

Firestone, CO

The National Community Survey

Report of Results
2023

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Firestone. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 775 residents of the Town of Firestone collected from June 1st, 2023 to July 13th, 2023. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2023 survey was 12%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Firestone.

How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Firestone’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Firestone residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Firestone’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Firestone’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to or during the pandemic. This may impact how your Town’s 2023 ratings compare to other communities’ ratings from the past five years.



Methods

Selecting survey recipients

All households within the Town of Firestone were eligible to participate in the survey. A list of all households within the zip codes serving Firestone was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Firestone households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the Town of Firestone boundaries were removed from the list of potential households to survey. Each address identified as being within town boundaries was further identified as being within one of three areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected 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 introduction of the survey.

Conducting the survey

All households in Firestone were eligible to receive a survey invitation. The 6,537 households received mailings beginning on June 1st, 2023 and the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. The next mailing was a reminder postcard inviting the household to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 1% of the 6,357 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 6,291 households that received the invitations to participate, 775 completed the survey, providing an overall response rate of 12%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

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). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the Town of Firestone survey is no greater than plus or minus 4 percentage points around any given percent reported for all respondents (775 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the Town of Firestone. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all town residents and became available on June 29th, 2023. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the Town of Firestone. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	8%	32%	32%
	35-54	36%	38%	38%
	55+	56%	30%	30%
Area	Area 1	19%	16%	16%
	Area 2	55%	48%	48%
	Area 3	26%	35%	35%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	93%	76%	76%
	Yes, I consider myself to be of Hispanic, La..	7%	24%	24%
Housing tenure	Own	97%	84%	84%
	Rent	3%	16%	16%
Housing type	Attached	6%	22%	22%
	Detached	94%	78%	78%
Race & Hispanic origin	Not white alone	13%	31%	31%
	White alone, not Hispanic or Latino	87%	69%	69%
Sex	Man	44%	50%	50%
	Woman	56%	50%	50%
Sex/age	Man 18-34	3%	16%	16%
	Man 35-54	15%	21%	21%
	Man 55+	26%	14%	14%
	Woman 18-34	5%	16%	16%
	Woman 35-54	21%	17%	17%
	Woman 55+	29%	16%	16%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The Town of Firestone funded this research. Please contact Ivy Pitts of the Town of Firestone at ipitts@firestoneco.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>

* Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>

* Targets come from the 2021 Census and 2022 American Community Survey

Key Findings

Safety is a community strength and a priority for residents.

Safety is a priority and a strength for Firestone, with most residents rating this facet as both of high importance and high quality. Around 8 in 10 respondents gave favorable reviews to the overall feeling of safety in Firestone, and over 9 in 10 felt very or somewhat safe in both their neighborhood and Firestone's commercial areas during the day. Additionally, most residents reported feeling safe from violent crime (86%), property crime (78%), and fire, flood or other natural disaster (70%).

Assessments of safety-related services were also high, with around 9 in 10 offering positive reviews to fire services and ambulance or emergency medical services. Approximately 8 in 10 were pleased with police services, and 7 in 10 favorably evaluated fire prevention and education, crime prevention, and animal control. While only half of respondents provided positive ratings for emergency preparedness in Firestone, lower than the national average, all other safety-related survey items ranked in line with benchmark comparison communities.

Firestone residents highlight some potential areas of focus in the local economy.

While the overall economic health of Firestone was identified by about 6 in 10 residents as excellent or good, 9 in 10 rated this area as essential or very important to focus on in the coming two years. Several areas relating to the economy emerged as potential opportunities for growth, particularly around local businesses and shopping. The variety of business and service establishments (24% positive), the vibrancy of downtown/commercial areas (18%), and shopping opportunities (15%) all scored lower than both national benchmark comparisons and a custom subset of other communities in the Colorado Front Range with similar populations. A much larger proportion of respondents -- around half -- rated the overall *quality* of business and service establishments as excellent or good, similar to the custom benchmarks. Although cost of living and economic development received favorable reviews from roughly 4 in 10 residents, in line with national averages, employment in Firestone appeared to be another potential focus area. Only 21% of residents offered positive ratings to employment opportunities, and 31% gave high marks to Firestone as a place to work, both ranking lower than comparison communities.

Residents enjoy a high quality of life in Firestone but may appreciate more opportunities to engage with their community.

Evaluations of Firestone's quality of life measures were strong and on par with benchmark comparison communities across the nation. Approximately 8 in 10 survey participants rated Firestone an excellent or good place to live and to raise children. A similar proportion indicated they would recommend living in Firestone to others and planned to remain in the town for the next five years. Most residents also praised their specific neighborhood as a place to live (83% excellent or good), the overall quality of life in Firestone (76%), and the town as a place to retire (55%). Nearly two-thirds provided positive assessments of the town's inclusivity in making all residents feel welcome, while at least half were pleased with the overall sense of community. The town's overall appearance, image or reputation, and neighborliness of residents were all viewed positively by about 6 in 10. Despite these high marks for general livability, only 41% felt favorably about residents' connection and engagement with their community. Fewer than half expressed satisfaction with opportunities to participate in social events and activities, volunteer, and participate in community matters, each scoring lower than national averages and other Front Range communities of similar size. Enhancing community engagement opportunities may further strengthen residents' sense of connection and belonging in Firestone.

Residents offer insight into the development of Central Park.

Two custom questions developed by the Town of Firestone sought insight into potential development options for Central Park, located east of Colorado Boulevard between Pine Cone Avenue and Sable Avenue. The first question asked residents to identify how much of a priority the Town should place on providing certain amenities in Central Park. The amenities that received the highest ratings included restaurant/dining opportunities (75% high or medium priority); basketball, tennis, pickleball, and/or volleyball courts (71%); and an amphitheater and community gathering space (70%). About two-thirds of survey participants prioritized a recreation or fitness center and athletic fields available for local and tournament use, while slightly fewer (about 6 in 10) favored an indoor or outdoor water amenity (e.g., waterpark or pool), retail opportunities, recreation amenities (e.g., ropes course or adventure playground), and a permanent dog park. Only one-third indicated a strong preference for a disc golf course.

The second question asked residents to indicate their level of support for certain features *if* they could be used to help fund the development of the park. Around three-quarters of residents indicated they would strongly or somewhat support restaurant development, admission-based water amenities (e.g., an indoor or outdoor waterpark or pool), admissions-based recreation or fitness center, and athletic fields for local or tournament use. Most residents also supported retail development (66%) and admissions-based recreation amenities such as a ropes course or adventure playground (65%). Notably, only 3 in 10 offered sup..

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation. The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Firestone as a whole.
 (% excellent or good)

		vs. benchmark*
Overall economic health	60%	Similar
Overall quality of the transportation system	26%	Lower
Overall design or layout of residential and commercial areas	51%	Similar
Overall quality of the utility infrastructure	63%	Similar
Overall feeling of safety	83%	Similar
Overall quality of natural environment	69%	Similar
Overall quality of parks and recreation opportunities	61%	Lower
Overall health and wellness opportunities	48%	Lower
Overall opportunities for education, culture, and the arts	28%	Much lower
Residents' connection and engagement with their community	41%	Similar

Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.
 (% essential or very important)

Overall economic health	90%	Similar
Overall quality of the transportation system	70%	Similar
Overall design or layout of residential and commercial areas	78%	Similar
Overall quality of the utility infrastructure	92%	Similar
Overall feeling of safety	91%	Similar
Overall quality of natural environment	76%	Similar
Overall quality of parks and recreation opportunities	79%	Similar
Overall health and wellness opportunities	66%	Similar
Overall opportunities for education, culture, and the arts	67%	Similar
Residents' connection and engagement with their community	69%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

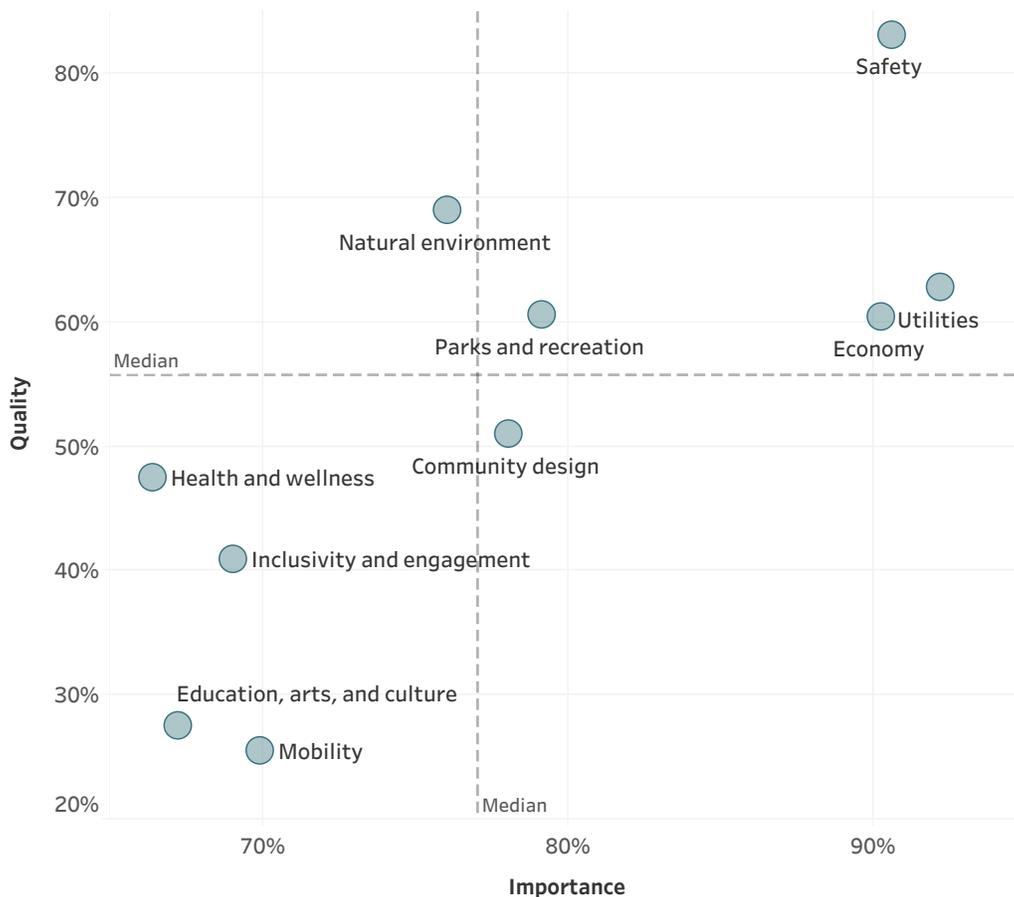
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 56% or more of respondents were considered of “higher quality” and those with ratings lower than 56% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 77% or more of respondents. Services were rated as “less important” if they received a rating of less than 77%. This classification uses the median ratings for quality and importance to divide the services in half.

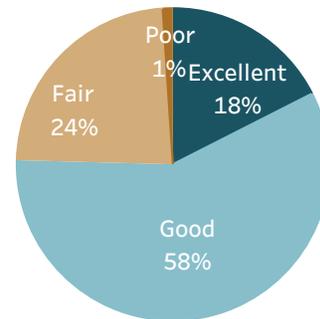
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Firestone



Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)

		vs. benchmark*
Firestone as a place to live	84%	Similar
The overall quality of life	76%	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

Recommend living in Firestone to someone who asks	84%	Similar
Remain in Firestone for the next five years	82%	Similar

Please rate each of the following in the Firestone community.
(% excellent or good)

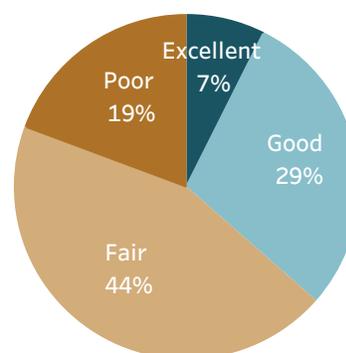
Overall image or reputation	64%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Firestone government



Please rate the quality of each of the following services in Firestone.
(% excellent or good)

		vs. benchmark*
Overall customer service by Firestone employees	75%	Similar
Public information services	50%	Similar

Please rate the following categories of Firestone government performance.
(% excellent or good)

Treating residents with respect	58%	Similar
Treating all residents fairly	51%	Similar
The overall direction that Firestone is taking	47%	Similar
Being honest	45%	Similar
Generally acting in the best interest of the community	44%	Similar
Being open and transparent to the public	41%	Similar
The value of services for the taxes paid to Firestone	39%	Similar
The job Firestone government does at welcoming resident involvement	37%	Similar
Overall confidence in Firestone government	37%	Similar
Informing residents about issues facing the community	34%	Lower

Overall, how would you rate the quality of the services provided by each of the following?
(% excellent or good)

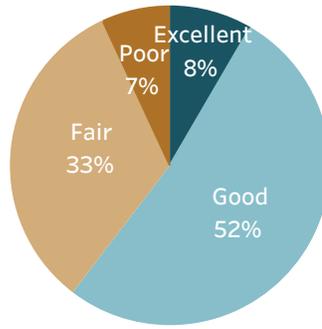
The Town of Firestone	56%	Similar
The Federal Government	24%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

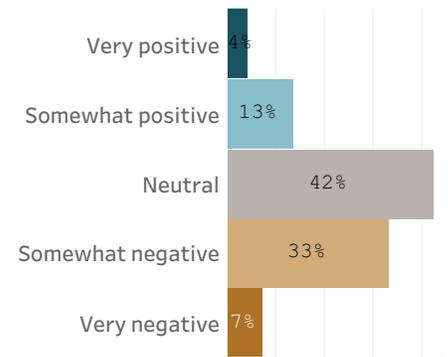
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Firestone



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



Please rate each of the following aspects of quality of life in Firestone. (% excellent or good)

Aspect	Percentage	vs. benchmark*
Firestone as a place to work	38%	Lower
Firestone as a place to visit	31%	Much lower

Please rate each of the following characteristics as they relate to Firestone as a whole. (% excellent or good)

Characteristic	Percentage	vs. benchmark*
Overall economic health	60%	Similar

Please rate each of the following in the Firestone community. (% excellent or good)

Characteristic	Percentage	vs. benchmark*
Overall quality of business and service establishments	52%	Lower
Cost of living	36%	Similar
Variety of business and service establishments	24%	Much lower
Employment opportunities	21%	Lower
Vibrancy of downtown/commercial area	18%	Much lower
Shopping opportunities	15%	Much lower

Please rate the quality of each of the following services in Firestone. (% excellent or good)

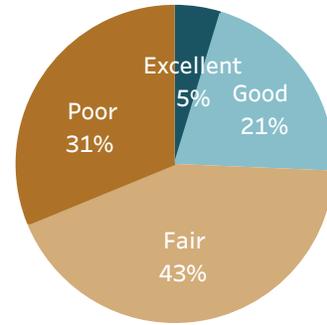
Service	Percentage	vs. benchmark*
Economic development	41%	Similar

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: (% very or somewhat positive)

Impact	Percentage	vs. benchmark*
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	18%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the transportation system in Firestone



Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of the transportation system	26%	Lower

Please also rate each of the following in the Firestone community.
(% excellent or good)

Ease of travel by car	77%	Similar
Ease of public parking	68%	Similar
Ease of walking	56%	Similar
Traffic flow on major streets	52%	Similar
Ease of travel by bicycle	47%	Similar
Ease of travel by public transportation	8%	Much lower

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	52%	Similar
Carpooled with other adults or children instead of driving alone	41%	Similar
Used public transportation instead of driving	5%	Lower

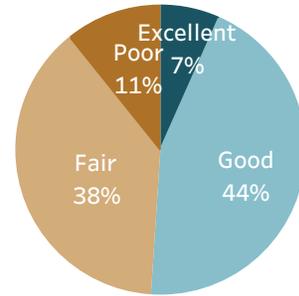
Please rate the quality of each of the following services in Firestone.
(% excellent or good)

Street cleaning	63%	Similar
Street lighting	62%	Similar

Sidewalk maintenance	61%	Similar
Traffic enforcement	58%	Similar
Snow removal	46%	Lower
Traffic signal timing	46%	Similar
Street repair	29%	Lower
Bus or transit services	9%	Much lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall design or layout of Firestone's residential and commercial areas



Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)

		vs. benchmark*
Your neighborhood as a place to live	83%	Similar

Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

Overall design or layout of residential and commercial areas	51%	Similar
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Please also rate each of the following in the Firestone community.
(% excellent or good)

Overall appearance	66%	Similar
Well-designed neighborhoods	58%	Similar
Preservation of the historical or cultural character of the community	48%	Similar
Variety of housing options	48%	Similar
Overall quality of new development	44%	Similar
Well-planned residential growth	41%	Similar
Public places where people want to spend time	35%	Lower
Availability of affordable quality housing	32%	Similar
Well-planned commercial growth	27%	Lower

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

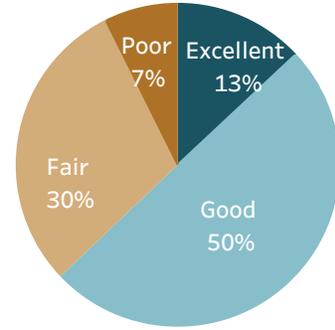
Code enforcement	39%	Similar
Land use, planning and zoning	31%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Firestone



Please rate the quality of each of the following services in Firestone.
(% excellent or good)

		vs. benchmark*
Sewer services	84%	Similar
Garbage collection	76%	Similar
Drinking water	73%	Similar
Power (electric and/or gas) utility	73%	Similar
Storm water management	71%	Similar
Utility billing	65%	Similar
Affordable high-speed internet access	45%	Similar

Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

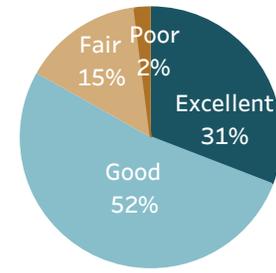
Overall quality of the utility infrastructure	63%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in Firestone



Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall feeling of safety	83%	Similar

Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	95%	Similar
In Firestone's commercial areas during the day	93%	Similar
From violent crime	86%	Similar
From property crime	78%	Similar
From fire, flood, or other natural disaster	70%	Similar

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

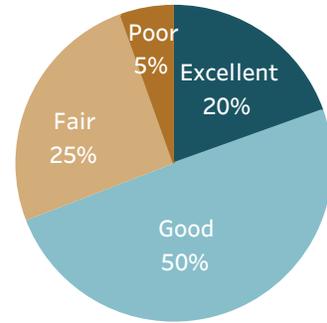
Fire services	92%	Similar
Ambulance or emergency medical services	87%	Similar
Police services	81%	Similar
Fire prevention and education	70%	Similar
Crime prevention	70%	Similar
Animal control	69%	Similar
Emergency preparedness	52%	Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Natural environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Firestone



Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of natural environment	69%	Similar

Please also rate each of the following in the Firestone community.
(% excellent or good)

Cleanliness	76%	Similar
Air quality	74%	Similar
Water resources	56%	Similar

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

Firestone open space	58%	Similar
Preservation of natural areas	58%	Similar
Recycling	56%	Similar
Yard waste pick-up	47%	Lower

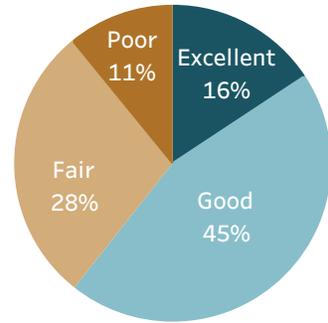
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Parks and recreation

“There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment.”

- National Recreation and Park Association

Overall quality of the parks and recreation opportunities



Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall quality of parks and recreation opportunities	61%	Lower

Please also rate each of the following in the Firestone community.
(% excellent or good)

Availability of paths and walking trails	67%	Similar
Fitness opportunities	53%	Lower
Recreational opportunities	45%	Lower

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

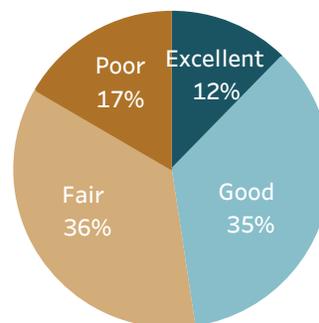
Town parks	76%	Similar
Recreation programs or classes	46%	Lower
Recreation centers or facilities	45%	Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Firestone



Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall health and wellness opportunities	48%	Lower

Please also rate each of the following in the Firestone community.
(% excellent or good)

Availability of affordable quality health care	52%	Similar
Availability of preventive health services	49%	Similar
Availability of affordable quality food	49%	Similar
Availability of affordable quality mental health care	24%	Lower

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

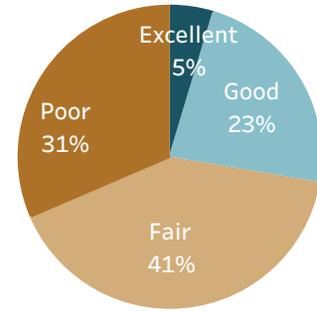
Health services	58%	Similar
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Please rate your overall health.
(% excellent or very good)

Please rate your overall health.	71%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall opportunities for education, culture and the arts



Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

		vs. benchmark*
Overall opportunities for education, culture, and the arts	28%	Much lower

Please also rate each of the following in the Firestone community.
(% excellent or good)

K-12 education	57%	Similar
Opportunities to attend special events and festivals	49%	Lower
Availability of affordable quality childcare/preschool	29%	Lower
Community support for the arts	28%	Much lower
Opportunities to attend cultural/arts/music activities	27%	Much lower
Adult educational opportunities	25%	Much lower

Please rate the quality of each of the following services in Firestone.
(% excellent or good)

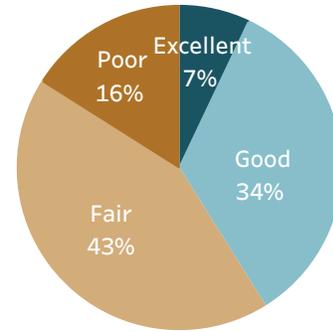
Public library services	86%	Similar
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* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community



Please rate each of the following aspects of quality of life in Firestone.
(% excellent or good)

		vs. benchmark*
Firestone as a place to raise children	83%	Similar
Firestone as a place to retire	55%	Similar
Sense of community	55%	Similar

Please rate each of the following characteristics as they relate to Firestone as a whole.
(% excellent or good)

Residents' connection and engagement with their community	41%	Similar
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Please rate the job you feel the Firestone community does at each of the following.
(% excellent or good)

Making all residents feel welcome	64%	Similar
Valuing/respecting residents from diverse backgrounds	58%	Similar
Taking care of vulnerable residents	44%	Similar
Attracting people from diverse backgrounds	42%	Lower

Please also rate each of the following in the Firestone community.
(% excellent or good)

Neighborliness of residents	60%	Similar
Opportunities to participate in social events and activities	48%	Lower
Openness and acceptance of the community toward people of diverse backgrounds	48%	Similar

Opportunities to volunteer	45%	Lower
Sense of civic/community pride	43%	Similar
Opportunities to participate in community matters	43%	Lower

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

vs.
benchmark*

Voted in your most recent local election	79%	Similar
Contacted the Town of Firestone for help or information	35%	Lower
Attended a local public meeting	23%	Similar
Watched a local public meeting	18%	Similar
Volunteered your time to some group/activity	17%	Lower
Contacted Firestone elected officials to express your opinion	12%	Similar
Campaigned or advocated for a local issue, cause, or candidate	11%	Similar

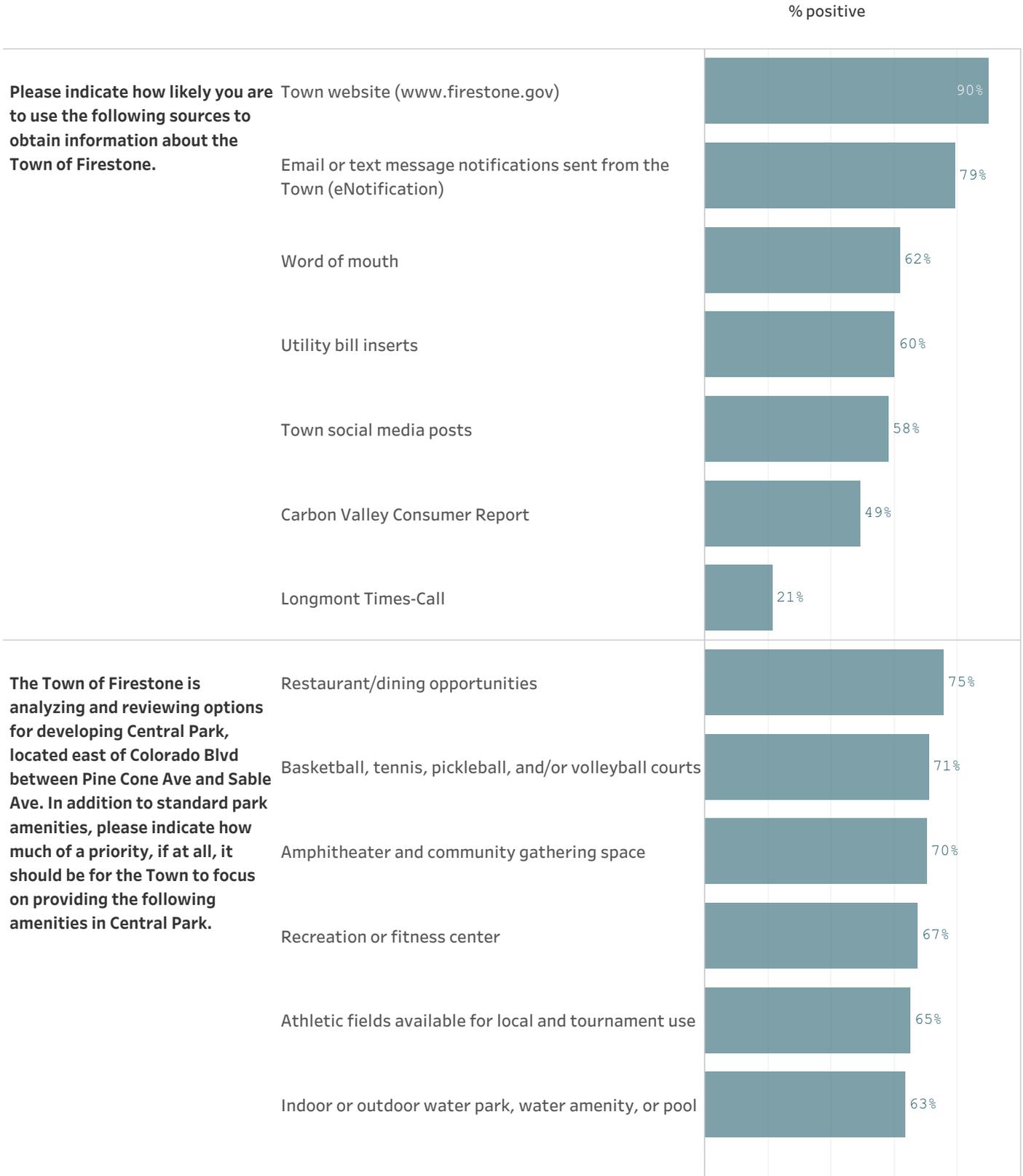
In general, how many times do you:
(% a few times a week or more)

