

2024 City of Greeley Community Survey

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City Council Work Session | August 27, 2024



Agenda

- Purpose and Methodology
- Bottom Line Up Front
- Major Findings
- Summary
- Questions
- Purpose: Informational

Purpose & Methodology

Purpose

- To gather input from residents
- To identify opportunities to improve the quality of City services
- To compare the City of Greeley's results to those of other communities

Methodology

- 951 households responded to the survey: 561 were completed by mail, 390 were completed online
- 25 surveys were completed in Spanish, and the rest in English
 - **Confidence level: 95%**
 - **Margin of error: +/- 3.2%**

Bottom Line Up Front

Residents generally have a positive perception of the City

- 70% are satisfied with Greeley as a place to live, and 60% are satisfied with the City as a place to raise children
- With regard to City services, residents are most satisfied with fire services, parks & recreation programs/facilities, and police services

The City of Greeley is setting the standard for many services when compared to Mountain regional and National averages

- Satisfaction ratings for Greeley were higher than the Mountain regional average in 38 of the 58 areas that were assessed. The City was significantly higher (5% or more) of 29 of these areas
- The City rated significantly higher than the National Average (5% or more) in 25 of the 58 areas that were assessed

Highest Investment Priorities

- Maintenance of City streets, sidewalks and utilities
- Flow of traffic and congestion management on streets

Major Finding #1

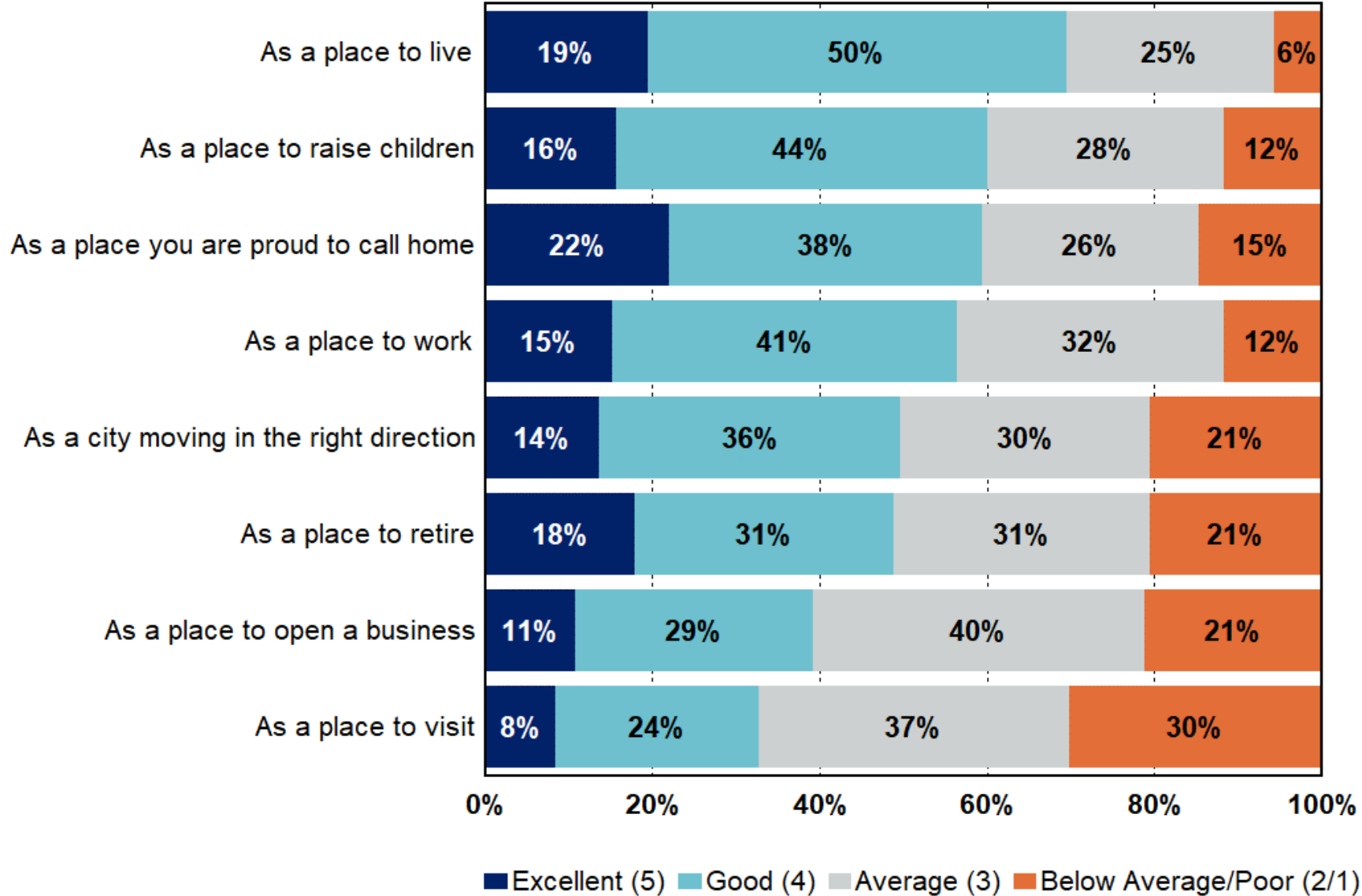
Residents Generally Have a
Positive Perception of the City



