



City of Aurora, Colorado 2018 Community Survey Report of Results

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Executive Summary

About the Survey

The Community Survey was designed to capture residents' perspectives on City priorities. The survey measured assessments of the quality of life in Aurora, the quality of services and amenities and aspects of community engagement. Several questions related to policy and planning also were included on the survey. The 2018 survey was the fourth time a survey of residents has been conducted by National Research Center, Inc. on behalf of the City of Aurora.

The City of Aurora 2018 Community Survey was mailed to 4,000 randomly selected residents. A total of 590 surveys were completed, for a 15% response rate and a margin of error of plus or minus four percentage points.

Key Findings

Most Aurora residents rated the city and their neighborhood as a good place to live.

- Over 7 in 10 awarded excellent or good ratings to Aurora and their neighborhood as a place to live.
- About three-quarters would be very or somewhat likely to recommend living in Aurora to someone who asks and were likely to remain in the city for the next five years.
- These quality of life ratings have remained stable since 2013.
- Residents shared their current perception of Aurora and most had a positive perception (69%) as opposed to a negative perception (14%).

Residents felt it was important for Aurora to promote itself and thought of Aurora as a "growing" and "diverse" community.

- One-third of respondents considered it essential for Aurora to promote itself as a desirable place to live, work and do business and three-quarters overall thought it was at least very important for Aurora to do so.
- About 6 in 10 respondents were at least somewhat familiar with the City promoting itself and its attributes.
- Respondents selected from a list which adjectives they felt best describe Aurora. About 7 in 10 chose "growing" and 6 in 10 chose "diverse." Other adjectives, such as "livable," "affordable," or "international community", were selected by 41% or fewer of survey participants.
- Residents could write in their own words the one thing they thought Aurora should be known. The highest proportion of respondents wrote comments related to diversity, culture, inclusion and accessibility (22% of respondents). The next most commonly cited characteristic was safety, preferred by 14% of respondents.

- Aurora's close proximity to Denver and DIA was what came to mind for the greatest proportion of respondents when they thought of Aurora; this was selected by 7 in 10 respondents. The other top items chosen were outdoor parks, trails and open space, chosen by just over 5 in 10 respondents, and medical campus selected by just under 5 in 10 respondents.

Although ratings for many mobility-related services and characteristics increased, residents still prioritized transportation improvements.

- Evaluations of transportation-related services improved from 2016 to 2018, including bus and transit services, street lighting, street cleaning, snow removal, sidewalk maintenance and street repair.
- Respondents gave higher ratings in 2018 compared to 2016 to ease of walking and availability of paths and walking trails, and they were more likely to have carpooled instead of driving alone and walked or biked instead of driving.
- When asked how important they felt each of 18 focus areas for City efforts were, all the transportation-related items rose to the top; no other item was considered essential or very important by a greater proportion of respondents than the transportation-related items. Eight in 10 respondents felt it was essential or very important for the City to prioritize new or additional resources on general improvements to roads, sidewalks, bikeways and pedestrian uses. Between 54% and 59% thought it was essential or very important to prioritize transportation access to/from the I-225 Corridor, southeast Aurora, Fitzsimons/Anschutz Medical Center and the Parker Road Corridor.
- More broadly, survey respondents indicated how much of a need for improvement there was in four areas: transportation, public safety facilities, parks and open space, and recreation facilities. Again, transportation took precedence, with over half of respondents feeling there was a high need for improvement in this area and 4 in 10 felt there was a medium need.
- Traffic/roads and paths was the theme of the greatest proportion of answers provided by respondents when asked 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.

Some ratings of City of Aurora services and government performance showed improvement.

- The overall quality of services provided by the City of Aurora received excellent or good reviews from about 7 in 10 respondents. This represented a substantial increase from five in 10 in 2008 and about 6 in 10 in 2013 and 2016.
- Three City services were rated as excellent or good by over 80% of respondents: fire services, ambulance or emergency medical services and public library services.
- In addition to the transportation-related services mentioned above, a number of services showed improvements from 2016, or over the survey years. These included storm drainage, recreation centers, open space, economic development, land use planning and

zoning, code enforcement, police services, fire prevention and education, and crime prevention.

- Survey respondents rated seven aspects of the City government performance. Overall confidence in Aurora government increased from 44% rating excellent or good in 2013 to 55% in 2018. Other attributes of government performance showing improvement were being honest, treating all residents fairly, acting in the best interest of the community and welcoming citizen involvement.

Survey Background

Survey Purpose

The City of Aurora 2018 Community Survey gave residents the opportunity to weigh in on priorities for City projects and planning. The survey also served as a consumer report card for Aurora by inviting residents to rate their satisfaction with the quality of life, local facilities and services and local government. Residents' ratings of satisfaction and priorities for future planning provide context for resident support of potential tax measures to fund City projects. By understanding residents' 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. The 2018 survey represents the fourth time that National Research Center, Inc. (NRC) has conducted a survey of residents on behalf of the City.

Survey Administration

A total of 4,000 households were selected to receive the 2018 Aurora Community Survey. In March 2018, a pre-survey notification postcard was mailed to these households and about one week later surveys were mailed to the same residences. The cover letter in the survey packet included a URL where respondents could complete the survey online, if desired. 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 3% of the 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 590 residents (526 via mail and 64 via web), for a response rate of 15%. The survey results were weighted to reflect the demographic profile of the entire Aurora community. (For more information on the survey methodology and weighting, see *Appendix E: Survey Methodology*.) It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). The 95 percent confidence interval for this survey is generally no greater than plus or minus 4% around any given percent reported for all survey respondents (590). For comparisons among subgroups, the margin of error rises to approximately plus or minus 5% for subgroups of 400 to plus or minus 10% for subgroups of 100.

How the Results are Reported

For the most part, the "percent positive" 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 A: 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 residents (20% or more) chose “don’t know,” a note is included with the figure.

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.

While most of the survey questions were closed-ended, meaning that respondents chose their answer from a specific set of responses, there were a few open-ended questions where respondents could answer in their words. These responses were grouped into themes, and the proportion of respondents providing an answer categorized into one of these themes is provided in the body of the report and in *Appendix A: Complete Set of Survey Responses*. The verbatim responses to these questions are provided in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*.

Comparing Survey Results over Time

Because this survey was the fourth in a series of citizen surveys, the 2018 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are seven percentage points or more around any given percent. All the survey results by year can be found in *Appendix C: Survey Results Compared by Year of Survey*.

Trend data for the City of Aurora represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs or public information may have affected residents’ opinions.

Comparing Survey Results by Respondent Characteristics

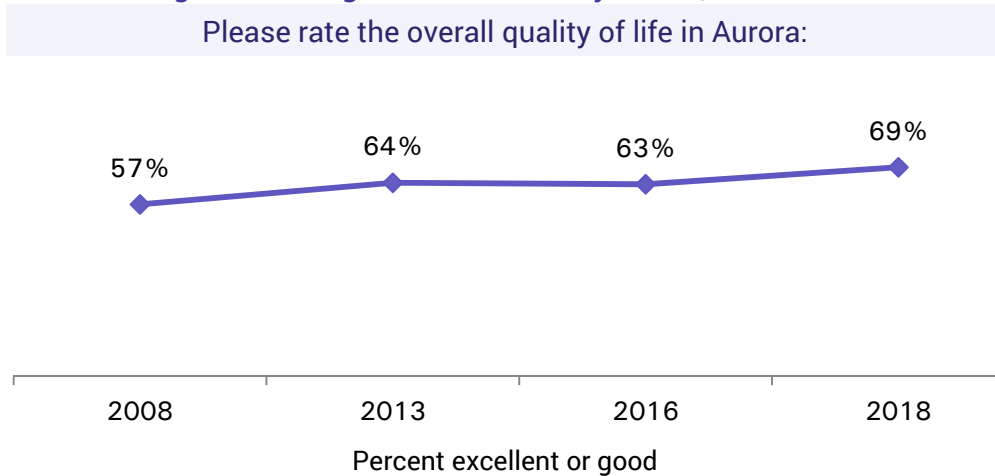
Selected survey questions were crosstabulated by a set of respondent characteristics: the Council Ward in which the respondent resided, age of respondent, length of residency in Aurora, tenure (whether rent or own housing unit) and annual household income. Tables of these results are presented in *Appendix D: Comparisons by Respondent Characteristics*. Highlights of these subgroup comparisons also are provided in that appendix.

Survey Findings

Quality of Life

The 2018 Community Survey measured residents’ perspectives about the quality of life in Aurora. About 7 in 10 respondents rated overall quality of life as excellent or good. Ratings have increased over time, with 12% more respondents giving an excellent or good rating in 2018 compared to 2008, and 6% more in 2018 compared to 2016, the last time the survey was implemented.

Figure 1: Ratings of Overall Quality of Life, 2008-2018



Over 7 in 10 respondents rated Aurora as a place to live and their neighborhood as a place to live as excellent or good, ratings that have remained stable since 2013. About two-thirds of respondents rated Aurora as a place to work or as a place to raise children as excellent or good. About half of respondents rated Aurora as a place to retire or as a place to visit as excellent or good. Ratings for Aurora as place to work has been trending up since 2008 and saw a significant increase from 2016 to 2018.

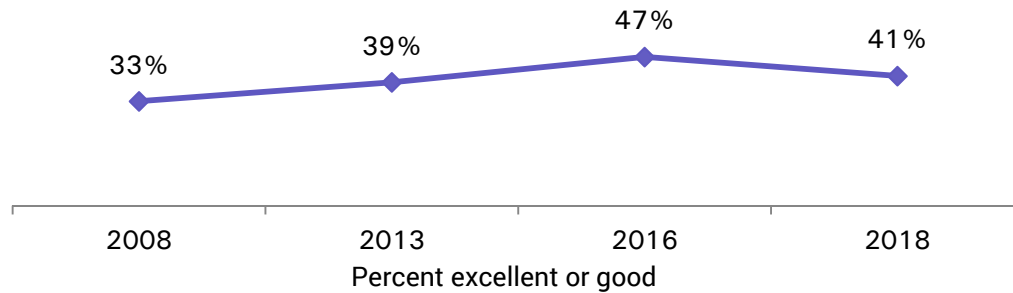
Figure 2: Ratings of Aspects of Quality of Life in Aurora, 2008-2018

Please rate each of the following aspects of quality of life in Aurora: Percent "excellent" or "good"	2018	2016	2013	2008
Aurora as a place to live	76%	74%	73%	64%
Your neighborhood as a place to live	71%	70%	74%	59%
Aurora as a place to work	66%	57%	58%	49%
Aurora as a place to raise children	63%	59%	57%	50%
Aurora as a place to retire	54%	53%	49%	37%
Aurora as a place to visit	47%	50%	40%	NA

Quality of Community and Sense of Place

The cohesiveness of a community can be measured by the degree to which residents connect and interact with people near them. When asked what they thought of the sense of community in Aurora, about 4 in 10 respondents rated it as excellent or good. This was lower than what had been observed in 2016, which had been the peak of an upward trend since 2008, although not statistically significantly different.

Figure 3: Ratings of Sense of Community, 2008-2018



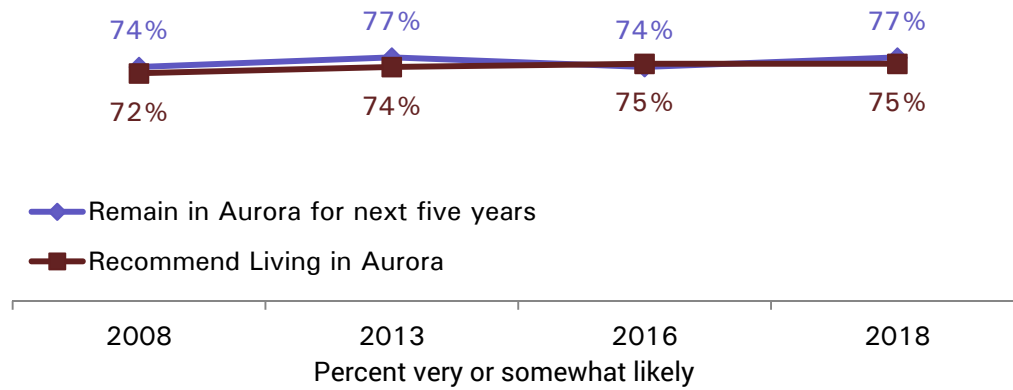
When asked to rate the openness and acceptance of the community toward people of diverse backgrounds, close to two-thirds of participants rated Aurora as either excellent or good, similar to what had been observed since 2013. About half rated the neighborliness of residents in Aurora as excellent or good, similar to what been observed previously.

Figure 4: Ratings of Characteristics Related to Sense of Community, 2008-2018

Please rate each of the following characteristics as they relate to Aurora as a whole: Percent excellent or good	2018	2016	2013	2008
Openness and acceptance of the community toward people of diverse backgrounds	63%	62%	63%	55%
Neighborliness of residents in Aurora	49%	46%	45%	NA

Three-quarters of Aurora’s residents reported that they would recommend living in Aurora to someone who asks and that they planned to remain in the City for the next five years. These ratings have remained similar across all survey years.

Figure 5: Likelihood of Recommending Living in and Remaining in Aurora, 2008-2018



Residents evaluated a number of characteristics of the Aurora community, 15 of which are shown in the figure below. Items related to safety and transportation are presented in later sections of this report.

The highest evaluations related to the natural environment, the built environment and community wellness. Several aspects received ratings of excellent or good by only half or fewer of respondents, including the overall appearance of Aurora, the variety of housing options, the cleanliness of Aurora and the cost of living.

Most of these ratings have remained stable over time since 2013, with a number having shown increases from 2008 to 2013. There were two items that have increased since 2016, including the availability of affordable quality food and the availability of affordable quality mental health care.

Figure 6: Ratings of Community Characteristics, 2008-2018

Please rate each of the following characteristics as they relate to Aurora as a whole: Percent excellent or good	2018	2016	2013	2008
Quality of overall natural environment in Aurora (parks, open space, trails)	73%	71%	75%	46%
Availability of affordable quality food	72%	65%	70%	55%
Availability of preventive health services	64%	61%	66%	48%
Availability of affordable quality health care	64%	60%	66%	43%
Overall quality of business and service establishments in Aurora	62%	62%	57%	60%
Overall quality of new development in Aurora	61%	64%	57%	61%
Vibrant commercial areas to shop and dine	57%	56%	48%	NA
Public places where people want to spend time	56%	55%	50%	NA
Quality of overall “built environment” of Aurora (including overall design, buildings and transportation systems)	55%	55%	54%	NA
Overall economic health of Aurora	53%	52%	45%	NA
Availability of affordable quality mental health care*	51%	43%	54%	NA
Overall appearance of Aurora	50%	53%	48%	37%
Variety of housing options	50%	46%	63%	62%
Cleanliness of Aurora	46%	48%	48%	39%
Cost of living in Aurora	40%	39%	47%	NA

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know.”)

Respondents chose from a list of characteristics those they felt described what they liked most about living in Aurora. The top choices were the location and parks, each chosen by over half of respondents. These were also the top choices in 2016 and 2013.

Cost of living, while still a popular item in 2018, was chosen less frequently in 2018 than in 2013. Neighborhoods and schools were chosen more frequently in 2018 than in 2016.

Figure 7: Like Most about Aurora, 2013-2018

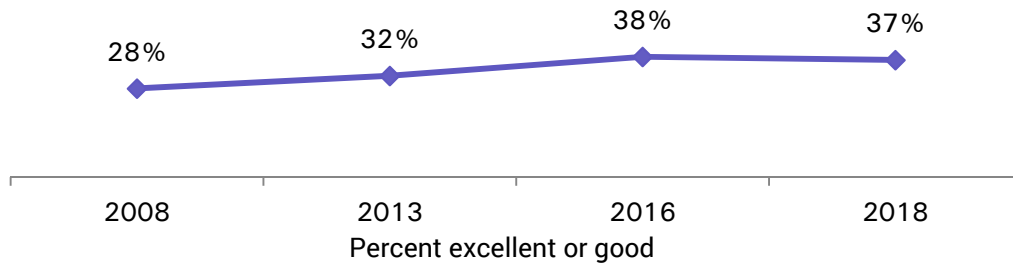
Which of the following characteristics describe what you like most about living in Aurora? (Please select all that apply.)*	2018	2016	2013
Location	58%	54%	56%
Parks	52%	46%	50%
Friends and family	47%	45%	45%
Cost of living	41%	45%	48%
Neighborhoods	40%	32%	36%
Schools	37%	26%	27%
Recreation facilities and programs	33%	29%	25%
Safety of community	30%	31%	27%
Sense of community/hometown feel	20%	20%	22%
Overall image/reputation of Aurora	13%	14%	12%
City history/heritage	10%	9%	8%
Other**	8%	10%	7%

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

** Respondents could write-in another response to this question. These verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*.

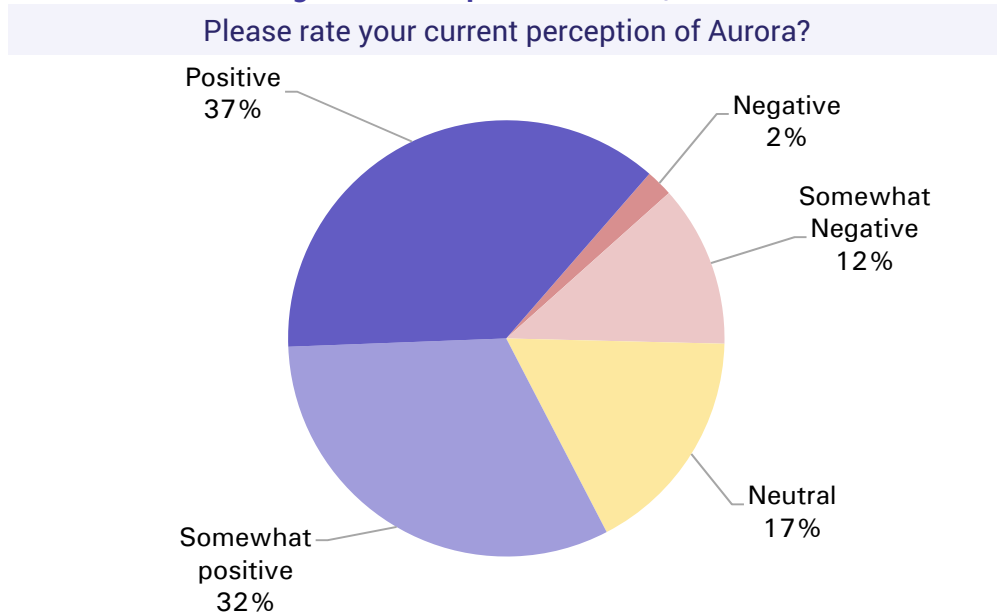
Ratings of the overall image or reputation of Aurora were considered excellent or good by only a third of respondents. These evaluations had been increasing since 2008 but leveled off in 2018 compared to 2016.

Figure 8: Ratings of Overall Image or Reputation of Aurora, 2008-2018



A set of questions was added to the 2018 Community Survey to learn more about how residents feel about image of the community and their viewpoint on Aurora’s identity. When asked about their current perception of Aurora, nearly five times as many respondents had a positive perspective (69%) as had a negative one (14%).

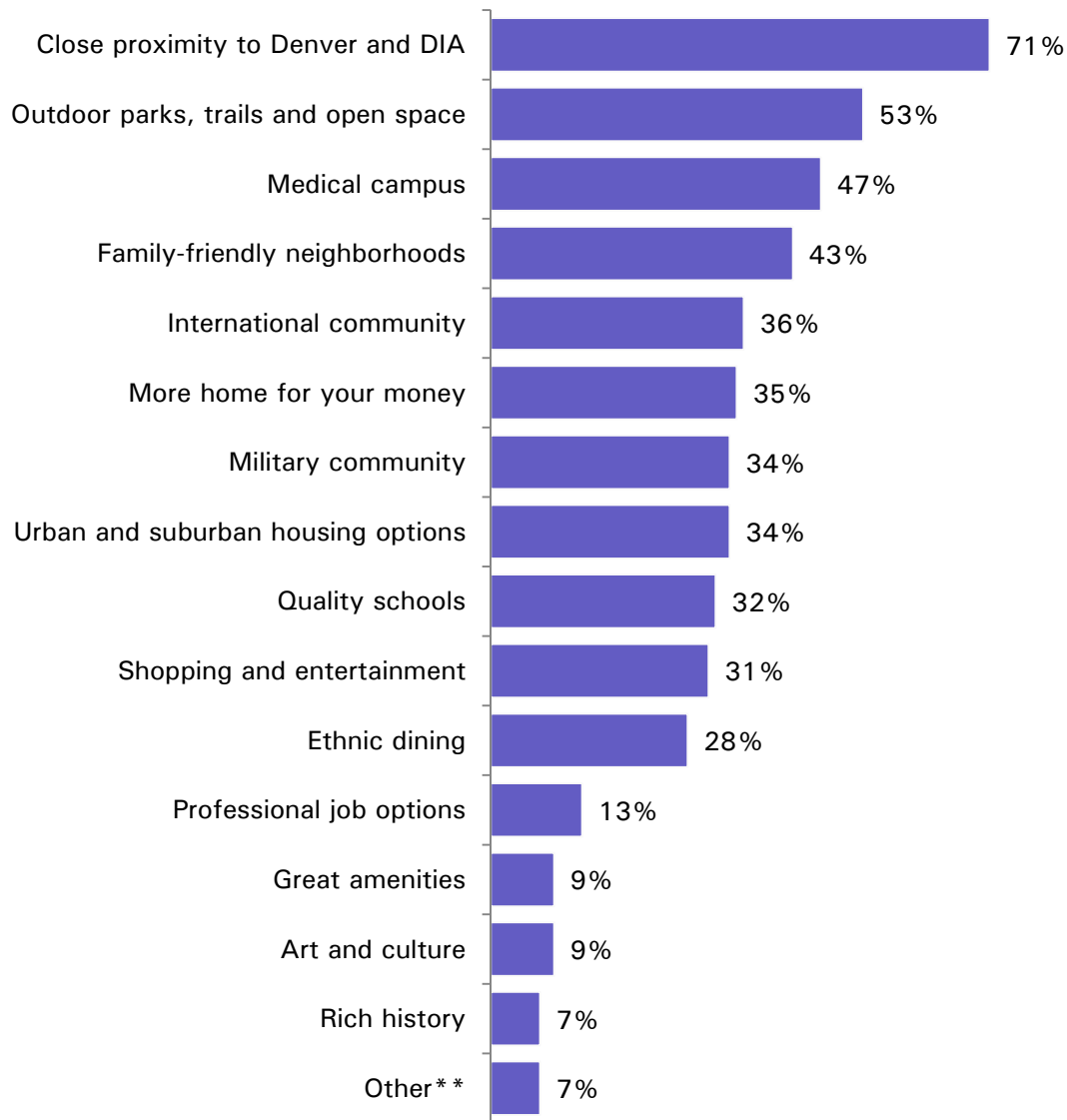
Figure 9: Perception of Aurora, 2018



Respondents also shared what came to mind when they thought of Aurora. Over 71% chose the close proximity to Denver and DIA. However, over half also thought of the outdoor parks, trails and open space. Nearly half thought of medical campus, and about 4 in 10 thought of family-friendly neighborhoods.

Figure 10: What Comes to Mind about Aurora, 2018

What comes to mind when you think of Aurora? (Select all that apply.)*



Percent of respondents*

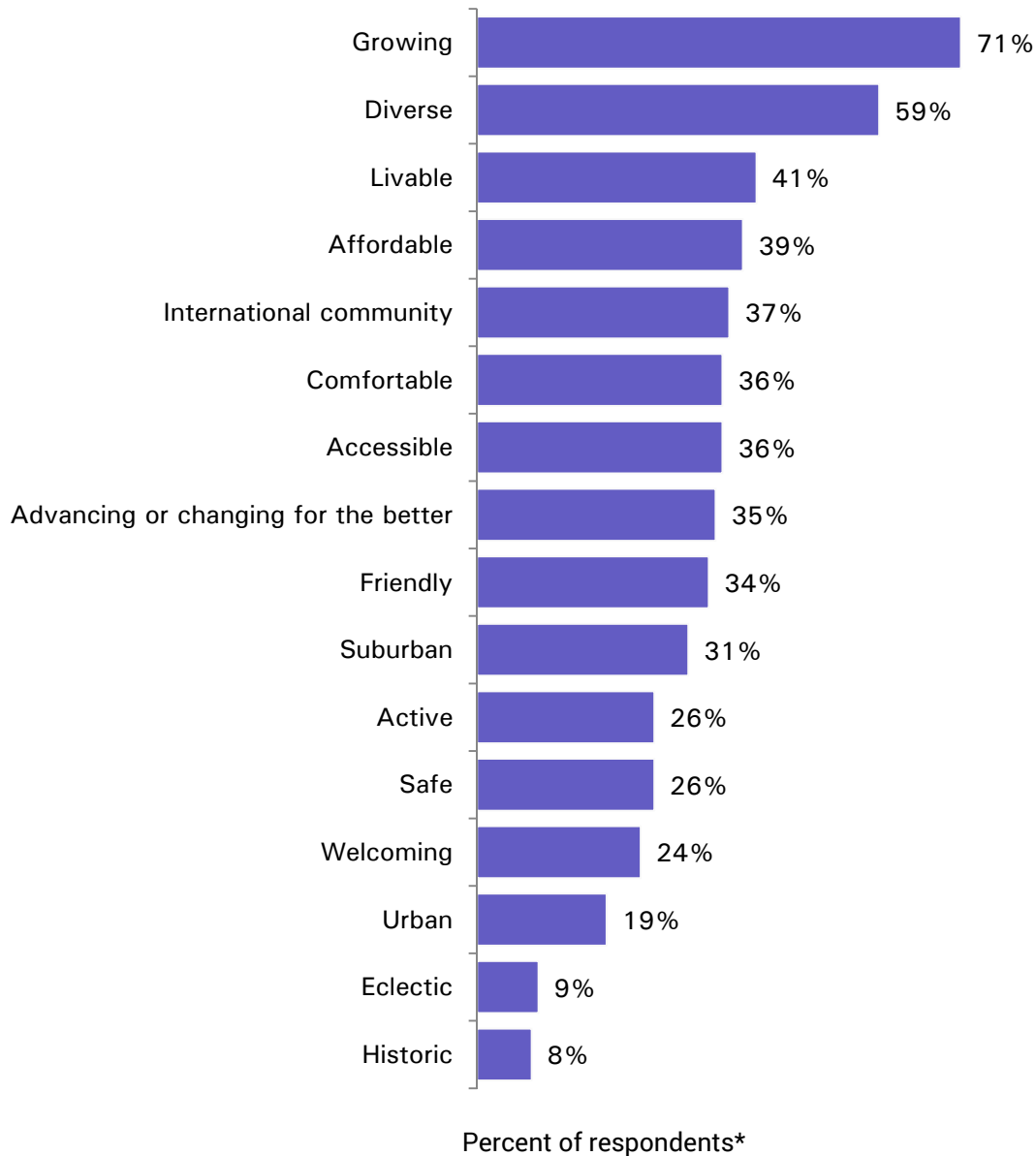
*Total may exceed 100% as respondents could select more than one response.

** Respondents could write-in another response to this question. These verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*.

The adjectives most frequently chosen to best describe Aurora by respondents were “growing” and “diverse.” “Livable” and “affordable” were selected by about 4 in 10 respondents as adjectives to best describe Aurora.

Figure 11: Adjective That Best Describes Aurora, 2018

Which adjective or phrase best describes Aurora? (Select all that apply.)*

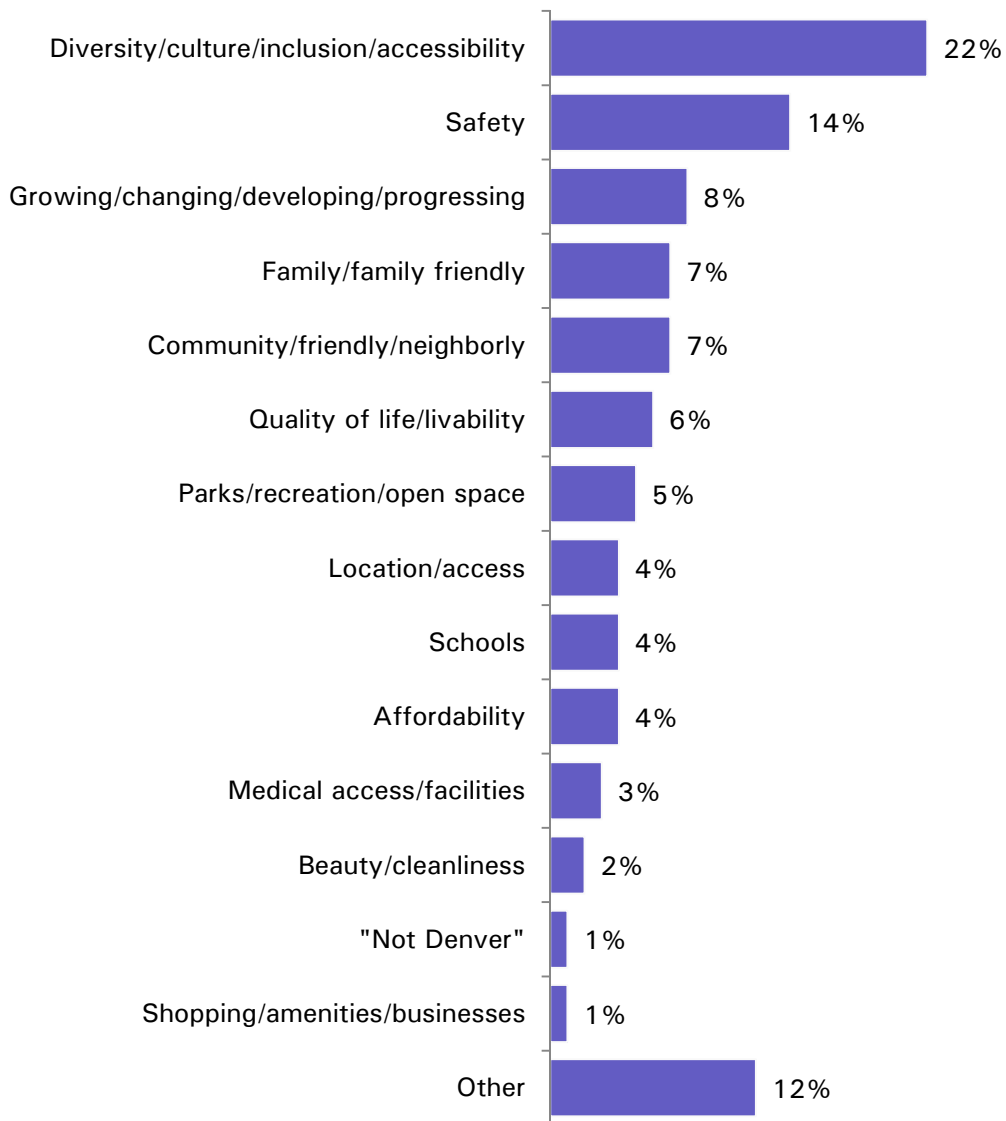


*Total may exceed 100% as respondents could select more than one response

Respondents provided in their own words the one thing they thought Aurora should be known for. These responses were reviewed and categorized into themes. The most common theme to the comments was that Aurora should be known for diversity, inclusion and accessibility, a theme found in 22% of the comments. The next most common theme was safety.