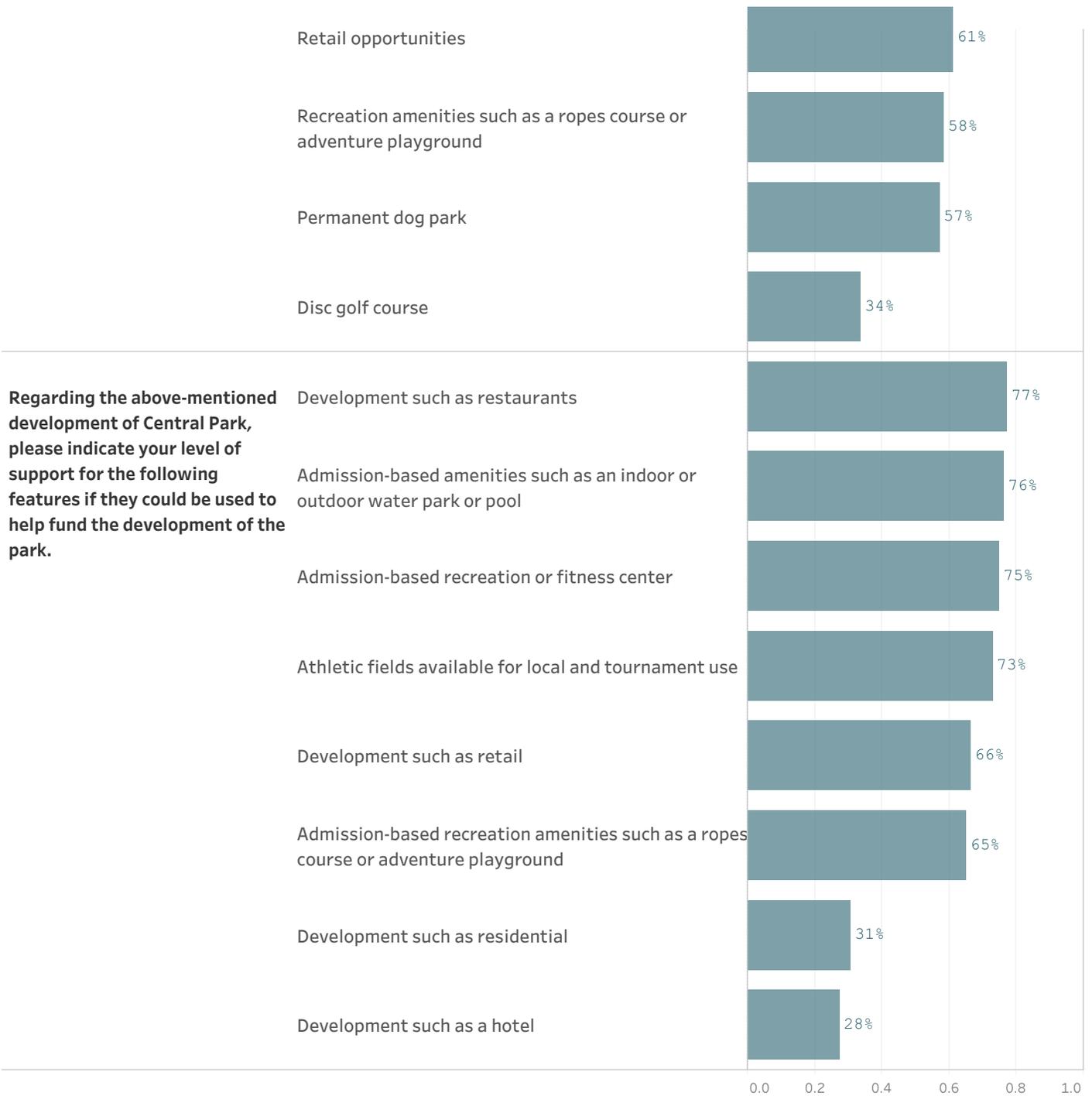
Use or check email	96%	Similar
Access the internet from your home	96%	Similar
Access the internet from your cell phone	94%	Similar
Visit social media sites	80%	Similar
Shop online	69%	Higher
Share your opinions online	28%	Similar

* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Very/Somewhat Likely or High/Medium Priority or Strongly/Somewhat Support) is shown.





National benchmark tables

This table contains the comparisons of Firestone’s results to those from other communities. The first column shows the comparison of Firestone’s rating to the benchmark. Firestone’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Firestone residents is statistically similar to or different than the benchmark. The second column is Firestone’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Firestone’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Firestone’s result -- that is what percent of surveyed communities had a lower rating than Firestone.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to live	Similar	84%	237	349	32
	Your neighborhood as a place to live	Similar	83%	193	311	38
	Firestone as a place to raise children	Similar	83%	202	353	43
	Firestone as a place to work	Lower	38%	320	345	7
	Firestone as a place to visit	Much lower	31%	296	309	4
	Firestone as a place to retire	Similar	55%	264	350	24
	The overall quality of life	Similar	76%	246	367	33
	Sense of community	Similar	55%	240	318	24
Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall economic health	Similar	60%	193	303	36
	Overall quality of the transportation system	Lower	26%	221	243	9
	Overall design or layout of residential and commercial areas	Similar	51%	212	296	28
	Overall quality of the utility infrastructure	Similar	63%	138	234	41
	Overall feeling of safety	Similar	83%	156	338	54
	Overall quality of natural environment	Similar	69%	228	305	25
	Overall quality of parks and recreation opportunities	Lower	61%	210	240	12
	Overall health and wellness opportunities	Lower	48%	264	298	11

Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall opportunities for education, culture, and the arts	Much lower	28%	289	300	4
	Residents' connection and engagement with their community	Similar	41%	183	237	23
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Firestone to someone who asks	Similar	84%	176	303	42
	Remain in Firestone for the next five years	Similar	82%	175	301	42
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	150	320	53
	In Firestone's commercial areas during the day	Similar	93%	146	310	53
	From property crime	Similar	78%	114	245	53
	From violent crime	Similar	86%	96	245	61
	From fire, flood, or other natural disaster	Similar	70%	194	235	17
Please rate the job you feel the Firestone community does at each of the following.	Making all residents feel welcome	Similar	64%	170	242	30
	Attracting people from diverse backgrounds	Lower	42%	203	239	15
	Valuing/respecting residents from diverse backgrounds	Similar	58%	174	240	27
	Taking care of vulnerable residents	Similar	44%	175	236	26
Please rate each of the following in the Firestone community.	Overall quality of business and service establishments	Lower	52%	272	305	11
	Variety of business and service establishments	Much lower	24%	229	237	3
	Vibrancy of downtown/commercial area	Much lower	18%	278	285	2
	Employment opportunities	Lower	21%	301	316	5
	Shopping opportunities	Much lower	15%	295	307	4
	Cost of living	Similar	36%	174	296	41
	Overall image or reputation	Similar	64%	229	344	33
Please also rate each of the following in the Firestone community.	Traffic flow on major streets	Similar	52%	162	319	49
	Ease of public parking	Similar	68%	73	284	74
	Ease of travel by car	Similar	77%	125	313	60

Please also rate each of the following in the Firestone community.

Ease of travel by public transportation	Much lower	8%	281	286	2
Ease of travel by bicycle	Similar	47%	189	313	39
Ease of walking	Similar	56%	214	316	32
Well-planned residential growth	Similar	41%	144	238	39
Well-planned commercial growth	Lower	27%	205	238	14
Well-designed neighborhoods	Similar	58%	114	236	52
Preservation of the historical or cultural character of the community	Similar	48%	209	235	11
Public places where people want to spend time	Lower	35%	266	291	8
Variety of housing options	Similar	48%	141	303	53
Availability of affordable quality housing	Similar	32%	136	324	58
Overall quality of new development	Similar	44%	216	313	31
Overall appearance	Similar	66%	216	323	33
Cleanliness	Similar	76%	175	320	45
Water resources	Similar	56%	124	217	43
Air quality	Similar	74%	207	291	29
Availability of paths and walking trails	Similar	67%	188	316	40
Fitness opportunities	Lower	53%	249	293	15
Recreational opportunities	Lower	45%	283	310	9
Availability of affordable quality food	Similar	49%	247	288	14
Availability of affordable quality health care	Similar	52%	203	297	31
Availability of preventive health services	Similar	49%	208	284	27
Availability of affordable quality mental health care	Lower	24%	262	288	9
Opportunities to attend cultural/arts/music activities	Much lower	27%	287	306	6

Please also rate each of the following in the Firestone community.	Community support for the arts	Much lower	28%	219	235	7	
	Availability of affordable quality childcare/preschool	Lower	29%	264	297	11	
	K-12 education	Similar	57%	200	299	33	
	Adult educational opportunities	Much lower	25%	279	291	4	
	Sense of civic/community pride	Similar	43%	193	236	18	
	Neighborliness of residents	Similar	60%	165	292	43	
	Opportunities to participate in social events and activities	Lower	48%	263	301	12	
	Opportunities to attend special events and festivals	Lower	49%	255	295	13	
	Opportunities to volunteer	Lower	45%	295	296	0	
	Opportunities to participate in community matters	Lower	43%	274	297	8	
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	48%	250	314	20	
	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Firestone for help or information	Lower	35%	289	319	9
		Contacted Firestone elected officials to express your opinion	Similar	12%	221	289	23
Attended a local public meeting		Similar	23%	76	293	74	
Watched a local public meeting		Similar	18%	216	282	23	
Volunteered your time to some group/activity		Lower	17%	278	296	6	
Campaigned or advocated for a local issue, cause, or candidate		Similar	11%	249	286	13	
Voted in your most recent local election		Similar	79%	91	235	61	
Used public transportation instead of driving		Lower	5%	238	272	12	
Carpooled with other adults or children instead of driving alone		Similar	41%	160	288	44	
Walked or biked instead of driving		Similar	52%	188	290	35	
Please rate the quality of each of the following services in Firestone.	Public information services	Similar	50%	269	305	11	
	Economic development	Similar	41%	253	300	16	

Please rate the quality of each of the following services in Firestone.

Traffic enforcement	Similar	58%	228	338	32
Traffic signal timing	Similar	46%	234	297	21
Street repair	Lower	29%	264	338	22
Street cleaning	Similar	63%	186	306	39
Street lighting	Similar	62%	179	327	45
Snow removal	Lower	46%	227	254	10
Sidewalk maintenance	Similar	61%	158	306	48
Bus or transit services	Much lower	9%	272	277	2
Land use, planning and zoning	Similar	31%	254	308	17
Code enforcement	Similar	39%	223	331	32
Affordable high-speed internet access	Similar	45%	190	232	18
Garbage collection	Similar	76%	241	317	24
Drinking water	Similar	73%	160	303	47
Sewer services	Similar	84%	128	301	57
Storm water management	Similar	71%	152	313	51
Power (electric and/or gas) utility	Similar	73%	162	260	38
Utility billing	Similar	65%	182	281	35
Police services	Similar	81%	190	360	47
Crime prevention	Similar	70%	188	337	44
Animal control	Similar	69%	170	314	46
Ambulance or emergency medical services	Similar	87%	194	307	37
Fire services	Similar	92%	187	327	43
Fire prevention and education	Similar	70%	215	301	28

Please rate the quality of each of the following services in Firestone.	Emergency preparedness	Lower	52%	271	303	10
	Preservation of natural areas	Similar	58%	196	291	32
	Firestone open space	Similar	58%	181	288	37
	Recycling	Similar	56%	256	321	20
	Yard waste pick-up	Lower	47%	255	283	10
	Town parks	Similar	76%	238	316	25
	Recreation programs or classes	Lower	46%	280	311	10
	Recreation centers or facilities	Lower	45%	278	299	7
	Health services	Similar	58%	215	278	23
	Public library services	Similar	86%	166	312	46
	Overall customer service by Firestone employees	Similar	75%	209	346	39
	Please rate the following categories of Firestone government performance.	The value of services for the taxes paid to Firestone	Similar	39%	274	351
The overall direction that Firestone is taking		Similar	47%	232	330	30
The job Firestone government does at welcoming resident involvement		Similar	37%	270	327	17
Overall confidence in Firestone government		Similar	37%	229	299	23
Generally acting in the best interest of the community		Similar	44%	230	303	24
Being honest		Similar	45%	222	294	24
Being open and transparent to the public		Similar	41%	188	242	22
Informing residents about issues facing the community		Lower	34%	213	247	14
Treating all residents fairly		Similar	51%	181	300	40
Treating residents with respect		Similar	58%	148	239	38
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Firestone	Similar	56%	276	346	20
	The Federal Government	Similar	24%	279	286	2

Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	168	279	39
	Overall quality of the transportation system	Similar	70%	131	234	44
	Overall design or layout of residential and commercial areas	Similar	78%	149	280	46
	Overall quality of the utility infrastructure	Similar	92%	134	233	42
	Overall feeling of safety	Similar	91%	122	280	56
	Overall quality of natural environment	Similar	76%	239	280	14
	Overall quality of parks and recreation opportunities	Similar	79%	133	235	43
	Overall health and wellness opportunities	Similar	66%	249	280	11
	Overall opportunities for education, culture, and the arts	Similar	67%	256	279	8
	Residents' connection and engagement with their community	Similar	69%	211	279	24
In general, how many times do you:	Access the internet from your home	Similar	96%	76	234	67
	Access the internet from your cell phone	Similar	94%	110	236	53
	Visit social media sites	Similar	80%	91	235	61
	Use or check email	Similar	96%	151	236	36
	Share your opinions online	Similar	28%	138	236	41
	Shop online	Higher	69%	20	235	91
	Please rate your overall health.	Similar	71%	113	286	60
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	18%	182	288	37	

Custom benchmark tables

This table contains the comparisons of Firestone’s results to those from other communities in the CO Front Range with similar populations. The first column shows the comparison of Firestone’s rating to the benchmark. Firestone’s results are noted as being “higher”, “lower” or “similar” to the benchmark, meaning that the average rating given by Firestone residents is statistically similar to or different than the benchmark. The second column is Firestone’s “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Firestone’s rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Firestone’s result -- that is what percent of surveyed communities had a lower rating than Firestone.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to live	Similar	84%	17	25	36
	Your neighborhood as a place to live	Similar	83%	15	24	41
	Firestone as a place to raise children	Similar	83%	15	25	44
	Firestone as a place to work	Lower	38%	17	25	36
	Firestone as a place to visit	Lower	31%	14	18	27
	Firestone as a place to retire	Similar	55%	20	25	24
	The overall quality of life	Similar	76%	16	25	40
	Sense of community	Similar	55%	15	22	36
Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall economic health	Similar	60%	11	19	47
	Overall quality of the transportation system	Lower	26%	11	13	23
	Overall design or layout of residential and commercial areas	Similar	51%	10	17	47
	Overall quality of the utility infrastructure	Similar	63%	5	11	63
	Overall feeling of safety	Similar	83%	10	19	52
	Overall quality of natural environment	Similar	69%	12	20	45
	Overall quality of parks and recreation opportunities	Similar	61%	9	11	27

Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall health and wellness opportunities	Lower	48%	13	17	29
	Overall opportunities for education, culture, and the arts	Lower	28%	17	18	11
	Residents' connection and engagement with their community	Similar	41%	8	11	36
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Firestone to someone who asks	Similar	84%	10	20	55
	Remain in Firestone for the next five years	Similar	82%	10	19	52
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	95%	11	21	52
	In Firestone's commercial areas during the day	Similar	93%	13	20	40
	From property crime	Similar	78%	3	13	84
	From violent crime	Similar	86%	8	13	46
	From fire, flood, or other natural disaster	Similar	70%	9	11	27
Please rate the job you feel the Firestone community does at each of the following.	Making all residents feel welcome	Similar	64%	8	13	46
	Attracting people from diverse backgrounds	Similar	42%	9	13	38
	Valuing/respecting residents from diverse backgrounds	Similar	58%	8	12	41
	Taking care of vulnerable residents	Similar	44%	8	11	36
Please rate each of the following in the Firestone community.	Overall quality of business and service establishments	Similar	52%	16	20	25
	Variety of business and service establishments	Lower	24%	10	11	18
	Vibrancy of downtown/commercial area	Lower	18%	14	16	18
	Employment opportunities	Lower	21%	18	23	26
	Shopping opportunities	Lower	15%	20	23	17
	Cost of living	Similar	36%	3	16	87
	Overall image or reputation	Similar	64%	13	22	45
Please also rate each of the following in the Firestone	Traffic flow on major streets	Similar	52%	11	21	52

Please also rate each of the following in the Firestone community.

Ease of public parking	Higher	68%	2	16	93
Ease of travel by car	Similar	77%	9	23	65
Ease of travel by public transportation	Much lower	8%	16	17	11
Ease of travel by bicycle	Similar	47%	19	23	21
Ease of walking	Similar	56%	19	23	21
Well-planned residential growth	Similar	41%	4	11	72
Well-planned commercial growth	Similar	27%	7	11	45
Well-designed neighborhoods	Similar	58%	4	11	72
Preservation of the historical or cultural character of the community	Similar	48%	10	11	18
Public places where people want to spend time	Lower	35%	14	16	18
Variety of housing options	Similar	48%	7	20	70
Availability of affordable quality housing	Similar	32%	4	21	85
Overall quality of new development	Similar	44%	12	19	42
Overall appearance	Similar	66%	15	22	36
Cleanliness	Similar	76%	10	20	55
Water resources	Similar	56%	4	11	72
Air quality	Similar	74%	8	19	63
Availability of paths and walking trails	Similar	67%	12	19	42
Fitness opportunities	Lower	53%	12	17	35
Recreational opportunities	Lower	45%	19	22	18
Availability of affordable quality food	Similar	49%	11	18	44
Availability of affordable quality health care	Similar	52%	9	19	57

Please also rate each of the following in the Firestone community.	Availability of preventive health services	Similar	49%	10	17	47	
	Availability of affordable quality mental health care	Similar	24%	12	15	26	
	Opportunities to attend cultural/arts/music activities	Lower	27%	19	21	14	
	Community support for the arts	Lower	28%	9	11	27	
	Availability of affordable quality childcare/preschool	Similar	29%	15	19	26	
	K-12 education	Similar	57%	10	18	50	
	Adult educational opportunities	Lower	25%	12	17	35	
	Sense of civic/community pride	Similar	43%	8	11	36	
	Neighborliness of residents	Similar	60%	10	17	47	
	Opportunities to participate in social events and activities	Lower	48%	17	21	23	
	Opportunities to attend special events and festivals	Lower	49%	15	18	22	
	Opportunities to volunteer	Lower	45%	18	19	10	
	Opportunities to participate in community matters	Lower	43%	19	20	10	
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	48%	17	22	27	
	Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Firestone for help or information	Lower	35%	15	20	30
		Contacted Firestone elected officials to express your opinion	Similar	12%	14	17	23
Attended a local public meeting		Similar	23%	8	19	63	
Watched a local public meeting		Similar	18%	13	18	33	
Volunteered your time to some group/activity		Lower	17%	16	17	11	
Campaigned or advocated for a local issue, cause, or candidate		Similar	11%	13	16	25	
Voted in your most recent local election		Similar	79%	10	12	25	
Used public transportation instead of driving		Lower	5%	11	15	33	

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Similar	41%	9	16	50
	Walked or biked instead of driving	Lower	52%	12	16	31
Please rate the quality of each of the following services in Firestone.	Public information services	Similar	50%	13	18	33
	Economic development	Similar	41%	13	17	29
	Traffic enforcement	Similar	58%	15	23	39
	Traffic signal timing	Similar	46%	16	17	11
	Street repair	Similar	29%	19	23	21
	Street cleaning	Similar	63%	14	22	40
	Street lighting	Similar	62%	9	18	55
	Snow removal	Similar	46%	18	24	29
	Sidewalk maintenance	Similar	61%	6	16	68
	Bus or transit services	Much lower	9%	12	13	15
	Land use, planning and zoning	Similar	31%	16	19	21
	Code enforcement	Similar	39%	13	22	45
	Affordable high-speed internet access	Similar	45%	9	11	27
	Garbage collection	Similar	76%	15	20	30
	Drinking water	Similar	73%	12	18	38
	Sewer services	Similar	84%	10	17	47
	Storm water management	Similar	71%	10	20	55
	Power (electric and/or gas) utility	Similar	73%	9	15	46
	Utility billing	Similar	65%	12	17	35
	Police services	Similar	81%	11	23	56

Please rate the quality of each of the following services in Firestone.	Crime prevention	Similar	70%	10	21	57
	Animal control	Similar	69%	9	21	61
	Ambulance or emergency medical services	Similar	87%	10	16	43
	Fire services	Similar	92%	8	18	61
	Fire prevention and education	Similar	70%	10	16	43
	Emergency preparedness	Similar	52%	14	18	27
	Preservation of natural areas	Similar	58%	8	15	53
	Firestone open space	Similar	58%	11	18	44
	Recycling	Similar	56%	14	19	31
	Yard waste pick-up	Similar	47%	8	13	46
	Town parks	Similar	76%	14	19	31
	Recreation programs or classes	Lower	46%	20	21	9
	Recreation centers or facilities	Much lower	45%	18	20	15
	Health services	Similar	58%	11	17	41
	Public library services	Similar	86%	8	18	58
	Overall customer service by Firestone employees	Similar	75%	14	22	40
	Please rate the following categories of Firestone government performance.	The value of services for the taxes paid to Firestone	Similar	39%	19	23
The overall direction that Firestone is taking		Similar	47%	16	22	31
The job Firestone government does at welcoming resident involvement		Similar	37%	18	23	26
Overall confidence in Firestone government		Similar	37%	12	17	35
Generally acting in the best interest of the community		Similar	44%	12	18	38
Being honest		Similar	45%	11	17	41

Please rate the following categories of Firestone government performance.	Being open and transparent to the public	Similar	41%	8	11	36
	Informing residents about issues facing the community	Similar	34%	10	12	25
	Treating all residents fairly	Similar	51%	10	17	47
	Treating residents with respect	Similar	58%	7	11	45
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Firestone	Similar	56%	20	25	24
	The Federal Government	Similar	24%	16	16	6
Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.	Overall economic health	Similar	90%	7	15	60
	Overall quality of the transportation system	Similar	70%	5	11	63
	Overall design or layout of residential and commercial areas	Similar	78%	10	15	40
	Overall quality of the utility infrastructure	Similar	92%	10	11	18
	Overall feeling of safety	Similar	91%	1	15	100
	Overall quality of natural environment	Similar	76%	11	15	33
	Overall quality of parks and recreation opportunities	Similar	79%	7	11	45
	Overall health and wellness opportunities	Similar	66%	10	15	40
	Overall opportunities for education, culture, and the arts	Similar	67%	8	15	53
	Residents' connection and engagement with their community	Similar	69%	7	15	60
In general, how many times do you:	Access the internet from your home	Similar	96%	5	9	55
	Access the internet from your cell phone	Similar	94%	8	11	36
	Visit social media sites	Similar	80%	4	11	72
	Use or check email	Similar	96%	8	11	36
	Share your opinions online	Similar	28%	4	11	72
	Shop online	Similar	69%	3	11	81

	Please rate your overall health.	Similar	71%	10	16	43
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	18%	10	16	43

Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

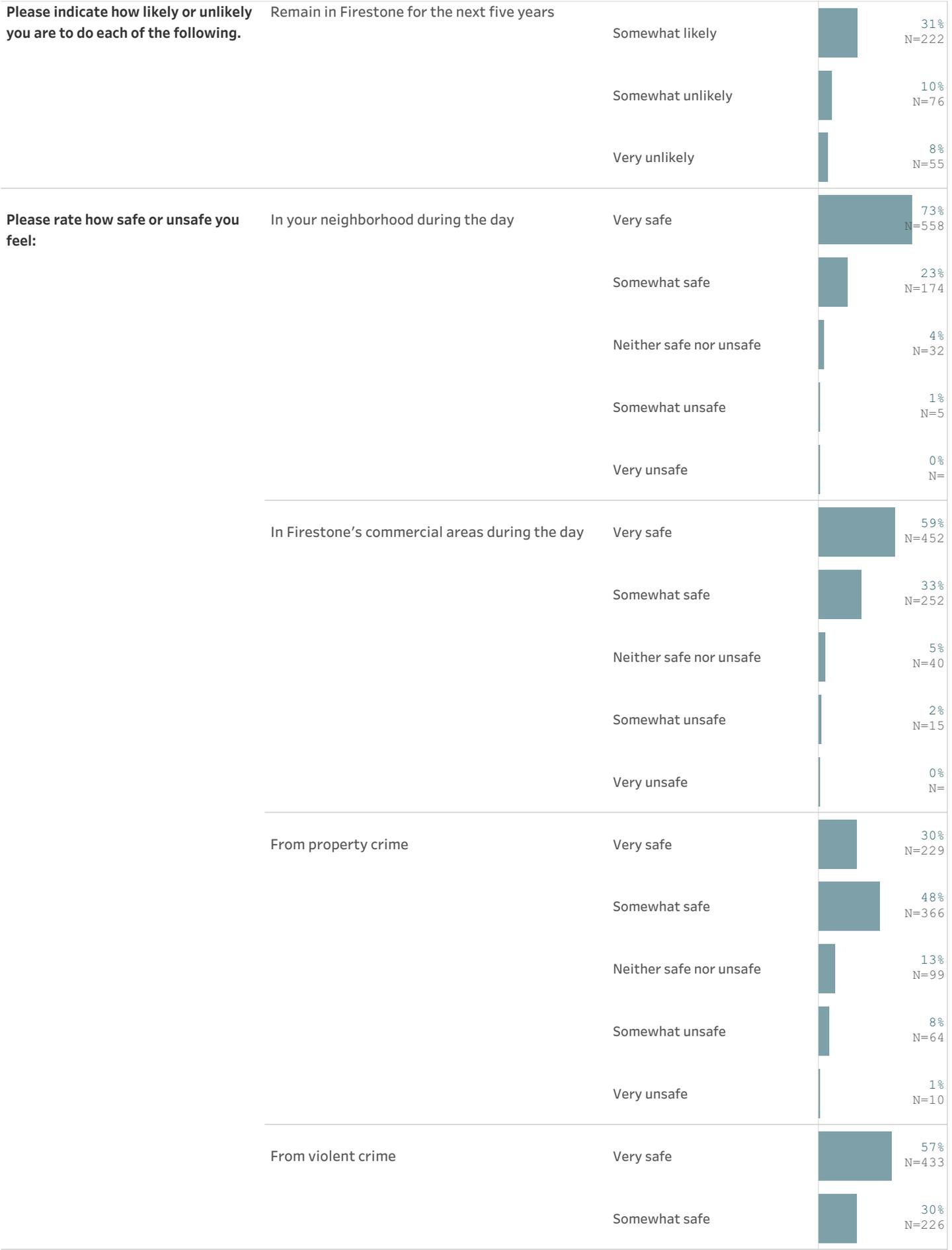
Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to live	Excellent		24% N=186
		Good		60% N=461
		Fair		15% N=113
		Poor		1% N=8
	Your neighborhood as a place to live	Excellent		36% N=278
		Good		47% N=359
		Fair		14% N=111
		Poor		2% N=18
	Firestone as a place to raise children	Excellent		27% N=178
		Good		56% N=364
		Fair		13% N=86
		Poor		3% N=20
	Firestone as a place to work	Excellent		9% N=44
		Good		30% N=145
		Fair		34% N=165
		Poor		28% N=137
	Firestone as a place to visit	Excellent		9% N=63

Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to visit	Good		22% N=160
		Fair		35% N=252
		Poor		33% N=239
	Firestone as a place to retire	Excellent		16% N=99
		Good		39% N=240
		Fair		28% N=174
		Poor		17% N=106
	The overall quality of life	Excellent		18% N=135
		Good		58% N=446
Fair			24% N=181	
Poor			1% N=8	
Sense of community	Excellent		13% N=98	
	Good		42% N=318	
	Fair		33% N=250	
	Poor		12% N=94	
Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall economic health	Excellent		8% N=53
		Good		52% N=330
		Fair		33% N=208
		Poor		7% N=44
Overall quality of the transportation system	Excellent		5% N=34	

Please rate each of the following characteristics as they relate to Firestone as a whole.