The majority of residents surveyed gave the City high ratings as a place to live, raise children, and as a place they are proud to call home.

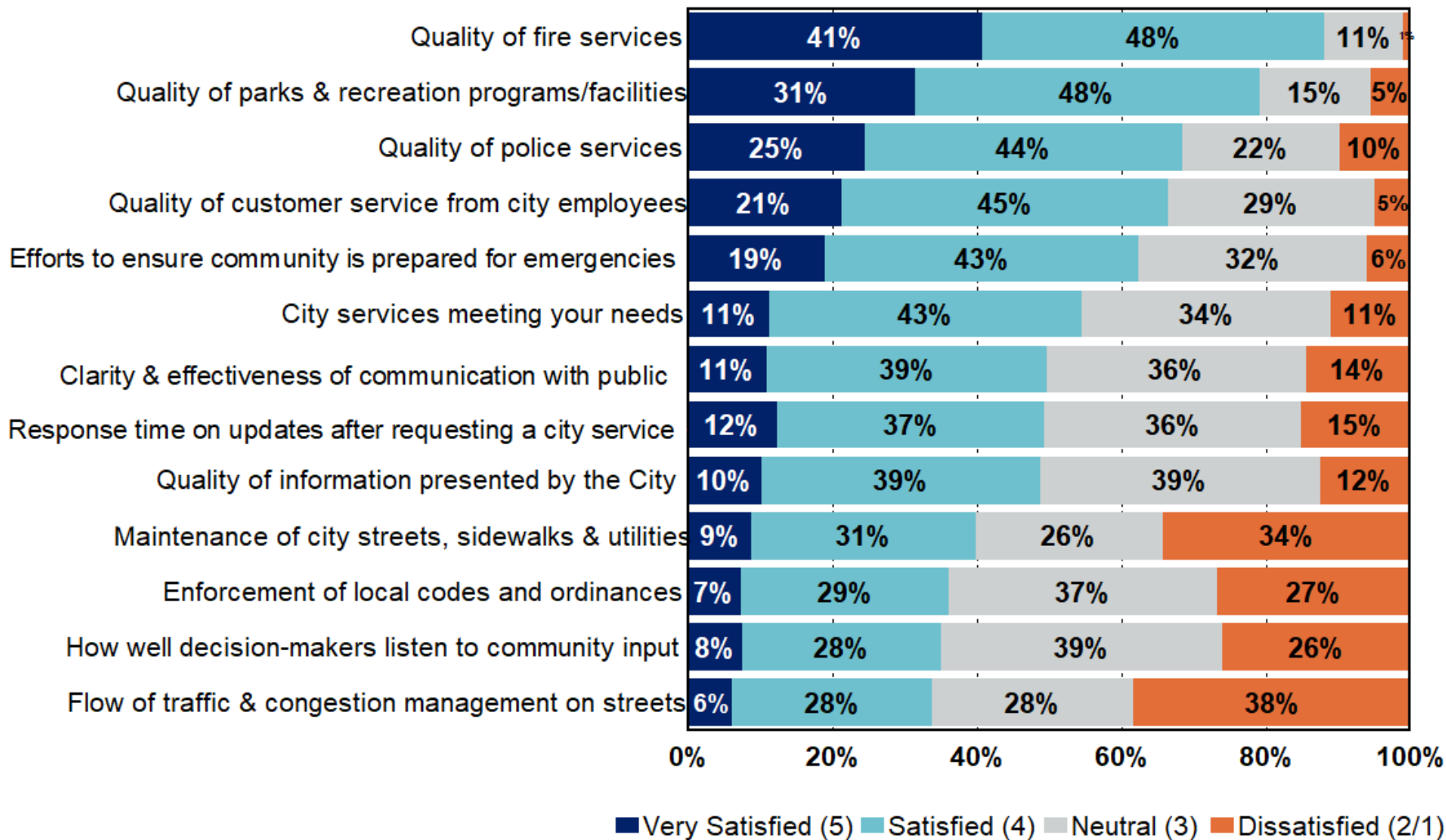
Q1. Perception of Greeley

by percentage of respondents (excluding "don't know")



Q2. Satisfaction With Major Categories of City Services

by percentage of respondents (excluding "don't know")



Fire services, parks and recreation programs/facilities, and police services showed the highest levels of satisfaction among residents.

