



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





## Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



## Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

**Questions about our product?**

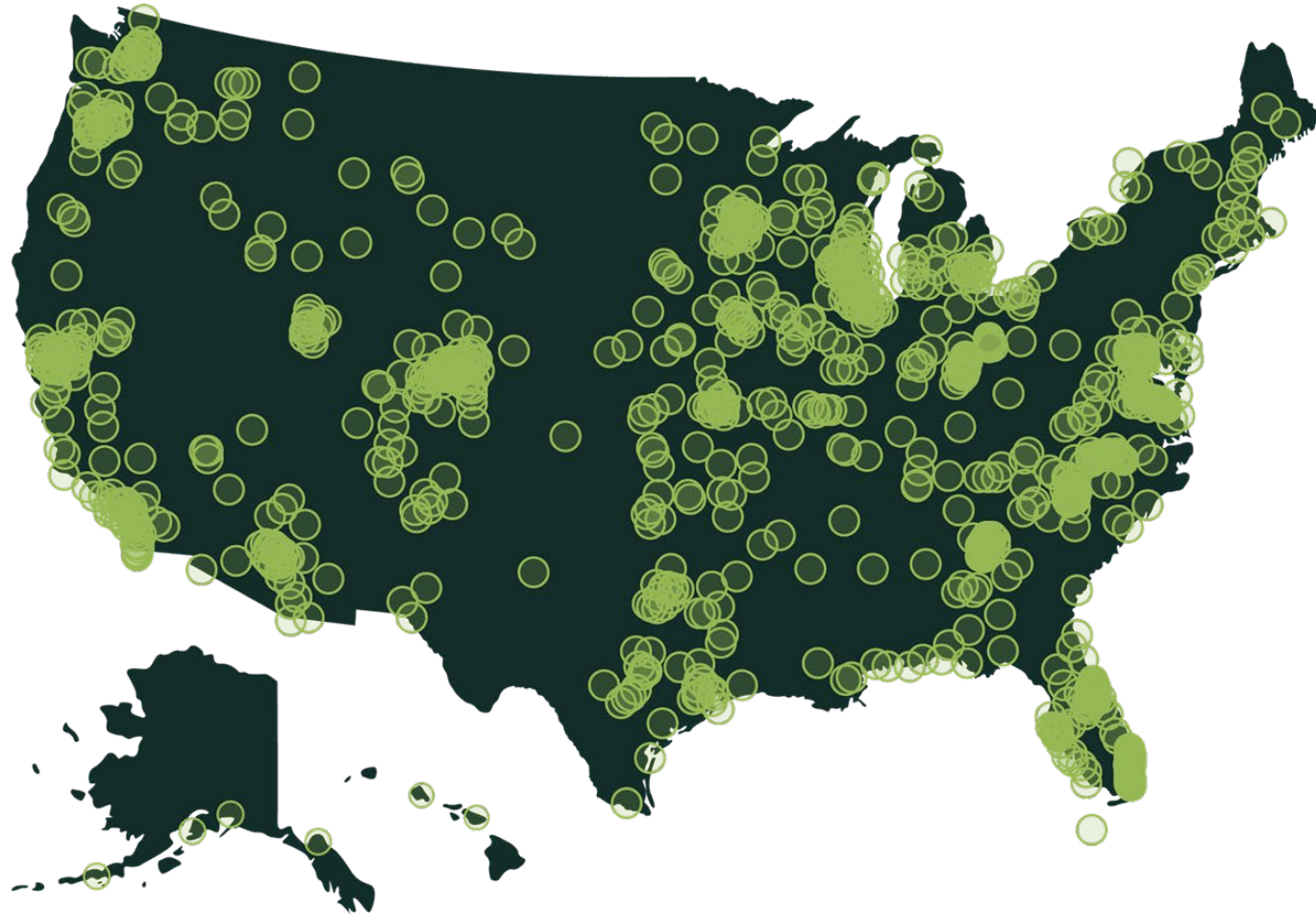
Visit [www.polco.us](http://www.polco.us) to learn more