Overall quality of the transportation system	Good		21% N=153
	Fair		43% N=314
	Poor		31% N=227
Overall design or layout of residential and commercial areas	Excellent		7% N=50
	Good		44% N=337
	Fair		38% N=290
	Poor		11% N=82
Overall quality of the utility infrastructure	Excellent		13% N=94
	Good		50% N=360
	Fair		30% N=215
	Poor		7% N=53
Overall feeling of safety	Excellent		31% N=237
	Good		52% N=401
	Fair		15% N=114
	Poor		2% N=15
Overall quality of natural environment	Excellent		20% N=147
	Good		50% N=374
	Fair		25% N=192
	Poor		5% N=41
Overall quality of parks and recreation opportunities	Excellent		16% N=118

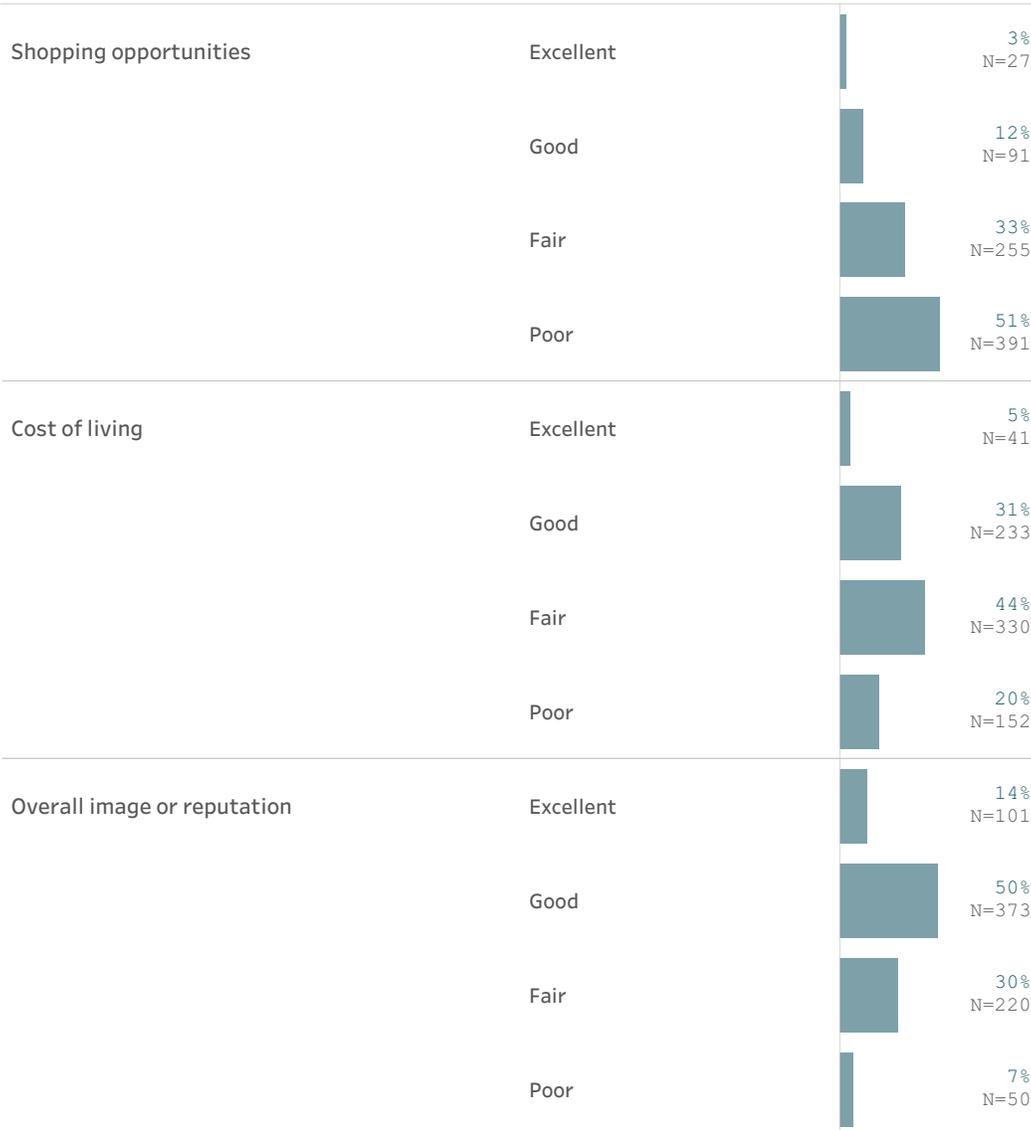
Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall quality of parks and recreation opportunities	Good		45% N=339
		Fair		28% N=215
		Poor		11% N=82
Overall health and wellness opportunities	Excellent		12% N=86	
	Good		35% N=246	
	Fair		36% N=249	
	Poor		17% N=115	
Overall opportunities for education, culture, and the arts	Excellent		5% N=31	
	Good		23% N=155	
	Fair		41% N=275	
	Poor		31% N=211	
Residents' connection and engagement with their community	Excellent		7% N=50	
	Good		34% N=242	
	Fair		43% N=305	
	Poor		16% N=114	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Firestone to someone who asks	Very likely		32% N=241
		Somewhat likely		51% N=383
		Somewhat unlikely		12% N=90
		Very unlikely		5% N=34
Remain in Firestone for the next five years	Very likely		51% N=371	



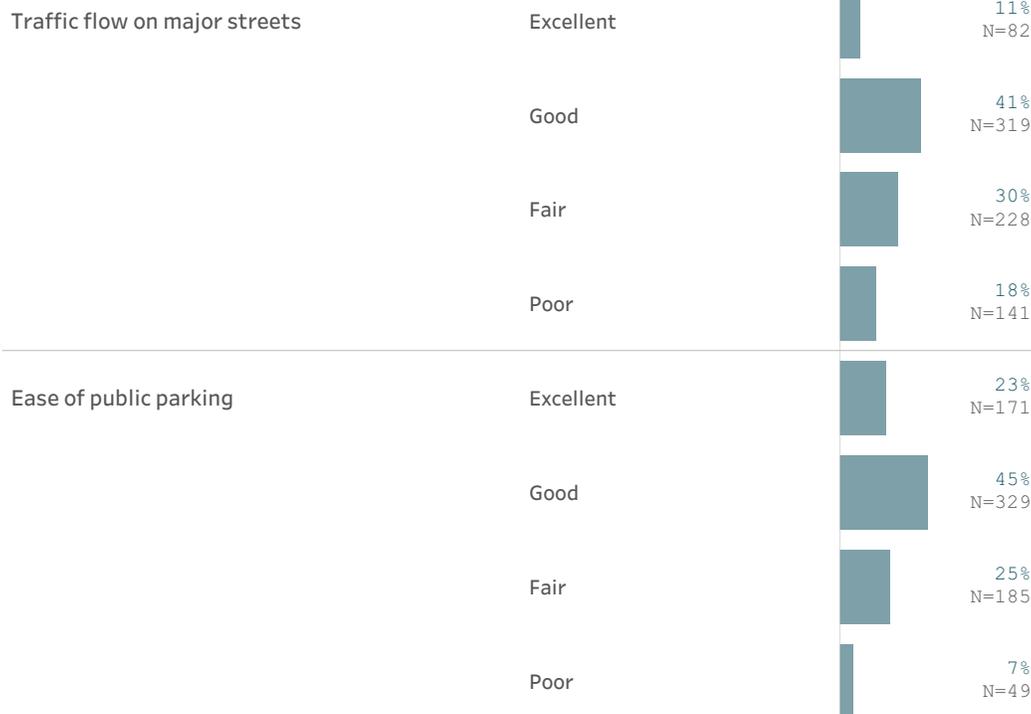
Please rate how safe or unsafe you feel:	From violent crime	Neither safe nor unsafe		10% N=75
		Somewhat unsafe		3% N=19
		Very unsafe		1% N=10
	From fire, flood, or other natural disaster	Very safe		28% N=208
		Somewhat safe		42% N=319
		Neither safe nor unsafe		20% N=154
Somewhat unsafe			9% N=66	
Very unsafe			1% N=8	
Please rate the job you feel the Firestone community does at each of the following.	Making all residents feel welcome	Excellent		14% N=104
		Good		49% N=356
		Fair		28% N=205
		Poor		8% N=56
	Attracting people from diverse backgrounds	Excellent		11% N=68
		Good		31% N=186
		Fair		36% N=216
		Poor		22% N=136
	Valuing/respecting residents from diverse backgrounds	Excellent		14% N=83
		Good		44% N=255
		Fair		27% N=157
		Poor		14% N=82

Please rate the job you feel the Firestone community does at each of the following.	Taking care of vulnerable residents	Excellent		12% N=55
		Good		32% N=153
		Fair		33% N=154
		Poor		23% N=110
Please rate each of the following in the Firestone community.	Overall quality of business and service establishments	Excellent		9% N=66
		Good		43% N=331
		Fair		33% N=253
		Poor		15% N=116
	Variety of business and service establishments	Excellent		7% N=53
		Good		17% N=130
		Fair		38% N=288
		Poor		39% N=295
	Vibrancy of downtown/commercial area	Excellent		3% N=25
		Good		15% N=109
		Fair		36% N=259
		Poor		46% N=328
	Employment opportunities	Excellent		4% N=23
		Good		17% N=88
		Fair		34% N=173
		Poor		44% N=228

Please rate each of the following in the Firestone community.



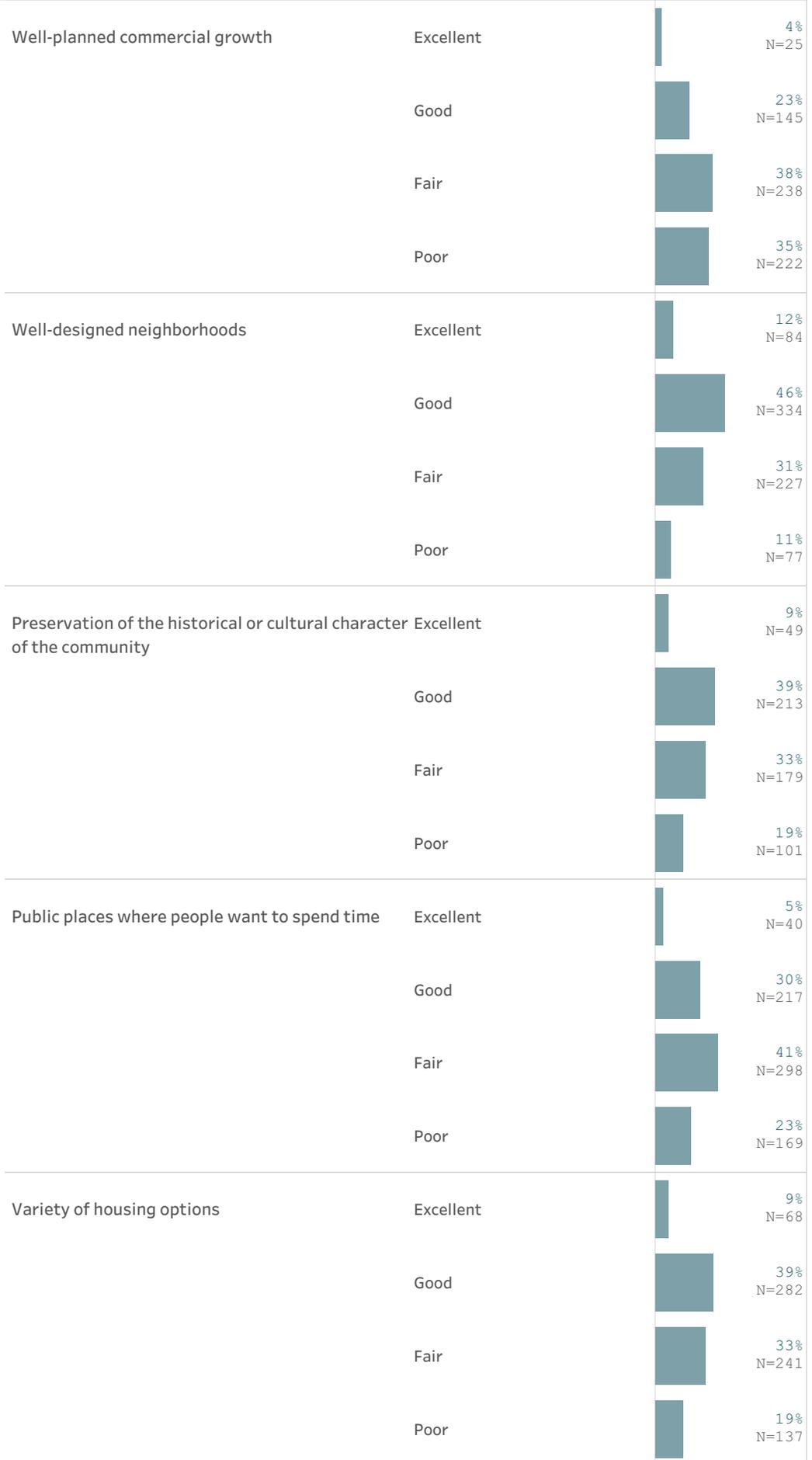
Please also rate each of the following in the Firestone community.



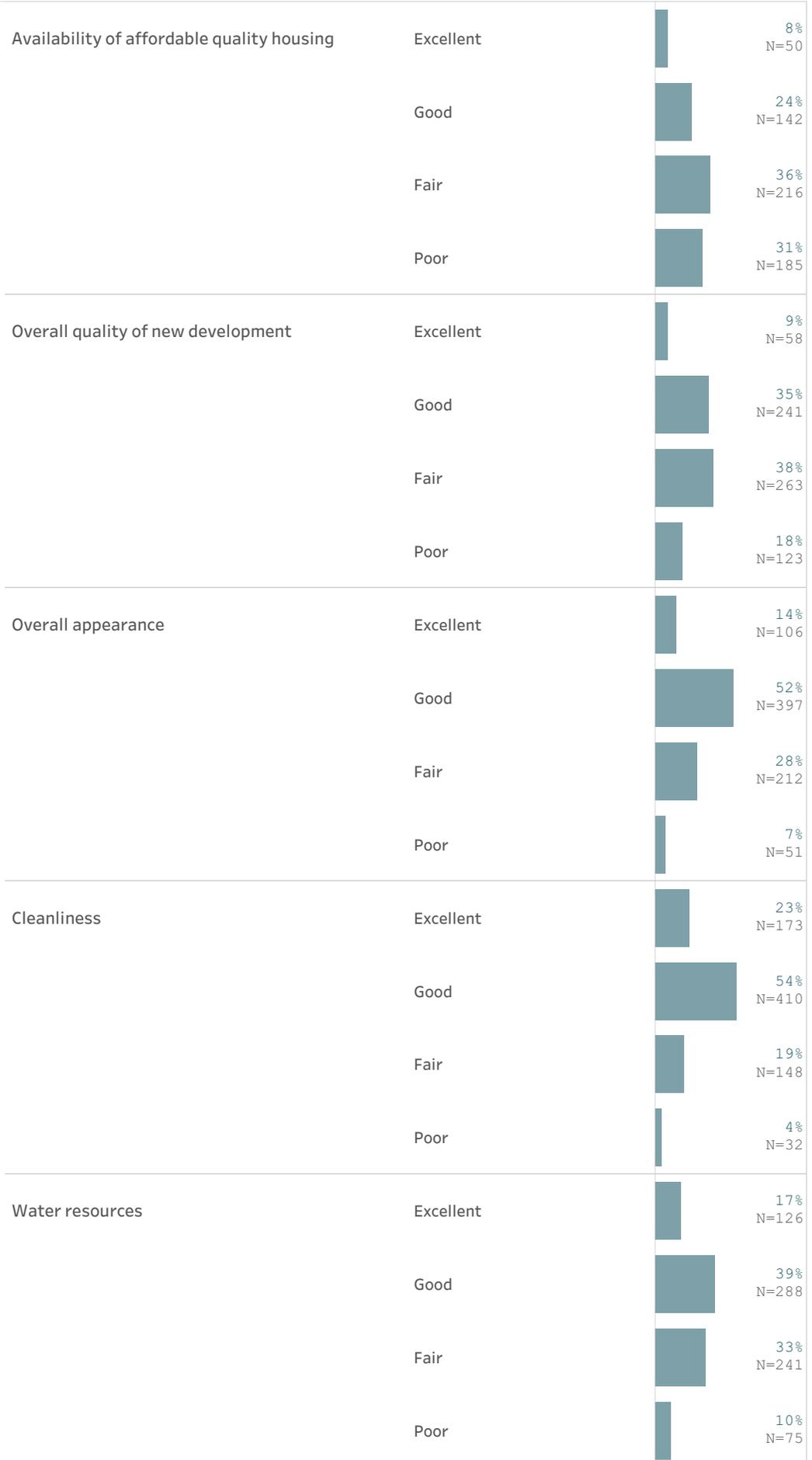
Please also rate each of the following in the Firestone community.



Please also rate each of the following in the Firestone community.



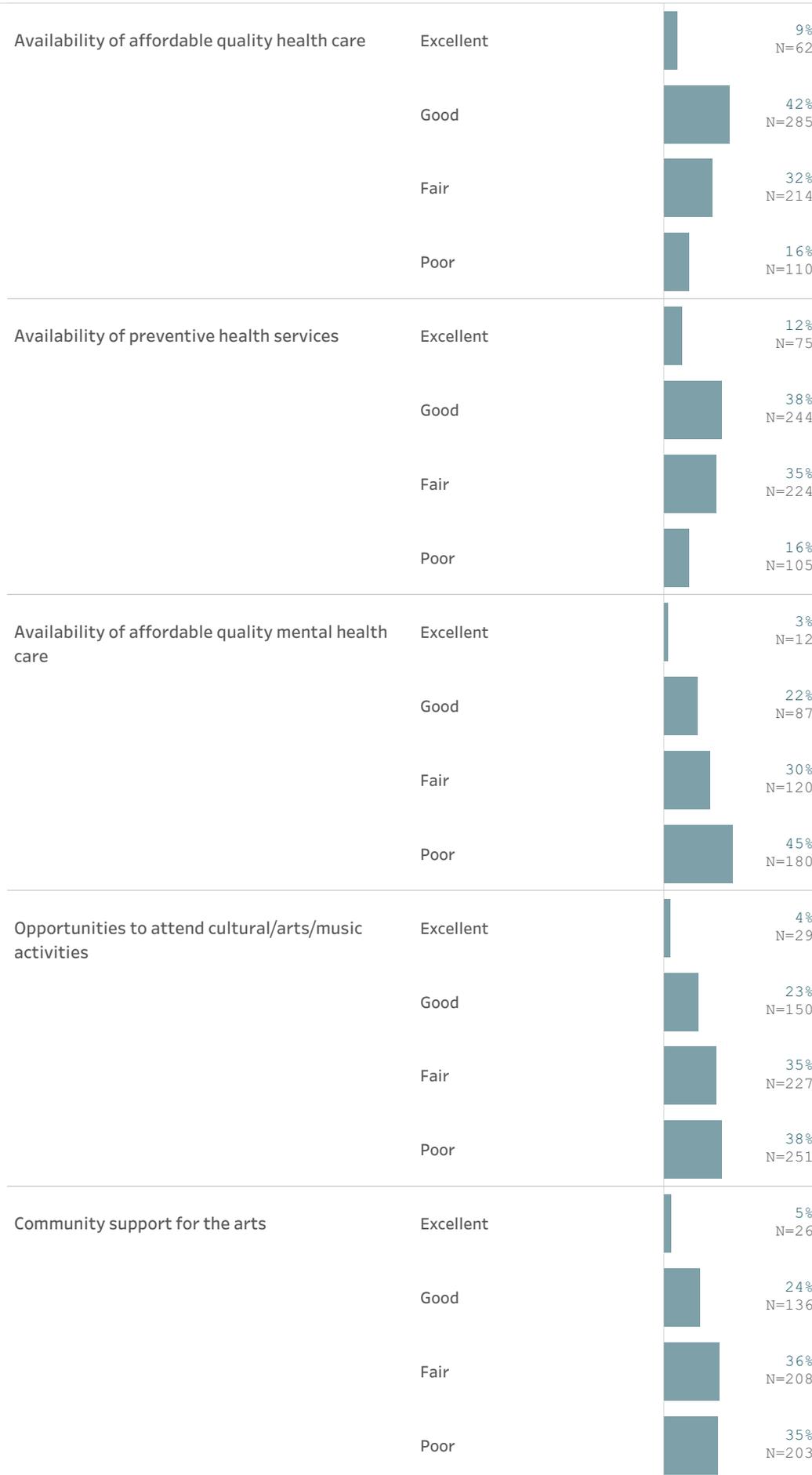
Please also rate each of the following in the Firestone community.



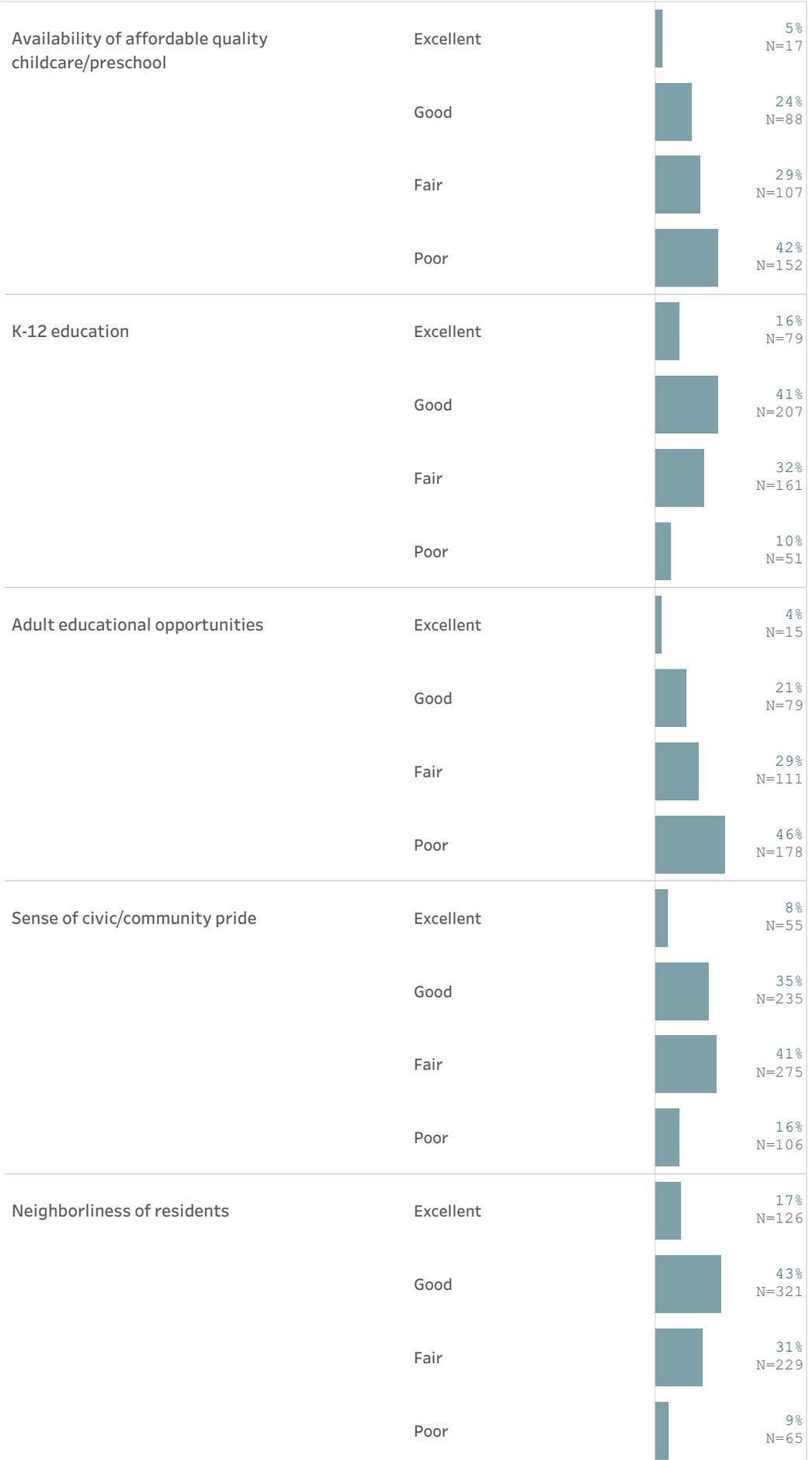
Please also rate each of the following in the Firestone community.



