

Town of Wellington Community Survey

June 15th to 30th, 2021



Survey Objectives

The objectives of this community survey were to measure and understand Wellington resident thoughts and opinions of town services, programs, priorities and quality of life aspects.

This survey established opinion benchmarks of the performance of town services and amenities.

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

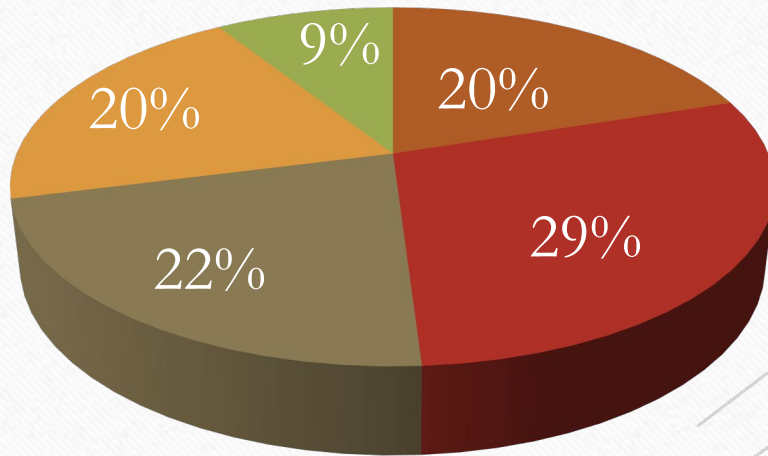
Survey Methodology

- Magellan Strategies are pleased to present the results of an online community of 737 adult residents in Wellington, Colorado.
- The interviews were conducted from June 15th-June 30th, 2021. Survey data collection utilized MMS Text messaging and the Town's website and social media accounts.
- The overall survey responses have a margin of error of 3.47% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey results were weighted on gender to be representative of the demographics of the adult population of Wellington.

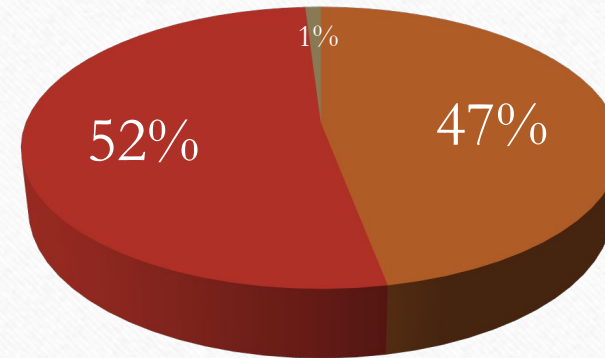
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Survey Demographics

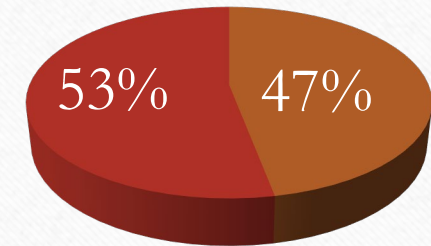
How long have you lived in Wellington?



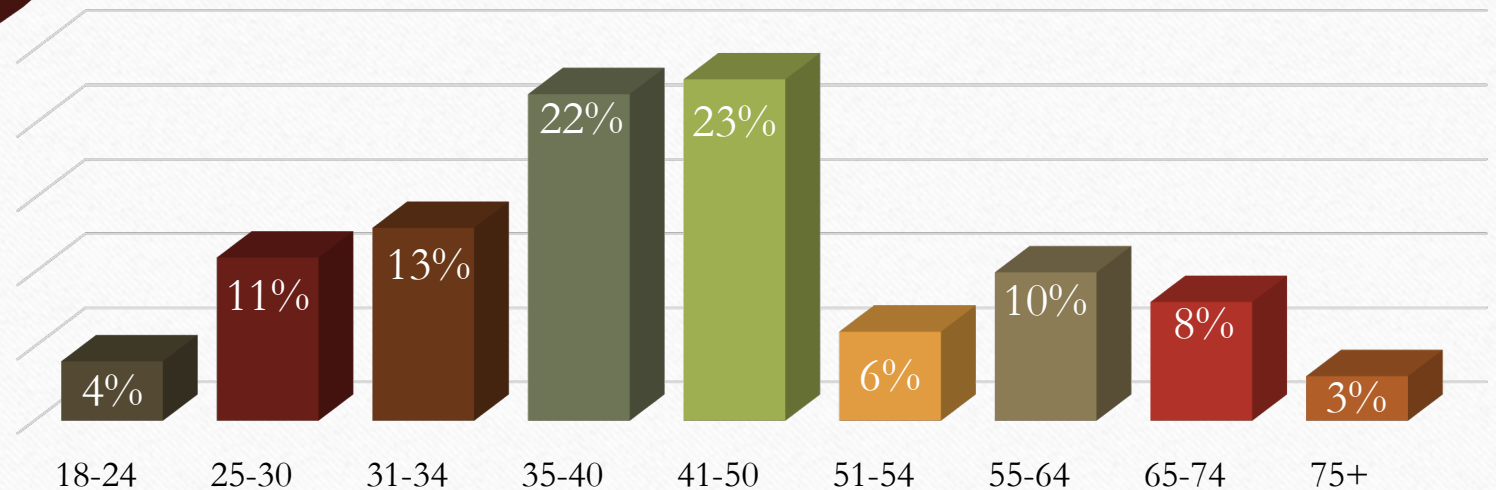
- 2 years or less
- 3 to 5
- 6 to 10
- 11 to 20
- More than 20 years



■ Male ■ Female ■ Self-Identify/Refuse



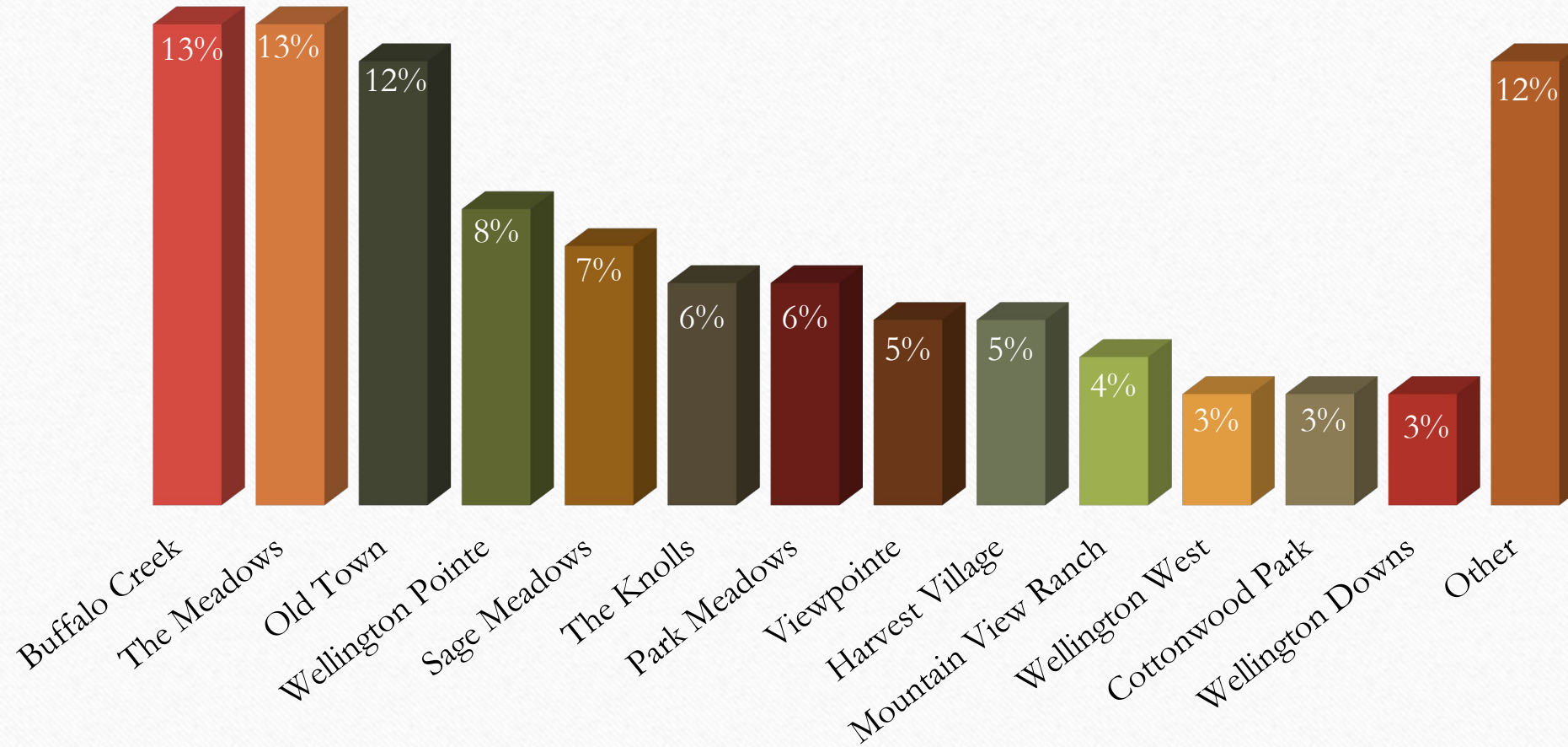
■ Yes, children in household
■ No children in household