**Exclusive partners of:**

**ICMA**

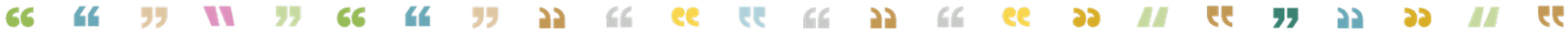
**NLC** NATIONAL  
LEAGUE  
OF CITIES

# Polco's Benchmarking Database



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

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



# Survey Methodology

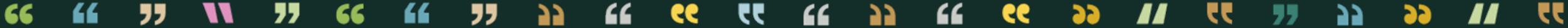
- 5th time conducting the Highlands Ranch Metro District Citizen Survey
  - Previous iterations in 2005, 2009, 2014, and 2019.
- Survey conducted from March 23<sup>rd</sup> to May 4<sup>th</sup>
- Sampling approached employed:
  - Probability-based sample of 3,600 households
  - 610 total responses received
  - 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



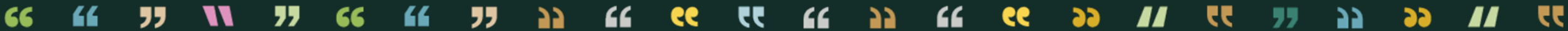
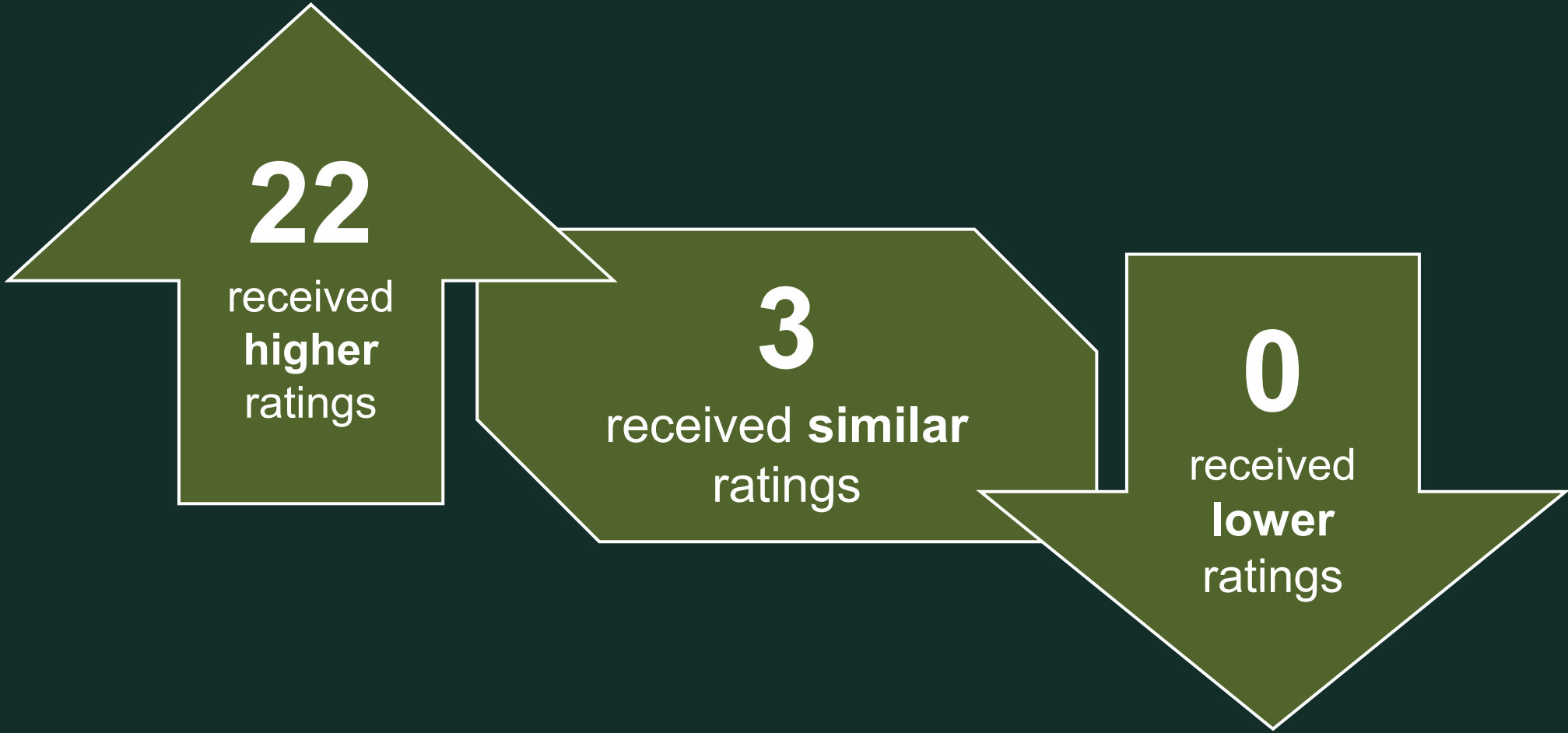
# Overview of Survey Results



