



## CUSTOMER SATISFACTION SURVEY RESULTS SUMMARY

The Town of Superior conducted this survey in November of 2007 as part of our continuous effort to provide the highest quality services to our residents. The primary objective was to evaluate our performance in serving our residents and to identify where improvements are needed most.

This survey was administered by mail (Town newsletter insert) to approximately 5,175 residents with 495 residents responding within the 20 day return period. The following information and percentages are based on those responses. The Town of Superior will evaluate the areas that need improvement and will work toward enhancing our levels of service.

Below are a few of the results from the survey that address some general questions about the Town of Superior.

### **LIVING IN SUPERIOR**

When asked to rate the overall quality of life in the Town of Superior residents responded with **49% Excellent, 47% Good, 5% Fair** and **0% Poor**.

When asked what the primary reasons were residents chose to live in Superior the highest ranked response was **Location**, next highest was **Access to parks and open space**, and the third highest was **Like the area**.

When asked what types of services should the community provide that are not currently available the highest number of responses was a **Community/Recreation Center**, the next highest was a **Post Office**, and the third highest was a **Library**.

When asked what residents **like most** about the Town of Superior, **Green belts, parks, trails; Open Space; and Proximity to Boulder** were the most frequent responses.

When asked what residents **like least** about the Town of Superior, **Lack of housing variety; Lack of amenities; and Growth** had the highest number of responses.

### **OPEN SPACE**

When asked about the preservation of Open Space **46%** responded with **Open Space should be preserved with minimal uses such as a crusher fine trail** and **43%** responded with **Open Space should be preserved with uses such as trails, shelters, restrooms, etc.**

## TOWN SERVICES

All services received higher than 50% excellent/good rating. They are ranked from highest to lowest below based on combined excellent/good.

Please rate the following services:	Excellent	Good	Fair	Poor
Fire protection	<b>64%</b>	31%	3%	1%
Parks maintenance	<b>55%</b>	37%	6%	2%
Sidewalk and trails	39%	<b>50%</b>	10%	1%
Street and traffic signs	24%	<b>61%</b>	11%	4%
Sewer	30%	<b>55%</b>	12%	4%
Police protection	41%	<b>43%</b>	12%	5%
Water	31%	<b>52%</b>	12%	5%
Right-of-way maintenance	27%	<b>51%</b>	17%	5%
Municipal Court	26%	<b>49%</b>	21%	3%
Recycling programs	33%	<b>42%</b>	16%	9%
Public Information	22%	<b>52%</b>	20%	6%
Street sweeping	18%	<b>54%</b>	21%	8%
Traffic enforcement	16%	<b>49%</b>	20%	14%
Building inspection	19%	<b>44%</b>	18%	19%
Recreation programming	16%	<b>44%</b>	28%	11%
Economic Development	12%	<b>46%</b>	31%	11%
Street maintenance and repair	14%	<b>43%</b>	30%	14%
Snow removal	17%	<b>38%</b>	28%	17%
Code enforcement	15%	<b>37%</b>	28%	20%

## TOWN OF SUPERIOR PROGRAMS

Community Events ranked the highest with strongly agree/agree in adequate programming. Senior activities was the only program that received unfavorable ranking in adequate programming. Arts/cultural was 50/50 on adequate programming.

Do you think the Town of Superior offers adequate programs for the following:

	Strongly Agree	Agree	Disagree	Strongly Disagree
Community events	39%	<b>55%</b>	5%	1%
Youth sports	29%	<b>57%</b>	12%	3%
Youth programs	22%	<b>59%</b>	15%	4%
Aquatics programs	29%	<b>51%</b>	13%	7%
Adult sports	16%	<b>59%</b>	18%	7%
Adult programs	14%	<b>51%</b>	26%	9%
Fitness programs	12%	<b>49%</b>	26%	13%
Arts/cultural programs	13%	<b>39%</b>	34%	15%
Senior Activities	9%	31%	<b>32%</b>	28%