Figure 12: ONE Thing for Which Aurora Should be Known, 2018

What ONE thing do you think Aurora should be known for?*



Percent of respondents*

Respondents could answer in their own words. The verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*; the table above displays the percent of responses that fell into each of the categories shown.

The City of Aurora has engaged in several activities to help promote Aurora as a desirable place to live, work and do business. About 6 in 10 respondents were at least somewhat familiar with the City’s efforts (see Figure 13). When asked how important it was for Aurora to promote itself, a third felt it was “essential” and another 43% thought it was very important (see Figure 14). About 2 in 10 considered it only somewhat important, and 3% thought it was not at all important. Just over 1 in 10 respondents had visited the City’s marketing website at AuroraWorthDiscovering.com at least once in the last 12 months, while nearly 9 in 10 had not (see Table 35 in *Appendix A: Complete Set of Survey Responses*).

Figure 13: Familiarity with City's Promotion of Aurora, 2018

How familiar are you with the City promoting itself and its attributes?

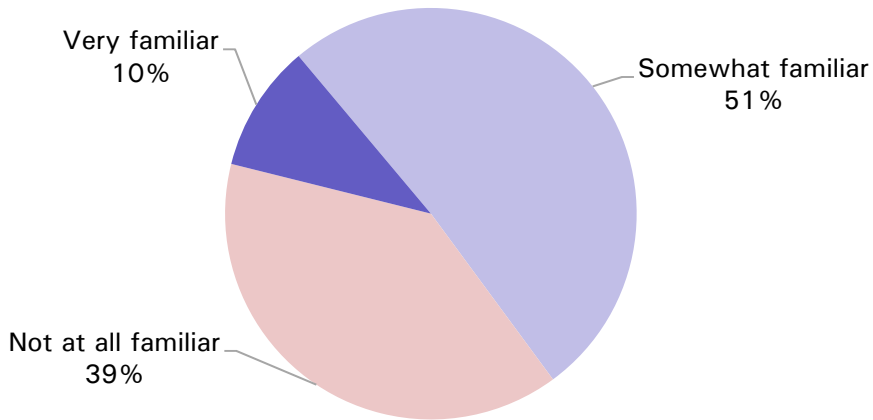
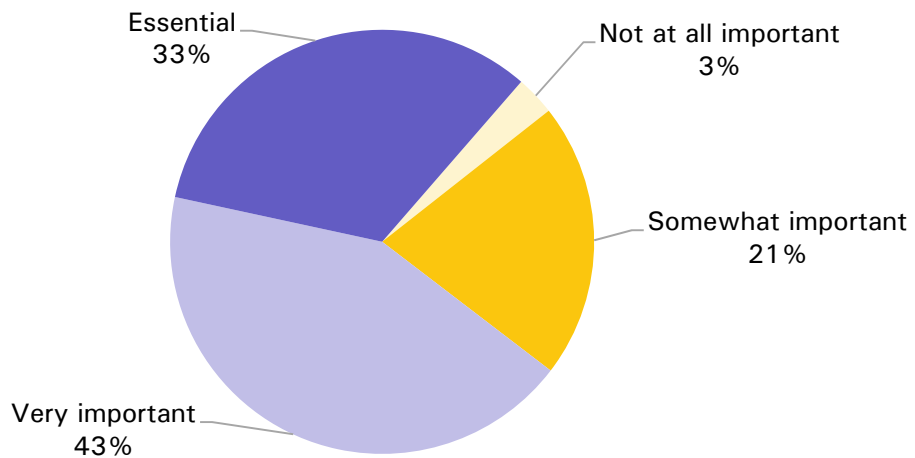


Figure 14: Importance of Aurora Promoting Itself, 2018

How important is it for Aurora to promote itself as a desirable place to live, work and do business?

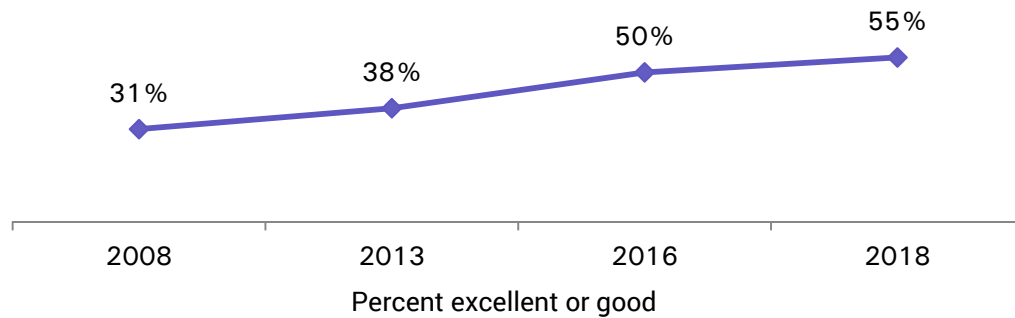


Community Opportunities and Engagement

Aurora residents indicated how they felt about the opportunities in the community and their level of engagement in the community.

Positive gains have been made in ratings of employment opportunities since the first iteration of the survey, though the difference between 2016 and 2018 was not statistically significant.

Figure 15: Ratings of Employment Opportunities, 2008-2018



* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this figure are among respondents who had an opinion (i.e., did not answer “don’t know.”)

Opportunities to participate in religious or spiritual events was deemed excellent or good by 7 in 10 respondents, similar to previous surveys. Shopping opportunities were rated as excellent or good by nearly 7 in 10 respondents, a rating that has remained stable for all survey implementations. Health and recreational opportunities were considered excellent or good by about two-thirds of respondents, ratings that have remained steady over time.

Fewer than half of respondents considered the opportunities to attend cultural/arts/music activities in Aurora as excellent or good, similar to what has been seen in previous surveys.

Assessments of opportunities to participate in social events and activities increased from 2016 to 2018 (from 45% excellent or good to 53%). Ratings for this item have been trending up since 2008, as have ratings of recreational opportunities and opportunities for education and enrichment.

Figure 16: Ratings of Opportunities for Economic, Wellness, Civic and Social Participation, 2008-2018

Please rate each of the following characteristics as they relate to Aurora as a whole: Percent excellent or good	2018	2016	2013	2008
Opportunities to participate in religious or spiritual events and activities*	70%	73%	71%	NA
Shopping opportunities	68%	70%	69%	68%
Fitness opportunities (including exercise classes and paths or trails, etc.)	67%	66%	63%	NA
Health and wellness opportunities in Aurora	64%	64%	62%	NA
Recreational opportunities	63%	60%	58%	50%
Adult educational opportunities*	61%	61%	65%	NA
Overall opportunities for education and enrichment	61%	56%	54%	49%
Opportunities to volunteer*	59%	58%	60%	56%
Opportunities to participate in social events and activities*	53%	45%	42%	44%
Opportunities to participate in community matters*	52%	51%	56%	47%
Opportunities to attend cultural/arts/music activities*	46%	49%	43%	42%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know.”)

Respondents reported whether or not they had participated in a variety of activities in the past 12 months that promote environmental sustainability, community resiliency or community engagement. Nearly 9 in 10 had made efforts to conserve water and about 8 in 10 had made efforts to make their home more energy efficient, similar to levels observed in earlier surveys.

However, a decrease was noted in the proportion of respondents who had stocked supplies in preparation for an emergency, decreasing from 40% in 2013 to 23% in 2018. Levels of engagement in political activism have remained steady at about 2 in 10 respondents.

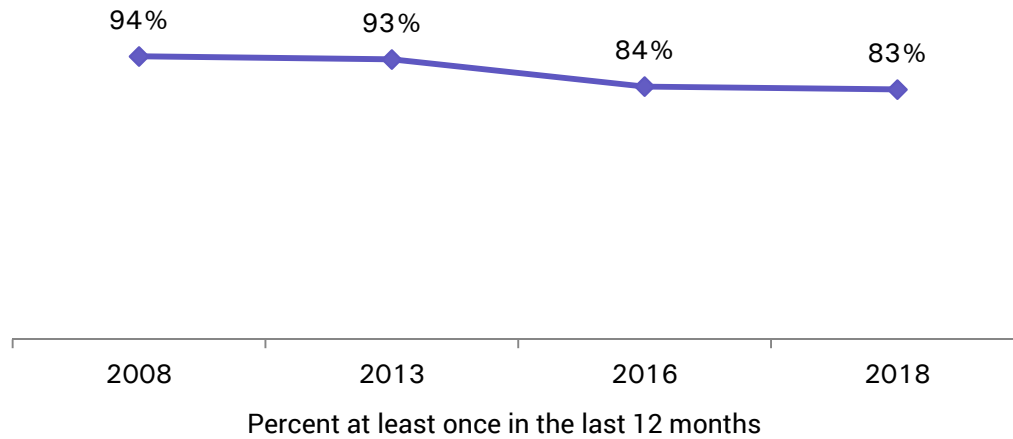
Figure 17: Participation in Community and Sustainability Activities, 2008-2018

Please indicate whether or not you have done each of the following in the last 12 months.				
Percent at least once in the last 12 months	2018	2016	2013	2008
Made efforts to conserve water	87%	82%	92%	NA
Made efforts to make your home more energy efficient	79%	73%	81%	NA
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	46%	50%	53%	NA
Contacted Aurora (in-person, phone, email or web) for help or information	39%	37%	43%	51%
Stocked supplies in preparation for an emergency	23%	26%	40%	NA
Campaigned or advocated for an issue, cause or candidate	21%	16%	23%	NA
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	18%	12%	17%	NA

Declines were noted in the proportion of respondents who had talked with or visited an immediate neighbor, from over 90% in 2008 and 2013 to 83% in 2018. The proportion of respondents who had done a favor for a neighbor has also declined, although in 2018 rates increased to 80% from 73% in 2016 (see Figure 19 below).

Figure 18: Interaction with Immediate Neighbors, 2008-2018

In the last 12 months, about how many times, if at all, have you or other household members talked to or visited with your immediate neighbors?



Use of City-provided amenities has remained stable over time, with about 8 in 10 having visited a park and about 6 in 10 having used the library or a recreation center. About 3 in 10 had attended a City-sponsored event.

Figure 19: Community Participation, 2008-2018

In the last 12 months, about how many times, if at all, have you or other household members done each of the following? Percent at least once in the last 12 months	2018	2016	2013	2008
Visited a neighborhood park or City park	82%	78%	84%	86%
Done a favor for a neighbor	80%	73%	84%	90%
Used Aurora public libraries or their services	64%	61%	60%	76%
Used City or community recreation centers or their services	58%	48%	51%	54%
Participated in religious or spiritual activities in Aurora	44%	39%	44%	NA
Attended a City-sponsored event	30%	29%	36%	NA
Volunteered your time to some group/activity in Aurora	28%	28%	31%	29%
Participated in a club	20%	16%	24%	17%
Attended a local public meeting	19%	19%	23%	23%
Watched (online or on television) a local public meeting	18%	20%	19%	39%

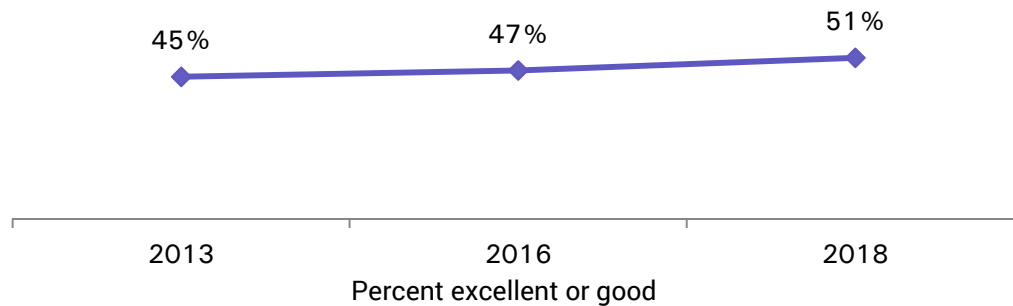
Safety

Survey respondents provided their perceptions about feelings of safety in and around Aurora, if they or their household members had been a victim of a crime and if they had reported a crime. They also evaluated the City of Aurora’s public safety services.

About half of residents rated their overall feeling of safety in Aurora as excellent or good, a rating that shows small increases over time, although these increases are not statistically significant.

Figure 20: Ratings of Overall Feeling of Safety, 2013-2018

Please rate your overall feeling of safety in Aurora:



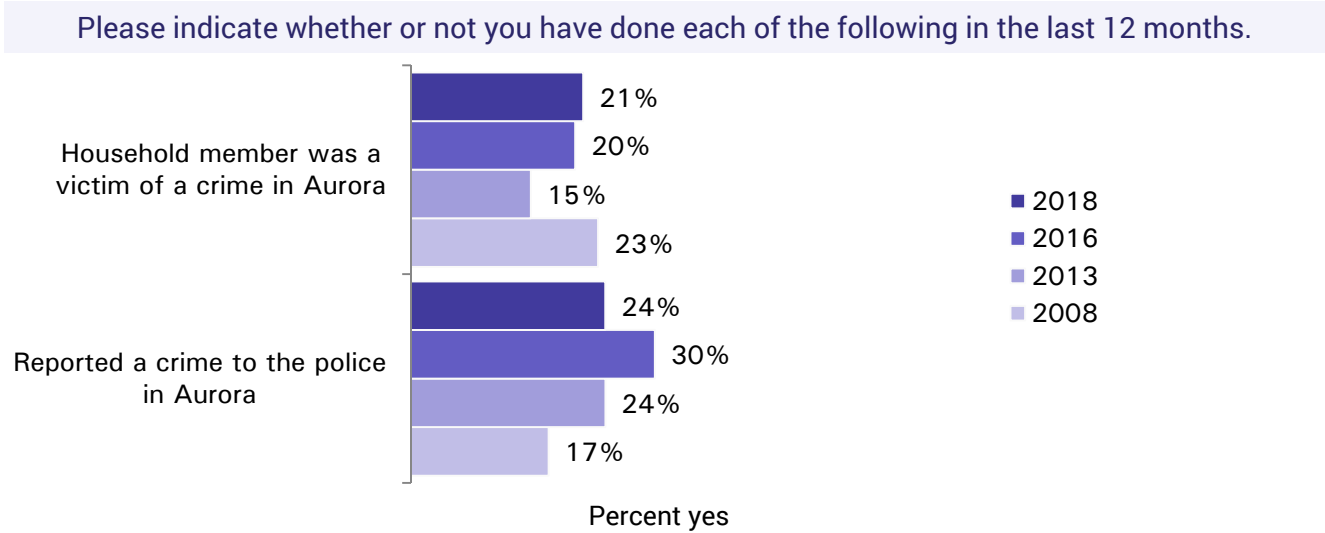
About 8 in 10 residents felt very or somewhat safe in their neighborhoods and in Aurora’s commercial areas during the day. These ratings of personal safety remained stable over time.

Figure 21: Ratings of Safety, 2008-2018

Please rate how safe or unsafe you feel: Percent very or somewhat safe	2018	2016	2013	2008
In your neighborhood during the day	81%	82%	83%	85%
In Aurora's commercial areas where you shop and dine during the day	79%	80%	77%	75%

In 2018, about 2 in 10 respondents reported a household member had been the victim of a crime in Aurora, similar to what was seen in other survey years. About a quarter of residents indicated that they had reported a crime to the police, also similar to previous surveys.

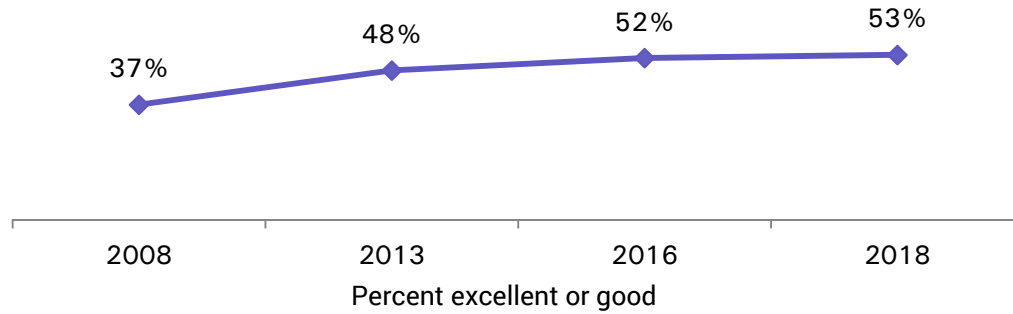
Figure 22: Reports of Crime, 2008-2018



In 2008, “Household member was a victim of a crime in Aurora” was asked “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 asked “If yes, was this crime (these crimes) reported to the police?”.

Respondents evaluated the quality of five different public safety services provided by the City of Aurora. Most were rated very positively, with crime prevention receiving the lowest ratings but showing improvement over time since 2008.

Figure 23: Ratings of Crime Prevention, 2008-2018



* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this figure are among respondents who had an opinion (i.e., did not answer “don’t know”).

Fire services and ambulance services were given excellent or good reviews by about 9 in 10 respondents. These ratings have remained stable since the baseline survey in 2008. Police services and fire prevention and education were considered excellent or good by about 7 in 10 respondents in 2018. These ratings represented increases over time.

Figure 24: Ratings of Safety Services. 2008-2018

Please rate the quality of each of the following services in Aurora: Percent excellent or good	2018	2016	2013	2008
Fire services*	90%	89%	91%	87%
Ambulance or emergency medical services*	87%	85%	86%	83%
Police services	72%	71%	71%	64%
Fire prevention and education*	69%	64%	60%	55%

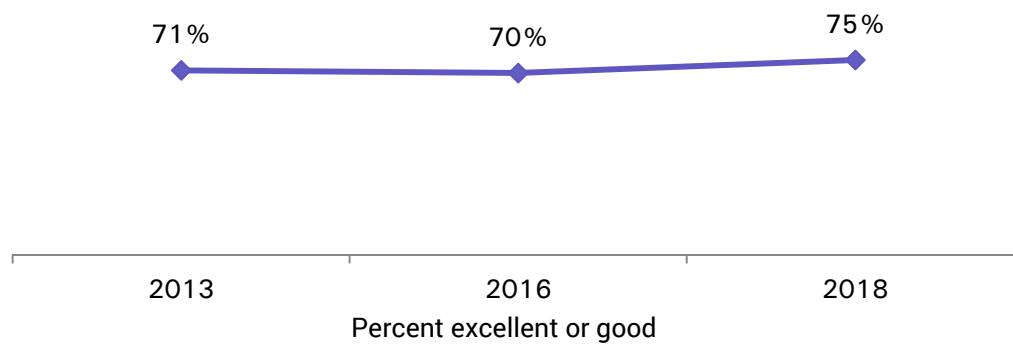
* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

Transportation

Those completing the 2018 Community Survey answered several questions about transportation and mobility in Aurora. They evaluated the ability to travel in the community using different transportation modes, reported their use of travel modes other than driving, and evaluated services related to transportation provided by the City of Aurora.

About three-quarters of respondents deemed the overall ease of travel in Aurora as excellent or good, similar to what had been observed in 2016 and 2013.

Figure 25: Ratings of Overall Ease of Travel, 2013-2018
Overall ease of getting to the places you usually have to visit



The ease of public parking and travel by car in Aurora was considered excellent or good by about two-thirds of respondents, similar to what was seen in 2016 and 2013. About 4 in 10 thought traffic flow on major streets was excellent or good in 2018, which has been trending down since 2013. The availability of paths and walking trails was regarded as excellent or good by 7 in 10 respondents (an increase from 2016), while about 6 in 10 felt the ease of walking (an increase from 2016) or bicycling in Aurora was excellent or good. Travel using public transportation in Aurora was regarded as excellent or good by about half of survey respondents.

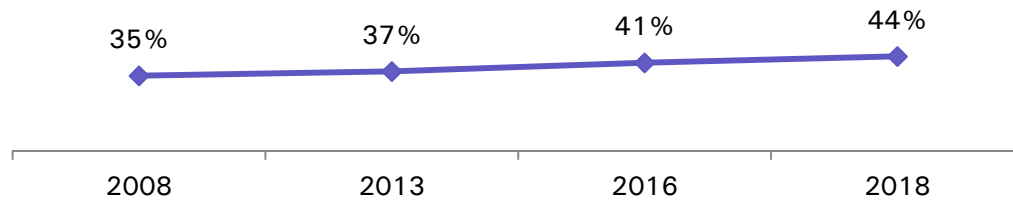
Figure 26: Ratings of Community Transportation, 2008-2018

Please rate each of the following characteristics as they relate to Aurora as a whole: Percent excellent or good	2018	2016	2013	2008
Availability of paths and walking trails	70%	63%	65%	55%
Ease of public parking	67%	67%	67%	49%
Ease of travel by car in Aurora	63%	65%	65%	50%
Ease of walking in Aurora	63%	55%	59%	52%
Ease of travel by bicycle in Aurora*	58%	55%	55%	51%
Ease of travel by public transportation in Aurora*	49%	49%	49%	49%
Traffic flow on major streets	41%	46%	53%	37%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

Use of public transportation and active modes of transportation (walking and biking) have been increasing over time, with 44% of respondents in 2018 reporting they had used bus, rail or other public transportation instead of driving. Just over half of respondents in 2018 reported they had biked or walked instead of driving (see Figure 28 below).

Figure 27: Use of Bus, Rail or Other Public Transportation Instead of Driving, 2008-2018



Percent who had used bus, rail or other public transportation instead of driving in the last 12 months

Figure 28: Use of Other Alternate Modes Instead of Driving, 2013-2018

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? Percent at least once in the last 12 months	2018	2016	2013
Walked or biked instead of driving	55%	42%	45%
Carpooled with other adults or children instead of driving alone	48%	40%	42%

A number of services related to transportation provided by the City of Aurora or other entities were evaluated. While ratings of the ease of travel by public transportation have remained flat over time, ratings of the quality of bus and transit services has increased, from 53% in 2016 to 63% in 2018. Evaluations for a number of other services also had increased, including street lighting, street cleaning, snow removal, sidewalk maintenance and street repair.

Figure 29: Ratings of Streets and Transportation Services, 2008-2018

Please rate the quality of each of the following services in Aurora: Percent excellent or good	2018	2016	2013	2008
Bus or transit services*	63%	53%	56%	52%
Street lighting	61%	47%	54%	46%
Traffic enforcement	57%	54%	53%	52%
Street cleaning	52%	43%	52%	40%
Snow removal	52%	36%	46%	42%
Sidewalk maintenance	50%	38%	47%	39%
Traffic signal timing	49%	46%	41%	42%
Street repair	41%	31%	42%	27%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

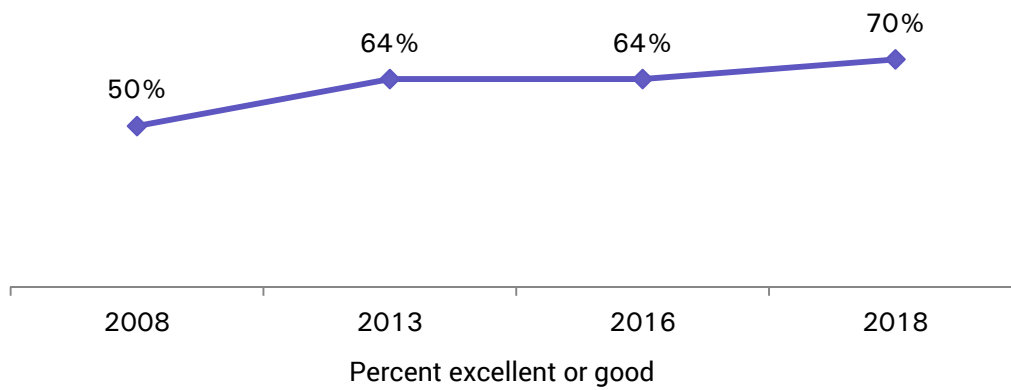
City Services and Government Performance

The 2018 Community Survey provided respondents the opportunity to give their opinion about the quality of services provided by the City of Aurora and evaluate the City on its performance.

The overall quality of services provided by the City of Aurora received grades of excellent or good from about 7 in 10 respondents. This represented a substantial increase from 5 in 10 in 2008 and about 6 in 10 in 2013 and 2016.

Figure 30: Ratings of Overall Quality of Services, 2008-2018

Overall, how would you rate the quality of services provided by the City of Aurora



Survey participants were asked to provide assessments of a number of specific City services, some of which have already been discussed (ratings of transportation and public safety services in Figure 24 and Figure 29). Appraisals of an additional 19 services are shown in Figure 31 on the next page.

The highest rated of these services, considered excellent or good by about 8 in 10 respondents, were public library services, City parks and sewer services. Assessments of parks and library services improved from 2016.

In fact, a number of services showed improvements from 2016, or over the survey years. These included storm drainage, recreation centers, open space, emergency preparedness, land use planning and zoning and code enforcement.

Figure 31: Ratings of City Services, 2008-2018

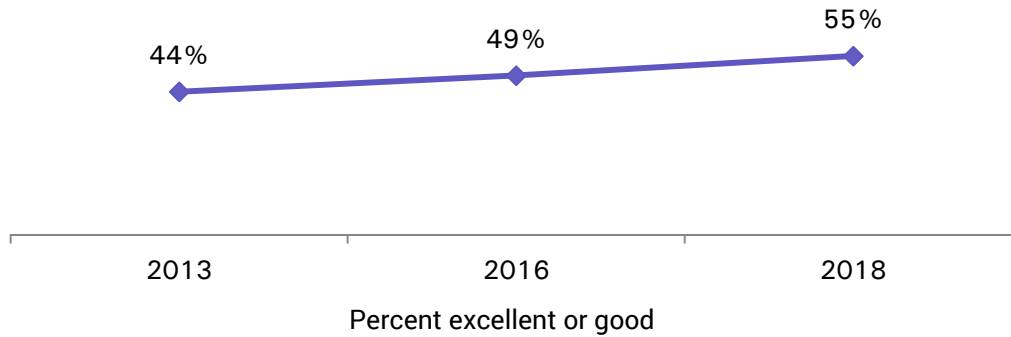
Please rate the quality of each of the following services in Aurora: Percent excellent or good	2018	2016	2013	2008
Public library services*	81%	71%	71%	70%
City parks	79%	69%	71%	67%
Sewer services	77%	77%	76%	58%
Drinking water	75%	76%	81%	63%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	72%	70%	70%	NA
Storm drainage*	71%	55%	57%	53%
Recreation centers or facilities*	70%	63%	61%	60%
Recreation programs or classes*	68%	70%	65%	65%
Aurora open space	68%	56%	60%	NA
Water utility billing	66%	60%	58%	NA
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)*	64%	55%	58%	48%
Overall customer service by Aurora employees*	63%	60%	60%	62%
Preservation of natural areas such as open space, farmlands and greenbelts*	62%	58%	62%	47%
Animal control*	59%	53%	54%	52%
Public information and communication*	57%	51%	51%	47%
Aurora cable channel 8 or AuroraTV.org programming*	56%	53%	57%	53%
Economic development*	54%	53%	46%	38%
Land use, planning and zoning*	50%	42%	44%	39%
Code enforcement (weeds, abandoned buildings, etc.)*	45%	36%	37%	29%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

Prior to 2016, “Aurora cable channel 8 or AuroraTV.org programming” was “Aurora cable channel 8 programming”

Survey respondents rated seven aspects of the City government performance. Overall confidence in Aurora government continues to increase, from 44% rating it as excellent or good in 2013 to 55% in 2018.

Figure 32: Ratings of Confidence in Aurora Government, 2013-2018



Improvements also were seen for a number of other evaluations of Aurora City government performance. The four other attributes of government showing improvement were being honest, treating all residents fairly and welcoming citizen involvement.

