/ programs/ services

- ◆ Care about seniors-work more with investors wanting to build a senior property. Need to make sure senior complexes are located within 2-3 bks. of grocers, pharmacy, restaurants down hill to buses or stores.
- ◆ City sponsored event that is more attendee.
- ◆ Community activities for seniors not just center for active adults.
- ◆ Cultural arts center - we're big enough to support one such as Arvada's.
- ◆ Cultural diversity - I am caucasian.
- ◆ Establish s sr. center southeast.
- ◆ Extend library hours and develop for mission Viejo library.
- ◆ Good senior centers
- ◆ Improve public libraries.
- ◆ Incentives for retirees to live in Aurora lower taxes, income & sales tax, property tax.
- ◆ Library needs to be open longer more electronic options.
- ◆ Live theatre.
- ◆ More Arts & expanding recreational opportunites outside of school/work hours (Have not been able to several programs due to times beign during school hours)
- ◆ More free music at the parks.
- ◆ More kid programs w/a purpose.
- ◆ More programs for seniors
- ◆ More senior rides and services.
- ◆ More senior services in different neighborhoods.

- ◆ More visible community events, volunteer opportunities.
- ◆ More volunteer opportunities.
- ◆ Open all libraries, recreation centers for seniors.
- ◆ Open the libraries for longer hours, bring back reading room.
- ◆ Outreach to senior citizens.
- ◆ Performing arts & fine arts
- ◆ Public bus to Anschutz, roe, performing arts center in Denver etc.
- ◆ Public library services.
- ◆ Senior center classes have too many people in them.
- ◆ Support all libraries with max hours.
- ◆ We should tap in to the extremely diverse culture we have cultural activities (i.e. Taste of aurora food event).

Other

- ◆ "Name steakhouse"
- ◆ Admit that pot is a gateway drug and don't legalize it think about people rather than revenue.
- ◆ After July 2012 event, Aurora needs to show its community as one, show off Aurora!
- ◆ All of the above
- ◆ All of them.
- ◆ Aurora mental health center.
- ◆ Banks & credit unions in our area.
- ◆ Better communications content and ability to interact with officials.
- ◆ Better public image
- ◆ City council members need to really work for the betterment of the entire city and not just special interest groups of friends.
- ◆ Create more reservoirs to prevent future draughts.
- ◆ Deportation of Illegal!
- ◆ Enforce ice.
- ◆ Equal services for all
- ◆ Get I.C.E. More involved in community.
- ◆ Have more 2nd chance opportunities for those who have blemishes on their records.
- ◆ Helping all the different (culture) people meld into the community.
- ◆ I live on e Caley ave Aurora provides water sewer Arapahoe county water e waste water do that for very poor water quality at very high price
- ◆ Improve P.R. In terms of public image of Aurora- need positive news of Aurora in the media.
- ◆ Improve Reputation.
- ◆ Improve taste of water!!
- ◆ Invest in cultural diversity.
- ◆ Its reputation/community involvement.
- ◆ Leave the flood plane alone at Tower & Amherst. The killed the Russian live trees, planted new ones and killed them by not watering them. This year they mowed down cat tails & wet land foliage now it looks horrible.
- ◆ Legalize dispensaries
- ◆ Lights
- ◆ Maintenance of city-owned trees on home owners property.
- ◆ Mental Health Care.
- ◆ Mexicans that can't speak English or spell English words should not be in a medical office.

- ◆ Monitor local businesses for price gouging.
- ◆ More resident involvement with the city.
- ◆ Need to give all information about resources available to citizens.
- ◆ Not be prejudice to anyone even if they are African American.
- ◆ Over come mass theater the shootings, police work with Feds and community more, don't allow that to ever Aurora.
- ◆ Promoting make of a sinse of community.
- ◆ Provide basic assistance in weatherization of all homes apts etc. Not faith -based or income-based.
- ◆ Quit wasting \$ on stupid signs that say "Aurora all American" etc.
- ◆ Race track!!! Nascar style-lets not be a mix speed city w/ small town mentality anymore!
- ◆ Recreational dispensaries
- ◆ Recycle center open all year not only 1 day roundup.
- ◆ Recycling center.
- ◆ Remove emission testing money making!
- ◆ Report illegal imigrants - too many Mexicans driving illegally and filling up the streets.
- ◆ Should be a way of accessing services in Aurora w/out the aid of a computer example: you must go on line to file a accident report for a car. No access no report. Should have a back up plan.
- ◆ Spending money responsibly.
- ◆ Stop wasting money.
- ◆ The fire dept. Should know the telephone # of private ambulance when MO says take to hospital by amb. but no need.
- ◆ To many minorities.
- ◆ Trash collection.
- ◆ Treat all citizens fairly.
- ◆ Water
- ◆ We have 6 trash trucks up and down our street every week. This is noisy, very wasteful-gas, wears out the street trash. BAD BAD BAD.
- ◆ Work on improving reputation of north Aurora there's a stigma against living in north Aurora.

None/don't know

- | | |
|---|--|
| ◆ Can't think of anything to improve. | live / southlands / etc - More likely to go into Parker for medical & kids activities! |
| ◆ Can't think of anything. | ◆ Life is good. |
| ◆ Can't think of anything. | ◆ N/A |
| ◆ Don't know | ◆ N/A |
| ◆ Don't know - life is decent - not sure it would better anywhere else. | ◆ No input. |
| ◆ Don't know of anything. | ◆ Not sure |
| ◆ Don't know. | ◆ Not sure one program would address the community/cultural differences that seem to be and want to stay seperate. |
| ◆ Don't know. | ◆ Not sure. |
| ◆ Haven't thought about it. | ◆ Nothing! |
| ◆ I am not sure. | ◆ Unknown. |
| ◆ I am satisfied much my quality of life in Aurora. | ◆ Unknown. |
| ◆ I don't look to government for help or services. | |
| ◆ I live in SE Aurora & don't relate to city of Aurora very much! very happy with where I | |

Appendix D: Comparisons by Respondent Characteristics

Responses to select survey questions are compared here by respondent characteristics, including ward of residence, respondent sex, age, length of residency, presence of children in the household and employment status. Cells shaded grey indicate statistically significant differences ($p \leq .05$).