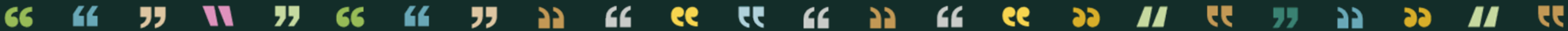
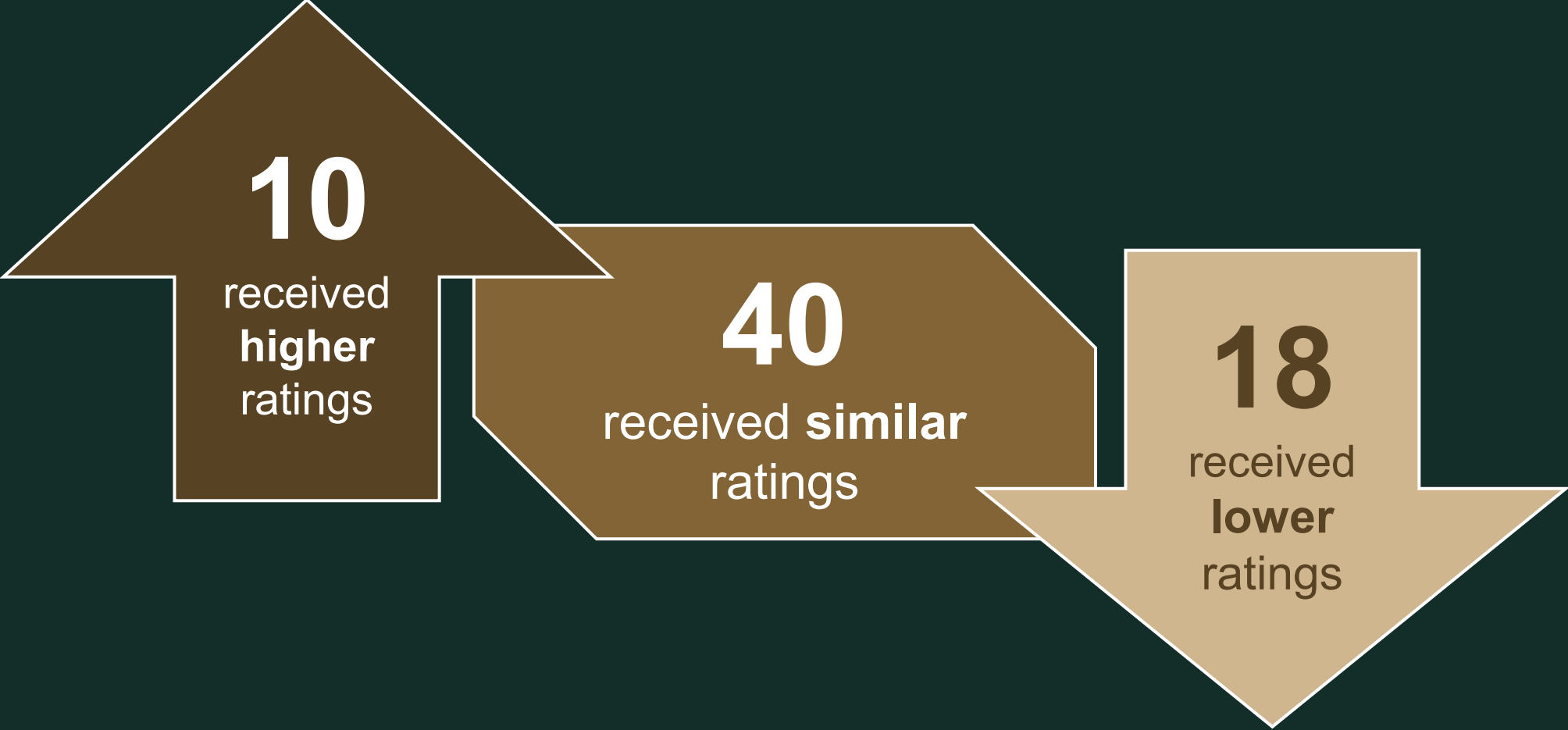
# Comparisons to National Benchmarks