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



Survey Demographics



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

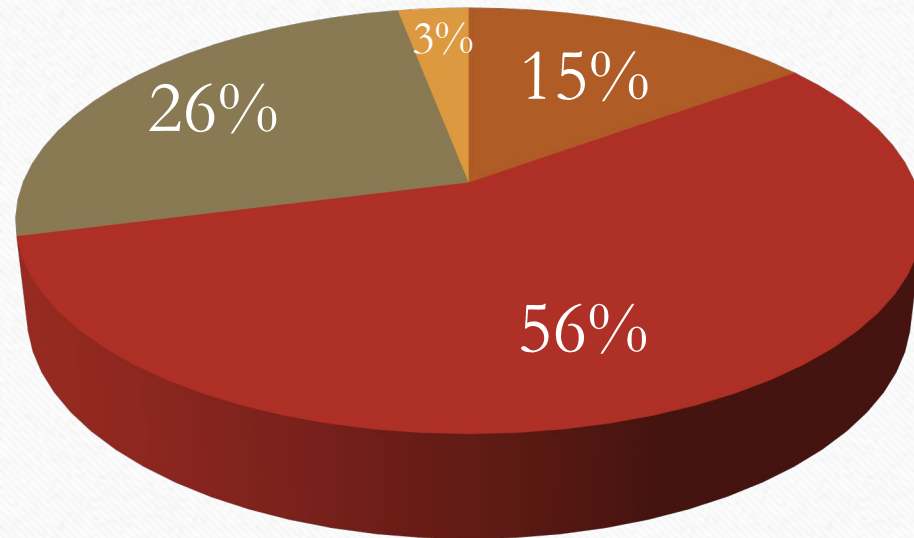




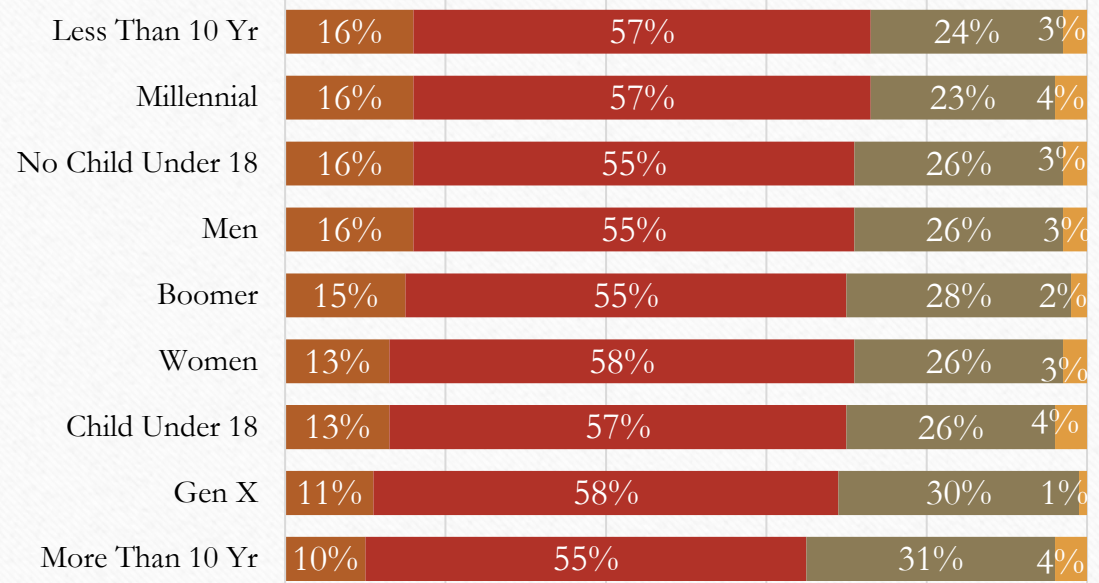
Town of Wellington

Quality of Life Rankings and Top Issues

Please rank Wellington as a place to live:



■ Excellent ■ Good ■ Fair ■ Poor

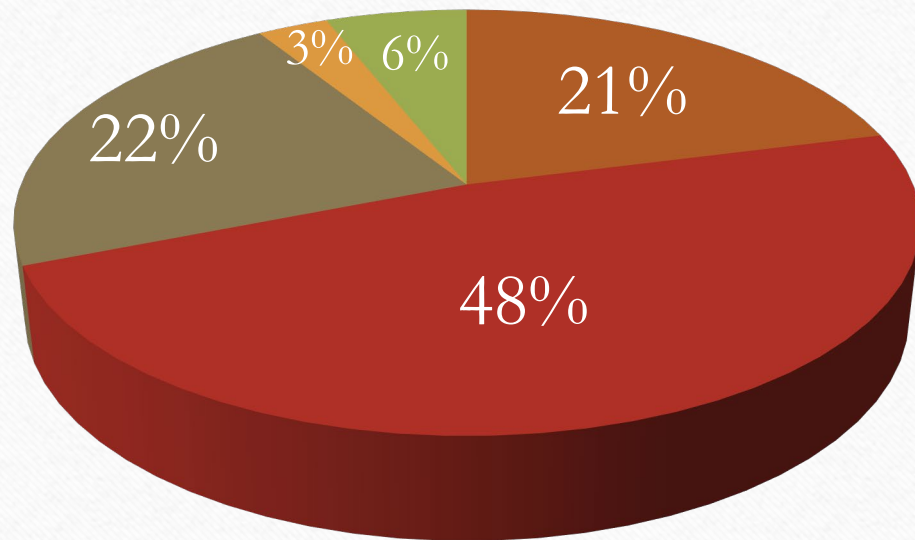


■ Excellent ■ Good ■ Fair ■ Poor

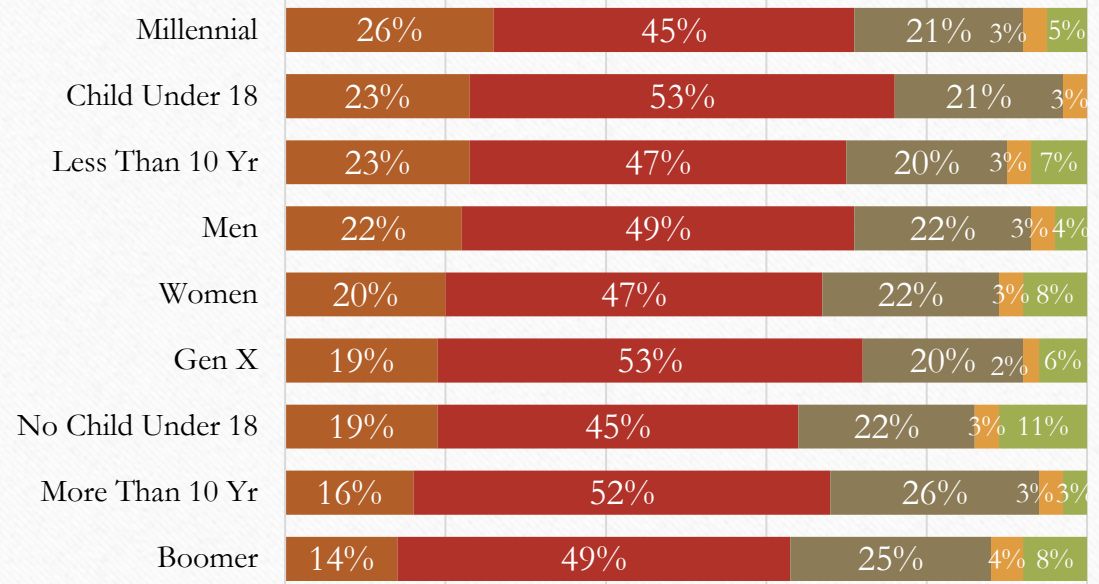
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



Please rank Wellington as a place to raise a family:



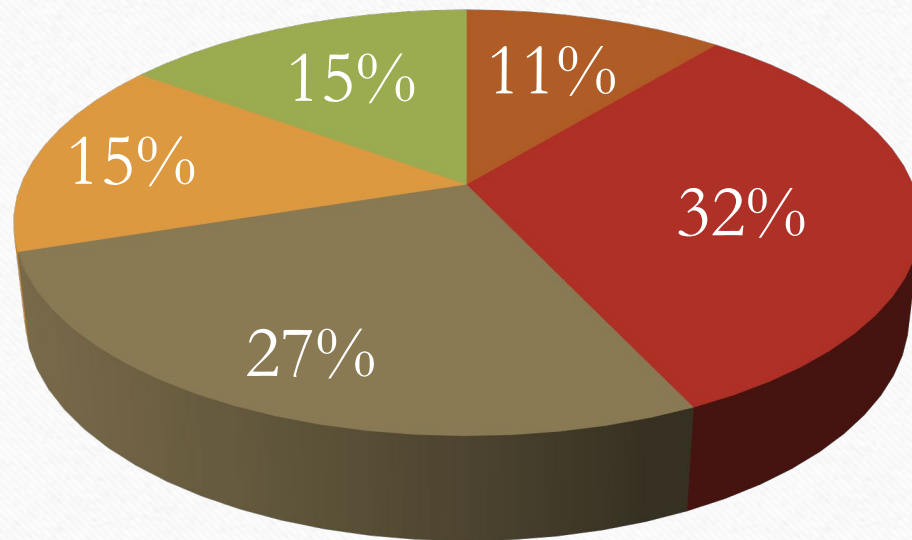
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



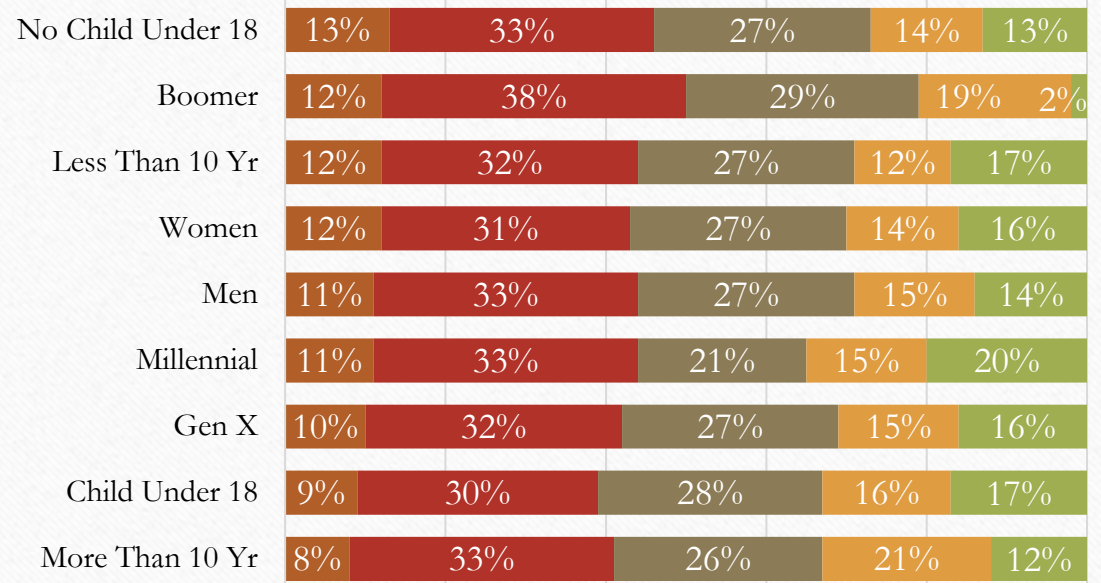
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Please rank Wellington as a place to retire:



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Thinking about the next few years what is one issue you would like the Town to focus on?

