



**Results for
Highlands Ranch Metro
District
Citizen Survey
June 21, 2023**





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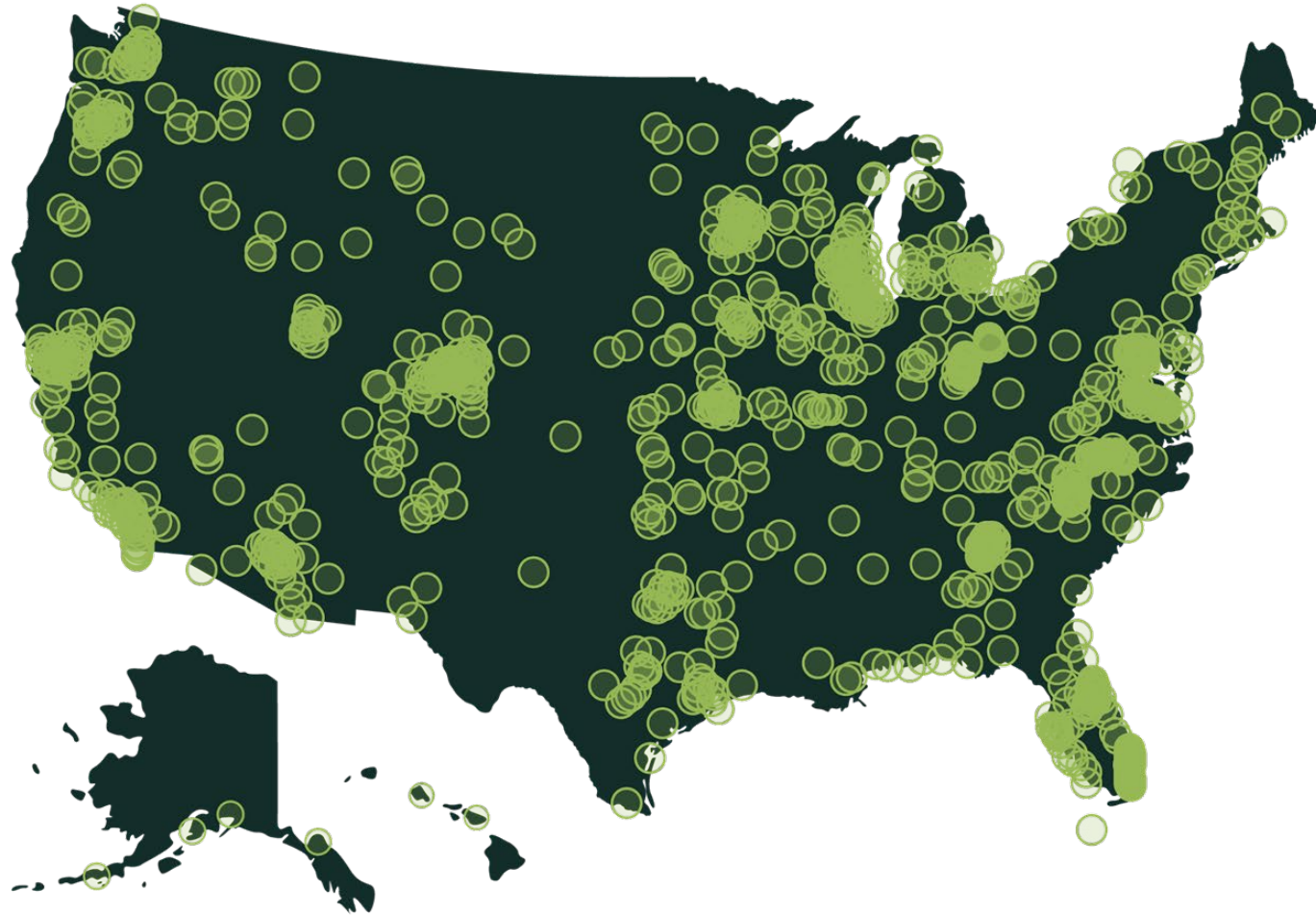
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Polco's Benchmarking Database



More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.