# Comparisons to Front Range Benchmarks



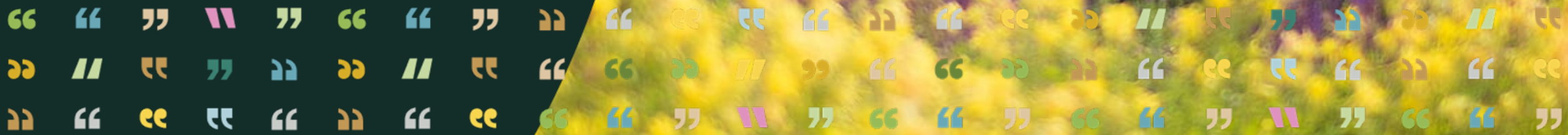
# Comparisons to Previous Survey Year







# Key Findings





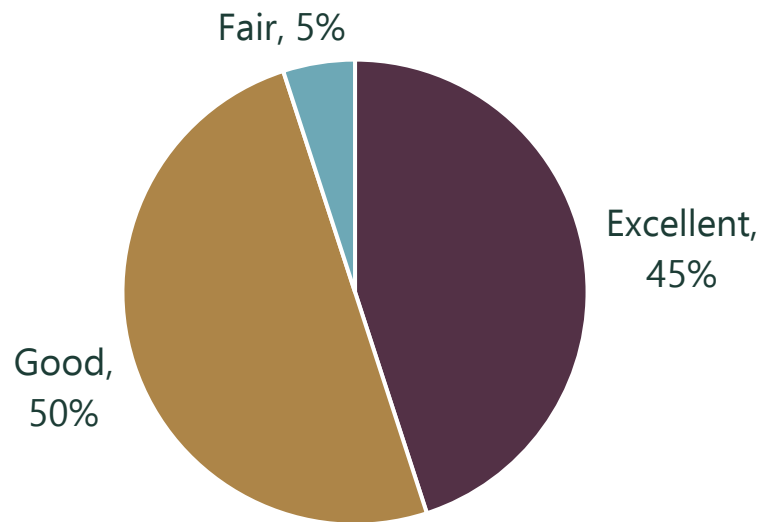
Highlands Ranch is a highly desirable and safe place to live.