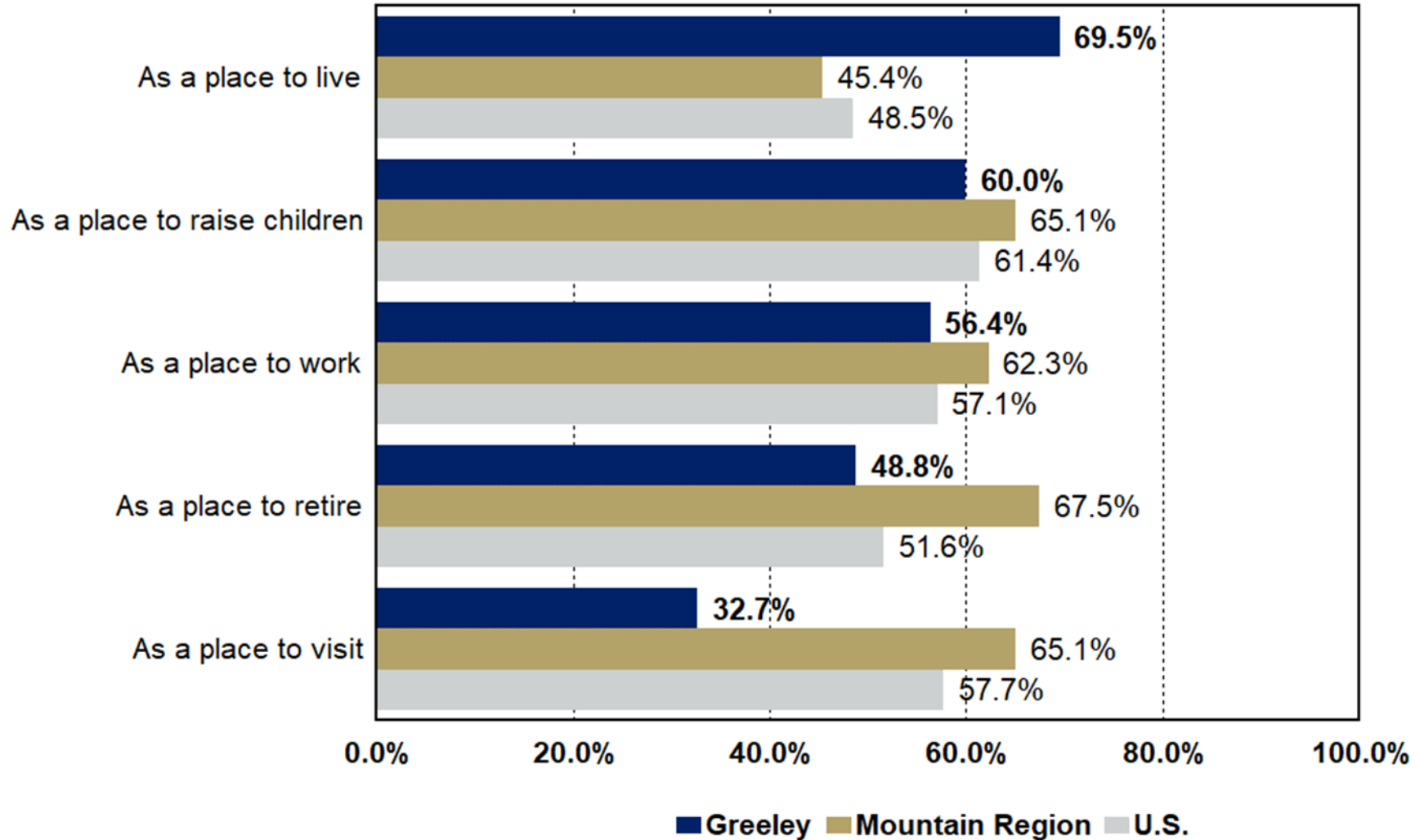
Major Finding #2

How the City of Greeley Compares to
the Mountain Region and the U.S.