Survey Methodology

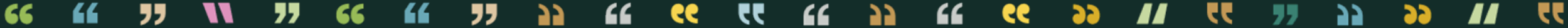
- 5th time conducting the Highlands Ranch Metro District Citizen Survey
 - Previous iterations in 2005, 2009, 2014, and 2019.
- Survey conducted from March 23rd to May 4th
- Sampling approached employed:
 - Probability-based sample of 3,600 households
 - 610 total responses received
 - 17% overall response rate
 - Non-probability, open-participation sample: 361 responses
- Results statistically weighted to reflect Highlands Ranch
- 95% confidence interval with a +/- 4% margin of error



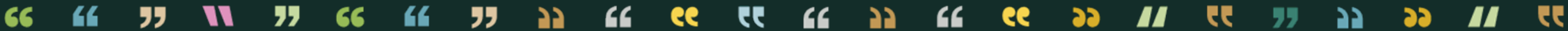
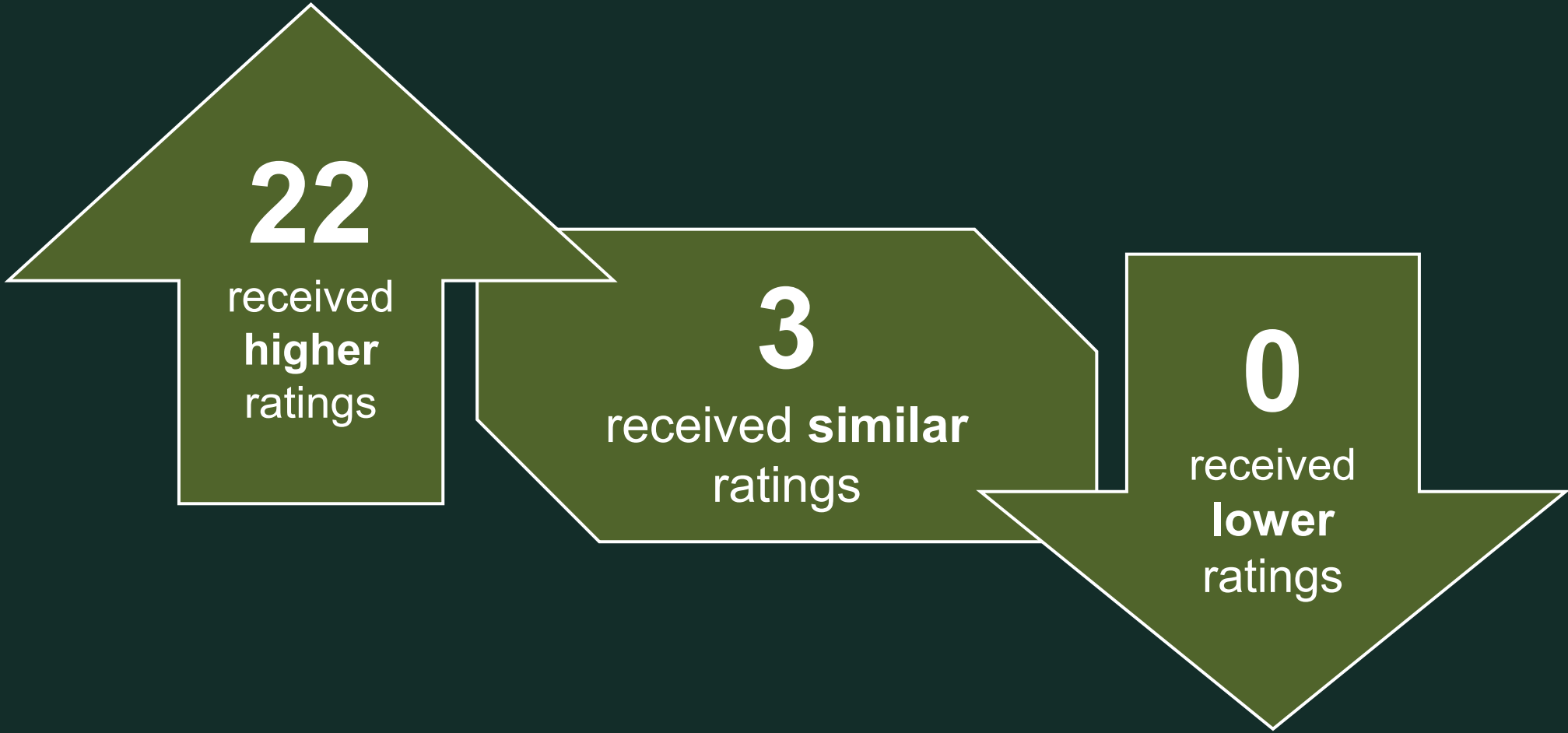
Overview of Survey Results