# 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%



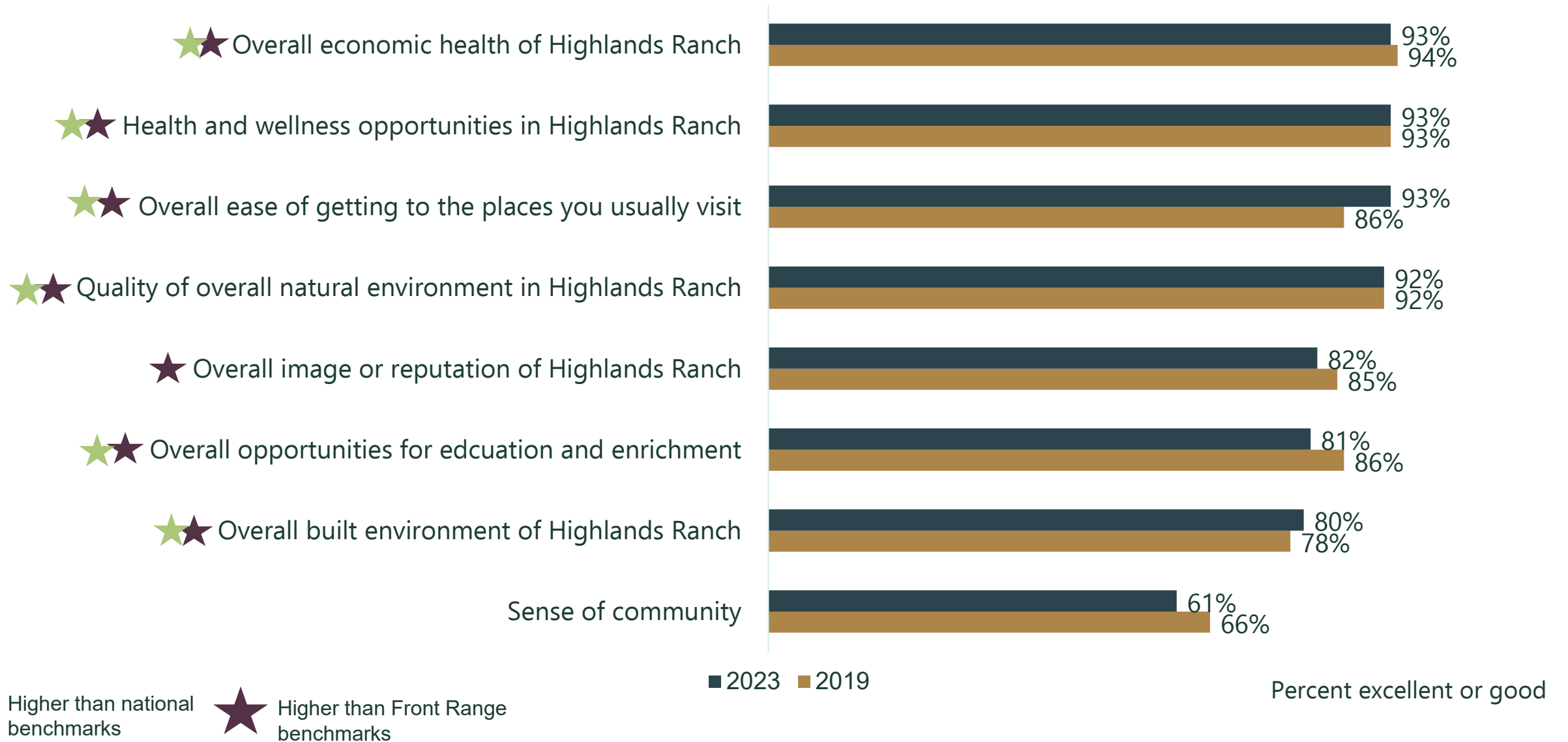
Highlands Ranch as a place to visit

66%

Percent excellent or good

 Higher than national benchmarks  Higher than Front Range benchmarks

# Quality of Life in Highlands Ranch





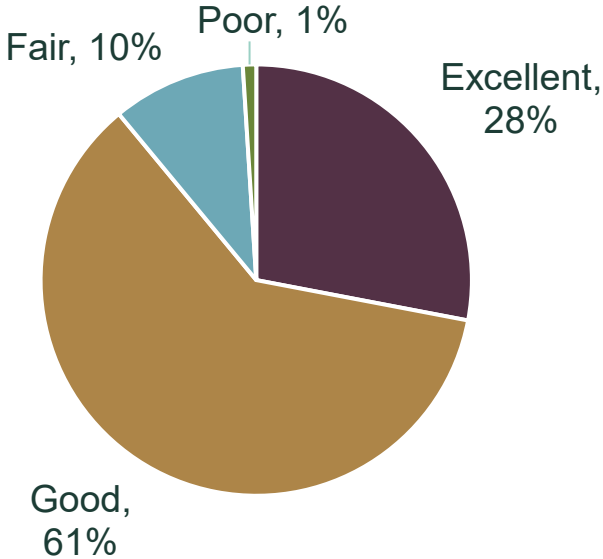
While Metro District services are generally highly rated, some services have declined in quality