Responses to Survey Questions Compared by Geographic Area

Question 1 Compared by Ward

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Aurora as a place to live	64%	77%	64%	74%	80%	72%	73%
Your neighborhood as a place to live	51%	63%	62%	79%	86%	83%	74%
Aurora as a place to raise children	35%	54%	40%	57%	65%	68%	57%
Aurora as a place to work	52%	55%	40%	65%	64%	64%	58%
Aurora as a place to visit	25%	40%	39%	44%	44%	39%	40%
Aurora as a place to retire	34%	45%	45%	51%	62%	47%	49%
The overall quality of life in Aurora	47%	62%	52%	71%	71%	66%	64%

Question 2 Compared by Ward

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Overall feeling of safety in Aurora	34%	41%	48%	44%	47%	50%	45%
Overall ease of getting to the places you usually have to visit	60%	67%	67%	78%	74%	72%	71%
Quality of overall natural environment in Aurora (parks, open space, trails)	66%	74%	69%	77%	79%	78%	75%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	49%	52%	51%	56%	62%	51%	54%
Health and wellness opportunities in Aurora	31%	63%	54%	67%	72%	64%	62%
Overall opportunities for education and enrichment	30%	53%	44%	61%	60%	59%	54%
Overall economic health of Aurora	18%	39%	44%	45%	53%	53%	45%
Sense of community	32%	32%	38%	35%	44%	43%	39%
Overall image or reputation of Aurora	28%	27%	22%	35%	39%	32%	32%

Question 3 Compared by Ward

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Recommend living in Aurora to someone who asks	54%	78%	65%	77%	77%	79%	74%
Remain in Aurora for the next five years	65%	76%	71%	79%	77%	82%	77%

Question 4 Compared by Ward

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
In your neighborhood during the day	64%	77%	80%	80%	90%	89%	83%
In Aurora's commercial areas where you shop and dine during the day	70%	66%	77%	77%	82%	81%	77%

Question 5 Compared by Ward

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Traffic flow on major streets	62%	49%	47%	50%	56%	59%	53%
Ease of public parking	53%	49%	65%	66%	76%	76%	67%
Ease of travel by car in Aurora	65%	61%	58%	68%	68%	68%	65%
Ease of travel by public transportation in Aurora	33%	48%	44%	47%	59%	52%	49%
Ease of travel by bicycle in Aurora	49%	51%	45%	51%	68%	59%	55%
Ease of walking in Aurora	43%	50%	52%	68%	67%	61%	59%
Availability of paths and walking trails	48%	61%	58%	64%	77%	65%	65%
Cleanliness of Aurora	32%	42%	42%	52%	52%	53%	48%
Overall appearance of Aurora	35%	45%	45%	51%	53%	47%	48%
Public places where people want to spend time	36%	49%	40%	50%	62%	52%	50%
Variety of housing options	55%	55%	53%	55%	74%	72%	63%
Fitness opportunities (including exercise classes and paths or trails, etc.)	49%	56%	53%	67%	81%	56%	63%
Recreational opportunities	42%	60%	59%	59%	70%	50%	58%
Availability of affordable quality food	47%	63%	67%	72%	76%	76%	70%
Availability of affordable quality health care	41%	61%	56%	73%	72%	72%	66%
Availability of preventive health services	46%	64%	54%	73%	72%	69%	66%
Availability of affordable quality mental health care	28%	51%	36%	53%	75%	55%	54%

Question 6 Compared by Ward

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Adult educational opportunities	57%	62%	58%	67%	72%	64%	65%
Opportunities to attend cultural/arts/music activities	36%	41%	21%	49%	52%	44%	43%
Opportunities to participate in religious or spiritual events and activities	62%	65%	59%	70%	77%	79%	71%
Employment opportunities	20%	26%	30%	48%	38%	50%	38%
Shopping opportunities	42%	62%	72%	74%	71%	76%	69%
Cost of living in Aurora	42%	43%	40%	55%	51%	46%	47%
Overall quality of business and service establishments in Aurora	41%	52%	55%	60%	59%	63%	57%
Vibrant commercial areas to shop and dine	27%	47%	51%	50%	46%	57%	48%
Overall quality of new development in Aurora	43%	48%	52%	61%	61%	62%	57%
Opportunities to participate in social events and activities	29%	39%	35%	49%	45%	44%	42%
Opportunities to volunteer	56%	54%	67%	64%	63%	56%	60%
Opportunities to participate in community matters	56%	50%	54%	56%	56%	65%	56%
Openness and acceptance of the community toward people of diverse backgrounds	50%	54%	62%	69%	65%	68%	63%
Neighborliness of residents in Aurora	39%	39%	33%	52%	48%	53%	45%