Comparisons to National Benchmarks

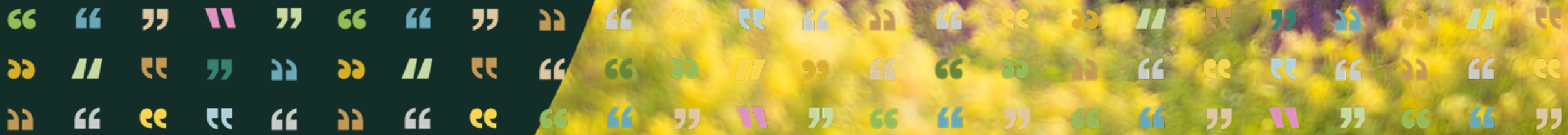


Comparisons to Front Range Benchmarks





Key Findings





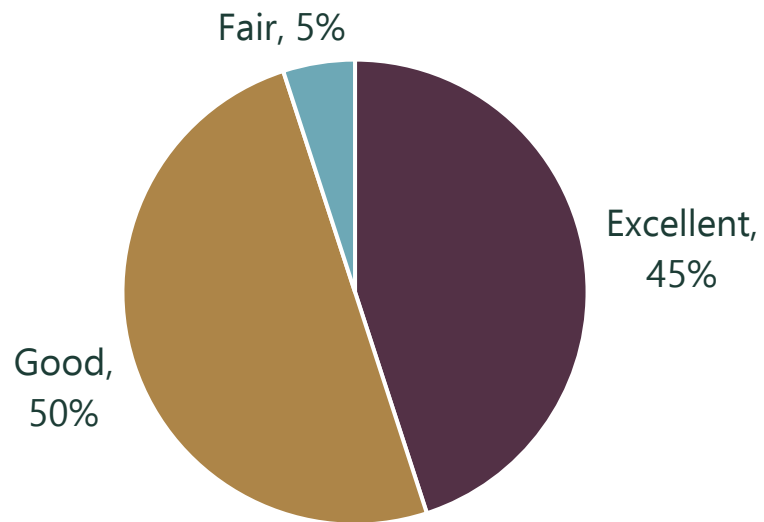
Highlands Ranch is a highly desirable and safe place to live.