Figure 33: Ratings of City Government Performance, 2008-2018

Please rate each of the following categories of Aurora government performance: Percent excellent or good	2018	2016	2013	2008
Being honest*	61%	50%	46%	NA
Treating all residents fairly*	59%	50%	46%	NA
Generally acting in the best interest of the community*	58%	54%	49%	NA
The overall direction that Aurora is taking	56%	58%	56%	44%
The job Aurora government does at welcoming citizen involvement*	54%	47%	43%	38%
The value of services for the taxes paid to Aurora	48%	46%	44%	35%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

Community Priorities

Starting in 2013, the Aurora Community Survey asked participants about the importance of various potential projects, in order to prioritize efforts over the course of the next three years. The top two priorities in all three years were general improvements to the transportation system (roads, sidewalks, bikeways and pedestrian uses) and transportation access to/from the I-225 Corridor and from southeast Aurora. However, the proportion deeming improvements to the transportation system as essential or very important increased considerably in 2016 from 2013, from 60% to 78%, and remained high at 78% in 2018. A similar pattern was also observed for transportation access to/from southeast Aurora.

The urgency of many of the potential projects increased significantly from 2013 to 2016, but the importance ratings for most remained stable from 2016 to 2018. However, the importance of five priorities decreased over the last two years, including access to/from Parker Road Corridor and general improvements around light rail facilities. The items related to transportation access from major corridors or locations rose to the top in 2016 and remained at the top of the list in 2018.

Figure 34: Community Priorities, 2013-2018

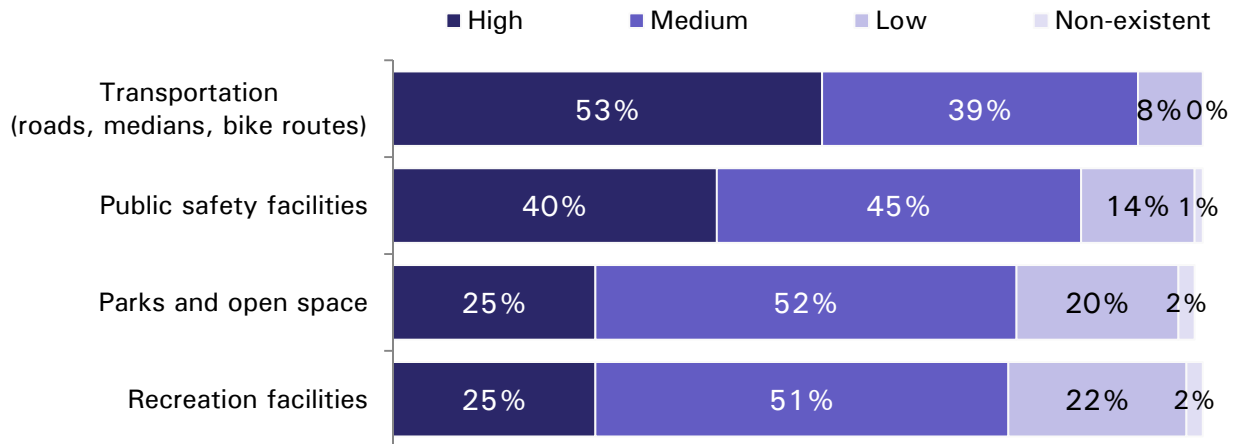
Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) in the next three years on each of the following?			
Percent essential or very important	2018	2016	2013
General improvements to roads, sidewalks, bikeways and pedestrian uses	78%	78%	60%
Transportation access to /from I-225 Corridor	59%	64%	54%
Transportation access to /from southeast Aurora	59%	60%	44%
Transportation access to /from Fitzsimons/Anschutz Medical Center	57%	59%	46%
Transportation access to /from Parker Road Corridor	54%	62%	48%
Updating technology systems to improve citizen interaction with City services	53%	58%	41%
Building new fire stations	51%	58%	45%
Updating existing parks	51%	50%	38%
General improvements around light rail facilities	50%	59%	51%
Building a new police firearms training and qualifications facility	46%	49%	37%
Updating the police headquarters facility*	46%	44%	37%
Building a new district police station*	45%	43%	30%
Building and improving medians	44%	45%	33%
Building a new year-round sports center (indoor facility)	41%	47%	32%
Constructing new Southeast maintenance facilities for City operations*	41%	42%	27%
Adding a new cultural arts complex	41%	34%	30%
Building Southeast athletic fields complex and buildings	33%	40%	25%
Building a new, large-scale park	31%	35%	25%

* 20% or more of respondents answered “don’t know” to this item in 2018. Percentages in this table are among respondents who had an opinion (i.e., did not answer “don’t know”).

More broadly, survey respondents indicated how much of a need for improvement there was in four areas: transportation, public safety facilities, parks and open space, and recreation facilities. Echoing what had been observed when asked about specific projects, transportation topped the list, with over half feeling there was a high need for improvements, and another nearly 39% feeling the need was medium. No respondents thought the need was non-existent. Public safety facilities were deemed the next most important needed area of improvement, with 4 in 10 rating this as a high need, and an additional 45% as a medium need. Parks and open space and recreation facilities were each rated as having a high need by one-quarter of respondents, with another half feeling the need was medium.

Figure 35: Need for Improvements, 2018

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 for improvements in each area is high, medium, low or non-existent?



The rank order of the ratings of need in the four areas has remained the same since 2013, but the proportion rating the need as high or medium has increased since 2013, with most of the increase occurring between 2013 and 2016.

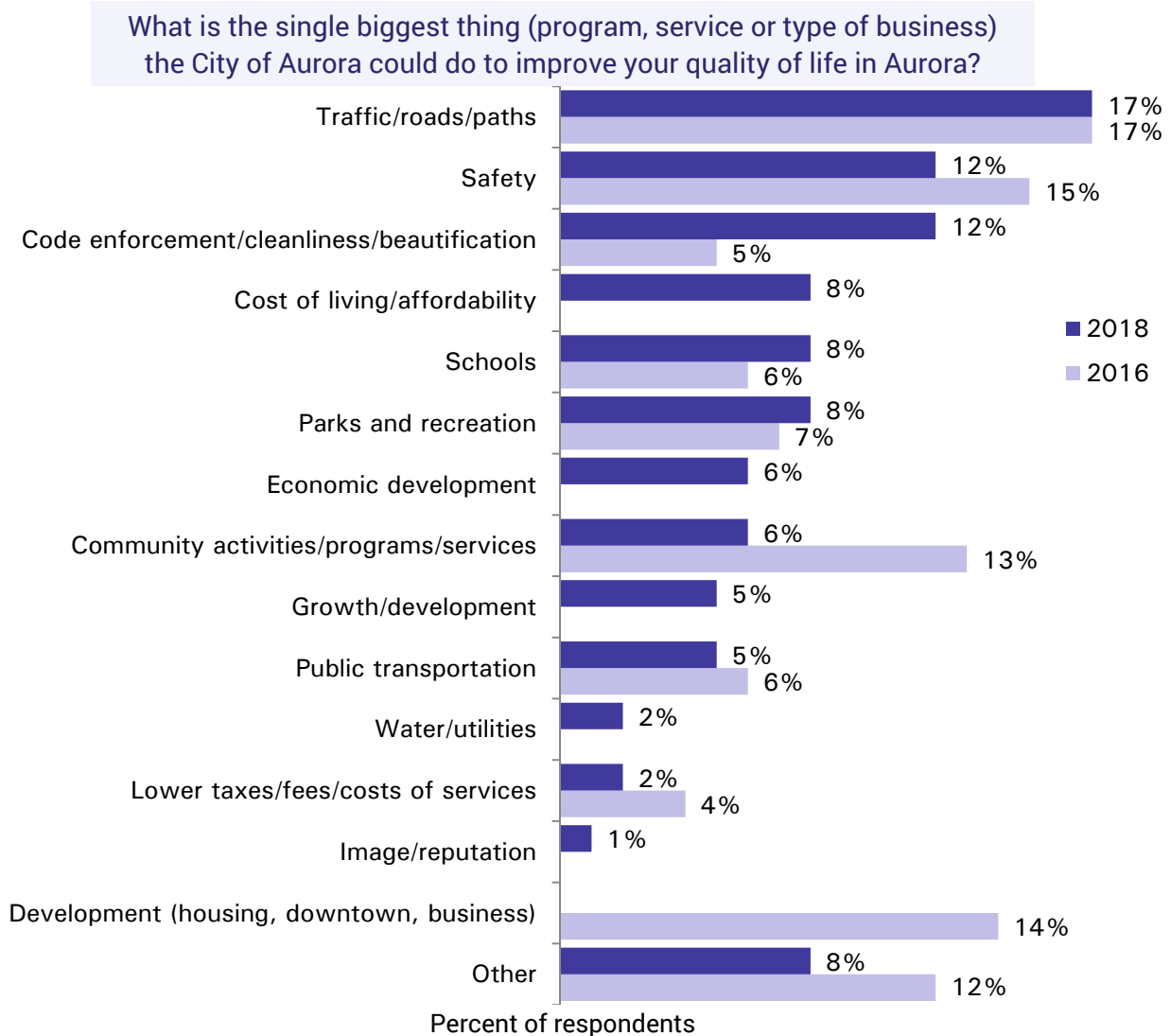
Figure 36: Need for Improvements, 2013-2018

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? Percent high or medium need	2018	2016	2013
Transportation (roads, medians, bike routes)	92%	88%	86%
Public safety facilities	85%	84%	77%
Parks and open space	77%	78%	69%
Recreation facilities	76%	79%	65%

Survey participants responded in their own words about what they felt was the single biggest thing the City of Aurora could do to improve their quality of life. Of the 590 residents responding to the survey, 407 provided a comment. These responses were reviewed and categorized by theme. The proportion of responses within each theme are shown in the figure below while the verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*. Comparisons were made to results from 2016, but some caution should be used, as coding these responses has a subjective element to it. The top item in both 2016 and 2018 was traffic and transportation, echoing responses to the other priority questions.

Comments related to safety and code enforcement/cleanliness/beautification were the next most commonly given by respondents. Remarks related to safety were the second most common in 2016, but an increase was seen in 2018 for comments related to the appearance of the community. Cost of living also was a new concern in 2018.

Figure 37: Improving the Quality of Life, 2016-2018



Sources of Information for News and Events in Aurora

When asked what information sources they used to learn about news and events in Aurora, the one most frequently cited by respondents as a major or minor source was “word of mouth” (see figure on the next page).

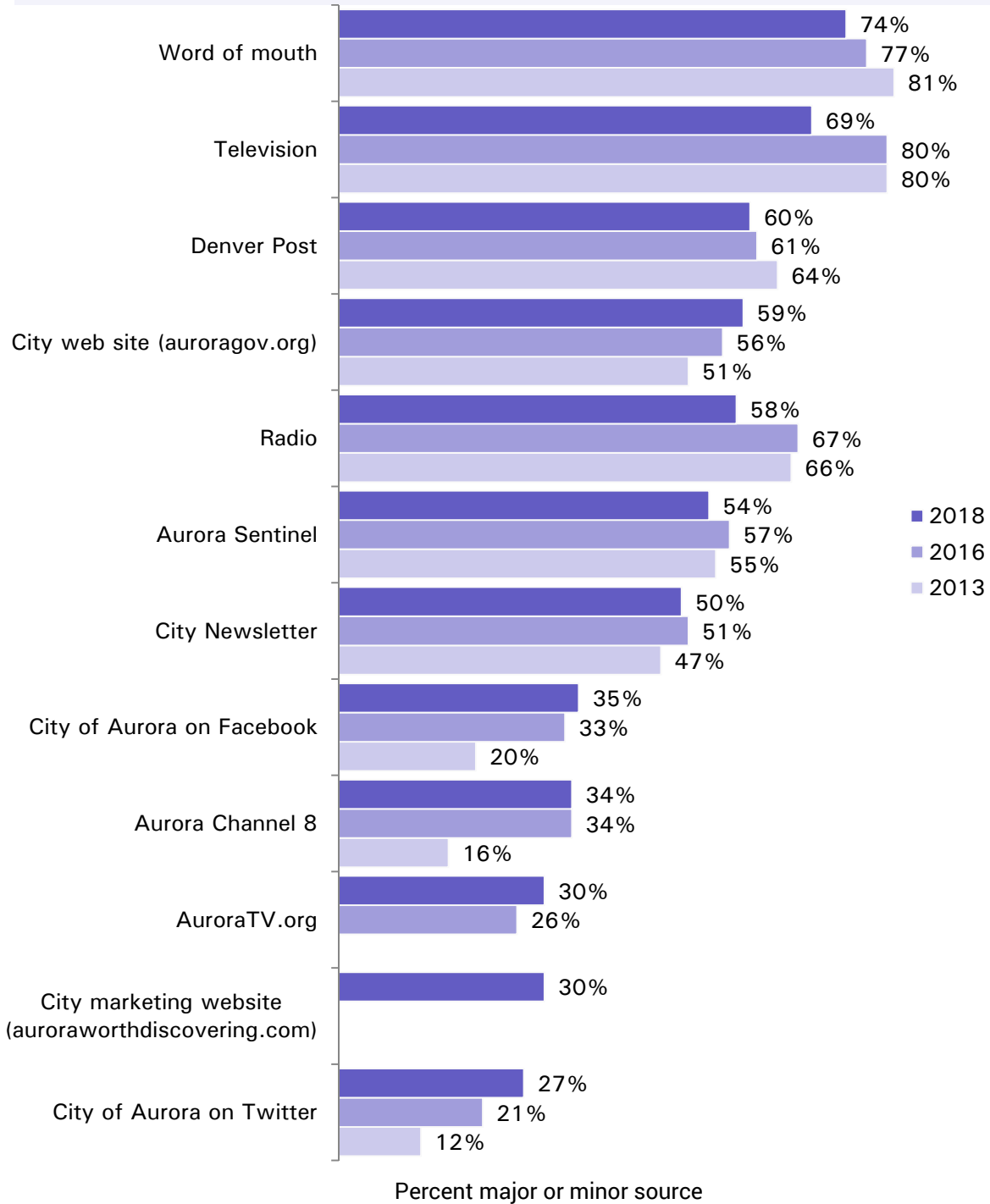
Traditional media of television, radio and newspapers were a major or minor source for a large proportion of respondents, with over half reporting the *Aurora Sentinel* was a major or minor source.

The City of Aurora web site (auroragov.org) was a major or minor source of news for about 6 in 10 respondents, while the City newsletter was a major or minor source for about five in 10 respondents.

About 3 in 10 respondents said that the City’s social media channels, the City marketing website (auroraworthdiscovering.com) and Aurora Channel 8 were an information source. Growth over time in the use of many of these sources was seen. There was a reduction in the proportion of respondents saying broadcast sources (television and radio) were a major or minor source, but these were still more frequently cited than most of the City’s outreach sources, with the exception of the City web site.

Figure 38: Sources of Information, 2013-2018

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



In 2013 "Aurora Channel 8" was "Aurora channel on youtube.com".

Appendix A: Complete Set of Survey Responses

The following pages contain a complete set of responses to each question on the survey. For questions that included a “don’t know” or “not applicable” response option, two tables for that question are provided: the first that excludes the don’t know or not applicable responses, the second that includes those response options.

Table 1: Question #1: Quality of Life with don't know responses

Please rate each of the following aspects of quality of life in Aurora:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Aurora as a place to live	15%	N=91	60%	N=354	22%	N=127	2%	N=14	0%	N=1	100%	N=587
Your neighborhood as a place to live	25%	N=145	46%	N=273	22%	N=128	7%	N=41	0%	N=1	100%	N=587
Aurora as a place to raise children	13%	N=76	40%	N=237	23%	N=133	8%	N=48	16%	N=91	100%	N=585
Aurora as a place to work	14%	N=82	39%	N=226	22%	N=130	5%	N=29	19%	N=112	100%	N=579
Aurora as a place to visit	11%	N=64	33%	N=193	36%	N=207	15%	N=87	5%	N=32	100%	N=583
Aurora as a place to retire	12%	N=71	32%	N=189	23%	N=133	15%	N=90	18%	N=103	100%	N=585
The overall quality of life in Aurora	14%	N=84	54%	N=313	27%	N=158	4%	N=24	0%	N=1	100%	N=581

Table 2: Question #1: Quality of Life without don't know responses

Please rate each of the following aspects of quality of life in Aurora:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Aurora as a place to live	16%	N=91	60%	N=354	22%	N=127	2%	N=14	100%	N=586
Your neighborhood as a place to live	25%	N=145	47%	N=273	22%	N=128	7%	N=41	100%	N=587
Aurora as a place to raise children	15%	N=76	48%	N=237	27%	N=133	10%	N=48	100%	N=494
Aurora as a place to work	18%	N=82	48%	N=226	28%	N=130	6%	N=29	100%	N=467
Aurora as a place to visit	12%	N=64	35%	N=193	38%	N=207	16%	N=87	100%	N=551
Aurora as a place to retire	15%	N=71	39%	N=189	28%	N=133	19%	N=90	100%	N=482
The overall quality of life in Aurora	15%	N=84	54%	N=313	27%	N=158	4%	N=24	100%	N=580

Table 3: Question #2: Quality of Community with don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Aurora	7%	N=39	44%	N=256	35%	N=204	15%	N=85	0%	N=1	100%	N=586
Overall ease of getting to the places you usually have to visit	19%	N=108	56%	N=328	19%	N=110	7%	N=38	0%	N=2	100%	N=586
Quality of overall natural environment in Aurora (parks, open space, trails)	21%	N=120	49%	N=285	21%	N=122	5%	N=27	5%	N=27	100%	N=582
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	8%	N=44	45%	N=260	36%	N=210	8%	N=44	4%	N=23	100%	N=580
Health and wellness opportunities in Aurora	15%	N=90	43%	N=251	28%	N=164	5%	N=28	9%	N=50	100%	N=583
Overall opportunities for education and enrichment	11%	N=65	43%	N=251	25%	N=144	10%	N=60	11%	N=67	100%	N=587
Overall economic health of Aurora	8%	N=45	38%	N=221	34%	N=202	5%	N=31	15%	N=88	100%	N=587
Sense of community	9%	N=50	30%	N=177	40%	N=230	18%	N=103	4%	N=21	100%	N=581
Overall image or reputation of Aurora	8%	N=45	28%	N=166	35%	N=206	27%	N=155	2%	N=13	100%	N=586

Table 4: Question #2: Quality of Community without don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Aurora	7%	N=39	44%	N=256	35%	N=204	15%	N=85	100%	N=584
Overall ease of getting to the places you usually have to visit	19%	N=108	56%	N=328	19%	N=110	7%	N=38	100%	N=584
Quality of overall natural environment in Aurora (parks, open space, trails)	22%	N=120	51%	N=285	22%	N=122	5%	N=27	100%	N=555
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	8%	N=44	47%	N=260	38%	N=210	8%	N=44	100%	N=557
Health and wellness opportunities in Aurora	17%	N=90	47%	N=251	31%	N=164	5%	N=28	100%	N=533
Overall opportunities for education and enrichment	12%	N=65	48%	N=251	28%	N=144	11%	N=60	100%	N=520
Overall economic health of Aurora	9%	N=45	44%	N=221	40%	N=202	6%	N=31	100%	N=499
Sense of community	9%	N=50	32%	N=177	41%	N=230	18%	N=103	100%	N=560
Overall image or reputation of Aurora	8%	N=45	29%	N=166	36%	N=206	27%	N=155	100%	N=572

Table 5: Question #3: Residential Stability with don't know responses

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	30%	N=176	44%	N=255	17%	N=99	8%	N=46	1%	N=7	100%	N=583
Remain in Aurora for the next five years	41%	N=236	33%	N=189	12%	N=71	10%	N=56	5%	N=27	100%	N=579

Table 6: Question #3: Residential Stability without don't know responses

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	30%	N=176	44%	N=255	17%	N=99	8%	N=46	100%	N=576
Remain in Aurora for the next five years	43%	N=236	34%	N=189	13%	N=71	10%	N=56	100%	N=552

Table 7: Question #4: Safety with don't know responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	46%	N=264	36%	N=207	10%	N=59	7%	N=43	1%	N=6	0%	N=1	100%	N=579
In Aurora's commercial areas where you shop and dine during the day	33%	N=191	46%	N=262	13%	N=75	6%	N=36	1%	N=8	0%	N=2	100%	N=575

Table 8: Question #4: Safety without don't know responses

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	46%	N=264	36%	N=207	10%	N=59	7%	N=43	1%	N=6	100%	N=578
In Aurora's commercial areas where you shop and dine during the day	33%	N=191	46%	N=262	13%	N=75	6%	N=36	1%	N=8	100%	N=573

Table 9: Question #5: Community Characteristics with don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=31	35%	N=207	43%	N=253	15%	N=88	1%	N=6	100%	N=585
Ease of public parking	10%	N=57	53%	N=309	25%	N=147	6%	N=35	6%	N=35	100%	N=584
Ease of travel by car in Aurora	12%	N=69	49%	N=290	29%	N=172	7%	N=43	2%	N=13	100%	N=587
Ease of travel by public transportation in Aurora	7%	N=39	24%	N=142	26%	N=151	7%	N=38	37%	N=216	100%	N=586
Ease of travel by bicycle in Aurora	13%	N=74	24%	N=143	21%	N=125	6%	N=33	36%	N=210	100%	N=584
Ease of walking in Aurora	16%	N=97	42%	N=249	25%	N=147	10%	N=57	6%	N=37	100%	N=587
Availability of paths and walking trails	21%	N=125	44%	N=258	22%	N=128	6%	N=32	7%	N=41	100%	N=585
Cleanliness of Aurora	9%	N=53	37%	N=215	40%	N=233	14%	N=82	0%	N=3	100%	N=585
Overall appearance of Aurora	11%	N=62	39%	N=231	40%	N=234	9%	N=55	1%	N=4	100%	N=586
Public places where people want to spend time	11%	N=62	42%	N=246	34%	N=195	9%	N=50	5%	N=29	100%	N=583
Variety of housing options	11%	N=61	34%	N=199	28%	N=162	17%	N=96	11%	N=61	100%	N=579
Fitness opportunities (including exercise classes and paths or trails, etc.)	19%	N=109	43%	N=252	23%	N=137	7%	N=40	8%	N=48	100%	N=587
Recreational opportunities	15%	N=89	42%	N=248	27%	N=160	6%	N=37	9%	N=51	100%	N=585
Availability of affordable quality food	15%	N=91	55%	N=322	22%	N=129	6%	N=33	2%	N=14	100%	N=588
Availability of affordable quality health care	13%	N=76	44%	N=255	23%	N=137	8%	N=48	12%	N=68	100%	N=584
Availability of preventive health services	12%	N=70	41%	N=239	25%	N=147	5%	N=29	17%	N=97	100%	N=583
Availability of affordable quality mental health care	6%	N=36	23%	N=135	16%	N=95	11%	N=66	43%	N=253	100%	N=586

Table 10: Question #5: Community Characteristics without don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=31	36%	N=207	44%	N=253	15%	N=88	100%	N=579
Ease of public parking	10%	N=57	56%	N=309	27%	N=147	6%	N=35	100%	N=549
Ease of travel by car in Aurora	12%	N=69	50%	N=290	30%	N=172	7%	N=43	100%	N=574
Ease of travel by public transportation in Aurora	11%	N=39	38%	N=142	41%	N=151	10%	N=38	100%	N=370
Ease of travel by bicycle in Aurora	20%	N=74	38%	N=143	33%	N=125	9%	N=33	100%	N=375
Ease of walking in Aurora	18%	N=97	45%	N=249	27%	N=147	10%	N=57	100%	N=549
Availability of paths and walking trails	23%	N=125	47%	N=258	24%	N=128	6%	N=32	100%	N=544
Cleanliness of Aurora	9%	N=53	37%	N=215	40%	N=233	14%	N=82	100%	N=583
Overall appearance of Aurora	11%	N=62	40%	N=231	40%	N=234	9%	N=55	100%	N=582
Public places where people want to spend time	11%	N=62	44%	N=246	35%	N=195	9%	N=50	100%	N=554
Variety of housing options	12%	N=61	38%	N=199	31%	N=162	19%	N=96	100%	N=518
Fitness opportunities (including exercise classes and paths or trails, etc.)	20%	N=109	47%	N=252	25%	N=137	8%	N=40	100%	N=538
Recreational opportunities	17%	N=89	46%	N=248	30%	N=160	7%	N=37	100%	N=535
Availability of affordable quality food	16%	N=91	56%	N=322	22%	N=129	6%	N=33	100%	N=575
Availability of affordable quality health care	15%	N=76	49%	N=255	27%	N=137	9%	N=48	100%	N=516
Availability of preventive health services	14%	N=70	49%	N=239	30%	N=147	6%	N=29	100%	N=486
Availability of affordable quality mental health care	11%	N=36	41%	N=135	29%	N=95	20%	N=66	100%	N=333

Table 11: Question #6: Community Opportunities with don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Adult educational opportunities	7%	N=43	33%	N=191	21%	N=124	4%	N=25	34%	N=201	100%	N=584
Opportunities to attend cultural/arts/music activities	6%	N=33	31%	N=181	31%	N=182	12%	N=70	20%	N=116	100%	N=583
Opportunities to participate in religious or spiritual events and activities	14%	N=79	37%	N=216	18%	N=107	3%	N=19	28%	N=162	100%	N=584
Employment opportunities	6%	N=33	35%	N=200	27%	N=153	6%	N=37	27%	N=154	100%	N=577
Shopping opportunities	17%	N=96	50%	N=287	28%	N=160	3%	N=18	3%	N=18	100%	N=579
Cost of living in Aurora	7%	N=42	32%	N=186	38%	N=220	20%	N=117	3%	N=17	100%	N=581
Overall quality of business and service establishments in Aurora	10%	N=56	48%	N=279	31%	N=183	5%	N=26	6%	N=37	100%	N=582
Vibrant commercial areas to shop and dine	9%	N=55	47%	N=271	31%	N=179	11%	N=62	3%	N=15	100%	N=582
Overall quality of new development in Aurora	12%	N=68	39%	N=228	25%	N=145	8%	N=48	16%	N=92	100%	N=580
Opportunities to participate in social events and activities	7%	N=39	33%	N=194	29%	N=170	7%	N=38	24%	N=143	100%	N=584
Opportunities to volunteer	9%	N=50	29%	N=171	19%	N=113	6%	N=37	36%	N=209	100%	N=580
Opportunities to participate in community matters	8%	N=44	29%	N=166	25%	N=144	9%	N=53	30%	N=172	100%	N=579
Openness and acceptance of the community toward people of diverse backgrounds	16%	N=91	40%	N=232	25%	N=143	8%	N=47	12%	N=71	100%	N=583
Neighborliness of residents in Aurora	9%	N=52	38%	N=220	37%	N=216	11%	N=63	5%	N=29	100%	N=580

Table 12: Question #6: Community Opportunities without don't know responses

Please rate each of the following characteristics as they relate to Aurora as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Adult educational opportunities	11%	N=43	50%	N=191	32%	N=124	6%	N=25	100%	N=383
Opportunities to attend cultural/arts/music activities	7%	N=33	39%	N=181	39%	N=182	15%	N=70	100%	N=467
Opportunities to participate in religious or spiritual events and activities	19%	N=79	51%	N=216	25%	N=107	5%	N=19	100%	N=422
Employment opportunities	8%	N=33	47%	N=200	36%	N=153	9%	N=37	100%	N=423
Shopping opportunities	17%	N=96	51%	N=287	28%	N=160	3%	N=18	100%	N=561
Cost of living in Aurora	7%	N=42	33%	N=186	39%	N=220	21%	N=117	100%	N=564
Overall quality of business and service establishments in Aurora	10%	N=56	51%	N=279	34%	N=183	5%	N=26	100%	N=544
Vibrant commercial areas to shop and dine	10%	N=55	48%	N=271	32%	N=179	11%	N=62	100%	N=567
Overall quality of new development in Aurora	14%	N=68	47%	N=228	30%	N=145	10%	N=48	100%	N=488
Opportunities to participate in social events and activities	9%	N=39	44%	N=194	39%	N=170	9%	N=38	100%	N=441
Opportunities to volunteer	13%	N=50	46%	N=171	30%	N=113	10%	N=37	100%	N=371
Opportunities to participate in community matters	11%	N=44	41%	N=166	35%	N=144	13%	N=53	100%	N=407
Openness and acceptance of the community toward people of diverse backgrounds	18%	N=91	45%	N=232	28%	N=143	9%	N=47	100%	N=512
Neighborliness of residents in Aurora	9%	N=52	40%	N=220	39%	N=216	11%	N=63	100%	N=551

Table 13: Question #7: Resident 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	13%	N=77	87%	N=509	100%	N=586
Made efforts to make your home more energy efficient	21%	N=125	79%	N=462	100%	N=588
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	54%	N=312	46%	N=265	100%	N=576
Household member was a victim of a crime in Aurora	79%	N=459	21%	N=121	100%	N=579
Reported a crime to the police in Aurora	76%	N=440	24%	N=140	100%	N=580
Stocked supplies in preparation for an emergency	77%	N=446	23%	N=132	100%	N=578
Campaigned or advocated for an issue, cause or candidate	79%	N=456	21%	N=122	100%	N=578
Contacted Aurora (in-person, phone, email or web) for help or information	61%	N=355	39%	N=229	100%	N=584
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	82%	N=480	18%	N=104	100%	N=584