Question 7 Compared by Ward

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Made efforts to conserve water	94%	97%	86%	87%	92%	96%	92%
Made efforts to make your home more energy efficient	85%	91%	82%	77%	76%	82%	81%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	70%	65%	44%	50%	50%	50%	53%
Household member was a victim of a crime in Aurora	25%	23%	15%	12%	11%	11%	15%
Reported a crime to the police in Aurora	41%	25%	25%	31%	14%	21%	24%
Stocked supplies in preparation for an emergency	37%	44%	34%	41%	44%	37%	40%
Campaigned or advocated for an issue, cause or candidate	37%	21%	20%	22%	24%	19%	23%
Contacted Aurora (in-person, phone, email or web) for help or information	48%	54%	46%	37%	37%	40%	43%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	17%	15%	22%	16%	16%	18%	17%

Question 8 Compared by Ward

In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Aurora? (Percent at least once)	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Used City or community recreation centers or their services	63%	52%	51%	47%	49%	51%	51%
Visited a neighborhood park or City park	90%	78%	82%	85%	86%	83%	84%
Used Aurora public libraries or their services	65%	53%	54%	57%	59%	70%	60%
Participated in religious or spiritual activities in Aurora	37%	39%	43%	41%	48%	50%	44%
Attended a City-sponsored event	36%	26%	37%	42%	36%	37%	36%
Used bus, rail or other public transportation instead of driving	32%	34%	46%	37%	43%	28%	37%
Carpooled with other adults or children instead of driving alone	55%	33%	39%	52%	40%	40%	42%
Walked or biked instead of driving	56%	42%	45%	49%	46%	40%	45%
Volunteered your time to some group/activity in Aurora	33%	23%	25%	31%	35%	35%	31%
Participated in a club	15%	20%	25%	21%	30%	27%	24%
Talked to or visited with your immediate neighbors	84%	84%	95%	94%	97%	95%	93%
Done a favor for a neighbor	78%	79%	88%	84%	81%	89%	84%

Question 9 Compared by Ward

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? (Percent at least once)	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Attended a local public meeting	28%	23%	21%	26%	20%	20%	23%
Watched (online or on television) a local public meeting	18%	21%	24%	22%	14%	16%	19%

Question 10 Compared by Ward

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Police services	54%	64%	63%	73%	79%	78%	71%
Fire services	89%	82%	91%	93%	92%	94%	91%
Ambulance or emergency medical services	70%	81%	81%	86%	92%	91%	86%
Crime prevention	20%	48%	32%	57%	54%	54%	48%
Fire prevention and education	40%	54%	58%	55%	64%	71%	60%
Traffic enforcement	37%	41%	51%	61%	55%	60%	53%
Street repair	40%	32%	41%	50%	38%	49%	42%
Street cleaning	38%	50%	58%	46%	53%	57%	52%
Street lighting	40%	43%	56%	53%	62%	59%	54%
Snow removal	27%	31%	53%	45%	57%	50%	46%
Sidewalk maintenance	34%	34%	51%	48%	50%	53%	47%
Traffic signal timing	35%	35%	29%	48%	42%	47%	41%
Bus or transit services	35%	55%	45%	60%	66%	60%	56%
Storm drainage	35%	47%	48%	58%	67%	65%	57%
Drinking water	65%	80%	70%	88%	84%	86%	81%
Sewer services	65%	64%	70%	82%	80%	84%	76%
Water utility billing	38%	53%	55%	62%	63%	64%	58%
City parks	40%	68%	68%	77%	78%	76%	71%
Recreation programs or classes	44%	65%	54%	75%	75%	62%	65%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Recreation centers or facilities	34%	60%	55%	69%	69%	59%	61%
Land use, planning and zoning	20%	32%	36%	45%	53%	55%	44%
Code enforcement (weeds, abandoned buildings, etc.)	29%	20%	39%	31%	48%	46%	37%
Animal control	36%	42%	50%	55%	67%	59%	54%
Economic development	20%	35%	44%	49%	58%	53%	46%
Public library services	56%	69%	70%	80%	68%	74%	71%
Public information and communication	29%	53%	50%	52%	54%	54%	51%
Aurora cable channel 8 programming	30%	52%	57%	54%	63%	66%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	45%	53%	50%	62%	67%	62%	58%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	55%	57%	69%	69%	59%	62%
Aurora open space	46%	53%	52%	68%	68%	61%	60%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	47%	65%	61%	77%	75%	76%	70%
Overall customer service by Aurora employees	44%	59%	51%	56%	66%	67%	60%

Question 11 Compared by Ward

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
The City of Aurora	58%	59%	63%	67%	65%	68%	64%
The Federal Government	19%	34%	25%	20%	30%	33%	28%

Question 12 Compared by Ward

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
The value of services for the taxes paid to Aurora	38%	36%	40%	47%	48%	46%	44%
The overall direction that Aurora is taking	50%	46%	52%	59%	61%	60%	56%
The job Aurora government does at welcoming citizen involvement	39%	36%	29%	48%	46%	48%	43%
Generally acting in the best interest of the community	34%	41%	45%	55%	55%	49%	49%
Being honest	36%	37%	48%	46%	47%	53%	46%
Treating all residents fairly	29%	29%	45%	50%	54%	54%	46%
Overall confidence in Aurora government	35%	40%	39%	49%	45%	50%	44%