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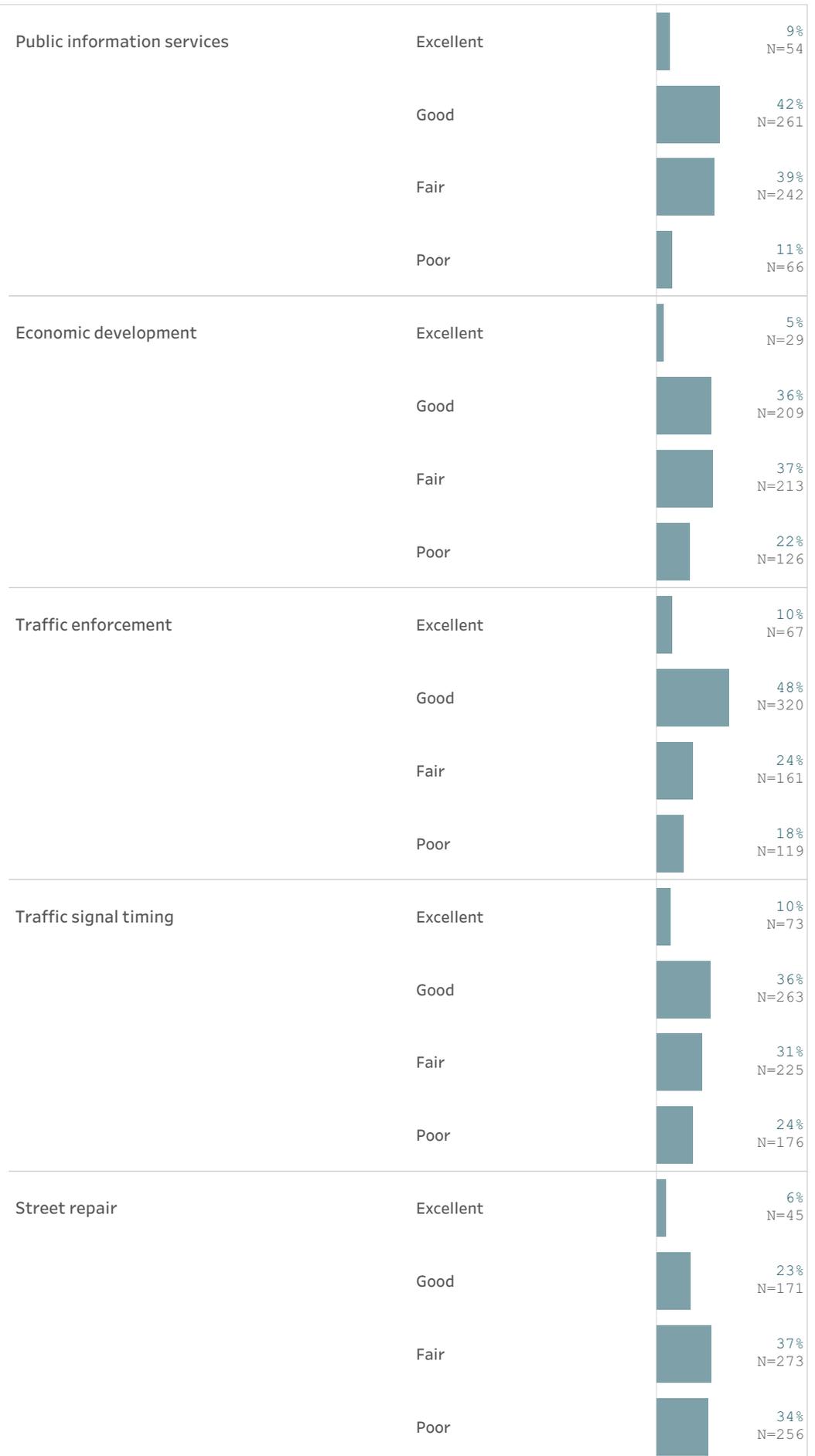


Please also rate each of the following in the Firestone community.

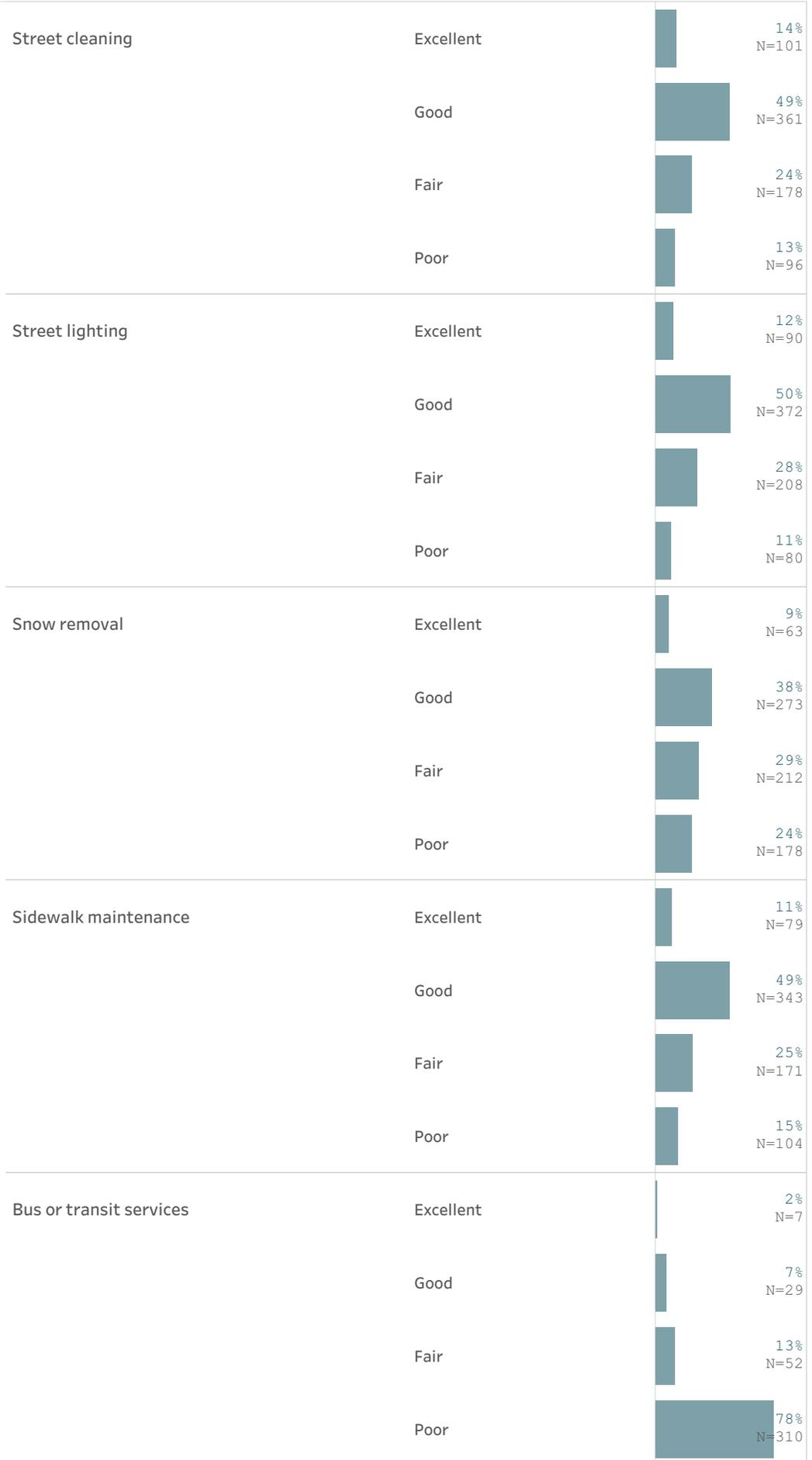
Opportunities to participate in social events and activities	Excellent		8% N=54
	Good		40% N=284
	Fair		33% N=230
	Poor		19% N=137
Opportunities to attend special events and festivals	Excellent		12% N=83
	Good		38% N=263
	Fair		31% N=219
	Poor		19% N=134
Opportunities to volunteer	Excellent		8% N=37
	Good		37% N=171
	Fair		30% N=137
	Poor		25% N=114
Opportunities to participate in community matters	Excellent		6% N=38
	Good		36% N=214
	Fair		39% N=227
	Poor		18% N=108
Openness and acceptance of the community toward people of diverse backgrounds	Excellent		9% N=46
	Good		39% N=201
	Fair		37% N=192
	Poor		14% N=74

Please indicate whether or not you have done each of the following in the last 12 months.				
Contacted the Town of Firestone for help or information	No	65%	N=499	
	Yes	35%	N=269	
Contacted Firestone elected officials to express your opinion	No	88%	N=673	
	Yes	12%	N=93	
Attended a local public meeting	No	77%	N=590	
	Yes	23%	N=178	
Watched a local public meeting	No	82%	N=629	
	Yes	18%	N=136	
Volunteered your time to some group/activity	No	83%	N=636	
	Yes	17%	N=128	
Campaigned or advocated for a local issue, cause, or candidate	No	89%	N=681	
	Yes	11%	N=87	
Voted in your most recent local election	No	21%	N=159	
	Yes	79%	N=608	
Used public transportation instead of driving	No	95%	N=725	
	Yes	5%	N=40	
Carpooled with other adults or children instead of driving alone	No	59%	N=449	
	Yes	41%	N=315	
Walked or biked instead of driving	No	48%	N=365	
	Yes	52%	N=399	

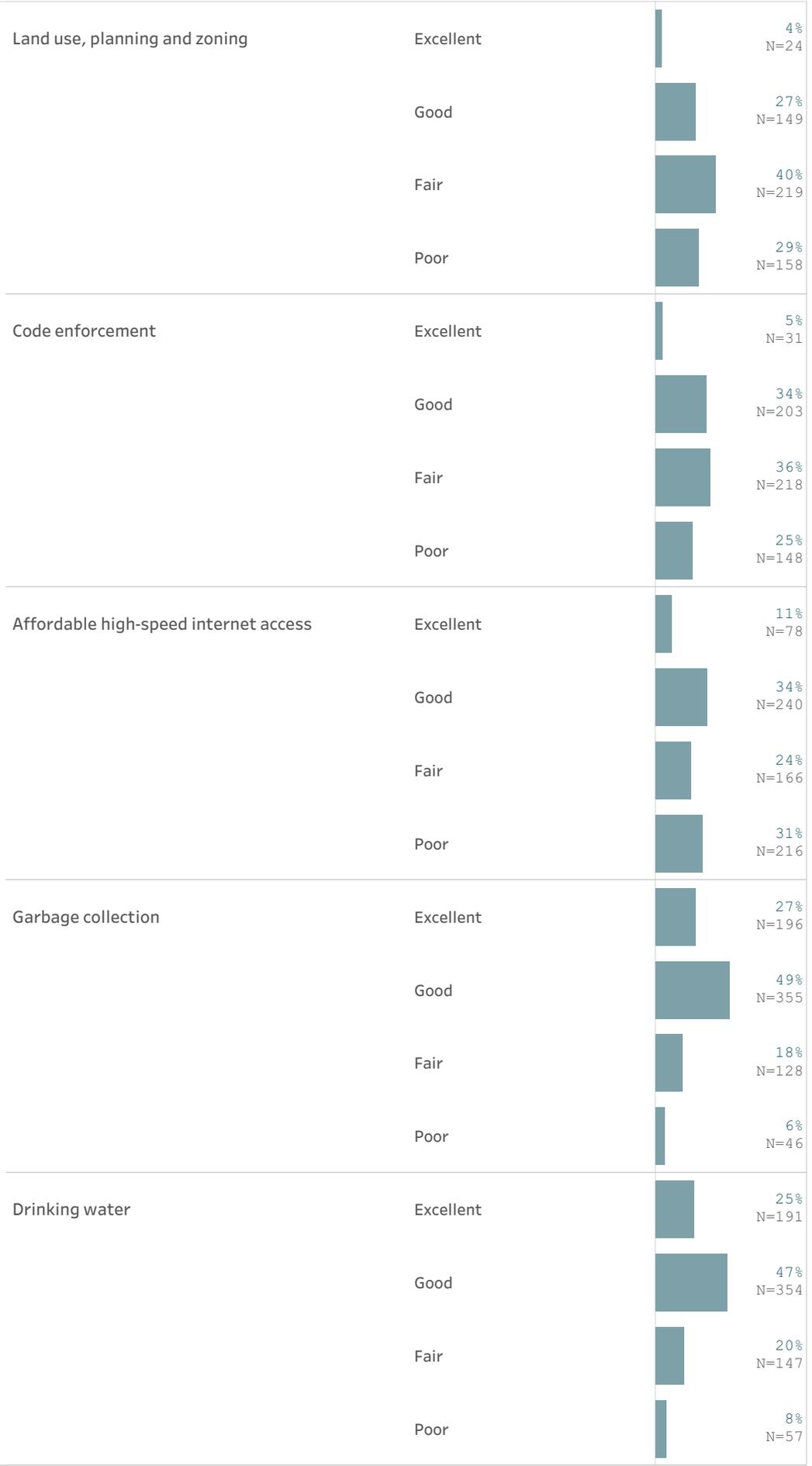
Please rate the quality of each of the following services in Firestone.



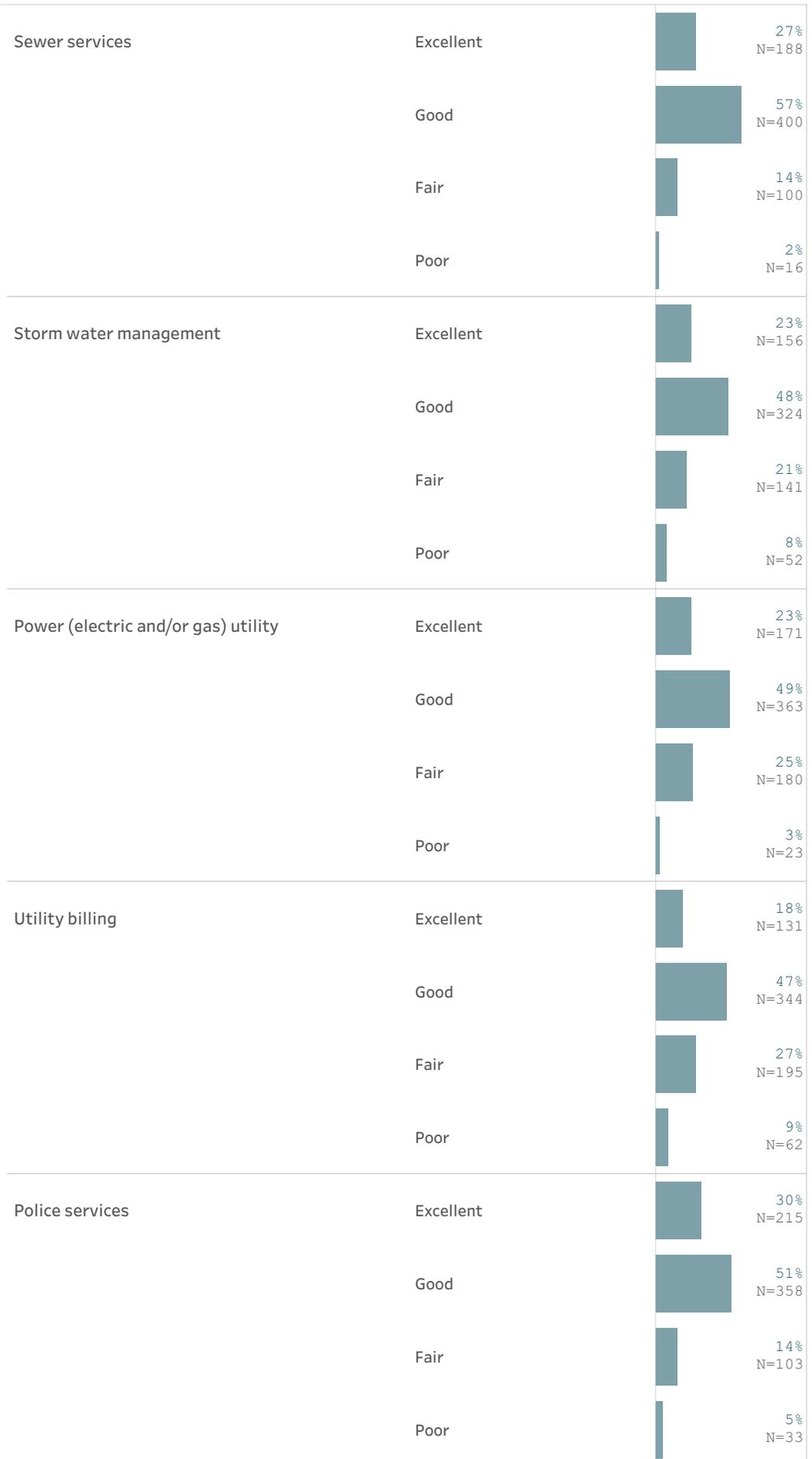
Please rate the quality of each of the following services in Firestone.



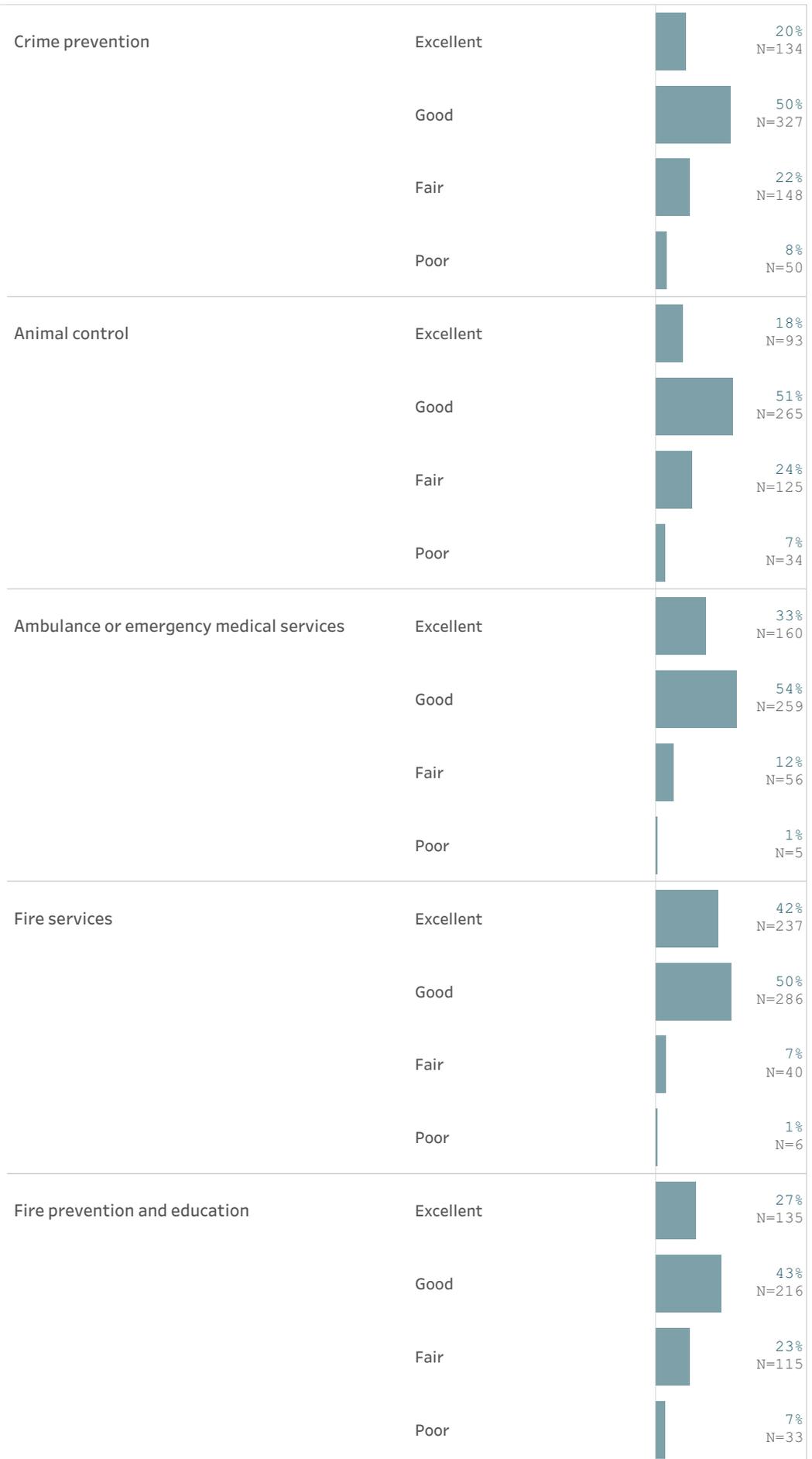
Please rate the quality of each of the following services in Firestone.



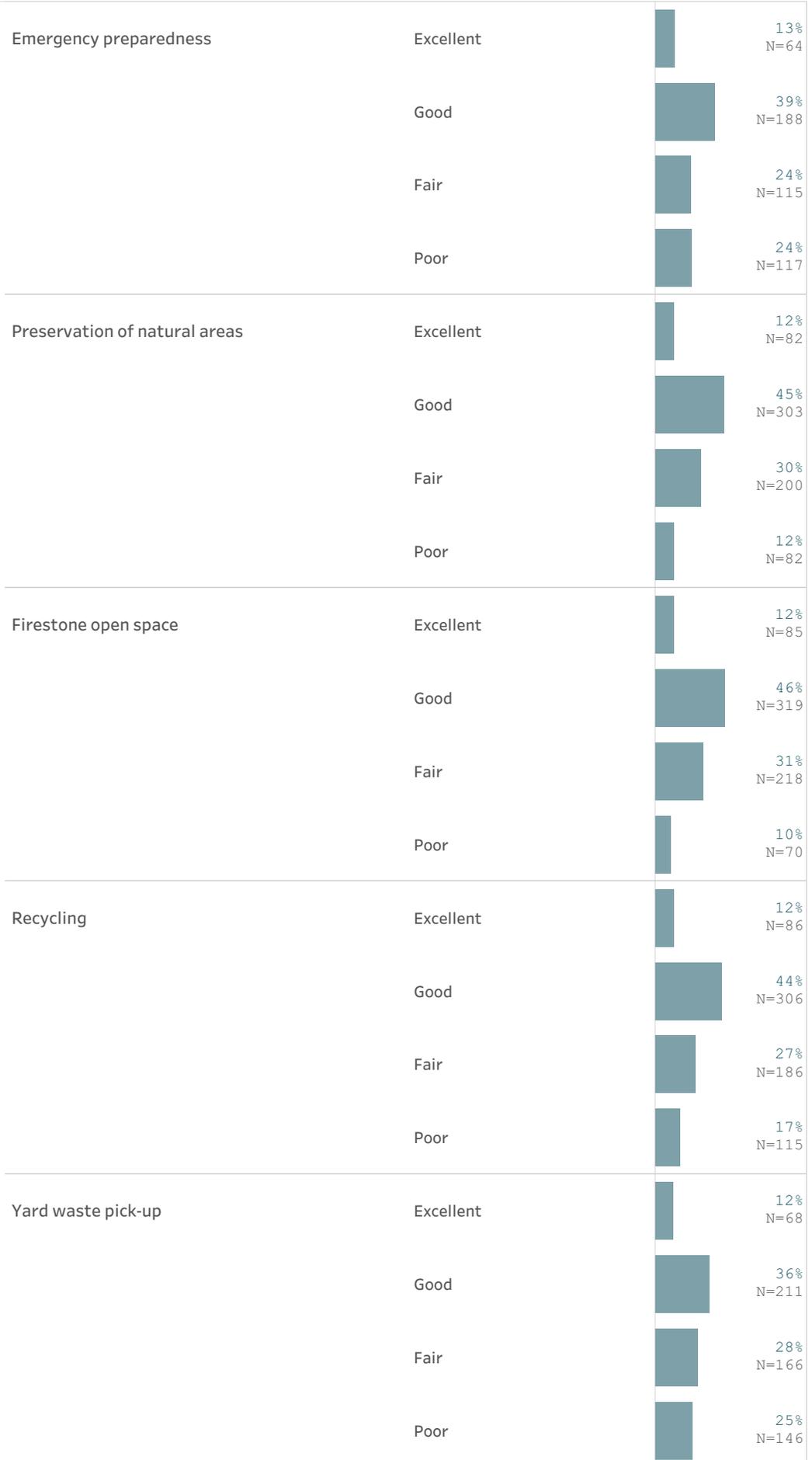
Please rate the quality of each of the following services in Firestone.