“Water quality and pricing. With more new homes, Wellington simply doesn’t have the water supply to support more population.” -Male, Age 25-30, 3 to 5-year resident

Major Themes

Water Rates

Manage Growth & Infrastructure

Restaurants, Shops, Amenities

“You can’t afford to live here with the water and there isn’t much to do as a family here.” -Female, Age 35-40, 3 to 5 year resident

“Immediately halt all growth until critical infrastructure like water and road issues are addressed. Fix those first and then being building again. Even if we have to delay certain projects. It’s more responsible to delay those then it is to pack in more people that the town simply cannot support currently.”
-Male, Age 41-50, 11 to 20 year resident

“Fix the infrastructure issues so the town can move forward with progressive growth. Water, wastewater, etc...” -
Female, Age 55-64, 3 to 5 year resident

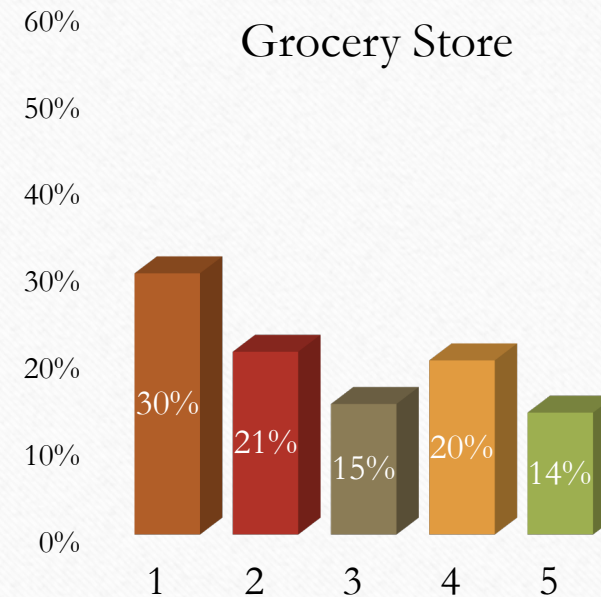
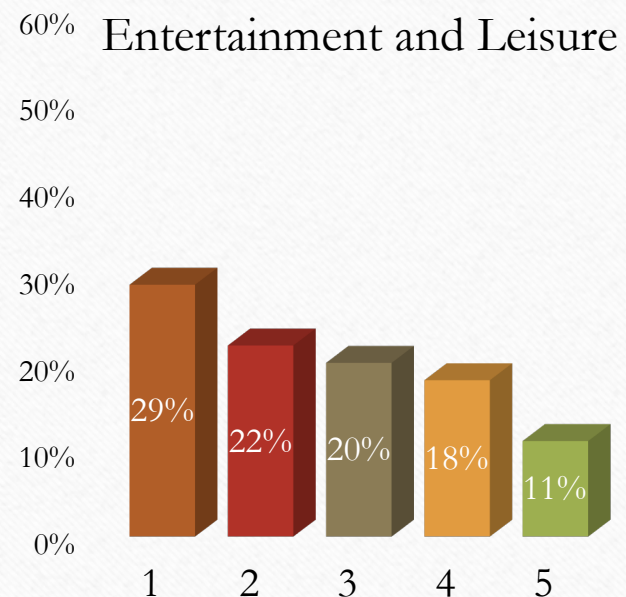
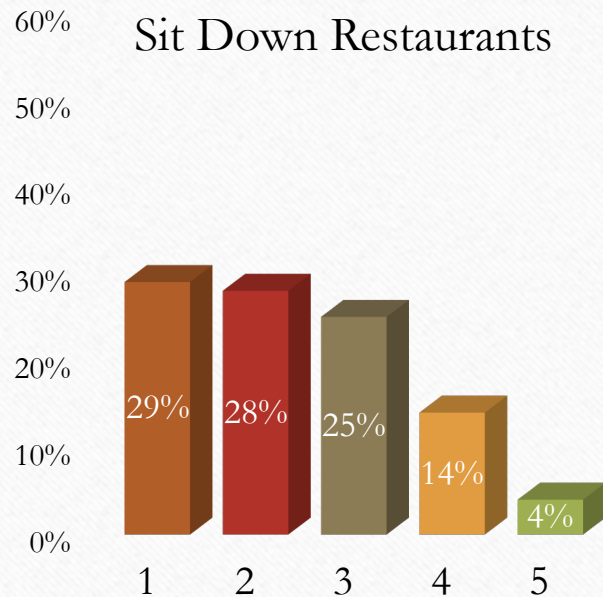
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021





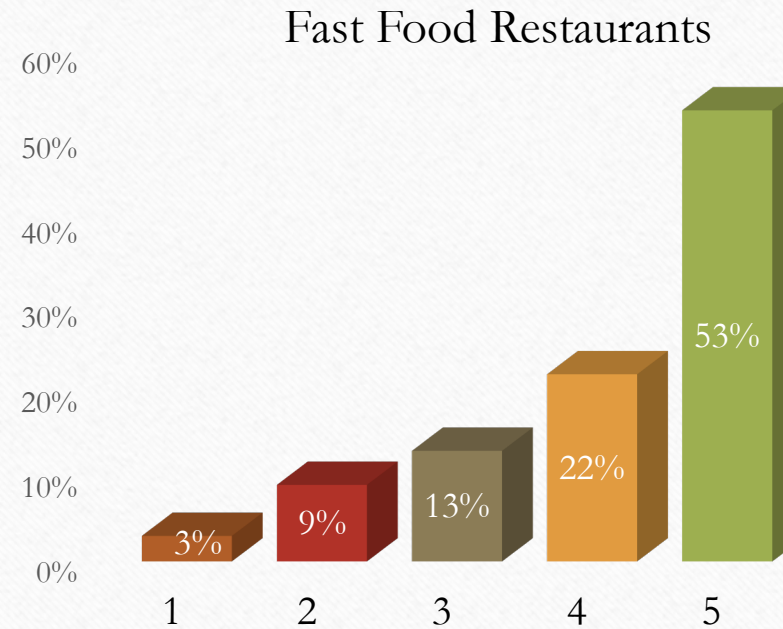
Town of Wellington Commercial Business Preferences

Please rank the following options in the order that best describes the type of commercial business you would like to have in Wellington. Your preferred commercial business should be ranked #1, and your least preferred should be ranked #5.



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Please rank the following options in the order that best describes the type of commercial business you would like to have in Wellington. Your preferred commercial business should be ranked #1, and your least preferred should be ranked #5.



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Please list any other commercial businesses that you would like to have in Wellington? If you do not know of any, feel free to move to the next page.

Common Answers

Pool / Rec Center

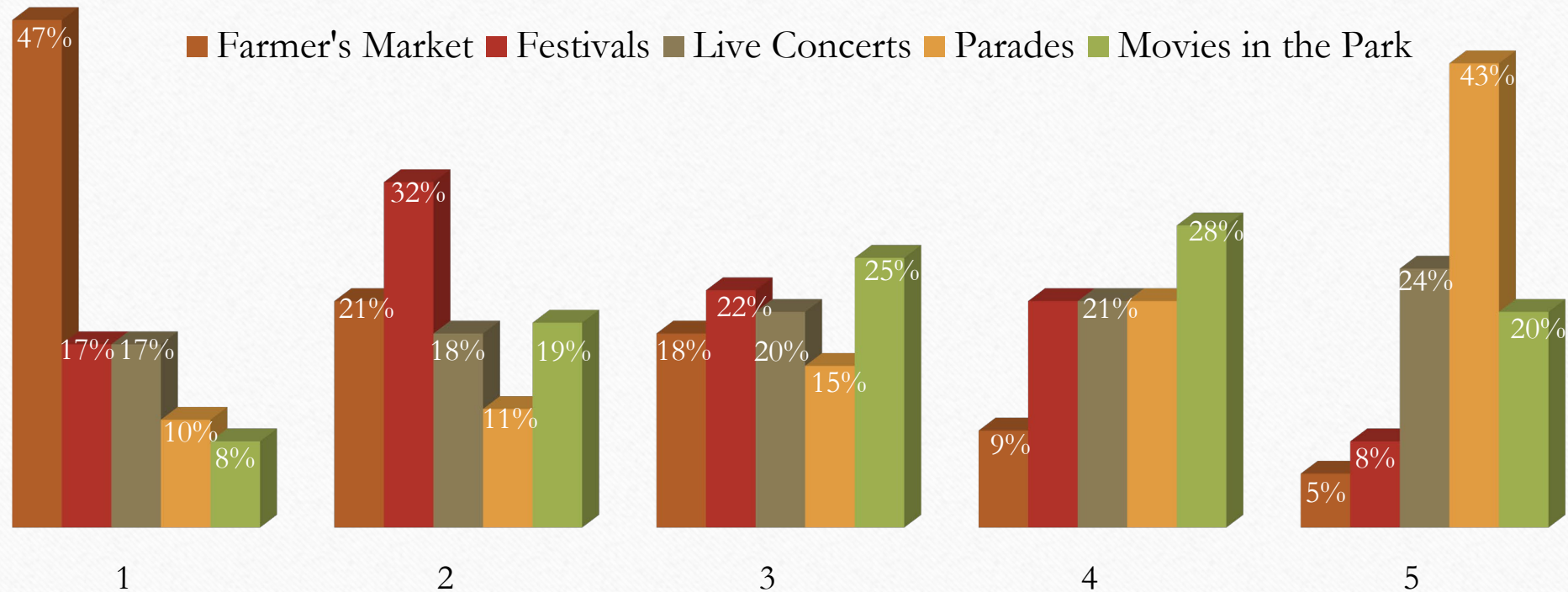
Big Box Stores / Grocery Store

Restaurants and Other Services



Town of Wellington Town Event Preferences

Please rank the following options in the order that best describes the events you would like to see in Wellington. Your most preferred event should be ranked #1, and your least preferred should be ranked #5.



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Please list any other events that you would like to see in Wellington. If you do not know of any, feel free to move to the next page.