Question 15 Compared by Ward

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize efforts in the next three years on each of the following? (Percent "essential" or "very important")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Building a new recreation center accessible to you	34%	25%	35%	27%	31%	43%	33%
Updating the existing Moorhead Recreation Center in Northwest Aurora	49%	18%	31%	20%	21%	10%	22%
Updating existing parks	53%	36%	39%	39%	31%	38%	38%
Building a new, large-scale park	37%	16%	27%	24%	22%	28%	25%
Building Southeast athletic fields complex and buildings	23%	14%	23%	20%	25%	39%	25%
Building a new year-round sports center (indoor facility)	30%	29%	33%	28%	31%	39%	32%
Adding a new cultural arts complex	41%	20%	29%	33%	28%	34%	30%
Building a new police firearms training and qualifications facility	36%	35%	43%	42%	35%	32%	37%
Updating and/or building fire stations	43%	46%	52%	52%	39%	42%	45%
Updating the police headquarters facility	41%	41%	47%	41%	31%	29%	37%
Building a new district police station	36%	32%	36%	30%	28%	26%	30%
Transportation access to/from Buckley Air Force Base	35%	30%	38%	31%	20%	28%	29%
Transportation access to/from Fitzsimons/Anschutz Medical Center	54%	50%	49%	50%	37%	45%	46%
Transportation access to/from southeast Aurora	37%	39%	42%	42%	38%	60%	44%
Transportation access to/from Parker Road Corridor	28%	41%	47%	53%	47%	55%	48%
Transportation access to/from I-225 Corridor	34%	52%	57%	63%	55%	52%	54%
General improvements to roads, sidewalks, bikeways, and pedestrian use	58%	63%	57%	66%	57%	57%	60%
Building and improving medians	44%	36%	32%	34%	28%	32%	33%
General improvements around light rail facilities	59%	49%	54%	58%	48%	44%	51%
Building structured parking at new light rail stations	64%	51%	61%	68%	56%	51%	57%
Updating technology systems to improve citizen interaction with City services	42%	44%	40%	50%	37%	35%	41%
Constructing new Southeast maintenance facilities for City operations	32%	21%	33%	29%	20%	33%	27%

Question 16 Compared by Ward

As the City considers projects to improve parks and open space, recreation facilities, public safety and transportation in Aurora, do you feel that the need in each area is high, medium, low or non-existent? (Percent "high" or "medium" need)	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Parks and open space	68%	67%	63%	71%	69%	71%	69%
Recreation facilities	65%	65%	64%	62%	61%	70%	65%
Public safety	67%	84%	72%	78%	77%	77%	77%
Transportation (roads, medians, bike routes)	82%	86%	86%	86%	90%	86%	86%

Question 17 Compared by Ward

As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects? (Percent "somewhat" or "strongly" support)	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Property tax increase of \$27.14 per year on a \$200,000 home	63%	41%	47%	52%	56%	55%	52%
Sales tax increase of \$0.13 on \$100 dollars spent	56%	34%	37%	38%	44%	42%	41%

Question 18 Compared by Ward

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve parks and open space in Aurora? (Percent "strongly" or "somewhat support")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Property tax increase of \$27.14 per year on a \$200,000 home	62%	39%	42%	41%	45%	51%	45%
Sales tax increase of \$0.13 on \$100 dollars spent	51%	30%	34%	35%	44%	36%	37%

Question 19 Compared by Ward

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve recreation facilities in Aurora? (Percent "strongly" or "somewhat support")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Property tax increase of \$27.14 per year on a \$200,000 home	54%	37%	36%	40%	42%	50%	42%
Sales tax increase of \$0.13 on \$100 dollars spent	42%	24%	33%	35%	39%	38%	35%

Question 20 Compared by Ward

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve public safety in Aurora? (Percent "strongly" or "somewhat support")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Property tax increase of \$27.14 per year on a \$200,000 home	68%	53%	44%	56%	57%	49%	53%
Sales tax increase of \$0.13 on \$100 dollars spent	54%	46%	48%	49%	50%	40%	47%

Question 21 Compared by Ward

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve transportation in Aurora? (Percent "strongly" or "somewhat support")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Property tax increase of \$27.14 per year on a \$200,000 home	71%	42%	48%	53%	51%	53%	51%
Sales tax increase of \$0.13 on \$100 dollars spent	58%	38%	43%	46%	52%	43%	46%

Question 22 Compared by Ward

If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the new tax, the same or less positive? (Percent "more positive")	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
	39%	51%	43%	52%	55%	57%	51%

Question 23 Compared by Ward

How much of a source of information, if at all, do you consider each of the following possible sources to find out about news and events in Aurora? (Percent "major" or "minor" source)	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
Aurora Sentinel	54%	52%	60%	55%	56%	52%	55%
Denver Post	67%	54%	72%	63%	68%	61%	64%
City Newsletter	59%	44%	50%	43%	46%	48%	47%
City web site (auroragov.org)	53%	51%	61%	47%	48%	49%	51%
City of Aurora on Facebook	24%	20%	27%	27%	12%	16%	20%
City of Aurora on Twitter	18%	20%	21%	13%	4%	7%	12%
Aurora channel on youtube.com	22%	17%	26%	13%	11%	13%	16%
Word of mouth	74%	73%	81%	80%	89%	82%	81%
Television	84%	82%	77%	78%	80%	79%	80%
Radio	74%	73%	62%	69%	66%	59%	66%

Responses to Select Survey Questions Compared by Respondent Characteristics

Question 1 Compared by Respondent Characteristics

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Aurora as a place to live	74%	74%	75%	70%	75%	68%	75%	75%	72%	76%	73%	76%	73%
Your neighborhood as a place to live	73%	77%	78%	71%	76%	78%	76%	71%	72%	79%	75%	75%	74%
Aurora as a place to raise children	57%	57%	47%	60%	61%	52%	54%	61%	56%	56%	55%	61%	57%
Aurora as a place to work	60%	57%	55%	52%	68%	55%	57%	62%	58%	59%	57%	61%	58%
Aurora as a place to visit	40%	41%	32%	37%	49%	37%	38%	44%	41%	39%	37%	47%	40%
Aurora as a place to retire	52%	47%	37%	43%	62%	52%	43%	55%	53%	41%	41%	64%	49%
The overall quality of life in Aurora	65%	65%	63%	61%	69%	64%	64%	64%	64%	65%	62%	69%	64%