Table 14: Question #8: Community Participation

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?	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
Used City or community recreation centers or their services	9%	N=53	18%	N=106	30%	N=173	42%	N=244	100%	N=576
Visited a neighborhood park or City park	20%	N=114	31%	N=179	31%	N=183	18%	N=106	100%	N=581
Used Aurora public libraries or their services	7%	N=41	18%	N=105	39%	N=223	36%	N=209	100%	N=578
Participated in religious or spiritual activities in Aurora	12%	N=69	17%	N=97	15%	N=88	56%	N=324	100%	N=579
Attended a City-sponsored event	2%	N=10	3%	N=17	26%	N=148	70%	N=405	100%	N=580
Used bus, rail or other public transportation instead of driving	8%	N=46	10%	N=56	26%	N=153	56%	N=328	100%	N=582
Carpooled with other adults or children instead of driving alone	17%	N=98	14%	N=80	17%	N=98	52%	N=304	100%	N=579
Walked or biked instead of driving	11%	N=67	17%	N=101	26%	N=153	45%	N=263	100%	N=582
Volunteered your time to some group/activity in Aurora	4%	N=24	8%	N=45	17%	N=96	72%	N=417	100%	N=582
Participated in a club	3%	N=16	6%	N=34	11%	N=63	80%	N=465	100%	N=578
Talked to or visited with your immediate neighbors	30%	N=175	28%	N=164	25%	N=145	17%	N=97	100%	N=581
Done a favor for a neighbor	16%	N=96	21%	N=123	42%	N=249	20%	N=119	100%	N=588

Table 15: 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%	N=3	1%	N=7	17%	N=99	81%	N=476	100%
Watched (online or on television) a local public meeting	2%	N=14	3%	N=15	13%	N=75	82%	N=479	100%	N=583

Table 16: Question #10: Service Quality with don't know responses

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	24%	N=140	35%	N=205	18%	N=105	5%	N=28	18%	N=103	100%	N=581
Fire services	32%	N=186	34%	N=196	7%	N=42	0%	N=2	27%	N=155	100%	N=581
Ambulance or emergency medical services	29%	N=168	31%	N=181	8%	N=47	1%	N=4	31%	N=181	100%	N=582
Crime prevention	9%	N=50	32%	N=182	22%	N=129	13%	N=76	24%	N=138	100%	N=575
Fire prevention and education	13%	N=76	30%	N=172	14%	N=78	6%	N=32	37%	N=215	100%	N=574
Traffic enforcement	9%	N=54	38%	N=220	22%	N=129	14%	N=82	16%	N=92	100%	N=577
Street repair	8%	N=49	31%	N=182	38%	N=220	20%	N=115	2%	N=13	100%	N=580
Street cleaning	12%	N=72	37%	N=212	31%	N=179	14%	N=83	6%	N=33	100%	N=579
Street lighting	15%	N=88	45%	N=261	28%	N=165	10%	N=58	1%	N=8	100%	N=580
Snow removal	12%	N=72	39%	N=227	30%	N=175	17%	N=96	2%	N=10	100%	N=580
Sidewalk maintenance	10%	N=60	37%	N=212	33%	N=192	14%	N=79	6%	N=34	100%	N=578
Traffic signal timing	12%	N=68	36%	N=208	33%	N=191	17%	N=100	2%	N=12	100%	N=579
Bus or transit services	10%	N=56	28%	N=162	19%	N=107	3%	N=19	40%	N=227	100%	N=572
Storm drainage	11%	N=63	45%	N=259	19%	N=108	4%	N=22	21%	N=119	100%	N=571
Drinking water	29%	N=170	42%	N=245	18%	N=106	6%	N=33	4%	N=24	100%	N=578
Sewer services	18%	N=103	49%	N=282	16%	N=94	3%	N=20	14%	N=79	100%	N=579
Water utility billing	15%	N=87	44%	N=253	23%	N=132	8%	N=44	11%	N=63	100%	N=580
City parks	23%	N=132	51%	N=294	15%	N=86	5%	N=27	7%	N=41	100%	N=579
Recreation programs or classes	15%	N=90	29%	N=170	17%	N=98	4%	N=23	34%	N=199	100%	N=580
Recreation centers or facilities	16%	N=90	33%	N=193	15%	N=86	6%	N=36	30%	N=172	100%	N=577
Land use, planning and zoning	7%	N=42	23%	N=134	21%	N=122	9%	N=51	39%	N=224	100%	N=573
Code enforcement (weeds, abandoned buildings, etc.)	6%	N=33	27%	N=152	23%	N=134	15%	N=88	29%	N=164	100%	N=572
Animal control	9%	N=53	30%	N=173	16%	N=92	11%	N=62	34%	N=198	100%	N=578
Economic development	7%	N=39	31%	N=177	24%	N=138	8%	N=47	30%	N=173	100%	N=574

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
Public library services	25%	N=143	36%	N=210	12%	N=71	2%	N=12	25%	N=143	100%	N=579
Public information and communication	10%	N=59	35%	N=199	27%	N=156	7%	N=38	21%	N=122	100%	N=575
Aurora cable channel 8 or AuroraTV.org programming	5%	N=31	16%	N=91	12%	N=69	5%	N=27	62%	N=359	100%	N=577
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=47	25%	N=145	12%	N=72	6%	N=38	48%	N=278	100%	N=580
Preservation of natural areas such as open space, farmlands and greenbelts	12%	N=71	37%	N=211	23%	N=129	8%	N=45	20%	N=115	100%	N=571
Aurora open space	14%	N=82	42%	N=241	21%	N=122	6%	N=32	16%	N=94	100%	N=570
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	16%	N=94	28%	N=163	14%	N=80	4%	N=21	38%	N=217	100%	N=576
Overall customer service by Aurora employees	14%	N=82	31%	N=180	21%	N=121	6%	N=32	28%	N=160	100%	N=576

Table 17: Question #10: Service Quality without don't know responses

Please rate the quality of each of the following services in Aurora:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Police services	29%	N=140	43%	N=205	22%	N=105	6%	N=28	100%	N=478
Fire services	44%	N=186	46%	N=196	10%	N=42	1%	N=2	100%	N=426
Ambulance or emergency medical services	42%	N=168	45%	N=181	12%	N=47	1%	N=4	100%	N=401
Crime prevention	11%	N=50	42%	N=182	30%	N=129	17%	N=76	100%	N=437
Fire prevention and education	21%	N=76	48%	N=172	22%	N=78	9%	N=32	100%	N=359
Traffic enforcement	11%	N=54	45%	N=220	27%	N=129	17%	N=82	100%	N=485
Street repair	9%	N=49	32%	N=182	39%	N=220	20%	N=115	100%	N=566
Street cleaning	13%	N=72	39%	N=212	33%	N=179	15%	N=83	100%	N=546
Street lighting	15%	N=88	46%	N=261	29%	N=165	10%	N=58	100%	N=572
Snow removal	13%	N=72	40%	N=227	31%	N=175	17%	N=96	100%	N=569
Sidewalk maintenance	11%	N=60	39%	N=212	35%	N=192	15%	N=79	100%	N=544
Traffic signal timing	12%	N=68	37%	N=208	34%	N=191	18%	N=100	100%	N=567
Bus or transit services	16%	N=56	47%	N=162	31%	N=107	6%	N=19	100%	N=344
Storm drainage	14%	N=63	57%	N=259	24%	N=108	5%	N=22	100%	N=453
Drinking water	31%	N=170	44%	N=245	19%	N=106	6%	N=33	100%	N=554
Sewer services	21%	N=103	57%	N=282	19%	N=94	4%	N=20	100%	N=500
Water utility billing	17%	N=87	49%	N=253	26%	N=132	9%	N=44	100%	N=517
City parks	24%	N=132	55%	N=294	16%	N=86	5%	N=27	100%	N=539
Recreation programs or classes	24%	N=90	45%	N=170	26%	N=98	6%	N=23	100%	N=380
Recreation centers or facilities	22%	N=90	48%	N=193	21%	N=86	9%	N=36	100%	N=405
Land use, planning and zoning	12%	N=42	38%	N=134	35%	N=122	15%	N=51	100%	N=349
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=33	37%	N=152	33%	N=134	22%	N=88	100%	N=408
Animal control	14%	N=53	45%	N=173	24%	N=92	16%	N=62	100%	N=380
Economic development	10%	N=39	44%	N=177	35%	N=138	12%	N=47	100%	N=401

Please rate the quality of each of the following services in Aurora:	Excellent		Good		Fair		Poor		Total	
Public library services	33%	N=143	48%	N=210	16%	N=71	3%	N=12	100%	N=436
Public information and communication	13%	N=59	44%	N=199	35%	N=156	8%	N=38	100%	N=453
Aurora cable channel 8 or AuroraTV.org programming	14%	N=31	42%	N=91	31%	N=69	13%	N=27	100%	N=218
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	16%	N=47	48%	N=145	24%	N=72	12%	N=38	100%	N=302
Preservation of natural areas such as open space, farmlands and greenbelts	15%	N=71	46%	N=211	28%	N=129	10%	N=45	100%	N=456
Aurora open space	17%	N=82	51%	N=241	26%	N=122	7%	N=32	100%	N=476
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	26%	N=94	46%	N=163	22%	N=80	6%	N=21	100%	N=359
Overall customer service by Aurora employees	20%	N=82	43%	N=180	29%	N=121	8%	N=32	100%	N=415

Table 18: Question #11: Government Services Overall with don't know responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The City of Aurora	13%	N=76	50%	N=287	21%	N=122	6%	N=34	10%	N=57	100%	N=577
The Federal Government	9%	N=49	30%	N=173	31%	N=176	15%	N=84	16%	N=93	100%	N=575

Table 19: Question #11: Government Services Overall without don't know responses

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
The City of Aurora	15%	N=76	55%	N=287	23%	N=122	7%	N=34	100%	N=520
The Federal Government	10%	N=49	36%	N=173	36%	N=176	17%	N=84	100%	N=482

Table 20: Question #12: Local Government Performance with don't know responses

Please rate the following categories of Aurora government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Aurora	8%	N=46	34%	N=199	33%	N=193	13%	N=73	12%	N=68	100%	N=578
The overall direction that Aurora is taking	9%	N=53	39%	N=227	29%	N=170	8%	N=48	14%	N=79	100%	N=577
The job Aurora government does at welcoming citizen involvement	8%	N=44	30%	N=171	23%	N=132	9%	N=50	31%	N=179	100%	N=575
Generally acting in the best interest of the community	9%	N=51	37%	N=209	22%	N=124	11%	N=62	22%	N=125	100%	N=571
Being honest	8%	N=47	34%	N=199	18%	N=105	9%	N=51	30%	N=176	100%	N=577
Treating all residents fairly	10%	N=59	33%	N=193	18%	N=104	12%	N=69	27%	N=153	100%	N=578
Overall confidence in Aurora government	10%	N=57	38%	N=220	28%	N=159	12%	N=71	12%	N=70	100%	N=578

Table 21: Question #12: Local Government Performance without don't know responses

Please rate the following categories of Aurora government performance:	Excellent				Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
The value of services for the taxes paid to Aurora	9%	N=46	39%	N=199	38%	N=193	14%	N=73	100%	N=511		
The overall direction that Aurora is taking	11%	N=53	46%	N=227	34%	N=170	10%	N=48	100%	N=498		
The job Aurora government does at welcoming citizen involvement	11%	N=44	43%	N=171	33%	N=132	13%	N=50	100%	N=396		
Generally acting in the best interest of the community	11%	N=51	47%	N=209	28%	N=124	14%	N=62	100%	N=446		
Being honest	12%	N=47	49%	N=199	26%	N=105	13%	N=51	100%	N=402		
Treating all residents fairly	14%	N=59	45%	N=193	25%	N=104	16%	N=69	100%	N=425		
Overall confidence in Aurora government	11%	N=57	43%	N=220	31%	N=159	14%	N=71	100%	N=508		

Table 22: Question #13: Like Most about Aurora

Which of the following characteristics describe what you like most about living in Aurora? (Select all that apply).*	Percent*	Number
Parks	52%	N=297
Location	58%	N=333
Neighborhoods	40%	N=225
Schools	37%	N=209
Safety of community	30%	N=173
City history/heritage	10%	N=59
Friends and family	47%	N=268
Cost of living	41%	N=233
Recreation facilities and programs	33%	N=189
Sense of community/hometown feel	20%	N=116
Overall image/reputation of Aurora	13%	N=74
Other	4%	N=20
Other: Diversity	1%	N=8
Other: Affordability	0%	N=3
Other: Amenities	1%	N=8
Other: Homeownership/time spent	1%	N=5
Other: Nothing	1%	N=5

*Total may exceed 100% as respondents could select more than one response. The verbatim responses in the “other” can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*.

Table 23: Question #14: Improving Quality of Life in Aurora

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?	Percent	Number
Code enforcement/cleanliness/beautification	12%	N=46
Community activities/programs/services	6%	N=22
Lower taxes/fees/costs of services	2%	N=7
Parks and recreation	8%	N=31
Public transportation	5%	N=20
Safety	12%	N=47
Schools	8%	N=30
Traffic/roads/paths	17%	N=64
Cost of living/affordability	8%	N=31
Image/reputation	1%	N=2
Water/utilities	2%	N=7
Growth/development	5%	N=21
Economic development	6%	N=24
Other	8%	N=31
Total	100%	N=382

Respondents could answer in their own words. The verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*; the table above displays the percent of responses that fell into each of the categories shown.

Table 24: Question #15: Importance of Services with don't know responses

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) 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
Updating existing parks	13%	N=72	35%	N=200	39%	N=223	7%	N=41	6%	N=37	100%	N=574
Building a new, large-scale park	7%	N=38	22%	N=124	37%	N=212	27%	N=151	7%	N=41	100%	N=566
Building Southeast athletic fields complex and buildings	10%	N=57	18%	N=102	36%	N=206	20%	N=114	16%	N=89	100%	N=569
Building a new year-round sports center (indoor facility)	12%	N=67	24%	N=137	32%	N=183	20%	N=112	12%	N=70	100%	N=570
Adding a new cultural arts complex	12%	N=67	26%	N=143	34%	N=191	19%	N=106	10%	N=55	100%	N=562
Building a new police firearms training and qualifications facility	14%	N=78	24%	N=137	30%	N=169	15%	N=88	17%	N=94	100%	N=565
Building new fire stations	11%	N=64	31%	N=177	34%	N=191	8%	N=44	16%	N=93	100%	N=568
Updating the police headquarters facility	11%	N=63	26%	N=149	32%	N=182	11%	N=64	20%	N=111	100%	N=569
Building a new district police station	10%	N=55	25%	N=140	29%	N=159	14%	N=76	23%	N=128	100%	N=558
Transportation access to /from Fitzsimons/Anschutz Medical Center	15%	N=86	33%	N=186	28%	N=161	7%	N=43	16%	N=93	100%	N=570
Transportation access to /from southeast Aurora	18%	N=103	31%	N=174	28%	N=157	7%	N=37	16%	N=93	100%	N=564
Transportation access to /from Parker Road Corridor	20%	N=112	26%	N=150	32%	N=182	7%	N=37	15%	N=86	100%	N=567
Transportation access to /from I-225 Corridor	22%	N=124	30%	N=169	28%	N=161	7%	N=40	13%	N=72	100%	N=566
General improvements to roads, sidewalks, bikeways and pedestrian uses	34%	N=192	41%	N=235	18%	N=103	3%	N=16	4%	N=22	100%	N=569
Building and improving medians	13%	N=75	28%	N=159	38%	N=216	14%	N=81	7%	N=38	100%	N=569

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) in the next three years on each of the following?	Essential		Very important		Somewhat important		Not at all important		Don't know		Total	
General improvements around light rail facilities	14%	N=78	30%	N=169	32%	N=180	12%	N=69	12%	N=71	100%	N=568
Updating technology systems to improve citizen interaction with City services	22%	N=125	25%	N=143	32%	N=185	9%	N=51	12%	N=67	100%	N=570
Constructing new Southeast maintenance facilities for City operations	13%	N=72	18%	N=103	32%	N=181	13%	N=76	24%	N=135	100%	N=567

Table 25: Question #15: Importance of Services without don't know responses

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) in the next three years on each of the following?	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Updating existing parks	13%	N=72	37%	N=200	42%	N=223	8%	N=41	100%	N=537
Building a new, large-scale park	7%	N=38	24%	N=124	40%	N=212	29%	N=151	100%	N=525
Building Southeast athletic fields complex and buildings	12%	N=57	21%	N=102	43%	N=206	24%	N=114	100%	N=480
Building a new year-round sports center (indoor facility)	13%	N=67	27%	N=137	37%	N=183	22%	N=112	100%	N=500
Adding a new cultural arts complex	13%	N=67	28%	N=143	38%	N=191	21%	N=106	100%	N=507
Building a new police firearms training and qualifications facility	17%	N=78	29%	N=137	36%	N=169	19%	N=88	100%	N=471
Building new fire stations	13%	N=64	37%	N=177	40%	N=191	9%	N=44	100%	N=475
Updating the police headquarters facility	14%	N=63	32%	N=149	40%	N=182	14%	N=64	100%	N=458
Building a new district police station	13%	N=55	32%	N=140	37%	N=159	18%	N=76	100%	N=430
Transportation access to /from Fitzsimons/Anschutz Medical Center	18%	N=86	39%	N=186	34%	N=161	9%	N=43	100%	N=476
Transportation access to /from southeast Aurora	22%	N=103	37%	N=174	33%	N=157	8%	N=37	100%	N=471
Transportation access to /from Parker Road Corridor	23%	N=112	31%	N=150	38%	N=182	8%	N=37	100%	N=481
Transportation access to /from I-225 Corridor	25%	N=124	34%	N=169	33%	N=161	8%	N=40	100%	N=494
General improvements to roads, sidewalks, bikeways and pedestrian uses	35%	N=192	43%	N=235	19%	N=103	3%	N=16	100%	N=547
Building and improving medians	14%	N=75	30%	N=159	41%	N=216	15%	N=81	100%	N=531

Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) in the next three years on each of the following?	Essential		Very important		Somewhat important		Not at all important		Total	
General improvements around light rail facilities	16%	N=78	34%	N=169	36%	N=180	14%	N=69	100%	N=497
Updating technology systems to improve citizen interaction with City services	25%	N=125	28%	N=143	37%	N=185	10%	N=51	100%	N=503
Constructing new Southeast maintenance facilities for City operations	17%	N=72	24%	N=103	42%	N=181	18%	N=76	100%	N=432

Table 26: Question #16: Priorities for Improvement with don't know responses

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 for improvements in each area is high, medium, low or non-existent?	High		Medium		Low		Non-existent		Don't know		Total	
Parks and open space	24%	N=138	50%	N=287	19%	N=112	2%	N=13	5%	N=28	100%	N=578
Recreation facilities	23%	N=132	46%	N=263	20%	N=114	2%	N=11	10%	N=57	100%	N=576
Public safety facilities	35%	N=201	39%	N=223	12%	N=71	1%	N=6	13%	N=76	100%	N=577
Transportation (roads, medians, bike routes)	50%	N=290	37%	N=217	7%	N=43	0%	N=2	5%	N=27	100%	N=578

Table 27: Question #16: Priorities for Improvement without don't know responses

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 for improvements in each area is high, medium, low or non-existent?	High		Medium		Low		Non-existent		Total	
Parks and open space	25%	N=138	52%	N=287	20%	N=112	2%	N=13	100%	N=550
Recreation facilities	25%	N=132	51%	N=263	22%	N=114	2%	N=11	100%	N=519
Public safety facilities	40%	N=201	45%	N=223	14%	N=71	1%	N=6	100%	N=501
Transportation (roads, medians, bike routes)	53%	N=290	39%	N=217	8%	N=43	0%	N=2	100%	N=551

Table 28: Question #17: Public Information

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		Total	
Aurora Sentinel	19%	N=107	35%	N=200	46%	N=257	100%	N=563
Denver Post	26%	N=144	34%	N=194	40%	N=225	100%	N=563
City Newsletter	19%	N=108	31%	N=174	50%	N=280	100%	N=562
City web site (auroragov.org)	26%	N=143	33%	N=184	41%	N=231	100%	N=559
City marketing website (auroraworthdiscovering.com)	10%	N=55	20%	N=109	70%	N=389	100%	N=554
City of Aurora on Facebook	15%	N=84	20%	N=114	65%	N=363	100%	N=560
City of Aurora on Twitter	7%	N=41	20%	N=110	73%	N=406	100%	N=557
Aurora Channel 8	11%	N=64	23%	N=127	66%	N=367	100%	N=558
AuroraTV.org	11%	N=59	19%	N=107	70%	N=390	100%	N=557
Word of mouth	34%	N=190	40%	N=228	26%	N=147	100%	N=565
Television	40%	N=228	29%	N=164	31%	N=178	100%	N=569
Radio	24%	N=137	33%	N=185	42%	N=237	100%	N=558

Table 29: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.)*	Percent*	Number
Rich history	7%	N=39
More home for your money	35%	N=202
Urban and suburban housing options	34%	N=196
Family-friendly neighborhoods	43%	N=246
Outdoor parks, trails and open space	53%	N=302
International community	36%	N=208
Art and culture	9%	N=53
Quality schools	32%	N=184
Great amenities	9%	N=53
Shopping and entertainment	31%	N=175
Ethnic dining	28%	N=158
Professional job options	13%	N=75
Military community	34%	N=197
Close proximity to Denver and DIA	71%	N=406
Medical campus	47%	N=268
Other	3%	N=20
Other: Crime/safety	3%	N=15
Other: Cost of living	1%	N=5
Other: Immigration/sanctuary city	0%	N=2
Other: Something else negative	0%	N=2

*Total may exceed 100% as respondents could select more than one response. The verbatim responses in the "other" can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*.

Table 30: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.)*	Percent*	Number
Growing	71%	407
Accessible	36%	207
Comfortable	36%	208
Friendly	34%	195
Urban	19%	110
Suburban	31%	180
Affordable	39%	222
Diverse	59%	338
Livable	41%	237
Eclectic	9%	52
Welcoming	24%	137
Safe	26%	147
International community	37%	214
Active	26%	151
Historic	8%	46
Advancing or changing for the better	35%	200

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

Table 31: Question #20: Perception of Aurora

Please rate your current perception of Aurora?	Percent	Number
Positive	37%	218
Somewhat positive	32%	184
Neutral	17%	100
Somewhat Negative	12%	67
Negative	2%	12
Total	100%	582

Table 32: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes?	Percent	Number
Very familiar	10%	60
Somewhat familiar	51%	297
Not at all familiar	39%	226
Total	100%	583

Table 33: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business?	Percent	Number
Essential	33%	182
Very important	43%	240
Somewhat important	21%	117
Not at all important	3%	15
Total	100%	555

Table 34: Question #23: ONE Thing Aurora Should be Known for

What ONE thing do you think Aurora should be known for?	Percent	Number
Affordability	4%	N=15
Diversity/culture/inclusion/accessibility	22%	N=82
Schools	4%	N=14
Safety	14%	N=51
Community/friendly/neighborly	7%	N=27
Family/family friendly	7%	N=26
Location/access	4%	N=16
Parks/recreation/open space	5%	N=20
Growing/changing/developing/progressing	8%	N=28
Shopping/amenities/businesses	1%	N=3
Beauty/cleanliness	2%	N=7
Medical access/facilities	3%	N=12
Quality of life/livability	6%	N=24
"Not Denver"	1%	N=4
Other	12%	N=45
Total	100%	N=373

Respondents could answer in their own words. The verbatim responses can be found in *Appendix B: Verbatim Responses to Open-Ended Survey Questions*; the table above displays the percent of responses that fell into each of the categories shown.

Table 35: Question #24: Visited AuroraWorthDiscovering.com

In the last 12 months, how often, if at all, have you or any members of your household visited the City's marketing website at AuroraWorthDiscovering.com?	Percent	Number
Never	87%	508
Once a month or less	11%	66
2-4 times a month	1%	6
Two times a week or more	0%	1
Total	100%	582

Table 36: Question D1: Employment Status

What is your employment status?	Percent	Number
Working full time for pay	65%	N=374
Working part time for pay	12%	N=68
Unemployed, looking for paid work	5%	N=27
Unemployed, not looking for paid work	3%	N=15
Fully retired	16%	N=94
Total	100%	N=579

Table 37: Question D2: Length of Residency

How many years have you lived in Aurora?	Percent	Number
Less than 2 years	15%	N=86
2-5 years	23%	N=132
6-10 years	16%	N=91
11-20 years	19%	N=113
More than 20 years	28%	N=160
Total	100%	N=582

Table 38: Question D3: Housing Unit Type

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	54%	N=313
Building with two or more homes (duplex, townhome, apartment or condominium)	43%	N=252
Mobile home	1%	N=6
Other	2%	N=11
Total	100%	N=582

Table 39: Question D4: Housing Tenure

Is this house, apartment or mobile home...	Percent	Number
Rented	40%	N=232
Owned	60%	N=349
Total	100%	N=581

Table 40: Question D5: Presence of Children in Household

Do any children 17 or under live in your household?	Percent	Number
No	62%	N=359
Yes	38%	N=221
Total	100%	N=580

Table 41: Question D6: Presence of Older Adults in Household

Are you or any other members of your household aged 65 or older?	Percent	Number
No	79%	N=457
Yes	21%	N=123
Total	100%	N=580

Table 42: 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	13%	N=74
\$25,000 to \$49,999	29%	N=158
\$50,000 to \$99,999	27%	N=151
\$100,000 to \$149,999	20%	N=113
\$150,000 or more	10%	N=57
Total	100%	N=552

Table 43: Question D8: Level of Education

What is the highest level of education that you have completed?	Percent	Number
0-11 years, no diploma	6%	N=36
High school graduate	17%	N=95
Some college, no degree	21%	N=120
Associate degree	9%	N=51
Bachelor's degree	30%	N=172
Master's degree	13%	N=75
Doctorate degree	4%	N=23
Total	100%	N=573

Table 44: Question D9: Age

In which category is your age?	Percent	Number
18 to 24 years	3%	N=15
25 to 34 years	31%	N=177
35 to 44 years	19%	N=110
45 to 54 years	19%	N=111
55 to 64 years	13%	N=76
65 to 74 years	9%	N=54
75 years or older	6%	N=36
Total	100%	N=578

Table 45: Question D10: Gender

What is your sex?	Percent	Number
Female	53%	N=306
Male	47%	N=266
Total	100%	N=573

Table 46: Question D11: Voter Registration

Are you registered to vote?	Percent	Number
Yes	78%	N=454
No	15%	N=90
Don't know	1%	N=5
Not eligible	6%	N=33
Total	100%	N=581

Table 47: Question D12: Ethnicity

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	76%	N=426
Yes, I consider myself to be Spanish, Hispanic or Latino	24%	N=131
Total	100%	N=558

Table 48: Question D13: 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	3%	N=14
Asian, Asian Indian or Pacific Islander	7%	N=41
Black or African American	12%	N=65
White	71%	N=397
Other	13%	N=71

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

Appendix B: 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?

Diversity

- Diversity
- Diversity - this is a BIG draw in otherwise very white Colorado/Denver
- Diversity.
- Diversity.
- The cultural and racial diversity

Affordability

- Can't afford to live in Denver.
- Liked house/ price.
- No other options at this time (can't afford to move).
- we bought a house here and its too expensive to move

Amenities

- Dog parks
- All good don't have to leave to do anything (love Aurora).
- Bike paths.
- Church amen.
- Food restaurants.
- Golf courses.
- Golf courses.
- Library.
- Medical Services
- Plenty of stores & restaurants in close proximity.
- There's alot to offer in Aurora that's why I moved here in '78.

Homeownership/time spent

- I grew up here.
- I had bought my house long before but want to more somewhere else.
- I have lived in for 20 plus years. Never have Aurora been so disappointed with this city by becoming a Sanctuary City.
- I love my house.
- Owned home for over 40 years so have no choice but to stay here.
- Raised here.
- Too old to more.

Nothing

- Ninguna
- None of these.
- None.
- You "hit" everything.

Other

- Air quality.
- Aurora has a bad name crime most friends will not even come see us.
- Aurora reservoir/ Fairgrounds quality of tap water.
- Giving trees to home owners and trimming them.
- Its very clean.
- Job opportunity.
- Legal weed!
- Quality water
- This town sucks. Been in Aurora since 1970 city has gone to crap. Don't know if Aurora has more illegals or more geese (shit).

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/parking**

- 1) Better side street lighting. 2) Speed bumps around parks & schools.
- Better traffic system with bus routes, highway improvements.
- Bike lanes & paths! Streets are less safe than Denver's and now with all the unlocked bikes more needs to be done!
- Bike trails that make it easier to navigate through aurora safely and that connect to Denver bike trails and transit.
- Businesses fixing potholes.
- Congestion at high traffic hrs.
- Control streets racing and loud cars, especially at night.
- Do something about the traffic congestion which gets worse every year.
- driving infractions policing
- End the noise pollution from cars.
- Expand gun club road.
- Fix crumbling roads!
- Fix my sidewalk because of safety for pedestrians.
- Fix the "Potholes" on Parker Rd.
- Fix the bike trails in Aurora.
- Fix the roads and fix stop light timing lesser taxes quit raising prices of utilities.
- Fix the roads, adjust the traffic lights to [?] congestion especially by the Aurora mall (cleanup; plant trees, flower, shrubs).
- Fix the timing of traffic lights on Mississippi Awful!! Left turn arrow times everywhere are too short also. UGH!!
- Fix traffic light timing when crossing Chambers especially at Colfax during rush hour
- Free parking @ Iliff station, cheaper 470 tolls through Aurora.
- Have more traffic police do radar and catch more speeders because I get tired of thinking all of the roads are for going 55 mph or more and possibly causing more car accidents.
- Having less traffic people should be hanged a congestion tax for non colo. residents.