Common Answers

Festivals / Live Music

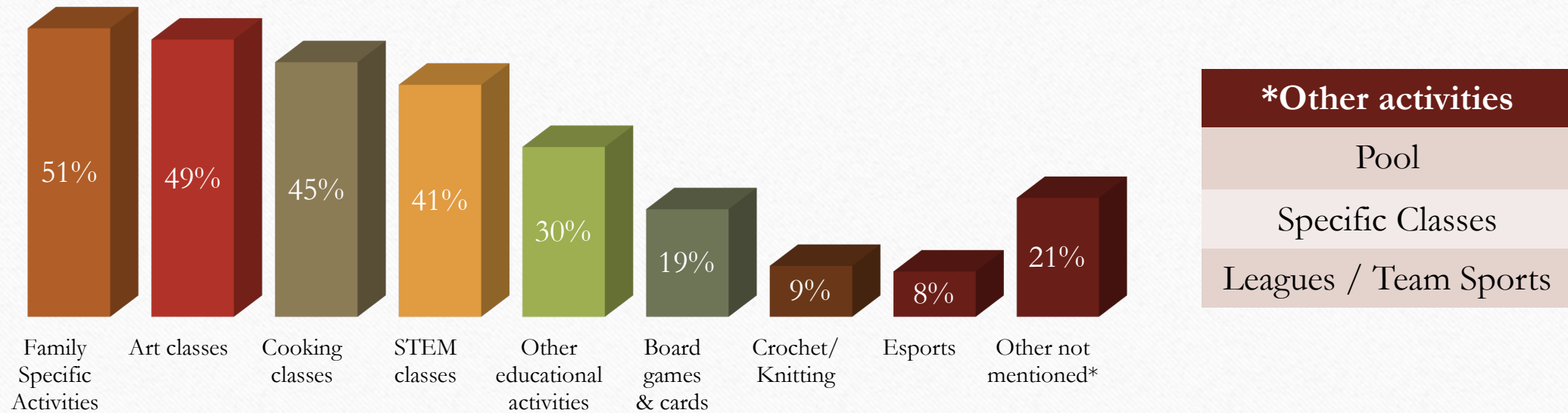
Family-Friendly Events

Sporting Events / Tournaments



Town of Wellington Recreation Preferences

Select the top three recreation activities that you would like to see offered by Town of Wellington. Please select all that apply



Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



Please list any other recreation activities that you would like to have offered in Wellington? If you do not know of any, feel free to move to the next page.

Common Answers

Pool / Rec Center

Exercise Classes and Clubs



Town of Wellington Library Preferences

What genre of books are you interested in reading at the Wellington Public Library?

Common Answers

Children's

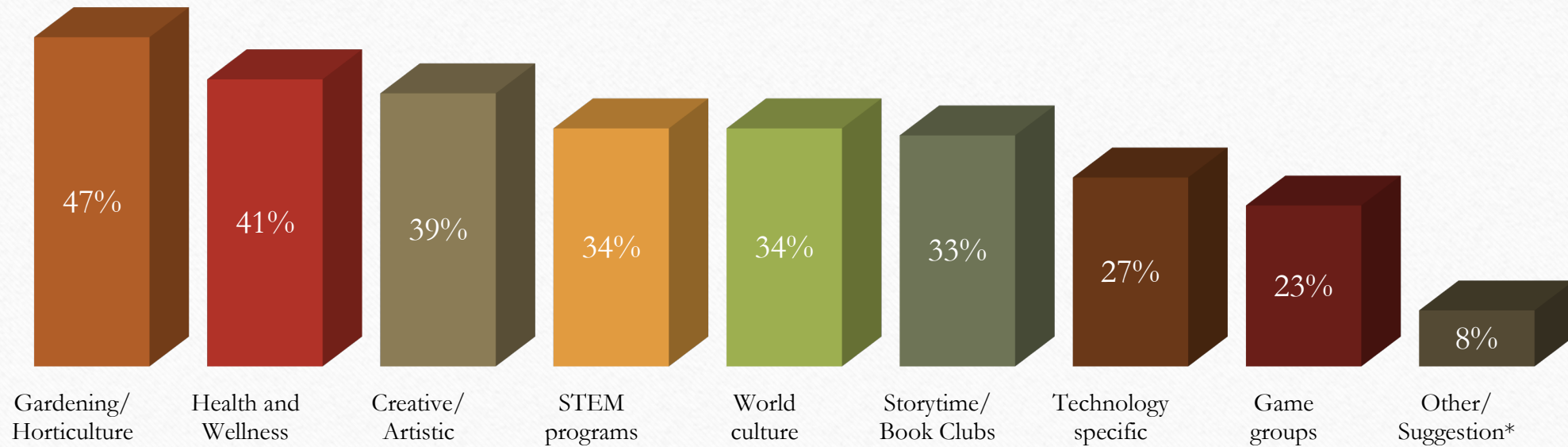
Fiction

History / Non-Fiction

Self-Help / "How To" Books

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Select the top three Library activities that you would like to see offered by the Wellington Public Library. Please select all that apply



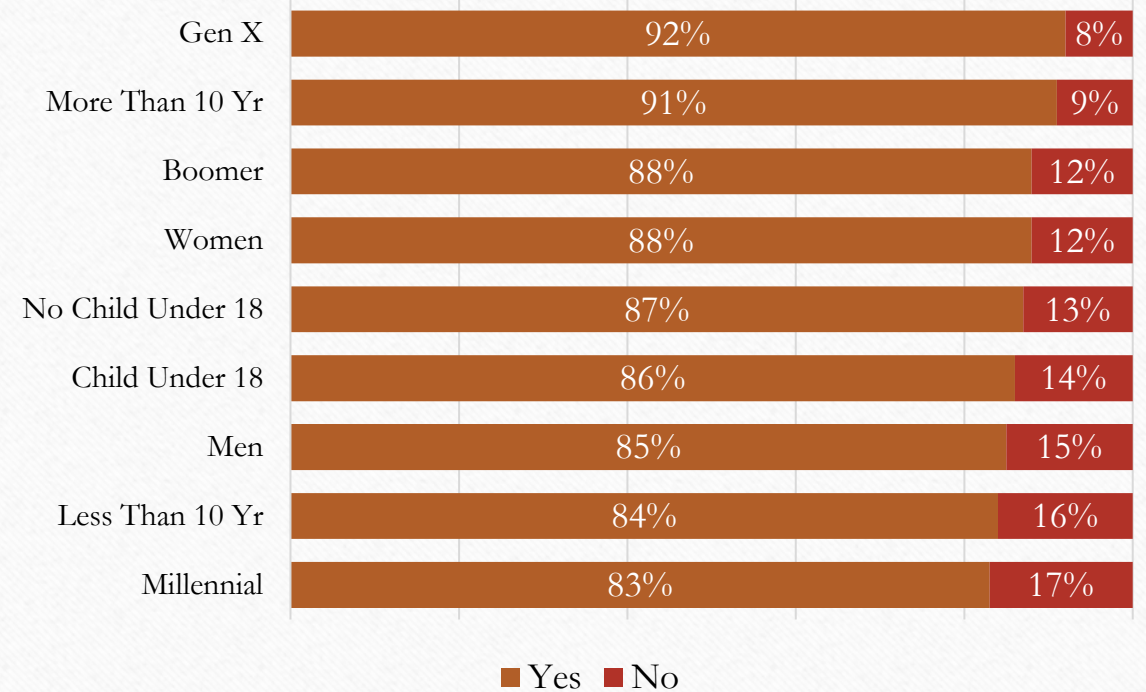
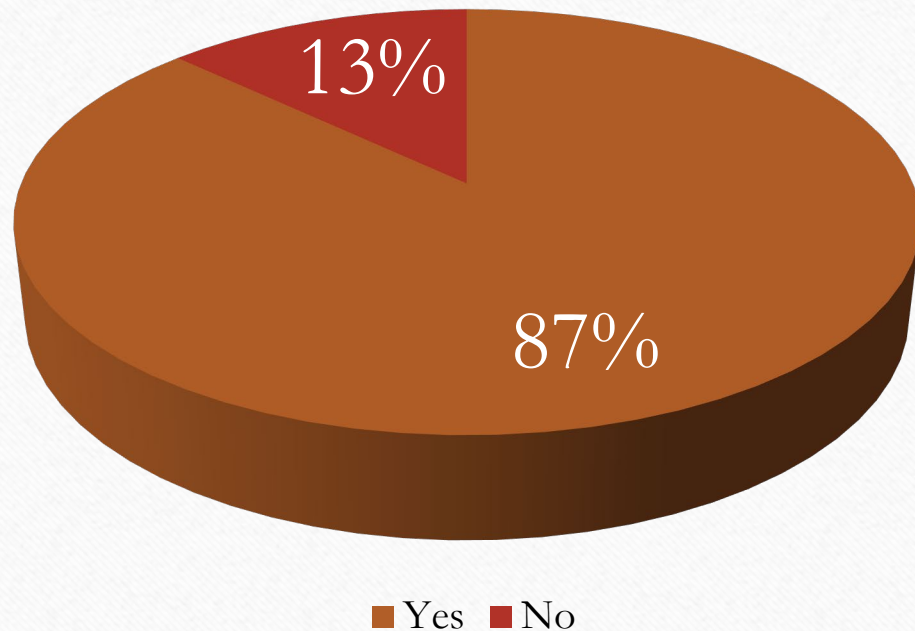
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Town of Wellington Resident Water Use

Are you currently doing anything to limit your indoor and outdoor water use?



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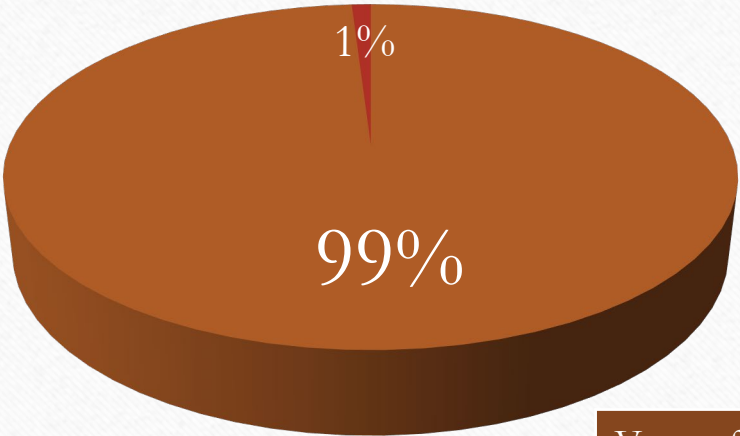




Town of Wellington

Sense of Public Safety

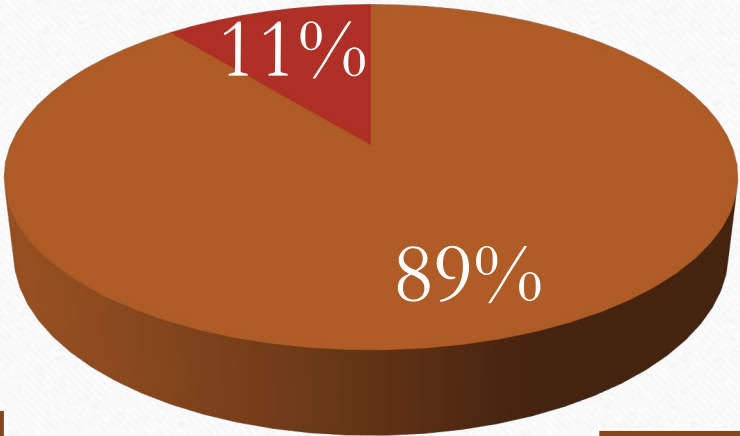
How safe do you feel in Wellington during the day?



■ Safe ■ Unsafe

Very safe	69%
Somewhat safe	30%
Very unsafe	<1%
Somewhat unsafe	1%

How safe do you feel in Wellington during the night?