Question 4 Compared by Respondent Characteristics

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
In your neighborhood during the day	84%	82%	87%	78%	85%	89%	81%	82%	82%	85%	83%	83%	83%
In Aurora's commercial areas where you shop and dine during the day	79%	75%	82%	72%	79%	77%	77%	77%	75%	80%	77%	77%	77%

Question 10 Compared by Respondent Characteristics

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Police services	73%	70%	65%	67%	79%	77%	68%	71%	73%	68%	69%	76%	71%
Fire services	92%	90%	88%	89%	94%	86%	91%	92%	91%	90%	89%	94%	91%
Ambulance or emergency medical services	85%	87%	80%	82%	91%	83%	85%	87%	86%	84%	83%	90%	86%
Crime prevention	46%	50%	36%	45%	57%	48%	44%	51%	50%	43%	44%	55%	48%
Fire prevention and education	61%	59%	58%	55%	66%	63%	58%	60%	61%	58%	58%	63%	60%
Traffic enforcement	54%	54%	52%	52%	57%	57%	57%	49%	51%	58%	53%	55%	53%
Street repair	39%	47%	49%	40%	41%	51%	43%	37%	42%	43%	44%	40%	42%
Street cleaning	48%	57%	59%	47%	54%	60%	52%	48%	52%	53%	50%	56%	52%
Street lighting	52%	58%	54%	52%	57%	49%	54%	58%	56%	52%	54%	57%	54%
Snow removal	45%	49%	43%	45%	51%	51%	44%	47%	49%	43%	45%	50%	46%
Sidewalk maintenance	48%	47%	49%	47%	46%	53%	49%	42%	46%	49%	47%	49%	47%
Traffic signal timing	42%	41%	43%	40%	41%	50%	44%	32%	38%	47%	41%	42%	41%
Bus or transit services	54%	59%	64%	58%	51%	61%	58%	52%	52%	66%	62%	47%	56%
Storm drainage	54%	61%	57%	56%	57%	60%	57%	54%	56%	58%	58%	54%	57%
Drinking water	80%	83%	85%	74%	85%	85%	76%	85%	83%	78%	83%	79%	81%
Sewer services	77%	77%	78%	71%	81%	83%	75%	75%	79%	72%	77%	74%	76%
Water utility billing	57%	61%	63%	52%	64%	69%	56%	56%	60%	55%	59%	59%	58%
City parks	71%	73%	67%	72%	75%	79%	68%	72%	73%	69%	73%	70%	71%
Recreation programs or classes	67%	64%	57%	63%	73%	70%	59%	71%	69%	60%	64%	68%	65%
Recreation centers or facilities	61%	61%	60%	54%	68%	70%	54%	65%	64%	58%	59%	65%	61%
Land use, planning and zoning	46%	42%	56%	40%	42%	55%	44%	40%	44%	45%	47%	41%	44%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Code enforcement (weeds, abandoned buildings, etc.)	36%	40%	48%	34%	35%	44%	40%	32%	37%	38%	38%	37%	37%
Animal control	55%	54%	69%	47%	54%	67%	52%	52%	55%	53%	55%	53%	54%
Economic development	50%	44%	53%	39%	50%	47%	45%	48%	46%	48%	46%	49%	46%
Public library services	72%	71%	76%	67%	73%	74%	71%	70%	69%	76%	70%	74%	71%
Public information and communication	53%	50%	55%	50%	52%	63%	49%	48%	51%	53%	52%	51%	51%
Aurora cable channel 8 programming	58%	55%	66%	55%	55%	65%	58%	52%	54%	64%	59%	51%	57%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	58%	59%	57%	57%	61%	66%	55%	59%	60%	55%	60%	57%	58%
Preservation of natural areas such as open space, farmlands and greenbelts	61%	64%	66%	56%	66%	68%	60%	61%	64%	59%	63%	62%	62%
Aurora open space	60%	62%	61%	56%	65%	61%	61%	60%	62%	58%	60%	63%	60%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	72%	66%	69%	69%	72%	77%	67%	69%	68%	73%	72%	65%	70%
Overall customer service by Aurora employees	64%	55%	66%	54%	63%	64%	58%	60%	58%	63%	61%	59%	60%

Question 16 Compared by Respondent Characteristics

As the City considers projects to improve parks and open space, recreation facilities, public safety and transportation in Aurora, do you feel that the need in each area is high, medium, low or non-existent? (Percent "high" or "medium" need)	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Parks and open space	69%	69%	75%	66%	69%	73%	67%	70%	62%	82%	70%	68%	69%
Recreation facilities	67%	63%	68%	66%	63%	70%	65%	63%	58%	78%	65%	65%	65%
Public safety	82%	72%	76%	77%	78%	79%	76%	76%	76%	79%	76%	79%	77%
Transportation (roads, medians, bike routes)	90%	82%	88%	88%	86%	92%	84%	86%	87%	86%	87%	86%	86%

Question 17 Compared by Respondent Characteristics

As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects? (Percent "somewhat" or "strongly" support)	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Property tax increase of \$27.14 per year on a \$200,000 home	55%	50%	60%	51%	50%	60%	52%	48%	49%	58%	53%	50%	52%
Sales tax increase of \$0.13 on \$100 dollars spent	39%	44%	45%	39%	41%	48%	40%	38%	41%	40%	41%	42%	41%