## TOWN OF SUPERIOR IN GENERAL

Please rate the Town of Superior on each of the following:

	Excellent	Good	Fair	Poor
In general, how does the Town of Superior operate	15%	<b>59%</b>	20%	6%
Providing access to the Board of Trustees	24%	<b>48%</b>	23%	6%
Gathering feedback from residents on new policies or projects; conducting public process	24%	<b>44%</b>	22%	10%
Being responsive to citizens	14%	<b>51%</b>	23%	11%
Effectively planning for the future	12%	<b>49%</b>	27%	11%
Working through critical issues facing the Town	10%	<b>51%</b>	26%	13%

## MEDIA SERVICES

The Town Newsletter, Recreation Guide, Event postcards, and Website received over 80% excellent/good rating. Cable channel 8 and Community email received just over 50% favorable rating.

Do you find the Town's media services useful and informative?:

	Excellent	Good	Fair	Poor
Town Newsletter	<b>51%</b>	45%	2%	1%
Recreation Guide	37%	<b>54%</b>	7%	2%
Event postcards	32%	<b>52%</b>	13%	4%
Website	19%	<b>60%</b>	16%	5%
Cable channel 8	15%	<b>47%</b>	24%	14%
Community email (Superior CAC listserv)	17%	<b>36%</b>	22%	25%

## TYPES OF BUSINESSES

Residents identified Retail Shopping, Health & Medical, and Restaurants as three uses they would like to see built in Superior. Hotel/Conference, Office Buildings, Light Manufacturing received a majority of no interest in being built. High Tech Companies, Childcare facilities, and Assisted Care facilities for Seniors was about 50/50 for interest in being built.

Please indicate your preference for the types of businesses the Town should encourage to locate in Superior.

	Interested	Somewhat Interested	Not Interested	No Response
Restaurants	<b>67%</b>	17%	10%	6%
Health and medical	<b>37%</b>	29%	24%	10%
Retail shopping	<b>43%</b>	22%	25%	10%
Light manufacturing/research facilities	13%	19%	<b>54%</b>	15%
Hotel/conference facilities	16%	19%	<b>53%</b>	12%
Office buildings	16%	22%	<b>49%</b>	13%
Childcare facilities/Preschool	32%	22%	<b>33%</b>	12%
“High Tech” companies	30%	22%	<b>36%</b>	13%
Assisted Care facilities for seniors	21%	30%	<b>35%</b>	13%

## TRAFFIC CONDITIONS

Speeding on neighborhood and major streets are considered a problem in the Town of Superior, whereas congestion and volume on the streets are not considered a problem.

Please rate the traffic conditions in Superior.

	Major Problem	Minor Problem	No Problem	No Response
Speeding on major streets	27%	<b>39%</b>	32%	2%
Speeding on neighborhood streets	35%	<b>38%</b>	24%	2%
Congestion in Superior (in general)	3%	25%	<b>69%</b>	3%
Volume in neighborhood streets	9%	21%	<b>67%</b>	3%
Volume on major streets	6%	29%	<b>61%</b>	3%

## TRANSPORTATION ISSUES

All the transportation issues received a majority of being both a major/minor problem, with building bus rapid transit and/or commuter rail between Boulder and Downtown the biggest issue.

Please rate the following transportation issues.

	Major Problem	Minor Problem	No Problem	No Response
Building bus rapid transit and/or commuter rail between Boulder and Downtown Denver	<b>49%</b>	28%	18%	5%
Improving the conditions of streets in Superior	25%	<b>48%</b>	21%	6%
Adding lanes to US 36	<b>37%</b>	34%	24%	4%
Building more bus and carpool only lanes on US 36	29%	<b>37%</b>	29%	5%
Completion of the second loop (northeast loop) for the US 36/McCaslin interchange	25%	<b>39%</b>	27%	8%

For more information about this survey or the survey results please contact Superior Town Hall at **303-499-3675** or visit the website at **[www.townofsuperior.com](http://www.townofsuperior.com)**