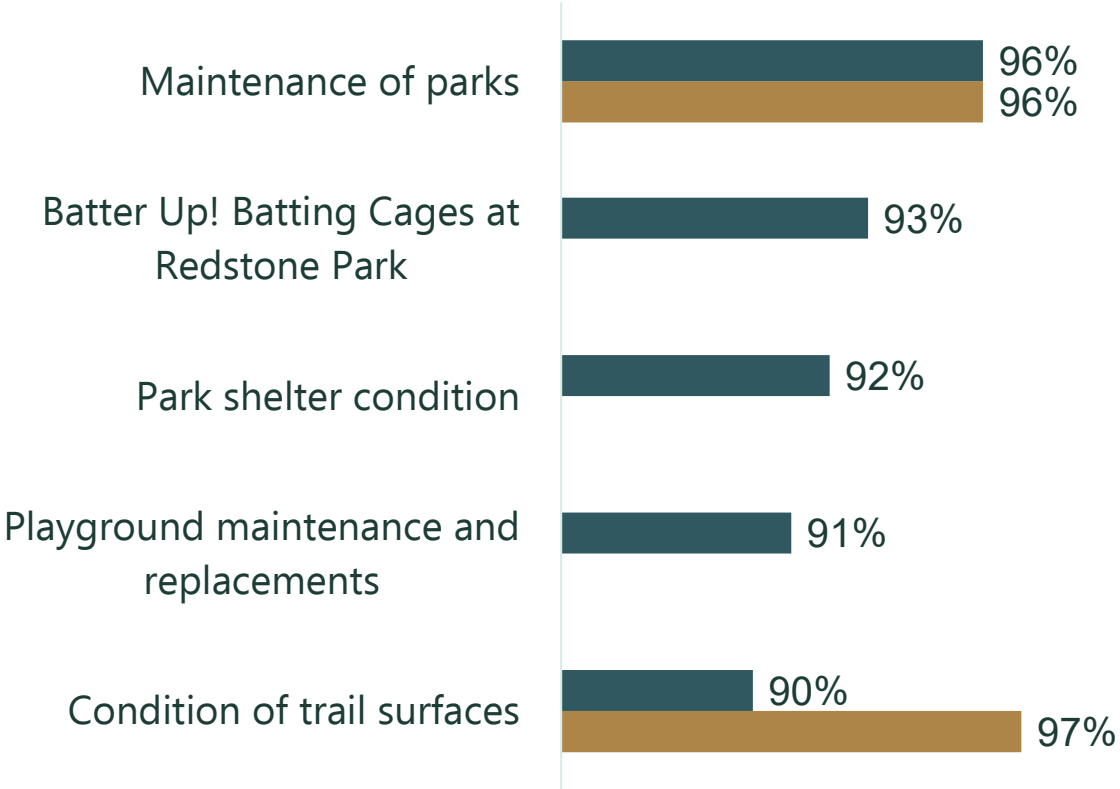
# Metro District Services



## 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%



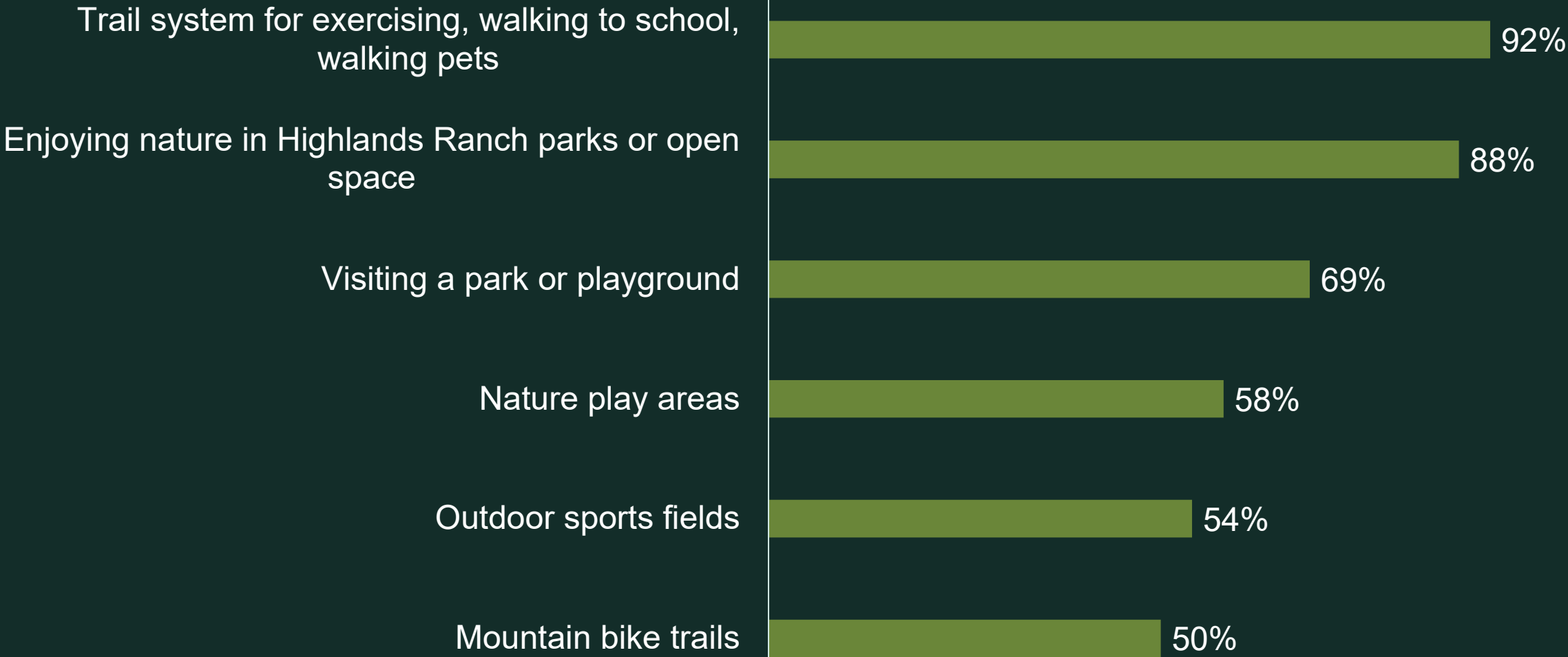




Parks and recreation facilities and programs are highly valued by residents.