- Improve roads potholes, etc.
- Improve roads.
- Improve the roads.
- Improve timing on traffic lights & flow.
- Improve traffic flow.
- Improve traffic flow.
- Improve traffic flow.
- Improved street light timing on Chambers
- Improving road and traffic conditions.
- Increase length of time to cross a street when walking.
- Increase traffic enforcement.
- Lack of walkability (e.g. missing sidewalks; no community bars/ restaurants/ shopping; grocery markets).
- Left turn light from S. Abilene Cir on to Parker
- Less traffic.
- Light on the busy street. Winston and Hampden need arrow turn light. Too many accidents on that corner.
- Make E 470 a non toll road!
- Make streets bike able & walk able, and promoting recycling.
- Make streets safer & more user friendly for drivers & pedestrians.
- More bicycle lanes on roads.
- More police presence around schools currently unsafe for kids to cross streets when schools let out.
- More speed enforcement on roads. Roads are not safe.
- On our street, there is a school and the speed limit should be reduced because some cars are driving more than 25 mph.
- Parking vehicles around schools. Give tickets out when parked improperly.
- Pave the alley.
- Release traffic, repair infrastructure.
- Remove camera at traffic lights.
- Require contractors to park trucks & trailers elsewhere rather than on street at homes.
- Restrict street parking. Seen numerous people smoking drugs in parked cars on city streets.
- Road improvement.
- Roads.
- Stop the street racers and loud cars/ motorcycles.
- street design and cleanliness
- Street repair.
- Traffic
- Traffic all the time so many new people, too much growth.
- Traffic control & abatement.
- Traffic enforcement.
- Traffic lights should all be the same.
- Traffic.
- Traffic.
- Traffic.
- Widen Gun Club Road
- Widen gun club road (Orchard jewel).
- Work on making the streets safer, whether you are walking or driving!

Safety

- 1) Add police patrols in neighborhoods to control speeding. 2) Aurora should not be a sanctuary city. 3) Too much emphasis on bike lanes.
- Access to police/ more police. We live in a nice upscale neighborhood! Crazy the amount of breaking and attempted break ins we have had.
- Answer or come much quicker when we call police, hire more if needed. We all pay taxes.
- Better Crime Prevention
- Better Crime Prevention - just looking at the statistics published by the police dept is very disconcerting
- Better police work, fair treatment for all.
- Continue to work on eliminating the shootings that happen at Town Center of Aurora.
- Crime & Safety.
- Crime and illegals.
- Crime prevention.
- Crime stopping!
- Crime take care of parks.
- Figuring out how to deal with crime. Many of my neighbors are dealing with car and house break ins. There is nothing to deter individuals from committing crimes.
- Get rid of gangs.
- Hire more police.
- Improve safety of the city.
- make the city safer
- Making Aurora a safer place to live & work.
- Making sure that there's less crime
- Making the town center safe.
- Metal detectors at schools to help avoid a school shooting.
- More police involvement to make sense of safety.
- More police patrolling the area.
- No more shootings.
- Offer more safety programs.
- Police dept.
- Public relations to change the reputation of being unsafe.
- Reputation of Aurora, we have highest insurance notes by zip code alone, does not say much for crime & safety.
- Safety is my main concern, improving night time safety.
- Safety of community .
- Safety services.
- Safety, code enforcement on RV, trails on streets.
- Safety.
- Safety_ My quiet neighborhood experienced gun violence for the first time. Thank God no one was hurt but scared everyone
- Sense of safety.
- Somehow improve our sense of safety.
- Stop a lot of the crime in Aurora .
- Take care of crime.
- Teaching knowledge of firearms. Not fear! First in the country to teach the true pros & co.
- The city could make the neighborhoods in Aurora more safe.

Community activities/programs/services

- Community functions to promote neighborliness.
- Community gatherings.
- Cultural arts availability.
- Cultural arts.
- Develop community gathering places.
- Enhanced support community hubs like areas in Denver (Gaylord St, Pearl St).
- Free outdoor concerts jazz.
- Getting audio books faster for the Aurora library.
- Have more free musical presentation in the parks.
- Have more programs & services for the elderly & retired.
- Improve children programs
- Improve library's, suggestion: 3D printers.
- Informar a la comunidad sobre eventos familiares mas seguido. (Inform the community about family events more often.)
- Libraries.
- More activities for young adults.
- More local, non religious, activities, i.e., festivals.
- More senior programs.
- More sporting places for for kids to go to & be active & out of trouble.
- Musical/ entertainment for the public in the parks.
- Parenting classes/communities
- Promote more 55+ retirement communities.
- Senior care.

Parks and recreation

- Add indoor recreational facility.
- Add more recreation centers, snow removal and mountain roads.
- Aurora parks & Recreation does a very poor job of responding to needs of community.
- Be true full to residents an future building in open spaces.
- Build a rec center by Southlands mall.
- Build a recreation center near Southlands area.
- Create more parks (bigger) within communities towards the East side, with trails leading to them.
- For seniors (65+ older) build a new seniors center for active adults.
- Improve city image by having more recreational facilities for youth.
- Improve Equestrian access.
- Indoor recreation facilities are over crowded! (And do not follow published schedules).
- Mas centros de recreacion accesibles para las familias (More recreation centers accessible for families)
- More outdoor opportunities parks, bike paths.
- More park's and free membership in Rec. centers for kids.
- More parks, open space.
- Our area has no recreation center, no real access to services, must go North of Hampden for both, but I feel to more dangerous.
- Parks for kids & schools.
- Parks.
- Put windscreen in tennis courts at Delmar Park.
- Rec center.

- Rec. centers & senior centers should be throughout Aurora not just in the Colfax area. It takes 1/2 hour to get there from SE Aurora.
- Recreational events and center.
- Sport center.
- Update golf courses & lower green's fees.
- We're excited for the new rec center off of Tower & Iliff! Would love less density of housing and fewer cars on the roads.

Public transportation

- Better bus service on Alameda ave.
- Better RTD bus services.
- If can put back the bus #89 I think can help a lot people we need the bus to go to Walmart at Quebec mall.
- Improve public transportation (make it more accessible from light rail to bus stops).
- It takes forever to go anywhere by bus.
- More convenience to pedestrians, sidewalks, transit system.
- Need public transportation in Southeast Aurora.
- Providing RTD bus/ light rail related shelter waiting structures at established major stops to protect Aurora resident riders from inclement weather in late fall to early spring time span. Replacing those at points such structures were removed for "R" line light rail construction but never replaced upon construction completion.
- Public transportation within Aurora and surrounding metro area/ more recreation facilities.
- Public transportation.
- RTD.
- Social services for seniors & affordable transportation for seniors.

Schools

- After school and youth services.
- Better education.
- Better public education for K 12
- Better Schools
- Better schools and more money to schools.
- Better schools.
- Distributing funds fairly not only to Cherry creek & Highlands ranch.
- Education opportunities.
- Education, school.
- Facilities in education, training in trades, lower in the cost of education.
- Focusing more on education standards.
- Half day Kindergarten.
- High quality of school is important.
- Improve school districts ... if we were staying in the area, this would be the thing that would prompt me to move from Aurora. Otherwise Aurora is overall doing pretty well at most everything, I'd say.
- Increase funding for Education
- Let volunteers help teachers to help students that need extra help. You are missing out with teachers work load and students that could benefit with an others help.
- Need better schools. Century elementary is a reason I am looking at relocating to somewhere with better schools.
- New program implementation for schools, that help students voice up for unfair rules made by base teachers.

- Poor ratings on schools.
- Property taxes are very high and quality of schools is very low. Other areas where taxes are high have excellent schools. We should not be paying this much in taxes for our schools to be of such poor quality.

Code Enforcement/cleanliness/beautification

- Appearance of neighborhoods.
- Bad Code violations enforcement (too many cars on street for one house, snow removal, running business out of home, trash and neglect of residence. Renters not maintaining the property, culyl habits bringing down
- Beautification of the Montview corridor.
- Better code enforcement.
- Better snow removal.
- Better tree trimming svc.
- Bulk trash/ junk removal for residential pick up twice/ year.
- Clean it up, attract more business, but the shady motels on Colfax would be a good start
- Clean it up.
- Clean up Colfax.
- Clean up Dayton between Colfax and 17th people hanging out blocking sidewalk.
- Clean up neighborhoods that have violent crimes.
- Clean up old Aurora.
- Clean up older neighborhoods. Code enforcement needs to improve!
- Clean up the Aurora mall we never feel safe there.
- Clean up the garbage (everywhere!) & get rid of the Guns!!
- Clean up the garbage!
- Clean up the higher crime ridden areas.
- Clean up/ fix the areas.
- Cleaning the trash on sides of 225 & other public roads. So much garbage! Too many people litter.
- Cleaning up the city and code enforcement.
- Clear snow on side streets.
- Code enforcement.
- Control these bicycle companies leaving the green bikes lying around not quality of life really, but quality of appearance.
- Dealing with illegal dumping. Also cleaning the streets.
- Enforce codes. People have 7 to 8 cars parked all over the neighborhood. Cars in backyards, junk everywhere.
- Enforce the leash law for dogs.
- Enforce zoning laws.
- Eradicate weeds behind holms already built.
- Fence repair! Driving down chambers or Buckley is an eye sore to the city!
- Finally do something about Regata plaza & surrounding area.
- Focus on cleaning trash on the streets.
- Garbage pick up on streets, fields along fences. It's embarrassing when people visit.
- Get after illegal trash dumpers in all areas mainly ones who dump at apartment complexes in broad daylight or late at night!
- Get rid of and enforce fireworks, I am a disabled veteran.
- Get rid of lime bikes.
- Get rid of the nasty motels.
- Get rid of the rent a bikes, they are an eyesore.

- Keep the trash picked up, and fix roads.
- Make Aurora much cleaner by making people leaving here to throwing trash in trash cans, do recycle etc.
- Neighborhood improvement especially in older areas.
- Noise control of cars & private homes. Limit the bass.
- Old fencing/ more black police, fireman, city employees.
- Please remove all of the trash, TVs, branches, etc from our streets & alleys,
- Please, do not block garage doors, when remove snow.
- Replacing wood fencing along main traffic roads with more permanent fences. (Brick, Stone, Concrete).
- Require that home owners take care of their properties. Unsightly yards do nothing for the neighborhood.
- Rid of old trees plant new ones long lasting.
- Show more care of appearance to lower class and middle class neighborhood i drive down the street and rich neighborhood has nice fences and landscaping that the city is responsible for but my neighborhood has dead bushes and trees that need trimmed but no one is cleaning it up on S. Pitkin Street.
- Snow removal, being proactive about code enforcement instead of reactive.
- Urban renewal projects like "the point at Nine Hill station". So please keep it up! Good work.
- Very happy in Aurora, but for beautification Brock/ concrete fencing along Buckley Rd from Mexico to Smokey Hill Rd would be great.
- Weeds.

Lower taxes/fees/cost of services

- Cut taxes to public schools.
- Lower property taxes I'm retired and on fixed income.
- Lower property taxes.
- Lower taxes.
- Lower taxes/ better community image.
- Lower the sales tax rate.
- Reduce property tax after 5 years, living in home.
- Reduce taxes.
- Reduce taxes.
- Stop increasing house taxes.
- Use my high property taxes better!

Cost of living/affordability

- Affordable 55 and over neighborhood.
- Affordable housing I'm okay now, but I worry about the future for seniors.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing/ high rises/ make Parker road safer for cars & walking.
- Affordable living for seniors.
- Assisting people on fixed incomes.
- Bajar costos de vivienda, reparar carreteras, aumentar la seguridad y fomentar empleos bien remunerados (reduce costs of living, repair roads, increase the security and promote well-paid jobs)
- Bajar el precios de rentas (Lower rent prices)
- Cost of living & taxes are out of control.

- Cost of living houses townhouses apartment.
- Cost of living is getting so high I'm worried that the diverseness of Aurora will change as the cost of living there gets higher and higher.
- Decrease cost of living.
- Get decent housing at decent prices. Get rid of the thugs who terrorize everyone!
- Housing.
- Keep housing rents affordable.
- Lower the cost of housing.
- Make it affordable
- More affordable housing options.
- More affordable housing.
- More affordable/ low income housing.
- More cost friendly family activities (see Jeffco & wheat ridge for examples).
- More discounts for seniors.
- More low income housing.
- Real affordable housing for those that need it.
- Rent freeze so I'm not homeless no more.
- Stabilize rent rates.

Image/reputation

- Image as a nicer city not bedroom.
- Improve Aurora's image.
- Improve overall "Image" of Aurora.

Mental health/medical/healthcare/social services

- As a medical marijuana patient, I resent having to go outside Aurora for my medication, but recreational is allowed. Hypocritical.
- Better mental health services and health affordable for all.
- Do something about the increase of homeless people over the last five year.
- Get the panhandlers off the street corners.
- Healthcare.
- Help the homeless and low income housing.
- Help the homeless population.
- Helping the homeless and the school shooting.
- I have a hard time getting into a medical visit, so I have to go all the way downtown instead of 3 miles down the street.
- If possible take care of the homeless.
- I'm not a city planner, all issues below are valid. Is Aurora able to provide more healthcare (affordable) or mental health treatment? Probably not.
- Make mental health services more accessible
- Mental health services for medicaid recipients, mill levy funds for people w/ developmental disabilities, compost pick up w/ trash.
- More services for seniors and handicapped.
- Open the va hospital
- Provide additional & better quality nursing home.
- Provide health ins. benefits/ program.
- Senior services in Southeast Aurora.
- Wish I had a back center or trails in my area & services for older residents not based on income but need.

Water/utilities

- Add water/ sewer line coverage to water bill.
- Better water.
- Lower water bill.
- Provide city wide recycling pick up, and lift the ban on certain dog breeds.
- Send water down the high line canal spring & summer the cotton wood trees are dying.
- Trash and recycling
- Waste disposal.
- Water supply (making sure there is enough).
- When I bought in Aurora the water dept. forced me to pay the previous owners bill before they would turn my water on "wrong" this was not my bill but I had to pay it to get water.

Growth/development

- A program to reduce population.
- As a civil engineer, make development easier & improve your submittal website!
- Closely regulate new home construction volume & quality. Volume in regard to water resources long term and quality in regard to long term stability. These new homes are built very very poorly it will detract from Aurora in the long term.
- Less high density housing everywhere. Traffic is awful!
- Limit growth.
- Need to promote construction of dwellings to supply the demand & reduce overcrowding.
- Reduce residential & retail new buildings.
- Slow down expansion. Traffic congestion is horrible. Future water needs? Take care of what we have.
- Slow down growth very crowded schools roads.
- stop building so many apartments
- Stop the high density, "affordable" housing in fill! Drags my property values down.
- Think before building warehouses.

Economic development

- Better payed jobs.
- Bring in larger businesses that pay taxes to Aurora.
- Build the market place for diverse people to rent for selling their cultural things.
- Continue to recruit new companies/ business.
- Convention type hotel.
- Encourage a Trader Joes in SE Aurora
- Entice more business growth into bedroom communities so there are more restaurants and services available.
- Fun, classier, singles bars & restaurants with activities such as Karaoke, trivia, patios, music. Bring classy 30's with \$ together!
- Good fine dining restaurants, Grocery stores (trader Joe's, whole foods) to occupy the vacant Safeway/ parkway on Gartrell and Aurora Pkwy.
- Grocery store in 80018 area.
- Improve access to grocery stores & affordable gas, as well as reduce travel congestion for residents living along gun club road
- In 80019 better grocery stores.
- Induce large employees to relocate to Aurora.
- More American like diners.

- More small/non-national business development in SE Aurora new development. Rec Center near Southlands. Better traffic light timing. Ditch agreement with E-470 and widen Gun Club from Southlands to Airport Blvd.
- More stores by Colfax & tower.
- More up scale dining.
- Nice theater/ art center for all ages central location! (Like the one in Parker or lone tree).
- Offer employment for over 55 people (part time).
- Provide commercial/ retail (grocery store) for our neighborhood.
- Redevelopment of old town Aurora and expansion in the outskirts.
- Restaurants.
- Shopping options.
- Store to be open 24 hrs again! (Walmart).
- Too many strip malls that are unused & rundown looking.
- WE need higher end restaurants in the 2251 Parker rd. corridor offer rebates?

Other

- Aurora can not change the attitude of its inhabitants.
- Be a sanctuary city (close Geo facility).
- better quality of life for Aurorans living in the more depressed part of our city
- Better response by person or recordings to routing of calls and process.
- Corporate with ice and enforce deportation of "Illegal". Immigrants!!!
- Don't be a sanctuary city. Co operate with ICE. Please.
- Ending Sanctuary status.
- For the sake of hospitals & nursing homes stop turning on the Siren when the storm is 25 miles East and moving away. Half the time no 'All clear' 13 blown. It's the NWS, but it's bad for the city.
- Get politics out of the books provided or removed from library! I have proof!
- Get rid of the illegal immigrants in our city!
- Getting rid of 3 4 5 families in a single family home & 6 8 cars parked on lawns.
- Give back to those who use solar or other energy saving programs.
- Have trouble conversing with neighbors many don't & won't speak English.
- Having a no kill animal shelter.
- Housing and job discrimination.
- I'm in Heather Gardens, so I don't get around the city tax after. Not sure.
- Just to do better all.
- Keep quality of life high in the older wards, not just the new developments.
- Make more opportunities available for those that are low income, disabled, & have other barriers, sustain...but first obtain employment through proven & effective means.
- Make the poorer sections just as important as the rich areas.
- More accessible homes.
- More adult living homes.
- More caring, quality employees.
- More diversity in all of city government Resident for almost 40 yrs and the diversity in government is the same or lower.
- Move section 8 housing & monitor it better!
- Multi families living in single family homes.
- No feeling of group goals on city council; too much detention.
- Police brutality.
- Politicians should be more interested in doing their jobs than just collecting salaries.

- Quite putting a limit on income the elderly can make, which keeps them from getting the help they need like from (Inno vage).
- Racism.
- Remove illegal immigrants. Stop requesting refugees. Stop communicating in multiple languages. Encourage assimilation before additional immigration!!!
- Remove/ deport illegals. Our reputation is impacted!
- Respect for civil servants.
- Sanctuary city?
- Service.
- Shift attention to older neighborhoods. Less attention to new development.
- Stop being so nosy
- Taking care of people that have been here/ born here for 50 to years, not worrying about immigrants.
- Tear down the buildings on the corner of Colfax & Peoria.
- Town is packed w/ Latino's I watched schools go from 5% Latino (25 yrs ago) to 90% Latino now.

Question 18: What comes to mind when you think of Aurora? (Select all that apply.) Other responses

Crime/safety

- 50% nice city, 50% crime filled.
- aurora killing at movie shooting 16 and mall.
- Crime
- Crime & illegals.
- Crime, gangs, poverty.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime.
- Crime/ murder.
- Dangerous & dirty its an embarrassment.
- Ghetto.
- great fire and police responsiveness
- Shootings.
- Some what scary.
- The "hood".

Cost of living

- Affordability to live safely.
- Affordable low income housing thru Hud.
- Alto costo de vida en general (High cost of living in general)
- High tax.

Immigration/sanctuary city

- Illegals.
- Sanctuary city (not good!).
- Sanctuary city.
- Sanctuary.

Something else negative

- Bad traffic (esp on 225).

- Needs Improvement
- Undesirable

Other

- Almost.
- E470
- Good water
- Home.
- Huge.
- I live here.
- I think y'all can do a better job with environmental cleaning. Our tax dollars should be used to clean, add flowers, plants, clean the trails, like Cherry creek or Parker lane tree etc.
- Less crowded more diverse.
- No.
- None of the above.
- Not crowded like Denver.
- Rude, angry people, terrible traffic, shitty schools.
- Slums/ 2 many years 4 one house.
- Specifically Cherry Creek schools.
- varied reputation based on area os city
- Western modern living style.

What ONE thing do you think Aurora should be known for?

Affordability

- Affordability.
- Affordable area
- Affordable but safe w/ great schools, dining[?] cultural events.
- Affordable housing
- Affordable housing and good medical care.
- Affordable housing easy access.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing.
- Affordable housing/ danger driving parked road.
- Affordable living with close parks 7 open space.
- Affordable living.
- Affordable suburban living.
- Affordable to live and raise a family.
- Affordable.
- Affordable.
- Affordable; growing.
- Comfortable, affordable living.
- Comfortable, Financially Affordable place to live
- Home prices (Good).
- More affordable housing.
- Reasonable costs of living was commercial accessibilities.

Diversity/culture/inclusion/accessibility

- Acceptance
- Accessible.
- Accessible.
- Accessible.
- Accessible.
- All areas are equal in opportunities. Cleanliness.
- Aurora should be known for its accessibility and openness.
- Aurora should be known for its ethnic diversity.
- Being diverse.
- Being diverse.
- Better support for arts & culture.
- Culturally diverse & welcoming to all.
- Culture and diversity.
- Culture.
- Diverse community.
- Diverse culture.
- Diverse cultures.
- Diverse for sure is a very good.
- Diverse friendly.
- Diverse population.
- Diverse population.
- Diverse, accepting community.
- Diverse, Inclusive.
- Diverse.
- Diverse.
- Diverse.
- Diverse.
- Diverse.
- Diverse.
- Diversity
- Diversity
- Diversity
- diversity
- Diversity
- Diversity & kindness.
- Diversity & Safety.
- Diversity & welcoming that diversity.
- Diversity and welcoming.
- Diversity in a good way.
- Diversity that is welcoming/ affordable to everyone.
- Diversity!
- Diversity, parks, new business.
- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Diversity.

- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Diversity.
- Due to its geographical size & shape, it is extremely diverse & different.
- Equal opportunity (ies).
- Equality treatment.
- Equality.
- Ethnic diversity.
- Fairness.
- inclusiveness
- Innovation & technology for a "green" environment & safe family friendly city.
- International community.
- It's diverse, community.
- Open, friendly, cultural diversity.
- Our diversity.
- Peaceful diversity.
- Por el desarrollo urbabo accesible para todos seguridad en las carreteras y en general y oportunidad de empleos bien remunerados (For urban development accessible to all, road safety and in general and opportunity for well-paid jobs)
- por la diversidad cultural (for cultural diversity)
- That it is very diverse It has a lot to offer !
- The Diverse Population.
- To be a more accessible city.
- Unfortunately, it is known for the theater shooting. A better option would be a commitment to inter cultural peace.
- Welcome the diverse new commerce but not a sanctuary city we are Austrians must make it clean that be abide with Federal leave and will not can dome sanctuary to my illigates
- Welcoming to the international community, embracing diversity.
- Well educated diverse student population.

Schools

- Better public schools I rank this as high as public transportation.
- Better schools.
- Better schools.
- Good Schools
- Great public schools.
- great schools
- Great schools.
- Quality schools the children are not afraid to attend.
- Reputation for quality schools is very low. Testing scores seem to be the focus.
- Schools.
- Schools.
- Schools.
- Schools/ safe location.

Safety

- (Safe) & affordable, (clean & desirable).
- A safe city.
- A safe place for people of all ages & backgrounds. Need good school fire & police for safety & community service.
- A safe place to live.
- Being a safe place to raise a family.
- Being a safe, affordable, beautiful, active city.
- Being safe!
- Crime.
- Good ,safe place to live at work in.
- Great police force.
- Great safe place to live with all of the shopping & ammenities people need
- Honest policing.
- Honesty Police & fire protection
- It's safe city to live in.
- Keeping all of their wards viable & safe.
- Less crime.
- Little or no crime
- Low crime and no homeless people.
- Making efforts to make safe city. Upscasling.
- Police decreasing crime & changing to safer city ! Police are doing their best but we need more!!
- Safe affordable neighborhoods.
- Safe and beautiful place to live.
- Safe city.
- Safe for families w/ children.
- Safe living environment.
- Safe neighborhoods or hood schools which neither apply.
- Safe neighborhoods.
- Safe neighborhoods.
- Safe neighborhoods.
- Safe place to live.
- Safe place to live.
- Safe to live.
- Safe, roads, neighborhoods, shopping centers,schools parks.
- Safe.
- Safe.
- Safety "improvement".
- Safety & a sense of community.
- Safety & it's not.
- Safety & quality of living.
- Safety (we need safe and affordable living, health and education).
- Safety and affordability.
- Safety and Community
- Safety and unfortunately it is not.
- Safety of families.
- Safety of it's citizens.
- Safety.
- Safety.

- Safety.
- Safety.
- Safety.
- Safety.
- Should be safety, but it's not in our neighborhood.
- Should strive to be a safer city when I moved here I felt it was but no more.
- That it is a safe place to live.

Community/friendly/neighborly

- A positive place to live.
- Communities.
- Community
- Community that helps each other !
- Community.
- Community.
- Community.
- Community.
- Community.
- Easy going and friendly.
- Friendliness getting along with people.
- Friendliness.
- Friendly & safe.
- Friendly city.
- Friendly community.
- Friendly community.
- Friendly people.
- Friendly safe neighborhood.
- Friendly toward veterans.
- Friendly.
- Greatest, welcoming city. Diversity.
- Growing community
- Its people.
- Neighborly
- Neighborly
- People and business friendly.
- Sense of community.
- The good community.
- The people.
- To be open & friendly to everyone in its borders.

Family/family friendly

- A good city for families to raise their families.
- A great place to live, work & raise a family.
- A nice community to raise a family.
- Being family friendly.
- Being family oriented & safe.
- Better places to live, and have kids.
- Families.
- Family and safety international diverse.
- Family coming together for recreational activities.

- Family community.
- Family friendliness.
- Family friendly safe community.
- Family friendly, education (which it's not) beautiful.
- Family friendly.
- Family oriented
- Good place to raise a family/ grow up.
- Great city to live for family.
- I would like it to be known as a great place to live and raise your kids but a lot of people who don't live in Aurora think it is scary.
- Welcoming, family friendly.

Location/access

- Access without the cost and hubbub of living in a busy city.
- Close to Buckley AFB.
- Close to everything.
- Convenient location to access other places in metro area.
- Ease of access (commuting, etc.)
- Ease of access, RTD.
- Ease of commuting.
- Easy access to shopping, recreation, health etc
- Easy access to various transportation opportunities.
- Gateway to the Rockies.
- Gateway to the rockies.
- Light rail to airport .
- Light rail.
- location
- Location, location, location.
- Location.
- Location.
- Location.
- Not far from Dia.
- Proximity to Denver
- View of the mountains quality roads less congestion.

Parks/recreation/open space

- Bike trails.
- Golf.
- Good parks.
- High line canal.
- I feel it promotes an active lifestyle.
- Lots of open space and wildlife.
- New plant planting different tree in park & field.
- Open space.
- Open spaces and trails.
- Parks and recreation.
- Parks/ sports, gun safety advocacy.
- Pleasant place to live and relax through parks,walking/biking trails,etc.
- The quality of the streets, water, & public parks (open space).

- The reservoirs and parks
- Toll gate creek trail (eons concrete).

Growing/changing/developing/progressing

- Always changing for the "better".
- Being flexible with and in the future.
- Changing for the Better.
- City on the rise.
- Developing.
- Development & perception improvement.
- Growing
- Growing traffic. Prevent migration.
- Growing.
- Growing.
- Growth.
- Growth.
- Growth.
- Improvements.
- Intelligent growth.
- Its growing community.
- modern
- Most improved.
- Opportunity.
- Possibilities.
- Progress.
- Progress.
- Progressive.
- Vacuous as a whole, is growing much too fast.

Shopping/amenities/businesses

- Better restaurants.
- Business opportunities.
- Shopping & Entertainment.
- Shops.

Beauty/cleanliness

- Beautiful city.
- Clean , safe place to live. Or schools would be a big draw if better.
- Clean and inviting.
- Clean and safe neighborhoods
- Clean, tree lined, & gun free.
- Clean.
- Cleanliness beauty.
- Cleanliness, responsive to citizens requests, maintaining high standards.
- The well kept streets and the property.
- Tree lined safe clean community.

Medical access/facilities

- Anschutz medical campus.
- Finishing the VA hosp.

- Fitzsimmons/ Anschutz medical facilities.
- Med center & CU med school at Fitzsimmons.
- Medical campus, comfortable, friendly, safe, active.
- Medical campus.
- The hospitals.

Quality of life/livability

- A decent community.
- A good place to live !!
- A great place to live.
- A pleasant place to call home.
- Ambition for positive improvement in quality of life.
- As a great place to live and not the crime infested city a lot of people think it is.
- Being the best city on Colo. front range.
- Great place to live.
- High quality of life good water, fresh air. Kid & dog friendly.
- Livability.
- Livability.
- Livability.
- Livable
- Livable.
- Nice place to live.
- Nice South half living.
- Quality of life
- Quality of life.
- Quality of life.
- Quality of life.
- Quality of life.
- Quality of life.
- Quiet life.
- Sustainable designs. Walkable living.
- The whole of Aurora should be known as desirable
- A Government that gives back to its residents.
- Good government.
- Good infrastructure & planning.

"Not Denver"

- A rational alternative to Denver.
- Big suburb of Denver.
- Largest suburb of Denver!
- Not being Denver.
- That we are not Denver, we have our own identity.

Other

- A dump.
- A poor community.
- An American city!
- Aurora CO.
- Awful traffic.