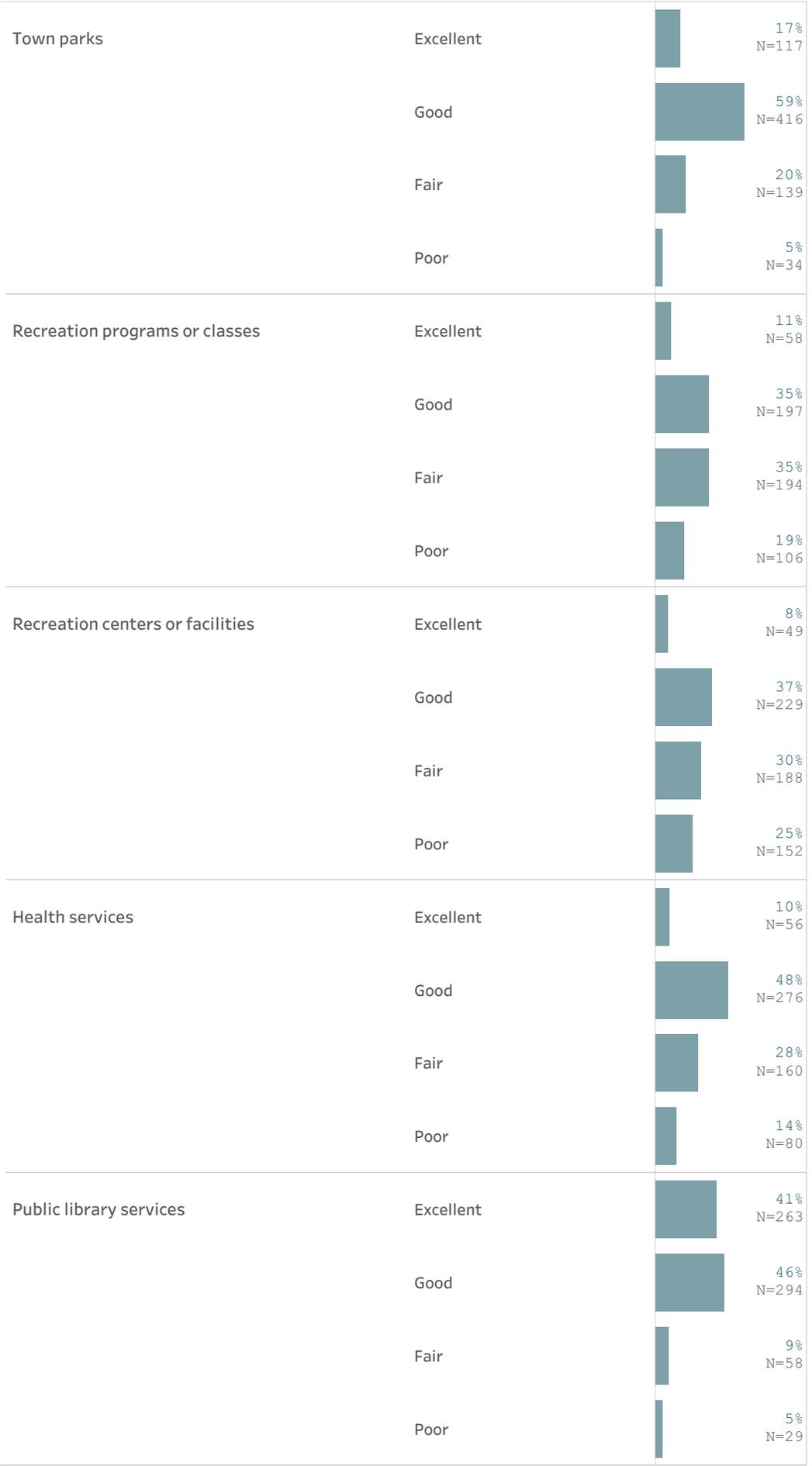
Please rate the quality of each of the following services in Firestone.



Please rate the quality of each of the following services in Firestone.

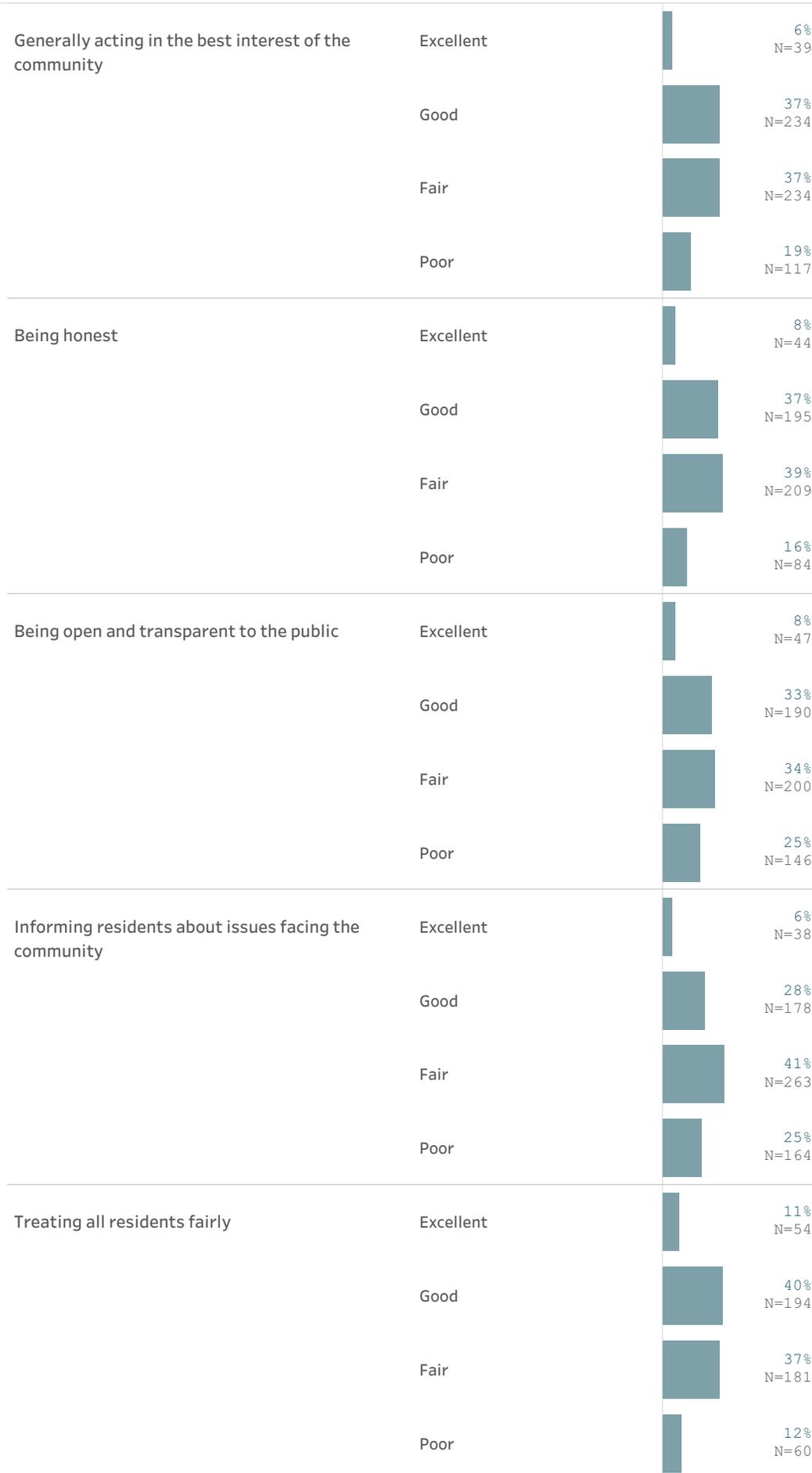


Please rate the quality of each of the following services in Firestone.



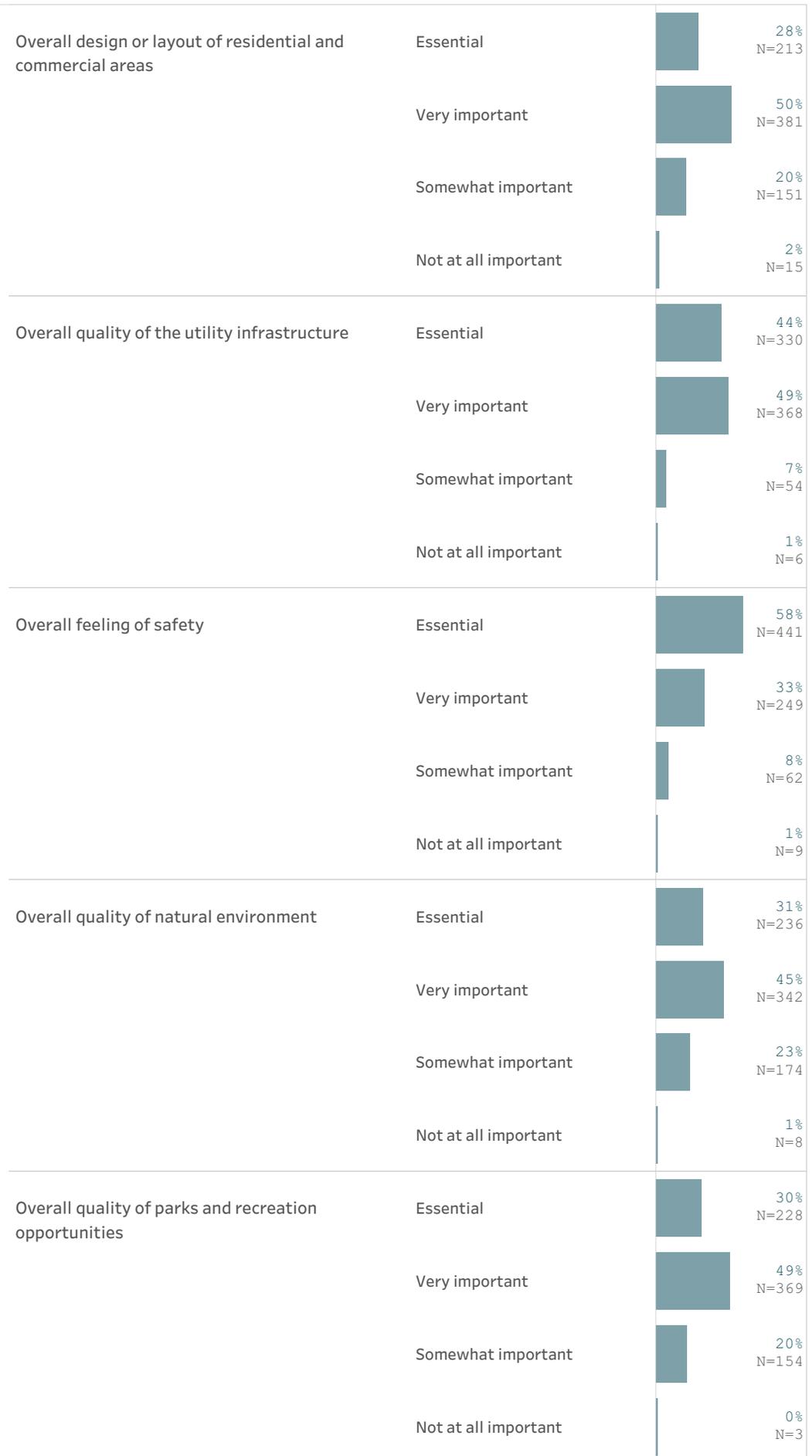
Please rate the quality of each of the following services in Firestone.	Overall customer service by Firestone employees	Excellent		29% N=173
		Good		46% N=276
		Fair		19% N=115
		Poor		6% N=36
Please rate the following categories of Firestone government performance.	The value of services for the taxes paid to Firestone	Excellent		7% N=46
		Good		32% N=212
		Fair		41% N=268
		Poor		20% N=134
	The overall direction that Firestone is taking	Excellent		7% N=49
		Good		39% N=263
		Fair		37% N=251
		Poor		16% N=108
	The job Firestone government does at welcoming resident involvement	Excellent		8% N=46
		Good		29% N=162
		Fair		39% N=217
		Poor		24% N=133
	Overall confidence in Firestone government	Excellent		7% N=46
		Good		29% N=183
		Fair		44% N=277
		Poor		19% N=121

Please rate the following categories of Firestone government performance.

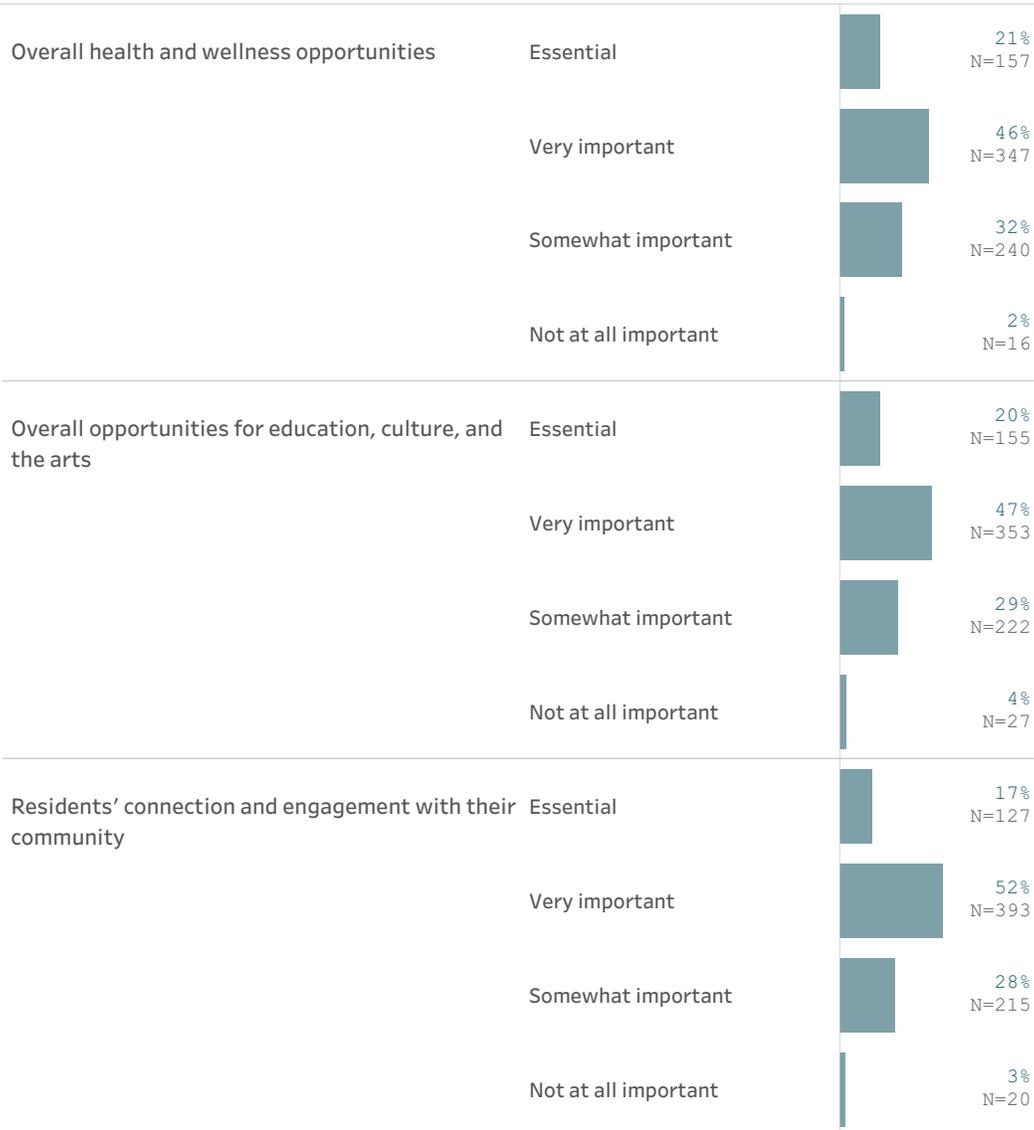


Please rate the following categories of Firestone government performance.	Treating residents with respect	Excellent		15% N=80
		Good		43% N=231
		Fair		34% N=185
		Poor		8% N=44
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Firestone	Excellent		10% N=71
		Good		46% N=320
		Fair		39% N=275
		Poor		5% N=34
	The Federal Government	Excellent		3% N=22
		Good		21% N=141
		Fair		39% N=266
		Poor		36% N=245
Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.	Overall economic health	Essential		43% N=321
		Very important		47% N=353
		Somewhat important		10% N=72
		Not at all important		0% N=
	Overall quality of the transportation system	Essential		29% N=223
		Very important		41% N=308
		Somewhat important		28% N=217
		Not at all important		2% N=12

Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.



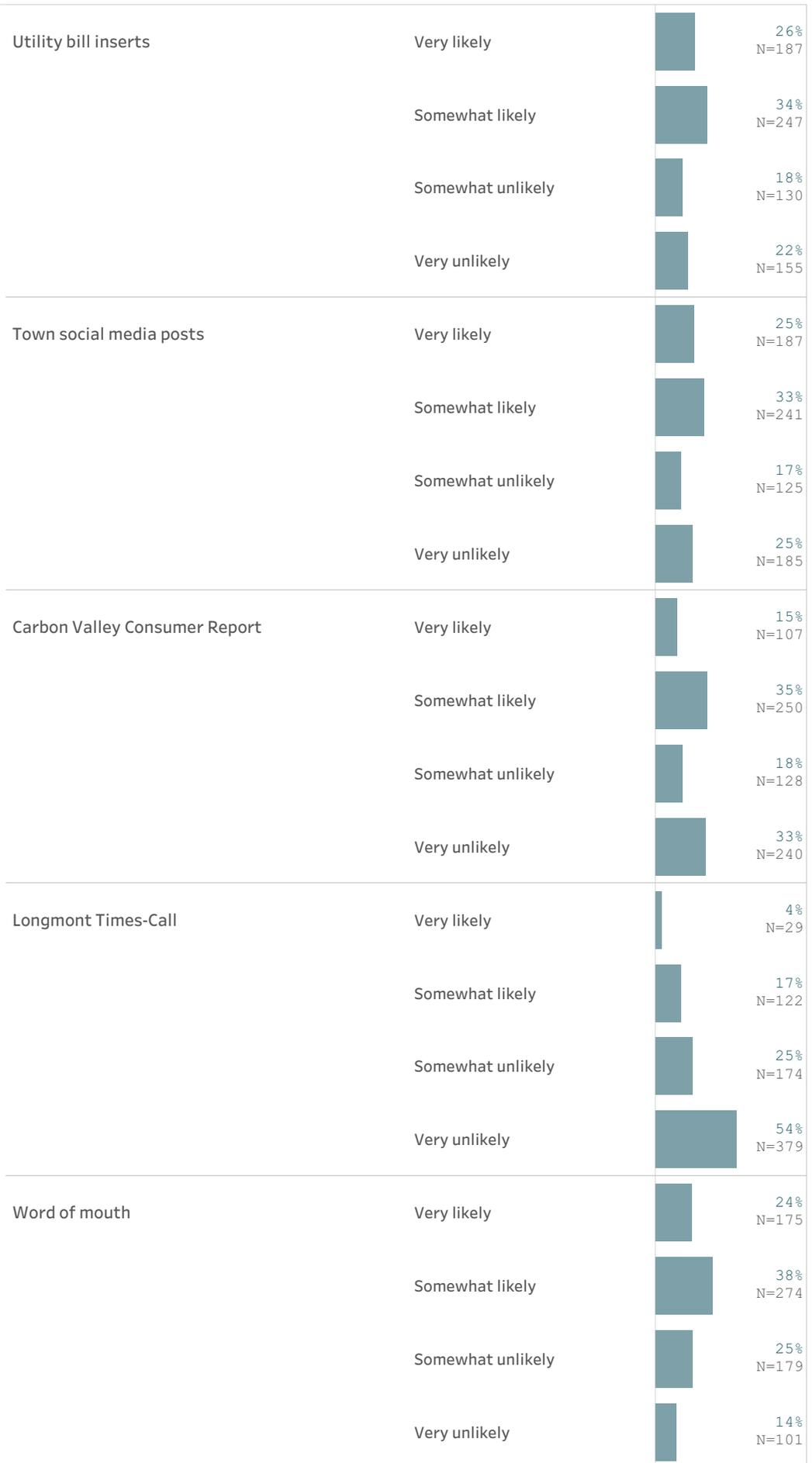
Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.



Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.



Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.



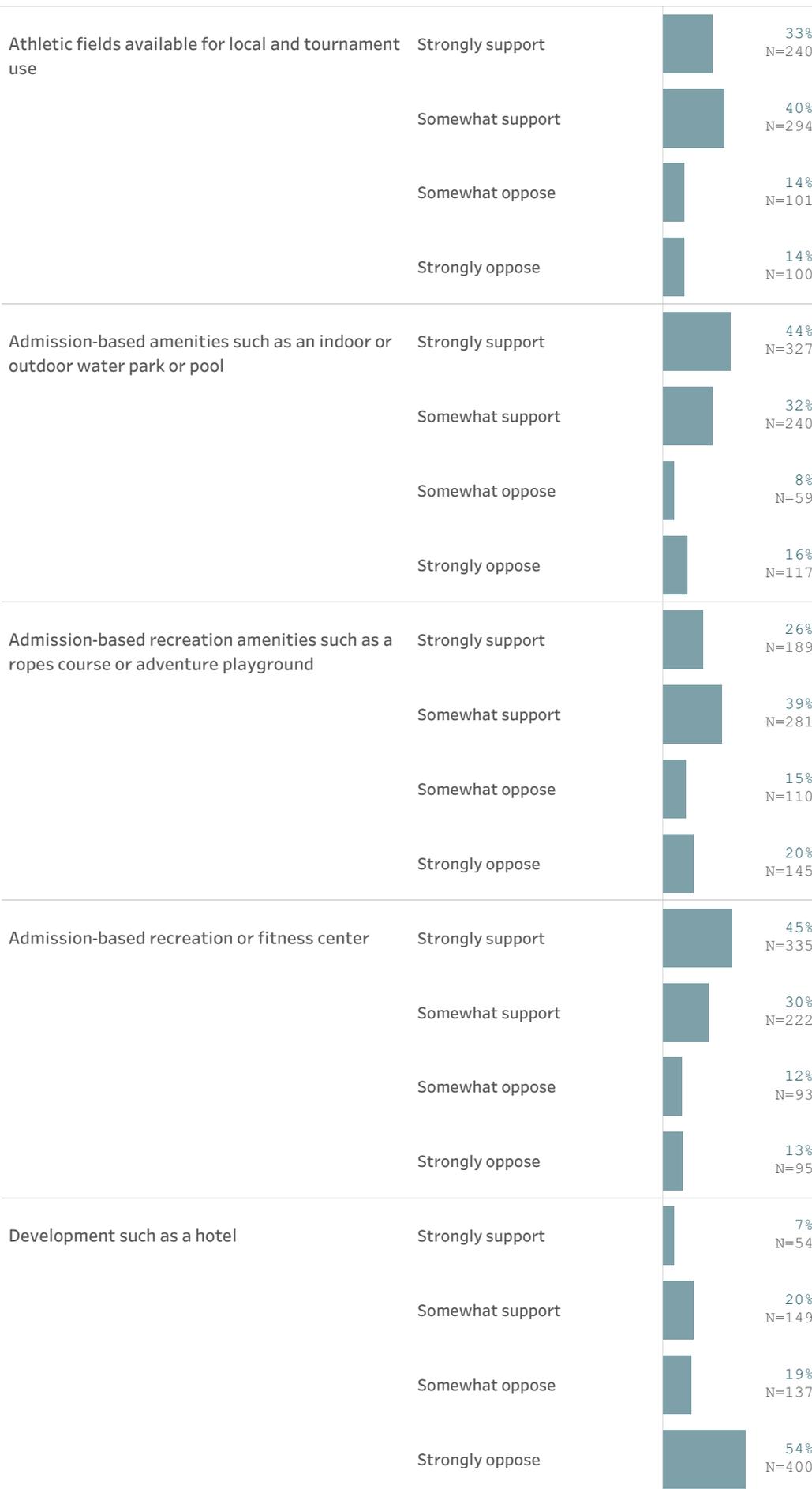
The Town of Firestone is analyzing and reviewing options for developing Central Park, located east of Colorado Blvd between Pine Cone Ave and Sable Ave. In addition to standard park amenities, please indicate how much of a priority, if at all, it should be for the Town to focus on providing the following amenities in Central Park.