Quality of Life in Highlands Ranch



Overall Quality of Life



Quality of Life Measures

Highlands Ranch as a place to live

98%



Highlands Ranch as a place to raise children

94%



Your neighborhood as a place to live

94%



Highlands Ranch as a place to retire

73%



Highlands Ranch as a place to work

72%



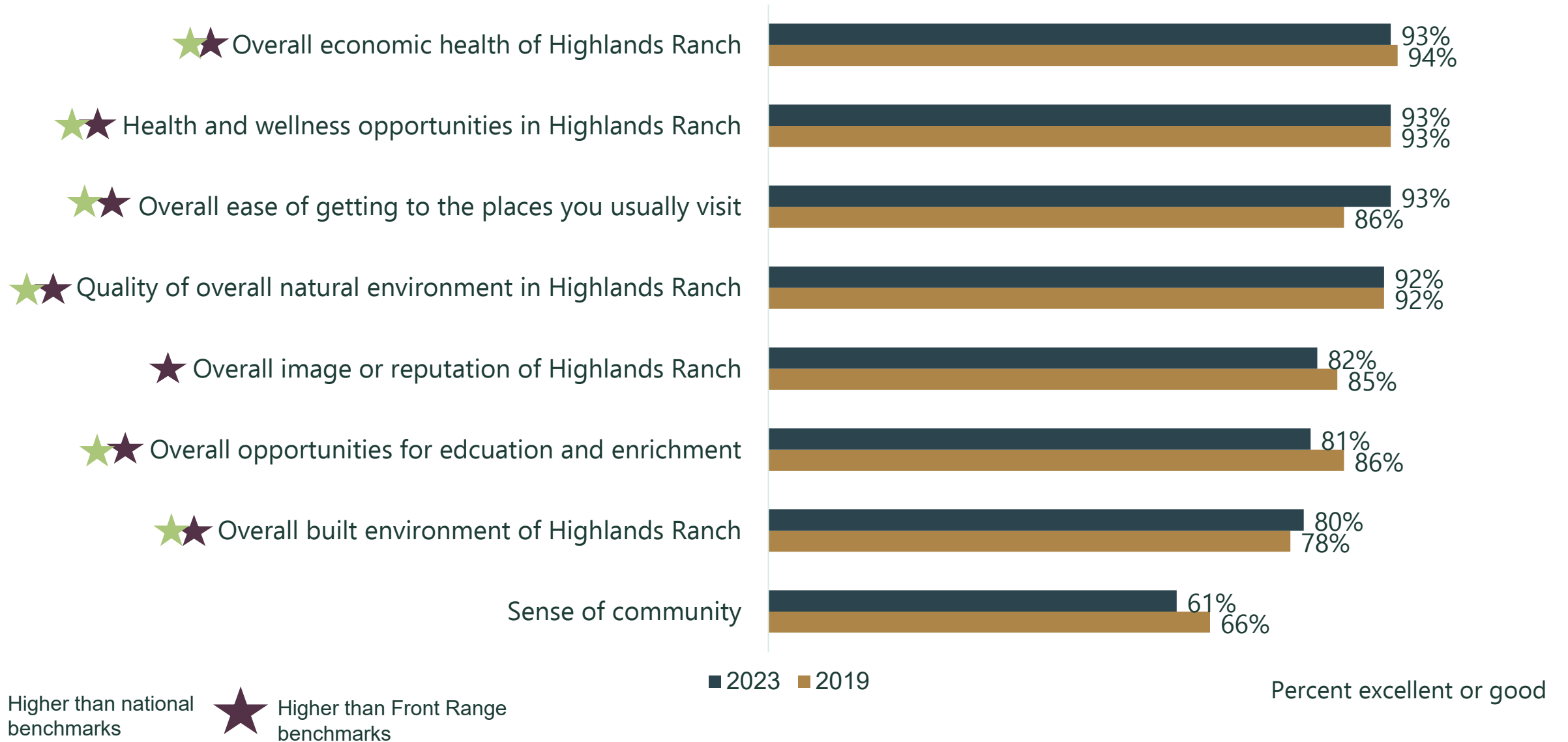
Highlands Ranch as a place to visit

66%

Percent excellent or good

 Higher than national benchmarks  Higher than Front Range benchmarks

Quality of Life in Highlands Ranch





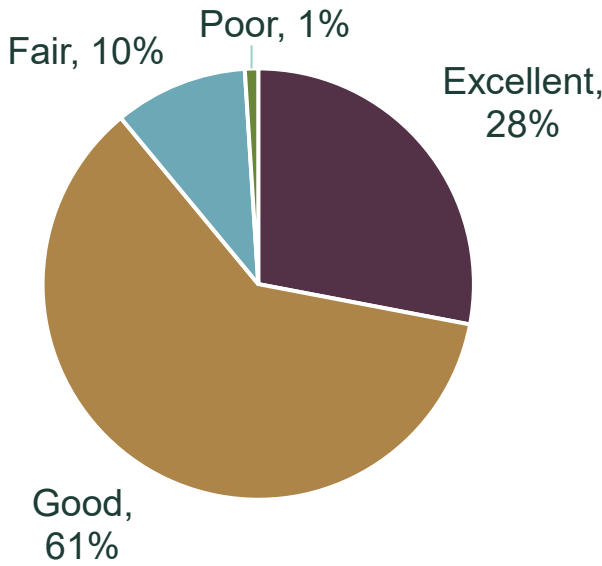
While Metro District services are generally highly rated, some services have declined in quality