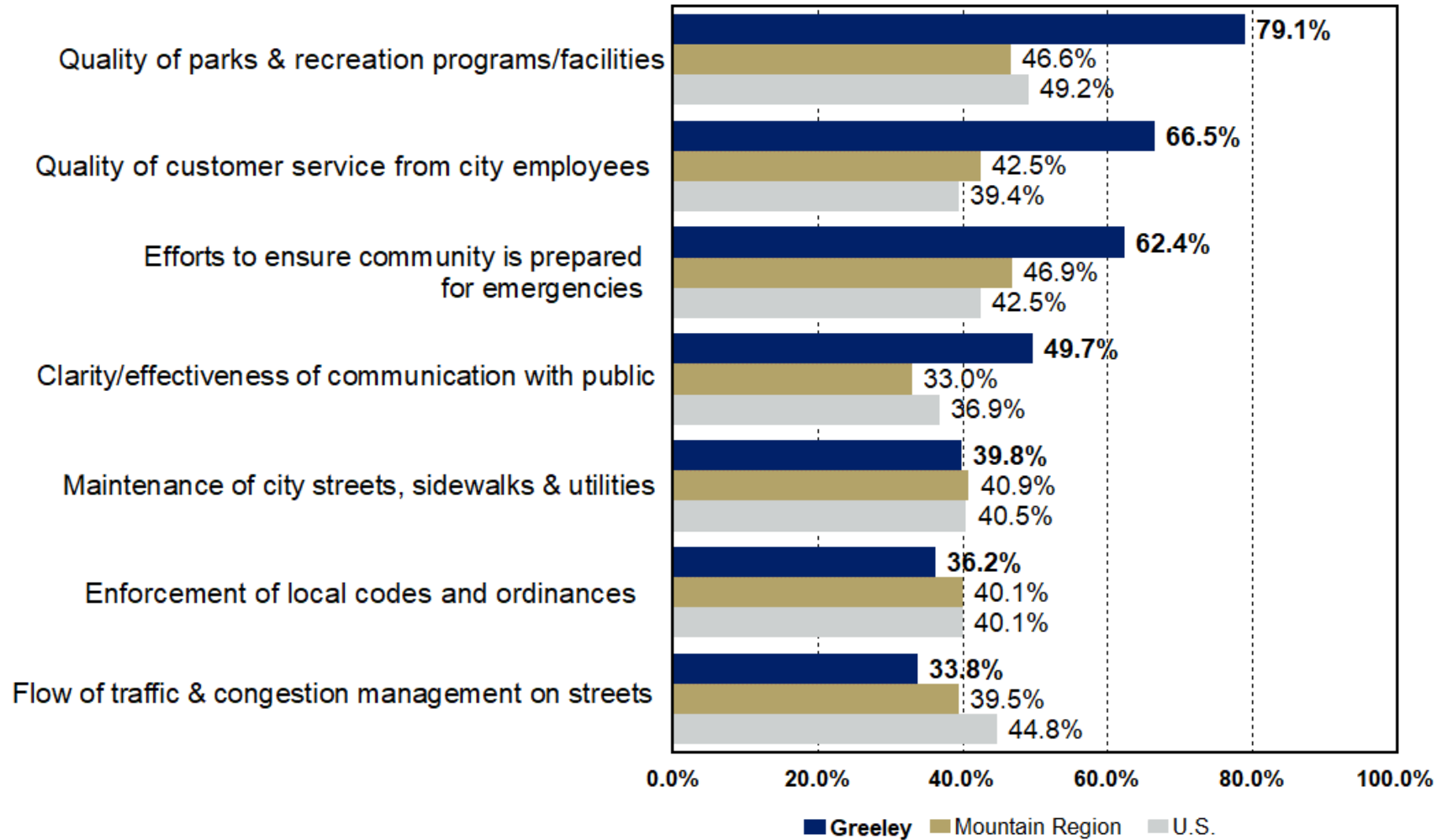
Perception of the Community Greeley vs. Mountain Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "excellent" and 1 was "poor"