Amphitheater and community gathering space	High priority		27% N=201
	Medium priority		43% N=321
	Low priority		20% N=147
	Not a priority		10% N=73
Athletic fields available for local and tournament use	High priority		24% N=181
	Medium priority		41% N=308
	Low priority		25% N=192
	Not a priority		10% N=74
Basketball, tennis, pickleball, and/or volleyball courts	High priority		27% N=204
	Medium priority		44% N=329
	Low priority		18% N=139
	Not a priority		11% N=81
Disc golf course	High priority		13% N=100
	Medium priority		20% N=150
	Low priority		36% N=266
	Not a priority		31% N=232
Indoor or outdoor water park, water amenity, or pool	High priority		42% N=319
	Medium priority		21% N=158
	Low priority		17% N=130
	Not a priority		19% N=146

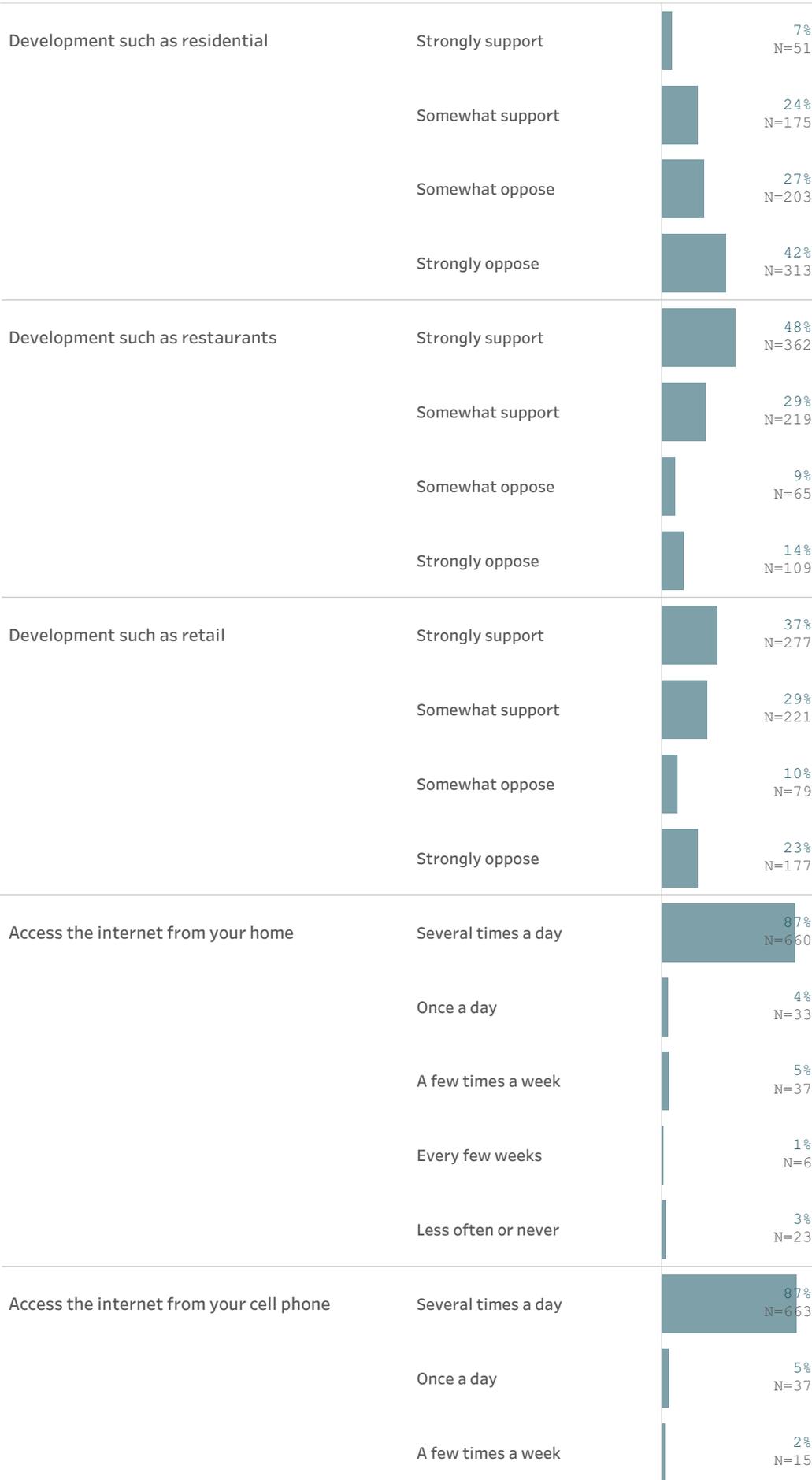
The Town of Firestone is analyzing and reviewing options for developing Central Park, located east of Colorado Blvd between Pine Cone Ave and Sable Ave. In addition to standard park amenities, please indicate how much of a priority, if at all, it should be for the Town to focus on providing the following amenities in Central Park.

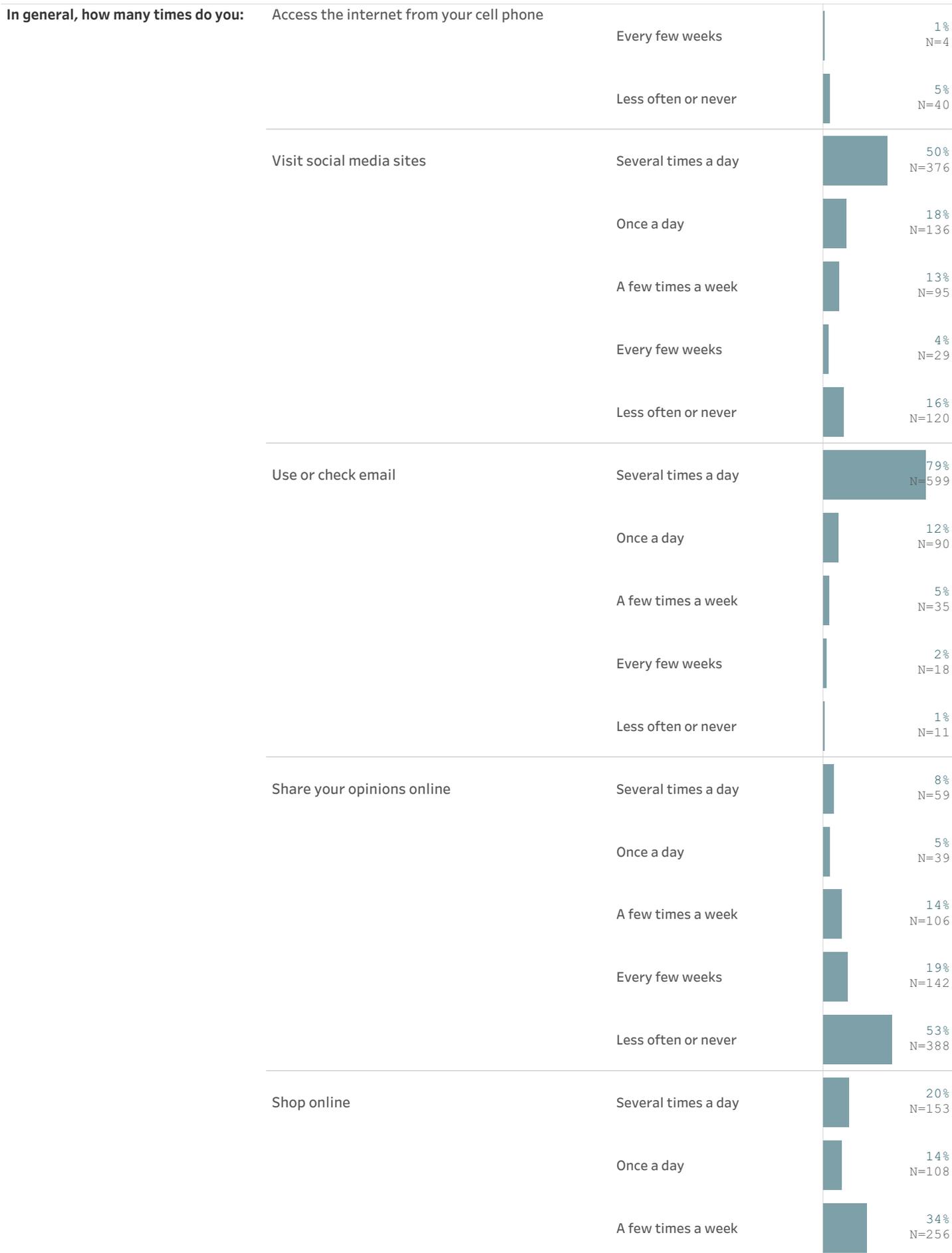
Permanent dog park	High priority		29% N=222
	Medium priority		28% N=209
	Low priority		20% N=150
	Not a priority		23% N=174
Recreation amenities such as a ropes course or adventure playground	High priority		27% N=198
	Medium priority		32% N=235
	Low priority		25% N=188
	Not a priority		17% N=125
Recreation or fitness center	High priority		37% N=283
	Medium priority		30% N=226
	Low priority		19% N=143
	Not a priority		14% N=107
Restaurant/dining opportunities	High priority		48% N=361
	Medium priority		27% N=207
	Low priority		11% N=81
	Not a priority		14% N=104
Retail opportunities	High priority		35% N=262
	Medium priority		27% N=201
	Low priority		16% N=119
	Not a priority		23% N=175

Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.



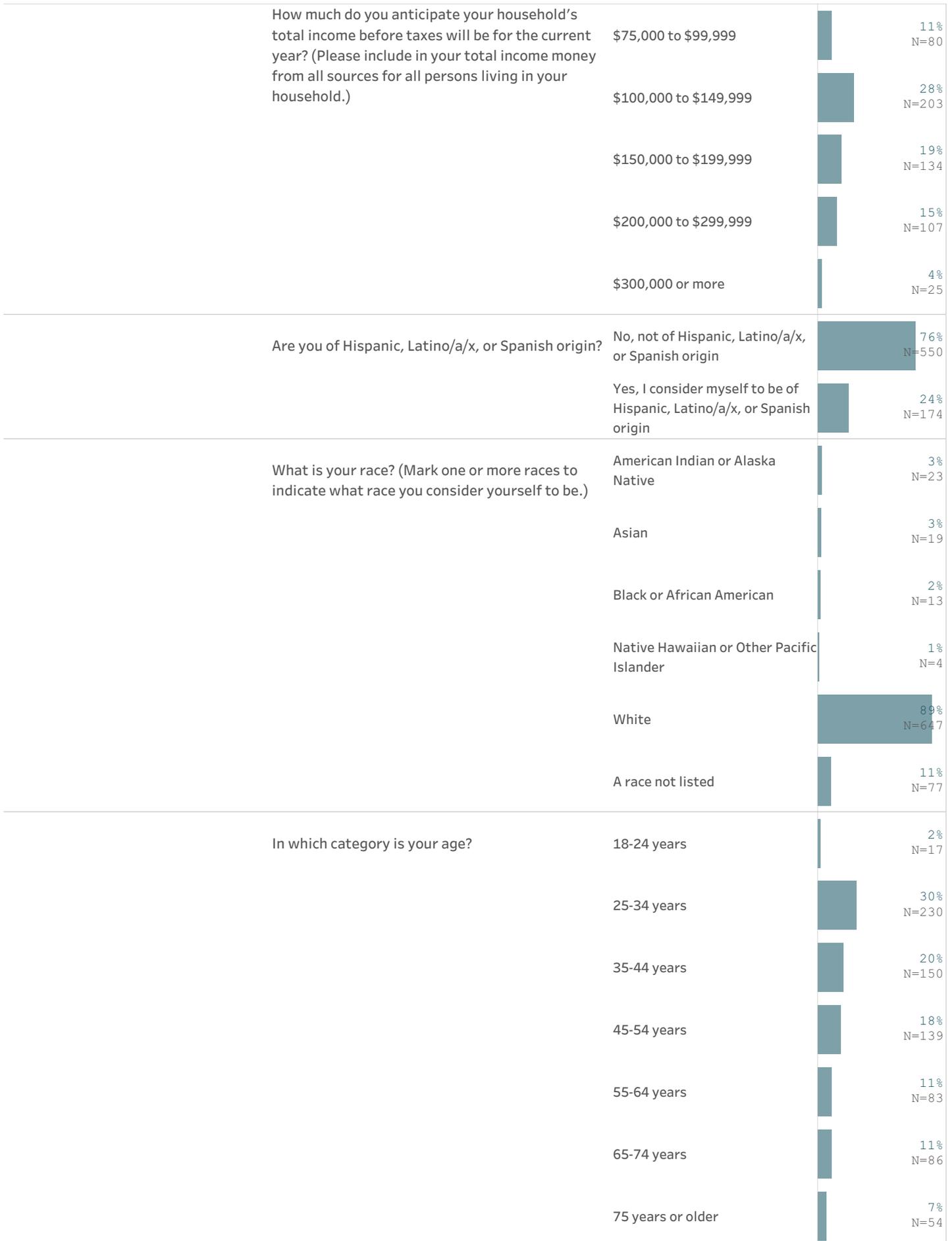
Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.

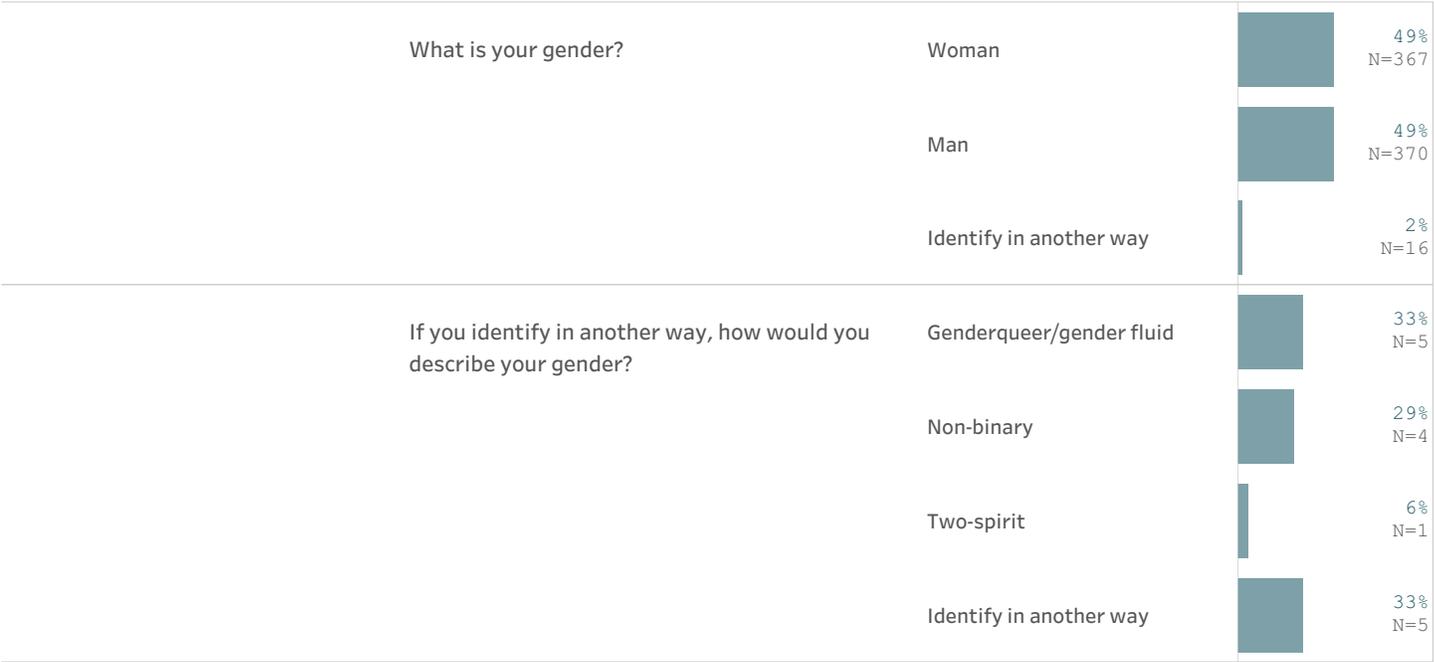




In general, how many times do you:	Shop online	Every few weeks	22% N=164
		Less often or never	10% N=72
Please rate your overall health.		Excellent	28% N=214
		Very good	43% N=330
		Good	22% N=168
		Fair	6% N=47
		Poor	1% N=5
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive	4% N=31
		Somewhat positive	13% N=102
		Neutral	42% N=321
		Somewhat negative	33% N=252
		Very negative	7% N=55
How many years have you lived in Firestone?		Less than 2 years	20% N=155
		2-5 years	33% N=249
		6-10 years	22% N=169
		11-20 years	16% N=121
		More than 20 years	9% N=72
Which best describes the building you live in?		Single-family detached home	78% N=601
		Townhouse or duplex (may share walls but no units above or below you)	5% N=40
		Condominium or apartment (have units above or below you)	9% N=72

Which best describes the building you live in?	Mobile home	7% N=54
	Other	0% N=1
Do you rent or own your home?	Rent	16% N=117
	Own	84% N=636
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300	2% N=11
	\$300 to \$599	4% N=28
	\$600 to \$999	5% N=33
	\$1,000 to \$1,499	7% N=50
	\$1,500 to \$2,499	44% N=321
	\$2,500 to \$3,999	32% N=233
	\$4,000 to \$6,999	7% N=54
	\$7,000 to \$9,999	0% N=3
	\$10,000 or more	0% N=1
Do any children 17 or under live in your household?	No	57% N=430
	Yes	43% N=331
Are you or any other members of your household aged 65 or older?	No	76% N=569
	Yes	24% N=181
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	5% N=38
	\$25,000 to \$49,999	7% N=48
	\$50,000 to \$74,999	11% N=77





Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the Town of Firestone conducted a survey of 775 residents. Survey invitations were mailed to randomly selected households and data were collected from June 1st, 2023 to July 13th, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the Town of Firestone. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all town residents and became available on June 29th, 2023. The survey remained open for 2 weeks and there were 82 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. Due to limited response, the results were not statistically weighted.

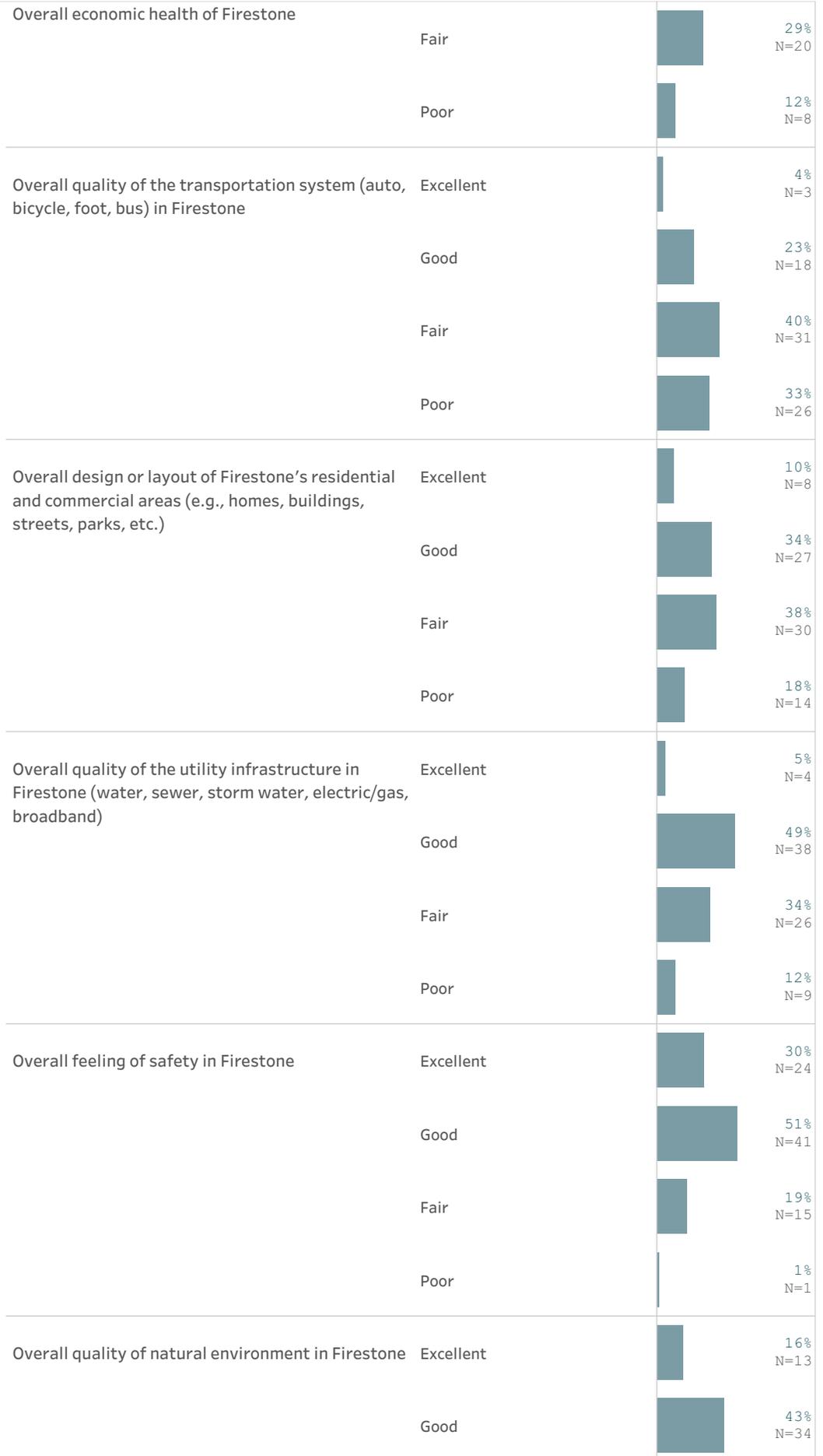
Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	In which area of Firestone do you live? (Refer to map above.)	1 (yellow)		22% N=18
		2 (pink)		49% N=40
		3 (blue)		27% N=22
		None of these/I don't live in Firestone		1% N=1
Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to live	Excellent		25% N=20
		Good		54% N=44
		Fair		17% N=14
		Poor		4% N=3
Your neighborhood as a place to live	Excellent		42% N=33	
	Good		47% N=37	
	Fair		11% N=9	
Firestone as a place to raise children	Excellent		25% N=16	
	Good		60% N=39	
	Fair		14% N=9	
	Poor		2% N=1	
Firestone as a place to work	Excellent		9% N=4	
	Good		27% N=12	

Please rate each of the following aspects of quality of life in Firestone.	Firestone as a place to work	Fair		31% N=14
		Poor		33% N=15
Firestone as a place to visit	Excellent		3% N=2	
	Good		26% N=20	
	Fair		36% N=27	
	Poor		36% N=27	
Firestone as a place to retire	Excellent		17% N=11	
	Good		42% N=28	
	Fair		18% N=12	
	Poor		23% N=15	
The overall quality of life in Firestone	Excellent		20% N=16	
	Good		54% N=43	
	Fair		24% N=19	
	Poor		3% N=2	
Sense of community	Excellent		7% N=6	
	Good		37% N=30	
	Fair		47% N=38	
	Poor		9% N=7	
Please rate each of the following characteristics as they relate to Firestone as a whole.	Overall economic health of Firestone	Excellent		12% N=8
		Good		48% N=33

Please rate each of the following characteristics as they relate to Firestone as a whole.



Please rate each of the following characteristics as they relate to Firestone as a whole.