- Baseball.
- Before moving to aurora should knows assimilation is not encourage Sanctuary city unable to communicate with neighbors. If you are English you feel out of place in malls and other shopping areas.
- Being a sanctity city Bad move !!
- Being more than a bedroom community.
- Colorado community Church.
- Corporation with immigration enforcement.
- Downtown Aurora is now Nasty. Was very nice when I was a child.
- Excitement.
- Getting rid of all the Illegals!!
- Good public transportation.
- Good water.
- Great public services fear I police.
- High cost of living.
- History.
- horrible city
- I want it to be bully breed friendly.
- Improvement of reputation, especially the North end.
- It is currently known as ghetto, and shameful to live here, but if alot of crime stops and alot of the negative people that make it that way leave it could be known as the city that shines!
- It's history.
- Keeping city image positive as possible.
- Less congestion, affordable housing, less crime.
- Lots of thrift stores.
- Making life easier.
- Nascar.
- No speed limit.
- NOISE
- Not being a sanctuary city.
- Not being overcrowded.
- Peaceful, thriving.
- Plan your errands you always have to take a right turn.
- Please do not block garage doors, when remove snow. Thank you.
- Protecting property values of long time homeowners.
- Right now it is known for crime not a good thing.
- Smaller communities inside large city.
- Sports.
- Stay away from anything north of Alameda.
- Technology.
- Too expensive to live.
- Traffic congestion on Gun Club Road, especially at Gun Club Road and Quincy Ave.
- Traffic sucks.
- Unfortunately aurora is known for all the shootings an the news.
- Unfortunately Aurora now is known for becoming a Sanctuary City.
- Unique, fun, eclectic things to do. The "older" downtown crowd after they more on from the Denver scene.
- Urban Suburbs
- Wide roads.

- You buy a home in a very nice neighborhood and Aurora will put section 8 housing to the north & south of you. No longer feel as safe. Lots of drug activity. Have heard gun shots, burglaries, vandalize on to cars homes. Thank you, Aurora !!

Appendix C: Survey Results Compared by Year of Survey

Because this survey was the fourth in a series of resident surveys, the 2018 results are presented along with past ratings when available. Differences between years can be considered “statistically significant” if they are seven percentage points or more around any given percent. Trend data for the City of Aurora represent important comparisons and should be examined for improvements or declines. Deviations from stable trends over time especially represent opportunities for understanding how local policies, programs, or public information may have affected residents’ opinions.

For ease of comparison, the results from past surveys are reported using the percent positive (e.g., “excellent” and “good”).

Table 49: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	2008	2013	2016	2018
Aurora as a place to live	64%	73%	74%	76%
Your neighborhood as a place to live	59%	74%	70%	71%
Aurora as a place to raise children	50%	57%	59%	63%
Aurora as a place to work	49%	58%	57%	66%
Aurora as a place to visit	NA	40%	50%	47%
Aurora as a place to retire	37%	49%	53%	54%
The overall quality of life in Aurora	57%	64%	63%	69%

Table 50: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	2008	2013	2016	2018
Overall feeling of safety in Aurora	NA	45%	47%	51%
Overall ease of getting to the places you usually have to visit	NA	71%	70%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	46%	75%	71%	73%
Quality of overall “built environment” of Aurora (including overall design, buildings and transportation systems)	NA	54%	55%	55%
Health and wellness opportunities in Aurora	NA	62%	64%	64%
Overall opportunities for education and enrichment	49%	54%	56%	61%
Overall economic health of Aurora	NA	45%	52%	53%
Sense of community	33%	39%	47%	41%
Overall image or reputation of Aurora	28%	32%	38%	37%

Table 51: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	2008	2013	2016	2018
Recommend living in Aurora to someone who asks	72%	74%	75%	75%
Remain in Aurora for the next five years	74%	77%	74%	77%

Table 52: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	2008	2013	2016	2018
In your neighborhood during the day	85%	83%	82%	81%
In Aurora's commercial areas where you shop and dine during the day	75%	77%	80%	79%

Table 53: Question #5: Community Characteristics

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	2008	2013	2016	2018
Traffic flow on major streets	37%	53%	46%	41%
Ease of public parking	49%	67%	67%	67%
Ease of travel by car in Aurora	50%	65%	65%	63%
Ease of travel by public transportation in Aurora	49%	49%	49%	49%
Ease of travel by bicycle in Aurora	51%	55%	55%	58%
Ease of walking in Aurora	52%	59%	55%	63%
Availability of paths and walking trails	55%	65%	63%	70%
Cleanliness of Aurora	39%	48%	48%	46%
Overall appearance of Aurora	37%	48%	53%	50%
Public places where people want to spend time	NA	50%	55%	56%
Variety of housing options	62%	63%	46%	50%
Fitness opportunities (including exercise classes and paths or trails, etc.)	NA	63%	66%	67%
Recreational opportunities	50%	58%	60%	63%
Availability of affordable quality food	55%	70%	65%	72%
Availability of affordable quality health care	43%	66%	60%	64%
Availability of preventive health services	48%	66%	61%	64%
Availability of affordable quality mental health care	NA	54%	43%	51%

Table 54: Question #6: Community Characteristics

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	2008	2013	2016	2018
Adult educational opportunities	NA	65%	61%	61%
Opportunities to attend cultural/arts/music activities	42%	43%	49%	46%
Opportunities to participate in religious or spiritual events and activities	NA	71%	73%	70%
Employment opportunities	31%	38%	50%	55%
Shopping opportunities	68%	69%	70%	68%
Cost of living in Aurora	NA	47%	39%	40%
Overall quality of business and service establishments in Aurora	60%	57%	62%	62%
Vibrant commercial areas to shop and dine	NA	48%	56%	57%
Overall quality of new development in Aurora	61%	57%	64%	61%
Opportunities to participate in social events and activities	44%	42%	45%	53%
Opportunities to volunteer	56%	60%	58%	59%
Opportunities to participate in community matters	47%	56%	51%	52%
Openness and acceptance of the community toward people of diverse backgrounds	55%	63%	62%	63%
Neighborliness of residents in Aurora	NA	45%	46%	49%

Table 55: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	2008	2013	2016	2018
Made efforts to conserve water	NA	92%	82%	87%
Made efforts to make your home more energy efficient	NA	81%	73%	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	NA	53%	50%	46%
Household member was a victim of a crime in Aurora	23%	15%	20%	21%
Reported a crime to the police in Aurora	73%	24%	30%	24%
Stocked supplies in preparation for an emergency	NA	40%	26%	23%
Campaigned or advocated for an issue, cause or candidate	NA	23%	16%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	51%	43%	37%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	NA	17%	12%	18%

Table 56: 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? (Percent at least once)	2008	2013	2016	2018
Used City or community recreation centers or their services	54%	51%	48%	58%
Visited a neighborhood park or City park	86%	84%	78%	82%
Used Aurora public libraries or their services	76%	60%	61%	64%
Participated in religious or spiritual activities in Aurora	NA	44%	39%	44%
Attended a City-sponsored event	NA	36%	29%	30%
Used bus, rail or other public transportation instead of driving	35%	37%	41%	44%
Carpooled with other adults or children instead of driving alone	NA	42%	40%	48%
Walked or biked instead of driving	NA	45%	42%	55%
Volunteered your time to some group/activity in Aurora	29%	31%	28%	28%
Participated in a club	17%	24%	16%	20%
Talked to or visited with your immediate neighbors	94%	93%	84%	83%
Done a favor for a neighbor	90%	84%	73%	80%

Table 57: 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? (Percent at least once)	2008	2013	2016	2018
Attended a local public meeting	23%	23%	19%	19%
Watched (online or on television) a local public meeting	39%	19%	20%	18%

Table 58: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	2008	2013	2016	2018
Police services	64%	71%	71%	72%
Fire services	87%	91%	89%	90%
Ambulance or emergency medical services	83%	86%	85%	87%
Crime prevention	37%	48%	52%	53%
Fire prevention and education	55%	60%	64%	69%
Traffic enforcement	52%	53%	54%	57%
Street repair	27%	42%	31%	41%
Street cleaning	40%	52%	43%	52%
Street lighting	46%	54%	47%	61%
Snow removal	42%	46%	36%	52%
Sidewalk maintenance	39%	47%	38%	50%
Traffic signal timing	42%	41%	46%	49%
Bus or transit services	52%	56%	53%	63%
Storm drainage	53%	57%	55%	71%
Drinking water	63%	81%	76%	75%
Sewer services	58%	76%	77%	77%
Water utility billing	NA	58%	60%	66%
City parks	67%	71%	69%	79%
Recreation programs or classes	65%	65%	70%	68%
Recreation centers or facilities	60%	61%	63%	70%
Land use, planning and zoning	39%	44%	42%	50%
Code enforcement (weeds, abandoned buildings, etc.)	29%	37%	36%	45%
Animal control	52%	54%	53%	59%
Economic development	38%	46%	53%	54%
Public library services	70%	71%	71%	81%
Public information and communication	47%	51%	51%	57%
Aurora cable channel 8 or AuroraTV.org programming	53%	57%	53%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	48%	58%	55%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	47%	62%	58%	62%
Aurora open space	NA	60%	56%	68%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	NA	70%	70%	72%
Overall customer service by Aurora employees	62%	60%	60%	63%

Table 59: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	2008	2013	2016	2018
The City of Aurora	50%	64%	64%	70%
The Federal Government	37%	28%	40%	46%

Table 60: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	2008	2013	2016	2018
The value of services for the taxes paid to Aurora	35%	44%	46%	48%
The overall direction that Aurora is taking	44%	56%	58%	56%
The job Aurora government does at welcoming citizen involvement	38%	43%	47%	54%
Generally acting in the best interest of the community	NA	49%	54%	58%
Being honest	NA	46%	50%	61%
Treating all residents fairly	NA	46%	50%	59%
Overall confidence in Aurora government	NA	44%	49%	55%

Table 61: Question #13: Like Most About Aurora

Which of the following characteristics describe what you like most about living in Aurora? (Please select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	2008	2013	2016	2018
Parks	NA	50%	46%	52%
Location	NA	56%	54%	58%
Neighborhoods	NA	36%	32%	40%
Schools	NA	27%	26%	37%
Safety of community	NA	27%	31%	30%
City history/heritage	NA	8%	9%	10%
Friends and family	NA	45%	45%	47%
Cost of living	NA	48%	45%	41%
Recreation facilities and programs	NA	25%	29%	33%
Sense of community/hometown feel	NA	22%	20%	20%
Overall image/reputation of Aurora	NA	12%	14%	13%
Other	NA	7%	10%	8%

Table 62: Question #14: Improving Quality of Life in Aurora

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?	2008	2013	2016	2018
Code enforcement/cleanliness/beautification	NA	NA	5%	12%
Community activities/programs/services	NA	NA	13%	6%
Development (housing, downtown, business)	NA	NA	14%	0%
Lower taxes/fees/costs of services	NA	NA	4%	2%
Parks and recreation	NA	NA	7%	8%
Public transportation	NA	NA	6%	5%
Safety	NA	NA	15%	12%
Schools	NA	NA	6%	8%
Traffic/roads/paths	NA	NA	17%	17%
Cost of living/affordability	NA	NA	0%	8%
Image/reputation	NA	NA	0%	1%
Water/utilities	NA	NA	0%	2%
Growth/development	NA	NA	0%	5%
Public transportation/buses	NA	NA	0%	0%
Economic development	NA	NA	0%	6%
Other	NA	NA	12%	8%

Table 63: 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? (Percent "essential" or "very important")	2008	2013	2016	2018
Updating existing parks	NA	38%	50%	51%
Building a new, large-scale park	NA	25%	35%	31%
Building Southeast athletic fields complex and buildings	NA	25%	40%	33%
Building a new year-round sports center (indoor facility)	NA	32%	47%	41%
Adding a new cultural arts complex	NA	30%	34%	41%
Building a new police firearms training and qualifications facility	NA	37%	49%	46%
Building new fire stations	NA	45%	58%	51%
Updating the police headquarters facility	NA	37%	44%	46%
Building a new district police station	NA	30%	43%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	NA	46%	59%	57%
Transportation access to /from southeast Aurora	NA	44%	60%	59%
Transportation access to /from Parker Road Corridor	NA	48%	62%	54%
Transportation access to /from I-225 Corridor	NA	54%	64%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	NA	60%	78%	78%
Building and improving medians	NA	33%	45%	44%
General improvements around light rail facilities	NA	51%	59%	50%
Updating technology systems to improve citizen interaction with City services	NA	41%	58%	53%
Constructing new Southeast maintenance facilities for City operations	NA	27%	42%	41%

Table 64: 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? (Percent "high" or "medium" need)	2008	2013	2016	2018
Parks and open space	NA	69%	78%	77%
Recreation facilities	NA	65%	79%	76%
Public safety facilities	NA	77%	84%	85%
Transportation (roads, medians, bike routes)	NA	86%	88%	92%

Table 65: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	2008	2013	2016	2018
Aurora Sentinel	NA	55%	57%	54%
Denver Post	NA	64%	61%	60%
City Newsletter	NA	47%	51%	50%
City web site (auroragov.org)	NA	51%	56%	59%
City marketing website (auroraworthdiscovering.com)	NA	NA	NA	30%
City of Aurora on Facebook	NA	20%	33%	35%
City of Aurora on Twitter	NA	12%	21%	27%
Aurora Channel 8	NA	16%	34%	34%
AuroraTV.org	NA	NA	26%	30%
Word of mouth	NA	81%	77%	74%
Television	NA	80%	80%	69%
Radio	NA	66%	67%	58%

Appendix D: Comparisons by Respondent Characteristics

For most of the questions, only one number for each question in these subgroup comparison tables is shown for ease of comparison. These summarized responses show only the proportion of respondents giving a certain answer; for example, the percent of respondents who felt the quality of life in Aurora was “excellent” or “good.”

The subgroup comparison tables contain the cross tabulations of survey questions by selected respondent characteristics. Chi-square or ANOVA tests of significance were applied to these breakdowns of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between groups are due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

For each pair of subgroups that has a statistically significant difference, an upper case letter denoting significance is shown in the category with the larger column proportion. The letter denotes the category with the smaller column proportion from which it is statistically different. Differences were marked as statistically significant if the probability that the differences were due to chance alone were less than 5%. Categories were not used in comparisons when a column proportion was equal to zero or one.

Items that have no upper case letter denotation in their column and that are also not referred to in any other column were not statistically different.

For example, in Table 66 on the following page, 82% of respondents in Wards 4 (D), 5 (E) and 6 (F) rated Aurora as an excellent or good place to live. This proportion of respondents was statistically significantly higher than respondents in Ward 1 (A), and is indicated by the A in the cell for the rating of respondents in Wards 4, 5 and 6.

In another example from the same table, neighborhood as a place to live was rated higher by respondents in Wards 2, 3, 4, 5 and 6, than respondents in Ward 1. This is indicated by an A in the cell of the ratings for Wards 2, 3, 4, 5 and 6. The cell for Ward 6 also contains a B and a C in addition to the A. This indicates that those in Ward 6 rated neighborhood as a place to live statistically significantly higher than respondents in Ward 1 (A), Ward 2 (B) and Ward 3 (C).

Responses to Select Survey Questions Compared by Council Ward

Highlights

- Survey participants who resided in Council Wards 4, 5 and 6 were more likely to have given higher ratings to aspects of quality of life than were those who resided in Wards 1, 2 and 3.
- Those who lived in Ward 3 gave the highest ratings to overall feeling safety in Aurora, while those in Ward 1 gave the lowest.
- Ward 1 residents were the least likely to recommend living in Aurora to someone who asked.
- Ratings for several of the community opportunities and community characteristics were lowest for Ward 1 and higher for Wards 4, 5 or 6.
- Reported crime victimization was highest in Ward 3.
- Those who lived in Wards 1, 2, 3 or 5 were more likely to have used public transportation than those in Wards 4 or 6.
- Those who lived in Wards 2, 4, 5 or 6 were more likely to have reported interacting with their neighbors than those who lived in Wards 1 or 3.
- In general, ratings of City services were lower among those who lived in Ward 1 compared to those who lived in other Wards.
- The characteristics most likely to be chosen as what describes what they like most about Aurora among Ward 1 residents was the cost of living, while for Ward 3 residents it was parks, and for residents in Wards 2, 4, 5 and 6 it was the location.
- Across all six Wards, the top priority for the City's efforts in the next three years was transportation improvements. However, for those in Ward 1, the second most important effort was updating technology systems to improve citizen interaction with City services, while for those in Ward 2 it was transportation access to/from southeast Aurora and from the Parker Road Corridor. In Ward 3, the next top priorities were updating existing parks and a new police firearms training and qualifications facility. In Ward 4, the next top priority was improving transportation access to/from Fitzsimons/Anschutz Medical Center. For those living in Wards 5 and 6, the next top priority was transportation access to/from the I-225 Corridor.
- For who lived in Ward 1, the item that was most likely to come to mind when thinking of Aurora was medical campus, while for those in the other Wards it was close proximity to Denver and DIA.
- The greatest proportion of residents rating their perception of Aurora as "positive" was in Ward 5, while the lowest proportion was in Ward 1.

Table 66: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Aurora as a place to live	60%	74%	68%	82% A	82% A	82% A	76%
Your neighborhood as a place to live	33%	66% A	68% A	77% A	81% A	86% A B C	71%
Aurora as a place to raise children	40%	56%	57%	68% A	74% A	74% A	63%
Aurora as a place to work	45%	61%	62%	74% A	75% A	75% A	66%
Aurora as a place to visit	44%	38%	64% B E F	49%	43%	42%	47%
Aurora as a place to retire	42%	35%	60% B	60% B	65% B	53%	54%
The overall quality of life in Aurora	52%	66%	63%	74%	76% A	73%	69%

Table 67: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Overall feeling of safety in Aurora	32%	48%	59% A	51%	52%	54%	51%
Overall ease of getting to the places you usually have to visit	74%	78%	69%	75%	74%	77%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	52%	72%	78% A	77% A	73% A	78% A	73%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	48%	65%	53%	57%	52%	51%	55%
Health and wellness opportunities in Aurora	34%	75% A	67% A	60% A	65% A	70% A	64%
Overall opportunities for education and enrichment	50%	57%	70%	53%	60%	69%	61%
Overall economic health of Aurora	33%	66% A	50%	44%	51%	64% A	53%
Sense of community	33%	39%	44%	41%	40%	44%	41%
Overall image or reputation of Aurora	41%	37%	47%	29%	34%	35%	37%

Table 68: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Recommend living in Aurora to someone who asks	58%	78%	71%	80% A	79% A	77%	75%
Remain in Aurora for the next five years	65%	80%	76%	81%	77%	78%	77%

Table 69: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
In your neighborhood during the day	68%	70%	78%	85%	87% A B	94% A B	81%
In Aurora's commercial areas where you shop and dine during the day	72%	77%	76%	73%	86%	86%	79%

Table 70: 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 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Traffic flow on major streets	58% B	29%	37%	41%	40%	48%	41%
Ease of public parking	67%	57%	68%	67%	65%	76%	67%
Ease of travel by car in Aurora	61%	54%	67%	59%	67%	66%	63%
Ease of travel by public transportation in Aurora	55%	49%	55%	58%	43%	36%	49%
Ease of travel by bicycle in Aurora	55%	59%	69% F	62%	57%	44%	58%
Ease of walking in Aurora	67%	59%	70%	68%	58%	58%	63%
Availability of paths and walking trails	60%	70%	79%	75%	67%	69%	70%
Cleanliness of Aurora	25%	44%	63% A D	36%	47%	52% A	46%
Overall appearance of Aurora	34%	52%	56%	48%	52%	54%	50%
Public places where people want to spend time	32%	60% A	64% A	54%	57% A	58% A	56%
Variety of housing options	31%	55% A	45%	51%	58% A	55%	50%
Fitness opportunities (including exercise classes and paths or trails, etc.)	47%	66%	67%	69%	73% A	72% A	67%
Recreational opportunities	52%	67%	57%	67%	64%	66%	63%
Availability of affordable quality food	58%	65%	70%	80%	71%	83% A	72%
Availability of affordable quality health care	51%	67%	61%	70%	62%	70%	64%
Availability of preventive health services	51%	64%	66%	71%	61%	66%	64%
Availability of affordable quality mental health care	64%	48%	51%	54%	52%	44%	51%

Table 71: 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 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Adult educational opportunities	51%	62%	72%	64%	53%	63%	61%
Opportunities to attend cultural/arts/music activities	49%	46%	38%	46%	45%	51%	46%
Opportunities to participate in religious or spiritual events and activities	66%	66%	66%	73%	77%	71%	70%
Employment opportunities	35%	59%	51%	59%	58%	63% A	55%
Shopping opportunities	53%	67%	72%	73%	69%	71%	68%
Cost of living in Aurora	36%	38%	26%	44%	52% C	44%	40%
Overall quality of business and service establishments in Aurora	57%	56%	52%	69%	69%	65%	62%
Vibrant commercial areas to shop and dine	51%	50%	64%	62%	59%	57%	57%
Overall quality of new development in Aurora	54%	68%	62%	58%	63%	56%	61%
Opportunities to participate in social events and activities	50%	59%	49%	56%	55%	48%	53%
Opportunities to volunteer	44%	68%	45%	68%	68%	58%	59%
Opportunities to participate in community matters	53%	61%	40%	53%	52%	49%	52%
Openness and acceptance of the community toward people of diverse backgrounds	56%	68%	54%	67%	70%	61%	63%
Neighborliness of residents in Aurora	35%	54%	40%	49%	59% A	54%	49%

Table 72: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Made efforts to conserve water	89%	80%	87%	90%	92%	84%	87%
Made efforts to make your home more energy efficient	84%	74%	77%	89%	76%	75%	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	45%	46%	50%	40%	48%	47%	46%
Household member was a victim of a crime in Aurora	15%	13%	36% A B D	17%	21%	20%	21%
Reported a crime to the police in Aurora	17%	18%	33%	18%	33%	23%	24%
Stocked supplies in preparation for an emergency	20%	18%	22%	24%	32%	19%	23%
Campaigned or advocated for an issue, cause or candidate	8%	21%	21%	24%	31% A	18%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	38%	36%	42%	45%	41%	34%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	10%	8%	16%	23%	22%	25% B	18%

Table 73: 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? (Percent at least once)	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Used City or community recreation centers or their services	58%	61%	53%	55%	57%	61%	58%
Visited a neighborhood park or City park	86%	83%	78%	79%	85%	80%	82%
Used Aurora public libraries or their services	74%	54%	61%	64%	65%	68%	64%
Participated in religious or spiritual activities in Aurora	40%	36%	48%	41%	49%	47%	44%
Attended a City-sponsored event	41%	28%	42% D F	20%	31%	23%	30%
Used bus, rail or other public transportation instead of driving	62% D F	54% D F	48% F	30%	48% F	27%	44%
Carpooled with other adults or children instead of driving alone	56%	55%	45%	35%	50%	46%	48%
Walked or biked instead of driving	71% D	58%	60%	46%	50%	50%	55%
Volunteered your time to some group/activity in Aurora	40%	30%	19%	22%	31%	31%	28%
Participated in a club	29% C	19%	9%	17%	28% C	18%	20%
Talked to or visited with your immediate neighbors	70%	94% A C	58%	95% A C	89% A C	89% A C	83%
Done a favor for a neighbor	73%	85%	74%	83%	83%	78%	80%

Table 74: 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? (Percent at least once)	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Attended a local public meeting	14%	20%	23%	17%	19%	17%	19%
Watched (online or on television) a local public meeting	21%	24%	25%	10%	11%	15%	18%

Table 75: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Police services	58%	78%	69%	73%	66%	81% A	72%
Fire services	78%	94%	92%	89%	86%	94%	90%
Ambulance or emergency medical services	79%	88%	87%	91%	82%	94%	87%
Crime prevention	44%	65% E	45%	67% E	37%	58%	53%
Fire prevention and education	56%	90% A C E	62%	77%	61%	69%	69%
Traffic enforcement	43%	67%	53%	50%	56%	63%	57%
Street repair	33%	43%	41%	47%	30%	49%	41%
Street cleaning	32%	50%	43%	55%	58% A	66% A C	52%
Street lighting	47%	64%	63%	55%	71% A	60%	61%
Snow removal	39%	49%	46%	49%	58%	66% A C	52%
Sidewalk maintenance	43%	51%	48%	46%	55%	54%	50%
Traffic signal timing	59%	45%	48%	51%	48%	46%	49%
Bus or transit services	64%	69%	62%	58%	56%	68%	63%
Storm drainage	51%	72%	79% A	68%	76% A	78% A	71%
Drinking water	65%	74%	75%	72%	75%	85%	75%
Sewer services	55%	81% A	87% A	72%	76%	83% A	77%
Water utility billing	63%	70%	64%	56%	64%	74%	66%
City parks	66%	79%	82%	87% A	75%	82%	79%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Recreation programs or classes	63%	77%	56%	77%	63%	75%	68%
Recreation centers or facilities	57%	81%	71%	80%	62%	68%	70%
Land use, planning and zoning	39%	68% A F	54%	51%	51%	39%	50%
Code enforcement (weeds, abandoned buildings, etc.)	38%	57%	34%	44%	46%	47%	45%
Animal control	37%	65% A	66% A	66% A	54%	65% A	59%
Economic development	47%	57%	47%	57%	52%	61%	54%
Public library services	70%	77%	86%	88%	77%	85%	81%
Public information and communication	56%	65% C	33%	62% C	51%	73% C	57%
Aurora cable channel 8 or AuroraTV.org programming	41%	46%	48%	58%	67%	73%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	55%	61%	70%	67%	56%	72%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	46%	68%	64%	57%	68%	60%	62%
Aurora open space	56%	71%	78%	69%	65%	65%	68%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	47%	77% A	85% A	72%	65%	73% A	72%
Overall customer service by Aurora employees	59%	69%	54%	72%	61%	65%	63%

Table 76: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
The City of Aurora	54%	70%	76%	79% A	65%	71%	70%
The Federal Government	49%	54%	55%	40%	36%	44%	46%

Table 77: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
The value of services for the taxes paid to Aurora	32%	44%	42%	54%	50%	58% A	48%
The overall direction that Aurora is taking	53%	50%	47%	54%	66%	65%	56%
The job Aurora government does at welcoming citizen involvement	58%	65%	45%	54%	52%	53%	54%
Generally acting in the best interest of the community	47%	62%	46%	56%	60%	71% C	58%
Being honest	45%	57%	63%	67%	61%	68%	61%
Treating all residents fairly	45%	59%	66%	52%	64%	64%	59%
Overall confidence in Aurora government	43%	64%	56%	48%	57%	54%	55%

Table 78: Question #13: Like Most About Aurora

Which of the following characteristics describe what you like most about living in Aurora? (Please select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
	(A)	(B)	(C)	(D)	(E)	(F)	
Parks	45%	55%	62%	46%	52%	50%	52%
Location	36%	60% A	55%	68% A	57%	66% A	58%
Neighborhoods	33%	29%	41%	26%	41%	61% A B C D E	40%
Schools	45%	26%	38%	23%	30%	59% B C D E	37%
Safety of community	32%	33%	21%	27%	27%	42% C	30%
City history/heritage	20% F	9%	16%	7%	11%	4%	10%
Friends and family	57%	50%	46%	35%	54%	43%	47%
Cost of living	65% B C F	29%	23%	56% B C	45% C	38%	41%
Recreation facilities and programs	35%	46% F	35%	35%	29%	23%	33%
Sense of community/hometown feel	22%	17%	21%	13%	23%	25%	20%
Overall image/reputation of Aurora	24% D F	14%	21% F	7%	12%	5%	13%
Other	7%	11%	19% D E F	6%	5%	3%	8%

Table 79: 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? (Percent "essential" or "very important")	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Updating existing parks	66% F	47%	63% F	59% F	45%	34%	51%
Building a new, large-scale park	28%	29%	35%	43%	26%	26%	31%
Building Southeast athletic fields complex and buildings	44%	29%	41%	27%	22%	39%	33%
Building a new year-round sports center (indoor facility)	35%	47%	59% D E	31%	28%	42%	41%
Adding a new cultural arts complex	44%	38%	60% B E F	43%	32%	33%	41%
Building a new police firearms training and qualifications facility	59% B	33%	63% B D F	39%	43%	41%	46%
Building new fire stations	55%	52%	58%	44%	49%	48%	51%
Updating the police headquarters facility	58%	47%	59% F	41%	44%	33%	46%
Building a new district police station	37%	51%	50%	56%	42%	37%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	77% B E F	49%	62%	72% F	51%	44%	57%
Transportation access to /from southeast Aurora	52%	66%	59%	60%	59%	56%	59%
Transportation access to /from Parker Road Corridor	36%	66% A	52%	55%	62% A	51%	54%
Transportation access to /from I-225 Corridor	55%	56%	57%	65%	63%	60%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	84%	84%	72%	77%	83%	70%	78%
Building and improving medians	53%	41%	48%	35%	46%	42%	44%
General improvements around light rail facilities	62%	42%	60%	44%	48%	46%	50%
Updating technology systems to improve citizen interaction with City services	82% B D E F	46%	62% F	50%	55%	35%	53%
Constructing new Southeast maintenance facilities for City operations	59% E F	39%	52%	37%	31%	33%	41%

Table 80: 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? (Percent "high" or "medium" need)	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Parks and open space	78%	83% E	82% E	84% E	61%	79% E	77%
Recreation facilities	69%	75%	76%	88% E	64%	83% E	76%
Public safety facilities	88%	88%	91%	83%	81%	80%	85%
Transportation (roads, medians, bike routes)	91%	94%	89%	95%	96%	86%	92%