Question 18 Compared by Respondent Characteristics

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve parks and open space in Aurora? (Percent "strongly" or "somewhat support")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Property tax increase of \$27.14 per year on a \$200,000 home	46%	46%	56%	46%	39%	56%	48%	38%	42%	53%	49%	40%	45%
Sales tax increase of \$0.13 on \$100 dollars spent	38%	38%	46%	36%	35%	52%	36%	32%	36%	40%	39%	35%	37%

Question 19 Compared by Respondent Characteristics

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve recreation facilities in Aurora? (Percent "strongly" or "somewhat support")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Property tax increase of \$27.14 per year on a \$200,000 home	43%	43%	49%	45%	38%	47%	44%	39%	38%	51%	46%	36%	42%
Sales tax increase of \$0.13 on \$100 dollars spent	34%	36%	38%	34%	35%	41%	34%	32%	33%	39%	36%	33%	35%

Question 20 Compared by Respondent Characteristics

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve public safety in Aurora? (Percent "strongly" or "somewhat support")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Property tax increase of \$27.14 per year on a \$200,000 home	58%	49%	53%	56%	54%	64%	52%	49%	52%	57%	55%	51%	53%
Sales tax increase of \$0.13 on \$100 dollars spent	50%	45%	52%	44%	49%	63%	43%	43%	46%	49%	48%	46%	47%

Question 21 Compared by Respondent Characteristics

To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve transportation in Aurora? (Percent "strongly" or "somewhat support")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
Property tax increase of \$27.14 per year on a \$200,000 home	55%	48%	60%	53%	47%	64%	54%	42%	50%	53%	55%	44%	51%
Sales tax increase of \$0.13 on \$100 dollars spent	48%	44%	51%	46%	44%	59%	46%	38%	45%	47%	49%	40%	46%

Question 22 Compared by Respondent Characteristics

If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the new tax, the same or less positive? (Percent "more positive")	Sex		Age			Length of residency			Children		Employment status		Overall
	Female	Male	18-34	35-54	55+	5 years or less	6-20 years	More than 20 years	No children	Children	Employed	Not employed	
	58%	43%	52%	54%	49%	57%	52%	49%	49%	56%	55%	45%	51%

Appendix E: Survey Methodology

Instrument Development

The City of Aurora wished to capture community input on the City's priorities for the near future. In collaboration with the City, National Research Center, Inc. (NRC) developed a draft survey that included questions about potential project areas as well as questions about quality of life and service delivery. The City of Aurora first contracted with NRC in 2008 to administer the National Citizen Survey™ by mail, so questions wording was preserved when possible in order to permit comparisons over time. A final five-page survey was prepared for mailing.

Sample Selection

“Sampling” refers to the method by which survey recipients were chosen. All active voters within the City of Aurora were eligible to participate in the survey; 3,000 were selected to receive the survey. These 3,000 voters were randomly selected from a comprehensive list of all active voters, provided by the three counties overlapping Aurora's boundaries (Adams, Arapahoe and Douglas Counties). To choose the 3,000 survey recipients, a systematic sampling method was applied to the list of voters. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every *Nth* one until the appropriate amount of items is selected. Residence within each of six Wards was coded to permit results comparisons by Ward.

Survey Administration and Response Rate

Voter households received three mailings in October 2013. The first was a postcard notifying them that they had been selected to participate in the City of Aurora Community Survey. The postcard was signed by the City Manager. A week later a survey was mailed with a cover letter signed by the City Manager. Approximately one week after the first survey was mailed, a second survey was mailed, with a cover letter asking those who had not yet participated to do so, while informing those who had already completed the survey not to do so again. The postcard and cover letters were in both English and Spanish. Each survey packet included a web link for any survey recipients who preferred to complete the survey online (respondents could choose an English or Spanish version online).

Of the 3,000 surveys mailed to voter households, 83 were undeliverable because the housing unit was vacant or the postal service was unable to deliver the survey as addressed, approximately 3% of mailings. Of the remaining 2,917 voters who received surveys, 722 individuals completed the survey by mail and an additional 17 completed the survey online. No Spanish responses were received. The 739 completed surveys yielded a response rate of 25%, similar to 2008 (23%).

Response rates by Ward are presented below:

Ward	Sent	Undeliverable	Delivered	Completed	Response Rate
1	227	6	221	47	21%
2	455	10	445	106	24%
3	489	23	466	95	20%
4	514	13	501	132	26%
5	668	16	652	177	27%
6	647	15	632	182	29%
Overall	3,000	83	2,917	739	25%

Confidence Intervals

The 95% confidence interval (or “margin of error”) quantifies the “sampling error” or precision of the estimates made from the survey results. A 95% confidence interval can be calculated for any sample size, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within plus or minus four percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any voter survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all eligible households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the listed sources for the sample (referred to as coverage error).

While the 95 percent confidence level for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (739 responses), results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise. For each subgroup from the survey, the margin of error rises to as much as plus or minus 14% for a sample size of 50 to plus or minus 7% for 200 completed surveys.

Survey Processing (Data Entry)

Mailed surveys were submitted via postage-paid business reply envelopes. Once received, staff assigned a unique identification number to each questionnaire. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; staff would choose randomly two of the three selected items to be coded in the dataset.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of “key and verify,” in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks and other forms of quality control were also performed.

Weighting the Data

The demographic characteristics of the sample were compared to the City’s active voter profile and were statistically adjusted to reflect the larger population when necessary. Sample results were weighted using voter list norms to reflect the appropriate percent of voters by age, gender and geographic location in the Aurora voter population. The results of the weighting scheme are presented in the table on the following page.