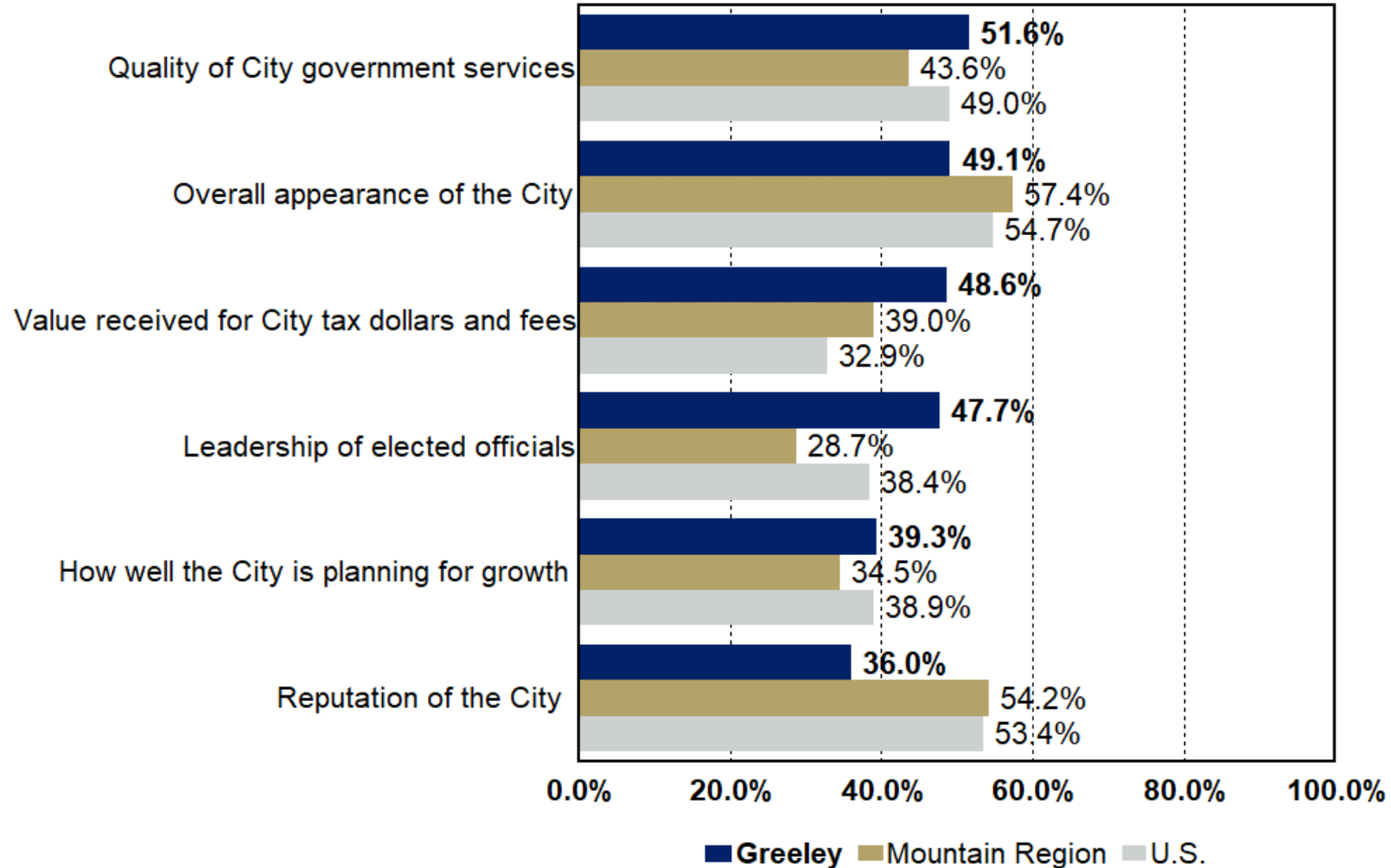
Satisfaction With Major Categories of City Services Greeley vs. Mountain Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Satisfaction With Items That May Influence Perception of the Community Greeley vs. Mountain Region vs. U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied"