Table 81: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Aurora Sentinel	61%	58%	60%	41%	54%	53%	54%
Denver Post	65%	63%	62%	45%	59%	66% D	60%
City Newsletter	62%	57%	44%	39%	55%	48%	50%
City web site (auroragov.org)	68%	72% F	55%	54%	60%	46%	59%
City marketing website (auroraworthdiscovering.com)	53% B D E F	26%	40% D	21%	25%	23%	30%
City of Aurora on Facebook	55% D E F	38%	48% D F	21%	31%	26%	35%
City of Aurora on Twitter	45% D E F	29%	38% D F	15%	22%	20%	27%
Aurora Channel 8	45% D F	45% D F	48% D F	18%	32%	23%	34%
AuroraTV.org	47% D F	40% D F	38% D F	12%	29%	19%	30%
Word of mouth	67%	81%	66%	70%	76%	80%	74%
Television	84% D E	78% D E	71%	53%	58%	74% D	69%
Radio	54%	67% D	71% D	37%	53%	60% D	58%

Table 82: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Rich history	15% F	7%	7%	3%	9%	3%	7%
More home for your money	30%	38% C	16%	36% C	57% A C D F	33%	35%
Urban and suburban housing options	25%	46%	30%	34%	30%	37%	34%
Family-friendly neighborhoods	36%	50% D	42% D	17%	52% D	56% D	43%
Outdoor parks, trails and open space	35%	62% A C	41%	57%	67% A C	50%	53%
International community	24%	30%	47% A F	57% A B E F	31%	27%	36%
Art and culture	19% C	14%	4%	8%	5%	9%	9%
Quality schools	30%	38% C D	18%	18%	39% C D	46% C D	32%
Great amenities	10%	15%	10%	4%	9%	8%	9%
Shopping and entertainment	34%	30%	30%	24%	28%	38%	31%
Ethnic dining	24%	27%	35%	29%	25%	26%	28%
Professional job options	18%	19% D	14%	4%	12%	12%	13%
Military community	29%	55% A C D E F	32%	21%	35%	31%	34%
Close proximity to Denver and DIA	55%	84% A D	70%	64%	76%	71%	71%
Medical campus	63% F	52%	46%	45%	43%	39%	47%
Other	5%	11%	14% E	3%	3%	9%	8%

Table 83: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Overall
	(A)	(B)	(C)	(D)	(E)	(F)	
Growing	64%	71%	62%	79%	73%	75%	71%
Accessible	31%	42%	43%	29%	36%	33%	36%
Comfortable	30%	39%	50% D F	28%	40%	29%	36%
Friendly	21%	51% A D F	44% A D	23%	34%	27%	34%
Urban	28% B F	9%	40% B D E F	21%	13%	10%	19%
Suburban	19%	32%	24%	20%	39%	47% A C D	31%
Affordable	42%	36%	31%	52%	43%	32%	39%
Diverse	48%	57%	63%	60%	63%	59%	59%
Livable	21%	42%	33%	45% A	49% A	48% A	41%
Eclectic	10%	12%	8%	6%	7%	12%	9%
Welcoming	25%	38% D F	32% F	14%	24%	12%	24%
Safe	27%	29%	29%	23%	24%	22%	26%
International community	33%	32%	55% B E F	45%	32%	29%	37%
Active	37%	28%	39% D F	17%	25%	17%	26%
Historic	10%	16% D F	7%	4%	10%	3%	8%
Advancing or changing for the better	35%	49% D F	33%	27%	39%	28%	35%

Table 84: Question #20: Perception of Aurora

Please rate your current perception of Aurora? Percent rating as "Positive" or "Somewhat Positive"	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
Please rate your current perception of Aurora?	54%	72%	65%	68%	79% A	70%	69%

Table 85: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes? Percent rating as "Very" or "Somewhat Familiar"	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
How familiar are you with the city promoting itself and its attributes?	58%	75% D F	68%	49%	61%	54%	61%

Table 86: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business? Percent rating as "Essential" or "Very Important"	Ward 1 (A)	Ward 2 (B)	Ward 3 (C)	Ward 4 (D)	Ward 5 (E)	Ward 6 (F)	Overall
How important is it for Aurora to promote itself as a desirable place to live, work and do business?	79%	77%	81%	73%	78%	71%	76%

Responses to Select Survey Questions by Age of Respondent

Highlights

- Younger respondents gave higher ratings to most aspects of quality of life, but older respondents gave higher ratings to Aurora as a place to retire.
- Younger respondents were more likely to have a positive perception of Aurora than were those over age 35.
- Reported rates of interacting with neighbors increased with age.
- Where differences by age group existed, younger age groups gave higher ratings to city services and government performance than did older age groups.
- Television was a major or minor source for nearly 9 in 10 respondents age 55 and older, but was a major or minor source for only about 5 in 10 respondents age 18-34 (and for about 7 in 10 respondents age 35-54). About 5 in 10 respondents age 55 and older cited the City web site as a major or minor source, compared to about 6 in 10 respondents under age 55.

Table 87: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Aurora as a place to live	81%	72%	74%	76%
Your neighborhood as a place to live	80% B	64%	69%	71%
Aurora as a place to raise children	76% B C	55%	59%	63%
Aurora as a place to work	73% B	59%	67%	66%
Aurora as a place to visit	46%	43%	52%	47%
Aurora as a place to retire	49%	49%	64% A B	54%
The overall quality of life in Aurora	78% B	59%	70%	69%

Table 88: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Overall feeling of safety in Aurora	49%	54%	48%	51%
Overall ease of getting to the places you usually have to visit	82% B C	71%	71%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	77%	69%	74%	73%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	59%	52%	54%	55%
Health and wellness opportunities in Aurora	57%	62%	71% A	64%
Overall opportunities for education and enrichment	64%	57%	64%	61%
Overall economic health of Aurora	47%	54%	59%	53%
Sense of community	40%	38%	44%	41%
Overall image or reputation of Aurora	38%	36%	37%	37%

Table 89: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Recommend living in Aurora to someone who asks	78%	71%	77%	75%
Remain in Aurora for the next five years	69%	77%	86% A	77%

Table 90: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	18-34 (A)	35-54 (B)	55+ (C)	Overall
In your neighborhood during the day	86%	79%	80%	81%
In Aurora's commercial areas where you shop and dine during the day	83%	80%	74%	79%

Table 91: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Made efforts to conserve water	92% B	82%	88%	87%
Made efforts to make your home more energy efficient	83%	77%	76%	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	41%	40%	59% A B	46%
Household member was a victim of a crime in Aurora	28% C	19%	15%	21%
Reported a crime to the police in Aurora	23%	25%	24%	24%
Stocked supplies in preparation for an emergency	11%	29% A	28% A	23%
Campaigned or advocated for an issue, cause or candidate	26%	17%	21%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	36%	37%	43%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	22% B	13%	18%	18%

Table 92: 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? (Percent at least once)	18-34	35-54	55+	Overall
	(A)	(B)	(C)	
Used City or community recreation centers or their services	64% C	58%	48%	58%
Visited a neighborhood park or City park	87% C	86% C	72%	82%
Used Aurora public libraries or their services	70%	62%	59%	64%
Participated in religious or spiritual activities in Aurora	42%	50%	40%	44%
Attended a City-sponsored event	32%	29%	28%	30%
Used bus, rail or other public transportation instead of driving	44%	47%	42%	44%
Carpooled with other adults or children instead of driving alone	56% C	50% C	33%	48%
Walked or biked instead of driving	56%	61% C	46%	55%
Volunteered your time to some group/activity in Aurora	31%	25%	30%	28%
Participated in a club	20%	14%	26% B	20%
Talked to or visited with your immediate neighbors	74%	83% A	93% A B	83%
Done a favor for a neighbor	72%	79%	89% A B	80%

Table 93: 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? (Percent at least once)	18-34	35-54	55+	Overall
	(A)	(B)	(C)	
Attended a local public meeting	17%	18%	21%	19%
Watched (online or on television) a local public meeting	13%	15%	25% A B	18%

Table 94: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Police services	67%	73%	76%	72%
Fire services	84%	92%	92%	90%
Ambulance or emergency medical services	85%	88%	91%	87%
Crime prevention	50%	54%	55%	53%
Fire prevention and education	76%	65%	71%	69%
Traffic enforcement	60%	58%	51%	57%
Street repair	45%	43%	33%	41%
Street cleaning	49%	54%	53%	52%
Street lighting	75% B C	53%	55%	61%
Snow removal	52%	53%	52%	52%
Sidewalk maintenance	59% C	48%	42%	50%
Traffic signal timing	49%	53%	44%	49%
Bus or transit services	74% B	57%	60%	63%
Storm drainage	85% B C	67%	63%	71%
Drinking water	76%	75%	74%	75%
Sewer services	80%	75%	77%	77%
Water utility billing	73%	61%	64%	66%
City parks	88% B C	74%	76%	79%
Recreation programs or classes	65%	67%	73%	68%
Recreation centers or facilities	65%	73%	70%	70%
Land use, planning and zoning	58% C	51%	41%	50%
Code enforcement (weeds, abandoned buildings, etc.)	51% C	53% C	32%	45%
Animal control	67% C	59%	52%	59%
Economic development	54%	54%	52%	54%
Public library services	84%	78%	81%	81%
Public information and communication	60%	54%	58%	57%
Aurora cable channel 8 or AuroraTV.org programming	56%	57%	56%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	70%	59%	63%	64%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Preservation of natural areas such as open space, farmlands and greenbelts	63%	63%	58%	62%
Aurora open space	71% C	73% C	57%	68%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	82% B	66%	67%	72%
Overall customer service by Aurora employees	66%	61%	63%	63%

Table 95: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
The City of Aurora	74%	69%	67%	70%
The Federal Government	58% B C	44%	35%	46%

Table 96: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	18-34 (A)	35-54 (B)	55+ (C)	Overall
The value of services for the taxes paid to Aurora	51%	48%	46%	48%
The overall direction that Aurora is taking	57%	58%	53%	56%
The job Aurora government does at welcoming citizen involvement	60%	50%	53%	54%
Generally acting in the best interest of the community	62%	60%	52%	58%
Being honest	72% C	62%	48%	61%
Treating all residents fairly	70% C	61% C	45%	59%
Overall confidence in Aurora government	58%	60% C	45%	55%

Table 97: 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? (Percent "essential" or "very important")	18-34 (A)	35-54 (B)	55+ (C)	Overall
Updating existing parks	57%	50%	45%	51%
Building a new, large-scale park	40% B C	28%	23%	31%
Building Southeast athletic fields complex and buildings	38%	36%	25%	33%
Building a new year-round sports center (indoor facility)	43%	47% C	30%	41%
Adding a new cultural arts complex	44%	45%	33%	41%
Building a new police firearms training and qualifications facility	38%	52% A	44%	46%
Building new fire stations	45%	52%	55%	51%
Updating the police headquarters facility	45%	47%	48%	46%
Building a new district police station	40%	47%	49%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	60%	54%	58%	57%
Transportation access to /from southeast Aurora	69% B C	55%	52%	59%
Transportation access to /from Parker Road Corridor	58%	50%	55%	54%
Transportation access to /from I-225 Corridor	61%	61%	56%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	83%	76%	76%	78%
Building and improving medians	42%	45%	45%	44%
General improvements around light rail facilities	56%	49%	43%	50%
Updating technology systems to improve citizen interaction with City services	55%	54%	51%	53%
Constructing new Southeast maintenance facilities for City operations	41%	43%	36%	41%

Table 98: 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? (Percent "high" or "medium" need)	18-34	35-54	55+	Overall
	(A)	(B)	(C)	
Parks and open space	81%	76%	75%	77%
Recreation facilities	73%	79%	77%	76%
Public safety facilities	88%	82%	84%	85%
Transportation (roads, medians, bike routes)	98% B	85%	93% B	92%

Table 99: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	18-34	35-54	55+	Overall
	(A)	(B)	(C)	
Aurora Sentinel	45%	57%	62% A	54%
Denver Post	62%	56%	63%	60%
City Newsletter	45%	52%	53%	50%
City web site (auroragov.org)	62%	61%	51%	59%
City marketing website (auroraworthdiscovering.com)	24%	39% A C	25%	30%
City of Aurora on Facebook	40% C	39% C	26%	35%
City of Aurora on Twitter	31%	30%	20%	27%
Aurora Channel 8	30%	35%	38%	34%
AuroraTV.org	22%	38% A	29%	30%
Word of mouth	74%	74%	76%	74%
Television	47%	72% A	87% A B	69%
Radio	42%	69% A	60% A	58%

Table 100: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	18-34 (A)	35-54 (B)	55+ (C)	Overall
Rich history	3%	9% A	8%	7%
More home for your money	35%	35%	37%	35%
Urban and suburban housing options	40%	32%	32%	34%
Family-friendly neighborhoods	45%	42%	41%	43%
Outdoor parks, trails and open space	49%	56%	53%	53%
International community	40%	35%	33%	36%
Art and culture	10%	7%	12%	9%
Quality schools	35%	33%	27%	32%
Great amenities	13%	7%	8%	9%
Shopping and entertainment	27%	26%	40% A B	31%
Ethnic dining	24%	30%	29%	28%
Professional job options	18% C	14%	8%	13%
Military community	34%	32%	37%	34%
Close proximity to Denver and DIA	67%	66%	80% A B	71%
Medical campus	49%	38%	55% B	47%
Other	5%	11%	6%	8%

Table 101: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	18-34	35-54	55+	Overall
	(A)	(B)	(C)	
Growing	71%	67%	78%	71%
Accessible	41%	32%	37%	36%
Comfortable	37%	33%	39%	36%
Friendly	37%	30%	35%	34%
Urban	19%	23%	14%	19%
Suburban	26%	29%	40%	31%
Affordable	43%	38%	36%	39%
Diverse	58%	63%	55%	59%
Livable	37%	39%	48%	41%
Eclectic	4%	11%	12%	9%
Welcoming	25%	25%	20%	24%
Safe	23%	28%	26%	26%
International community	43%	36%	33%	37%
Active	33%	26%	20%	26%
Historic	8%	5%	12%	8%
Advancing or changing for the better	34%	39%	32%	35%

Table 102: Question #20: Perception of Aurora

Please rate your current perception of Aurora? Percent rating as "Positive" or "Somewhat Positive"	18-34 (A)	35-54 (B)	55+ (C)	Overall
Please rate your current perception of Aurora?	76% B	63%	70%	69%

Table 103: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes? Percent rating as "Very" or "Somewhat Familiar"	18-34 (A)	35-54 (B)	55+ (C)	Overall
How familiar are you with the city promoting itself and its attributes?	60%	62%	62%	61%

Table 104: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business? Percent rating as "Essential" or "Very Important"	18-34 (A)	35-54 (B)	55+ (C)	Overall
How important is it for Aurora to promote itself as a desirable place to live, work and do business?	80% C	80% C	67%	76%

Responses to Select Survey Questions by Length of Residency in Aurora

Highlights

- Longer length of residency was associated with greater volunteerism and greater interaction with neighbors.
- Where differences existed, those who had lived in Aurora longer than 5 years gave higher ratings to aspects of quality of community than did those who had lived in Aurora 5 years or less.

Table 105: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Aurora as a place to live	72%	79%	76%	76%
Your neighborhood as a place to live	69%	70%	75%	71%
Aurora as a place to raise children	64%	65%	60%	63%
Aurora as a place to work	63%	69%	67%	66%
Aurora as a place to visit	43%	47%	50%	47%
Aurora as a place to retire	50%	54%	58%	54%
The overall quality of life in Aurora	64%	68%	74%	69%

Table 106: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Overall feeling of safety in Aurora	47%	50%	56%	51%
Overall ease of getting to the places you usually have to visit	69%	81% A	74%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	69%	75%	76%	73%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	51%	57%	55%	55%
Health and wellness opportunities in Aurora	51%	66% A	75% A	64%
Overall opportunities for education and enrichment	53%	64%	67% A	61%
Overall economic health of Aurora	45%	58% A	56%	53%
Sense of community	37%	45%	40%	41%
Overall image or reputation of Aurora	31%	41%	38%	37%

Table 107: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Recommend living in Aurora to someone who asks	73%	75%	77%	75%
Remain in Aurora for the next five years	67%	79% A	87% A	77%

Table 108: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
In your neighborhood during the day	85%	79%	80%	81%
In Aurora's commercial areas where you shop and dine during the day	81%	81%	75%	79%

Table 109: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Made efforts to conserve water	89% B	81%	91% B	87%
Made efforts to make your home more energy efficient	79%	78%	81%	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	34%	48% A	58% A	46%
Household member was a victim of a crime in Aurora	20%	21%	23%	21%
Reported a crime to the police in Aurora	18%	28%	28%	24%
Stocked supplies in preparation for an emergency	19%	25%	25%	23%
Campaigned or advocated for an issue, cause or candidate	19%	23%	22%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	34%	40%	46%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	17%	18%	19%	18%

Table 110: 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? (Percent at least once)	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Used City or community recreation centers or their services	53%	63%	57%	58%
Visited a neighborhood park or City park	82%	85%	78%	82%
Used Aurora public libraries or their services	65%	66%	60%	64%
Participated in religious or spiritual activities in Aurora	39%	50%	45%	44%
Attended a City-sponsored event	25%	30%	37% A	30%
Used bus, rail or other public transportation instead of driving	41%	46%	46%	44%
Carpooled with other adults or children instead of driving alone	45%	53%	44%	48%
Walked or biked instead of driving	56%	53%	56%	55%
Volunteered your time to some group/activity in Aurora	20%	32% A	36% A	28%
Participated in a club	14%	21%	25% A	20%
Talked to or visited with your immediate neighbors	74%	84% A	95% A B	83%
Done a favor for a neighbor	71%	81% A	90% A	80%

Table 111: 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? (Percent at least once)	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Attended a local public meeting	13%	23% A	22%	19%
Watched (online or on television) a local public meeting	11%	17%	26% A	18%

Table 112: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Police services	69%	76%	71%	72%
Fire services	86%	93%	89%	90%
Ambulance or emergency medical services	84%	90%	87%	87%
Crime prevention	53%	56%	49%	53%
Fire prevention and education	63%	74%	70%	69%
Traffic enforcement	52%	58%	59%	57%
Street repair	38%	45%	40%	41%
Street cleaning	45%	57% A	55%	52%
Street lighting	63%	60%	60%	61%
Snow removal	50%	51%	58%	52%
Sidewalk maintenance	50%	51%	49%	50%
Traffic signal timing	51%	52%	43%	49%
Bus or transit services	65%	66%	57%	63%
Storm drainage	77%	68%	69%	71%
Drinking water	72%	70%	84% A B	75%
Sewer services	73%	76%	83%	77%
Water utility billing	65%	65%	67%	66%
City parks	79%	79%	78%	79%
Recreation programs or classes	66%	64%	75%	68%
Recreation centers or facilities	76%	65%	68%	70%
Land use, planning and zoning	54%	50%	46%	50%
Code enforcement (weeds, abandoned buildings, etc.)	47%	51%	38%	45%
Animal control	59%	68% C	52%	59%
Economic development	51%	58%	52%	54%
Public library services	81%	84%	76%	81%
Public information and communication	57%	58%	55%	57%
Aurora cable channel 8 or AuroraTV.org programming	56%	65% C	45%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	51%	75% A	62%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	58%	66%	59%	62%
Aurora open space	70%	70%	61%	68%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	76%	71%	68%	72%
Overall customer service by Aurora employees	69%	60%	60%	63%

Table 113: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
The City of Aurora	69%	71%	69%	70%
The Federal Government	52%	43%	40%	46%

Table 114: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
The value of services for the taxes paid to Aurora	54% B	40%	51%	48%
The overall direction that Aurora is taking	63%	50%	55%	56%
The job Aurora government does at welcoming citizen involvement	58%	55%	49%	54%
Generally acting in the best interest of the community	58%	62%	54%	58%
Being honest	68%	59%	57%	61%
Treating all residents fairly	67%	58%	53%	59%
Overall confidence in Aurora government	53%	62% C	48%	55%

Table 115: 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? (Percent "essential" or "very important")	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Updating existing parks	50%	54%	49%	51%
Building a new, large-scale park	36%	29%	27%	31%
Building Southeast athletic fields complex and buildings	40%	31%	28%	33%
Building a new year-round sports center (indoor facility)	41%	47% C	33%	41%
Adding a new cultural arts complex	43%	45%	36%	41%
Building a new police firearms training and qualifications facility	47%	51% C	35%	46%
Building new fire stations	46%	53%	54%	51%
Updating the police headquarters facility	49%	50%	37%	46%
Building a new district police station	49%	46%	39%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	66% C	55%	50%	57%
Transportation access to /from southeast Aurora	58%	60%	58%	59%
Transportation access to /from Parker Road Corridor	61%	49%	53%	54%
Transportation access to /from I-225 Corridor	64%	57%	57%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	83%	76%	76%	78%
Building and improving medians	45%	50% C	36%	44%
General improvements around light rail facilities	57% C	48%	43%	50%
Updating technology systems to improve citizen interaction with City services	59%	49%	52%	53%
Constructing new Southeast maintenance facilities for City operations	46%	41%	33%	41%

Table 116: 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? (Percent "high" or "medium" need)	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Parks and open space	80%	76%	77%	77%
Recreation facilities	71%	77%	82%	76%
Public safety facilities	88% B	78%	90% B	85%
Transportation (roads, medians, bike routes)	98% B	84%	93% B	92%

Table 117: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Aurora Sentinel	37%	66% A	64% A	54%
Denver Post	52%	65% A	66% A	60%
City Newsletter	43%	54%	54%	50%
City web site (auroragov.org)	58%	61%	57%	59%
City marketing website (auroraworthdiscovering.com)	28%	36%	24%	30%
City of Aurora on Facebook	34%	40%	31%	35%
City of Aurora on Twitter	25%	33%	23%	27%
Aurora Channel 8	24%	42% A	37% A	34%
AuroraTV.org	23%	45% A C	20%	30%
Word of mouth	69%	76%	78%	74%
Television	45%	81% A	84% A	69%
Radio	38%	73% A	63% A	58%

Table 118: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Rich history	5%	7%	10%	7%
More home for your money	33%	39%	33%	35%
Urban and suburban housing options	36%	33%	34%	34%
Family-friendly neighborhoods	26%	60% A C	44% A	43%
Outdoor parks, trails and open space	47%	56%	56%	53%
International community	37%	34%	37%	36%
Art and culture	3%	12% A	14% A	9%
Quality schools	22%	44% A C	32%	32%
Great amenities	3%	15% A	11% A	9%
Shopping and entertainment	21%	34% A	39% A	31%
Ethnic dining	22%	33%	29%	28%
Professional job options	14%	14%	11%	13%
Military community	26%	33%	46% A B	34%
Close proximity to Denver and DIA	64%	68%	84% A B	71%
Medical campus	42%	43%	57% A B	47%
Other	7%	5%	12% B	8%

Table 119: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Growing	66%	68%	82% A B	71%
Accessible	33%	41%	34%	36%
Comfortable	28%	42% A	40% A	36%
Friendly	24%	42% A	37% A	34%
Urban	23% C	21% C	11%	19%
Suburban	22%	28%	48% A B	31%
Affordable	46% C	37%	33%	39%
Diverse	55%	58%	66%	59%
Livable	31%	47% A	48% A	41%
Eclectic	5%	11%	12% A	9%
Welcoming	20%	29%	24%	24%
Safe	18%	34% A	25%	26%
International community	38%	35%	39%	37%
Active	25%	26%	29%	26%
Historic	2%	8%	16% A B	8%
Advancing or changing for the better	31%	38%	37%	35%

Table 120: Question #20: Perception of Aurora

Please rate your current perception of Aurora? Percent rating as "Positive" or "Somewhat Positive"	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
Please rate your current perception of Aurora?	66%	68%	75%	69%

Table 121: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes? Percent rating as "Very" or "Somewhat Familiar"	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
How familiar are you with the city promoting itself and its attributes?	49%	68% A	70% A	61%

Table 122: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business? Percent rating as "Essential" or "Very Important"	5 years or less (A)	6-20 years (B)	More than 20 years (C)	Overall
How important is it for Aurora to promote itself as a desirable place to live, work and do business?	83% B	71%	74%	76%

Responses to Select Survey Questions by Tenure (Rent or Own)

Highlights

- Those who owned their home rated their neighborhood as a place to live higher than those who rented their home.
- Renters gave lower ratings to overall feeling of safety in Aurora than did owners, and were more likely to report having been a victim of a crime.
- On other aspects of the quality of the community, however, where differences existed, renters gave higher ratings than owners.
- Owners were more likely than renters to recommend living in Aurora and to report they would remain in Aurora for the next five years than were renters.
- Renters were more likely than owners have used a recreation center or a public library, or to have used alternative modes of transportation than owners, while owners were more likely to have interacted with their neighbors.
- Services rated higher by renters than owners were traffic enforcement, traffic signal timing, land use, planning and zoning and Aurora open space. Services rated higher by owners than renters were recreation programs or classes, economic development and Aurora cable channel 8 or AuroraTV.org programming.
- Where differences existed, owners gave higher ratings to aspects of local government performance than did renters.
- Renters were more likely than owners to have used the City of Aurora's online media as a major or minor source of information than were owners.