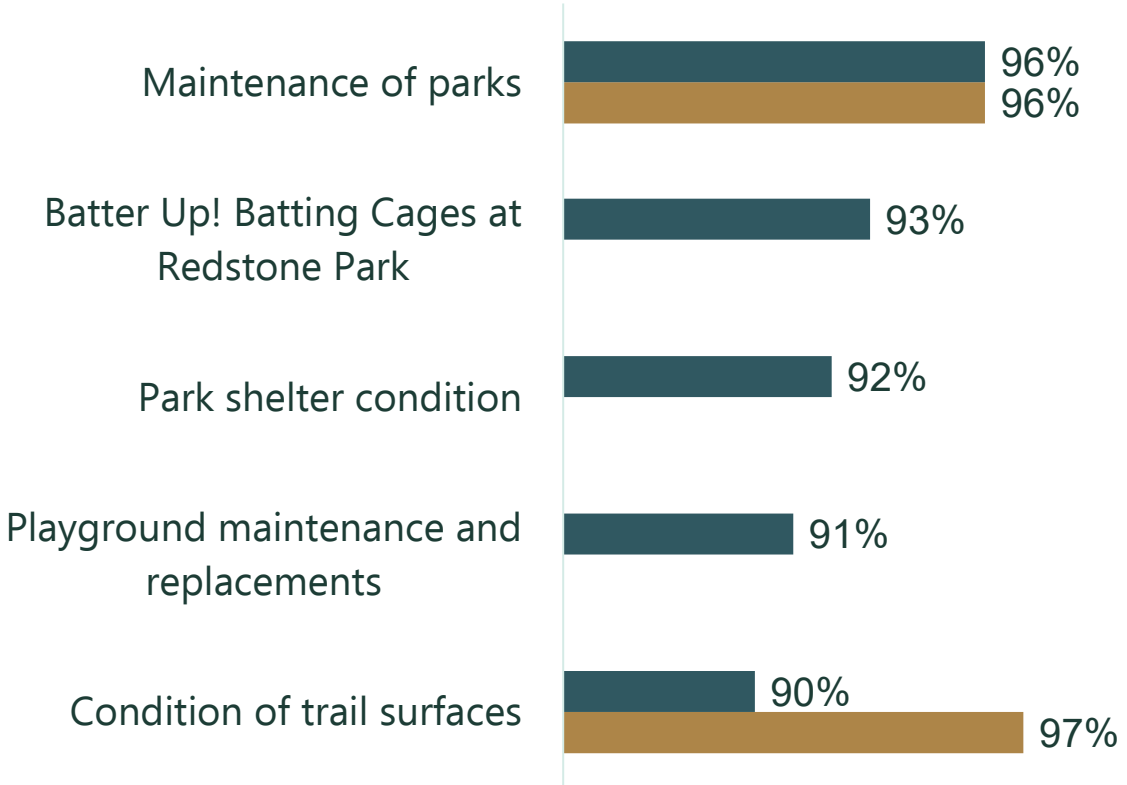
Metro District Services



Overall Quality of Metro District Services



Highest Rated Metro District Services



■ 2023 ■ 2019

Percent excellent or good

★ Higher than national benchmarks ★ Higher than Front Range benchmarks



Residents appreciate many aspects of the Metro District's leadership and governance.





Aspects of Metro District Performance by Year

About
9 in 10
 positively rated the
 overall performance of
 the Highlands Ranch
 Metro District

Please rate the following statements by selecting the number that best represents your opinion. (Percent strongly agree or somewhat agree)	2005	2009	2014	2019	2023
Highlands Ranch Metro District employees perform quality work	92%	93%	94%	94%	96%
I am pleased with the overall direction the Metro District is taking	84%	87%	91%	89%	88%
I receive good value for the taxes I pay to the Metro District	83%	83%	88%	88%	86%
Metro District elected officials generally act in the best interest of taxpayers	85%	83%	88%	85%	84%
The Metro District welcomes citizen involvement	76%	87%	85%	80%	83%
The Metro District Board of Directors implements policies that reflect my values	77%
I am well informed on major issues within Highlands Ranch	62%	69%	68%	64%	64%