Aurora 2013 Weighting Table			
	Voter List	Unweighted	Weighted
<i>Gender and Age</i>			
Female	55%	57%	55%
Male	45%	43%	45%
Age 18-34	25%	10%	25%
Age 35-54	36%	29%	36%
Age 55 and over	39%	61%	39%
Female 18-34	14%	6%	14%
Female 35-54	20%	16%	20%
Female 55 and over	21%	35%	22%
Male 18-34	11%	4%	11%
Male 35-54	17%	13%	17%
Male 55 and over	17%	26%	17%
<i>Geographic Area</i>			
Ward 1	7%	6%	7%
Ward 2	16%	14%	16%
Ward 3	14%	13%	14%
Ward 4	18%	18%	19%
Ward 5	22%	24%	22%
Ward 6	22%	25%	22%

Voter list profile is of active voters within Aurora boundaries from Adams County, Arapahoe County and Douglas County voter registration files.

Data Analysis

The electronic dataset was analyzed by NRC staff using the Statistical Package for the Social Sciences (SPSS). For the most part, frequency distributions are presented in the body of the report. A complete set of frequencies for each survey question is presented in *Appendix B: Complete Set of Survey Responses*.

Appendix F: Survey Materials

The following pages contain the survey materials that were mailed to randomly selected voter households in Aurora.

Dear Aurora Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better Aurora!

Sincerely,

Estimado Residente de Aurora,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Aurora mejor!

Atentamente,



George K. Noe

City Manager/ Director de la Ciudad

Dear Aurora Resident,

It won't take much of your time to make a big difference!

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City Manager/ Director de la Ciudad

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George K. Noe

City Manager/ Director de la Ciudad

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Thank you for helping create a better Aurora!

Sincerely,

Estimado Residente de Aurora,

¡No le tomará mucho de su tiempo para marcar una gran diferencia!

Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

¡Gracias por ayudar a crear una Aurora mejor!

Atentamente,



George K. Noe

City Manager/ Director de la Ciudad



City of Aurora
15151 East Alameda Parkway
Aurora, CO 80012

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Aurora
15151 East Alameda Parkway
Aurora, CO 80012

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Aurora
15151 East Alameda Parkway
Aurora, CO 80012

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Aurora
15151 East Alameda Parkway
Aurora, CO 80012

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



November 2013

Dear City of Aurora Resident:

Please help us shape the future of Aurora! You have been selected at random to participate in the 2013 Aurora Community Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Aurora make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the registered voter 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at: www.n-r-c.com/survey/aurora.htm**

If you have any questions about the survey please call (303) 739-7070.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read "G. Noe".

George K. Noe
City Manager/ Director de la Ciudad

Noviembre 2013

Estimado Residente de la Ciudad de Aurora:

¡Por favor ayúdenos a moldear el futuro de Aurora! Usted ha sido seleccionado al azar para participar en la Encuesta de Comunidad de Aurora del 2013.

Por favor tome unos pocos minutos para llenar la encuesta incluida. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Aurora tomar decisiones que afectarán a nuestra Ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el votante registrado de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
- **Puede devolver la encuesta por correo en el sobre pre-pagado adjunto, o puede completar la encuesta en línea en Español en: www.n-r-c.com/survey/aurora.htm**

Si tiene alguna pregunta sobre la encuesta por favor llame al (303) 739-7070.

¡Gracias por su tiempo y participación!

Atentamente,



City of Aurora
15151 East Alameda Parkway
Aurora, CO 80012

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The City of Aurora 2013 Community Survey

Please complete this questionnaire if you are the registered voter (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Aurora:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Aurora as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Aurora as a place to raise children	1	2	3	4	5
Aurora as a place to work	1	2	3	4	5
Aurora as a place to visit.....	1	2	3	4	5
Aurora as a place to retire	1	2	3	4	5
The overall quality of life in Aurora	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Aurora as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Aurora	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Aurora (parks, open space, trails) ...	1	2	3	4	5
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Aurora	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Aurora.....	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Aurora	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Aurora to someone who asks.....	1	2	3	4	5
Remain in Aurora for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Aurora's commercial areas where you shop and dine during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Aurora as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Aurora	1	2	3	4	5
Ease of travel by public transportation in Aurora.....	1	2	3	4	5
Ease of travel by bicycle in Aurora	1	2	3	4	5
Ease of walking in Aurora	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Cleanliness of Aurora	1	2	3	4	5
Overall appearance of Aurora	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

The City of Aurora 2013 Community Survey

6. Please rate each of the following characteristics as they relate to Aurora as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Adult educational opportunities.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Aurora	1	2	3	4	5
Overall quality of business and service establishments in Aurora	1	2	3	4	5
Vibrant commercial areas to shop and dine.....	1	2	3	4	5
Overall quality of new development in Aurora	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5
Neighborliness of residents in Aurora	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient.....	1	2
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Aurora	1	2
Reported a crime to the police in Aurora	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted Aurora (in-person, phone, email or web) for help or information.....	1	2
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion.....	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Aurora?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used City or community recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park.....	1	2	3	4
Used Aurora public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Aurora.....	1	2	3	4
Attended a City-sponsored event.....	1	2	3	4
Used bus, rail or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving.....	1	2	3	4
Volunteered your time to some group/activity in Aurora.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors.....	1	2	3	4
Done a favor for a neighbor.....	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

The City of Aurora 2013 Community Survey

10. Please rate the quality of each of the following services in Aurora:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Water utility billing	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Public library services	1	2	3	4	5
Public information and communication	1	2	3	4	5
Aurora cable channel 8 programming	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Aurora open space.....	1	2	3	4	5
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	1	2	3	4	5
Overall customer service by Aurora employees	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Aurora	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate the following categories of Aurora government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Aurora	1	2	3	4	5
The overall direction that Aurora is taking	1	2	3	4	5
The job Aurora government does at welcoming citizen involvement	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Overall confidence in Aurora government	1	2	3	4	5

13. Which of the following characteristics describe what you like most about living in Aurora? (Please check all that apply.)