■ Safe ■ Unsafe

Very safe	41%
Somewhat safe	48%
Very unsafe	1%
Somewhat unsafe	10%

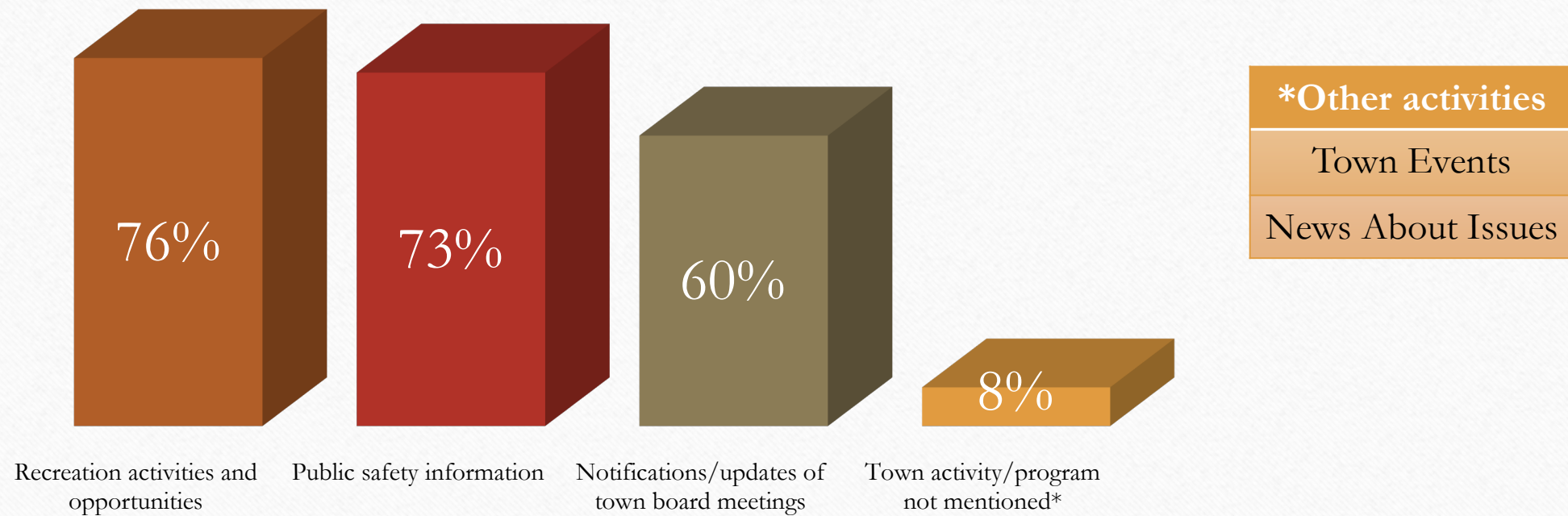
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



Town of Wellington

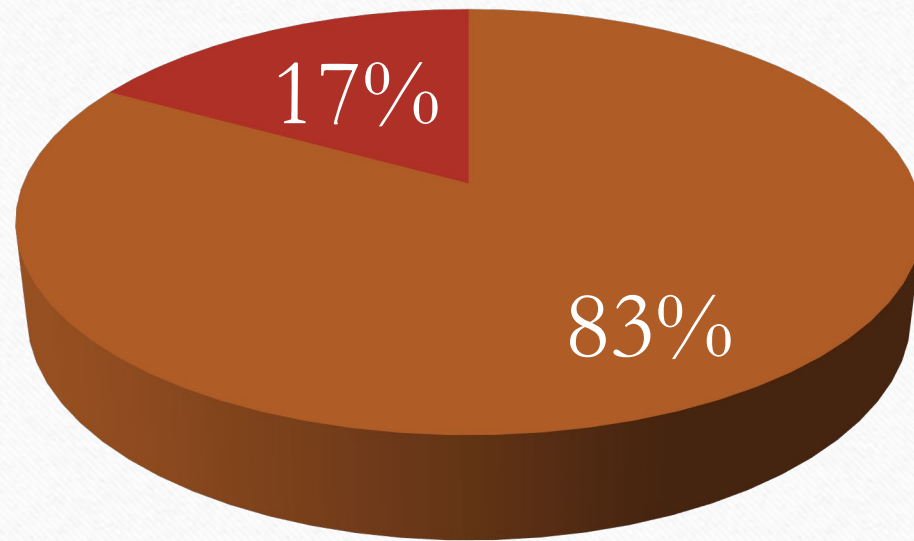
Town Information and General Quality of Life Questions

Among the following options, which ones do you want to be informed about? Please select all that apply.

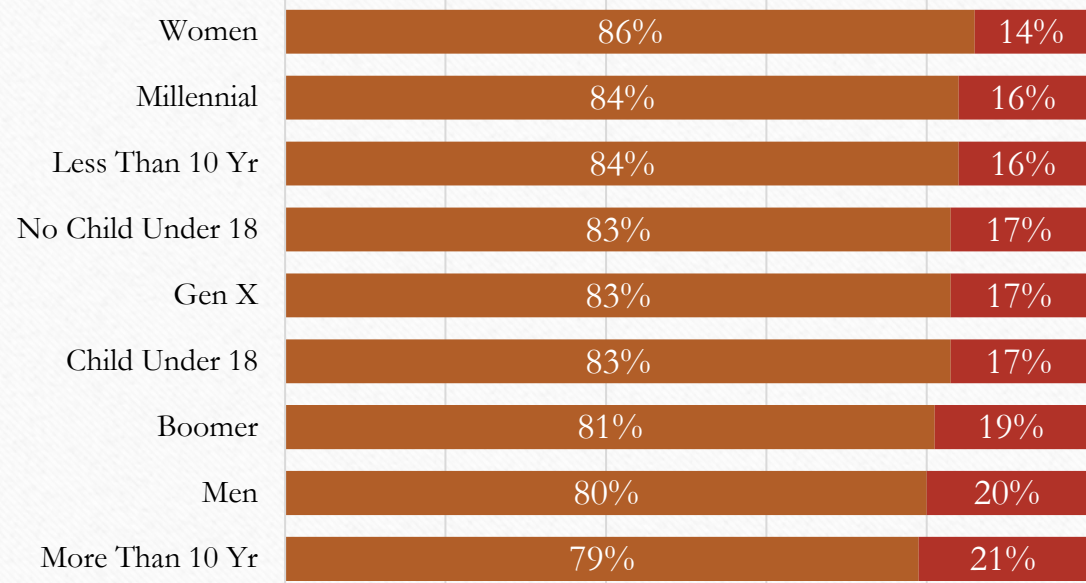


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Do you have access to quality high-speed internet in your home?



■ Yes ■ No

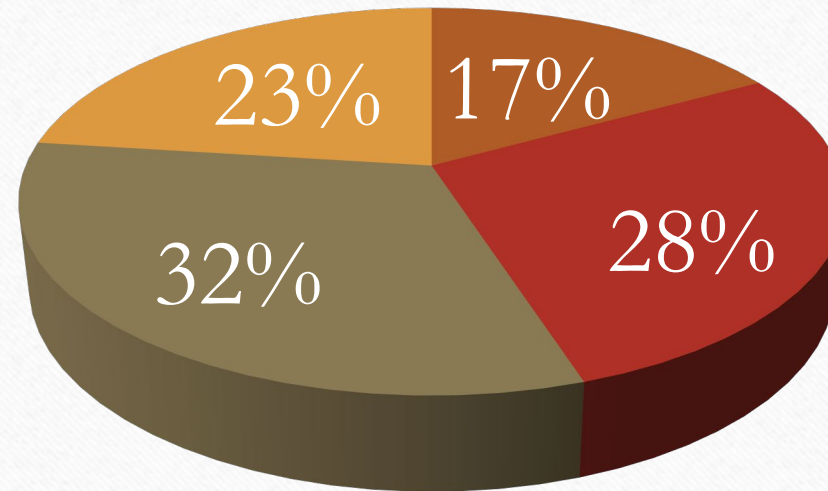


■ Yes ■ No

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



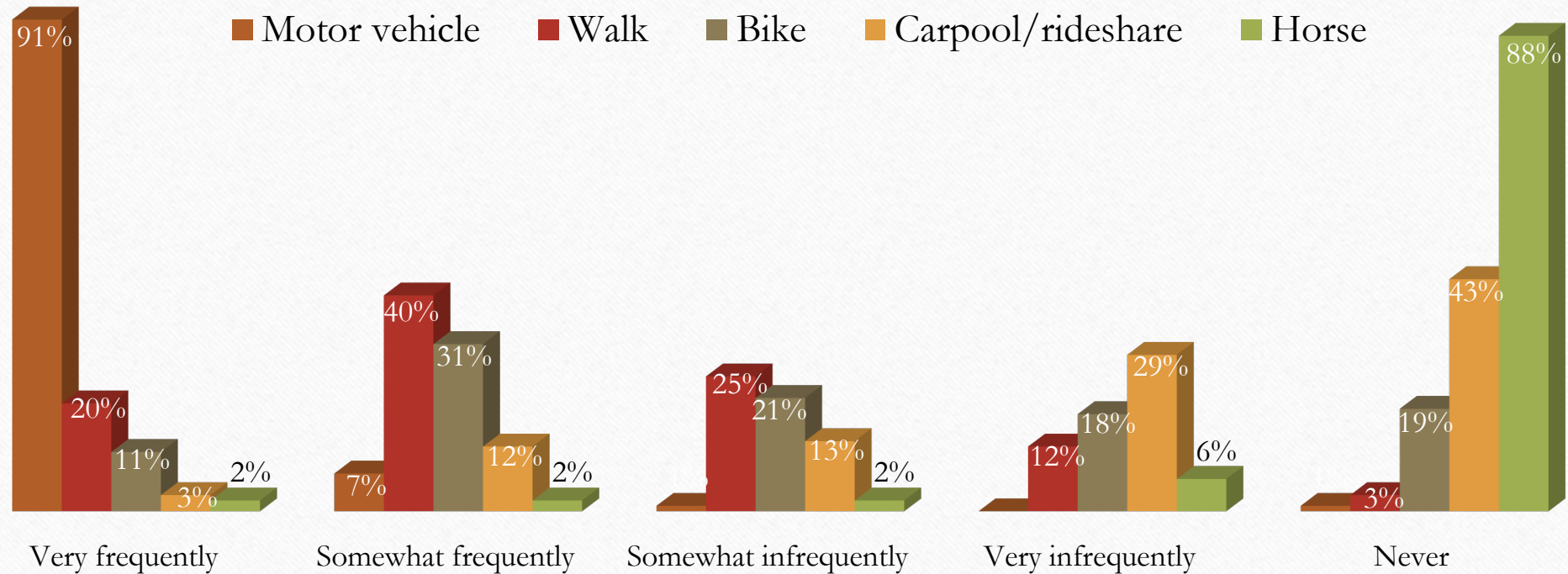
If offered, would you use a regional bus system with service to neighboring northern Colorado communities?