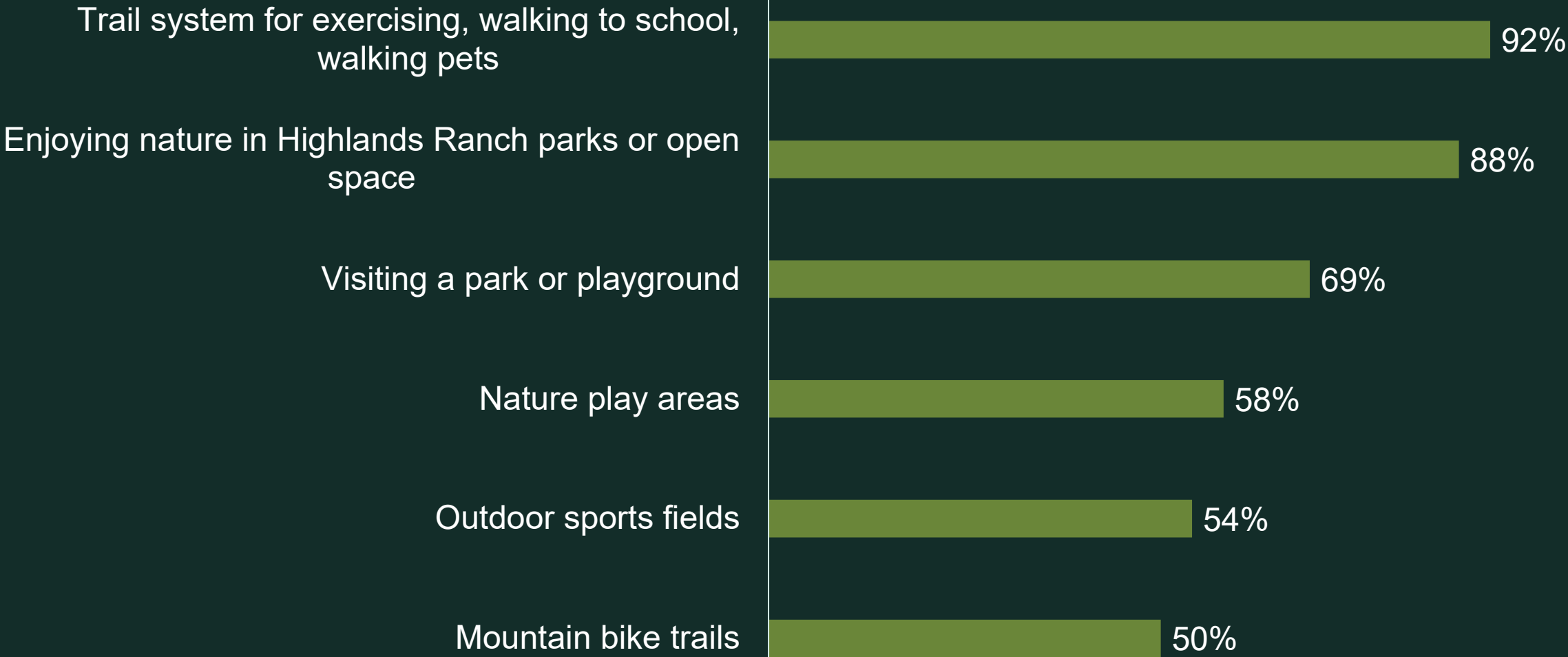




Parks and recreation facilities and programs are highly valued by residents.