Table 123: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
Aurora as a place to live	72%	79%	76%
Your neighborhood as a place to live	63%	77%	71%
Aurora as a place to raise children	62%	64%	63%
Aurora as a place to work	66%	67%	66%
Aurora as a place to visit	54%	42%	47%
Aurora as a place to retire	52%	56%	54%
The overall quality of life in Aurora	67%	70%	69%

Table 124: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
Overall feeling of safety in Aurora	46%	54% A	51%
Overall ease of getting to the places you usually have to visit	77%	74%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	72%	74%	73%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	62% B	50%	55%
Health and wellness opportunities in Aurora	60%	66%	64%
Overall opportunities for education and enrichment	68% B	56%	61%
Overall economic health of Aurora	52%	54%	53%
Sense of community	45%	38%	41%
Overall image or reputation of Aurora	48% B	30%	37%

Table 125: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	Rent (A)	Own (B)	Overall
Recommend living in Aurora to someone who asks	70%	78% A	75%
Remain in Aurora for the next five years	71%	81% A	77%

Table 126: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	Rent (A)	Own (B)	Overall
In your neighborhood during the day	77%	84% A	81%
In Aurora's commercial areas where you shop and dine during the day	80%	79%	79%

Table 127: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	Rent (A)	Own (B)	Overall
Made efforts to conserve water	86%	87%	87%
Made efforts to make your home more energy efficient	74%	82% A	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	42%	48%	46%
Household member was a victim of a crime in Aurora	29% B	16%	21%
Reported a crime to the police in Aurora	31% B	20%	24%
Stocked supplies in preparation for an emergency	22%	24%	23%
Campaigned or advocated for an issue, cause or candidate	22%	20%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	35%	42%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	15%	19%	18%

Table 128: 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? (Percent at least once)	Rent	Own	Overall
	(A)	(B)	
Used City or community recreation centers or their services	66% B	52%	58%
Visited a neighborhood park or City park	85%	80%	82%
Used Aurora public libraries or their services	71% B	59%	64%
Participated in religious or spiritual activities in Aurora	47%	42%	44%
Attended a City-sponsored event	32%	29%	30%
Used bus, rail or other public transportation instead of driving	50% B	40%	44%
Carpooled with other adults or children instead of driving alone	57% B	41%	48%
Walked or biked instead of driving	64% B	49%	55%
Volunteered your time to some group/activity in Aurora	30%	27%	28%
Participated in a club	19%	20%	20%
Talked to or visited with your immediate neighbors	73%	90% A	83%
Done a favor for a neighbor	75%	83% A	80%

Table 129: 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? (Percent at least once)	Rent	Own	Overall
	(A)	(B)	
Attended a local public meeting	15%	21%	19%
Watched (online or on television) a local public meeting	16%	18%	18%

Table 130: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
Police services	72%	72%	72%
Fire services	89%	91%	90%
Ambulance or emergency medical services	85%	89%	87%
Crime prevention	54%	52%	53%
Fire prevention and education	67%	72%	69%
Traffic enforcement	63% B	52%	57%
Street repair	47% B	37%	41%
Street cleaning	52%	53%	52%
Street lighting	65%	59%	61%
Snow removal	56%	50%	52%
Sidewalk maintenance	54%	47%	50%
Traffic signal timing	58% B	43%	49%
Bus or transit services	68%	59%	63%
Storm drainage	71%	72%	71%
Drinking water	71%	78%	75%
Sewer services	73%	80%	77%
Water utility billing	65%	67%	66%
City parks	76%	81%	79%
Recreation programs or classes	58%	75% A	68%
Recreation centers or facilities	65%	74%	70%
Land use, planning and zoning	58% B	44%	50%
Code enforcement (weeds, abandoned buildings, etc.)	50%	44%	45%
Animal control	62%	58%	59%
Economic development	47%	60% A	54%
Public library services	79%	83%	81%
Public information and communication	54%	60%	57%
Aurora cable channel 8 or AuroraTV.org programming	42%	71% A	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	63%	64%	64%
Preservation of natural areas such as open space, farmlands and greenbelts	66%	59%	62%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
Aurora open space	78% B	61%	68%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	72%	72%	72%
Overall customer service by Aurora employees	54%	70% A	63%

Table 131: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
The City of Aurora	69%	71%	70%
The Federal Government	54% B	40%	46%

Table 132: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	Rent (A)	Own (B)	Overall
The value of services for the taxes paid to Aurora	36%	56% A	48%
The overall direction that Aurora is taking	50%	60% A	56%
The job Aurora government does at welcoming citizen involvement	50%	58%	54%
Generally acting in the best interest of the community	50%	64% A	58%
Being honest	62%	61%	61%
Treating all residents fairly	64%	56%	59%
Overall confidence in Aurora government	58%	53%	55%

Table 133: 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? (Percent "essential" or "very important")	Rent (A)	Own (B)	Overall
Updating existing parks	57% B	47%	51%
Building a new, large-scale park	37% B	27%	31%
Building Southeast athletic fields complex and buildings	46% B	25%	33%
Building a new year-round sports center (indoor facility)	48% B	36%	41%
Adding a new cultural arts complex	48% B	37%	41%
Building a new police firearms training and qualifications facility	54% B	39%	46%
Building new fire stations	50%	51%	51%
Updating the police headquarters facility	55% B	40%	46%
Building a new district police station	45%	45%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	61%	54%	57%
Transportation access to /from southeast Aurora	62%	57%	59%
Transportation access to /from Parker Road Corridor	49%	58%	54%
Transportation access to /from I-225 Corridor	56%	62%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	82%	77%	78%
Building and improving medians	52% B	39%	44%
General improvements around light rail facilities	59% B	43%	50%
Updating technology systems to improve citizen interaction with City services	57%	51%	53%
Constructing new Southeast maintenance facilities for City operations	48% B	34%	41%

Table 134: 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? (Percent "high" or "medium" need)	Rent (A)	Own (B)	Overall
Parks and open space	80%	76%	77%
Recreation facilities	75%	78%	76%
Public safety facilities	86%	84%	85%
Transportation (roads, medians, bike routes)	91%	92%	92%

Table 135: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	Rent (A)	Own (B)	Overall
Aurora Sentinel	59%	52%	54%
Denver Post	61%	60%	60%
City Newsletter	52%	49%	50%
City web site (auroragov.org)	63%	56%	59%
City marketing website (auroraworthdiscovering.com)	43% B	20%	30%
City of Aurora on Facebook	51% B	25%	35%
City of Aurora on Twitter	41% B	18%	27%
Aurora Channel 8	48% B	24%	34%
AuroraTV.org	46% B	19%	30%
Word of mouth	69%	78% A	74%
Television	69%	69%	69%
Radio	59%	56%	58%

Table 136: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Rent (A)	Own (B)	Overall
Rich history	11% B	5%	7%
More home for your money	18%	47% A	35%
Urban and suburban housing options	39%	31%	34%
Family-friendly neighborhoods	46%	41%	43%
Outdoor parks, trails and open space	55%	51%	53%
International community	40%	34%	36%
Art and culture	14% B	6%	9%
Quality schools	43% B	26%	32%
Great amenities	16% B	5%	9%
Shopping and entertainment	39% B	25%	31%
Ethnic dining	30%	26%	28%
Professional job options	22% B	8%	13%
Military community	36%	33%	34%
Close proximity to Denver and DIA	63%	76% A	71%
Medical campus	47%	46%	47%
Other	7%	8%	8%

Table 137: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Rent (A)	Own (B)	Overall
Growing	74%	69%	71%
Accessible	46% B	30%	36%
Comfortable	47% B	29%	36%
Friendly	45% B	26%	34%
Urban	28% B	13%	19%
Suburban	26%	35% A	31%
Affordable	33%	43% A	39%
Diverse	56%	61%	59%
Livable	38%	43%	41%
Eclectic	9%	9%	9%
Welcoming	34% B	18%	24%
Safe	31% B	22%	26%
International community	42%	34%	37%
Active	43% B	15%	26%
Historic	11% B	6%	8%
Advancing or changing for the better	43% B	30%	35%

Table 138: Question #20: Perception of Aurora

Please rate your current perception of Aurora? Percent rating as "Positive" or "Somewhat Positive"	Rent (A)	Own (B)	Overall
Please rate your current perception of Aurora?	72%	68%	69%

Table 139: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes? Percent rating as "Very" or "Somewhat Familiar"	Rent (A)	Own (B)	Overall
How familiar are you with the city promoting itself and its attributes?	63%	60%	61%

Table 140: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business? Percent rating as "Essential" or "Very Important"	Rent (A)	Own (B)	Overall
How important is it for Aurora to promote itself as a desirable place to live, work and do business?	83% B	72%	76%

Responses to Select Survey Questions by Annual Household Income

Highlights

- Higher annual household income was associated with more positive ratings for neighborhood as a place to live and Aurora as a place to raise children.
- Those with annual household incomes of less than \$50,000 gave higher ratings to sense of community and overall image or reputation of Aurora than those who had annual household incomes of \$50,000 or more.
- Those with annual household incomes less than \$50,000 were more likely to have reported being a victim of a crime and less likely to feel safe in their neighborhood than those with annual household incomes of \$50,000 or more.
- Where differences existed, those with higher incomes felt more positively about Aurora government performance than those with lower incomes.
- All income levels gave the highest priority to general improvements to the transportation system, but the second priorities differed. The second priority for those with incomes below \$50,000 was transportation access to/from southeast Aurora, while the second priority for those of middle income (\$50,000 to \$100,000) was building new fire stations, and for those with incomes above \$100,000 it was transportation access to/from the I-225 Corridor.

Table 141: Question #1: Quality of Life

Please rate each of the following aspects of quality of life in Aurora: (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Aurora as a place to live	74%	73%	80%	76%
Your neighborhood as a place to live	64%	74%	77% A	71%
Aurora as a place to raise children	56%	65%	70% A	63%
Aurora as a place to work	62%	70%	69%	66%
Aurora as a place to visit	56% C	45%	33%	47%
Aurora as a place to retire	58%	53%	47%	54%
The overall quality of life in Aurora	64%	75%	68%	69%

Table 142: Question #2: Quality of Community

Please rate each of the following characteristics as they relate to Aurora as a whole: (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Overall feeling of safety in Aurora	49%	54%	52%	51%
Overall ease of getting to the places you usually have to visit	74%	74%	82%	75%
Quality of overall natural environment in Aurora (parks, open space, trails)	76%	71%	76%	73%
Quality of overall "built environment" of Aurora (including overall design, buildings and transportation systems)	59%	58%	49%	55%
Health and wellness opportunities in Aurora	61%	66%	67%	64%
Overall opportunities for education and enrichment	66%	58%	58%	61%
Overall economic health of Aurora	53%	54%	57%	53%
Sense of community	50% C	39%	31%	41%
Overall image or reputation of Aurora	50% B C	34%	24%	37%

Table 143: Question #3: Residential Stability

Please indicate how likely or unlikely you are to do each of the following: (Percent "very" or "somewhat likely")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Recommend living in Aurora to someone who asks	76%	74%	78%	75%
Remain in Aurora for the next five years	78%	84% C	71%	77%

Table 144: Question #4: Safety

Please rate how safe or unsafe you feel: (Percent "very" or "somewhat safe")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
In your neighborhood during the day	75%	86% A	88% A	81%
In Aurora's commercial areas where you shop and dine during the day	78%	80%	82%	79%

Table 145: Question #7: Resident Behaviors

Please indicate whether or not you have done each of the following in the last 12 months. (Percent "yes")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Made efforts to conserve water	86%	91%	85%	87%
Made efforts to make your home more energy efficient	81%	77%	76%	79%
Observed a code violation or other hazard in Aurora (weeds, abandoned buildings, etc.)	46%	48%	37%	46%
Household member was a victim of a crime in Aurora	26% C	20%	12%	21%
Reported a crime to the police in Aurora	30% C	24%	13%	24%
Stocked supplies in preparation for an emergency	22%	20%	21%	23%
Campaigned or advocated for an issue, cause or candidate	18%	21%	22%	21%
Contacted Aurora (in-person, phone, email or web) for help or information	37%	38%	38%	39%
Contacted Aurora elected officials (in-person, phone, email or web) to express your opinion	16%	14%	18%	18%

Table 146: 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? (Percent at least once)	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Used City or community recreation centers or their services	58%	60%	54%	58%
Visited a neighborhood park or City park	77%	87% A	85%	82%
Used Aurora public libraries or their services	62%	74% C	55%	64%
Participated in religious or spiritual activities in Aurora	51%	39%	41%	44%
Attended a City-sponsored event	28%	33%	30%	30%
Used bus, rail or other public transportation instead of driving	44%	47%	39%	44%
Carpooled with other adults or children instead of driving alone	47%	46%	47%	48%
Walked or biked instead of driving	52%	60%	53%	55%
Volunteered your time to some group/activity in Aurora	22%	31%	29%	28%
Participated in a club	16%	25%	15%	20%
Talked to or visited with your immediate neighbors	73%	93% A	87% A	83%
Done a favor for a neighbor	75%	86% A	77%	80%

Table 147: 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? (Percent at least once)	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Attended a local public meeting	16%	24%	17%	19%
Watched (online or on television) a local public meeting	19%	18%	14%	18%

Table 148: Question #10: Service Quality

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Police services	71%	79%	70%	72%
Fire services	89%	95%	91%	90%
Ambulance or emergency medical services	88%	93%	87%	87%
Crime prevention	54%	47%	59%	53%
Fire prevention and education	66%	71%	78%	69%
Traffic enforcement	60%	58%	55%	57%
Street repair	44%	44%	39%	41%
Street cleaning	52%	59%	50%	52%
Street lighting	62%	62%	65%	61%
Snow removal	47%	58%	58%	52%
Sidewalk maintenance	47%	58%	54%	50%
Traffic signal timing	56% C	55% C	38%	49%
Bus or transit services	63%	64%	63%	63%
Storm drainage	65%	73%	79% A	71%
Drinking water	71%	79%	79%	75%
Sewer services	73%	80%	85% A	77%
Water utility billing	62%	70%	68%	66%
City parks	73%	86% A	86% A	79%
Recreation programs or classes	60%	78% A	74% A	68%
Recreation centers or facilities	65%	73%	78%	70%
Land use, planning and zoning	51%	54%	50%	50%
Code enforcement (weeds, abandoned buildings, etc.)	43%	55%	48%	45%
Animal control	58%	63%	65%	59%
Economic development	48%	59%	63% A	54%
Public library services	81%	80%	85%	81%
Public information and communication	51%	61%	64%	57%
Aurora cable channel 8 or AuroraTV.org programming	49%	59%	78% A	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	64%	68%	64%	64%

Please rate the quality of each of the following services in Aurora: (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Preservation of natural areas such as open space, farmlands and greenbelts	63%	65%	59%	62%
Aurora open space	73%	73%	62%	68%
City-sponsored special events (KidSpree, Punkin Chunkin, Fourth of July)	67%	79%	78%	72%
Overall customer service by Aurora employees	55%	67%	77% A	63%

Table 149: Question #11: Government Services Overall

Overall, how would you rate the quality of the services provided by each of the following? (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
The City of Aurora	70%	70%	72%	70%
The Federal Government	51%	45%	45%	46%

Table 150: Question #12: Local Government Performance

Please rate the following categories of Aurora government performance: (Percent "excellent" or "good")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
The value of services for the taxes paid to Aurora	33%	61% A	61% A	48%
The overall direction that Aurora is taking	47%	69% A	58%	56%
The job Aurora government does at welcoming citizen involvement	45%	59%	62% A	54%
Generally acting in the best interest of the community	46%	66% A	71% A	58%
Being honest	55%	65%	68%	61%
Treating all residents fairly	58%	62%	61%	59%
Overall confidence in Aurora government	55%	56%	57%	55%

Table 151: 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? (Percent "essential" or "very important")	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Updating existing parks	65% B C	47%	42%	51%
Building a new, large-scale park	38%	30%	26%	31%
Building Southeast athletic fields complex and buildings	39%	32%	30%	33%
Building a new year-round sports center (indoor facility)	46%	43%	36%	41%
Adding a new cultural arts complex	50% C	46% C	30%	41%
Building a new police firearms training and qualifications facility	55% C	45%	34%	46%
Building new fire stations	53%	61% C	41%	51%
Updating the police headquarters facility	52% C	52% C	34%	46%
Building a new district police station	44%	54%	42%	45%
Transportation access to /from Fitzsimons/Anschutz Medical Center	66% B C	47%	52%	57%
Transportation access to /from southeast Aurora	68% B C	52%	51%	59%
Transportation access to /from Parker Road Corridor	54%	50%	55%	54%
Transportation access to /from I-225 Corridor	62%	53%	60%	59%
General improvements to roads, sidewalks, bikeways and pedestrian uses	78%	77%	78%	78%
Building and improving medians	50% C	43%	35%	44%
General improvements around light rail facilities	59% C	47%	37%	50%
Updating technology systems to improve citizen interaction with City services	59% C	60% C	45%	53%
Constructing new Southeast maintenance facilities for City operations	47%	40%	34%	41%

Table 152: 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? (Percent "high" or "medium" need)	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Parks and open space	78%	79%	77%	77%
Recreation facilities	81%	74%	74%	76%
Public safety facilities	86%	89%	79%	85%
Transportation (roads, medians, bike routes)	91%	93%	91%	92%

Table 153: Question #17: Public Information

How much of a source, if at all, are each of the following for you to find out about news and events in Aurora? (Percent "Major" or "Minor" source)	Less than \$50,000 (A)	\$50,000-\$100,000 (B)	More than \$100,000 (C)	Overall
Aurora Sentinel	66% C	58% C	40%	54%
Denver Post	61%	69% C	54%	60%
City Newsletter	52%	57%	46%	50%
City web site (auroragov.org)	59%	62%	58%	59%
City marketing website (auroraworthdiscovering.com)	42% C	30% C	17%	30%
City of Aurora on Facebook	45% C	38%	26%	35%
City of Aurora on Twitter	36% C	29%	19%	27%
Aurora Channel 8	49% B C	30%	20%	34%
AuroraTV.org	48% B C	22%	15%	30%
Word of mouth	69%	83% A	79%	74%
Television	78% B C	64%	60%	69%
Radio	65% C	59%	47%	58%

Table 154: Question #18: What Comes to Mind about Aurora

What comes to mind when you think of Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Less than \$50,000 (A)	\$50,000- \$100,000 (B)	More than \$100,000 (C)	Overall
Rich history	11% B C	5%	2%	7%
More home for your money	22%	45% A	46% A	35%
Urban and suburban housing options	30%	37%	38%	34%
Family-friendly neighborhoods	43%	46%	43%	43%
Outdoor parks, trails and open space	50%	59%	52%	53%
International community	36%	43%	32%	36%
Art and culture	11% C	16% C	3%	9%
Quality schools	38%	31%	28%	32%
Great amenities	11%	13% C	5%	9%
Shopping and entertainment	41% C	36% C	14%	31%
Ethnic dining	26%	34%	25%	28%
Professional job options	14%	15%	12%	13%
Military community	31%	40%	33%	34%
Close proximity to Denver and DIA	66%	70%	76%	71%
Medical campus	47%	43%	50%	47%
Other	9%	7%	8%	8%

Table 155: Question #19: Adjective Best Describes Aurora

Which adjective or phrase best describes Aurora? (Select all that apply.) Percentages may add to more than 100% as respondents could select more than one response	Less than \$50,000 (A)	\$50,000- \$100,000 (B)	More than \$100,000 (C)	Overall
Growing	68%	76%	70%	71%
Accessible	37%	39%	32%	36%
Comfortable	45% C	38%	26%	36%
Friendly	39% C	37%	26%	34%
Urban	25% C	16%	12%	19%
Suburban	20%	44% A	37% A	31%
Affordable	32%	46% A	44% A	39%
Diverse	53%	68% A	59%	59%
Livable	37%	46%	47%	41%
Eclectic	9%	12%	7%	9%
Welcoming	27%	24%	21%	24%
Safe	32% C	27%	20%	26%
International community	38%	37%	36%	37%
Active	32% C	27%	15%	26%
Historic	9%	14% C	3%	8%
Advancing or changing for the better	38% C	38%	26%	35%

Table 156: Question #20: Perception of Aurora

Please rate your current perception of Aurora? Percent rating as "Positive" or "Somewhat Positive"	Less than \$50,000 (A)	\$50,000- \$100,000 (B)	More than \$100,000 (C)	Overall
Please rate your current perception of Aurora?	70%	76% C	62%	69%

Table 157: Question #21: Familiarity with City's Promotion of Aurora

How familiar are you with the City promoting itself and its attributes? Percent rating as "Very" or "Somewhat Familiar"	Less than \$50,000 (A)	\$50,000- \$100,000 (B)	More than \$100,000 (C)	Overall
How familiar are you with the city promoting itself and its attributes?	64%	64%	53%	61%

Table 158: Question #22: Importance of Aurora Promoting Itself

How important is it for Aurora to promote itself as a desirable place to live, work and do business? Percent rating as "Essential" or "Very Important"	Less than \$50,000 (A)	\$50,000- \$100,000 (B)	More than \$100,000 (C)	Overall
How important is it for Aurora to promote itself as a desirable place to live, work and do business?	79%	72%	77%	76%

Appendix E: Survey Methodology

The Aurora Community Survey serves as a consumer report card for the City by providing residents the opportunity to rate City services, local government, community amenities and the quality of life in the City. The survey also gives residents a chance to provide feedback to government on what is working well and what is not, and to communicate their priorities for community planning and resource allocation. The 2018 survey represents the fourth time that National Research Center, Inc. (NRC) has conducted a survey of residents on behalf of the City. The City of Aurora funded this research. Please contact Greg Hays of the City of Aurora at ghays@auroragov.org if you have any questions about the survey.

Developing the Questionnaire

General citizen surveys, such as this one, ask recipients for their perspectives on policy issues facing the City and assessments of City service delivery, the quality of life in the city and use of City amenities. The City of Aurora first contracted with NRC in 2008 to administer The National Citizen Survey™ by mail, so question wording was preserved across the four administrations, when possible, in order to permit comparisons over time. The 2016 questionnaire was used as the starting point for the 2018 questionnaire. In collaboration with the City, NRC developed a six-page survey through an iterative process. Much of the 2016 survey was preserved, with new questions added to garner residents' perspectives of the identity of Aurora, and their familiarity with and support for the City's promotion efforts.

Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. All households located in the city boundaries were eligible for the survey. Because local governments generally do not have inclusive lists of all the residences in the jurisdiction (tax assessor and utility billing databases often omit rental units), lists from the United States Postal Service (USPS), updated every three months, usually provide the best representation of all households in a specific geographic location. NRC purchased a list of all households from Go-Dog Direct based on updated listings from the USPS.

A larger list than needed was selected so that a process referred to as “geocoding” could be used to eliminate addresses from the list that were outside the study boundaries. Geocoding is a computerized process in which addresses are compared to electronically mapped boundaries and coded as inside or outside desired boundaries. All addresses determined to be outside the study boundaries were eliminated from the possible list of mailing addresses. The Council Ward in which the household was located also was identified so that comparisons of the survey results could be made. A stratified, systematic sampling method was used with the remaining addresses to create a final mailing list of 4,000 Aurora households.

Attached units were oversampled to compensate for detached unit residents' tendency to return surveys at a higher rate. An individual within each household was randomly selected to complete the survey using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Administering the Survey

Each selected household was contacted three times beginning March 22, 2018. Households were first mailed a pre-notification announcement, informing the household members that they had been selected to participate in the Aurora Community Survey. Approximately one week after mailing the pre-notification, each selected household was mailed a survey containing a cover letter signed by the City Manager enlisting participation. The letters also contained a link for respondents to complete the survey online. A postage-paid return envelope in which the survey recipients could return the completed questionnaire to NRC was provided. A second survey packet, with similar contents to the first packet, scheduled to arrive one week after the first survey was the final contact. This second mailing packet asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available in English and Spanish. Both cover letters contained paragraphs in Spanish instructing participants to complete the Spanish version of the survey online; respondents could opt to take the survey online in their language of preference. Completed surveys were collected over the following seven weeks.

About 4% (152) of the 4,000 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,848 households, 590 completed the survey (including 64 completed online and five in Spanish), providing a response rate of 15%. Additionally, responses were tracked by Council Ward and ranged from 10% to 22%. The response rates were calculated using AAPOR's response rate #21 for mailed surveys of unnamed persons (see the table on the following page).

¹ See AAPOR's Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Table 159: 2018 Community Survey Response Rates

	Ward I	Ward II	Ward III	Ward IV	Ward V	Ward VI	Overall
Total sample used	600	670	880	600	625	625	4,000
I=Complete Interviews	59	91	111	86	136	102	585
P=Partial Interviews	0	2	0	0	2	1	5
R=Refusal and break off	1	1	1	0	0	0	3
NC=Non Contact	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0
UO=Unknown other	511	547	720	490	476	511	3,255
NE=Not eligible (undeliverable)	29	29	48	24	11	11	152
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	10%	15%	13%	15%	22%	17%	15%

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 number of respondents, and indicates that in 95 of 100 surveys conducted like this one, for a particular item, a result would be found that is within three percentage points of the result that would be found if everyone in the population of interest was surveyed. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (referred to as 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 margin of error for the 2018 Aurora Community Survey is generally no greater than plus or minus four percentage points around any given percent reported for all respondents, results for subgroups will have wider confidence intervals. Where estimates are given for subgroups, they are less precise.

Survey Processing (Data Entry)

Mailed surveys were returned 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 is 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 as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Weighting the Data

The demographic profile of survey respondents was compared that reported by the U.S. Census Bureau in the American Community Survey (ACS). Survey results were weighted using the population norms to reflect the appropriate percent of those residents in the city. Other discrepancies between the whole population and the survey respondents were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure (rent or own), housing unit type (attached or detached), ethnicity, sex, age and area (Ward). Several different weighting “schemes” were tested to ensure the best fit for the data. The results of the weighting scheme for the 2018 Aurora Community Survey are shown in the table on the next page. No adjustments were made for design effects.

Table 160: Aurora 2016 Weighting Table

Characteristic	Population Norm*	Unweighted Data	Weighted Data
Housing			
Rent home	40%	20%	40%
Own home	60%	80%	60%
Detached unit	54%	62%	55%
Attached unit	46%	38%	45%
Race and Ethnicity			
White	65%	73%	67%
Not white	35%	27%	33%
Not Hispanic	76%	89%	76%
Hispanic	24%	11%	24%
Sex and Age			
Female	52%	58%	53%
Male	48%	42%	47%
18-34 years of age	35%	12%	33%
35-54 years of age	39%	27%	38%
55+ years of age	26%	61%	29%
Females 18-34	18%	8%	17%
Females 35-54	20%	16%	20%
Females 55+	15%	34%	16%
Males 18-34	18%	4%	16%
Males 35-54	19%	11%	18%
Males 55+	12%	27%	12%
Ward			
Ward I	11%	10%	11%
Ward II	18%	16%	18%
Ward III	17%	19%	17%
Ward IV	16%	15%	16%
Ward V	19%	23%	19%
Ward VI	19%	17%	19%

* American Community Survey 2011-2015 5-year estimates

Analyzing the Survey Data

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

Also included are results by respondent characteristics (*Appendix D: Comparisons by Respondent Characteristics*). Chi-square or ANOVA tests of significance were applied to these breakdowns of selected survey questions. A “p-value” of 0.05 or less was used indicate that there was less than a 5% probability that differences observed between groups were due to chance; or in other words, a greater than 95% probability that the differences observed in the selected categories of the sample represent “real” differences among those populations.

Appendix F: Survey Materials

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

Dear Aurora Resident,

Estimado Residente de Aurora,

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

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

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

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

Thank you for helping create a better Aurora!

¡Gracias por ayudar a crear una Aurora mejor!

Sincerely,

Atentamente,



Jason Batchelor
Interim City Manager/Gerente de la ciudad interino

Dear Aurora Resident,

Estimado Residente de Aurora,

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

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

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

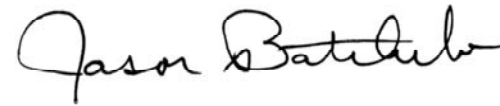
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better Aurora!

¡Gracias por ayudar a crear una Aurora mejor!

Sincerely,

Atentamente,



Jason Batchelor
Interim City Manager/Gerente de la ciudad interino

Dear Aurora Resident,

Estimado Residente de Aurora,

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

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

Thank you for helping create a better Aurora!

¡Gracias por ayudar a crear una Aurora mejor!

Sincerely,

Atentamente,



Jason Batchelor
Interim City Manager/Gerente de la ciudad interino

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Estimado Residente de Aurora,

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

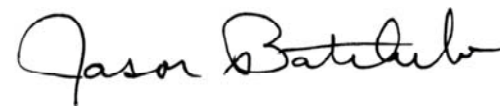
Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.

Thank you for helping create a better Aurora!

¡Gracias por ayudar a crear una Aurora mejor!

Sincerely,

Atentamente,



Jason Batchelor
Interim City Manager/Gerente de la ciudad interino



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



March 2018

Dear City of Aurora Resident:

Please help us shape the future of Aurora! You have been selected at random to participate in the 2018 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 adult 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:**

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

Thank you for your time and participation!

Sincerely,

Marzo 2018

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 2018.

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 adulto 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:**

Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

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

¡Gracias por su tiempo y participación!

Atentamente,


Jason Batchelor

Interim City Manager/Gerente de la ciudad interino



April 2018

Dear City of Aurora Resident:

Here's a second chance if you haven't already responded to the 2018 Aurora Community Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Aurora! You have been selected at random to participate in the 2018 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 adult 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:**

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

Thank you for your time and participation!

Sincerely,

Abril 2018

Estimado Residente de la Ciudad de Aurora:

¡Aquí tiene una segunda oportunidad si usted aún no ha respondido a la Encuesta de Comunidad de Aurora del 2018! **(Si usted la completó y la devolvió, le damos las gracias por su tiempo y le pedimos que recicle esta encuesta. Por favor no responda dos veces.)**

¡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 2018.

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 adulto 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:**

Para la versión en español haga clic en "Español" en la esquina superior a mano derecha.

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

¡Gracias por su tiempo y participación!

Atentamente,

Jason Batchelor

Interim City Manager/Gerente de la ciudad interino

The City of Aurora 2018 Community Survey

Please complete this questionnaire if you are the adult (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 2018 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
Neighborhoodliness 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

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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 or AuroraTV.org 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 select 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) _____ |

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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?

15. Thinking about services and amenities in Aurora, how important, if at all, do you think it is for the City to prioritize new or additional resources (e.g., funding and City staff time) 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>
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
Building new 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 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
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. How much of a source, if at all, are each of the following for you to find out about news and events in Aurora?

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
Aurora Sentinel.....	1	2	3
Denver Post.....	1	2	3
City Newsletter	1	2	3
City web site (auroragov.org)	1	2	3
City marketing website (auroraworthdiscovering.com)	1	2	3
City of Aurora on Facebook	1	2	3
City of Aurora on Twitter	1	2	3
Aurora Channel 8	1	2	3
AuroraTV.org	1	2	3
Word of mouth	1	2	3
Television	1	2	3
Radio.....	1	2	3

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18. What comes to mind when you think of Aurora? (Select all that apply.)

- | | | |
|---|---|--|
| <input type="checkbox"/> Rich history | <input type="checkbox"/> International community | <input type="checkbox"/> Military community |
| <input type="checkbox"/> More home for your money | <input type="checkbox"/> Art and culture | <input type="checkbox"/> Close proximity to Denver and DIA |
| <input type="checkbox"/> Urban and suburban housing options | <input type="checkbox"/> Quality schools | <input type="checkbox"/> Medical campus |
| <input type="checkbox"/> Family-friendly neighborhoods | <input type="checkbox"/> Great amenities | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Outdoor parks, trails and open space | <input type="checkbox"/> Shopping and entertainment | |
| | <input type="checkbox"/> Ethnic dining | |
| | <input type="checkbox"/> Professional job options | |

19. Which adjective or phrase best describes Aurora? (Select all that apply.)

- | | | |
|--------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Growing | <input type="checkbox"/> Affordable | <input type="checkbox"/> International community |
| <input type="checkbox"/> Accessible | <input type="checkbox"/> Diverse | <input type="checkbox"/> Active |
| <input type="checkbox"/> Comfortable | <input type="checkbox"/> Livable | <input type="checkbox"/> Historic |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Eclectic | <input type="checkbox"/> Advancing or changing for the better |
| <input type="checkbox"/> Urban | <input type="checkbox"/> Welcoming | |
| <input type="checkbox"/> Suburban | <input type="checkbox"/> Safe | |

20. Please rate your current perception of Aurora?

- Positive
- Somewhat positive
- Neutral
- Somewhat Negative
- Negative

21. How familiar are you with the City promoting itself and its attributes?

- Very familiar
- Somewhat familiar
- Not at all familiar

22. How important is it for Aurora to promote itself as a desirable place to live, work and do business?

- Essential
- Very Important
- Somewhat important
- Not at all important
- Don't know

23. What ONE thing do you think Aurora should be known for?

24. In the last 12 months, how often, if at all, have you or any members of your household visited the City's marketing website at AuroraWorthDiscovering.com?

- Never
- Once a month or less
- 2-4 times a month
- Two times a week or more

The City of Aurora 2018 Community Survey

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
- 2-5 years
- 6-10 years
- 11-20 years
- More than 20 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
- \$25,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

D8. What is the highest level of education that you have completed?

- 0-11 years, no diploma
- High school graduate
- Some college, no degree
- Associate Degree
- Bachelor's degree
- Master's degree
- Doctorate degree

D9. In which category is your age?

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

D10. What is your sex?

- Female
- Male

D11. Are you registered to vote?

- Yes
- No
- Don't know
- Not eligible

Please respond to both questions D12 and D13:

D12. Are you Spanish, Hispanic or Latino?

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

D13. 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

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