■ Very likely ■ Somewhat likely
■ Not likely ■ Would not use

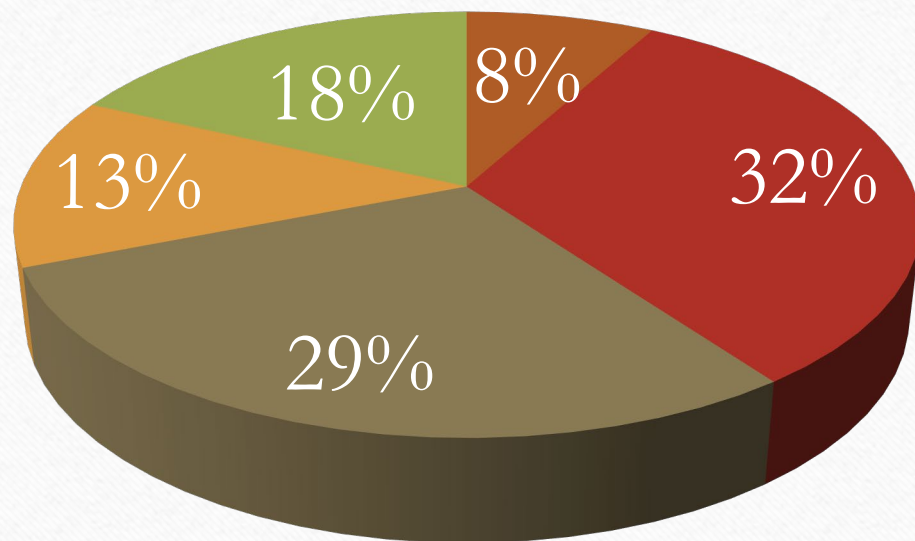
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

How likely are you to use the following methods of transportation each category?

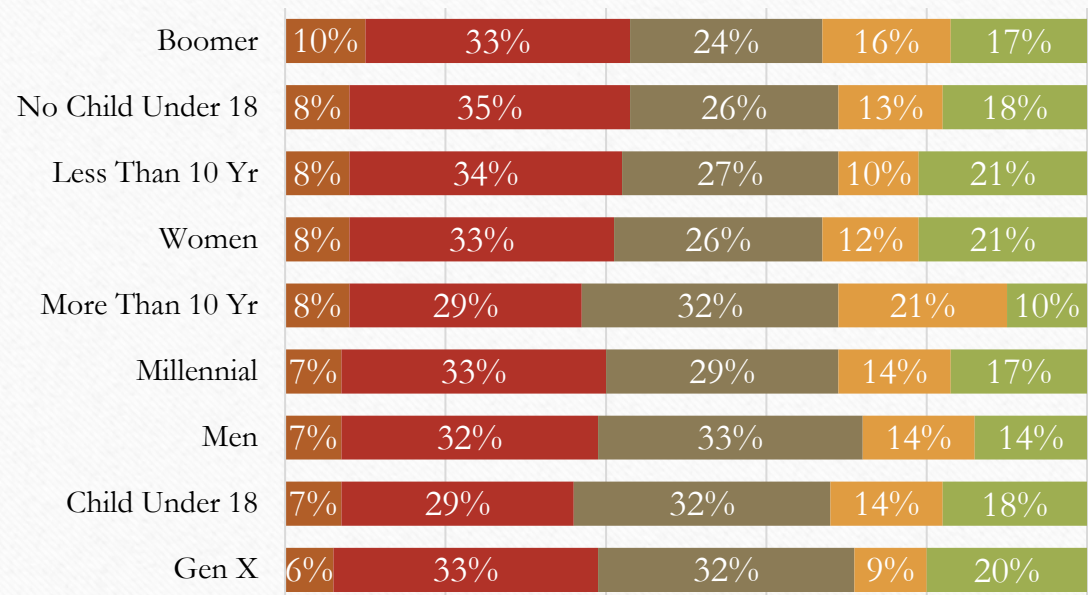


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Overall, how would you rank the quality of customer service provided by the Town of Wellington?



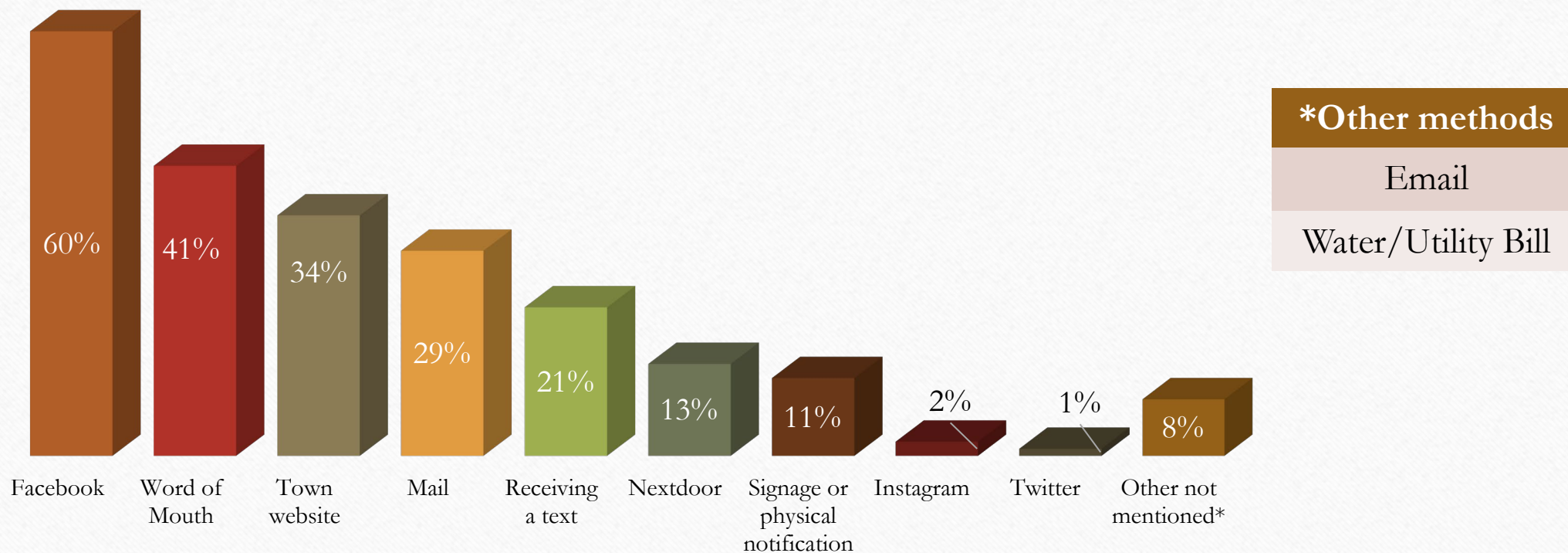
■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Don't know



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Don't know

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

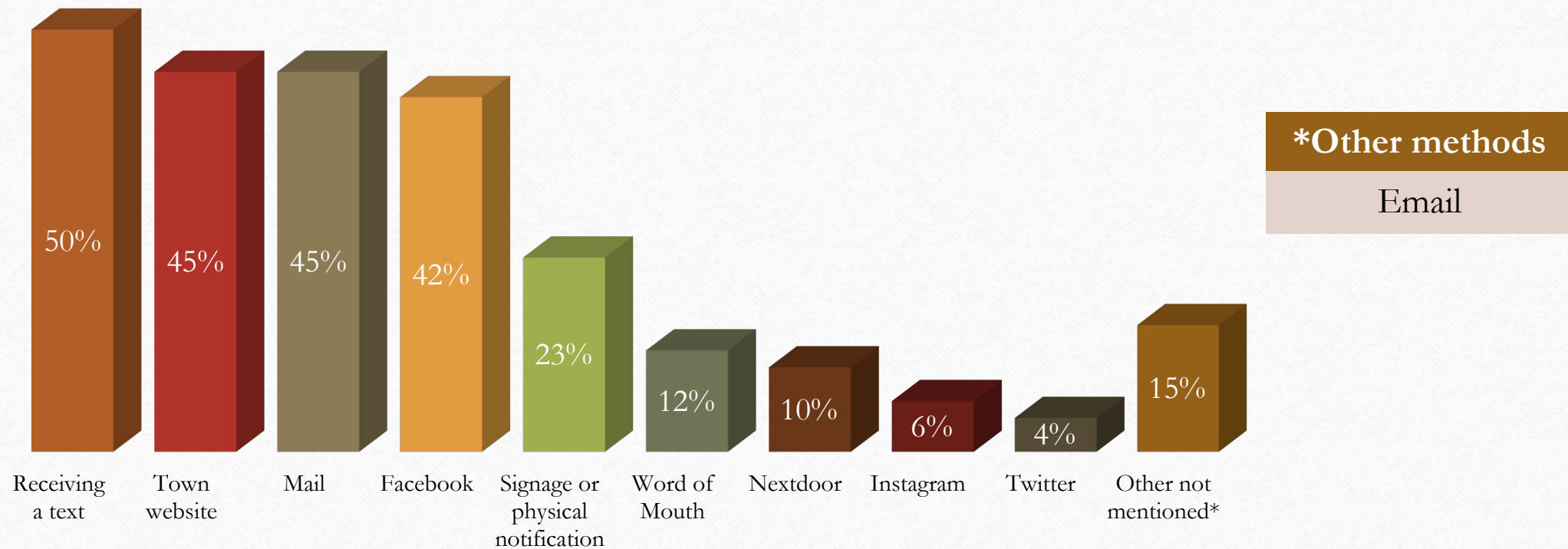
How are you currently receiving information about the Town of Wellington? Select all that apply.