- | | | |
|--|--|---|
| <input type="checkbox"/> Parks | <input type="checkbox"/> Safety of community | <input type="checkbox"/> Recreation facilities and programs |
| <input type="checkbox"/> Location | <input type="checkbox"/> City history/heritage | <input type="checkbox"/> Sense of community/hometown feel |
| <input type="checkbox"/> Neighborhoods | <input type="checkbox"/> Friends and family | <input type="checkbox"/> Overall image/reputation of Aurora |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Cost of living | <input type="checkbox"/> Other (please specify) _____ |

14. What is the single biggest thing (program, service or type of business) the City of Aurora could do to improve your quality of life in Aurora?

The City of Aurora 2013 Community Survey

15. Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize efforts in the next three years on each of the following?

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>	<i>Don't know</i>
Building a new full-service recreation center accessible to you.....	1	2	3	4	5
Updating the existing Moorhead Recreation Center in Northwest Aurora.....	1	2	3	4	5
Updating existing parks	1	2	3	4	5
Building a new, large-scale park	1	2	3	4	5
Building Southeast athletic fields complex and buildings.....	1	2	3	4	5
Building a new year-round sports center (indoor facility).....	1	2	3	4	5
Adding a new cultural arts complex	1	2	3	4	5
Building a new police firearms training and qualifications facility	1	2	3	4	5
Updating and/or building fire stations	1	2	3	4	5
Updating the police headquarters facility	1	2	3	4	5
Building a new district police station.....	1	2	3	4	5
Transportation access to/from Buckley Air Force Base	1	2	3	4	5
Transportation access to /from Fitzsimons/Anschutz Medical Center.....	1	2	3	4	5
Transportation access to /from southeast Aurora	1	2	3	4	5
Transportation access to /from Parker Road Corridor	1	2	3	4	5
Transportation access to /from I-225 Corridor.....	1	2	3	4	5
General improvements to roads, sidewalks, bikeways and pedestrian uses	1	2	3	4	5
Building and improving medians	1	2	3	4	5
General improvements around light rail facilities	1	2	3	4	5
Building structured parking at new light rail stations.....	1	2	3	4	5
Updating technology systems to improve citizen interaction with City services	1	2	3	4	5
Constructing new Southeast maintenance facilities for City operations.....	1	2	3	4	5

16. As the City considers projects to improve parks and open space, recreation facilities, public safety facilities and transportation in Aurora, do you feel that the need for improvements in each area is high, medium, low or non-existent?

	<i>High</i>	<i>Medium</i>	<i>Low</i>	<i>Non-existent</i>	<i>Don't know</i>
Parks and open space	1	2	3	4	5
Recreation facilities	1	2	3	4	5
Public safety facilities.....	1	2	3	4	5
Transportation (roads, medians, bike routes)	1	2	3	4	5

17. As the City considers potential projects that would need additional funding, to what extent would you support or oppose a property tax increase or a sales tax increase to fund new projects?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Property tax increase of \$27.14 per year on a \$200,000 home	1	2	3	4
Sales tax increase of \$0.13 on \$100 dollars spent.....	1	2	3	4

18. To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve parks and open space in Aurora?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Property tax increase of \$27.14 per year on a \$200,000 home	1	2	3	4
Sales tax increase of \$0.13 on \$100 dollars spent.....	1	2	3	4

19. To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve recreation facilities in Aurora?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Property tax increase of \$27.14 per year on a \$200,000 home	1	2	3	4
Sales tax increase of \$0.13 on \$100 dollars spent.....	1	2	3	4

20. To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve public safety facilities in Aurora?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Property tax increase of \$27.14 per year on a \$200,000 home	1	2	3	4
Sales tax increase of \$0.13 on \$100 dollars spent.....	1	2	3	4

The City of Aurora 2013 Community Survey

21. To what extent would you support or oppose each of the following taxes (type and amount) to fund projects to improve transportation in Aurora?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose
Property tax increase of \$27.14 per year on a \$200,000 home	1	2	3	4
Sales tax increase of \$0.13 on \$100 dollars spent	1	2	3	4

22. If the new tax noted above could replace an expiring tax, therefore keeping your total tax at the same level, would you feel more positive about the new tax, the same or less positive?

- More positive about a new tax
 Feel the same about a new tax
 Less positive about a new tax

23. How much of a source, if at all, are each of the following for you to find out about news and events in Aurora?

	Major source	Minor source	Not a source
Aurora Sentinel	1	2	3
Denver Post.....	1	2	3
City Newsletter	1	2	3
City web site (auroragov.org)	1	2	3
City of Aurora on Facebook	1	2	3
City of Aurora on Twitter	1	2	3
Aurora channel on youtube.com	1	2	3
Word of mouth	1	2	3
Television	1	2	3
Radio	1	2	3

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D2. How many years have you lived in Aurora?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D3. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D4. Is this house, apartment or mobile home...

- Rented Owned

D5. Do any children 17 or under live in your household?

- No Yes

D6. Are you or any other members of your household aged 65 or older?

- No Yes

D7. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 or more
 \$50,000 to \$99,999

Please respond to both questions D8 and D9:

D8. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D9. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D10. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D11. What is your sex?

- Female Male

**Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to:
 National Research Center, Inc.,
 PO Box 549, Belle Mead, NJ 08502**