Major Finding #3

Priorities for the City



Overall Priorities for the City

Importance-Satisfaction Rating City of Greeley Major Categories of City Services

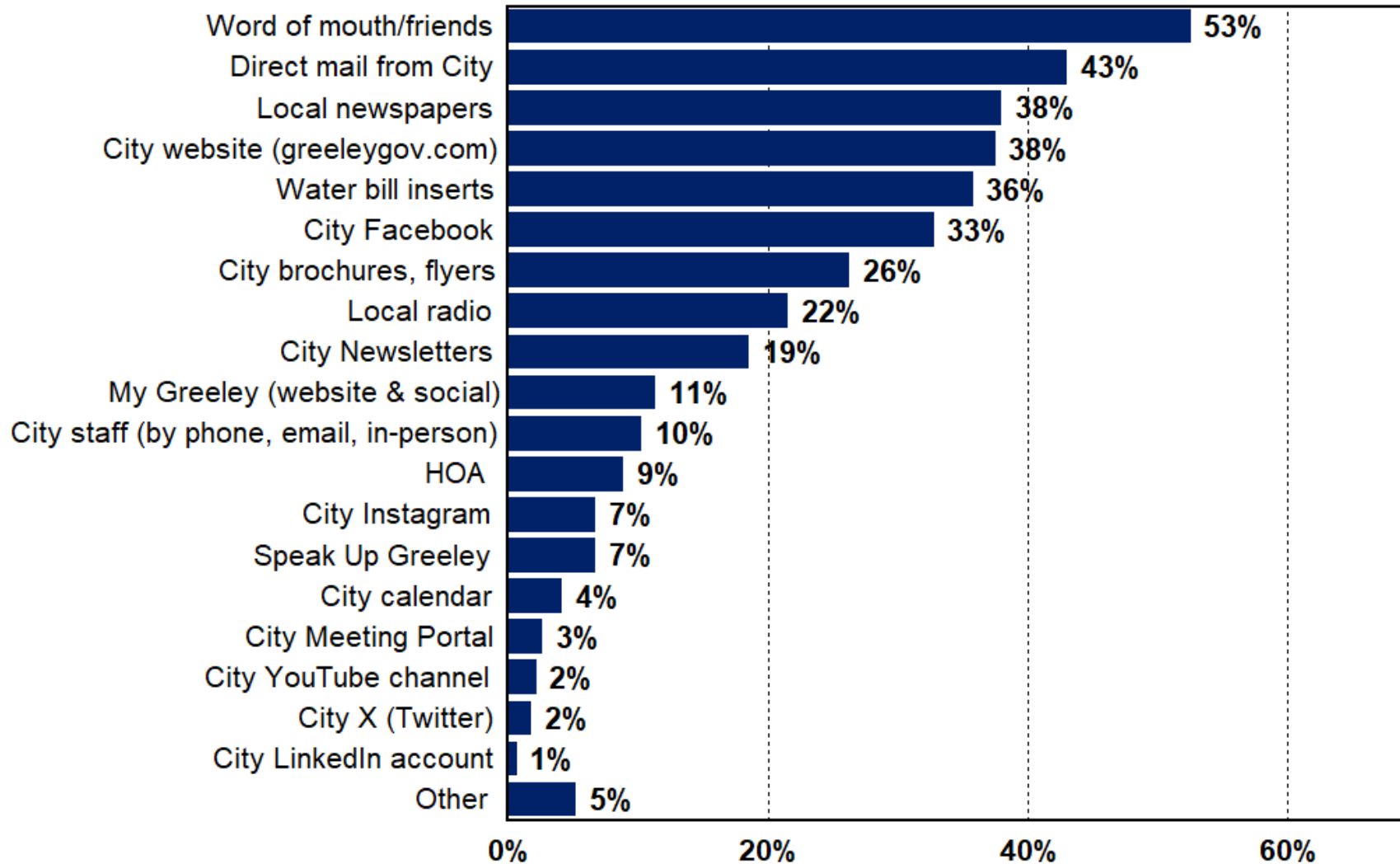
Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of city streets, sidewalks & utilities	70%	1	40%	10	0.4184	1
Flow of traffic & congestion management on streets	59%	2	34%	13	0.3893	2
<u>High Priority (IS .10-.20)</u>						
Enforcement of local codes and ordinances	31%	4	36%	11	0.1952	3
How well decision-makers listen to community input	25%	6	35%	12	0.1635	4
Quality of fire services	14%	9	88%	1	0.1509	5
Quality of police services	39%	3	69%	3	0.1213	6
Efforts to ensure community is prepared for emergencies	29%	5	62%	5	0.1090	7
Clarity & effectiveness of communication with public	21%	8	50%	7	0.1031	8
<u>Medium Priority (IS <.10)</u>						
Quality of information presented by the City	11%	10	49%	9	0.0563	9
Quality of parks & recreation programs/facilities	25%	7	79%	2	0.0518	10
Response time on updates after requesting a city service	8%	11	49%	8	0.0385	11
City services meeting your needs	7%	13	55%	6	0.0313	12
Quality of customer service from city employees	8%	12	67%	4	0.0251	13

