Town of Wellington Community Survey

June 15th to 30th, 2021
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.
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 15\textsuperscript{th}-June 30\textsuperscript{th}, 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.
Survey Demographics

How long have you lived in Wellington?

- 2 years or less: 4%
- 3 to 5: 11%
- 6 to 10: 13%
- 11 to 20: 22%
- More than 20 years: 23%

Gender Distribution:

- Male: 29%
- Female: 22%
- Self-Identify/Refuse: 9%

Children in Household Distribution:

- Yes: 52%
- No: 47%

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

- Buffalo Creek: 13%
- The Meadows: 13%
- Old Town Pointe: 12%
- Sage Meadows: 8%
- The Knolls: 7%
- Park Meadows: 6%
- Viewpointe: 6%
- Harvest Village: 5%
- Mountain View Ranch: 5%
- Wellington West: 4%
- Cottonwood Park: 3%
- Wellington Downs: 3%
- Other: 12%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Please rank Wellington as a place to live:

- Excellent: 56%
- Good: 26%
- Fair: 15%
- Poor: 3%

By Age Group:
- Less Than 10 Yr: 16% Excellent, 57% Good, 24% Fair, 3% Poor
- Millennial: 16% Excellent, 57% Good, 23% Fair, 4% Poor
- No Child Under 18: 16% Excellent, 55% Good, 26% Fair, 3% Poor
- Men: 16% Excellent, 55% Good, 26% Fair, 3% Poor
- Boomer: 15% Excellent, 55% Good, 28% Fair, 2% Poor
- Women: 13% Excellent, 58% Good, 26% Fair, 3% Poor
- Child Under 18: 13% Excellent, 57% Good, 26% Fair, 4% Poor
- Gen X: 11% Excellent, 58% Good, 30% Fair, 1% Poor
- More Than 10 Yr: 10% Excellent, 55% Good, 31% Fair, 4% 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**: 48%
- **Good**: 22%
- **Fair**: 3%
- **Poor**: 6%
- **Don't know**: 11%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Please rank Wellington as a place to retire:

- **Excellent**: 15% (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?

**Major Themes**

<table>
<thead>
<tr>
<th>Water Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage Growth &amp; Infrastructure</td>
</tr>
<tr>
<td>Restaurants, Shops, Amenities</td>
</tr>
</tbody>
</table>

“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

“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.

- Sit Down Restaurants
- Entertainment and Leisure
- Grocery Store

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.

<table>
<thead>
<tr>
<th>Common Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pool / Rec Center</td>
</tr>
<tr>
<td>Big Box Stores / Grocery Store</td>
</tr>
<tr>
<td>Restaurants and Other Services</td>
</tr>
</tbody>
</table>
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.

**Farmer's Market**
- 47%

**Festivals**
- 32%

**Live Concerts**
- 25%

**Parades**
- 28%

**Movies in the Park**
- 43%

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Town of Wellington, Colorado 2021 Community Survey, 737 n, +/- 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**

<table>
<thead>
<tr>
<th>Festival / Live Music</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family-Friendly Events</td>
</tr>
<tr>
<td>Sporting Events / Tournaments</td>
</tr>
</tbody>
</table>

Town of Wellington, Colorado 2021 Community Survey, 737n, +/-.347% MoE, June 2021
Town of Wellington
Recreation Preferences

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Select the top three recreation activities that you would like to see offered by Town of Wellington. Please select all that apply

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Specific Activities</td>
<td>51%</td>
</tr>
<tr>
<td>Art classes</td>
<td>49%</td>
</tr>
<tr>
<td>Cooking classes</td>
<td>45%</td>
</tr>
<tr>
<td>STEM classes</td>
<td>41%</td>
</tr>
<tr>
<td>Other educational activities</td>
<td>30%</td>
</tr>
<tr>
<td>Board games &amp; cards</td>
<td>19%</td>
</tr>
<tr>
<td>Crochet/ Knitting</td>
<td>9%</td>
</tr>
<tr>
<td>Esports</td>
<td>8%</td>
</tr>
<tr>
<td>Other not mentioned*</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Other activities
- Pool
- Specific Classes
- Leagues / Team Sports

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

Town of Wellington, Colorado 2021 Community Survey, 757n, +/- 3.47% MoE, June 2021
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.

- Gardening/Horticulture: 47%
- Health and Wellness: 41%
- Creative/Artistic: 39%
- STEM programs: 34%
- World culture: 34%
- Storytime/Book Clubs: 33%
- Technology specific: 27%
- Game groups: 23%
- Other/Suggestion*: 8%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Town of Wellington
Resident Water Use
Are you currently doing anything to limit your indoor and outdoor water use?