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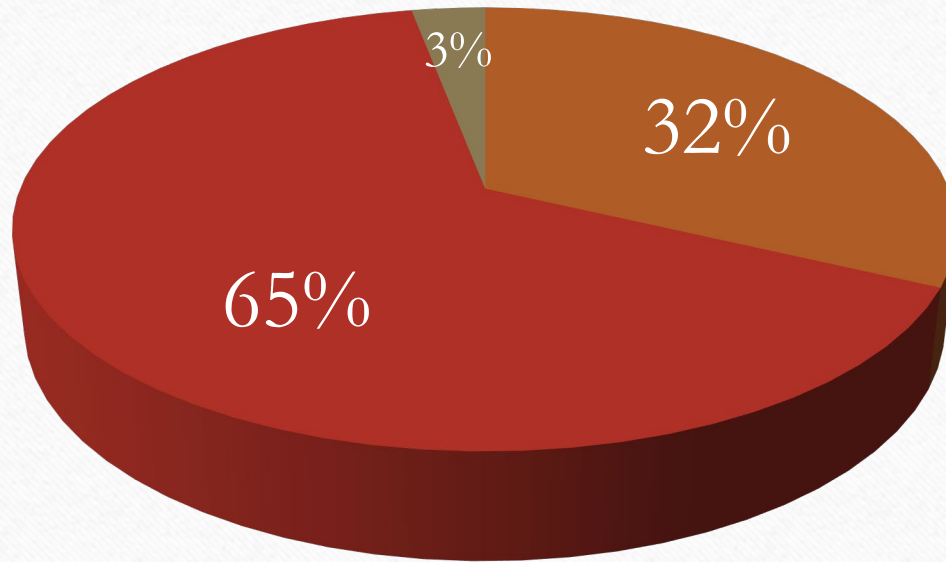


How would you like to receive information about the Town of Wellington? Select all that apply.



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Please rank your level of satisfaction with the taste and odor of your water.



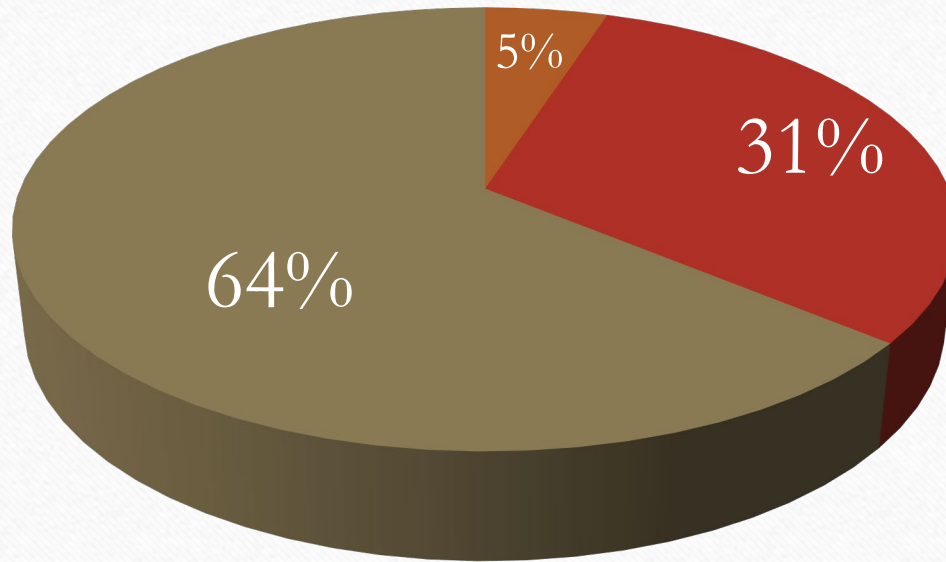
■ Satisfied ■ Unsatisfied ■ Unsure/Refuse

Very Satisfied	10%
Somewhat Satisfied	22%
Very Unsatisfied	38%
Somewhat Unsatisfied	27%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



How easy is it to obtain access to affordable childcare?



■ Easy ■ Difficult ■ Not applicable

Very easy	1%
Somewhat easy	4%
Very difficult	19%
Somewhat difficult	12%

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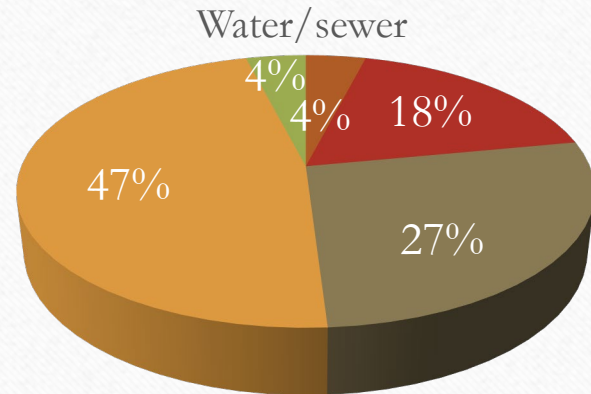




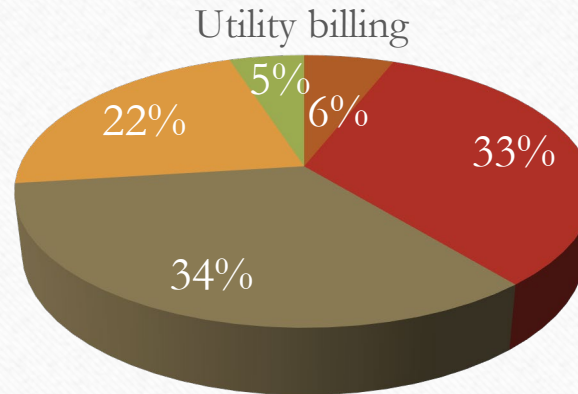
Town of Wellington

Ranking of Town Services

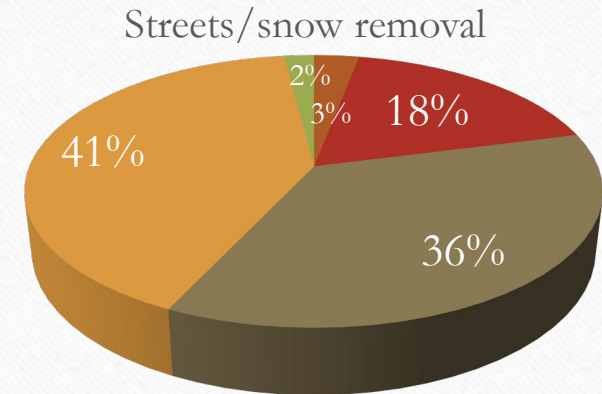
Please rank the following town services:



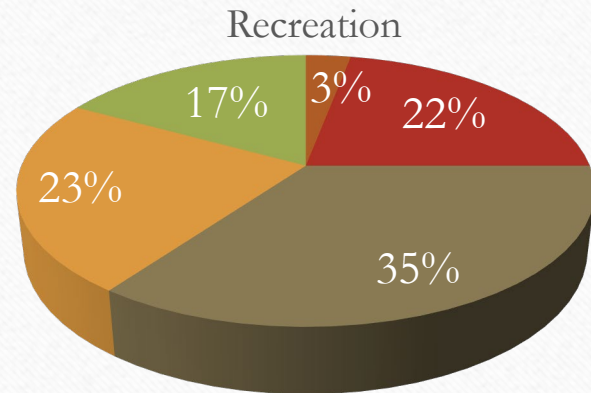
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



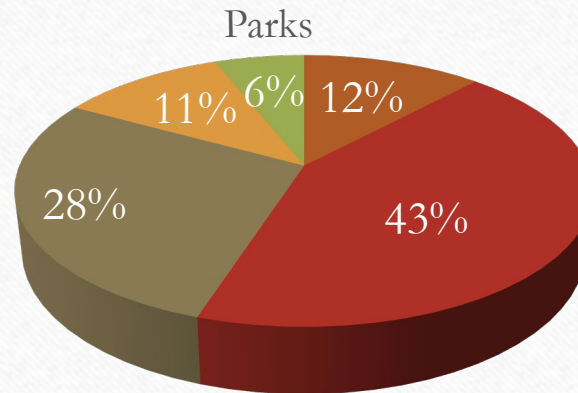
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



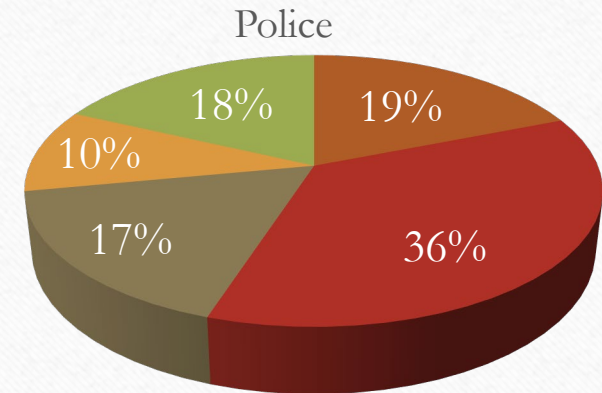
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

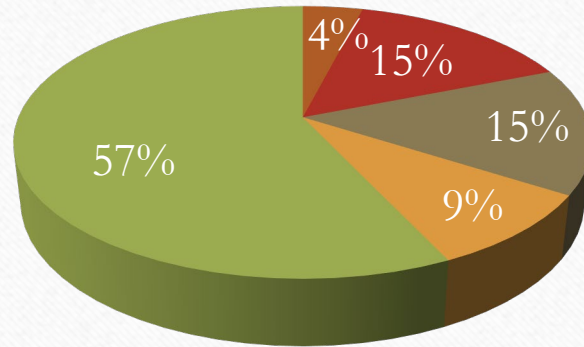


■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

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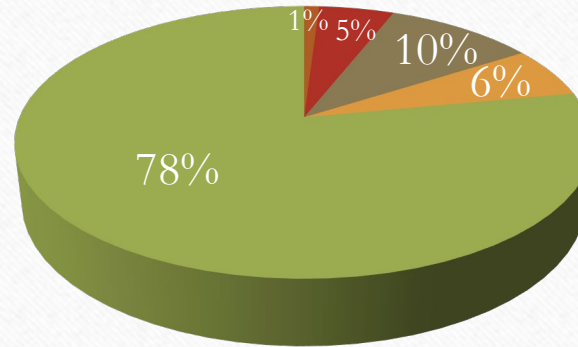
Please rank the following town services:

Building inspection



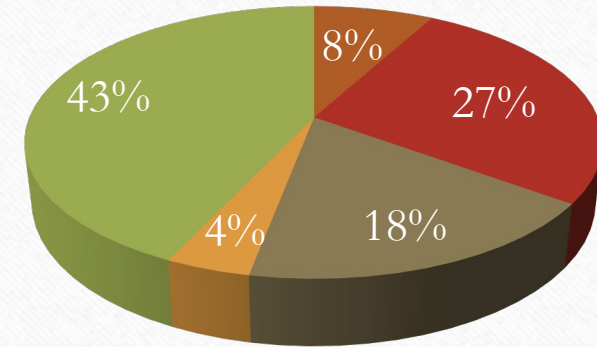
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Senior services