Other Findings



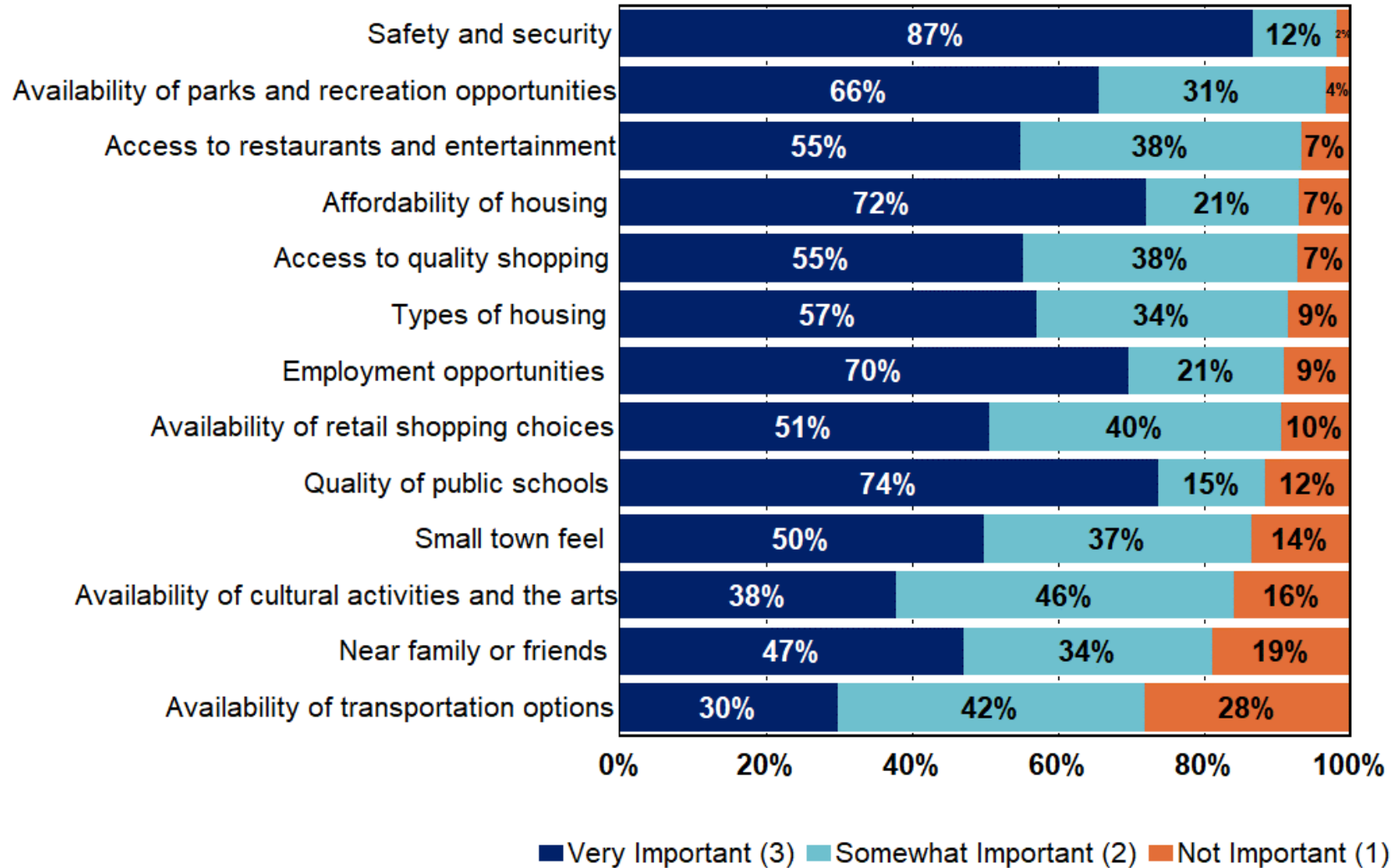
Q17. Sources From Which Respondents Currently Get Information About the City of Greeley

by percentage of respondents (multiple selections could be made)



Q19. Importance of the Following Reasons for Respondent's Decision to Live in Greeley

by percentage of respondents (excluding "not provided")



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Highest Investment Priorities

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Thank you