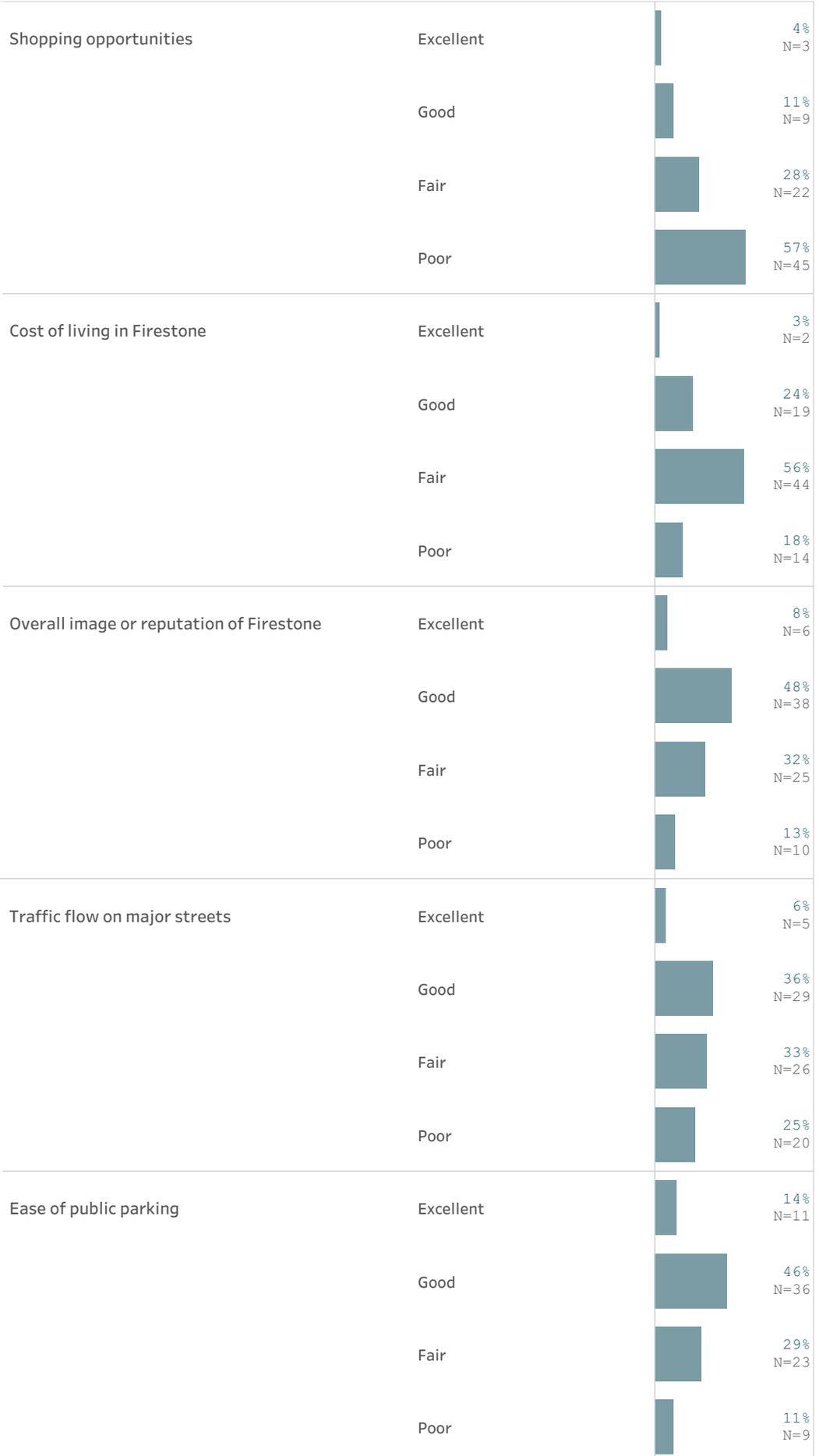
Overall quality of natural environment in Firestone	Fair		33% N=26	
	Poor		9% N=7	
Overall quality of parks and recreation opportunities	Excellent		18% N=14	
	Good		41% N=32	
	Fair		29% N=23	
	Poor		12% N=9	
Overall health and wellness opportunities in Firestone	Excellent		8% N=6	
	Good		42% N=31	
	Fair		36% N=27	
	Poor		14% N=10	
Overall opportunities for education, culture, and the arts	Excellent		3% N=2	
	Good		16% N=12	
	Fair		43% N=32	
	Poor		38% N=28	
Residents' connection and engagement with their community	Excellent		4% N=3	
	Good		28% N=22	
	Fair		50% N=39	
	Poor		18% N=14	
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Firestone to someone who asks	Very likely		39% N=31
		Somewhat likely		42% N=33

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Firestone to someone who asks	Somewhat unlikely		15% N=12
		Very unlikely		4% N=3
	Remain in Firestone for the next five years	Very likely		57% N=46
		Somewhat likely		31% N=25
Somewhat unlikely			7% N=6	
Very unlikely			5% N=4	
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		78% N=62
		Somewhat safe		18% N=14
		Neither safe nor unsafe		4% N=3
		Somewhat unsafe		1% N=1
	In Firestone's commercial areas during the day	Very safe		59% N=47
		Somewhat safe		26% N=21
		Neither safe nor unsafe		13% N=10
		Somewhat unsafe		3% N=2
	From property crime	Very safe		32% N=26
		Somewhat safe		44% N=36
		Neither safe nor unsafe		11% N=9
		Somewhat unsafe		10% N=8
Very unsafe			2% N=2	
From violent crime	Very safe		56% N=45	

Please rate how safe or unsafe you feel:	From violent crime	Somewhat safe		27% N=22
		Neither safe nor unsafe		11% N=9
		Somewhat unsafe		6% N=5
	From fire, flood, or other natural disaster	Very safe		20% N=16
		Somewhat safe		47% N=37
		Neither safe nor unsafe		18% N=14
Somewhat unsafe			14% N=11	
Very unsafe			1% N=1	
Please rate the job you feel the Firestone community does at each of the following.	Making all residents feel welcome	Excellent		12% N=9
		Good		49% N=37
		Fair		24% N=18
		Poor		15% N=11
	Attracting people from diverse backgrounds	Excellent		6% N=4
		Good		35% N=22
		Fair		26% N=16
		Poor		32% N=20
	Valuing/respecting residents from diverse backgrounds	Excellent		12% N=7
		Good		39% N=23
		Fair		27% N=16
		Poor		22% N=13

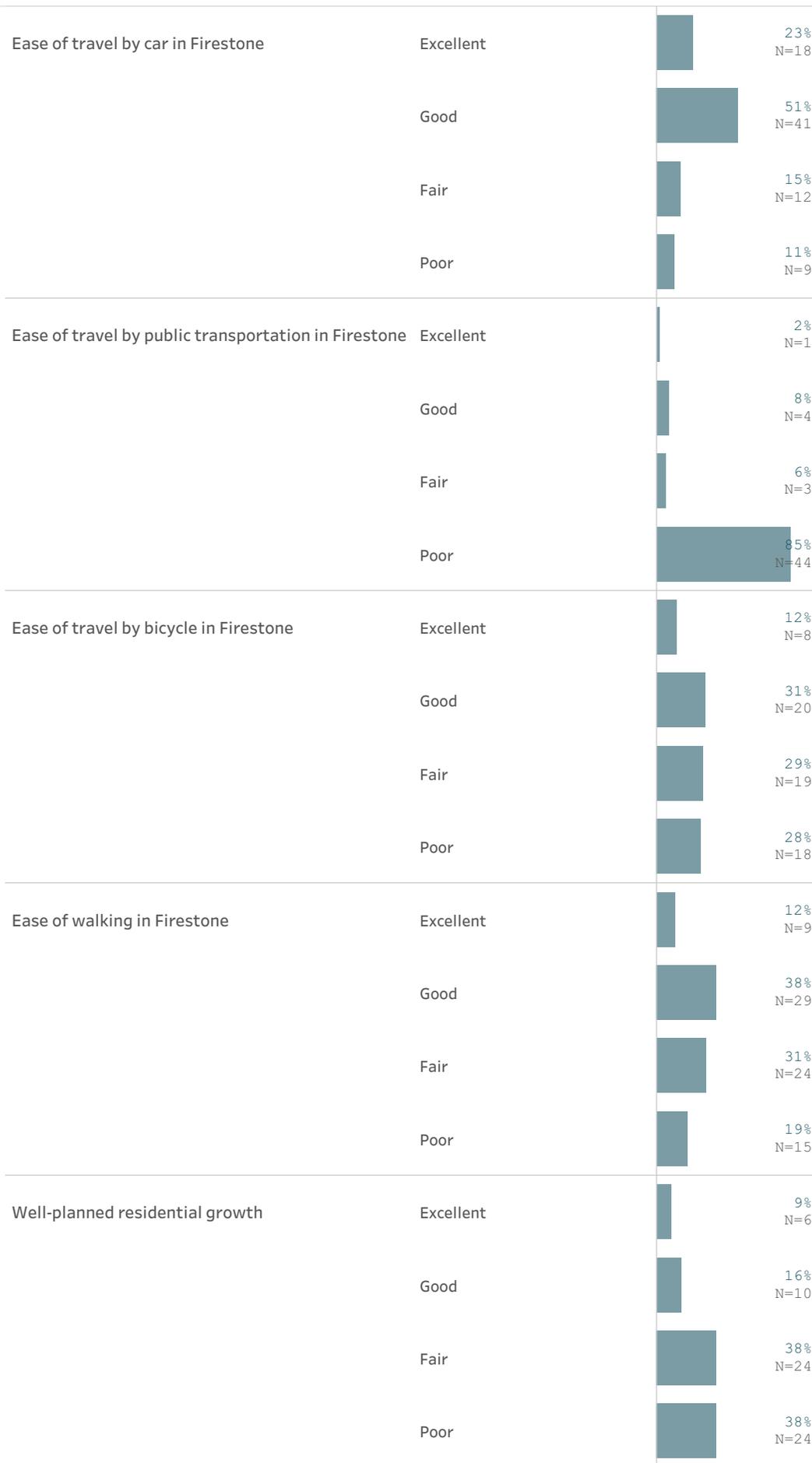
Please rate the job you feel the Firestone community does at each of the following.	Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	Excellent		4% N=2
		Good		32% N=16
		Fair		38% N=19
		Poor		26% N=13
Please rate each of the following in the Firestone community.	Overall quality of business and service establishments in Firestone	Excellent		9% N=7
		Good		40% N=32
		Fair		30% N=24
		Poor		22% N=18
Variety of business and service establishments in Firestone	Excellent		9% N=7	
	Good		14% N=11	
	Fair		38% N=31	
	Poor		40% N=32	
Vibrancy of downtown/commercial area	Excellent		1% N=1	
	Good		10% N=8	
	Fair		31% N=24	
	Poor		57% N=44	
Employment opportunities	Excellent		2% N=1	
	Good		8% N=4	
	Fair		51% N=26	
	Poor		39% N=20	

Please rate each of the following in the Firestone community.

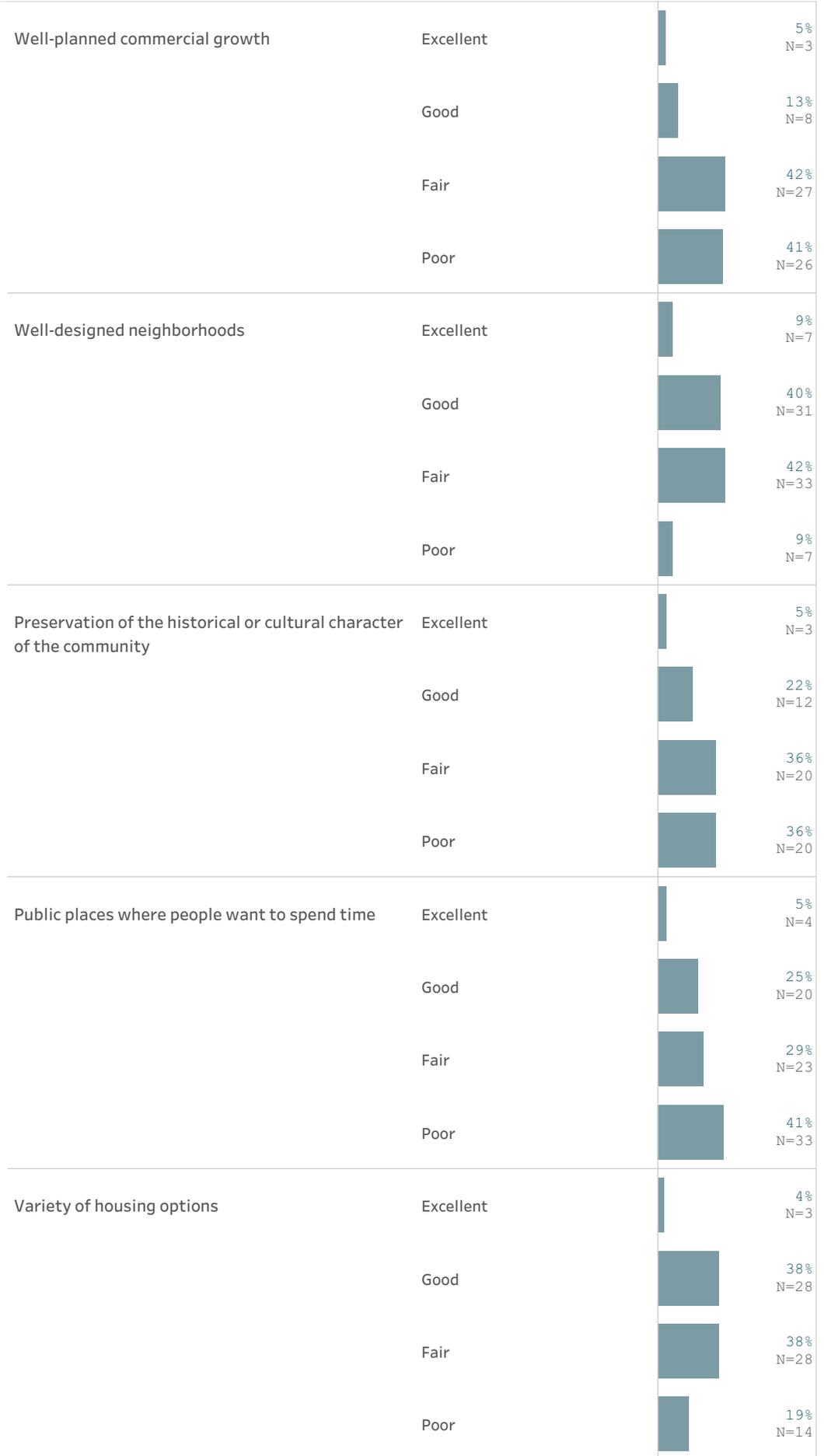


Please also rate each of the following in the Firestone community.

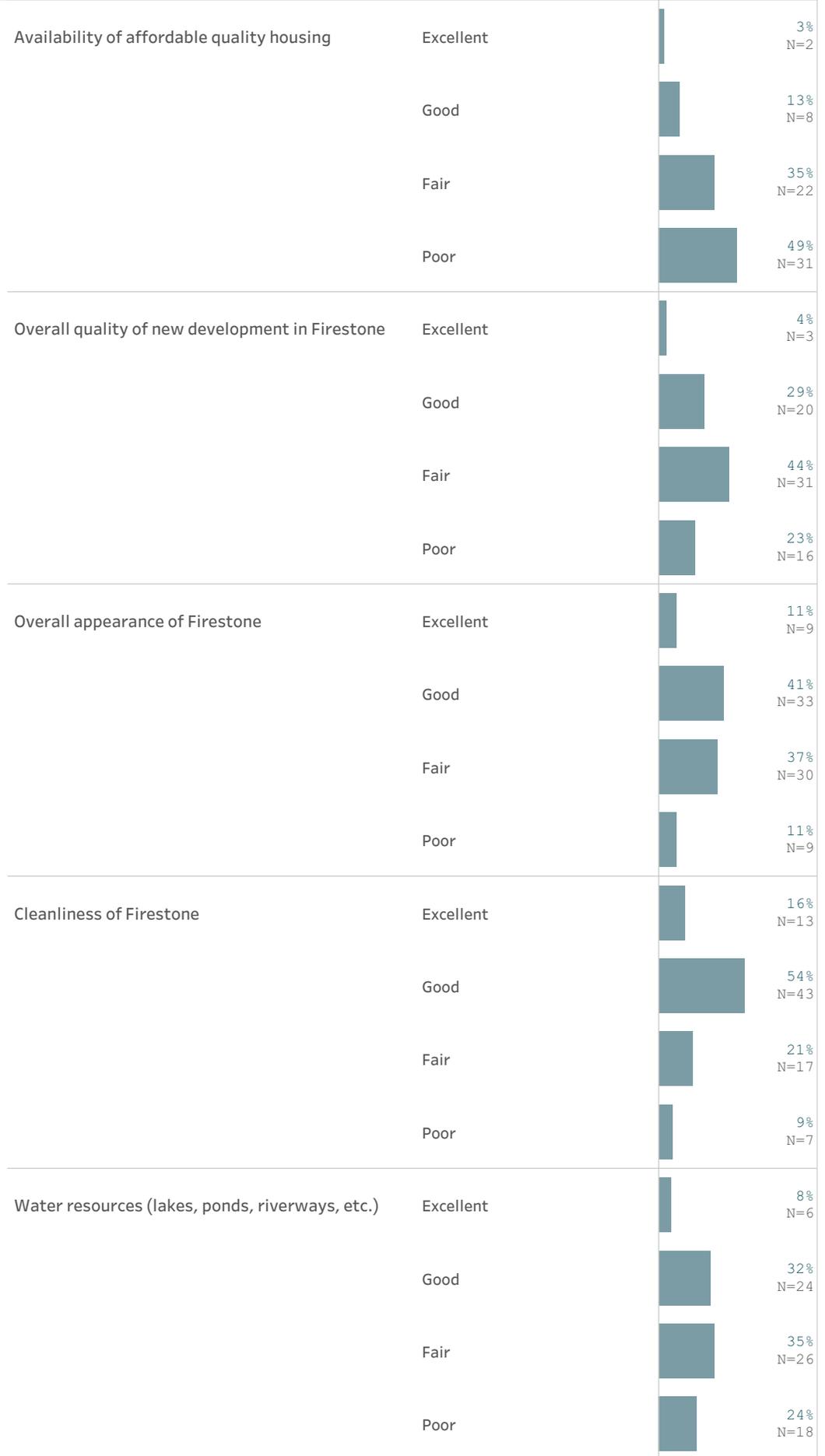
Please also rate each of the following in the Firestone community.



Please also rate each of the following in the Firestone community.



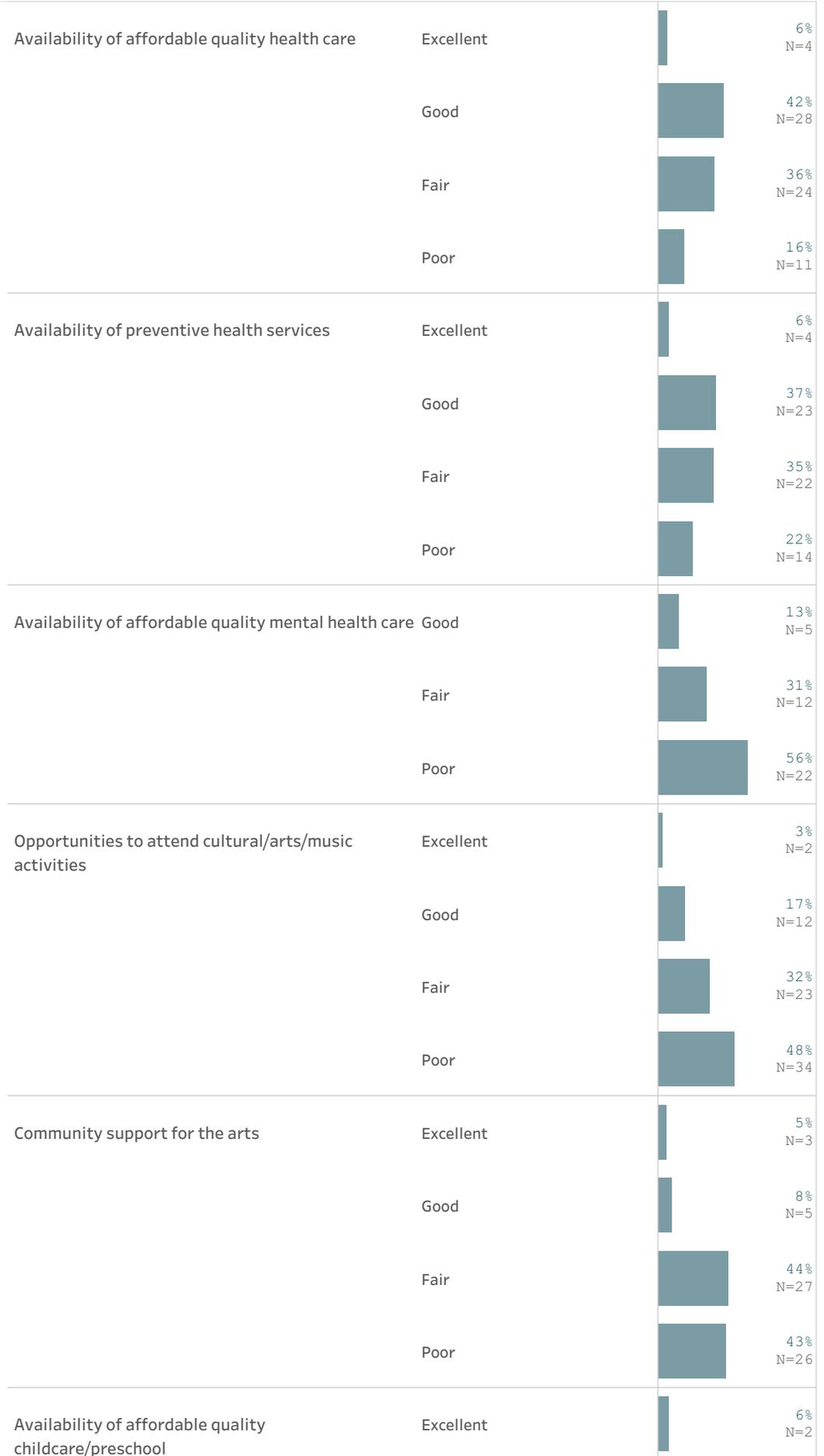
Please also rate each of the following in the Firestone community.



Please also rate each of the following in the Firestone community.



Please also rate each of the following in the Firestone community.



Please also rate each of the following in the Firestone community.				
Availability of affordable quality childcare/preschool	Good		28%	N=9
	Fair		38%	N=12
	Poor		28%	N=9
K-12 education	Excellent		9%	N=5
	Good		42%	N=22
	Fair		47%	N=25
	Poor		2%	N=1
Adult educational opportunities	Excellent		2%	N=1
	Good		2%	N=1
	Fair		21%	N=9
	Poor		74%	N=32
Sense of civic/community pride	Excellent		6%	N=4
	Good		25%	N=16
	Fair		37%	N=24
	Poor		32%	N=21
Neighborliness of residents in Firestone	Excellent		9%	N=7
	Good		44%	N=34
	Fair		40%	N=31
	Poor		8%	N=6
Opportunities to participate in social events and activities	Excellent		5%	N=4

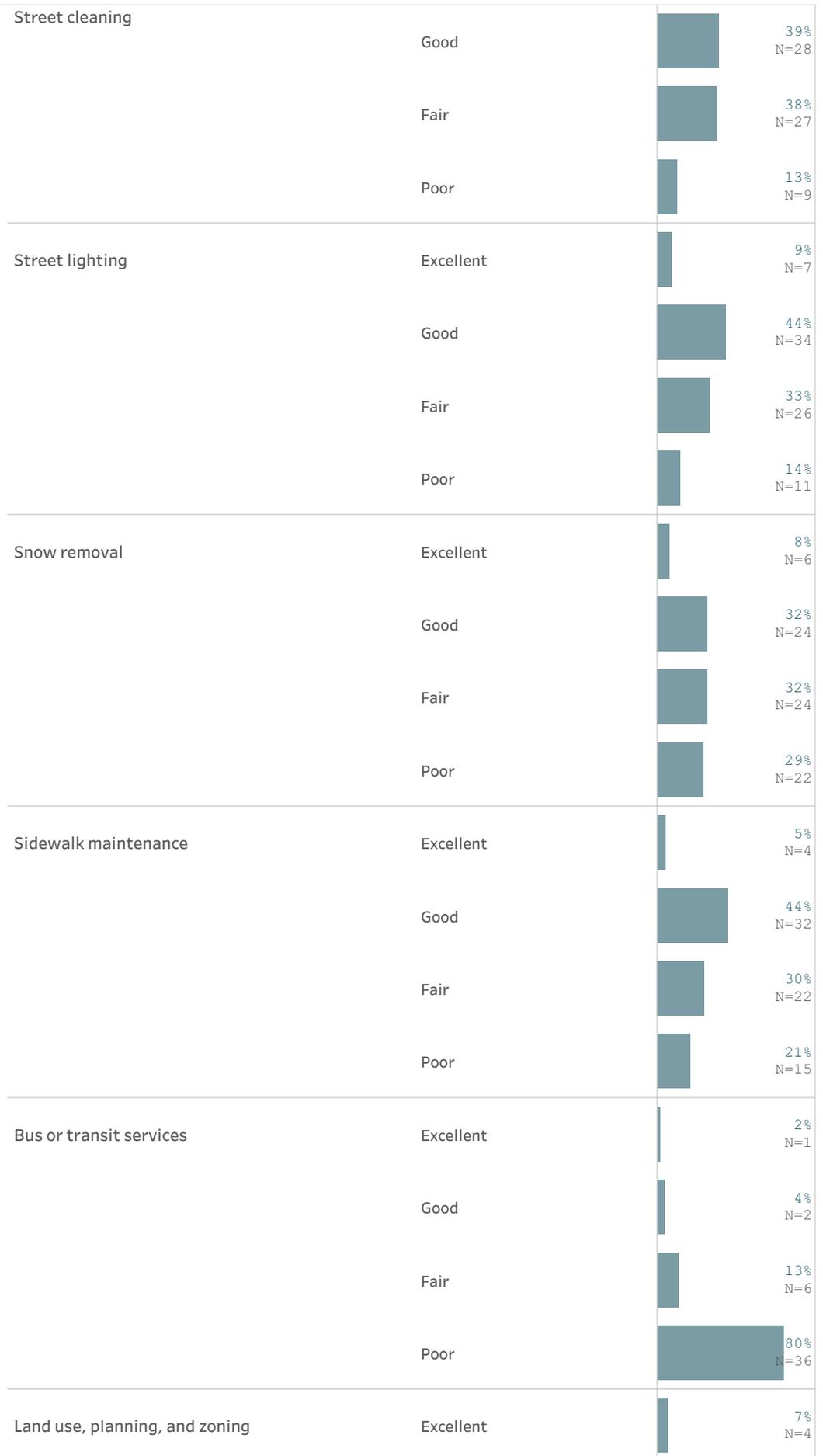
Please also rate each of the following in the Firestone community.	Opportunities to participate in social events and activities	Good		34% N=25
		Fair		49% N=36
		Poor		12% N=9
	Opportunities to attend special events and festivals	Excellent		7% N=5
		Good		37% N=28
		Fair		48% N=36
		Poor		8% N=6
	Opportunities to volunteer	Excellent		4% N=2
		Good		51% N=23
		Fair		33% N=15
		Poor		11% N=5
	Opportunities to participate in community matters	Excellent		7% N=4
		Good		37% N=22
		Fair		42% N=25
		Poor		14% N=8
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		14% N=7
		Good		33% N=17
		Fair		31% N=16
		Poor		22% N=11
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Firestone (in-person, phone, No email, or web) for help or information	No		54% N=44

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the Town of Firestone (in-person, phone, email, or web) for help or information	Yes		46% N=37
	Contacted Firestone elected officials (in-person, phone, email, or web) to express your opinion	No		78% N=62
		Yes		23% N=18
	Attended a local public meeting (of local elected officials like City Council or Board of Trustees, advisory boards, open houses, HOA, neighborhood watch, etc.)	No		70% N=57
		Yes		30% N=24
	Watched (online or on television) a local public meeting	No		88% N=71
		Yes		12% N=10
	Volunteered your time to some group/activity in Firestone	No		75% N=61
		Yes		25% N=20
	Campaigned or advocated for a local issue, cause, or candidate	No		79% N=64
		Yes		21% N=17
	Voted in your most recent local election	No		11% N=9
		Yes		89% N=71
	Used bus, rail, or other public transportation instead of driving	No		98% N=79
		Yes		2% N=2
	Carpooled with other adults or children instead of driving alone	No		56% N=45
		Yes		44% N=36
	Walked or biked instead of driving	No		51% N=41
		Yes		49% N=40
Please rate the quality of each of the following services in Firestone.	Public information services	Excellent		8% N=5

Please rate the quality of each of the following services in Firestone.

Public information services	Good		42% N=28
	Fair		33% N=22
	Poor		17% N=11
Economic development	Excellent		9% N=6
	Good		31% N=20
	Fair		35% N=23
	Poor		25% N=16
Traffic enforcement	Excellent		8% N=6
	Good		43% N=32
	Fair		32% N=24
	Poor		17% N=13
Traffic signal timing	Excellent		5% N=4
	Good		36% N=28
	Fair		35% N=27
	Poor		24% N=19
Street repair	Excellent		5% N=4
	Good		24% N=19
	Fair		29% N=23
	Poor		43% N=34
Street cleaning	Excellent		11% N=8

Please rate the quality of each of the following services in Firestone.