- **Yes**: 87%
- **No**: 13%

**Breakdown by Demographics**

- **Gen X**
  - Yes: 92%
  - No: 8%
- **More Than 10 Yr**
  - Yes: 91%
  - No: 9%
- **Boomer**
  - Yes: 88%
  - No: 12%
- **Women**
  - Yes: 88%
  - No: 12%
- **No Child Under 18**
  - Yes: 87%
  - No: 13%
- **Child Under 18**
  - Yes: 86%
  - No: 14%
- **Men**
  - Yes: 85%
  - No: 15%
- **Less Than 10 Yr**
  - Yes: 84%
  - No: 16%
- **Millennial**
  - Yes: 83%
  - No: 17%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Town of Wellington
Sense of Public Safety
How safe do you feel in Wellington during the day?

- Safe: 99%
- Unsafe: 1%

How safe do you feel in Wellington during the night?

- Safe: 89%
- Unsafe: 11%

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

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

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Among the following options, which ones do you want to be informed about? Please select all that apply.

- Recreation activities and opportunities: 76%
- Public safety information: 73%
- Notifications/updates of town board meetings: 60%
- Town activity/program not mentioned*: 8%

*Other activities
- Town Events
- News About Issues

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Do you have access to quality high-speed internet in your home?

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: 23%
- Somewhat likely: 17%
- Not likely: 32%
- Would not use: 28%

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?

- Very frequently
- Somewhat frequently
- Somewhat infrequently
- Very infrequently
- Never

Motor vehicle
Walk
Bike
Carpool/rideshare
Horse

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Overall, how would you rank the quality of customer service provided by the Town of Wellington?

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.

- Facebook: 60%
- Word of Mouth: 41%
- Town website: 34%
- Mail: 29%
- Receiving a text: 21%
- Nextdoor: 13%
- Signage or physical notification: 11%
- Instagram: 2%
- Twitter: 1%
- Other not mentioned*: 8%

*Other methods: Email, Water/Utility Bill

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
How would you like to receive information about the Town of Wellington? Select all that apply.

![Bar chart showing preferences for information receipt]

- Receiving a text: 50%
- Town website: 45%
- Mail: 45%
- Facebook: 42%
- Signage or physical notification: 23%
- Word of Mouth: 12%
- Nextdoor: 10%
- Instagram: 6%
- Twitter: 4%
- Other not mentioned*: 15%
- Email: 15%

*Other methods

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Please rank your level of satisfaction with the taste and odor of your water.

- Satisfied: 65%
- Unsatisfied: 32%
- Unsure/Refuse: 3%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
How easy is it to obtain access to affordable childcare?

- Very easy: 1%
- Somewhat easy: 4%
- Very difficult: 19%
- Somewhat difficult: 12%
- Easy: 64%
- Difficult: 31%
- Not applicable: 5%
Town of Wellington
Ranking of Town Services

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Please rank the following town services:

Water/sewer:
- Excellent: 4%
- Good: 4%
- Fair: 18%
- Poor: 27%
- Don't know: 47%

Utility billing:
- Excellent: 22%
- Good: 5%
- Fair: 6%
- Poor: 33%
- Don't know: 34%

Streets/snow removal:
- Excellent: 3%
- Good: 18%
- Fair: 41%
- Poor: 36%
- Don't know: 2%

Recreation:
- Excellent: 3%
- Good: 22%
- Fair: 23%
- Poor: 17%
- Don't know: 35%

Parks:
- Excellent: 6%
- Good: 12%
- Fair: 28%
- Poor: 43%
- Don't know: 11%

Police:
- Excellent: 18%
- Good: 19%
- Fair: 10%
- Poor: 36%
- Don't know: 17%

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
Please rank the following town services:

- **Building inspection**
  - Excellent: 57%
  - Good: 2%
  - Fair: 12%
  - Poor: 19%
  - Don't know: 15%

- **Senior services**
  - Excellent: 78%
  - Good: 19%
  - Fair: 5%
  - Poor: 7%
  - Don't know: 1%

- **Library**
  - Excellent: 43%
  - Good: 31%
  - Fair: 8%
  - Poor: 4%
  - Don't know: 18%

- **Code enforcement**
  - Excellent: 50%
  - Good: 17%
  - Fair: 19%
  - Poor: 2%
  - Don't know: 12%

- **Housing**
  - Excellent: 31%
  - Good: 19%
  - Fair: 7%
  - Poor: 32%
  - Don't know: 1%

- **Municipal court**
  - Excellent: 83%
  - Good: 1%
  - Fair: 5%
  - Poor: 1%
  - Don't know: 6%
Town of Wellington
Resident Opinion of Population Growth

Town of Wellington, Colorado 2021 Community Survey, 737n, +/- 3.47% MoE, June 2021
How would you rate the speed of population growth over the past two years in Wellington?

- Too slow: 0%
- Somewhat slow: 1%
- Right amount: 18%
- Much too fast: 48%
- Somewhat too fast: 30%
- Don't know: 3%
How would you rate the speed of retail growth over the past two years in Wellington?

- Too slow: 15%
- Right amount: 76%
- Too fast: 4%
- Don't know: 5%

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?

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).
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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