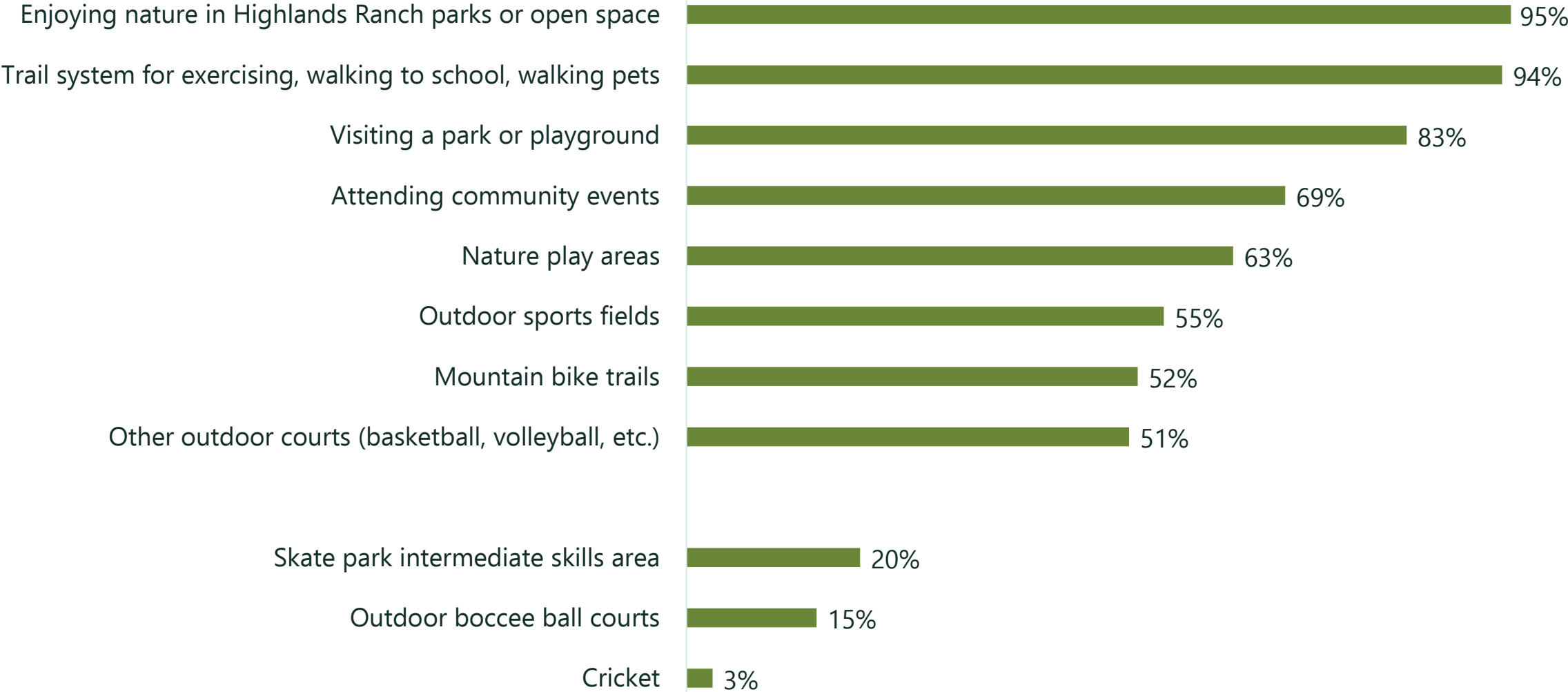


# Importance of Parks and Recreation Opportunities



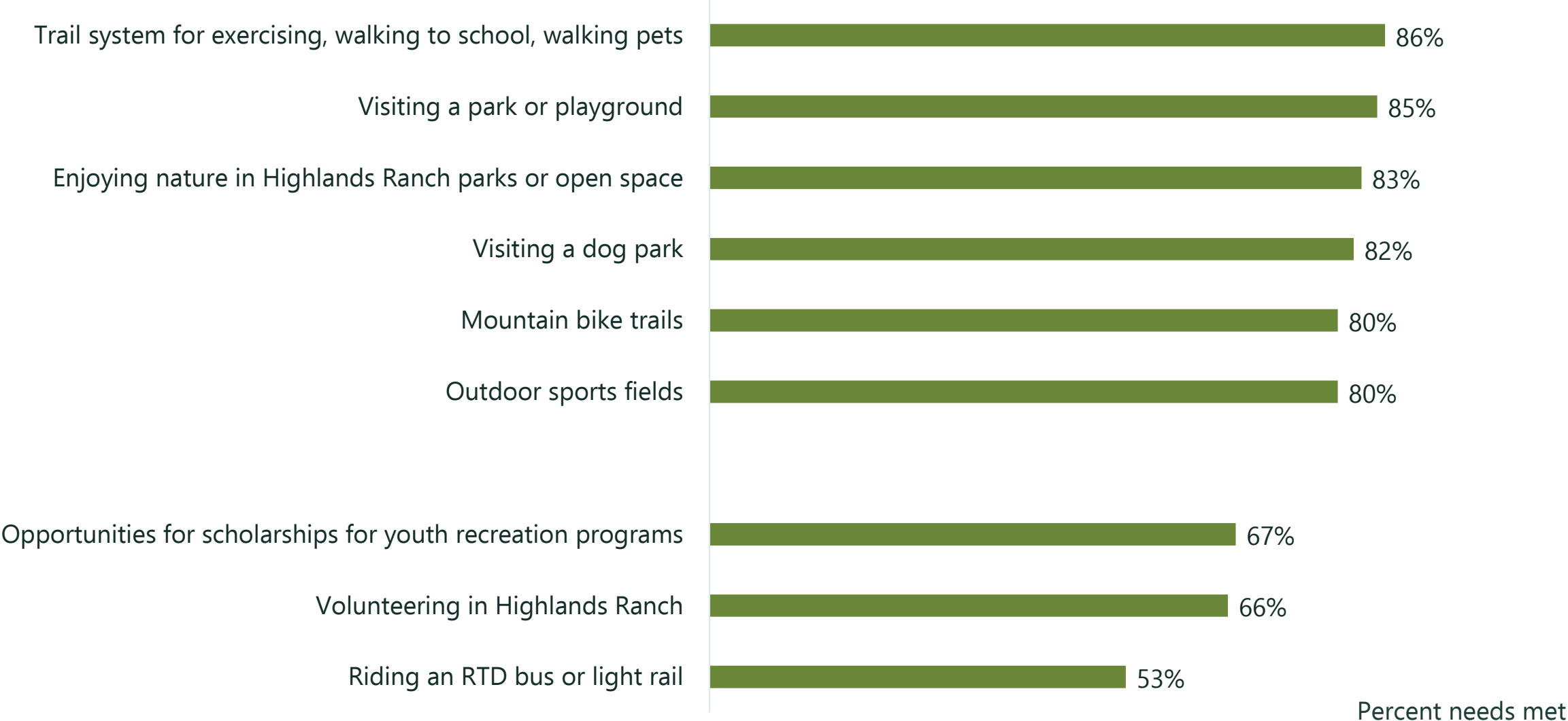
Percent essential or very important

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

# 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!

Brandon Barnett  
xxSurvey Research Team  
Manager  
Polco/National Research Center  
[brandon@polco.us](mailto:brandon@polco.us)



**Polco**



**NRC**