Please rate the quality of each of the following services in Firestone.			
Land use, planning, and zoning	Good		14% N=8
	Fair		39% N=23
	Poor		41% N=24
Code enforcement (weeds, abandoned buildings, etc.)	Excellent		9% N=5
	Good		18% N=10
	Fair		35% N=20
	Poor		39% N=22
Affordable high-speed internet access	Excellent		7% N=5
	Good		24% N=17
	Fair		23% N=16
	Poor		46% N=33
Garbage collection	Excellent		25% N=19
	Good		49% N=37
	Fair		21% N=16
	Poor		5% N=4
Drinking water	Excellent		22% N=17
	Good		53% N=42
	Fair		19% N=15
	Poor		6% N=5
Sewer services	Excellent		20% N=15

Please rate the quality of each of the following services in Firestone.			
Sewer services	Good		66% N=50
	Fair		13% N=10
	Poor		1% N=1
Storm water management (storm drainage, dams, levees, etc.)	Excellent		18% N=13
	Good		53% N=39
	Fair		22% N=16
	Poor		8% N=6
Power (electric and/or gas) utility	Excellent		19% N=15
	Good		64% N=50
	Fair		15% N=12
	Poor		1% N=1
Utility billing	Excellent		19% N=15
	Good		56% N=43
	Fair		18% N=14
	Poor		6% N=5
Police services	Excellent		32% N=23
	Good		47% N=34
	Fair		15% N=11
	Poor		7% N=5
Crime prevention	Excellent		15% N=10

Please rate the quality of each of the following services in Firestone.

Crime prevention	Good		55% N=37
	Fair		19% N=13
	Poor		10% N=7
Animal control	Excellent		17% N=9
	Good		60% N=32
	Fair		13% N=7
	Poor		9% N=5
Ambulance or emergency medical services	Excellent		38% N=19
	Good		42% N=21
	Fair		14% N=7
	Poor		6% N=3
Fire services	Excellent		40% N=23
	Good		48% N=28
	Fair		9% N=5
	Poor		3% N=2
Fire prevention and education	Excellent		19% N=8
	Good		42% N=18
	Fair		30% N=13
	Poor		9% N=4
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Excellent		13% N=6

Please rate the quality of each of the following services in Firestone.			
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	Good		33% N=15
	Fair		30% N=14
	Poor		24% N=11
Preservation of natural areas (open space, greenbelts, etc)	Excellent		14% N=10
	Good		34% N=25
	Fair		29% N=21
	Poor		23% N=17
Firestone open space	Excellent		15% N=11
	Good		40% N=30
	Fair		23% N=17
	Poor		23% N=17
Recycling	Excellent		12% N=8
	Good		49% N=34
	Fair		26% N=18
	Poor		13% N=9
Yard waste pick-up	Excellent		6% N=4
	Good		34% N=22
	Fair		28% N=18
	Poor		32% N=21
Town parks	Excellent		18% N=14

Please rate the quality of each of the following services in Firestone.			
Town parks	Good		46% N=36
	Fair		29% N=23
	Poor		8% N=6
Recreation programs or classes	Excellent		9% N=5
	Good		26% N=15
	Fair		42% N=24
	Poor		23% N=13
Recreation centers or facilities	Excellent		9% N=6
	Good		32% N=22
	Fair		36% N=25
	Poor		23% N=16
Health services	Excellent		6% N=4
	Good		41% N=26
	Fair		40% N=25
	Poor		13% N=8
Public library services	Excellent		41% N=30
	Good		45% N=33
	Fair		11% N=8
	Poor		3% N=2
Overall customer service by Firestone employees (police, receptionists, planners, etc.)	Excellent		22% N=16

Please rate the quality of each of the following services in Firestone.	Overall customer service by Firestone employees (police, receptionists, planners, etc.)	Good		50% N=36
		Fair		19% N=14
		Poor		8% N=6
Please rate the following categories of Firestone government performance.	The value of services for the taxes paid to Firestone	Excellent		10% N=7
		Good		22% N=16
		Fair		38% N=28
		Poor		30% N=22
The overall direction that Firestone is taking	Excellent		7% N=5	
	Good		22% N=16	
	Fair		45% N=33	
	Poor		27% N=20	
The job Firestone government does at welcoming resident involvement	Excellent		8% N=5	
	Good		30% N=19	
	Fair		31% N=20	
	Poor		31% N=20	
Overall confidence in Firestone government	Excellent		8% N=6	
	Good		21% N=15	
	Fair		35% N=25	
	Poor		36% N=26	
Generally acting in the best interest of the community	Excellent		8% N=6	

Please rate the following categories of Firestone government performance.				
	Generally acting in the best interest of the community	Good		23% N=17
		Fair		37% N=28
		Poor		32% N=24
Being honest		Excellent		11% N=7
		Good		21% N=13
		Fair		34% N=21
		Poor		34% N=21
Being open and transparent to the public		Excellent		11% N=7
		Good		18% N=11
		Fair		34% N=21
		Poor		37% N=23
Informing residents about issues facing the community		Excellent		8% N=6
		Good		21% N=16
		Fair		33% N=25
		Poor		37% N=28
Treating all residents fairly		Excellent		17% N=10
		Good		36% N=21
		Fair		26% N=15
		Poor		21% N=12
Treating residents with respect		Excellent		18% N=11

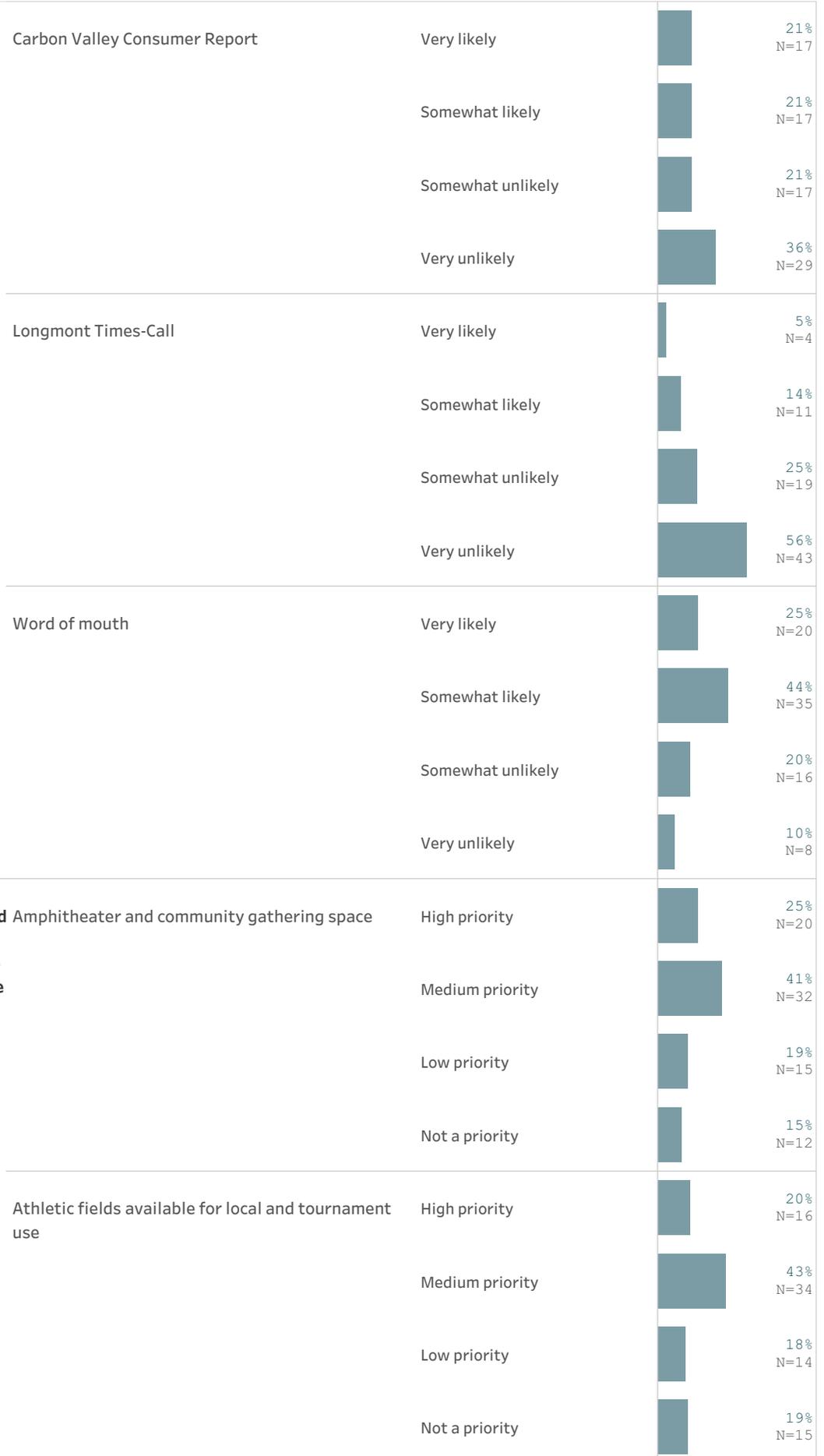
Please rate the following categories of Firestone government performance.	Treating residents with respect	Good		39% N=24
		Fair		27% N=17
		Poor		16% N=10
Overall, how would you rate the quality of the services provided by each of the following?	The Town of Firestone	Excellent		9% N=7
		Good		41% N=31
		Fair		36% N=27
		Poor		13% N=10
	The Federal Government	Excellent		1% N=1
		Good		25% N=19
		Fair		38% N=29
		Poor		36% N=28
Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.	Overall economic health of Firestone	Essential		45% N=36
		Very important		41% N=33
		Somewhat important		14% N=11
	Overall quality of the transportation system (auto, bicycle, foot, bus) in Firestone	Essential		28% N=22
		Very important		49% N=39
		Somewhat important		24% N=19
	Overall design or layout of Firestone's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Essential		43% N=34
		Very important		38% N=30
		Somewhat important		18% N=14

Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.

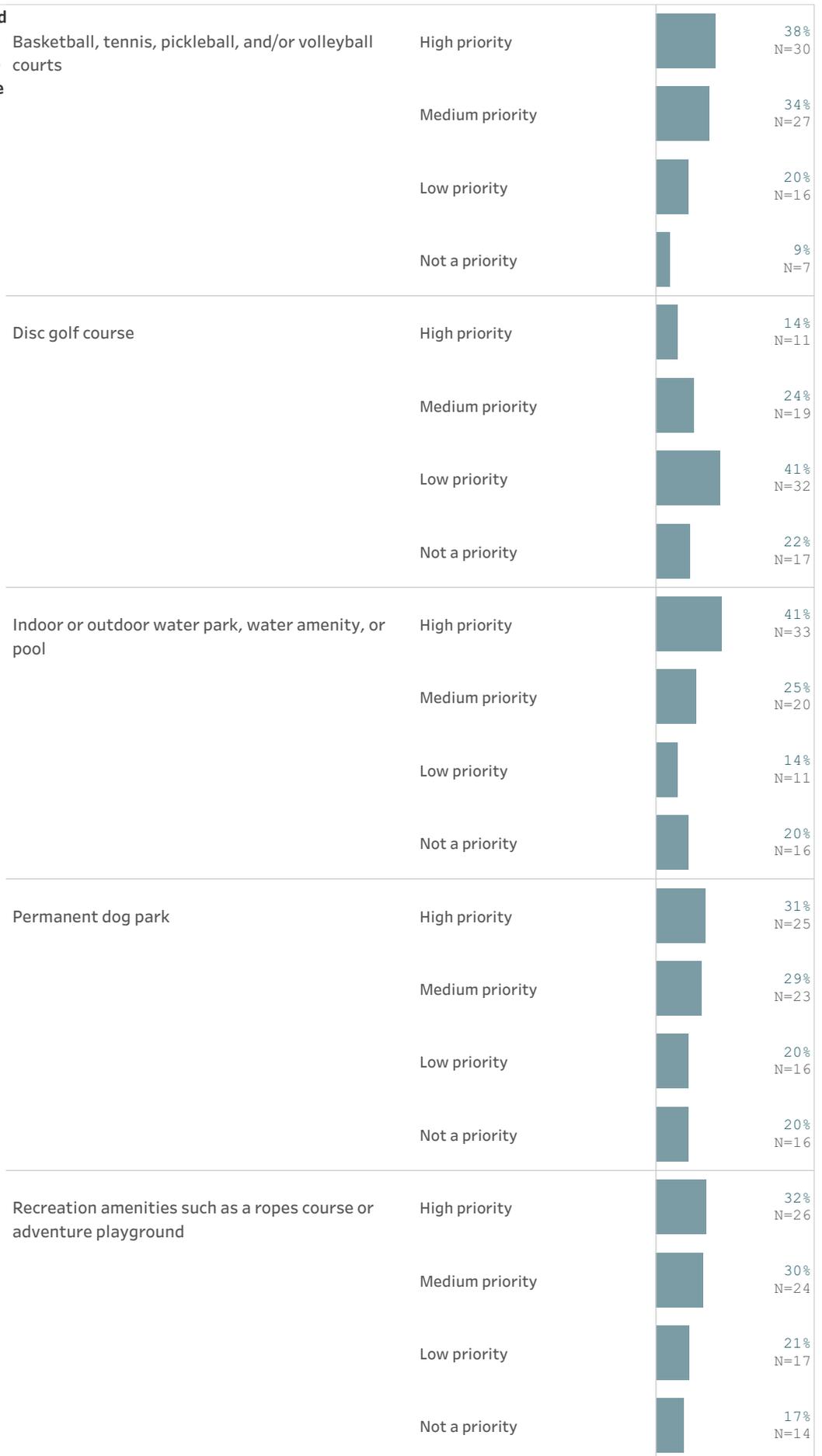
Overall design or layout of Firestone’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	Not at all important		1% N=1
Overall quality of the utility infrastructure in Firestone (water, sewer, storm water, electric/gas, broadband)	Essential		49% N=39
	Very important		43% N=34
	Somewhat important		9% N=7
Overall feeling of safety in Firestone	Essential		56% N=45
	Very important		37% N=30
	Somewhat important		7% N=6
Overall quality of natural environment in Firestone	Essential		38% N=31
	Very important		47% N=38
	Somewhat important		15% N=12
Overall quality of parks and recreation opportunities	Essential		36% N=29
	Very important		44% N=36
	Somewhat important		20% N=16
Overall health and wellness opportunities in Firestone	Essential		21% N=17
	Very important		49% N=39
	Somewhat important		30% N=24
Overall opportunities for education, culture, and the arts	Essential		11% N=9
	Very important		46% N=37
	Somewhat important		37% N=30
	Not at all important		6% N=5

<p>Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.</p>	Residents' connection and engagement with their community	Essential		14% N=11
		Very important		52% N=42
		Somewhat important		33% N=27
		Not at all important		1% N=1
<p>Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.</p>	Town website (www.firestone.gov)	Very likely		61% N=48
		Somewhat likely		35% N=28
		Somewhat unlikely		3% N=2
		Very unlikely		1% N=1
<p>Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.</p>	Email or text message notifications sent from the Town (eNotification)	Very likely		66% N=51
		Somewhat likely		18% N=14
		Somewhat unlikely		12% N=9
		Very unlikely		4% N=3
<p>Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.</p>	Utility bill inserts	Very likely		29% N=23
		Somewhat likely		35% N=28
		Somewhat unlikely		13% N=10
		Very unlikely		23% N=18
<p>Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.</p>	Town social media posts	Very likely		30% N=24
		Somewhat likely		36% N=29
		Somewhat unlikely		11% N=9
		Very unlikely		23% N=18

Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.



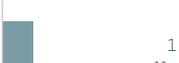
The Town of Firestone is analyzing and reviewing options for developing Central Park, located east of Colorado Blvd between Pine Cone Ave and Sable Ave. In addition to standard park amenities, please indicate how much of a priority, if at all, it should be for the Town to focus on providing the following amenities in Central Park.



<p>The Town of Firestone is analyzing and reviewing options for developing Central Park, located east of Colorado Blvd between Pine Cone Ave and Sable Ave. In addition to standard park amenities, please indicate how much of a priority, if at all, it should be for the Town to focus on providing the following amenities in Central Park.</p>	Recreation or fitness center	High priority		44% N=35
		Medium priority		30% N=24
		Low priority		16% N=13
		Not a priority		9% N=7
	Restaurant/dining opportunities	High priority		42% N=34
		Medium priority		25% N=20
		Low priority		16% N=13
		Not a priority		17% N=14
	Retail opportunities	High priority		28% N=22
		Medium priority		30% N=24
		Low priority		19% N=15
		Not a priority		24% N=19
<p>Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.</p>	Athletic fields available for local and tournament use	Strongly support		28% N=22
		Somewhat support		37% N=29
		Somewhat oppose		17% N=13
		Strongly oppose		18% N=14
	Admission-based amenities such as an indoor or outdoor water park or pool	Strongly support		54% N=43
		Somewhat support		20% N=16
		Somewhat oppose		6% N=5
		Strongly oppose		19% N=15

Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.



<p>Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.</p>	<p>Development such as retail</p>	Strongly support		27% N=22
		Somewhat support		31% N=25
		Somewhat oppose		11% N=9
		Strongly oppose		31% N=25
<p>In general, how many times do you:</p>	<p>Access the internet from your home using a computer, laptop, or tablet computer</p>	Several times a day		80% N=64
		Once a day		6% N=5
		A few times a week		11% N=9
		Every few weeks		1% N=1
		Less often or never		1% N=1
	<p>Access the internet from your cell phone</p>	Several times a day		86% N=70
		Once a day		4% N=3
		A few times a week		2% N=2
		Less often or never		7% N=6
	<p>Visit social media sites such as Facebook, Twitter, Nextdoor, etc.</p>	Several times a day		63% N=51
		Once a day		16% N=13
		A few times a week		10% N=8
		Every few weeks		2% N=2
		Less often or never		9% N=7
	<p>Use or check email</p>	Several times a day		81% N=66
		Once a day		15% N=12

In general, how many times do you:	Use or check email	A few times a week	2% N=2
		Less often or never	1% N=1
Share your opinions online		Several times a day	12% N=10
		Once a day	2% N=2
		A few times a week	19% N=15
		Every few weeks	27% N=22
		Less often or never	40% N=32
Shop online		Several times a day	11% N=9
		Once a day	17% N=14
		A few times a week	44% N=36
		Every few weeks	23% N=19
		Less often or never	4% N=3
Please rate your overall health.		Excellent	21% N=17
		Very good	44% N=36
		Good	32% N=26
		Fair	2% N=2
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive	7% N=6
		Somewhat positive	12% N=10
		Neutral	51% N=41
		Somewhat negative	22% N=18

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very negative		7% N=6
How many years have you lived in Firestone?	Less than 2 years		15% N=12
	2-5 years		26% N=21
	6-10 years		20% N=16
	11-20 years		20% N=16
	More than 20 years		20% N=16
Which best describes the building you live in?	Single-family detached home		93% N=75
	Townhouse or duplex (may share walls but no units above or below you)		2% N=2
	Mobile home		5% N=4
Do you rent or own your home?	Rent		1% N=1
	Own		99% N=80
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$300 to \$599		2% N=2
	\$600 to \$999		11% N=9
	\$1,000 to \$1,499		10% N=8
	\$1,500 to \$2,499		38% N=31
	\$2,500 to \$3,999		35% N=28
	\$4,000 to \$6,999		4% N=3
Do any children 17 or under live in your household?	No		62% N=49
	Yes		38% N=30
Are you or any other members of your household aged 65 or older?	No		71% N=56

Are you or any other members of your household aged 65 or older?	Yes		29% N=23
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		3% N=2
	\$25,000 to \$49,999		4% N=3
	\$50,000 to \$74,999		13% N=10
	\$75,000 to \$99,999		15% N=11
	\$100,000 to \$149,999		31% N=23
	\$150,000 to \$199,999		13% N=10
	\$200,000 to \$299,999		17% N=13
	\$300,000 or more		4% N=3
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		96% N=73
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin		4% N=3
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Black or African American		1% N=1
	White		95% N=73
	A race not listed		4% N=3
In which category is your age?	25-34 years		11% N=9
	35-44 years		19% N=15
	45-54 years		25% N=20
	55-64 years		25% N=20
	65-74 years		14% N=11
	75 years or older		5% N=4



The Town of Firestone 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

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

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Firestone.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Firestone.....	1	2	3	4	5
Overall design or layout of Firestone's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.).....	1	2	3	4	5
Overall quality of the utility infrastructure in Firestone (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Firestone.....	1	2	3	4	5
Overall quality of natural environment in Firestone.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Firestone.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community.....	1	2	3	4	5

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

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

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Firestone's commercial areas during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster.....	1	2	3	4	5	6

5. Please rate the job you feel the Firestone community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome.....	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Firestone community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Firestone.....	1	2	3	4	5
Variety of business and service establishments in Firestone.....	1	2	3	4	5
Vibrancy of downtown/commercial area.....	1	2	3	4	5
Employment opportunities.....	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Firestone.....	1	2	3	4	5
Overall image or reputation of Firestone.....	1	2	3	4	5

7. Please also rate each of the following in the Firestone community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
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 Firestone.....	1	2	3	4	5
Ease of travel by public transportation in Firestone.....	1	2	3	4	5
Ease of travel by bicycle in Firestone.....	1	2	3	4	5
Ease of walking in Firestone.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	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
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Firestone.....	1	2	3	4	5
Overall appearance of Firestone.....	1	2	3	4	5
Cleanliness of Firestone.....	1	2	3	4	5
Water resources (lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	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
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Firestone.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	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

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

	<u>No</u>	<u>Yes</u>
Contacted the Town of Firestone (in-person, phone, email, or web) for help or information.....	1	2
Contacted Firestone elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like Board of Trustees or County Commissioners, advisory boards, open houses, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Firestone.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The Town of Firestone 2023 Community Survey

9. Please rate the quality of each of the following services in Firestone.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Traffic signal timing.....	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
Bus or transit services.....	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
Affordable high-speed internet access.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.).....	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	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 (open space, greenbelts, etc.).....	1	2	3	4	5
Firestone open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
Town parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Firestone employees (police, receptionists, planners, etc.).....	1	2	3	4	5

10. Please rate the following categories of Firestone government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Firestone.....	1	2	3	4	5
The overall direction that Firestone is taking.....	1	2	3	4	5
The job Firestone government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Firestone government.....	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
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community.....	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

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

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The Town of Firestone.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Firestone community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Firestone	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Firestone	1	2	3	4
Overall design or layout of Firestone’s residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Firestone (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Firestone	1	2	3	4
Overall quality of natural environment in Firestone.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Firestone.....	1	2	3	4
Overall opportunities for education, culture, and the arts.....	1	2	3	4
Residents’ connection and engagement with their community	1	2	3	4

13. Please indicate how likely you are to use the following sources to obtain information about the Town of Firestone.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don’t know</u>
Town website (www.firestone.gov)	1	2	3	4	5
Email or text message notifications sent from the Town (eNotification).....	1	2	3	4	5
Utility bill inserts.....	1	2	3	4	5
Town social media posts.....	1	2	3	4	5
Carbon Valley Consumer Report.....	1	2	3	4	5
Longmont Times-Call.....	1	2	3	4	5
Word of mouth.....	1	2	3	4	5

14. The Town of Firestone is analyzing and reviewing options for developing Central Park, located east of Colorado Blvd between Pine Cone Ave and Sable Ave. In addition to standard park amenities, please indicate how much of a priority, if at all, it should be for the Town to focus on providing the following amenities in Central Park.

	<u>High priority</u>	<u>Medium priority</u>	<u>Low priority</u>	<u>Not a priority</u>	<u>Don’t know</u>
Amphitheater and community gathering space	1	2	3	4	5
Athletic fields available for local and tournament use	1	2	3	4	5
Basketball, tennis, pickleball, and/or volleyball courts	1	2	3	4	5
Disc golf course.....	1	2	3	4	5
Indoor or outdoor water park, water amenity, or pool.....	1	2	3	4	5
Permanent dog park.....	1	2	3	4	5
Recreation amenities such as a ropes course or adventure playground.....	1	2	3	4	5
Recreation or fitness center	1	2	3	4	5
Restaurant/dining opportunities	1	2	3	4	5
Retail opportunities.....	1	2	3	4	5

15. Regarding the above-mentioned development of Central Park, please indicate your level of support for the following features if they could be used to help fund the development of the park.

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don’t know</u>
Admission-based amenities such as an indoor or outdoor water park or pool	1	2	3	4	5
Admission-based recreation amenities such as a ropes course or adventure playground.....	1	2	3	4	5
Admission-based recreation or fitness center	1	2	3	4	5
Athletic fields available for local and tournament use	1	2	3	4	5
Development such as a hotel	1	2	3	4	5
Development such as residential	1	2	3	4	5
Development such as restaurants	1	2	3	4	5
Development such as retail	1	2	3	4	5

The Town of Firestone 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. How many years have you lived in Firestone?

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

D5. Which best describes the building you live in?

- Single-family detached home
 Townhouse or duplex (may share walls but no units above or below you)
 Condominium or apartment (have units above or below you)
 Mobile home or manufactured home
 Other

D6. Do you rent or own your home?

- Rent
 Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- Less than \$300 \$2,500 to \$3,999
 \$300 to \$599 \$4,000 to \$6,999
 \$600 to \$999 \$7,000 to \$9,999
 \$1,000 to \$1,499 \$10,000 or more
 \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

- No Yes

D9. Are you or any other members of your household aged 65 or older?

- No Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$150,000 to \$199,999
 \$50,000 to \$74,999 \$200,000 to \$299,999
 \$75,000 to \$99,999 \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- No Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian
 Black or African American
 Native Hawaiian or Other Pacific Islander
 White
 A race not listed

D13. In which category is your age?

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

D14. What is your gender?

- Woman
 Man
 Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- Agender/I don't identify with any gender
 Genderqueer/gender fluid
 Non-binary
 Transgender man
 Transgender woman
 Two-spirit
 Identify in another way

Thank you!

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