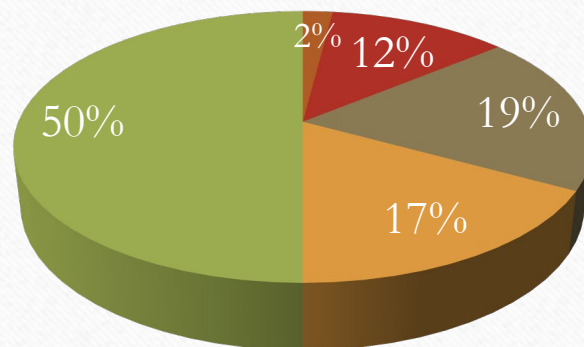
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Library



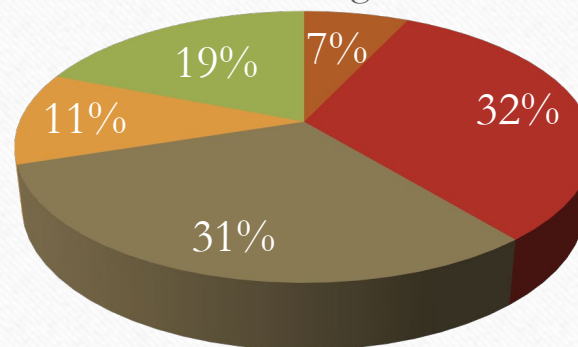
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Code enforcement



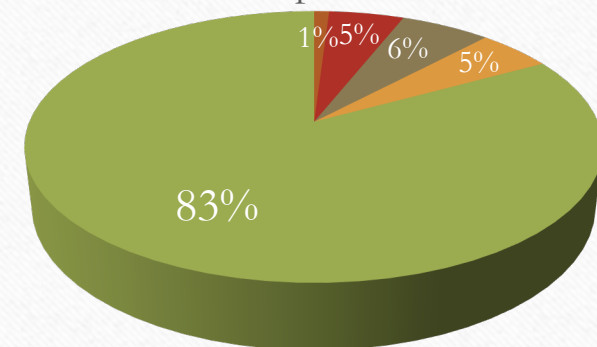
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Housing



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

Municipal court



■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

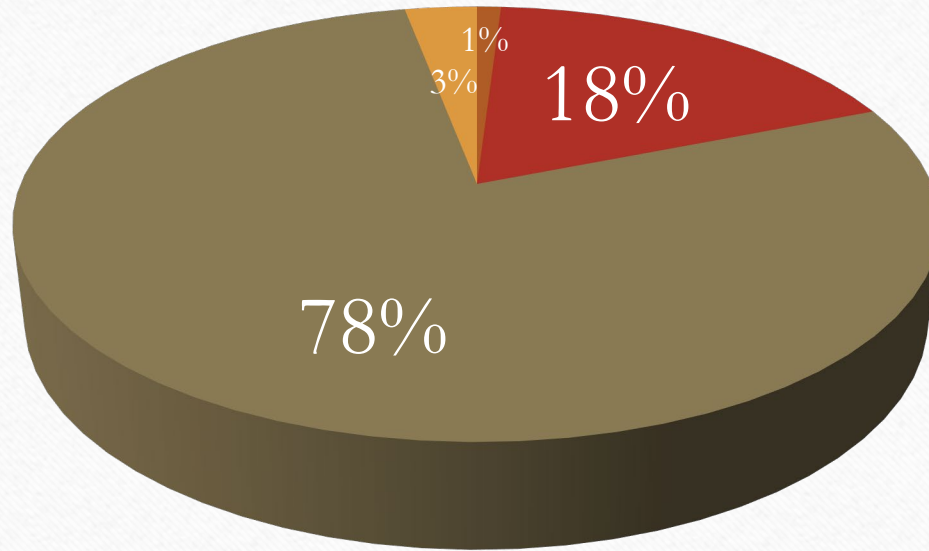
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Town of Wellington

Resident Opinion of Population Growth

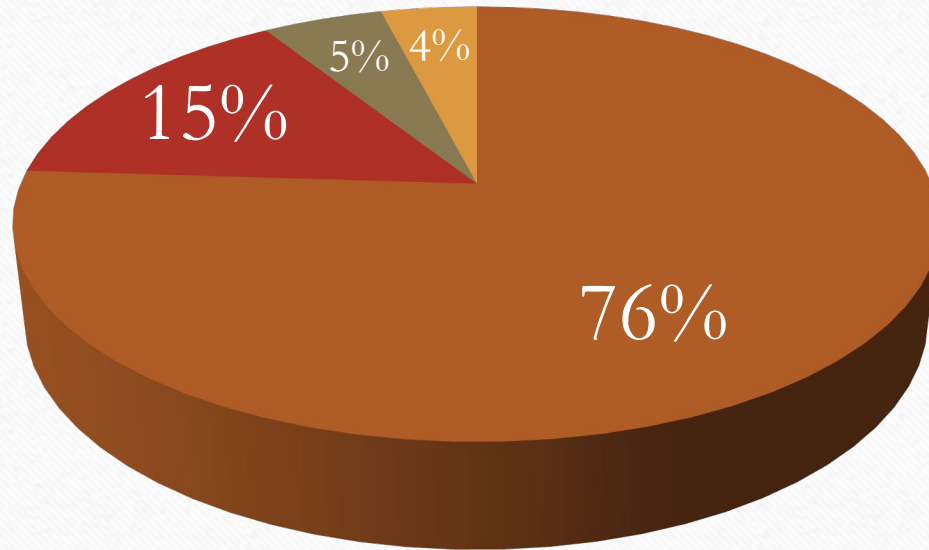
How would you rate the speed of population growth over the past two years in Wellington?



■ Too slow ■ Right amount ■ Too fast ■ Don't know

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

How would you rate the speed of retail growth over the past two years in Wellington?



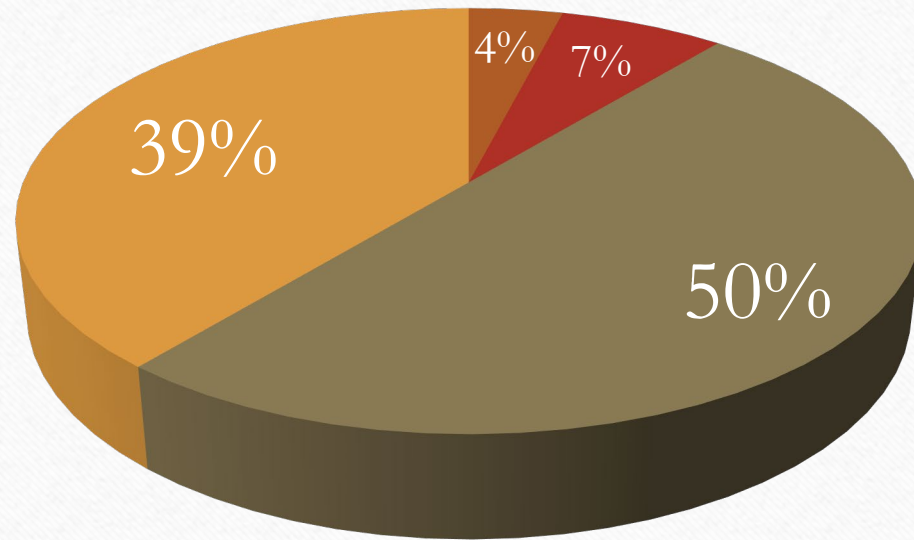
■ Too slow ■ Right amount ■ Too fast ■ Don't know

Much too slow	38%
Somewhat slow	38%
Right amount	15%
Much too fast	3%
Somewhat too fast	2%

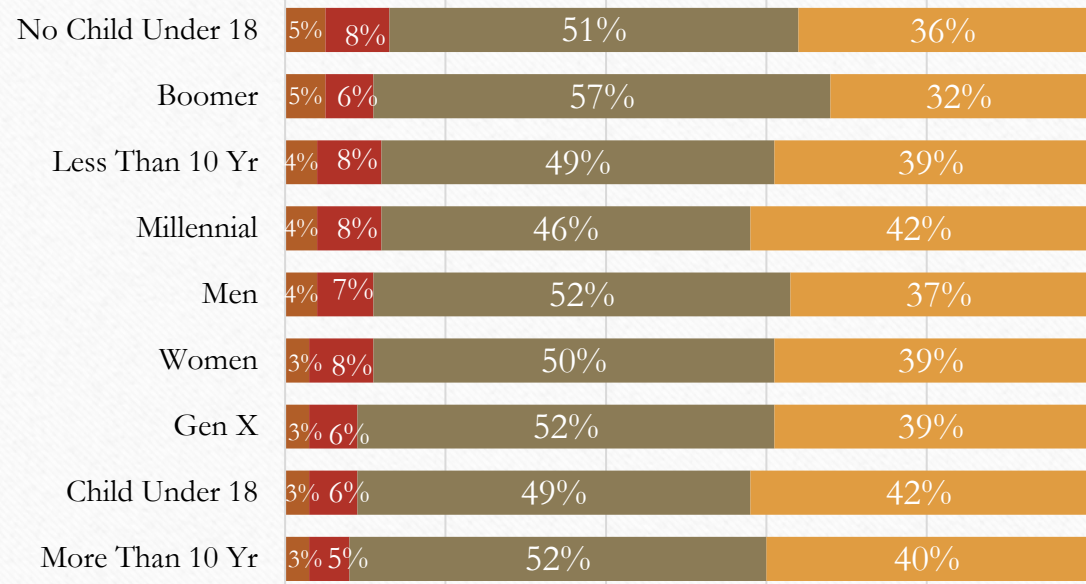
Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021



Do you feel you have an opportunity to be heard and have a say in what happens in the Town of Wellington?



Always Frequently Sometimes Never



Always Frequently Sometimes Never

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021

Final Thoughts and Observations

- A majority of residents rate Wellington as a good or excellent place to live (71%) and raise a family (69%). These are strong benchmarks as the Town moves forward.
- As with many communities along Colorado's Front Range, population growth is clearly a contentious issue in Wellington.



Final Thoughts and Observations

- Many of the current issues that residents mentioned can be explained by how they rate the speed of growth over the past two years in Wellington:
 - 78% of respondents said population growth has happened too fast (including 48% who said much too fast).
 - At the same time, 76% of respondents said retail growth has happened too slow (including 38% who said much too slow).



Final Thoughts and Observations

- The frustration with the speed of population growth is seen most clearly in the verbatim responses as residents were asked about their top issue facing the Town.
- A significant number of responses mentioned the increase in water rates, which they directly attributed to population growth. In addition to water rates, the taste and odor of water is a concern for residents.



Final Thoughts and Observations

- There is also clearly a desire for the Town to “catch up” to the population growth by attracting more businesses and restaurants.
- Balancing these competing concerns will be the challenge for the Town moving forward.





David Flaherty | Courtney Sievers | Ryan Winger

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