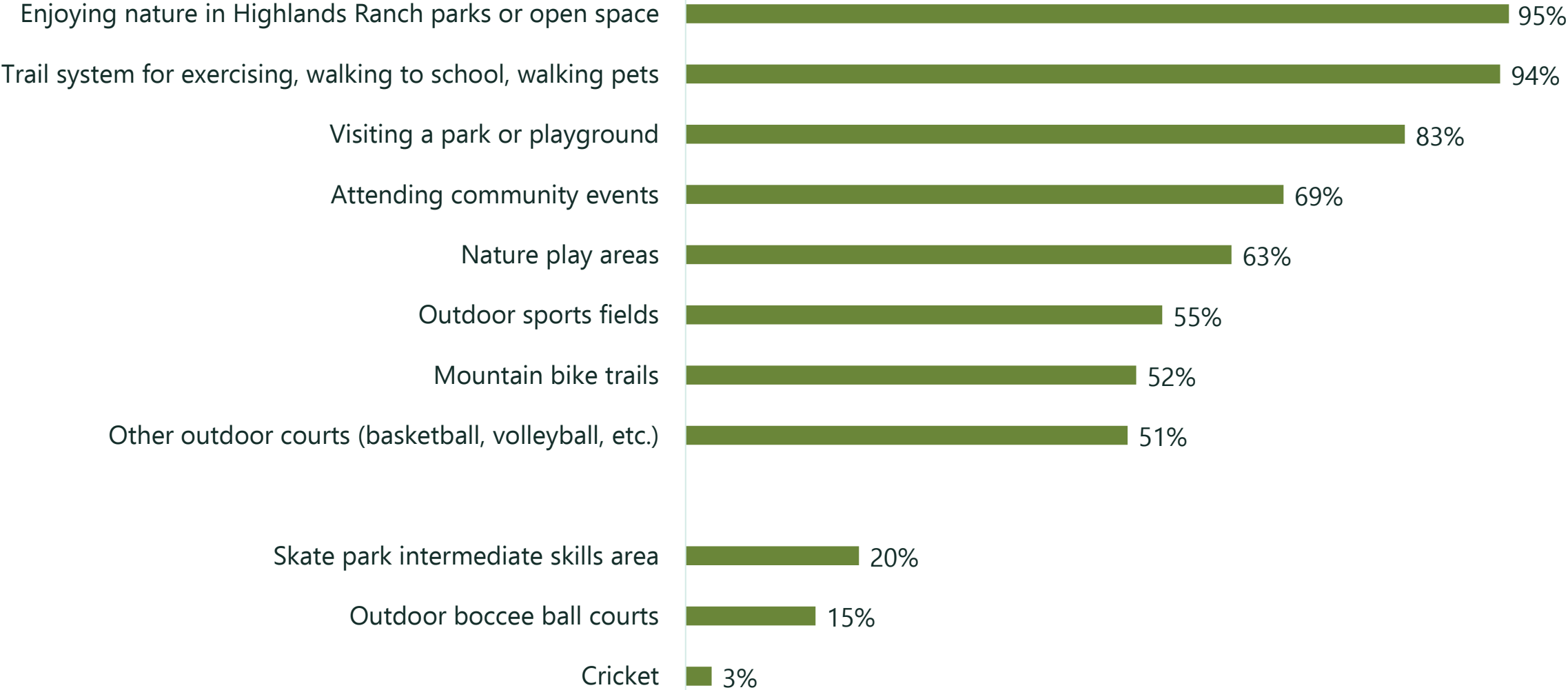


Importance of Parks and Recreation Opportunities



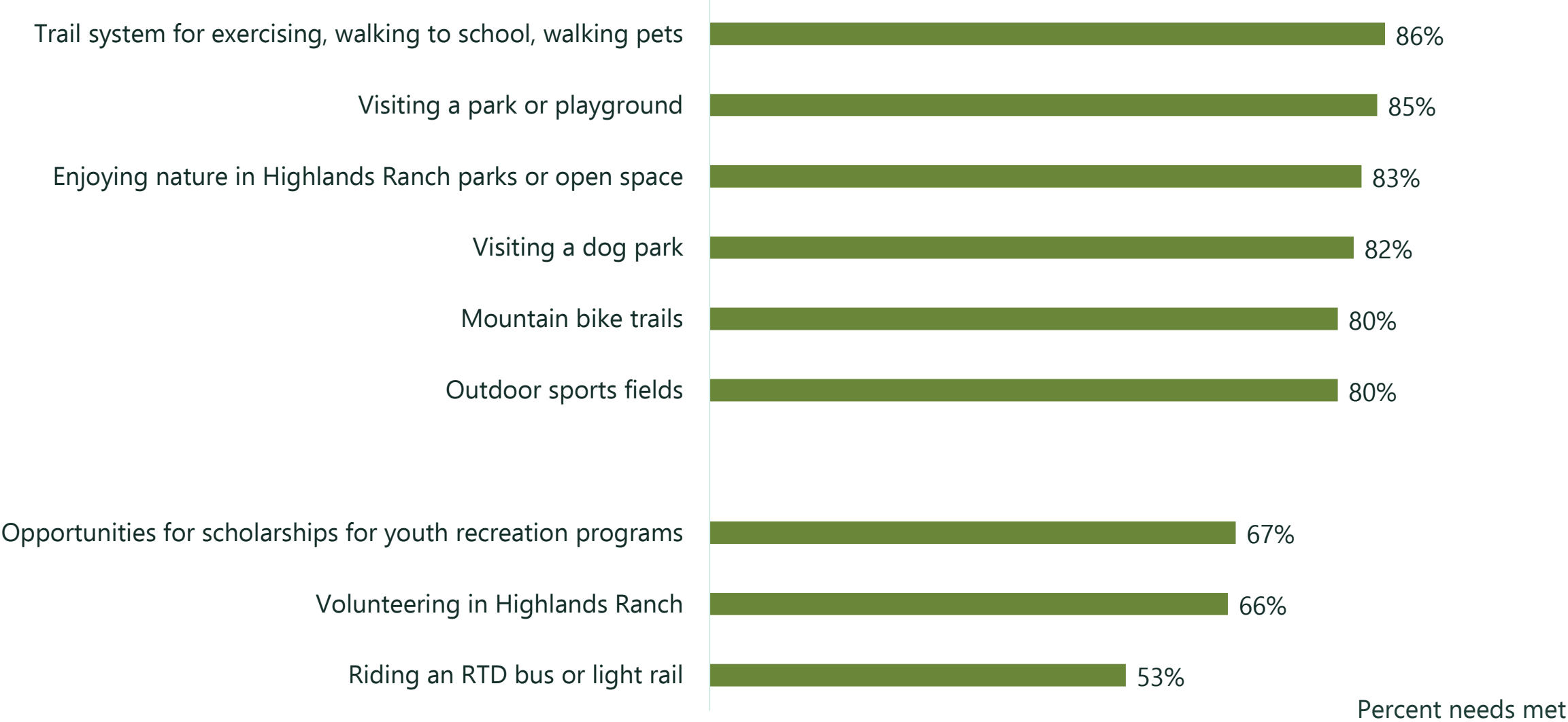
Percent essential or very important

Facility and Program Households Needs



Percent need

Facility and Program Households Needs Met



Household Needs vs. Needs Met



	Lower Household Need	Higher Household Need
Higher in Household Needs Met	<ul style="list-style-type: none"> Outdoor tennis courts Participating in youth recreation or sports programs Visiting the Highlands Ranch Mansion Skate park beginner area Skate park intermediate area Outdoor bocce ball courts Cricket 	<ul style="list-style-type: none"> Enjoying nature in Highlands Ranch parks or open space Trail system for exercising, walking to school, walking pets Visiting a park or playgroup Attending community events Outdoor sports fields Mountain bike trails Other outdoor courts Mountain biking on trails Visiting a dog park
Lower in Household Needs Met	<ul style="list-style-type: none"> Mountain bike skills area Agricultural education and programs Indoor meeting space for groups 25-50 Participating in or attending an Active Adult program Opportunities for scholarships for youth recreation programs Volunteering in Highlands Ranch 	<ul style="list-style-type: none"> Nature play areas Participating in adult recreation or sports programs Interpretive nature & historical education Community gardens Living history facilities & programs Riding an RTD bus or light rail

Satisfaction with Programs and Facilities





Summary of Key Findings

1. Highlands Ranch is a highly desirable place to live.
2. While Metro District services are generally highly rated, some services have declined in quality.
3. Residents appreciate many aspects of the Metro District's leadership and governance.
4. Parks and recreation facilities and programs are highly valued by residents.



Thank you!

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NRC